

cation of technological advances, and (2) to assist the application of technological advances to urban development activities.

The architectural profession strongly endorses these aims. New materials, technology, or design are often resisted at first. But acceptance can be brought about by research, testing, and education. Once a material or process is successfully demonstrated, we believe the marketplace and public demand will dictate its use. Certainly the profession will encourage and foster innovations in building techniques.

CONCLUSION

We believe the Secretary of Housing and Urban Development should make maximum use of nongovernmental talent to assure the success of the demonstration cities program and the new communities program. It would be useful if the legislation directed the Secretary to form an interprofessional advisory group to offer expert advice to the Secretary. Such a group could be of tremendous assistance, as has been demonstrated in other activities, to the Secretary in determining for example, whether a city demonstration program "will enhance neighborhoods by applying a high standard of design."

Architecture must always successfully interpret the social, economic, and psychological demands of society in physical terms. It should be capable of meeting man's daily needs and inspiring his mind and heart. City, suburb, satellite city, and region are interlocked in form and function. They must be planned together for public and private benefit if this country is to have a living environment worthy of the name. It is high time for action. Within the next decade our mounting population, the dwindling land supply and expanding growth of our technology will either result in the creation of liveable and beautiful cities and urban areas or the cities will diffuse into densely built-up metropolitan regions without form, amenity or any other grace and beauty worthy of a maturing and responsible society.

The city is the natural gathering place for our thinkers, our innovators, and our specialists. It is where education flourishes and art is born. It is the generator of much of our national wealth. There is no earthly reason why it should be dirty, dull, ugly, and generally unlivable. It should be our greatest work of art and an example of the quality of urban life available to every American.

Thank you, sir.

Mr. BARRETT. Thank you, Mr. Ketchum, for a very fine statement. I am going to ask you just one small question.

I note on page 6, the bottom of page 6, you indicate that you believe the Federal coordinator for each comprehensive city demonstration program will be an extremely useful liaison officer.

Mr. KETCHUM. Yes, sir.

Mr. BARRETT. What I want to ask you is this, do you think he should be optional or should it be mandatory—the coordinator, the director; would you comment on that, please?

Mr. KETCHUM. I believe the Federal coordinator is an important link in this whole mechanism. It should be mandatory.

Mr. BARRETT. Mandatory?

Mr. KETCHUM. Yes, sir.

Mr. BARRETT. Mr. Fino?