

P/A NEWS REPORT

Progressive Architecture's Monthly Digest of Buildings, Projects, People and Products

November 1966

BUILDING MATERIALS INDUSTRY PLANS RESIDENTIAL MORTGAGE LOANS

NEW YORK, N.Y. Building materials suppliers are probably more upset than anyone about the current slump in residential building, and characteristically they plan to do something about it. Speaking to the Producers' Council, Gene C. Brewer, president of U.S. Plywood, suggested a "joint mortgage lending program." He pointed out that "companies and individuals with a stake in the prosperity of the construction industry could form a lending corporation which would provide supplemental funds to primary mortgage financiers, permitting them to make loans up to 90%" of a building's value.

This type of supplemental financing, known as "piggyback" financing, has been offered by individual suppliers, such as the General Electric Company, since last year. Brewer's proposal would mark the first time that the resources of manufacturers were pooled to offer wider financing. What the building suppliers would do is provide financing covering a gap not filled by primary lenders. "If the primary lender were restricted to loans of not more than 75%, the new corporation would provide funds for the additional 15%," Brewer explained. "This would not be written as a second mortgage, but as a single mortgage loan. The borrower would be required to pay only one quarter of 1% additional to obtain the high-ratio loan." Although some primary lenders have expressed reluctance to enter into piggyback arrangements, this reticence may be overcome by having piggyback lenders accept the primary lender's evaluation of the property. Industry sources believe an initial \$10 million in equity capital would be put up by those corporations and individuals with a stake in the construction field. Another means of financing under consideration is the use of the in-

dustry's pension funds.

In his speech, Brewer also called for closer communication between manufacturers and architects. He suggested that the Producers' Council hold "problem-solution panels at the working level to encourage the beginning of a continuous dialogue between the industry and leading architects." According to Brewer, "The architects would be expected to discuss in depth their plans for the years ahead. The producers would then attempt to design products and services to meet upcoming needs. The problem-solution discussions could be published and offered on a regular basis to all segments of the industry."

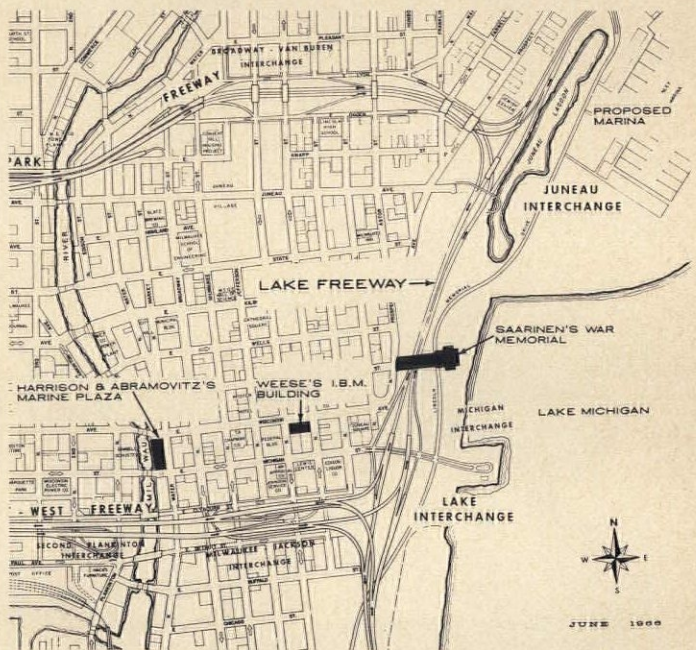
EMMONS RESIGNS FROM BART

SAN FRANCISCO, CALIF. Surrounded by much ballyhoo, the Bay Area Rapid Transit District has been following a downhill course through political and economic quicksand. Its much touted concern for design is, at the same time, proving to be little but so much talk. The most recent note of disillusion was struck in late September when Donn Emmons, principal in the firm of Wurster, Bernardi & Emmons, resigned from his position as consultant to the engineers retained by BART. Lawrence Halprin, who had been serving as consulting landscape architect, also resigned. Emmons and Halprin found they were not being consulted, that the design and planning of the system was being done entirely by the engineers, and that, as a result, no thought or effort was being expended to make the system fit the area it will serve. They stated, for example, that work on elevated structures has gone on with "virtually no planning or architectural guidance for the past year and a half, and they are being designed, with small regard for appearance or effect on adjacent environment."

In his resignation, Emmons advised that a consulting architect be retained, reporting directly to BART, with responsibility equal to the engineers'. In a subsequent telegram to the board, Emmons stressed that his resignation

was a step toward clearing the way for such an appointment and stated that "all the professional experience and resources of my firm will be available to BART and the new architectural consultant to accomplish this end."

MUDDLE IN MILWAUKEE



MILWAUKEE, WIS. Milwaukee's lakefront has always been one of its greatest assets. It stretches for miles beneath a high, sloping bluff; and because of the foresight of some early city fathers, much of the lakefront land was turned into spacious, well-maintained parks. To the north, there is Doctors' Park; to the south, Grant Park; and, in between, fronting on the downtown area, are Juneau and Lake Parks. They are havens for people from all over the city, who flock there in hot weather with their picnic baskets. Some even bring mattresses and spend the night. Fires along the beach can be seen late on summer evenings.

Lincoln Memorial Drive, built in the late 1930's, winds its way along the lakefront, starting at Eero Saarinen's War Memorial, past a long, shaded lagoon, a yacht club, a curving stretch of public beach, and a gun club. Few cities in the country can boast

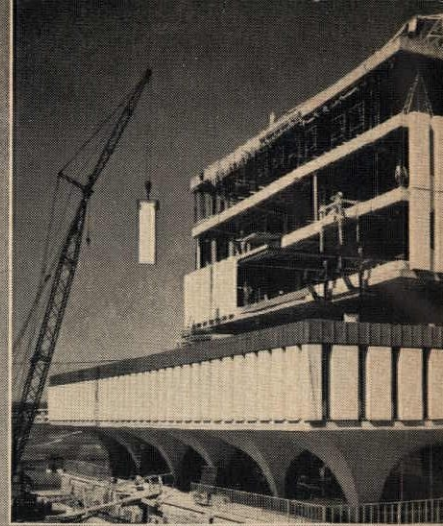
such an enlightened use of a waterfront. The Drive, far from becoming a speedway for motorists passing to and from town, became an automobile promenade of sorts, from which motorists watched Lake Michigan in all its moods, from which boys in convertibles whistled at girls on the beach, and along which Sunday motorists could park and wash their cars. In short, the Drive, instead of cutting the city off from the lakefront, made it even more accessible. It is not unusual even today to see a line of traffic come to a halt while a mother duck leads her family from the lagoon and across the road on some unexplainable mission.

Now, for reasons almost too well known to mention, the roadbuilders want to change that. Milwaukee's plight, while far from unique, is nonetheless pathetic. Proposed plans call for an eight-lane expressway that would knife along a portion of the


A perimeter of structural Mo-Sai®

■ Mo-Sai panels with a glacial surface of white quartz aggregates support the roof perimeter on the base portion of the new Arts Library at the University of Waterloo, Waterloo, Canada. Prestressed concrete "T's" reach from a concrete structural core to the Mo-Sai load-bearing units. Mo-Sai curtain walls in a matching design form the facade on the elevated tower.

■ Situated on the crest of a rise, the Arts Library is the commanding building on the Mo-Sai-coordinated campus.



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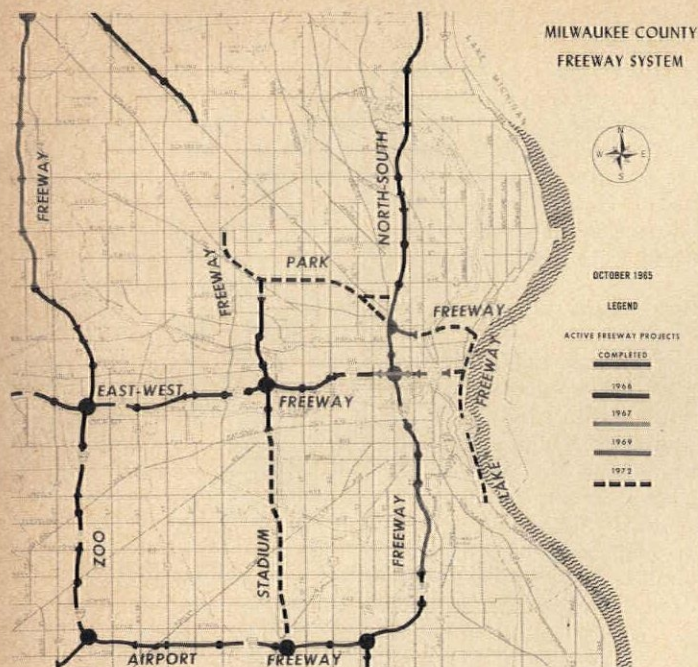
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downtown lakefront, decisively cutting it off from the city behind it. Those hardy souls who manage to penetrate the barrier to be thrown up by the Lake Freeway, as it is to be called, will be able to eat their bratwurst sandwiches to the accompaniment of the roar of freeway traffic. A day on the Milwaukee lakefront will become like a day spent next to any other interstate highway.

Interstate highway funds are involved. The lakefront extension of the Milwaukee Freeway system is estimated by the County Expressway Commission to cost about \$26 million. Half this amount would be put up by Milwaukee County, and half by the Federal Government. Proponents of the roadway argue that the county would lose Federal funds if the Lake Freeway is not built. This all-too-familiar argument is not unlike the logic of a Nazi prison camp commandant arguing that he would lose government funds if he failed to build a gas oven.

Milwaukee is in great need of a well-planned transit system. There is no rapid transit. The vastly curtailed railroads offer no commuter service to suburbs, and the automobile remains the only efficient means of getting to and from downtown. Belatedly, Milwaukee started a freeway system, with arteries running into the center of town from the west, south, and north. But, according to most Milwaukeeans, an extension running along the lakefront is needed

about as badly as Atlanta needs a baseball team — in other words, not at all. There is adequate automobile access to the downtown area from the wealthy residential area to the northeast along existing city streets, especially with the north-south freeway carrying traffic into town from outlying areas. The reason the loop along the lakefront was added seems to be that parkland, already owned by the county, is cheap. But is it? The ultimate cost to Milwaukee residents can hardly be measured. Where will people go on summer evenings and weekends if the lakefront becomes undesirable? How will downtown residents like opening their windows on summer nights to get the lake breezes and find instead that they are inhaling exhaust fumes from cars and trucks? Residents of Philadelphia, New Orleans, and San Francisco, all victims of the penurious planning of the Bureau of Public Roads, can tell them. Downtown merchants, so anxious for these roads, fail to understand that, far from bringing more people into the city, these rivers of concrete, if mishandled, only make it more desirable and easier to leave town.

Fortunately for Milwaukee, there is still hope. An informal group of concerned citizens gathered 48,000 signatures (they needed only 45,000) for a petition calling for a referendum on the issue to be put to the City of Milwaukee residents. On April 4,

1967, they will be asked to vote on whether they think the freeway extension through the park and along the lake is consistent with Milwaukee policy. If the vote is no, the city can recommend to the county that the route be re-studied. It is an involved procedure. But in the time gained perhaps the Bureau of Public Roads can be made to see that you do not have to pave it just because it is green.

THE BREUER PAPERS

SYRACUSE, N.Y. On the eve of the opening of Marcel Breuer's Whitney Museum in New York, Syracuse University announced the acquisition of many of Breuer's drawings and manuscripts. The papers, which cover his work from 1934 (three years before he came to the U.S.) to 1953, include correspondence, preliminary sketches, memoranda, billing data, contracts, and blueprints. In all, there are more than 20,000 items. They will become part of the Syracuse University Manuscript Collection and will be available to historians and students.

THANKS FOR THE MEMORY

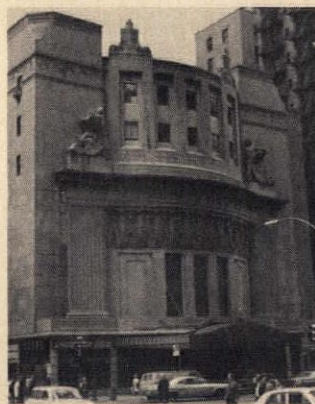


Photo: John-Peter Hayden, Jr.

NEW YORK, N.Y. When the Ziegfeld Theater opened on February 2, 1927, with the bubbling, easily forgettable production of *Rio Rita*, it was the beginning of an era. In a way it was the end of one, too. The house, which seated 1638 and gave everyone an uninterrupted view of the stage, was ellipsoidal in shape, interrupted at the stage by an opposing curve of a small stage apron. At the time, both the curved walls and the

curved stage apron were in opposition to the more classical shapes of theaters, with their flat walls and consequent fan-shaped auditoriums. The uninterrupted sight-lines were also unusual for a legitimate theater. Perhaps the most significant innovation, however, was the console lighting.

Between 1927 and 1931 — during which time *Show Boat* opened there, Jimmy Durante made his first Broadway appearance there, and Ruby Keeler and her husband Al Jolson sang from a runway extending out into the orchestra — the performances were lighted automatically from a switchboard console set to operate without human intervention. It was a system that became a forerunner for systems that have their optimization in the new Met at Lincoln Center. But by 1931, the economics of show business had suffered a reversal, and the Ziegfeld became a movie house.

Designed by Joseph Urban and Thomas W. Lamb, the Ziegfeld set — or at least solidified — a design style that has been much copied. The façade carried simple, large-scale decoration; and the exterior expressed the shape of the auditorium. On the false proscenium façade, curving between two gigantic pilasters, were two huge masks.

In the early 40's, showman Billy Rose bought the theater for a price reportedly near \$500,000. (It had cost \$2 million to build in 1927.) After about 10 years, Rose refurbished it, restoring it to its original opulence — right down to the gold carpeting. The ceiling mural was still the largest oil painting in the world. (Michelangelo's Sistine Chapel ceiling was the second largest.) Unlike Michelangelo, who lived in a less complicated age, architect Urban had to join the paperhangers' union to end a two-month dispute about who would put the mural in place. The paperhangers put it up.

To raise money for the restoration, Rose entered a contract with NBC, and to do so he passed up a chance to produce *My Fair Lady*. If he hadn't, the Ziegfeld might still be standing. It isn't. This fall it came down, to make way for an Emery Roth & Sons-designed office building.

1967 ARCHITECTURAL WORK MAY REACH RECORD LEVEL

Although most architects across the country grumble about the possible effects of tight money, the average architectural office has more work on the boards than at any time since PROGRESSIVE ARCHITECTURE first forecast coming architectural business 11 years ago. According to 1332 respondents to P/A's annual business survey (the only one of its kind in the architecturally designed building field), the average office has \$6,160,000 of work on the boards for 1967. This is an 11 per cent increase from an average of \$5,518,584 projected in last year's P/A business survey, and represents potential health in the architecturally served construction industry at a time when many economists and pundits are widely pessimistic.

There is some pessimism among architects, too. They are afraid that the money situation will worsen, leaving many designs on the drawing boards. One California firm, with about \$2,500,000 of work in preparation for 1967, notes: "Every project in this office is held up from bid by lack of financing. If this is not corrected, there will be no architectural practice in 1967." Not all, of course, paint this black a picture, and indeed most offices continue the optimism, born of affluence and evident in last year's survey. They point to a healthy economy, increased public spending for urban renewal projects, and the simple need for more buildings as the population grows. What pockets of doubt exist seem to represent the effects—or expected effects—of a shifting architectural practice.

Most severely affected by current tight money, a factor almost every architect believes will influence business for the coming year, will be small firms, working on small projects for which financial institutions are not so willing to put up funds. Depending on how tight money actually becomes, many young architects and principals of small firms may be going back to work for larger firms that maintain a broader scope of business.

Shift in Housing and Industrial Work

Part of the shift in architectural practice is seen in the dips taken by housing and industrial work. According to the survey, industrial work will be down a significant 23 per cent from 1966. Housing continues to drop, and total housing starts, multiple (low and high rise) and single residential will be off a total of 7.3 per cent. Still, it is interesting to note that private residential work will almost double that of the 1966 total, partially offsetting an 18 per cent decline in multiple residential work. Apartment vacancies throughout the country are still running close to 7 per cent, and multiple residential building will probably not turn around until this overbuilding has been absorbed. Private housing, however, at least that which is architecturally designed, may make a strong turn. The availability of financing and the height of the interest rates will probably determine whether this turn can be made in 1967.

Public Use, Health, Urban Design, and Defense Show Significant Increases

In addition, public use construction should increase about 90 per cent, and work in health construction by 20 per cent. Some of this work in health shows the incipient impact of Medicare. But most of it undoubtedly stems from the overcrowding of facilities brought on by an increase in population and a gradual proportional increase in persons over 60 years old. Both the increase in these areas and those in urban design (up 20 per cent) and defense (up 12 per cent) show the increasing effect of Government spending for construction. According to the survey, 33.5 per cent of all architectural work will be for government, local or Federal.

Eight of the 10 geographical areas of the country report gains in business. And, in 1967, California, Nevada, Hawaii (where business in the average office has almost doubled) will replace the Great Lakes region as the

most active area. In seven regions, education work is the most prevalent type (as it was before). Exceptions are California, Nevada, Hawaii, where public use tops the list; Texas, where commerce is the busiest category; and the North Central states, where health work predominates.

Most Work in Preliminary Stage

It is perhaps significant that at this time only 39 per cent of work for 1967 is in the working-drawings stage. Depending on the difficulty of gaining financing, the outcome of that portion still in the preliminary stage could be questionable. On this outcome, of course, depends whether or not the architectural profession in the U.S. will have a record year.

One Type of Work

Specialization is down slightly from 1966, with 9.3 per cent of all firms reporting specialization in one architectural category (Table 5). The most popular category for specialization is, of course, education, as it was in last year's survey. Defense is missing from this year's specialization list and no firms reporting specialize in urban design.

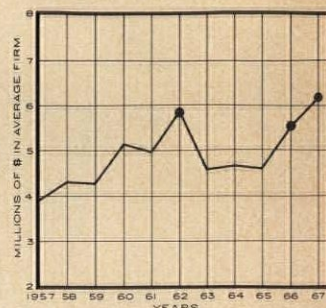
Commercial Work Most Widespread

The categories of activity found in the responding firms is indicated by percentage in Table 4, contrasting with Table 3, which shows categories by dollar volume. More firms (58.1 per cent) work in commercial structures, although education represents the greatest dollar volume. Only slightly more than half the firms reporting do education work. Approximately one-third have work in health and public use, and slightly more than a third (36.4 per cent) have private residential work on the boards.

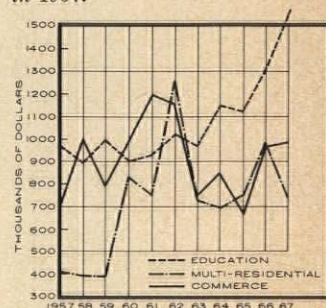
Size of Firms

In the past 11 years, the P/A business survey has shown that by far the greatest percentage of firms throughout the U.S. have up to nine employees. This year is no exception, with 79.6 per cent (Table 6) fitting this category. But firms with fewer than 4 employees have increased almost 10 percentage points, and

those with more than 20 employees have increased 1.5 percentage points, now representing slightly more than 10 per cent of all firms. Largest decreases are in firms with from 5 to 9 and 10 to 19 employees, which have declined jointly 23 percentage points from last year.



Eleven-year breakdown of dollar volume of business in average firm. Survey shows that 1967 will be busiest year for architects since survey began in 1957.



The three most active building categories are plotted for last 11 years, showing average dollar volume in each category in average firm. Education continues its steady growth.

The percentage of firms with \$10 to \$50 million on the boards has increased from 10.4 per cent last year to 13.9 per cent this year. But, of course, the majority of offices (84.7 per cent) have less than \$10 million of work in progress.

Reasons for Past Performance

Questioned about the increase in architectural business during the past 15 years, most architects attribute the rise to the needs of an expanding population coupled with a spreading understanding of the contribution an architect can make. To say, as one respondent did, that expanding architectural work stems from "more need for buildings" is to oversimplify. Perhaps closer to the truth is the reply of one architect, who wrote that "buyers want more luxurious space to shop in, live in, work in and lounge in. The architect, because of his training, is best qualified to create

this." Also given credit for the increase are the growing complexity of architectural work, the desire of some public and civic leaders to create a better environment, and advertising, aimed at architects, which shows continued improvements in materials and design.

Setting the Pace

What will be the factors affecting design trends and archi-

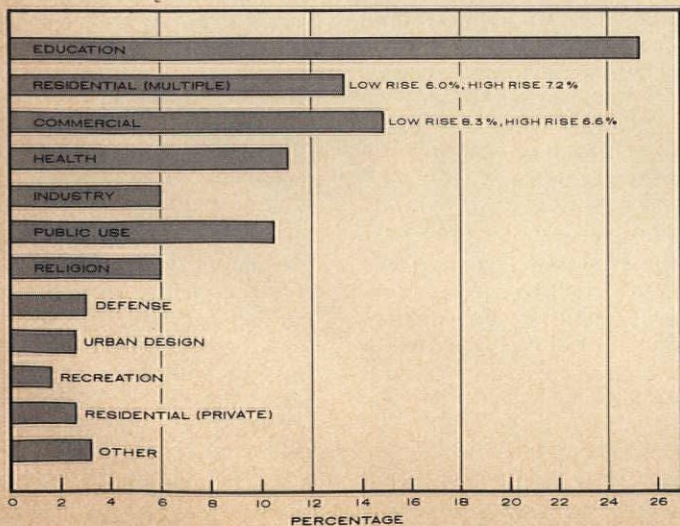
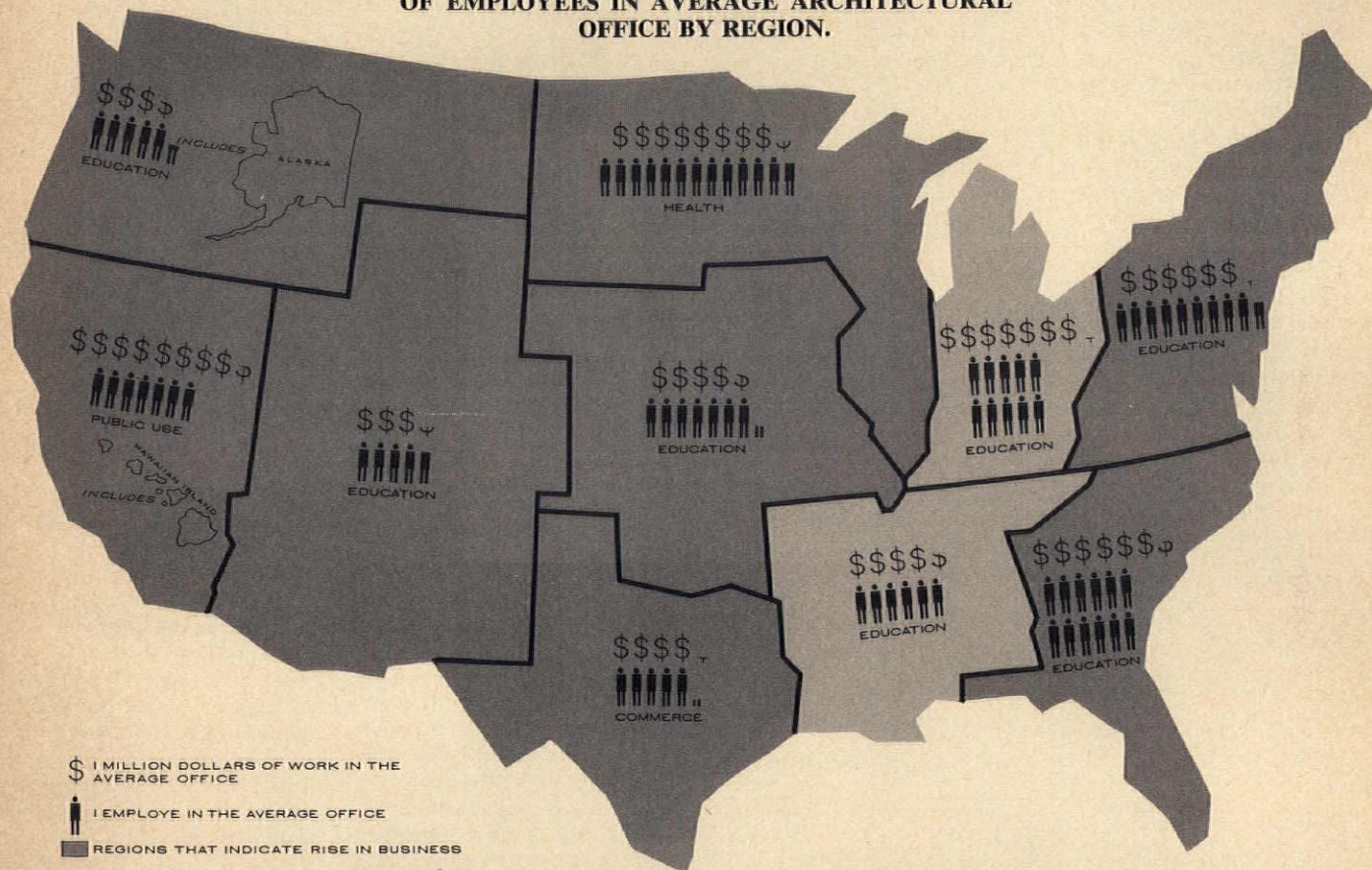
tectural practice in 1967? Many architects feel that today's high interest rates, coupled with increasing costs of labor, will lead to a vigorously renewed search for less costly building solutions. A Kansas City firm whose work for 1967 is up 15 per cent over this year states: "Economic slowdown will be followed by a return to conservatism in design. Flights into structural

fantasy and nonfunctional block stacking will be replaced by a more useful and more mature rationale." Some architects see the cost squeeze leading to more prefabrication and an increased use of plastics. Also, the labor situation, where more money is paid less skilled workers for less work, will lead, according to a Maryland firm with 20 years' experience, to architects spend-

ing more time in the field. They must "accept much longer construction periods for their projects," they believe.

And the Viet Nam war will, many feel, strongly influence developments in 1967. Allocation of materials to the war effort is seen as leading to shortages affecting construction. Some respondents believe that the architect will

U.S. MAP SHOWS DOLLAR VOLUME AND NUMBER OF EMPLOYEES IN AVERAGE ARCHITECTURAL OFFICE BY REGION.



Bar graph shows what percentage of work, in the average office throughout U.S., is in which category. Percentages add up to 100.

TABLE I

Number of Firms Reporting and Regional Distribution

Region	No. of Firms	% of Firms
Northeast	403	30.2
California-Nevada	176	13.2
—Hawaii	127	9.5
Great Lakes	124	9.3
Southeast	114	8.6
North Central	81	6.1
Texas	81	6.1
Western Mountain	80	6.0
Central States	74	5.6
Gulf States	72	5.4
Northwest	72	5.4
Total Response	1332	100.0

Percentage of replies from the Northeast are up slightly this year and down slightly from the Southeast and the North Central regions. Otherwise, the distribution remains much the same as in the past, with replies coming in from every state in the Union.

TABLE II

Average Dollar Volume By Region

Region	Average \$ Volume
California-Nevada	8,550,000
—Hawaii	8,310,000
North Central	7,020,000
Great Lakes	6,480,000
Southeast	6,190,000
Northeast	6,190,000
Gulf States	4,670,000
Central States	4,620,000
Texas	4,180,000
Northwest	3,687,000
Western Mountain	3,202,000
National Average	6,160,000

Average dollar volume lead moves from Great Lakes States to California, Nevada, Hawaii, where the amount of work for the coming year almost doubles. National average is highest since P/A survey started 11 years ago. It is up more than \$500,000 from last year, and almost \$200,000 higher than 1962, the previous record year.

become increasingly a member of a team that includes planners, contractors, engineers, and construction companies. An Illinois architect who reports a 25 per cent increase in business for next year states: "Of major concern to most architects in our area is shortage of trained people. We note that fewer young people are attracted to architecture because of the five to six years it takes to get a degree. Therefore, I fear that industry will take a stronger position in the construction business."

Despite the cost squeeze, many architects see a greater freedom of expression emerging, led by the styles of a new wave of architects. But the work of the established older practitioners, such as Louis Kahn, will continue to have an impact on design. And, as usual, many respondents feel that the design trends in the next year will be strongly influenced by projects published by the architectural press.

TABLE III

Dollar Volume Averages and % Distribution of Work by Types of Buildings in All Regions

Type of Building	% of All Firms' Work	\$ Volume in Average Office
Education	25.2	1,562,000
Commerce	14.9	952,500
Low Rise	(8.3)	(528,500)
High Rise	(6.6)	(424,000)
Residential (Multiple)	13.2	833,800
Low Rise	(6.0)	(372,300)
High Rise	(7.2)	(461,500)
Health	11.2	700,000
Public Use	10.5	662,000
Religion	6.0	372,000
Industry	6.0	369,500
Other	3.2	210,200
Defense	3.0	192,200
Residential (Private)	2.6	173,000
Urban Design	2.5	154,500
Recreation	1.7	121,700
Total Work, All Respondents	100.0	\$8,222,985,208

Work in Religion is more than double that of last year. Residential (Private) and Public Use show increases almost as large. Largest decline is in Industry, and although Commerce moves into second place behind Education — replacing Residential (Multiple) — it is actually down slightly from last year.

TABLE IV

Activity of Architectural Firms in Types of Buildings

Types of Buildings	% of Firms Reporting Current Work
Commerce	58.1
Education	53.7
Residential (Multiple)	39.3
Residential (Private)	36.4
Religion	34.7
Public Use	32.8
Health	32.3
Industry	25.0
Other	10.4
Urban Design	5.1
Defense	4.7
Recreation	1.5

Most U.S. firms have work in more than one category, so percentages add up to more than 100. Distribution is quite similar to last year.

TABLE V

Specialization of Architectural Firms

Types of Buildings	% of Firms Doing Only This Type of Work
Education	2.1
Residential (Private)	1.6
Residential (Multiple)	1.5
Commercial	1.3
Religion	.9
Industry	.7
Health	.5
Other	.3
Public Use	.2
Recreation	.2
Total	9.3

Total specialization has declined slightly since last year. This year, no firms report specialization in either Defense or Urban Design.

TABLE VI

Sizes of Architectural Firms

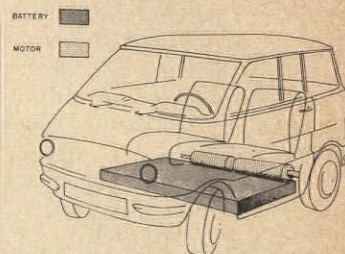
Size of Firm by Number	% of National Total
Up to 4 Employees	57.60
5-9 Employees	22.00
10-19 Employees	10.35
20-39 Employees	6.60
40-100 Employees	2.48
Over 100 Employees	.97
(Total: 1332 Replies)	100.00

Size of Firm by \$ Volume of Work on Boards	% of National Total
Under \$1 Million	29.7
\$1-10 Million	55.0
\$10-50 Million	13.9
\$50 Million or Over	01.4
Total	100.0

Percentage of firms with more than 40 employees has increased slightly, while number with up to 4 employees has increased almost 12 percentage points. At the same time, percentage of firms with more than \$10 million of work on the boards is up.

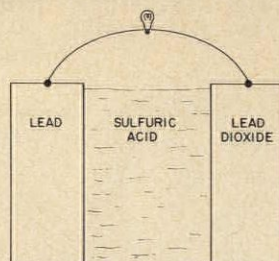
THERE'S AN ELECTRIC CAR IN YOUR FUTURE

DETROIT, MICH. The Ford Motor Company announced last month that it was working on a battery that will, when perfected in a couple of years, drive a small car — "a sub compact," they call it — at 40 mph for distances from 150 to 200 miles. In crowded New York City, where the average car speed on traffic-clogged



FORD ELECTRIC CITY CAR CONCEPT

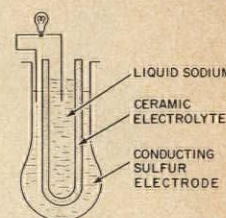
LEAD ACID STORAGE BATTERY



SOLID REACTANTS, LIQUID ELECTROLYTE

ON DISCHARGE, ENERGY IS EXTRACTED IN EXTERNAL CIRCUIT WHILE BOTH ELECTRODES AND ELECTROLYTE UNDERGO CHEMICAL CHANGE.

FORD SODIUM BATTERY



LIQUID REACTANTS, SOLID ELECTROLYTE

CURRENT IS CARRIED BY SODIUM ATOMS WHICH GIVE UP ELECTRONS TO EXTERNAL CIRCUIT, TRAVERSE SOLID CERAMIC ELECTROLYTE AND REACT WITH SULFUR.

streets is estimated to be 13 mph, and average daily driving distances about 26 miles, the Ford electric car would be a boon indeed. To recharge the battery, a user would plug it into his household circuit once a week. According to Ford, the operating cost per mile would be something like .65¢, as compared to more than 2¢ for present cars. Moreover, the battery-operated car would be silent and fume-free, two sterling attributes that should make every noise-rattled, fume-choked city dweller stop and prick up his ears. Unfortunately, any shift to small electric cars will undoubtedly be a slow, painful one, as drivers tend to resist giving up their speedy, powerful status symbols. If Ford does bring forth its electric car, at least there will be an available alternative.

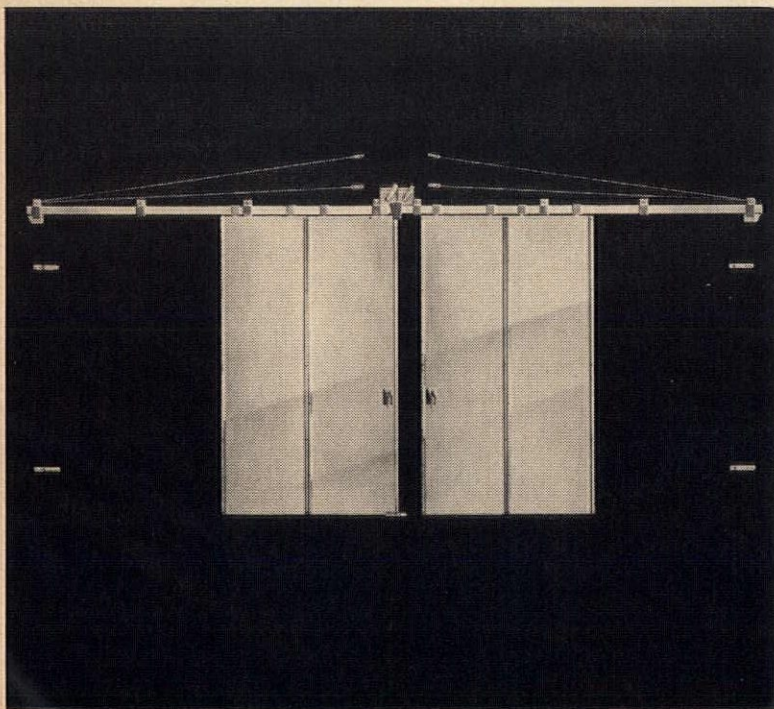
Up to now, experiments with electric cars have been less than promising. To power even a small car, so many conventional lead acid batteries are needed that both motor compartment and trunk must be filled with them. One experimental model of this type weighed about 6200 lbs and cost more than \$4000; in addition, it could travel only about 40 miles before needing 12 hours of recharging. Ford's

sodium-sulphur cell battery would power two starter-sized motors, and the whole unit could fit under the front seat of the small, four-passenger car.

Such small city cars have long been a dream of designers. In an interview with P/A, industrial designer Raymond Lowey, who designed the postwar 1947 Studebaker, which gave the automotive world the coming-or-going look so fashionable in automobiles since then, pointed out: "If you take a conventional car, cut off the motor compartment in front, cut off the trunk in back, cut off the space taken on each side by the wheels and fenders, you have a car that will carry four people comfortably and take up about half the space. The motor would go under the driver's seat." This is precisely the car Ford now envisions. General Motors is said to be working on somewhat similar battery-powered cars, but is not yet ready to make an announcement. "Ford always likes to talk about their research projects," said one GM official. The automotive companies obviously see the demand for noiseless, fumeless, efficient transportation. It is up to the rest of us to see that the demand is met.

The neat door

Beautifully functional. Functionally beautiful.



That's Steelcraft's new "J" sliding labeled fire door. Clean, flush design. Looks like it belongs—not just something to be tolerated. No crazy-quilt patchwork. No ugly weights, or counter-balances.

Normal operation is independent of self-closing mechanism. And if there's a fire, it will close automatically, regardless of position.

Other nice things about "the neat door": UL and FM 3-hour rated. Level track.

Eighteen-gage steel bonded to honeycomb core means rugged construction, light weight, and easy operation. Quickly installed without special tools. Write for "The neat door" folder. It's neat, too.



STEELCRAFT MFG. CO., 9017 BLUE ASH ROAD, CINCINNATI, OHIO 45242, U. S. A.

On Readers' Service Card, Circle No. 403

AWARDS

"Citations for Excellence in Community Architecture" have been awarded by the AIA to the cities of **San Diego, Calif.,** and **Albuquerque, N.M.** San Diego was the recipient of an award for its Mission Bay Park (see below), a project that involved dredging the channel of the San Diego River and conserving 27 miles of tidal shoreline. Albuquerque's citation was the reward for an extensive remodeling of public space in the city's downtown area . . . At the annual convention of the American Institute of Building Design, **Glendon P. Bowman** and **Carl Cristiano** received the first annual Louis Siegler, Inc., Holly Division "Environmental Control Award." The two building designers were commended for their improvements in heating and air-con-

ditioning applications and design in their Madrid cooperative apartment in Arcadia, Calif.

PERSONALITIES

Hugo Erickson, member of the St. Paul (Minn.) firm of Tolitz, King, Duvall, Anderson & Associates, has taken office as President of the American Public Works Association. He is a former city coordinator and director of public works for Minneapolis . . . **H. R. H. Prince Philip, Duke of Edinburgh**, is the first honorary member of the Concrete Society, founded last month in London. The new organization comprises the Reinforced Concrete Association and three other groups, which have merged in an effort to organize and publicize the British concrete industry.

SAN DIEGO BUILDS A WINNER



SAN DIEGO, CALIF. Noted in the "awards" column this month is the AIA's "Excellence in Community Architecture" award to the city of San Diego. The city received the citation for its Mission Bay park — 4600 acres (approximately half land and half water) of tidal flats with 27 miles of shoreline that have been developed for public recreation.

Early in the project's history, 20 years ago, it was stipulated that 75% of the area be retained for public parks and beaches; the remaining 25% was to be leased to private concerns for supporting facilities. Today, Mission Bay offers boating, fishing, and swimming hotels (Vacation Village Hotel, 1), restaurants



(Restaurant of the Islandia Hotel, 2), and marinas, as well as general recreation areas.

The park shows considerable architectural diversity, which was purposely achieved by retaining many architects to work on it. And just as there is a pleasing mixture of recreational facilities, so is there a pleasing mingling of land and water: There are canals, basins, fountains,

pools, and lagoons. The water is bordered by boardwalks, crossed by bridges, and pierced by piers and pilings. Certain buildings have emphatic vertical designs, providing points of orientation

for park visitors.

Cost of the entire project is expected to be \$106 million (\$50 million private and \$56 million public funds, including a \$2 million bond issue approved by the city in 1945).

THAT GREAT ARCHITECTURAL PASTIME—BASEBALL



NEW YORK, N.Y. Caught in a deceptively relaxed pose, the tough, aggressive baseball team fielded by the office of Edward Larrabee Barnes shows that style is a matter of inner spirit, not external trappings. Although some of the 10 teams in the league composed of New York architectural offices had jerseys and names (sample: The Rocks — Edward Stone's team), the Barnes group relied on understatement. It won them first place in the league, which staged its games evenings during the summer and fall in Central Park. Architect Michael Lawn, of Kelly & Gruzen, kept track of the schedules and standings, and was supposed to present the winners with a post-season trophy. Although Ed Barnes was not present when the photo (above) was taken, he was a frequent competitor in



center field. Edward Stone and Wallace Harrison caught occasionally for their teams.

These were the final standings:

	Won	Lost
Edward Barnes	7	1
Clarke & Rapuano	7	2
Harrison & Abramovitz	6	4
Edward Stone	5	5
Philip Johnson	4	4
Marcel Breuer	4	5
Victor Gruen	2	4
SOM	2	4
Kelly & Gruzen	2	6
Max Urbahn	1	5

BREUER, TANGE TO DESIGN FOR FLUSHING MEADOWS

NEW YORK, N.Y. In a luncheon speech to the women's auxiliary of the New York Chapter, AIA, Commissioner of Parks Thomas P.F. Hoving announced plans to create recreational facilities in Flushing Meadows, site of the 1964—

65 New York World's Fair. Exactly what will be done will be left up to Marcel Breuer, Kenzo Tange, and Lawrence Halprin, whom the Parks Department has commissioned to submit designs for a sports park there. In his

At the ripe old age of two
this building was recaulked
with G-E Silicone Sealant.



(The original caulk couldn't stand the weather.)

Was it the Florida heat or a hurricane named Dora?

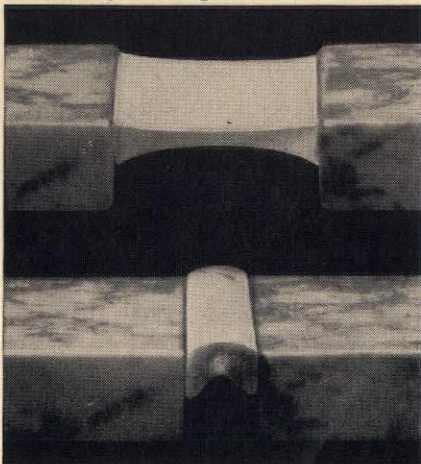
Chances are, both caused the polysulfide caulk in this Florida hospital to break down in just two years. (And it was guaranteed for five!)

Now, General Electric's Silicone Construction Sealant is doing the job. It's providing superior protection day in and day out. And it'll survive Hurricanes Dorothy, Dolores, Donna and Dinah!

In fact, tests show that G-E Silicone Construction Sealant will take punishment of high winds and rain, intense heat and sunlight for years without loss of bond or elastomeric properties.

Because it's permanently flexible silicone rubber, it withstands

severe expansion and contraction cycles. It won't crack, crumble or leak with age. And it's also permanently waterproof.



Joints expand and contract 10,950 times in 30 years. So will G-E Silicone Construction Sealant.

So recaulk with G-E Silicone Construction Sealant. Or use it from scratch and forget about recaulking. It comes in standard caulking cartridges and a range of permanent colors.

For more information and color swatches, contact your G-E distributor or write: Section Q11239R, Silicone Products Department, General Electric Co., Waterford, New York 12188.



**GENERAL
ELECTRIC**

On Readers' Service Card, Circle No. 427

speech, Hoving suggested facilities for both indoor and outdoor sports that could be used either formally or informally. He mentioned a touch football field and a drag strip. But both the design and the specific nature of the facilities will be left up to the architects.

Getting such top-notch talent to prepare designs is a welcomed change for New York City, and would indeed be welcome anywhere. Hoving's announcement came less than a week after Mayor John Lindsay had announced an invited architectural competition for a \$5,700,000 combined police station house, stable, and riding ring in Central Park. Invited to submit designs in the \$100,000 competition were Edward L. Barnes, Marcel Breuer & Associates, Kelly & Gruzen, Philip Johnson, and Whittlesey, Conklin & Rossant. All are New York City firms.

SIGNATURES SOUGHT TO PROTEST VIETNAM WAR

NEW YORK, N. Y. A group of New York architects concerned with the effect of the Vietnam war on the construction industry (see business survey, p. 60) and on human values, formed last month the Committee of the Planning Professions to End the War in Vietnam. In a plea for petition signatures to send to the White House, they note that "leading representatives of all fields of thought, of the arts and sciences, and of the professions, except notably our own, have called for an end to the killing." They hope to add the voice of the planning profession to those already raised in protest. What they want is sensible negotiation at the conference table and a cessation of fighting. All professionals are invited to send signatures, followed by identifying professional initials (AIA, ASCE, AIP, etc.) to Maxfield F. Vogel, Committee of the Planning Professions to End the War in Vietnam, Room 331, 101 Park Avenue, New York, N.Y. 10016. Contributions of \$5 or more are also invited to cover the costs of the campaign, including advertising in professional magazines.

THE CHICAGO PICASSO



Photos: Hedrich - Blessing

CHICAGO, ILL. Within eight months, the plaza in front of Chicago's soaring Civic Center will have a specially commissioned 50' sculpture by Picasso. To be constructed of the same corrosion-resistant steel as the building it will decorate, the sculpture will rest on a 20' x 30' granite base and will weigh 125 tons, almost as much as "The Mayflower," which brought the pilgrims to Plymouth, Mass. An idea of what the sculpture will look like when it takes its place in the plaza can be seen in the photo of the model superimposed on a photo of the Civic Center (above).

Back in 1963, before construction work started on the Center, the architects (C. F. Murphy Associates, Supervising Architects; Skidmore, Owings & Merrill, and Loeb, Schlossman, Bennett & Dart, Associate Architects) decided that a monumental sculpture was needed as a focal point in the plaza. According to William Hartmann, partner in SOM's Chicago office, the architects "decided to ask the foremost artist in the world if he were interested in designing such a monumental sculpture. . . . We wanted the sculpture to be the work of the

greatest master alive."

Armed with their vision, Hartmann and his colleagues — C. F. Murphy and Norman Schlossman, together with Sir Roland Penrose, Picasso's biographer — went to the artist's home in Mougins, France, in 1963. They took with them a model of the Civic Center site and a fat album of photographs of Chicago in all her moods and guises. "We included photographs of famous men and women from the Chicago area," Hartmann recalls. "Picasso appreciated this human element in our presentation and even became excited when he recognized an old acquaintance."

"My friend!" exclaimed Picasso, looking at the photo of author Ernest Hemingway. "I taught him everything he knew about bullfighting. Is he from Chicago?"

Hartmann believes that what finally persuaded Picasso to accept the commission, something he has rarely done, was "the bigness, vitality, and dramatic beauty of a still young city."

In May 1965, the artist completed the 42" steel model, which is on display at the Art Institute of Chicago's Gallery of 20th-Century European Art, one of 145 works by Picasso the Institute now has in its permanent collection.

Sir Roland, Picasso's biographer, says this about the sculpture: "Serene and evocative of many interpretations, the great head is more than a head. At first sight, it is the head of a woman with ample flowing hair. The simplicity of the outline and the economy with which each component part is used to build up the whole prompts the imagination to fill in the empty spaces and also encourages other associations, just as words in a poem can convey more than one meaning. The two winglike shapes that are her hair suggest with equal truth the fragile wings of a butterfly or the powerful flight of the eagle, while at the same time the rods that connect them with the profile seem to contain the music of a guitar. . . . The materials of which it is made are primarily air and light, held together decisively by the rigid metal. This is noticeable in the span shaped

like a head, which is framed by the air and connected by a veil of rods with the profile. With admirable precision, the profile rises through mouth and nose to eyes and forehead. Subtlety, simplicity, and strength combine throughout to make this splendid evocation of that concentration of wonder — a woman's head."

COMPETITIONS

The New York Chapter, AIA, has announced the 1967 competition for its \$6000 Brunner Award. The award is made for advanced study in the architectural field. Applications are available at Chapter Headquarters, 115 E. 40th St., New York, N.Y., until January 1, 1967. Projects must have been submitted by January 15 . . . The AIA has announced its nineteenth annual program of National Honor Awards for work by American architects on projects completed since January 1, 1962. All building types are eligible. Preliminary application must be submitted with entry fee before November 25, 1966. Write for program and entry forms to 1967 Honor Awards Program, The American Institute of Architects, 1735 New York Avenue, N.W., Washington, D.C. 20006.

CALENDAR

Monday and Tuesday, December 12 and 13, the American Society for Engineering Education will sponsor a meeting of its Continuing Engineering Studies Division at the Sheraton-Chicago Hotel in Chicago. Various ways of meeting the need for continuing the education of engineers will be discussed. For further information, contact J. W. Hostetter, Assistant Dean of Students, Polytechnic Institute of Brooklyn, Brooklyn, N.Y. . . . The sixteenth session of Commission Internationale de l'éclairage (International Commission on Illumination) will be held June 19-28, 1967, at the Shoreham Hotel in Washington, D.C. For application, write to U.S. National Committee of CIE, Secretary, L. E. Barbrow, c/o National Bureau of Standards, Washington, D.C. 20234 . . .



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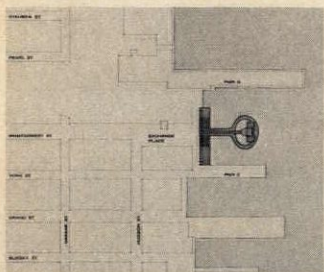
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On Readers' Service Card, Circle No. 404

Session '67 of the **Alberta Association of Architects**, 318 Revillon Building, Edmonton, Alberta, Canada, will be held at the Banff School of Fine Arts, March 20-23, 1967. Theme of the session will be architectural education . . . Robert Marquis, president of Northern California Chapter, AIA, will address the Conference of the **Society of Plastics Engineers**, to be held November 28, 1966. His topic is, "Plastics in Home Building." The meeting will take place at the Sheraton-Thunderbolt Hotel, Millbrae, Calif.

OFF-SHORE OFFICE BUILDING



JERSEY CITY, N.J. The view from the Jersey City waterfront, once you get beyond the debris and decay that litter it, is as spectacular as a three-ringed circus act with live unicorns. To the north, up the Hudson River, is the George Washington Bridge; to the south, spanning the mouth of the New York Harbor, is the

Verrazano Bridge; and to the east is the skyline of New York City.

When the Kurt Orban Company, importers of steel and machine tools, decided to build a Jersey City office building, they wisely decided to capitalize on this asset. To do this, they bought up 14 acres of shore and river bottom with riparian rights for slightly less than \$200,000. On their property, which lies some 200' offshore, they plan to erect a 12-story building. It will be connected to the shore by a covered walkway and a roadway that circles beneath the building, providing access for cars and also acting as a buffer against stray shipping. The first-floor level of the building will be about five stories above the river, high enough so that tenants there can see over surrounding structures.

Designed by architect Bernard Rothzeit, with Schupack & Zollman as structural engineers, the building will be set on pilings sunk to bedrock, about 75' beneath the water's surface. The exterior utility tower will serve as support for precast T-girders, 122' long and weighing close to 60 tons, which will, in turn, support each floor level. The girders can be floated to the building on barges, then lifted directly into place. Construction cost is expected to be about \$3,500,000.

PRODUCT LITERATURE: AN ARCHITECTURAL AID?



Photo: Del Ankers Photographers

WASHINGTON, D.C. Some of the gripes architects and consulting engineers have with product literature and advertising were pinpointed recently by the Committee for Construction Industry Product Literature (a group sponsored by five organizations: the AIA, Consulting Engineers Council, National Association of

Home Builders, Producers' Council, Inc., and Sweet's Construction Catalog Services). In September, the committee held a competition — its first — to select outstanding examples of product literature and advertising aimed at four groups: architects, consulting engineers, home builders, and lumber and building material dealers. Of 629 entries, almost half, (299) were for architects, 101 for consulting engineers. Winners will be named at a dinner in New York City on November 10.

R. Lloyd Snedaker, (above) a partner in the Salt Lake City architectural firm of Snedaker & Budd, was chairman of a panel of five architects, selected by the AIA, which judged the architectural entries. In an interview conducted especially for P/A, Snedaker had these comments:

"There's been a steady improvement over the past few years in most categories of manufacturers' literature. Notice I say 'most' categories. I'm very disappointed, as I think most architects are, about the lack of comparative cost data in literature we receive. . . . These are of extreme importance to architects. We've been preaching to manufacturers for years about the need for such data. The manufacturer wants, among other things, to feel free to change his prices any time he wants to. Now, the architect understands the manufacturer's point of view. Listing comparative cost data can be a tricky thing, but it can be done because a few enlightened producers are doing it.

"I'm also concerned — and again, I think most other architects would agree with me on this point — about the quality of maintenance literature we receive. Or, perhaps I shouldn't say quality; I think *lack* would be a better word. Most manufacturers don't give us what we need. . . . The very practice of architecture relies heavily on the maintenance factor. Take a hospital, for example. Obviously, its initial cost is important, but it is minor over the years compared to the maintenance cost."

Since maintenance information is so important to the

practice of architecture, why is there such a dearth of literature?

"That's a question you'd have to ask a manufacturer. It could be there is the feeling that, 'Making the initial sale is important. What's in it for us after that?' Well, anybody who indulges in this sort of thinking is guilty of a fallacy. Say an architect has a choice of two or more competing products of similar quality and cost in making his specifications. In most cases, of course, he does. Now, if one producer provides accurate, complete, well-organized maintenance literature and the others don't, whose product is the architect going to specify? The question answers itself. Now, maybe it's simply a lack of communication between producer and user. Perhaps a great many manufacturers are not fully aware of the importance of maintenance material."

What about trade advertising? Do you think it has any value and does it influence you in any way?

"Well, if it doesn't influence architects, somebody has been wasting a lot of money. Of course, advertising influences us, just as it influences everybody else. And, the effect that it has on an architect is in direct proportion to the quality of the ad. . . . I'd say that the creative people preparing the ad ought to keep in mind that the first thing you've got to do to get an architect to read your ad is attract his attention. How do you do this? It's very simple. You get our attention the same way you would get anybody's. An eye-catching format — simple and uncluttered — good color photography, high-quality reproductions. It should be brief, to the point, and honest. Now, in an ad, you can't tell everything, but if, after you have gotten our attention, you want to hold it, you must tell us something we want to know. There must be enough data to enable us to compare this product with other products in its field. New uses should be suggested. And, we should be given enough information to make us want more. If an ad does all this, then it's a good ad."

What you're saying, then, is

PRODUCTS

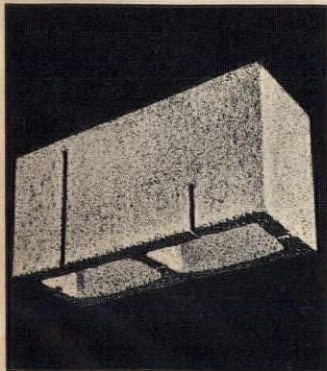
AIR/TEMPERATURE



Infrared gas heaters for ceiling installation in large spaces such as hangars, warehouses, and gymnasiums are said to cut annual fuel costs. "Re-Verber-Ray" radiant sources are ceramic tiles and stainless-steel rods capable of withstanding temperatures up to 1800-2000F. The three new models cover from 85 to 255 sq in. each. Detroit Radiant Products Co., 1297 Terminal Ave., Detroit, Mich. 48214.

Circle 100, Readers' Service Card

CONSTRUCTION



Slotted blocks absorb low frequencies and give patterned relief to large wall areas, says manufacturer. "Soundblox" cavity-slot designs, closed on three sides with precisely dimensioned slots on the exposed side, act as damped resonators. Auditoriums,

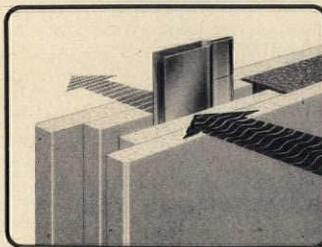
noisy factories, gymnasiums, and other spaces where noise absorption and sound control are important, benefit from absorption in the low frequencies that penetrate many other building materials. Sound Transmission Class (STC) for 6" Type A blocks is 49; Type B blocks, with a fibrous filler, are STC 47 and have a .65 noise reduction coefficient. Nominal dimensions are 8" x 16", in 8", 6", and 4" widths. The Proudfoot Co., P.O. Box 9, Greenwich, Conn. 06830.

Circle 101, Readers' Service Card



Bentonite-filled panels applied to retaining walls prevent below-grade water penetrating to basements. When bentonite gets wet, it swells to a gel 10 times its dry volume, preventing water seepage by expanding into cracks in the concrete wall. The 4' corrugated kraft "Volclay" panels are attached to foundation walls with staples or mastic. American Colloid Co., 5100 Suffield Ct., Skokie, Ill. 60076.

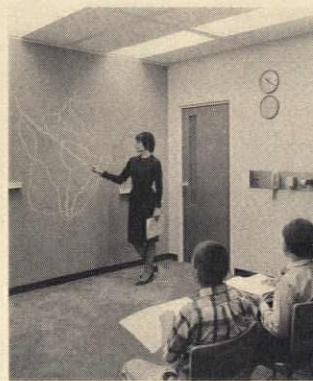
Circle 102, Readers' Service Card



Sound wall with "Sound Attenuation Spacer" has been added to manufacturer's line of movable wall systems. Metal, roll-formed clips inhibit passage of sound waves with a "tuning fork" action. The 3"-thick wall panels comprise 5/8" gypsumboard faces;

two 5/8"-thick gypsumboard spacers at each end of panel with sound attenuator between; and 2" glass-fiber insulation blanket in core space. Sound Transmission Class is 44. Vaughan Walls, Inc., 11681 San Vicente Blvd., Los Angeles, Calif. 90049.

Circle 103, Readers' Service Card



Blackboard is a wall and no longer black. School walls, either fixed (but demountable) or sliding, offer entire sections of chalk panel in 11 colors. Magnetic accessories for steel-faced, gypsum-core panels include chalk trays, tack boards, and magnetic "thumbtacks." Another panel designed for the classroom acts as a projection screen. Special service panel consolidates location of clock, intercom, thermostat, switches, and outlets. E. F. Hauserman Co., 5416 Grant Ave., Cleveland, Ohio.

Circle 104, Readers' Service Card



Soft stainless-steel flashing costs 40% to 50% less than copper and has a higher strength-to-weight ratio, states manufacturer. AISI Type 304 stainless has a dull matte finish and will not discolor or streak adjoining metals. Soft-temper, no-springback "MicroFlex" is available in coil or sheet widths up to 48" or cut-to-order for roofing and flashing

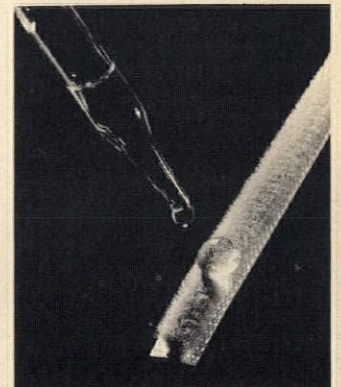
applications; .012", .015", and .018" or available in other gages by specification. Washington Steel Corp., Washington, Pa.

Circle 105, Readers' Service Card

Eight new colors in the Porcelain Enamel Institute's "NatureTone" series are matte-finish earth shades plus off-white and gray. They are keyed to the PEI code system used as a guide by specifications writers. Color sample card available. Porcelain Enamel Institute, 1900 L St. NW, Washington, D. C. 20036.

Circle 106, Readers' Service Card

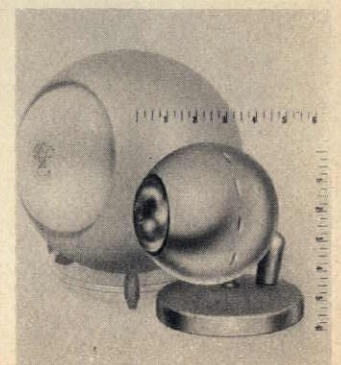
DOORS/WINDOWS



This weatherstripping (silicone-treated woven pile) will support a drop of distilled water for 15 minutes—five times longer than required to meet the Architectural Aluminum Manufacturers Association Specification 701.1, reports manufacturer. Results for this and other tests (wear, crush, etc.) are available. The Schlegel Mfg. Co., 1555 Jefferson Rd., Rochester 23, N.Y.

Circle 107, Readers' Service Card

ELECTRICAL EQUIPMENT



Baby spot, the "Mini-Ball," accommodates 100-w, R-20

Amplex lamp. Designed for accent display lighting, the aluminum fixture can be easily concealed. Globe, 4 $\frac{3}{4}$ " dia., is mounted base down on stem and round base measuring 4 $\frac{1}{8}$ " dia. Extended life of miniature fixture is said to be assured by increased ventilation. Amplex Corp., 214 Glen Cove Rd., Carle Place, L.I., N.Y. 11514.

Circle 108, Readers' Service Card



Floodlight is designed for control of light pattern and maximum light output and efficiency. "Day-Arc" 1000-w fixture uses metallic vapor lamps, standard clear or color-improved mercury lamps. Aluminum, two-piece reflector; 180° swivel mounting; medium and wide beam spreads. Appleton Electric Co., 1701 Wellington Ave., Chicago, Ill. 60657.

Circle 109, Readers' Service Card



Yoke-mounted spotlight allows 358° vertical rotation and 180° horizontal rotation. Comes in 5"- and 6"-dia. extruded aluminum housing with choice of exterior and interior finishes; removable grooved baffle. Pendant mountings also available. Prescolite Mfg. Corp., 1251 Doolittle Dr., San Leandro, Calif.

Circle 110, Readers' Service Card

FURNISHINGS

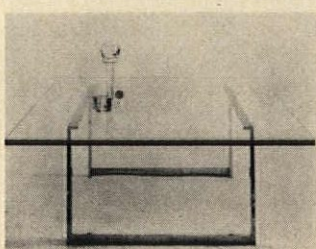
Forest grain paneling is a prefinished hardboard featuring an extra-tough surface. The clear, catalyzed, durable top coat is said to protect the wood print grains permanently. A variety of wood shades is offered, from dark Nestucca walnut to light Tula-tin birch. Panels are available in $\frac{1}{8}$ ", $\frac{3}{16}$ ", and $\frac{1}{4}$ " thicknesses and 4' x 8' and 4' x 16' units (cut to other sizes on order). They also are available without grooves and in punched board patterns. Panels meet the requirements of Commercial Standard CS 251-63, and have a Class 111 Flame spread classification. Forest Fiber Products Co., P.O. Box 68, Forest Grove, Ore. 97116.

Circle 111, Readers' Service Card



Conference table, designed by Robert Becker, has a sculptured appearance, achieved in part by radius corners and edges. Its frame comes in either walnut or oak and the top is of rift oak. Three sizes are available: 84" x 40", 96" x 42", and 120" x 42". Helikon Furniture Company, Inc., 315 E. 62nd St., New York, N.Y.

Circle 112, Readers' Service Card



Glass-top tables, geometric in design, stand 16" high on sleigh bases of polished chrome bar stock. Tops are of $\frac{3}{4}$ " plate glass with polished edges; they are available in 36" or 40" squares, a 24" x

48" rectangle, or a 36" circle. Robert John Company, 821 North Second Street, Philadelphia, Pa. 19123.

Circle 113, Readers' Service Card



The Matador Line of chairs has a steel frame covered with polished chrome. Its form-fitting, contoured back stands free of the arms (which are cantilevered, with solid oil finish overlays) and the back attaches to a flexible back-strap. The seat is of molded latex rubber. One may choose between fixed, revolving, and self-return base. Companion desks, filing cabinets, and other units are also available. McDowell/Craig, 13146 Firestone Blvd., Norwalk, Calif. 90650.

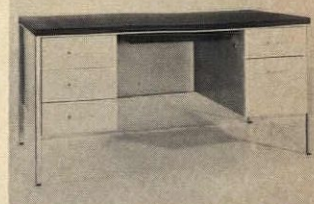
Circle 114, Readers' Service Card



Double built-in oven cleans itself electrically, automatically. The sliding of a locking lever and turn of a dial starts the process, during which safely controlled high heat transforms grease and oven spatters into harmless vapors. Shelves may be cleaned as well as walls. The 24"-wide unit comes in turquoise, yellow, single or two-toned copper, and a two-toned Tahitian green as well as white. Manufacturer notes that only two screws are necessary for installation. Frigidaire Division, General Motors Corp., Day-

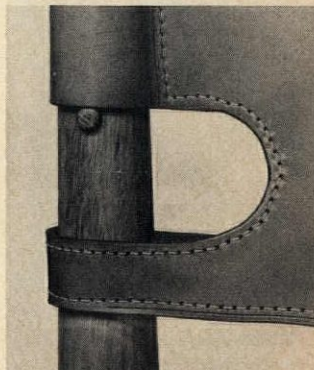
ton, Ohio 45401.

Circle 115, Readers' Service Card



The 3000 Line of metal office furniture by Yawman-Erbe includes a desk with a drawer suspension system which, according to the manufacturer, is the strongest in existence. The drawer, riding on steel ball carriers rather than the now conventional nylon rollers, hangs from the desk top. Tops come in wood or wood-patterned textolites. Frames are available in 14 standard colors or any others specified. Design allows the desk to be shipped disassembled, then re-assembled on delivery. Companion files, chairs, and public seating are also available. Sterling Precision Corporation, 103 Park Avenue, New York, N.Y. 10017.

Circle 116, Readers' Service Card



Two new furniture groups by C.I. Designs offer sturdy, comely seating in rugged grains of solid oak or ash. The Ash group, created for "contract" use in collaboration with Hugh Stubbins, includes

How do you measure comfort?

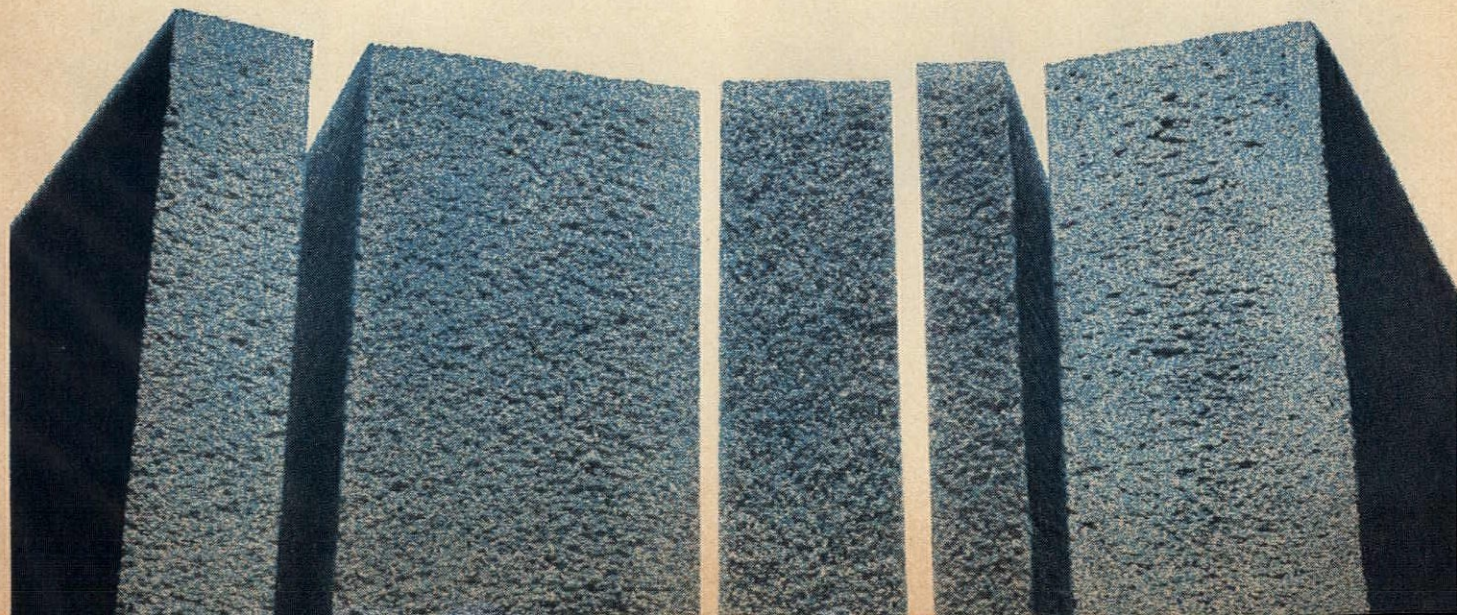
In inches of Styrofoam.

Compared to other insulations, a little Styrofoam® brand insulation board goes a long way. Little is needed for the comfort level you want, the economy you expect. Styrofoam not only gives superior insulation efficiency, but it is moisture-resistant and requires no vapor barrier. Specify Styrofoam in one of your buildings

now and it's comfort is available for years. It won't rot, mold or deteriorate. It's light as well as easy to install. And Styrofoam insulation is versatile. Use it over masonry construction, in perimeters or forms. Then give it any finish you like—gypsum wallboard, wood paneling or plaster.

There's a good way to learn more about Styrofoam. Check Sweet's Architectural File 10a/Do. Or write The Dow Chemical Company, Plastics Sales Department, Midland, Michigan 48640.

Styrofoam is Dow's registered trademark for expanded polystyrene produced by an exclusive manufacturing process. Accept no substitutes...look for this trademark on all Styrofoam brand insulation board.



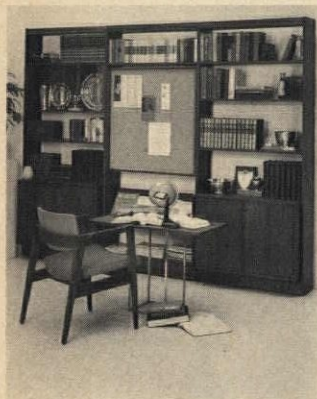
all-wood pieces, and pieces upholstered in C.I. (or other) fabrics. Part replacements are possible. The Oak group, conceived by Borge Mogensen, features chairs with solid oak frames and adjustable saddle leather seats and backs. Companion tables of solid oak are also available. Wood comes in its natural state, or in standard finishes. C.I. Designs, 230 Clarendon Street, Boston, Mass. 02116.

Circle 117, Readers' Service Card



Economical carrel offers compact study corner for \$65 (volume price). Solid-core units, locked into aluminum frame, will be sent "on approval" to school administrators and architects in the U.S. or Canada to prove that the low price tag does not mean an inferior product. Uniline, 420 Alabama Ave. NW, Grand Rapids, Mich.

Circle 118, Readers' Service Card



Library component system known as The Libra Series has bookshelves, magazine shelving, storage cabinets, wardrobes, and bulletin boards that lock in place and thus eliminate need for built-ins. Recessed tracks (adjustable on 1/2" centers) allow for an infinite variety of component combinations. Companion book trucks, lecterns,

dictionary stands, tables, and study carrels are also available. All pieces are made from select walnut veneers with solid lumber cores. Hardwood House, Inc., 10 Saint James St., Rochester, N.Y.

Circle 119, Readers' Service Card



Planter benches of molded glass-fiber construction provide concentrated seating space, yet leave walls free for shelving in areas such as department stores. They are available in smooth matte finish, three-dimensional finishes in earth tones, and a coarse surface suggesting masonry. Seat is pitched to permit run-off into the body of the planter. Drainage holes can be supplied, casters can be mounted inside bases, and bases can be scribed to a given degree of slope. Custom sizes and designs will be executed upon request. Architectural Fiberglass Division of Architectural Pottery, 2020 South Robertson Blvd., Los Angeles, Calif. 90034.

Circle 120, Readers' Service Card

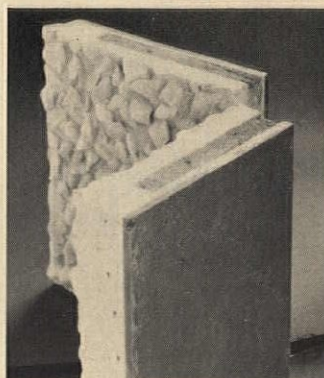
OFFICE EQUIPMENT



Desk-side phone table helps keep working surfaces free. Available with top drawer for dictating machine or open shelf (shown) with file drawer below. Unit may be built-in or free-standing. Corry James-

town Corp., Corry, Pa.
Circle 121, Readers' Service Card

SERVICES



Two-faced precast wall panels have thermosetting copolymer resin base and urethane or honeycomb insulating core. Made to architect's specifications, panels may be faced with such materials as aggregate, tile, limestone, marble, etc. Panel shown is aggregate one side and man-made slate on the other side. "Wall-Tite" unit is half the weight of concrete and twice as strong, claims the manufacturer, with a "U" factor as low as .09. A considerable cut in installation time is said to be possible using the panels. Mortite Corp., Passaic, N.J.

Circle 122, Readers' Service Card

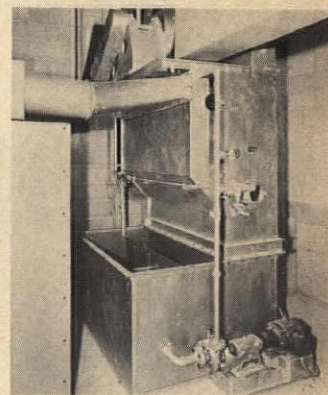


Twisted curlicues, jelly-roll curves, conical tubings and curved, tapered forms in molded plywood can be mass-produced by a new molding technique on high-speed presses at low cost, claims manufacturer. Suitable for furniture and decorative paneling, for example, the fabricating presses will mold many types of wood in layers from 3 to 46 plies. Manufacturer states technique "has been developed for architects and interior decorators"—presumably a custom service for special designs. Molded Plywood Div., Plycraft, Inc.,

39 S. Canal St., Lawrence, Mass.

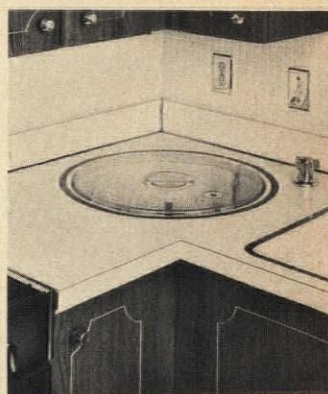
Circle 123, Readers' Service Card

SPECIAL EQUIPMENT



Antipollution unit cleans flue gases from apartment house incinerators. Scrubber, installed either in basement or on roof, enables owners to comply with clean-air laws being passed by many cities, states manufacturer. Fumes are cooled and put through water chamber where high-velocity centrifugal action precipitates solids, making gases clean enough to exhaust into atmosphere. The 3000 cfm "Hydro-Volute" incinerator scrubbers require 15 gpm of recirculating water. Johnson-March Corp., 3018 Market St., Philadelphia, Pa. 19104.

Circle 124, Readers' Service Card



Turbine dishwasher has only two moving parts and requires only two connections—hot water and drain; since it operates on water pressure, there is no electrical connection. Manufacturer claims it can be installed for "50% of the cost of an electrical washer." Vulcan Mfg. Co., Inc., P.O. Box 3460, Maplewood Sta., St. Louis, Mo. 63143.

Circle 125, Readers' Service Card

Mr. Architect:

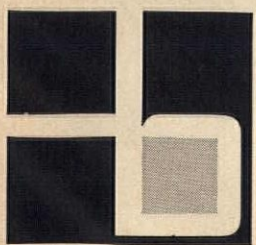
you can't specify

the contractor,

so be sure the windows in the building reflect the high standards of your design. Windows are opened, closed, slid, pushed, pulled, raised, lowered, locked, unlocked, bumped into, jumped into and out of, cleaned, covered, uncovered, scorched by sun, frozen by cold and wind, drenched by rain, sleet, snow, and hail outside, and pampered with temperature and humidity inside. Windows account for the most visible used and abused space in a building. So, when you can't specify the contractor, make sure the windows are the highest quality on-time windows available. Specify unsubstitutable Bayley steel, aluminum, or stainless steel

windows.

Write for new 1967 window catalog



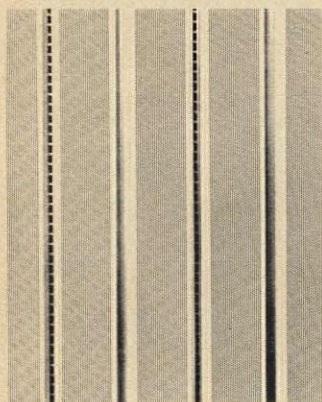
BAYLEY

THE WILLIAM BAYLEY COMPANY, Springfield, Ohio

On Readers' Service Card, Circle No. 429

MFRS' DATA

ACOUSTICS



Thin-strip acoustical ceiling system is designed for quick and low-cost installation. Narrow, perforated strips of aluminum are backed by a fiber barrier and a glass-fiber pad for sound absorption. Brochure describes five types of "Mirawal-Dampa" strips and gives sound absorption and sound transmission graphs. Photos, accessories, edge molding details, specifications, color sample card. 8 pages. Mirawal Co., P.O. Box 38, Port Carbon, Pa. 17965.

Circle 200, Readers' Service Card

CONSTRUCTION



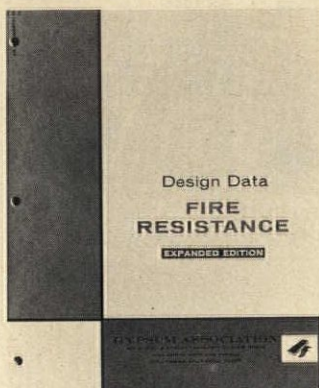
Ground slab design and construction manual is divided into two sections—slabs on grade and slabs supported on walls or piers. Booklet covers theory and practice for residential and commercial projects. Tables, photos, design data. 20 pages. Wire Reinforcement Institute, Dept. SG-90, 5034 Wisconsin Ave. NW, Washington, D.C. 20016.

Circle 201, Readers' Service Card

Curtain wall panel faced with "Brickplate," a high fired ceramic material, provides an exposed masonry surface in a

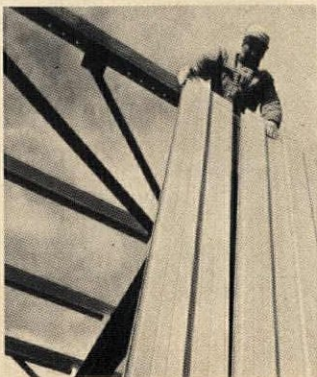
tile thickness. The 1 3/4"-thick panels can be backed with various materials (plywood, steel, etc.), and insulated with foamed polyurethane. Glazed and unglazed facing is available in a range of colors; 3" x 8" or 4" x 8" modular brick sizes with maximum panel dimensions of 4' wide x 12' high. Cross-sections and specifications. 4 pages. Gail International, 582 Market St., San Francisco, Calif. 94104.

Circle 202, Readers' Service Card



Design booklet on fire-resistant gypsum assemblies contains six sections: general information, floor-ceiling assemblies, partitions, columns, beams/girders/trusses, and roof decks. Hourly rating charts tabulate construction details, fire test reference numbers, and Sound Transmission Classes. The expanded edition also includes a number of cutaway views and cross-sections of construction details. 42 pages. Gypsum Assn., 201 N. Wells St., Chicago, Ill. 60606.

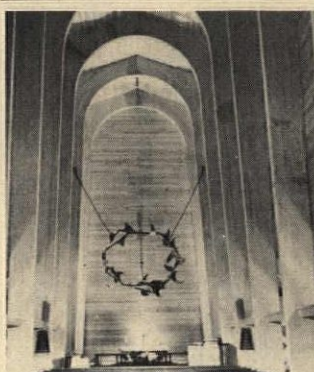
Circle 203, Readers' Service Card



Picture story of prefabricated components used in a variety of buildings, from a country club to a factory. Structural steel skeleton with

metal curtain walls (sandwich and window panels available) and four metal roof systems can be combined in many ways to enclose space. Three color systems. Butler Mfg. Co., 7400 E. 13 St., Kansas City, Mo. 64126.

Circle 204, Readers' Service Card



"Structural Glued Laminated Southern Pine" gives design information and engineering data for laminated beams and arches. Property chart for standard members lists nominal and finished sizes, weight, etc. Booklet gives typical shapes; beam design charts for bending, shear, and deflection; and general and standard appearance grade specifications. 12 pages. Southern Pine Assn., P.O. Box 52468, New Orleans, La. 70150.

Circle 205, Readers' Service Card

Results of exposure tests on porcelain-enamel-coated steel and aluminum are reported in "Weather Resistance of Porcelain Enamels." The seven-year study (by the National Bureau of Standards and the Porcelain Enamel Institute) at seven test sites around the country show that, on the average, the higher the acid-resistance rating, the better the enamel samples weathered. Both matte-finish and glossy samples were used. Oddly enough, the least severe changes were observed in samples at a site in smog-ridden Los Angeles; they gathered an adherent film which, the report states, "may have partially protected the enamels from weathering action." Test results are tabulated in six pages of charts showing color and gloss retention, acid test ratings, etc., for different types and colors of enamel; manufacturers are not named. Explanatory text and technical graphs supplement this data.

16 pages. Price: 20¢. Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

DOORS/WINDOWS

"The Growing Case for the Daylighted School" takes issue with the windowless-school trend. Comparative cost tables show the daylighted school to be less expensive in over-all construction, operating, and maintenance costs. The case is also stated in terms of student well-being, along with the claim that windows provide more effective classroom illumination. Architectural Aluminum Manufacturers Assn., 35 E. Wacker Dr., Chicago, Ill. 60601.

Circle 206, Readers' Service Card



A series of five entrances in "Permanodic" finish aluminum and coordinated push-pull hardware are presented in a color brochure. The four anodized colors for entrance frames include two bronze hues that will add warmth to commercial or apartment buildings. Color photos. Kawneer Co., Inc., Dept. P, 1105 N. Front St., Niles, Mich.

Circle 207, Readers' Service Card



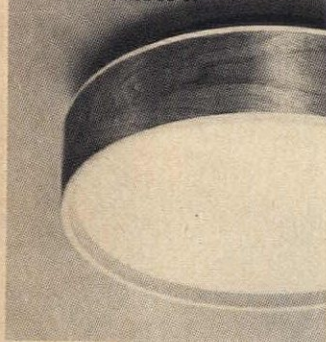
Venetian blinds sandwiched between double glazing is feature of brochure/catalog on windows and curtain walls.

Two-component sash on venetian-blind unit may be unlocked and opened for cleaning interior faces of glass. Blinds are raised, lowered, and tilted by a single crank handle. Window (over-all thickness 3 $\frac{5}{8}$ "") opens on vertical or horizontal pivot. Other aluminum windows shown are projected, casement, reversible, and monumental series. Low- and high-rise curtain-wall systems are briefly detailed. Cross-sections, photos. 16 pages. Samson Window Corp., 62-35 30th Ave., Woodside, N.Y. 11377. Circle 208, Readers' Service Card

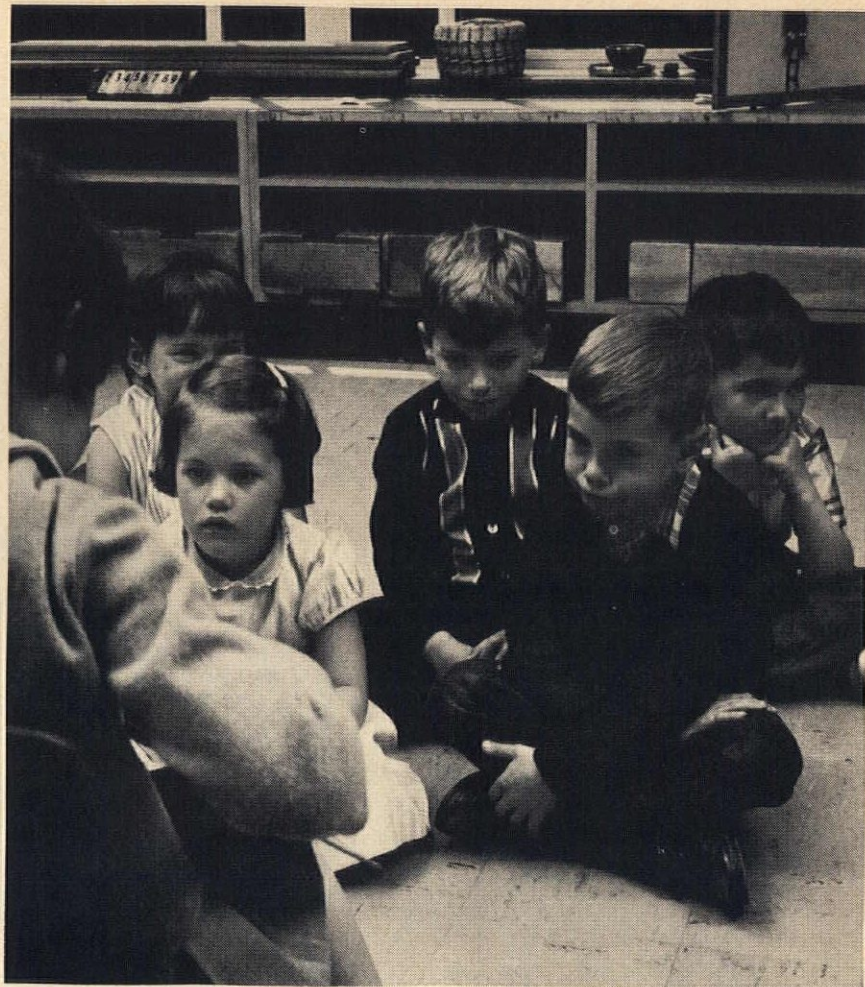
Guide standards for fire doors and windows cover the use, installation, and maintenance of fire-door assemblies, windows, glass blocks and shutters. This 1966 revised edition of NFPA No. 80, containing material that has been incorporated into numerous building codes, has been developed as a guide to good practice. 80 pages. Price: \$1. National Fire Protection Assn., 60 Batterymarch St., Boston, Mass. 02110.

ELECTRICAL EQUIPMENT

WALNUT DECORATED DOWNLIGHT
SM51-55-57



Lights for the ceiling and a few for the wall are cataloged by type — recessed downlighting with ellipsoidal, cylindrical, or square reflectors; and surface-mounted rounds, squares, "eyeballs," and a shallow walnut-wrapped cylinder (shown). Some fixtures may also be pendant-mounted, and there is a multipurpose recessed cylindrical housing that will accept 71 front and trim variations. Milky glass globes, rectangles, and other shapes for wall mounting are suitable for indoors or outdoors. Photos, dimensions, photometric data, and descrip-



This photograph was taken right *through* a mirror

To prove how clearly you can see through *Mirropane*®, the "see-thru" mirror, we put a piece right over the lens of a camera. *Mirropane* makes an ideal observation window in a classroom (to the children, it looks like any ordinary mirror). Therapists use it to observe patients' reactions, and storekeepers for detecting shoplifters. You can probably think of a dozen uses for *Mirropane* for the buildings you're planning. For more facts, phone your L·O·F Distributor or Dealer listed under "Glass" in the Yellow Pages or write:



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82116 L·O·F Building, Toledo, Ohio 43624

On Readers' Service Card, Circle No. 368

tions of finishes, wattages, lenses, etc. 24 pages. Emerson Electric Co., 8100 Florissant Ave., St. Louis, Mo., 63136. Circle 209, Readers' Service Card

FURNISHINGS

Antique ceramic tile for exterior and interior use is described in a color-illustrated four-page brochure. The tiles have smooth or rough surfaces (rough one resembles the pockmarked skin of a baked potato) and a double glaze impervious to weather. Colors seem time-tested (stone

wall gray, burgundy red, rust). Sizes listed. Hoganas Ceramic Co., Riverton, N.J. 08077. Circle 210, Readers' Service Card

NuTone's Idea Booklet for kitchen and bathroom planning contains floor plans, sketches, and illustrations. Installations are shown in contemporary and traditional styles for kitchens (equipped with range ovens, dishwashers, disposers, range-hood and exhaust fans, electric heaters, built-in food centers, music-intercoms, etc.) and bath-

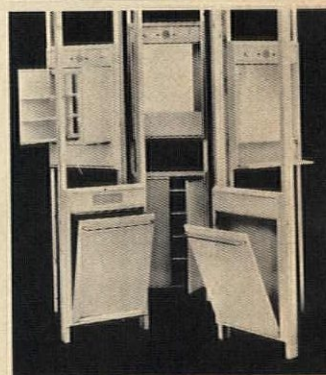
rooms (with "vanitories," gardens etc.). Architects could usefully give this 62-page booklet to clients interested in bathroom and kitchen planning. NuTone, Inc., Cincinnati, Ohio 45227. Circle 211, Readers' Service Card

Vinyl brick floor tiles, shown in a four-page brochure, come in single-, double-, and triple-brick units. Called the "1776 vinyl brick," the line is inspired "by 200 years of American Heritage": Bunker Hill Red, Lexington Pink, York-

town Tan. Pictured are herringbone designs, and rows and squares of bricks accented by vinyl strips. Sizes are listed. Robbins Products, Inc., Tusculumbia, Ala. Circle 212, Readers' Service Card



The Independent Suspension Series of furniture includes various seating units (settee, sofa, armchair) designed by Dave Woods for lounging areas (especially business and public spaces). Pieces with mirror stainless steel frames and up-tilted seats and arched-forward backs suggest a steam-shovel scoop. Six-page brochure includes specifications and photographs showing seating units, armed and armless, in various arrangements. It also presents a companion table. J. G. Furniture Co., Inc., 160 E. 56th St., New York, N.Y. Circle 213, Readers' Service Card



The Service Module System comprises various units (for example, a storage compartment providing outlets for razor, toothbrush, etc.; a dressing area with mirror and light). Designed by George Nelson, they may be surface or door-mounted, as well as built-in. They come in epoxy colors (blue, gray, yellow) or specially treated, moisture-resistant, natural-wood finishes (cherry, walnut, or birch). Interiors are of sheet-

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Patented Grease-Away extractors
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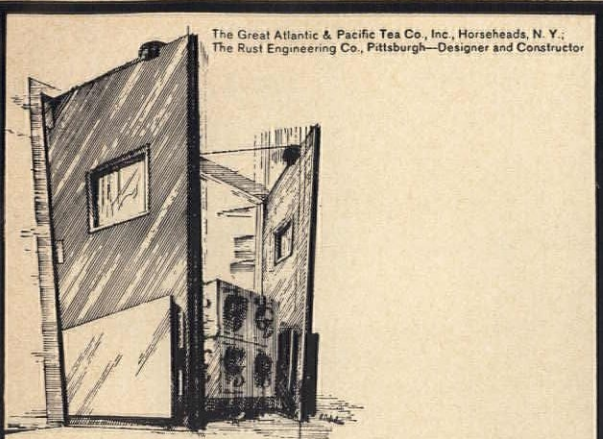
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GET YOUR PERSONAL REPRINT OF P/A's OCTOBER "CONCRETE" STORY

A limited number of reprints of the editorial section of the October issue of PROGRESSIVE ARCHITECTURE have been set aside for our readers.

This was the issue that explored the subject of Concrete from top to bottom. It looked in depth at the uses and mis-uses of concrete in office buildings, houses, hospitals, saloons and state capitols. It gave cogent answers to the question: "What is the future for this most promising yet controversial of building materials?"

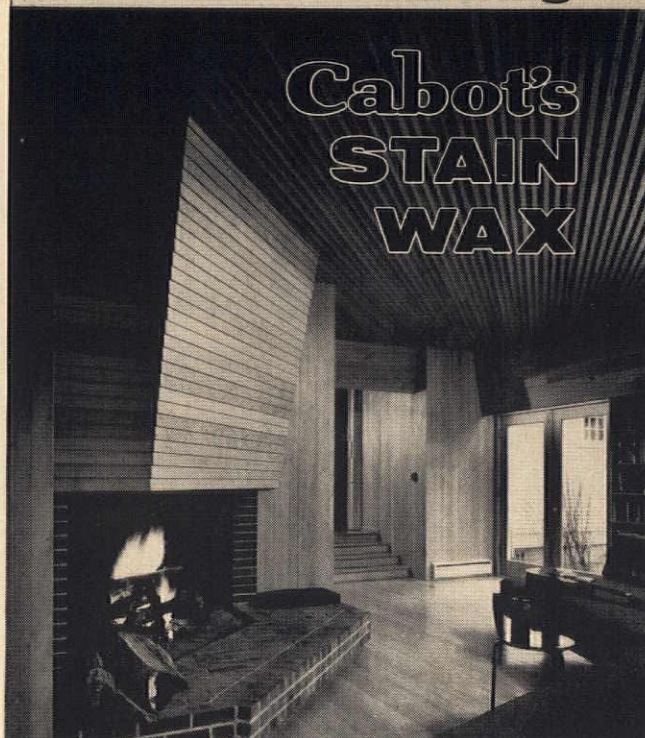
Comments and critiques on concrete were supplied by experts from all sides of the building industry — architects, designers, engineers and builders.

Get your own personal copy (or copies) at \$1.00 each of the October Concrete reprint by checking #450 on the Readers' Service Card at the back of this issue. We'll bill you later.

On Readers' Service Card, Circle No. 450

For Wood Paneling

Cabot's STAIN WAX



Home in Tacoma, Wash.; Architect: Liddle & Jones, Tacoma, Wash.; Cabot's Stain Wax throughout.

Stains, Waxes, Seals in One Operation

The two interiors depicted here are the accomplishments of the same architectural team . . . one breath-takingly modern; the other warmly rustic. In both instances, Cabot's Stain Wax was specified for the interior finish. Suitable for all types of wood, Cabot's Stain Wax protects the wood, enhances the grain, combines the pleasing color of a stain finish with the soft luster of a wax.



Cabin on Mt. Rainier, Wash.; Architect: Liddle & Jones, Tacoma, Wash.; Cabot's Stain Wax throughout.

Bring out the best in wood with Cabot's Stain Wax. Easy to apply and economical; available in thirteen distinctive colors plus black and natural.



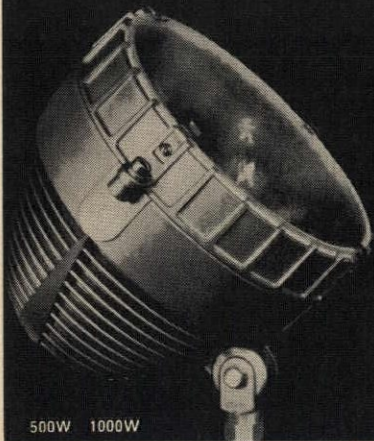
SAMUEL CABOT INC.

1128 S. Terminal Trust Bldg.
Boston, Mass. 02210

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On Readers' Service Card, Circle No. 331

NEW



500W 1000W

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More lamp life
More compact fixtures**

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STONCO®

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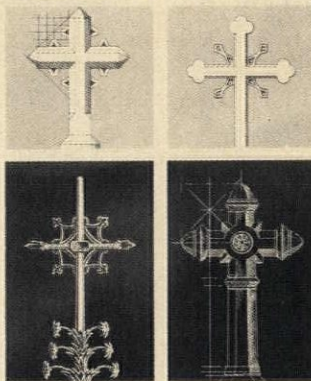
On Readers' Service Card, Circle No. 405

metal backing. A page with samples of colors and finishes accompanies the six-page color- and diagram-illustrated brochure. Howard Miller Company, Zeeland, Mich.
Circle 214, Readers' Service Card

Draw-Matic automation allows one to open traverse draperies and similar sliding objects (for instance, plywood doors, maps, and charts) with a flick of a switch. It can be coupled with a time device, incorporated with lights, and geared to radio or solar control. A fold-up brochure discusses and illustrates the unit's various applications and gives specifications. Draw-Matic Engineering Company, 13052 W. McNichols Rd., Detroit, Mich. 48235.

Circle 215, Readers' Service Card

SPECIAL EQUIPMENT



The cross form has had a complex history since the beginnings of Christianity. A detailed brochure illustrates a great number of them, giving the names and a brief comment on the symbolism and history of each. The illustrations may be used as guides for designing, choosing, and ordering a cross from the manufacturer. Traditional Latin, Greek, and French designs are included. There are also contemporary examples. 40 pages. Overly Mfg. Co., Greensburg, Pa.

Circle 216, Readers' Service Card

PROGRESSIVE ARCHITECTURE NEWS REPORT

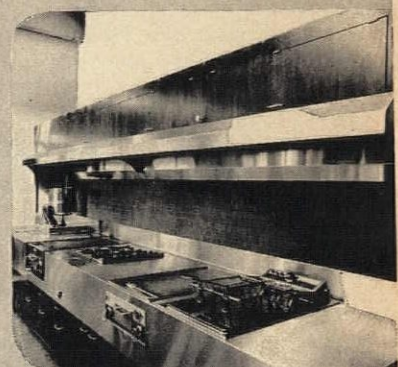
REINHOLD PUBLISHING CORPORATION
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NEXT MONTH IN P/A

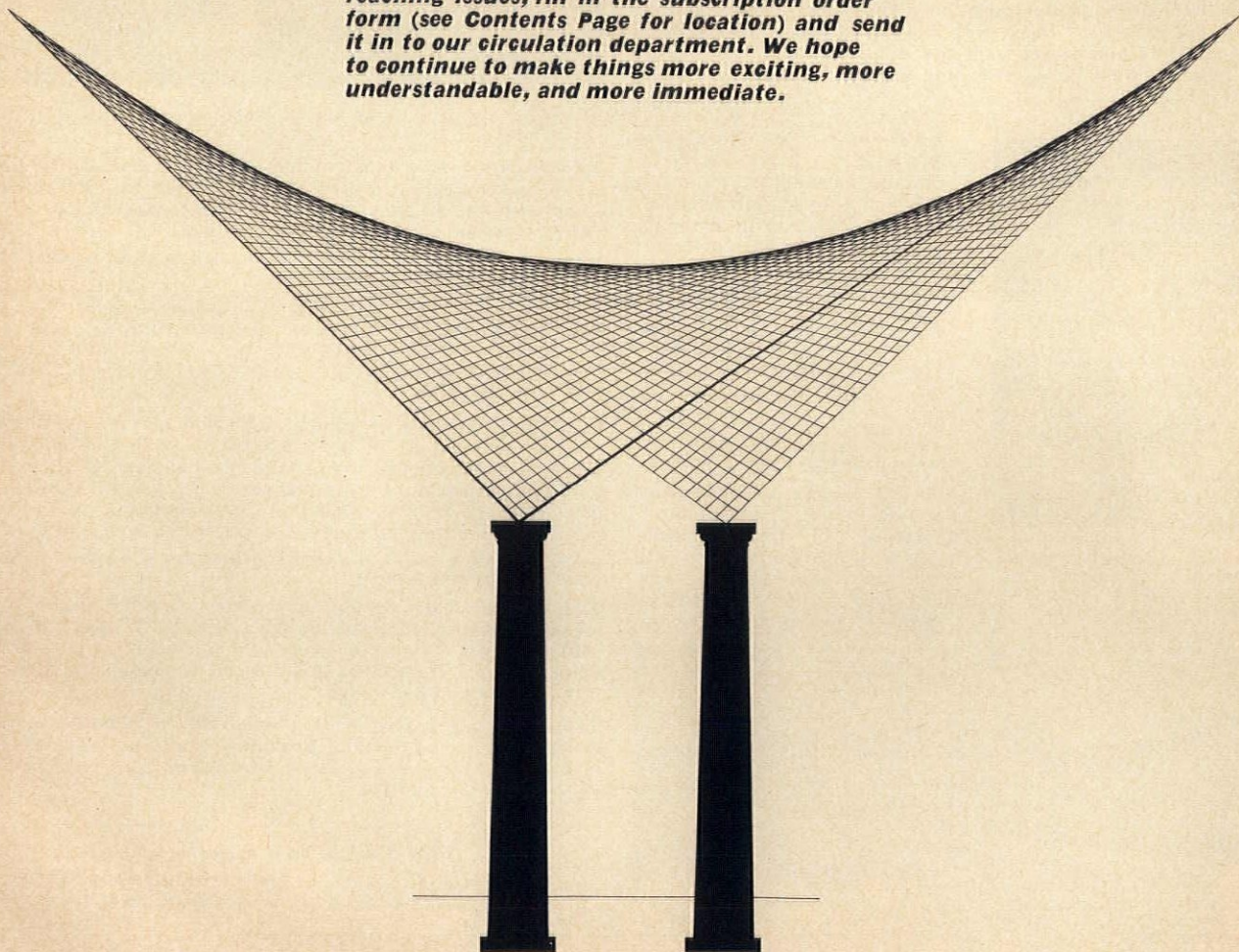
Prepare to Meet Thy Future!

By the end of this century, every element involved in shaping our lives and society will have undergone phenomenal changes. Philosophy, religion, science, technology, aesthetics, social sciences — all the factors influencing man and his surroundings are even now in a state of revolution that will completely change the face of the world in the future.

*The December issue of **PROGRESSIVE ARCHITECTURE** will examine all the aspects of the many disciplines that are in this state of flux, and what they might come to mean decades from now. Special attention will be given, of course, to the coming role of the architect — if that is what he will be called — in the altered scheme of things.*

*If you are not planning to retire into a deep cave and let the rest of the world go hang, the December issue of **P/A** will be of great significance to you, both as a practitioner and as a member of society. We are excited enough about it to believe that it will be required reading for any thinking architect for some time to come.*

*To get the December **P/A** and 11 more far-reaching issues, fill in the subscription order form (see Contents Page for location) and send it in to our circulation department. We hope to continue to make things more exciting, more understandable, and more immediate.*





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THE PRESCON MEMO NEWS

THE PRESCON CORP.: 502 CORPUS CHRISTI STATE NATIONAL BUILDING — CORPUS CHRISTI, TEXAS 78401

SCHOOLS POST-TENSIONING ENCOURAGES DESIGN FLEXIBILITY WITH ECONOMY

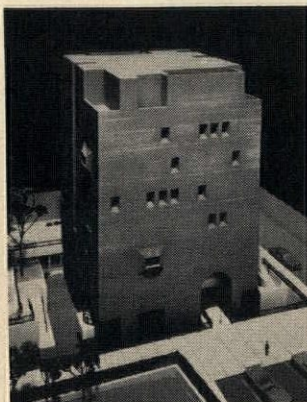
School design problems have been solved by many architects and engineers with the Prescon System of post-tensioning for prestressed concrete. Examples near you can be pointed out by a Prescon representative.

The multiple-award winning Estancia High School, Costa Mesa, California, features a "Great Court" surrounded by academic areas all under one roof. The 200,000 square foot roof was a post-tensioned prestressed waffle slab on a 5-foot square module. The waffle slab is 23¾" deep using 8" joist stems and 20" deep pans. Spans varied from 25' to 35'. The roof system was designed for zero deflection under dead load.

Design criteria called for (1) 2,000 student capacity (2) departmentalization (3) flexibility in number, size and organization of departments and teaching stations. All exterior and interior walls are non-bearing demountable throughout the academic areas. Building costs were \$1,586.00 per student.

Architects—William E. Blurock & Associates; Structural Engineers—John A. Martin & Associates; General Contractor—Robert E. McKee.

At Bishop College (Dallas, Texas) where all buildings are permanent type, post-tensioning was widely employed. The Prescon System was used in classroom, dormitory and library structures. It contributed to economy in materials, forms and construction speed. (The men's dormitory was occupied in 8 mos.) The flat plates are 8" thick and cantilever 4' in all levels of several structures. Bays are 24' x 26', with columns 12" x 20" and designed for 50 lbs. live load, plus partitions. The Zale Library on the campus has slabs 9½" thick, with 4½" drop panels at columns. The first and second level slabs are designed for 150 lbs. live load, plus partitions. Cost, including library furniture, less than \$13.50 per sq. ft.



Roy E. Larsen Hall, Harvard University. Architects: Caudill, Rowlett & Scott; General Contractor: Wexler Construction Company.

E. D. Mayes, structural engineer, pointed out that among advantages of post-tensioning were: (1) elimination of deflection in the slab to reduce partition placement problems; (2) use of thinner slabs for reduced floor-to-floor height resulting in lower material costs. Flat plates allow easier mechanical distribution, and ceiling finish can be applied directly to under side of slab.

Architect—Donald B. Kleinschmidt; Consulting Engineers—Mayes & Brockett.

A Ft. Morgan, Colorado, school utilized four structural systems, all post-tensioned: (1) two-way waffle slab; (2) one-way joists and one-way zee-type sections; (3) folded plates; (4) haunched slabs.



Watkins Overton High School Gymnasium with classrooms, Memphis, Tenn. Architect: A. L. Aydelott and Associates; Structural Engineer: S. S. Kenworthy and Associates; Contractor: Sam P. Maury Construction Company.



Estancia High School, Costa Mesa, Calif.

Prescon coated, as well as grouted tendons were used. The library is a 65' x 90' clear span area; the auditorium has 90' maximum spans with the balcony framed of post-tensioned cast-in-place concrete to eliminate the need for columns.

Architect—Wheeler & Lewis; Structural Engineer—Russ Kostroski; Contractor—Hensel Phelps Construction Co.

The Student Union Building, Southwest Missouri State College, Springfield, is a four-level structure with 55' clear spans. The second and third floors, and roof have 4" slabs with 6½" ribs on 3'4" centers. Floor construction depth is 2'7½" and 2'11" for the roof.

Field measurement of camber indicated a variance of ¼" — from a minimum of ⅝" to a maximum of ⅞". In addition to being more economical than the original design, post-tensioning provided the benefit of creep and shrinkage control. Post-tensioning sealed the slabs so well that water standing on the upper portions showed no moisture evidence on the undersides.

Architects—Harold A. Casey & Associates; Engineers—Saul A. Nuccitelli; Contractor—Dondlinger Construction Company.

Today's school design and construction requires ingenuity and creativity to meet the evolving educational concepts, yet remain within budgets. Often post-tensioning will enable you to achieve these demands. Remember the Prescon System — post-tensioning with positive end anchorage.

These are but a few of the hundreds of school structures using the Prescon System. For more complete examples and technical information, write for literature, or contact a Prescon representative.

The PRESCON Corporation

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Norton Series 6120 Uni-Trol door controls were used for all public entrance doors on both the exterior and interior doors. Shock absorber in the holding mechanism prevents damage to door and frame at full open position. Built-in holder can be engaged to hold the door open for customers. Note how the attractive styling blends with the door and frame.

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1121



Norton Uni-Trol controls prove particularly valuable to the satellite Automotive Center. Items purchased at this store are more likely to be bulky. Customers appreciate the convenience of an open door when they leave with their purchases.

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that creating a good trade ad directed to architects involves exactly the same factors as creating trade advertising for any other profession? Is that correct?

"I think I gave that impression, didn't I? Well, I should have gone further. No, I think that advertising people should take into account the way an architect thinks. The architect has — or ought to have — a highly defined aesthetic sense. A four-color ad that appeals to this aesthetic sense will be read where the same ad in black and white wouldn't be. Because the average architect is far busier than he used to be, the total impact is becoming increasingly important. Not only that: We're getting more and more literature every year, which means that there is greater competition for our attention."

Frank W. Riederer, head of the Chicago consulting engineering firm of Frank W. Riederer & Associates and head judge in the consulting engineering category, echoed Snedaker's opinions: He pointed out, for instance, that only one piece of maintenance literature was entered in the competition. And he felt that ads should be eye-catching. He went on to say, "In an ad, the information should be brief but accurate. An ad doesn't satisfy your appetite; it whets it. A good trade ad should be presented in such a way to make you say to yourself, 'This is something I want to look into.' I think — and I feel sure that most engineers would agree with me on this — that one of the best ways to stir up interest is a case-history ad. Also, more information is needed on product limitations; we need to know what a product can do, and what it can't do."

In trade advertising, is the consulting engineer receiving

the credit he deserves?

"I'm glad you brought that up, because the answer is a resounding no. This is one of the engineer's biggest complaints. . . . Just to give you an example: I've seen ads from the manufacturer of the structural steel that was used in a building. Who was the person most concerned with this aspect of the building? The structural engineer, of course, but his name is conspicuous by its absence. I would think that advertisers would realize that engineers look at ads with engineers' names in them."

A TOUCH OF ACRYLIC-POLYMER

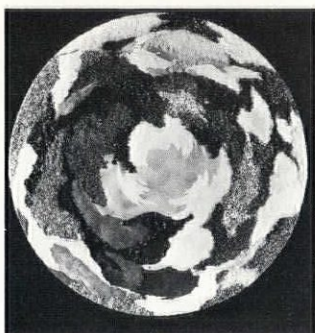


Photo: Helga Photo Studio

NEW YORK, N.Y. Artist Frederick Terna has lived in the United States since 1952. Before that, he studied art in Paris, and still earlier he lived in Austria, his birthplace. Most of his work is in etchings and lithographs, although he also works in oils, and, most recently, in tonda-acrylic polymer. These latter efforts consist of pebbles and sand embodied in plastic, and they can be applied to canvas and framed. Shown above is Terna's "The World." Its rough surface is meant to be touched, which adds another dimension to the viewer's experience. Terna's work is on display at Etchings International, a firm that specializes in art work for offices, homes, and hotels in New York City.

WASHINGTON/FINANCIAL NEWS

By E. E. HALMOS, JR.

The real battle over the President's much-desired "Demonstration Cities" program (S. 3708) centered on two matters that weren't present in the

original proposals at all:

(1) Aid the land-developers (by insuring mortgages) for acquisition of suitable plots for large-scale community de-

velopment. This was inserted in the bill in the Senate.

(2) A fear that certain provisions (in Title II) favored action by regional groups, rather than local governments individually — regional groups that would, in the end, said opponents, be answerable only to the Secretary of Housing and Urban Development, who would approve their formation, actions, and funds.

The aid to land developers has always seemed questionable to many legislators, who see it as use of public funds to aid private industry, regardless of any eventual advantages. (Idea is to aid developers in obtaining funds for such "new towns" as Reston, Va.) Many local government officials opposed such a move, on ground that such aid might permit the formation of developments that could kill existing political subdivisions.

The second objection — to the local "supergovernment" idea — was by far more important, and involved fears of further forced integration of schools. (A very poorly timed "leak" of some Office of Education plans for school integration, including busing of children from one neighborhood to another, didn't help, either.)

What bothered Congressmen and many local officials was the requirement under Title II that "all applications for Federal loans or grants to assist in carrying out (almost any project) must, after June 30, 1967, be submitted for review by a metropolitan-wide, comprehensive planning agency."

A vocal minority of the House Banking and Currency Committee declared: "The proposed . . . title would divide the country into new Federal community development districts — a new administrative or political unit that would look to the Federal Government, rather than the states, cities, and other localities for guidance. Title II would place the shadow of HUD over every metropolitan area. . . . Virtually every local governmental decision . . . would be subject to review. . . . To whom would the people turn to exert their proper voice in local and even metropolitan government?"

In all, it was another lesson

in how not to get legislation through a harassed Congress; and it pointed as well to a widespread tendency in Washington today to overload basically laudable bills with too many hastily conceived and often controversial measures.

There was not nearly as much opposition to other portions of the bill (which offers great challenges to architects and planners): a two-year authorization totaling \$900 million for planning and program assistance for urban renewal projects; changes in FHA programs to make more low-interest financing available to nonprofit housing groups; and a number of technical changes in existing legislation.

(An important companion bill to the Demonstration Cities program — the Urban Mass Transit Act amendments [S. 3700] — sailed easily through Congress. It provides, among other things, grants to public bodies for technical transit studies; research and development and demonstration projects; grants for training of technical and managerial personnel.)

Portable Pension Plan — A bill proposing a "portable pension" that specifically covers technical and professional employees had no chance for passage this year, but proponents will certainly revive the measure next year.

It would have a profound effect on the operations of almost every architectural or engineering firm in the U.S.

Idea of the bill (HR 16832, introduced by Representative John Dingell, Michigan Democrat) is embodied in two provisions:

(1) Pension plans would qualify for favorable Federal tax treatment only if they provide that an employee's right to fund in his pension account became nonforfeitable after 10 years of employment or less.

(2) A "clearing house" would be set up (in the Department of Health-Education-Welfare) to facilitate transfer of employees' vested pension credits upon separation from their jobs.

Thus, when an architect let some of his staff go because of change in work load or for any other reason, he could keep the employees' "vested" pension credits and pay the

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pension due when the former worker reached retirement age. Or, he could transfer the money to a special fund set up by HEW, which, in turn, could transfer the credits to a new employer, or keep them itself and pay the pension when due.

There's no certainty that architects will like this idea: For one thing, it could completely destroy the "holding power" of generous pension plans on key employees; for another, it would entail enormous added bookkeeping operations.

Congress Okays GSA Building Funds — The long-planned but much delayed completion of the grandiose "Federal Triangle" in downtown Washington finally moved a step closer to realization, with Congressional approval of funds totaling \$96 million for Federal buildings that the General Services Administration wants to build in various parts of the U.S.

Of special interest are plans for a \$41,300,000 building to replace the present Coast Guard headquarters (an unsightly brown-brick structure at 13th and Pennsylvania Ave.); and a \$26,600,000 structure that would be an extension of the Internal Revenue building a block away.

The latter would involve demolition of the horrendous old Post Office building — a gray-granite structure that is a relic of the Teddy Roosevelt era — except for its landmark clock tower.

Together, the two new structures would complete the "Federal Triangle," which now consists of the newer Post Office, Internal Revenue, and other structures in the area between Pennsylvania and Constitution Avenues.

Under any circumstances, of course, actual construction couldn't begin until five years from now — even if new designs are prepared, as ordered, by Presidentially appointed planners seeking to rejuvenate "the Avenue."

Other new Federal buildings okayed by Congress include: a \$27,400,000 courthouse and Federal building for Atlanta, Ga., and a \$21 million post office in the same city; a \$79 million post office extension in New York City; \$23 million for a post office,

courthouse, and Federal building in Syracuse, N. Y.; a \$28 million "portal" building in Washington, D.C., to balance the Labor Department annex at the Mall entrance between 2nd and 3rd Streets, N.W.

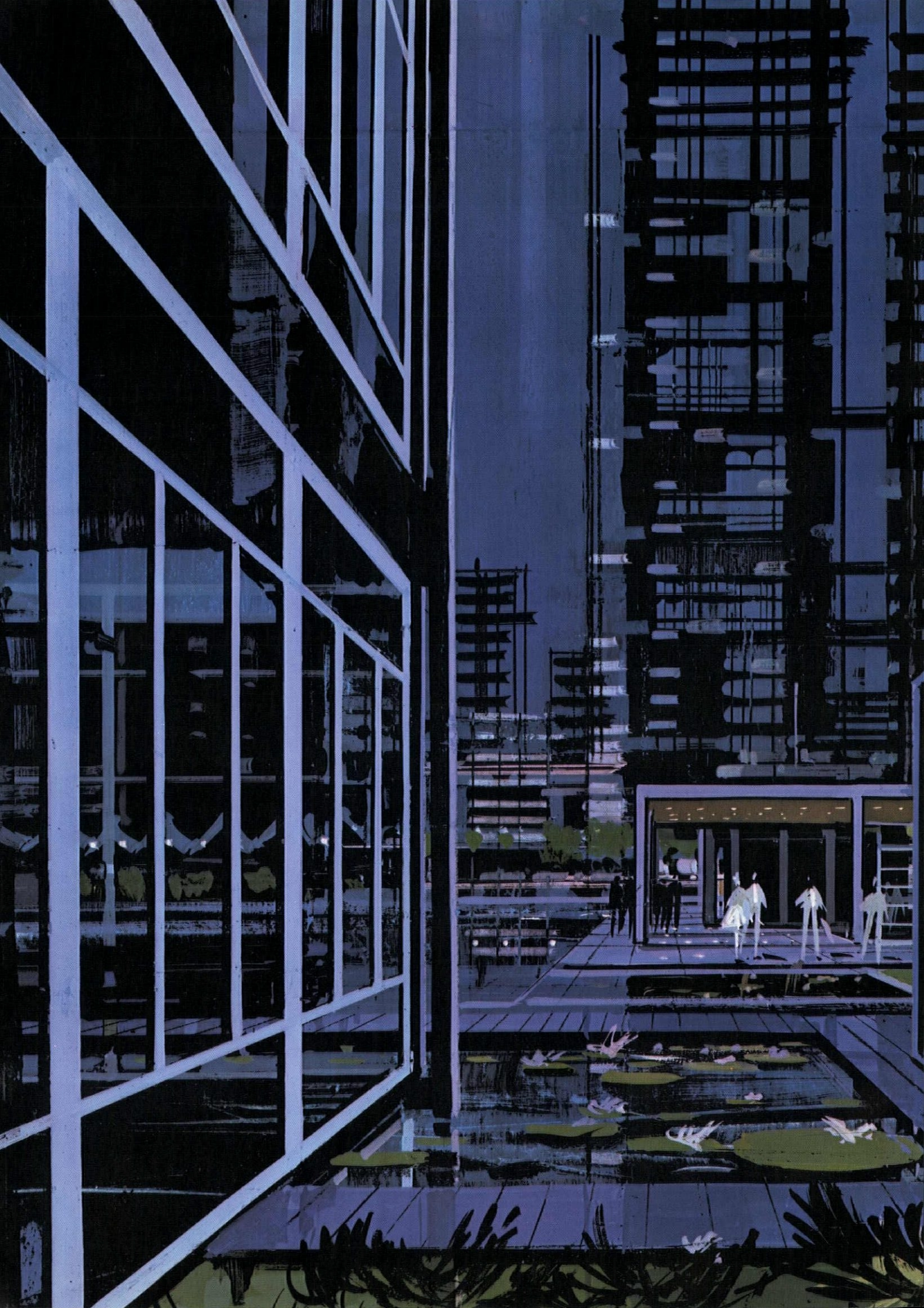
Financial — With an eye on hoped-for adjournment about mid-October, Congress kept pouring money into the construction economy, via regular appropriation bills. Notable, for example, was approval (with a minimum of debate) of the annual military construction bill (\$1 billion); the annual public works construction bill (Army, Civil Works, Bureau of Reclamation, etc., for a total of \$4,100,000,000).

But the real concern of the construction industry was the probable effect of hasty Congressional action (at Presidential urging) to eliminate the 7 per cent investment credit permitted many companies over the past several years to encourage construction of new plants, as well as ending the allowance for accelerated depreciation in the case of certain buildings.

Most industry observers believed that removal of the credit and depreciation allowances would have little real effect in curbing inflation, but that it would have an immediate and drastic effect on the construction industry itself. Contractors, engineers, and architects who must gear themselves for business that lies years ahead will be hard hit — and rapidly — by any widespread cancellation of industry expansion plans.

Meanwhile, the industry itself continued to forge ahead steadily, on a dollar-volume basis. In August, according to the Commerce Department, value of new construction put in place was \$7 billion — up about 3 per cent from a year ago, despite the continuing downtrend in the housing field.

The Census Bureau, incidentally, came up with an important figure: It estimated that, in 1965, homeowners spent a total of \$11,440,000,000 for upkeep and improvement of residential property. The total includes \$7,750,000,000 spent by owners of properties containing one to four units; the remainder, by owners of properties containing five units or more.





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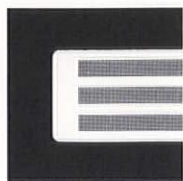
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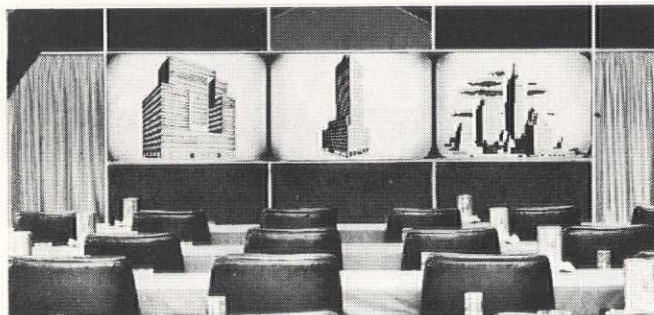
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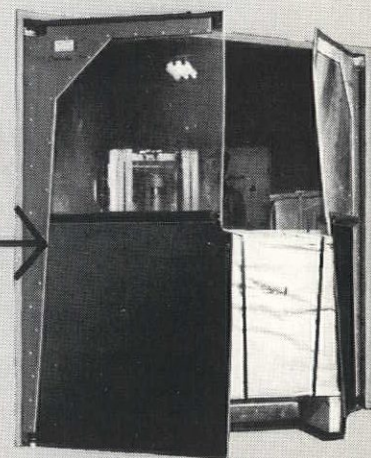
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