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With the welded bottom plate this style provides electrical raceways.

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USIC MAY BE FOR THE ARCHITECT EVER AND ALWAYS A SYMPATHETIC FRIEND WHOSE COUNSELS, PRECEPTS AND PATTERNS ARE EVER AVAILABLE TO HIM AND FROM WHOM HE NEED NOT FEAR TO DRAW. BUT THE ARTS ARE TODAY ALL CURSED BY LITERATURE; ARTISTS ATTEMPT TO MAKE LITERATURE EVEN OF MUSIC, USUALLY OF PAINTING AND SCULPTURE AND DOUBTLESS WOULD OF ARCHITECTURE ALSO WERE THE ART NOT MORIBUND. BUT WHENEVER IT IS DONE THE SOUL OF THE ART DIES AND WE HAVE NOT ART BUT SOMETHING FAR LESS FOR WHICH THE TRUE ARTIST CAN HAVE NEITHER AFFECTION NOR RESPECT.

FRANK LLOYD WRIGHT
HE profession of architecture is not exempt from the
dictum that popularity and monetary reward are the
fruits of being at the right place at the right time. Pre-
requisite is sufficient ability to prevail upon this fortuitous
circumstance. Thereafter any sophisticated intelligence
assembles supplementary talents to free further growth from the element
of chance. With lieutenants in promotion, sales, technology and aesthetics, and an increased recognition by news media, the ascent over less fortunate firms accelerates.

This formula is prevalent and proven in to-day’s practice and accords
with accepted economics. Actually it is not without merit for, under
astute guidance, it brings into unity the strength of several and divers
abilities. There are, however, two entities to whom this format is no
solace.

There is the architect of uncharted competence, the genius if you will
and oftentimes a maverick whose libido does not accept regimentation.
Maligned by lesser men he is none the less the fountainhead from which
they draw their substance.

And there is the great preponderance of architects, men of ability, whose
failure to rendezvous with the right place and time condemns them to
obscurity. It is a masterpiece of irony that these men contribute to their
own misfeasance through adulation of the very chains that bind them.
It is not to question the successful for their enshrinement of the mores
that permitted success nor is there a mystery in their efforts to maintain
status quo. Rather it is to wonder at the vastly greater number whose
devotion to the archaisms of professional conduct relegates them to
impotency.

That the most blind are those who will not see herein gains validity.

Franklin D. Roosevelt
CONSTRUCTION Education is now preparing a new breed of construction professionals to aid the building team in coping with the current explosion in construction materials and techniques.

The organization of Associated Schools of Construction last year signaled the maturity of a growing movement to recognize the need for college training of a new breed of construction professionals, a need strongly emphasized by the current explosion in construction materials and techniques. The Associated Schools of Construction, which already includes a substantial group of major colleges and universities throughout the nation, has joined in an effort to improve the quality of Construction Education and to achieve recognition of the construction professional.

The use of the word "professional" poses two questions immediately: (1) Doesn't the professional responsibility of the architect include "supervision of construction"? and (2) Is not the direction of construction work the professional responsibility of the civil engineer? In short, isn't this professional already "staked out" by both the architect and the civil engineer? The only possible brief answer to these questions is "yes." But, let us examine whether the architects and the civil engineers are adequately meeting their "professional obligations" in the areas of construction supervision and management. With the rapidly increasing complexity of construction problems, the architect is finding his participation in construction operations limited to "field representation" rather than "supervision," and this stance is finding ever widening recognition. The civil engineer, faced with the increasing demands of science orientation in the accreditation of engineering curricula, finds the construction management and communications elements of the engineering courses being squeezed into a smaller and smaller area of the curriculum, and so is finding himself prepared more for scientific pursuits or for highly specialized aspects of heavy construction works.

With the architectural and civil engineering courses producing an ever dwindling supply of construction oriented graduates, with the passing of the "master craftsman," with the current proliferation of new materials and construction techniques, and with the ever expanding size of the construction industry, the demand for a new member of the construction team becomes obvious. And it is to meet this demand that the Associated Schools of Construction have created their industry oriented construction curricula.

Only a few generations ago the "construction team" consisted of the architect and the artisans. The skilled craftsman could faithfully produce the architect's design, utilizing established standards of workmanship, and with minimum supervision and coordination of the work of the various trades. The selection of materials was usually limited by local availability, and the quality of materials was readily controlled by regular architect's inspections and the trained vigilance of the craftsman. The "heating work" was done by the mason who built the fireplaces and chimneys. The "plumbing" was done by the carpenter who constructed that small building with the crescent shaped ventilation orifice in the door.

The rapid growth and the present size of the construction industry stagger the imagination. This brassy giant has produced a greater volume of construction during the past ten years than during all the intervening years since the pilgrim fathers set foot on Plymouth Rock. It has been estimated that construction volume may double again during the next ten years, and perhaps double again before the next turn of a century. Construction is now the nation's largest industry, currently approaching three times the annual dollar volume of all agriculture, and exceeding the annual expenditure of the entire defense establishment.

The full impact of scientific advancement on construction materials and techniques is yet to be felt. "Man made" materials, such as plastics, reconstituted wood products, metal foils, films, laminates, foams, sealants, adhesives, coatings, preservatives, bituminous coatings, shrinkproofing sheeting, resilient floorings, sound and vibration absorbers, extrusions, carpeting, elastic zippers, gasketing, ceramic magnetics, detergents, insecticides, fungicides, new metal alloys, thermoelectric elements, etc. have only begun to make their effects felt on construction designs and methods. Today, instead of choosing among a nail, screw, or bolt for a given fastening job, we may select from among a myriad of specialized fastenings, with the optimum selection depending upon a review of the offerings of many different manufacturers and consideration of many aspects of job requirements, available application methods, and justification of special equipment which may be required. Tomorrow, we may well be considering adhesives as a predominant fastening method. Even now the laboratories are working on "early tack" additives for the proven epoxy adhesives, in order to shorten clamping time.

With the building mechanical services becoming somewhat more complex than a "fireplace and an outhouse," and with the mechanical and electrical work looming as an ever larger proportion of most construction projects, the professional mechanical and electrical engineers are becoming increasingly important members of the architect's team. Today's sophisticated structures are demanding more attention from the professional structural engineer. Proj-
ects involving massive or unusual foundations, water supply and sanitation, soil studies, extensive earth moving, dewatering, etc. will call for the services of a professional civil engineer. The architect's training must, of course, include a basic professional understanding of all the above subjects. It is this understanding which demands delegation of areas of responsibility to other team members whose specialized knowledge can contribute much to the final product.

Construction Education is now providing another important member of this team. He is, today, without a generally recognized name, and is almost devoid of professional recognition. Whether you choose to call him a contractor, builder, construction engineer, master builder, construction consultant, or constructor, his contributions are increasingly necessary in the management, financing, estimating, planning, scheduling, and coordination areas of construction. It is he who has the intimate knowledge of current developments in construction techniques, materials, equipment, labor relations, and costs which allow valid comparison of alternate designs. It is he who can give fullest consideration to design features which minimize field labor and provide for best coordination of the work of the various trades. It is he who is trained to provide for CPM scheduling and control of construction projects. And it is he who can most accurately provide estimated costs of alternate designs, prepare budget estimates of current validity, keep four- or five-week prices, and provide check estimates and control of alternates and revisions during construction.

This important member of the team is a far cry from the old-time stereotype contractor, the one with the big black cigar, the one whose cranium structure precluded the necessity of a hard hat, and the one whose command power depended principally on high decibel proficiency! He is a construction professional, prepared to practice by his knowledge of business, communications, law, accounting, labor relations, planning, scheduling, finance, bonding, insurance, politics, advertising, and marketing, as well as his knowledge of construction methods, equipment, costs, and techniques.

Who, you may ask, are the members of the Associated Schools of Construction? Are they just a new kind of architectural specialty? Are they engineering schools who specialize in construction? Or did they just start from scratch? They are all these, and more. Some are engineering schools who have managed to maintain a reasonable proportion of construction management and business subjects, in spite of the pressures of science on accreditation requirements. Some are based on architectural schools who have been able to develop a separate course in building construction. Some have grown out of such industry oriented programs as business schools and schools of forestry. But there is a strong consensus that Construction Education must, in the long run, stand on its own. It is not a poor cousin of any other area of professional education. It is not just a specialty or branch of any established academic program. Construction graduates are not some special kind of engineer or architect; they are not professionally qualified in either of these established areas. The Associated Schools of Construction are preparing their graduates to join the architects and the engineers as members of the building team.

The program at the University of Florida, one of the oldest and largest, is a reasonably typical example. Here the Department of Building Construction stands alongside the Department of Architecture as part of the College of Architecture and Fine Arts. Faculty Qualifications stress actual experience in construction, with average active industry experience exceeding fifteen years. Academic background of the faculty is strongest in engineering, with five C.E.'s, an EE, and two M.E.'s. Six of these are registered Professional Engineers. Two are architects, but one has his doctorate in engineering mechanics. To date, only two of the faculty members boast Building Construction degrees. Among the advanced degrees held by the faculty are a number in business administration and education, as well as in engineering and Building Construction. Frankly, the faculty is a bit shy on Ph.D. degrees, by most current university standards. It is quite obviously difficult to hire Ph.D.'s with extensive construction experience. Most Engineering Ph.D.'s would rather design moon rockets or operate in the rarified atmosphere of the research laboratory. Faced with the choice between the inexperienced Ph.D. and an applicant with real construction experience and an "inferior" degree, the choice, to date, has emphasized the importance of construction experience. One leading faculty member applied for a position in Florida's "Department of Building Construction," thinking that the position involved supervision of construction work at the university. Upon learning that the position was for teaching building construction, he arose to excuse himself from the interview. But he was requested to continue with "Wait just a minute! You're just the man we want for teaching. We need your construction experience!"

Even after almost thirty years of experience with the Florida program, problems still exist in curriculum development and in selecting or preparing suitable texts for the construction courses. Academic background and text material are readily available only in the areas of building design or vocational technology. Neither of these areas is fully suitable for the construction graduate! He is neither principally concerned with designing a building nor with the details of how to drive nails or lay bricks. He must, of course, be able to understand the design work of the architect and engineer. And he must be able to select suitable construction equipment; to erect suitable shoring, scaffolding, formwork, etc.; and to suitably communicate with the carpenter and the bricklayer. But his principal training must be in the areas of scheduling, organizing, financing, estimating, coordination, safety, management, and communications.

The effectiveness of the Florida program may be best judged by its product! Graduates of Florida's Department of Building Construction have proven their worth in the construction industry. Current graduates are receiving an average of more than four job offers per student, and the average starting salary is somewhat above the national average for engineering graduates! A number of graduates have been placed with most of the larger construction organizations in the nation, with satisfactory reports from both employers and employees.

The principal problem facing Construction Education today clearly lies in the fact that there aren't enough established schools of Construction, and that prospective students are not aware of the schools that do exist. The basic problem is that prospective students have not even heard of Construction Education. Young persons seeking careers in the construction industry usually consider only engineering or architecture, principally be-

Continued on page 15
Prior to his association with A.R.A., Bob Walsh had represented some of its members in areas of misunderstanding with N.C.A.R.B. These experiences afforded him a knowledge of our problems and gave validity to his article. Bob was born in Cleveland in 1925. He received his A.B. at John Carroll University and went on to his Master of Laws at Georgetown U. His bar admission includes the Supreme Court of the United States, The U. S. District Court of the District of Columbia, The U. S. Court of Appeals and the Supreme Court of Ohio. He lives just outside of Washington with his wife Jean, four daughters and two sons. His views concerning the current architectural confusion are provocative.

Even a cursory examination of the standard NCARB syllabi of architectural examinations reflects that by education and training an architect possesses a rich knowledge of the history of building development; an abiding respect for the forces, endowments, beauties, harmonies, and conformations of nature; an historical and practical sensitivity to people and the needs, desires, and drives of people; and a practical realization of responsibility and respect for his clients' investment.

If the foregoing is true, it would seem entirely logical that an architect's voice would be the first heard to say that a building or a project should be designed in a particular way; that trees, streams, hills and valleys are to be undisturbed except to the extent absolutely necessary; that the growth of industry and population in a certain town or city require that additional land be developed in a planned harmonious manner to accommodate the expanding needs of the people; that Mr. Jones should invest $200,000 to build this certain facility to fill this particular need — and make money by doing it.

As a general proposition — and there are admitted exceptions — it is not the architect's voice which is first heard. First heard is the voice of the promoter; or the land speculator; or the politician; or the special interest group; or the industrialist; or the chamber of commerce. That first voice has, in most cases, captured the hill — it is his project — and the architect will be brought in as a virtual captive to execute the ideas of the promoter with that big first voice.

If the foregoing is true, why is it true? Why isn't the architect the one with that first big voice? It is clear that he is amply and uniquely equipped by education and training. Why then, isn't the architect the real leader? Certainly it is not because he is lazy, indifferent, disinterested, or incompetent. I submit that the reason is that he feels shackled by a misunderstanding of the word "profession."

I have not studied the history of the practice of architecture, but I suspect that it reaches back into ancient eras, where the reigning sovereign selected someone to design and oversee the construction of buildings, making available for that purpose whatever funds were required for the project. That someone was, by the fact of selection, the architect. The relationship was essentially that of patron and protege. Because of the prestige attendant upon selection by the sovereign, the architect gradually evolved into a member of what is now called a profession.

Times, circumstances, geography, and government have changed. This is America in 1966 — a country founded upon the abolition of reigning monarchs and classes, and dedicated to an economic system of competitive free enterprise. How, then, does this historically developed "professional" architect fit in with our modern entrepreneur system? He doesn't. Hence the confusion, frustration, and conflict indicated earlier in my picture. Why doesn't the concept of the "professional" architect fit in? Because of a misunderstanding of the word "profession."

There are three professions recognized by the law — clergy, law, and medicine. I say they are recognized by the law because the law grants privilege against disclosure to matters and communications between clergyman and parishioner; lawyer and client; and physician and patient. The logic of these privileges is irrefutable, since the need to communicate with these three professionals upon intensely confidential and personal matters involving spiritual,
legal, and physical problems is uncontroversial as a basic human need. Certainly the architect is not a professional in the same sense as the three recognized professions: nor is the engineer, banker, pharmacist, stockbroker, real estate broker, and numerous others. Yet many of these are called professionals, and regarded as professionals by laws which regulate the conduct of their activities. How is this inconsistency reconciled?

It is suggested that those activities, referred to as “professions” in regulatory laws, are more accurately comprehended as “professional businesses,” to differentiate them from the professions of clergy, law, and medicine. The reason for this distinction is that none of these “professional businesses” has as its general predicate an intensely confidential and personal relationship evolving from a basic human need. It is true that an architect, as well as other “professional businessmen,” may enter into a very close personal relationship with his client, but this does not in general amply this in the nature of the practice of the profession. It is equally true that a clergyman, lawyer, or doctor may practice his profession occasionally on an impersonal or remote basis, but this does not generally amply in the nature of the practice of the professional. The fiduciary capacity in which an architect generality serves does not alter this proposition, for fidelity to a trust is independent of status as a professional.

Why, then are these “professional businesses” regarded as “professions” by regulatory laws? The answer is twofold. First, the subject matter of the “profession” is determined to be vested with an important public interest regarding the life, health, safety, or convenience of a large segment of the public. This is the constitutional justification for regulation. Second, the qualification to practice the “profession” is determined to require advanced specialized education and training. This sets the regulated activity apart as a “profession” or “learned profession.” This is in contrast to a license as a plumber or electrician, which are also regulated activities, but which are not determined to require advanced specialized education.

If the foregoing differentiation is accepted, it is possible for the architect to shed the shackles of anachronistic “profession,” and the role of the dynamic leader in our society, for which he is so well qualified. In doing this he gives up nothing — except his shackles. He is still practicing a legally regulated activity and still occupying a fiduciary status with relation to his client. His standards of honesty and competence are not impaired. More importantly, however, he is not restricted in his activity by prohibitions which have validity only when applied to the professions of clergy, law, and medicine, which generally comprehend an intensely confidential and personal relationship.

If so unburdened — and I believe only if so unburdened — an architect could assemble a team consisting of himself, a lawyer, an accountant, an engineer, and a real estate broker. So unburdened and so fortified, the architect could look at a sewerless suburb of Cleveland, Ohio, where septic percolation has for many years been the City has refused to extend water lines until adequate sewer facilities are installed, and the suburb has ceased to grant building permits for houses until adequate sewer facilities are installed. The architect could competently analyze and define this situation. The lawyer could formulate the necessary governmental and private financing plan. The engineer could propose the working solution to the problem. The real estate broker could assemble property and right of way information. The accountant could correlate administration of the program. This package the architect could take to the governing body of that suburb — and he could sell that package. He could sell that package because that package would contain an analysis and definition of the problem by the person most qualified to analyze and define the problem, coupled with a solution to the problem buttressed by the talent which the architect was smart enough to deem necessary for proper solution. That architect would be a leader.

Other examples leap to mind. Suburban sprawl? Where was the man most sensitive to the needs of a growing city? He was not the leader. He could have been — and should have been — the leader. But he was not the leader, and the leader did not have the architect’s sensitivity to the need of the community. Slums and ghettos? Urban renewal? They don’t happen overnight. Someone eventually becomes the leader, but not usually the architect — the one most sensitive and qualified. The architect generally sits back, enveloped in the confusing, frustrating and conflicting rainets of “professionalism,” waiting for a commission to do “that great Taal Maal in the sky” and accepts employment to execute the hack and ill-conceived ideas of the promoter-leader.

This situation is bad and wrong, and architects know it is bad and wrong. More importantly, the situation is not static. It will either continue to deteriorate or get better. The architect is being supplanted, and will continue to be supplanted — not because others are doing a better job than the architect could do — but just because others are doing something. The damage to the architectural profession — catastrophic though it may be — is completely eclipsed by the overall damage to architecture itself and the countless millions of people affected by it at every turn.

I submit that the only salvation of the architectural profession is a determination by individual architects to create clients which the architects can control, rather than wait to be selected by existing clients who will dominate and deme the architect.

A NEW MEMBER OF THE TEAM • CONTINUED FROM PAGE 13

cause only these professions have been presented for their consideration. Currently, the typical Building Construction student enters college in either engineering, architecture, or business administration; and then switches to Building Construction only after having taken course work aimed

at the other specialty.

But the demand for the Construction Graduate will make itself heard! Construction Education has “its feet on the ground.” Schools of Construction are growing; new schools are being created; curriculum and text material is being developed; and Construction Graduates are finding their place in industry. As more and more Construction Graduates are accepted as members of the building team by their co-working architects and engineers, suitable “professional recognition” will follow.
FROM THE MANUFACTURERS

HE stories of many and varied manufacturers are woven into the history of New England. Little Berkshire hamlets offer vestiges of industry's "once upon a time." Grape vines, grasses and lilacs all but hide the rows of stones that remain of busy factories and bustling towns. But in the valleys where the founders more wisely chose their sites. the early industries flourish to-day far beyond the early dreams. To these 

The plan, from time to time, to write about our friends. In our book friends are those whose confidence transcends the vagaries of circumstance. It was not illogical that some who wished us well, stood aside when conflict between the two architectural groups seemed imminent. Others expressed their faith in both groups. One of these was Russell.
latches, bolts, hasps and hinges grew and with it the enterprise of Messrs. Russell and Erwin. In 1841 the firm established the first depot in the United States for the sale of its own goods. By 1849 it was not only manufacturing products as varied as bear traps and coffin handles but was selling other manufacturers' merchandise through its twenty-two page catalog. In 1851 the partnership was incorporated as a stock company called the Russell & Erwin Manufacturing Company and with capital assets of $125,000.

The period following the Civil War was rife with change. A host of new products appeared. Steel keys, patented in 1869, replaced those of heavy iron and brass. Early efforts at hardware decoration were feeble and crude.

In 1871 Russell & Erwin blasted convention by hiring a designer to add appearance to function. A magazine story of 1869 describing the company, had this to say, "For building purposes it is now generally admitted that American hardware is decidedly the best, and it is fast superseding English hardware, both here and abroad. Such are the fruits of manufacturing enterprise when characterized by skillful management, financial acuteness and commercial integrity." In the Paris, Sydney and Melbourne exhibitions of about that period, the company won a total of twelve awards including six gold medals.

In 1886 the trademark RUSSWIN first appeared. In 1902 Russell & Erwin became a member of the newly formed American Hardware Corporation. Although it retained its name and continued to function as an independent unit, this alliance proved to be economically and structurally advantageous and the twentieth century established its wisdom.

The early name of Russell & Erwin has now been completely replaced by the more familiar trade name RUSSWIN Division of Embary Corporation. The company looks forward to a future as great as its past. New techniques and designs will, each year, progress from dream to drawing board and on to production. The company's slogan, first used in 1855, has not lost meaning in the years. "Times change and we change with them."

As farms grew and as population increased, the need for manufactured goods became more acute. In answer, many New Englanders turned to full time operation of backyard shops and from this beginning grew many of the industrial giants of today. In the 1820s, people in New Britain began to concentrate on ironware because iron was very accessible by way of the Hudson, Long Island Sound and the Connecticut River. The demand for door

HE New Britain of 1836

Early Manufacturing Facilities in New Britain, Connecticut.
t was twenty five years ago that J.R.H. the chief architect for Walsh Construction Company arrived at Cape Cod to oversee the planning and building of Camp Edwards. Association with Skidmore, Owings & Merrill and Shreve, Lamb & Harmon were part of the wealth of his background. Projects such as dry docks for the New York Navy Yard, the Walsh-Kaiser shipyard in Providence and a number of slum clearing housing developments in New York City had made him aware in detail of the frenzy that attends heavy construction. The promise of a quieter life made the south coast of Massachusetts look particularly inviting.

Be that as it may, in 1946 John Richard Hellman started his own firm in the village of Falmouth. However, his hopes to retire with the sand dunes and cranberries did not come to be. Either circumstance of the nature of the man brought forth a sequence of events that made his metropolitan period seem placid.

Within a year he had become active in local and state politics. As the Governor’s County Coordinator his office planned much beyond structure. John is a member of the Otis Air Force Base Advisory Committee, a director of Wareham Savings Bank and active in the Falmouth Industrial Commission. It was, in fact, one of these extracurricular activities (pilot training) that introduced him to a student who, shortly thereafter, became Mrs. Corinne Hellman.

John’s practice covers all New England. His first registration in New York was followed by licenses in Massachusetts, Connecticut and Rhode Island. His N.C.A.R.B. certification extends back to 1941. His work is varied with an accent on ecclesiastical, institutional and commercial. The proximity of Martha’s Vineyard and Nantucket have permitted John to be one of the few architects with an island practice. He is staff architect for New Seabury, a private development using cluster zoning, which will house ten thousand persons. The new campus for Massachusetts Maritime Academy, the master plan for Bridgewater State College and the several dial exchange buildings for southeast Massachusetts are his current projects.

A.R.A. visitors may enjoy two Hellman creations: cocktails and dinner at the Flying Bridge, projecting out over the Atlantic or dine more intimately at the Nimrod Club, named for the British frigate Nimrod which, in 1812, shelled the original building. Other interesting clients include the Nantucket Steamship Authority and Wood’s Hole Oceanographic Institution. His own office building, which he designed a few years past, looks out over Falmouth Harbor and its hundreds of boats. John is, himself, a sailor with voyages reaching from Maine to Virginia.

John Hellman is a charter member of A.R.A. Like so many of the early group he knew the need for a professional society open to all architects. To him, the philosophies, expounded by the Atlanta Architect Gregson, made sense and at his first A.R.A. convention in Dallas he determined to work for their accomplishment. Further association added to his conviction that A.R.A. was not a splinter group of dissident youngsters, but rather, contained men of maturity whose experience had revealed the unsatisfied needs of the profession. John was elected President of the Massachusetts Council in 1962 and Regent a year later. His work on the national level did not go unnoticed and at Las Vegas, 1964, he became a vice president. At this year’s convention, John Richard Hellman was unanimously elected President of the Society of American Registered Architects. The die is cast and John’s hopes for an unhurried Cape Cod life must wait another year — but the background is there and waiting.

The Hellmans have a house on a hill. A.R.A.ers have often met on the terraces commanding a sweeping view of Buzzard’s Bay and the Elizabeth Islands. Pines, rhododendrons and azaleas give evidence of a green thumb. Further proof is a glass garden house extending from the main structure. It is a “lived in” home. The large living room is lined with books and magazines. The oversized piano reminds us that John will “tickle the keys” at the drop of a cocktail ... as we who recently met in Cleveland’s Gallagher’s will testify, Corinne’s epicurean inclinations dominate the kitchen and here too, shelves of manuscript reveal her current project, the writing of a cook book.

Outside the lawns slope to the sea. The beaches are nearby. In September the village takes on a somnolent calmness. Peppercorn, John’s spotted carriage dog, will be waiting and whenever the problems of presidency permit escape, the bark of welcome will be heard.
A. R. A. IN ACTION

The awards banquet. Faces familiar since the start of A.R.A. join the newcomers in honoring those whose efforts have advanced the profession.

Marion Varner, vice president from California, presents the regents award to Wilfred Gregson, founder of the society.

This year's gold medal went to Thurston Munson of Massachusetts.

Herbert Berger is our new recorder. Herb was born in Vienna, is a veteran of the Korean War and a charter member of A.R.A. He has his own firm in Wichita, Kansas and is several times a prize winner.

Greetings to the new Ohio chapter. Left to right are President Simon, Founder Gregson, our new treasurer Isaacs and Bruce Huston, president of the Ohio Council.

Each year the society, in appreciation for work and sacrifice, presents a silver tray to the outgoing president. To Clara and Walter Simon, our sincere thanks for a year of progress.

President Simon presents the Frampton Award to Mr. and Mrs. Kenneth Cox.

And so the gavel of A.R.A. and the authority it represents, moves on to John Hellman, president for 1967.
A.R.A. ACROSS AMERICA

Dave Jacobson's Hollywood-LaBrea Medical Center.

M. O. Foss's American Lutheran Homes at Fargo, North Dakota.

Bob Stickle's field house for Steubenville, Ohio.

The new Sears Building for St. Louis by Wahlmann and Hafner.

St. Stanislaus Church at Racine, Wisconsin by Seitz Associates.

Library for Worcester State College, Massachusetts, by Munson & Malliz.

Leisure and Creative Arts Center for George Williams College by Mittelbusher & Tourtelot.

Because of unexpected advertising ARA Across America has been reduced to one page. This, however, is only for this issue and any architects in America wishing public presentation of their work are invited to submit glossy prints and pertinent details. These should be addressed to the editor of this magazine.
This is my last letter as President of the Society of American Registered Architects. Perhaps the goal which I had hoped for was not reached, however, a great deal was accomplished and progress has been made. It has been a very rewarding year.

The 1966 Convention is past and I am glad to report that it was very successful. Seminars and workshop sessions were interesting, instructive and well attended. Over sixty exhibitors presented their products, and there developed a spirit of good fellowship between the Architect and the various manufacturers representatives. The Ladies had a splendid program and the atmosphere of congeniality among Architects was of the very best.

It was indeed an event that make those who attended look forward to the next convention, under the leadership of the newly elected officers. Those who did not attend missed a very worthwhile gathering. The 1967 Convention should be a must for them.

During the past year I was privileged to attend the Charter night dinners for the Chicago Council and the Ohio Valley Council at Cincinnati. I have just returned from the Awards Banquet of the Southern California A.R.A. Council. At these meetings one sees A.R.A. in action at the local level and I am convinced that the Golden Rule is working among Architects. I sincerely hope other areas will increase their activities in 1967 and that A.R.A. will develop more Councils and programs.

We now look forward to 1967 under the leadership of John R. Hellman, newly elected President, and his officers. I ask that we pledge our support to them so that this great organization will grow and continue to help all Architects.

I thank my officers and committeemen for their support and help during this past year. It has indeed been a privilege for me to serve A.R.A. as President.

Mrs. Simon and I send our best wishes and trust that 1967 brings to all of you health, happiness, and the best things in life.

Sincerely,

[Signature]

As the Society's president elect for 1967 it seems in order for me to write a few words to and about the magazine. Being a friend of the editor with its temptation to be a kibitzer, this letter will probably lean in the opposite direction. But I have been on the scene since the first abortive attempts to put a magazine together, through the birth and growing pains of the AMERICAN REGISTERED ARCHITECT and on to the last issue which I believe to be a highly successful assembly of pages.

It was in 1963 that Greg and "I" came up with enough cash to launch the periodical. The three previous years had been dissipated in false starts and undetermined objectives. We wanted a magazine that would be a forum for all architects and thus should be received by them all. Unbelievably the most complete list of American Architects was over twelve thousand names short. But this was only one of the problems. Publishers were not interested in the undeveloped journal of a new organization. For reasons not yet disclosed, small minded men attempted harm, some even threatening advertisers with reprobation for any cooperation offered the struggling publication. For a while it appeared that the resolution that an architect should not knowingly injure another architect had somehow been lost and that the willing, of the word ETHICS had been twisted beyond recognition. I would hope that all this is past now, and THE AMERICAN REGISTERED ARCHITECT can resume the function for which it was created. Certainly it has become a professional presentation and should prove to be an adequate vehicle for the ideas of working architects.

As a long time member of the executive board I know its determination that the magazine shall serve all architects and whether they do or do not agree with A.R.A. philosophies will in no way affect the acceptance of their writings. If, for example, the critics of our embryonic period had expressed their criticisms in an article it would have been published. I know that it is the editor's determination that all sides of any question shall be presented for the adjudication of America's thirty thousand architects.

Sincerely

JOHN HELLMAN

Dear Mr. Munson:

In promulgating your esoteric cogitations, or articulating your superficial sentimentalities and amicable, philosophical or physiological observations, beware of platitudinous ponderosity. Let your conversations possess a clarified consciousness, a compact comprehensibility, coalcescent consistency and a concatenated cogency. Eschew all conglomerations of flatulent garrulity, jejune babblement and asinine affectation. Let your extemporaneous decantings and unpredicted expatiations have intelligibility and veracious vivacity, without rodentomate or threnosical bombast. Sedulously avoid all polygamy, profundity, pompous prolixity, paucitarian vacuity, ventrilocal verbosity and vaniloquent vapidness. Shun double entendres, prurient jocosity and pestiferous profanity, obscure or apparent.

E.W.

Could it be that there's a criticism wrapped up in there somewhere?
R E S U M E

he necessity of cutting a coat to fit the cloth can be frustrating. Our last magazine was a long stride ahead and the tailoring of this one to the exigencies of an ending year is more a labor of love than a paean to progress. The changes in officers and regents declimated the reports which usually occupy this space. We had been warned that 1966 advertising budgets were exhausted and so the number of those who purchased space presented the pleasant duty of revamping our limited pages for their accommodation. Many things we planned to say were postponed or herein compressed.

The convention was a success. The speakers were interesting and informative. Many of their talks are being abridged for publication in later magazines. Sixty-five manufacturers assembled a room full of successful exhibits. Each had been invited to visit the offices of A.R.A. members to explain his products beyond the descriptions permitted by the tight convention schedule. Showcase National introduced A.R.A. lounge-library number one which we hope will multiply across the country. The displays presented much that is new and some that is of the future. Each visiting architect could have spent a complete and enlightening day of exploration. We plan that next year will permit this.

The exhibition of members' work contained much of quality. Today accent on pre-cast concrete was expressed in a variety of ways. The renderings were unusually competent and will appear in later magazines. Last year's Frampton Award attracted a wealth of student work but this year multiplied it beyond belief. The competition was for the design of an on-campus, non-sectarian chapel. The selection of a winner, among the hundreds of submissions, demanded the judgment of a Solomon. The decision finally zeroed in on Kenneth Cox, a student at Kansas State.

We flew in the winner and Mrs. Cox for attendance at the awards banquet. Their twelve day old daughter did not attend. It was heartening to learn that the thousand dollar prize would enable him to continue architectural studies for another year.

Roy Murphy offered him a job and the means for remaining in school. And so did A.R.A. add another star to its crown. The annual meeting of members unanimously elected John Hellman of Massachusetts president for 1967. Vice presidents will be J. J. Liebenberg of Minnesota, Marion Varner of

Continued on page 22

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California and Roy Murphy of Illinois. The new treasurer is Robert Isaacs of Ohio, Herbert Berger of Kansas was elected recorder and C. A. Beddow of Delaware became Regent at Large. Hal Stonebraker of Kansas had asked that he not be considered for national office but in appreciation for his dedicated work the new and permanent position of A.R.A. Historian was created and Hal was prevailed upon to accept it.

The meeting covered a variety of things. Important among them were recommendations for changes in our convention format. It was the majority decision that more emphasis shall be placed on discussions of architectural and A.R.A. problems. It was generally agreed that future conventions should be planned around the membership. The executive board meeting which followed authorized the 1967 president to implement these changes. It also instructed him to improve our headquarters situation in Washington and the search is already begun for larger quarters.

The President's and Founder's Cocktail Party was convivial and no less so was one hosted by the exhibitors. As usual, the social pièce de résistance was the awards banquet. A strolling musician enlivened the repast. Awards were given for meritorious architecture and citations presented for contributions to the profession. The Gregson Awards went to Marion Varner, Francis Koenig and yours truly. I was also the surprised recipient of the annual gold medal. The exciting thing was the presentation of the Frampton Award Check to a couple of happy young people. Walter Simon presented the gavel of authority to the incoming chief officer and Mrs. Simon received a silver tray from the society as a tribute to Walter for a tough job well done. It was an evening of music, festivity and friendliness, and a fitting finale for the Eighth Annual Conclave of the Society of American Registered Architects.

Ed.

And a happy New Year to you, too.

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