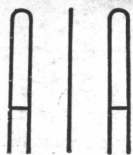


# SOUTHERN ARCHITECT

APRIL 1960



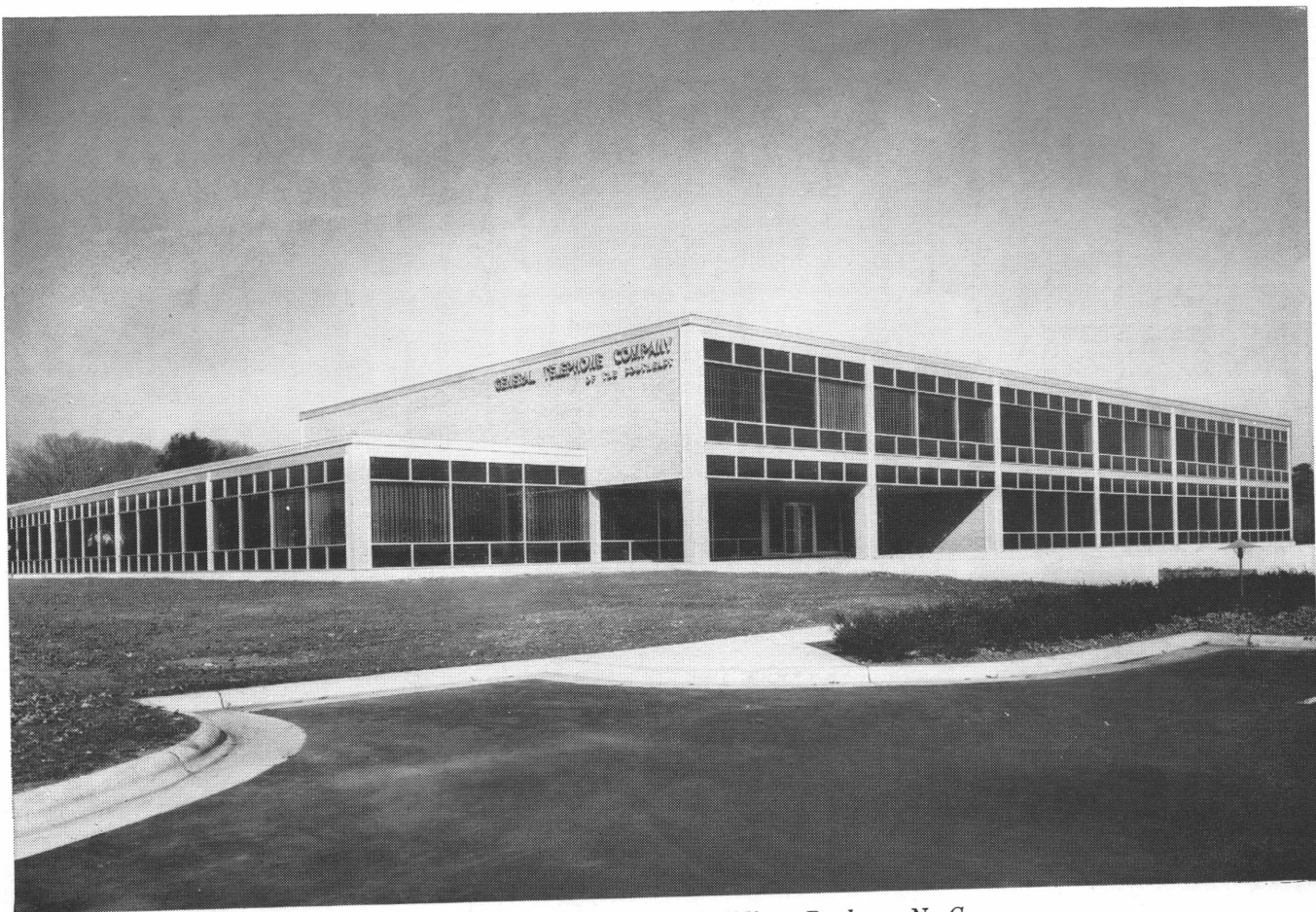
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*General Telephone Company building, Durham, N. C.  
PRUDEN & SCOTT, A.I.A., Durham, N. C., Architects;  
W. H. GARDNER & ASSOCIATES, Durham, N. C., Structural Engineers;  
F. N. THOMPSON, INC., Raleigh, N. C., General Contractors.*

## **AT HOME...**

General Telephone Company's new office building near Durham, N. C., is a sleek, modern structure containing 46,000 square feet of floor space. It occupies a five acre site and features a split-level design (generally two stories). That makes it seem perfectly at home on its sloping lot. An excellent example of modern building ingenuity, the building has a frame of steel and reinforced Solite lightweight structural concrete. All suspended floor and roof systems are also constructed of Solite lightweight concrete, formed with removable steel pans.

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# SOUTHERN ARCHITECT



April 1960  
Volume 6  
Number 4

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In Charge This Issue:  
James L. Brandt

## COVER

Doorway in Old Salem (See pages 8-9)

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CLEMMER

## PRESIDENT'S MESSAGE PRESIDENT'S MESSAGE

This entire issue of SOUTHERN ARCHITECT is devoted to the 1960 South Atlantic District A.I.A. Conference.

This message, being written, by necessity, several weeks in advance of the Conference, must fulfill the dual function of a cordial invitation and a hearty welcome at one and the same time. The reader will, therefore, please understand if subsequent developments prove certain statements or the tense of certain verbs to be not currently applicable.

With this explanation, the North Carolina Chapter extends a friendly and urgent invitation to all members in all three states and especially to our fellow-members in South Carolina and Georgia to attend this significant event in our midst.

To everyone in attendance at this Conference we likewise extend a warm and hearty welcome.

We feel that a unique and outstanding convention is in store for all attendees. The official program in its final form is published elsewhere herein. The theme implements a resolution adopted at the 1959 Regional Conference. The Seminars should be stimulating and beneficial. The activities will provide good fellowship and wholesome entertainment for all.

Winston-Salem is a city of culture and charm. Here the new and the old are harmoniously blended into a community of much beauty, especially in the Springtime. The hospitality of its people is unexcelled.

Latest reports indicate an unusually large attendance. The large number of Honor Awards entries are of extremely high caliber and will be judged by a superlative Jury already announced. Among visiting dignitaries is Mr. Philip Will, F.A.I.A., who will represent the Institute.

The committee in charge believes that the quality and the quantity of Products Exhibits exceeds that of previous Regional Conferences. It is to be noted that the ladies are invited to attend any of the Seminar sessions and to participate in any of the other activities according to their own wishes. This is because many of the ladies at previous conventions have expressed more interest in the men's program than in planned activities for women. This time we want them to know they are a welcome part of our Conference.

The North Carolina Chapter has spared no effort to make this Conference an elevating and worthwhile experience for everyone. We hope you will take advantage of every moment of it.

Welcome, one and all!

Robert L. Clemmer, President  
N. C. Chapter, A.I.A.



## ORGANIZATIONS CITED

The American Institute of Architects has awarded its 1960 "Citation of an Organization." The Citation is given annually to any organization, governmental or private, for outstanding achievement in any field related to architecture or planning. The following three organizations were named: Providence City Plan Commission, the General Motors Corporation, and the International Business Machines Corporation.

## DESIGN STUDENTS WIN COMPETITION



Eleven students at N. C. State College's School of Design won \$8,400 in a National Medallion Home Design Competition sponsored by the Edison Electric Institute. Two of the four first place prizes of \$1,500 each went to Charles A. Miller, Jr. of Norfolk, on the left in front, and William C. Nichols of Birmingham, Alabama, right front. Seven honorable mentions were won by: left (back of Miller); Donald R. Lee, Charlotte; Gary E. Sunderland, Jacksonville; Norman E. Bartholomew, Raleigh; and George B. Hobson, Jr., Charlotte. Right (back of Nichols): Alava H. Ward, Wilmington; Robert R. Lackney, Toledo, Ohio; Frederick Grieger, New York; William E. Chandler, Durham. Donald R. Chandler was absent when this picture was made. One of the honorable mentions was won by a team of three, composed of Valentine, Hobson and Chandler.

## WINS FELLOWSHIP



Wayne Taylor of Maple, Currituck County, a 1958 graduate of N. C. State College's School of Design is among 13 winners of the American Academy of Rome Prize Fellowships. Winners were announced March 13 by Michael Rapuano, President of the Academy. The \$3,000 one year award, one of four given in architecture, begins in October.

## FOR ECONOMY AND SERVICE

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# Welcome to Winston - Salem

Architects of the  
South Atlantic District of  
The American Institute  
of Architects

*Best wishes for a successful meeting*

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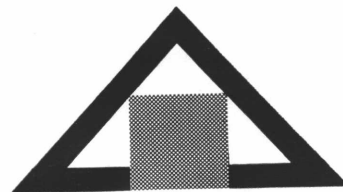
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36 BRANCHES SERVING THE SOUTH



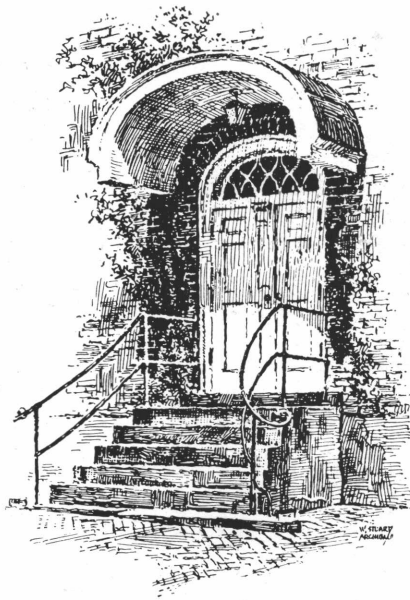
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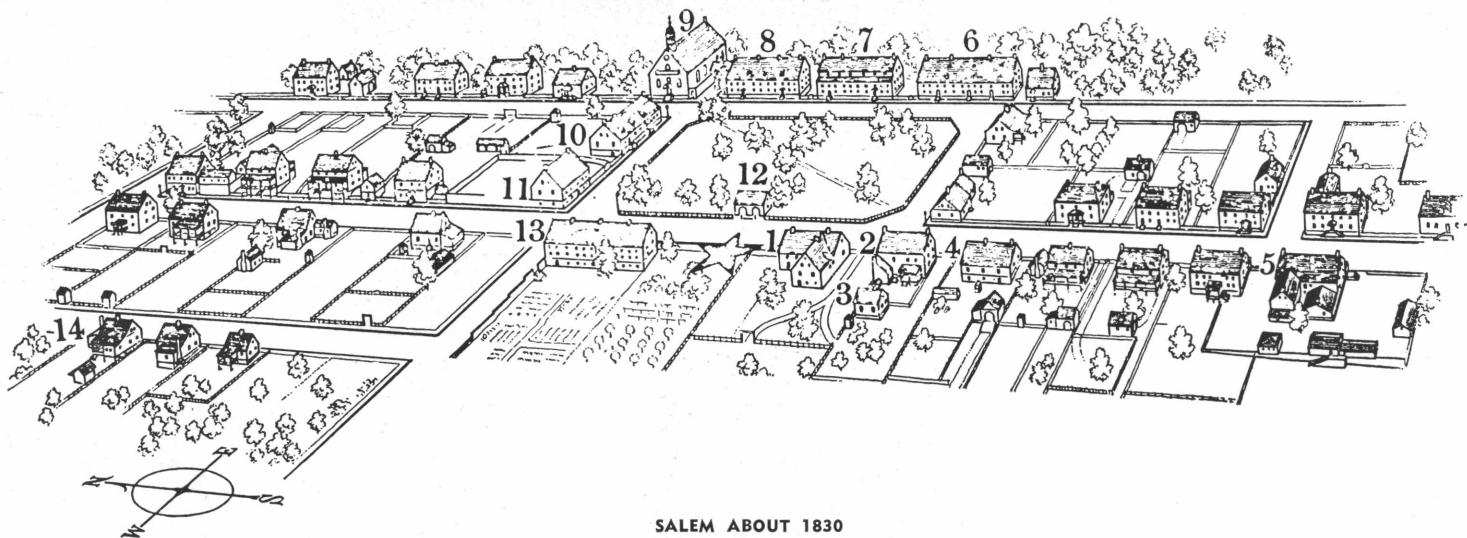
NORTH CAROLINA: Durham, Kinston, Raleigh, Wilson, Winston-Salem  
SOUTH CAROLINA: Charleston, Columbia, Spartanburg



## WELCOME!

*The doorway of the Home Moravian Church symbolizes the welcome to Old Salem and thus to Winston-Salem for the AIA members who attend the American Institute of Architects' South Atlantic District Regional Conference which will be held there on May 12, 13 and 14. The heart of the Conference is a series of eleven seminars, conducted by outstanding people from various fields and centered around the theme, "Continuing Education". But there will be fun, too, a performance of the musical comedy "Anything Goes", an art film festival, a tour of Old Salem, and to end the conference a Beaux Arts Ball. This entire issue is devoted to showing you what you will see and hear at what promises to be the finest regional conference yet held in the South Atlantic District.*





SALEM ABOUT 1830

- |                            |                            |                                     |                                     |
|----------------------------|----------------------------|-------------------------------------|-------------------------------------|
| 1. Community Store.        | 5. Salem Tavern.           | 9. Home Moravian Church.            | 12. Salem Square Market—Fire House. |
| 2. John Vogler House.      | 6. Sisters' House.         | 10. Inspector's House.              | 13. Brothers' House.                |
| 3. Anna Catharina House.   | 7. Girls' Boarding School. | 11. Boys' School (Wachovia Museum). | 14. Lick-Boner House.               |
| 4. Christoph Vogler House. | 8. Congregation House.     |                                     |                                     |

## HISTORIC BUILDINGS OF NORTH CAROLINA

Straddling busy South Main Street in bustling, industrial Winston-Salem is a unique survival of an early American planned community. Approximately 16 city blocks in size, founded as the religious, cultural, and industrial center of the Moravian settlement of Wachovia in North Carolina, and protected through the years by the very nature of the town, Old Salem today is at a historic turning point. The citizens of the modern city have begun to restore the old section to the sturdy, uncrowded appearance of approximately a century and a half ago.

The site of Old Salem is near the center of the Wachovia tract of one hundred thousand acres obtained from Lord Granville for a Moravian settlement. Temporary abode was made in 1753 at Bethabara, seven miles north of Salem, and the village from which the city of Winston-Salem has developed was established thirteen years later on ground sloping gently to the South and fed by several springs.

Here in Old Salem are brick, frame, and log buildings, which have served men and women through the years. Here are beautiful tile roofs and well-laid brick walls, moulded and baked from the soil of the town. Here are graceful iron railings, unusual double-tiered dormer windows, beautiful Germanic architecture.

Salem is significant as one of the historic cities of America because of its pioneer establishment 200 miles inland, far from navigable river or existing road. Everything needed to build homes and shops, schools and places of worship, was devised, developed and put in place from natural resources and raw materials of the area — except for glass and some



JOHN VOGLER HOUSE

OLD  
SALEM  
1769  
TO  
1811

hardware which were brought from Europe. The first organ was brought in from outside, as were the clock and bell on the old Home Church, and string musical instruments, books, and a few other refinements. But the basic building needs, bricks, roof tiles, mortar, flooring, window trim, ironwork, nails, and supporting beams were the product of the founding settlers' skill and hard work. Cooking utensils, candle moulds, harness, guns, powder, clothing, shoes, and other requirements were met largely by craftsmen of the early Moravian village.

Yet with all its age and history, Old Salem is vibrant and alive. It is of the past and present. It is lived in and liveable.

Salem as it appears today reflects a history which has spanned seven wars and alternating periods of good and hard times. The restored town of Salem is, in essence, a symbol of the type of people who built North Carolina and the nation.





## THEATRICAL FEATURES OF AIA SADRC

### "BE GONE DULL CARE"

Produced by Norman McLaren. McLaren dispenses with the use of a camera by drawing and painting directly on standard 35 mm. motion picture film. This film was made for the most part as a continuously flowing, hand-colored image on the celluloid strip without frame divisions and cued to the vigor and bounce of music played by Oscar Peterson's jazz trio.

### "FROM RENOIR TO PICASSO"

Produced and directed by Paul Haesaerts. Music by Andre Souris. Narrated in English by William Watson. American adaptation by Thomas J. Brandon.

Among the prizes won by "FROM RENOIR TO PICASSO" are: first prize at the Venice Film Festival, first prize at the Rio de Janeiro Film Festival, and the Golden Reel Award in the United States. Formally, this documentary is a study and comparison of three of the greatest 20th century French painters whose temperaments represent the three main inspirational sources of modern French art: Renoir, the sensualist; Seurat, the intellectual; and Picasso, the instinctive artist. However, the film as a whole is one of the most outstanding and stimulating introductions to the entire subject of modern art ever made. Through techniques such as diagrams, split-screens, and animation in the exposition, but even more by the choice of the material, it presents art criticism on a new plane and relegates to the past the usual and almost always cumbersome "slide-and-buzzer" art lecture. The choice and the balancing of the paintings shown, the cinematographic techniques, and the music make this remarkable short a work of art itself.

### "PRE-COLUMBIAN MEXICAN ART"

Directed by Enrico Fulchignoni. Written by Jacques Soustelle. Photography by Roger Bellanger. Music by Pierre Henry. Narrated in English.

This film surveys the art of Mexico from the first traces of civilization, two or three thousand years before our era, to the time of the Spanish conquest. All forms of art that have been preserved are shown. The cultural and artistic significance of the ceramics, figures, masks, and stones created by these "primitive" artists and artisans are explained not only by the narration but, in even more meaningful manner, by the revealing lightings and camera angles and the rhythm of the presentation, abetted by the original music. The film, even though limited to showing the pieces of a single collection, provides a more informative, more diverting, and more tasteful survey of the art of old Mexico than several learned illustrated tomes on the subject.

The film, "PRE-COLUMBIAN MEXICAN ART", will only be shown in case that "FROM RENOIR TO PICASSO" should not be available.

### "MR. HULOT'S HOLIDAY"

Directed by Jacques Tati. Story and adaptation, Tati and Henri Marquet. Music by Alain Romans. Photography by Jacques Mercanton and Jean Mouselle. Sets by Henri Schmitt. Editor, Jacques Grassi. Starring Jacques Tati, with Michelle Rolla, Nathalie Pescaud, Valentine Camax, Louis Perrault, Andre Dubois, Lucien Fregis, Marguerite Gerard.

Like all original achievements, "MR. HULOT'S HOLIDAY" is controversial as far as the critics are concerned. Henry Luce's "Life" has called it a "modern masterpiece", while his "Time" has called it "silly". However, the majority of critics rate this motion picture among the masterpieces of modern humor. The film has won a large number of coveted international awards, among which are: International Critics' Prize, Cannes Film Festival; David O. Selznick Golden Laurel Medal, Edinburgh Film Festival, 1955. This motion picture has also been an enormously popular hit in Europe and in the art motion picture houses in the United States.

The film deals with a vacation at a small French seaside resort hotel. "MR. HULOT'S HOLIDAY" is a French motion picture, but no subtitles are needed because the humor of its series of intimate episodes is almost entirely visual, in the best tradition of Chaplin, Keaton and Keystone. "MR. HULOT'S HOLIDAY" can be seen more than once, and for many, new and subtle meanings become apparent during a second viewing. While the film is quintessentially French, it has the universal appeal of the great comedies of the silent screen and of great comedies in general.

### "ANYTHING GOES"

"Anything Goes" is a musical by Cole Porter which first appeared in 1934 on Broadway. It was based on a book by Guy Bolton, P. G. Wodehouse, Howard Lindsay and Russell Crouse. In the cast were Ethel Merman, Victor Moore, William Gaxton and Bettina Hall. It featured such hit songs as "Anything Goes," "All Through The Night," "Blow, Gabriel, Blow," "I Get A Kick Out Of You," "You're The Top," "The Gypsy In Me," and lesser known tunes "Bon Voyage," "Where Are The Men?," "Sailor's Chantey," "Public Enemy No. 1," "Be Like The Bluebird" and "Buddy, Beware." In 1936 Paramount Film Studios made it into a picture with a cast that again included Ethel Merman in her first picture, plus Bing Crosby, Charley Ruggles and Ida Lupino, with Porter adding the hit tune "There'll Always Be A Lady Fair" to the stage favorites. Singer Mary Martin later recorded the hit tunes in an album. The new stage production is a joint venture of the Winston-Salem Singers Guild, Arts Council, and Little Theater.



## SEMINAR SUBJECTS AND PERSONALITIES

At the registration desk you may select the FOUR you will attend

### **A** Ceramics As An Art Form— **LYNN GAULT**

Mr. Gault received his B.A. from Hiram College, and M.A. in Dramatic Art from the University of North Carolina. He taught Dramatic Art at Hiram College, the University of Virginia, and the University of North Carolina. In the field of ceramics he has studied at the School for American Craftsmen before setting up a small pottery studio at Brasstown, N. C. where he now lives.

### **B** Psychological Aspects of Space and Color— **DR. TINIKE STROBOS**

Dr. Strobos was born in Amsterdam, studied at the University of Amsterdam and got her doctor's degree there. After two years in the West Indies Dr. Strobos specialized in neurology and psychiatry in New York and London and finished the last half year of her residency at the Bowman Gray Medical School. Now an American citizen she has been psychiatrist at the Child Guidance Clinic of Forsyth County since January 1955.



### **C** Religious Art and Architecture— **REVEREND KENNETH L. PATTON**

Rev. Patton, Minister of the Charles Street Universalist Meeting House in Boston, Massachusetts since 1949 received his A.B. degree from Eureka College, Eureka, Illinois, and M.A. and B.D. degrees from the University of Chicago. He worked as a commercial artist before entering the ministry. Mr. Patton was born into the Methodist denomination and later joined the Disciples of Christ.

For seven years he was minister of the First Unitarian Society of Madison, Wisconsin. During his ministry there Frank Lloyd Wright was commissioned to build a new church which has become world famous as a radical innovation in church architecture.

The project in worship and symbolism developed at his present Meeting House is attracting wide attention, as an attempt to create a religious expression adequate for a religion of one world.



## SEMINARS:

### **D** Unassigned

### **E** Marketing Concepts of the Future— **ARNOLD COPELAND**

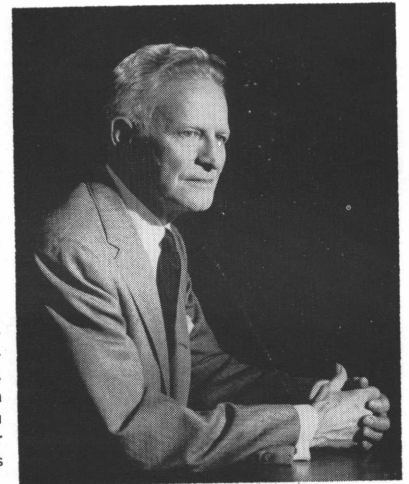
Mr. Copeland of New York City, is head of the firm Visual Marketing, Inc. He is a former orchestra leader, engineer officer, past President of the Westport Artists, is one of three artist members of the committee that selects designs for all United States stamps, and is the designer of several. His works are among the permanent collections of the Museum of Modern Art.



### **F** Non-Fictional Specifications—

#### **HAROLD SLEEPER**

Mr. Sleeper, FAIA of New York City, graduated in architecture from Cornell University in 1915 and did post graduate work at New York U. Since 1928 he has engaged in the general practice of architecture in New York. In 1958 he was appointed Commissioner of the Board of Standards and Appeals by Mayor Wagoner. He has served as President of the New York City Chapter A.I.A. and the Architectural League of New York, as a Professor of Architecture at Columbia University, as Vice-President of the New York Building Congress, Co-Chairman of the Joint AIA-Construction Specifications Institute Committee, and as a member of the CSI Board. He is the author of numerous articles and works on Standards and Specifications.



### **G** Product Design— **AUSTIN R. BAER**

Mr. Baer was born in New York City in 1929. He studied architecture at Georgia Tech and Architecture and Mechanical Engineering at MIT. He was an instructor at MIT from 1952 to 1955. He has been President of the product consulting firm Idea Technology, Inc. of New York City since 1955. In 1958 he was selected to head the newly created Department of Product Design under the School of Design at N. C. State College.

## SEMINARS:

### **H** Intelligent Approach to Landscaping— **LEWIS J. CLARKE**



Mr. Clarke, Landscape Architect of Raleigh, has been on the faculty of N. C. State College since 1952. He holds degrees in architecture from Dunelm in England and a Master in Landscape Architecture from Harvard. He is a member of the Royal Institute of British Architects and of Landscape Architectural societies in that country as well as this. He has been visiting critic at several universities and spoken at International Design Festival and at various professional conferences.

### **I** Controlled Interiors— **VINCENT CAFIERO**

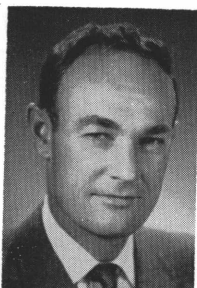
Mr. Cafiero studied business administration (ceramics and sculpture) at Pace and Texas Western University and design studies at Pratt Institute. In addition, Mr. Cafiero spent four years in the field of residential design before he joined Knoll Associates, Inc. of New York City in 1956. His experience qualifies him to speak with authority on the continually developing approach to interior planning and design and furniture development.



### **J** Thermal Electricity— **J. B. SCHROEDER**

Mr. Schroeder has had six years experience in preparation, purification, and evaluation of solids and semiconducting materials. Worked at Savannah River Laboratory on development of atomic reactor fuel and target assemblies. Was concerned with deformation textures in uranium. Subsequent to Savannah, he was associated with Battelle Memorial Institute where he engaged in solid state studies utilizing x-ray diffraction, fluorescence, absorption, electron microscopy and optical studies of opaque materials. Typical studies were on the effect of residual impurities on material properties. He received a B.S. in Metallurgy, University of Minnesota, 1953, and a M.S. from The Ohio State University in 1958.

### **K** Prestressed Extruded Concrete— **ROSS H. BRYAN**



Mr. Bryan was graduated from the University of Kansas with a B.S. Degree in 1933. Since 1949 he has been in private engineering practice in Nashville, Tennessee, specializing in the structural design of steel and reinforced concrete structures, with special emphasis on prestressed concrete.



**Special Guest—PHILIP WILL, JR.**

Phil Will, Jr., AIA of Chicago, President of the American Institute of Architects, was born in Rochester, New York in 1906. He graduated from Cornell in 1928 and received his Bachelor of Architecture there in 1930. He is a partner in Perkins and Will, Architects and Engineers of Chicago and White Plains, New York. He served the Chicago Chapter A.I.A. from 1947 to 1954 in almost every capacity including President, was second Vice-President of the Institute in 1956 to 1958 and First Vice-President since then until his election in San Francisco April 20. He has served on numerous committees and as visiting lecturer and critic at several universities.



# OFFICIAL PROGRAM

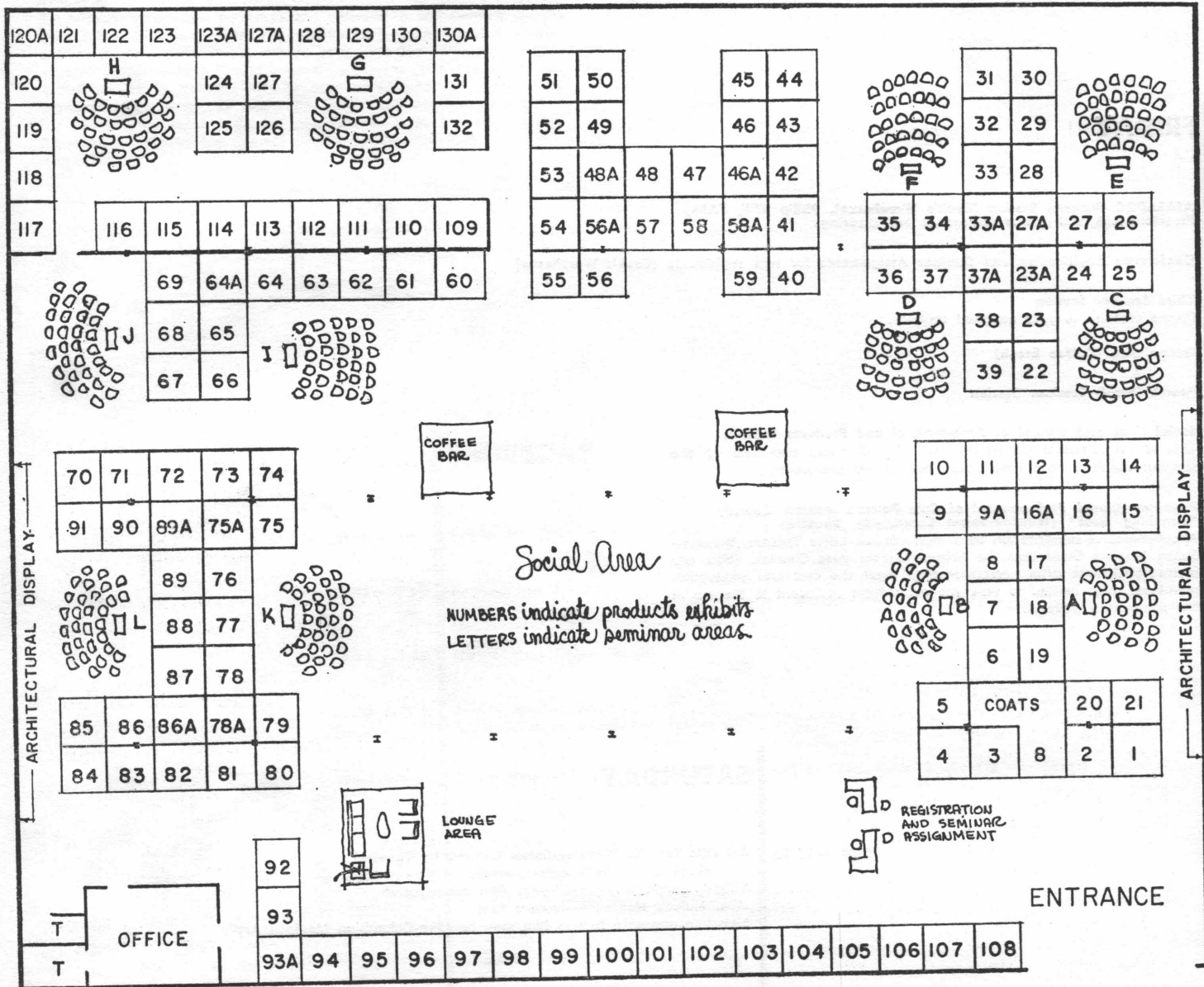
SPRING

1960

MAY 12, 13, 14

WINSTON-SALEM, N. C.

AMERICAN INSTITUTE OF ARCHITECTS  
SOUTH ATLANTIC DISTRICT  
REGIONAL CONFERENCE



*Cook's Warehouse*

## REGIONAL CONFERENCE HEADQUARTERS

A Ceramics as an art form  
MR. LYNN GAULT

B Psychological aspects of space and color  
DR. TIMOTHY STROBOS

C Religious art and architecture  
REVEREND KENNETH PATTON

D Unassigned:

E Marketing concepts of the future  
MR. ARNOLD P. COPELAND

F Non-fictional specifications  
MR. HAROLD SLEEPER

G Product design  
MR. AUSTIN R. BAER

H Intelligent approach to landscaping  
MR. LEWIS J. CLARKE

I Controlled interiors  
MR. VINCENT CAFIERO

J Thermal electricity  
OHIO SEMI-CONDUCTORS

K Unusual designs and applications of prestressed concrete  
MR. ROSS H. BRYAN



## GENERAL INFORMATION ON THE CONFERENCE

**EARLY ATTENDANCE:** This conference is based on a tight schedule for the seminars. In order to take full advantage of our outstanding seminar speakers, it is requested you make your plans to be present and try to register before 2 P.M. on Thursday.

### REGISTRATION:

All personnel will please register in one of the four categories:

ARCHITECTS

ARCHITECTS' WIVES

CONFERENCE GUESTS

ALLIED { includes manufacturer's representa-  
tives, construction representatives and  
accompanying allied personnel's wives }

It is requested that all persons register at the registration desks in one of the four above categories. The registration fee of \$10.00 per person includes all events scheduled on the program except the CSI program Thursday night. Due to space limitations of the Balinese Roof, we must regrettably limit the Buffet and Beaux Arts Ball to Architects, Architects' wives and Conference guests. It is hoped that all those registered as ALLIED will participate fully and enjoyably in all the other numerous scheduled activities of the conference.

**HOUSING AND RESERVATIONS:** We are employing a unique plan of billeting. In order to make this conference as PERSONAL as possible, we have arranged for a large number of architects and interested people in Winston-Salem and the adjoining cities of Greensboro and High Point who are most anxious to act as your personal hosts during your stay at this conference. You and your wives are cordially invited to be their house guests during this conference. To overcome any uneasiness or wariness of being house guests of a stranger, each prospective conferee who does not object to being housed in a private residence, should notify our Conference Housing Committee Chairman so you and your wife can be personally invited by your prospective hosts and hostesses. We feel such a personal touch will add much to your conference stay. We urge you to avail yourselves of these gracious offers of

housing accommodations. This is just Southerners acting like Southerners to Southerners. If you do not wish to avail yourself of this offer of personal billeting, then we have accommodations in local hotels and motels. In any case, please make a reservation now through MR. W. R. JAMES, JR., AIA Conference Housing Chairman, 865 W. 4½ St., Winston-Salem, N. C. \*Please state your preference as to private home, hotel, motel.

**BEAUX ARTS BALL:** Since most of you and your wives will be traveling quite some distance to attend this conference, a full costume would be bulky and cumbersome. Therefore, for this Beaux Arts Ball, we are encouraging all persons to enter into the spirit of the ball by disguising themselves by means of original or unusual or timely MASKS, HEAD-DRESS, OR NECKDRESS or a combination of all three. Don't be bashful, let your imagination run wild, anything goes and probably will.

**TRANSPORTATION:** Bus transportation will be provided from Robert E. Lee, Kemberly Inn and Howard Johnson's Motel to places of all events. Please check registration desk at Cook's Warehouse for schedule of bus transportation available.

**FURNITURE SALE:** All of the furniture by Knoll in the Lounge area, the complete seminar I area and at the registration area will be for sale to any architects at *tremendous* reduction. (This will be sold on a first-come, first-sold basis).

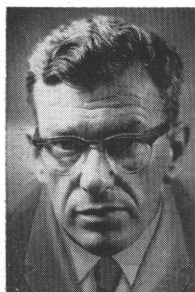
**PRODUCTS EXHIBITS:** We are extremely fortunate to have such a comprehensive architectural products exhibits. These exhibits are located in Cook's Warehouse where the complete program of Thursday and Friday's events are scheduled. You will have ample opportunity to see these numerous exhibits before, and after each seminar period and before, during and after the social hours. This is a wonderful opportunity to relax and enjoy these most interesting exhibits.

**EXHIBIT BOOTH SPACE** is available. If you know of any exhibitors who would like to have exhibit booth space please have them contact immediately:

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## AWARDS JURY

Jurors for the Honor Awards program will be three well known outstanding architects who have accepted invitations to judge the awards. They are Hugh Stubbins, Jr., FAIA of Cambridge, Massachusetts, Ralph Rapson, AIA of Minneapolis, Minnesota and Gordon Bunshaft, FAIA of New York City.



Stubbins, 48, a native of Birmingham, received his B.S. in Architecture at Georgia Tech and his Master of Architecture at Harvard. He has won numerous scholarships, served as Associate Professor of Architecture at Harvard, written numerous articles published nationally, won many prizes in various competitions, and designed several important structures, including one adjudged "one of the 50 best works during the last decade in the United States", and another more recent being the Berlin Congress Hall for the International meeting there in 1958.



Rapson has been head of the School of Architecture at the University of Minnesota since 1954, after being Associate Professor of Architecture at MIT for 8 years. He is the winner of ten national architectural competitions, is listed in "Who's Who", and his general practice includes several embassies and apartment projects for the United States government.



Bunshaft, 51, a native of Buffalo, received his degrees of Bachelor and Master of Architecture at MIT. He joined the firm of Skidmore, Owings & Merrill in 1937 and became a partner in 1946. He has won several architectural prizes, serves on committees at Harvard and Yale, and being in charge of design at his firm's New York office is known as the designer of such distinguished buildings as Lever House, the Reynolds Metals Company building in Richmond, Virginia and the Connecticut General Life Insurance Company in Bloomfield, Connecticut.

## CHAIRMEN FOR AIA SADRC

The names have been released of the N. C. Chapter AIA members assisting in planning the various activities of The American Institute of Architects South Atlantic District Regional Conference in Winston-Salem, N. C., May 12, 13, 14, 1960. They are: Conference Chairman, Robert Arey, Winston-Salem; Regional Director, A. G. Odell, Jr., Charlotte; Regional Treasurer, D. M. Mackintosh, Jr., Charlotte. Area Chairmen: G. Milton Small, Jr., Raleigh; Henry Kamphoefner, School of Design, Raleigh; Edward Loewenstein, Greensboro; David Oden, Jr., High Point; James Nelson Sherrill, Hickory; Anthony Lord, Asheville; Elizabeth B. Lee, Lumberton; William J. Boney, Wilmington; Archie Royal Davis, Durham; John J. Rowland, Kinston; and Nils F. Larson, Winston-Salem; Conference Secretary, Luther J. Lashmit, Winston-Salem; Conference Treasurer, Cyril H. Pfohl, Winston-Salem. Sub-Committee Chairmen: South Carolina Chapter Liaison, Albert C. Woodruff, Jr., Greensboro; Georgia Chapter Liaison, F. Carter Williams, Raleigh; Hospitality, William R. James, Jr., Winston-Salem; Allied Arts Exhibits, Lamar Northup, Winston-Salem; Beaux Arts Ball, Fred Butner, Jr., Winston-Salem; Construction Specifications Institute Coordinator, Durward Maddocks, Winston-Salem; Registration, William Roy Wallace, Winston-Salem; Building Products Exhibit, Albert B. Cameron, Charlotte; Transportation, Ralph W. Crump, Winston-Salem; Architectural Exhibit, Robert L. Myers, Winston-Salem; Publications, Edwin L. Schnedl, Reidsville; Advertising Co-Chairmen, J. Norman Peace, Jr. Charlotte, and S. Scott Ferebee, Jr., Charlotte; Finance, William Henly Deitrick, Raleigh.



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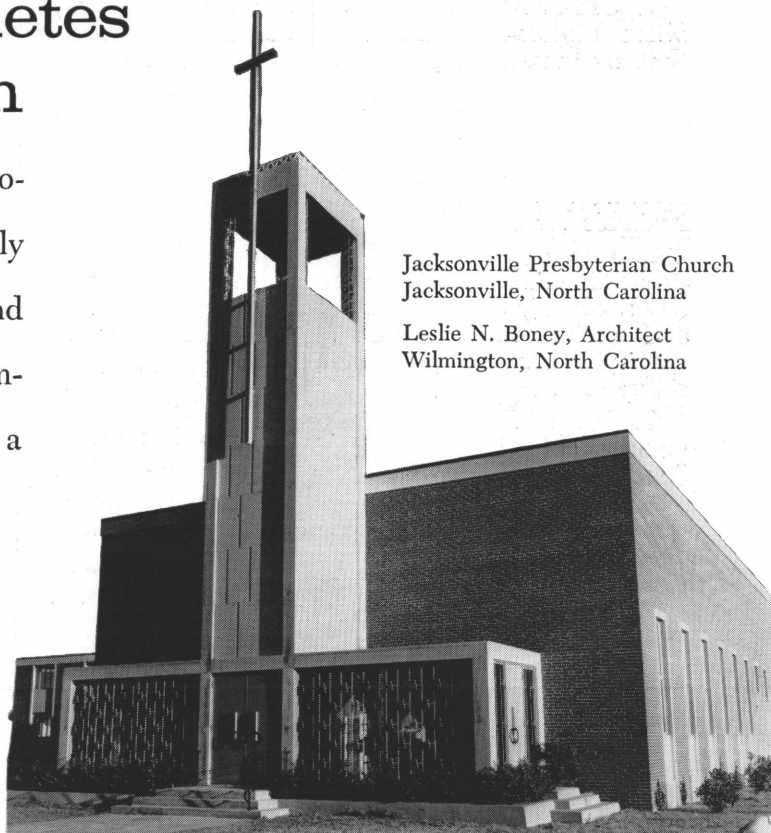


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## FIVE WAYS TO IMPROVE SPECIFICATIONS

During recent years numerous methods for reducing constantly mounting building costs have been explored. One means which many segments of the construction industry believe holds promise of lowering these costs is the use of specific, definitive and concise specifications which convey to the estimator the exact requirements of the job and are so organized as to facilitate take-off and estimating. Many general contractors have testified that the use of such specifications results in lower contract bids.

Many professional organizations, such as the American Institute of Architects, Producers' Council, Associated General Contractors, National Electrical Contractors Association, and the Construction Specifications Institute, have made the improvement of construction specifications one of their major activities, and the widespread interest in this subject is demonstrated by the growth of the Construction Specification Institute, whose membership has increased substantially during the past year.

Recently, the Building Research Institute of the National Academy of Sciences, National Research Council, sponsored a Specifications Workshop to which approximately sixty architects, contractors, engineers, manufacturers, trade association executives and government officials were invited. This group included representatives of 23 professional societies and trade associations and is believed to be the broadest cross-section of the industry ever assembled to consider the subject.

It generally recognized that no single method of specifying quality and physical characteristics of building products is applicable to all cases. The following methods currently used for specifying materials discussed and their advantages and limitations noted.

1. *Use of Standards.* It was recommended that, where suitable standards exist, such as those developed by the American Society of Testing Materials (ASTM), American Standards Association (ASA), American Concrete Institute (ACI) and similar nationally recognized organizations, they be used and included in the job specifications by reference. However, it was recognized that such standards are not available for some building products.

2. *Use of Detailed Descriptive Requirements.* While detailed descriptive requirements are generally necessary as a means of specifying installation and workmanship, it was recommended that, in specifying materials, they should be used only as a last resort.

3. *Use of Performance Specifications.* Performance specifications were not, in general, considered suitable for specifying architectural building products. It was recommended that, if performance specifications are used to specify building materials, they should state results desired or properties desired and method of application, but not both.

4. *Use of Trade Names.* It was recommended that, if building products are specified by trade

name, the "special conditions" contain a clause providing that substitutes will be considered on a quality and price basis and that the phrase "or equal," frequently included in such specifications, be eliminated.

The following paragraph, providing for substitutions, was suggested:

"Variation from Materials Specified: It is intended that materials or products specified by name of manufacturer, brand, trade name or by catalogue reference, shall be the basis of the bid and furnished under the contract, unless changed by mutual agreement. Where two or more materials are named, the choice of these shall be optional with the contractor. Should the contractor wish to use any materials or products other than those specified, he shall so state, naming the proposed substitutions and stating what difference, if any, will be made in the contract price for such substitution should it be accepted."

5. *Use of Allowances.* It was recommended that "allowances should be used only with great discretion"; and: "In all cases of allowances there should be sufficient description to indicate to the contractor the extent of labor required to install the items for which allowances are listed. Also, all the allowances should be listed under special conditions or under a separate section with cross reference to the individual trade sections involved."

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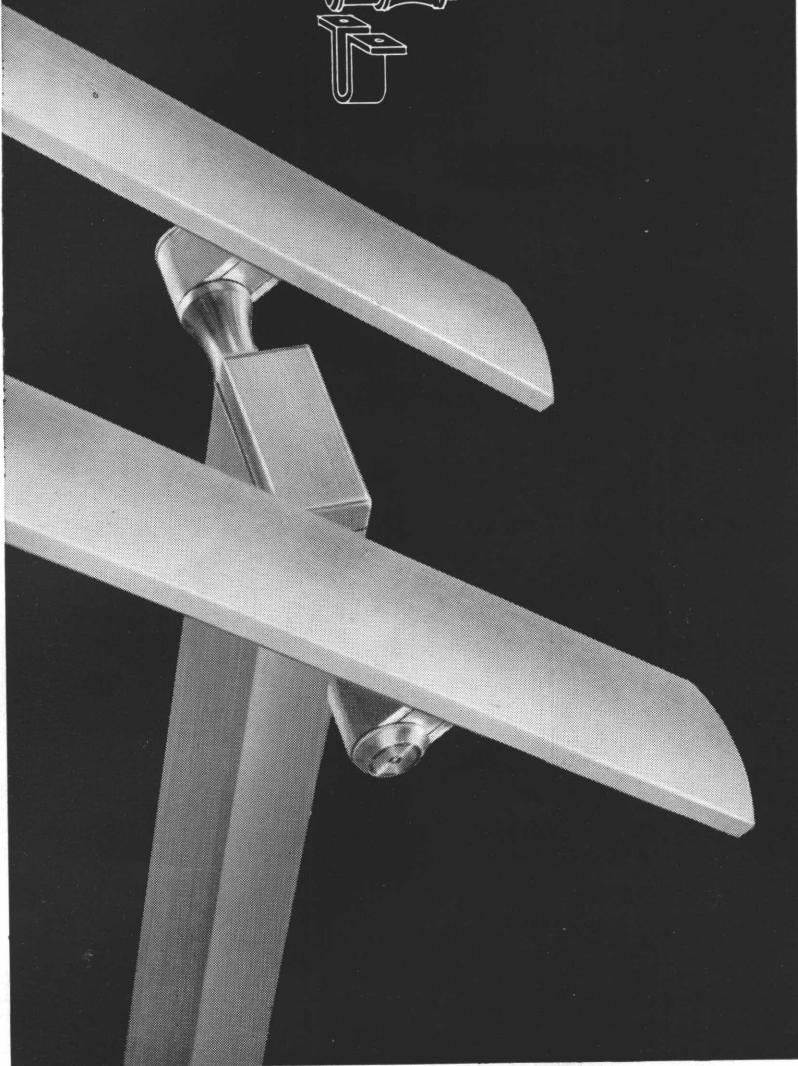
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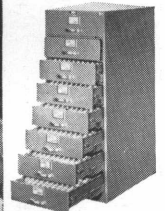
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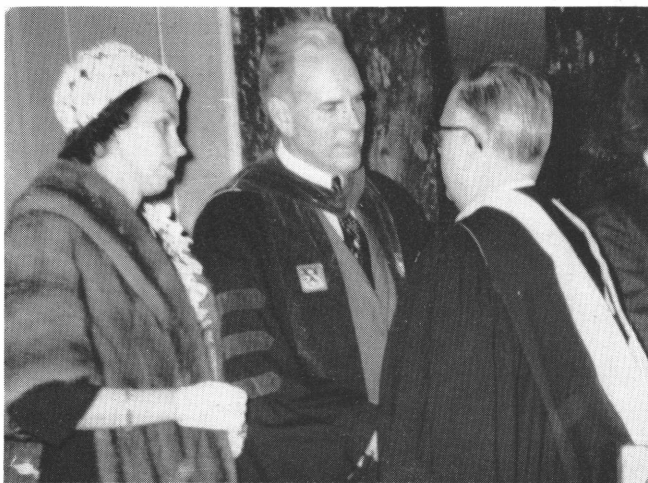
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## CALDWELLS RECEIVE CLEMMER



NCAIA President Robert L. Clemmer of Hickory on the right who represented the profession March 7 at the Installation of N. C. State College Chancellor John T. Caldwell, being received by the Caldwell's following the ceremony which was held in the William Neal Reynolds Coliseum in Raleigh.

### MEMORIAL COMPETITION ANNOUNCED

A \$50,000 first prize competition to select a design for a memorial to Franklin Delano Roosevelt in the city of Washington has been announced. The FDR Memorial Commission was established in 1955 by Congress. A committee of seven distinguished architects, Chairmanned by Pietro Belluschi, advised the committee which recommended to Congress a competition as the best way of securing a suitable design for the memorial. Congress approved this procedure September 1, 1959. Competitors must register by May 16, 1960 with Mr. Edmund N. Bacon, Professional Adviser for the commission, 108 Tariff Commission Building, 7th and E Streets, N.W., Washington 25, D. C. The competition will be held in two stages, the first of four months is open to all registered architects who are residents of the United States, the second of three months limited to six competitors, each of whom will win a \$10,000 prize, selected by the Jury of Award. Winners for the first stage may add associates for the second stage of the competition, which will require models to be submitted. The Jury consists of: Pietro Belluschi, FAIA, Dean of the School of Architecture and Planning, Massachusetts Institute of Technology, Chairman; Thomas D. Church, Landscape Architect, San Francisco; Bartlett Hayes, Jr., Director of the Addison Gallery of American Art, Phillips Academy; Joseph Hudnut, Professor of Architecture Emeritus, Harvard University; and Paul Marvin Rudolph, AIA, Chairman of the Department of Architecture, Yale University.

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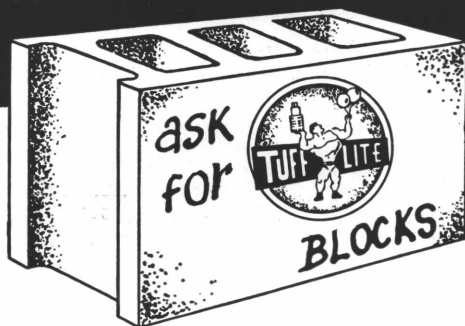


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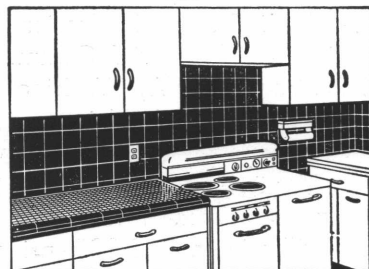
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#### ADVERTISING POLICY ADOPTED

The NCAIA Office Practice Committee, Chairmanned by Luther Lashmit of Winston-Salem, recommended to the Chapter's Board of Directors at a meeting in Raleigh November 20th a policy statement regarding advertising. This was adopted by the Directors, and reads as follows:

#### ADVERTISING BY ARCHITECTS

"Solicitation for newspaper advertising upon completion of a building is reported by members of the Chapter to be a serious problem in some parts of the State. Pressure is put on the architect to pay for congratulatory space along with contractors and suppliers. Not only the papers but owners sometimes feel that this is a proper gesture.

"Rule 12 of the Standards of Professional Practice (AIA Document J-330) clearly provides that an architect shall not use paid advertising. The Board of the Institute defines "Paid advertising" as any form of paid announcement or printed material in the public press. The Board has ruled further that the publication of business cards in magazines is in violation of the Standards of Professional Practice.

"Where a troublesome condition exists a spokesman or committee from the area Council should talk to people in policy-making positions with the newspapers. These people are fair minded when a situation is understood by them.

"The architect wants to be identified with the buildings he designs but his creed requires that he earn public recognition. He can and will cooperate with reporters in furnishing factual information about specific buildings as well as newsworthy trends in the construction industry generally. He often furnishes and freely permits the publication of perspectives of buildings when the newspapers consider them news. The newspapers in turn should recognize the architect's part in creating news and freely accord him professional recognition commensurate with his accomplishments.

"The architect's creed is based on the golden rule. He is at his professional best and likely profits more in the long term when he promotes the advancement of his profession as a whole in spite of his very human yearning for personal recognition. Architects as a group are permitted to buy newspaper space to present factual information which dignifies the profession or advances public knowledge of the architect's function in society. Wherever it would create a better relationship between architects and newspapers and assure mention of architects' names in connection with news stories about their buildings, local groups or, preferably, the area Council can properly buy space to promote the profession provided the names of the sponsors are not included in the advertisement.

"In those cases where an owner shares the newspaper's enthusiasm for paid congratulatory messages upon the completion of a building the architect may properly and with equal or better results send to the building being opened or dedicated a floral tribute with his business card attached."

#### DODGE ELECTED EMERITUS

The American Institute of Architects on March 22 elected William Waldo Dodge, Jr., AIA of Asheville as a Member Emeritus. Dodge was elected into the N. C. Chapter in 1929. He served one term as Chapter Secretary-Treasurer. He is the 7th Chapter member to currently hold this honored rank.

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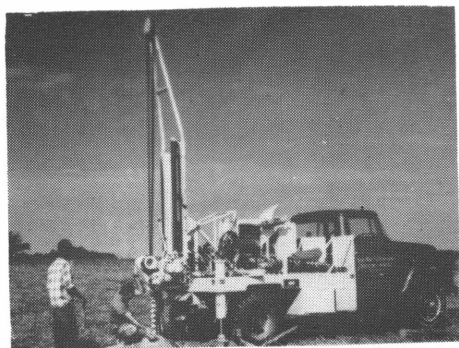


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#### AIA MAKES CITY PLANNING STATEMENT

The AIA Board of Directors at its Portland, Oregon meeting, issued the following statement:

The American Institute of Architects calls upon its local chapters and individual members to take the lead in improving our cities by advancing a coordinated approach to planning for community building and rebuilding. Our first priority in this coming decade must be to make our communities more livable, efficient and beautiful. By 1975 our total population will increase to around 225 million people, approximately 70 percent of whom will live in cities and suburbs. Unless the habitation for this vast population expansion is properly designed and built, our cities and suburbs will continue to generate slums and traffic congestion.

The traffic problem cannot be solved by our present highway programs. On the contrary, highway construction without proper community planning is disrupting and disfiguring our communities. In San Francisco, Boston, and other cities irreparable damage has already been done by expert highway engineering without regard to city planning. In the National Capital the single minded highway engineering concept deliberately relegates to second class status the proposed cultural center, the beloved Lincoln Memorial, the charms of the Potomac River, the parks, and other works of historic significance.

The decay of our cities is overtaking our limited on-again, off-again renewal efforts. Our national pride, the continuation of our high standard of living and our leadership of the free world demand sound and continuing redevelopment programs based on proper planning and design. We must stop the pollution of land, water and air. We need greater emphasis on beauty in our environment. Effective means must be found to control city and highway blight, overhead wires, billboards and other disruptive outdoor advertising.

In many cities — Kansas City, Detroit, Nashville, Toledo, Memphis, and Indianapolis among others — architects have already given effective leadership in redesigning their communities. Architects elsewhere must follow these examples by actively contributing to the improvement of our environment and by rallying the support of the public and our local, state and federal governments.

#### SWISS ARCHITECT WINS REYNOLDS AWARD

The American Institute of Architects has announced that Jean Tschumi, noted Swiss professor of architecture, has been selected to receive the 1960 Reynolds Memorial Award, largest international architectural award. Architect Tschumi was picked for his dramatic design of the "Y" shaped, seven-story Nestle's International Headquarters building. It is located in a park in Vevey, Switzerland, on the shore of Lake Geneva. The \$25,000 award is conferred annually by the AIA on the architect who has designed the foremost contemporary structure in the world, whose creative use of aluminum could significantly influence the architecture of our times.

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## ARCHITECTURAL CALENDAR

**MAY 3:** Durham Council of Architects, Harvey's.

**MAY 3:** Eastern Council of Architects, Goldsboro.

**MAY 3-5:** Conference on Church Architecture, Minneapolis, Minn.

**MAY 4:** Charlotte Council of Architects, Chez Montet, Charlotte.

**MAY 4, 11, 18, 25:** Architects Guild of High Point, Marguerite's Restaurant.

**MAY 5:** Raleigh Council of Architects, College Inn.

**MAY 12-14:** South Atlantic District AIA Conference, Winston-Salem.

**MAY 17:** Winston-Salem Council of Architects, Y. W. C. A.

**MAY 28-JUNE 3:** World Planning and Housing Congress, Puerto Rico.

**JUNE 1:** Deadline for material for issue after next of this publication.

**JUNE 26-29:** American Society of Landscape Architects 61st annual meeting, Waldorf Astoria Hotel, New York City.

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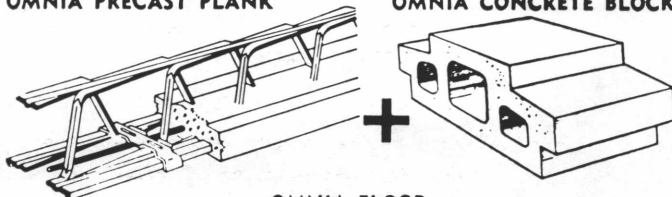
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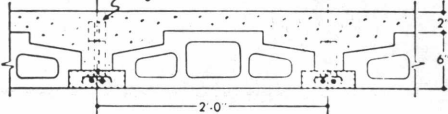
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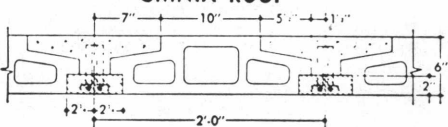
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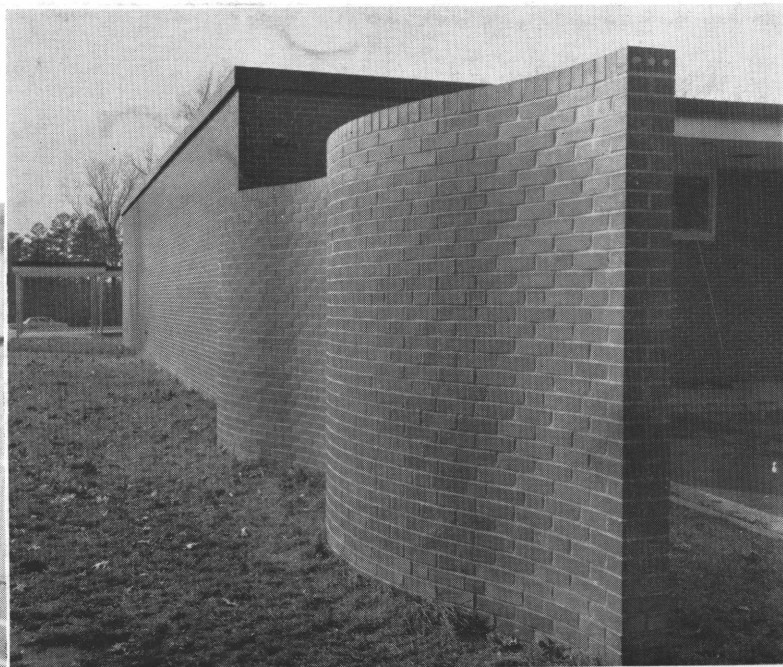
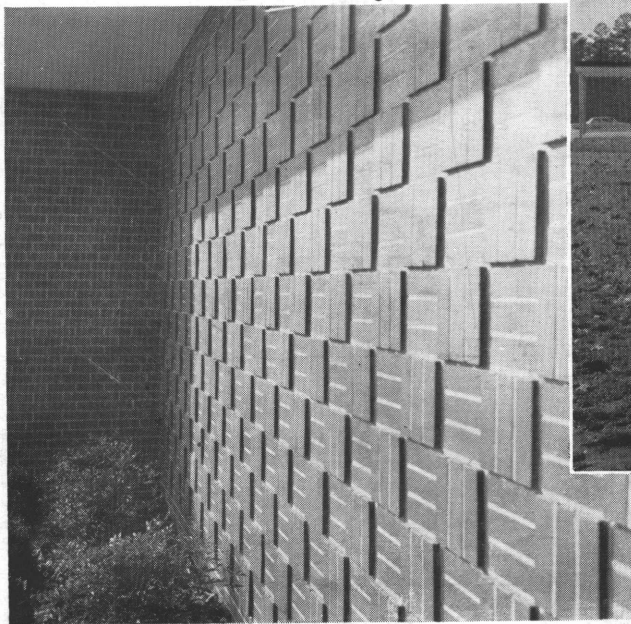
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