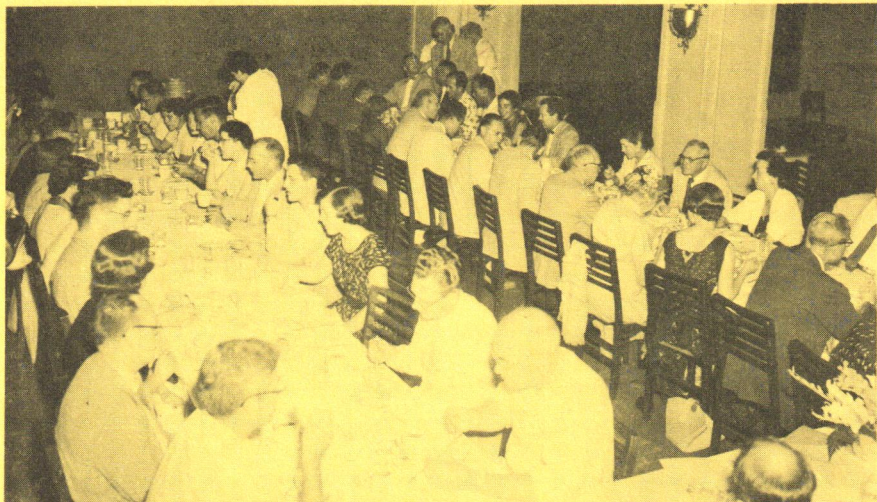


# IOWA ARCHITECT



Iowa Chapter  
American Institute of Architects



*This was the scene in the Hotel Russell Lamson, Waterloo, when architects and their wives sat down to the annual convention banquet. The banquet followed a morning business session. A buffet at the home of Mr. and Mrs. Ossie Thorson and a social evening completed the convention.*

## *Congratulations...*

The "IOWA ARCHITECT" should promote better relationship between the members and be of real value to all.

We believe we can best serve the Architects of Iowa by representing only good Companies and by insisting that they deliver **QUALITY** merchandise and keep delivery promises.

Each month we hope to call to your attention some of the items which we can furnish you and we will do everything within our power to carry through each contract to the complete satisfaction of the Architect, the Contractor, and the Owner.

**We hope you will call upon us at any time  
we might be of help to you**

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## OFFICE NOTES AND MISCELLANY . . . . .

...Congratulations and welcome to Clifford Prall who has opened his office at 621 Insurance Exchange Building in Des Moines. The emphasis will be on schools, public and educational buildings.

...Chapter Secretary Stan Ver Ploeg asks to be notified when members change addresses.

...Commendations are due the Polk County Board of Supervisors on the fair manner in which they went about retaining an architectural firm for remodeling the Polk County Home or for building a new one. The course of action will be decided on recommendation of Woodburn and O'Neil, the firm retained. The Board of Supervisors invited 14 architects to present their credentials and, later, recalled five of the architects for individual interviews before retaining Woodburn and O'Neil.

...The Iowa Architect wants news from your office. This issue is a little "formal" with news of chapter activities simply because we received no items of personal interest from members. Please, send news items to the hard-pressed editor.

...Appropriate Quotes From A.I.A. Obligations of Good Practice: An Architect's relation to his client depends upon good faith. Before undertaking any commission he should explain the exact nature and extent of his services, and his compensation therefor.

...An Architect should consider the needs and stipulations of his client and the effect of his work upon the life and well being of the public.

## SUMMER MEETING

## BIG AND LIVELY

Approximately 70 persons, Architects and their wives, attended the annual summer meeting in Waterloo which marked the beginning of the second half-century for the Iowa Chapter, A.I.A.

Main order of business for the men was a lengthy, detailed discussion and final approval of amendments and corrections in the Chapter Articles of Incorporation and by-laws. It was the first rewriting in fifty years.

Opinions flew thick and fast during the usual lively discussion of a minimum fee schedule with the eventual decision to appoint a committee for further study and a report at the next meeting of the Chapter.

During the annual banquet, the Public Relations Committee made a report on activities and asked Chapter members to suggest public service programs.

Following the banquet, President "Oss" Thorson and Mrs. Thorson were hosts to the convention delegates in their home where a buffet dinner was served. The graciousness of the Thorsons and the beauty of their home still did not still the fee schedule debate, according to reports.

In fact, it is understood it took a boat trip on the river and the weariness of 2 a.m. to quiet the fee schedule give and take.

The highly successful meeting included some good public relations results. Two radio interviews and a television appearance were arranged in conjunction with the meeting. In addition, the Waterloo Courier carried stories in advance of the meeting; a picture and a story running to two columns in their Sunday edition following the convention.

All in all, the membership joined in calling the Waterloo meeting one of the most successful in some years.



THIS I CONTEND

By Karl M. Waggoner

(The second in a series of articles in which members of the Iowa Chapter express their convictions about the profession.)

"I believe the practice of Architecture is a professional undertaking and, as a profession, ranks second to none.

"We need never apologize for the Architectural profession, in spite of the fact we might have need at times to apologize for our own personal contributions to the profession.

"I believe the public is considerably more in sympathy with the Architect and his place in our economic set-up than it was in the not too far distant past. Public relation efforts have done much to bring this about.

"I am convinced that we who practice Architecture hold the key to good public relations wholly upon our drawing boards.

"We should constantly strive to improve our service to those we serve, by the preparation of better and more complete drawings, clearer and more concise specifications, and more thorough supervision. If we do this we will be improving public relations in the most effective and positive manner possible.

"To do less than provide contract documents that are adequate for the work of accurate bidding and construction is to obtain a fee under false pretenses. Complete and well detailed drawings result in the lowest possible costs to the owner and the greatest profit to the contractor. It also lessens the Architect's work during the construction period.

"When we as Architects render the service to which the owner is entitled and carry on our

work in a true business-like manner, we will not be concerned with the matter of distributing match folders, advertising, or radio and T.V. appearances.

"I believe there is a marked tendency for young men to establish their own firms perhaps a little before they are ready for the ordeal. Five years of college, three years employment and the passing of the state board examinations does not, in my opinion, make a man an Architect. To enter into practice on his own at this time, in most cases, is an injustice to himself and to his profession as it affects public relations.

"The practice of Architecture is a great trust. To spend one-half million dollars of an owner's or tax body's money is a serious business.

"I, like John Brooks, wonder if we are as interested in what we do for the owner as we are in the fee we will collect."

\* \* \*

SERIES CALLED                      The series of articles, "This  
"OUTSTANDING"                      I Believe," contributed by  
   members of the Iowa Chapter  
   has attracted attention and  
praise from top Architectural circles. (The  
excellent statement by Karl Waggoner is the  
second in the series. The first was by John  
Brooks.)

In a letter to Brooks, Henry H. Saylor, editor of The Journal, called the article "outstanding" and suggested that it might be published "for a wider audience in the Journal."

Saylor's letter and the articles by Brooks and Waggoner seem to indicate that the series has unearthed a fine talent for the written word among Chapter members. Watch for the next in this series. Or, if you have something to say that can't wait, send us your "This I Believe" statement.

## THORSON ADDRESSES

### SCHOOL CONFERENCE

Chapter President Ossie Thorson was one of the featured speakers at the recent School Building Planning Conference in Iowa City.

Addressing the gathering of school superintendents and architects from throughout the state, Thorson warned that "Short cuts in school construction can be disastrous unless intelligently developed and capably supervised by an architect with imagination.

"The real cost of a school building is its total cost over a period of at least 50 years, not merely the original construction cost," he reminded the superintendents.

Warning against bureaus and architects who use "stock plans" in school construction, Thorson said many communities "have learned the hard way that it is cheaper to make plans fit the building site than to make the site fit the plans."

He said economy in school construction must start with a well developed set of requirements in which the superintendent and school board agree to "flexibility and multi-use rooms in order to get the most use from each square foot."

After describing methods by which capable architects can reduce school building costs, Thorson urged educators and architects to achieve in all school rooms "a cheerful and informal quality, and to preserve in all buildings a balance between the requirements of education, environment and economy."

Thorson's remarks were reported in the Iowa City Press-Citizen and the Waterloo Daily Courier on the basis of advance stories prepared by your Public Relations Committee.



## SECOND CITY TOUR

### BY ARCHITECTS

The Mason City Globe-Gazette played host to a committee of Chapter members making a tour of Mason City for educational and public relations purposes.

The program was the second of its kind in Iowa. The first city tour was of Davenport in conjunction with the Davenport Daily Times.

Members of the committee were Karl Waggoner, Mason City; Clyde Lighter, Des Moines; Norman Madson, Forest City; and Charles Altfillisch, Decorah.

The tour resulted in a story of more than a column and a half and two pictures in the Gazette.

\* \* \*

### A.I.A. NEWSLETTER

#### CITES IOWA PROGRAM

The August issue of the A.I.A. Public Relations Newsletter devoted a sizeable paragraph to the beginning phases of the Iowa Chapter's public relations program.

The nationally circulated Newsletter reported the Iowa Chapter's city tour program, radio and television appearances by Chapter members, and the widespread use of news stories prepared and released by the Chapter's Public Relations Committee.

A comparison with Newsletter reports of public relations activity by other chapters shows that the Iowa Program is, apparently, one of the most comprehensive state activities.

Help keep this program at its effective best by sending suggestions for public relations programs to your public relations committee.

ARCHITECTS ASKED FOR

"TIME VAULT" EXHIBIT

The Des Moines Register and Tribune Co., will build at this year's State Fair a "Time Vault" to be opened in the year 2054. Called a "Centurion" the vault will contain documents and other material portraying present-day life in Iowa.

Members of the Iowa Chapter, A.I.A., have been invited to contribute pictures, drawings, blue-prints and other material that points up the scope of architecture in Iowa today.

Exhibits to be placed in the "Centurion" must be in the hands of Bob Savage, public relations committee chairman, by Sept. 6.

(One wag suggests placing a proposed minimum fee schedule in the "Centurion." He figures that by the time the vault is opened 100 years from now, architects will be ready to accept it.)

\* \* \*

ARCHITECTS TO MEET

WITH HOEGH, HERRING

Architects representing Iowa Chapter members will meet with the two candidates for Governor of Iowa to discuss matters of interest to the A.I.A. and the general public.

One group of Architect's will meet with Attorney General Lee Hoegh in the State House and another group with Polk County Attorney Clyde Herring in the Polk County Court House. By coincidence, both candidates set Sept. 13, 10 a.m., as the time for the meetings.

If you have any questions you would like the candidates to answer, rush those questions to Charles Silletto, chairman of the committee on legislation. Major subjects to be discussed are a state building code and questions related to the construction industry.



Members of the committee named by Silletto are Leonard Wolf, Ralph Arnold, Karl Keffer, Burdette Higgins, Arthur Burton, Amos Emery, Gerald Griffith, and George Spooner.

The membership of the Chapter will be informed of the results of these meetings which are designed to learn the views of the candidates on construction matters that are in the public interest.

\* \* \*



YOU SAY YOU WANT A NICE HOUSE DESIGNED FOR CLARICE? -- ER--JUST WHO MIGHT CLARICE BE?

DEADLINE SET FOR THE  
CRAFTSMANSHIP AWARDS

John Brooks, chairman of the Chapter's committee on relations with the construction industry, has announced that all nominations for craftsmanship awards to outstanding workers in the building trades must be in the hands of his committee by Nov. 15. An unspecified number of certificate awards will be presented at the Chapter's meeting in January.

General Contractors and Architects may nominate "individuals who have become recognized in their community for their ability and influence on good construction," Brooks said.

Nominations may be made on forms available at the Masterbuilders office in Des Moines or from Stanley Ver Ploeg, Iowa Chapter secretary, 5936 Cottage Drive, Des Moines. The nomination blank printed on the next page may be used also.

Contractors and Architects may nominate several men, but separate applications should be filed for each.

This award program is one of the most important the Chapter has ever undertaken. It has great potential for public service and the construction industry has indicated it will hold the awards in high regard. This is a program that deserves your support.

Nominate workmen you know are outstanding craftsmen in their trades. Mail your nominations to reach John Brooks by Nov. 15.

The program is being conducted by the Chapter's Committee on Relations with the Construction Industry. Committee members are Brooks, chairman; Karl Waggoner, Wesley D. Frevert, Roland T. Harrison, Charles L. Ritts, and Wayne R. Lyon.

The Public Relations Committee is assisting with publicity and public information on the program.



Nomination for Craftsmanship Award  
Iowa Chapter  
A.I.A.

Name of Contractor \_\_\_\_\_

Name of Craftsman \_\_\_\_\_

His Address \_\_\_\_\_

Craft \_\_\_\_\_

Projects on which he has worked, with names  
of Architects

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Person making nomination \_\_\_\_\_

Address \_\_\_\_\_

(Mail to reach J. Woolson Brooks, 815 Hubbell  
Building, Des Moines, by November 15, 1954.  
Awards will be made in January, 1955.)

## ARCH-I-TICKLES

(Selections from an Architect's vocabulary)

It is in Progress - So wrapped in red tape that the situation is almost hopeless.

We Will Look Into It - By the time the wheel makes a full turn, we assume you will have forgotten about it.

A Program - Any assignment that can't be completed by one telephone call.

Expedite - To confound confusion with commotion.

Channels - The guy who has a desk between two expeditors.

Consultant (or expert) - Any ordinary guy more than 50 miles from home. (Must have briefcase)

To activate - To make carbons and add more names to the memo.

To Implement a Program - Hire more people and expand the office.

Under Consideration - Never heard of it.

Under Active Consideration - We are looking in the files for it.

A Meeting - A mass mulling by master-minds.

A Conference - A place where conversation is substituted for the dreariness of labor and the loneliness of thought.

To Negotiate - To seek a meeting of minds without a knocking together of heads.

Re-orientation - Getting used to working again.

Reliable Source - The guy you just met.