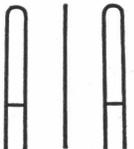


# SOUTHERN ARCHITECT

**JULY 1958**



Official Publication  
North Carolina Chapter

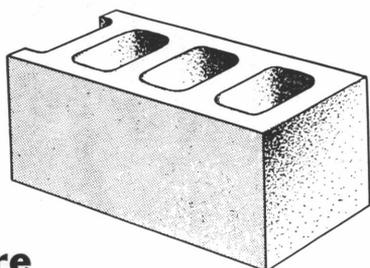


American Institute  
of Architects

YOU GET KNOWN

# Quality

when you buy  
**CONCRETE BLOCKS**  
from a member of the  
**NCCMA!**



They're  
*Quality Controlled*

for DENSITY • AGGREGATE  
• STRENGTH

*TESTED* by recognized independent laboratories

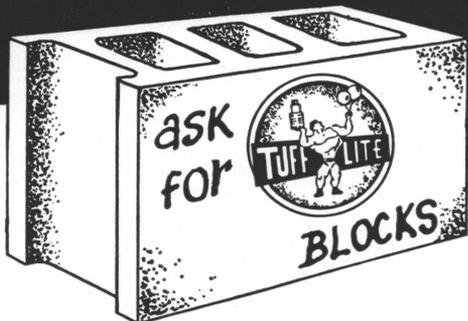
**NORTH CAROLINA CONCRETE  
MASONRY ASSOCIATION**  
715 W. Johnson St., Raleigh, N. C.

**EXPANDED-CLAY AND SHALE AGGREGATE**

USE



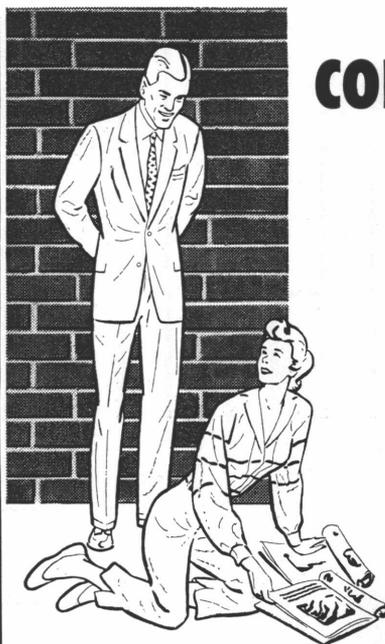
it makes **BETTER LIGHTWEIGHT BLOCKS  
AND LIGHTWEIGHT CONCRETE**



## For Better Building

CAROLINA **TUFF-LITE** CORPORATION  
P. O. BOX 1037    PHONE MELrose 6-5231  
SALISBURY, N. C.

# Make every plan complete...



include  
distinctive

## PINE HALL BRICK

OVER 60 VARIETIES  
TO CHOOSE FROM

OFFICE AND  
SALES YARD  
1045 NORTHWEST BLVD.  
WINSTON-SALEM, N. C.  
PHONE PA 4-8331

## **PINE HALL** **BRICK AND PIPE CO.**

## DEWEY BROS., INC.

- Structural Steel
- Ornamental Iron
- Bar & Longspan Joists
- Miscellaneous Iron
- Metal Windows, Doors
- Building Specialties



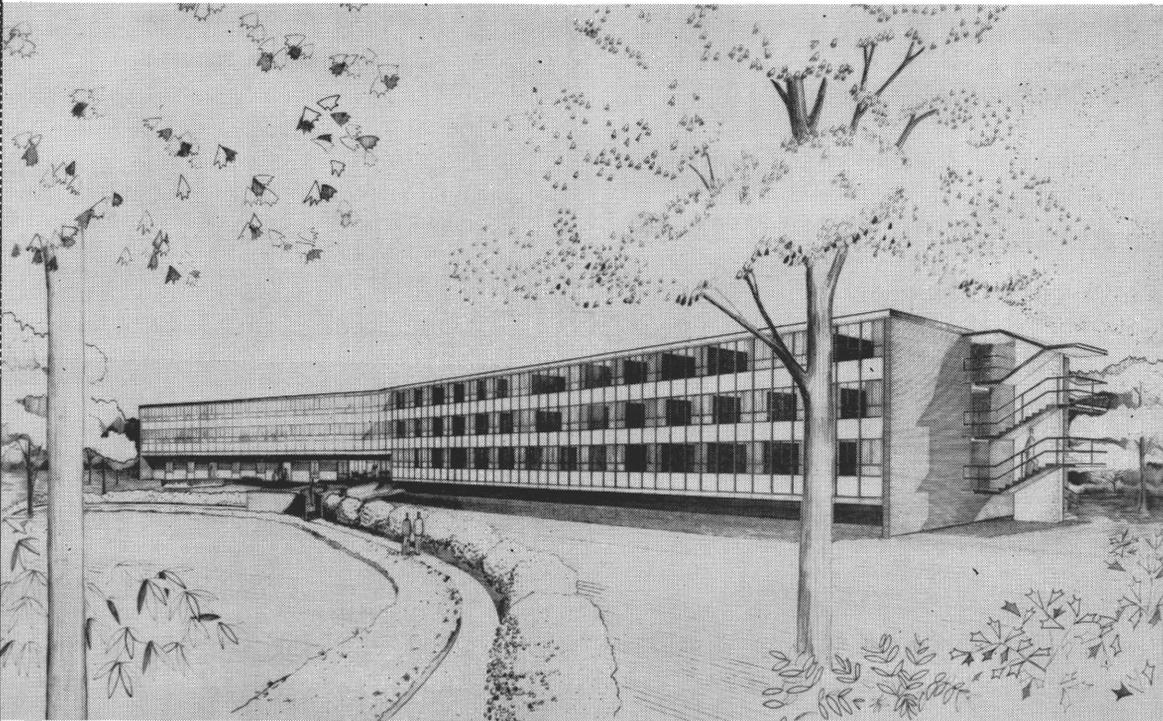
## DEWEY BROS., INC.

Goldsboro, N. C.

*Grey Iron Construction Castings*  
Since 1885

# SOLUTION: **SOLITE**<sup>®</sup>

## DEADWEIGHT CUT • SAFETY ADDED



New dormitory at Lenoir Rhyne College, Hickory, N. C.  
Clemmer and Horton, Hickory, N. C., Architects;  
Ezra Meir and Associates, Raleigh, N. C., Structural Engineers;  
Herman-Sipe & Co., Inc., Conover, N. C., General Contractors.

**I**n the new men's dormitory at Lenoir Rhyne College, Solite lightweight structural concrete was used throughout. Solite lightweight masonry units, used in partitions, absorb 50% of room noise, provide the quietness so important to schools and dormitories.

This combined use of Solite accomplished three more specific objectives: It reduced deadweight, added the factor of fire safety, simplified maintenance.

Solite has a talent for getting to the heart of building problems. Whatever yours may be, chances are that Solite can help you solve them.

SO LIGHT

SO SAFE...

# **SOLITE**<sup>®</sup>

PLANTS: Aquadale, N. C. • Breomo Bluff, Va. • Leaksville Junction, Va.

OFFICES: Box 9138, Richmond • Box 1843, Charlotte, N. C. • Box 235, Gaithersburg, Md.

**FOR BETTER BUILDING . . .** Consult your architect or engineer. No matter what your construction needs are, professional advice can save you time and money.

# ETOWAH BRICK

IN

- ◆ Red Face
- ◆ Buff Face
- ◆ Colonial Sand Finish Red
- ◆ Colonial Sand Finish Peach Blossom

## THE MOLAND-DRYSDALE CORP.

HENDERSONVILLE, N. C.

TEL. 6561

# Law Engineering Testing Co.

(formerly Law-Barrow-Agee Laboratories, Inc.)

SOIL MECHANICS ENGINEERING

TEST BORINGS      SOIL TESTING

COMPACTION CONTROL

MATERIAL TESTING

— There is no substitute for experience —

1216 E. 7th St.  
CHARLOTTE, N. C.  
EDison 4-0866

136 Forrest Ave., N.E.  
ATLANTA, GA.  
TRinity 5-6601

SAVANNAH — ALBANY — WILMINGTON — TAMPA — BIRMINGHAM

# McDevitt & Street Company

GENERAL CONTRACTORS

505 Builders Building  
Charlotte, North Carolina



*Over 35 Years Continuous Experience in  
General Construction in the Southeast.*

in **BRICK**  
and **TILE**



means

**ISENHOUR QUALITY**

Complete lines buff, red  
brick and tile products.

**ISENHOUR** Salisbury, N.C.  
Subsidiary, **TAYLOR Clay Products**

# BORDEN

BRICK & TILE COMPANY

GOLDSBORO — SANFORD — DURHAM  
NORTH CAROLINA

*Manufacturers of*

FACE BRICK  
HOLLOW TILE  
COMMON BRICK  
STRUCTURAL TILE

**BUILD WITH BRICK**

# F. N. THOMPSON Inc.

GENERAL CONTRACTORS

Charlotte, N. C.

Raleigh, N. C.

Tel. JA 3-0515

Tel. TE 4-0785

# Southern Architect

Volume 5

July 1958

Number 7

**COMMITTEE ON PUBLICATIONS**

Richard L. Rice, AIA, Chm.	Raleigh
Sam T. Snoddy, Jr., AIA	Laurinburg
James L. Brandt	Raleigh
James C. Hemphill, Jr., AIA	Charlotte
Edward E. Aldrich, AIA	Asheville
A. Lewis Polier, AIA	Raleigh
Conrad B. Wessell, Jr., AIA	Goldsboro
Turner G. Williams, AIA	Raleigh
David B. Oden	High Point

**PUBLIC RELATIONS COMMITTEE**

Robert F. Arey, AIA, Chm.	Winston-Salem
Louise Hall, AIA	Durham
Nils F. Larson, AIA	Winston-Salem
Allen J. Bolick, AIA	Hickory
Anthony Lord, FAIA	Asheville
J. Norman Pease, Jr., AIA	Charlotte
Edward Loewenstein, AIA	Greensboro
Cecil D. Elliott, AIA	Raleigh

Southern Architect is the official publication of the North Carolina Chapter of the American Institute of Architects and is published monthly by H. J. Stockard, Jr., 122 W. Hargett St., Raleigh, North Carolina, Telephone TEmple 4-4384.

Address all communications to Southern Architect, Post Office Box 408, Raleigh, North Carolina. Advertising rates on request.

Opinions expressed by contributors are not necessarily those of the North Carolina Chapter of the American Institute of Architects or the Publisher. Reproduction of any articles, pictures, or any other material appearing in Southern Architect is forbidden without the specific approval of the Publisher.

Subscription price: One year \$3.00; Two years \$5.00. Single copies 25 cents. Full name and address shall accompany all subscriptions. Kindly notify Southern Architect in the event of change of address.

**CONTENTS**

- President's Message 8
- Neighborhood Church—Winston-Salem 15-17
- Physical Education Building—Murfreesboro 11-13
- Junior High School—Greensboro 19-23
- NCAIA Summer Meeting and Photo Summary 9
- Winston Council Elects Larsen 29
- NC Personality of the Month 18
- AIA Cleveland Convention 14
- 5 State College Graduates Awarded 30
- Spotighting NCAIA New Members 10
- Preparing Building News Material for Publication 28-29
- North Carolina's Capitol 24-27
- Architects and Builders in the News 33
- Advertisers Index 34
- Architectural Calendar 34

**COVER**

**NCAIA new members: Biggers, Dodge, Dove, Franklin, Hardy, Myers, Hines, Howell, Oden, Walters, Willis and Wood.**

**NORTH CAROLINA CHAPTER • THE AMERICAN INSTITUTE OF ARCHITECTS**

William R. James, Jr., AIA	President	Leslie N. Boney, Jr., AIA	Director
865 W. 4 1/2 Street, Winston-Salem		120 S. Fifth Street, Wilmington	
Robert L. Clemmer, AIA	Vice-President	F. Carter Williams, AIA	Director
226 Second Street, N.W., Hickory		133 Fayetteville Street, Raleigh	
Arthur C. Jenkins, Jr., AIA	Treasurer	Charles H. Wheatley, AIA	Director
Box 1003, Fayetteville		P. O. Box 4043, Charlotte	
Kenneth M. Scott, AIA	Secretary	Louise Hall, AIA	Archivist
3126 Eton Road, Raleigh		Box 6636, College Station, Durham	
H. J. Stockard, Jr.	Executive Secretary	R. Mayne Albright	Attorney
122 W. Hargett Street, Raleigh		824 Insurance Building, Raleigh	

## IN BUILDING CONSTRUCTION

Ability to produce the best job, at the lowest cost, in the shortest possible time, are the primary factors in satisfying clients.

For twenty-three years H. L. Coble Construction Company has worked throughout the Southeast with Architects and Owners producing these results.

## H. L. COBLE CONSTRUCTION CO.

GREENSBORO, N. C.



**FIRST CHOICE—LAST COST**

*It's real clay*

# Suntile



When you choose Suntile for your home you put an end to costly upkeep and maintenance—practically forever. This durable, real clay tile resists marring, chipping or cracking—is so easy to clean—never needs any painting or redecorating. Year after year it will reduce your household expense.

Suntile's Color-Balanced beauty and exclusive quality are built-in. Let us help you select the right colors for your bathroom, laundry or kitchen.

Let us show you why it's long term economy to select real clay Suntile.

## Renfrow Distributing Co., Inc.

1820 Sunnyside Avenue  
Telephone ED 4-6811  
CHARLOTTE, N. C.

## Delph

Charlotte, N. C.



**HARDWARE & SPECIALTY CO.**

Phone FR 6-3671 2109 Hutchison Ave. Box 2539

DISTRIBUTORS FOR NORTH and SOUTH CAROLINA for

**BOURNE MANUFACTURING CO.'S  
CHEMCLAD DOORS**

GREENVILLE, S. C. COLUMBIA, S. C. RALEIGH, N. C.

## Arnold Stone Co.

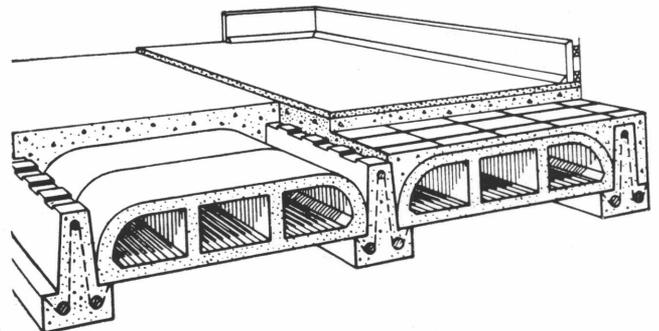
GREENSBORO, N. C.

PHONE BR 2-1194

**Pioneers in the Manufacture  
OF**

## STRUCTURAL PRECAST CONCRETE PRODUCTS

- LITH-I-BAR JOIST
- CHANNELCRETE SLABS
- PRESTRESSED JOIST
- TECTUM ROOF PLANK AND TILE
- F & A FLOOR AND ROOF SYSTEMS
- TONGUE & GROOVE NAILABLE PLANKS



**Typical F & A Filler Block Installation**

## CHAS. A. TORRENCE

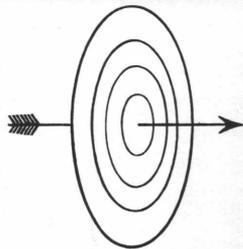
ESTABLISHED 1916

BLUE PRINTS  
BLUE LINE PRINTS  
PHOTO COPIES

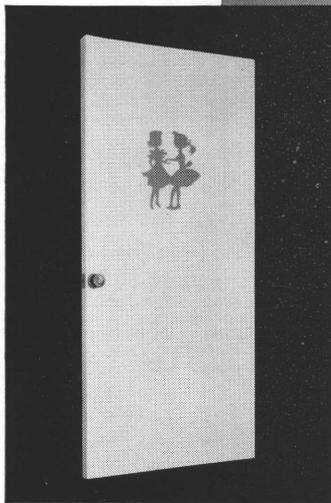
TEL. ED 3-5702  
214 LATTA ARCADE  
CHARLOTTE, N. C.

# CHEMCLAD\*

## doors



**THE  
ORIGINAL  
PLASTIC  
LAMINATE  
FACED  
DOOR**



◀ door with integral design

### **CHEMCLAD**

has set a new standard for doors for institutional type buildings. Thousands of CHEMCLAD Doors in use for years in schools, hospitals, and public buildings across the U. S. A. retain their original beautiful appearance with very little effort on the part of the maintenance personnel. They are available in a wide range of patterns, colors, and designs. CHEMCLAD laminate is made by Bourne expressly for door faces; its extra thickness provides greater impact resistance.

The 1958 CHEMCLAD Door is equipped with anodized aluminum molding for the installation of glass or louvers. If so specified, Bourne Manufacturing Company will furnish and install the louvers at the factory.

### **INTEGRAL DESIGNS**

CHEMCLAD Doors are available with laminate faces incorporating silhouettes. They are seamless and are an integral part of the laminate face. Seamless dark

brown scuffplates extending the full width of the door to any height required may also be specified.

### **CHEMCLAD FLUSH DOORS**

CHEMCLAD manufactures a complete line of custom doors with phenolic laminate faces to meet every requirement—Lead Lined Doors for X-Ray Rooms—Underwriters' Laboratories approved doors for "B" and "C" locations—Mineral Core—Hollow Core—Solid Core Doors.

### **MOVABLE PARTITIONS**

with matching or contrasting laminate faces and anodized aluminum jambs and trim are designed to match the CHEMCLAD Doors in your building.

There is a CHEMCLAD Representative in your area anxious to help you with your door and partition problems. Write us for his name and a 1958 CHEMCLAD Brochure.

**Chemclad doors do not warp nor require refitting.**

**They cost no more than other good doors.**

\*Trade Mark

# **BOURNE MANUFACTURING CO.**

1573 East Larned Street

Detroit 7, Michigan

# ACOUSTI ENGINEERING CO.

OF THE CAROLINAS, INC.

*Acoustical Engineers  
and Contractors*



2501 South Boulevard

Charlotte 3, N. C.

Phone FR 6-3518

## PRESIDENT'S MESSAGE

All of you are familiar with the ethical code of our profession which prohibits personal paid advertising by members of the American Institute of Architects. This is basic to the professional status that we hold. This does not mean, however, that we cannot advertise our profession, and we should do so at every opportunity. We are quite often called upon to buy space in newspapers and publications of all types, and sometimes feel obligated to do so. Since an architect's name cannot appear in such space this is a wonderful opportunity to give a plug to the profession as a whole. When such occasions arise we can insert a statement about the value of architectural services and use the names of our councils or the North Carolina Chapter as a credit line. In this way we can fulfill any obligation we feel for buying advertising space and at the same time further the interests of all of the architects in the State and indeed the whole country.



JAMES

Our summer meeting at Morehead was, I feel, most successful and enjoyable. We had a larger attendance than usual and a good time was had by all. Our three speakers did a wonderful job and if you were not present please read the accounts which appear elsewhere in the magazine. The two new Public Relations films just released by the Institute were shown and it was decided to purchase them for the use of our members and the Councils of the State. These will be available soon and I urge all of you to make good use of them. They should be shown to as many public bodies, civic clubs, etc., as possible. Remember that these films were not made to educate architects but to get our story over to the public, and they are keyed to this objective. Let's make good use of them.

The Institute has also just released a new booklet entitled "Facts About Your Architect and His Work." The chapter decided to send each member a complimentary copy. This is an excellent Public Relation document and I urge all of you to send copies to all of the School Boards, Aldermen, Commissioners, Newspaper Editors and others in your area.

Sincerely,

W. R. JAMES, JR., President

N. C. Chapter A.I.A.



*Spanning a half century of  
service to Carolinians*



The progress made during our first fifty years of service is a matter of much pride to all of us here at CP&L. We intend to maintain this tradition of service and we dedicate ourselves anew to an even **Finer Carolina** in the years that lie ahead.



**CAROLINA POWER & LIGHT COMPANY**

# CROWD ENJOYS SUMMER MEETING

One of the largest turnouts for the N. C. Chapter in its history attended the 1958 Convention at Morehead City June 19-21. The attendance was swelled by the families, including the children of many who attended, and special events were planned for everyone.

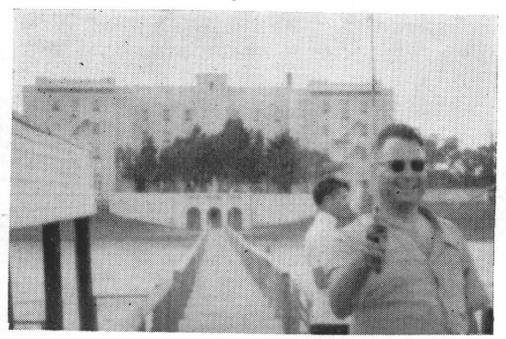
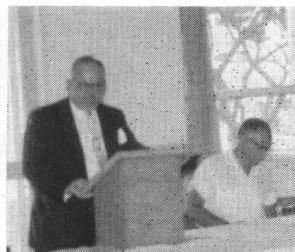
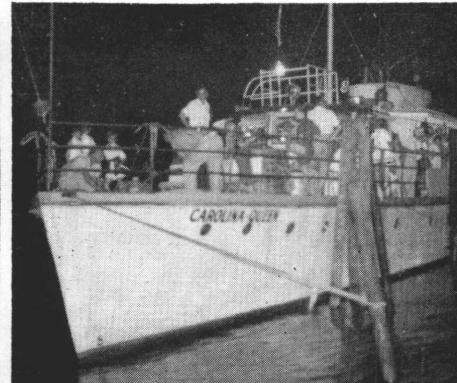
Three exceptionally fine speeches were heard by the delegates. They were: Chester A. Parker, Winston-Salem Journal and Sentinel, Winston-Salem, on "Preparing Building News Material for Publication"; Paul A. Johnston, Director N. C. Department of Administration, Raleigh, on "The Architects Relations with the Department of Administration"; and R. E. DuMont, Treasurer, Duke Endowment, New York City, on "The Duke Endowment Program for the Improvement of Rural Church Architecture." One of the business highlights was the induction of 14 new Corporate Members and two new Associate Members. They are: Henry Clyde Biggers, Jr., of Charlotte, William Waldo Dodge, III, of Raleigh, William House Dove of Rocky Mount, Byron Woodward Franklin of New Bern, Paul C. Hardy of Charlotte, Donald Henry Hines of Wilmington, William C. Howell of Southern Pines, James P. Milam of

Raleigh, Robert Luther Myers of Winston-Salem, David Bowen Oden, Jr., of High Point, Thomas C. Rickenbaker of Charlotte, Herschel Gray Walters of Charlotte, Edison Judson Willis, Jr., of Southern Pines and John Terry Wood, Jr., of Asheville. Associate Members were: Charles Madison Sappenfield, Jr., of Asheville and William Robert Wyatt, Jr., of Rocky Mount.

The Board of Directors held a lengthy meeting on the opening afternoon. Among the actions taken were the approval to purchase two new films "What Is a House" and "A School for Johnny" which were prepared by the Public Relations Department of the American Institute of Architects. These films were shown during the business meeting. The Board was voted to purchase copies of a new AIA publication "Facts About Your Architect and His Work" and distribute them to all members for their information and use. The Board also approved and assigned the Publications Committee a project to be coordinated with the N. C. Photographers Association for an award during the convention in the architectural photography class.

## PHOTOGRAPHIC SUMMARY OF NC AIA 1958 SUMMER MEETING

1—Robert F. Arey, of Winston-Salem, at the registration desk with NCAIA Office Secretary Mrs. Estene Crowder. 2—F. Carter Williams, of Raleigh, and his wife, viewing the photographic exhibit. 3—The Cruise ship just before casting off. 4—The watermelon relay event in the swimming pool. 5—Speaker R. E. DuMont, of New York City, Vice-President Robert L. Clemmer, of Hickory. 6—Speaker Paul A. Johnston, of Raleigh. 7—The AIA Journalism Award being presented at the banquet by President James to Chester Parker, left, of Winston-Salem. 8—Archie Davis calling bingo with hosts Mrs. and Mr. Bell, of Greensboro, observing. 9—Gathered around the shrimp bowl: Secretary Scott, Hosts Macon Arnold, Sr. and Jr., Mrs. Arnold, Jr., and Mrs. Andrews, of Greensboro, Cyrill H. Pfohl, President W. R. James, Jr., and Robert L. Myers, of Winston-Salem, and Mrs. Archie Davis, of Durham, with back to camera. 10—Joseph Flowers, of Raleigh, after a catch.



# SPOTLIGHTING OUR NEW MEMBERS

The following 14 N. C. Architects were inducted into the Chapter June 21 at the Summer Meeting:



**Henry Clyde Biggers, Jr.**  
Charlotte, North Carolina  
Born: Hendersonville, N. C.  
Studied: N. C. State College  
Professional Training:  
J. N. Pease & Co., Charlotte, N. C.  
Professional Practice:  
J. N. Pease & Co., Charlotte, N. C.



**James Paslay Milam**  
Raleigh, North Carolina  
Born: Durham, N. C.  
Studied: N. C. State College  
Professional Training:  
Pace Associates, Chicago, Ill.  
Stephens & Stephens, AIA, New Bern  
F. Carter Williams, AIA, Raleigh  
Professional Practice:  
N. C. Department of Public Instruction  
Division of School Planning, Raleigh



**William Waldo Dodge, III**  
Raleigh, North Carolina  
Born: Asheville, N. C.  
Studied: N. C. State College  
College of William & Mary  
Professional Training:  
William W. Dodge, Jr., AIA, Asheville  
Corps of Engineers, Tokyo, Japan  
William H. Deitrick, FAIA, Raleigh  
Professional Practice:  
William H. Deitrick, FAIA, Raleigh



**Robert Luther Myers**  
Winston-Salem, North Carolina  
Born: Macon, Georgia  
Studied: University of North Carolina  
Cornell University  
Harvard University  
American Academy, Rome, Italy  
Professional Training:  
Northrup & O'Brien, Winston-Salem  
M. A. Dyer, Boston, Mass.  
The Architects Collaborative, Cambridge, Mass.  
Ralph W. Crump, Winston-Salem  
Professional Practice:  
Instructor in Design, Cornell University  
Lashmit, James, AIA, Winston-Salem



**William House Dove**  
Rocky Mount, North Carolina  
Born: Rocky Mount, N. C.  
Studied: N. C. State College  
Professional Training:  
Thompson-Sorrell, AIA, Rocky Mount  
Home Improvement Co., Rocky Mount  
Professional Practice:  
Harles & Edwards, AIA, Rocky Mount



**David Bowen Oden, Jr.**  
High Point, North Carolina  
Born: Winston-Salem, N. C.  
Studied: University of North Carolina  
N. C. State College  
Professional Training:  
Frank B. Simpson, Raleigh  
Edward W. R. Waugh, AIA, Raleigh  
Voorhees & Everhart, AIA, High Point  
Professional Practice:  
Voorhees & Everhart, AIA, High Point



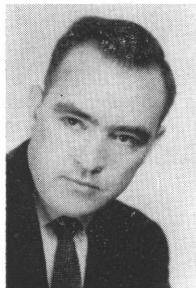
**Byron Woodward Franklin**  
New Bern, North Carolina  
Born: San Antonio, Texas  
Studied: University of Texas  
Massachusetts Institute of Technology  
Professional Training:  
W. F. Bogner, Architect, Cambridge, Mass.  
R. W. Kennedy, Architect, Cambridge, Mass.  
Carl Koch & Associates, Cambridge, Mass.  
Professional Practice:  
Byron Woodward Franklin, New Bern



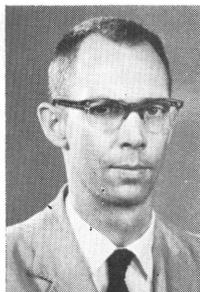
**Thomas Carlisle Rickenbaker**  
Charlotte, North Carolina  
Born: Charlotte, N. C.  
Studied: Clemson College  
Professional Training:  
Belk Stores Architectural Office, Charlotte  
Biberstein, Bowles & Meacham, Charlotte  
A. G. Odell & Associates, Charlotte  
Richard D. Gillespie, AIA, Charlotte  
Professional Practice:  
Gillespie & Rickenbaker, AIA, Charlotte  
Thomas C. Rickenbaker, AIA, Charlotte



**Paul C. Hardy**  
Charlotte, North Carolina  
Born: Littleton, N. C.  
Professional Training:  
A Mitchell Wooten, Architect, Kinston  
John J. Rowland, AIA, Kinston  
Professional Practice:  
J. N. Pease & Co., Charlotte



**Herschel Gray Walters**  
Charlotte, North Carolina  
Born: Danville, Va.  
Studied: Virginia Polytechnic Institute  
Professional Training:  
Paul L. Snyder, AIA, Charlotte  
Ferebee & Higgins, AIA, Charlotte  
Professional Practice:  
Higgins, Ferebee and Walters, AIA, Charlotte



**Donald Henry Hines**  
Wilmington, North Carolina  
Born: Wilmington, N. C.  
Studied: N. C. State College  
University of Texas  
Professional Training:  
John Erwin Ramsay, AIA, Salisbury  
Macklin & Stinson, Winston-Salem  
Professional Practice:  
Donald Hines, Architect, Wilmington



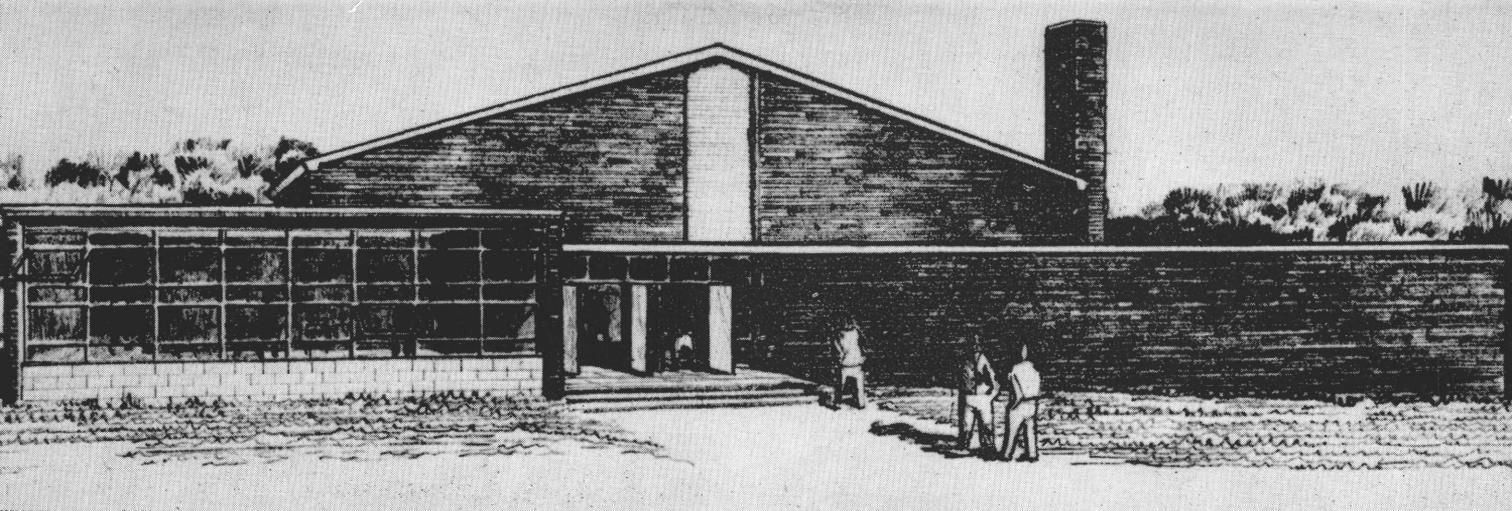
**Edison Judson Willis, Jr.**  
Southern Pines, North Carolina  
Born: Lumberton, N. C.  
Studied: N. C. State College  
Professional Training:  
Hollis L. Ivey, Architect, Lumberton  
Thomas T. Hayes, Jr., AIA, Southern Pines  
Professional Practice:  
Thomas T. Hayes, Jr., AIA, Southern Pines



**William Calvin Howell**  
Southern Pines, North Carolina  
Born: Whittier, N. C.  
Studied: Berry College, Rome, Georgia  
N. C. State College  
Professional Training:  
Coffey & Olson, Lenoir  
McMinn, Norfleet & Wicker, AIA, Greensboro  
Professional Practice:  
Thomas T. Hayes, Jr., AIA, Southern Pines



**John Terry Wood, Jr.**  
Asheville, North Carolina  
Born: Greer, S. C.  
Studied: N. C. State College  
Illinois College  
Professional Training:  
Six Associates, Inc., Asheville  
Morgan Furniture Co., Asheville  
Dayton Rubber Co., Hazelwood  
Lindsey M. Gudger, AIA, Asheville  
Professional Practice:  
Gudger, Baber & Wood, Architects, Asheville



## **PHYSICAL EDUCATION BUILDING**

MURFREESBORO, N. C.

### **Jesse M. Page, AIA**

Raleigh, N. C.

### **East Carolina Construction Co.—General Contractor**

Dunn, N. C.

Construction of this Physical Education Building for the Murfreesboro High School is now underway. It features a unique structural system to span the playing area. Ezra Meir & Associates, Consulting Engineers, Raleigh, N. C., designed a space frame roof supported by 12" thick longitudinal walls and a 6" column at each corner of the building. The structure covers an area of 112' x 80'-8" without interior ties or columns.

The roof is sloped at a pitch of 4" to 12" and is composed of two parabolic arches; A-frame bents; longitudinal and transverse ties at the walls; and angle bracing. The vertical components of the A-frame bents are taken by the longitudinal walls and the horizontal thrust forms vertical loads on the parabolic arches in the plane of the roof. The compression forces of the arches at the corners are

taken by longitudinal and transverse ties and corner columns. The column analogy method was used in computing the stresses in this system.

The playing area as well as the locker room area is lighted by skydomes on the roof. Ventilation is mechanical.

The roof system provides an attractive, unencumbered overhead. The cost analysis showed that the difference in exterior wall heights made the space frame construction less expensive than the usual roof truss and purlin method. The heating system was designed by T. C. Powell, Jr., P.E., Raleigh, N. C., the plumbing and electrical systems by T. C. Cooke, P.E., Durham, N. C., and the structural by Ezra Meir & Associates, Raleigh, N. C. Architect's Associate in charge was A. Lewis Polier, A.I.A.

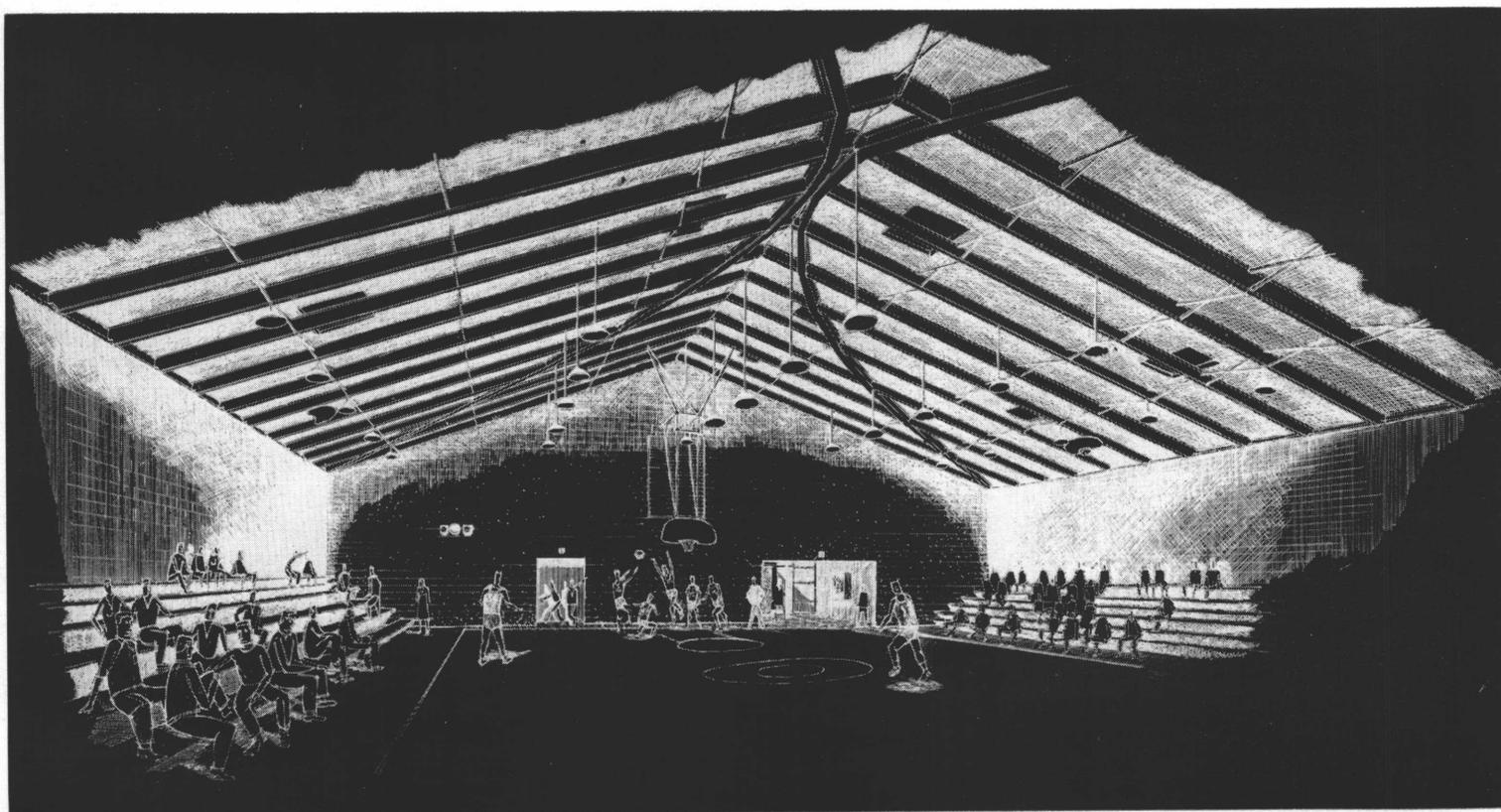
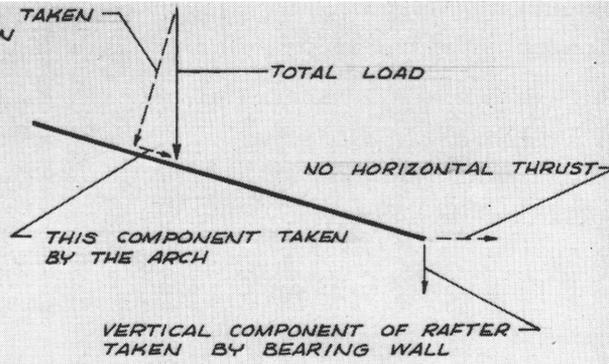
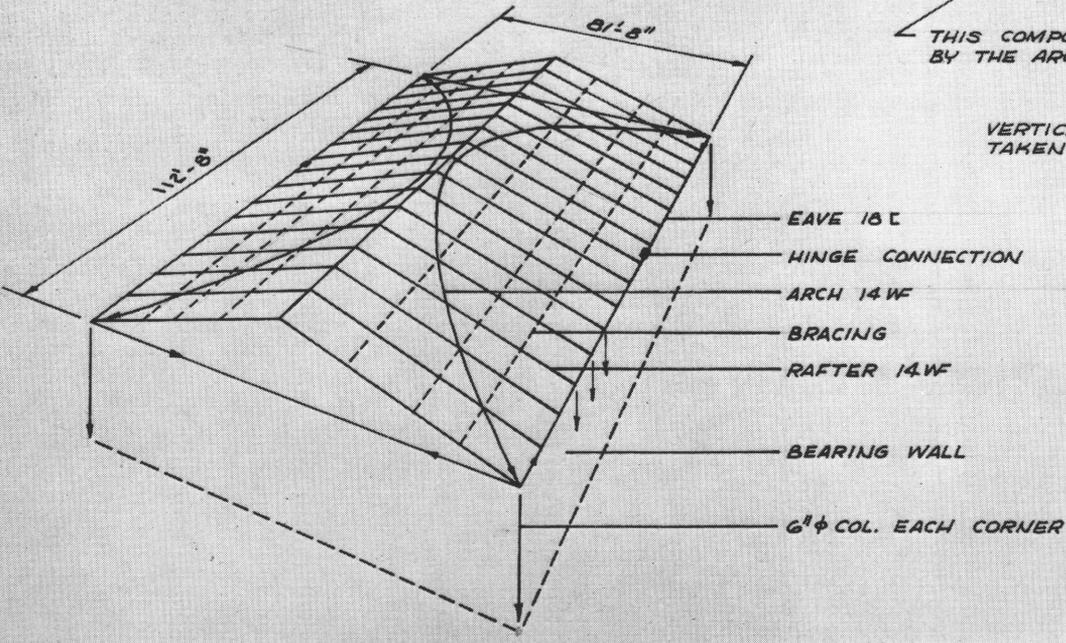
THIS COMPONENT TAKEN BY THE RAFTER IN BENDING

TOTAL LOAD

NO HORIZONTAL THRUST

THIS COMPONENT TAKEN BY THE ARCH

VERTICAL COMPONENT OF RAFTER TAKEN BY BEARING WALL



# Murfreesboro (Continued)





# AIA MEETS IN CLEVELAND

The 1958 Convention of the American Institute of Architects marks the beginning of the 2nd Century of the Institute's existence. It will be held in Cleveland, Ohio, July 8-11. The Hotel Cleveland is Convention headquarters. Preceding the meeting there will be meetings of the AIA Board of Directors, the Producers Council and other related groups. The Keynote address will be given by U. S. Secretary of Treasury Robert B. Anderson.

Several tours to points of interest in and around Cleveland have been arranged. Cleveland is the center of the nation's steel industry, and Republic

Steel Corporation has invited members to witness the making of steel and to a luncheon. Other tours are to General Electric's Lighting Institute, followed by cocktails and dinner, to the Cleveland Cultural Gardens - sponsored by 16 nationality groups and dedicated to the cultures represented by them and to peace; to Karamu House - a community center which has received international acclaim for its work in encouraging and preserving Negro Folk Lore, and a tour to Connecticut Western Reserve and various outstanding residences and buildings in that area.

The full program is as follows:

## TUESDAY, JULY 8

- 8:00 AM to 5:30 PM** Registration
- AM** Opening Session of Convention  
Keynote Address  
Robert B. Anderson,  
Secretary of Treasury  
Architectural Keynote Address  
Vincent G. Kling, AIA  
Host Chapter Ladies' Events  
Cuyahoga River Boat Trip  
Cleveland Cultural Gardens
- NOON** Opening Luncheon  
"History of the Western Reserve"  
Address by Harlan Hatcher  
President, University of Michigan
- PM** Panels—(concurrent)  
"How to Set Up an Office"  
"Education — Relative Responsibilities of the Profession and the Schools"  
"New Fields of Architectural Research"  
Host Chapter Ladies' Events  
Karamu House
- EVENING** Host Chapter Event  
Wade Park Manor Dinner  
President's Reception  
Cleveland Museum of Art and Institute of Art

## WEDNESDAY, JULY 9

- 8:30 AM to 5:00 PM** Registration
- AM** Business Session  
The Anthropologist Looks at Architecture  
Dr. Margaret Mead  
Associate Curator of Ethnology  
American Museum of Natural History

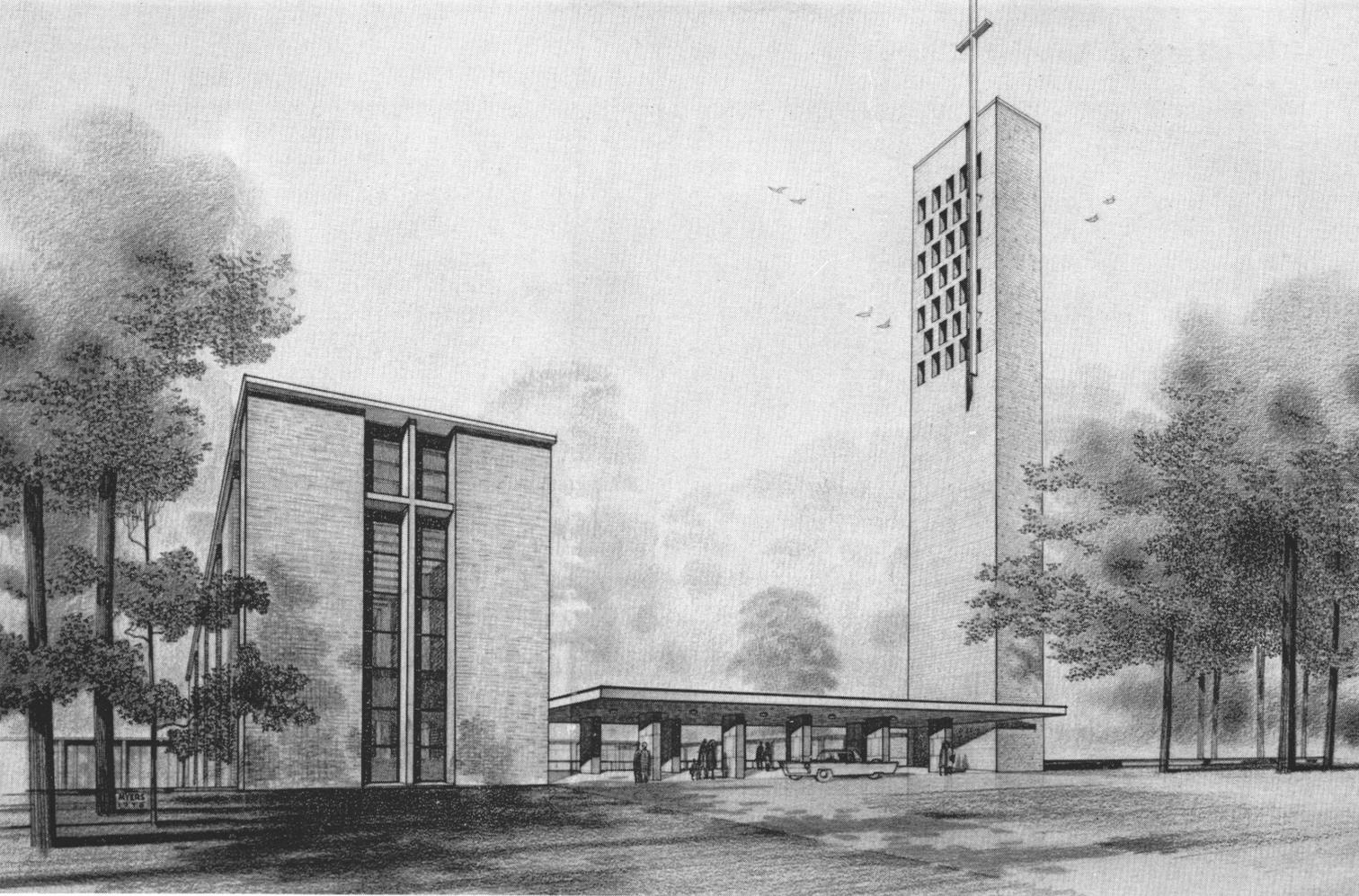
- NOON** Awards Luncheon  
Host Chapter Ladies' Event  
Ladies' Brunch
- PM** Panels—(concurrent)  
"Where to Find Construction Money"  
"Developing Today's Building Program"  
"Working with the Home Builder"
- EVENING** Host Chapter Event—Musicarnival

## THURSDAY, JULY 10

- 8:00 AM to 1:00 PM** Registration
- AM** Business Session  
Panel  
"University Circle Development"  
Host Chapter Event  
Tour of Western Reserve
- NOON** Luncheons as arranged  
College Alumni, State Organizations, Architectural Fraternities, etc.
- PM** Panels—(concurrent)  
"How to Make Better Cost Estimates"  
"Professional Status—Your Most Valuable Asset"  
"Chapter Affairs Seminar"
- EVENING** The Annual Dinner

## FRIDAY, JULY 11

- AM** Final Business Session
- NOON** Luncheon—College of Fellows
- EVENING** Host Night  
Dinner in homes and clubs



## BAPTIST CHURCH

WINSTON-SALEM, N. C.

### Lashmit & James, AIA

Members of the firm Lashmit, James, Brown & Pollock, Architects and Engineers  
Winston-Salem, N. C.

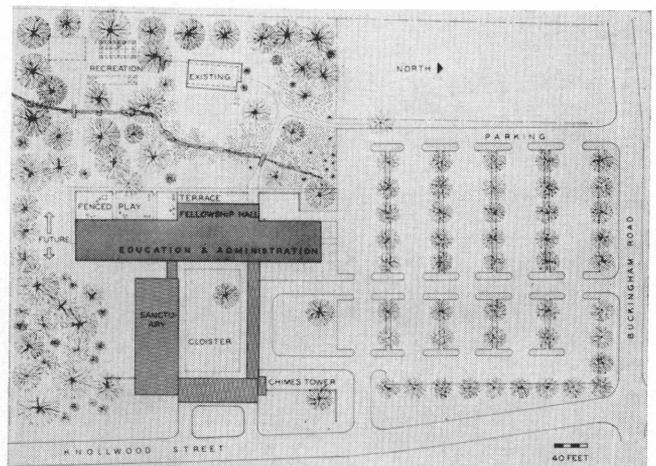
### Robert Myers, AIA Designer

Winston-Salem, N. C.

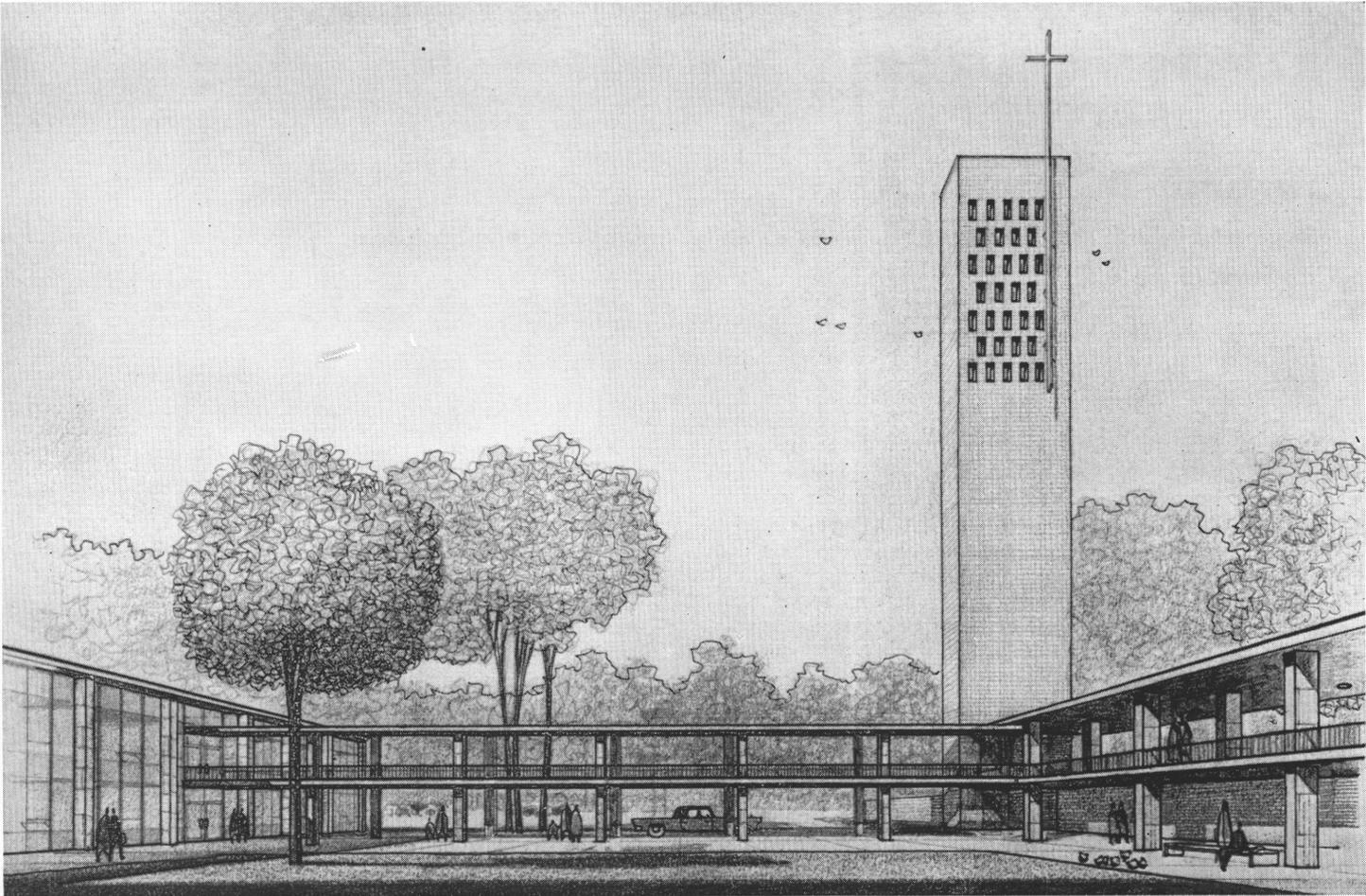
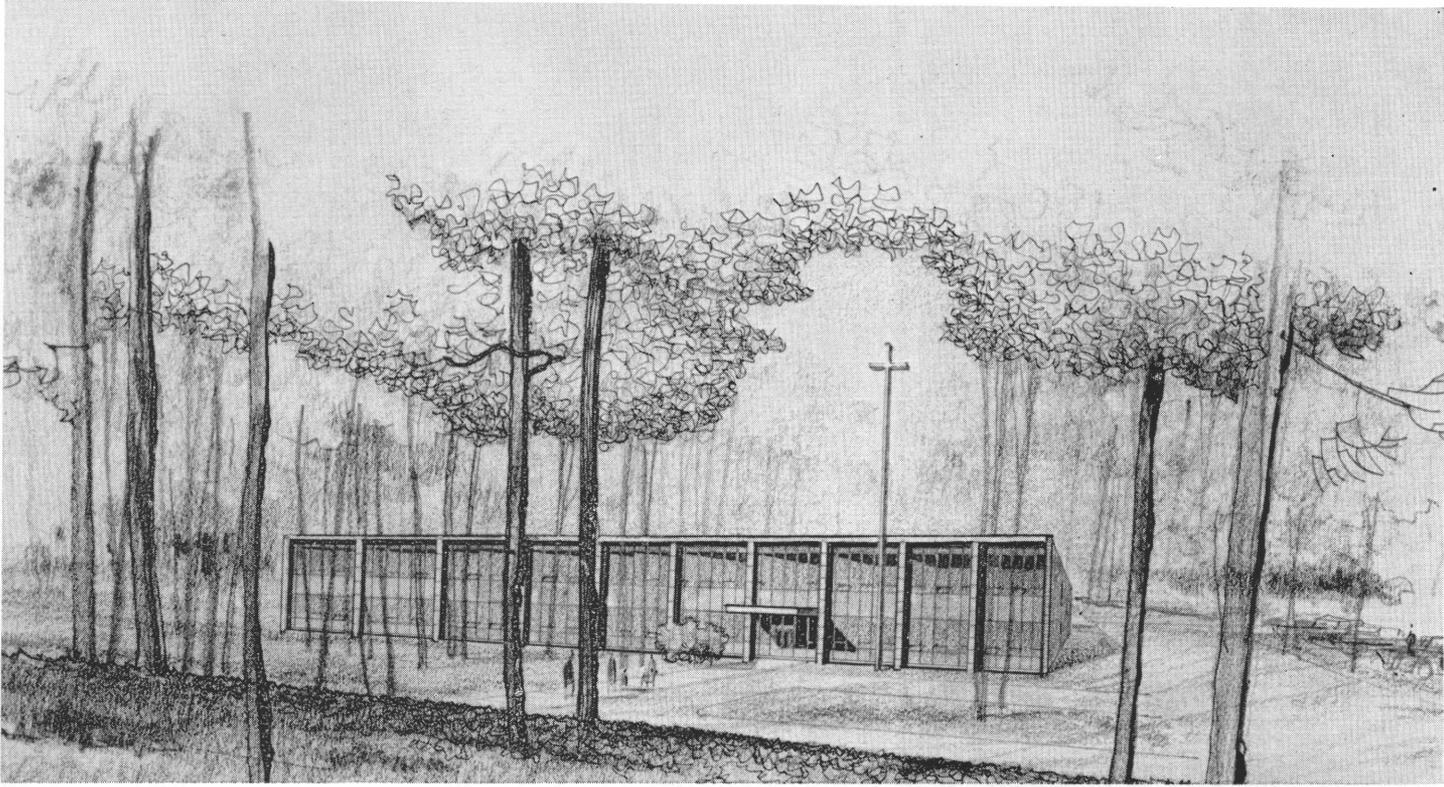
This church, Knollwood Baptist Church, is a neighborhood church planned to be built in two phases on a heavily wooded, sloping site with a stream on it. Phase one will be an education and administration unit and a fellowship hall seating for 400. Phase two will be the sanctuary seating 800 and the chimes tower. Only future expansion would be in educational and administrative facilities.

The architects listed the purpose of the buildings as: (1) To translate the horizontal and vertical directions of the cross and color effects of stained glass into a contemporary expression of ecclesiastical character; (2) To provide adequate off-street parking and organized motor and pedestrian traffic.

Materials used inside the sanctuary and on exteriors were variegated light tan brick combined with limestone. All units are completely air-conditioned.



**Knollwood Baptist Church (Continued)**





## **NORTH CAROLINA PERSONALITY OF THE MONTH**



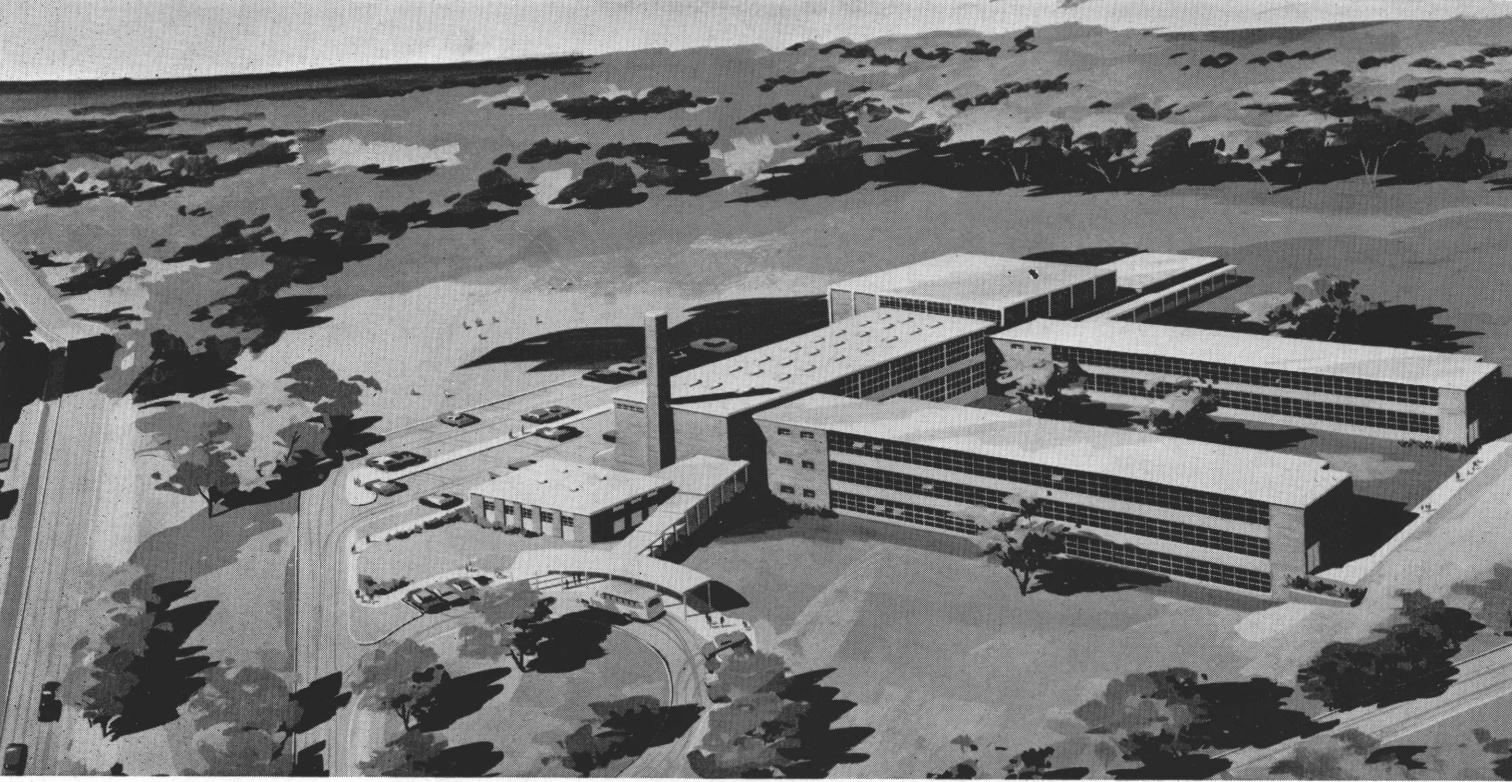
### **JOHN L. CAMERON**

*This is another of a series of articles giving a sketch of the leaders of various organizations and fields of business with which members of NCAIA are connected.*

John Lansing Cameron is charged with the administration of the \$50 million state school construction fund as Director of the Division of School Planning in the State Department of Public Instruction. This \$50 million is the second such appropriation by the General Assembly since the Division was created in July of 1950 within the Department at which time Cameron was named its director.

John was born in 1917 in Jonesboro, which is now part of Sanford. He attended Jonesboro schools, graduated with an A.B. in Mathematics from Elon College, attended Columbia University and later received a Masters Degree in Education at the University of North Carolina. Before entering the Graduate School at Carolina he served four years in the Navy and was discharged as a Lieutenant Commander. For a brief period he taught and coached athletics at Jonesboro High School and later at Louisburg College in Franklin County. In the fall of 1947 he took a position in the Division of Instructional Service in the State Department of Public Instruction.

In 1941 he married a hometown girl, Beulah Bradley, and they now have three children. Cameron attends Hayes Barton Methodist Church in Raleigh and has held several church offices and is now a member of the Board of Trustees. His hobbies include basketball, which he excelled in in high school and college, and also boating and fishing.



## **JUNIOR HIGH SCHOOL**

GREENSBORO, N. C.

### **McMinn, Norfleet & Wicker, AIA**

Greensboro, N. C.

### **W. H. Weaver Construction Co.—General Contractor**

Greensboro, N. C.

This five unit school was built in 1956 at a cost exceeding \$1 million. Unit A, a three story unit of 30,381 square feet, contains 15 classrooms, 2 art rooms, 1 science room, 1 home economics room and corridors which are single loaded, glassed enclosed units cantilevered from the classroom construction. Unit B, a two story unit of 20,254 square feet, contains 11 classrooms, 1 science room, 1 home economics room and similar corridors to those of unit A. Unit C is a one story building of 3,014 square feet with administrative offices, clinic, teacher's lounges, book storage room, records, vault and lobby. Unit D is a two story building with partial basement under first floor of 25,583 square feet and contains boiler room, fuel storage room, cafeteria, kitchen, library, study hall and guidance offices. Unit E is a two story unit of 28,802 square feet and contains a gymnasium-auditorium, boys and girls locker

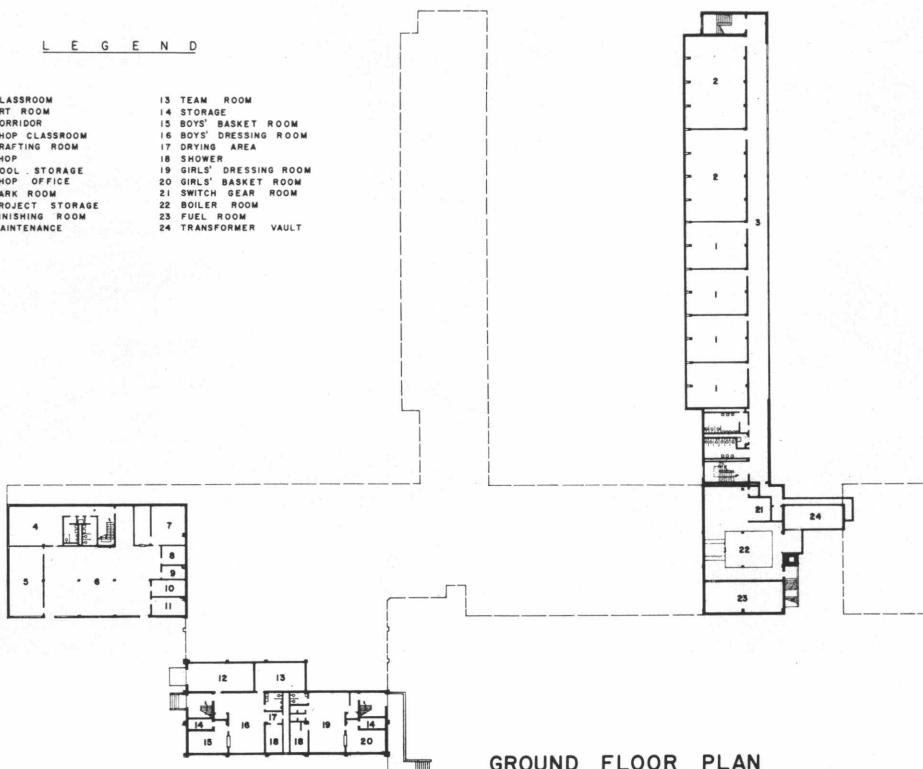
rooms and toilets, coaches office, ticket office, one chorus room, one band room, two physical education classrooms, one shop, one drafting room, one industrial arts classroom, one industrial arts office and related storage areas for each department. Units A and B are directly connected to Unit B which is connected to Unit C and E by covered walkways.

The floors are concrete slab on grade. Exterior walls are brick and block cavity walls and solid walls and reinforced brick walls. Interior partitions are exposed concrete block and plastered gypsum block. The structural frame was reinforced concrete for units A, B and D and F and A joist and filler block on barren walls for Unit C and steel trusses on reinforced brick piers for Unit D. The roofs were F and A joist filler block concrete slabs and steel trusses with tectum roof tile. All windows were projected steel sash.

# Kiser Junior High School—

## LEGEND

- |                    |                         |
|--------------------|-------------------------|
| 1 CLASSROOM        | 13 TEAM ROOM            |
| 2 ART ROOM         | 14 STORAGE              |
| 3 CORRIDOR         | 15 BOYS' BASKET ROOM    |
| 4 SHOP CLASSROOM   | 16 BOYS' DRESSING ROOM  |
| 5 DRAFTING ROOM    | 17 DRYING AREA          |
| 6 SHOP             | 18 SHOWER               |
| 7 TOOL STORAGE     | 19 GIRLS' DRESSING ROOM |
| 8 SHOP OFFICE      | 20 GIRLS' BASKET ROOM   |
| 9 DARK ROOM        | 21 SWITCH GEAR ROOM     |
| 10 PROJECT STORAGE | 22 BOILER ROOM          |
| 11 FINISHING ROOM  | 23 FUEL ROOM            |
| 12 MAINTENANCE     | 24 TRANSFORMER VAULT    |

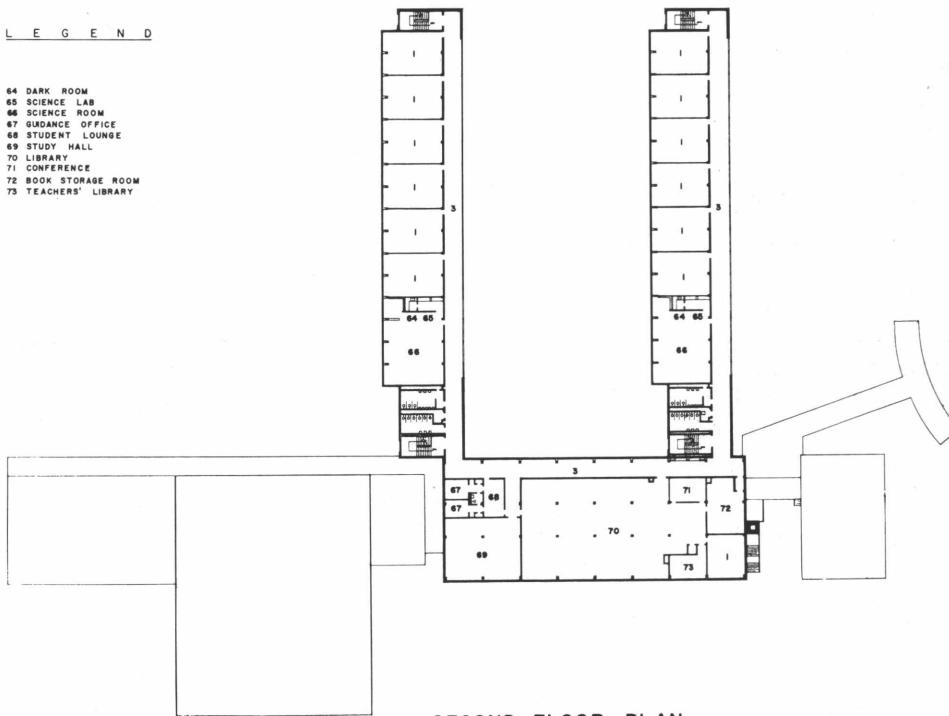


**GROUND FLOOR PLAN**

SCALE 0 20 40 60 80

## LEGEND

- |                      |
|----------------------|
| 64 DARK ROOM         |
| 65 SCIENCE LAB       |
| 66 SCIENCE ROOM      |
| 67 GUIDANCE OFFICE   |
| 68 STUDENT LOUNGE    |
| 69 STUDY HALL        |
| 70 LIBRARY           |
| 71 CONFERENCE        |
| 72 BOOK STORAGE ROOM |
| 73 TEACHERS' LIBRARY |

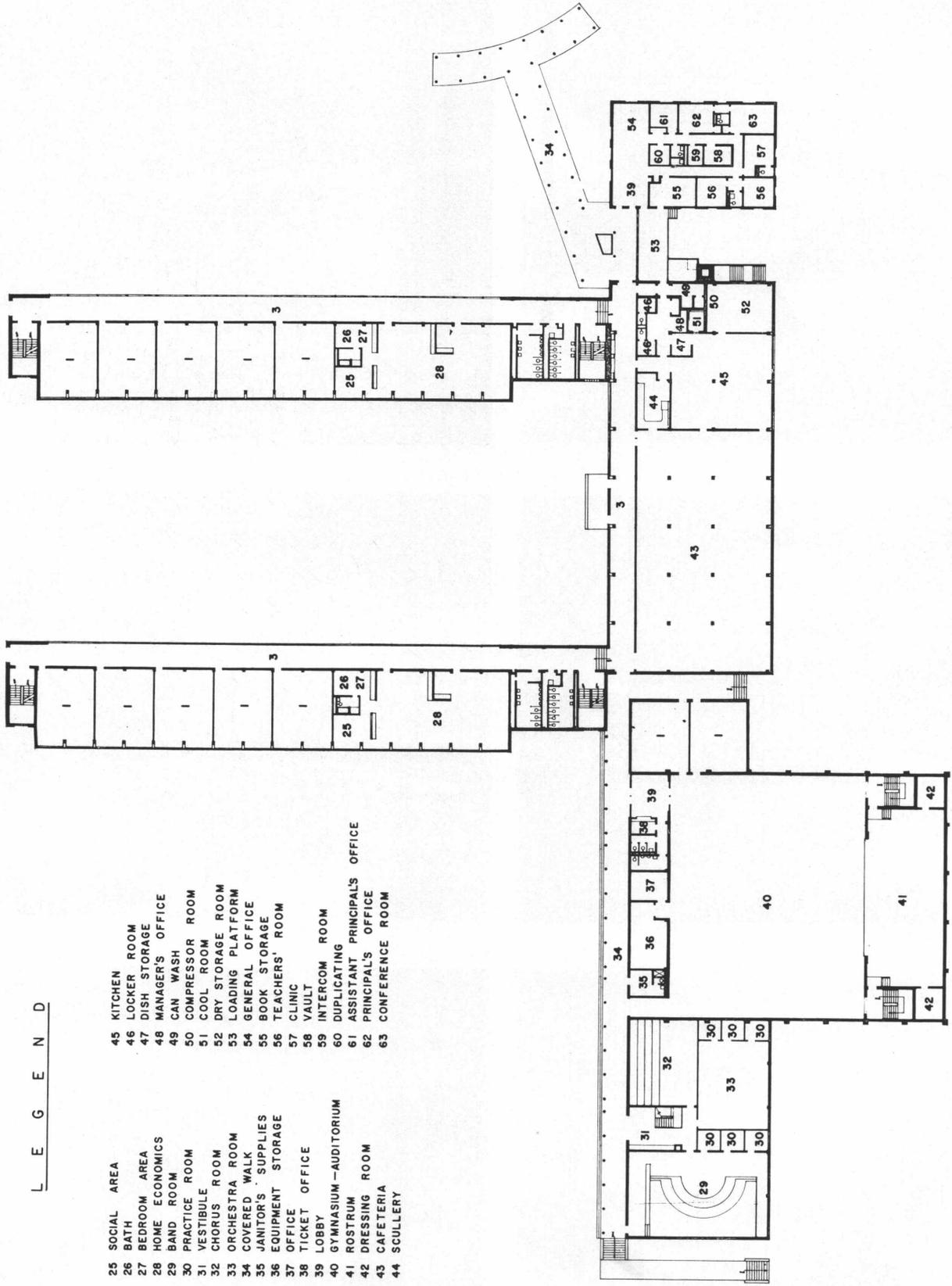


**SECOND FLOOR PLAN**

SCALE 0 20 40 60 80

L E G E N D

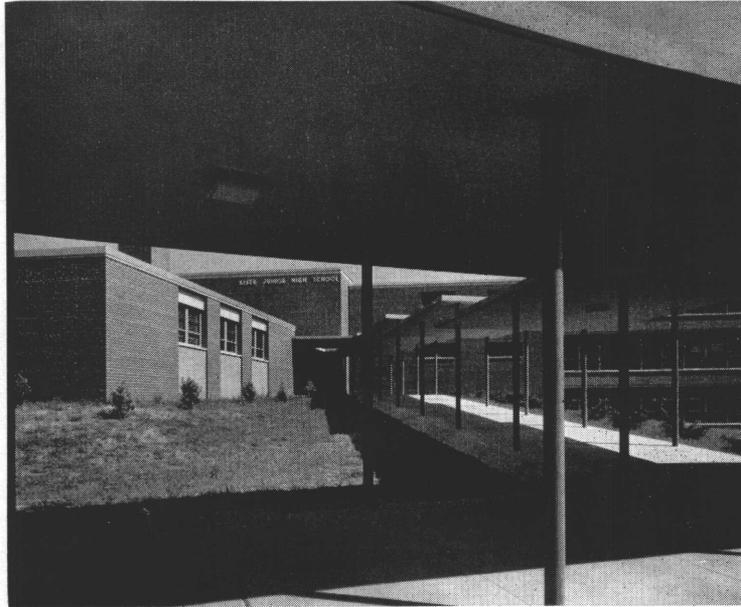
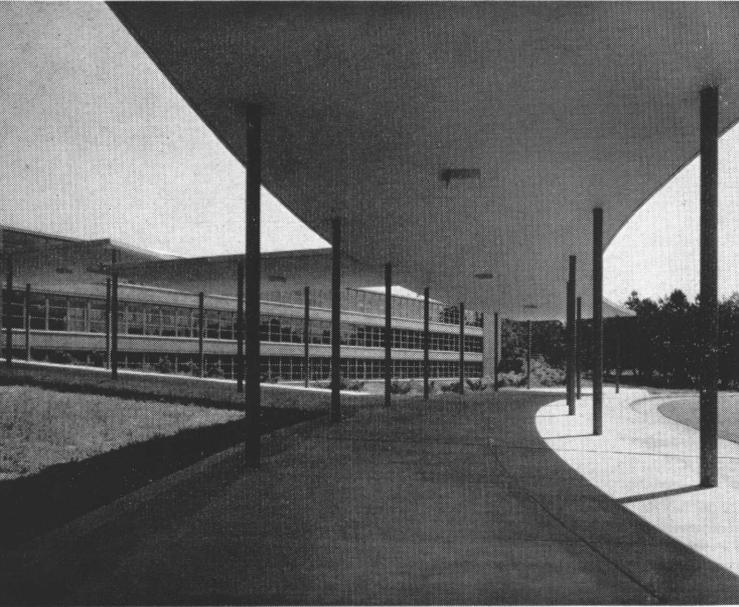
- 25 SOCIAL AREA
- 26 BATH
- 27 BEDROOM AREA
- 28 HOME ECONOMICS
- 29 BAND ROOM
- 30 PRACTICE ROOM
- 31 VESTIBULE
- 32 CHORUS ROOM
- 33 ORCHESTRA ROOM
- 34 COVERED WALK
- 35 JANITOR'S SUPPLIES
- 36 EQUIPMENT STORAGE
- 37 OFFICE
- 38 TICKET OFFICE
- 39 LOBBY
- 40 GYMNASIUM-AUDITORIUM
- 41 ROSTRUM
- 42 DRESSING ROOM
- 43 CAFETERIA
- 44 SCULLERY
- 45 KITCHEN
- 46 LOCKER ROOM
- 47 DISH STORAGE
- 48 MANAGER'S OFFICE
- 49 CAN WASH
- 50 COMPRESSOR ROOM
- 51 COOL ROOM
- 52 DRY STORAGE ROOM
- 53 LOADING PLATFORM
- 54 GENERAL OFFICE
- 55 BOOK STORAGE
- 56 TEACHERS' ROOM
- 57 CLINIC
- 58 VAULT
- 59 INTERCOM ROOM
- 60 DUPLICATING
- 61 ASSISTANT PRINCIPAL'S OFFICE
- 62 PRINCIPAL'S OFFICE
- 63 CONFERENCE ROOM



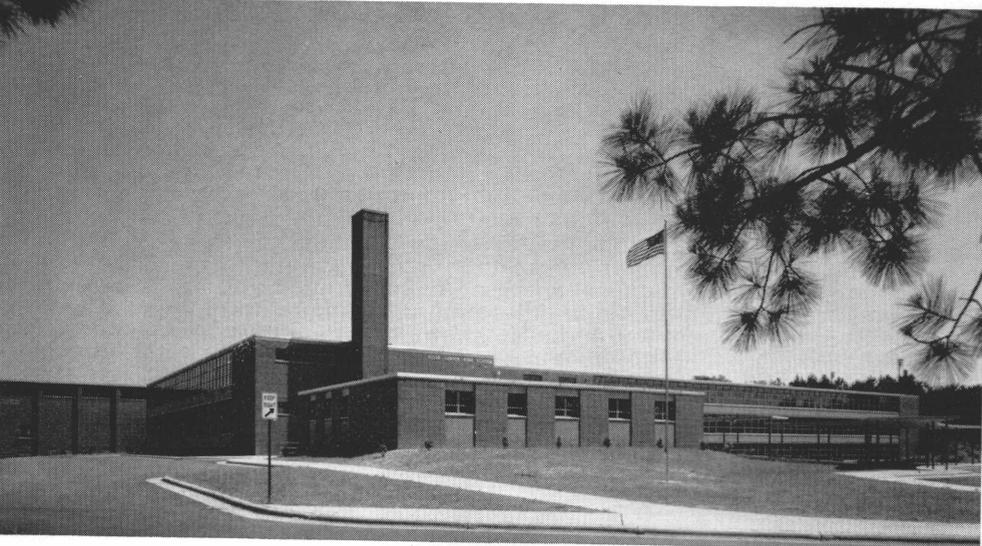
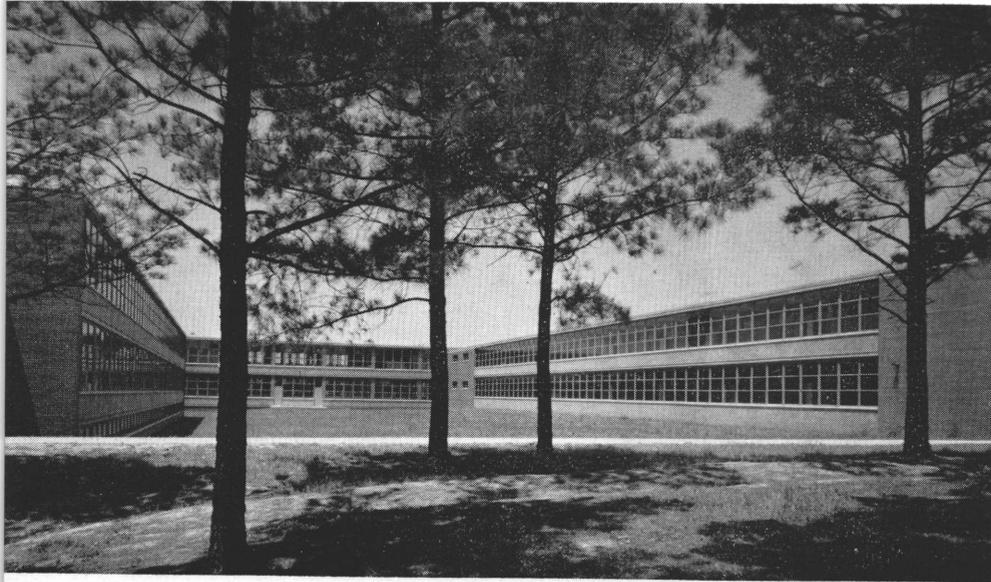
FIRST FLOOR PLAN

S C A L E 0 20 40 60 80

Kiser Junior High School (Continued)



**Greensboro** (Continued)



All photos by Martin's Studio - Greensboro

# THE NORTH CAROLINA STATE CAPITOL

by Cecil D. Elliott, AIA  
with the assistance of Ross Shumaker, AIA



ELLIOTT

This is the last in a series of three articles about our State Capitol written by a member of the Chapter. The previous sections (Section I, "How It Was Built," and Section II, "The Architects") appeared in the May and June issues.

## Section III: The Architecture

After two rather lengthy articles about the events, the men and the talents that shaped the Capitol, it seems natural and necessary to attempt some evaluation of this building—in other words, to follow the historical discussion with one from the critical point of view.

In criticizing a building it is necessary to go beyond the excuses for parts of the design, whether matters of historical period or construction circumstances. For instance, although one may fully realize the romantic undertones of the Greek revival movement and its relationship to the revival of Gothic forms, it is still unpleasant to see the rather clumsy use of Gothic details in the enrolling and engrossing rooms of the Capitol. There is, after all, no reason why centuries or decades alone should sway our opinions. In this day (and we can hardly flee our time-context) certain instances of a period's style or even some of the style's general characteristics must be subjected to prudent and just consideration.

Although there may be some previous ancestor in the genealogy of the State Capitol, we can hardly trace its parentage farther back than Andrea Palladio's Villa Rotonda in Vicenza (also called Villa Capra). From its origin in the first State House, a simple rectangular brick building, through the additions of a central dome and porticoes on the long sides, there was an obvious effort to emulate the multidirectional design of the Villa Rotonda which had captivated architects and patrons from the beginning of Italianate architecture in the English-speaking parts of the world. More typical of the Italian master's work was the Palladian form of a rectangular building with one facade emphasized and side-buildings attached with low colonnades or arcades; but, the idea of equilateral emphasis had continually fascinated his post-Baroque followers and architects seeking geometric clarity. Palladio himself pointed out the design's foundation in the Villa Rotonda's hilltop location—a circumstance not unlike that presented by the city plan of Raleigh. The traditions established by Palladio and his often disobedient disciples, Campbell, Kent, Burlington, and Adam, were evident in the building style of America during much of the eighteenth and nineteenth centuries in spite of the variations given it by the peculiar eclectic freedom of this continent.

But Georgian tradition was also strong, and from it had come the first building's shape. The Capitol has neither the Palladian form of compactness and solidity, nor the Georgian form of the rectangular mass with pedimented portico. From the major mass (about 68' by 160' in plan) the portico extensions are so great that the total east-west dimension of the building is only about fifteen feet less than the total north-south dimension. Thus, the Capitol is cruciform in plan, and in measurements it seems to conform to William Nichols' recommended changes in the dimensions of the commissioners' first draft of a plan with the exception of the colonnades. The remodelling of the previous State House by the elder Nichols had used engaged columns on these projections, and the recommendations of his son would include only the extended rooms of the present building. It seems probable that the free-standing columns and the increased projection of the porticoes was a contribution of Town and Davis. As he was handicapped by the previous construction of the foundations, A. J. Davis must have added the slight projections at the north and south corners in an effort to soften the rather abrupt protrusion of the porticoes.

Whatever the sequence of events may have been, there is a certain awkwardness noticeable in the projection of the porticoes, and it seems to lie in the unresolved conflict between the Palladian principle of centrality and cubical mass and the Georgian system of shallow portico.

The extent to which this weakness is overcome is very much due to the simplicity and exactness of the detail of the exterior. Davis had established this in his drawings and Paton executed this intention with admirable discrimination. Drawings of Greek buildings had influenced the British from the first crude drawings published by Spon, a French doctor, and Sir George Wheeler in their book describing a trip to Athens in 1675. However, it was almost eighty years later that the first Greek Doric building was built in England, a prostyle temple on the grounds of Lord Lyttleton's estate.<sup>1</sup> The publication of *Antiquities of Athens* by Stuart and Revett marked the real beginning of conscientious archeology in connection with the Greek monuments. David Paton must have been well trained in these historical facts, for his father, an Edinburgh architect, is listed as a subscriber to one of the volumes of *Antiquities of Athens*.

Although they are much more widely spaced, the portico columns are accurately proportioned at about eight-tenths of the size of those on the Parthenon. This work of detail is surprising when one considers that it was carved from granite. The buildings of ancient Greece were carved of marble or limestone, and stuccoed when the stone was too coarse to properly render the details of the style. Hard granite must have been difficult to work, but the durability of the stone has protected the building from the natural decay which has marred many younger buildings made of softer stone. In the comparatively soot-free air of Raleigh the stone has stayed clean and bright, and until it was scrubbed a few years ago, the color was very much like the pleasant golden tone of the Greek ruins at Paestum in Italy. The quality of the granite and conscientious maintenance of the grounds and the building have been responsible for much of the handsome, well-husbanded appearance of the Capitol.<sup>2</sup>

In the revival of Greek architecture in this country few controversies equalled that which surrounded the combination of the Greek temple and the dome. The dome had been a popular favorite from the earliest days of the Renaissance to the neo-classical movement in the eighteenth century, when the melon-shaped, triple-shell dome relinquished its position to the less dramatic example of the Roman Pantheon. But putting a domical form atop a rectangular temple was a perplexing problem. Still this combination was popular wherever the monumentality of the project recommended Greek archeology at the entrance and the internal drama of a rotunda. The year that the city of Raleigh was established Thomas Jefferson had submitted in competition a design for the White House. This scheme, entered under a pseudonym, was based on the Villa Rotonda and included a dome patterned after that of the Pantheon.

The basic form of the primitive Georgian brick building that had been the first State House had been made more fashionable when William Nichols added a rotunda and projecting wings. The Legislature directed that a new building be built in the image of its predecessor; but even if they had not, it is likely that Town and Davis would have set this general pattern, for that firm was much addicted to the dome-and-temple combination. Their capitol buildings for Indiana and Illinois used this device, and a magazine editorial referring to their Indiana capitol and New York Customs House called the dome " . . . an excrescence, which, however elegant in itself is utterly monstrous and barbarous when added to a model of the present Grecian architecture, such as the Parthenon or the Theseion."<sup>3</sup>

In the Nichols remodelling and the drawings of Town and Davis the dome is topped with a cupola. The Choragic Monument of Lysicrates was an excellent Greek precedent for the design of cupolas, but both of these versions in the history of the Capitol were far from exciting. The cupola of Nichols was a decent sort of circular temple, but it thrust abruptly from the top and seems to be rather impermanently attached. But the cupola of Davis's drawings is a dumpy bird-cage affair, awkward and remarkably inappropriate to the remainder of the building. The simple treatment devised by Paton, Strick-

(continued next page)

land, and General Daniel (there seems no way to find which originated the idea) is far more satisfactory. It continues the architectural simplicity which overcomes much of the building's clumsiness in mass form.

In the case of the rotunda, the central feature of the Capitol, we have another involved set of contrasts and similarities. Drawing a section through the building, A. J. Davis showed the rotunda with its dome divided in a gridded ceiling pattern of coffering rather than the sectorial pattern that was built, beneath the dome's curvature was an entablature, and the walls below were smooth except for a broad band around the wall at the top of doors and niches. This drawing offers obvious difficulties in floor levels and door heights, and it is not surprising that the design was changed in another of Davis's drawings which shows the rotunda almost as it was built. The rotunda profits greatly from the addition of eight pilasters, thirty feet tall, in a hall thirty-six feet in diameter; without them the space would have been formless—the internal equivalent of a fat, un-fluted column.

None of the Davis sections show the floor opening which opens the ground floor central room into the rotunda above. It is likely that this very effective feature was added by David Paton. A sky-lighted vertically-opened series of spaces was common in the period and it was especially favored by Sir John Soane who influenced Paton.<sup>4</sup> The skylighted east and west stair halls in the Capitol are similar in character to two which Soane included in his design for the mansion at Tyringham. Certainly without the vertical opening the rotunda would cause little of the visual excitement that can now be found there; perception of the full height of the building is the initial and cohesive experience on entering the building.

On the ground level of the east and west entrance wings A. J. Davis's original idea of symmetry with double stairways and generous lobbies has been completely negated by the inclusion of unbalanced stairways, off-center columns, and extra rooms. These parts of the plan are in complete disagreement with the general principles of simplicity and symmetry on which the rest of the plan is based. Whatever the origin of this alteration in the plans, it must be recognized that its results are unfortunate.

With regard to the hall of the House of Representatives, the advice of William Strickland was followed that "... there ought to be four columns in line with the Speaker's chair, so placed as to have the first column on the right and left one diameter from the wall or antae of the recess, that is, to have three of the intercolumns equally spaced and two intercolumns next to the wall only one diameter from the wall; otherwise the spaces would be too much contracted."<sup>5</sup> While this advice seems quite reasonable so far as the columns and their spacing, about eight feet behind them there is a wall with two levels of windows dictated by the exterior regularity of the design. It is remarkable that none of the architects concerned with the Capitol attempted to change the fenestration pattern on the north and south facades, relieving the building of the rather foolish necessity of pretending that these walls are like in nature to the other exterior walls of the legislative halls.

In both halls the rows of columns behind the speaker's dais support entablatures with nothing above them, imitating the gallery-supporting function of the other columns in these halls. One can hardly consider the fenestration in the adjacent walls or the colonnades to be architectural decisions of sound quality, but in the Senate chamber the colonnade is at least less offensive in its scale.

Considering that these two halls have very much the same requirements, circulation pattern, and essential form, it is interesting to observe closely the different ways in which they were designed. The Senate Hall may not achieve the full splendor of the House of Representatives, but its simplicity and skillful handling produce a much more significant and effective design. The division of the Senate Hall into two levels and the use of a dome on pendentives for its ceiling shape is a more truthful, sound, and expressive design. By this treatment the gallery becomes, like the triforium of a cathedral, a special place up among the arches and quite different in character. Perhaps the popular origin of the House of Representatives encouraged a more theatrical quality in its architecture, but nevertheless the offices of the speaker and clerk are awkward intrusions into the space and the gallery supported at mid-height of the columns is disturbing in connection with the general archeological accuracy and visual simplification of the building. The gallery plan, the pendentives, and the columns of the Senate Hall are much more suitable to the inclusion of the four corner offices and to the careful maintenance of a comfortable and charming quality of scale.

On the whole the Capitol has been maintained in its original form, and this in itself is rather remarkable. Many of the state capitols built at the same time were replaced by larger and grander buildings, styled in the eclectic manner of the '90s; and some others have suffered additions and alterations. There have been designs to expand the building, but none seems to have found popular acceptance. Perhaps the size of the square has been a deterrent to these additions. Wings on the north and south are about the only additions that could be made and if they were to be appreciable additions of space, the building would approach the full width of the square, losing the continuity of grounds around the building and doing irreparable harm to its relationship to Fayetteville Street.

A major improvement in the appearance of the building, as is the case with almost all buildings, was the development of the surrounding square. The removal of the iron fence and the out-buildings and the execution of the graceful landscape design by the Olmsteds have supplied a contrast of rich foliage texture with the clean forms of the building. It is often said that the Square is over-crowded with commemorative statuary, but that seems to be no great fault when one realizes that this small square has been the only such park that the State has had. So, it is indeed rather surprising that such restraint and organization has been possible, and one must realize that only the western view of the building is appreciably blemished by monuments.

Many changes around the Square have affected the Capitol. Perhaps it was assumed that the business center would be opposite one of the columned facades, but even during the period of construction Fayetteville Street was defining itself as the mercantile section. Later, Christ Church was built, a pleasant companion of the next architectural period; but most of the property adjacent to the Square has been filled with State buildings. The State government has built around the square without providing any additional green areas. The later buildings cover almost all of their sites, and any parts remaining are usually covered with asphalt. This situation may simply be the price of a central urban location as opposed to a suburban site for the complex of State buildings, but it is also the price of proceeding on a costly and complicated building program without adequate study of its influence on future buildings.

Now the State government is considering the construction of a building to house its legislative branch. Admirable determination to respect the Capitol has been expressed, and the second most significant monument of North Carolina's State government will probably be built soon. If it can be given its proper relationship to the Capitol and can become equally an ornament to the city, the zeal and sincerity of the builders of the Capitol will have been reborn after more than a century.

Note: Certain favorite stories about the Capitol have been omitted from these articles, however a few observations may be appropriate.

(1) According to Ross Shumaker the "secret rooms" were the upper levels of the speaker's and clerk's offices in the meeting hall of the House of Representatives. Mr. Shumaker reports that when the iron circular stairways were installed in order to make these spaces accessible from the offices below, it was discovered that their floor framing had apparently anticipated such openings.

(2) I have found no indication that David Paton imported stone-masons from Scotland. Several letters and memoranda remain to testify to the northward trips made by Paton to employ masons, and this seems to have produced a sufficient number. Also, I have found no newspaper comment on the importation of workmen, and it would certainly have been mentioned in the local press.

#### FOOTNOTES

1 *Architectural Review*, December 1948, Nikolaus Pevsner and S. Lang, "Apollo or Baboon."

2 Perhaps as a mid-Westerner I am acutely aware of this factor. The evident neglect of the Iowa capitol and the barren surroundings of the Oklahoma capitol must be seen to fully appreciate the esthetic influence of responsible care of buildings.

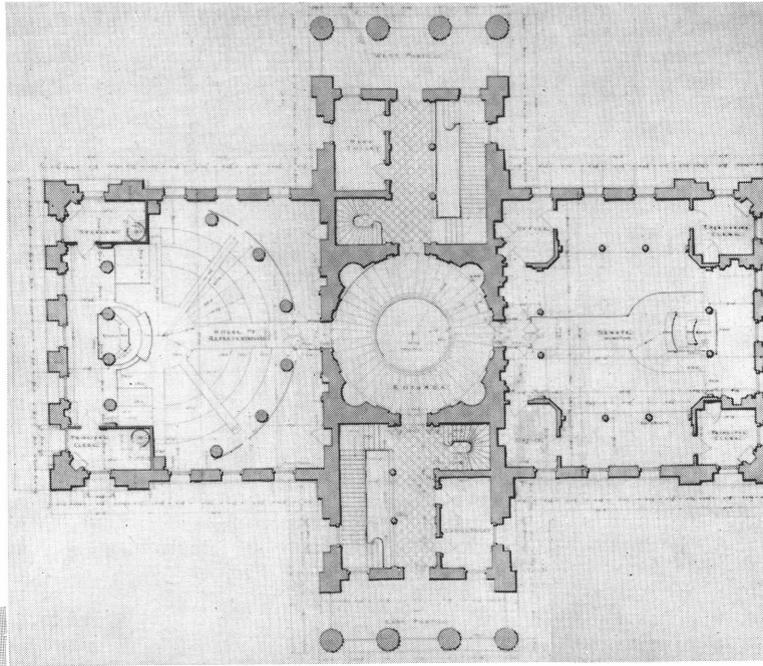
3 *American Monthly Magazine*, April 1835, as quoted in *Greek Revival Architecture*, by Talbot Hamlin.

4 Although Paton was employed in Soane's office only seven months, he was one of nine assistants, who with thirty pupils and eleven clerks, composed the office force between 1784 and 1830. This comparatively high position attests to his experience and training under his father and to Sir John Soane's position as the leader in British architecture.

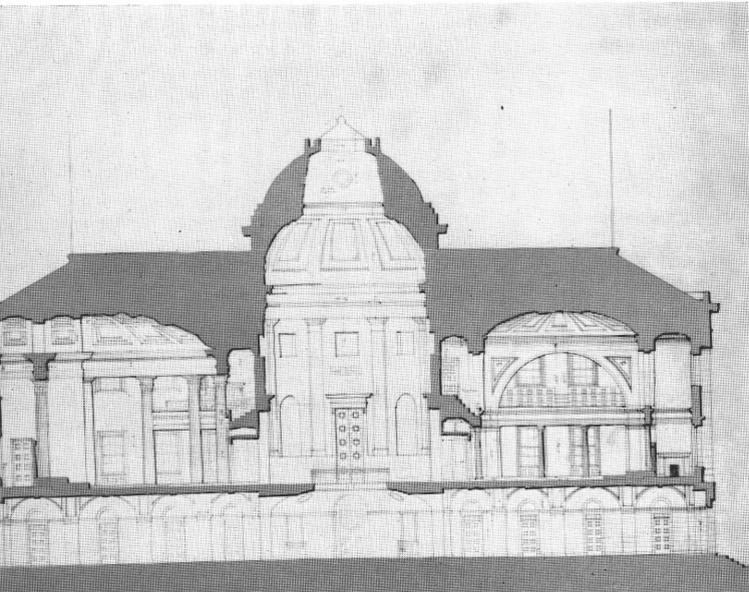
5 Letter from William Strickland to General Beverly Daniel, November 10, 1837 (in North Carolina Archives).

# The North Carolina State Capitol (Continued)

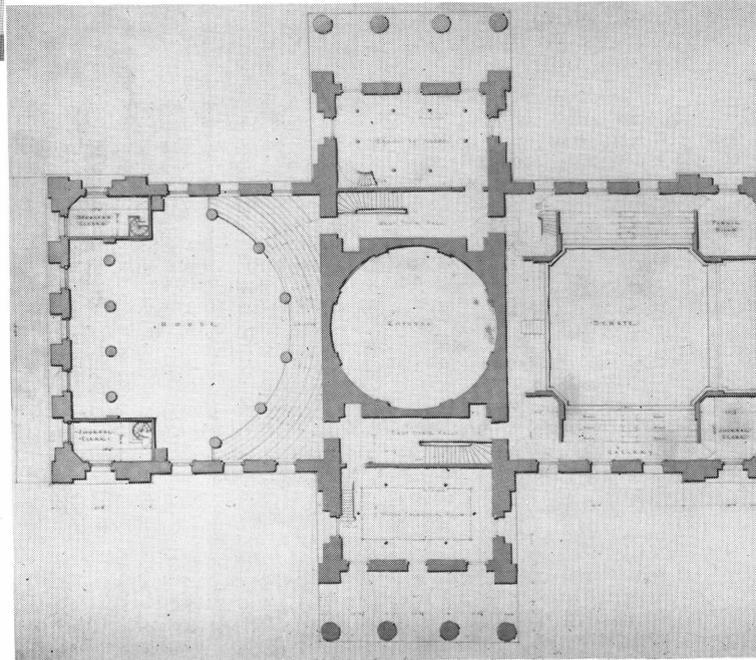
These cuts were made from drawings made in 1924 with measurements taken and drawings prepared by Ross Shumaker, A.I.A., assisted at intervals by Philip Schwartz, Architect of Raleigh.



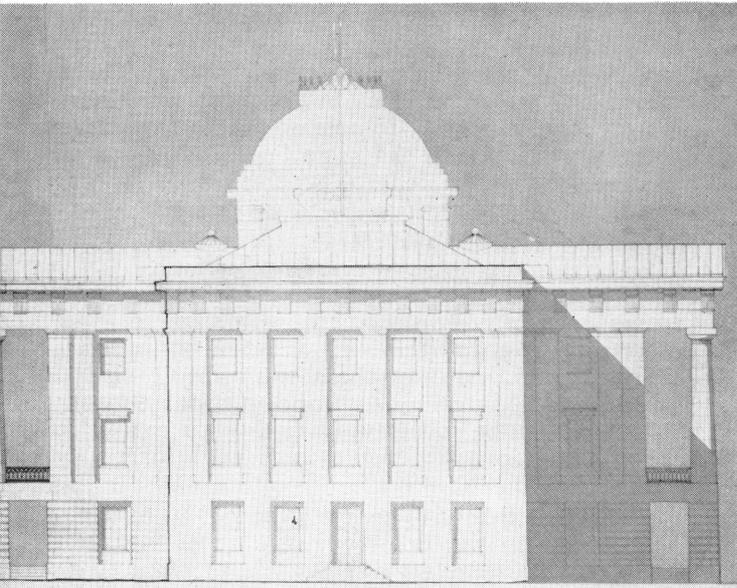
Second Floor Plan



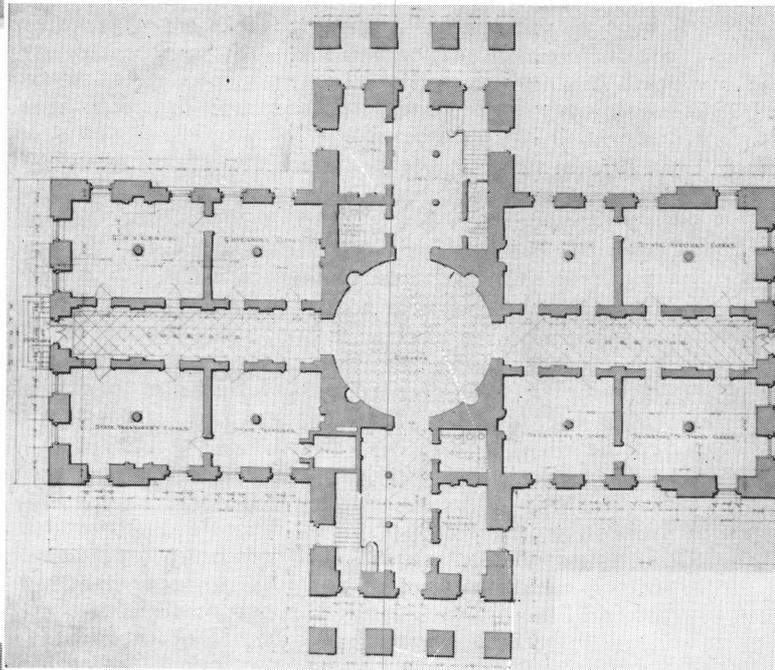
Longitudinal Section



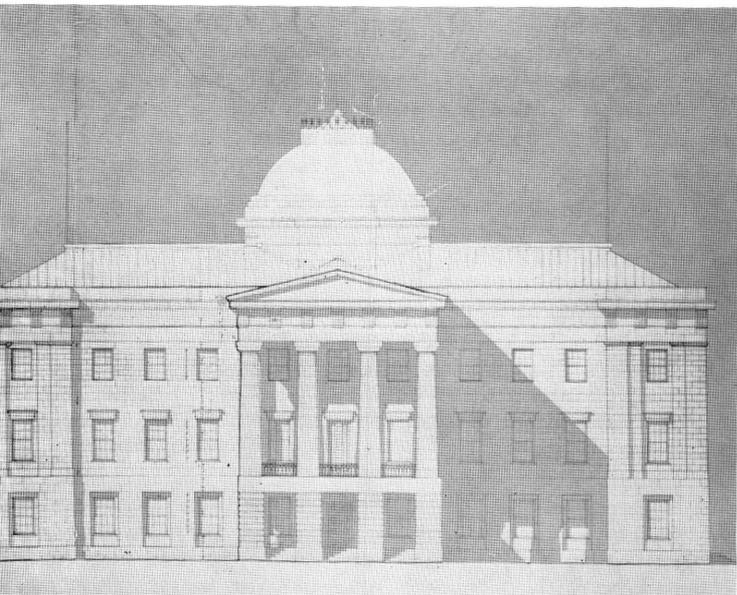
Third Floor Plan



North and South Elevations



First Floor Plan



East and West Elevations

# PREPARING BUILDING NEWS MATERIAL FOR PUBLICATION

by Chester Parker

*The following is a talk given June 20 during the 1958 Summer Meeting of the N. C. Chapter AIA. Mr. Davis, feature writer with the Winston-Salem Journal and Sentinel, was present to receive the 2nd Award in AIA's 1957 Journalism Competition.*

This morning I have been assigned the topic of how to best prepare Building News Material for Publication.

The topic is a simple one. Yet, like so many essentially simple things it is more often misused than used well. That fact, I think, is reflected in the rather remarkable dearth of architectural—and, to a far lesser degree, construction—news in the daily press.

Perhaps "dearth" is too strong a word. There is, of course, a good deal of daily news about construction in North Carolina. But I seriously doubt if the news we are presently printing begins to reflect the actual volume of construction—homes, factories, public buildings and public works, highways, office buildings, recreational facilities and the like—underway in this state today.

During the post war period we literally have rebuilt North Carolina. I have been in Winston-Salem as a newspaperman since 1946. In that time I have seen the face of the city lifted in a manner unlike anything that town has known since the Moravians first settled on Muddy Creek in 1752.

Private giving to capital fund campaigns in Winston-Salem alone has purchased an incredible amount of new construction. I hesitate to put a price tag on this private giving but in terms of construction it probably exceeds \$50 million, exclusive of home building.

The Wake Forest Campus alone accounts for \$20 million in new construction. The development of Tanglewood Park—an 1,100 acre estate converted into a handsome public park—the reconstruction of Old Salem, the expansion program of Salem College and the construction of a Red Shield Boys Club, a Negro YM-YWCA, three new indoor swimming pools, a new regional Boy Scout Camp and similar projects account for additional millions in new construction.

Then there is the construction of an amazing number of new churches and new quasi-public buildings—a Masonic temple, a new home for the American Legion, and the like. A number of million dollars—all privately given—has gone into hospital expansion and renovation.

All of this is construction financed solely through private giving.

On top of this generous philanthropy there has been an equally impressive amount of public spending.

In 1945, for example, Winston-Salem publicly boasted that it had no slums. Since 1945 we have embarked on the construction of some 1,500 public housing units and on a program of urban redevelopment. And we are well on the way to making our boast good.

In 1945 Winston-Salem bewailed the fact it was located off the main line. In the post war years highway construction—completed and prospective—has put the city on the main line. Today one of the new links in the federal super-highway system runs directly through Winston-Salem and two others are now easily accessible to us.

In these same years we have rebuilt an utterly obsolete water system and are now replacing a sewage disposal system only 35% effective. In 1945 our county school system was a shambles—unconsolidated units, many of them one room in size—served with old fashioned hand pumps, outdoor privies and pot-bellied stoves—and while the white schools were poor the Negro units were incredibly worse.

In the past thirteen years that school system has been rebuilt to the point where it rates with the finest in the South in terms of physical facilities. That goes for Negro units as well as white. The city schools have had their face lifted in much the same manner. In schools alone Forsyth County has spent something like \$30 million in the post war period.

Then there has been the industrial expansion. The R. J. Reynolds Tobacco Company alone has launched a \$50 million expansion program in Forsyth and adjoining Stokes County. Other local industries—Hanes Knitting, Western Electric, are examples—also have invested millions in plant improvements and expansion.

Now this construction—private, public and industrial—has been of a magnitude never before matched in Winston-Salem's history.

And what has occurred in Winston-Salem is not unique. Much the same thing has taken place all across the state, the South and the nation.

These developments have been publicized. But—and this is the point I want to make—I seriously question if the newspaper space given this revolution in construction has begun to match—or even mirror—the true extent of the revolution itself.

Building is news. In our time it is big news. I don't think that we—you architects and contractors and those of us in newspapering—have played this story for all that it's worth.

To a considerable degree I think that this failure to milk this story to the fullest is your fault.

Wherever newspapermen have to deal with a professional group there is trouble. In part this results from the fact that professional ethics—the fear of self-advertising, the anxiety to soft-pedal the personal angle for fear of professional criticism—makes dealing with a newspaperman difficult of many of you. Then there is the fact—sometimes justified, but most often based on nothing but imagination—that professional men distrust journalists. They distrust them on the score of inaccuracy, distortion and sensationalism.

Because they distrust the newspapers they tend to be reticent in talking with reporters. And you can stick a pin in the fact that if you hold back in talking with a reporter you are far more likely to

(continued next page)

be disappointed with his story than you would be had you talked freely.

That's true because you—like other professional men—work in a highly technical field; a field where the reporter must have your upmost guidance if he is going to report with accuracy and perception.

What I say here is not merely a matter of my personal opinion. The Carolinas Branch of the Associated General Contractors has a public relations service for its members. Among other things it provides its members with a "Fact Sheet for the Press." That sheet asks all the questions—the traditional who, what, when, where and why—a reporter will ask. It provides the detailed information a newspaper must have to prepare and publish an accurate and complete story.

Yet, the astonishing fact is that almost 50% of the members of the Associated General Contractors fail to take advantage of this service! Yet, those men are most often the ones who sit back and belly-ache about the reporting—and the public relations—of the work of the construction industry.

I am fully aware that in most instances you architects are not the prime source of news. You, most often, are employed to do a job. The responsibility for reporting that job properly belongs to your employer. Oftentimes you are not free to so much as open your mouth without his permission.

I have an idea that it's this fact that is responsible for your reputation among newspapermen as being close-mouthed and, sometimes, unco-operative.

To be honest with you, my personal experience with architects—at least in those cases where the question involved was one of architecture alone—has been amazingly pleasant and rewarding.

I have found that your members are imaginative beyond most professional groups and far above average in being able to express an idea.

One of the most astonishing experiences in my work as a reporter came at the time Wake Forest College was preparing to move to Winston-Salem. There have been other instances where I obtained stories which, in my mind, were exciting and stimulating because you architects were willing to talk freely and openly with me, for example:

1. the excitement of the School of Architecture
2. the tension story

Just this week I was fascinated to read the report on the tornado that denuded the pate of the Charlotte coliseum. It struck me as a particularly perceptive piece of reporting. I have since been told that Mr. Odell, the architect of the Coliseum, made himself available to reporters and gave them a full and frank appraisal of the damage done and why it occurred.

Judging by my own experience, the problem does not arise in the handling of news that relates to architecture alone. It is, instead, more a problem of getting solid reports of the day to day construction underway in the state.

That, of course, remains the primary responsibility of the builder, not the architect. But the architect

must not let the matter drop there. He is the one who develops the plans and brings the plans to the point where a public announcement is in order.

If you want reporting on your projects that has both depth and accuracy, then you must erase your own—and your employer's—skepticism of the press.

In dealing with the press the rules are simple.

First, talk openly and freely with the reporters. In rare instances you may discover that certain reporters are not accurate or not to be trusted. But those instances are as rare as cases involving incompetent architects.

Second, you must remember that you are dealing with a layman. So talk to the reporter much as you talk with a client seeking your advice.

Third, avoid propaganda and tub thumping. Newspapermen are not authorities in many areas but in the matter of spotting a "loaded" story they come close to deserving an expert's rating. That sort of copy fills the waste baskets of every newspaper in the land every day of the year.

Fourth, provide all the details. Describing the job is not enough. Tell the reporter what is being built and where. Give him the facts and figures on the land involved, the size of the building and the costs.

Fifth, provide an illustration of the project — perhaps your own drawing—which is as attractive as possible and which will reproduce on the coarse screened paper used by the daily press.

Sixth, keep in mind the possibility that architectural gimmicks which you may treat as routine but which may provide the most fascinating sort of news for the layman. For example cite the instance of THE WINSTON-SALEM LIBRARY AND THE COLISEUM.

Now, as I said in the beginning, those are simple rules.

Their very simplicity suggests an important fact . . . good press relations is not so much a matter of technique as it is simply a matter of good personal relations between the reporter and the news source.

Those of us in journalism have, of course, a responsibility to keep those relations good. On your part you must believe that we are sincere in our desire. To be factual, accurate and to provide some depth to our stories. Until you accept that fact—and act accordingly—you are not going to get the sort of press coverage which both you and the public properly deserve.

---

## WINSTON-SALEM COUNCIL ELECTS LARSEN

On June 17th at its regular monthly meeting the Winston-Salem Council of Architects elected Nils F. Larsen as President. Other officers elected were Ralph Crump as Vice-President and William R. Wallace as Secretary-Treasurer. Larsen succeeds Fred Butner who will continue to serve as a Director. The Winston-Salem Council was host to the N. C. Chapter at the 1958 Annual Meeting in January.



**Five**  
**Award**  
**Winners**  
**In**  
**Eighteen**  
**School**  
**of**  
**Design**  
**1958**  
**Graduates**

On June 1st in impressive ceremonies at N. C. State College's Brooks Hall following commencement exercises, awards were presented to five of the eighteen 1958 graduates of the School of Design. Shown in the photo from left to right are Ignacio Maria Zubizarreta of Caracas, Venezuela, first ranking student who graduated with honors in Architecture and won the American Institute of Architects School Medal from the AIA plus a copy of the book *Mont St. Michel and Chartres* from the Institute's Henry Adams Fund; Robert Dean Turner of Ipswich, Massachusetts, also graduated with honors as the second ranking student in Architecture and winner of the American Institute of Architects Book Award from the Henry Adams Fund. Both awards were voted by the faculty of the School on the basis of scholarship, character, and potential for the profession of Architecture. Charles Seymour Sax of New York City, graduate in Architecture and winner of the Alpha Rho Chi Medal given by the faculty on the basis of scholarship, character, and performed service to the school; William Warren Edwards of Oklahoma City, Oklahoma, a Landscape Architecture graduate and winner of the Certificate of Merit of the American Society of Landscape Architects and a \$5,000 Dumbarton Oaks Traveling Fellowship Award by the trustees of Harvard University which will allow him to study abroad for a year beginning this month; and Earl Wayne Taylor of Maple, N. C., graduate in Architecture and

winner of the N. C. Chapter of AIA Book Award, who was named the outstanding design student in the class. The awards to Zubizarreta, Turner and Taylor were presented by NCAIA Chapter President William R. James, Jr., of Winston-Salem, and the awards to Sax and Edwards were presented by Dean Henry L. Kamphoefner, FAIA. President James also presented to James Russel Washburn, Jr., of Lake Lure, N. C., the \$1,200 Edward Langley Fellowship for study in the Harvard University Graduate School of Design. Washburn, a 1957 graduate in Architecture, has been an Instructor in the School of Design for the past year.

A total of 15 students received their Bachelor of Architecture Degrees and three received degrees in Landscape Architecture. Others in Architecture were: Laszlo Aranyi of Budapest, Hungary; Timothy Hollis Barrows of Fort Lauderdale, Florida; Richard Kenneth Chalmers of Buffalo, New York; David Elliott Hipp, Jr., of Charlotte, N. C.; Eugene Isley Lowry of Kingsport, Tennessee; Henry Hardinge Menzies of Winston-Salem, N. C.; Samuel Edward Mintz of Detroit, Michigan, who graduated with honors; John Marsilje Peterson of Raleigh, N. C.; Oscar Earl Pope, Jr., of Charlotte, N. C.; Clyde Russell Rich, Jr., of Clinton, N. C.; Benjamin Boswood Taylor of Maple, N. C.; and others in Landscape Architecture were: Kenneth Raymond Coulter of Maiden, N. C., and James Franklin Ellis of Raleigh, N. C.

# SNOW LUMBER COMPANY

*Quality*

## MILLWORK

*Since 1880*

HIGH POINT, NORTH CAROLINA

# Salisbury Lumber & Supply Company



MILLWORK

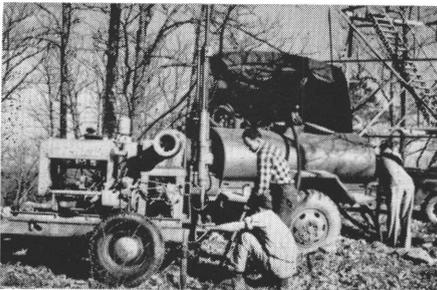
BUILDING MATERIALS

S. Main St. at City Limits  
Salisbury, N. C.

Phone 2280

# Ezra Meir & Associates

713 W. Johnson St. Raleigh, N. C.  
Phone TE 4-4041



- Soil Borings
- Rock Drilling
- Laboratory Analysis
- Field Testing
- Reports

*Specify*

## BIRD ROOFING

## CURTIS WOODWORK

## H & S LUMBER CO.

CHARLOTTE, N. C.

*Manufacturers Of Quality  
Special Millwork*

# Only Way To Protect Investment Is Tested Modern Materials

Newest floors, walls and acoustical sanitary ornamental ceilings.

New vinyl floors, easiest cleaning.

New vinyl wall coverings eliminate painting and papering.

Folding Doors and Partitions.

Standard and Synthetic Carpets.

Come see 4 types of steel or wood kitchens to make modern decisions.

## BOST BUILDING EQUIPMENT CO.

FLOOR AND ACOUSTICAL CONTRACTORS

912 E. 4th St., Charlotte, N. C.

Phone ED 3-0321

# MONARCH ELEVATORS

# Serving the South

Monarch strives to provide the finest in elevator engineering, manufacturing, installation, and service. Call for full information on electric and oil-hydraulic freight and passenger elevators, dumbwaiters, and residence elevators. We invite you to visit our plant.

Greensboro, N. C., Ph. BR 2-4563 (Main office and plant)  
Augusta, Ph. 6-5397 Greenville, S. C., Ph. 5-4016  
Roanoke, Ph. DI 4-4700 Raleigh, Ph. TE 2-6612  
Charlotte, Ph. ED 4-5971

*Largest Elevator Manufacturer in the South*

*We have moved!*

# DUNCAN PRINTMAKERS

HAS MOVED!!

To better serve you we now  
Have larger quarters at

315 East Seventh St.  
Charlotte, N. C.

Doorstep Parking

Same Phones:

ED 4-1398 - ED 2-5033

Special Attention given Bus and Mail Orders



## ARCHITECTURAL STONE

## THE MABIE-BELL COMPANY

P. O. Box 2909 - Phone BR 4-7674 - Greensboro, N. C.

## A REALLY CLEAN JOB

**Hertro-Clean** is a product of chemical research designed to eliminate the usual objections to cleaning masonry with muriatic acid. It makes brick-work stand out in its natural colors.

**Hertro-Clean** is from 500 to 700 per cent less corrosive to metals than muriatic acid and may be used to clean ceramic and quarry tile without damage to adjacent chrome or aluminum work.

Plaster may be safely and quickly removed from metal door bucks or aluminum windows with **Hertro-Clean**.

It is packed in crystal form in convenient sized polyethylene bags to be dissolved in water on the job. It is economical to use. It is easy to work. It does a good job.

For guide specifications and samples, write to:

CHEMICAL *HERTRON* COMPANY  
SALES DIVISION INC.  
P. O. BOX 3090 CHARLOTTE, N. C.

- Industrial
- Institutional
- Commercial



## DICKERSON, Inc.

General Contractors

AT 3-3111  
Monroe, N. C.

MORE AND MORE ARCHITECTS NOW SPECIFY . . .

- High Insulation Efficiency
- Positive Vapor Barrier
- Odorless and Clean



FIRST IN REFLECTIVE INSULATION



BOX 1050, DURHAM, NORTH CAROLINA

Better Construction is assured when you specify

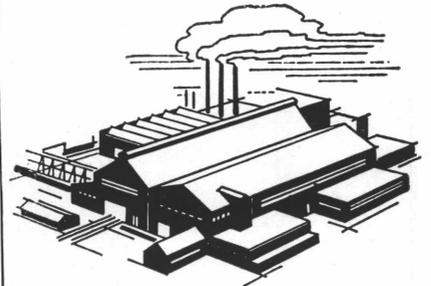
50% LESS  
SHRINKAGE



HIGH PRESSURE  
STEAM CURED  
MASONRY UNITS

SMITH CONCRETE PRODUCTS • KINSTON, N. C.  
TEL. 3412

We Build To a STANDARD — Not To a Price



•  
STRUCTURAL STEEL

•  
STEEL STAIRS

•  
SOULE STEEL & IRON CO.

901 North Church Street  
Tel. ED 2-4580  
CHARLOTTE, N. C.

—TYPE— **BOREN** —SIZES—  
CLAY PRODUCTS COMPANY  
Manufacturers of  
**BRICK**

Colonial  
Antique  
Handmade  
Tapestry  
Common  
Special Shapes

Standard  
Modular  
Oversize  
Roman  
Norman  
Jumbo

for Color and Texture  
Phone Greensboro BR 4-6353  
Offices  
PLEASANT GARDEN, N. C.

# ARCHITECTS AND BUILDERS IN THE NEWS

## Association Appoints Secretary

The N. C. Concrete Masonry Association appointed Clay Williams of Raleigh as Executive Secretary effective July 1st. Mr. Williams succeeds William Duff, who resigned to enter construction work in Raleigh. For the past three years he has served as Public Relations officer for the First-Citizens Bank & Trust Company of Raleigh.

## Architect Heads Symphony

The N. C. Symphony Society elected M. Elliott Carroll of Durham as President for a two year term from July 1, 1958, through June 30, 1960. Carroll is an architect with the firm of Small and Boaz in Raleigh, and is the son of D. D. Carroll, former Dean of the School of Business Administration at the University of North Carolina.

## Material Handling Report

The Material Handling Institute, Inc. (Suite 759, 1 Gateway Center, Pittsburgh 22, Pennsylvania) has reprinted a special report they prepared for Factory Management and Maintenance Magazine titled "Building to Fit Your Handling Job." It discusses 10 check points in buildings of industrial type. Copies of the report, numbered 102, are available by request to the Institute to this publication.

## Stephens Changes Firm

Robert H. Stephens, AIA of New Bern, who has operated the firm of Buret H. Stephens and Robert H. Stephens since the death of Mr. Buret Stephens in 1956, has announced a partnership effective June 30th with Aldo B. Cardelli. Their offices will be at 504 Pollock Street in New Bern.

## New Asheville Firm

Lindsey Madison Gudger, AIA of Asheville has announced his association with Jack Baber, Architect and John Terry Wood, Jr. AIA of Asheville, effective May 26th under the name of Gudger, Baber and Wood. Their offices will be at 52 Carter Street in Asheville.

## New Brevard Office

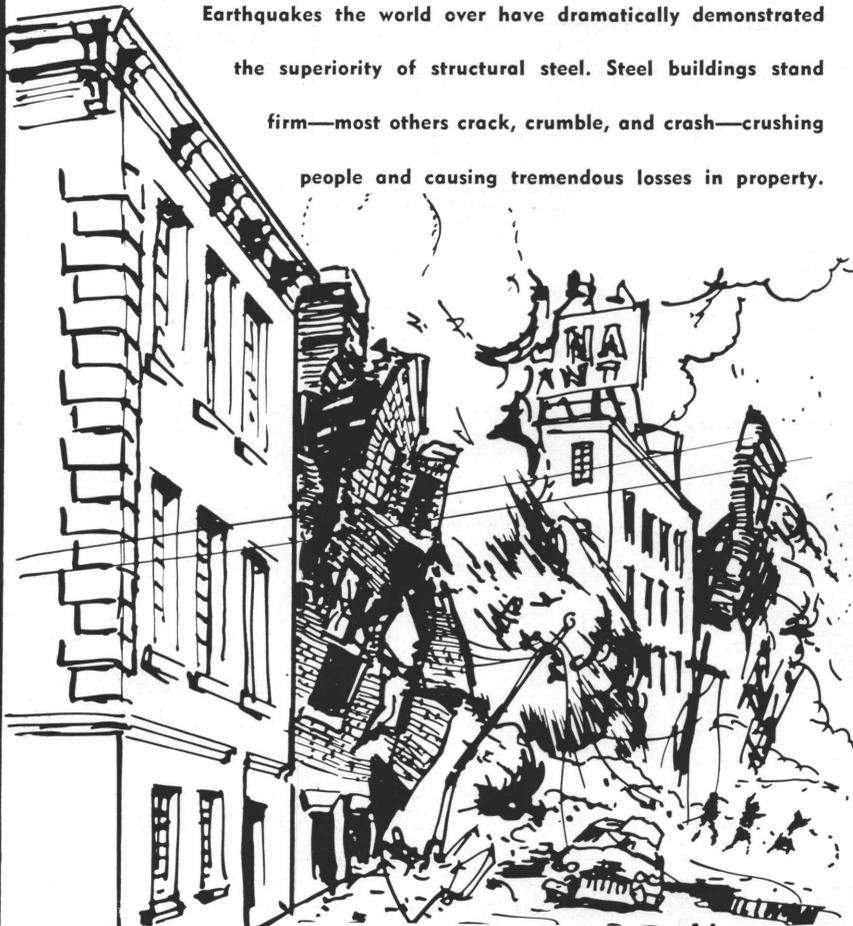
Robert L. Daniels, AIA of Brevard, formerly of McDonald and Daniels, Architects, has opened offices for the practice of architecture in the McMinn Building in Brevard.

## James Represents Chapter

On June 25th in Raleigh an open hearing was held in the auditorium of the Highway Building to hear arguments for and against building additional space to the present N. C. Capitol or building an additional building to accommodate the General Assembly. N.C.A.I.A. President William R. James, Jr. of Winston-Salem appeared and spoke against making any changes in the present Capitol building and offering the services of the Chapter to the six member committee appointed by the last Legislature in planning a new structure should one be deemed advisable.

## What—No Earthquakes?

Earthquakes the world over have dramatically demonstrated the superiority of structural steel. Steel buildings stand firm—most others crack, crumble, and crash—crushing people and causing tremendous losses in property.



Fortunately severe earthquakes have not been one of our worries in this area, but structural steel's extra margin of safety, flexibility and performance is valuable insurance against all of nature's cataclysms as well as normal year by year wear and tear. It seldom costs more — always serves better . . . and  
*When you think of steel, always think of Southern.*

*Highest Quality and Prompt Service since 1911.*



**SOUTHERN ENGINEERING COMPANY**

"Little Pittsburgh"

P.O. Box 10588

Charlotte 1, N.C.

SINCE  
1911

## Index of Advertisers

	page
Acousti Engineering Company .....	8
Arnold Stone Company .....	6
Borden Brick & Tile Company .....	4
Boren Clay Products Company .....	32
Bost Building Equipment Company .....	31
Bourne Manufacturing Co. ....	7
Brick & Tile Service, Inc. ....	Back
Carolina Power & Light Company .....	8
Carolina Solite Corp. ....	3
Carolina Tuff-Lite Corp. ....	2
H. L. Coble Construction Company .....	6
Delph Hardware & Specialty Co. ....	6
Dewey Brothers, Inc. ....	2
Dickerson, Inc. ....	32
Duke Power Company .....	35
Duncan Printmakers, Inc. ....	31
H & S Lumber Company .....	31
Hertron Chemical Company .....	32
Isenhour Brick & Tile Co., Inc. ....	4
Kendrick Brick & Tile Company .....	35
Law Engineering Testing Company .....	4
The Mabie-Bell Company .....	31
Ezra Meir & Associates .....	31
McDevitt & Street Company .....	4
The Moland-Drysdale Corp. ....	4
Monarch Elevator Company .....	31
N. C. Concrete Masonry Association .....	2
Pine Hall Brick & Pipe Company .....	2
Renfrow Distributing Company .....	6
Salisbury Lumber & Supply Company .....	31
Smith Concrete Products .....	32
Snow Lumber Company .....	31
Soule Steel & Iron Company .....	32
Southern Engineering Company .....	33
Southernair Company .....	32
F. N. Thompson, Inc. ....	4
Chas. A. Torrence .....	6

The N. C. Chapter American Institute of Architects is appreciative of the support of our advertisers and invites your consideration of their products and their representatives.

## ARCHITECTURAL CALENDAR

- JULY 1:** Durham Council of Architects, Harvey's.
- JULY 2:** Charlotte Council of Architects, Chez Montet, Charlotte.
- JULY 2, 9, 16, 23, 30:** Architects Guild of High Point, High Point.
- JULY 3:** Raleigh Council of Architects, S & W Cafeteria, Raleigh
- JULY 7-11:** American Institute of Architects Annual Convention, Hotel Cleveland, Cleveland, O.
- JULY 11:** Western Council of Architects, Lenoir.
- JULY 15:** Winston-Salem Council of Architects. Y.W.C.A., Winston Salem.
- JULY 18:** F. Graham Williams Co. Golf Tournament, East Lake Country Club, Atlanta, Ga.
- AUGUST 1:** Deadline for items for this publication's next issue.
- AUGUST 9:** N. C. Board of Architecture, Salisbury.
- OCTOBER 16-17:** Virginia Chapter AIA Convention Natural Bridge.
- OCTOBER 26-29:** Carolinas Branch Associated General Contractors of America, Boca Raton, Fla.
- JANUARY 23-24:** N. C. Chapter American Institute of Architects Annual Meeting, Barringer Hotel, Charlotte.

Make Reservations Early

*Annual Meeting*

**NORTH CAROLINA CHAPTER  
AMERICAN INSTITUTE  
OF ARCHITECTS**

JANUARY 23-24, 1959

Barringer Hotel

Charlotte, N. C.

# Build with KENDRICK BRICK For Lasting Endurance!



## 1958 to 2058 . ALL "OK" if it's BRICK!

- ✓ **KENDRICK BRICK** . . . . . **TIMELY PLANNING**  
 By building with Brick all schedules are met without delays or added costs.
- ✓ **KENDRICK BRICK** . . . . . **LASTING BEAUTY**  
 Inspiring brick gives you freedom of design and encourages imaginative modern concepts. Colors are ageless, textures varied and material deterioration won't destroy your structure character.
- ✓ **KENDRICK BRICK** . . . . . **FIRE SAFETY**  
 Guard against tragedy and save on insurance.
- ✓ **KENDRICK BRICK** . . . . . **PROVED MATERIALS**  
 Time tested in residential, commercial, school, hospitals or other structures.
- ✓ **KENDRICK BRICK** . . . . . **LOW FIRST COST**  
 Costs less per square foot than other wall materials.
- ✓ **KENDRICK BRICK** . . . . . **LOW MAINTENANCE COST**  
 Eliminate painting, refinishing and replacement costs . . . and don't forget they are made right here in North Carolina . . . with our own new products!



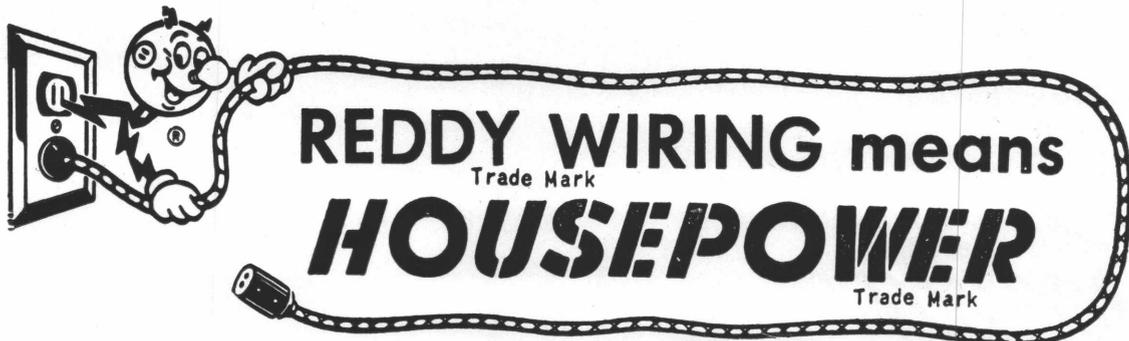
**K  
E  
N  
D  
R  
I  
C  
K**

**BRICK & TILE**

**C COMPANY, INC.**

★ SALES OFFICE ★  
 3225 S. BOULEVARD  
 Phone — JA 3-6716  
 CHARLOTTE, N. C.

PLANT No. 1—MT. HOLLY, N. C.  
 PLANT Nos. 2-3-4  
 MONROE, N. C.

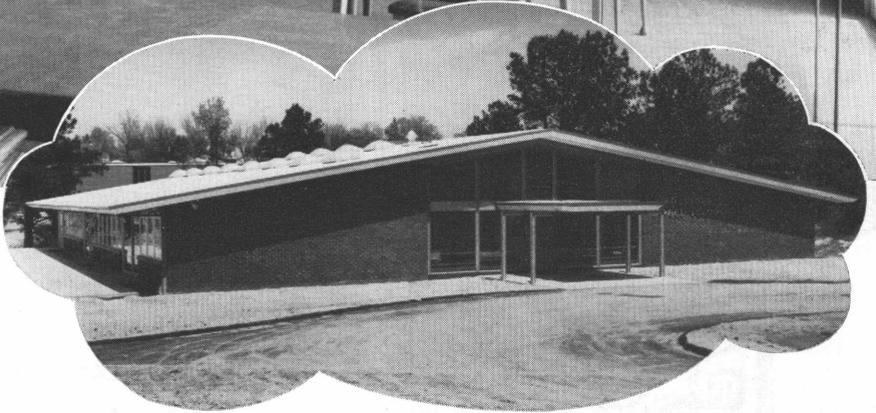


You'll be proud of the home you design if it is wired for full HOUSE-POWER, to meet future needs and provide for today's comforts . . .  
 For convenience, for beauty, and for safety — be sure your plans include REDDY WIRING so your clients can live better . . . electrically!

For free copies of "Residential Wiring Handbook" write:  
 Lighting Dept., Duke Power Company, Charlotte, North Carolina

**DUKE POWER COMPANY**  
*Serving the Piedmont Carolinas*

LIVE BETTER . . . . . ELECTRICALLY!



**HILLSBORO STREET SCHOOL**  
Fayetteville, N. C.  
Architect:  
**DAN P. MacMILLAN & ASSOCIATES**  
Fayetteville  
Contractor:  
**PLAYER REALTY AND  
CONSTRUCTION COMPANY**  
Fayetteville

*Beauty*

## INSIDE AND OUT

Use of brick for load-bearing and non-load bearing elements provides the ultimate in low-maintenance school construction. A real bargain for taxpayers, here in the Brick Capital of the Nation.

**BRICK & TILE SERVICE, INC.**

*A Service of North Carolina's Clay Products Manufacturers*  
**Greensboro, North Carolina**