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## Virginia's Billion Dollar Industry



## THE SAVINGS & LOAN STORY

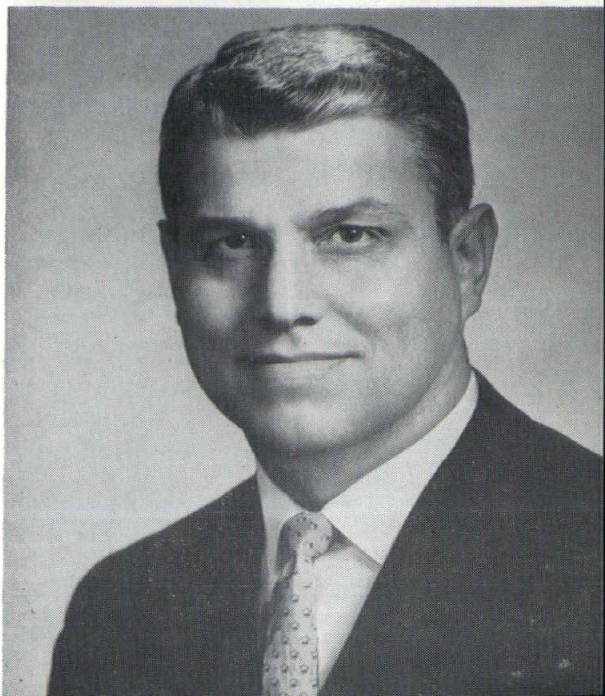
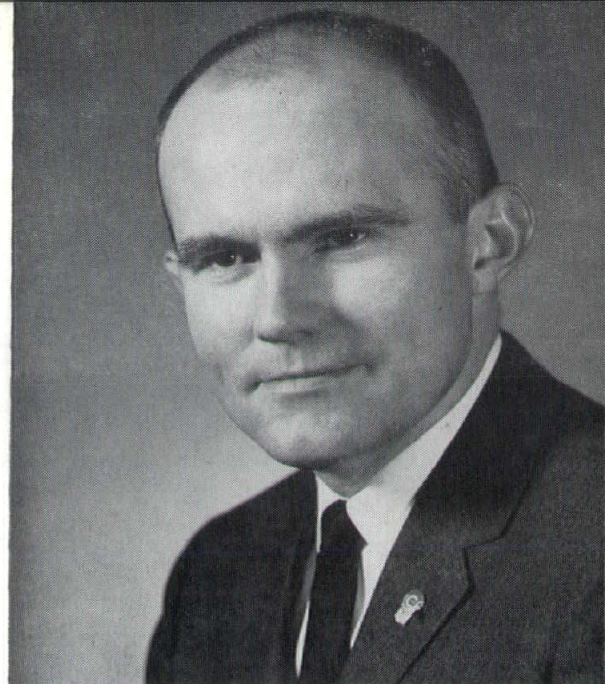
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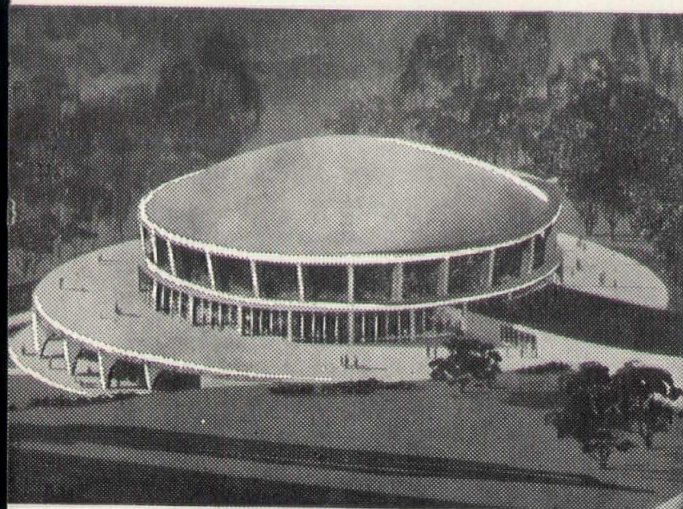
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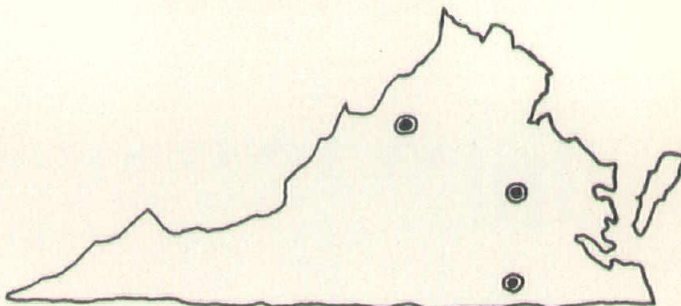
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tative articles and features on statewide and local industries, business, governmental and civic organizations, they are in no other respect responsible for the contents hereof.

Vol. 91—No. 10                      1 year \$3—2 years \$5—Per Copy 35¢                      OCTOBER 1969

## "In the Good Old Summertime"

SUMMER is the nostalgic time, but, at a certain age, one no longer knows what he is nostalgic for. I hear contemporaries talk of remembering the times of their childhood, and this I do not understand at all. The times of my childhood are so remote from the world of today that they seem to belong to something historic that I had read about rather than anything happening to me. With the rapid, profound changes in our social structure, so many *eras* seem to have occurred between my childhood and now that it doesn't seem possible that an individual habituated to these times could have been a sentient person in that lost age. Statistically I know that I was there, and of course I can recall the quality of the life, but it would only make me feel more estranged from these times to dwell upon a time that has forever vanished from this world.

Mostly I believe a summer-induced nostalgia is vaguely for "those things that are gone which shall not come again." This would, I suppose, include certain attitudes that were formed in that lost age of my childhood, and were confirmed and strengthened during my first encounters as a young adult with the adult world of the 'twenties. For the fabled 'twenties, although diverging dramatically and irrevocably from all that had gone before, were a divergence from the pre-World War I era, as one stream diverges from another. Even the repudiation of that earlier era continued an awareness of, even an association with, the times which the 'twenties repudiated. Now the 'twenties are almost as far away as the pre-World War I age, but that decade is not so remote as to assume (to those who experienced it) the quality of history. Partly this is because of physical things: numbers of cars on the streets, the radio, modern motion pictures and women's clothes. The 'twenties were a transition period, then, bringing forward into the present at least vestiges of values from the era that has vanished with scarcely a trace.

It is in those perpetuated values and attitudes—its expectations—that one feels the vague nostalgia for "those things that are gone which shall not come again." Perhaps it is a nostalgia for a sense of certainties, at least an illusion of certainties. It is also perhaps a nostalgia for a time when the individual, with a casual confidence in the government, devoted his thoughts to matters of personal interest in something of carefreeness of spirit. That is, there were less intrusions into the kind of such unsettling happenings as urban riots, crime on the streets (with the endless futilities of governmental proposals to deal with it), the decay of the central cities (with the steady increase of property taxes that offer a threat to the future when house-owners could not or would not put up with carrying more of the burden), the continual news of the division over an unwanted war which revealed the nation's confusion of purpose, the repetitious editorializing on the part of a small minority of students in some of the universities, and the galloping inflation which makes a nightmare of a family's planned economy (while the new president, rejecting leadership, works through committees and commissions and political half-measures designed to offend nobody and which end up by perpetuating the ruinous course of his predecessors to roll on in their own frightful momentum).

(Continued on page 29)

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ON OUR COVER: Top photo, E. L. Byington, Jr., President, Va. Savings & Loan League; Center, J. H. Randolph, Jr., past president of the Va. League and Vice President of the U. S. Savings & Loan League; and M. W. Saur, Executive Vice President of the Virginia Savings & Loan League.



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# Virginia's Billion Dollar Industry

## THE SAVINGS AND LOAN STORY

By

JAMES M. McELROY

**M**EN HAVE landed on the moon, manned landings on Mars are planned for this century and the earth rocks along from crisis to crisis with seemingly insurmountable problems. Through it all, babies are born, grow up, marry, produce more children.

These new families, being created at a rapid rate in the Old Dominion and across the nation, create a demand for housing, and therein is the reason for the existence in Virginia of a one and one-half billion dollar industry, the financing of homes through mortgage lending by the savings and loan associations in the state.

Nationally, the first such organization came into being in Frankford, a borough of Philadelphia, in 1831. The first recorded association in Virginia, created in 1859, and organized on the terminating plan, was the Norfolk Building Fund Association. When all members had obtained and repaid their loans, the organization was dissolved. Serial and permanent plan institutions evolved

from this early operation in which business was conducted as long as there were savers and borrowers. Today, most such institutions in the state bear the words "savings and loan" in their names.

Through the years, the number of associations in Virginia has fluctuated somewhat as some organizations foundered and disappeared, others found it expedient to merge and still others have prospered. In 1930, there were 92 associations with assets of about \$62 million. In 1963, there were only 73 associations, but assets had reached the astounding figure of \$1 billion in Virginia alone.

Today, there are 77 associations in the state, of which 65 are members of the Federal Home Loan Bank of Greensboro. Operating through 76 branches, the 65 are divided into 32 federal and 33 state associations, with total assets of \$1,611,000,000. The associations have the option, at their inception, of being chartered under either federal or state laws, but both types may be members of the Federal Home Loan Bank and

thereby insure depositors saving up to \$15,000 for each individual account.

As of the end of July of this year, the organizations throughout the state had 121,000 mortgage loans on the books for a value of \$1,412,000,000. There were more than 489,000 persons with savings totaling more than \$1,401,000,000. This represents growth for the associations of some \$600 million in assets, or 6 percent, in the past six years.

And yet, there are those in the industry who feel that savings and loan associations may be in for a difficult time. The problem it seems, is that there is a tremendous demand for mortgage money, even at today's high interest rates, but savers have turned other places to put their money. The industry is unable to attract enough savings money to supply the huge demand for mortgage money. Limited by law to the interest rates they can pay on savings or collect on loans, the associations find themselves bound.



The demand for mortgage money is expected to remain strong for some time. Demand for apartment and one-to-four family dwellings is expected to increase. First, there is the lengthened life span. Older persons are becoming potential apartment and resort or retirement project dwellers. The bumper crop of babies from World War II has reached marriageable and family producing age. The majority of these young people start life in an apartment, but when additions increase the size of the family, they start house-hunting.

Four years ago, the associations had more money than they knew how to spend. The Virginia associations invested large chunks of cash in high interest states such as California, where the money could be put to work. Today, the opposite is true.

"There just isn't enough money in the market to meet the demand" said Mark Saur, executive vice-president of the Virginia Savings and Loan League. Saur, who came to Richmond as the league's executive officer in 1957, said he felt the problem was acute throughout the country, and indicated he felt the federal government would eventually initiate some type of program to help relieve pressure on the mortgage market and stimulate home building. A subsidy on interest rates was one possibility he mentioned, as well as the possibility that savings and loan associations will obtain wider investment authority in order to be vibrant in the money market.

"What we really need," Saur said, "is a long-term borrowing vehicle which will permit the associations to obtain money at better rates than the current market demands. With an 8 percent legal lending rate in Virginia, the associations cannot borrow at even and seven-eighths percent

(Continued on page 28)

tell the Virginia Story

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# E. L. BYINGTON, JR. - - PRESIDENT

## VIRGINIA SAVINGS AND LOAN LEAGUE

■ ■ E. L. Byington, Jr. was elected president of the Virginia Savings and Loan League, June 13, 1969. He had served as 2nd and 1st vice presidents the previous two years.

Byington attended Penn State University and graduated from Emory and Henry College in 1949. He went with First Federal of Bristol, Virginia, that year and has served as assistant secretary, assistant treasurer, personnel director, and vice president. In 1964, he was elected president of the association. He is also a member of the board of directors.

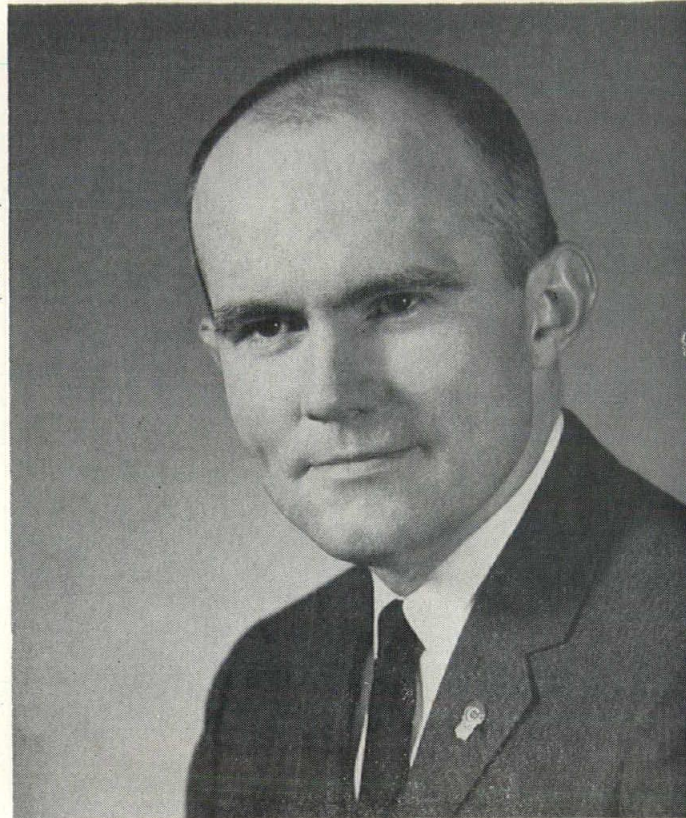
Byington is a graduate of the American Savings and Loan Graduate School, and of the Savings and Loan Executive Development School at the University of Georgia.

In 1960, he was selected as the Bristol Outstanding Man of the Year. He also received the Bristol Junior Chamber of Commerce Distinguished Service Award.

He is Past President of the local Chamber of Commerce and the Civitan Club. Other civic activities include membership in the Rotary Club, Trustee of Bristol Memorial Hospital, and a director of the Bristol YMCA.

Byington, his wife Ruth, and their two children Donna age 9, and Mark age 7, are members of the Reynolds Memorial Methodist Church, and make their home in Bristol.

Joining Mr. Byington in his work with the League



(The Woody's House of Portraits)

this year are Robert Goldsmith, Jr., president of Peoples Federal, Roanoke, who was elected 1st vice president, and Jack Cosby, president of Lynchburg Federal who was elected 2nd vice president.

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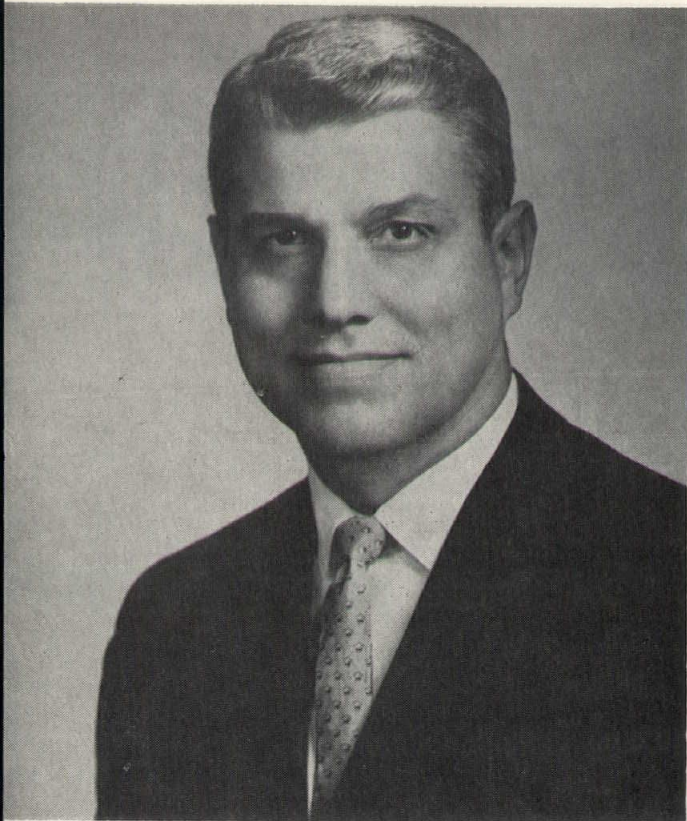
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■ Mr. Saur was born in Hastings, Pennsylvania, on June 11, 1924, and was raised in Cincinnati, Ohio, and Louisville, Kentucky.

He graduated from Louisville Male High School in 1942, and received A.B. and L.L.B. degrees at Washington & Lee University in Lexington, graduating from the school of law in 1951.

He served with the Army in Europe during World War II, and in Alaska during the Korean Emergency, being released in December, 1952.

From 1953 through 1956, he was in the insurance business in Richmond. Mr. Saur became the Virginia Savings and Loan League's first full time executive officer on January 7, 1957. The League's office is located at 2110 Spencer Road, in Richmond. He is past president of the West Richmond Kiwanis Club, and past president of the Virginia Association Executives. He is a member of the Richmond and Virginia Chambers of Commerce, and immediate past president of Savings Associations Trade Executives. The latter is a national trade organization made up of full time state savings and loan league executives. He belongs to the Tuckahoe Presbyterian Church in Richmond.

Saur is married to the former Rosetta Stanley of Appomattox. The couple and their two daughters and a son, Marsha 21, Mark 13 and Vara 8 reside in Richmond.

*tell the Virginia Story*

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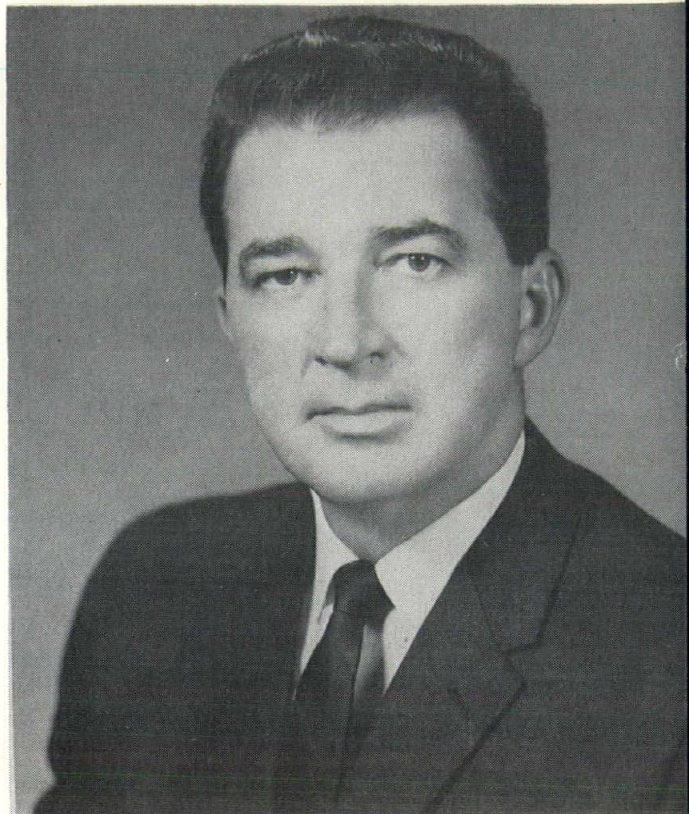
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## PAST PRESIDENT

## RICHARD F. DOWNHAM



■ ■ Mr. Downham, was elected the 32nd president of the Virginia Savings and Loan League on May 21, 1968, at the League's 45th Annual Convention in Hershey, Pennsylvania. He had previously served as 1st and 2nd Vice Presidents.

Downham began his Savings and Loan career in 1945 with First Federal in Alexandria and has been instrumental in its growth from \$1-3/4 million to its present assets of \$42 million.

In World War II, he flew 50 bombing missions over Europe from North African and Italian bases. He is a member of the American Legion, Veterans of Foreign Wars, state and local Chambers of Commerce, and a life member and Trustee of a fire engine company which was originally formed by George Washington.

He received the Jr. Chamber of Commerce "Keyman" award in 1950, and is a Kiwanian.

Mr. Downham graduated from George Washington University. He and his wife, the former Mary C. Carlin of Washington, D. C., have six children, attend St. Rita's Catholic Church, and reside in Alexandria.



PAST PRESIDENT

## EDWIN B. BROOKS, JR.



Born in Richmond on August 18, 1921, Edwin B. Brooks, Jr., past president of the Virginia Savings and Loan League, lived most of his early life on a farm in Essex County, where he graduated from high school in 1938. He received a B.A. Degree in Economics in 1943, and a M.S. Degree in Business Administration in 1947. Both degrees were awarded at the University of Richmond. Two additional years of work were completed at The Ohio State University toward his Ph.D. Degree.

While studying and teaching at The Ohio State University, Mr. Brooks married the former Ruth

Anne Mushrush of Columbus, Ohio. They now make their home in Stratford Hills. They have twin daughters, Kathy and Anne, age 20, and a son, Edwin, III, age 15, whom they call Win.

During World War II, he was graduated from the U.S.N.R. Midshipmen's School, Columbia University, and served four years in the United States Navy attaining the rank of Lieutenant, Senior Grade.

Brooks has had five years experience in University teaching. He also served as Assistant Dean at the University of Richmond. Since leaving full time University teaching, he has taught Corporate Finance for a number of years in the Evening Division of U.R. and has lectured at U.R., V.C.U. and U. Va.

In 1954 Mr. Brooks became the managing officer of a new Federal Savings and Loan Association in Richmond. In October 1954, he was elected director and president of this firm, Security Federal Savings and Loan Association, with assets over 26 million.

Brooks presently serves the Virginia Savings and Loan League as a member of the board of directors, the tax and interest rate committee, and the insurance and finance committees. He is also a member of the board of directors of the United States Savings and Loan League and serves on League committees on legislation, trends and economics, political education and the advisory committee of savings associations.

His service to the city of Richmond has included committee work for the Richmond Chamber of Commerce and membership on their board of directors; director for the Richmond Metropolitan Authority, the board of Downtown Retail Associates and membership in the Central Richmond Association.

State services include the education committee of the Virginia Chamber of Commerce, and appointment by the Governor to the Virginia Money and Interest Study Commission and the Advisory Council on Educational Television.

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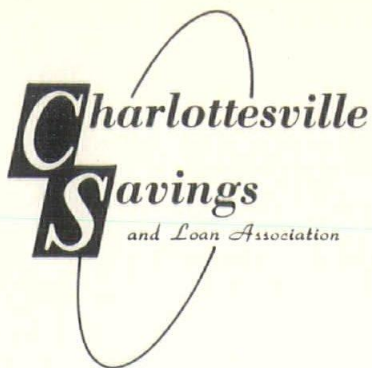
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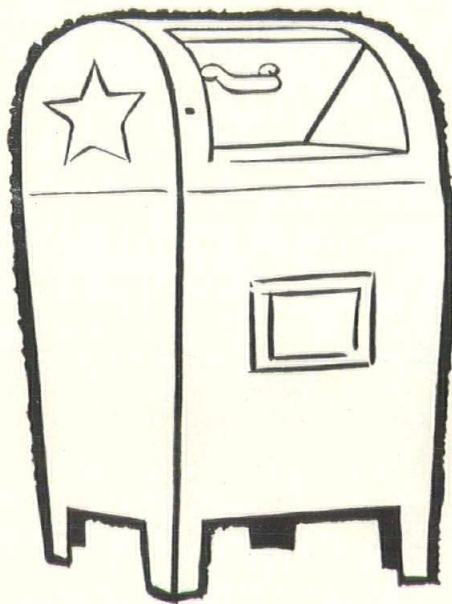
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**PAST PRESIDENT**

## **JOHN H. RANDOLPH, JR.**



John Hager Randolph, Jr., president of the first Federal Savings and Loan Association of Richmond, was elected vice president of the United

States Savings and Loan League in November 1968. He is the first Virginian to win a high-level elected position in the league.

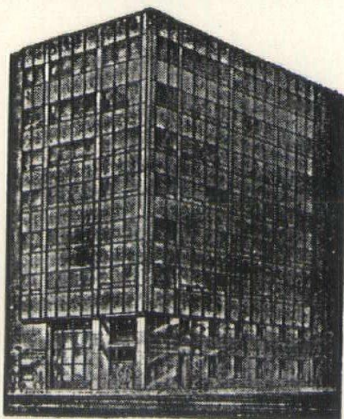
Randolph began his career with the First Federal Savings and Loan Association in 1945. He became manager of the appraisal department in 1948 and has served as vice president, executive vice president and president of the Richmond firm. He has been president of the Virginia Savings and Loan League, a director of the United States Savings and Loan League and president of the Better Business Bureau.

Randolph was born July 27, 1921 in Fredericksburg. He was educated in the public schools of Richmond and is a graduate of the Virginia Military Institute and the Savings and Loan Graduate School of Indiana University. He was a pilot in the U.S. Army Air Corps from 1942-1945 and he performed active duty in the Southwest Pacific. He presently holds a commercial pilot rating.

He married Rebecca Meem in September 1946. The Randolphs have two daughters — Beverly Langhorne and Rebecca Hutter. The family belongs to St. Stephens Episcopal Church.

Randolph's business affiliations have included directorships in the Federal Home Loan Bank of Greensboro, the Virginia Industrial Corporation, the Germantown Insurance Company of Philadelphia and the Cecil-Waller Company—Investment House.

He has served his community as a director of the Richmond Chamber of Commerce, the Central Richmond Association and the Richmond Council—U.S. Navy League.



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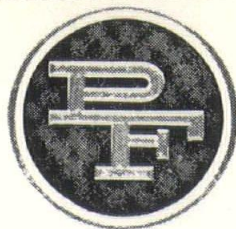
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It's as impersonal as the computers which receive, digest and emit data about 300,000 items needed by the military; as heartwarming as the "Elks Bawl," the fund-raising project held by the employes whenever the food-fund for the herd of elk on the grounds needs replenishing.

It's as much a part of America's past as any farm first settled in 1619 could be; as deeply implanted in the future as could be any installation represented on the Apollo 11 flight to the moon. A safety-warning buzzer cataloged by the Defense General

Supply Center (DGSC)—Bellwood—went along on the lunar flight.

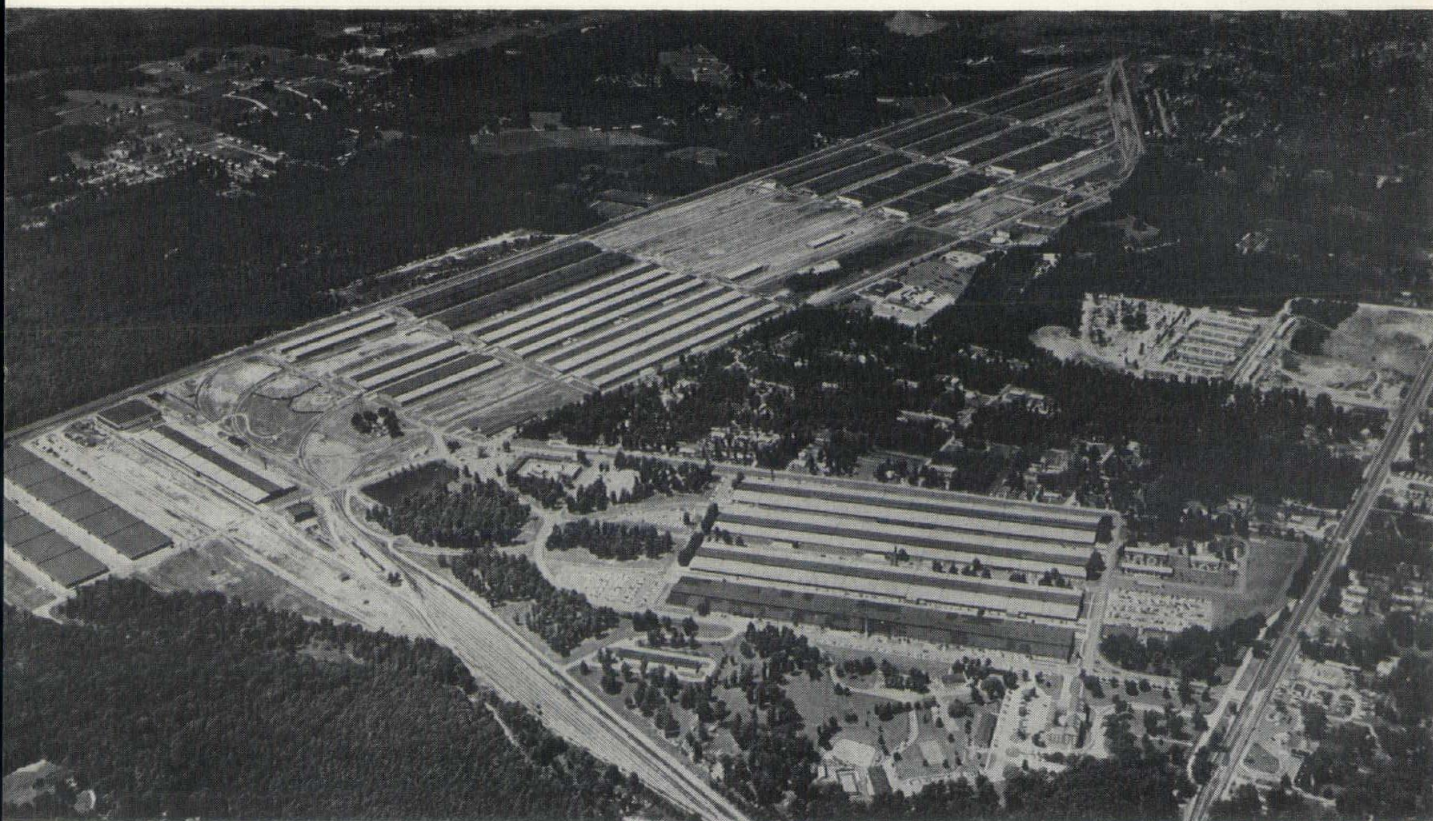
That Bellwood—DGSC—was represented on the Apollo 11 flight is not surprising for this installation sprawling over 660 acres in Chesterfield County, eight miles south of Richmond, is one of six supply centers in the Defense Supply Agency system. The Agency has its headquarters at Cameron Station, Alexandria, is on the same level as the military services and its director reports to the Secretary of Defense. The supply centers are the Defense Construction Supply Center at Columbus, Ohio; Defense Electronics Supply Center at Dayton, Ohio; Defense Personnel Support Center at Philadelphia, Pa.; Defense Fuel Supply Center at Cameron Station; De-

## BELLWOOD DEFENSE GENERAL SUPPLY CENTER

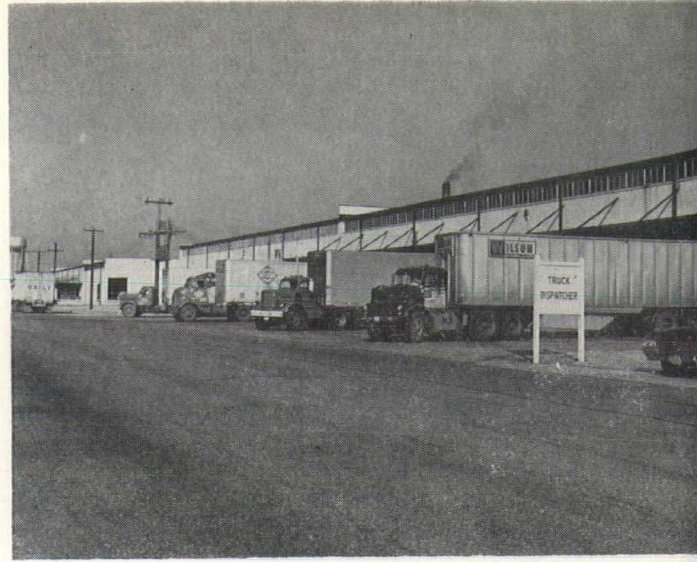
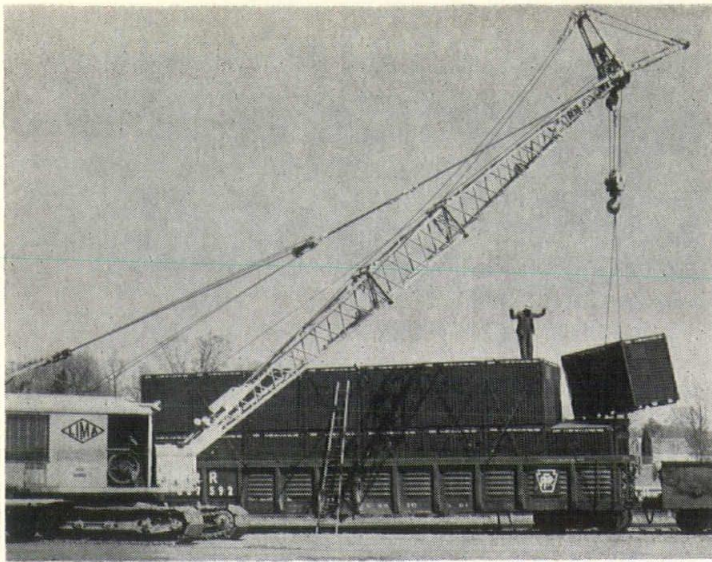
By PAT BRYANT

All Photos Courtesy of DGSC)

Aerial View—DGSC







*At left, conex containers being loaded for shipment. These protect contents from elements and pilferage—often used in Vietnam. At right, view of trucks at the loading docks at warehouses.*

fense Industrial Supply Center at Philadelphia; and Defense General Supply Center.

As its name implies, DGSC manages or catalogs 300,000 items of a general nature needed by America's soldiers, sailors, marines, airmen and their dependents. These include mess kits and infra-red film, field kitchens and airfield lighting equipment, light bulbs and chaplain's wine, antifreeze and helium, sandbags and yes, even safety-warning buzzers for space ships. The Center also manages school and library supplies for overseas dependent schools; receives, stores and ships

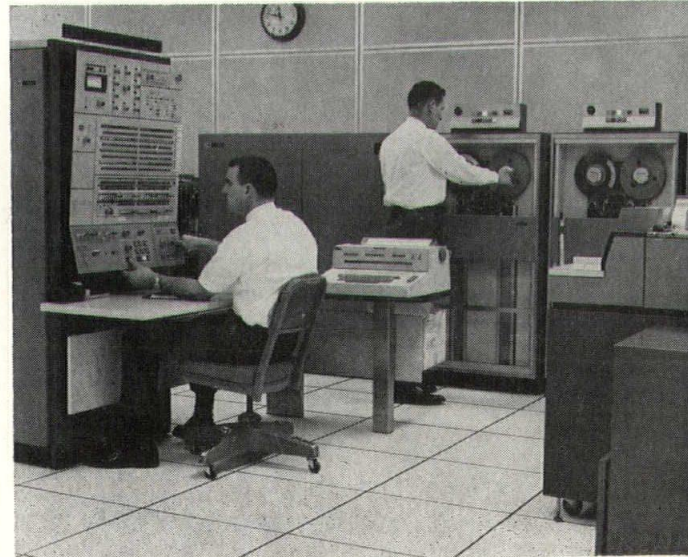
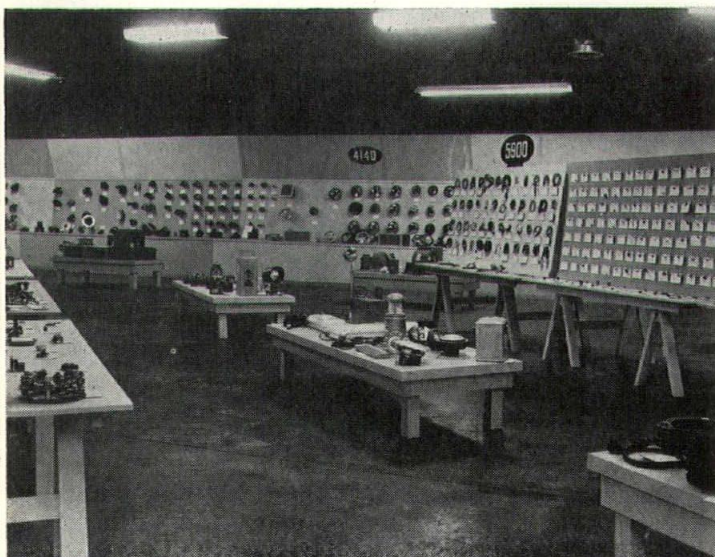
general supplies; and manages supplies of the nation's Civil Defense needs.

To do all this, the Center employs some 3,715 persons—3,650 of them civilian; pays the civilians \$26,615,000 and the military personnel \$1,000,000 a year; pays local rail and motor carriers \$10,000,000 annually and disburses \$1,544,000 annually to suppliers of utilities and services for the center. In addition \$7,000,000 of the Center's \$436,200,000 in contracts during the fiscal year of 1969 went to Virginia contractors.

The Center utilizes the latest in

electronic equipment to assure prompt action on needs of the military. The orders come from installations around the globe, often on the Autodin—Automatic Digital Network. This is a high speed, high-volume computer controlled communications system which transmits and receives teletype, punch card and magnetic tape messages to and from points throughout the world. Much of the work has become automated and the computers notify the Center personnel of what is needed, where and from what point to ship it. The DGSC ships from seven depots: Columbu

*At left, Businessmen's Fairs are held to exhibit items used and needed. At right, a partial view of the office in the data systems section.*







*Bellwood's famous Elk share their home with the military*

Ohio; Mechanicsburg, Pa.; Memphis, Tenn.; Ogden, Utah; Tracy, Calif.; Atlanta, Ga. and Richmond where are stored and shipped items such as refrigeration equipment, cloth for uniforms, combat rations used in Vietnam, fork lift trucks, tents and cots, parachutes and some repair parts used in the space program.

The requisition for an item carries a priority number and items are packed and then shipped by air, sea, truck or train as is most expedient. There are some occasions when an item carries such a high priority it is hand-carried to Richmond's Byrd Field and put aboard the earliest possible plane to its destination. Larger items may take a little longer to crate and ship. But any item which gains the attention of ESOC—Emergency Supply Operations Center—which operates around the clock will be assured of rapid delivery. This operation recognizes no obstacles to filling orders and can obtain supplies from any

source throughout the world, whether it be a special floodlight to get a landing field back in operation or deep-fat fryers to boost the morale of men stationed in Greenland.

The Center works closely with contractors in obtaining the best goods for the money. Standards are set and checked and contractors are encouraged to find cost-cutting methods of production. There is an office which works with small contractors to help them compete with the larger firms and there are businessmen's fairs to exhibit items used and needed. When an item is needed, contractors on the list are notified so that they may submit bids. And when items become obsolete or their usefulness to the military is past, there are auctions to dispose of them.

Overseeing all this activity, and it is a non-stop, all-year operation, is Brig. Gen. John D. Hines, USA, a native of Wilmington, N. C. and a veteran of quartermaster and transportation activities of the Army in the Middle

East, North Africa, Italy, France, the Philippines, Germany and Korea. He was chief of the special staff which set up the Defense Personnel Support Center at Philadelphia and later, its deputy executive director. He has been at Bellwood since September, 1967, coming from another assignment in Philadelphia where he was commander of the Defense Industrial Supply Center. DGSC is a joint military operation and the military personnel stationed there come from all service branches. Past commanders of the Center also have come from the Navy as well as the Army.

DGSC and all other supply centers are an outgrowth of the single manager program undertaken by the Department of Defense in 1956 when it was decided that items mutually used by the military could be more economically and efficiently handled if handled together. So it is today that each branch of the service purchases its own tactical weapons but the DSA—Defense Sup-



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Administration Building—DGSC

Supply Agency—buys the other items and the support items for the individually purchased goods. Money for these agency purchases comes from the Defense Stock Fund, a revolving fund contributed to and replenished by the military services as purchases are recorded. The centers, in turn, pay the suppliers.

While the DGSC is the major facility at Bellwood, there are several smaller ones, including military recruiting and reserve functions and the U.S. Army Support Center. The latter operates the Commissary and Post Exchange for area active and retired military personnel and the dispensary which furnishes pre-employment physicals and industrial health programs for civilian employees of the Center and medical care for the active military in the area. The Support Center also provides world-wide supply to the army for some 44,000 items, repairs and rebuilds such things as office equipment and engines and packs parachutes and inspects newly procured air items.

*to tell the Virginia Story*

A drive through the Center leaves a visitor with a feeling of restrained might and of strength building on an historic past. There are 27 large brick warehouses and 300,000 square feet of office space. There are 32 miles of internal railroad track and 26 miles of surfaced roads. And there's even a helicopter landing pad right in the middle of what probably once was a grazing ground for some of the nation's prize-winning cattle. This was, at one time, one of the foremost farms in the U.S. with visitors coming from miles away to see what James Bellwood and his family had achieved on what once was called a worn-out, useless piece of land.

The Center is a descendant of the Richmond Quartermaster Depot which was originally established as an Army installation on January 1, 1942 on land purchased from the Bellwood family. Richmond was chosen over Charlotte, N. C., for the location because of its excellent rail, highway, air and water transportation

facilities, its proximity to Hampton Roads and the quantity of land in the Bellwood and Parker tracts available at the price. Through the years, reflecting the changing ideas about supplying military needs, the name of the installation has changed. Richmond General Depot to Richmond Armed Service Forces Depot to Richmond Quartermaster Depot to Richmond General Depot to Richmond Quartermaster Depot (again) to Military General Supply Agency to Defense General Supply Center. But to a lot of Virginians, it's still Bellwood where, if you look carefully while driving down U.S. Route 1, you'll catch a glimpse of the famous elk who now share their home with military supplies of the now and tomorrow.



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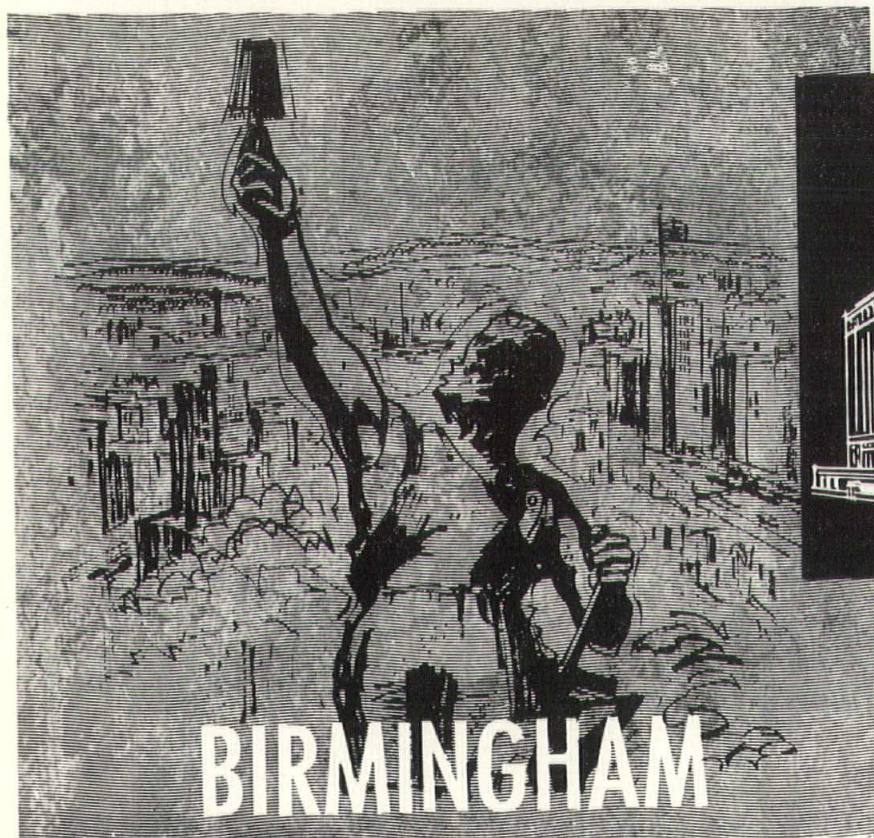
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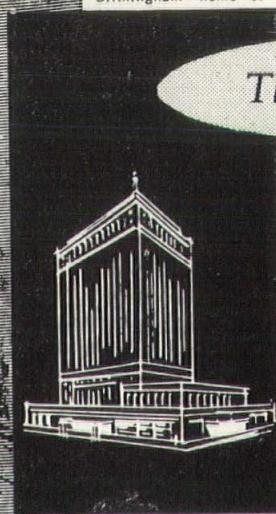
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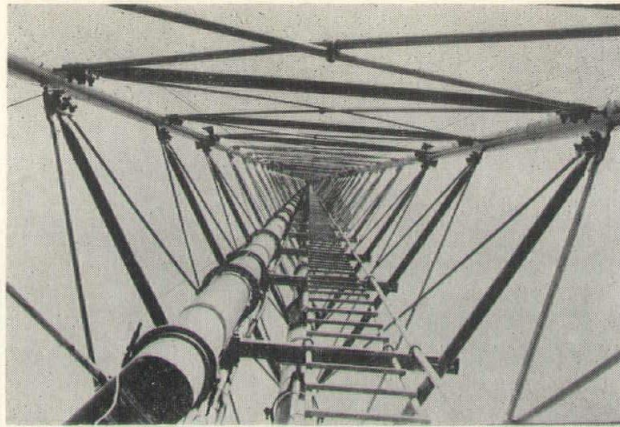


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# ETV

THE STORY OF  
CHANNELS 23 AND 57



*The tower for Channels 23 and 57 spirals 700 feet above rural Chesterfield County. The tower supports the antennas for both channels.*

## A MILESTONE OF PROGRESS

By

MRS. ELIZABETH B. JESSEE

CENTRAL Virginia Educational Television, a non-profit, community-owned corporation, serves schools and communities with an ever-widening variety of programming. Under the direction of a 75-member board of directors and an executive committee, Central Virginia ETV is guided by the educational needs outlined by representatives from each participating school division. The length and breadth of this service is attested to by the fact that it was the first ETV facility in the South with a dual-channel operation and only the eighth such facility in the country. The station is fully equipped for color. Some 350,000 public, private and parochial school students in over 700 schools are served by Channels 23 and 57.

When Channel 23 went on the air September 14, 1964, its target was in-school programming. During this first year, Channel 23 broadcast to 27 school divisions. The ultra-high frequency (UHF) channel then served some 175,000 students in public, private and parochial schools. With a staff of only 23 persons, the station produced and aired 30 series in the fields of language arts, science, mathematics, music, art, history and current events. Nine of these series in the fields of science, music and art were broadcast on

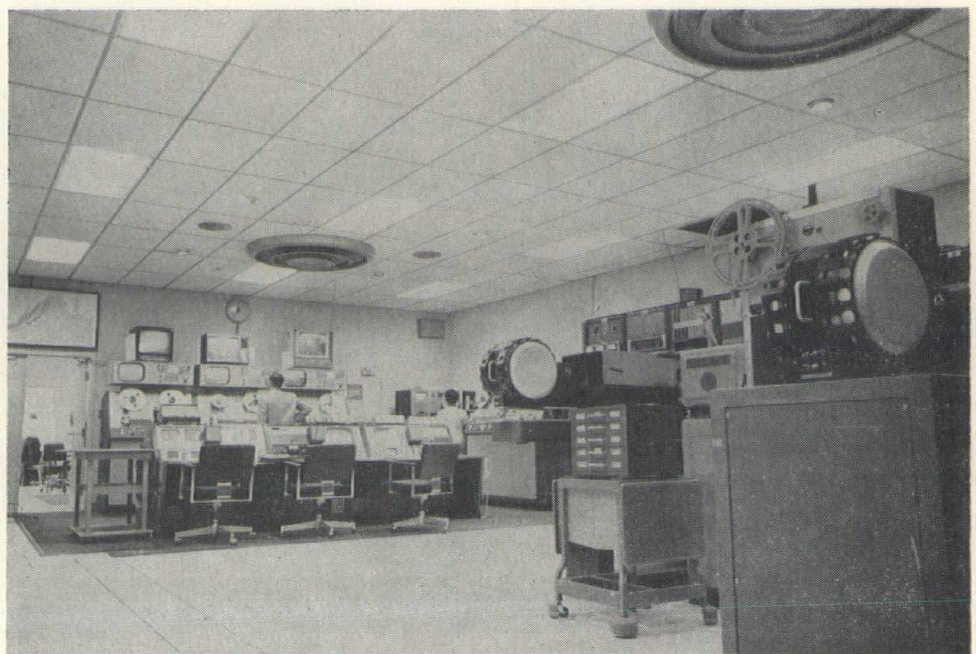
the commercial station in Harrisonburg until the ETV facility there went into operation.

In 1964 distribution of WCVE-TV's productions reached the national level. Today, ten elementary and junior high courses produced by Central Virginia ETV are currently being distributed to the following states: Alaska, Arkansas, California, Delaware, Illinois, Iowa, Kansas, Kentucky, Michigan, Nebraska, New York, North Dakota, Pennsylvania, South Dakota, South Carolina and Texas. Central Virginia

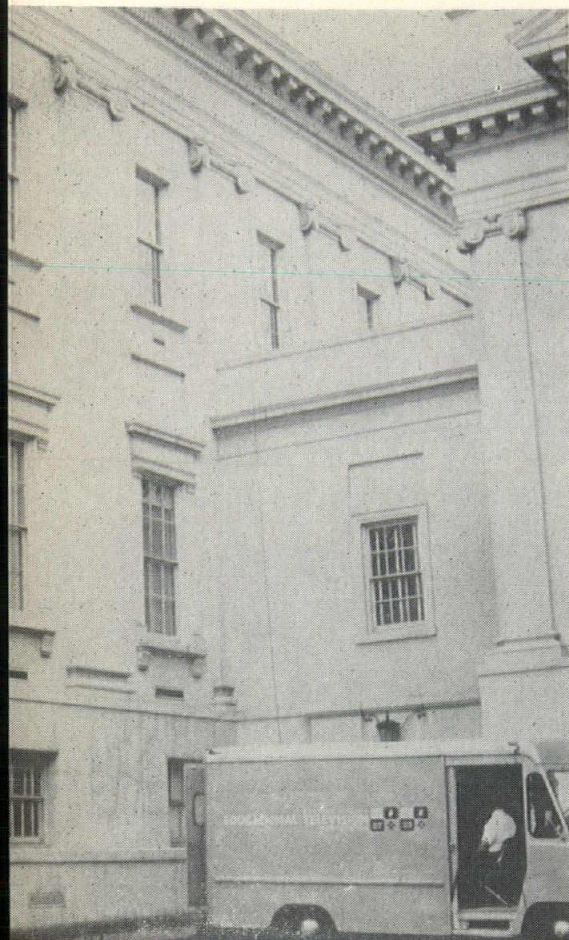
Educational Television is among the leaders in the nation in the number of in-school programs distributed to other states. The national distribution is organized through the Great Plains National Instructional Television Library in Lincoln, Nebraska. Courses are in the areas of art, music, language arts, science and social studies.

In 1968 Mrs. Mary Anne Franklin, Vice President and Program Director for Central Virginia Educational Television initiated a series entitled "Americans From Africa: A History"

*A portion of some of the intricate equipment that carries the numerous programs of Channels 23 and 57 to a 40-county viewing area in central Virginia.*







*ETV's remote unit shown outside the State Capitol is equipped to bring instant coverage of news and current events.*

under a \$40,000 grant from the Old Dominion Foundation. The series, taught by Dr. Edgar Allan Toppin, was designed to trace the story of the Negro American from his earliest beginning in Africa to mid-1968. The programs received wide acceptance and are also among those being distributed nationally. Dr. Toppin, 40, is a professor of history at Virginia State College in Petersburg and a specialist in American history and author of books and articles on the Negro's role in making that history.

In December 1966, the corporation inaugurated its second station, WCVW-TV, Channel 57. This was the first dual-channel operation in the State and the eighth in the nation. Channel 57 now serves some 115,000 students in secondary and high schools throughout the viewing area. Both WCVE and WCVW serve colleges and universities.

On the college level, Central Virginia ETV, in cooperation with several institutions of higher learning, offers series for college credit designed primarily for teachers' "in-service" train-

ing. Disciplines covered include "Americans From Africa: A History," "Modern Mathematics for Elementary Teachers," "A Data Processing for Business Teachers," "Psychology in the Classroom," and "Science for Elementary Teachers."

Mrs. Franklin has said that "The in-school programming success of Channel 23 has been so remarkable because of the high caliber of our teaching personnel and their selfless efforts to establish an unequalled level of broadcast-teaching excellence. An equally important factor is the remarkable cooperation of the participating school divisions. The superintendents are organized into their own group with a chairman and secretary and attend meetings throughout the year. Directors of instruction, supervisors and principals are called together for half-day or all-day meetings once or twice a year. Department heads meet a like number of times and teachers serve on numerous committees. All of these activities help to keep the participants in close contact with the station. As a part of that process the meetings are held at the station itself so that the people have an opportunity to feel increasingly at home in the station. All decisions concerning programming and policy are made by the participants through the use of 'choice' or 'subject' forms and evaluation sheets."

During the 1968-69 school year, the station placed paramount emphasis on utilization. More than 30 utilization workshops were conducted last year for classroom teachers in many of the participating school divisions. These workshops were conducted in response to the desires of school administrators to improve the quality and quantity of classroom utilization of instructional programming.

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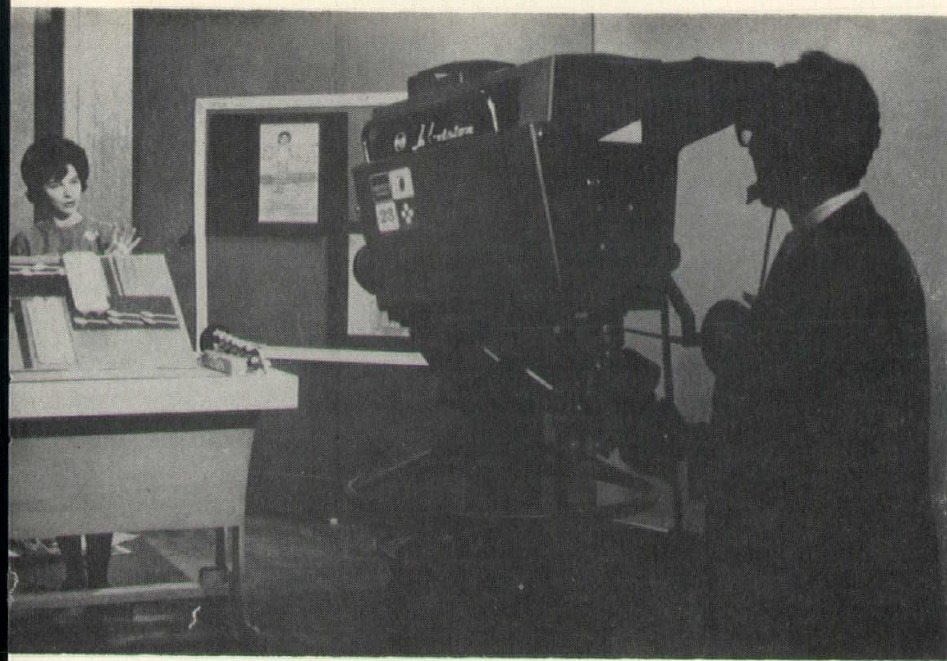
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Mrs. Sandra Waugaman shown during televising of her show, "Art for Every Day" which won the Broadcast Media Award in 1968.

Mrs. Franklin added that more emphasis will be placed in proper utilization of the programs. This may considerably involve what appears to be a trend in instructional television (ITV)—the use of video tape machines within a given school to tape programs off the air so that they may be saved for future, perhaps more convenient use. This is encouraged by the stations, as is any development that seems to contribute to the better and more effective use of ITV."

WCVE's fifth grade science series, "Adventures in Science," taught by A. Edward Ooghe, Jr., principal of Summer Hill School in Richmond, was given a Broadcast Media Award in 1967. The award was presented at the Seventeenth Annual Broadcast Industry Conference under the auspices of San Francisco State College "in recognition of single accomplishment and highest standards in local radio and television broadcasting." In 1968, "Art for Every Day," taught by Mrs. Sandra Waugaman, was awarded the Broadcast Media Award. Most recently, Alfred P. Sloan Awards

were presented at a New York luncheon ceremony featuring Transportation Secretary, John A. Volpe. Central Virginia Educational Television received the award in the ETV station category for its production of "Operation Safety" taught by Mrs. Hope Mitchell. John Volpe said of the award: "The Sloan Awards are the cream of the crop . . . they are meaningful awards." Alfred P. Sloan, Jr., was an industrial leader and philanthropist, who was president and chairman of the board of the General Motors Corporation.

As the need for educational television grew, Central Virginia ETV found it necessary to increase its broadcast area. A year prior to the initiation of Channel 57, under a contract with Electronics, Missiles, and Communications, Inc. (EMCEE), the station began to extend its signal coverage area through the use of translators. These repeater stations pick up the signal from the mother station, amplify the signal and rebroadcast it on a higher UHF channel. The first translator was installed in Albemarle

County followed by a "Southern Translator Project" system which consisted of translators in the City of Danville and Pittsylvania, Halifax, Campbell and Amherst Counties. One translator was installed at each of the four sites and with the advent of Channel 57, four more translators were employed. This gave Central Virginia ETV 10 operating translators. Later two additional translators were established in Nelson County and Mecklenburg County. Today, Channels 23 and 57 are rebroadcast via these 14 translators on Channels 70 through 83.

A special feature of the Central Virginia ETV system is a telemetry system that assures continuous but unattended monitoring of all translators at the station's main studio.

In addition to the translators, Channels 23 and 57 are rebroadcast in several areas by cable services. These include Fredericks-

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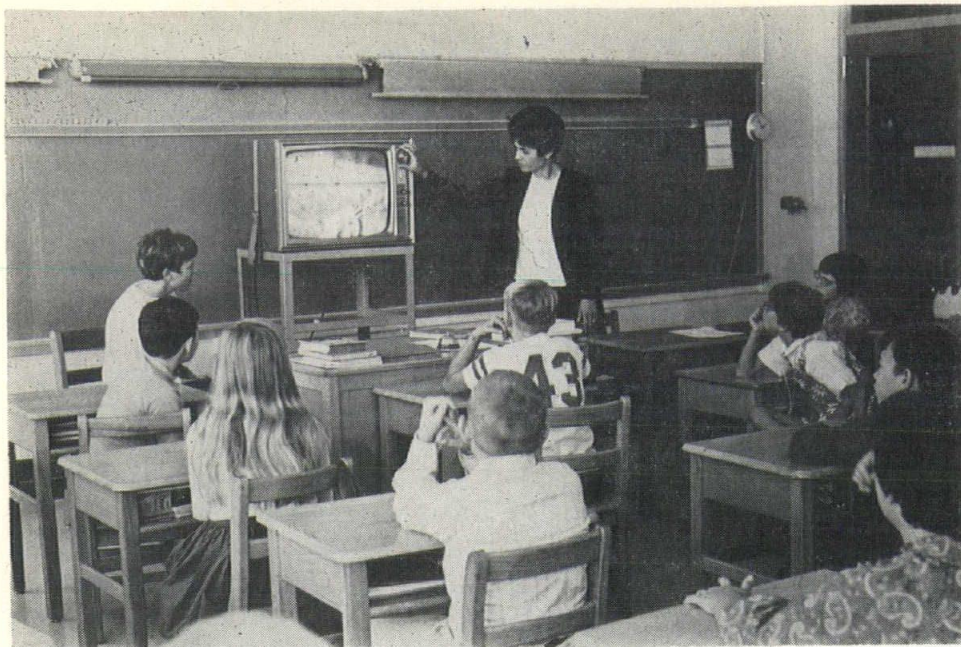
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*Elementary school children watch Ida Hill, language arts teacher, tune in to one of Channel 23's widely-acclaimed series.*

burg, Waynesboro, Staunton, Charlottesville, Petersburg, and Danville, with service expected soon in Orange County.

Originally, the broadcast area of Channels 23 and 57 was approximately a 72-mile radius. Through the use of translators and cable services, the station now broadcasts to 40 counties in central Virginia with a population of approximately one million.

In January 1969, Central Virginia Educational Television obtained its first color equipment. Today, the Master Control Room houses four Ampex color tape machines and many accessories. Total electronic equipment is valued at approximately \$2 million.

In early 1967, work began on a remote unit to be used for on-lo-

cation production for teachers as well as coverage of major events for community programming. The remote unit became operational in the Fall of 1967. The unit which contains a tape machine, switcher equipment, two monochrome cameras, full audio equipment, monitoring, cabling, and mikes is housed in a 10-foot converted bread truck.

One of the first remote productions undertaken by Central Virginia Educational Television occurred on Wednesday, January 10, 1968. Cameras were on hand in the chamber of the House of Delegates of the Virginia General Assembly to record, in its entirety, Governor Mills E. Godwin's "State of the Commonwealth Address." Immediately following the address, Channel 23 presented exclusive television coverage of comments by House Democratic and Republican leaders.

Central Virginia ETV began broadening audience outlook with an expansion to evening broadcasting of cultural and informational programs on April 1, 1965. Initially, evening programming was limited to two hours nightly

until Fall 1965, when the schedule was expanded to four hours—from 7 p.m. to 11 p.m. The majority of Channel 23's night-time programming originated from the National Educational Television network (NET). Channel 23 became NET's 93rd affiliate in 1965 (there are now 160).

One year from the start of evening broadcasting, WCVF expanded its community programming schedule to Sundays in an effort to serve the broadest segment of the central Virginia community. Channel 23 currently provides about 30 hours of community programming per week. In addition to NET programming, Channel 23 obtains production from other ETV stations through Educational Television Station Program Service (ETS/PS) and produces several local shows each week.

On January 10, 1967, WCVF TV, Channel 23, was one of 70 National Educational Television network affiliates to carry "live" President Johnson's "State of the Union Address." It marked the first of several coast-to-coast interconnected "test" programs that hopefully would lead to permanent hook-up for Channel 23.

On January 5, 1969, Channel 23 became interconnected with the NET network on a regular basis. Until that time, programs were distributed by mail. Interconnection meant not only additional programming, but more topical and live programming.

Central Virginia ETV produces a number of local programs, not only in the studios, but through coverage of major events by using the remote unit. Recently Channel 23 has been broadcasting the Richmond City Council Hearings in their entirety. Because of the tremendous response from the community, Central Virginia ETV began to seek the necessary funds to continue bringing city government to the people. The

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business community accepted this challenge with interest and cooperative effort, making it possible for City Council meetings to be telecast for a full 12 months.

The station has also been distributing programs to other ETV stations throughout Virginia such as the All Virginia Chorus, Hearings on Constitutional Revisions, State of the Commonwealth, and interviews with outstanding citizens in Virginia.

In November, WCVE will again expand its broadcast hours with the inauguration of "Sesame Street." This experimental series of daily, hour-long programs, produced by the Children's Television Workshop in New York City, is designed to stimulate the intellectual and social growth of the nation's 12 million pre-school children and prepare them for the beginning of their formal education. The Children's Television Workshop has received an \$8 million grant from the Carnegie Corporation, The Ford Foundation and the U.S. Office of Education. "Sesame Street" will be telecast nationwide for 26 weeks beginning November 10, 1969.

Today, as Central Virginia Educational Television continues to increase its service to schools, colleges and universities and the general public with educational, informational and cultural programming, its organizers think back to the days of its birth. W. Spiller, Vice President and General Manager, says the initial step was made possible through the backing, support, and confidence of business leaders and countless civic-minded central Virginia citizens in numerous occupations. This support reflected the philosophy behind Channel 23—that it would, in fact, be a community oriented facility. Since 1964, the station has expanded successfully in numerous directions. This growth was primarily possible because of three

major factors: the continued support and involvement of those who initially committed their interests to educational television, to a talented and capable staff and to the cooperation of a vital Board of Directors and Execu-

tive Committee. The accomplishments of the past have not always been reached with ease, and certainly future endeavors will be dependent upon continued careful judgment and hard work."

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## FOR THE RECORD

### Architectural Firm Changes Name

• One of Virginia's leading architectural and engineering firms announces the change of its name from Lyles, Bissett, Carlyle & Wolff to LBC&W Associates of Virginia.

The firm will operate as an independent office specializing in architecture, engineering, planning, economic studies, and related professional services.

The move enables the firm to provide more specialized services through the availability of a team of professionals associated with its affiliated members.

The firm has designed buildings for some of the important educational, government, health, scientific, and military institutions and agencies in the area.

LBC&W Associates of Virginia will be directed by Homer D. Blackwell, an Alexandria resident who opened the original office ten years ago. Born in Spartanburg, South Carolina, and a graduate of Clemson University, he



HOMER D. BLACKWELL

served on active duty in the United States Air Force and was awarded the Air Medal with three clusters during the African and Italian campaigns during World War II.

His firm has become one of the leading environmental planners in the State of Virginia and nearby areas.

Walter A. Brown will assist Blackwell as Deputy Director.

## Plaques and Certificates Awarded By Fairfax County

• The Fairfax County Government has awarded three bronze plaques and four certificates of merit to the owners of commercial buildings constructed within the County during the past five years.

Bronze plaques, top recognition in the County's first annual Beautification Awards Program, went to La Ann Village Center, Reston; the Structural Clay Products Institute Building, McLean; and the Tyson Corner Regional Shopping Center, McLean.

Certificates of merit were awarded to the Old Mill at Evans Farm Inn, McLean; the King's Park Shopping Center, Springfield; the Kohler and Daniels Association Office Building, Vienna; and the United Virginia Bank Building at Ft. Belvoir.

Buildings to be honored were selected September 16, from 21 entries by a panel of judges consisting of Edward Temple, Director of the Virginia Division of State Planning and Community Affairs, Richmond; Charles M. Nes, Jr., of the Baltimore architectural firm of Fisher, Nes, Campbell and Partners, past president of the American Institute of Architects; and Richard N. Smith of the Towson, Maryland, landscape architectural firm of Lloyd-Smith Associates, a member of the American Society of Landscape Architects.

Mr. Temple, in addition to directing the Division of State Planning and Community Affairs, is Coordinator of the Virginia Office of Economic Opportunity and a member of the Virginia Rural Affairs Study Commission, the Virginia Metropolitan Area Transportation Study Commission, and the Virginia Comprehensive Health Planning Council. He is also Chairman of the Potomac River Basin Advisory Committee and a member of the State Law Enforcement Planning Council. A former teacher with the Virginia Public School System, Mr. Temple received his BS and ME degrees from the College of William and Mary. He has been Director

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the Division of State Planning and Community Affairs since December 1966.

Mr. Nes is a graduate of Princeton University and a partner in the Baltimore architectural firm of Fisher, Nes, Campbell and Partners. He is a past member of the Maryland State Board

Architectural Review and the Maryland State Board of Registration of Architects, a Fellow of the American Institute of Architects for Design, an Honorary Fellow of the Royal Institute of Canadian Architects, and a Benjamin Franklin Fellow of the Royal Society of Arts of Great Britain.

Mr. Smith received his degree in Landscape Architecture from Michigan State University and has worked in city planning, campus planning, and master and site planning for state and community parks in Pennsylvania and Maryland. He now is with the firm of Lloyd-Smith Associates, Towson, Md.

Mr. Warburton, who holds degrees in architecture and city planning from Massachusetts Institute of Technology and Yale University, is chairman of HUD's Joint Working Group for Housing Design and Construction Standards, a member of the HUD Urban Beautification Committee, and Professional Advisor for HUD Design Awards.

The Beautification Awards Program which is sponsored by the Fairfax County Board of Supervisors and the Fairfax County Beautification Committee, was established last spring to encourage and reward an orderly approach to residential, commercial and industrial development within the county. The 1969 competition was restricted to commercial buildings. Other categories will be included in subsequent years.

Criteria for judging were (1) compatibility of building contour and setting to terrain and surrounding buildings; (2) unity of concept in plan and design, and simple, pleasing and harmonious use of form and materials; (3) skillful and artistic blending of architectural and plant materials with surroundings; (4) maintenance of buildings and grounds; and (5) contribution to the community as a whole.

Awards were presented at a luncheon in Fairfax attended by the Board of Supervisors and other government officials, representatives of organizations which had entered buildings, and representatives of civic and professional organizations which had assisted in promoting the Beautification

tell the Virginia Story

Awards Program. Mrs. Doris Kidder, Chairman of the Fairfax County Beautification Committee, presided. Awards were presented by County Board Chairman Frederick A. Babson and Vice Chairman Martha V. Pennino.

The report of the judges was made by Mr. Temple.

Ralph Warburton, Special Assistant to the Secretary of the U.S. Department of Housing and Urban Development, spoke at the luncheon.

## GLASS CONTAINER FACILITY TO BE BUILT IN FREDERICKSBURG

• Thatcher Glass Manufacturing Company of New York will build a multi-million dollar glass container manufacturing facility on a 100-acre site in Fredericksburg, according to a joint announcement by the company president, the Governor's Office, Division of Industrial Development and the Rappahannock Area Development Commission.

John P. Pollock, president of Thatcher Glass, said that detailed engineering studies are now in progress. Initially the firm will employ 350 persons and employment at full production is expected to reach approximately 900.

In commenting on the announcement, Governor Mills E. Godwin Jr. said, "We welcome this outstanding

industry to our growing corporate family in the Commonwealth." Governor Godwin noted the people of Fredericksburg have been notably aggressive in their endeavor to attract new industry.

Thatcher Glass, a division of Dart Industries Incorporated, Los Angeles, has six other glass container manufacturing facilities. These are located in Wharton, N. J.; Elmira, N. Y.; Lawrenceburg, Ind.; Streator, Ill.; Tampa, Fla. and Saugus, Calif.

Pollock credited the Division of Industrial Development, the Rappahannock Area Development Commission, the Fredericksburg City officials, and Vepco and Commonwealth Gas Distribution Corporation officials for assistance in locating a site in Virginia.

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## FERGUSON HEADS SAFETY SECTION

• Wayne S. Ferguson, a 26-year old Roanoke native, has been appointed to direct a new safety research section established within the Virginia Highway Research Council at Charlottesville.

The Research Council is sponsored jointly by the University of Virginia and the State Department of Highways, and the new section—to conduct research specifically in safety matters—was set up in cooperation with the Virginia Highway Safety Division.

Ferguson's appointment was announced by Jack H. Dillard, who directs the Council, and John T. Hanna, director of the Highway Safety Division.

The new section will be staffed by Ferguson, another fulltime researcher, and two graduate legal assistants. Faculty members and undergraduates from interested and related academic departments at the University may also assist with research projects from time to time.

The section is an outgrowth of a recommendation made by the Virginia Highway Safety Study Commission to the 1968 General Assembly, which in turn authorized stronger efforts in safety research.

Announcing Ferguson's appointment, Dillard and Hanna said the new section will evaluate present safety activities "to determine what is effective, what hasn't been done, and additional steps which should be taken in the field of highway safety."

They pointed out that the Council has been active for many years in highway safety studies as the research arm of the Department of Highways. Now, they said, it will devote greater attention to these matters.

Hanna said that the first assignment for the section is to assist in assembling information on specific legislative proposals put forward by the Virginia

Highway Safety Commission and the Highway Safety Division.

They include the lowering of the presumptive level for driving while under the influence of intoxicants from .15 to .10 of 1 per cent; use of breath tests; requirements for immediate notification of police of any accidents involving \$100 or more in property damage; authorization for the Department of Highways to regulate construction of subdivision and commercial access roads, and a requirement for operators and passengers on motorcycles to wear safety helmets.

The section also is beginning an in-depth study of a proposed curriculum for driver education, with the idea that such programs can lead to safety-conscious attitudes on the part of young drivers.

The safety section will be administered as an integral part of the Research Council, but will be financed by the Highway Safety Division. Hanna said the Safety Division hopes to continue financial sponsorship of the section, if funds are made available, for four years, after which the arrangement will be reviewed.

Ferguson was graduated in 1961 from Roanoke's Jefferson Senior High School, and received a bachelor's degree in commerce from the University of Richmond in 1967.

Since then, he has been a research analyst with the Research Council, and has worked extensively in highway finance and administration. He has been especially interested in the human factors of management sciences, and in the application of cost effectiveness principles to highway safety improvements.

He is a member of the Highway Research Board, sponsored by the National Academy of Sciences, and belongs to its committees on road user characteristics and manpower planning.

## Savings and Loan

(Continued from page 7)

and lend at eight percent and stay in business."

A top executive officer of one of the larger savings and loan associations in the state saw a different approach. One suggestion he had heard, he said, would be to let the associations handle saving while restricting banks to checking accounts and other types of business. Another suggestion, he said, would be for the government to make savings interest earned from associations tax free, as a certain bonds.

This, he said, would bring savings into the associations in quantity and in a hurry.

"We're in an unusual period right now," an official said. "The government is putting the brakes on the economy to cool the inflationary spiral. This puts the pin on the amount of money in the market. Demand is just as high even with the interest rates prevailing," he said, "because people seem to feel that if they wait they would have to pay more in the future for the same product."

The market may be in for a softening trend, but the pent-up demand for mortgage money is so great that the six percent mortgage loan may never be seen again in this country.

Although the industry's future is somewhat clouded at present, the demand for mortgage money and the need for housing this and future generations of America will bring about a solution.

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# 'In the Good Old Summertime'

(Continued from page 5)

For the old casual confidence, there is the uneasy apprehension that the whole machinery of governmental operation has gotten out of hand and nobody is in charge. Manifestations of this uneasy apprehension arise in details that intrude themselves in moments that one would give to relaxation, contemplation or simple pleasure of the mind. Just as you settle down to enjoy some reflection there comes the reminder of something from the external world to worry about. Indeed, a sense of guilt is aroused at the idea of giving one's self over to the carefree play of the imagination.

Of course, when one grows older, it seems that most people engaged in some aspect of creative work experience difficulty in freeing the mind from the details of the business of living. This has been the case long before the present. In the reissued *Autobiography* of H. G. Wells, published in 1934, he laments how at sixty-five he found the greatest difficulty in freeing his mind from the pressures of mundane details in order to sustain a continuous concentration in his own work. This I have found to be unhappily true of myself.

Where, for instance, I once dashed off letters at odd moments, with never a thought about doing them beforehand, now the thought of writing a letter looms as a chore; I put it off, until letters have accumulated; then the worry of getting them out intrudes on my working time and, finally, to gain some freedom of mind for the work, I simply set aside a day and get done with what has grown into an excruciating and overwhelming task. Other similar chores, which I once did without thought at the end of the day's work, now assume huge proportions, so that I waste time and energy trying to get them off my mind, until finally, like the letters, I just give up and devote a day to doing a number of inconsequential things. But each of these days, selected in desperation to be relieved of accumulated burdens, breaks into the continuity of the absorption necessary for sustained work.

I suppose that, in the nostalgia for

"those things that are gone which shall not come again," a writer is essentially nostalgic for conditions of his work. With an increase in years, one expects to be able to spend less time at the typewriter, to tire more easily and completely, and to find it hard to maintain an outpouring of pages under pressure. But he does not expect those intrusions—both as Wells' mundane details of living and the current uneasiness from the external environment—which make it an uphill fight to develop a continuity of thoughts in his own mind. In the midst of a losing struggle against the intrusion of distracting details, the smell of summer recalls a mood of other hours when everything came so easily and the very warmth induced a sort of carefree relaxation.

What is bleak about the nostalgia at the present time is this: when Wells wrote about the struggle to free his mind for work, he had to contend only with the problem of the changes caused by his own age. He wrote of his basic requirement of a well-lighted room where it was *quiet*. It is the nature of that "quiet" that seems forever lost. The times hold an unquiet, in which the individual—in trying to reflect—is all too often confronted with the question, "What next?"

The haunting quality of the summer is that it evokes so powerfully the warm, sweet-smelling languor of a

time when quiet prevailed. The physical quiet, in which people relaxed in the twilight on their porches, symbolized the total quiet of their external environment. Now, where window air conditioners have replaced the front porch rockers, the racket on the streets, climaxed by the insane staccato roars of motorcycles, symbolizes the total unquiet in the external environment. There is some sad contradiction about the necessity of withdrawing to the interior sanctuary of air conditioned rooms when the fragrant warmth of summer lay outside. It represents a retreat, a withdrawal, from the external environment.

We frequently read of the shrinkage of vistas of nature, lost to the criss-crossing superhighways for automotive vehicles (just as the old landmarks of cities are lost to the barren lots for parking the cars), and no one could ever sing again of "strolling down a shady lane" in *The Good Old Summertime*. This loss is more than the specific natural sites and views that are gone and going; it is a loss of contact with much of nature, with our natural physical environment, as one sealed within an air conditioned space loses contact with the season outside.

I do not believe that the race has so softened that the heat can no longer be endured. Personally, I turn on my own air conditioners reluctantly, more often to shut out the noise than the

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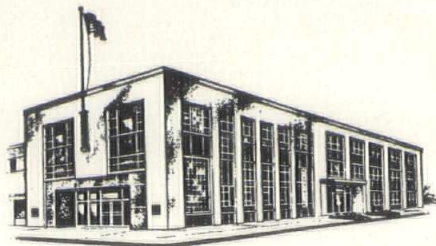
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weather. I believe we seal ourselves off in physical comfort at least partly to protect ourselves from the unquiet out-of-doors and the total unquiet of our environment which the bedlam suggests. I suppose that we shall see a time of air conditioned cities—or what urban concentrations then pass for cities. But the inhabitants of those insulated environments will not suffer from nostalgia when summer comes. Maybe they will be better adapted to their world than those who remember other times. They will gain and they will lose, as each change that brings some good is accompanied by some loss. For their sakes, I hope they are less aware of those things that are gone.

*Clifford Dowdey*

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1. Date of filing: October 1, 1969.
2. Title of publication: *Virginia Record*.
3. Frequency of issue: Monthly.
4. Location of known office of publication: 405-A East Franklin Street, (P. O. Drawer 2-Y), Richmond, Va. 23205.
5. Location of headquarters or general business offices of the publishers (not printers): 405-A East Franklin Street, (P. O. Drawer 2-Y), Richmond, Va. 23205.
6. Names and addresses of publisher, editor and managing editor: publisher, Virginia Publishers Wing, Inc., 405-A East Franklin Street, (P. O. Drawer 2-Y), Richmond, Va. 23205; editor, Clifford Dowdey, 2504 Kensington Ave., Richmond, Va. 23220; managing editor, Joe H. Young, 6553 Hagueman Drive, Richmond, Va. 23225.
7. The owner is: Virginia Publishers Wing, Inc., 405-A East Franklin Street, (P. O. Drawer 2-Y) Richmond, Va. 23205; S. L. Goodman, Martinsville, Va. 24112; D. E. Goodman, Martinsville, Va. 24112.
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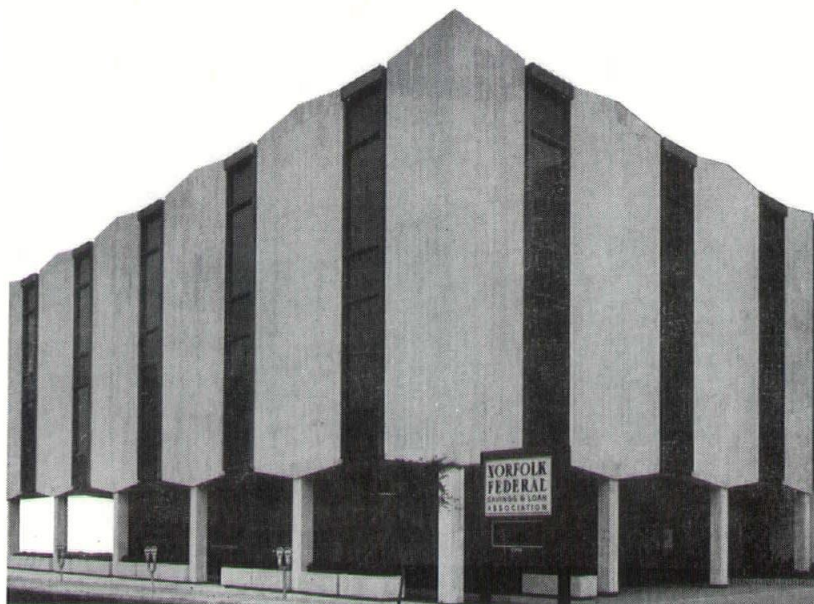
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	Average No. Copies Each Issue During Preceding 12 Months	Sing Issu Near to Fil Dat
A. Total No. Copies Printed (Net Press Run)	4,879	4,95
B. Paid Circulation		
1. Sales through dealers and carriers, street vendors and counter sales	72	6
2. Mail subscriptions	4,522	4,53
C. Total Paid Circulation	4,597	4,60
D. Free distribution (including samples) by mail, carrier or other means	181	22
E. Total Distribution (Sum of C and D)	4,775	4,82
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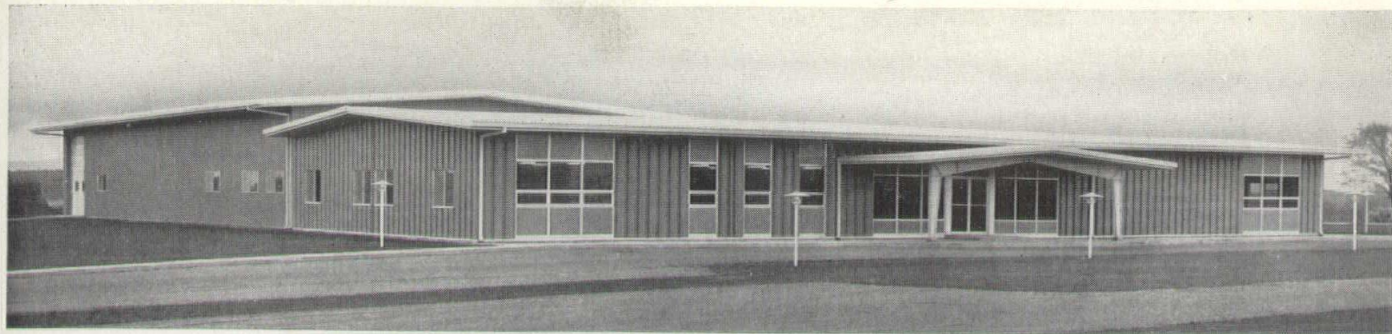
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ol. 91—No. 11                      1 year \$3—2 years \$5—Per Copy \$1.00                      NOVEMBER 1969

## By Their Fruits . . .

RECENTLY IN GEORGETOWN, in Washington, Arthur Moore, the archi-  
tect, made a most imaginative use of the old timber and brick warehouse  
along the C. and O. canal. Transforming the old warehouse as the center  
structure of a Canal Square complex, the architect joined it to a "Georgetown-  
la-mode" and to a modern six-story office building. An interior plaza can  
be entered through the Georgetown building on 31st Street or through a  
boutique-lined arcade from M Street. Shops of all kinds, and a cafe-restaurant,  
will occupy lower floors, and offices will be in all the buildings. A story in the  
*Washington Post*, on the combination of traditional charm and modern practicality  
of the new complex, stated that, "There is, of course, underground parking."  
Judging of the fate of old buildings in Richmond, the 19th century warehouse  
could have been demolished and the whole square made into a parking lot.

However, for Richmond's needs, two young V.P.I. graduates in architecture  
have come forward with plans (including model) for a modern multi-unit living  
complex which would make highly practical use of a virtually abandoned river-  
front area of 76 acres. This section, east of the Lee Bridge on the south side  
of the James River, is now occupied by the tracks of the Southern Railway  
and Seaboard Coast Line, a battered, neglected building owned by a tobacco  
company, and a scattering of seedy, discouraged dwellings. The complex of  
high-rise apartments as envisioned by the two young architects would house  
700 individuals, with parking available on the lower floors (served by under-  
ground entrances), which serve to elevate the living areas to views of the river  
and the facing city.

Of all things, the two architects—Robert A. Boynton, of Richmond, and  
Jack M. Simmons, of Roanoke—constructed their plans to service as a thesis  
graduate work. The Messrs. Boynton and Simmons might be regarded as  
constructive types of "activists" and "dissidents" in the younger generation.  
They tacitly *dissented* against the prevailing unimaginative use of ground in the  
central cities and *acted* to apply modern architectural techniques to the neglected  
lands of the central cities.

Marcellus Wright, Jr., chairman of the Richmond Planning Commission,  
found the project to be "tremendously interesting," and said, "I think anything  
of this sort stirs our interest." Again judging by past performances, it could  
probably be safely predicted that the chances are against the imaginative project  
being much more than "stirring interest."

I know nothing of the relationship between the Richmond Planning Com-  
mission and the Departments which operate the physical city, nor have I any  
notion of the limitations of the powers and authority of the Commission. I do  
know that the Department of Public Works, with the dedicated approval of the  
City Manager, planned without consulting anyone else who might be interested,  
to deface the beauty of Monument Avenue, the proudest and most historic  
boulevard in Virginia, by laying down a six-lane asphalt highway to expedite  
the travel of the commuters of Henrico County to

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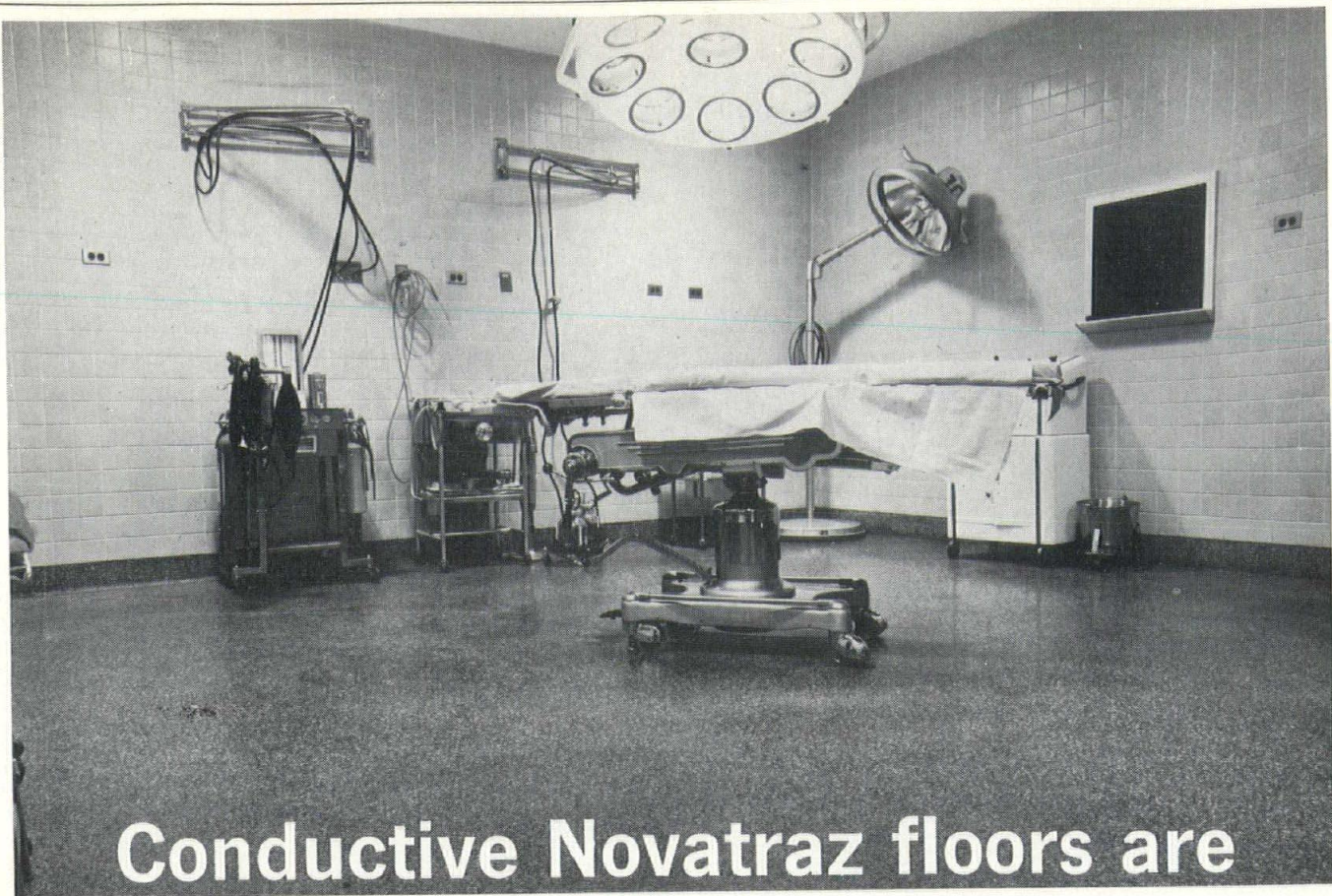
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**ON OUR COVER:** The striking new Blue  
Cross/Blue Shield Building, designed by Bal-  
lou & Justice, Architects-Engineers of Rich-  
mond, and featured on page 20 of this issue.  
(Cover photo by James M. McElroy)





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# NEWS

VIRGINIA CHAPTER

## Architects Seek To Save West Front of Capitol

Congress should restore but not extend or change the historic West Front of the U.S. Capitol, The American Institute of Architects has urged.

In letters to all members of Congress and testimony already given to a House Appropriations Committee subcommittee, AIA said corrective measures can be taken with speed to insure the safety and structural integrity of the West Front which faces the Washington Monument.

AIA—which represents 23,300 of the nation's 32,000 licensed architects—also has asked Congress to order a master plan for Capitol Hill to safeguard the Capitol, its grounds, and other famed buildings.

An extension to cover some 4.5 acres at a possible cost of more than \$45 million would "bury forever the last remaining walls of the Capitol that date back to the founding of the Republic," testified Francis D. Lethbridge, FAIA, AIA vice president.

The proposed West Front addition would "erase" work of those "great pioneers of Federal architecture, William Thornton, Benjamin Latrobe, and Charles Bulfinch," noted Lethbridge. He is also chairman of the Joint Committee on Landmarks of the National Capitol which reports to the National Capitol Planning Commission.

The massive new facade would also erase "the noble terraces" planned by Frederick Law Olmstead, pioneering American landscape architect, Lethbridge said.

Since 1955, the AIA has opposed major changes to the Capitol which is widely recognized as a text book of architectural history.

*Continued ➡➡➡*

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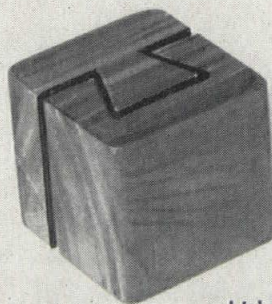
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## AIA NEWS

The proposed West Front extension is being advocated without an adequate study of future space needs of Congress. It might be better to include more room for Congress in other buildings rather than adding to the Capitol, AIA officers have said.

The West Front extension would cover walls erected in the first part of

the Capitol which burned in the War of 1812 but was rebuilt.

Sandstone from the same Virginia quarry used in the 1700's is available to replace parts of the old wall, AIA has been assured.

Architectural and engineering studies directed to restoration of the West Front could be completed in about six months, AIA told Congress. The proposed extension would house offices, restaurants, a visitors' center, and committee rooms.

## CHARLES SMITH

### RECIPIENT OF

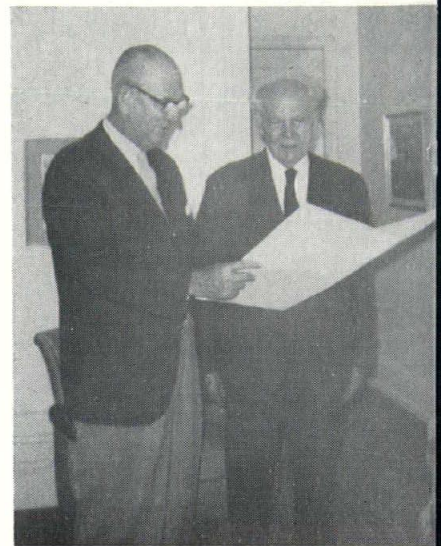
### "COLLABORATING

### ARTIST AWARD"

### AT VIRGINIA

### CHAPTER'S

### FALL MEETING



*Louis Ballou, FAIA, admires Smith's award*

The Virginia Chapter of the American Institute of Architects elected the following officers at its Fall Meeting in Roanoke:

William F. Vosbeck, Jr. ....	President Designate
John W. Chappelle, Jr. ....	Vice President
Kenneth G. MacIlroy ....	Secretary
John O. Stein ....	Director 1970
Frank Hill, Jr. ....	Director 1970-71-72
Joseph N. Bosserman ....	Director 1970-71-72

The election completed the previously elected slate of officers and directors which includes the following:

John E. Wilson ....	President
Henry J. Browne ....	Treasurer
Forrest W. Coile, Jr. ....	Director 1970
D. Warren Hardwicke ....	Director 1970-71
Herbert L. Smith, III ....	Director 1970-71

The two-day meeting at the Hotel Roanoke concluded with an evening banquet Friday, September 12, at which the Chapter's Collaborating Artist Award was presented to Charles Smith. Marcellus Wright, Jr., FAIA, presented the award and praised Smith for his artistic contributions to buildings designed by Virginia architects.

*(AIA News continues on page 77)*

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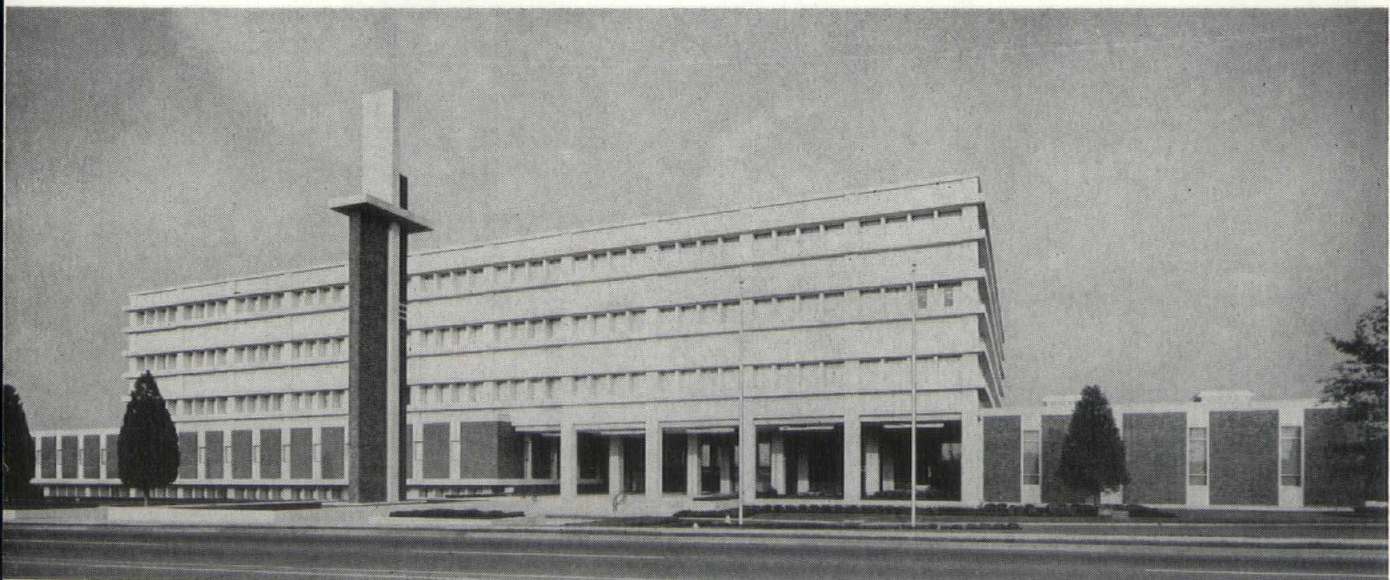


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# RIVERSIDE HOSPITAL NEWPORT NEWS CORONARY CARE UNIT

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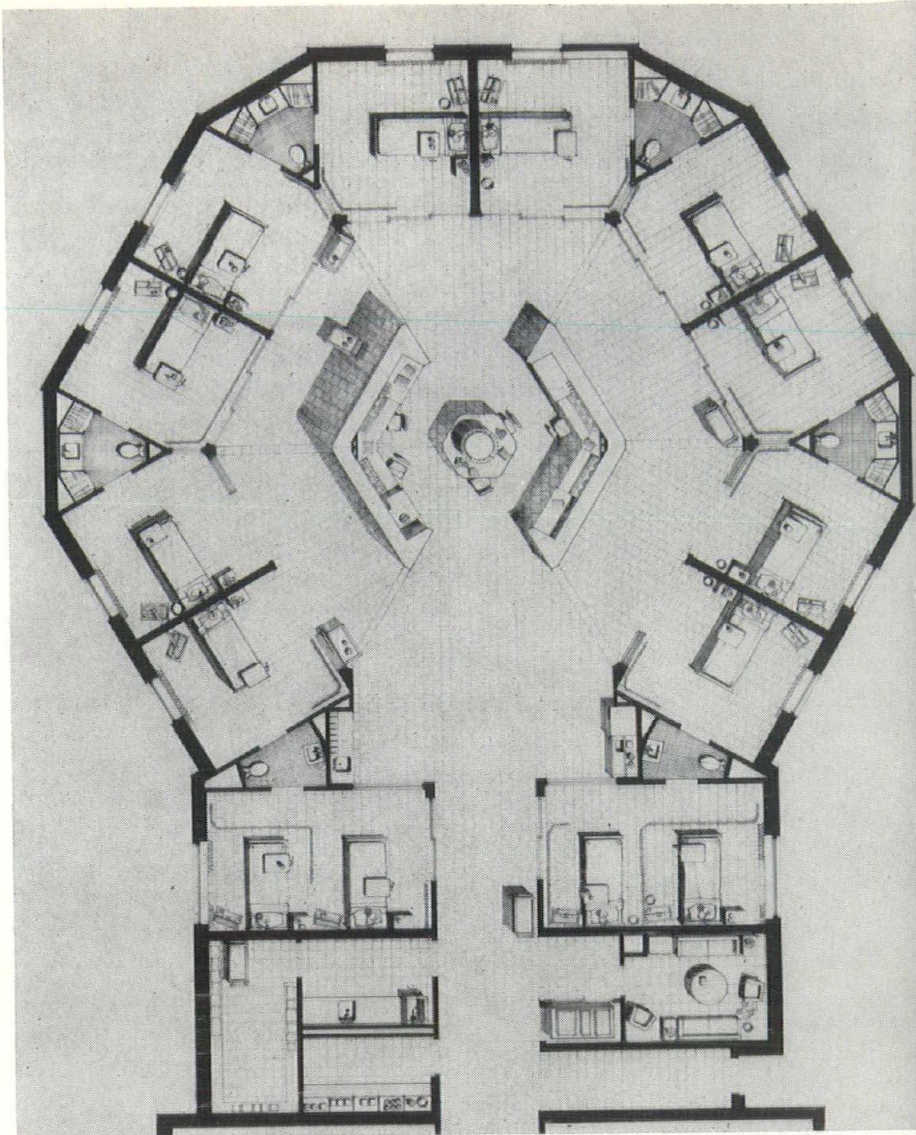
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**D**ESIGNED for specialized care of heart attack patients, this cardiac care unit is an independent wing of Riverside Hospital in Newport News. Although immediately adjacent to the emergency and operating rooms of the hospital, the unit is exclusively equipped for the emergency procedures associated with cardiac arrest and heart surgery recovery. It is a pentagonal structure with 10 private and 2 semi-private rooms around the perimeter. The nurses' station at the center of the ward facilitates close visual observation of all patients through the sliding glass entry doors to each room. The unit is equipped with a complete system of coronary care electronics including dual cardioscopes for each patient. One scope is suspended over the patient's bed, the other being located in the console at the nurses station for constant individual patient monitoring. All primary emergency support systems are centralized with outlets for oxygen, suction, etc, at each bed. All secondary support equipment is maintained on carts within easy reach of the nurses' station.

Special consideration was given to the needs of the cardiac patient as the design developed. The unit is isolated from the main traffic areas of the hospital so that noise and confusion are at a minimum. The pentagonal shape



of the ward and the central nurses' station permits a greater number of private rooms with adequate supervision for each patient. A toilet and vanity is adjacent to each room, and the rooms are painted bright with pastel colors and large windows. The nurses' station, with the control console containing the

major portion of the electronics, is large enough to allow four to five nurses work without crowding, thus giving maximum of three patients under supervision of one nurse. Immediately adjacent to the ward is a visitors' lounge and facilities for instrument, drug, and linen preparation and storage.

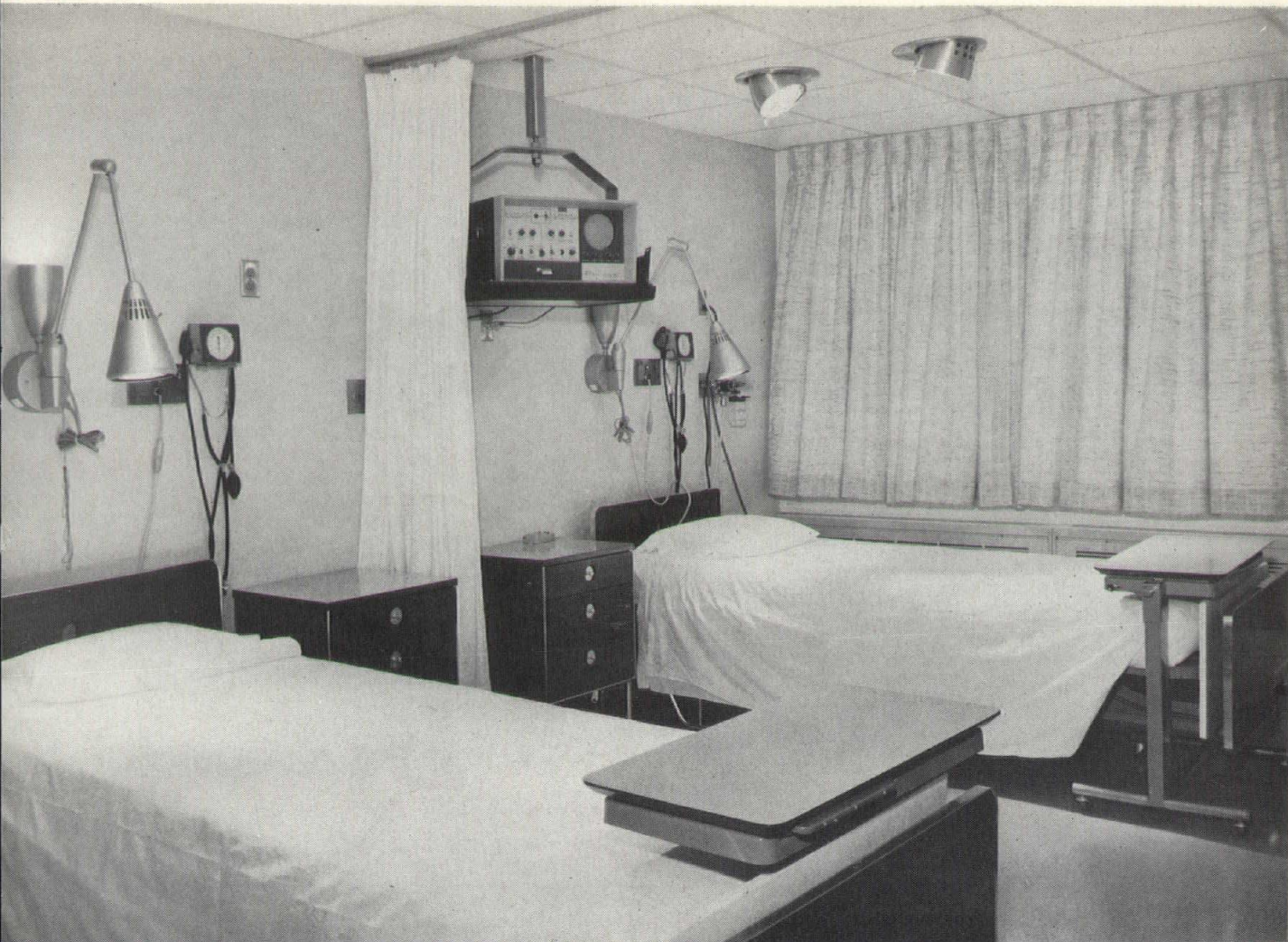
## Subcontractors and Suppliers

From Newport News were Basic Construction Co., general contractor; Benson Phillips Co., Inc., concrete; Noland Co., Inc., lighting fixtures; Warwick Plumbing Heating Corp., plumbing, air conditioning & heating.

From Norfolk were Hall-Hodges Co., Inc., foundations & reinforcing details; Standard Iron & Steel Co., Inc., steel; Roof Engineering Corp., roof deck & roofing; Pittsburgh Plate Glass Co., glazing; Shaw Paint & Wall Paper Co., Inc., painting; Door Engineering Corp., steel doors & bucks; Ocean Electric Corp., electrical work.

Others were Pompei Tile Co., Inc., Hampton, ceramic tile; W. Morton North Co., Inc., Richmond, wood flooring; Miller Mfg. Co., Inc., Richmond, millwork; W. Moore & Sons, Inc., Richmond, elevator; Tom Jones Hardware Co., Inc., Richmond, hardware; St. Charles Mfg. Co., Richmond, hospital casework.





(B. J. Nixon)

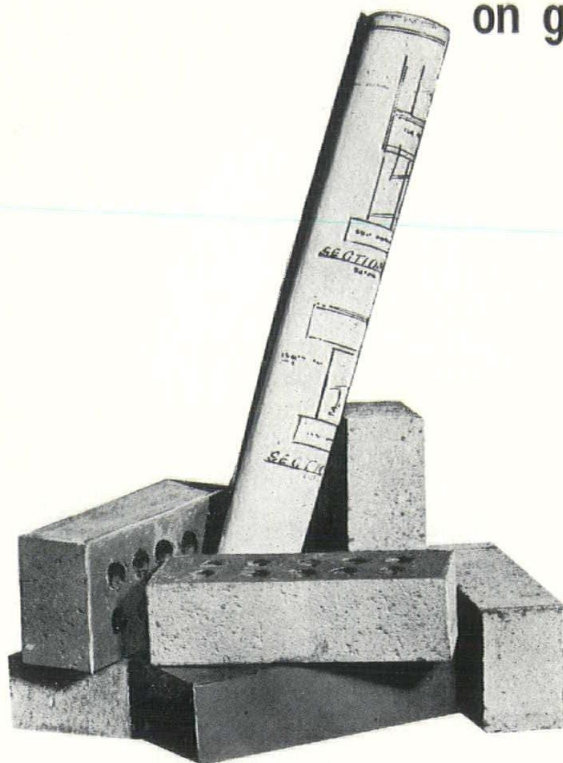




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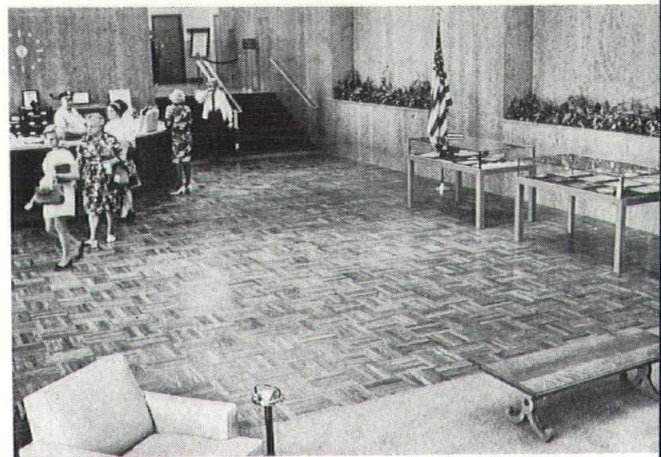
The resulting product — GAMMAPAR — retains the beauty and warmth of natural wood with the increased rugged durability of plastic.

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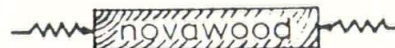


GAMMABLOCK Red Oak, color Black 5-05, was chosen for the entrance lobby of the Atomic Energy Commission Building, Germantown, Md., because of its beauty, durability and ease of maintenance.

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(James M. McElroy)

## OLD BRIDGE TOWNHOUSES—HENRICO

ARMSTRONG & SALOMONSKY, AIA—Architects

FRANK S. LEAKE CONSTRUCTION CO.—General Contractor

DESIGNING two-hundred and twenty-five townhouses on approximately thirteen acres is not easy. No matter how attractive a given unit may be; when repeated two hundred times, the monotony becomes depressing. Therefore, ingenious ways must be invented to create a handsome sense of variety. The repetition must remain, as this is the essence of securing an economical cost of construc-

tion; however the exterior finishing materials can be changed at no penalty to cost. Here, variations on brown, black and green cement asbestos shingles; used and painted brick; redwood natural, pressure treated rough sawn, and painted sidings on the ground floor exterior counterpointed with low intensity dark Williamsburg colors such as charcoal brown, bottle green and dark grey give the project a dis-

tinctive image.

Another important feature is the gerrymandering of building around all existing trees. Here the owner, Benjamin White working with the architect, H. Louis Salomonsky and the Henrico County Planner William La Vecchia, devised an interesting juxtaposition of buildings which would enable the saving of practically every existing tree on the site.

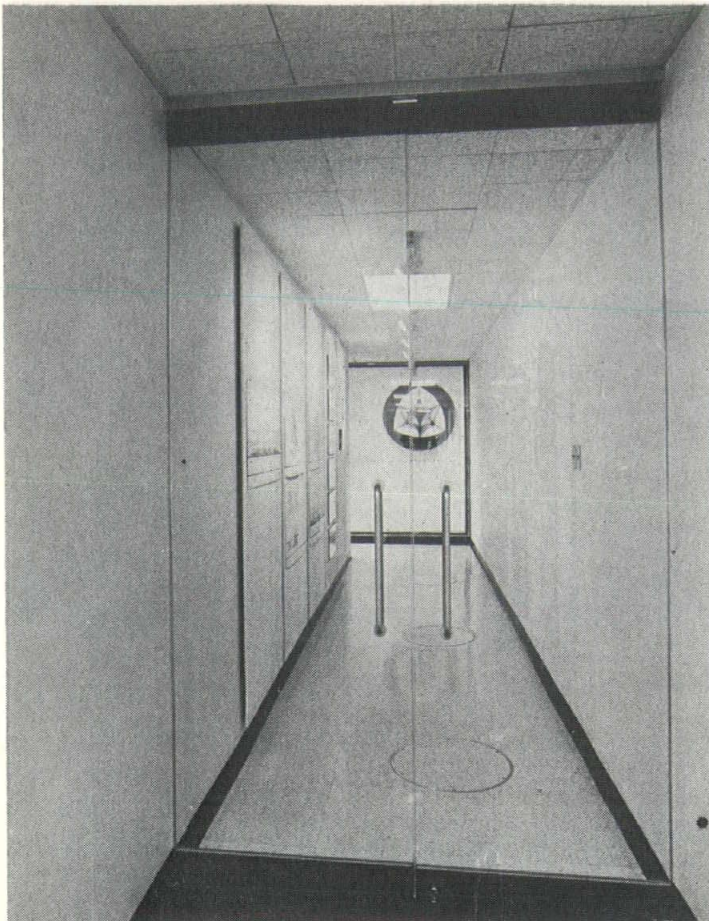
### Subcontractors and Suppliers

(All Richmond firms unless otherwise noted)

Frank S. Leake Construction Co., general contractor, excavating, piling, foundations & waterproofing; Southern Materials Co., Inc., concrete; Scruggs Masonry Corp., masonry; Blakemore Construction Corp., paving; P. E. Eubank & Co., site concrete; Concrete Structures, Inc., pre-stressed concrete; W. A. Patterson, Glen Allen, roofing; W. E. Duke & Sons, Inc., grading; Capital Products Corp., Mechanicsburg, Pa., glazed windows & patio doors; Robert E. Rollason & Sons, Inc., Harbinger, N. C. carpentry; W. W. Nash & Sons, Inc., painting; Carl D. Miller, drywall; Manson & Utley, Inc., weatherstripping; Controlled Electric Heating, Inc., insulation; Bragg & Francis Tile & Marble, Inc., ceramic tile; O'Fallon, Inc., resilient tile, finish flooring; Richmond Lumber Co., Inc., millwork; Greendale Ornamental Iron Co., handrails; Advance Electric Co., lighting fixtures & electrical work; C & T Mechanical Corp., plumbing fixtures, plumbing, air conditioning, heating & ventilating; Kreider Construction & Fence Co., fencing; Loew's of Richmond, hardware & paneling; Aquabel Pools, Inc., swimming pool; The Window Shop, Inc., venetian blinds & draperies.







# SPECTACULAR NEW ARCHITECTS' OFFICES

IN THE ROSS BUILDING

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**Y**EARS OF ANTICIPATION and planning led Ste Jones and Don Strange-Boston in the accomplishment of every young architect's dream—designing an ideal office for himself. The result is an unusually functional composition of white and blue, with black, walnut and chrome accents, set off by extensive use of artwork and contemporary furniture.

Full-height glass doors open on the all-white entry corridor, leading past gallery-lit floating display panels to white vinyl end framed in walnut and aluminum which features the firm name and a dramatic string sculpture by Nancy Camden Yates.

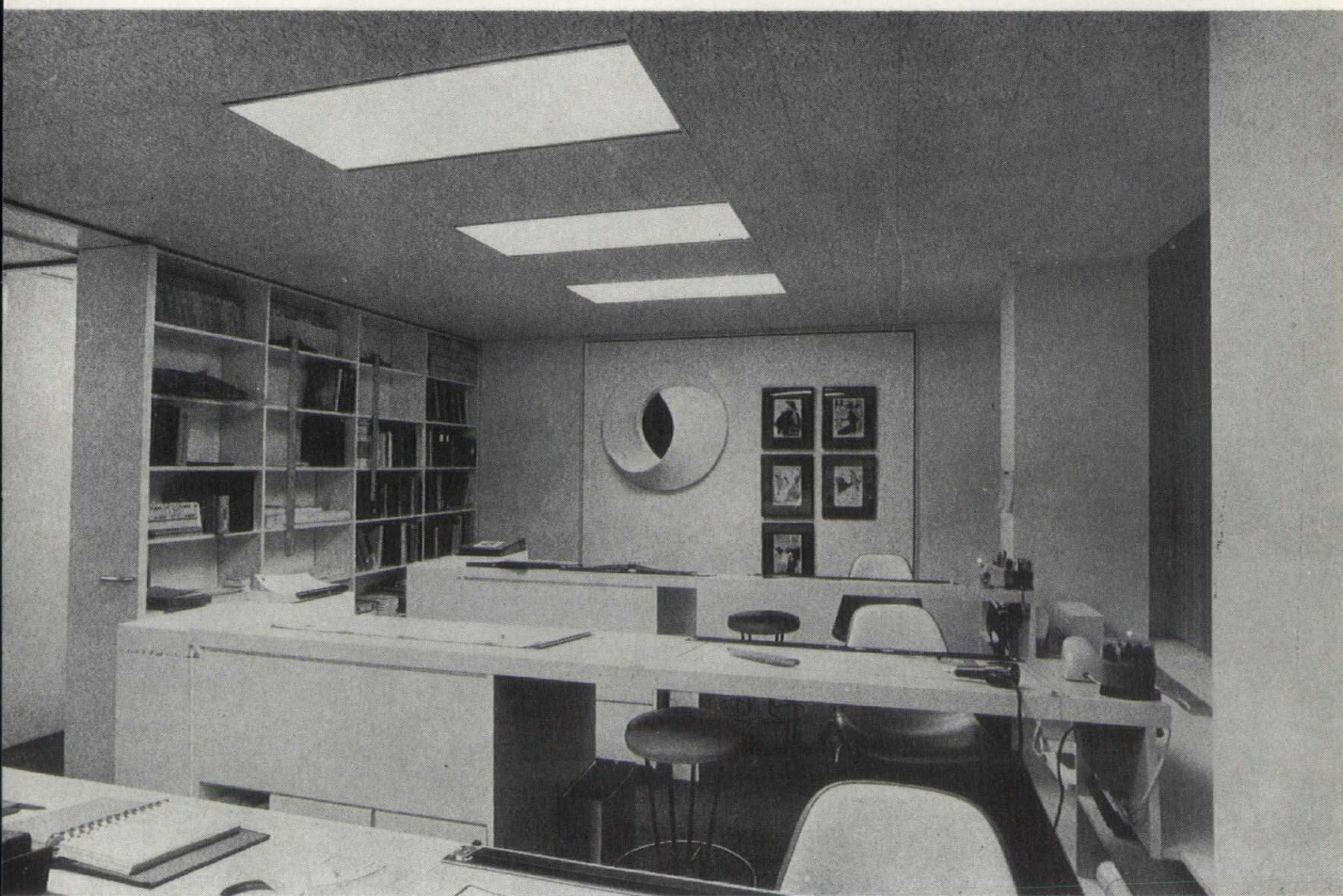
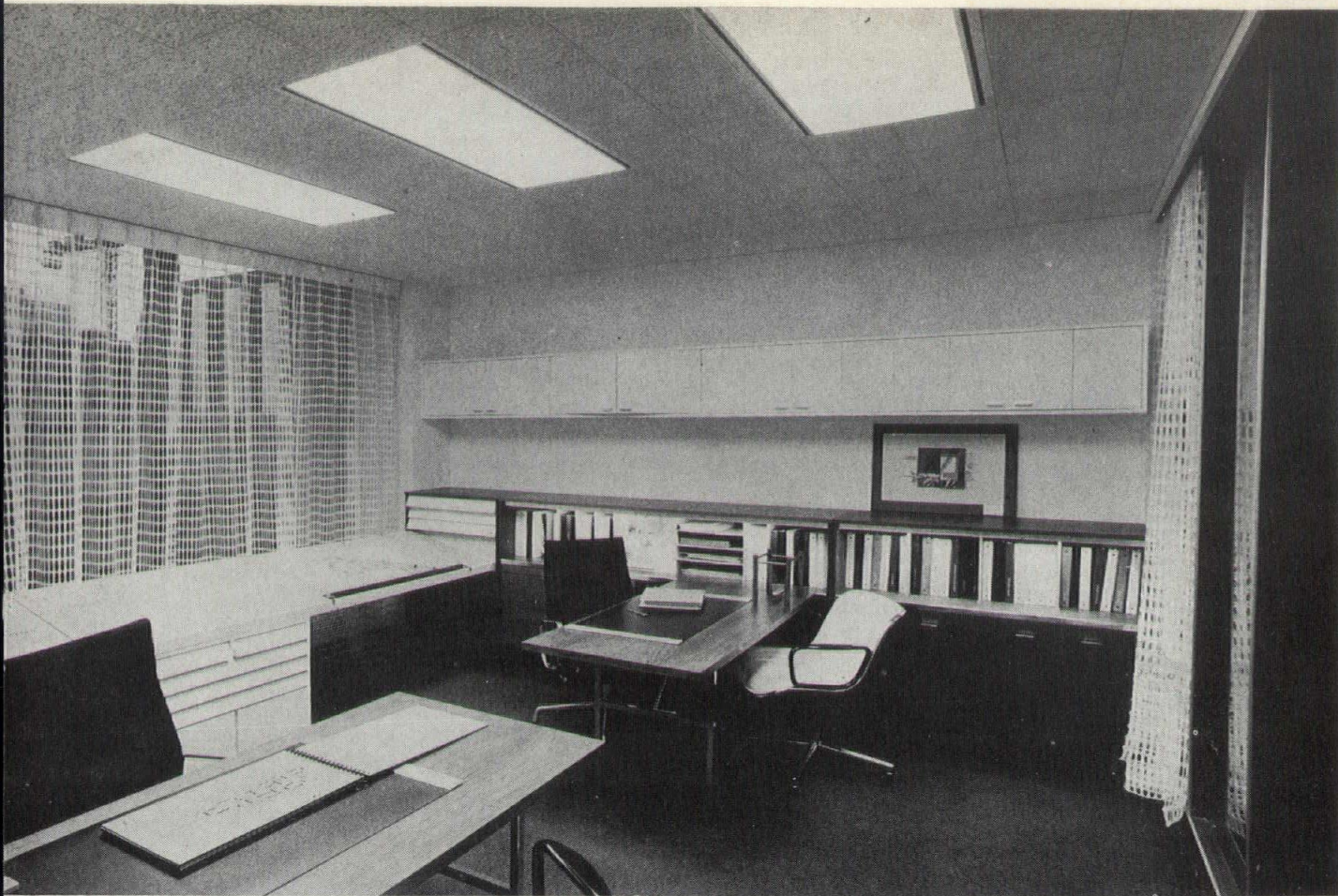
Next is the reception area, which features a painting by William Jones, Knoll Pollock chairs and a commission work by Harry Robertson designed to frame the secretary, reception carpet color, and direct traffic to central hall. A Herman Miller desk and a custom designed wall-mounted bookkeeping center serve to form a work station.

The central hall opens into all five rooms of the suite through pairs of full-height flush doors with specially designed magnetic catches and chrome pulls. All central filing is in a full-height custom storage unit here, with shelf-doors.

The Principals' office has north light over a 12-foot drafting board shared by Don and Steve, and features complementary walnut executive work centers based on the Herman Miller work organizer expanded with custom casework.

(Continued on page 17)







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## ARCHITECTS' OFFICES

(Continued from page 14)

lights and telephones are built in). Color-coordinated notebooks on open shelving replace file cabinets while imported polyester draperies give privacy and soften the office as seen through the glass wall from the reception room. Executive chairs are Miller "Aluminum Group" (original design suggested to Miller by Steve Jones) with Knoll Collock side chairs in chrome and white vinyl.

The conference room, also with north lights, utilizes one entire wall for a vinyl-covered display board, with base cupboards opposite serving as a shelf for individual boards. Four Miller "Aluminum group" chairs in white vinyl are used around a collapsible, walnut, circular knee-high conference table.

Full glass on two sides of the drafting room eliminates the need for overhead lighting on most days (drafting lamps have not been found necessary, even at night). Each of the specially designed drafting work centers contains a 9-foot drafting board, book cases, drawing trays, file drawers, hidden trash container and telephones. A full-height bookcase wall serves as an immediate reference center. White vinyl Herman Miller drafting chairs compliment the decor with a white string sculpture on a framed white vinyl display panel at the end of the room.

The work room, also opening off the central hall, provides a custom mixture of deep and shallow storage, with racks, work counter with sink, and coat strip with unusual chrome hanging "buttons."

### CREDITS

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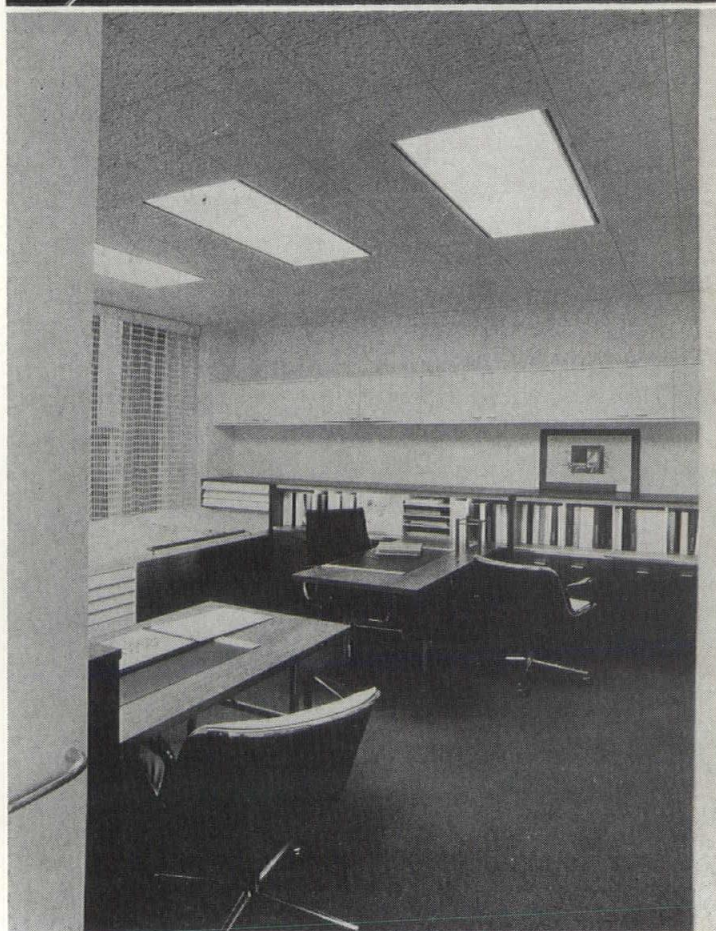
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Architects

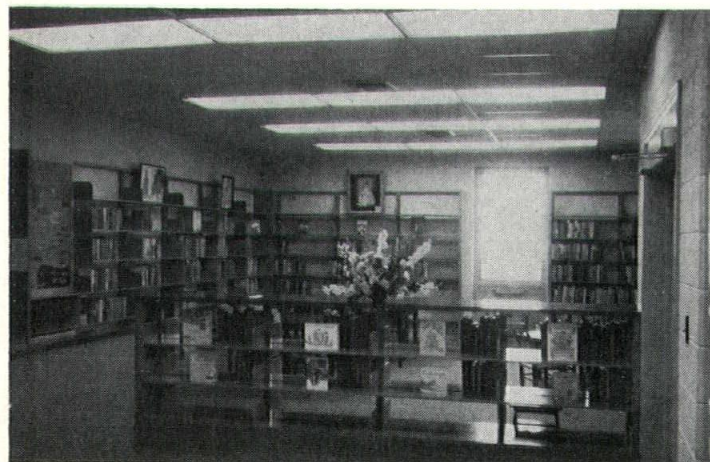
PAGE PUBLIC LIBRARY BOARD  
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**A**FTER MUCH hard work and campaigning, the Page Public Library Board has achieved its goal. They have moved from cramped, inadequate quarters into their new building, located near Luray's Park. It is a brick veneer building with hipped roof. Inside, it contains a vestibule, children's area, main stacks, check-out desk, toilets, storage and work room; and a reading area with study carrels located at the windows. The check-out desk, stacks, reading area, and children's area have carpeted floors with acoustic tile ceiling helping to maintain quiet. The vestibule contains coat space, a bench and a book depository for after hours book returns.

Subcontractors and suppliers from Luray were: Page Public Library Board, builder & owner; John Nichols, concrete, masonry, roofing, carpentry, painting & insulation; Custom Tile and Carpet, Inc., resilient tile; Burner Electrical Service, Inc., electrical work; J. Rex Burner Co., Inc., plumbing, air conditioning, heating & ventilating;

Others were Imperial Components, Inc., Charlottesville, wood roof trusses; Binswanger Glass Co., Inc., Richmond, windows, glazing & millwork; Manson & Utley, Inc., Charlottesville, acoustical tile; Charlottesville Carpet Installers, Charlottesville, carpet; Pleasants Hardware, Richmond, hardware.





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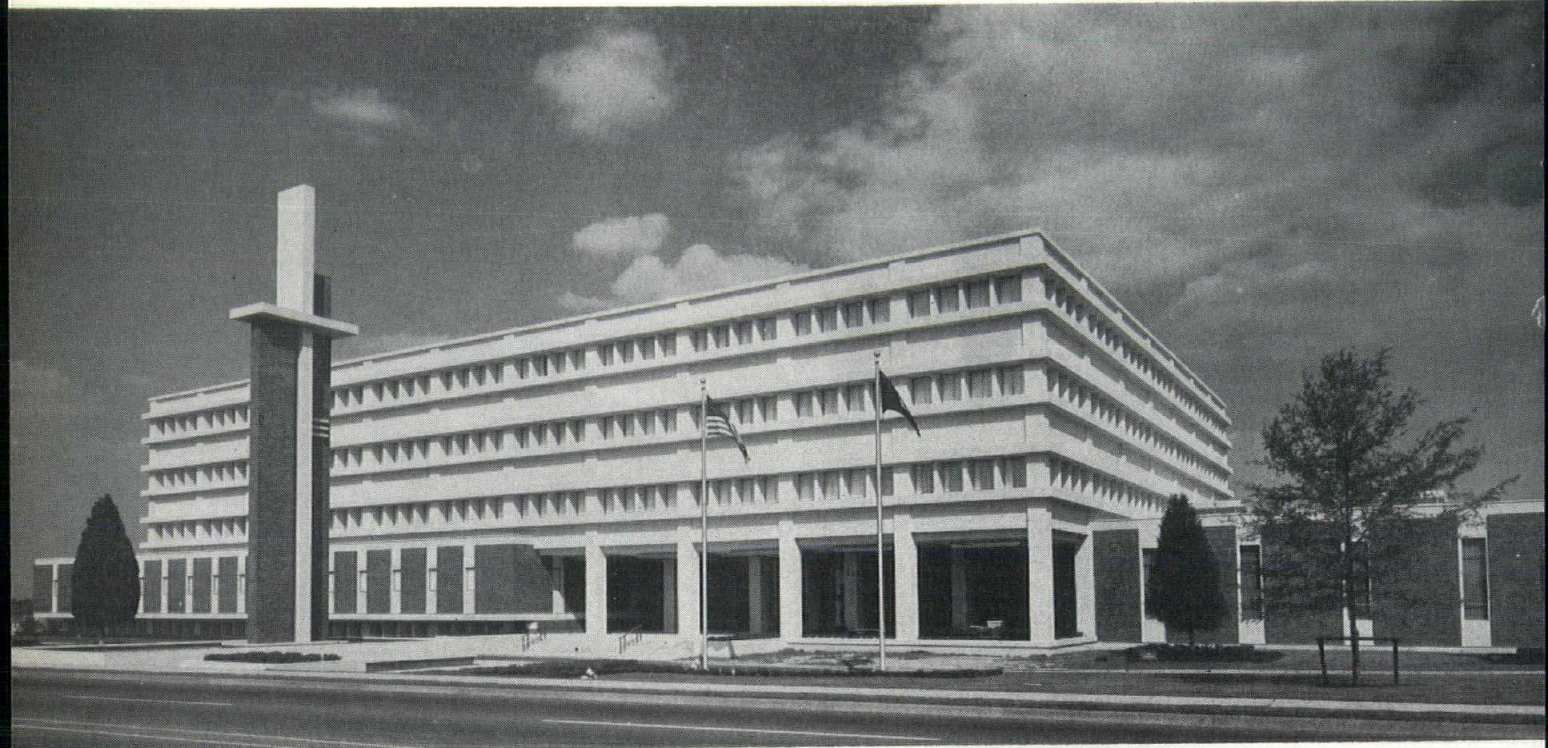
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NEWPORT NEWS, VIRGINIA





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**F**ROM a small headquarters office comprised of a Director and Secretary in 1935, the Blue Cross-Blue Shield of Virginia have expanded their personnel to 850 in the new Headquarters Building at 2015 Staples Mill Road, Richmond. The Plans now serve more than one and a quarter million people.

The new building was completed in mid-summer of 1968. Planning for this structure began in 1964 when a seventeen-acre parcel of land was purchased. In order to expedite the construction, a grading and site work contract was awarded to Luck Corp.; followed by the award to McKinney Drilling Co. of a contract for the foundation or

caisson work. This procedure allowed bids to be taken on the structure itself and construction to be started, at the top of the foundation work, upon award of the general contract to the low bidder, Doyle & Russell, Inc., Richmond.

Prior to the award of the contract for the new Headquarters Building, t



# COVER STORY

Photos by

JAMES M. McELROY

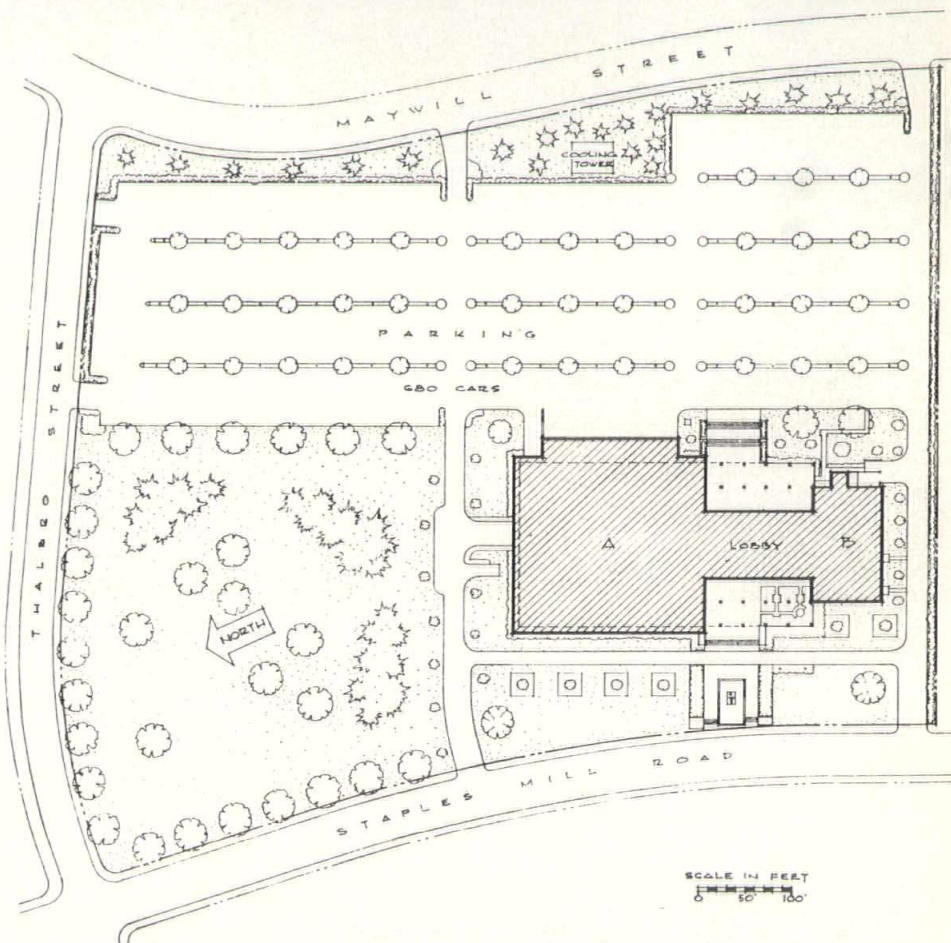
Plans had occupied, since 1958, a building at 4010 West Broad Street, Richmond, also designed by Ballou and Justice, Architects and Engineers. This building appeared in the November 1958 issue of Virginia Record. While the building at 4010 West Broad St. contained 22,000 sq. ft. of floor space, the newly completed headquarters building has 290,000 sq. ft. of floor space, and the structure is designed to allow for a central tower of fifteen stories, with a net floor area of 180,000 sq. ft. Executive Director Robert C. Menzler states . . . "that since 1958, the Plans' new activities, additional responsibilities and rapid growth have exceeded by far all earlier estimates." He further stated . . . "that the combined growth in membership, the new programs, and additional benefits dictated the need for planning and building for future requirements."

Identifying readily with the name of the Plans, Blue Cross-Blue Shield, it was felt that the use of blue was important both on the exterior and interior. A search was made for a non-glazed blue brick, and an acceptable one was finally located as manufactured by Structural Stoneware, Inc. of Mineral, Ohio. This brick is used on the exterior and is extensively used in the lobbies. Combined with Mo-Sai, this brick produces a pleasing blend and at the same time complements the stone. Ample parking is provided for 650 cars and the entire perimeter of the property including the parking area is attractively landscaped; featured on the Staples Mill or west side is a large ampanile in the form of a Cross. The base of the Cross is surrounded by reflecting pool and is illuminated by concealed lights.

The kitchen and cafeteria area was carefully designed to serve the needs not only the employees but to provide an area in which certain company functions could take place. In addition the large dining room known as the



EAST ELEVATION FROM PARKING LOT



SITE PLAN

Blue Room, there is an executive dining room named the Cross and Shield; and in pleasant weather, the porch area facing east is used for outside dining, easily served from the central kitchen location. In April of 1969 an award was made by INSTITUTIONS Magazine under their Annual International Design Awards Program. The Bronze Plaque Award states "Superlative Achievement in Food Service Design."

Most of the second floor level, office spaces house divisions of Blue Cross-Blue Shield having direct contact with individual participants. There is a clinic on this level also.

The executive offices and the board room occupy a portion of the third level, while the remainder of the floor serves accounting, data processing functions and smaller divisions handling the administrative functions. The board





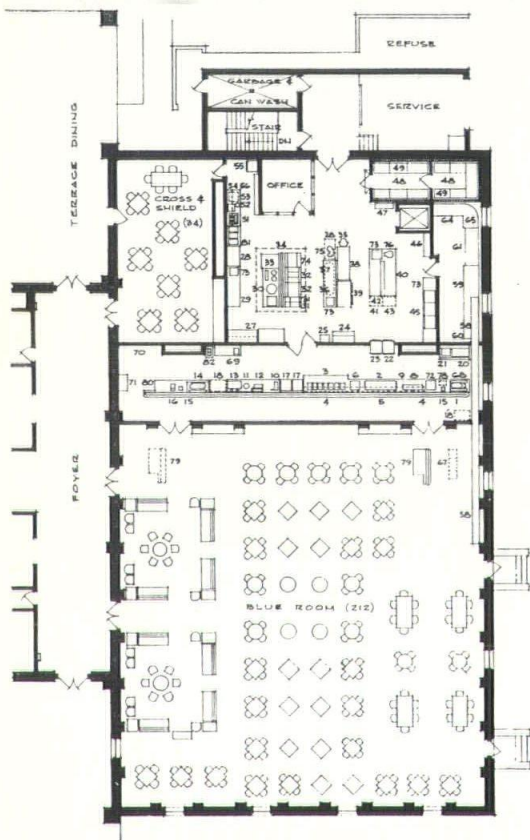


room, being fully equipped with the latest in audio-visual equipment provides an area for functions other than the normal board meetings.

The ground floor is occupied by mechanical and the various service elements of the organizations.

Incorporated in the building is the integrated design of the mechanical and electrical systems for heat recovery from the lighting systems to offset the building heating requirements. Supplementary heating is required only when the exterior temperatures are below the mid-thirties. Dual duct systems provide for the environmental control of the building, furnishing simultaneous heating, cooling and ventilation.

The final construction cost was approximately \$6,500,000 at a cost of \$22.50 per sq. ft.

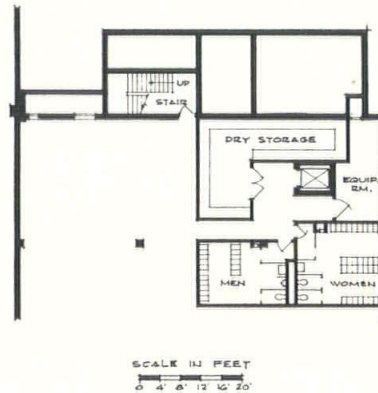


Top photo shows a portion of the kitchen facility. Shown in the plan below it are: (clockwise from lower left) Blue Room & Cross and Shield Executive Dining Room; Kitchen plan; and at right, serving area for Kitchen employees.

### KITCHEN EQUIPMENT LEGEND

1. counter w/tray slide
2. cold pan
3. hot food table inserts
4. protector shelf
5. display stand

6. carving section
7. infra-red heat lamp
8. sandwich unit
9. toaster
10. ice dispenser
11. iced tea dispenser
12. drink dispenser
13. milk dispenser
14. coffee urn
15. cream dispenser
16. hot chocolate dispenser
17. glass dispenser
18. cup and saucer dispenser
20. grill stand
21. griddle
22. pass-thru refrigerator
23. pass-thru warmer
24. ice maker and bin
25. hand sink
27. work table
28. mobile table
29. cook's table w/sink and shelf
30. steamer-kettle unit
31. fryer
32. range
33. oven
34. exhaust hood
35. mixer



36. chef's table w/sink
37. pot rack
38. table w/overshelf
39. reach-in refrigerator
40. preparation table w/sink, ice pan and shelf
41. mobile slicer stand
42. slicer
43. pan rack
45. pot washing sink
46. stationary shelving
47. mobile shelving
48. walk-in cooler-freezer
49. refrigerator shelving
51. waitress station w/sink
52. coffee maker
53. roll warmer
54. wall-mounted overshelf
55. refrigerator
56. waitress stand/w storage
58. soiled dish conveyer
59. soiled dish table
60. waste disposer
61. dishwasher
64. clean dish table
65. hot water booster
67. tray dispenser
68. coffee urn
69. table w/sink
70. future vending machines
71. mobile cart
72. radar range
73. waste dispenser
74. broiler
75. food cutter
76. mixer
78. undercounter sink
79. mobile cashier's stand
80. cashier's stand
81. hot food unit
82. ice cream

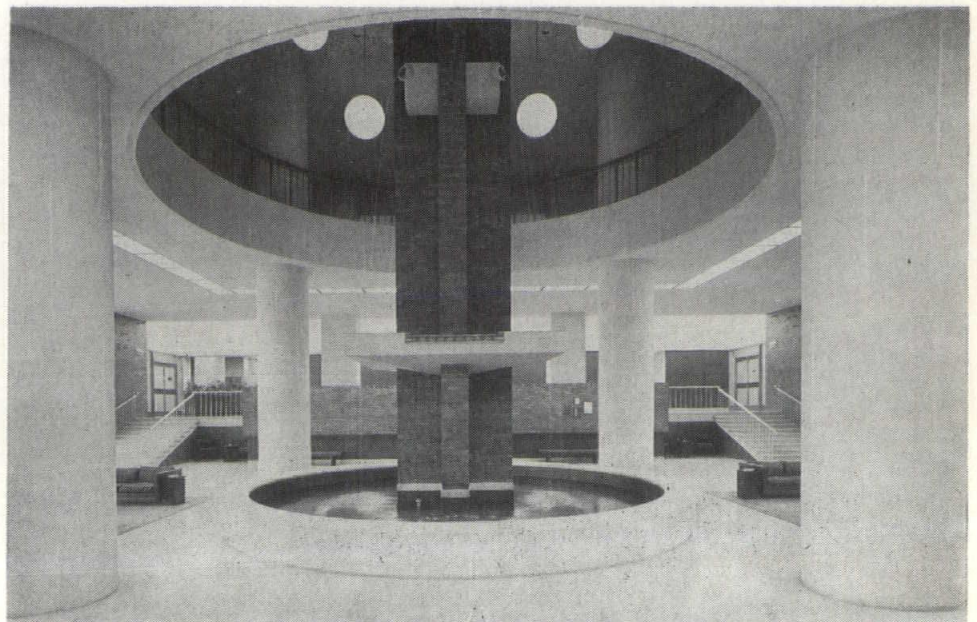
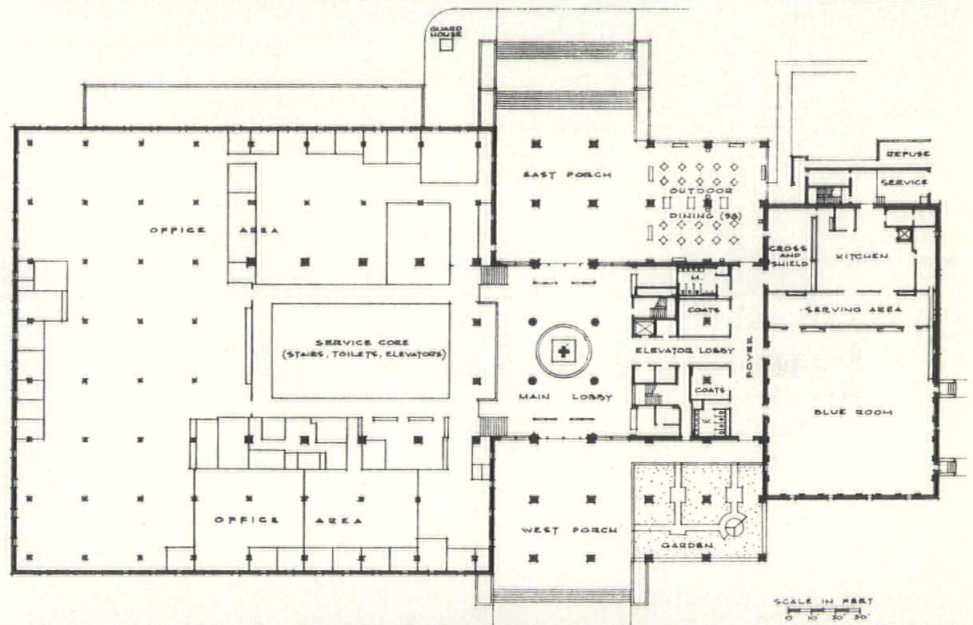
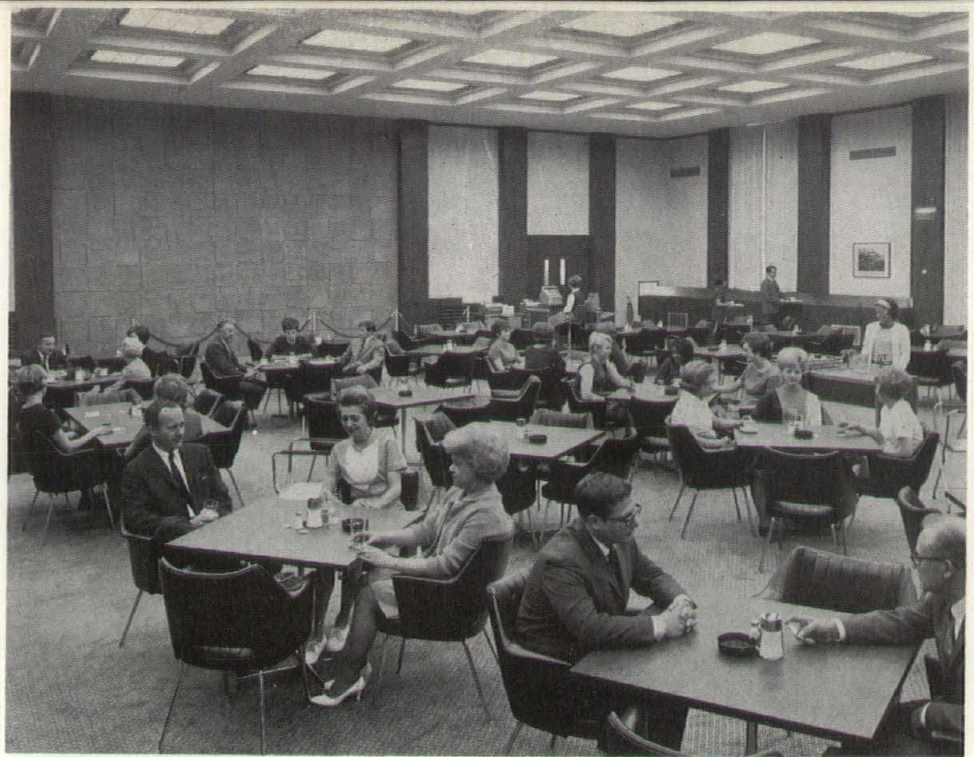


Top photo—A portion of the Blue Room dining facility. Center—First floor plan. Bottom—Main Lobby.

### Subcontractors and Suppliers

From Richmond were Doyle & Russell, Inc., general contractor & carpentry; P. E. Eubank & Co., excavating; Luck Corporation, grading & site work; Capital Concrete Corp., concrete; Bristol Steel & Iron Works, Inc., metal roof deck; The Ceco Corporation, slab forms; N. W. Martin & Bros., Inc., roofing & sheet metal; Empire Granite Corp., erection granite & Mo-Sai; Economy Cast Stone Co., cast stone & Mo-Sai; The Staley Co., Inc. (representative for United Stainless Window Corp.), stainless steel windows; Sash, Door & Glass Corp., erection of stainless steel storefront, glazing & toilet partitions; Lane Bros., Inc., painting & vinyl wall covering; J. S. Archer Co., Inc., overhead doors; O'Ferrall, Inc., fireproofing (Cafco); Roanoke Engineering Sales Co., Inc., folding partitions, aluminum & S. S. railings & hollow metal doors and frames; W. Morton Northen & Co., Inc., acoustical ceilings & resilient tile; E. M. Stowe, Inc., plaster & lath; Martin Tile & Marble Co., Inc., terrazzo, tile & marble; Acme Equipment Co., Inc., kitchen equipment; The Howard P. Foley Co., electrical work; William H. White, Jr., Inc., plumbing fixtures, plumbing, air conditioning, heating & ventilating; Otis Elevator Co., elevator; Pleasants Hardware, hardware.

McKinney Drilling Co., Alexandria, caissons; F. Graham Williams Co., Inc., Atlanta, Ga. (Structural Stoneware, Inc., Minerva, Ohio), brick; John B. Kelly, Inc., Philadelphia, Pa., masonry; Montague-Betts Co., Inc., Lynchburg, reinforcing steel; Va. Metal Products, Inc., Orange, metal office partitions; Campostella Buildings & Supply Corp., Norfolk, millwork & wood floors.







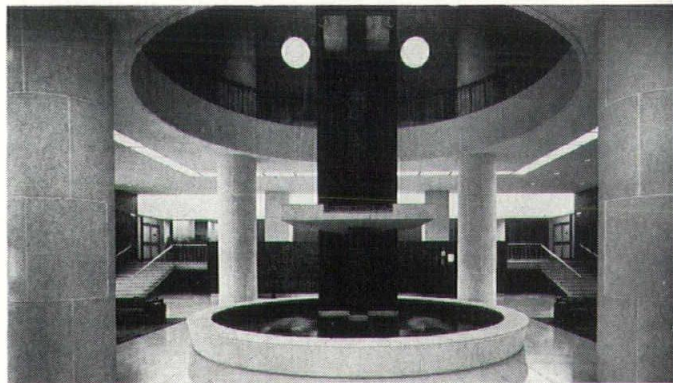
**Architect:** Ballou & Justice, Richmond; **Engineer:** Torrence, Dreelin, Farthing & Buford, Consulting Engineers, Richmond;  
**General Contractor:** Doyle & Russell, Inc., A Division of Litton Industries, Richmond

## Blue Cross/Blue Shield ... Covered by ECS

Virginia architects, engineers and contractors built a "dream house" for Virginia's hospital and medical expense "Dream Protectors" . . . and used Virginia-produced materials from Economy Cast Stone.

Sparkling white exposed quartz aggregates in pre-cast Mo-Sai units cover much of the exterior in the new Blue Cross/Blue Shield headquarters. Its main lobby displays the adaptability of Mo-Sai in columns and the enduring beauty of honed Modur in its floor.

Many other Virginia buildings draw continuing benefits from Mo-Sai and Modur . . . from the highly polished granite aggregates of Granux, and from the economical versatility of Cast Stone in decorative shapes and designs. Since 1924, Economy Cast Stone has been pleased to lend its thoroughly-qualified technical staff and modern materials in assisting architects and builders to attain their objectives.



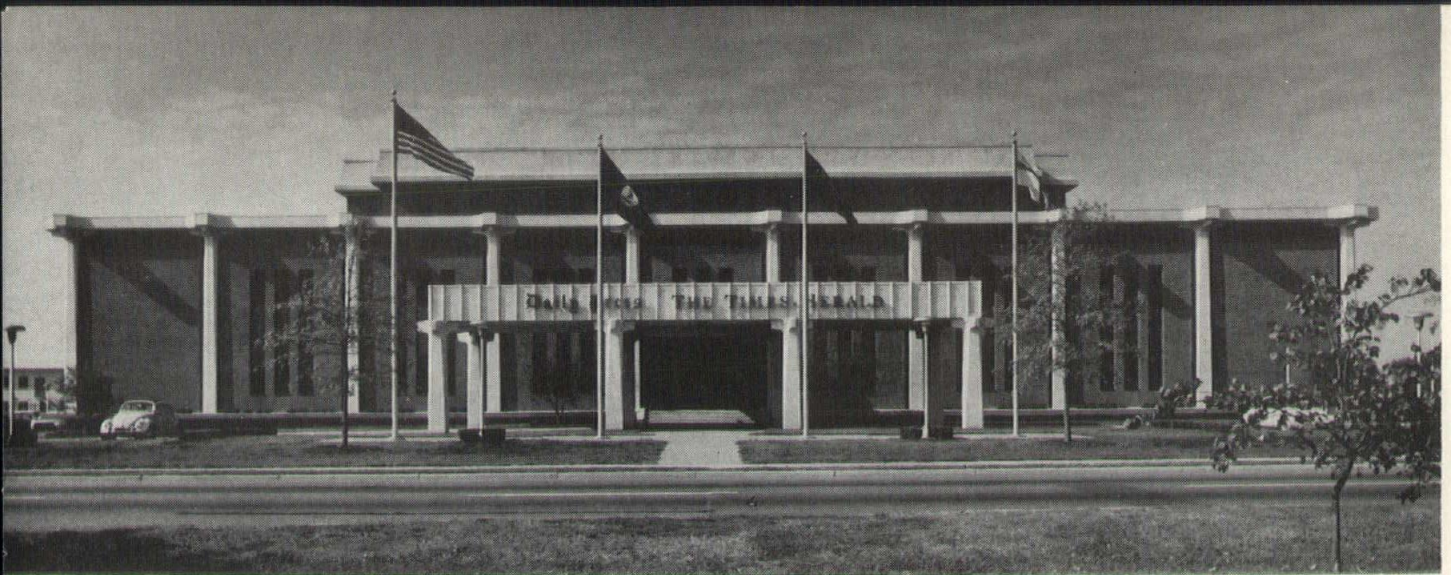
White columns of Mo-Sai and flooring of extremely hard siliceous rock aggregates in honed Modur bring versatile ECS products to complete main lobby design.



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100 East Franklin Street, P. O. Box 3-P, Richmond, Virginia 23207





(Taylor Lewis-Dockside Studio)

## NEWPORT NEWS - DAILY PRESS-TIMES HERALD

FORREST COILE & ASSOCIATES—Architects • UHL, HALL & RICH—Associated Architects  
A. E. TYLER—Interior Designer • W. M. JORDAN CO., INC.—General Contractor

AS ONE of the corporate first families of Virginia's lower peninsula the client insisted that their architectural image be one which would be monumental and in keeping with the newspaper's rich traditions. Its exterior was to reflect a classic scale while simultaneously creating an envelope which would harmoniously enclose the many and varied operations which occur within this type of structure.

The engineering firm of Uhl, Hall and Rich of Boston was retained as the prime designers of the technical functions required by this rather large and complex newspaper operation while

Forrest Coile and Associates of Newport News was charged with the design of the exterior, executive offices, the penthouse and other spaces which would be viewed by the public.

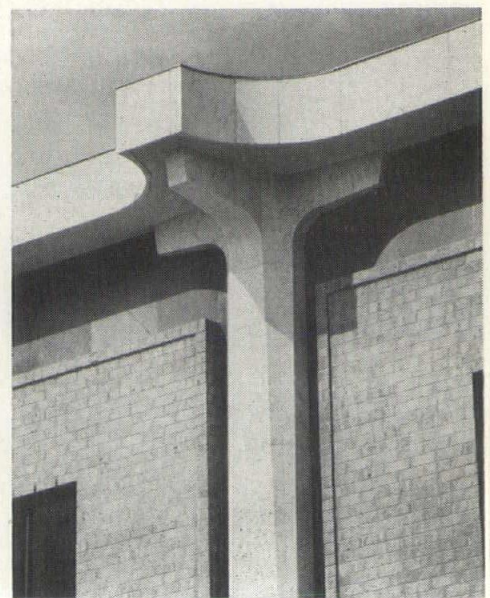
Located near the intersection of Warwick Boulevard and the approach to the James River Bridge the Daily Press-Times Herald plant is ideally situated in the geographical heart of the people it serves. The owners' confidence in the future of this one time deteriorating area and their five million dollar expenditure which exemplifies this confidence has served as a stimulating inspiration to present and po-

tential neighbors, whereby Warwick Boulevard, one of two major approaches to the downtown area, is on its way to becoming a thoroughfare enhanced with an environment which is controlled and orderly.

A classic rhythm of white Italian marble pilasters frames large panels of handmade brick which in turn have a disciplined vertical fenestration, intended to subdue the rigid staccato of the basic theme. Accents between pilaster and brick are natural cleft, black Virginia slate. Exterior metal is medium bronze anodized aluminum.

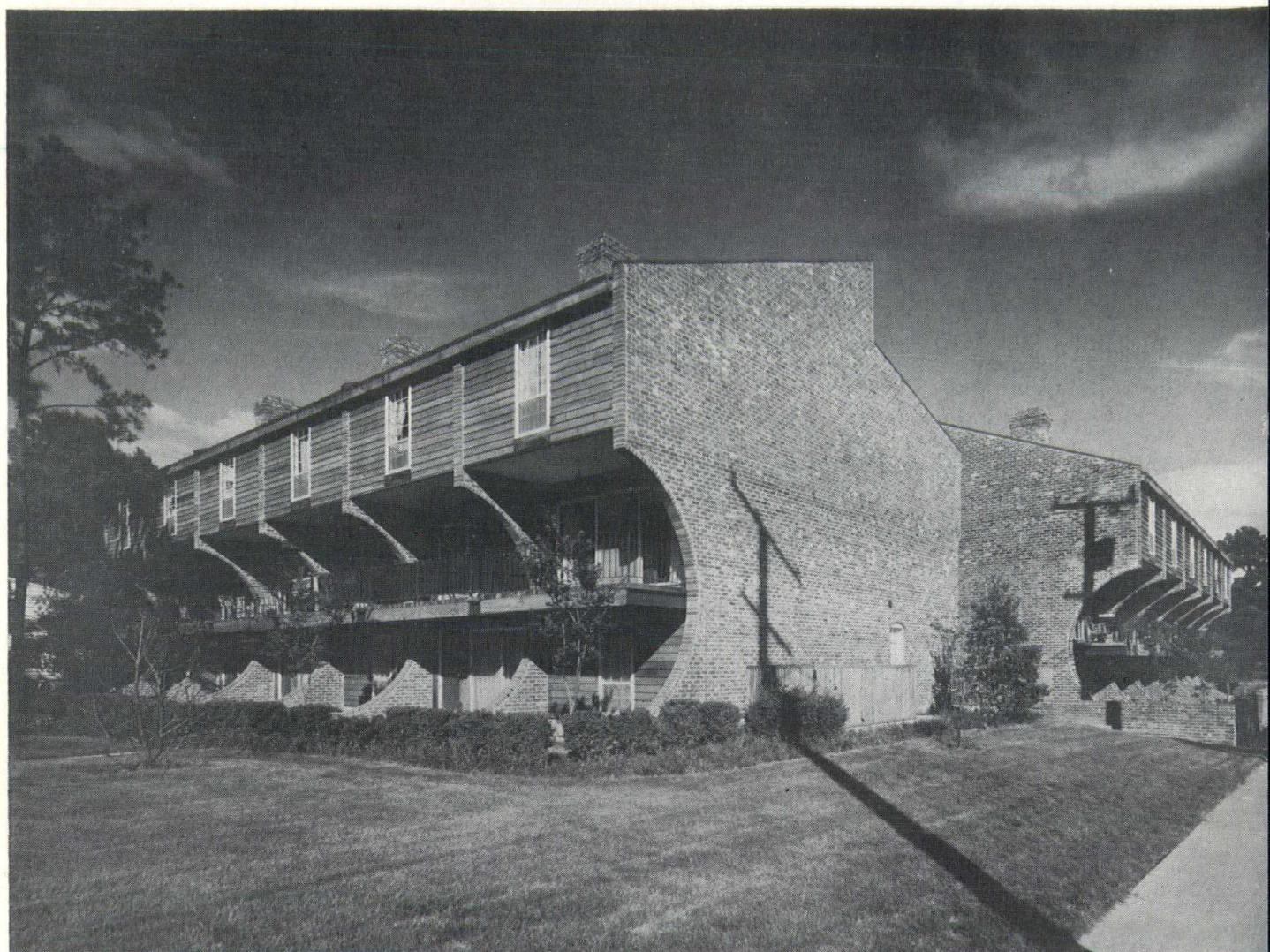
### Subcontractors and Suppliers

W. M. Jordan Co., Inc., Newport News, general contractor; E. W. Muller Contractor, Inc., Newport News, excavating; Hall-Hodges Co., Inc., Norfolk, foundations; Snow, Jr. & King, Inc., Norfolk, masonry; Montague-Betts Co., Inc., Lynchburg, steel; J. B. Eurell Co. of Va., Richmond, steel roof deck; Heath Roofing Co., Inc., Hampton, roofing; Brown & Grist, Inc., Newport News, windows & window walls; Walker & Laberge Co., Inc., Norfolk, glazing; Shaw Paint & Wall Paper Co., Inc., Hampton, painting; Pompei Tile Co., Inc., Hampton, ceramic tile & terrazzo; W. Morton Northern & Co., Inc., Richmond, resilient tile; Weaver Brothers, Inc., Newport News, millwork; The Howard P. Foley Co., Newport News, electrical work; Warwick Plumbing & Heating Corp., Newport News, plumbing fixtures & plumbing; W. W. Moore & Sons, Inc., Richmond, elevator; Door Engineering Corp., Norfolk, hardware.





# THE CHALET



## TOWN APARTMENTS FOR RICHMOND

**T**HE Chalet town apartments represent twenty-seven apartments on three-quarters of an acre that became basically rented before the first apartment was completed. There were over three hundred inquiries for the twenty-seven units.

Joseph Stettinius, president of the Virginia Landmark Corporation, had a determined belief that there had to be a market for a luxury townhouse apartment in the west end of Richmond, even though no one had been willing to try such a venture.

Stettinius commissioned H. Louis Salomonsky of the architectural firm of Armstrong and Salomonsky to execute a well mapped out plan of what would be needed to make the project successful. The first item of importance was a pleasant sculptural exterior that would be different from anything else built in the area. Next came sound-proofing, fireplaces, washing

machines, dryers, luminous kitchen closets, and cathedral ceilings—all to be secured at an extremely low cost of construction. Concrete floors and solid masonry party walls secured the sound proofing and space was found for all the other interior items including an interior balcony in the middle bedroom called the Chalet Room.

On the exterior, the curved arch gave the building a soaring Gothic grace that is softened by the old brick and rough-sawn pine siding.



ARMSTRONG & SALOMONSKY  
AIA

Architects

W. M. WALDER, JR., INC.

General Contractor

Subcontractors and Suppliers

From Richmond were W. M. Walder, Jr., Inc., general contractor, piling, foundations, & carpentry; F. G. Pruitt, Inc., grading; Richmond Ready Mix Corp., concrete; Southern Materials Co., Inc., concrete; Scruggs Masonry Corp., masonry; Shade & Wise, Inc., misc. building supplies (concrete, mortar, etc.); Express Sheet Metal Co., Inc., sheet metal work; Concrete Structures, Inc., pre-stressed concrete; N. W. Martin & Bros., Inc., roofing; Tate Lumber Co., lumber; Massey Builders Supply Corp., lumber; Allied Glass Corp., glass & glazing; William Van Setten, painting; Old Dominion Insulation Co., insulation; A. Bertozzi, Inc., plaster & sheet rock; General Tile & Marble Co., Inc., ceramic tile; Crump Floor & Tile, Inc., flooring; Cruickshanks Iron Works Co., misc. metal; Cromwell Steel, misc. metal; Bowker & Roden, Inc., misc. metal; Greendale Ornamental Iron Co., iron railing; J. L. Parker Electric Co., Inc., electrical work; Lynwood N. Agee Plumbing & Heating Co., Inc., plumbing, air conditioning, heating & ventilating; Orkin Exterminating Co., Inc., termite treatment; Pleasants Hardware, hardware; Guy Smith Hardware, Inc., hardware; P. D. Brooks Co., Inc., chemical toilet & blinker signs.

Others were Ashland Lumber Co., Inc., Ashland, lumber; Wickes Lumber Building Supply, Petersburg, plywood; The Weston Co., Fairfax, rough hardware; Fashion Floors, Ashland, cleaning & waxing floors.

Photos

by

JAMES M. McELROY





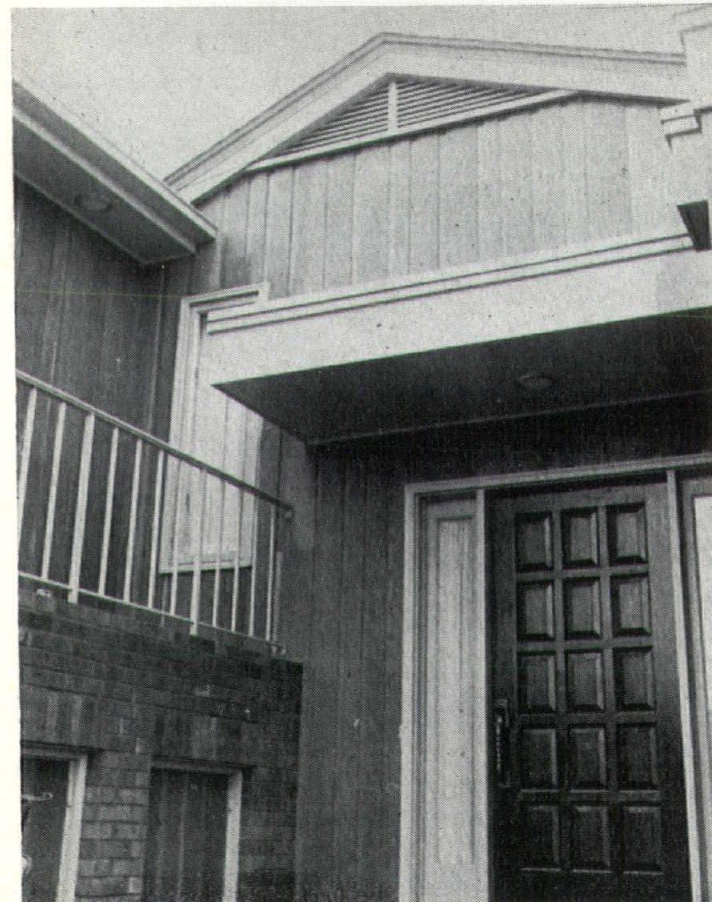
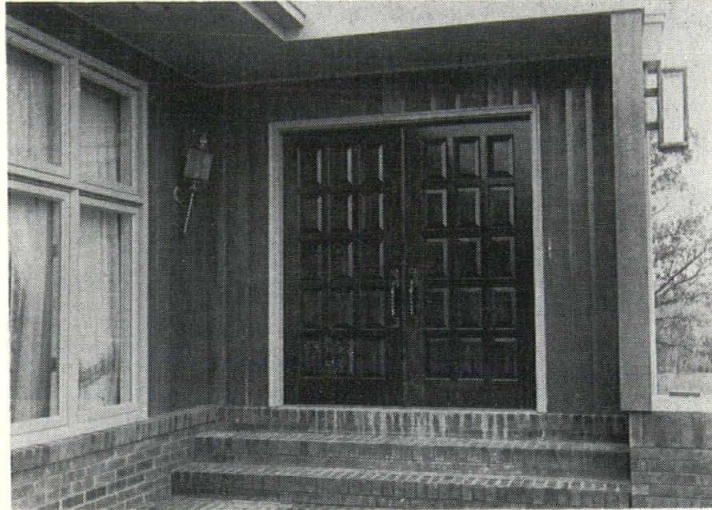


## Michael J. Pearson Residence RILEYVILLE, VA.

BAUGHAN & BAUKHAGES—Architects

JAMES H. STRICKLER  
Mechanical & Electrical Consultant

BAUGHAN CONSTRUCTION CO., INC.  
General Contractor

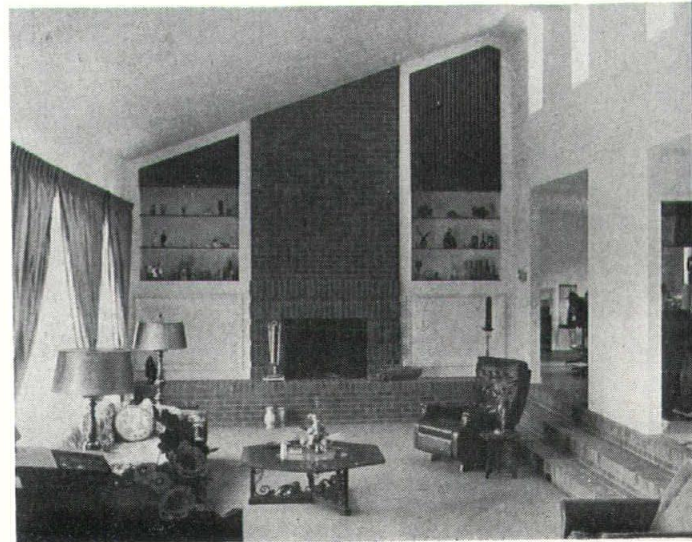


**T**HIS CONTEMPORARY residence, sitting on a hill with a 360 degree view—backed up to the Shenandoah National Park and facing the Massanutten Mountains—was completed in July 1968. The house is composed of five levels and has four brick paved terraces.

The basic premise of the design is to zone the house for living. The master bedroom, bath and terrace area are at one end. The children's wing and family recreation area are at the other end along with the owner's private study and workshop. Between these two zones are the formal living areas including a 16 foot by 30 foot livingroom, lower terrace and three brick steps, with a cathedral ceiling and 5 skylights.

The levels from lowest up are as follows: the lowest level contains a completely furnished photographic dark room and a recreation room; up one half-flight of stairs is a two car garage, laundry and pantry area; up another half-flight of stairs is the main level of the house which contains study, workshop, family room, livingroom, dining room, kitchen, master bedroom and guest bedroom. Besides the main entrance, the "family" entrance opens on this level providing quick access to the children's wing, workshop, kitchen, etc. the next level, up one-half flight, is located over the garage and contains two children's bedrooms, a playroom and bath. Off of the playroom, sliding glass doors open up to exterior stairs leading directly to the terrace at the "family" entrance. The last level is again up one-half flight of stairs and is a storage area.

Baughan Construction Co., Inc., Luray, was general contractor with subcontractors and suppliers as follows: N. V. Martin & Bros., Inc., Charlottesville, roofing; Binswanger Glass Co., Inc., Richmond, windows & hardware; Oliver & Lazzari, Inc., Charlottesville, ceramic & quarry tile; Miller Manufacturing Co., Inc., Richmond, millwork; Burner Electrical Service, Inc., Luray, electrical work; J. Rex Burner Co., Inc., Luray, plumbing, air conditioning, heating & ventilating.



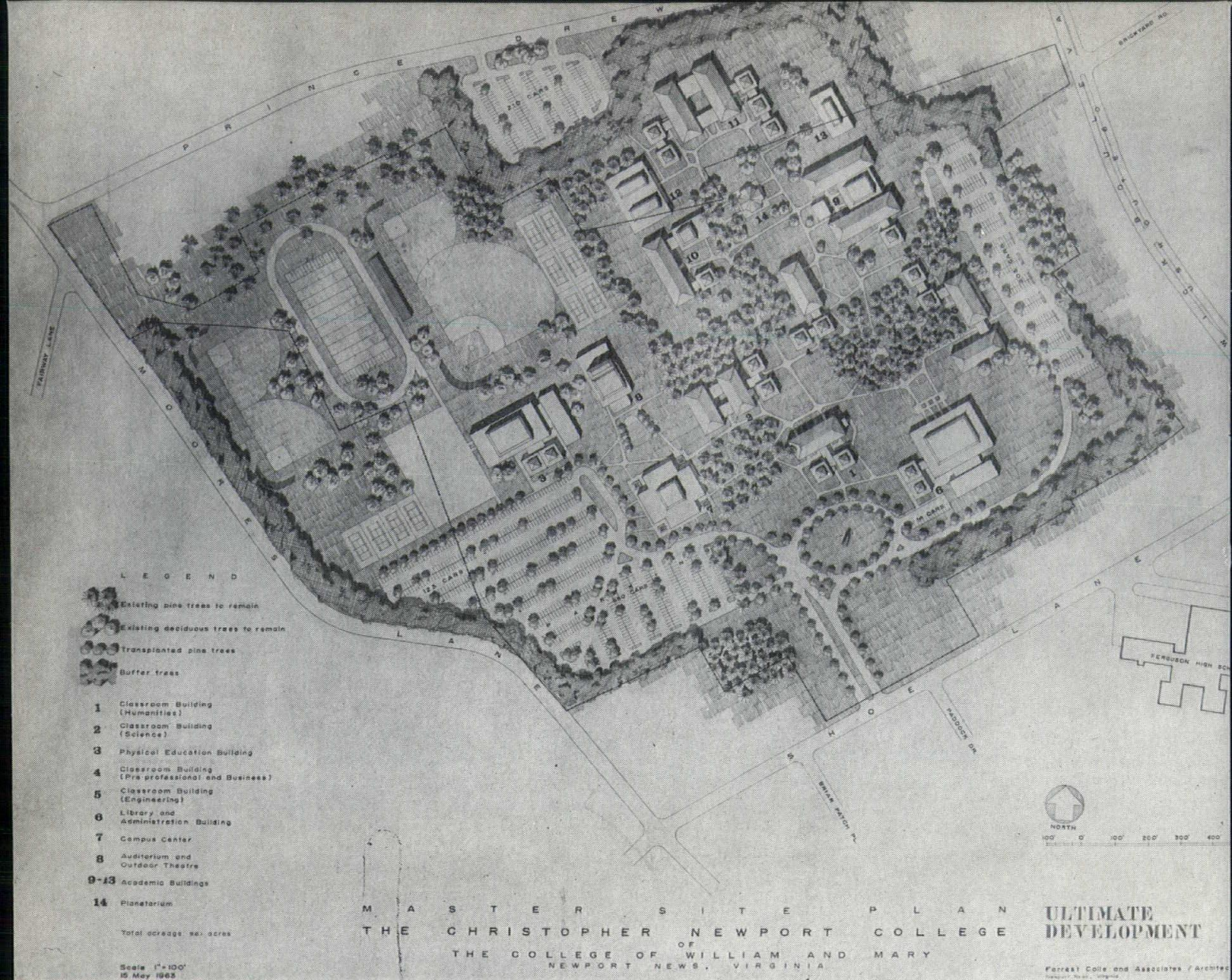


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# CHRISTOPHER NEWPORT COLLEGE

FORREST COILE & ASSOCIATES—Architects

Photos by Haycox Photographic, Inc.

**C**HRISTOPHER NEWPORT College, located on a partially wooded, 96 acre site near the center of the lower Virginia Peninsula, is a rapidly expanding institution designed to help fill the educational needs of this progressive area of the Commonwealth. The master plan under ultimate development will provide for an enrollment of nearly 10,000 non-resident students in day, evening, and summer sessions. Under sponsorship of the College of William and Mary in Williamsburg, C.N.C. now carries 4 year accreditation in several Arts and Sciences programs. Accreditation in Business Administration and Sociology is in the near future with a complete program of degree status in Mathematics, Engineering, and Physical

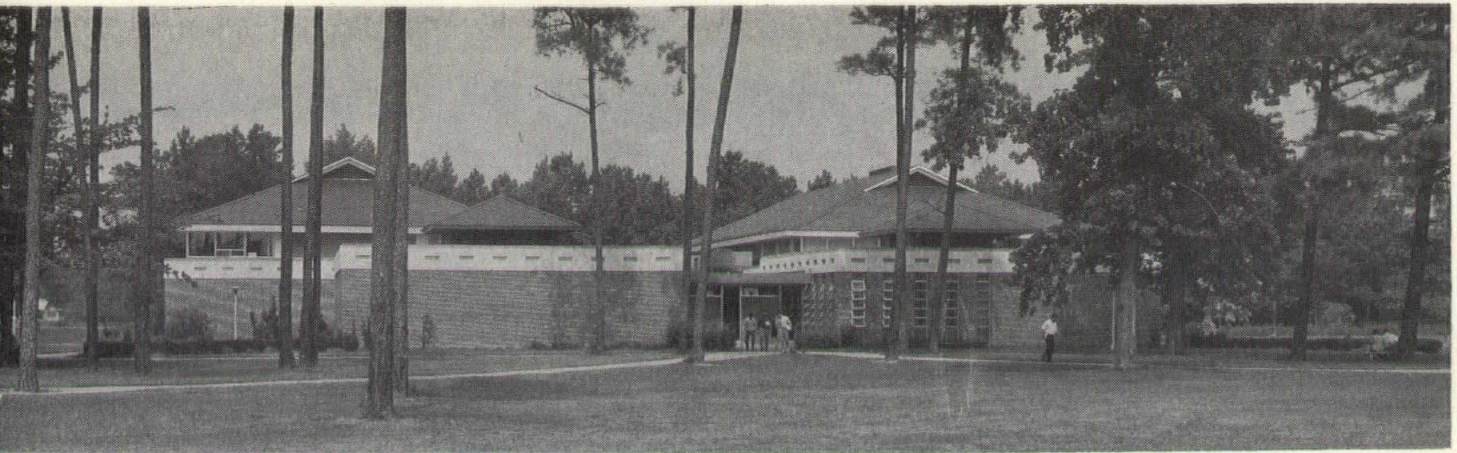
Education now under consideration. The campus now centers around two educational buildings with a Library and Administration Building, and Physical Education complex in close proximity. Presently under construction is a Pre-Professional and Business Studies Building and a Campus Center for student activities is in advanced design with probable construction beginning in early 1970.

Architecturally, all buildings have a common theme, but have been designed individually to take fullest advantage of the varied natural settings for each building on the campus. The designs are contemporary, but carry a "weathered" idea to maintain an architectural value as the campus grows through the years. Extensive use

of slate roofing, unusual glass arrangements, prison manufactured brick, limestone and stucco treatments dominate exterior design. Landscaping, walkways, and parking work together to compliment the existing natural environment.

Interior materials throughout; terrazzo, ceramic tile, resilient tile, and acoustical tile, brick, glass, and painted block are keyed for low maintenance and long wear. Colors are in keeping with an educational environment, but are bright and varied to help prevent fatigue. Educational aids are in keeping with modern teaching techniques with audio visual aids and informal group instruction areas provided throughout the academic buildings.





**R. C. M. CALVERT**  
**MATHEW J. THOMPSON, III**  
 Mechanical & Electrical  
 Consulting Engineers

**FRAIOLI-BLUM-YESSELMAN**  
 Structural Consulting Engineers

**A. E. TYLER**  
 Interior Designer

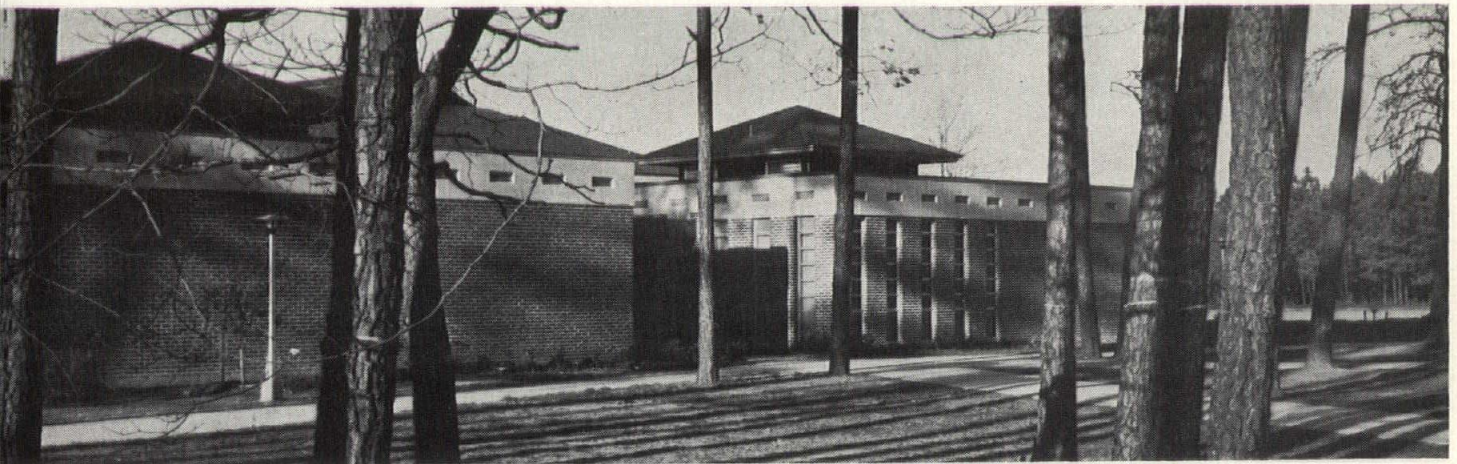
## GOSNOLD HALL

**W. M. JORDAN COMPANY, INC.**—General Contractor

**F**ORMING part of the west fringe on the academic core of the campus is the Science Building, Gosnold Hall. It is connected to Christopher

Newport Hall by an arboretum created from an existing group of loblolly pines about fifty feet high.

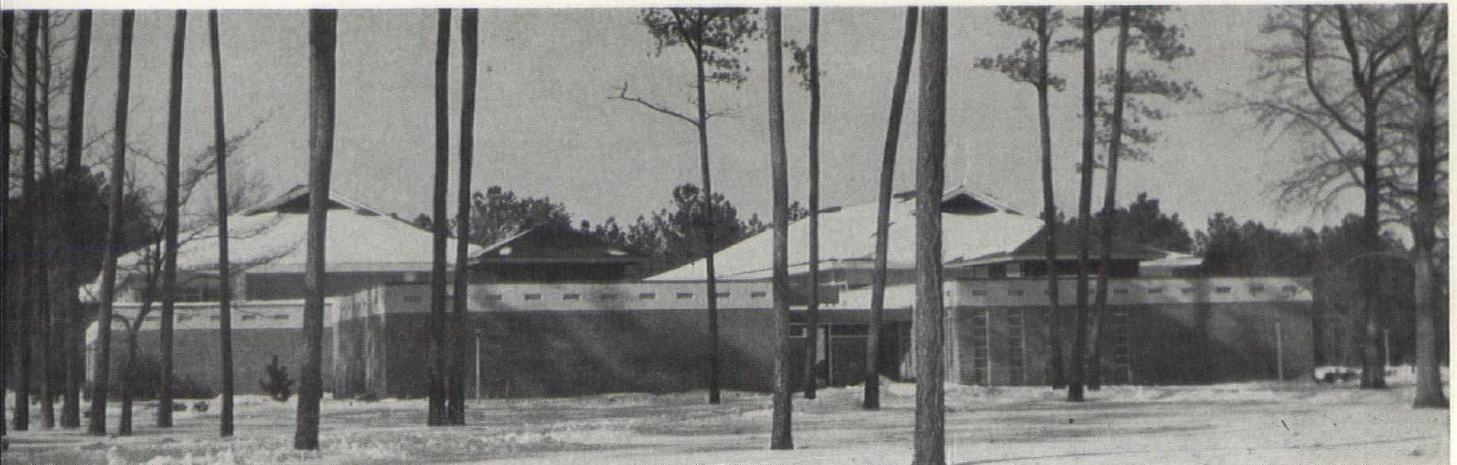
The structure is two stories of ap-



proximately 42,500 s.f. Included are large laboratories for general study and advanced research in physics, biology and chemistry. There are two 80-student lecture rooms, and a number of smaller classrooms, offices, experiment preparation rooms and related spaces.

### Subcontractors and Suppliers

W. M. Jordan Co., Inc., Newport News, general contractor; Brown & Grist, Inc., Newport News, windows & window walls; Shaw Paint & Wall Paper Co., Inc., Hampton, painting; Febre & Co. of Newport News, Inc., Newport News, plaster; Pompei Tile Co., Inc., Newport News, ceramic tile; Perry Electric Co., Inc., Newport News, electrical work; Warwick Plumbing & Heating Corp., Newport News, plumbing & heating; Tom Jones Hardware Co., Inc., Richmond, hardware.





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## CHRISTOPHER NEWPORT HALL

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A. E. TYLER  
Interior Designer

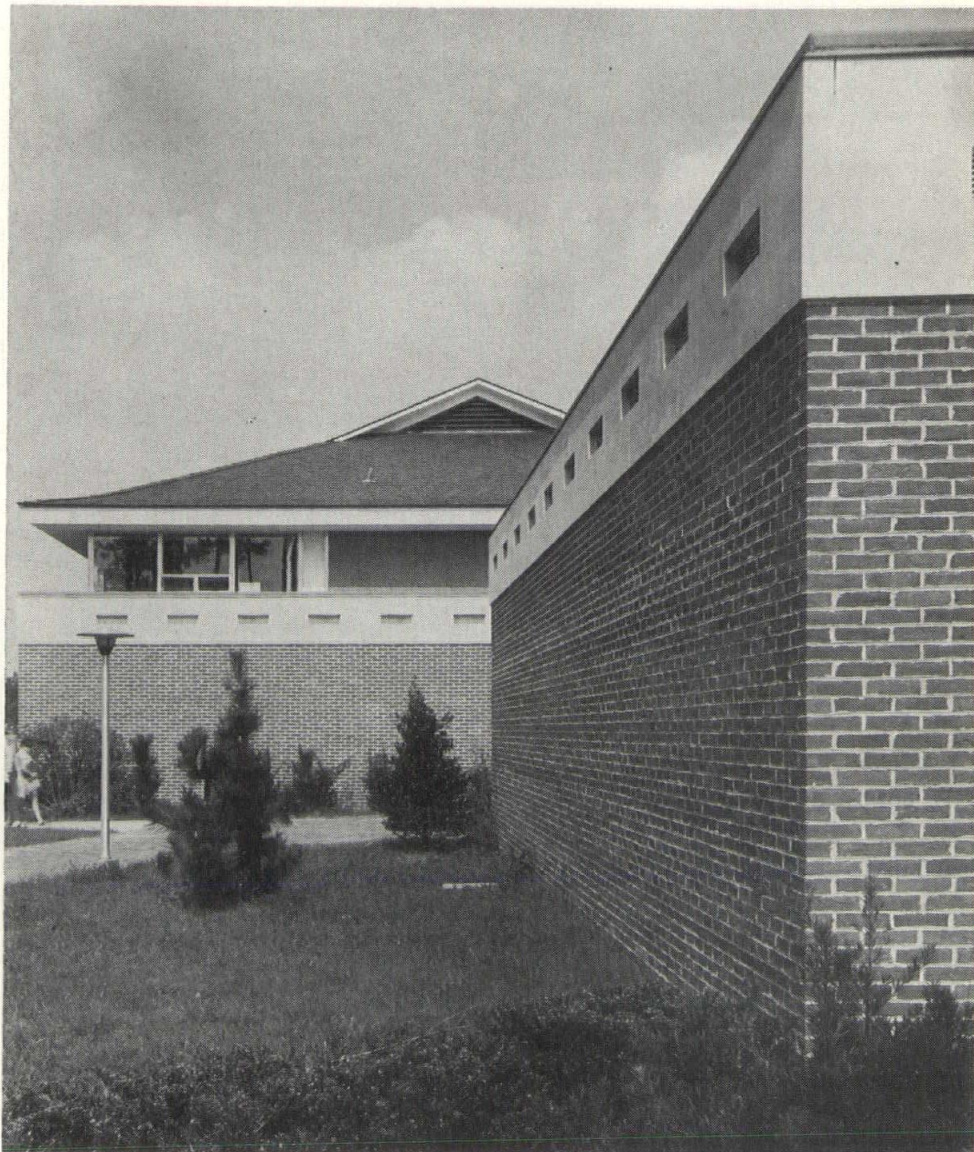
W. M. JORDAN COMPANY, INC.  
General Contractor

As the first structure on the campus, Christopher Newport Hall was designed to house both the corporate student body and its administration. Since the completion of the Captain John Smith Library and Administration Building, Christopher Newport Hall has reached its full potential in humanities studies. The building contains 15 40-student classrooms and an 80-student lecture room. There are offices and related spaces for instructors, department heads, and small study groups. An area now used as a student snack bar will become another large classroom upon completion of the campus center.

Because of the original administrative function of Christopher Newport Hall, it is located close to the main entrance to the campus. It will form the southeast corner of the academic zone upon ultimate development of the campus.

### Subcontractors and Suppliers

W. M. Jordan Co., Inc., Newport News, general contractor & excavating; Chesapeake Masonry Corp., Hampton, masonry; Standard Iron & Steel Co., Inc., Norfolk, steel & steel roof deck; J. B. Eurell Co. of Va., Richmond, roof deck; Heath Roofing Co., Inc., Hampton, roofing; Brown & Grist, Inc., Newport News, windows & window walls; Walker & LaBerge Co., Inc., Norfolk, glazing & glass; Shaw Paint & Wall Paper Co., Inc., Hampton, painting; W. Morton Northen & Co., Inc., Richmond, acoustical tile; Febre & Co. of Newport News, Inc., Newport News, plaster; Pompei Tile Co., Inc., Newport News, ceramic tile; Weaver Brothers, Inc., Newport News, millwork; Hall-Hodges Co., Inc., Norfolk, reinforcing steel & bucks; A. M. Savedge Co., Newport News, electrical work; Warwick Plumbing & Heating Corp., Newport News, plumbing & heating; Tom Jones Hardware Co., Inc., Richmond, hardware.





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**A. E. TYLER**  
Interior Designer

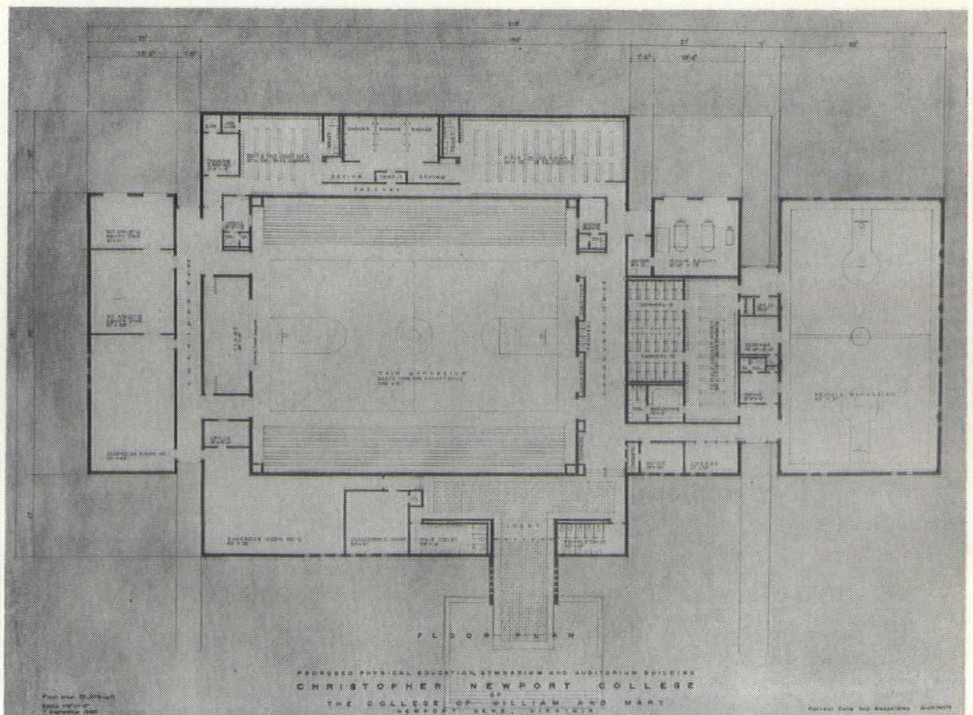
**W. M. JORDAN COMPANY, INC.**  
General Contractor

## RATCLIFFE GYMNASIUM

THE focal point of the physical education zone on the campus at Christopher Newport is Ratcliffe Gymnasium. The P.E. zone occupies a good portion of the 96 acre site and includes areas for field athletics and tennis and volleyball courts. The gymnasium links this zone with the academic zone and acts as a buffer between the two.

The physical education program for the college is based on required courses for students and intramural activities for both men and women. The gym was designed to serve as the nucleus of these programs, and at the same time lend itself to evening community functions, dramatic and social activities for the school, and provide locker and shower facilities for the athletic field.

The structure centers around a large main gymnasium seating about 1,000. Included is a small stage to facilitate other activities of the college such as drama presentations or graduation ceremonies. Adjacent to the main gym are locker rooms, male and female, with direct access for both indoor and outdoor athletics. A smaller auxiliary gym, two exercise rooms, classroom, ample storage rooms, and public toilets and lounge complete the plan.



**Subcontractors and Suppliers**  
W. M. Jordan Co., Inc., Newport News, general contractor; Lowe & Assoc., Newport News, excavating; R. R. Hedrick & Co., Inc., Newport News, foundations, concrete & masonry; Barnum-Bruns Iron Works, Inc., Norfolk, steel; Hall-Hodges Co., Inc., Norfolk, steel roof deck; American Sheet Metal Corp., Norfolk, roofing; J. A. Deatherage Stone Co., Inc., Greensboro, N. C., stone work; Brown & Grist, Inc., Newport News, windows; Walker & Laberge Co., Inc., Norfolk, glazing; Shaw Paint & Wall Paper Co., Inc., Hampton, painting; Febre & Co. of Newport News, Inc., Newport News, plaster; Pompei Tile Co., Inc., Hampton, ceramic tile, resilient tile & terrazzo; R. L. Dresser Inc., Raleigh, N. C., wood flooring; Burton Lumber Corp., Chesapeake, millwork; Perry Electric Co., Inc., Newport News, electrical work; Warwick Plumbing & Heating Corp., Newport News, plumbing fixtures, plumbing, air conditioning, heating & ventilating; Tom Jones Hardware Co., Inc., Richmond, hardware; Republic Steel Corp., Norfolk, steel joist; Interior Steel Equipment Co., Richmond, lockers & benches.



**MATHEW J. THOMPSON, III**  
Mechanical & Electrical  
Consulting Engineer

**FRAIOLI-BLUM-YESSELMAN**  
Structural Consulting Engineer

**W. M. JORDAN COMPANY, INC.**  
General Contractor

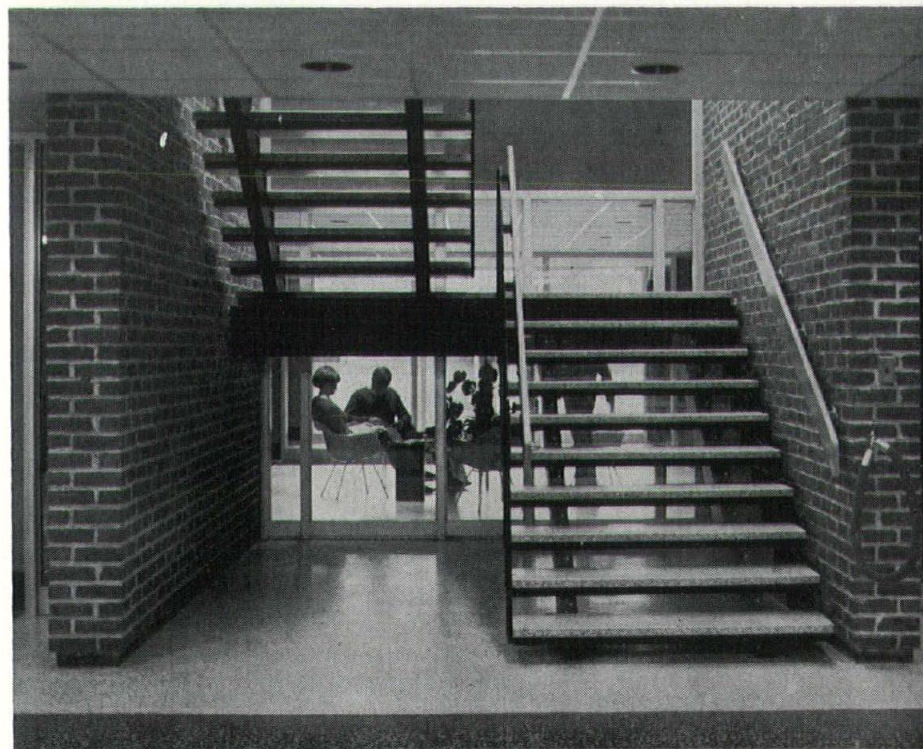
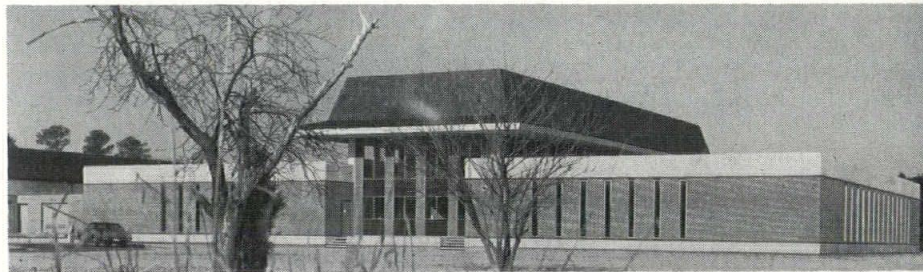
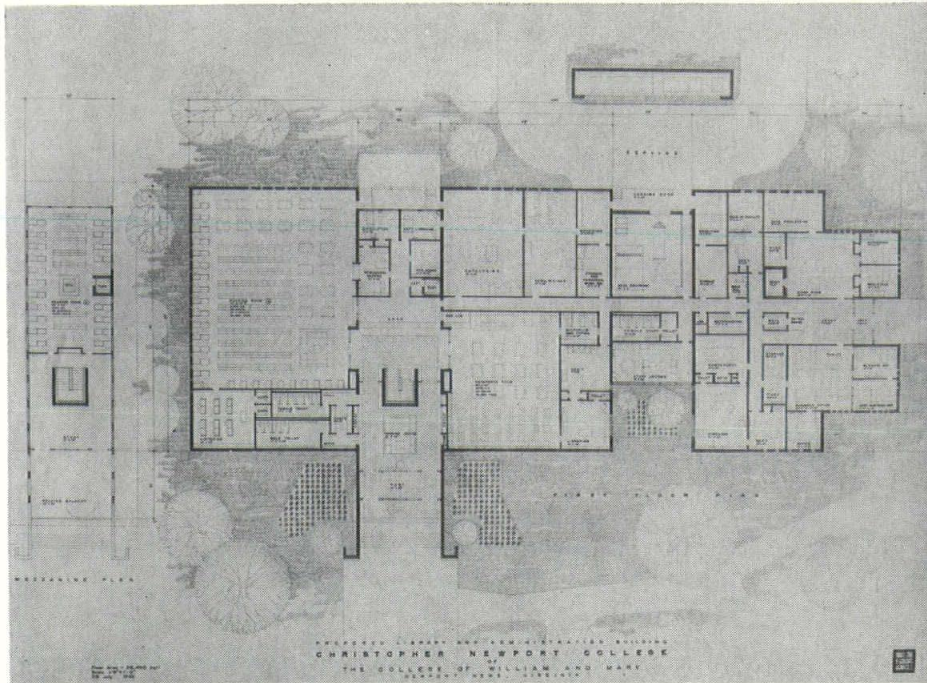
**S**ERVING two separate but equally important functions of the campus, Capt. John Smith Library is the latest completed project at Christopher Newport. Integrated in a 36,000 s.f. complex are library and administration facilities that provide adequately for the present student body, and room for expansion to fill the needs of projected enrollment through 1980.

Located close to the main entrance of the college, and forming the southern fringe of the educational core of the campus, the building layout segregates library and administration areas placing each in proximity to its zone of use. The administration section, closest to the main entrance, provides offices for the Registrar, the Director of Admissions, Dean of Faculty, and Director of the College. Also included are spaces for business administration, data processing, records, switchboard, and mail. The library, closest to the campus core, contains reading rooms for 300 students, book stacks for 50,000 volumes and a separate reference room. Included are listening room, areas for maintenance and processing of books and public and staff lounges. A mechanical room for heating and air conditioning also contains all telephone switch gear for the campus. A 3800 s.f. second floor over the main library area completes the complex.

**Subcontractors and Suppliers**

W. M. Jordan Co., Inc., Newport News, general contractor; Lowe & As-oc., Inc., Newport News, excavating; R. R. Hedrick & Co., Inc., Newport News, foundations, concrete & masonry; Barnum-Bruns Iron Works, Inc., Norfolk, steel; American Sheet Metal Corp., Norfolk, roofing; Walker & Laberge Co., Inc., Norfolk, glazing; W. Morton Northen & Co., Inc., Richmond, acoustical; Febre & Co. of Newport News, Inc., Newport News, plaster; Pompei Tile Co., Inc., Newport News, ceramic tile, resilient tile & terrazzo; El'iot & Co., Inc., Norfolk, millwork; A. M. Savedge Co., Newport News, electrical work; Warwick Air Conditioning, Inc., Hampton, plumbing fixtures, plumbing, air conditioning, heating & ventilating; W. W. Moore & Sons, Inc., Richmond, conveying elevator; Tom Jones Hardware Co., Inc., Richmond, hardware.

**CAPT. JOHN SMITH  
LIBRARY—ADMINISTRATION BUILDING**





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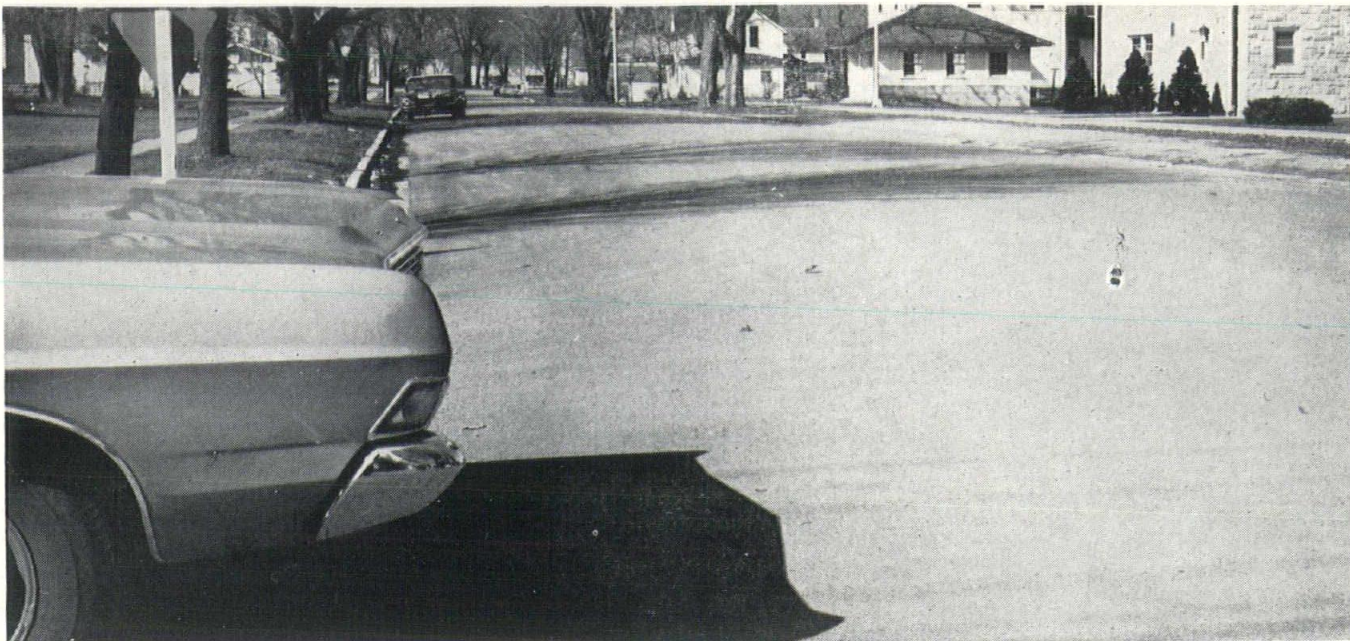
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## Laurens, Iowa, paves 88% of its streets with economical Full-Depth Deep-Strength Asphalt Pavement. (A planned stage construction program)

How do you pave almost every street in town on a limited budget? Laurens (population 1800) did it with Full-Depth<sup>®</sup> (TA) Deep-Strength<sup>®</sup> Asphalt pavement. Out of 9 miles of paved streets, 6½ miles were paved in 1968 (1½ miles had been built earlier) ... all with Full-Depth Asphalt pavement placed directly on the subgrade.

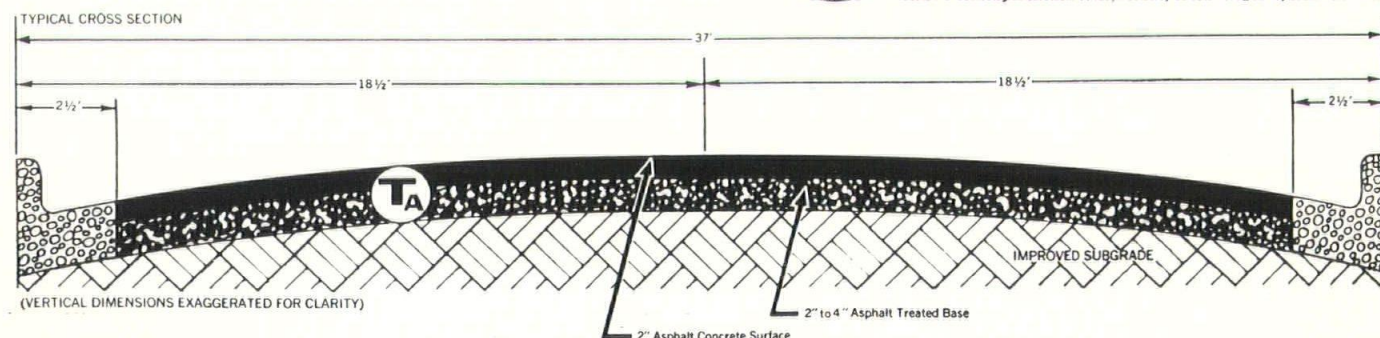
Not only do Laurens taxpayers benefit from the low initial cost and long-term maintenance savings provided by Full-Depth Asphalt pavement, they enjoy safer, smoother, quieter driving as well. Laurens town officials also took advantage of Asphalt pavement's exclusive feature of stage construction. Asphalt pavement sufficient for current traffic has been completed; additional pavement thickness will be added when future demands dictate. On residential streets the Full-Depth Asphalt pavement is 4"–2" base and 2" surface. For light commercial streets 6" pavements were constructed—4" base and 2" surface.

The completed pavement is attractive, tough and durable ... and capable of withstanding the severe weather extremes of Iowa (–32°F to 110°F). Moreover, de-icing salts used in winter will not harm the Asphalt pavement.

**TYPE** ... Full-Depth Asphalt-paved residential and light commercial streets. 6.477 miles (1968), 1.629 miles (prior to 1968).

**TERRAIN** ... Flat.

**CLIMATE** ... Severe. Typical temperature extremes, –32°F to 110°F. Rain, 33"/year. Snow, 30"/year.



**PRESENT TRAFFIC** ... Residential streets, 100 VPD max. Commercial, 400 VPD max.

**ROADWAY** ... **Subgrade**: silty clay (CBR from 2 to 3) with varying mixtures of gravel, crushed rock, and old, pulverized sealcoats. **Base**: 2" or 4" of ¾" gravel (87%) and ⅜" crushed limestone (13%) treated with 85-100 penetration asphalt (4.25%). **Surface**: 2" of asphalt concrete (Iowa Highway specification Type B Base made with 85-100 penetration asphalt (6.1%) using ¾" gravel (80%) and ⅜" crushed limestone (20%).

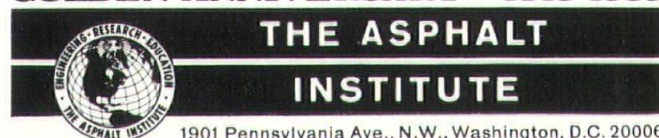
**DRAINAGE** ... Surface run-off via curb and gutters.

**COMPACTION** ... **Subgrade**: To 95% of standard Proctor with sheepfoot, pneumatic-tired and steel-wheel rollers. **Base**: To 98% of lab density with pneumatic and steel rollers. **Surface**: Same as base.

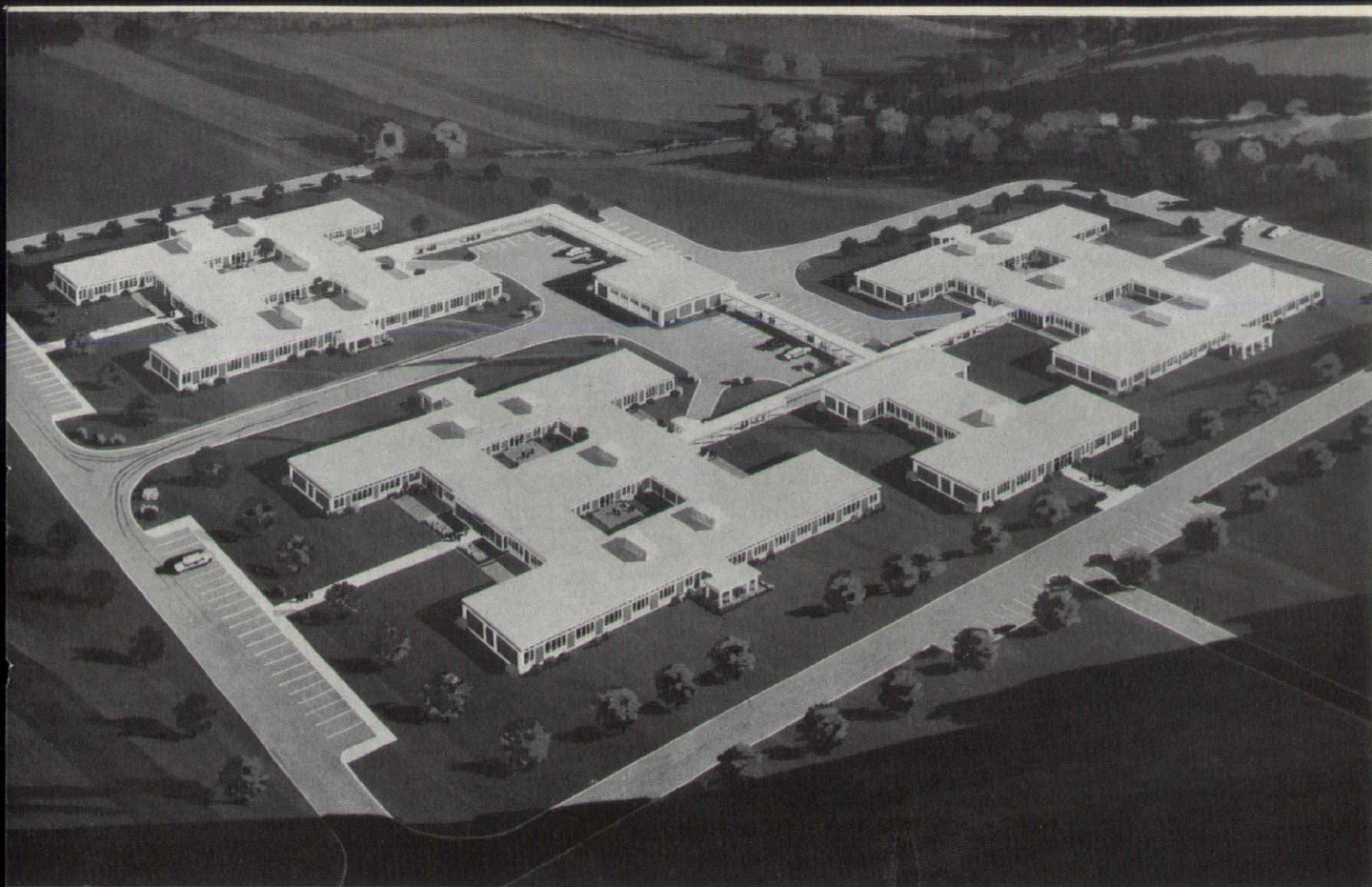
**CONTRACTOR** ... E. C. Henningsen Company, Inc. of Atlantic, Iowa.

For more information on this and other projects ... and on all the advantages of Full-Depth Asphalt pavement, please contact your local Asphalt Institute District Engineer. Or write direct.

**GOLDEN ANNIVERSARY • 1919-1969**







(Photographic Services, Inc.)

## GERIATRIC COMPLEX - EASTERN STATE HOSPITAL WILLIAMSBURG

**BEN JOHNS, JR., AIA**  
Architect & Interior Designer

**FRAIOLI-BLUM-YESSELMAN**  
Structural Engineers

**WAGNER AND JONES**  
Mechanical & Electrical Engineers

**SILAS S. KEA AND SONS**  
General Contractors

THE GERIATRIC COMPLEX at Eastern State Hospital was designed to accommodate approximately six-hundred geriatric patients who are either bedridden or who are physically and/or mentally incapable of walking short distances except with assistance. The complex consists of three ward buildings, an infirmary building, and a kitchen building.

Previously the patients were housed in buildings which were not designed to handle this type of patient with the result that service and care was far more difficult and uneconomical than in the new buildings designed for their care. Also by constructing geriatric units for these feeble patients, bed space previously occupied by this type of patient is now utilized by ambulatory patients.

The complex is composed of one-story fireproof buildings closely related to each other so that personnel may quickly move from one unit to either of the other two as their duties may require. All of the buildings are connected by covered walkways and are designed with a minimum of obstructions to provide ease of movement for wheelchair patients.

The air conditioned, odor controlled buildings are designed with 50-bed nursing units each of which is supervised by one nurses' station. The wards are designed with wainscot high partitions separating bed alcove areas. Nurses' stations provide work counter-space and storage for medicine and narcotics. Between each two nurses' stations are a combination dayroom,

occupational therapy room, and library as well as a serving pantry, central toilet and bath areas, and examination and treatment rooms.

A main kitchen building contains facilities for preparation of the food which is sent to the various adjacent buildings on food-carts and, once there, kept warm until served.

Interior color schemes were designed with the use of vivid color combinations to provide mental, as well as physical, stimulation. More muted tones are prevalent in public and supervisory areas.

The three ward buildings and kitchen building are in use at the present time and the infirmary building is scheduled to be completed in the spring of 1970.

### Subcontractors and Suppliers

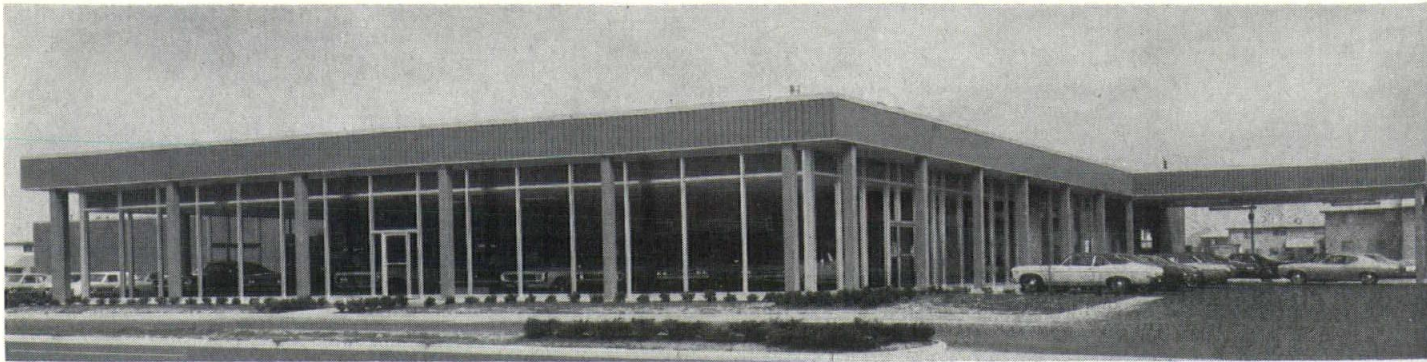
Silas S. Kea & Sons, Ivor, general contractor; M. D. Knox, Emporia, masonry; Concrete Structures, Inc., Richmond, pre-stressed concrete & roof deck; N. W. Martin & Brothers, Inc., Richmond, roofing; Binswanger Glass Co., Inc., Richmond, glass, glazing & aluminum work; Campostella Builders & Supply Corp., Norfolk, carpentry & millwork; Shaw Paint & Wall Paper Co., Inc., Newport News, painting & plastic wall finish; W. Morton Northen & Co., Inc., Richmond, acoustical & resilient tile; Pompei Tile Co., Inc., Newport News, ceramic tile; The Staley Co., Inc., Richmond, metal doors & frames, detention screens; Welton Co., Richmond, handrails; R. L. Thompson, Smithfield, electrical work; R. Hugh Haynes Co., Inc., Williamsburg, plumbing, air conditioning, heating & ventilating; Tom Jones Hardware Co., Inc., Richmond, hardware; Ajax Co., Inc., Norfolk, marble; St. Charles Manufacturing Co., St. Charles, Illinois, hospital casework.



# HECHLER CHEVROLET-RICHMOND

CARLTON, TAYLOR & CLARK—Architects

WM. T. ST. CLAIR—Structural Engineer • BRANDT & MORSE—Mechanical & Electrical Engineers



**H**ECHLER Motor Company, long established in the Highland Springs business community, met the needs of its greatly expanded business growth with the construction of a complete new sales and service facility located on Nine Mile Road just across from the recently opened Eastgate Mall and accessible from a major highway (Interstate 64) via Laburnum Avenue. Along with the new structure, a change in name to Hechler Chevrolet, Inc., covered the broadened scope of its operations.

The new showroom and sales area is set off with its exposed tubular steel framing system supporting a shading overhang permitting the displayed vehicles to be easily visible from any approach. Lighting, both exterior and interior, was designed to highlight this display and to eliminate glare on the enclosing glass walls. Featured in the show room are the completely paneled walls of the closing offices, a decorative lounge facility complete with an operating spray fountain with colored lighting effects which at night attract the attention of the passing motorist, and, a red and black tweed mixture carpet which underlies the new slogan, "Come where you receive the red carpet treatment."

The administrative offices, located immediately behind the showroom and sales area, are designed to provide maximum flexibility in operation with all personnel having easy access to any supporting operation of the facility. Sufficient space has been provided for additional growth which current sales indicate to be a continuing process.

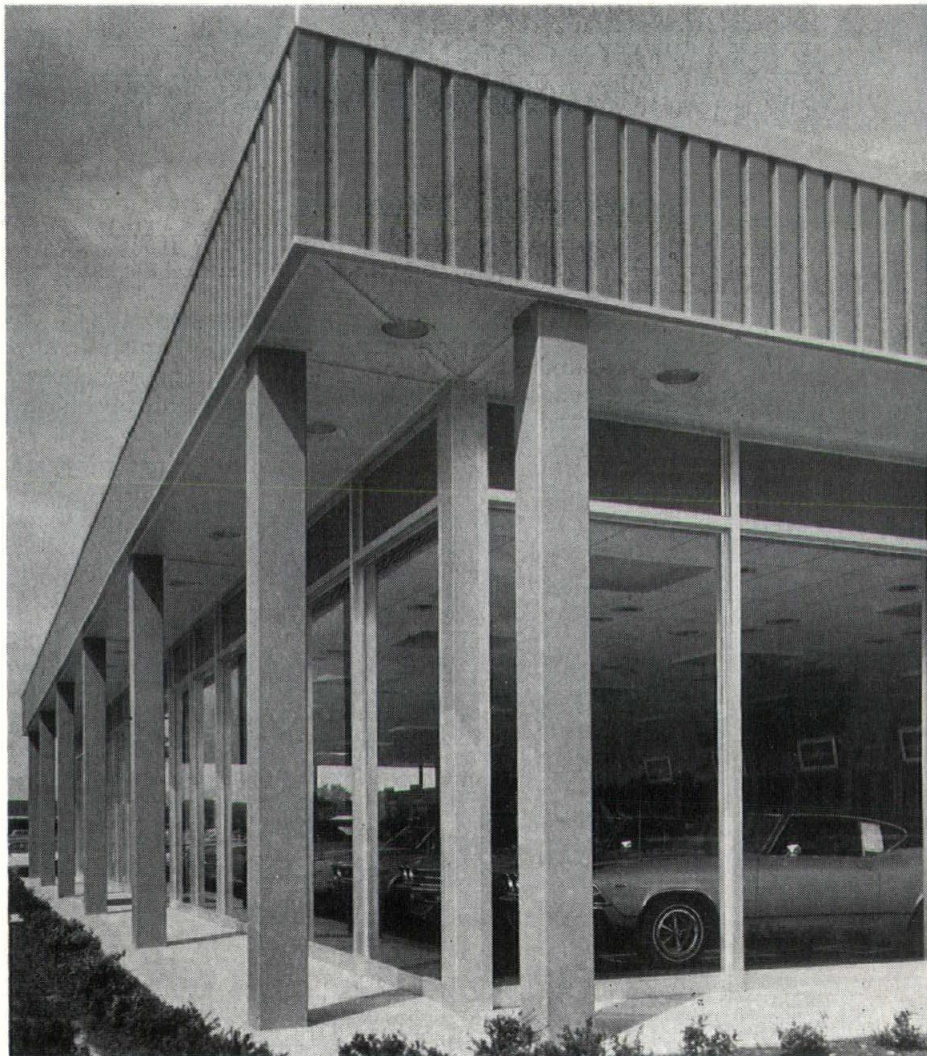
The central HVAC system provides completely controlled conditioned air to the sales and administrative sections from its concealed location over the storage-vault area in the general

office. A separately controlled section maintains the comfort of the agency's customers in the service lounge area just to the rear of the sales area.

A major feature of the service area is the complete accessibility of the parts department to both the in-house service shop and retail customers. This department has been designed as a distributing facility for the area with

access for both delivery and sales arranged to eliminate conflict at any time and still remain under complete control of the department manager at all times.

The service building, designed to accommodate 32 automobiles and trucks, has easy through passage and sufficient aisle space to permit easy access to each stall. Each truck facility





is accessible directly from the exterior through its own overhead door. Excepting only body work, a separate shop facility, any service requirement can be met using the most modern equipment available. Overhead fluorescent lighting, designed to provide illumination at the proper location for each service area, is supplemented by large windows along the rear wall. Access door openings are blanketed with a curtain of conditioned air from overhead blower units with auxiliary units automatically cutting in when the doors are opened. Stall spaces are comfortably heated using infra-red radiant heat units located for maximum radiation to each work area. Removal of contaminated air and fresh air intake is accomplished through operation of a series of low velocity power roof ventilators and the access door heating units working in tandem. A large entrance canopy protects the service customer permitting protected access to the service lounge under any weather conditions. Complete wash and locker room facilities have been provided for the service department employees.

The overall site, approximately four and one-half acres, has been completely paved providing access from Nine Mile Road, Laburnum Avenue and Kenway Street as well as display space for both new and used cars. Outdoor sales areas have been tastefully lighted using tapered steel poles mounting both general and controlled beam fixtures. A complete intercommunicating system covers both service and sales areas with exterior call units mounted on light poles.

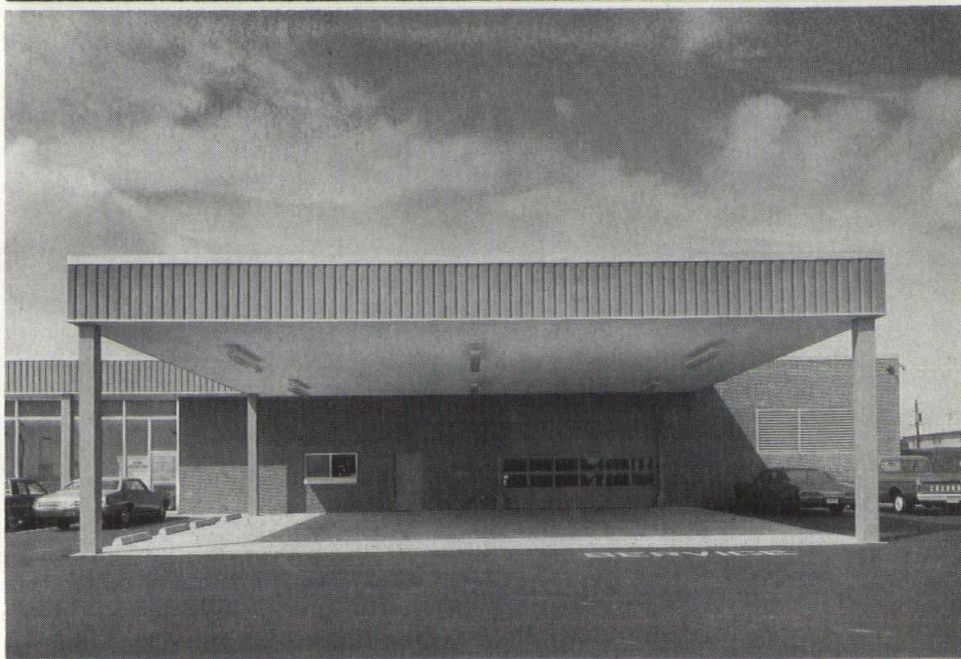
From its neatly landscaped entrance to the front end alignment machine in the service shop, Hechler's new facility represents the best combination of modern design and the automobile industry.

#### Subcontractors and Suppliers (All Richmond firms)

The owner acted as his own general contractor with the following subcontractors and suppliers: G. P. Clay, excavating, foundations & concrete; William E. Tucker, Inc., masonry; Welding Service Co., steel & steel joists & steel roof deck; Joe M. DeShazo Roofing Co., roofing & insulation (roof); Roanoke Engineering Sales Co., Inc., windows, steel doors, bucks & overhead doors; Pittsburgh Plate Glass Co., window walls; PPG Industries, Inc., glazing; M. P. Barden & Sons, Inc., painting; Ruffin & Payne, Inc., paneling & millwork; Consolidated Tile Co., acoustical & resilient tile; R. F. Wilton & Co., Inc., plaster; Oliva & Lazzari, Inc., ceramic tile; The Howard P. Foley Co., lighting fixtures & electrical work; S. H. Guza Co., plumbing fixtures, plumbing, air conditioning, heating & ventilating; Pleasants Hardware, hardware; Carpet Systems, Inc., carpet.



— Photos by James M. McElroy —







## HEADQUARTERS MAJOR AIR COMMA

McGAUGHY, MARSHALL & McMILLAN  
Architects, Consulting Engineers & Planners

■ ■ TAC—The Tactical Air Command of the United States Air Force—is one of the most rapidly expanding segments of our armed services. Headquartered at Langley Air Force Base, Virginia, their requirements for administrative spaces for their major commands outgrew the available

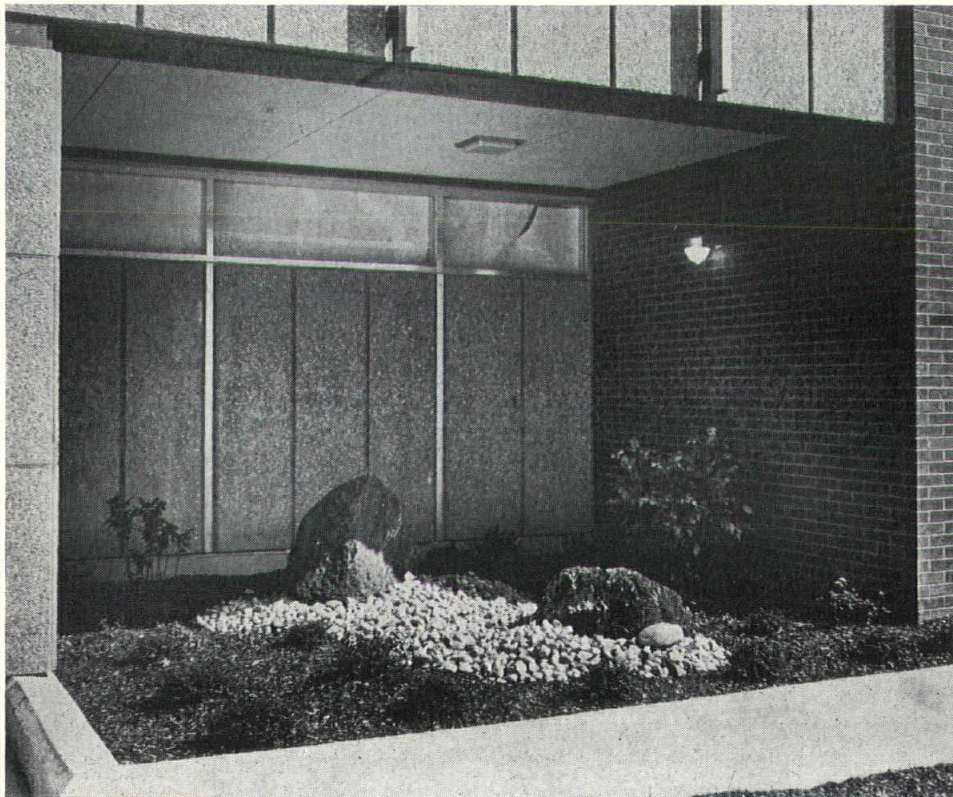
space to the extent that 80-thousand square feet of additional floor area was required by 1968. Fortunately, a city-block sized area was available on the base facing the Command Headquarters. A three story "flat U" shaped building was designed to accommodate these needs.

The architecture of the original base involved a large number of compatibly designed buildings utilizing intricately decorative brick facades of a type no longer considered economically available.

The new Major Command Headquarters building was designed on axis with the Command building and attempted to reflect the graciousness of the previous architecture up-dated to present economic criteria. Functional space-use requirements dictated a module which could effectively and economically accommodate the minimum common denominator of use activity, 11 by 11 feet. The structural system for the building was therefore set on a 22 by 22 foot grid. This permitted the maximum effective use of ceiling and floor finishes, partition modules, lighting and mechanical units.

The treatment of the exterior of the building was thus thrust into a modular pattern for which a semi-panel type facing was most appropriate. Masonry panels were interspersed with the aluminum and glass skin at acceptable points in order to avoid the all "glass box" appearance.

At a minimum of expense two large planting box landscape features containing a carefully selected display of Oriental styled rock compositions were designed, flanking the entrance. The exterior finishes, buff and red brick







## BUILDING, LANGLEY AIR FORCE BASE

PIRACCI BROTHERS CONSTRUCTION CO.  
General Contractors

and grey cast stone, were selected to relieve the starkness of the glass and aluminum wall panels.

Within the building the 22 foot square grid permitted maximum flexibility in establishing the working areas and their rearrangement when required. Permanent service, mechanical and similar areas were located in a manner to enhance this flexibility. Toilets and similar functional areas were designed to accommodate the physically handicapped in wheel chairs. The entire building is a testament to flexibility.

Of considerable concern in this regard are the mechanical and electrical systems. The heating, ventilating and air conditioning systems are set up with a central plant source and a machinery penthouse on the roof with interior zone air handling units which supply ventilated and conditioned air at a fixed supply air temperature. The makeoff for each floor has reheat coils whereby zoning each individual floor and each portion thereof for interior zone control.

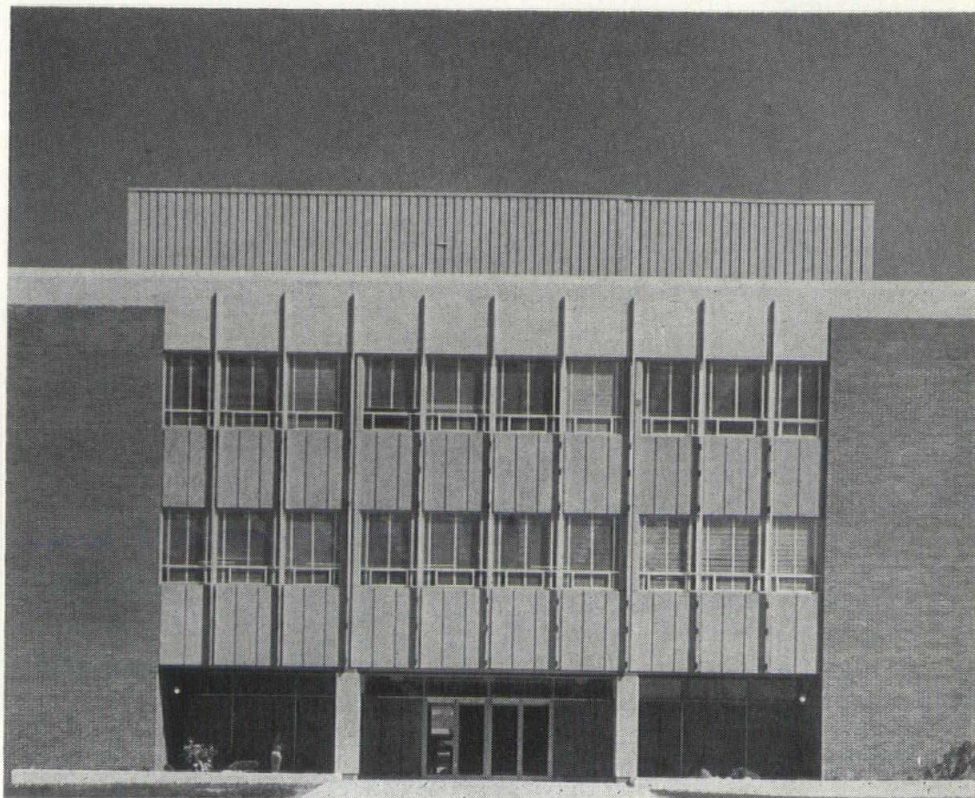
The perimeter of each floor of the building is served by four air handling units on each floor, two units to handle the south and west orientation and two units to handle the north and east orientation. The air can be shifted by volume damper control between the south and west orientations served by the same units. Likewise the north

and east orientations are handled in the same manner. This is to make allowances for sun position on the building.

The systems are low velocity distribution with supply outlets and return outlets for each 11 foot square module, coordinated with light locations.

Each floor of the building is basically separated into four major zones, i.e. one zone for each perimeter zone air handling unit plus the interior zone mentioned above. Specialized areas such as lobbies, conference rooms,

*(Continued on page 111)*

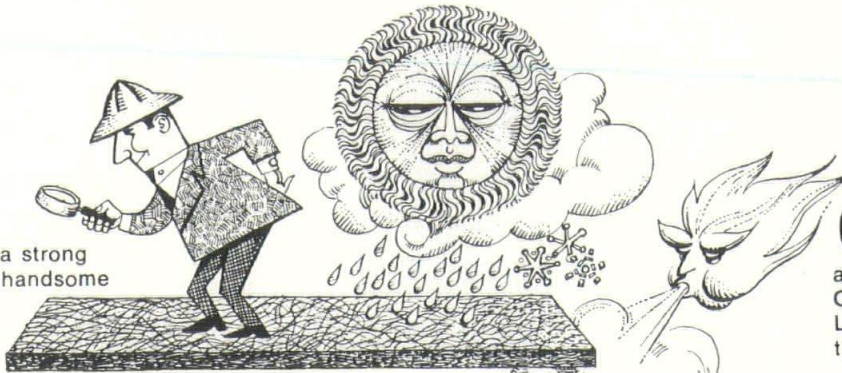




# The 1-2-3 of INSULROCK®. How great these Flintkote® Roof Deck Systems are.

Also the 4-5-6-etc. of same.

**1** INSULROCK is a strong structural deck. It's a handsome ceiling. Depends on how you look at it.

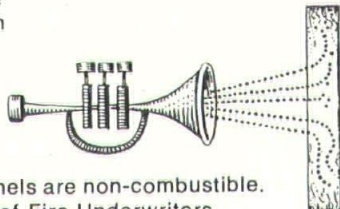


**2** The INSULROCK roof deck system consists of panels or planks of a specially cast mix of cement and wood fibers. The system gives you decided advantages over steel decking and other kinds we could mention.

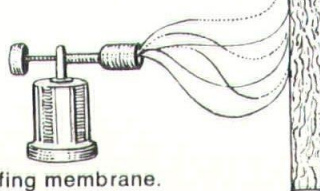


**3** An INSULROCK roof deck insulates. It keeps good temperatures inside, bad temperatures outside.

**4** Noise problems? INSULROCK can be used as an acoustical wall—an absorber of inside sounds.



**5** INSULROCK panels are non-combustible. National Board of Fire Underwriters says so. And INSULROCK is UL-listed under label Service 40 U8.4. Gets the incombustibility nod under Fed. Spec. SS-A-118-b, Class "A" too. INSULROCK contains fires—has a two hour direct exposure fire rating—keeps roof from heating and destroying your roofing membrane.



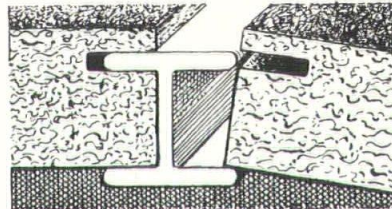
**6** INSULROCK roof decks are Wind Uplift Resistant: rated Class 90. (Underwriters' Laboratories, Inc. always word things very carefully.)

**7** You can saw and nail INSULROCK just like wood. Only termites, fungi, and such have a tough time with it. It's moisture-resistant too.

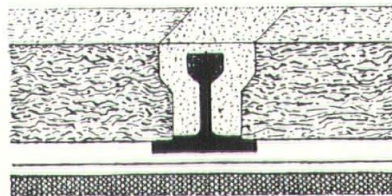
**8** The roofing system we're most proud of is the INSULROCK DUAL-TEE™. Truly superior. Eliminates potential roofing problems. The system uses a specially designed sub-purlin that doesn't require grout. Speedy. And DUAL-TEE systems give superior climate control because, as you know, grout isn't such a red-hot insulator.

**9** But we're eager to please. If you're hooked on grout, Flintkote makes bulb-tee systems too.

**10** We could also tell you about another INSULROCK system: the Long-Span Plank. Super strong. Lets you increase your span without increasing thickness. But to save us the expense of another ad, why not send the coupon below and get the complete INSULROCK story.

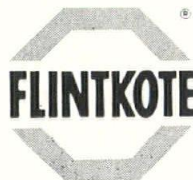


GROUTLESS! Just anchor the steel DUAL-TEE sub-purlin to a support member and slip the next INSULROCK panel into place.



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I'm a busy man. Why don't you bring over your strip-film projector and give me the complete INSULROCK story in a hurry. Better call first.

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# NEW STATE STORE DESIGN

## MIDDLEBURG



Photo by James M. McElroy)

**WILLIAM B. DEW, JR.**  
Architect

**E. J. SMITH CONSTRUCTION CO.**  
General Contractor

**T**HIS PROJECT embodies an endeavor, following the instructions of the owners, to break away from the typical A.B.C. store design and develop something more suitable for a small village. While the plan and interior design remain typical, the facade is a radical departure.

The brick is laid in Flemish bond pattern. The cornice is surmounted by a very small Buckingham slate roof. The driveway, parking space and front sidewalk are surfaced with Colonial type paving bricks, in basket weave pattern. The mouldings of the exterior woodwork are greatly simplified for economy and suitability. The rear of the front door recesses are of white stucco for contrast with the brick.

The large sash in the bay window is metal, glazed with 1/4" tempered plate glass for security.

#### Subcontractors and Suppliers

E. Jay Smith Construction Co., McLean, general contractor & painting; Bonded Masonry, Inc., Clinton, Md., masonry; Arlington Iron Works, Inc., Arlington, steel & steel roof deck; Dove Roofing Co., Fairfax, roofing; Potomac Cast Stone, Inc., Alexandria, stone work; Hires Turner Glass Co., Alexandria, windows, glazing & special aluminum window fabrication; Manson & Utley, Inc., Charlottesville, acoustical & resilient tile; Standard Tile Co., Inc., Staunton, ceramic tile & terrazzo; American Millwork, Inc., Merrifield, millwork; Interstate Electric Supply Co., Inc., Merrifield, lighting fixtures; Jack B. Carter Electrical Construction Corp., Arcola, electrical work; American Standard, Washington, D. C., plumbing fixtures; Hopkins Plumbing & Heating Co., Manassas, plumbing; Robert F. Zeigler, Inc., Winchester, air conditioning, heating & ventilating; Hardware Contractors, Inc., Arlington, hardware.



# WARWICK HIGH SCHOOL

## Newport News

FORREST COILE & ASSOC.—Architects

W. BOYCE BLANCHARD  
Mechanical & Electrical Consultant

FRAIOLI-BLUM-YESSELMAN  
Structural Consultants

A. E. TYLER  
Interior Designer

W. M. JORDAN COMPANY, INC.  
General Contractor

**T**HE PROGRAM for the new Warwick High School in Newport News began in the hope of renovating the group of existing buildings of various types and vintages that made up the old Warwick High School.

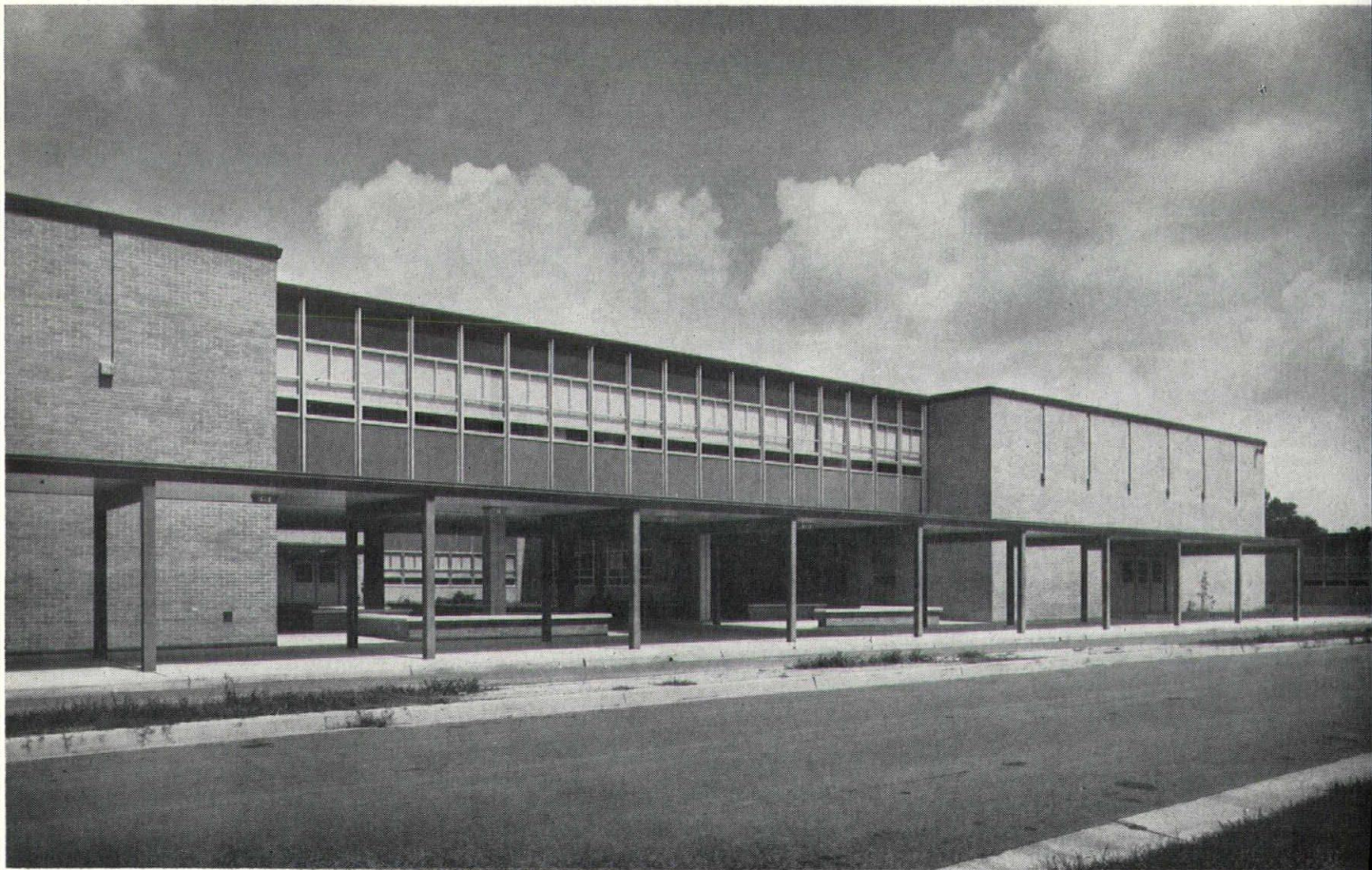
An extensive study performed by the architect deemed most of the buildings

unsafe, or that renovation cost would be too high. A program of three parts was prepared and submitted to the School Board, with cost analysis given for: a totally new building of completely new design; a new building based on the design of the successful Denbigh High School, also in Newport

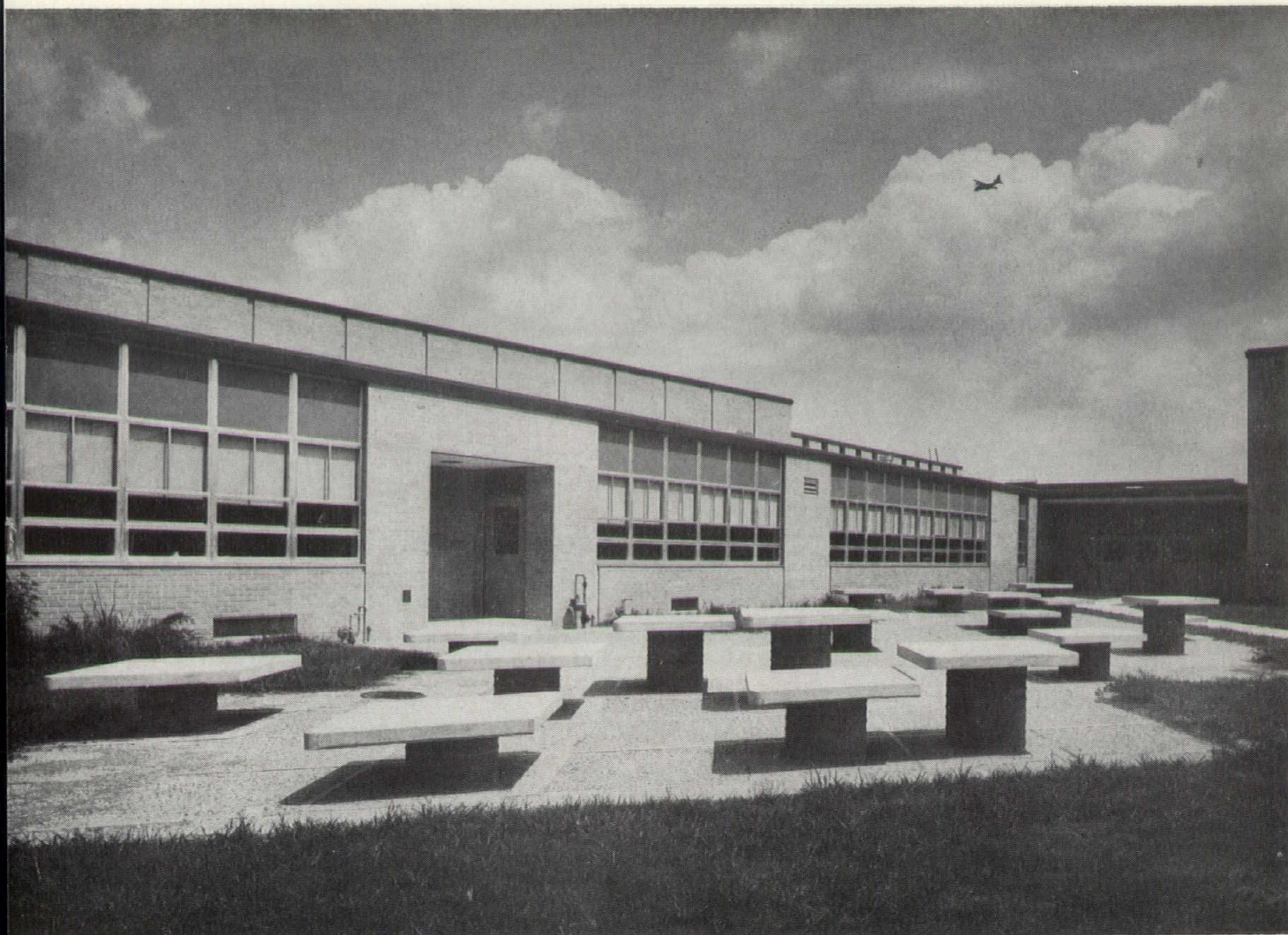
News; or a structure incorporating parts of the Denbigh program and part of the existing complex. Cost analysis being the guideline, the latter was chosen to be a workable solution by architect and School Board.

Preliminary plans incorporating the Denbigh instructional, cafeteria, audi-

(Photos by Taylor Lewis-Dockside Studio)







atorium, shop, and administration areas, and the existing Warwick boys' gymnasium, gave the best answers to questions of traffic flow, site adaptation, and budget limitations. It was necessary to maintain normal class scheduling during construction; including outdoor physical education in good weather. Construction began in mid-April 1967 and the new building was occupied at the beginning of the fall semester, 1968.

Work, in addition to new construc-

tion, involved renovation and repairs to the existing boys' gymnasium, relocating most of the field athletic facilities, demolition of some six existing major building units, and new facilities for bussing of students and parking.

The building is of steel frame and masonry construction on spread footings. The roof is built-up poured gypsum deck. Interior finishes include terrazzo, resilient and ceramic tile floors; painted masonry walls with ceramic

tile wainscot in toilets and corridors; and acoustic tile ceilings.

Although much of the new building duplicates the three year old Denbigh High School, many aspects were updated to keep pace with rapidly changing school design criteria. New lighting, more durable interior finishes, improvements in art laboratories, science rooms, home economics department and library, were incorporated in the new Warwick High School complex.

#### Subcontractors and Suppliers

Newport News firms were W. M. Jordan Co., Inc., general contractor; Nice Brothers, Inc., excavating; Brown & Grist, Inc., windows; Febré & Co. of Newport News, Inc., plaster; The Howard P. Foley Co., electrical work; Warwick Plumbing & Heating Corp., plumbing fixtures, plumbing, air conditioning, heating & ventilating.

Others were Snow, Jr. & King, Inc., Norfolk, masonry; Standard Iron & Steel Co., Inc., Norfolk, steel; J. B. Eurell Co. of Va., Richmond, gypsum roof deck; Heath Roofing Co., Inc., Hampton, roofing; Economy Cast Stone Co., Richmond, stone work; Walker & Laberge Co., Inc., Norfolk, glazing; Shaw Paint & Wall Paper Co., Inc., Hampton, painting; Pompei Tile Co., Inc., Hampton, ceramic tile & terrazzo; W. Morton Northen & Co., Inc., Richmond, resilient tile; Ruffin & Payne, Inc., Richmond, millwork; W. W. Moore & Sons, Inc., Richmond, book lift; Seaboard Paint & Supply Co., Inc., Norfolk, hardware; K. F. Wilson, Hampton, demolition; Grant E. Key, Inc., Lynchburg, kitchen equipment; Steel Products, Inc., Washington, D. C. metal lockers.



# W. M. JORDAN CO., INC.

St. Reg. #4636

## *General Contractor for*

**Warwick High School**  
Newport News, Va.

**Daily Press-Times Herald Building**  
Newport News, Va.

**Library-Administration Building**  
Christopher Newport College  
Newport News, Va.

**Ratliffe Gymnasium**  
Christopher Newport College  
Newport News, Va.

**Christopher Newport Hall**  
Christopher Newport College  
Newport News, Va.

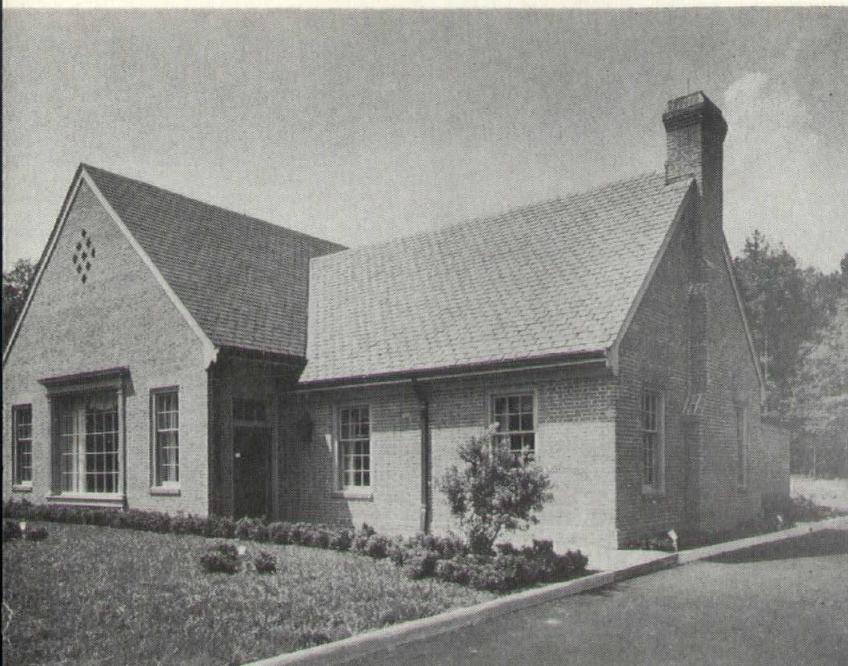
**Gosnold Hall**  
Christopher Newport College  
Newport News, Va.

11010 Jefferson Avenue

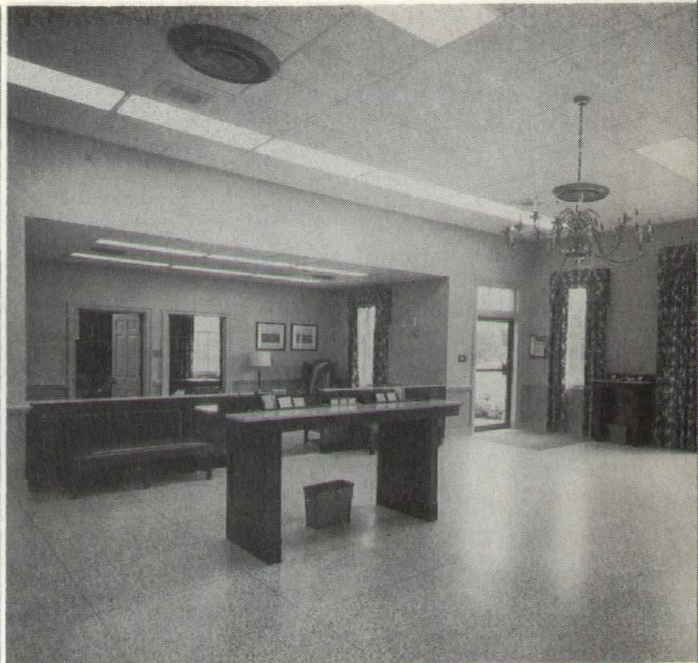
Phone 596-6341

NEWPORT NEWS, VA. 23601





(James M. McElroy)



# THE BANK OF GOOCHLAND

BUDINA AND FREEMAN  
Architects

HAROLD L. KEETON  
General Contractor

**T**HIS Branch of The Bank of Goochland is located west of Richmond, on Patterson Avenue just inside the Goochland County line. The area is rapidly growing with single family residences as well as apartment units. The owner wanted a traditional Colonial designed building of a residential character in keeping with the neighborhood.

The building is located well back on the lot from the highway with the parking lot to the east and is framed on the west and north by a grove of pines making a very pleasant setting.

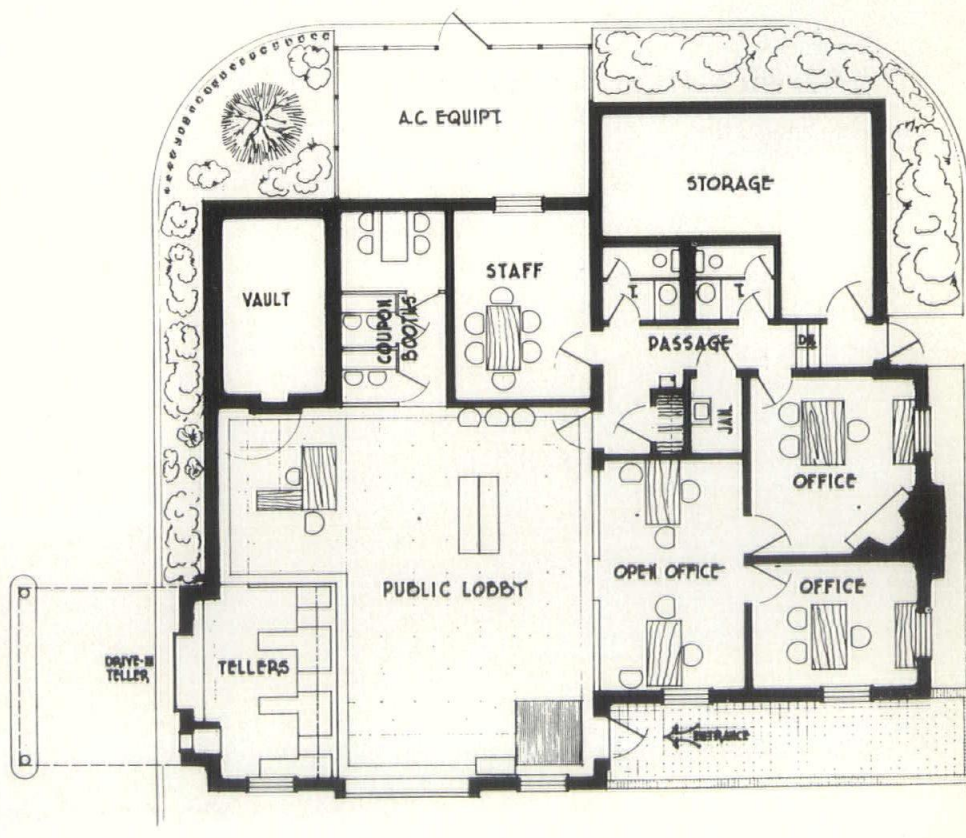
The brick is a Colonial soft-mud wood mould brick laid in a flemish bond with the grapevine tooled joint. The roof is Virginia Buckingham Slate and the wood windows and trim are painted a Brush-Everard Gold a Williamsburg color by Martin-Seymour Paint Company.

The public lobby has a terrazzo floor and vinyl coat fabric dado and wall. The ceiling throughout is Travertone Acoustical tile. The public lobby is lighted by a beautiful brass Colonial design chandelier and supplemented with recessed fluorescent light fixtures.

One private office is paneled with

(Continued on page 113)

to tell the Virginia Story



**FLOOR PLAN**  
SCALE 0 4 8 12 FEET



# HANDSOME NEW ENGINEERING BUILDING



DAVID WARREN HARDWICKE & PARTNERS  
Architects

WILLIAM W. McCATHERN, JR.  
Partner-in-charge

ROBERT S. SPRATLEY & ASSOC.  
Mechanical & Electrical Consultants

THOMAS A. HANSON  
Structural Consultant

MITCHELL ASSOCIATES  
Interior Design

CONQUEST, MONCURE & DUNN, INC.  
General Contractor

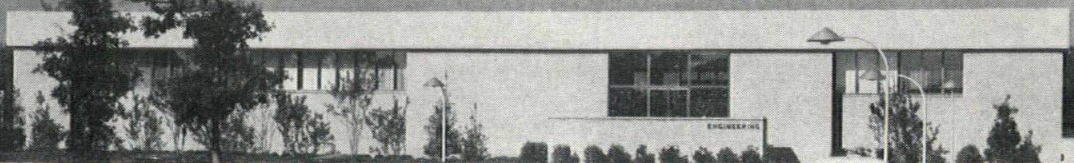
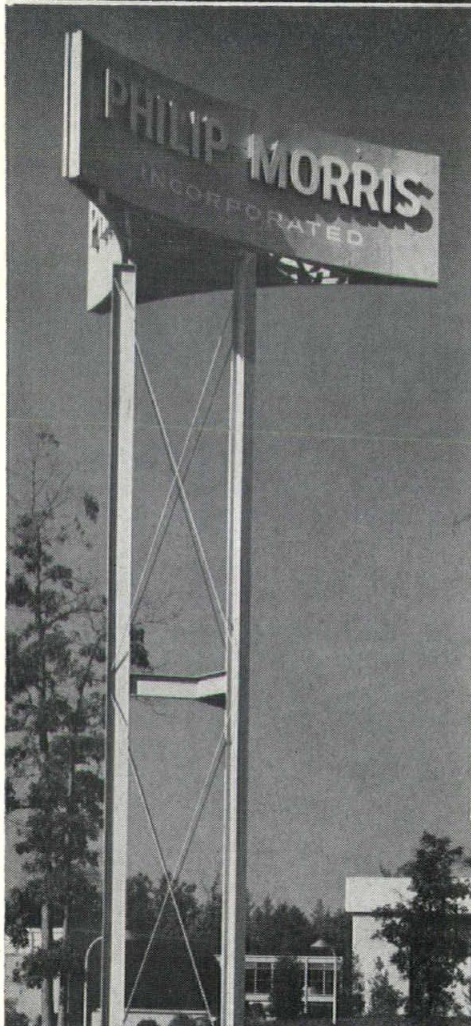
**A**FTER years of being scattered over five different locations, the sections of Philip Morris Engineering are now under one roof working together at their new location within the Operations Center Complex on Commerce Road and Bell Road, just off Interstate 95. The grey brick and concrete structure blends well with its neighbors, particularly the Operations Center, completed five years ago.

The lower level of the two-story structure, characterized by industrial type activity, has at one end an area devoted to experimental work where models of machines can be constructed and products can be tested. Much of

the remaining area is devoted to two large open spaces for commercial machine evaluation and assembly testing of machines developed by the engineering groups. The very nature of this floor dictated its location at a ground level.

Access to the upper or office level without passing through the shop area created a problem that was resolved by entering into a reception area at an intermediate level. The grade was bermed high up on the front wall thus decreasing the apparent height of the wall and affording easier access to the reception area.

With the exception of executive of-





Top photo—engineering module. Center—upper floor with reception area to the right & secretarial area to left. Bottom—lower level showing production machine assembly & evaluation area at rear & machine shop at right foreground. (Photos by Taylor Lewis & Assoc.-Dockside Studio)

fices along the front, the entire upper level is completely "open." Definition of specific areas is achieved by a movable low partition system recently developed by Herman Miller. At the head of the steps, connecting the upper level with the reception area, is an area devoted to secretaries, reference library, blueprinting and purchase expedition. Located around the central area are fifty movable engineering office modules, each complete with drawing board, reference board, filing cabinets, and desk. This arrangement allows for the increase, decrease or elimination of office spaces as personnel requirements change.

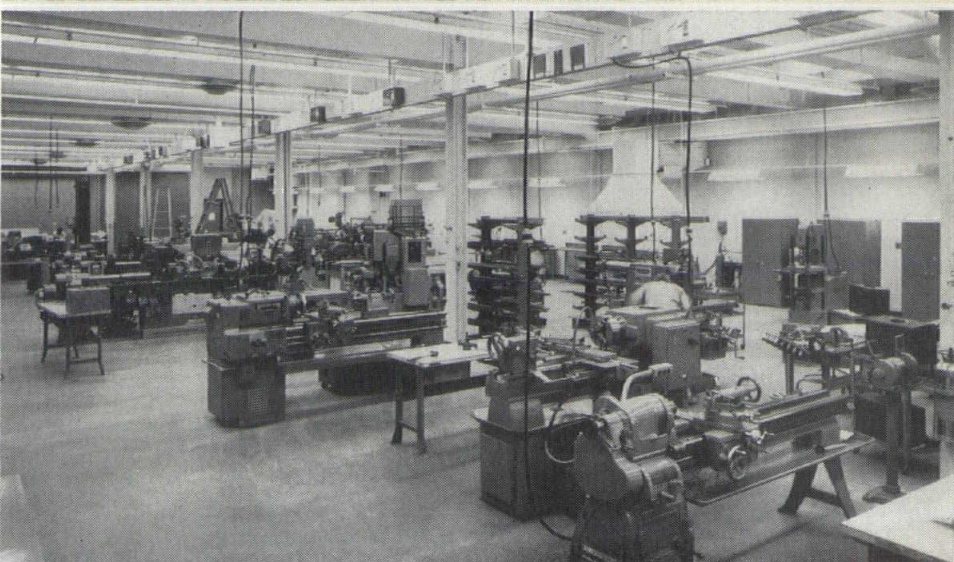
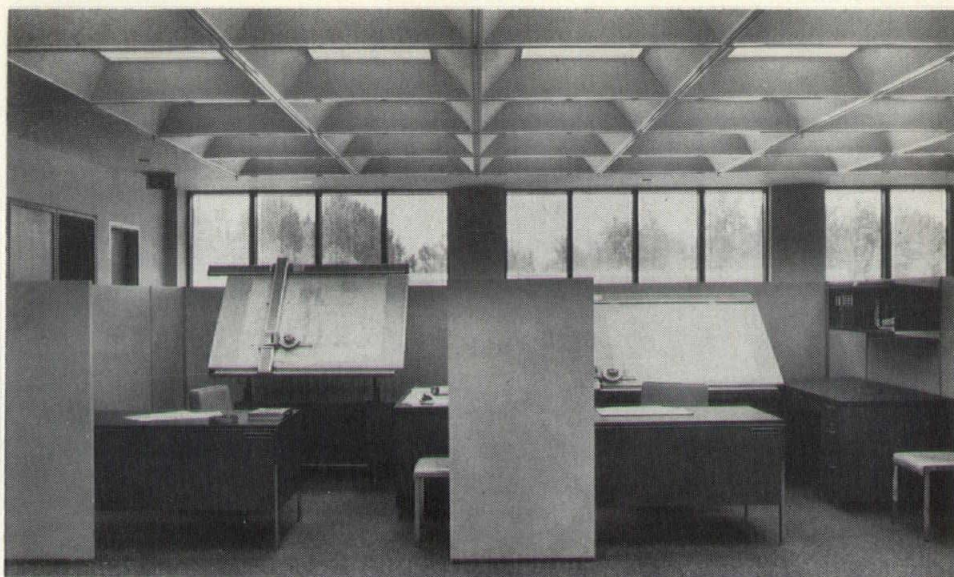
The unique ceiling over this engineering area provides a maintained light level of two hundred footcandles, and within its grouping of "truncated pyramids," light shielding, acoustical control, air diffusion and sprinkler system are provided. An overhead, steel and glass bridge connects this upper level with the second story of the cigarette component development labs that were completed as a part of this same contract.

Steam for the new structure is furnished by the central Philip Morris boiler plant but a room on the lower level contains elaborate air-handling equipment affording very close control of humidity and temperature needed to simulate actual cigarette manufacturing conditions, as well as year around comfort in the office area.

#### Subcontractors and Suppliers

From Richmond were Conquest, Moncure & Dunn, Inc., general contractor, foundations & concrete; E. G. Bowles Co., excavating; William E. Tucker, Inc., masonry; S & W Steel Co., steel; Whitley, Inc., roofing, waterproofing & insulation; Pittsburgh Plate Glass Co., windows & glazing; Frick, Vass & Street, Inc., painting & plastic wall finish; Manson & Utley, Inc., weatherstripping & acoustical (main floor); John H. Hampshire, Inc., acoustical & resilient tile; Robert H. Wilton, Contractor, plaster; J. S. Archer Co., Inc., steel doors & bucks; Rabe Electric Co., Inc., electrical work; B & G Olsen Div. of Natkin Natkin & Co., plumbing, air conditioning, heating & ventilating; Reliance Equipment Corp. lift; Pleasants Hardware, hardware; Concrete Structures, Inc., precast concrete fascias.

Other firms were Inland Steel Products Co., Milwaukee, Wisc., steel roof deck; Leo H. Bourne Tile & Marble Contractor, Sandston, ceramic tile; Weaver Brothers, Inc., Newport News, millwork & handrails (wood); Worsham Sprinkler Co., Inc., Mechanicsville, sprinkler work.

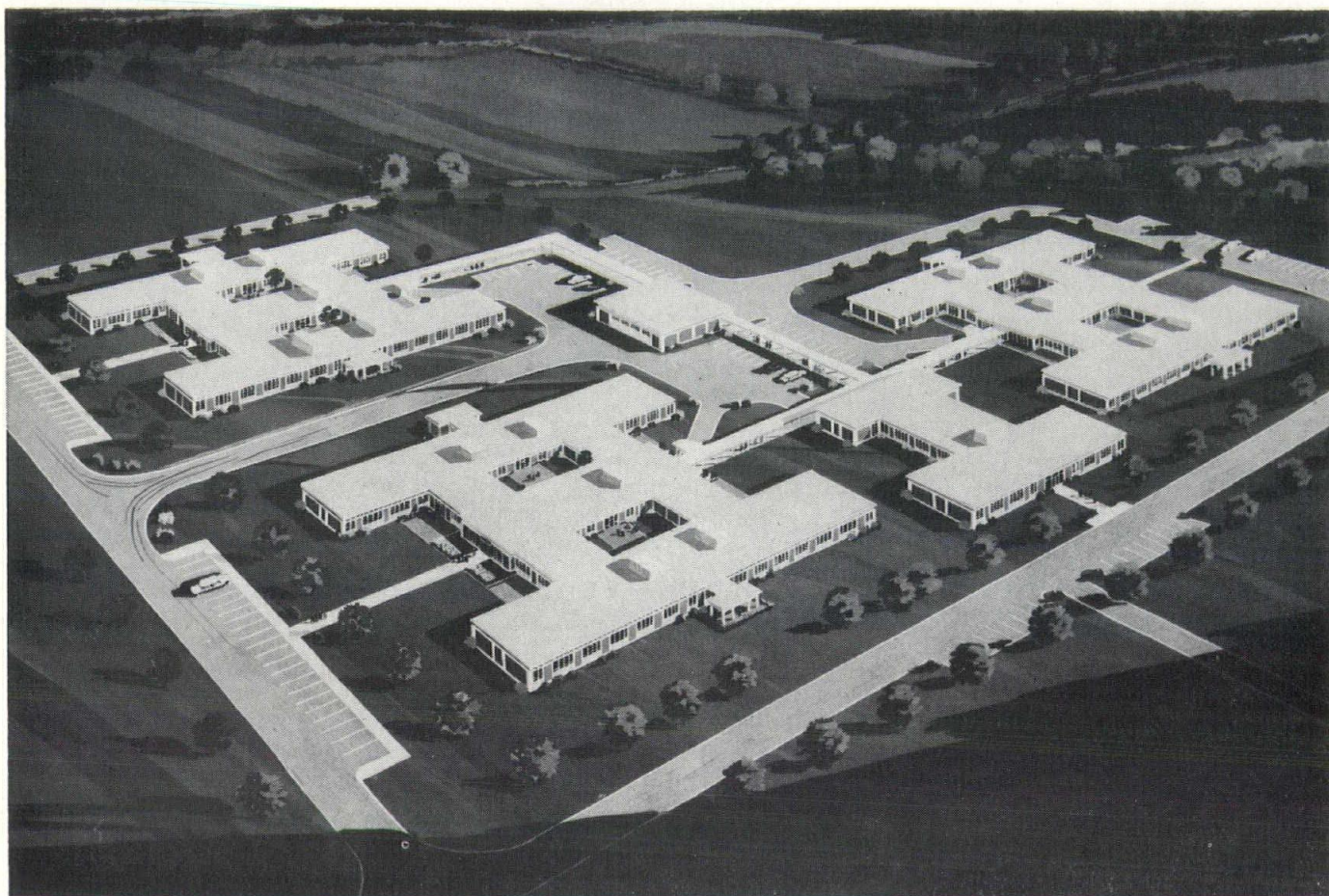




# Ira L. Hancock Center

(Geriatric Complex)

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BEN R. JOHNS, JR., AIA—ARCHITECT

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# PAVILION APARTMENTS—JEFFERSON AVE.—NEWPORT NEWS



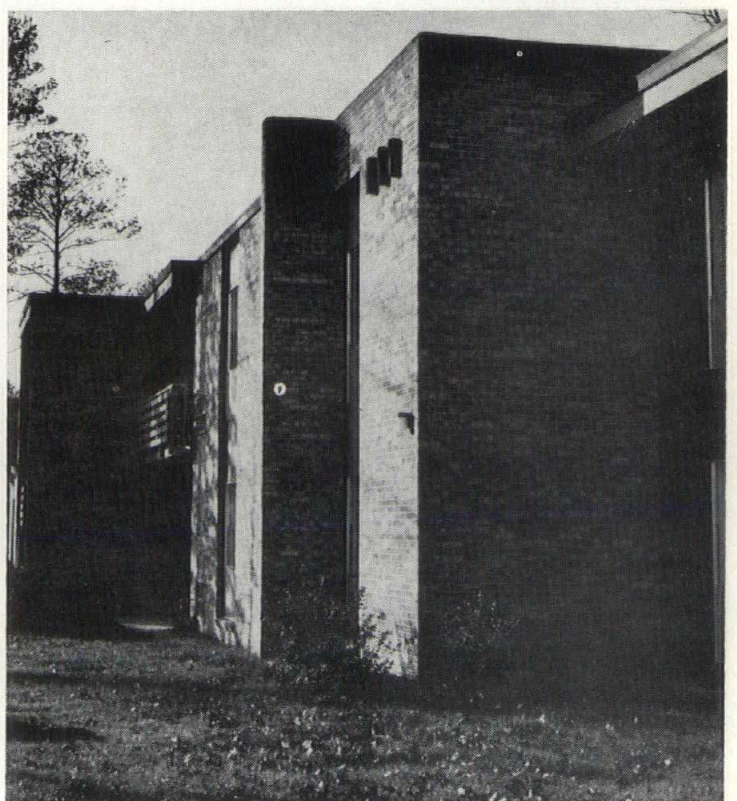
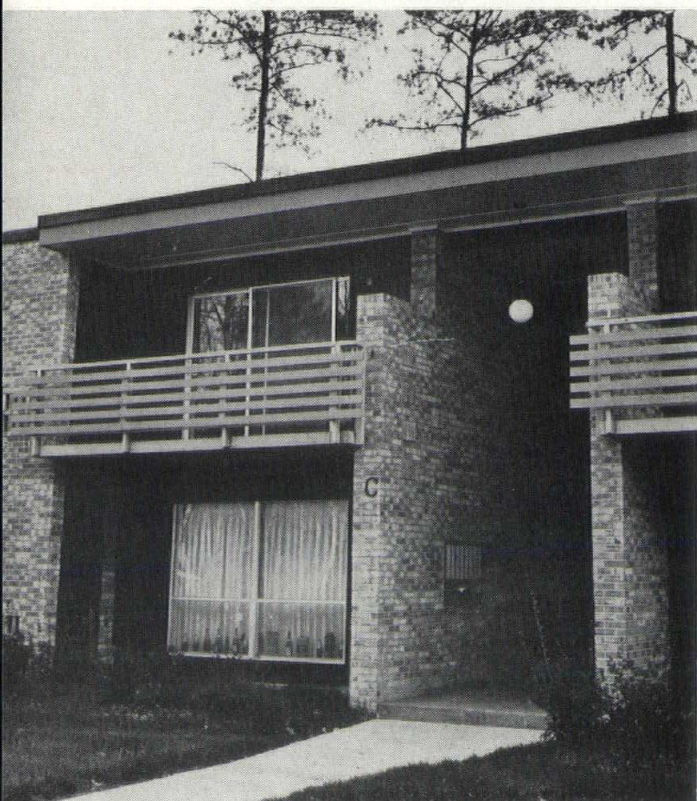
FORREST COILE & ASSOCIATES  
Architects

JAMES ELIPOLO & ASSOCIATES  
Consulting Engineers

ENDEBROCK-WHITE CO., INC.  
General Contractor

**A** HEAVILY WOODED SITE adjacent to Jefferson Avenue in Newport News is the setting for Pavilion Apartments. There are thirty-two units in one and two bedroom arrangements in the complex. Construction of the units "back to back" affords a view of the natural surroundings for each apartment. The units are staggered at fire walls and entries to provide more side to side privacy and to present a more pleasing elevation. A flat roof and varied parapet ideas, help to conceal roof vents and the required three foot parapet at the fire walls. Balconies and patios, large windows, open entries, and full landscaping, help identify the building with its environment. There are laundry, trash facilities and ample parking convenient to all tenants. The complex is wood framed, with brick veneer and grooved siding on exterior walls; interior walls are gypsum board on wood studs. Each apartment has ceramic tile bath, hardwood floors and an all-electric kitchen, including dishwasher and garbage disposal.

Endebrock-White Co., Inc., Newport News, was general contractor with the following subcontractors & suppliers: A. M. Savedge Co., Newport News, lighting fixtures & electrical work; Noland Co., Inc., Newport News, plumbing fixtures; Newsome Air Conditioning Co., Inc., Hampton, air conditioning & heating; Tom Jones Hardware Co., Inc., Richmond, hardware.





# Scovill Manufacturing

—  
Victoria

—  
WILEY & WILSON  
Consulting Engineers  
and Architects  
—

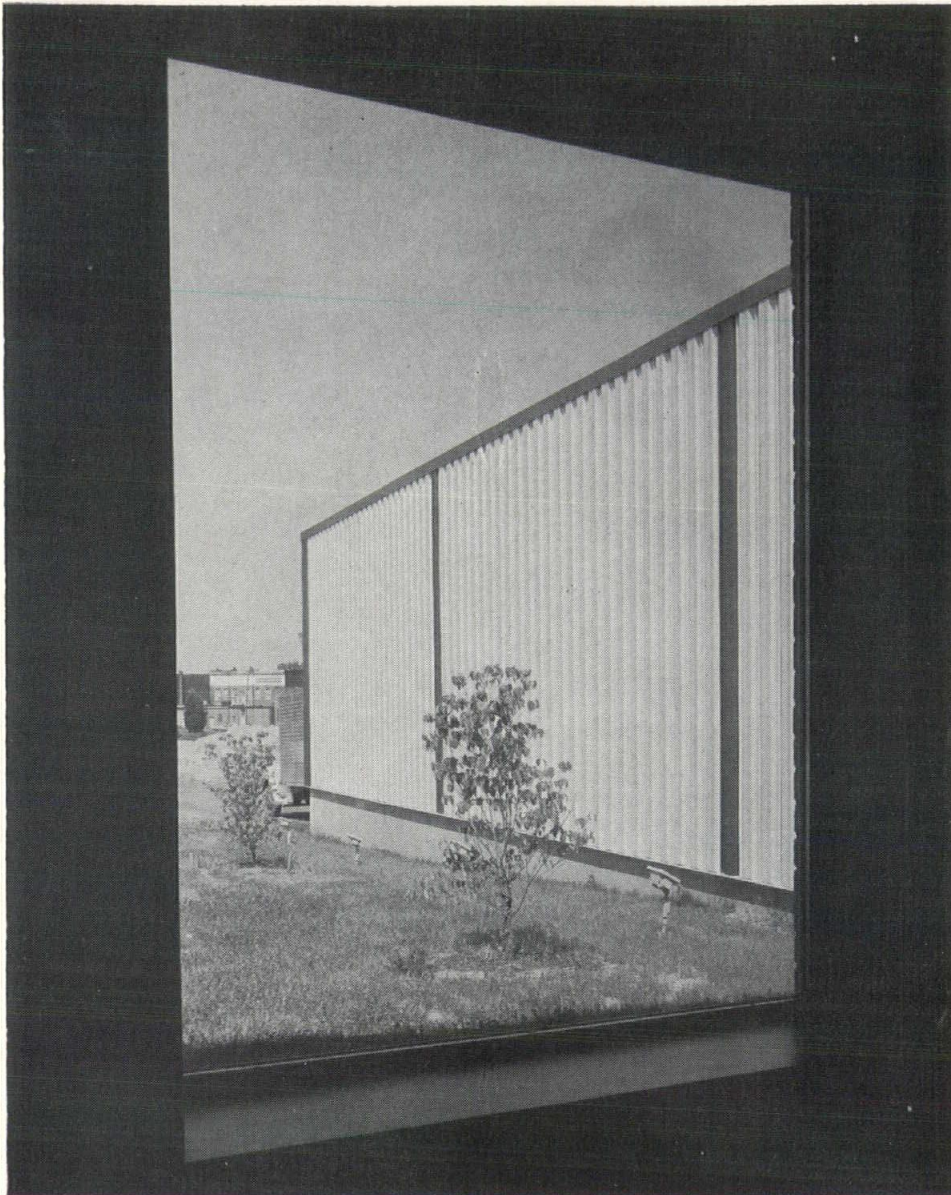
OCCASIONALLY an engineering and architectural firm will be called on to design a project for which unusual skills are required. Such a project, for Wiley & Wilson, was Scovill Manufacturing Company's plant in Victoria, where abnormal humidity conditions and plant-wide air conditioning were required in the 116,000 square-foot building.

The two-level building was occupied by Scovill, a manufacturer of zipper tape and closures, in September 1968. Among the out-of-the-ordinary requirements was the necessity to maintain a year-round 70% relative humidity and 80 degree temperature in the manufacturing area for process environmental control.

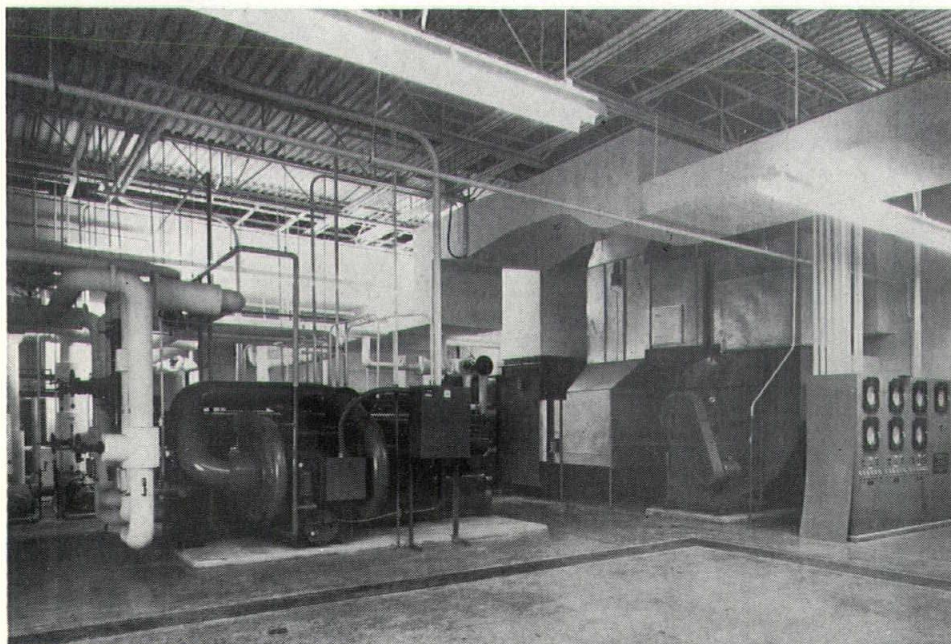
The process air conditioning system consisted of centrifugal water chillers, as a primary circuit, with a secondary water circuit temperature controlled by modulation to operate at a slightly higher temperature level to provide requirements of air washers in achieving the desired humidity and temperatures. Capacity of the air conditioning system is 350 tons.

Numerous design considerations were incorporated to prevent formation of moisture on the inside of the building. The high humidity areas had to be isolated from the office areas to retard the migration of moisture, and heavy insulation and heaters were used in the relief air units on the roof to prevent the formation of moisture on the inside. All heating was done with electric resistance heat. Unit heaters were used in the space above the ceiling of the main weaving area to maintain a temperature higher than the dew-point temperature of the manufacturing area to prevent condensation from forming. The decision to go to all-electric heat was made after a careful economic study of all available fuels.

The building contains a 9,600 square-foot office area, and a two-level manufacturing section of 48,900



(Photos by James M. McElroy)





square feet in the upper area and 58,300 square feet in the lower level.

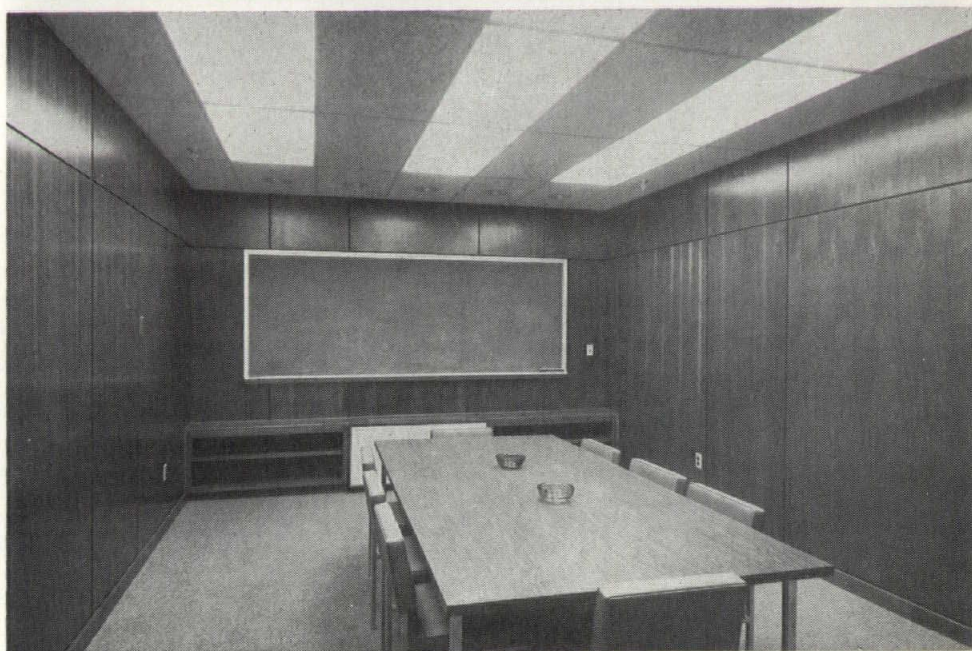
The lower level is constructed of reinforced concrete walls with concrete on grade. The upper level has a concrete floor slab, exterior walls of insulated metal siding, and a metal roof deck with rigid insulation and built-up roofing. Exterior walls of the office area are faced with brick.

Wiley & Wilson's design team included M. Kent Shelton, AIA, architect in charge; Keith G. Weeks, architectural design; William A. Stuart, II PE, structural design; Charlie H. Mitchell, Jr, PE, mechanical design; and Gilbert M. Peery, PE, electrical design.

Owners representatives on the project were: Julian F. Abele, PE and Albert A. Baker, PE.

#### Subcontractors and Suppliers

N. C. Monroe Construction Co., Greensboro, N. C., general contractor; Garrett, Moon & Poole, Inc., Blackstone, supplied concrete; Tri-State Erectors, Inc., Greensboro, N. C., steel; I. N. McNeil, Roanoke, roofing; Carolina Steel Corp., Greensboro, N. C. structural steel; Pritchard Paint & Glass Co., Durham, N. C., glazing; Brewer Paint & Wallpaper Co., Inc., Greensboro, N. C., painting; Anderson Wells Tile & Marble, Inc., Burlington, N. C., structural (glazed) tile; Shields, Inc., Roanoke, acoustical; John H. Hampshire, Inc., Richmond, resilient tile; Cooper Electrical Construction Co., Greensboro, N. C., electrical work; Associated Mechanical Contractors, Inc., Greensboro, N. C., plumbing fixtures & plumbing; Air Conditioning Corp., Greensboro, air conditioning, heating & ventilating; Southern Elevator Co., Greensboro, N. C., elevator; Crawford Sprinkler Co. of Charlotte, Inc., Charlotte, N. C., fire protection & sprinkler; Boston Concrete Products Co., Inc., South Boston, Solite block; Valley Steel Corp., Salem, reinforcing steel.



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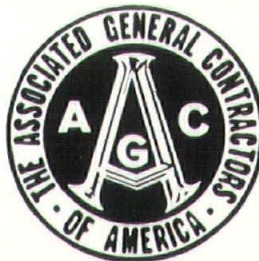
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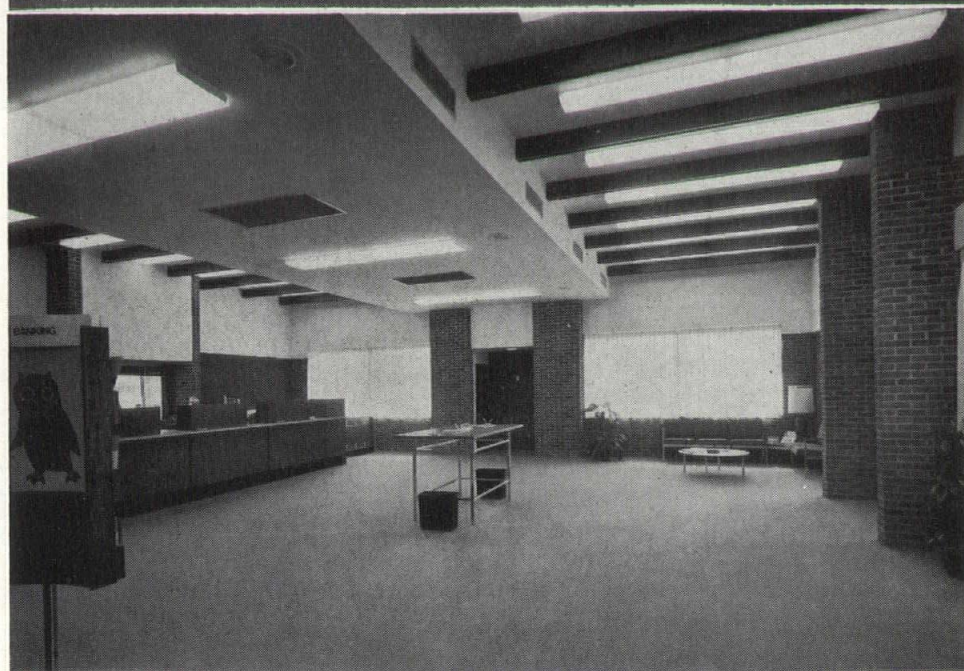
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# Metropolitan National Bank Branch at Meadowbrook

Photos by James M. McElroy



**ARMSTRONG & SALOMONSKY**  
AIA, Architects

**W. S. CARNES, INC.**  
General Contractor

**T**HE YOUNG president, William Daniel, of the Metropolitan National Bank determined two years ago to ring the City of Richmond with a branch bank system that would project a humanistic, aggressive image for a new, strong bank.

Daniel wanted the closed and cloistered box design used by most banks abandoned. In lieu of the traditional box, he helped work out a sculptural design that expressed the prominence of the bank's vaults, entrance, teller window and night deposit vault counterpointed with glass in the public areas.

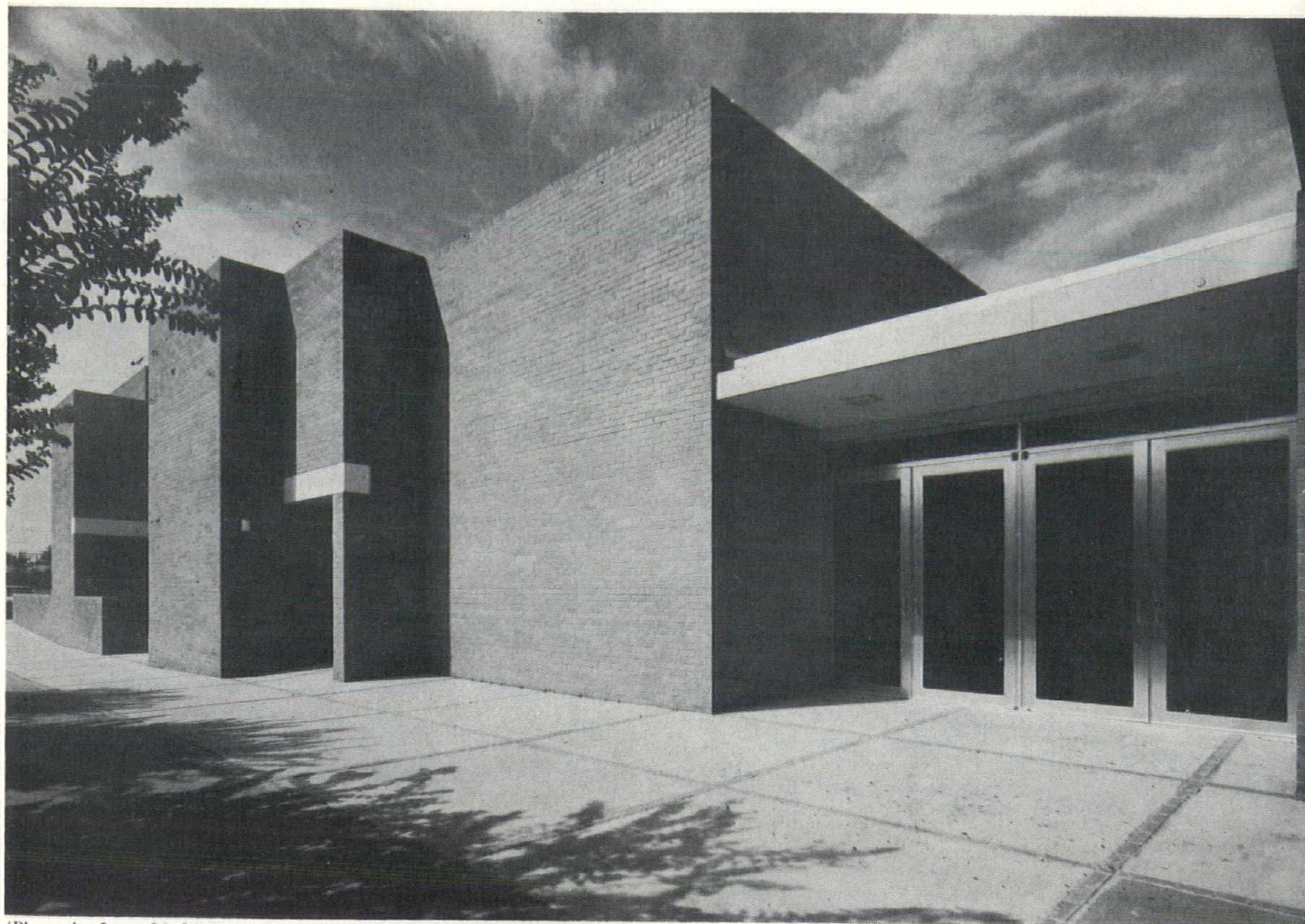
Working with Tiffany Armstrong of Armstrong and Salomonsky, Architects, the bank ended up with a spirited design that looks comfortable in traditional residential neighborhoods as well as modern, commercial shopping centers. Colonial brick with Williamsburg Hendrick Tile Shingles mellowed well the powerful vaulted roof line.

## Subcontractors and Suppliers (All Richmond firms unless otherwise noted)

W. S. Carnes, Inc., general contractor, excavating, piling, foundations, concrete, steel, steel roof deck, carpentry, painting, waterproofing, weatherstripping & plumbing; Richmond Construction Corp., masonry; J. L. Osborne, grading; Lloyd Ellis Roofing, roofing; Richmond Paving Service, Inc., asphalt paving; Allied Glass Corp., installed plate glass; Allied Window Cleaning Co., window cleaning; R. Percy Glidewell, papering; W. K. Hawkins Engineering Co., insulation; James M. Chavis Dry Wall Contractor, dry wall; Consolidated Tile Co., resilient tile; Mercer Cabinet Co., Inc., cabinet work; Hanover Fabricators, Inc., Ashland, trusses; Advance Electric Co., electrical work; Stamie E. Lyttle Co., Inc., septic system; Adams Heating & Air Conditioning Corp.; heating, air conditioning & ventilating; Blackwell Well Co., Inc., installed well for water supply; Huddle Place-Cre'e, Inc., pumped concrete into vault (special process).



# JEWISH COMMUNITY CENTER



(Photos by James M. McElroy)

## RAWLINGS, WILSON AND FRAHER Architects

EMMETT L. SIMMONS  
Consulting Mechanical & Electrical Engineer

WILLIAM T. ST. CLAIR  
Consulting Structural Engineer

JAMES FOX & SONS, INC.  
General Contractor

THE Richmond Jewish Community Center recently completed the third phase of its building program in order to meet its ever-increasing commitments to community service. High on the list of priorities was a space to serve for theatrical productions, dances, forums, holiday festivals, dining room, meeting room, and assembly

room (for pre-school children). This was accomplished with the addition of a large (53'x64') multi-purpose room with adjacent wood stage, sound control room, stage workshop, dressing rooms, and kitchen. A ceiling track for a future motorized partition was installed to give the space even greater flexibility at a later time. Storage

closets combined with folding-door pockets are located at each side of the seating area and provide, along with under-stage space, storage for tables and chairs. The multi-purpose room can accommodate 500 people for a meeting or stage production and 300 people for dining.

The skylighted lobby, located be-



tween the existing office wing and the new multi-purpose room, serves also as additional exhibit space for the many works of art continually being displayed at the Center. A mobile designed by F. D. Cossitt is suspended above the open stair and is the focal point of the west end of the lobby.

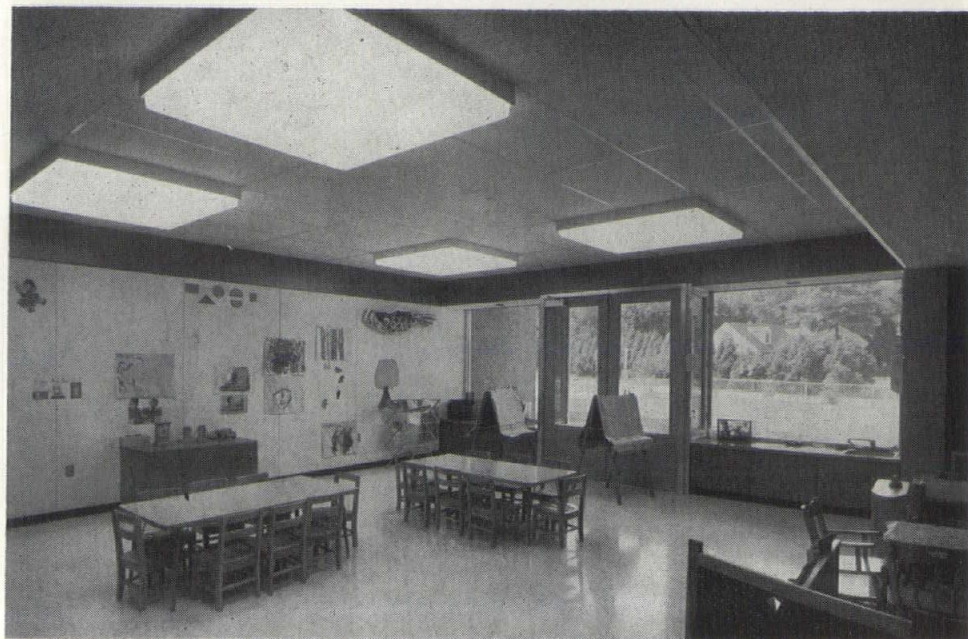
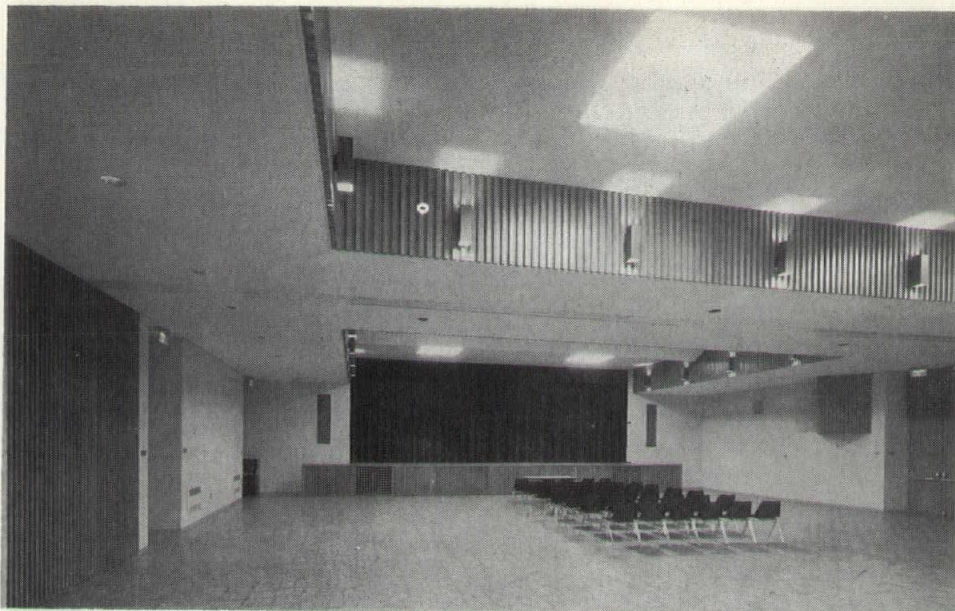
Directly under the multi-purpose room is a large game room which will accommodate up to 200 people. Adjacent to this room are the public toilets, "stage-prop" storage room, and the mechanical equipment room.

At the west end of the existing office wing an additional 6000 square feet of space was added which fills several needs. Three new staff offices were added. Four new nursery rooms complete the pre-school plant. These rooms not only serve as classrooms but can be converted to large meeting rooms by means of folding partitions that divide each pair of nursery rooms. The corridor between the classrooms and staff offices serves also for art-display, lit by adjustable spotlights in the ceiling.

As the Richmond Jewish Community Center continues to expand its commitments and activities it will continue to grow. However, its present needs are being ably met by these flexible and spacious additions.

**Subcontractors and Suppliers**  
(All Richmond firms unless otherwise noted)

James Fox & Sons, Inc., general contractor, concrete & carpentry; Garrett & Co., excavating; McKinney Drilling Co., Nacogdoches, Texas, caissons; Bowker & Roden, Inc., reinforcing steel; Hammond Masonry Corp., Sandston, Va., masonry & precast stone work; Liphart Steel Co., Inc., steel & steel roof deck; Mann Erectors, steel erection; Whitley, Inc., roofing, waterproofing & insulation; Roanoke Engineering Sales Co., Inc., windows & steel doors & bucks; J. S. Archer Co., Inc., folding partitions; Binswanger Glass Co., Inc., glazing; Dave Ecker Co., painting; Beaman Co. of Va., Inc., porcelain enamel; Manson & Utley, Inc., weatherstripping; W. Morten Northen & Co., Inc., acoustical, resilient tile & wood parquet flooring; F. Richard Wilton Jr., Inc., plaster; John H. Hampshire, Inc., ceramic tile; H. Beckstoffer's Sons, millwork; Atlantic Electrical Supply Corp., lighting fixtures; Union Electric Co., Inc., electrical work; J. W. Bastian Co., Inc., plumbing, air conditioning, heating & ventilating; Pleasants Hardware, hardware; Tidewater Seamless Floors, Norfolk, seamless flooring.





# LYNCHBURG OFFICE BUILDING



(James M. McElroy)

**J. EVERETTE FAUBER, JR., AIA**  
Architect

**MONTGOMERY CONSTRUCTION CO., INC.**  
General Contractor

**C**OMPLETED about mid-year 1964 was the office building for the Lynchburg Chamber of Commerce. Located on an important intersection in just about the geographical center of the city, it has attracted much attention because of its straightforward and interesting contemporary design.

Exterior walls are brick veneer over frame construction, using aluminum metal windows and Granolux spandrels. The glazed wall of the lobby is polished grey plate, set in aluminum sash over Virginia Greenstone sills.

The building contains five private offices and a large conference or board room, supply storage and work room and a receptionist's space in the large lobby. Also included is a plan room and small conference room for the convenience of the building trades, and a full complement of toilets for staff and public.

Floors are covered with composition and walls and ceilings are plastered over wood frame partitions.

A feature of the interior is a glass mosaic panel mounted on the back wall of the lobby which depicts the growth of Lynchburg from the beginning. This is a graphic map, done in Italy and was a gift of the architect of the building.

The building is heated and cooled by a heat pump, with air to air exchange, and is completely insulated with glass wool and vaporseal.

The building was built for the phenomenally low unit cost of \$13.50 per sq. ft. on the 1964 market (not including the parking lot paving.)

## Subcontractors and Suppliers

(All Lynchburg firms unless otherwise noted)

Montgomery Construction Co., Inc., general contractor; Lynchburg Ready Mix Concrete Co., Inc., concrete; Montague-Betts Co., Inc., steel & handrails; T. B. Dornin-Adams Co., roofing; Va. Greenstone Co., Inc., stone work; Brown & Grist, Inc., Newport News, windows; Lynchburg Plate Glass Co., glazing; G. C. Scott & Sons, painting; Ralph Moseley, insulation; J. W. Coleman, plaster; Kennedy Tile Co., resilient tile; J. B. Moore, electrical work; Noland Co., Inc., plumbing fixtures; Moseley Bros., Inc., plumbing; Southern Air, Inc., air conditioning, heating & ventilating; Bailey-Spencer Hardware Co., Inc., hardware; Eastern Building Supply Co., Inc., Richmond, decorative tile mosaic; E. L. Burns Co., Inc., Shreveport, La., aluminum canopy.

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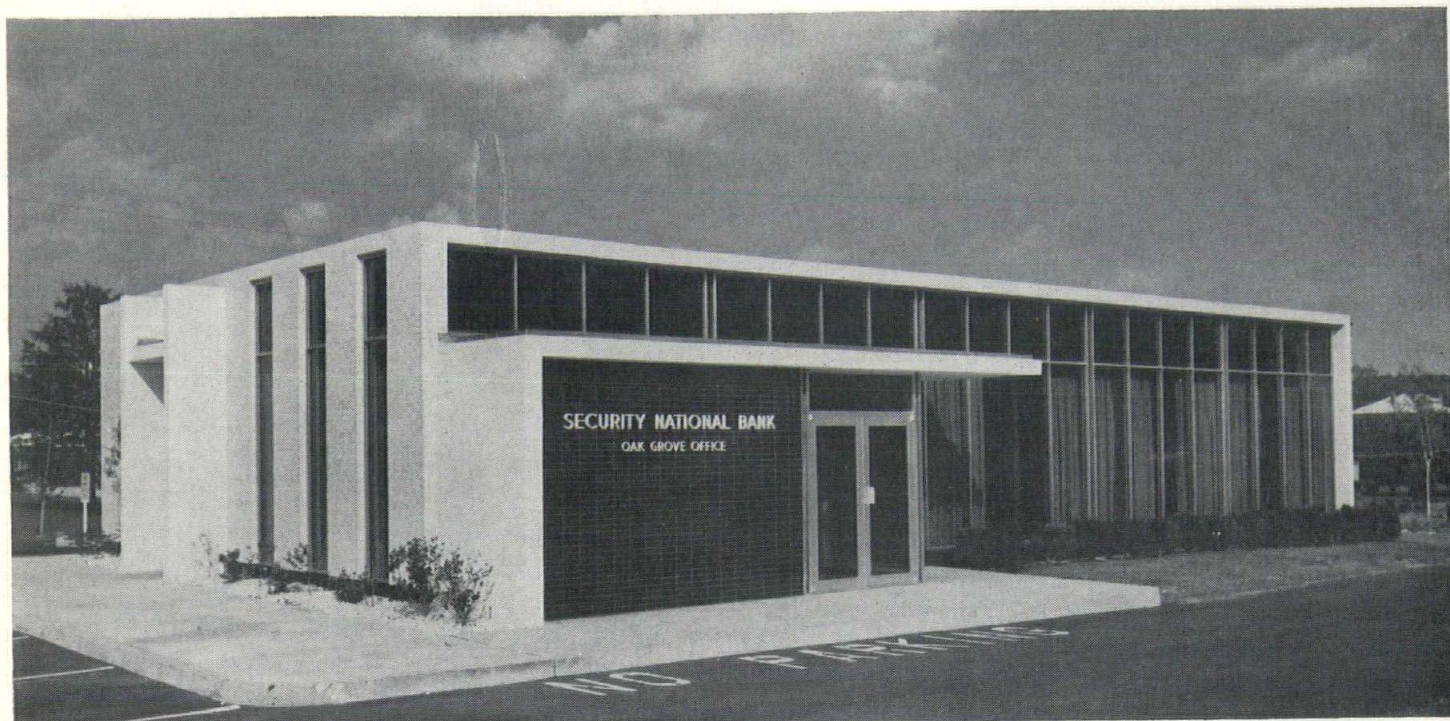
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(Deyerle Studios)

**SMITHEY AND BOYNTON**  
Architects & Engineers

**ARCHITECTURAL INTERIORS**  
Interior Decorator

**S. LEWIS LIONBERGER CO.**  
General Contractor

**T**HE NEW branch bank for the Security National Bank was completed and occupied in April 1969. The site, comprising approximately one acre in area, is situated in a rapidly growing suburban area of Roanoke County adjacent to the Oak Grove Shopping Center. The building site is bounded by Virginia routes 419 and 1364 providing easy access from both front and rear to the bank, parking area and drive-in teller windows.

The building provides accommodations for five tellers, two drive-in windows with independent access, a large public space with open and private offices for the bank officials, rest rooms

for the public, an employees lounge, and a combination money and safe-deposit vault. A night depository is situated in the main entrance which shields the depositor from observation from the highway. The remainder of the space is occupied by storage areas and a mechanical equipment room.

The building is of contemporary design and features white glazed brick and floor to ceiling grey, plate glass in aluminum frames. Copings and masonry trim materials are precast concrete.

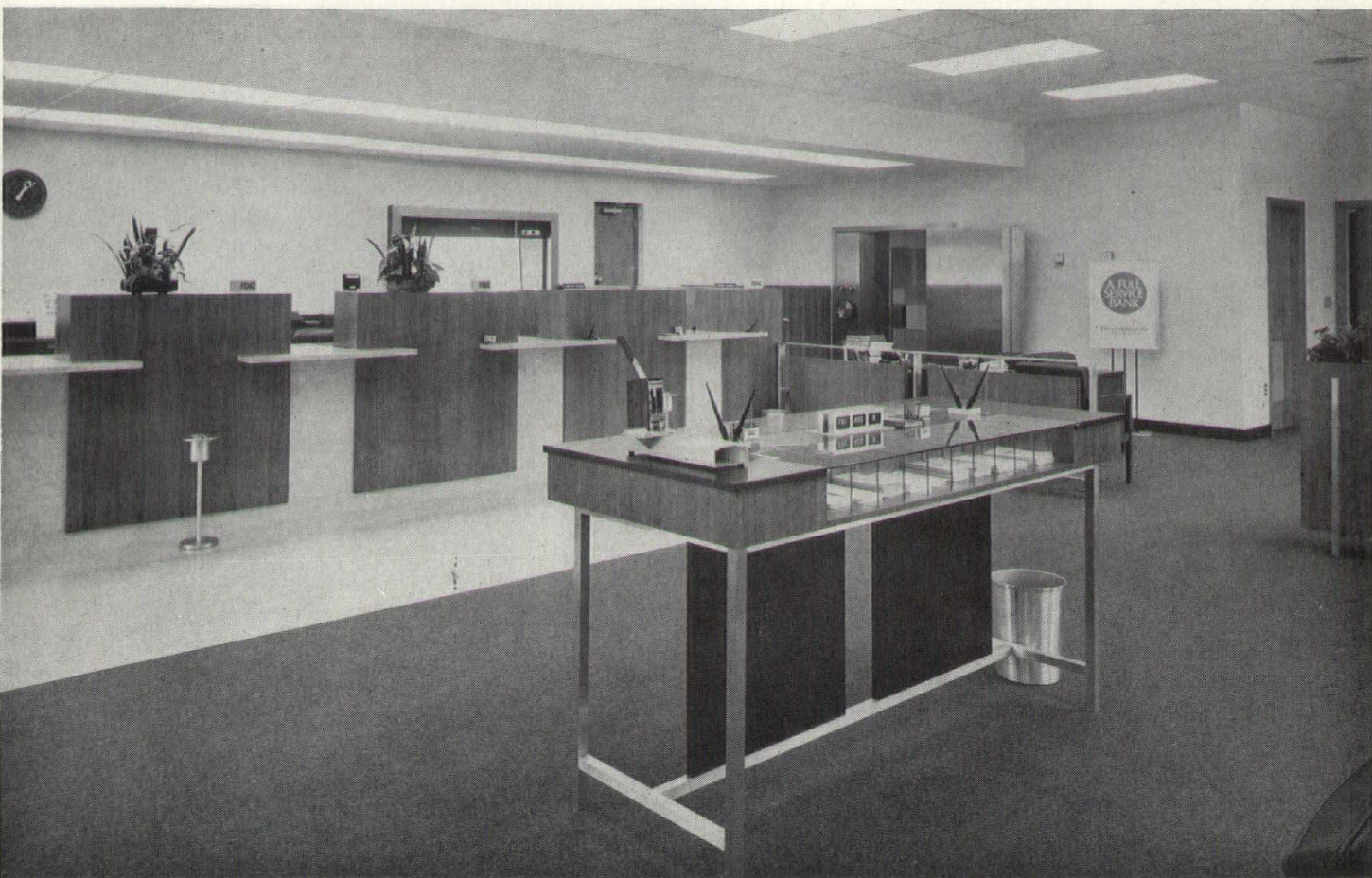
The counter work, by Wade Manufacturing Company of Charlotte, North

Carolina is of medium blond finish cherry with marble deal plates extending down to the floor. The walls and window mullions of the office area are done in cherry to match the counter work. The walls of the service areas and corridors are painted plaster. The interior decoration was done by Architectural Interiors of Roanoke.

The floor of the public space is carpeted except for the use of vinyl asbestos tile in front of the tellers' counter. The tellers' work area, vault and manager's office are also carpeted. Rest rooms and corridor floors are vinyl asbestos.



# BRANCH BANK



The ceilings, except rest rooms and service areas, are ventilating, acoustical tile laid with square edges. The building is air conditioned summer

and winter by a heat pump with supplemental radiation at glass areas. Lighting is generally recessed fluorescent, except for recessed incandescent

spot lights over the check writing desks and for lighting the vault door. Landscaping was done by Brown's Little Tree Nursery of Bonsack.

## Subcontractors and Suppliers (All Roanoke firms unless otherwise noted)

S. Lewis Lionberger Co., general contractor, foundations, carpentry, weatherstripping & Styrofoam insulation; Adams Construction Co., excavating & paving; Roanoke Ready-Mix Concrete Corp., concrete; Divers & Saunders, masonry; Al-Steel Fabricators, Inc., steel & steel roof deck; Pittsburgh Plate Glass Co., windows, window walls & glazing; W. E. Donald, painting (Devoe paint); South Roanoke Lumber Co., paneling & millwork; John H. Hampshire, Inc., acoustical & resilient tile; Argabright & Hunt Plastering Contractors, plaster; Roanoke Engineering Sales Co., Inc., steel doors & bucks; Williams Supply, lighting fixtures; James G. Bondurant, electrical work; Noland Co., Inc., plumbing fixtures (American Standard); Weddle Plumbing & Heating, plumbing, air conditioning, heating & ventilating; Graves-Humphreys, Inc., hardware.

Lewis Rutrough Roofing & Sheet Metal, Salem, roofing; Hanley Duramic Glazed Brick, Bradford, Pa., structural (glazed) tile; Wade Manufacturing Co., Charlotte, N. C., handrails; The Mosler Safe Co., Hamilton, Ohio, safe deposit & vault, drive-up windows.

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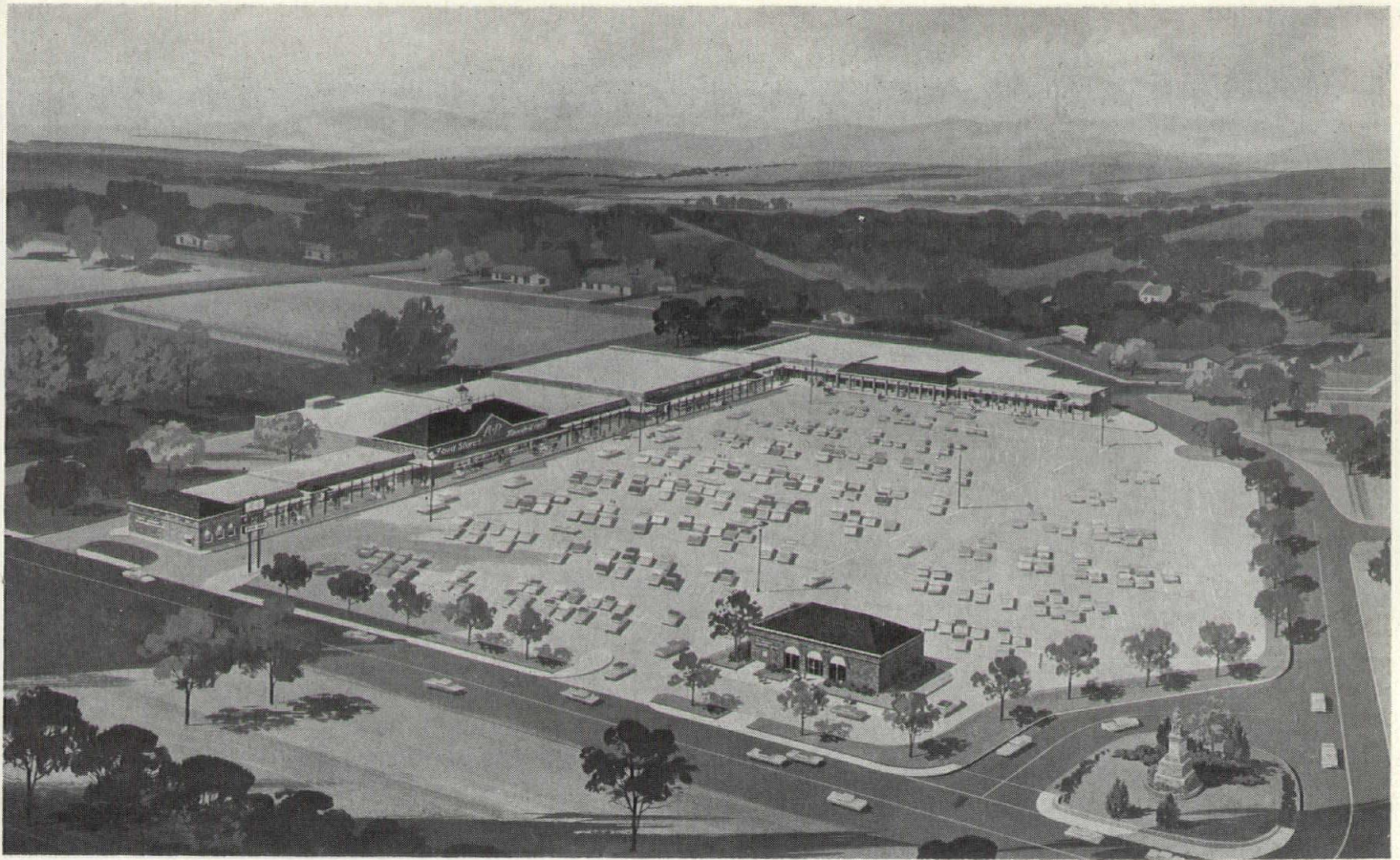
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## EAST LURAY SHOPPING CENTER

BAUGHAN & BAUKHAGES—Architects

JAMES H. STRICKLER—Mechanical & Electrical Consultant • BAUGHAN CONSTRUCTION CO., INC.—General Contractor

**T**HE EAST LURAY Shopping Center is a small center serving the Town of Luray. The first stage, completed in January 1969, includes two major tenants—A & P and Drug Fair; a branch bank; telephone company office; A.B.C. store and seven other retail shops. The second stage will contain a junior department store and four or five additional retail shops.

The overall design will incorporate approximately 80,000 square feet in an "L" shape, with the branch bank separated from the remainder of the buildings. The parking lot will accommodate 460 cars, and shops and stores are serviced from the rear. The parking lot is lighted with six 35' high fixtures maintaining a footcandle level between 2 and 5.

### Subcontractors and Suppliers

Baughan Construction Co., Inc., Luray, general contractor; Bristol Steel & Iron Works, Inc., Richmond, steel & canopy deck; John R. Houck, Jr., Richmond, steel roof deck & bar joists; J. B. Eurell Co. of Va., Richmond, roof deck (gypsum concrete); N. W. Martin & Bros., Inc., Charlottesville, roofing; Binswanger Glass Co., Inc., Richmond, window walls & glazing; Manson & Utley, Inc., Charlottesville, acoustical tile & resilient tile; Standard Tile Co., Inc., Staunton, ceramic tile & terrazzo; Miller Mfg. Co., Inc., Richmond, millwork; The Staley Co., Inc., Richmond, steel doors & bucks; Burner Electrical Service, Inc., Luray, electrical work; J. Rex Burner Co., Inc., Luray, plumbing; Sullivan Mechanical Contractors, Inc., Shenandoah, air conditioning, heating & ventilating; Pleasants Hardware, Richmond, hardware; Painter & Mundy, Inc., Elkton, paving.

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# FARMERS EXCHANGE BANK—Coeburn



CHARLES B. McELROY, AIA  
Architect

SHUMATE, WILLIAMS, NORFLEET & EDDY  
Structural Consultants

SOWERS, RODES & WHITESCARVER  
Mechanical & Electrical Consultants

AMERICAN FURNITURE & FIXTURE CO.  
Interior Designer

J. G. ADAMS, BUILDER, INC.  
General Contractor

**F**ARMER'S Exchange Bank's new building was occupied in June 1969. This two story structure, located on Front Street in Coeburn, provides much needed space and facilities to properly house the expanded growth of the bank. The building is of rectangular shape, 52' front by 69' depth, with public facilities, vault and safety deposit boxes, customer conference

room, executive offices and work room provided on the main floor.

The second floor houses the book-keeping department, employee recreation room and kitchen, toilets, storage rooms, mechanical equipment room and board room.

Recall of the previous flooding of the business district when Little Tom's Creek covered Front Street, persuaded

the directors to elevate the building floor line to the previous high water mark. Hopefully flooding will never reoccur, as the entire channel of the stream has been cleared, dredged and realigned as part of a flood control project by TVA. This same undertaking by TVA, renovated the entire length of Front Street, providing retaining wall and brick paved land-



Photos by

JAMES M. McELROY

scaped walkway, complete with appropriate street lighting, street furniture, and tree planting along its length. Two Oriental arched redwood foot bridges provide pedestrian access to parking areas across the stream, opposite the main business area. Also this area has a large brick paved landscaped terrace extending along the existing N & W passenger station building. This building is to be completely renovated, under a Federal grant, to be converted to a Community Center.

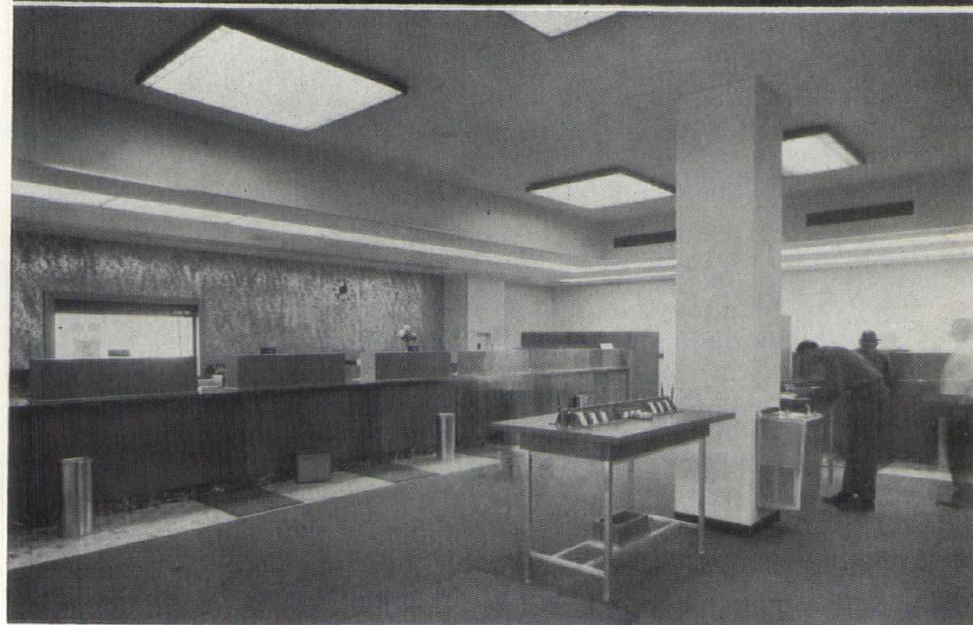
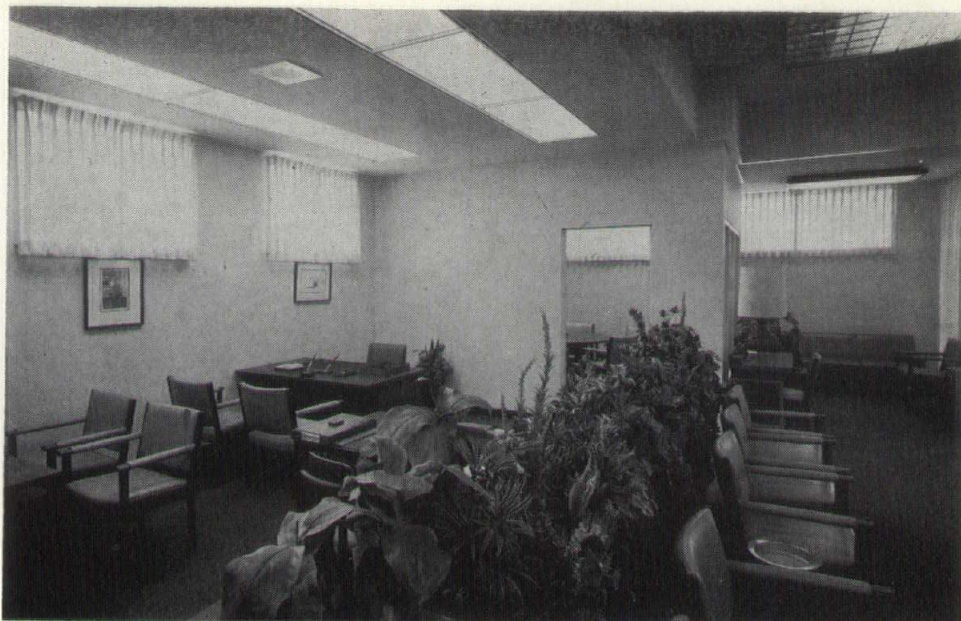
The bank building is brick cavity wall construction, supported on poured caisson type footings, with exposed aggregate precast panel facing on a major portion of the facade. Ceilings are of acoustic tile, fluorescent lighting fixtures also serve to provide grille openings for return air circulation. Full air-conditioning and heating is provided by roof-mounted gas fired multizone Nesbitt unit.

Interior furnishings, fixtures and furniture were provided and installed by American Furniture & Fixture Company, Inc. Standard equipment required by Banks, including Drive-in window, Night Depository, Cameras, Vault Door, Safety Deposit boxes, vault ventilator, and Alarm system were all provided by Mosler Safe Company.

#### Subcontractors and Suppliers

J. G. Adams, Builder, Inc., Bristol, general contractor, foundations, carpentry, painting, paneling, waterproofing, insulation, plaster & millwork; McClure Concrete Corp., McClure, concrete; Henry Construction & Building Supply Co., Inc., Appalachia, masonry; Bristol Steel & Iron Works, Inc., Bristol, steel; Industrial Decking & Roofing Corp., Bristol, roofing, steel roof deck & roof deck (insulating concrete); Joe Rainero Tile Co., Bristol, stone work & ceramic tile; Holston Glass Co., Kingsport, Tenn., windows & glazing.

Mullins & Quillen, Kingsport, Tenn., acoustical; Dixie Exposaic, Inc., Mount Airy, N. C., resilient tile; Trimble Co., Inc., Johnson City, Tenn., steel doors & bucks & hardware; Wholesale Electric, Inc., Kingsport, Tenn., lighting fixtures ('Daybrite' Climatron); Harman Electric Shop, Norton, electrical work; Daniels Plumbing & Heating Co., Norton, plumbing, air conditioning, heating (Gas Fired Nesbitt Multizone - roof mtd.) & ventilating. Piling was done by Foundation Drilling Co.; and plumbing fixtures were by American Standard.





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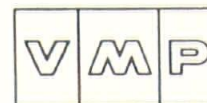
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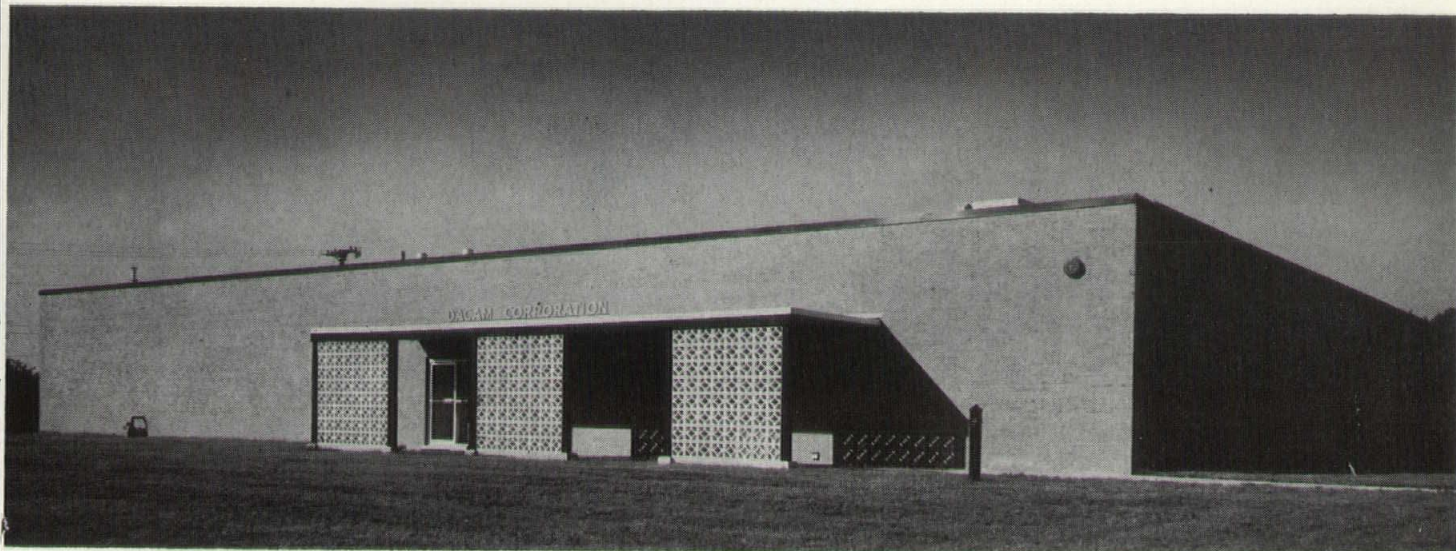
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# DACAM CORPORATION—Amherst County



(James M. McElroy)

## WILEY AND WILSON Consulting Engineers and Architects

T. M. SWEENEY  
General Contractor

**D**ACAM Corporation, manufacturers of high speed packaging machinery for the beverage industry, moved early this year into new quarters in Amherst County.

The building, a 15,000-square-foot structure housing manufacturing, storage and office areas, was designed by Wiley & Wilson, consulting engineers and architects.

Dacam is the originator and patent holder of wrap-around packaging for the beer and soft drink industry. The

company produces automatic machinery capable of packaging 200 six-packs a minute. Dacam employs an average of 30 persons. The firm was started in 1947 in Charlotte, North Carolina and moved to Lynchburg in 1960.

The plant is of wall bearing construction of brick and block, with two interior block bearing walls and employs a metal roof deck on steel joists. A 10-foot wide loading dock is pro-

vided across the entire rear width of the building with an overhead crane into the shipping and receiving door.

Thomas J. Etherton, AIA, headed the design team as Project Manager. Gordon Harrison was in charge of architectural design. Structural design was by P. B. Kakkad, and M. W. Nixon and A. D. Bryant handled electrical design. Paul Gates was in charge of heating, ventilating, air-conditioning and plumbing.

### Subcontractors and Suppliers

(All Lynchburg firms unless otherwise noted)

T. M. Sweeney, Forest, general contractor; Anderson & Shorter, Inc., excavating; Lynchburg Ready Mix Concrete Co., Inc., concrete; Construction Products Co., Inc., steel & steel doors & bucks; Woodall, Lang & Neas, Inc., roofing; Simpson Paint Co., painting; Paul E. Styles, acoustical; McDaniel-Kelly Electric Co., Inc., lighting fixtures & electrical work; Bill Moseley, plumbing fixtures, plumbing & sprinkler system; Southern Air, Inc., air conditioning & heating; Bailey-Spencer Hardware Co., Inc., hardware.

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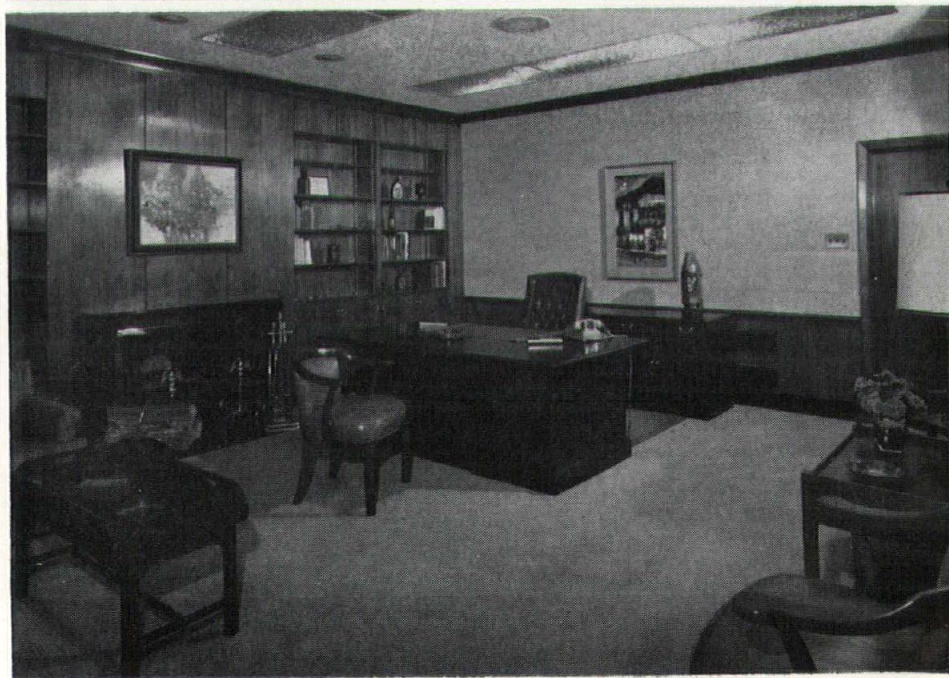
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# NATIONAL FRATERNITY HEADQUARTERS



(Don Ikenberry—Associated Photographers, Ltd.)

## RICHMOND

*Shown at center on the facing page is graceful spiral staircase in the foyer. Above and below are two of the beautifully furnished rooms.*

**J. MILTON PORTEWIG, AIA—Architect**

**ROACHE, MERCER & FAISON—Mechanical & Electrical Consultants**

**MILTON GLASER & ASSOCIATES—Interior Decorator**

**KAYHOE CONSTRUCTION CORP.—General Contractor**

**T**HE Sigma Phi Epsilon headquarters stands regal over her domain at the entrance to the city from the North on Route 301. Spotlights illuminate the setting at night, making it truly a sight to behold.

On entering the massive red doors, through the six white columns of the portico, the foyer, with its delightful furnishings and spiral staircase, is unquestionably the most beautiful feature of the interior. To the left is the Executive Director's office, paneled in matched walnut and set off with a black,

Belgian marble fireplace. To the right is the office of the Director of Chapter Services who handles all of the filing and correspondence for all of the chapters and the district governors. This office is equally as elaborate and pleasing as the rest of the building.

The building is traditional design, centrally air conditioned and equipped with a sound system. The rear of the first level accommodates a loading dock and elevator. Each of the three floors contains 5,000 square feet with every area arranged to offer function and

beauty. The business of 89,000 members throughout the country is handled here in the IBM department, accounting department and mailing and clerical departments. Among other rooms are the board room, archives room, grand presidents' hall, library and lunch room. The press room and bindery channel printed work for completion.

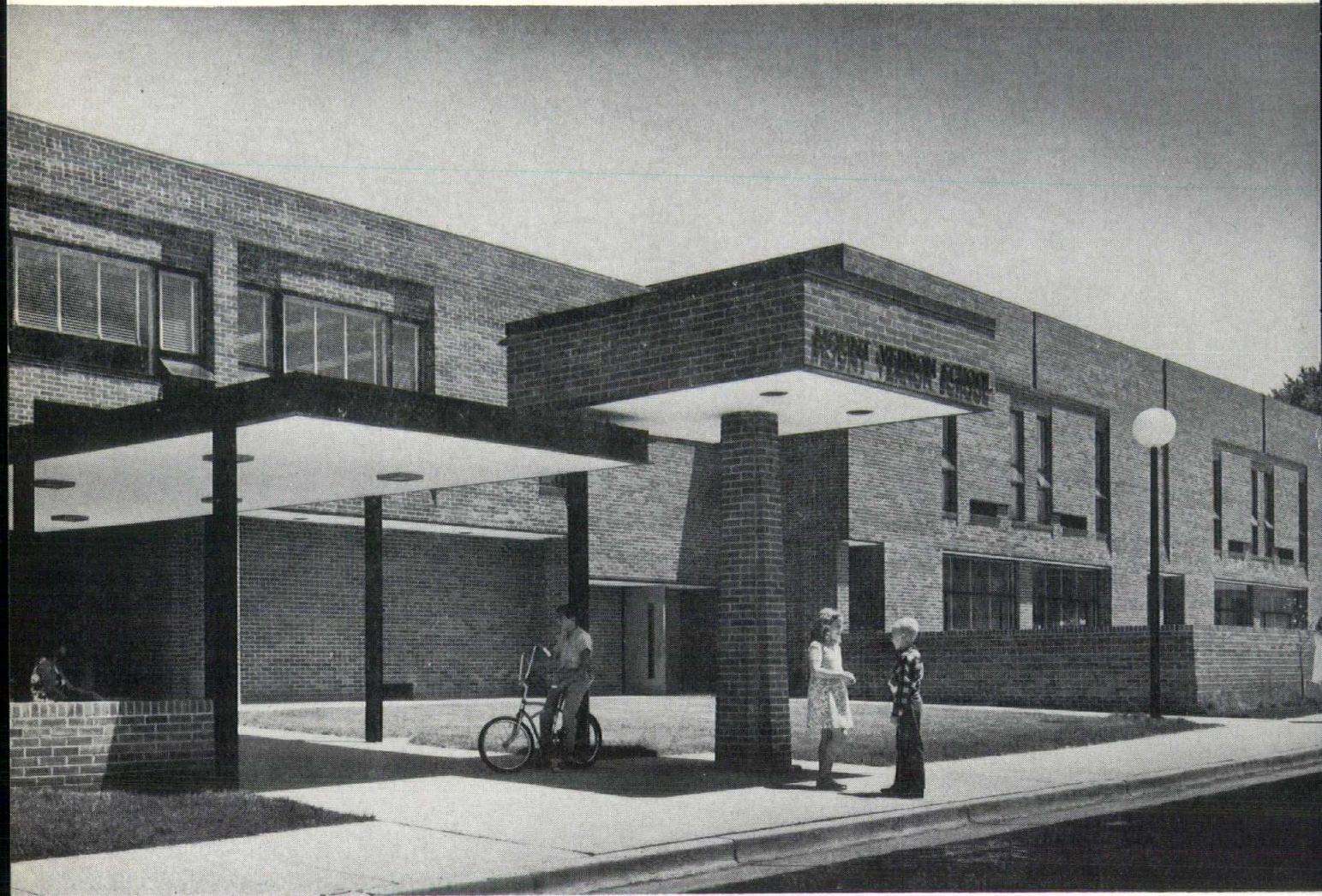
The physical requirements are generously provided for in this facility and the aesthetic spirit of young American men is felt to abide within its walls.

### Subcontractors and Suppliers (All Richmond Firms)

Kayhoe Construction Corp., general contractor & carpentry; F. G. Pruitt, Inc., excavating; W. M. Walder, Jr., Inc., masonry; S & W Steel Co., Inc., steel; R. Willison Roofing Co., roofing; M. Chasen & Son, Inc., painting; Manson & Utley, Inc., weather-stripping, insulation, acoustical & resilient tile; F. Richard Wilton, Jr., Inc., plaster; Fairfield Tile & Marble Co., ceramic tile; H. Beckstofer's Sons, millwork; R. M. Greene, electrical work; T. A. Talley, Jr. & Co., Inc., plumbing, air conditioning, heating & ventilating; W. W. Moore & Sons, Inc., elevator; Pleasants Hardware, hardware.



# STRIKING SCHOOL CONVERSION



VOSBECK-VOSBECK-KENDRICK-REDINGER  
Architects & Engineers

SHARPE & HAMAKER, INC.  
General Contractor

**T**HE PROBLEM as presented to the architects, was to convert an old school facility into a modern educational and community center. The old school was the Mount Vernon School of Alexandria, which has now been upgraded into an attractive educational and recreational facility by the architectural-engineering firm of Vosbeck-Vosbeck-Kendrick-Redinger. The original building consisted of three stages of construction built in 1907, 1925, and 1949. It was determined that the 1925 and the 1949 units would be retained and rehabilitated, the 1907

unit would be demolished, and a new unit constructed which would relate to and tie together the older sections. The total facility was planned and constructed to serve the City of Alexandria as part of a program for improved schools and improved recreational activities.

The six acre school site is located on a triangular site formed by the intersection of Mount Vernon and Commonwealth Avenues. The improvements and additions were designed to provide facilities for a total enrollment of 1,135 elementary and kindergarten students.

The school was carefully master-planned to become a functionally effective educational complex and not merely a renovated facility with some additions. The planning objective was to treat the whole site in its entirety as related to total community educational and recreational needs. In addition to the basic school facilities, provisions were made for the Alexandria Recreational Department activities and a branch library which is now under construction.

The architectural challenge for the school facilities was to plan the school





(Photos by J. Alexander)

as a single teaching and learning environment by re-design of the old building interiors, and to design an addition that would totally integrate with the renovated structures. At the same time, the development program was arranged to permit the 1907 building to remain in use during new construction. After completion of the new structure, it was demolished. This provided for the least disruption of educational activities in the community.

The new section includes ten classrooms; four kindergartens; a multi-purpose recreation room; administrative offices; a clinic; a kitchen; a gymnasium or multi-purpose room; teachers' lounge and special educational rooms.

### Type of Construction

The appearance of the new building has been designed for compatibility rather than contrast with the earlier structures. The new facilities are housed in a two-story steel structure with brick exterior and concrete block interior. The brick color and texture reflect the appearance of the bricks in the existing buildings. The second story is the dominant feature with the first story recessed to provide variety to the facade. The windows are recessed and corbeled brick reflecting similar detail in the old buildings as well as providing articulation to the exterior wall. The main entrance to the school has been located off Commonwealth Avenue, to better serve the residential community, rather than off Mount Vernon which

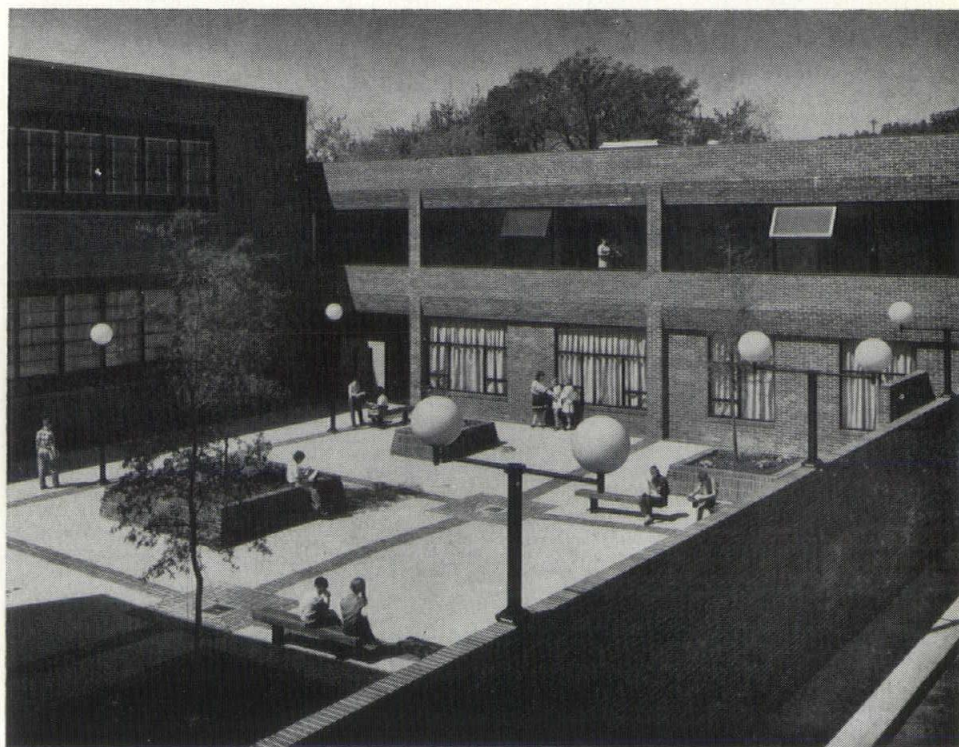
is a commercial street. The entrance is spacious and pleasant, opening onto a small park-like setting.

The existing facilities were completely rehabilitated in order to meet current standards of school design. The internal traffic circulation was redesigned to achieve greater economy of movement.


The rehabilitation included complete electrical system replacement, conversion of heating plant from coal to oil

and the addition of air conditioning. In addition, toilets and sinks were added to many of the primary classrooms. An old multi-purpose room was remodeled into a modern dining room. New windows were provided in the classrooms of the oldest building. New ceilings and recessed lighting have been provided throughout. Many old walls were removed and operable walls installed. Fire safety factors were modified to

*(Continued on page 115)*







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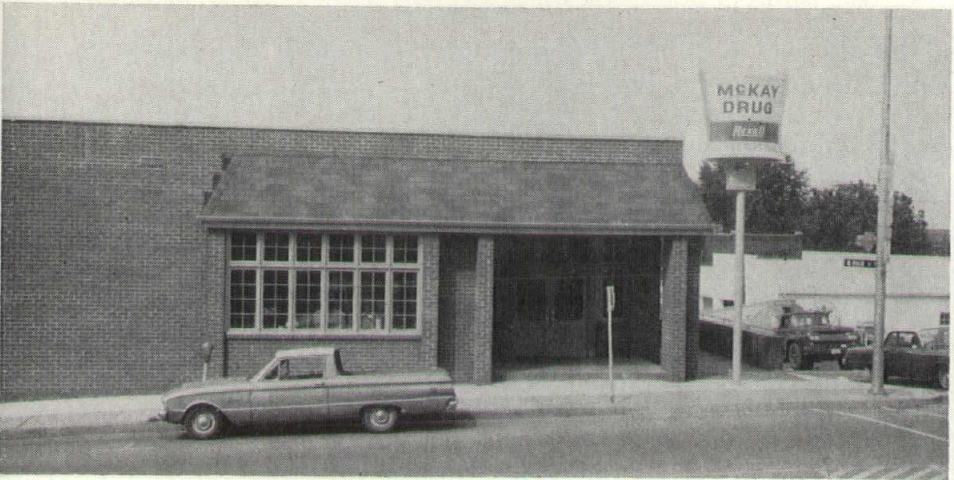


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## McKAY'S DRUG STORE - LURAY



**BAUGHAN & BAUKHAGES—Architects**

**JAMES H. STRICKLER**  
Mechanical & Electrical Consultant

**BAUGHAN CONSTRUCTION CO., INC.**  
General Contractor

**M**cKAY'S DRUGSTORE is located on the corner of Luray's main intersection, Broad Street & Main (US 340 & 211). It is a two-story building with entrances on both levels. The main entrance is on the upper level at the corner facing Luray's busy intersection. The other entrance is on the lower level off of the parking lot. Also on the lower level there is a twenty-four hour delivery door for stock.

The upper level is devoted to the pharmacy, retail sales, office and lunch counter. The pharmacy is of the latest design; raised slightly above floor level. The entire sales area is paneled and has an acoustical tile ceiling with fluorescent lighting. The lower level contains storage areas, mechanical space, toilets, trash room, with approximately two-thirds of the area devoted to rental space.

### Subcontractors and Suppliers

Baughan Construction Co., Inc., Luray, general contractor; Bristol Steel & Iron Works Inc., Richmond, steel, steel roof deck & joists; N. W. Martin & Bros., Inc., Charlottesville, roofing; Binswanger Glass Co., Inc., Richmond, windows & glazing; Manson & Utley, Inc., Charlottesville, acoustical; Standard Tile Co., Inc., Staunton, resilient tile; Augusta Steel Corp., Verona, steel doors & bucks; Chandler Electrical Co., Front Royal, electrical work; J. Rex Burner Co., Inc., Luray, plumbing, air conditioning, heating & ventilating; Pleasants Hardware, Richmond, hardware; Painter & Mundy, Inc., Elkton, paving.

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## AIA NEWS

(Continued from page 8)

### NOMINATIONS OPEN FOR REYNOLDS AWARD

■ The American Institute of Architects announced the opening of nominations for the 1970 fourteenth annual R. S. Reynolds Memorial Award for distinguished architecture with significant use of aluminum.

The largest cash award in architecture, the international Reynolds award offers an honorarium of \$25,000 and an original sculpture in aluminum to the honored architect or group of architects. The program, administered by the AIA, is sponsored by Reynolds Metals Company in honor of its founder.

Architects or any other interested persons may submit nominations until Feb. 2, 1970, by using a form included with an AIA brochure on the Award, or by writing to the Reynolds Award, The American Institute of Architects, 1735 New York Ave., N.W., Washington, D. C. 20006. Data binders describing the entries must be received by time of the jury meeting Feb. 25-26, 1970.

Brochures describing criteria for the Award are being mailed to all members of the Institute and to foreign architectural societies.

The 1969 Reynolds Award was won by London architect Boyd Auger for design of the Gyrotron structures at the Man and His World Exposition in Montreal, Canada.

### NATIONAL CONFERENCE SCHEDULED

■ The Joint Committee on Employment Practices will sponsor its third annual conference on December 5, 1969, under the theme, "Employee/Employer—A Relationship in Transition."

Under this theme, the all-day conference will present ideas on attracting and retaining men and women into the design professions. The emphasis will be on the opportunities for service in resolving social problems, the right of employees to representation in developing means to make their service more effective in enhancing the total environment, and the opportunities for em-

ployers and employees to develop an attractive work environment. Preliminary plans also call for a prominent luncheon speaker to discuss the future of environmental patterns.

This third in the series of annual conferences will be held at the Arlington Park Towers, adjacent to Chicago's O'Hare Field.

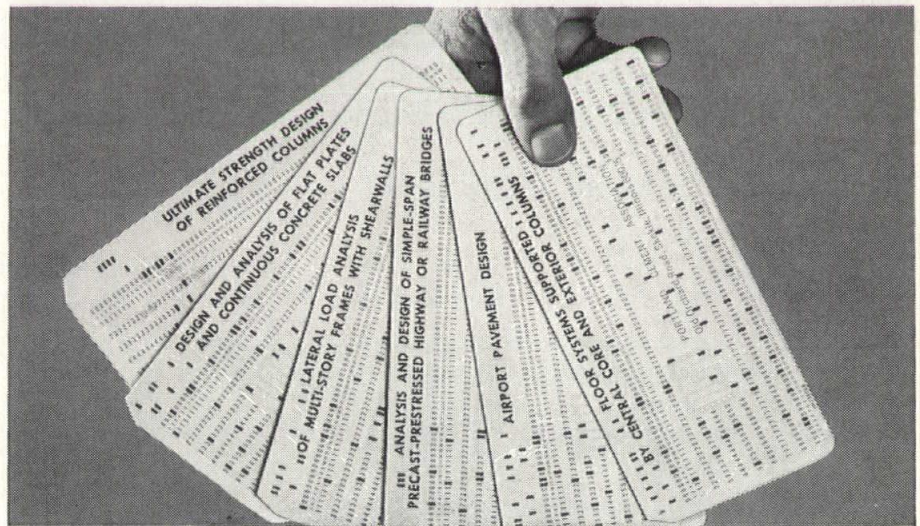
The Joint Committee on Employment Practices is a coordinating body of the American Congress on Surveying and Mapping, American Institute of Architects, American Institute of

Chemists, American Society of Civil Engineers, Consulting Engineers Council/USA, Council for Photogrammetry, and Professional Engineers in Private Practice of National Society of Professional Engineers.

At its meeting on June 6, 1969 the Joint Committee elected new officers as follows: Robert Piper, AIA, Chicago, chairman; Robert Myers, PEPPNSPE, St. Louis, vice chairman; Leland Beal, ASCE, New York, treasurer; and Robert Class, AIA, Washington, secretary.



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## ARCHITECTURAL STUDENTS BRING HELP TO CITIES

■ From North Georgia to San Francisco Bay, American cities are getting help from a new source—architectural students.

Students are moving out of the nation's 92 architectural schools into the field "where the real problems are," reports The American Institute of Architects.

At Gainesville, Georgia, 14 Georgia Institute of Technology students have just designed a bright future for a 139-acre poverty pocket, with new kinds of housing, a projected highway relocated, stores, and a community center to build neighborhood pride.

Surprising community support — from the poor and the powerful—is reported in such cities as Tulsa, Detroit, San Francisco where some of the nation's 22,000 architectural students are laboring.

University of Kansas students are at work on both sides of the Missouri River, 34 miles from their campus, in the two Kansas Cities. From patch-up to rehabilitation and entirely new buildings, half of the university's 400 architecture students will take part in the work, some of which is underway in Kansas City, Kansas' Model Cities area.

"We have to tread very carefully," explained Dean Charles H. Kahn, AIA.

"It's ticklish for outsiders to come in and try to take over direction. We have to work through existing community organizations," said Kahn.

Sometimes, students feel they must help start the community organizations and get involved in local politics. That has happened at Cambridge, Massachusetts where students from Harvard's Graduate School of Design are providing data and leadership for tenant groups seeking rent control.

Architectural students, before they graduate, always had to design buildings that could be constructed.

This was called studio work, because it took place at school.

Students designed model homes, schools, city halls, etc., sometimes for design competitions. The ideas they uncovered often popped up later as they practiced their profession.

Laboratory work is different because it occurs in the market place of opinion where ideas clash. The student must consult with the general public, users, as well as the men and institutions that will pay the bill. He may become an

advocate like medical and legal students who uncover human needs when they operate clinics in the city.

Students have to spend time in the neighborhood, perhaps live there. Part of their job is to advise what should not be built.

"I don't see how an architectural school in the 20th Century can function without the laboratory approach," said Kansas Dean Kahn.

"To be a good architect, you've got to be a planner first now. We had to go to the people," said William von Hedemann of Cincinnati, one of the Georgia Tech students who translated needs of black citizens in Gainesville into a design. Tech sociologist Morris

Mitzner helped write a questionnaire students used to interview families in the neighborhood. Questions covered space needs inside houses, where people met, distance to churches and jobs, incomes and other matters.


"We will never be the same again. We're now much more concerned about what physical plans can do to people and how they harm or help," said Miles G. Bolton of Griffin, Ga., nephew of Georgia's attorney general.

The Georgia Tech crew is urging that a planned new highway be rerouted so it will not split the neighborhood.

Other key student findings for the



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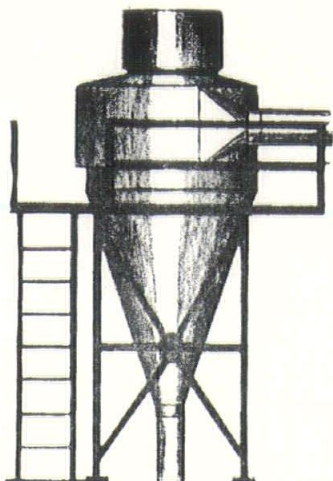
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(Continued from page 77)

area that architect Garland Reynolds, AIA, calls "forgotten Gainesville":

—More people, not less, should be housed in the 139 acres because of Gainesville's acute housing shortage, high cost of lots, and blocks to Negro ownership elsewhere.

—A systems approach to housing is needed and possible. Prefabricated concrete or wood components should be brought to the site and assembled like building blocks, providing from two—to five—bedroom homes. "You could put wood, concrete or brick on the exterior of these cells and still save money," said Jeffrey S. Allen of Tenafly, N. J.

—Trailer manufacturers in Georgia could make the prefab parts.

—Pedestrian paths could link the neighborhood's 800 homes and apartments and underpasses would avoid automobiles.

—Gainesville should modify its zoning ordinances and make other adjustments to cut costs so the citizens could own their homes. This would help stabilize the neighborhood, meet the city's 1,000 to 1,500 shortage of workers, and promote better home maintenance.

—A small shopping center and a community center next to an existing elementary school would give focus and identity which builds pride.

R. Carl Chandler, board chairman of J. D. Jewell Frozen Foods and former board chairman of Crowell-Collier Publishing Corp., says the Georgia Tech work at Gainesville has national significance.

"Many programs like this have failed because they were stereotyped and superimposed" from outside, Chandler told the Gainesville Kiwanis Club.

Adequate housing and a resulting boost in civic pride could keep the young and better educated black and white in smaller cities like Gainesville, says architect Reynolds. Now, smaller cities lose much of their future leadership because the young migrate to big cities, Reynolds pointed out.

Around 10 million Americans moved from rural areas and smaller cities to metropolitan regions from 1950 to 1960, according to the U.S. Bureau of the Census. Many did not find improved living conditions, said Reynolds, and their frustrations added to urban unrest. Many would prefer a less congested setting if jobs and housing are available, Reynolds claims.

The Georgia Tech study cost the city \$1,000 plus contributions of \$2,000 and was comparable to work done by

professional planning consultants who would charge \$1,500 to \$50,000.

Charles Morrow, a Negro educator who lives in the Model Cities neighborhood of dirt streets, trees and scenic vistas, and who is vice chairman of the advisory Model Cities committee, said he backs the student findings.

However, he pointed out the root problem in most U.S. cities is the powerlessness of the poor and minorities. Physical design alone cannot overcome this, he said.

Harvard Graduate School of Design students reached the same conclusion in their own back yard.

"Cambridge is under tremendous pressure at the moment, from highways, real estate investors and speculators, from Harvard and M.I.T. and from offices and research operations that are spinoffs now from a major university," pointed out William S. Saslow, student and research associate at the Harvard M.I.T. Joint Center for Urban Studies.

Students—who have a personal stake in the future of the Boston suburb since they must hunt for housing—cast their lot with local residents.

They are battling an Inner Belt Freeway that would remove homes for poor whites and blacks and students. And they are supplying ammunition for obtaining rent control. In Boston, M.I.T. and Harvard students helped "awaken citizen awareness" to save an eight-block neighborhood in South Boston from urban renewal demolition. They also presented physical plans "showing what could be done in this neighborhood," according to Saslow.

"From the people themselves one begins to get an understanding of what the people want," said Bruno Leon, Dean of the University of Detroit School of Architecture.

"We don't write the program for the student. He does it," but only after thorough investigation on the scene. "To be blunt, all architects should do more of this," said Dean Leon, AIA. Detroit students have already helped rehabilitate houses in two parts of that clamorous city. Detroit Chapter AIA co-operated. Students are also at work on the analysis of Highland Park, an incorporated city of 40,000 inside Detroit and near the school.

Oklahoma State University at Stillwater is reaching 75 miles east to open a field office in Tulsa's Model Cities neighborhood. Under a \$62,000 grant from the city's Model Cities agency, the School of Architecture will have five to seven students working in the black district.

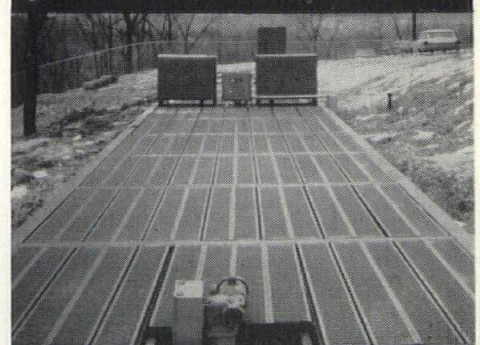


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"The black man has not been fully consulted; we hope to overcome that," said OSU department head F. Cuthbert Salmon, AIA.

Working with the Tulsa Chapter, American Institute of Architecture, the OSU team will use black professionals, and advise on rehabilitation and the design of new buildings such as a community center to replace one in an old gas station that burned down.

"Programming is a very essential part of design. You have to find out the needs of owner and user. If you do not do this, you're just a paper architect," Dean Salmon tells his students.

A warning on the new student surge

comes from Harvard Prof. Reginald R. Isaacs, who fears "crocodile tears" and "amateur sociology."

Work in the field, based on demands by citizens and politicians, can result in "compromise built on top of compromise," cautioned Isaacs.

"In my view the student should be engaged in both studio projects and laboratory projects," added Isaacs.

Otherwise there is danger of "peanut planning and peanut architecture. There has to be equilibrium. We've been cursed with the super ego architect too long. This could be a new chapter," said Isaacs.

The trend from designing individual

buildings to places and now to social solutions appears marked, however.

Stanford's architecture department has gradually shifted from designing "more beautiful and functional" downtown urban renewal in California to solving garbage disposal for the affluent mid-San Francisco Peninsula, and even thornier civic issues..

Two years ago the department's community planning laboratory — which now includes law students and others—advised the tiny and stubborn bay port town of Alviso to join booming San Jose (pop. 450,000). "Alviso was sinking" recalls Stanford graduate John Barksdale. Even though San Jose had helped the sinking by pumping water from beneath the port town, citizens reluctantly did vote to annex.

"We found two sides, the grass roots against incorporation and the landowners for it. It certainly made us aware of problems we will encounter," said Barksdale.

Next fall, Stanford will attack housing problems in Metro San Jose which has a vacancy rate of around one per cent and soaring housing prices. They will confront tax and land use problems as well as design.

Students, of course, don't have to pay for their solutions or even suggest how to finance them.

At Michigan City, Indiana in 1962, twelve Notre Dame students proposed "dramatic" downtown rebirth including a shopping mall, highrise building and other uplift. "Grandiose" was the reaction of some skeptical officials.

A law suit and other complications stalled Michigan City urban renewal.

Finally a new outlying shopping center forced downtown landowners to form a development corporation which now plans to vacate part of the main street and erect "the first downtown shopping mall in Indiana."

"You know, those student plans are strangely coming true," says Robert A. Bailey, executive director of the city urban renewal department.

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## ARCHITECTS LISTEN TO STUDENTS

■ A greater alliance of efforts—both monetary and personal—between student architects and practitioners and a re-definition of the role of the architect were called for by U. S. and Canadian students at the Convention of The American Institute of Architects and The Royal Architectural Institute of Canada.

More than 1,500 architects were in the Grand Ballroom of the Palmer House for the "Student Speak-out," the second such program in as many days at which the students presented their programs.

Peter Dandyk and Stan Selso of Canada noted that there is no official student architectural organization in their country, and that the students are concerned primarily with re-defining architectural education. They said that since they do not have the race and ghetto problems which are prevalent in the U.S., they are working toward a coalition between the practitioners, educators, and students, whereby the latter will have a voice in determining curriculum.

Representing the U.S. students, Taylor Culver, East Orange, N. J., President of the 17,000-member Association of Student Chapters, AIA, and James Kollaer, Vice President, Lubbock, Texas, explained the commitment they want the architects to make. As they had said in the ASC-AIA officers session, they repeated the request for \$15 million for social action projects.

Explained Culver, "The allocation will be used to help communities determine the way in which they want to live. This is what we want you to be about," he said. "Architects can build their buildings, but it's the people who are going to live in them that must say what they should be. We ask you to stand for something."

He called for an on-going program, not a one-year commitment, and said that it would be structured with equal student-AIA member participation. "We don't think architecture is necessarily the problem," he said, "We are re-defining the role of the architect and want you to be a part of it."

Ray Smith, of the Architects' Workshop in Philadelphia, said that the final product of the work proposed by the students would not be aesthetics, but that through the program a community would be able to develop a political and economic strength it did not have before, and it would be given



technical assistance it could not otherwise afford.

When asked by Robert S. Sturgis, AIA, Cambridge, Mass., what grouping would constitute a "community," Culver said that whether it was a house, an area, a city, or the world, the "community" would be represented by an organization and given funds to sustain itself.

Vernon F. Smith, AIA, Lawrence, Kansas, praised the students for examining the problems. Giving them credit for being thoughtful and concerned, he asked them for a statement of specific

problems and alternative solutions. Another member said that the request for \$15 million was minimal, that the students should be praised for giving the AIA leadership.

Also speaking for the students, Marcus M. Kane, AIA, New York City, asked, "Is the architecture you see here what you want to be doing?" Leonard Currie, FAIA, Dean of the College of Architecture and Art, University of Illinois Chicago Circle campus, said, "Students are much more mature now than they were a few years ago. They have

stimulated us and provided a goal, and it's the responsibility of the Institute to make a significant input into this."

Culver said, "We want you to understand that students are human beings. We dislike what we've been given as society, and we want to work to change it. Specifically, we want to do it with you—blacks, whites, young, and old."

AIA President George E. Kassa-  
baum, FAIA, enjoined the members, "We have been given a challenge here, not an unreasonable demand."



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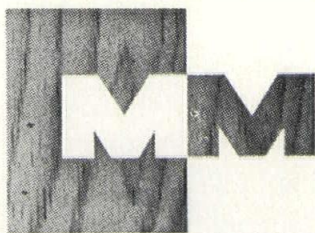
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## Urban League and AIA Announce Joint Program

■ A national program to increase the number of qualified technical personnel available to solve the architectural, urban, and environmental problems facing the country was officially established by the National Urban League and The American Institute of Architects.

Announcement of the program, designed to aid disadvantaged young people, was made by Adolph Holmes, Director of Program Operations for the Urban League, and AIA Vice President Francis D. Lethbridge, FAIA, at a press conference in Washington, D. C. They said that a major objective of the joint program is to provide greater opportunity for disadvantaged young people to become technically qualified.

Mr. Holmes said that a 44-week technician's on-the-job training program in architectural offices will be set up. Fifty training places in ten or more cities will be located by the Urban Design and Development Corporation, the non-profit corporation established by AIA in February, 1969, which is co-sponsoring the program with the Urban League.

According to Mr. Lethbridge, the architectural offices selected will be responsible for selecting and hiring the trainees, working with them in accordance with a training schedule, mutually set up with the trainee and the Urban League OJT office, evaluating the trainee's progress to determine if he should continue, or has successfully completed, the program, increasing the trainee's salary after 22 weeks, guaranteeing a full-time job to trainees who successfully complete the program, and carrying out ethically, and in good faith, the intent of the U.S. Department of Labor.

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ment of Labor's training contract with the National Urban League.

Mr. Holmes said that the National Urban League will recruit and screen potential trainees, assist in the preparation of the training schedule, aid and counsel the trainee, place the trainee on another job or program if he is unsuccessful in the first one, pay part of the costs of supervisory training for 44 weeks, and provide all of the administrative support and training guidance needed by the trainee.

The Urban Design and Development Corporation, in addition to locating 50 training places in ten or more cities, will assist in the preparation of training guidelines and obtain the endorsement and support of the profession to expand the program.

Mr. Holmes explained that the trainees will be screened by the Urban League's local OJT office, but selected and hired by the practitioner. He said that any disadvantaged person is eligible, but that it is expected that the majority will be minority, disadvantaged, young people who have a substantial high school education or diploma.

According to Ralph G. Schwarz, president of the Urban Design and Development Corporation, architectural firms are encouraged to notify the Corporation of their interest in working with trainees. He said that although 50 places are the immediate goal for the program, they hope to expand it in the future.

The program is one of several worked out by the Urban League and AIA in response to Urban League's Executive Director Whitney M. Young's challenge to the architectural profession in his keynote address at the 1968 AIA Convention in Portland. At that time, he urged the architects to commit themselves personally and professionally to an improvement of the urban environment in line with the principles of democracy and the Judeo-Christian ethics."

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## Professional Workshops

■ Nationwide support has caused The American Institute of Architects in one year to double its advanced education workshops for architects and others in the construction industry.

The six remaining sessions of The Professional Development Program in five cities are slated for November and December. The Institute has announced.

Urban design, professional liability and arbitration, economics of construction, and construction management are the new courses. They will be offered in addition to repeat sessions on financing of building projects, law suits and legal entanglements, specifications and programming of buildings.

More than 800 architects, contractors, engineers and others are expected to attend the fall workshops, AIA estimated.

Additional workshops, some on new subjects, will be set in 1970, said Martin Gehner, AIA, of Storrs, Conn., chairman of AIA's Continuing Education Committee.

The purpose of the sessions is to upgrade architectural practice to meet a building boom now running around \$90 billion a year in the U.S. "The architect who neglects professional development faces professional extinction," said Julian Kulski, AIA, committee member from Washington, D.C.

The workshop schedule:

\* **The Architect and the Law.** Atlanta, Ga.—Dec. 6. George M. White, AIA, lawyer, engineer and architect from Cleveland, is the lecturer.

\* **Specifications.** Los Angeles, Cal.—Dec. 5-6. Philip Dworkin, AIA, New York City, consultant and teacher on how to write more accurate specifications, is the lecturer.

\* **Project Finance and Loan Development.** Chicago, Ill.—Dec. 6. Carl J. Tschappat, Georgia real estate and marketing expert, is the lecturer.

\* **Programming of Buildings.** New York, N.Y.—Dec. 5-6. Gerald Davis, AIA, San Francisco, president of The Environment Analysis Group, assisted by research director Sandra Ellis, is the lecturer.

\* **Professional Liability and Arbitration.** Washington, D.C.—Nov. 14-15. Herman C. Light, FAIA, of Los Angeles, an authority on architects' experience in court, is the lecturer.

\* **The Practice of Architecture in Urban Design** is offered in Washington, D. C. Nov. 13.

Lecturer for the last seminar has not been named.



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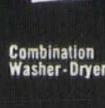
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## NATIONAL BOARD ESTABLISHED

■ The American Institute of Architects, The American Concrete Institute, and The American Society of Civil Engineers have announced the establishment of The National Board of Accreditation for Concrete Construction. Its goal is to attain maximum assurance of quality in concrete structures.

This Board will be administered by nine directors, chosen equally from the membership of AIA, ACI, and ASCE, who shall have no proprietary interests in concrete. With the cooperation and support of the three participating organizations, the Board will establish quality standards for concrete construction, including concrete production and testing. Procedures will be established for accrediting these operations.

The accreditation plan is available by voluntary subscription to contractors doing concrete work, ready-mix plant operators, pre-cast and pre-stressed plants, and testing laboratories. It shall be a simple demonstration of experience, ability, and disposition to

perform the work in full compliance with plans and specifications. Certificates of competency for contractors, certification of ready-mix plants and accreditation of laboratories will be renewable annually.

This plan is the result of a three-year study by a nine-man committee representing AIA, ACI, and ASCE.

## AIA Publishes Book on "Methods Of Compensation"

■ "Methods of Compensation for Architectural Services," a major addition to the American Institute of Architects' series of business oriented, educational publications, has been released by the Institute.

Prepared by the AIA Task Force on Compensation Methods, with the assistance of Case and Company, Inc., the 104-page book is designed to be used as a sound and effective basis for determining the advantages and disadvantages of the various methods in varying applications. Accordingly, it opens with a discussion of the philo-

sophical foundation of the structure and the criteria for selecting an ideal pricing method.

In addition to describing the traditional methods of compensation, the book discusses the composite, square foot, incentive, royalty, and client determination of value methods. In conclusion, it urges the architect to carefully match the method to the situation.

Members of the Task Force who compiled the study are: S. Kenneth Johnson, FAIA, Los Angeles, chairman; S. Scott Ferebee, FAIA, Charlotte, N. C.; Gustave Keane, FAIA, Huntington, N. Y.; Thomas H. Klausmeyer, AIA, Berkeley, Minn.; Jack D. Train, FAIA, Chicago, and Frank L. Codella, AIA, Administrator, Department of Professional Services at AIA Headquarters.

Copies are available from the Documents Division, The American Institute of Architects, 1735 New York Ave., N.W., Washington, D.C. 20006. Price is: members—\$4; non-members—\$8.

Other books in the series, also available from the Documents Division, are "Economics of Architectural Practice" (members—\$4.80; non-members—\$6) and "Profit Planning in Architectural Practice" (members—\$2; non-members—\$5).



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**T**HEODORE LEBA, upper right, gave the principal address for the seminar on masonry construction in Richmond on September 17. He was introduced by Henry Toennies, Director of Engineering, National Concrete Masonry Association, who also conducted the remainder on the seminar.

Architects, engineers and other interested people from all over the state gathered for the sessions which were co-sponsored by the Virginia Chapter, American Institute of Architects, Virginia Society of Professional Engineers and the Richmond Chapter of the Construction Specifications Institute.

Following a coffee house in the morning, those present gathered for a movie and slide show detailing non reinforced masonry bearing wall projects as tall as 13 stories.

While most of these were on the west coast, the architects, engineers and specifications writers were told that similar buildings in this area are on the way.

Following lunch there was a technical seminar on the actual structural design of such high rise bearing walls followed by a question and answer period.

Approximately 200 were in attendance.



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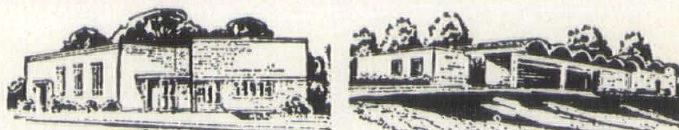
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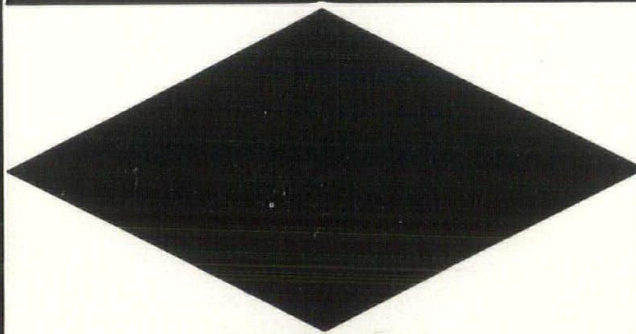
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## FOR THE RECORD

### Richmond Chapter, National Ass'n. Of Women in Construction Sends Delegates to National Convention

THE Richmond Chapter of the National Association of Women in Construction was formed in February 1967. Its objective is to unite for their mutual benefit, women who are actively employed in the various phases of the construction industry, and to encourage cooperation and better understanding among them. The organization is self-governing, non-profit, non-partisan and non-sectarian.

Officers for the coming year are: President—Thelma Bolton of Jas. Fox & Sons, Inc.; First Vice President—Elizabeth Landis of Ballou and Justice, Architects and Engineers; Second Vice President—Betty Rose of The Ceco Corporation; Recording Secretary—Betty Paulini of Stamie E. Lytle Co., Inc.; Corresponding Secretary—Elsa Kirk of J. H. Pence Co. and Treasurer—Margaret Watkins of the Builders Exchange.

Greater Tidewater of Virginia also has a chapter, and along with Richmond and various cities in North and South Carolina, composes Region 11 of NAWIC.

Two delegates from the Richmond Chapter, attended the Fourteenth Annual Convention of the NAWIC. They were, Mrs. Elizabeth Bishop, who is employed by the firm of E. C. Ernst, Electrical Contractors, and First Vice President of the Richmond Chapter, Mrs. Elizabeth Landis. The convention, with 735 in attendance, was held September 18, 19 and 20 at the Hilton Hawaiian Village in Honolulu, Hawaii.

The business session on Friday, September 19th was officially opened with a salute from the U.S. Marine Band

of Pearl Harbor, followed by a presentation of Colors from the Royal Hawaiian Guard. Florence Hawisher of Bradenton, Florida, the President of NAWIC introduced The Honorable John A. Burns, Governor of Hawaii. Governor Burns welcomed with enthusiasm the delegates to this convention, saying with considerable pride that it was at his insistence that chapters of this organization were formed in Hawaii.

On Saturday, the convention was further honored to have as a speaker The Honorable Patsy Takemoto Mink, United States Representative from Hawaii. In a forceful and dynamic speech, Mrs. Mink urged women to assume a more vital role in their jobs while stressing the important part that the construction industry plays in the world today. She forecast a "dark future" if legislation is passed reducing Federal money in construction.

R. A. Obrock, Senior Vice-President of The Dillingham Corporation spoke to the convention on the necessity of careful control of monies and manpower hours in construction if a reasonable profit is to be expected. He emphasized that the time to control cost was in the early planning stages, long before plans go out for bids. Mr. Obrock is an architect, and as an officer of his corporation, heads up the Cost Control.

Island entertainment and fashion shows were provided at the two luncheons, and at the President's Banquet, which ended the convention, the guests were entertained by the Kamehameha Alumni Glee Club.

The trip, which was also a vacation for the two Richmond Chapter delegates, was not all business filled. Enroute, they stopped at Las Vegas, Nevada for several days and then on to Honolulu. After the Convention, they toured the island of Oahu, and flew one day to Hilo, Hawaii and returned via Kona, Hawaii. While on the island of Hawaii, they toured the Black Sand Beaches, the Orchid Nurseries and Volcano Park. This park is under the National Park Service and the land route was over old lava craters which extended for miles in all directions and presented an unbelievable sight, much like a "moon visit." The remaining days were spent in San Francisco, which also proved to be a fascinating city.

Next year, the Fifteenth Annual Convention of NAWIC will be held in San Antonio, Texas, with a post-convention tour being planned for Mexico.

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Mid-State Tile Company now has a sales promotion underway which gives customers air miles along with goods purchased. The incentive is called, "Mid State's The-More-You-Buy-The-Farther-You-Fly-Plan." The plan, which is announced by information distributed in a folder similar the kind used for airline tickets, will be in effect throughout the fourth quarter of 1969. Air miles, with a value based on the international average are accumulated and the customer is free to use them anywhere, anytime, during 1970.

Mid-State, a manufacturer of ceramic tile, has put a mile value on different quantities of its products. A customer buys and along with his invoice Mid-State furnishes a certificate which tells how many miles the purchase earns. The customer saves these certificates for a running account and Mid-State plans to advise its customers of their total mile count after January 1, 1970.

In addition to the base miles, bonuses are available. These are given on three new products and orders for 10,000 feet or more. Mid-State reports that distributors who are aggressive and buy to take advantage of the

bonuses can easily earn enough miles to fly around the world.

There are no restrictions on who can use the miles. They are given to the company in the form of a credit with Eastern Airlines. Customers can make reservations with any airline through Eastern or can obtain an Eastern gift certificate. Any number can fly at different times and one distributor has announced its plan to pass the incentive on to its own salesmen.



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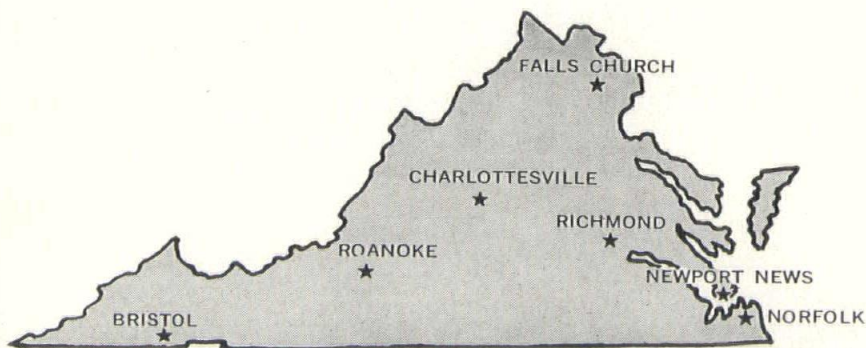


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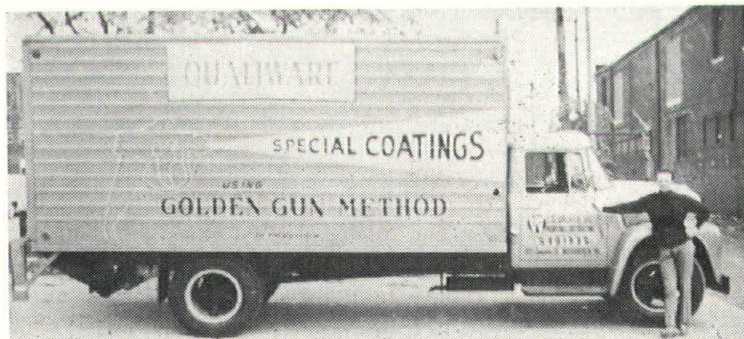
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## Exhibit Helps Recognize "50 Years of Bauhaus"

In recognition of the 50th anniversary of the founding of the Bauhaus in 1919, an enormous exhibition sponsored by the West German Government is now making the international rounds. The North American phase of the exhibition is now under way. It was on display in Chicago (on the campus of the Illinois Institute of Technology) during August and September of this year. The exhibition mounted in Toronto (November and December) and will be in Pasadena (March and April 1970). Negotiations are in progress to bring it to the East Coast (New York or Boston) in mid-1970 before scheduled showing in Japan and Australia. The exhibition has already been acclaimed in Stuttgart, London, and Paris where it drew record attendance and lavish Press attention.

A happy union of quantity and quality characterizes the exhibition: some 2000 displays filling 30,000 square feet of floor space include some of the best work of such masters of the modern art and architecture movement as Paul Klee, Wassily Kandinsky, Lyonel Feininger, Oskar Schlemmer, Laszlo Moholy-Nagy, Josef Albers, Johannes Itten, Walter Gropius, Mies van der Rohe, and Marcel Breuer—Bauhaus Masters all.

All aspects of the Bauhaus movement are covered, including the history and daily life of the Bauhaus and its teachers and students. The work of art and industrial crafts on display include paintings, prints, photomontages, sculptures, architectural plans and models, stage and theater designs, furniture, carpentry, textiles, stained glass, pottery, metalwork, typography and book design, wall paper, posters, programs, and advertising brochures.

Walter Gropius spoke at the opening of the exhibition in London, September 1968. He said:

"Almost half a century has gone by since the Bauhaus started its activities in Weimar. You will hardly expect me to deal here with its history, but what I am eager to explore is this: which ferments of its initial idea are still



regnant and viable. The Bauhaus did not have a fixed program. With all its Masters and students participating, it gradually coalesced under the sharp fire of argument and fight from within and from without into an articulate humanistic idea. Thanks to its open process of development, it has retained its range of paradoxical interpretation and dissemination, also after crossing into other countries. This is evidenced by the acceptance of its basic approach by many schools and by numerous publications about the Bauhaus—books as well as articles—in England, U.S., Italy, France, Japan, Germany, and also the eastern European countries including the USSR.

"Yet it is still too little understood that the Bauhaus undertook the decisive educational step to declare the usual imitation of the teacher by his student sternly taboo, and instead to develop a science of seeing, gradually derived from *objective* physiological and psychological observations with the help of which each individual may then develop his own *subjective* presentation. The visually gifted person aspires to eloquence by a mute language of optical means. The technical part of this language, the 'how,' can be learned; the content, however, the 'what,' is a personal statement.

"All the Bauhaus Masters—individually so heterogeneous in their subjective expression — Klee, Kandinsky, Moholy, Schlemmer, Itten, Feininger and Mucbe — willingly participated with their own formulations in building up methodically such an objective grammar for visual 'gestaltung.' Yet it disappoints me that this important beginning of a science of seeing has—with rare exceptions—not been sufficiently expanded and amplified by other institutes and individuals, and that imitation has not been rooted out yet from the education of artists and designers. Mostly former members of the Bauhaus continued objectively to formulate optical phenomena: Moholy-Nagy, Albers, Schmidt, Kepes, Bayer and myself and others in writing and lecturing.

"Today this field of development benefits from the fact that the trend towards specialization is fading and is being replaced by a trend towards totality of approach: interrelationship of the total visual environment, the mutual interdependency of all visual phenomena and their psychological significance. Accordingly former controversies, like my earlier slogan 'Art and Technique a new Unity,'



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have been settled by life itself, for such a synthesis does not impair artistic freedom. On the contrary it enriches creative man by constant renewal of tools and methods to invent form. In numerous cases of my own professional practice in collaboration with engineers, I have found that their decision regarding the form of a product or a component building part—if they have a choice—is determined not only by technique and economy, but also by their instinctive predilection for this-or-that shape. The slowly-developed attitude in the Bauhaus to include everything, to exclude nothing which belongs to the totality of life, to say 'and' instead of 'either-or,' has anticipated today's come back to a total involvement as against narrow specialization.

"Looking back at the active year of the Bauhaus, it interests me to recognize that, without any dictation of preconceived organization, a spiritual affiliation developed among us, a research spirit in laboratory-like environment, perhaps just because a 'laissez-faire' was respected by everybody. This antipolar attitude, which emphasizes outspoken individual development combined with the conscious realization that creative work should not be pursued in egocentric isolation but be related to society, appears to me to represent the most influential precondition for a healthy approach in all education.

"Paul Klee touched this topic of the relation to the community in a lecture given in Jena in 1924. He reported that he saw sometimes in his dreams a work of immense scope embracing all the elemental objective and stylistic problems. He believed that it was good to imagine now-and-then its feasibility. 'But,' he stated, 'we do not command yet this greatest strength, for we are not sustained by a people, but we seek their response. We began with it in the Bauhaus. We started there a community to which we gave everything we had. More we cannot do.' This quotation is an historic document, a compass for the future by the wisest member of the Bauhaus, and it is a deep satisfaction for myself. This theme of relationships, of giving common values new validity, has occupied my life and has stimulated my attempts to contribute to its solutions. In the Bauhaus I have learned that the artist, the designer needs both in order to work creatively: to find deep concentration in lonely seclusion, as well as a lively exchange with his community whose



verchanging growth phenomena he often symbolizes. Collaboration and exchange with others does not lead to loss of identity and personal ideas—as it is often interpreted—but on the contrary it amplifies individual power. By the ardent critique of others, one's own idea will be enriched and become more articulate, also personal vanity tends to evaporate. It has been the result of our common Bauhaus experience that each participant—Master or student—saw his productivity intensified by the stimulation of the group. When new forms of communication spring up through mutual contact with others, the metaphysical content of a creative piece of work gains validity and becomes more comprehensible to the common man. For such a development the Bauhaus has opened the door, which may be the reason for the fact that its humanistic idea is still worthy of consideration today. In spite of its mistakes and inadequacies, it has involuntarily developed spiritual shock troops who have stimulated others to investigate the new conflicts, new truths in life beyond their own professional limits. The Bauhaus has given evidence that one can achieve something in collaboration without losing the individual's identity and uniqueness. Most of the difficulties between man and man, we know, arises from faulty or misunderstood communication. A 'gestaltungs-philosophy,' which was slowly articulated with the help of all members of the Bauhaus, became our invisible bond. This has happened only after passionate debates and fights, for the universe does not surrender its secrets lightly. The decisive factor for what finally has been achieved in the Bauhaus, I believe, was due to the good *human* qualities of many Bauhaus members and their unusual vitality which prevailed against all odds.

"In recent years a reaction against the Bauhaus was noticeable, but it dealt with surface appearances only. The complexity and psychological implications, as we developed them in the Bauhaus, were forgotten, and it was described as a simple-minded, purely utilitarian approach to design, devoid of any imagination that would give grace and beauty to life. To this I can only say: the revolution of the twenties was total and moral, and its creators looked at beauty not as something self-consciously 'added on,' but as something that was believed to be inherent in the vitality, appropriateness and psychological significance of

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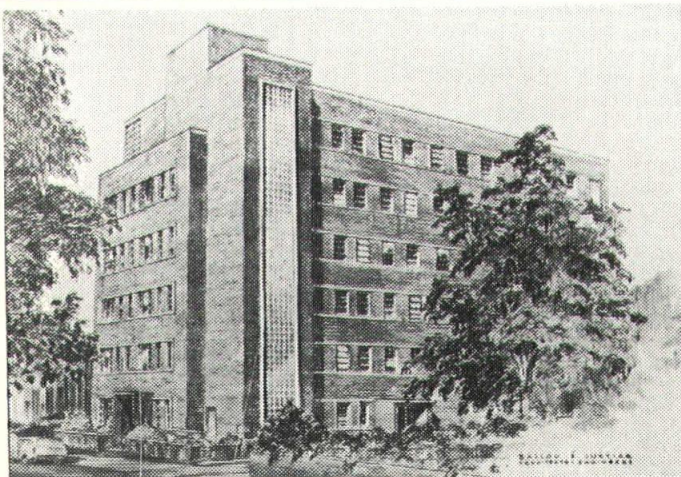
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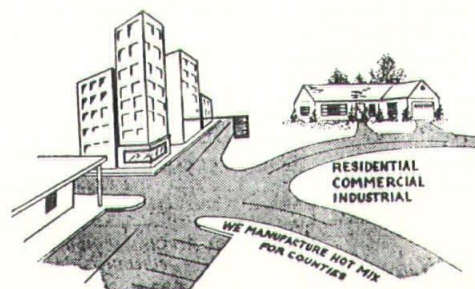
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"In this country it was Herbert Read who early in his book "EDUCATION THROUGH ART" recognized the educational potentialities of the Bauhaus. He agreed with me that art is a *basic* requirement of life, that accordingly occupation with art in all stages of education should not be treated as a dispensable luxury or as a status symbol at the margin of teaching programs, but that it rather should be put right into the center of any educational blueprint from the nursery on up. Only a plan in which science and art are balanced can develop a cultural group-consciousness as precondition for a flowering of the arts as a powerful equal to science and the economics of affluence."

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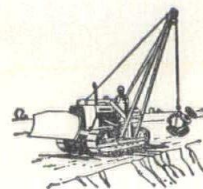
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## OR THE RECORD

(Continued)

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## SLATED FOR HEART RESEARCH

• Fourteen awards totaling \$155,165 to conduct heart and blood vessel research in Virginia for the fiscal year 1969-70, have been announced by Richard H. C. Taylor of Hanover, President of the Virginia Heart Association.

The awards are part of a record \$13,000,000 research effort being underwritten this year by the American Heart Association and its affiliated Heart Associations.

Of the total research awards in Virginia, nine, amounting to \$110,465, were made to seven investigators by the National Research Committee of American Heart Association. These are: Dr. Allan M. Lefer, Dr. Nick Sperelakis, Dr. Peter W. Holloway, and Dr. Stanton P. Nolan of the University of Virginia School of Medicine; and Dr. Richard S. Lower, Dr. Leon Swell, and Dr. Sami Said of the Medical College of Virginia.

The remaining five research awards in Virginia, including support of the Virginia Heart Association and Chapters Chairs in Cardiovascular Research at the University of Virginia School of Medicine and Medical College of Virginia, total \$44,700. These awards were made by Virginia Heart Association from Heart Fund contributions received throughout the State by Virginia Heart Association, its Chapters, Divisions, and Units, with additional support from two Chapters—the Piedmont Heart Association in Lynchburg and Peninsula Heart Association in Newport News. The awards were to Dr. Carlos R. Ayers, Dr. Luis M. Botero and Dr. Michael J. Peach of the University of Virginia, and Dr. David W. Richardson and Dr. A. Farrel Raper, Medical College of Virginia.

In addition to the Virginia Heart Association and American Heart Association research awards in Virginia for 1969-70, the Heart Association of Northern Virginia has awarded \$30,000 for research in its area for 1969-70.

"More than 1,400 scientists are now working in clinics and laboratories throughout the country on research supported by the American Heart Association, its Affiliates and Chapters," Mr. Taylor stated. "These men and women are seeking new and more effective ways



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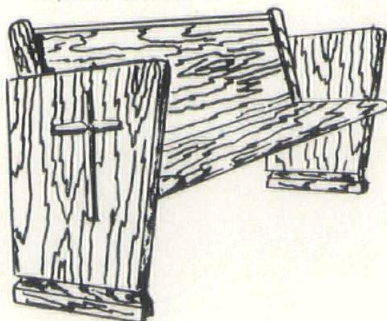
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## HEART RESEARCH

(Continued)

prevent and control heart attack, stroke, hardening of the arteries, high blood pressure, inborn heart defects and other heart and blood vessel diseases and conditions. Since the first National Heart Fund Campaign 21 years ago, more than 160 million Heart Fund dollars contributed by the public have gone into cardiovascular research," Mr. Taylor added.

"Although the research program is growing each year," Mr. Taylor said, "ever-greater public support of the Heart Fund is vitally needed if we are to continue to make decisive progress in combating heart and blood vessel diseases."

According to Mr. Taylor, applications for 243 grants totaling \$2,900,000 were approved by the AHA National Research Committee and three applications in Virginia totaling \$14,800 were approved, but funds are unavailable to underwrite them.

## Spec-Data II® Development Continues

- The Construction Specifications Institute announced that the development of SPEC-DATA II®—a unique microfilm Building Products Selector retrieval system introduced at the Institute's 13th Annual Convention in Houston, June 2-4, was proceeding on schedule. Work has been completed on the parameter descriptors for all products in the CSI Format Divisions 6 through 9 and a similar effort is nearing completion on products coming under Divisions 2 through 5. The schedule is set for preparing parameter descriptors on products under Divisions 10 through 14 to be followed by those under Divisions 15 and 16.

Product literature acquisition is proceeding at a very satisfactory rate according to Information Handling Services which will be producing, marketing and distributing the system.

Overall, production of the Product

Selector, the unique feature of SPEC-DATA II® is right on schedule. Orders will be taken beginning this fall with Phase I delivery, 150,000 microfilmed pages covering 2,000 manufacturers set for delivery by mid-March. Phase II will list the products of some 5,000 manufacturers on approximately 450,000 microfilmed pages following the completion of Phase I by about 6 months.

SPEC-DATA II®, featured at the Houston Convention, is being widely heralded as a break-through in product information retrieval for architects, engineers, contractors, specification writers, library research personnel and manufacturers. For the uninitiated, SPEC-DATA II® will provide rapid acquisition to product information by product type, manufacturer brand names, and product characteristics organized in the following sections: a manufacturers' index, brand name index, catalogs, and a computer generated Product Selector which is arranged according to the 16-Division CSI Format.

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## Tenth Plant for Craddock-Terry

Craddock-Terry Shoe Corporation will build its tenth shoe manufacturing plant in Virginia on a ten-acre site in Blackstone.

Robert S. Lockridge, Craddock-Terry president, and E. T. Freed, Town Manager of Blackstone, have announced that the proposed plant could begin operations in the spring of 1970.

Investment for the building and equipment is approximately a million dollars.

Lockridge said that the 50,000 square foot, completely air conditioned plant will be constructed to precise specifications to suit the needs of the company, with all production and material handling equipment of modern design incorporating the latest concepts in the field of shoe manufacturing technology. The plant will be engineered for a daily production capacity of 3,600 pairs of shoes. At full production employment will be approximately 275 employees.

Approximately 60 percent of the employees of the Blackstone plant will be female. Except for a few supervisory personnel to be transferred to manage the plant, the personnel will be drawn from the Blackstone area. The Blackstone Chamber of Commerce, in coordination with the Town Council, arranged for the purchase of the land which it is donating for the industrial site. The Chamber will also assume the cost of grading and leveling the tract to fit the needs of the new factory.

Lockridge, in announcing the choice of Blackstone for the site of Craddock-Terry's newest plant, expressed his appreciation to the Blackstone Town Council, the Chamber of Commerce, to David R. Dodd of the Governor's Office of the Division of Industrial Development and to Freed and Town Consultant R. D. Maben for their assistance in working out the details of the operation.

Craddock-Terry Shoe Corporation headquarters is in Lynchburg where the firm also operates two manufacturing plants, a central raw material facility and three warehouses for finished goods.

Craddock-Terry's other plants throughout the state are located at Farmville, Victoria, Chase City, Halifax, Lawrenceville, Dillwyn and Gretna.

to tell the Virginia Story

## STANFORD RESEARCH INSTITUTE RECEIVES CSI CONTRACT

• Henry B. Baume, FCSI, President of the CSI Research Foundation, and Arthur W. Brown, FCSI, President of The Construction Specifications Institute (CSI), announced the award of a research contract for the development of a nationwide standard system for automated specifications. The contract award to the Stanford Research Institute (SRI) provides for delivery early in 1970 of a software specification that will provide the system standard for the construction industry. Under prior research contracts with CSI, SRI has defined various levels of specification automation. The systems under development as a result of this contract will provide Level III and IV sophistication. The Level III and IV systems operate at the practical limit of the existing state of the art in specification automation. The newly developed system will incorporate the most modern techniques and will operate in today's environment using the best technology available.

In making the announcement it was pointed out that it is highly desirable to provide common specification systems to the industry to serve not only the designer, but constructor, materials supplier and owner as well. It is recognized that for the immediate future the selection of specific specification text must remain with the designer, hence the emphasis on system rather than master text. The requirement for specific tailored documents is dependent upon the scope and size of practices and the different construction constraints which exist because of jurisdiction and location. These constraints, however, do not preclude the development of a general software system for the automated manipulation of a specification text, its storage, modification or printing.

The open-ended system to be developed will provide a nationwide opportunity for the individual practitioner to obtain service in specification auto-



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ation through a local data processing  
vice or bureau. The individual de-  
gn firm equipped with even the rudi-  
ents of a basic master specification  
xt will be able to store his specifica-  
on text, modify and retrieve, and  
roduce a job-tailored specification  
ady for print on an individual project.  
he open-ended specification will pro-  
de architects, engineers and specifica-  
on writers with a proven specification  
rocessing system. The development of  
e system will be enhanced by the  
ility of building materials producers  
enter their literature and specifica-  
on data in a companion library for  
ormation storage and retrieval.

This open-ended specification sys-  
m will be the cornerstone of the fu-  
re Level V construction communica-  
on and information systems. These  
uture systems now under research de-  
velopment will permit the automation  
graphic material, the handling of in-  
ormation on construction standards,  
odes and materials, data for cost  
imates, accompanied by systems for  
roject management and controls.

Baume and Brown pointed out that a  
rge number of the professional de-  
gn firms are of relatively small size  
nd therefore cannot support the cost  
f developing an automated specifica-  
on system on an individual basis. On  
ne other hand, the data processing  
ervice bureaus do not have the knowl-  
dge of the construction design practice  
o permit them to develop such sys-  
ems. With the CSI Research Founda-  
on acting as the catalyst, Stanford  
Research Institute will develop a single  
et of criteria for nationwide software  
development. This single package will  
rovide the data processing services  
with a specification for an automation  
system that will satisfy the needs of  
most designers. Regardless of his lo-  
ation, or the service bureau utilized,  
he designer will have only one system  
o be acquainted with, and one tailored  
o industry standards.

CSI and the CSI Research Founda-  
on are keenly aware of the need to  
mprove construction techniques and  
re providing this system as one of  
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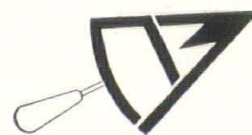
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## TAC BUILDING

(Continued from page 43)

ack bar and war games area on the first floor are separately zoned by use of additional reheat coils for temperature control in these areas.

The lay-in ceiling system arrangement is set up on a basic 5'6" module with 2'9" square panels. The supply diffuser is located in one corner of an 11' by 11' module to take care of a strip 11' deep from the perimeter with a return grille located within the panel of the interior but still within the 11' dimension. This system serves a strip around the perimeter of the building 11' deep on the basis of 11' by 11' square modules. The flexibility of this arrangement is accomplished by relocating ceiling valves with diffusers to accommodate any partitioning rearrangement. This of course could also be true in regard to the

return grilles. The remainder of the building on the interior of this 11' outside strip is also served on the 11' by 11' module with the same layout. The flexibility lies in the fact that the ceiling diffusers and the return air grilles can be shifted and relocated as desired. Additional flexibility is gained by having diffusers with snap-in type cores which can be changed from two-way blow, which was furnished generally on the job during construction, to three or four-way blow cores to satisfy any partition reconfiguration.

Architecturally the building succeeds in placing into a traditional environment an up-to-date and functional shelter for a vast military administrative complex. Existing entourage was maintained to the maximum extent possible. Some new planting has been accomplished to blend the building into the delightfully landscaped base.

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Others were Benson-Phillips Co., Inc., Newport News, pre-mix concrete; Berrane Roofing Co., Inc., Tabb, waterproofing, bituminous sheet metal work; L. R. Brittingham Co., Va. Beach, flooring, asphalt & vinyl asbestos tile; L. F. Chiselbrook, Norfolk, elevators; Door Engineering Corp., Norfolk, rolling steel doors; Economy Cast Stone Co., Richmond, architectural precast concrete; Edwards Co., Inc., Newport News, soil treatment; Engineering Steel Equipment Co., Norfolk, bulletin boards; Ensco Paint Co., Inc., Hampton, painting & vinyl wall covering; S. H. Guza Co., Richmond, mechanical; Hall-Hodges Co., Inc., Norfolk, reinforcing steel.

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## Bank of Goochland

(Continued from page 49)

herry "Vee" plank paneling and has fireplace with a Colonial surround. The facility has its own well and wage disposal system and is heated and cooled by means of a heat pump. The building contains about 2300 square feet on the ground floor and about 700 square feet of storage over the vault and staff room area.

The branch bank was designed for three tellers with room for two additional tellers as needed. One drive-in teller was provided with space for another at a future date.

All air conditioning equipment and electric service was located in an enclosure at the rear, saving the necessary space that is normally required within the building.

### Subcontractors and Suppliers

Harold L. Keeten, Manakin, general contractor, plumbing, drainage, roof trusses, carpentry, perimeter insulation & furnished cavity wall fill; Clyde A. Stanley, Rockville, masonry contractor & filled cavity wall; N. B. Goodwyn & Sons, Inc., Chesterfield, lumber; Thomas Brothers, Glen Allen, concrete finish work & curbs; Frank C. Berger, Jr., Ashland, roofing & sheet metal work.

From Richmond were Miller Mfg. Co., Inc., millwork; M. R. Wright Heating & Air Conditioning, heating & air conditioning; Cornell & Waldbauer, electrical; F. Richard Wilton, Jr., Inc., gypsum wallboard; James G. Rose Co., insulation; Southern Materials Co., Inc., concrete materials; Holmes Steel Co., structural steel; Bowker & Roden, Inc., reinforcing bars & wire mesh; M. P. Barden & Sons, Inc., painting & decorating; Termirex Engineers, termite treatment; Fendley Floor & Ceiling Co., resilient flooring & acoustical tile ceiling; Binswanger Glass Co., Inc., aluminum storefront & entrance; General Tile & Marble Co., Inc., terrazzo; J. S. Archer Co., Inc., metal toilet stalls & metal doors & frames; C. N. Valentine, Jr., excavating of footings; Lee Hy Paving, paving & filling driveway & parking area; The Mosler Safe Co., vault door, drive-in teller's window and night depository unit; American Furniture & Fixture Co., Inc., interior furniture, drapes & carpet.

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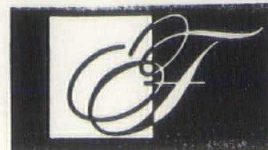
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## Mt. Vernon School

(Continued from page 73)

conform with existing regulations. A portion of deteriorated roofing was replaced. Improved custodial facilities were provided. All of the new and old floors of the school are carpeted, except for the vinyl corridors and auxiliary spaces.

The heating and air conditioning system consists of two, oil burning boilers and one chiller serving the hot and chilled water system. Unit ventilators are used in the classrooms, library, offices, and recreation spaces. The ventilation system consists of relief vents connected to plenums above corridor ceilings, and power, roof ventilators with ducting serving existing classrooms.

The facilities for neighborhood recreation are open during the afternoon and evening hours and are supervised by the Alexandria Recreation and Parks Department. A covered play area is provided adjacent to the recreation center. Each kindergarten classroom has access to exclusive outside play areas adjacent to the classroom. An enclosed outdoor court is available for instruction.

### Subcontractors and Suppliers

From Arlington were Sharpe & Hamaker, Inc., general contractor, excavating, foundations, concrete & carpentry; Perrin & Martin, Inc., roofing & insulation; Bilton Insulation & Supply, Inc., acoustical; Arlington Woodworking & Lumber Co., Inc., millwork; Baco Co., Inc., plumbing, air conditioning, heating & ventilating.

Others were Cannon Construction Corp., Alexandria, masonry; Mimsco Steel Corp., Lorton, steel & steel roof deck; The Hampshire Corp., Bladensburg, Md., roof deck; Hope's Windows, Inc., Silver Spring, Md., windows; Adams Fabricated Steel Corp., Washington, D. C., steel joists; Allen Glass Co., Inc., Alexandria, glazing; S. A. Graetzer Contracting Co., Falls Church, painting; Dodd Brothers, Inc., Vienna, plaster; Marty's Floor Covering Co., Inc., Alexandria, resilient tile; Fred S. Gichner Iron Works, Inc., Beltsville, Md., steel grating & handrails; Roanoke Engineering Sales Co., Inc., Roanoke, steel doors & bucks; Worsham & Crews, Inc., Fairfax, electrical work; Fries, Beall and Sharpe Co., Springfield, hardware; W. M. Schoenfelder & Assoc., Inc., Bethesda, Md., folding partitions; The Kinnear Co., rolling grille; Diebold Co., Hamilton, Ohio, vault door; Standard Store Equipment Co., Inc., Baltimore, Md., kitchen equipment; Newton Asphalt Co., Inc., Alexandria, paving.

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# By Their Fruits . . ."

(Continued from page 5)

and from their places of gainful employment in the central city.

This move came at a time when property-owners in the central city had just been informed of their second tax increase within a few years, combined with higher evaluations of their property and numerous other charges for services." It would certainly appear that no central commission could have been active when the city officials moved, most offhandedly, to convert a handsome avenue into a speedway and add to the ultimate devaluation of its property, the taxation of which seems to be the one dependable source of increased income which the city officials can think of. While the denizens of the surrounding counties, enjoying their lower taxes, vehemently eschew any responsibility for the city at their center, the city-dwellers, scorned by their county neighbors and ignored by their own officials (except as inexhaustible sources of revenue), struggle by their own efforts to beautify the city streets and to make practical, imaginative use of the buildings in the core city. To these efforts, the architects of Virginia have made a startlingly negligible contribution. In fact, beginning in the past two decades and accelerating in the last few years, the remodeling of town houses and the transformation of neighborhoods have appeared as something of a spontaneous movement in veneration of modern home architecture. An expression of residents' natural preferences, the unprogrammed face-lifting has shown, on modest scales, the same imagination of Washington architect Moore in preserving buildings and traditional appeal in combination with contemporary usage.

This is in no way to deny the contributions made by architects in modern multiple-unit dwellings. Although some of these rabbit-warrens leave much to be desired for "gracious living" and show no bold imagination, they at least have met needs; and in some of the high-rise apartments distinct contributions have been made in the service of city dwellers. But for the long-range planning to meet the problems of constricted central cities, there is a clear and present need for a closer cooperation between city officials and architectural planning boards which

to tell the Virginia Story

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encourage the development of such projects as that of the two young V.P. architects.

All cities have grown helter-skelter and, as in the nation as a whole, immediate needs were handled without regard for their side-effects. The highways, for instance, to handle automotive traffic, made cheap passenger and freight hauling by bus at the cost of destroying passenger-traffic on roads and at a continual destruction of areas in central cities to make room for expressways. In this unchecked course of expediency, the architects of course have no blame. But, where we have obviously come upon a time when such unchecked expediences must be supplanted by programs to implement long-range visions of what might be desirable in even the next one or two decades, the architects occupy the best positions from which, at least, to suggest and advise.

American city governments have shown an outstanding lack of imagination and responsibility in designing for their futures, and certainly it cannot be expected that city officials anywhere will suddenly take any lead in that direction. However, architects can advise by showing the way, as Moore has done in Georgetown and as the two young men have suggested for Richmond. In recent years the desire of many architects to experiment in dwellings for the vanity of *avant-garde* experimentation has, I believe, alienated blocs of conservative urbanites who—as in Richmond's Fan District—have gone their own way to meet *living* needs in dwellings harmonious with their surroundings. It is likely that confidence in architects would be restored if they showed in concepts of meeting large and future needs, the responsibility to the community which individual homeowners have shown to their neighborhoods. If the architects do not make planning commissions effective bodies for guiding the future physical development of our cities, I don't know what else will.

*Clifford Dawley*



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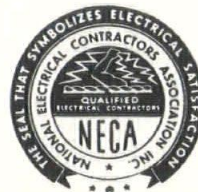
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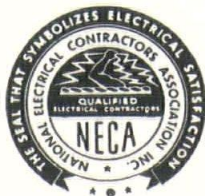
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