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ON OUR COVER is a closeup exterior detail from the Office Building for Talbot & Associates Ltd. Designed by Aranyi, Murrell & Associates the project is featured on page 38 of this issue.
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At a large reception I was talking (with the difficulties attendant to conversations at such gatherings) to a young gentleman of about thirty, whom I've known since he was born but of whom I've seen little in recent years. Although he comes of a good, conventional background, with siblings who went to the proper schools and colleges and entered traditional professions, he had never been a conformist in any way. His course through schools (emphasis on the plural) and colleges, his stint in the armed forces, has been highly irregular and he rejected, without making any to-do about it, the social place awaiting him as well as careers commensurate with his background.

But what makes him uniquely interesting in this era is his offhand refusal also to conform to the styles of those young who make a cult of their non-conformity. He's never worn his hair at great length, nor decorated his visage with hirsute growth nor, although his dress is certainly as casual as everything else about him, does he affect the freakish costumes which emphasize the appearance of fifth. In brief, he's that rare thing today, his own man—or, what used to be called, "a free spirit."

At the rather formal reception where I encountered him, he was at his ease, as he is in any social situation. He has charming manners, good humor, an engaging smile and laughs easily, often at the pretensions of various types of conformists. On the afternoon of the reception, he wanted to talk to me seriously. He was evolving a semi-retirement plan in which he would work one week a month and have three weeks free, except in summer. Then he wanted to return to the Pacific Coast for the season of working with the salmon fishermen, which he said was the greatest excitement he had ever experienced. During the three weeks of freedom, he planned extensive travel over the United States (having seen all he wanted of Europe), to do a lot of reading and more or less undirected thinking. This retirement plan did seem a logical culmination of his working "career."

Of the jobs he has held, those most satisfying had been involved with promotional and PR work for good, established causes. However, the bureaucracy in even those low-paying systems had proved oppressive to him, and he had experimented with semi-skilled work on projects of which he was the entrepreneur. What he had come to want to avoid above all else was working for somebody else. In the one-week-a-month job in his plan, he would be doing semi-skilled work for a friend who contracted for the project and between them there was a casual arrangement which freed him from any system. Yet, free spirit that he is, the young man seemed vaguely bothered by the criticism and even derision which, he said, greeted his plan on all sides.

At first, mainly to console my young friend, I told him that his course marked a recapture of the real spirit of the mythologized twenties. The jazz generation of Scott Fitzgerald's characters represented a miniscule part of the population and totally ignored those young who, with nary a coonskin overcoat or Stutz Bearcat, were motivated entirely by interest in the arts, in aesthetic experiences and adventures in living. There was very

(Continued on page 69)
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WHO would think, walking around Richmond and seeing all the clear complexions, particularly of the young, but also of the older people, that, were it not for the efforts of one of its near residents, their faces would be so covered in paint, powder and, at times, even masks. This would be done to cover up the dreadful scars of Smallpox.

The Richmond referred to is the namesake of Richmond, Virginia; Richmond, Surrey, England, a town of approx. 200,000 inhabitants, which lies about ten miles south of London. However, the references to Smallpox apply equally to both places.

Just over 250 years ago, in nearby Twickenham, its most famous female inhabitant was trying to popularise a practice which, because of her early work, and that of people like Jesty in Dorset, England, some sixty years later, and Jenner in London, England, twenty years after that, has removed a dreadful scourge from the Western World.

This practice is, of course, that of Smallpox Inoculation.

The lady was Lady Mary Wortley Montagu, who lived from 1689-1762.

She was the daughter of the Duke of Kingston-upon-Hull, being born at Thoresby, Nottinghamshire. Her mother was Lady Mary Fielding, a cousin of Henry Fielding, the novelist.

She was a brilliant child, and is said to have taught herself Latin, becoming the most celebrated woman of her day and a writer, mainly of...
letters, which cover the years from 1709-1762.

She married Edward Wortley Montagu and in 1715 she survived an attack of Smallpox, but her beauty was marred by this forever.

In 1716 her husband was appointed Ambassador to Turkey. Lady Montagu accompanied him and, whilst in Turkey, observed how efficiently the Turks performed Smallpox inoculation. They used Smallpox infection against Smallpox, and although some died from this inoculation, in general it worked well. This practice is, strictly speaking called Variolation. She was so impressed with the system that she had her son, Edward, inoculated.

In 1718 they returned to England and were persuaded by her friend, Pope, the poet, who lived in Twickenham, to live there also. She, her husband and family lived there for twenty years, during which time she continued her efforts to popularise Variolation. To this end, she had her daughter Mary inoculated in this way.

Eventually she and Pope quarrelled bitterly both in public and in print. Over what is not known to this day. She was a leader of society, being often at Court and in favour with the Princess of Wales, afterwards Queen Caroline, and on good terms with Sarah, Duchess of Marlborough.

Then, in 1739, at the age of fifty, anxious to see again a young Italian writer of promise, Francesco Algarotti, she left her husband and family and went to live in Italy. She was never to see her husband alive again. She did not meet Algarotti until 1741, and then only very briefly, he having decided that his best interests lay elsewhere.

Her beauty and charm by now were fading. Horace Walpole met her in Florence in 1740 and called her a "old, foul, tawdry, painted, plastere personage." She began to be plagued by ill-health and stayed in Italy until the death of her husband at the age of eighty-three in 1761, when she returned to England, only to die of cancer a year later on August 21st 1762, being buried in Grosvenor Chapel South Audley Street, London.

Thus died the most remarkable woman of her time, whose literary efforts have been well documented, but who has never been accorded the recognition she so richly deserves for her part in medical history.

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February 1974

The Virginia Chapter of the American Institute of Architects held its Winter Meeting in Richmond on February 7 and 8, 1974.

On February 7, at 7 p.m. the AIA hosted Governor and Mrs. Godwin, Lt. Governor and Mrs. Dalton, Attorney General and Mrs. Miller and Members of the General Assembly and their wives for a Reception at the Rotunda Club at the Jefferson Hotel. Special guests were Archibald C. Rogers, FAIA of Baltimore, President of the national Institute based in Washington, D.C.; William Marshall, FAIA, of Norfolk, former resident of the Virginia Chapter and resident-elect of the Institute; Alexander S. Cochran, FAIA of Baltimore and William L. Ensign, FAIA, of Washington, D.C., both Middle Atlantic Regional Directors.

On Friday, February 8, at 10:30 a.m. in the Patrick Henry Room at the Hotel Jefferson, Mr. Rogers was the principal speaker for the program, "The Commonwealth at the Crossroads." Urban growth and land use policy not only at the local and state levels but also at the national level are of growing concern to architects and the public alike. These were the central points discussed by Mr. Rogers and members of the profession at the conference. These concerns will undoubtedly be key issues in Virginia over the next decades determining not only economic growth, prosperity, transportation modes, quality of environment and historic preservation, but the very life style of the average citizen.

Mr. Rogers was instrumental in shaping the AIA's Task Force studies, "A Strategy for Building a Better America," the resulting critique of this report identifying constraints in implementing this strategy, and a third report entitled "Structure for a National Growth Policy," recently released. These reports particularly the first, have been widely circulated and debated in professional and governmental areas in this country and abroad and will undoubtedly be factors in shaping national and regional policy.

Mr. Rogers indicated in his preface to the recent report that "they (the reports) are part of the ongoing effort by the AIA (National Architectural Organization) to encourage the adoption of a national policy to rationalize the growth and regrowth of our nation during the next three decades. Ensuing reports will be issued by a number of AIA Task Forces and sub-committees dealing with elements of this third report. These deal with: (1) energy conservation; (2) rebuilding the city; (3) creative economics; (4) National Housing policy; (5) design through reconstituted public institutions and (6) design criteria for new and renewed neighborhoods."

Again, the Public Relations Committee would like to remind all of you to please take the time and trouble to submit your projects to the Magazine. Many betterments to the format, such as a color cover, etc., are possible if we can get at least 25 submissions for each issue. This should be easily possible. The Committee has spent considerable time on each issue and needs your support if we are to achieve and maintain a worthwhile outlet for publication of state architects' work, at no cost to the Chapter except our time.

The Public Relations Committee
Virginia Chapter, AIA

FREDERIC H. COX, JR., AIA
Chairman
Left to right: Henry J. Browne, AIA, President, Virginia Chapter, AIA; Mrs. Mills E. Godwin, Jr.; Governor Mills E. Godwin, Jr.; and Mrs. Henry J. Browne.

Left to right: Mrs. Andrew P. Miller; Kenneth G. MacIroy, AIA; Attorney General Andrew P. Miller; and Mrs. Kenneth G. MacIroy.

Left to right: Frank H. Hill, Jr., AIA, Lt. Governor John N. Dalton, and Mrs. Hill.

VIRGINIA CHAPTER, AIA
FEBRUARY 7, 1974

PHOTOS BY
PAUL D. HUFFMAN
Marcellus Wright, Jr., FAIA (left) and William L. Ensign, FAIA.

A good time was had by all at the beautiful Rotunda Club.

Left to right: Archibald Rogers, FAIA, President of AIA; William Marshall, Jr., FAIA, First Vice President, AIA; Governor Mills E. Godwin, Jr.; and, Henry J. Browne, AIA, President, Virginia Chapter, AIA.

Senator and Mrs. Edward E. Willey.

Left to right: Mrs. Thomas J. Biley, Jr.; Thomas J. Biley, Jr., Mayor of Richmond; Frederick H. Cox, Jr., AIA and Mrs. Cox.

LEGISLATIVE RECEPTION
ROTUNDA CLUB–HOTEL JEFFERSON

to tell the Virginia Story  MAY 1974  PAGE FIFTEEN
NEW CORPORATE MEMBERS

JAMES FLETCHER BARNES, AIA
Born January 26, 1943 in Wilson, N. C., Fletcher received his Bachelor of Architecture from North Carolina State University, Raleigh, N. C. He is an Associate with Williams and Tazewell and Associates, Inc., Norfolk.

R. GENE BROOKS, AIA
Mr. Brooks transferred to Virginia Chapter, AIA from Potomac Valley Chapter, AIA on March 21, 1974. He has his practice in Reston.

ROY EUGENE GRAHAM, AIA
Born August 20, 1936 in Shreveport, La., Roy received a BS in Architectural Engineering at Louisiana State, Baton Rouge and Master of Architectural History at University of Virginia, Charlottesville. He is Resident Architect at the Colonial Williamsburg Foundation, Williamsburg.

WILLIAM HENRY HARGROVE, III, AIA
Born September 17, 1939 in Norfolk, Bill became an Associate member February 1973; passed the examination August 1973 and became registered as an Architect in Virginia. He is a partner in the firm of Service and Hargrove, Ltd., AIA, Portsmouth.

ROBERT EDWARD PAYNE, AIA
Born January 2, 1943 in Richmond, Bob received his Bachelor of Architecture degree from University of Virginia, Charlottesville. Bob has been a member of the Virginia Chapter AIA since April 1969 as an Associate and became certified in December 1971. He is self-employed in Richmond.

WILLIAM CLAIR MONROE, AIA
Born November 22, 1938 in Youngstown, Ohio, Bill transferred from the Akron Chapter, AIA to Virginia Chapter, AIA as an Associate in December 1971. He passed the state examination in February 1973. He received his BA and Master of Architecture from Kent State University, Kent, Ohio. Bill is currently a Project Architect with Rancom, Wildman and Krause, Hampton.

EDWARD RANDOLPH ROEHM, AIA
Born October 3, 1944 in New York, New York, Roehm received his Bachelor of Architecture degree at Tulane University, Louisiana. He is self-employed in Virginia Beach.

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Born July 17, 1946 in Pittsburgh, Pa., John received his Bachelor of Architecture degree from University of Virginia, Charlottesville. He is a partner in the firm of Waller and Todd, Architects, Virginia Beach.

ABBOTT EUGENE WILLIAMS, AIA
Born August 30, 1921, McLean, Texas, Gene received his BS from VPI & SU, Blacksburg. He is an Associate with Yates and Berkeley Associates, Ltd., Portsmouth.

DONALD LEROY WHITESELL, AIA
Born April 2, 1942 in High Point, N. C. Don received his Bachelor of Architecture from School of Design—North Carolina State University, Raleigh, N. C. He is an Associate with Shriver and Holland and Associates, Norfolk.

DAYTON EUGENE EGGER
Born March 14, 1939 in Starkville, Mississippi, Gene received his Bachelor of Architecture degree from Auburn University, Auburn, Alabama. He is an Assistant Professor at VPI & SU, Blacksburg.

HAROLD S. HILL
Born January 27, 1938 in Columbus, Georgia, Hill received a Bachelor of Architecture degree at Auburn University, Auburn, Alabama and Master of Architecture at VPI & SU, Blacksburg. He is with the School of Architecture, Blacksburg.

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MAY 1974
PAGE SEVENTEEN
WALTER J. BUTKE

Born August 25, 1937 in Flushing, New York, Butke received a BA at Col. Architectural, Columbia University, N. Y., N. Y. and Masters degree from Col. Architecture, Kansas State University, Manhattan, Kansas. He is an Assistant Professor at VPI & SU, Blacksburg.

BRIAN W. CARO

Born October 10, 1950, Brian received his Bachelor of Architecture degree at VPI & SU, Blacksburg. He is currently with Rancorn, Wildman and Krause, Hampton.

ROBERT NING-SHEE CHIANG

Born March 23, 1931 in Kiongsu, China, he attended Alabama Polytechnic Institute, Auburn, Alabama; University of Kansas, Lawrence, Kansas; and received his Master of Architecture at Texas A & M University, College State, Texas. Chiang is an Associate Professor of Architecture and Environmental Design at VPI & SU, Blacksburg.

WARREN RONALD KARK

Born November 5, 1937 in Milwaukee, Wisconsin, Warren received his Bachelor of Architecture degree from University of Michigan and Masters degree from MIT, Cambridge, Mass. He is an Associate Professor of Architecture and Chairman of Professional Division at VPI & SU, Blacksburg.
JOHN T. REGAN

Born November 25, 1940 at Birmingham, Ala., he received his Bachelor of Architecture degree at Auburn University, Auburn, Ala., and studied in London, England at the Architectural Assoc. School of Architecture Graduate School. He is Assistant Professor of Architecture at VPI & SU, Blacksburg.

JOSEPH C. WANG

Born in Soochow, China, August 16, 1934, Wang attended the National Cheng Kung University, Taiwan, received his Bachelor of Architecture degree and Masters degree from University of California, Berkeley and Ph.D. at University of Bath, Bath, England. He is presently Assistant Professor of Architecture at VPI & U, Blacksburg.

(AIA News Continues on Page 53)
TWO PROJECTS BY VOSE
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Headquarters Buildings for
National Council of Teachers of Mathematics
and
National Association of Secondary School Principals

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The first two national headquarters buildings were dedicated recently in the Center for Education Associations in Reston, Virginia. Designed by Vosbeck Vosbeck Kendrick Redinger, the new buildings provide headquarters for the National Association of Secondary School Principals and the National Council of Teachers of Mathematics. Eight other national educational associations are scheduled to locate in Reston's educational park.

Vosbeck Vosbeck Kendrick Redinger did the Master Plan for the Center and designed and provided construction management for the NASSP and NCTM Buildings.

The aim of the Master Plan for the Center for Education Associations is to integrate the ten different facilities, each with its own unique function and identity, into a single cohesive park-like setting. The buildings all will be clustered around a well landscaped commons area. All traffic and surface parking is being kept to the perimeter of the site.

The first association headquarters dedicated at Reston, the contemporary two-story brick and concrete 20,000 square foot NCTM headquarters facility, is a culmination of a five-year effort to relocate from rental office space in the National Education Association Building in downtown Washington, D.C. According to Eugene P. Smit...
resident of the NCTM, the move from Washington, D. C. was made necessary because of "rising rental and maintenance costs, as well as increasing demands for space and staff to serve a mushrooming professional membership. We were attracted to Reston because of the open space, community facilities and attention given to the environment. Reston affords us flexibility and room for development and planning for the future."

Interior spaces were organized around NCTM functions and interdepartmental interaction. The building contains a central conference core, convenient for committee meetings and other educational activities, and flexible office space. In addition to the conference space, the core contains a media resource center of mathematics teaching materials and a reference collection, supplemented by many valuable books and other materials contributed by members. The media collection includes manipulative materials, films, games and other instructional aids, related to mathematics, in a pleasant learning environment. Such facilities make possible teacher and student workshops and seminars in addition to providing a place for self-instruction and individual research.

Sculptured entrance forms are comprised of ramps for the handicapped and of skylights reflected in the exterior. The lobby creates a strong arrival point, reception area and conference room foyer. The skylights provide soft natural light which is supplemented by concealed fluorescent lighting.

The facility is carpeted throughout and is accented by exposed concrete with a fine stone surfacing. Exposed brick, tackable surfaces and bright colors further create a pleasant working environment. A flexible office partitioning and furnishing system creates work-walls as well as screening throughout the office landscape.

Maximum use of glass on both levels provides views to natural and landscaped areas. All landscaping is tied into the Master Plan. A special effort was made to preserve existing trees. The mechanical heat pump system is well screened and incorporated into the landscaping. Berms and landscaping blend the parking areas into the site to reduce impact.

The NCTM facility represents a million dollar investment for the 80,000 member non-profit organization. Organized as a communication network for the mathematics education community, the NCTM is believed to be the world's largest subject area professional organization.

THE SECOND HEADQUARTERS dedicated at the Center for Educational Associations is that of the National Association of Secondary School Principals. The move across the River from Washington was a big step for the Association, according to Owen B. Kiernan, executive secretary. "In progress since 1971, the new facility provides the working space we need to serve our 35,000 members in secondary administration."

The NASSP provides leadership and services for administrators and supervisors to assist them in improving the quality of educational opportunities in the nation's secondary schools.

The new NASSP headquarters facility, like the NCTM facility, is a low-profile, two-story contemporary brick and concrete facility, consistent with the Master Plan. The design concept was generated from a programmatic analysis of NASSP functions and organizational adjacency requirements.
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he stepped exterior reflects the interior functions and relates, as well, with the topography.

A central glass-enclosed courtyard is focal point and circulation hub. The exterior design creates a strong professional atmosphere through use of exposed, grooved-wood decking and exposed brick walls and piers with laminated wood beams. The professional atmosphere is accented by color introduced in the furnishings and by the natural wool carpeting, harmonizing with the colors of the furnishings.

The dual conference rooms are paneled in dark-stained natural wood. The conference rooms have built-in rear-screen projection and built-in sound. Office areas are open plan with exible, low-screen walls and central areas organizing the work areas.

The stepped walls and northrization provide views to a natural and landscaped, "woody" environment.

Both headquarters buildings were designed to be compatible and reflective of the contemporary spirit of the architecture in Reston and to satisfy the requirements of the Center for Education Associations' Master Plan. The 27-acre wooded Center provides welcome relief from the urban scale and environment in which so many Americans spend the working day.

Burroughs & Preston, Inc. of Falls Church was general contractor for both projects and handled seeding, concrete and steel erection.

Subcontractors & Suppliers
Headquarters for National Association of Secondary School Principals

John Driggs Co., Inc., Hyattsville, Md., excavation; Sam Finley, Inc., Chantilly, paving; Blatz Construction Co., Inc., Falls Church, curb, gutter & sidewalk; Virginia Concrete Co., Springfield, concrete; Chantilly Crushed Stone, Inc., Chantilly, gravel; VIMCO, Upper Darby, Pa., concrete accessories; Hope's, Silver Spring, Md., accordion door & folding partition; L & S Distributors, Inc., Beltsville, Md., toilet accessories.


Subcontractors & Suppliers
Headquarters for National Association of Teachers of Mathematics

John Driggs Co., Inc., Hyattsville, Md., excavation; Sam Finley, Inc., Chantilly, paving; Blatz Construction Co., Inc., Falls Church, curb, gutter & sidewalk; Virginia Concrete Co., Springfield, concrete; Chantilly Crushed Stone, Inc., Chantilly, gravel; VIMCO, Upper Darby, Pa., concrete accessories; Hope's, Silver Spring, Md., windows; and W. L. Frazier, Inc., Merrifield, hollow metal.


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The problem of how to provide for the essentials of the electrical and mechanical systems (ducts, pipes and wires) became increasingly obvious as more glass and fewer walls were introduced into the design. To overcome the problem the two central bearing walls were built one and a half feet thick. Not only does this provide adequate duct chase but it also adds the needed assurance that this "wall-less" house is in no danger of falling down.

The easy, free flowing public spaces of the first floor are made more dramatic by the highly structured, rigidly functional private spaces of the second floor.

The two upper levels combine with future expansion space in an unfinished basement to provide adequate and pleasing accommodations for the family of five.

The exterior materials are brick, glass and redwood, with bronze aluminum windows and sliding doors. The front doors came from a turn-of-the-century church building and were found at a local salvage yard. Their introduction adds a necessary element of warmth to the entrance. The medium umber color of the brick and the gray bleaching stain used on the redwood siding combine to blend with the natural tones of the tree trunks and foliage which was left as much as possible in its original state.

The natural colors are continued on the inside, with natural flax color curtains, walnut hardwood floors and terra cotta tiles. All walls are white. This warm, natural background thus allows for the adornment of brightly colored upholstery, rugs and art work.

Taylor & Parrish, Inc. of Richmond, was general contractor and handled foundations, concrete and carpentry.

Subcontractors & Suppliers
(All Richmond firms)

Cosby Excavating, excavating; William Coor, masonry; N. W. Martin & Bros., Inc., roofing; W. H Stovall & Co., windows; Allied Glass Corp., glazing; Stonnell-Satterwhite, Inc., ceramic tile; Carpet & Linoleum Shop, resilient tile; H. Beckstoffer's Sons, millwork; Atlantic Electric Supply Corp., lighting fixtures; Northside Electric Co., electrical work; Noland Co., plumbing fixtures; Gundlach Plumbing & Heating Co., Inc., plumbing; Dominion Heating and Air Conditioning, Inc., heating; and Pleasants Hardware, hardware. Painting was handled by the owner.
OFFICE BUILDINGS FOR FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION

VANSANT AND GUSLER
Consulting Engineers, Mechanical/Electrical

FRAIOLI-BLUM-YESSELMAN
Consulting Engineers, Structural

INTERIOR DESIGN BY THE ARCHITECT

CONRAD BROTHERS, INC.
General Contractors

PHOTOGRAPHY BY LAWRENCE S. WILLIAMS, INC.

VIRGINIA RECORD
FIRST Federal Savings and Loan Association has recently completed the construction of its new office building in downtown Portsmouth located on a city block within the Colonel Crawford Renewal Project. The new facility was designed by Williams and Tazewell & Associates, Inc., of Norfolk and Virginia Beach.

Foremost in the minds of the officers of First Federal was a concern that the building be a focal point of the redevelopment area—with the hope that it might attract similar construction on adjacent sites. Williams and Tazewell & Associates was commissioned to create something unique which would greatly enhance the advertisement of the Association's efforts in the overall renewal project plan.

With this in mind, mirrored glass was chosen for the exterior to reflect the constantly changing sky conditions. The 24,600 square foot structure has four stories and a mezzanine.

Located within a landscaped enclosure creating a paved plaza on all four sides, the floors are supported by slate veneered columns enclosed with grey glass and natural aluminum.

First Federal Savings and Loan Association has located its downtown offices in the new structure. Tenants include a bank and three floors of professional offices. The cost of the project exclusive of land is approximately one million dollars.

Conrad Brothers, Inc., Chesapeake, was general contractor and also handled excavating, foundations, concrete and carpentry.

Subcontractors & Suppliers
(Norfolk firms unless otherwise noted)


Others were: Shaw Paint & Wall Paper Co., painting; K & P Construction Co., caulking; John H. Hampshire, Inc., acoustical; Chesapeake Partition, Inc., plaster; Ajax Co., Inc., resilient tile; Miller Manufacturing Co., Inc., Richmond, millwork; Door Engineering Corp., steel doors & bucks & hardware; Austin Electric Co., electrical work; Spindel & Sons, Plumbing Heating & Air Conditioning, Portsmouth, plumbing fixtures & plumbing; C & P Air Conditioning Corp., air conditioning, heating & ventilating; W. W. Moore & Sons, Inc., elevator; Portsmouth Paving Corp., Portsmouth, paving; O'Ferrall, Inc., spray-on fireproofing; Economy Cast Stone Co., Richmond, cast stone; and, Elliot & Co., Inc., bank fixtures.
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VIRGINIA PILOT ASSOCIATION
NORFOLK—NEWPORT NEWS
R. L. COUNSELMAN JR., President
THE site of this parking garage in downtown Portsmouth has been a parking lot for some time, operated by the Portsmouth Parking Authority.

In connection with the entire upgrading of the downtown area the Parking Authority decided to construct a multi-level parking structure. In the last few years many new office buildings have been built in the downtown area of Portsmouth and more parking spaces were needed by area merchants as well as their customers.

The parking garage was opened for the 1973 Christmas season, less than seven months after construction began.

Even though the building is rather large, containing 229,000 square feet on three levels, the construction was very simple. The total cost of the project was $1,274,000 or $5.70 per square foot.

There are 678 parking spaces and this works out to $1880.00 per automobile.

Except for a few concrete masonry walls the entire structure was prefabricated and transported to the site.

The floor system is made up of eight foot wide, “double tee” prestressed precast concrete elements resting on precast concrete girders and columns. The railings and other decorative elements are also precast concrete but using white portland cement and white aggregate.

Two sets of ramps, four stair towers and two hydraulic elevators serve the building.

(Continued on page 68)
THE Community Mental Health Center and Psychiatric Institute is one of the largest facilities of its type in the state and a major element in the building program of the Norfolk Area Medical Center Authority. In view of this fact the design of the Institute had to be incorporated into the long range development plan of the whole medical center complex.

The building itself involved a whole series of design problems. The first and major problem was that the facility had to accommodate a variety of interrelated but by no means similar activities. These requirements included school and classroom facilities, an emergency area including means of contending with potentially violent patients; outpatient services including specialized services such as E.E.G. and E.K.G.; resident service for approximately eighty patients divided into juvenile, adolescent, adult and day/night care groups; various areas both for quiet activities and physically active pursuits; office and administrative areas, dining and food preparation facilities as well as the necessary mechanical spaces. Further requirements were that the building and the patient areas not look like a hospital or give the impression that patients were being restrained, that it be flexible to accommodate the changing modalities of treatment and new programs being developed, that it be expandable and that it accommodate itself to a fairly restricted site.

Design solutions to the above problems included such diverse elements as provisions for vertical expansion; a mechanical system accessible and modifiable as required, without the need for structural changes; non load bearing partitions throughout; internal spacial arrangements providing both horizontal and vertical flow with varying visual experiences so as to provide variety; and such more specialized devices as special reflective insulating glazing for visual privacy, reduction of heat loss and gain and resistance to physical violence.
Construction time for the building was approximately two and a half years with a construction cost of approximately $30.00 per square foot.

W. B. Meredith II, Inc., of Norfolk, was general contractor and handled excavating.

Subcontractors & Suppliers
(Norfolk firms unless otherwise noted)

THREE Aquatic Centers were constructed as part of this project located at three Arlington County Senior High Schools. The centers are operated jointly by the Arlington Public Schools and the Arlington Parks and Recreation Department, a unique arrangement in Virginia.

The swimming pool at each center is 45 feet by 100 feet with a bulkhead dividing it into two parts, a 75 foot long pool for diving, swimming and racing and a 23 x 45 foot shallow training pool. Water circulates through the bulkhead so that only one set of pumps and filters is required. Each training pool has a ramp entrance for handicapped people which permits the individual to enter the pool in a wheelchair.

The pool circulating system provides a continuous flow over the gutters around the entire perimeter whether the pool is occupied or unoccupied. A surge tank stores the water displaced by swimmers and returns the water to the pool when people leave.

The structure of the Aquatic Center buildings is wall bearing with exterior insulated cavity walls. The 2 inch insulation of the exterior walls extends past the pre-cast double-tee roof deck and connects with the roof insulation avoiding heat transmission through walls or roof which would cause condensation of the warm moist Natatorium air.

Each Natatorium is heated with two gas fired furnaces combined with ventilating fans. Six air changes per hour are provided.

Earl K. Rosti, Inc., of Falls Church, was general contractor.

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THE design of the Fine Art Music Center is a pastiche of Georgian style inspired by some notable buildings in several countries. The location of the Center, at the southern end of the athletic field, has important spatial qualities which influenced the design. The importance of this location can best be visualized by reference to the campus plan of development.

By donation and purchase in recent years, the campus has grown into a vaguely defined semi-circle based on Rison Street. The five previous new buildings are sited on a radial axis from a central point, although summer foliage somewhat obscures this. The Fine Art Music Center is located on another such imaginary radial axis, and encloses the campus by completing the arc formed by the other new buildings. Also by virtue of its location, the Center forms a very significant focal point of interest at the end of the cross vista through the Dell from the Fountain Circle.

The architectural requirements of the Center were that it be functional for the Art and Music Departments, as well as for the other academic departments located in the building for interdisciplinary purposes. Also, the architectural style should harmonize with the existing buildings in order to maintain campus unity.

The facade was inspired by the beautiful Pin Mill located in the Garden at Bodnant, at Talycafn, Denbighshire, in Wales, one of the great gardens of the western world. Originally constructed in 1730 as a garden house in Gloucesteshire, it was rebuilt by the late Lord Aberconway in 1938 at Bodnant. The Pin Mill features a central tower with a Palladian window albeit on the second floor, side arches and gables on the wings. To suit the functions of the Center, these elements have
been rearranged, but the feel of the original has been preserved.

The architectural and historical essence of collegiate living, both monastic and secular, has been the cloister or quadrangle. Highly functional for art and music, highly aesthetic for all, a courtyard possesses tremendous appeal. The inspiration for second floor open galleries came generally from the Mediterranean and specifically from the Monastery of San Juan de los Reyes in Toledo.

Inside, the Tower Room is of interest, this being a perfect cube (26 feet) in the tradition of Inigo Jones, and allows the tapestries and other art objects of the Kennedy Collection to be suitably displayed. For exhibitions, the courtyard, Gallery and adjacent art seminar room provide a total of 4,000 square feet for special exhibitions. There is a further 750 linear feet for rotating displays of student and faculty art, apart from the Tower Room. The lecture hall, with audiovisual equipment, six various art studios, three teaching music studios, eight student practice studios along with two music room, two classrooms for general use, a number of faculty offices and a student lounge complete the facilities.

John W. Daniel & Co., Inc. of Danville, was general contractor and also handled excavating, foundations, masonry contracting, stone work installation, carpentry, insulation installation, and, plaster.

Subcontractors & Suppliers
(Danville firms unless otherwise noted)

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Art Gallery
T

THIS office building was designed for Talbot and Associates Ltd., engineers, planners and surveyors.

Located near Lynnhaven in Virginia Beach, it has a facade of fluted concrete masonry units in a soft tan color, laid in a stacked bond pattern. This comparatively new material for exterior construction has a sculptured look with both interesting texture and strong vertical lines which add design interest.

The fascia, canopy and vertical window accents are made of rigid panels of expanded polystyrene with a finish of synthetic plaster material called “Dryvit.” This system gives the visual effect of stucco but is much lighter in weight and much more durable and less expensive. This is one of the first uses of the material in this area.

The building has an enclosed court with glass walls on three sides, adjacent to the entrance foyer. Therefore, the architects have also worked with the landscape architect on the planting of this interior space.

In addition to the offices provided, the new building houses a large engineering drafting room, a smaller drafting room for planners, and two conference rooms.

One of the design problems was that the site of this building is in an area where vandalism has caused some concern among property owners. The solution devised included long, narrow window openings instead of the more conventional type; the use of tempered glass in all windows; and, where wider glass areas were needed on the enclosed court, their location was protected with an overhanging roof.

Another problem was to incorporate in the new building a small existing structure used by the firm’s survey parties. This has been done so inconspicuously that the finished design gives no hint that the entire building is not newly constructed.

J. D. Choate, Inc. of Chesapeake, was general contractor and handled foundations.

Subcontractors & Suppliers

Norfolk firms were: Lone Star Industries, Inc., concrete; Chesapeake Steel, Inc., steel & steel roof deck; Hall-Hodges Co., Inc., reinforcing steel; Eastern Roofing Corp., roofing; A. C. Gordon & Co., metal studs, drywall, lath & stucco; Walker & Laberge Co., Inc., glazing & storefront; Manson & Utley, Inc., acoustical; Ferrell Linoleum & Tile Co., Inc., ceramic tile; Seaboard Paint & Supply Co., Inc., steel doors & bucks; Charles W. Davis, electrical work; Baker & Co. T/A Bakco, Inc., hardware; and, Engineering Steel Equipment, chalk board.

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Club, is scheduled to reopen this summer after extensive remodeling. Two additional swimming pools will supplement the existing Olympic-size pool.

Williams and Tazewell & Associates have designed Oceans with three high-speed elevators which will descend into a two-story lobby. Each condominium apartment will have individual heating and air conditioning controls. The twentieth floor houses eleven two-story penthouse apartments.

Oceans will have 224 units, including 16 studio apartments in a separate building adjacent to the private beach club.

There is also a three level parking deck with a capacity of over 400 vehicles, two levels of which offer enclosed parking. The cost of the Oceans Condominium is in excess of $10 million. It is scheduled for completion in early 1975.

Vanguard Construction Corp./Atlantic of Virginia Beach was general contractor and also handled excavating, foundations and masonry contracting.

Subcontractors & Suppliers

From Norfolk were: Lone Star Industries, Inc., masonry supplier; Hall-Hodges Co., Inc., steel; Walker & Laberge Co., Inc., windows, window walls & glazing; Burton Lumber Co., millwork & paneling; Westinghouse, Elevator Division, elevator; and, Door Engineering Corp., hardware.

Others were: Welch Pile Driving Corp., Va. Beach, piling; Concrete Pumping Methods, Inc., Va. Beach, concrete; Tidewater Steel Co., Inc., Chesapeake, steel roof deck; USL Corp., post tensioning; David G. Allen Co., Inc., Raleigh, N. C., stone work, ceramic tile & resilient tile; P & P Contractors, Rockville, Md., carpentry & insulation; Virginia Metal Products Div., Gray Mfg. Co., Inc., Orange, steel doors & bucks; Metal Trim Industries, Mississippi, balcony railing; Truland Corporation Arlington lighting fixtures & electrical work; and, John A. Quinn, Inc. of Maryland, Rockville, Md., plumbing fixtures, plumbing, air conditioning, heating & ventilating.

Subcontractors & Suppliers

From Norfolk were: Lone Star Industries, Inc., masonry supplier; Hall-Hodges Co., Inc., steel; Walker & Laberge Co., Inc., windows, window walls & glazing; Burton Lumber Co., millwork & paneling; Westinghouse, Elevator Division, elevator; and, Door Engineering Corp., hardware.

Others were: Welch Pile Driving Corp., Va. Beach, piling; Concrete Pumping Methods, Inc., Va. Beach, concrete; Tidewater Steel Co., Inc., Chesapeake, steel roof deck; USL Corp., post tensioning; David G. Allen Co., Inc., Raleigh, N. C., stone work, ceramic tile & resilient tile; P & P Contractors, Rockville, Md., carpentry & insulation; Virginia Metal Products Div., Gray Mfg. Co., Inc., Orange, steel doors & bucks; Metal Trim Industries, Mississippi, balcony railing; Truland Corporation Arlington lighting fixtures & electrical work; and, John A. Quinn, Inc. of Maryland, Rockville, Md., plumbing fixtures, plumbing, air conditioning, heating & ventilating.

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Interior Design By THE ARCHITECT

CONQUEST MONCURE & DUNN, INC.
General Contractor

PAGE FORTY-FOUR

VIRGINIA RECORD
The new Consolidated Bank and Trust Company is the headquarters for the oldest black owned bank in the nation. The new structure is built across the street from the old building, which has long been a local landmark. The bank wanted a new headquarters which would be a notable contribution to the neighborhood. While the site is quite small a large portion of the site has been devoted to a plaza. The visual size of the plaza is doubled by a twenty-eight by sixty foot mirrored wall which reflects the trees and tower of the plaza.

The exterior walls are dark brick, with deeply inset windows. All windows, except the reflective wall, are bronze tinted glass in black anodized frames. The third floor penthouse is screened with a wall of painted steel Pecking. The building has a steel structural frame.

The triangular tower supports three clocks, each six feet in diameter made of mirrored glass. Two clocks face oncoming traffic on Marshall and First Streets, the third is off center so it can be seen from Broad Street. Ten American Hollies are to form a green umbrella over the plaza. The plaza is paved in the same brick as the bank walls.

Entering the bank through a glass vestibule one enters a two story lobby, providing some privacy. The bank did not want any physical barriers erected between the bank's patrons and the officers.

The drive-up and walk-in windows are located to be convenient to the main tellers' area on the first floor. The vault is located between the tellers' area and the officers' area, in the inter-section of the west and south wings of the building. Toilets and janitors' rooms are also located in this area. A record vault and similar core facilities sit above, concealed by an elevator and a stair. A dumb waiter connects the tellers with the clerical area most closely related to them which is located directly above.

The interior is all but column free due to the use of long spans. The spans also give a spacious appearance to the interior as well as providing for greater flexibility. Spaces are differentiated by changes in ceiling height or low walls rather than full height enclosures.

The colors of the interior are mostly natural, the colors of oak, brick and wool. To this muted scheme large graphic panels have been added. The architect also did the interior design and chose brightly colored fabrics for most of the furniture.

In contrast with the angularity of the exterior, the interior was designed to be "softer." The teller's counter is oak, with rounded edges. The deal

(Continued on page 68)
THIS school project is unique in that it combined three separately located elementary schools onto one site with an existing school which now provides educational facilities for approximately 600 pupils. The original school, located on North Fillmore Street in Arlington County, was incorporated in the new plan with some alterations and additions so that community identification could be retained and now houses those program functions which are somewhat separate from the elementary instructional spaces, such as administration, kindergarten suite and music, art and science resource centers. New elementary instructional spaces are housed in an open plan, two-story structure grouped around a 1-1/2 story media center.

First floor elevations vary to follow the natural slope of the site; transitions between spaces being made by ramps and steps. On the second story, ceiling heights vary. Circulation between floors is by stairs and a centrally located elevator. A corridor is used which pro-
vides a noise barrier between teaching spaces and physical education and also provides an alternate means of circulation between teaching spaces. Teaching spaces are designed for a three teacher team. Each space includes a closed area for program planning, a closed instructional area and a service area containing work sinks, work counters, material storage, and connection points for audio-visual aids. All open teaching areas are carpeted and are visually separate through the use of relocatable storage units, display boards, carrels, etc. Folding gates are used to isolate areas within the school, when necessary.

Color schemes play an important factor within the schools' open plan in that they help to code functions and facilities within the building and also add to the aesthetic appeal to young children.

The new facility is designed for extended community use twelve months of the year as well as normal elementary school program activities through the addition of a library, media center, gymnasium and open playground.

Heating and air conditioning is provided by a closed loop circulating system serving as a water source for electric heat pumps. The energy source for heating requirements is a combination of oil and electricity.

M. L. Whitlow, Inc., of Alexandria, was general contractor and also handled excavating, piling, foundations, concrete, carpentry and waterproofing.

Subcontractors & Suppliers


GLAVE NEWMAN ANDERSON AND ASSOCIATES, INC.

BEACH COTTAGE

JAMES M. GLAVE
GLAVE NEWMAN ANDERSON & ASSOCIATES, INC.
INTERIOR DESIGNER

A. B. M. CONSTRUCTION COMPANY
GENERAL CONTRACTOR
TAKING advantage of the ocean view, sun, and cross ventilation, James Glave has designed and built a cottage of superimposed geometric shapes that fit and function together as a single unit.

The design uses the typical ocean-front building restrictions of pier construction and breakaway ground floor space to dramatize the effective height and "floating" quality of the structure.

A concern over operating and maintenance costs prompted the decision to use self care materials, both interior and exterior, and eliminate the luxury of central air conditioning. Without air conditioning great care was taken to provide cross ventilation to all interior spaces. The strong geometric contradicting shapes, large wall openings, and exterior living spaces, balconies and porches, are a direct result of this need.

Basically the house in plan is a thirty-two foot square turned 45 degrees to the beach. Within the confines of the exterior walls a two-story living room has been turned an additional 45 degrees (parallel to the beach) thus providing the undulating, modeled walls of the main living level. The bedrooms have been located in the "left over" triangular spaces of the upper level. The twisting of the simplest of geometric shapes within one another provides for dramatic interior spaces.

The main living level consists of a large living space where entertaining, dining and food preparation can all proceed simultaneously and yet remain independent of one another. The master bedroom located at this level, is the only exception to the simplicity of the square plan. The two enclosed bedrooms and the overflow "bunk loft" surround the upper level of the living room. There is a small exterior balcony reached from the second level. The ground "breakaway" level contains storage and laundry facilities.

The exterior surface of the entire structure is resawn Western Red Cedar shingles with "punched in" dark aluminum sliding windows and doors. The walls of the interior public spaces are fir plywood paneling, installed on a 45 degree angle and left natural. The private spaces are paneled in birch plywood that has been wiped with white paint. Bright colored trim and unusual object d’art enliven and provide a fun atmosphere to the entire interior.

A.B.M. Construction Company, Virginia Beach was general contractor for the project and Cedar Roofs of Richmond, supplied the cedar siding.
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The American Institute of Architects has announced the election of 11 architects from other countries as Honorary Fellows of the Institute.

Elected by the Board of Directors of the national professional society were: Luis Barragan, Mexico; Henryk Buszko, Poland; Juan Jose Casal Rocco, Uruguay; Allan F. Duffus, Canada; Alex Gordon, England; Colin Laird, Trinidad; Dr. Hans Bernard Reichow, West Germany; Andre Remondet, France; Dr. German Samper Gnecco, Colombia; Peter Shepleard, England, and Michel Weill, France.

The title of Honorary Fellow is reserved exclusively for architects of esteemed character and distinguished achievement who are not U. S. citizens and do not practice in this country or its possessions. The 1974 recipients will be invested during the annual convention of the Institute, to be held in Washington, D. C. May 19-23.

Luis Barragan, one of Mexico's outstanding architects and city planners, is perhaps best known for his design and development of Pedregal Gardens, a residential section carved from 5,000-year-old lava fields near Mexico City. Strongly influenced by public and private gardens in Europe and North Africa, Barragan became interested in building and landscaping homes in the volcanic area in 1949.

Educated as an architect and civil engineer in his home state, Guadalajara, he now lives in Mexico City where his own home reflects the design principles that distinguish his work: the use of space and light as integral parts of design, intense colors and texturally rich materials, and private gardens as focal points for living areas.

Principal developer and designer of residential areas such as Satellite City, near the University of Mexico, Barragan has also served as landscape and artistic consultant on major architectural projects including Mexico City's Camino Real Hotel and the Salk Institute in La Jolla, Calif.

Henryk Buszko, president of the Polish Architects Association and member of the Board of the International Union of Architects, has also served as landscape and artistic consultant on major architectural projects including Poland's major urban developments, including high-rise apartment buildings and commercial complexes.

Juan Jose Casal Rocco of Montevideo, Uruguay, has studied architectural design all over the world and, through his professional practice and teaching, has influenced architecture throughout Latin America. He presently serves as secretary-general of the Panamerican Federation of Architects Associations and is editor of its bilingual newsletter.

A graduate of the Faculty of Architecture of Montevideo in 1943, Casal Rocco has received, among other honors, the Faculty Grand Prize, its highest award, which enabled him to study in the United States, Great Britain, and Europe. As a teacher he has directed groups of architecture students in these same countries as well as Latin America.

Delegate to many international architectural conferences and honor-
ary member of almost every professional architectural society in Latin America, he has designed exhibition halls, factories, apartment complexes, and the library and office facilities for the Legislative Council in Montevideo.

Allan F. Duffus, president of the Royal Architectural Institute of Canada, received his Bachelor’s degree in architecture in 1938 from McGill University, Montreal. After wartime service in the Royal Canadian Navy, he began his professional practice in Halifax, Nova Scotia. He was elected to the Royal Institute College of Fellows in 1956 and he served as its dean from 1969 to 1970.

As senior partner in the firm of Duffus, Romans, Kundzins, Rouncefell, Architects & Consulting Engineers, he has been responsible for major projects in the Atlantic regions such as the Izaak Walton Killam Hospital for Children and the Interprovincial School for the Deaf. President of the Heritage Trust of Nova Scotia and former member of the region’s landmark commission, he is presently in charge of a project to restore 28 historic buildings on the Halifax waterfront.

Alex Gordon, past president of the Royal Institute of British Architects (RIBA) and of the South Wales Institute of Architects, completed his architectural studies at the Welsh School of Architecture, Cardiff (now part of the University of Wales Institute of Science and Technology). A member of the Royal Engineers during World War II, he was involved with several post-war projects in the Middle East.

In partnership with T. Alwyn Lloyd, Gordon was awarded two RIBA Bronze Medals, for a sports pavilion at the University College of South Wales and Monmouthshire, and for a Lutheran Church in Cardiff. Since 1961 Gordon’s present firm, Alex Gordon and Partners, has received eleven further recommendations and awards for work in such areas as housing, schools and universities, buildings and complexes for light and heavy industry, and commercial, sports and cultural buildings.

Colin Laird, Port-of-Spain, Trinidad, West Indies, has long been recognized as one of the most outstanding architects in the Caribbean. A naturalized citizen of Trinidad, Laird studied at the Polytechnic School of Architecture, London, and taught architecture in the United Kingdom. His many awards include the Soane Medal, the highest design prize offered by the Royal Institute of British Architects (1949).

Since establishing private practice in Trinidad in 1952, Laird has designed a variety of buildings, including factories, churches, schools, hotels, hospitals, office buildings, cinemas, banks and government buildings. He has consistently won awards in each category.

Recipient of a Rockefeller scholarship for study of U. S. theatre design in 1960, Laird designed the Little Carib Theatre and the open air drama theatre for the West Indiana Festival of Arts. In 1956 his design for Queen’s Hall, a cultural center in Port-of-Spain, won first prize in open Caribbean competition.
Dr. Hans Bernhard Reichow, 71, of Hamburg, West Germany, has had a long and distinguished career as an architect and town planner. Educated at technical colleges at Munich and Danzig, he earned a doctoral degree in engineering in 1926.

Through his private practice and as director of planning in Dresden, Braunschweig, and Stettin until 1945, Dr. Reichow acquired broad experience in the field of planned communities. In 1953-54 he served as architect for the “garden city” of Hohenkamp at Hamburg-Bramfeld. A pioneering feat in town planning, housing policy and finance policy this greenbelt town was the first privately financed and privately leased large-scale housing estate in the Federal Republic of Germany. Serving as an innovative approach to post-war reconstruction, Dr. Reichow’s work set precedents for subsequent planned towns all over the world.

Among his honors are the Great Order of Merit of the Federal Republic of Germany (1966) and the George Dehio Prize for History of Culture and Humanities (1967).

André Remondet of Paris, France, is an architect of international renown. Educated at the Ecole des Beaux Arts, Remondet won many scholastic awards, including the 1936 Premier Grand Prix de Rome. His travels took him to New York, where he worked with Max Abramovitz, and later, to Mexico and North Africa where he studied archaeology.

After distinguished military service in World War II, for which he won both his own country’s Legion of Honor and the American Bronze Star, Remondet was named Chief Architect for Civilian Buildings and National Palaces and played a leading part in France’s post-war reconstruction. He has designed schools, sports and recreational centers, large housing developments (including town planning projects), factories, hospitals and churches.

Remondet is a member of the French Academy of Architects and the ident of the Franco-British Union of Architects, and secretary-general of the International Union of Architects.

Dr. German Samper Gueneco is a partner and director of projects in the firm of Esguerra Saenz Urdaneta Samper in Bogotá, Colombia. A graduate of the Universidad Nacional de Colombia in 1947, Dr. Samper worked with famed architect Le Corbusier on plans for the city of Bogotá and the planned community of Chandigarh, India.

He has served as dean of the Faculty of Architecture at the University of the Andes, and is a member of the city council of Bogotá. Besides architectural projects such as the housing section of the Central Mortgage Bank, his activities have included presidency of the Colombia Society of Architects and honorary membership in architectural societies in Bolivia, Chile, Puerto Rico, Mexico and Brazil. In addition, he is editor of the Review of the Interamerican Society for Planning.

Dr. Samper currently represents Colombia on the directors council of the Pan-American Federation of Architects Associations.

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Peter Shepheard, professor of architecture and environmental design at the University of Pennsylvania and dean of its Graduate School of Fine Arts, is a native of Liverpool, England, where he graduated with First Class Honors from the University of Liverpool's School of Architecture in 1936.

A member of the design group which prepared the Greater London Plan during post-war reconstruction, Shepheard authored sections on Hatfield and Ungar New Towns; he also contributed to the original master plan for Stevenage New Town and served as its deputy chief architect.

In private practice he has designed award-winning housing for municipal authorities in London and elsewhere, master plans for schools and universities (including Oxford), and land-scaping and planning for various exhibitions and for the London Zoo. He is a former president of Royal Institute of British Architects (1969-1971). Mr. Shepheard has published books on gardens and landscape architecture.

Michel Weill, architect and town planner, has been active in many programs of the International Union of Architects of which he is presently secretary-general. A member since 1966, he has served as French representative to UIA congresses in Moscow, London, Cuba, and Budapest.

Born in Paris, Weill studied at the Ecole Nationale Supérieure des Beaux-Arts and the Town Planning Institute of the University of Paris. Former first vice president of the General Federation of French Architects (1965-1968), he is also a member of the Order of Architects and the French Society of Town planners.

Weill has won architectural prizes in France and in West Africa. His principal works include designs for individual houses, banks, residential blocks, industrial complexes, and a nuclear research center. In 1962 he was one of the recipients of the R. S. Reynolds Memorial Award for distinguished architecture using aluminum.
AIA WHITNEY YOUNG AWARD GIVEN POSTHUMOUSLY TO STEPHEN CRAM

The American Institute of Architects has announced that its third annual Whitney M. Young Jr. Citation has been awarded posthumously to Stephen van Daalen Cram.

The citation, named in honor of the late director of the National Urban League, recognizes the tireless and widespread service Cram rendered to minorities and the disadvantaged during his tragically short career.

A graduate of Cornell University's School of Architecture in 1968, Cram began his work in architecture as a VISTA volunteer in Pikeville, Ky. There he captained its Model Cities program, developing a self-help housing construction method which HUD studied for its Operation Breakthrough.

In 1969 Cram joined the AIA national staff as VISTA coordinator and immediately urged the development of Community Design Centers, an Institute program which provides professional architectural and planning services on a voluntary basis to neighborhoods which could not otherwise afford them.

He was a vital part of the AIA's human resources program, working to provide more scholarships, on-the-job training, career guidance to minorities, and to investigate constraints to building for the poor.

At his death in February 1973, Cram was an architectural designer with Robert J. Nash and Associates, Washington, D.C.

AIA MEDAL FOR RESEARCH AWARDED TO RALPH KNOWLES

Ralph Knowles, professor of architecture and acting dean at the University of Southern California School of Architecture and Fine Arts, has been selected to receive the 1974 Medal for Research by The American Institute of Architects.

The medal is awarded annually to an individual or organization for distinguished achievement in research in architecture or the environment.

For more than 12 years Knowles has conducted research into the effects of climate, new technology, and energy consumption on the configuration of buildings and the use and development of land. A pioneer in the fields of ecology and energy conservation, he has not only taught methods of rational and humane design, but has also applied them in building projects across the nation.

Knowles holds a bachelor's degree in architecture from North Carolina State School of Design and a master's degree from MIT. Recipient of numerous grants for research, he has published his findings extensively in magazine articles and books.

ARCHITECTURE CRITICS' MEDAL AWARDED TO WALTER McQUADE

The American Institute of Architects announced that its Architecture Critics' Medal has been awarded to Walter McQuade, well-known architectural critic.

The medal is given annually by the Institute to honor a distinguished career in architectural criticism.

As an architect (elected a Fellow of the AIA in 1967) McQuade brings to his writing a thorough knowledge of design and construction; as a writer and critic he has contributed significantly to the understanding of architecture throughout the world.

McQuade has probably reached more readers than any other architectural critic. His articles, beginning when he joined the staff of Architect...
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al Forum in 1947, have been pub-
lished in such national magazines as
The Nation, Fortune, Life, and Read-
ers Digest, and the AIA Journal.
His other publications include
"schoolhouse" (1958), "Cities Fit to
live In" (1972), an anthology of
writings on the urban environment
edited by McQuade and "The
-threatened City" (1967), a report he
wrote as a member of the Paley Com-
mittee, appointed by Mayor John
indsay to study the urban crisis in
ew York City. McQuade was sub-
dsequently named to the City Planning
commission on which he served for
years, implementing the committee's
recommendations.
A graduate of Cornell University,
McQuade is a member of the Board
of Editors of Fortune magazine.

DAVID HIRSCH
WINS AIA
PHOTOGRAPHY
MEDAL

David Hirsch of New York, N. Y.,
has been selected to receive the 1974
Architectural Photography Medal of
the American Institute of Architects.
The award is given in recognition of
distinguished achievement in archi-
tectural photography. It will be pre-
anted to Hirsch during the AIA's
annual convention May 19-23 in
Washington, D. C.
An architect as well as a pho-
tographer, Hirsch brings to his work the
principles and discipline of a design-
architectural point of view. Additional
background in journalistic photography is
exhibited in his dramatic use of light
and shadow to express a structure's
relationship to its environment.
Hirsch's color photography is also dis-
nguished for its subtlety.
A graduate of Harvard, Hirsch was
a staff photographer of the Harvard Crimson.
His interest in architectural pho-
tography led him to complete his archi-
tectural studies at Harvard's Graduate
School of Design. Hirsch is now
involved in urban design for the mayor's
office in Brooklyn, N. Y., while he
continues to contribute to Progressive
Architecture and other professional
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Virginia Agriculture Commercial Wins Eight Awards

A television commercial produced by Webb & Co., Inc., a Richmond advertising agency, for the Virginia Agricultural Foundation has won its eighth award in regional, national and international competition.

The 60-second TV spot was highlighted at the third annual Agribusiness Appreciation banquet at the John Marshall hotel in Richmond, sponsored by the Virginia Agribusiness Council. More than 1,000 agricultural and political leaders from across Virginia attended, including Governor Mills E. Godwin, Jr.

The commercial, which emphasizes agriculture's importance to the nation's economy, was produced in cooperation with the Agribusiness Council's Public Communications Committee, chaired by James A. Nolen, Vice President and Agricultural Services Officer, Fidelity National Bank, Lynchburg, Va.

The commercial has won more honors for creative and technical excellence than any agricultural film ever produced, Webb & Co., Inc., reported. A companion newspaper advertisement has won four similar awards.

Awards won by the TV spot include gold medals from the Atlanta International Film Festival and the Southern Creativity Show, first place awards at the U. S. Television Commercials Festival, the National Agricultural Marketing Association Awards and the Richmond Advertising Club Awards, and a silver medal from the 16th annual International Film and TV Festival of New York.

It was also awarded a first place certificate at the Virginia Museum Designers Show, a certificate of excellence in International Broadcasting Awards competition, and the Award of Excellence in the Third District, American Advertising Federation.

The awards were presented to Roie M. Godsey, Chairman of the Virginia Agricultural Foundation, at the annual appreciation dinner.
Alexandria Architectural Firm Names New Associate

Arif H. Hodzic, AIA, a former partner of Callmer & Milstead, Architects, Washington, D.C., has been named an associate in the firm of Saunders, Cheng & Appleton, Architects, Engineers, and Planners, of Alexandria, Virginia. Since he joined the Alexandria firm, Mr. Hodzic has served as project architect for a number of institutional and commercial projects including the Frederick Memorial Hospital, Beaurgard Heights Townhouses and Parkfairfax Apartments.

The firm of Saunders, Cheng & Appleton was established in Alexandria in 1942, and is known for a number of buildings in the Northern Virginia and Washington areas. It recently received an award for design of the Kings Park Library, Fairfax, Va. Other recent projects include the Forestry and Wildlife Laboratory for Virginia Polytechnic Institute, Blacksburg, Va.; the U.S. Post Office, Charlottesville, Va.; the Federal Communications Commission Laboratory, Laurel, Md.; and the U.S. Army Reserve Center, Fort Belvoir, Va. Currently, the firm is engaged in the studying of Facilities for the General Assembly of Virginia, an expansion of the State Capitol in Richmond, and expansion of Frederick Memorial Hospital, Frederick, Md.

A native of Yugoslavia, Mr. Hodzic received a Bachelor of Architecture degree at the University of Belgrade in 1966. Subsequently, he traveled throughout Europe pursuing architectural and planning studies. In Yugoslavia, he accumulated extensive experience in new town planning and development, including factories, office buildings, housing and recreation facilities.

In 1967, he moved to Canada and spent two years in that country working in architectural offices on educational, commercial and recreational projects, including a school for retarded children and an ice skating arena.

He settled in the United States in 1969, joining the firm of Callmer and Milstead, where he later became a partner, and was involved in design and development of many projects including the Kingman Building at Fort Belvoir and the Pomeroy Eric Elementary School in Washington, D.C.

Mr. Hodzic, a member of the American Institute of Architects, is registered to practice in the District of Columbia, Virginia and Maryland.

Poclain Appoints Peter A. Spoehr

Peter A. Spoehr has been appointed National Parts Manager effective February 1, 1974, for the American Poclain Corporation, according to Frederick W. Dolton, Poclain's President.

In his new position, Mr. Spoehr will be responsible for the administration and supervision of all phases of parts inventory, and customer service.

One of Mr. Spoehr's first major assignments will be to set up a National Parts distribution center in Poclain's newly acquired manufacturing plant in Fredericksburg, Virginia.

For the past 10 years, Mr. Spoehr was Parts Manager for the Hy-Dynamic Company in Lake Bluff, Illinois. He also spent some years with Allis-Chalmers.

Pete, his wife and two children will relocate to Virginia.

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Meeting, Public Hearings Held

- The State Board of Agriculture and Commerce met in Richmond on February 27-28, held public hearings on a proposal to repeal Virginia pesticide regulation 22 and a proposal to repeal the cereal leaf beetle quarantine, and took actions on these and other matters brought forward.

Following the public hearing, the Board voted to repeal state pesticide regulation 22, which restricted the use of certain pesticides. Since the passage of federal legislation—which pre-empted the state regulation—Virginia pesticide regulation 22 was in conflict with federal law.

After the public hearing on the proposed repeal of the cereal leaf beetle quarantine, the Board approved the repeal. It was noted that due to the natural spread of this insect, further quarantine measures would have little effect in preventing further infestation.

The Board also approved the spraying with sevin—by the Virginia Department of Agriculture and Commerce—of 1,000 acres of Hungry Mother State Park to eradicate the gypsy moth. The moth is a highly destructive plant pest which strips the foliage from shrubbery and trees, and which has reached Virginia by spreading through northern states. There is only a small infestation now in Hungry Mother State Park, and total eradication in this area is considered necessary to control the moth’s invasion since the park is 200 miles from the area of natural spread. The pesticide sevin is relatively safe, and has been approved by both state and federal governments for applications of this type. It will be sprayed aerially three times, commencing in May, and the park will be closed by the State Division of Parks during each application. Area residents will be notified of these applications through advertisements in local newspapers.
Whitt Promoted at Valley National Bank

Alfred B. Whitt has been promoted from Vice President and Cashier to Senior Vice President-Chief Administrative Officer, President Hartnell F. Taylor announced in February.

Mr. Whitt, 35, a native of Tazewell County has been with Valley National Bank 13 years. He came to Harrisonburg from Roanoke in 1959 and shortly thereafter he became associated with the bank. He was elected Auditor of the bank in 1963 and Assistant Vice President in 1967. In 1972 he was elected Vice President & Cashier. He married to the former Dottie Shifflett, and they have two children. Mr. Whitt and his family live in Harrisonburg.

He is former Treasurer of the United Fund of Harrisonburg and Rockingham County, Board Member of the Blue Ridge Chapter, National Multiple Sclerosis Society and a former Campaign Chairman for Harrisonburg and Rockingham County. He is currently treasurer of the Spotswood Elementary School P.T.A. and Vice President of the Exchange Club of Harrisonburg, Inc. and is active in the local Chapter of American Institute of Banking having served as an instructor.

He attended National Business College in Roanoke, Virginia and received an Associate in Science Degree in Business Administration and Management. He has done post-graduate work at King College in Bristol, Tennessee and Madison College. In August, 1973, Mr. Whitt graduated from the Graduate School of Consumer Banking University of Virginia, Charlottesville, Virginia.

Staff Promotions

Four members of the Valley National Bank staff have also been promoted.

Norman S. Dean has been promoted from Head Teller to Assistant Cashier-Operations.

Jimmy R. Fewell, Joseph S. Harter and Leo E. Heatwole have been advanced to Loan Officers.

Mr. Dean, 43, a native of Rockingham County graduated from Linville-Dom High School and attended Harrisonburg Business College and Madison College. He served in the U. S. Navy during the Korean War with 2½ years of overseas duty. Mr. Dean has been in the banking field for 13 years of which the past 7 years have been with Valley National. Prior to joining the bank, Mr. Dean owned and operated a local restaurant for 5 years. He attends the St. Stephen's United Church of Christ and is active in the American Institute of Banking.

Mr. Fewell, 38, a native of Phenix City, Alabama joined Valley National in May, 1973. Prior to May, Mr. Fewell worked in Richmond, Virginia with the Southern Bank & Trust Company for 3 years. After serving 4 years in the U. S. Navy, he worked 12 years with the American Finance Company.

Mr. Fewell is married to the former Rebecca Boitnott (a native of Boones Mill, Virginia) and they have two children. He has attended the University of Richmond and is actively taking courses under the A.I.B. program at Blue Ridge Community College.

Mr. Harter, 28, a native of Rockingham County, graduated from Turner Ashby High School. In 1968, he received a B.A. in Economics from Bridgewater College. From 1968 to 1972 Mr. Harter served in the U.S. Air Force with overseas duty in Italy. He joined the Valley National staff in 1972. Presently, he is a member of the Harrisonburg Lion’s Club and attends the Trinity United Church of Christ in Mt. Crawford, Virginia. He is married to the former Linda Hensley of Mt. Crawford, and they have one child.

Mr. Heatwole, 24, a native of Rockingham County joined Valley National on a full-time basis in 1972 after working part-time with the bank while enrolled at Eastern Mennonite College. He graduated from E.M.C. with a degree in Business Administration. He is a member of A.I.B. and is active as a youth leader and bookkeeper for the Harrisonburg Mennonite Church. Mr. Heatwole is married to the former Carol Goshow.
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Rheem Names Burton Regional Marketing Man of the Year

A. B. “Buddy” Burton marketing representative, was named 1973 Richmond (Va.) Region Marketing Man of the Year for the Water Heating Products Division of Rheem Manufacturing Co. The award was made during the national sales conference held by the Division.

Working out of Birmingham, Alabama, Burton significantly increased sales over the previous year. He was presented with an engraved silver tray.

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Graduate Programs approved by SCHEV For Old Dominion

The State Council of Higher Education for Virginia has approved graduate programs in public administration, business and distributive education, and guidance and counseling for Old Dominion University. The University plans to offer the graduate programs beginning with the fall semester.

The Master of Public Administration degree is designed to help train management personnel to work in government agencies. It was formulated and will be taught by faculty in ODU’s School of Business Administration and the Department of Political Science.

The Master of Science degree with a Concentration in Secondary Education and Emphasis in Business Education and Distributive Education is designed to provide professional training and subject courses at the graduate level for area secondary school teachers.

The Certificate of Advanced Study in Guidance and Counseling will provide an individually planned and approved program of 30 semester hours of course work beyond the master’s degree in guidance and counseling.

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COUNTY STREET PARKING GARAGE (From page 29)

A limited amount of office and storage space was provided under the ramps.


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CONSOLIDATED BANK AND TRUST COMPANY (From page 45)

plates are slate and the customer leans against a large padded bolster.

The officers' platform is carpeted and contains oak desks. Electrical and telephone services are supplied in sub-floor raceways to permit the platform to expand to the entire west wing of the building. The remainder of the west wing contains small loan offices.

The upper level contains the executive offices and board room as well as the major clerical offices. Most second floor partitions are metal stud to permit expansion in the future. All are served with sub-floor raceways, which is anticipated that the office will expand, while banking services will be handled in branch banks. The upper level is planned so that it can be expanded over the parking lot to the south or the driveway to the west.

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The New Experience...
(From page 7)

little money around, nothing like today: $75 a week was good pay for a moderately successful young person under 26. Most of all, the consciousness of responsible young people was free of the security mania which has come to haunt the mind of all ages of our citizens. Young people drifted between jobs in periods of personally fruitful unemployment or worked sporadically at odd chores which left them free for cultivating their minds and tastes.

My young friend, excited by the parallels with his own planned retirement, said he had never known of this aspect of the twenties, and I told him of an essay in Louis Kronenberger’s Mania For Magnificence, which gave a rather scholarly development of the theme. The basic subject of his essay was a book, Babitts & Bohemians, by Elizabeth Stevenson. While in the bohemians’ minds, the despised Babitts represented inclusively Philistine business people with only money-values and a penchant for joining foolish organizations, in the Babitts’ minds, the contemptible bohemians represented inclusively artsy phonies indulging in free-love in (Greenwich) village dives. As Kronenberger points out, the two groups were “a made-to-order antithesis,” whose head-on collisions gave a curious tension to the period. But it was the non-arty, non-money bohemians, those whose work in every known field made the twenties a revolutionarily creative period, who took advantage of the sense of opportunity that pervaded the era.

As I explained to my friend, this was not the opportunity “to get ahead,” but the opportunity to develop the self. Miss Stevenson wrote that one of the period’s governing attitudes was “the openness of the future . . . there was room enough, there was time enough.” To this Kronenberger added, “One could, accordingly, saunter; could saunter, in fact, out of step. It was an age that encouraged the individual temperament, the individualist aspiration; it would have nothing of authoritarianism . . .” Though it sounds juvenile and corny in these times, life then was an adventure, to be experienced that day, with no worries about tomorrows. “The very frivolity of the period bespoke a kind of security.”

Where had it all gone? My young friend correctly assumed the Depression had ended the period, but the profound changes were caused by the rise of other values in the age of influence following World War II. Kronenberger wrote that “the very opposition of Babitts and bohemians argued unambiguous values rather than mongrel ones. In the end, indeed, the antithesis is a kind of value judgment: all in all, the ignominy of the twenties rests with the Babitts . . . with chicanery and corruption in high places, with meager earnings and bloated profits; and a certain luster hovers around the bohemians, at least in what they wrote and painted and composed. Today the sharpness of the antitheses seems most salubrious just because there was so little dubious middle ground.”

Today, writes Kronenberger, the lure of big money has invaded the former bohemia, and turned artists into businessmen. They have become the “smallest part of a big-money mass-media world that has created a faddish culture in which talent and trash, audacity and expediency, frison and cliché, mini truths and mammoth fictions embrace one another.” With the passing of the healthful antithesis, there is now one colorless ambience derived from money-based status.

As my young companion was quick
to point out, for the old bohemia, which was truly concerned with culture, we now have the sleazy so-called counter-culture—which is no culture at all but a mindless nihilism whose chief concern is with its costume and rituals. Naturally, a young person who was forsaking the corporation-man’s mould for an experiment in his own individualism would not be free of at least a tinge of fear of being identified with the scurvy parasites. However, that seemed to me a small thing to fear, as paltry in its way as some of the goals and gratifications he was renouncing, since the only person to whom he needed to justify himself was himself.

Admittedly the individualist’s road would be harder and lonelier today than in the twenties when he could be a part of one of the two antithetical forces. But, though his semi-retirement plan might be unique, his search for deeper values than those huckstered on the ubiquitous tube must be shared by countless individuals of all ages and stations. For the individual’s struggle to discover a sense of what life means does lie outside all the manipulations of self-serving politicians, and all the measureless words written and spoken about those flawed “leaders,” as if endless analysis of the shabby futilities would somehow compensate for the absence of ethical purposes. It is highly possible that the ideas and aspirations of those lonely individuals struggling outside the mainstream could coalesce into entirely new concepts which would transcend so many of the obsolete institutions and attitudes which are behind the people’s apathetic feeling that there is nothing any one person can do.

A column by Michael Kernan defined ideas of this type already advanced by professional futurist, F. M. Esfandiary. A lecturer at UCLA and the New School for Social Research, and author of a book, *Up-wingers—A Futuristic Manifesto*, Esfandiary advances visions for the future which are, to say the least, somewhat startling. But some of his main theses express the feelings of those who, like my young friend, renounce as outworn much in the present social-economic system.

“He classes those who fight for pollution-free cars with the 19th century people who wanted brighter gas-lights, larger plowshares, faster spinning wheels, more nimble town criers.” His answer to auto pollution: eliminate the car. Transcend it. Find something better. And that goes for everything.

Certainly on this point, in a nation once the most innovative in world history, we have witnessed a woeful lack of imagination combined with Big Interests’ insensitivity to public welfare in rigid policies that went on producing more and bigger automobiles, more and wider highways, more and more city congestion until (as Esfandiary wrote) we have crises of “the cities, the environment . . . and now energy.” If you read the history of a fallen civilization which followed such a short-sighted policy—as if space and resources were limitless — this policy would be offered as an indication of the people’s failure to adapt.

As Esfandiary wrote, “What we are really seeing in this oil shortage is the collapse of an old decrepit 19th century technology which no longer fills the needs and the rhythm of today. Fossil-fuel power plants simply can’t handle our modern demands for electricity, for instance. Digging up more coal just is no answer at all. Improving the old industrial technology is a losing battle. It’s patchwork. You can’t regenerate a technology that is basically obsolete.”

It is on this point of obsolescence, of the need to transcend patchy makeshifts that attempt to fit old aspects of the past to the shifting sands of the ever-changing present that the lonely seekers of their truths are in tacit agreement with professional futurists. Disregarding details, what is important in this story of organized industrialization is its inequitable profits, its self-alienating jobs, its corporate-bureaucratic rule to which the individual surrenders much (and sometimes all) of his autonomy—is the freedom for the individual to find new ways to express his humanity.

For today, the lonely seekers, such as my young friend, have despaired of affecting the world they live in, while the aggressive futurists are determined to affect the world around them. The crises in the outworn system show help the futurists in bringing basic changes to the society, in shaking the shackles of the 19th century (a earlier) patterns of thought, and in bringing to the individual seek openings in which they could express their humanity in ways to affect the world of their mortality. The ways which they could affect their world might be very modest, but their sense of participation would be significant.

Seen in this perspective, it is too visionary to believe in (or at least to hope for) a coalescence of the new isolated aspirations into forces; rected away from (what might called) a Nixonian ethic-less materialism and toward a new humanity values. For it is precisely on the po of unblanned coalescence that the new life-styles as proposed by my young friend hold the same potential for new spirit as that which flourished the twenties.

The young people then, unaware living in an historic era, were not mostly conscious of being compone

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n a new creative force, a modified renaissance. In the individualism mentioned by Kronenberger and the freedom from time computation mentioned by Ms. Stevenson, the young men and women concentrated on being themselves. Among them the do-ers concentrated on achieving in their own way, with fresh visions and/or new techniques, which were highly personal. Of course, there was something of a ferment in the atmosphere, stimulating quality of “openness,” although this mentally-spiritually igniting climate did not (as said) cause any sense of joining anything, asserting their own self-autonomy in the same way that my young friend now wishes to assert his, the individuals worked as independently of one another as they did of any system.

For example, in the old Greenwich Village of the true bohemia, several talented young people produced experimental plays on a shoestring in a mall theatre in what would now be called Off Off Broadway. The most successful of these plays were written by a lonely, brooding young Irishman, he son of a famous old-school actor. When they attracted sufficient attention to be brought uptown to a Broadway house, the plays broke the mould of the American commercial theatre and, establishing Eugene O’Neill as the nation’s foremost dramatist, pioneered the way for an American dramatic literature that took its place in world drama.

Eastward from the Village across Manhattan Island on the lower East Side, a teen-age son of a struggling immigrant family dropped out of high school to make a break with poverty by playing piano as a song pluggar in Tin Pan Alley. In this monotonous job of playing the tunes written by hacks, he young piano pounder began experimenting with tunes of his own. After publishing a number of relatively uninspired songs, George Gershwin began turning out hit songs of original rhythms until, in his twenties, he began writing whole scores which, nearly characterized by Gershwin’s fresh American rhythms, turned into a succession of hit shows. Although before the days when radio (with its hit parades) made instant celebrities and millionaires. Gershwin made plenty of money for his needs and, showing that financial security was not his aim, he would play at parties all night for his friends. He also experimented with his now famous Rhapsody in Blue and other works using jazz rhythms in more complicated musical forms.

At the other end of Manhattan Island, from Gershwin and O’Neill, the young son of a doctor wrote the varisty show for Columbia College, the men’s small liberal arts undergraduate college of Columbia University. From this Richard Rodgers, with his collaborator, Lorenz Hart, did the music and lyrics for the Garrick Gaities, a semi-professional satirical revue. From there (as the saying goes) “the rest is history,” as in numerous hit shows and a few flops Rodgers and Hart became synonymous with a new sophistication in melodies and lyrics, which today (after nearly half-a-century) is still appreciated by knowledgeable young professional musicians.

After Hart died and no lyricist of his type appeared, Rodgers, though then over forty and very well-to-do, worked with Oscar Hammerstein to create a totally new type of a musical show for a new audience. Both he and its producer, Theatre Guild, expected the show, produced during wartime, to be an “interesting” non-profitable adventure. But after Oklahoma! enjoyed a record run as of that day, not only did Rodgers and Hammerstein follow that hit with half-a-dozen others, but their new style musical became something of a prototype of musicals for the next thirty years. While the work of Rodgers and Hammerstein is not appreciated by the connoisseurs as was the collaboration with Hart, it is a tribute to Rodgers’ fecundity that the shows written in middle age reached an incomparably larger audience than those of his youth.

During this creative burst in the theatre, the same kind of flowering was happening in literature, where countless “little magazines” (non-profit-making experiments) opened their pages to boldly original fresh talents, such as Sherwood Anderson and Hemingway, the latter of whom probably caught the American rhythms better than anyone else. During this outburst of experimentation, when countless new writers then only slightly less known than the giants appeared, a gawky, plain-faced, red-haired man in his mid-thirties was, outside all the ferment, pursuing a moderately successful career as a commercial writer. Then Sinclair Lewis decided to take a year off from the hack-work and write a realistic novel of his hometown in Minnesota. Not only did he picture for all time the bohemians’ idea of their antithesis, but he applied the name, Babbitt, by which “Babbitts” have been known ever since.

These persons were only the most outstanding, the tip of the iceberg, and even in the pulp-paper magazines (long since passed from the scene) Dashiell Hammett and Raymond Chandler wrote the prototypical private eye stories and novels which (later serving as Bogart vehicles) became classics in their genre.

It was the same with painting, without the individual big names that would be as generally known to the public, and in stage designing. This originality also appeared in life-styles, although not in wearing apparel. In dress and manners, the do-ers of the twenties were indistinguishable from their fellows. One cannot imagine the hard-bitten Gershwin adopting a Youth Cult nor Hemingway, when he and wife and child were scraping by in the direst poverty, joining a commune. In doing their thing, the individuals of the twenties expressed their own humanity in contributions to their times and to their nation’s cultural heritage.

As today’s lonely seekers do not have the twenties’ clear choice between Babbitt and bohemian, so expressing their own humanity does not have the direct opportunity of doing this in work of their choice. As Kronenberger said, this is the day of mongrel values and Big Business in the arts. However, the young people in the twenties in their independent and often lonely courses possessed no foreknowledge of the contributions that would be made by them as a generation. As of today, there must be an inevitable passing of the apathy that followed the mindless violence of the late 60s, and there is enough discontent and muffled aspiration for the young, with renewed energy, to look beyond their disenchantment with the arts of government to find within themselves new directions for mental and spiritual experiences of value.

As futurist Esfandiary said of technology, so also in their own humanity, the seekers must transcend those outworn aspects of their world which now induce flight from commitment. They must make a “leap of faith” to believe that with countless others like them, by the human experience of value they can affect the world they live in. It will not be tomorrow and not through any specific cause or scheme, but, abandoning instant gratification, there is time and there are the imponderables.
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