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Boyne Highlands, Michigan Architect: James H. Livingston Associates. Windows: Andersen Case

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PUBLICATION OF THE ARCHITECTS SOCIETY OF OHIO REGION OF THE AMERICAN UNSTITUTE OF ARCHITECTS. INC. A

November-December

Volume XXIV

Number 6

EDITORIAL STAFF

Managing Editor David A. Lacy 5 East Long Street Columbus 15, Ohio Telephone: 221-6887

ASSOCIATE EDITORS

Cincinnati Alfred W. Ambrosius, A.I.A. 309 Ludlow Avenue Cincinnati 20, Ohio

Robert J. Makarius, Jr., AIA 312 Harries Building Dayton 2, Ohio

Cleveland Arlyn C. Neiswander, A.I.A. 10650 Carnegie Ave. Cleveland, Ohio 44106

Columbus Neal Layne 505 King Ave. Columbus, Ohio Eastern Ohio Peter B. Brandt, A.I.A. 633 Mansell Dr. Youngstown, Ohio

Toledo Byron West, A.I.A. L.O.F. Bldg. Toledo, Ohio

OHIO ARCHITECT is the bi-monthly official magazine of the Architects Society of Ohio. Inc., of the American Institute of Architects. Opinions expressed herein are not necessarily mose of the Society.

Accepted as controlled circulation. Published at Athens. Ohio, U.S.A.

Editorial and Advertising office: Five East Long Street. Columbus 15, Ohio. Printed at: The Lawhead Press, 900 East State Street, Athens, Ohio, U.S.A.

OHIO ARCHITECT publishes educational articles, architectural and building news, news of persons and the activities of the Architects Society of Ohio, a Region of the American Institute of Architects

OHIO ARCHITECT is available at a subscription cost of \$6.00 each year or \$1.25 each issue. Roster issue: \$4.00.

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Eugene F. Schrand, A.I.A. 3329 Glenmore Avenue Cincinnati, Ohio 45211

President-Elect Richard L. Tully, A.I.A. 582 Oak Street Columbus, Ohio 43215

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Immediate Past President Joseph Tuchman, A.I.A. 88 South Portage Path Akron, Ohio 44303

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NOVEMBER-DECEMBER, 1966

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THE ARCHITECT MUST ADVERTISE!

Alfred W. Ambrosius, AIA Architect Associate Editor Cincinnati, Chapter AIA

Over the past twenty years what has been one of the fastest growing and important businesses to come on the American scene? With little fear of contradiction, the advertising industry can certainly claim this title. The advent of television and other improved means of communication leaves little doubt of the role that advertising plays in the success of today's business.

Why then, oh why have we the Architects of today either ignored or shrugged this basic philosophy of practically every commercial enterprise in the world? The obvious answer to this query is that the AIA does not permit the Architect to engage in advertising. The other respond that comes to mind, is the problem of what does the Architect have to advertise besides his name. Another viewpoint might come from the successful practitioner who feels no personal need for doing anything differently than at present.

There are of course more points of discussion which could be brought forward, but let us analyze those we have mentioned. First, we should dispel the belief that the AIA does not permit us to advertise. Our organization not only wants us to advertise, but is in fact the vehicle by which we can do so. The national headquarters is practically begging us to accept the challenge presented by television, newspapers, and other media. No, we do not believe in advertising campaigns sponsored by individuals, but the idea of spreading the financial burden evenly by group effort is attractive. Now, as to what we have to offer the public in the publicity field. The student of Advertising may not fully agree with this statement, but it has been our impression that the basic purpose of the Big Eye and all printed material for that matter, is to tell a story. If anyone has a story to tell, certainly it is the Architect! With our history and the wealth of new ideas coming forth everyday, it is just there waiting. To tell this story well is another problem. It certainly is not our job to bring this message to an understandable level, we tell a different kind of tale, it is the job of the professional story teller and we must look to him for help.

To the man who feels so secure in his present position that he can affort to neglect the future, we have but one comment. Take heed of the passing parade! The increasing tendency for people in all walks of life to shop price, and the inroads of the discount dealers in most commercial enterprises, is evident. Consider that in the past ten years almost every major urban area in the country has started or completed plans to rebuild their commercial area. Cities are making this tremendous investment realizing that they must advance or drop by the wayside. Are we possibly faced with the same alternative?

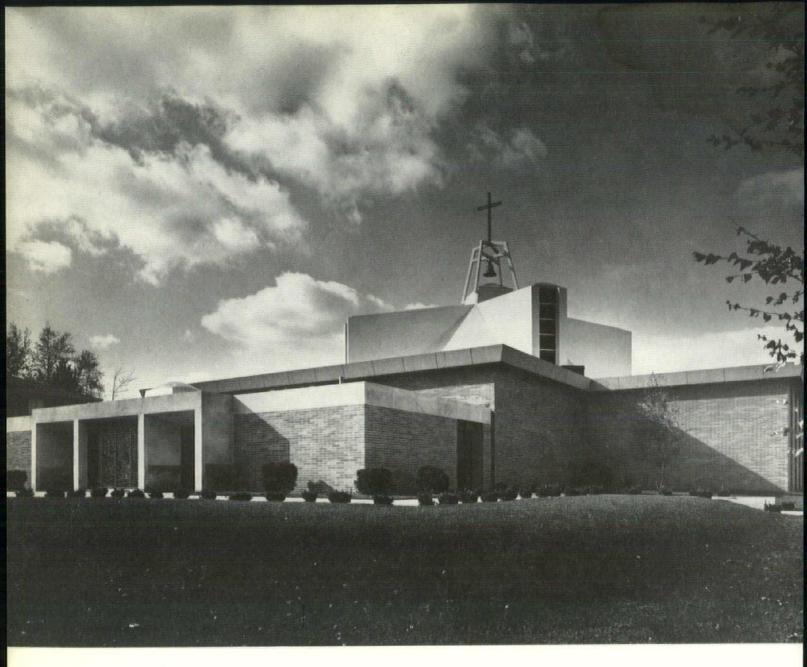
What can the Architect do to bring about a healthy and wealthy situation? Simply this. Let us do as every other business and place a percentage of our firms budget in advertising. In any of our ASO chapter areas if every firm jointly invested only one percent of their gross income, this money to be used in their local area, we would have a public relations network in Ohio second to none.

why are brick so small?



Because it allows you to design and build better walls with more imagination, flexibility, and economy. The very fact that brick are small makes them one of the most flexible materials in existence. Brick walls can be angular, round, square, massive, intricate, elliptical, or lacy! They can be as straight as a shaft of light or follow a serpentine pattern resembling the path of a snake. They will be cold and sterile only when the designer so desires just as they will reflect his other design intentions of gaiety, reverence, warmth, stateliness or confidence as he desires. The size of a single unit of a building material is irrelevant . . . it is the cost of the entire wall that is important. Brick walls have proven savings of many many dollars per square foot in place . . . both initially and ultimately. This is why brick are small. When these reasons are no longer pertinent we will change . . . but until then we shall concentrate on the quality, strength and appearance of our present products so as to provide you with even more imaginative tools for your imaginative design.



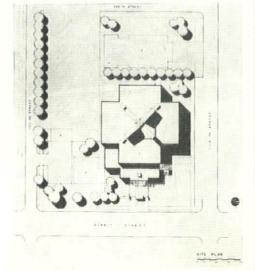


ST. JOHN THE BAPTIST CATHOLIC CHURCH Toledo, Ohio

Concept: To conform to latest Liturgy of the Catholic Church. Seating 1,000 Last pew from sanctuary 40 ft. Natural light to accent the key areas of the church.

Structure: Load bearing masonry roof 5' x 5' poured in place concrete grid, sandblasted dome poured in place. Mechanical: Electric heat

Electrical: Each 5' x 5' grid: 5" in DIA exposed light bulb. Architects Britsch, Macelwane, Poseler & Lubeck Toledo, Ohio



View to Nave

View to Narthex



5

Baptistry







ST. CHARLES CATHOLIC CHURCH Toledo, Ohio

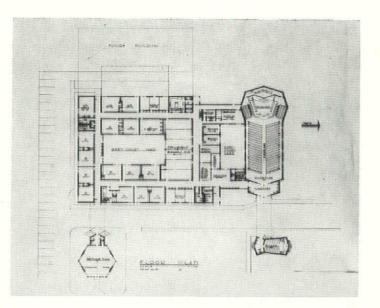
Concept: Seating 1,000 Building is placed on triangular lot. Structure: Steel frame with metal deck. Mechanical: Radiant floor

Architects Britsch, Macelwane, Poseler & Lubeck Toledo, Ohio

DECATUR E.U.B. CHURCH

The Decatur Evangelical United Brethren Church consists of a main building which houses the Nave, Fellowship and Education Facilities. In addition, there is a self-contained, detached Senior High Unit and Chapel Unit. Total Contract Cost — \$639,294.00 Total Area of Building — 32,350 sq. ft.

Buehrer and Stough Architects and Engineers Toledo, Ohio

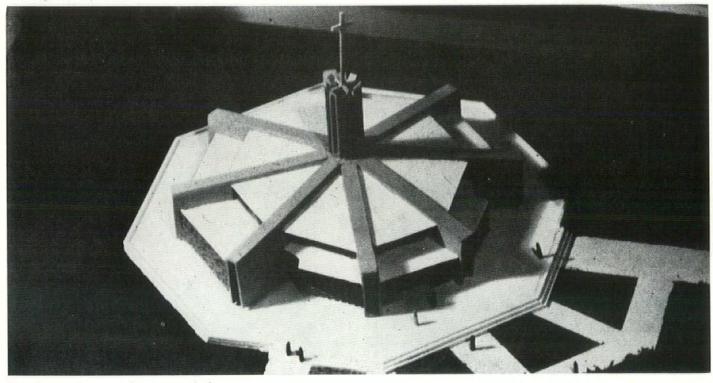




OUR LADY OF MT. CARMEL Catholic Church Bond, Ohio

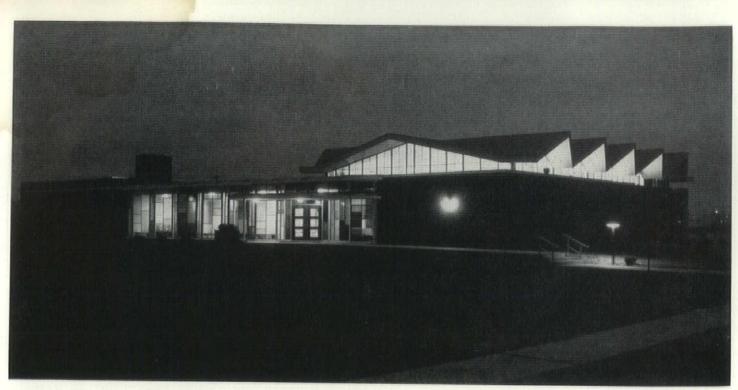
Concept: An economic and creative solution on an 111/2 acre tract tied to the community's background of growing agricultural and fishing industries with a sizable influx of migratory workers. The church is the first phase of a project, which will later include a school, parish hall, a rectory, and a convent.

Seating: 540 persons



Structure: Octagonal structural frame of stained laminated wood arches and decking and exposed brick walls. Radial seating arrangement centers on the altar and chancel.

Hahn & Hayes—Architects and Engineers Toledo, Ohio

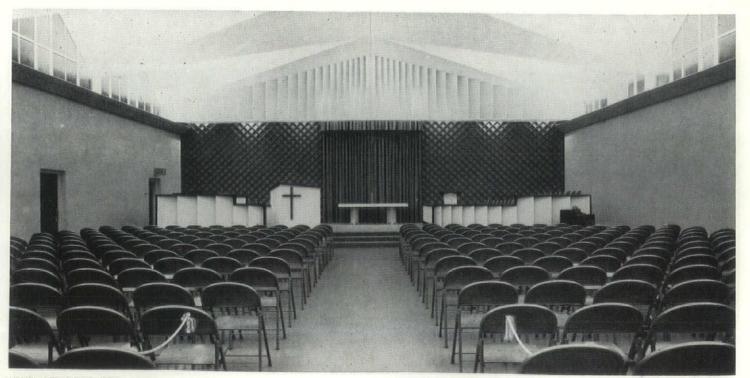


FIRST BAPTIST CHURCH Monroe, Michigan

Concept: Christian Education and Fellowship Hall to seat 400

The Master Plan proposes the addition of approximately twelve additional classrooms, a sanctuary to seat approximately 600 persons. Present sanctuary would then revert to fellowship use. It is large enough and was so designed that it can be used for Jr. High basketball. The new sanctuary is now being designed.

Samborn, Steketee, Otis and Evans Engineers and Architects Toledo, Ohio



NOVEMBER-DECEMBER 1966

THEOLOGY AND ARCHITECTURE

RICHARD FLEISCHMAN, A.I.A.

A church building must be theologically conceived and liturgically oriented. The enclosed space in which we worship must be developed from the substance of theology and liturgy. Churches must be spaces conceived for worship. They must be instruments with which the liturgy can be performed properly so that the absolute maximum meaning of the worship service can be expressed.

Too frequently, there is a tendency to build superimposed symbols, architectonic in nature, and then follows the attempt to accommodate the worship service. The concept for a church must grow from the inside; be substantial; functional; organic and permit the expression of theology and the performance of the liturgy of the church in its fullest sense.

Architects producing an unusual shape for a church, find that this pseudo-architectural symbol does not guarantee success. If an idea is to achieve the quality of simplicity, it must be specific, particular and concrete. The opportunity to design a church does not mean that it gives the Architect freedom to indulge in structural pyrotechnics resulting in unusual shapes. Unfortunately, this provides nothing more than spatial acrobatics. This opportunity to express theology does not give license to exercise one's imagination regardless of the needs of the congregation.

Architects must not be concerned with originality based on space modulation but on a complete understanding of the theology. A building is unrealistic if it does not consider the study of theology and liturgy. There should be a quality of immediacy and permanence to church architecture which is as significant for the present as it always has been for the past. Changing the architectural silhouette, symbols, etc. just to be in fashion is as reprehensible as imitating a Gothic or Baroque structure that has no relevancy to the religious convictions of today.

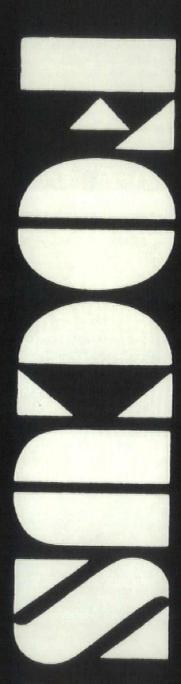
What kind of space expresses man's relationship to man? Man's relationship to God? How big should this space be? Does horizontal space represent man's relationship to man? Does vertical space represent man's relationship to God? How should natural light be used to complement this space? What factor does shadow play on the identity of objects expressing liturgical meaning in the interior of this space? What form or silhouette will evolve from this space? How will our modern technology and new materials envelop this space? As a climax, the fusion of these questions must be expressed in the visual concept of space and also in the acoustical environment created.

The church today, both in form and light, is capable of a magnificent range of possibilities, but these must be handled with a sense of discipline and restraint. The supreme objective should be to infuse theology and liturgy into every object and space that is executed in the architectural concept. This fusion must appear as permanent as possible. Space should reflect the liturgical objectives and the affirmations of the particular church. A kind of space where people can meet comfortably with people is not much of a problem today, but the space that creates for people an atmosphere conducive for people to meet with God is the challenge to the Architect and his responsibility. The space must not only say that it is used by the congregation in the proclamation of events in Christian history, but is also used in the immediate celebration of the Presence of God as people gather together to worship Him. This space should so identify with the action of the liturgy that it becomes impossible to think of it as having a separate existence. Its meaning must express the celebration of God's Presence with his people. "If two or more of you are gathered together in My Name, there am I in the midst of you".

Architecture which contributes significantly to the process of nourishing spiritual growth, enriches worship and is not a stage setting. It will succeed by never calling attention to itself but always simply seeking to provide shelter and serve the functions contained within its walls. Too often, buildings, although not lacking in qualities of inventiveness and style, are dead and express local mannerisms. They lack the genuine intensity of a creative art form.

The Architect must search out and share a new language for developing theological and liturgical space. He must discover the means by which he can develop architectural space based on a complete understanding of theology and liturgy which will ultimately create the "holy emptiness" as defined by Dr. Paul Tillich.





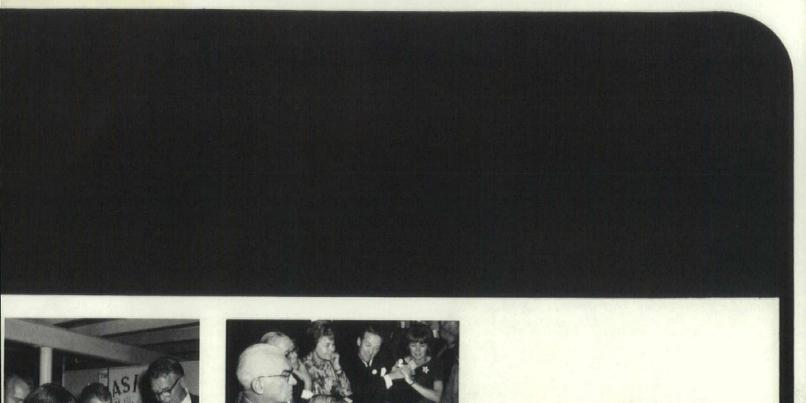
ON A.S.O. 1966 Annual meeting Cincinnati

It all began on the beautiful Ohio with a boat party . . . from false eyelashes to paper money it was all in fun . . . 1. On deck it was a beautiful evening . . . the Robert Springers and the Willard Pistlers enjoy a cocktail before dinner. 2. Another congenial group topside . . . from left, Jacques Sohn, Mrs. Harold Munger, Mr. Munger, Mr. and Mrs. Ahn, Mrs. Dusty Daniels. 3. Below, it's time to sample the southern? cooking . . . the Dick Eschelmans join the line. 4. The genial hosts . . . 5. This looks like a crap table . . . is that George Schatz? 6. Sure enough, here's Ronald Spahn (Cleveland) showing a poker face at the poker table while the Ralph Goodenbergers seem quite pleased with an exchange of paper money. 7. Would you believe? This is a student of architecture at left. The men from the UC student chapter, AIA, Jim Wichman, president, operated the "gaming." 8. Blackjack. 9. Here is Mr. Sohn with gorgeous wife LoAnn. 10. Anita Wendell looks skeptical at Jim Murphy's story.



















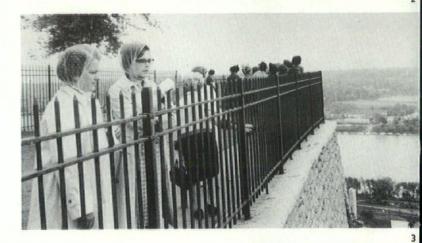


Atop Mt. Adams ... one of the seven beautiful hills of Cincinnati ... the ladies discover the view from the top and some interesting architecture. 1. The bus stops on Paradrome Street ... names are part of the charm ... Celestial, St. Gregory ... 2. It was a long way up to the Church of the Immaculate Conception. 3. Once there the view across the Ohio to the Kentucky hills was worth every step. 4. Restored dwellings and shops along the descent. 5. It was a beautiful day for strolling and window shopping. 6. They do? 7. Audrey Stevens and Mrs. Ben Dombar with friends — time to leave?

Another day, another diversion . . . next day it was gourmet cooking Oriental style . . . 8. Demonstration by lovely Mrs. Libby Kim. 9. Mustn't forget that step! 10. Tastes divine! From left, Mesdames P. Arthur D'Orazio, George Schatz, Roland Killian and Kim.











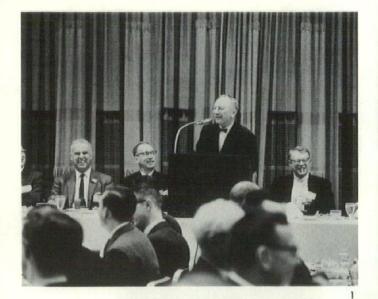








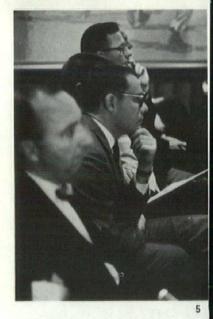






















While back at the Carrousel . . . it was all business for the Ohio Architects. 1. The Mayor . . . Walton H. Bachrach . . . welcomes the ASO to Cincinnati, the Queen City. 2. Lunch for 150. 3. Archibald C. Rogers: "Expression and the Architect Relating to Planning." 4. Charles P. Graves: "Expression and the Architect Relating to Design." 5. At-tentive listeners at the seminar. 6, 7, 8, and 9. And then a bit of a break . . . The President's Reception ... on the terrace surrounding an indoor swimming pool . . . very posh . . . no ASO members in pool until three a.m. rumor hath it . . . 10. Dinner at eight for 300 ... and afterward a high point in the meeting . . . 11. the principal address by Robert L. Durham, president-elect of the AIA.

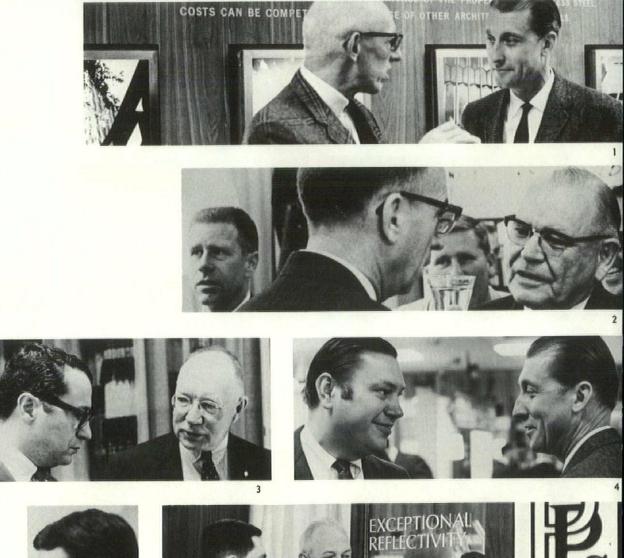


"To encourage excellence in architecture . . . "

The moment that everyone had been waiting for was at hand . . . the introduction of winners in the 1966 ASO Honor Awards Program. W. R. Bogart, chairman, presented the awards. 1. Richard Levin 2. Don M. Hisaka 3. Bertil Lindblad 4. Ralph Goodenberger 5. William B. Morris 6. Byron Ireland 7. Keith Haag 8. Richard L. Tully 9. James Holroyd 10. James Sherer 11. Robert Myers 12. Julius Blum 13. John P. Schooley, Jr. 14. Immediate past president Eugene Schrand receives honorary award from Mr. Bogart and 15. the gavel from Melvin Frank, also a past president of ASO. Honorary memberships in ASO were presented by Mr. Schrand to guest speakers 16. Graves 17. Durham and visiting regional presidents.

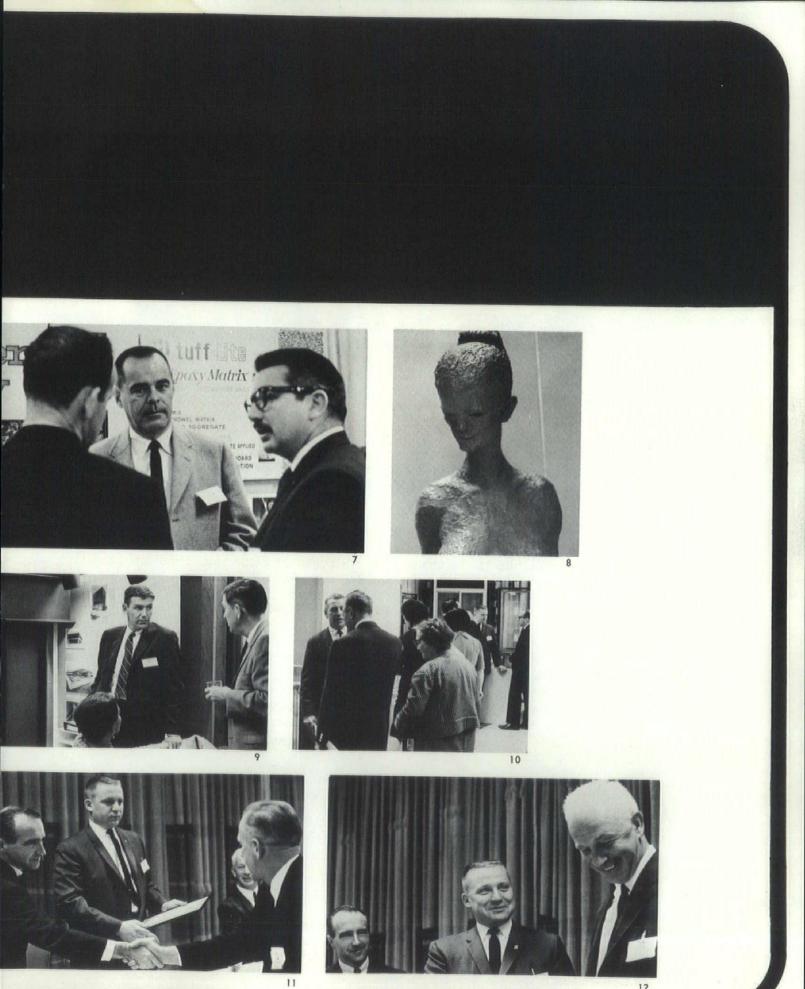


The exhibit area was a popular spot for several reasons! 1. Bert Stevens, executive secretary, State Board of Exam-iners and Orville Bauer 2. Gene Schrand (ASO prexy with back to camera) in discussion with Don Schaede. 3. From Columbus - Byron Ireland and Dick Tully 4. Mr. Bauer again with a new conversation partner: Harold Munger 5. Roy Lively, right, takes some literature. 6. "Meet me right here." Bob Williams and Ralph Thompson 7. Bob Martin (far right) down from Toledo 8. Some exhibits were more interesting than others. 9. Mrs. Hugh Garriott, Don Wilhan 10. Now Mrs. Garriott is with Mr. Garriott 11. Dick Wheeler, left, presiding at Exhibit Awards Presentation with Bill Turner, Producers' Council president 12. Ralph Thompson, right, receives award for Pittsburgh Plate Glass. Other exhibit awards went to U.S. Steel and Russwin Division of Emhart Corporation.









a message from the president

Congratulations, fellow members, on a most successful 33rd Annual Meeting! Thanks to all of you who worked diligently in planning and implementing an outstanding program schedule. Thanks to all who attended and made it meaningful through their participation.

Participation was an important underlying theme during the three days of meetings. AIA president-elect Robert L. Durham stressed it throughout his banquet address.

He not only urged architects to come down out of their ivory towers and join the community as workers and leaders; he charged architects with the responsibility of directing the joint strength of their professional body to the complex task of developing the total environment for the country. "How well and how rapidly the small profession of architecture can adapt its thinking, its attitudes and its methods of practice in the next ten years will not only determine the future of the profession but also the shape and qualities of American civilization," he said.

While Mr. Durham's address "Our Changing Profession" might be regarded as an alert to architects there was praise for the profession, too. He cited programs initiated by the AIA as growing participation in the nation's problem-solving activities as they relate to environment. And he concluded by saying, "There has never been a better age for architects."

Noteworthy for participation at this annual meeting was the "Design Concept Seminar" held on the last day of meetings. Marking a "first" for the ASO, it was attended by approximately 75 practicing architects. In charge was Bill Bogart as moderator. Panel members were Willard C. Pistler, William J. Brown, Charles P. Graves, Richard Levin and Byron Ireland.

Basic premise for the program was the presentation of two projects by two architects who described the design concept and its development in each instance. Following the presentations, questions, criticisms and discussion from the audience were welcomed. Response was warmly enthusiastic and both panel and audience heartily endorsed the seminar as a provocative means of stimulating design thought.

The above are only two highlights from the interest-packed meeting. This kind of recollection serves to evoke high expectations for the next annual meeting. Congratulations again, ASO!

Sincerely,

Eugene F. Schrand

photos & design brown, langefeld, clark, inc. cincinnati editing & text barbara hunt associates cincinnati

produced by the cincinnati chapter public relations committee, j. sohn, chairman

RICHARD TULLY HEADQUARTERS, OCTAGON ELECTED PRESIDENT RESTORATION FUND DRIVE BEGINS OF ASO



Richard L. Tully, A.I.A.

The Architects Society of Ohio held their Annual election on Friday, October 14 in Cincinnati, Ohio. Richard L. Tully of the Columbus Chapter AIA was elected to the office of President. Mr. Tully succeeds Eugene F. Schrand of the Cincinnati Chapter AIA as President. Roy M. Lively was elected First Vice President, Harold C. Munger — 2nd Vice President, Arthur H. Hoag — 3rd Vice President, P. Arthur D'Orazio — Treasurer and Earl C Hayes, Jr. was elected Secretary.

The new President for the Society, Richard L. Tully, is a graduate of Ohio State University and holds registration in Ohio, Michigan, Pennsylvania, Minnesota, Illinois, Florida, Arizona, Georgia, West Virginia and N.C.A.R.B.

Mr. Tully was formerly associated with his brother, Thomas J. Tully until 1941. He has worked as Plant Architect and Manager of Maintenance and Safety with the Denison Engineering Company 1941-1945. He became a corporate member of the AIA in 1945 and began the practice of architecture in his own firm. In 1946 the partnership of F. H. Hobbs, Jr. and W. C. Hansen was formed.

Mr. Tully has been active not only on the state level but also has held various offices in the Columbus Chapter, AIA. In 1948 he was President of that group. He has been a Director from the Columbus Chapter to the ASO in the years 1948-1950. In 1951, partnership was formed with F. H. Hobbs, Jr.

Mr. Tully organized the Columbus Chapter of the Construction Specifica-

Continued on page 30

NOVEMBER-DECEMBER, 1966

An intensive nationwide campaign to raise \$900,000 by the end of 1966 to enable the Institute to start construction on its urgently needed new headquarters building and to restore the cherished Octagon House as part of one comprehensively-planned program starts this month under the direction of 26 regional AIA chairmen.

The 1966 convention in Denver authorized the Institute to acquire additional land on which to build a headquarters large enough to accommodate the longrange needs of the vigorously growing Institute. The AIA has exercised its option on the adjacent Lemon Building site and the competition-winning architects, Mitchell and Giurgola, have been instructed to design a building of about 130,000 square feet of gross floor area, at the same time retaining or, preferable, expanding the garden between the new building and the Octagon House.

The convention also approved, subject to confirming action at the 1967 convention, sale of the Octagon House to The American Institute of Architects Foundation, Inc. Approximately twothirds of the \$900,00 goal will go toward that purchase, with the balance to be applied to restoring the Octagon House to make it a distinguished symbol of early American architecture in the nation's capital. The AIA will use the proceeds of the sale to reach a level of equity sufficient to ensure that the total building program can go ahead at one time.

Contributions to the Foundation, which are deductible on individual federal income tax returns, can be made now in full or divided over a three-year period. The Board of Directors decided to ask the members for a once-in-a-lifetime major contribution to the profession rather than alternatives such as raising dues.

During November and December, members will receive detailed information on the campaign and building plans. Regional campaign chairmen are organizing chapter efforts to ensure that all members possible are called upon personally. John Noble Richards, FAIA is the chairman of the Ohio campaign.

Ohio Building Code Amended to Provide for Handicapped Persons

The Board of Building Standards has adopted amendments and additions to the Ohio Building Code to provide for the reasonable access and use by handicapped persons of all public buildings and the facilities thereof which are owned by the state or any political subdivision of the state, such as municipalities, counties, school boards, etc.

Such regulations become effective January 1, 1967, and the requirements shall be incorporated in the plans and specifications submitted for approval to the Division of Factory and Building Inspection or to certified municipal and county building departments after this date.

Building alterations, as defined in section 1201.01 OBC, are exempt from these regulations by statute.

These regulations were brought about by the last Ohio General Assembly's passage of Senate Bill 124, enacting section 3781.111 of the Revised Code, relative to permitting free and unrestricted use by handicapped persons of buildings owned by the state or any political subdivision. The enactment directed the Board of Building Standards to promulgate regulations for this purpose to become effective January 1, 1967.

It is advised that persons involved with public projects which are to be approved after January 1 obtain a copy of the amendments and additions to OBC from the Board of Building Standards, Room 304, 220 Parsons Avenue, Columbus, Ohio 43215.

"Toledo Chapter and Edison Company form Winning Combination"

BY H. C. CONNER

With the demand for young architects being far greater than current supply, the question of the day seems to be how to encourage young talent to become seriously interested in architecture as a career.

The local A.I.A. chapter in Toledo, Ohio, has taken positive steps to answer this question by increasing emphasis placed on a program of design competition it established back in 1950.

The first competition was held in the Spring of 1950, ending in a dinner at the central YMCA attended by 23 students from three Toledo High Schools. From this beginning, the competition was adjudged to be of sufficient value that it was continued each year (with 1953-54 the only exception) on the same basis. And in 1958, as the result of increased interest and participation, a general review was made of the program and certain elements were up-dated.

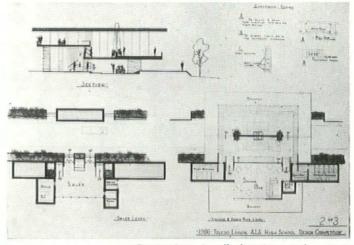
Key to the successful "up-dating" of the program was the shot in the arm given the chapter when the local Edison company offered to become joint sponsors and make its resources available to enlarge the scope of the competition.

Under the guiding influences of Robert M. Taylor, director of residential sales, the utility company committed itself to provide a **\$500 scholarship to the senior winner**, a **\$75 merchandise award for the best electrical design**, and to absorb the cost of the awards banquet. As a result of this committment, the program gained increased importance and community recognition as the added incentives encouraged more and more students and schools to enter the competition.

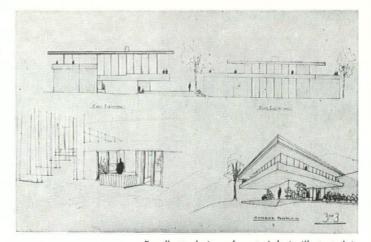
The Toledo chapter contributes the \$150 second prize, small merchandising awards (usually professional books), and obtains the services of 15 or 20 local architects. The architects visit the schools as design consultants to explain the problem and to help the students develop their individual designs.

The sudent is encouraged to look within himself for design inspiration as he is introduced to the logic of the design process. As the student encounters problems in the course of developing his entry, it is hoped that through the process of solving these problems there develops a better understanding of the challenging and dynamic roll played by architects in today's society.

Competition is limited to high school students within a 20-mile radius of Toledo. These narrowly defined entrance requirements were established with the thought that more equal standards of judging could be maintained and that there would be greater probability of influencing career decisions. Judging is then done on the basis of originality and potential talent rather than on application



Open views in all directions and a comfortable, inviting atmosphere are highlights in James Wright's winning ski lodge design. Notice the good relationship between lounge and snack bar and how both areas have been placed away from the entrance and sales area.



Excellent choice of materials is illustrated in these elevations views. Notice how wood, stone, and concrete have been used to establish a warm tone. Lighting has been integrated with the structure.

of techniques acquired through years of experience and schooling.

According to Robert E. Martin, president of the Toledo Chapter, A.I.A., the mechanics of the competition are not complex. Each February the students are given an architectural design problem to solve. The architects from the Toledo chapter formulate the problem, which is usually relatively OHIO ARCHITECT



James Wright, center, winner of the first prize in the annual design competition sponsored by the Toledo Chapter, AIA, and the Edison Company, smiles as William Poole, Vice President of the Edison Company admires the first prize ribbon. Mr. Wright is a recent graduate from Macomber Vocational High School, Toledo, Ohio and received a \$500 scholarship for his winning design. Robert E. Martin, President of the Toledo AIA looks on.

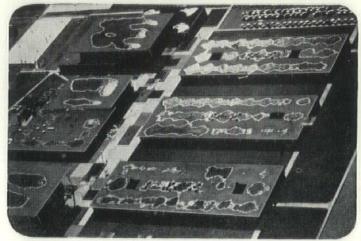
small in scale for the sake of simplicity. (The architects try each year to offer a problem which cannot be solved by purchasing a book of house plans at the drug store.) And because the students are generally not experienced to handle even the rudiments of the mechanical features of a building, the problem is drafted so that the student is asked only for an interesting general design and its presentation.

Presentation requirements include a key site plan, a site plan showing the roof of the building and detailed site development of the immediate surrounding area, and two elevations not shown in perspective. Further requirements include a floor plan, one architectural cross section showing interior treatment, and one interior perspective to further explain the design concept. The student is also asked to submit drawings which explain the electrical lighting and heating solutions of the building and site and to submit a brief summary of what he is attempting to achieve with this electrical design. Further requirements are established from year to year depending on the type of project assigned.

Entries are submitted anonymously on a given date and are then judged by a jury of three prominent local architects. Once judging is completed, the students, their instructors, and the A.I.A. Chapter are guests of the Edison Company at an Awards dinner. At this dinner the guest speaker is a Dean of Architecture from one of the Colleges of Architecture.

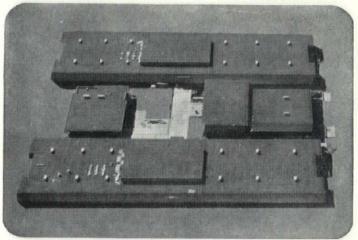
James P. Zimmerman, design instructor at Libbey High School in Toledo sums up the value of the program this way: ". . . my students have gained a great amount of insight and interest in the field of architecture. I try to do this in class, but I feel this program probably does as much, or possibly more, than I can. I definitely feel that your profession is bolstered by this program in the Toledo area. I would like to see this program developed in other parts of the United States."

When it rains it drains



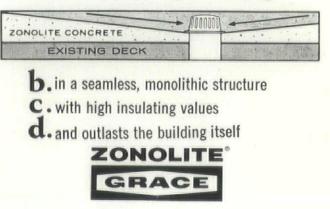
This is high school "x". Three days after the rains stopped, people under its roof were still "up to their ears in leaks."

But it stayed dry as the desert under the roof of high school "y" (same city), rain or no rain. Zonolite Vermiculite concrete made the difference.



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NOVEMBER-DECEMBER, 1966

Holroyd Appointed to Board of Examiners

Appointment of H. James Holroyd, Columbus architect, as a member of the Board of Examiners of Architects was announced by Governor James A. Rhodes on October 17. Mr. Holroyd, who replaced Ferd E. Freytag the following day as one of the five members of the Board, will serve a five year term ending October 2, 1971.



The new appointee has served his profession and his community in many ways. He comes to the Board well qualified through his experience as a past chairman and member of the Registration and Legislation Committee of the Architects

Society of Ohio for the last four years. In addition, his state service includes nine years on the Architects-Engineers Liaison Committee, and past treasurer and member of the Executive Committee of the Society.

National activity has included: The AIA - Engineers Liaison Commission, 1963-64 and chairman in 1964; chairman AIA Committee on Professional Consultants, 1965; and, Chairman AIA Task Force of Professional Collaboration in Environmental Design, 1965.

He has served the Columbus Chapter AIA, in all offices and had its wholehearted endorsement for appointment to the Board. He was a member of the Franklin County Regional Planning Commission in 1960-61, for four years a member of the Columbus Planning Commission, and served as vice-chairman of the Columbus Metropolitan Airport and Aviation Commission in 1958. He is presently chairman of the Mayor's Committee for Community Improvement.

Mr. Holroyd is a partner in the firm of Holroyd and Myers, recipient of two citations in the 1966 ASO Honor Awards program for excellence of design.

Retiring member Freytag has served the Board since February 2, 1963, is a member of the architectural firm of Page 30 Freytag and Freytag in Sidney, and the Dayton Chapter AIA. As chairman of the Board's Rules Committee he was responsible for their revision in September 1965.

EISELT & EISELT IN NEW QUARTERS

Eiselt & Eiselt, Architects, announce the removal of their offices from 332 South Cassady Avenue to their newly completed modern office building at 398 South Grant Avenue, Columbus, Ohio.

The new building is immediately adjacent to the Market-Mohawk Redevelopment Area, one-half block north of the Freeway. It will provide expanded facilities for the firm which was founded over fifty years ago by Henry Edward Eiselt, AIA. Parking has been made available for approximately thirty automobiles.

EXAMINATION BOARD REPORTS ON VIOLATION INVESTIGATION

The Board of Examiners of Architects reports that Howard Ramsey, its parttime investigator, has handled 18 complaints of violation since he assumed his duties on July 1. Most of these reports have been in the Cleveland area. but have also included Akron, Youngstown, Cincinnati, Columbus, Athens, Portsmouth, Chillicothe, Hillsboro, Lodi and Orville. In addition, the office has checked on infractions in Lebanon, Bucyrus, Mansfield and Lima.

Some of these cases result in letters of warning, others require appearances before the Board, and three current cases are in the hands of the Attorney General's office for possible court action.

Most of these infractions are called to the Board's attention by registrants around the State. Sandard instructions and report forms will shortly be in the hands of the Registration and Legislation Committees of the AIA Chapters for more complete and uniform reporting.

Mr. Ramsey who has been handling investigations for the Professional Engineers and Surveyors Registration Board for the past 11 years, and for the Board of Veterinary Medicine more recently, added the Architects to his portfolio in this Board's desire to increase its activity in the area of Registration Law enforcement.

Continued from page 27 tions Institute and served as its first President 1957-1958. He also served three years as a member of the Building Commission for the City of Columbus; 4 years as architect's member, Plumbing Advisory Board, State of Ohio. In 1962 he was elected to the office of 2nd Vice President, Architects Society of Ohio and has served as the Society's First Vice President and President-Elect since that time.

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6% Architectural Fee Too Low According To AIA Study

WASHINGTON D.C., October 28, 1966 — The requirements of modern design and building construction have made the 27-year-old federal limitation of 6 percent on architectural and engineering fees for government work obsolete and detrimental to the economic interests of both the government and the design professions.

This is a conclusion reached by The American Institute of Architects and contained in a study of statutory archiect-engineer fee limitations delivered today to the General Accounting Office.

The AIA position paper, prepared to assist the GAO in its government-wide study of interpretations and applications of fee limitations, urges repeal of the 6 percent limitation originally established by Congress in 1939.

The Institute points out that for nearly three decades, the fee limitation has been written into law for other agencies without any recorded Congressional examination of the rationale for the limitation or of changed conditions.

Among other findings, the study maintains that:

The cost of architectural services has risen faster than the cost of construction, due primarily to the complexity of today's buildings and component systems;

The limitation, while considered fair in 1939 for relatively simple structures, is now completely unrealistic for laboratories, electronic facilities, remodeling and rehabilitation services and specialized structures, such as nuclear facilities;

Because of the limitation, an architect frequently cannot allow as much time for research and design as the project needs, thus preventing possible cost-cutting design solutions.

The AIA report, containing statements of architects throughout the country, concludes also that the increasing probability of financial loss works against the best interests of the government because of a resultant loss of interest in federal projects by outstanding professionals,

A long time-lapse between conception of a project and completion of the structure, with the architect's fee based on a estimated construction cost, which does not take into consideration changing economic factors during the design and building process, discourages many professionals from accepting federal work, the study asserts.

The AIA report to GAO calls for repeal of the statutory limitation and suggests instead that an architect's fee should be negotiated on the basis of the size, nature and complexity of specific projects, the usual procedure with private clients.

The Institute also recommends a government-wide review of construction practices, including methods of negotiating fees, to provide for uniform procedures throughout all agencies. Different procedures used by several agencies are inefficient and expensive, the report maintains.

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Evangelical United Brethren, Decatur, Indiana. Architects: Buehrer & Stough, AIA. Our Lady of Mt. Carmel, Bono, Ohio Architects: Hahn and Hayes, AIA.

St. Charles, Toledo, Ohio Architects: Britsch, Macelwane, Poseler & Lubeck, AIA.

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NEWS OF OUR ADVERTISERS

Architectural Students Visit Stone Company

If a working knowledge of building materials is necessary to good architecture, at least one group of budding architects now has a feeling for Indiana Limestone.

Second year students from University of Cincinnati recently visited the quarry and saw mill of Victor Oolitic Stone Company in Bloomington, Indiana, as guests of the company, and saw first hand the story of limestone from quarry to finished product.

The group, consisting of 80 students and three faculty members, also toured the nearby cut stone facilities of Indian Hill Stone Company, and visited Indiana University, which is noted for its varied uses of Indiana Limestone.

The tour was a factual representation of both the company's interest in exposing its products to your architects, and the school's interest in developing in its students a feeling for building materials.

At a dinner for the students and faculty, Mr. John Edgeworth, president of the company, was presented with a letter of appreciation from the school's president by Mr. Richard Wheeler, head of the architectural department.

Reynolds Memorial Award Winners Announced

WASHINGTON, D. C., December 5, 1966 — Jury members for the 1967 R. S. Reynolds Memorial Award for Architecture with Aluminum were announced today by Charles M. Nes, Jr., FAIA, president of The American Institute of Architects. The members are:

Jose Luis Sert, FAIA, dean of the faculty of design and professor of architecture at Harvard University's Graduate School of Design, and partner in the firm of Sert, Jackson and Associates, Cambridge, Mass.

Dr. John Ely Burchard, dean emeritus of the School of Humanities and Social Science, Massachusetts Institute of Technology.

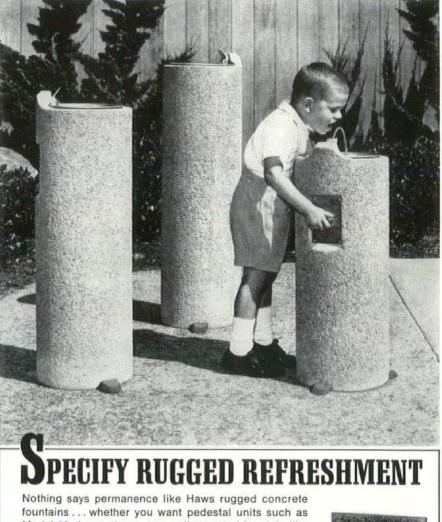
Hans Hollein, of Vienna, Austria, recipient of the 1966 Reynolds Award for his design of the Retti Candle Shop in Vienna. William Kessler, AIA, of the firm of Methe, Kessler and Associates of Grosse Point, Mich., and a design consultant to the Federal Public Housing Administration.

William Morgan, AIA, practicing architect of Atlantic Beach, Fla., and a visiting critic in architectural design, University of Florida.

The jury will meet March 1-2 at AIA

national headquarters here to select the recipient of the award which confers \$25,000 and an original aluminum sculpture for "distinguished architecture with significant use of aluminum." The award is sponsored by Reynolds Metals Company in cooperation with the AIA.

Nominations for the award are now being made to the Institute. Further information may be obtained by writing to the AIA at 1735 New York Avenue N.W., Washington, D.C. 20006.



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Page 32

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The Objectives of The Architects Society of Ohio

— shall be to organize and unite in fellowship the architects of Ohio; to continue their efforts so as to promote the aesthetic, scientific and practical efficiency of the profession; to advance the science and art of planning and building by advancing the standards of education, training and practice; to coordinate the elements of the building industry and the profession of architecture to insure the advancement of the safety, health, working, educational and living standards of our people through their improved environment; and to make the profession of ever increasing service to society.

— shall be to disseminate information to the public relative to architecture and the practice of architecture.

— shall be to provide unified representation on behalf of its members and the Chapters in all statewide matters having to do with the profession of architecture within Ohio.

— shall be to exercise the duties and authority extended to State Organizations and Regions by the Institute but shall not be limited thereto.

— shall be to act as trustee for scholarships, endowments, or trusts of philanthropic or educational nature.

Dalton-Dalton To Do Project In Afghanistan

Dalton-Dalton Associates, Cleveland based architectural and engineering firm, has signed an agreement with the Royal Government of Afghanistan to plan extensive educational facilities in that country. Initial projects consist of seven complete technical school complexes, including instructional areas, shops, student and staff housing, site services and related developments. Two schools will be located in the capital city of Kabul, situated just below the Hindu-Kush Mountain range; three schools will be planned for the area of Kunduz, to the North, and two schools will be developed in the ancient town of Herat, to the West.

The primary educational objectives of these schools are to develop and train sub-professional technicians in the fields of education, mechanics and agriculture, to meet the rapidly increasing demands of an expanding economy in Afghanistan.

The Dalton firm, under the direction of Robert Yoder, partner, will send a team to the school sites early in January to develop background data, establish suitable building techniques, relate educational requirements to physical space and prepare preliminary plans for all facilities. Emphasis will be placed on full use of local building talent and material, development of local industry to produce equipment and materials for

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these and future educational projects, and designs for facilities that reflect

local needs and indigenous educational

Prior to entering into this agreement,

Yoder spent some time in and about

Afghanistan to determine an optimum

scope of services and the best architec-

tural and planning approach to meet

the challenges inherent in this project.

The result is a close working relationship

between the Afghan Ministry of Educa-

tion and the Architect which will insure

a team approach to the development

participating in educational planning

programs in Nigeria, Ethiopia, and The

Sudan, in Africa, Recent commissions

of the firm have been for university and

upper school devlopments in Rhodesia,

Malawe, Zambia, and the Republic of

Liberia. A firm office is maintained in

International Award Program

1966 - Reynolds Metals Company and

The American Institute of Architects an-

nounced today the establishment of a

new \$25,000 international award for

Announcement of the program, in-

tended to focus attention on the role

of architectural design in solving the

problems of modern urban living, was

made by R. S. Reynolds Jr., board

chairman of the aluminum firm, and

Charles M. Nes Jr., FAIA, president of

R. S. Reynolds Memorial Award for

Community Architecture, will be given

for the first time in 1967. It will be

The new award, to be known as the

WASHINGTON D.C., December 11,

Reynolds Co. Establishes

Dalton-Dalton Associates is currently

of this important undertaking.

Khartoum, The Sudan,

community architecture.

requirements.

conferred in alternate years thereafter. The award will honor the architects responsible for a "new town" or other planned community anywhere in the world chosen as most outstanding by a jury named by the AIA, which will administer the program.

The AIA and Reynolds will continue the original R. S. Reynolds Memorial Award for Architecture with Aluminum. This material-oriented award, also offering a \$25,000 honorarium, is now in its 11th year.

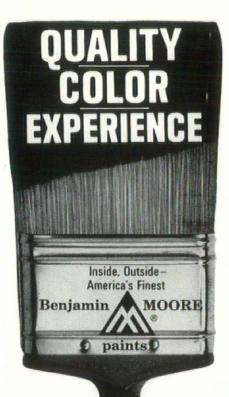
Both programs also offer the recipient an original sculpture in aluminum created by a well-known sculptor commissioned for the purpose by Reynolds in conjunction with the American Federation of Arts.

The use of aluminum of any other particular material of construction will not be a factor in the new award.

"Our company is sponsoring the new award for community architecture to encourage public recognition of the contribution being made by architects to create an urban environment in which man can live pleasantly and work efficiently," Mr. Reynolds said.

"The modern city — with its acute problems of downtown deterioration, traffic congestion, economic distress and social upheaval - is its own testimonial to the urgent need for creation of a new urban environment. As an industry we always have tried to make a contribution to man's living and working environment. Now we believe that new approaches to urban design are needed to match man's environment to his needs in this period of great technological advance. We hope that our new program with The American Institute of Architects will make a distinct contribution to the attainment of this larger goal."

A jury of distinguished architects has been named by the AIA for the 1967 Community Architecture Award. Morris Ketchum Jr. FAIA, of New York, immediate past president of the Institute and a Fellow of The American Institute of Architects, is chairman of the jury. Other members are John Fisher-Smith AIA, of the San Francisco office of Skidmore, Owings & Merrill, and Archibald C. Rogers AIA, of the firm of Rogers, Taliaferro, Kostritsky & Lamb in Baltimore.



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SUCCESSFUL EXAMINEES

September 1966 Examinations

The following examinees were granted certificates to practice architecture in Ohio on October 13, 1966, upon successful written examination:

Arney, David L. Blunden, William A. Bornhorst, David J. Brantingham, Robert W. Cox, E. Dean Del Giudice, Nick E. Dewey, John L. Dunker, Gary A. Economides, Dimitrios C. Eiben, Donald T. Feick, Thomas W. Fenk, Robert P. Gallagher, Charles W. Grube, Richard L. Hart, David A. Howey, Clair E. Johnson, Philip R. Keltch, Jerry L. Kerline, David M. Kreinbrink, Ronald J. Lauterbach, Leo E. Lawver, David E. Mahler, Eli Malone, Dennis S. Ovington, Thomas M. Rasmussen, Harold Rockman, David L. Wandel, Robert N. Winther, Fred M.

Warrensville Heights **Richmond Heights** Cleveland Heights Minneapolis, Minn. Cleveland Cleveland Cincinnati Dayton Dayton Shaker Heights Sandusky Glenshaw, Penna. Coshocton State College, Penna. Dayton Celina Worthington Cincinnati Lakewood Cincinnati Dayton Columbus Mayfield Heights Cincinnati Shaker Heights Akron Warren Columbus Akron

Certificates of Registration issued to Non-Resident Applicants through Reciprocity — NCARB Certificates Septtember 1, 1966 through October 14, 1966:

Burke, James L., Jr. Hughes, David H. Merrill, John O., Jr. Muddell, J. Edward Spitler, Raymond A., Jr. Tarle, John N. Terwilliger Richard H. Weese, John R. Wheeler, E. Todd Memphis, Tennessee New York, N. Y. San Francisco, Calif. New York, N. Y. Atlanta, Georgia McKeesport, Penna. Richmond, Indiana San Francisco, Calif. Chicago, Illinois

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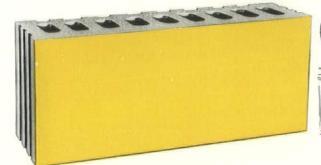
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> says Mr. Claude Graber, Superintendent, Braceville Schools

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