



# the news

PHILADELPHIA SECTION

AMERICAN SOCIETY OF CIVIL ENGINEERS

Vol. 50 - No. 6

Our 65th Year

March, 1978

## MARCH MEETING

Philadelphia Section, American Society of Civil Engineers

**TUESDAY, MARCH 14, 1978**

Engineers' Club, 1317 Spruce Street, Philadelphia

Cocktails — 5:30 P.M.      Dinner — 6:30 P.M.      Meeting — 7:30 P.M.

### SUBJECT:

**WIND-INDUCED VIBRATION PROBLEMS OF SUSPENSION BRIDGES  
AND OTHER STRUCTURES**

### SPEAKER:

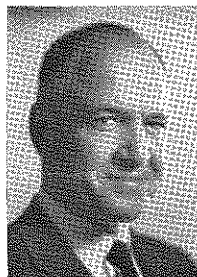
**DR. ROBERT H. SCANLAN**, Prof. of Civil Engineering, Princeton University

### PROGRAM HOST:

**DR. GEORGE N. BATHISH**, Chairman, Structural Group

### SPECIAL FEATURES:

- Presentation of Life Membership Certificates
- Awards to Section Past Presidents



The problems of wind induced vibrations in suspension bridges and other structures have been recognized for several decades. Professor Scanlan, a specialist in this area, has devoted a great deal of his time to the solution of some of these problems. Professor Scanlan will address himself to such topics as "some bridges and buildings with wind-induced vibration problems", "wind as a vibration exciter", "flutter", "wind tunnel studies of the dynamic responses of bridges and buildings", vibration-suppression devices".

Professor Scanlan holds degrees from the University of Chicago, M. I. T. and Sorbonne. He has been at Princeton University in the Department of Civil Engineering, since 1966.

He taught previously at Rensselaer Polytechnic Institute and Case-Western Reserve University. He has also worked for periods in both industry and government and has been consultant to private industry and government agencies in the United States and a number of foreign countries.

He is author of about 100 technical publications in these areas. His most recent publication effort is as co-author (with Emil Simiu of the National Bureau of Standards) of a text on Wind Effects on Structures, to be published by Wiley and Sons.

### COLLEGE HIGHLIGHT:

#### WIDENER NIGHT

The ASCE Student Chapter, faculty and alumni of the Civil Engineering Department of Widener College will be honored at this meeting. All students, faculty and alumni are cordially invited to attend.

## TECHNICAL GROUP ACTIVITIES

### Geotechnical

Date: Tuesday, March 21, 1978

7:00 P.M. — Engineers' Club

Subject: **Chemical Stabilization of Marginal Soils**

Speaker: **Dr. Dalim Majumdar**, Soils Analysis and Foundation Engineering Co.

Program Host: **Dr. Jack Rosenfarb**, Chairman, Geotechnical Group  
Refreshments are served

### Hydraulics and Sanitary

Date: Wednesday, March 15, 1978

Luncheon Meeting — Engineers' Club  
12:00 Noon

Subject: **Biological Treatment of Combined Sewer Overflows**

Speaker: **Thomas Meinholz**, Manager of Environmental Systems, Environmental Sciences Division, Envirex, Inc., Waukesha, Wisconsin

Program Host: **Harold D. Gilman**, Chairman, Hydraulics and Sanitary Group  
The talk will describe an efficient solid/liquid separator process which can be expected to provide an effective treatment of combined sewer overflows. Bench scale studies were conducted at an outfall in a residential area to determine the validity of treatment.

For details and reservations contact Patrick Cairo, Phila. Water Dept., 1270 Municipal Services Bldg., Phila. 19107; (215) 686-3883.

## WE'RE LATE!!!

Please call The Engineers' Club, PE 5-5234 and leave word for Mr. deKovacs, Exec. Mgr., to reserve a dinner plate for you. Of course, you are welcome for the meeting later, if you are unable to have dinner. No reservation necessary.

Mail Reservation Cards Immediately — Win a FREE DINNER!

**STUDENTS — Plan to attend for Dinner (Half Price) or meeting after Dinner**

### Remarks by National Vice-President Cranston Rogers

Editors Note: *THE NEWS* thanks Section Director Judy Y. Longfield for the following writeup.

ASCE National Zone I Vice-President Cranston Rogers spoke to the Philadelphia Section Board of Directors at the February 14, 1978 meeting. Mr. Rogers made a few brief remarks concerning

### CIVIL ENGINEERS — "THE PEOPLE SERVERS"

ASCE, nationally, has adopted the slogan "CIVIL ENGINEERING — A PEOPLE SERVING PROFESSION", and is encouraging all Sections and members to use the slogan wherever possible to help enhance the image of civil engineers.

We are PEOPLE SERVERS, in more ways than one, and should be proud to tell the world. Let's do so!

From time to time in *THE NEWS* we'd like to cite some of our colleagues in the Philadelphia Section who are SERVING PEOPLE in "non-engineering" areas. If you are active in your community, hold an office in another organization, act as Scoutmaster, or if you know a member who does, please let us know. We'd like to tell the world, and particularly our colleagues, that civil engineers do get involved, do SERVE PEOPLE in many ways besides in engineering.

Please write to me or Sid Robin, c/o *THE NEWS*, 64 Nancy Drive, Richboro, Pa. 18954, give us brief details of the name of the member, and how you (or he, or she) are SERVING PEOPLE. We'll get it in the next issue.

Thank you, PEOPLE SERVERS.

Brian J. Lewis, President

### PILE DRIVING SEMINAR

The Philadelphia Section of ASCE, in conjunction with five other organizations, is cosponsoring a seminar on "Pile Driving Installation, Engineering and Inspection" scheduled for Wednesday, April 12, 1978 from 9:00 A.M. to 4:30 P.M. at the Forsgate Country Club in Jamesburg, New Jersey (Exit 8A of the New Jersey Turnpike).

For a program announcement and registration form contact:

The New Jersey Industry Advancement Fund

985 Patton Street

North Brunswick, New Jersey 08902

Telephone: 201-249-5055

his involvement with ASCE, both in the Boston Section and nationally. The remainder of his time was spent addressing questions from Board Members. The following summarizes his remarks:

### Engineering Registration.

In recent years, more State registration boards that deal with the licensing of professional engineers have had non-engineers (citizens) placed on them. The controversy is centered around the ability of citizens to pass on the professional competence of technical people. It has been argued that citizens may be suited to help establish criteria for professional behavior (such as whether engineers should be allowed to publish fee schedules), while the engineers assigned to the boards would be responsible for the technical competence of potential registrants.

### Unions Versus Professional Societies.

Although unionization of engineers has been a topic of discussion for a number of years, the recent ASCE survey showed the membership opposed to such professional unions. Mr. Rogers' opinion is that, unfortunately, the conditions of employment for most engineers are outside those normally considered "professional". Many engineers, particularly those involved in consulting firms, do not interact with clients on a one-to-one basis, as is common in the other professions. Engineers may, therefore, feel less responsible for their own efforts.

ASCE has taken the position that, as a professional society, it can help the membership in many areas in which unions function. Of primary consideration is the improvement of employment conditions. For example, ASCE publicizes the results of its salary surveys to aid employers in evaluating their employees and employment conditions.

### Image.

Engineers have suffered from a low-keyed image of being more interested in numbers than in people. ASCE is working to change that by making the public more aware of the engineer's existence and of engineering contributions to society.

To help achieve the above goals, ASCE has produced some short public-interest films for television that will help identify civil engineering to the public. Another media being exploited is the Annual Rose Bowl Parade; ASCE has participated in the last couple of years by producing a float for the parade. This brings the organization and the civil engineers it represents to the public's attention.

### Minority Programs.

ASCE in recent years has made a commitment to encourage minority participation in civil engineering. (Philadelphia Section's Larry Moy is a Past-Chairman of the National Committee for Minority Programs). Vice-President Rogers indicated that the ongoing summer workshops for minority high school students has proven to be a worthy program, with 48 percent of the participating students going on to study engineering in college.

Please Take *THE NEWS* Home. Your Wife Wants to Read The Women's Auxiliary Items.

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**COPY DEADLINE FOR  
APRIL, MAY, 1978 ISSUE  
MARCH 23, 1978**

## FEBRUARY MEETING

February 14, 1978 **Engineers' Club**

*THE NEWS thanks John Schumann, Chairman, Transportation and Urban Development Group, and William J. Parente, Associate Member Forum News Editor for this article.*

The monthly section meeting was affected by the weather for the second time in a row — this time by four inches of snow. However a good portion of the Section Membership braved the elements to turn a questionable evening into a highly successful one. Program Host **John Schumann**, Chairman of the Transportation and Urban Development Group which sponsored the meeting, contributed greatly to this success by the selection of **Scott Toombs**, Senior Development Director for the Rouse Company as the evenings principal speaker, on the subject — **"Market East: Downtown attracts a Major Developer."**

### Penn Night

Weather did not deter a good representation of the students, faculty, and alumni of the University of Pennsylvania's Department of Civil and Urban Engineering from attending "Penn Night". Several tables were filled with young men and women from Penn including ASCE Student Chapter President **Michael DeFamilio**. Section President **Brian Lewis** introduced distinguished faculty advisor **Dr. Sidney Shore** who enlightened the Membership on research in progress at Penn. He pointed out that diverse research activities in the Department focused on the common goal of seeking solution to national problems, i.e. energy conservation, environmental quality, and urban revitalization. Due to a short allotment of time, **Dr. Iraj Zandi** spoke only briefly on a very interesting concept of a "freight pipeline." He has produced several publications concerning the technological viability and the economic feasibility of this unusual mode of freight movement.

**Dr. Vukan R. Vuchic**, Transportation Engineering Professor at Penn, mentioned briefly his research presently in progress under the auspices of the Urban Mass Transportation Administration (UMTA), particularly in the area of Transportation Systems Management (TSM).

Finally **Dr. John Wilson** discussed his research into natural disasters, particularly damages related to floods — a timely topic indeed! In addition he presents slides depicting solutions to various engineering problems via computer graphics.

### Engineers Club Citation

In other business, Section Vice President **Chuck Pennoni**, as a member of the Board of Trustees of the Engineers Club, presented a plaque to the Philadelphia Section ASCE for 87 years of association (longest of all the technical and professional societies) with the Engineers' Club, presently celebrating its 100th year.

### Rogers Honored Guest

We were pleased to have as a guest the National Zone I Vice President of ASCE, **Cranston R. Rogers**. "Chan", as he is popularly known, gracefully made himself available to officers and members to discuss Section and national interests and goals of ASCE.

### Mr. Toombs Describes The Gallery

Senior Development Director for The Rouse Company, **Scott Toombs** has been responsible for The Gallery Program from conception through construction to continuing operations. The Gallery is a four-level shopping mall at 9th and Market Streets in Center City Philadelphia. Located between the pre-existing 'Strawbridge & Clothier and the new Gimbels department stores, it represents a transplanting of established suburban shopping mall techniques to a downtown location. In his talk, Mr. Toombs summarized his involvement with this \$21,000,000 project since 1972.

Located between the two major department stores noted above, The Gallery also attracts customers from Market Street and from connections to the reconstructed 8th and Market subway station (one level below ground) and a new parking garage (on the 3rd floor above ground). A total of 16 escalators are used to mix all these people together and provide access to all four floors of the mall.

Other design features of The Gallery also are worthy of note. Beneath the lowest shopping level, there is a 4-lane truck street with 12 service bays so that merchandise and supplies can be brought

Continued on Page 4

## WOMEN'S AUXILIARY

After the winter storms forced cancellation of the January and February Luncheon-Meetings, the Section's Women's Auxiliary is hoping that March is kinder. The regular Luncheon-Meeting is scheduled for **Tuesday, March 21, 1978, 12:00 noon**, at the Engineers' Club. A representative of the Rosenblut Travel Agency will present a film and commentary on exotic "Madeira Island." All Auxiliary members and their guests are cordially invited to attend. For reservations, please call Mary Ellen (Mrs. Warren R.) Van De Vort — (215) IV 3-0714.

## NOMINATIONS for OFFICE 1978 - 1979

In accordance with the Constitution and By-Laws of the Philadelphia Section, ASCE, the Nominating Committee appointed by President **Brian J. Lewis** has submitted the following slate of nominees for elective office for 1978-1979:

President — **Celestino R. Pennoni**  
(one year)  
2nd Vice President — **Kenneth J. Zitomer**  
(two years)  
Secretary — **Albert M. Tantala**  
(two years)  
Treasurer — **Theodore Davis**  
(two years)  
Director — **Alan F. Hess** (two years)  
Director — **Bernard M. McNamee**  
(two years)  
Director — **William J. Parente**  
(two years)  
(also represents Associate Member Forum on Board)

Director — Reading Branch representative appointee to be announced.  
Offices in which incumbents have one more year to serve are:

1st Vice President — **Joseph P. Welsh**  
Assistant Secretary —  
**William M. Malarkey**  
Directors — **Judy Longfield**  
**John E. Spitko**  
**Norman G. Weintraub**

Past Presidents to serve on the Board of Directors are:

**Alfred O. Quinn**  
**Robert M. Koerner**  
**Will M. Heiser**  
**Brian J. Lewis**

If no additional nominations have been submitted to the President in accordance with the Section's Constitution and By-Laws and filed with the Secretary by April 1, 1978, the above slate of nominees shall be declared elected at that time, and will be installed at the Annual Spring Social at Bala Golf Club, May 6, 1978.

The Nominating Committee included: **Robert M. Koerner**, Chairman; **Norman G. Weintraub**, **Celestino R. Pennoni**, **Sidney Robin**, **Joseph P. Welsh**.

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## FEBRUARY MEETING

Continued from Page 3

in and trash removed without tying up adjacent streets. Another unusual feature is the construction of The Gallery virtually around 9th Street. Retail activities go on above, below and on both sides of the street; but The Gallery is designed to mask traffic noise. Finally, The Gallery's structure is designed sturdily enough that a 500-room hotel with convention halls can be constructed on top of it at a later date.

In planning for The Gallery, The Rouse Company identified three potential markets it would serve: (1) Residents of South Philadelphia and the near Northeast, who are not close to any suburban mall; (2) The more affluent residents of Center City, including Society Hill; and (3) The 400,000 people who come to work in Center City every weekday. With these groups identified, the importance of public transit access to The Gallery quickly became apparent. Thus, in addition to being convenient to the Lindenwold Line, the Market-Frankford Elevated, and the Broad-Ridge Line, The Gallery is constructed so that an easy tie-in can be made with the Center City Commuter Tunnel when it is built.

Mr. Toombs commented that in designing a retail mall, the flow of people through the project is crucial to its commercial success. Unlike most suburban malls, which usually have two levels and stretch out for long distances, The Gallery's compact downtown site dictated a vertical design emphasis.

Physically, The Gallery contains a gross floor area of approximately 470,000 sq. ft. Of this, about 200,000 sq. ft. contain retail stores, the remainder being public and service areas. All told, The Gallery, Gimbels and Strawbridge & Clothier comprise about 1.2 million sq. ft. Interestingly, this is about the same size as the downtown John Wanamaker store.

Construction of The Gallery was a complex challenge. The construction timetable was critical. About two years out, a decision had to be made on the month in which it was desired to have

## Dr. Koerner Elaborates

Editor's Note: *The following is a response to a Section Member's negative reaction (via a letter to the editor of THE NEWS) to an observation by Dr. Robert M. Koerner that "... most of the 40,000 earth dams in the United States are more than 50 feet high, and they fail with great regularity ..."*

(see THE NEWS, February, 1978, page 4 - "Koerner Receives Award").

Dr. Koerner submits herewith statistical data. His Reference is the Conference Proceedings on "Responsibility and Liability of Public and Private Interests in Dams," Engineering Foundation Conference at Asilomar, Pacific Grove, Calif., Sept. 28 - Oct. 3, 1975, published by ASCE, 1976.

— PL92-367 enacted August 8, 1972 authorized the Corps of Engineers to perform a Phase I assessment of dams

the grand opening. One year out, the exact date had to be selected, and all activities geared to meeting that deadline. At the peak of construction, more than 1,000 people were working on the project; and they were working for four major contracting bodies — The Rouse Company (The Gallery), Gimbels (new department store), the City of Philadelphia (8th and Market Subway station reconstruction), and the parking garage builder.

The Gallery and Gimbels opened on schedule. On opening day, The Gallery accommodated about 111,000 people, more than had been expected. Since then, the level of sales has been running about \$250 per year per sq. ft., which compares favorably with a figure of about \$150 per year per sq. ft. at a really strong suburban mall. At the same time, The Gallery seems to be helping other downtown stores. Both the nearby John Wanamaker and F. W. Woolworth stores have reported increased sales since The Gallery opened.

With The Gallery operating successfully, The Rouse Company now is working hard on plans to rehabilitate and recycle the spaces within Reading Terminal. This building and its train shed are on the National Register of Historic Places.

A lively question and answer period followed Mr. Toombs' outstanding talk. President Lewis presented him the Section's Certificate of Appreciation and a copy of the Section's 1976 Bicentennial Celebration book: *The History of Civil Engineering and Construction in the Delaware Valley*. Earlier, Mr. Lewis gave "Chan" Rogers a copy of the book, with the Section's compliments.

greater than 25' in height or impounding more than 50 acre-feet of water.

— On height	
43,143	25' to 50'
5,107	50' to 100'
737	100' to 200'
304	200' to 500'
31	greater than 500'

— On type	
45,459	earth or earth/rock
3,334	gravity
246	buttress
39	multi-arch

— On ownership	
43,500	non-federal
5,500	federal

— On initial classification	
37,000	have a hazard potential to downstream

20,000	of which would impose loss of life or important property damage.
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- Other Info
- (a) 1200 new dams per year have been built over the past 25 years
  - (b) 150 new dams per year are being built in Missouri alone.
  - (c) Of 5000 large dams (over 45' high) dating back to 1850
    - 39 complete failures, site abandoned
    - 35 partial failures, dam rebuilt
    - about one failure each two years.
  - (d) Resulting from dam failures there are 38 deaths per year (of which 9 are due to insufficient spillway capacity). Note that 1,029,000 deaths per year are from cardiovascular cause; 347,000 from cancer; 114,000 from accidents (of which 56,600 are traffic); and 13 from natural floods.
  - (e) Richard D. Harza, Chairman of US-COLD, states, "Dams may be among the safest structures in the world".
  - (f) Bob Buehler, Consultant from Knoxville, Tenn., states, "Dams should fail occasionally", making the argument that the financial cost of complete safety would be exorbitant.

— Some recent dam failures are  
Buffalo Creek, WV on Feb. 26, 1972  
Rapid City, S. D. in June, 1972  
Grand Teton, Laurel Run, Pa.,



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## COMMUNITY AFFAIRS COMMITTEE

Through the initiatives of President **Brian Lewis**, a Community Affairs Committee has been established within the Philadelphia Section, ASCE, under the Chairmanship of **Tom Cadwallader**.

It is President Lewis' hope that, as part of ASCE's much-touted "people serving" enterprises, the Committee will "... review in depth the many needed civil works projects and programs in the Commonwealth, — see why they are bogged down (particularly in the Philadelphia area); and devise an agenda to be adopted by the entire Section. We are obliged to be responsible citizens in our community, to stand up and proclaim to the world that there are unresolved problems besetting us, and that delay and inaction are perilous and costly . . . ."

**John E. Spitko**, staff writer of THE NEWS and author of the column "Legislative Corner," will be the liaison between the Committee and the Board of Directors. One of the first items to be explored will be a Section-sponsored Resolution on needed dam safety legislation, a subject about which John has written extensively in his column in recent months.

In addition to Chairman Cadwallader and Mr. Spitko, the other members named to the Committee are: **Edward J. Lutz, Jr., Lyman Styles, Jr., Dr. R. J. Stone, William L. Greene, and Klaus K. Fuelleborn.**

## STRUCTURAL DIVISION EXECUTIVE COMMITTEE

The Executive Committee of the Structural Division of ASCE, charged with managing, supervising, and coordinating the activities of the Division, is seeking qualified nominees for future membership on the committee. One member will be selected in 1978 for a four year term of service. Meetings are held two to three days twice a year, usually in conjunction with the Society's National Conventions. Members aspiring to be considered for this prestigious position should have some of the following qualifications:

1. Member of ASCE enrolled in Structural Division;
2. Knowledge of ASCE activities;
3. Experience with ASCE committees;
4. Experience in local section;
5. Interest, willingness, and ability to actively participate.

Deadline for Nominations is Friday, March 31, 1978.

Details and forms are available at the March meeting or from Wm. J. Parente at 337-1550.

## STUDENT CHAPTER NEWS

Villanova ASCE Student Chapter  
By Charlene O'Connor, President

### February Meeting Defies the Storm

Neither ice nor snow could slow Villanova's ASCE. Our first meeting of the spring semester was held on February 1, 1978. The meeting was co-sponsored by our ASME. Dr. Ish Aneja of the Westinghouse Corporation was the guest speaker at this meeting. He discussed the computer's role in structural and machine design.

### March Meeting Features Student

The Chapter's next meeting will be held on March 6th. Principal speaker will be Villanova senior, **Randy Rifelli**. Randy will be speaking about his trips to Hoover Dam and the St. Louis Arch. Following this meeting the ASCE will discuss its concrete canoe progress. In an effort to design and build an effective racing machine for the 1978 season, **Greg DeNardo** has taken charge of our canoe committee and jumped to an early start in the planning process. We're planning to enter at least two races this spring.

### Career Conference

Villanova's annual Career Conference will be held on March 15, 1978. The ASCE will be sponsoring six speakers to address Villanova students on the subject of engineering opportunities in several areas including transportation, structural design, environmental controls and construction. In the past these seminars have been a great success. Hopefully the tradition will stand.

## A TRIBUTE TO PAST PRESIDENTS

At the behest of Section President **Brian J. Lewis**, and as the result of exhaustive research by Vice President **Joseph P. Welsh**, together with the latter's efforts to gather them together, living Past Presidents of the Philadelphia Section, ASCE will be honored at the March 14, 1978 Section meeting. They will be awarded special ruby-studded ASCE official lapel pins.



## LEGISLATIVE CORNER

by John E. Spitko

### State Procurement of Professional Services - CEC/PA

The Pennsylvania Consulting Engineer's Council (CEC/PA) is circulating among the technical societies a draft of a bill. This bill, if introduced and passed, would provide for the selection and award of contracts for performing of architectural, engineering (A/E) and related services by the Commonwealth of Pennsylvania.

Two or more A/E bills have been introduced in the state legislature within the last three years. In July, 1975, Act 45 was signed by Governor Shapp. This law abolished the old General State Authority (GSA) and formed the new General Services Department (GSD). Act 45 gave GSD exclusive authority over all state design, construction and repair activities over \$25,000. The two exceptions are (1) activities concerning highways, bridges and other transportation facilities and (2) construction activities historically carried out by the Department of Environmental Resources. An independent, five-member, governor-appointed committee is to be set up to advertise requests for proposals, review proposals and to recommend publicly three qualified firms for each project. The GSD then must select one of the three firms by negotiating with one at a time, in the order of the Selection Committee's preference. This Selection Committee just had its first organizational meeting on January 17, 1978. Its selection procedures are not yet completed.

In June, 1976, House Bill 2492 was introduced. This bill died in committee in December, 1976 and was never re-introduced in 1977. This bill would have established a three-member governor-appointed, Senate-approved, Public Works Professional Service Board within the Treasury Department. This Board would have maintained a register of all firms eligible to perform professional services for all state agencies except the GSD. These agencies would then have had to select a firm from this list and have the Public Works Board approve the selection. This procedure would not have applied to architectural work and would not have applied to projects whose total cost was under \$200,000. Quite a patchwork, isn't it?

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## "ENGINEERING ADVERTISEMENT . . ."

(The following is the concluding part of an abstract of the 1977 Daniel W. Mead Prize Zone I winner **Joseph R. Syrnick**, Phila. Section Membership Secretary. The first part appeared in the February 1978 issue of *THE NEWS*.)

It is clear, simply from the volume of legal activity, that the right of the engineering profession to regulate itself is being challenged. If and how the matter is resolved will significantly affect both engineers and the public alike.

### What Should Be

The important question and really the focus of this paper, is whether it is advisable for the engineering profession to permit advertising at all and, if so, to what extent. As previously noted, the question is a difficult one with the profession itself split into different factions with varying opinions. It is important that the profession take a hard look at itself regarding the conduct of its practitioners. The public is becoming increasingly aware of abuses.

The position that will be taken here regarding advertising is that "it depends". Clearly-slick, deceptive advertising must be prohibited. It is morally wrong, always in bad taste, and it downgrades the profession.

Gimmick or frivolous advertisements, factual or otherwise, which are placed solely for the purpose of obtaining work should also be prohibited, for example, the distribution of gift handouts such as pens and pocket calendars. Even to intimate that these articles could have any bearing upon a client's choice of engineers is absurd.

Engineering reputations must be earned as a result of technical competence, professional integrity, and reliable service to clients and society alike. Good on-the-job performance is the best advertisement possible and in time the word will get around. Further, display advertising would seem to be aimed at the one-time or occasional user of civil engineering services. Those agencies, industries, or individuals who have repeated contacts with engineers aren't likely to be influenced by fancy advertising. They base their choices on past experiences and contacts. But the people who rarely have need for engineering service might very well need help in selecting the engineer and these clients might be tempted to look to advertisers. Advertising may be a good method of disseminating pertinent information but, except for extremely routine assignments, anything in excess of professional card information cannot be intelligently

and rationally presented in a meaningful way. Any effort to present detailed information such as fee schedules or quality of work testimonials, without knowledge of the task in question, would have to be viewed with suspicion.

However, the ASCE Code does not preclude advertising; it merely conditions it. Many direct methods of advertising are permitted and engineers have long practiced indirect advertising. When a principal of a firm presents a technical paper at a conference, he is essentially advertising. When a noted geotechnical engineer discusses how he helped solve a major design problem on an important and well-known project, he is, in effect, advertising. The audience, if favorably impressed with the presentations, will consciously or subconsciously file away this information. If a similar engineering problem presents itself, there's a good chance that they would consult the "expert". This type of exposure is not restricted by professional ethics, in fact it is encouraged by professional societies. The difference as viewed here is in the manner or demeanor of presentation.

In this regard, it behooves the profession to protect and enhance its reputation with the public. Professional people are no longer automatically held in high esteem. Almost every day one can read about scandal, deception, and criminal activity by professional people. The implication is clear—if the profession limits open competition, it leads to possible collusion. And if the possibility exists, collusion will exist. Trust is an extremely vital component of the client/engineer relationship. Further, most people do not understand the reasons behind the ban on advertising. People are programmed to expect competition whether it be between automobile manufacturers or floor wax. Engineering needs some good publicity. Publicity which "advertises" the many engineering accomplishments which benefit mankind. And they need to explain why advertising in the usual sense is not meaningful when applied to the very intangible and variable factors comprising A/E services. The public is capable of understanding the problem if it is presented to them clearly and without bias. Media coverage to this end would seem desirable. Credit can and should be given to individual contributors but should be done in a dignified manner which delineates the engineer's role in society. It is imperative that professionals act strongly and decisively to halt the erosion of ethical standards which, spurned by the well-intentioned but sometimes ill-informed

consumer movement, threatens to undermine the very principles upon which the professions were founded. The late Chief Justice of the United States, Earl Warren, in speaking of the need for ethics stated:

"Society would come to grief without ethics which is unenforceable in the courts and cannot be made part of law . . . Thus, when he (the professional) engages in such (unethical) practices, he does so not at his own peril . . . but at peril to the structure of civilization, involving greater stakes than any possible peril to himself . . . This law beyond the law (ethics), as distinct from law, is the creation of civilization and is indispensable to it . . ."

While some may accuse Justice Warren of over-dramatizing the role ethics plays in the community of man, others echo his sentiments. The way moral principles are falling, we may know who's correct soon enough.

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## LEGISLATIVE CORNER

Continued from Page 5

The CEC/PA proposed legislation is similar to HB 2492, but differs in the following ways: (1) doesn't set up an independent board or committee, (2) doesn't include local public authorities and utilities, (3) does include the GSD, (4) does include architectural services, (5) does not exempt projects with a total cost of under \$200,000, (6) does allow each state agency head to evaluate and select his own professional consultants. The mechanics of the negotiation process are similar to those proposed by HB 2492.

If this CEC/PA proposal is introduced, you'll be kept informed of its outcome.

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## UPGRADING MEMBERSHIP

The NEW criteria and qualifications for each membership grade is detailed on pages 120, 138, 168 in the 1978 ASCE Official Register.

The common requirement in all upgrading is that there be a **voluntary** application from persons qualified under the ASCE Constitution for such membership in specified grades.

**You must begin the process to UPGRADE YOUR ASCE MEMBERSHIP** by submitting a completed "Application for transfer" form (copies available from your Section/Branch Secretary or ASCE Headquarters).

Now is the time . . . don't delay.