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CONVENTION HIGHLIGHTS

ELSEWHERE we have hinted at the good times waiting for you in Las Vegas. The other part of the picture is the preparation of a program that will spell profit for you. Whether this be estimated in dollars and cents, by the broadening of horizons or by the making of friends, this convention must benefit you to serve its purpose.

A heterogeneous array of subjects awaits your participation and pleasure. Libbey-Owens-Ford is sending the head of its design department to show slides that will trace structure from the earliest Mayan and Aztec to today’s Mexican architecture. Martin Guttman, who enjoys a world-wide practice, plans to analyze the architecture of foreign countries, how the architects practice, their negotiation problems and conditions that must be met. Closer to our pocketbooks, panels of successful architects are going to explain how they get clients and how they keep them. Seminars under the direction of well-known men will discuss promotion, financing, underwriting, building and selling. This is a new approach to successful practice and one you should understand, even if you are not ready to adopt it. You may find it necessary earlier than you think.

Package deals and their potentials in the architectural field will be discussed. In the more mundane department, architectural office work will be analyzed and in particular, the many variations that have come into being in the last decade. Architectural forms, standard architectural specifications, Press-type transfer sheets, and a variety of other timesavers will be the subject of several critiques. It is planned that eminent engineers will explain the newer structural processes. Representatives of the government will explain the potentials and pitfalls of federal and state work.

This is a down-to-earth convention and one that should help you run a more successful office. The convention is not limited to A.R.A. members. All architects are invited. Architects from all over the country will be waiting there to meet you.

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—ROBERT ANSHEN
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THE purpose and value of professional conventions have been debated to a point of no return. It would seem sensible and considerably less verbose, to assume a variety of purposes each with a value quotient that varies precisely to the participant.

To the fledgling A.R.A. the annual convention meant communication. Here were presented the efforts of a new and purposeful group. Here the accomplishments of each segment were revealed to the entirety and here were made the adjustments that welded the many parts into a national entity. The gatherings at Kansas City and Dallas were the brave ventures of a determined few but at them was born a new voice for American Architecture. In its few years the voice has become articulate, its volume adequate.

Ours has been called a “nuts and bolts” convention. We concede the designation. We do not gather to criticize our peers. Nor do we twist words into design absolutes for we well know the transience of taste and obsolescence built into the stuff with which we build. Nor do we play with theories of ethics that can only confuse the compliant, reward the devious and eventually subject the profession to destruction by economics. We gather to learn what has been done and how to do it. We swap knowledge and experiences and, in the doing, resolve the diversities of separated areas. Friends are made and comradery promises an end to interprofessional maleficence . . . a maleficence that has so emasculated architecture that it everywhere seeks the help of law to retain its stature.

The cultural and the exquisite are commendable goals. The seminars, the exhibits and the fun are parts of all conventions but the magazine that first coined the “nuts and bolts” appellation was pertinent to the point of psychomancy. I believe it is by nuts and bolts that separated and disjuncted parts may be formed into solidarity.

Thurston Munson
JOHN ERWIN RAMSEY’S article on N.C.A.R.B. brought forth a varied and interesting assortment of letters. Among them was a “different” viewpoint from J. D. Davis, A.I.A. of Mitchell, South Dakota. He refers to it, as a short reply, which grew, and he adds “with some vitriolic side shots that I hope I have trimmed off.” He adds “while I am not overly suspicious, it may be that too close a contact with the organization has made me so, therefore, I should much rather defer my judgment to that of others...I feel, as I have indicated, that it is an attempt to remedy a bad situation, but that we, as individuals of the group, are unable to prescribe for ourselves.”

THE November-December issue of the ARA carried an article by J. E. Ramsey, AIA on the N.C.A.R.B. with an Editorial Comment suggesting discussion. Like so many other organizations that have been formed in the past, and later through policy management, attained dictatorial powers, N.C.A.R.B. seems to have an officially declared policy that is idealistic and wholly innocuous. For those of us who have had the pleasure of a close contact with this organization, it is clear that the pattern for complete power is there, although it is strange that this power would be used before their position is completely consolidated.

For at the present time this organization has no official or legal sanction, therefore, this pattern seems to be pompously inept and the ridiculous falderal they have adopted for investigation prior to membership a travesty of comic-opera ineffectiveness.

But it is well to realize that this organization is patterned after that of a Federal Government Bureau with practically unlimited power in its own particular field — and ostensibly it must be their intention to eventually evolve into such a bureau. If, and when, that time comes a sharp re-evaluation of the N.C.A.R.B. will be necessary.

What is the intent of the N.C.A.R.B.? If it were ethically honest in its stated policy, then investigation for membership would start — and stop — with the licensed qualification of the architect. This is not, it must be borne in mind, an investigation of the architect either before or after licensing but strictly the quality of the state’s ex-

amination that admitted the architect originally. The architect’s experience after licensing has no bearing on it — and if there is any question of his ethical right to continue in practice, then it is the state’s responsibility only. The architect’s record before licensing is not a subject of further investigation, for it was accepted and the license was granted and must be considered as a part of the license, per se. If N.C.A.R.B. questions one then it must question the other and, at this time, they have not inferred that they have this right. With complete power, however, such an inference can be expected to be a hard fact.

The fact that the N.C.A.R.B. doesn’t stop here makes their intent suspect. As we know, the N.C.A.R.B. re-examines with a hard and very high “security” level, the architect’s training and experience before and after licensing. Letters of verification from all of his employments are required. This means that an architect must keep social contacts with either his superior, or fellow-workers of every position he has held — for records are lost and organizations do cease to exist over the years. If this is not done then the architect would have to assume a burden of checking that could be impossible, both physically and economically.

The N.C.A.R.B., by this process of inflexible examination, indicates that they look upon themselves, and eventually expect to be, the one and only licensing body. It is further clear that many architects now practicing will, at that time, find themselves without a license. For the N.C.A.R.B., with this process, can refuse to sanction, at will, practically any architect, and without even the necessity of reviewing his examination.

If this is the intent, and it seems all too obvious, then what is the purpose? Whether it is understood by the N.C.A.R.B. or not, I am sure that the ultimate purpose of it will be economic in nature.

For many years the architectural profession has been suffering from a syn-

drome that may be called “ethical neurosis.” Each of us likes to think of himself as a strictly “professional” man and yet we must practice in very close business association with highly competitive and also, quite often, highly unethical companies — the suppliers and the contractors. True, for our benefit these companies usually try to disguise this fact as much as possible in their dealings with us, but no architect is long in doubt. Also, from time to time, each of us must do things that may be close to unethical conduct, that is, if someone else were to judge us rather than ourselves. Knowing we, ourselves, sometimes do things that we are not above suspecting that this is the regular pattern of everyday conduct for our architect competitors.

We hold that one set of values are true — yet we know they are not — yet we cannot accept that they are not. If the Architectural Profession, as a unit, were an individual, he would be clearly a paranoid.

And like any paranoid, we have become unhealthy without recognizing the signs — for being paranoid the signs do not exist for us as they are a part of the values we refuse to admit exist among us.

And that we are seriously ill there can be little doubt. Many of us know that something is wrong, but not recognizing the signs of sickness, we do not know what to do about it. Our nineteenth century attitudes on “professionalism” do not work very well in the twentieth century, the architect has been relegated to a peculiar position. He is perfectly acceptable as a necessary part of the very large jobs — on fairly large jobs, and with some soul searching, he is still acceptable. At some point, highly indeterminate, the architect finds himself in an enviable position of selling not only his own worth as an architect but in fact his profession. Below this point is the “twilight zone” in which the architect finds himself in active competition with contractors and/or “captive architect” organizations. A few years ago this zone hardly existed, but it is getting into
the higher cost brackets more and more. As a result more and more architects are finding themselves in a type of competition that their earnest desire to the public service and the influence of obtaining a license and the need for competition, as well as the need for competition. Many such architects either barely survive or give up work and work in the larger offices where their license ceases to be utilitarian and becomes a decorative thingamabob. Under such circumstances, it can be argued, the cost of training and difficulty of obtaining a license are somewhat excessive. The trouble is that most people work at a trade or profession that is demonstratively a necessity of the community but the General Public is so unaware of the architect that he must be a "luxury" item. When I was a boy in school, I remember, there were quite a few people of reasonable educational background who called me an "Ar-chee-tek" and had not the faintest knowledge of my work. I felt that in time it would change. It has. Now I am quite sure the number of people in this category is sufficient to more than account for the intervening population.

If a Paranoiac attempts to treat himself, the result only makes the sickness more intense. With a false set of values, how could it be otherwise?

We architects would have to work as a group, and we would have to have that well-known "moment of truth" during which time our thinking would have to be somewhat revised. The end result would be a large volume of work, a higher degree of ethics and professionalism (real not assumed) and perhaps a little more real respect for ourselves rather than the ersatz variety that is now prevalent. We might even be able to dig up a decent respect for our own licenses and the accomplishment of the small office is now, but others have done it.

By "others" I refer to the discovery of the hypodermic by the American Medical Association. Actually, of course, it was practically useless until the Patent Medicine Man with his "snake-oil" cure-all came along.

Our economic system is based primarily upon the "snake oil" of the Medicine Man. Originally he came into a community and created a necessity for his product largely largely useless. More often than not, he was run out of town.

He is no longer run out of town as an undesirable. The Medicine Man of this generation is a much more sophisticated model — and has made himself a respected member of the community. He is now called the Advertising Agency and the more adroit are known as Public Relations Counsel — and essentially he is still the same charlatan individual but our whole economic system would fail if he were not there to create "necessity" where no such thing actually exists. He is a fact and no amount of specious argument can change it.

Using the A.M.A. as an illustration because it represents a profession whose Ethical Approach is similar to our own we can see what has been accomplished.

The A.M.A. was an organization of very little public knowledge, it was recognized that a serious problem existed. While a few specialists were very successful there were a great many doctors, the General Practitioner, who were nearly starving to death. While he was a respected Member of the Community, he was not resorted to except in cases of major illness, serious accidents and terminal cases. He was generally not paid, except as a last resort. The A.M.A. recognized that in time this would mean the end of the profession to all practical purposes.

Some unknown (who probably lost his license because of the act) introduced Hucksterism into the association. The Public Image was radically changed. Instead of being a luxury to be used as a last resort the Doctor became a daily necessity for survival. The three-dollar visit, the hypodermic and the bookkeeper made the Doctor wealthy. It must be admitted that a hundred million or so unnecessary injections are much more lucrative than a relatively straightforward operation. The point is that these "injections" are no longer unnecessary; they are accepted today as vitally necessary. The Doctor still has his ethical approach intact — and the A.M.A., with its sometimes violent Hucksterism, makes certain that the Doctor's financial status does not suffer from this.

It is interesting to note that the legal profession is now searching for a "hypodermic" and once found they intend to use it for all it is worth.

We, ourselves, have such a "hypodermic" but have refused to use it. As a consequence, other organizations are now using it to our detriment, for it is a two-edged weapon.

Perhaps this is as it should be. As Society changes a need for a certain type of organization sometimes disappears so does the organization. As the need for a new approach arises it occurs. Our present society system attacks this problem a little differently — the need is deliberately fostered. We can argue that this is wrong but we cannot change the fact of its being so.

Unfortunately, the opposite is also true. In an age of the "manipulated necessity" we are attempting to survive without resorting to this device. The result must be obvious.

The strength of an organization is determined by its size, and by refusing to accept the rules of our present society, encroachment is removing the small architect, and reducing the possible size of the organization. The rules of growth and of decay are the same, they follow a geometrical progression. In recognizing that something must be done to remedy a bad situation, is it not possible that in forming the NCARB we are forging an instrument to further amplify our destruction rather than the opposite?
FROM THE ENGINEERS

BEARING CAPACITY OF SOIL

CLARENCE W. WELTI is a graduate of the University of Connecticut (B.S. in Engineering with High Distinction in Civil Engineering 1949). As an engineer with the State Highway Department 1949-1953 Mr. Weliti worked on numerous soils and foundation problems relating to highways and bridges.

Starting his own practice in 1953 Mr. Weliti has engaged in Design and Analysis on numerous large soil and foundation projects, particularly on the Connecticut Thruway and other Interstate Highways. He operates a Testing Laboratory and Test Boring business in conjunction with his Consulting Practice.

He has spent the past year in Switzerland studying at the Swiss Federal Institute of Technology, and working as a Soils Engineer in the Research Laboratory for Soils and Hydraulics associated with the Institute.

The question in another way what are the criteria for establishing "allowable soil capacity"? These can be summarized as follows:

a. Settlement or consolidation of sub-soil shall not exceed a specified maximum (maximum differs depending on building type).

b. An adequate factor of safety must be provided against localized shear failure or shallow, abrupt vertical subsidence. See Figure 3.

c. An adequate factor against side-way movement, i.e., sliding below dikes, etc.

d. An adequate factor against large landslides, involving the formation of a slide under the structure.

This paper will discuss the first two criteria.

SETTLEMENT OR CONSOLIDATION OF SUB-SOIL

A. CONSOLIDATION IN PLASTIC SOILS

This problem is two-fold requiring (1) the amount of settlement and (2) the time-settlement relationship. The analysis of settlement consists of two basic steps. The first is the calculation of superimposed pressures at various locations and elevations within the stratum being consolidated. The second step is the calculation of the consolidation due to the superimposed increment of pressures on each portion of the compressible stratum.

a. Calculation of Superimposed Pressure

The problem of calculation of superimposed pressures from either buildings, embankments, or dead storage must be somewhat idealized to be quantitatively evaluated. This problem was first solved by Boussinesq. His theory, while somewhat confined by its basic assumptions, serves generally as a suitable means of calculating the superimposed loads. Froehlich later added a concentration factor, wherein for various soil types the superimposed pressures were either increasingly or decreasingly concentrated about the center of the applied load.

In the calculation of vertical stresses sophistication in the analyses is not necessary and this point, while obvious to the experienced soils engineer, should perhaps be emphasized. The thickness of layers for calculation purposes generally need not be more than 1/5 to 1/10 the thickness of consolidated stratum. Incidentally, in the field of soil mechanics the area of highest research potential is in the field of more accurate elastic analysis of stresses within soil masses. Until rigorous mathematical solutions, based on the real conditions of the problems are available, the use of numerous graphs and charts, presently available, is recommended by the writer.

b. Consolidation Theory

The theory of consolidation, which is analogous to the generalized heat flow problem, was originally derived by Terzaghi and Froehlich. The differential equation in both cases is based on the assumptions of non-steady-state flow through a homogeneous, isotropic mass.

The above theory gives the basic relationship between the geometry or physical "boundaries" of the consolidated stratum and rate of consolidation. The original rigorous mathematical derivation is quite idealized, but it has served as a basis for a broadened empirical system of predicting settlements.

The physical action of settlement through consolidation is generally a process of drainage of water from the stratum and
redistribution of load to a grain- to-grain contact; rather than through the medium of water, as is the assumed condition of an unconsolidated soil stratum instil. The process is sometimes described in an analogy as follows: A cylinder is filled with water. A coil spring, the height of the cylinder, is placed inside of the cylinder. A piston is placed inside the cylinder. Assuming no loss of water, the piston will exert its total weight upon the water. However, should a hole be placed in the piston, permitting the water to flow, the weight of the piston will gradually be transferred to the spring. When the applied weight equals the force of the spring, settlement will halt. Similarly the pore water under pressure from an applied building or embankment load flows from the compressible stratum until the elastic action in the soil (i.e., shifting from granule to granule contact to a grain- to-grain contact) takes place.

The out-flow of pore water or consolidation process is mathematically represented by a second order partial differential equation mentioned above (by Terzaghi and Froeblich). The solution, being a series solution, is somewhat tedious to apply to day-to-day consolidation problems. Its application to consolidation theory is considerably simplified by the use of a so-called time factor. The time factor is dependent only on the drainage conditions contiguous to the compressible stratum. Thus a laboratory test of specified height with so-called dual drainage (top and bottom porous plates similar to a field condition of sand top and bottom) would produce a time factor for, say 90% consolidation. Since time factors would be similar for this thin test sample and a thick field stratum and the time of consolidation would vary in direct proportion with the square of the stratum thickness; a constant for calculating time required for any given percent of consolidation can be ascertained.

The actual amount of consolidation is calculated directly from results of tests on small consolidating specimens. The results for each test are represented by graphs showing voids ratio (or percent voids in Europe) versus applied pressure. Thus the mathematics here become merely a matter of taking the previously calculated superimposed pressures; correlating them to the above graph (with due consideration to existing pressure prior to placing new load); equating h (thickness of field stratum) to (1 - e0) on the graph (e initial voids ratio) and calculating actual settlement (percent of h).

The effect of size of footing is indicated in Figures 1 and 2 and should certainly cause the designer to take cognizance of the fact that, where consolidation is a consideration, load bearing cannot be appraised in terms of unit loading.

B. SETTLEMENT IN NON-PLASTIC OR SUBSTANTIALLY NON-PLASTIC SOILS

The problem here is somewhat different from that discussed under consolidation. Here under the loading the soil particles tend to realign and settle by transferring the elastic limit of soil is reached. At the elastic limit the soil mass as a whole will move. Settlement at this point becomes non-elastic and the load at this point is considered the ultimate bearing capacity. The next section entitled "Localized Shear Failure" discusses the problem of ultimate bearing capacity. Ultimate bearing capacity is of course applicable to both plastic and non-plastic soils.

In determination of settlement in non-plastic soil load tests are generally employed. The tests should, if possible, be performed in pairs on two plates of different sizes, as the bearing capacity and the settlement are dependent partially on both the area and perimeter of the plate. Numerous attempts have been made to rationalize the interpretation of load tests and to place their results into empirical formulas. It has been the writer's experience that each load test (or test results) must be analyzed on the basis of its own set of results and recommendations made therefrom. The use of other load tests should of course be used as a comparison both for test data on the load test and for correlation between actual building foundation movements and load test results.

C. SETTLEMENT CRITERIA OR PERMISSIBLE MAXIMUM SETTLEMENT

As concerns amounts of settlements which are considered tolerable the chief criterion is the degree of likely differential settlement. For example consolidation of a compressible stratum 30 to 40 feet below the applied load will, as the illustrations indicate, tend to result in minimal differential settlement.

Further criteria are the type of building and the type of structural frame. The former concerns the relative effects of settlement of, say, 2" on a factory warehouse with simple framing and 2" on a bank building with similar framing. The degree of expenditure placed atop the frame on the bank building would, of course, not permit settlements of such magnitude. The second criterion relates to the degree of continuity in the structural frame and the effect of settlement at various points in the frame.

There is among certain architects and owners of large real estate holdings a feeling that no settlement can or should occur in the completed structure. While perhaps a plausible goal the achievement of same is not only expensive per se; but the degree of cost versus the degree of movement (on completion of the structure) becomes in its refined stages virtually an exponential function. Thus, as a practical matter, the above relationships (i.e., potential settlement and its effect on the structure) represent fertile ground for the designer in his economic studies.

D. RAFT SLAB OR BEAMS ON ELASTIC FOUNDATIONS

In the consideration of the consolidation problem there frequently arises the problem of the raft slab. When a footing becomes sufficiently large so that structural deflection adds or detracts from foot pressure differentially the problem is considerably more complex than indicated previously. The solution is represented by the equation

$$\frac{d^2y}{dx^2} = \frac{b}{EI} (q_x - P_x)$$

where:
- $$q_x$$ = applied load to footing
- $$P_x$$ = actual pressure on bottom of footing

This problem, while impossible to solve directly, can be solved using difference equations. Kany in a recent book (Berechnung von Flächenvergrößerungen) has tabulated constants to solve the problem. His solutions are highly recommended by the writer.

LOCALIZED SHEAR FAILURE OR DETERMINATION OF ULTIMATE BEARING CAPACITY

Combined with consolidation the other chief component for bearing capacity appraisal is factor of safety of the loaded footing against localized shear failure. Figure 3 illustrates in general what is meant by localized shear failure. The theoretical slide surface is a combination of two wedges with a connecting spiral in Figure 4. In making actual analyses the spiral frequency is assumed to be a circular curve.
Thus, the actual solution, either graphically or analytically, must be by iteration. The original theoretical solution, which indicated a total spiral shear surface presumed a weightless wedge with only the internal friction of medium material resisting movement of the weightless wedge. In addition to the internal friction (φ) there is a so-called cohesion (c) which is an electrostatic attraction in the material resulting in apparent cohesioness. Since the wedge is not weightless the unit weight of the material sliding (t) is a factor. Furthermore, the overburden (q) (i.e., material above the level of the footing) obviously contributes to the safety factor.

In the two-dimensional case this problem is defined by the two equilibrium equations:

\[
\frac{\partial G_x}{\partial x} + \frac{\partial G_z}{\partial z} = 0
\]

\[
\frac{\partial G_y}{\partial y} + \frac{\partial G_z}{\partial z} = -\gamma
\]

It is assumed that at the time of movement on the slide surface the stresses are on the elastic limit (i.e., at the beginning of plastic movement). Thus $\tau$ (shear stress) = $c$ (cohesion) + (normal stress) $\tan \phi$ (angle of internal friction).

\[ T = C + N \tan \phi \]

Solution of the above equations except in a few idealized cases is generally not possible. However, through various laboratory and field tests, approximate solutions have been developed.

Terzaghi developed the following formula for $t < b$ and an infinitely long strip foundation:

\[ P = c [N_c + (g + z)(N_n + \frac{N_y}{N}) - \frac{1}{2} N_y] \]

$T$ = Foundation width

$G_x$ = Unit weight of earth above footing

$G_y$ = Unit weight of earth below footing

$t$ = Foundation depth

$c$ = Cohesion

$N_c$, $N_n$, $N_y$ = Bearing capacity factors dependent only on the angle of internal friction (φ)

In the above equation the portions represent the following:

- $C_N_c$ = Influence of cohesion
- $N_n$ = Influence of depth as well as surcharge
- $N_y$ = Influence of footing width

As can be seen from the above formula the wider footing will give a more favorable safety factor than a narrow footing. However, as can be seen from the Figures 1 and 2 a narrow footing is more favorable in the distribution of pressures, which cause consolidation. Thus, here again conflicting elements must be studied and placed in their proper balance.

In the above formula:

\[ N_c = e^{\tan \theta \tan (45 + \%)} \]

\[ N_n = (N_n - 1) \cot \phi \]

\[ b = \cos \phi \cos \theta \cdot e^{\frac{\tau \tan \theta}{bcos}} \]

\[ z = 2b \tan (45 + \%) \cdot e^{\frac{\tau \tan \theta}{b}} \]

\[ N_y = 1.8 (N_n - 1) \tan (45 + \%) \]

(see Brinch-Hansen)

Following are some values taken from Grundbautaschenbuch:

<table>
<thead>
<tr>
<th>$\phi$</th>
<th>$N_c$</th>
<th>$N_n$</th>
<th>$N_y$</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>14.8</td>
<td>6.4</td>
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<td>37.5</td>
<td>58.1</td>
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Values of φ and C must as a rule be determined by triaxial tests. The performance and use of triaxial tests are too involved to be included here. However, it should be stated that too date their performance and their use have been somewhat lacking.

SUMMARY

The writer has endeavored to explore various facets of the problem of bearing capacity. To a practicing foundation engineer most of the material included herein is not new; though the article should be sufficiently comprehensive to aid the architect in recognizing the existence of a problem.

The question will perhaps arise why the writer has nowhere mentioned the so-called blow-count criteria. This has been intentional. The blow-counts should serve only the purpose of aiding in the estimating of the various constants used in the formulas presented herein.

The object of this paper is to show the architect the rational approach to bearing capacity and that (similar to the rational approach to storm water flow) requires the determination of (1) what actually happens at failure under the foundation and (2) what are the actual sources of strength (and their magnitude) resisting failure within the soil.

As in other areas of engineering, where a rational approach is applied, the difficulties have inevitably led to empirical methods. Such methods, while applicable in most cases, will always find their shortcomings in the exceptional cases. The rational approach is always applicable.

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FORTY HOMES FOR EVERY ARCHITECT

A.R.A. was born of two needs. One was frankly militant. Architects across America already knew of our warfare in their interests. The other need demanded the creation of services that a century of partial organization had failed to provide. The selected student had long been well considered. Eminence has each year been added to the eminent. The remaining twenty thousand men whose work is the architectural stability of this nation, were forgotten save when it was time to collect the dues necessary to perpetuate these inequities.

We of A.R.A. were astounded at the myriad of things that needed doing. We have not yet the stature to give life to them all and so we have established certain goals. Occasionally however, an opportunity occurs promising such profit to the average architect that we add it to an already weighty mission.

Prominent on our revised agenda is a service which, in the manner of today's ambiguous headlines, we choose to call "Forty Homes for Every Architect."

SHOWCASE and the Architect

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HOW CASE and the Architect," a one-page article in the last issue of The American Registered Architect, incited response from all corners of the country. For those who missed it, many major cities in North America are soon to have a sixty-five thousand foot exhibition building housing an elaborate edition of the Architect's Sample Room. Beyond the usual exhibits and catalog collections each is to have a microfilm library, meeting rooms and full convention facilities. The many "Showcases" across the continent will be tied together by closed circuit television. Each will be convenient to the area it serves and will provide parking for several hundred cars. Holiday Inns are to be built at each location. Office buildings will be part of many. In capsule form this is the story of the already launched "Showcase National."

This project was revealed to us at our Los Angeles meeting last year. As has become our norm we equated it to the needs of architects. A potential which had not been planned suggested itself as a possibility. At our last board meeting forty homes for every architect became a reality.

By arrangement with the directors each "Showcase" will be built to include a lounge and club rooms for the use of architects. In leasing this space A.R.A. has assumed the responsibility for its design and decoration. Forty are planned. Each will be open to every architect on earth. There will be no charge.

In its determination to help all architects everywhere A.R.A. has long since compiled a list of omissions and commissions that have contributed to the reduced status of the average American Architect. Under "Inferior Communication" alone are a dozen items, one of which will, we think, be eliminated by this nationwide chain of architectural headquarters.

The uses are many. Here information about local architects and architectural projects will be available. Here, with a wealth of pertinent material close at hand, an architect may entertain a client. Here will be a common ground for architects of many areas to get together. Here will be a comfortable place to wait between planes or a convenient stop on the highway. Any local architect or architectural group may have locker space creating for them a professional "nineteenth hole." Here will be free meeting rooms for any architectural organization. Here an out of town architect can meet his local representative, the local contractor, a manufacturer or anyone else that may contribute to the efficacy of his business. As a convenient meeting place between far separated offices and as a source of local information these club rooms should offer the smaller firms many of the inter-continental advantages previously enjoyed only by those of multiple offices.

All forty clubs will have the same name. Unless a better idea is received from some member the name will probably end up similar to the admittedly uninspired "T-Square Club" or "Triangle Lounge." Suggestions are welcome. We would prefer that the name have general architectural connotations rather than reflect any professional segment. If it contains within itself the suggestion of an oasis of mutual help and conviviality it will be good. If it contains a welcome to all architects it will be even better.

Reflecting membership of a profession analogous to aesthetic understanding, these clubs will be well designed and decorated. It is the present thought that a thread of visual continuity will tie all forty together. Whether this will be contemporary or borrow from nationalistic character or local tradition is now being debated. We all agree however, that they must be convenient, comfortable and architecturally commendable.

We believe that these two score of architectural centers can contribute much to better communication between architects. We hope that they will break down barriers born of regional or fraternal differences. We hope that they will assist in the development of a better and more precise public image. We hope that in ways not yet imagined they will contribute to the economic plenty of the entire profession. These are our hopes. Whether or not they materialize rests with the sum total of architects. The continuation of inter-organizational misunderstanding and individual animosity will not kill these hopes but they will certainly delay fulfillment. A.R.A.'s philosophy of the Golden Rule has often been criticized as nebulous. We are impressed that here we have an opportunity to prove it specific . . . and so shall The Society of American Registered Architects soon remove any ambiguity from the combination of words "Forty Homes for Every Architect."

Ed.

FOURTEEN
TWO years ago in Chicago, specifically at the Exhibitors’ Banquet at the Edgewater Beach, a favorite topic was the accomplishment of one man in making a success of that convention. He was that year elected to the first vice presidency of the association. By all analyses this man appeared to be presidential timber. This year has established the validity of that contention.

Ted Samuelson brought to the presidency of the Society of American Registered Architects the same determination that had fired his predecessors. It was his insistence that the gains already made by the organization be consolidated into a permanent format. His expressed intent was to tie together the many loose ends of the organization. Given more to sober reflection than careless exuberance, his objectives are becoming realities. Contributing to his competence were many years of architectural practice. His earlier experience included work in the offices of David Adler and Robert Work, later working with Albert Kahn & Associates on the Dodge plant for the Chrysler Corporation. In 1956 his early firm of Berger, Kelley and Samuelson became Samuelson and Sandquist, which progressed until last year when the partners separated to form their individual firms. The fact that Ted’s business has moved forward during his year as president suggests that at last the A.R.A. presidency is not a target for the malevolence of the envious and the misinformed.

In 1928 Ted graduated from Illinois Institute of Technology with a B.S. in Architecture. He is a member of the Illinois Society of Architects and of Scorpio, an honorary architectural society, and a variety of civic organizations. The Society’s Executive Board has reason to be thankful of his membership in the Swedish Club and its unusual dining rooms.

During the period of his vice presidency, Ted spent considerable time in preparation for the position it appeared that he would inherit. As a member of the Publications Committee he worked closely with Gregson, Stickel and Munson in the establishment of the magazine. His experience was invaluable in the preparation for future conventions. In this interest he covered much of America looking for suitable convention cities that led to the selection of Las Vegas and comparable places where an architect might combine the fun of a vacation with the more serious aspects of the gathering.

This year Ted has been indefatigable. Kansas City, the West Coast, New Orleans, Canada, Boston, New York, Washington — wherever there are A.R.A. events of consequence, there he will be. This devotion to the needs of the Society amounting to a true tenacity of purpose gives full promise for 1964, and it is inevitable that time shall guarantee the success of his determination to “tie together the many loose ends of the organization.”

Ted’s interests away from the office center on his home. Other than a rare fishing trip he may be occasionally found coaxing his garden and barbering his lawn.

The amount and variety of detail demanded by the presidency has all but terminated his gardening propensity, but he is aware, as is the entire Society, that his work and his sacrifices are for the good of the entire profession.

They will not soon be forgotten.
Bill Frampton's Mingo County Courthouse in Williamson, West Virginia.

Hal Stonebraker's Kansas City "University Tower".

Hampden Avenue Office Building — Reagan, Marshall and Rohwer.

American Cyanamid Co., Chicago by Lieberman, Kaplan and Glotter.

Abbotts Dairies, Philadelphia by Hertel, Johnson, Elpper and Stupa.

Roy Murphy's Addison Illinois Chapel.

SIXTEEN
Harry Lught's Spring Rock Country Club, Spring Valley, N.Y.

Fred Rauber's Calumet Memorial Hospital in Chilton, Wisconsin.

Vineyard Haven's New England Tel & Tel Building. Hellman & Wilson.

Wilfred Gregson's Library Building at South Georgia College, Douglas, Ga.

Part of the University Village Shopping Center, Seattle. Tennyx Bellamy.

Pennsylvania Vocational Rehabilitation Center, Buchart Associates.

St. Peter's Church, East Millinocket, Me. Munson and Mallis.

Wesley Grove Congregational Christian Church by Henry Livas.

Bob Stickle's Christ the King High School in Brooklyn, N. Y.
THE BUSINESS OF ARCHITECTURE

In our spring issue of The American Registered Architect, Mr. Liebenberg discussed Legal Responsibilities of the Architect. The following is the second installment:

(d) LIEN LAWS

Lien laws vary in many states. In the State of Minnesota an Architect can lien for preliminary plans and preliminary services whether the project was erected or not. In some states, certain notices must be filed within a specific time with the Owner and in certain forms, the lien must not be forfeited. In New York State the lien laws were much like that of Minnesota, but these are being changed. Every state has its peculiar set of lien laws which bear investigation where an Architect does work out of state.

(e) ERRORS AND OMISSIONS INSURANCE

The policies now in force for Errors and Omissions insurance are generally written by a limited number of insurance companies. The premiums have generally been on the increase due to the small base upon which these are actuarially prepared. Some policies do not provide for insurance on projects with a retroactive basis. Usually their policy states that coverage starts with the date of the policy. An Architect may have been working on plans for a year before the project goes into construction. It is a moot question, i.e., is he insured for an error that occurs prior to the date of the policy? When did the error occur? Does Errors and Omissions insurance cover inadequate estimates of cost? What are the statutes of limitations for claims in each particular state? Is an Architect liable to his client for delivery of plans and specifications and the consequently lost rentals, etc.?

These points and others of a similar nature bear careful scrutiny of the fine print on the policy and its coverage.

(f) ACCURACY OF ESTIMATES

The client has the right to expect fairly accurate estimates of construction cost. One of our worst headaches stems from immature information as to exact estimate of cost. In our enthusiasm for the ideal in design we oftentimes forget that good business sense tempered with a practical construction system should be borne in mind before we proceed too far, to our regret.

Some clients are willing to pay for a preliminary take-off or quantity survey if the project warrants such procedure. Our condensed form helps us to determine if a quantity survey is needed (44 crafts). We present herewith a condensed preliminary form as to financing:

The Owner must be kept advised that his contribution or equity in the project can include economical land value, cash, good long term leases, and other economic assets, such as strategic locations, etc. which will induce a lender to commit his company to a mortgage. A substantial equity of 1/4 to 1/3 of the actual cost is essential. The day when “mortgaging out” was possible, is gone.

Sources of information for lending and financing institutions are generally:

1. Banks
2. Savings & Loan Associations
3. Insurance Companies
4. Mortgage Brokers
5. Syndicates for Front Money
6. Sometimes private individuals representing pension funds, trust, etc.

These are essential contacts for the Architect’s consideration. He should be on speaking acquaintance with them. He should seek the help of a good accountant, familiar with real estate, before making up a statement showing a projection of economic return. Such items as income tax or profits, whether corporate or individual must not be overlooked. Amortization of loans, interest on invested capital, depreciation factors, vacancies, rental management fees, commissions, insurance, taxes and other facets are important considerations in make up of such a statement.

Comparisons with similar projects through real estate specialists can give factual data as to maintenance requirements, light, heat, vacancies and need for the project itself.

All of the data accumulated by the Architect should be based on simple space diagrams, which produce square footage to be used by various functional parts of the structure.

The Architect should be familiar with the preparation of a financial projection as to income for a revenue producing property. This may not be necessary if he were designing a public school or a non-profit type of building such as a library, museum, etc. Nevertheless, there are considerations that en-
ter into all construction which require the Architect to acquire business acumen to discuss his client's projects on a feasibility basis as well as financial return basis.

What does the Owner expect from the Architect? In commercial work the Architect should prepare himself with the following information: a) economic studies, b) feasibility studies in process work; c) flow diagrams, in manufacturing plants, d) program development and analysis of his client's needs and wants. It is important to separate these studies, e) site studies in relation to urban and suburban areas; check mail delivery, truck facilities, trackage, highways, freeways, f) prepare fairly accurate cost estimates based on preliminary specs.

1) ECONOMIC FEASIBILITY

The Architect through training, experience and if necessary, through consultation with experts must evaluate the economics of every project, both for the client and for his own success, before proceeding with design, programming, etc. Every client, if he is interested in profits, earnings, etc. has a right to expect a frank expression by the Architect as to the soundness and economic feasibility of his project. The profit motive was once succinctly expressed by a client whose theatre we designed, when he said to us "does its sell tickets?"

No matter how excellent is the concept of the Architect's design, if the economics do not warrant its completion, it would be far better for client and Architect that the project be dropped.

2) A FINANCIAL STUDY

In some cases clients are prepared to pay for preliminary studies on a time basis. They should also be informed that outside expert advice may be necessary to complete such a study. If the project is dropped, the expense should be known in advance. This can solve many heartaches for Architects who enter into contracts that prove poor risks and end up in law suits for fees.

In arriving at probable costs and feasibility it is essential to consider the following:

1) Possibilities of obtaining financing for the type of project planned.
2) A projection of income and other pertinent factors.
3) Cost of building and site acquisition at development.
4) Maintenance, taxes, rents, heat, light, vacancies, air conditioning, financing, interest during construction. Promotion expense and management of rentals are involved; Architects' fees, attorneys' fees, insurance and unforeseen contingencies.
5) Government regulation, codes, traffic of urban development and conditions of contiguous areas as they may affect the value of the project.
6) And finally, the economic value of the completed project because this would govern No. 1 above.

Keeping of Records between Architect, Owner and Contractor — a valuable routine in any office, is contained in the following:

Recording of minutes with client, whether in person, by letter or telephone.

We usually have client, design and/or job captain present.

Copies sent within a day or so.

Copies to principals, job captain, client and authorities.

Copies of contract and requirements.

BUDGET ANALYSIS

Investigation of client's financial status and financing ability — Dun and Bradstreet reports should be evaluated, or from information through your bank. Site evaluation of problems, if any, in connection with borings. Restrictions in the deed. Code considerations. Access to highways. Access to water, sewer, surface drainage, power, telephone, mail delivery. Client's requirements — areas — cubic. Curious check of square footage or cube —

1) Similarity of existing buildings — consideration of their success or failure. 2) Feasibility or impracticity of client's requirements — important that Architect and client's comments also be recorded in writing.

BUDGET

If it is a commercial project, a projection should be made by the Architect and client jointed of income, expense, taxes, depreciation and other important data, before commencing to draw. (In some cases the effect of income taxes should be included.)

The job Captain's drafting room file:
1) should contain data out of context as to contractual relations (not showing fees, etc.).
2) A project number should be assigned and cross indexed.
3) Priority in drafting room schedule should be established and manpower assigned.
4) Data as to minutes of meetings with clients, authorities, principals, must be maintained.

5) Time of delivery of plans and specs for bidding purposes should be agreed upon and schedule kept.
6) Projected Architect's costs, should be analyzed weekly, or at least bi-monthly.
7) Conference with Mechanical Consultants and others should be kept in written confirmation at each conference.
8) Insurance data (Underwriters, etc.) should be investigated.
9) Code requirements should be checked.
10) Restrictions in Deeds and Zoning should be checked out.

Every office, whether large or small, should avail itself of concise and early readable cost analysis of production. No one can prejudge the efficiency of skeletal set-up without records of the offices' past accomplishments. Over the years we have developed our own system, which is analyzed in this presentation. Our comptroller has developed it in consultation with our CPA's office. Once a project is closed in the form of written agreement, our comptroller together with the partner in charge and the job captain assigned to develop the project, make a forecast projection as illustrated herein. The bookkeeping is also analyzed in this presentation: This is a brief outline for a budget and cost system to be used in an architect's office so it will be possible for him to have some control on the projects he is working on and will give him an accurate record of what each project costs and whether it is profitable or not.

It is necessary to set up a budget for each project, either the amount that has been allotted by the client for his building, or a preliminary estimate by the Architect according to the size and kind of building desired. Later, when the construction costs are known, this will have to be re-valued.

Say a building is to cost $200,000.00:

Architect's fee is 7% 14,000.00
25% is allotted for Architect's profit 3,500.00

Mechanical Engineering 3 1/4% of 66,000.00 2,310.00

Structural Engineering 1% of 194,000.00 1,940.00

Amount to be used for drawings and supervision 6,850.00
Preliminaries 20% 1,370.00
Working Drawings 65% 4,447.50
Supervision 15% 1,032.50

Continued in next issue

NINETEEN
The Kansas Council elects Billy Asby, treasurer, Fred Buckner, vice president, Herbert Berger, president, and John Kropp, recorder.

Chet, Bob and Ted travel down from the National office to congratulate the new officers.

Lillian, Greg and the Simons make like Louisiana epicureans.

"T" Munson goes artistic.

Smiles from the Marshalls and Raeuber promise a good convention.

The New Orleans' meeting in silhouette, yet!
Although it is not unexpected I am none the less pleased at the quantity and diversity of correspondence from architects across the country. The surprising aspect is that the preponderance is from non members and that a substantial proportion of these belong to other organizations. Rarely a letter is vituperative and it is usually apparent that its writer is so incensed with some personal contention that he is, for the moment, unbalanced. There are many, however, that offer criticism. Some of it is pointless but much of it is good. A recent one suggests that the savings to architects would be tremendous if A.R.A. could become the instrument for establishing a fund to maintain competent attorneys to oppose any court action anywhere against any architect accused of responsibility for errors and omissions. It was the writer's contention that the heavy load of insurance we now carry is acting as bait for a new type of "ambulance chasing," and is in effect destroying the necessary and historic role of the architect as the representative of the owner. A bit of reflection infuses this suggestion with merit and I think A.R.A. is, at last, big enough to make such a program work.

Just prior to the Washington meeting I met T. Munson in Ottawa. While there we were given the de-luxe treatment under the guidance of a member of the executive board of the Royal Institute of Architects. We were particularly glad to have had the opportunity to discuss a wide range of subjects with the Royal Institute's executive director, Mr. Price. It is not surprising that the two nations have a similarity of architectural problems and we departed with an invitation for a future meeting to explore the possibility of mutually attacking some of them. We had previously sent a copy of our magazine to every Canadian architect and evidently the philosophies therein had touched a responsive chord. While there we attended a banquet celebrating the successful launching of the Ottawa Showcase. Mrs. Puddington, chairman of the board, accepted our invitation to meet in Washington to explore ideas that we believed would benefit both the Showcase concept and all architects. The results of this Washington meeting are revealed in a special article later in this magazine.

It was understandably gratifying that the French Business Commission, representing that nation, dropped in at our office seeking information about America's architecture and building. Two architects are members of this five man commission which, I hope, will provoke thought within those who assemble such commissions in this country. All of this hints strongly that A.R.A. has grown up and now has international overtones. I imparted all this to Greg and T when I recently met them in Boston only to learn that Greg had flown there directly from a dinner with President and Mrs. Johnson. It all seems to tie together. The little architect from the prairies and the hills will soon be able to talk directly with the powers that be. My memory suggests that this was one of A.R.A.'s original objectives.

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**REGION ONE**

John R. Hellman, F.A.R.A.

Connecticut, Maine, Massachusetts, New Hampshire, Vermont, Rhode Island.

A hearty welcome to the newest members in New England! This steady and continued growth of membership is proof sufficient that the Society, becoming better known through its continued activities on behalf of the profession, is attracting architects who have long needed this interest in their professional and business lives. The overwhelming response of the profession to the questionnaire sent out by the Massachusetts Council relative to the proposed rules and regulations of the Board of Registration, is a tremendous reflection of the interest of the profession as a whole in preventing the usurpation of their inalienable rights to pursue the practice of architecture without being fettered by pseudo "ethics" which are beyond the scope of any legality or moral values. Suffice it to say that the response has unanimously been directed against the proposed rules. Many have also taken time from a busy schedule to write directly to the Board expressing their dissatisfaction with the rules. It is good, although somewhat amusing, that the other architectural society has now stepped in and through its mailings to architects across the state gives evidence of the importance of A.R.A.'s earlier and lone role of information source. We look forward to the next hearing on these rules and hope that the attendance will be so large that the Board will recognize the interest and antagonisms to these measures. Too much cannot be said for the members of the Massachusetts Council who have given unswervingly of their time on behalf of this effort.

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**REGION TWO**

R. A. Theenig, F.A.R.A.

Delaware, New Jersey, New York.

Recently it was brought to the attention of New Jersey Architects that a Bill had been introduced in the State Assembly which would require the Commissioner of Education to have prepared standard plans and specifications for school buildings of various types and sizes suitable for use by school districts. This has given rise to grave concern, inasmuch as those of us who have been in practice a long time have found, from practical experience, that standardization of plans and specifications is practically an impossibility, for any length of time, for many reasons. We bring this to the attention of our A.R.A. members because we understand similar measures have been tried and their use abandoned, in other States, and we are wondering if such measures have been tried, or suggested, in YOUR State; and what the results were. Whether they have, or not, we believe it behooves all of us to give serious thought to such a proposal. As Architects, it is our duty to protect the public from false ideas of economy, and as A.R.A. members it is our desire to harmonize our collective thinking on important issues.
REGION THREE

William Frompton, F.A.R.A.
District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

In Region Three we feel very encouraged about our possibilities of securing appointments on the Pennsylvania Examining Board of Architects, as well as the Governor's Advisory Board of Architects. This will be one more step in getting the Society of American Registered Architects recognized as the group which represents all architects.

We are also checking into the establishing of a Council in Pittsburgh and one in Philadelphia. Pennsylvania membership certainly warrants such councils, and we have asked key men in those areas to do what they can toward the establishment of these groups. Anyone interested can contact me at 1117 Fifth Avenue, Huntington, West Virginia.

The recent board meeting in Washington brought the usual encouraging news of activities across the country. Our convention, to be held in Las Vegas at the Flamingo Hotel, October 7-11, promises to be our biggest and best meeting. I urge all architects to make plans to attend.

REGION FOUR

Robert Stickle, F.A.R.A.
Indiana, Kentucky, Michigan, Ohio.

In March the Ohio Council held its first organized program meeting with a very good attendance. Harry A. Sharpe, president of the Ohio Council, presented the program on "Abrogation of Urban Renewal Property." He did an outstanding job with well-prepared illustrations to explain the position of the architect in this situation. We feel confident that this fine state in program meetings will be followed by many more worthwhile presentations. Our next topic will be "The Relative Merits of Arbitration."

In talking with Roy Murphy in Washington it became apparent that he was determined to carry his dispute with the Michigan Board of Registration through the courts and to a conclusion. It is Roy's contention that Michigan's philosophy of ethical practice is outmoded in that it no longer expresses contemporary thought in practices. He feels that other states have already proven that such rules work to the advantage of the devious and less capable while the architect who is able to face the reality of today is, by this very ability, penalized. It will be interesting to see what happens.

REGION FIVE

Howard Fiedler, F.A.R.A.
Florida, Georgia, North Carolina, South Carolina.

Interest in A.R.A. remains very high, as evidenced by the attendance at our last two regular Florida Council meetings.

As in almost every state, pending legislation must be carefully watched, and Florida is no exception. At this writing the Florida Council has requested a joint meeting with the State Home Building Association, the A.G.C. and the A.I.A. to discuss the provision in the state architectural law establishing the $10,000 limit on residential construction, above which registered architects must be employed. Neil Webb and Constantine Klonis will serve as our committee to represent A.R.A. on all matters pertaining to the state architect law.

We invite all registered architects in our region to attend the Florida Council annual meeting, which is scheduled to be held July 24 and 25, 1964, at the Town House Hotel in West Palm Beach.

We urge all groups across the country to work together to be certain that registered architects are given an equal chance at new jobs. Here in our region we have been successful in getting the largest school system to omit the question on membership in A.I.A. from its regular questionaire sent to all architects.

REGION EIGHT

Harst John, F.A.R.A.
Iowa, Kansas, Missouri, Nebraska, Oklahoma.

(H. R. Wahlman, A.R.A., of the Missouri Council, forwarded copies of the minutes of their recent meetings with the request that they be published in A.R.A. magazine. We might be considered the "Reader's Digest" of architectural activities and as such cannot supply the necessary space. However, we do appreciate getting these minutes that we may print their essential facts. Ed.)

Memorandum in the Society has continued to increase, and for this we must give credit to our magazine. For the first time, all registered architects are being kept aware of the activities and news of their own profession.

The Missouri Council continues to be one of the most active chapters. At its last meeting it was voted to prepare an amendment to the bylaws creating the position of president-elect. The group also voted unanimously that "no valid state activity can be maintained unless it is made mandatory for a national member to join the state group."

The public relations aspect of the profession was discussed and plans were made for the instigation of an active program.

The next Executive Board meeting will be held in Region Eight at Kansas City, Kansas Gateway Holiday Inn on July 25 and 26. Every registered architect, whether a member of A.R.A. or not, is invited to attend this meeting.

REGION TEN

Donald Marshall, A.R.A.

The monthly breakfast meetings of the Colorado Council are well attended and enjoyed. Each meeting brings in a new member or two and they are delighted with the fellowship and the reports made by the officers.

The Denver A.R.A. members have offered to serve on the local Planning Committee in an advisory capacity, regarding the proposed bond issue for capital improvements. The Colorado State Board recently won a court decision, which ruled that the term "Architectural Designer" or "Professional Designer" was misleading and has no legal status in the state as a substitute for Licensed Architect.

Both Don Marshall and Walter Simon attended the last Executive Board meeting in Washington. The convention was, of course, a lively topic. This is the first time that an A.R.A. convention has been held in the west and attendance will provide the Board with information which will determine future sites.

TWENTY-TWO
Walter Simon attended the N.C.A.R.E. Convention in St. Louis on June 12 and 13. Mr. Simon is president of the Colorado State Registration Board, and also serves as Vice President and Membership Committee Chairman for the A.R.A.

At the recent election of officers in Region 10 Donald Marshall, 730 East Arapahoe Road, Littleton, Colorado, was elected Regent, relieving Walter Simon of the more arduous work of that office.

REGION ELEVEN

R. D. Massino
California, Hawaii, Nevada, Guam.

The governor of California has signed into law a bill which amends the state's architects registration law and now licenses so-called building designers. We feel this bill has taken away from our profession work which should be ours. This same law also expanded membership on our architectural registration board to include two building designers, one public member and six architects.

This appears to be a perfect example of what happens when Boards attempt to limit the registration of competent men. The fact that much of this is done while giving lip service to certain ivory-tower philosophers does not lessen the offense. The purpose of such Boards is to register all men capable of practicing architecture and we have, here in California, an example of a failure to remember this.

Our local chapters continue to grow and we feel that the increased membership is attributable to the magazine and the interest it has created here on the West Coast. Members of the local chapters have been very active supporters of the campaign to raise funds to save certain historic landmarks in their area.

REGION TWELVE

L. E. McCoy, F.A.R.A.

We are happy to welcome Architect Don Byers of Portland as one of the new members of the Society in this region. Mr. Byers is an eminent architect of the area who has practiced architecture here since 1916. A.R.A. wishes him and his associates continued success.

Architects Gordon Hoops and L. E. McCoy have recently formed a new partnership, with offices at 5424 MacArthur Boulevard, Vancouver, Washington.

The architectural profession generally in the Pacific Northwest is one of the real busy ones of the country. The whole area is growing rapidly which naturally requires much building. The one difficulty confronting the profession in this area is the fact that there are very few experienced draftsmen on the market. Therefore, architects generally must use young and inexperienced help on much of their major work.

See you in Las Vegas, October 7-11, at our A.R.A. convention.

REGENT AT LARGE

Hal Stonebraker, F.A.R.A.

Echoes of my past two years as National Recorder are still being received by this office. Particularly, many correspondence friends that I made during my tour of duty as Recorder continue inquiries regarding Society affairs. Most of this correspondence deals, of course, with individual problems but some new and interesting facts regarding professionalism have also been received here. These suggestions are being forwarded to President Ted Samuelson for processing and are to be placed upon forthcoming Executive Board's agendas for Board action this year.

The fifth revision of the Society Filing System project has just been completed, and fifty review copies will be presented to the officers at the next Executive Board meeting to be held in Kansas City on July 25 - 26 at the Kansas City, Kansas Gateway Holiday Inn. These cross-referenced and indexed books will be reviewed by the Board members, and extra copies distributed to interested members for final review before publication is started. Some 3500 subject material headings are listed and cross-referenced. Divided into 55 categories, it is unlike any similar file system presently in existence. This program, over five years old, was initially started at the Kansas City Convention in 1959; and has been under constant revision and observation since that time, with annual revisions and corrections being made. It is hoped that this filing system will be ready for distribution later this year to the profession at large.

Other news of interest from this area is that the Kansas Council of the Society held its spring meeting on May 16th in Topeka, Kansas. President Herbert L. Berger, A.R.A., Wichita, presided and reviewed existing programs sponsored by the Kansas Council.

From the Office of the Recorder

Our membership has grown by leaps and bounds and we are delighted with each day's mail that brings in new applications. We all sincerely hope that each of you will be able to join with us at our convention October 7-11 in Las Vegas, and for those living in the midwest we extend an invitation to be present at our next Executive Board meeting which will be held in Kansas City, July 25-26, at the Gateway Holiday Inn.

National headquarters receives, from time to time, requests from prospective clients for the names of architects in a given locality who specialize in a certain type of architecture. We do not recommend any particular architect but simply furnish to such prospective clients the names of members in that area. It would be of great help to us and to yourself if each member would furnish the headquarters office, 630 North Cicero Avenue, Chicago, Illinois, with a brief resume of yourself giving us the states in which you are licensed, the type or types of architecture in which you specialize, membership in professional societies or organizations, perhaps a brief description of some of your work, and any other pertinent information. If you have a photo available we would be happy to receive it.

Chester Stark, F.A.R.A.

ARA CONVENTION
OCTOBER
SEVEN-ELEVEN

TWENTY-THREE
Reports from Committees

Interprofession

A.R.A. has through its committee efforts been able to assist some twenty-six Architects in obtaining their registrations in states other than their own. This was done through its cooperative work with NCARB as well as individual State Registration Boards. This work goes on continually in our committee work. In certain states some Architects did not qualify, but they found out without much delay wherein it was necessary to reevaluate their credentials, references and other essential requisites. At the St. Louis convention of NCARB A.R.A. we will again bring together some factual information which will assist our representative and NCARB officials to develop further harmonious working arrangements.

Any registered Architect whose problems remain unsolved should get in touch with A.R.A. We are glad to help. Write to Mr. Chester A. Stark, National Recorder, Glenview, Illinois giving brief factual data, etc. A.R.A. also has its counsel available, Mr. Robert Walsh, Washington, D.C.

J. J. Liebenberg, F.A.R.A.

Insurance

THE A.R.A. insurance program can now point to a year’s operation in the area of errors and omissions coverage for its membership. We feel the membership would be interested in knowing the actual experience of one of the members with regard to this vital area of coverage. In this particular instance, the member firm had coverage of $20,000 with a deductible of $2,000. The premium during the first year for this coverage was $2,226.81. The second year’s premium for this coverage, due to the experience of the member firm and due to the underwriting policies of the insurance companies involved, was $1,254.95. As a matter of fact, this coverage could have been increased to $1,000,000 limit with a $10,000 deductible for only $2,650.83 for this second year.

While we cannot say the same would be true in all cases, it would certainly appear that there is great merit to the A.R.A. basis of placement of this vital professional liability coverage.

Our experience shows that we cannot place this insurance through your broker because where we have attempted to do this, the broker has sidetracked our A.R.A. program. This does not assist the A.R.A. program a bit and has not given us the benefit of the volume necessary to reduce the rates, as it would have done had they bought directly through our program. We regret we cannot include your local agent with this, but in order to get the group rate established we must deal direct.

Wilfred J. Gregson, F.A.R.A.

No less than twice a month for the last two years mail has come in from Bill Frampton of Huntington, West Virginia. Faithful to his commitments, he was indefatigable in his determination that his part of A.R.A. work should be beyond criticism. And when I last saw him in Washington this determination was no less.

Today this letter came.

"My father, who has been ill for quite a few months, passed away last week and I felt you should be notified as soon as possible.

"He loved the A.R.A. and believed very strongly in its principles. One of the things most important to him was the Forms and Standards which he worked on for so long and only a few weeks ago they were finalized and being proofread before going to the printers for prices. I understand that Mr. Bob Stickley and Mr. John Hellman were on the committee with him and I am sure they will want to get in touch. Sincerely yours, William B. Frampton."

All of us grieve his going and the team, of which he was so important a part, will never be quite the same. Bill was seventy. He crossed America sixteen times to be with us.

Mrs. Frampton’s first flight brought her to one of our meetings and her pride in Bill was inspirational. He leaves a wealth of public buildings and half a hundred schools behind him. But his last work will go on as long as there are architects. When finally A.R.A.’s documents are spread across the country, the months, even years that Bill put in their preparation will be of service to all architects who come after. They may not know of his devotion to his profession, but we do.

So long, Bill. We won’t forget.

May we all do half as well.

We loved the guy.

TWENTY-FOUR
THE Executive Board meeting of the Society of American Registered Architects in Los Angeles last fall provided an excellent opportunity to renew early friendships.

I found John Lloyd Wright at his home in Del Mar, California, in fine spirits and delighted to show me his architectural work which, as might be expected, shows strong influences of his famous father. We had a delightful lunch at the Marine Room overlooking the Pacific Ocean where we discussed his ideas of a national registration, applicable in any state, which makes a great deal of sense.

John suggests that A.R.A. work up such a program. Registration by architects under a national type of examination, taken in any state, would permit practice in any other state, subject only to those peculiarities of the state in question. This was the early hope of NCAARB — a hope that never got off the ground.

California's Registration Board has been especially had in its refusal to register architects of unquestioned ability. Frank Lloyd Wright was refused registration for many years until he threatened suit, and John Lloyd Wright has still not received his license for the practice of architecture. He must practice as a designer. This situation arose from the attitude of a group of hardbitten architects on the Board who felt that architects would be better served in their state by keeping out as many as possible under any pretext. This has been a bitter pill for John Lloyd Wright, who was actually jailed because the Board thought he claimed to be an architect by the use of his sign, shown in the accompanying picture.

The case did not hold up and the court reversed the decision. However, the animosity that resulted still leaves John Lloyd Wright without registration, although he is registered in several other states. He can practice as a building designer, thus adding his ability and reputation to the designers and subtracting it from the architects. How short sighted can a Registration Board be?

One of my first assignments when A.R.A. got under way was to try to secure the registration of John Lloyd Wright and other architects of unquestioned merit. To this end I telephoned and wrote Governor Brown and presented the case without heat and passion, but to no avail. Architect Dick Messineo, A.R.A., who is chairman of the California Council of A.R.A., is now attempting to find a solution to the problem of architects being forced to practice as building designers, and so the obvious comes to be. California has now passed a "Builders Designers Law" which shares with others than architects the right of practicing architecture. The only thing the hardbitten board members were able to accomplish by their exclusion of regular architects from practicing their profession has been to keep qualified architects registered in other states, even though residing in California, from designing schools, public buildings and other buildings required to have architects.

The late Herbert Mann met me in Pasadena seven years ago with John Lloyd Wright in the first efforts of A.R.A. to attempt to correct this inequitable situation. Lilian and I called on Mrs. Stella Mann to pay my respects to her great husband who had passed to his great reward as celestial architect. John Lloyd Wright dubbed Herbert Mann "Architecture's greatest salesman." During the depression, 1929-1933, Herb got free rent of the top floor of the largest department store in Los Angeles. He used this for architectural exhibits of residences of California architects and was able to find clients for them even when architecture was in the doldrums. He also ran a radio and TV program designed to alert the public to the need of architects.

Dick Messineo, who was an architect with the U. S. Engineers in Jacksonville during the war when I first met him, is now practicing in Los Angeles. He is fired up with great visions of A.R.A. as a means to correcting the many evils that have crept into our profession through lack of unity, harmony, brotherhood of man, and through lack of consideration of the Golden Rule as a standard of architectural behavior.

The enthusiastic group that met at the Ambassador Hotel in Los Angeles is organizing a vigorous California Council with chapters located throughout this enormous state. It was the first time these architects had experienced the grand unity and harmony of an A.R.A. meeting where members of their profession came from every part of the United States. These executive council meetings are held in different parts of the United States and are open to all architects, whether members of A.R.A. or not, to present their views or observe the democratic workings of this rapidly growing Society of American Registered Architects.

It may be a long while before all the idealistic programs of our Society can be completed, but at least there is the satisfaction of knowing that when problems arise for architects one society exists whose objective is to find a solution for them. In the meantime, A.R.A. is doing a great deal to prevent further disruption of the profession by such short-sighted selfishness that resulted in the formation of a "Builders Designers" group in California.

Wilfred J. Gregson, F.A.R.A.
This page is available to all architects everywhere. The critical and the complimentary are equally acceptable. Naturally, we are happier with the latter. Ed.

This past November I received official notification from Mr. Sadler, NCARB Executive Director, that I had been issued an NCARB certificate. This followed my appearance before their Board of Directors at an appeal hearing previously in the company of Mr. J. Robert Walsh and my personal attorney. Mr. Walsh’s assistance proved to be of great value. Since my problem with NCARB was one of much greater complexity than the norm, I advised Mr. Walsh that I would assume full responsibility for his legal fees rather than involve the A.R.A.

The A.R.A. provided action on my behalf as well as advice when needed, in my dealings with the NCARB. I am very grateful for the help. May I partly express my thanks by asking for about 10 sets of literature and application forms for ARA membership; I would like to launch a recruiting drive of my own.

Again, to the A.R.A. organization generally and to its National Recorder particularly, my sincere thanks.

Stanley Kasindorf, Great Neck, New York

I find a venom in the editorial which is only matched by the deviousness in which ARA has been promoted in order to cause “confusion” with AIA.

Your real initials are S.A.R.A. Why can’t you be honest?

is it that you fear femininity?

Please remove me from your mailing list.

R. B. Cutler, Boston, Mass.

It is not possible to remove a name from the mailing list without decimating our roster of registered architects in America. Possibly one of your draftsmen might be interested in the magazine.

The initials A.R.A. and A.I.A. add but little to the confusion created by today’s emphasis on abbreviations. This similarity has not, to my knowledge, created any difficulty but we do feel that it serves to emphasize the fact that initials in themselves mean nothing and that only the man and his ability are consequential. I regret that your criticism did not extend to the text of the editorial for this magazine welcomes the opinions of those who disagree.

R. B. Cutler, Boston, Mass.

I enjoy your magazine, it conveys a lot of worthwhile written material for the architects, general, whether they are members of A.R.A. or A.I.A. I believe your organization has quite a need in this country.

Wishing you all success, I remain,

John B. Gay, A.I.A., St. Petersburg, Florida

I read the article “Showcase and the Architect” in Number 1, Volume 2, The American Registered Architect, with interest and would appreciate additional information regarding same.

I wish to take this opportunity to congratulate you and commend some of the articles that I have been privileged to read in The American Registered Architect magazine.

Lenard Gabert, A.I.A., Houston 2, Texas

The writer takes this opportunity to offer a “simple solution” answer to the article by John Ervin Ramsey, A.I.A.

A registered architect should have completed a private practice of ten years before being eligible to apply for NCARB. In the above-mentioned period of time he should be in position to present at least 50 representative assignments on which he had rendered complete architectural services, giving location, names and addresses of each client, cost of each project, so that NCARB could verify the accuracy of the account, should they desire to do so. This procedure would substantiate the fact that “the proof of the pudding is in the eating thereof,” clearly denoting the ability of the applicant for NCARB record.

It takes more than a few degrees, and friendship of local Boards, to prepare one for an ability test for NCARB record registration.

Oliver H. Bardon, F.A.R.A., Cincinnati, Ohio

I have read your Society’s publication, Number 3 issue, with interest. I find the reasons given for its founding no more magnanimous than those it appears to oppose. But having done so and having shrunk the net with a flattering pretext of elevated dialogue, I am compelled to ask then why the organization omits the “Society” in its abbreviation to arrive at a symbol easily mistaken by the uninformed for that other organization so rightly opposed. I submit that the confusion appears to be consciously calculated. The similarity between A.R.A. and A.I.A. is too obvious to have been overlooked. You have made editorial comparisons with multiple societies in other professions, but I submit that you ignore the unique position of the AMA for doctors of the NAM for industry. You will surely agree that there is no confusion in the use of these initials, or for whom those organizations speak. The duplication you have undertaken is more likely to dilute the resources of our profession than strengthen them.

Nevertheless I earnestly request that the A.R.A. accept this mandate of moral rectitude — the lack of which in the AIA it attributes to its very existence — to alter its name and abbreviation to eliminate the ambiguity of its recognition.

W. Lawrence Garvin, Clemson College, Clemson, S.C.

Thank you for your letter. We rather welcome criticism as it forces us to take a more objective viewpoint of our own activities. I am certain that I would not consider the founding of A.R.A. as magnanimous intent, rather it was a gesture of self-protection. I am certain, too, that the similarity of our initials and those of the Institute was not accidental.

The confusion relative to the use of such letters existed prior to the formation of A.R.A. Many clients were prone to consider the earlier initials as indication of a right to practice architecture, and this may have influenced the founder in his selection of a name. My surprise is that there has been so little confusion and so little criticism of the similarity from our increasing number of A.I.A. friends and mutual members.

We are delighted that the Institute on the national level and many of its chapters are coming to see our Society as a friendly but nonetheless militant group dedicated to the core principles for which the Institute stands. I think you will find that a deviation from these ethical aspirations is not a matter of the precise initials but rather the efforts of small cliques and chapters to use these initials in a manner not sanctioned by the parent organizations.

Please believe that I did appreciate your letter and I would enjoy any further comment.

Ed.
AS Vegas means many things to many people. A score of years past it was but another town accidentally dropped on the Mojave. In the evening one still responds to the peculiar beauty of the desert, the explosion of sunset and crystal clarity of the skies. To most people, however, Las Vegas is a five mile finger of architectural exuberance and neon tracery, each spelling festivity for this is the fun center of America. Names like the Stardust, Desert Inn, Tropicana, Hacienda and, of course, the Fabulous Flamingo are exciting additions to our national lexicon. Overdone perhaps and artificial surely, but what else could create a background for the fun fair of the continent? A glorified Broadway in the wastelands. It must be seen to be believed.

This together with its little cost has made Las Vegas the convention center of the West. Entertainment's great and an outstanding dinner means a five or six dollar total. Here famous restaurants vie with the glamor of casinos for attention. Each of a hundred glistening facades gives promise of revelry. Music is everywhere. The cerulean pools and the palm trees add to an oasis that is far beyond the dreams of Scheherazade. All this is yours for little more than the cost of the convention which, I understand, is deductible.

WITH 7-11 AS THE DATE, WHERE ELSE?

LAS VEGAS, NEVADA
As an architect registered or its equivalent in any of the United States your signature on the attached form confers upon you all of the membership privileges of the Society of American Registered Architects. Each member benefits equally from an increasing number of ancillary services established by the Society. Membership dues are $15.00 per year. A check for this amount, made out to American Registered Architects, should accompany your application.

Although no other information is necessary for membership, it will help the Society and perhaps yourself to give a more detailed resume of your architectural practice. Any information you may care to divulge relating to additional registrations, number of years in practice, educational background, specialties, fraternal and other memberships will also be made a part of your record.

Cut out and mail to The Society of American Registered Architects, 6330 North Cicero Avenue, Chicago 46, Illinois

| NAME       |                                  |
| ADDRESS    |                                  |
| CITY       |                                  |
| FIRM       |                                  |
| TITLE      |                                  |
| PHONE      |                                  |
| DATE       |                                  |
| SIGNATURE  | Registration Seal or Number     |
THE STORY OF A COLORED GLAZED BRICK — MADE TO ORDER

The building was designed by Gregson & Associates Architects in contrasting blue and off-white to tell the story of hospitals. Blue is the hospital color associated with Blue Cross, Nursing Aides, etc. The architect's budget could not stand the cost of the existing blue glazed brick. That's where Burns Brick came into the picture.

The Problem: Manufacture a blue glazed brick that could withstand unlimited freezing and thawing without checking and match the architects rendering — priced within the budget.

The Solution: Burns ran hundreds of kiln tests on brick 3" long and 1" wide. Of these, thirty were presented to the architect. The color problem solved, the next step was to glaze several runs of brick to insure control.

The Test: These bricks were submitted to a testing laboratory for repeatedly freezing, thawing and examining. They passed in flying colors. Then the acid test — exhaustive tests of the U. S. Bureau of Standards. Once again they passed.

The Results: 900,000 of these glazed brick were manufactured, shipped to job in ample time to meet a “CRITICAL PATH SCHEDULED DELIVERY DATE”.

The Future: Now we know what we can do to help architects. We are adding a million dollar addition to our plant.

The Invitation: Write us or telephone your brick problems. We will be delighted to work with you.

Burns Brick is selected by the nation's leading architects

BURNS BRICK COMPANY
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High Grade Brick

P. O. BOX 1151
MACON, GEORGIA
The cycle is complete. There was a day when all heating systems were "decentralized." None of us remember when buildings were heated by fireplaces, but there still remain a few who remember both the parlor stove and its larger brother, made famous by the country store. Then began the century of central heating. The pipeless furnace and its many-armed cousin giving way in favor of a variety of wet heat methods, with air to return to favor with the coming of cooling. For the last twenty years one Massachusetts architectural firm has preached the gospel of the return to non-centralized heating.

A variety of experiments and successes finally resulted in a 240,000 sq. ft. office building that will run itself. No mechanical equipment room, no operating engineer, no battery of maintenance men to keep the air conditioning system running. Just electric wires powering a Remington Incremental System of perimeter air conditioning with a terminal capacity of 403 tons, plus a 200-ton package unit system for the core and 400-seat cafeteria. The Remington System consists of 500 all-electric Incremental Conditioners, of which 454 are Type EK and 46 are Type EJ.

This seven-story H-shaped building in Greater Washington, near the Pentagon, is leased to the General Services Administration of the U. S. Government and will be occupied by the Department of Defense. The building was designed to be so self-sufficient that no operating personnel on the premises will be required. Ordinary building services such as window cleaning, sanitation, maintenance of the operatorless elevators and complete maintenance of the fully automatic air conditioning equipment will be supplied under long-term service contracts.

To eliminate all operating personnel the Remington Triple Over-riding Dual Control system (T-O-D-C) will automatically start the Incremental System at 7:00 a.m. each week-day morning and stop the entire system at 5:00 p.m. By simply pressing a button occupants who work at other times can immediately have air conditioning in their quarters without wasteful operation of any equipment for unoccupied areas. During the heating season and, in fact, at all other times a control will automatically prevent any spaces served by the system from dropping below 55°. A seven-day electric time switch acts as the master control for the entire air conditioning system. The action of this time switch is two fold: At regular intervals it actuates magnetic starters on the power circuits supplying the air conditioning system. At the same time it sends impulses over the power wires to the T-O-D-C control on each terminal unit. Thus the need for separate control wires, or for pneumatic controls, is eliminated.

A.R.A. architects Munson, Mallis, Bradley, Patterson and Burgener of Springfield, Massachusetts designed this building specifically for the Incremental System. The exterior curtain walls are of porcelain enameled steel. Integral outside air openings are built into the panels, to give the breathing wall construction required for the Incremental System. Over each opening is a porcelain-enamelled louver having the same color as the panel itself. This arrangement makes the air intakes virtually invisible.

Air conditioning is first and last a business proposition. When a complete evaluation of available facts is made the cumbersome, inflexible, traditional central systems that cost so much to own and operate, and often give but part-time comfort to the occupants, will not stand up in the light of an objective investigation.

The G.S.A. Building joins the ranks of the growing number of truly modern structures which incorporate the latest technological advances in construction and design, so as to offer the utmost in full-time comfort to all of the occupants.
To help you use doors to accent design...

Locksets by Russwin

To help you use doors creatively, Russwin brings you "Ten Strike"* Locksets in an exciting choice of designs, materials and finishes. These locksets are available in a wide variety of functions. And, they are engineered throughout for low-maintenance, long life. For beauty...for durability... specify Russwin "Ten Strike" Locksets. Your Russwin supplier has samples and full information. Call him or write Russell & Erwin Division, The American Hardware Corporation, New Britain, Connecticut.