

january 1955

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DURIRO



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Latest reports for 1955 substantiate predictions that construction expenditures will continue at peak levels and further forecast an increase of 7 percent over last year's record. U. S. Depts. of Commerce and Labor estimate volume of new construction will reach \$39.5 billions; \$27.4 billions predicted for private building will constitute bulk of spending, public outlays may advance to \$12.1 billions.

New York State Building Code Commission performance-type code, applicable to all classes of nonresidential construction, will be ready in study form this month. Comments will be invited from architects, engineers, and manufacturers on the code, which requires standards of performance instead of prescribing rigid specification of materials and methods. Performance-type residential code prepared in 1951 has already been voluntarily adopted by 143 municipalities.

Modular working-drawings exhibition will tour AIA chapters this winter with stops scheduled for Troy, Baltimore, Palm Beach, Charleston, Louisville, Canton, Chicago, St. Louis, Lubbock, Denver, and San Francisco. . . . Awards for encouraging use of Modular Measure in building were presented to Harold D. Hauf, Head of Department of Architecture, RPI; Architect C. E. Silling, Charleston; and C. W. Kraft, president of Kraftile Company.

Berlin Senate awarded Richard Neutra an Honorary Doctor's degree of Technical Sciences from Technical University of Berlin and an invitation to inspect progress in housing and city planning. . . Ludwig Mies van der Rohe was made honorary member of State Academy of Art, Dusseldorf, Germany, for his contributions to modern architecture. . . R. Buckminster Fuller received U. S. Marine Corps' Award of Merit for pioneering experimental work on lightweight structures which can be transported by helicopter.

Good Design, 1955, opened at Chicago's Merchandise Mart, January 5, featuring best home furnishings to appear on American market during 1954 . . . 100 selections from Good Design exhibitions since 1950 and forecasts of home-furnishings design trends will be on display at New York's Museum of Modern Art, February 2 through March 20, in an exhibition prepared by seven leading design schools.

Cranbrook Academy of Art, Bloomfield Hills, Mich., will award four scholarships for the 1955-56 school year in memory of its first president, Eliel Saarinen. Applications, to be judged according to artistic merit, are open to architects, designers, and artists until March 1.

#### Russell F. Whitehead, 1884–1954

Widely known Editor of "Pencil Points" (1925-35) and "The Monograph Series" (begun in 1915 as "The White Pine Series of Architectural Monographs" and continued as a bimonthly feature of "Pencil Points" from 1932 to 1940), Architect, Author, died December I in Albuquerque, N. Mex., his home in recent years. In addition to recording of architectural heritage of Atlantic States, he was influential as Professional Advisor for many national design competitions entered by thousands of architects in '20s and '30s.

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January 1955 3

January 1955

## newsletter

Frederick Gutheim Washington Perspective

Interest in a Federal Fine Arts Bill has not been quieted by hearings conducted last summer by the House Committee on Education and Labor; nor is the future of this measure the less promising because its prime exponent, Rep. Charles R. Howell, is temporarily retired from public life, as the result of his eyelash defeat in the New Jersey senatorial race. The work of the 83rd Congress left this Bill tidily as three separate measures creating: (1) a comprehensively empowered National Arts Foundation (on the earlier model of the National Science Foundation); (2) an Auditorium and National Music Center in Washington; and (3) scholarship assistance to art students. All these ought to get some attention in the new Congress-but it is the first which is of greatest importance. Leadership on this measure will probably be assumed by Rep. Lee Metcalf, a Montana Democrat.

Although the AIA in its 1953 and 1954 conventions passed resolutions opposing the omnibus Howell bill, architects have only a hazy idea of their professional interest in this question. What most architects know and value is that they are looked to as men whose cultivation and personal abilities give them a unique degree of understanding and expertness in the arts. To this characteristic architects owe their appointment to municipal art commissions, planning commissions, and museum boards. They ought to be in a position to know what is needed, and to devise proper measures by which Federal aid can be rendered the arts. Indifference, equivocation, and indecision on this issue can jeopardize the architect's status as a professional man. So can blind expressions of hostility to any form of Federal aid to the arts.

Nowhere in the world today can one find the arts flourishing without some form of public subsidy. This is especially true of the performing arts-opera, ballet, symphony, and the noncommercial theater. These costly arts-not painting, sculpture, poetry, or architecture—are the primary object of Federal assistance. This is the traditional realm of the state-subsidized arts in Italy, France, and Germany; the field where the British Arts Council also spends ninetenths of its money.

To be sure, the National Arts Foundation measure specifically revives the mural painting and sculpture competitions first launched by Edward Bruce in the 1930s as a means of procuring art for public buildings. It initiates other cultural programs, including the preparation of a code for historic buildings preservation. But the main emphasis is on direct Federal activities in the arts, and

grants to state and local agencies for fine arts productions and programs.

Although support has been mobilized in many quarters, the main political backing for the arts legislation comes from the community of interest among the musical and dramatic arts, created by the recent sharp, successful fight to reduce the admissions tax, and the acknowledged interest of James C. Petrillo and his 250,000 AFL musicians. So long as the average annual wage of a symphony musician is \$1814, and professional actors work but a few weeks in the year, they must be regarded as having a primary stake in Federal Arts subsidy. But it would be a national disaster if such narrow interests were to predominate. To prevent this is a primary reason why architects and other groups less directly interested, but equally concerned with the end product, should act now to influence this needed and inevitable program.

If the proper object of national subsidies for the arts is to permit them to thrive and develop as the highest expressions of our civilization, then Congress needs to face the desirability of giving its help to our greatest national arts organizations, in order to emancipate them from commercialism, raise their performance to the highest levels, and reduce admission prices and allow well-considered tours to reach our best national audiences. The Boston Symphony, the Metropolitan Opera, the Theatre Guild, the Chicago Art Institute—these are national organizations of the caliber most in need of assistance. Such bodies know what to do with money; they are not likely to be corrupted or swayed by Federal subsidy.

The hearings on the Arts Bill show Congress struggling with a hopeless problem. The initial object of Federal subsidies cannot be the creation of new art activities, or the mere dissemination of art which hardly exists. Nor can it be to support weak orchestras, tottering theatrical organizations, or the amateur dance. Nor, considering the state of the arts today, can it be to underwrite the overseas appearances of American orchestras, dance, or dramatic groups. These laudable objectives must be subordinated.

A Federal Fine Arts Program involves difficult questions of policy as well as issues of cost, quality, control, and the right way to administer a subsidy. More than our money's worth is at stake. These are the issues which ought to be decided with the help of those to whom the American community looks for art guidance, those who can show public policy its proper direction.



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Partial list of prominent companies which have recently installed Multi-Vent in offices, plants and laboratories.

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# PROGRESSIVE ARCHITECTURE

#### January 1955

	3	Newsletter
	4	Washington Perspective by Frederick Gutheim
9		Progress Preview
	15	Views
	59	P/A Design Survey
ð.	61	P/A Business Forecast
	63	P/A Engineering Survey
	65	<mark>First Design Award</mark> House: Siesta Key, Florida
	68	Residential Design: Houses
	74	Residential Design: Housing Developments
design awards program	80	Residential Design: Multiple Dwellings
	82	Health
	85	Education
	90	Public Buildings
	94	Recreation
	98	Religion
	100	Commerce
	104	City Planning
	109	Spec Small Talk by Ben John Small
чж.	- 111	Covered Walkway
selected details	112	Covered Walkway
	113	Serve-Through/Storage Unit
*	115	Projects for 1955 by Page Beauchamp
	116	Home for the Indigent: Philadelphia, Pennsylvania
	117	Hospital: Arcadia, California
interior design preview	118	Elementary School: Rockbridge, Ohio
	119	House: Highland Park, Illinois
	120	Demonstration House: New Orleans, Louisiana
	121	House: North Berkeley, California
	122	Interior Design Products
	131	Manufacturers' Literature
	139	Products
	148	Illustration Credits
	154	Out of School by Carl Feiss
	176	Reviews
	180	Jobs & Men
	196	Advertisers' Directory
	198	P.S.

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Insulation for winter warmth and fuel conservation can be more efficient and also provide coolness and comfort in summer. It can reduce original and operating costs of air-cooling equipment as well as heating plants. A building really shielded from the summer sun's radiation is considerably cooler, not only by day, but also at night. Protected against winter heat loss and fuel waste, it warms up faster when there is no great mass of insulating material which also requires heating.

Choosing insulation should be a scientific selection based on physical needs, financial considerations...and performance. Readily available tables show the heat ray absorptivities, reflectivities, and emissivities of the different materials; their permanency, permeability to water vapor, and to what extent they foster or retard destructive condensation. Laboratory reports of the thermal factors should be obtained.

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low conduction because of preponderant air spaces of slight density. Its aluminum and fiber layers retard convection.

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This project by Architect Edward Stone, New York, was submitted in P/A's Design Awards Program, but since the rules stated that entries must be "planned for construction in the U.S." the Editors had to declare it ineligible. However, this project and others abroad, shown here as PROGRESS PREVIEWS, were considered worthy of attention and are included in this issue reporting the Awards Program. It was the owners' desire to make the Beirut Hotel a truly deluxe accommodation, complete with air conditioning, spacious public areas, swimming pool on the roof, and private terraces for all guest rooms. A passage will lead directly to the Mediterranean beach and boat basin. To speed service, extra elevators will be installed specially for the transfer of baggage. Food will be conveyed by dumb-

hotel in Beirut, Lebanon

waiters to the upper floors, where valet, waiter, and chambermaid will have their quarters, to facilitate service to the guest.

Various designers will furnish the guest floors and public areas. Sketches by Finn Juhl are shown above. Other interiors will be by Designers T. H. Robsjohn Gibbings, Knoll Planning Unit, Paul Mc-Cobb, and Edward Wormley.

Model: Joe Giordano

### p/a progress preview



branch bank for Banco Popular de Puerto Rico: Chauncey W. Riley, Architect. This branch bank provides drive-in banking facilities as well as private parking for customers. The institution is located at the intersection of two of Puerto Rico's busiest express highways. The reinforcedconcrete structure combines rigid-frame and tension-ring elements, to resist the severe stresses caused by earthquakes and hurricanes.

Delineator: Vincent Furno



cafeteria for the Bahrain Petroleum Company Ltd., Bahrain Island, Persian Gulf: Chauncey W. Riley, Architect. To bring relief from the 120degree air-temperatures of the Persian Gulf region, the dining room is air-conditioned, windowless, and restful with its blue-and-green decorative scheme. The building is of simple proportions and well related to the industrial refinery which it serves. Delineator: Robert Schwartz

office building for the Standard-Vacuum Oil Company, Palembang, Sumatra: Chauncey W. Riley, Architect. This reinforced-concrete structure houses the administrative offices for the company's producing and refining operations. The building is completely air conditioned and is shaded from the equatorial sun by vertical and horizontal baffles. Delineator: Schell Lewis





\* individually compiled . . .



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#### offices for United States consulate

This building will house the U.S. Consular offices in Hong Kong. It was designed by Architects Wurster, Bernardi & Emmons, San Francisco, with Feltham & Camine as Associate Architects in Hong Kong. The offices of the Consul General will be located in the penthouse, staff offices on the lower floors. Altogether there will be 50,000 sq ft of enclosed floor area. Portions of the ground floor of the L-shaped building will be open, allowing free circulation of pedestrians and vehicles.

The structural frame, including balconies, floors, and exterior walls, will be of reinforced concrete construction. Granite has been specified as exterior facing for the columns. Exterior wall surfaces between columns, as well as walls and floors in public lobbies, will be of marble. Since teak is the only available finish wood, it will be used throughout where wood is specified. Teak has also been proposed as flooring for the penthouse offices, with cork or rubber tile on the other floors.

Delineator: R. E. Williams



NEW PLANT AT OAKVILLE, ONTARIO.

Architects: GIFFELS & VALLET, Windsor, Ontario. Contractors:

ANGLIN & NORCROSS ONTARIO, LTD., Toronto, Ontario.

CRAWFORD MARVEL-LIFT DOORS

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The plant is 1,760 feet long; 800 feet wide, with 1,250,000 square feet of working area. Building and installations cost \$40,000,000. First steel girders were erected May 2, 1952 and the first car rolled from the assembly lines one year and nine days later. Landscaping includes trees, shrubs, flower-beds and more than 100 acres of lawns.

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Its functional beauty graces a semi-private room (rigbt)



## p/a views

#### **AIA Officers Comment**

Dear Editor: I am delighted that you are in accord with what the AIA is now doing.... HERBERT C. MILLKEY Director, South Atlantic District

.

Dear Editor: ... We all agree on the advantages of healthy constructive criticism ... but I feel constrained to say to you, sir, that in my considered judgment your efforts of the past summer and fall have been misguided and misleading. They have been divisive and disruptive. They have been harmful rather than helpful. ... MARCELLUS WRIGHT, JR. Director, Middle Atlantic District

٠

Dear Editor: ... believe you are a little late in publishing it, because a great many of the suggestions have already been adopted. EARL T. HEITSCHMIDT First Vice-President

Dear Editor: I think it is excellent.... I should like to add a very large "Hear, Hear!" to the recommendation that Regional Directors be *required* to visit each of their Chapters at least once a year.

> JOSEPH WATTERSON Secretary, Long Island Society

Dear Editor: Your outline presents a very challenging program and on that should meet with great accord....

JOHN P. SCHOOLEY President, Columbus Chapter

*Dear Editor:* ... of sufficient importance to suggest action by the Executive Committee of our Chapter....

> JOHN F. HARBESON President, Philadelphia Chapter

Dear Editor: I was most favorably impressed . . . by the businesslike, quiet force that it presented. My congratulations to you for an excellent job. . . .

> VICTOR C. GILBERTSON President, Minneapolis Chapter

Dear Editor: ... was discussed by the Executive Committee of the Chapter ... it concluded that the program definitely has merit but might get better support if it were instituted by the National or Regional body.... MICHAEL J. BOCHNIK

President, NE Pennsylvania Chapter

Other letters will be quoted in subsequent issues.

#### Institute Replies to Suggested Program for Action

Dear Editor: May I first of all express to you on behalf of The Board of Directors our appreciation for your courtesy in affording us the opportunity to comment on the "Suggested Program of Action for the AIA." I am replying to you on behalf of the Officers and Board of Directors of the Institute, as it is apparent that letters identical to that which you sent to me have been sent to each and every one of the Officers and Board members. It is always well to have the constructive criticism of any of our members.

I believe that there is little need for me to write to you at great length as we are issuing a series of special reports to the membership—the first of which you will have received before this letter arrives. That report is a summary of actions taken by The Board of Directors on the recommendations of the Committee on Organization. Similar reports on other phases of Institute work will follow, notably The Board's actions on the recommendations of the Education and Registration Survey Commission. These actions were taken and the reports prepared long prior to the receipt of your letter.

We are pleased to see that your thinking concurs in large measure with the decisions of The Board and that wherein any differences appear, those differences do not seem to us to be of particular moment.

The members of The Board of Directors share with me the thought that the reports of the Committee on Organization and of the Education and Registration Survey Commission are probably two of the most important works developed for The Institute in our time. We are sensible of our obligations and responsibilities for putting into action the ideas contained in these reports. We have already accomplished much along this line.

Any Institute member or group of members enjoys the right to confer for the purpose of examining the organization, its actions, and policies, and for the purpose of affording to the Officers and Board measured thinking and constructive criticism. As an active member of The Institute, we commend your interest and your initiative. We do, however, regret the use of your magazine as the medium of conveying the proposed deliberations and actions, as ample media are afforded by The Institute itself for the purpose in its publications. The floor of the convention is always available to the membership for expressions of opinion, criticism, and the promulgation of proposed policies. The Board, at its meetings, welcomes the presentation of ideas and proposed policies. Such presentations may be made in person.

We note throughout your proposed resolutions references to the report of the Commission on Education and Registration which you have labelled "BCR"—the Burdell Commission (*Report*). Although Dr. Burdell was the Chairman of that Commission and we profited through his leadership and statesmanlike skill, the Commission itself was the creation of The American Institute of Architects, and specifically the original thought of one of our past Presidents, Ralph Walker, FAIA, who, during his incumbency, brought the Commission into being and stimulated it into action. It was an Institute activity from beginning to end. We believe your suggested Program will serve to stimulate further interest in the report and for this we are grateful to you. Both your company and The Institute have an interest in the success of the publications.

We will continue to issue our special reports, to which we will give full publicity, and we will also publish this reply to you in the pages of our own publications.

Again expressing our appreciation to you for your courtesy in affording us this opportunity, I am GEORGE BAIN CUMMINCS, Secretary

The American Institute of Architects Washington, D. C.

January 1955 15

(Continued from page 15)

#### capital's scenic beauty preferred to traffic routes

Dear Editor: I am very much interested in Fritz Gutheim's WASHINCTON PERSPEC-TIVE (November 1954 P/A) in relation to the new Potomac bridge, because I think the proposed bridge will do a great deal to ruin the view of the Memorial Bridge to Arlington. I agree wholly with Gutheim's generally fine planning approach to the whole problem and the indication that the bridge is not necessary, if the other bridges essential to the solution of traffic in Washington were built.

I understand the American Institute of Architects has taken a position against the bridge. RALPH WALKER New York, N. Y.



**PRUDENTIAL MID-AMERICA HOME OFFICE, CHICAGO** ARCHITECTS: NAESS & MURPHY • PLUMBING CONTRACTOR: M. J. CORBOY CORP. GENERAL CONTRACTOR: GEORGE A. FULLER COMPANY.

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WHOLESALERS OF PLUMBING AND HEATING SUPPLIES Publishers of the Clow Bulletin Dear Editor: Many thanks for Frederick Gutheim's able commentary on the project for a new bridge over the Potomac at Washington. This bridge, if built, will destroy forever the most beautiful civic landscape in America.

Over a distance of nearly a mile north of the Memorial Bridge, the river flows between banks covered with meadows and woodland. To the east, these screen the city; to the west, they are crowned by the hills of the Arlington Cemetery; to the north, lies the wooded island given to the nation as a memorial of Theodore Roosevelt; and, together, these form a setting of incomparable splendor for the Lincoln Memorial, placed on its noble pedestal above the fine arches of the bridge.

This landscape, a unique collaboration of nature, art, and history, belongs, not to the City of Washington, but to the American people. It belongs also to those future generations for whom we are trustees. JOSEPH HUDNUT Dover, Mass.

Dear Editor: I never fail to read Fritz Gutheim's column and congratulate P/A on having acquired his services.

The reportedly "final" solution of the Potomac bridge problem left all of us rather stunned when it appeared in the papers. The Institute, among others, had spoken its piece on the question and we were led to believe that a far more satisfactory solution would be chosen.

The location of the bridge has been the constant concern of our Committee on National Capital and especially of its Washington Metropolitan members, who have followed the controversy and who have spoken their minds.

Washington needs not one, but at least three more bridges—none of which, it would appear, needs to or should be in the location selected.

I think Fritz is probably a little optimistic as to the reduction in office building population. I doubt if the 40,000 workers who are overcrowding the central area will be moved out with any show of dispatch. There is a fundamental policy difficulty to be overcome, for the Administration will have to recognize the necessity for an extensive building program either via lease purchase, outright lease, or otherwise, before we can hope to see the beginning of the exodus.

(Continued on page 18)



(Continued from page 16)

However, be that as it may, it is incredible and appalling that people entrusted with the planning of Washington should have made the grievous and obtuse error of willfully destroying one of the most beautiful of compositions in and about Washington. EDMUND R. PURVES Executive Director

The American Institute of Architects



Dear Editor: Once upon a time, there was a King whose favorite wife, Epluribusuna, was very ill. Diagnosticians, surgeons, general practitioners, psychiatrists, obstetricians, herb doctors, sooth sayers, bishops, and even lay readers—each with a different diagnosis, prescription, or recommendation,—nearly drove the King to distraction. Finally His Majesty ejacu-



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lated "I wish she would get well—or something!"

Somehow or other, that reminds one of the National Capital Bridge situationwhich is just about in the "something" stage-with every recommendation to date under a cross-fire of valid objections, for spoiling a great architectural-landscape planning composition, or violating a pledge of preservation in perpetuity, or failure to serve traffic needs. Just so long as these objections are not met, the right solution has not been found-and it is to be apprehended that haste to end controversy may tend toward disregard of legitimate questions at issue. Somewhere along the lines of attack and defense, both "irresistible forces" and "immovable positions" should relax a bit and re-examine the pros and cons.

For diversionary tactics, a dozen questions are raised on behalf of the Society of Sidewalk Superintendents:

1. Is a straight line necessarily the *best* distance between two points?

2. Even if the square of the hypotenuse equals the square of the other two sides, how much time is saved at 30 mph by using the hypotenuse?

3. After spending millions on the mall composition—the Lincoln Memorial setting with the Memorial Bridge-Arlington combination—is it good planning, good sense, or good economy, to bust-up the composition by sticking an unrelated traffic utility bridge opposite the Watergate?

4. After the hullabaloo about apartments on or off the Nevius Tract, (fortunately off) and Arlington County's acceptance of the situation, is the "Government," Federal or Municipal, justified in pushing a functional bridge into the foreground?

5. Why not consider an orderly relationship of parts by an extension of Constitution Avenue straight across toward the apartment group—cutting between Roosevelt and South Island, with a turning point and a dog-leg leading to the most advantageous highway connection?

6. If Roosevelt Island is to be primarily a wild-life refuge, why complicate the situation with a "Memorial Overlook"? What's the sense of overlooking a traffic artery bridge cutting across the view of a memorial bridge? Why not leave the island intact and develop a point of vantage on the *south* side of the bridge turning-



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(Continued from page 18)

point, on South Island with an unobstructed view of the Watergate, Lincoln Memorial, and the Memorial Bridge?

7. If we ever do arrive at a bridge site, is it necessary to use solid parapets, as on Key Bridge, or the confusing balustrade of the Memorial Bridge? Both very successfully block out any view of the river scene. Let's go the Taft Bridge one better and make it a simple, continuous, allmetal rail.

8. And please, while we're at it, let's have no more distracting street lamps on our bridges. Let's have some system of under-rail or under-curb lighting, with the light source out of the eye and the light on the pavement where it belongs.

9. Are we absolutely certain that a



tunnel crossing is out of the question? Is it a question of feasibility or of additional cost? What's the dollar difference? How does that difference compare with our multimillion dollar memorial investment, and with the impairment thereof? How does it relate to sentimental values and esthetics? Are not our memorials demonstrations of sentiment in terms of esthetics to the best of our knowledge and capacity? What price glory, indeed!

10. Now, just to confuse the issue by attacking everybody, indiscriminately, why not look again at the expansion possibilities of the Key Bridge? Why not double or treble its capacity, either by top decking or by extending the present width with steel cantilevers on each side and with underslung walkways? Why not doubledeck the Whitehurst Parkway—projected originally by Charles Eliot—providing new connections as needed on, above, or below ground to feeder lines acrosstown?

11. Let's not say we can't afford to have any competition for ideas-let's be honest and admit that we've wasted thousands of dollars on high-priced consultants working up detailed plans for bridges and subways that have misfired. Let's admit that we're not infallible! Let's not forget that not so long ago we were simultaneously bridging and dumping in the Rock Creek valley. Why not hold everything until, with give and take, we get more general approval. Of course, everyone can't be fully satisfied. Perfection isn't always possible and planning frequently involves choosing the lesser of two evils.

12. In weighing opinions, we should bear in mind that the McMillan Commission, the Fine Arts Commission, and the Planning Commission were set up to gain for the National Capital the services of the ablest men in the planning professions —without any compensation for their services except the honor of serving. Altogether about 500 man years of professional guidance have been given to the Capital since the turn of the Century and even a nontechnical bystander can appraise the value of that service by comparing the "Then and Now" relief models of the City.

And so, speaking of bridges, whether or not we like gold horses, let's show our appreciation by not treating our friends as Trojan horses. HORACE W. PEASLEE Washington, D. C.





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> > Architect & Engineer: J. N. PEASE & CO.

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Total of 60,000 sq. ft. precast roof planks, each 13/4'' x 18'' x 18 ft., were pretensioned at the casting plant. These planks butt together and have recesses for grouting.



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# P/A Design Survey for 1955 and second annual Design Awards Program

"The next half century will surely bring a more intensive exploitation of both architecture and city planning to satisfy our need for civic beauty and order . . . In all aspects of this development, American architects can render valuable assistance, but only the people themselves can demand and insist upon its accomplishment. The reward will be a quality of architectural and urban environment that could regenerate our common life."\*

This special issue is entirely devoted to reporting P/A's second annual Design Awards Program. A major purpose of this program is to bring forward and honor designs that "satisfy our needs for civic beauty and order." In addition P/A will publicize the winners as widely as possible, so that "the people themselves" will see them and have a better basis on which to "demand and insist" on architecture at least this good in their own communities.

Dr. Walter Gropius of Cambridge, Massachusetts, was elected Chairman of the distinguished Jury that made this year's selections. Other members were Edgardo Contini of Los Angeles; Charles M. Goodman of Washington, D. C.; Morris Ketchum of New York; and Paul Schweikher, now Chairman of the Department of Architecture at Yale University.

The Jurors came to Reinhold's conference rooms at 430 Park Avenue to judge more than 500 entries—preliminary drawings of work that is scheduled for construction in 1955. After a few trial skirmishes with one of the largest categories—buildings that all come under the category of housing (detached houses; developments; multifamily units; hotels; motels; etc.)—they soon decided that, in the face of so much that was considerably better than average, they would have to set themselves severe limitations and agree upon a specific basis of selection. After some discussion, they determined that they would look for nothing but work that could truly be called progressive—for design that represented actual and provable *advance*, or "points of fresh departure," rather than mere *competence*, or "points of arrival."

Much, probably a majority of the work, was more than competent. But the Jury looked with a cool eye on reputable solutions that merely followed a recognized formula, while constituting no improvement on that formula; and they were equally cool to work which, while competent, seemed less contributory in its category than well-known work

<sup>\*</sup> The Architect at Mid-Century—Evolution and Achievement. Volume 1 of the Report of the Commission for the survey of Education and Registration of The American Institute of Architects (Reinhold, 1954).



The P/A Jurors at work (l. to r.): Schweikher; Ketchum; Goodman; Gropius (Chairman); and Contini.

that had previously appeared. Thus, the judgment was clearly concerned with architectural progress—in plan, in structural concept, and in design expression.

To the Editors of P/A, the selections were eminently satisfactory, as the Design Awards and Citations went, for the most part, to averagesize jobs, generally the type and size of commission that might come to almost any architect's office. And the over-all First Design Award went to Paul Rudolph, Sarasota, Florida, for a house!

While admirable examples turned up in the categories of Commerce, Education, and Religion, the Jurors felt that no one job in these classifications was so clearly head and shoulders above the others as to merit a Design Award. And oddly enough, in the Industrial category —building types that for years have echoed, if not led, architectural progress in this country—they found no entry to which they wished to give even an Award Citation. By contrast, an unusual submission from the firm of Richard J. Neutra & Robert E. Alexander, Los Angeles, California, prompted the Jury to set up and extend a Special Design Award in the City Planning field. Five other Design Awards (including the First Design Award) were made in the fields of Housing; Health; Recreation; and Public-Use Structures. And there were 30 Award Citations, all shown on subsequent pages.

Fifteen of the 48 states were represented among the winners. Apart from the fact that a house received the Jury's First Design Award, perhaps the most extraordinary thing about the premiated work was that six of the 36 winners are by New Orleans architects, a record that neither New York nor Chicago could equal. And the southern belt —Oklahoma, Texas, Louisiana, Alabama, Georgia, North Carolina, Florida—accounted for 13 of the 36 winners.

This first issue of the year launches P/A's 1955 Editorial Program wherein each issue will explore some aspect of *The Production of Architecture*. The Design Awards Program provides the ideal introduction, as it consists entirely of work in the initial design stage—the preliminary step in architectural production. All 12 issues in 1955 will be based on findings reported in *The Architect At Mid-Century*, from which the opening quotation of this issue was taken.

### PIA Business Forecast for 1955

Architects expect their business to improve in 1955 ---by about 5%. P/A's fifth annual Business Forecast, based on detailed statements from the profession (a large sampling, carefully distributed by geographic location and size of firms), shows that both construction volume and dollar volume of work-on-the-boards will step up next year. Not all architects will benefit from the upturn, but the "leveling-off" that came in 1954 after the slowing of large-scale defense and industrial work, continues to be apparent in the profession. Average and median dollar volumes reported, nationally, compare as follows with last year's Forecast:

	1954	1955
estimated average \$ volume to reach construction	\$3,435,000	\$3,526,000
estimated average \$ volume to reach working drawings	3,665,000	3,811,000
estimated median \$ volume to reach construction	1,100,000	1,240,000
estimated median \$ volume to reach working drawings	1,125,000	1,290,000

Last year, P/A found that optimism for the future ran highest in the small firms; the larger organizations actually expected an average drop in dollar volume. This year, there is no appreciable difference in hopes for the future, on the basis of firm size. Of the respondents—62% expect an increase in work to reach construction next year; 16% expect a decrease; 22% expect no change. Each year P/A tabulates its Forecast by geographic regions, as follows. Average volume of work, by regions, varies greatly. Comparisons are shown with the 1954 estimated averages, so that fluctuations which are expected can be easily seen.

Regio	n	average \$ volume of firms reporting—1954	average \$ volume of firms reporting—1955
١.	Northwest	\$1,104,000	\$2,104,000
2.	North Central	2,675,000	2,428,000
3.	Great Lakes	9,050,000	5,203,000
4.	Northeast	4,200,000	5,105,000
5.	Southeast	2,180,000	2,352,000
6.	Gulf States	2,800,000	2,341,000
7.	Central States	2,626,000	2,341,000
8.	Texas	2,126,000	2,710,000
9.	Western Mountair	1,460,000	2,023,000
10.	California-Nevada	2,815,000	2,962,000

It appears that the Great Lakes region, with a concentration of work in the industrial, military, and public buildings categories, is the area of greatest average architectural activity. The Northeast area follows, with California third. The Western Mountain region is lowest in average volume per office reported, although it is not far below the others. Outside regions 3 and 4, all the other areas of the country are fairly even in average volumes reported this year.

Educational work, for the second year running, is the most active building type reported. Commerce is next, with public-use building (up almost five percentage points over 1953 estimates) and industrial work (though less than last year) following. On a national basis, here is the rating of building categories, compared with the last two years:

Building type	% 1953	% 1954	% 1955	\$ volume 1955 ('Average firm)
Education	20	25	26.6	\$940,000
Commerce	14	15	19.2	678,000
Industry	12	13.5	11.3	397,000
Defense	22	11.5	4	144,000
Multiple housing	9	9.5	10	352,000
Public use	5	7	11.9	418,000
Health	6	6	7.4	262,000
Religion	4	6	4.6	161,000
Private residential	5	5	3.8	134,000
Miscellaneous	3	1.5	1.2	44,000

P/A does not find any great change appearing in size of firms or number of employes in architectural work, although there is a slight increase in average, and median, firm size. So far as we know, this is the only yearly check on conditions of practice in architects' offices (or of business prospects: "construction reports"—government and private—include such items as utility, highway and sewer construction, and the mass of builder-designed speculative housing).

During the last year, the 1950 survey of the architectural profession made by the AIA's Burdell Commission, was published. Since P/A's annual survey is the only continuing study of the profession, it is interesting to draw comparisons, in those areas where the two studies covered the same ground.

Size of architects' offices		AIA—1950	P/A—1954	P/A—1955	
Very small	(1 to 4 employes)	52.5%	51.2%	53.6%	
Small	(5 to 9)	26.1	27.4	24.0	
Small medium	(10 to 19)	12.7	11.6	13.6	
Large medium	(20 to 39)	5.8	5.9	4.4	
Large	(40 to 99)	2.0	2.3	2.3	
Very large	(100 or more)	.9	1.6	2.1	
Average number of employes		8.9	10.0	10.5	
Median numbe	r of employes	2.9	3.8	4.0	
Volume of bu	isiness	\$1,082,000	\$1,100,000	\$1,240,000	
(median de	ollar volume reported)	(AIA members)			
Regional dist	ribution of firms reportin	ng			
Northwest		3.8%	6.9%	5.6%	
North Central		10.9	9.9	7.1	
Great Lakes		10.5	10.3	13.8	
Northeast		41.0	25.7	25.4	
Southeast		5.9	7.6	8.1	
Gulf States		4.3	4.4	5.2	
Central States		6.1	11.4	8.1	
Texas		5.0	5.2	6.8	
Western Mount	ain	2.1	5.3	5.0	
California-Neva	ada	10.3	13.3	14.9	

Many of the architects who replied to the Forecast questionnaire this year appended comments on business and conditions and design possibilities in their regions. Dominant among these remarks was a realization that *economy* in design and construction is needed more than at any time in recent history.

"Structural systems and materials that are less expensive than the conventional ones will have to be developed and used if we are going to provide all the school classrooms needed in our area."

"Restrictions are off and business is good," wrote another man. "Now it's up to us to show the public that we can produce buildings at a price the public can afford. We can't do this without a little soul-searching, a little research, and some better public relations."

### PIA Engineering Survey for 1955

Many of the outstanding buildings to be erected in 1955 will demonstrate refinements and further developments in some of the structural systems that have evolved in recent years. Our survey, however, has failed to discover any particularly new construction method, and an analysis of the returns indicates that the architectural and engineering professions are justifiably devoting maximum attention to a better understanding and interpretation of the structural methods already available to them. This observation also may be accurately applied to mechanical and electrical engineering fields in so far as they are related to the construction industry.

At Winsted, Connecticut, the Litchfield County Hospital will have a total of five floors and a solarium roof, all to be erected by the lift-slab method. It is believed that this structure will contain the largest number of floor lifts (six) of any lift-slab project in this country and will equal in number any in the world. The \$1-million hospital will be rectangular in plan and all floor and roof slabs will be lifted without pour strips, and with one set of jacks. Dimensions of the slabs are 43' x 182'. Architects—Sherwood, Mills & Smith; Engineers— Marchant & Minges.

The new 18-story Dallas Hotel Statler, scheduled for completion in July, will display an advanced flat-plate design. In a section through its tower, there are two columns set back 9'-10" from the building face and spaced 27'-10" apart. The flat plate cantilevers from the columns to the exterior face. No drop panels, column capitals, spandrel beams, or exterior columns are to be found and greater floor space without mechanical interference is provided. The floor plan is similar to that of an airplane with forward-swept wings (Y). Lateral stiffness and resistance to wind forces are resisted by shear walls at the end of the "wings" and at the end of the "fuselage." The shear walls are of reinforced concrete-acting as vertical cantilevers-and are seated in solid bed rock. Lightweight aggregates have been specified for all structural beams and slabs; natural aggregates for foundation work and shear-wall construction. Among other unique features in the public areas will be the use of long-span 92-ft steel beams of composite design with the concrete slab. Architect-William B. Tabler; Consulting Engineers-Seelye, Stevenson, Value & Knecht.

A lamella space frame has been designed for the field house at the University of Wichita, Kansas. This will be a circular structure (285-ft diameter inside building) with a gypsum deck poured over the steel lamella dome. While in an ordinary lamella structure, the lamella units carry stresses to the sill line, this dome was developed as a space frame in which the purlins act as compression rings, eliminating practically all bending moment in the lamella network. The last purlin ring above the columns becomes a tension ring which is stiffened by a continuous peripheral canopy. This space frame will have a uniform depth of 3'-3" and its expansion due to live load will be taken up by a special column detail at the base. Architects-Lorentz Schmidt, McVay & Peddie; E. A. Lampitt, Jr., Jan Tuma, and Louis Bass jointly designed the dome under the direction of G. R. Kiewitt, Chief Engineer, Roof Structures, Inc.

At Georgia Tech, an interesting solution was found for the foundations of the Alexander Memorial Building (to be used for basketball games, physical training, and the Institute's radio station). The site consists mainly of fill ranging up to 30 ft in depth. A 35-ft concrete ring supporting archedsteel girders floats on this fill. A continuous tunnel beneath the ring, in addition to carrying exhaust air from the arena, acts as beam protectors against lateral thrust. The stadium and playing floor, poured on grade, are also floating slabs so that extensive and costly piling will be completely eliminated and the only forming required will be for the stadium's riser's. The circular area (270 ft in diameter) is to be spanned by elliptical, structural-steel arches intersecting at a common center. Architects-Aeck Associates; Engineers-I. E. Morris & Associates.

Prestressed concrete continues to be increasingly popular with structural designers, as its advantages for long-span, shallow-depth girders offer opportunities for significant economies. The Air Materiel Command at Hill Air Force Base, Utah, has ordered a building with facilities for the cleaning and painting of aircraft. The structure designed to house these operations will have a 130-ft span making it one of the largest buildings in the country to use prestressed concrete. The principal girder will be precast and (eventually) attached monolithically to the columns, to behave as a frame under live load. The hazard involved in the cleaning and painting of the aircraft also imposed unusual problems of ventilating and washing the air. Engineers-Roberts & Schaefer Company. Bridge construction in the U.S. has not only pioneered the use of prestressed concrete but also has demonstrated some of its most significant uses to date. A 216-ft span prestressed-concrete bridge at Little Falls, Maryland, designed as a continuous central span with two cantilevered approach spans, will be constructed during the coming year. Architects-Engineers-Black & Veatch; Consulting Engineers—Preload Engineers, Inc. The Texas Stressed Concrete Corporation, licensee of Prestressing Incorporated, San Antonio, will be the subcontractor for the stressing of a four-span continuous bridge in Houston. This bridge will span 45 ft, 65 ft, 70 ft, and 45 ft; flat-slab construction with a minimum depth of 20 in. and a maximum depth of 24 in. will be used. Its dead load will be lightened by the use of fiber tubes at the center of the spans. This construction, to be completed early in 1955, will accommodate six lanes of traffic, as well as two pedestrian sidewalks. In line with the general thinking on continuity, Prestressing engineers believe that more use will be made of continuous and semicontinuous prestressed-concrete construction. At present this firm is also designing an eight-story, precast-concrete building utilizing rigid-frame action which is obtained by post-tensioning the joints after the members are in place. Similar work has been done in England and on the Continent, but not yet in the U. S.

Although plastics have already found any number of honest applications in building construction, there can be no doubt that this year, and in those to come, this versatile material will be called for more frequently in the architect's specifications. To promote a better understanding of the proper use of plastics in buildings, from the point of view of both the plastics industry and the building industry, a research correlation conference was conducted last fall in Washington by the Building Research Institute and sponsored by The Society of the Plastics Industry, Inc., Manufacturing Chemists' Association, and the Building Research Advisory Board. Over and over, the various panel members stressed basic criteria for the proper application of plastics in buildings: the material should be exploited for its own inherent properties even though it may lend itself to imitative or borrowed appearances of other materials; designers must not attempt to use the material where it is not truly suitable and where other materials can give a better performance; and cost must be evaluated as "cost in place" rather than "so much per square foot." During the coming year we will undoubtedly witness an increased use of plastics for light-transmitting panels, glazing, thermal insulators, vapor seals, structural panels, surfacing, piping, ducts, and conduits. Components of R. Buckminster Fuller's geodesic structures offer many opportunities for various uses of plastics and quite a few applications are now being investigated by Geodesics, Incorporated, at Raleigh, North Carolina.

F. Honerkamp, Chief Engineer of Anemostat Corporation of America, states that the air conditioning of new and existing multiroom buildings—office buildings, hotels, hospitals, and apartment buildings —will constitute the major task of the air-conditioning industry in 1955, as well as in the following years. To condition these buildings with conventional systems is sometimes difficult and sometimes impossible. Among the various methods for air conditioning multiroom buildings that have been developed by the industry, certainly one of the most successful is the modern high-velocity air-conditioning system consisting of air-conditioning equipment with a high-velocity duct system for air transmission and high-velocity air outlets for air distribution.

The time is rapidly approaching when architects and engineers will find it advisable to retain at least one person on their staff who is conversant with the structural and electrical demands resulting from the expanding usage of automatically controlled equipment. Unless automation is kept in mind, buildings erected even in the next year or so may be obsolete before their mortgage terms expire.

The problem of providing good acoustics in the home as well as an increasing interest in the proper location and installation of high-fidelity reproduction equipment will also receive increased attention.



#### first design award House, Siesta Key, Florida

Paul Rudolph, Architect

"A remarkable concept" was the consensus of the Jury in extending to this house the First Design Award. Of the more than 500 entries they had for consideration, the Jurors decided that Paul Rudolph's design, which was also accorded the Design Award in the Residential category, had "the most originality" and was "the best piece of progressive architecture" submitted.

Last year, if you recall, the First Design

Award went to the Boston Center, a vast, metropolitan, commercial development. It pleases us that this year's selection was a house. For this demonstrates that the P/A Awards are given for design distinction, regardless of the size of the project or the cost.

The house was designed for a couple —business people taking an active part in the musical life of the community. An important requirement, therefore, was that the house should be planned to accommodate large gatherings for musicales.

The site faces west on a bayou, with a low strip of land beyond separating the bayou from Sarasota Bay. To capture the view of the Bay, as well as to raise the house above ground moisture and to obtain desired ventilation, the main rooms of the house are supported on stilts, with living and sleeping areas joined by galleries overlooking the two-story patio.



January 1955 65

Various kinds of living space are provided; the raised living room, which serves as a stage for musical evenings, looks down into the patio. The latter is intended as "a cozy, intimate space, juxtaposed to the more open quality of the remainder of the living area." A round, sitting deck, called "eagle's nest," floats within the patio, between the galleries.



SECOND FLOOR



FIRST FLOOR

Hinged wall panels serve as overhangs for sun protection and—when lowered—as hurricane shutters. These panels are counterweighted, controlled from inside. The two southernmost, first-floor columns were eliminated on the second floor "because the bedrooms are too small to accommodate freestanding columns. North-south partitions of bathrooms become bearing walls on east-west floor joists, which are supported by the main, north-south floor girders. Floor joists are simply spaced in o.c. rather than 16 in."



EAST ELEVATION



NORTH ELEVATION

SOUTH ELEVATION



### residential design: houses

Residential design not only produced this year's First Design Award but also constituted by far the largest category of work submitted. In order to cope with the judging of so many dozens of entries that came under this general heading, the submissions were classified in three subcategories—houses, housing developments, and multiple dwellings. Then, Design Awards or Award Citations were given in each of the sub groupings.

The First Design Award, the Florida house by Paul Rudolph, also received the top Design Award in the "houses" classification. In addition, the Jurors found the little weekend house (below) by John W. Lawrence & George A. Saunders of New Orleans of such particular interest and merit that they decided that an Award Citation with Special Comment should be conferred.



#### **Citations**

award citation with special comment. Weekend House, Lacombe, Louisiana: John W. Lawrence and George A. Saunders, Architects. The bachelor client wished a small, inexpensive house where he could write the long legal reports required by his work. Since the house would be unoccupied most of the time, the owner requested that it be as vandal-proof as possible. To provide maximum openness (as well as maximum closure), the architects devised a system of 8' x 8' hinged wall panels, made of diagonal wood sheathing on a 2" x 4" frame. These may be opened and locked in place against frames extending at right angles from the house. Protected by fixed screens, the house can thus be transformed into an open pavilion without a single pane of glass on the outside walls. A skylight in the center introduces additional natural light. The Jury gave this project a special commendation for its ingenuity, economy, and compactness.





award citation. House, Harahan, Louisiana: Curtis & Davis, Architects-Engineers; Walter Rooney, Jr., Associate; William B. Settoon, Engineer. With its entire rear wall of sliding glass panels, this small house takes full advantage of the view across a golf course. However, when privacy is desired, the owner may close the fence to form a private patio. Even more secluded is the little interior court, an ideal spot for outdoor dining and relaxation. Designed for a childless couple, the house has an open plan, with sleeping and living areas separated only by the fireplace wall. Partitions go to the height of door heads, with glass above so that tree tops may be visible from any part of the house. The roof of the main structure is supported by twelve 4" x 4" H columns. Floors and terraces are of light-colored terrazzo.





#### residential design: houses

award citation. Demonstration House, New Orleans, Louisiana: Lawrence, Saunders & Pickens, Architects; Walter E. Blessey, Consulting Structural Engineer. The basic requirement was to provide a proper setting in this house for products of General Electric Company. This client further requested at least 1800 sq ft of floor area to suit a family with two children, that the house have regional flavor, and that it have no "dead ends" (thereby facilitating circulation of a large number of exhibition visitors).








award citation. House, Barrington, Illinois: Edward D. Dart, Architect. Space requirements for a family with two children and a maid determined the pattern of this house. A fine view to the north prompted the architect to orient most of the rooms in that direction. The major elements of the structure are exposed steel framing, brick-and-glass walls, and sliding aluminum doors.



### residential design: houses





award citation. House, Highland Park, Illinois: Macsai & Diamant, Architects; Warren Leppitt, Heating Engineer. The Citation was given for the orderliness and originality of the plan. The Jurors applauded the separation between children's play space (slightly enlarged to the east since model photo was taken) and family living room, and the circulation space designed to serve many uses. Bath and utility rooms do not absorb outside wall area.



award citation. House and Studio, Chagrin Falls, Ohio: Robert A. Little, Architect; Edward M. Hodgman, Chalmer Grimm, John H. Zoller, Associates. Attached to an existing barn, this new building will provide living quarters for a couple and additional space for their work in sculpture and ceramics. The building is oriented for north light in the work areas, sun and view in the living areas. The Jurors felt that the plan was orderly and the form of the building simple, unobtrusive, and in harmony with the existing barn.



award citation. House, Ann Arbor, Michigan: Robert C. Metcalf, Architect; A. J. Smith, Associate Architect. The clients, a university professor and his wife, wanted a small house, easy to maintain yet spacious enough to accommodate visiting married children and to entertain from 4 to 20 guests for committee meetings and dinner parties. The Jurors applauded the simple construction of the house but felt that the upper floor space might have been more open for such large gatherings. The lower level provides space for the couple's many hobbies.







# residential design: housing developments

eventual obsolescence. What originally

might have been achieved with a little

forethought at relatively low cost must

later be rectified at awesome expense.

sign excellence in proposals for rebuilding. Now, when practically every major

city is concerned with revitalizing its core and attempting to stem the flight

to the periphery, sensible urban renewal schemes hold very special interest.

It is at least encouraging to find de-

The Jury spent considerable time in studying the submissions in the development or redevelopment categories. For they were constantly searching for projects that were not only admirable in themselves but also ones in which elements were happily related and careful study had been given to intelligent land use. In projects that involved large areas, these aspects of planning were obviously more apparent than in other categories.

The Chicago project shown on these pages won the Jury's special acclaimfor the variety in size and shape of the related units; for the openness achieved in spite of the necessity for high density; and for the human qualities that had been introduced. "This type of approach should be encouraged," they concluded.

Unplanned, uncontrolled city growth inevitably follows the dreary road to overcrowding; cheerlessness; decay; and

# Award

14 story apt: 1251 N. P. Mar H. P. Mar salle st iant. ex (terresce) + los raised terrace TOWN HOUSE PLAN

NORTH CLARK-LASALLE ST RECEVELOPMENT

design award. North Clark-La Salle Street Redevelopment Project, Chicago, Illinois: Greater North Michigan Avenue Association, Harry Weese, Consulting Architect. "The project," writes Weese, "represents the effort of an area association to forestall deterioration of a stable area, by removing blight and obsolescence through a land-clearance and urban-renewal process which the association is organizing with the help of the plan commission. Potential redevelopers have shown great interest. Project approval by the Chicago Clearance Commission is expected shortly."



# residential design: housing developments





Three-story town houses (*left* and *right*) for sale or rental, will have two to four bedrooms, off-street parking facilities, and private terraces.



The plan (left) for the North Clark-La Salle Street area proposes the redevelopment of 21 net acres with 1296 units of housing, a commercial shopping center, and two large parking garages. The density of the newly developed areas will be 79 families per acre. Land coverage in the housing portion will be 30 percent. Area under the landscaped mall and private terraces (*below*) will be used as parking area for the 14-story apartment building.





### residential design: housing developments

Citations











award citation. Community Housing Project, Palo Alto, California: A. Quincy Jones & Frederick E. Emmons, Architects; Emiel Becsky, Associate; George Nolte, Civil Engineer; Thomas D. Church, Landscape Architect. This 50-acre site was originally to be divided into 180 parcels of 8000 sq ft per lot. The architects pointed out, however, that by reducing each lot to 7000 sq ft individual plots could be distributed more easily and enough land gained to develop a community center with park, nursery school, and swimming pool. The Jurors found the various T-shaped plans well organized and easily adaptable to any site.





award citation. Community Housing Projcct, Long Island, New York: Keith Hibner, Architect; Warren Kaffka, Philip Morina, Associates; Donald Axon, Salvatore Scutaro, Designers; Richard De Veaux, Engineer; Lobb & McGrain, Landscape Architects. To prove to their own satisfaction that the public would accept and invest in houses of contemporary design, the architects' office purchased 60 acres of beautifully wooded waterfront and beach property, initiated and administrated the publicity and sales program, and handled all phases of site planning, engineering, financial administration, and construction. All of the 25 houses (two examples are shown) will be individually designed by the architects. The Jurors termed this "A very significant project and a commendable use of land."



# residential design: multiple dwellings

A whole series of building types other than the detached house or groups of houses go to make up the general category of "residential design." Such shelter also includes hotels, motels, apartment houses, dormitories, fraternity and sorority houses, clubs, barracks, etc. And this multiple-dwelling group will account for approximately 10 percent of the work in the average office in 1955. In the '30s and '40s, almost no new

hotels were built in this country. In more recent years, this area of practice has taken on new life, and new hotels are appearing in every quarter. Most of these belong to the great corporate chains; and this same "client" is calling on the architect for widespread remodeling and refurbishing of older hotels. A few of the new hotels—and the premiated one is an exceptional instance are built by local groups of citizens to

serve their particular community's needs.

It is of interest that the only two projects to receive Award Citations in this "multiple dwelling" category are both small-scale units, more suburban than urban in scope. Of the numerous huge metropolitan apartment buildings and hotels to come to the Jurors attention, they could find none of sufficient design importance to merit Award or Citation.











award citation. Community Hotel, San Pedro, California: Richard J. Neutra & Robert E. Alexander, Architects; Andrew Balfour, Alfred Boeke, Dion Neutra, Acsociate Architects; Parker-Zehnder & Associates, Engineers. Civic-minded residents interested in the improvement of the community have formed a corporation headed by Charles W. Soderstrom, Jr., to finance, promote, and maintain this hotel, which will primarily serve the local population for conventions, exhibits, and social occasions. Core of the one-story structure consists of a lobby, lounge, cocktail room, dining room, and large banquet hall with adjoining service facilities. Rows of guest rooms are placed along the gently sloping hillside.

# health

Current theory about design of healthcare facilities concentrates on avoiding the use of the expensive hospital bed, except in the case of the acutely ill. And even in this latter case, everything possible is done to speed patients' convalescence so that the beds will be freed for use of those requiring intensive care.

As a result, clinics and outpatient departments become ever more specialized and complete; health instruction has become part of a public service that some of the newer metropolitan hospitals extend; and rehabilitation centers are built to bring back to a useful life those needing special treatment.

With the increasing average life span, new facilities are needed for a large number of older persons, and the study of geriatrics gains in importance and in findings each year. Here again, for those who must have constant surveillance, the chronically but not acutely ailing, a new type of shelter more in the nature of a private home than an institution is being developed.

The Award hospital (*these two pages*) was submitted by the architects as one of a group of three. The group was lauded by the Jurors for the "high level of competence." However, of the three, the Jurors chose this small hospital as the most outstanding.

## Award

design award. Parish Hospital, Tallulah, Louisiana: Curtis & Davis, Architects-Engineers; K. L. Johnson, Project Supervisor; William B. Settoon, Aubrey Code, de Laureal & Moses, Consulting Engineers. This 25-bed hospital will eventually be expanded (vertically) to accommodate 50 beds. Dormitory and chapel have also been provided for the nuns who will administer the institution. Kitchen and service facilities are located on the lower floor, sunk 5 ft below finished grade. Gently-graded ramps lead from the ground to the main floor. On this level, special attention was devoted to the segregation of the various functions, to the elimination of cross traffic, and to the proper location of the central control point. All of the nursing rooms and bedrooms face south toward a landscaped yard.







### health



# Citation

award citation. Alcoholic Rehabilitation Center, Avon Park, Florida. Sherlock, Smith & Adams, Architects-Engineers; Ernest A. Shepherd, Administrator, Florida Alcoholic Rehabilitation Program; Heim & Heim, Associated Architects; Charles M. Kelley, Partner-in-Charge; Edward L. Daugherty, Site Consultant; Charles A. Wedding, William Gebhart, Landscaping. As part of a special public health program, the State of Florida has authorized the planning and construction of a "therapeutic community" for the study and development of treatment methods for alcoholism. The center will provide facilities for approximately 50 male and female patients, and a section for outpatients. It is felt that proper architectural surroundings are of great therapeutic value to a patient, that the setting should be neither luxurious nor too meager. The building will be noninstitutional in character, with an open plan imparting a feeling of freedom. Interiors will be cheerful, with easy access to garden and terraces. An administrative unit connected with the center will serve as State Headquarters for the Alcoholic Rehabilitation Program. The excellence of the plan prompted the Award Citation.



# education

One fact P/A's Business Forecast reveals, that buildings for education will account for more than a quarter of the dollar volume expected in the average office in 1955, was clearly reflected in the great number of entries in the category—nearly 100! Happily a general standard of somewhere between competence and excellence was found in the designs.

This, of course, made judging extreme-

ly difficult, and, as a result, the Jury was not only quite tough about extending Citations in this category but also decided that while much was very good, no one job was so contributory as to deserve a Design Award.

Apparently, the great amount of study that has gone into school design in recent years, in the face of the need of localities everywhere for more and better schools at lower cost, has been widely digested turned up that looked fine—but most of these seemed to be variations of familiar themes. The Jurors found themselves looking

and applied. For school after school

The Jurors found themselves looking for a more human scale and quality in the elementary schools. And even viewing schools for older students, they deplored a tendency to "giantism," a quality they felt was inappropriate and must tend to de-personalize the individual.

## Citations



award citation. Continuing Education Center, Athens, Georgia: Stevens & Wilkinson, Architects-Engineers; Lewis J. Sarvis, Consulting Architect; I. E. Morris & Associates, Engineers; Thomas B. Church & Associates, Landscape Architects. The Kellogg Foundation and the State of Georgia have jointly provided funds for the construction and operation of this building, which forms a part of the University of Georgia. For such groups as P-TA, Farm Bureaus, School Boards, Library Associations, Church Groups, and many others, the building will offer a large conference-assembly hall, about 20 conference rooms, offices, lounges, libraries, display areas, dining rooms, supplementary service facilities, and overnight housing accommodations for approximately 300 visitors.

### education



TYPICAL SECTION THROUGH CLASSROOM WING



award citation. Elementary School, San Francisco, California: John Lyon Reid & Partners, Architects; Burton L. Rockwell, Partner-in-Charge; Dale Stancliff, Designer; Dr. N. L. Englehardt Sr., Consultant; Theo. M. Kuss, Preliminary Engineering; Richard S. Chew, Structural Engineer; Eckbo, Royston & Williams, Landscape Architects. Student teachers from the adjoining State College will staff and operate this 21-classroom school as a laboratory where applied teaching techniques may be practiced and observed. Part of the teaching demonstration will be carried on outdoors; it was therefore important that each classroom have its adjacent outdoor area. For that reason, in spite of a building site limited to 2.45 acres, the architects designed a one-story structure. Another 2.45 acres were provided by the College to be used specifically as a playground. Administrative offices, clinic, rooms for the faculty, equipment and supply, visual aids, traffic control, and library are located in the heart of the school. The cafeteria will also be used for recreation. The Jurors applauded "the outdoor courtyards, the fine scale of the building, and its ingenious construction system." Classrooms are enclosed by a series of reinforced concrete Y-slabs (detail above) hinged at the end of each arm.



award citation. West Junior High School, Mecklenburg County, North Carolina: A. G. Odell, Jr. & Associates, Architects. The Jurors liked this "pleasant court scheme" in which three classroom wings and an administrative unit radiate from a central court. Present funds allow for the construction of 24 classrooms, with provision for later expansion to 36. The project will eventually serve 1200 students. A future auditorium may later be attached to the pie-shaped multipurpose room, which at present will serve as cafeteria and assembly area. The structure is almost entirely made up of 4 in. square pipe columns and light-weight box beams. In the multipurpose room, the box beams radiate from a bearing "drum" to columns along the perimeter of the circular unit. With the exception of masonry walls, the entire building will be shop fabricated.

> award citation. Vocational High School, Brooklyn, New York: Katz, Waisman, Blumenkranz, Stein, Weber, Architects; Michael J. Kodaras, Acoustical Consultant; John C. Mason, Food Service Equipment Consultant; Arnold Bank, Lettering; Ben Shahn, Murals; Costantino Nivola, Sculpture; Farkas & Barron, Structural Engineers; Benjamin L. Spivak, Mechanical Engineer; Leo A. Novick, Landscape Architect. Limitations in area and zoning determined a multistory design solution for this school, which will be used by 2000 boys (with 500 girls to be enrolled later). Classrooms and shops for the students are located in the main structure. Auditorium, gymnasium, and cafeteria, all in a separate wing, will be jointly used by the school and community. A close relationship between theory and application, the basis of vocational education, has been accomplished by placing shops and classrooms on opposite sides of a sound-insulated corridor.



#### education



award citation. Regional High School, Amherst, Massachusetts: Nichols & Butterfield, Architects; H. Bryce Roberts, Designer; Marchant & Minges, Engineers. The first phase of construction (as illustrated) will be a senior high school for 500 pupils. Auditorium, gymnasium, cafeteria, and library are sufficiently large, however, to care for an eventual enrolment of 900 to 1000 students when the building is expanded into a junior-senior high school. At this later date, 12 to 14 classrooms, an art room, commercial classroom, home making lab, physical education unit, and shop unit will be added. Placement of the building was dictated to a large degree by a welldeveloped school athletic field adjacent to the property. Orientation to the east and west conforms to the natural contours of the site. For speed and economy of construction, steel frame and decking will be used. Walls will be nonload-bearing, with mechanical services carried in furred space above the corridors.





award citation. Phillis Wheatley Elementary School, New Orleans, Louisiana: Charles R. Colbert, Architect; Mark P. Lowrey, S. C. Moschella, Frances Fort, Associates; B. M. Dornblatt and Associates, Structural Engineers; E. Carlton Guillot, Jr., Electrical Engineer; R. Y. Cheatham, Mechanical Engineer. All of the 22 classrooms for 770 pupils were raised off the ground, in order to provide an open play area, as the building occupies the major part of the site. Two rows of concrete piers support the cantilevered structure. A series of large steel trusses sandwiched between the classroom walls make this cantilever possible. Classrooms are accessible from open corridors, have bilateral lighting and cross ventilation. Administration and combination auditorium/cafeteria are housed in an adjoining one-story structure.



# public buildings

Though submissions in this category included the more obvious public-building types—city halls, public libraries, court houses, etc.—these, for the most part, possessed an unmistakable stamp of "official" architecture that left the Jury chilly. The Design Award, as well as the Award Citations, all went to less conventional structures.

Requirements in design of public

buildings that must meet Commission approval seem to hold this category of design at dead level. Few are the publicbuilding designs that contain signs of enthusiasm or a fresh approach. Since public money is being expended, it is not, perhaps, surprising that a generally conservative viewpoint maintains. However, conservatism could well mean conserving the best from the past and pushing on to something better. That this seldom happens is difficult to understand, unless one takes the cynical view that "the public couldn't care less about architecture" and is satisfied if it obtains impressiveness.

If this be true, it is all the more regrettable in the face of the fact that public structures will consume about 12 percent of the building dollar in 1955.

# Award



design award. Home for the Indigent, Philadelphia, Pennsylvania: Gilboy, Bellante & Clauss, Architects; Alfred Clauss, Partner-in-Charge. Eight detached pavilions, each serving 76 persons, have been grouped around a central community building which serves the residents as a meeting place during the day. The building masses have been broken up into smaller units and set into landscaped gardens, thus giving the whole complex a pleasant domestic scale. This project, which had already won a first prize in a citywide competition in Philadelphia, again was acclaimed by the Jury for its noninstitutional character and for "setting a fine example as the first project of its kind in the country."



### public buildings

### Citations



award citation. War Memorial Center, Milwaukee, Wisconsin: Eero Saarinen & Associates, Architects; Maynard W. Meyer & Associates, Associate Architects; S. R. Lewit & Associates, Mechanical Engineers; Ammann & Whitney, Structural Engineers; Richard Klees, Electrical Engineer. This project (*building with central courtyard*) will consist of three parts: Veterans Building, containing offices, meeting rooms, and banquet hall; Art Museum; and War Memorial. Beneath the cantilevered structure containing facilities for Veterans will be the entrance lobby and an open Memorial Court. The two levels below will house the Art Museum. To explain this unique structure, the architects write: "The superstructure is carried on a single ring of polyhedron-shaped piers around which the Memorial Court cantilevers outward thirty feet in three directions. The main cantilever stresses are carried in the diaphram walls, while the horizontal components created are counterbalanced by the opposite cantilever. Thus the vertical and horizontal concrete walls become actively working parts of the structural system."





award citation. Fire Station for City of Tacoma, Washington: Robert Billsbrough Price, Architect; Robert M. Jones, Associate Architect; Worthen & Wing, Mechanical Engineers; Walter S. Gordon, Electrical Engineer. A compact plan with quick and easy circulation to the apparatus room was mandatory. Dormitories for six men and sleeping quarters for two officers are located to the rear of the building. A lounge and terrace, screened from the street, face to the south. Jury comment: "clean statement."

award citation. Jewish Community Center, Plainview, Long Island, New York: William Lescaze, Architect; Alvin Hausman, Associate Architect. Designed for a new community, this building will serve as a place of worship, a school for part- and full-time religious instruction, and a social center. It was deemed important by the congregation to keep the design informal and intimate in scale, to harmonize with the surrounding residential area.





# recreation

In sharp contrast to the generally dour quality of buildings submitted in the "public use" category, the Jurors noted that most of the "recreation" buildings were relaxed and refreshing. Evidently when one designs for pleasurable activities, the architecture itself takes on a happier and a more casual countenance. The Jury not only found among the submissions a Design Award winner, in John van der Meulen's sparkling community swimming pool (these two pages), but also felt that the delightful scheme for Philadelphia's Fotteral Square had such excellence and human quality that it merited an Award Citation with Special Comment.

A nice handling of human scale—a characteristic that Dr. Gropius, in particular, kept looking for—was especially apparent in this category.









design award. Community Swimming Pool, McHenry, Illinois: John van der Meulen, Architect. In this suburban area of Chicago, located near the Fox River, great interest in water sports has developed. The river, however, is not suitable for swimming, and for that reason a swimming pool and associated recreational facilities for year-round community use were proposed. It was important in the planning that enclosed space be easily opened to the outdoors and that allowance be made for maximum daylight in the pool area. It is hoped that this project will serve as the starting point for a civic center program. The building will be of steel-frame construction with long-span bar joists and metal decking. Walls will be either glazed brick or glass panels. Radiant-heat panels in the floor slab, plus circulation of warm air, will control inside temperatures.



# Citations

award citation with special comment. City Square, Philadelphia, Pennsylvania: Robert Geddes & Melvin Brecher, Architectural and Planning Consultants; Ginzburg & Smith, Dorfman & Bloom, Engineers; W. C. Applegate, Jr., Landscape Architect. As part of the capital improvement program of the City, the Department of Recreation has appropriated funds for the redevelopment of Fotteral Square. The existing square, surrounded by a high-density residential area, is in a run-down condition; but it still has many fine trees. Preserving the favorable aspects of the site, a delightful piazza has been developed with pavilion and sitting alcoves for those who wish to rest quietly, a spray fountain, and animal sculpture for the children. The Jurors were particularly pleased with this solution and gave this project special recognition "for the splendid organization of outdoor space on varying levels and for the human scale of the paved and green court areas within the park. This promises to be a very attractive garden spot in the heart of a congested city."







award citation. Shady Brook Swim Club, Livingston, New Jersey; Lewis Davis, Samuel Brody, Celestyn Wisniewski, Architects. This structure is to serve as club house and restaurant for a swimming club. The client specially requested location of the restaurant away from pool and club house activities, yet with good view of the pool: this determined the division of the plan. By placing the restaurant and cocktail bar partially on stilts, the architects devised an ideal space for a large lounge beneath. This lounge when opened up toward the covered terraces will also be used for dances.

award citation. Meadowbrook Country Club, Tulsa, Oklahoma: Donald H. Honn, Architect; Klein & Magnuson, Engineers; Hideo Sasaki, Landscape Architect. The planning requirements called for complete country club facilities for 200 members. The proposed building will have a large open area which can be divided into dining room, grill, and lounge. For large parties the entire space may be used. Kitchen facilities are planned to serve 400 members, when the existing terrace may be enclosed, with lounge, private card rooms, and lockers added. Though the Jurors questioned the need for a wall between lounge and dining room, they applauded the pleasant arrangement of space.



# religion

P/A Business Forecast indicates that religious structures will account for slightly less than 5 percent of the 1955 building dollar. In this category, the Jury decided to confer only two Award Citations and no Design Award.

Apparent among the entries was a general acceptance of contemporary

idiom in trying to achieve an atmosphere for worship. But, the Jurors felt, certain approaches occurred so frequently as to constitute a cliché rather than a design contribution. Nothing really wrong about them; but merely the following of an established pattern. Especially one might isolate the great steep pitched roof, sometimes resting on low side walls; sometimes, essentially wall-less. This has been done very well and no doubt will continue to be done well. But such solutions failed to bring even to the simmering point a Jury that initially determined to look for "points of fresh departure" rather than "points of arrival."





award citation. Rectory and Hall for St. Cornelius Catholic Church, Cherokee, Oklahoma: Coston & Frankfurt, Architects; Edward J. Romieniec, Associate Architect. As a result of fine site planning, these additions to an existing church form pleasant garden spaces for outdoor social activities. Existing trees have been preserved as much as possible. The church rectory, in the center of the site, provides living quarters for the priest and a housekeeper. The church hall will accommodate 100 persons. award citation. St. Bernard Methodist Church, Chalmette, Louisiana: Dinwiddie, Lawrence & Saunders, Architects; Walter E. Blessey, Consulting Structural Engineer; John Clemmer, Artist. The building program listed a chapel to seat 200 persons, a social hall for 100 persons, plus supplementary services. The owners were willing to leave the design entirely to the architects provided a solution be found within the budget of \$30,000. The resulting plan is well organized and makes good use of inexpensive materials. End walls of chapel and social hall, facing patio, are glazed with random patterns of clear glass and color inserts. The inserts will be made of polyester plastic by the artist and the architects.





#### commerce

While a few excellent entries turned up in the commercial category, as witness the four Citations shown here, it was one of the surprises of this year's Awards Program that the commercial submissions, in general, seemed routine and/or obviously derivative. Last year, if you recall, the Commercial category proved to be the liveliest of them all and, in addition to receiving eight Award Citations, walked off with the over-all First Design Award—for Boston's exciting Back Bay Center.

No reason for this year's "tired look" was apparent. The business survey shows the category to be a most important one for 1955, accounting for 19.2 percent of the design dollar, a 4.2 percent increase over last year's figure. And commercial interests are presumably as willing now to sponsor distinguished buildings, as they have been in past years.

Perhaps more astonishing to the reader is the fact that there is no report in this issue on buildings designed for Industry. This is for the simple reason that of the many entries in that category —one that is so often forward-looking the Jurors found nothing to which they wished to give even an Award Citation.

# citations



award citation. Office Building for the Kirby Lumber Corporation, Silsbee, Texas: George Pierce & Abel Pierce, Architects; Edwin J. Goodwin, Jr., Designer; H. E. Bovay, Jr., Mechanical-Structural Engineers. This building, adjacent to a new lumber mill, houses offices for the lumber company. The varied operations of the Company require areas for drafting, map conferences, a clerical department with exterior pay window, and a meeting room with projection facilities. To create a compact yet spacious and light plan, the work spaces have been arranged around a pleasant court. East and west walls are solid masonry, to reduce air-conditioning load in the summer, north and south walls have continuous windows.





award citation. Transportation Center for Pennsylvania Railroad, Philadelphia, Pennsylvania: Vincent Kling, Architect; J. C. Tighe, Associate-in-charge; Vincent Kling, Shirley J. Vernon, G. Qualls, Designers; Thos. J. McCormick, Structural Engineers; R. J. Sigel, Mechanical Engineers; McCloskey & Co., General Contractors. The transportation center will be a part of the new Penn Center project. Located at a concentration point of the city's transportation systems, the lower level will be a concourse connecting railroads, subway, and intercity buses. A truckway at this level will service all of the buildings above as well as the commercial areas on the concourse. To counteract the cavernous effect of the subterranean space, generous courts open to the sky have been planned. At street level, an 800-car garage, an airlines terminal, and additional commercial space will be developed. Towering above this group will be an office building. The jury praised "the juxtaposition of elements and the project's imaginative qualities."





#### commerce





award citation. Office Building and Auditorium for Amalgamated Clothing Workers of America, Los Angeles, California: Richard J. Neutra & Robert E. Alexander, Architects; Andrew Balfour, Alfred Boeke, Dion Neutra, Associate Architects. Numerous plan studies were made in co-operation with the client. The final scheme is a one-story structure having an office wing and an assembly hall, with the entrance to the building between the two elements. The large assembly hall may be subdivided into smaller rooms. Parking for staff members and visitors will be to the rear of the site.







award citation. Connecticut General Life Insurance Company, Bloomfield, Connecticut: Skidmore, Owings & Merrill, Architects; William S. Brown, Gordon Bunshaft, Partners-in-Charge; Prof. W. C. Voss, Arthur W. Dana, William S. Chapin, Consultants; Syska & Hennessy, Mechanical Engineers; Weiskopf & Pickworth, Structural Engineers; Turner Construction Co., Contractors. The main section of the building will be three stories high and built around four interior garden quadrangles. Two supplementary structures—a, low building housing the cafeteria and a second one for administrative offices and special departments—will be connected with the main structure.

# special design award: city planning

Richard J. Neutra & Robert E. Alexander, Architects





Redevelopment of a Downtown Area, Sacramento, California: Richard J. Neutra & Robert E. Alexander, Architects-Planning Consultants; Andrew Balfour, Alfred Boeke, Dion Neutra, Associate Architects; Dike Nagano, Richard Hunter, Toby Schmidbauer, Collaborating; Parker-Zehnder & Associates, Engineers.

One of the most admired of all the submissions was this extraordinary urbanredevelopment study of a 12-block area, portions of which are shown on these and following pages. Because of its scope and unique characteristics, it could not be classified under any of the buildingtype categories. So, the Jury set up a separate "city planning" classification for this one splendid project and honored it was a Special Design Award.

The site borders the Sacramento River and is adjacent to a crowded business center. The area is currently badly defaced by railroads and warehouses bordering the river. Structures are run down, land coverage is high, and parking facilities are practically nonexistent (*small* "before" site plan, above).

Particularly praised in the design was the imaginative land use worked out within a set of given conditions; the provision for most generous car parking, trucking, and service docks, all arranged on a level below the pedestrian shopping level; and the fact that, while the proposal deals with a specific site, many of its features could be applied to any city suffering from "motoritis."

The solution (*large "after*" site plan, above) consists of a series of commercial blocks developed around central courtyards, which are a floor below street level and reached by ramps. Along the river, hotels or apartments are suggested. Parking for nearly 4500 cars is at court level, beneath buildings.



Throughout the area, mostly in the center of blocks there is a ground level, dating back to the city's early days, that occurs a story below present street levels. Hence, ramps down from the ends of each superblock (*above*) were proposed for providing off-street parking and building servicing.

One scheme for riverfront apartment houses and hotels consisted of a series of small units, organized in sawtooth fashion (*site plan*, *acrosspage*). Another (*below*) suggests large units lining the river bank.



1

### city planning



One of the most fully developed alternatives for the hotel-apartment house area along the riverfront park (*this page and acrosspage*, *bottom*). With buildings placed at right angles to the river, all windows would enjoy a river view. Joining the tall buildings are one-story retail shops and a sheltered walk bordering the park. As in the rest of the project, beneath these buildings there is a carparking basement.


One proposal for unloading delivery trucks at the sunken-court (*top*, *right*) and lifting goods up to street-level shops is a conveyor-belt unit that could be moved along the continuous, rear, service balcony. Other suggestions—fork-lift trucks; overhead cranes; elevators. From the parking level (*below*, *right*) broad ramps at ends of the superblocks lead up to surrounding streets.









# 



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#### vinyl schmynl

My mouth was wide open. The painless dentist was stuffing an acrylic-plastic filling into a right, superior cuspid. Ouch! The urge to pontificate on plastic flooring came upon me then and there and here it is. However, I solemnly swear once this piece is off my chest I won't bring up the subject again unless someone somehow should make an obscure-oblique-tangential-type-reference to it. This is intended only to keep the score straight in a field that is growing increasingly confusing to us poor specifiers. These are the notes I have in my top drawer so far-I am certain they are not complete so keep your complaints to yourself, Mr. Tile Maker.

The word "plastic" is a loosely used term generally denoting a synthetic organic resin. It does, however, have a customary meaning in certain instances, among which are trade definitions. In the floor and wall covering industry, plastic is used to define products which employ a binder containing substantial amounts of a synthetic organic resin in place of the customary binder ingredients. Linoleum, asphalt tile, and the like should not be represented as plastic floor covering.

Vinyl (rhymes with schmynl) plastic floor coverings are thoroughly blended compositions of binder, fillers, and pigments. The binder comprises a plasticizer and a substantial amount of synthetic-vinyl polymer and/or copolymer. The synthetic-vinyl resin is selected to provide a product which is long wearing, has high resistance to chemicals (particularly alkalies and grease), has permanence of color, good flexibility, and high resistance to indentation. Subject to change, in the light of subsequent technological advance, vinyl-plastic floor coverings should contain polyvinyl chloride and/or copolymers of polyvinyl chloride and other monomers, or equivalent synthetic-vinyl polymers such as butadiene acrylonitrile (that'll teach you to fool with me) polymers, as the predominant vinyl resin, although additional synthetic resins may be employed to achieve specific properties in the product. The aforementioned equivalent resins should be such as to impart to the finished floor covering properties which are substantially equivalent to those provided by a vinylchloride polymer and/or copolymer.

#### semiflexible vinyl-asbestos tiles

This type is made without backing and in tile form only. It is less flexible than the homogeneous vinyl type or the backed vinyl type. The colored mixes extend through the body of the tile from the surface to the back without regularity of pattern.



KenFlex Vinyl Tile (Kentile)—1/16", 1/8"; 9" x 9"; inserts available.

Flexachrome (Tile-Tex Div., Flintkote)— 1/16", 3/32"; 3/16" special; 6" x 6", 6" x 12", 9" and 12" squares; 18" x 24".

- Matico Aristoflex (Mastic Tile)—1/16", <sup>1</sup>/<sub>8</sub>"; 9" x 9".
- Koroseal (Goodrich)-0.080", 1/8"; 9" x 9"; 12" x 12" special.
- Terraflex (Johns-Manville)---1/16", 1/5"; 9" x 9"; inserts available.

Gold Seal Vinylbest (Congoleum-Nairn)

-1/16", 1/s"; 6" and 9" squares.

- Excelon (Armstrong) 1/8"; 9" x 9".
- Hako Vinylflex (Hachmeister)—1/16", <sup>1</sup>/s"; 9" x 9".

Flor-Ever Vinyl Asbestos (Sloane-Delaware)-1/16"; 9" x 9".

Vina-Lux (Uvalde Rock Asphalt)—-¼", 3/32"; 3/16" special; 9" x 9"; 6" x 6", 6" x 12", and 12" x 12" special.

#### flexible homogeneous vinyl-unbacked

This type may be plain or variegated in color. The plain-colored material consists of a solid or single color without pattern. The variegated material is that in which multicolored mixes are combined with or without regularity of pattern. In both materials the coloring pigments and, in the case of the variegated material, the characteristic pattern or mottling, are found throughout the body of the floor covering. This type is available in both yard goods and tile form.

(color in wearing surface only).

- Custom Corlon (Armstrong)-3/32"; 9" x 9".
- Universal Vinyl Tile (Sloane-Delaware) --1/8"; 9" x 9".
- Goodyear Vinyl Flooring (Goodyear)-3/32", 1/8"; 9" x 9", yard goods.
- Vinylast (Vinyl Plastics) -1/s"; 6", 9", and 12" squares.
- Wright Vinyl Tile (Wright)—1/8"; 6", 9", and 12" squares; 36" square special.
- Lifetime Vinyl (Robbins)—1/8", (3/32" and 3/16" special); 6", 9", and 12" squares; 36" squares special.
- Lifetime Vinyl Terra-Tile (Robbins) <sup>1</sup>/s"; 6", 9", and 12" squares; 36" squares special.
- All-Purpose Lifetime Vinyl (Robbins)— No adhesive required, 1/4"; 9" and 12" squares.

#### flexible laminated vinyl-backed

This type consists of a homogeneous vinylcomposition wear layer securely bonded to a backing or base layer. The backing may be fabric, felt impregnated with asphalt or other materials, or it may be a base layer of composition containing cork, vinyl, rubber, or other suitable materials. The colored wear-layer mixes extend through the top layer of the floor covering from the surface to the backing with or without regularity of pattern. This type is available in both yard goods and tile form.

- Granette Corlon (Armstrong)-0.050" wearing thickness over 0.040" felt; yard goods.
- Decoresq Corlon (Armstrong)-0.050" wearing thickness over 0.040" felt; yard goods.
- Dodge Vinyl-Cork (Dodge Cork)-0.016" wearing thickness over cork; ¼s", 3/16"; 6", 9", 12", and 24" squares; some patterns 6" x 12".
- Plastile (Conneaut) 3/32" wearing thickness on 3/32" cork; 8<sup>1</sup>/<sub>2</sub>" squares.
- Terrazzo Corlon (Armstrong) 0.030" wearing thickness over 0.040" felt: yard goods.
- KenFlor (Kentile) 0.0415" wearing thickness over 0.0235" felt; 9" x 9", yard goods; inserts available for tiles. Gold Seal VinylFlor (Congoleum-Nairn)

-0.025" wearing thickness over 0.040" felt; 6'-0" wide rolls.

- Flor-Ever (Sloane-Delaware) 0.025" wearing thickness over 0.040" felt; 6" x 6", 9" x 9"; yard goods.
- Vinyl Tile (Fremont)-0.024" wearing thickness over 0.040" felt; 9" x 9" yard goods.
- Mercon (Voorhees) 0.024" wearing thickness over 0.040" felt; 9" x 9".

Also, there are printed-vinyl floor coverings (not covered here) which are of two general types. One type is similar in construction to printed-enamel-surface floor covering, except that the wearing surface (usually applied in a design by printing) is made from vinyl paints or coatings instead of oil paint and/or baked enamel. In the second type, a design is usually obtained by rotogravure printing and then protected by a clear, relatively-colorless, vinyl wear layer. Printed-vinyl floor coverings differ from the others in that the wearing thickness is relatively thin, as compared with such types.

As I say, vinyl schmynl, it's so confusing!



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# p/a selected detail



INTERNATIONAL AIRPORT TERMINAL, Philadelphia, Pa. Carroll, Grisdale & Van Alen, Architects p/a select detail



HIGH SCHOOL, Clinton, Conn. Nichols & Butterfield, Architects

p/a select detail







GOLDSTEIN HOUSE, Bloomfield Township, Mich. Leinweber, Yamasaki & Hellmuth, Architects

1/4" SCALE

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# Page Beauchamp projects for 1955

This month's interiors were chosen from sketches noted among the hundreds of entries in P/A's second annual Design Awards Program. Three of the six examples shown on the following pages were winners of Design Awards or Award Citations—all suggest that such careful study of interiors in the preliminary design stage promises better integration of exteriors and interiors. Included are three residential interiors, a school classroom, and examples from the institutional and health fields. In our review of the Awards Program entries, it was of interest to find increasing attention being paid to interiors of public buildings.

Most fascinating aspect of all the interiors reviewed was the general use of materials in their natural colors and textures—not only wood and stone but also metals. With these materials may be achieved greater subtlety and warmth of color, while contrast is possible with a variation of smooth and rough textures. Strong color is sparingly used, except for accents or to create a bright, cheerful atmosphere (as in the home for the indigent).

A quality common to all the interiors chosen is clean spaciousness.

p/a interior design preview

# projects for 1955

This 76-bed pavilion is one of the eight matching units around a central community building. "Institutional character" has been avoided as much as possible and it has been agreed that bright, cheerful colors will be freely used. Note that a large central core (bottom) provides for convenient, though screened, administrative functions. A typical day room is shown in the sketch (below).



project	home for the indigent		
location	Philadelphia, Pennsylvania		
architects	Gilboy, Bellante & Clauss		
partner-in-charge	Alfred Clauss		



project	hospital	
location	Arcadia,	California
architects	Neptune	& Thomas



The main lounge (top) was designed as a part of the entrance area—a wide overhang at the entrance affording sun protection. A screen of glass-and-plastic or of metal mesh, on steel or aluminum frame, will separate lounge and foyer. The colors are to be gray-blue (exterior columns), dark gray (carpeting and some walls), and light sand (filmy draperies and acoustical-plaster ceiling). Cabinets and doors are to be of Gold Coast cherry, a rich red-brown wood.

The doctors' lounge (*above*) will have a luminous ceiling, as there will be no windows, and a warm color scheme. One wall will be of Gold Coast cherry with aluminum battens.

Sketches: J. T. Fickes

TIN



project	elementary school
location	Rockbridge, Ohio
architects	Joseph Baker & Associates
associates-in-charge	Albert Sedeen, Donald Gunnerson, Robert Swank

Four modern classrooms were to be designed to meet all requirements of modern teaching theory for primary instruction—on a budget for two rooms. Materials and equipment were chosen for ease of assembling and for minimum maintenance. Cabinetwork (kept to a minimum) was customdesigned and will be repeated as needed. Included are a combination wardrobe, bookshelves, project counter, and storage for supplies. Lighting will be by single-strip fluorescent with single-ring louver, mounted on bottom chords of exposed bar joists.

502

Both long walls of this living-dining room (below) will be of glass, to take full advantage of sun on the south and a view to the north. A low buffet unit marks the division between living and dining areas, which can be further separated by a decorative curtain on ceiling track. Flooring will be light-gray vinyl-tile on concrete slab; end walls, charcoal gray (dining end) and rich walnut paneling (living end).



architects

Macsai & Diamant



projects for 1955

project	demonstration	house	for	General	Electric	Company
location	New Orleans,	Louisia	ana			
architects	Pickens, Saund	ers &	Law	rence		



In this open-plan house, the architects sought to design the kitchen as another pleasant room, with kitchen appliances to appear built in and the stove (under conical hood) as an "island." Flooring throughout the house will be vinyl-impregnated cork tile. Walls will be brick, ceiling of tongue-and-groove planking. *Sketch: John W. Lawrence* 



Nationwide interest has focused on the new Gordon C. Swift Junior High School. Here wise and thrifty planners have achieved a building of distinctive design, high functional efficiency and superb facilities at a remarkably low cost.

This building serves both as a school and a year 'round community center. It is designed in two sections, with classrooms in one wing and the gymnasium, auditorium, shops and other multi-use rooms in the other. Each wing may be used independently and at minimum cost, since it is unnecessary to supply heat or supervision to one wing while the other is in use.

One of the most important economy features is the specially planned Johnson System of Automatic Temperature Control which regulates the unique heating and ventilating system. A forced warm air heating system serves the classroom wing. During the day, Johnson *Individual Room* Thermostats assure a constant supply of fresh, perfectly tempered air to each room. Regardless of exposure and occupancy conditions, comfortable, even temperatures prevail. After school hours, the classroom wing is maintained at low, economy, non-occupancy temperatures by zone thermostats.

Similar heating, ventilating and control arrangements apply to the gymnasium and auditorium. Again there are perfect temperatures when needed—rigid economy at other times.

Other spaces in the second wing—offices, corridors, locker rooms—are heated by direct radiation under the command of Johnson *Dual* Thermostats in each room. A special economy feature of Johnson *Dual* Control permits resetting each thermostat, from a central point, to maintain low, non-occupancy temperatures after regular school hours. Yet, if one or more rooms continue to be occupied, merely pushing a button on the thermostat restores that room to normal daytime temperatures. *Heating only the* occupied areas results in large fuel savings.

Behind the scenes, Johnson Valves, Dampers, Damper Operators and other control apparatus play an important part in maintaining room-by-room comfort throughout the building. All apparatus is combined into a single, "Plannedfor-the-Purpose" temperature control system that insures maximum comfort and fuel savings.

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# p/a products



New industrial lighting fixture with 25 percent uplighting has vitreous-porcela'n enamel on both inside and top surfaces of reflector. Reflection factor is 85 percent or more and longitudinal center louver provides 30 degree crosswise shielding. DayBrite Lighting Inc., 5411 Bulwer Ave., St. Louis 7, Mo.

Underwriters' Laboratories Inc. has awarded this mcchanically suspended, acoustical-tile ceiling a twohour fire rating. Fyrate suspension system (clips, channels, tees, and splines), Fyrate mineral-wool batts with aluminum-foil vapor barrier between two layers, and perforated acoustical tiles weigh only 3 psf. Fyrate Inc., 832 West Eastman St., Chicago, Ill.





Portable folding stage permits multiple use of floor space in schools. Each unit measures 12' x 4'; two units can be stored in less space than average sized office desk. Nine-ply plywood platforms are mounted on square-formed steel tubing. Illustration (above) shows three units interlocked and one unit folded for wheeling or storage. Haldeman-Homme Mfg. Co., 5280 University Ave., St. Paul 14, Minn.

#### air and temperature control

Amercione Dust Collector: dry, granular dust collector will benefit power plants burning pulverized coal or rock products and chemical industries. Based on "reversetangent" principal, conical inlet imparts swirling motion to dust particles, permitting clean air to travel through without changing direction. Made of iron castings highly resistant to abrasion, collector is designed to handle widely fluctuating air volumes and dust concentrations up to 750 F. American Air Filter Co., Inc., Louisville 8, Ky.

Thermal Humidifier: new humidifier for residential installation operates in conjunction with regular heating system to provide healthful level of humidity. Utilizing entirely automatic electric heating element, humidifier diffuses moisture into atmosphere in vapor form, emanating at 200 F. Also available in larger model for direct-space humidification. Flight Mfg. Co., 925 N. 8 St., Camden 2, N. J.

Dustronic Air Filter: electronic home air filter is said to capture up to 99 percent of dust, pollen, and impurities. Unit may be attached to any forced-air furnace to filter air before it is warmed. Unheated or return air, passing through mechanical filter to trap larger particles, is then directed by baffles to multiple electrostatic collector plates to catch all fine particles. Radex Corp., 2076 Elston Ave., Chicago 14, III.

Shana-Air Unit: new self-contained airconditioning unit, designed especially for small 4- or 5-room homes, is low in cost and inexpensive to install. Unit is claimed to operate efficiently at high outdoor temperatures and deliver output of 16,500 Btu. Shana Mfg., Inc., 188 W. Randolph St., Chicago, Ill.

#### construction

Structo Steel Framework Angles: lightweight-steel angles may be quickly joined with standard bolts to form scaffolding, (Continued on page 140)



# p/a products

(Continued from page 140)

storage racks, and movable bins. Angles are also suitable for permanent construction or for installations subject to frequent change. Available in standard lengths of 10', in 11-, 12-, or 14-gage steel. The Colson Corp., Elyria, Ohio.

Kawneer "Kawport": aluminum prefab shelter suitable for carport, patio, or protected play area. Special louvered construction permits diffused light to filter through and allows circulation of air currents. Standard size, 10' x 20' supported by 2" pipe, will carry 36" of snow and drain 10" of rain per hr. The Kawneer Co., Niles, Mich.

Mult-A-Frame: steel framing material of many uses is particularly suited for use as pipe support. Channels will carry heavy industrial piping; special pipe clamps and rollers allow for pipe expansion. Framing is quickly and easily installed and may be dismantled for reuse. MultA-Frame Div., Ainsworth Mfg. Corp., 1471 E. Atwater St., Detroit 7, Mich.

## doors and windows

Cabinet Door Hinges: three new reversible loose-pin hinges for overlapping cabinet doors require no mortising, show only slim knuckle when doors are closed. Models are designed for application without vertical stile, without horizontal stile, or for doors hung back-to-back on same partition. Hinges come packaged complete with screws, finished in zinc, brass, satin bronze, or prime coat for painting. The Stanley Works, New Britain, Conn.

Gardena Glass Doorwall: completely weathersealed steel frames for sliding-glass doors are manufactured to meet economy requirements of mass housing and remodeling. Units feature continuous mohairchannel weatherstrip at infiltration points, improved door-pull design, and stainlesssteel ball-bearing rollers. Available in widths ranging from 6' to 16' in standard height of 6'-10". Steelbilt, Inc., 18001 S. Figueroa, Calif.

## electrical equipment, lighting

Outlet Faceplates: special faceplates for electrical-outlet boxes fit hospital, hotel, and institutional requirements. Plates contain 1 to 6 outlets, including provisions for speaker grill, nurse's call switch, night light, or toggle switch. Available in satinfinish stainless steel or black phenol; larger sizes supplied on special order. The Colonial Electric Co., 11462 Euclid Ave., Cleveland 6, Ohio.

Baylite Lighting Fixture: square ceiling fixture suitable for use in stores or offices is made in both surface and recessed types. Fluorescent or slimline lamps are shielded by 2"-square metal louvers which are hinged and removable. Units may be (Continued on page 142)





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When a small amount of water is poured on a piece of Homasote, a bubble forms as shown in the illustration. Allowing only for an extremely dry room, the bubble is essentially unchanged the next day. A good many customers have found this a convincing demonstration.

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# p/a products

(Continued from page 140)

installed singly or in groups; available in sizes up to 5' x 5' square. Electro Silv-A-King Corp., 1535 S. Paulina St., Chicago 8, Ill.

Gyro-Lite: adjustable-lighting unit for ceiling, floor, or wall installation features both vertical and horizontal flexibility. Bullet-type fixture may be used for flush lighting or withdrawn from socket and rotated to any desired position. Louver cuts out direct glare from lamp; color lenses may be inserted. Swivelier Co., Inc., 43 34 St., Brooklyn 32, N. Y.

## finishers, protectors

Zinktron Rust Preventative: surface coating prevents rust and corrosion of steel and iron. Galvanic action will take place even when formula is applied to rusted surfaces (scale removed); rust cannot spread under coating if it is scratched. Applied by spray or brush, coating dries in 1 hr. Constad Laboratories, 214 W. 29 St., New York 1, N. Y.

Surface Hardener: natural emery aggregate hardens surface of concrete floors subjected to heavy industrial use. Mixture containing aluminum oxide for hardness, and iron oxide for toughness gives longer life and nonabsorbent, nondusting, nonslip qualities to floor. Walter Maguire Co., Inc., 60 E. 42 St., New York 17, N. Y.

Heatgate: clear, transparent coating reduces heat penetration through windows or large glass areas. Ingredients selected for heat repellence, adherence, and clarity, turn back heat and interrupt its flow through glass. Water soluble formula is wiped on, but once dry will withstand rain, storm, and washing up to 2 mos. Randolph-Page, Inc., 175 Fifth Ave., New York 10, N. Y.

#### sanitation, plumbing, water supply

Self-Mixing Faucet: one-control mixing faucet for installation on standard 3-hole or 4-hole sinks. Movement of ball in socket joint (only moving part) controls volume of water flowing through spout and its temperature. Easily installed model is also available with spray or dish-washing attachment. Delta Corp., Detroit, Mich.

## specialized equipment

Automatic Pneumatic Tube System: dialoperated messenger system utilizes electromechanical brain features of automatic telephony to forward messages and articles to any station without intervention of central dispatcher. Advantages are that station location may be moved to meet changing needs; new stations can be added; central relay panel counts and determines course of carriers, provides proper space interval between carriers, and flashes



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# p/a products

(Continued from page 142)

alarm in case of failure in any part of system. International Telephone and Telegraph Corp., 67 Broad St., New York 4, N. Y.

Drive-In Banking Window: flush- or bay-type window enables customer to conduct banking transactions without leaving his car. Completely windproof, unit is made of bullet-proof glass framed in stainless steel; transactions are accomplished by means of electrically operated deposit receptacle which passes from customer to teller. Mosler Safe Co., 320 Fifth Ave., New York 1, N. Y.

## surfacing materials

Seal-O-Matic Roof Shingle: asphalt shingle is firmly cemented to shingle below, providing resistance to wind and water. Ribbon of petroleum resin adhesive, applied to underside, is hard and brittle at normal temperature, but after application and exposure to sun heat, softens and merges with roofing below. Manufactured in  $12'' \ge 36''$  strip shingles in wide range of blends and colors. Johns-Manville, 22 E. 40 St., New York 16, N. Y.

# notices

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M. L. ONDO, promoted to general manager of sales for Youngstown Kitchens, Warren, Ohio.

#### new addresses

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# Suburban Office Buil

NEW YORK STATE

Architects: VOORHEES, WALKER, FOLEY & SMITH, N. Sheet Metal Contractor: Sheet Metal Contractor: HUTCHINSON ROOFING & SHEET METAL CO., INC., WI General Contractor: GEORGE A. FULLER CO., N. Y. Revere Distributor: G. A. FELD CO., INC., N. Y.



sive Architecture



This building was selected from our case history files primarily because it combines fine gutter design by the architect with splendid execution of the specifications by the sheet metal contractor.

Check the detail at left and you'll see what we mean. Also note photograph #1 showing prefabricated gutter sections as they were delivered from the contractor's shop. Copper lends itself so well to prefabrication, with resultant savings in time and labor. Also note photograph #4 showing the placement of the gutter expansion joints approximately 25' apart, a most important factor in trouble-free installations. (Caption #4).

In fact, proper installation is as important as good design. The two go hand in hand. For modern, trouble-free installation techniques consult Revere's "Copper and Common Sense", a booklet that has become the "bible" of the sheet metal industry. It is based on more than a century and a half of experience with sheet copper. If you do not have a copy send for it today. And if you have any technical problems confronting you on current jobs, let us know and we'll put you in touch with Revere's Technical Advisory Service. No obligations.

We are not just mouthing an advertising phrase when we say, "Keep out of trouble with copper." For this "ageless" metal has proved its enduring qualities for centuries. It can't rust or rot. Its design possibilities are unlimited, thus giving the architect a free rein. Sheet metal men prefer to work with it as it solders beautifully, requires no special tools, is readily worked into any desired shape and is ideal for shop prefabrication. In fact, there is not another metal or alloy that has all of the outstanding construction characteristics of copper. Write us today about the money-saving advantages of Revere Keystone Thru-Wall Flashing\*. And, if you have technical problems, we will put you in touch with Revere's Technical Advisory Service.

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**PREFABRICATED SECTIONS** of gutter prior to installation. Much time is saved on the job when sections are prefabricated in the shop. This also prevents delays due to bad weather.

**2** SOFFITS being installed. The copper pans underneath gutters are attached to wood outriggers with Fiberglas insulation between the outriggers.

**3** FASCIA AND CORNICE being attached. Gutters are of 32 oz. Revere Copper with the outside cornice of 20 oz. Revere Lead Coated Copper; all cold rolled.

4 SHEET METAL MEN prefer copper to any other metal with which to work. It solders to perfection. No special tools are required and it is readily worked into any desired shape. Note expansion joints which are spaced approximately 25' apart. Spacing of expansion joints in relationship to the gauge of metal used is of the utmost importance to a trouble-free installation (See "COPPER AND COMMON SENSE").

45,000 LBS. OF REVERE SHEET COPPER were used on this job. Entire building was flashed with 16 oz. Revere Sheet Copper under the sills. Revere Copper was also used for through-wall flashing, cap and base flashing.

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# DESIGN AWARDS PROGRAM illustrations

Page 65 House, Florida—renderings: Paul Rudolph. Page 69 House, Louisiana-photo: Frank Lotz Miller. Page 70 Demonstration House, Louisiana-model: Don Chapman. Page 72 House, Illinois—model: Macsai & Diamant; model photo: Promotional Arts Chicago. Page 73 House, Michigan—model: A. J. Smilh and R. C. Metcalf; model photo: Phil Davis and David Reider. Pages 74-77 Redevelopment Project, Illinois—sketches: Harry Weese; aerial photo: Chicago Aerial Survey.

Page 78 Community Housing Project, California—renderings: Kaz Nomura.

Page 79 Community Housing Project, New York—renderings: Warren Kaffka and Don Axon.

Community Hotel, California—renderings: Richard J. Neutra. Page 8í

Pages 82-83 Parish Hospital, Louisiana—model photos: Frank Lotz Miller

Page 84 Alcoholic Rehabilitation Center, Florida—renderings: Charles M. Kelley.

Page 85 . Nat Browne.

Page 86 Elementary School, California—model photo: Philip Fein.

Page 87

Junior High School, North Carolina—rendering: C. L. Bates. Vocational High School, New York—model: Patrick Raspante; model photo: F. A. Russo Inc.

Page 88 Regional High School, Massachusetts—model: Wil-liam F. Meier; model photo: Richard D. Butterfield.

Page 89 Elementary School, Louisiana—model: Stanley W. Muller; model photos: Clarence John Laughlin.

Page 91

Home for the Indigent, Pennsylvania—renderings: Willi Walter and Joseph Dilullo; model: Gertrude Slaven and Hans Egli; model pholo: Jacob Stelman.

Page 92

War Memorial Center, Wisconsin-photo montage: Hedrich Blessing; other photos: Darings Multi Color Company.

Page 93 Jewish Community Center, New York—rendering: Alvin Hausman.

Page 94 Community Swimmin John van der Meulen. Swimming Pool, Illinois—rendering:

Page 96 City Square, Pennsylvania—sketches: George W. Qualls.

## Page 97

Country Club, Oklahoma—model photo: Hawks-Terrell Inc.; rendering and model: Donald Honn. Swim Club, New Jersey—rendering: Lewis Davis, Samuel Brody & Celestyn Wisniawski.

(Continued on page 152)



New

reinforced

Florida home features exterior wall panels, jalousies, overhang, inside partitions, door and shower enclosure of light-stable Vibrin resin. Fabricated by Russell Reinforced Plastics Corp., Lindenhurst, L. I., N. Y.

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# DESIGN AWARDS PROGRAM illustrations

Page 100

Office Building, Texas-model photo: F. W. Seiders.

Page 101 Transportation Center, Pennsylvania—model: Harry Archinal and Ed Semanko; renderings: George Qualls; model photo: Lawrence Williams.

Page 102 Office Building, California—renderings: Richard J. Neutra.

Page 103 Insurance Offices, Connecticut—model: Theodor Conrad; model photo: Ezra Stoller.

Pages 104-107 Urban Redevelopment, California—renderings: Richard Neutra and Dike Nagano.

# notices

#### appointments

VIRGINIA POLYTECHNIC INSTITUTE has announced the appointment of Professors KURT K. PERLSEE and HERSHEL A. ELARTH to design faculty of VPI Department of Architecture.

DEAN OLINDO GROSSI OF PRATT INSTITUTE School of Architecture has announced the following appointments to the Graduate School faculty: ROBERT L. DAVISON, PHILIP C. JOHNSON, MORRIS KETCHUM, JR., FREDERICK J. KIESLER, GEORGE NELSON.

DEAN WILLIAM W. WURSTER has announced the appointment of the following new faculty members to the staff of UNIversity of California College of Architecture on the Berkeley campus for 1954-55 academic year: JORGE ARANCO, THEO-DORE C. BERNARDI, CARL G. KOLBECK, JAMES M. LEEFE, Lecturers; VINCENT M. MILONE, Instructor.

## meetings

Tenth Annual REINFORCED PLASTICS DI-VISION CONFERENCE OF THE SOCIETY OF THE PLASTICS INDUSTRY, INC., scheduled for Feb. 8-10 at the Hotel Statler, Los Angeles, Calif.

#### circulating show

Photographic Exhibition, "Building in The Netherlands," jointly sponsored by AIA and SMITHSONIAN INSTITUTION, opened October 19 at the Smithsonian Institution, Washington, D. C., and is scheduled to circulate among museums and architectural schools for coming year.



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#### bull market for planners a crisis in American planning

For those of us who attended the "Slave Market" at the National Planning Conference in Philadelphia on Sunday, September 26, 1954, the national recruitment problem for planning employes was hammered home. About 90 municipalitieswith state and Federal agencies-tried selling their wares with the appalling approximate total of \$410,000 in jobs for sale, not including the Federal, the unlisted, or the unspecified, which would probably raise the figure to half a million. Salaries ranged from the low of \$3600 to the top of \$13,934. Neither an average nor a median would mean much to us, for the purpose of this discussion, although the average would probably come close to \$5000. My impression was (for what it is worth) that there were very few recruits in evidence. The audience was large and fascinated, but as one of the prospectors I could not feel that here was really a gold mine. In fact, a gold mine of planners does not exist today.

The excellent report, Urban Planning Education in the U.S., by Frederick J. Adams, a Project of the Alfred Bettman Foundation, with the co-operation of the Committees on Education of the AIP and ASPO, while pointing up the problem, of necessity left unanswered the mechanics of the next vital steps to be taken in recruiting more men and women into the profession. I am speaking here of Recommendation No. 7 (op. cit.), "Need for Increased Enrollment," as follows:

"If both admission standards and the length and quality of instruction are to be increased, the only hope of bringing enrollments to the desired level is by a program of public education as to the opportunities of planning as a career, coupled with a substantial increase in the amount of financial aid for scholarships and fellowships now available. This is an appropriate area for collaboration between the American Institute of Planners, the American Society of Planning Officials, and the American Planning and Civic Association. Not only could these organizations bring to the attention of vocational counsellors at secondary schools and colleges the opportunities in this

field of the public service, but they could stimulate the setting up of scholarship awards on a regional basis to attract students of the highest caliber to the profession.

"Another step which would bring more of the good minds into the field would be to find ways of increasing the salaries of top-level planners. While startingsalaries for men with relatively little practical experience compare well with those of other professions, there are few positions in the country today in the \$15,000 bracket, and virtually none above that figure outside of the consulting field.

<sup>(</sup>Continued on page 158)







#### Job Superintendent

FRANK MARONEY says, "Cofar eliminates the need of temporary decking. In only two days 6 men can place a 20,000 sq. ft. Cofar floor. And because placing and welding are quick, Cofar saves on labor costs."



Architect's Representative

AL CADENHEAD says, "Using Cofar not only saves labor and enables us to place concrete faster, it provides a rigid floor deck with minimum of shoring. Cofar also makes a savings of slab reinforcing rods possible."



Contractor's Representative

J. B. HUTCHISON says, "Cofar floors are placed right behind bolting crews *twice* as fast as conventional floors. By eliminating a set of planking, Cofar is a less costly way to construct multi-story buildings."

# design-builder team uses cofar in new atlanta skyscraper Saves 11 weeks in pouring and finishing time

## Cofar eliminates slow steps in erection, speeds placement of floors, saves \$25,000 in temporary shoring alone!

ATLANTA, GEORGIA—Sharply highlighting this Dixie City's booming expansion program, the Fulton National Bank Building today races on schedule toward its mid-1955 completion date. Atlanta's tallest building rising 25 floors above ground, with 3 more below ground for parking—is also Atlanta's most modern structure. Bulky, expensive wood forms have been completely eliminated through the application of clean, fast Cofar construction!

Cofar deep-corrugated steel units (with transverse wires welded across corrugations) arrive at Atlanta pre-cut to fit the Fulton building frame. Following immediately behind the bolters, construction crews place and weld each 30 sq. ft. Cofar unit into position. Cofar serves as both form and reinforcement for concrete slabs, an immediate unobstructed working platform for plumbing, electrical and other trades, and provides all the positive and temperature-reinforcing steel needed in the structural concrete slab.

Says J. B. Hutchison, vice-president of Henry C. Beck Co., "By eliminating planking, alone, Cofar saves us \$25,000 on this job. We place 55,000

## **ON THE JOB PHOTOS:**



Placed In Seconds

Cofar units, conveniently bundled for individual bays, are unloaded at a railroad spur 3 blocks from the Fulton Bldg. Cofar is quickly placed and welded into position, ready days ahead of conventional forms for concrete crews to move in and begin pouring the slab.



**Eliminates Wood Forms** 

Once the Cofar is placed it forms a working deck for all trades. The tight lap between sheets holds the wet concrete —result: an ideal incombustible steel form that does double duty. When the concrete sets the steel becomes positive reinforcement for the slab.



**Underfloor Electrical Flexibility** 

For complete electrical and communications flexibility, underfloor ducts are cast in the structural slab. With outlets every 2 feet along the duct, office equipment and desks always fall over an outlet. Result: complete flexibility, economy but no sacrifice of high strength floors. The Fulton National Bank Building Architect-Engineer: Wyatt C. Hedrick, Dallas, Texas Associate Architect: Moscowitz, Willnen & Millkey, Atilanta, Ga. Contractor: Henry C. Beck Co., Dallas & Atlanta



Cofar makes concrete floor and roof construction a one-stage operation, saves weeks in building time, and insures faster occupancy of the completed building. For information, estimates or costs on *your* building project, contact home or district office, attention Dept. P-1.





#### 161/4 Floors In 37 Days

Despite a 2 month work stoppage, Cofar construction helped make up lost time. After work began again, concrete crews poured 16½ floors in 37 working days—a gross area of 345,500 sq. ft. It would have taken more than twice as long using conventional forms.



#### Safe, High-Strength Construction

Suited to steel or concrete frame, Cofar monolithic slabs provide complete plate action for concentrated loads and horizontal forces. Attractive underside of units can be used as exposed ceiling. Cofar is widely accepted for use by regional building codes.

# **GRANCO** STEEL PRODUCTS CO.

Also manufacturers of Corruform, Tufcor and Roof Deck

# Subsidiary of GRANITE CITY STEEL CO.

Main Office: Granite City, Illinois District Offices: Dallas • St. Louis • Kansas City Chicago • Minneapolis • Atlanta Distributors in 80 principal cities

# out of school

(Continued from page 154)

In this connection, more attention might be paid to the opportunities for persons with planning experience in large commercial or industrial concerns, which frequently must deal with locational problems requiring an application of comprehensive planning techniques."

It should be recognized from the outset that Professor Adams' report was intended to, and does, deal mainly with degree-granting curricula-curricula leading to a Master's Degree in Planning. This has been the frequent subject of discussion among the schoolmen, meetings of the several professional and quasiprofessional planning societies, and highlighted by the "Slave Market" sessions of the National Planning Conference, under ASPO's egis.

Add to the number of city planners needed, the planning technicians required under the Urban Renewal programs and the various citywide and metropolitan area improvement programs now or about to be scheduled, and we would probably find, if it could be found, that nearly a million dollars worth of annual planning salaries are, or will shortly be, going begging.

The Adams report states (page 24), "Information received from the institutions offering degrees in city or regional planning indicate that not more than 125 college-trained planners are entering the field each year, having had anywhere from four to seven years of undergraduate or graduate work of varying quality. Several hundred positions are open to these graduates, who are thus not encouraged to stay in college longer than the minimum necessary to obtain a degree. The total enrollment of all schools offering planning degrees or options, graduate and undergraduate, is today approximately 300-including part-time students -or an average of less than 13 students per school. Even if present job opportunities did not rise above their present level during the next decade, a total enrollment of 500 and a national output of at least 200 graduates would be justified. If a serious attempt is made to meet this objective, schools offering professional curricula in planning will still be faced with this dilemma: How will it be possible substantially to increase enrollments

and at the same time raise admission standards and improve the course requirements?

"Also, if the schools are to graduate 200 students each year they must attract at least as many annually, and if admission standards are to be maintained or increased there should be about half again as many applicants as there are students accepted. In other words, means must be found to interest more than 300 persons each year in the possibility of undertaking a program of professional education in the field of planning."

It is hard to imagine, under these circumstances, that we are going to fill this year's needs or, for that matter, the re-

(Continued on page 160)


Office of the president, California Compensation Insurance Company, San Francisco. Installation by Cramer Acoustics, San Francisco.

Believe it or not ...this is FISSURED WOODFIBER ACOUSTICAL TILE

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ACA-45

# Finger Simpson **Forestone** (PATENT PENDING)

## A C O U S T I C A L T I L Fissured for beauty...Woodfiber for economy

*Forestone,* created by Simpson, is the world's first fissured woodfiber acoustical tile, and the first practical square edged woodfiber tile. (Also available with beveled edges.) Saves up to 35% over the cost of fissured *mineral* tile, yet has the same rich, travertine-like texture.

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# Hallmark of long-lived hallways:



All-time favorite for long-time service, Terrazzo meets the most rigorous school curricula, passes all tests with faithful colors. It repays architects' and builders' foresight with long life and low upkeep. Useful for floor, baseboard, wainscot, or stairway, Terrazzo's smooth, unbroken surface cleans easily

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## out of school

(Continued from page 158)

cruitment needs for many years to come, for planning and urban renewal agencies, by depending on the Planning Schools alone. In fact, all indications would point to the sheer foolhardiness of reliance on the schools, granting and hoping that they could gear up and speed up their present training programs. Then where do we go from here? This is no longer a purely academic matter.

## effect of the planner's bull market on practice

The planning profession is faced with several dilemmas at this point. In the first place, we must make two basic assumptions for the purpose of this argument; first that there is a planning profession, and second that we know what a planner does. Having agreed to these assumptions, we further must agree to the premise that a planner has professional responsibilities whether an employe at any level of government or as a free lance. What these responsibilities are may still have to be listed, but they certainly include the making of plans and backing them up.

The bull market for planners has created many difficult situations of which not the least, from the standpoint of the future of American planning and the profession of planning, lies in the area of responsibility-the responsibility of staying long enough on a job to see it through. This is a responsibility inherent in the work of both the government planning employe (at any level) and the free lance, to the degree that decision-making on follow-through is granted to them. But cash temptations in the bull market being what they are, mobility has become a byword of planning employment. One well-known and popular director of an excellent planning agency told me, not long ago, that he could only hope to keep a man for a maximum of two years, get him trained and then be "bought out." This director is well liked by his junior planners, but in talking to me they asked, "How can we afford to stay, if better offers are made to us?" They can't (and they don't).

Vertical job mobility from one city to (Continued on page 162)

# \$50,000 FIRE LEAVES BOLTA-WALL VIRTUALLY UNMARKE

#### Tough, Flexible Vinyl Wall Covering Remains Intact Throughout Holocaust

A devastating fire that gutted ceiling and fixtures in a Canadian restaurant offers a dramatic illustration of the fire-retardant qualities of Bolta-Wall.

Flames which swept from basement to roof, according to one newspaper report, failed to penetrate the Bolta-Wall. Dirt, soot and grime from water and smoke were wiped off the textured vinyl with a damp cloth. Bolta-Wall conforms to the requirements of Paragraph E-3b of Federal Specification SS-A-118a; it is a fire-retardant material. A permanent installation, Bolta-Wall is available in a wide range of colors and in four decorative patterns: Textured Bumboo, Leathergrain, Mahogany and Georama. It is easily applied to old or new walls, needs no finishing of any kind. Ideal for restaurants, hotels, schools, theaters, offices, *any* institution. Write for free samples and complete information, Box 558.

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TOPS RESTAURANT IN TORONTO AFTER BLAZE. With loss estimated at between \$50,000 and \$100,000, the owner was favorably impressed by the way Bolta-Wall had resisted smoke, flames and water. He intends using more Bolta-Wall in the restoration.

WALLS REMAINED UNTOUCHED BY FLAMES. Firemen intentionally ripped back this portion of Bolta-Wall to see if fire had crept behind or penetrated the material. It had not. Intensity of the blaze is shown here by condition of ceiling beams.

> BOLTA PRODUCTS, Lawrence, Mass. A Division of The General Tire & Rubber Company

> > January 1955 161



TYPING CLASSROOM in Valhalla Junior High School, Valhalla, N. Y. Architect: Robert A. Green.

# Eye-saving Armorply Chalkboard is the best background for chalk ever devised

And it's easy to install . . . readily used for visual aids . . . is guaranteed for the life of the building

See Armorphy Chalkboard just once and you'll agree—the old gray slate ain't what she used to be! Here is a really modern chalkboard—scientifically designed for maximum readability and with a surface that's perfect for presenting magnetic visual aid material.

**Tests show** Armorphy Chalkboard's soft, pleasing green color is best for young eyes. And its reflectance factor of 18.5% is ideal (see diagram).

Save on installation because Armorphy needs no costly fixed grounds or surface preparation: it mounts directly to wall. Use Armorphy without trim and this saving can be as much as 30%! **Never needs refinishing.** Tough porcelain-on-steelface<sup>†</sup> won't shatter, buckle, warp or break under impact, stress, temperature changes or concussion.

Lifetime guarantee. Armorply Chalkboard is guaranteed for the life of the building in which it is installed.

Armorply Chalkboard has industrial applications, too. Specify it for shipping rooms, training departments, airline and bus terminals, conference and board rooms, engineering departments —wherever the finest Chalkboard is wanted. TPORCELAIN FACES BY THE BETTINGER CORP.



**DIAGRAM** from "American Standard Practice for School Lighting" recommends reflectance factor of between 15-20% for chalkbaard.

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	FREE SAMPLE: Please send a sample of Armorphy Cholkboard and descriptive literature. PA-1-55
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## out of school

(Continued from page 160)

the next appears to be increasing at a rapid rate although I have no figures to prove the fact. But we are all aware of the rapid change-overs that are constantly taking place. A glance at the change of addresses in the personal columns in the several planning publications is evidence enough. This mobility, from city to city, leaves positions open and planning work in incomplete condition to be assumed by someone who, in turn, keeps a weathereye open for some better nest in which to be more warmly feathered. Local public officials (barely sold on planning in the first place) find it almost impossible to come to grips with their problems, as the planning birds migrate to new feeding grounds. My personal opinion is that planning in this country is suffering and can fail unless the AIP, ASPO, APCA, ASPDA, AMO, AIA, ASCE the Federal Government, the schools, the foundations, and other properly interested parties devise immediate methods for solving the emergency. I hope that the nature of this emergency is going to be recognized sooner by the planners than by others.

#### the nature of the emergency

Without adequate and responsible planners, the Urban Redevelopment and Renewal programs of the Housing Act of 1949 and 1954 and the Urban Planning Assistance Program (Section 201 of the Housing Act of 1954) are going to be empty dreams-and nothing worthwhile will be accomplished. Of course, I would never tell this to the zealous and publicspirited public officials and legislators at the local, state, or Federal levels, or to the members of the Congress who have stood firmly behind the planning provisions of this vital planning legislation. They have enough problems, as it is, without worrying them about a fundamental issue now facing the professionone which only the profession can and should solve for itself. And I would hate to have their illusions shattered!

Sound, community, general planning and sound area and neighborhood planning are at the base of all publicly and privately sponsored urban renewal programs. Urban redevelopment legislation (Continued on page 166)

NEW! Weldwood Aluminum Chalkboard Trim now available costs less than any similar product on the market.

\*TRADE MARK



#### **ARMORPLY CHALKBOARD\***

a product of UNITED STATES PLYWOOD CORPORATION World's Largest Plywood Organization specify...Cabot's

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With Cabot's Stain Wax it is possible to stain and wax in one operation. Easily quickly — this combined stain and wax brings out the natural beauty of interior paneling, woodwork and floors.

It penetrates deeply into the pores of the wood — provides a rich, satin finish beneath which glow the delicate shadings of the wood's grain.

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New! Sterling. sliding door locks... Lock Tongue Lock Strike Lock Body Lock Ring for by-passing doors The first sliding door lock for bypassing doors. Now closets can be locked and contents kept secure from pilferage. Designed on a revolutionary new principle. One half turn of key raises tongue to locked position or returns it to unlocked position. Cylinder is geared to tongue and action is positive. Simple to install-bore one hole. Fits 3/4' to 13/4" doors. Sterling ARDWAR 1 for pocket doors A new type of lock for bathroom or bedroom doors. Privacy is assured by turning locking button on inside. Emergency button on outside permits unlocking with screw driver or coin. Neat, simple installation. Fits  $1\frac{3}{8}$ " or  $1\frac{3}{4}$ " doors. ualitu Sterling means STERLING HARDWARE MFG. CO. Chicago 18, Illinois SEE OUR CATALOG IN SWEET'S: Architectural File • Light Construction File VISIT OUR DISPLAYS: Architects Samples Corporation, N.Y.C. Chicagoland Home Building Center, 130 W. Randolph St.

# true color Sells Merchandise

Clear, prismatic Amcolens with its high light transmission in ELIPTISQUARE allows merchandise to reflect true color values—providing the color accent that does a dynamic selling job.

ELIPTISQUARE supplies the general area lighting and ELIPTICONE, the other half of the merchandising pair, delivers the "punch" of attractive high-lighting for featured goods.

This merchandising pair combines to provide modern store lighting . . . making goods look better and sell faster.

Here is <u>sales-producing</u> incandescent lighting at its best!



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Merchandise lighted with ELIPTISQUARE'S clear, prismatic Amcolens reflects its true color

 value. For general area lighting, advanced ELIPTISQUARE recessed and surface units provide highest light transmission efficiency.

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For the optimum in accent lighting, ELIPTICONE delivers the unusual in shielded, recessed and surface illumination. Complete absence of brightness, from any normal viewing position, on the visible surface of ELIPTICONE, creates a dramatic unawareness of the light source.

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Write for A.I.A. file 29e2, Supplement and catalog or check Sweets.

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provides complete, simplified data



makes everything used in its field



is most widely used, proved over 65 years



pricing is competitive, delivery reliable

## out of school

(Continued from page 162)

in Kentucky, Illinois, Colorado, New York, Rhode Island, and several other States, passed in some instances four or five years before the Housing Act of 1949, all predicated redevelopment project approval on live, local, general plans and general planning. The pattern estabished in the Housing Act of 1949 has, if anything, been amplified several times over by the the "Workable Program" concept and by Section 701, in the new legislation just mentioned.

Further, the broadened area-planning concept, rather than the limited project idea, developed in the 1954 Federal Legislation has been supported by state legislation and by recent state supreme court decisions, notably the one on the Urban Community Conservation Act (The People ex rel., John Gutbrecht, State's Attorney, Appellant, v. the City of Chicago et al., Appellees). This means real neighborhood planning.

Are the planners, because of their lack of organization and drive, going to let their great opportunities and great responsibilties slide? Can we shrug off the lack of specific action on our part by the fact that we, as a profession, may not have been personally responsible for the speed-up in national interest in planning which places us in this most equivocal position-too much planning for too few planners? How ridiculous are we going to permit the situation to become? How tragic for everybody must be the results, if it continues indefinitely!

Already we are aware of compromises which are being made with sound planning, in situations where action programs demand a schedule. Urban renewal and metropolitan development pushed by many, wide, varieties of interests, both public spirited and selfish, are not waiting (as they have not waited) for graduate planners with Master's Degrees or Ph.D.'s. And let us not kid ourselves: they won't in the future either!

It is easy to be critical of the compromises with sound planning principles which the public official makes these days. Get him the technical help he needs, inside or outside his staff, and we can be sure that in good time these (Continued on page 170)





LOOK AT THIS COMPARISON between the reflections of the upside-down signs in the mirror of conventional plate glass (left) and the mirror of Parallel-O-Plate Glass (right). This unretouched photograph dramatically illustrates the principle of parallelism in glass.



LOOKING IN through the Parallel-O-Plate Glass in a storefront, you hardly know the glass is there.



LOOKING OUT of your picture window made of Parallel-O-Plate *Thermopane* you see the scene as it is.

# Look at the amazing difference between new Libbey.Owens.Ford Parallel-O-Plate Glass and ordinary plate glass

Why does merchandise look better through a Parallel-O-Plate Glass storefront?

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Why do buildings look better with windows of Parallel-O-Plate?

Because this amazing new plate glass is *twin-ground* — the first and only *twin-ground* plate glass made in America!

At first this  $L \cdot O \cdot F$  glass was reserved for fine mirrors and military optical instruments. But now it is available for general use—and it will change the face of America.

Distortion in glass sometimes results from poor installation but most frequently is due to a lack of parallelism of its two surfaces.

At L O.F, plate glass is run through massive new machines which grind both sides simultaneously for maximum parallelism. And Libbey Owens Ford is the only manufacturer of *twin-ground* plate glass in the U.S.

Be sure you specify Parallel-O-Plate Glass. Get it from your local L·O·F Glass Distributor or Dealer who is listed under "Glass" in the yellow pages of phone books. For further information, write to Dept. 8315, Libbey Owens Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.



Parallel-O-Plate is doubly important for *Thermopane®* insulating glass because there are two panes to look through.



 $\frac{1}{4}$  " Tuf-flex<sup>®</sup> is tempered Parallel-O-Plate Glass. A  $\frac{1}{2}$ -lb. steel ball, dropped 10 feet, bounces right off  $\frac{1}{4}$ "-thick Tuf-flex. For vulnerable windows.

## **Parallel-O-Plate Glass** Finest plate glass made in America...only by LIBBEY.OWENS.FORD a Great Name in Glass



LOOKING AT windows of Parallel-O-Plate Glass you see how much its truer reflections mean to exterior appearance.



## above all else

(Continued from page 166)

out of school

compromises will diminish rather than accelerate. Such technical help, at this moment in our professional history, will not be found within the presently recognized planning fraternity. We must face squarely this nasty fact and I don't like it any better than you do. Then where do we find new blood and quickly? Who has the plasma?

#### next move?

Who should move next and in what direction? Should the planners wait for somebody else to dig up and train planners to meet the emergency? After they've been trained they will, of course, pay their dues and swell the ranks of AIP, ASPO, and all the rest. Laissez-faire is simpleand not very difficult to administer.

The proliferation of planning organizations and the splinter groups adds immeasurably to our problem. I have no solution here, other than the obvious. (My off-the-record solution would be for everybody to pay no dues to any of the planning organizations and attend no planning conferences for one year. Boy, would we integrate!)

The dilemma of no central leadership in planning among our organizations, no publicly recognized single point for action programming, cannot be solved here. I hesitate to suggest a co-ordinating committee on recruitment. I've served on so many co-ordinating committees! I hesitate to suggest that Joe Zilch, because he has a friend on the Board, go to the X Foundation. But the job can't be done without lots of money, obviously. I hesitate to suggest that the AIA, ASCE, ASLA, the geographers, and the others be called in to help. They are not planners-or are they? I hesitate to suggest nationwide indoctrination work-shop. Too little knowledge, etc. I hesitate to suggest new Federal legislation for educational grants. I don't like depending on Uncle. As just one member of the fraternity, I hesitate . . .

If I knew the answers, I would not hesitate to give them. But I know they can and must be found, or planning will founder. We really have no choice.

(Continued on page 174)

specify...

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Easy to install • Easy to clean and maintain

Solve your lighting problems with "NEVA-GLARE" fixtures-diffused, glare-free yet bright lighting, that makes for relaxed efficiency. You will know the moment you turn them on.

MARLOU'S new line of "Neva-Glare" Plexiglas units are opthalmically designed to diffuse light evenly with an absolute minimum of light absorption. "Neva-Glare" fixtures are made to blend into the surroundings and the Plexiglas is easily removed for cleaning and maintenance, no tools required.

Available in square or rectangle units that are adaptable for flush or recessed installation. E.T.L. Curves on request

"Above all else...MARLOU is Quality Lighting".





In **1940** Lehigh Mortar Cement was used in the construction of the



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Lehigh meets the most rigid mortar standards. U.S. Government Specification SS-C-181c, Type I and Type II. ASTM Specification C 91—53, Type I and Type II, which includes the autoclave test for soundness.

**TODAY**—The clean, weathertight walls of this attractive building show the results of good design, good workmanship, and good materials.

LEHIGH PORTLAND CEMENT CO. Allentown, Pa.

LEHIGH PORTLAND CEMENT LEHIGH MORTAR CEMENT LEHIGH EARLY STRENGTH CEMENT LEHIGH AIR-ENTRAINING CEMENTS

# Two new hardwood panels point up trend



**PLANKTEX** is a strikingly decorative textured wall paneling for both residential and institutional use. Can be finished natural or stained.

#### Two beautiful new panels—V-Plank Weldwood and Planktex—join the growing United States Plywood family of pre-finished paneling.

Take a good look—and another—at two of the very newest ideas in hardwood paneling. Both of these beautifull Weldwood panels feature today's most-talked-about trend in interior paneling . . . the *textured* look.

And both are available with Weldwood factory-applied finishes—the finest plywood pre-finishes ever offered. Applied by skilled craftsmen with years of wood-finishing experience, Weldwood pre-finishes actually cost less than on-the-job finishes!

V-Plank Weldwood comes in 4' x 8' x ¼" thick panels that are vee-grooved vertically with the grain of the wood. Groove-spacing gives effect of random wall paneling. Beveled vertical edges hide butted panel seams. V-Plank is available in a complete range of light to dark woods: Walnut, Korina®, Honduras Mahogany, Samara\* and Oak. All are completely pre-finished—even to wax.
Weldwood Planktex 4' x 8' x ¼" thick panels have 6-inch bands of irregular striations alternating with 6-inch bands of smooth wood. Striations hide butted panel joints. Made of finely grained, inexpensive Philippine Mahogany, Planktex is available unfinished or pre-finished.

Both V-Plank Weldwood and Planktex can be installed without nails using new Weldwood Contact Cement. Or if nails are used with Planktex, matching Weldwood Mahogany moldings are available to simplify installation. Guaranteed for life. Like all Weldwood paneling, both V-Plank and Planktex are guaranteed for the life of the building in which they are installed!



STRIATIONS IN PLANKTEX contrast vividly with alternating stripes of smooth surfaced wood. Each sheet has 4 bands of striations and 4 bands of smooth wood.

# toward textured look



V-PLANK ADDS a note of textured wall interest to a room with a distinctly modern flavor. Shadow line of grooves adds to apparent height of room.



PRE-FINISHED PLANK-WELD thas an attractive plank effect, too! Narrow 161/4" wide by 8' high panels add wall interest—and there are no nail holes to putty! Panels overlap to conceal nailed clips holding panels in place. Plankweld comes in six fine woods: Birch, Oak, Korina, Honduras and Philippine Mahogany and Walnut—all with expert, Weldwood factory-applied finishes.

†Reg. and Pat. Pending



**GROOVES IN V-PLANK WELDWOOD** are spaced like this to give a random paneling effect: 6", 4", 6"; 9", 7"; 4", 8" and 4". Note that a groove occurs every 16", hiding nails when the material is nailed to studs.

SEND COUPON for complete details on these and other Weldwood hardwood panels such as Plankweld, or visit any of the 73 United States Plywood or U.S.-Mengel Plywoods showrooms in principal cities.

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**Completed** 1662

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The 2886 Mars. Lumograph draw-ing pencil gives you precise thick ness and the black ness ond the black-ness of line needed for crisper, cleaner prints. Perfectly graded in 19 de-grees; EXEXB to 9H. \$1.50 per dozen-less in quantity. The 1001 Technico

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## out of school

(Continued from page 170)

Patrick Geddes said in 1915 while discussing Education for Town Planning:

"Here are the town planners constituting themselves into a profession; a new institute, like that of architects and engineers; like them with aims of education for their successors, and also that frank recognition which responsibilities ever awaken, of fuller and wider access to knowledge for themselves."

I wonder, under the circumstances, what he would think of our progress to date-not only in the organizing and educating of ourselves but also in the broadening of our understanding of the job which confronts us. We must be educating others in other fields to help in the renewing of our cities. We had better help others to become well grounded in both the role of planning and its substance, in order that never again will planning in the United States be as precariously situated as it is at the moment. Who makes the next move?

## notices

#### new associates

LAWRENCE H. WILKINSON, Service Representative of FLEWELLING & MOODY, Architects, 3112 Los Feliz Blvd., Los Angeles 39. Calif.

NORMAN J. FRANK, P. E., Associate of BECK, SIMON & MANTEL, Structural Engineers, 92 Liberty St., New York 6, N.Y.

HERBERT HONIG, JOHN YELLEN and CARL NIEDERER, Associates of RUSSEL WRIGHT ASSOCIATES, industrial designers, 221 E. 48 St., New York 17, N.Y.

ROGER O. AUSTIN, CARL F. W. KAELBER, JR., HERBERT P. KOPF, WILLIAM P. ROB-ERTS, NICHOLAS J. MASUCCI, EDWARD J. RIBSON, Associates of WAASDORP & NORTHRUP, Architects, Rochester, N.Y.

RALPH DEWITT STEPHENS has been made an Associate of CHAPMAN, EVANS & DELE-HANTY, Architects-Engineers, 50 Broadway, New York 4, N.Y.



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MISSOURI. Fenestra Steel Windows in Willard Elementary School, Willard, Mo. Architect: I. Dale Allmon, Springfield, Mo. Contractor: De-Witt Construction Co., Springfield, Missouri.



TEXAS. Fenestra Steel Windows in the Science Hall at St. Mary's University, San Antonio, Texas. Architect: Julian & White, San Antonio. Contractor: Lynn & Morsey, San Antonio, Texas.



MASSACHUSETTS. Fenestra Steel Windows in the Elementary School at Kingston, Mass. Architect: Bogner & Richmond, Cambridge, Mass. Contractor: Blake Construction Co., Milton, Mass.

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### p/a reviews

#### books received

Walter Gropius, Work and Teamwork. S. Giedion. Reinhold Publishing Corp., 430 Park Ave., New York 22, N.Y., 1954. 249 pp., illus., \$10

Early Victorian Architecture in Britain. Henry-Russell Hitchcock. Volume I, 635 pp., Volume II, illus. Yale University Press, New Haven, Conn., 1954. Two Volumes, \$20

Farm Buildings, 4th Edition. Deane G. Carter. John Wiley & Sons, Inc., 440 Fourth Ave., New York 16, N.Y., 1954. 291 pp., illus., \$5.50

#### evaluation of the profession

The Architect at Mid-Century. Evolution and Achievement. Edited by Turpin Bannister. Reinhold Publishing Corp., 430 Park Ave., New York 22, N.Y., 1954. 513 pp., \$8.75

The Architect at Mid-Century. Conversations Across the Nation. Edited by Francis R. Bellamy. Reinhold Publishing Corp., 1954. 260 pp., \$5

In two seemingly unrelated volumes, *The Architect at Mid-Century* presents to the reviewer a problem similar to that of the authors: the assimilation of an almost incredible amount of data, both historical and statistical, and its evaluation with a minimum of digression from the factual evidence.

In Volume I, the Commission has been eminently successful in the objective presentation of the history of the profession and professional education, and the physical condition of these, insofar as statistical analysis can present it. They have been wisely judicious in the matter of conclusions reasonably to be drawn, and the avoidance of prophesy, prognosis, or even diagnosis. It is the clear intent, too apt to be misunderstood, that this is to be a presentation of the facts. As such, it is a monumental piece of research and the record of a scholarly investigation. It is objective, not subjective. If there seem to be fields of inquiry opened which are too lightly touched on (or omitted) the record indicates that the deficiency lies with the profession rather than with (Continued on page 178)





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ANOTHER INSTALLATION at Converse County High School, Douglas, Wy. Architect: Hitchcock & Hitchcock, Laramie, Wy. Contract;r: Speigelberg Lumber & Building Co., Douglas.

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### reviews

#### (Continued from page 176)

any failure in adequate or complete coverage.

This is recognized throughout and in the many recommendations for broader education. It is stated in the opening paragraph of Chapter XI, The Commission's Recommendations, ". . . that the quality of services cannot possibly be supplied by mere technicians, but that they demand practitioners who are at once outstanding professionals and enlightened citizens." This is indeed the great negative demonstration of this record, that such is the lack and therefore the primary goal.

In this light, the 43 recommendations of the Commission become highly significant. Of these, 29 relate entirely to education and the need for recruitment of better material. Ten are concerned, perhaps unduly, with registration and licensing. There seems to be a wishful thought that the monster can be controlled by legislation-which, thus far, has never improved a moral condition. This seems admitted, in that only one refers to the profession at all, and that is a suggestion for further analysis of office organization. Only one cites a matter conspicuous by its absence-the need for research projects in schools of architecture.

Clearly, it is indicative that the evidence compels a concentration on a new generation not yet active, and the recognition that any change for the better must begin there. In the words of Turpin Bannister, "The Commission believes that architecture and the profession have reached a stage where the *laissezfaire* attitude has become obsolete, and standards must be raised by cooperative effort to entirely new levels."

That we recognize present conditions as dangerously unsatisfactory, gives meaning and purpose to Volume II, *Conversations Across the Nation*. This is the uncensored transcript of forums of outstanding citizens throughout the land. Being the opinions of people of broad background and varied training, it is a record of running comment and speculation as to the social, psychological, and economic trends affecting the status quo. The *Conversations*, by intent, are just that, and their interest lies in the ideas of the individuals — uniformly interesting, often original, seldom profound, and frequently shocking in revelation of the distorted view and low opinion of the profession as expressed by laymen. It is stimulating and sprightly reading, if at times humiliating, and the sum total forms an essential part of any broad picture of the profession.

Volume I is the profession's analysis of itself, not to point a future course, but to form a solid basis for finding a way away from the present. It is primarily a record and a reference, a yardstick for future comparisons. It is anything but light reading, but it was not expected that it would be read page by page, as a reviewer must.

It is the problem, again, to recognize this and avoid criticism on the basis of omission of inquiry into fields suggested by the text. As one instance, there is little evidence or data concerning activities in the field of city planning and the need for a closer relationship there, though this has been recognized as a matter of major importance for decades. The careful reader will note that this and similar subjects are given only the importance that is warranted by the evidence, and that these seeming neglects provide a key to the future and a basis for recommendations.

It is unfortunate that these volumes will not be more widely read. This can diminish in no way the importance or stature of this work as here, for the first time, is gathered in one place every known fact about the profession. For the next half century, this work will be the point of reference in planning and gaging the future. JOHN E. DINWIDDIE

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	32
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Cambridge Tile Mfg. Co	21
Carpet Institute, Inc	
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	186
Clow, James B., & Sons	16
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Eng. Co	55
Committee on Steel Pipe Research of the	55
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American Iron & Steel Institute	38 46
Concrete Reinforcing Steel Institute	
•	110
Crawford Door Co	13
Curtis Companies Service Bureau	190
Dunham, C. A., Co	57
Duriron Co., Inc.	2
	<b>~</b>
,	176
Federal Seaboard Terra Cotta Corp	19
Fenestra Building Products	177
	108
	184
Granco Steel Products Co156,	157
Great Lakes Carbon Corp	135
Haertel, W. J., & Co	192
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	95
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•	93
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	92
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	23
Mosaic Tile Co 1	<b>1</b> 3
	90
· · · · · · · · · · · · · · · · · · ·	53
	60
•	45
Nelson, Herman Div., American Air Filter	<b>.</b> -
Co	
Nesbitt, John J., Inc	14
Overhead Door Corp	51

Owens-Corning Fiberglas Corp 114
Owens-Illinois Glass Co 186
Pittsburgh Plate Glass Co50, 126
Powers Regulator Co
Pyle-National Co 6
Reinhold Publishing Corp 189, 194, 197
Revere Copper & Brass Inc146, 147
Reynolds Metals Co 187
Richards, J. Merrill 188
Rixson, Oscar C., Co
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Schacht Associates Inc
Scheden Associatory net fiftheter
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Seaporcel Metals, Inc 193
Simpson Logging Co158, 159
Sjostrom, John E., Co., Inc 176
Smithcraft Lighting Div 192
Soss Mfg. Co 129
Southern Sash Sales & Supply Co 141
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spund columne aut the state the state
Staedtler, J. S., Inc 174
Sterling Hardware Mfg. Co 163
Tectum Corp 148
Thermal Agency 193
Tuttle & Bailey, Inc
Tuttle & Bailey, Inc
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136United States Rubber Co.145
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136United States Rubber Co.145
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136United States Rubber Co.145Universal Atlas Cement Co.42
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136United States Rubber Co.145Universal Atlas Cement Co.42Upco Co.193
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136United States Rubber Co.145Universal Atlas Cement Co.42Upco Co.193Van Noorden, E., Co.140
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136United States Rubber Co.145Universal Atlas Cement Co.42Upco Co.193Van Noorden, E., Co.140Versen, Kurt, Co.178
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136United States Rubber Co.145Universal Atlas Cement Co.42Upco Co.193Van Noorden, E., Co.140
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Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Rubber Co.136United States Rubber Co.145Universal Atlas Cement Co.42Upco Co.193Van Noorden, E., Co.140Versen, Kurt, Co.178Vonnegut Hardware Co.130
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136United States Rubber Co.145Universal Atlas Cement Co.42Upco Co.193Van Noorden, E., Co.140Versen, Kurt, Co.178Vonnegut Hardware Co.130Wasco Flashing Co.130Washington Steel Corp.138
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136United States Rubber Co.145Universal Atlas Cement Co.42Upco Co.193Van Noorden, E., Co.140Versen, Kurt, Co.178Vonnegut Hardware Co.130Wasco Flashing Co.138Wilson Engineering Corp.180
Tuttle & Bailey, Inc.       150, 151         Ualco Aluminum Windows       141         United States Plywood Corp.       162, 172, 173         United States Quarry Tile Co.       136         United States Rubber Co.       145         Universal Atlas Cement Co.       145         Upco Co.       193         Van Noorden, E., Co.       140         Versen, Kurt, Co.       178         Vonnegut Hardware Co.       179         Wasco Flashing Co.       130         Washington Steel Corp.       138         Wilson Engineering Corp.       180         Woodco Corp. (Division of       150
Tuttle & Bailey, Inc.150, 151Ualco Aluminum Windows141United States Plywood Corp.162, 172, 173United States Quarry Tile Co.136United States Rubber Co.145Universal Atlas Cement Co.42Upco Co.193Van Noorden, E., Co.140Versen, Kurt, Co.178Vonnegut Hardware Co.130Wasco Flashing Co.138Wilson Engineering Corp.180
Tuttle & Bailey, Inc.       150, 151         Ualco Aluminum Windows       141         United States Plywood Corp.       162, 172, 173         United States Plywood Corp.       162, 172, 173         United States Quarry Tile Co.       136         United States Rubber Co.       145         Universal Atlas Cement Co.       42         Upco Co.       193         Van Noorden, E., Co.       140         Versen, Kurt, Co.       178         Vonnegut Hardware Co.       130         Wasco Flashing Co.       138         Wilson Engineering Corp.       180         Woodco Corp. (Division of General Woodcraft Co., Inc.)       184
Tuttle & Bailey, Inc.       150, 151         Ualco Aluminum Windows       141         United States Plywood Corp.       162, 172, 173         United States Plywood Corp.       162, 172, 173         United States Quarry Tile Co.       136         United States Rubber Co.       145         Universal Atlas Cement Co.       42         Upco Co.       193         Van Noorden, E., Co.       140         Versen, Kurt, Co.       178         Vonnegut Hardware Co.       130         Wasco Flashing Co.       138         Wilson Engineering Corp.       180         Woodco Corp. (Division of General Woodcraft Co., Inc.)       184
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Last month we published a Suggested Program of Action for the AIA, sponsored by 55 architects from various Chapters of the Institute. The only question we have had about devoting a considerable amount of space to the Program, and the additional space that we undoubtedly will use for follow-up reports and discussion pro and con, is that not all our readers, by any means, are Institute members. However, it is my belief that the subject should be of interest to everyone connected with architecture; the architect who is not a member should join AIA and work for progress within that body (especially now that people like Gropius, Saarinen, Wurster, Belluschi, and all the others who sponsored the Program stand behind an action movement); the draftsman and designer should begin to participate and look forward to full membership; the student should be taking an interest in his present and future professional problems through student Chapters. Thus I justify a preliminary postscript on the Program published last month. Letters are coming in fast, and they will be published in later issues.

First of all, a discouraging report. The Board of the Institute has announced its "action" on the recommendations of the AIA's own Committee on Organization (whose resolutions and comments were drawn upon gratefully for many of the items in the Program) and I note sadly that 12 of the 28 recommendations requiring action have been turned down by the Board. In fact, every one of the recommendations endorsed by the group proposing the Suggested Program of Action was rejected (no; one exception —the Board approved the idea of a Speakers' Bureau).

Turned down were the following Committee resolutions: for reduction of delegates to national Conventions by 50%: for emphasis on Regional Conventions (the Board felt they "should be allowed to continue to develop naturally"); that the term of the Presidency be limited to two years; that Committee appropriations run from July 1 to June 30; that Committee structure and appointments be re-examined (the Board stood by a previous study on this subject); that a National Convention committee of six members be appointed by the Board; that less time be spent by staff members on interprofessional and other committees; that an "appropriate staff member"

be assigned to field contacts; that Regional Directors be required to visit each Chapter in their areas at least once a year and write concise reports to headquarters after each visit; that the Journal and the Bulletin be merged (this is to be further studied); that the Department of Education and Research be divided into two new departments.

What recommendations from this hard-working Committee were accepted and adopted by the Board? The following: that terms of Regional and Chapter officers commence during January; that the Nominating Committee offer the annual meeting one or more candidates for each Institute office; that redistricting of regions and budgeting for regional meetings be studied; that applications for membership require no "sponsors," but rather five "references"; that stabilization of employment, adequate insurance, and a retirement plan be instituted for Octagon staff members; that a Speakers' Bureau be established; that preliminary hearings on judiciary matters be undertaken at a regional level, reviewed at a national level, and finally acted on by the Board.

On 18 other items the Board felt that no action was necessary, since, in its opinion, the recommendations were now being accomplished.

If I may make an editorial comment, I would like to say that I think this is rather shocking. There were no radical changes suggested in this Committee on Organizations report, but nevertheless practically all of the major recommendations for change were rejected. This is the Committee, many of you will remember, that was set up in lieu of an analysis of the functioning of the Institute by a professional consultant as recommended by an articulate group of delegates at the Seattle Convention in 1953. The argument that won at that time was that the AIA could best study itself, through a Committee of its own members. Well, the study was made, and here's the result.

I wonder, first of all, how the members of that Committee feel. I wonder next, what several officers of the Institute mean when they write me that the Suggested Program of Action is "a little late" because the Institute "at this point has just such a program working effectively." Frankly, this seems to me to be pulling the wool over the eyes of the members. And I think many of the members realize that a less clouded look at AIA activity is needed. Many Chapters right now are discussing the Program that P/A published.

In New York, a lively discussion of the Suggested Program was held in November, with a group of interested architects spending the better part of a day analyzing it. That meeting helped shape the final form of the Program. Ralph Walker, Morris Ketchum, Otto Teegen, Bill Breger, Edgar Tafel, Walter Severinghaus, Bruno Funaro, Ralph Pomerance, John Moore, and for part of the time several others, talked about ways to institute research, a continuing educational program, a working apprenticeship system, improvement of Fellowship standards, mail-ballot election, the structure of the Institute, and so on.

One thing that came out clearly in this meeting was that the key to many of the problems is closer co-ordination of the schools of architecture and the practicing profession. Any method of continuing "adult" education would have to utilize the schools and the schoolmen. Any apprenticeship system would have to work with school-practicing architect collaboration. Research, for which Doug Orr's group is raising money through the Architectural Foundation, will be largely effectuated through the universities.

There was, at this meeting, lively discussion of the Institute publications. It was felt that an important role could be played by a magazine devoted to architectural criticism and high-level discussion. And it was agreed that AIA publications should not "compete" with the commercial magazines, but find a different role, not now covered.

On the subject of Fellowship, it seemed to be agreed that a "wellrounded" architect should be the one promoted to that honor—not just a brilliant designer, or just a hardworking AIA member. On election methods, there was some disagreement about the efficacy of the mail-ballot method, but no disagreement that the membership should be polled as to its wishes on this. A minority question was raised on the matter of a professional study of the AIA structure; the majority felt that the Institute's budget is now so great such an analysis is vital.

What this discussion proved to me (and further round-tables in other cities have added to my conviction) is that these are subjects architects feel vitally about, subjects they want to discuss and decide for themselves. Apparently the Suggested Program of Action printed last month has stimulated such discussion in many places. I sincerely hope the Board of the Institute will be more receptive to the discussion, and the recommendations of individual members and Chapters, than it was to the resolutions of its own Committee on Organization.

Nermas N. Ceighter