

PROGRESSIVE ARCHITECTURE

news report



- Mexican Architecture: New Forms, Imitation, or Evocation? (above)
- Christmas Present For Dallas: A Theater by Wright
- Copper and Ferrous Plumbing Installations Timed

NEWS BULLETINS

WASHINGTON

NEW PRODUCTS

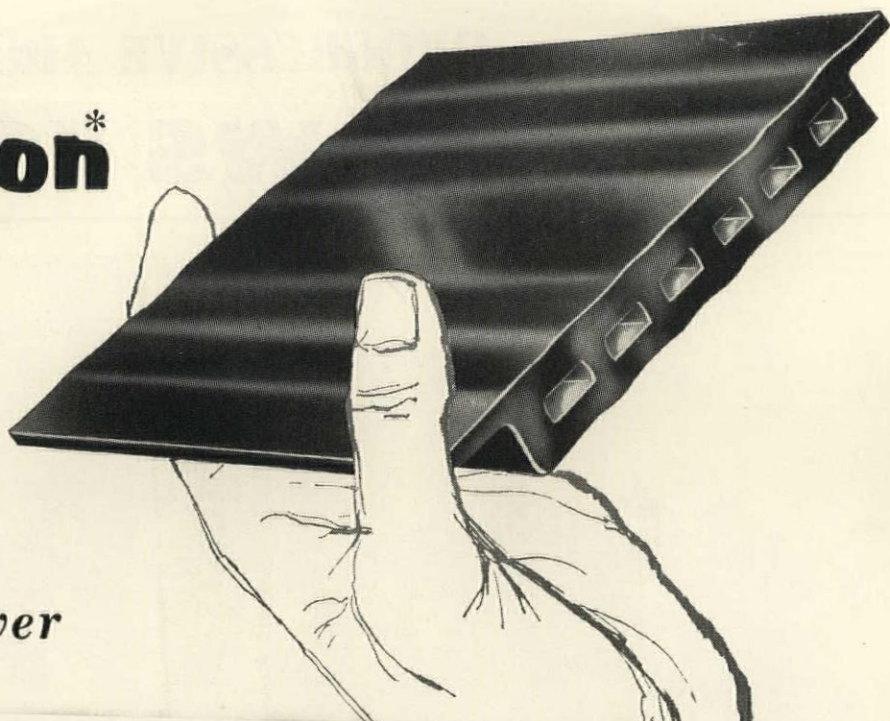
MANUFACTURERS' DATA

DECEMBER 1959 69

PermaCushion*

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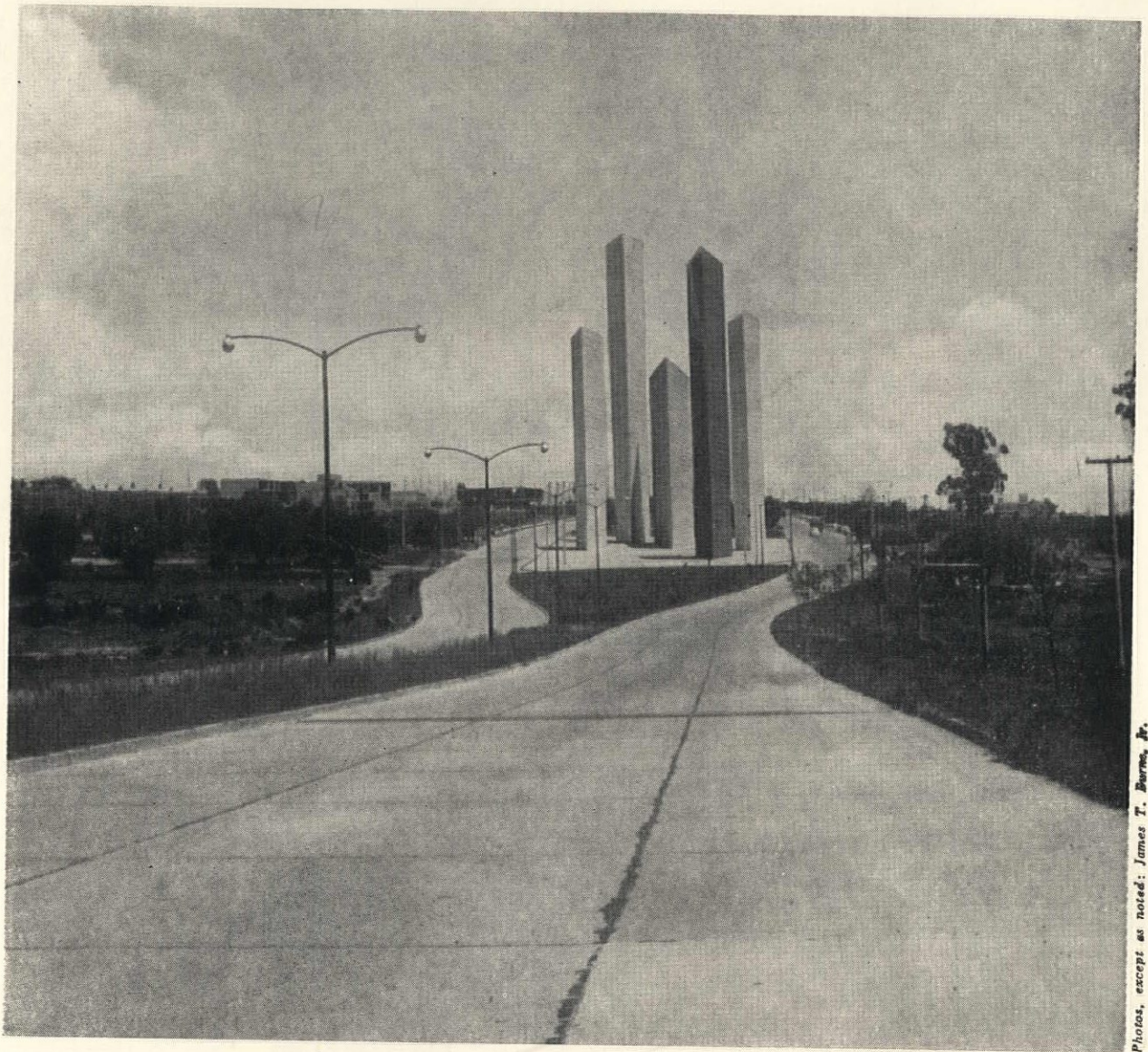
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Photos, except as noted: James T. Burns, Jr.

MEXICAN ARCHITECTURE: NEW FORMS, IMITATION, OR EVOCATION?

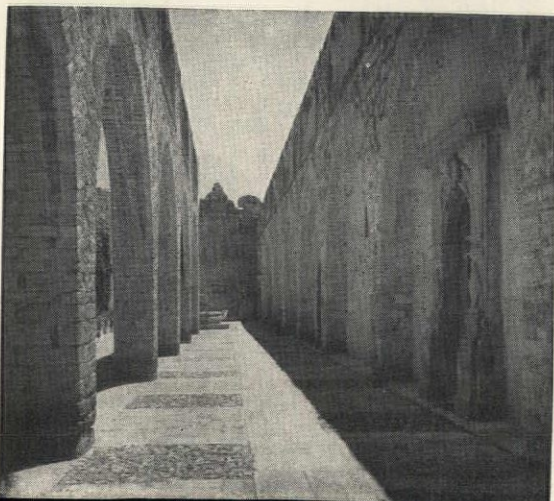
Examination of Mexican Architecture Pleases and Disappoints

A visit to Mexico provides architectural experiences both encouraging and disheartening. Several exploratory and pioneering spirits, coupled with at least one designer bent on the tasteful preservation of the country's fabulous architectural heritage, give a sense of excitement—that some are in search of something which will rival Mexico's past in qualities of "delight" (p. 69) and emotion-evocation.

Mathias Goeritz' great concrete pylons (*above*), marking the entrance to a "satellite city" for the capital, are impres-

sive symbols of the new spirit abroad in certain areas of Mexican design. Even though truncated by the developer from their original height, these landmarks have an impact and meaning for the "new" Mexico.

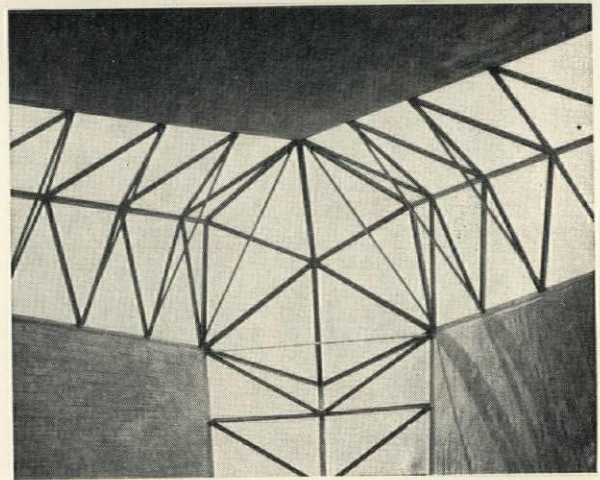
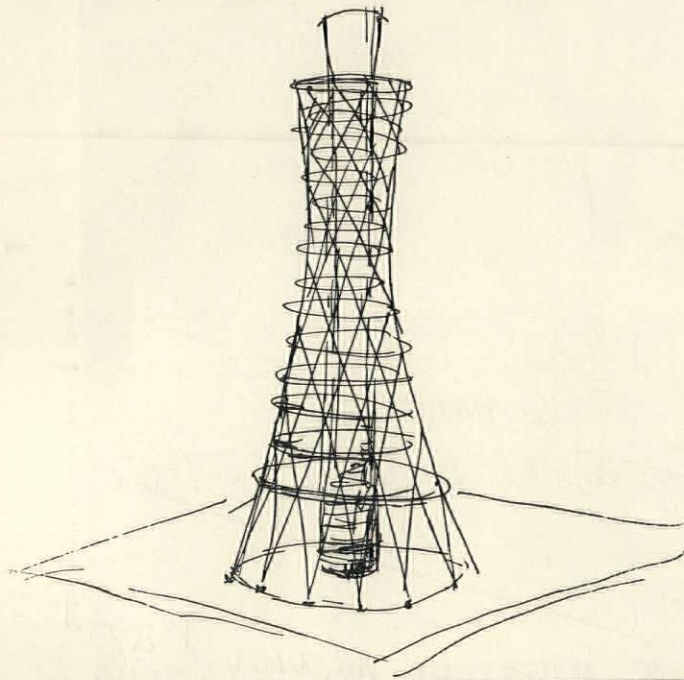
That the great architectural heritage of the country is not being disregarded is evidenced by the meticulous conversion (*below*) for residential use of an ancient silver reduction plant near Guanajuato by Italian Architect-Designer Giorgio Belloli. He was so successful in *this* project that the



p/a news report

government gave Belloli a nearby church to restore and furnish with his notable collection of Indian and Spanish religious art.

Perhaps the current "most-famous" among Mexican structural innovators is Felix Candela. His chapels of Lomas near Cuernavaca (*right*) and for the Sisters of San Vicente de Paul in Coyacan (*bottom* and *right center*)—with Enrique de la Mora & Fernando Lopez Carmona—exemplify Candela's imaginative exploration of the hyperbolic paraboloid form. A new approach is indicated in his proposal (*below*) for the Monterrey Insurance Company building in Mexico City. Initial thinking on this project indicates a tall structure hung from a central mast, with tension cables anchoring it. The chapels will be included in a forthcoming book, *Candela—Adventurer in New Structural Forms*, by Colin Faber (Reinhold).



Doggett-Jackson-Hicks



The march of the curtain wall up Paseo de la Reforma in Mexico City provides an unedifying spectacle to one who, a decade ago, had seen the Paris-like atmosphere of this boulevard with its low, gray and brown buildings behind park-like arrangements of trees, fountains, and statues. Candela says that the vogue for this building technique provides buildings (*below left*) which are neither practical (curtain walls have to be practically custom-made there) nor particularly suitable for the climate, which seldom needs extremes of air cooling or heating in its buildings. Since the great majority of Mexican architects are not Candelas or O'Gormans, a future of this more anonymous technological architecture may be predicted. How much more satisfactory would be a contemporary evaluation of the design characteristics which produced building profiles such as this one (*below*) in Guanajuato!

James T. Burns, Jr.

Dorgett-Jackson-Hicks



MUSEUM OF MODERN ART ANNOUNCES SPACIOUS NEW WING

Building Part of \$25,000,000 Fund Drive

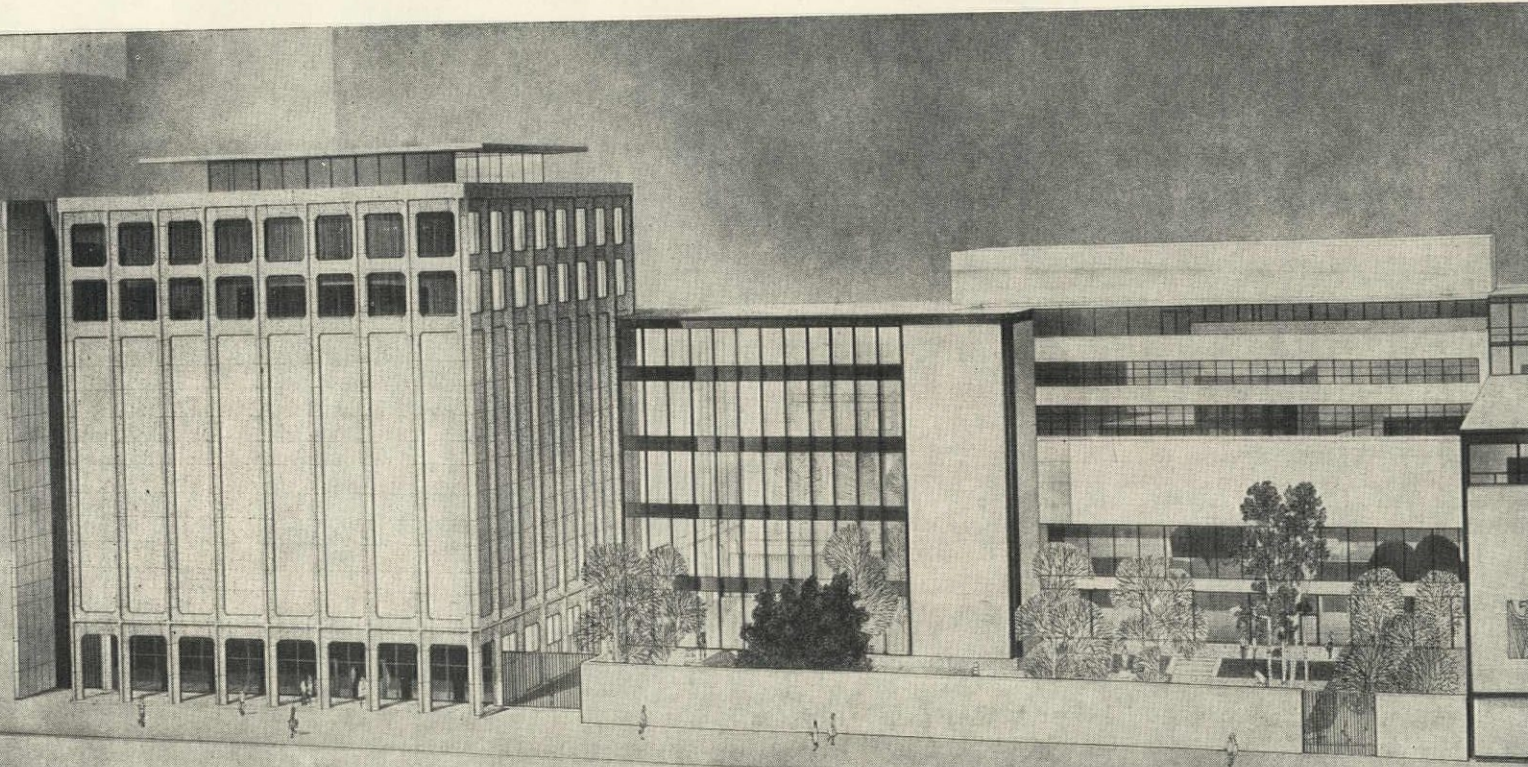
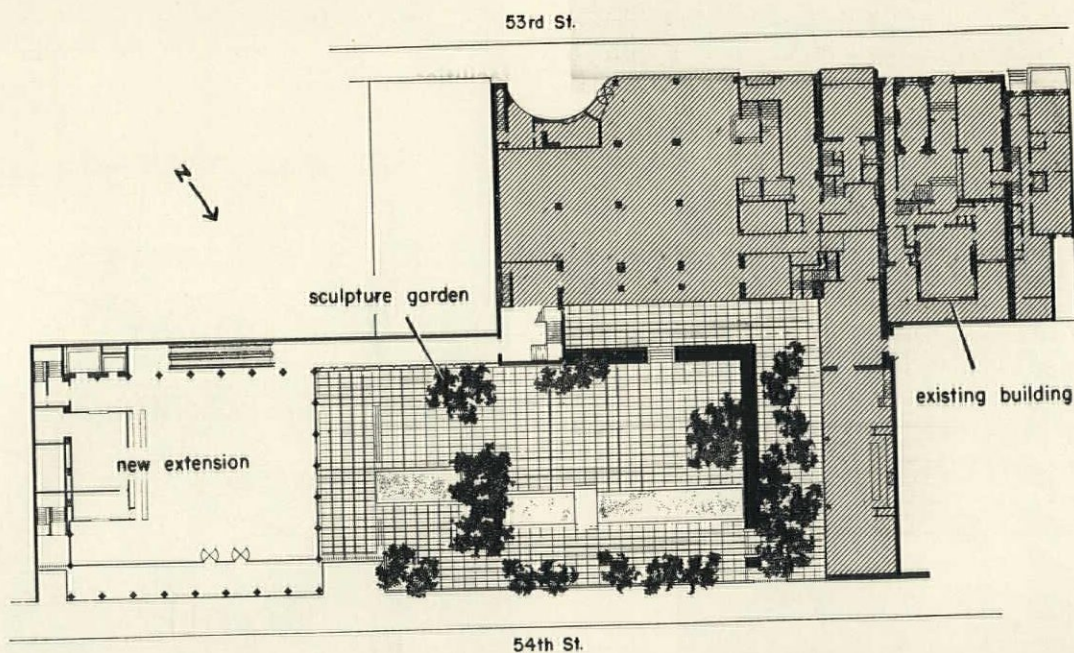
NEW YORK, N. Y.—With construction of new, eight-story wing, exhibition space of Museum of Modern Art will be increased from 12,000 sq ft to 42,000 sq ft. Designed by Philip Johnson Associates, wing (*bottom*) will be reinforced concrete and steel structure sheathed in stone with glass-walled entrance lobby and two upper windowed stories for print and photography shows, offices, and laboratory. Two underground floors will be for shops and "study storage" (art storerooms so planned that art is easily available for study).

New wing will be built on site of famed Japanese house of several years ago. Thus the present museum building, the new wing, and the museum cafeteria will embrace museum's

Sculpture Garden on three sides (below). Two buildings will connect via multi-story glass passageway. Escalators will run height of the wing.

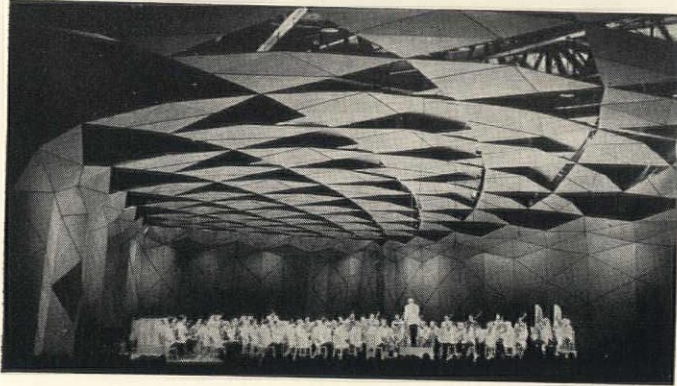
New wing is part of recently-announced \$25,000,000 expansion and building program of Museum of Modern Art. In addition to money for construction and maintenance, funds are being sought for research and conservation, training and publications, and liquidation of loans for restorations made after last year's fire.

Among other advantages, new wing will release entire floor of main museum building for permanent exhibits of architecture and industrial design.



ARCHITECTURAL BULLETINS

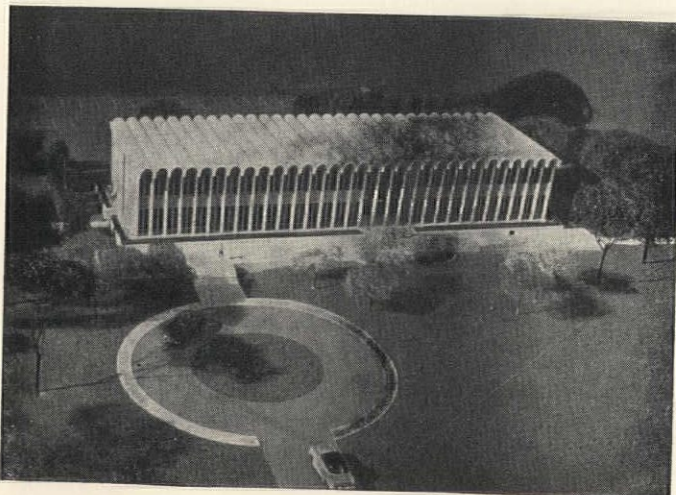
- Charles Munch conducts the Boston Symphony beneath new orchestra shed at Berkshire Festival, Tanglewood, Mass. Shed, in use for first time this past summer season, designed by Eero Saarinen & Associates and acoustical consultants



Bolt, Beranek & Newman, Inc. Side walls of Edmund Hawes Talbot Orchestra Canopy are solid plywood modulated in shape, tilted inward at top. Walls extend outward, making space 85 ft wide at front of stage and 35 ft wide at rear; stage is 47 ft deep at deepest point. Ceiling is suspended by steel cables from roof trusses and consists of various-sized triangular panels connected tip-to-tip. Some 12,000 listeners can be accommodated for concerts—6,000 beneath shed and 6,000 on lawn outside.

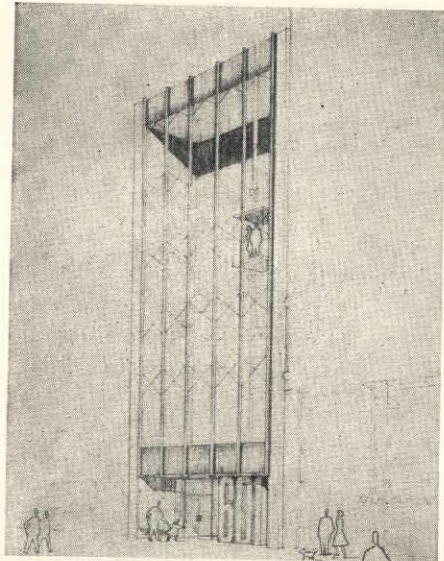
- Executive Furniture Guild of America plans Guild Center for Environmental Study and Development, "to further broader understanding and interpretation of all techniques and practices influencing the development of personal working spaces for business and professional people."

- Headquarters building for Michigan State Medical Society, East Lansing, Mich., is expected to reach completion in June, 1960. Designed by Minoru Yamasaki & Associates, building will have vaulted roof of precast concrete. Second-story bridge will connect office at that level over two-story high lobby. Located one mile from Michigan State University, headquarters will house executive offices, meeting rooms, and communications studio of Society.



- Exhibition of photographs featuring 11 notable modern chair designs has been assembled by Herman Miller Furniture Company for showing in museums, schools, etc. "Chairs from Machines" is available from company, only charge being return freight costs. Address: "Chairs from Machines," Herman Miller Furniture Company, Zeeland, Mich.

- Architect Jack Freidin of Freidin-Studley Associates, New York, designed eye-catching façade for the conversion of conventional, six-story, stone-faced office building on Fifth Avenue. Leasers Julian J. Studley, Inc., expect to lease entire building as a store and display area to national retailing organization and a large manufacturer. Placing elevator in glass "cage" on street not only creates, according to Freidin, a "dramatic landmark," but also saves space in building's core normally used for vertical transportation facilities.



- New York Architects Ted Arthur Homa and Charles W. Beeton examine flitches of wood veneer with U. S. Plywood's representative Clifford Stevens (*left*), in firm's new architectural showroom. Room, one of first in what eventually will be network covering most regions, is operated in conjunction with warehouse containing 750,000 ft of veneer.



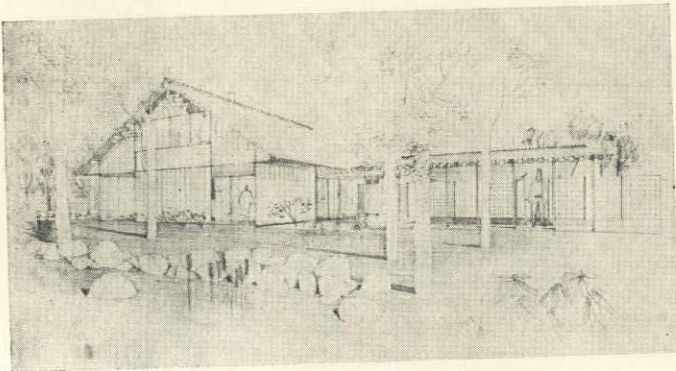
Ben Schnitz

p/a news report: bulletins

From more than 50 varieties of wood, architects select flitches which interest them, and finished panels are set up for examination under three types of light, warm and cold incandescent, and fluorescent.

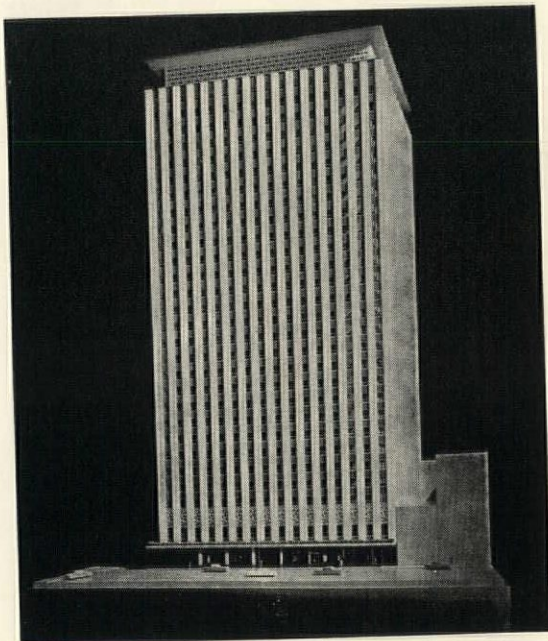
- Urban Land Institute's study, "Metropolitanization of the United States," predicts, by year 2000, 85 percent of country's population—about 320 millions—will live in urban areas. Concurrently, International Council for Building Research Studies and Documentation in Rotterdam heard Dr. J. van Ettinger, president, forecast that by century's end world building capacity will have to be $4\frac{1}{2}$ times as large as it is today.

- House is one of three designed by Carl Koch & Associates, Cambridge, Mass., for Ferro Corporation of Cleveland to promote use of porcelain enamel in residential design.



Exterior walls will be porcelain-enameled-steel sandwich panels; and walls and ceiling of mechanical core will be porcelain-enameled steel. Interior dividing walls will be finished in variety of materials. Participating firms are expected to include new developments in wiring, plumbing, and heating.

- Largest office building in New Orleans will be designed by Chicago Architects Shaw Metz & Associates. The \$8.5 millions building will provide 421,000 sq ft of office space in the Crescent City. Demolition of existing structures will proceed shortly after the first of the year.

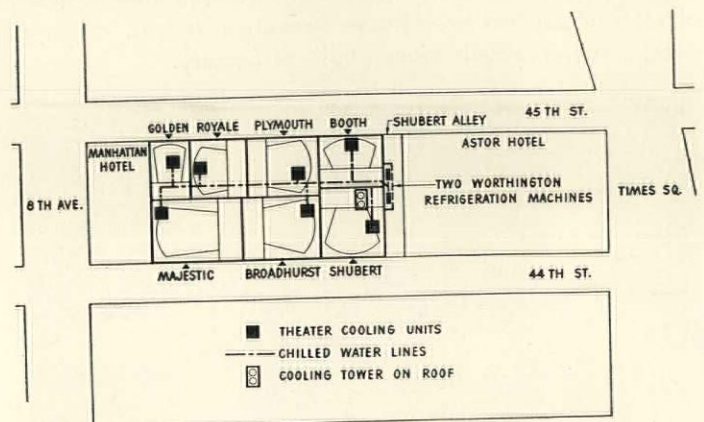


Gotscho-Schleimer, Inc.

- Across New York's East 89th street from Frank Lloyd Wright's Guggenheim Museum is new School of Fine Arts of National Academy of Design. New York Architects William & Geoffrey Platt designed windowless façade of buff brick in diamond-textured effect. Building has four large and two medium-large studios for 500-student capacity, art supply store, lockers and rest rooms for students and models, lounge, and assembly room which will accommodate 200 people for lectures and meetings.

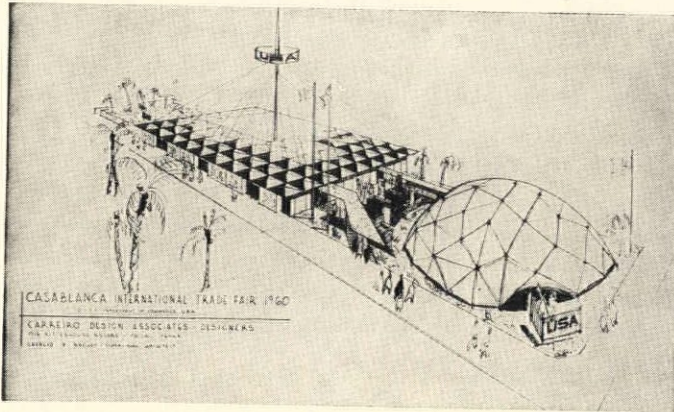
- N. Y. newspapers commented on opening of Wright's Guggenheim Museum: *New York Times* (October 21)—"Even the artists were divided. Many, at the preview, handed down a bitter, caustic verdict. Others, in the minority, found the building 'exciting' or 'different,' or adopted a let's-wait-and-see attitude." *New York Herald Tribune* (October 21)—"That this museum . . . has also turned out to be the most beautiful building in America, appears beyond question to be the majority opinion of architects, artists, critics, and special guests."

- Single, central, air-conditioning system will connect and serve seven Shubert theaters in New York. Worthington Corporation announces 650-ton, central, refrigeration plant will be installed beneath famed Shubert Alley, heart of theater district, whence chilled water will be piped to cooling



units in individual theaters. Combined theater capacity of almost 8000 seats makes this largest theatrical air-conditioning installation on record. Theaters will continue to operate while new system is being installed.

- Theme of Casablanca (Morocco) International Trade Fair, to be held April 24-May 10, 1960, is Port of Philadelphia. Designed by Carreiro Design Associates (Charles E. Broudy, Supervising Architect), Fair will consist of geodesic dome and square exhibit building with roof of nylon in tri-

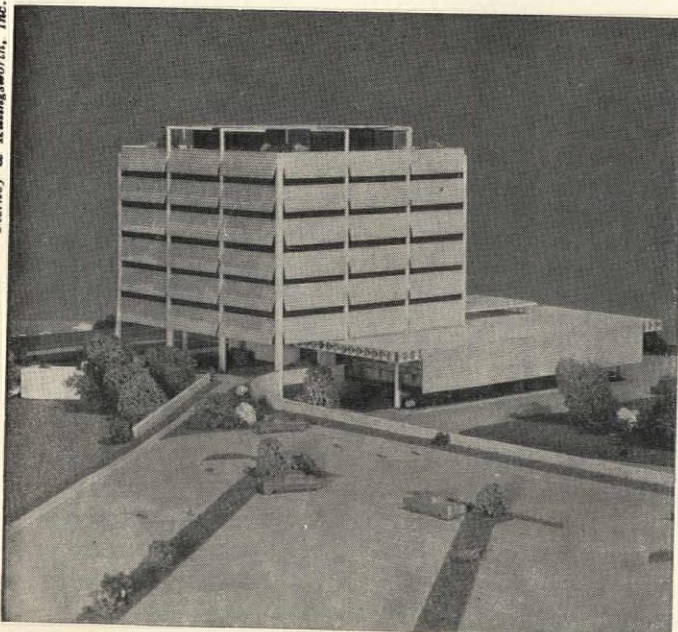


angular form held taut and supported by steel wires. Building will feature Philadelphia's past and present; dome will portray future. After Fair, buildings will be dismantled and shipped to Izmir, Turkey.

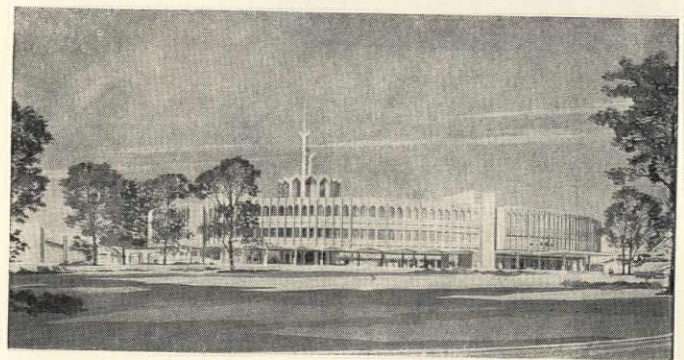
- Definite dates for Seattle's Century 21 Exposition have been announced: April 21-October 21, 1962. . . . Last weekend in January 1960 will see annual meeting of Society of Architectural Historians in New York. Sessions will be presided over by Harley McKee, Christopher Tunnard, Holmes Perkins, Robert Brenner. . . . University of Illinois Small Homes Council-Building Research Council will hold 15th annual Short Course in Residential Construction, in Urbana, January 14-15. . . . 56th Annual Convention of American Concrete Institute takes place March 14-17, Hotel Commodore, New York.

- Large, sloping, concrete, wall panels will act as sun shades on bank and office building in Miami designed by Weed Johnson Associates. Bank, which will occupy two lower floors, will be accessible to four streets; depositors will be able to drive up under building to drive-in tellers' windows. Penthouse will contain executive offices, gymnasium, and steam and locker rooms.

Tierney & Killingsworth, Inc.



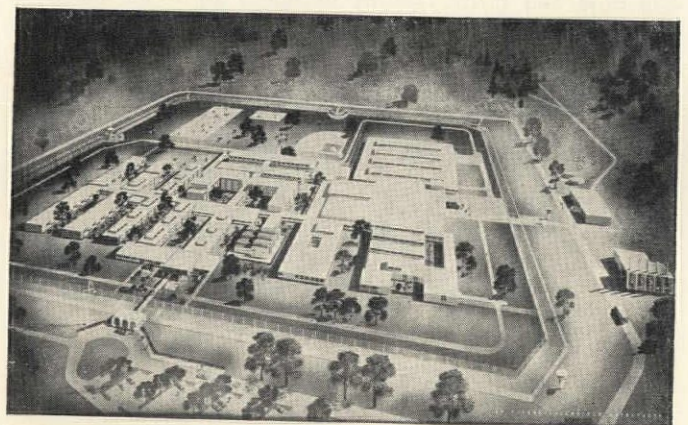
- Robert Moses, speaking on "Critics Build Nothing" before N. Y. Building Congress, likened his critics to beatniks, whiners, vomiters, Yahoos, skunks, sourbellies, two-legged termites (plus 15 or so other compliments); and compared Moses (Robert) directly or by implication with Archie Moore, General Grant, St. Paul, Aristides the Great [sic], Baron Hausmann, Admiral Dewey, and General Somervell. A prompt riposte came from award-winning developer James H. Scheuer (president of New York's Citizens Housing and Planning Council), who likened Moses' tactics to those of Cataline, famous for vituperative outbursts in Roman Senate. Scheuer quoted for Moses Cicero's oration which helped precipitate Cataline's downfall—"How long, O Cataline, will you continue to tax our patience? How long will your furies continue to enrage us? When will you arrive at the end of your unbridled audacity?"



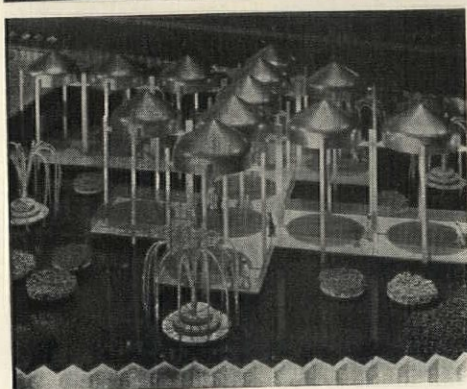
Laurence S. Williams

- All national agencies of American Baptist Convention will be brought under one circular roof of proposed headquarters building at Valley Forge, Pa. Concrete structure, designed by Vincent G. Kling, Philadelphia, will have walls of glass and natural-finished stone. Building will surround central courtyard and chapel. Project also includes graphic arts plant for production of books and periodicals.

- Medium Security Prison for State of Connecticut consists of about 20 buildings, separated into ten categories according to function: receiving and orientation unit, including cell block for new inmates; food preparation and service unit; industrial and maintenance section; indoor recreational buildings; Protestant chapel, Roman Catholic chapel, and

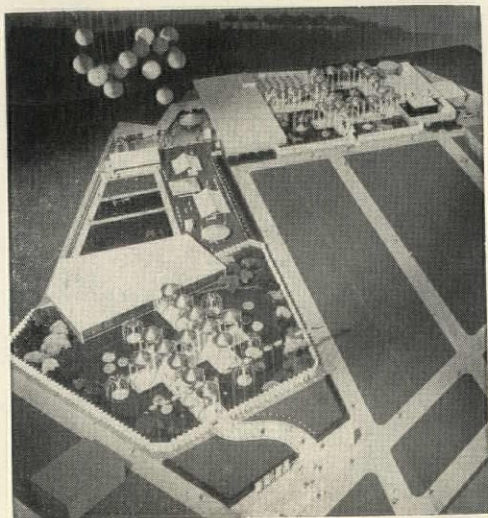


Jewish prayer room; rehabilitation unit; administration building; store house; and powerhouse. All but five of buildings are connected by enclosed corridors. Architects are La-Pierre, Litchfield & Partners, New York.



Photos: Bulnazar Korub

● U. S. Exhibit at World Agriculture Fair, New Delhi, India, uses "Indian motifs modified by American treatment . . . to create a feeling of unity between Indians and Americans," according to Architect Minoru Yamasaki, Minoru Yamasaki & Associates, Birmingham, Mich. Fair, which runs from December 11, 1959 to February 14, 1960, is sponsored by Farmers Forum of India and supported by Government agencies. Attendance by 3-4 millions from all parts of Southeast Asia is expected. American section consists of entrance dominated by 40-ft high domes containing photographic description of U. S. farm life; building with large-scale model of typical farm community, communications exhibits, library, and farm kitchen; building housing exhibits of processing and marketing, plus story of U. S. technical assistance program and use of U. S. foods around world; third building showing agricultural uses of atomic energy. Outdoor areas exhibit farm equipment, dairy barn, poultry raising, women's booths with canning, preserving, etc., and stage shows by 4-H boys and girls. Display design is by Frank Noftz & Associates of Detroit, working with the architects.

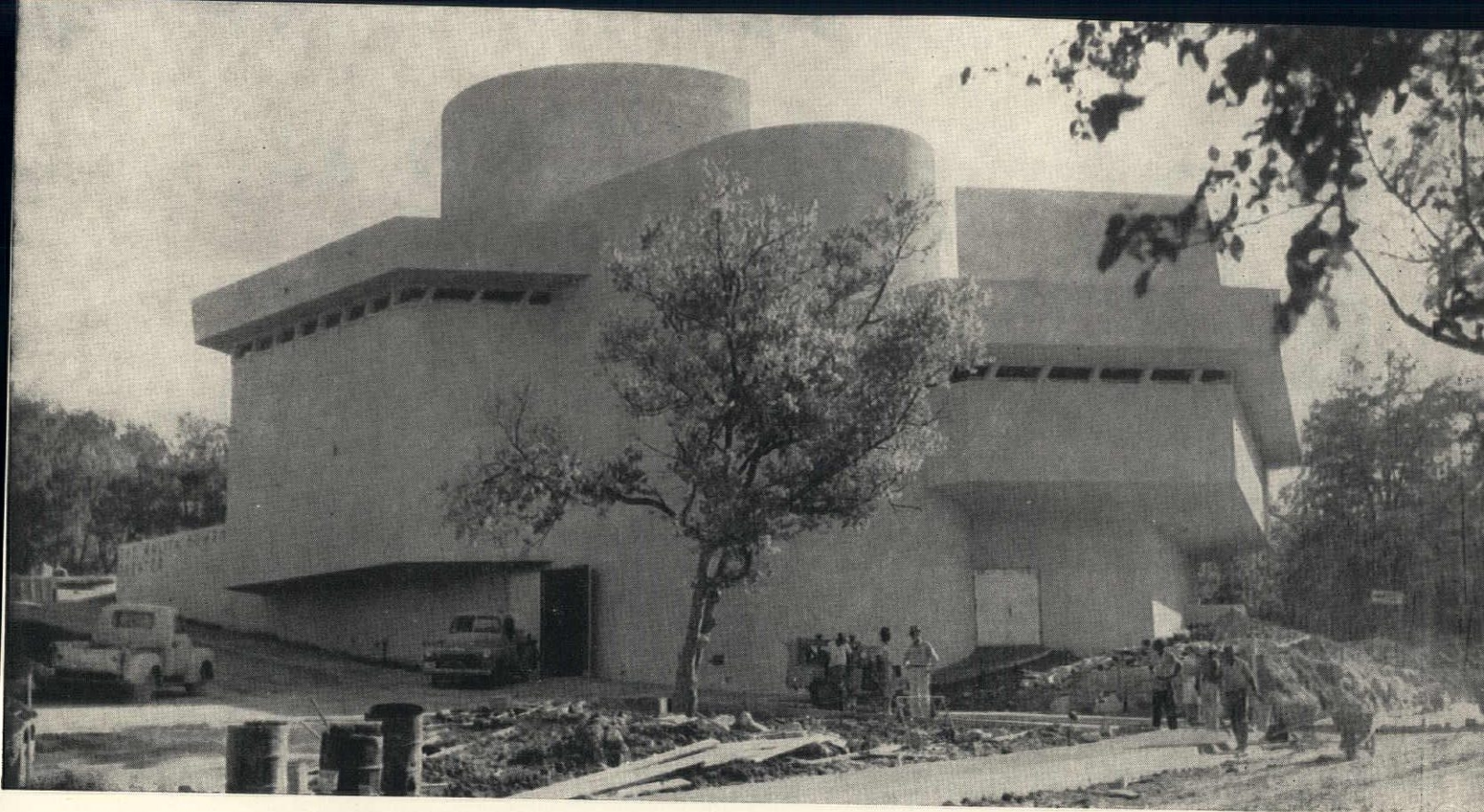


Personalities

EERO SAARINEN received annual Arts Award from Dickinson College, Carlisle, Pa., Dec. 1; award "covers all the humanities" . . . Architect **WILLIAM F. R. BALLARD** (Ballard, Todd & Snibbe, New York) was elected chairman of Citizens' Housing and Planning Council of New York . . . **JOHN W. ROOT** (Holabird & Root, Chicago) received civic award for service on Chicago Plan Commission; **WILLIAM HOLABIRD** of same firm replaced him on Commission . . . **FRANK A. MARSTON** (Metcalf & Eddy, Consulting Engineers, Boston) was elected president of American Society of Civil Engineers . . . **KAREL YASKO** (Foster & Yasko, Wausau, Wis.) has been named Chief Architect for State of Wisconsin . . . **VINCENT G. KLING**, Philadelphia, won two awards in 1959 Interior Awards Program of *Institutions* magazine, for Lankenau Hospital's Medical Science Building and Savarin Restaurant in Penn Center, an Honor Award in School Architecture from Pennsylvania Society of Architects for Riverview Park Building elementary school (which won P/A Award Citation in 1958) . . . **HIDEO SASAKI** will serve as landscape architect and site-planning consultant of New York's Grand Central City



(page 157, March 1959 P/A); he characterizes his designs for the project as "an urbanistic approach in the great western tradition" . . . Movement to city from suburbs is on increase, **VICTOR GRUEN** reported to New York Architectural League in talk on apartment-house design. Survey by him revealed that 20% to 40% signing up for New York luxury apartments are former suburbanites . . . Architect **JAMES B. FRANCIS**, Richmond, Mich., was elected second national district leader of Amvets . . . Alcoa 1959 Industrial Design Awards went to **CHARLES EAMES**, **PETER MULLER-MUNK**, and **F. W. PRIESS** (latter is manager of packaging and product design for Montgomery Ward & Company) . . . **JOSEPH AMISANO** (Toombs, Amisano & Wells, Atlanta) reports that structural engineers for Lenox Square Shopping Center (page 90, October 1959 P/A) were **MULLEN & POWELL**. **DEMETRIOS POLYCHRONIS** consulted on service station (page 89, April 1959 P/A) . . . San Francisco voted \$1.8 millions last month for restoration of **BERNARD RALPH MAYBECK**'s fabulous Palace of Fine Arts . . . **RICHARD E. SCHMIDT** (Schmidt, Garden & Erickson, Chicago) died October 16 . . . **CHARLES SMITH WHITNEY** (Amman & Whitney, Engineers, New York) died in Paris, October 25.



CHRISTMAS PRESENT FOR DALLAS: A THEATER BY WRIGHT

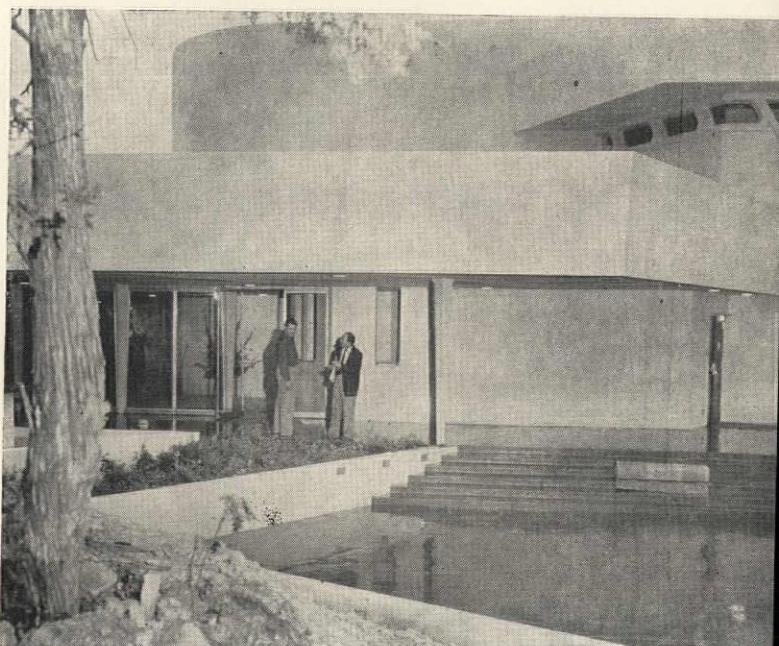
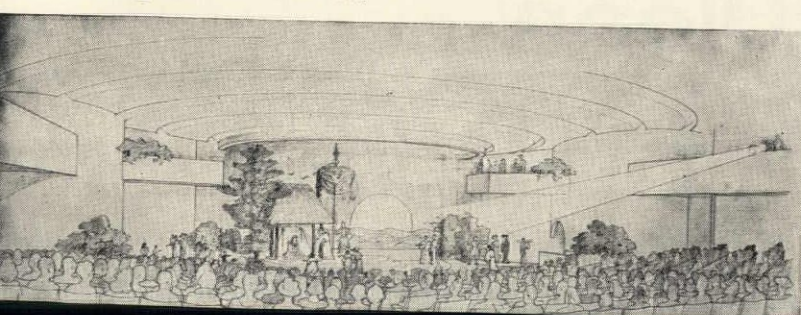
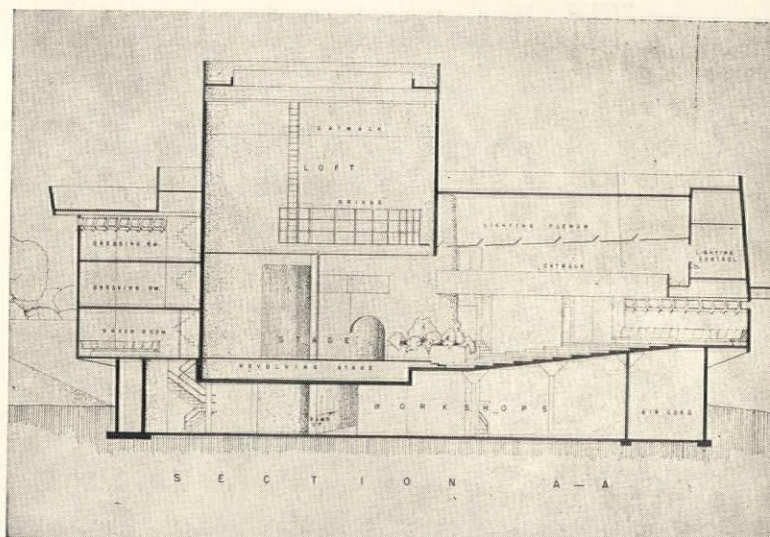
New Center Devoted to Presentation, Education

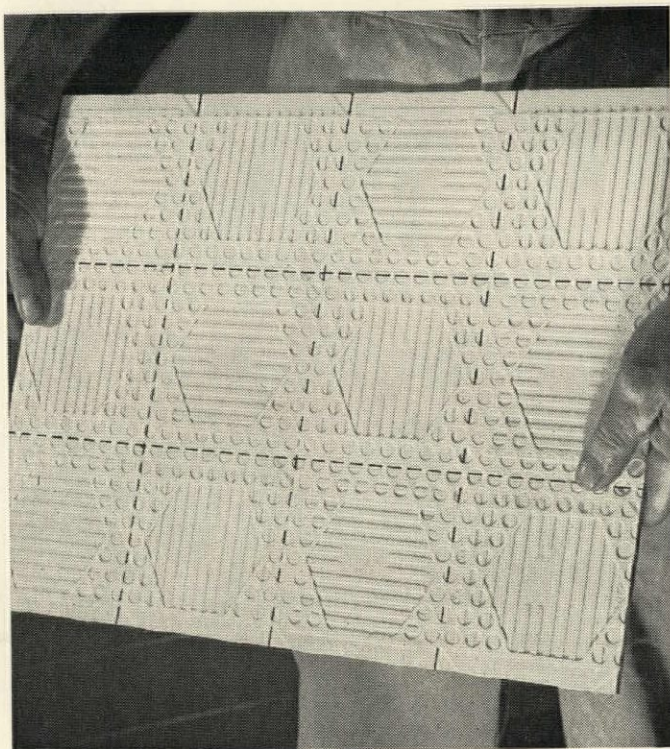
DALLAS, TEXAS—Two days after Christmas, Dallas Theater Center will open its first repertory season in its brand new building, one of last designs of Frank Lloyd Wright.

Dallas Theater Center maintains a permanent troupe which produces its entire repertoire in an eight-month season. Center houses graduate school of drama, children's teen-age theater, and adult courses in acting and theater techniques. Actors and technicians have been amply provided for in two levels of dressing, costume, and shower rooms, stage manager's and director's offices, and with latest mechanical and lighting controls.

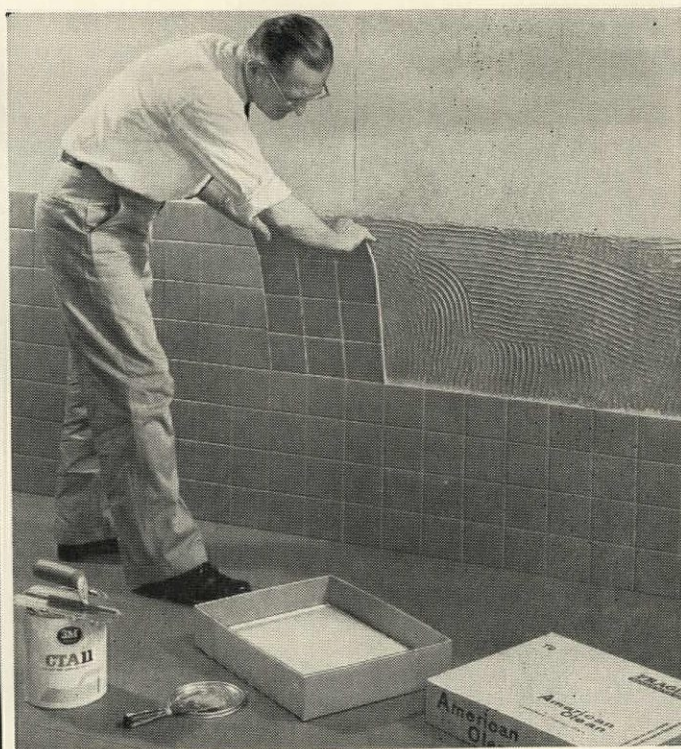
Dallas Theater Center is approached up a forested hill and over two levels of landscaped terrace. Art exhibitions can be held in specially lighted foyer. The 8000 sq. ft. auditorium seats 404 people at orchestra level, and 40 in balcony. Round stage projects into audience and is just a foot above auditorium floor. Stage revolves, and has 14 hydraulic cylinders in floor which raise and lower platforms. Loft area above stage is a 40-ft diameter concrete drum, back wall of which reaches to floor level, creating cyclorama. Lighting plenum occupies entire ceiling of auditorium and allows projection of light from almost vertical to practically horizontal.

Wright provided two roof terraces for Center, one for audience relaxation during intermissions, the other for exclusive use of actors. Audience terrace also serves as outdoor dramatics classroom. Interior and exterior wall color is Wright's favorite—buff.





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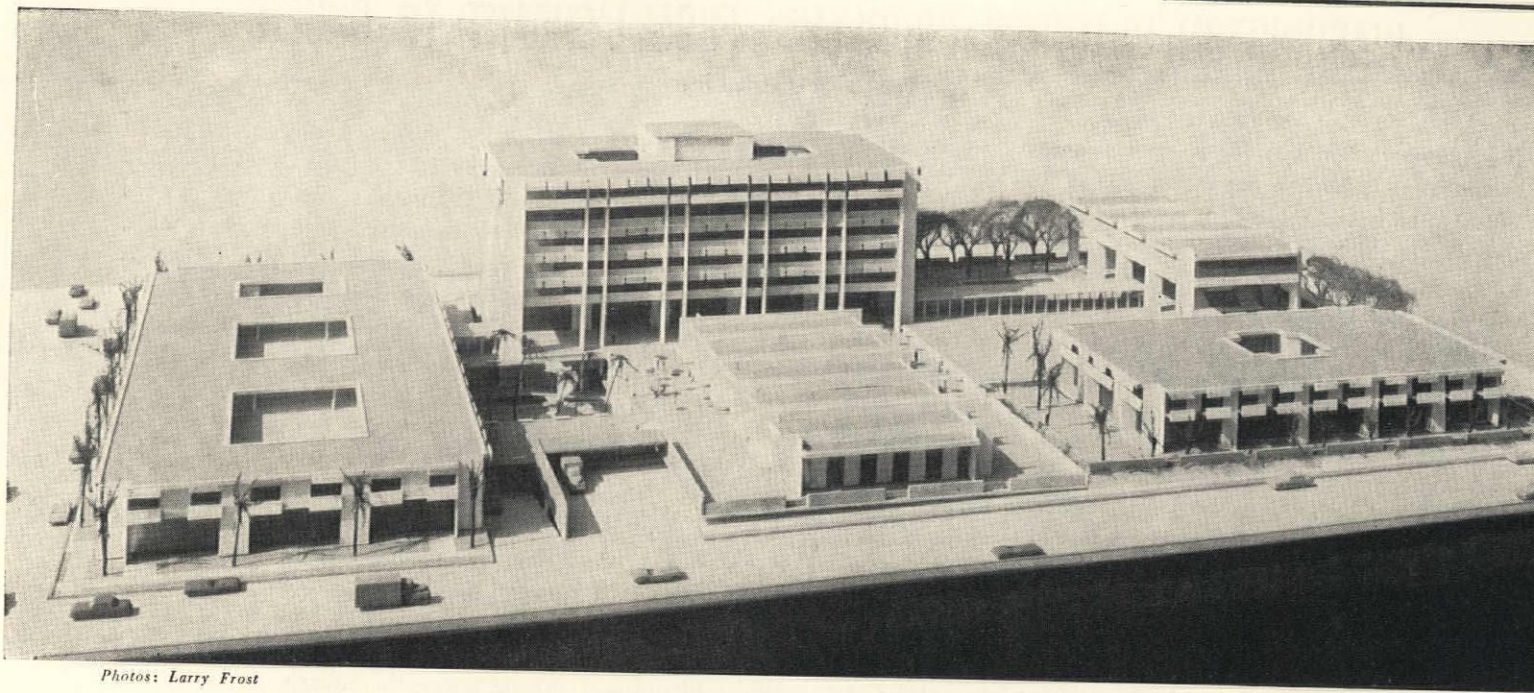
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Photos: Larry Frost

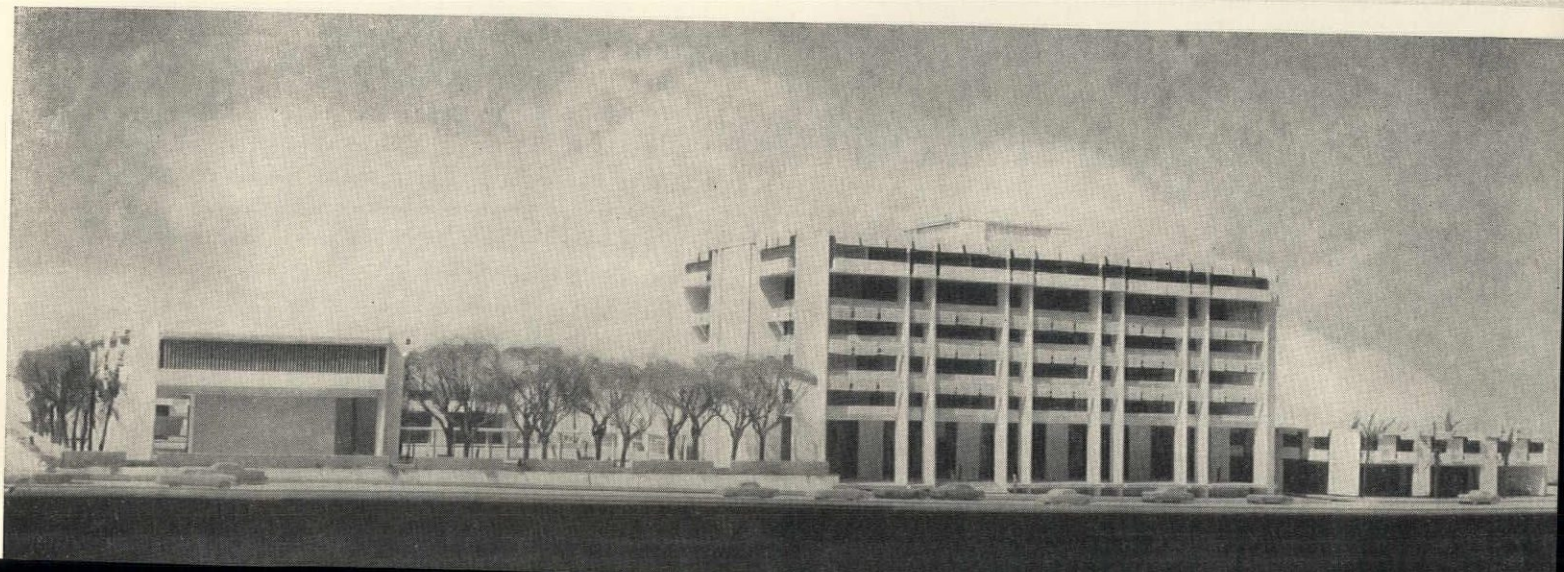
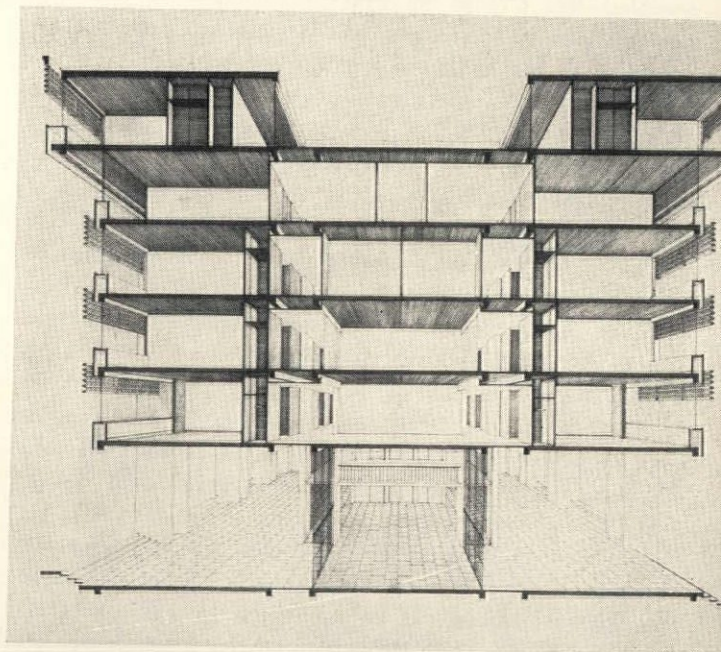
YOUNG ARCHITECT PROPOSES "VILLAGE" FOR MENTALLY ILL

Concept Emphasizes Feeling of Everyday Life

Plan for psychiatric center which would advance cures of patients not only through therapy, but also through sense of participation in an "accepting" community, has been advanced by Architect Bruce Arneill, New Haven, Conn.

Scheme, originally proposed for Los Angeles, consists of two related groups of buildings making up a "village" for mentally ill. One group is made of "urban" buildings, and consists of shopping center where patients and outsiders could shop (Arneill suggests that some patients be temporarily employed here); public dining pavilion where, again, public and patients can mix; and main medical office building, largest building in plan, which would hold administrative and doctors' offices and hotel floor for patients and relatives. (Section of medical building shown at right.) "Residential and recreation" buildings include pavilion and pool for recreation and therapies; and building for recreation and occupational therapy, with second-floor living units.

Arneill says plan can be likened to a resort, but that main idea is that mentally-disturbed people should be able to undergo therapy in a "normal" environment.



WASHINGTON PLANNING PROBLEMS: FROM L'ENFANT TO GRUEN

by Frederick Gutheim

The transportation bill for a quarter-century of virtually uncontrolled suburban expansion comes to \$2.8 billions. Washington has been told in a survey of regional expressway and rapid transit needs to 1980. Much of this is due to sprawl, but it is the central city that is hit hardest and will foot the biggest bill. The cost will be far greater when the sacrifices to the appearance and character of the city, the disruption of established neighborhoods and communities, and the disorganization of commercial and industrial areas is counted. Washington is a monumental city. It is just becoming aware of the consequences of its ill-considered inner-highway loop, and the Constitution Avenue bridge—jammed through under Presidential directive, and probably the city's worst planning blunder. L'Enfant's great Mall will be traversed and compromised as it has not been since the heyday of the railroads. A three-level expressway cross-over and the rest of the "chicken guts" (in Robert Moses' elegant phrase) of a major intersection is about to be built between Lincoln Memorial and Stone's National Cultural Center. Violations of Potomac Riverfront parks, Rock Creek Park, the Glover-Archbold park are but some of the instances that have troubled this city as no other planning issue has. The contrast between Washington's scrupulous architectural controls and fast-and-loose highway-and-bridge building is especially anguishing. Other cities face this problem, but it is hitting hard in this Federal city. Tired of fighting rear-guard skirmishes, Fine Arts Commission, official arbiter of civic taste, has finally laid it on the line. The issue, it says, is not projects but the character of the capital city itself. The Commission proposes a modest decentralization of new Federal buildings to other parts of the District of Columbia, and a virtual exclusion from the monumental core of the city of all expressways and high-speed through traffic. If the Commission is to be responsible for the appearance of the city, it contends it should be strengthened in powers and staff, broadened in jurisdiction, and allowed to give advice at earlier stages in the design work. There is enthusiasm for these objectives that has seldom been rallied before. National Capital Planning Commission, long a rubber-stamping device for one-sided compromises worked out between highway and parks officials, has awakened to its responsibilities for civic design. Its new director, William Finley (no relation to David E. Finley, who heads Fine Arts Commission) has warned that only improved design of highways, structures and bridges, and more extensive landscaping will reconcile highways and the city areas they traverse, or buffer traffic's roaring boom from city living. No one has said so directly, yet, but the proposed 300-mile metropolitan-expressway network will be one of the first casualties, unless some way is found to curb the engineering brutality and excesses of the single-minded highway builders. These issues have appeared in other cities, and they are undoubtedly factors in the current re-evaluation of the urban and industrial portions of the 40,000-mile Inter-regional system by a Presidential committee. The debates on the gas tax in the

closing days of the session showed many members of Congress aware of this impact, and still more troubled that local contributions to the Federal-aid program were distorting local budgets to the disadvantage of schools, housing, and other city programs. All this means that as Washington tries to put its new expressways in the larger picture of city building efforts, it will be pioneering for cities everywhere, and the results will come out as nationwide policies.

The new headquarters building of National Grange, soon to be occupied here, also illustrates that Fine Arts Commission lacks the powers needed to safeguard the city's national capital character and appearance. Its advisory jurisdiction must extend to entire blocks of the city, not be limited as at present to buildings facing on public parks or sites. The Grange, a powerful farm organization, has been prominently located on Jackson Place, facing the White House and historic Lafayette Square. It was forced to move out when its site was taken for the Executive Office building, designed by Henry R. Shepley of Boston.

"In January 1957," as Grange officials tell it, "we were served a taking order, and the Government took title to our property by depositing in escrow what it determined was a fair price of \$325,000 for the building and land. This was not acceptable to us, but at first we could not get anyone in the Government to talk to us about it. Then, on a single day in late August, just before the 1957 session of Congress adjourned, more than 100 members of Congress introduced identical bills asking that title be restored to National Grange. We finally reached a settlement whereby we got a comparable area of land just around the corner on H Street, and the architect designed a new building in such a way as to conform to the pattern of the whole block. We think we arrived at a fairly equitable solution, fair to the Grange and fair to the Government."

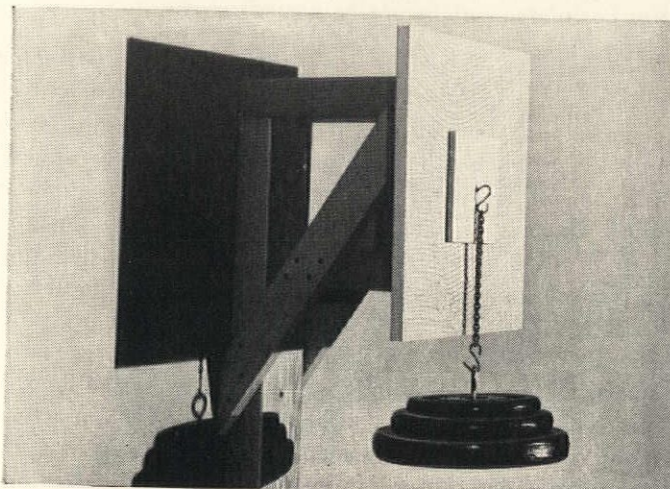
Whether the building "conforms to the pattern of the whole block" is probably debatable. What the Grange's architect designed was a conventional office building, filling the zoning envelope, faced with stone on the street side and showing a "Mary Ann behind" of brick on the other three sides—the ones that would show above the new Court of Claims and Shepley's Executive Office building, and would be seen from the White House—a typical disorderly townscape. The situation was somewhat saved from disaster by the expedient of Government paying the extra cost of facing the offensive brick walls in limestone. While one may conclude that the Grange's settlement was not so "fair" as it appeared, and perhaps the Government should have acquired the whole block, there is a limit to public acquisition and a real case for a stronger regulatory role for our advisory art agency.

Washington has just had an instructive demonstration that it is important to hire the architect first. A three-man panel appointed by the President last month heard presentations from Washington, New York City, and Los

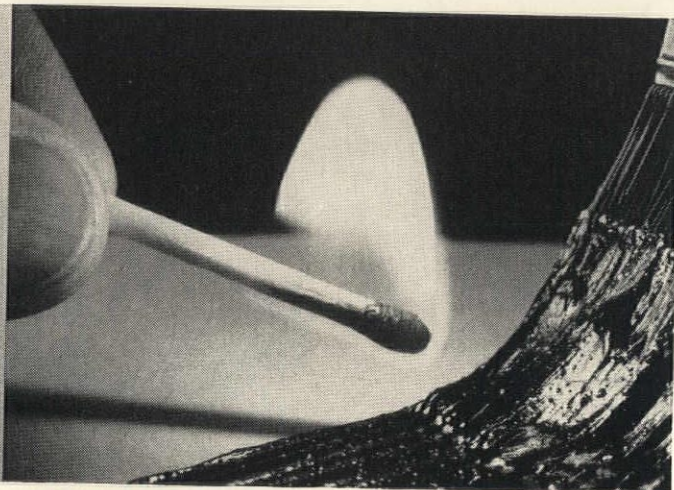
(Continued on page 86)

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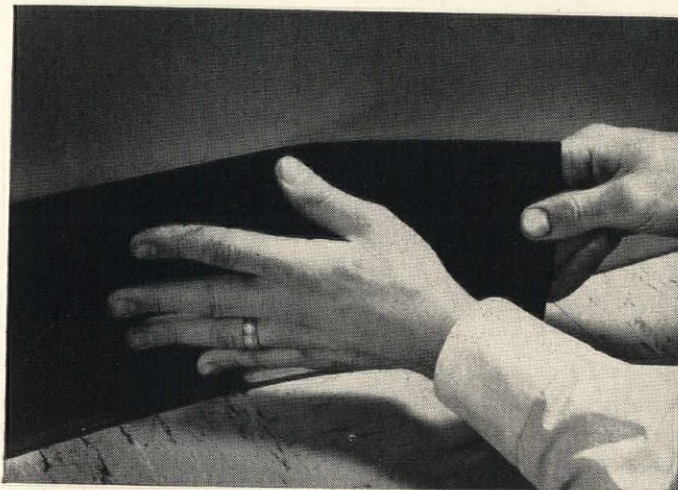
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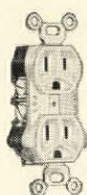
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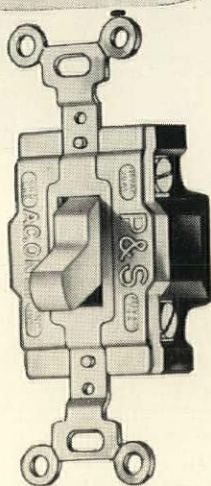
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p/a news report: financial

FINANCIAL ASPECTS OF PLANNING

by William Hurd Hillyer

P/A is grieved to report the death of Financial Columnist William Hurd Hillyer on October 26. This, his last column, was completed just before he passed away.

The other day, a taxicab driver's attention was attracted by a sign urging Americans to save. In a disgusted tone he commented: "Can you beat it? Sure we save! We're saving lots of our troubles for the guys now in baby carriages." This opinion is shared by many, but let us turn to those whose business of banking better fits them for judging.

With the disappearance of wilderness and prairie within this country, the trend of those who formerly turned to them has been reversed. David Rockefeller, chairman of the Downtown-Lower Manhattan Association's executive committee and vice-chairman of Chase Manhattan Bank, in a recent speech pointed out that there has been an increasingly rapid movement to metropolitan centers since the beginning of the century. To quote him: "We might as well say that here [New York City] and in other large cities we have a new frontier. It is a frontier in what has largely been a man-made wilderness of unplanned building. The new homesteaders are the planners and civic groups which understand the vital need for urban renewal if a desirable way of life is to be preserved in the great cities. . . . Continued unplanned development is no longer possible in present-day metropolitan centers." Rockefeller called attention to the fact that since 1950, nine and one-half million square feet of prime office space had been built or was in the process of construction in the central downtown area. "This is roughly equivalent to a one-story building covering the entire area of lower Manhattan . . . another one-half million square feet of space is planned for completion within the next two years." Rockefeller ended by stating that progress during the year had been "encouraging and prospects are bright for its continuation."

"Short of new developments in price relationships or technology, the next period of expansion in manufacturing capacity may involve a heavier emphasis on plant construction," is the forecast of Chase Manhattan Bank in its publication "Business in Brief." A major mail-order chain has announced a long-range plan for disbursing \$500 millions in the next five years for new stores, with 20 opening in 1960. *New York State Banker*, in an article by L. A. Jennings, Deputy Comptroller of the Currency, reports restriction on construction loans has been revised, "so as to include . . . loans made to finance the construction of industrial or commercial buildings and having maturities of not to exceed 18 months where there is a valid and binding agreement entered into by a financially responsible lender to advance the full amount of the bank's loans upon completion of the buildings . . . the aggregate amount of all construction loans may not exceed 100% of the bank's capital and surplus." Thus national banks are enabled to make construction loans on industrial or commercial properties which they have not

(Continued on page 86)

THICK...TOUGH...LIFETIME FINISH FOR WALLS

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UPGRADES CONCRETE BLOCK AND
OTHER SURFACES TO CERAMIC
TILE QUALITY AND BEAUTY...

*at a fraction
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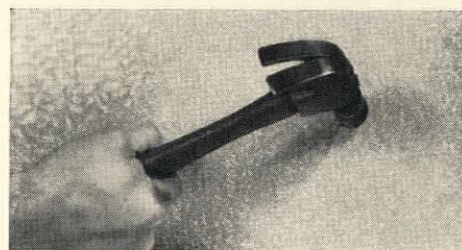


New GLID-TILE gives wall surfaces a beautiful, durable tile-like finish at a fraction of the cost of glazed, ceramic or structural tile. This special polyester resin spray finish is almost twenty times as thick as an average coat of paint. It outlasts conventional paint coatings by years!

GLID-TILE may be used over masonry block, concrete, wood, metal, plaster or wallboard. It becomes an integral part of the surface; cures to a continuous, non-porous finish that withstands hard usage, mechanical abuse, impact and abrasion. It resists acids, solvents, alkaline detergents and hot water. Because there are no mortar joints, GLID-TILE is the easiest of all wall coatings to maintain and keep clean . . . a tremendous saving in food processing plants and other operations where sanitation is a must.

GLID-TILE is available in a wide range of colors to meet the most modern color styling requirements—in offices, auditoriums, cafeterias, classrooms, laboratories, washrooms, factory production areas.

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GLID-TILE resists impact! This concrete block broke before the GLID-TILE coating cracked.



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p/a news report: financial

(Continued from page 84)


been able to do heretofore. However, Dr. Kurt F. Flexner, director of the Mortgage Finance Department, American Bankers Association, places the savings and loan associations in the number one position in the field of mortgage finance today. Let us investigate.

C. R. Mitchell, president, United States Savings and Loan League, called for a review of Government competition in the short-term money market. He said that some substantial withdrawals from savings institutions for the purchase of Government securities have been made in recent weeks. "In the normal course of events, most of these savings would have been available to the home mortgage market," he declared. "The savings invested in Government securities will have to be replaced with new savings if we are to avoid some serious problems in home financing." Chicago Federal Savings and Loan Association feels that to sustain a high number of home starts next season, builders will need to be assured of available financing. They should anticipate needs for funds as early as possible and try to make as high down payments as they can afford.

p/a news report: Washington


(Continued from page 82)

Angeles before deciding whether the United States should hold a World's Fair in 1964, and in which of the three competing cities. In the public hearing, governors, mayors, ambassadors, and other talking dignitaries fell over themselves, each claiming the most for their proposition. But it was Architect Victor Gruen, engaged by the Washington group, who carried off the palm. Other presentations raveled at the edge where promotional claims met the hard realities of land, time, or money; Gruen's neatly hemstitched article provided clear if admittedly preliminary answers. Unfortunately, the decision was not made on the basis of who is ready to produce what. New York will have a World's Fair in 1964—or perhaps 1965—the Commission finally decided. (If Seattle produces its Paul Thiry-designed Century 21 Show in 1961, most experts think a four-year interval between the two events is about the minimum.) What Gruen offered was the concept of a fair built on raw land 10 miles from downtown Washington, designed to become a permanent satellite city after the Fair. This would solve the problem of financing costly site improvements to raw land by selling them to a future municipal corporation. He proposed a series of "islands" like shopping centers, below which level services would then be organized, and above which restaurants and exhibit buildings would rise. The pedestrian level would be unified by bridges. Gruen's grasp of the practical details of city planning, and his resolution of the transportation, housing, and other needs of both the Fair and the ultimate satellite city, were compelling features of his presentation. He also impressively urged the merits of the plan as "an opportunity to demonstrate new approaches and new ideas in the field of city planning," and argued that the new town approach would show how to deal with urban sprawl and slums. The operation was a success, but the patient died!



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SIZES: New White and Beige... 4" high in 48" lengths only. Other colors... 2½", 4" and 6" high in 48" lengths... also 2½" and 4" high in 96-foot rolls.


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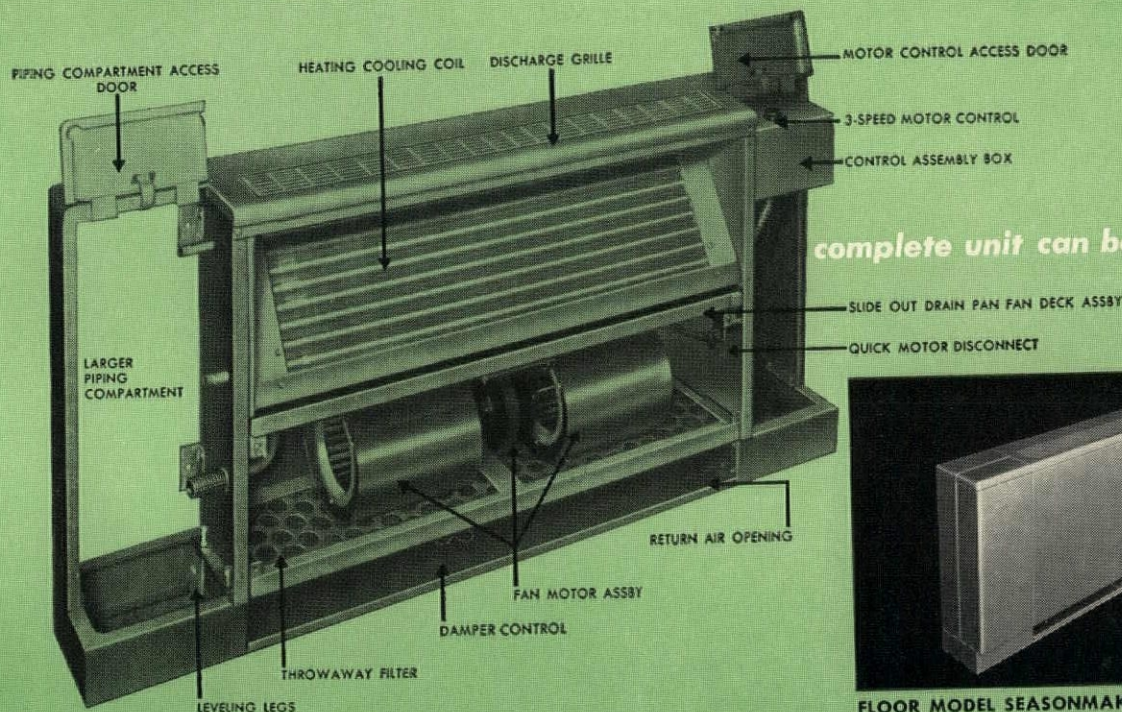
Now... KenCove costs no more than rubber base! Inside and outside corners can be formed on the job, saving dollars. (Factory molded corners also available — see below.) Matte finish hides wall irregularities. Takes hard usage, resists marring. Call your Kentile Representative or see Sweet's File.

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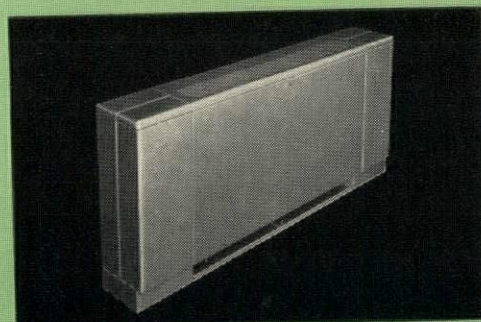
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FACTORY MOLDED CORNERS: 4" and 6" high for outside corners; 4" high only for inside.



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thin-line design
SEASONMAKER

McQuay thin-line design individual room Seasonmakers are popular, not only because of their convenient size, their high efficiency and their inherent quality, but because they are so extremely versatile and dependable. Every part is easily and quickly accessible. They are easy to install and easy to work with. For example, filters are easily changeable; the slide-out fan deck is quickly removable; the hand of coil is easily reversible in the field.

All McQuay Seasonmakers utilize central station heating and cooling and are available with capacities of 220, 330, 440, 520 and 640 cfm. They furnish individual room comfort at any desired temperature level—heated, filtered air in winter and cooled, dehumidified and filtered air in summer. Seasonmakers are ideal for multi-room buildings such as hotels, apartments, motels, schools, hospitals, offices and residences.

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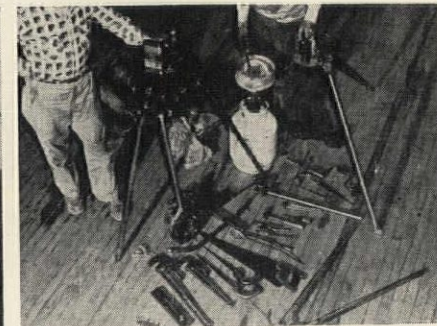
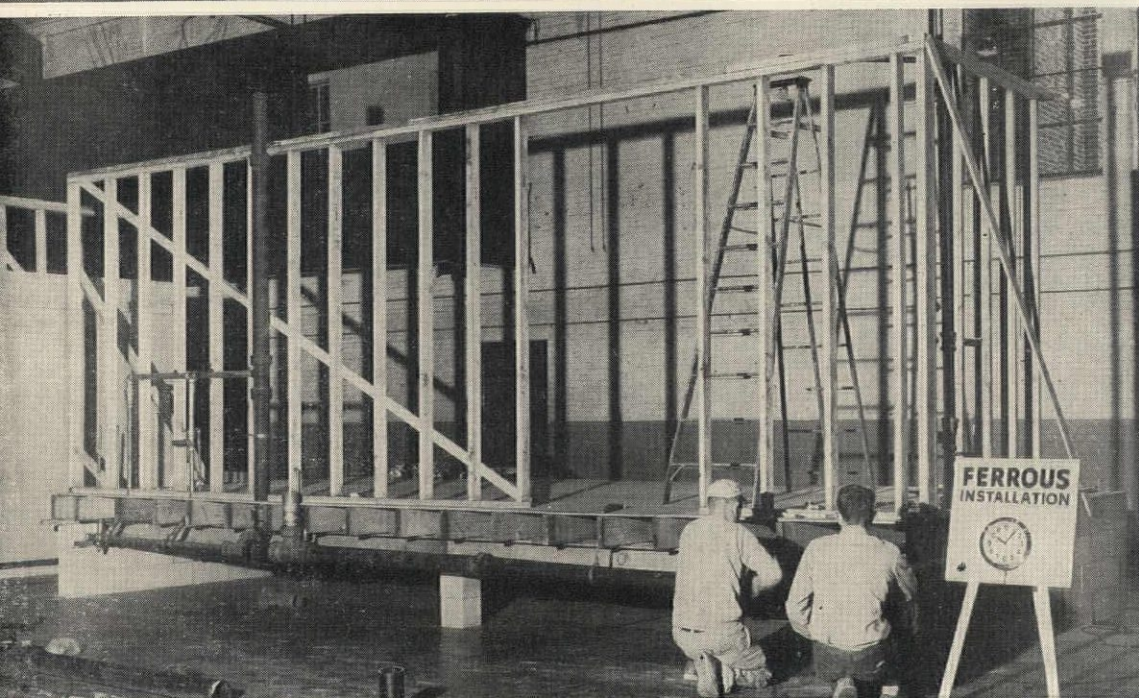
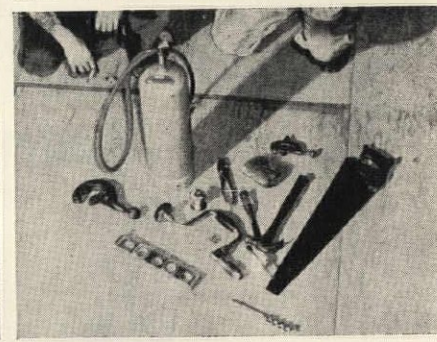
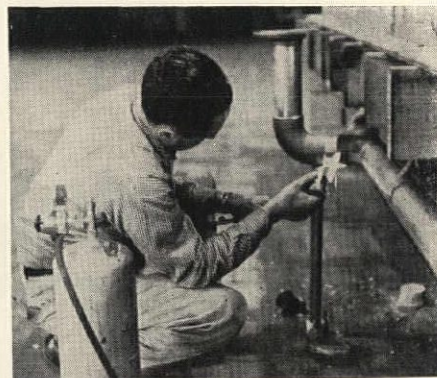
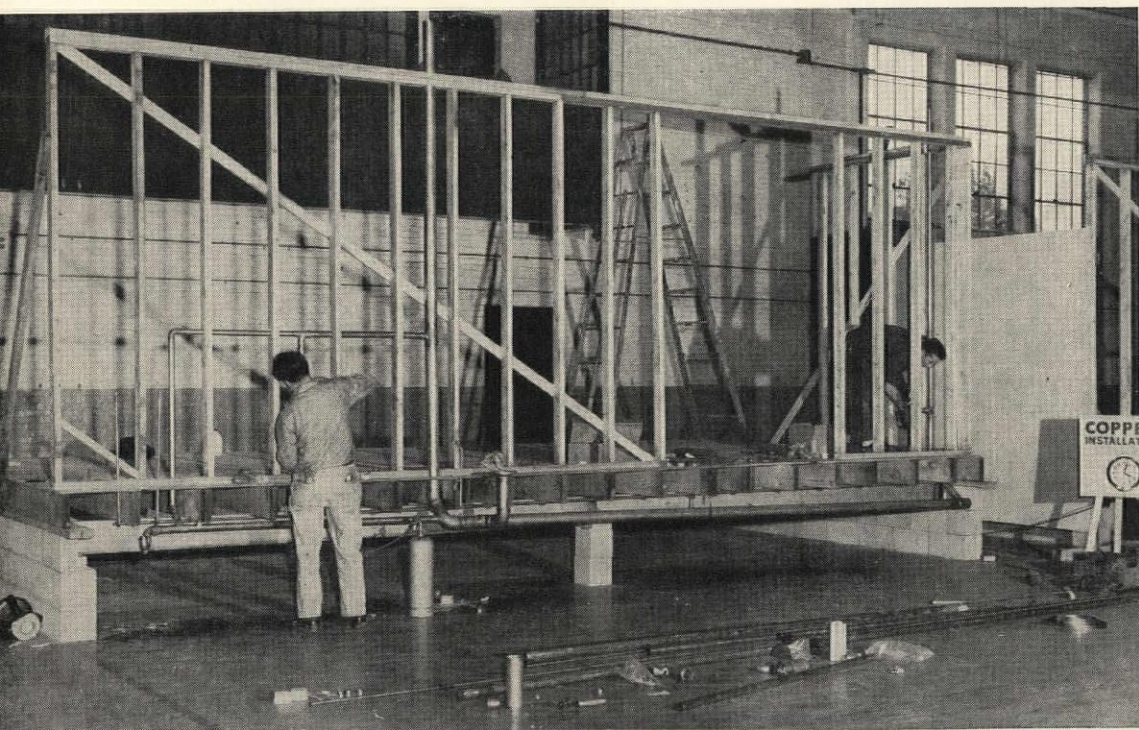
Demonstration Shows Copper System 26 Percent Faster

WATERBURY, CONN., Oct. 22—To determine a quantitative answer to the frequent question, "What piping material is least expensive to install?" Chase Brass & Copper Company officials today staged a full-scale demonstration presenting timed, comparative installations of two rough plumbing systems—one in copper and the other in ferrous piping. The all-copper system—similar to one in a typical low-cost home, including a full bath and a kitchen with provisions for a dishwasher or washing machine—took 26 percent less time to complete. Total cost of the copper rough plumbing was \$209.09, as compared with \$233.97 for the ferrous installation. These costs included materials, labor, and typical overhead and profit percentages for the plumbing contractor. Piping costs for each system were practically equal; primary savings resulted from reduced

man hours permitting the copper installations to be completed for \$24.88 less than its competitor. For demonstration purposes, twin wood-frame structures were constructed inside the Waterbury Armory. Two competing plumber-and-helper teams were supplied by Romaniello Bros. Inc., a local firm. All materials and tools were delivered to the site in advance; however, no prior study of the plumbing layout was allowed, so that both teams started on an equal basis. The City Plumbing Inspector and two instructors from nearby apprentice training centers supervised the work. Copper completed at 7½ hrs (left top); ferrous installation finished in 10¼ hrs (left bottom). Tools required for copper and ferrous installations, respectively (center right).

Chase Brass & Copper Company

100





101

Safety in Electrical Distribution

New concept in electrical distribution for industrial and commercial buildings provides outstanding flexibility and safety. "XL BUStribution Duct" eliminates costly power take-offs where not needed; separate plug-in switches may be moved to almost any point. Bus plugs are safely installed while power is still on, since plug-in cover remains closed until switch plug is in safe position, and plug cannot be moved while switch is on. Duct withstands unusual electrical and mechanical stresses, it incorporates lowest voltage drop practicable, and it is specifically designed for proper use of aluminum (copper is available if desired). Support is required at 10' intervals.

Bulldog Electric Products Division
I-T-E Circuit Breaker Company

101



102

Faucets Replaced in Push-Button Plumbing

Revolutionary system of water control eliminates faucets at sink, lavatory, tub, and shower. Colorful push-buttons appear instead, located wherever desired, and control solenoid valves through a low-voltage electrical system. Hot, cold, or warm water is supplied; additional buttons supply extra warm, full or gentle flow, soft or hard water. Warm water is mixed at water heater instead of fixture, thereby requiring only one supply line per fixture and substantially reducing heat loss in line. Further practicality of "Ultraflo" system is elimination of leakage since line is without pressure unless water is being used. Unit is prewired for installation at heater and requires only plug-in to 110 v. single copper tube to each fixture, and light wires to control button.

American Sanitary Manufacturing Company

102



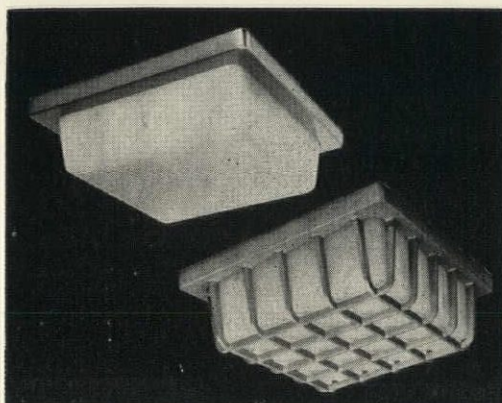
103

Designs Give Luxury Look to Furniture

Look of contemporary opulence is given to chairs and sofas by use of glove-skin leather and chrome steel. "Linea" collection features lounge chair (shown), and three-seater sofa, both with box-tufted cushions in either beige, black, brown, or tan. Made in Switzerland.

Stendig, Inc.

103



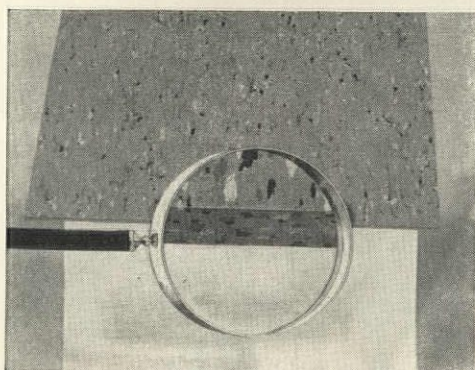
104

Surface-Mounted Lighting Is Vaportight

New surface-mounted vaportight lighting is designed for shower rooms, vestibules, covered walkways, loading platforms, swimming pools, and canopies. Cast aluminum with satin-anodized finish gives "Line 43-88" permanence against corrosive elements indoors and outdoors. Integral cast-aluminum guard is available for protection against abnormal abuse.

McPhilben Lighting, Inc.

104



105

Floor Tile Has Color Chips Throughout

"Vina-Lux Series 800" tile, with color-chip styling throughout its 1/8" thickness, is designed for heavy-duty industrial, commercial, and institutional areas. Although originally planned as a premium-price product, it can be sold at regular price because of unique Houston plant that is engineered

for exclusive manufacture of vinyl asbestos products.
Asrock Floor Products Division
Uvalde Rock Asphalt Company

105

Girard Designs Six New Textiles

New line of six textiles designed by Alexander Girard includes "Small Triangles," which is available in crimson-dark, grey, navy on white linen; and olive-green-dark on natural linen. Collection also includes two other pigment prints on plain backgrounds, two drapery and casement fabrics combining woven stripes with open work, and "Miller Wool," an upholstery fabric combining wool with 16% nylon in the face and 20% cotton in the back for extra strength. The wool may be had in 15 colors created by Girard.

Herman Miller Furniture Company

106



106

Water Coolers Debut as "Packaged Cooling"

New variety of water coolers has an exclusive feature called "Packaged Cooling" that eliminates major field service. Separate inside cabinet, 12 9/16" x 20", houses entire refrigeration system and can be easily removed for servicing. Front panel is removable as a unit for full access to cooling package. "Advanced" models (with inside plumbing) have flush-to-wall installation; "Wall-Hung" models (shown) have off-the-floor mounting at variable heights.

Sunroc Corporation

107



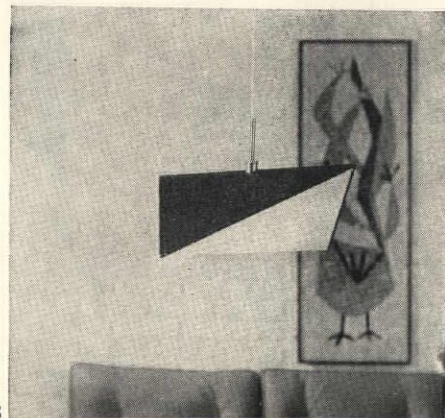
107

Angular Form Distinguishes Lighting Fixture

Dramatic lighting fixture is a creation of planes and triangles that produce interesting optical illusions. Shade is black metal and white plastic with solid polished brass trim. Soft light is diffused both downward and outward. "Tivoli" is one of 12 new highly-styled fixtures added to the "Enchante" line.

Thomas Industries, Inc.

108



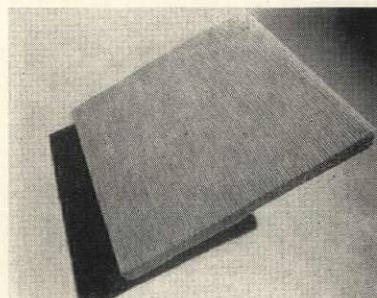
108

Form-Board Offers Outstanding Qualities

New permanent form-board, which is faced with glass cloth, offers several outstanding qualities in its installation with poured-in-place gypsum or lightweight-concrete roof decks. Fire safety, exceptional thermal efficiency, high sound absorption, and unusual resistance to damage make it particularly suitable for low-ceiling areas and rooms subject to ceiling impact. Open-weave texture of glass-cloth facing is decorative whether plain or painted. Special sizes larger than the standard 32" x 48" x 1" may be ordered.

Owens-Corning Fiberglass Corporation

109



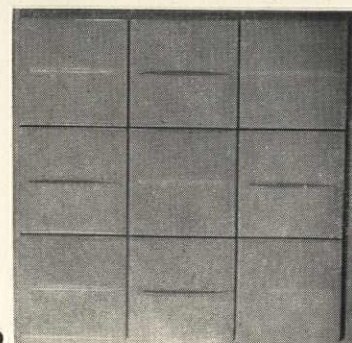
109

Ceramic Tile Has New Sculptured Patterns

"Half Moon" and "Sand Dune" (shown), designed by Peter Quay Yang Associates, are two new patterns of sculptured ceramic tile. Varied effects can be obtained by using patterned tiles with or without plain tiles, and by regulating source and intensity of lighting. Size is 4" x 4"; finish is matte, semi-matte, or glossy.

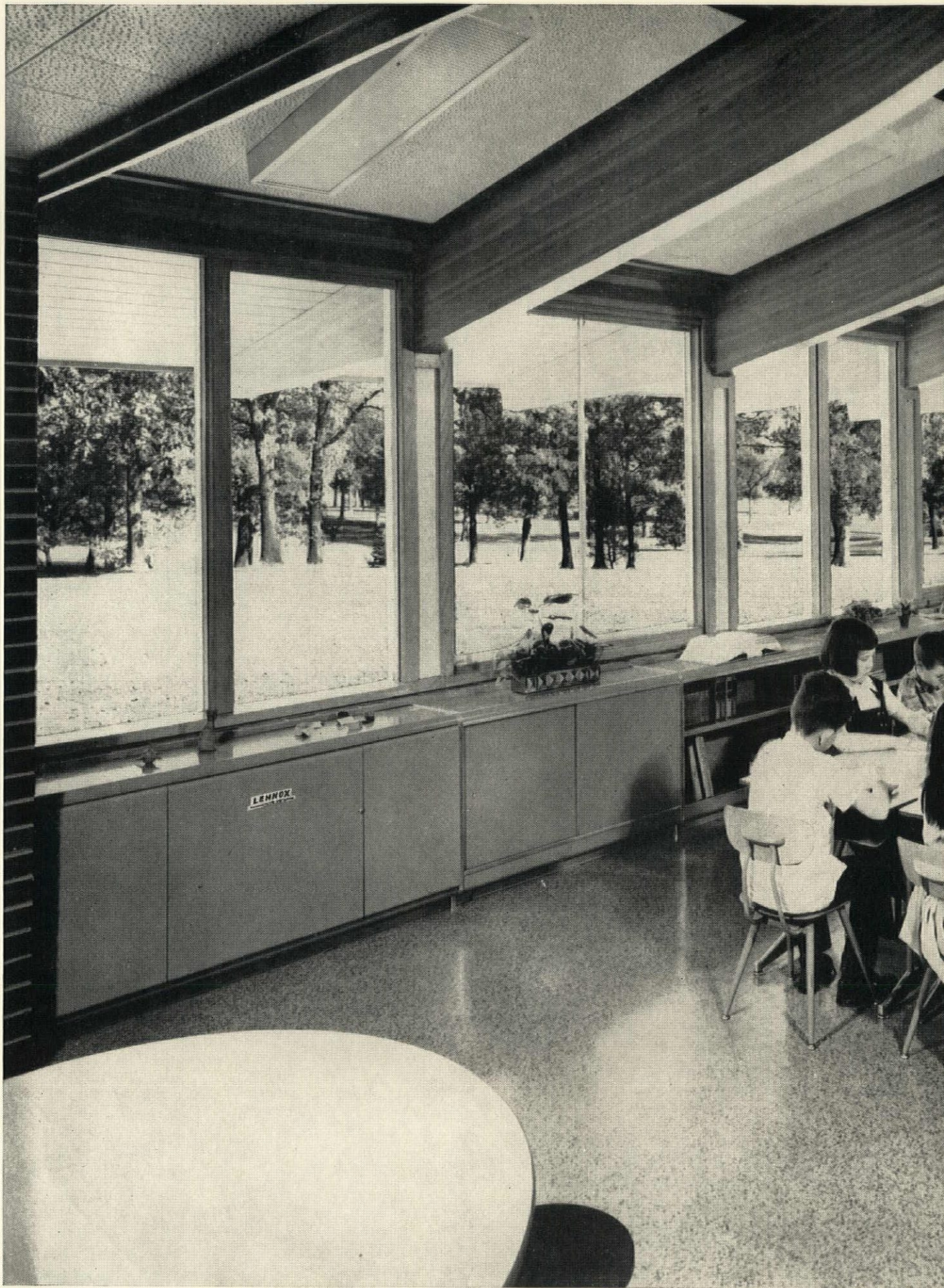
Robertson Manufacturing Company

110



110

(Continued on page 96)





The Lennox Living Laboratory: This \$50,000 school has been built by Lennox Industries, Inc. in Des Moines, Iowa to carry on research in the field of school classroom heating, ventilating and air conditioning. Extensive research and testing is carried on continuously, both with and without students present in the classrooms.

GAS *and* **LENNOX** *can* *provide your schools with the* *finest in fresh air heating and* *ventilating...*

at lower operating and building costs

This new Gas system automatically draws in fresh air from outside . . . warms, cleans, and circulates air quietly and evenly throughout the school.

It's hard to believe, yet 65¢ per square foot was the complete cost of installing a Gas-fired Lennox Comfort Curtain System in the Potosi, Missouri, High School — including automatic controls, ductwork, labor — everything.

This is unusually low, even for the Comfort Curtain, but costs of \$1.03 in Indiana; \$1.15 in Montana; and \$1.12 in South Dakota were *usual and typical* of the amazing savings offered by a Lennox Comfort Curtain System using Gas.

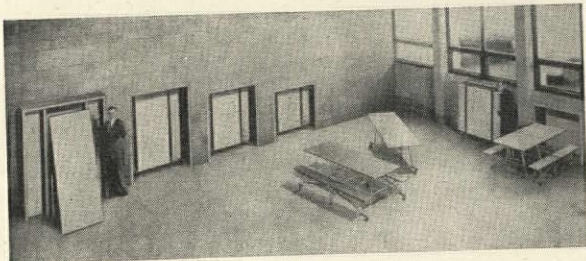
Money saving, safe Gas units are being installed in thousands of schools across the country. If you have specific questions, your local Gas company or a Lennox specialist — or both — will be available to assist the architects and engineers to illustrate how this equipment can best be applied to any specific school plan. Check the facts about Gas and you'll see — modern Gas heating out-performs all other fuels.

Call your local Gas company or write to Lennox Industries, Inc., 1701 East Euclid Ave., Des Moines 5, Iowa. *American Gas Association.*

(Continued from page 93)

Varied-Height Cabinets Store Tables

"Erickson" folding tables now come in six lengths and can be stored in cabinets of six varying heights. Table lengths are 6', 7', 8', 10', 12', and 14', to be stored in cabinets approximately 3', 3 1/2', 4', 5', 6', and 7' high, respectively. Each cabinet stores one to four tables. Design variations



possible with different height cabinets can be readily seen: tables may be stored beneath window or display areas, or allowed to go full height on windowless walls. Tabletop colors are yellow, turquoise, and light birch plaid; bench colors are charcoal and light birch plaid. Special colors are available.

Haldeman-Homme Manufacturing Company

111

Insulation Available in New Thicknesses

Pre-scored expanded polystyrene insulation boards are now fabricated in thicknesses ranging from 1" to 2", meeting new FHA Minimum Property Standards for perimeter insulation. "Scorboard" permits adequate insulation for any combination of requirements outlined in the MPS.

Dow Chemical Company

112

Polystyrene Makes Effective Pipe-Covering

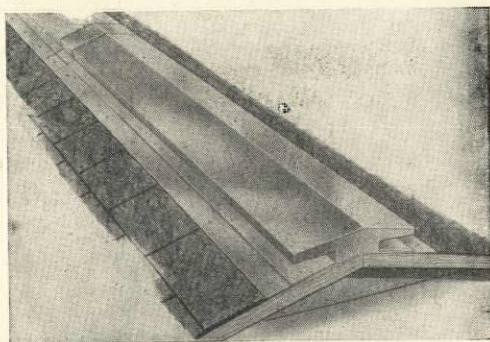
Expanded-polystyrene pipe-covering possesses significant insulating efficiency and economy for temperatures lower than 150 F. "Uni-Crest" effectively stops costly heat gain and prevents condensation and dripping; it has a low K factor, is odorless, non-toxic, and moisture-resistant. Low weight minimizes supporting structures. Three standard sizes—1", 1 1/2", and 2"—suit a range of temperatures.

United Cork Company

113

Continuous Ridge Ventilates Attic

All-aluminum, continuous, ridge vent provides inconspicuous attic ventilation that is engineered for effective condensa-



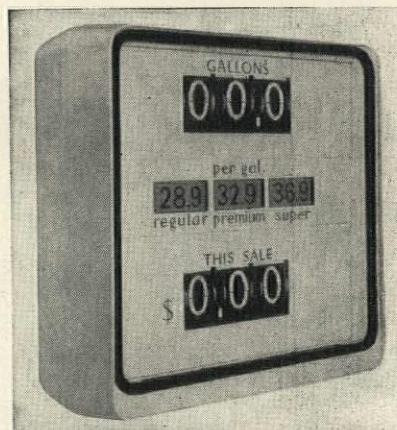
tion and temperature control. "Vent-A-Ridge" is prefabricated in 8', 9', and 10' lengths and fits any pitch roof. Rain and snow infiltration is prevented by reversed louvers.

HC Products Company

114

Electronic Fueling Gives Design Freedom

Electronically-controlled push-button delivery system for gasoline introduces totally new concept into service-station layout. There are three basic components of the "Modular Electronic Fuel System": a flow meter, a control unit, and a computer-indicator (shown). Because these are electronically, not mechanically, linked, there is complete flexibility of location among them. Conventional pump islands are no



longer necessary and gasoline may be dispensed from stations or from overhead or underground installations. Indicator may be located anywhere that gives best use of space and easiest viewing by motorist: on post or canopy, in retractable or stationary position. Numerals are three times larger than on present pumps, for increased legibility. On a functional basis, cost of system promises to be in reasonable relationship to cost of conventional equipment.

115

Furniture Is Imported from Holland

Furniture designed and manufactured in the Netherlands is now available in U. S. Cocktail table shown comes in teak-wood or walnut; has novel container insertion for growing



plants or fresh flowers. Slatted rack under table is for magazines. From "Vega" collection by Ouwenbroek, it costs approximately \$90.

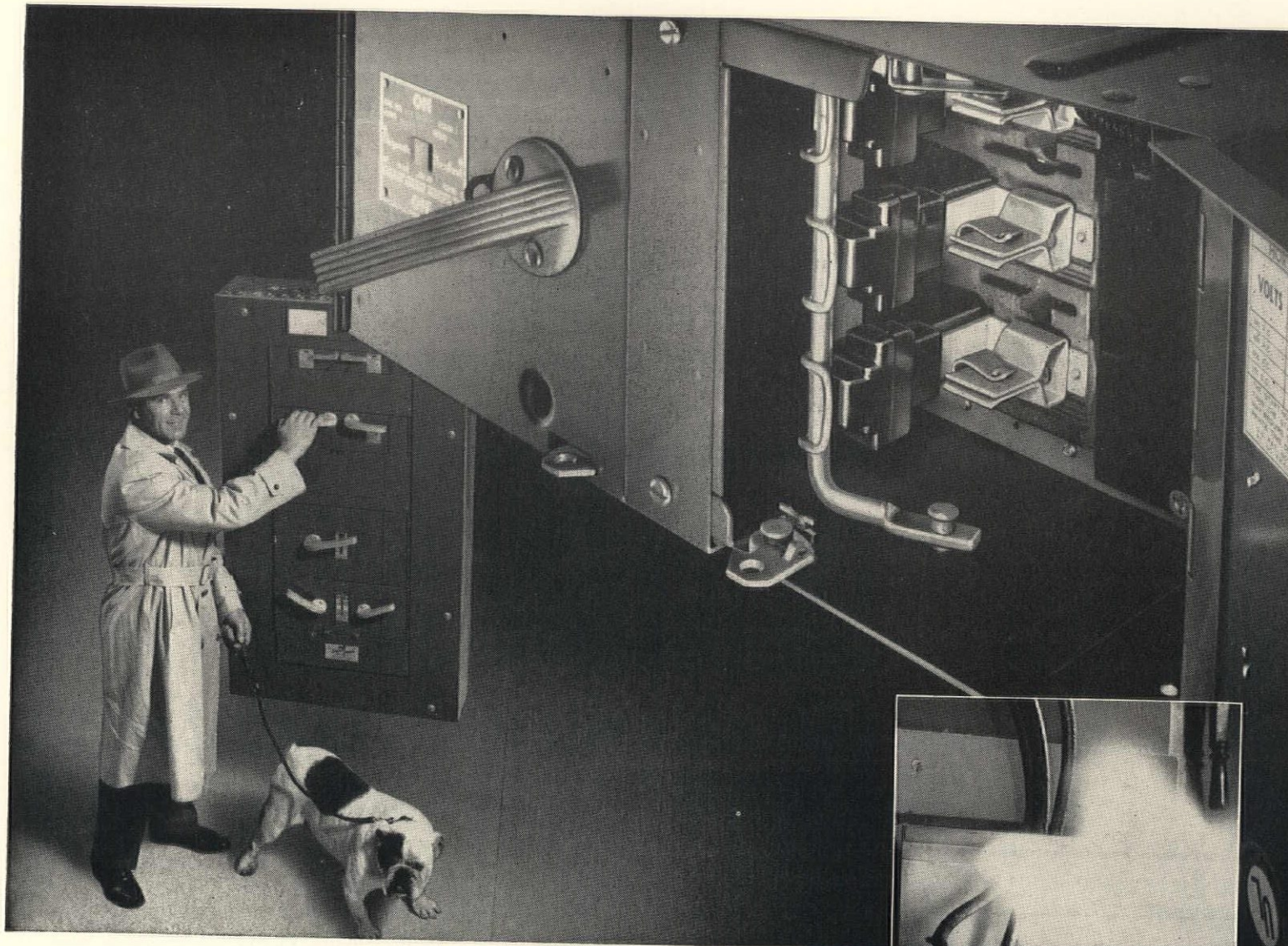
Daniel E. Lewitt Associates

116

Process Restores Roof Shingles

Polyurethane "liquid resin" promises reroofing without re-shingling—by sealing and revitalizing worn-out asphalt shingles, even straightening curled wooden shingles. Formulation is brushed or sprayed onto roof, then followed by layer of sifted sand; for best results, treatment is repeated. On completion, roof is not only watertight but also has unusual resistance to impact and abrasion and a high reflec-

(Continued on page 98)



FOR SAFETY'S SAKE, SPECIFY VACU-BREAK POWER PANELS

Here are some basic facts why BullDog Power Panels with Vacu-Break* units are tops in safety and performance. Vacu-Break design minimizes destructive arcs because contacts are housed in compact chambers that extinguish the arcs immediately. Result: maximum safety . . . virtually no pitting or burning of contacts . . . minimum maintenance. Vacu-Break switch units are "quick-make, quick-break" with an interlocking safety mechanism. Contacts are *directly* attached to operating handle. No tricky toggles or springs. You get positive, safe switching always. And when the handle is in OFF position, you *know* the switch is off!

The Clampmatic* design provides clamped-pressure switching con-

tacts to prevent overheating at these points. Needless heat-generating areas are eliminated because there are no hinged, current carrying parts . . . and all conductors are silvered. BullDog switches also withstand severe fault currents. In recent tests, standard BullDog switches with Amp-Traps** were subjected to a 100,000-amp short circuit current. *They were undamaged!*

For safety's sake—and superior performance—specify BullDog Vacu-Break Power Panels.

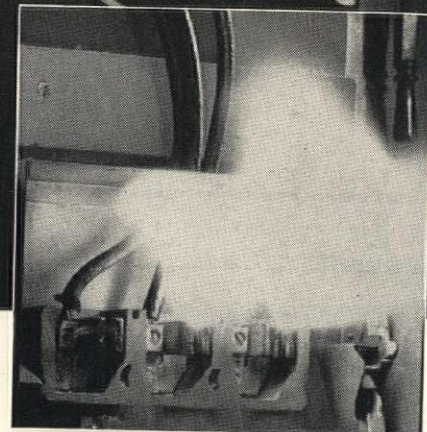


®

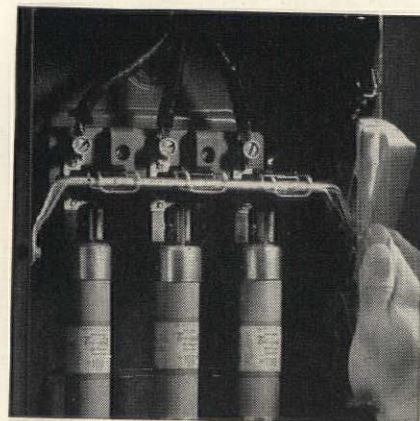
BULLDOG ELECTRIC PRODUCTS DIVISION
I-T-E CIRCUIT BREAKER COMPANY
BOX 177 • DETROIT 32, MICHIGAN

In Canada: 80 Clayton Rd., Toronto 15, Ont. Export Division: 13 East 40th St., New York 16, N.Y.

*Vacu-Break and Clampmatic are registered trademarks of the I-T-E Circuit Breaker Company. **Amp-Trap is a registered trademark of the Chase-Shawmut Company.

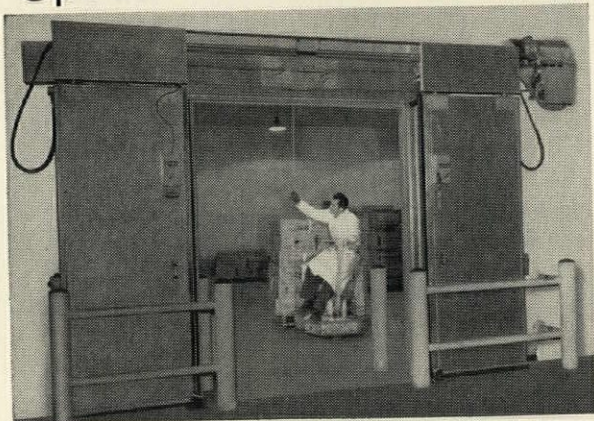


Dangerous flash explosion occurs at instant of "break" in open knifeblade switch . . . causing blades to burn, pit, deteriorate. (This photograph and the one below are unretouched.)



BullDog Vacu-Break chamber smotheres arcs before they can cause damage. Both are 100-amp, 600-volt switches, operating under 90-ampere, 440-volt load with 40% to 50% power factor.

Automatic Electric Doors Speed Volume Trucking



NEW Jamison Electroglide* Doors

A completely new design for power operated doors with famous Jamison Cold Storage Door performance. Fast, automatic opening and closing speeds traffic, saves time, eliminates refrigeration loss.

Send for a copy of new bulletin for data on operation, features, dimensions. Jamison Cold Storage Door Co., Hagerstown, Md.

* T. M. registered

JAMISON

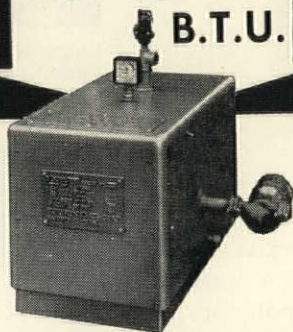
COLD STORAGE DOORS

For more information, turn to Reader Service card, circle No. 310

ELECTRIC HOT WATER HEAT

TO
2,000,000
B.T.U.

- 40,948 B.T.U. to 2,000,000 B.T.U. Output.
- All units meet the requirements of the ASME Boiler and Pressure Vessel Code.



PRECISION *Electric* HOT WATER HEATING BOILER

- Complete unit ready for installation with circulating hot water system and water chiller for year-round air-conditioning.
- Conversion easily accomplished where other type fuels now used. Suited for homes, churches, apartments, hotels, motels, hospitals, commercial buildings, swimming pools, snow melting and domestic hot water. Temperature Range 60 to 250 degrees.
- Every unit tested and inspected.

Write for color brochure and prices.



PRECISION parts corporation

400- PA North 1st. Street
Nashville 7, Tennessee

No ducts! No noise! No chimney! No odors! No flame!

For more information, turn to Reader Service card, circle No. 311

p/a news report: products

(Continued from page 96)

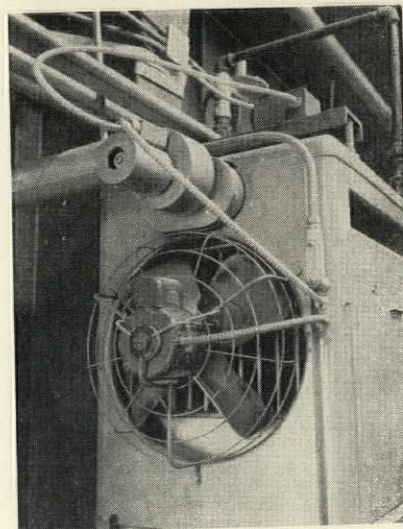
tance of solar heat. "Del-Coat" treatment is half the price of new roof.

Delka Research Corporation

117

Exhauster for Gas Heater Needs No Chimney

New motorized vent exhauster opens the way for economical and flexible gas-unit heating in office buildings, older manufacturing plants, and multistory warehouses. Gases are exhausted directly to the outdoors through side wall



of building, requiring only standard lightweight 4" pipe and no chimney. "Ventor" improves heater efficiency by eliminating downdrafts and by venting immediately regardless of stack temperature. It is half the size and price of similar-capacity units.

Reznor Manufacturing Company

118

Molded Plywood Chairs Have Flowing Lines

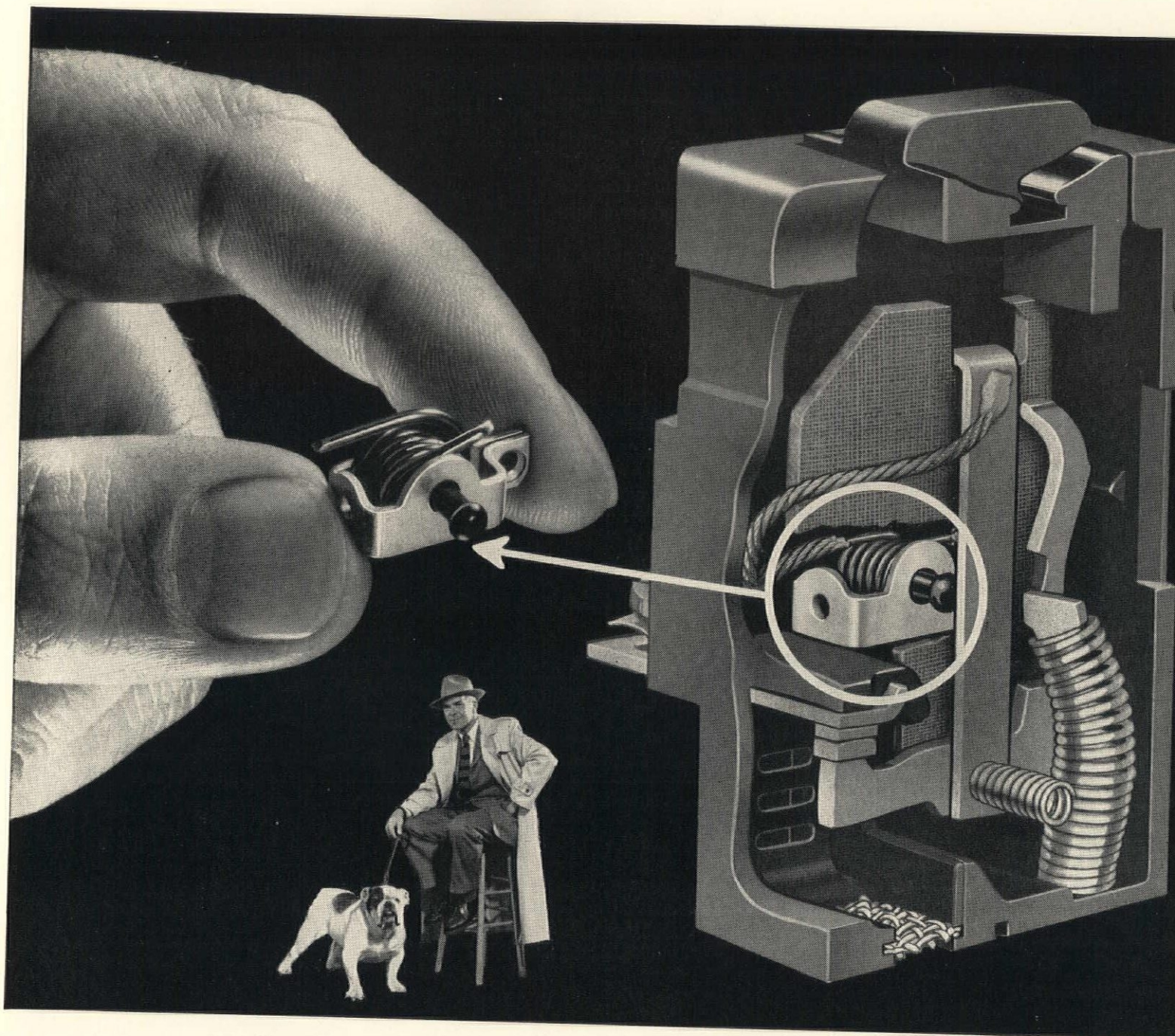
Molded Plywood chairs, designed by Norman Cherner for Plycraft, Inc., have lines distinguished by free-flowing quality. Cherner states that the chairs have two points of departure from other laminated-plywood chairs: (1) chair



is molded in section as well as contour, and (2) all integral parts are made from a continuous "blanket." Seat and back are of continuous mold, and arm unit and legs are also continuous "bends." Chairs come in solid walnut or maple with walnut core. Side chair is \$29.95, arm chair is \$39.95.

B. G. Mesberg Corporation

119



NO TROUBLE CALLS WITH PUSHMATIC

coil protection is standard in every breaker

Protect branch circuits against high overloads and "flash-shorts" with Pushmatic® magnetic coil action! Bulldog, the first to offer this protection in 15-amp and 20-amp ratings seven years ago, builds this safeguard *into every Pushmatic breaker*. The solenoid (coil)—coupled with the thermal element—provides *double* circuit safety. Makes trouble calls a thing of the past.

As you can see in the above picture the Pushmatic uses a *multi-turn coil*. High overloads or "flash-shorts" instantly set up a magnetic field in the coil—causing the metal plunger to trip the latch and break the circuit. Bulldog Pushmatics

provide not only maximum branch circuit protection, but protect lamp and appliance cords, too!

Small overloads are taken care of by the thermal-bimetal latch. An overloaded circuit heats the bimetal causing the latch to curve and release. A built-in time delay prevents nuisance trip-

ping in case of harmless overloads.

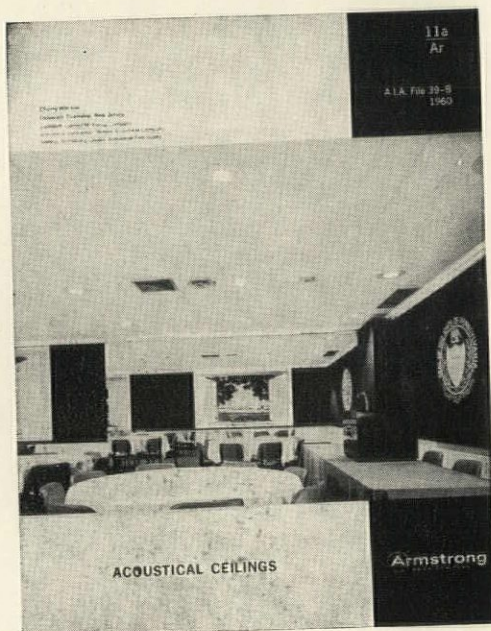
Play it safe. Protect branch circuits with Pushmatic coil action! Each and every Pushmatic is rigidly tested to assure precision operation. You'll find Pushmatic double protection pays off! Multi-turn coils are standard in all Pushmatics—15 amperes through 50 amperes.



BULLDOG ELECTRIC PRODUCTS DIVISION
I-T-E CIRCUIT BREAKER COMPANY
 BOX 177 • DETROIT 32, MICHIGAN

In Canada: 80 Clayson Rd., Toronto 15, Ont. Export Division: 13 East 40th St., New York 16, N.Y.

For more information, turn to Reader Service card, circle No. 312



Booklet tells about the selection of an acoustical ceiling: how to choose the right material, how to choose correct lighting to go in the ceiling or adjoining it, how to install the ceiling correctly, and how to know the right time to install. Chart gives selection data for Armstrong acoustical materials. Photographs and data on company's line of acoustical-ceiling products are given. An interesting section, illustrated with explanatory details, explains how to prevent sound transmission problems. Five pages of detailed specification information complete booklet.

Building Products Div.,

Armstrong Cork Company (AIA 39-B, 36 p.)

200

AIR AND TEMPERATURE

Control Systems for Unit Ventilators

Manual illustrates automatic control systems for hot water, steam, gas-fired, and electric unit ventilators. Actual control applications show all makes and models marketed by the major ventilator companies. For each system, extensive information is given on complete cycles of operation, damper sequence, specifications for precise temperature control, and installation.

Barber-Colman Company (Manual F-7715, 80-p.) 201

Induced-Draft Cooling Towers

Folder explains installation and operation of 22L series induced-draft steel cooling towers for large-scale air-conditioning requirements. Units offer reduced size and weight (with resultant saving in structural reinforcement for rooftop installation) and increased flexibility of location, particularly at roof-level sites and court areas where space may be critical. Exclusive feature is plastic-fortified cellular fill, giving high concentration of wetted surface for compact, efficient heat transfer.

Carrier Corporation (4-p.) 202

Electric Baseboard Heating

Ring-binder catalog presents new "Infra-flo" baseboard heater line, incorporating three major engineering advances: (1) first effective combination of infra-red radiation and convection heating, achieved through patented gridded front cover and improved aluminum-fin tubing, (2) greater heating capacity/unit length, and (3) lower surface temperature, maintained at 110-120 F by secondary cool air passage between case and reflector. Heat loss data planning manual is also included.

Electro-Ray Manufacturing Company (19-p.) 203

Editors' note: Items starred (★) are particularly noteworthy, due to immediate and widespread interest in their contents, to the conciseness and clarity with which information is presented, to announcement of a new, important product, or to some other factor which makes them especially valuable.

Versatile Gas-Fired Furnaces

Brochure presents complete line of gas-fired forced-air furnaces—horizontal, vertical, and counter-flo models—which are adaptable to every residential heating purpose. Economy is assured by lifetime cast-iron burners; quiet operation is provided by heavy steel cabinet (to prevent flutter) and specially-designed combustion chamber (to eliminate expansion-contraction noise). All belt-driven furnaces are engineered for use with 2-, 3-, or 5-T air conditioning. Standard furnace blowers may be easily converted for air conditioning with only motor, belt, and pulley change.

Chattanooga Royal Company (8-p.) 204

Packaged Air Conditioners

Brochure describes design and construction of packaged air conditioners that cool, filter, circulate, dehumidify, and heat air. Capacities and physical data for both air-cooled and water-cooled designs are presented in tabular form. Both types are easily installed without costly building alterations.

American-Standard, Industrial Division
(Bulletin 8525, 8-p.)

205

CONSTRUCTION

★ Architectural Use of Copper

Important reference book on the use of copper, brass, and bronze in modern architecture gives comprehensive coverage of copper and its alloys. Available metals, their compositions, colors, standard shapes and sizes, physical properties, fabricating techniques, and architectural applications are fully discussed. Instructions and specifications are included for obtaining various finishes and assuring economical maintenance. Examples of outstanding design in metals are shown in color plates accompanied by fabricators' shop drawings.

The American Brass Company
(Publication B-15, 64-p.)

206

Pole-Type Construction

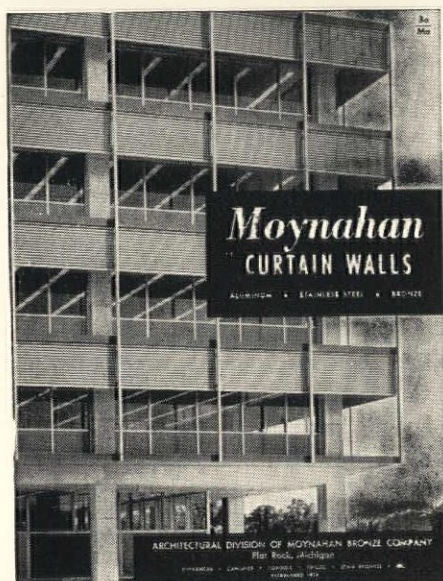
Folder gives basic suggestions for designing and erecting pole-type industrial and commercial buildings. Site selection, pole spacing and anchorage, and roof, floor, and window framing details are discussed and diagrammed. Construction method is based on use of pressure-treated poles for structural members, and offers advantages of easy erection, maintenance, and expansion; 50 percent savings in building costs; protection from decay and termites. Wood Preserving Division,

Koppers Company, Inc. (Plan K-101, 16-p.)

207

Weather-Resistant Aluminum Curtain-Walls

Brochure describes Series AW and AW-F gridwall aluminum curtain-wall systems. Neoprene gasketing accommodates expansion and contraction freely and guarantees weather



resistance. Details and photographs illustrate the neat, trim extrusions. Series AW-F may be employed with variable-depth flush mullion to create, reveal and shadow.

Moynahan Bronze Company (8-p.)

208

Sealing Methods for Curtain Walls

Folder on curtain-wall sealing and glazing contains bulletin on new developments in sealing methods, particularly "Dry Seal" method (depending solely on compression for sealing action) and "Wet Seal" method (operating with a sealing compound which is factory-placed in the gasket's reservoirs). Case histories show installation details of several prominent buildings. Data sheet gives stock sizes of setting blocks and spacer shims. Additional technical bulletin reports on a fact-finding forum dealing with sealing methods. Pawling Rubber Corporation.

209

Varieties of Marble and Granite

Source book contains individual data sheets on many varieties of marble and granite, each sheet including color photograph, brief description, history, physical properties (strength ratios, density and hardness characteristics), suggested uses, and examples of prominent existing installations. Additional sheets for ring-binder will be provided every other month. Also included are a folder on marble curtain-wall panels and a technical information sheet on the measurement of marble's physical properties.

Vermont Marble Company (34-p.)

210

★ Uses of White Portland Cement

Catalog describes many applications of white porcelain cements in building construction and product's manufacture. Information and specific recommendations are included on white portland cement in architectural concrete, terrazzo, cement stucco, highway reflecting curbing and markers, swimming pools, light-reflecting floors, cold-glazed wall finishes, faced concrete block, split block, asbestos-cement products, masonry mortar, and cement paints. Properties and types of portland cement are discussed; advantages of using the material in these various applications are clearly presented.

Universal Atlas Cement Division,

United States Steel Corporation (24-p.)

211

Aluminum Copings and Gravel Stops

File folder supplies complete cross-section drawings, installation details and specifications for aluminum coping and gravel stop systems, with information printed on slip sheets for convenient use in direct tracing or reproduction. Brief description emphasizes that aluminum copings and gravel stops are completely watertight, economical, durable, maintenance-free, and non-staining. List of distributors is appended.

Reynolds Metals Company (9-p.)

212

DOORS AND WINDOWS

Aluminum Windows and Curtain Walls

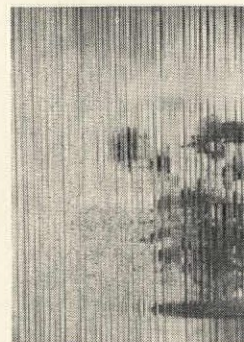
Catalog on aluminum windows and curtain walls gives specifications, half- or full-scale details of company's full line, and photographs of existing installations. Broad selection offers reversible, projected, stationary, single or double hung windows (with double glazing possible in several models), and wide range of curtain walls. In addition, custom and combination suggestions are given.

The Adams & Westlake Company (32-p.)

213

★ Glass Types and Patterns

File folder presenting creative ideas in glass includes new catalog of glass products and separate photographs of Paul McCobb's new textured designs. Discussed in this comprehensive catalog are patterned glasses, sheet glasses, glass doors, spandrel glasses, plate glasses, and special



glasses (for shelving and picture framing). Varieties within each type provide degrees of strength, safety, privacy, decoration, and light-, heat-, and glare-control. Illustration of each product is accompanied by descriptions of its qualities, data on physical characteristics and dimensions, and suggestions of appropriate uses.

American-Saint Gobain Corporation (22-p.)

214

ENGINEERED BY EDWARDS

1/2" Zone Control Baseboard In Woodgrain, Chrome, Copper-Tone, Flat White

• Low cost • Approved industry ratings for Edwards 1/2" tubing greater than many competitive 3/4" sizes • Unbroken Acousti-Cover lengths up to 20 ft. • Quiet, wire slide

Also available: Standard 3/4" Baseboard Radiation.

FREE...70 page design handbook on single and multi-zone hot water baseboard heating systems.

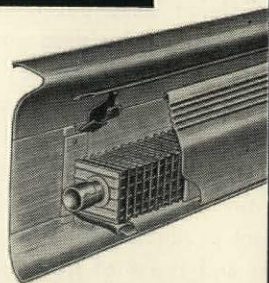
EDWARDS ENGINEERING CORP.

2533 ALEXANDER AVE., POMPTON PLAINS, N.J.
TEMPLE 5-2808



"One of the nation's largest manufacturers of Residential and Commercial Boilers, Baseboard and Steel-Fin Radiation, Motorized Valves, Air-Cooled and Water-Cooled Condensers."

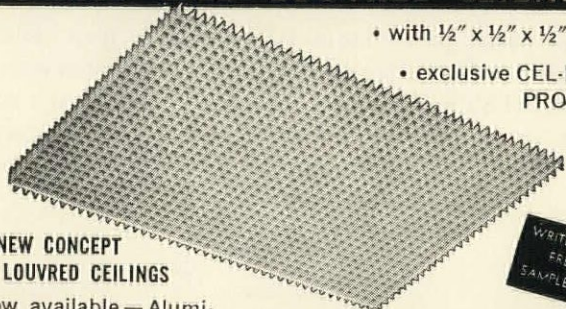
For more information, turn to Reader Service card, circle No. 313



NEW FROM NEO-RAY ALUMINUM SC MINI-CELL® LOUVRED CEILINGS

LEADER IN LOUVRED CEILINGS

- with 1/2" x 1/2" x 1/2" cells
- exclusive CEL-LOK® PROCESS



A NEW CONCEPT IN LOUVRED CEILINGS

Now available—Aluminum Louvres with 1/2" x 1/2" x 1/2" cells. Neo-Ray MINI-CELL louvres now make possible overall luminous ceilings in 2' x 4' or 3' x 3' modular grid systems (or to specification) with the following advantages.

- New CEL-LOK PROCESS for locking louvre blades at each intersection... guaranteed prefabricated alignment, dimensional stability.
- Visual comfort... high efficiency with Neo-Ray MINI-CELL louvres in Baked White Enamel... or Ripple-Text for very low brightness.
- Easy-to-install inverted Tee-bar grid systems... louvres simply lay into position.
- Ideal for ceilings, skylites, air diffusers... many, many applications.
- Special sizes to 48" x 48" and larger.
- Available Neo-Matte Alumilite or other finishes on request.

Send for following literature: ... New Product Bulletin N-58 (Mini-Cell).
... Sweet's Architectural File for 1959
... Louvred Ceiling Catalog No. 544

NEO-RAY PRODUCTS, INC.
319 East 22nd St. • New York 10, N. Y.

For more information, turn to Reader Service card, circle No. 317

p/a manufacturers' data

Concealed Door Closers

Folder presents "Hid-n-Rail" (series 500) top-rail concealed door closers, which are designed for simplified installation, servicing, and adjustment. Adaptable for either mortise or surface application, closer has single location for all door swings, one size of mortise, two strengths of springs, and two lengths of arms for openings up to 180 degrees. Information on selection, specification, and ordering is provided.

P. & F. Corbin Division,
The American Hardware Corporation (6-p.)

215

ELECTRICAL EQUIPMENT, LIGHTING

★ Lighting Distribution System

Booklet on "Universal Lighting Duct" explains its three principal advantages over conventional lighting systems: freedom of design (installation can be planned without regarding placement of fixtures), freedom from change (duct sections can be shifted to meet future requirements), and freedom from obsolescence (system can handle fixture innovations). Typical applications, recommended levels of illumination, and typical layouts are given. Catalog covers full line of ULD systems, including suspension equipment and accessories, and provides installation data, code requirements, and specifications.

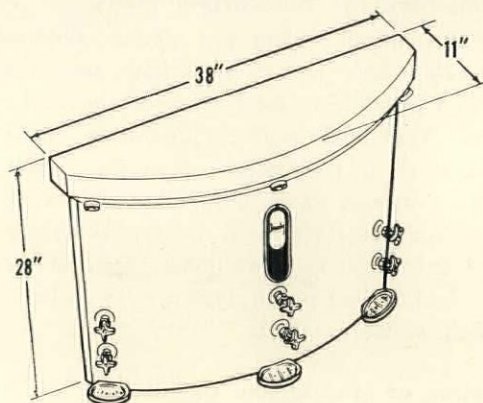
Bulldog Electric Products Division,
I-T-E Circuit Breaker Company (Bulletin ULD-660, 36-p.)

216

SANITATION, WATER SUPPLY, AND PLUMBING

Group-Shower Installations

Bulletin covering multi-person shower baths gives all details of the basic "Shower Column" along with installation and floor plan suggestions. For maximum economy, as many as



five persons can shower from one set of plumbing connections. Typical photographic views show shower columns alone and with stall-separating partitions. Also described is the new wall-mounted 2- and 3-person shower (illustrated).
Bradley Washfountain Company (8-p.)

217

Cork for Walls and Floors

Brochure describes features and uses of "Color-Cork," a burlap-backed, plastic vinyl-coated material produced in 16 muted colors. Low maintenance requirements, sound-reduc-

ing properties, and resistance to combustion, chemicals, scratching, and scuffing make it appropriate for walls, floors, and bulletin boards. Resilience and workability are additional advantages. The material has been previously used in this country, but only in limited colors and for a limited purpose.

Gotham Chalkboard & Trim Company, Inc. (4-p.) **218**

SURFACING MATERIALS

Maple, Beech, and Birch Flooring

Specification manual presents information on northern hard maple, beech, and birch used for flooring. Extensive data on physical characteristics, quality control, guarantee, grading rules, uses, thicknesses and faces, and required quantities are given. Suggested specifications for laying and waterproofing are presented.

Maple Flooring Manufacturers Association (8-p.) **219**

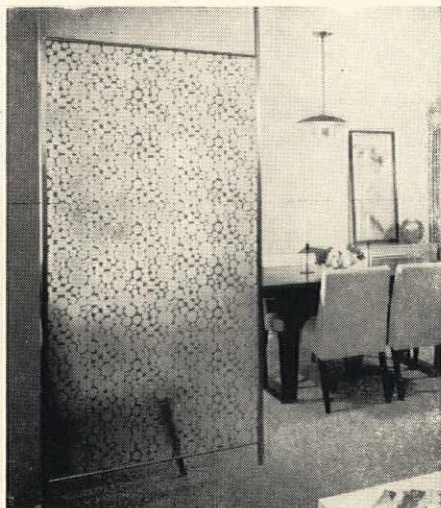
Ceramic-Tile Mosaic Patterns

Booklet gives full-color close-ups of "Mosaic Medley" random mixture patterns. Color reproductions of interior and exterior installations, residential and commercial, are included. Medleys are comprised of three or more harmonizing or contrasting colors in each pattern. Over-all color effect is controlled by specifying exact percentages of each color used, allowing accurately predictable color co-ordination with furnishings and other materials. Each pattern is completely unique, because of random distribution of individual tiles. Complete specifications are given on the three types of unglazed ceramic mosaics used in the medleys. The Mosaic Tile Company (Form No. 211, 12-p.) **220**

SPECIALIZED EQUIPMENT

Glass-Fiber Panels for Room Dividers

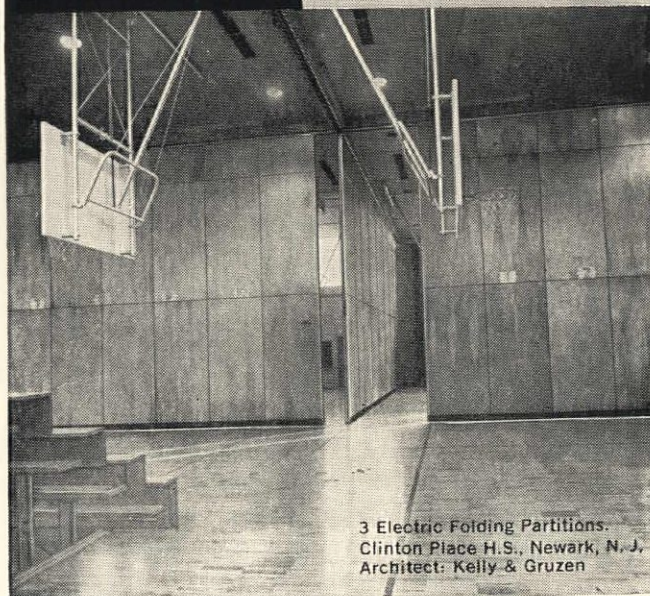
Folder presents "Decro-Vider" light-transmitting glass-fiber panels used in partitions for purposes of decoration, privacy, and space-division. Easily installed aluminum spring-type



tubing extends from floor to ceiling and holds panels in place without permanent fastening. Complete flexibility enables panels to be set in angular or linear alignment. Patterns include metallic gold and silver weaves, contemporary circle design, and silk screen prints. Styline Products Company (4-p.) **221**

A complete line
of Electric and
Manual Folding
Partitions

Torjesen



3 Electric Folding Partitions.
Clinton Place H.S., Newark, N. J.
Architect: Kelly & Gruzen

* AUTOMATIC ELECTRIC PARTITIONS

* MANUAL PARTITIONS

- (a) Top Hung — Center Pivot — All Hinged
- (b) Top Hung — Center Pivot — Pair or Individually Operated
- (c) Top Hung — Edge Pivot — Pair Operated
- (d) Bottom Bearing — Edge Pivot — Pair Operated
- (e) Bottom Bearing Edge Pivot — Individually Operated

* HIDDEN PARTITIONS

- No Floor Track • No Exposed Hardware
- Remote Stacking

now
available
at the
same price
as Duck or
Vinyl

Torjesen "WALL-A-WAY"
Folding Partitions
with
TOROPLY

America's newest, most economical, pre-finished wood paneling, in a choice of rich finishes. In addition to its economy and durability there is no finishing required or necessary. Toroply is impervious to stains such as ink, crayon, lipstick, etc. Samples and test results on request.

Write for fully detailed catalog with 3" scale drawings

Visit our plant and tour its facilities

TORJESEN, INC.
209 - 25th St., Brooklyn 32, N.Y.

Cabinet Makers since 1919

Over 50 representatives in key cities to serve you

Affiliates:

BAR-RAY PRODUCTS, INC. • X-Ray Accessories and Radiation Protection
CAPITAL CUBICLE CO., INC. • Cubicle and Track

For more information, turn to Reader Service card, circle No. 314

MODERNFOLD DOORS TRANSFORM OPEN SPACE INTO PRIVATE SPACE

one room into two...quickly, quietly, dramatically!

VERSATILE MODERNFOLD DOORS...make *one room* do the work of *two*. Wherever privacy is needed, wherever *more usable* space is needed...consider Modernfold doors. In business and medical offices, in commercial shops and restaurants, in funeral homes, churches and schools, Modernfold doors answer many space needs.

FAMOUS FABRIC LINE...new patterns and weaves, all washable, paintable, durable. With Modernfold's exclusive double-strength, all-steel inner framework for perfect balance, lifetime service!

DIMENSIONAL STABILITY...vital to the life and appearance of folding-door fabrics. Modernfold achieves

this stability with an exclusive back-coating process.

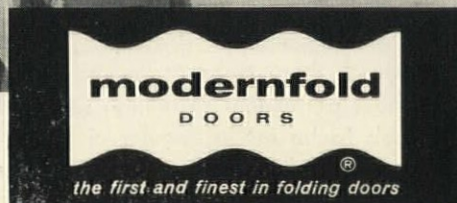
SIZE AND COLOR RANGE...Specify Modernfold for the greatest selection. In standard sizes, a wide choice of warm, neutral colors to blend, match or contrast with any color theme. In custom sizes, an almost unlimited size range and choice of pure, vivid color or decorator pattern, either modern or traditional.

NEW WOOD GRAIN LINE...for traditional or modern settings. In richly handsome hardwood finishes. They're quiet and easy-gliding.

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NEW CASTLE PRODUCTS, INC., Dept. 2, New Castle, Indiana • Manufacturers of "Modernfold" Folding Doors, "Air Doors," "Modern-cote" Wall Coverings and "Peabody" School Furniture. In Canada: New Castle Products Canada, Ltd., St. Lambert, Que.



January PROGRESSIVE ARCHITECTURE

Will Feature the WINNERS of the

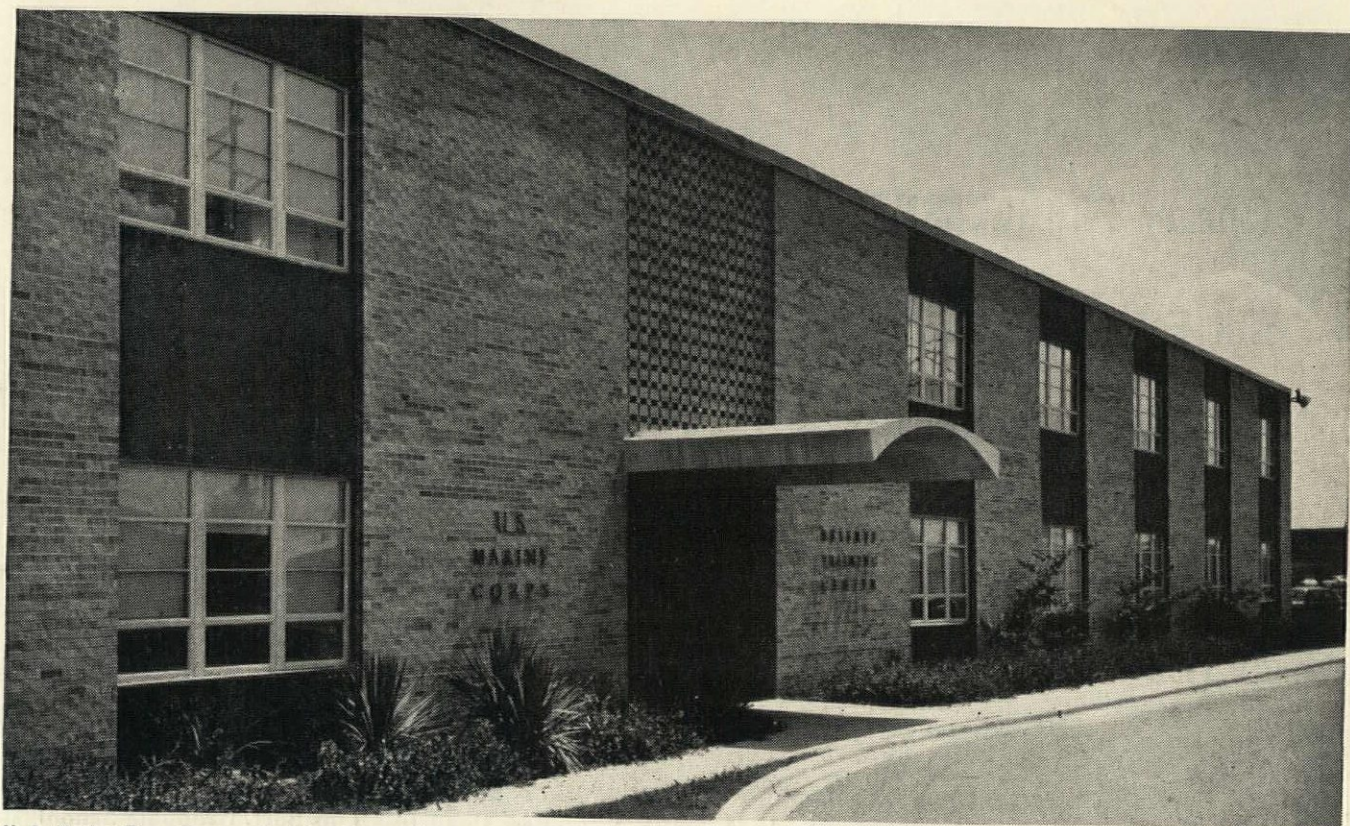
SEVENTH ANNUAL P/A DESIGN AWARDS.

Don't Miss This First Look at the

BEST ARCHITECTURE OF 1960-1961.

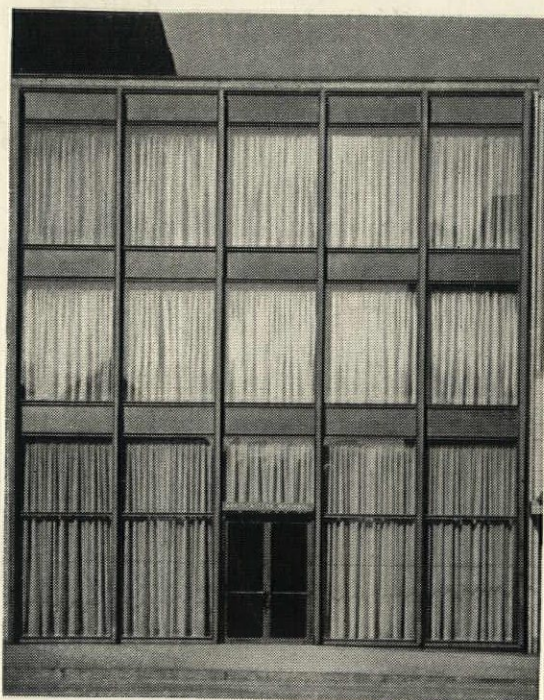
DESIGN AWARDS JURY in action: Lyndon Welch, Engineer, Eberle M. Smith Associates; Dean José Luis Sert, Graduate School of Design, Harvard University; Louis I. Kahn, Architect, Philadelphia; William W. Caudill, Architect, Bryan, Texas; and Ralph Rapson, Head, Department of Architecture, University of Minnesota.





U. S. Marine Corps Reserve Training Center, Houston, Texas. This building has window heads, spandrels and aprons of finely corrugated 24-ounce copper, and copings of plain copper. The copper will be naturally weathered to its pastel blue-green patina. *Architect:* Wilson, Morris, Crain & Anderson, Houston. *General Contractor:* Baxter Construction Company, Inc., Houston. *Sheet Metal Contractor:* A. M. Bowles Company, Houston.

ANACONDA METALS FOR CURTAIN-WALL CONSTRUCTION



Northeastern Pennsylvania National Bank and Trust Co., Scranton, Pennsylvania. The bronze front of this building characterizes modern design employing extruded shapes of Architectural Bronze and sheets of heavy-gauge Muntz Metal. The two materials are combined with glass to provide the enduring beauty and feeling of stability so important in banking institutions. All of the bronze was treated to produce a statuary bronze finish. *Architect:* George M. D. Lewis, Scranton. *Fabricator:* Standard Iron Works, Scranton.

No other architectural metals possess the versatility and enduring beauty of copper and its alloys—or lend themselves so readily to forming, fabricating and variable finishing to portray concepts of architectural design. Metals readily adaptable to curtain-wall construction include Copper, Red Brass, Architectural Bronze, Muntz Metal, Nickel Silver and Everdur® (copper-silicon alloy).

One of the great virtues of copper and its family of alloys is that they will weather naturally to a beautiful patina. Or chemical treatment will produce a color effect which rivals the beauty of weathered copper or bronze.

Illustrated here are two examples of curtain-wall design employing different materials and forms. Details of these and other curtain-wall designs are given in our new publication, "Architectural Metals by Anaconda." Its 64 pages also give practical and detailed information on the metals, their compositions, colors, forms, physical properties, architectural applications, instructions for obtaining various finishes, detailed specifications and many pages of fabricators' shop drawings. For your copy, address: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

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