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Cover photo: Free standing steeples at Sjobo Church in Boras, Sweden. Photo by Svante Hedin.
On October 29, 30 and 31, the South Atlantic Regional Conference of the American Institute of Architects will be held at the Jack Tar Poinsett Hotel in Greenville, South Carolina. The South Carolina Chapter, AIA, is host for this meeting and has gone all out in preparing an outstanding program.

The theme of the conference is "Equation for Excellence" and the purpose of the program will be to discuss and develop means whereby the architect may improve his services to his client. The keynote address will be made by Lawrence B. Perkins, FAIA, of the firm of Perkins and Wills. His address will be followed by a discussion on "The Architect in the Community" with Morris Ketchum, FAIA, Vice-President of the Institute, John C. Parkin, FAIA, and Buford Pickens, AIA, as panelists. On Thursday evening, Greenville architects will entertain out of town architects in their homes.

The Friday morning session will be devoted to a panel discussion on "Marketing the Services of Architects." The panel will consist of Herbert Swinburne, FAIA, Mr. D'Orsey Hurst, Management Consultant, and Morris Ketchum. A. G. Odell, Jr., FAIA, President of the Institute, will make the address at the luncheon meeting that day and the afternoon sessions will consist of panel discussions on "Office Management and Organization" and "Project Case Studies." The first panel will have Mr. Hurst, Mr. Glen White, Management Consultant, and Mr. Samuel Spencer, Legal Counsel for the AIA. The second panel will be made up of Mr. Perkins, Mr. Parkin, and Mr. Swinburne. There will be a dinner and dance that evening. The conference will be summarized on Saturday morning by Mr. Buford Pickens, and those who wish may attend the Clemson vs. Virginia football game that afternoon. Those who do not wish to see the game may participate in a golf tournament at the Greenville Country Club.

I have found through many years of experience in attending AIA meetings and conventions that I always gain more from them than I had expected when I went. The discussions on comprehensive services which took place at the last regional conference in Atlanta have been of particular help to me in my practice. It appears to me that the South Carolina Chapter has prepared a very educational program and that what we learn there will be worth considerably more than the time required to attend. I have heard Mr. Swinburne make his presentation on marketing the services of architects and I can assure you that this alone will be worth the trip.

North Carolina Architects have not attended regional conferences too well when they have been scheduled outside of the state. With the excellent program that is planned in Greenville, however, I hope that we can reverse this trend and that we may have the largest number present. Greenville is easily accessible by plane or automobile from all points in our state. What we learn there will be of value to our clients as well as to ourselves, and I urge each of you to make the effort to attend.

[Signature]

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PHOTOGRAPHS OF SWEDISH CHURCHES
By Svante Hedin
Text Translated by Miss Kerstin Hedin

Svante Hedin, a young Swedish photographer, is Technical Editor of FOTO Magazine. Educated at the Boraas Textile Institute as a textile engineer, Mr. Hedin’s photography developed as a hobby. After many prizes and publications in international photography magazines, Svante Hedin taught Leica’s photography course in Wetzlar, Germany. He then started a division of the Leica Photography School in Stockholm, Sweden, and lectured on photography throughout Sweden. He is now a member of the group of photographers known as “Visum”.

These photographs were a part of a series on Swedish architecture from a photographers viewpoint.

The large modern churches can be represented by St. Thomas Church in Vallingby’s shopping center with its silver cross in contrast to the solid body of the church.
Architect Sigurd Lewerentz's Bjorkhagen church is of the same type, embedded among birch trees instead of the stone paving surrounding St. Thomas.

The large windows of the chancel give a feeling that one is sitting outdoors. At the time of the main service, daylight floods down over the baptismal font from one window in the dark brick wall. The font is made of sandstone and is located in the opposite side of the sanctuary from the window. The kneeling stools in front of the benches are upholstered with sheepskin.

The catholic congregation in Malmo received a new main church in 1960. The exterior is mainly granite. The steeple is shaped as a cut-off cone. The top is a window from which light streams down towards the chancel. Solid oak doors lead into the sanctuary. The benches are in white and black. Light also comes in through the "peek-holes" in the walls that are notable from exterior as well as interior. Abstract stations-of-the-cross are in niches inside the church.

Connected with the church are assembly hall, nursery and School.
St. Andrews, Slottstaden's (Castletown's), church is another large parish church in Malmo. Building material is chalk stone and concrete. The concrete steeple rises high above the church. The sanctuary gets immense volume by the high ceiling which is also carried by concrete. Stained glass windows by Erik Ohlsson lend atmosphere to the side altars for christenings, weddings, and scheduled worship.

Slite's new church is the only modern church on the Baltic Island of Gotland. It is located on top of a lime stone hill above the community. The surrounding landscape is untouched and there are no other buildings on the hill. As should be, the church is made of limestone and has a wooden roof typical of Gotland — the timber placed from the ridge and downwards. The chancel is completely open with windows towards the sea.
Completely contrasting to the large parish church is the little chapel, here represented with the small white-washed chapel at Svenljunga.

Suppressed between large apartment giants in Vallingby is a tiny Methodist church of reinforced concrete.

The sides of the benches in Gustav Adolfs church in Boras have the form of a praying person. The church is recently remodelled but the benches have been saved from an earlier time.
Sjobo Church in Boras has the form of a triangle. The steeple is free standing (see cover). It is beautifully located surrounded by birches on a hill. The Church is made of wood and limestone and has a copper roof. The three crosses on the sides are also structural. In connection to the Sacristy and the wedding room is a protected atrium. The supporting crosses again appear in the interior as well as the limestone from Gotland.
The church in Sandared is of the same character — triangular in shape — but here connected with assembly rooms. The Belltower is again separate. Light comes upon the altar from windows facing south, under the beautifully formed arch. The form of the chancel-arch is repeated by the inside walls. The ceiling is divided in three areas which have been covered with a synthetic fabric of pastel-shaded "Stigolon" of local manufacture.
The Church in Oxelosund is unique. It is elevated above the town and the harbor on a mountain — which makes it a landmark from the sea. The entire church is of concrete and has an open bell-tower above the center of the sanctuary. The sanctuary has the shape of a cross.
The Kirkman Park School is located in High Point, N. C. on a sloping, partly wooded site which was formerly a city park. It is designed to accommodate 400 students in Grades 1 to 6 with provision for expansion to accommodate an additional 120 students. The approximate area of the building is 32,700 square feet.

The loss by fire of an existing school which was serving this area made it necessary to design and complete construction of the school in eleven months.

The wing containing the Library, Cafetorium and Administrative Area is located on a high, level area, allowing the use of slab on grade floor construction. The two-story classroom wing takes advantage of the sloping ground to the South by use of a "split level" connection.

The entrance lobby serves as a lobby for the Administrative Area, the Library, and the Cafetorium, as an exhibit space, and a lounge. Faculty and students enjoy and take pride in their development of the "rock garden" in the center of the lobby.

Exterior walls are aluminum projected windows with porcelain panels, and brick-and-block cavity walls. Floors are vinyl asbestos with terrazzo in the lobby and corridors. Ceilings are acoustical tile. Interior block partitions and millwork are painted.

Precast concrete is manufactured in this section of the state and was used entirely for the structural system.

Heating is provided by a coal-fired hot water system using unit ventilators. Lighting is generally supplied by fluorescent fixtures.
The Peden Steel Company had considerably outgrown its office and plant area near downtown Raleigh. The company needed office space near its new fabrication plant on Raleigh's North Boulevard for faster and better coordination of activities and desired space more commensurate with its continuing expansion as a major industry in the community. When property was purchased in Raleigh's North Industrial area, the owners saw to it that ample space was reserved for a new office building.

The Architects were commissioned to design an office building for the Administrative division of a steel fabricating and steel specialties company using structural steel and steel building products in an imaginative and aesthetic way. Expressed steel includes exterior and interior columns, floor spandrels, vertical siding, roof fascia, and interior and exterior stairs. The floor and roof systems are metal decking on open web joists.

The two story building contains a total of 15,450 square feet, with 6800 square feet on the first floor and 8650 square feet on the second. A five foot overhang on each side and a ten foot roof overhang assists with sun control on the floor to ceiling grey tinted glass on both the southern and northern exposure. All areas are air conditioned, therefore, window venting was not used.

Carpeting was used in executive offices, reception area, other major offices and in 1. B. M. Terrazzo was used in the lobby, all toilets received ceramic tile and in remaining areas, vinyl asbestos was installed. A mineral acoustical tile ceiling was used throughout and interior partitions are light weight concrete block — painted, except for executive, stairwell, and reception areas. These spaces are finished in walnut and cherry plywood and 12" cork squares. Precast vertical panels of white exposed aggregate were used on the exterior east and west side from the second floor upward.
What is the one design material that can be a wall, a door, a partition, a fence, a roof, a window, a mirror or a piece of furniture... of almost any shape, color, texture, size or design? Transparent, translucent, reflective or opaque? Impervious to sun, wind, rain and corrosion? Never becomes obsolete... and needs no maintenance but washing?

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NCAIA SPONSOR FOR APPRENTICE BRICKLAYING CONTEST

Forty or more young North Carolina bricklayer apprentices are expected to compete for prizes and trophies in the 11th annual Apprentice Bricklaying Contest to be held at the State Fair in Raleigh.

The contest will start at 10:00 a.m. Friday, October 16, and will be held in an open fairway north of the Fair's Industrial Building.

The N. C. Chapter, American Institute of Architects, is one of the leading sponsors of this annual contest, which is held to stimulate public interest in the training of young people in the skilled crafts and trades.

M. McDowell Brackett of Charlotte, Public Relations Chairman of the N. C. Chapter, AIA, is a member of the contest steering committee, which met Sept. 2 in the office of N. C. Labor Commissioner Frank Crane to plan this year's bricklaying contest.

Brackett said the contest will be limited to apprentices registered under the State Apprenticeship Training Program, who have completed not more than 4,000 hours of their training.

One of the judges for the event will be an official of the N. C. Chapter, AIA, Brackett said. Other judges will include distinguished building and masonry experts.

The Champion bricklaying apprentice selected by the judges will be awarded a $200 bond and an engraved trophy. $100 and $50 prizes will be awarded the second and third place runners-up.

Brackett said the Champion also will be awarded a Certificate of Merit from the N. C. Chapter, AIA.

RALEIGH COUNCIL ELECTS NEW OFFICERS

At the regular monthly meeting of the Raleigh Council of Architects held at the YMCA on Thursday, September 10, the following were elected to serve as officers for the coming year: President, Ralph B. Reeves, Jr., AIA; Vice President, Gilbert M. Slack, AIA; Secretary, William H. Sigmon, AIA; Treasurer, Bosworth C. Beckwith, AIA. Directors for the year include Jesse M. Page, Jr., AIA, G. Milton Small, FAIA, Turner G. Williams, AIA, and William W. Dodge III, AIA. Jesse M. Page, Jr., AIA, is retiring president of the Council.
"EQUATION FOR EXCELLENCE"
Theme of South Atlantic Regional Conference

The South Atlantic Regional Conference of the American Institute of Architects will be held in Greenville, South Carolina, October 29-31. The Conference, whose theme is "Equation for Excellence", will address itself to several factors affecting architectural excellence through such panel discussion topics as "The Architect in the Community", "Marketing the Services of Architects", "Office Management and Organization", and "Project Case Studies" which will explore through the "case method" how those several areas of interest discussed earlier have been cemented together to contribute to the success of actual significant architectural projects.

The speakers for these sessions have been selected from across the country and abroad for their contributions toward professional excellence. Some of these are: Lawrence B. Perkins, FAIA; Morris Ketchum, FAIA; A. G. Odell, FAIA; John Parkin, FAIA; Buford Pickens, AIA; Harlan E. McClure, FAIA; Herbert Swinburne, FAIA; D'Orsey Hurst, Glen White, Samuel Spencer, and others.

The exhibiting firms will be given a party on Wednesday evening, October 28, sponsored by the Conference Committee; and later three of their exhibits will be singled out for recognition through the awarding of certificates for design excellence.

The Honor Awards program, in keeping with past tradition, will have a prominent place on the program. The various project entries will be judged on the basis of design excellence but within three cost categories.

The Conference Committee also is preparing one of the most comprehensive social programs ever to be presented for a regional conference. There will be an "Architects at Home" on the evening of the 29th for architects and exhibitors; Honor Awards Dinner and Dance on the evening of the 30th, and Saturday, the 31st, will be set aside with a full schedule of activities such as a golf tournament, a visit through the School of Architecture at Clemson and an informal party on Saturday evening.

The ladies activities will include a Halloween Mad Hatter's Luncheon, a tour of the Bob Jones University Art Museum; tours of outlet stores, antique shops and fabric shops; coffee party; Celanese Fabrics fashion show of Paris designed clothes; and other varied activities.

When the conference is convened on the first day, W. E. Freeman, Jr., AIA, Regional Director from Greenville, will present a regional report, followed by a special report from the South Carolina State Educational Finance Commission, presented by Dr. W. Broadus Sotherlin.

As a special event during the first morning, Ulrich Franzen, the noted architect from New York, will show examples of his recent work which has included award winning residences, as well as several larger projects.

The luncheon on the first day will feature as speaker The Honorable Robert E. McNair, Lt. Gov., State of South Carolina; and the afternoon will begin with the keynote address by Lawrence B. Perkins, FAIA, of Chicago, who will speak on "Equation for Excellence".

Subsequent sessions will move from the general to the particular and the conference moderator, Dean Harlan E. McClure, FAIA, of the Clemson University School of Architecture, will direct the Conference toward this objective. For example, the session entitled "The Architect in the Community" is of a general nature and will deal with methods by which the Architect can take a more vital and responsible role in community affairs.

Still of a general nature but somewhat more specific is the session entitled "Marketing the Services of Architects". This session will examine how we can best improve our firms' business development programs.

"Office Management and Organization" will feature three experts (two management consultants and the attorney for the National AIA) who will discuss office procedures and methods for effectively improving quality and production efficiency. An introduction to the Critical Path Method (CPM) will also be presented.

The last session entitled "Project Case Studies" will wrap up much that has been said earlier by showing how particular projects of relatively small scope and in which the full range of conference components played a vital part in producing superior architecture.

Mr. Buford Pickens of the University of Washington at St. Louis will provide a Conference summary at the breakfast on Saturday morning before the social events of the day are begun.

Each architect in the region will gain measurably by attending this conference. It is being keyed to the smaller and medium sized firms which predominate in our region. Design, community relations, marketing architectural services and office management and organization are aspects of our craft with which we are dealing on a day to day basis. It, therefore, seems fitting that our Conference be particularly concerned with these matters and be directed toward their better understanding.
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AN EXPLANATION OF THE NORTH CAROLINA ASSOCIATION OF PROFESSIONS

NCAP type organizations are designed to protect and promote professionalism.

One way they do this is by action: (a) against legislation which would permit third party control from whatever source — labor, business, government, farming or industry — over the professions; (b) in support of legislation which serves to encourage private practice and support professional attributes of professional persons in employed practice.

Secondly, NCAP type organizations jointly promote educational efforts to obtain student interest in professional careers as well as to advise secondary schools and colleges on curricula development to better serve the professions.

Third, use is made of all communication media to tell the public why professional people do what they do in the way that they do it and why that way is in the public interest. Joint effort of the professions in presenting TV, Radio and other public presentations has proven very acceptable to avenues of communications media.

Fourth, NCAP type organizations develop understandings and knowledge of the professions, each to the other, among the several professions by way of inter-professional meetings, the annual one is called the Congress of the Professions — and by a Journal of the Professions.

Fifth, NCAP type organizations have business services designed to aid individual professional people to obtain savings through group purchasing, such as Group Term Life Insurance, Group Major Medical Insurance, Group Disability Insurance, Group Pension-Trust Plans, etc. These can be maintained when several professions are together, when many individual professions or professional persons could not otherwise obtain them.

NCAP type organizations represent the professional segment of society to balance representation of other segments of society represented by such organizations as NAM for industry, U. S. Chamber of Commerce for business, AFL-CIO for labor, Farm Bureau for farming. It is necessary that one organization be able to present basic thinking of the professional segment of society as these organizations do for their segments.

In organizing NCAP type organizations it is mandatory that at least five state professions agree to join together and it is necessary, organization wise, to have individual membership as well. Individual members are qualified for NCAP membership by membership in their individual state professional societies.

ACCOMPLISHMENTS OF THE MICHIGAN ASSOCIATION OF PROFESSIONS

by Hugh W. Brenneman

The Michigan Association of the Professions was organized on December 1, 1958.

Leaders of the five Charter professions met and agreed to form an association so that all professions might work together for their mutual benefit. Delegates and alternates appointed by the Boards of Directors of the individual state professional societies worked out the organizational details, by-laws, administrative lines, membership qualifications, etc. The state professional societies represented at these meetings included the Michigan Society of Architects, the Michigan Society of Professional Engineers, the Michigan State Dental Association, the Michigan State Medical Society and the State Bar of Michigan.

Growth was inevitable. Individual membership climbed quickly — first one, then two, then three thousand, and the number stabilized at over 3,500. State organization membership applications were received and after studied deliberations new professions were added — first veterinary medicine, then pharmacy and education. 89,000 professional people are members of MAP state organizations. Still other professions are being considered. Other states heard the story, first New York, North Carolina and Florida, then Texas followed the MAP pattern. Others are thinking, talking, evaluating, meeting — in order that they, too, can follow suit.

MAP is governed by a Board of Directors. On that Board recognition rather than control is accorded those professions having larger numbers of individual members. MAP by-laws provide that the Board of Directors of each State Organization member designate two of its members, who are also members of MAP, to serve as Directors on the MAP Board. In addition to those thus provided Directors are elected at the MAP Annual Meeting. Of these not more than three, nor fewer than one, can be members of any one of the professions.

The purpose of MAP is "to devise ways and means of better utilizing the professional heritage of knowledge and skill for the benefit of society and to create relations between the professions looking toward that end." MAP was created to provide the organizational machinery whereby the combined strength and counsel of all professions could be utilized for the advancement of professional ideals and the promotion of professional welfare thus strengthening the traditional rights and privileges of each profession and, at the same time providing more effectively to the people adequate professional services based on skill and integrity. The close relationships between members of the professions puts the professions in the same role of "molders of public policy" as business, farming and labor.

MAP has proved that it can affect legislation, inform the public, serve the economic interests of professional people and improve interprofessional relations. Representative of the high calibre of its work is the MAP MONITOR, a journal of the professions issued monthly, and four highly successful Congresses of the Professions — MAP's annual meeting. The last Congress presented among 36 outstanding speakers, the presidents of each of the national associations whose profession is represented in MAP plus two United States senators, a former and present governor of Michigan and some of the top speakers and authorities in the nation in matters pertaining to professional work.
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NCAIA FALL MEETING ANNOUNCED

The Fall Meeting of the North Carolina Chapter of The American Institute of Architects will be held at the Mid Pines Club, Southern Pines, North Carolina, on Saturday, October 10th, at 10:30 A.M.

This will be a one-day meeting for the purpose of electing officers and directors of the Chapter to serve for 1965. Also to be considered will be a proposed revised by-laws for the Chapter. A number of new Corporate, Professional Associate and Associate Members will be inducted and welcomed into the Chapter at this meeting. Arrangements have been made for a dutch luncheon at the Club.

The Executive Committee of the Chapter will hold a meeting at the Club on Friday evening, October 9th, at 8:00 P.M.

EAST CAROLINA COUNCIL OF ARCHITECTS HOLDS MEETING

The Eastern Carolina Council of Architects met on Friday evening, September 18, in Goldsboro. R. Mayne Albright, attorney for the N. C. Chapter AIA and the N. C. Board of Architecture was speaker for the occasion, and discussed various legal aspects of the practice of architecture. Con- rad B. Wessell, Jr., AIA, and Billy Griffin, AIA, were hosts for the dinner meeting. Warren E. Hargett, Jr., AIA, is president of the Council. It was announced that the next meeting would be in Lumberton on November 20 with Elizabeth Lee, AIA, hostess.

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(See our ad on pages 20, 23, 24)
Renfrow Distributing Company
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CALENDAR OF EVENTS

SEPTEMBER 24; OCTOBER 22:
Greensboro Registered Architects,
Ivanhoe's Restaurant
Walter E. Blue, Jr., AIA, President

SEPTEMBER 29; OCTOBER 6, 13, 20:
Architect's Guild of High Point,
Marguerite's Restaurant
George C. Connor, Jr., AIA, President

OCTOBER 7: Charlotte Section of N. C.
Chapter, AIA,
Stork Restaurant No. 2
Charles H. Wheatley, AIA, President

OCTOBER 7: Durham Council of Architects,
Harvey's
James A. Ward, Acting President

OCTOBER 8: Raleigh Council of Architects,
YMCA, 12:15-1:30
Ralph B. Reeves, Jr., AIA, President

OCTOBER 9: NCAIA Executive Committee Meeting,
8:00 P.M.
Mid Pines Club, Southern Pines

OCTOBER 12: Winston-Salem Council of Architects,
Reynolds Building Restaurant
Kenneth B. Jennings, AIA, President

OCTOBER 15: Deadline for material for October issue

JANUARY 21-22-23, 1965: NCAIA Winter Meeting
Jack Tar Hotel, Durham

N. C. CHAPTER AIA FALL MEETING
MID PINES CLUB
SOUTHERN PINES, N. C.
OCTOBER 10
10:30 A.M.

SOUTH ATLANTIC REGION AIA
BIENNIAL MEETING
JACK TAR POINSETT HOTEL
GREENVILLE, S. C.
OCTOBER 29-30-31
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