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DON'S OFFICE MACHINE CO.



TTE & VICINITY

SCALE

You are getting concerning —
I like the evidence that you understand
the Battle, mind and temperament."

The organization and mechanics
of the Document are satisfactory.

B

SCHOOL OF ARCHITECTURE
MONTANA STATE UNIVERSITY

# AN OFFICE MACHINE COMPANY FOR BUTTE, MONTANA

Part I

Undergraduate Thesis in Architectural Design

By: Donald J. McLaughlin

Submitted to the School of Architecture as partial fulfillment of the requirements for the degree of Bachelor of Architecture at Montana State University.

Bozeman, Montana
March, 1967

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## CONDITIONS CREATING A NEED

Typewriters, desks, and other traditional business needs can no longer be sold from the back corner of stationery shops. Offices need more than "historical" typewriters or desks. The modern client wants, in his office, business machines coupled with working arrangements that will improve his efficiency and fit his personality. National office-appliance firms have begun to realize this potential market--which is expected to increase by one-third in 1975[8:19]--and through expansion of present appliance types they hope to satisfy all personalities and needs. With expansion of existing typewriters, duplicators, and office furniture and the creation of numerous new companies,

it is becoming increasingly difficult to find display space in the back corner of stationery shops making it necessary to use catalogs for display. Today's client expects more than a peek in a catalog. He wants to see how an item will feel in an actual environment, solving his problems. The salesman is familiar with office furniture and knows how it feels, but not the client. The salesman must show his client how to solve business problems. Don's Office Machine Company, Butte, Montana, is being caught in this office industry growth and needs more display space to set a good example for prospective efficiency-minded office-appliance buyers to follow.

Don's Office Machine Company, owned by Don McLaughlin, is presently located within the central business district of Butte, Montana at 123 North Main Street, and consists of eight employees: one bookkeeper-receptionist, one service foreman, three service men, one delivery boy, and two salesmen (including the owner).

Originally, Underwood Corporation owned the now independent business. Operating as a branch office (which is owned and operated by the corporation) since 1920, Underwood first sold only typewriters. Later, as the demand for more office equipment grew, they began to sell typing stands, adding machines, posting machines, related supplies such as ribbons, carbon paper, and stationery. Although the needs of the business world kept expanding, Underwood did not see a reason to greatly expand product types until 1959. In 1959 Olivetti Corporation, an Italian typewriter and calculator firm,

bought 65% of all existing Underwood stock and created the Underwood-Olivetti Corporation (later it became the Olivetti-Underwood Corporation). This began a change in both product expansion and administrative attitudes. A brief chronicle of Olivetti's growth will show a background for Underwood-Olivetti expansion after 1959.

The Olivetti Company was established in 1908 by an engineer, Camillo Olivetti, in the city of Ivera, Italy. From the very beginning Olivetti was design conscious. In an article published in the 1912 issue of the Turin Magazine "L'Ufficio Moderno", Camillo Olivetti, describing the first typewriter made in Italy, the MI, wrote: "The esthetic side of the machine's design also received particular attention. A typewriter should not be a geegaw for the drawing room, ornate and in questionable taste. It should have an appearance that is serious and elegant at the same time."[6:170] This concern for proper design became a major consideration within the Olivetti organization, not only in machines but later in proper design of its factories, worker-housing projects, day nurseries for worker's children, and machine show rooms. In 1956, Adriano Olivetti was awarded the 1956 first prize in architecture of the "Cercle d'Etudes Architecturales" in Paris. The citation read: "We wanted to pay international tribute to the architectural merits, the originality of industrial design, the social and human aims present in everything done by the Olivetti Company."[6:188] Concern of human aims was recognized by the public, allowing Olivetti (1908) to grow from a factory manufacturing 23 machines a week to a company (1958) em-

ploying 24,200 personnel in 17 countries, manufacturing 6.2 standard typewriters a minute. Also, the company by now manufactures horizontal filing cabinets, teleprinters, adding machines, calculators, portable typewriters, bookkeeping machines, and tabulating machines. These items added to the Underwood office equipment, increased six times the display space necessary in Underwood branch offices throughout the United States.

Shortly after Underwood and Olivetti completed the merger and adopted new business ideals, the Underwood-Olivetti branch office in Butte, under the direction of Don McLaughlin, was given the chance of becoming an independent agency. The independent agency would remain area representative for the Under wood-Olivetti Corporation, but would also be allowed to handle other office appliances distributed through various companies. Underwood-Olivetti would benefit because it would no longer pay any overhead expenses such as building rent and salaries. The agent would benefit by his ability to sell a more diversified line of office equipment such as furniture and copy machines. Don McLaughlin accepted the opportunity and purchased the agency.

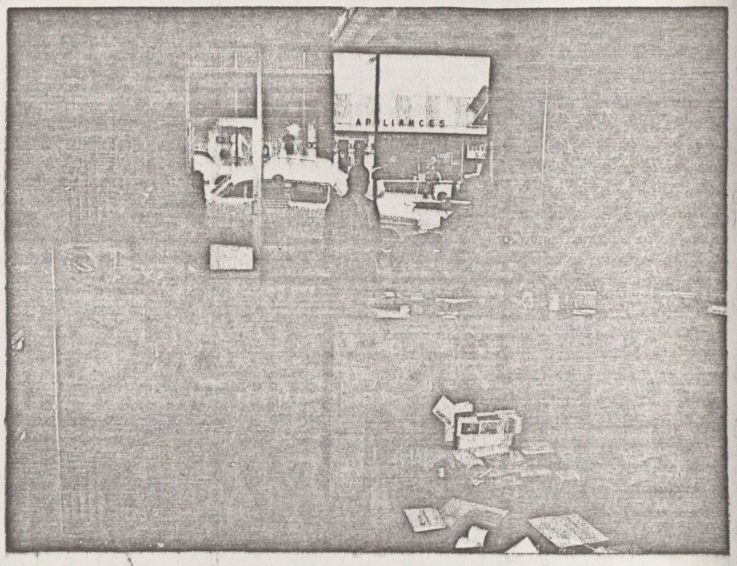
Since the purchase in January 1961, both Don's Office Machine Company and Olivetti-Underwood have expanded office-appliance types. Olivetti-Underwood has expanded machine types about six times since 1959 and through studies and experiments carried on in electronics has become a major computer dealer in Europe.

Olivetti-Underwood will start expanding computer sales to include the United States with the introduction of desk-top computer-calculator this year. Besides the expanded Olivetti-Underwood line, Don's Office Machine Company now sells office furnishings, furniture, dictating machines, duplicating equipment, cash registers, supplies, copy machines, data processing machines, and possibly in the future computers and supplies.

Introduction of other companies to the sales line increased the number of possible clients within Butte and also expanded the trading area to as far away as Bozeman, 90 miles distant. All companies assign certain districts within which a salesman can operate. In the case of an older, established company, these districts are small, but many new companies just establishing themselves have only a few distant dealers with which to reach a possible consumer. For example, copy machines are constantly being improved and with each new improvement comes a new company. Dealers must be cautious in accepting new products to protect their image of reliability but at the same time must sell the best product available. So many new companies must wait until their product is publicly accepted before all dealers in all areas will apply for a dealership: therefore, large dealer areas exist at first. This expanded trade area does not have an immediate affect on showroom and sales area size but affects the storage and service areas. Any increase in the number of items sold directly and immediately affects storage and

service areas. The expanded trade area will indirectly affect the sales department--if a product is not in stock it often will not be sold, and many customers do not want to spend up to a month waiting for an item a salesman has just worked hard to convince him he needs. Inadequate size of a service department also affects sales by causing poor working conditions which causes inefficient and careless work. The ineffiency directly costs an employer money, the carelessness indirectly by hurting a client who in turn refuses to buy more products. An expanded trade area can be an asset if a dealer is prepared with ample storage and service space, but can cause harm by destroying public relations which a company has worked hard building. (For a more detailed discussion of the Butte trade area see Local Conditions,)



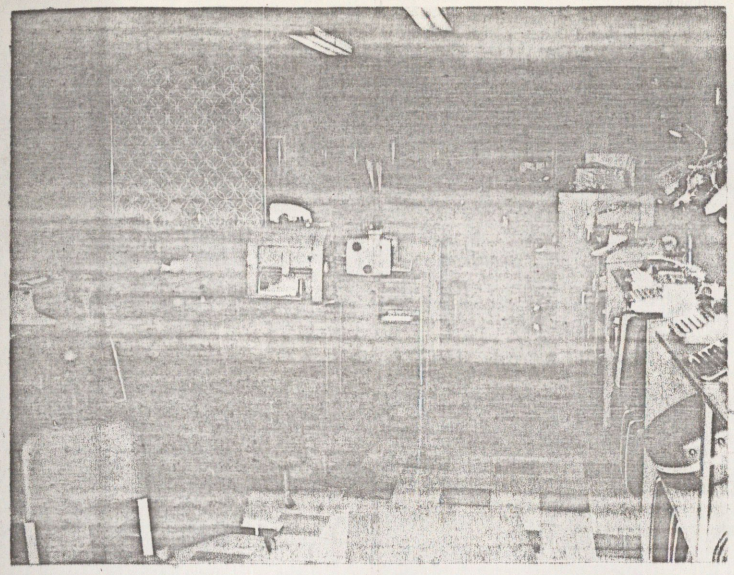



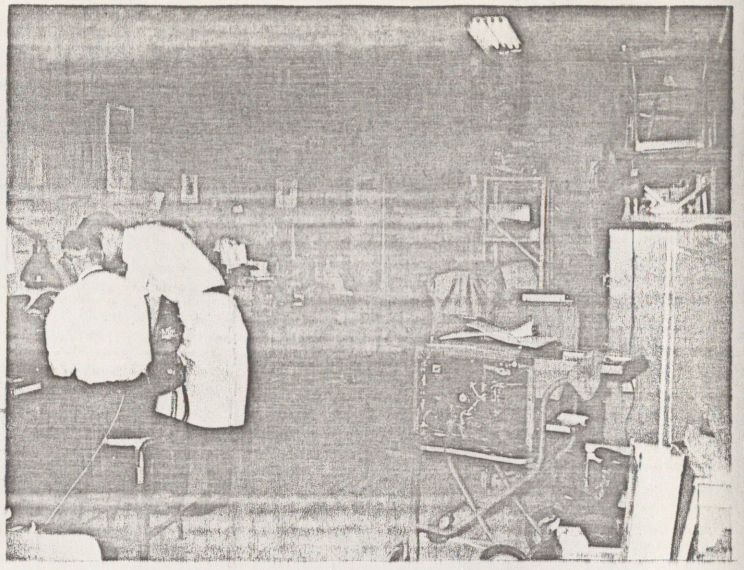

Don's Office Machine Company: Facade and Display

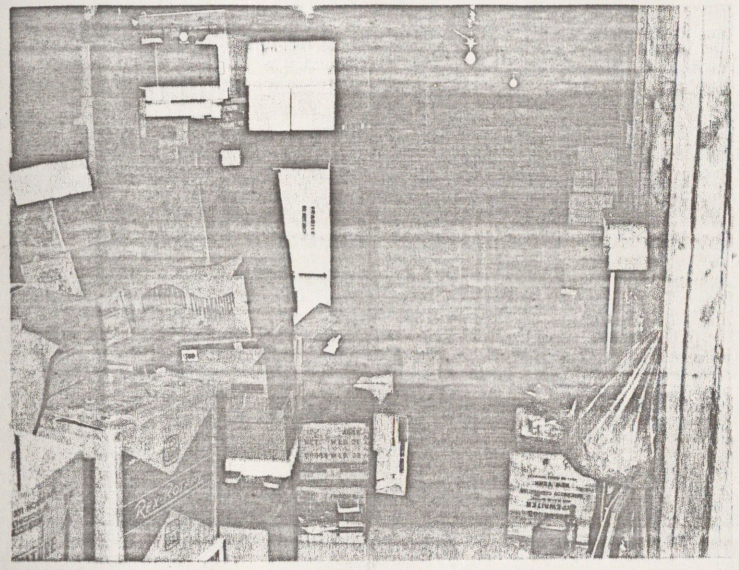
Although business volume has increased four times since 1961 and inventory has increased over seven times, sales area, storage

space, and service facilities remain unchanged. Six years ago space was just adequate, but with the addition of large items such as furniture, copy machines, and cash registers problems have developed (see page 8). The display area is just large enough to exhibit three desks covered with numerous typewriters and copy machines. The only way to remove a desk from the sales area is to sell it--the basement storage area and service department are already full of office equipment. Cramped conditions make it difficult and almost impossible to create a display showing how an office environment can be pleasant or efficient. A prospective client who has little imagination or who already owns a desk cluttered with miscellaneous items will probably decide his situation is not so bad after all. This shortage of storage and display space has harmed the once ample service-department by forcing all excess items into this department. Tops of shelves storing repaired typewriters have become overhead furniture storage areas, and the aisles have become catch alls for any item that won't fit in display or storage.

Existing conditions are causing some problems, but is the seemingly large growth experienced by Don's Office Machine Company justification to institute a building program for existing needs and is more expansion possible or justifiable? A study of what is happening nationally would help to answer these questions. Study of national buying trends and success of previous building projects will be some indication of feasibility. (See "Local Conditions" for a detailed study of local feasibility).

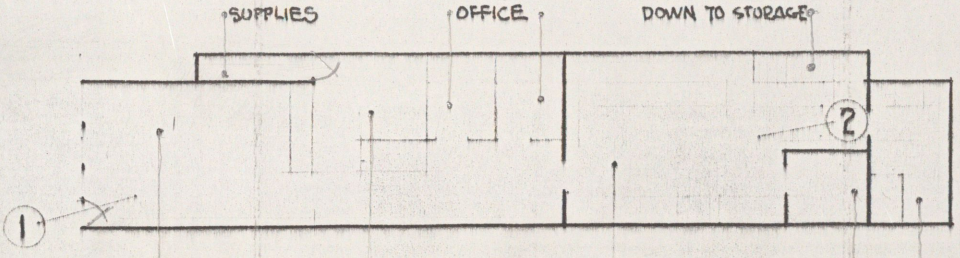






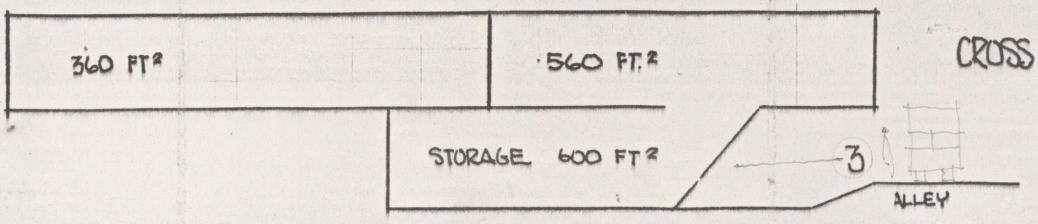
## EXISTING DON'S OFFICE MACHINE CO.

1. VIEW INTO DISPLAY
2. SERVICE AREA
3. STORAGE

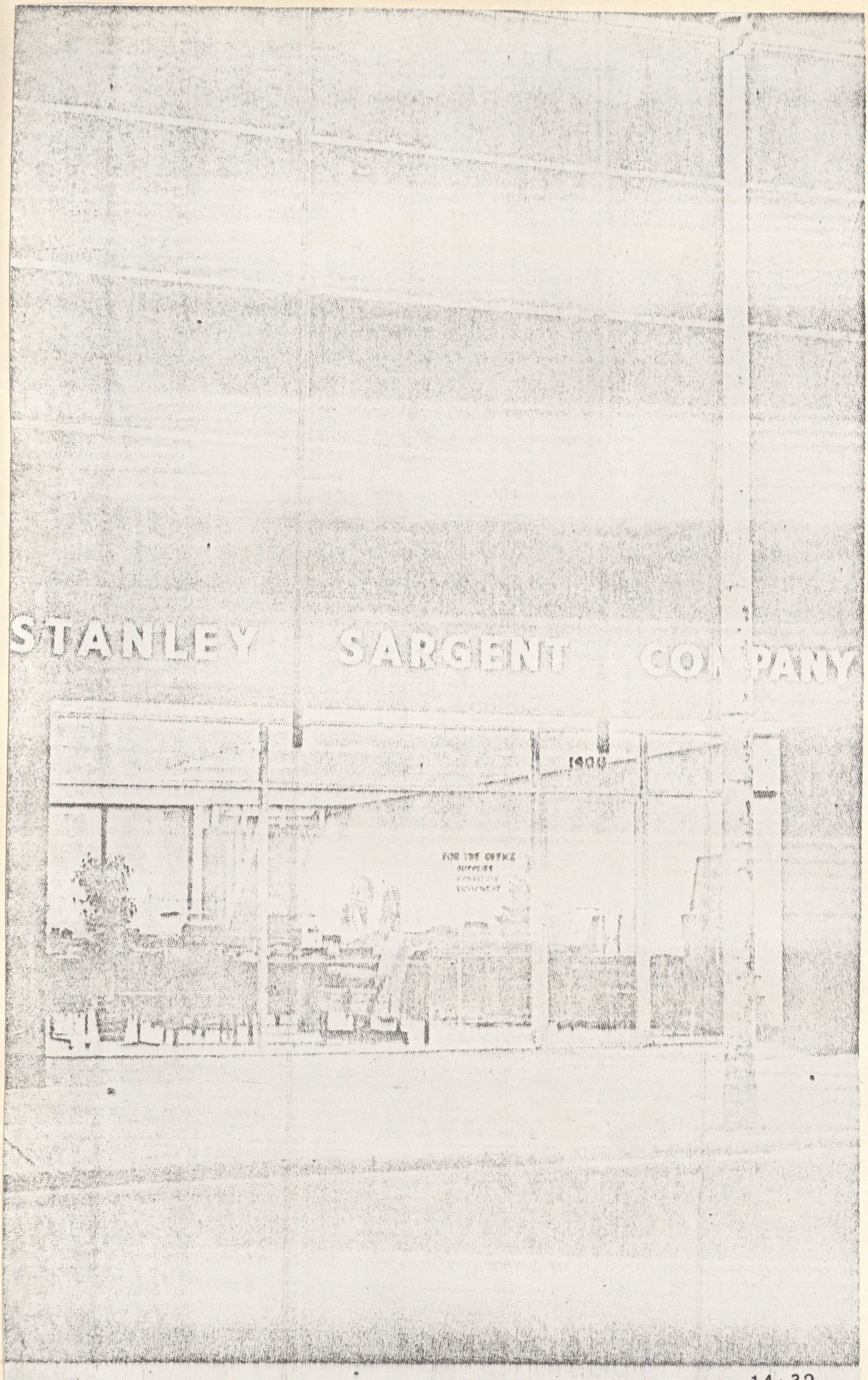



FLOOR PLAN

EACH INTERVAL 10' 0"




CROSS SECTION




Interior and exterior renovating has increased sales. 14:32

## PRESENT BUILDING SUCCESS

One example of a remodeled office paying dividends is exhibited by the Stanley-Sargent Company of Kansas City, Missouri. A $15,000 investment has resulted in a one-third business increase within one year (see photo on facing page). Despite a location in downtown Kansas City, the old building was not drawing the walk-in traffic it should have, but proper remodeling has resulted in a substantial increase in sales. Joe Wilnor, owner, says: "We've discovered that upgrading the showroom enables us to provide the proper backdrop for modern office equipment, and we sell it with greater confidence. Also, we're finding that we can boost our unit sale with the improved, expanded background. We're selling more lamps, ash trays, wall decorations, chairs, and filing cabinets to the shopper who comes in with the idea of buying only a desk."[14:33]

In1965 Mr. Wilnor and an architect began to plan a remodeling and in December of 1965 it was completed. Through efficient planning, the main-floor office-equipment area went from 700 square feet to 1500 square feet allowing the firm to show an expanded selection of equipment and furniture. "The office furniture buyer today isn't so much a catalog buyer; he likes to see what he's getting. Because we have a better display environment we tend to encourage customers to come in and look us over where before we had to stress catalog sales. We've had customers say in surprise when they see our enlarged display 'We had no idea you carried that



E. F. Corbin Company Showroom 13:18

line'."[14:34] The basement is used for backup stock and the second floor incorporates the office supply, used furniture, and close-out sections. A freight elevator is used to transport furniture from one floor to the other.

Mr. Corbin of E. F. Corbin Company, Sacremento, California, has integrated his sales philosophy into a new building and has created rapid business growth. "Business is becoming more and more interested in a working environment that provides the amenities of the home. This (new design) concept should include the total office environment, using color and furnishings to establish a more relaxed, liveable atmosphere. The office furniture dealer who expresses this concept in the environment of his plant is in a better position to sell such environments to his customers."[13:20] The total area of the building is 14,000 square feet. Half the area is taken up by display and office areas, the other half by the warehouse and paint booth.

The showroom (see photo on facing page) consists of selected groupings of furniture displayed on differently shaded areas of carpet that were chosen to accent the groupings. Different colored carpets define specific areas. Darker carpets form a border around the perimeter of the display room while colored carpetings--blue, golds, greens, oranges,--focus attention to groupings in the center.

Imaginative color use is an important part of Corbin's selling

program. His designer works with the salesmen to provide each client with an opportunity to find the total color concept pleasing to his individual personality. A home decorator designs areas to express personality; this same approach is effective in office design. Because manufactured lines often do not come in a desired color, Mr. Corbin has incorporated a paint booth to repaint furniture which enables him to maintain the over-all color scheme in his total offices. Files, color-coordinated to match other pieces of furniture, are becoming the firm's "bread and butter".

Harold R. Caplan, owner of American Office Equipment Interiors, Inc., Kansas City, Missouri is another example exhibiting how a proper sales environment has led to a prosperous and still growing business.[12:97] An original investment of $800 has grown into a large business selling everything in office furniture, from used furniture to highest quality lines. The method Caplan uses to sell both high and low quality lines is through proper handling. This means that various price categories of furniture should be in separate areas so one will not detract from the other. The dealer will thus not destroy the image of a high quality business. Handling trade-ins, or used furniture and making it profitable, has enabled the firm to close many furniture contracts by taking the trade-ins from customers so that they do not have to go through the inconvenience of searching for an outlet for their old furniture. The 8,000 square feet of display space in the main showroom on the

first floor is devoted entirely to high-end furniture displayed in contemporary office settings. Five-thousand square feet in the basement and 6,000 square feet on the fourth floor are used as display areas for low-priced and used furniture.



American's Main Showroom[12:99]

Caplan believes that the best tool is the firm's main showroom. The procedure in selling furniture is to invite the prospective client to the store when he first expresses an interest, showing him what is offered, and making notes of his preferences and tastes. No two people are alike; individual preferences are important. It is no use trying to sell a customer something he does not like when there is always something he prefers that will function just as well. Next, drawings, layouts, and color schedules are prepared. Then the customer is brought back to the store where final presentation

is made. There are two advantages to this method if the showroom is adequate: the customer is present to see the actual products in a simulated environment; and the customer can pick substitute items easily, if necessary.

This procedure has resulted in many successful sales, most of them within a 100 mile radius of Kansas City. Sales include: lounge furniture for the Student Union Building at Southwest Missouri State College; all furnishings for the new Kansas City Public Library and School Administration Building.

All of these examples of office-equipment dealers exhibit strong growth. Does this growth have a firm base and will growth continue? Success is due in part to successful management and salesmanship, but a statistical study of the national dealer, his market, and his future will indicate whether or not growth is to continue.

## NATIONAL STATISTICS

### What's Ahead?

Between now and 1977, the number of office workers in the United States will increase by nearly a third.[8:19] Construction of new office space will grow at a rate of 3 to 4% a year. Volume of records will be 50% more in ten years. The number of computer systems currently in operation (35,000) will double in only three years.[10:14]

"The (business equipment) industry grew 34% in 1965 over

1964 as it reached a level of $6.04 billion. We fully expect total industry sales to reach $7.5 billion by the end of 1966 and to double its present volume by 1970."[9:24]

Office furniture, sold almost exclusively through dealers, has grown in sales since 1949 at a compound rate of 7.4% a year, which is 14% faster than the growth performance of the entire gross national product. In 1966 the average dealer grossed $312,868. In 1962 the average dealer's volume was $274,919. Go back to 1947 and it was only $164,314. The chart on page 15 shows that major companies all showed a growth of from 5% to 35% during 1966. In 1967 the predicted rise in gross national product is 9%, while growth in office equipment sales is projected at a somewhat higher rate--outpacing national growth again. Office-equipment dealer volume was 2% greater in 1965 and 1% greater in 1966 than gross national product.[10:21-36] I doubt if this is what you mean

Growth and expansion of the United States economy have been characteristics since 1961, and although the general economy shows signs of slacking, the economy and sales of the office equipment industry show no promise of a decline (see chart on page 16). Slacking of the economy is a result of government pressure and curbs against excessive growth, inflation, and the uncertainty of Vietnam. But for "the industry that serves all industry" the pressures toward cutting back will not be felt until the later portion of 1967 due to a backlog of $72.9 billion of unfilled orders.[9:25] Also,

9:25

## GROWTH OF SALES VOLUME 1965-1966

(Total of Estimated Sales $10 Billion)

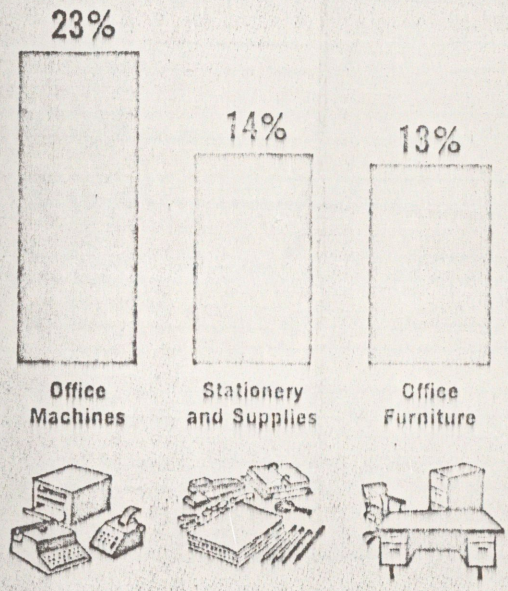



Chart shows 1966 growth rate of the major industry areas.

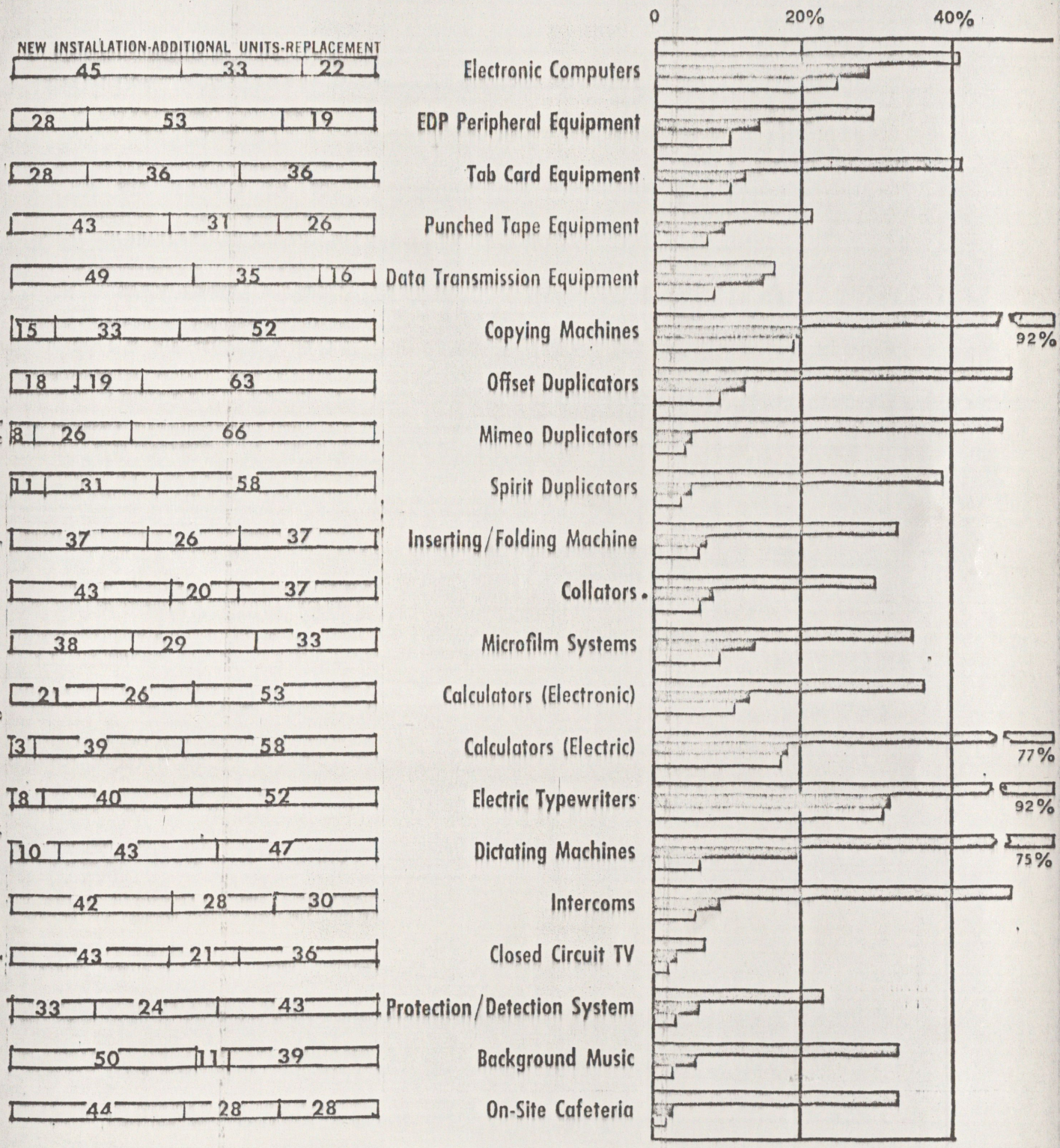
9:27

# 1965-1966 SALES RECORDS OF 40 MAJOR MANUFACTURERS

| COMPANY | 1966 sales (add 000) | 1965 sales (add 000) | Percent of sales increase over 1965 |
|---|---|---|---|
| **OFFICE MACHINES GROUP** | | | |
| Addressograph-Multigraph | $327,100 | $269,100 | 22% |
| Bell & Howell | 166,200[1] | 131,800 | 26% |
| Burroughs | 347,700[1] | 314,300 | 12% |
| Clary Corp. | 9,750[3] | 5,700 | 18% |
| Dymo Industries | 51,300 | 43,700 | 17% |
| IBM | 3,062,900[1] | 2,610,800 | 18% |
| Litton Industries | 1,170,000 | 915,600 | 27% |
| Minnesota Mining and Manufacturing | 848,000[1] | 730,700 | 15% |
| National Cash Register | 618,500[1] | 510,500 | 21% |
| Pitney-Bowes | 61,000[2] | 53,600 | 14% |
| S C M | 240,600 | 200,900 | 20% |
| Speed-O-Print | 3,400[2] | 3,400 | — |
| Sperry Rand | 703,100[2] | 573,200 | 21% |
| Swingline | 60,000 | 46,800 | 28% |
| Taylor Instruments | 61,800 | 54,300 | 10% |
| Victor Comptometer | 50,500[2] | 41,800 | 21% |
| Xerox | 133,200 | 98,500 | 35% |
| **STATIONERY AND SUPPLIES GROUP** | | | |
| Acme Visible Records | $19,000[3] | $14,990 | 27% |
| Binney & Smith | 9,400 | 8,200 | 15% |
| Boise Cascade | 245,100[2] | 202,200 | 21% |
| Champion Papers | 358,900[1] | 318,560 | 12% |
| Dennison Mfg. Co. | 62,000[1] | 47,500 | 30% |
| Dixon (Jos.) Crucible | 15,100[2] | 13,800 | 9% |
| Ennis Business Forms | 9,700[2] | 8,800 | 10% |
| Hammermill Paper | 126,600[1] | 108,100 | 17% |
| Kimberly-Clark | 622,500 | 577,400 | 8% |
| Mead Corp. | 298,600[2] | 271,200 | 10% |
| Milton Bradley | 30,600 | 23,400 | 30% |
| Nashua Corp. | 32,900[2] | 29,300 | 12% |
| Old Town | 3,400[2] | 2,900 | 17% |
| Rust Craft | 18,100[2] | 17,300 | 5% |
| Sorg Paper | 13,300[2] | 11,300 | 18% |
| Standard Packaging | 63,200[2] | 68,600 | 7% |
| Uarco | 50,300[2] | 44,400 | 13% |
| **OFFICE FURNITURE GROUP** | | | |
| Art Metal | $45,300 | $38,990 | 16% |
| Diebold | 89,000[3] | 77,100 | 15% |
| General Fireproofing | 65,000[3] | 56,700 | 15% |
| Globe-Wernicke | 130,700 | 116,100 | 13% |
| Hamilton Cosco | 17,600[2] | 16,600 | 6% |
| Mosler Safe | 30,100[2] | 26,200 | 15% |

*Figures are for company's fiscal 1966 and fiscal 1965 unless otherwise noted.
[1]Figures are for the first nine months of 1966 and first nine months of 1965 only.
[2]Figures are for the first six months of 1966 and first six months of 1965 only.
[3]Figures estimated on incomplete information.

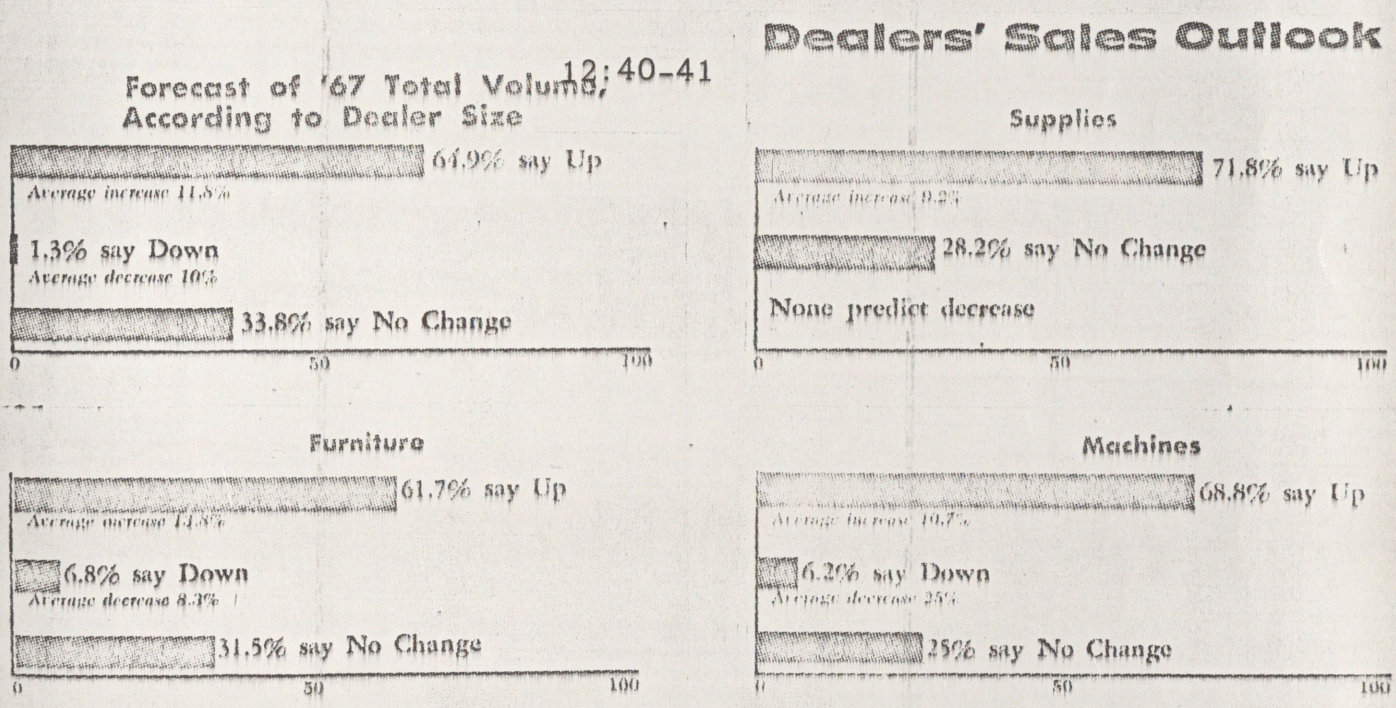
# How Office Executives Assess Their Equipment Needs for 1967




The survey sample represents 66,500 of the 73,400 business units reached by THE OFFICE Magazine.

the government pressures and curbs will affect sectors of the economy in which the suppliers of office goods play little or no part. Demand for increased record-keeping material will not stop growing even though business' investment itself may decline during 1967.

A survey by the Office-Appliances Magazine indicates a feeling of optimism within the office-equipment industry dealers. Detailed questionaires were sent to 1,000 representative dealers throughout the United States. The return of the questionaires was




12:40-41

excellent and more than adequate to produce an authoritative analysis. Although the survey did go into detail, the main point is most important--dealers expect 1967 to be profitable. Almost 65% predict a volume increase approaching 12%.

Optimism after a good year is natural for the office-appliance

industry which has profited, but does the national economy indicate growth? Two main economic indicators point to at least a "no-change": new orders for the economy as a whole are up about 12% over last year. Business equipment and defense spending account for a large portion of this. Auto companies look for a 9-million car year again in 1967. As for the auto makers, increased taxes and tight credit cannot eliminate the effects of the highest personal incomes and employment rates in history. Even an unlikely decline in the United States economy would have slight affect on the sale of office products. Individual companies' efforts to accomplish better cost control and better over-all record-keeping procedures will continue with or without taxes. Improvements in office efficiency and office routines certainly won't be discontinued. 9:25

Speculation

The American office in undergoing a systems revolution. Its managers need administrative support through proper systems guidance. They need help in office planning and remodeling and are becoming problem-oriented and solution conscious--they will become more concerned with results than things. The future will heighten the powers of dealers as a vital force within the American office. Alert dealers in years ahead will become true office specialists, offering both products and counsel.

Only the dealer can provide a wide range of products designed to complete each client's particular "system". A manufacturer

who sells directly to a client can provide some items but is limited to his particular line. Even if a manufacturer would suggest the best solution to a client's system, he could not provide the items. A dealer is necessary to both plan and provide a tailored office environment. In many cases dealers work with consultants in analyzing a client's needs, but again, a consultant cannot supply those needs. He only prescribes.

The office equipment dealer is becoming a professional prescriber of solutions to systems' problems. He is evolving from a seller of things to a seller of services involving the things. A dealer ultimately converts his quantified analysis for a client into sales of items that are his historic specialty.

In the case of a highly specialized installation (such as a computer), a consultant might go around a dealer and work directly with the manufacturer. But when the possibility of some system-related accessory arises, the client must look to the dealer for files, tables, etc. Also, only a local dealer can easily replenish supplies day after day.

The computer will alter the dealers' life, but it won't change it completely. Rapidly expanding use of computers in many fields normally has little potential for average office-equipment dealers, but with proper techniques, small dealers can profitably serve computer users with needed supplies. Local dealers have a considerable opening to this market by the fact that they have probably already

sold the computer user at least some of the office furniture and equipment he now owns. Also, most computer manufacturers have placed little emphasis on the esthetic side. Appeal to computer users from the standpoint of design and decor--furnishing cabinets and accessories that will couple the computer with an existing environment--offers an excellent opportunity to create new customers through utilization of effective display area and design department.

Alert dealers must learn to become a "prime source" rather than an "ultimate source" of needs. This means a realization that it is answers his customers want--and only those follow-up items that will work in support of the answers. It will be less easy to sell by the "free trial" method. Price will become less of a factor the more that dealers develop the systems-analysis approach. A result-minded business customer wants to remedy faults in his office operations. A client wants to see only those products that relate to his total office system.

## LOCAL CONDITIONS

By far the most important mining area in the state of Montana, and included within the most important in the world, is Butte. If sold at 1965 prices, total value of ore produced would be approximately $10 billion. "The richest hill on earth" has, since 1880, produced more non-ferrous metals than any other district in the world. In 1965 total production totaled 16.5 billion pounds of copper, 5 billion

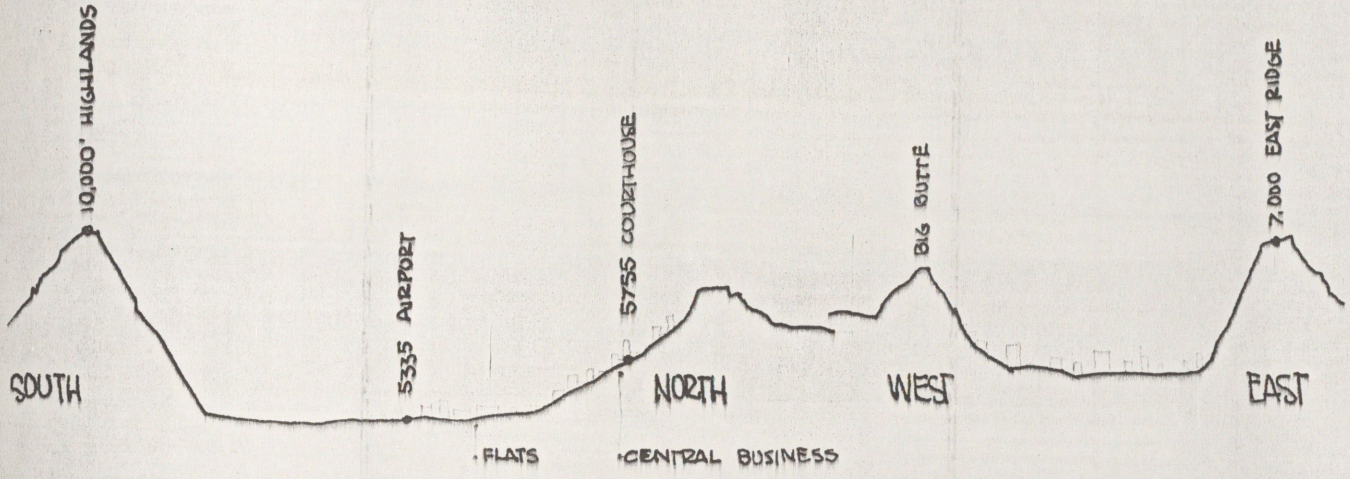
pounds of zinc, 4 billion pounds of manganese, 850 million pounds of lead, 650 million ounces of silver, and over 2.5 million ounces of gold.[1:2]

Butte, founded in January of 1864 and named for a prominent butte overlooking the city, is the county seat of Silver Bow County. Permanent settlement began in Butte with the discovery of gold. Placer mining (gold) thrived from 1864 to 1870 until it was replaced by silver mining. In 1876 W. A. Clark came to Butte from Bannack and began to mine and smelt copper. Thus copper became the main interest of mining operations. After the arrival of Marcus Daly in 1876 and F. Augustus Heinze in 1889, a period of fierce "competition" began involving these copper kings. From 1888 to 1905 the Butte hill became an underground battlefield with each mining company flooding opponent's tunnels, stealing ore, and in any way making a competitor's mine worthless. After almost 20 years of this "war of the copper kings", William Clark became the dominant force in Butte mining behind his Anaconda Copper Mining Company. The Anaconda Company now owns and operates all mining interests in the Butte area.[4:414]

Geography

Butte's geography is both unique and picturesque. The city is located within one of the few natural bowls in the world being surrounded by mountains on all sides; the spectacular East Ridge of the Rocky Mountains, the snow-covered "Highlands", and its

namesake "Big Butte". Mining activities and the central business district are located on the north side of the bowl looking south to




SOUTH-NORTH PROFILE WEST-EAST PROFILE

the 10,000-foot high Highlands which being only 10 miles distant create a notable exhibit. Located on the valley floor is the main residential area of Butte--the "Flats". To the east of Butte is the "East Ridge" which is part of the Rocky Mountain chain. The eastern part of the city extends onto the sloping sides of this 7,000-foot mountain range. Big Butte marks the western edge of the city, and standing alone it creates a distinguishing land mark.

Geology

Located in the southwestern section of Montana, Butte is situated in the "Boulder Batholith", a huge mass of granite rock 20 25 miles wide, extending from just south of Helena to 20 miles south of Butte. The underlying rocks are mostly granites and quartzites. Rock outcrops and bedrock of granite are prevalent in

the central business district, while valley-filling materials varying from clays to gravels are dominant on the Flats.[1:21]

Buildings in the business district have a substantial base on granite bedrock and settling has never occurred due to a mining tunnel collapse. Tunnel mining is carried on at a sufficient depth to prevent any such occurrence. At 2,000 feet a collapsed tunnel has no affect on the surface structures, apparently because of a bridging effect of rock.

Climate

Surrounding mountain ranges protect Butte from winds, and although the climate is typically a Montana climate, this absence of heavy wind reduces the hazards caused by blowing snow, blowing sleet, and excessive wind loadings that are present in many other areas of Montana. Wind is generally from the northwest.

A high number of clear, sunny days per year is due to the fact that often the clouds dispersed by the Pintlar Mountain Range northwest of Butte do not form again until they pass over the East Ridge; thereby, passing over Butte. Annual precipitation averages 11.48 inches, with a pronounced maximum of about two-thirds falling during the period May through September. Annual snowfall averages about 50 inches a year and seldom disrupts traffic. Temperatures vary from about -48° F to 106° F.[3:21]

| | |
|---|---|
| January average temperature | 22.7°F |
| July average temperature | 64.8°F |
| Average growing season | 110 days |
| Annual snowfall | 50 inches |

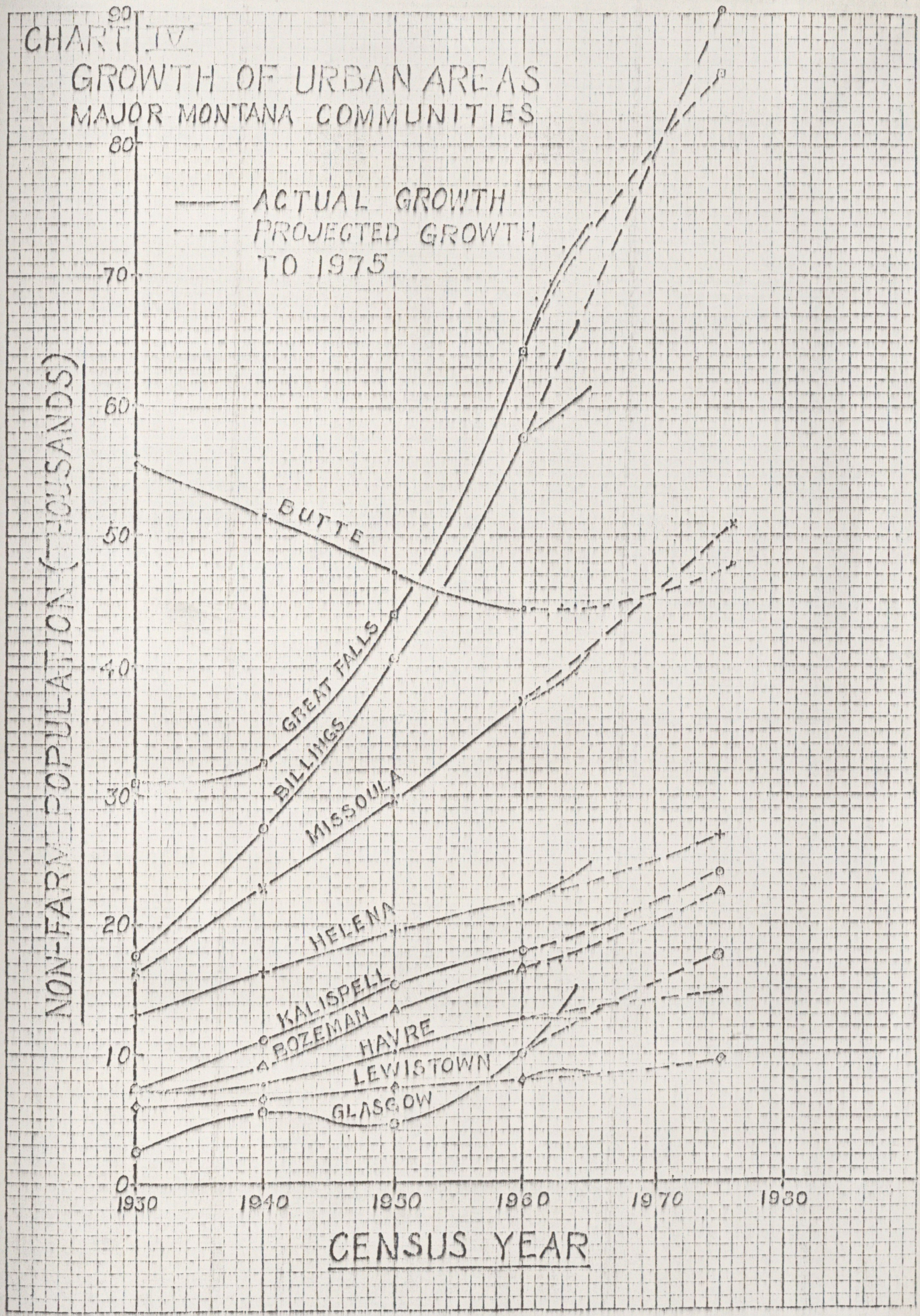
## LOCAL ECONOMY

### Population and Employment

Silver Bow County, Butte, and Butte urban area refer virtually to the same thing, particularly where vital facts are given regarding labor force and resources. Butte's five-mile radius of the city center is actually the population of Silver Bow County minus about 600 people who are considered rural. The 1960 United States Census showed Silver Bow County to have a population of 46,454 and the Montana State Board of Health has estimated the county's 1964 population at about 46,700.[1:5]

Chart IV on page 26 indicates that Butte experienced its lowest population in 1962. This chart, compiled by the Montana Power Company from the number of metered customers, shows that Butte is growing slightly faster than predicted. The dotted line indicating projected population, while the small dots indicate actual population. Constanly decreasing population since 1930 seems to indicate that the Butte "boom-town" mining camp was deteriorating just as many of its predecessors throughout the West had done. But in 1962 it seems to have found the point where the mining industry was not the major regulator of its economy. Statistics obtained from the 1950 and 1960 censuses show that Butte's economy began to stabilize itself.

Although from March 1957 to March 1958, a decrease of almost 50% in mining employment resulted in a general employment


CHART IV
GROWTH OF URBAN AREAS
MAJOR MONTANA COMMUNITIES
ACTUAL GROWTH
PROJECTED GROWTH TO 1975
NON-FARM POPULATION (THOUSANDS)
90
80
70
60
50
40
30
20
10
0
BUTTE
GREAT FALLS
BILLINGS
MISSOULA
HELENA
KALISPELL
BOZEMAN
HAVRE
LEWISTOWN
GLASGOW
1930
1940
1950
1960
1970
1980
CENSUS YEAR

decline throughout Silver Bow County, by 1960 Butte gained in percentage people employed in mining during 1950; by 1960 only 3,300--a drop of almost 3,000. The total labor force in 1950 was 18,600;

BUTTE LABOR FORCE 1950-1960

| LABOR FORCE | 1950 TOTAL 18,632 | | 1960 TOTAL 15,399 | | INCREASE IN PERCENT OVER 10 YEARS |
|---|---|---|---|---|---|
| | NUMBER EMPLOYED | PERCENT OF TOTAL | NUMBER EMPLOYED | PERCENT OF TOTAL | |
| AGRICULTURE | 252 | 1.4 | 175 | 1.15 | -.25 |
| FOREST AND FISHERIES | 17 | .09 | 8 | .05 | -.04 |
| MINING | 6006 | 32.3 | 3294 | 21.4 | -10.9 |
| CONSTRUCTION | 781 | 4.2 | 736 | 4.8 | + .6 |
| MANUFACTURING | 1195 | 6.4 | 1286 | 8.4 | + 2.0 |
| TRANSPORTATION AND UTILITIES | 1710 | 9.2 | 1483 | 9.6 | + .4 |
| TRADE | 4324 | 23.2 | 3627 | 23.5 | + .3 |
| SERVICES AND FINANCE | 3516 | 19.0 | 3676 | 23.9 | + 4.9 |
| PUBLIC ADMINISTRATION | 635 | 3.4 | 689 | 4.1 | + .7 |

by 1960 only 15,400--a drop of about 3,200. But as shown in the chart, the mining industry lost almost this many and by itself almost accounts for all loss in the labor force. As would be expected when a community loses 3,000 workers of a total 18,000 (16%), workers in all fields will suffer losses. But the only three major labor groups suffering a loss were construction, transportation, and trade groups. All other major groups increased in number. The economy did slow down, as shown by auto-registrations, telephones, and postal receipts during the 1961 period (see chart on page 28), but rather than causing a depression in the Butte area, it seemed to cause only a period of caution.

In an article entitled "Butte Building Picture Bright", the

| | 1950 | 1955 | 1961 | 1962 | 1963 | 1965 |
|---|---|---|---|---|---|---|
| Silver Bow County Auto Registrations | 17,113 | 19513 | 20,481 | 20,655 | 22,018 | 22,976 |
| Water Customers | 11,745 | 12,533 | 13,076 | 12,940 | 12,852 | 13,171 |
| Electric Meters | 14,076 | (1960) | 14,455 | | | 16,177 |
| Gas Meters | (1954) | 13,660 | " - 13,350 | | | 13,070 |
| Telephones | 16,900 | 18,010 | 19,253 | 19,261 | 19,092 | 19,910 |
| Bank Deposits | $51,458,637 | $56,370,294 | $67,048,052 | $66,452,245 | $68,788,030 | $76,427,988 |
| Savings & Loan | | | $45,072,083 | $48,301,127 | $52,975,124 | $63,147,000 |
| Postal Receipts | $580,497 | $688,144 | $773,464 | $756,111 | $806,675 | $897,891 |
| Silver Bow County Assessed Val. | $83,859,340 | $103,248,838 | $116,975,819 | $115,796,464 | $118,679,111 | $127,621,570 |
| Silver Bow County Taxable Val. | $26,383,005 | $29,398,923 | $33,094,309 | $32,366,849 | $32,553,649 | $35,708,120 |

LOCAL ECONOMY BREAKDOWN

Compiled from Butte Chamber of Commerce Figures.

February 7, 1967 issue of the Montana Standard had the following to report:

> "Butte continued to enjoy the effects of building and remodeling booms through 1966 with increases in numbers of building permits and valuations of building contemplated. Montana as a whole suffered a decline along with its two larger cities, Great Falls and Billings.
>
> Butte had 49 permits in 1966 against 40 in 1965, but new building of boom proportions is reflected in valuations of $2,447,931 for 1966 compared to $433,800 for 1965. These figures are for the city of Butte only. No statistics are available for the county residential and business areas which are known to have grown the past year."

Although prediction may be premature, Butte's steady growth in both population (page 26) and consumer expenditure (page 28) indicate the beginnings of a solid economy. Butte is becoming more than a mining community.

Mineral Reserves

Vein mining in the Butte district has followed a "ton-for-ton program". For each ton of ore which is mined, the Anaconda Company locates a ton-in-reserve. To the lowest depths yet reached, available ore supplies continue in quality and quantity. Known ore reserves in Butte are greater than the 350 million tons mined in the past 86 years making it possible to predict, conservatively, 30 to 50 hears of continued mineral activity. 7:14

## TRADE AREA

Don's Office Machine Company serves Deer Lodge, Jefferson, Powell, Beaverhead, Granite, and Gallatin Counties. Although this

retail trade area is restricted by each of the office-appliance companies represented by Don's, it is becoming more important as the number of saleable items increases. People in the trade area are not directly affected by a new office machine company, except that good servicing and fast delivery originating from an efficient office (well equipped service department and ample storage for proper inventory) will undoubtedly win customers. A good salesman with organized catalogues is still the best tool.

With the much improved road system now serving the trade area, many counties might come more under Butte's influence. As road travel becomes easier and faster people may start driving into Butte to buy, and because a potential for future trade does exist, it might be well to list the affected counties and population.

| County | Miles | July 1, 1964 [1:5] Estimated population |
|---|---|---|
| Deer Lodge (Anaconda) | 23 | 18,200 |
| Jefferson (Whitehall, Boulder) | 36 | 4,500 |
| Powell (Deer Lodge) | 38 | 7,300 |
| Beaverhead (Dillon) | 65 | 7,300 |
| Granite (Philipsburg) | 53 | 2,900 |
| Gallatin (Three Forks, Bozeman) | 64 | 14,500 |
| | | 54,700 |

## BUILDING CODES

For a description of current building codes and practices, see Site Conditions.

## SITE CONDITIONS

"Despite the death-knells that peal periodically for 'downtown', there is no significant trend away from downtown for (office-appliance) dealers who want to hold onto drop-in trade. Actually, drop-in business,


COUNTY COURT HOUSE
TUNNEL
PARKING
GAS & OIL
LODGE HALL
CONC. RAMP DRIVE
STANDARD POST
AUTO DEALER
PARK'G
NEWSPAPER
AUTO SERVICE
CLINIC
MOTOR CLINIC BLDG.
W. GRANITE
LENOX HOTEL
BUTTE WATER CO.
OFF'S
PHOTO ENGRAVE
EXISTING OFFICE MACHINE
PROPOSED SITE
HAMILTON
CAFE
LAW OFFICE
BANK
W. BROADWAY
MAIN
BUTTE PUBLIC LIBRARY
DAKOTA
THE LEGGAT HOTEL
MOXOM CAFE
DISPLAY RM
FURNITURE
BANK
HOTEL
PENNEY'S
BAR
ROOMING
REST.
W. PARK
MINER'S BANK
GROCERY
AUTO SALES
REPRINTED FROM BUTTE CITY-COUNTY PLANNING BOARD STUDY
1" = 100'-0"

as a contributing factor to total dealer volume is on the rise. So also is the percent of that volume derived from (drop-in) sales to businesses and firms."[10:194]

Location

Chosen for its proximity to the existing Don's Office Machine Company and because of the unique character exhibited by uptown Butte's older buildings, the building site at Hamilton and W. Broadway streets was selected. The existing site is presently in use as a parking area for 15 cars.

The site, shown in blue on the facing page, being 38 feet by 95 feet and facing on Broadway, is positioned directly north and south. Broadway is an east-west street; Hamilton is a north-south street. Having a general slope from north to south, the site drops 10.5 feet within the 95 feet from the alley to Broadway Street. The alley is 23 feet wide.

Exact soil conditions are unknown, but Butte in general rests on a solid bedrock base of granites and quartzites.

Surrounding Buildings

Both the map on the facing page and the map on page 35 show the location of all major business generators within pedestrian distance of the proposed site. Cafes on either side will draw pedestrian traffic past the proposed site, as will the law office adjacent to the site. A person buying furniture at Christie's might decide also to purchase new office furniture across the street at Don's.

Located one block away, a 180-car parking garage is under construction. When completed it will furnish convenient parking for prospective buyers and also will create a nearby concentration point for pedestrian traffic; thereby, resulting in an increased drop-in trade.

Within two blocks of the proposed site possible clients include the Montana Power Company, City Hall, Hennessy's Department Store, Prudential Savings, County Court House, and the Anaconda Company.

Appearance of surroundings will be discussed in "Aesthetic Considerations".

Traffic and Parking

The proposed site is located on West Broadway Street which is a one-way street with traffic flowing west. A motorist driving across Broadway would see the site on his right side: Broadway Street is also the "business route" of U.S. Highways 10 (east-west) and 91 (north-south). Traffic volumes for 1965 are shown on page 36 and indicate that 6,000 cars per day pass by the proposed site location. During rush hour traffic from 4:30 PM to 5:30 PM each weekday, the traffic volume is 701 cars.[5;5] Because it is not isolated, the site supplies its own publicity.

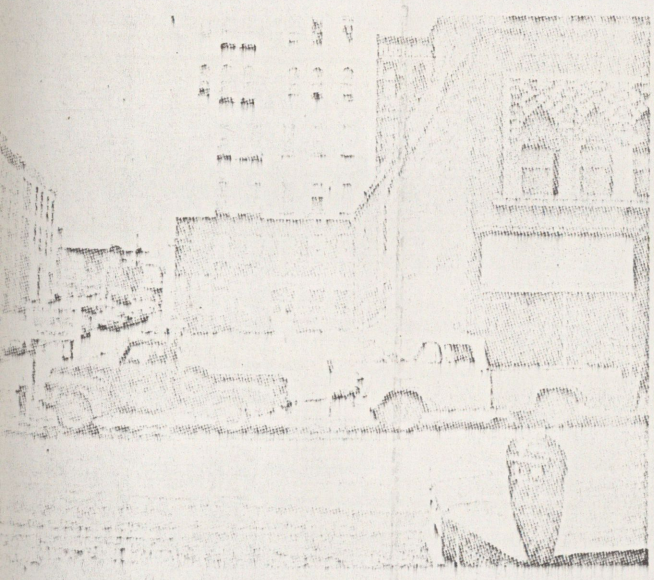
Hamilton Street is a one-way street with traffic flowing south. A motorist driving down Hamilton would see the site on his left side. Although Hamilton is only a short connector street of one block, it is a main pedestrian artery from the County Court House

and the Montana Standard to the central downtown area.

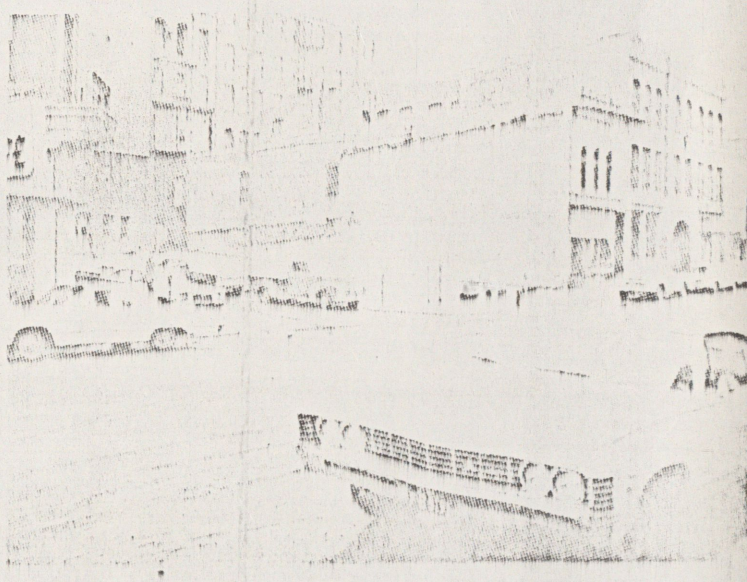
Loading and unloading of all supplies will be done in the 23-foot wide alley. Immediate exit and entrance to Hamilton Street and access through the alley to both Broadway and Granite streets creates a desirable situation for easy entrance to and from the major streets, Broadway and Granite.

Building Codes

Altough Butte Chamber of Commerce literature for industrial information lists the "adopted Butte Building Code as the Uniform Building Code 1961 Edition, the Uniform Housing Code 1961 Edition, the Western Plumbing Officials Uniform Plumbing Code 1961 Edition", Mr. Leo Belanger, City-County Planner, states that there is no city law regarding building codes. A person wishing to build in the city must obtain a permit from the city engineer before building. This permit is issued if the engineer thinks the building is safe and is reasonable, it is not issued in strict accordance with building codes. 16:0



Site--Looking North



Site--Looking Northeast




## CENTRAL BUSINESS DISTRICT
BUTTE, MONTANA

- GARAGE PARKING
- PUBLIC PARKING
- PRIVATE PARKING
- METERED CURB PARKING
- CENTRAL AREA BOUNDARY
- PROPOSED PARKING GARAGE INFLUENCE AREA
- 135 NUMBER OF PARKING SPACES

MAJOR PARKING GENERATORS
1. HENNESSY'S DEPARTMENT STORE
2. SEARS ROEBUCK & COMPANY
3. SAFEWAY GROCERY
4. METALS BANK
5. WOOLWORTH
6. MONTANA POWER
7. SKAGGS DRUG STORE
8. MINERS BANK
9. CITY HALL

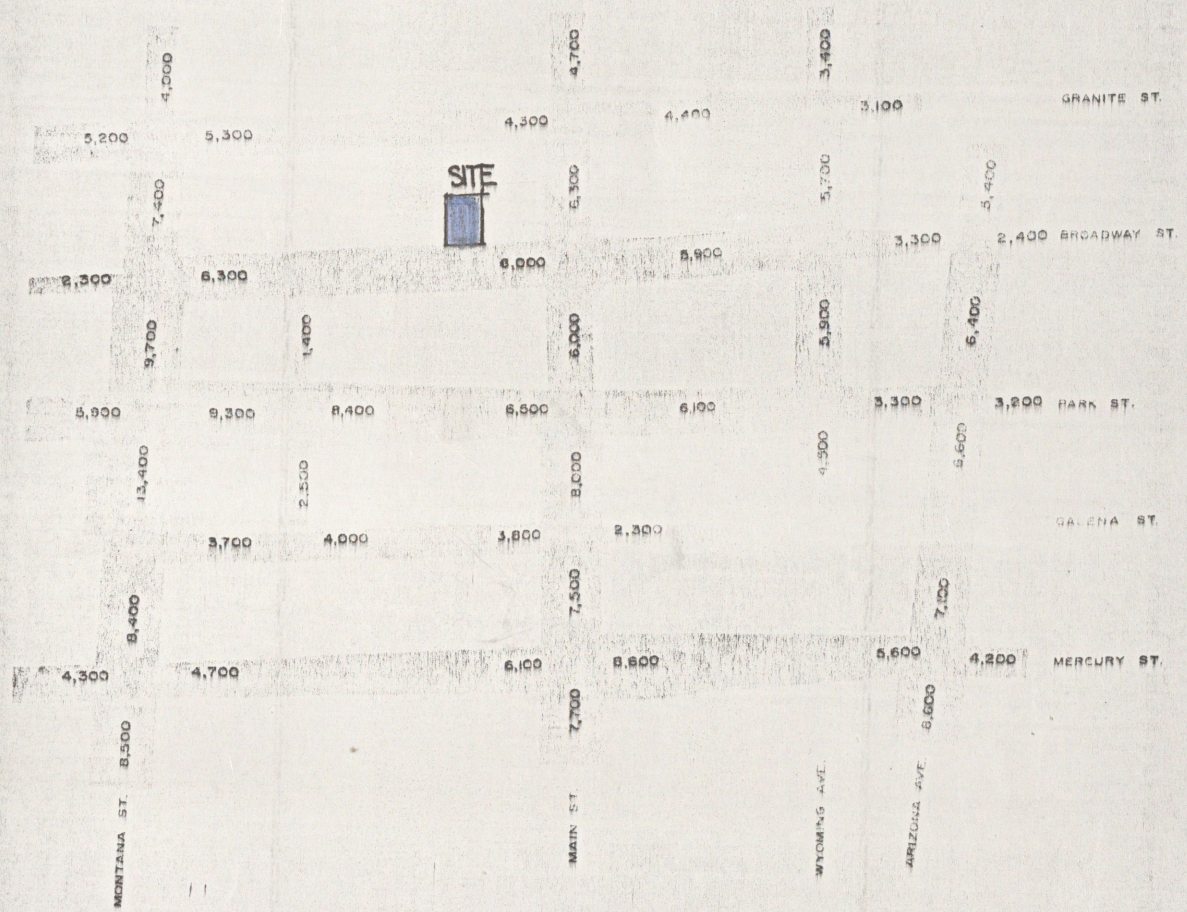
NORTH

SCALE IN FEET
0 100 200 300 400 500

CLARK, COLEMAN & RUPEIKS INC.
City & Regional Planning Consultants Seattle

SOURCE: MONTANA STATE HIGHWAY DEPARTMENT 1968

FIGURE 1




# 1965 TRAFFIC VOLUMES
## CENTRAL BUSINESS DISTRICT
## BUTTE, MONTANA

1965 ANNUAL AVERAGE DAILY TRAFFIC

CLARK, COLEMAN & RUPERT INC.
City & Regional Planning Consultants, Seattle

FIGURE 3

BASIC SOURCE: BUTTE PARKING SURVEY 1964

## FUNCTIONS TO BE HOUSED

To fully execute office-appliance sales and services, Don's Office Machine Company must consist of eight general areas: sales, service, bookkeeping-secretarial, design, storage, washroom, parking, and mechanical.

## SALES AREA

### Display

The display space is the most important portion because it is here that customers will first notice what is sold. Display of all appliances must be separated into new and used groups. Used furniture need not be prominently exhibited within immediate

customer view and can be all grouped together. Used furniture need not be readily accessible by a customer and requires 500 square feet for display. New appliances, however, should be immediately accessible both physically and visually, organized either as separate groupings or as hypothetical office environments. New appliances to be displayed are office furnishings, dictating machines and taperecorders, duplicating and copy machines, stationery supplies, cash registers, data processing machines (possibly including computers), and typewriters.

Office furnishings are the largest of the items sold and include sales franchises for 10 steel-desk companies and 20 wood-desk companies. As only a few of these companies' desks are sold regularly, it is necessary to display only some although up to ten desks would be desirable if space permits. Also included within this group of office-furnishings are carpets, drapes, chairs and sitting groups, file cabinets, and screens. These items could best be displayed as parts of hypothetical office displays and would require enough space to display three to ten carpets, one or two drapes, three to ten chairs or sitting groups, five to ten files of different types (fireproof, credenza, side, etc.) and two to ten screens. Each office display would require from 36 square feet for a secretarial arrangement to 150 square feet for a conference arrangement. Optimum area would be 608 square feet.

Dictating machines and taperecorders, duplicating and copy machines, and typewriters can be displayed within the office displays,

but also require separate areas where they can be viewed as one group. Dictating machines and taperecorders require 20 square feet, duplicating and copy machines 150 square feet, and typewriters 108 lineal feet of shelving. Calculators and adders will require an additional 20 lineal feet.

Stationery supplies such as writing paper, adder rolls, carbon paper, and tapewriters require little display space in comparison to storage space required. All "over-counter" display items require only 10 square feet, but storage of these supplies requires 50 square feet.

Cash registers will require six lineal feet of shelf space or 18 square feet of horizontal area.

Data processing, computer equipment, and special files are a specialty item usually purchased by a client who specifies exactly what is needed, but careful buying grouped with an effective designer-salesman might result in future expansion into this field. Space could be created later by eliminating simulated office spaces, but it is desirable to allow 100 square feet of floor area to alleviate crowding.

Offices

Both salesmen require a small office space. The owner's office should be a minimum of 120 square feet with seating provided for up to three clients. Also included should be a desk, credenza, typewriter, drawer storage-cabinet, telephone, and some type of

inter-office intercom.

The salesman's office should be a minimum of 80 square feet with seating provided for two clients. Included within the office space should be storage for catalogues and correspondance, a desk, a telephone, and an intercom.

## SERVICE DEPARTMENT

### Service Area

The service personnel repair all office machines sold by Don's, and although repairing equipment is only one process, this process involves separate operations which must be semi-isolated from one another. Three distinct areas are necessary, and they are a service area, a cleaning room, and a paint booth.

The service area should contain 300 square feet of floor area and provide the necessary work space for four repairmen. Separated from the cleaning room and paint booth because of fumes and dust, the service area provides for replacement of parts and adjustments to machines. Parts are stored in three sections of 4 in. by 6 in. drawers; each section being 3 ft wide, 6 ft high, and 2 ft deep. A movable intense light source should be provided at this parts-cabinet unit. Hooks on a wall area of 30 square feet would provide storage for belts, cords, and carriages. Also included with parts storage is a platen rack (typewriter-cylinder rack) with six square feet of face area.

Types of machines stored in the service area are those to be delivered, those to be rented, and those to be repaired. Delivery machines require 72 lineal feet of shelf storage, rentals 120 lineal feet, and repairs 120 lineal feet. Each shelf should be one and a half feet deep and vary in height from 1 ft-2 in. to 1 ft-6 in.

Five work benches and one 2-foot diameter turntable are required with one bench used strictly for checking in machines, either for estimates or for scheduling service repair. By having a table for this purpose, it eliminates the removal of a machine from a bench to check in a machine to estimate repairs. This bench also provides a place to keep all records necessary in the service department, so that when a machine is checked in, all proper records can be started. Catalogs will also be stored here requiring 12 lineal feet of shelf storage.

Each repairmen's work bench or work area requires a 5 ft x 3 ft working surface, one shallow drawer, three 110-volt electrical outlets, an intense light-source, a turntable, and a 24 inch long magnetized bar to hold tools. Each repairman is to have immediate access to a telephone. The 2-foot diameter turntable is used for servicing large items such copy machines and should be almost bench height.

A bulletin board and coffee area will be located in the service department providing a location where all employees can relate information to the others.

Cleaning Room

Consisting of an area where machines are cleaned by compressed air and chemicals, the cleaning room should be separate from the service area so that noise or dirt from the cleaning room does not get back into the service area. Adequate ventilation is necessary to eliminate dust and chemical odors. Contained within 160 square feet, this area is to include one baking and drying oven, a one-machine spray-wash booth, access to compressed air, a chemical agitator, two rinse tanks with drain shelves, one work table 60 in. x 30 in., and 12 lineal feet of shelf for drying or curing machines. Also a grinder, a fire extinguisher, one double-compartment sink, and a lathe should be included. Electrical outlets supplying 220 volts and 110 volts are required.

Paint Booth

The paint booth occupies 100 square feet of floor area and must permit ready access to large items such as desks and files. This area must have adequate ventilation for paint fumes and should be supplied with a fire extinguisher gun, compressed air, hooks on which to hang painted items, and a turntable. Electrical outlets supplying 220 volts and 110 volts are required.

## BOOKKEEPING-SECRETARIAL AREA

This area's main function is to record the accounts and transactions of Don's Office Machine Company, but it also must function

to handle correspondence and to receive customers when the salesmen are not present.

To function properly this space must occupy 170 square feet plus a record storage space of 20 square feet. Included within the bookkeeping area is an office cabinet, sales-card records, correspondence, billing equipment, and repair records. To function as secretary and receptionist the person in this area must also have a telephone and intercom. The office cabinet contains forms, letters, and general supplies. This cabinet should enclose shelving 2 ft high x 12 ft long x 1 1/2 ft deep, and four 2 ft wide x 4 in. high x 11/2 ft deep drawers. Billing equipment includes a copy machine, adder, typewriter, postage meter, check protector, and posting machine. Sales-card records are stored in 4 in. x 6 in. file boxes with only one current box in the bookkeeper's work area and the others in the storage area. Correspondence and current work records are stored in one 4-drawer file cabinet. Repair or work records require a removable card file 2 ft long and 1 ft high. A 2-drawer credenza unit is necessary to handle miscellaneous items such as phone books and correspondence. Documents should be stored in a fireproof safe approximately 21/2 ft x 3 ft x 5 ft.

## DESIGN AREA

Graphic office proposals are prepared in the design area for

clients who show an interest in purchasing office furniture. Presentations are a combination of cut-out photographs, hand drawn floor plans, and material samples. Many furniture companies supply floor presentation material, such as photographs, layout boards, and samples making a 4 ft x 3 ft drawing table, a storage cabinet, a T-square, an adjustable triangle, and an incadescent light source all that is necessary to complete designs. Floor area required is 60 square feet.

## STORAGE AREA

Total storage area required is 1,000 square feet with 100 square feet reserved for uncrating and mailing. Storage requires a dry, cool area that is adequately fire protected. Uncrating and mailing require an area equipped with a 12 ft x 3 ft wide bench, wrapping paper, string, tape, scale, and tools such as a knife and screwdriver. Uncrating and mailing must be located close to both the storage area and service department. Because the service area requires mailing services, it would be desirable to locate the mailing and shipping closer to the service area while the uncrating would remain closer to storage. If the service area and storage area become removed any distance from each other, it would be advantageous to include the shipping and mailing within the repair area rather than within the storage area.

## WASHROOM

Occupying 50 square feet the washroom contains one lavatory, one urinal, one water closet, a mirror, a soap dispenser, one hand cleaner dispenser, a towel dispenser, and a coat rack for eight coats.

## PARKING

Only the firm's small delivery van needs an enclosed parking stall. A 180-car parking garage one block away will furnish employee and customer parking. The van requires 200 square feet. If space is available it would be desirable to provide an additional eight spaces for employee parking and four spaces for customer parking.

## MECHANICAL AREA

The mechanical area will include a heating plant, compressor, and hot water tank. Total area will be approximately 200 square feet.

| Function | Function Breakdown Square Feet | Total Area Square Feet |
|---|---|---|
| SALES AREA | | 2796 |
| Display | 1296 | |
| Circulation | 800 | |
| Owner's Office | 120 | |
| Salesman's Office | 80 | |
| Used Furniture | 500 | |
| SERVICE DEPARTMENT | | 560 |
| Service Area | 300 | |
| Cleaning Room | 160 | |
| Paint Booth | 100 | |
| BOOKKEEPING-SECRETARIAL AREA | | 170 |
| DESIGN AREA | | 60 |
| STORAGE AREA | | 1000 |
| Storage | 900 | |
| Uncrating and Shipping | 100 | |
| WASHROOM | | 50 |
| PARKING | | 200 |
| MECHANICAL | | 200 |
| | | 5036 |

| | Display | Owner's office | Salesman's office | Used furniture | Service | Cleaning room | Paint booth | Bookkeeping | Design | Storage | Uncrating | Shipping | Washroom | Parking | Mechanical |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SALES | | | | | | | | | | | | | | | |
| Display | | 1 | 1 | 2 | 2 | | | 2 | | | | | | | |
| Owner's office | 1 | | 2 | 2 | 2 | | | 1 | | | | | 2 | | |
| Salesmans office | 1 | 2 | | 2 | 2 | | | | 1 | | | | 2 | | |
| Used furniture | | | | | 2 | 2 | 2 | | | 2 | | | | 2 | |
| SERVICE | | | | | | | | | | | | | | | |
| Service | 3 | 2 | 2 | 2 | | 1 | 1 | 2 | | 2 | 2 | 1 | 2 | 1 | 2 |
| Cleaning room | 4 | | | 2 | 1 | | 1 | | | | | | | | |
| Paint booth | 2 | | | 2 | 1 | 1 | | | | | | | | 2 | |
| BOOKKEEPING | 3 | 1 | 2 | | 2 | | | | | | | | 2 | | |
| DESIGN | 2 | | 1 | | | | | | | | | 2 | | | |
| STORAGE | | | | | | | | | | | | | | | |
| Storage | 2 | 2 | 2 | 2 | 2 | | | | | | 1 | 2 | | | |
| Uncrating | 2 | | | | 2 | | | | | 1 | | 2 | | | |
| Shipping | | 2 | | | 1 | | | | 2 | | | | | | |
| WASHROOM | | 2 | 2 | | 2 | | | 2 | | | | | | | |
| PARKING | 2 | | | 2 | 1 | | | | | 1 | | 1 | | | |
| MECHANICAL | | | | | 2 | | | | | | | | | | |
| * CUSTOMER | 1 | 1 | 1 | 2 | 2 | | | | 2 | | | | | | |

1 Direct Relationship

2 Indirect Relationship

3 Direct Visual Relationship

4 Direct Audio Relationship

## AESTHETIC CONSIDERATIONS

How's she goin'?

Good an' you? Where ya bin these days?

Mostly down the 2900 of the Con. Got a contract on a good stope but have been doin' some motorin' and breakin' on the grizzlies.

You know Mike O'Leary don't 'cha. The other night when he was workin' at the Stewart the skippy got.....

Butte people have both a unique language and unique mores. Attitudes and language are derived from the days of boom-town mining, ardent segregationist attitudes, and extreme liberalism. Much of the language and most of the liberalism is due to the miner's influence. To a miner it is only natural to talk shop and vote liberal. In old Butte the Italians (wops) hated the English ("cousin jacks") who in turn fought the Irish, and no one liked the Finnish ("Fins") or Yugoslavs ("Bohunks"). Segregation was at its height in Butte with each social group having its own area--Dublin Gulch, Fin Town, etc. In old Butte when a bar was opened the key was thrown away. Even now with a liqour control board regulating the allowable times within which a bar must operate, Butte almost maintains the old tradition. During summer months they open on Daylight Saving Time and close on Mountain Standard Time, and often, rather than close they merely turn off their lights and allow patrons to continue. Voting Democrat, disregarding the American "social ladder", valuing a true friendship, allowing prostitution to thrive one block from Butte's center, going to church daily, disliking pompous extravagance--these are all Butte.

In an article entitled "Next Step: Foreign Aid", the February 27,1965 issue of the Montana Standard newspaper reported the following:

"The Montana Senate introduced an unofficial resolution Friday

to cede to the federal government the counties of Silver Bow (Butte) and Deer Lodge (Anaconda) and call this area Butaconda.

The resolution said, 'It is patently obvious to the most casual observer that Montana has exerted only nominal jurisdiction over this territory since statehood.'

Introduced by four senators, the resolution went on to refer to odd dialects and customs found in the area.

In the House, one member referred to Silver Bow and Deer Lodge counties as 'the only island surrounded by land.'"

Liberalism and a unique language persist, but dislike for foreign ethnic groups has changed to a strict loyalty to any "Butte guy". Although Butte is not made up entirely of people who vote liberal, have odd dialects and feel an intense loyalty to Butte, they do influence the majority.

Not bad! Watch wording. Next is.

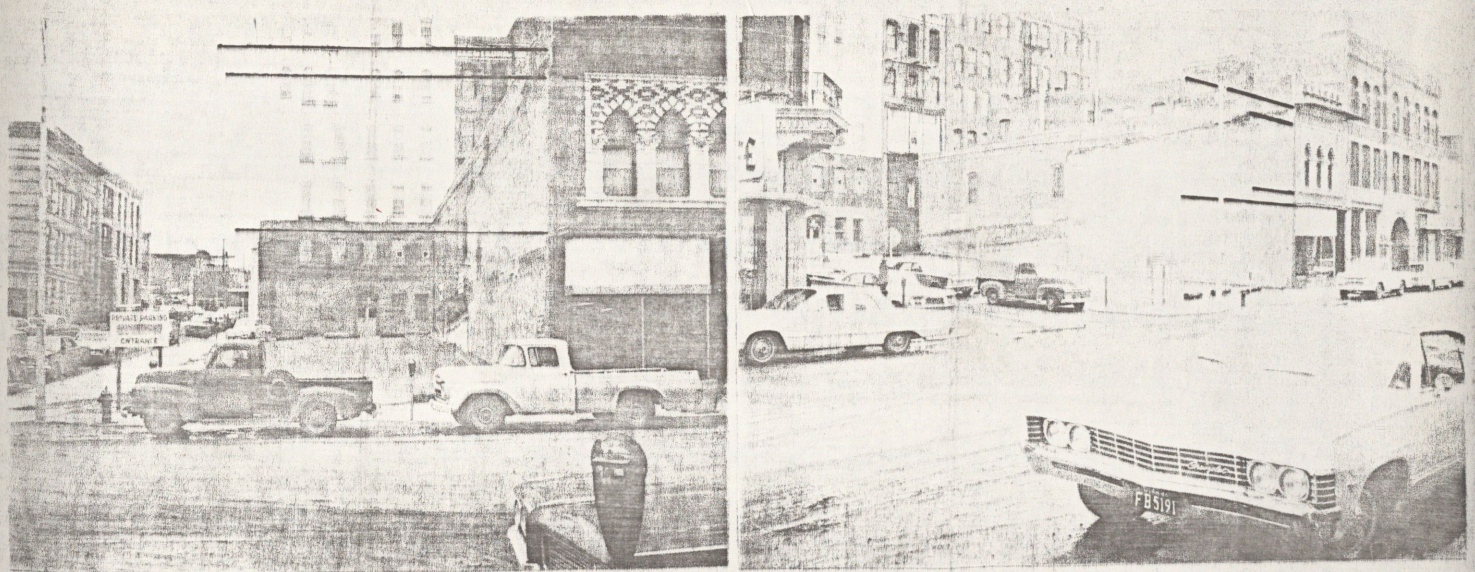
The major consideration in regard to Don's Office Machine Company is that the people almost fear a place that is "too nice". This is recognized by all business men, for example lawyers do not furnish their offices in an expensive manner because Butte clients would be averse to such an environment. Butte people don't dislike nice things, they just feel out of place in an expensive atmosphere and will avoid such places. Although most sales are to businessmen who would appreciate auspicious surroundings, they must deal with the general public and, therefore, must keep their furnishing styles relatively simple. The general character of Don's Office Machine Company, therefore, must convey a feeling of quality but without a feeling of extravagance.

EXTERIOR

Although it is not desirable to duplicate the Victorian-influenced

BUILDINGS WHICH SURROUND THE SITE, IT IS BEST TO DESIGN AN EXTERIOR which does complement rather than contrast radically with the surroundings. One block east of the proposed site is a newly constructed Prudential Savings Bank having a facade of 30-foot high white pre-cast concrete and dark glass panels. It is well designed but with no regard for Butte's existing character and although the building was designed by a nationally known architect (William Pierrara), it is not rated highly by the people of Butte.

Adjacent buildings are of the most importance. A furniture store across Broadway Street is a concrete structure with the majority of the facade glass. Across Hamilton Street is a large red brick structure with the first floor made over into a cafe having a "contemporary" store front of light colored brick and orange wood. Behind the proposed site is a multi-store building which has been stuccoed and painted white. Directly adjacent to the site is a two-story brick structure. The first-floor facade is mostly glass; the second-story facade is red brick, and light green tile.



Major Lines Influencing Facade Design

A facade for the proposed building should relate to important lines of the adjacent buildings. As shown in the above photographs, building forms of adjacent buildings create lines of importance at the window-heads, the top of the tile work, and the overhang just below the parapet. These lines will be most important to relate the proposed building facade to.

The facade should provide a maximum of viewing into the display area within the building, must not be extravagant, and should reflect a feeling of permanence out of respect for a heavy, permanent feeling of surrounding buildings. The exterior should be of a dark material so that dust does not make the building look constantly dirty. The city of Butte uses sand on its streets during the winter and dust becomes a major problem in the spring. A light-colored facade would require yearly washing.

## INTERIOR

### Sales Area

A showroom is an excellent asset to an office machine dealer and should be a place where salesmen are proud to bring their clients. Because many types of furniture and office machines are built with design as a major consideration, the display area should consist of relatively plain homogeneous materials which will allow the office appliances to stand out. Colors used in the display should be neutral, thereby eliminating possible color disharmony between office

products and building color. The sales area should remain one large area allowing easy change from small simulated offices to large displays of entire seating groups. A durable floor material permitting easy furniture movement is desirable. Individual areas could be suggested by a change in floor material, such as tile to carpet. Level of illumination should be high with spot lighting access for any desired individual area. Sunlight on cloth materials should be eliminated, as it will cause them to fade. Salesmen's offices should be completely visible from the display area exhibiting good examples of an efficient working "total office". The entire sales area, therefore, should be simple, allowing furniture to be noticed,

Service Department

Of major concern in this area is efficiency resulting in proper workmanship with speed. This should be accomplished by providing each man with a comfortable work space including proper temperature, an intense light source, and adequate tool storage. Appearance of this area is not critical, however, a neat shop is efficient.

Remaining Areas

Proper planning of functions will enable all other areas to operate properly. For example, proper layout of the bookkeeping-secretarial area will create a desirable working climate, Olivetti-Underwood and Steelcase will supply the aesthetics.

## ECONOMICS

### Investment Tax Credit

Congressional action to suspend the 7% tax credit that business may take on new equipment purchases and building projects will run to December 31,1967. The governments anti-inflationary measure does, however, exempt the first 15% of any new investment--a provision designed to protect and promote small business.[9:24]

### Cost Calculation

Marshall and Stevens Publication Company's Marshall Valuation Service was used to compute total building cost. The calculator method of section 13 was was used to compute basic square foot cost of the proposed structure with a lump sum addition of

of a freight elevator (section 58).

Considered as a retail store, the building is designed for retail sales and display, with a display or decorative front. Both one and two-story buildings are included. Retail store classification also includes "secondary department stores", with limited merchandise lines.

Cost per square foot is to be taken as $15.00 because the building requirements fall between class "C" excellent retail stores ($16.56 per square foot) and class "C" good retail stores ($13.01 per square foot). Class "C" buildings have masonry or concrete exterior walls, and wood or steel roof and floor structures. Requirements causing cost to fall between good and excellent are: exterior walls of face brick and metal; good displays; interior with best plaster, paneling, terrazzo, and carpet; special lighting effects and good fixtures; and heat considered as Package A.C. Furniture purchase is unnecessary as all equipment comes from inventory.

| | | |
|---|---|---|
| STRUCTURE-- | 4036 square feet @ $15.00 | $60,500 |
| | Basement--1000 square feet @ $ 4.71 | 4,710 |
| | Total | $65,210 |
| | Perimeter Multiplier--1.200 Corrected | $78,000 |

ELEVATOR--Specifications are: small retail store, three stories (including basement), one freight elevator, 50 feet per minute, AC Rheostatic Control, 3,000 pound capacity, simple automatic control, and two manually-operated doors.

| | | |
|---|---|---|
| Cost Per Shaft | | $ 7,000 |
| Simple Automatic Control | | 500 |
| Three Stops @ $1300.00 | | 3,900 |
| | Total | $11,400 |

TOTAL BUILDING COST: $78,000+$11,400= $89,400.00

Building life expectancy is 55 years. The building would cost $135 per month over 55 years. This does not include interest on a loan.

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