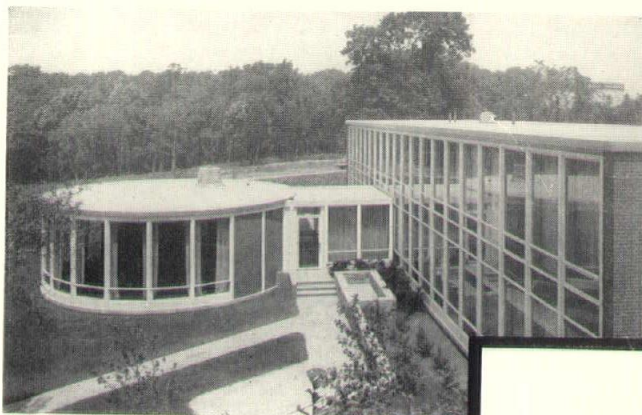


new england architect and builder *illustrated*

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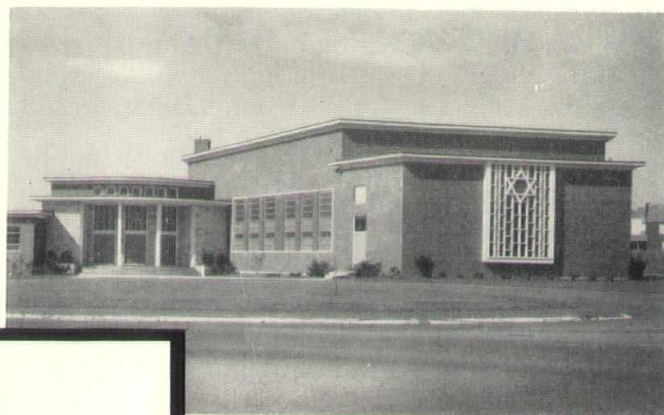
The DEPTH of a TRADEMARK!



RABB GRADUATE CENTER
BRANDEIS UNIVERSITY
WALTHAM, MASS.

Architects:

HARRISON & ABRAMOVITZ



TEMPLE BETH EL
BELMONT, MASS.

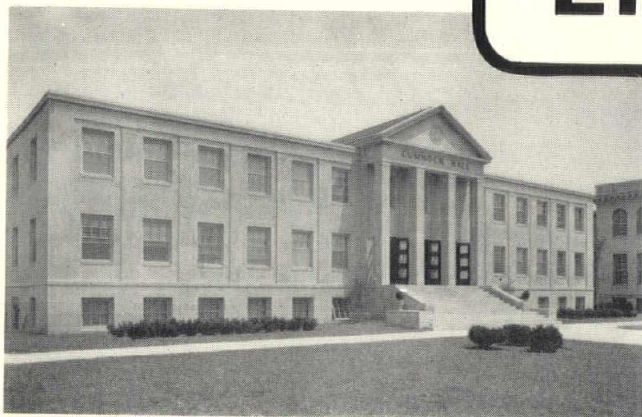
Architects:

DAVID J. ABRAHAMS & ASSOCIATES

CUMNOCK HALL
LOWELL TECHNOLOGICAL INSTITUTE

Architects:

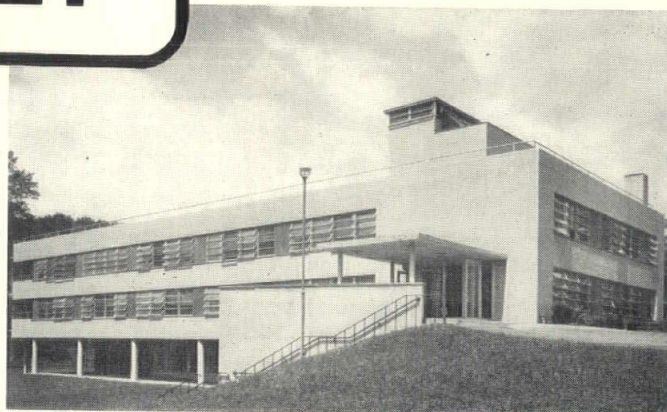
KROKYN & BROWNE



RECUPERATIVE HOME
JAMAICA PLAIN, MASS.

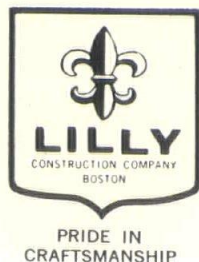
Architects and Engineers:

LINENTHAL & BECKER



A trademark cannot be two dimensional. It needs more than height and width — it must have *depth*. It requires some valuable intangibles behind it — worthwhile performance, integrity, dependability, experience and the ability to produce. Behind the Lilly trademark there are many tangible accomplishments which attest to that necessary intangible third dimension — *depth*.

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LILLY

construction company

BOSTON, MASSACHUSETTS

**BUILDERS
CONTRACTORS**

ARCHITECTS

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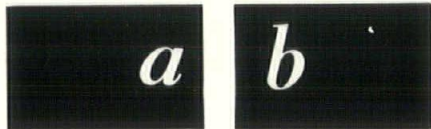
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ARCHITECTURE and CONSTRUCTION

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Francis H. Curtin



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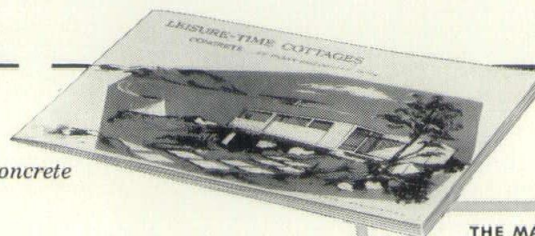
A national organization to improve and extend the uses of concrete

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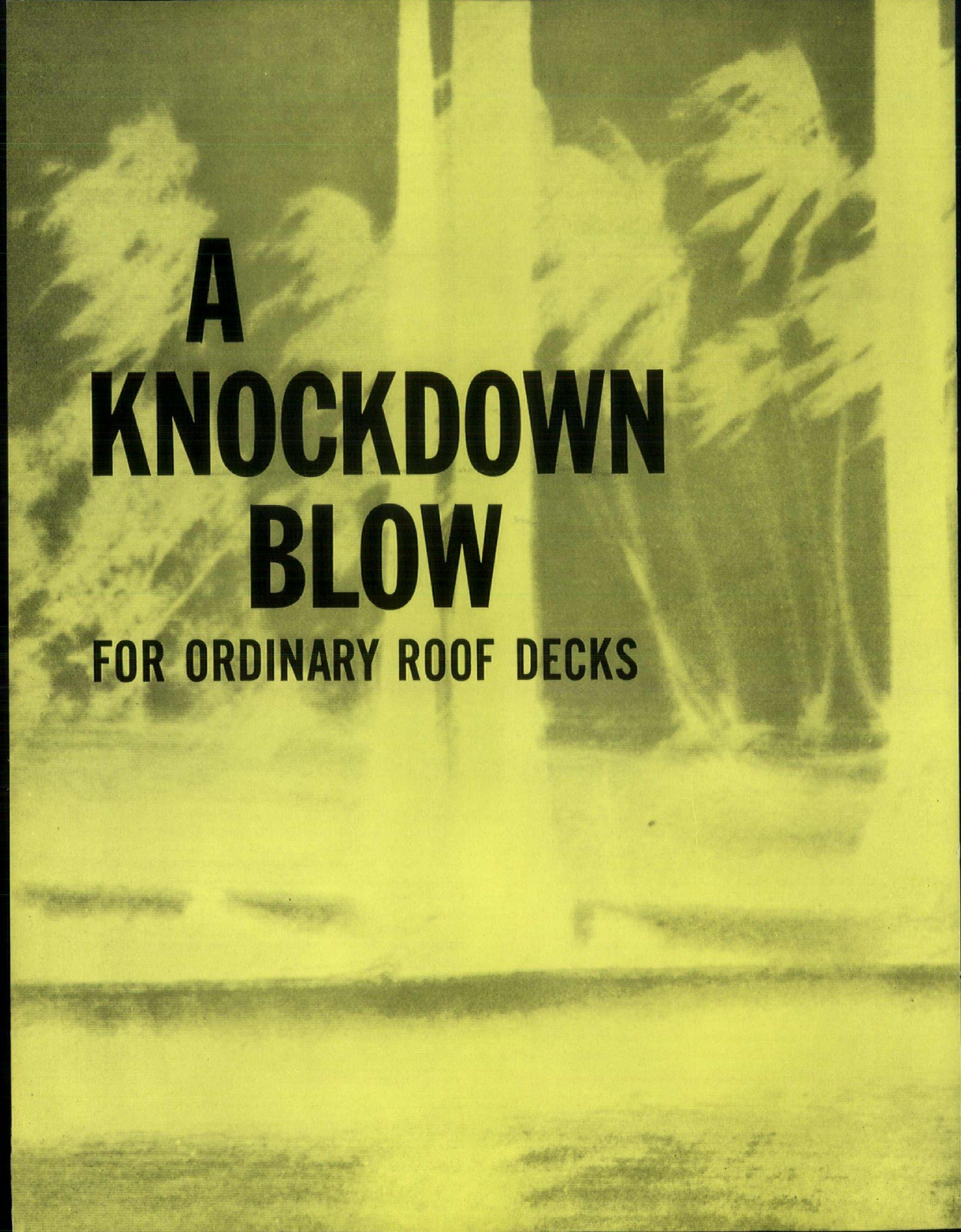
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Address _____

City _____ Zone _____ State _____



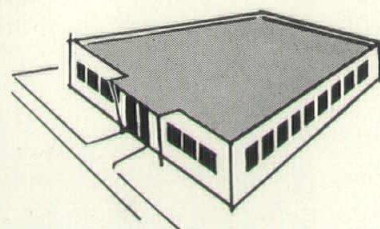
THE MARK OF A
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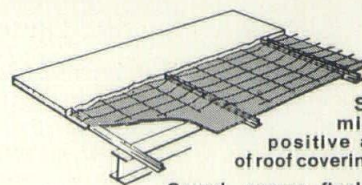
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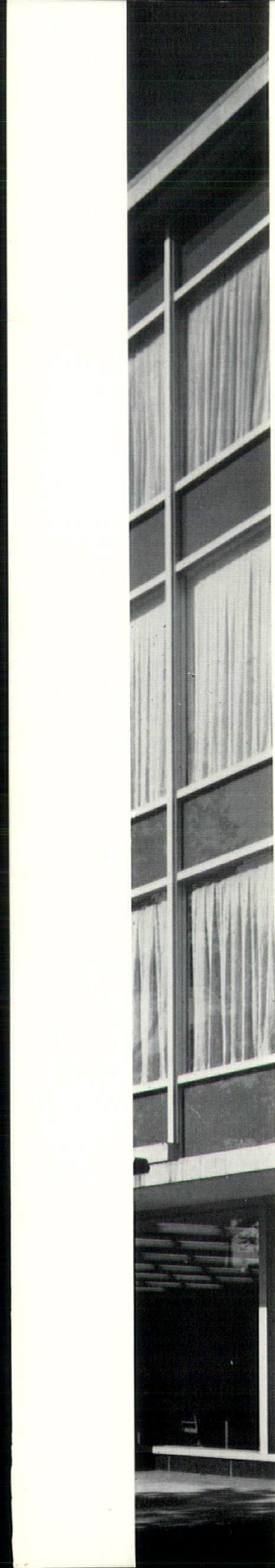


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"Some people just have it—I don't. Developing a new idea for use in my work takes me weeks and weeks and then seldom comes off. I envy the man who keeps coming up with them day in and day out."

No need for the architect who made this statement to envy the other fellow's idea generation ability. The process of developing new ideas for one's work is not reserved to any small group of individuals—it is open to all.

THERE'S NO MONOPOLY ON IDEAS IN ARCHITECTURE

by Ernest W. Fair

Idea creation and development is the exclusive property of no one. It is available to any man who employs the successful procedures others have used to attain the same ends.

What are they? That's the question the writer has put to a wide range of men noted for their business idea generation abilities. Here are the processes they employ in starting their own thought creating processes. Some use only one while many employ a combination of two or more of the following as circumstances at the time may dictate.

Progression of thinking. Under this system a chain of thinking is started with a given established fact or idea and moves step by step until the desired goal is reached. Usually the start is made with the current procedure upon which the architect wishes to improve.

This procedure has many facets and approaches. It operates on the principal that one thought or idea can lead to another. Where it would be impossible to leap from idea number one to idea number ten going through steps two to nine can reach the desired goal.

In this process many of the steps in themselves may have no value whatsoever. They may, in fact, border on the ridiculous. But they serve a purpose in providing the needed stepping stones.

If the architect takes only idea number one and dwells solely upon it the likelihood of obtaining any degree of success is remote. Such procedure never kindles the idea producing cells in one's mind to activity.

Borrow from someone else to get a starter. Plagiarism and piracy are naughty words in business and professional life. Any man who deliberately steals the idea of another takes on such an onus.

But borrowing the other fellow's idea as a starter mechanism for one's own self is another thing indeed. It can very often in itself produce something new and entirely different.

The essential maneuver in stimulating one's own idea creation processes is to set them into action. It is in itself the greatest single starter for the average archi-

tect. Using another's idea or process as this starter method toward developing the solution to a specific problem of one's own invariably creates a final product wholly different from the borrowed one.

Get all the facts first. Brain storming sessions with oneself based solely on the desire to reach a set goal can often be very frustrating. The human brain must have more than the mere wish to work upon.

The very procedure of marshalling all the facts connected with the problem will in itself start the idea generation wheels to moving. Once all the facts concerned with the problem are at hand there are also a great many avenues down which one can direct the thinking processes.

Marshalling all available facts concerned with the problem also reduces the number of blind alleys which can arise in the way to discovery of the idea one is seeking.

Attack the problem in each of its component parts. Often times direct frontal assault against the problem in itself may be so foreboding the "big picture" may completely hide a simple approach to one of the minor facets involved and which can be easily solved.

Idea generation in terms of parts of the whole simplifies problem solution. It is always easier and quicker to overcome small difficulties than it is larger ones. And when the solution to part of the problem is so reached it is amazing how much simpler of handling the rest becomes.

Thousands of great inventions have resulted from someone's efforts to improve on a little thing. When that was solved it opened the door to solution of another and so on and on it went until an entirely different result was forthcoming. Development of basic new business ideas comes about in the same way.

Learn the right surroundings which suit you best. No two of us do our best thinking under exactly the same circumstances and surroundings. One must have quiet while another man thrives best in the midst of din and noise.

continued on page 31



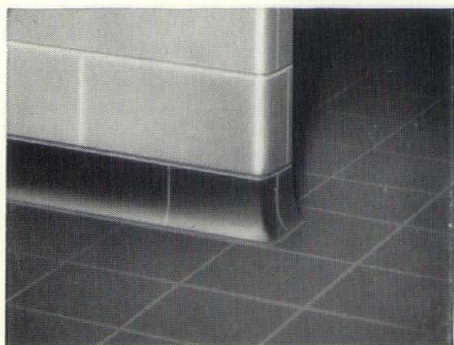
Architect LOUIS DRAKOS, Bridgeport

Contractor, INDUSTRIAL CONSTRUCTION COMPANY, Hartford, Conn.

Spectra-Glaze...The Perfect Answer

PROBLEM: When the HARTFORD ELECTRIC LIGHT COMPANY planned a new building in Simsbury, it wanted for its employees a washroom and locker room that would be sanitary, water proof and with a color scheme relaxing to the eye. At the same time, Hartford Electric wanted to accomplish this with economy of construction.

SOLUTION: Architect Louis Drakos found the logical solution. His recommendation: Spectra-Glaze as manufactured by Plasticrete. Here was the perfect answer . . . a glazed structural masonry wall that completely fulfilled the most exacting specifications. Spectra-Glaze is completely water proof, chemical resistant. It's dust-free, chip-resistant, stain resistant and permanent color qualities assure low-cost maintenance. And Spectra-Glaze comes in 18 standard colors and 28 special colors.



SANITARY COVE BASE UNIT

Plasticrete®

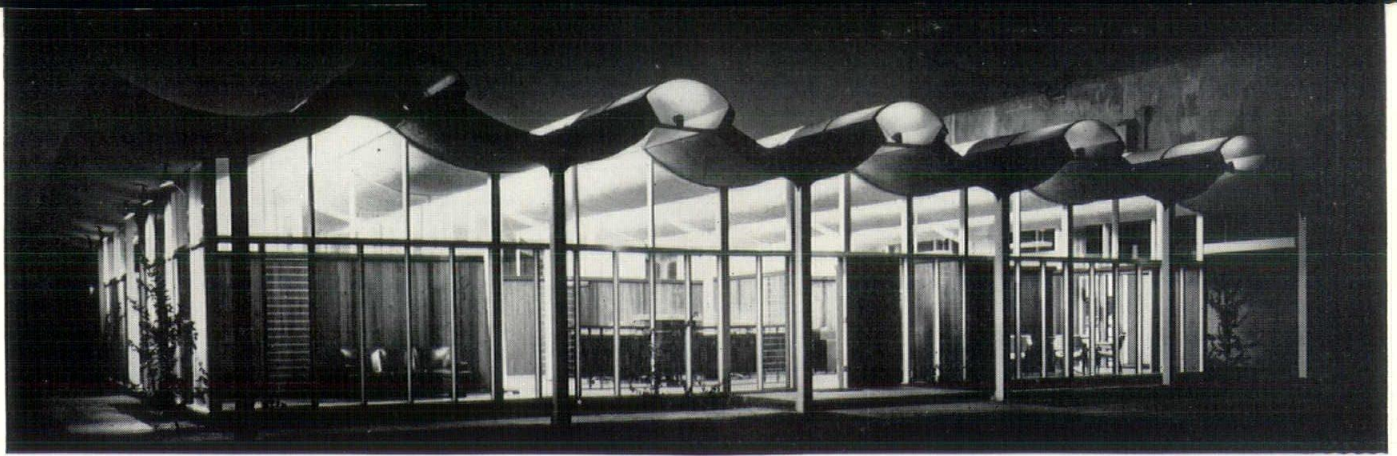
Hamden
ATwater
8-1641

Hartford
CHapel
9-6515

North Haven
CEdar
9-1621

Waterbury
PLaza
5-2259

Willimantic
HARRison
3-7249



SHOWCASE for the wares it houses is this U. S. Plywood Corporation branch warehouse in Seattle, Washington. Panelbild roof components in an unusual fluted arrangement characterize the facade of this complex of offices and warehouse.

was tantamount to a gigantic "packaging" operation. This company, which handles both hardwood plywood and fir plywood, demonstrates the functional

colorful Glasweld, a new all-mineral building panel; Weldwood paneling and doors, all-weather exterior plywood, Micarta, Panelbild components,

WAREHOUSE SEEN AS SHOW-CASE FOR

Warehouses, traditionally as homely and four-square-functional as the crates they are designed to shelter, can be showcases for the wares they house—particularly if the product involved is building material to begin with.

In line with this thinking, United States Plywood Corporation, one of the top building materials manufacturers and distributors, long ago adopted a policy that

beauty and versatility of its products by displaying them in warehouses elegantly designed with its own wares—thus showing how striking the buildings created from these wares can be.

A recent example is the new Seattle warehouse complex and branch office, designed respectively by architect Clare Moffitt and industrial designer Gideon Kramer. Both exterior and interior of the branch office feature

WARES IT HOUSES

and other U. S. Plywood products. In effect, the branch office is a display of the materials it was built to accommodate.

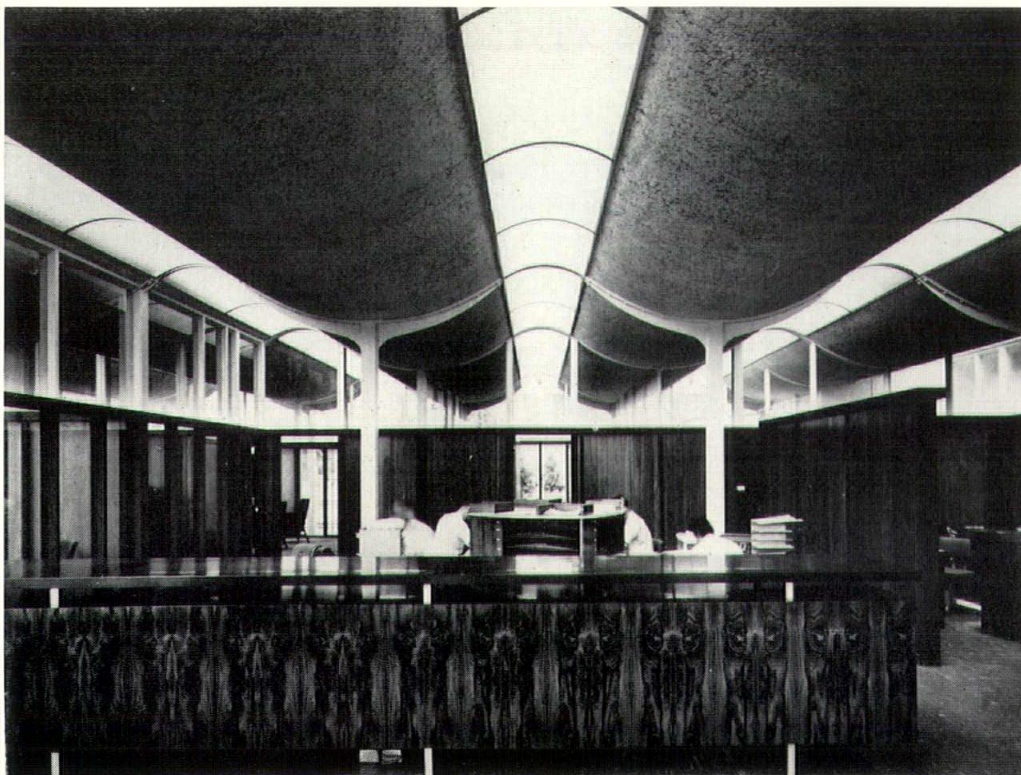
Perhaps the most striking example of the builders' combination of beauty and function is the startling design of Kramer's "Hong-Kong" roof for the office section. The roof is formed in a series of five sweeping skylight sections, rather like the flutings of a shell, that run the length of the building.

The Panelbild roof components, fabricated at the company's nearby Lynnwood, Wash., plant, actually are concave plywood shells, spanning 32 feet. Slender columns support these arches, forming an arcade of entries without interrupting the feeling of airy space that the architect planned. The prefabricated shells were put in place three feet apart and connected by convex plastic skylight sections.

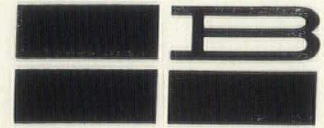
White and olive green Glasweld panels are used on the exterior walls on the South side of the office building, olive-painted Duraply on the Western exposure.

Office interiors are paneled variously in prefinished V-grooved cherry, V-grooved teak, butternut, charter walnut, madrone and matched walnut with Permagard finish. Doors throughout the office area are Algoma Staystrate with Permagard finish.

A striking Algoma rosewood counter with a black Micarta top is the first thing the customer sees on entering the office area.



INTERIOR of office section of U. S. Plywood Corporation's new facility in Seattle is dramatized by fluted Panelbild roof components, alternating with skylight sections, and the dramatic sweep of luxurious rosewood paneling on the reception counter.



"Three things are to be looked for in a building; that it stands on the right spot; that it be securely founded; that it be successfully executed."

Goethe "Elective Affinities"

BEACON
CONSTRUCTION COMPANY

These three things can be found in all buildings built by Beacon Construction Company. In the past fifteen years this comparatively young organization has successfully completed more than 150 projects in all parts of the United States and in Puerto Rico. Their unusual record bespeaks the flexibility, resourcefulness, and genuine zeal for accomplishment exhibited by this growing firm.

If a single phrase can suffice to describe an organizational attitude, BEACON's would be "growth through service." The Company prides itself on its ability to extend and expand its services to satisfy all client requirements . . . from finding the "right spot" (if necessary) to "successfully executing" all structural details of the building.

Founded in 1946 by Robert and Norman B. Leventhal, both graduates of the Massachusetts Institute of Technology, BEACON initially limited its operations to

small contracts in the Boston area. Rapidly BEACON broadened its operational and geographic scope.

By 1960, BEACON projects were located in sixteen states . . . as far west as Nebraska . . . as far south as Georgia . . . and on into Puerto Rico. However, the firm still remains very active in the New England area—doing a substantial volume of private work for banks, business organizations, and manufacturing companies.

From relatively small projects, BEACON moved on to large-scale industrial and commercial construction . . . office buildings . . . post office construction and lease-back . . . and housing. The Company is also active in real estate and land development operations.

BEACON's staff is of the highest calibre—experienced, adaptive, and imaginative. They regard each construction problem as a challenge to their creative abilities and technical skills. The staff has

expanded into a force of more than sixty people, including eighteen graduate engineers, construction and design technicians, field superintendents, foremen, key craftsmen, and administrative personnel.

Norman is president and construction chief. Robert is treasurer and in charge of sales, estimating, and finance. A third brother, Edward Leventhal, a graduate of the University of Illinois Engineering School, is vice president in charge of building construction. Mark J. Waltch, vice president, handles development, new ventures, and promotion. Mr. Waltch is a graduate of Colorado School of Mines.

Concentrating our profile on projects recently completed and currently under construction, the following pages will present a cross-section of projects illustrating how BEACON fulfills Goethe's requirements—and the requirements of individual clients.

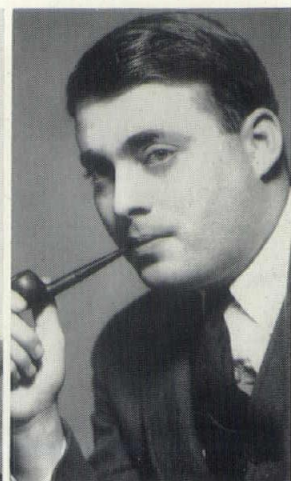
OFFICERS

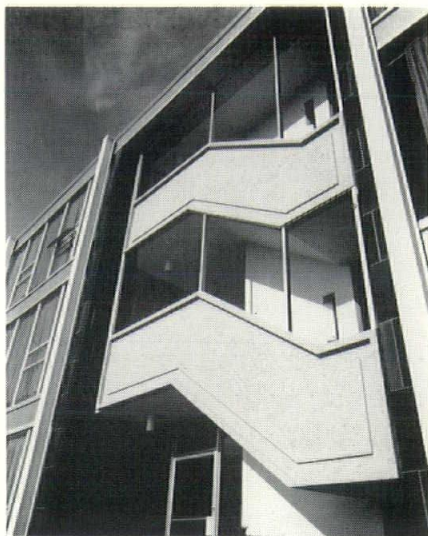
Norman Leventhal
President

Robert Leventhal
Treasurer

Edward Leventhal
Vice-President
(Building Construction)

Mark J. Waltch
Vice-President
(Development, new ventures, promotion)





Wellesley Office Park — Building One & Building Two

At Wellesley Office Park, BEACON has initiated a unique development program in Boston's prime suburban area. The Park is a planned complex of multiple and single tenancy office and research buildings. Located at the junction of Routes 9 and 128, adjacent to the Charles River, and minutes away from both the Mass. Turnpike and downtown Boston, Wellesley Office Park is at one of the most strategic and scenic spots in Massachusetts.

Designed and developed to complement the country-like surroundings, distinctive buildings feature large expanses of tinted glass, a versatile medium for space design. Acres of land provide ample room for parking and landscaped grounds.

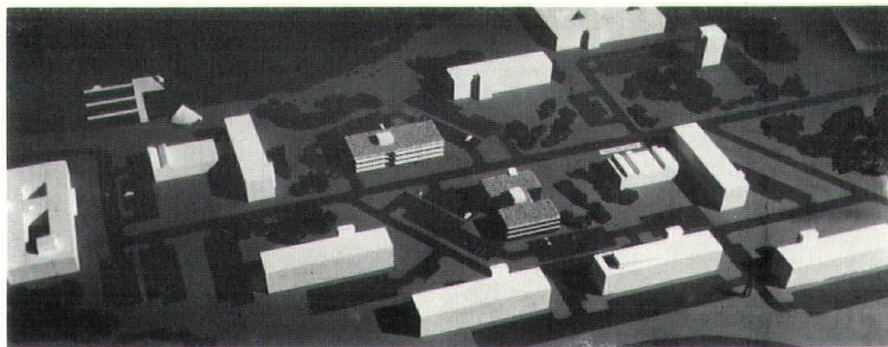
Interior design and decor are done to tenant specifications. Architectural simplicity of the modern buildings allows an infinite variety of creative design possibilities to be used with equal success.

These prestige offices exemplify the quality of the Park's interior decor. Wood paneling, high ceilings, and subtle lighting effect both warmth and spaciousness in offices designed for comfort, efficiency, and style.

Plans for Building Two are now in progress. Building Two will have 45,000 sq. ft. of space and be suitable for office and research facilities. Like Building One, it will be fully air conditioned and have automatic passenger elevators.

Several projects deserving of recognition are a 180,000 sq. ft. Distribution Center occupied by Neisner Brothers, Inc., in Rochester, New York . . . a shopping center in Peabody, Mass., consisting of the Purity Food Market and five smaller stores . . . an International House of Pancakes in Boston and an Original Pancake House in Saugus, Mass. . . . a \$5.5 million Nike-Hercules missile construction program in Iowa, Nebraska, and Connecticut . . . a \$5.5 million Capehart Housing Project in Michigan and a \$3 million Capehart Project in Kansas . . . a 50-bed Air Force Hospital in Michigan . . . a suburban bank in Brighton, Mass. . . . and an unusual repair and reconstruction job on the Longfellow Bridge, connecting Boston and Cambridge.

BEACON's current job load includes a \$19 million Capehart Housing Project at Fort Devens, Massachusetts, entered into as a joint venture; 108 military housing units in Great Lakes, Illinois; a 62,000 sq. ft. office and research building for Allied Research Associates, Inc., in Concord, Mass.; and several projects now in the planning stages.

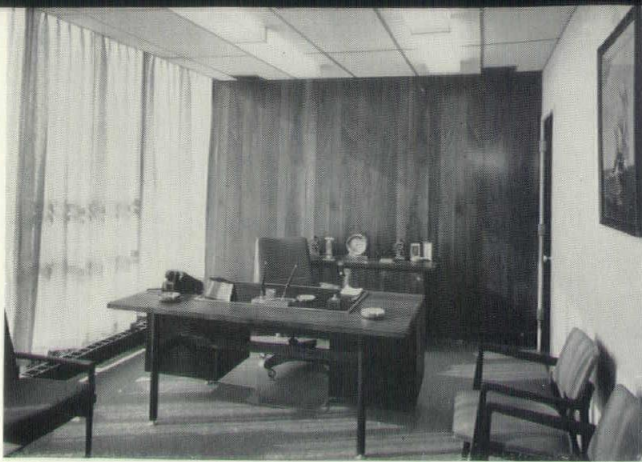


BEACON is also acting as builder and developer of Wellesley Office Park, a series of multiple and single tenancy office and research buildings. Building One of this complex is now complete.

Backed by experience, integrity, imagination—and this solid record of achievement, BEACON today is looking forward to many more years of "growth through service."

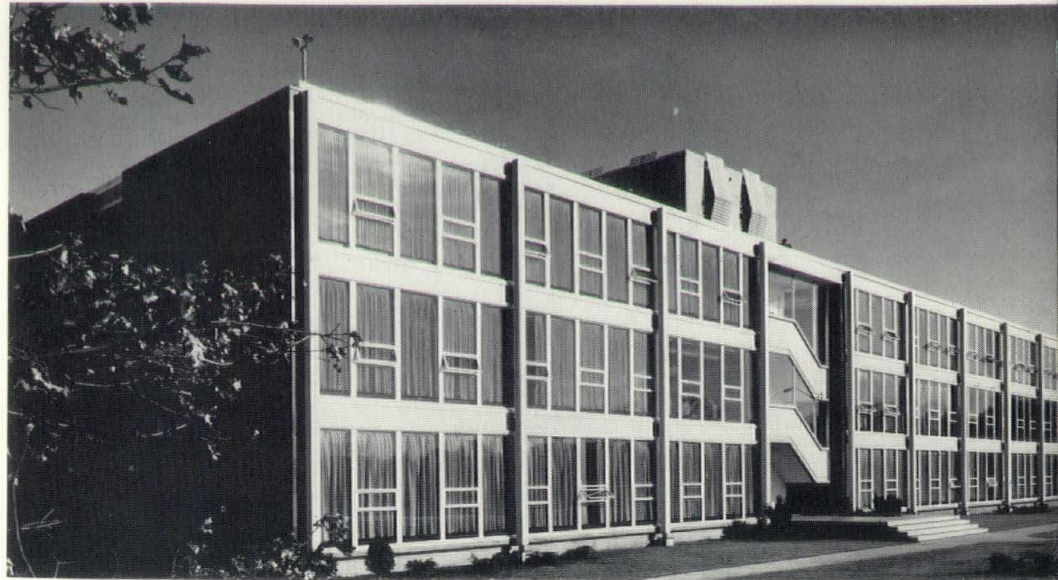
SUBCONTRACTORS — WELLESLEY OFFICE PARK

Elevators: Beckwith Elevator Co.
Heating, Ventilation, and Air Conditioning: E. A. Berman Co.
Foundations: Bart Bratko Corp.
Masonry: Brodie Construction Co.
Roofing and Sheetmetal: Burgess & Blacher; Chelsea Cement Co.
Toilet Partitions: Cutler Metal Products
Erection reinforcing steel and placing of wire mesh: Eastern Erection Co., Inc.
Hollow Metal Doors; Finish Hardware: D. H. Eskin Co., Inc.
Structural Steel and Misc. Iron: Grosser & Shlager Iron Works
Electrical: J & J Electric Co.
Plumbing: Lappin Brothers, Inc.
Concrete: Rosenfeld Sand & Stone Co.
Glass and Glazing: Salem Glass Co.
Reinforcing Steel: U. S. Steel



Typical interior executive office

WELLESLEY OFFICE PARK



Building Number One

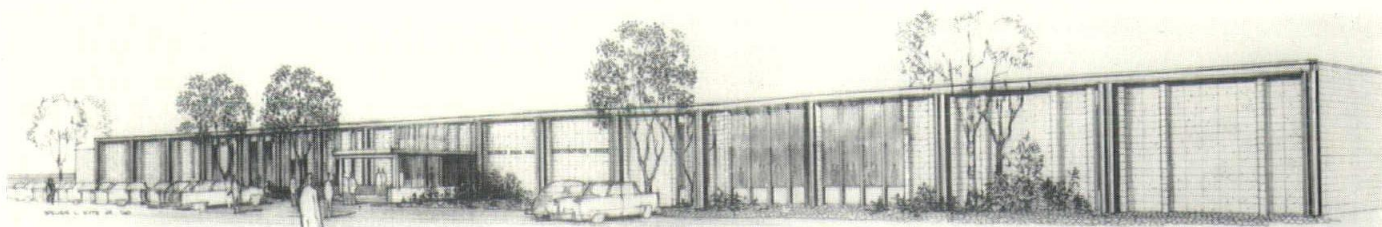


Main entrance and lobby area of Building One



Building model of Wellesley Office Park

BEACON CONSTRUCTION COMPANY



Building

Warehouse & Distribution Center
Neisner Brothers, Inc.
Rochester, New York

Architect

Salsberg & LeBlanc
Brookline, Mass.

Engineers

Mechanical
Samuel Lesburg Boston, Mass.
Electrical
Goodall Shapiro, Boston, Mass.
Structural
Goldberg & LeMessurier, Boston, Mass.

Neisner Brothers, Inc. Distribution Center—Rochester, New York

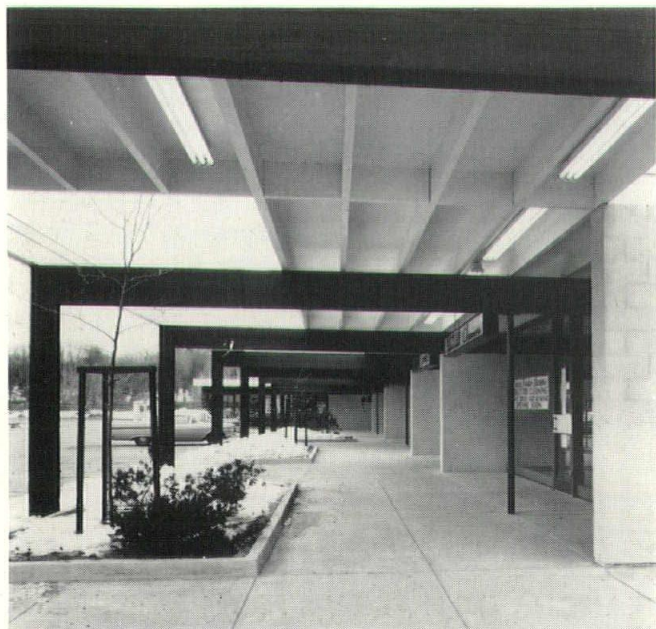
To improve efficiency of distribution operations and provide additional warehousing facilities, Neisner Brothers, Inc. needed a building which could stock all 170 of their variety stores with approximately 40% of their merchandise.

This one-story Distribution Center, designed and built by BEACON, is a steel frame and masonry structure. The building covers 180,000 sq. ft. and has space for complete trucking and rail facilities. It is situated on a 20-acre landscaped tract.

A distinctive facade was created at minimum cost by using exposed structural steel, aluminum curtain wall, and architecturally treated concrete block. Carefully selected spans of structural steel give a precise linear expression to the building's exterior and provide for interior flexibility. Extensive use of glass affords natural lighting for spacious administrative offices and employee facilities.

PURITY FAMILY CENTER, PEABODY, MASS.

BEACON used a contemporary design to effect a rural atmosphere in this modern shopping center. The Center consists of Purity Food Market and five smaller stores—a pharmacy, a cleaners, a bakery, a beauty salon, and a discount store.



The rural effect is enhanced by simple architecture. Random rubble walls and glass combined with redwood form the front of the Market. The arched roof is constructed of exposed laminated timbers, treated to retain their natural appearance. A covered mall runs the length of the Center. Lightwells in the mall covering allow plants to have direct sun exposure.

The sales area of the Market, located beneath the arched roof affords abundant natural light by using clerestory windows. Supplementary lighting is accomplished with fluorescent fixtures and attractively colored hanging globes.

The one-story structure has 35,000 sq. ft., of which the Purity Market occupies 22,000 sq. ft. It has concrete foundations, concrete block exterior walls wherever rubble was not used, and vinyl asbestos tile floor.



The warehouse portion of the Distribution Center features mechanical ventilation, gas-fired infra-red heating, and sprinklers. Mechanized materials-handling equipment in the warehouse includes motorized conveyors and towveyors which can move freight unattended to any point in the building.

The adjacent paved parking lot accommodates up to 200 cars.



Building:

Purity Family Center
Peabody, Massachusetts

Architects:

Salsberg & LeBlanc
Brookline, Mass.

Engineers:

Mechanical—Samuel Lesburg—Boston, Mass.
Structural—Goldberg & LeMessurier—Boston, Mass.

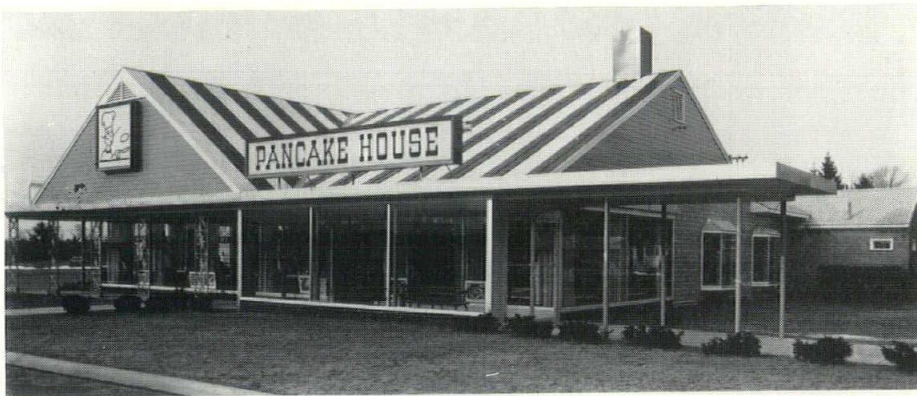
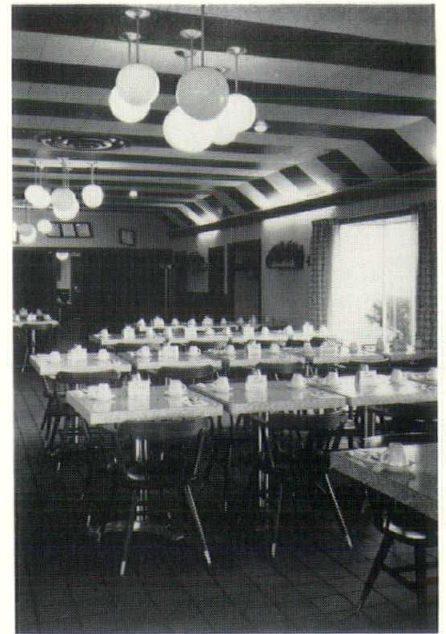


**Original Pancake House—
Sharon, Mass.**

"Pancake Houses," an established custom on the West Coast are rapidly gaining popularity throughout the New England States. BEACON has built several of these specialty restaurants in and around Boston for different restaurant chains.

An attractive portico leads into this one-story restaurant built for Hayes-Bickford Lunch Systems, Inc. The outstanding feature of the building's exterior is its red and white striped aluminum roof.

Red and white striped acoustical ceiling treatment matches the roofing. Cheerful vinyl wall fabrics, a fireplace for evening use, and colonial furnishings complete the interior decor.



**International House of Pancakes—
Brighton, Mass.**

Dawn blue roof shingles, wood, and multicolor brick create a striking exterior for this 6,000 sq. ft., one-story restaurant built for Waldorf Systems, Inc.

A warm, friendly atmosphere is achieved by use of wood paneling, gay draperies, maple furnishings, and lantern lights.

The restaurant has an acoustical ceiling and vinyl asbestos floor. As in other Pancake Houses of this chain throughout the United States, the entire kitchen area is open to public view. Engineers: Albert Goldberg Associates.



**PRINCIPAL SUBCONTRACTORS
AND MATERIAL SUPPLIERS**

Electrical—A. J. Wolfe Company, Jamaica Plain, Mass. . . . **Plumbing**—B. Snyder & Sons Company, Brighton, Mass. . . . **Heating**—E. A. Berman Company, Inc., Boston, Mass. . . . **Roofing**—Columbia Cornice Company, Cambridge, Mass. . . . **Kitchen Equipment**—Interstate Metal Fabricators, Inc., Dorchester, Mass. . . . **Booths and Tables**—Frank B. Curry Inc., Boston, Mass.

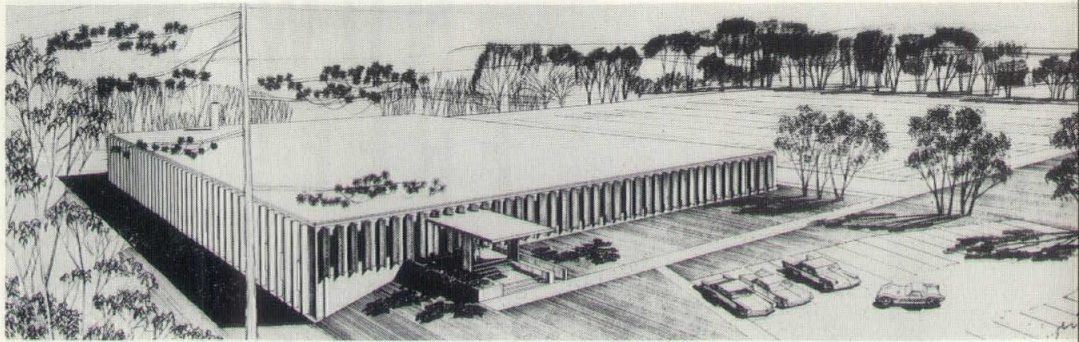


ALLIED RESEARCH ASSOCIATES, INC.
Office and Laboratory Building, Concord, Massachusetts

Architects
Samuel Glaser Associates

Structural Engineer
Albert Goldberg Associates

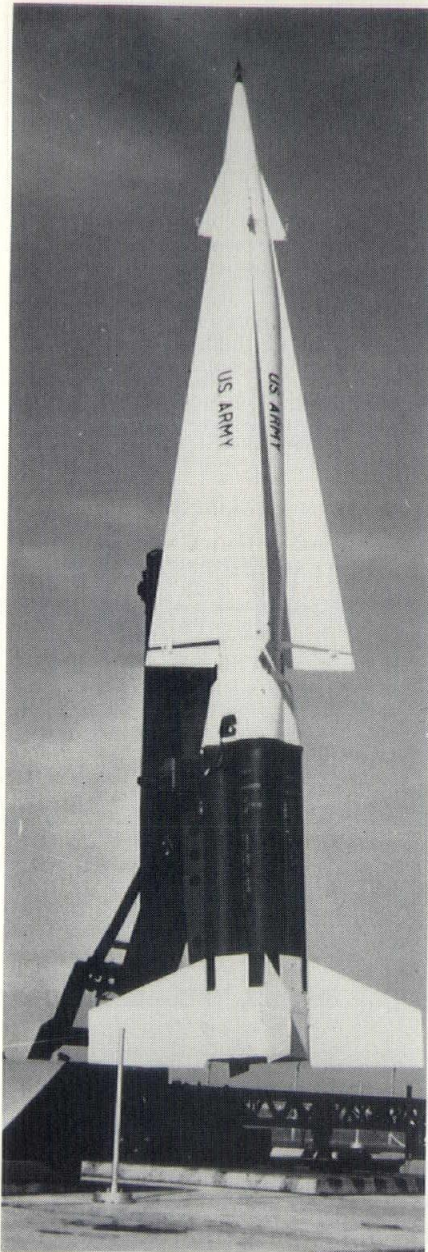
Mechanical Engineer
Stressinger & Adams



BEACON's imaginative answer to the problems of a perplexing site is to build this 62,000 sq. ft. office and laboratory building so that it seems to grow out of the hillside.

To be built for Allied Research Associates, Inc. on a 15-acre site in Concord, the structure will be divided into two levels. The lower 22,000 sq. ft. will be used for laboratory and machine shop facilities. The upper 40,000 sq. ft. is for executive and engineering offices, clerical and accounting facilities, and a library.

Precast concrete wall panels and aluminum sash will form the building's exterior. The grid module for the panel design and the aluminum sash provides maximum natural light and visibility of the wooded surroundings.

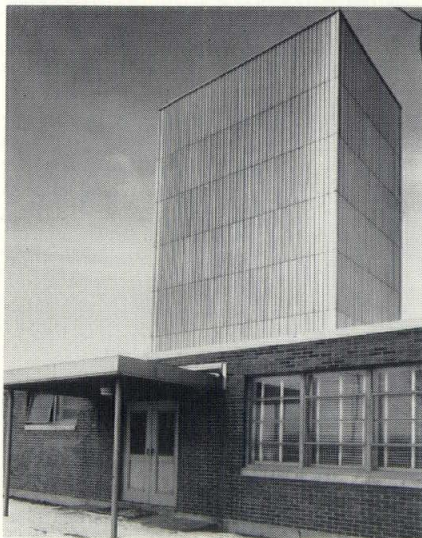


MISSILE SITE CONSTRUCTION

The gleaming missiles that pierce the skies couldn't do so without the numerous construction projects that go on at the missile sites. BEACON has participated in this missile site construction on both coasts.

Extensive concrete launching facilities, heavy earth bunkers, and launcher control buildings were built at the launcher sites. The control sites called for administrative buildings and living quarters for personnel.

GRIFFISS AIR FORCE BASE — ROME, NEW YORK



ARCHITECTS

Greenberg & Ames,
New York, New York
Fellheimer & Wagner,
New York, New York

ENGINEERS

U. S. Army Corps of Engineers,
New York District, New York, New York

At Griffiss Air Force Base in Rome, New York, BEACON completed approximately \$5 million of industrial construction for the Strategic Air Command. Facilities included a parachute and dinghy shop with a 55-foot steel tower, an armament-electronics building, rehabilitation of a warehouse to include a refrigerated film storage area, a field maintenance building, a target intelligence building and hangar foundations for B-52 bombers and tanker planes.

BEACON also did the site work, utilities, and roadways adjacent to the projects. Most of the structures were of brick and concrete block, with partial steel frames.



Structural Steel—White Plains Iron Works, Peekskill, New York . . . **Paving**—Warren Bros. Roads Company, Syracuse, New York . . . **Plumbing**—O'Shea Supply Company, Rome, New York . . . **Painter**—George Campbell & Company, Flushing, New York.

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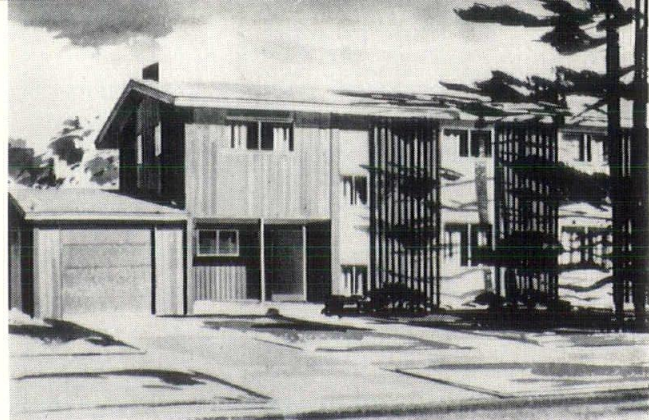
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NEW ENGLAND



TELEPHONE



BEACON CONSTRUCTION HOUSING OPERATIONS:

Within the past five years, BEACON has successfully completed approximately \$25 million of armed services, state, and municipal housing in all parts of the United States. These projects have varied in size from a \$300,000 job to participation in a \$19 million joint venture.

The current \$19 million contract for the construction of 1,199 housing units for officers and enlisted men at Fort Devens, in Ayer, Massachusetts, is the largest housing project undertaken by the Company.

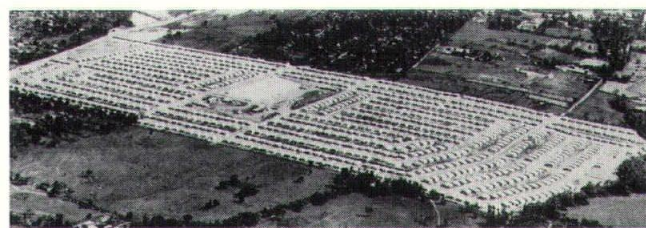
The 1199 housing units are either duplex homes or apartment type homes, with six or eight units per building. Exteriors are of either redwood vertical siding or shingled.

BEACON recently completed 330 homes at Wurtsmith Air Force Base in Michigan. These are wood frame, two-story duplex structures with tempered hardboard exteriors.

LONGFELLOW BRIDGE—BOSTON—CAMBRIDGE, MASS.

The repair and reconstruction of the historic Longfellow Bridge, connecting Boston and Cambridge, exemplifies BEACON's flexibility in adapting its skills to any type of construction activity.

The job included the removal of the 2,000 ft. long existing bridge deck and of all structural steel that had deteriorated. All structural steel was replaced. A new deck was constructed of reinforced concrete placed on buckle plates, which were riveted between floor beams and stringers. A membrane waterproofing was then installed over the entire deck.



PUERTO RICO PROJECT

In an unusual construction operation, BEACON completed a building and land development project, under government auspices, in the Villa Prades Development of San Juan, Puerto Rico. On a 150-acre site BEACON built 1,000 low-cost modern homes for sale to Puerto Ricans.

The attractive, durable homes are of precast concrete, with concrete slab foundations, and prestressed concrete roofs.

Adjacent to this development, BEACON owns developed industrial and commercial land which is adaptable to a wide variety of business operations.

O F F I C E P R O F I L E

For the past fifty-two years the Fletcher-Thompson Company has been continuously engaged in the practice of architecture in New England. Originally emphasizing industrial commissions, the scope of work was broadened early in 1932 to include educational, hospital and institutional assignments under the name of J. G. Phelan & Associates.



Mr. Phelan, associated with the office since 1916, has been President of the Fletcher-Thompson organization since 1942. He attended Pratt Institute, and offers to his clients forty years of experience in the fields of architecture, structural design and supervision. Mr. Phelan is a registered architect in Connecticut, New York, New Jersey, Massachusetts, Virginia, and Maryland; he is a member of the American Institute of Architects and of the National Society of Professional Engineers. He is also a registered Engineer in the state of Connecticut.



Unfortunately, as one of New England's largest Architectural firm its work would require volumes to be covered adequately. We regret this is impossible. Although, our report on the following pages is brief, we hope that it may by some small measure convey our recognition of the outstanding achievement of this organization and its people.

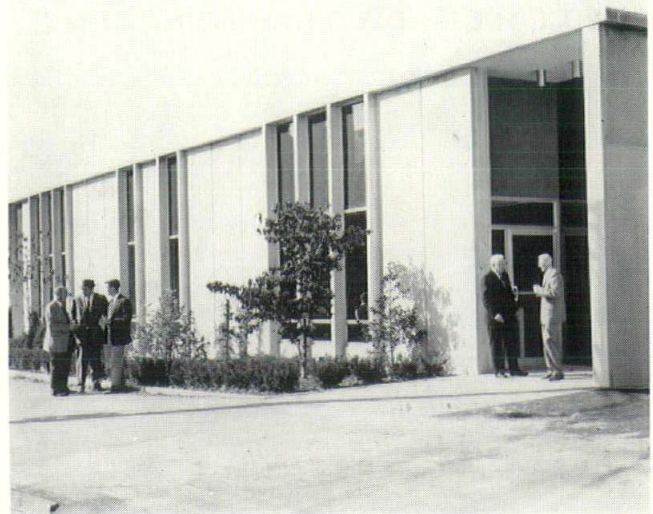
FLETCHER-THOMPSON, INC.
BRIDGEPORT • CONN.

One of the most welcomed needs a company faces is that for a new building due to expansion of its staff and facilities. Such a move was necessary for Fletcher-Thompson, Inc. during the past year. A group of small stores near the center of Bridgeport, was purchased by The William Penn Fraternal Association and the building of new offices was arranged with them.

Observing the space requirements of the Association, the existing basements of the original building were maintained and connected into boiler room, storage rooms, printing areas, conference-lecture facilities, sample room, model shop, kitchenette, and lounges. Approximately 5000 square feet on the main floor were devoted to administrative offices, conference rooms, specifications areas, library and field supervisors' offices. The main drafting room has almost 6000 square feet of floor space enclosed by precast concrete walls which were cast on the floor and lifted into place.

Economy of time was shown throughout the entire erection period. The eleven panels used to enclose the drafting room were put into place in one working day. The total time for construction was only four months.

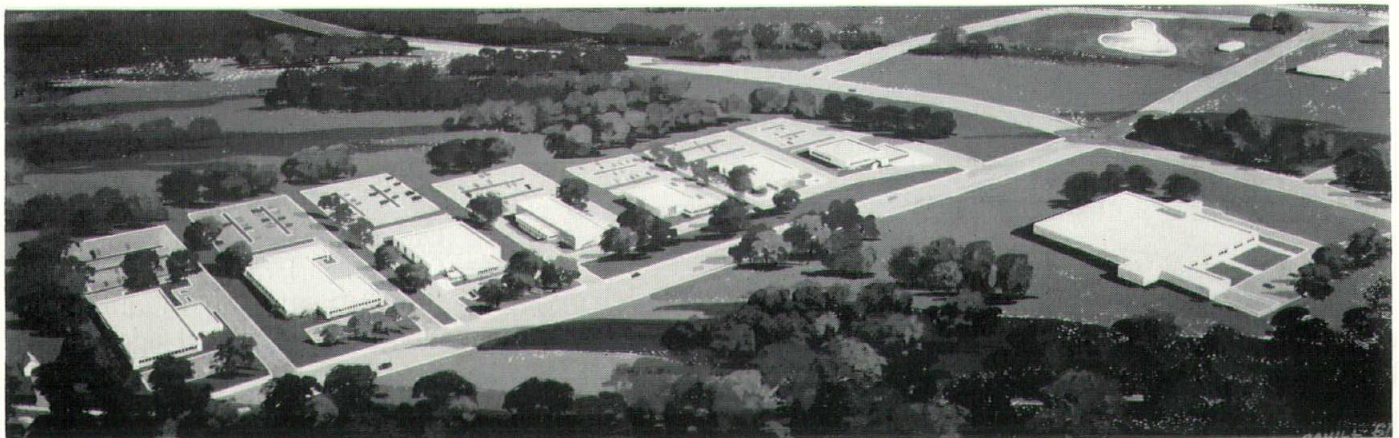
General Contractor—E & F Construction Company, Bridgeport, Conn. . . . **Engineer**—Fletcher-Thompson, Inc. . . . **Heating & Plumbing**—Berger & Graether, Bridgeport, Conn. . . . **Electrical**—Silverstone Electric, Bridgeport, Conn. . . . **Steel & Misc. Iron**—Olson Steel Co., Bridgeport, Conn. . . . **Resilient Flooring**—Marsh Flooring, Stratford, Conn. . . . **Acoustic Ceilings**—Johns Manville Co., Hartford, Conn. . . . **Millwork**—Connecticut Woodworking, New Haven, Conn. . . . **Air Conditioning**—J. B. Salamine Co., Milford, Conn.



DESIGN COUNCIL MEETING (left to right)

A. M. Shoemaker, Architectural Manager; R. W. Mott, Sr., Staff Designer; W. T. Troy, Sr., Staff Architect; A. D. Ciresi, Vice President & Chief Engineer; J. G. Phalen, President; E. D. George, Sr., Staff Architect; (R. H. Mutrux, Sr., Staff Architect, not present for picture).

BRISTOL INDUSTRIAL PARK • BRISTOL • CONN.



Fletcher-Thompson, Inc. has long felt that the Architect-Engineer can perform a definite service to the community which, like other "businesses," is struggling to survive in a highly competitive field. To illustrate this belief, the firm accepted the handling of the Bristol Industrial Park, taking responsibility for every detail of development from site selection and planning through architectural and engineering design, integration of mechanical and electrical services, through to the completed building project.

The Architects not only have provided a plot layout, but have devised a Code of Regulations which include items such as restrictions on outside storage, type of pavements, amount of landscaping, setback lines, etc.

Other industrial enterprises credited to the firm include the DeSoto and Meadows Industrial Parks in Baltimore; Entin Industrial Park, Clifton, New Jersey; and Great Meadows Industrial Park, Stratford, Conn.

**ST. JAMES ROMAN CATHOLIC CHURCH
ROCKY HILL, CONN.**

To provide a religious center which would serve the needs of 20th Century parishioners, yet contain sculpture, carvings, stained glass and other art forms that are almost as old as Holy Mother the Church itself, was the aim of Rev. Robert J. Shea and his architect, J. Gerald Phelan, when designing the St. James Church and Parish Hall in Rocky Hill, Conn. The unusual design of a church and parish hall in tandem reflects the coordination which existed between the architect and the churchman throughout the project.

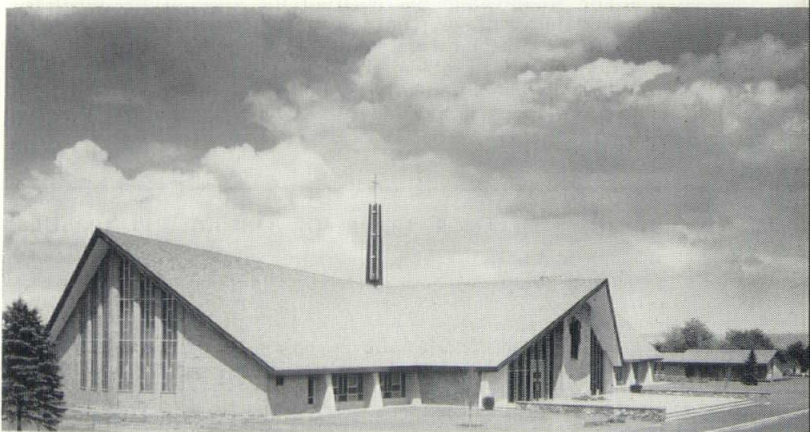
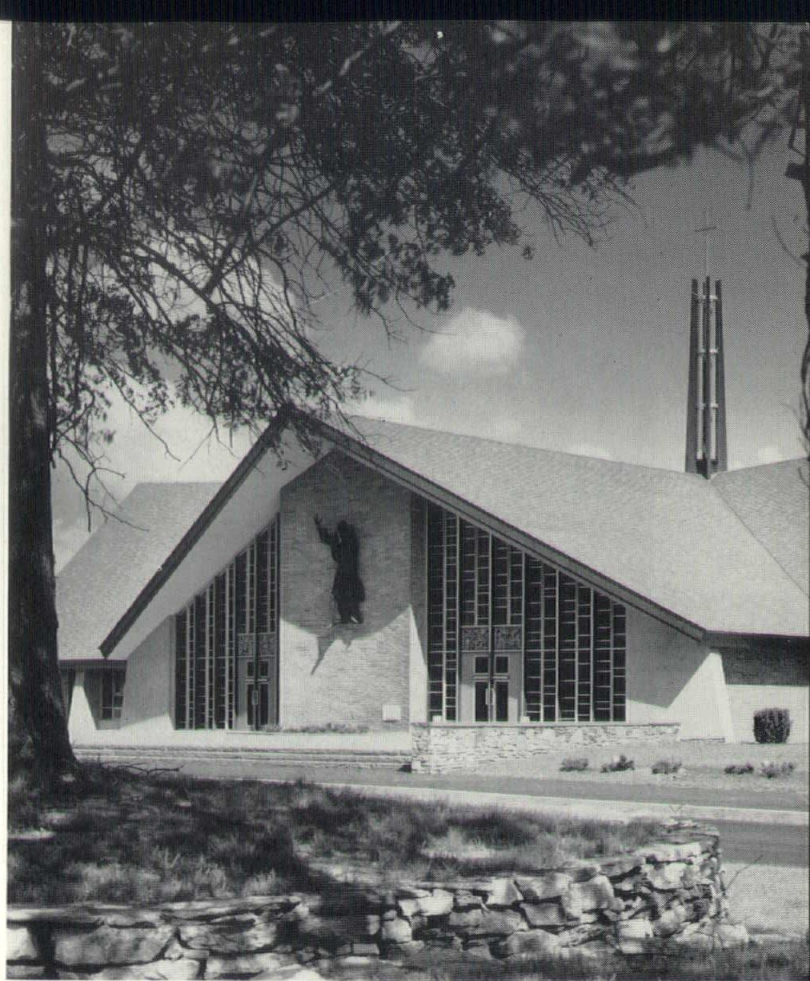
The front of the building houses a double main entrance, allowing entrance to the church on the right and to the parish hall on the left. Approximately 688 parishioners can be accommodated in the church, while the hall will serve 500. The two areas are separated by acoustically-treated folding doors that span the entire width, permitting the enlargement of the church area to a capacity of almost 1200.

Many European artisans and craftsmen have contributed to the stained glass windows, delicate carvings and statuary, lending an international character to the structure. German antique glass, framed in aluminum, decorates one side of the front entrance; the altar rails and altars are of Verdi Antique Marble, quarried in Italy; the reredos is of unpolished Roman Travertine; a Corpus of linden wood, carved in Switzerland floats above the altar on a walnut cross; the windows comprising the major part of the exterior walls were created by Gabriel Loire and were made in the ancient Cathedral city of Chartres, France.

The choir loft, with an organ and stepped choir platform, is located at the rear of the building. Also on the second floor level are the choir rooms, mechanical equipment room, and a conference room. The social hall houses a stage, complete with dressing rooms, stairs, and curtains. In the rear, adjoining the hall, is the boiler room, a small lobby, lavatories, and a fully-equipped kitchen.

One of the most unusual aspects of the structure is the design of the roof, with its four ridges joining in a common low point above the choir loft and gradually rising to dramatic high points above the sanctuary at one end and the stage on the other. On the exterior, large buttresses of concrete were left exposed as symbols of the strength and support of the church. These buttresses support the structural steel rigid frame of the roof.

From the intersecting low point of the four roof ridges a slender fleche, or spire, rises. It is composed of four 24-foot long anodized aluminum shafts that cradle aloft a gilded, tubular 8-foot high cross. The cross will be illuminated at night by lights at the base of the spire.





SHADOWBROOK

The preservation of beauty was the primary problem faced by Mr. Phelan when he was first engaged by Very Rev. William E. Fitzgerald, S.J., to rebuild Shadowbrook (destroyed by fire in 1956). It was the desire of those concerned to locate the building so it would not obstruct the view of the Bowl from a particular vantage point on the Richmond road above the property. Father Fitzgerald and the architect sought, and found, solution to these problems by designing a four-story and basement structure, irregularly shaped, set slightly into the hillside, so its appearance does not detract from the viewpoint above.

ST. JOSEPH MANOR, HOME FOR THE AGED, TRUMBULL • CONN.

In line with the current emphasis on providing help for our ageing senior citizens, J. Gerald Phelan has implemented the numerous suggestions by designing such projects as the St. Joseph's Manor, pictured here. The creation of the home, long the dream of Most Rev. Lawrence J. Shehan, Bishop of Bridgeport.

The five-story structure is built in a series of wings, three emanating from the central lobby and one, the service wing, jutting off one of the main wings. The Manor, accommodating 350 residents and 21 Sisters, utilizes reinforced concrete and structural steel with a natural, buff colored, brick facing and aluminum doors and sash. To give a visual break in the facing of the building, yet afford a maximum of window space in solarium areas, curtain wall panels in porcelain enamel were used.

The architect, J. Gerald Phelan, has shown definite evidence of his diligence to put into concrete form the desires for community living without institutionalism, complete freedom for the residents, and complete aid for their needs. Located on the grounds of an old estate still holding one of the houses of the estate and an old windmill, which the town fathers specifically requested the Bishop to preserve, the Manor offers

medical facilities for handling all medical problems except surgery, recreational facilities from cocktails and movies to reading in bed, a beauty shop and a barber shop. The choice of rooms includes singles with sink only, singles with full bath, singles with shared bath, and suites consisting of a bedroom, living room, and bath. Each room is equipped with nurse's call button, dressers, closets, and outlets for private telephones and television sets. Considerable attention has been given to making each room different and an extensive array of colors, furniture patterns, and arrangements have been developed.



ST. STANISLAUS NOVITIATE "SHADOWBROOK" LENOX • MASS.

Architects—J. Gerald Phelan Associates, Bridgeport, Conn. . . .

General Contractor—Walsh Brothers, Inc., Cambridge, Mass.

Engineers—Fletcher-Thompson, Inc., Bridgeport, Conn. . . .

Heating—M. J. Flaherty, Boston, Mass. . . . **Plumbing**—Crane

Plumbing & Heating, Boston, Mass. . . . **Electrical**—William

L. Phain & Sons, Boston, Mass. . . . **Resilient Flooring**—Kes-

seli & Morse Co., Worcester, Mass. . . . **Structural Steel**—

A. O. Wilson, Cambridge, Mass. . . . **Face Brick**—Binghamton

Brick Co., Binghamton, Mass. . . . **Miscellaneous Metal**—E. T.

Ryan Iron Work, Allston, Mass. . . . **Face Brick**—Tomkins

Brothers.

Shadowbrook provides for two separate institutions, one for the novitiate and one for the juniorate, housing a total of some 179 men in the Jesuit order. Educational facilities, sleeping quarters, and the spiritual requirements necessary for training have all been adequately attended to. The two groups in the Order share a main chapel and the dining facility.

The first floor is comprised mainly of recreation facilities, including an assembly room and stage, classrooms and other educational areas, parlors for visitors and the lobby off the main entrance. The four-car garage, the food preparation area, the shops and the laundry are also situated on this floor.

The main facilities of St. Stanislaus Novitiate lie on the second floor where are situated the main chapel, the refectory, the house library, the junior library, the kitchen, office and bedroom suites for the Rector, Master of Novices and Dean of Juniors, and the first floor of living quarters for the Novices and Juniors themselves. The remaining floors are mostly living quarters with the novice chapel also included on the third floor.

Shadowbrook's latest addition, and perhaps its most important one, is the Chapel of St. Ignatius. As the major chapel at the Novitiate, it seats over 300 persons in its cloistered main section and up to 75 women in two special sections off the sanctuary. Extensive use has been made of contemporary mosaic decoration in the chapel. The altar, a platform three steps up from the floor, is composed of a six-inch slab of Botticino marble supported on a pedestal of red onyx from Morocco. The base is of Belgian black marble. Concrete beams support wood decking for the ceiling of the 45' x 100' chapel, while textured brick form the side walls. A 35' ceiling is supported by concrete arches which meet in double pairs at the ridgepole.

Architect—J. Gerald Phelan Associates.

General Contractor—E & F Con-

struction Company, Bridgeport, Conn.

Structural—Fletcher-Thompson, Inc.,

Bridgeport, Conn. . . . **Heating & Plumb-**

ing—A & M Piping Contractors, Inc.,

Bridgeport, Conn. . . . **Roofing**—Koppers

Co. (Mfgs.) Barrett Roofing & Supply,

Bridgeport, Conn. . . . **Plumbing Fix-**

tures—Crane Company. . . . **Millwork**—

C. H. Dresser & Sons, Hartford, Conn.

Painting—Burland Painting Co.,

Bridgeport, Conn. . . . **Resilient Floor-**

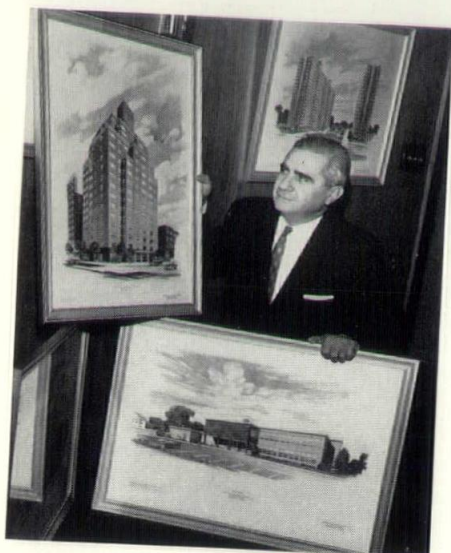
ing—Matico (Mfgs.) F. P. Goodwin,

New Haven, Conn.

Bulletin DIGEST

NEW ENGLAND NATIVE HAS DESIGNS ON NEW YORK AND CONNECTICUT SKYLINES

A native of Stamford, Conn., who for the past few years has been reshaping the skyline of the state's Fairfield County, now has designs on New York City.



Anthony M. Pavia, life-long resident of Stamford, Conn., displays renderings of New York City and Fairfield County (Conn.) commercial and residential structures which he designed. At left is a luxury apartment house scheduled for completion in 1963 at Madison Avenue and 65th Street in New York City, in upper right is the Park Avenue Apartments to be built in Bridgeport, Conn., and in foreground is the office building of the Frouge Corporation at 141 North Avenue in Bridgeport.

The architectural talents of Anthony M. Pavia, a life-long resident of Stamford, have been evidenced by his pioneering concepts for residential buildings in this area. Mr. Pavia is responsible for the design of Casa Frouge I, the first luxury high-rise apartment house (over eight stories) in Bridgeport, Conn., erected in 1955.

His luxury high-rise notion for the area brought loud skepticism from the real estate professionals, but with the backing of The Frouge Corporation, the Connecticut building firm where he is in charge of architecture and engineering, the "daring" apartment house concept for Bridgeport became a reality. The gamble paid off handsomely. Casa Frouge I was rented fully within a very short time and there has been a waiting list for apartments there ever since.

There is a noticeable absence of skepticism as another Pavia-designed luxury high-riser nears completion for occupancy this Spring. Casa Frouge II, like its predecessor, is designed for luxury living and will be located directly across the street from Casa Frouge I.

In Connecticut, Mr. Pavia personally designed the company's office building at 141 North Avenue in Bridgeport, the plant and office building for the Eagle Pencil Company in Danbury, and the plant and office building for Edgcomb Steel of New England in Milford. Also, in addition to the two Casa Frouge apartment houses, he is the architect for the forthcoming Park Avenue Apartments and Park Forest garden apartments in Bridgeport.

He is a registered architect in Connecticut, New York and Florida, as well as being listed by the National Council of Architectural Registration Boards. He holds membership with the Connecticut Society of Architects, the New York Society of Architects and the New York State Association of Architects.

WOMEN IN CONSTRUCTION OF BOSTON

Women in Construction of Boston announces the following slate of Officers and Directors for 1962: President, Celia A. Wojcicki, Jefferson Construction Co., Vice-President, Alice C. Brennan, Park Construction Co., Secretary, Jeanette LaCroix, Wood Fabricators, Inc., Treasurer, Mary A. Ryan, Blasko & Moore, Inc. Board of Directors: Lillian L. Copeland, Richard F. Clark Co., Beverly V. Bearse, L. & R. Construction of Medford Inc., Katherine G. Lowney, Johns-Manville Sales Corporation, Lorraine M. Bower, Whitney, Atwood, Norcross Associates, Inc.

Committee Chairmen have been selected and are actively striving to present a program of interesting activities for the year. The February meeting was held at the Red Coach Grill and guest speaker for the evening was Mrs. Helen Peters, Director of Public Relations for WGBH-TV.

continued on page 22

new england ARCHITECT and BUILDER, illustrated—NUMBER TWENTY-EIGHT, 1962

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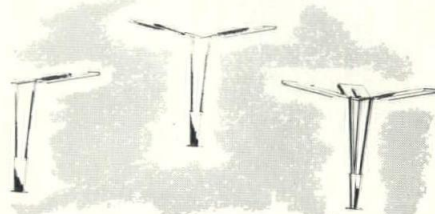


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Branch:

E. R. MAXWELL

49 Neptune, Harbor View, S. Norwalk, Conn.

Women in Construction of Boston announces that membership is open to all women, with no age limit, who have been employed or have owned businesses in the construction field, and have been so employed full time for one year or more. Women who are employed by Architects, Engineers, General and Mechanical Contractors, Sub-Contractors, Material Suppliers, Construction News Publications, and services directly associated with building construction, are eligible through local membership in the National Association of Women in Construction. A Chapter of an ever-growing national organization, Women in Con-

struction of Boston are united for the mutual benefit of women who are actively engaged in the various phases of the construction industry, to encourage cooperation and better understanding between them, and to promote fellowship and good will among members of the organization.

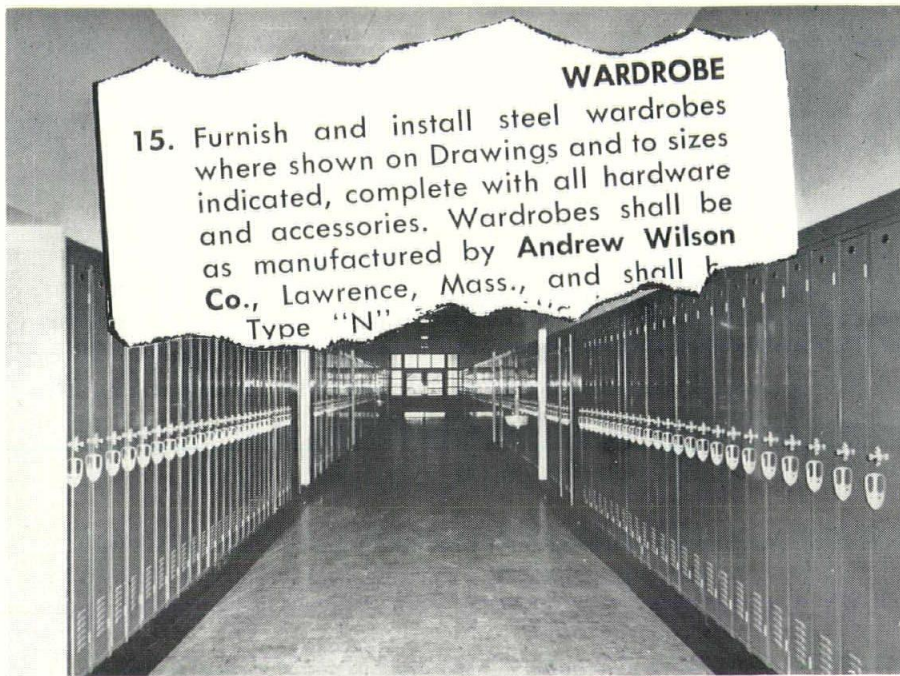
Women interested in learning more about the organization are requested to contact Mrs. Theresa M. Kiley, Membership Chairman, Stamell Construction Co., Inc. at University 8-6960.

MORTON S. FINE & ASSOCIATES

Morton S. Fine of the consulting

engineering firm of Morton S. Fine & Associates, with offices in Hartford and Norwich, Connecticut was recently appointed by Connecticut Governor John Dempsey to the State Board of Registration of Professional Engineers and Land Surveyors. He was also elected as Chairman of the West Hartford, Connecticut Town Plan and Zoning Commission.

Within the firm, Stanley R. Geda and Theodore M. Randmetz have been named associates in landscape architecture and site planning.



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M.I.T. BEGINS MULTI-MILLION DOLLAR HOUSING COMPLEX

A general contract for construction of five buildings to house married students at the Massachusetts Institute of Technology, to cost \$2,900,000, has been awarded to the Wexler Construction Company of Newton, Mass., Philip A. Stoddard, vice president of M.I.T. announced. The project was made possible by a self-liquidating loan from the Federal Housing and Home Finance Agency.

Work will start immediately on the project, according to William Kopans, Wexler president. The contract calls for completion of the buildings by the opening of the academic year in the autumn of 1963.

The housing complex will consist of a concrete and brick 16-story tower, containing 150 apartments, and four three-story buildings having a total of 60 apartments. It will be located near Memorial Drive, Cambridge, at the west end of the M.I.T. playing field.

Since the basement of the tower will be approximately 30 feet below the surface of the Charles River, the water table at the site will have to be lowered by pumping before an excavation can be started, according to Philip Jackson, Wexler vice president and general manager. A "floating" foundation will support the tower, the weight of the structure approximating the weight of earth displaced by excavation. A special crane, which will jack itself up as the building rises, will be imported from Europe for use on the job.

Architects for the project are Hugh Stubbins & Associates of Cambridge.

The married students' housing is *not* part of the Second Century Program, under which M.I.T. is raising \$66,000,000 for the advancement of education, the amount to include more than \$30,000,000 in new buildings. Work has already started on the first of the buildings under the program, the \$5,000,000 Center for Earth Sciences.

WHERE **QUALITY** AND **SERVICE** COUNT . . .



C.B.S. Electronics Bldg., Lowell, Mass., Architect: Minoru Yamasaki & Assoc. General Contractor: Lilly Construction Co., Boston, Mass.

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EXTERIOR STUCCO Specified and used for all exterior structural concrete to produce a finished, colored surface.

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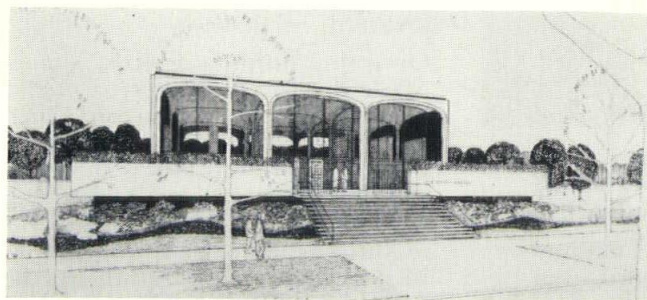
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CLASSIC DESIGN SELECTED FOR RARE BOOKS

Plans for a new, 28,000 volume technical library known as the Burndy Library and housing a collection of rare scientific books and instruments were revealed recently by Architects Sherwood, Mills and Smith of Stamford. Construction will begin early in 1962.

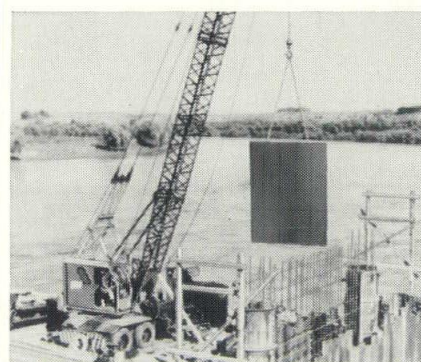


The site for the new building is marked by fine trees and exposed ledge rock. The library is housed in a classic pavilion centered within a walled garden. The enclosure is a raised planting box arranged to screen the surrounding industrial buildings, traffic and parking areas. At the front and rear, recessed, gray, heat absorbing fixed glass curtain walls open directly onto the garden. The other two walls of the building consist of black matte glazed brick, interior and exterior.

Inside the building, the lofty, vaulted main room is divided into 10' x 12' reading alcoves marked by the free standing book stacks. Each alcove is named for one of the important pioneers of science and contains material related to that individual. Additional alcoves containing glass display cases are located on the mezzanine.

The basement contains current science and periodical reference rooms, storage, receiving kitchenette, mechanical equipment and other facilities.

The library is expected to be completed early in 1963.



CRANE-MOVING of EFCO panel assemblies saved time and expense in forming concrete on this bridge at Fruitland, Idaho. Fifteen 24" x 48" forms were assembled to make 10' x 12' panel. When desired, these same forms may be used individually or assembled in other panels to form buildings and other concrete structures.

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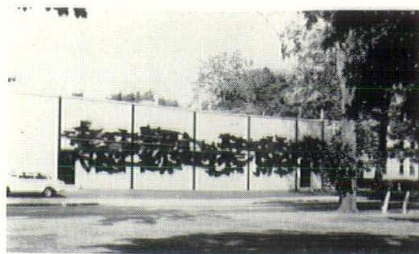
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SUPERMARKET GETS SUPER FACADE

Tremendous, blank, concrete block wall facing a beautiful city park is decorated with a new type of textured urethane coating.



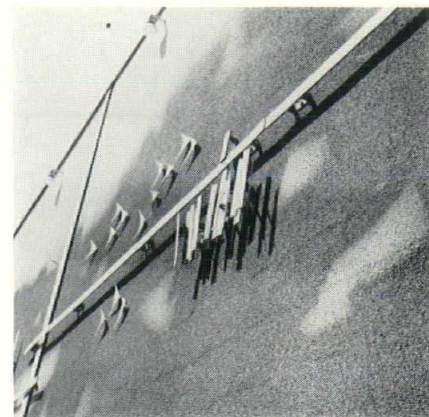
When the King Supermarket was constructed recently in Worcester, Mass., a tremendous, blank, 1,700 square foot side wall faced the most beautiful park in the city. The King management was aware of the incongruity of park and wall. In fact, they recognized it as

a serious problem; for not only was the good will of their potential customers at stake, but also their own civic pride.

Originally, they had planned to overcome this problem by covering the offending wall with an attrac-

tive ceramic tile. But, once the wall was constructed, it was felt that they could circumvent the high cost of the tile while still achieving the desired effect.

After studying the many aspects of this problem, the architects, Domian and Salk of Worcester, de-



Tree shadow effect created by the B. B. textured coating and mural has won many compliments from Worcester residents. Medium-rough coating adheres tenaciously to the supermarket wall. This B. B. coating will not craze, wrinkle, peel or blister when applied to properly prepared substrates.

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IRONBOUND* CONTINUOUS STRIP* MAPLE FLOOR

It may sound inconsistent, but as most basketball players—and architects—know, the best gymnasium floor is both hard and soft. It must have a hard, even surface that will stay uniformly smooth for generations. And it must have a softness or resiliency that makes it "give" under pressure to prevent sore legs and ankles and keep players at their best.

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cided to employ the unique properties of Bostik architectural coatings which have been recently introduced in this country by B. B. Chemical Company, Cambridge, Mass. In order to soften the effect of the stark monolithic facade, the wall was first coated with white, textured, urethane.

Over this finish, the artist, James Markarian of Worcester painted a black free form design on which metal scrolls and mobiles were hung at various locations along the wall to produce an intriguing mural. The over-all effect of this textured coating and mural has blended with the beauty of the surrounding area and won many compliments for King from the Worcester residents. Many of them have taken the time to express their appreciation while shopping at the market.

The architect specified that the coating used on the supermarket wall be medium texture. The coating was applied by Chapman Waterproofing Company of Boston, a franchised factory-trained applicator, using spray equipment especially developed for the process. This equipment sprays the materials from three nozzles in one gun. The flanking nozzles converge to blend the coating into the stream of dry quartz aggregate which is emitted from the center nozzle.



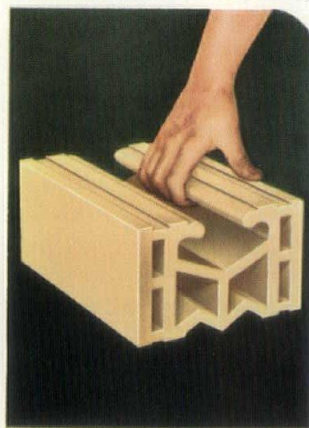
The National Biscuit Company's Fair Lawn, N.J., plant, showing exterior walls of Natco Dri-Speedwall tile.

NABISCO RECIPE FOR A BEAUTIFUL, MODERN BAKERY

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Natco Dri-Speedwall tile.
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Almost 30 million pounds of Natco structural clay tile products went into the construction of Nabisco's new Fair Lawn, New Jersey bakery.

Exterior walls were constructed of Natco Dri-Speedwall tile. This tile is designed to form a series of interior "V-type" channels. Any small amount of moisture that may penetrate through the exterior mortar joints is directed through these open channels and is drained off through weep holes at required locations.

Interior walls of smooth, attractive Natco Vitritile—a ceramic glazed clay facing tile—assure *complete* sanitation in mixing, baking, packaging and other inside areas.

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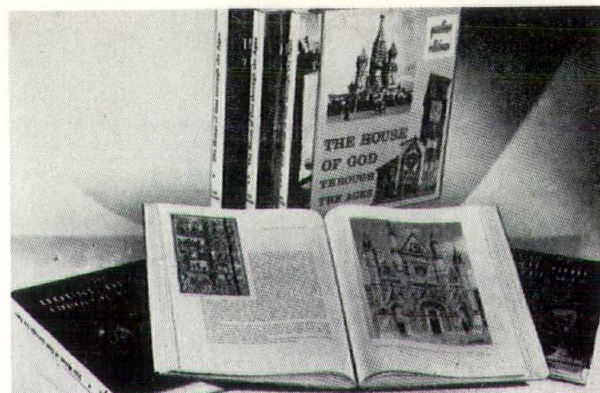


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BUSINESS EQUIPMENT CORPORATION

In a ribbon cutting ceremony held early last month, Boston's Mayor John F. Collins formally opened the new showroom of Business Equipment Corporation.

The Mayor congratulated Mr. Melvin L. Levin, President of the Company, for creating one of the largest and most beautiful displays of office furniture in the United States.



Mayor John F. Collins opens new showroom of Business Equipment Corporation. From left are Harry L. Levin, George E. Levin, Mayor Collins, Melvin L. Levin, and Richard J. Feffer.

He stated that the 30,000 square foot showroom would be a great convenience for Boston business and hailed the newly renovated building as "an attractive addition to the Atlantic Avenue area."

Mr. Levin said that the move to the larger premises was an expression of the confidence that Business Equipment Corporation has for the future of Boston and in Mayor Collins.

A complete selection of office furniture from budget desks to executive suites are displayed throughout the three-floor showroom. The first floor area features both wood and metal furniture as well as all types of filing cabinets.

Metal furniture by Steelcase occupies a major section of the second floor. This nationally prominent manufacturer makes quality steel desks, chairs and filing cabinets with functional, well integrated design. Also on this floor are popular priced wood furniture, prefabricated steel partitions, and safes.

A most complete display of executive furniture from classic Chippendale to the contemporary design of Jens Risom, Standard Furniture Company, Robert John, and B. L. Marble are shown on the third floor. This fully carpeted and draped area shows the furniture in room settings simulating actual office use.

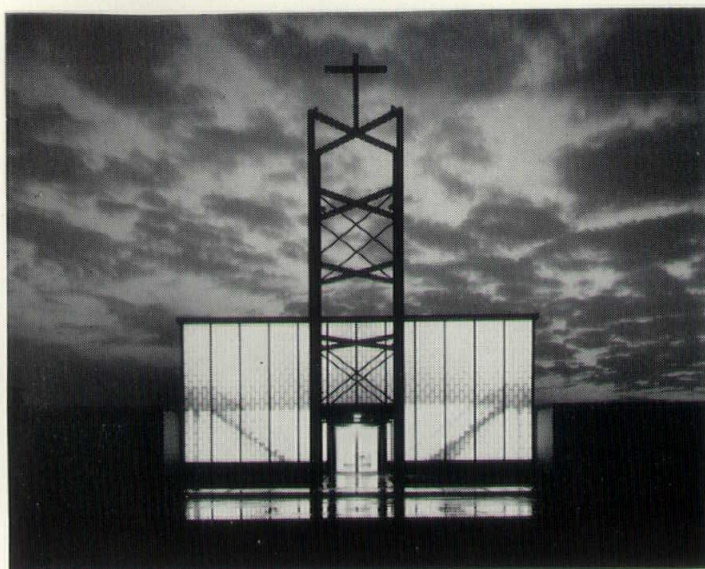
The accessory bar not only has desk sets and smoking stands, but paintings and sculptures.

Background music is heard throughout the showroom to assure a pleasant, relaxed atmosphere.

FIRST BLAST!

Quietly and effectively on the afternoon of December 7, 1961, without upset or disturbance of any kind, the first blasting of shale took place in the great quarry of Masslite, Inc., at Plainville, Massachusetts. Town officials and company executives were in attendance. Blasting was performed by Barclay Explosives, Inc., of Maynard, Massachu-

continued on page 28



Built with translucent Kalwall: First Missionary Church, Berne, Indiana. Architect: Orus O. Eash, A.I.A.; Contractor: Habegger Construction Co.

To help you do bold new things with light ...Kalwall translucent walls

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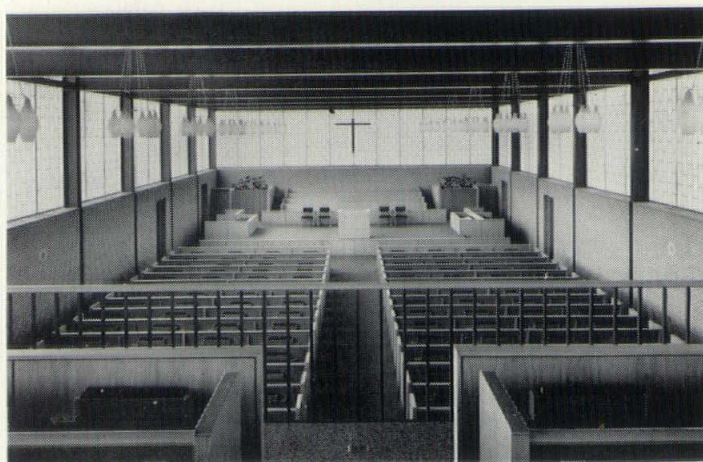
And with translucent Kalwall you can translate this "many-splendored thing" into design, imaginatively and dramatically.

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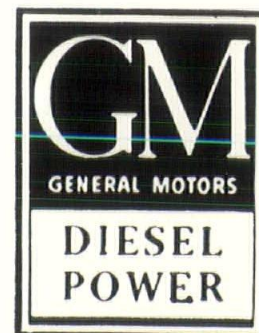


Kalwall lights church interior evenly — no "hot spots."

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MASSLITE *continued*

setts and the entire process was under the supervision of Professor L. Don Leet, Ph.D., of Harvard University, as seismologist.

Between 15,000 and 20,000 tons of rock total were released by the blast, which is anticipated to be the biggest blast ever required in Masslite's operation. Nevertheless, seismological readings taken at two significant points, each on adjacent properties and approximately 1/2 mile distant from the blast location revealed no significant resultant earth tremor. The blasting actually was not a single large explosion but a series of small "pop-pop" blasts free of excessive noise vibration and flying particles.

One of the seismological recording instruments was placed in the home of Miles E. Hooker, Selectman of the Town of Plainville, the other on the Fuller Street concrete dam of the North Attleboro reservoir.

Processing of the rock produced by December 7th's blast into a desirable and currently scarce building essential known as lightweight aggregate will begin in the near future. Masslite, Inc. is well under way with its construction of the spacious plant required for the manufacturing process.

The shale indigenous to the quarry is of two general types: one is a dark blue rock of true shale character in constitution and laminated structure; the other is a mottled grey

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rock comprising a blend or intrusions of shale and dense sandstone. Both types of material are needed for the manufacturing of lightweight aggregate and ultimately will be blended in the raw feed to develop the final product.



"The demand for lightweight aggregate has grown steadily in recent years," says C. Clark Macomber, President of Masslite, Inc. "Yet, because large area deposits of shale such as we fortunately have at Masslite are few in number and frequently remote from metropolitan centers, there has not been up to the present time a sufficient supply of lightweight aggregate to meet builders' needs.



Officials of Masslite, Inc., at scene of blasts in firm's quarry. From left, Herman G. Protze, Senior Vice President; C. Clark Macomber, President, and Treasurer; Alvin H. Hartman, and Anthony J. Lorusso, Directors. Shale rock will be processed in new plant. Nearly 20,000 tons of rock were blasted at the quarry of Masslite, Inc., in Plainville on December 7, 1961, with town officials and company executives in attendance as spectators. The first blasting was anticipated to be the biggest ever to be required in Masslite's operation. The rock is to be processed into a building essential known as lightweight aggregate in a manufacturing plant now under construction for Masslite, Inc.

"With the establishment in March of 1962 of continuous production at Masslite, the supply of lightweight aggregate available in the eastern and southeastern New England area will be brought to a desirable new high. And because of the quality of the shale which our quarry supplies, our lightweight aggregate will be of truly superior quality. The trade-name Masslite will be used to identify our product. Executive headquarters for Masslite are at 25 Fordham Road, Allston (34) Mass.

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This new fire test follows an earlier test conducted last year in which a pair of Overly Fire Barriers with surface-type panic hardware passed a 3-hour U/L fire test.

As a result of these tests, the architect may now specify Overly Fire Barriers with concealed or surface-type hardware, for periods of fire resistance from 1½ to 3 hours. With the concealed hardware, he has the advantage of better design aesthetics as well as protection from panic and fire in areas up to four units of exit.

For more information, write for the 1962 Overly Hollow Metal Doors and Frames Catalog.

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**ARCHITECTS MOVE TO STAMFORD'S
NEWEST OFFICE BUILDING,
DESIGNED BY FIRM**

The 14-year-old architectural firm of Sherwood, Mills and Smith announces that it has moved to 777 Summer Street. The architects occupy the top floor of Stamford's newest five story air-conditioned office building, a structure which they designed.

777 Summer Street is a joint venture of the builders, the F. D. Rich Company, local construction firm, and M. Shapiro & Son, Inc. of White Plains, New York. Located in the heart of

Stamford's growing business district, the building has an aluminum curtain wall with black spandrel panels, vertical gold mullions or fins, and heat absorbent glass. Air conditioned throughout, early tenants include the U. S. Internal Revenue Department and the offices of the U. S. Social Security agency.

Sherwood, Mills and Smith, the architects, are a nationally known firm, winner of the American Institute of Architect's national first honor award for their home office building for Mutual of Hartford, and a bronze

plaque from the Boston Arts Festival for their international headquarters building here for Dorr-Oliver, Incorporated. Currently they are the architects for such new Stamford buildings as the Turn of River Junior High School, Temple Sinai, and the C.B.S. Laboratory on High Ridge Road. The firm also designed the new St. Mark's Episcopal Church in New Canaan, the Sunday School and Fellowship Hall for Stamford's First Presbyterian Church, King School and the Newfield Elementary School.

The new office building will contain 37,000 square feet with space for retail shops and stores at grade level. The architect's quarters will contain 6,800 square feet of space including eight private offices, reception area, two conference rooms, and a large open area for draftsmen and supervisors. The staff includes more than 50 architects, designers and specialists, directed by seven partners. The firm's practice ranges from corporation offices, churches, industrial plants, libraries, and college and school facilities. The Sherwood, Mills and Smith partner in charge of 777 Summer Street project was A. Raymond von Brock, of Westover Road.

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Deerfield Coatings Inc., South Deerfield, Mass., announces the appointment of Joseph E. Quesnel as Application Engineer for their complete line of "Armobond" epoxy-fiberglass protective surface coatings.



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Born in Ontario, Canada, Mr. Quesnel obtained his M.E. degree at Sandhurst Military Academy in England, with further studies at the University of Toronto. He served overseas as a Technical Officer in the Canadian Armoured Corps—79th British Assault Division during World War II. A resident of Westfield, Mass., he is married with six children.

THERE'S NO MONOPOLY ON IDEAS IN ARCHITECTURE

continued from page 6

Check back and analyse those occasions when problems were solved easiest and when new ideas came forth to great satisfaction. Chances are all had a common pattern of surroundings and circumstances. Those are the ones each architect can continue to use most effectively in the future.

Trial and error is the heart of all business and industrial research; it produces results. Trial and error are just as valuable in idea production. Accepting one idea or thought, no matter how remote it may seem, and concentrating upon it for just an extra moment or two can often develop ends never attained were it not given that chance.

Thinking processes which refuse to give a fair trial to every idea that arises always prolong attainment of the desired end. In many cases the latter goal is never reached without such procedure.

Get rid of distractions. Idea creation requires concentration of all the facilities one may possess upon a single channel. It is never effective, too, where only a small share of one's thinking processes can be devoted to a problem while the bulk of them must be concentrated on a hundred and one other chores.

Making certain outside distractions will not halt the idea development processes once they have been started is most essential. Where one permits such a situation then one's efforts are devoted to picking up scattered loose ends resulting from each such distraction.

Dwell on "what will work" not the steps which have been previously discarded as ineffective. "Now it won't do to try that since it didn't work before," is the type of thought process being used far too often by the man who finds it difficult to develop new ideas.

In the first place this is a complete waste of time and thought process for nothing can be obtained by dwelling upon ideas or processes which have previously proven valueless. It is not only thought time waste but mentally fatiguing as well.

Secondly, it embodies negative approach to the quest for the good idea. Few good ideas or processes have ever been developed through negative thinking. To employ it is to "think backward" rather than forward.

Test each step on someone else. As ideas develop along the line stop and talk them over with others; the fresh viewpoint thus obtained will invariably open the door to another method of approach that can speed up one's own thinking processes or development of ideas.



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It is also well to keep in mind that one's thinking processes can often wind up in blind alleys or completely blocked by the very concentration that has been given them. Stopping to ask for reaction from someone else invariably breaks down such a roadblock.

Add to this the very evident fact that all wisdom is not privileged to any one man for any premise one may have developed on a wholly impractical approach can thus be discovered and cast aside before any damage has been done. Reactions of others often spur our own thinking processes into completely new channels.

Take it in easy stages—don't attempt the entire idea development process in one session. Thinking consumes great quantities of energy. The longer it is continued without stopping the greater the drain on one's energy reserve. The po-

tential available near the close of such a period is usually so low as to be most ineffective.

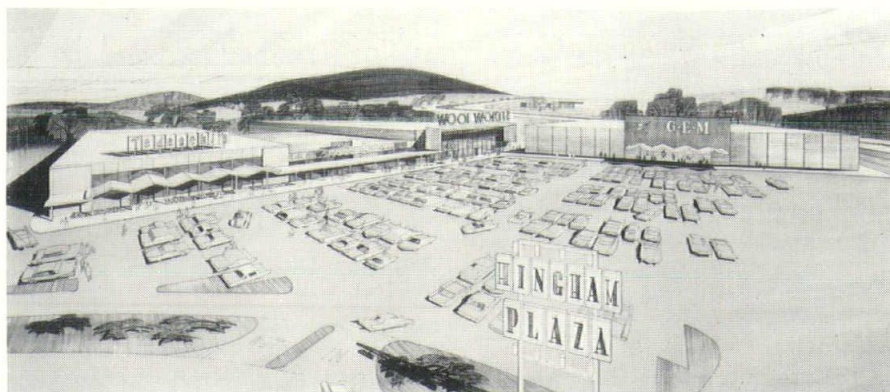
At the end of each such "thought-attack" to the problem take notes on the results achieved to that point. It is easier to start all over again with such notes than to waste time and thinking energy on working up to them each time the personal brain-storming is started up again.

Be sure of the end desired. Often times the wrong analysis of a desired goal can not only make idea creation more difficult but less fruitful than it could have been.

As an example, the man who sits down to create an advertising idea to sell his product or service usually finds results better with his thinking processes directed toward answering the question,

continued on page 33

FIRST STORE IN HINGHAM PLAZA



The new G.E.M. store in the Hingham Plaza was opened March 1, with the rest of the stores opening on or about June 1, according to an announcement by the Plaza Realty Trust and Martin Bernard, developers of the shopping center. A "private department store" for members only, the G.E.M. store covers 120,000 square feet and is the largest store in the Plaza. Among the twenty-odd stores now being completed are a 26,000 square foot F. W. Woolworth's and a 24,000 square foot Tedeschi's Supermarket.

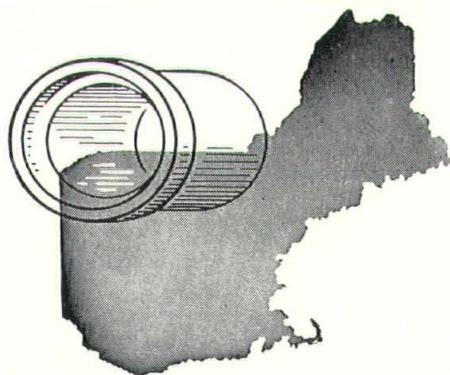
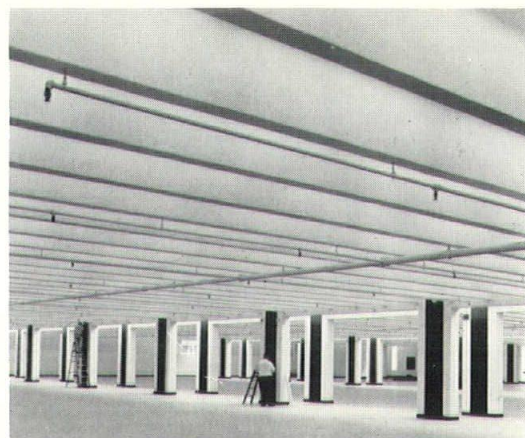
Located at the intersection of the new Southeast Expressway at Routes 128 and 3, the Hingham Shopping Plaza covers a 34-acre tract of land and will have parking space for more than 1,500 cars. In addition to its physical size, it is the largest bank financing project ever undertaken in the area, and one of the first to take advantage of the change in Savings Bank statutes that now allows two or more Savings Banks to participate in a single loan, regardless of the location of the property within the Commonwealth. Mr. Robert H. Fay, Vice President and



Jim L. Bridges (left), newly appointed Manager of the new GEM department store soon to be completed at the Hingham Shopping Plaza, looks over building plans with David Lilly (center) of Lilly Construction Co., builders of the shopping center, and Robert H. Fay (right), Vice President and Mortgage Officer of the Quincy Savings Bank.

Mortgage Officer of the Quincy Savings Bank, which originated the loan and is serving as agent for the participating banks, reports that 10 Savings Banks, representing almost every section of the state, are involved in the financing of the center.

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THERE'S NO MONOPOLY ON IDEAS . . .

continued from page 31

"How can I convince the customer this satisfies the need he now has? rather than, 'How can I convince him he should spend his money for this?'"

The same analysis can be applied to every other goal sought through idea generation. Being certain first of the exact goal toward which one strives speeds up and clarifies the idea generation process itself.

Keep an open mind to outside suggestions. Good ideas often develop from thought incentives thrust at one under unexpected circumstances or at unexpected times. Where there is no receptiveness to such idea starters we pass them by without ever "seeing" them.

Mental preoccupation with routines, carrying worries with one continuously, never permitting rest periods for one's mind . . . these are but a few of the mental curtains one can carry around which will shunt away any such idea or ideas—starters which may cross one's path.

Men noted for idea creation abilities are invariably those who keep themselves in a receptive stage during every one of their working hours.

Use the parallel approach methods. Often times the solution to a problem can be readily attained by analysis of how a similar situation or problem was solved in the past. The steps and procedures so used can often be applied both directly and indirectly to the new one. The parallel situation can also often be used to set up a chain of steps which will direct one's thinking processes along the easiest avenues of approach.

While this method invariably starts out with a status of duplication of the process procedure it finishes with a completely new concept or idea developed bit by bit as one went along.

Unworkable sections of the pattern tend to discard themselves as one proceeds and supplementing each individually changes the whole. One not only takes advantage of an idea stimulator in so doing but is often saved the mental effort required to create a pattern of thought procedure in the first place.

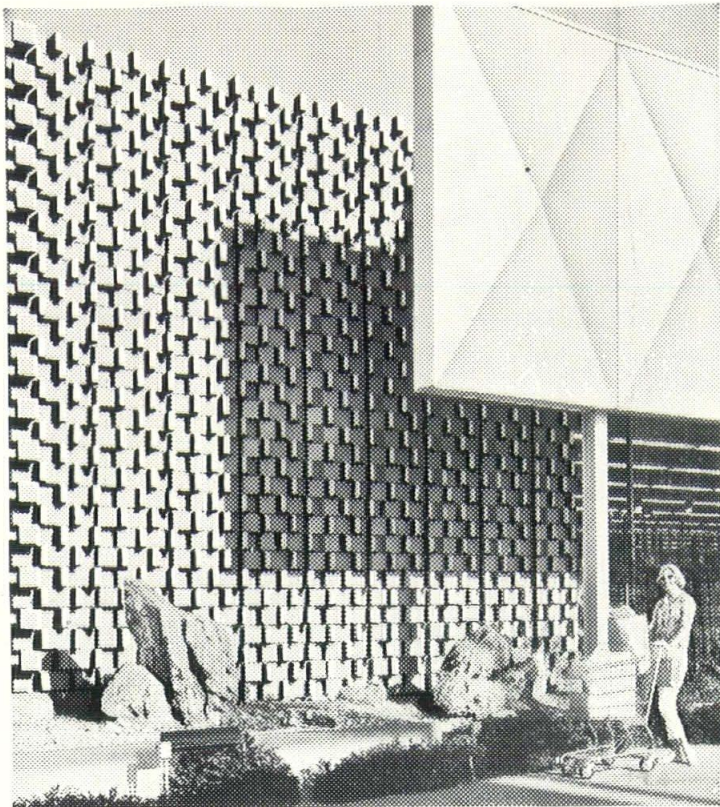
Avoid dependence of crutches. How many times have we heard someone say, "I think best when I've had a good stiff drink," or "Whenever I have some brainstorming to do these pills help a lot."

Such a man is only deluding himself. These crutches do anything but stimulate thinking processes; actually they dull them and do nothing more than create a self delusion.

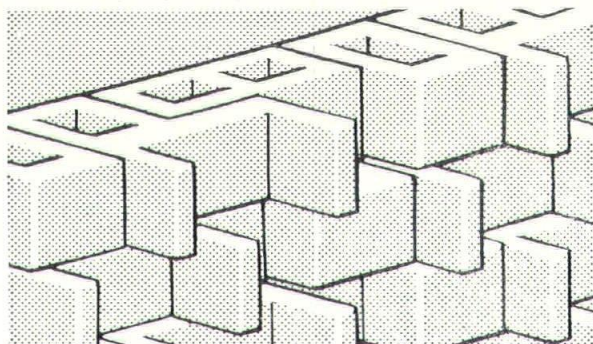
Men who have a degree of success through the use of such crutches could usually attain much more without them.

There's no magic drug or other crutch for stimulation of the thought processes which create ideas. They can lull one's sense and give false pictures of well being. Since all are in effect tranquilizers of the thought processes they do nothing more than hide the real abilities of the individual who relies upon them.

Instant use of any of the foregoing methods to idea stimulation will produce results for even the man who may be convinced such abilities are limited in his physical make-up. They are limited only by his ability to recognize and use them.



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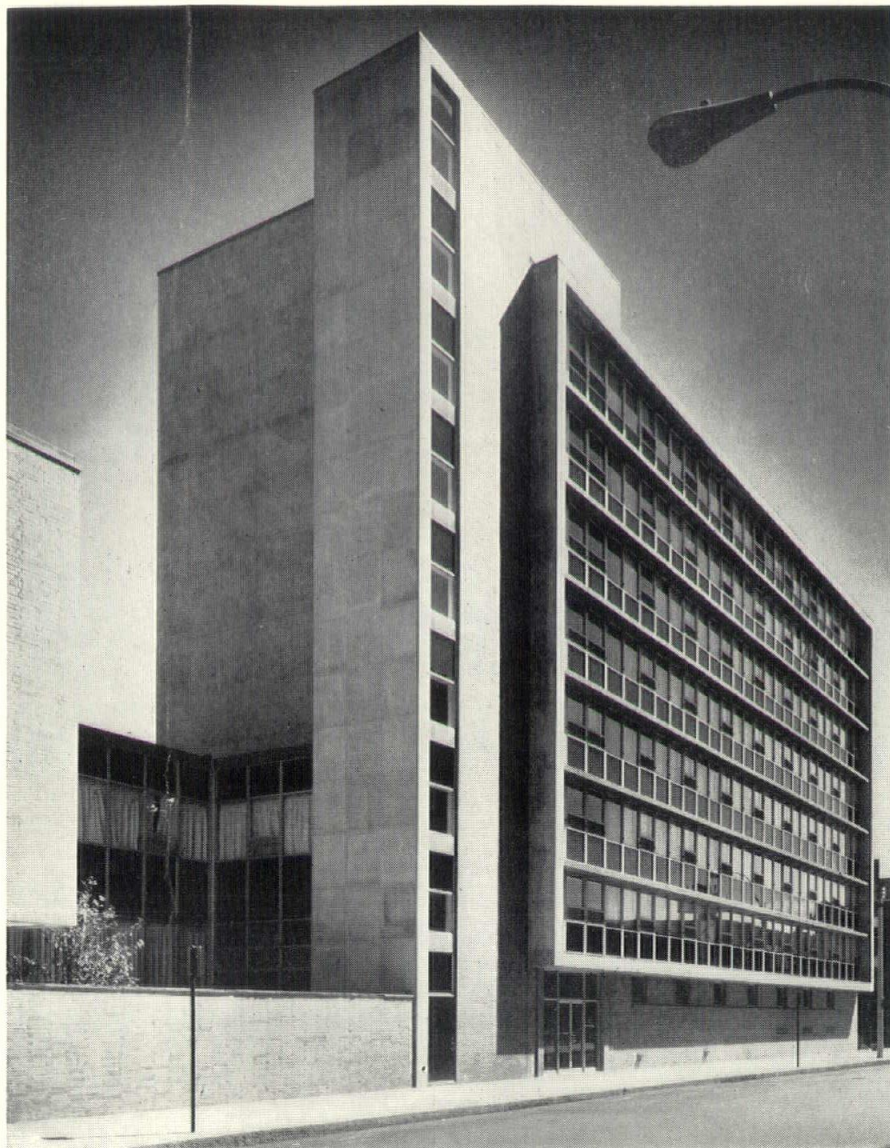
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