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KNOW YOUR RIGHTS
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New Jersey's Responsibility
By Donald J. Gatarz, AIA
Chairman, Editorial Board

It seems very appropriate to be writing this article on the 4th of July, a day that typifies the independent nature of our New Jersey predecessors. As a profession unfortunately, Architects in New Jersey do not enjoy total independence and as our Annual State Convention with a theme "The State of the State" approaches, it is appropriate to examine our State and its relationship with its architects.

To New Jersey Architects, those who might or should have been Architects and those who could be its future Architects, our state has not fully realized its profession's value or potential. It appears that a School of Architecture will finally be established in New Jersey. The numerous Architects and loyal supporters that worked so hard to promote the school are to be congratulated. On the other hand, we are the last of the professions to be accommodated. The talent lost or discouraged will never be recovered. Our profession needs and is entitled to have a state facility to provide for our future professionals as well as continuing education for the practitioners. The need was well documented years ago.

Likewise, a survey of in-state offices indicates a number of firms suffering from a low workload, particularly those firms basically oriented toward state work. It is a disgrace for firms repeatedly recognized for their design and organizational ability, to be seeking commissions outside our state or face a reduction of their work staff. At our last convention we heard state officials claim that New Jersey does not have the talent for large projects, that we must affiliate and joint-venture in order to compete with the large out-of-state firms. Or that the out-of-state firms are really in-state (for the time being, at least, simply because they have a local post office box, answering service or skeleton crew). These claims of our inadequacy require close examination. We have lost talent to out-of-state offices simply because they have the present projects, but New Jersey still has sufficient talent to provide services for any project. If we are to be identified with our state environment and will probably have the task of altering, updating and modifying it, then we should provide the central plan.

Finally our present tax base as well as future legislative trends (such as Bill A-1251) will provide funds for state programs. To pay these taxes and assessments and to financially compete against those who do not is hardly equitable.

I've heard the claims, but the tangible proof that 'out-of-state' professionals have provided superior, progressive, or economical procedures remains to be substantiated. The Convention will overview what has been this year's accomplishments and hopefully outline what measures NJSA will take to implement and improve our profession. However, it remains the State's responsibility to decide the future State of this State.

An Evaluation & Concern for the Future
by David R. Dibner, AIA

"The dogmas of the quiet past are inadequate to the stormy present." Abraham Lincoln

Architecture in its contemporary definition is the creation of the total physical environment. It is the only art form which must respond to the needs and aspirations of the human inhabitants of our earth. It is a "people's profession".

With the new found knowledge gained through investigations into the social and psychological aspects of life along with the advantages gained through constantly advancing technology, architecture is now defined as a social art. No longer is the emphasis on one building to suit narrow needs. Rather the impact of the structure on the surrounding buildings and the community of people as well as the effect on environmental conditions becomes the over-riding concern of the architect.

In effect we have recognized that each generation is the preserver of the world for the succeeding generation and has, therefore, a public trust and responsibility to keep it in at least as good a condition as when it was inherited. We now understand this to include not only the purity of the air and water, the condition of our earth and its abundance of our natural resources, but also the impact of that which we build (highways, buildings, parking lots, etc.) or that which is already around them. Architectural profession needs and is entitled to have a state facility to provide for our future professionals as well as continuing education for the practitioners. The need was well documented years ago.

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"ecological movement" has worn off, there seems to be continued deep interest in preserving our planet. Deep seated personal interest is starting to be exposed to corrective movement. Suits are being filed overturning restrictive zoning laws; politicians have started to espouse the unpopular cause of statewide zoning and taxation in lieu of maintaining individual community controls. A "breakthrough" in housing construction is trying new materials and methods of construction. Broader planning concepts such as in the planning of the New Jersey Meadowlands are being pursued. Generally, people seem to be caring a bit more about what is around them.

And so things are beginning to change and among the leaders spearheading this thrust is the architectural profession. Their experience, background and training place them in a position to lead the move toward a better future. Of course they need help—for changing the physical environment above cannot change social attitudes, economic realities and reverse physical decay. The prime factor must be concern for the world around us and the future of mankind.

This is the challenge to everyone.
The Consent Decree

The American Institute of Architects and other professional organizations in the Country, including professional engineers, certified public accountants, and real estate boards, have been the objects of an anti-trust campaign being waged by the Justice Department. There have been reports that lawyers groups are also under scrutiny but, so far, no word about the medical profession.

The Justice Department has moved against these professional bodies based on its interpretation that the Sherman Anti-Trust Act applies to professions in the same manner as it applies to business organizations. In the case of the AIA, it is charged that our ethical stance opposing bidding for architectural services is a technical violation of the Act. Whether or not this charge is correct is subject to conjecture because this subject has not been taken up to the Supreme Court.

The Board of Directors of AIA has been studying this matter for some time. Two alternatives presented themselves: go into litigation with the Justice Department or negotiate the Consent Decree. Our attorneys believed that a costly, lengthy court battle would ensue if litigation were elected. They suggested that the Consent Decree be negotiated; therefore, on May 6th of this year the Board agreed that our attorneys should enter into a consent judgement. The Board also decided that the delegates at the Convention would be asked their views on this matter. After many hours of discussion on the Convention floor, the delegates voted 1,145 in favor and 612 against accepting the Consent Decree. Immediately following the Convention, May 10th, the Board of Directors took formal action on this matter and gave the attorneys a final go-ahead to enter the consent judgement.

Now what does this all mean? The main point is this: The AIA is "enjoined and restrained from adopting any plan, program or course of action which prohibits its members from at any time submitting price quotations for architectural services." In other words, if a prospective client asks you (the Architect) for a fee proposal before retaining you for your services, you cannot say that this is unethical and cite the AIA Code of Ethics.

There is another side to this coin, however. There are a number of things that we are not "enjoined and restrained" from doing: 1) This decree applies to the AIA and to any person acting on its behalf. It does not apply to individual members acting on their own behalf. You do not have to submit a fee proposal before selection if you do not want to. 2) We have every right to advocate that the selection of an architect should be based upon factors other than the fee. Specifically, we can still state that an architect's qualifications should be the primary criterion for selection. 3) The AIA and our Society may request a School Board or any governmental body to follow the AIA preferred method for selection of an architect; i.e., based upon qualifications. 4) We can continue our support of the Brooks Bill (passed by the House, July 28) whereby U. S. Government Agencies are directed to select architects based upon their qualifications before negotiating a fee. 5) AIA members in those areas where-in competitive bidding is prohibited for architectural services (this is the case in eleven states) may continue to follow local law and refuse to submit competitive bids. 6) Fee schedules may still be prepared and shown to prospective clients as indicative of the proper fees architects should be paid in order to provide proper services.

I suppose there will be some clients who will start asking firms to submit fee proposals in order to get the lowest possible fee. I suspect these same people might also consider asking for bids from doctors to take out their appendixes or for lawyers to draw up their wills! When an architect gets such a request, the reply is up to him. As stated before, he cannot say that it is unethical to submit a fee proposal.

Convention attendees at Houston had some interesting comments about the possibility of bidding. One architect said, "All I sell is time. If I have to bid low to get a job, I'll simply devote less time to it than I normally would." Or, as another architect TV watcher told me, "What you pay is what you get." Many thought that the whole aspect of personal service would be minimized. There was a general feeling that most architects would not respond to a request to compete for selection on the basis of fees... and that most knowledgeable clients, recognizing the influence an architect has on total construction costs, would continue to go through the recognized selection process.

The position of the New Jersey Society of Architects is very clear: 1) the best interests of the client and the architect dictate the selection of an architect based on his qualifications and 2) our "Schedule of Recommended Fees" represents appropriate compensation to the architect.
The American Institute of Architects adopted a wide-ranging program intended to influence the nation's urban growth policies over the next 30 years.

Delegates to the 1972 national convention voted nearly unanimously to accept the recommendations of the Institute's National Policy Task Force. The program calls for new public policies to change the "ground rules" that shape, or distort the shape, of American communities; creation of a new scale for planning and building in urban areas, and a national commitment to a major land acquisition policy to guide development in and around key urban centers.

The task force of architects and consultants reported its findings in January after a year-long study of urban problems, land use, and population patterns in America. By voting to accept the task force recommendations, the delegates committed AIA to work for implementation of its goals at all civic and governmental levels.

Delegates defeated one proposed amendment. It would have removed from the document a section dealing with the public's right to recover increases in the value of private property that occur as a result of public investment in transit or utilities on adjacent lands.

Black architects from several sections of the country expressed concern that minority groups might not have a voice in the implementation of the program. Task Force Chairman Archibald C. Rogers, FAIA, of Baltimore, said that Van B. Bruner Jr., a black architect from Haddon Township, N.J., has been added to the task force. Bruner is chairman of AIA's Commission on Community Services whose duties will overlap the implementation phase of the task force report.

The ground rules for which the task force urges basic changes include tax policy, governmental organization, revenue sharing, and site development. The new scale for planning and building in urban areas is essentially a neighborhood scale—a "growth unit" that ensures open occupancy, environmental integrity, and a full range of essential facilities and services.

The proposed land acquisition policy calls for a partnership of federal, state, and local governments to assemble 1,000,000 acres in 65 metropolitan areas and prepare the land for private development under community-approved guidelines.

The estimated $5 billion cost of this land—bought first in central cities and then on the metropolitan periphery—would be recovered in a few years with appreciation in the value of the land being used to recover all of the initial cost and much of the cost of preparing the land for development.

As envisaged by the task force, this "Strategy for Building a Better America" would create sites large enough to be economically attractive to private developers. The ground rules for such development would encourage cohesive "growth units" of neighborhood scale at pre-determined locations along the transportation and utility corridors.

Each growth unit would include from 500 to 3,000 housing units. Expanded in multiples over 1,000,000 acres nationally, with the addition of high schools, community colleges, hospitals, regional shopping centers and mass transit, these growth units would be adequate to accommodate a third of the nation's expected urban growth by the year 2000.

The Board of Directors of the AIA voted to enter into a consent decree with the Department of Justice and remove a prohibition in AIA's Standards of Professional Practice against submitting price quotations for architectural services. (See "The Consent Decree" by NJSA President Wheeler in this issue.)

In a related step, convention delegates voted three-to-one to assess each of the Institute's corporate members $10. The money will finance an effort to convince Congress and the public of the merits of AIA's position on the issue of competitive bidding.

Two Happy Amigos enjoying the Texas Fiesta in Houston: Herman C. Litwack, AIA, Secretary-Director of the State Board of Architects and C. H. Cowell, FAIA of Houston.
ARCHITECTS SHOULD HELP SHAPE PUBLIC POLICY
AIA President asked his colleagues to assume a new professional responsibility for leadership in the development of public environmental policy.

"It is time for architecture to go public," said Max O. Urbahn, FAIA, of New York City, "to find in public service a new dimension of architectural practice, a new way to enlist architecture in the cause of people."

Urbahn said architects can no longer accept the architectural responsibility for design decisions which largely are determined by ground rules and policies that have an ineffective or even negative impact on the quality of the man-made environment.

"It is time for us to stop looking for good clients," Urbahn asserted. "We have got to create them by re-designing many of the processes and institutions, public and private, which in truth shape the built environment."

Urbahn said he did not consider the recommendations of the National Policy Task Force, to be a departure from the traditional responsibility or function of the architect. The increasing influence of public institutions on the quantity and quality of design and construction have made it necessary to influence and upgrade the processes by which these public decisions are made, he said.

Emphasizing that the profession should involve itself in political activity only to the extent of its professional competence, Urbahn declared: "We cannot wait to be asked. If we do not speak up and speak out, a silence that we might like to think connoted professional modesty is more likely to be construed as disinterest."

VAN BRUNER ELECTED VICE PRESIDENT
Van B. Bruner, Jr., AIA was elected a Vice President of The American Institute of Architects. His term of office will begin January 1, 1973.

Mr. Bruner is a graduate of the University of Michigan, and Drexel Institute. He worked in the office of Vincent Kling for several years before going into private practice in 1966. In 1969 Governor Hughes appointed Mr. Bruner to the New Jersey Hotel and Multiple Dwelling Health and Safety Board.

Mr. Bruner is Chairman of the Building Construction Engineering Technology Department at Spring Garden College in Philadelphia and a member of the AIA/Urban League “Beep” (Black Executives Exchange Program) as lecturing architect to black architectural schools. His interest in Community Development led to his formation of the Camden Community Design Center. At local level, Mr. Bruner is Vice President of the West Jersey Society of Architects.

HONORARY AIA
Executive Director Helen Schneider was elected to Honorary Membership in the American Institute of Architects in recognition of her "signal contribution to the profession of architecture."

In awarding the Honorary Membership the Institute cited as one of her outstanding achievements the Directory of Architectural Schools which she personally compiled in 1965. It is now in its ninth edition, and contains a listing of all schools of architecture in the United States and Canada, their deans or directors, information on qualifications for admission, degrees awarded, costs per year, and a description of the school's program and thrusts. Architectural Record has called it the "most useful reference ever published in the field of architectural education." This document has been distributed to thousands of prospective students of architecture, guidance counsellors and others throughout the world.
High School Competition
Students Design "Cosmos"

Winners of the Ninth Annual Jay Parker Edwards Memorial Architectural Design Competition for New Jersey high school students were announced Monday, June 5, the first day of Architects Week, by Martin M. Feitlowitz, AIA, of West Orange, Chairman of the competition sponsored by the New Jersey Society of Architects.

Awards went to James Theimer (1st Place) of Rumson, Rumson-Fair Haven Regional High School, Rumson; Stephen Foss (2nd Place) of Princeton, Princeton Day School, Princeton; Peter Mercorelli (Third Place-Tie) of Clifton, Paul VI Regional High School, Clifton and Paul Bialowas (Third Place-Tie) of Hackensack, Hackensack High School, Hackensack. Honorable Mentions were given to: Elly Grill and Janet Reed of Piscataway, Burr D. Coe Vocational and Technical High School, East Brunswick; Rex Hordeman of Jackson, Jackson Memorial High School, Jackson; and Chris Cheston of Summit, Summit High School, Summit.

The Jury termed James Theimer's submission "the best of the village cluster schemes because the designer has shown a conscious effort to provide a human scale to the community without foregoing the clarity and order required for interrelating communal activities."

According to Mr. Feitlowitz, "This year's design competition, entitled 'COSMOS' was intended to be the sounding board for youth's need to challenge the status quo of the establishment'. Provided with a fresh, unspoiled piece of nature, the students were asked to organize a new community consistent with their concept of a more ideal society," he said. "Their life-style conception was to dictate the mode of housing, one of the sub-systems within the community," he added.

Other members of the Jury were Louis DiGeronimo, AIA, of Jersey City, and Barbara Waxman, AIA, of West Orange. The awards were presented to the students in the Lounge of the Student Center Building at the Newark College of Engineering where the presentations were on display during Architects Week, June 5-10.

(1) Martin M. Feitlowitz, AIA Chairman of the Careers in Architecture Committee, chats with Peter Mercorelli of Clifton.
(2) Donald J. Gatarz, AIA, NJSA Vice-President with Elly Grill and Janet Reed of Piscataway.
(3) Robert C. Whitlock, Department Chairman of the Princeton Day School, with Stephen Foss, a student at Princeton Day School.
The practice of school architecture has been the principal concern of Hamnett, Bouman and Blanche, P.A. since the end of World War II when the firm was known as Micklewright and Mountford.

In recent years, the firm has pioneered in the adaptation of modular structures for educational purposes. A system has been devised whereby all the qualified pre-engineered manufacturers are able to bid from the same basic plans and specifications in an open competition.

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Take a Personal Journey into the Past

by Indrikis M. Kaneps, AIA

Bergen County Architect outlines a recreational program that would also preserve his county’s heritage.

Do you remember the cigarette commercial with the catchy tune exploring the many sources of happiness? It makes the point that happiness is different things to different people. So is recreation. At first, the word evokes a few ready images of parks, playgrounds, softball diamonds, games, swimming pools, or your favorite hobbies, but the word keeps expanding and covering more and more activities. Soon one is astounded how all-encompassing the word “recreation” turns out to be. What is work for one may be another’s favorite form of recreation.

Often recreation has no other goal than refreshing one’s mind or muscles or both; however, it also can be creative and profitable. Sometimes the profit is not limited to the individual involved, but can be shared by others. At the Bergen County Chamber of Commerce Recreation Committee organizational meeting January 11, 1972, I made a suggestion about an unusual form of recreation. Based on these experiences, groups or clubs of interested students or residents would be organized and supervised by volunteer experts who would help locate the most likely spots and guide the participants the “rules of the game”, methods and procedure. They would help locate the most likely spots and guide the participants the “rules of the game”, methods and procedure. They would help locate the most likely spots and guide the participants the “rules of the game”, methods and procedure. They would help locate the most likely spots and guide the participants the “rules of the game”, methods and procedure.

The central idea of what I outlined at the meeting could be described as “The active, supervised participation of interested Bergen County residents, particularly those attending schools and colleges, in the discovery and preservation of what remains of the County’s undisturbed archaeological or paleontological mementos.” Add to this the ominous footnote, “before the artifacts get obliterated by the rapid construction and industrialization that threaten many of the County’s remaining sites of major or minor archaeological value.” The Fort Lee episode is an excellent case in point. For years neglected, the site of the Revolutionary War stronghold had to be excavated and explored at breakneck speed before apartment houses and paving destroyed and covered over the remains of the two hundred year old landmark.

What does all this have to do with recreation?

It falls into the same category as a nature hike through an historic area, with an expert guide pointing out hidden remnants of our County’s fascinating past. The difference is the added excitement of one’s involvement in what can be described only as a personal journey into that past; the excavation or exploration of the site, under expert supervision, for objects lost or discarded by long gone Bergen County residents, be they Indians, Dutch settlers or Ringwood miners, not to mention those real ancients — the brachiopods, dinosaurs and mastodons that have left their shells, tracks and bones.

Where would these excavations and explorations be made?

Here is a random sampling of just a few specific sites that should be explored as soon as possible: The former site of the David Des Marest house at the French Cemetery in New Milford, the site of the old Demarest house on the east bank of the Hackensack River in Ridgefield Park, the “Hermitage” grounds in Ho-Ho-Kus, and prominent sites in the Ringwood area. The entire Hackensack River, once its waters were cleaned up, should be explored by dredging or skindiving methods, for there must be a rich store of artifacts waiting to be found. The same can be said about many lesser streams, such as Saddle River, and mill ponds, sites of old forges and mills. Round out the list with the sites of the many old farmhouses, taverns, smithies, Indian camps, wampum factories, army camps, battlegrounds, burial grounds and countless other places where men once lived, worked, fought and died. Bergen County is rich in history; its evidence should not be allowed to vanish through neglect or destruction.

How would a project always reserved for a few privileged professionals be turned into recreation for many ordinary people?

We have a couple of precedents or models in Bergen County alone, namely the Baylor Massacre and the Fort Lee site explorations which, if I’m not mistaken, involved student participation. Based on these experiences, groups or clubs of interested students or residents would be organized and supervised by volunteer experts who would explain to the participants the “rules of the game”, methods and procedure. They would help locate the most likely spots and guide the groups in the orderly and correct excavation of them (with minimal disturbance to the surrounding area or environment) and the documentation of finds. I am certain that volunteer experts in this field will be found numerous and willing, especially among university instructors and teachers, both active and road rights-of-way, others are under water — lakes, ponds, streams, flooded quarries, etc.
mento from our County's past, we recent appeal to preserve American by paraphrasing a sentence from a archaeological and other mementos. I should like to try to summarize all Volumes have been written about preservation of Bergen County's practical end: the discovery and tion to the County and its resi­ the benefits of this form of recrea­tion catches on, it may carry over to their own backyards and gardens where, as we sometimes read in the papers, old coins, Indian arrow heads, dated bottles and other artifacts are found accidentally. Chil­dren seem to have a special knack for making spectacular discoveries. Should this proposal become reality some day, I hope that every school aged youngster will be given at least one chance to participate in the excitement of discovery and the experience of having reached back through centuries when finding and holding in his hand an object that was held last time by some unknown Bergenite perhaps hundreds of years ago.

What happens if something valu­able—well, anything—is found? Who owns it?

Any memento or artifact recovered, be it a huge waterwheel, a tiny button, a coin, a clamshell or a shark's tooth, should be evaluated by a group of experts who would decide whether it should be re­tained by the County for its collect­ion. Objects found to be of little museum value may be returned to the finders. All mementos retained by the County would be eventually exhibited in a County museum under the finder's name. Any note­worthy finds hopefully would be publicized in the County's newspa­pers and, in addition, the finder's name would be placed on a special Honor Roll in the museum. At first, such a museum of mementos (call it, say, "Bergen County Heritage Museum") could be established in a restored historical building such as the Hermitage, but later, as the number of finds increases, a new museum could be built in one of the centrally situated County parks. Here on weekends, families, rela­tives and friends could flock to admire each other's finds.

The benefits of this form of recrea­tion to the County and its resi­dents, although not readily obvious, will be numerous. First, it has a practical end: the discovery and preservation of Bergen County's archaeological and other mementos. Volumes have been written about the value of preserving our heritage. I should like to try to summarize all that has been said on this subject by paraphrasing a sentence from a recent appeal to preserve American landmarks: "When we find a memento from our County's past, we find more than just an old, useless knickknack. We discover the memory of what has been. We discover our sense of our County's past...the most visible evidence of our heritage." Such discoveries become a source of pride in the past of Bergen County. People who feel some measure of pride in the past of their environment become more involved and more responsible toward it; they learn to care. To students this may be one of their most valuable educational experi­ences. To many it may be the start of an exciting hobby; to a few the beginning of their life's work. To many youngsters, out of school for spring or summer vacations, it will provide an alternate to loitering or complaining of boredom and the lack of recreational opportunities. It may even prove to be instrumenta­l in narrowing somewhat the so­called "generation gap", because this kind of activity demands sharing: the sharing with one's parents and other relatives the thrill of one's discovery and success, the sharing of additional research, de­tective work, speculation and the final facts. This is no wishful thinking; the urge to share in a "lucky strike" is very real, or treasure or gold fever is real in those who have been "bitten by the bug."

I am not at all sure whether this whole idea is original; perhaps it has been suggested by someone else at a different time and place. We have the precedents mentioned, although on a small scale. In any case, I sincerely hope that this proposal will receive serious consideration and, if deemed to have merit, will be tried out.

The saying that the road to Hell is paved with good intentions prob­ably applies most emphatically to those ideas that today would be received with enthusiasm, but at the time of their presentation were thought to be impractical or silly pipe dreams until the opportunities were irretrievably lost. For ex­ample, some years ago I found a thoughtful, future-minded proposal in an old, crumbling newspaper pre­served in the Dover library. It was a proposal to create a continuous park along the old Morris Canal from Newark to Phillipsburg, while the canal (then in disuse), its locks, gates, planes and, most important, its properties were still intact. Today, with a continuous mega­lopolis from Maine to Florida no longer just a far off vision, but a rapidly evolving reality, similar pro­posals now are seriously studied, what with available park land or wilderness areas dwindling to nothing in some developed areas. The few remaining portions of the Morris Canal near its westerly ter­minal in their charming, pastoral settings give proof of what a magnificent opportunity was lost when immediate economic con­siderations won out and the prop­erties of the canal were sold to private interests. Had the proposal been realized, today New Jersey would have a combination park of heroic proportions and a tremen­dous national monument to its early industry, commerce and en­gineering know-how, attracting tourists from all over the country.

While the Morris Canal proposal may have had a rather impressive magnitude and might have involved equally impressive amounts of money, the search for and preserva­tion of mementos of bygone days in Bergen County by interested res­iidents, preferably school age, is a very modest proposal based on all­volunteer work. No elaborate equipment is required, only the opportunity and a "charter" or a set of rules granted by the County to those residents who are willing to participate in this form of recrea­tion in groups or clubs under quali­fied experts. Whatever it may cost to store and exhibit the finds could be made up by charging a small admissions fee, if indeed no funds were available for that purpose. With a really valuable find some­day, the monetary benefits to the County may far outweigh any ex­penditures or inconveniences.

How about it?
Scholarships and awards totaling $11,600 to twenty-four architectural students were distributed in June by Kenneth D. Wheeler, AIA, President of the New Jersey Society of Architects.

Established in 1959, the NJSA Scholarship Foundation has distributed nearly $64,700 to promising New Jersey students who are attending architectural schools throughout the United States.

Funds for the program are derived from the budget of the New Jersey Society of Architects, and contributions from individuals and the construction industry. The funds are distributed through the Society's Scholarship Foundation. Students are eligible for awards if they show there is a need for financial assistance to continue their education, have a talent for achievement in architecture, a satisfactory scholastic record, and if their parents are legal residents of New Jersey.

According to Mr. Wheeler, there is a real need for a state-supported School of Architecture in New Jersey.

"At present there is only one architectural school in the state," he said. "It is a private school located in Princeton and has a very limited New Jersey enrollment. As a result, our potential young architects leave the state to go to school and stay out of the state to work."

The architect noted that the Society for many years has been trying to bring a state-supported architectural school to New Jersey. A significant thrust toward this goal was made late in April when the American Institute of Architects' New School Advisory Committee met in Newark to examine possible locations and to determine what academic and physical resources were available to aid in the establishment of such a school.

After three days of meetings which included visits to several of Newark's institutions of higher education, the group made their proposal to the Ad Hoc School of Architecture Committee of the Council for Higher Education in Newark (CHEN).

"We're now waiting for the results of their reports," said Mr. Wheeler. "Hopefully, our dream for an architectural school in Newark will be realized by September, 1973."

**Recipients & Donors**

Manuel R. Castedo of North Bergen, Lawrence C. Licht Scholarship
Jackie J. Coco of Passaic and Mark R. McManus of Livingston, Joseph L. Muscarelle Foundation Scholarship
Ronald A. Fladger of Newark, William Fay Memorial Scholarship
Joseph Frank of South River, Tile Helpers Union, Local #77, Scholarship
Thomas F. Gaetano of Colonia, Central Chapter, NJSA, Scholarship

Steven Gilliland of Somerville, Philip J. Levin Memorial Scholarship
Joseph Giunta, Jr. of East Newark, Newark/Suburban Chapter, NJSA, Scholarship
Gino J. Grasselli of Yardville, Tile Council Promotion Fund Scholarship
Nancy James of Salem, Regional Director's Scholarship (Robert R. Cueman, FAIA)
Joseph J. Killen of Hoboken, John Scaccetti Memorial Scholarship
Suzanne K. Koblentz of West Orange, J. Raymond Knopf Memorial Scholarship
Thomas Kocubinski of Trenton, Kramer, Hirsch & Carchidi Scholarship
David J. Manders of Vineland, Ferdinand Klebold Scholarship
Robert T. McDonough of Trenton, Charles Porter Memorial Scholarship
Patrick S. Mulberry of Clark, Producer's Council Scholarship
Richard G. Poole of Rumson, New Jersey Acoustical Contractors Scholarship
Stephen Roth of New Milford, Harry J.H. Ruhle Memorial Scholarship
Marsha Rozansky of Freehold, Huntington-Larson Scholarship
David Sinclair of Lindenwold, N.J., Bureau of Lathing & Plastering Scholarship
About the Donors

Huntington-Larson Scholarship, established in 1972 by Wm. Robert Huntington, AIA, and Jerome Morley Larson, AIA, of Spring Lake Heights, as a fitting manner to start off their new joint practice. $500.

Ferdinand Klebold Scholarship, donated by Architect Klebold as an expression of his concern for the future of the profession. $500.

Regional Director Cueman's Scholarship, established in 1969, specifically designated for use by a student from a disadvantaged minority group. $500.

Kramer, Hirsch & Carchidi Scholarship, established by the trustees of the Kramer, Hirsch & Carchidi Foundation. $500. Kramer, Hirsch & Carchidi is an architectural office located in Trenton whose principals are Harold J. Kramer, AIA, John M. Hirsch, AIA, and Joseph G. Carchidi, AIA.

Lawrence C. Licht Scholarship, established 1967 through funds generously donated by Architect Lawrence C. Licht, AIA, is valued at $500 and is awarded annually.

Frederick B. Chadwick Scholarship, established in 1969 by Architect Frederick B. Chadwick, AIA, $350.

Philip J. Levin Memorial Scholarship donated by Harold D. Glucksman, AIA, and Salvatore M. Guzzo, AIA, of Irvington, in memory of Mr. Levin, "a client who contributed much to the architecture of New Jersey and other states." $500.

John Scacchetti Memorial Scholarship, established in 1971 in memory of Mr. Scacchetti who was a Past President of NJSA, is made up of contributions of relatives, friends and colleagues. $500.

Charles C. Porter Memorial Scholarship, established in 1970, in memory of Mr. Porter who was Secretary of NJSA and Board of Governors of the Scholarship Foundation at the time of his death. This year's $500 was donated by the Newark/Suburban Chapter, NJSA.

Frank Grad Memorial Scholarship, established in 1968 by Bernard J. Grad, FAIA, and Howard Grad, P.E., in memory of their father. $500.

Paul Drake Memorial Scholarship, from contributions of friends of Mr. Drake, who was a Past President of the Society, the State Board and the NCARB. $600.

Harry J. H. Ruhe Memorial Scholarship, established in 1968 by Jack and Norman Ruhe in memory of their father, offers an annual award of $500.

William Fay Memorial Scholarship, donated by the N.J. Chapter, Producers' Council, in memory of Mr. Fay who was a charter member and past president of Producers' Council. $500.

Raymond Knopf Memorial Scholarship, established in memory of the late Society President who passed away during his term of office. $500.

New Jersey Acoustical Contractors Assn. Scholarship established in 1971 by that organization, provides a grant of $250.

New Jersey State Concrete Products Assn. Scholarship, established in 1960 from funds contributed by that organization. $500.

Joseph L. Muscarelle Foundation, Inc. Award, established in 1965 by Joseph L. Muscarelle provides for an annual grant of $1,000.

Newark Chapter, Producers' Council Scholarship, is derived from funds donated by this organization of major building materials manufacturers. $400.

Tile Council Promotion Fund Scholarship and The Tile Helpers Union, Local #77 Scholarship, established in 1972 of matching contributions of $500 from both groups.

New Jersey Bureau of Lathing & Plaster Scholarship, established in 1972, from funds donated by the contributing employers in the lathing and plastering industry. $500.

Newark/Suburban Chapter, NJSA, Scholarship, established in 1968. $500.

Central Chapter, NJSA, Scholarship, established in 1971. $500.
Placement of a summer residence on an exceptionally dense wooded hillside proved to be a challenge sui generis due to a reluctance to disturb the natural growth with a man-made structure. Unusually tall red oaks are crowded with large elms, maples, beeches, hickories, wild cherries, ironwoods, and other species on this steep lakeside property.

After considerable study with two arborists concerning the effect of construction on root systems, drainage patterns, and other problems concerning the foliage, only one area of the site was deemed feasible for a structure of 1000 sq. ft. coverage without adversely affecting the natural growth. And only after all trees were carefully surveyed, numbered, and photographed, was the design undertaken. During construction, trees were given special feedings, pruned, caged, drained of excess sap, aerated, and otherwise treated to promote their maximum health. A lightning arresting system was installed in the tallest one and limbs overhanging the building area were cabled together.

Construction commenced during winter when the trees were dormant. They were tagged, and the site was roped off outside the immediate area of construction activity. The inaccessibility of the building area to heavy equipment necessitated an unusual amount of hand work, and installation of large and heavy items as well as material storage presented formidable problems.

Materials include stone taken from the site; cedar siding, decking, and roof shakes; exposed wood framing; and cabinets, stairs, etc. of construction lumber and plywood.

The ground coverage limitation dictated a series of sloping forms colliding to form a single interior space. Different functions are separated by bridges and platforms at various levels connected with stairs and ladders, surrounding a 30' high closet entered from four different levels.

Other features include a carpeted pit on a foam rubber floor, a bed headboard window with a large bird feeder, a Finnish sauna, a suspended deck surrounding the tallest oak, and even a swing and a climbing rope.

Having introduced this structure into this woodland and leaving the foliage and wildlife relatively intact, minor restorations were made and were supplemented by a bird feeding program for insect control. The result is an environment where the sights and sounds and smells of nature through the changing seasons provide an expanded dimension to day-to-day living.
Leo Rutenberg, AIA, of Kearny, and Floyd Scott, AIA, of Neptune, have been appointed by Governor Cahill to the New Jersey State Board of Architects for terms of five years.


In addition, the Governor appointed Henry C. Schragger, an Attorney in Trenton, as the citizen member, bringing the Board up to its full potential.

Others serving on the State's Licensing Board include Benjamin M. Gruzen, AIA, of Maplewood, newly-elected President, Madeline McDowell, AIA, of Morristown, Vice President, Dante D’Anastasio, AIA, of Camden, Immediate Past President, and Alfred Wensley, AIA, of West Trenton, State Government representative. Herman C. Litwack, AIA, of Newark continues as Secretary-Director.

The New Jersey State Board of Architects was established in 1902 by the state legislature to regulate the practice of architecture. It functions in the Division of Consumer Affairs of the Department of Law and Safety under the jurisdiction of the attorney general.

Architect Benjamin M. Gruzen of Maplewood, was elected president of the N. J. State Board of Architects in July. Gruzen was first appointed to the seven-member board for a five-year term in 1969 by the governor and recently served as vice president of that body.

Gruzen is a registered architect in New Jersey, New York, and Maryland and is certified by the National Council of Architectural Registration Boards. He is also a licensed professional engineer in New Jersey.

He has been a partner of Gruzen & Partners, architects-engineers-planners, since 1938. For the past 35 years, Gruzen has supervised the planning and construction of numerous large-scale housing, public administration, military, and education projects. He served with the Housing Study Guild, a private research organization, developing standards for public housing. For the firm, he directed 10 development programs for local New Jersey housing authorities which resulted in early low-cost housing projects. In 1964, he served on the Mayor’s Committee to revise the building code of Newark.

An active member of the AIA, Gruzen served for several years as a member of the national committees on specifications and document reviews. He is second vice president of the National Board of Accreditation in Concrete Construction, a fellow of the Construction Specifications Institute, former president of its Metropolitan New York chapter, and a founder of its New Jersey chapter. He is former treasurer of the N. J. Society of Architects and former president of its Newark chapter.

Madeline McDowell, AIA, has been elected Secretary-Treasurer of the Middle Atlantic Region National Council of Architectural Registration Boards. Mrs. McDowell will work with C. Cameron Hunter of West Virginia, the new Chairman, in guiding the programs of this group during the coming year. Its activities include development of national examinations and criteria for grading these; facilitating of reciprocal licensing and elimination of barriers to inter-state practice; evaluation of educational curricula in Architecture, etc.
State Plan Architects

Convention

The new Playboy Club Hotel in Great Gorge, McAfee, in Sussex County has been selected as the site of the 72nd Annual Convention of the N. J. Society of Architects, September 28-30. Governor Cahill is expected to open the Workshops with a keynote address. The State of the State will be explored by experts from many viewpoints. Panelists include William McDowell, Executive Director of the Hackensack Meadowlands Development Commission, Dr. Stephen Sussna, Planning Consultant, Raymond Heinrich, AIA, Director, Division of Housing and Urban Renewal of the Department of Community Affairs, Michael Pittas, Director of the Department of Planning and Development for the City of Trenton, Mayor Stewart Veale of Ridgefield and Bernard P. Spring, Dean of the School of Architecture and Environmental Design of the City College of New York.

All convention activities will be combined in one area, centering around the Educational Displays and a "stadium" in which all workshops will be held, as well as the Annual Meeting of the Society.

Educational Displays

The 68 Educational Displays exhibited at the Convention have been selected to educate and stimulate the Architect's desire for a better understanding of available materials and their applications. This provides Architects with an excellent opportunity to discuss various products with capable representatives regarding applications, costs, schedules, etc.

Architectural Exhibit

One of the largest exhibits of the work of New Jersey architects will be on display. Judging the exhibits will be a Jury of out-of-state Architects all of whom have gained distinction for their design ability: Vincent G. Kling, FAIA of Philadelphia, Robert J. Nash, AIA, of Washington and Richard Meier, AIA of New York.

Other Highlights

Other highlights of the 3-day Conference include a Gold Tournament on Wednesday, a Beaux Arts Ball Thursday evening, an Art Auction presented by Todd Galleries of Paramus Friday noon, a Midnight swimming party Friday, Ladies programs, awarding of a fur coat donated by the Structural Steel and Ornamental Iron Association, a Cocktail party Thursday night hosted by the Mechanical Contractors Assn., of N. J. and a Champagne Awards party Saturday, hosted by Public Service Electric and Gas Co., Atlantic City Electric Co., Jersey Central Power & Light Co., and New Jersey Power & Light Co.

Joint Ventures for Architects and Engineers

David R. Dibner, AIA, Author McGraw Hill, Publishers

A book review by Stephen Schwartz, AIA

In a most interesting manner, David Dibner, AIA, has authored a book describing how an Architectural practice can achieve change and growth without committing itself to a permanent situation. The change is through the Joint Venture, which is described by the author as a "temporary form of partnership". While this process takes place, the author states, "it is possible to measure the firm's capabilities in many aspects of administration and operation." Furthermore, other types of change, whether they be an internal merger or acquisition, usually require financial and administrative restructuring, resulting in long term commitments.

The book, which makes every Architectural firm a candidate for Joint Venture is obviously helpful to the small as well as the large firm and should make every reader aware of how and why you must evaluate your firm's capabilities and goals. It suggests you look at every aspect of your practice, including organization, manpower, financial, and administrative areas. A form is outlined in the book for this purpose. The important note is that by taking stock of your assets and liabilities you know what to look for in a Joint Venture partner to complement your own practice. The message gleaned from this part of the book can be extremely pertinent whether you joint venture or not, because a thorough evaluation of one's firm is never wasted.

The common theme throughout this book, as Mr. Dibner states, is that "the key to success lies in the prior understanding of problems to be encountered and written agreement of how they are to be solved." In this same light the author states that "the challenge is in taking advantage of the positive aspects of the joint venture, while anticipating the areas of potential conflict." The book continues by detailing the possible conflicts and offers a guide to the actual formation of a joint venture team.

Building and Construction Gets New Director

Walter T. Peters, Jr. has been appointed Director of the Division of Building and Construction for the State of New Jersey. This Division, under the Department of the Treasury, and located in the Taxation Building, Trenton, exercises control over all State building construction except for construction for Rutgers University and highways and bridge work for the Department of Transportation and certain aspects of reservoirs and water supply.

All construction for the Division of Higher Education at the eight State Colleges and the New Jersey College of Medicine and Dentistry is being handled through this Division. All new construction and maintenance required for the Department of Institutions and Agencies, and all other State Departments is also the responsibility of this Division, which assists the using agencies in the preparation of programs and oversees project design and construction. The construction section assists the architects and engineers engaged on supervisory field work during the process of construction.

In addition, this Division acts as the construction agent for the Educational Facilities Authority and the Public Broadcasting Authority.
1. Louis H. Goettelmann II, of Haddonfield, president of the West Jersey Society of Architects, looks on as Camden's Mayor Nardi signs a proclamation designating "Architect's Week" locally.

2. A tribute to the Architectural Profession — Governor Cahill proclaiming the first week in June Architects Week in New Jersey. Seated with the Governor: Mrs. Helen T. Schneider, Executive Director and Kenneth D. Wheeler, President of NJSA. Standing - Romeo Aybar, AIA, 1972 Convention Chairman, Alfred Wensley, State Architect and Administrator, and Walter T. Peters, Jr., Director of the Division of Building & Construction for the State of New Jersey.

3. Two officials of Architects League of Northern New Jersey join with a Montclair State professor and a state official in signing certificates for 33 industrial arts teachers from seven counties who completed 15-week course in architectural technology at Dumont High School. The course, for which three credits were given by Montclair State College, is the only one of its type in the United States and will serve as a model for similar courses to be given throughout the nation. Shown from the left: Robert Juengert, AIA, of Paramus, a director of the League; Romeo Aybar, AIA, of Ridgefield, Vice President of the League; Dr. Arthur W. Earl, chairman of Industrial Arts Education at Montclair State; and John J. Smith, Director of Industrial Arts Education for the State Department of Education. Aybar and Professor Earl were coordinators of the program.

4. The Hillier Residence in Princeton won First Honor Award in the custom house category of the annual Homes for Better Living Program sponsored by The AIA in cooperation with House & Home magazine. The architect: J. Robert Hillier, AIA.

5. Michael P. Erdman, AIA, (center) President of the Central Chapter of NJSA, chats with Mrs. Helen T. Schneider, Hon. AIA, (left) and Mrs. Kay Armstrong at the spring meeting of the Central Chapter held at the State Museum Art Gallery in Trenton. Erdman presented a check for $1,000 to Mrs. Armstrong as the Central Chapter's contribution toward a $1,000,000 art fund campaign she is heading. More than 100 architects and state legislators gathered at the unique event.
A/E Selection Bill Passes House

The Architect/Engineer Selection Bill, sponsored by Rep. Jack Brooks (D., Tex.) passed the House by a large vote after winning, by 276 to 114, a key test on an amendment which would have diluted the measure.

The bill, which would grant legislative status to the traditional procedures for selecting firms to perform architectural and engineering services for the federal government, now awaits action by the Senate Government Operations Committee.

The bill, sponsored in the Senate by Sen. John L. McClellan (D., Ark.) and Sen. Charles H. Percy (R., Ill.), would instruct government agencies to select architects and engineers on the basis of their competence and qualifications at a negotiated fee that is fair and reasonable.

Briefly, the bill would require federal agencies to select—competitively on the basis of "competence and qualifications"—three firms for any project and rate them preferentially. Negotiations for a "fair and reasonable fee" would begin with the first firm and upon termination proceed to the second or third if agreement could not be reached.

Proponents of the measure said that it would provide the best way of selecting competent professionals, would not trap the government into accepting inferior quality in order to pay the lowest costs, yet would assure procurement of services at a fair and reasonable price.

Rep. John Buchanan (R., Ala.), speaking for the bill on the House floor said that procurement of professional services is difficult and complicated, and that there is little correlation between procuring such services and the purchase of supplies.

"The heart of the former is the unique capability of the mind, incapable of hard and fast measurement," he said. "When one seeks to acquire the services of a physician, surgeon, lawyer, or architect or engineer, one is looking for competency and training, and also for originality, innovation, and inspiration.

"Directing our attention to the procurement of A/E services, the choice of procurement must not lie solely on the basis of price alone... it must be based on that design or proposal which can most capably and efficiently do the job over a period of time."

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Learning About Architecture

It's been two years now since the architects got involved with the Explorer Scouts—and the result is that more and more young people are learning about architecture.

They're learning about it through the architectural clubs co-sponsored by architects and by the Explorer’s Division of the Boy Scouts of America.

Perhaps the most active club has been the one co-sponsored by the Robert Treat Council of the Boy Scouts and by the Newark-Suburban Chapter of the New Jersey Society of the American Institute of Architects.

According to the chairman of the chapter's education committee, Howard N. Horii of The Grad Partnership in Newark, the club now has 50 members and has acquired permanent meeting space at the Newark College of Engineering.

The Club met monthly at NCE this past year and the young people, who came from high schools in Newark, Belleville and Irvington, learned about the many aspects of architecture.

They were advised by Mr. Horii, William Brown of Brown & Hale in Newark and Bertram Jones of Levy & Jones in Elizabeth. Working closely with the architects was Larry Thibault of the Robert Treat Council. The NCE representative who arranged for the meeting space was Aaron R. Pulhamus, the director of administrative studies and programs.

INTEREST IN ARCHITECTURE

"Certainly young people in New Jersey are interested in the field of architecture," said Mr. Horii. "I feel that one very positive outcome of our efforts is that they've been able to learn quite a bit about it."

The architect noted that some of the senior members of the group will be attending architectural schools this fall. Unfortunately, he added, they will all be attending schools out of the state.

"I feel that their interest indicates the real need we have for a public-supported architectural school in the state," he said. "Hopefully we will have one in the near future."

Some of the things the aspiring young architects learned about at the meetings included rendering, the various techniques of drafting and lettering, job opportunities available in the field and the education required for them and architectural perspective drawings.

During the year the club sponsored two boys to go to the national Explorers convention in Washington, D.C.—John Butch of Belleville High School and Michael Bell of Weequahic High School in Newark.

"Even if these young club members don't go into architecture or related fields, they will at least have gained an insight into the profession," Mr. Horii concluded. "We feel that if more people know what architects do, the better the profession is going to be."

William Brown (from left) and Bertram Jones give some pointers to the aspiring young architects.
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Sounds attractive, doesn't it? To the many high school seniors, including myself, who are planning to study architecture in college it sounds great. Alas, a state supported School of Architecture is only a dream! The longer it remains just a dream the more damaging it will be to students, the profession, and the state.

Every student who chooses to become an architect in this state knows, or will soon find out, the many problems confronting him or her. The number of New Jersey students accepted to out-of-state schools has been decreasing each year, while the tuition has been increasing.

The state has given us the county or community colleges which will help solve part of the problems. There is however one drawback to these schools, and that is the fact that after two years in the state the student will have to finish his or her education out-of-state.

Students must join with the profession to encourage the state to correct its lack of foresight.

Next to people in Government, perhaps no single force exerts as much influence on how people live, work, and survive as do architects. For perhaps no single force exerts as much influence on how people live, work, and survive as do architects. For more than ten years, the profession has been working to convince the state of the need for a state supported school of architecture.

Chancellor Ralph A. Dungan has just been reappointed for a second term as Chancellor of Higher Education. I hope he will make a state supported school of architecture one of his first projects during his second term in office.

The future of the Architectural Profession and our state depends on the vast amount of talent which is being sent to: Alabama, Arizona, California, Illinois, Kansas, Louisiana, Michigan, New York, Ohio, Oklahoma, Pennsylvania, Texas, and Virginia.

Why can't this talent be kept here in our own State of New Jersey?

*Irvington High School '72.

VIEWING THE MEADOWLANDS

Fairview Architect Merrill J. Martin, AIA, (right) Chairman of a Task Force on Meadowlands Development of the New Jersey Society of Architects, is shown during a tour of the Hackensack Meadowlands to view first hand the proposed locations of various land uses contained in the Master Plan developed by the Commission.

"An unusual opportunity exists here for a demonstration project of national significance incorporating environmental reclamation, stabilization and future control as an integral part of a massive urban development program," Mr. Martin said. "The Commission is to be commended for its outstanding work, particularly the massive research effort which was the basis for the interim land use recommendations and the realistic manner with which the Commission has dealt with the requirements of interim development during the formulation of long range planning strategy", he added.

Shown with him are Mrs. Helen T. Schneider, Executive Director of the New Jersey Society of Architects, Chester P. Mattson, Chief of Environmental Programs and James McCoy, Administrative Assistant of the Commission.

1. Shown from the left at the Awards Dinner in Saddle Brook are Joseph Thomas, executive director of the Structural Clay Products Institute; Architect Harold Comerro, AIA; David Soloff Jr., President of the Mason Contractors Association of America; and Max O. Urbahn, FAIA President of The American Institute of Architects.

2. Viewing the Meadowlands
Richard J. Bottelli, AIA, of Summit, has recently been appointed to the Zoning Board of Adjustment in Summit. He will also continue to serve as a member of the Planning Board and the Architectural Review Board of Summit.

Harold D. Glucksman, AIA, has been appointed Chairman of the Ethics Committee of NJSA, replacing Leo Rutenberg, AIA, who has been appointed by Gov. Cahill to the State Board of Architects. Mr. Glucksman has served as Past President of NJSA and on numerous committees.

George L. Cedeno, AIA, of Upper Montclair, will be listed in the 1972 edition of Who’s Who in the East.

Leo H. Mahony, AIA, of Princeton, has been appointed to the New Jersey Advisory Council for the American Arbitration Association and will serve on the Construction Committee.

Archibald C. Rogers, FAIA, of Annapolis, Md., has been elected to the Board of Trustees of Princeton University for a four-year term. Mr. Rogers is also President-Elect of the American Institute of Architects.

Bernard J. Grad, FAIA, of the Grad Partnership, has received the Man and Boy Award from the Boys’ Clubs of Newark for 34 years of continuing service.

Richard W. Hoagland, AIA, of Chatham, has recently joined with E. Ellsworth Giles to form the partnership of Giles/Hoagland Architects, AIA, with offices in Bernardsville.

Robert Martin Engelbrecht, AIA, of Princeton, has been appointed to the Building Research Advisory Board of the National Academy of Science.

Joseph M. Kuder, Jr., AIA, of Moorestown, is now Supervising Architect of Camping and Engineering Services of the Boy Scouts of America.

Gerald T. Heulitt, AIA, of Pompton Plains, has been elected to the Board of Chilton Memorial Hospital. Mr. Heulitt is a past director of Architects’ League and NJSA.

Robert Paul Juengert, AIA, of Paramus, and Louis A. DiGeronomimo, AIA, of Jersey City have joined in partnership with Neil S. Greydanus, AIA, to be called Greydanus, Juengert, & DiGeronomimo-Architects & Planners with offices located in Hawthorne.

Bertram Ellentuck, AIA, is the Mayor of Roosevelt, N.J.

Robert Earl Cook has been named a partner in the firm of Boyken & Fessler, to be known as Boyken, Fessler, & Cook, P.A., Architects.

Kenneth K. Thomas, AIA, of Millstone, partner in the architectural firm of Thomas and Pankovich in Belle Meade, is the new mayor of the Borough of Millstone. One of his first official acts was to appoint an 18-year-old girl to the Council.
There's little doubt that steel ranks second to none as an all-around construction material... one so versatile, durable and strong that no other medium even approaches its capacity on a pound for pound or square foot basis. Steel offers the architect and construction engineer unlimited design latitude... freedom to depart from the ordinary. No job is too big or too small. Steel enhances design potential, while continuing to provide the framework for inspired contemporary construction, as it has for the past 50 years.

But what of the men who translate the skill and vision of the architect and designer into living dimension... who employ years of knowhow to fabricate and erect today's cities and tomorrow's skylines from the mightiest metal of them all?

The Structural Steel and Ornamental Iron Association of New Jersey, is interested in sharing its technology and experience with steel firms in the industry and with the architectural field in building for the future. With a free exchange of ideas and the ability to discuss better ways to do things, the structural steel industry and the architectural profession can better serve the public.

All steel firms, architects and engineers who are interested in receiving a brochure about the Structural Steel & Ornamental Iron Association of New Jersey, Inc. may do so by writing to the S. S. and O. I. A. of N. J., 15 Washington Street, Newark, N.J.
 Appearences to the contrary...
After 3000 Years
Man has not changed, only his environment!

Man still makes war, tries to make peace. He still destroys, he still builds. Bearded or clean shaven, he's still dreaming and working for a better world.

The real change is in man's environment, and what he's done to it. Not by design or greed, but in his haste to build that better world man has polluted the air and the water he must have to live.

Fortunately, one of man's oldest crafts has kept pace with progress. Just when it is so desperately needed to help restore the purity of air and water, to control pollution, it is ready.

Techniques that have their roots in the ancient world have been combined with modern technology to create advanced sewage systems to cleanse the waterways, to install a variety of mechanical devices to control smoke and other effluents, to purify the air. Water supply and waste disposal systems are part of it, too.

The man who's already applying this expertise to help restore the environment is the mechanical contractor, together with his highly skilled team of craftsman.

If man can change and develop that better world, one thing is sure: The mechanical contractor will be in the vanguard. Just as he has since he installed the water supply system for ancient Rome. Now as then, he's a Man for All Times—Yesterday, Today and Tomorrow.

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