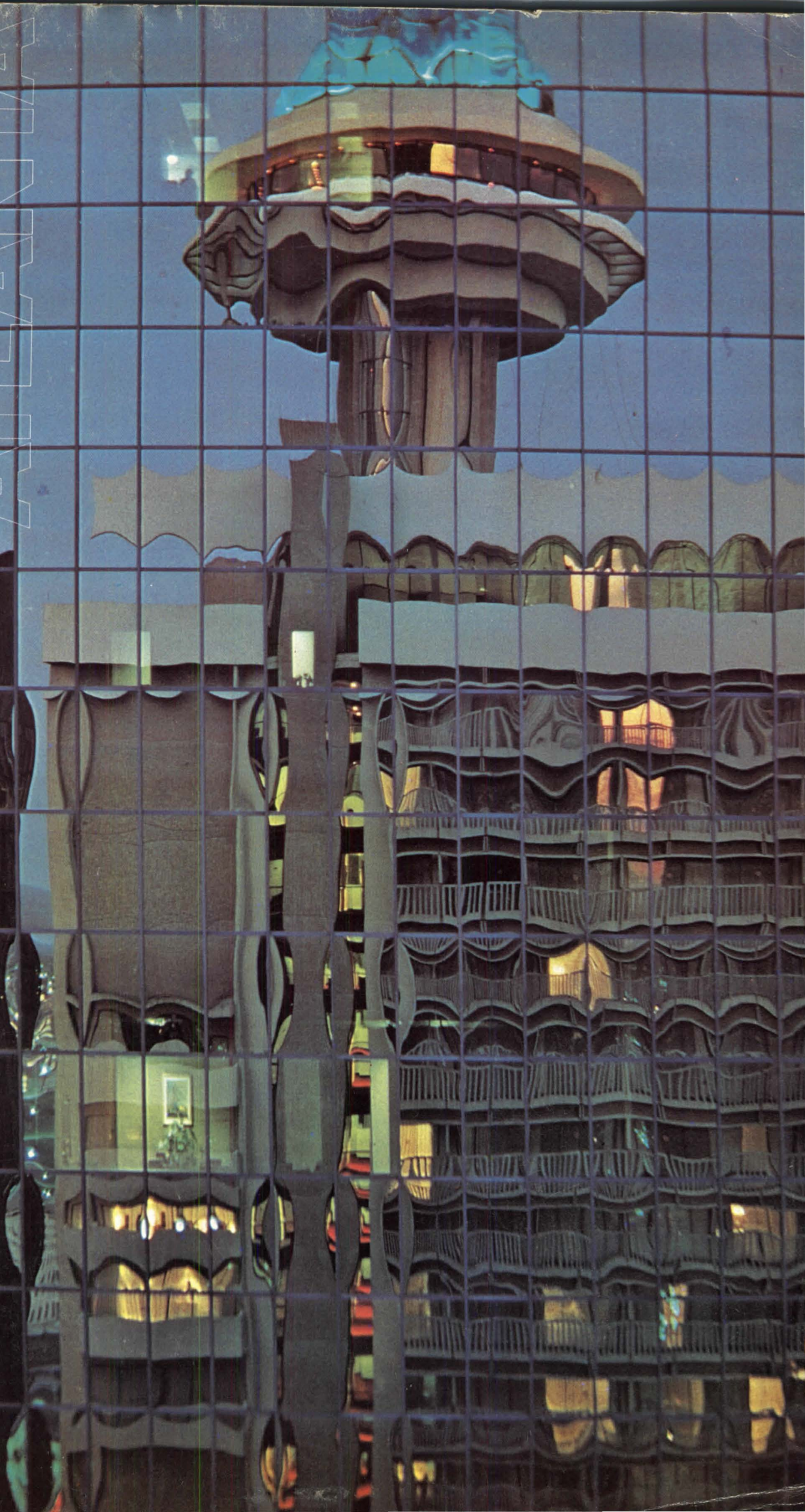


# ATLANTA





# Windows of Teak by Carda

Brand new idea? Wrong.

Carda has been a production window for more than 30 years.

With basic construction of wood, Carda offers the permanence of exterior facing with aluminum, copper or stainless steel, as well.

Available vertically or horizontally pivoted, or side or bottom hinged.

Individual windows to 45 square feet.

Dual glazed. Integral venetian blind.

Until Carda—windows merely filled openings.

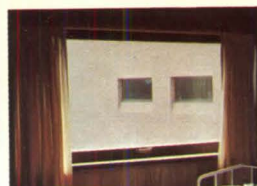
For answers to your questions, or technical information, call us TOLL FREE at 800-523-5140 (From Pennsylvania CALL COLLECT 215-521-0100)

## Carda Window Corporation

Essington, Pa. 19029



Corridors need not be drab and airless



Bedfast patients deserve BIG panoramic views



Custom Teak storefront



Massive Teak sliding doors



Classroom Building, University of Minnesota



Small Psychiatric Hospital



Teak enhances nearly every brick color



Elegant, stately interiors



Old residences come alive with new Teak Windows



Hospital Maternity Ward



Teak entrances add special distinction



Big Carda Teak windows in a hospital kitchen



Mercy Hospital, Des Moines, IA



Sioux Valley Hospital, Sioux Falls, SD



First Agricultural National Bank, Pittsfield, MA



Big doors, even bigger windows



Teak doors of lasting beauty



Carda adapts like the chameleon



Mercy Hospital, Anoka, MN



Perfect insulator against snow and freezing rain



Teak adds warmth to precast concrete



Floor to ceiling windows



State Office Building



Teak softens strong angularity



Bright hospital solarium



Old hospital sun porch gets a new look



Dining with a vista



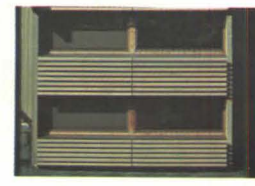
New life for an old hospital



Carda makes French Doors, too



Carda casements, big as doors.



Carda adapts to any construction



Teak adds life to slate panels and concrete



WIDE horizontal pivot windows



Until Carda, windows merely filled openings



Teak windows in metal wall. Installed in 1961



Carda is perfect for historical restorations

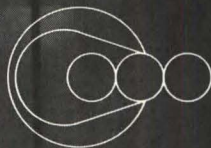
Circle 1 on information card





A mirrored wall; entrance to a grand conference room...wood paneling which screens floor-to-ceiling record and storage space ... great doors opened and closed with fingertips, without visible hardware.

Here are reflected the advantages of concealment, the functional superiority of floor-type door closers and the door pivots which have earned this company its reputation for exceptional door control.



# ILLUSIONS

Pittsburgh National Bank Building, Pittsburgh, Pa.  
Architect: Welton Becket & Assoc.  
Hardware dealer: The A. G. Mauro Company

Ask the specialists:

**RIXSON-FIREMARK, INC.**

9100 W. Belmont Ave., Franklin Park, IL 60131  
In Canada: Rixson-Firemark (Can.) Ltd.







# Knoll International

The new Schultz Seating includes a two seater settee and a three seater sofa both elegantly scaled and designed for a well proportioned and aesthetically dramatic extendable seating solution

Knoll International designs for the way you work

Circle 3 on information card



745 Fifth Avenue, New York 10022

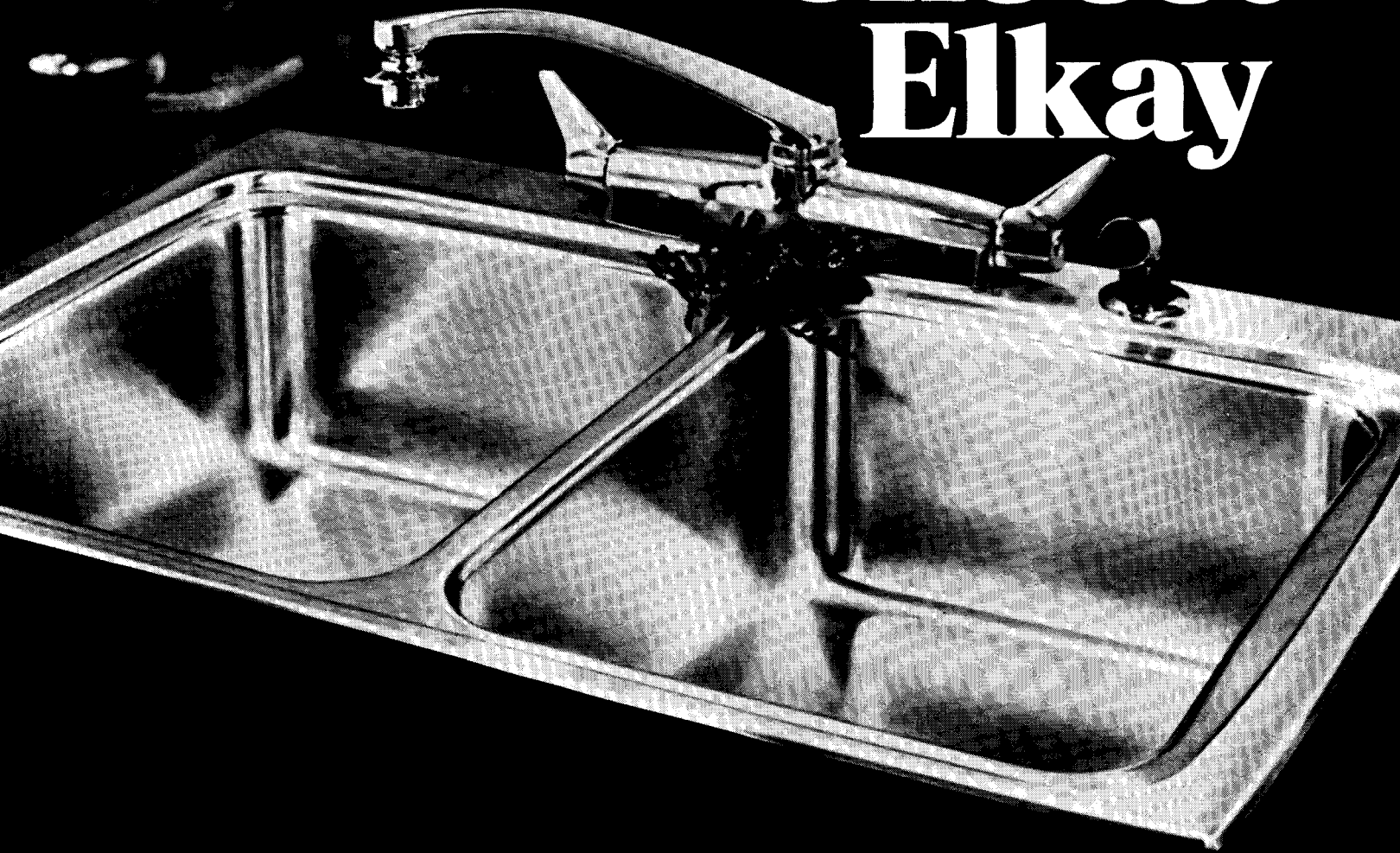






This ad will pre-sell Elkay products to millions of consumers. Do you have our latest product literature? Write today for free catalogs.

# Choose Elkay



Sculptured elegance in lustrous stainless steel—your Elkay stainless steel sink. Unsurpassed convenience and a long, beautiful life, too. Add the look and wonderful ease of solid brass, chromed Tiara<sup>®</sup> faucet and you have everything. Write for free literature or send \$1.00 for deluxe 36-page book, “How Water Can Serve You Throughout Your Home.”

**ELKAY**<sup>®</sup>

Elkay Manufacturing Company, 2700 South 17th Avenue,  
Broadview, Illinois 60153

Sink LR-3322 shown above with Faucet LK-2201  
or as model LK-2200 (less spray). Both sink  
and faucet sold separately.



## Board of Directors

### Officers

William Marshall Jr., FAIA, *President*  
Louis de Moll, FAIA, *First Vice President*  
Elmer E. Botsai, FAIA, *Vice President*  
Carl L. Bradley, FAIA, *Vice President*  
John M. McGinty, AIA, *Vice President*  
Hilliard T. Smith Jr., FAIA, *Secretary*  
Joseph Tuchman, FAIA, *Treasurer*  
William L. Slayton, Hon. AIA,  
*Executive Vice President*

### Directors (Year indicates expiration of term)

Whitson W. Cox, FAIA ('77), *California*  
Rex Lotery, FAIA ('76), *California*  
Robert B. Marquis, FAIA ('75), *California*  
Joseph F. Thomas, FAIA ('77), *California*  
Herbert E. Duncan Jr., FAIA ('75), *Central States*  
Robert M. Lawrence, FAIA ('76), *Central States*  
Harley B. Fisk, AIA ('76), *East Central States*  
Herbert R. Savage, AIA ('77), *Florida*  
H. Leslie Walker Jr., FAIA ('75), *Florida*  
Matt L. Virden III, FAIA ('75), *Gulf States*  
Zeno L. Yeates, AIA ('77), *Gulf States*  
John F. Hartray Jr., AIA ('75), *Illinois*  
William R. Jarratt, FAIA ('77), *Michigan*  
William L. Ensign, FAIA ('75), *Middle Atlantic*  
William R. Peery, AIA ('77), *Middle Atlantic*  
Robert A. Burley, AIA ('77), *New England*  
Sarah P. Harkness, AIA ('76), *New England*  
Adolph R. Scrimenti, FAIA ('77), *New Jersey*  
James B. Baker, AIA ('77), *New York*  
Herbert Epstein, FAIA ('75), *New York*  
Donald J. Stephens, AIA ('76), *New York*  
George A. D. Schuett, AIA ('76), *North Central States*  
A. P. DiBenedetto, AIA ('77), *Northwest*  
Vladimir Ossipoff, FAIA ('75), *Northwest*  
Willard C. Pistler Jr., AIA ('76), *Ohio*  
Ehrman B. Mitchell Jr., FAIA ('75), *Pennsylvania*  
Leslie N. Boney Jr., FAIA ('76), *South Atlantic*  
Jerome M. Cooper, AIA ('77), *South Atlantic*  
Howard R. Barr, FAIA ('76), *Texas*  
Thomas A. Bullock, FAIA ('75), *Texas*  
Robert A. Fielden, AIA ('76), *Western Mountain*  
Ella M. Hall, ex officio, *President, ASC/AIA*

### Observers

Fotis N. Karousatos, Hon. AIA, *Chairman, Council of Architectural Component Executives*  
Robert L. Wilson, AIA, *Chairman, Commission on Community Services*

### Headquarters

William L. Slayton, Hon. AIA,  
*Executive Vice President*  
James A. Scheeler, FAIA,  
*Deputy Executive Vice President*  
Robert Traynham Coles, AIA,  
*Deputy Vice President, Minority Affairs*  
William G. Wolverton, Hon. AIA,  
*Administrator, Business Management*  
James E. Ellison, AIA, *Administrator, Education & Research*  
Michael B. Barker, *Administrator, Environment & Design*  
Arnold J. Prima Jr., AIA, *Administrator, Government Affairs*  
J. Winfield Rankin, Hon. AIA, *Administrator, Institute Affairs*  
Edward G. Petrazio, AIA, *Administrator, Professional Practice*  
Muriel Campaglia, *Administrator, Public Relations*  
John P. Eberhard, AIA, *President, AIA Research Corporation*  
John H. Schruben, FAIA, *Executive Vice President, Production Systems for Architects and Engineers, Inc.*

# AIA JOURNAL

<b>Learning from Atlanta—A Special Pre-Convention Issue</b>	33
A pictorial tour of the city's spectacular and still-growing downtown	34
Atlanta loses its seeming immunity to urban problems—Fred Powledge	46
An accidental city with a laissez-faire approach to planning—Beth Dunlop	52
Profiles: Atlanta's strong and sizable black middle class—Pat Watters	58
Profiles: John Portman of Atlanta, architect plus—Cathy Stanton	60
Atlanta convention week: events and an epicurean's guide	62
<b>The Board and a Conference Encourage Biracial Joint Ventures—Andrea Dean</b>	66
<b>Linking Building Research and Practice—John K. Holton and Porter Driscoll, AIA</b>	67
<b>A Tri-State Meeting Explores New Markets for Architects—Sandra Kashdan</b>	68

**Cover:** Atlanta's Hyatt Regency Hotel mirrored in a building across the street. Photograph by Samuel David Hall.

### Department

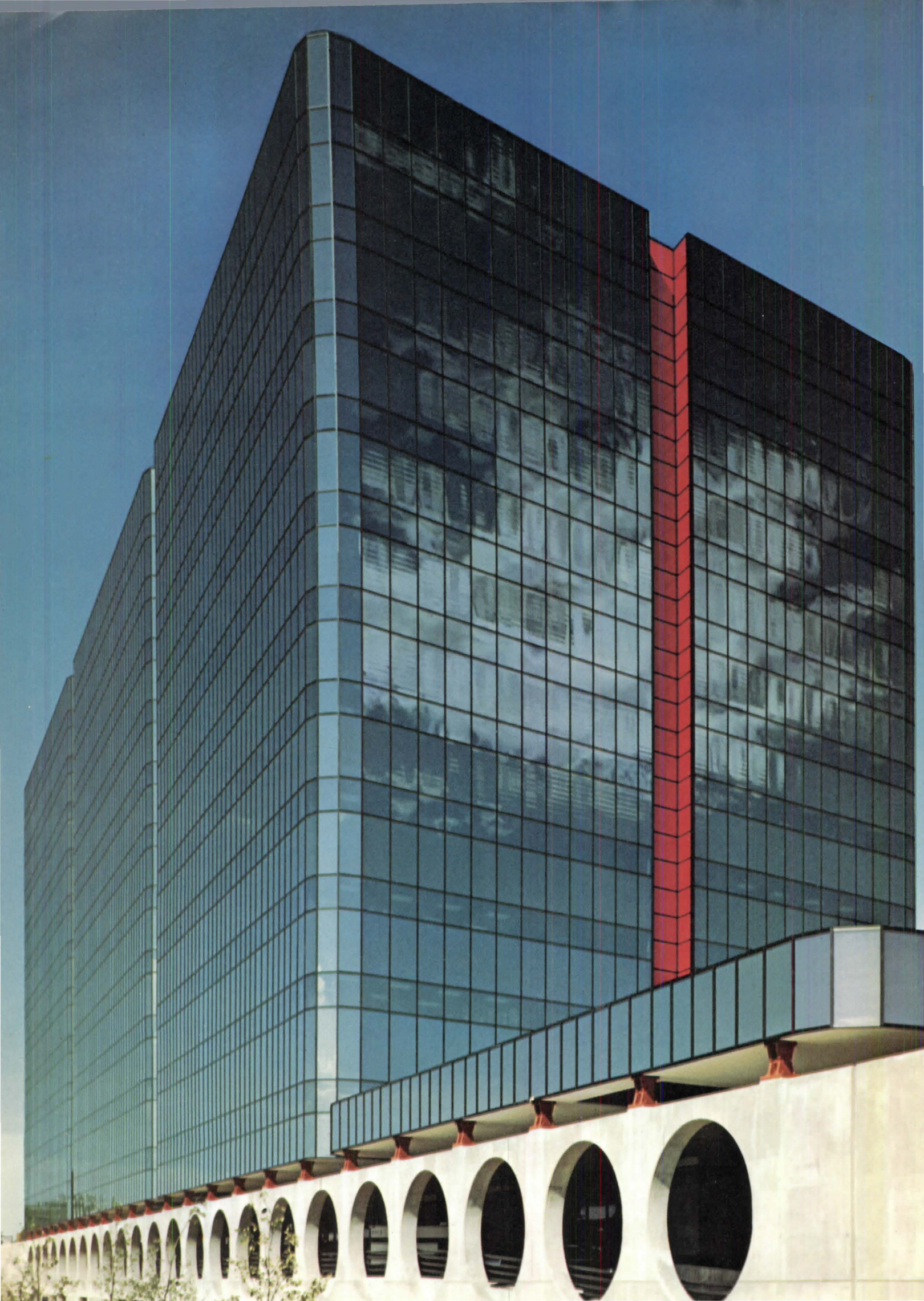
Going On	8	Events	94
Letters	31	Advertisers	99
Books	82		

**Donald Canty**, Editor; **Mary E. Osman**, **Beth Dunlop**, **Andrea O. Dean**, Associate Editors; **Kathy Yu**, Editorial Assistant; **Suzy Thomas**, Art Director; **Michael J. Hanley**, Publisher; **Michael M. Wood**, Sales Manager; **George L. Dant**, Manager, Production and Business; **Michael A. Benoit**, Circulation Manager.

AIA JOURNAL, official magazine of The American Institute of Architects, published monthly at 1735 New York Ave. N.W., Washington, D.C. 20006. Telephone: (202) 785-7300. Subscriptions: for those who are, by title, architects, architectural employees, and to those in architectural education (faculty and schools), and to libraries, building construction trade associations and building product manufacturers: basic rate \$12 a year; \$20 two years; \$8 to architectural students in the U.S., its possessions and Canada. For all others: \$18 a year in the U.S., its possessions and Canada; other countries to those who are by title, architects: \$18 a year. All others outside the U.S., its possessions and Canada: \$30 a year. Single copy: \$2, payable in advance. Publisher reserves the right to refuse unqualified subscriptions. For subscriptions: write Circulation Department; for change of address: send Circulation Department both old and new addresses; allow six weeks. Second class postage paid at Washington, D.C. Quotations on reprints of articles available. Microfilm copies available from University Microfilm, 300 N. Zeeb Road, Ann Arbor, Mich. 48106. Referenced in *The Architectural Index*, *Architectural Periodicals Index*, *Art Index*, *Avery Index to Architectural Periodicals*. © 1975 by The American Institute of Architects. Opinions expressed by contributors are not necessarily those of the AIA. ® VOL. 63, NO. 4









# PPG GLASS GAVE BLUE CROSS AND BLUE SHIELD OF COLORADO THE BEST COVERAGE.

Their new Denver headquarters presented problems.

The site dictated one thing, and the owner's business another.

PPG Solarban® 550 Twindow® insulating glass helped solve the architects' dilemma. Beautifully and efficiently.

The building is the landmark the owner wanted, and certainly big enough to meet his everyday practical demands.

Yet, for all its size, it is still a graceful neighbor to the smaller buildings in the area.

Visually, its bulk seems to retreat. An effect the architects achieved by using muted-toned reflective glass. And by setting the building back from the street.

But esthetics were not the only consideration. Because of the site, the building had to have an east-to-west orientation. Which created solar heat gain problems. So they needed performance, too. And PPG Solarban 550 Twindow insulating glass gave them the best of both. (Its shading coefficient of 0.24 reduces solar heat gain 76% compared to single-glazed clear glass.)

And since the glass performed so well, they were able to use a lot of it and create view spaces that do justice to Colorado's magnificent vistas.

In short, the glass gave everyone concerned with the building—the owner, his

employees, the architects, even the neighbors—something to be happy about.

And we think it can have much the same effect on your building.

Find how PPG Solarban 550 Twindow insulating glass—or another in our family of High-Performance Glasses—can help you combine esthetics and efficiency for truly remarkable effects. Write for our book "Architectural Glass Products," or refer to Sweets Architectural File, Catalog Code 8.26/Pp. PPG Industries, Inc., One Gateway Center, Pittsburgh, Pa. 15222. Owner: Blue Cross and Blue Shield of Colorado Architect: URS/The Ken R. White Company Design Consultants: Muchow Associates Architects PPG: a Concern for the Future



PPG  
INDUSTRIES



## Convention '75: Testing The Fit Between Architects' And Users' Perceptions

A direct test of how well architect-attendees can gauge the response of users to architectural spaces will be part of the exploration of the theme "Spaces for the Species" at next month's AIA convention in Atlanta.

Don Conway, AIA, director of research programs at the Institute, and John Eberhard, AIA, president of the AIA Research Corporation, conceived the idea of using tours of the city as a means of letting architects test their own abilities as designers to make assumptions about how users react to specific spaces. In this self-assessing part of the convention program, conventioners will match their assumptions of user reactions against the realities of how the users themselves evaluate the architectural spaces.

A preliminary selection of places to be visited has been made—based in part on tours arranged by the host Atlanta chapter/AIA and in part on places chosen for specific purposes in the test program. There is great variety in the places to be visited, ranging from a school to a public plaza.

Before the tours take place, architects who participate in the test program will be given a packet of instructional materials. They also will be provided with a form sheet for each space to be visited, and on this form the individual architect will make his evaluation of how he thinks most people judge the space under consideration both in design and social terms.

Then at a wrap-up theme session on Thursday, May 22, which will be led by keynote speaker Heinz Von Foerster and William W. Caudill, FAIA, the architect will compare his own responses on the sheets which he has checked with those of the people who actually use the spaces. Preconvention surveys and interviews have taken place in order to prepare tabulated responses by the space users.

A slide-tape show will be presented at the theme session so that the professional can see how the spaces are actually used

in normal conditions and can hear the words of the people as they express their reactions to the spaces.

If the architect finds that his assessments are off mark, says Conway, he will be able to get the information about where he may go to seek the help of collaborating social scientists.

Other sessions on the convention theme, which has to do with the behavioral and social consequences of architecture, will be Dr. Von Foerster's keynote address (see Mar., p. 31), and four case study seminars on projects involving collaboration between architects and social scientists.

In one such theme session, for example, a housing project for the elderly will be discussed by James Groom, AIA, of The Architects Collaborative and Edward Osterlander of Cornell University's department of environmental design and analysis. At another, the activities and policies of Milwaukee's department of city development will be reported on by Amos Rappaport of the University of Wisconsin-Milwaukee's department of architecture and Herbert Heavenrich of the Milwaukee department.

Other sessions on the convention program include the some 35 marketplace workshops. Among them will be a session on how to get a federal contract (appointments also may be arranged on a one-to-one basis with representatives of federal agencies which contract for A/E services). In another workshop, Jerry Quebe, AIA, partner in the Iowa City firm of Hansen Lind Meyer, will lead a discussion of office production—the key to profit or loss. At another, John Bruton, U.S. Army Corps of Engineers, and Frank Matzke, FAIA, acting assistant commissioner for construction management, public buildings service, General Services Administration, will discuss federal agency programs in value analysis and life-cycle costing.

One of the workshops on a timely topic will consider the control of escalating project costs in an inflationary era, to be led by Arthur Fox Jr., editor of *Engineering News-Record*; Calvin B. Dalton, president of the Cleveland-based firm of Dalton, Dalton, Little, Newport, and Trum-

bull Blake, director of the E.I. duPont deNemours Co.'s construction division.

And a mid-year update on the construction market outlook will be given at a workshop to be led by James V. Rice, president of the Producers' Council, Inc., and George A. Christie, vice president and chief economist of McGraw-Hill Information Systems Co.

## Student Convention to Precede Institute's

The 1975 convention of the Association of Student Chapters/AIA will be held at a different time and in a different place from the AIA convention in order to keep students together in a cohesive group, says the ASC convention committee at the Georgia Institute of Technology. There will be two days of meetings on May 17-18 at a site in the wooded hills of Toccoa, Ga., about a hundred miles from Atlanta. The purpose of this retreat is to "provide maximum concentration and participation with minimum distraction."

This general plan gives the student participant the "best of all possible worlds," for transportation will be provided to Toccoa and back to Atlanta in time for full participation in the AIA convention.

Mike A. Lehman, ASC convention co-chairman, says that students generally are distressed by the lack of dialogue between ASC members and its board, the lack of interschool communication and the lack of perspective on national trends. He says that there are undercurrents stirring in schools of architecture which generate a spirit characterized by "general mistrust of mushrooming bureaucracy, a sense of unreal isolationism within the schools, widespread ignorance of the mechanics of the professional registration process, ignorance of the nationwide profile of academic and research programs and a pervading air of restlessness and frustration." At the same time, he says, there is also a "coalescing expectation of positive reform, a willingness to work for improvement and a renewed affirmation of the sanctity and sovereignty of the individual."

Thus the ASC convention planners

*continued on page 12*



**Something a little extra  
comes with  
Danby Marble.**

**Magnificence.**



Elmer Holmes Bobst Library, New York University

Architects: Richard Foster, AIA  
Philip Johnson, FAIA

The great halls. They're always marble. And one marble shines above all. Danby. The most magnificent of marbles. Wherever it has been used, wherever it will be used, Danby exudes magnificence. Think of it.

**Vermont Marble Company**  
Proctor, Vermont



**Danby. Magnificence from Vermont.**

**DANBY**





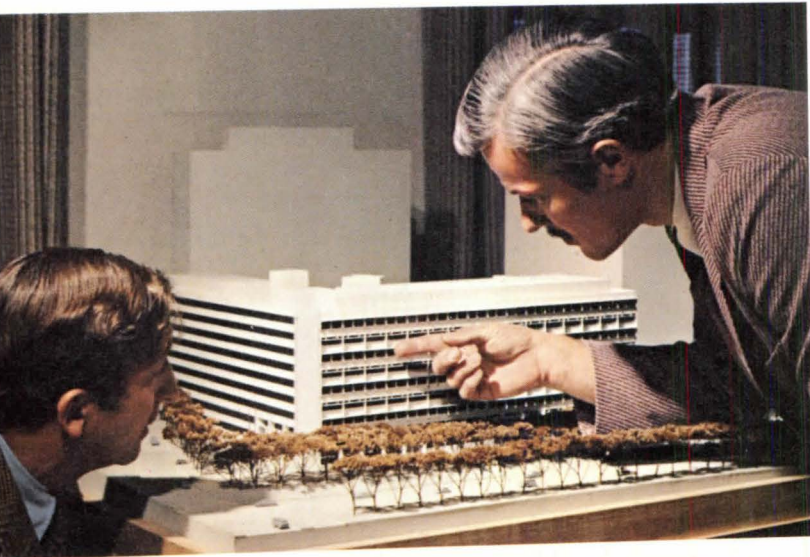
# depend on Bethlehem



Circle 7 on information card



Call your Bethlehem Sales Engineer for assistance that is practical, professional, and prompt.



That's what he's there for.

To help *you*.

To answer your questions on steel framing . . . on fasteners . . . on weathering steel . . . on the most economical selection of steel grades . . . on *anything* concerned with steel design.

And he's not alone. He's backed up by a buildings group that can provide budget cost information for the total "system package" of a structure under study . . . and by an advanced engineering group that can provide technical evaluation and services to architects and their engineers.

That's just part of your Bethlehem Sales Engineer's story. He'd like you to know all about *all* the services he can provide. And why he can help you most when called in early on a project. Why not set up a meeting soon?

## phone

ATLANTA (404) 522-4918  
BALTIMORE (301) 685-5700  
BOSTON (617) 267-2111  
BUFFALO (716) 856-2400  
CHICAGO (312) 664-5422  
CINCINNATI (513) 381-6440  
CLEVELAND (216) 696-1881  
DETROIT (313) 336-5500  
HOUSTON (713) 224-5311  
LOS ANGELES (213) 726-0611  
NEW HAVEN (203) 865-0833  
NEW YORK (212) 688-5522  
PHILADELPHIA (215) 561-1100  
PITTSBURGH (412) 281-5900  
ST. LOUIS (314) 726-4500  
SAN FRANCISCO (415) 981-2121  
SEATTLE (206) 285-2200

Ask for Sales Engineer.





Going On from page 8

have sought the advice of many students and of ASC officials and have developed a program that they hope will provide participants with "an appropriate framework for individual education, one-on-one interaction and the expression of personal opinion on matters of national concern."

The students will discuss essays and poems by students that were published in the April/May issue of the *ASC Magazine*, exploring the "general direction of a strong user-responsive architecture" and the "improved methods of interpersonal communication" which facilitate such architecture. Also there will be open general membership discussion of the purpose of ASC and the application of ASC's influence to matters of professional concern in the future.

There will be as well lectures and discussions by Robert Goodman, author of *After the Planners*; John Friedmann, author of *Retracking America*, and Patrick J. Quinn, AIA, dean of the school of architecture at Rensselaer Polytechnic Institute.

For more complete information, write ASC/AIA Convention Committee, School of Architecture, Georgia Institute of Technology, Atlanta, Ga. 30332; or telephone (404) 881-0962 or 894-4885.

## Sixty-two Advanced To AIA Fellowship

A person who has made a notable contribution to the advancement of the architectural profession and who has been an AIA member in good standing for 10 years prior to his nomination may become a member of the College of Fellows. The following AIA members have been advanced to fellowship:

John M. Amundson, Springfield, Ore.  
Bob Roy Bittman, La Jolla, Calif.  
John A. Bower Jr., Philadelphia  
John W. Broome, Portland, Ore.  
Verner I. Burks, St. Louis  
Cavin W. Brooks Jr., St. Paul  
Edwin B. Crittenden, Anchorage  
Louis Daeuble, El Paso  
Edwin S. Darden, Fresno, Calif.  
George A. Dudley, New York City  
Ezra D. Ehrenkrantz, New York City  
Joseph L. Eldredge, Boston  
Harold Lionel Esten, Silver Spring, Md.  
John Louis Field, San Francisco  
R. Buckminster Fuller, Carbondale, Ill.  
Romaldo Giurgola, New York City  
George V. Gray, West Sand Lake, N.Y.  
Thomas E. Greacen II, Houston  
George E. Hartman Jr., Washington, D.C.  
George T. Heery, Atlanta  
Herbert F. Heidt, Erie, Pa.  
Don M. Hisaka, Cleveland  
Murlin R. Hodgell, Norman, Okla.  
Thomas John Houha, Portland, Ore.  
William R. Jarratt, Detroit

Fred Henry Jobusch, Tucson, Ariz.  
Arthur Evan Jones, Houston  
Henri Vatable Jova, Atlanta  
James R. Killebrew, Wichita Falls, Tex.  
Gunter W. Koetter, Houston  
Robert M. Lawrence, Oklahoma City  
Lillian Scott Leenhouts, Milwaukee  
Willis C. Leenhouts, Milwaukee  
Rex Lotery, Santa Monica, Calif.  
George H. Loving, Abilene, Tex.  
William B. McCormick, San Francisco  
John W. McGough, Spokane, Wash.  
Murray C. McNeil, Agana, Guam  
Edward Mok, San Antonio, Tex.  
William N. Morgan, Atlantic Beach, Fla.  
Robert J. Nixon, Seattle  
Howard C. Parker, Dallas  
Robert J. Piper, Chicago  
Warren Platner, New Haven  
Jacob Robbins, Berkeley, Calif.  
Louis A. Rossetti, Detroit  
Peter Samton, New York City  
Thomas J. Sedgewick, Flint, Mich.  
Morgan Stedman, Palo Alto, Calif.  
Francis T. Taliaferro, Baltimore  
Crombie Taylor, Los Angeles  
Wallace G. Teare, Cleveland  
Benjamin Thompson, Cambridge, Mass.  
Anne Griswold Tyng, Philadelphia  
H. Leslie Walker Jr., Tampa, Fla.  
William J. Watson, La Jolla, Calif.  
C. Herbert Wheeler Jr., State College, Pa.  
Donald S. Williams, Clearwater, Fla.  
Fritz Woehle, Birmingham, Ala.  
Yau Chun Wong, Chicago  
John C. Worsley, Fair Oaks, Calif.  
Leo S. Wou, Honolulu

## Foundation Honored For Design Patronage

The Cummins Engine Foundation pays architectural fees for new schools and public building projects in Columbus, Ind., provided that distinguished, nationally known architects are selected as designers. The architect for a given project is chosen from a list of six and is given full responsibility from landscaping to interiors. Such efforts "have made Columbus an architectural showcase and perhaps the best example of how architecture can improve the physical environment and the quality of life," said the jury on Institute honors in selecting the foundation as the recipient of AIA's 1975 citation of an organization.

Since the program began in 1957, the foundation has paid the architectural fees for a total of 18 buildings. The effect of the program has been to foster a civic pride that has revitalized the downtown area, renovated and restored historic structures and increased public awareness of distinguished architecture.

The citation, given in recognition of achievement in any field related to architecture and planning, will be made at the AIA convention to be held in Atlanta.

At the convention, AIA also will present its 1975 medal for research to the Environmental Research and Development Foundation, Kansas City, Mo. The medal is given annually to an individual or an organization for distinguished achievement in research related to architecture or the environment.

The jury on Institute honors praised ERDF for its "sizable contribution to research on the behavioral response to the architectural environment." ERDF's work started in 1965 when Lawrence Good, AIA, brought together a research team to carry out a pioneering study on mental health design, which resulted in the redesign of the Topeka State Hospital. ERDF research projects have concerned behavior patterns in museums, public housing site selection and habitability criteria for cold regions.

## AIA, NCARB Plan Joint Internship Program


At its March meeting in New Orleans, the AIA board approved the Institute's full participation in a joint program with the National Council of Architectural Registration Boards to structure and enrich architectural internship—that period of up to three years when architectural graduates gain their initial professional experience before taking the registration examination.

AIA and NCARB each have had long-standing concern about the internship period and have sought means to improve the experience of the intern/architect. Differences in the approaches of the two organizations were resolved in January when AIA representatives met with members of the NCARB training committee. Agreement was reached on organizational responsibility, program development and delivery so that now AIA and NCARB are prepared to move ahead in the joint effort, with secondary support from the Association of Collegiate Schools of Architecture, Association of Student Chapters/AIA and National Architectural Accrediting Board. A joint internship "guideforce" will be chaired by Charles Blondheim, AIA (NCARB), with Elmer Botsai, FAIA, Institute vice president, as vice chairman.

The principal elements of the internship program will include an intensive counseling system to include annual career seminars in schools of architecture and a counseling and record-keeping network for intern-architects to guide them in making choices and decisions. The program's organizational structure includes a national director and clerical staff, full-time regional counseling coordinators and part-time local professional advisers and in-office professional sponsors.

continued on page 16





It's the pay-off end of a Halsey Taylor water cooler. Our exclusive double bubbler—the only twin stream projector in the business.

Sure, it gives fuller, more generous gulps of cold water. But it also identifies the cooler beneath it as the one specified more often than any other. Simply because architects rely on it. From past experience.

# Old faithful

We pay a lot of attention to product appearance, of course. And we produce the widest selection of models and colors in the industry—to give you the greatest possible design latitude.

But performance is what we're really hooked on. So we use the finest quality materials and components, assemble them scrupulously, test them thoroughly and turn out coolers that give year after year of maintenance-free service. Depend on it. Old Faithful won't let you down.

If you'd like to have our new catalog, write to HalseyTaylor Division, 1554 Thomas Road, Warren, Ohio 44481.

**Halsey Taylor**<sup>®</sup>  
KING-SEELEY **KST** THERMOS CO.





# i line

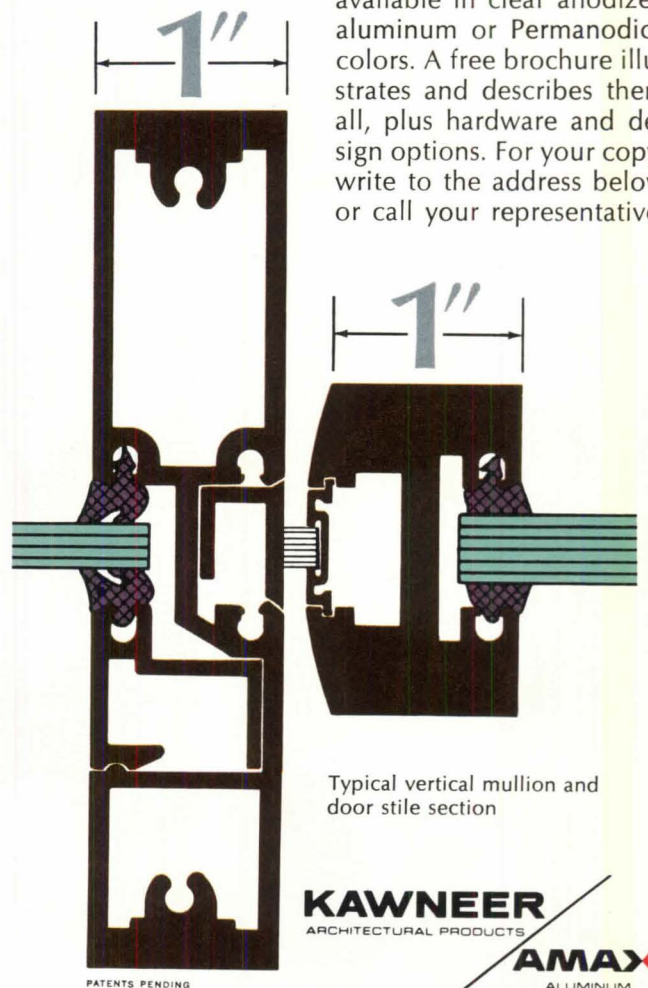
an elegant new dimension  
in framing and entrances

Kawneer's I-Line narrow profile aluminum framing and entrances have added an aesthetic new refinement to design.

For the first time, the beauty of clean, ultra-trim vertical lines on the drawing board have been transferred directly into construction. Without sacrificing functional considerations.

I-Line framing's 1" sight line reduces the profile of traditional 1 3/4" framing by nearly one-half. Yet its ingenious design provides the same structural strength and glass bite . . . with easy "in-line" flush glazing to accommodate thicknesses up to 3/8".

Framing and complimentary thin stile doors are available in clear anodized aluminum or Permanodic® colors. A free brochure illustrates and describes them all, plus hardware and design options. For your copy, write to the address below or call your representative.



Typical vertical mullion and door stile section

**KAWNEER**  
ARCHITECTURAL PRODUCTS

**AMAX**  
ALUMINUM

For full information, see your Kawneer representative or contact Kawneer Product Information, 1105 N. Front Street, Dept. C, Niles, Michigan 49120.

Circle 9 on information card







Going On from page 12

The program also will involve the establishment of more precise criteria for examination eligibility, based on the combined requirements of formal education plus internship; the development of a wide range of continuing education and other professional development opportunities for intern-architects, and a stronger "peer group" linkage for intern-architects achieved through group counseling sessions and through AIA's local and possibly national "associate" membership.

The intern-architect's experiences during both formal educational and internship will be recorded in a "portfolio" to be maintained throughout this development period. This record will help a registration board determine a candidate's eligibility for examination and licensure. It also will help the intern-architect's adviser to provide counsel about career options and continuing education and job opportunities, as well as in preparation for the licensing exam.

The responsibilities of NCARB and AIA will be divided. NCARB will be responsible for the national and regional staff, record-keeping and the development of criteria for adequate professional preparation of formal education plus internship experience. AIA will be responsible for providing professional advisers, developing peer group organizations, structuring the content of the counseling efforts and providing the entire educational portion of the program, including continuing education resources.

The next meeting of the joint committee is scheduled for May. It is anticipated that a pilot test of the new internship program will be ready by late autumn of this year or early 1976.

## Whitney Young Citation To Van B. Bruner Jr.

Van B. Bruner Jr., AIA, a former vice president of the Institute, has been selected as recipient of the 1975 Whitney M. Young Jr. citation. Named in honor of the late civil rights leader, the citation is given annually by AIA for significant contribution toward meeting the architectural profession's responsibility to the social issues of the day.

Bruner was characterized by the jury on Institute honors as an "eloquent spokesman for the minority architect" and was commended for his "dedication to the improvement of opportunities for minority architects and his challenging and inspiring advocacy of minority causes."

Bruner, who devotes a large share of his time to professional and civic concerns, has been chairman of the AIA community services commission and a member of the task force on national

growth policy. He has been responsible for bringing growing numbers of minority architects into AIA's structure and activities.

## AIA Backs Housing Aid, Opposes Energy Standards

In testimony before the House of Representatives' subcommittee on housing and community development, AIA endorsed two emergency housing proposals and opposed the Ford Administration's proposed prescriptive standards for energy conservation in building design.

William Marshall Jr., FAIA, president of the Institute, said that AIA supports HR 29, the Emergency Middle Income Housing Act. "This measure," he said, "will help stimulate the development of much needed housing and will provide an opportunity for many young families to obtain homes." He said that the act's emphasis on conservation of land and energy resources is in full agreement with AIA policy on national growth.

AIA also supports, said Marshall, HR 34, the Emergency Homeowners Relief Act. This legislation, he said, would help prevent widespread loss of homes through foreclosures and would contribute to a slowdown of the recession spiral.

Marshall also made several specific recommendations to deal with the nationwide slump in the housing industry. Among them:

- Secure the release of Sections 235 and 236 funds and put them into immediate use to help provide housing.
- Require the Department of Housing and Urban Development to re-establish the Section 202 program to provide both permanent and construction loan funds.
- Require HUD to review the Section 8 housing assistance payments program regulations to make them more workable and to provide developers with adequate incentives to work with the program.

Marshall told the subcommittee that AIA has a strong commitment to energy conservation but that it opposes near-term prescriptive standards called for by Title 10 of the Administration's proposed Energy Independence Act of 1975. Marshall said that energy-saving technology has not yet reached its potential and that prescriptive legislation would institutionalize existing technology, suppressing innovation.

## Architect Named Senator

Loyal Lang, AIA, city architect for Portland, Ore., since 1968, has become the first architect to serve in the Oregon legislature. He has been appointed to the Oregon Senate, replacing Keith Burns who resigned to become executive assistant to Gov. Robert Straub.

Lang, who was selected by the Multnomah County Board of Commissioners to fill Burns' remaining two-year term, was quoted in the local press as saying that he would "continue to be a strong advocate for local government and urban affairs." Long associated with environmental programs and land-use planning concerns, he has been active in Democratic party affairs since the 1950s.

He was in private practice in Portland from 1946 to 1968. He serves on AIA's committee on architects in government.

## Antitrust Actions Against NCARB Are Dismissed

Three of four claims in a triple-damage antitrust suit brought against the National Council of Architectural Registration Boards and six state registration boards by the Bank Building & Equipment Corp. of America were dismissed by the U.S. District Court in Washington, D.C.

The St. Louis-based design/build firm, which operates nationally, charged that the Sherman Act had been violated by alleged discriminatory registration standards and procedures and that NCARB and the state boards of Georgia, North Carolina, Ohio, Oregon, Texas and West Virginia had "unlawfully conspired" to deny or delay the registration of architects in the firm's employ.

The firm contended that design/build and construction management firms are categorized by NCARB and the state boards as "contractors" and that because of NCARB rules, architects in the employ of contractors are arbitrarily limited in the amount of experience credits that they can accumulate for licensing.

Carl M. Sapers, NCARB general counsel, is quoted in *NCARB News* as saying that while in the dismissal of the three claims the court relied in part on "a number of technical defects in Bank Building's pleadings," the court rulings are of "general importance to the operation of NCARB and its member boards." For example, the court held that no antitrust claim could be maintained against NCARB member boards because their activities constitute "state action." The court ruled as well that NCARB is protected under the First Amendment for the setting of practical experience standards for its own use and for its advocacy of them for state boards.

Recognizing that architecture is a "learned profession," the court held that agreement among members of the profession "concerning appropriate educational and experience standards did not constitute a combination or conspiracy in restraint of trade within the meaning of the antitrust acts."

Relative to the fourth claim, which was

*continued on page 24*



# Versatility.

## Because an office building is more than just offices.



If the entire office building you're about to carpet were made up of only inner offices, just about any carpet fiber would do. After all, an inner office doesn't demand much of a carpet. It doesn't receive much traffic or excessive soiling, and has no really unique requirements. But the fact is that your office building isn't made up of just inner offices. It houses computer rooms, restaurants, board rooms, executive suites, reception areas, cafeterias and sunlit lobbies. For these areas with their unique carpeting requirements, *not* just any carpet fiber will do. They demand a versatile carpet fiber, one that has the performance features to meet all their requirements. And Acrilan<sup>®</sup> acrylic fiber by Monsanto *is* such a versatile fiber.

Acrilan<sup>®</sup>Plus carpets meet the requirement for a luxurious and impressive appearance in board rooms, executive suites and reception areas. They offer great styling capabilities, a range of vivid colors, resilience, soil resistance and ease of maintenance.

Acrilan<sup>®</sup>2000+ carpets meet the low static build-up requirement of

computer rooms so now those rooms can have the benefits of carpeting without the risks. Acrilan<sup>®</sup>2000+ carpets have an extremely low propensity to voltage build-up without using conductive fibers in their face fabric. Their voltage build-up is so low that they only need a conductive system in the backing in order for them to be used around sensitive computers. No other fiber can be used so successfully in a delicate computer environment.

Acrilan<sup>®</sup>2000+ carpets satisfy the requirements of restaurants and cafeterias. In fact, Acrilan<sup>®</sup>2000+ carpets are better than any others for areas subject to excessive and stubborn food soiling and staining. The reason is their great cleanability. Acrilan<sup>®</sup>2000+ carpets are made of solution-dyed fiber and so, are extremely colorfast. As a result, harsh chemicals can be used to clean stubborn stains without destroying the color. When backed with a man-made backing, Acrilan<sup>®</sup>2000+ carpets aren't even faded by 100% bleach.

Acrilan<sup>®</sup>2000+ carpets also have the lightfastness to withstand all the sun

a windowed lobby has to give and still come through with glowing colors. Literally. In fact, Acrilan<sup>®</sup>2000+ carpets are 35 to 50 times more lightfast than the industry standard.

Take another look at your office building. Then take a look at Acrilan. For restaurants, for board rooms, for sunlit lobbies, for computer areas... Acrilan<sup>®</sup> acrylic fiber has the versatility to meet their unique requirements. And if it can do all that, think what it can do for an inner office.

**Acrilan<sup>®</sup>**  
the ability fiber



**Monsanto**

Monsanto Textiles Company  
320 Interstate North Parkway  
Atlanta, Georgia 30339 (404) 434-4949






# In Atlanta, too, security against fire and wind damage starts on the roof with Permalite Pk

Permalite Pk perlite/urethane roof insulation combines the fire resistance of perlite with the superior insulation of urethane and provides everything you want in *one* insulation board. Permalite Pk affords more insulation with less thickness and saves both fuel and mechanical costs. It meets requirements for UL and FM ratings not possible with urethane alone. It's favored by insurance people because it provides the way to use urethane on a metal roof deck and get an acceptable fire rating. That takes care of fire. How about wind? When fastened with GREFCO's new Perma-Fastner™ roof

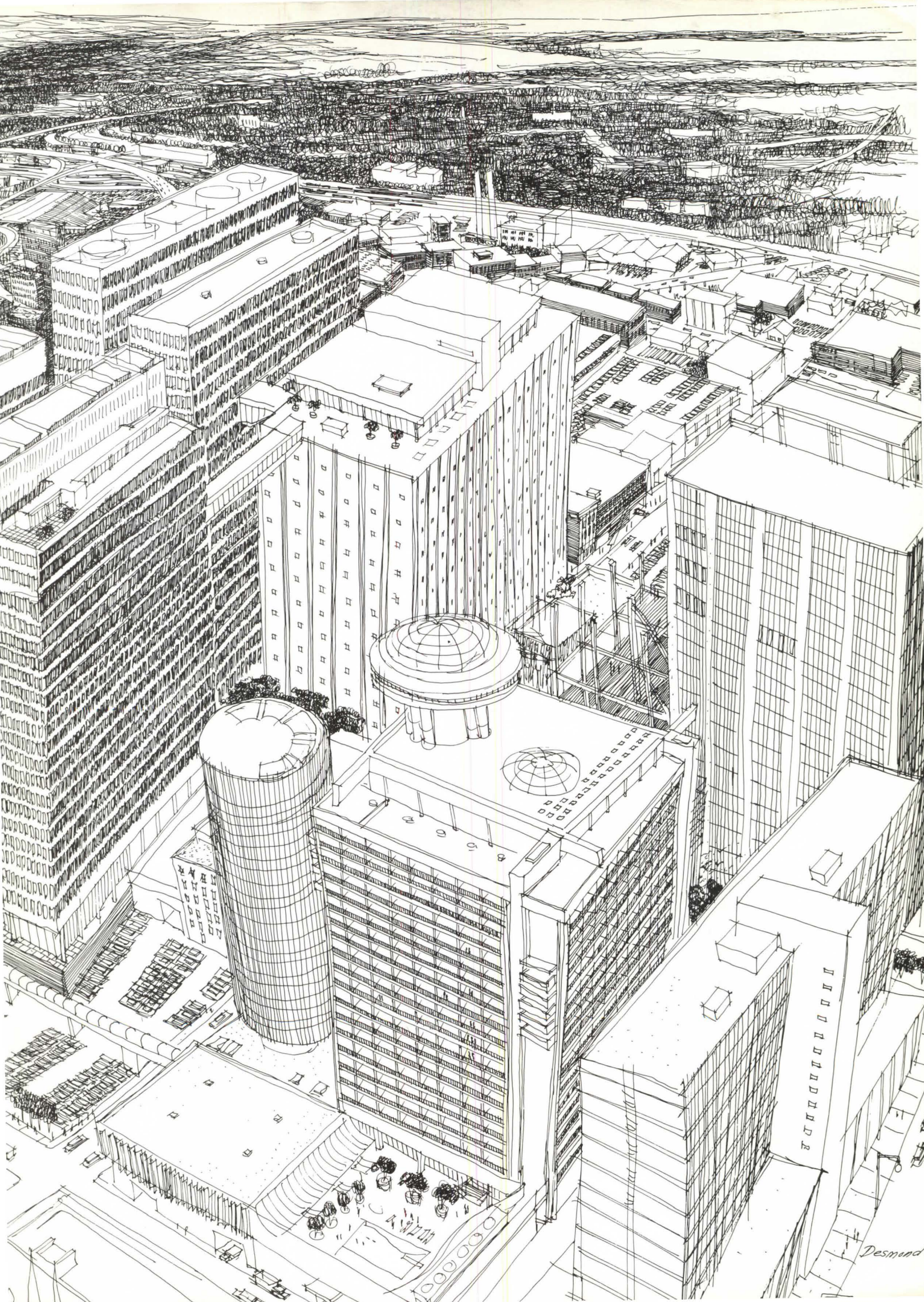
insulation attachment system, Permalite Pk or other FM-approved rigid roof deck insulations meet Factory Mutual System Class 1 Insulated Steel Deck Construction Requirements for wind uplift with *fewer fasteners* than with any other system. That takes care of wind! For complete information about the savings and security provided by Permalite Pk insulation and the Perma-Fastner System, write Building Products Division, GREFCO, Inc., 2111 Enco Drive, Oak Brook, Illinois 60521 • (312) 654-4500

 A subsidiary of General Refractories Company.

**Permalite Pk** RIGID ROOF INSULATION / **perma-fastner**™ Roof insulation attachment system

Circle 11 on information card





Desmond



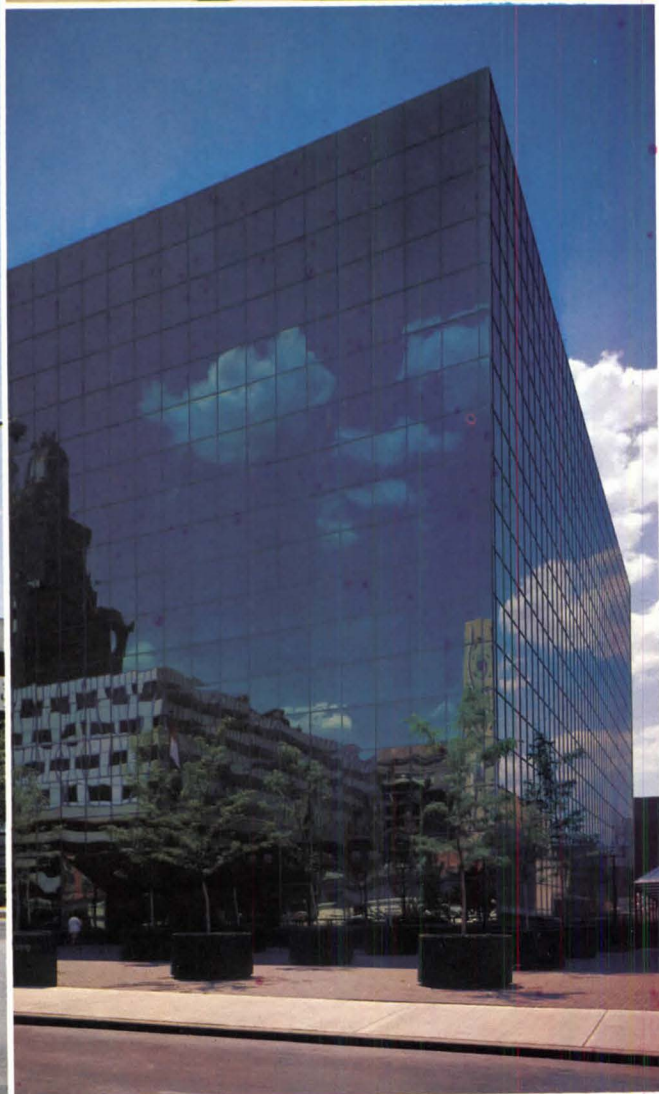
# WE SHOWED TH



Executive Plaza, Kansas City, Missouri. Owner: Tower Properties Co. Architectural Firm: Hellmuth, Obata & Kassabaum, Inc.  
Mechanical Engineers: Herman Blum Consulting Engineers, Inc.



# EM IN MISSOURI.



## INSULATION YOU CAN SEE THROUGH, FROM LOF.

They liked what they saw because it not only looked beautiful, but it saved energy and money, too.

### **\$79,067 SAVED IN INITIAL A/C HEATING COSTS.**

In fact, by choosing LOF high-performance Vari-Tran® in Thermopane® units over single-pane bronze tinted 1/4" glass, Kansas City's Executive Plaza owners saved \$79,067 in initial heating and air conditioning costs. The extra cost of this high-performance glass was more than recovered in energy-dollar savings (life cycle costing).

### **PEAK LOAD REQUIREMENTS REDUCED.**

When compared to tinted glass with medium drapes, this LOF high-performance glass (with no drapes) reduced peak cooling load requirements by almost a million BTUH. It also reduced peak heating load requirements by over one and one-half million BTUH.

But Vari-Tran did more than just make Executive Plaza figures look impressive. It gave building tenants a comfortable working environment. And it showed Kansas City just how beautiful an energy-saving building can be.

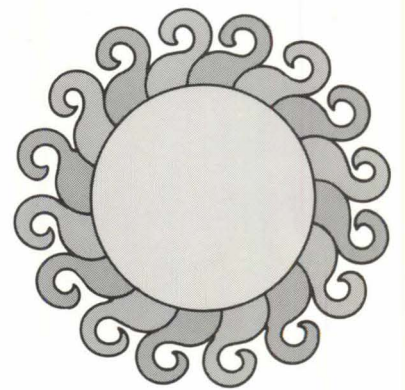
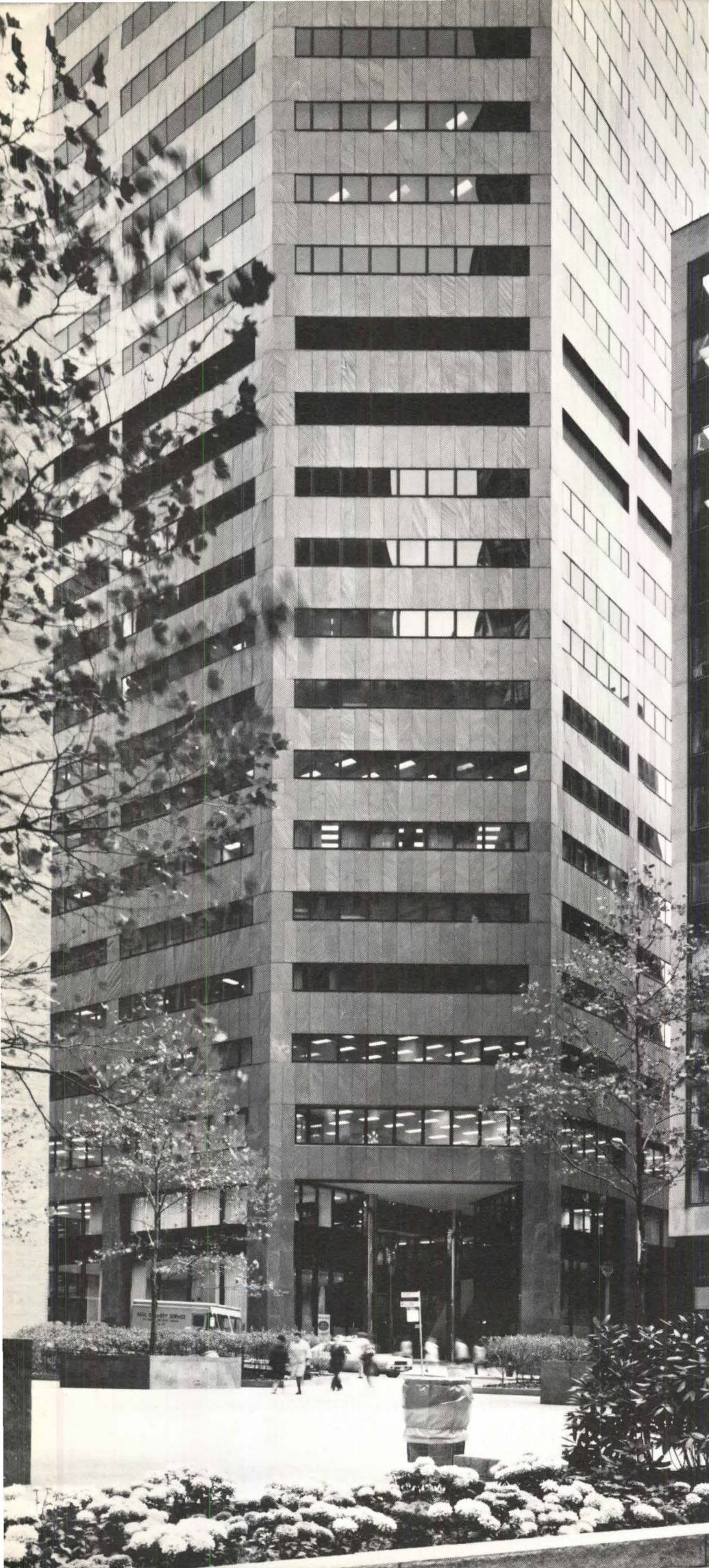
### **LOF CAN HELP YOU.**

After all, LOF has been bringing you glass for storm sash for over 40 years, Thermopane insulating units for over 30 years, and Vari-Tran coating since the mid-'60s.

If you want to save energy dollars with the right glass, one of our highly qualified architectural representatives will be glad to help you. Or you can write Libbey-Owens-Ford Company, 811 Madison Avenue, Toledo, Ohio 43695.

# LOF





*An ever-changing panorama  
of natural texture changes  
as the sun goes around.  
Truly, the perfect balance  
between architecture  
and nature.*

## **Natural Buckingham Slate®**

**The Award-winning  
100 WILLIAM STREET  
building in Manhattan**

**Architects:** Davis Brody & Associates  
and Emery Roth & Sons

**Owner-builder:** Sylvan Lawrence

**Supplier:** Domestic Marble & Stone  
Corporation

**Photo:** Robert Gray

The fine design of this stately building is well executed in the rich individuality of Buckingham Slate. Fine grained density, hardness and soundness assure unfading permanence. Natural qualities conserve heating and cooling energy... saving big dollars of fuel costs. Maintenance free durability saves even more long-term dollars. Available in both interior and exterior paneling, flooring and paving. Write or call for information or see our catalogs in Sweet's Architectural Files or B.S.I. Stone Catalog.

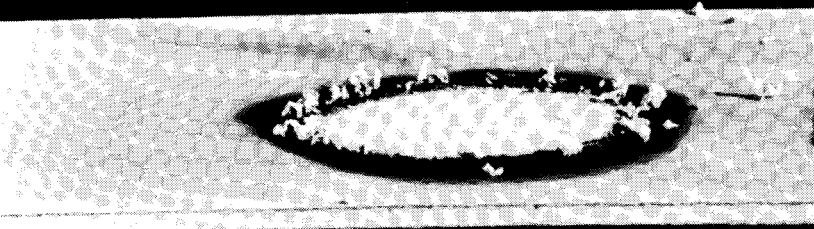
 **Buckingham-Virginia  
Slate Corporation**  
4110 Fitzhugh Avenue  
Richmond, Virginia 23230  
Telephone: 804/355-4351

Circle 13 on information card

Circle 14 on information card



# How does Georgia-Pacific gypsum sound deadening board stand up against fire?



G-P 1/4 " gypsum sound deadening board.



Typical 1/2 " wood fiber sound deadening board.

Flame: Oxyacetylene, #7 Brazing tip.  
Temperature: 1700° F.  
Distance: Seven inches, tip to surface.  
Time elapsed: 3 minutes.

## See for yourself!

During and after construction, flames from electrical, steam-pipe started, and other fires can spread within finished walls. And that can cost you plenty.

But, as our demonstration proves, Georgia-Pacific gypsum sound deadening board resists flame. And the finished system, which is 1/2" thinner than a wood fiber system, insulates against sound just as effectively.

Want some sound advice on sound deadening systems? Specify Georgia-Pacific gypsum sound deadening board. And send for our free booklet **SOUND ADVICE**. Georgia-Pacific Corp., 900 S.W. Fifth Ave., Portland, Oregon 97204. Write today!

**Georgia-Pacific**



The Growth Company  
Portland, Oregon 97204



Going On from page 16

not dismissed by the court, it was held that there was no question of federal laws involved and that the claim, which related to the supervision of state boards, should be submitted to state courts.

## AIA Testifies for Federal Land Use Legislation

In recent testimony before the House subcommittee on energy and the environment, AIA expressed its support of the Land Use and Resource Conservation Act of 1975 (HR 3510). John Hartray, AIA, chairman of the Institute commission on environment and design, told the subcommittee that "although this legislation does not go as far as we would like, it does

have our strong support as an important step toward state leadership in land use and resource management." The legislation, Hartray said, is in the "new tradition of legislative activity reflecting a growing desire by the American people to exercise enlightened stewardship over their finite natural resources."

Hartray said that a balanced land use planning approach in the states is required and that only the states can exercise the leadership necessary to deal effectively with the problems of both metropolitan and rural areas.

Hartray said that "general revenue sharing and special community development revenue sharing have further entrenched parochial interests which constrain solutions to metropolitan growth and development problems. The funda-

mental question has not yet been answered: Does state government have a responsibility to use its leverage in our rural and metropolitan areas to insure national objectives?"

In previous statements on land use legislation, Hartray told the subcommittee, AIA "argued strongly that sanctions should be employed against those states which did not comply with certain requirements (such as governmental reform in metropolitan areas) within a reasonable time." AIA suggested such sanctions as the withholding of a portion of federal highway, water conservation and even general revenue sharing funds, said Hartray. In spite of the fact that AIA still favors sanctions, it supports the land use act "as a start toward defining the very serious development and conservation issues facing this country in both rural and urban areas."

## GSA Issues Energy Guide For Existing Buildings

The General Services Administration recently released a document titled "Energy Conservation Guidelines for Existing Office Buildings." It is a companion to the document released last year on energy conservation in new buildings. GSA sets a goal of 75,000 Btu per gross square foot per year as the consumption rate of any remodeled building under its administration; that for new buildings is set at 55,000 Btu per gross square foot per year.

There are about 10,000 GSA-controlled buildings in the agency's ongoing modernization program, and designers who are remodeling such buildings will be required to use the performance-oriented guidelines set forth in the recent document. GSA expects that application of the recommendations will result in 20 to 30 percent energy savings.

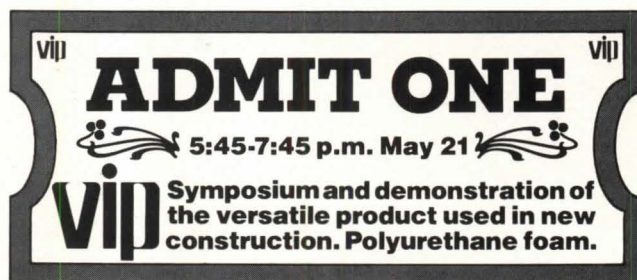
The AIA Research Corp. acted as consultant to GSA architects and engineers in the preparation of the guidelines. Copies may be bought for \$2 at GSA centers.

## GSA Conducting Second Design Awards Program

A second biennial design awards program to honor design excellence in federal construction projects is now underway under the sponsorship of the General Services Administration. Arthur F. Sampson, GSA administrator, says that the 1975 program has been widened "to reflect GSA's concern with improving the man-made environment."

Entries may include "new facilities, renovations and alterations, systems, barrier-free design, graphics, fine arts, historic preservation, research and manage-

*continued on page 29*



**An AIA convention side event.  
Presented especially for architects.**

Make your reservations now to attend this 2-hour symposium and demonstration for the use and application of polyurethane foam. There'll be briefings by Art Chivvis, chairman, Safety Committee, Society of Plastics, Inc.; Ray Clausen, president, Urethane Foam Contractors Assn.; and J. A. Moore, Union Carbide Corp. The spraying and coating demonstration will take about 30 minutes. And there'll be a question and answer session.

Cocktails and hors d'oeuvres will be served.

Transportation to and from the Civic Center and the Regency Hyatt House will be provided.

There's no need to tear out the ticket above. Send in the coupon below and we'll send you one.

**vip** Yes, I'd like to attend the Symposium on polyurethane foam. Please reserve a space for me.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mail to:  
Ivan Morales, V.P.  
VIP Products Div.  
Warth Paint Company  
7245 N.W. 43rd St.  
Miami, Fla. 33166  
Or call: (305) 592-6045

(Late reservations can be made during convention at the VIP Booth #97. However, we'd appreciate hearing from you sooner so that we may complete our arrangements.)



# Computer-Controlled HVAC System Helps Cut Energy Usage in Glass-Walled Office Building

Just when conservationists are turning an increasingly critical eye toward glass-walled structures, a new Chicago office building in the classic mirrored style of Mies van der Rohe comes out best in an energy-use study.

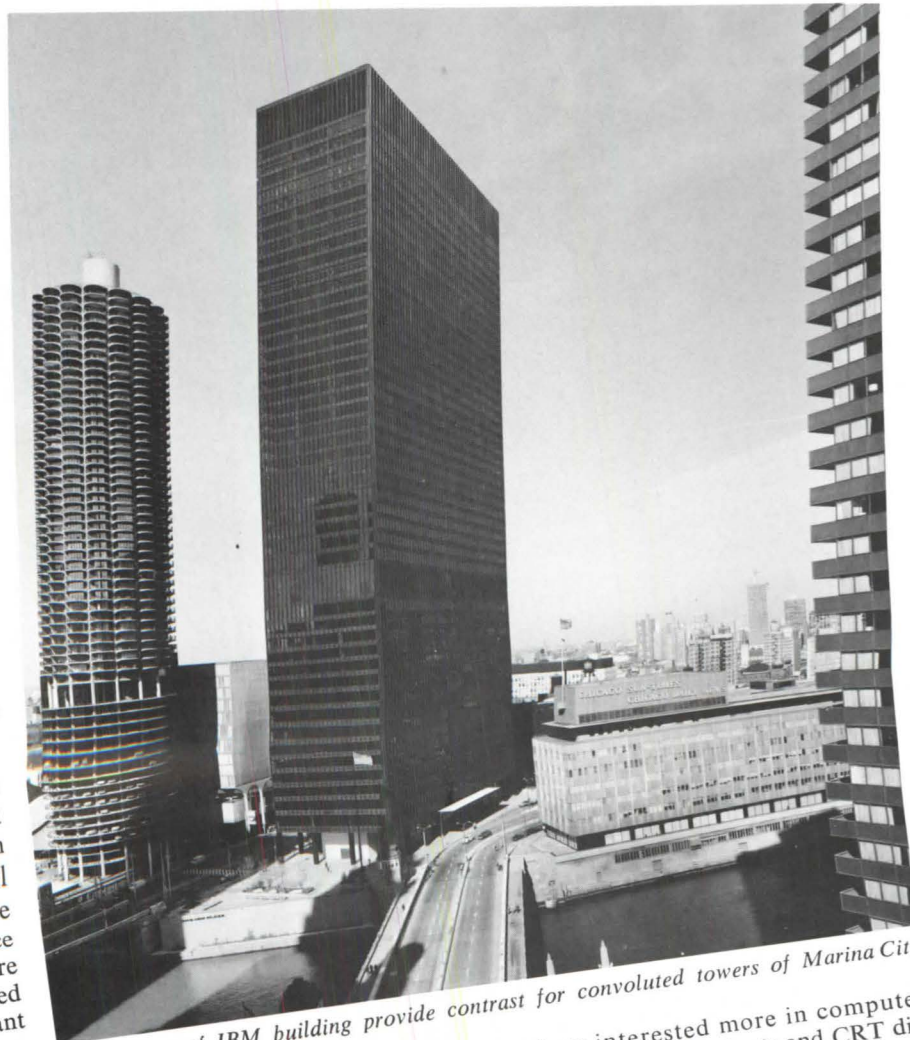
**Chicago, Ill.** *It's very important to recognize that you can't invent a new architecture every Monday morning.*

Former students of Ludwig Mies van der Rohe remember this bit of advice as one of their renowned professor's favorites during his tenure at Illinois Institute of Technology. His object was to caution those future architects against the follies of endlessly pursuing change for change's sake. It was better, he felt, to stay with a chosen style and develop it to perfection.

The IBM building here is the final piece of evidence that Mies practiced what he taught. The last project begun by his design firm while he was still alive, it demonstrates the remarkable consistency of his work and of his office buildings in particular. All of these are polished thick slabs of bronze-tinted glass and metal with the same brilliant attention to detail that won such acclaim for his first such effort. That was the Seagram's tower in New York designed over two decades ago.

**Mies Mold.** The IBM building is unmistakably from the mold of Mies van der Rohe. True to the professor's counsel, no new architecture has been invented here. Yet it features a new type of curtain wall and a computer-controlled electric HVAC system that give the all-glass concept relevance for today's most critical design requirement: energy conservation.

Largest of the office buildings owned by IBM, this unit stands on a 1.6-acre site on the north bank of the Chicago River. It is just a few hundred yards west of a classic landmark, the Wrigley building, on elegant Michigan Avenue. The 52 stories rise 670 feet above street level in a purely rectangular form



*Spare lines of IBM building provide contrast for convoluted towers of Marina City.*

measuring 125 feet by 275 feet at the base. It occupies approximately 50 percent of the site, the rest of which is given over to a landscaped plaza. The building is entirely supported on free-standing steel columns which permit airy see-through effect for the glass-enclosed lobby. Vertical transportation is by means of 32 high-speed elevators. A bank of escalators leads from the lobby level to the employees' cafeteria on the second floor.

**Popular Stop.** It would not be unusual to report that the IBM building has become a favorite stopping place for those who admire lines, angles, vistas and skillful blending of materials. That is the case, of course, but in recent months these types have been joined by

others interested more in computer readouts, demand charts and CRT displays, all of which help document a remarkable record of energy management.

"We surprise a lot of people," says William J. Abraham of Scribner & Co., a management firm that operates the building for IBM. "Usually it's assumed that any structure with lots of glass is hopelessly out of tune with conservation objectives. This need not be true as we are proving here."

Bill Abraham's claims are based on the results of an energy-use study conducted by the Chicago Building Managers Association. The group selected thirteen major office buildings in the city, each with differing combinations of distinguishing features including age,

*...giving recognition to the efforts of architects and engineers on behalf of resource conservation.*



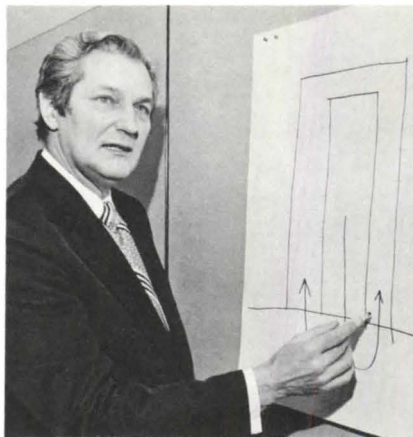
**In the three coldest months of the '73-'74 heating season, the IBM building used 42 percent fewer Btu per square foot than the average of the thirteen structures surveyed.**

number of stories, types of construction, energy source and HVAC system design. As an example of the diversity of the sampling, glass areas ranged from less than 25 percent of gross exposed wall area to above 75 percent; window types varied from operable single thickness/single glazing to fixed double thickness/double glazing. The managers furnished data on the total energy\* consumed in each building in the three coldest months of the 1973-74 heating season. These figures were then averaged to show energy use on a monthly basis.

In the final tabulation of results the IBM building with 11,765 Btu per square foot per month (based on gross area) scored best. In contrast the building with the highest energy use consumed 26,678 Btu per square foot per month. Average for all 13 buildings was 20,369 Btu per square foot per month.

**Taking No Bows.** While immensely pleased with their building's showing in the energy study, the principals do not picture themselves as winners of a conservation competition. The planning

*\*Including that for business machines and equipment of all kinds.*



*Building manager William Abraham produces surprises for a large group of people by manipulating the HVAC system.*

process began almost eight years ago before energy became a national concern. Therefore, they admit, the building wasn't designed for conservation per se; it just turned out that way because of the owner's characteristic interest in economy of operation.

"The IBM people were familiar with what we had done in the office building field," recalls Bruno Conterato, senior partner in The Office of Mies van der Rohe. "Thus, from the moment they gave us the assignment, they had a pretty good idea of what the building would look like when it was finished. There never was any thought about starting off in a new direction. The job was to reconcile our design philosophy with the client's operational require-

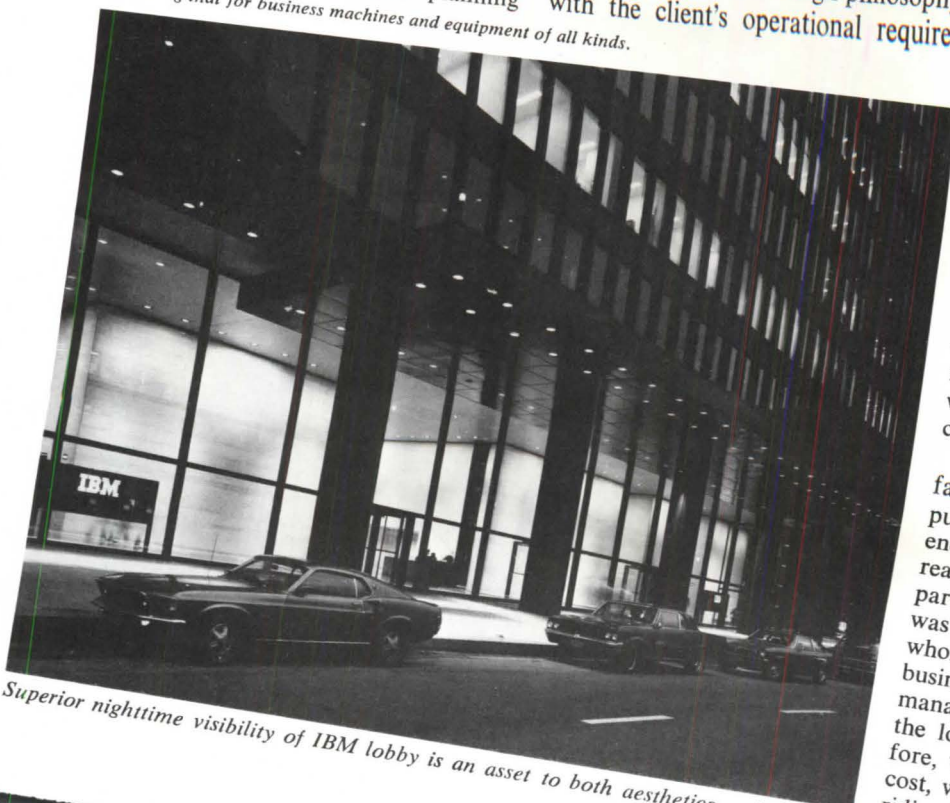
ments." Obviously, those operational requirements would include the special environmental needs of IBM's principal product line, electronic data processing equipment.

Computers are sensitive to the extremes of temperature and humidity and the presence of dust. In the case of the high-speed magnetic tape devices used in quantity in modern computer installations humidity is an especially critical factor. There are optimum levels of humidity that minimize the adherence between adjacent layers of mylar films and, thus, facilitate reeling and unreeling of tape. In Chicago's cold, dry winter, power humidification is essential.

**Computer-Ready.** In typical glass-walled buildings it is customary to install computer hardware in specially constructed environmentally controlled rooms. All four walls of such enclosures are located some distance in from the perimeter. The intent is to contain humid air and reduce the possibility of condensation on cold window glass in wintertime.

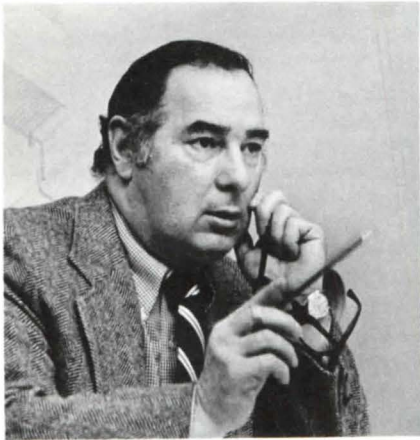
In this case the designers elected to make the entire building environmentally compatible with the requirements of computers, thereby lessening the need for erecting walls within walls. They were anticipating more than average data processing activity not only by the owner but by the computer-oriented tenants it was likely to attract. In terms of design specifications, this indicated that the HVAC system had to have capability for wintertime humidification which, in turn, made it advisable to use double glazing throughout. Double glazing would mean lowered heat gains and losses while humidification would provide occupant comfort at a lower room temperature than needed if relative humidity levels were allowed to drop to the 10-15 percent range usual in Chicago buildings. Thus was the groundwork laid for energy conservation.

It could be said that, in effect, the fact that the building was to be computer-ready helped bring about the energy savings that were eventually realized. Architect Conterato agrees in part. "But probably more important was the underlying character of the whole project. It was to be a sound business investment by a brilliantly managed firm that would be in it for the long term. Operating cost, therefore, was of as much concern as first cost, which might have been the overriding factor if this were a speculative building."



*Superior nighttime visibility of IBM lobby is an asset to both aesthetics and security.*





Architect Bruno Conterato found an early route to the world of energy conservation through an antecedent of life-cycle costing.

**Something of Value.** In keeping with the aims of the owner, Conterato and his associates were guided by what he says used to be called "value engineering." With this approach design options are selected on the basis of total owning and operating costs, not selling prices. Conservationists are now urging value engineering concepts even on speculative builders under a new name, "life cycle costing."

Among the results of value engineering was the design of a special window system. This was done because the overall effectiveness of double glazing is so dependent on the integrity of its supporting framework. Imperfectly fitted and constructed mullion assemblies can negate the energy-saving benefits of the glass because of air infiltration and heat transfer through metal.

The architects had learned from experience that for a building of this size the choice of components is not limited to standard items from manufacturers' catalogs. Quantities involved are sufficiently large to justify custom designs and special production runs. This made it all the more feasible to obtain a premium window system with tightly fitted sections of heavyweight aluminum. Most important were the thermal shields of 1/4-inch-thick rigid extruded vinyl inserted between inside and outside parts of the mullion assembly.

**HVAC Systems.** Space conditioning is by means of water (two-pipe) and air (single-duct) supplied from three central equipment rooms in a subbasement and on the 13th and 39th floors. In the perimeter spaces the system terminals are cabinet-type air-water induction boxes installed beneath the windows. The water valves in these units are controlled by local thermostats. Core spaces are served by air distribution boxes mounted above the ceiling and equipped

with water reheat coils. Local thermostats regulate the flow of water through the reheat coils.

Two conventional 2500-ton centrifugal chillers provide primary cold water to the main supply fans and secondary cold water to the terminal units. A third chiller, rated at 1500 tons and having a double-bundle condenser, supplies hot and cold water simultaneously. This machine operates as a heat pump, recovering heat from spaces that are overly warm and transferring it to spaces that are too cool. This energy transfer is sufficient to offset all heat loss from the building except in extremely cold weather when supplementary heat can be drawn from a battery of seven electric boilers. These units also generate steam for humidification.

**The Manipulators.** Energy consumption in the building has dropped to its present low level from an average high of 17,500 Btu per square foot per month recorded in its first winter. Bill Abraham says the improvement was achieved step-by-step and was possible only "because the designers gave us a versatile system that our operations people can manipulate." And flexibility was, indeed, basic in the choice of systems confirms Robert Salinger of C. F. Murphy Associates, who were joint-venture architects and engineers on the project.

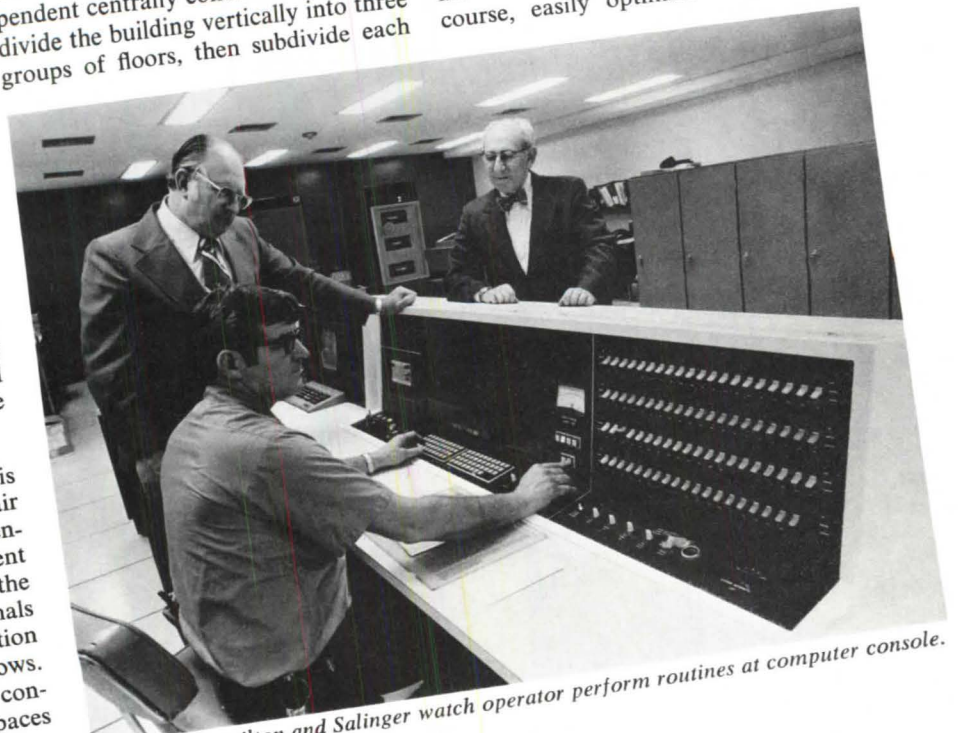
"To provide HVAC flexibility in this case, we are using both air and water as distribution media. Added to that fact is the large number (24) of independent centrally controlled zones. We divide the building vertically into three groups of floors, then subdivide each

group into four parts according to exposure and, further, into interior and perimeter sections. For each zone we can control water temperature, primary air temperature and humidity, and the percentage of outside air mixed with primary air."

**Matchmaker.** In a HVAC system of this scale, the amount of energy consumed at a given instant depends on the precise numerical values of literally hundreds of factors. Some are external to the system: weather conditions, position of the sun; atmospheric conditions; comfort preferences of occupants; etc. A great number more are internal, such as fan speeds, temperature of primary and secondary water, and damper positions in the ventilation air inlets.

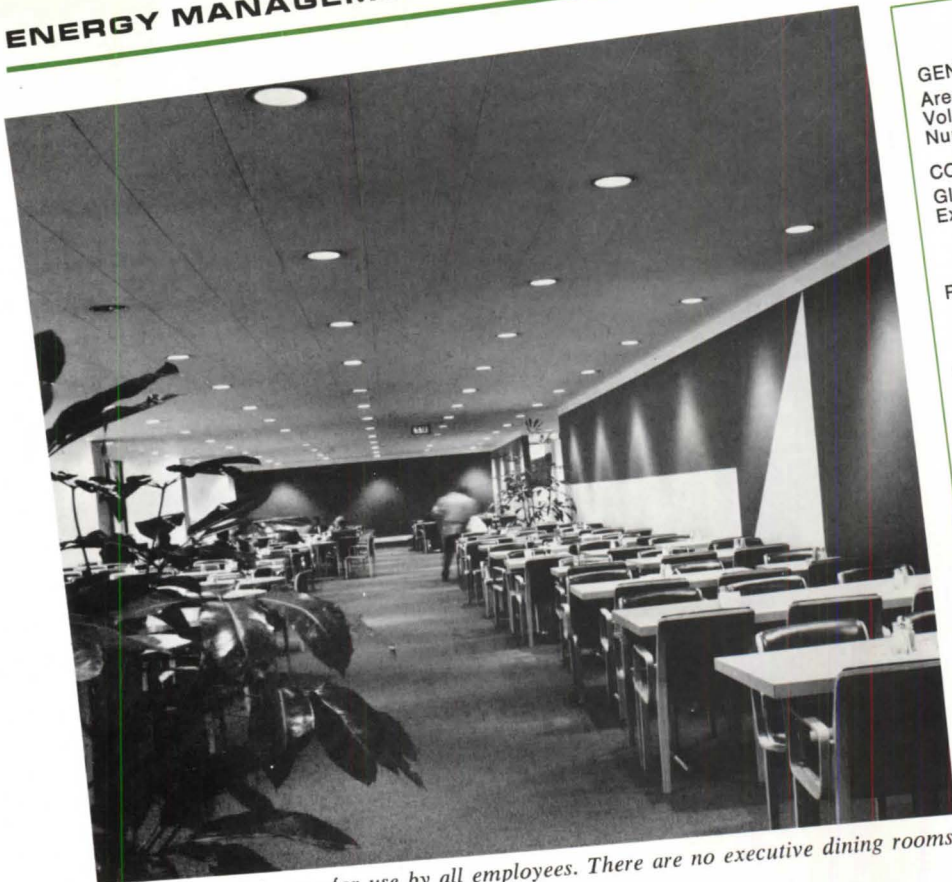
There are definite relationships between internal and external variables that lead to optimum energy use. Stated another way, there is for every possible combination of external conditions a corresponding set of ideal internal operating conditions that permit the HVAC system to do its job while drawing a minimum of electric power. Energy management in its fullest sense means maintaining a constant match between actual operating conditions and the ideal. In the IBM building the matchmaking process is greatly simplified by use of the computer.

**Dynamic Lack.** Although the term "computer control" conjures up visions of equation solving and complex mathematical exercises, such things are not involved here. A computer could, of course, easily optimize a system by



Engineers Hamilton and Salinger watch operator perform routines at computer console.





Cafeteria facilities are for use by all employees. There are no executive dining rooms.

working out its equations no matter how numerous or complicated. But at the present state of the art there is much yet to understand about HVAC system dynamics. Many of the mathematical relationships among system variables that have been written up to now are empirical and sometimes inconclusive.

"That is why we have relied so heavily on the day-to-day working experience of our building engineers," says Marvin H. Hamilton, operations manager for Scribner & Co. "We have programmed the computer with the benefits of that experience. Every time we discover we can save a few kilowatts by, say, dropping a temperature somewhere in the system or tightening up on a damper, that finding goes on permanent record in the data bank."

Every few minutes the computer reads the sensors that measure conditions throughout the system and in the rooftop weather station. The accumulated mass of data is recorded and compared against tables of information held in the data bank. From this comparison the computer determines what the appropriate control settings should be based on past experience. The computer then checks the actual control settings and automatically corrects them as needed. If the controls do not respond, the computer prints out an alarm status report informing the human operator to investigate.

"However, we don't ever visualize locking the cabinets and letting the computer run things unattended," says Hamilton. "The learning process goes on and we still expect to find more ways to make the system work better and for less."

**Icy Spectre.** Pondering the future of glass-walled buildings in the age of conservation, architect Conterato sees change coming but expects it to be evolutionary rather than revolutionary. "As is obvious from the record here, glass can become a more relevant material just through refinements in current practices. We haven't begun to exhaust all of the possibilities for energy management in the types of structures we're familiar with right now."

None of this is to say that the faces of buildings won't change at all. In addition to whatever else is done, designers will still have to consider making "visual commitments" to conservation. The point is that future buildings may have to be designed not only to

## DESIGN SUMMARY

### GENERAL DESCRIPTION:

Area: 1,835,000 sq ft  
Volume: 24,000,000 cu ft  
Number of floors: 52

### CONSTRUCTION DETAILS:

Glass: double  
Exterior walls: double-glazed window units with extruded aluminum mullions, 1/4"-thick polyvinyl thermal barrier; U-factor: 0.25  
Roof and ceilings: built-up tar and gravel on 1" rigid insulation (R-4) over concrete deck, suspended acoustical tile ceiling; U-factor: 0.1  
Floors: concrete slab  
Gross exposed wall area: 542,000 sq ft  
Glass area: 350,000 sq ft

### ENVIRONMENTAL DESIGN CONDITIONS:

Heating:  
Heat loss Btuh: 52,000,000  
Normal degree days: 6400  
Ventilation requirements: 400,000 cfm  
Design conditions: -10F outdoors; 70F indoors  
Cooling:  
Heat gain Btuh: 70,000,000  
Ventilation requirements: 400,000 cfm  
Design conditions: 95F dbt, 75F wbt outdoors; 78F, 50% rh indoors

### LIGHTING:

Levels in footcandles: 75-125  
Levels in watts/sq ft: 3-6  
Type: fluorescent

### CONNECTED LOADS:

Heating & Cooling (6500 tons)	22,500 kw
Lighting	8,180 kw
Cooking	310 kw
Air Handling	7,048 kw
Elevators	3,162 kw
Other	<u>2,862 kw</u>
<b>TOTAL</b>	<b>44,062 kw</b>

### PERSONNEL:

Owner: IBM Corporation  
Architects: The Office of Mies van der Rohe  
C. F. Murphy Associates  
Consulting Engineers: C. F. Murphy Associates  
Managing Agents: Scribner & Company  
General Contractor: Paschen Contractors, Inc.  
Electrical Contractor: Comstock Elec. Contrs., Inc.  
Mechanical Contractor: Economy Mech. Industries  
Utility: Commonwealth Edison Company

save energy but also to give the appearance of doing so—if only to avoid being suspected of waste. Mullions could be widened, for example, and window height reduced. In any case, there is reason to believe that visual commitment can be achieved without totally sacrificing aesthetics and without surrendering to the windowless spectre of what some architects call an "igloo psychology."

## ENERGY MANAGEMENT PROGRAM

Conservation & Energy Management Division  
**EDISON ELECTRIC INSTITUTE**  
90 Park Avenue, New York, N.Y. 10016



Going On from page 24

ment," with projects limited to those successfully bid or where construction was begun before Dec. 31, 1974.

Walter A. Meisen, AIA, acting commissioner of GSA's public buildings service, says that the amount of time and money required to prepare an entry has been reduced for the 1975 program in order to encourage broad participation.

In March, GSA's 10 regional offices surveyed their areas for qualified candidates to enter the program and mailed announcements of the program's procedures to these prospective entrants. Firms, organizations and individuals are also invited to request announcements about the program by writing to J. Walter Roth, AIA, Chief of Professional Support Branch, Public Buildings Service, GSA, 18th and F Sts. N.W., Washington, D.C. 20405, or by telephoning (202) 343-4615

An interdisciplinary panel will determine award winners in May. Commendations will be presented to winners at a formal ceremony to be held in Washington, D.C., in June.

## California Land Use Experiments Analyzed

AIA's urban planning and design committee is continuing to publicize examples of innovative state legislation which is supportive of the 1972 AIA national policy task force report. Under the aegis of the committee, Richard N. Tager's comparative study of two California laws has been published recently in a pamphlet titled "Environment and Land-Use: Two California Experiments."

The laws analyzed by Tager are the California Environmental Quality Act (CEQA), which the legislature enacted by a considerable margin in 1970, and the Coastal Zone Act, which was passed two years later by direct vote of 55 percent of the California voters, despite "organized developer-oriented opposition."

Both acts, writes Tager, meet certain responsibilities inherent in the emerging ethic "which views the use of land and the preservation and enhancement of environmental quality as inextricably related." Both have "sparked substantial controversy inasmuch as they tend to fetter the traditional prerogatives associated with the institutions of private property and home rule." The underlying purposes of both acts are the same.

As Tager comments, CEQA "established a process without providing for either centralized enforcement responsibility or direct sanctions for noncompliance." The coastal act, however, "centralizes implementation responsibility for, and imposes sanctions, in connection with its operative provisions."

When CEQA was first enacted, says

Tager, "it seemed to be fairly simple, consisting of a broad declaration of environmental policy coupled with what appeared to be little more than a procedural requirement that state and local agencies prepare an environmental impact report (EIR) on any project 'which could have a significant effect on the environment.'"

CEQA, as noted, failed to delegate specific authority to any one agency for issuing guidelines and procedures for EIRs. Although state and local agencies did try to establish their own procedures, "on the whole the law was ignored."

Then, in 1972, the California Supreme Court handed down a decision which caused both developers and local agencies considerable anxiety. The case involved the proposed development of a condominium complex in a ski resort. An asso-

ciation of property owners opposed the project, alleging that CEQA applied to "publicly-permitted private projects and that no EIR had been prepared before the building permits were granted."

The court decided in favor of the association, concluding that CEQA was meant to include "private activities for which a government permit or other entitlement for use is necessary."

Tager writes that developers generally were concerned that if the decision were retroactive, serious economic problems would result because of the "thousands of private projects" which had received building permits without an EIR since the law's enactment. Local agencies were concerned about retroactivity and the funding needed to handle EIRs.

continued on page 94

# FREE!

## New 1975 Finnish Plywood Technical Bulletin

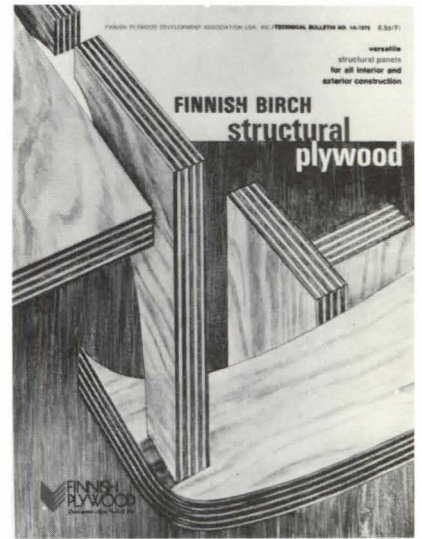
Get the details on applications and advantages of Finnish Plywood for all your structural needs.

- Explains grades, finishes, stress factors, strength and section properties, thicknesses and other engineering and design data for interior and exterior applications.
- Makes general recommendations as to which of the numerous Finnish Plywood products would be correct for the most common structural situations.

For a free copy, complete this coupon or request Technical Bulletin 1A-1975 on your letterhead.

Finnish Plywood Development Assn. USA, Inc.  
210 E. Broad Street · Falls Church, Virginia 22046  
Tel: 703/532-4155 · Cable: FINPLY

Name \_\_\_\_\_ Position \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_





## Specify our fiberglass Gothic Pool or Deluxe Recessed Shower.

Or any of our nine styles in eleven sizes. Everything from an 84" oval pool to a square oriental soaking tub. Or a 32" one-piece replacement shower to a 60" luxury model with a built-in seat. You'll find them all in an assortment of bright, pace-setting colors.

Our line meets the strict standards of the NAHB and receives its coveted label of approval. Fiberglass is economical and easy to install. And when your clients realize you've sold them on a Designer Line fixture that's warm to the touch and easy to keep clean—you might just find *your* name being dropped in the right places.

# Designer Line: A good name to drop when specifying fiberglass bath fixtures.



**NAHB  
RESEARCH  
FOUNDATION, INC.**

The manufacturer warrants that the product to which this label is affixed is warranted against defects in materials and workmanship. This warranty is void if the product is not installed in accordance with the manufacturer's instructions. For more information, contact the manufacturer or the National Standards 2124-1 and 2124-2. This label is not a seal of approval or a guarantee of quality. It is merely a statement of the manufacturer's and periodically reviewed by the Foundation.

**AMERICAN  
STANDARD**  
PLUMBING / HEATING





# LETTERS

**The Subject Is Housing:** The excellent presentation in the Dec. '74 issue of the report of the AIA housing policy task force, including its attractive format, should encourage the wide reading and study that the report deserves.

The task force, headed by David F.M. Todd, FAIA, has produced a sound and comprehensive outline of a policy and, remarkably, has completed it within the time assigned for the task. The report is particularly timely in view of a number of important factors on the national scene: There is the recent Housing and Community Development Act of 1974, just a few months old; the recent appointment of a new HUD secretary, and housing production in relation to the number of households in the nation is at the lowest level in over a quarter century.

Approval by the AIA board is only one step toward giving the report real impact. Undoubtedly, the board and the task force hope to have the membership at large re-

spond with constructive criticism and suggestions for implementation. An important step to be undertaken by the housing committee is a review of current U.S. housing policy in light of this report.

The housing committee welcomes input by members everywhere. The committee has members from all AIA regions and many chapters, and it can logically be a conduit for transmitting members' views to the task force and board.

The task force report, with such modifications as may come out of membership study and action, should serve as a strong framework upon which AIA can build a more detailed program. With collaboration and support from other organizations concerned with America's housing, AIA can supply the dynamic leadership so urgently needed today in the housing field.

*Wallace G. Teare, FAIA  
Chairman, Housing Committee  
Cleveland*

**Defender of Tall Buildings:** It is no wonder that those outside the architectural profession (and some inside) do not take the "architect" too seriously. It seems that architects have gained the reputation of

being pompous dreamers. There are times when I feel that these opinions are justified, and this is one!

I was stunned to read the review of the film "The Towering Inferno" by Dave Clarke in the January issue. I cannot imagine that a person with such an authoritative sounding title as executive director of the Association of Collegiate Schools of Architecture could expound the view that "tall buildings are a bad idea," or, "if you're incapable of designing an inspiring one-story building, then you ought to sell shoes instead."

The absurdity of these statements is obvious. If no tall buildings, where then do all the people go?

Is this the kind of positive thinking the profession needs—just at a time when architects are trying to impress environmentalists, land planners, conservationists and the like with their constructive expertise?

I truly believe that the AIA JOURNAL has made a serious error with the publication of this sort of material; it can only serve to further improve the role of architect—as a subordinate.

*Raymond E. Schenke, AIA  
Jamaica, N.Y.*

## Historic American landmark...preserved, protected by **Cabot's STAINS**

The historic Fairbanks House in Dedham, Massachusetts is reputed to be the oldest wood frame dwelling in America. The beams were pre-cut in England, then shipped across the Atlantic. Skilled carpenters completed the home at its current site in the year 1636. Beautiful in its simplicity, the Fairbanks House was built to last, as indeed it has for more than three centuries. Cabot's Stains, used on its ancient timbers, enhance the Early American design, protect and preserve the wood for generations to come.

*Cabot's Stains, the Original Stains and Standard for the Nation since 1877*



### Samuel Cabot Inc.

One Union St., Dept. 645, Boston, Mass. 02108

- Please send color card on Cabot's Stains.
- Please send Cabot's Handbook on wood stains.



# Answers.

EDWARD GALURA  
**SCHARF & SONS**  
construction cost consultants  
3555 Connecticut Ave. • Washington, D.C. 20015 • 301/652-2622  
Branch Off. 905 Mozart St. • Tell City, In. 47586 • 812/547-7063



Please contact me for a proposal   
Send me more information on how you can help us cut costs

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



## Learning from Atlanta

Atlantans have a civic pride that is at once fierce and effusive. It is not mere boosterism, although it sometimes takes that form; it is more a sense of shared accomplishment.

For the first-time visitor, exposure to this relentless pride can be somewhat off-putting. One hears about low unemployment rates and a steady supply of new jobs in city as well as suburbs; racial integration and the rise of the black middle class; the fealty of a benevolent business community to its city; development averaging nearly \$200 million a year over the past decade; the plentitude of fine neighborhoods, cultural facilities and educational institutions.

And one silently responds, 'but Atlanta is not our most beautiful city, nor most imposing, nor most historic, nor most cosmopolitan—nor is it free of the full range of problems besetting other cities.'

Both the litany of accomplishments and the caveats are valid. But it gradually becomes clear to the visitor what Atlanta is—a uniquely instructive city.

There are lessons in the way Atlanta maintained racial peace in the troubled 1960s, achieved a measure of integration, nurtured its black middle class and brought it into the decision-making process (although one of the lessons may be the limits of paternalism in improving the lot of black poor).

There are lessons in the creative partnership between local government and the business community that has raised Atlanta from regional to a national stature. It is now seeking to go international (at this writing Mayor Maynard Jackson and the chamber of commerce president are leading a drum-beating delegation through Europe). There are also lessons in the strain being placed on this partnership by the political ascension of blacks (now 55 percent of the population) symbolized by Mayor Jackson's election.

Perhaps the most dramatic lessons of all are to be found in Atlanta's downtown, which has, in a word, exploded. As Ada Louise Huxtable wrote a year ago, "This is Instant City. Downtown Atlanta has been built in the last 10 years. What you see in the mile-and-a-half of Atlanta's business heart is what you get: a concentration of totally new office towers, hotels, shopping facilities, landscaped streets, plazas and parks that are a product of the '60s and early '70s—an incredibly unified achievement in an unbelievably short time, when other cities were struggling with piecemeal renewal."

The development of downtown Atlanta has been notable not only for its pace and intensity, but also for the form it has taken. Instead of proceeding building by building, most of the development has been in large multiuse complexes. It is as if the post-war growth of Manhattan had taken the form of a proliferation of Rockefeller Centers instead of isolate towers.

This issue is devoted to examining some of the lessons to be learned from Atlanta, beginning with a pictorial tour of the major new downtown complexes that have given the city its spectacle of a skyline. *D.C.*





**The downtown explosion in progress:** In the '50s (immediate right) Atlanta could scarcely be said to have a skyline. By the late '60s (far right) it had one that was growing with a vengeance and already boasted the South's tallest building (the dark, striped tower left of center).

But there was a lot more to come, as a municipal barker might say. Even the view above, taken last month, must be considered only a progress photograph. For there is currently more than \$1 billion in private construction in progress down-

town, including the 70-story hotel (left center) that already dominates the skyline at just over half its full height.

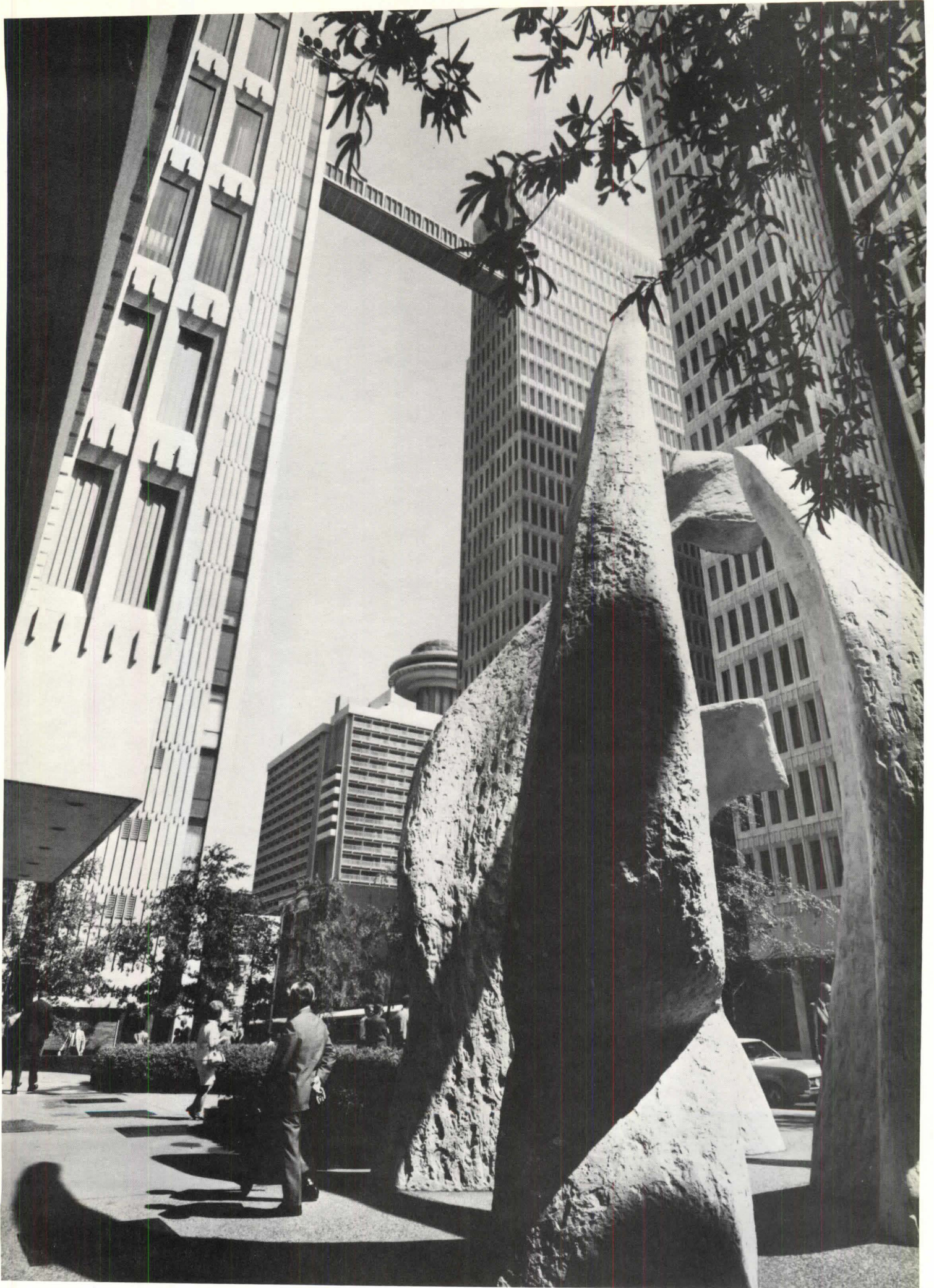
Of course, recession is taking its toll. Vacancy rates are rising and no longer are multibillion dollar new developments announced in the local press almost weekly, as it seemed for a while in the '60s. The next stage in the explosion must await national economic recovery, if, indeed, there is to be a next stage. Atlantans, of course, are confident that there will be.













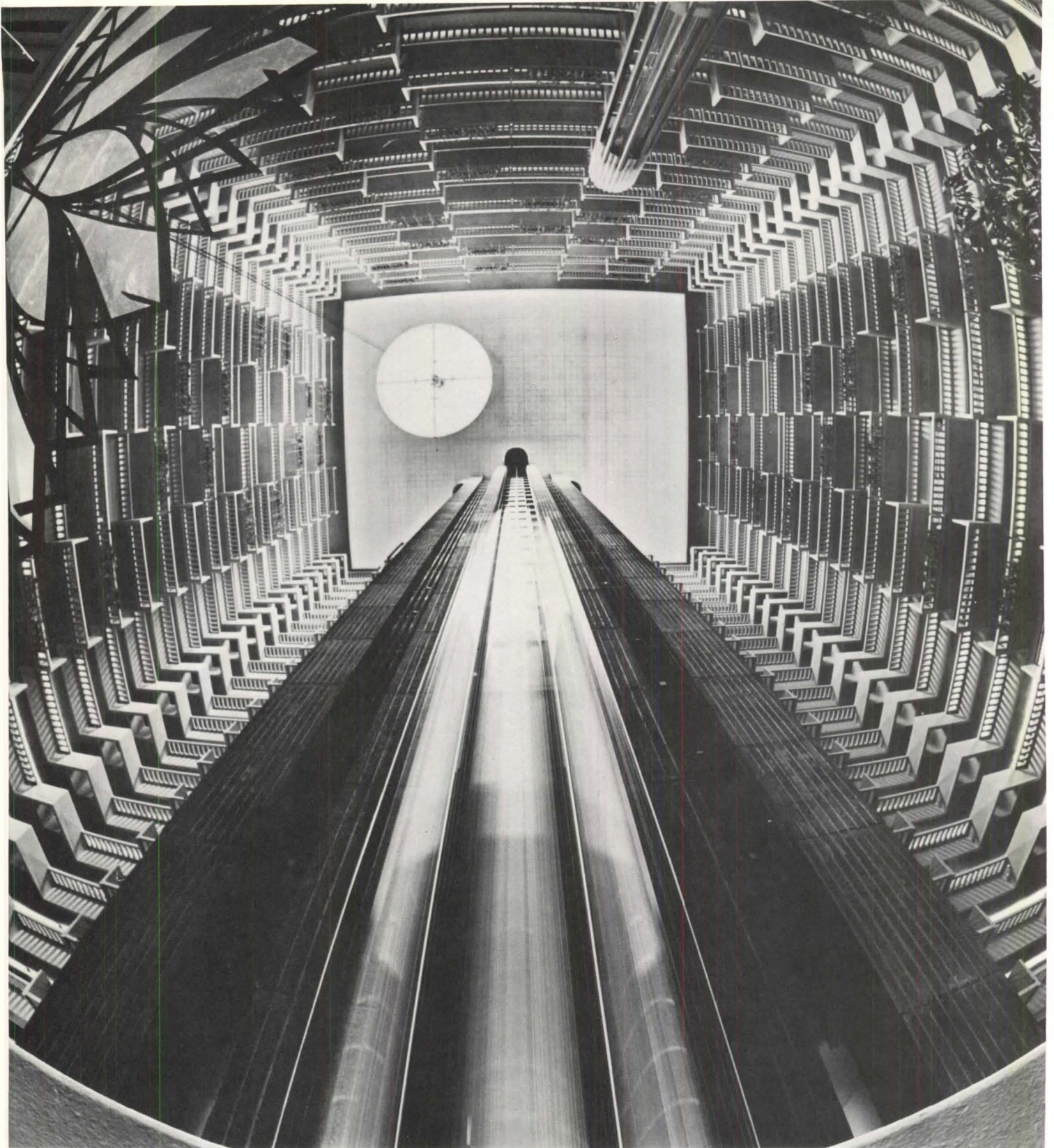


**Peachtree Center**, designed and principally developed by John Portman, was the prototype element of Atlanta's new downtown. Starting with the 1962 Merchandise Mart (the relatively windowless facade above), it has grown steadily ever since and now includes the celebrated Hyatt Regency Hotel and its cylindrical glass addition ( photo center right ) ; four nearly identical office slabs of 22 to 31 stories, with a fifth abuilding; a six-story shopping gallery, and a 1,000-car garage cum bus terminal.

Total area is 10 acres and total investment to date \$200 million. Peachtree Center's contributions go beyond dollars and square footage to include sculpture, public spaces, and, in all, an urbanity which Atlanta had not previously known. For all of its size and sophistication, however, it is a curiously ambiguous presence in downtown, cut through by Peachtree Street and interrupted by pre-existing buildings. And some Atlantans see the shadow of 1984 in the offices' uniform precast facades.







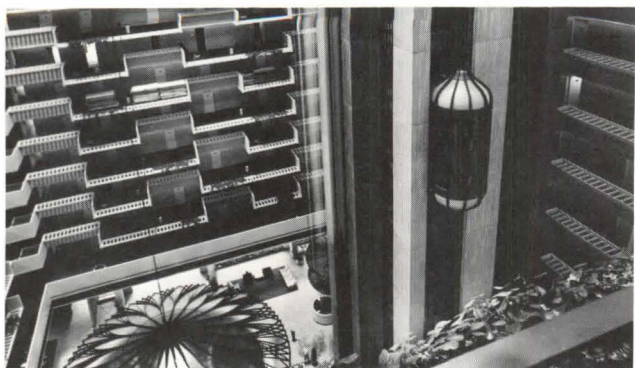
It is in its interior spaces that Peachtree Center reaches its highest levels of amenity and drama. The star of the show, of course, is the atrium lobby of the Hyatt Regency, known and replicated throughout the world.

And woven throughout the development are interior "streets" of shops and restaurants. There are 250,000 square feet of retail space completed or under construction in Peachtree Center, and a range of restaurants from fast-food establishments, to both open and enclosed

"sidewalk cafes," to the Midnight Sun, Atlanta's premier dining place.

Technically, it is possible to traverse the *whole of Peachtree Center* without going outside. But to get from the hotel lobby to the Peachtree Center Building across the street requires, first, crossing a bridge to the adjacent Gas Light Tower, then ascending to the 23rd floor to cross another bridge spanning Peachtree Street to the Merchandise Mart, and finally crossing a third elevated bridge. It is an exhilarating if complicated trip.









**Colony Square** followed Peachtree Center as Atlanta's second multiuse complex to near completion. Unlike Peachtree Center, it is at the edge rather than in the core of downtown Atlanta. Contiguous on one side with residential Ansley Park, Colony Square forms a point of juncture between Atlanta's central city and its peripheral neighborhoods, a fact which heavily influenced its planning.

To Peachtree Center's diverse range of facilities, Colony Square adds residential space. Described by Cushman Corpora-

tion, which developed it, as "a place where diverse types of people satisfy diverse wants," its plan includes 195 highrise (also high rent) apartments; 70 condominium apartments and 20 condominium townhouses (also high cost); two office towers (22 and 24 stories); a mall and plaza for shopping; an underground garage for up to 2,000 cars (the only place in the complex from which automobiles are not excluded); an ice-skating rink, and the Fairmont Hotel.

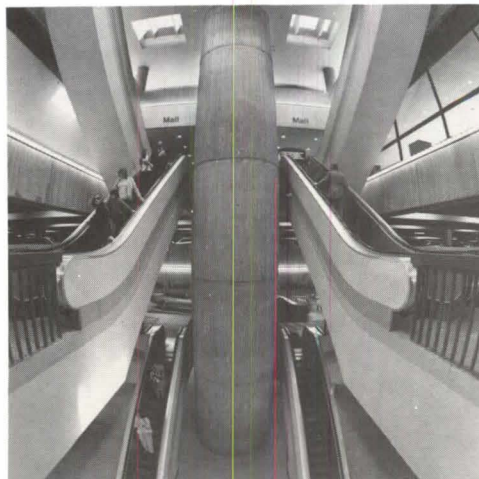
The complex has two "street levels,"





one at the mall, the other atop the spine-like plaza that traverses it. From the garage level, the mall and plaza can be reached via a five-story central bank of escalators that rises through a dramatic, skylighted well which takes the place of the typical Atlanta atrium.

For all its diversity, Colony Square comes across as an integrated whole. Unusual for Atlanta, it is constructed mainly of concrete in a variety of treatments and finishes. Architects: Jova/Daniels/Busbee.





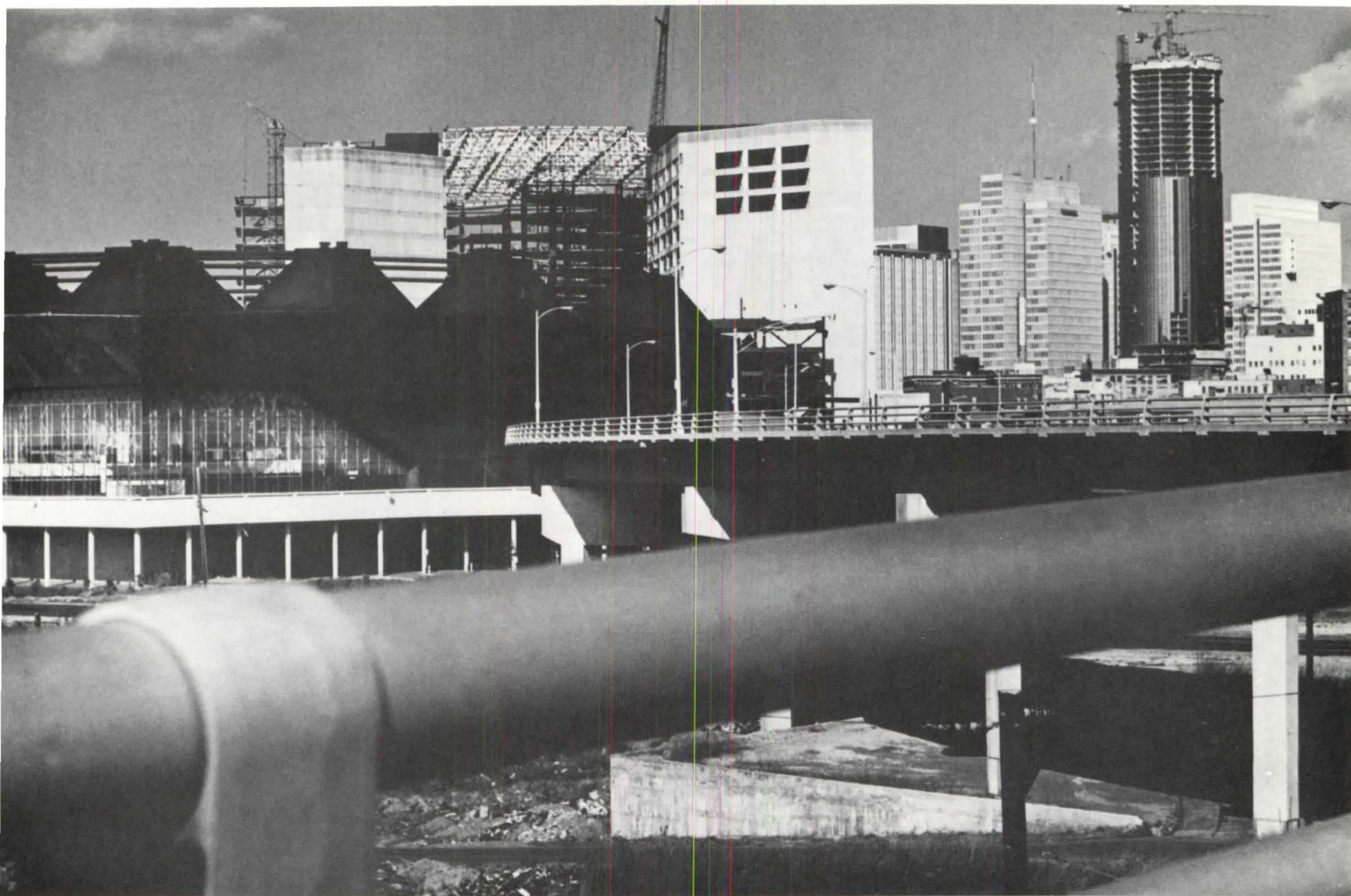


**Atlanta Center**, at the eastern edge of the central business district between Peachtree Center and the city's civic center, will include a 1,270-room Hilton Hotel, a 1,150-car parking garage, a 20-story office tower and a three-level international shopping concourse. The \$100-million development was designed by Wong & Tung Associates of Hong Kong and Mastin & Associates of Atlanta. Atlanta developers Crow, Pope & Land have been joined by the Hilton Hotels Corporation and the Kuwait Investment Investment Company

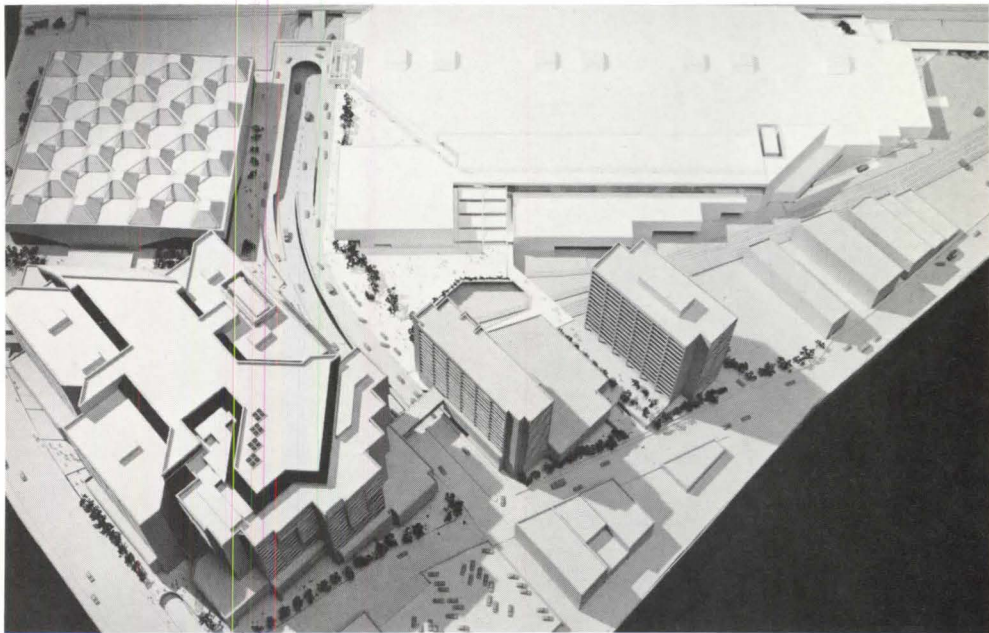
in developing the five-acre complex.

The Y-shaped concrete hotel will rise 29 stories and will incorporate some of the highly popular aspects of the nearby Hyatt Regency, including glass elevators rising through a sweeping atrium to a rooftop lounge. The lounge will be in an angular version of the Hyatt Regency's domed topknot (left in photo). Both the shopping mall and the office building will be joined to the hotel at the ground level. Other amenities will give the center a resort flavor.





**Omni International**, rising next door to the bristling, dark brown Omni—Atlanta's hockey and basketball arena—will be a rhomboid-shaped megastructure housing two office towers, a 520-room hotel, shops—including an international bazaar, theaters, a skating rink and an eight-level amusement park. The \$70-million complex, being developed by the International City Corporation, will be the centerpiece of a 35-acre development destined to lure people back to the southern part of downtown Atlanta, balancing

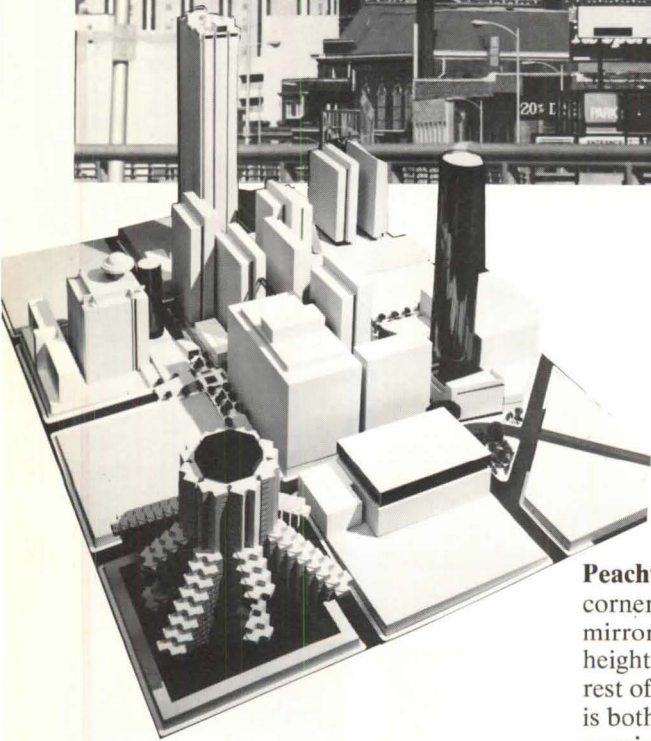


the northern draw of Peachtree Center (top right in photograph).

The Omni International will cover 5½ acres and will be linked to the Omni. The structure will have a sky-lighted interior court 14 stories high with 11 million cubic feet of space, its ground floor a public skating rink. The world's longest free-spanning escalator will travel 200 feet over the rink to the top of the World of Sid & Marty Krofft, the \$14-million amusement park. There will also be at least 10 restaurants and six theaters.

In the model photo above, the seemingly quilted Omni arena is at the top left and then, traveling counter-clockwise, are the Omni International, a future 300-room addition to the hotel, a third office tower and, finally, the just-begun World Congress Center, a \$35-million state-funded exhibit hall expected to attract state, national and international trade shows. The Omni, the Omni International and the World Congress Center all were designed by Thompson, Ventulett & Stainback of Atlanta.





*Downtown Atlanta photographs by Samuel David Hall except for bottom of pages 34 and 35 and page 36.*

**Peachtree Center Plaza**, at the southwest corner of Peachtree Center, is a bronze mirror glass cylinder which at its ultimate height of 70 stories will tower above the rest of the development—and the city. It is both a geographic and architectural expansion of Peachtree Center, using one of John Portman's favorite forms. The \$55-million, 1,100-room hotel will rise out of a nine-story base building housing ballrooms, exhibit halls, restaurants and a year-round swimming pool. The cylinder's top three floors will be a revolving three-

level cocktail lounge and restaurant and the hotel will have a cavernous lobby.

In the model photograph, Peachtree Center Plaza protrudes like a huge, mirrored smokestack. It is the 10th building in the complex, a large-scale reflection of the addition to the Hyatt Regency. Shown also in the model are two buildings not yet beyond the think stage—the commanding, rectangular world trade center building in the background, and the cantilevered, machinelike apartment building in the left foreground. □







# Atlanta Begins To Sense The Loss of Its Seeming Immunity to Urban Problems

Fred Powledge

Atlanta has always been pretty good at slogans. Back in the '60s, when the South was blossoming with the fruits of black militancy and white repression, the word was that Atlanta was "a city too busy to hate." It was not all true, of course; there were plenty of hard-core haters active on Atlanta's streets in those days, and Rich's department store had Martin Luther King Jr. arrested for trying to drink a cup of tea. But, relatively speaking, Atlanta *was* in better shape than most Southern cities (and, as it turned out, in *much* better shape than almost any Northern ones), and so the slogan was not seriously challenged.

Later on, in the '70s, the slogan was that Atlanta was "the world's next great city." Atlanta had been working up to that one ever since the new airport had been opened, with directions to the rest rooms in both English and Spanish (but with no international flights); the saying took on new meaning with the start of construction on a World Congress Center and the hope, expressed by some of the business leaders, that international airlines could be coaxed into bringing their planes to Hartsfield Airport. The saying persisted despite findings by some Atlantans, on trade searches in Europe, that a lot of people there don't know much about Atlanta, and that those who thought they did know had, as one banker put it, "visions of Scarlett O'Hara and Rhett Butler strolling down Peachtree Street."

Now, however, you don't hear much about the world's next great city or the city that's too busy to hate. The slogans have been replaced by another one, shamelessly borrowed from Coca-Cola (which remains as one of Atlanta's more peculiar institutions), which admonishes folks to "Look up, Atlanta."

The implication, of course, is that Atlanta is down somewhere so far that it needs to look up to something. Just where Atlanta is down to, and what it needs to look up to, are not immediately apparent to the casual visitor from one of our more crisis-ridden cities.

When you look at the downtown skyline, it's still impressive. New buildings have been topped out since your last visit; kangaroo cranes are vaulting higher and higher on even more and taller monuments to the ingenuity of John Portman and other Atlanta innovators. Atlanta is still a fantastic magnet for office workers; the rush hours start earlier and end later and are more horrible in between. Atlanta has a complement of hotels as numerous, comfortable, tall and garish as any city's in the nation; new ones are rising. Central City Park, at Five Points, Atlanta's geographical and economic center, a tiny lot of land with artificial hills and curving walkways and dozens of lunchtime brown-baggers, is still attracting those who are excited by the idea of a green space in the center of a city. And the little park is being expanded.

Race relations are far better off in Atlanta than they are in Northern cities. This is partly because the city has an old and powerful black middle class which is expert at extracting dues

from the white leaders and partly because of the Atlanta Action Forum, a biracial body of a couple of dozen of the top non-elected people in the city. The forum meets frequently, and without publicity, to talk about the city's problems. It takes no positions and issues no ultimatums, but its members go back into their own spheres of influence armed by what they have learned from each other. By all accounts, the technique seems to work. In race relations, as in physical appearance, Atlanta looks pretty good in comparison with other cities—almost all other cities.

But underneath it all, there is a new willingness, perhaps even an eagerness, on the part of some to say that Atlanta has started to discover problems that cannot be easily solved. There are some who will admit that the city might have been suffering from an overabundance of hot air in some of its earlier attempts to sell itself to the nation, and the world, as the energetic, fantastically successful Capital of the Southeast.

There are even those who see the danger that what they call Atlanta's enlightened business leadership (or what the have-nots call the power structure) is actually losing interest in Atlanta. You hear rumors that such-and-such corporation is considering a move to the suburbs. You hear reports that such-and-such an individual, who used to be in on everything that happened in Atlanta, is spending more of his time at the old homestead in Buckhead, clipping coupons, and less of it in lunches at the Commerce Club, discussing quite unselfishly with fellow movers and shakers what to do next about Atlanta.

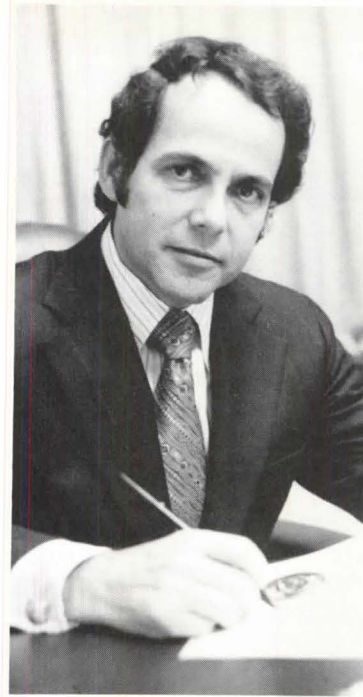
At the moment, the rumors are more abundant than the actual facts, but there is that old saying about smoke and fire, and some of the people who know Atlanta very well seem to think that the city has some real problems right now. And, because of recent shifts in the way power is accumulated and wielded in Atlanta, the solutions to those problems are not as clearly at hand as they might have been in the old days, when the power structure ran the city as a benevolent oligarchy, with a practically telepathic link to City Hall.

One of the more remarkable events in recent months in Atlanta was the fact that the power structure had to resort to a written communication, with attendant press leaks, to put some of its thoughts before City Hall. About 50 people, at a meeting of Central Atlanta Progress Inc., a nonprofit corporation "working for the general improvement of the heart of this great city and region," okayed a letter to Mayor Maynard Jackson and his City Council president which examined the rumor that some businesses were moving out of central Atlanta for "other than economic or management reasons," and which listed 14 things that the leaders saw as "the reasons most frequently cited for such moves."

The document from CAP was not all that alarming. Indeed, it is rather encouraging, in this era of urban neglect, to find a city's business leaders willing to attempt to identify and work on some of their town's problems. But the Atlanta newspapers played the news as if it were somewhat catastrophic, and there were reports, unsubstantiated by any hard facts, that Atlanta businessmen were thinking of picking up their marbles and

**Mr. Powledge** is a Southerner who is now a New York-based freelance writer on urban and racial problems. He is currently working on a book about a circus, *Mud Show: A Circus Season*, to be published by Harcourt, Brace, Jovanovich, Inc. in the fall.





*Atlanta's four mayors over the past four decades: William Hartsfield, Ivan Allen Jr., Sam Massell, Incumbent Maynard Jackson.*

abandoning the downtown that they had so painstakingly and lovingly built.

What has happened in, and to, Atlanta? There seem to be three major events, all of them interrelated to some degree, that have profoundly affected the city. To an outsider, a resident of a city that has been suffering from the worst sort of urban ills for years, Atlanta's big problems may seem not so big at all. But for Atlantans, who live in a city that has experienced unbridled growth and success for a couple of decades, they're new problems, and problems for which there have appeared no simple solutions.

One major event is the national and worldwide recession. For many years, Atlanta thought it was—and it actually seemed to be—immune to negative fluctuations in the economy. People would always drink Coke. People would always write with Scripto pens. Atlanta's economy was diversified and it was clean. Whenever Birmingham was mentioned, which was as infrequently as possible, Atlantans would recall that they *made* the steel in Birmingham and they *sold* it in Atlanta. Atlanta had all the diversity and boominess of a port city, but it was not on the water. William Hartsfield, when he was mayor, used to talk about how Atlanta existed on an ocean of air (he didn't say what temperature air), and it was assumed that Atlanta's future was running parallel to the future of air transportation and distribution, which promised to be a very good future indeed.

For two decades they planned and built buildings to house the branch and regional offices that the Chamber of Commerce advertisements were luring to Atlanta. It became an assumption, during the '60s, that the Southeast needed a capital, and there was some serious competition for a while, but finally Atlanta won easily. Then the real boom started. Atlanta did all the things that other sizable cities did—built its expressways and its Interstate links and its Perimeter Road; chased people out of their homes in the name of urban renewal and redevelopment—but there were a few extra added attractions.

Atlanta had gone through the racial upheavals of the '60s relatively unscathed (largely because it had perfected the trick of tokenism). That meant that corporate giants who needed Southern locations liked Atlanta because of its "peaceful climate." As more of them moved in, more of them were attracted, and more office buildings were constructed. All the activity that was connected with becoming the Capital of the Southeast was

making Atlanta look very good at precisely the time when other cities started looking very bad.

None of this could have happened if it had not been for Atlanta's own unique power structure, a group of white, middle-aged men who ran the city's banks, real estate industry and premier soft-drink company. Their chief organization was the Chamber of Commerce, their favorite gathering places the Commerce Club and the Piedmont Driving Club, and their chief interest the success of Atlanta.

It is commonplace, and usually correct, to assign ulterior motives to men in such positions, but that was not the case in Atlanta. Of course, their banks would handle more money and their real estate holdings would increase in value if Atlanta became more successful; but very little, if any, evidence has ever been submitted to show that the men who engaged in the management of Atlanta's power had any real motive other than the hoped-for success of their city.

Lots of cities have groups of white gentlemen who gather for lunch and talk about what's best for the city, but the Atlanta power structure had one other ingredient that made the whole thing come true. Starting with Bill Hartsfield in the '30s, '40s and '50s, and continuing with Ivan Allen Jr., a gentle-bred stationer, in the '60s, the power structure had a direct line to City Hall that assured that what it had decided was best for the city would, in fact, be done for the city. That was how the new airport got built; that was why white Atlantans succumbed to racial desegregation in a way unheard of in other cities. That was why Atlanta got to be the Capital of the Southeast. That was why the construction boom of the '50s and '60s and early '70s resulted in office buildings rather than open-hearth furnaces.

Now Atlanta is hurting, just as other cities are hurting, and there is very little the power structure can do about it. In becoming a big American city (the current population is about 1.6 million in the metro area, about half a million in the city limits), Atlanta's resistance to urban problems has been lowered. Atlanta, too, is suffering from the recession. The construction boom has resulted in a surplus of office space, and many of the members of the city's power structure find that their own personal fortunes are connected with the rental of office space. Even Coca-Cola stock is down. The business leaders are worried.

"We haven't had a recession before," said Augustus H. Sterne recently. Sterne is the chairman of the board of the Trust Com-



pany of Georgia, one of Atlanta's three big banking institutions. He is also an undisputed member in good standing of the power structure. "The nation's had recessions," he said, "but we haven't had them. For 15 years, at least, Atlanta has ignored recession. And we're having one now. It's a traumatic experience for us, because the other ones passed us by. Things were so good then. And now we're in the real world. And there *is* a recession, and there *is* unemployment, and retail sales *are* down.

Sterne is aware, along with his colleagues, that some firms that had seemed devoted to downtown Atlanta are now thinking about moving their operations out to the suburbs—to the Perimeter Road that runs for 60 miles or so around the city. Land costs are lower there, and the firms would be closer to their theoretical labor forces. But Sterne, and the others who believe that downtown Atlanta must remain healthy if the whole region is to prosper, hopes that the energy crisis will help convince businesses, and individual workers, that it is much better and simpler and cheaper to go to the central city to work and spend their money.

There is one hitch there in the central city, or at least a lot of people think there's a hitch. And it is the second of the major issues facing Atlanta today. And that is crime.

Crime is perceived by a great number of Atlantans, and especially by the daily newspapers, the afternoon *Journal* and the morning *Constitution*, to be among the most serious of the city's problems. The key word here is "perceived," because there is no real indication that Atlanta is in the grips of a crime epidemic, although the newspapers went through an orgy of big headlines not long ago that seemed aimed at proving that the city was the murder capital of the universe.

An outsider coming to Atlanta is likely to be impressed with the apparent safety of the city streets, even after dark, and by the large numbers of visible police officers. The outsider is also likely to notice that a great percentage of the faces one sees on Atlanta's streets are black.

The city-limits population of Atlanta is roughly 55 percent black. Blacks are more apparent in the downtown area for several reasons. They were unable, because of discrimination and economics, to flee to suburbia with the whites during the '60s and early '70s, so downtown and near-downtown are their turf. Many of them work downtown. And untold thousands of them are downtown in the early morning and late afternoon hours because they are transferring from one bus to another, going from work in the white man's industry or the white woman's kitchen to their own homes in the black neighborhoods.

To a rather great extent, downtown Atlanta is the temporary domicile of whites only during the normal working hours. When they go home to suburbia, there are only two groups left in the

## Facing three intertwined traumas: the recession, fear of crime (real and exaggerated) and a new black mayor.

core of the city—the tourists and the conventioners, who are largely white and who largely stick to their hotels, and the blacks, who are on the streets. For far too many white Atlantans, the sight of black faces downtown means that crime is rampant.

The statistics do not bear this out. Figures assembled by the Atlanta Police Department show that, for the last quarter of 1974, relative small percentages of the serious crimes committed in all of Atlanta were committed downtown. Statisticians, using numbers from two police beats that covered 93 percent of the central business district, found that 9 percent of the city's homicides were committed downtown, 2 percent of the rapes, 10 percent of the robberies, 14 percent of the assaults, 2 percent of the burglaries, 19 percent of the larcenies and 12 percent of the auto thefts.

Looking at serious crimes for the city as a whole, it would

appear that Atlanta is certainly no worse off than some comparable cities. This chart, assembled by the police department, shows percentage increases or decreases in major crime categories for Atlanta and four other cities. The percentages reflect changes between calendar years 1974 and 1973:

	Homicide	Rape	Robbery
Atlanta	- 5%	- 6	+ 5
Buffalo	0	+ 6	+ 1
Cincinnati	- 9	+27	+19
Kansas City	+63	+20	+29
New Orleans	- 4	+ 7	+26

	Aggravated assault	Burglary	Auto theft
Atlanta	+27	+ 6	-16
Buffalo	-12	+30	-13
Cincinnati	+64	+ 2	+ 9
Kansas City	+24	+29	- 4
New Orleans	+11	+ 7	+ 1

Statistics, of course, will do little to change someone's "perception" of downtown Atlanta as a dangerous place. In that document that Central Atlanta Progress sent to Mayor Jackson, the list of reasons why some businesses might be considering leaving was topped by "fear of crime."

After the CAP letter was delivered to Mayor Jackson last September, there was an apparent increase in the number of policemen on the downtown streets. To date, nobody has been able to do anything about whites' perceptions of more black faces. A visitor asked Mayor Jackson not long ago whether he thought such expressions as "downtown is mainly black at night" were racist.

"Yes," he replied. Then he asked his visitor to remember that he, and not the mayor, had initiated the question. It seems that whenever the black mayor talks about racism, the newspapers accuse him of being a racist. "As I see it," said Jackson, "that fear—the manifestation of that anxiety—is essentially racist. It may be, in the case of many, many people, an unwitting racism. Many people see black people walking downtown and associate them necessarily with crime."

The third traumatic event in Atlanta's recent history is Mayor Maynard Jackson himself. Jackson is a 37-year-old lawyer who comes from one of those upper-middle-class black families that have given Atlanta so much of its stability. He is at least as good as a Southern Baptist preacher when it comes to stump or pulpit speaking, and he is very intelligent. He was not the universal choice of the white power structure when it came time to select a mayor a year and a half ago.

The power structure had already lost one big election. After Ivan Allen Jr. announced in 1969 that he would not seek reelection, Atlanta elected Sam Massell, a rather independent man with few strong ties to the power structure. (Massell went so far as to explain that he was incapable of developing strong ties because his Jewishness made it impossible for him to lunch at some of the clubs where the business leaders made their decisions for the city. This charge infuriated the business people.)

An accommodation of sorts was worked out between the business leaders and Massell, though, and both sides survived. There was no recession then, and downtown Atlanta was blooming with new buildings, and that kept the business leaders relatively happy. Jackson's subsequent election in 1973, though, was a bigger trauma for the business folk. Jackson came in with the recession. He was black, and while Atlanta mayors for decades had been elected by a coalition of black voters and what are called locally "decent whites," Jackson was the first mayor who was tied to the black segment of his constituency by the color of his skin. Some of the more unreconstructed white



leaders began fearing that Atlanta might soon become an "all-black city."

Jackson did not fail to remind the voters, before and after his election, that there had been a traditional equation in Atlanta power—the white businessmen and City Hall—and that it was his intention to change the formula a little, to add for the first time "grass-roots Atlanta."

After Jackson's election, the business leaders waited for some sign of accommodation. They found that it was difficult to get Jackson on the telephone; infinitely more difficult than in the old days, when the mayor as often as not would initiate the calls to the power structure himself.

There were a couple of understandable reasons for this. For one thing, it was and is terribly important that Maynard Jackson not appear, to his black constituents, to be too close to the white power structure. Jackson denies that this is an important factor, but several of his black colleagues in positions of power in Atlanta confirm it. For another thing, at the time Atlanta elected Jackson it also brought into being a brand-new city charter, one that radically changed the way Atlanta did things, and Jackson had to implement that charter.

The previous city charter, which was about a century old, provided for a weak mayor-board of aldermen operation, with little separation of powers, minimum accountability, maximum confusion and 26 different city departments. The new instrument made Atlanta's city government into a strong mayor-city council system, with nine departments accountable to the mayor. Much of Jackson's first year was spent in trying to fulfill the demands of the charter. Of the nine commissioners he appointed, four are black and five are white, and all nine are generally considered to be quite competent.

Several of the new commissioners came from within city government. For example, the new commissioner of finance was the old director of finance, and the new law commissioner was the former city attorney. But prior service in a city department was not essential. Davey Gibson, a black man who formerly headed the model cities program, was named commissioner of community and human development, and Leon Eplan, a white man who was an urban management consultant and planner, was named to head the budget and planning commission.

Jackson's choice as chief administrative officer, with rank over all the commissioners, was Jule Sugarman, John Lindsay's former commissioner of human resources in New York City.

The appointment that was most shrouded in controversy was that of Reginald Eaves, a former classmate of Jackson's at Morehouse College, as the commissioner of public safety, with power over police, fire and civil defense matters. Formerly, Atlanta had a police chief, John Inman, who had been a sore point for Jackson and for many members of the black community. Jackson tried to suspend and dismiss Inman in the spring of 1974, declaring that the chief had failed to provide proper leadership for the department, that he had contributed to the demoralization of the force, that he had failed to establish standards for handling complaints by citizens, and that he had changed police policies without consulting the mayor. Among the specific charges was one that Inman had planted an undercover agent on the staff of the *Atlanta Voice*, a black newspaper.

Inman refused to leave. He argued that he had an eight-year term as chief to serve out, under the old charter, and he went into the state courts to challenge Jackson's right to replace him. Eventually, what seemed to some to be a compromise was reached. Jackson appointed Eaves as the commissioner, with overall authority over the department, and Inman went to the department's bureau of police services, where his critics hope he will quietly bide his time until retirement.

So far, Eaves, who was a corrections official in Boston before coming to Atlanta, has proved to be a bit of an embarrassment to the new administration. In February 1975, the *Constitution* discovered that the commissioner's young nephew had received a little boost in his application for a public job.

Earlier, the city had advertised a number of public works jobs as part of an emergency plan for the unemployed. Vietnam veterans and those who had been out of work for 15 weeks or more were supposed to get first crack at the jobs.

When the bureaucrats offered the jobs, so many people turned up that a plate glass door was broken at the Civic Center. The *Constitution* found, however, that Eaves' nephew, who was not a veteran, had got one of the jobs without danger of being cut by flying glass. "My uncle told me the people to go to see at City Hall," the newspaper quoted the youth as saying.

Mayor Jackson has shown himself to be sensitive to the women's rights movement. Two of his commissioner appointments were women, as is half of his administrative staff. He has refused to speak at places that traditionally discriminate against women, including the Commerce Club. And he has made sure that blacks are not discriminated against in city hiring. Some white Atlantans have interpreted this as evidence of "reverse racism" on Jackson's part. There is little evidence that those same whites were equally upset when Jackson's predecessors appointed a lot of whites.

Few people have charged, though, that Jackson was actively boycotting the white power structure. It was just that he was hard to get on the telephone. In fact, not long after he took office, he solicited the business leaders' ideas on what was bothering them about downtown Atlanta.

Jackson says that he knew the power structure was feeling left out and so, he said, he asked Dan Sweat, the president of Central Atlanta Progress, for some advice. "I said, 'Look, Dan, I know that you people must have some real complaints,'" said

## While few charge that Mayor Jackson has boycotted the power structure, he has been 'hard to get on the phone.'

Jackson recently. "I said, 'I want to know exactly what they are. I want you to write them down, and I want you to be exact and explicit, so that I can respond in a very explicit sort of way, and we can get something done.'"

Central Atlanta Progress responded, half a year later, with the document that caused such a flap last fall. The headline in the *Constitution* was "CAP Warns of Crime Fears," and the overline read "Firms to Vacate Downtown?" The *Journal* headline was "Business Group Tells Jackson Their [sic] Fears" and "Bemoan Crime, 'Blacker' Atlanta." The *Constitution* produced an editorial which said, in part: "Mayor Jackson tends to view any criticism of anything he wants to do by anyone of white skin as being 'racist' on the face of it, so it is not clear that he will respond in any positive way to the concerned comments of white businessmen who are committed to Atlanta." And so on. Other newspapers picked up the theme. "Atlanta's Confident Hope Is Faltering," said the *New York Times* on its front page, rather flatly.

The fact of the matter is that the letter from the business leaders (quite a few of whom were black) was not all that big a slap in Maynard Jackson's face. And it ought to be remembered (but it hardly ever is) that Jackson himself asked for the advice. All the letter really boiled down to was a request for better communication between people, the business people and City Hall, and it produced better communications almost immediately.

Because practically none of the news reports of the letter contained extensive quotations from it, some excerpts are presented here. About 50 people, said the letter, including members of the CAP executive committee and "other business leaders and major downtown property owners, met and sought to determine whether or not rumors of an increasing exodus from the city are true, to document or dispel such rumors, and [to] trigger action to avoid such an occurrence.

"In summary," said the letter, "there is no discernible trend



to indicate any business movement from the downtown to warrant major concern. Some businesses have moved out of the central city and some have 'decentralized' certain phases of their operations to suburban locations, primarily for economic and management considerations. . . . There are indications, however, that other business operations have moved or are considering moving for other than economic or management reasons. These are of real concern to CAP, especially the reasons most frequently cited for such moves."

The reasons that CAP listed began, as noted, with fear of crime (a subhead under this referred to "concern over racial and income mix"); racial problems (including, again, "racial mix

## Adding a third element to Atlanta's traditional partnership between city hall and business—the grass roots.

on streets" and "perceived attitude of the mayor as anti-white"); lack of close-in housing for upper- and middle-income families; "poor pedestrian environment"; "downtown image—environmental esthetics" ("streets are unsafe . . . not to human scale"); lack of nighttime activities ("downtown is mainly black at night"); quality of the school system; transportation problems in downtown and in getting to it; "perceived lack of parking"; worries over upcoming construction of Atlanta's rapid transit system; too much congestion in the movement of goods downtown; a "growing racial imbalance" in the labor force supply ("secretaries afraid to work downtown"); high cost of land and rental rates downtown, and, "capacity of public sector to respond to downtown needs." In this last category, the letter cited a "perceived lack of City Hall commitment to necessary central city projects," and added that the "present perceived racial split in leadership creates problems."

The consensus of the businessmen who wrote the document, said the letter, was "the recognition of the need to reforge the progressive partnership between business and City Hall. . . . The view was expressed that the dilution of this partnership over the past five years [that would be since the time Sam Massell took office] has resulted in a major communications/action vacuum and there must be a conscious effort to reforge this vital linkage."

One important and rather immediate outcome of the CAP letter, say those who know, has been improved communications between the mayor and the business leaders. Of course, it isn't like it used to be. "In the old days there wouldn't have been any need for the letter, because there were daily communications," said CAP President Dan Sweat. "Mills Lane [one of the city's leading bankers and the former undisputed leader of the power structure, now retired from both jobs] would have picked up the telephone and said, 'Ivan, let's have lunch together today and let's talk about how we need to build a stadium to get major league sports in here'. And he and Ivan would get together and the first thing you know they'd be building the stadium."

Sweat said there was a "growing sense of frustration on the part of the business community that the lines had broken down between City Hall and the business community, and they had." Sweat himself had trouble getting through, and he was an old hand at bureaucratic obfuscation. He worked for six years under Ivan Allen and Sam Massell, three of them as the city's chief administrative officer, and he knew how urgent telephone messages for the mayor are dealt with. But he sympathizes with Jackson. "He was consumed with trying to get his administration moving," said Sweat, "and he was burdened more than the normal new mayor—tremendously more—because he had the new charter.

"The result of it all is that there are good communications now. We're working very closely. We don't always agree, and we never will. But there is a good working relationship between the business community and City Hall."

Mayor Jackson also sees the CAP document as having a good effect on the city. A few weeks ago, he was one of the major speakers at CAP's annual breakfast meeting, and he told the businessmen (speaking in the royal plural) that "we were neither surprised nor alarmed by the content of this . . . letter. We were surprised, however, by the interpretation of the message as it was communicated through the vast reaches of the media throughout the world." Jackson said afterwards that he thought the great majority of the points raised by CAP "are totally compatible with my own concerns." But he added that he had some concerns of his own that ought to be added to the list. What had to be added, of course, was that third element of the equation—the grass roots.

When Maynard Jackson talks about adding the grass roots to the Atlanta equation, he really seems to be talking about the same sort of "participatory democracy" that Students for a Democratic Society used to talk about before they went cynical. It's community participation and representation, but in a special kind of Atlanta way—not in the way that, say, some of the community school boards developed, in New York City, almost overnight into miniature bureaucracies with all the arrogance of the big school board they were supposed to transcend.

"Grass roots means white and black," said Jackson, "and it means low-income public housing tenants; it means middle-income white and black issue-oriented groups like the transportation coalitions, the fighting-the-highway coalitions and the bring-more-parks-to-Atlanta coalitions. And the grass roots represents the white in-migration group as well, the renovators."

Because he believes in the grass roots, said Jackson, there are some times when he and the business community do not agree—as in the case of a projected, and now defeated, highway, Interstate 485. The road would have swept through several Atlanta neighborhoods in order to relieve congestion on the two interstates that already pass through Atlanta. "It would have the effect of destroying some major stable neighborhoods in Atlanta," said Jackson. "And the neighborhoods, incidentally and ironically from the point of view of someone who might expect me to fight only for a black cause, were 90 and 95 percent white."

Of course, in the old days, once the power structure had decided that Interstate 485 was essential to the continued growth of the city, telephones would have been picked up and lunches would have been eaten and those stable neighborhoods would have been obliterated.

Mayor Jackson takes every opportunity to insist that he has not ignored the business community. "Last year we took several

## Rather than saying 'let the city go to hell,' Atlanta's new leadership seeks new ways of making it move.

trips together, promoting industry and business here in Atlanta. We went to Hartford, Chicago and New York. We're scheduled to be in Boston and about five other cities this year. My whole thrust with the downtown business community has been to draw closer and to draw *them* closer to the realities of life in Atlanta. And that will include reassuring them that this is a cooperative, open administration from their point of view. Not on all issues. But we're going to sit down and find out where we can agree, and we have agreed on many things.

"But at the same time it requires that we amend the historical partnership—not to exclude the business community, but also to include this other large group which is really quite heterogeneous, racially and economically. And we have done that now. The word has gotten across."

The word has certainly gotten across to those who are considered the most intelligent and important members of the downtown business community.



It has not necessarily gotten across to *all* the members of the Atlanta business establishment, of course. One member of the power structure, talking not long ago about "some of my colleagues who're still hung up on the race issue," said some of his best friends were racists. "They believe there ain't no way a black man's worth anything for other than plowing a field," he said. But he insisted that these people were in the minority now.

The people who are in the majority seem to be taking the trauma of Maynard Jackson in their stride, in traditional Atlanta fashion. Atlanta's official symbol is the phoenix rising from the ashes, and the city that withstood Sherman's march can certainly withstand a young black mayor who wants to work the grass roots into the equation. The business leaders, in fact, seem to be reflecting a changed equation of their own; they are not the same people who made the decisions in the '50s and '60s—many of those people are now retired—but they are a younger generation of decision makers. In some cases they are the sons of those who used to make the decisions.

Ivan Allen III is the son of the former mayor and the grandson of a man who, many decades before, had been one of Atlanta's most prominent leaders. Today Ivan Allen III is the president of the Atlanta Chamber of Commerce. As such, he is a bona fide member of the Atlanta power structure. (It has been noted, though, by some observers that recent events in Atlanta have reduced the chamber's absolute power and given more of it not only to City Hall but also to CAP. That, itself, is an interesting development; the chamber was the vehicle by which momentous decisions were made, but made by men who were close friends, who ate lunch and played golf together. CAP is more of an action-type organization; its walls are covered with flow charts and specialized city maps in curious colors, and it has a whole room full of balsa-wood models of downtown Atlanta.

"I think Maynard Jackson has made some mistakes in his first year in office," said Allen not long ago. "And I think he probably has been like most of the mayors that we've had, who've made some mistakes." (Allen's father, early in his term as mayor, erected a "Berlin wall" on a road to keep a neighborhood from becoming too black—a move which he later admitted was a mistake and which was eventually forgotten and forgiven as his administration proved to be progressive and dedicated to human and civil rights.) "But it's my firm conviction," continued Allen, "that Jackson has come to understand the need for maintaining the strength and the viability of the business thrust in Atlanta. Now, you'd still have to say it's not as great as we'd like to see it. And perhaps not as much as in the old days. But the city's changed.

"The man's perspectives are different from what my perspectives are. I can't be critical of him for looking at things differently, because that's to be expected. I think it's very obvious that because of his perspective and his background, he's going to come to a little different conclusion, given the same set of facts, than I might come to."

Lawrence L. Gellerstedt Jr. is another member of the white power structure who seems sensitive to the new mayor's perspectives and problems. Gellerstedt, a former chamber president, is the head of the Beers Construction Co. (whose offices are in downtown Atlanta), and the chairman of CAP.

He thinks talk about businesses' moving out of Atlanta is rather foolish, and he thinks those who do it for reasons other than economic ones are going to be sorry. "In the future," he said, "I think we'll be able to look back and see that the ones that made the mistakes are the ones who made the decision because of either racial fears or unwarranted rumors."

The power structure, said Gellerstadt, is not losing interest in downtown Atlanta. "I think this," he said. "I think that the whole populist movement that we've always talked about is being honestly acted out here. And that is the fact that no longer can a few powerful businesses set the destiny of a city.

"You can go two routes. The major heads of the major firms here can say, 'To hell with it; if I can't call the shots then I'm

going to come into town and run my business and then I'm going to flee back to my palatial estate and let the city go to hell.' That's not what's happening. What's happening is, we're really trying to come to grips with what can be put together to make a city move forward. In other words, up until the middle of the '60s, five or six people could get together and decide that this or that was going to happen, and it happened.

"Well, those five or six people are still willing to have their input. They know full well, though, that they're not the leaders of the band any more. Now they're five or six of the instrument players in the band. But they're not throwing their instruments up in the air and going home. They're still tooting on their instruments. I guess we're searching right now for ways to make that orchestra play the same tune—or how to make them decide they all *want* to play the same tune."

A third member of the white power structure—and, not coincidentally, a third person who has been president of the Chamber of Commerce—thinks the city's new rapid transit system is a vital symbol of what's going on in Atlanta. Bradley Currey Jr., who is the executive vice president of the Trust Company of Georgia, calls the Metropolitan Atlanta Rapid Transit Authority (or MARTA) a "key element" in what is happening and what is going to happen.

MARTA is a 60.9-mile rapid transit system that is expected to be completed by 1980. It will cost, at current estimates, \$2.1

## **'Ordinary' Atlantans are now in the act, making decisions for themselves about their city's future.**

billion, and it is expected to generate 35,000 jobs during the next decade. MARTA started as a rather standard public endeavor; the business community took charge of it and planned and designed it.

But ordinary Atlantans—the "grass roots," and particularly the black "grass roots"—soon made sure that the rapid transit lines, which resemble a cruciform with the points at the north, south, east and west, and with the cross at Five Points, would serve not just the suburbanites but also the inner-city residents as well. They did so by asserting their power at the time the whole rapid transit initiative was submitted to the voters in referendum. Even more recently, the ordinary Atlantans have wrested control of the MARTA board from the power structure people.

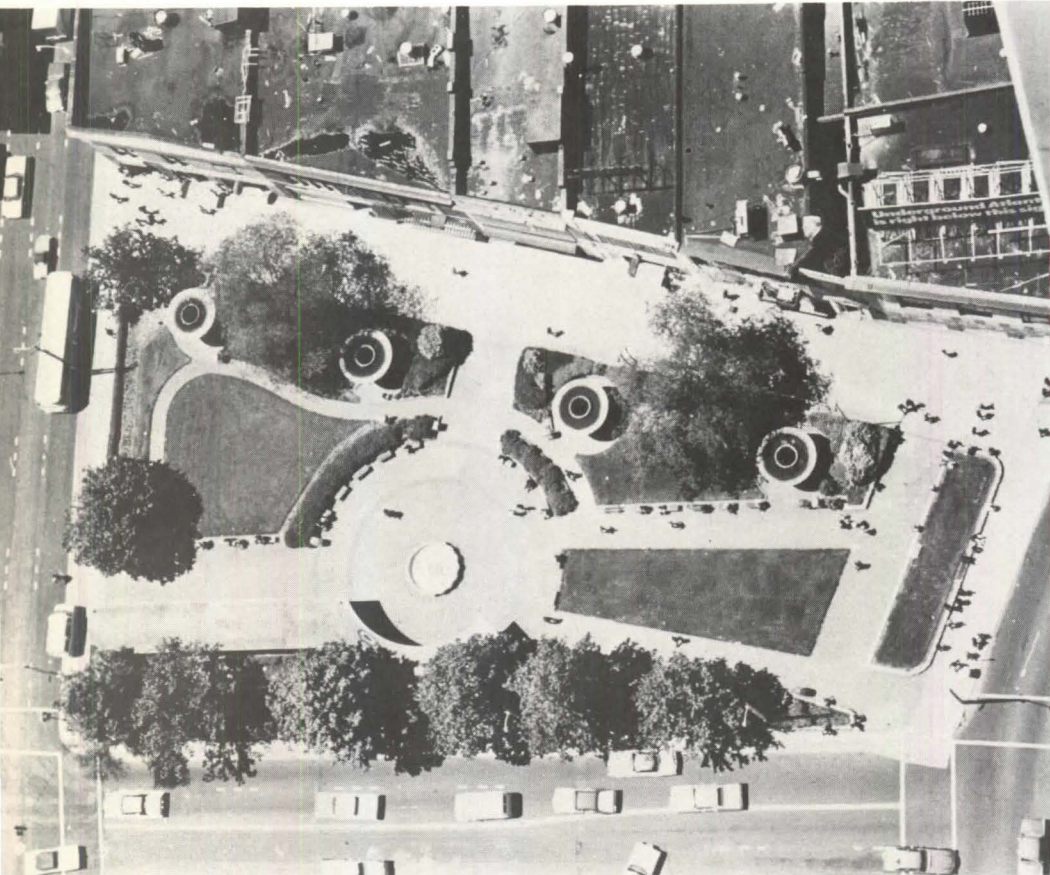
"The business people say, 'This is purely a business problem,'" said Currey. "They say it's an engineering, construction, administration and management problem. And the public sector people say, 'Hold it; it is *not* purely a construction problem. It's important to the planning and development and zoning and these kinds of things that are clearly public functions. It's a social problem, and a political problem, and a governmental problem, and a demographic problem, where all these stations go and which neighborhoods get uprooted.' We, in the business community, have got our blinders on, and they've got their blinders on, too, and what we've got to do is sit down and take off each other's blinders and look at the problem and try to deal with it in a constructive sort of way. And we're in the process of developing the mechanism for doing this."

Currey was asked if, in his estimation, Mayor Jackson had indeed succeeded in involving the "grass roots" into decision making in Atlanta.

"He sure has," he replied. "There's no question about it. It's frustrating as all getout sometimes, but they sure have a voice now. They have representation, and they have an impact on what the decisions are. I think it's a healthy situation. It's tough while it's going on. People are pulling and tugging, and there's friction, and where there's friction there's heat. But we're going to cook something up in Atlanta with that heat." □



# An Accidental City With a Laissez-Faire Approach To Planning



Atlanta, says the city's top planner, was a historic accident. It was virtually created, and subsequently shaped, by the railroads. But when, in the 1830s, they sought a Southern terminus, their first choice was Decatur, just to the east of Atlanta. Only because Decatur turned them down was Atlanta chosen, and its future as a regional capital assured.

Its post-Civil War growth came late enough so that Atlanta escaped the blight of heavy industry thrust upon Northern cities. And by the coming of the age of the automobile in the 1920s, Atlanta's core was strong enough to withstand the sprawl that scattered the newer cities of the South and Southwest.

In its most recent period of growth—a quarter century in which the population of the metropolitan area doubled to its present 1.7 million—Atlanta experienced sprawl but the most spectacular development was in the core. In the 1960s, after achieving racial accommodation, Atlanta became a boomtown, and the skyline

shows it. In all, says Leon Eplan, director of the city's department of budget and planning, Atlanta "has had growth without the concomitant problems" of other cities.

But Atlanta, especially the downtown core, still has the feel of an accidental city. The enormous new complexes rise randomly, without visual or physical linkage to one another. Instead of growing from the fabric of the city, they seem a series of spontaneous developmental explosions.

This impression reflects the distinctive approach that Atlanta has taken to development. There has never been a plan for downtown. It has escaped the ills of, say, Cleveland or Detroit, without the massive infusions of urban renewal planning and federal funds that enabled, say, Pittsburgh and Cincinnati, to do it.

The phenomenon that is downtown Atlanta today occurred because the economic climate was right, the developmental potential was there, the developers

were there, (many of them, notably including architect John Portman, have been local)—and the public sector cooperated.

The developers could build what they wanted without much hassle. There weren't any strict design controls; the floor area ratio in downtown Atlanta is 25 to one. There weren't any real strictures in the city's loose zoning code governing what could or couldn't be done.

Atlanta, like the rest of Georgia, like the rest of the South, has an overwhelming private property ethic. And it is this ethic, rather than planning principles, which has governed the development of downtown, and indeed the entire metropolitan area. "It's a kind of laissez-faire planning," says Louis Schneider, a former Georgia state planning director who now teaches at the Georgia State University urban life center. "But we're learning with pressures and with time."

None of this is to say that Atlanta has been devoid of planning or public development programs. In fact, Atlanta had the



nation's first model cities program and built the nation's first public housing project, Techwood Homes, in the 1930s. Since then the Atlanta Housing Authority has built a remarkable 15,000-plus units of public housing. Planners in Atlanta talk about public housing without the usual note of apology.

And the city has got its fair share of urban renewal money over the years, although much of it was pumped into university expansion projects and land for construction of the near-downtown civic center and Atlanta stadium. The city's renewal program encompasses 5,700 acres of development including a variety of neighborhood projects and a multimillion dollar residential-commercial project at the edge of downtown.

Still, the new downtown is very much a product of largely unfettered private enterprise. Atlanta has placed great faith in the good will, good judgment and good intentions of its downtown developers.

For the most part this faith has been rewarded. The developers' architectural aspirations have been high (if not always achieved) and they have provided downtown with public amenities in profusion. But there have also been prices paid for the laissez-faire approach to planning.

One is that downtown never has had any sizable open spaces. The city beautiful era somehow passed Atlanta by, and however responsible the new wave of developers may be, they can scarcely find profit in building public parks.

But private munificence is about to correct this deficiency. A not-so-anonymous (everyone knows its Coca-Cola magnate Robert Woodruff) anonymous donor has given the city \$13 million for downtown parks. Two have been completed—Georgia Plaza, a landscaped rectangle across from the capitol, and Central City, a mounded, besculptured block near the new First National Bank Tower at Five Points. More, smaller, vest pocket parks are to come.

Also neglected in the rush to development was preservation of older, architecturally interesting or significant buildings. Many of downtown Atlanta's older buildings have fallen prey to the wrecking ball, but there are a few left, includ-



*Across right and left: Central City Park, a privately-donated downtown park. This page: the Fox Theater, built in 1929 and now a preservation cause célèbre.*

ing the Georgia Savings Bank Building, the oldest standing flatiron building in the country, and the Healey Building, which has a neo-Gothic domed enclosed court in its center. The preservation movement in Atlanta is young but burgeoning, looking not only at downtown but at older neighborhoods with Victorian houses.

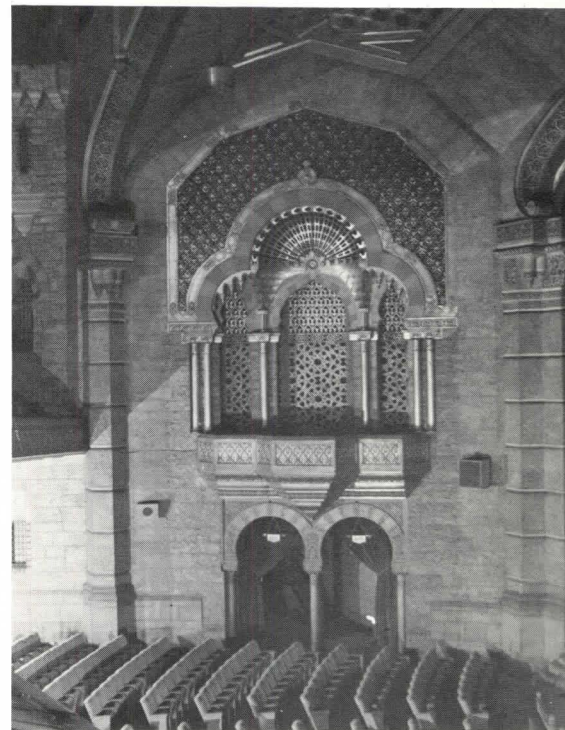
"We've lost an awful lot of our important buildings," said Elizabeth Lyon, a leader of the preservation movement and an architectural historian from Emory University. "The city assumes its heritage is old South and that Sherman burned it. It isn't an old South city, it's a Victorian city."

"There's never been sufficient support or even a recognition of the importance of preservation here," said Dr. Lyon.

The biggest fight right now is over the Fox Theater, a lavish neo-Eastern-eclectic building encompassing a whole city block at the northern outskirts of downtown. Southern Bell has signed a contract for the property, but has agreed to back away if a new buyer can be found who will preserve the 1929 minaret- and dome-studded building.

Perhaps the biggest problem brought on by the razzle-dazzle development of downtown Atlanta is that the whole focus of the central business district was shifted north, leaving behind the old downtown. As you walk south the stores get shabbier, the people look poorer.

While the northern part of Peachtree Street, downtown's main spine, has shops with names such as Brooks Brothers and Franklin Simon, the southern part is



graced by pawn shops and discount shoe stores.

Underground Atlanta, which for several years captured the imagination of tourists and residents, is in this area. Underground Atlanta has fallen on hard times lately too, in part because of the feeling of neglect above ground.

But planners hope to turn the tide of decline south of Marietta Street, which is the dividing line between old and new. A big beginning is the not-yet-completed Omni International, a multimillion dollar, six-and-a-half acre complex southwest of downtown which is connected to the Omni, Atlanta's hockey and basketball arena (see page 43).

And there is now a full-scale plan for this area, known as the Atlanta Triangle Plan, which was done by Finch, Alexander, Barnes, Rothschild & Paschal, Inc., for Central Atlanta Progress, the city's business-civic organization.

This report calls for "significant redevelopment by public and private interests," and also lists 15 immediate action projects including better street lighting and security, a program to cut down the numbers of winos and derelicts, and a general effort to clean up and beautify the area.



Of most crucial importance, however, is the main MARTA interchange at Five Points, where Marietta runs into Peachtree. MARTA planners expect to have 250,000 riders pass through, transfer or get off at Five Points every day—a sure boon to business and development in the area. MARTA, the Metropolitan Atlanta Rapid Transit Authority, runs the city's buses and is developing the city's massive rail rapid transit system.

The planning of the MARTA rail system and its stations has been in absolute contrast with the haphazard, developer-take-all approach to planning which prevailed in Atlanta in the past. City and regional planners alike look to the system as the ultimate restorative, a cure for past mistakes and a way to achieve cohesiveness amid sprawl.

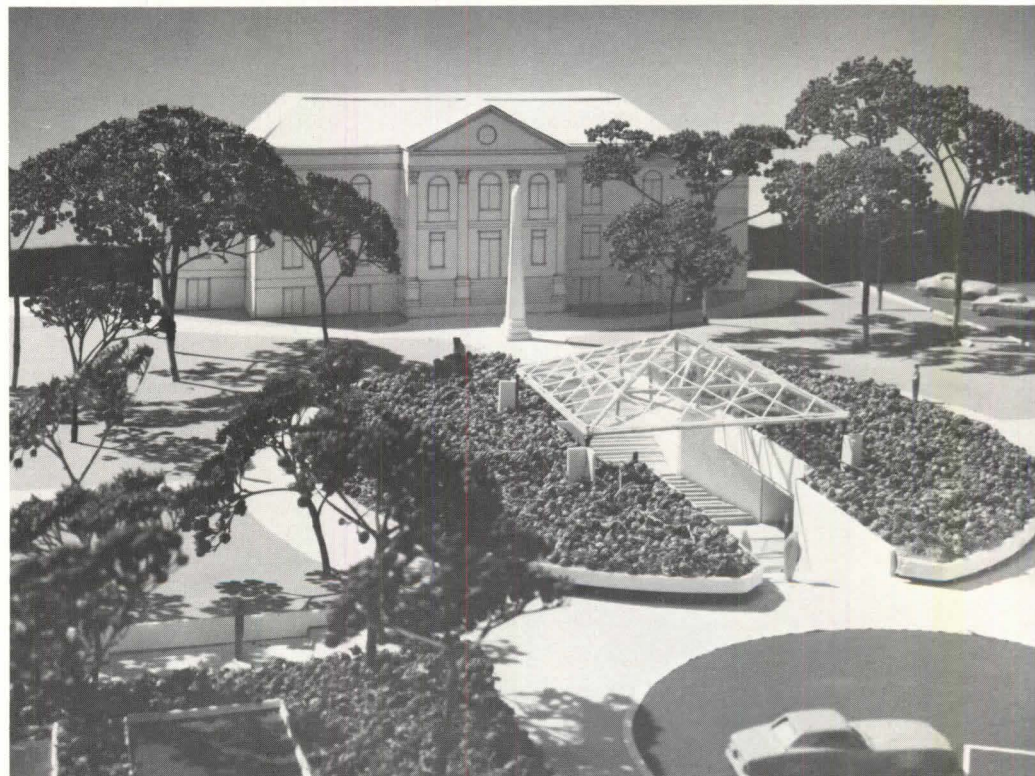
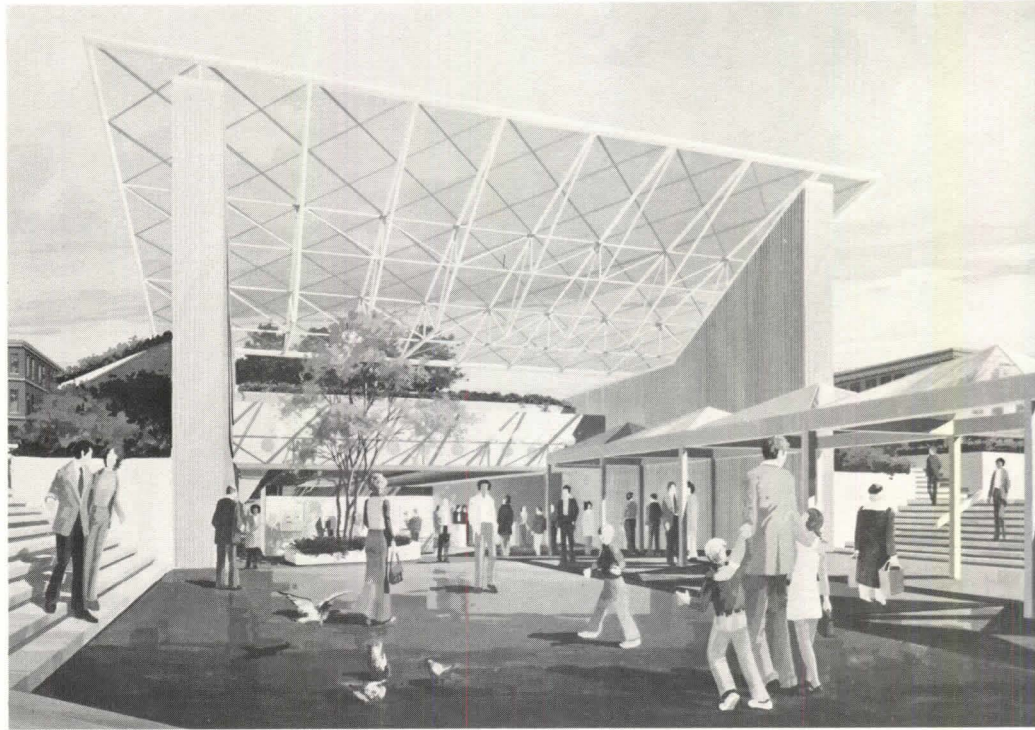
MARTA will be a 60-mile, \$2.1 billion system with lines radiating out of downtown to the north, south, east and west. Aside from being the biggest public works program in the city's history, it is also the first major coordinated planning venture for the metropolitan area, and, as such, has assumed a monumental role in public thinking about the region.

"The rapid transit system is unique," said city planning czar Eplan. "There's been more urban planning in Atlanta to shape this system than ever before."

Two years ago, the city produced an "urban framework plan" aimed at forestalling bad land use decisions and at using MARTA to enhance the city. The plan sets out both physical planning and life quality goals such as "balance development city-wide, consistent with efficient use of the transportation system and a detailed land use plan, expand housing choice and opportunity, and preserve and restore city neighborhoods."

"We have pinned our hopes around the transit system," said Eplan. "For the first time we've set out to plan growth."

The city has added its efforts to those of the seven-county Atlanta Regional Commission, which under an earlier two-county incarnation laid out Atlanta's highway system and did the original studies for the MARTA system. ARC has been a devoted proponent and studier of rapid transit for almost 20 years.



*Models of MARTA's Decatur Station, designed by Edwards & Kelsey of Newark and Stevens & Wilkinson of Atlanta. The three-level station will have a ground-level, tree-lined plaza facing the old DeKalb County Courthouse and a glazed pyramidal entryway.*



## A transit system prompts 'more urban planning in Atlanta than ever before.'

Despite the early planning efforts of ARC and others, MARTA's political career has not always been a smooth one. After defeat of a referendum in 1968, a series of trade-offs began, resulting in narrow approval of a second referendum in 1971, and, even then, only by the two most urban counties—Fulton and DeKalb. In order to gain support for the one-cent sales tax being used to finance the local share of the rapid transit system, MARTA reduced fares to 15 cents system wide—trading a regressive tax for a "progressive" fare, a move designed to prevent poorer people from being nipped too badly.

When MARTA was created by the acquisition of privately-owned Atlanta Transit System, too, the new public agency put into effect one of the stiffest equal opportunity laws in the country, another promise made the city's strong black constituency to help pass the referendum.

Once it passed, MARTA and consultants Parsons, Brinkerhoff, Tudor, Bechtel began specific design of the system. Because the railroads shaped Atlanta, the choice of alignments for MARTA was an easy one. "The railroads were there before the city and then the city grew around them," said Marta's planning director Manuel Padron. "We are respecting the fabric of the city."

Added Tarlee Brown of PBTB: "The corridors were there, the population was there, even new development was there." So MARTA was designed along railroad corridors.

The choice of station sites was not quite as easy. There will be 41 stations in all; some wedged into already-developed areas, others on sites with a great deal of room for development.

Planning for the station areas has been most elaborate, and the involvement of the citizenry has been extensive. The city of Atlanta, which has 27 of the stations within its limits, has assigned a project planner to each of the station areas to coordinate resident involvement, among other things.

By now, almost four years after full-fledged planning for the system began, there is a detailed study for each station

area. Some of these studies, like the plan for the Cain Street Station, under Peachtree Street next to Peachtree Center, simply examine the station's impact on the dense existing development and propose little. Others, for sites where more land is available, look at a range of development possibilities.

MARTA has developed a set of controls to keep development from interfering with the flow of passengers. Other development decisions, including zoning, have been left to the municipalities through which the system will pass. Atlanta, for its part, is considering buying land around several stations for construction of lower-income housing.

At the same time the details are being worked out, planners—regional planners especially—are examining the broad questions of MARTA's impact on growth. They look at Toronto, where almost every subway station has sprouted high-rise buildings above it, and see a chance to rein in the region's sprawl. In the past 25 years the population has spread farther and farther out, and Atlanta isn't expected to stop growing—predictions call for another 2 million people in the next 25 years.

"Given the kind of sprawl we've had, Atlanta has developed into a fairly rational region," said Thomas Roberts, ARC's planning director. But at some point growth can become less of an asset and more of a problem. Water supplies dwindle (Atlanta relies solely on the Chattahoochee River for its drinking water); sewers become overtaxed, and other resources begin to run out. ARC is looking at these issues, and, in many ways, is relying on MARTA to provide some of the answers.

In addition to MARTA, two recent events have given new impetus to planning in Atlanta. One was the advent of the city's new charter last January, which gave Atlanta a strong planning department for the first time and mandated it to prepare annually a comprehensive development plan for one, five and 15 years into the future.

The other was enactment of the federal community development block-grant program. In preparation for receipt of the

community development money, last summer, Eplan's chief of planning Collier Gladin organized Atlanta into planning districts and set out to bring their residents into the planning process. The result was a set of some 40 district plans produced by citizens which were incorporated into the city's overall community development plan.

One impact of this process was to direct planning attention to the city's residential neighborhoods. For while Atlanta's image may be fixed by its glittering downtown, it is a residential city of neighborhoods ranging from rows of Taraesque mansions to deceptively pleasant-looking slums, all set in a profusion of trees.

While downtown boomed, all has not been well in the neighborhoods. A report prepared by Central Atlanta Progress last year in cooperation with the city government spoke of "the exodus of middle and upper income groups, the departure of families, the high concentration of low income households in relation to the rest of Atlanta and the metropolitan area, and growing racial imbalance.

"These trends are accompanied by deterioration both of housing and neighborhood environments," the report said. In 1970 there were 33,000 substandard housing units in Atlanta. And the city's population continues to decline as that of the metropolitan area's rises.

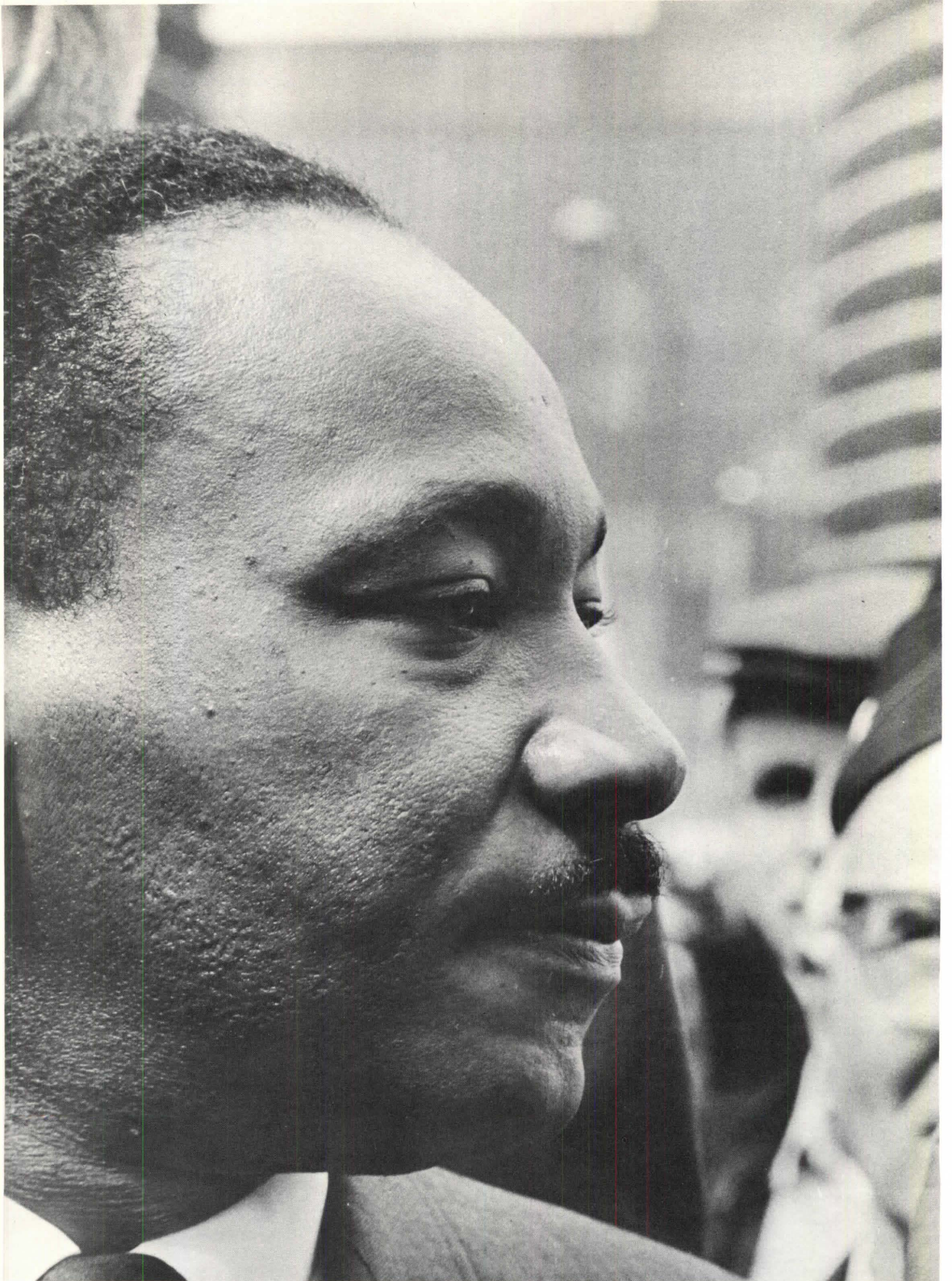
Leon Eplan discerns a contrary trend: "We've begun to see a return to the city," he says. "Young middle class people are coming back to bad neighborhoods.

"As a result we have 10 or 11 reviving neighborhoods, and we intend to use government resources to stake these people—sort of a neighborhood homesteading program."

Gladin acknowledges that in the boom years, through displacement of people by highways and other public actions, "We lost the social fabric of the city, especially in neighborhoods adjacent to downtown." But he adds:

"Now we're trying to begin to deal with that, by reversing the move-to-the-suburbs cycle, by preserving the housing stock. And we have a sense of loyalty and commitment in the neighborhoods to help rebuild the city." *Beth Dunlop*







# Portraits: Atlanta's Black Achievers

Pat Watters

Atlanta has been recently celebrated and publicized as a mecca of opportunity for black people, with ambitious men and women coming from all over the country to join local people in one of the nation's strongest black middle-class and upper-class communities. Members of this community live in split-level homes in immaculate suburbs, in mansions and on estates, maintain late-model cars, boats.

At least a dozen black businessmen in the city control assets of a million dollars and above. Black political leaders, from Mayor Maynard Jackson and U.S. Rep. Andrew Young on down, have proliferated in the majority-black city, and black business leaders are members in good standing of the power structure, a term originally invented to describe Atlanta's brand of previously all-white benevolent business despotism.

The power structure is less cohesive these days, but it is still possible for a black insider to report, in commenting on how many of the city's problems are handled informally these days at integrated cocktail parties: "I went to a party recently at the Commerce Club. All the top white power structure was there, and much of the black, and I know for a fact that at least five decisions of vital concern to the city were made that night."

Black Atlantans are justly proud of political and economic gains of the past decade. But they resent assumptions that the black affluence and black middle class sprang up, *nouveau riche*, overnight from civil rights gains of the 1960s. They point out that Atlanta's black middle class is the oldest, strongest and largest in the country, that there is also a substantial economic upper class and that the black community is a far more complex set of social structures than economic classifications can describe.

Within the middle and upper classes are such diverse types as old-family leadership (Maynard Jackson's grandfather was John Wesley Dobbs, an early spokesman for Negro rights, and among celebrities at the mayor's high-toned inaugural ball was his aunt, world-famous opera singer Matta-



Dr. King (left), Dr. Vivian W. Henderson.

wilda Dobbs); preachers (the late Dr. Martin Luther King's grandfather was the Rev. A. D. Williams, a charter member of the National Association for the Advancement of Colored People); educators in the public schools and the six institutions of the Atlanta University Center (the late W. E. B. DuBois, among them); entrepreneurs (men like Herman Russell, contractor and developer, one of the seven-member Omni sports center group, an owner of the Atlanta Flames hockey team, and Jesse Hill, insurance executive and similarly involved in multiple interests); old family business leaders (the Miltons, the Yates, the Herndons, the Amoses, to mention a few); athletic figures (including Hank Aaron until recently, basketball stars Walt Bellamy and Lou Hudson); former civil rights activists (including state Rep. Julian Bond — whose father Dr. Horace Mann Bond, was an eminent educator at Atlanta University—and Congressman Young), and a young class of business and civil service executives.

The Atlanta black middle class began to emerge immediately after the freeing of the slaves, just as Atlanta University was bravely begun in the first years that former slaves were free to learn to read and write. The intertwined growth of Negro economic and educational opportunity set Atlanta off as a special place from then on.

Early Negro businesses, cobbler shops, grocery stores, barber shops, stables, had mainly a white trade. But as white racial attitudes hardened after Reconstruction, Negro business followed a Southern pattern of serving Negroes only. These included funeral homes, private hospitals, insurance and burial societies. In Atlanta, such small beginnings soon became big business. Alonzo F. Herndon, a barber, founded the Atlanta Life Insurance Co. in 1905; it is still a leading black insurance company. The Citizens Trust Bank was founded in 1921; it remains a major Southern financial institution. The Scott family has for many years published a daily newspaper for Atlanta black people.

Through the years, Atlanta's young black middle class, well educated at Atlanta University, took advantage of the city's opportunities in Negro business, the

Mr. Watters is an Atlanta free lance writer.



## Strong black businesses and institutions as a foundation for progress.

professions and jobs made available because of the city's being a rail and mail center. (The early leader, John Wesley Dobbs, was a railway mail clerk.) When white businesses and institutions, as well as city, county and state governments, opened equal employment opportunities in the 1960s, the middle-class talent pool was there to take advantage of them.

Dr. Vivian W. Henderson, president of Clark College of the Atlanta University complex, commented: "Atlanta would not have the image it has if it had not been for the strong black business community historically." He characterized it as a leadership of middle-class values, middle-class responsibility, "leaders who tried to bring along the less fortunate." For example, early Negro leaders could do something about the mortgage market, he said, making decent housing available for Negroes. Thus Southern cities like Atlanta, Memphis, Durham, N. C., and Richmond, Va., made advances long before the '60s that were impossible for Miami, Los Angeles or most Northern cities.

Dr. Henderson is, himself, an example of strong black leadership in Atlanta. A regional economist, he serves on the board of directors of the powerful Citizens and Southern Bank, Central Atlanta Progress Inc., and the Atlanta Chamber of Commerce, is president of the Southern Regional Council, and serves on the boards of various national organizations.

He noted in Atlanta and elsewhere a decline during the past decade of "entrepreneurial thrust," and a "significant growth interest in business management." The effect is that more and more black people are working for white-controlled businesses. He said he never expected much of economic significance to come from recent private and federally financed "black capitalism" programs, but considered them important for black society.

"We need blacks in business. They need to know the system. Blacks talk about manipulating the system, bucking the system. They can't buck it if they don't understand it. We need people who can sit around the board table with whites and talk and act like them, all the while conscious of black interests."

More black people, younger ones, more



independent ones, are doing just that in Atlanta, he said. But whether the old spirit of bringing along the less fortunate still prevails is problematical. "It's still here. But there's not the same substance and depth there was 10 years ago."

The question of the "less fortunate" is important, and comes up in most conversations about the black middle class. For while Atlanta's black middle class is large (15.6 percent of all black families earned \$12,000 or more in 1970), its lower class is larger. Twenty-nine percent of all black persons in the city limits were below the poverty level in 1970, according to the census.

Mrs. Grace T. Hamilton, a member of the Georgia House of Representatives and long-time leader in the black community, commented on the spirit of the city's earlier middle-class leaders. They believed in education, in honesty and in being responsible to all the community. She sees less emphasis among some young leaders on the responsibilities of public office. But there remains a large nucleus of informed black people to respond to common interests with whites to make the city "as great as we want it to be." There is more chance of this in Atlanta than in any other city in America, she believes, "despite surface limitations."

Mrs. Hamilton is in the tradition of the older leadership. Her father, George A. Towns, was graduated from Atlanta University before the turn of the century and then from Harvard in 1900. He taught at Atlanta University for 50 years. Mrs. Hamilton was director of the Atlanta Urban League from 1943 to 1961, and has just served in her 10th session of the Georgia Legislature.

In the living room of the home designed for her by one of the city's leading architects, looking out on her old family home next door now used by Atlanta University, Mrs. Hamilton mused: "We take for granted that black leaders have a concern for the poor and the problems of the black community. Not all of it is mere lip service."

A young professional man, who grew up in Washington, D. C., and has worked in Atlanta for several years, took a dimmer view of the role of blacks in the power



structure. "We don't need black power brokers, but that's what we are getting. People take the view that just because they're black, somehow it's different when they rip off the poor."

Most of the people in the black middle class are, of course, not power brokers, but ambitious, striving people living comfortable, middle-class lives. The early Atlanta middle-class values and ideals are not dead among them. Wayne T. Brown and his wife, Denise, (below) live with their 2 year-old daughter, Martina, in the city's Greenbriar section. Mr. Brown, 28, is an inter-city services executive with the Boy Scouts of America; Mrs. Brown, 27, is employed at the main branch of the

Atlanta Public Library. Both were born and raised in Atlanta, attended Harper High School and were graduated from Morris Brown College, part of Atlanta University. She majored in art, he in political science.

They have lived for three years in their neighborhood of \$25,000 to \$30,000 homes. Most of their neighbors are young.

It is a traditional neighborhood, stabilized at about 85 percent black. Mr. Brown is president of the neighborhood association.

Their friends are mostly former classmates scattered over the city. Like most of their black friends, they have white friends and see them socially. Their preference is

for quiet evenings at home. Both love classical and popular music and listen to it from an expensive stereo tape deck in the basement playroom that Mr. Brown built himself. Mrs. Brown's paintings are on the walls. She recently completed a discology of black music available at the Atlanta Public Library.

Her day begins at six o'clock, dressing Martina and plaiting her hair, preparing breakfast. His day, which often ends at 10 or 11 at night meetings, begins at 7:30. They drive to work together. Martina stays with Mrs. Brown's mother, who makes all of her granddaughter's and daughter's clothes.

Mr. Brown's mother and father were graduated from Morris Brown, his father a teacher. Mrs. Brown's father also was graduated from Morris Brown. He is a Baptist minister, and served for a time as an associate pastor at the Ebenezer Baptist Church under Dr. King.

Both Mr. and Mrs. Brown remember living in low-rent areas when they were growing up. Mr. Brown said his father was born in Vine City, a slum area of Atlanta, and "pulled himself up" from there. Mrs. Brown said her father had a similar struggle.

Of both sets of parents, Mr. Brown said: "They taught us a sense of values. They taught us responsibility. They taught us to be concerned for other people." He said he had been raised never to say anything against a person because of his race, and was surprised to encounter people in the service (he served in Germany and Vietnam) who had been taught to hate. In his job, he "relates to poor people daily." "And you help them daily," his wife said. "I try to."

Martina showed a photographer her toy camera and he told her it was a nice one. Her mother said, "Say thank you. Now sit down and act like a little lady." Martina did.

The Browns are already looking for a new home, a better one. They may have it built. After all, Mr. Brown said, his parents moved each time the lease was up, always "bettering themselves." The Browns love Atlanta, wouldn't live anywhere else — unless there comes "an opportunity to better ourselves." □





# Portraits: John Portman, Architect Plus

Cathy Stanton

"The architectural profession is much like the cities—we are riding on an antiquated infrastructure. It's got to be changed to recognize the conditions that exist today; we have to broaden our base," John Portman recently told a group of interns at the Atlanta chapter/AIA office.

"The architect must break into the developer's role if he is going to have a significant influence on the physical shape of this country," he said.

"When I go to Wall Street I put on a Brooks Brothers suit and slick my hair down. I never talk about esthetics. I talk to them on their own level: Business shapes architecture."

He bemoans the fact that "architects are not trusted. You must sell architecture from a pragmatic point of view."

The words were spoken with considerable authority. For Portman is one of the great salesmen of architecture, to the public as well as to business clients and other sources of capital. He has broken into the developer's role with dramatic success; and he may be doing more to change the centers of more cities around the world than any single individual today.

It all started with a hotel with a hole in the middle, next month's AIA convention headquarters hotel, the Hyatt Regency, with its 220-foot-high atrium lobby.

Portman financed as well as designed the hotel, but at first was rebuffed by the hotel industry because of the lobby's "waste space." Then the Hyatt Corporation, a motel chain, decided to take a risk on Portman's concept of what the public would like. The hotel has operated at 90 percent of capacity since its opening, and there are now Hyatt Regencies in San Francisco and Chicago as well, both of them Portman variations on the atrium theme.

Hotel people were not the only ones shocked by the Atlanta original when it opened in 1968. Ethical eyebrows were raised by some of Portman's colleagues about his entrepreneurial-architectural role in the project and there were rumors that an AIA reproach was in the offing. None came and now, of course, the Insti-

tute actively encourages architects to enter development.

The Atlanta hotel was one of the two initial elements of Peachtree Center, a \$200-million complex also including a merchandise mart and four (soon to be five) identical office towers. All are arranged around plazas, courtyards, shopping malls, indoor and outdoor restaurants and other amenities.

Peachtree Center, for which Portman was architect and codeveloper with Trammell Cron of Texas, gave impetus and a kind of tone to the downtown Atlanta building boom. After it, the mode of major development became the amenity-laden, somewhat flamboyant, multibuilding complex.

Portman's contributions to Atlanta have been more than architectural. His name appears on the lists of directors of banks and cultural groups and he is influential in the high councils of the Chamber of Commerce and Central Atlanta Progress, Inc. (read power structure). He is also a member of the "action forum" of white and black leaders (see page 46) and is given high marks by civil rights activists for his involvement in Atlanta's racial progress.

Portman considers himself a native Atlantan, having lived there all but the first two weeks of his 50 years. He received his architectural degree from Georgia Tech and after three years with Stevens & Wilkinson of Atlanta, went into partnership with the late H. Griffith Edwards. The firm became John Portman & Associates upon Griffith's retirement in 1968.

The firm now has some 150 professional employees and shares Peachtree Center offices with Portman Properties, the development entity. The offices are filled with art, reflecting the interest that led Portman to be the first to put art "on the street" in Atlanta in the sculpture of Peachtree Center.

The Portman practice has grown far beyond regional boundaries. The San Francisco Hyatt Regency is part of a \$200-million Embarcadero Center designed by Portman for David Rockefeller. In Detroit he is designing the \$500-million Renaissance Center for Henry Ford.

Los Angeles' Bunker Hill development



will have a 1,500-room Bonaventure Hotel designed by Portman as a cluster of five glass cylinders. New York's Times Square will have a \$160-million Portman Properties-developed hotel with a 35-story atrium if Portman can find \$100 million with which to begin construction and the city proceeds with a projected convention center nearby.

Overseas, Portman has in construction the first phase of the Brussels International Trade Mart, which will eventually contain some 1.5 million square feet of space. He has similar projects in the negotiation stage in several other European cities as well.

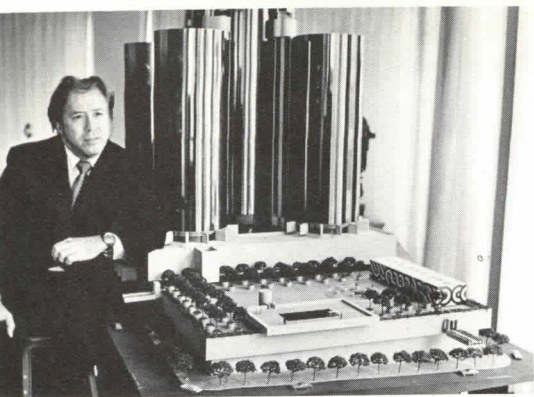
Meanwhile, back in Atlanta, the Peachtree Center Plaza Hotel is rising to what will be an eventual height of 70 stories, which will make it the South's tallest building and the world's tallest hotel. It too is cylindrical in form. (There are currently so many cylinders in the model room of the Portman office that it looks like the shipping room of a candle works.)

The lobby of the hotel will be a half-acre lake bearing eight "cocktail islands" and traversed by five levels of pedestrian bridges. As the hotel's architect and developer, Portman is clearly in the act of topping himself.

Still, inside there may be that little pang of uncertainty that seems to follow him

**Ms. Stanton** is an Atlanta communications consultant specializing in architecture.





Top, John Portman with a model of the Los Angeles Bonaventure Hotel; Hyatt Regency lobbies in Chicago (left) and in San Francisco's Embarcadero Center (above).

everywhere: Will the huge tower be considered great, or even good, architecture?

He can be confident that people will be impressed and fascinated by it. But what about the critics? Portman, for all his talents in business and real estate, thinks of himself as an architect first and foremost, and values recognition as such most of all.

The critics have not always been kind. One of them calls his buildings "showbiz, not architecture." And Ada Louise Huxtable has called some of them "flashy, corned-up, badly detailed." But she salved the wound to his ego somewhat by commenting that he has a "sense of good planning, and understands urban relationships of buildings very well."

One target of criticism has been the consumption of energy in Portman buildings. The power bill for the Atlanta Hyatt Regency is something like a half a million dollars per year, and a good deal of this power is used pumping air into the atrium lobby.

In response to this criticism, Portman says that "a basic element of the firm's overall design philosophy is to create spaces which lift the human spirit and create a sense of unity with the outdoors. The firm believes that humanizing architecture is of fundamental importance. An atrium space is an example of where the positive effect on people would outweigh strict and limited devotion to energy conservation."

Like the critics, Portman's colleagues are mixed in their reaction to his work. "He has a set of formulas that he drops in city after city," says one. "There are elements of the vulgar about everything he's done," says another. "It's mediocre, just slightly better than tacky developer stuff."

On the other hand, William Pereira, FAIA, of Los Angeles, says Portman has "enormous talent, creative ability, and he knows balance sheets." Philip Johnson, FAIA, of New York, maintains that architects are "jealous" of Portman. "His analysis of what people want and his ability to get it done are second to none," Johnson says. And Max O. Urbahn, FAIA, of New York, calls him "an architect who is way ahead of his time, proving that good architecture is good business." □



# Atlanta Convention Week: Events And Epicurea

For the use of those planning to attend next month's AIA convention in Atlanta, and in a frank attempt to entice others who may still be undecided, we present below a list of events in the city during the convention week and a guide to Atlanta restaurants. The list of events was compiled by Cathy Stanton and the restaurant guide is by Bruce Galphin, managing editor of Atlanta magazine and one of the city's leading epicures. It originally appeared in Atlanta and is reproduced here with Galphin's and the magazine's permission. Ed.

Perhaps the highlight of events scheduled in Atlanta during AIA convention week will be the appearance of the great Marlene Dietrich at the Fairmont Hotel, May 14-24.

The Arts Festival of Atlanta will be held in Piedmont Park from the 17th through the 25th. Simultaneously, an arts, crafts and music fair will be presented at Lenox Square shopping center as part of the bicentennial celebration, from the 17th through the 23rd.

A sculpture exhibition by Arnaldo Pomodoro will be open to the public at the Ann Jacob Gallery near the Memorial Arts Center, from mid-May to mid-June.

Mahler's Eighth Symphony will be presented by Emory University May 21 and 23, while on the 20th the Atlanta Symphony will host a concert by Peter Shickele and P.D.Q. Bach.

The famous Wit's End Players, a satirical revue troupe of talented actors and musicians, will open a new show at the Biltmore Hotel during convention week.

In sports, the Atlanta Braves will play Montreal on the 20th and 21st, and New York the 23rd, 24th and 25th. Mixed doubles tennis championship playoffs will be held at the Radisson Olympic Inn.

One of the most exciting annual sports events in Atlanta will be held on the Chattahoochee River May 17th: The Great Raft Race. Thousands of "custom designed" rafts compete for prizes, as participants come from all over the state of Georgia, as well as surrounding states. Some rafters get wet, but everyone has a good time. (One of the convention tours will be a raft trip down this scenic river. It shouldn't be missed.)

62 AIA JOURNAL/APRIL 1975

Back in town, David Lawton will be appearing at the Hotel Internationale, located near the Capitol building. "Cabaret" will be on the boards at Workshop Theater, Atlanta's newest and very successful theatrical venture. "Fantasticks" will be playing at the Academy Theatre in the Buckhead section of the city, and the final presentation of "Midsummer Night's Dream" will be held on the 17th at the Alliance Theatre.

Other than the raft trip on the Chattahoochee, the Atlanta chapter/AIA has planned other tours that shouldn't be missed. On the 18th, there's the visit to the city's entertainment park, Six Flags Over Georgia, as well as tours of the city, worship spaces and office parks. (The city tour is to be repeated on the 19th and 20th.) On the 19th, in addition to tours of shopping centers and educational facilities, there's the "How Green Is My City Tour," when beautifully landscaped gardens will be visited, with cornbread served at the 1840 Tullie Smith farmhouse.

On the 20th, there's a variety: Lockheed Plant (repeated on the 21st), multi-use developments, inner city lifestyle, a sound and light performance at the Cyclorama in Grant Park and a visit to Atlanta's residences noted for either historic significance or contemporary design. On this tour, there'll be a picnic lunch served.

Among the tours on the 21st: a visit to Stone Mountain, a drive to a Trappist monastery, a glimpse into Atlanta's black lifestyle and exploration of an antiques warehouse. The Fox Theater in Atlanta is a monument to Moorish splendor from the '20s. It's now under threat of the wrecking ball; so go see it on the 22nd if you don't like rafts.

The restaurant guide:  
Name: address; phone number. Type cuisine, with specialties (Sp) chosen by the restaurant listed in parentheses. Times of opening and closing. Reservations (Res) policy. Brief description. Live entertainment (Ent), if offered, and hours of performance. Availability of free parking (P) on the premises or nearby. Credit cards (Cr) accepted: A—American Express, B—Bank Americard, CB—Carte Blanche, CS—C&S, D—Diners, M—Mastercharge. Price of standard bar drink

(not call brand) at dinner hour (may be cheaper at lunch or "happy hour"). Price range for dinner (lunch usually is cheaper), based on basic meal of soup or salad, main course, vegetable, coffee or tea.

This is the ranking system:

1 Wreath—above standard

2—high professionalism

3—outstanding accomplishment

W—outstanding wine list

Asterisk (\*)—special ambience: elegant, kookie, fun, beautiful, etc.

## ☼☼☼ W \*

THE ABBEY: 669 West Peachtree St., NE; 881-8930. Continental, rural French (Sp: crabe Dante, venaison St. Hubertus, couronne d'agneau bouquetiere). Open 6 p.m.-11. Closed Sun. Res: yes, for times up to 8; afterward, first come, first served. Elegantly decorated old church building. Ent: classical harpist Mon-Thurs 7-11. P: yes. Cr: All major. Bar: 1.35. Dinner: 7.75/23.00.

## ☼☼ \*

THE AMBASSADOR: 3850 Roswell Rd., NE; 261-7171. New Orleans, beef, seafood (Sp: red snapper Pontchartrain, steaks, New Orleans dishes). Open 5 p.m.-midnight Mon-Sat (bar open 4:30). Closed Sun. Res: for 7 or more. Handsome exterior, elegant columned interior with fountain. Ent: Nelson Rogers Five, dance tunes, 8:30-2. P: yes, valet. Cr: A, B, CB, CS, D, M. Bar: 1.50. Dinner: 4.45/8.50.

## ☼☼ W \*

ANTHONY'S: 3109 Piedmont Rd., NE; 233-7129. Southern U.S., Continental (Sp: pompano Charleston, Maine lobster Savannah, veal Anthony). Open 6 p.m.-11 Mon-Sat. Closed Sun. Res: yes. Handsome plantation house with period decor. Ent: organist/accordianist. P: yes. Cr: all major. Bar: 1.75. Dinner: 5.50/10.95.

## ☼ \*

AUNT FANNY'S CABIN: 375 Campbell Rd., Smyrna; 436-5218. Southern U.S. (Sp: Southern fried chicken, Smithfield ham, rainbow trout). Open 6 p.m.-10 Mon-Sat. 1-10 Sun. Res: yes, but not needed for parties of less than 12. For



years, *the* regional cuisine place for visitors: children holding menus on slates, red-eye gravy and all that. Ent: occasional rendition of gospel songs. P: yes. Cr: A, B, CB, CS, D, M. Bar: 1.50. Dinner: 4.95/8.95.

☼ \*  
THE BONNIE BROOKS FARM: 3820 Roswell Rd., NE; 237-7504. Continental, American (Sp: duck a la orange, shrimp Creole, mushroom salad). Open 6 p.m.-10:30 Mon-Thurs, 6-11:30 Fri-Sat. Closed Sun. Res: accepted random times Mon-Fri, till 7 p.m. seating only Sat. Core building a Civil War farmhouse; melange of decorative elements. Ent: Ms. Brooks herself with Jerry Caskey trio 9, 10:30 Tues-Thurs; 9, 10:30, 12:30 Fri-Sat. P: yes. Cr: A, B, CS, M. Bar: 1.35. Dinner: 6.25/9.75.

☼ \*  
BRASSERIE: Fairmont Colony Square Hotel; 892-7980. American, Continental (Sp: eggs Benedict, pancakes Oscar). Open 24 hours daily. Res: no. Dining on balcony and overhangs overlooking Fairmont's striking red, gold and black lobby. P: no. Cr: A, B, CS, D, M, Fairmont. Bar: 2.00. Dinner: 7.20/12.70.

☼☼ W \*  
BRENNAN'S: 103 W. Paces Ferry Rd., NW; 261-7913. New Orleans Creole (Sp: redfish steak with crabmeat Jaime, stuffed flounder, chicken Pontalba). Open breakfast 9-2:30 Mon-Sat, brunch 9-3 Sun; lunch 11:30-2:30 Mon-Sat; dinner 6-10:30 Mon-Thurs, 6-midnight Fri-Sat. Closed Sun dinner. Res: yes. Modified New Orleans decor keyed to black and white. P: yes. Cr: A, B, CS, D, M. Bar: 1.75. Dinner: 6.50 (complete dinner)/10.75.

☼☼ W \*  
CHATEAU FLEUR DE LIS: 2470 Cheshire Bridge Rd., NE; 633-2633. Continental (Sp: fresh seafood, veal Savarin, pressed duck). Open lunch 11:30-2:30, dinner 6-11:15. Closed Sun. Res: yes. Sophisticated, elegant atmosphere. Ent: Continental trio 7:30-12:30. P: yes. Cr: A, B, CB, D, M. Bar: 1.85 call brand. Dinner: 8.55/15.25.

☼ \*  
CHRISTOPHER'S: 3717 Roswell Rd., NE; 266-8858. American, modified (Sp: prime rib, fresh mountain trout, daily specialty). Open lunch 11:30-2:30 Mon-Sat, dinner 6-10 Mon-Thurs, 6-11 Fri-Sat. Res: no. Small rooms with arched doorways, rya rugs, etc., provide feeling of intimacy. P: yes. Cr: A, B, CS, M. Bar: 1.30. Dinner: 5.50-7.95.

☼☼ \*  
CLARENCE FOSTER'S BAR & GREENHOUSE: 1915 Peachtree Rd.,

NE; 351-0002. European and American (Sp: steak au poivre, chicken Jerusalem, fluffy beer batter shrimp). Open lunch 11:30-4 Mon-Sat; dinner 6-midnight Mon-Thurs, 6-1 Fri-Sat. Closed Sun. Res: yes. Main dining room a patio tastefully transformed into an all-glass greenhouse; bar a young couple's favorite. P: yes. Cr: B.

☼ \*  
CLUB ATLANTIS: Hyatt Regency Atlanta, 265 Peachtree St., NE; 577-1234, X 252. Continental. Open 7 p.m.-10:30 Mon-Thurs, 7-11:30 Fri-Sat. Closed Sun. Res: yes, necessary. Deep-toned contemporary decor. Ent: name performers at 9, 11 p.m. shows. P: no. Cr: all major cards exc. gasoline. Bar: 2.00. Dinner: 8.40/9.65.

☼ W \*  
THE COACH AND SIX: 1776 Peachtree St., NW; 872-6666. Continental, American (Sp: prime pepper steak, veal Oscar, fresh stone crabs). Open lunch 11:30-2:30, dinner 6-11 Mon-Thurs. 6-12 Fri-Sat. Closed Sun. Res: all dinner hours, lunch for 6 or more. *Holiday*, other awards; Colonial-themed decor. P: yes, valet. Cr: all major. Bar: 1.50. Dinner: 6.75/10.42.

☼ \*  
COGNITO'S: 1928 Piedmont Cir., NE; 876-4272. Continental & Italian (Sp: cioppino, paella, var. veal scallopine). Open 6 p.m.-midnight. Closed Sun. Res: yes, except parties of 2 on Sat placed on "preferred list." Converted house with four intimate dining rooms; family atmosphere. P: yes. Cr: B, CS, M. Bar: 1.50. Dinner: 4.75/9.50.

☼☼☼ W \*  
COROMANDEL: Fairmont Colony Square Hotel; 892-7911. Classic French (Sp: pheasant Souvaroff, sole Ingrid). Open 11 a.m.-midnight Mon-Sat. Closed Sun. Res: yes. Contemporary decor under high ceilings and stair-step glass exterior wall; stunning coromandel screen panels divide dining room from lounge, which overlooks lobby; two-story glass wine racks dominate far wall. Ent: piano 7 p.m.-midnight. P: no. Cr: A, B, CS, D, M, Fairmont. Bar: 2.25. Dinner: 12.25/18.20.

☼ \*  
JOE DALE'S CAJUN HOUSE: 3209 Maple Dr., NE; 261-2741. Creole (Sp: baked oysters, assorted shrimp dishes, veal). Open lunch 11:30-3 Mon-Fri, dinner 5:30-11 Mon-Sat. Closed lunch Sat, all Sun. Res: no. Informal air, including collection of old toys, odds & ends. Ent: sing-along piano 8 p.m. to close. P: yes. Cr: A, B, CB, CS, M. Bar: 1.25. Dinner: 4.20/7.50.

W \*  
DANTE'S DOWN THE HATCH: Old Pryor St., Underground; 577-1800. Fondues, wines, cheeses (Sp: "strawberry frozen daiquiri, a better mixed drink, employees who give a damn"). Open 4:30 p.m.-midnight Mon-Thurs, 2-1 Fri-Sat. Closed Sun. Res: yes—urged and held only 10 minutes. Remarkable, handsome replica of a sailing ship serves as dining room. Ent: Paul Mitchell Jazz trio on "ship," folk singing on "wharf." P: no. Cr: 6 major credit cards. Bar: (call brands only) 1.50. Dinner: 3/7.00.

☼☼ \*  
THE DIPLOMAT: 230 Spring St., NW; 525-6375. American, Continental (Sp: "the full menu"). Open lunch 11:30-5, dinner 5:30-midnight. Closed Sun. Res: yes. Large, posh and comfortable. Ent: orchestra in lounge for dining and dancing. P: yes, valet service. Cr: A, B, CB, D, etc. Bar: 1.45. Dinner: 5.40/11.30.

☼ \*  
EMILE'S: 87 Fairlie St., NW; 523-4428. Continental (Sp: 8-course French dinner, filet mignon a la marchand de vin, poulet au vin). Open 11 a.m.-9:30 p.m. Mon-Thurs, 11 a.m.-11 Fri, 5 p.m.-11 Sat. Closed lunch Sat, all Sun. Res: yes. French cafe ambience enhanced by aging murals; 33-year-old restaurant a great lunch favorite. P: 2 hrs free Davison's after 5. Cr: all major. Bar: 1.20. Dinner: 4.20/9.20.

☼ \*  
EMPIRE SUITE DINNER THEATRE: Sheraton Biltmore Hotel, 817 W. Peachtree St., NE; 881-9500. Buffet, international. Buffet open 7-8:45 p.m. Tues-Sat; Wits' End Players shows 9 p.m. Tues-Sat, 11:15 Fri-Sat (\$2.75 charge for late show). Closed Sun-Mon. Res: yes, advisable. Handsome classical detailing of dining room decor; extensive buffet. P: yes, validate ticket for Biltmore parking building. Cr: all major. Bar: 1.75. Dinner: 9.50, incl. show.

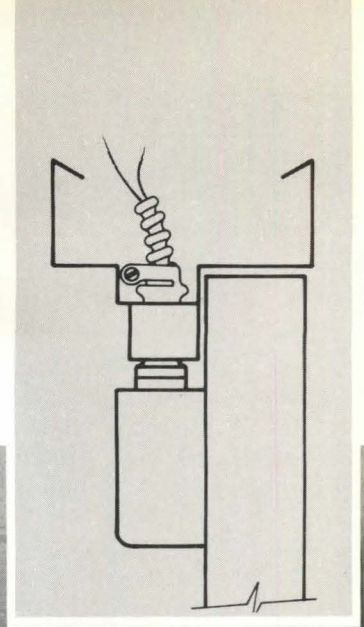
☼ \*  
ENG'S GOURMET: 3707 Roswell Rd., NE; 261-2696. Chinese (Sp: Cantonese & Mandarin dishes). Open 11-11. Closed: Sun. Res: Fri, Sat for dinner & dancing after 8. Oriental decor incl. authentic *objets d'art*. Ent: dancing 8-close. P: yes. Cr: A, B, CS, D, M. Bar: 1.35, 1.50. Dinner: 2.50/6.25.

☼☼ \*  
590 WEST (STOUFFER'S): 590 W. Peachtree St., NW; 881-6000, X 7265. Modified French (Sp: steak au poivre, veal a la Oscar). Open lunch 11:30-2:30 Mon-Fri, dinner 6-11 Mon-Sat. Closed lunch Sat, all Sun. Res: yes. Ent: Dick Drew Trio 8:30-10 Mon-Sat. P: no. Cr:

*continued on page 90*



# Smoke Barrier Doors Close Automatically with LCN SENTRONIC® Series SE Closer/holders



River Grove School, River Grove, Il. Orput Associates, Inc., Architects and Engineers, Rockford, Il.

4130-SE SERIES CLOSER/HOLDERS KEEP THESE SMOKE BARRIER DOORS OPEN AT 95° TO PERMIT FREE TRAFFIC FLOW. A SIGNAL FROM THE FIRE AND SMOKE DETECTION SYSTEM WILL RELEASE THE HOLDING MECHANISM TO LET THE DOORS CLOSE AUTOMATICALLY. 4130-SE IS A PROVEN ARCHITECTURAL GRADE CLOSER WITH FULL HYDRAULIC CONTROL. MEETS ALL MAJOR CODES. LISTED BY UNDERWRITER'S LABORATORIES.

SEE SWEET'S SEC. 8 OR WRITE FOR CATALOG ON THE COMPLETE LINE OF LCN SENTRONIC CLOSER/HOLDERS.

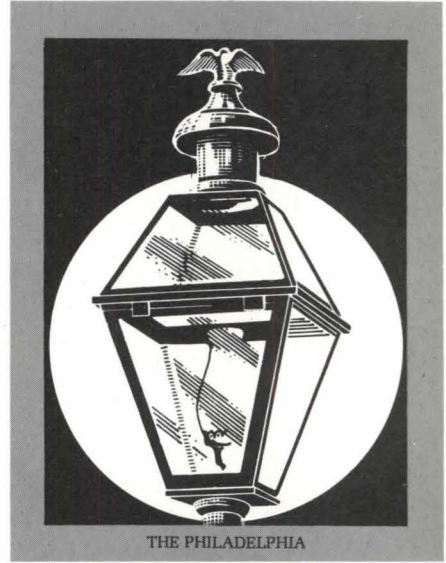
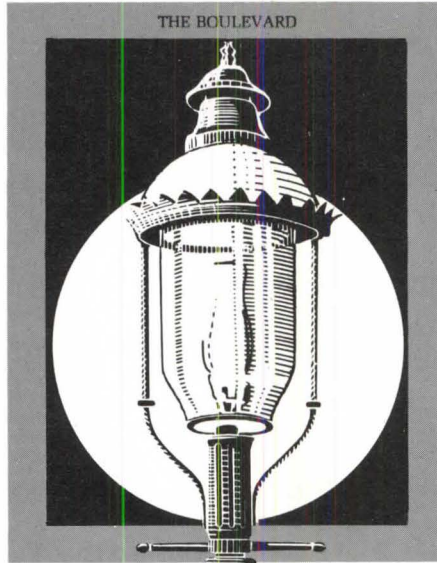
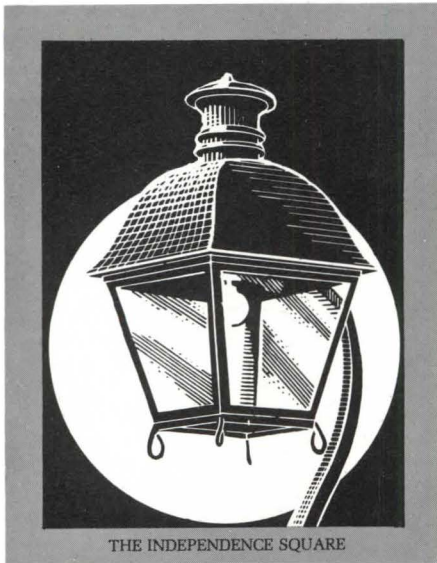


LCN CLOSERS, Princeton, Illinois 61356

Circle 20 on information card



# There's only one source for authentic fixture reproductions... the company who made the originals.



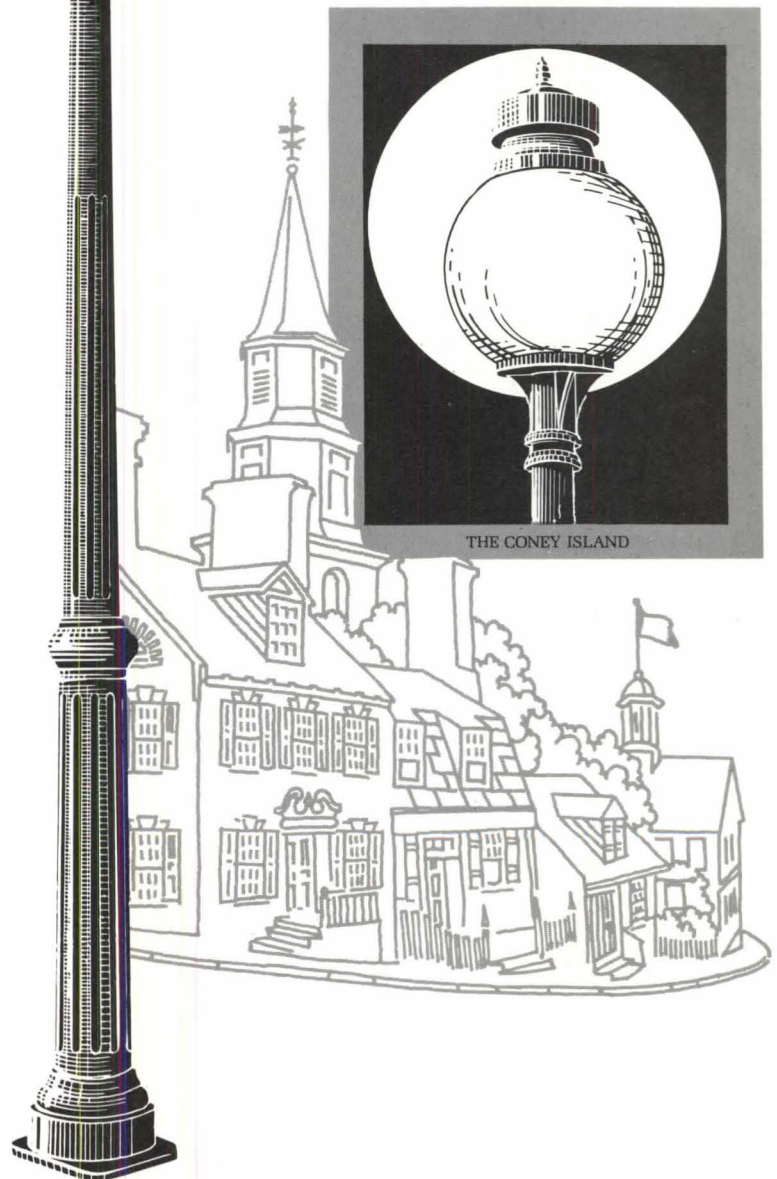
Seventy-five, eighty-five, ninety-five years ago, thousands of Welsbach fixtures graced the streets of nearly every major city in America. Today, the same elegant fixtures and classic ornamental poles are available with gas or modern day electrical light sources.

There's the pompous Boulevard perched atop a stately fluted pole right off the streets of Baltimore. And the cheery Coney Island which seems so much at home amid a crowd of happy people. The Independence Square and the Philadelphia are truly colonial with design ancestry dating back to the 1700's. And many more.

To preserve the timeless charm of our richly endowed heritage, go authentic. And there's nothing more authentic than Welsbach.



Welsbach Lighting Products Company, Inc.  
3001 E. Madison Street  
Baltimore, Md. 21205  
(301) 276-4600





# Biracial Joint Ventures Urged

The AIA board has voted to urge both public and private clients to make wider use of joint ventures between majority and minority owned architectural firms.

The board acted on the recommendation of participants in a one-day conference on biracial joint ventures sponsored by AIA and NOMA (the National Organization of Minority Architects). Speakers at the conference found benefits in such joint ventures for all parties involved.

For the minority firm, joint ventures can provide the boost needed to finally propel it into the mainstream, while deepening and broadening its fund of knowledge, experience and contacts.

For the majority firm, almost always the larger partner, joint venturing with a small, local concern can mean obtaining work in places to which it might otherwise not have access because of unfamiliarity with local needs, politicians and contractors. While helping it to meet affirmative action goals, joint venturing can thus broaden the large firm's base and add a fresh perspective and fervor.

For the client who prefers to work with a single architectural team, even on extremely complex building projects—and most do—the attractions toward the joint venture is strong, especially since it helps resolve affirmative action problems.

The February conference at AIA headquarters in Washington, was held to share information on joint ventures and begin a continuing dialogue on the subject. It was attended by 69 architects from firms across the country—some black-owned, about as many white-owned, some large, some small—as well as some federal and private clients.

Speaking for most of those attending the all-day meeting, Leroy Campbell, AIA, said "Most of us are here because we are in general sympathy with joint ventures and want more specific information about them." The focus of the conference was, therefore, on identifying effective techniques for forming and managing joint venture teams and on finding ways of overcoming problems.

Representing a number of black-owned, Washington-based firms, Campbell pointed out that the thorniest problems

often concern who is in charge and in what way each partner will participate in the project. There is room here for intimidation, subtle or otherwise, of small firms by large ones. "There are a few firms," said Campbell, "that will frankly offer to buy out our interest in the venture and just expect us to participate in conferences. . . . Most minorities are not interested in less than 50-50 participation across the board in all levels of project development. If we can't have adequate exposure to most of the development, then our equal opportunity amounts to nothing more than equal drafting responsibilities. In any event, the issue of participation requires considerable respect and thoughtfulness for each firm's capabilities and aspirations. If you can't learn to understand each other's situation and create an atmosphere of mutual confidence during early stages of negotiations, you probably shouldn't be working together."

One key to successful joint ventures, it was agreed, lies in good interpersonal relations. "You have to get along and find a way to match large egos," said David Dibner, FAIA, author of *Joint Ventures for Architects and Engineers*. Most important, a way of doing so must be found *before* the commission is awarded.

A persistent theme of the conference was the need to define the responsibility of each partner early and precisely in a preliminary agreement. This agreement "should spell out and resolve basics concerning who the principals and key personnel will be and how each will participate; what the financial responsibilities of each partner are and where the work will be performed," said MacDonald Becket, FAIA, president of Welton Becket & Associates.

Financial responsibilities and rewards can be divided according to one of two methods. In the "fee-split" method, the fee is assigned at the beginning, as is work to be done by each partner. This works well if the tasks to be performed by each partner can be exactly defined and divided. Problems arise, however, because of almost inevitable areas of overlap in work required of each partner.

In the "profit-split" method, the fee is put into a joint bank account, with the

participants being paid for work when they complete it. The left-over portion is split at the end of the project, according to a formula arrived at in advance. To aid the small firm with cash flow problems, the profit can be worked in during the life of the project.

"Don't try to set the profit on the basis on how much time each puts in," warned Dibner. "In determining the percentage received by each partner, the deciding factors should usually be the contribution made by each in obtaining the job and the special capabilities each brings to it."

In making provisions for covering losses, "it is important," said Becket, "to never let a partner suffer more than you."

The answer to the question "where will the work be performed?" can pose unexpected problems. If a small firm, for instance, is physically remote from the job, the possibility of its participating fully becomes equally remote. As a rule, in small projects, each firm does its share of work in its home office. If a project is large, however, a separate office is usually set up near the client, but this has such disadvantages as high cost and the need to relocate personnel.

As issues like the above were identified and hashed out at the conference, it became abundantly clear that—as in all business enterprises—effective management is the lubricant needed to oil the wheels of the joint venture, and to keep them rolling, not spinning. It also became evident that the most important skill for a joint venture manager is the ability to handle disputes effectively.

In looking back over his impressions of the one-day meeting, Dibner noted an important change that seems to have occurred recently in joint venturing: "Previous discussion usually took the form of complaints by small firms about being ripped off by large ones that had used them to get the work and then hadn't given them a chance for meaningful participation. Today's discussion has been much more about the structural aspects of joint venturing, and how to achieve better inter-relationships. That must be a sign that people are having more positive experiences in joint venturing." *Andrea O. Dean*



# Linking Research And Practice

**John K. Holton and  
Porter Driscoll, AIA**

Architects are broad-scope problem-solvers and have been since the beginning of the profession. Traditionally, advancement of the art has been by evolutionary means. Specific, concerted research in architecture has normally been outside the scope of the vast majority of practicing professionals and has been the domain of research organizations or educational institutions.

In a time of greatly increased sophistication and complexity of building product and design process, a capability to understand and utilize research, if not conduct it, would be a major asset to the practicing architect. Conversely, building research, if it is to have value, must find strong direction from the perceived needs of the building community in general and practicing architects in particular. An architect-in-residence program has been established by AIA and the National Bureau of Standards (NBS) to contribute to both these objectives.

NBS, located in the Washington suburb of Gaithersburg, Md., has for years been the government's primary agency for conducting building research. With extensive facilities for experimentation—structural labs, behavioral monitoring facilities, environmental chambers, fire testing labs and mobile field testing units—and a multidisciplinary research staff, it has been responsible for much of the basic investigation carried out in the building community. NBS feels that its research work must have applicability in the real world and that the problems it tackles must be of importance to those who face the day-to-day pressures of design and construction.

In 1973, it was decided to establish a program, jointly with AIA, to bring one practicing architect to NBS each year for a period of residency. The architect would be immersed in the ongoing research activity and would contribute his knowledge and experience in any way possible. After becoming familiar with the research work, he would be in a position to communicate

**Mr. Holton** is AIA/NBS architect-in-residence; **Mr. Driscoll** is chief of the technical evaluation & application division, center for building technology, at NBS.

with others about its applicability and value. It was intended that this communication be directed principally to other architects, but all those with whom architects traditionally work—contractors, manufacturers, developers, et al.—would also be appropriate targets for this message.

To top the vast resources available at NBS, a modest research project conducted by the architect-in-residence has been included as a component of the program. It was to have significance to the individual and the profession, and to the greatest extent possible build upon and relate to research work being done at NBS.

The program was initiated in the summer of 1974 with interviews of several interested applicants and an ultimate selection by AIA and NBS. The first AIA/NBS architect-in-residence came to Washington in October of 1974 for a 10-month residency program. Initial weeks here were spent in introduction and orientation to the NBS research structure, principally the activities and staff of the center for building technology.

Within the center research work is conducted by three divisions: structures, materials and safety; building environment and technical evaluation and application; and through four offices: building codes and standards; housing technology; federal building technology and energy conservation. The three divisions conduct basic research operations with test labs, research equipment and staff. The four offices serve as management groups bringing together multi-discipline teams to tackle specific projects.

In the few weeks allotted to orientation, no great depth of understanding could be reached on the 200 research projects being conducted by a staff of 235 people, but it became apparent that a number of projects were of direct and timely interest. The architect-in-residence worked with the group preparing performance specifications for the modular integrated utility system demonstration, offering critique and comment on the specifications and the environmental impact statement, then in the process of preparation.

The objective of this demonstration program is to develop a utility system that

integrates power generation, heating, cooling, water supply, sewage treatment and solid waste disposal into one efficient unit for a housing development. Efficiencies come from adjusting the operation of the system closely to the needs of the community and from reclaiming normally wasted energy by heat recovery or solid waste combustion processes.

Similarly, the solar heating and cooling demonstration performance specifications were in the process of preparation. The work in this area included meeting with various advisory panels and the review of draft specifications at several stages. The architect-in-residence participated in this and, as a result, significant changes were made in the final documents. In other areas, research reports have been reviewed and numerous recommendations offered for the form, content or direction of research projects.

Research program planning is another area that has been of great interest. Plans are worked out for one, two or five years, and it is here that judgment of the direction and nature of the future patterns of the building industry is critical. The architect-in-residence has participated in several of these efforts; of particular satisfaction has been the opportunity to present an architectural view of future trends to a more scientifically oriented group. In one case, starting from an existing base of extensive research in building materials, a new direction has been taken to investigate the reuse of materials, a major component of future resource conservation with strong architectural implications.

Much of the research being done at NBS, much concern of the government at the highest levels and much attention by architects is being devoted to energy conservation and more efficient patterns of living. The individual research project chosen for this year by the architect-in-residence responds directly to this emphasis: "The Introduction and Control of Natural Light in Buildings." It is intended to investigate the means for introduction and control and develop some measures for judgment of performance and effectiveness.

The principal area of investigative interest related to conventional windows and



# Tri-State Meeting On New Markets

Sandra Kashdan

skylights is in the light control (both quantity and color) that can be achieved by upgrading normal curtains, blinds and shutters. This upgrading includes increased attention to edge conditions and to the nature of the fabrics and surfaces of the components themselves. In addition, thermal control also may be enhanced by these methods. In the second area, gathering and beaming methods, combinations of optical devices are being investigated for their ability to gather and concentrate natural light and transmit it into the deep regions of a building. Much of the basis for this investigation stems from optical methods developed in high science and space research.

In the course of all of these activities, there has been extensive opportunity to discuss research as it relates to the "practical" world of architecture and building. These situations have arisen during the pursuit of the individual research project, through meetings of consultant boards and committees at NBS, in direct conversation with other architects, and through participation in a multitude of AIA activities. What has emerged from this is the feeling that the building community is very interested in effective problem solutions but has some difficulty relating specific research work to day-to-day needs.

The architect can become a most effective research translator capable of understanding the strengths and limitations of research findings and putting them into a context of usefulness to society. Conversely, if the architect can learn to describe problems clearly, they can be cast into a form susceptible to conscientious research.

The AIA/NBS architect-in-residence program is a yearly appointment conferred by AIA and NBS. A stipend is provided by NBS that provides for approximately 50 percent of salary and certain expenses. The architect is expected to take up residence in Washington for the period. Applications for consideration will be opened approximately May 1 and those interested in the program should contact the AIA Research Corporation. Selection will proceed in the following months with residency planned to commence in September. □

A cold, rainy day in Buck Hills Falls, in Pennsylvania's Pocono mountains; yet already there were signs of the summer to come. This was an appropriate setting for the "Survival Plus" conference held on March 22 as follow-up to AIA's January economic charrette. For as one speaker predicted to the 250 Northeastern architects attending, these may be rainy days for the architectural profession, but there are signs of better weather approaching.

The conference was conceived by Helen Schneider, Hon. AIA, executive director of the New Jersey Society of Architects and Peter Arfaa, AIA, executive director of the Philadelphia chapter. It was sponsored jointly by national AIA and the New Jersey, Pennsylvania and New York state components. National staff arranged for the 10 resource persons who conducted the workshops comprising the intensive one-day session.

The resource persons were chosen for their ability to chart new business opportunities for architects. Almost all of them stressed the importance of "non-architectural" markets.

For example, Martin H. Cohen, AIA, of Skidmore, Owings & Merrill's New York office, said that for the immediate future, best prospects in health facilities work are in health care planning rather than in hospital design. He also pointed out that one of the results of new government aid, and especially of the recently enacted National Health Planning and Resource Development Act, would be to create an entirely new planning and approval process because of the greater authority the act gives to the user community. As a result, he said, consultants will be in increased demand, and cost estimating will become one of the most important services architects can offer.

Townscape conservation is another field that has grown despite the recession, as documented by a slide show given by Richard C. Frank, FAIA, of Preservation Urban Design, Inc., Ann Arbor Mich., and Ronald Fleming of Vision, Inc., Cambridge, Mass. Fleming attributed the neglect of attention to preservation at the

**Ms. Kashdan** is assistant director of continuing education for the AIA.

community scale to its falling "somewhere between architecture and urban planning, planners having been caught up in their land use maps, and architects absorbed in their individual choices, and perhaps with the thrust of *their egos toward the sky.*" Architectural consultant Weld Coxe termed preservation and adaptive use "one of the greatest insurance policies an architect can have because of the high involvement of hours of architecture per dollar of construction."

In a session called, "Design, Build, Bury," Robert H. Levison, FAIA, of the architectural firm of Wakeling, Levison, Williams & Walker of Clearwater, Fla., advised architects on how to get a "piece of the cemetery action." He pointed out that another lucrative, "vastly neglected, nonglamour" area is in continuing maintenance contracts.

Engineer Felix Matusky of Lawler, Matusky, Skelly in Tappan, N.Y., spoke about environmental impact studies as a source of extra income for architects. He emphasized the importance of correctly following the Environmental Protection Agency's procedures, since inaccuracies in filing can delay a project up to a year, which, especially in this bleak financial climate, may mean loss of the job.

Carl Tschappat, chairman of the department of real estate and urban affairs at Georgia State University, told how his firm has been shifting with the times. Lately, it has been concentrating on helping clients who have development problems with half-finished projects to establish better permanent sources of financing, especially through federal sources.

Coxe said a survey by his firm had showed that fully a quarter of all architects offices are thriving—those who "broaden the definition of the term 'architect.'" He said, "At a time when clients want more from the architect than ever before and, if need be, are willing to go elsewhere to get it, the firm which can say to the person with a problem 'I understand it, I know enough about the financing, a lot about building, and we will get a team together to solve it' " will probably be able to propel itself through this economic morass. □



# Lock-Deck<sup>®</sup> works in high places.



Our Lady of Fatima Catholic Church, Waterbury, Connecticut. Architect: Alfonso Alvarez.

Achieving the openness of vaulted ceilings and yet infusing warmth into the resulting spaces is a real problem which church designers have to cope with.

But one solid solution can be Potlatch Lock-Deck laminated decking. It combines the advantages of wood with the strength of high-pressure lamination.

So while Lock-Deck is setting

a warm, rustic interior mood, it's actually part of the roof. Lock-Deck's exclusive laminating system also gives you added stability, economy of in-place finished costs, greater coverage and less waste and less labor than solid decking.

The Lock-Deck system includes five wood species, four grades and a variety of surfaces—smooth, wire-brushed or saw-

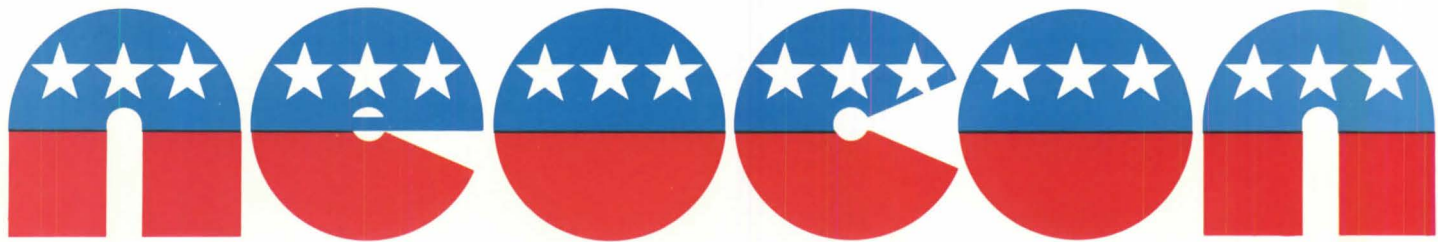
textured. Available natural, or pre-stained in one of twenty-one shades of acrylic-polymer. Each Lock-Deck variation can be a pleasing solution to the unique problems of church design.

For more information and the name of your nearest Lock-Deck representative, call (509) 455-4260. Lock-Deck details can also be found in your *Sweet's Catalog*.

## Potlatch



# 200 years of Changing Environment



## Chicago June 18-19-20 The Merchandise Mart

"With the increasing interest of more and more architects in interior design, NEOCON offers a unique resource—everything is there."—Walter Wagner, Editor, *Architectural Record* ■ "NEOCON is the only interiors event in America where architects can meet their professional counterparts from around the world."—Peter Blake, Editor, *Architecture Plus* ■ "NEOCON provides a welcome meeting ground for architects, interior designers and creative thinkers from other vital fields."—John Dixon, Editor, *Progressive Architecture*.

**OFFICIAL PRIORITY PRE-REGISTRATION / Please mail today**

**NEOCON / SUITE 830 • THE MERCHANDISE MART • CHICAGO, ILLINOIS 60654**

*I am planning to attend NEOCON. Please send catalog of seminars and reservation forms.*

**SAVE MONEY ON YOUR NEOCON TRIP.**  
The Merchandise Mart's low cost Professional Excursion Program hotel/travel packages average less than \$130! For details, call TOLL FREE: 800/621-3902. In Illinois, call collect: 312/527-4141. Or—check here  if you want information mailed to you.

Please Print

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
FIRM \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**IT'S FREE! THERE ARE NO REGISTRATION OR SESSION FEES FOR NEOCON.**

PHONE \_\_\_\_\_

Circle 23 on information card



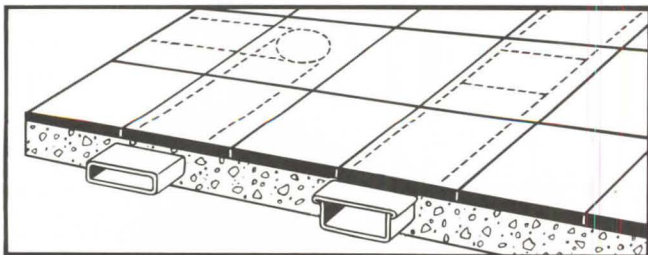
# Collins & Aikman's Tex-Tiles™

## The permanent floor system that lets you change your mind.



Tex-Tiles are an exclusive C&A group of bi-component vinyl backing systems integrated with a super-dense, man-made commercial fiber surface. Each Tex-Tile is 18" x 18". Simple to install, Tex-Tiles can be laid down and picked up when required. Arrange and rearrange them however you want for maximum beauty and maximum wear. They require minimal care! Specify C&A Tex-Tiles. The mind-changing floor system in a full range of styles, textures and colors.

COLLINS & AIKMAN, COMMERCIAL FLOOR SYSTEMS, 919 THIRD AVENUE, NEW YORK, N.Y. 10022 (212) 953-4356



### TEX-TILES MAKES UNDER FLOOR SYSTEMS TRULY ACCESSIBLE.

When you need to get to your underfloor systems just pick up a few Tex-Tiles. Put them back when you're through. And if for some reason you need to repair a Tex-Tile—replace it!



COLLINS & AIKMAN, 919 THIRD AVE.,  
NEW YORK, N.Y. 10022 Box B-8

I'd like more information on  
Powerbond Floor Covering.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

A1-10



# Expressions in Masonry





A biological research tower, a building for which there is no historical precedent, is given human scale and historic reference by brick.

Concrete masonry units enclosing apartments provide protective firmness and the detail interest of hand-layed units.

Two expressions of the beauty and flexibility of masonry by Ulrich Franzen, FAIA.



International Masonry Institute  
Suite 1001, 823 15th Street, N.W.  
Washington, D.C. 20005  
202-783-3908

*Research Tower, College of Veterinary Medicine,  
State Colleges, Cornell University, Ithaca, N.Y.*

*Architect: Ulrich Franzen & Associates*

*William Street Apartments, Wesleyan University  
Middletown, Conn.*

*Architect: Ulrich Franzen & Associates*

*Photographs: David Franzen*

*Circle 25 on information card*





# Winners



## 1974 CRSI design awards program.

### ONE POLICE PLAZA, New York, New York.

*Judges' Comments:* "Powerful and welcome addition to civic architecture. Well-proportioned and flexible while making good use of a congested urban site."

**Owner:** City of New York.

**Architect:** Gruzen & Partners, New York, N.Y.

**Structural Engineer:** Farkas, Barron & Partners, New York, N.Y.

**General Contractor:** Castagna & Son, Inc., Manhasset, N.Y.

### SCHOOL OF NURSING BUILDING, University of California Medical Center, San Francisco, Calif.

*Judges' Comments:* "Simple, understated, and responsible. Good value without loss of quality. Sensitive site development."

**Owner:** Regents of the University of California, San Francisco, Calif.

**Architect:** George Matsumoto & Associates, San Francisco, Calif.

**Structural Engineer:** Hirsch and Gray, San Francisco, Calif.

**General Contractor:** Perini Corporation, San Francisco, Calif.

### CLINICS EXPANSION & PARKING STRUCTURE, University of California, San Francisco, Calif.

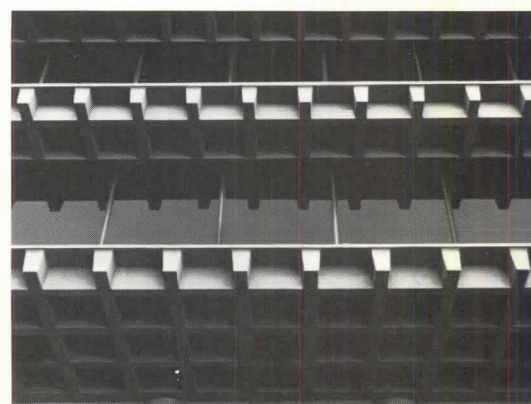
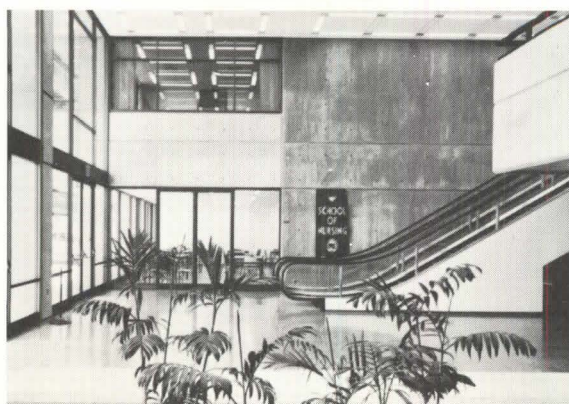
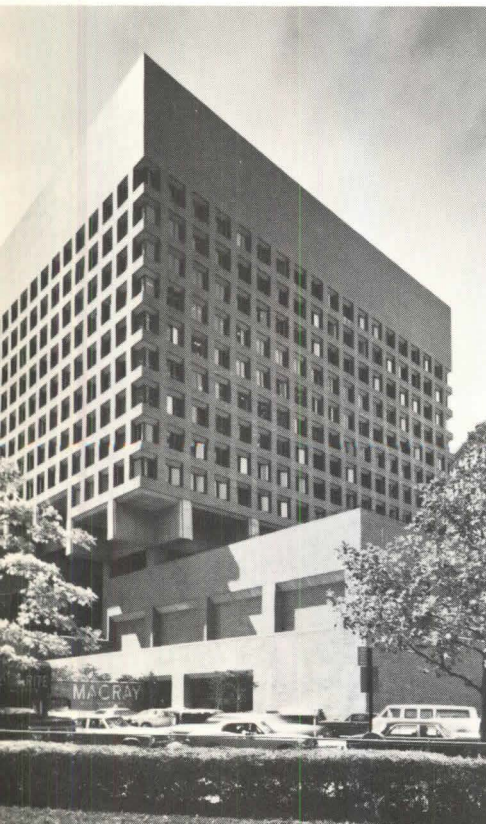
*Judges' Comments:* "Complex problem well-solved. Delicate and valid expression of reinforced concrete in architectural terms. Commendable contrast of forms—translucent and solid."

**Owner:** University of California, San Francisco Medical Center, San Francisco, Calif.

**Architect and Structural Engineer:** Reid & Tarics Associates, San Francisco, Calif.

**General Contractor:** Donovan Construction Co., St. Paul, Minn.

Circle 26 on information card





**Six winners from a distinguished group of entries.** Each of these structures is a winner in the first annual CRSI Design Awards Program. Each, in the opinion of our panel of judges, demonstrates innovative use of cast-in-place reinforced concrete.

**Award recognition shared equally by winners.** Since reinforced concrete can be used to solve so many different

design problems, there are no categories of awards in this program. Nor is any ranking expressed or implied in the arrangement of presentation in this announcement.

**A portfolio is available.** Complete details on the award-winning structures are given in the new Design Awards portfolio. For your copy, write CRSI, at the address below, attention George Leyh, Director of Marketing.

## Panel of judges

**Carl Bradley, FAIA**  
Vice-President, AIA  
Archonics Corporation  
Fort Wayne, Indiana

**Russell S. Fling,**  
Vice-President, American  
Concrete Institute  
President, R.S. Fling and  
Partners, Inc.  
Columbus, Ohio

**George J. Hasslein, FAIA**  
Dean, School of  
Architecture  
California Polytechnic  
State University  
San Luis Obispo,  
California

**Hugh Stubbins, FAIA**  
Hugh Stubbins and  
Associates, Inc.  
Cambridge, Massachusetts

**Harry M. Weese, FAIA**  
Harry M. Weese &  
Associates  
Chicago, Illinois

Special Design Award  
Consultant—Maria  
Murray, AIA Headquarters



## CONCRETE REINFORCING STEEL INSTITUTE

180 North LaSalle Street, Room 2111-D,  
Chicago, Illinois 60601

### CHRISTIAN SCIENCE CENTER, Boston, Massachusetts.

*Judges' Comments:* "Monumental architecture in modern material. Restrained and elegant. Probably the most technically proficient in-site concrete extant."

**Owner:** The Christian Science Church.

**Architect:** I.M. Pei & Partners & Araldo Cossutta Associated Architects, New York, N.Y.

**Structural Engineer:** Weiskopf & Pickworth, New York, N.Y.

**General Contractor:** Aberthaw Construction Co., Boston, Mass.

### B.L. ENGLAND STATION, SALT WATER NATURAL DRAFT COOLING TOWER, Beasley Point, New Jersey.

*Judges' Comments:* "Pure form derived from scientific principle, executed with maximum efficiency."

**Owner:** Atlantic City Electric Company, Atlantic City, N.J.

**Designed & Built by:** Hamon Cooling Tower Division, Research-Cottrell, Bound Brook, N.J.

**Architect/Engineer:** United Engineers and Constructors, Philadelphia, Pa.

### FREMONT ELEMENTARY SCHOOL, Santa Ana, California.

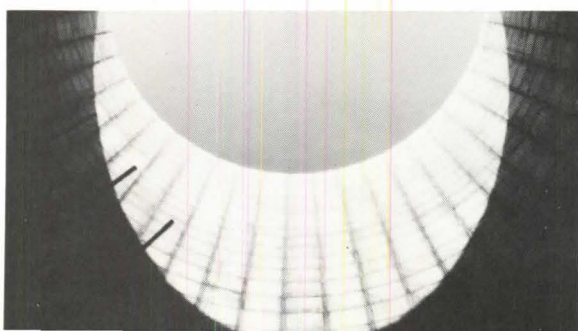
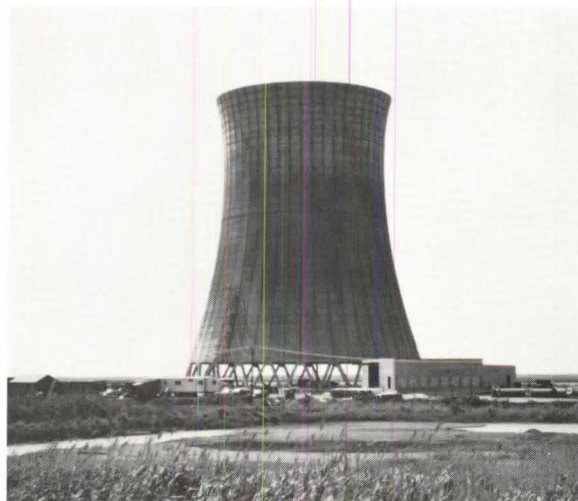
*Judges' Comments:* "Understated, restrained, and effective site planning for maximum utilization. Concrete a natural for a substructure outcropping like strata of rock. Permanence personified."

**Owner:** Santa Ana Unified School District, Santa Ana, Calif.

**Architect:** Allen & Miller Architects, Santa Ana, Calif.

**Structural Engineer:** Martin, Tranberger & Associates, Newport Beach, Calif.

**General Contractor:** Kemp Brothers, Whittier, Calif.







## TERNE, FRANÇOIS MANSARD AND THE CONTEMPORARY IDIOM

Few architectural elements are more traditional than the classic mansard roof. Its current adaptation to highly contemporary design thus provides a dramatic example of "the very old becoming the very new," a phrase which Frank Lloyd Wright once applied to Terne metal itself. And wherever such fascia elements are used, the outstanding functional characteristics of Terne, along with its inherent affinity for both form and color, are available at relatively moderate cost.

## FOLLANSBEE

FOLLANSBEE STEEL CORPORATION  
FOLLANSBEE, WEST VIRGINIA

SAN MATEO COMMUNITY COLLEGE DISTRICT,  
SAN MATEO, CALIFORNIA

ARCHITECTS: CHAN-RADAR & ASSOCIATES, AND  
WELTON BECKETT AND ASSOCIATES  
SAN FRANCISCO, CALIFORNIA

ROOFER: MARELICH MANUFACTURING COMPANY  
SAN BRUNO, CALIFORNIA

*Circle 27 on information card*





# WE PROVED TO THE WORLD THAT NO NYLON HIDES SOIL BETTER THAN ENKALURE II.

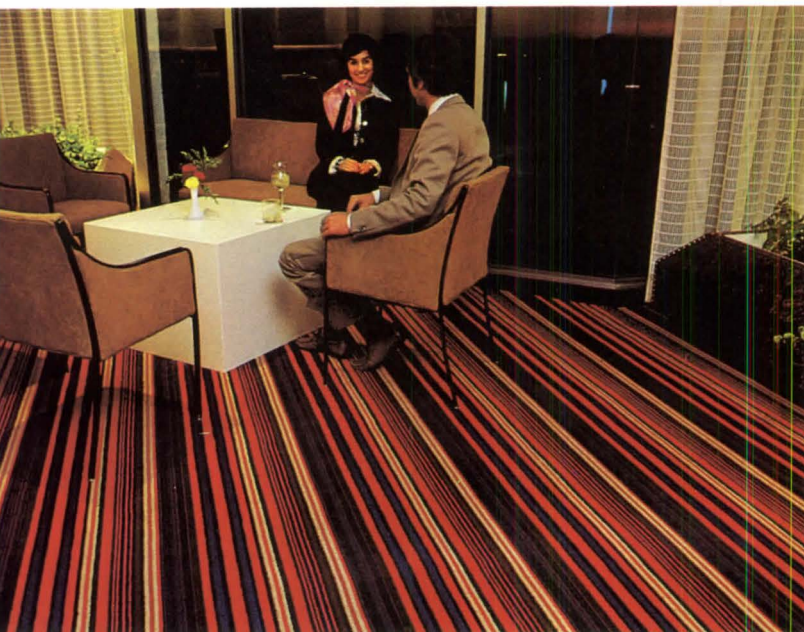
*Now hospitals, banks, hotels and schools are proving it every day.*



Bull Shoals Community Hospital & Clinic, Bull Shoals, Ark. "Sandpiper" by Atlantic



Benton Bank, Little Rock, Ark. "Chateau" by Brinkman



Hilton Inn, Myrtle Beach, S. C. "Essentiale II" by Karastan



Pace Academy, Atlanta, Ga. "Norseman" by Jonas Carpets

Obviously, carpets for public buildings must be durable, keep a clean appearance and be easy to maintain.

Besides being practical, they must also be beautiful.

That's why the managements of these buildings chose carpets made with Enkalure® II soil-hiding nylon.

Enkalure II is easy to maintain (daily vacuuming and occasional spot cleaning is all that's needed).

It will look fresh and clean, even when the carpet is dirty.

And, since it's exceptionally durable, it will keep looking that way a lot longer.

The Benton Bank knew that when they chose "Chateau" by Brinkman. So did The Hilton Inn when they chose "Essentiale II" by Karastan for all their corridors, bar and restaurant. Bull Shoals Community Hospital & Clinic knew it when they installed "Sandpiper" by Atlantic. As did Pace Academy with "Norseman" by Jonas Carpets.

Enkalure II has a special multilobal cross-section which causes light to actually bounce off the fiber. It's this special cross-section that keeps the color looking bright and clean, even when the carpet is soiled.

American Enka guarantees that Enkalure II nylon carpet will wear no more than an average of 10% for 5 years when certified and properly installed and maintained, or we'll replace it.

A grueling test by Nationwide Consumer Testing Institute against competitive carpet nylons proves that no nylon hides soil better than Enkalure II.

But the real proof is on the floors of these public buildings. For more information and the complete full color Enkalure II portfolio of carpet styles, write: American Enka Co., Dept. AIA, 530 Fifth Ave., N.Y., N.Y. 10036.



I'M SOIL.  
NO NYLON HIDES  
ME BETTER THAN  
ENKALURE II.

**Enkalure II soil-hiding nylon by ENKA**

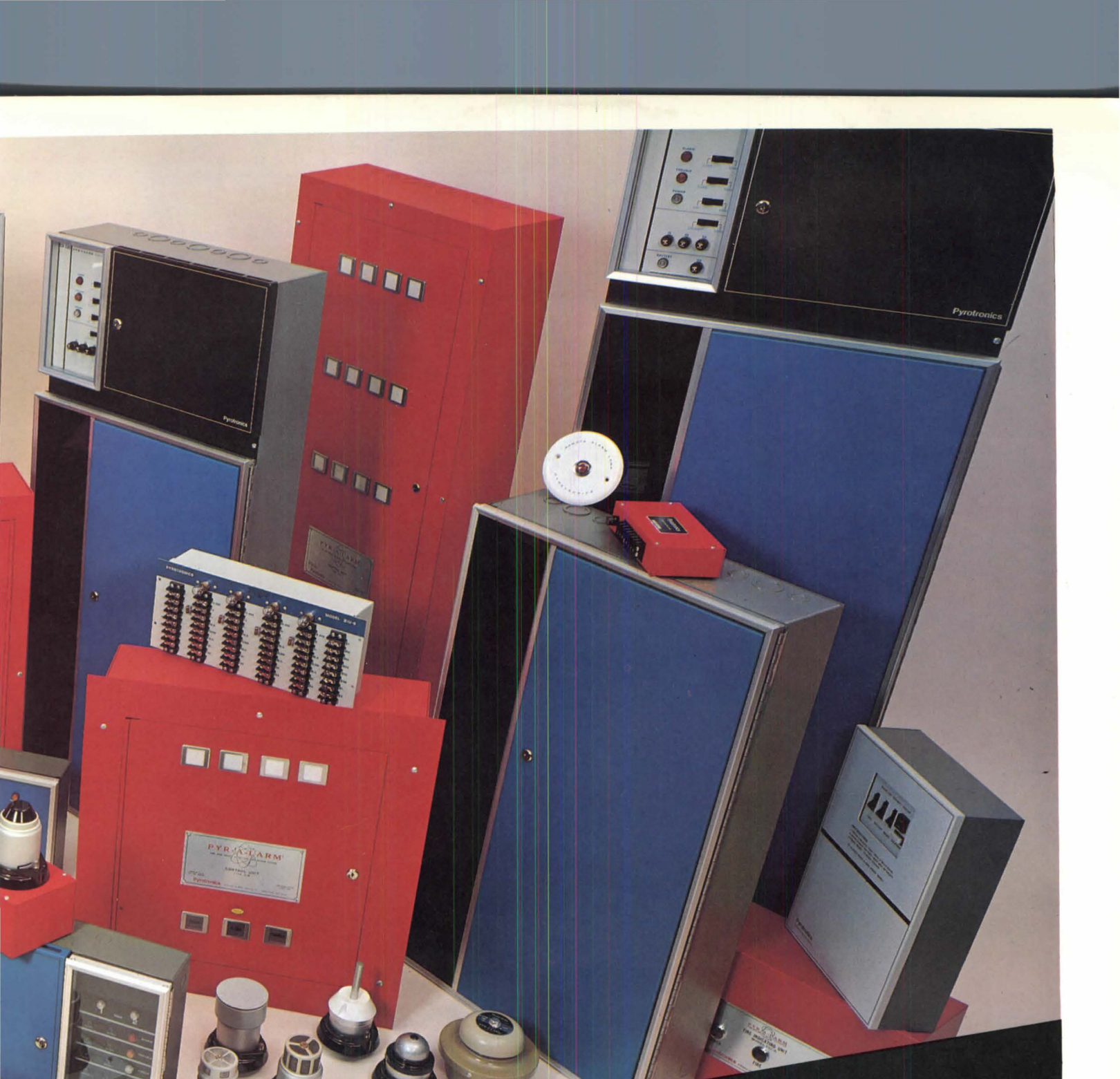
Circle 28 on information card





**Behind the widest line  
in fire protection, you'll find  
a big extra. Free.**





When it comes to early warning fire detection systems, Pyr-A-Larm gives you more than meets the eye. We have the widest line of detection and control equipment in the industry... with thousands of engineered systems in service.

But we also have over 20 years of technical knowledge and assistance ready to help

you solve the toughest applications problems. Regional applications engineers will quickly analyze your specific hazard and recommend the right systems, including time of delivery, price and give system layout drawings—FREE.

As we have no ax to grind, our system recommendations will tell you what combination of flame, thermal, ionization or photoelectric detectors are required. You'll get an individually engineered fire

detection system to protect your individual hazard. For information on world-wide proven Pyr-A-Larm systems, and free application data, call or write today: Bill Columbus, Pyrotronics, A Division of Baker Industries Inc., Cedar Knolls, New Jersey 07927 (201) 267-1300.

**Pyr-A-Larm<sup>®</sup>**





# PLANNING A WINNING POOL?

## PUT PARAGON POOL EQUIPMENT IN YOUR PLANS.

Let our design and manufacturing know-how work for you.

Paragon, for over two decades has been a leading manufacturer of swimming pool deck, underwater and filtration equipment. We can help you find the solutions to your problems and provide the best equipment for your design needs.

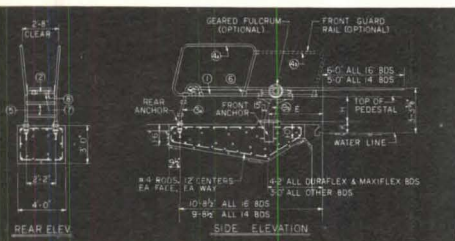
Our reputation for award winning design, precision engineering and meticulous care that are put into every one of our quality pool products is our benchmark and your guarantee of satisfaction.

To you the creative Architect, our Paraflyte Deck Equipment means total flexibility in design and materials. We offer a variation in grades of materials, superstructures, and price range.

While our catalog shows our many standard designs, we also have complete customizing services to meet your requirements with the highest standards in materials and design.

We have loads of technical data and information available at your request. See our catalog in Sweets Architectural File or write for a copy.

Make sure your winning designs are complimented by the best in pool equipment; specify Paragon and we'll do the rest.



**KDI Paragon Inc. The People Who Care**  
Manufacturers of Quality Swimming Pool Products

KDI Paragon Inc.  
12 Paulling Street  
Pleasantville, N.Y. 10570  
914-769-6221  
TWX 710 572 2202

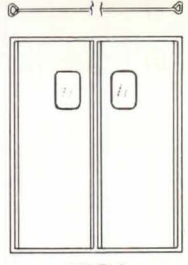
West Coast Rep.  
Corrick International  
206 Locust St.  
Santa Cruz, Ca. 95060  
408-426-9010



# ELIASON

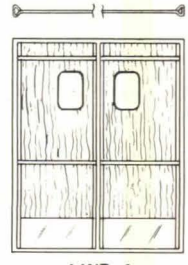
## Easy Swing<sup>®</sup> DOORS

Self Closing - Double Action for SERVICE, TRAFFIC OR CONVENIENCE DOORWAYS



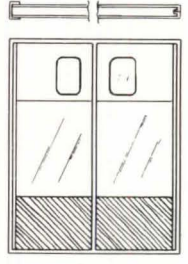
LWP 3

◀ **LWP 3:** 6061-T6 Aluminum Alloy .063" thick, Satin Anodized finish, Std. Windows, Fasteners and Hinges included. Easy to install, easy to use. Useful for Patient Care, Food Service, Variety, Discount, Department Stores. Thousands used in Supermarkets.



LWP 4

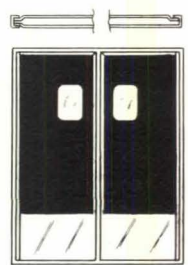
▶ **LWP 4:** Same as "LWP 3" except with decorative high pressure laminate both sides. Decorative doors are practical with protective accessories. Door illustrated has 12" high Base Plates and two sets of Bumper Strips.



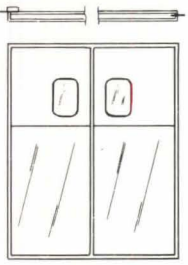
SCP 5

▶ **SCP 5:** A Solid Core Door 3/4" thick. Illustrated door has Anodized Aluminum, Top Panels, 18 gauge steel center panels (SS front, Galv. rear), 14 gauge high carbon steel kick plates. Write for options and other Solid Core Door models. Applications same as "LWP 3", a heavier door but same easy action.

▶ **SCP 8:** A Solid Core decor door. Illustrated door has 18" high Base Plates and Edge Trim (18 gauge Stainless Steel). Decorative High Pressure Plastic Laminate above Base Plates to top of door both sides. For Food Service and other areas where Solid Core Decor doors desired. Write for other models and options.



SCP 8



SCC 1

▶ **SCC 1:** Gasketed, Solid Core Door 3/4" thick. Illustrated door has Anodized Aluminum top Panels and 48" high 18 Gauge Stainless Steel Base Plates. For Refrigerated areas, Work Rooms, Processing and Cooler to Processing. Write for options and accessories. Ask about 1 1/2" thick Foam Core Doors.

The above illustrations represent just a few standard door models. All Easy Swing Doors are shipped complete ready to install. Write for your free door catalog today listing hundreds of options accessories and other models.

WALK THRU ELIASON Easy Swing DOORS  
AIA CONVENTION—BOOTHS 45-46  
CIVIC CENTER, ATLANTA, GA. MAY 19-22

WRITE OR CALL FACTORY FOR SPECS & PRICES LISTED IN SWEETS CATALOG FILES

**ELIASON** Easy Swing<sup>®</sup> DOOR Division  
CORPORATION TEL: 616/327-7003  
P. O. Box 2128 Kalamazoo, Michigan 49003 U.S.A.

Circle 31 on information card

Circle 30 on information card

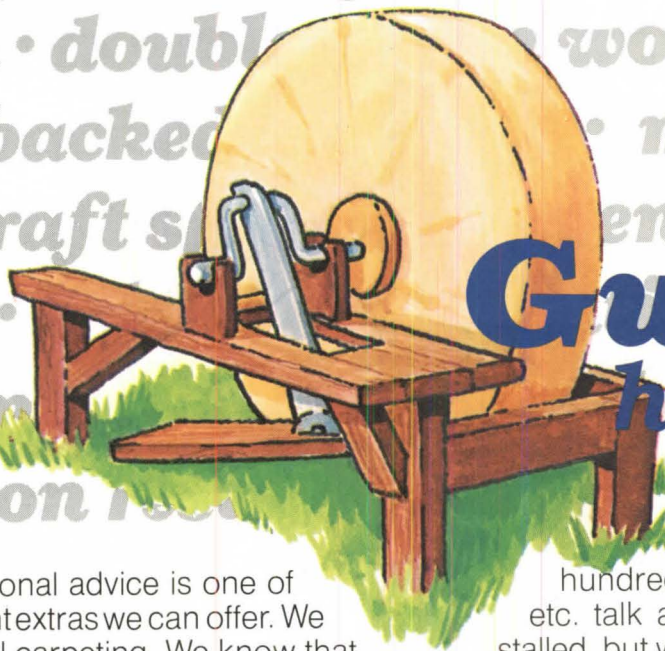


level-loop velvets • random sheared  
 plushes • textured plushes  
 level-tip sheared • embossed  
 level loops  
 multi-level loops and modacrylics  
 continuous filament nylons • olefins  
 polyesters and acrylic/nylon blends  
 acrylic/modacrylic blends • acrylics  
 woven • double woven • tufted  
 foam backed • multi-colors  
 long draft solids • density factors  
 tuft bin  
 abrasion

**Call 212-575-2317**

**for plain facts  
 and expert advice**

**about carpet specifications**



**Gulistan**  
 has no axe  
 to grind

Impartial professional advice is one of the most important extras we can offer. We know commercial carpeting. We know that no one fiber, texture or construction is right for everybody. So we make and offer all the important types and grades.

We care what you specify — our motives are the same. We seek what you seek. Carpet with performance characteristics to insure future satisfaction.

We could go on and on about prestige installations. We could drop big names, list

hundreds of banks, hospitals, schools, etc. talk about the millions of yards installed, but what's the point? J.P. Stevens is one of the world's largest in textiles, since 1813, employing over 43,000. Gulistan's hard-earned reputation goes back over 50 years.

We have no axe to grind. We'll send a commercial carpet specialist, a real pro, so you can work out precise carpet specifications together.

Call us, or circle the reader service card.



**BY J.P. STEVENS**

J.P. Stevens & Co. Inc.  
 1185 Avenue of the Americas, N.Y., N.Y. 10036



**The Contemporary New Communities Movement in the United States.** Edited by Gideon Golany and Daniel Walden. Urbana, Ill.: University of Illinois Press, 1974. 154 pp. \$12.50.

The promotional literature for Audubon, a new community sponsored by the New York State Urban Development Corp., says about the community: "A great idea whose time has come. . . ." If one meticulously separates idea from reality, the statement may have some validity. Pervasive and attractive as the idea may be, the reality has been denied.

This book is one more look at an idea, a phenomenon (can't really be a movement), which is now undergoing its last gasps as the federal government withdraws its minimal support. It is difficult to assess the relative importance of the causes of recent new community failures, but the causes certainly include:

- The refusal of the Nixon Administration to implement federal supports for new community development legislated by the Congress in 1970.
- The environmental movement, particularly its manifestations in the so-called no-growth attitudes of local governments.
- The basic conservativeness of the American shelter purchaser.
- The inability of urban designers to translate the conceptualization of new towns in the social, economic and physical senses into real living urban organic form.

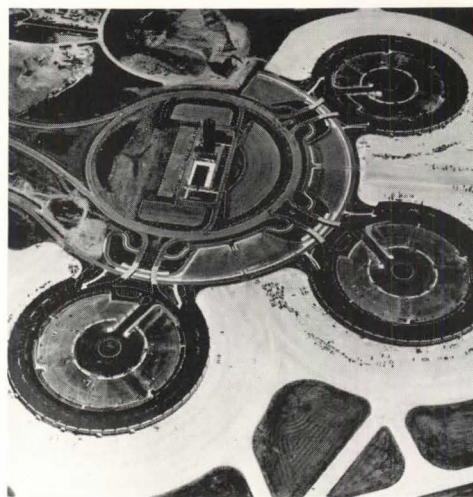
This book nibbles at these topics and, in the process, produces some additional insights into the planning and problems of new communities. It is made up of a series of papers given during the spring of 1972 at Pennsylvania State University. Authors include John Reys, Jack Underhill, Royce Hanson, Hugh Miels Jr., Ben Cunningham and others who have participated in new communities—in some cases even staking their personal careers and reputations on the success of the new communities.

Events have overtaken the papers prepared by these gentlemen, yet the idea remains, in my view, valid, provocative and hopeful. Ten years ago, when I was a project director of the new town of War-  
rington in the northeast economic plan-

ning region of Great Britain, urban designers—myself included—maintained a sense of idealism about new communities which was unmatched by necessary knowledge in economics, social sciences and, indeed, urban design. The last 10 years of experience has shown us that we must sharpen our skills, readjust our sights and strive for a political and economic climate receptive to high quality community scale urban design. *Michael B. Barker, Administrator, AIA Department of Environment and Design*

**The Airport: Architecture, Urban Integration, Ecological Problems.** Edward G. Blankenship. New York: Praeger, 1974. 159 pp. \$25.

The title of this book, its introduction and the subsequent publicity about it will lead the professional to believe that at long last there is now a book on the sub-



ject of airport planning and design that will fill the vacuum that has existed because of the lack of any significant publication since just shortly after the first commercial jets arrived on the scene. Today's multifold increase in air travel, the widespread use of 300 to 400 capacity-wide bodied aircraft and the SST's transatlantic flights in half the time normally associated with such an undertaking certainly provide a vast arena for such a publication.

Unfortunately, for the seasoned professional dealing with airport planning and design on a regular basis, this publication will not provide any significant new insights aside from a rather well-illustrated

portfolio of drawings and photographs, particularly of the most recently constructed German airports of Cologne and Frankfurt. For the novice, however, the first section of the book titled "Evolution and Theory" does provide a very useful introduction to the basic components of the airport system. The accompanying "examples" further reinforce the complexity of airport planning and design in terms of technology, capacity, geographic setting, etc.

Prior to a consideration of the technical content of this book, one should mention with great praise to the author and publisher that the text is bilingual—English and German. The translation is exceptionally reliable for a subject matter where the English language, as well as technology, has more or less dominated the field.

The chapter on "Airport Interface" does not significantly advance the state of the art regarding a definition of the basic passenger terminal planning concepts in light of recent and forthcoming publications by the Federal Aviation Administration, as well as an updated version of *Airport Planning and Design*, authored by Professor Horonjeff.

The architectural profession should be made more aware of the basic differences between the concepts and when one concept or combination of concepts might be more appropriate than others for specific installations. This book does not attempt to provide the reader with any analysis or evaluation of the successes and failures of various passenger terminal planning concepts.

The discussion on "Future Trends" tends to concentrate, unfortunately, on issues such as STOL and VTOL aircraft, which are now sidestepped as a result of fuel and energy conservation issues. For a subject that has received so much attention in recent years, it would have been refreshing to have had some further insights into other issues which will have a significant future impact on the development of airport facilities, such as off-airport processing, collective high-speed ground access systems, optimized utilization of existing facilities, etc.

Regarding the "examples" of airport development in the U.S. and Western Eu-



When it's 95° outside,  
this brick cavity wall gains heat  
at the rate of only .72 Btu/h  
a square foot.



10" brick cavity wall. 4" brick units  
with 2" polyurethane insulation.

A highly efficient glass  
wall admits 60 times more heat;  
a top-quality metal sandwich panel  
admits nine times more; a concrete  
sandwich panel admits three times more.

And, from a  
design point-of-view, it's also a  
more interesting square foot.

With a U value of only .06, brick  
cavity walls provide the most efficient  
barrier against solar heat gain in  
buildings. A 10,000-square-foot brick  
cavity wall gains only 7,200 Btu/h  
under summer design conditions,  
compared to 440,000 Btu/h for a  
double-glazed reflective glass wall.

Brick solves energy conservation

problems inexpensively. In most areas,  
a brick cavity wall can be installed  
for \$4.50 to \$7.50 a square foot. Price  
includes finished interior walls.

If the cavity wall doesn't meet  
your design needs, other brick walls  
will. All offer similar energy  
conservation and none will shatter  
your project's budget.

**Brick Institute of America**, 1750 Old Meadow Road, McLean, Virginia 22101

Circle 33 on information card

For informative booklet comparing energy conservation  
characteristics of brick with competing systems, please  
fill out and mail coupon to:

**Brick Institute of America**, Dept. EC  
1750 Old Meadow Road, McLean, Virginia 22101

Name \_\_\_\_\_

Title \_\_\_\_\_

Firm Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_







# DOLLARS & SENSE

**Because quality and good taste reflect a good sense for business.**

It's the sensible decision for the office where decisions are made.

It's Dollars & Sense.

A heavy-traffic carpet styled for the businessman who expects more than

engineering for his carpet dollar. Who prefers the extra stature of sixty-six ounces of six-ply Creslan® acrylic fiber to the yard. Tufted in extravagant-sized rows of nubby loops. With the excellent resilience, bulk and color that comes natural with Creslan. With durability he can bank on. And a texture all its own.

Dollars & Sense is one of five commercial carpets in the Capital Assets collection available on roll or cut order basis. All practical. And all an investment in appearance well spent. Write or call for complete information and specifications.

**Creslan**  
REGISTERED TRADEMARK FOR ACRYLIC FIBER

SEE OUR CATALOG IN SWEET'S **S**

**Because we're committed to commercial quality and nothing else.**

**welco carpet corporation**



WELCO CARPET CORPORATION □ P. O. BOX 281 □ CALHOUN, GEORGIA 30701 □ TELEPHONE: 404/629-9276 □ A WHOLLY OWNED SUBSIDIARY OF MANNINGTON MILLS, INC. SALEM, N. J.

Circle 34 on information card



rope, included as an appendix to the book, the reader might have expected current graphic documentation and planning statistics. Apparently, due to long lead times between initial data collection and final publication, many of the airports have been illustrated with outdated master plans, model photographs, and renderings instead of with readily available photographs and drawings of currently operational facilities. For example, the terminal complex at Kansas City International Airport has been illustrated with model photographs and drawings prepared in 1969, even though the airport has been fully operational since the fall of 1972.

In conclusion, Blankenship has provided us with an introduction to future publications that, it is hoped, will give us a more analytical framework for bringing sophisticated technologies into harmony with passenger comfort and convenience. *Clarence Kivett, FAIA, and Hanan A. Kivett, AIA*

**The Design of Learning Spaces.** Peter Smith. London: Council for Educational Technology for the United Kingdom (distributed by Councils and Education Press, 10 Queen Anne St., London W1M 9LD, England), 1974. 111 pp. No price given.

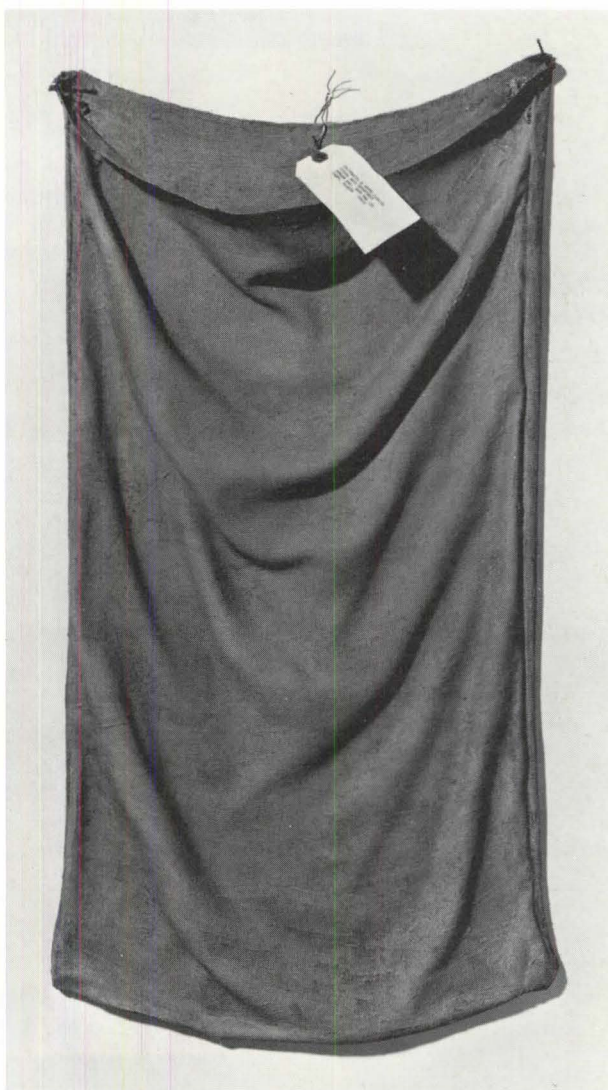
With the best will in the world, one is hard put to find a *raison-d'être* for this peculiar work short of the well-known urge to put between two covers the outcome of a piece of research. The research in this instance is billed as "a report on a one year pilot investigation carried out in 1973 for the former National Institute for Educational Technology at the Institute of Advanced Architectural Studies at the University of York."

The project went into a number of English schools and explored the requirements of educational technology in two kinds of situations: *formally structured* learning spaces (such as lecture theaters) and *variably structured* learning centers, meaning your average 750 to 900 square foot classroom.

This reviewer found little in the findings either to inform or stimulate an American reader, no matter what his title—teacher, architect, school administrator. It has all been said before—and with greater succinctness and clarity—in the long series of practical publications issued over the years by Educational Facilities Laboratories, the Center for Architectural Research at Rensselaer Polytechnic Institute and others.

It is indeed not quite clear what this project really means when it refers to "educational technology." An appendix offers a grab-bag of definitions, from the integration of educational hardware with innovative methods in the classroom all the way to the rather Napoleonic:

"Educational technology is about innovation in learning methods, it is a descrip-



Tampa Ceramic 5

Robert Rauschenberg

## IN PEACHTREE CENTER important contemporary works by

Robert Rauschenberg  
James Rosenquist  
Richard Anuszkiewicz  
Frank Stella  
Roy Lichtenstein  
Claes Oldenburg  
Andy Warhol  
and others

*mint graphics*

CAIN TOWER / SUITE 1004 / ATLANTA, GEORGIA, 30303 / (404) 659-3770

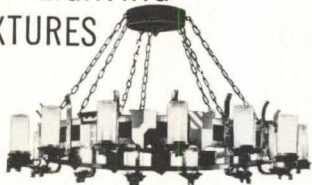




# MEIERJOHAN/ WENGLER

Custom Metalcraftsmen  
for over  
half a century

## LIGHTING FIXTURES

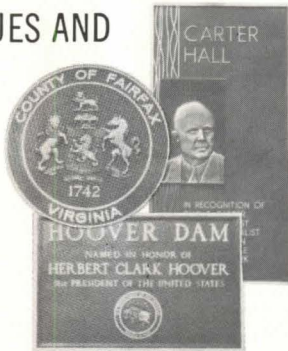


Handcrafted to  
Architectural Specifications



## PLAQUES AND TABLETS

Creative  
Identification  
Design and  
Fabrication



## ARCHITECTURAL LETTERS

Custom  
and  
Stock  
Design



## SPECIAL DESIGN SIGNS



Western-Southern Life

Exactng Specifications  
Honor Rolls / Door and Name Plates  
Literature Upon Request



MEIERJOHAN-WENGLER,  
INC.  
Metalcraftsmen

10330 WAYNE AVE., CINCINNATI, OHIO 45215

tion of a systematic approach to ways of achieving educational aims, it is complimentary (sic) to curriculum reform. It is concerned with the design of learning systems which draw upon all the available methods, resources and communication media and integrate these with established teaching techniques in the most effective manner to meet stated ends. . . ."

Two sound recommendations in the report (whose findings were also disseminated during a workshop and as a series of otherwise unspecified "learning packages") are that:

- Ways must be found to make existing learning spaces adaptable to the design needs of evolving educational technology.
- Client, user (meaning teacher) and architect must get together at the very start of a project and jointly evolve a program and agree on designs, if surprises and conflicts are to be avoided later on.

Not original thoughts, perhaps, but worth hammering home at every opportunity.

The design of the report is an act of defiance to the reader. Set in the tiniest of sans serif type across a five-inch column, with next to no space between lines, with titles set in the same small type, with photographs out of focus, dirty and gray, this is a classical example of a publication that through its format manages to annul its message.

In this case, as we said, the loss is small.  
*Stephen A. Kliment, AIA*

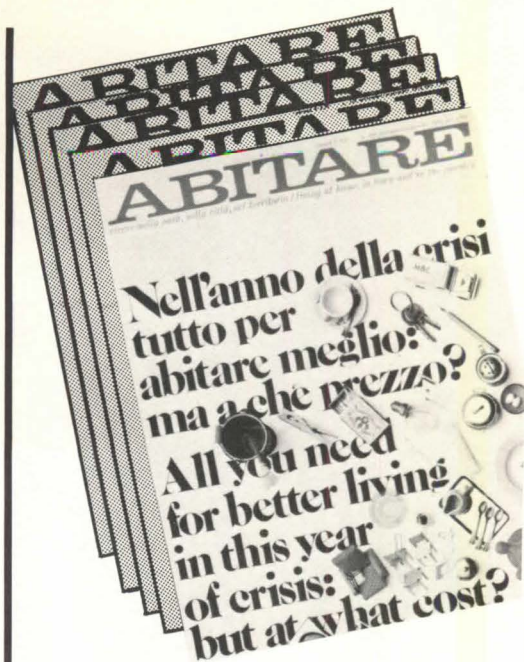
### City Centre Redevelopment: A Study of British City Centre Planning and Case Studies of Five English City Centres.

Edited by John Holliday. New York: Halsted Press (John Wiley & Sons, Inc.), 1974. 244 pp. \$19.50.

Architects and planners from the U.S. have had a traditional fascination with the British planning movement. Yet it has only been in the last 10 years that the failures and achievements of the British experience have been examined in detail.

This book is an exceptionally good discussion of the process and product of the British planning system in the cities of Birmingham, Coventry, Liverpool, Leicester and Newcastle-upon-Tyne. The authors have treated their subjects objectively and responsibly, much to the credit of John Holliday, the editor. British planning has produced many excellent results in these cities. It also has failed in many respects. We have much to learn from both.

With "stagflation" upon us Yanks, perhaps the greatest lesson to be learned from the British planning experience over the last 30 years is in this small nation's ability to make large cities more habitable in the face of economic retrenchment. This says something about national priorities we may wish to think on. *Michael B. Barker, Administrator, AIA Environment and Design Department*



ABITARE is *the* authentic journal of international contemporary design.

Published in Italy ten times a year, each issue of this unique magazine offers more than its two hundred pages of complete coverage from all over the world. Printed in both English and Italian, even the advertising is an education in modern design.

ABITARE is a must for architects, home builders, interior decorators, product designers, space planners, furniture, lamp and accessories manufacturers . . . professionals of all skills and disciplines; for everybody interested in a better living environment.

Our readers tell us that each edition becomes both a permanent reference work *and* a unique collector's item.

Don't miss another edition!

Give us your name on the coupon below. In two months you will begin a new experience when you receive your first copy of ABITARE directly from Italy.

*Do it now. Send your check for \$25 (1 year subscription - 10 issues) to ABITARE of AMERICA, 6725-H Allott Avenue, Van Nuys, California 91401. Or call us for more information (213) 994-4462.*

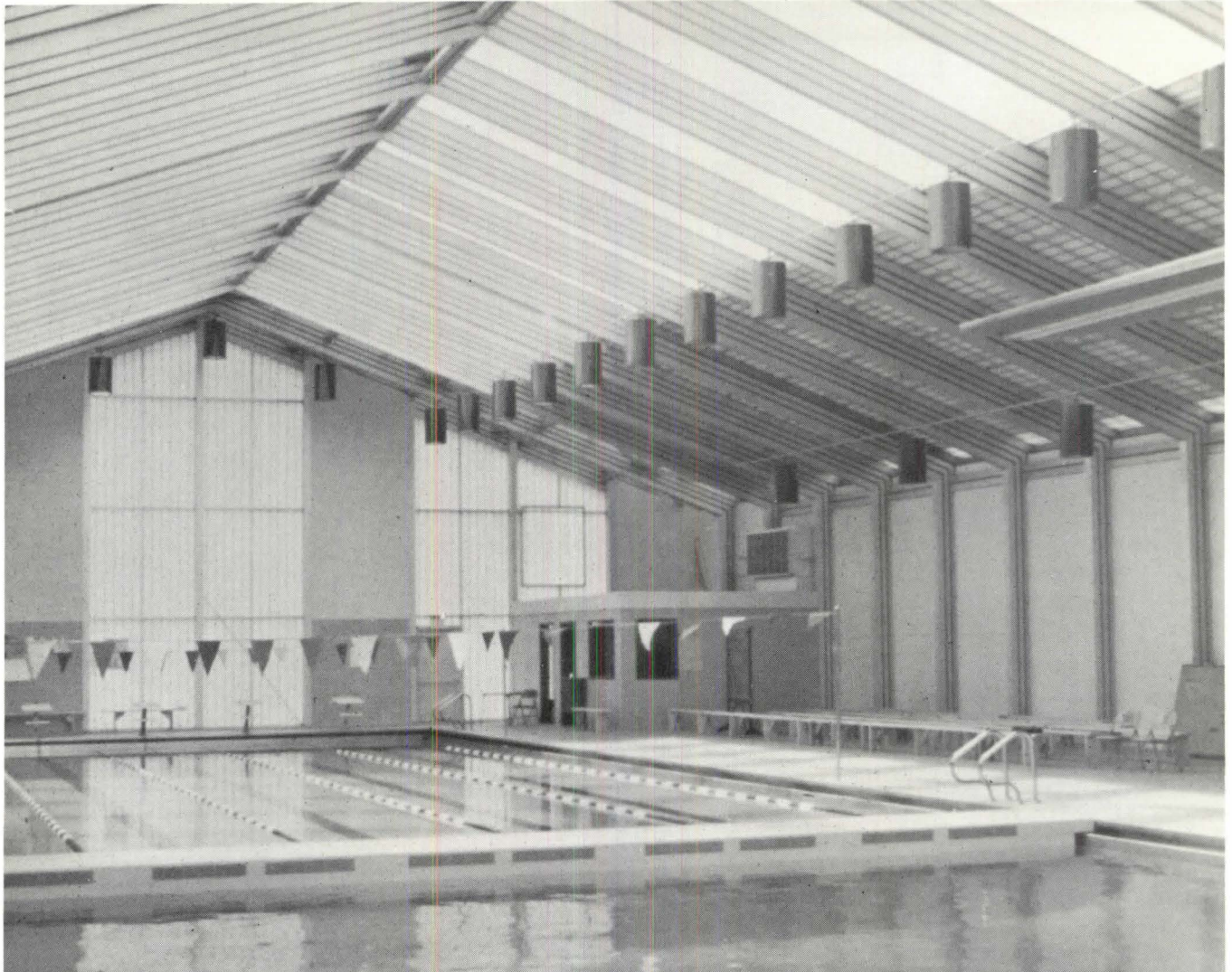
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_





# The Paddock Pool

**Someday all swimming pools will offer these advantages.**

This is the pool system that gives you all the comforts of an outdoor Summer pool and an indoor Winter pool. In warm weather over two thirds of the side walls and approximately 50% of the roof can open to the sun. Come cold or inclement weather they close snug, and our exclusive Pad-Air system controls interior heat and humidity.

This same integral action is designed into all components of the Paddock System. It begins with our IFRS system of pipeless water recirculation and our surge wall pool. It continues through a complete line of filters and deck accessories to our energy absorbing enclosure. This

allows you to place single responsibility for your project with one company . . . a company that has set the standard of leadership in the swimming pool industry since 1920.

For pool renovation or new pool projects (including the new educational/municipal facilities), the Paddock System gives you year 'round swimming within a reasonable budget.

For further information and current installations write Paddock Industries, Inc., P.O.Box 511, Rock Hill, South Carolina 29730.

**Paddock**<sup>®</sup>  
**OF CALIFORNIA INC.**





**Du Pont invents a  
bottomless carpet cushion  
less than 1/2" thick.**



Du Pont has invented a suspension system for people to walk on.

Polyester pneumacel\* carpet cushion. It's neither an elastomeric foam nor a felt. Rather, it is billions of inflated cells in fiber form—masses of tiny pneumatic springs. Actually, pneumacel is a new form of matter.

Nothing cushions like pneumacel. It sinks in easily at first, then pushes back as pressure increases. Never fully compresses. Keeps its resilience.

Any carpet over pneumacel feels luxuriously thick underfoot. Pneumacel spreads the load to help prevent crushing of carpet face pile and stretching of its backing. Prolongs useful life of carpet.

**Composition:** Cellular polyethylene terephthalate (polyester) inflated with a fluorinated hydrocarbon and air. Fiber strands are bonded together with a thermoplastic binder.

**Advantages:** Outstanding cushioning together with protective firmness. High ratings as thermal insulator, and as impact-noise reducer. Highly resistant to moisture, mildew, carpet-cleaning chemicals. Unique combination of low flame spread and smoke generation characteristics. Excellent durability.

**Specifications:** Available through selected local dealers in two styles: "Belmeade" (0.30" thick) and "Lansdowne" (0.48" thick). Comes in rolls 72" wide.

Additional information is detailed in *Sweet's Architectural Catalog File*, reference 9.29/Du. For samples, see *Sweet's Interior Design File*. Or write Du Pont, Pneumacel Marketing, Christina Site, Wilmington, Del. 19898.

\*Pneumacel is the generic term for pneumatic cellular polymeric cushioning material.



## Specify Du Pont Pneumacel Carpet Cushion



A, B, D, M, Stouffer. Bar: 1.65. Dinner: 6.75/10.

☼☼☼ W

**FRENCH KITCHEN:** 2581 Piedmont Rd., NE; 233-0828. French (Sp: riz de veau, tournedos Rossini, sole Dugléré). Open 6 p.m.-10 Mon-Thurs, 6-11 Fri-Sat. Closed Sun. Res: yes, advisable. Tiny, simple dining room (48 seat max.) leaves newcomer unprepared for outstanding authentic cuisine. P: yes. Bar: wine, but no cocktails. Dinner: 6.50/11.15.

☼\*

**GENE AND GABE'S:** 1578 Piedmont Ave., NE; 876-9426. Italian (Sp: Northern Italian dishes generally, different special every night). Open 6 p.m.-midnight daily. Res: yes. Art works, period decorative elements; a perennial favorite with loyal following of predominantly youthful patrons. Ent: pianist 8 p.m.-1. P: yes. Cr: B, CS, M. Bar: 1.50. Dinner: 3.55/8.25.

☼\*

**THE GOLDEN DOLPHIN:** 102 Lower Pryor St., Underground; 577-3727. Greek, American (Sp: famous Greek salad, moussaka, dolmathes). Open 5:30 p.m.-2 Mon-Sat. Closed Sun. Res: yes; on Fri-Sat till 8:30 only. Lively atmosphere. Greek decorative items and authentic dishes draw both tourists and locals. Ent: belly dancer, Zorba music, folk dancing. P: no. Cr: A, B, CS, M. Bar: 1.50. Dinner: 4.75/10.75.

☼\*

**HERREN'S:** 84 Luckie St., NW; 524-4709. American, beef, seafood (Sp: fresh Maine lobster, shrimp Arnaud, prime rib). Open 11 a.m.-9:30 Mon-Fri, 5-10 Sat. Closed Sun. Res: yes, exc. Sat. Businessmen's traditional lunch favorite; quietly stated handsome decor upstairs, a mini-gallery of local art downstairs. Est. 1934. P: no. Cr: A, B, CS, M. Bar: 1.50. Dinner: 5.75/8.60.

☼☼☼ W \*

**HUGO'S:** Hyatt Regency Atlanta, 265 Peachtree St., NE; 577-1234. Continental (Sp: filet de boeuf Diane, sole de la Manche meuniere, carre d'agneau bouquetiere). Open Sun-Thurs 6 p.m.-11, Fri & Sat 6-midnight. Res: yes. Quietly stated contemporary elegance. Ent: harp, accordion alternate. P: yes. Cr: all major. Bar: 1.50. Dinner: 9.50/11.97.

☼\*

**ICHIBAN JAPANESE STEAK HOUSE:** 151 Ellis St., NE; 659-7607. Japanese (Sp: teppan-yaki shrimp, teppan-yaki steak, rum-based drinks served in statuettes). Open 7 p.m.-11.30 Mon-Thurs, 7-midnight Fri-Sat, 7-10:30 Sun. Res: yes, "a good idea." Good, uncluttered Oriental decor; small tables as well

as long grill bars. Ent: The at-table chefs do virtual magic with their knives: a floor show in themselves. P: yes, valet. Cr: all major. Bar: 1.50. Dinner: 6.50/10.95.

☼☼ W

**JEAN-CLAUDE'S:** 2505 Cumberland Parkway; 432-3356. French (Sp: veal tenderloin a la creme, fresh spinach salad, fresh brook trout meuniere). Open 6 p.m.-10:30 Mon-Thurs, 6-11 Fri-Sat. Closed Sun. Res: yes, recommended on weekend. Relatively small; store space unpretentiously converted. P: yes. Cr: A, B, CS, M. Bar: 1.35. Dinner: 6.05/10.30.

☼☼\*

**JOURNEY'S END:** 1170 Powers Ferry Pl., Marietta; 424-8050. International (Sp: cuisines of six continents). Res: yes, but may still be delay. Open lunch 11:30-2:30 Mon-Sat; dinner 6-11 Mon-Thurs, 6-midnight Fri-Sat. Closed Sun. Striking setting amidst Oriental landscaping; Japanese-influenced architecture with visually interesting division of space. Ent: in lounge 9 p.m.-2 Mon-Fri, 9-midnight Sat. P: yes. Cr: A, B, CB, D. Bar: 1.25. Dinner: 6.55/11.05.

☼\*

**KANPAI OF TOKYO:** 3235 Roswell Rd., NE; 237-3015. Japanese (Sp: tempura, shabu shabu, sukiyaki). Open lunch 11:30-2 Mon-Fri, dinner 5:30-11 Mon-Sat. Closed Sun. Res: yes. Handsome replica of old Japanese farmhouse, emphasizing native earthenware. P: yes. Cr: A, B, CS, M. Bar: 1.00. Dinner: 6.50/8.25.

☼\*

**THE MAGIC PAN:** 3393 Peachtree Rd., NE, Lenox Square; 266-8424. French creperie (Sp: crepe St. Jacques, boeuf bourguignon, chantilly crepe). Open 11 a.m.-midnight Sun-Thurs, 11 a.m.-1 a.m. Fri-Sat. Res: no. Country inn feeling featuring rotating "magic" pan grill. P: yes. Cr: A, B, M. Bar: 1.35. Dinner: 3.45/7.00.

☼☼ W \*

**MAISON LAFITE:** 3384 Peachtree Rd., NE; 262-2215. Continental (Sp: veal, lamb, duck dishes). Open 11:30-6 p.m. lunch, 6-11 p.m. dinner. Closed Sun all day, Sat lunch. Res: yes (recommended especially for 4 or more). Tasteful period French decor. Ent: pianist nightly, beg. 8:30. P: yes (valet weekend nights). Cr: A, B, CB, CS, D, M. Bar: 1.50. Dinner: 6.35/10.85.

☼☼☼\*

**MAXWELL'S PAVILLON DE GLACE:** 4888 Lower Roswell Rd., Marietta; 973-1151. French (Sp: quail hunter style, grilled prime loin steak, rack of lamb bouquetiere). Open lunch 11-5 Mon-Sat, brunch 11-4 Sun; dinner 6-11:30 Mon-

Sat. Closed Sun dinner. Res: yes, especially recommended weekends. Elegantly appointed dining room; cafe looks out over ice skating rink. Ent: Top 40, blue grass, oldies, etc. 9-1:30 Tues-Fri, 8-midnight Mon, Sat. P: yes. Cr: A, B, CS, M. Bar: 1.35. Dinner: 9/15.25.

☼☼☼

**McKINNON'S LOUISIANE:** 2100 Cheshire Bridge Rd., NE; 325-4141. Creole (Sp: trout Louisiane, oysters en brochette, shrimp Clemenceau). Open 6 p.m.-10:30 Mon-Sat. Closed Sun. Res: yes, suggested. Alert, tuxedoed service contrasts with plainness of converted short-order building. P: yes. Cr: A, B, CS, M. Bar: 1.50. Dinner: 5.05/11.35.

☼\*

**MICHEL'S:** 2391 Peachtree Rd., NE; 261-2562. French, Continental (Sp: escargots Provencale, coquilles Saint Jacques Mornay, entrecote a la marchand du vin). Open dinner 5-1, late hour "brunch" 1 a.m.-4 a.m. daily. Res: Fri-Sat only. Tables laid with handsome simplicity; plants; newly added lounge. Ent: Wade Creager and his Bandsmen 4 p.m.-4 a.m. P: yes. Cr: B, CS, M. Bar: 1.25. Dinner: 4/8.50.

☼☼☼ W \*

**THE MIDNIGHT SUN:** 225-235 Peachtree St., NE; 577-5050. Continental, Scandinavian (Sp: saddle of venison chatelaine, kabaret [private smorgasbord], lobster souffle). Open lunch 11:30-3 Mon-Fri, dinner 6-11 Mon-Sat. Closed lunch Sat, all Sun. Res: yes, recommended. Striking Scandinavian motif, focused on central fountain, sculpture. Ent: strolling violinist, accordianist 7:30-11:30 p.m. P: Peachtree East garage on Cain St. Cr: all major. Bar: 1.50. Dinner: 8.50/19.75.

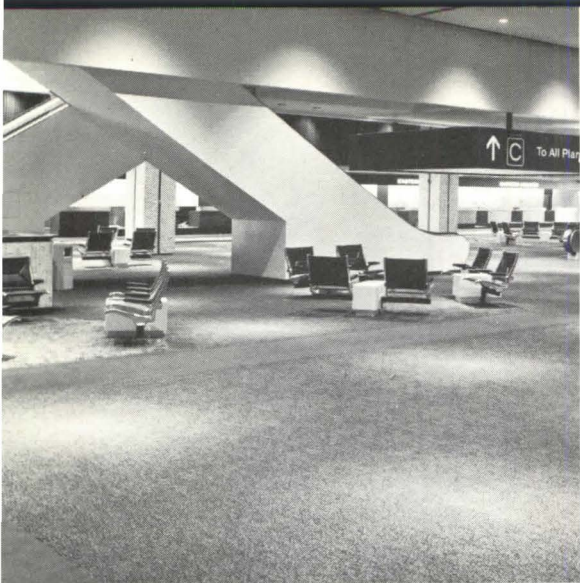
☼☼\*

**NAKATO:** 1893 Piedmont Rd., NE; 873-6582. Japanese (Sp: teppan steak, tempura, sukiyaki). Open lunch 11:30-2 Mon-Fri, dinner 5:30-11 Mon-Thurs, 5:30-11:30 Fri-Sat, 5:30-10 Sun. Closed lunch Sat-Sun. Res: yes, recommended. Simple beauty of authentic Japanese decor; separate rooms for different types menu; at-table preparation. P: yes. Cr: A, B, CS, M. Bar: 1.50. Dinner: 5.25/10.00.

☼☼

**NINO'S:** 1931 Cheshire Bridge Rd., NE; 874-6505. Italian, Continental (Sp: hot antipasto, cannelloni crema, veal Fiorentino). Open 5 p.m.-11 Mon-Sat. Closed Sun. Res: yes, requested. Small room with typical Italian decor; little waiting room for patrons without reservations. P: yes. Cr: A, B, M. Bar: Wine, but no liquor. Dinner: 7.15/12.40.





# Passenger after passenger after passenger travels on proven carpet by Bigelow.

If you're doing a public transportation job, terminal, passenger train, even a ship's interior, you can create your own specifications for the carpet you want. And we can make it for you.

However, we have another suggestion. Why not specify carpeting that's already proven it can take the hard use (not to mention abuse) passengers, guests and staff deal out. Carpet that's repeatedly demonstrated it can take a beating year after year after year.

Bigelow has that kind of proven in actual use carpeting ready for you in a wide selection of styles and patterns. Carpet that is the result of research and development combined with the realistic experience gained in hundreds of transportation installations.

And speaking of experience, what better proof than the fact that Bigelow is now celebrating their 150th Birthday. From 1825-1975, Bigelow—America's most experienced carpet maker. We can give you the best advice, the best in everything to do with carpets because we've been doing it longer and doing it better than anyone else.



Bigelow-Sanford, Inc. Dept. N  
P.O. Box 3089, Greenville, S. C. 29602

Happy Birthday, Bigelow. Now let's see what your 150 years of experience can do for me on a public transportation job.

Name..... Title.....  
Please print clearly.

Address.....

City..... State..... Zip.....

**Bigelow**<sup>®</sup>  
RUGS & CARPETS SINCE 1825

AMERICA'S MOST EXPERIENCED CARPET MAKER

Circle 40 on information card





**THE PEASANT UPTOWN:** 3500 Peachtree St., NE; 261-6341. Country French (Sp: rack of lamb, beef Wellington, apricot-glazed pork tenderloin). Open lunch 11-3 Mon-Sat; dinner 6-midnight Mon-Thurs, 6-1 Fri-Sat. Closed Sun. Res: yes, at dinner. Phipps Plaza space evokes a New Orleans courtyard, incl. "greenhouse" area; more adult clientele than downtown sister, "The Pleasant Peasant." P: yes. Cr: A, B, CS, M. Bar: 1.25. Dinner: 4.20/7.75.



**THE PEKING:** 3361 Buford Hwy., NE; 634-2373. Mandarin Chinese (Sp: Peking duck, sweet & sour fish, whole; hot spiced food). Open Mon, Wed, Thurs noon-10, Fri noon-11, Sat 4 p.m.-11, Sun 4-10. Closed lunch Sat-Sun, all Tues. Res: for imperial Mandarin banquet dinner and Peking duck only. Plain quarters in Northeast Plaza Shopping Center, publicized by word of mouth; informal. P: yes. Cr: A, B, CS, M. Bar: no alcohol sold. Dinner: 4.42/8.88.



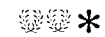
**PITTYPAT'S PORCH:** 25 Cain St., NW; 525-8228. Southern U.S. (Sp: carpet-bagger steak, jambalaya, Georgia quail). Open 6 p.m.-11 Mon-Fri, 5:30-midnight Sat. Closed Sun. Res: honored until 7 p.m. Attractive memorabilia and decor of antebellum South. Ent: electric organ. P: 2 hrs after 6 p.m. at Meyer's. Cr: all major. Bar: 1.50. Dinner: 6.50/8.95.



**PLAZA PATIO:** 3349 Piedmont Rd., NE; 237-5878. French (Sp: frog legs, trout meuniere, leg of lamb). Open lunch 11-3 Mon-Fri, dinner 6:30-11 Mon-Sat. Closed lunch Sat, all Sun. Res: yes. Tiny space in new shopping arcade; handsome table settings. P: yes. Cr: B, CS, M. Bar: 1.25. Dinner: 9/11.70.



**THE PLEASANT PEASANT:** 555 Peachtree St., NE; 874-3223. Country French (Sp: steak au poivre, scallops Parisienne, trout a la mer). Open 6 p.m.-midnight Mon-Thurs, 6-1 Fri-Sat. Closed Sun. Res: no. One-time drug store space cheerily converted with bare brick, plants, brassware; mixed age and lifestyle groups, principally young. P: yes, on Linden around corner. Cr: B, CS, M. Bar: 1.25. Dinner: 4.20/7.75.



**PTI:** 2810 New Spring Road: 432-2319. International (Sp: lamb kabob, New York cut teriyaki). Open lunch 11:30-2:30 Mon-Fri; dinner 6-11 Mon-Thurs, 6-11:30 Fri-Sat. Closed lunch Sat, all Sun. Res: lunch only. Contemporary, bright white walls, colorful furniture, relief sculpture,

large glass wine rack, hanging plants. P: yes. Cr: A, B, D, M. Bar: 1.35. Dinner: 6.50/10.20.



**RED BARN INN:** 4300 Powers Ferry Rd., NW; 255-7277. Continental & American (Sp: fresh mushroom salad, tournedos Rossini, duck a l'orange). Open 6 (bar at 5)-11:30. Closed Sun. Res: recommended. Perennial northside favorite; barn-stall theme. P: yes. Cr: A, B, CS, D, M. Bar: 1.25. Dinner: 5.95/9.95.



**RUE DE PARIS:** 60B Kenney's Alley, SW; 523-6251. French (Sp: veal steak Ile de France, Dover sole belle meuniere, strip steak with peppercorn flambé). Open 6 p.m.-midnight Mon-Sat. Closed Sun. Res: yes. Period French ambience. P: no. Cr: A, B, M. Bar: 1.50. Dinner: 6.80/11.30.



**RUE DE PARIS-LA CHAUMIERE:** 315 East Paces Ferry Rd., NE; 261-9600. French (Sp: Dover sole Walewska, lamb loin Catalane, mussels poulette). Open 6 p.m.-midnight Mon-Sat. Closed Sun. Res: yes. Ambience of handsome French inn. P: yes. Cr: A, B, M. Bar: 1.50. Dinner: 7/12.25.



**SALVATORE'S:** 669 Peachtree St., NE; 872-9161. Italian (Sp: veal scallopine picatta, claims oreganata, fettuccine). Open lunch 11:30-2:30 Mon-Fri, dinner 5-midnight Mon-Sat. Closed lunch Sat, all Sun. Res: yes. Authentic cuisine; long a favorite of visiting celebrities. Ent: singer-guitarist Danny Paternostra with songs of Italy and the American '30s and '40s, 8 p.m.-close. P: no. Cr: A, B, CB, M. Bar: 1.25. Dinner: 3.60/8.85.



**THE SANDPIPER:** 2960 Piedmont Rd., NE; 266-1706. Beef, seafood (Sp: prime rib, steak Oscar, bouillabaisse). Open 11:30 a.m.-11 Mon-Fri, 5 p.m.-midnight Sat, 5-10 Sun. Closed lunch Sat-Sun. Res: for lunch parties only. Huge stone structure pleasingly divided into intimate planted areas, balconies. Ent: Judy Argo; shows 10, 11, midnight, 1 Tues-Sat. P: yes. Cr: B, CS, M. Bar: 1.35. Dinner: 5.50/9.25.



**SIDNEY'S JUST SOUTH:** 4225 Roswell Rd., NE; 256-2339. "Down home Continental, with a country-French-Jewish flair" (Sp: change each night; homemade cakes, pastries, soups). Open dinner from 6 p.m. daily, Sun buffet brunch 11-2:30. Res: yes, except Sat; call only same day. Converted house, informal headquarters for politically oriented young people,

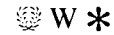
ambience of enjoyment. P: yes. Cr: B, CS, M. Bar: wine, but no liquor. Dinner: 6.50/7.50, plus 15 percent service.



**TOP OF THE MART (STOUFFER'S):** 240 Peachtree St., NE; 688-8650. Continental, American (Sp: veal cordon bleu, prime ribs, steak au poivre). Open lunch 11:30-2:30, dinner 6-midnight Mon-Sat. Closed Sun. Res: yes. Beautiful skylit interior patio, oil paintings, fine terrace view. Ent: singer, dance combo 8 p.m.-1 weekends. Cr: A, B, D, M, Stouffer's. Bar: 1.50. Dinner: 5.95/9.95.



**TRADER ENG'S HIBACHI STEAK HOUSE:** 300 W. Peachtree St., NE; 523-5822. Polynesian & Japanese (Sp: beef, seafood). Open 11-11. Closed Sun. Res: accepted dinner only. South Sea motif. P: no. Cr: A, B, CS, D, M. Bar: 1.35, 1.50. Dinner: 4.50/7.95.



**VENETIAN ROOM:** Fairmont Colony Square Hotel; 892-2121. Continental (Sp: filet of sole Ismail, noisettes of lamb Paloise). Open 7 p.m.-midnight Mon-Sat. Closed Sun. Res: yes. Tiered seating around dance floor, facing stage; a mass of red and plush. Ent: top nightclub personalities. P: no. Cr: A, B, CS, D, M, Fairmont. Bar: 2.25. Dinner: 11.75/18.50.



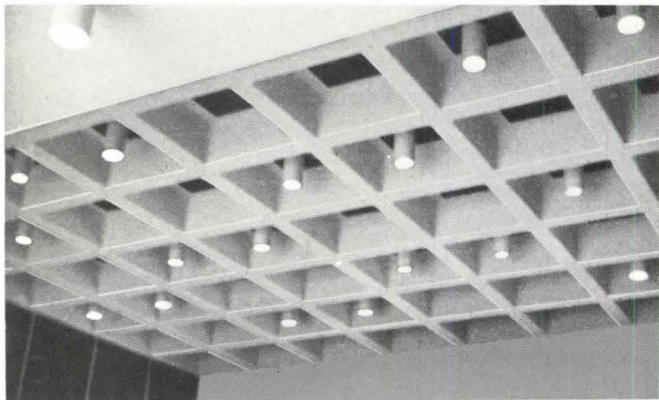
**LE VERSAILLES:** 2637 Peachtree Rd., NE (Peachtree House); 233-4542. French (Sp: canard a l'orange, terrine, lobster thermidor). Open lunch 11:30-2, dinner 7-midnight Mon-Sat. Closed Sun. Res: yes, preferred. Superbly organized European service in a simple setting. P: yes. Cr: A, B, M. Bar: 1.50. Dinner: 8.10/13.35.



**VITTORIO'S:** 2263 Peachtree Rd., NE; 355-0874. Italian, beef & seafood (Sp: broiled shrimp a la Vittorio, veal scallopine Marsala, filet mignon). Open 5 p.m.-12:45 a.m. Closed Sun. Res: yes. Piano bar a traditional favorite 8:30-1:30 a.m. P: yes; attendants optional. Cr: A, B, CB, CS, M. Bar: 1.25. Dinner: 2.00/7.50. □



distinctive light  
and sound



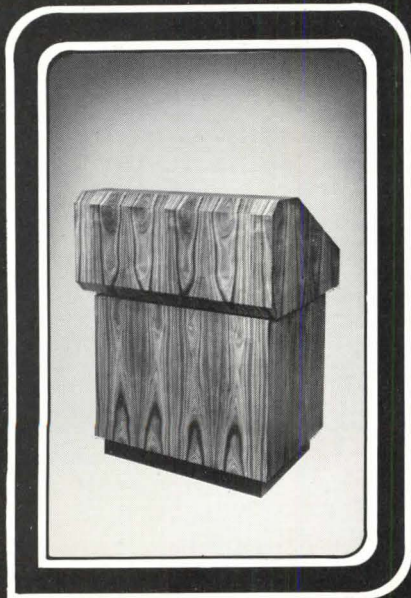
Visitors to the lobby of the Naval PX (Millington, Tenn. Naval Air Base) are impressed by the abundant light and controlled sound. This results from its waffle-ceiling pattern with acoustical tile in all voids. Poured over MFG Concrete Forms, the ceiling is strong, utilitarian and handsome. Want a strikingly pleasing effect in YOUR building? Ask us.



**MFG CONCRETE FORMS COMPANY**  
Box 675AA • Ashtabula, Ohio 44004 • 216/998-1241

Circle 41 on information card

**VAN SAN LECTERNS  
SPEAK FOR THEMSELVES**



**Van San Corporation**

1180 Centre Drive  
City of Industry, CA 91748  
(714) 595-7487 • Telex 67-0320

Circle 42 on information card

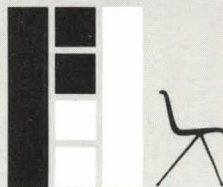


**TC TANDEM SYSTEMS**

SHOWN IS ONE 15 PLACE CONTINUOUS TANDEM

Versatile — modular in any number of seats, around corners, or back to back. Available at standard pricing in any seat style from our stock — 24 hour shipment.

*Write today for a copy of our new Catalog 1-75*



**FIXTURES MFG. CORP.**  
1642-ACRYSTAL  
KANSAS CITY, MO. 64126

PHONE COLLECT  
816 / 241-4500

*Commercial Furniture in Advanced Design*

Current Catalog 1-75

Circle 43 on information card



## EVENTS

- May 1-2:** Seminar on the 1975 Nuclear Code: Application and Use, Chicago. (June 11-12, Atlanta.) Contact: R.E. Wilson, Portland Cement Association, Old Orchard Road, Skokie, Ill. 60076.
- May 5-8:** National Plant Engineering and Maintenance Conference, McCormick Place, Chicago. Contact: Clapp & Poliak, Inc., 245 Park Ave., New York, N.Y. 10017.
- May 5-10:** International Union of Architects Congress, Madrid. Contact: Maurice Payne, AIA, Institute Headquarters.
- May 18-22:** AIA annual convention, Civic Center, Atlanta. (Reconvened session, Rio de Janeiro, May 23-June 7.)
- May 18-23:** Conference on Issues in Behavioral Travel Demand, Grove Park Inn, Asheville, N.C. Contact: Engineering Foundation, 345 E. 47th St., New York, N.Y. 10017.
- May 19-20:** National Conference on Land Use, Marriott Hotel, Denver. Contact: William Kostka & Associates, Inc., 1321 Bannock St., Denver, Colo. 80204.
- May 19-23:** Course on Steel Design, University of Wisconsin, Madison, Wis.
- May 20-29:** Symposium on the Development and Use of Geothermal Resources, San Francisco. Contact: United Nations Geothermal Symposium, P.O. Box 7798, San Francisco, Calif. 94120.
- May 23:** Conference on the Challenge of Professional Practice, Heritage Inn Hotel, Great Falls, Mont. Contact: Professional Engineers in Private Practice, 2029 K St. N.W., Washington, D.C. 20006.
- May 28-30:** Seminar on Bicycle/Pedestrian Planning and Design, Esso Hotel, Amsterdam, The Netherlands. Contact: MAUDEP, P.O. Box 722, Church St. Station, New York, N.Y. 10008.
- June 1-4:** International Symposium on Urban Housing and Transportation, Detroit. Contact: Dr. Vasily Kouskoulas, Civil Engineering Department, Wayne State University, Detroit, Mich. 48202.
- June 3-5:** National Material Handling Show, Convention-Exposition Center, Cincinnati. Contact: Material Handling Institute, 1326 Freeport Road, Pittsburgh, Pa. 15238.
- June 5-6:** Professional Marketing Workshop, Seattle. Contact: Building Industry Development Services, 1301 20th St. N.W., Washington, D.C. 20036.
- June 15-20:** 1975 Congress of the International Federation of Hospitals, Zagreb, Yugoslavia. Contact: UIA Public Health Work Group, Deutscher Krankenhausinstitut, Tersteegenstrasse 9, 4 Dusseldorf, FRG.
- June 15-21:** International Design Conference, Aspen, Colo. Contact: IDCA, P.O. Box 664, Aspen, Colo. 81611.

## GOING ON

*Continued from page 29*

In the face of these concerns, the legislature amended CEQA on the final day of its 1972 session. Amendments defined the term "project" to mean activities directly undertaken by a public agency, those supported in whole or in part by assistance from an agency and those where there was issuance of some entitlement for use by one or more public agencies.

Amendments also provided that at the end of a 120-day moratorium specific official standards and procedures would be formulated for the preparation and evaluation of EIRs. Permission was given as well for a public agency to charge a reasonable sum of any person who proposed a project requiring an EIR.

Ironically, just before the amendments were passed, California voters passed the Coastal Zone Act. It empowers "state and regional commissions, operating outside the context of local government, to prepare a plan for the conservation of the state's entire 1,072-mile coast and to control nearly all forms of construction, public and private, along the coast pending completion of the plan."

The coastal act, for which 4.3 million Californians voted in Nov. 1972, regulates development, "through a permit process, to prevent environmentally unsound developments from thwarting the plan before it can be completed."

CEQA's future effectiveness, says Tager, will be determined by the "ultimate disposition by the courts of the issue of whether public agencies are bound by the findings and recommendations contained in EIRs." The coastal act's future rests upon the matter of whether "the California legislature will adopt the final plan for the coastal zone submitted to it by the state commission in 1976."

Whatever happens, both acts, Tager concludes, "presently constitute important legislative innovations insofar as they are serving to 'sharpen the awareness of the flaws in the way we have grown.' By so doing, in the long run, they will have undoubtedly contributed significantly to 'improving the quality of life in urban America.'" Tager's quotes are from the AIA national policy task force report.

## Correction

The article titled "Architecture for Corrections" in the February issue gave architectural credit to Hellmuth, Obata & Kassabaum, Inc., for the design of the State Correctional Center at Eagle River, Alaska. The architects were Crittenden, Cassetta & Cannon/Helmuth, Obata & Kassabaum. We regret the omission.

## Deaths

**Ralph W. Arnold**, Brockton, Mass.  
**Ken J. Bailey**, Temple City, Calif.  
**John William Becker**, Cincinnati  
**John Van Wie Bergamini**, Rowayton, Conn.

**A. O. Budina, FAIA**, Richmond, Va.  
**Robert G. Childress**, Denver  
**Breo Freeman**, La Canada, Calif.  
**Francis W. Frinder**, Bethel, Conn.  
**Bernard Hacker**, Cedar Grove, N.J.  
**P. John Hoener**, St. Louis  
**William E. Kramer**, Pompano Beach, Fla.  
**Fred W. Krug**, Lancaster, Pa.  
**Gene W. Mueller**, Orlando, Fla.  
**T. Frederick Norton**, West Mystic, Conn.  
**Milton Pickett**, Rustin, La.  
**Cyrus F. Springall**, Andover, Mass.  
**Robert Stacy-Judd**, Woodland Hills, Calif.  
**Charles D. Strong**, Denver  
**Conway L. Todd**, Penfield, N.Y.  
**Edwin L. Westberg**, Oxnard, Calif.  
**Lt. Gen. Raymond A. Wheeler**, Hon. AIA, Washington, D.C.

**Clarence S. Stein, FAIA:** Recognized throughout the world for his pioneering work in regional planning, new towns and housing, Stein received many awards for his accomplishments, among them the AIA gold medal (1956), the highest honor that the Institute can bestow upon an architect, and the AIA's 50th anniversary award (1967). He also was the recipient of the American Institute of Planners' distinguished service award and an award from the American Society of Planning Officials for "pioneering toward new towns for America."

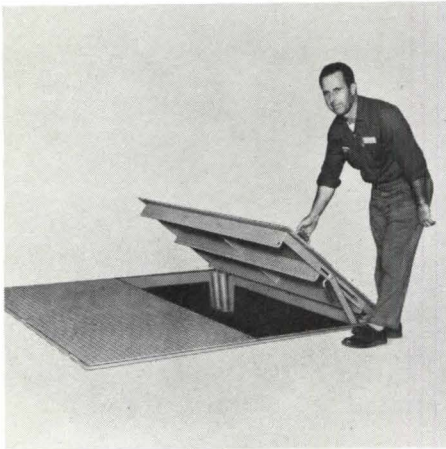
Stein, who died on Feb. 6 at the age of 92, was once president of the Regional Planning Association of America, vice president of the International Garden Cities and Town Planning Federation and president of Civic Films.

He was the author of many articles on planned community development, and wrote the widely acclaimed book titled *Toward New Towns for America*. He served as associate editor of the AIA JOURNAL from 1918 to 1921.

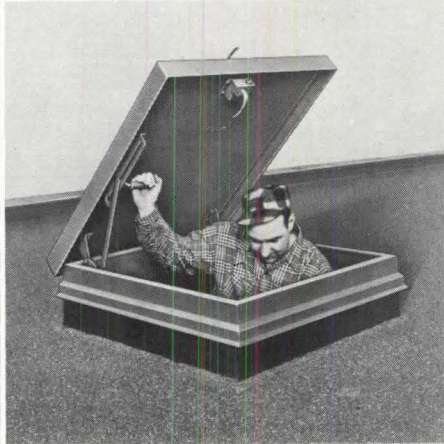
After studying architecture at Columbia University and at the Ecole des Beaux Arts in Paris, Stein started practice in 1911 in the offices of Bertram G. Goodhue. He was chief architect and planner for Sunnyside Gardens, Phipps Garden Apartments and Hillside Homes in New York City. He was architectural planning consultant to the new communities of Greenbelt, Md; Greendale, Wis; Greenhills, Ohio, and Baldwin Hills Village, Los Angeles. He also was planning director for the new industrial municipality of Kitimat in Canada. His architectural works also include the Art Institute in Wichita, Kans.; buildings for the California Institute of Technology, and Temple Emanuel in New York City. □



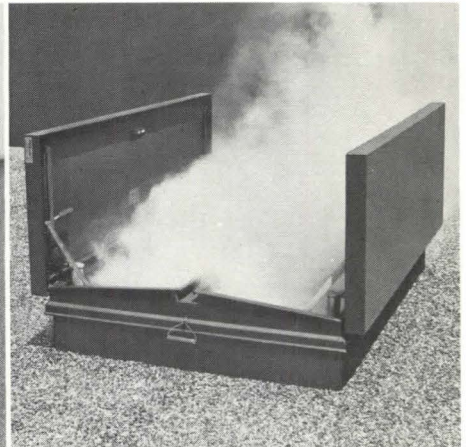
# HORIZONTAL DOORS BY BILCO



Bilco Floor, Pit and Sidewalk Door: Rugged heavy-duty steel construction. Features smooth, easy operation, automatic hold-open device, heavy forged brass hinges. Aluminum models available with stainless steel hardware for corrosive conditions. Eight standard sizes. Special sizes to order.



Bilco Roof Scuttle: For ladder access to the roof. Features floating cover action and positive lock-open with operating handle for safe, easy, one-hand closing. In steel or aluminum construction. Also available in standard sizes for ship stair and normal stair as well as special sizes to order.



Bilco Fire Vent: Features the exclusive Bilco Thermolatch® that provides instantaneous release in emergency, prevents accidental opening. Available for electrical actuation by smoke detector or other emergency device. Eight standard sizes with UL and FM labels. Also available in special sizes.

## BILCO BUILDS THEM BEST.

BEST IN DESIGN, BEST IN WORKMANSHIP, BEST IN RELIABILITY

When you specify Bilco, you specify a product designed and built to provide your client with proper operation and long, trouble-free service. Bilco manufactures a full line of horizontal doors, roof scuttles, sidewalk, floor and pit doors, equipment hatches, ceiling access doors, basement doors and automatic fire vents. Each has earned its reputation for performance, reliability and satisfaction. For complete information, sizes and specifications see our catalog in Sweets Architectural and Industrial Construction Files, or write.

Since 1926. Building our reputation for products that satisfy.

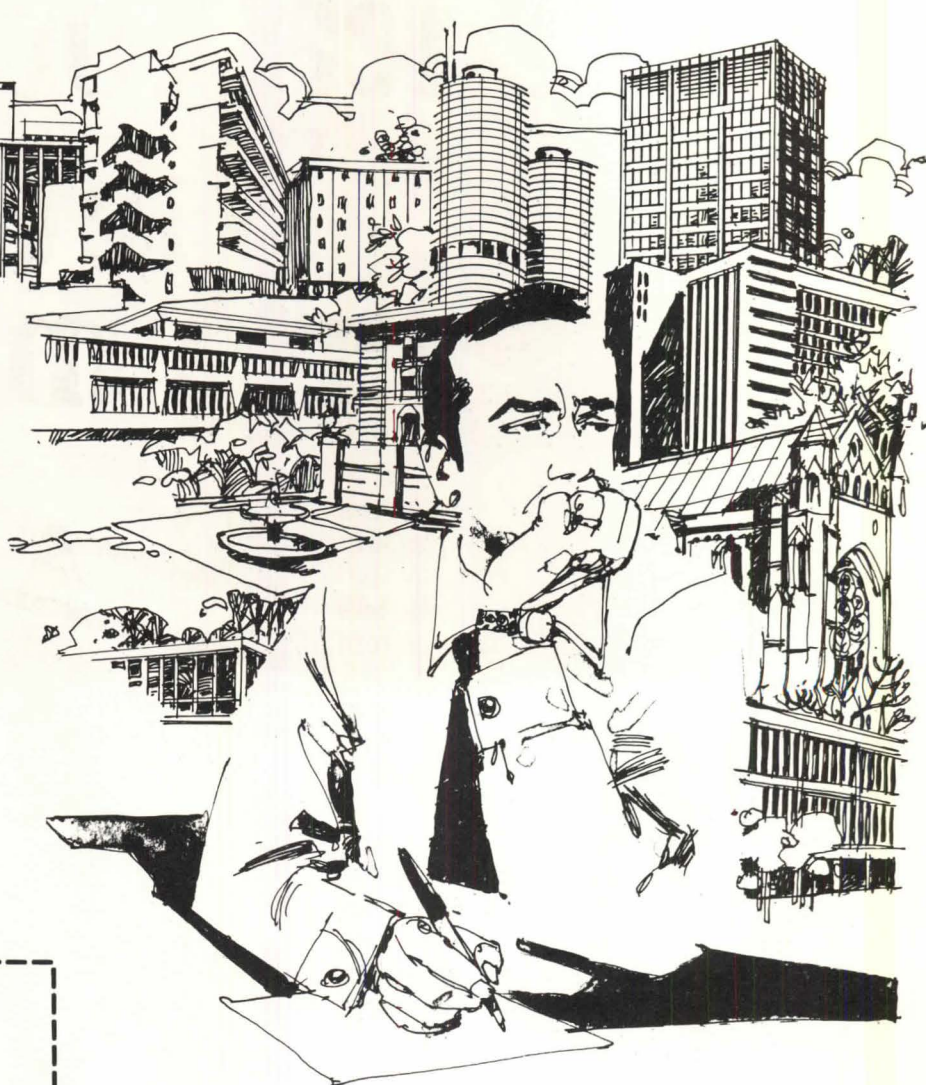


The BILCO Company, Dept. AJ-45, New Haven, Conn. 06505  
Manufactured in Canada by:  
RICHARDS-WILCOX of CANADA, LTD., London, Ontario



# Understanding.

At Federal we are aware of architects' needs. The Federal professionals are trained to assist in areas of material specifications and the application of effective identification systems. Federal, the nation's largest sign company, has the capabilities, design understanding and experience to take your design from the drawing board to finished product in an efficient, effective manner.



Return coupon for further information:  
ATTN: Marketing Manager

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Firm

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone No.

The Federal Professionals.  
They Understand.

 **FEDERAL  
SIGN**  
Since 1901

13600 S. Western Ave.—Blue Island, Ill. 60406



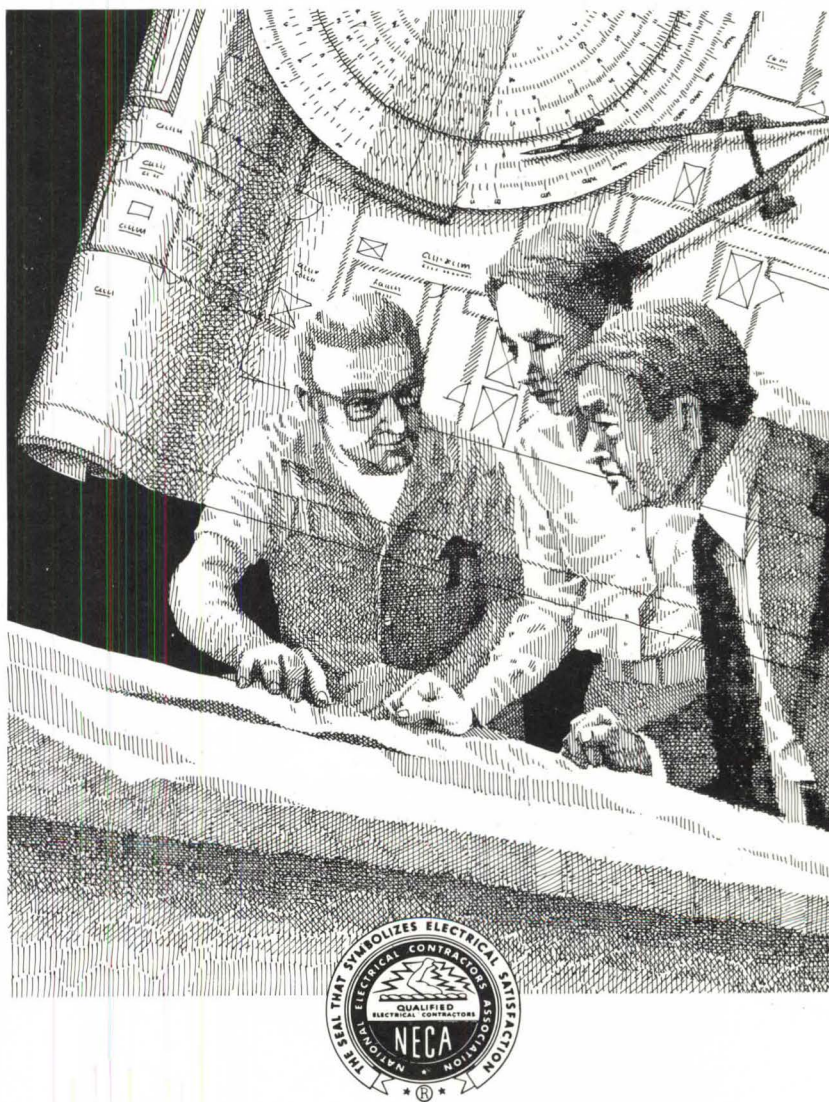
# Professional electrical contractors. The electrical energy managers.

One thing you can be sure of in the current energy situation; clients are no longer taking electrical systems for granted. People who pay the bills now are concerned about the potential cost of future operations as well as the cost of installation. That goes for *all* users and specifiers: government, commercial, industrial, and residential. But you probably already know that.

You also know that electrical systems should be designed to operate as efficiently as possible, because when the time comes to install cable, conduit, and fixtures, it might be too late to save energy. That's why it could be helpful to work with a qualified electrical contractor early in the design stages of a project. Planning an efficient electrical system is a lot easier than trouble-shooting a fuel-waster after construction.

Professional electrical contractors can give you just the support you need. They're familiar with lighting, heating, communications, security, motors, standby and emergency power, automatic controls, and a lot more. You'll be obtaining the benefits of specialized manpower, the latest installation equipment, and professional job-management expertise. Can your clients afford anything less?

Professionalism doesn't cost.  
It pays.



National Electrical Contractors Association, Inc.  
Washington, D.C. 20014





## LITTLE GIANT

Federal Spec  
#RR-H-1070a.

### APPROVED

Minimum Property Standard for HUD, FHA, Military Family Housing and Farm Home Administration.

### FEATURES

1. Radius flares to fit any size can.
2. Eliminates breeding places for roaches and other vermin.
3. Keeps cans off ground and in proper place.
4. No parts to wear out or replace.
5. Adjustable height.
6. Prevents bottoms from rusting out.
7. Simple two step installation.

Double Holder \$11.87 Single \$11.39

5' pipestand \$1.35 additional Chains \$2.39 per pair

Write for drawings and specifications

## ALBENI SALES COMPANY

P.O. Box 606  
813/937-4171

Tarpon Springs, Fla.  
33589

Circle 47 on information card

## DIRECTOR OF THE SCHOOL OF ARCHITECTURE

The Georgia Institute of Technology in Atlanta is seeking a person to direct the School of Architecture. The School has grown rapidly and is in the process of dynamic change. Graduate programs offering specialized training have started this year, and a new building is in the programming stage. The Board of Regents has been petitioned recently to change the status of the School to a College, so the successful applicant may become the first Dean.

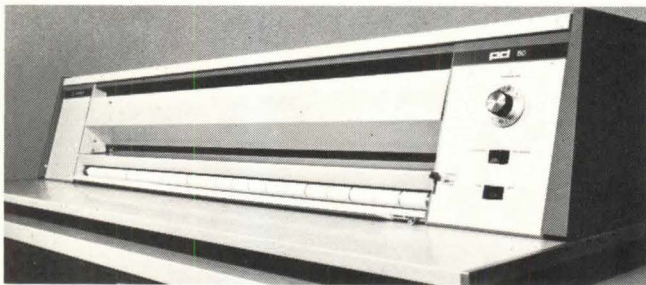
The School of Architecture is the only accredited architecture program in the State of Georgia and has been active in the Southeast since 1908. More than 900 students are enrolled in the degree-granting programs of City Planning, Building Construction and Management, Industrial Design and Architecture.

The successful applicant must provide resourceful leadership in developing the potential of the School. Desirable qualifications for the post include strong academic credentials in either Architecture, Urban Planning or related disciplines and in addition, administrative experience, and demonstrated professional, educational and scholarly competence. Georgia Institute of Technology is an equal opportunity employer.

Applications should be addressed to:

**Dr. John Templer** The School of Architecture  
Georgia Institute of Technology  
Atlanta, Georgia 30332  
and should arrive no later than **May 1, 1975.**

Circle 48 on information card



## Why you should have America's favorite convenience copier.

Thousands of hard-to-please customers now use Bruning's odorless, instant-on, 110-volt PD-80. It's America's most popular engineering convenience copier, for good reason.

Plug in a PD-80 where it's handy for your draftsmen. See how

it boosts productivity by delivering high quality prints without delays.

Call your local Bruning man for complete information. Or write Bruning, 1834 Walden Office Square, Schaumburg, Ill. 60172.



**BRUNING**

DIVISION OF ADDRESSOGRAPH MULTIGRAPH

See us at the AIA Convention

Circle 49 on information card

# BOOK SALE!

The MIT Press is now offering all its books on *architecture plus* all those on *urban and regional planning* at substantial savings, for a limited period. Even brand new books—like those listed below with their regular prices—are available at a 10% discount. The discounts on other titles range up to 80%. These savings are available *only* through our special catalogues: circle the reader service card or contact us directly and we'll send you our free descriptive architecture catalogue and/or urban-regional planning catalogue.

### Recent Publications:

**File under Architecture**  
by *Herbert Muschamp*  
\$10.95

**Playgrounds for Free:**  
The Utilization of Used and Surplus Materials in Playground Construction  
by *Paul Hogan*  
hardcover, \$18.50  
paperback, \$9.95

**Energy and Form:**  
An Ecological Approach to Urban Growth  
by *Ralph L. Knowles*  
\$27.50

**The Responsive House**  
edited by *Edward Allen*  
hardcover, \$18.50  
paperbound, \$9.95

**Dwelling House Construction**  
Fourth Edition, Revised  
by *Albert G. H. Dietz*  
\$17.50

**Developments in Structural Form**  
by *Rowland J. Mainstone*  
\$25.00

direct inquiries to:

Dept. K  
**THE MIT PRESS**  
28 Carleton St.  
Cambridge, Massachusetts 02142

Circle 50 on information card



## ADVERTISERS

Abitare of America . . . . .	86
<i>Studio 2000</i>	
Albeni Sales Company . . . . .	98
American Enka Company . . . . .	77
<i>DKG, Inc. Advertising</i>	
American-Standard, Inc. . . . .	30
<i>Foote, Cone &amp; Belding</i>	
Bethlehem Steel Corp. . . . .	10-11
<i>Van Brunt &amp; Co.</i>	
Bigelow-Sanford, Inc. . . . .	91
<i>D'Arcy-McManus &amp; Masius</i>	
Bilco Company, The . . . . .	95
<i>Ben Mochan Associates, Inc.</i>	
Buckingham-Virginia Slate . . . . .	22
<i>Riddick Advertising</i>	
Brick Institute of America . . . . .	83
<i>Henry J. Kaufman &amp; Associates, Inc.</i>	
Bruning Div. Addressograph Multigraph Corp. . . . .	98
<i>Campbell-Mithun, Inc.</i>	
Cabot, Samuel, Inc. . . . .	31
<i>Donald W. Gardner Advertising</i>	
Carda Window Corporation . . . . .	Cov. 2
<i>Anderson Advertising</i>	
Ceco Corporation . . . . .	Cov. 4
<i>Fensholt Advertising, Inc.</i>	
Collins & Aikman Corp. . . . .	71
<i>Gaynor &amp; Ducas Advertising</i>	
Concrete Reinforcing Steel Institute . . . . .	74-75
<i>Buchen Advertising, Inc.</i>	
DuPont, E.I.deNemours, Inc. . . . .	88-89
<i>N.W. Ayer &amp; Son, Inc.</i>	
Edison Electric Institute . . . . .	25-26-27-28
<i>Charles E. Root, Inc.</i>	
Eliason Corp., Easy Swing Door . . . . .	80
<i>C. E. Advertising</i>	
Elkay Manufacturing Co. . . . .	4
<i>The Biddle Advertising Co.</i>	
Federal Sign & Signal . . . . .	96
<i>The Idea Shop, Inc.</i>	
Finnish Plywood Development Assn. USA, Inc. . . . .	29
Fixtures Manufacturing Corp. . . . .	93
<i>Sher &amp; Jones, Inc.</i>	
Follansbee Steel Corp. . . . .	76
<i>George Hill Co.</i>	
Georgia Pacific Corp. . . . .	23
<i>McCann-Erickson, Inc.</i>	
Georgia Institute of Technology School of Architecture . . . . .	98
Grefco, Inc. . . . .	18-19
<i>Boylhart, Lovett &amp; Dean, Inc.</i>	
Gulistan Carpets by J. P. Stevens, Inc. . . . .	81
<i>N. R. Promotions, Inc.</i>	
Halsey Taylor . . . . .	13
<i>Dudreck DePaul &amp; Morgan, Inc.</i>	
Haws Drinking Faucet Company . . . . .	Cov. 3
<i>Pacific Advertising Staff</i>	
International Masonry Institute . . . . .	72-73
<i>Henry J. Kaufman &amp; Associates, Inc.</i>	
Kawneer Architectural Products . . . . .	14-15
<i>Garrison, Jasper, Rose &amp; Co.</i>	

KDI Paragon, Inc. . . . .	80
<i>Robert Gretzko Graphic Design</i>	
Knoll International, Inc. . . . .	2-3
<i>William C. McDade, Inc.</i>	
LCN Closers . . . . .	64
<i>Alex T. Franz, Inc.</i>	
Libbey-Owens-Ford Company . . . . .	20-21
<i>Campbell-Ewald Co.</i>	
Meierjohan-Wengler, Inc. . . . .	86
<i>McCarthy Advertising</i>	
Merchandise Mart, The . . . . .	70
<i>Garfield-Linn &amp; Company</i>	
MFG Concrete Forms Co. . . . .	93
<i>Watts, Lamb, Kenyon &amp; Herrick, Inc.</i>	
Mint Graphics, Inc. . . . .	85
<i>Thomas C. Paul &amp; Associates Advertising</i>	
MIT Press, The . . . . .	98
<i>Franklin Spier, Inc.</i>	
Monsanto Company . . . . .	17
<i>Advertising &amp; Promotion Services</i>	
National Electrical Contractors Association (NECA) . . . . .	97
<i>VanSant Dugdale</i>	
Paddock of California . . . . .	87
<i>Halpin Williams &amp; Associates, Inc.</i>	
Potlatch Corporation . . . . .	69
<i>Ayer/Baker</i>	
PPG Industries, Inc. . . . .	6-7
<i>Ketchum MacLeod &amp; Grove, Inc.</i>	
Pyrotronics, Inc. . . . .	78-79
<i>Keyes, Martin &amp; Co.</i>	
Rixon-Firemark, Inc. . . . .	1
<i>Motivation Dynamics</i>	
Scharf, Edward Galura & Sons . . . . .	32
<i>Sherm-Ad Agency</i>	
Van San Corporation . . . . .	93
<i>Image Development Group</i>	
Vermont Marble Company . . . . .	9
<i>Chirurg &amp; Cairns, Inc.</i>	
VIP Products Div., Warth Paint Co. . . . .	24
<i>Caravetta, Allen, Kimbraugh, Inc.</i>	
Wellco Carpet . . . . .	84
<i>Hogan-Rose &amp; Company, Inc.</i>	
Welsbach Lighting Products . . . . .	65
<i>Robert K. Skacel Advertising</i>	

### Michael J. Hanley

Publisher

### Michael M. Wood

Sales Manager

### Tom Crow

National Accounts Manager

### George L. Dant

Manager, Production and Business

1735 New York Ave. N.W.

Washington, D. C. 20006

(202) 785-7300

### ADVERTISING SALES OFFICES

#### Washington, D.C. (202) 785-7271

Michael M. Wood

1735 New York Ave. N.W.

Washington, D.C. 20006

#### New York (201) 729-9331

Tom Crow

79 Hilltop Trail

Sparta, N.J. 07871

#### New England (401) 294-4173

Fred R. Menzies

26 Armington Ave

Wickford, Rhode Island 02852

#### West Coast Representative

(213) 459-3278

Genia Logan

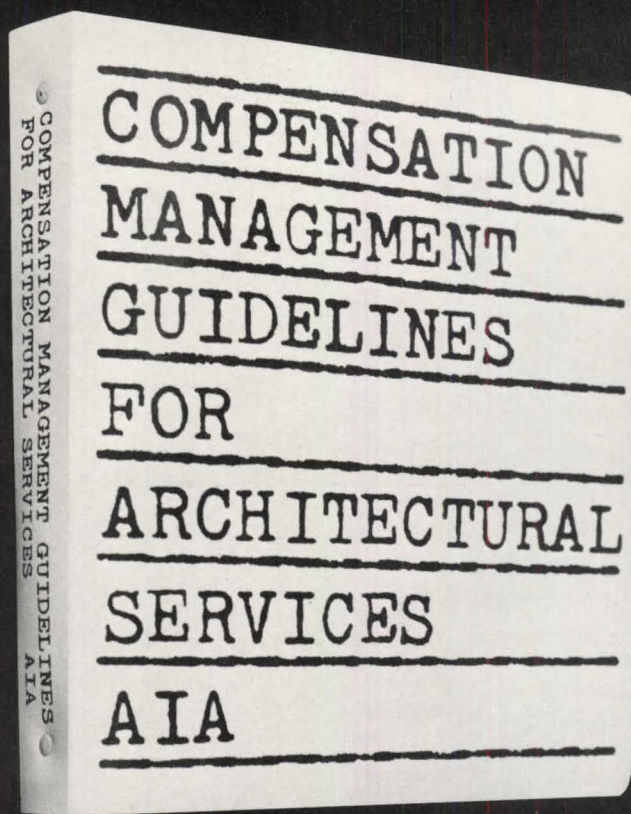
615 Kingman Ave.

Santa Monica, Calif. 90402

**Acknowledgments:** 34-35, 37-45, Sam Hall; 52, courtesy Atlanta Chamber of Commerce; 53, courtesy Georgia Institute of Technology, Office of Planning and Research; 57-59, Al Clayton; 60-61 center, Alexander Georges; 61 top, Ron Sherman.



## AIA has THE BOOK.



### THE BOOK: WHAT IT DOES FOR YOU

Compensation Management Guidelines for Architectural Services gives you a method by which to:

1. Determine, and agree upon with the client, those professional services you will be providing for a project.
2. Develop estimates of your costs of providing these services, so that equitable levels of compensation may be realized.

### THE BOOK: WHAT IT PROVIDES

**PROFESSIONAL SERVICES:** The 120 services in nine phases described in the Guidelines make your client aware of the full range of services you may be able to provide.

**RESPONSIBILITY:** The Guidelines provide both the method and the structure to allow you and your client to determine respective responsibilities for the project prior to signing an agreement.

**FLEXIBILITY:** The Guidelines permit maximum flexibility in use, by large or small firms, for any type or size project. The needs of both architect and client are considered. The in-

structions help you to apply cost-based compensation concepts to suit both your client's and your own needs.

**ADAPTABILITY:** The Guidelines provide for adapting cost-based compensation concepts to any traditional method of compensation, such as percentage of construction cost, lump sum, cost-plus, etc.

**FORMS:** The Guidelines include a complete set of forms for establishing scope of services, estimating proposed compensation, and related scheduling for a specific project.

### THE BOOK: SOME EXTRAS

**CLIENT INFORMATION:** A concise printed piece explaining the concept and the advantages of cost-based compensation management to your client is available with the Guidelines.

**UPDATE SERVICE:** It is anticipated that feedback from architects using the Guidelines will lead to refinements. Notice of availability of revised and added text will be mailed to registered Guidelines purchasers as material becomes available.

### THE BOOK: WHAT THEY'RE SAYING ABOUT IT

"The most important marketing tool architects have been given in decades."—Weld Coxe, author and marketing consultant.

"Assures me that the architect is aware of any needs . . . gives me an indication of costs."—Industrial client.

**THE BOOK:** AIA has it. Price: \$10.00. (Members: \$8.00). Circle item 20 on the Bookshelf Order Card. M188.

Additional sets of forms available. Price: \$2.50. (Members: \$2.00). Circle item 21 on the Bookshelf Order Card. F800.

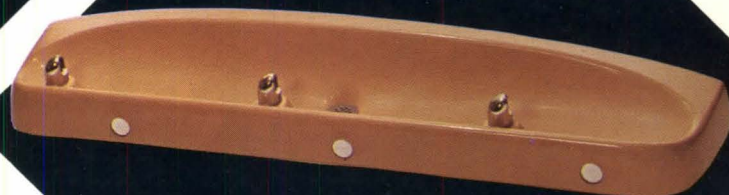




Model 1070



Model 1400



Model 1405



Model 1205

Haws polymarble fountains meet very demanding requirements at a cost comparable to ordinary fountains. They are durable, attractive, highly resistant to impact and abrasion, and available in six colors at no extra cost. The color runs throughout the material, so it won't chalk or fade. Flush-mounted, patented, push-button valves and new heavy-duty bubblers provide excellent vandal resistance.

■ Today, many polymarble models are excelling in practical application. For more information and product test results, contact Haws Drinking Faucet Co., 1441 Fourth Street, Berkeley, CA 94710.

*Haws offers the world's best drink*

Circle 51 on information card

THE BEAUTY OF  
**polymarble**  
**Haws**®





## Ceco forms slabs for great buildings

World's tallest hotel is one

Nearly a million square feet of concrete slabs in Atlanta's new 70-story Peachtree Center Plaza, world's tallest hotel, are being formed by a unique method engineered by the Ceco Corporation to meet an unusual structural design. This method makes repetitive use of special pie-shaped panels "flown" floor to floor.

Ceco's work, performed for a guaranteed lump sum, includes slabs and ramps for the several floors below grade, and slabs for a nine-story base building; also, slabs for three floors of mechanical services and meeting rooms atop the 80-foot columns shown here, and then, soaring into the Atlanta skyline, 56 floors of guest rooms.

For more than half a century, Ceco has helped contractors by developing better ways of forming concrete slabs. Consequently, Ceco's forming services are used on hundreds of projects coast to coast every day. Ceco's field crews are the country's leading specialists in placing and removing formwork for ribbed, waffle and flat-slab floor construction. For more facts, refer to Sweet's or your nearest Ceco office.



*Peachtree Center Plaza, Atlanta, GA  
A Western International Hotel*

*Developer:  
Portman Properties  
Architect:  
John Portman & Associates  
General Contractor:  
J. A. Jones Construction Company*

 concrete forming services  
**CECO**

The Ceco Corporation • General Offices  
5601 West 26th Street • Chicago, Illinois 60650

Circle 52 on information card