



Qbra  
Per 213



- 5 News
- 13 People
- 51 Projects
- 57 Products
- 99 Editorial
- 154 Ideas
- 157 Abroad
- 163 Books
- 171 Excerpts
- 235 Forum

Cover: Tubular construction in nature:  
a bamboo grove, photographed by  
Fred Lyons-Rapho Guillumette  
(story, page 146).

236 Editorial, subscription, and  
advertising data.

232 Advertising index.

Published monthly by TIME INC.,  
Time & Life Building, Rockefeller  
Center, New York 20, N.Y.  
Entered as second-class matter at  
New York, N.Y. and at  
additional mailing offices.  
Subscription price \$6.50 a year.  
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## ART OF ARCHITECTURE

### Pepsi's palace 102

*In its glass and aluminum headquarters in New York, designed by SOM, Pepsi-Cola has stayed true to its advertising theme: Be sociable.*

### Umbrella house 112

*Nine steel-framed umbrellas shelter Architect Ulrich Franzen's crystal pavilion.*

### Three ace schools for the Trump Plan 118

*To help meet Educator Lloyd Trump's program of better students with fewer teachers, three top architects have designed schools with new plan types.*

### FLLW's Dallas theater 130

*Its deep-shadowed, many faceted walls contain a revolution in stagecraft and define a new relationship between architectural form and performing arts.*

### Noteworthy buildings 136

*A grille-wrapped Houston headquarters; a fin-striped New England factory.*

## CITIES

### Water fronts 140

*Most U.S. cities have a chance to capture the lambent charm that civilizes the European cities shown in these water-front views—a gallery.*

## BUSINESS OF BUILDING

### Bob Dowling's woodland adventure 109

*On a wilderness tract larger than Manhattan a big-city realtor is building a \$200-million community for science-based industry and its personnel.*

### To rent or to own? 138

*The decision is not easy, but most companies with low profit margins find it pays off to be their own landlords—particularly in office buildings.*

## TECHNOLOGY

### The tube goes to work in structure 146

*Pioneered by the bridge builders of a century ago, and recently refined in its technology, tubular construction is framing a growing number of buildings.*