

IOWA ARCHITECT



Iowa Chapter American Institute of Architects

VOL. II, NO. 1

OFFICIAL PUBLICATION

FEBRUARY, 1955

Convention A Success!

OFFICERS, 1955

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Vice President.....William Parish
Secretary.....Stanley Ver Ploeg
Treasurer.....Clair Weintz

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Craftsmanship Awards Presented

The annual convention of the Iowa Chapter, A.I.A., held at Hotel Savery in Des Moines must be rated one of the most successful get-togethers ever held by the membership.

"Oz" Thorson brought his presidency of the Chapter to a handsome climax and stepped out of office with what sounded suspiciously like a sigh of relief.

"Gerry" Griffith stepped manfully into the president's spot as the unanimous choice of the members assembled. Bill Parish was elected vice president by another unanimous vote.

Stan Ver Ploeg and Clair Weintz were re-elected secretary and treasurer respectively. See page three for convention highlights.

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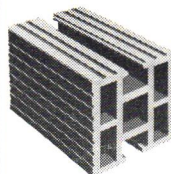
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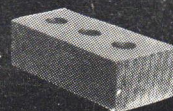
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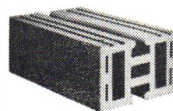
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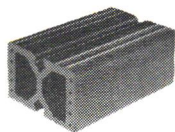
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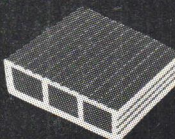
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Convention Highlights...

The mimeographed minutes of the convention are being mailed to each member along with this issue of Iowa Architect, so this report will content itself with a quick look at such highlights as:

The feeling of warmth and pride at the banquet as "Oz" Thorson handed out the first craftsmanship awards. (See story on page four.)

The panic when "Smitty" announced that the liquid refreshments had disappeared only a couple of hours before the cocktail hour. (It developed that the architects' goods had been mistaken as surplus from a previous convention and hauled away. Fast work retrieved the supply in the nick of time.)

The thought-provoking speech by Robert Lederer, A.I.A., reported on page 6.

Gene O'Neil's sad blunder is forgetting his wife's birthday in the press of convention business.

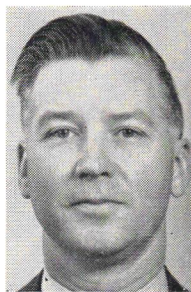
The uneasy expressions of the brothers as their wives assembled for a special showing of furs.

The stimulating panel discussion on school construction costs and financing featuring J. C. Wright, superintendent of public instruction, A. B. Grimes and Prof. Steve Knezevich. Waldo Dean, Grant Voorhees and Bill Parish represented the architects.

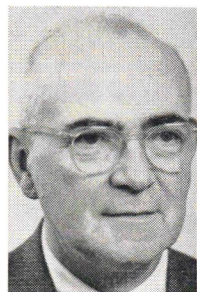
The fact that three business sessions were not enough to complete the business of the convention.

Spec Redd—and Smitty—at the piano and the "sober observers" delight in watching personalities emerge as the bar reopened after the banquet and dancing began.

Talbot Jones' discussion of the movement to reclaim blighted areas in cities. He described the establishment of Pub-



GRIFFITH



PARISH

lic Authorities to buy, clear and sell rings of decay around business areas. (An idea for your community? Architects could lead the way.)

Ray Hueholt's dedication to duty as reservation chairman, even though his wife had a baby in the midst of it all.

Walt Moeller's talk and his generous offer to include architects in the mailing of the Master Builders' legislative bulletin.

Frank McNett, director of the central states district, thanking the members for inviting him to the convention and saying he enjoyed it "immensely."

The good work—the hard work—done by the officers and the committees in making the 1955 convention one of the best.

QUESTIONS . . . AND COMING EVENTS

The Spring meeting with the student chapter will be held at Iowa State College, Ames, April 13.

Where to hold the Summer meeting? The suggestion has been made that Iowa architects have a dinner meeting during the National convention in Minneapolis June 18. This would take the place of the summer meeting. Let President "Gerry" know what you think.

Have you contacted your legislators on a state building code? The word is that chances for passage of a code are better now than at any time in recent years. The building industry is behind this movement.

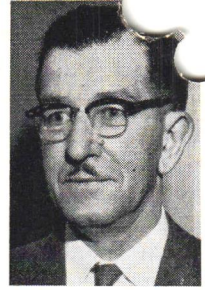
The Craftsmen

The Iowa Chapter, A.I.A., presented Iowa's first craftsmanship awards to workers in the building trades at the annual convention in Des Moines. Awards were presented to:

Fred Gienger, Gladbrook, for "exceptional pride and ability in his work as a bricklayer." Gienger, 52, has been a bricklayer for 29 years. He is employed by the Gethmann Construction Co. of Gladbrook.

Domenic Giacomuzzi, 1953 S. E. Ninth st., Des Moines, for his "constant concern to produce a product of outstanding quality." Giacomuzzi, 64, has been a cement finisher for 50 years. He is with the Weitz Co.

Jake Vlaanderen, Sioux City, a carpenter



GIENGER

for 45 years, for "constantly striving for perfection" and as an instructor for apprentices. Vlaanderen, 65, is employed by the W. A. Klinger Co. in Sioux City.

Carl V. Edwards, 3327 Sixty-first st., Des Moines, for "constantly demanding the highest quality workmanship of himself and others." Edwards, 56, has been a mason for 33 years. He is a foreman for Ringland-Johnson, Inc., here.

Jim J. Guizzetti, 1544 W. Eleventh st., Des Moines, for "working always to the utmost of his ability" and for "eagerness to accept added responsibility." Guizzetti, 30, is a laborer for the W. H. Breiholz Co. and the youngest award winner.

George Gebard, 1900 E. Twenty-first st., Des Moines, for "excellence in welding, rework" and designing ornamental iron. A foreman the Weitz Co., Gebard, 41, has been an ironworker for 17 years.

George Hunnicutt, 8031 Ashworth rd., Des Moines, for "intense interest in delivering high grade work and ability to match colors. Hunnicutt, 65, has been a painter for 45 years. He is a foreman for Arthur H. Neumann Co. here.

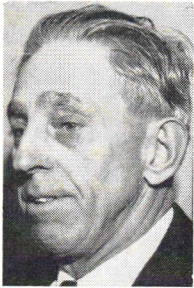
Rex Sylvester, Davenport, for "outstanding efforts to improve workmanship, methods and materials in electrical installations." Cited also for educational work among apprentices, Sylvester, 59, has been an electrician for 37 years.

Paul Musselman, 1639 Arlington st., Des Moines, for "great pride in producing good work" and for "exceptional ability in ornamental plastering." Musselman, 64, has been a plasterer for 40 years. He is a foreman for the Arthur H. Neumann Co.

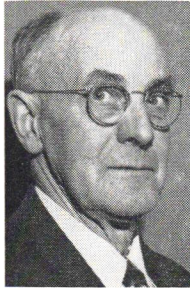
Sylvester and Musselman were unable to attend the presentation ceremony and received their awards later.

The awards are based on ability, experience, loyalty to the job, integrity "and that quality of craftsmanship that makes a man give his best, day after day," according to O. H. Thorson, immediate past president, who presented the awards.

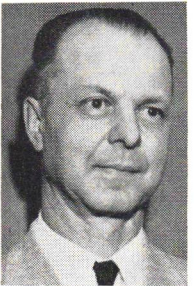
Chapter members are asked to start watching for craftsmen on their various jobs and advise contractors that the award program is in operation. Contractors or architects can nominate workers for the awards.



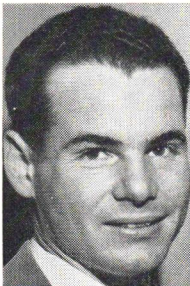
GIACOMUZZI



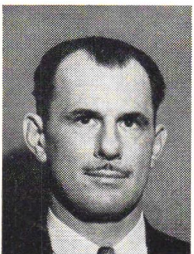
VLAANDEREN



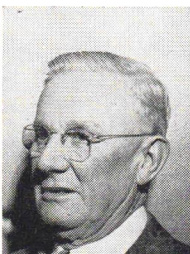
EDWARDS



GUIZZETTI



GEBARD



HUNNICUTT

May We Lecture A Bit?

The members attending the annual convention in Des Moines generously gave the Public Relations committee a vote of confidence. Votes of confidence are dangerous things. It gives the people receiving them the feeling that they can start talking. That's the feeling we've got and we are starting.

First, we remind those who heard it and tell those who didn't that the Iowa Press Association has told its member papers not to print stories from the Chapter because architects do not advertise.

This hasn't been done because the papers think they are missing a lot of revenue from architects. It's a matter of principle mixed up with a considerable amount of misunderstanding on all sides.

Papers think architects won't advertise because they feel exalted. Architects think papers won't give them credit because some editorial conspiracy is afoot.

As long as these attitudes exist, mistaken though they may be, architects are going to have a rather dim relationship with the newspapers.

The first step would seem to be to remove the misconception that architects look down on advertising as something unworthy in itself.

Architects can sponsor advertising as long as that advertising does not name an architect or architectural firm. This is strictly within the ethical code of the A.I.A.

One or a group of architects in a community can sponsor congratulatory advertising or co-operative advertising on the completion of new buildings, on civic events or achievements, or as a public service.

For example, chapter members in Dubuque recently sponsored a small congratulatory ad on the opening of a free bridge across the Mississippi. The ad was signed: "Dubuque members of the Iowa Chapter, American Institute of Architects."

The cost to each Dubuque member was small and the ad improved relations with the local paper for ALL architects in the city, according to reports.

That's our point. Architects in a community can co-operate to place an ad when there seems to be a legitimate reason for doing so. The result will be better press relations for ALL.

For example, a small ad signed for the Iowa Chapter, A.I.A., could offer congratulations on the completion of a new, architecturally designed building; suggest support of a civic project; honor local award winners; observe local events.

The Public Relations committee has mats of the A.I.A. seal available for use in this type of advertising.



THIS AD MAT IS AVAILABLE

Chapter members may obtain a mat of the A.I.A. seal for small-space advertising by writing to Robert Savage, 931 59th St., Des Moines. Enclose \$1.00 to cover costs.

"This I Believe"

(Excerpts from a speech "Yes, We Have No Tradition," by Robert Lederer, A.I.A., director of design for Mandel Brothers, Chicago, delivered at the annual convention of the Iowa Chapter in Des Moines.)

". . . The point in question is that architecture has been a derailed art for over a century.

"For the last 100 years or more no building has been built which still looked as good after, let us say 20 years, as it did when it was new.

"Generations of architects have been given a simple-sounding formula, 'Form follows Function.' This formula has never helped me in arriving at a solution.

"From the architect's viewpoint, function becomes too complex to be considered a good determining factor in the solution of a form problem.

"It seems to me that Frank Lloyd Wright and many of his contemporaries around the end of the last century and ever since have relied too much on their intuition in the creation of contemporary form.

"What accounts for the fact that their buildings became dated rather than pointing toward a tradition of tomorrow is their unawareness of the need to integrate themselves into the traditional pattern which still exists around us.

"It is our objective to reconstruct our own would-be civilization, applying the archeologist's methods in reverse in order to find out whereto civilization would have developed if certain influences had not occurred.

"The architect has to know what can be done by the different crafts and what their finished products should look like.

"He should know how the skilled craftsman uses his tools and he should understand the properties of his materials and he will find inspiration for his design by basing his thinking upon skilled use of tools and materials. He

will then design in tune with the of our times and not contrary to them.

"The style of architecture of the twentieth century has to fit the American Executive.

"We should realize that the American Executive has far too much respect for the value of labor to enjoy ostentation.

"There is an important question which has to be answered if we want to arrive at a practical formula for solving the basic question, 'How can we create environments which are enjoyable to our contemporaries?'

"Again referring to the eternal scheme which seems to govern the coming and going of civilizations, it can be said that there have always been compensating factors for every 'lost' skill.

"One important compensating factor has been gained in new possibilities offered to us in the application of light.

"Light should be used to achieve a composition in space, similar to the two dimensional compositions which the great painters of the past have created in their paintings.

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