



The Kentucky Architect

NOVEMBER, 1963

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CONVENTION ISSUE

Kentucky Society of Architects

Indiana Society of Architects

East Central Region, A.I.A.

LCP JOINS FORCES

A new corporation, namely PRECOA, has been formed from the Lite-Cast Products Company on Grade Lane. This step was taken in a joint effort to cope with rising new demands in the precast concrete business.

After ten successful years of manufacturing precast beams, lite weight roofing slabs and roofing members; and initiating a company policy change, Lite Cast decided to expand the business in an area not originally considered. The expansion was to manufacture exposed aggregate precast panels on a small scale just as "fill in" work between production schedules. However, this "fill in" work blossomed to such heights in so little time that production facilities proved totally inadequate. By this time the demand for precast panels and curtain wall was so great that Lite Cast was compelled to either drop the new production or split the company as the present plant was not suitable. Also, the precast panel industry requires a complete change in production method along with other certain requisites, and this too could not be handled in the small plant.

In starting the new corporation, every effort is being made to produce nothing but the finest in precast concrete panels. Total emphasis will be directed to the manufacturing of such products.

Lite-Cast, however, will continue producing channel slabs, Double "T's", beams, columns and other closely related products at their Grade Lane location.



FOR PRECAST STRUCTURAL UNITS

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Local Group Creates Precast Concrete Company

The management of the newly formed corporation, PRECOA, located at 2505 South Fourth Street in Louisville, takes pride in announcing the addition of a new precast concrete panel company. Stemming from the Lite-Cast Double "T" company on Grade Lane, PRECOA'S primary function is that of manufacturing precast concrete panels.

The name PRECOA generates from the company's full name, "Precast Concrete of America". Henceforth, PRECOA will be the corporate name.

The step taken by PRECOA to form the new corporation was a necessity if the company was going to continue manufacturing precast concrete panels. Rising demands for precast panels, linked with a shortage of space, seriously effected the production schedules. Approximately 1,000 square feet of precast panel was maximum production per day. PRECOA can and will be properly equipped to produce up to 10,000 square feet per day when production warrants this requirement.

The precast concrete panel industry has caught on like no other transition in the history of the construction business. It no longer is considered a side-line business. It has developed to the level where-by to manufacture exquisite precast panels, highly technical personnel working for specialized precast concrete companies must pool all knowledge and effort to obtain the required results.

The values of the precast panel business have greatly in-

creased over the period of a few short years. It now holds and maintains its own station and identification in the construction field. The business can be a year around proposition under proper conditions. PRECOA'S system will be one of the finest found anywhere. It is housed in a large, seven acre, enclosed building maintained with constant temperatures. Under these perfect manufacturing conditions many problems will be eliminated, and ideal situations created.

Emerging from Lite Cast, the pilot plant, is a solid core of personnel with many years of experience in all phases of the business.

Because of the limited, and in many cases, unavailable details pertaining to the manufacturing of precast panels, PRECOA has continued the extensive research program set forth by the older company. The PRECOA research laboratory works continuously, probing for new ways, new means, and new formulas that lead to the perfection of these products. So far as it is known, PRECOA is the only precast concrete company in the area that exclusively manufactures precast panels in connection with its research program.

It is PRECOA'S ultimate desire to produce the finest precast concrete panels in existence. With all respect to the construction field and to others connected with it, PRECOA will be proud to satisfy the needs and purposes of those involved.

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THE KENTUCKY ARCHITECT . . . publishes significant expressions of the use and the control of space.

Board of Examiners

Several members of the state board attended the meeting of the Western Council of N.C.A.R.B. in Las Vegas, Nevada, September 20th and 21st. The state board representatives of the central area will meet in Cincinnati, Ohio in January to consider a regional structure for this area. Among the advantages of such a structure would be expedition of reciprocal licensing and establishment of uniform examinations and grading procedures.


Exams Scheduled

Written examinations for registration will be held by the state board of examiners January 6 thru 9, 1964, in the Reynolds Building, University of Kentucky, Lexington.

Recent Registrants

The following architects have been registered in Kentucky since July 1, 1963: Richard Wm. Braun, Louisville, Ky., Louisville H. Haglund, Memphis, Tenn., Arthur Russell Jablonsky, Poplar Bluff, Mo., Edward D. James, Indianapolis, Ind., Arthur A. Schlott, Jr., Louisville, Ky., Randall Nile Yearwood, Nashville, Tenn., and Joseph H. Young, Salt Lake City, Utah.

ABOUT THE COVER: Miss Margie Connell of the French Lick-Sheraton Hotel Dress Shop did a "strip" as her clothes and accessories were given away as door prizes to wives attending the East Central Region A.I.A. Convention.



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VIGNETTE:

HERB GREENE

New associate professor of the Department of Architecture, University of Kentucky, is Herbert Greene, former associate professor at the University of Oklahoma, Norman, Oklahoma. He teaches design in the second year and materials and methods of construction.

Formerly an associate of Joseph Krakower, Architect, Houston, Texas, Mr. Greene has worked for a number of Houston architectural firms. He received his B. Arch. degree from the University of Oklahoma in 1952 and was recipient of the first prize in the Indiana Limestone Competition in 1951, a student competition in architecture at the U. of O.

Also an artist, Mr. Greene's paintings, montages and architectural drawings have appeared in a number of exhibits and one-man shows. These include one-man shows in January, 1960 at the U. of O. Art Museum and May thru June, 1961 at the Oklahoma City Art Museum, and exhibits at the Arizona State University in December, 1961 and Kansas State University in December, 1962.

Among his many publications are: Abstract composition towards architecture, *Bauwelt*, Jan. 27, 1958, Berlin, Germany; Design for a negro bank, *Sepia Magazine*, July, 1953; Houston, Texas; Article on the Greene House, *Sooner Magazine*, Fall, 1961, Norman, Oklahoma; *Architectural Design*, May, 1957, London, England; *Life Magazine* (3 pages in color), November, 1962; *Progressive Architecture*, April and May, 1962; *L'Architecture Aujourd'hui*, June, 1962; *Bauwelt*, December, 1962; *L'Architectura*, October, 1962.

Mr. and Mrs. Greene, the former Mary Morrison, have a son and daughter, five-year-old Tom and three-and-a-half year old Lauren.

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SECOND CONCRETE CONFERENCE SET FOR LEXINGTON DECEMBER 6-7

The second annual concrete conference at the University of Kentucky, Lexington, will be held December 6. Registration will be 8 to 9 a.m., at Carnahan House Conference Center. After welcome and opening remarks by R. E. Shaver, dean, College of Engineering, U. of K., the first session will be opened by Calvin G. Grayson, president, Kentucky section, American Society of Civil Engineers.

The first morning session will include three subjects. Precast architectural concrete will be discussed by T. W. Hunt, decorative concrete specialist of the Portland Cement Association Structural Bureau, Chicago. Carl Roesser, Wisconsin structural engineer for PCA, will speak on "The Precast and Prestressing Industry in Europe, Illustrated." Winter concreting will be the topic of A. F. Campbell, district structural engineer for P.C.A. in Kentucky. A discussion period will follow Campbell's talk. Lunch will be at 12:30, preceded by a welcome from Dr. A. D. Albright, executive vice-president of U. of K.

The afternoon session will be devoted to concrete specifications for buildings. Ralph E. Wehr, president of the Louisville chapter of Associated General Contractors, will preside.

H. Griffith Edwards of Edwards and Portman, Architects, Atlanta, will discuss "The Architect, the Engineer and Specifications." Edwards is an associate professor at Georgia Tech, his alma mater. He is past president and regional director of the Atlanta chapter of the

Construction Specifications Institute and was advanced to a Fellow by C.S.I. in 1961. Edwards authored the college textbook, "Specifications." His firm designed and built the Atlanta Merchandise Mart.

"The Contractor and Specifications" will be the subject of Frank H. Beinhauer, vice president, J. L. Simmons Co., Inc., Decatur, Illinois. Frank D. Whitney will speak on "The Concrete Supplier and Specifications." Whitney is superintendent of Concrete Plants, American Builders Supply Company, Louisville.

A social hour and buffet dinner will be held at the Phoenix Hotel Friday night. Principal speaker will be O'Neill Ford, A.I.A., of O'Neill Ford and Associates, San Antonio, Texas. A. B. McCulloch, A.I.A., Louisville, president of the Kentucky Society of Architects, will preside.

An internationally known architect, Ford has worked with Felix Candela of Mexico. He is a visiting architectural lecturer at schools in the United States and abroad and has worked extensively with tilt-up, thin shell and space frame concepts. His designs include the Texas Instrument Company building, and the Trinity College lift slab concrete building, one of the nation's best-known lift slab projects.

Ultimate design for reinforced concrete buildings will be the subject of Hans Gesund, associate professor, Department of Civil Engineering, U. of K., at the Saturday morning session. A. S. Montague, field engineer supervisor, PCA,

Columbus, Ohio, will talk on the design and construction of parking areas and sidewalks. "Concrete for Marinas" will be the topic of E. P. Sellner, FASCE, Manager, Water Resources Bureau, PCA, Chicago.

Following the Saturday luncheon, J. F. Noffsinger, associate professor, Department of Architecture, U. of K., will present an illustrated talk on significant concrete structures in the United States.

The conference is sponsored by the University of Kentucky Extended Programs, Department of Architecture and the Department of Civil Engineering in cooperation with the American Institute of Architects, American Society of Civil Engineers, Associated General Contractors, Kentucky Association of Consulting Engineers, Kentucky Ready Mix Concrete Association, Portland Cement Association, U. of K. Student Chapter A.I.A. and U. of K. Student Chapter A.S.C.E.

FACULTY MEMBERS ATTEND OHIO MEETING

Four members of the U. of K. Department of Architecture, attended the regional meeting of the Association of Collegiate Schools of Architecture at Kent State University, Kent, Ohio, October 10th thru 12th. They were Milton D. Thompson, Sheldon F. Feinstein, Clyde R. Carpenter and John L. Taylor. The President of the Kentucky Student Chapter A.I.A. Nathan Nunley and Mark Steele, student in the department, attended as representatives of the Student Chapter.

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VISITING LECTURER DUE NOVEMBER 8 DEPARTMENT OF ARCHITECTURE, U. of K.

First of the visiting lecturer series for the 1963-64 season at the University of Kentucky Department of Architecture will be November 8 at 2 p.m. Romaldo Giurgola of Mitchell & Giurgola, Architects, Philadelphia, Pennsylvania will speak. The scene will be the Lecture Room, Reynolds Building.

Mr. Giurgola holds a B. Arch. degree from the University of Rome (1948), an M. Arch. from Columbia University (1951) and the Ordine deglie Architetti, Roma. He was in private practice in Rome from 1948 to 1953. Presently he is an Asso-

ciate Professor of architecture at the University of Pennsylvania and a Consultant for urban design to the Philadelphia City Planning Commission. He and his firm have done the Wright Brothers Memorial Building, Kitty Hawk, North Carolina, for the National Park Service and the American College Life Underwriters Building, Bryn Mawr, Pennsylvania. The firm is also a recipient of an Honorable Mention in the 1961 Roosevelt Memorial Competition in Washington, D. C.

All architects are invited to hear Mr. Giurgola.

EAST KENTUCKY CHAPTER MEETING

A business meeting of the East Kentucky Chapter A.I.A. was held at the Imperial House, Lexington, in September. Revised by-laws for the Chapter were adopted. A report of the Kentucky Society of Architects Committee on the Fee Schedule was made and copies distributed to all members of the Chapter.

AWARD DINNER

Scholarship and award students in the Department of Architecture, University of Kentucky, were honored with a dinner October 22nd, in the Small Ballroom, U. of K. Student Center.

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THE VALUE OF AN ARCHITECT

Reasons for Engaging an Architect

By engaging an architect anyone contemplating building assures himself of *good building, economy, and an efficient building operation.*

I GOOD BUILDING means sound planning for convenience and comfort to meet the special desires and specific working and living needs of the architect's client, the Owner; distinctive design; safe construction; and well selected equipment for the occupants' health and comfort. The architect also secures the necessary approval of zoning authorities and building officials.

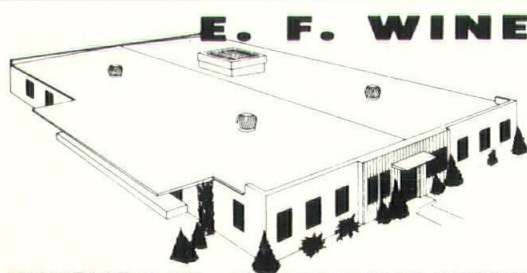
II ECONOMY results from skilled planning of the building and of the building operation, and wise selection of materials and appliances. An architect is guided by his client's budget, and he may also advise concerning financing.

III AN EFFICIENT BUILDING OPERATION is possible only with carefully prepared drawings, specifications, and contracts; and *competent and unbiased* general administration of the construction. An architect also advises regarding the selection of contractors, prepares their contracts, and guards his client against losses resulting from lien laws and other causes.

IV TO ACCOMPLISH THESE OBJECTIVES, an architect must have had years of education, and intensive training and experience in his highly specialized profession. He frequently uses the services of specialists in structural design, heating, air conditioning, sanitary engineering, lighting, acoustics, interior design, landscape architecture, etc.; collaborating in their decisions, and coordinating their work.

V THE ARCHITECT IS HIS CLIENT'S PROFESSIONAL ADVISER and agent, from start to finish of a building operation. He may be prepared by special arrangement, to accept any reasonable degree of responsibility his client may wish to delegate. In any case, the architect sees to it that his client gets what he pays for. In brief, the architect represents the client's (and only the client's) interests. He has no commercial interest in any particular form of construction, or appliances.

VI PAYMENTS FOR ARCHITECTURAL SERVICES are only a small fraction of the total cost of a building. An architect may save for his client a sum much larger than his total compensation; even more often his contribution to the work enhances the value many times more than the amount of his charges. Architectural service does not cost — it pays.



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CONSULTING ENGINEERS MEET

The Kentucky Association of Consulting Engineers held their quarterly meeting at the Imperial House Motel in Lexington, Kentucky on the 29th of October.

At 10:30 a.m. there was a meeting of the officers and the board of directors. At 12:15 a luncheon meeting was held with twenty-five attending as special guests. Dave Pritchitt, commissioner of finance and Charles P. Graves, head of the School of Architecture at the University of Kentucky presented a review of progress of the Department of Architecture since it started.

The next meeting will be held on January 28 in Louisville at which there will be an election of officers.

DODGE PLAN ROOM

F. W. Dodge Corporation opened its Dodge Plan Room in Lexington August 5th and, according to Reporter-Officer Manager Jerry L. Werner, is being increasingly used by architects, contractors and suppliers.

Located at 700 West High Street, the Plan Room features eight individual plan tables with Sweet's Catalogs and a Special Inquiry Service handy. Architects are urged to file their plans with the Lexington office.



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Aesthetic Responsibility

A report on the Annual Convention of the Kentucky Society of Architects
and the First Triennial Convention of the East Central Region, A.I.A.,

French Lick, Indiana, October 18-19, 1963

K.S.A. CONVENTION

October 18, 1963

The annual meeting of the Kentucky Society of Architects was called to order at 2:30 p.m., October 18 by President A. B. McCulloch, A.I.A., Louisville. The scene was the East Room, French Lick-Sheraton, where the East Central Region, A.I.A. held its first triennial convention the following day. Simultaneously the Indiana Society of Architects met in the West Room.

Following the reading of the minutes of the last K.S.A. board of directors meeting by Secretary A. Bailey Ryan, A.I.A., Louisville, new business was transacted.

Discussions:

1. The new minimum recommended fee was discussed. No action was taken since the presentation was not in final form.

2. The State Registration Board will propose legislation to the 1964 General Assembly to bring the engineers and architects registration laws closer together.

3. A. B. McCulloch, A.I.A., Louisville, brought up the new State Swimming Pool Code and pointed out some of its discrepancies.

4. Norman Chrisman, A.I.A., Lexington, proposed that legislation be instigated to provide for public hearings on all new codes and that all registered architects and engineers be notified when a new code is put into effect.

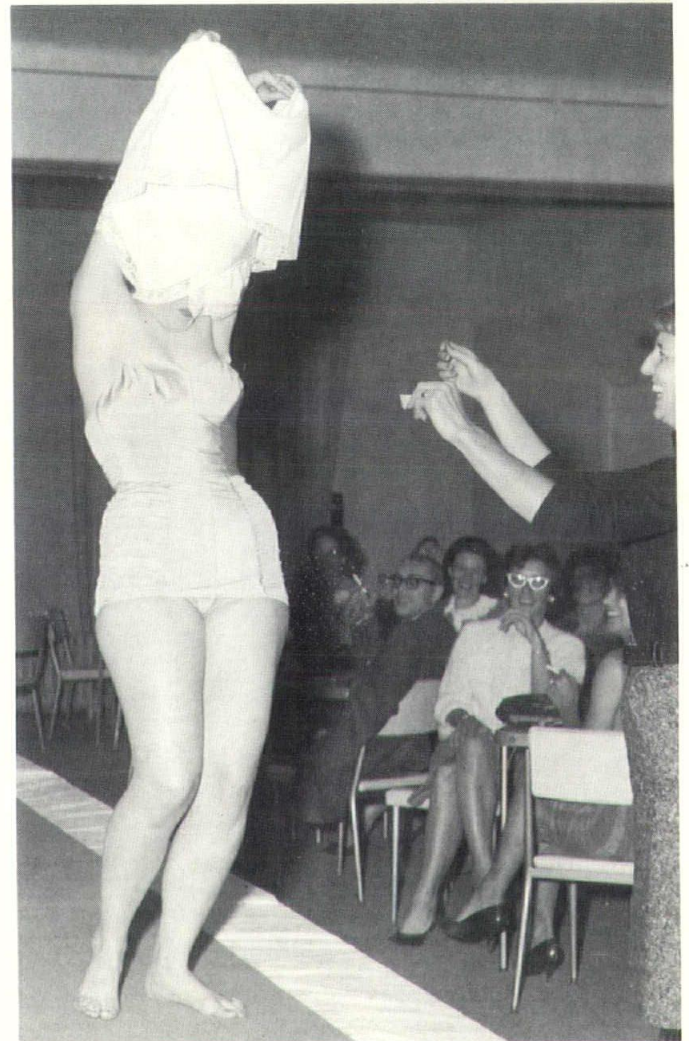
5. A State agency was proposed to act in a similar manner to the Indiana Building Council. Professor Charles P. Graves, A.I.A., Lexington, made the motion to appoint the officers of the Kentucky Society of Architects to study the possibility and make recommendations on the establishment of such a State agency.

Announcements

1. Professor Graves, A.I.A., informed the convention that the Commonwealth's Attorney General has filed suit in Franklin County Court against certain individuals in the Louisville area who appear to be engaged in the practice of architecture without proper registration.

2. Announcement was made that the National Council of Architectural Registration Boards is forming regions to speed up the processing of Application for Registration Examinations and Reciprocal Registration.

3. The Honors Award Banquet will be held at the Frankfort Country Club in January.



Mrs. A. B. Ryan collects a slip as door prize in "Strip Show." The Indiana Women's Architectural League acted as hostesses during the Convention. The Kentucky wives were invited to attend the League meeting Saturday morning and toured the hotel and grounds later. A Saturday afternoon card party was climaxed by a strip-for-door-prizes show. Miss Margie Connell (see cover) "stripped" as her clothes and accessories were given away.

Triennial Convention, East Central Region, A.I.A.

PRE-CONVENTION BANQUET: "The Personal Consequences of Architecture" October 18, 1963

JIM LUCAS, speaker. Public Relations Director Herman Miller, Inc., Zeeland, Michigan. Guest lecturer at numerous schools of architecture throughout the country and speaker at several A.I.A. state and regional conventions.

"In thinking about an architectural problem we generally concentrate on two considerations: 1. The nature of the problem at hand and the basic plan which will solve it best. 2. The aesthetics of configuration of the building or buildings. How people relate to the spaces you create for them to live and work in, I call this third consideration 'The Personal Consequences of Architecture.'

"All architecture influences the way people act toward one another, the friends they make, and plays an important role in man's psychological and physical well-being. The interaction which results from people living and working together is one of the intangible values of the human environment. No building can begin to realize its ultimate value until it is lived in and used by people.

"Speculation about what will happen after the client moves into his new building, the after effects of the consequences of an architectural project, is an important part of the design activity. By carefully considering how people will, in fact, actually use the building and how they will interact with one another in its spaces, the conscientious architect is assured that whatever he designs will relate to people in a meaningful way."

Mr. Lucas's hour-long address was illustrated with two short art films and further explored the questions "What is the structure of social encounters and how is this structure affected by the design of buildings?" and "Is it possible to plan a building so as to encourage intellectual interaction among the people who work in it?"



At the awards Luncheon October 18, the Kentucky Society of Architects awarded the 1963 Certificate of Appreciation for "Outstanding service toward creating an atmosphere in which good architectural design was possible" to Mr. Dave Pritchett, Acting Commissioner of Finance, Commonwealth of Kentucky.

CONVENTION: Conference on Aesthetic Responsibility October 19, 1963

Purpose

This conference was conceived for the purpose of inspiring community activity to fight our country's ugliness.

We must engage in this struggle if we are to develop culturally as well as scientifically. We are fighting immensity, the corporate mind – a total machine society, in defense of our democratic life.

We are fighting the pressure of cheapness in the midst of our greatest period of prosperity. We have never been richer and poorer at the same time. More production and consumption seems to lead to lower standards of workmanship instead of longer lasting and more beautiful products and buildings.

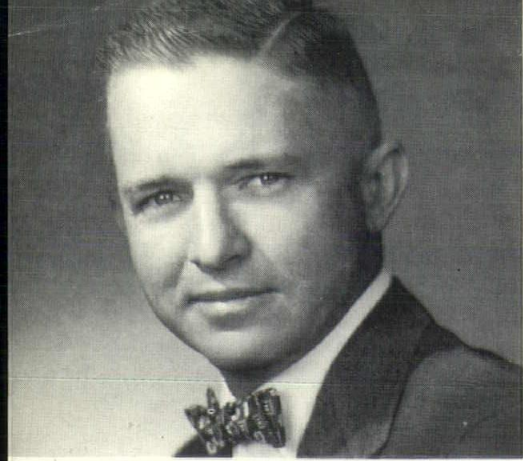
We believe that broad citizens' Committees on Aesthetic Responsibility must be established throughout the nation to arouse public awareness of aesthetics, to re-educate people to see, to bring pressure on everyone responsible for our visual environment to stop this desecration of our Country.



Joseph C. Graves, Jr., was awarded a Certificate of Appreciation for his efforts in providing good architecture.



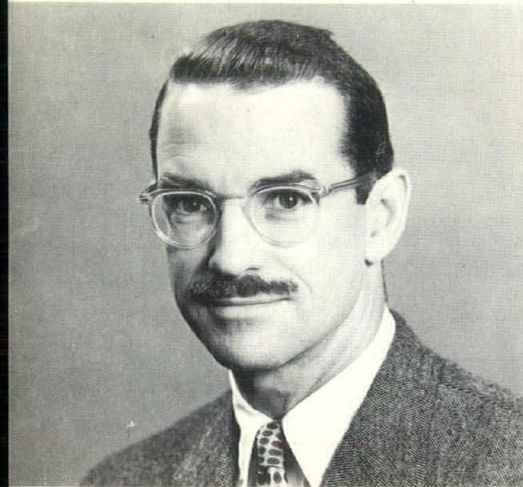
The Honorable Richard Risten, Lieutenant Governor of Indiana, welcomed the Convention to French Lick.



George F. Pierce

Moderator: George F. Pierce, Jr., F.A.I.A., President-elect, Texas Society of Architects. Partner in the firm of George Pierce-Abel B. Pierce, Houston, Texas. Principal works include the Geology and Biology Research Labs and Hammon Auditorium at Rice University, Houston; the Houston State Psychology Research and Training Institute; the University Lee Student Center at Southern Methodist University, Dallas; and the Jane Long Junior High School, Houston.

In restating the purpose of the Conference, Mr. Pierce noted that the American city is designed for the machine and not for the aesthetic experiences of people. He urged architects to arrange to meet the people really responsible for design.



Grady Clay

Panel Member: Grady Clay, Honorary A.I.A., Louisville, Kentucky. Real Estate and Building Editor, Courier-Journal; Editor, Landscape Architecture Magazine; Lecturer, specializing in the changing of man-made environment; former President and Board Chairman of the National Association of Real Estate Editors, former Visiting Lecturer in urban design at the University of Kentucky, and only journalist invited to participate in the First International Seminar on Urban Renewal at The Hague, 1958.

In discussing the newspaper's role in aesthetic responsibility, Mr. Clay said the press must assume a large responsibility for the ugliness in which we live. The newspapers mainly have the attitude that when something is built it is good because someone has invested money. It is easier to praise than to criticize. Noting that many people, from government officials to the man in the street, are responsible for the ugliness, he suggested that they should be educated to strive for beauty. "Ought" was a frequent word in Mr. Clay's comments. He said architects "ought" to be willing to announce projects early to news media. By allowing the public more time to criticize, they will learn they are partly responsible for aesthetics. "Public hearings," Mr. Clay observed, "are often a ritual to ratify a discussion that was made in private."



Joseph C. Graves

Panel Member: Joseph C. Graves, Jr., Vice President, Graves-Cox Company, clothing retailers, Lexington, Kentucky. A founder and former President of the Citizens Association for Planning, Lexington; active in the establishment of Lexington's Urban Renewal Agency, and a member of several neighborhood associations responsible for the upgrading and restoring of historic areas.

"Aesthetic responsibility is a concern for beauty, a concern for ugliness. What we really object to in the decaying part of our cities is not aesthetic ugliness nearly so much as it is social ugliness — the result of waste, greed, soft-headedness, indifference and political waste. Architects are exerting more and more leadership in their communities to encourage good design. Yet the pressure of cheapness which confronts them leads to lower standards of workmanship instead of producing longer-lasting and more beautiful products and buildings.

"We must have leadership for the cause. Political leadership. The multitude of elected officials, particularly in cities and counties, have neither the vision, intelligence, courage nor desire to lead the struggle to reduce or contain the spread of social ugliness.

"We are to blame for permitting their election, permitting them to attain positions which give them an excellent opportunity to despoil our cities and

counties. Reverse the tide of social ugliness. The duty is clear — select which of our elected city and county officials should be retained and supported in their good works . . . which ones should be retired at the next election. We must work to elect people who will work to make our community environment more beautiful."

Panel Member: Nathan Cabot Hale, Sculptor, New York City. Studied at Chouinard Art Institute of Los Angeles, Art Students' League of New York and Santa Monica City College. His one-man shows include Felix Landau Gallery, Los Angeles (1957), Washington Irving and Feingarten Galleries, Chicago (1960-61) and Feingarten Gallery, New York (1961).

"Aesthetic responsibility is a vital concern of a maturing nation. Our United States has grown large under the framework of our Constitutional system. But it has grown at the expense of any consideration for general aesthetic quality. Our aesthetic condition is a matter that affects those within our borders and those outside our land who measure and evaluate the full worth of our system. Form-producing professions today have gone away from nature. A major cause is standardization in the production of basic materials resulting in the logic that what is cheapest is best.

"Aesthetic sense is the most vulnerable of all human capacities. It is easily damaged, easily crushed, easily killed. Form-creators are conditioned from childhood to a certain kind of thinking that puts virtue into assembling Tinker-Toys and Erector-Sets, and a young man ready to enter the form-producing professions can readily adapt himself to the limited multiple-choice aesthetics of the lumber yard, steel industry and trade-union craftsmen who are backed by the type of critic, educator and press which will cloak all this in a syrup crack-pot justification. We have become one-sided, anti-life in form concepts. We have become aesthetically crippled. Re-educate the form-producing professions, the form-producers, the people and the children to the use of plant form, the animal shape and the human figure as a source of inspiration. Examine all aspects of the environmental situation for the public good."

Panel Member: Raymond E. Daly, President, Bank of Indiana, Gary, Indiana. President, Financial Data Corporation; Trustee, St. Mary Mercy Hospital; Trustee and Lecturer, St. Joseph's College (Calumet Center, East Chicago); President, Hotel Gary Corporation; Chairman, United Negro College Fund; Director of United Tractor, Inc., Incentive Capital Corporation, United Fund of Gary, Gary Chamber of Commerce, Gary Goodwill and the Gary Greater Committee of 100.

Speaking from a banker's or investor's viewpoint, Mr. Daly admitted that Gary architects had shown him the light in aesthetics. However, his pure economic training prevailed when there was any doubt. In his various business enterprises, new applicants for employment were given tests to determine how they rank various values ranging from an appreciation of wealth to an appreciation of beauty. More people were employed with an appreciation of wealth than any other.

Mr. Daly told why the Committee of 100 came into being and how they have been educating the people of Gary to fight for their community's beauty and future development. They need leadership. They must elect the public officials who are capable of recognizing and surrounding themselves with people qualified to do the job. He ended his remarks urging the architect "to get out and SELL."



Nathan Cabot Hale



Raymond E. Daly



James Allen Clark, A.I.A., Regional Director, East Central Region A.I.A., announced that Walter Scholer, Jr., A.I.A., President of the Indiana Society of Architects was elected Director of the Region and, on approval of his election at the National A.I.A. Convention in St. Louis, will take office in June of 1964.



William G. Greif

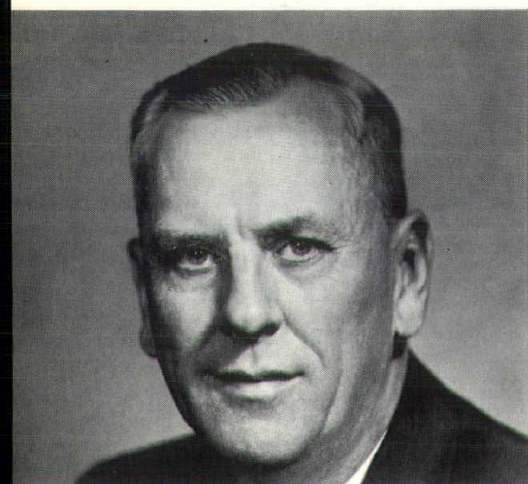
Panel Member: William G. Greif, Executive Director, Evansville Future, Inc., Evansville, Indiana. An Honor Graduate of the Notre Dame University School of Law in 1952 and former law clerk to Judge Luther M. Swygert, U. S. District Judge for the Northern District of Indiana. Member of the Indiana General Assembly House of Representatives, 1959-60.

Mr. Greif reported on the problems of Evansville and some of the solutions. Not many years ago, he noted, Evansville was an ugly town; everything was at the "bottom." Industry was not coming to town; what was there was leaving. Unemployment was 14% of the work force.

Evansville Future, Inc. Was formed by groups of the more interested people. It brought together all facets of the population (heads of government, labor, church, industry, architecture and the arts) to determine what must be done to improve their city before it became a ghost town. The organization raised money, hired professional planners, promoted the cultural arts and forced the city officials to act.

Stressing the need for the cultural arts, Mr. Greif noted that industry moving into a new site brings with it its leaders. These leaders, being above average in educational background, demand good theatres, concerts, ballet, art exhibits and other cultural media for their self-improvement and enjoyment.

While the Evansville Future, Inc. program is far from complete, new industry has been attracted to the city, he said. Unemployment has dropped to 3% of the work force and everything points to continued growth and prosperity because all the people are being educated and made aware of their aesthetic, moral and economic responsibilities.



Dr. Harold B. Gores

Panel Member: Dr. Harold B. Gores, President, Educational Facilities Laboratories, Inc., New York City. A noted educator, he has headed EFL, a non-profit corporation, since its establishment in 1958 by a 4.5 million dollar Ford Foundation appropriation. EFL's goal is to help American schools and colleges with their physical problems by encouragement of research and experimentation and the dissemination of knowledge regarding educational facilities.

Dr. Gores pointed his finger at the architect and the educator as those responsible for the ugliness in our country today, especially in our schools. He believes the educator should stay out of architecture. A portion of Dr. Gores' panel remarks, which he titled "One Brave Petunia," follows:

"My office is on the 23rd floor which, as floors go in Manhattan, isn't very high. But it's high enough to give me an unobstructed view of the biggest junkyard in America.

"To be sure the tallest buildings, along Park and Madison and Fifth, present a pleasantly metallic facade; but I am not talking about them. We who live in the valley, down 23 floors, see only their sides and never their tops, and besides, these tallest buildings, particularly at night and in February, have a certain antiseptic beauty about them. These machined mushrooms which have sprouted in the redolent heap of lesser rooftops.

"The shock comes when you look down on the shorter buildings. What you see is a collection of planned and unplanned debris, of doghouses rampant on a field of tar, of vascular systems venting to the air, and writhing on the roof in indecent exposure.

"Who cares what's on the top of the building — certainly not the man in the street. But at any moment in time there are probably more people looking down on buildings in Manhattan than are looking up at them. It is not surprising that most photographers of the cityscape take their pictures from the street

looking up the canyons, or from the air at a great and hazy distance. Close up the picture would reveal the tar-via wastelands.

"Some day somebody will care about how a low-rise building looks when it is looked down on. The ancient arrogance of designing from the street will give way to a more solid geometry, especially for those lesser buildings that live out their days in a valley.

"Some day we may look out from the 23rd floor and see a living city, an expanse of rooftop that nourishes the eye, that acknowledges that oxygen and chlorophyll belong in a city, that the grass, and flowering shrubs – high up – can soften the brassy, glassy, facelessness of bland boxes. Some day a New York City building may have to employ a gardner, probably some Scarsdalian commuter with sickle in briefcase who comes to town daily to tend the building's verdure. He will be in charge of the rooftop field, the ledges and set-backs to which cling the rambler rose or maybe a rocket of sunflowers from the 15th story, a hanging garden to which the seasons come and the birds without embarrassment.

"Who knows? – some day the Westchester suburbanite, arriving home in the evening, may tell his family that autumn came today to Seagrams and 666. And at that point he may suddenly rethink the reasons that caused him to defect to the suburbs in the first place.

"There is hope. Though the architects and owners of these elevated junkyards go on their way, oblivious to the sensibilities of those who look down on the exposed intestines of their mechanical boxes, nature is waiting in the winds. For years I have watched one of these tar-paper villages atop a 10-story neighboring building. I can report that this year from one sooty, wind-swept corner there emerged a flower. It struggled against its hostile asphalt environment and the dirty air through July and August. By September I could tell from a hundred yards away that it was a small brave petunia.

"Let the architect beware. If he doesn't care, nature does. If he doesn't contrive against the money changers to design his buildings from all angles to view, if he doesn't see to it that set-backs are generous enough to fling a landscape against the city for all, not for just the occupant to see, and bring people back to the city because it is once again humane, nature will. Some day leaves will fall again on the city street, by design or by default.

"The handwriting is on the rooftop. We must return nature to the tops and sides and the insides of our high-rise buildings."

Director-elect of the East Central Region, A.I.A., Walter Scholer, Jr., A.I.A., President of the Indiana Society of Architects, presided at the Saturday banquet. Immediate past President of I.S.A., Wayne M. Weber, A.I.A., paid tribute to the "Fellows" and their wives. Age and ill health prevented any Kentucky "Fellows" from attending. Mr. Weber read a letter from O. P. Ward, F.A.I.A., asking to be excused from this Convention. All those attending the banquet signed a card to be sent to Mr. Ward who observed his 82nd birthday October 21st. James Allen Clark, A.I.A., Regional Director, East Central Region, A.I.A., introduced the principle speaker, J. Roy Carroll, Jr., F.A.I.A., President of The American Institute of Architects.



Bergman Letzer, A.I.A., Walter Scholer, Jr., A.I.A., director-elect, East Central Region A.I.A., Grady Clay, and a representative of the Formica Corp.



Mrs. A. B. Ryan, Mr. Jack Leeth (Director of Louisville Urban Renewal Agency) and Mrs. Leeth.



CONVENTION BANQUET: "The Aims of the Institute"

October 19, 1963



J. Roy Carroll

J. ROY CARROLL, Jr., F.A.I.A., speaker. President, The American Institute of Architects. Partner in the firm of Carroll, Grisdale & Van Allen, Philadelphia, Pennsylvania. Principle works include Philadelphia International Airport Terminal; Philadelphia State Office Building; Bucks County (Pennsylvania) Court House and Office Building, and Federal Office Building No. 10, Washington, D. C.

Speaking of the Institute, Mr. Carroll said the same question is still being asked "What is the A.I.A. doing for me?" In recent years the chapter president or national director to whom the question has been put frequently responds, "What are you doing for the A.I.A.?" And more recently a third question has been added: "What are we doing through A.I.A. for our Community?"

He said, "these three questions can't be separated from one another in a genuine professional society. It is the purpose of a professional society to advance, protect, and continually inform and educate its members. It is the obligation of the member to contribute his energy and knowledge for the advancement of himself and his fellows. It is, gentlemen, the purpose of a profession to serve the community, not so that the professional may receive rewards, but to better the condition of man."

Mr. Carroll outlined the new Octagon Organization and indicated the responsibilities of each commission. He said, "The Supplementary Dues Program which is based on the ability-to-pay principle, makes it possible for the Octagon to finance new projects and activities that are necessary to advance our profession. The overriding objective of all these activities is and has been to increase the competence of the profession and its ability to cope with competition from non-professional sources; to expand the architect's practice into the field of urban design; and to bring architectural education into the space age.

"Specific accomplishments of the Institute in recent months have been many, far too many to go into here. Nonetheless, it may be of interest if I touch on just a few. Early in 1962, the New York Chapter of the Institute held a conference in New York on the theme, "Who is Responsible for Ugliness?" As a result, chapter design committees were set up both to elevate the quality of architectural design and to hold public conferences to marshal the forces of the community for the aesthetic improvement of the community.

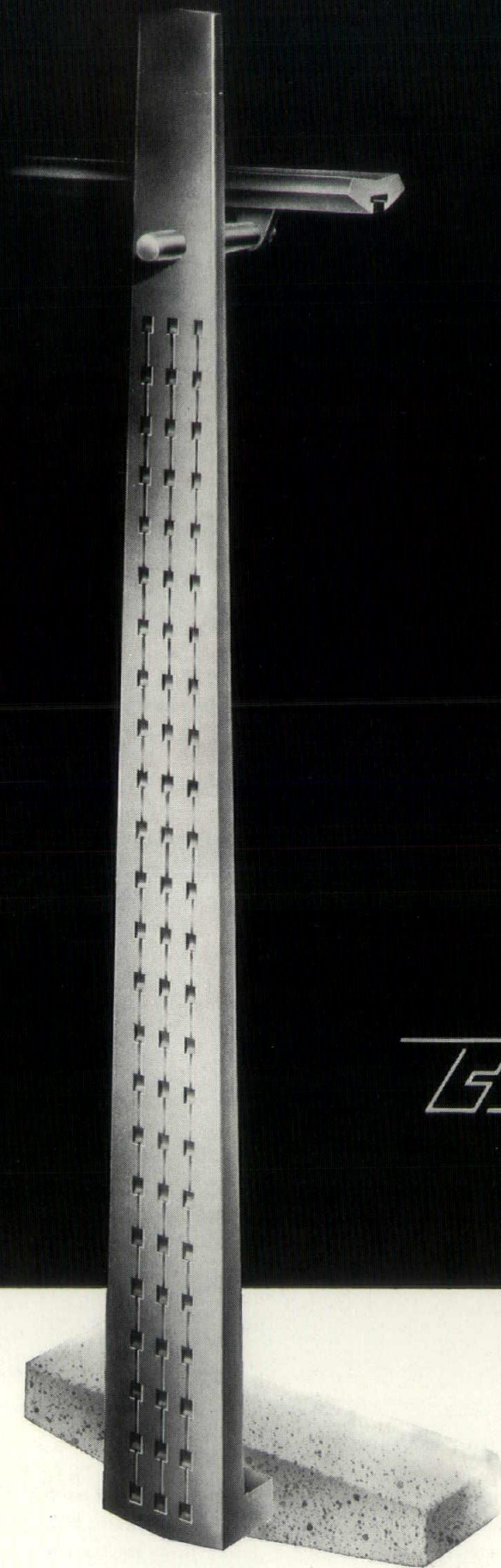
"A major development of the national public relations program was the A.I.A.'s co-sponsorship with Columbia University of a three-day seminar for newspaper reporters in the Fall of 1962. The verbatim proceedings have been distributed to every newspaper in the nation with a circulation of 25,000.

"With the advice and help of the Secondary School Principals' Association, we produced the first filmstrip on architecture and environmental design ever to be offered to the social studies teacher in the public secondary school. Every one of the 3,000 copies produced has been sent to a high school at the written request of a high school teacher.

"Another important area in which the Institute is greatly stepping up its activities is research.

"The evidence around us suggests that we are moving into an entirely new age with new technology, new and still undefined social patterns and, perhaps, new or different aesthetic standards . . . that this new society badly needs professional help in the design of better buildings, better towns, and better cities . . . that it will only get these things if architects become and remain competent to handle these problems. This will become the age of the architect only if the architect assumes leadership in his profession and in his community."





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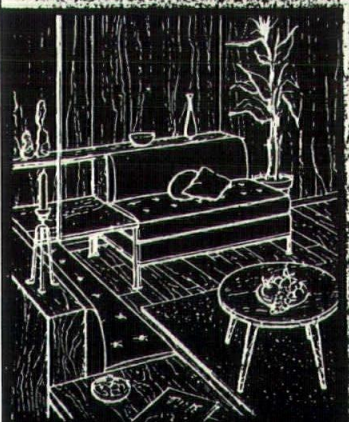
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STUDENT CHAPTER ACTIVITIES - U. of K.

The University of Kentucky Student Chapter A.I.A. held its first meeting of the academic year on September 6. The faculty of the Department of Architecture was introduced to the entire student body and purposes of the Student Chapter explained.

Because of the increase in the cost of the A.I.A. Journal to students, the by-laws of the Student Chapter were amended by unanimous vote. The Chapter conducted a membership campaign during September and October.

On September 13, the chapter entertained all freshmen in the department with a beer party.

At a meeting of students and members of the Chapter on Septem-

ber 20, John L. Taylor, Visiting Foreign Lecturer, U. of K. Department of Architecture, presented a slide lecture on Contemporary English Architecture.

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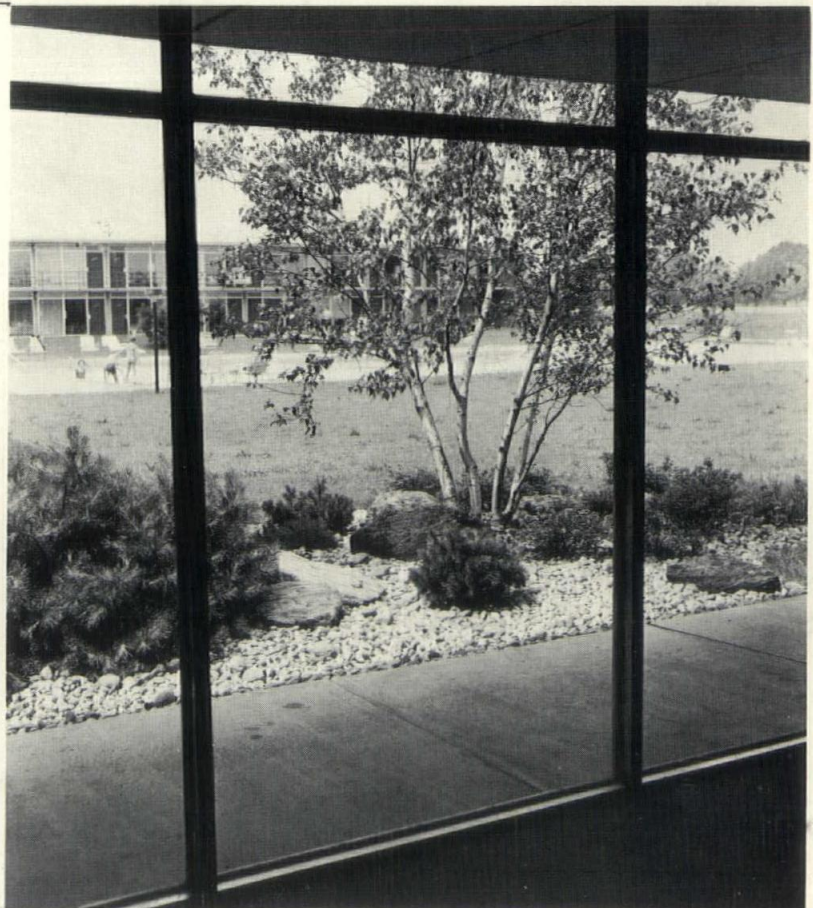
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 Hassenflug, Robert 2521 Six Mile Lane, Louisville
 Hilton, Lawrence C. 214 Albany Rd., Lexington
 Jackson, John R. 3925 Layside Dr., Louisville
 Jones, Everett Wallins
 Kissinger, Robert 456 Spring St., Jeffersonville, Ind.
 Kolbrook, J. Kenneth 875 Starks Bldg., Louisville
 Melillo, Lawrence 310 W. Liberty St., Louisville
 Mikkelsen, Henry D. 8 Mikkelsen Dr., Florence
 Moore, James E. 3141 Bath Ave., Ashland
 Moore, William Banton 314 S. Fifth St., Louisville
 Olden, Robert E. 2147 Will Fant Dr., Lexington
 Pfister, Raymond 501 Park Ave., Louisville
 Porter, Charles M. 10 Adele Pl., Frankfort
 Rinehart, Wm. R. 401 Pike St., Covington
 Robish, Charles J. 1717 Beacon Hill Rd., Lexington
 Ross, Boyce D. 310 Zandale Dr., Lexington
 Sallee, Donald L. 145 E. High St., Lexington
 Sandman, Robert 119 Buttercup Rd., Louisville
 Schmaz, Hans 501 Park Ave., Louisville
 Scott, Ray V. Colby Rd., Winchester
 Scruggs, John D. 1413 New Circle Rd., Lexington
 Shelton, Donald B. 1415 Leestown Rd., Lexington
 Stapleton, John Box 7157, Henry Clay Sta., Lexington
 Threadgill, John Box 203, Harlan
 Thompson, Milton D., Jr. 1903 Versailles Rd., Lexington
 Triplett, John B. 5355 New Cut Rd., Louisville
 Williams, Donald L. 1115 S. Fourth St., Louisville
 Zellich, Kenneth 3011 Leman Dr., Louisville

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 Blackman, Larry A. 926 Hildreth, New Albany, Indiana
 Catlett, Van 215 Gibson Rd., Louisville
 Hay, Willis Edward 4214 Taylor Blvd., Louisville
 Richards, Donald H. 3605 Green Meadows Dr., Louisville

MEMBERS EMERITUS

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 Gratz, N. Warfield 149 Barr St., Lexington

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(Remove and retain this page for quick reference)

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	KENTUCKY LUMBER CO. , 1540 S. 9th St. (635-5261)	LOUISVILLE
	ROY B. THOMPSON LUMBER CO. , 3200 Preston Hgwy. (635-7477)	LOUISVILLE
CAISSON FOUNDATION	McKINNEY DRILLING CO. , 8011 Ashbottom Rd. (366-1069)	LOUISVILLE
CONCRETE, READY-MIXED	COLONIAL SUPPLY CO. , 1350 S. 13th St. (636-1321)	LOUISVILLE
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ELECTRICAL SUPPLIERS	K. E. EGGENSEPILLER & ASSOC. , 4842 Brownsboro Road (895-2541)	LOUISVILLE
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	MURPHY ELEVATOR CO., INC. , 128 E. Main St. (587-1225)	LOUISVILLE
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INSURANCE	GARRETT-STOTZ COMPANY , 3415 Bardstown Rd. (451-3663)	LOUISVILLE
INTERIOR DECORATORS	HUBBUCH BROS. & WELLENDORF , 642 S. 4th St. (582-2695)	LOUISVILLE
	HUBBUCH IN KENTUCKY , 324 W. Main (583-2716)	LOUISVILLE
KITCHEN EQUIPMENT	HARRY S. ALBE & SON, INC. , 220 S. 18th St. (585-5288)	LOUISVILLE
LANDSCAPE ARCHITECTS	CARL RAY CO. , 8600 LaGrange Road (895-5467)	LYNDON
LATHING & PLASTERING	Kentuckiana Bureau for Lathing & Plastering , 190 Colony Way (895-2842)	LOUISVILLE
LIGHTING FIXTURES	LOUISVILLE LAMP CO., INC. , 724 W. Breckinridge (587-6094)	LOUISVILLE
MARBLE	GROSS MARBLE CO. , 1905 Spring Drive (451-7101)	LOUISVILLE
MASONRY RESTORATION	ROBERT LEAR & SON , 121 N. Bullitt St. (584-6283)	LOUISVILLE
	C. W. MELVIN CO. , 2409 W. Market (778-9681)	LOUISVILLE
METAL PRODUCTS	KENTUCKY METAL PRODUCTS CO. , 3104 Preston Hgwy. (634-9421)	LOUISVILLE
PAINT	DE HART PAINT & VARNISH CO. , 906 E. Main St. (584-6397)	LOUISVILLE
	PEASLEE-GAULBERT PAINT & VARNISH CO. , 223 N. 15th St. (584-8351)	LOUISVILLE
PAINTING CONTRACTORS	KIRCHDORFER & HOWELL, INC. , 425 E. Woodbine Ave. (634-0517)	LOUISVILLE
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	DOLT & DEW, INC. , 4104 Bishop Lane (969-3212)	LOUISVILLE
	LITE CAST PRODUCTS , 8512 Grade Lane (363-2667)	LOUISVILLE
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SCHOOL & OFFICE FURN. & EQUIP.	STANDARD OFFICE FURNITURE & SUPPLIES , 220-230 S. 1st St. (584-8211)	LOUISVILLE
SOUND & COMMUNICATION	TECHNICAL SERVICE CORP. , 917-19 S. 3rd St. (587-8476)	LOUISVILLE
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TERRAZZO, TILE & MARBLE	ROSA MOSAIC & TILE CO. , 4023 S. Brook St. (368-5893)	LOUISVILLE
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WATER HEATERS	RUUD WATER HEATER SALES CO. , 840 E. Chestnut St. (583-7629)	LOUISVILLE
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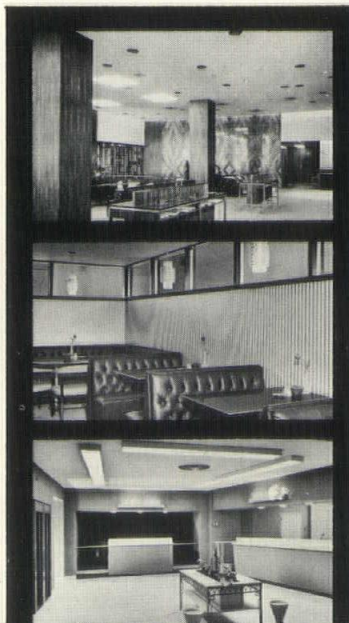
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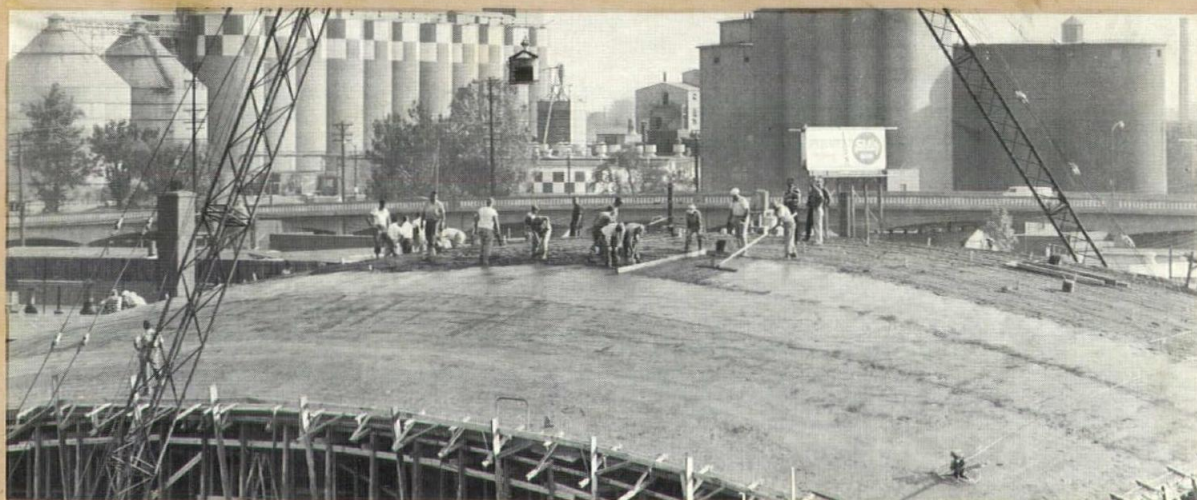
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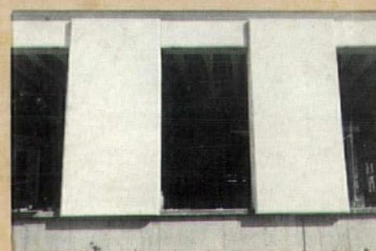
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Exposed Aggregate Wall Panels FOR University of Louisville Field House BY **DOLT and DEW**



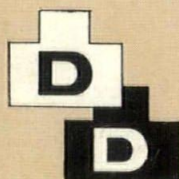
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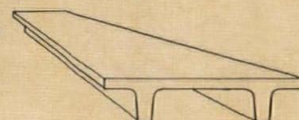


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