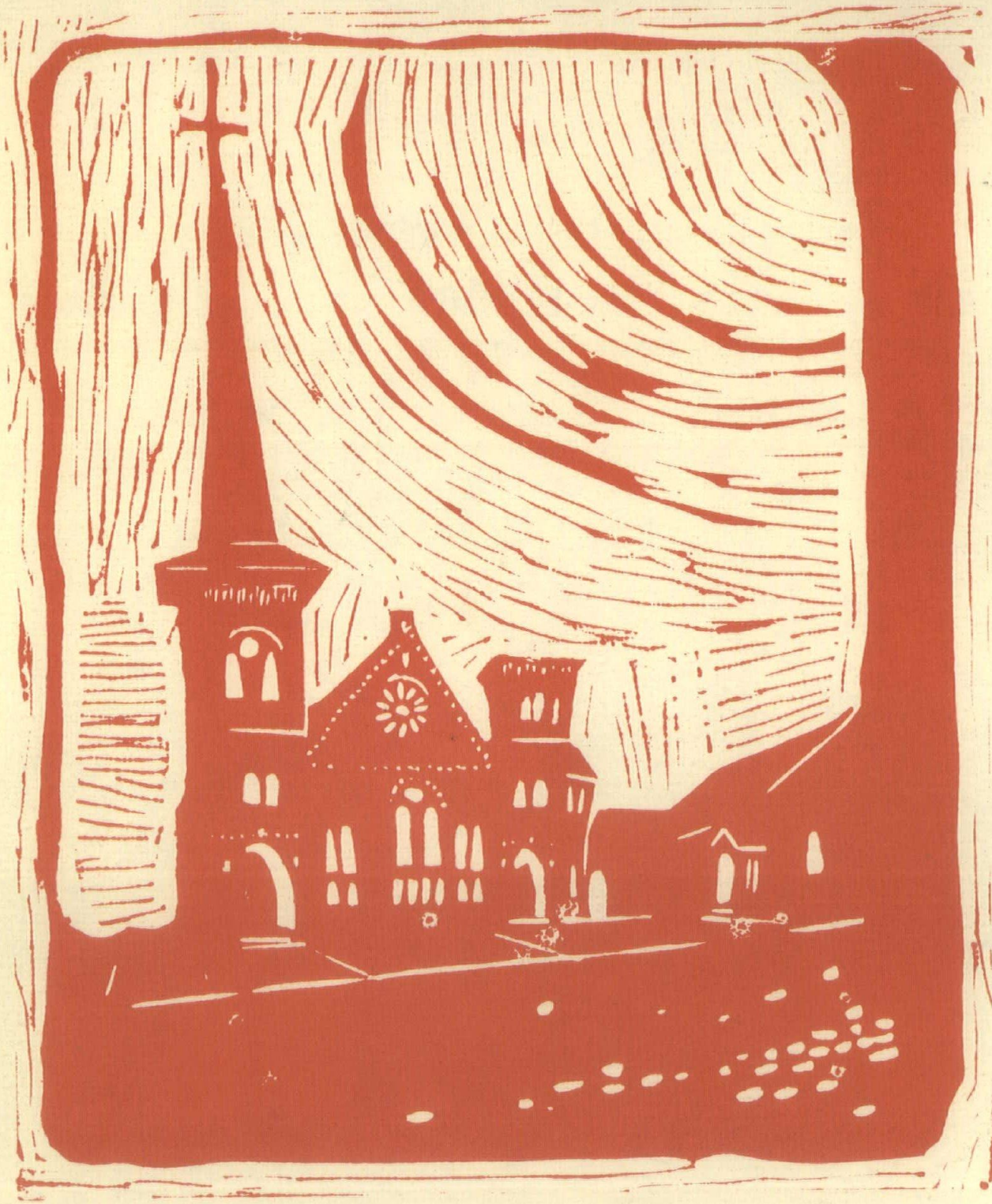


ALABAMA ARCHITECT

Nov.-Dec. 1971




newsletter

How to design homes with all the comforts of home.

Design them all-electric. That's the kind of comfort people are looking for, these days.

We know. We've got more than 50,000 all-electric customers right now, and we're adding new ones every day. It's the going thing.

Shouldn't you be going with it?  **ALABAMA POWER**

Alabama Architect

NOVEMBER—DECEMBER 1971

THE ALABAMA ARCHITECT IS PUBLISHED FOR THE ALABAMA COUNCIL OF THE AMERICAN INSTITUTE OF ARCHITECTS TO ADVANCE THE PROFESSION OF ARCHITECTURE IN THE STATE OF ALABAMA.

ALABAMA COUNCIL OFFICERS 1971

President: WILLIAM PEARSON, Montgomery; Vice-Pres.: RICHARD MILLMAN, Auburn; Secretary: LLOYD KRANERT, Huntsville; Treasurer: CHARLES MOSS, Birmingham; Past President: ARTHUR PRINCE, Mobile.

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ALABAMA ARCHITECT STAFF

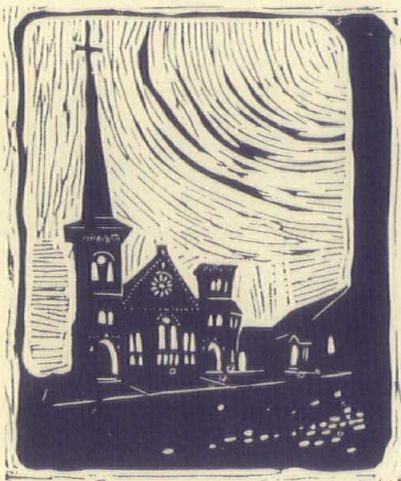
JAY LEAVELL, Hon. A.I.A., Executive Secretary/Publisher, P. O. Box 237, Montgomery, Ala. 36101 — 264-3037.

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Cover Design By
Don Morrison, A.I.A.

THIS MONTH'S COVER

Original woodblock by John B. McDonald AIA, which won First Prize in the 3rd Annual "Keep Montgomery Beautiful" art competition. The scene depicts the Dexter Avenue United Methodist Church in downtown Montgomery.



Letters to the Editor

Dear Jay:

Heartiest congratulations on your most recent ALABAMA ARCHITECT.

We are delighted at the recognition received by the July-August issue dealing with Fort Conde and most interested in the Lower Commerce Street developments in Montgomery. Also delighted to learn that Auburn architectural students are recording buildings for the Historic American Buildings Survey. Most heartily endorse every word of your reprint from Kiplinger's CHANGING TIMES, "Bringing New Life To Old Landmarks."

Would it be possible for us to obtain a dozen or so reprints of both the July-August and the September-October issues of ALABAMA ARCHITECT? Will gladly send check to cover cost of same.

Yours Sincerely,
Nancy N. Holmes
Executive Director
Mobile Historic Development
Commission

Dear Jay:

Many members of our Riverfront District Development Committee have asked me to express our sincere thanks for featuring us in the very fine September-October issue of your "Alabama Architect."

We received quite a bit of favorable comment following publication of your magazine and we are using reprints to help publicize the efforts of our group. We hope you will be able to report the successful conclusion of some of our projects in future issues!

Cordially yours,
Jim T. Incoe
River Front District
Development Committee
Montgomery, Alabama

BACK COVER



Gulf States Paper Corporation headquarters, Tuscaloosa, Alabama. Honor Award winner, Gulf States Regional Architectural Competition, 1971, Award of Merit, Alabama Council AIA competition, 1970. Architects: Alexander, Rothschild & Joyce. General Contractor: Brice Construction Company.

Dear Jay:

Your most recent issue of THE ALABAMA ARCHITECT was an inspiration to all who are working toward the future of Downtown Montgomery.

It was especially gratifying to absorb the extensive coverage you gave the Lower Commerce Street and the Riverfront District Redevelopments. Your two-page article, "New Life To Old Landmarks," was also a dramatic presentation of our purpose to link Montgomery's great heritage with a progressive future that coming generations can fully appreciate.

After reading this, one would quickly realize that Downtown Montgomery will soon have even more exciting attractions for all to enjoy.

We are indebted to you for this "indepth account" and agree this is a perfect place to linger.

Your sincerely,
Frank J. Sego
Executive Vice President
Downtown Unlimited
Montgomery, Alabama

Dear Jay,

At last I am getting around to writing everyone from whom I receive mail that I retired from my job with Holabirde Root in Chicago on October 1, 1971 and returned to my native city where I am comfortably housed (one year's lease) in: Apartment 809, Sheraton Apartments, 2909 Highland Ave., Birmingham, Ala. 35205.

Please keep me on your mailing list but change address as above given.

I always read the documents but never take any action and rarely attend meetings.

Best regards to you,
Jack B. Smith
Birmingham, Ala.

Dear Jay:

I would like to congratulate the Alabama Council and its members on a fine publication.

It would be appreciated if you would delete my name from the mailing list as I am decreasing my activities in professional engineering society work and am planning to travel thereafter.

I have enjoyed excellent relations with architects in my efforts for the past eight years in cleaning up the yellow pages of advertising of engineering services by unlicensed persons and for the past four investigating violations of the Registration Law and codes of ethics.

Sincerely yours,
John D. Beal, Jr., P.E.
National Director ASPE

ANNUAL BUSINESS MEETING

ALABAMA COUNCIL OF ARCHITECTS, A.I.A.
BIGGIN AUDITORIUM
AUBURN, ALABAMA
NOVEMBER 13, 1971

President Pearson called meeting to order at approximately 10:45 A.M. Resolved that the minutes of the October 9, 1970 annual business meeting of the general membership of the Alabama Council, American Institute of Architects, be approved as published. Passed.

ATTENDANCE

A quorum was declared in attendance.

TREASURER'S REPORT

Treasurer Charlie Moss distributed copies of the current budget and financial statement. Reported that it appears the budget will be in the black at the end of calendar year 1971. Suggested that Council Officers have a prior meeting to set up the budget for 1972.

Resolved that the report be approved as distributed. Passed.

PRESIDENT'S REPORT

Goals by President Pearson for the year 1971:

1. To work more closely with Tuskegee. Adopt visitation program by Architects to Tuskegee and Auburn.
2. To improve the Alabama Architect magazine.
3. To secure statewide insurance program.
4. To initiate legislative action effecting engineers practicing architecture. (See report on this page.)

EXECUTIVE SECRETARY'S REPORT: Jay Leavell

The Alabama Architect mailing list has been trimmed of surplus names in an effort to cut the budget. There are 1200 on the current mailing list. The format of the Alabama Architect has been changed and everyone seems to be happy with the new approach. The July-August issue, with information on the Mobile Chapter activities, won a National AIA Award as the "Document of the Month." Fund will be in the black at end of year.

Pollution information sent out to all State Chapters for publication in local newspapers.

1971 CONVENTION STATUS REPORT: Dick Millman

134 present at banquet last evening — 34 regular members; 24 wives; 16 faculty; 20 students. John Taylor Arms' etchings posted in Library for review.

Auburn Foundation subsidized Mr. Negroponte's expenses; graphics by John Bryant; arrangement for Tuskegee luncheon by Welch; cocktail party by Bill Guerin; printing of sponsor's plaques and graphics together with name tags by Chapter President, Jack Marshall; luncheon and dinner arrangements by Bill Speer; setting up of John Taylor Arms exhibition and program by Nick Davis; finding sponsors by Jim Johnson; exhibits of students work by Steffen Doerstling.

GRASSROOTS CONVENTION FOR 1972:

President Pearson briefly went over activities of the past year. 1972 Grassroots Convention will be on January 17, 18, and 19, 1972, in New Orleans.

AUBURN SCHOOL OF ARCHITECTURE REPORT: Dean Keith McPheeters

See report on these pages.

TUSKEGEE SCHOOL OF ARCHITECTURE REPORT: Dean John Welch

See report on these pages.

AUBURN STUDENT CHAPTER REPORT:

Bill Fowler reported that the Student Chapter has been inactive during the past year due to lack of interest. Trying to activate chapter again. See report on these pages.

TUSKEGEE STUDENT CHAPTER REPORT:

Dean Welch reported that the main emphasis had been on assistance by upper classmen to help freshmen and sophomores in a study program.

BUILDING CODE LEGISLATION: Vic Glazner submitted a written report.

Members of the Committee: Jack Davis, North Alabama Chapter; Malcolm Smith, North Alabama Chapter; Paul Speake, Birmingham Chapter; Charles Humphries, Montgomery Chapter; Emory Kirkwood, Birmingham Chapter; Howard McElhaney, Montgomery Chapter; Earl Lancaster, Auburn Chapter; Paul Brandt, Auburn Chapter; Vic Glazner, Mobile Chapter; Tom Shepard, Mobile Chapter; Bob Smiley, State Representative.

The proposed bill on Building Code Legislation was defeated and it is intended to be re-activated at a later date. It was suggested that Council take the lead and get approval of all related groups prior to bringing up the bill in the Legislature.

STATE REGISTRATION BOARD REPORT:

Not present due to a N.C.A.R.B. meeting in Gainesville, Florida. John

McDonald is Council's representative and has been attending all Registration Board meetings.

INSURANCE PROGRAM

Jay Leavell reported that our insurance consultant is getting a new insurance company to write the policy with as near the same coverage as possible to that previously proposed. Full information will be mailed out soon to all architectural firms.

PUBLIC RELATIONS COMMITTEE REPORT

David Crow, Chairman, was not present and no report was given.

CHAPTER REPORTS: (See Chapter News for reports).

ADJOURN

Business meeting adjourned at 11:55 A.M. for Tuskegee where architects and wives had lunch in Chapel designed by Paul Rudolph, and toured the facility. All were invited to tour Tuskegee's School of Architecture after lunch. The Convention was adjourned at approximately 2:00 P.M.

Lloyd H. Kranert, Secretary
Alabama Council, AIA

Richard Millman Elected As Alabama Council President For Year Of 1972

At the Annual Business Meeting of the Alabama Council of Architects, Richard G. Millman was elected to head the Council for 1972.

Millman has been head of the Department of Architecture at Auburn University since August, 1968. He had served on the faculty in the School of Architecture at Ohio University since 1962 and had been a Fulbright Lecturer in Ankara, Turkey.

He holds the Bachelor and Masters of Architecture from the University of Michigan. He was the recipient of the Arthur Tagge Scholarship and the Alumni Graduate Scholarship. His wife, Mary, is an instructor in French at Auburn.

Other officers elected include Lloyd Kranert, of the firm of Northington, Smith & Kranert, Florence and Huntsville, vice president; Charles Moss, of Harmon and Moss, Birmingham, secretary; and Thomas Shepherd, of the Architect's Group, Mobile, treasurer.

Past president is William Pearson, of Pearson, Humphries & Jones, Montgomery.

REPORTS TO ANNUAL MEETING

PRESIDENT'S REPORT

November 13, 1971

It seems so short a time since the 1970 Alabama Council Convention in 1970 in Birmingham. Soon after that Convention, the officers of the Council met in Montgomery to outline plans for the year 1971; then at the first quarterly Council session in January, 1971, these plans were more fully developed. Among the goals for the year were:

1. Continue practitioners' assistance to Auburn and Tuskegee.
2. Improve Alabama Architect magazine format, scheduling and budget.
3. Investigate and put into effect a statewide insurance program for Architects and their employees.
4. Keep abreast of any legislative action affecting Architects.

Of these, I feel some have been completely successful, some only partially. All of them have involved many hours of work by many AIA members.

The Alabama Architect Newsletter has evoked favorable comment from many sources. Executive Secretary Jay Leavell deserves the bulk of the credit for the Newsletter. His ideas regarding format, publication, circulation, budgeting, etc., have made it work. Thanks go also to Don Morrison for design of the cover and to all who have contributed material for the various issues. The July-August 1971 issue was selected as Publication of the Month by the AIA.

The Insurance Program almost, but not quite, got off the ground. You have a more detailed report elsewhere. Hopefully, it can be initiated within a few weeks.

The Committee on State Code Legislation, with Vic Glazner as Chairman, put in more time and effort as a group than any other statewide committee I can recall for years. While the proposed Code Bill was not passed by the Legislature, the Committee's work pulled together the thoughts from Architects throughout the State and exemplified precisely the type of coordinating effort that the Council should be ready to expend.

Architects' visitations have continued at Auburn and Tuskegee, perhaps not on as regular a basis as once discussed, but sufficient to maintain liaison between the schools and the practitioners.

Until you have been in the role that I have for the past year, it is difficult to realize the time and effort expended by Architects throughout the State in varying types of AIA endeavors — from counseling with a local high school student to traveling 200 miles to meet with a State Committee. The dedicated work of many of you throughout the State has made my year as President a rewarding

one. Special thanks must go to Arthur Prince for setting the example last year, to all the Council Officers and Directors, and to Jay Leavell, without whom the Council simply could not function.

I appreciate the opportunity and honor at having served as President of the Alabama Council of the American Institute of Architects. I pledge Dick Millman my support during 1972, and assure him that he will find all of you responsive to any call he may make upon you.

WILLIAM M. PEARSON, President
Alabama Council of the American Institute of Architects

AUBURN SCHOOL OF ARCHITECTURE & THE FINE ARTS

Dean Keith McPheeters

The State of Alabama allocated Auburn University three million dollars for construction purposes of which the School of Fine Arts received \$50,000 to remodel Biggin Library; \$1,500,000 for Theatre; \$110,000 for air conditioning Biggin Hall. New construction for the School of Architecture and Fine Arts will be as follows:

- 1st Priority — Theatre — \$1,125,000 (under construction)
- 2nd Priority — Music — \$300,000 (working drawing stage)
- 3rd Priority — Art
- 4th Priority — Architecture & Building Technology

A gift of \$300,000 was received from James Goodwin of Birmingham for Band Addition.

The School was recently re-appraised for an additional five year accreditation. Enrollment is up 7% this year, more women students being admitted now with regulations being revised. Student morale is good. Student Advisory Council meets with the Dean four times each year.

Biggin Loan Fund has a balance of \$2,419.85 on hand and a total of \$2,891.00 in receivable accounts.

Auburn Foundation for Architecture subsidized by State Board. The following amounts have been appropriated in the past for faculty traveling and Student Field Trips:

1967-1968	— \$7,000
1968-1969	— \$4,000
1969-1970	— \$8,000
1971	— \$2,000
1972	— -0-

Looks as though no money will be given to the fund this year by the State Board. Funds needs money from somewhere, else no faculty traveling or student field trips will be made. Dean McPheeters wants to know where the \$25.00 License fee goes each year and wonders why some of this doesn't come back to the Fund.

Faculty has received no increases in

salary; faculty positions are frozen (anyone who resigns their position cannot be reappointed unless by special legislation). The Faculty turnover has been too rapid. More continuity is needed. May need four to six new faculty members this year.

AUBURN STUDENT CHAPTER AIA

The student chapter of the AIA at Auburn was inactive last year because of lack of student interest. This year we are trying to build new student participation by promoting more interaction between the student body and the faculty.

We are sending a representative to the National Student Forum in Washington, D.C. We hope to help equip and run a student shop for the Architectural students when promised space becomes available. We hope to have more contact with the Architectural students at Tuskegee.

BILL FOWLER, Representative



Birmingham Chapter President Bill Blake presents a Scholarship Check for \$500 to Dean Keith McPheeters. The annual check is made possible by Birmingham's Beaux Arts Ball.

PRESIDENT PEARSON PRESENTS CITATION



Bill Pearson presented a citation at the annual convention to a lifelong friend of the architects in Alabama. The Citation read:

The Alabama Council of The American Institute of Architects presents this Testimonial to Albert L. Reid, D.A.H.C., in appreciation of his services to the architectural profession and the construction industry and in recognition of his elevation to Distinguished Membership in the American Society of Hardware Consultants. Awarded Nov. 12, 1971, Auburn, Alabama.

(Continued on page 10)

MAN OR MACHINE

A DEBATE

"YES"

NICHOLAS
NEGROPONTE

PROFESSOR OF ARCHITECTURE
MASSACHUSETTS INSTITUTE
OF TECHNOLOGY

When I was first asked to this debate, when it was first presented to me, and I had never done this, but I remembered from high school there was a thing called a "balloon debate." I suggested that this be a balloon debate and Prof. Millman wrote back and said he had never heard of a balloon debate, but the trouble was he had misspelled balloon. I thought, Oh, my God, I misspelled the word balloon in the note I sent down and he was just being polite and I checked through my mail but I had not misspelled the word and so I asked my colleagues and they all informed me that they had never heard of a balloon debate. Maybe it is just a small sub-set of the culture in the world today that knows about balloon debates.

A balloon debate is a debate if you were going across the English Channel in a balloon and it got a small puncture in it and there are only two people in it and it is sinking slowly. The only way they can make it to land is by throwing one of the people out of the balloon. Each of the debaters takes one of the two people and argues why his person should stay on the balloon. I thought this was a wonderful technique because I would put Mr. Col-



Negroponte talks with two students in the Auburn Chapter hospitality suite which was held following the debate.

bert in the balloon and my computer, so I had nothing to lose.

So, I really don't have too much to say this evening because I sort of agree a great deal with what was said this afternoon. It was hardly a debate this afternoon and if we are going to force issues, which we can do very easily I assure you, I have to put it as my partner did, right on the line, my likes and dislikes.

I only have three in terms of computation and it is interesting because very little of what was said can be disagreed with.

In the use of machines there is one thing I abhor and that is the notion of **optimization**. I don't know if you people confront this daily and I don't want to get too heavy after all this meal and liquor, but the notion of optimization is so antagonistic to architecture and is so wrong that I would like to go on record as being completely opposed philosophically, as well as theoretically. It does not apply to architecture. The concept of bestness is totally a British invention in terms of what has been called, "operations research." This is their invention.

The other thing that I am very opposed to is the use of **computation as a leverage of credibility**. It happens so often that people use the results of the computer just to absolutely bamboozle people and I think this is appalling.

The third thing I am extremely opposed to is again perhaps a technical matter and that is the notion of **batch processing**. The idea of having computer programs that people cannot interact with and this is a subject that we might get into. I would like to.

But before I do that I want to bring to your attention that the notion of machines, and computations and computers are not quite synonymous. There are two things that machines cannot do that computers can do. By machines I am talking about mechanical devices. A mechanical device is rather interesting. If you make a mistake in designing a mechanical device, the chances are that what it does will not help you find your mistake. In other words, if you designed a steam engine of a locomotive and put it on the track and you have designed a couple of pistons too long and it just won't run. OK.

Now a computer, I don't care what you do, or what mistakes you make, it will always do something. I assure you that they will always do something. It will be the wrong thing, but what is

important is, you can at least look at its (the fancy word is) behavior. But you can look at what it does to help you to decide what you did wrong. This is rather interesting and important and distinguishes machines from the computer and other things.

Machines are quite rightly referred to as tools. I think it is very Victorian to refer to computers as tools. Because they are very much more than tools. The thing that sort of scared me recently was somebody talking about hammers. How hammers could build buildings and hammers could kill people and computers are the same. Bulldozers can do this and bulldozers can do that — and that is a very silly line of argument. But it could represent the notion of a hammer that can have a little bit of computing power and could recognize when it was going to kill somebody versus pounding nails into wood and somehow it could have the ability to jerk itself out of your hand.

So you say, yeah, that is sort of interesting and we could sort of build a morality into this tool. But then somebody will sort of cleverly point out that a guy breaks into your house and is about to rape your wife and she reaches for the hammer and she is about to smash the guy over the head and, of course, it jerks itself out of her hand. Now you say no. The hammer has to recognize context. It has got to recognize the situation at hand and all of a sudden with very little extrapolation the hammer has to be intelligent. And I propose that it is not only possible for machines to be intelligent, but it is mandatory. That is sort of a paradox.

You know, if I had to make this debate on the present day usage of computation and machines it would be absurd. They are completely misused. As I was pointing out to the people beside me at dinner the only saving grace is that when they make errors they make big errors. I mean they don't make one digit errors in the right hand column of your checking account. They make whoppers and that is nice because it helps out. Computers don't make subtle errors usually. But otherwise there is either a built-in paradox that if we want machines to deal with us in a way that we feel that it is necessary to talk about the physical environment and architecture in general, you have to give it the senses and effectiveness necessary to recognize smiles on our faces and the gestures and

(Continued on page 12)

THE PROPOSITION: "THE INCREASING APPLICATION OF THE COMPUTER TO THE PROBLEM OF ARCHITECTURAL DESIGN WILL ULTIMATELY BRING ABOUT AN IMPROVEMENT IN THE QUALITY OF ARCHITECTURE."

"NO"

CHARLES COLBERT

NEW ORLEANS, FORMER
DEAN OF ARCHITECTURE
COLUMBIA UNIVERSITY

One of the problems of this so-called pursuit we are in is that it is so all-encompassing. And I felt earlier when I got this call from Prof. Dick Millman that I was being led down this daisy-lined path of slaughter and I suspect that if we deal in pure logic, I am (I suspect that I am anyway). Because I rather liked this book, *The Architecture Machine*, and then when he put the sub-title, *Toward a More Human Environment*, he had to know what architecture meant, and then when he put his third line in that printed book which I saw in 1968 . . . it said the first machine to appreciate the gesture (shrug, index finger raised to make a point, middle finger raised) but, of course, it has many gestures, it has many components, it has many possibilities. I had nothing really to argue about till he started arguing with me, and he started talking about a contraption, I can't call it a machine anymore, I am not going to call it a computer anymore, so I will call it a contraption that can model human behavior.

Now, I have been through that for the last fifteen years — I remember coming back after World War II and going to see an old Professor at the University of Texas, hot out of service, wanting to do something about architecture, having all kinds of bright ideas, and I said, "Mr. Harris, (Robert Harris — now Dean at University of Oregon) what do you think television is going to do to architecture?" and he looked at me, and he smoked too much, and he blew his smoke riddled breath in my face and he said, "Huh." Well, it has done a hell of a lot about architecture and it has done a hell of a lot to me, and it is made to expose me to something, both good and bad — a kind of mechanized paternalism. If there is anything worse than individual family paternalism, it is mechanized paternalism, where somebody puts his arm around your shoulder and says, "Honey, you better buy Mogen David wine or you ain't up-town."

Well, I don't know. Paternalism, I suppose is bad. It's bad except with my children and there I am trying to tell them something about the mistakes I have made, that I would hope they didn't make. But, I suppose there are no panaceas — my children want to get away from me, come to their own conclusions. And I think that is the chief advantage of the machine — it is bringing us to look at old things in a new way. I don't think it is likely to produce any great new ideas, or great new thoughts, but it is going to make us think about ourselves differently.

I don't think there is any chance of a machine ever really appreciating the gesture. Certainly not serious gestures, for instance. Seriously, I think the gesture is understood by all of you — I don't know what your I.Q.'s are. I'm convinced that within a normal scope of human knowledge, a machine could be created that would have an intelligence of over a hundred. I feel absolutely certain of this. And yet most of our society, our average American society doesn't have an I.Q. of much over a hundred, and 80% of that came from genes, some geneticists and knowledgeable people say, but all of it was obtained before you were 15 year old. I really still do not understand *Sinone* or *Benet* what the Intelligence Quotation is.

I do know this, that I had a boy who weighed 145 pounds and he tried to play high school football, and I said, "Now, look, Jim, you just don't have the bones for football." He didn't believe that — he thought that the spirit could outweigh the material factor. But it can't, because small bones don't play football, in my opinion, unless you can make Quarterback, because you are going to get them broken, particularly if you have loose joints. These are predictable items. Your intelligence is predictable. I think these kinds of predictable things can be reduced to some sort of magic black box. I doubt seriously that that element beyond the 80% which is genetic can be produced in this box. This thing of indirect human experience.

For instance, in architecture, and I am going down Dick's title, "the increasing application of the computer to the problem of architectural design will ultimately bring about an improvement in the quality of architecture." Well architecture, to me, is only one thing, it is not being a product of the profession, it is not being licensed, it is not being able to build a building, is not having a response



Dick Millman discusses fine points of architecture with Charles Colbert (right) in the Auburn Architectural Library.

to create being able to anticipate a public response to that space or artifact. But it is being able to give a judgment of why something is good or bad.

I think all of you have your own systems. Perhaps some of you have heard me talk about mine, which is a trinity. It has three parts: the first is *order*. Order, predictable fact, alignment of lines, the order of economics, the order of structure, the order of social movement, anything that is predictable to my way of thinking, is order, but it is only one third of the whole judgment of architecture.

The second part is *idea*, that which leads beyond the existing order of what is known and leads into something that might be (it's a vista of the future). Putting together things in a strange way. I like the way Mr. Negroponte said make big mistakes. I like big mistakes because all the architects that I have ever admired have made horrible mistakes. Wright, Le Corbusier, Mies Van der Rohe. When they did something bad, it was really bad. It was, as you know. But they had ideas and this risk-taking is essential in architecture, and it is most essential in this thing of ideas where error must be assumed to occur part of the time — is what makes debating with a client so difficult. Because you can never prove that that which most interests you may not work the way you say it is going to. But the second part of my trinity of judgment of things in architecture would be *idea*.

The third one is purely *human*, and that is response — emotional response. After you have appraised order, after you have thought about idea in the object before you, then there is something that is God-given, it is why music pleases one

(Continued on page 13)

CHAPTER NEWS AND EVENTS

AS REPORTED TO THE ANNUAL CONVENTION

AUBURN

The Auburn Chapter started the year on a question. Because of our size and composition several of the members wondered whether we had a real reason for existence as a separate chapter. As the year closes, I feel that it was a successful one in terms of the level of activity and the programs with which we were involved. We have plans to do more next year.

There were several highlights during the year. The Chapter's joint meeting with Montgomery in February, in which the students of Architecture from Auburn and Tuskegee toured Montgomery offices in the afternoon and then collected at the Sahara Club for dinner in the evening, was great. The Chapter held a meeting in Tuskegee in the Spring and heard from Lou Sloat to the Southern Forest Products Association. In May, the Chapter hosted the annual Honors Day Banquet and Howard McElhaney discussed the mixture of politics and architecture.

The Chapter representative to the Human Resources Council, Major Holland, attended the organizational meeting of that group in Omaha, Nebraska in February with a financial assist from the Chapter. In September, the Chapter President attended the Gulf States Regional Board Meeting on Dauphin Island.

Preparations for the Alabama Council Convention held in Auburn in November consumed most of the Chapter energy during the Fall. The program, Negroponte versus Colbert in debate, was excellent. Most of the participants reported having a very good time.

RICHARD G. MILLMAN, President
Auburn Chapter, A.I.A.

BIRMINGHAM MEMBERSHIP — 1971

Fellows	3
Corporate	91 (Increase of 6)
Emeritus	6
Professional Assoc.	14 (Increase of 2)
Associate	17
Honorary	2
Total	133

EDUCATION — NELSON SMITH

Our effort was to inaugurate an "Architecture Appreciation" course in our secondary schools. At the first meeting with the educators, they felt that the perfect spot for such a course was in the Home Economic Departments. Everything went down-hill after that. Nelson has been in touch with the Houston Chapter who evidently have a successful program and we are still not giving up but

with the educators as uneducated in Architecture as they are, it's going to be a long, hard pull. We are also in the process of investigating the possibilities of a technical drafting course at the Vocational and Junior College level.

PROFESSIONAL PRACTICE — AGC LIAISON — PAUL SPEAKE

In January, the chapter worked out a bidding schedule to handle some 22 separate projects valued in excess of \$50 million that had been held up due to the six month construction workers strike.

Approved in principle the AGC four-hour law.

Adopted a statement regarding late issuance of Addenda which was summed up in Paul Speake's inevitable manner by saying: "Ask us no late questions and we will issue no late Addenda."

Working on General Conditions problems with AGC Committee.

URBAN DESIGN — DON HORTON

Planning a seminar type program in conjunction with Southern Living — Progressive Farmer to "Point the way toward the best obtainable physical environment for the Birmingham Area." This Seminar is aimed at the "decision makers" who we have identified as mortgage bankers, real estate people, zoning boards, civic officials, developers, etc. We are aiming at a late Spring, 1972 date.

PUBLIC RELATIONS — JOE KEATON

1. Purchased two "public service" TV films.

2. Showing the four films purchased from the Institute to various civic groups but on an individual member type basis.

GOVERNMENT RELATIONS — AUBREY GARRISON

Led the fight to obtain billboard legislation controlling the freeways which fell short of all we had hoped for but was a lot better than what we had.

CHAPTER OFFICE — DON MORRISON

1. Solved the problem of Office Secretary with the employment of Mrs. Lacey Daniels who has been a tremendous asset.

2. Now an authorized dealer of AIA documents.

3. Actively pursuing a new location necessitated by proposed demolition of present building.

GENERAL

1. Gearing up for 1972 Festival of Arts with our annual Scholarship Ball, a multi-media presentation of "Birmingham Builds: Then, Now and When," and our

Architectural Lecture series with Vincent Sculley as this year's lecturer.

2. Collaborating with the editor of Birmingham magazine on an article for the centennial issue dealing with the physical environment of Birmingham in the next 100 years.

3. The 1971 Ball was most successful ever. Jim Waters was general chairman and showed a balance of almost \$800 after presenting check to Auburn for \$500. Are considering other scholarship opportunities as Ball increases in importance and popularity.

RELATED ORGANIZATIONS

1. **Architectural Secretaries League.** Birmingham Chapter chartered in December, 1970 with nine charter members — presently have 14 members.

2. **Women's Architectural League.** Becoming more and more active. Planned, decorated and furnished hors d'oeuvres for cocktail/reception for 1971 registrants at Reception Office. Planning annual AIA Banquet meeting in January. Will participate in planning and execution of Scholarship Ball in 1972.

Submitted by:

BILL BLAKE, President
Birmingham Chapter, AIA

MOBILE

The Mobile Chapter is going to wind up the year with a Christmas party at the Ed Baumhauer's house. The Auxiliary always works hard at making this annual affair a gourmet's treat and preliminary plans sound like this year will be no exception.

At the October meeting, Bill Letson, Architectural Review Board member, brought us up to date on the disappointments this group has been handed by the City Commissioners. Specifically, this committee, which has the responsibility of controlling design in the Historic Districts, has been overruled by the City with such frequency that we are starting to question whether the A.I.A. should continue to provide this service. As much as we advocate preservation, constant frustrations and questions as to our effectiveness has killed much of our zeal.

Nick Holmes, who is the upcoming Chairman of the National A.I.A. Historic Resource Committee, gave a very comprehensive and interesting report on the accomplishments and goals of this group.
VIRGINIA MARCH
President

MONTGOMERY

Regular monthly meeting held in August, September and October. The November meeting was waived in favor of the State AIA Conference in Auburn which took its place.

August meeting was a joint meeting

(Continued on page 10)

NEW MEMBERS AND CHANGE OF STATUS

THOMAS B. ALLEN, JR., 2129 Montgomery Hwy., Birmingham 35209. Member of Birmingham Chapter as a Professional Associate with Evan M. Terry. Approved as a Professional Associate in October, 1971. Education: Bachelor of Architecture from Auburn University.

RONALD L. LANE, 15 South 20th St., Birmingham 35233. Member of Birmingham Chapter. With Department of Housing & Urban Development as Chief of the Architecture & Engineering Section. Approved to Corporate membership in October, 1971. Education: Bachelor of Science, Georgia Tech; Bachelor of Architecture, Georgia Tech. Wife: Lois L. Lane. Children: Paula and Ronald.

EDWARD L. FADDIS, AIA, HARVEY M. GANDLER, AIA, WILLIAM F. LETSON, AIA, JOHN A. McARTHUR, JR., AIA, and THOMAS G. SHEPHERD, AIA announce the continuation of their architectural practice under the firm name of TAG/The Architects Group, Inc., 1860 Government Street, Mobile, Alabama 36606, P.O. Box 6405, phone 205/479-0664.

LUTHER HILL, AIA, member of the Montgomery Chapter has moved into new offices. His new address is Suite 1010, Union Bank Towers, Montgomery, Alabama.

WILLIAM WALKER RENNEKER, 2201 Arlington Avenue, Birmingham, member of the Birmingham Chapter and with Fred Renneker, Jr. & Associates, Inc., from Associate to Corporate.

James Dietz, Arthur Prince and Marshall Fischrupp of DIETZ, PRINCE & FISCHRUPP ARCHITECTS, moved into new offices on November 29. Their new address is 600 Bel Air Boulevard, Suite 290, Mobile, Alabama. 205/471-3437.

THURSTON WYATT SUMNER, AIA 1675 Montclair Rd., Birmingham, 35210, Member of Birmingham Chapter and self-employed. Assigned as Corporate member in September, 1971. Education: Bachelor of Architecture from Ala. Polytechnic Inst. Wife: Reese W. Sumner. Children: Leslie Gannon, Lynn Jared, Lori Sumner.

JERRY F. McWILLIAMS, 2129 Montgomery Hwy., Birmingham. Member of Birmingham Chapter as Professional Associate. With Evan M. Terry as a designer. Approved as a Professional Associate in October, 1971. Education: Bachelor of Architecture from Auburn University. Wife: Chere. Children: Mia and Sean.

NECROLOGY

Thomas A. Jones, Jr., AIA Dies In Huntsville

Thomas A. Jones, Jr., AIA, 43, who served four years in the state House of Representatives, died unexpectedly Friday in a local hospital.

Graveside services were, Sunday, December 5, 1971 at 3 p.m. in Maple Hill Cemetery with the Rev. Hoyt Winslett officiating. Laughlin Funeral Home was in charge.

A resident of 1711 Sunn Valley Road, Mr. Jones is survived by his wife, Mrs. Gail Brooks Jones; a daughter, Janice Irene Jones; two sons, Thomas A. Jones II and Monroe Tuttle Jones, all of Huntsville; his mother, Mrs. Thomas Jones of Montgomery, and a sister, Mrs. Feffie Cotton of Maryville, Tenn.

In lieu of flowers the family has requested donations be made to the American Cancer Society.

He was a past president of the North Alabama Chapter of Architects and a member of the State Registration Board for Architects.

Mr. Jones served two terms as president of the Downtown Development Association (Central City Association), was a past trustee of the Arts Council and had been a director on the Huntsville Industrial Expansion Committee.

He had also served as a member of the Huntsville Beautification Board, chairman of the Madison County Cancer Crusade, a member of the Chamber of Commerce, Kiwanis International and Community Mental Health Center Committee. He was a merit badge counselor for the Boy Scouts.

Mr. Jones, a native of Montgomery, was educated at Stark Military Academy

there and at Auburn University School of Architecture, graduating in 1951 with a degree in architecture.

After working with several Birmingham architects he moved on to Gadsden, coming to Huntsville in 1957.

He did the architectural work for the Madison County Courthouse, Grissom and Chapman high schools, Hill Chevrolet Co., Space Science Museum and other structures.

Eugene H. Knight, FAIA, Passes In Birmingham

Eugene H. Knight, Birmingham architect and retired partner in the firm of Warren, Knight & Davis Architects of Birmingham, died Saturday, November 6, 1971, following an extended illness.

Mr. Knight had a major role in the development of the City of Birmingham. His major accomplishments in architectural design included the Alabama Power Co. building, Watts Building, Birmingham Country Club, Birmingham Art Museum and Veterans Administration Hospital at University of Alabama in Birmingham Medical Center.

Born in Jacksonville, Fla. Nov. 30, 1884, Mr. Knight was the son of Dr. Albion Williamson Knight and Anna Bishop Knight. He received his architectural training in the Atelier Hornbostel in New York City and at the York and Sawyer Architectural Firm, also in New York City.

In 1914, William T. Warren and Mr. Knight started the architectural firm of Warren & Knight. In 1916, John Eayres Davis Sr. joined the firm, which was called Warren, Knight & Davis. Today the firm is the oldest architectural firm in the Southeast practicing under its original name.

Mr. Knight was a member of the American Institute of Architects association and was elected a fellow in the Institute, one of the organization's highest national awards. He also was a past president and secretary of Alabama Chapter of the American Institute of Architects. He taught design in the Beaux-Arts Institute. He was a member of the Birmingham Art Association, Y.M.C.A., 365 Crippled Children's Club, and was a Mason. For many years, he was a member of Mountain Brook Country Club and The Club. He was a member of Second Presbyterian Church in Birmingham, where he served as Elder for many years.

Surviving are his wife, Mrs. Betty (Jagoe) Knight; a daughter, Mrs. Louise A. Matthews of Mobile; and a son, Albion W. Knight, a partner in the architectural firm of Warren, Knight & Davis.

Graveside services were at 11 a.m. Monday in Elmwood Cemetery, Johns-Ridouts Southside Chapel directing.

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Reports to Meeting . . .

(Continued from page 5)

TUSKEGEE SCHOOL OF ARCHITECTURE REPORT

Dean John Welch

Two new faculty members added this year. One structural and one urban design; currently have six full time and four part-time faculty members.

Enrollment for 1971: 85 (31 transfer students) this year. School enrollment is expected to grow. Team teaching methods are employed at Tuskegee. Alabama Council has initiated a program of visitation by practitioners of over 40 architects during this past year.

Study of Housing Program in Montgomery: Team of six visiting critics from throughout U.S. participated; each architect headed a team of four to six persons.

Five students received Architectural Degrees this year.

Ford Foundation Grant of \$350,000 for a five-year period to operate and update Architectural School. Now in third year.

Accreditation Board will review School of Architecture in 1972.

Alabama Council has been actively engaged in helping Tuskegee and their School of Architecture.

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Montgomery Chapter

(Continued from page 8)

held at Midtown Holiday Inn with The Producer's Council. Fair attendance. Lambert Mims, Ex-Mayor and City Councilman of Mobile, was guest speaker.

September Meeting was a Business Session. A Committee was appointed to investigate ramifications of proposed "Licensing Law" bill for Landscape Architects. A bill was to be presented to State Legislature. No report as yet. However, the bill did pass.

October meeting was a Business Session. (Program on Continuing Education fell through.)

Report on "By-Laws" up-dating was made. New up-dated By-Laws to be ready for 1972.

Nominating Committee appointed to present slate of officers for 1972 at the December meeting when elections would take place.

GENERAL:

Overall attendance at meetings has been poor.

Efforts to form a "Section" in Dothan, Alabama, failed due to lack of interest on the part of Dothan AIA members.

"Pride-in-Workmanship" award for building trades did not take place. It is hoped that the next administration (1972) will continue to pursue this project.

Strong need for a "Chapter Project" which would involve more members' participation is quite evident.

Codes Committee, together with many other members of the Chapter, were quite active in arriving at an acceptable bill for presentation to State Legislature regarding a "State Wide Building Code," particularly in regard to compromise bill worked out with the State Building Commissions' Technical Staff which resulted in very minor changes to the proposed AIA Bill.

DICK BRUNSCHWYLER,
President

EXECUTIVE SECRETARY'S REPORT

The following is a condensed summary of activities performed by the Council Executive Secretary and State Office:

PUBLIC RELATIONS

The principal public relations activity has been the magazine, ALABAMA ARCHITECT. This year the Council Office assumed full responsibility for editing, publishing, advertising revenue and other related functions. Each issue has been financially profitable, as well as creating a favorable response.

(Continued on page 11)

PHOTO HIGHLIGHTS OF THE CONVENTION



Charles Moss, Council treasurer, presents checks to Professor Millman, Auburn, and Dean Welch, Tuskegee, for books for their Architectural Libraries. The books are in memory of deceased architects John J. Carey, FAIA, Mobile; John Wetzel, Emeritus, and Eugene H. Knight, FAIA Emeritus, Birmingham.



Architects view an exhibit of prints by John Taylor Arms, architect and artist. The exhibit was loaned by his grandson Lew Roberts, and was displayed in the Architectural Library at Auburn.

CONVENTION SPONSORS

The following firms were most helpful in serving as sponsors for various functions during the Annual Architects Convention and we wish to express our appreciation to them:

ALABAMA GAS CORP., Birmingham and Opelika, Bill Donovan.

AESCO — Alabama Engineering and Supply Co., Montgomery, Cecil Spear.

BICKERSTAFF BRICK COMPANY, Phenix City and Columbus, Bill Williams

ACIA — Alabama Concrete Industries Association, Montgomery, Bill Forman, President, George Freeman, committee chairman, Ed Armagost, Executive Secretary.

SOUTHERN PRE-STRESSED CONCRETE CO., Montgomery and Pensacola.

SOUTHERN SASH & SUPPLY CO., Montgomery, Warner Mathis, Jimmy Holmes.

STABLER PAINT CO., Birmingham, Vastine Stabler, LaMotte Lancy.

OUR THANKS TO THESE AND OTHERS WHOSE HELP AND ASSISTANCE IS GREATLY APPRECIATED.

Exec. Sec. (Continued from page 10)

We feel that the magazine has gained considerable stature as the voice of the AIA in Alabama. The Institute has recognized it by selecting the July/August issue as the "Document of the Month" and distributing a copy of this issue to all component chapters.

Recognition has come from all over the state, and architects in Alabama can be pleased with its reception.

The pages of the Alabama Architect are open to all AIA architects in the State. We hope that in addition to reading it, you will consider the products and services of our advertisers, and that you will write us, and even submit material for use from time to time.

A secondary public relations effort has been the mailing of news releases to all media in the state concerning material contained in the various issues of the magazine. The "13 Ways to Curb Pollution" were widely quoted and received considerable attention.

In addition, we have worked with various public relations chapter chairmen to assist as possible with local publicity. Hopefully we will be able to intensify these efforts and achieve better public relations as all of us become more proficient.

(Continued on page 14)

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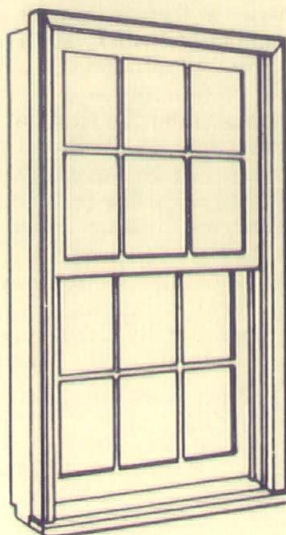
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very shortly you are suddenly talking about a machine that is very intelligent. Now it becomes a question of whether it wants to talk to us. There are indeed those little paradoxes.

One line that I would like to dwell on which is perhaps a new one. You keep referring to this book **just written** (it was written in 1968). In the book *The Architecture Machine*, we adopted the line that computers can be more intelligent than people, and hence can be more intelligent than architects. Architects are not very smart. Just look around yourself. We are going to make computers the architect. But recently we have sort of adopted the position that, no, maybe that is not the correct cocktail party line of argument.

But maybe what was really happening to architecture in many instances is that architects were doing the wrong thing. I really latched on to one word at today's presentation and that word was **suckers**. You talked about suckers looking at a boobtube, and it really dawned on me that suckers are the people who live in housing in urban environment. Those are the suckers. Suckers looking at the boobtube can shut it off, but you can't shut off the housing you live in. The reason they are suckers is because they have been told that architects know better how they should live. And this I find appalling. There are only two classes of people in this world; the very rich in the highly industrial society, and the aborigine in the totally developing country. They have the means to, in fact, design their own physical environment.

Wouldn't it be interesting (let's start in that line of argument) if each man could somehow, in fact, design his own environment and we would completely abandon this totally paternalistic system and the word non-paternalism would have to be underlined if this were written — the architect knowing better. I believe it is possible.

If I have to make a synopsis of the things we are working on now it would be a sort of nonpaternalistic utopia; the idea of people being able to deal with the non-physical environment but of all aspects of life in a very nonpaternalistic fashion. You know the only thing that sort of helps my line of argument is that your presentation today was very paternalistic. And I think paternalism is bad. The idea that father knows best. Father doesn't know best and most kids lose credibility in their parents at the age of about 4. It is a very difficult thing.

Even though it has nothing specifically to do with this line of argu-

ment, children is what I think it is all going to be about. I can tell you the story about the little girl who is in the third grade involved with a computer science course that I helped to teach and helped conduct. The course was called "Teaching Children Thinking." It is interesting that we were never taught in school how to think. We were taught subjects. You know you learn in subjects. The idea of learning how to think and the study of intelligence — you can't go to a school of intelligence and learn about a subject of that nature.

Teaching children thinking involves giving computers to young children and letting them program them. I don't know if you have seen in magazines that RCA and all those big companies have TV-like little consoles and they sit the children in front of one and they throw a rabbit up on the screen and they say this is, and then a colon: a donkey, a rabbit, a horse, an elephant, and the child points with a light pen to the elephant, and a light says "no, no, no," it is a rabbit or whatever and he goes back five pages. That is really not particularly constructive and one thing that has been recently developed is a computer language for children.

The children write their own computer programs for themselves. One thing is not only do they have computer terminals but they have toys. One toy is a turtle which they can program in a very simple language that they use to make it move forward, move backward, turn right, turn left. They can write programs and at the bottom is a sort of felt tipped pen, a magic marker that is connected with a solenoid and that can drop to the floor and much to the chagrin of the janitor, can draw pictures on the floor. It can make circles and all sorts of things and the children really get an understanding of geometry, which is sort of interesting, without having any knowledge of angles, etc. But that is not the point.

The point is that the child has available to him for the first time a vehicle to model human behavior. Again that is very important. We've never had the ability in the history of the world to model human behavior before the present computer. And the child, which after all should only do a model of themselves, has suddenly got this thing and he writes a computer program.

A little girl showed me a program called "Tingle." She didn't use the turtle, she used a typewriter and typed in the word, "tingle." And of course, the machine came back and said, "tingle needs a definition." So she typed "To Tingle" and this was a fine little procedure for the machine. "Print," and then there is a little bell on the terminal which says, "print bell," and then the next command (I am afraid I am going to get a

little technical) in her program is, "tingle."

Now 19th century logic tells you that you cannot use the word in the definition of itself. But 20th century logic, if you have been keeping up on your reading, says you can. Recursive logic is a very sophisticated thing that you do PhD theses on, and here this little girl had written the most recursive program in the world. She got started when she typed, "tingle," in the machine and it went, "ding, ding, ding, ding, ding," and it went on ringing the bell. Well, that was not so important as her next program that reversed letters. Again, it was a program that was recursive and I don't want to go into all of that, but it is when you use the procedure itself in the definition of a procedure or process or something.

This procedure was to take an arbitrary string of letters and reverse them and she found a method that took the last letter of a word and put it in front and then treated the rest of the word as in the original word. And she would do this in a way in which she found when she had finished she said, "when the last letter and the first letter are the same, I am finished." Which means when you have one letter left, obviously the first letter and the last letter are the same letter.

That's sort of a nice concept that this girl had grabbed onto. She wrote a computer program. She gave it 10 words and it worked on 8. This was a B in her school system. Instead of her getting her usual C's and D's, a B. It was better than she had ever done before. She turned in her computer program and got a B.

And for that child to be persuaded to go back and look at her two mistakes, and look and see what the machine did when it went wrong, what behavior did it exhibit and what was peculiar, where did it stop, where did it come to a grinding halt, etc.

In computer language this is called a bug. If your program does not work it has a bug in it. For her to go back and look at the bug is very interesting because she realized the difference between bugs and errors and that bugs are really good things and what was really most interesting in her computer course were the bugs. The bugs were where you really learned.

And you can't tell me that when she goes into her other classes and when she starts making errors this isn't going to effect her. So it really fits the name "Teaching Children Thinking."

I guess my line of argument will be in the area of nonpaternalism, the paradox of machine intelligence, and to prepare yourself for a whole culture of people who will be very much at ease, i.e., little children, with the knowledge and ability to handle computations.

ear and not another ear, but it is this unknown.

I believe the computer can be used, ultimately well, for reproducing existing order. I have yet to be convinced, and I am a novice, Mr. Negroponte, about this, as to how successful it has been in producing ideas. In other words, if one computer, or a hundred computers can add something to the human line directly not inferable though the human line to build a better computer, then I will say that a computer has an idea. Now, ideas from my point of view, as I understand them in my late 19th century way, are of human origin. Human response is of human origin. So I say that ultimately the computer may bring about an improvement in the quality of architecture, but only if it improves architects. The thing that interests me most of anything Mr. Negroponte has presented to me is this idea of being theory, of thinking fun, of logic being pleasant, of there being intellectual reward, beyond the immediate which you can enjoy like a martini or "Gunsmoke." Now, his likes and dislikes are pretty much mine. Optimization I'm opposed to, except for people. That is where we differ, you see. I think it is the ultimate goal in life of people, the optimization of you.

A fellow named Mazlow of Brandeis (a Psychologist) said there are five levels of human motivation. All of you have learned it by now, I guess. But the first is biological existence, the second is avoidance of pain, the third is acceptance by the group, the fourth is acknowledged excellence within the group, now what can five be? That is called self-actualization. There are two things that God gives all of you, your intelligence and time. But what you do with those two things is up to you and that is called self-actualization.

And I would say that each of you wants to do with your life, and maybe this is the old protestant ethic or something else, but it's what you do with you to optimize you that should be important to you, to those you love and to architecture as a human pursuit. So to a degree, Mr. Negroponte, I agree with you, I'm opposed to the very philosophy of optimization with things.

Glass block reminds me of that. They used to say that no material could be bad — there couldn't be a bad material. But glass block kind of negates this. Until a man from France came across the ocean and put it in the Harvard yard and ever since then it has been respectable. I always thought you put it in a bar and had red, white and blue flashing lights behind it. But that's open for optimization for insofar as computation for credi-

bility I couldn't agree more, particularly the way computation can be used en masse, in quantity, by the team, by the group, by the corporate non-entity.

Batch processing I'm opposed to, unless the quality control is better than I have ever seen it, but I don't know how you can blatantly be against batch processing. Somehow in the schools it seems that we batch process better some years than others. Did you ever notice how you have a strong year of batch processes, and then you have three or four weak years of batch processes. Now there are some comingling or interaction there that is important. Maybe we just need to find that, and it wouldn't be against batch processing.

Now I do believe in an I.Q. machine. I do believe in big mistakes, but I don't believe that the essentials of architecture will be improved by any tool, any man-made mechanism, that isn't directly involved with the design process. I realize that's old fashioned, I realize it's something that I have worked on so long that I am really incapable of participating in a debate of this kind without so much bias that I can't say what I might want to say if I could say it.

I do believe the machine is misused, I do believe that it is likely to create flacid muscles unless it is regimented most carefully. I don't see that it is likely to increase scholarship in this nation substantially as much as the typewriter. It may. But I wonder if you look back 70 or 80 years; I wonder if our fathers or grandfathers had seminars or so called debates like this, about a typewriter and its effects, because my God there is a massive storage of information in a typewriter, isn't there? Shakespeare, Goethe, whoever you like, they are all sitting in that little machine. All you have to do is push the right keys.

I came here burning up with resentment for the indirection of the large corporate group that seemed to me to be preempting architecture from its rightful processors. Perhaps it's paternalistic or autocratic for any of us to say that we know better than somebody else. But I don't believe that design or the reconciliation of many factors, the compromises the design can be done through a team and yet they seem to be inheriting a world through sales.

That was what I was trying to say this afternoon. From my point of view I am not in the position to debate whether the machine will change architecture — the typewriter did, the spray brush did, the sand blasting gun did. I'm sure everything does, it will depend on the human values.

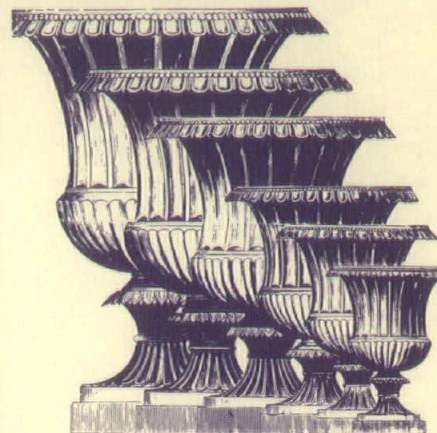
But if that computer does change architecture, it will change the buying

(Continued on page 14)

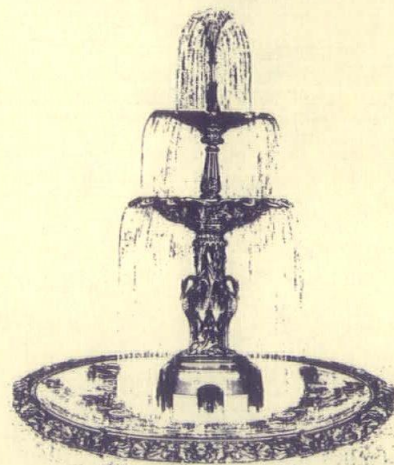
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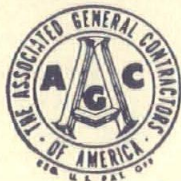
"NO" (Continued from page 13)

public rather than the producing architect, because that is our shortcoming today — all of you know that you could have produced a better building than you probably ever built by looking at a middle aged man like me. You could have produced it better, you could have designed a better building in the third or fourth year of school than you have ever been able to build.

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blocks or trying to find ways to interpret drawings that the computer be used in a more direct and obvious way to educate masses of the public as to what good design can do in their daily lives — if it can do anything. And if it can't, we are all 19th century animals about to become extinct.

That's about all I can say Mr. Negroponte, I don't have any arguments with you, you seem to be a very humanistically inclined young man who I would hope would guide some of your efforts in the future, however, to the buying public, if you are, in fact, convinced that architecture has value. And rather than altering the architect per se, you would alter the framework within which he may work because that seems to me to be the crying need today.

It is that the public, the large mass of people, simply don't think that you people in this room have much value to them. Your handiwork does not sell better, they do not feel exhilarated, they do not have a spiritual sense when they walk through it, and we are being captured more and more by the financial institutions and the entrepreneurs and those people who do interpret what the public wants and gives it to them.

Now this idea of a bull-horn (the snooper antenna) finding out what that sub-divider wants to live in, and that computer to which he can give it always with one and only one objective and that is that quantity visible item of money. And then bull-horning it back to them through television or newspapers or whatever vehicle it may be.

This is what our problem is in architecture, and this is what we ought to pursue. And it is young men like this who ought to be trying to guide us in ways of doing it instead of the hucksterism of maximizing profits. And I sir, am against maximizing profits at the expense of human values. Thank you.

Exec. Sec. (Continued from page 11)

INSURANCE PROGRAM:

Working with the various chapters and interested architects, able to pull together an excellent program of health insurance coverages. The President's freeze forced a delay, but we are still hopeful of offering such a program, dependent on the necessary participation. This program could greatly strengthen the AIA in Alabama, and could be worth many times more in savings than individual AIA members pay in dues.

DOCUMENTS:

We maintain a supply of several necessary documents such as the Fee Schedules, Standards of Service, etc., which are available to architects on request.

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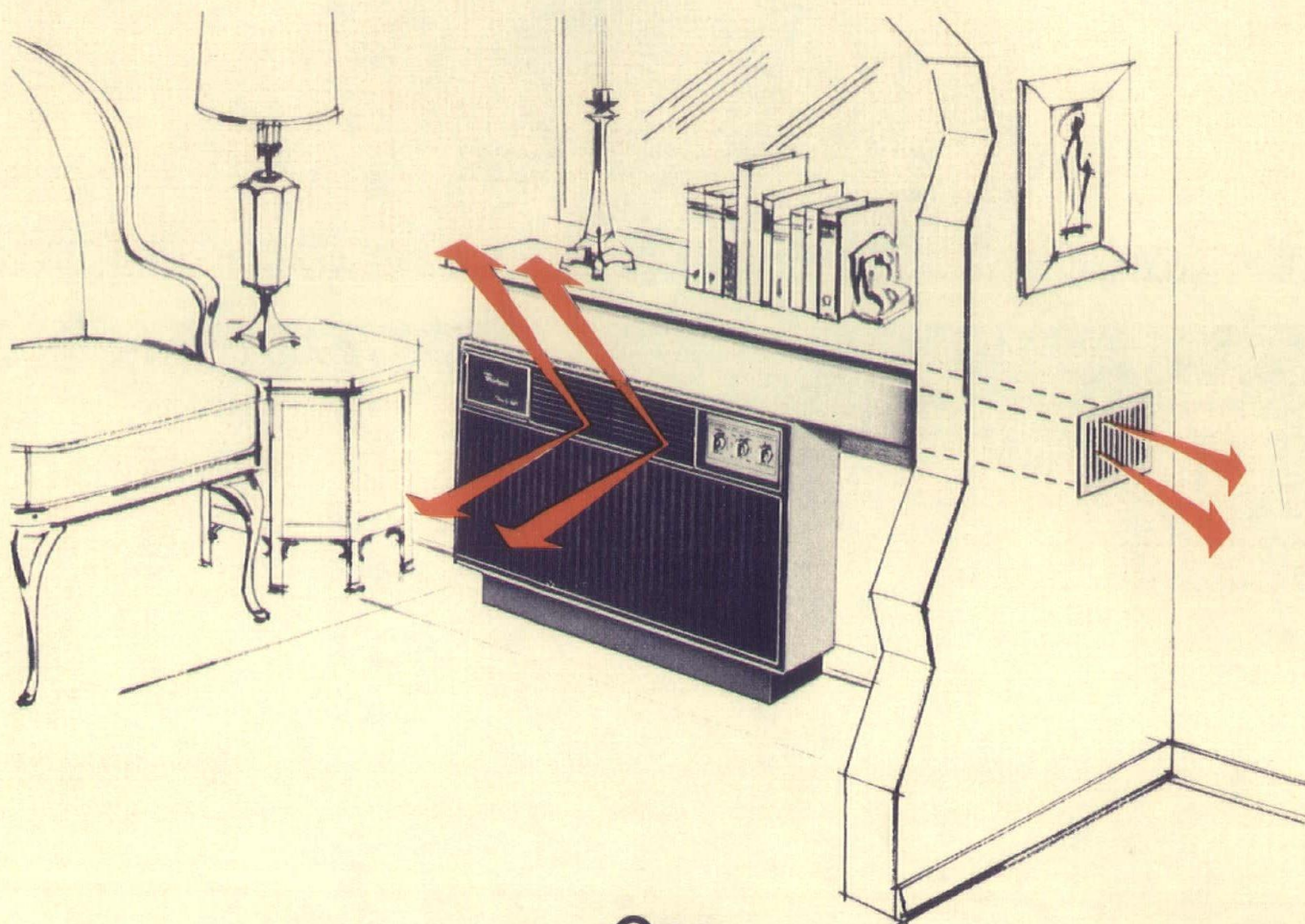
Alexander City	-	BROWN CONCRETE & ENGINEERING
Andalusia	-	ANDALUSIA CONCRETE PRODUCTS CO.
	-	ANDALUSIA READY MIX, INC.
Anniston	-	JOHN B. LaGARDE, INC.
	-	RUSH CONCRETE AND SUPPLY
Arab	-	CLARK SUPPLY COMPANY
Auburn	-	SHARPE SAND & GRAVEL
Bessemer	-	BLUE SQUARE CONCRETE PRODUCTS
Birmingham	-	FORMAN READY MIX COMPANY
	-	KIRKPATRICK SAND & CEMENT CO.
	-	SOUTHERN PRESTRESSED CONCRETE
	-	SOUTHERN READY MIX, INC.
	-	SUPEROCK BLOCK COMPANY
Decatur	-	CONCRETE MANUFACTURING CO.
	-	DECATUR READY-MIXED CONCRETE
Dothan	-	CONCRETE, INC.
	-	BREWTON MATERIALS, INC.
Eufaula	-	EUFULA CONCRETE CO.
Evergreen	-	EVERGREEN CONCRETE CO.
Foley	-	REYNOLDS BROS. LUMBER CO.
Gadsden	-	FORMAN READY MIX COMPANY
	-	JACKSON CONCRETE CO.
Greenville	-	GREENVILLE CONCRETE CO.
Heflin	-	* FARMERS SUPPLY CO.
Huntsville	-	SOUTHERN PRESTRESSED CONCRETE
Jasper	-	NORTH ALABAMA LUMBER CO.
Mobile	-	RADCLIFF MATERIALS, INC.
	-	UNDERWOOD BUILDERS SUPPLY
Montevallo	-	HILL CONCRETE & SUPPLY
Montgomery	-	BUILDERS SUPPLY COMPANY
	-	FORMAN READY MIX COMPANY
	-	HODGSON CONCRETE CO.
	-	MONTGOMERY READY MIX
	-	SOUTHERN PRESTRESSED CONCRETE
Opelika	-	CASTONE CORPORATION
Pensacola, Fla.	-	SOUTHERN PRESTRESSED CONCRETE
Rainville	-	WORD LUMBER COMPANY
Robertsdale	-	COASTAL CONCRETE COMPANY
Russellville	-	RUSSELLVILLE READY MIX
Scottsboro	-	W. J. WORD LUMBER CO.
	-	WEBB CONCRETE PRODUCTS
Selma	-	DALLAS CONCRETE PIPE CO.
Sheffield	-	SHEFFIELD READY MIX CONCRETE
	-	SUPEROCK BLOCK COMPANY
Sylacauga	-	MARBLE CITY CONCRETE CO.
	-	WHITEHURST CONCRETE CO.
Troy	-	ROY DUNN CONCRETE CO.
	-	WHALEY LUMBER & CONSTRUCTION
Tuscaloosa	-	BAMA CONCRETE COMPANY
	-	WILLCUTT BLOCK & SUPPLY
Tuskegee	-	SHARPE SAND & GRAVEL

Alabama Concrete Industries Association

660 ADAMS AVE. 265-2796

MONTGOMERY, ALA. 36104

Ed Armagost, Executive Secretary



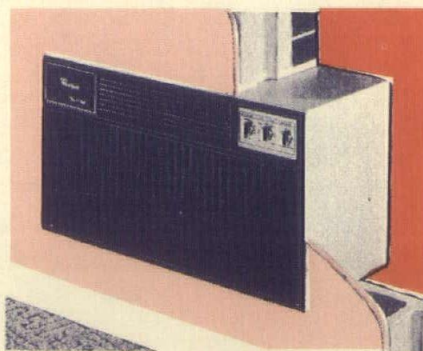
One Therm-O-Wall unit can cool and heat two rooms at once.

That's right. One moderately priced Whirlpool Therm-O-Wall unit does the job for both rooms. Thanks to a special three-piece kit that provides 32 inches of lateral ducting (to right or left).

Easy-to-install ductwork fits flush on top of the unit. And an unobtrusive grille is all you see in the wall next door. (Except for the kit, there's nothing extra to buy.) An adjustable air flow control lets you direct up to 40% of capacity into the adjoining room.

And the Therm-O-Wall unit has a new tilt-up control which permits a variety of air directions from "straight out" to nearly "straight up."

Unlike competitive units, it can fit almost flush* in most walls. Outside. And inside, where good looks are especially important. And the simulated wood-grain front adds visual warmth to any decor.



Whirlpool Therm-O-Wall. Outstanding because it doesn't stick out.

Of course, appearance is one thing. Performance is another. Builders have told us they're glad they chose Therm-O-Wall for its uncommon cooling/heating efficiency. And motel operators have complemented us on the way it helps keep "outside" noises outside.

Our Therm-O-Wall line includes models in 115 volts with 8,250 to 9,500 BTU capacities...and 230/208 volts in capacities from 8,800 to 13,500 BTU's. Four series offer: cooling only; cooling with electric resistance heat; cooling with reverse-cycle heat; cooling with reverse-cycle and electric resistance heat.

If you've been looking for a little something to cool and heat one or two rooms — with looks and a price you can live with—you just found it.

Therm-O-Wall primary cooling/heating through-the-wall units. At your Whirlpool Distributor's.



Whirlpool
CORPORATION

BIRMINGHAM SALES DIVISION
3008 Seventh Avenue South
Birmingham, Alabama 35233

Phone (205) 322-6515

*Some models only 14 3/4", overall depth. None more than 16 7/8".

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