Alpha Rho Chi is a national professional fraternity limiting its membership to students of architecture and the allied arts. It was founded at the Universities of Illinois and Michigan on April 11, 1914, to organize and unite in fellowship the architectural students in the universities and colleges of America and to combine their efforts so as to promote the artistic, scientific, and practical efficiency of the younger members of the profession. Alpha Rho Chi is one of five fraternities which founded the Professional Interfraternity Conference in Washington, D.C., in 1928.

COVER:
THE TOWER OF THE WIND (48 B.C.)
designed by ANDRONIKOS CYRRN-EITES

Andronikos, an astrologer, designed the building known as the Horologium to measure time. The structure is octagonal in shape. On the South side is a clepsydra, or cistern, used as a water clock; and the exterior is used as a sundial with a weather-vane on top. The structure is built of marble. There is a carved frieze depicting the figures of the eight winds. The roof is made up of marble slabs.

The Andronicus Chapter was named for this very sensitive man and established April 11, 1922, at the University of Southern California, Los Angeles, California.

Sketch by Howard Van Heuklyn
33rd NATIONAL CONVENTION REPORT

CALL TO ORDER
The 33rd National Convention of Alpha Rho Chi Fraternity was called to order at the Demetrios Chapter House in Columbus, Ohio by Richard Murray, WGE, at 6:00 p.m., December 26, 1972.

ROLL CALL
The following delegates were recognized:
Grand Council: John Filip, WGA (Late arrival, Richard Murray, WGE).
Andronicus Chapter: Ronald Rose, Sr. Del., Jeff Goeker, Jr. Del.
Anthemios Chapter: Jerry Voight, Sr. Del., Steve Harms, Jr. Del., George Fritzinger, Alumni Del. (Late Arrival).
Iktinos Chapter: Steve Janick, Alumni Del.
Mnesicles Chapter: Phil Doring, Sr. Del., Craig Degendorfer, Jr. Del.
Vitruvius Chapter: Charles Weaver, Alumni Del. (Late Arrival).
Xenoles Chapter: Mark Bynum, Sr. Del., Ron Grogan, Jr. Del.
Cleisthenes Colony: Jose Robiou, Sr. Del., Richard Barnes, Jr. Del.
Other members in attendance and participating — though not voting — were active members of the Demetrios Chapter; John Moreland and Lane Stripling of John Moreland; Craig Degendorfer, Jr. Del.; Charles Weaver, Alumni Del. (Late Arrival); Mark Bynum, Sr. Del.; Ron Grogan, Jr. Del.

CHAPTER REPORTS
The reports were given in an informal manner which led to considerable discussion. Because of this, the reports are presented as a series of problems and recommendations.

Specific Questions and Answers:
Q. Who decides on investments?
A. All forms and publications come from the National Office. The Monthly Report form is sent automatically each month (8 times per year, October to May) to each Chapter.

Q. How do we get forms and publications?
A. All forms and publications come from the National Office. The Monthly Report form is sent automatically each month (8 times per year, October to May) to each Chapter.

Q. Do we make money?
A. No! All funds are spent in operation or invested for future return and use in operation.

ARCHI EDITOR
It is most difficult to keep our address lists current. Reporting a current address for each graduate with the final monthly report (May) would help. Actives and Alumni could help by sending out a "news sheet," two or three times a year and informing National of any address changes.

News is needed from the Chapter — not gripe or tales of woe. Send a letter to the Editor, do not call. Find someone in the Chapter who can write — type, double spaced, on 8 1/2 by 11 or letter neatly. There should be at least one page minimum of news from chapters on actives and Alumni (with names) in each issue.

Photos are needed. Contact Prints only, not negatives. Identify those in picture and the activity.

Alumni should keep us up to date on their activities and achievements. Though we do not like to think of it, obituaries are necessary, with any known facts.

Sketches can be used. Line only, black and white, no shading or color, for reproduction purposes.

The irregularity of publication is mainly due to having nothing to publish. Some material submitted is not satisfactory for publication in a news piece that goes to Alumni and schools.

If there is a necessity for internal discussion that must be published, The "Rise" should be used for the purpose. Discussion of The "Rise" led to the following motion:
"The WGA should direct the Editor of The Archi to publish an issue of the "Rise" at least once a year (November). It shall contain a report from each Chapter on its status at the start of the school year.

The motion was carried.

ELECTION
The position of WGA was open at this Convention. No nomination committee had been appointed. Prior to opening the floor for nominations the duties of the WGA were read from the Constitution.

Edward A. Rhodes, Demetrios Alumnus, was elected WGA.

CHAPTER REPORTS
The reports were given in an informal manner which led to considerable discussion. Because of this, the reports are presented as a series of problems and recommendations.

1. Continuity between officers — Elections in mid-year rather than at the end of the year. A handbook passed on for each officer from the outgoing to the incoming officer, Provide a training period for the old officers to train the new.

2. Board meetings — Use the Board as up in the Constitution to discuss matters before regular Chapter meetings. This will avoid over-long meetings and provide an agenda.

3. Chapter House "office" — The Chapter should have a location; a room preferably by at least a cabinet, in which all files, records, forms, handbooks, Constitution, Ritual, and file for each officer is kept.

4. Communication between Actives and Alumni — Hold regular meetings (monthly, if possible) with actives and Alumni. Discuss and report on active chapter functions, finances, pledging, house conditions, and problems. From the Alumni should come aid on professional events, employment opportunities, and aid in house management.

5. Financial — Bills are due when rendered. House rent and board paid in advance, monthly or semester. Anyone in arrears must appear before the Board. The W.E. should give a monthly financial report before an open meeting of all members.

6. Knowledge of Constitution — All pledges shall have read and studied the Constitution and By-Laws of APX and the Handbook prior to initiation. A section of the Constitution or the Handbook shall be read and discussed at the beginning of each Chapter meeting.

7. Communication — A bulletin Board in each Chapter House or meeting place with maps, addresses, locations and pictures of all chapters. The latest copy of the ARCHI and all recent communications from the Grand Council and other chapters posted.

8. Lack of "Professional Brotherhood" — Prepare a handbook for each member (This would be different for each chapter). Chapter meetings should be professional with members properly attired. Every member should be involved in some manner — "People only support what they help create."

Convention was adjourned at 12:15 p.m., December 28, 1972.

Master Architect "Bucky" Fuller will assist Chapters depending on his schedule. Advance notice is necessary. He may be contacted through Ed Rhodes.
GRAND COUNCIL OFFICERS

Edward Arthur Rhodes, W.G.A.

Birthdate: July 12, 1944
Married (Wife Professional Medical Technologist)

Academic Background
Ohio State University, Sept. 62 to June 67, B. Arch., Architecture; Athens Center of Ekistics, Oct. 71 to Sept. 72, C.H.S.E., Ekistics 1; University of Oregon, Sept. 72 to Sept. 73, M.U.P., Urban Planning.

Ekistics (Greek) — The Science of Human Settlements (individual, community, regional, ecumenopolis) planning.

Professional Experience
October 1971 to September 1972 — Graduate Fellow; Post Graduate Section; Athens Center of Ekistics; Athens, Greece

Design/Draftsman with Doxiadis Associates - Consultants on Development and Ekistics


In all duties, submitted various governmental reports, to include Urgent Work Orders which required congressional approval.

Professional Societies and Honors
Alpha Rho Chi Fraternity — Demetrios Chapter President; Alpha Rho Chi National Fraternity, National Inspector/Executive Director — 1969 to 1971; National President — 1972 to Present; Athens Center of Ekistics Fellowship; 1968 Commander's Achievement Award ( Ft. Rucker, Ala.) — First Place; 1966 Student Aviator of the Year (Ohio State University); 1966 Koppers National Arch. Competition, 1st Prize.

Publication

Professional Licenses
Private Pilot #1681024
Fallout Shelter Analyst #2FB-3-71

Charles A. Mosher, W.G.S.

Born in Franklin, Arizona, in 1940, moved with family to Phoenix, Arizona in 1952, attended Phoenix Union High School and graduated with distinction from Phoenix College, 1960. Entered Arizona State University in fall of 1960 and became a founding member of Satyros Colony of Alpha Rho Chi in Spring of 1961. In 1962, when Satyros became a chapter, was among the charter members and served as first Worthy Architect.

While attending Arizona State University, was the recipient of three professional scholarships and the American Institute of Architect award for Design.

Graduated with bachelor of Architecture from Arizona State University in 1965 and was selected to the inner circle of Alumni Class of '65. Served as a member of the Arizona Army National Guard, 1965-1971, and graduated with Honors from Aberdeen Proving Grounds, Maryland.

Was granted registration as an Architect by the state of Arizona and became a corporate member of the American Institute of Architects in 1968. In 1970, attended the Alpha Rho Chi Convention at Dinocrates Chapter, Austin, Texas as Alumni Delegate from Satyros Chapter.


Became a professional member in the Construction Specification Institute in 1971, served on the Public Affairs Commission of the Central Arizona Chapter AIA 1971-72 as chairman of the Environmental Education Committee.

Elected to the Board of Director Phoenix Chapter CSI in 1972, serving on the Public Affairs Commission of the Center Arizona Chapter AIA as chairman of the Public Relations Speakers Bureau.

Partner with Sam L. Truett in ACANTHUS, Architecture, Planning and Landscape Design.

Non Professional Activities:
Members of the National Ski Patrol System
Porsche Club of America
Member of United States Ski Association
Member Phoenix Ski Club 1964-present
First Vice President Phoenix Ski Club—1970-1971
Treasurer Phoenix Ski Club 1971-1972

Hobbies/Activities
Winter: Snow Skiing
Summer: Sailing w/228 Venture
Restoring 1961 Porsche coupe

Richard E. Murray, Jr., W.G.E.

Wife: Jo Rita, seven children
Registered Architect
W.G.E. since 1954
W.E. for Demetrios for three years as undergraduate

Active Chapter

1972-73 was a busy year for Andronicus. Fall rush started the year off. We kept busy during the fall with parties after each of the football games, and ended the regular season by participating in house deeds with the Gamma Phi Beta's. As is becoming tradition, Andronicus captured the sweepstakes trophy. Our New Year's Eve party followed by the Rose Parade and a great Rose Bowl victory provided a fitting end for an unbeatable football season. Spring events started with the initiation of five new members into the Andronicus Chapter. We had a week long ski trip to Lake Tahoe over Easter, and ended the year with a weekend in Palm Springs. Also, during 1972-73 we received the award for having the highest G.P.A. of any fraternity here at USC, with a house average of 3.2. We won the same award last year with a house average of 3.3.

Fall rush started in June this year, and if it's any indicator of the amount of activity of the house, this year is going to be busier than last. Rush events which we've already had include a discussion and tour with Lloyd Wright, a discussion and tour with Mrs. Rudolph Schindler at her home, and a discussion and tour with Mrs. Richard Neutra at her home. We've also had a tour of the new 62 story U.C.B. building under construction in downtown L.A., a weekend trip to San Diego, a weekend trip to San Francisco, and a beach party. Events planned for September include a tour of the office of A.C. Martin, a tour of the executive offices of the Bank of America on the 51st floor of the just completed Arco Towers, a movie night at the house, a welcome back beer bash at school, a meet the faculty night at the house, parties after all of the home football games, and our annual Champagne Party which will be at the close of rush. Also, we will be having a different faculty member to dinner every Monday night with a talk, slide show, or discussion afterwards. The members of Andronicus are looking forward to this school year, as it looks as though it will be even better than last year.

Active members of 1973 were Mario Alvarez, John Casey, Ramon Danganan, Walter Deissler, K. Craig Doyle, Chris Durkee, Phil Enquist, Keith Fuchigami, Jeff Goecner, Mike Hricak, Dave Houston, Tom Jakway, Greg Mix, Glenn Nordlow, Ed Pearson, Steve Phillips, Ron Rose, Doug Smith, Dave Tilton, Norm Torello.
Dear Brothers of Alpha Rho Chi,

This year has found Anthemios chapter busy with a host of activities. From initiation at the start of school last fall, to final design projects this spring the Illinois Archis have been on the go.

The big activity of the fall was Homecoming. APX paired with AOII sorority and decked up 1108 S. First with a house decoration that earned us a Second Prize. The theme was "Orange Crush" but, as Michigan demonstrated, it should have been "Orange Crushed". Our fall pledge class of 12 made an early December visit to Demetrios. The Ohio Staters were very friendly but didn't seem to feel at ease, being outnumbered by their guests. Late December again found Anthemios in Columbus for the National Convention. We were represented by Jerry Voigt WA, Steve Harms WAA, and Doug Miller Pledge Trainer. At initiation time in February, we were joined by Steve Janick and several actives of the Iktinos chapter. They came to Champaign to join in the festivities, along with several alumni from this chapter.

During the week of February 20 to 24, the University of Illinois Department of Architecture and Alpha Rho Chi, celebrated the centennial of the graduation of Dr. Nathen Clifford Ricker, from this university. Dr. Ricker, who played an important part in the founding of Alpha Rho Chi and this chapter, was the first graduate from an American school of Architecture and later became head of the Architecture Department at Illinois. He also was the first Master Architect of Alpha Rho Chi. The week was filled with lectures, discussions, and seminars, involving many notable members of the profession, highlighted by the Canadian Architect, Arthur Erickson. APX took an active part in all of the programs and was dinner host to Mr. Erickson.

In late March, eight brothers and one pledge of Anthemios journeyed to Ann Arbor with hopes of helping Iktinos with their rush program. Unfortunately, our combined efforts were, apparently, to no avail. Anthemios is indeed troubled and sorry to see her sister chapter fall upon such difficult times. We wish her the best of luck for the future. Spring activities were brought to a climax with Butterfly, an Alpha Rho Chi sponsored, Student Faculty Multi-Media Art Festival. This annual event drew active participation from many members of the College of Fine and Applied Arts. Featuring artwork, music, dance, and slide shows, the weekend show was a great success.

Anthemios looks forward to next year with many plans and new ideas. We invite all our Archi brothers to drop in on us at 1108 S. First next year.

Fraternally,
William D. Bradford, WAA

Calendar of Events

AUGUST
20-25—New Student Week
21—Room Assignments
22—Initiation
23—Formal Initiation
27—Instruction Begins
27—House Meeting

SEPTEMBER
10—House Meeting
10—Complete Room Remodeling
11—Professional Activities
24—House Meeting
29—Football, Illinois vs. West Virginia

OCTOBER
6—Football Game, Illinois vs. Stanford
8—House Meeting
9—Professional Activities
13—Dads Day, Illinois vs. Purdue
22—House Meeting
27—Homecoming, Illinois vs. Iowa

NOVEMBER
3—Football Game, Illinois vs. Ohio St.
6-13—Advance Enrollment of the Spring Semester
17—Football, Illinois vs. Minnesota
21-25—Thanksgiving Vacation

DECEMBER
3—House Meeting
6—P.E. Night for Little Sisters and Tree Trim
8—Little Sisters Initiation
14—Professional Activities
15-22—Final Exams
23-Jan. 14, 1974—Christmas Vacation and Semester Vacation

JANUARY
15-20—New Student Week
15—Room Assignments
16—Initiation
19—Formal Initiation
21—Classes Begin
21—House Meeting

FEBRUARY
4—Complete Room Remodeling
14—Valentine's Day
16—Winter Formal
19—House Meeting

MARCH
4—House Meeting
16-24—Spring Vacation
25—House Meeting

APRIL
7—Founders' Day Celebration
8—House Meeting
12—Good Friday, Classes End at Noon
14—Easter Sunday
19-21—U. of I. Mom's Day
20-21—Butterfly

MAY
2—Little Sisters P.E. Night
3—Little Sisters Initiation
4—Little Sisters Picnic
6—House Meeting
10—Last Day of Classes
11-16—Final Exams
Students in France

When Mr. Fritzinger asked me to write about our program in Europe, he seemed to share the lack of knowledge that many people seem to have about the program. Perhaps the reason for this is that it is difficult to explain exactly what we did. Rather it was a matter of increasing our awareness through living a different lifestyle. Basically, we took the same courses that fourth year students in Champaign took, but through the less rigid French system. At first, everything seemed slow and inefficient and it took a while to realize we weren’t part of the University of Illinois machine. After the ball got rolling, however, we were putting out the projects just like Champaign, with a little travel time on the side.

It took a while to learn to live with the French students. Our initiation came the first day of the cafeteria line, with a bombardment of water buckets from the second floor windows. They soon learned, however, we could play their own game.

On the serious side, we got a chance to see firsthand, the building we studied about in history. Those weekend trips to Paris provided an excitement that is hard to match. I can still remember the time we bought our bicycles in Paris and rode back to Versailles in rush hour traffic; or the time Dennis Humphries missed the last train to Versailles. All our experiences throughout the year helped us understand the French way of life a little better and possibly our own.

Being in Europe for nine months was good in that it brought us past the tourist stage; much deeper into the various cultures. As Tom (Mr. Munich) Napier can tell you, Munich has more to offer than beer. He won a $250 prize for a study of its transportation system. Some of us studied the mountain towns around Nice for their architectural qualities. In general, architecture provided a base for travel and getting into other aspects of a culture.

If this doesn’t give you a better idea of the program over there, all I can say is go and see for yourself if you have the chance. Ask any of the five of us, Dennis Humphries, Tom Napier, Mike Naylor, Scott Renken, Richard Schneider, from Anthemios and we’ll tell you it’s worth it.

by Scott Renken

Officers for Fall Semester of 1973-74

Worthy Architect ……. Robert DeHaven
Worthy Asst. Architect William Bradford
Worthy Estimator …….. Len Marvin
Worthy Pledge Trainer ……. John Hole
Rush Chairman …………. Jame Foy
Co-op Representative ….. Mark Carpenter
2nd Rush Chairman …….. Sonnie Lovince, Jr.
Worthy Asst. Estimator James Alpi
Worthy Clerk & Scribe … Rodney Ivey
House Managers Robert Cain & Al Sagen
Informal Supt. …………. Joel Van Der Waal
Little Sisters Chairman ….. Richard Drake
Social Chairman …………. Rodd Jefferies
French Liaison of Versailles … Jerry Voigt

Alumni Association

President — James W. Viger ’42
Vice Pres. — Eddie Slygh ’28
Treasurer — Norman Meyer ’52
Secretary — Brian Fischer ’72
The 1972-1973 school year was one of growth and activity for the Demetrios Chapter of Alpha Rho Chi. During this period nine (9) new actives were initiated, including three (3) female members pushing the total active membership to eighteen (18). Three outstanding seniors were lost through graduation, leaving a nucleus of fifteen (15) actives to face the new year. Also, preparing to face the new school year, we have six (6) pledges, two (2) of which are female. We are looking forward to school year 1973-1974 as another one of growth and betterment of the fraternity for the Demetrios Chapter and the entirety of Alpha Rho Chi.

This summer sees a revelation not only for Demetrios Chapter, but Alpha Rho Chi and perhaps the fraternal system across the country, as the third floor of the Chapter House is being prepared as living quarters for three (3) girl members. The holding corporation has allotted one thousand dollars ($1000.00) for basic remodeling (the male membership has yet to understand the preferential treatment) in preparation of the new residents. Along with the remodeling, new rules pertaining to coed living were passed, relieving legal pressures and now with consideration towards others from all concerned, we plan to make this new experiment a success.

There will be fifteen (15) actives residing in the Chapter House beginning this school year which is capacity for the brick structure. With the Chapter House filled to capacity and a very persistent and efficient W.E. this year should also be one of financial stability.

A quick rundown of the summer shows eleven (11) actives employed by Columbus architects, seven (7) of which are employed by Alumni of our Chapter. This not only provides excellent experience in the profession, but is essential in maintaining improving the Alumni relations. This proved invaluable in our previous year's rushing success. Several Alumni gave up their time and on occasion their offices for rush functions and other activities. We are making a great effort to make the "Frat" something in which they can continue to participate once away from school and hope to come in contact with many more in the future.

Relations with the Ohio State University School of Architecture have also been good, with the director of the school, Lawrence Gerkens, (an alumni of Alpha Rho Chi) being very helpful and responsive to our wishes. In turn we have made ourselves available for school activities.

We of Demetrios wish all Chapters of Alpha Rho Chi a successful Fraternal Year. We also hope to see good relations between Chapters and the National offices.

Fraternally,
Richard S. Otto, W.C.

An era is drawing to a close. For 24 years, 610 Oxford Road has been home for Iktinos. It has served as a mecca for APX actives, alumni and visitors. It has hosted several national conventions. Many discussions, meetings and parties have been held there. As of May of this year, Iktinos has to find new quarters.

The sale of our house should come as no surprise to anyone who has been close to chapter activities. For several years, fraternity life has been on the decline at Michigan. And during this time, the Building Association has been trying to sell the property to avoid the possibility of a vacant house. The few offers received, however, were below what was considered reasonable.

This year, fraternities and sororities have been hit even harder for membership. Many of the large houses, that have held on during this trying period, were forced to close their doors. Iktinos's small group of actives could not attract new members. One rush function had many alumni and Anthemos actives participating, but of fifteen people who said they would attend, only one did.

Chapter

Financially, the year has been good. The mortgage had been rewritten, which made it possible to pay the back taxes, and prevent any more penalty payments. The running of the house is going well. However, only four actives are returning in the fall, and most of them express no interest in living in the house. Also, the physical condition of the house deteriorated further because none of the major repairs so desperately needed could be done for lack of funds. Faced with this undesirable prospect, the Building Association voted to accept the latest offer to purchase the property. This sale will allow us to pay off our debts and have several thousand dollars left to continue activities on a positive basis.

The future direction of APX at Michigan is uncertain. With the A&D school definitely moving in two years, student interests, activities and living patterns are unpredictable. The plans of the active chapter will be strongly influenced by these potential patterns. A definite direction for APX alumni interests is also uncertain. The Iktinos Building Association will continue to solicit alumni support and twist the active chapter and the school in whatever ways possible to enhance the educational experience of students at Michigan.

The Building Association would like to thank all those alumni who have made generous donations to APX during the past year.

Thanks also go to the members of Anthemos who made a long trip from Illinois to help with our rush.

Reginald F. Malcolmson, Dean of A&D, will resign in September 1974 after ten years in that position. He will remain on the faculty and devote his time to teaching and research.

The Sol King Award for excellence in teaching has been awarded this year to Tivadar Balogh.

Greg Parson has received both the A.I.A. and APX Medals.

Professors Theodore Larson and William Muschenheim have retired after many years of distinguished service.

An NSF grant has been awarded to Professor A. Peters Oppermann and five students to study energy conservation in buildings by developing a system using solar power and wind for air conditioning. This was the only grant of its kind to be awarded to an architecture school.

Founders' Day

Founders' Day was about a month late. Place: Campus Inn, East Huron and State Street. Date: May 26, 1973. Time: 3:00 p.m. Agenda: Details of property sale, status of Iktinos and Building Association. Future goals and directions.

The twenty-plus year wait by the architecture students at the U of M for a new building is finally over. Construction started this past September on the new College of Architecture and Design. The building, designed by Swanson Associates of Bloomfield Hills, is sited off the main entry point of the University's North Campus. The State of Michigan is funding the $8,464,000 project.

The building is organized of three two-story wings. One houses the Art Department. The second; administration offices, classrooms and the Architecture Department. The third one consists of shops and research facilities. This 212,000 square foot building will pull together the Art, Architecture and Urban Planning Departments which are now scattered in several buildings on campus. Exposed steel construction, concrete and cement block are the major interior materials, which help create the industrial, workshop atmosphere desired. Completion of the building in Fall 1974 will signal a new phase in architectural education at Michigan.

Functional design is essential, but is insufficient in and of itself. The design of a building must be striking, handsome, imposing, memorable. It must be predicted on the premise that architecture is art, and the art of a modern master.
 Ending Activities for Spring of 1973
APX medal was awarded to David Ford by our president, Charles Elliott.
Cheryl Garrett was chosen as our Fraternity Sweetheart for Spring and Fall Semester of 1973.
Brothers that graduated in the class were: Past APX president Girish Patel and Tomas Barrera.
W.A. Charles Elliott will be going to Palais de Fontainebleau in Southern France to study Architecture for the last two months of summer.
A special awards representation was held in the University Center in hour of Mr. Donald Bartholomew who is retiring from Education to live a life of who knows what. It has been ten years since he has had an active practice in Architecture. It was at this time that we announced a special Book Fund which we have started in honor of Mr. Bartholomew. Among our guests who attended were Mr. and Mrs. Bartholomew, the dean of the College of Architecture, Dean William Jenkins, and first year design professor and self taught anthropologist, Mr. Sandy Macnab. As well as Mr. and Mrs. Wayne Burford attending, Cheryl Garrett, our sweetheart attended, and all of the brothers. At this time we also announced the winners of our now annual Photography contest and put on display for the first time.

Field Trip
Architectural Archeology in Mexico
ARC 330T Selected Topics
Alexander Macnab, Instructor
Second Summer Session, 1973
Three hours credit upon completion of course as scheduled, plus three additional hours credit in Arc 450S Special Problems, if presentation is of scholarly quality as judged by Dean Jenkins and Alexander Macnab.
July 12 thru August 17
First Week—U/H—Preparation:
Second thru Fifth Week—Field Trip:
(via bus and train as a group)
1. Tamaulip, Classic Haustec Site
2. Madero Museum
3. El Tajin, Classic Veracruz Site
4. Japala Museum
5. La Venta, Preclassic Olmec Site
6. Villahermosa Museum
7. Yucatan Maya Postclassic Sites
8. Palenque, Classic Maya Site
9. Cholula, Classic Site
10. National Museum of Anthropology
11. Teotihuacan, Classic Site
12. Tula, Postclassic Site
Sixth Week—U/H—Presentation:
Paper and/or Measured Drawings by each student.
Cost Estimate per Student: $550 as recommended minimum.

PROJECTED ACTIVITIES FOR SUMMER OF 1973

June—During this month there are several projects that we are going to tackle. First: During the summer months is when orientation for freshman students is held, usually in the month of July and August. As a result, Cleisthenes Chapter has decided to undertake an interest in orientation as this is where we hope to obtain our new pledges for the small semester. There are several objectives that now hold in mind for doing these orientation periods. One is to set up a booth exhibit in the College of Architecture to expose ourselves and the fraternity to the new student. By so doing, we can generate their interest in us before they get hit with the first day of classes and also to answer any questions they may have as to our aims and goals, and to answer any questions as to the various classes they may have any problems with scheduling their classes. Another objective we hold is to prepare and give a slide presentation as to what we understand Architecture to be to us as upperclassmen. We also show slides of campus life, of our past activities in a fraternity, and last year's design class.

July—During this month we will give our presentations to incoming first year design students. We also plan to hold an afternoon of Bar-B-Q and swim party at the apartment of our Deputy Wayne Burford. During this month we also will be looking into the prospects of obtaining a fraternity house of our own. One big project that we will do this month is to help about half of our active brothers move from one apartment to another.

August—During this month we will give our last two presentations to the incoming students. It is also intended that during this month we will hold a meeting at which pledging activities and plans for the fall semester will be held. One of, if not the biggest events to be held this month, will be the marriage of one of our most active brothers, Gary Hill. The marriage of Gary and his bride to be, Sally, will be held on August 10. From Houston they will depart for Six Flags after a "brief" honeymoon or wedding night or who knows what,
The Metagenes Alumni Association finally became an active reality in January of this year. Upon my return to Virginia from Houston, Texas, I started the ball rolling by sending out letters of intent for organizing an alumni association. The response was more than encouraging and so, steps were taken to formally organize the association at the alumni meeting at the chapter house on Founders’ Day. At this meeting we approved our Constitution and By-Laws, elected our officers, board of directors and regional representatives and believe it or not, actually collected some association dues.

Although our history at present is short, we believe that we will have a very viable organization once we grow in number. So far, we have published a alumni newsletter, had two fairly large alumni get-togethers and most important, started a channel for communication among our alumni. At present, we have thirty official alumni. It will be a few years before we grow to the number needed to be a working financial entity in terms of helping out the chapter. However, we believe it is important to start now and begin structuring the association so that in the future our efforts can become a positive accomplishment.

Summitted by,
Hunter C. Bristow

Alumni Funds
At the organizational meeting on Founders’ Day, we will approve a constitution and by-laws for the association. In this will be the amount for annual dues in the association. You must remember that we must have funds in order to do anything. The amount will be decided on by those present. In order to receive alumni information and be a member of the association, you must pay your annual dues. At present the alumni association has a working capital of $20, out of which this news letter’s printing and mailing expenses have come. You should also pay your lifetime dues of $25 to National. You probably received notice from National in January about this. If you need more information, contact me. Notice of dues will be sent out after Founders’ Day,

Chapter Report
This year, the chapter has 17 actives, but unlike other years, there is almost 100% participation by all of the brothers. After a very shaky start financially this year, the frat has finally gotten back on solid ground again. They are doing more socially and professionally than in years past. The house has become the official “hangout” for the girls’ varsity basketball team at least once a weekend. There have been numerous uses of the house for design crits for third and fourth year students.

Mark Major & Co. did silk screening for the EDRA Conference in the basement and as usual, the basement had the distinct odor of kerosene. As usual, the paint colors in the house have changed again. That always seems to be a big thing to do each year. The bar actually survived the summer and is well into its second year without being replaced. There have been two initiations this school year. Each time we initiated one Brannagan brother, Tim and Dan. Each one was a 20 hour quickie. The next initiation will be on April 26 at which time four new brothers will be initiated. If you can’t make it to Founders’ Day, come to initiation. Better yet, come to both. Rich Vunch is the new chapter W.A. for the coming year replacing Charlie Hildebrand who passed on a second term in order to get his past W.A. gavel now. He told me that he wanted Rich to have the pleasure of purchasing the gavel and being liable for the chapters’ actions. The house is already filled to capacity for next year, so the chapter has a good future to look forward to. The main problem is getting new pledges in any substantial number. All of the frats on campus have the same problem so ours is not a unique situation. We are still more concerned with quality than quantity however. The chapter dismissed one pledge out of a pledge class of two because he did not measure up. Hildebrand is planning an unexposed film slide show sometime this spring. The show will feature his general thoughts on the subject. We had one preview at one regular slide show and all indications point to the event being a farce. The chapter lost one brother to Uncle Sam this year. Bill Chipp, one of last year’s new brothers got the bad news in the fall. He becomes the first Meta genes brother to go via the draft. If chapter news seems brief, its because a formal report was not given to me and I had to literally play it by ear.

Founders’ Day Celebration
April 13, 14, and 15 was the time for this chapter-alumni blowout. Besides partying, there was a meeting of all alumni to set up the alumni association as a working organization.

EDRA Conference
The fourth international conference of the environment design research association will be held at Tech April 15-18. The conference “...” will bring together an international community of researchers, professional practitioners and academicians in the environmental design field and relevant disciplines, including social sciences, computer science and others.” For reservations call (703) 951-5506. The registration fees range from $20 to about $60 depending on the desired option in the registration packages. Come to our Founders’ Day fling and stay over for the conference. You now have a double reason for making this a worthwhile five day event. Craig Frazier has been chief assistant in organizing the EDRA events.

Alumni Reports
First, I would like to thank all of you for your response to my letter concerning the alumni association. For those of you who did not reply, and there were only a few, I would appreciate hearing from you. At present, I am your President and all questions concerning alumni activities can be directed to me. We will elect a board of directors at our Founders’ Day meeting and distribute duties to those who have expressed a willingness to serve in some capacity.

The following reports are based on either personal visits, phone calls or information filled out on the form I sent out. Those not listed did not contact me or sent in only the ballot, and I have no way of telling what they are doing.

Joe Boggs got so much moonlight work that he now works for himself until he gets out all the work. He and his wife Eldrie now live in Alexandria, Va. After 6½ months in Houston, Texas, he returned to Blacksburg to work in Roanoke and finish up his masters degree, organize the alumni association, and work my butt off. Wayne Burbird will finish his graduate work in Houston in June and is looking around for a place where he can become a partner in a couple of months. The chapter he started in Houston is doing great as of this report, although they incurred a great deal of difficulty during its first year. Like all new chapters, they are one of the most enthusiastic of all the chapters. Dennis Cross has a townhouse in D.C. but hasn’t sent me his new address, although he told me it would be in the mail soon. Craig Frazier has been busy organizing the EDRA conference with Wolfe Prizer.
Current Officers: Mnesicles Chapter

W.A. — Phillip Blasico
W.A.A. — Larry Malmin
W.E. — Lee Dunnette
W.S. — James Long

The 1972-73 school year has been one of considerable activity for Mnesicles Chapter. New officers were elected in the fall and our new group of pledges proved to be a very motivated group. Their enthusiasm was infectious, spread to the actives, and we soon began developing a very high morale which still persists, even this summer. Many activities were started and strong contacts were made with the Alumni.

These contacts have now become a strong interaction between the Alumni and ourselves. One area of special interest is the remodeling of our chapter house, with the Alumni providing financial as well as moral support. We feel a cleaned up, repainted and remodeled chapter house should be of great value when we start our rushing program.

Upon returning from the National Convention and the start of Winter Quarter, the Greater Upper Mid-West plunged head first into more famed season, that of snow and icy, cold temperatures. Plans were then made for our third annual ski trip, which consisted of a weekend of skiing, ice skating and partying. The entire weekend was blessed with sunshine, mild temperatures and truly great snow conditions, thus making it a smashing success and leaving all of us with grand illusions of next year’s trip.

Spring quarter meant the departure of three of our fellow actives, including our WA and WAA, for three months of study in Europe. The Three left with forty other Architecture students for studies in Greece, Italy, Norway, France, and Germany. The only free European country not visited was Portugal, however, some of the travelers were able to visit Yugoslavia.

While our three travelers partied their way across Europe, the remaining members rallied together and became active in the U of M Campus Carni, a carnival put on by the Greeks to raise money for the General Scholarship Fund. During our efforts the house reached a new high in unity, learned more about the Greek System and made a good showing by winning a first place trophy for the best game event entered. Over all, the Carni was a huge success, with our 9,000 people attending the two day event.

Big Ten sports were followed closely this year at the house. We saw a continual improvement in our Gopher football team and followed our basketball team to the very last and unfortunate season’s end. The baseball team, after winning the Big Ten title went on to the NCAA national tournament where they finished third in the nation. Watch-out in the coming years, for Gold Country athletics are beginning to come on strong and will be capturing many Big Ten titles.

Intramural sports saw APJ active in touch football (missing a trophy by a mere ten yards), basketball, bowling. Spring Quarter saw us active in mens and co-ed softball leagues. Summer has proved to be more active than in years past with intramural softball still going on.

A change in Alumni offices occurred in March and the previously mentioned support is continuing to grow. This will enable us to present a more professional image to prospective members. We are sending a series of letters to this year’s new students and with the help of our Alumni we will hold some informal gatherings to introduce them to our fraternity. We are building upon this past years enthusiasm and using that to establish our best effort in years to draw in new members. Those people that respond will be welcomed by a fresh spirit, a solid program and a newly remodeled chapter house.

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There followed more of the same until, by Oct. 21 (Homecoming 1972), nearly all of the work was finally completed. In the simplest possible terms, it was a lousy, unpleasant job: one which to some degree left scars on all of us involved. Yet out of it came at least one positive result — an honorary membership in the alumni association for Jane Andrews. She has long been a behind-the-scenes booster and worker for the fraternity, and her contributions were never more evident than in those long hours spent last summer in the dismantling of Vitruvius Chapter.

The fact that she is my wife gives me almost as much pride in her “sheepskin” as she has.

The board also recognized the long service of another “friend” — Phyllis Delozier, the chapter’s cook. A gift of $400 was presented to her on behalf of the association.

As might be expected, much of the Oct. 21 meeting was given over to discussion of the chapter’s closing (Delta Phi Fraternity rented the physical plant last year and appears willing to do so again this year) and the finances, future and philosophy of the alumni group in light of the fact that Vitruvius Chapter no longer existed. Additonally, brothers Charlie Weaver (’69) and Bill Jones (’71) were elected to serve on the board, joining incumbents Baxter, Hartman and Andrews.

From that meeting until now, the board has functioned primarily in the role of caretaker. President Baxter, with the assistance of our previous president, Chuck Snitter, has ensured that our physical plant is being as well maintained as possible, while Treasurer Hartman keeps our financial ship afloat (in this regard I call your attention to the enclosed dues form). Considered against a backdrop of frustration, futility and hard work, their efforts are to be commended.

There is now a lounge at the Inn, and we found it convenient last year to step over there after our business meeting. There is no reason to think it will not happen that way this year. The buffet will probably cost in the $3.50-to-$4 range, so bring a few bucks to cover dinner and drinks later. Let me know also if you need overnight lodging. There are still a few alums in the State College area, myself included, and we’ll try to work something out for you in the way of accommodations.

I’ll try to quickly bring you up to date on fraternity affairs since the weary, dreary 1971-72 period is now disbanding. The last newsletter, Sept. 20, 1972, and the two that preceded it spoke of the dozens upon dozens of tasks undertaken by the Board of Directors and a small group of other alums to close down Vitruvius Chapter and vacate the Chapter House.

From that meeting until now, the board has functioned primarily in the role of caretaker. President Baxter, with the assistance of our previous president, Chuck Snitter, has ensured that our physical plant is being as well maintained as possible, while Treasurer Hartman keeps our financial ship afloat (in this regard I call your attention to the enclosed dues form). Considered against a backdrop of frustration, futility and hard work, their efforts are to be commended.

— 12 —
Dear Mr. Rhodes:

Since your visit in April we have truly been inspired and we wish you constant success in your office.

The past year has brought about many changes, mostly among ourselves. We have realized our true potential in serving not only our chapter but the entire school as well. Gone is the axiom "the students need us" and in is "we exist solely for the students, their participation, growth and enrichment in Architecture or an allied field". We have had successes in reaching out to the student body in the past but we strive now to let everyone know that we are a necessary part in their education. In the upcoming year we shall be striving for 1) closer communication between chapters and national, 2) redesigning of our chapter house, 3) newer directions.

In order to cope better with problems which face this chapter and I'm sure others as well there has to be constant communication. The thing which makes me happy concerning this is the monthly report which notifies the chapters and National of each of our (chapters) progress and calendar events.

I only have to say that I wish this sort of thing would keep up but on a more constant basis to which not only National would learn of our activities but our fellow chapters as well.

Finally having settled in a smaller house, we now have begun tackling the problem of redesigning our entire house. Spurred by a trip up north early this year, complete plans have been drawn up and approved by the chapter and we are 50% completed. Upon completion, we shall formally issue an invitation for all to visit.

Finally maturing as a chapter of Alpha Rho Chi we feel confident now in taking steps in branching out into different areas of the Architecture Department and to become more involved in school affairs. This upcoming school year, we, of course plan a big rush, are going to hold a Photo contest, a design competition, a graphics competition, luncheons, picnics and a tinker toy design contest. These are most of our projected projects and we hope for their success and the furthering of the name of Alpha Rho Chi.

Closing this letter is truly the hardest thing to do, for we would like to continue telling you how proud we are to be members of this fraternity, but we all know the pride each of us carries in being members of this organization.

Yours in Brotherhood
Durwood Morris
Worthy Scribe/APX

Meet our Executive Board:
Alf Bumgardner — W.A.
Roger Waneck — W.A.A.
Uria Laster — W.E.
Micky Hodge — W.C.
D. Morris — W.S.
Evans Lester — W.Supt.
NEW ALPHA RHO CHI INITIATES

ANDRONICUS CHAPTER
February 2, 1971
Mario Alvarez
Gladstone Anderson
John Casey
Michael Hricak
Ronald Rose
Douglas Smith
Robert Webb
May 16, 1971
Edward Francis Pearson
Ramón Maniquis Danganan
Alfred Caldwell (Honorary)
James Graham Pulliam (Faculty)
February 3, 1973
Christopher John Durree
David Arthur Houston
Creg Neil Mix
David Lawrence Titton
Norman Edward Torello

ANTHEMIOS CHAPTER
September 11, 1971
John Scarpetta
Don Schofield
Stephen Boruff
Thomas Kenney
February 5, 1972
John Edward Holey
Joel Kent Van der Waal
Michael Gabor Nauyok
Kenneth Allen Dietz
Steve Kenneth Harms
Joseph James Poli
Robert Lemon Gain
Gary Michael Wollis
Robert Thaddeus Mooney (Faculty)
September 15, 1972
Todd Jeffaries
Scott Haines
Len Marvin
Jim Foy
Bob DeHaven
Randall Bahler
W. Gerald Gast (Faculty)
James W. Foss (Faculty)
February 3, 1973
James Edward Alpi
Michael Ivan Becker
William Dudley Bradford
Mark Joseph Carpenter
Richard Lee Drake
Michael Jay Fleming
Rodney Bruce Ivey
Michael Robert Kochanski
Sonnie Lovince, Jr.
Wayne Herman Reber
Alan Robert Sagen
James Ray Ulm

DEMETERS CHAPTER
February 1, 1971
Gregory Allen Froberg
Robert Edward Olson
James Michael Pollifrone
Fredric Brice Saunier (Faculty)
George B. Tobey (Faculty)
May 1, 1971
Scott Lee Alexander
Robert Lee Bates
Stayer Richard Brighton
Frederick Harold Hutchison
Michael Lusk
Albert Henry Parker
January 8, 1972
Richard Dale Plouge
Richard Scott Otto
Mikel Neil McLaughin
William Steven Bley
January 6, 1973
Jon Sherred Adams
John Richard Behal
Timothy Carl Ish
Richard John Harmych
Theodore Siaweleski
April, 1973
Candace Jean Elledge
Lois Ann Haslett
Jan Crystal Newcomer
Robert Andrew Skoog

METAGENES CHAPTER
March 25, 1971
Neil Bristow
Jack Davis
Don Gormley
Dennis Hedgepeth
Charles Hildebrand
Mark Krause
Peter Lawrie
Bob McConnell
John Schofield
Ben Townes
Rich Vunck
April 15, 1972
Blair Frier
Terry E. Holtsinger
Ernest W. Wilder
Bob B. Vaughan
Stuart N. Duffen
Stuart P. White
Beverly L. Brandon
Mike A. Owens
March 9, 1973
John H. Ristroph (Faculty)
May 5, 1973
Timothy Payette Branigan
Thomas S. Townes
Steve A. Leonardt
David W. Reeves

CLEISTENES CHAPTER
March 11, 1972
Tomas Barrera
Richard L. Barnes
Charles R. Elliott
Girish R. Patel
Jose A. Robiou
W. Lane Stripling

MNESICLES CHAPTER
January 16, 1971
Philip V. Blasko
Thomas H. Vesely
Larry C. Malmin
Robert M. Hysell (Faculty)
May 8, 1971
William Wade
Robert McDonald
January 22, 1972
Lee Dunnette
Mark Sorosko
Jim Long
Paul Snyder
Steve Lundberg
January 20, 1973
Brad Hokanson
Robert Richard Lucius
Pablo A. Murillo
Allen Ray VanLerberghe

XENOCLES CHAPTER
April 16, 1971
Tom Hines
Ben Holly
James Ramzy
Don Palmer (Faculty)
Ron Engle (Faculty)
Robert W. Chambers (Honorary)
January 12, 1972
Mark Crosby
Darwood Morris
Robert Wilson
Larry Loftis
Robert Kummer
Richard Alden
January 12, 1973
Gary B. Garmon
Evans Lester
Roger M. Hodge
Robert L. Waneck
Ranella K. Kennedy
February 17, 1973
John Harold Box (Faculty)

CALLED BY THE SUPREME ARCHITECT


The Alpha Rho Chi Medal was established by the Fraternity in 1931 to “encourage professional leadership by rewarding student accomplishment; promote the ideals of professional service by acknowledging distinctive individual contributions to school life; stimulate professional merit by commending qualities in the student not necessarily pertaining to scholarship.” The medal is cast in bronze from an original design by Merrell Gage, sculptor, and is offered to each accredited school for award to a graduating senior. Recipients are named by the architecture faculty at each school.

### ALPHA RHO CHI MEDALS FOR 1973

<table>
<thead>
<tr>
<th>Name of School</th>
<th>Recipient</th>
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<tbody>
<tr>
<td>Arizona, University of</td>
<td>Randall Emerson</td>
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<tr>
<td>Auburn University</td>
<td>Edward H. Burkhalter</td>
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<tr>
<td>Ball State University</td>
<td>Roger Craig Brady</td>
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<td>Boston Architectural Center</td>
<td>Valdis Kivis</td>
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<td>British Columbia, University of</td>
<td>Charles David Moorhead</td>
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<td>California, Uni. of (Berkeley)</td>
<td>Langston G. Thigg, Jr.</td>
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<td>California State Polytechnic</td>
<td>Michael J. Seiferer</td>
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<td>Carleton University</td>
<td>Yves R. Gosselin</td>
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<td>Carnegie-Mellon University</td>
<td>Dale T. Laurin</td>
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<td>Catholic University of America</td>
<td>Andrew H. Diem</td>
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<td>Cincinnati, University of</td>
<td>Paul T. Pierson</td>
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<td>Clemons University</td>
<td>Tad A. Stanley</td>
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<td>Colorado, University of</td>
<td>Gregory E. Franta</td>
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<td>Columbia University</td>
<td>John Hesleman</td>
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<td>Cornell University</td>
<td>Ava Moncrieffe</td>
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<td>Dartmouth University</td>
<td>Timothy P. Sullivan</td>
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<td>Drexel University</td>
<td>Joseph B. Doherty</td>
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<td>Richmond D. Cogburn</td>
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<td>Georgia Institute of Technology</td>
<td>Robert B. Rivers</td>
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<td>Hampton Institute</td>
<td>Victor Blackledge</td>
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<td>Harvard University</td>
<td>Barry Seth Wilder</td>
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<td>Hawaii, University of</td>
<td>Mohammed Zaman</td>
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<td>Houston, University of</td>
<td>David Grant Ford</td>
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<td>Howard University</td>
<td>Michael E. Cutts</td>
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<td>Jeffrey T. Beardsley</td>
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<td>Illinois, Uni. of (Chicago)</td>
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<td>Demetrius Hnath</td>
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<td>Deborah Ann Waters</td>
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<td>Rice University</td>
<td>Leslie Anne Brown</td>
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<td>Susan Elsie Kary</td>
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<td>Jack Lee Tisdale</td>
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<td>Toronto, University of</td>
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<td>Tuskegee Institute</td>
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<td>Kenneth Edward Louder</td>
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<td>Arthur F. Pape, Jr.</td>
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<td>Washington, University of</td>
<td>James C. Gaines</td>
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<td>Washington University</td>
<td>W. Tyson Trueblood III</td>
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<tr>
<td>Yale University</td>
<td>Robert J. Yudell</td>
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ALPHA RHO CHI FRATERNITY

ACTIVE CHAPTERS

ANDRONICUS — University of Southern California, 715 West 28th St., Los Angeles, Calif. 90007 (213) 746-8050

ANTHEMIOVS — University of Illinois, 1108 South First St., Champaign, Ill. 61820 (217) 344-9562

CLEISTHENES — University of Houston, Box 9, Campus Activities Building, Univ. of Houston, Houston, Texas 77004

DEMETRIOS — Ohio State University, 229 East 17th Ave., Columbus, Ohio 43201 (614) 294-3243

IKTINOS — University of Michigan, Steve Janick, 1910 Arbor View, Ann Arbor, Mich. 48103 Off. (313) 761-8713; Res. (313) 663-9275

METAGENES — Virginia Polytechnic Institute, 105 Lucas Drive, NE, Blacksburg, Va. 24060 (703) 552-9775

MINESICLES — University of Minnesota, 605 Ontario St., S.E., Minneapolis, Minn. 55414 (612) 331-7962

XENOCLES — University of Texas at Arlington, 400 South Cooper, Arlington, Texas 76013 (817) 265-4178

ALUMNI ORGANIZATIONS


DEMETRIOS Alumni Association: Pres. Gene Milhoan, 527 Kenbrook Drive, Worthington, O. 43085; Secretary Brian McConnell, 2908 Fieldview Drive, Columbus, Ohio 43214

DINOCRATES Alumni Association, Pres. Fred Williams, 528 King Williams St., San Antonio, Texas 78204. Bus: (512) 226-1246. Sec. Larry W. Gooch, 1623 Palma Plaza, Austin, Texas 78703


MINESICLES Alumni Association: Pres. Keith Sjoquist, 4339 Garfield Avenue, South Minneapolis, Minn. 55409. Res. (612) 825-3576


NATIONAL DUES

Life Membership is available for $25.00. Send payment to National Office. Many recent initiates did not realize that such a program was available. So save yourself some money and buy a Life Membership.
How to Get Architectural Commissions

by H. Samuel Kruse, FAIA

Anthemios — 1933

The life and death struggle of the small office practitioner (SOP) is contingent on the flow of projects through their offices which, in turn, is the key to cash flow and the time-money combination needed for the development of greater skills and capacities to produce relevant architecture. In spite of the importance of the flow of projects, few SOP's have deliberate courses of action to assure the continuous flow of commissions.

Don't sell what you can't deliver. Know your product. This assumes, of course, that you have something to sell. No client ever gives a commission because the architect needs a commission. Rather, the opposite is the case, the client needs the architect's skills and capacity to do work. It is necessary to assume that the SOP has some professional skills, that he has a place and capacity to perform service, and that he has the resources or capital to sustain his firm for at least a year. It is also necessary to assume that the geographic area served by the SOP will actually require his services. With these assumptions of capability, means and hope, the task of getting commissions for a new, non-established SOP involves answering the question: How does an unknown architect become known as deserving of trust and professional aptitude in an alien community. For the established firm similarly: How does a known architect remain known and deserving of trust and confidence by the community?

There is considerable difference between the effort required by the established firm to acquire a reasonable flow of architectural commissions from that required of a new firm having no prior experience to show and whose principals are strangers to the community and to the people who commission architects. Many old firms maintain a flow of work by just serving a few old clients well, hoping that the clients remain healthy and are not enticed away by some pink-cheeked glamour boy. But most SOP's, old and new, can benefit from an active program of job getting.

Rarely does one receive something for nothing. To gain anything of value, the pot in poker or a fine, young wife, one must make an investment. The effort to attain commissions will also take an investment, easily 1% to 3% of anticipated annual income. The less the annual income the more the effort; a phenomenon little understood by practitioners. The old saw, success breeds success, is applicable here. It's the busy firm that attracts more work; the slow one remains slow, frequently not by choice. The cost, of course, includes the man-hours spent by the SOP as well as others and things. It's the efficient and intelligent use of time and things that determines the cost-effectiveness of the program.

There are at least nine ways for promoting new work and these are discussed below in sequence of probable success, taking into account the limited resources of a new, non-established firm.

1. DEVELOP A FIRST RATE OFFICE BROCHURE. This brochure should be professionally designed and written and should be in a format that can be tailored to the potential clients' interest and be kept current. Although many governmental agencies require statistical reports on standard forms, the brochure is still the ideal envelope for transmittal of such a form and frequently is filed with the report form. This is especially true for firms, such as new firms with no history to report, in which case the brochure should demonstrate individual talents and projects—not-yet-executed. The brochure is sent to those who request it or are long-term prospective clients, such as school boards, oil companies, chain store firms and governmental
agencies. Brochures should emphasize the unique characteristics and services of the firm; to be just like all other architects is to invite them all to be your competitor on every project. For example, if you use computer services, say so; the prospective client will find this a distinctive characteristic apart from those who don't. Some client will prefer an architect who uses the computer to increase reliable capacity to do work, and he will get the commission. The brochure must be factual, without wordy expositions of design philosophy or personal aggrandizement.

2. ESTABLISH RAPPORT WITH COMMUNITY RESOURCES. Start with mortgage bankers and real estate operators for beginners. Start by paying visits for the purpose of trading information about mutual interests. Learn the bankers' requirements and forms for loan applications, determine what real estate operators have to sell and what kind of referrals they appreciate. The SOP, of course, leaves his card at each visit and eventually his brochure. Other design professionals, engineers, landscape architects, interior designers, and eventually other architects, should be included and a rapport established. The SOP's office employees are also a resource; he should establish a finder's fee for employees who bring work to the firm.

3. COMMUNITY ACTIVITIES SHOULD BE UNDERTAKEN. It is best to do those things one can do best. If the family can participate, then the chance of 24 hours a day, seven days a week availability is a terrific advantage over the competitor who has to reserve time for the family. Whatever is done must be done exceptionally well or the desired impact will be lost. All societies are hard pressed for programs. If the SOP has an interesting, illustrated talk, twenty minutes long, he could have a speaking engagement every week of the year. If it is a popular talk with colored slides, it could be reported in the newspapers every time it is given, and people will spread the word about the wonderful talk by so-and-so architects. If the talk is also related to the activities of the firm's practice, then the value is manifold. In all activities, boat racing, church work, fund raising, whatever, he must be sure to be identified as a practicing architect as well as a good boat racer, church worker, etc. A few prepared talks with colored slides are as necessary to the SOP as a drawing board, but they must be used (the talks and drawing board) to be effective. The SOP must be an advocate for good architecture and speak out for values that he, by virtue of being an architect, can see better than others. He must avoid being trapped into giving solutions.

4. DEMONSTRATE ABILITY AND PUBLIC CONCERN BY DEVELOPING A CIVIC IMPROVEMENT. If the community needs low cost housing, the SOP should develop one and get it built for others. If possible, if not, for himself. He can propose new uses for old or vacant buildings, etc. showing individuals, firms (the community) how its derelicts can be changed to assets for all.

5. THE SOP CAN INTRODUCE HIMSELF BY MAIL TO THOSE IN THE COMMUNITY WHO USE OR MIGHT NEED ARCHITECTS. He must carefully develop his mailing list and classify the names according to the types of appeal and project associated with the name. Names can be found in a systematic search in newspapers, building journals, real estate news letters, etc. The search and record keeping must be done in a controlled and methodical manner and the letters sent must be soft-sell, non-commercial to be effective. He shouldn't send a brochure blindly. However, he must be prepared to reply promptly, sending a brochure, if requested. The form letter approach must be avoided, using only the personalized approach which can, of course, follow a previously prepared prototype.

6. HAVE A PREPARED PRESENTATION, VISUAL AND VERBAL, TAILORED to the potential client's interest when invited to appear before a potential client, whether an individual, a committee or board.

7. OBTAIN PUBLIC EXPOSURE FOR WORK DONE OR PROPOSED. If the SOP learns the form for submittal of material to newspapers and other periodicals and submits story and photographs of his projects accordingly, his material will be used. Frequently adhering to the form decides the inclusion of an article or photograph in the press rather than the true newsworthiness or architectural value of the project. The SOP should order "tear sheets" of his publications for additional exposure through mailings and inclusion in brochures.

8. SATISFY THE CLIENT AS IF HE WERE THE SOP'S ONLY CLIENT. Most architect's work comes from referrals from satisfied clients and repeat service for previous clients. The SOP must cherish his client and serve him in such a way that once a client, always a client.

9. THE SOP MUST BE A LIVING IMAGE OF HIS FIRM'S PHILOSOPHY. The firm must practice what it preaches if its philosophy is to have validity in the client's eyes. If the firm espouses beauty and functional efficiency, his personnel, his office, perhaps his home, everything the client sees about the firm should be the essence of beauty and functional efficiency.

The practice of architecture is a pragmatic art, for its product, architecture, is not architecture until it is built. Attaining commissions is no less a pragmatic art and essential to producing architecture. It can be fun too!
INTERNATIONAL AWARDS IN ART HISTORY

DUKBARTON OAKS CENTER FOR BYZANTINE STUDIES
Robert Woods Bliss Scholarship for Graduate Study in the History of Byzantine Art. $2,750. 1 academic year. Renewable once. Tenable at universities in the United States or abroad, choice of university to be approved by Fellowship Committee.

Conditions: Awards available primarily to residents of the U.S. and Canada. Candidates should be graduate students who wish to concentrate in the history of Byzantine art. Candidates normally are expected to have completed at least one year of successful graduate study in the history of art. Unless they possess a knowledge of Ancient Greek, they must agree to take a course in that language. No concurrent awards or paid positions may be held.

Feb. 1, The Director of Studies, Dumbarton Oaks Center for Byzantine Studies, 1703 Thirty-second St. N.W., Wash., D.C. 20007.

HARVARD UNIVERSITY
Fellowships Average resident award is $2,800; average traveling award, $3,000. 17 to 22 awards available. Tenable at Harvard Univ. or, after completion of course requirements, abroad.

Conditions: Awards are granted to students according to merit. Foreign students of proven merit may be considered.


THE JOHN HOPKINS UNIVERSITY
Fellowship Awards. Grants range from tuition only, to tuition plus $1,800. Tenable at Johns Hopkins Univ.


PENNSYLVANIA STATE UNIVERSITY
Graduate Assistantships. $1,800 plus tuition. 1 year (three terms and tuition for fourth term). Renewable at Penn. State Univ. campus.

Conditions: Bachelor of arts degree and equivalent required. Admission to Graduate School at Penn. State Univ. for graduate study in art history is a prerequisite.


UNIVERSITY OF CALIF., BERKELEY
Kress Foundation Art History Fellowship. $2,500. 1 year. Not renewable. 2 awards available.

Condition: For travel or resident study at the university.

Committee on Fellowships and Graduate Scholarships, 225 Sprague Hall, Univ. of Calif., Berkeley, Calif. 94720.

UNIVERSITY OF DELAWARE
Unidel Fellowships in Art History, $2,000-$3,000. 1 year. Renewable for three years. 3-5 awards available. Tenable at Univ. of Dela.

Conditions: Candidates must hold, or be candidates for U.S. bachelor of arts or master of arts degree. Preference given to students who wish to take Ph.D. in art history and who are interested in American art and its European sources.

Mar. 1, College of Graduate Studies, Univ. of Delaware, Newark, Del. 19711.

UNIVERSITY OF ILLINOIS IN CHICAGO
Degree programs in art history scheduled to begin in Fall, 1969. Financial aid information available from Art Department.

Conditions: Candidates must pass Test of English as a Foreign Language. Apply 4 to 6 months prior to beginning of quarter (quarters begin Aug. 31, Dec. 15, Feb. 15, May 15) to Office of Admissions and Records, 225 University Hall, Univ. of III., Chicago Circle, Box 4248, Chicago, Ill. 60680.

UNIVERSITY OF MINNESOTA
American Art and Pioneer Fund. Variable amounts. 1 academic year. Renewable. Tenable at Univ. of Minn.

Conditions: Bachelor of arts degree or equivalent required. Candidates must be able to take courses that will average required for admission to Graduate School. Knowledge of English required as evidenced by TOEFL test. Matriculation at Univ. of Minn. is required.

Apr. 1, Dept. of Art History, 108 Jones Hall, Univ. of Minn., Minneapolis, Minn. 55455.

THE UNIVERSITY OF MICHIGAN
Charles L. Freer Scholarship. Variable amounts. 1 year. Not renewable.

Condition: Award is offered for students preparing doctoral dissertation in Oriental art. Tenable at Freer Gallery of Oriental Art, Washington, D.C.


Conditions: Baccalaureate degree required for master of arts program; master of arts degree required for Ph.D. program.


UNIVERSITY OF MISSOURI
Krupp Fellowship in Art History. $2,000. 1 academic year. Renewable. 2 awards annually. Tenable at University of Missouri.

Conditions: Applicants must qualify for admission to the Graduate School of the Univ. of Missouri.

Mar. 1, Dept. of Art History and Archaeology, Univ. at Missouri, Columbia, Mo. 65201.

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
Kress Fellowships. $2,000. 9 months. Not renewable. 2 awards available annually. Tenable at Chapel Hill, N.C.

Conditions: Candidates must have a bachelor of arts degree.

Feb. 1, Dean, Graduate School, Univ. of N. Carolina, Chapel Hill, N.C. 27514.

UNIVERSITY OF PENNSYLVANIA
Fellowships and Scholarships. Variable amounts. 1 year. Renewable. 1 or 2 awards available. Tenable in residence.

Conditions: Bachelor of arts degree or equivalent is required in humanities, with some preparation in history of art. Fluent English is required.

Teaching Assistantships. $1,950-$2,200. 1 year. Renewable. Tenable in residence.

Conditions: Candidates must have a bachelor of arts degree or equivalent and preparation in history of art. Fluent English is required. Appointment by the department made from those admitted to master of arts and Ph. D. program in history of art.

July 15, Graduate School of Arts and Science, 133 Bennett Hall, Univ. of Penn., Philadelphia, Pa. 19104.

TULANE UNIVERSITY
Samuel H. Kress Scholarships in Art. $3,000; $2,000. 1 year. Not renewable. 2 awards available annually. Tenable at Art Department, Tulane Univ.

Condition: Equivalent of bachelor of arts degree in art history required.


INTERNATIONAL AWARDS IN ARTS & CRAFTS

CRANBROOK ACADEMY OF ART

Conditions: Applicants will be expected to provide evidence of significant achievement in fabric design.

Robert H. Daisey Scholarship. $1,500. 1 annual award. Tenable at Cranbrook Academy of Art.

Conditions: Applicants will be expected to provide evidence of significant achievement in field of metalsmithing.

Rocco DiMarco Scholarship. $1,500. 1 annual award. Tenable at Cranbrook Academy of Art.

Conditions: Applicants will be expected to provide evidence of significant achievement in ceramics.

Feb. 15, Registrar, Cranbrook Academy of Art, Bloomfield Hills, Mich. 48010.

LOUIS COMFORT TIFFANY FOUNDATION
Awards for Study of Ceramics & Metal Art or Weaving & Stained Glass Design. Approximately $2,000. 1 year. Approximately 30 awards available. Tenable in any country.

Conditions: To nationals of the United States. Awards are highly competitive and are intended for advanced students with previous experience who have already demonstrated outstanding ability in their fields of study.

May 1, Louis Comfort Tiffany Foundation, 1083 Fifth Ave., New York, N.Y. 10028.

NOTE: Additional specifics are available upon request from Allen P. Conroy AIA, 227 Hale Ave., Princeton, West Virginia 24740.
Alpha Rho Chi Scholarship Opportunities

A SELECTED LIST OF MAJOR FELLOWSHIP OPPORTUNITIES AND AIDS TO ADVANCED EDUCATION FOR UNITED STATES CITIZENS

National Academy of Sciences
National Research Council
Washington, D.C.

ROUNTY FOUNDATION GRADUATE FELLOWSHIPS
Provide an academic year of study abroad. Tenable in any of more than 130 countries in which Rotary clubs are located. Fields unrestricted; however, awards are made for independent or unsupervised research, residents, or researchers. Candidates must be: between ages of 20 and 28; unmarried; in upper 25% class where such criterion is applicable; able to read, write, and speak language in use in the proposed study country if language is French, German, Italian, or Spanish (for study in other countries, the applicant need not have a proficiency in the language but must be willing to undertake language study in the country prior to the beginning of the regular academic year); sponsored by Rotary Club nearest to permanent residence. Write to nearest Rotary Club.

SEARS FOUNDATION CITY PLANNING FELLOWSHIPS
Awarded for study in program leading to Master of City Planning degree or equivalent at graduate schools of planning admitted to Sears Foundation program. Applicants must be graduate students intending to make city planning their career upon graduation. Twenty fellowships (including renewals) granted annually. Write to Director, Education Programs, The Sears-Roebuck Foundation, c/o City Planning Fellowship Program, 7435 Skokie Blvd., Skokie, Ill. 60076.

U.S. DEPT. OF HUD GRADUATE FELLOWSHIPS IN CITY PLANNING & URBAN STUDIES
For graduate study leading to a (master's) degree in fields involved in the social, economic, and physical development problems of modern cities, with emphasis on the coordination of the physical and social aspects of community development. The program of study must be oriented to careers in city and regional planning, housing, urban renewal, community development, and other types of public service. Candidates must be nominated by institutions of higher education having programs of graduate study in the field of city planning or related areas; students who wish to be considered for these fellowships should contact the dean of the graduate school they plan to enter. For general information, write to Director, Office of Intergovernmental Relations and Urban Program Coordination, Department of Housing and Urban Development, Washington, D. C. 20410.

UNITED STATES STEEL FOUNDATION FELLOWSHIPS
Seventy-eight two-year awards made through 78 participating colleges and universities. Fellowships awarded have been for study in the natural and physical sciences, engineering and business administration, humanities and social sciences; however, fields are not necessarily restricted to these areas of study. For general information, write to Executive Director, U.S. Steel Foundation, Inc., 71 Broadway, New York, N. Y. 10006.

CATALOG OF H.E.W. ASSISTANCE

EDUCATIONAL SCHOLARSHIPS, LOANS, AND FINANCIAL AIDS
Washington, D.C.: Department of the Army, 1969. 84pp. Free. [For dependents of active, retired, and deceased Army personnel].

FELLOWSHIPS IN THE ARTS AND SCIENCES 1967-68

GRADUATE OPPORTUNITIES FOR BLACK STUDENTS
Julie Paynter, Ed. (c/o Julie Paynter, 6753 S. Chappel Avenue, Chicago, Illinois 60649), 1969. 81pp. $3.00.

GRANTS AND AID TO INDIVIDUALS IN THE ARTS

A SELECTED LIST OF MAJOR FELLOWSHIP OPPORTUNITIES AND AIDS TO ADVANCED EDUCATION FOR UNITED STATES CITIZENS

STUDY ABROAD
Paris: UNESCO, 68pp. $6.00 [Order from UNESCO Publications Center, P.O. Box 433, 650 First Avenue, New York, N.Y. 10017].

STUDY AND RESEARCH IN THE MIDDLE EAST AND NORTH AFRICA

UNITED KINGDOM POSTGRADUATE AWARDS 1969-71

NOTE: Additional specifics are available upon request from Allen P. Carney AIA, 227 Hale Ave., Princeton, West Virginia 24740

4-1-72
UNIVERSITY OF CALIF., BERKELEY
Melton Fellowship. Value of award varies. 1 year. Not renewable. Several awards available annually. Tenable at Univ. of Cal., Berkeley. 
Conditions: Preference given to students who have had experience in the fields of city planning and urban renewal.
Newhouse Foundation Scholarship. $800. 1 year. Not renewable. Several awards available annually. Tenable at Univ. of Cal., Berkeley.
Samuel W. Heller Memorial Fellowship. $800. 1 year. Not renewable. Tenable at Univ. of Cal., Berkeley.
Committee on Fellowships and Graduate Scholarships, 225 Sprout Hall, Univ. of Cal., Berkeley, Calif. 94720.