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Ashley/Myer/Smith Wins Design Award

Ashley/Myer/Smith, Inc., Architects and Planners of Cambridge, Massachusetts, have received an Award for Design Excellence for their Prototype Pedestrian Information Center. The Award was presented by the Jury of the 1970 National Design Awards Program of the U.S. Department of Housing and Urban Development and accepted by Stephen Carr, Project Director for the Information Center design and a Principal of the firm, at the annual conference of the American Institute of Planners in Minneapolis, Minnesota, on October 21, 1970.

The experimental information center was a full-scale working model to demonstrate and test a set of ideas for permanent centers. It was built by Donnelly Electric and Manufacturing Company and the Center for Communications, Inc., and commencing April 25, 1969, in Park Square, Boston, it was evaluated over 33 days of continuous 24-hour operation. In its location, form and content, the Park Square center was a prototype for a proposed network of centers which would be the backbone of a citywide information system for people on foot.

The information center was a new public place, created by re-paving an under-used area of the street to sidewalk level and erecting a cluster of eight brightly colored information kiosks topped by 12 foot translucent plastic balloons. Each kiosk served a different purpose and had its own type of information. All information was designed to be on call, easily available when and if someone wanted it, but otherwise unobtrusive.

Large, constantly changing groups of people were attracted at all hours from nearby bus and airline terminals, a major hotel, and a transit stop. During its four weeks in Park Square the center was visited by more than 80,000 shoppers, office workers coming and going, lunchtime strollers, people on their way to and from nearby places of entertainment, and tourists.

The pedestrian guide system was part of a larger experimental project in Boston. Under an Urban Beautification Demonstration grant, the Boston Redevelopment Authority commissioned Ashley/Myer/Smith to carry out a two-year policy study on visual communications in the city. The project, Signs/Lights/Boston, covered all forms of public and private outdoor signing and lighting, including the development of a new system for traffic control signing. A book reporting on the entire project, City Signs and Lights, will soon be completed.

During its four weeks in Park Square the center was visited by more than 80,000 Boston Area shoppers, office workers, students, lunch-time strollers, people on their way to and from nearby theatres and restaurants, and tourists.
House in the Desert
Sedona, Ariz.

Peirce & Pierce — Boston

Honorable Mention
AIA Homes for Better Living Awards Program
Sponsored by American Home and House and Home

Site of the award-winning desert home designed by Peirce & Pierce of Boston, recipient of an Honorable Mention Award in the 15th annual Homes for Better Living program sponsored by the American Institute of Architects in cooperation with House & Home and American Home, is in north-central Arizona south of Oak Creek Canyon where the canyon widens into a broad plain, punctuated by spectacular buttes and mesas formed eons ago when a receding inland sea cut away and exposed the colorful layers of sedimentary rock. The semi-arid climate supports a variety of plant life; pinyon pine and Arizona cypress predominate, interspersed with cacti, interlopers from the desert further south. There are magnificent views to the north, east, and south.

The program called for a house where a large and scattered family could gather for vacations and which could also become a year-round residence. In addition to the usual living quarters, there was to be a separate apartment for a family friend, and a small shop for sorting and polishing rocks. The shop would also serve as a bunk room for visiting grandchildren. Considerations of function and privacy led to the following groupings:

- Car parking — Entrance — Shop
  (convenient to the cars)
- Living — Dining — Kitchen
- Sleeping
- Separate housekeeping unit
  (apartment)

These functions are housed in four wings, actually separate structures, clustered around a covered patio which, thanks to the generally benign climate is the principal circulation area. (Redwood screens and gates have been designed to secure the patio at night or when the owners are away, but so far they have not felt it necessary to install these.)

The house is placed on the highest part of the site with its “back” to the west and the approach drive. The massive walls along these sides, of colorful native stone cast in concrete, retain the hillside and, for privacy and protection from the afternoon sun, have few openings. On the north, east, and south, where the house opens up to the views, the walls are a skeletal frame of beams on posts with infills of redwood and glass shaded by the broad roof overhangs.

The roof structure is a continuous grid of joists and beams on a
Oak and ash with a natural finish are used in the furniture and cabinet work. Throughout, the owners have furnished the house with the work of the Indians of the Southwest. Rugs and blankets are used on walls and floors, niches in the masonry walls set off basketwork and ceramics.

To provide optimum ventilation for the roof, the joists are oversized and oriented north-south to catch the prevailing breeze. The cellular character of the roof is expressed in the treatment of the roof edges.
The roof structure is a continuous grid of joists and beams on a four-foot module.

4' x 6' module. To provide optimum ventilation for the roof, the joists are oversized and oriented north-south to catch the prevailing breeze. The cellular character of the roof is expressed in the treatment of the roof ledges.

Floors are polished concrete with an integral dark red color. Interior finish and trim is a rift-sawn redwood left unfinished. Oak and ash with a natural finish are used in the furniture and cabinet work. Throughout, the owners have furnished the house with the work of the Indians of the Southwest. Rugs and blankets are used on walls and floors, niches in the masonry walls set off basketwork and ceramics.


Primary functions are housed in four wings, actually separated structures, clustered around a covered patio which, thanks to the generally benign climate, is the principal circulation area. The shop also serves as a bunk room for visiting grandchildren.

November, 1970
Systems — for Professional Survival

S. Tyson Haldeman, President
Haldeman and Goransson Associates, Inc., Boston

To many, the term “system,” in an architectural context still means technical innovations such as prefabricated sections of wood or plastic or concrete or aluminum. This concept is misleading, depriving the word of its real meaning and value for the architectural profession as we know it. I would like to try to clarify some of the existing confusion.

The catchwords — building system and system approach — have been used by package builders to describe their products. For clients not too receptive to the idea of conventional prefabricated or package buildings, these words connote aerospace technology. Instead then of vague, nebulous interpretations of this fashionable experience, I will define its meaning as a pragmatic philosophy of systematic, rational procedure of programming, design and erection through all processes starting with the investor’s decision and ending with the use and maintenance of the functioning building.

The systems concept is by no means a new idea. In 1624, the English constructed a panelled house, brought it to America and erected it at Cape Ann. Thomas Edison had a home built in sections in Maine, transported it by boat to Florida and had it put together there in 1886.

Why have systems taken so long to catch on? Probably because we were able to meet the demands for construction with the more traditional hand-labor methods and realize a pretty reasonable profit. But during the past 10-15 years, things have changed drastically. Costs have soared for labor and materials. Demand has outstripped our ability to produce adequate shelter profitably in many cases. That's why you hear so much talk about systems these days. They offer us one of the most promising solutions to this problem during the coming decade and beyond.

This is all fine as far as basic construction goes, but where does this leave the architect? Is there any longer a need for his individual creativity? Or can we now eliminate the personal attention he gives to every facet of each unique construction he designs? Has the development of systems made his role ob-
solete? Perhaps all that will be needed is the less skilled task of merely choosing from already-designed units and putting them together to make a pretty much standardized whole.

I think anyone who has ever seen rows on rows of prefabricated look-alike houses would shudder at the thought of similar construction on all new buildings. What we'd have then would be a prefabricated land of immense dullness.

Aside from this aesthetic need for an architect's creativity, there is also a more utilitarian need. Every building unit to be constructed has individual problems unlike any other: the site it is on, the cost, the function it is to play, the size, the people who will live in it and use it.

S. Tyson Haldeman

These specific considerations can be best met only by retaining an architect's guiding hand over the governing principles of the design he envisions for an individual construction. It makes his task easier now to be able to choose from some standardized units, but he chooses from a position of flexibility, using the system but not being governed by it. Adapting, changing, innovating, so that the result uniquely responds to all the needs and functions demanded of it.

The architectural profession must acknowledge the coming of systems, and learn to use them to their best advantage, without being dominated by them. They should recognize that the need for creativity and originality is stronger now than ever. This creativity would be the driving force of tomorrow's architectural "team" of architects, engineers, contractors and material suppliers—all working to build a better environment.

I have the greatest faith and optimism in the future of systems, combined with the architectural profession's adaptability in the face of change. The architects who will survive and thrive during the '70s and beyond will recognize and understand that the more massive projects constantly being undertaken require new forms of thinking and organizing.

Large projects, such as the new U. Mass. Boston campus currently under construction, or entire new cities will usually require collaboration among a team of architectural firms and this collaboration must be organized if it is to be successful. The architect must not only be able to formulate systems within which to supervise construction of his own part, but also must be willing and able to work within larger systems developed for the overall project.

If architects fail to change with the times, it is not inconceivable that new organizations will enter the scene, to do the job with far less creative skill than the conventional architectural firms could. Diversifying corporations have already entered the modular housing market, with their own designs, where demand in this country alone is estimated to be 2,000,000 units per year in the early seventies. It will be just a matter of time before they make their influence felt more strongly in the areas of schools, offices and other building forms, again with their own designs.

To face this challenge, the more progressive architectural firms have already begun forming their own systems operations. These new organizations are made up of technicians who will push the frontiers of systems designed construction far beyond anything we now know, those who can organize jobs within the realm of the new systems, and those who will govern the entire project with an eye to the total concept envisioned by the architect. These operations are not designed to replace the traditional firm, but rather to help it become more effective, efficient and responsive to today's needs.

"Systems" alone will not assure progress in architecture. Systems linked to reality by progressive and creative architectural firms will make for much more certainty. It is one thing to develop a system, another to develop a timetable, but most important to be able to perform within the new context, without being restricted by it. Systems are a tool for the modern architect to use, not a replacement for architectural creativity. So, I see a big spot for architects and systems, as long as architects are willing to be a partner in progress and not a victim of it.

Systems are coming. The economics and social aspects of our times demand it. Money is too tight and building demands too stiff not to give systems a chance to satisfy the need. Systems are a very real way of dealing with all too real problems. Architects must wake up to these realities of today, and recognize that they can accept systems without sacrificing their creative roles.

A great project that died on the drawing board because it was too ambitious from cost and construction points of view does no one any good. If a system could help bring the project to fruit without destroying the architect's basic design, then it is to the benefit of all... the client, the architect, the entire society.
CALLAHAN FUNERAL HOME


Colorful banners in the two-story corridor (above) were designed by F. A. Stahl Associates, Boston. Two monument stairs are located at either end of the 12-foot wide entrance area. Ceiling shadows (left) are cast by lights beyond the wall of slats at one end of the lobby.

The Callahan Brothers Funeral Home at Seven Hills Plaza in Worcester was designed by architect William E. S. Bird to replace a facility lost to Urban Renewal and the new Worcester Center. Centrally located since its founding in 1890, the firm had been operating at its previous downtown address since 1915 and the brothers who own it wanted to locate in the same immediate area.

Site of the new $350,000 building is a one acre parcel a short distance from its previous location with enough parking spaces to accommodate 70 cars. The two-story structure is of reinforced concrete with floor and roof slabs supported by exterior precast concrete panels six feet wide and 24 feet high. Internal masonry walls are also load bearing.

It is completely air conditioned and carpeted throughout, except in the preparation room and toilet areas where terrazzo flooring and ceramic tile were used. The building contains a two-story foyer, five funeral suites, a lounge, offices, casket display room and ancillary facilities.

Heating and air conditioning units are located on the roof. Furnace of the forced hot air heating system is gas powered. Air circulates

November, 1970
View into lobby from the corridor.
Through ventilating acoustic tile ceiling. There is a partial basement.

Air Conditioning: Clifford W. Greene, Worcester.
BEACH HOUSE
Wareham, Mass.
Gerard R. Cugini Associates — Boston
SITE of the house designed by Bay State Architect Gerard R. Cugini for Mr. and Mrs. A. Bernard Shore consists of approximately one acre of sandy beach front property overlooking Onset Bay in Wareham, Mass.

The program was to create a large informal beach shelter that would allow for intensive year round use. The relationship to the water and the extensive views of the Bay activity were to be clearly recognized in the plan. Preliminary design organization was developed as a series of interlocking circular volumes of varying height. The decision to pursue the circular organization hinged upon the ability of such forms to allow for opening and controlled focus to the views as well as spatially offering a strong sense of centrifugal enclosure, a needed sense of protection on a site exposed to severe and dramatic weather conditions.

The house contains approximately 2,700 square feet of space on four levels. The structure is to be wood framing with 1" x 4" vertical cypress boarding both for exterior and interior walls.

AISC Picks Winning Designs
In 11th Annual Competition


New England Architect
Of the fourteen winners named in the Eleventh Annual Competition for steel framed buildings sponsored by the American Institute of Steel Construction, seven were either designed by a New England architect (as principal or consultant) or located in the six-state region. They include:


Unfortunately, photographs of all of them were not available at press time. However, NEW ENGLAND ARCHITECT expects to publish in future issues pictures of those not appearing on these pages.

The fourteen national winners included three banks, three office buildings, a fire station, a library, a house of worship, an exhibition hall, two recreational facilities, a building for continuing education, and a laboratory.

The Jurors, in commenting about the buildings entered in this year's competition, noted that all were of national competition quality and demonstrated high standards of design. Many presented unique, dramatic, imaginative, and interesting uses of structural steel beautifully detailed, straightforward, and crisp. The winners were selected for their total architectural accomplishment rather than for their particular design innovation or dramatic effect.

The Jurors agreed that increasingly the architect is devoting thoughtful attention to the aesthetic use of space from the viewpoint of the public, the owner, and the user. The designs reflect his attention to human satisfaction, to aesthetic needs, and a sensitive concern for the environment. They complimented the American Institute of Steel Construction for continuing the awards program initiated in 1960 to encourage and recognize outstanding aesthetic design in structural steel.

A stainless steel plaque on which a picture of the building is etched will be presented to each winning architect at appropriate ceremonies attended by his colleagues. Certificates will be awarded to the structural engineer, general contractor, structural steel fabricator, and owner. A plaque for mounting on each winning building will also be provided.
ON THE DRAWING BOARD

Fall River City Hall

Construction is scheduled to start shortly on the Fall River City Hall project designed by Brigham Eldredge Limon Hussey, (formerly Strickland Brigham and Eldredge) of Boston. The complex of buildings and structures, united by pedestrian plazas and existing bridges over Highway 1-95, was the first air rights project over a Federal highway to be authorized by the U.S. Bureau of Roads.

Specific building elements include Council Chamber, Administration Offices, Social Services, Bell Tower, Highway Ventilation Structure and Parking Deck. Consultants are LeMessurier Associates, Inc., structural; Cleverdon, Varney & Pike, mechanical; Carol R. Johnson, landscape.

Harrington Memorial Hospital

This addition to the Harrington Memorial Hospital in Southbridge, Mass., which was designed by architects Salsberg & Le Blanc, Boston, will more than double its existing size. The majority of this expansion will be in ancillary areas which are almost completely lacking in the existing facility; out patient, radiology, laboratories, ample kitchen and dining rooms, intensive care unit, and specialized storage including central supply.

In addition, the new facility will contain 88 new beds replacing many of the existing ones. This will increase the bed count to 116. The building is engineered and planned for two future floors which will add 80 more beds.

The T-shaped addition will also contain a new porte-cochere type drive-through main entrance eliminating steps for either patient or visitor. It is completely fireproof and of reinforced concrete construction with masonry cavity wall infill. Although contemporary in form and expression, the new building has been designed to blend with the handsome old original building by using a strong brick expression and similar brick.

Partner-in-charge was Ralph Le Blanc; Hospital Consultant was E. Hampton Decker.
WINNERS of the 1970 NERC Honor Awards Program were announced at the annual meeting held in October with the New York State Region, at The Laurels in Monticello, N.Y. Jury members were Henry N. Cobb of I. M. Pei Associates, New York; John M. Johansen, FAIA of New York; David A. Crane of Philadelphia, and Felix Drury of the Yale University faculty. Ten of the twelve awards went to Boston area firms; two went to architects in New Haven, Conn. Photographs and statements of award winners follow.
NERC HONOR AWARDS PROGRAM Continued

MARKUS NOCKA
PAYETTE and
ASSOCIATES

Doctor's Office Building, Emerson Hospital, Concord, Mass.

Emerson Hospital, in growing from a country cottage hospital to a suburban medical center, has in the past ten years invited onto its property a collection of functions, including a Doctor's Office Building, which it felt would best serve the medical needs of the surrounding communities. A basic suite module is the basis for the linear layout of the building.

Photos: George Zimberg

PEIRCE and
PIERCE

Avco Everett Research Laboratory, Everett, Mass.

The program called for a large building with flexibility for laboratories and services, and parking area on a site with poor soil. The entire structure was raised off the ground, thereby creating more than 300 parking spaces. Glass walls facing the central court turn views from the building inward, in contrast to the deliberately limited view at the perimeter of the building.

Photos: Phokian Karas

New England Architect
NERC HONOR AWARDS PROGRAM Continued

PERRY, DEAN
and STEWART

Locker Facility, Holderness School, Holderness, N.H.

The requirements were a complete locker facility to act as the hub of the total, phased athletic complex. The three tiered stepped skylight covers the entire locker area.

Photos: Phokian Karas

STULL
ASSOCIATES

Boston Infill Housing

Boston Infill Housing was conceived to provide low cost housing on small, generally tax delinquent, vacant sites scattered throughout the city. A prototypical building with flexibility, minimum maintenance, rapid construction, non-aggressive visual characteristics, and living amenities beyond minimum standards was the defined objective.

November, 1970

Photo: Carol Rankin
NERC HONOR AWARDS PROGRAM Continued

Freeman-Cook-Hamlin Student Societies Building, Middlebury College, Middlebury, Vermont; Freeman, French, Freeman, Associate Architects

The program called for construction of buildings which would function as coeducational social units containing dining and social facilities for groups up to 125 students. Some teaching facilities were included in each of the three society buildings in the form of faculty offices and seminar rooms. The site commands views of the Adirondacks and the Green Mountains.

Photos: Phokian Karas

Brown University Graduate Center, Providence, Rhode Island

Dormitory facilities for 462 graduate students in various combinations of single study-bedrooms, four faculty apartments, and a separate commons building with kitchen, dining rooms, lounges and other recreational rooms. All traffic is channeled through a main entrance through the Commons. The layout of each study-bedroom was studied with great care with regard to the flexibility of furniture arrangement and the control of natural light.

Photos: Phokian Karas
A central sky-lit lobby is the hub for two separate classroom wings, gymnasium, cafetorium, library and administrative facilities. The separation of these elements allows acoustical and visual privacy and is further reinforced by level changes. Sky lights have been used to identify classroom entrances and clerestory lighting tops the gymnasium and cafetorium.

Programming for the first classroom building at this university included large numbers of various sized classrooms, seminar rooms, and lecture halls. In addition, provisions were made for departmental faculty offices, as well as temporary space for the university library and administrative functions.
The Children's Inn, Children's Hospital Medical Center, Boston, Mass.;

The Children's Inn is an integral part of a long range master plan for a complete hospital community. Program requirements necessitated complete utilization of the sloping site, up to the maximum floor area ratio allowed. A tower plan was adopted to achieve this end and at the same time provide maximum open space, which in this concentrated urban area was considered essential. A pedestrian circulation level is an extremely important factor in the master plan. At the Children's Inn, this pedestrian level widens to form a plaza providing an area of open space with planting and a swimming pool.

Photos: Phokian Karas


The new home of Design Research has dispensed with traditional window display. Each of the five levels on the retailing floors are treated as continuous show windows in which the aliveness and activity within becomes the point of the display. Continuous ribbons of tempered plate glass from floor to ceiling are set between concrete slabs. Using a glass system designed in Europe and never before attempted on this scale, the architect has eliminated the need for a steel supporting system.

Photos: Ezra Stoller
Krauss & Carr
Principals at A/M/S

Ashley/Myer/Smith, Inc., a Cambridge, Mass., architectural and planning firm has named Richard I. Krauss, A.I.A., as a principal with special responsibility in the area of design methods; Stephen Carr, as a principal with special responsibility in the area of planning and urban design; Linos M. Doumas and Wayne L. Welke as senior associates; and Howard E. Goldstein, A.I.A., as an associate.

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Robert J. Searson, Jr.

Robert J. Searson Jr., A.I.A., 35, of Canton, Mass., has accepted the position of a Senior Architect with the firm of Sasaki, Dawson & DeMay, Watertown, Mass.

A graduate of the Rhode Island School of Design, he received the degree of Bachelor of Science in Architecture in 1961.

Searson is a registered architect in Massachusetts, New Hampshire, Rhode Island and holds a certificate from the National Council of Architectural Registration Boards.

He is a member of the American Institute of Architects, Boston Society of Architects, Massachusetts State Association of Architects, Construction Specifications Institute and a faculty member at the Boston Architectural Center.

He was formerly associated with the firm of Korslund, LeNormand & Quann, Inc., Norwood, Mass.

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New England Architect
Construction Specification Institute Launches New Hampshire Chapter

Ben F. Greenwood (right), FCSI practicing architect of Houston, President of CSI, and Arthur W. Brown, FCSI of Boston, present the Charter of Affiliation of the New Hampshire Chapter, the 116th Nationally, to President Paul A. Tolman (center), Administrator, New Hampshire Department of Public Works and Highways, Concord.

The N. H. Chapter of the Construction Specification Institute was officially and enthusiastically launched by some 60 members, officials and guests at a dinner meeting at the Wayfarer in Bedford, N.H., October 5, 1970.

Present to greet the guests were President Paul A. Tolman, Administrator N. H. Department of Public Works and Highways, Concord, and Arthur W. Rose, Secretary-Treasurer, Albert Golberg and Associates, Inc., Manchester, who together received the Charter of Affiliation in behalf of the N. H. Chapter.

President Ben F. Greenwood FCSI practicing architect from Houston, officially welcomed the N. H. group into the national family of chapters, and depicted some of the objectives and goals of the organization.

He described the rapid growth of CSI from a single Metropolitan Chapter of N.Y.C. in 1951 to the official chartering of the N. H. Chapter, the 116th Nationally, and last in New England to become affiliated. Chapters have already been formed in Puerto Rico and Hawaii.

President Greenwood went on to say that CSI is working on the automation of master specs, referred to as Com-Spee, a method of storing and retrieving specifications as desired, by computer.

"The strength and rapid growth of CSI," he pointed out, "could be attributed to the recognition of the need for greater communications in our industry. CSI, cutting across as it does the entire spectrum of (Continued on Next Page)
Rapid changes expected during the next 10 years will require imaginative leadership in order to effectively be ahead, rather than behind, Mr. Greenwood added. These changes will probably be in the fields of governmental controls and social and ecological sciences.

President Greenwood was assisted in the ceremonies of presentation by Immediate Past President Arthur W. Brown, FCSI, Boston, Regional Director Harry Iram and Immediate Past Regional Director Phil Tedieco after which the names of the 21 charter members were read into the record.

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N.E. Electric Council Reelects Barrett, Galligan

The Board of Directors of the Electric Council of New England has announced the election of Robert E. Barrett, Jr. to a second one-year term as president of their organization. The Electric Council is the trade association for New England's investor-owned, electric utility companies.

Mr. Barrett is president of the Holyoke Water Power Company and the Western Massachusetts Electric Company with headquarters in West Springfield, Mass.

The Board also announced the election of Thomas J. Galligan, Jr. to a second term as vice-president of the Council. Mr. Galligan is president and chief executive officer of the Boston Edison Company with headquarters in the Prudential Center in Boston.

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