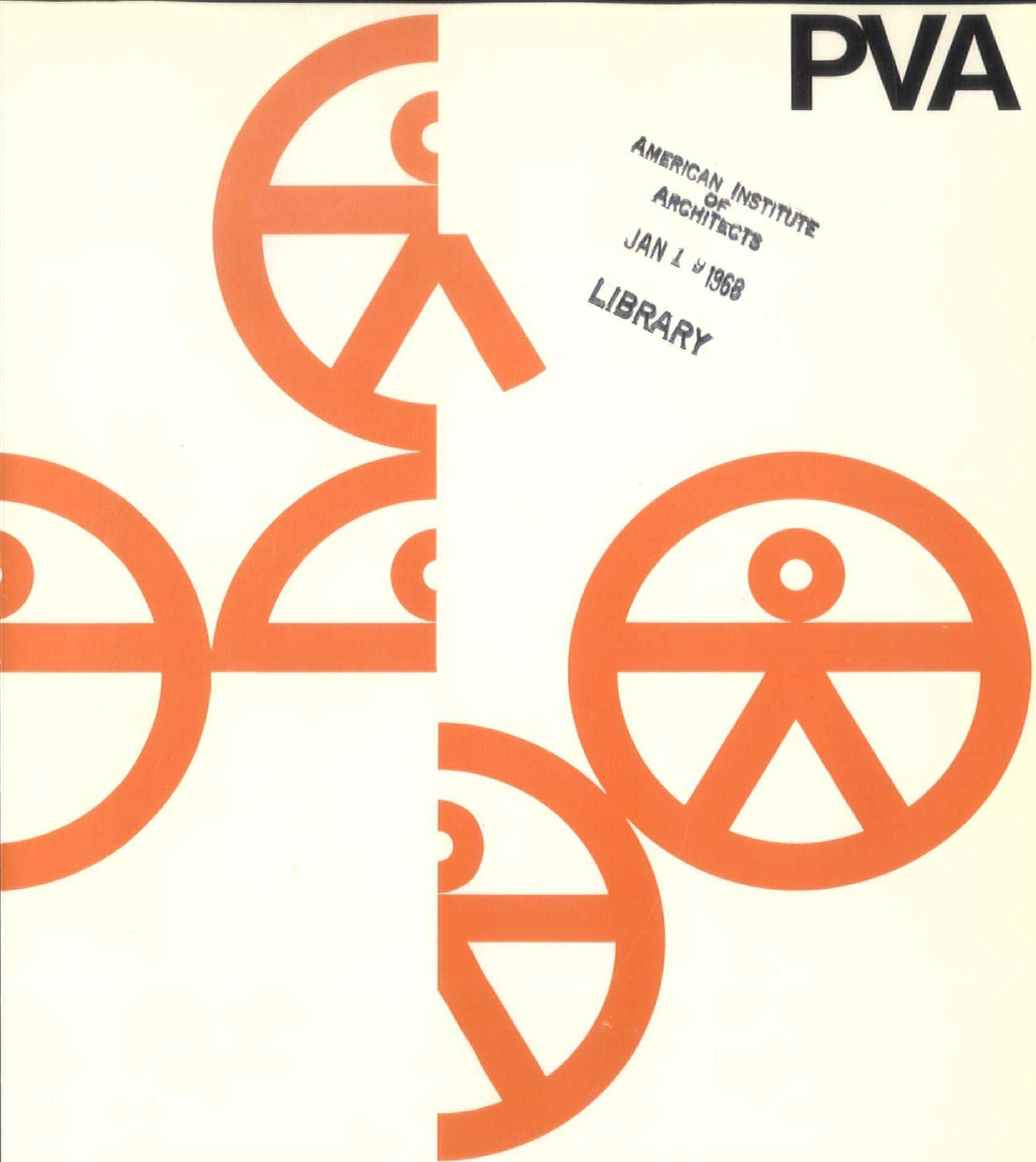


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POTOMAC VALLEY ARCHITECT

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CHAPTER OF MARYLAND AMERICAN INSTITUTE
OF ARCHITECTS

NOV./DEC.

Vol. 10, No. 8

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Published bi-monthly by the Potomac Valley Chapter of Maryland, American Institute of Architects, 912 Thayer Avenue, Silver Spring, Maryland. Entered as second class matter at the Silver Spring Post Office. Subscription price: 50¢ per copy, \$2.50 per year. Unsolicited manuscripts and photographs will be returned only if accompanied by a self-addressed, stamped envelope.

Change in advertising copy should be directed to: MR. LEO SUGRUE, 11111 Lund Place, Kensington, Maryland.

The articles in the magazine represent the personal opinions of the authors and/or the editor and should not be construed as representing the viewpoint of the Potomac Valley Chapter, A.I.A.

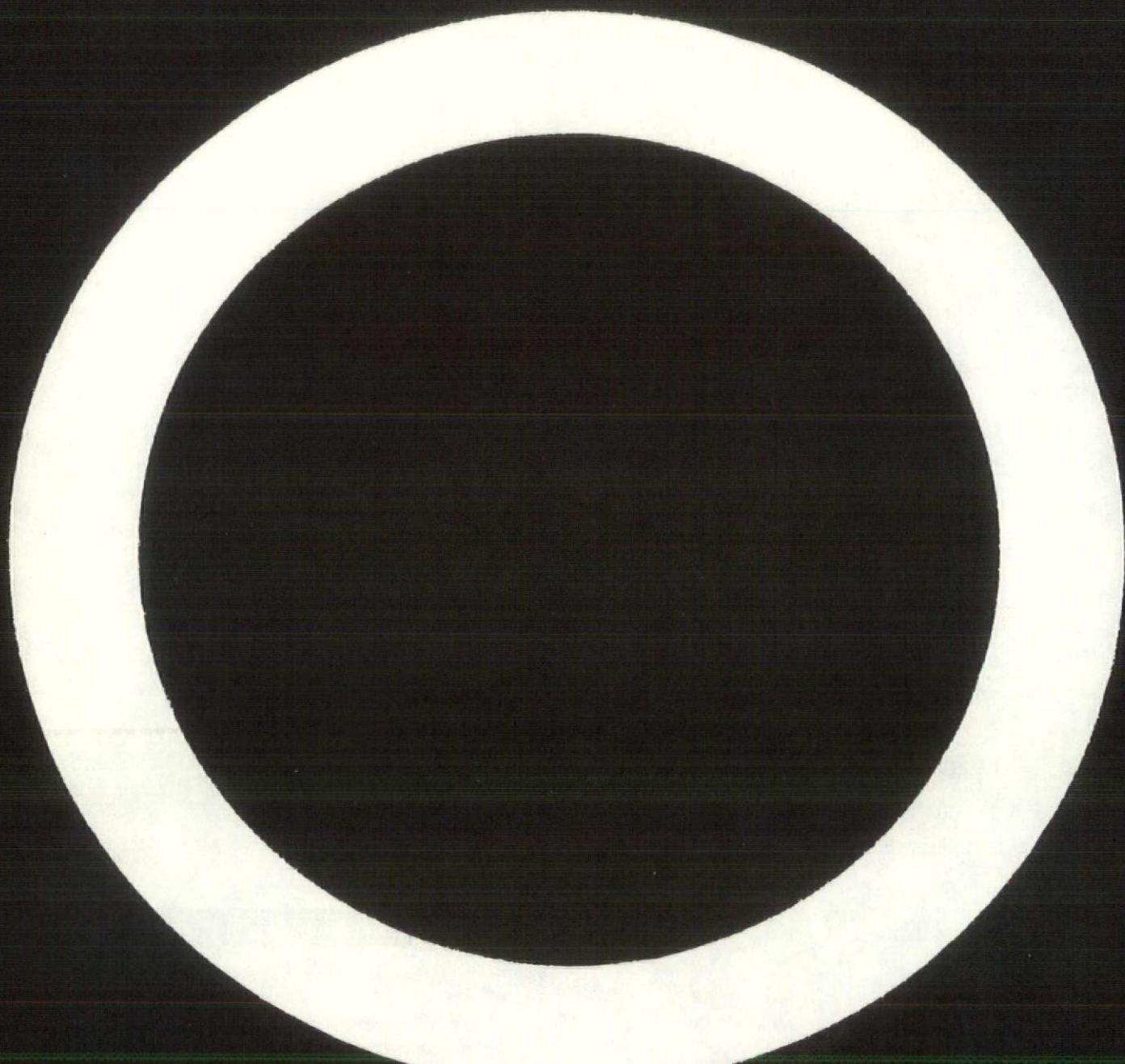
On The Cover

Cover and graphics by Jack Beveridge
and Associates Inc.

For the past year, the Potomac Valley Chapter has been involved in a study of Barrier Free Architecture and the means of educating the profession and the public to the necessity for consideration and rectification of needless barriers which exist, thereby restricting access or use of many buildings to a portion of potential users.

In all this time of study, no one has been able to conjure us a more appropriate or descriptive title, which is regrettable since this one is limiting. It implies an interest in what some would consider a minority group, the sick and infirm, rather than the true scope of concern, which is every man, every day of his life.

We are, therefore, devoting this entire issue to your findings with the hope of interesting all in a very knotty problem for



Chapter's Commitment

Committee on Architectural Barriers

Robert M. Dillon, AIA, Chairman

Edwin F. Ball, AIA

James F. Hilleary, AIA

Edward H. Noakes, AIA,

Project Director

National Commission Appointed

Late in 1965 the Congress established the National Commission on Architectural Barriers and designated the Vocational Rehabilitation Administration of the Department of Health, Education and Welfare to provide staff and administration. In April 1966, the President appointed the members of this Commission with Leon Chatelain, FAIA as its Chairman.

AIA Offers Services

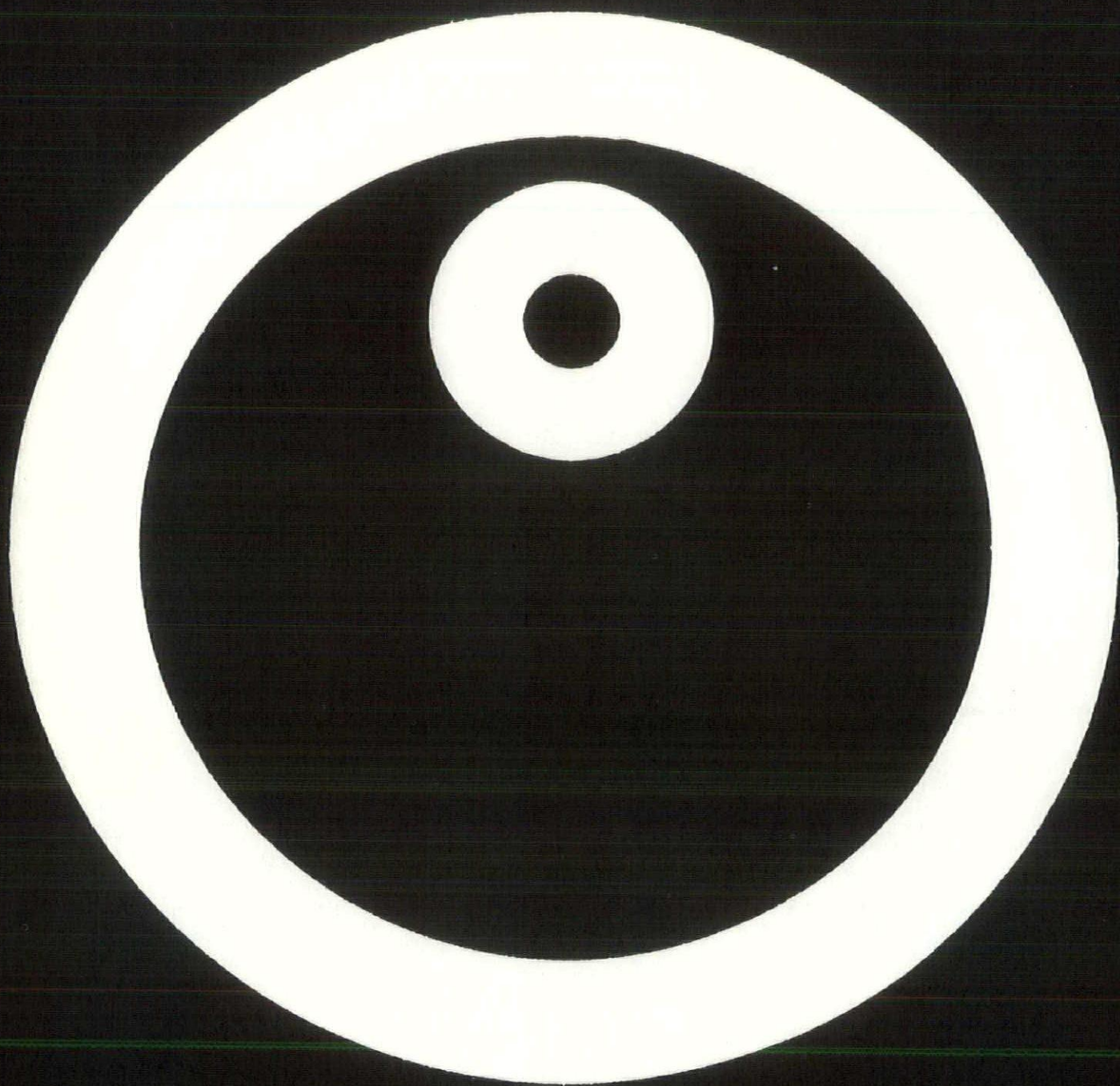
The American Institute of Architects offered to assist in the work of the Commission, and in December 1966 agreement was reached on a work prospectus and a grant in the amount of \$58,775.00 was made to the Institute by the Vocational Rehabilitation Administration.

Potomac Valley Chapter Designated

The Potomac Valley Chapter of the Institute, through the interest and efforts of Chapter member Edward H. Noakes, was designated to provide the task force to "... explore the reasons why the American Standards Association Standards have not been implemented, and to explore and test one or more means for reaching the architect and others who affect building decisions with concepts and useable materials which can be translated into decisions for barrier-free architecture."

Acknowledgements

The Chapter gratefully acknowledges the assistance in the performance of its task, of the many individuals and organizations working in the field; in particular, those associated with the Vocational Rehabilitation Administration, the National Commission on Architectural Barriers, the National Society for Crippled Children and Adults, the National Council on the Aging, and the American Institute of Architects.



Committee's Achievements

The study upon which this report is based was undertaken with the following principal objectives in view:

- *To ascertain, through a pilot study, reasons for failure by architects, building owners, and others to include provision for the handicapped in buildings.*
- *To devise new materials and methods of presentation to reach the architectural and building communities with a view to encouraging barrier-free architecture.*
- *To develop and test a prototype package of illustrative and/or other problem-defining and instructional materials.*
- *To outline a long-range program of implementation of the devised plan, and means for stimulating and conducting continued research.*

In seeking these objectives, the Committee entered into contract with Walter Gerson and Associates, Inc. to conduct an opinion and attitude survey among a small but representative sample of those who effect building decisions for or against barrier-free architecture in the United States; i.e., architects, those who constitute the building owner group, architectural educators, and those who finance building activity. A detailed questionnaire for interviewer use was developed, pilot tested, and finally used in 54 interviews geographically and climatically distributed across the nation.

With pilot test results in hand, the Committee decided that two philosophical approaches to the encouragement of barrier-free architecture needed to be tested for effectiveness; namely, designing and building for the real physical and mental characteristics of the population or "total man," and, designing and building for the "physically handicapped." This was accomplished — although admittedly in a very limited way — by presenting both concepts to two assemblages of architects at regular meetings of their respective AIA Chapters.

As a result of the above cited opinion on attitude survey, it was also clear that an effective design guide

was needed by the architects to translate the ASA Standard and other information into an effective tool for professional office use. Beveridge Associates was retained to prepare a polished draft of such a guide for pretesting at the AIA Convention in New York City in June 1967. This pre-test, conducted by Walter Gerson and Associates in the form of interviews with architects on the likely effectiveness of the guide, enabled the Committee to produce a suggested guide format.

Finally, it was decided that regular meetings of architects at Regional and Chapter levels presented educational opportunities that should be utilized and that these meetings lent themselves to the development of a public climate within which the architects efforts would be favorably received. The Lobsenz Public Relations Company was retained to develop a prototype AIA Regional/Chapter meeting package, which, while aimed principally at the architect, would also be suitable for use with other invited building decision makers, such as members of school boards and Church groups, and important local political opinion makers, e.g., the mayor, county council members and the Governor. It was felt that such meetings would also make it possible to reach representations of public information media, and thus to further dissemination and reinforcement of the barrier-free design message. To achieve a potentiating effect at these meetings, Mr. Wilfred S. Rowe was retained to provide a supporting film strip with script prototype for presentation. The prototype AIA Regional/Chapter meeting package was tested at a seminar held in November in Washington with very good results.

The survey, together with the conferences and additional interviews held, have enabled the Committee to assess the current awareness of and attitudes toward barrier-free architecture in America, and to recommend a positive program of action for the building community with substantive support for its probable effectiveness.



The unprecedented amount of building and rebuilding to come in the decades immediately ahead — readily projectable as being equal by the end of this century to the total of all construction now in place — provides an opportunity to make major near-term inroads on the accessibility of the man-made environment to all our people.

Neither the cost nor the means are the real deterrents to realization of such a significant transition—lack of understanding is.

The Committee made every effort to objectively assess the understanding of and climate for barrier-free architecture before deciding upon the best philosophical approach to achieving positive decisions for barrier-free architecture, and before devising instructional and reference materials.

Specifically, the Committees conclusions are supported by the survey findings as follows:

CONCLUSION:

There is good understanding of the concept and desirability of barrier-free architecture by architects, but not by their clients or other members of the building community.

Architects and architectural educators are aware of the concept and desirability of barrier-free design. This is demonstrated by their use of some, if not many, barrier-free design concepts and features. The Gerson Survey reports 24 of 34 architects and architectural educators have incorporated at least some of the new barrier-free design concepts and features in their buildings (or into building design problems for students). Their understanding and use of these concepts and features derives primarily from experience with a knowledge of public building programs.

Virtually all of the architects and educators surveyed disagree with the statement which indicated that "... generally, there is no real need for barrier-free architecture." Most of those in the professional group be-

lieved that at least public buildings should be readily accessible to all people, or that there was need to serve those handicapped.

Both the client and financial groups interviewed on the other hand, knew and/or cared little about barrier-free design. Only 5 of 20 in this category had occasion to incorporate barrier-free design concepts or features in their programs. When barrier-free design concepts of features were incorporated, it was due principally to specifications or requirements prescribed by government building regulations. None of the clients saw any real need for barrier-free design.

CONCLUSION:

There is little understanding of the true physical characteristics of the population by all members of the building community.

There are two distinct attitudes toward barrier-free architecture held by those most closely related to designing and initiating the nation's building activity. These are:

- *A person must find it impossible, not merely difficult, to use existing buildings before he is considered to be handicapped.*
- *There are simply not enough handicapped people to warrant the installation of barrier-free design concepts and features.*

The general view of handicaps or infirmities by architects, educators and clients, are those having high visibility. The wheel chair, lost limb, the blind, represent those infirmities ranking high in the consciousness of the building professional. Persons having heart disease or a nervous disorder, or those who simply are of advanced age are only rarely considered to be among those who would benefit from barrier-free design.

It is important to note, however, that indications are that where persons possessing any form of handicap or infirmity reach an above average proportion of the population, or are the

subject of significant community interest, barrier-free design is incorporated into building programs. The Tampa/St. Petersburg area is noted for its generally older/retirement population, and in this area there is a higher percentage of barrier-free buildings than usual.

To further indicate the lack of awareness, among building professionals, about a quarter of those responding to the survey would not even venture a guess as to the percentage of handicapped in the population.

CONCLUSION:

There is great need for concise instructional and reference materials—principally a guide to design—addressed to architects.

The survey required all building industry respondents to focus on major problems inhibiting the development of total barrier-free design. Of three major problems cited, two related to the lack of knowledge required to design barrier-free buildings.

When queried about how architects and clients could best acquire this knowledge, almost all agreed that dissemination of information through pamphlets and technical presentations would be the best approach. Generally, seminars ranked third in terms of effectiveness in providing the building professional with information.

CONCLUSION:

There is great need for encouraging clients acceptance of barrier-free design, both as a matter of public responsibility and as a service to the true market, through development of a climate of concern and understanding.

A major problem, as viewed by clients interviewed, is the general lack of demand in the private marketplace for barrier-free design. Most clients seriously doubt any demand for barrier-free design can be demonstrated. Clients, at present, pay little heed to what might be described as their public responsibility to provide barrier-free facilities, particularly if it

serves only a few people. The vast majority have not built with the handicapped in mind, unless it served their self-interest or unless it was required by law.

The architect appears to be suggesting the inclusion of barrier-free design features to his clients. However, at least in part, the architect's efforts have minimal effect due to the lack of understanding and initiative on the part of the client.

In making its recommendations, the Committee has considered both immediate and long-range needs. By recommending research into population characteristics as related to environment, it is intended that it will be possible in the future to publish data on physical characteristics by numbers of individuals and their micro- and macro-geographic distribution.

In so doing all architectural design will be improved, but, in particular, both market and public responsibility will be demonstrable for that apparently increasing fraction of the population which must live with physical impairments.

These data will also aid in the establishment of improved performance characteristics for the design of space, products and components, and the whole of buildings.

The survey revealed that the guide to design would perhaps be the most significant instructional aid, followed by pamphlets and then conference type presentations. The Committee, therefore, has experimented with all three media and has recommended specific action in this order.

In conclusion, the Committee feels that a concerted near-term effort to create an awareness of the need and the materials to translate awareness into decisions for barrier-free architecture, will be effective. And, if followed by improved data and performance criteria in the years to come, the vast amount of new building and rebuilding activity which lies ahead will produce an environment that can be enjoyed by all our citizens.

ADMINISTRATED DIFFICULTY

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Architects Panel, no permitted

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By Martin
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GRAM New

October 31

GLENN RINKER:
for crippled and blind
society. One of their

The Evening Star

WASHINGTON, D. C.,

Oct. 27, 1967

October 31, 1967

Architects to Answer
ths' on Buildings

lizing a grant from the
tional Rehabilitation Ad-
stration, Housing and Ur-
Development Department,

the American Institute of
Architects is sponsoring a confer-
ence on "Myth and Reality in
Architecture" Tuesday at the
Statler Hilton Hotel.

Beginning at 9 a.m. in the
Federal Room, there will be

by David N. Yerkes, AIA
al director; Leon Chate-
r, Chairman of the Na-
Commission on Archi-
tural Barriers; Edward
s, Potomac Valley chap-
Dr. Timothy Nugent,
University of Illinois;

Samner G. Whittier, executive
director of the National Socie-
ty for Crippled Children, and
Miss Mary Switzer, adminis-
trator of the Social and Reha-
bilitation Service. The last two
will speak at the concluding
luncheon.

GRAM News 4 Washington

UNUSUAL D

BILL LITTAUER: An au-
merican Institute of Architects
Fay, confined to a wheelch
a that architects forgot him when they designed most of Washington
dings.

Plunging through revolving doors, over high curbstones, throu-
ing and up flights of steps, Fay followed a charted course through th

The Easter Seal Society claims that as many as 37 million Am-
nveniened by architectural barriers because of physical disabilities
regnancies.

The Society hopes to convince architects to take these people
when they design future buildings.

The Evening

WASHINGTON, D. C., WEDNESDAY, October 27, 1967

Chair 'P' Shows of Ramp Buildings

Paul
what the
official, the
he rehabili-
talking about
they said archi-
must be ha-

the hotel where the
American Institute of Architects
were sponsoring a conference on
"Myth and Reality in Architec-
ture." Fay was faced with exit-
ing through one of two revolving
doors or through the double
doors between them.

However, the double doors
each displayed a sign, "Please
Use Revolving Door."

Bumps Over Curb

Fay, who broke his neck in a
fall in 1961, finally got through a
revolving door, then wheeled
down the sidewalk. He backed
his wheelchair to the edge of the
curb, leaned forward, and

A graduate of the University
of Illinois and a programmer
with IBM at Gaithersburg, Fay
said that the Illinois campus was
easy for him to get around. He
added that the Washington sub-

District Building "Terrible"

"The District Building is terri-
ble to get in," Fay said. "I'm
lucky to get in one of 20 build-
ings here. I would like to see
Washington ramp the curbs—
that would also help people with
baby carriages."

The conference was told th
34 states have enacted vario
laws in an attempt to bre
down the architectural barrier

an way may have architectu
barriers which will prevent th
handicapped from using it.

The conference was spons
by the AIA under a grant fro
the Vocational Rehabilitati
Administration of the Depart
ment of Health, Education a
Welfare for a campaign to pe
suade architects to design bui
lings so that they are accessib
to the 22 million wheelchair a
crutch users, aged, arthritic a
blind persons in this country.

The conference was told th
34 states have enacted vario
laws in an attempt to bre
down the architectural barrier

BUILDING BARRIERS: Some 22 million or-
or disabled Americans are
forced to be "back door
citizens" as a result of ar-
chitectural barriers that
could easily be eliminated.
The main culprits: Steel
steps and narrow doors.
The American Institute of
Architects is urging
members to give "more
than lip service" to the
problem, hold a photo
meeting Tuesday in Wash-
ington aimed at making
"buildings accessible to
all." Others will be held
across the country in an
effort to stimulate change
at the design stage of ar-
chitectural planning.

OCT 21

Architectural myths

The idea that today's buildings should
designed for the average man may be all bur-
That's the gist of a conference next Tues-
at the Statler-Hilton entitled "Myth and
Reality in Architecture."

The American Institute of Architects
sponsoring the meeting with a HEW gra-
Problems such as designing buildings to me-
the needs of handicapped people (perso-
who can't get around normally comprise
most 12 per cent of the US population or



At the American Institute of Architects "Myth and Reality in Architecture," conference, held October 31, 1967, in Washington, D. C., luncheon speaker Mary Switzer, Administrator of the Social and Rehabilitation Service, Fred Fay (center), and Eugene Delmar, Pres. Potomac Valley Chapter, A.I.A., discuss meeting proceedings.

Architecture For Everybody

A Concise Guide For Chapter Seminars

Prepared by:

*The Lobsenz Public Relations Co. Inc.
745 Fifth Avenue, N.Y., N.Y. 10022*

Introduction:

● We present on the following pages a program of vital concern to the nation and to your community, in which you, the architect, are the key man. If you and your Chapter participate in it, you will help solve the problem of accessibility for disabled people of all kinds to the buildings you create and, at the same time, bring your Chapter into closer contact with the influential people of your community who can be of vital assistance.

● The program is called by some "Architectural Barriers." We prefer to term it in a more positive fashion, "Architecture for Everybody" or "Myth and Reality in Architecture." By any of these names we believe your interest in and action on the program is vital to its success and through participation you may not only attain this end but also increase the image and stature of your A.I.A. Chapter.

Helping to solve this national problem on the community level can bring important recognition to your Chapter and its activities. As the program progresses you could become an advisory body to the Mayor or City Manager, municipal housing authority, building inspectors, bankers, mortgage companies, real estate executives, building trades unions and a host of voluntary groups vitally involved in the program.

● Through your concern and concerted action, you may receive recognition from business and community leaders in planning and designing buildings and their facilities. As professionals committed to the concept of the "total man," you can also receive valuable assistance through the news media.

● The rationale is simple. The man-made world is designed for the average person — healthy, vigorous and unimpaired. For him, our buildings are miracles of efficiency and often triumphs of artistry, as well. But there are 22 million men and women in the nation to whom these buildings represent obstacles to mobility. They are the physically disabled, the blind, the aging, the cardiac-crippled. For them doorways are too narrow to admit their wheelchairs, floors too slippery for



At the AIA Conference "Myth and Reality in Architecture" held October 31st in Washington, D. C., luncheon speaker, Miss Mary Switzer, Administrator of the Social and Rehabilitation Service, and Edward Noakes, AIA Project Director, Potomac Valley Chapter Task Force, discuss meeting proceedings.

crutch-walking and stairs too steep to be climbed.

As a result, medical progress that has brought hundreds of thousands to a point where they can work, study or enjoy recreational activities is wasted. The disabled veteran or the cardiac who can't climb stairs is *built out* of most of the places he needs or wants to go.

● Something now is being done about this situation. The President has appointed a National Commission on Architectural Barriers to investigate the problem and recommend corrective action. The Congress, state and municipal legislative bodies are currently considering new or re-vamping old laws to eliminate barriers in new buildings. Groups like the President's Commission on Architectural Barriers and The National Easter Seal Society for Crippled Children and Adults are working to make the public aware of the problem and the ease with which the obstacles can be eliminated, if architects incorporate the simple, necessary features in their first drawings.

● The A.I.A. appointed a Task Force in the Potomac Valley Chapter to survey the attitudes of architects and found that, by and large, architects were sympathetic — BUT had not been aware of the problem until surveyed.

● A regional meeting, sponsored by the PVC, was held on October 31, 1967, in Washington as a prototype event to demonstrate how Chapters all over the country can make their members and the general public of the community aware of what was called "Myth and Reality in Architecture." The *myth* is that building for the average man suits everyone. The *reality* is that averages don't allow handicapped people accessibility and use of buildings and facilities.

● The prototype meeting, attended by prominent citizens and government

officials, made impact even on the busy community of the District of Columbia. Because that meeting was a success, we have prepared this manual to guide you in planning and running similar meetings in all parts of the country. Some of the materials used at the prototype meeting are included for your adaptation.

● Standards for barrierless buildings were drawn up several years ago by the United States of America Standards Institute (then the American Standards Association) and distributed to licensed architects. The A.I.A. has prepared and now is publishing a design manual based on these standards, which will become a useful and necessary document in every drafting room. If all Chapters of the A.I.A. unite behind this movement, they can make a significant contribution toward solving this national problem.

● In view of the following, we believe that *now* is the time to do the job:

● *More buildings will be erected in this country before the year 2000 than all those built since Columbus discovered this continent;*

● *Federal laws in the making will require absence of barriers in all buildings funded in whole or in part by the Federal government;*

● *State legislatures are enacting similar laws or up-dating old ones;*

● *Costs of building barrierless buildings are now only one-tenth of 1% (removing barriers presently existing adds but 1% to the total cost);*

● *The public is sympathetic once the problem is called to its attention, despite the fact that only 80% are aware of it today.*

Architects, historically, have been the leaders, not the led. As a group, and as individuals, we cannot afford to relinquish that position. As professionals, we are committed to designing buildings for *all* men and women — not just the healthy and able-bodies.



Followed by a corps of newspaper reporters and television photographers, Fred Fay, demonstrates how a wheelchair user "take" 6" curbs.

How To Do It

The conference held in Washington, sponsored by the Potomac Valley Chapter, proved to be a success on several levels:

- *It brought the message of the importance of eliminating architectural barriers to architects and others involved in actual design and building of facilities;*
- *It unified the design, building, educational, governmental and business leadership of the community to attack the problem;*
- *It gained attention for the A.I.A. and its Potomac Valley Chapter in the press and on television;*
- *It demonstrated the concern of the A.I.A. and chapter members for what is both a local and national problem.*

The conference format can easily be adapted for use by regional and local chapters, who can thereby accrue similar benefits, as well as perform a public service.

Described on the following pages are the steps to follow in putting on your own conference. You can build it around a regular chapter luncheon meeting or set up a whole meeting designed for the specific purpose as was done in Washington.

Planning the Meeting

The first task is to appoint an Overall Committee, with *one* member serving as Coordinator and other members in charge of specialized responsibilities. These can be divided in any one of a number of ways. One suggested division is as follows:

Overall Coordinator

Hotel arrangements

Speakers

Film presentation

Invitation design and printing

Preparation of guest list and mailing invitations

Publicity and press contacts

The Format

Any conference can effectively utilize the film "*Myth or Reality in Architecture*" prepared for the Washington meeting and available to A.I.A. Chapters. A knowledgeable, dynamic and respected national or local authority

on architectural barriers should be chosen to speak after the film showing. If such a speaker is not available from within the Chapter, there are several ways to find one:

- *Contact a member of the National Commission on Architectural Barriers, all of whom fit the above description. Members are located throughout the country. Here are their names and addresses.*

Leon Chatelain, Jr., Chairman
Chatelain, Gauger & Nolan
1632 K Street, N.W.
Washington, D.C.

Mr. Charles E. Caniff
Assistant Director
Commission on Accreditation of Rehabilitation Facilities
645 North Michigan Avenue
Chicago, Illinois 60611

Mr. Heyward McDonald
State Representative
Columbia, South Carolina

Mr. Paul Sonnabend
Hotel Corporation of America
464 Commonwealth Avenue
Boston, Massachusetts 02115

Mr. Thomas A. Stein
University of North Carolina
Chapel Hill, North Carolina

Mrs. Concha Ortiz y Pino de Kleven
c/o New Mexico Society for Crippled Children and Adults, Inc.
4805 Menaul Avenue, N.E.
Albuquerque, New Mexico 87110

Mr. Carl Morring
Giles & Watson
401 Franklin Street, S.E.
Huntsville, Alabama 35801

Mr. Robert Dietz, Dean
College of Architecture
University of Washington
Seattle, Washington
Honorable H. Ted Rubin
Judge of Juvenile Court
Denver, Colorado

Mr. Joy Talley, Director
DVR
State of Missouri

Mr. Eugene J. Taylor
New York Institute of Physical
Medicine
East 24th Street & First Avenue
New York, N.Y.

Mr. Lorenzo D. Williams
Architect
Minneapolis, Minnesota

Professor Timothy J. Nugent,
Director
Division of Rehabilitation —
Education Services
University of Illinois
Oak Street at Stadium Drive
Champaign, Illinois 61820

- *Contact your local chapter of The National Easter Seal Society for Crippled Children and Adults (listed in your telephone directory) and ask them to suggest an appropriate speaker.*
- *Contact a member of the President's Committee on Employment of the Handicapped, Washington, D.C. 20210, or select a member of the Governor's or Mayor's Committees on Employment of the Handicapped, which exist in most states and some cities, who would also be knowledgeable speakers.*

It is suggested that an appropriate chapter member, perhaps the president or vice president, call the desired speaker first by telephone, in order to determine his availability and to clear the date and time. It is wise to alter your date, if necessary, to insure a good speaker. Once decided by telephone, write a confirming letter immediately.

Sample Letter:

Dear Mr.:

It was very pleasant speaking with you on the telephone today about your addressing the conference on architectural barriers sponsored by the (name) Chapter of the American Institute of Architects, to be held on (date), at (place), from (time) to (time).

As I mentioned, the conference is being held to stimulate architects and others involved in planning and construction to design buildings that are without architectural barriers. The

meeting, entitled "Myth and Reality in Architecture," will stress the fact that the "average" man is not the real man, who often is unable to use facilities designed with the average alone in mind.

As you are well aware, the campaign for wider doors, level entrances, lower light switches, adaptable toilet facilities — to mention just a few of the defects of most public and private buildings — has been going on for many years. Acceptance of the concept has been widespread in theory, but not enough attention has been given to changing standards in practice.

We would very much like you to address our (number) guests on why eliminating architectural barriers is so very important, and how those concerned with designing buildings and facilities can contribute to the local and national effort.

With you as principal speaker, our Chapter feels sure that a great deal will be added to the occasion. Enclosed is a timetable of the program.

We look forward to hearing from you soon, and thank you for your consideration. Our very good wishes.

Inviting the Mayor or City Manager to deliver a brief welcome is also suggested, for the following reasons: It infers city sanction of your Chapter's concern about the problem; it helps obtain publicity for the meeting; it will increase attendance.

Should the Mayor be unable to attend, ask him to designate someone to represent him in welcoming the guests.

The President of the Chapter (or vice president) should preside at the meeting itself, and introduce the Mayor and the principal speaker.

Seated on the dais would be the Chapter President, Mayor, Principal Speaker, conference committee members and/or distinguished guests.

Suggested Schedule and Format:

- Chapter President Opens Meeting and Greets Guests (5 minutes)
- Luncheon (30-45 minutes)
- Chapter President Introduces Mayor (3 minutes)
- Mayor welcomes guests on behalf of city (5-10 minutes)

Film (2 minutes)

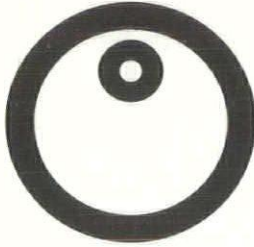


- Slide Film Shown (12 minutes)
- Chapter President Announces Slide
- Chapter President Introduces Principal Speaker (3 minutes)
- Principal Speaker addresses guests (20-30 minutes)
- Question and Answer Period (20-30 minutes)*
- Adjournment

* Please note that questions (from architects in particular) often bring into sharper focus the practicalities needed for success of the movement. Be sure to allow sufficient time.

Invitation

A tasteful and striking invitation is important. Generally speaking, the invitation should contain information on date, place, time, luncheon charge, speakers, RSVP address, as well as copy on *why* the meeting is being held, i.e., the national importance of the problem.

Below is pictured the 3-fold invitation, with self RSVP card, used for the Potomac Valley Chapter's prototype meeting. It can easily be adapted to reflect your program.

		
<p>Are We Designing for the Average or the Real Man?</p> <p>Myth: Design based on the average man is universally useable.</p> <p>Reality: Such design does not meet the needs of . . . the disabled veteran . . . the business man who broke his leg on the ski slopes . . . the cardiac who can't climb stairs.</p> <p>Myth: There are not enough handicapped people to warrant designing to meet their needs.</p> <p>Reality: Those whose mobility is impaired—wheelchair and crutch users, the arthritic, aged, blind and deaf—comprise almost 12% of the U.S. population or some 22 million people; designing for them improves rather than detracts from usability of buildings by the average person.</p> <p>Myth: It costs too much to provide easy access to hotels, libraries, department stores, office and other buildings.</p> <p>Reality: There is little, if any, extra cost when their needs are met at the design stage.</p>	<p>This conference will explore the problems presented by design criteria based on human "averages." It will demonstrate the variety and enormity of the problem and will discuss practical ways in which architects, with no sacrifice of beauty or utility, can design for predictable extremes of environmental need as well as for the average man.</p> <p>The conference is a prototype for similar meetings to be held by AIA. Chapters in all regions of the United States during the next year.</p>	<p>9:00 a.m. Registration: Federal Room</p> <p>9:30 a.m. Welcome David Norton Yerkes, FAIA Regional Director, Middle Atlantic Region The American Institute of Architects</p> <p>9:35 a.m. What is the Problem? Leon Chatelain, Jr., FAIA Past-President, AIA Chairman of The National Commission on Architectural Barriers</p> <p>9:45 a.m. Architects' Attitudes Edward Noakes, AIA Project Director Potomac Valley Chapter AIA</p> <p>Task Force</p> <p>9:50 a.m. Slide Film: "Myth and Reality in Architecture"</p> <p>10:10 a.m. Coffee Break</p> <p>10:30 a.m. What Can be Done? Timothy Nugent, Ph.D. Director, Rehabilitation Education Center University of Illinois</p> <p>11:00 a.m. Panel Discussion Representatives from the hotel/motel, department store and insurance industries</p> <p>11:20 a.m. Questions and Answers</p> <p>12:00 noon Cocktails</p> <p>12:30 p.m. Luncheon: South American Room</p> <p>Presiding: Eugene A. Delmar, AIA President, Potomac Valley Chapter</p> <p>Speakers: Mr. Sumner G. Whittier, Executive Director, The National Society for Crippled Children and Adults (National Easter Seal Society) Miss Mary Switzer, Administrator, The Social and Rehabilitation Service</p> <p>2:00 p.m. Adjournment</p> <p>Middle Atlantic Region AIA: West Virginia Chapter AIA Virginia Chapter AIA Delaware Chapter AIA Potomac Valley Chapter AIA Chesapeake Bay Chapter AIA Baltimore Chapter AIA Washington Metropolitan Chapter AIA</p> <p>Host: Potomac Valley Chapter AIA</p>
<p>"Myth and Reality in Architecture" Conference</p> <p><input type="checkbox"/> I will attend Conference.</p> <p><input type="checkbox"/> I will attend Luncheon. \$5.50 Luncheon Charge.</p> <p><input type="checkbox"/> Sorry, I will be unable to attend either.</p> <p>Name _____</p> <p>Title _____ Affiliation _____</p> <p>Address _____</p> <p>R.S.V.P. _____</p>		

Invitations should be mailed one month to three weeks before the event. Thus, guest lists must be compiled six weeks ahead. It is important that everyone involved in designing both public and private buildings and their facilities be reached with the message of the conference. For your consideration, we are listing those organizations and officials who have direct interest in the program. Your Overall Committee, undoubtedly, will think of others.

- All Chapter members;
- Staff members and volunteers of voluntary organizations, such as The National Easter Seal Society for Crippled Children and Adults; Goodwill Industries; Paralyzed Veterans Association; and Committees on the Aging; as well as health agencies serving the handicapped, such as the National Foundation; Multiple Sclerosis Association; Muscular Dystrophy Association; National Tuberculosis Association;
- Government (national, state, county and city) agencies involved with rehabilitation and building; Governor's and Mayor's Committees on Employment of the Handicapped; Chamber of Commerce, etc.;
- State, County and City planning boards, zoning and housing officials;
- Educators on state, county and community levels, both public and private, not forgetting members of the local school board;
- Builders, developers, contractors and others involved directly with construction, such as building trade unions;
- Church officials, including planning committee members and women's auxiliaries;
- Hospital officials — including planning officials and women's auxiliaries;
- Business officials — appropriate executives from industry, department stores, restaurants, hotels, motels, insurance companies, theatres, etc.

Advance notice of the meeting in your Chapter magazine or newsletter will further stimulate interest in the

subject of the conference. This notice can be timed for the issue to reach members just before the invitation is sent out, advising architects to save the date and be on the look-out for their invitation.

Visual Material and Other Meeting Aids

Survey your local community for examples of typical architectural barriers. You'll be surprised how many there are. Then find examples of their removal inexpensively and effectively and without compromise of aesthetics or basic purpose. Take photographs of these examples and use them, blown up, as posters on the walls and behind the doors or as an exhibit at the entrance to the conference.

When looking for appropriate buildings to photograph, consider such examples as: flights of steps, contrasted with level and flush entrances; doors narrower than 32" (thus unable to accommodate a wheelchair), compared with 32" - 36" doors; telephones and fountains too high to be reached by those in wheelchairs, compared with those reachable by persons in wheelchairs who are, for all practical purposes, only *four* feet high.

Suggested materials to be distributed to guests include:

- USA Standards Institute's "Specifications for Making Buildings and Facilities Accessible To, and Usable By, The Physically Handicapped."
- A one or two-page condensation of the above standards, prepared and mimeographed locally.
- The A.I.A. Design Manual (mentioned previously)

Slide Film

A 12-minute slidefilm with sound, summarizing the case for barrier-free buildings, was prepared for the prototype meeting by the AIA Potomac Valley Chapter, under a grant from the Vocational Rehabilitation Administration (now the Social and Rehabilitation Service). Entitled "Myth or Reality in Architecture," it is directed to creative designers (architects) and decision-makers (clients, officials, planning boards, etc.). It avoids emotion in its rationale for architecture for

the "whole man" from childhood through old age.

The film can be a powerful supporting element to your main speaker at a brief meeting or at virtually any point during a longer meeting. It is available at the purchase price of \$12.50 by writing to

Mr. Winfred S. Rowe
10 Richmond Hill Road
South Norwalk, Connecticut 06854

Full operating instructions will be sent with the film. But we caution you to *set up your projector well ahead of the meeting* and run the film through, to make sure sound and focus are operating correctly.

Publicity

Inviting the Press

It is suggested that the committee member who has accepted responsibility for publicity by the Chapter's liaison with members of the press, including newspapers, radio and television, local and club magazines, and wire services.

The first step in interesting members of the press in the conference is to send to appropriate newsmen and women an invitation to attend. This should be done about two weeks before the event. The publicity chairman should send a letter or Fact Sheet with each invitation to the following categories of newsmen, addressing each by name as well as title.

- Newspapers: City Editors, Architecture/Real Estate Editors, Women's Editors, Photo/Picture Editors;
- Radio-TV: News Director, Programming Director Producers of interview and other special programs;
- Wire Services: Both the Associated Press and United Press International have representatives throughout the country. Invitations can be mailed to the Bureau Manager and News Chief of the office nearest the city in which the conference will be held. Allow at least 48 hours for delivery.
- Other: Editors of State, county and city publications (such as Chamber of Commerce magazines), public works publications,



Fred Fay, 23 years old and paralyzed from the waist down as the result of an athletic accident, demonstrates how wheelchair users maneuver over 6" curbs, one of the many architectural barriers which face the country's 22 million disabled people.

Following the conference "Myth and Reality in Architecture," sponsored by the A.I.A. Potomac Valley Chapter on October 31, 1967, Mr. Fay led a tour around downtown Washington, D. C., to demonstrate architectural barriers which make life difficult and dangerous for persons confined to wheelchairs.

building trade publications, etc.
A sample "Fact Sheet" is shown below

Fact Sheet

"No architect should be permitted to design a public building until he has had both legs broken."

Buildings of the future can be made accessible to wheelchair and crutch users, the aged, arthritic and blind — the temporarily or permanently disabled who comprise 12 percent of our population.

How this can be done will be the subject of a panel discussion and dramatic demonstration:

Tuesday, October 31, 1967

Statler Hilton Hotel, Wash., D. C.

9:30 a.m.: Panel Discussion and Film, Federal Room

Noon: Luncheon, South American Room

2:00 p.m.: Demonstration of the obstacles facing a person in a wheelchair in downtown Washington. Itinerary of a handicapped volunteer begins in South American Room and concludes at 2:45 p.m.

The conference is the first of a series to be held across the country, sponsored by the American Institute of Architects, under a grant from the Social and Rehabilitation Service, HEW.

An invitation is attached.

We look forward to seeing you.

Advance Information

Approximately five days before the event, each of the media persons to whom the invitation has been sent should receive an advance release on the meeting, outlining its purpose, place, time, date, speakers and address topics. This story is for publication 2 or 3 days in advance of the meeting. A sample release follows.

Advance Information

Approximately five days before the event, each of the media persons to whom the invitation has been sent should receive an advance release on the meeting, outlining its purpose, place, time, date, speakers and address topics. This story is for publication 2 or 3 days in advance of the meeting. A sample release follows.

Sample News Release

Architects from the five-state area of the District of Columbia will gather this morning at the Statler Hilton Hotel at an unusual meeting to demonstrate why "no architect should be permitted to design a public building until he has had both legs broken."

The theme is from the writings of Clarence Day — and in behalf of a campaign based on a survey of architects' attitudes by Edward Noakes, leading hospital architect of 7315 Wisconsin Avenue, N.W. The campaign aims to persuade all architects to design buildings so they are accessible to the 22,000,000 wheelchair and crutch users, aged, arthritic and blind persons in the country.

Miss Mary Switzer, Administrator of the new Social and Rehabilitation Service, and Sumner Whittier, Executive Director of the National Society for Crippled Children and Adults, will be the luncheon speakers. Morning speakers include Leon Chatelain, Jr., FAIA, Chairman of the National Commission on Architectural Barriers; Timothy Nugent, Ph.D., Director of the Rehabilitation-Education Center at the University of Illinois; David Norton Yerkes, FAIA, Regional Director, Middle Atlantic Region, the American Institute of Architects and Mr. Noakes.

Wallace W. Lee, Jr., Executive Vice President and general manager of Motor Lodges, Howard Johnson's, New York, and George T. Welch, Director of Rehabilitation and Assistant Secretary, Insurance Company of North America, Philadelphia, will present views from their respective industries during the morning session.

"It is a myth that design based on the average man is universally usable," said Mr. Noakes. "Such design does not meet the need of the disabled veteran, the business man who broke his leg on the ski slopes, the cardiac who can't climb stairs. And there is little, if any, extra cost in providing easy access to hotels, libraries, department stores, office buildings, if the needs of those whose mobility is im-

paired are met at the blueprint stage."

The meeting is a prototype for similar meetings to be held by AIA in all regions of the country during the next year.

At this time, it would be appropriate for the public relations chairman also to call editors to arrange special interviews with speakers, chapter members, etc., for newspaper stories, radio and television specials and news programs.

Planning TV and Photo Coverage

One way to obtain dramatic and photographic/visual coverage of the meeting (used successfully at the Washington meeting) is to find a local citizen, confined to a wheelchair, who is willing to lead a short downtown tour to demonstrate existing architectural barriers. The tour will show the difficulty someone in a wheelchair has maneuvering 6" curbs, going through revolving doors, getting into buildings which have steps at the entrance, opening heavy doors, etc. One human example like this has greater impact than 1,000 words of theory.

To locate such a person, call your local chapters of voluntary national societies such as The Easter Seal Society, Goodwill Industries, Paralyzed Veterans Association, or the local hospital's rehabilitation department. These people will be glad to cooperate — and they know who the handicapped in your locality are. It is suggested you pick someone relatively young and articulate, as he or she will be interviewed during the tour.

You will find that most people in wheelchairs are not at all embarrassed about their disability and are eager to cooperate in the demonstration. Such a person provides additional story material, since he or she has intimate knowledge of the enormity of discomfort and frustration that architectural barriers incurs.

When this demonstration is arranged, inform local television stations and photo desks of newspapers about it well in advance, asking that they schedule photographers to cover it. A sample "Memo to Photo Assignment

Editor," used in Washington, containing all the pertinent information on the demonstration and persons who will be leading the tour, follows:

Memo to Photo Assignment Desks
"Downtown Washington is an obstacle course if you use a wheelchair."

A dramatic demonstration of how difficult it is to get around Washington in a wheelchair will be made Tuesday, October 31.

The demonstration is part of a conference on architectural barriers sponsored by the American Institute of Architects. A panel discussion begins at 9:30 A.M. in the Federal Room of the Statler Hilton.

The demonstration begins at 2 P.M. in the South American Room. Fred Fay, 23 years old and paralyzed from the waist down as the result of an athletic accident, will follow a charted course around downtown Washington.

You will be able to see that high curbstones, revolving doors, narrow doors, flights of steps, wide gratings and other architectural barriers make life difficult, painful and even dangerous for persons confined to wheelchairs. Architectural barriers affect one American in nine who is paralyzed, on crutches, blind, overweight, pregnant, arthritic or weak due to old age.

Fred Fay is a graduate of the University of Illinois, where he met his wife, also a wheelchair user. He works at I.B.M. and became a father four

weeks ago. He is the son of Mrs. Allen Fay, chairman of the Easter Seal Society's Architectural Barriers Program in Washington, and he is a pleasant and articulate young man who would make an excellent interview subject.

Contact:

Miss Dorothy Ducas or

Mrs. Donna DeGaetani

After 9 A.M., Monday, Oct. 30

Statler Hilton Hotel, 393-1000

To increase the chances of photo coverage, the Chapter may wish to engage the services of a commercial news photographer to cover the demonstration tour as well as the conference at Chapter expense. These photographs, with appropriate captions, must be delivered to local newspapers and wire services the same day they are taken, if they are to be used. Many times publications which were not able to attend the meeting will request photographs and support material, such as texts of the speaker's address, information on the wheelchair demonstration, or general facts about the Chapter's program. All this information should be made immediately available, since most media work on tight daily schedules.

One suggestion: Speak personally to editors a day or two before the event, as a last minute reminder and check on special interviews or other material desired.

Reproduced on the cover are sam-

ples of newspaper and television publicity arising out of the conference held in Washington, D. C. You will note that "humanizing" the problem through an actual disabled person made the biggest impact.

Evaluation of Program

After the conference, it would be extremely helpful to AIA headquarters and other chapters to have a resume or evaluation of your meeting. This report can be done in a brief manner, including such facts as whether you feel the meeting was a success; how many architects, businessmen, voluntary organization people, press, etc. attended; reaction of guests; publicity results. Recommendations as to how to produce a successful conference would also be helpful.

This report should be sent to:

American Institute of Architects,
Architectural Barriers Project, 1735
New York Avenue, N.W., Washington,
D. C. 20006.

Chapter Magazine

One way to gain additional impact is to report it in your regular chapter magazine or bulletin. An article on the conference will not only reinforce the message to architects who attended, but also reach those who were unable to come. The photographs taken during the event certainly will add interest to the story.

Please send a copy of this article to AIA headquarters with your "Evaluation."

Conclusions And Recommendations

The principal findings, and conclusions, of the Committee are as follows:

- There is good understanding of the concept and desirability of barrier-free architecture by architects, but not by their clients or other members of the building community.

There is little understanding of the true physical characteristics of the population by all members of the building community.

There is great need for concise instructional and reference materials—principally a design guide—addressed to architects.

There is great need for encouraging client acceptance of barrier-free design, both as a matter of public responsibility and as a service to the true market, through development of a climate of concern and understanding.

Therefore, the Committee recommends:

- The National Commission should encourage and recommend support of the creation and implementation of educational tools and programs. In particular,

The prototype design guide should be reviewed for adequacy of coverage and accuracy of content, and then be printed and disseminated at least to the offices of all practicing architects and schools of architecture, and preferably to key allied professionals such as landscape architects and industrial designers, and financial, builder and building institutions and or-

ganizations as well; i.e., a total distribution of perhaps 50,000 copies.

A series of case study pamphlets, depicting good and bad decisions for barrier-free architecture or the lack thereof, should be prepared, printed and dissiminated to a like audience; e.g., one each month for a period of up to 3 years so as to inexpensively as possible keep the concept and need before the building community.

The prototype Regional/Chapter meeting materials should be made available through the American Institute of Architects, and at least for a period of one year thereafter should be carried to Regional/Chapter AIA meetings by a professional retained for the purpose.

- The National Commission should encourage and recommend support of —

A long-range program of research into the true physical characteristics of the population which constitutes the real market for barrier-free architecture, and a program for disseminating such information, i.e., demographic data highlighting those characteristics which are expressive of the total range of physical impairment as related to environment.

A long-range program of research into the kind of barrier-free design features which will best provide full use and enjoyment of the man-made physical environment; e.g., the desirable performance characteristics of space, products and components.





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We architects prefer to think of ourselves as a highly pragmatic profession, and often we are. When it comes to designing, however, we are too often reluctant to recognize how far our assumptions and expectations about the world diverge from reality.

For instance, appreciation for diversity and individuality in our political, legal, religious and educational traditions—traits upon which our nation was founded—still dominates our philosophy 200 years later. We all recognize and accept these individual traits. Yet at our drawing boards, we are prone to overlook or ignore an equally important type of diversity, physical individuality.

It is our responsibility to design for all the people, and in pursuit of this responsibility we must recognize the vast and growing differences in individual powers, dimensions, mobility, senses and adaptability which are represented among today's population.

An architect who really knows his consumer will no longer design for the traditional "average man." The average man no longer exists. Modern design must be directed at the needs of the real man—a modern man who lives in a modern world.

This is a world in which seven-foot basketball players are no longer considered freaks, but in which 50 to 60 percent of the population suffers from obesity. It is a world in which man runs faster and vaults higher than ever before, but in which five million persons nurse heart conditions. It is a world which radiates an image of youth, vigor and vitality, but one in which our national concern is directed increasingly at the 16.5 million persons over 65 who have lost or are losing many of their functional powers.

We are considered to be creative thinkers. If we are to live up to the responsibility which this reputation entails, we must orient our designing to the total man, the man who wants to live, work, worship and move about independently to the greatest extent of his capabilities. He is expecting us to provide this independence, whether he is seven feet tall or 300 pounds, or whether he lives in a wheelchair.

It costs no more to design for the real man. It takes no more time. A building thus designed becomes more versatile and therefore more valuable.

Keep a copy of the American Standards Association specifications on making buildings accessible to all on your drawing boards, and use it as your guide in designing for today's total man. If you don't have a copy, write for one today.

American Institute of Architects
1735 New York Avenue, N.W.
Washington, D.C. 20006

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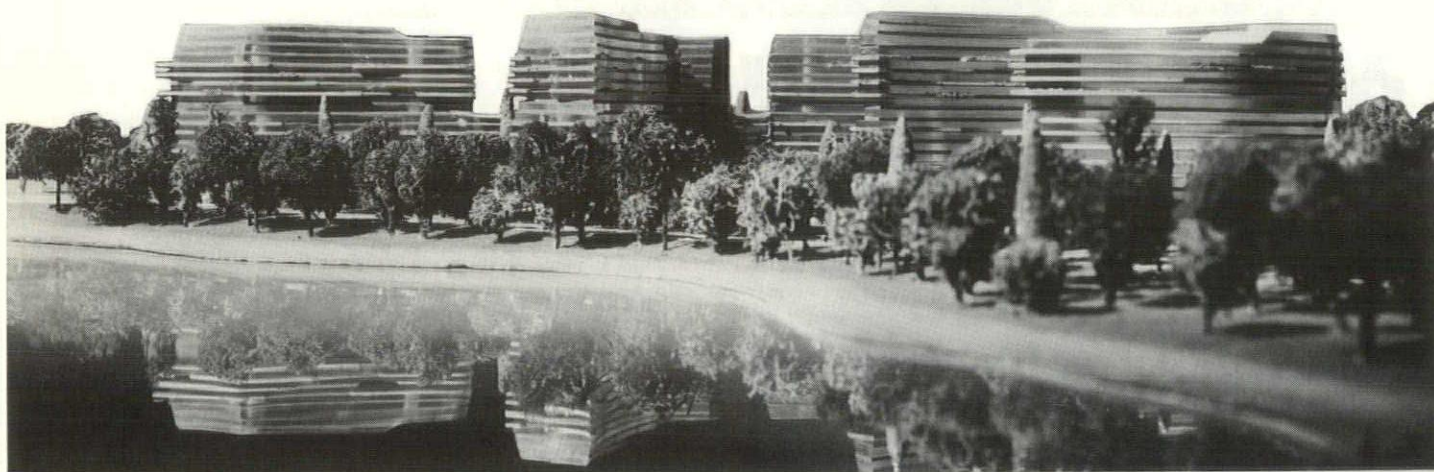


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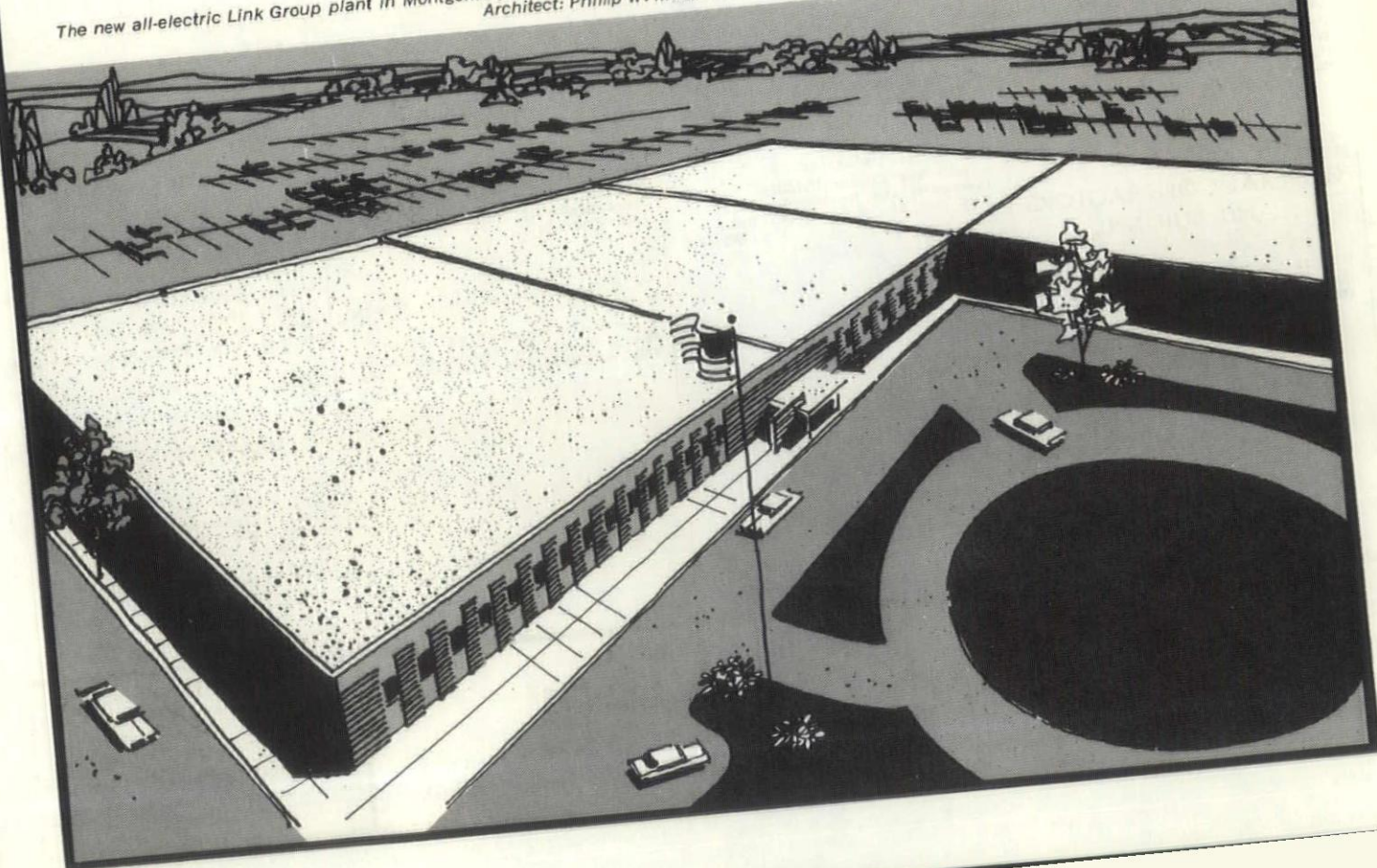
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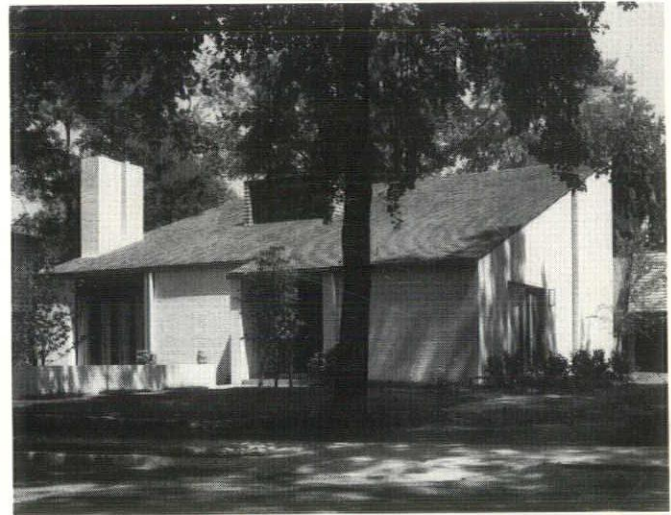
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