society news
President’s Message...Jerome Salzman, FARA 2
Founder’s Corner...Willfred J. Gregson, FARA 2
National Board Report 3
Council Update 4
People 5
Grassroots 6
New Practice Aids 6
Government Relations...Fred L. Bernheim, ARA 6

seminar
First Amendment Rights in Architecture...Donald N. Uding, Editor 7
Principal Considerations When Selecting Between Air and Water Solar Collectors...Dr. Stanley A. Mumma 8
1977 Design Awards 10
Glazing Safety Standards 13
1978 Design Awards Program 13
Illinois Council Design Awards 13
A Pension Primer...Gregory F. Vokoun 14
ARA Opposes Recertification 15
1977 Student Design Awards 16
1978 Student Award Competition 17
Professional Library 17-18

lyceum
Consumer Protection for Those About to Build... Wallace D. Moore, ARA 19

spring 1978
PRESIDENT'S MESSAGE
by Jerome L. Salzman, FARA

ARA is moving ahead on all fronts, to-wit:
Legal: Mr. Paul Lurie has again been retained and will answer questions from members at no charge.
Accounting: Mr. Bob Freeman's office will respond to problems involving accounting or taxes. A charge of $35.00 per consultation is small enough for experienced people, any projects or proposed work may have in the works. This will be done for $35.00 per project, and for those who are not large enough to afford a public relations staff, it is a minimum cost and it works.
Public Relations: Mr. Stan Banash will distribute, to the proper people, any projects or proposed work any of us may have in the works. These are but a few of the committees that are putting in time and effort on our behalf.

Don Uding, our editor, has and is producing what we want and need.

Membership: A program has been implemented to contact as many ARA members throughout the country as our budget allows, and G. Robert Johnson is domiciling this task. To supplement the membership drive a series of pamphlets have been prepared and are available to our members at a minimum cost.
Convention: Arnold Schaffner, working with an eager group from the Philadelphia area, is planning for our 1978 Convention to be held November 1st through 5th. From what I have seen, it will be the best ever.

These are but a few of the committees that are putting in time and effort on our behalf.

On January 13th a Board Meeting was held in Chicago, and it was attended by every officer (except one from the Chicago area who could not get out of his

THE FOUNDER'S CORNER
Wilfred J. Gregson, FARA

I have just ridden down Collins Avenue in Miami Beach. This is a remarkable tribute to the unknown and unsung architects of Miami. For reasons of their own the three leading architectural magazines pretty much ignore the work of the unknowns, preferring to continually serve as public relations vehicles for the big names of our profession. If I were asked to advise young graduates on the use of materials, my response would be for them to go to Miami with a big sketch pad and walk down Collins Avenue. Here is an unlimited supply of material, used in a variety of ways, that will be better than any course in school. You might call the general collection just Miami Style. It has developed through the years to meet the local demands for attractive hotels. Hotels that vary from sedate to flashy and even flashy colorful sedate.

One block over and parallel to Collins is a study in residential design several miles long. A student could spend a week or more there to great advantage. If he or she is a camera fan the student will make better time but, will not only miss a great deal of detail but will not remember the work as well as if he or she had sketched it.

This is pretty much the same in many of our larger cities. Most have developed a style of their own which presents a new idea. A west coast student could profitably go to the east and vice versa. For the older or even the senior citizens of our profession, there is still great joy in seeing such fresh and sparking designs and playful use of materials.

It looks as if we are close to the end of the recession in buildings. The Dove can be expected to announce the end by returning to the Ark with a contract or two waving.
driveway due to the snow). It was, in my view, the best Board Meeting we have ever had. Ideas were plentiful, the enthusiasm was high, and in the end we all felt something had really been accomplished.

In addition to our stand accepting advertising as a way of life, and that “ethics” and “rules of conduct” should be judged on its professional merit, your Board takes a stand in favor of continued education, but opposed to recertification.

We are moving ahead and it is very encouraging to see new, young faces at our Board. If their results come at all close to their energetic programs, we will make forward strides.

Our next Board Meeting is Saturday, May 15th in New York City. Everyone is invited to attend. We still need more members and more workers. If you have any ideas, suggestions, or can help, please call me.

---

**NATIONAL BOARD REPORT**

The first Board Meeting of the new year was convened on January 14th in Chicago. President Salzman reported that he has made several appointments to help the State Councils with their membership program. Don McKernan is to coordinate efforts between National and those state groups with no Councils. Fred Prather is to be responsible for the maintenance of membership lists, certificates of membership and other printed material, and Sid Epstein for conservation of records and materials. Meetings are being scheduled for California, Florida and New Jersey to help these State Councils organize their efforts.

The financing of the 1978 Convention was discussed as a number of members had suggested the elimination of exhibitors. It was pointed out that the 1976 Convention had a deficit of $4000 with 17 exhibitors, and 1977 a deficit of $4800 with 16 exhibitors. The exhibitors contribute about $6000 toward the Convention receipts and without this financial support, the cost of attending to each member would be about $300. After discussion and review of the Convention accounts it was voted that the 1978 Convention include manufacturing exhibitors. Herb Berger gave a final report on the 1977 Convention and the Executive Board voted Herb their appreciation for a job well done.

G.R. Johnson reported on the activities of the Membership Development Committee. He asked that each Council appoint one member to be responsible for the coordination of state efforts with the National Committee. This recommendation was accepted and the appropriate requests will be directed to Council Presidents. Implementation of the 1978 program is scheduled to begin in February.

Vice President Richard Shields reported on the recertification evaluation begun last year. After lengthy discussion, a vote was taken on two amended policy positions relating to recertification and continuing education. (see separate article in this issue)

The status of the national magazine, *Practicing Architect*, was reported on by Editor Don Uding. The present circulation covers all members, schools of architecture, registration boards, and a few others sent out for public relations purposes. The Board did not vote to increase distribution for the next issue. The cost for the winter issue and the cost for the spring issue are within the budgeted figures. The spring issue will be the last covered by the budget appropriation, and the minimum requirement for the publication and distribution of the summer issue is five full pages of advertising.

Barry Milowitz reported that Lloyd’s of London now has a professional liability policy that compares favorably with other carriers. It was suggested that a comparative evaluation of the current status of professional liability insurance is undertaken, including limitation of liability and loss prevention programs.

The Awards Program for the 1978 Convention was reviewed by Chairman John Pankovich. The Student Program has been selected and sent to the schools (see report in this issue). The Professional Awards Program will follow next year’s criteria. Fred Prather presented an Illinois Council resolution which suggested that membership be emphasized when making the awards, and that the member receive the award, not the firm. This was discussed but rejected as it was considered that the resolution wording represented a possible source of future problems.

President Salzman announced that the next Executive Board Meeting will be held in New York City on May 13, the place to be announced. Herb Berger reported that the Past Presidents’ council will not hold a break meeting prior to that meeting.

Dick Shields reviewed the current position of the National Metric Council. The basic standards for the construction industry have been agreed upon, however no move to approve implementation has as yet been

---

**CONVENTION 78**

Only six months away! Philadelphia Sheraton, here we come with a most timely and beneficial theme.

"How to Make Money: Even Though You Are an Architect"

The programs and speakers will explain how they—and now you—can literally make your Second Million! Combine this with an exciting, enriching tour and social program and you have Convention-bigger, better, and more rewarding than ever before.

Tag your calendar now:
November 2 through 5

You can’t afford to miss it.
Join the Millionaire Architect Group.
undertaken. A report on the National Construction Industry Council was also presented by Dick Shields. There was some discussion on the Society's position regarding the NGCI and the status of NGCI programs. The subject was referred to the Executive Committee for further review.

Marshall Lieb was appointed temporary Chairman of the By-Laws Review Committee, since G.R. Johnson is already overburdened and Alex Gravesen has moved to Florida.

President Salzman appointed the following members to the Nominating committee for 1978: Messrs. Bertolini, Kaplan, Chenault, Schaffner, Berger, and Gregson. Those wishing to stand for national office or nominate a member for consideration should contact one of these members.

SPRING PUBLICATION DELAYED

Readers may have noticed that this Spring issue of Practicing Architect has been delayed beyond its established publication date. The Executive Board elected to extend the publication date to give our advertising solicitation a chance to take effect.

As our President informed the membership in the letter which accompanied the first issue, the efforts of the members now constitute our sole sales resource. This kind of part-time participation is apparently slow in developing results. But at the same time the costs of publishing a magazine are very high in relation to the dues structure, particularly if the magazine is to grow and achieve a truly meaningful level of content.

To avoid an increase in membership dues because of this increased level of activity Practicing Architect must have advertising to sponsor the publication. To maintain a publication schedule, advertising must be obtained at a faster rate than is presently taking place. The scheduling and content of future issues is dependent not only on Executive Board decisions but level of membership support.

COUNCIL UPDATE

The following are reports of the current activities of ARA State Councils which have been received as of the time that we went to press.

California - The 11th Annual SCCARA Awards Exhibition and Banquet was held February third in Los Angeles. There were some departures from former practice as the exhibits and banquet were all in the same large room and this year "table-tops" were included allotting exhibit space to manufacturers or suppliers of building products.

The National Convention Design Award Winners from the SCCARA were exhibited. National President Jerome Salzman presented the First Award Class A certificate to Tony Lumsden representing DMJM and the First Award Class B certificate to Ebbe Videriksen.

The winners in the SCCARA Design Awards Program were: Ken Biedeman, DMJM, Martin Fuller, Weldon Fulton, Richard Hal, John Lock, Bhagwant Singh, Swed-Rubenstein, Armand Ungar, Marion Varner, and Ebbe Videriksen. Recognition was also made of a recent Los Angeles County Supervisors Award which was presented to SCCARA and accepted by outgoing President Weldon Fulton.

The 1978 officers were installed by National President-Elect Richard Shields. They are:

President:
Martin Fuller

President-Elect:
Jack Warner

Vice Presidents:
W. Gayle Daniel & Ebbe Videriksen

Treasurer:
Dwight Chenault

Secretary:
Vida Chenault

Directors:
Ken Biedeman
Weldon Fulton
Samuel Hart
Marion Varner

Florida - The March meeting was held in Orlando and featured a visit and presentation by National President, Jerome Salzman. President Salzman explained current policies and positions of ARA.

The discussion period centered on construction management and its importance to present practitioners, and more importantly, to young architects. It was noted that properly fulfilling this role may mean becoming licensed General Contractors if a state so requires.

A second discussion concerned consideration of dividing the Florida Council into a North and a South or Central Chapter, in order to create more interest and to get more members to be active. An April meeting of prospective Central Florida Chapter members was scheduled. If the results of this meeting are favorable the members will establish the new Chapter.

The 1978 Florida State Council Officers have been announced as follows:

President: Leonard Glasser
Vice Presidents: C.L. Klonis
R. L. Glasser
John E. May
W. R. Upthegrove
Secretary/Treasurer: David Kaplan

Directors: Gerald Gross
David Hall
Arthur White
C. Cranford Sproul

The Council has voted a Certificate of Merit to David Kaplan for work done on behalf of the Council as an officer and committee chairman.

Illinois - The principal content of the March dinner meeting was the presentation of the Council Design Awards. Honored were:

Brim/Braun Associates
Bertrand Goldberg Associates
Faulkner-Faulkner & Associates
Lester B. Knight & Associates

The Council Golf outing will be held August 2. It is hoped to substantially increase the attendance at this event, which normally draws between 80 and 100 members and guests.

Council officers and committees continue to be active this year in supporting the large amount of architect-engineer legislation which has been introduced in Springfield.

The 1978 Council officers are shown and identified in the following photograph.

New York - The Council has managed to meet approximately once a month through this past winter in spite of the intensity of
NATIONAL...continued

The snowfall. Donations of used snowshoes, hip boots, and “C” rations will be gratefully received in preparation for this coming winter.

The Council is instituting the awarding of a bronze medallion to the graduating senior of an accredited school of architecture who has best exemplified the “Architect Helping Architect” philosophy of ARA through the high level of friendship, help, and service he or she has shown toward his or her fellow students and school. Arrangements for the pilot award are under discussion with Dean Olindo Grossi of the New York Institute of Technology, who has expressed considerable enthusiasm for the concept. It is our intent to eventually reach all accredited schools in New York State to interest as many students as possible in the ARA and its philosophies. This is the first step of three in our effort to expose architectural students to the existence and goals of our Society.

We are in the process of stabilising an Associate Council membership category for architectural students and for draftsmen who have the eligibility or potential for becoming Registered Architects in the State of New York.

We are coordinating our efforts, through Regent Barry Milowitz, with those of other Region 2 Council members to help make our 1978 Convention in Philadelphia a truly worthwhile event.

PEOPLE

Arnold H. Horn, ARA of Hillsborough, New Jersey has been awarded second prize of $1,000 in a planning competition for the development of a 165 acre tract in Princeton Township. The two phase competition sponsored by Princeton Research Lands, Inc., attracted approximately 30 architectural and land planning firms.

We regret to report that Past President Herb Berger has recently undergone open heart surgery. However we are pleased to be able to report his rapid recovery. A post-operation letter from Herb appears in Grassroots. We all wish him well.

Edward Mate, ARA, Chief Designer for A. Epstein & Sons International and G. Robert Johnson, Partner in the firm of Hertel, Johnson, Eipper & Stopa, represented ARA at career day at the Harrison High School in Chicago, Illinois on April 12. The two architects spoke at four separate sessions of junior and senior students about the profession of architecture, career opportunities, and the advantages and constraints of the profession.

Fred L. Bernheim, ARA has assumed the position of vice president in the newly formed company Inchauste, Chavarría, Bernheim, Kahn & Lozano, International, Inc. The new firm will maintain offices in Chicago and La Paz, Bolivia and will concentrate on architectural design projects in Central and South America.

Mr. John Benecke of Huntington, Texas has been approved for Emeritus Member status by vote of the Executive Board at their January meeting.

We would like to welcome the following new members to the fellowship of the Society of American Registered Architects:

Alfred C. Bender
Westlake, Ohio

William G. Graff
Couperville, Washington

Theodore E. Hall
St. Louis Missouri

Paul E. Hansen
New Westminster, B.C., Canada

Roger C. Harrison
Palatine, Illinois

Barry J. Kaplan
Cornells Heights, Pennsylvania

Dale Lovelace
Marion, Illinois

Champ R. Maxey
Naperville, Illinois

Rocco Mazzotta
New York, New York

Charles E. Overbeck
Ardmore, Pennsylvania

Mohammad Salahuddin
Niles, Illinois

Henry G. Schnobrich
Lake Bluff, Illinois

Earle J. Tamen
Los Angeles, California

George A. Van Niel
Columbus, Ohio

Gilmore T. Whaples
LaGrange, Illinois

Robert A. L. Williams
Berkley, Michigan
GRASSROOTS

With reference to advertising, Far from being too conservative, I still believe that the best advertisement is a work well done. Let us publish our works, our activities in committees, and let us participate in public affairs whenever the voice of an architect may clarify problems and help to make good decisions. Letters to the editors of local and other papers are in order. Lectures in service clubs and in similar organizations are good for the profession and for the architect.

Even if permitted by ARA and AIA an advertisement showing the name, the address and the fees of an architect is a poor way to build up good public relations and to get jobs.

Eugene Padanyi-Gulyas, FARA
Billings, Montana

I would like to take this opportunity to thank my many friends in ARA for the many cards, notes of best wishes, and the many donations which were made to various worthy causes following my recent surgery.

The surgery was a complete success. I am now at home and am doing a lot of walking and trying to get my strength back.

The doctors are happy and satisfied with the progress I am making.

Again, many thanks for all the wishes and the prayers which were put forth by ARA. It certainly is good to know that I have so many wonderful and fine friends all over the country. God bless you all.

H. L. Berger, FARA
Past National President

Our profession has spent less than any other group promoting itself and because we have not, we are the least understood and the least prosperous of the professions.

In our professional society our modest dues only pay for our communication between one another. We must contribute

NEW PRACTICE AIDS

A new addition to membership services is a series of practice aid pamphlets being published and made available to members of the Society. Seven pamphlets are currently going to press on these subjects:

Master Builder - Developing Your Own Project
Specialized Architectural Services
How to Minimize Professional Liability
Marketing Architectural Services
Applying for Professional Liability Insurance
Office Practice - Architect-Owner Agreement
Programming of Design Projects
Construction Management

They are available to members at a nominal charge of $1.00 each. Orders for these pamphlets should be sent to the Society office in Chicago and should include a check to cover the number requested.

The present program calls for additional pamphlets to be published which will deal with: Opportunities in Foreign Work, Obtaining Approvals of PUD Projects, Public Relations, Office Interior Design, Accounting Practices. Others may follow depending upon the response to the initial program.

As a part of our membership drive ten thousand non-members are being circularized information about these pamphlets and other membership benefits. State Council Chairmen have a program to follow-up at the local level. With a substantial membership increase, ARA can provide more programs and benefits for the members.

You can assist in this program by calling the attention of your non-member colleagues to the definite benefits membership in ARA has for Architects: National Conventions, seminars, State Council meetings and similar activities to share ideas and help each other; the Society's magazine, Practicing Architect, with useful information for its readers; programs of assistance in legal matters, accounting and business procedures, and public relations.

Furthermore, the Society has representation on National Committees and Boards and maintains close surveillance on legislation affecting architects. ARA encourages design-build and project development by architects, promotes continuing education, and is opposing mandatory recertification.

GOVERNMENT RELATIONS

by Fred L. Bernheim, ARA
Committee Chairman

Do I dare begin - where's north - is it power, sex or money - what is it?

So let's start - it's north, south, east, and west - it's everything and it's frustrating, mind boggling, and really quite dull. It's filling up forms, it's knocking on doors, it's following up, and now you ask "what else is new?"

To begin with, our profession of some 65,000 licensed persons is a small trickle in the political arena. We are not a "power" bloc that can move the mountain. Yes, a boulder - when we are part of the construction industry - but then very often, most often, others talk for us.

You have read enough now to have hopefully generated interest and will call your congressman, senator, mayor or maybe the director of public works in your town, just to let him know you exist. Tell him who you are and maybe your opinion on an issue confronting our industry will be heard. That is super!

No doubt there are numerous experiences which have bothered you and with which you need help. And believe, fellow architects, you are entitled - you're a citizen - a voter - a contributor by virtue of your profession on a better way of life.

Northern California Chapter, ARA
In our last issue we suggested that it would be appropriate to discuss in this editorial the question of advertising. We also requested that members share their beliefs and concerns on professional advertising by writing to Practicing Architect. Throughout this issue you will find representative comments from the flood of mail received from our member. Emphasis: singular.

Which raises the question of a question. Whether the advertising issue is really an issue, or is it a typical example of the American love affair with theoretical freedoms? A right which we resent being denied, even though there is no intent to exercise it. Will the last ten years of debate, committee studies, and heat-beating resolve itself into silence? The evidence suggests that it could.

Last year the State of New York removed its prohibition on advertising. A recent report by that state's AIA Chapter indicated that they had observed no significant evidence of architectural advertising in the subsequent period.

In theory the right to advertise should benefit the smaller firm, which has a need to gain visibility. The larger more aggressive firms have been obtaining the same benefits throughout most of their existence under the name of public relations, and they are not likely to change their proven successful methods. Yet it is within this body of small firms that there would be a strong probability of finding a majority refusing to consider advertising usage and a small minority ineptly abusing it.

It has long been said of a number of the small practitioners that their problem is not that they have no place in the market, but rather that they refuse to accept it. It often appears that a representative of this group would rather go broke being loved for his designs than increase his scope by being respected as a businessman. That his primary concern is in attempting to operate an atelier on strictly his own terms.

Members of this group can be recognized as the ones complaining that all a professional services marketing seminar concerned itself with was a bunch of scabby salesman's tricks. What he had really wanted to hear was how his lovingly belabored design renderings could still be made the key to success. Unfortunately for his serenity, he will never hear it again at any program with honest content.

There are clear indications that advertising is upon us whether we will it or no. It has been generally agreed that last year's U.S. Supreme Court decision in Bates and O'Steen v. State Bar of Arizona established the precedent that the courts will tolerate no blanket restrictions on advertising (or in the Court's words; commercial speech), particularly on ethical or other non-substantive grounds. From subsequent actions by the U.S. Department of Justice it appears that they are committed to aggressive action to remove any existing prohibitions, much as they proceeded in the matter of fee schedules.

For all practical purposes it can be considered that the question of "can we" has been answered. And, typically, not by ourselves. The general question has now shifted to "how shall we?" Ultimately however, "can we" still remains an individual office decision. Freedom to do is not the same as a requirement to participate. Although "swinging" cannot be prohibited, I am not thereby obligated to spend time seeking out a young woman devoid of moral scruples or to invest hard cash in a motel room lease. As with all freedoms, each of us must still determine individually how much of it we will exercise, to the point where it becomes injurious to others-making it legitimately subject to government control.

However, after decades of almost unquestioning acceptance of an established ethical opinion, we must be careful to evaluate that personal decision in the light of reality. It will be very easy to adopt a personal "false ethic" based upon an unanalyzed response to the specific ramifications of this freedom.

For example: we generally believe that, whatever the office economics, the homeowner is better served when considering a major remodeling or new residence by retaining an architect. For a moment let us consider that homeowner's situation. In a major metropolitan area there are literally pages of architects shown in the yellow pages. There are names of generally recognized international importance, award winning names which could be recognized by the perceptive, meaningless aggregations of four or more surnames, single names with "associates". Nothing to give a clue as to whom it would be realistic to contact for this small project. An architect use prohibition - it seems so. Would it really be inappropriate for a firm to list in a community newspaper or church bulletin that it was willing to accept this scope of project? The answer must be carefully considered in the light of our personal response to social responsibility, business considerations, and overall professional requirements.

We cannot here presume to recommend for everyone in every situation. We can however admonish that the same analytical review be given to the increments of this question that is given to a building design. With this new freedom there will be responsible successes - there will be abuses - there will be seeming abuses. But in the overall situation, the public could be better served - and isn't that the final responsibility of a public art and trust such as ours?
PRINCIPAL CONSIDERATIONS WHEN SELECTING BETWEEN AIR AND WATER SOLAR COLLECTORS

by Dr. Stanley A. Mumma, PE

We often hear about the common advantages and disadvantages of air and water solar collector systems such as freezing control, corrosion control, high temperature limits, and pump work. The intent in this article is to go beyond the common advantages and disadvantages of the two competing systems and to investigate collector performance testing, test data interpretation, and the use of test data in predicting system performance.

Collector Testing: The American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE) has developed a method for testing and reporting the thermal performance of solar collectors. The method is documented in the ASHRAE Standard 93-77. In the test procedure, the solar irradiation incident upon the plane of collector is measured. The mass flow rate, temperature rise across the collector, and ambient temperature are also carefully measured. The collector efficiency (the ratio of energy collected to the solar energy incident upon the collector) can be easily computed using the test data. Typical test results are expressed on a plot (Fig. 1) of efficiency η vs. the difference between the inlet air or water temperature and the ambient air temperature divided by the incident solar irradiation on the plane of the collector $(\frac{t_{in} - t_{amb}}{I_{in}})$.

It is extremely important, for the comparison of collector, that the test results all be presented the same way. At the present time there is a considerable variation in the way results are presented for example, some manufacturers present η vs. $(\frac{t_{in} + t_{amb}}{2})$; others η vs. $(\frac{t_{in} - t_{amb}}{I_{in}})$ etc. It is my recommendation that you seek to have all collectors presented per the ASHRAE Standard 93-77.

Interpretation of Collector Test Results: Considerable insight into the collector design and performance can be obtained from the efficiency curve. A flat-plate solar collector consists of the following elements and associated performance variables:

Cover, 7. $U_L$
Absorber Coating, 8. $a_u$
Fluid Path, FR

Hottel and Woertz have shown that the useful energy collected by a flat-plate collector

$Q_U = FR A \left[ \frac{I_{in} - U_L (t_{in} - t_{amb})}{I_{in}} \right]$  

Where:

$FR = $ Collector heat removal factor
$A = $ Collector area
$I_{in} = $ Total solar irradiation incident upon collector
$T = $ Transmittance of cover system
$U_L = $ Overall heat transfer coefficient for heat loss
$t_{in} = $ Inlet fluid temperature
$t_{amb} = $ Ambient temperature

Using the Hottel equation and the definition of collector efficiency, the following equation results:

$\eta = \frac{Q_U}{I_{in} A} = \frac{FR A \left[ \frac{I_{in} - U_L (t_{in} - t_{amb})}{I_{in}} \right]}{I_{in} A}$

$\eta = FR T \cdot \frac{FR U_L (t_{in} - t_{amb})}{I_{in}}$

The graph of the latter equation is that of a straight line with a y intercept of $FR U_L$ and a slope of $FR U_L$ (see Fig. 1).

Efficiency plots for a variety of collector designs utilizing 1 and 2 covers, selective and non-selective absorber coating, and air or water fluids are presented in Fig. 3. It may be noted that going from one cover to two covers changes (and hence the slope of the η curve), and it also lowers the solar transmittance $T$. A two cover collector would be undesirable for operating values of $(\frac{t_{in} - t_{amb}}{I_{in}})$ less than 0.03.

---

**Fig. 1 EFFICIENCY CURVE FOR TYPICAL COLLECTOR**

---

**Fig. 3 EFFICIENCY CURVES FOR COLLECTORS OF VARIOUS DESIGN**
Similarly one can observe the improvement in going from flat black to a good selective coating on the absorber plate. The change in the slope or upward heat loss, a significant reduction in \( u \) occurring with the selective coating. Note finally that the slope and y intercept of the air collector (1 cover, flat black) is quite different from that of the water collector.

The air and water collector curves have been replotted in Fig. 4 so that the two may be more carefully studied. The upward loss coefficient \( u \) is the same for both the collectors, but the \( F_R \) for the air collector is substantially lower than that for the water collector. Typically, this is the case and air collectors with high \( F_R \) also have a high pressure drop and operating cost.

Before becoming too discouraged about the air collector performance however, we should consider the two in their respective systems. In the air system with a well designed rock bed, because of strong stratification, the inlet fluid temperature for the entire collection period may be 70° F. For the water system, storage tanks are generally well mixed and may average 120° F over the collection period. If both of the collectors operate in a 30° F environment with 300 Btu/hr-ft² of insolation \( \Delta T/\Delta t \) is 0.13 for the air and 0.3 for the water collectors), the air and water operating efficiency will be 46% and 48% respectively.

It is my strong recommendation that the efficiency curves of water and air collectors not be compared directly (on the same figures) because the air systems will appear lower in efficiency in spite of the fact that in actual operation they are not.

The other strong recommendation is that all performance data be presented on the same basis, i.e. \( \eta \) vs. \( [(T_h - T_{amb})/T_h] \).

Example of the use of the Collector Test Results: Consider 400 square feet (240 tubes) of an evacuated tube liquid collector, oriented due south at a 42° tilt angle in Phoenix, Arizona. Determine for a typical clear Phoenix day in December the number of hours of operation and the collectable energy lost in warming the glycol/water solution from 25° F to 140°. The collector efficiency curve is shown in Fig. 5. Each tube is 1¾˝ inside diameter by 4 ft. long.

Solution: Neglect the thermal capacitance of the tubes but not the water. Volume of water in collector tubes:

\[
\frac{1.75^3}{12} \times 4 \times 240 = 16 \text{ ft}^3
\]

\[
\frac{16 \text{ ft}^3 \times 62 \text{ lb/ft}^3}{4} = 994 \text{ lb water}
\]

\[
Q \text{ req'd} = 994(140-25) = 114,310 \text{ Btu}
\]

The solution is tabulated in Table 1. It is significant to note that 3½ hours or 114,310 Btu of energy is lost with this liquid system just to bring the water in the collector up to operating temperature. An air system would have been operating for the entire period.

Dr. Stanley A. Mumma is the Director of Environmental Research at the Arizona State University Research & Service Foundation and an Associate Professor in the College of Architecture.

<table>
<thead>
<tr>
<th>Table 1: Solar time</th>
<th>( T_h )</th>
<th>( T_f )</th>
<th>( T_{amb} )</th>
<th>( \eta )</th>
<th>( Q \text{ gain} )</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>101</td>
<td>25</td>
<td>40</td>
<td>.4</td>
<td>16,160</td>
</tr>
<tr>
<td>9</td>
<td>195</td>
<td>41</td>
<td>50</td>
<td>.4</td>
<td>31,200</td>
</tr>
<tr>
<td>10</td>
<td>259</td>
<td>72</td>
<td>57</td>
<td>.4</td>
<td>41,440</td>
</tr>
<tr>
<td>11</td>
<td>298</td>
<td>114</td>
<td>61</td>
<td>.4</td>
<td>47,680</td>
</tr>
</tbody>
</table>

**Fig. 4 EFFICIENCY CURVES FOR TYPICAL AIR & WATER COLLECTORS**

**Fig. 5 EFFICIENCY CURVE FOR EXAMPLE SYSTEM**
**FIRST AWARD (above)**
United States Automobile Assn. Headquarters
San Antonio, Texas
Benham-Blair & Associates, Inc.

North Harford Middle School
Honorable Mention (above)

**CATEGORY A**
Building projects judged in this category exceed $5 million in construction cost.

**First Award**
Benham-Blair & Affiliates, Inc.
Oklahoma City, Oklahoma
Project: United States Automobile Association Headquarters
San Antonio, Texas

**Second Place**
Lester B. Knight & Associates, Inc.
Chicago, Illinois
Project: Great Lakes Program Service Center (Social Security Administration)
Chicago, Illinois

**Third Place**
A. Epstein and Sons, Inc.
Chicago, Illinois
Project: Kellogg Company Breakfast Food Manufacturing Plant
Lancaster County, Pennsylvania

**Honorable Mention**
Buchart Associates
York, Pennsylvania
Project: North Harford Middle School
Bel Air, Pennsylvania

Great Lakes Program Service Center (SSA)
Second Place (above)

Kellogg Company Manufacturing Plant
Third Place (left)
Fourteen projects were selected for awards in the 1977 Design Awards Program which was judged at the National Convention in Houston, and are listed under their respective categories here.

The Awards Chairman, John Pankovich, noted that this was the first year that energy conservation considerations were included as one of the evaluation criteria. The judging panel consisted of: Professor John Perry, University of Houston; Donald Geitz, ARA; Bernard L. Frishman, FARA; David Washington, ARA.

Three projects are not illustrated as photographic material for them had not been received at the time of publication.

**CATAGORY B**

Building projects judged in this category must have a construction cost in excess of $1 million but less than $5 million.

**First Award**
A. Epstein and Sons, Inc.  
Chicago, Illinois  
Project: Carson Pirie Scott Department Store  
Orland Square Shopping Center  
Orland Park, Illinois

**Second Place**
George C. Neuhausel & Associates  
Bakerstown, Pennsylvania  
Project: Community Plaza/East  
Monroeville, Pennsylvania

**Third Place**
A. Epstein and Sons, Inc.  
Chicago, Illinois  
Project: Cook County Parking Facility.  
Chicago, Illinois

**Honorable Mention**
Buchart Associates  
York, Pennsylvania  
Project: Apollo Ridge Senior High School  
Apollo, Pennsylvania

FIRST AWARD (left)  
Carson Pirie Scott Department Store  
Orland Park, Illinois  
A. Epstein and Sons, Inc.

Cook County Parking Facility  
Third Place (below)  
Hedrich-Blessing
CATEGORY C

Building projects of less than $1 million in construction cost.

First Award (not shown)
Ebbe Videriksen

Second Place (not shown)
Duane E. Linden & Associates

CATEGORY P (Preliminary)

Building projects judged in this category are those either currently under construction or in the design/documentation stages of bona fide contracts.

First Award (not shown)
Daniel Mann, Johnson & Mendenhall

Second Prize
Barry E. Milowitz, Architect
Scarsdale, New York
Project: Trinity Lutheran Church
Middle Village, New York

Third Place
Lester B. Knight & Associates, Inc.
Chicago, Illinois
Project: Cook County Criminal Courts Administration Building
Chicago, Illinois

Fourth Place
Architectural Development Associates, Inc.
Fitchburg, Massachusetts
Project: Fitchburg Savings Bank
Fitchburg, Massachusetts
GLAZING SAFETY STANDARDS

We would like to call the attention of any members who may have missed it to the new Federal Consumer Product Safety Commission Standard 16CFR 1201 which became effective in July of last year. Despite informational support from the major glass producing companies this has not been the best announced standard we have experienced, particularly since criminal penalties may be assessed for non-compliance.

Most glazing installers have been adequately warned and informed about compliance practices by their suppliers, but errors or oversights can occur and it is therefore important that the contract documents request proper compliance to avoid liability.

This standard requires tempered safety glass in all storm doors, glazed doors, bath or shower doors, sliding glass patio doors, and glazed sidelights and accessible full glazed panels. Effective in January of next year this tempered glass requirement will replace the current use of wire glass in fire doors. This CPSC Standard pre-empts all state and local codes which conflict with its provisions.

1978 MEMBERSHIP DESIGN AWARDS PROGRAM

Awards Chairman, John Pankovich, has announced that programs for the 1978 Design Awards will be in the mail to the membership shortly. The deadline for receipt of entry forms will be October 15 of this year. The actual receipt of entries at the Philadelphia Convention site must be not later than October 30th.

Entries will be judged in three basic categories, based on project construction cost:

A - In excess of $5,000,000
B - Over $1,000,000 but less than $5,000,000
C - Under $1,000,000

The jury will also have the option to further subdivide the entries by project type, in order to more fairly premiate submissions.

There will also be two additional award categories in which projects may be submitted. The first will be a "P" group for projects presently under construction or in the preliminary design stage of an authentic commission. The second is the annual Team Award which is awarded to a project or project program which presents the most imaginative use of the team concept in architectural practice.

Entries will be judged on their own merits, on the solution of the problem and its worthiness for an award for excellence in architecture. The number of honor awards will depend upon the quality of the entries. Certificates will be presented to the Architects and Owners of all projects receiving awards.

In making the announcement John stated that he "hoped that every member would take advantage of this opportunity to obtain recognition for the quality of their work. The publicity attendant to this program could be of real value to an office, at this time when construction economists are talking about expansion in the new construction volume."

Copies of this standard are available from the local office of the consumer product safety commission or most glass company representatives.

ILLINOIS STATE COUNCIL DESIGN AWARDS

This year's awards program honored four Illinois firms:

The program, open to Illinois Council members, required all entries to be completed between January 1968 and December 31, 1977. Each building was judged independently on its own merits, the most important criteria being how well the design fulfilled the owner's objectives.

The two award winning projects shown are: (left) the Jerome Starr Residence by Brim/Braun Associates and (right) St. Joseph's Hospital, Tacoma, Washington by Bertrand Goldberg Associates.
A PENSION PRIMER
by Gregory F. Vokoun

One of the most talked about, but least understood, areas of business and tax policy is the field of deferred compensation plans. Accountants and attorneys, bankers, insurance salesmen and business acquaintances, all have their own ideas, advice and biases when it comes to retirement plans.

The Small businessman is often unable to comprehend and correlate the diverse array of suggestions made to him concerning the establishment of such a plan. This is not unusual considering that even "professionals" in the field of pensions often disagree as to the exact interpretation of pension law and even the Internal Revenue Service has not yet fully fleshed out the law with a complete set of regulations.

For the small businessman, however, the problem is generally not one of reconciling contradictions within the law or second-guessing the government as to plan qualification. The first hurdle to be overcome is the independent businessman is a basic understanding of pension-related terminology; such comprehension will aid the non-specialist to more readily evaluate pension proposals and more accurately estimate the costs and benefits of plans considered. The purpose of this article is to serve as a primer on the basics of pension language.

There are three major categories of cash-based retirement plans. In ascending order of complexity there are the Individual Retirement Account, the Keogh or HR-10 plan and the corporate Pension and Profit Sharing plans.

Retirement plans of any form have some basic similarities. They all defer, for tax purposes, the recognition of current compensation to a later period; currently realized income contributed to a qualified plan is not recognized until distributed to the participants. The same holds true for interest accruing to pension funds on deposit. At the time of distribution of the pension assets to the participants, it is recognized as taxable income to the recipient. (This tax recognition can be handled in a number of ways depending upon whether or not the participants had made voluntary contributions to the plan, the nature of the distribution and the period of the recipient's participation in the plan.)

The obvious benefit is the postponement of current tax liability. Not so obvious are the facts that, at the time of distribution, the participant is more often than not in a lower tax bracket than when the contribution was made, and that the postponement of taxes plays upon the current versus future value of money concept.

The Individual Retirement Account (IRA) is probably the most advantageous and understandable result of the 1974 Pension Reform Act. The IRA, in its current form, allows individuals to take a tax deduction for contributions, to their own account not to exceed 15% of earned income or $1,500, whichever is smaller, regardless of whether or not they itemize deductions. An individual retirement arrangement may also cover a non-working spouse. In such cases, the deduction is limited to the lesser of $1,575, 15% of the earned income of the working spouse or twice the amount contributed on behalf of spouse for whose benefit the lesser amount was contributed. Persons for whom such IRA contributions are made cannot be an active participant in any other qualified retirement plan.

The IRA, it seems, was designed for an employee whose employer is not providing him a pension arrangement of some sort. The Individual Retirement Account, however, can also be beneficial to the employer who either does not have the funds for a more elaborate plan, is not inclined to providing a pension arrangement for his employees or wishes to discriminate in the awarding of pension provision to his employees.

If self-employed individuals wish, they may establish an IRA and none of their employees need be included. Alternatively, employers may elect to grant bonuses to certain employees with the understanding that the net proceeds of the bonus be deposited into an IRA account. Even though such discrimination would disqualify other types of plans, the Employee Retirement Income Security Act does not regulate the awarding of bonuses.

The disadvantage of an IRA is, of course, the limited deduction available to the contributor. In certain cases, this disadvantage is outweighed by the savings of professional and administrative cost and legal headaches surrounding the other types of retirement plans.

The more sophisticated, group-oriented plans (Keogh and corporate Pension and Profit Sharing plans) can be of the defined benefit or defined contribution (money-purchase) type.

The terms "defined benefit" and "defined contribution" refer to the funding formula used to determine the amount of contribution for each employee an employer will make under a corporate pension or a Keogh deferred compensation plan. Each term is fairly self-descriptive of the goals or assumptions underlying the formula.

The defined benefit funding formula will begin with a determination as to the desired level of deferred compensation the employee is to receive. This is generally a percentage factor of current earnings sometimes modified by employee's length of service and often integrated with social security benefits. Once the desired future payments are decided upon, the requisite contributions to fund such an annuity are actuarily computed.

A funding formula of the defined benefit type may provide for the largest contributions and consequently the greatest amount of tax shielding. This is true because the contributions required to fund a particular defined benefit level may be greater than the limitations imposed upon defined contribution type of formulae. Under a plan of the defined benefit type, annual projected benefits must not exceed the lower of $75,000 (75% of the first $100,000 of current compensation or average compensation for the employee's three highest paying years.) In a situation where the owner-employee is older than forty and highly compensated, this type of funding formula can result in huge contributions to his own retirement fund and relatively meager contributions for his employees.
The disadvantages of this type of contribution formula must also be weighed. Once the plan is established, it is difficult and costly for the plan to be terminated. It is often undertaken during a particularly good year for the employer with relatively large amounts of cash available with which to make the contribution. The legal obligation to fund the plan is, however, ongoing and may create tremendous cash budgeting problems in less lucrative years or during periods when excess cash is required for expansion.

Under defined contribution or "money purchase" funding, the contribution for each employee is calculated as a percentage of that employee's current compensation (to a maximum of 15%). For example, under a defined contribution plan based upon 10% of employee's wages, an employee earning $10,000 per year would have $1000 contributed to his retirement account. The employee's eventual accumulation in the fund is a variable dependent upon prior years' contribution - the reverse, as you recall was true of the defined benefit formula.

The Self Employed Retirement Plan (SERP), also known as the Keogh or HR 10 Plan, is the designation used for plans designed for proprietorships, partnerships and tax option corporations. For a defined contribution type plan, contributions are limited to the lesser of 15% of compensation or $7500; defined benefit funding allows for greater funding as explained above.

Corporate plans may be of either the pension or profit-sharing variety. The pension plans may be of either the defined benefit or defined contribution type. The defined contribution type plans limit the annual addition to an employee's account to the lesser of 25% of compensation or $25,000 (plus a cost of living adjustment).

In the case of profit-sharing plans, employees accounts are funded based upon a percentage of corporate profits and thus always of the money-purchase variety. It is not unusual for corporations to maintain both pension and profit-sharing plans in a semi-integrated program.

Mr. Gregory Vokoun is a principal in the firm of Freeman, Vokoun & Company, Certified Public Accountants in Chicago.

ARA OPPOSES RECERTIFICATION FOR LICENSE RENEWAL

The concept of State recertification of architects for renewal of their license, based on any of the criteria presently being discussed, was declared unacceptable by a vote of the Executive Board members of the Society of American Registered Architects. The national organization did however strongly support the concept of continuing education as a part of professional activity. The vote on these two policy statements took place at the last Board Meeting in Chicago.

Citing the "impossibility" of realistically evaluating a recertification program, the ARA Board noted that it would be an "exercise in futility" to attempt to relate any significant improvement in the protection of the health, safety, and welfare of the general public by the creation of a laborious retesting program. They also noted that the cost to the taxpayer for establishing, monitoring, and maintaining a system of recertification within each state would not be justifiable at a time when most states are tightening their economic budgets. Particularly when little or no real public value has yet been demonstrated for such a program.

"The ARA believes that a strong program is necessary to protect the general public and registered architects from unlicensed practitioners, and will seek in its own right to protect the health and welfare of the general public from problems in this area" the policy statement read. "The ARA would support any effort to strengthen existing laws to eliminate unlicensed individuals from the practice of architecture."

In supporting continuing education, the ARA states that the present system allows for continuing education through higher educational institutions, specialized seminars and workshops, professional society programs, research, and individual study."

"The architect's education continues well beyond the formal education period that prepares him for his license," said President Salzman, in reporting the Board statement. "ARA and other professional organizations have always striven to contribute to the architect's growth by providing continuing education opportunities in the form of seminars, workshops, pamphlets, and research. The entire continuing education process of practice enables the architect to better serve his client and the public by being the catalyst which draws together all the professions and trade persons involved with the construction project."

"The architect's skills are specialized, sought after, and are available to those in need of these services. Checks and balances exist within the system to reward the competent and skilled professional, and to penalize the less dedicated and incompetent person," explained Salzman. "This is the free enterprise system which we wholeheartedly endorse and which we maintain has historically served the general public better than any generalized regulation."
1977 STUDENT AWARDS PROGRAM

FIRST PLACE AWARD WINNER RECEIVES CERTIFICATE FROM FOUNDER
Pictured: Professor Rufus Hughes, Georgia Tech; Bruce Trigg; Warren Johnson, First Place winner; Dean William Fash, Georgia Tech School of Architecture; Wilfred Gregson, FARA.
THE PROFESSIONAL LIBRARY

Site Design and Construction Detailing by Theodore D. Walker; PDA Publishers; West Lafayette, Ind.; (1978) 487 pp. This book discusses a design area of very limited scope. The constructed elements of site development, or landscape design. Not trees, plantings, or theories of overall design layout; just elements which must be designed, documented, and contractor built.

This is not a limitation. It is a definite advantage, creating a reference book of good depth which concentrates information rarely found in bodies of any significant size. The acknowledgements do not indicate if Mr. Walker is an architect, only that he is a member of the Purdue University faculty. It is not, he knows architects better than many of us know ourselves. His selection of material should be a delight to every practicing professional. It is visual. If quality is considered, it is visual with a vengeance.

The text has been subordinated to that which is necessary to effectively introduce each design element grouping. It is my opinion that the professional will find little new information here. The same is true of much of the appended data, most of it will already be in a reasonable professional library. This material just has the advantage of being concentrated under the appropriate subject, making reference easier.

The selection of this book can be justified solely by the visual material. The very large number of photographs have been well selected to illustrate a wide variety of materials or constructions, making this a superior reference source. Extreme care has obviously been taken in choosing these photographs for the design quality of their subjects. In my opinion there was not one photograph which wasn't worth seeing and examining. To me that is very rare in design books.

For an architect the wealth of drawing and detail reproductions should be very exciting. They are very many, as one of the intents of the book is the consideration of how to document...

Shopping Centers - Planning, Development and Administration by Edgar Lion; John Wiley & Sons, Inc.; New York, NY; (1976) 198 pp. This is one of the few books that covers the subject of shopping centers from their conceptual stage to their completion and management. It provides the reader with an opportunity to become familiar with the myriad of issues that shopping center developments involve.

The book presents the development phases in sequential order that duplicates an actual project. The phases themselves are dealt with extensively; however, the inherent nature of such extensive coverage tends to become a drawback of the book. The author, in trying to cover as many fields of specialization as there are, ends up doing little justice to any one particular area.

Some subject areas which could use expansion are ecology, energy, and planning of the mall's structural design considerations, air conditioning criteria, etc. Likewise, in certain sections such as those dealing with leasing and contracts, the coverage becomes too elaborate and detailed to be of any general informative value.

Potentially, the book could be a most important contribution to a general reader in providing a basis for understanding the various components of shopping center development, but unfortunately, at times gets lost in unnecessary details.

The strength of the book is characterized as an important reference tool. The author has provided comprehensive check lists at the end of phases and sections. Some of these, most notably the cases of "Site Investigation" under zoning and "Market Analysis", should be useful for any professional involved in the development process.

The book, in the final analysis, emerges to be strongest as a reference material and towards that end should prove to be useful to professionals newly engaged in these types of developments.
THE PROFESSIONAL LIBRARY


Now into the lists of the land use controversy comes an economist, and one with seemingly good credentials. Mr. Nelson is a staff member of the Office of Policy Analysis in the U.S. Department of the interior. In addition to this background, he provides something increasingly rare in this age of bureaucratic expertise: the ability to write a clear, intelligible sentence which is direct and free from the customary jargonese and obsfuscation.

In his preface he has stated that he considered an economic view of the zoning question too limited and therefore had to study extensively in other fields to obtain the broad approach he desired. His scholarship is exemplary: the bibliography contained in the chapter notes is almost worth the cost of the book. His conclusion is original, interesting, and appears to have some perceptive attributes. Yet despite all of this potential Mr. Nelson has created a disturbingly strained and inconclusive treatise.

The flow of the presentation is much like a fighter who, having early spent his energy in too many frantic flurries, retains near to the end only the capacity to weather time when his opportunity appears. A majority of the book consists of a vigorous attack on historic and current zoning policy. But when it nears the conclusion and the author's land tenure proposal is finally reached, it ends in a whimper not a roar. The conclusion is difficult, almost to the point of apology.

The book has other anomalies. Chapter after chapter zoning policy is repeatedly decried on the basis that it works to exclude the poor from high quality neighborhoods. Then the eighth chapter, where this question itself is reviewed, concludes: "these considerations suggest that economic integration of communities should not be a primary objective in a new land tenure system."

Perhaps repetition is a key to the book's problem. Too many arguments are repeated in subtle variations to prove existing policy acceptable, since the subject is complex and the authors have been diligent in providing both in-text references and a good bibliography.

What the authors have attempted here is to bring together much of the current research on how human beings psychologically and physically relate to their immediate built environment. Their specific contribution - and it is not inconsiderable - has been to integrate this response data and the resulting theories with existing architectural examples, both historic and current. This integration allows the professional to begin a process of evaluation of the validity of the psycho-physical concepts to architectural design approaches, a process which is often difficult in dealing directly with the source material. But with an initial start-up of understanding and a preliminary belief in validity, which can be obtained here, the progression in the specific detail of source review could be considerably more fruitful.

The authors are attempting to outline what has been learned so far about how people respond to that which with we as a profession surround them. This must be a critical concern at a time when the public seems genuinely turned off regarding the contribution of architects. We find ourselves trying to discuss things like "less is more" with people who don't give a damn - they would just like to feel comfortable or secure, or some other appropriate reaction, in the constructed settings that we create.

Examples of what is discussed seem too complex in context to provide a simplistic example for this review. It will have to be sufficient to repeat that this book does not suggest that you change the design style you love for one the authors love. Rather it provides a stepping stone on the path to a more rational, effective use of any design style - although embarking on that rationalization process could cut out some unjustifiable styles.
CONSUMER PROTECTION
FOR THOSE ABOUT TO BUILD
by Wallace D. Moore, ARA

Is there such a thing? Yes there is, and the public is unaware of a number of them. They do not afford 100% protection; nothing does. Not even an attorney will guarantee his service will provide 100% effective Protection. But to build without their protection is asking for trouble. And most people do have some trouble which always ends up costing some additional money. Who can afford even these minor sums with building costs being what they are today?

Of course protection service like this costs money, not big money compared to what you will spend for the building, and not as much as litigation in court which these better business methods help to eliminate. Nor as expensive as the unforeseen extra building costs which could occur without these protective measures.

Where are these protective measures obtained? They are obtainable partially from different sources, but not from a contractor. To have the contractor furnish the contract forms is like hiring a fox to guard chickens. Contractor’s forms are drafted for his protection, not the owner’s. It would be utter naiveté to expect the seller’s documents to protect anyone but the seller.

Banks, building authorities, attorneys, each furnish a portion of consumer protection, but none are expert in the correct methods

Site Design...continued

site work requirements. The material is taken from the drawings of a variety of firms. Many of them are of a quality which may prove an embarrassment when compared to our office’s current production. If you enjoy good drafting or are interested in reviewing a variety of effective drafting approaches to similar requirements, you will enjoy having this book available.

I would recommend this book to any architect concerning himself with site development, and that should be all of us.

1978 STUDENT...continued

as a museum of representative products manufactured by the company since its inception in 1832 and appropriate new product displays. Due to insurance problems, tours of the manufacturing plant by the public have ceased and will be replaced by photographic and movie tours for display at the center. The auditorium of the center will be available for the use of local service organizations during the evening. The center will be staffed by a regional sales manager and his secretary, who will also serve as receptionist for organized tours. Paramount to the solution will be considerations of security and control by the limited staff as well as the segregated use of the auditorium during the evening. The delineation of a specific site is provided for the students’ use.

Full programs have already been sent to all accredited schools of architecture. Those interested in further information on the competition should write to John G. Pankovich, Asst. Everett Busch Architects, 515 Linden Street, Allentown, PA 18101
Fellow architects are invited to join ARA. Complete the form at the right, checking the "Membership Application" box, impress your seal in the space provided below, and return with your check for $60.00 Annual Dues, to: Society of American Registered Architects, 180 N. Michigan Ave., Chicago, Illinois 60605. Subscription to Practicing Architect is included in the dues payment.

For subscriptions to Practicing Architect, check the box "Practicing Architect Subscription", complete first two lines of the form at the right with your name and mailing address, and send form together with $6.00 check made payable to "Society of American Registered Architects", to: Fever River Associates, Box 7630, Chicago, Illinois, 60680.

---

practicing architect

Published by
Fever River Associates
Box 7630
Chicago, IL 60680

Editorial material and correspondence should be directed to the offices of the Publisher and noted to the attention: "Editor, Practicing Architect."

---

□ Membership Application  □ Practicing Architect Subscription

(1) Full Name: ______________________________ Last Name,  First Name, Middle Initial

(2) Address: (Indicate which is desired mailing address)

Office () __________ Street No. __________ Phone: __________

City - State - Zip __________

Residence () __________ Street No. __________ Phone: __________

City - State - Zip __________

(3) Date of Birth: __________ Place of Birth: __________ Age: __________

(4) Architectural Registration:

Name of State __________ Date of Reg.: __________ Reg. No. __________

Other States: __________ NCARB Cert.: __________

(5) Professional Status (Check One):

(A) Practicing Architect (Principal or Partner): __________ Name of Firm __________

(B) Employed Architect: __________ Name of Firm __________

(C) Other: __________

(6) Education (School and Year):

(7) Type of Practice:

(8) Member in other Professional Organizations? __________ (9) Previously been a member of ARA? __________

(10) The undersigned, being a Registered Architect in good standing does herewith apply for membership in the Society of American Registered Architects.

__________________________  __________________________
Date  Signed

Make all checks payable to the Society of American Registered Architects

FIRST CLASS MAIL