

IOWA ARCHITECT

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INFORMATION

FOR THE

MEMBERS

OF THE

UNITED STATES OF AMERICA

AND DISTRICT OF COLUMBIA

A MESSAGE FROM OUR PRESIDENT

FELLOW ARCHITECTS

GREETINGS!

THIS FIRST ISSUE OF "IOWA ARCHITECT" CAN BECOME A DEFINITE MILESTONE IN OUR ORGANIZATION AND WE SHOULD CONGRATULATE THE PUBLIC RELATIONS COMMITTEE ON TAKING THE "BULL BY THE HORNS". IT REMAINS FOR ALL OF US TO SEE THAT WE COOPERATE TO MAKE THIS AND OUR ENTIRE PUBLIC RELATIONS VENTURE A SUCCESS.

THIS PROBABLY SOUNDS LIKE THE USUAL RAH! RAH!, BUT IT CAN MEAN LOTS TO EVERYONE IF WE GET BUSY AND SHOVE.

YOUR OFFICERS AND COMMITTEES WANT TO MAKE THIS THE BEGINNING OF GREAT YEARS FOR IOWA CHAPTER, BUT WE NEED THE COOPERATION OF CORPORATE MEMBERS, ASSOCIATE MEMBERS, JR. ASSOCIATE MEMBERS AND STUDENTS. WE HOPE THAT ALL OF YOU THINK AND WORK AT PUBLIC RELATIONS CONSTANTLY.

A GOOD ARCHITECT PRODUCES GOOD PUBLIC RELATIONS, BUT BLOWING OUR COLLECTIVE HORN IS A MUST!

SINCERELY,



O. H. THORSON, PRESIDENT
IOWA CHAPTER OF AIA

APRIL 5, 1954

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"THIS I BELIEVE"
ABOUT OUR PROFESSION

SINCE THIS PUBLICATION IN AN EFFORT TO ALLOW MEMBERS OF THE PROFESSION TO BETTER KNOW THEIR FELLOW MEMBERS, THEIR THINKING AND PHILOSOPHY, A SERIES OF ARTICLES ENTITLED "THIS I BELIEVE ABOUT OUR PROFESSION" WILL BEGIN IN THE NEXT ISSUE.

THESE ARTICLES WILL BE WRITTEN BY A DIFFERENT MEMBER EACH ISSUE. JOHN WOOLSON BROOKS F.A.I.A. HAS BEEN INVITED TO BE THE FIRST CONTRIBUTOR TO THIS SERIES. MR. BROOKS IS WITHOUT A DOUBT ONE OF THE MOST RESPECTED MEMBERS OF THE IOWA CHAPTER AND WE BELIEVE HIS THOUGHTS ABOUT THE PROFESSION WILL BE A GREAT SOURCE OF INTEREST TO THE MEMBERSHIP.

FUTURE CONTRIBUTIONS WILL BE MADE BY OTHER MEMBERS UPON INVITATION AND WE WELCOME YOUR SUGGESTIONS WITH REGARD TO THOSE MEMBERS YOU WOULD LIKE MOST TO KNOW BETTER.

IOWA ARCHITECTS IN MOST ACTIVE YEAR

IN AN EFFORT TO PLACE THE PROFESSION OF ARCHITECTURE IN ITS PROPER PLACE IN THE PROFESSIONS OF IOWA, YOUR CHAPTER OF AMERICAN INSTITUTE OF ARCHITECTS HAVE LAUNCHED ON A PROGRAM OF PUBLIC RELATIONS AND PUBLIC EDUCATION THAT OVERSHADOWS ANY PREVIOUS EFFORT OF THE CHAPTER.

SPURNED BY AN ENTHUSIASTIC PROGRAM ON THE NATIONAL SCALE AND BY THE MANY LOCAL CHAPTERS OVER THE COUNTRY, THE IOWA CHAPTER HAS AUTHORIZED A \$3000 BUDGET OF ACTIVITIES FOR THE YEAR 1954. ACTIVITIES INCLUDE (1) A COOPERATIVE VENTURE IN COMBINED USE OF A SECRETARY AND OFFICE BY IOWA AIA AND IOWA SOCIETY OF ENGINEERS (2) RETAINING LEGAL COUNCIL FOR SUCH THINGS AS NEW ARTICLES OF CORPORATION FOR THE CHAPTER, ADVICE IN REVISING IOWA REGISTRATION LAWS, AND LOBBYING ADVICE FOR THE INTERESTS OF THE PROFESSION AND PUBLIC. (3) EMPLOYMENT OF PROFESSIONAL HELP IN PUBLIC RELATIONS.

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SECRETARY

AS OF APRIL 1, 1954 THE ADDRESS OF THE IOWA CHAPTER WILL BE 418 HUBBELL BLDG. STAN VER PLOEG HAPPILY GREETES MRS. FERRELL, SECRETARY FOR OUR IOWA CHAPTER OF AIA. PAST SECRETARIES LIKE GRANT VOORHEES, CLAIRE WEINTZ AND GERRY GRIFFITH WILL BE ABLE TO TALK OF THE OLD DAYS WHEN THEY SPENT HOURS OF TIME IN CORRESPONDENCE WORK AND TIME WHEN THEY HAD TO WRITE THEIR OWN MINUTES OF MEETINGS.

LEGAL COUNSEL

BURDETTE HIGGINS IN CONJUNCTION WITH THE EXECUTIVE COMMITTEE HAS ENGAGED PETER JANSB AS LEGAL COUNCIL. HIGGINS SAYS MR. JANSB'S EXPERIENCE IN LEGISLATIVE WORK IS EXTENSIVE AND HIS BACKGROUND OF POLITICAL CONNECTIONS IS QUITE FAVORABLE TO THE REPUBLICAN LEGISLATURE WE SEEM TO REPEATEDLY HAVE HERE IN IOWA.

PUBLIC RELATIONS COUNSEL

EARLY IN MARCH, YOUR EXECUTIVE COMMITTEE RETAINED WESLEY DAY AND CO., DES MOINES, TO HANDLE A STATE-WIDE PUBLIC RELATIONS PROGRAM FOR THE IOWA CHAPTER. THE FIRM WAS CHOSEN FROM AMONG THREE APPLICANTS AFTER CAREFUL STUDY BY YOUR COMMITTEE. WESLEY DAY AND CO., HAS A BACKGROUND OF SUCCESSFUL EXPERIENCE IN PUBLIC RELATIONS WORK FOR MANY WELL-KNOWN ORGANIZATIONS, AND HAS EXCELLENT CONTACTS WITH PRESS, RADIO AND TELEVISION. THEY WILL WELCOME YOUR SUGGESTIONS.

SECRETARY

At a meeting of the Board of Directors held on the 15th day of April, 1901, the following resolutions were adopted: That the Secretary be authorized to procure for the Board of Directors a copy of the old city directory for the year 1900, and to cause the same to be bound in a book and to be placed in the office of the Secretary.

LEGAL NOTICE

I hereby certify that the following is a true and correct copy of the minutes of the meeting of the Board of Directors of the City of New York, held on the 15th day of April, 1901.

WILLIAM W. WALKER, Secretary.

MUNICIPAL LEGISLATURE

Resolved, That the Board of Directors be authorized to procure for the Board of Directors a copy of the old city directory for the year 1900, and to cause the same to be bound in a book and to be placed in the office of the Secretary.

OFFICE NEWS

A RATHER LATE CONGRATULATIONS TO OFFICER SMITH, VOOHEES, JENSEN, SILLETTO, AND BROOKS-BORG UPON REMODELING OF THEIR OFFICE INTO TWO OF THE MOST ATTRACTIVE OFFICES IN DES MOINES.

CONGRATULATIONS TO THE NEW FIRM OF WOODBURN AND O'NEIL -- PRINCIPALS INCLUDE CHESTER WOODBURN (PAST PRES. AIA), EUGENE O'NEIL AND WILLIAM WOODBURN.

CONGRATULATIONS TO OUR SECRETARY VER PLOEG FOR THE ADDITION #3 TO THE FAMILY. IT'S A GIRL.

WELCOME BACK GEORGE RUSSELL. RUSSELL WHO REJOINS THE FIRM OF TINSLEY, HIGGINS, LIGHTER, AND LYON AFTER SEVERAL YEARS IN SUNNY CALIFORNIA. -- MUST BE THE GOOD FELLOWSHIP THAT BROUGHT HIM BACK - IT COULDN'T HAVE BEEN THE WEATHER.

CONGRATULATIONS TO MORGAN & GELATT, THE ONLY FIRM TO RESPOND WITH FEATURE STORY PHOTOS REQUESTED LAST DECEMBER. MAYBE OUR FEATURE STORY WILL ONLY FEATURE MORGAN AND GELATT.

WELCOME BACK JIM LYNCH, WHO NOW ASSISTS JOHN NORMILE - WE KNEW YOU JUST COULDN'T STAY AWAY FROM DES MOINES.

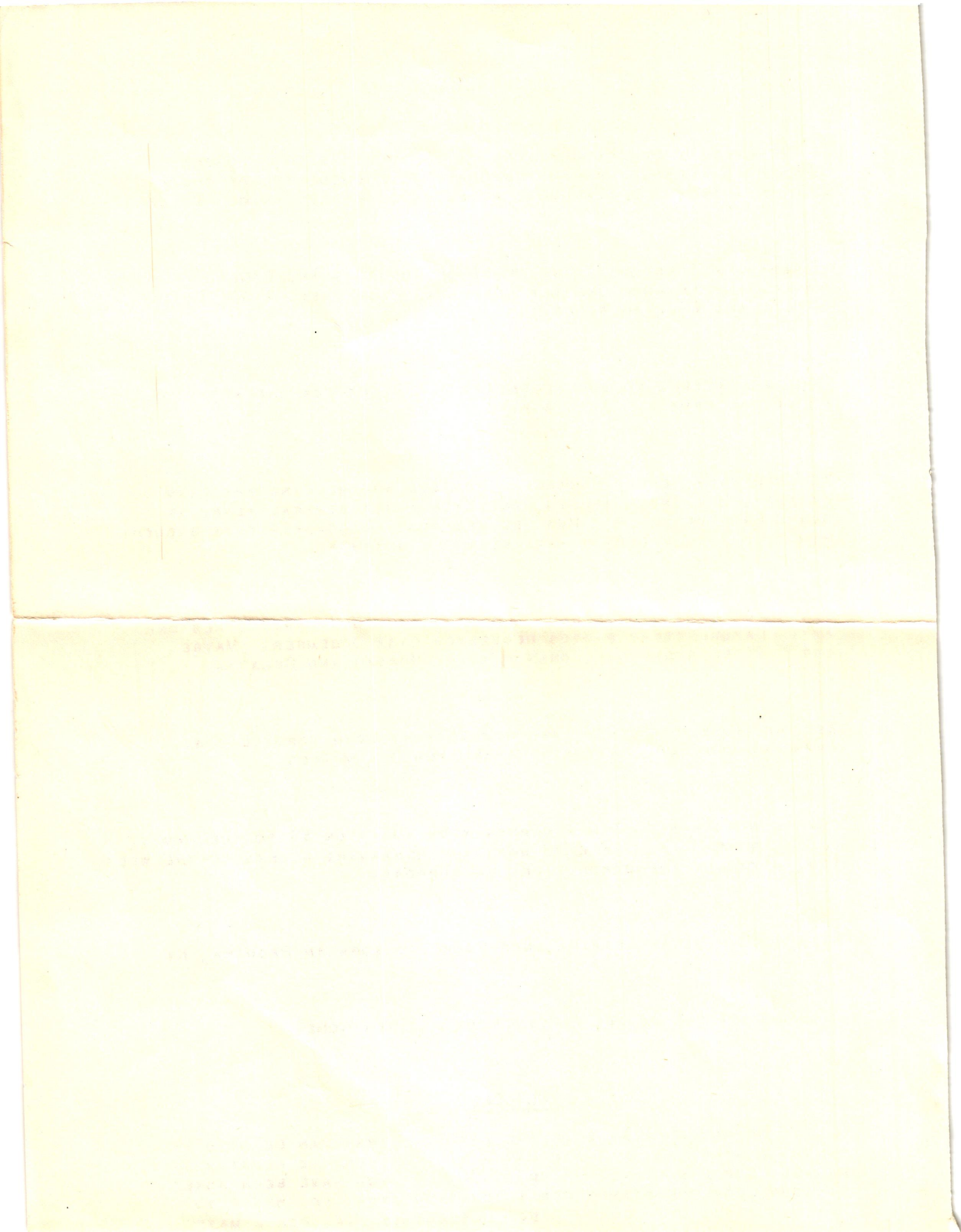
CONGRATULATIONS TO TOM ATHERTON UPON ADDITION #3 TO THE FAMILY - LOOKS AS IF YOU'LL HAVE TO WORK THE REMAINING NIGHTS OF THE WEEK, TOM, WITH ALL THESE ADDITIONS TO SUPPORT.

WALT HOTCHKISS IS LEAVING AMOS EMERY TO WORK IN PADUCKA, KY.

CONGRATULATIONS TO JOE PETERSON ON HIS NEW HOME.

NOTICE:

MATTS ARE NOW AVAILABLE OF THE AIA SEAL THAT CAN BE USED IN CONGRATULATORY ADS. THESE MATTS WILL BE SENT TO MEMBERS UPON REQUEST FOR A NOMINAL FEE OF \$1.00. IF YOU HAVE BEEN ASKED BY YOUR LOCAL NEWSPAPER FOR A CONGRATULATORY AD, WRITE TO BOB HULLIHAN, 257 JEWETT BLDG. DES MOINES, IA. FOR A MATT AND SOME SAMPLES OF APPROVED



DES MOINES FIRMS ARE SO BUSY THAT THERE IS A COMPETITIVE NEED FOR EXPERIENCED DRAFTING HELP. ABOUT EVERY OFFICE SEEMS TO BE HUNTING THE PREMIUM HELP. IN LINE WITH THIS, READ OUR GOLD-PLATED OFFER BELOW:

WANT TO HIRE HELP, SELL OR BUY? THE IOWA ARCHITECT WILL OFFER IN THE MAY ISSUE A WANT AD SECTION. YOU CAN ADVERTISE USED ITEMS FOR SALE, ADVERTISE FOR ADDITIONAL HELP, ADVERTISE FOR ITEMS IN THE PROFESSION YOU WISH TO PURCHASE. THE RATE WILL BE A MODERATE 10 CENTS PER WORD - AND WE'LL EXTEND CREDIT. YOU PAY WHEN THE AD APPEARS.

WE WANT YOU TO WRITE TO THE IOWA ARCHITECT. BRICK-BATS, SUGGESTIONS, PATS-ON-THE-BACK, NEWS ITEMS ALL WILL BE ACCEPTED AND PROBABLY PRINTED. PERSONAL NEWS OF PEOPLE IN THE PROFESSION IS ESPECIALLY NEEDED. YOUR HELP IS NEEDED TO MAKE THE IOWA ARCHITECT A CONSTRUCTIVE, FORMATIVE PUBLICATION. SEND YOUR ITEMS TO BOB HULLIHAN, WESLEY DAY AND CO., 257 JEWETT BUILDING, DES MOINES. DEADLINE FOR THE NEXT ISSUE IS MAY 1, SO DASH OFF SOMETHING NOW AND SEND IT IN.

WHAT ITEMS WOULD YOU LIKE TO SEE IN A CHAPTER PUBLICATION - YOUR SUGGESTIONS ARE MORE THAN WELCOME.

WANT AD COLUMN

WANTED: ORIGINAL IDEAS FOR THE NAME OF IOWA CHAPTER PUBLICATION CURRENTLY CALLED "IOWA ARCHITECT"

ARCH-I-TICKLES

IF I TAKE CASTER OIL, DOC, WILL I BE WELL ENOUGH TO GET UP IN THE MORNING?

DOC: YOU'D BETTER BE.

NICE GIRL: ONE WHO WHISPERS SWEET-NOTHING-DOINGS IN YOUR EAR.

IN A SCHOOL IN ONE OF THE POORER DISTRICTS OF A BIG CITY, A QUESTIONNAIRE WAS SENT HOME WITH A NEW PUPIL REQUESTING INFORMATION ON HOME ENVIRONMENT, NUMBER OF BROTHERS AND SISTERS, FATHER'S OCCUPATION AND SO ON. THE NEXT DAY THE CHILD RETURNED WITH A SCRAP OF PAPER ON WHICH WAS WRITTEN, "WE HAVE 18 CHILDREN. MY HUSBAND CAN ALSO DO PLUMBING AND CARPENTRY WORK."

THE POINTS TO BE MADE IN THIS CASE ARE THAT THE
APPLICANT HAS BEEN IN THE SERVICE OF THE
FEDERAL GOVERNMENT FOR A PERIOD OF SEVEN YEARS
AND THAT HE IS NOW IN THE SERVICE OF THE
STATE GOVERNMENT.

HE WANTS TO BE REWARDED FOR HIS SERVICES AND
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WANT TO GO

WANTED: ORIGINAL ISSUE FOR THE NAME OF THE APPLICANT
CURRENTLY CALLED "JOHN ARCHITECT"

ARCHITECT

IF I TAKE CARE OF THE DOG, WILL I BE ABLE ENOUGH TO RETURN
THE MORNING?

ONE YOU'D BETTER BE

FACE GIRL: ONE AND ENTHUSIASTIC LOOKING BOY IN THE

IN A SCHOOL IN ONE OF THE FRONT ROWS OF A CLASS
A POSITIONNARY ONE POINT ONE NEW YORK STATE
FORMATION ON HOW ENTHUSIASTIC NUMBER OF STUDENTS
THEIR'S OCCUPATION ONE OF THE BEST OF THE CHILD
LIVED WITH A GROUP OF PAPER OF THE NEW YORK
CHILDREN. HE HAD ONE AND TO BE HAVING AND CONCENTRATED
WORK

YOU HAVE JUST READ THE FIRST ISSUE OF YOUR IOWA CHAPTER
PUBLICATION. IT ISN'T A LIFE, LOOK, OR EVEN A READER'S
DIGEST. BUT IT IS A BEGINNING. IF YOU WILL HELP, IF YOU
WILL SEND IN NEWS AND SUGGESTIONS, THIS PUBLICATION WILL
GROW AND PROSPER.

You have just read the first issue of your paper. This is
publication. It isn't a letter, look on each page as
direct. But it is a beginning. If you will help us
to be read in news and suggestions, this publication will
grow and prosper.

