

IOWA

ARCHITECT

Official Publication of

Iowa Chapter

American Institute of Architects



Strong Program on "ARCHITECT--COMMUNITY"; Satirical Humorist Is Banquet Headliner

Building on the theme, the 1958 Convention Committee, operating under Chairman George Russell, has constructed a program based upon sound information and capped with a nationally humorous speaker.

Art Briese, known from coast to coast as America's Knight of Satire, will be the principal speaker at the Buffet Dinner which will climax program activities Friday, January 24.

Briese, who travels extensively to present an exceptionally different program, was born on a Canadian farm and started his working career at age 16. He worked as a thresher crewman, a lumberjack, a sawmill worker, a photographer, a travelling salesman, and was a medical student and an X-ray operator before becoming a writer and actor. He has been traveling as a speaker and lecturer for more than 20 years.

Known as the "Knight of Satire," Briese has explained that Will Rogers' humor consisted of "pricking the tiny little bubbles of human vanities with a sharp pointed needle of satire." Of himself, Briese says: "I just use an axe and let the chips fall where they may."

A long list of schedule speaking appearances keeps Briese on the go throughout the year, and he is widely liked and accepted. He is one of the speakers who is likely to appear on both coasts and in border states on the North and South of the country all within the same week.

"We are certain he will provide us

with a stimulating and entertaining evening, for while he is billed as a humorous speaker, we know that he also presents a philosophic outlook of interest," says Convention Chairman Russell.

Architect and Community

John R. Grove, Assistant Director of the Allegheny Conference on Community Development in Pittsburgh, has been secured as the principal speaker whose subject matter will be devoted to the theme of the convention.

Mr. Grove is acquainted with all phases of planning community develop-

(Please turn the page)

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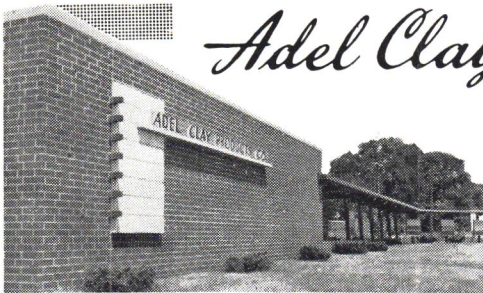
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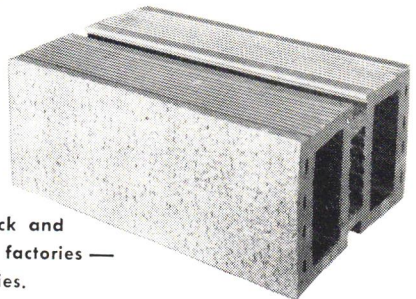
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More Program . . .

ment, whether the community is that of a middle-size town, or that of a major industrial and business area. William Wagner, program chairman for the convention, will introduce the speaker.

Following Mr. Grove's discussion of the relation of the architect to his community, he will join three others vitally interested in community development and particularly interested in the redevelopment of Des Moines. They are:

Charles T. Cownie, Des Moines furrier who, as chairman of the Central Business District Committee of the Des Moines Chamber of Commerce, has been leading efforts to secure a redevelopment project for part of the city.

Richard D. Fernbach, who recently came to Iowa as the Des Moines City planner.

John Butter, Chief Engineer of the Iowa Highway Commission, whose work everyday effects the development of communities throughout the state.

Hiram Hunn, Des Moines attorney, widely known as a moderator of panel groups, will moderate this panel. Jim Lynch, Public Relations Chairman for the Chapter, will introduce the program.

Education Activities Report

Prof. Leonard Wolf of the Department of Architecture of Iowa State College will take the rostrum at 4 p.m. for a discussion of activities of the A.I.A. Committee on Education.

This report promises to bring fresh information on a subject vital to the profession, for Prof. Wolf will attend a meeting of the A.I.A. Committee at New Orleans January 21 and 22, returning to Iowa just in time to attend the A.I.A. Chapter meeting.

One of the subjects to be covered in this report is the "Architects in Training" system which was developed by the A.I.A. Committee on which Prof. Wolf has been serving since the beginning of the project.

New Film

The newest film addition to the materials available to interest young persons in the profession of architecture will be presented following Prof. Wolf's report.

SPEAKER



Art Briese
Knight of Satire

It is titled "Career in Architecture" and was produced by the Weyerhouser Lumber Co. It has a running time of approximately 27 minutes, and is available to Chapter members throughout the state for use during high school career days.

The annual reception will be held beginning at 5:30 P.M. in the Des Moines Room, and guests will include state officials, craftsmen who are being recognized as distinguished in their fields, and their employers.

Committeemen have set the Buffet Dinner service to begin at 7 p.m. in the Terrace room, it is anticipated that the presentation of awards and certificates will be completed by 9 p.m. when dancing will begin in the Des Moines room.

Thursday Business Meeting

President James Walsh will preside at the opening business meeting Thursday at 8 p.m. in the Des Moines room. Committee reports will be heard and plans for the coming year will be outlined.

The second business meeting of the Convention will be held Friday morning

(Please turn the page)

Ladies will Visit Community Playhouse

More Program . . .

at which time officers for the coming year will be chosen and members will hear a report from O. H. Thorson, Waterloo, Regional Representative on the A.I.A. Committee on Chapter Affairs.

The second major event of the day will be a special report on work of the Structural Clay Products Research Foundation by Robert B. Taylor of Geneva, Ill., Foundation Director. More about this on page 8.

Business of the Chapter will be completed Saturday in a meeting slated for the Iowa room, and the final presentation of the program will be a discussion of the building needs of Iowa's state institutions of higher education. This will be presented by a representative of the Board of Regents. A luncheon at noon Saturday and a meeting of the new officers will wind up the convention.

New Firm Name

Norman Hatton, who has retired from the practice of Architecture, announces that two of his associates in his practice have taken over management of the firm and have changed the name.

Ellsworth F. Kohlmann and Realand F. Eckman, both of whom had practiced with Hatton, now are operating the firm as Kohlmann and Eckman, Architects. They are located at 634-37 Higley Building, Cedar Rapids.

NAMED TO SCPRF BOARD

A. C. Frisk, president of the Mason City Brick & Tile Co., Mason City, Iowa, has been re-elected treasurer of the Structural Clay Products Research Foundation and is a member of the 35-member board of Management which assists the officers in directing the program.

Roy A. Shipley, Pittsburgh, Pa., was re-elected chairman; William A. Crossan, Canton, O., was re-elected vice-chairman, and Harry C. Plummer, Washington, D. C., was re-elected secretary.

A special program to be presented by Miss Sue McClintock, Childrens Director of the Des Moines Community Playhouse, and tour of the playhouse under the guidance of Playhouse Director Howard Orms will highlight activities for architects' ladies who attend the 1958 Convention of the Iowa Chapter of A.I.A.

Mrs. Grant Voorhees, Ladies Program Chairman, Mrs. R. Wayne Lyon, and Mrs. Myron Jensen will act as hostesses for a "get-acquainted" coffee hour Thursday evening in the East Room. For those who wish, there will be bridge and canasta.

The ladies will lunch with the architects Friday noon, but will board buses at 1:30 p.m. for the Community Playhouse which now is in full operation with G. B. Shaw's "Man and Superman" on stage. After the tour of the theater and the program, the ladies will be entertained at tea in the "Green Room" lounge of the theater.

The reception and cocktail hour begin at 5:30 P.M. Friday and serving of the Buffet Dinner will begin at 7:00 P.M. Don Hoy's orchestra will play for a dance beginning at 9 P.M.

Lutz Promotes Bagby

Eugene J. Bagby, Jr., has been named Vice-President and General Manager at B. J. Lutz, Inc., Ceiling and Flooring Contractors, 1735 Charlotte, Kansas City, Mo. He will concentrate his efforts on administrative coordination of the company's activities with special emphasis on sales and service.

Previous to his appointment, Bagby, for six years, was in charge of industrial loans for the C. I. T. Corporation here. He is 36 years old, married, has two children, and makes his home at 7330 Rosewood, Prairie Village, Kansas. He attended Rockhurst College.

Brains are no handicap to a girl, if she keeps them well hidden below a low neckline.

You Can Do It . . .

Architects who are working with school boards, or who know of school boards which have new buildings under consideration, might give serious consideration to the use of a portfolio, "How Much Should a Good School Cost?" which has been collected by the American Association of School Administrators and the National School Public Relations Association.

The portfolio contains 14 reprints and pamphlets which comprise ammunition to counter and offset recent nationally published articles which did not present a wholly fair picture of school construction costs.

The portfolios, available at \$2 each (discount of 10% on two to nine copies, discount of 20% on ten or more copies), may be purchased from the American Association of School Administrators, 1201 16th Street N.W., Washington 6, D. C.



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THE COMMON LAW OF BUSINESS BALANCE

"It is unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money—that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do.

"The common law of business balance prohibits paying a little and getting a lot—it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that, you will have enough to pay for something better."

(The above was written many years ago by John Ruskin, the great English poet, but the thought is just as important today)

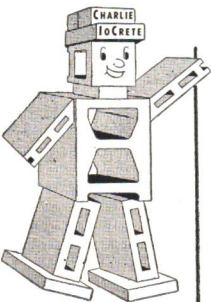
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"Your Problems Keep Us in Business"



THIS I BELIEVE

By Eugene C. O'Neil

Woodburn & O'Neil, Architects and Engineers
Des Moines

Architecture is the result of creative thought, a fine art, and as such is an individual achievement. The practice of Architecture is a group effort, because the technical development of buildings demands it. Our work is made easier, our service to our clients becomes better and more efficient, and our projects are realized more quickly when we work in groups to achieve this thing called Architecture. But I believe that the creation of Architecture remains an individual achievement.

We worry about public relations. We want the public to understand the multiple facets of skill and talent required to produce good Architecture. These are the facets we feel are embodied in the title of "Architect" which we proudly claim. I believe that we may be overlooking the fact that we have succeeded to a point, and that the public expects these skills within our Architects in name. As young men, I believe we should hold no lesser goals for ourselves than personal competence in ALL facets of professional service, as the public is convinced we are capable to perform.

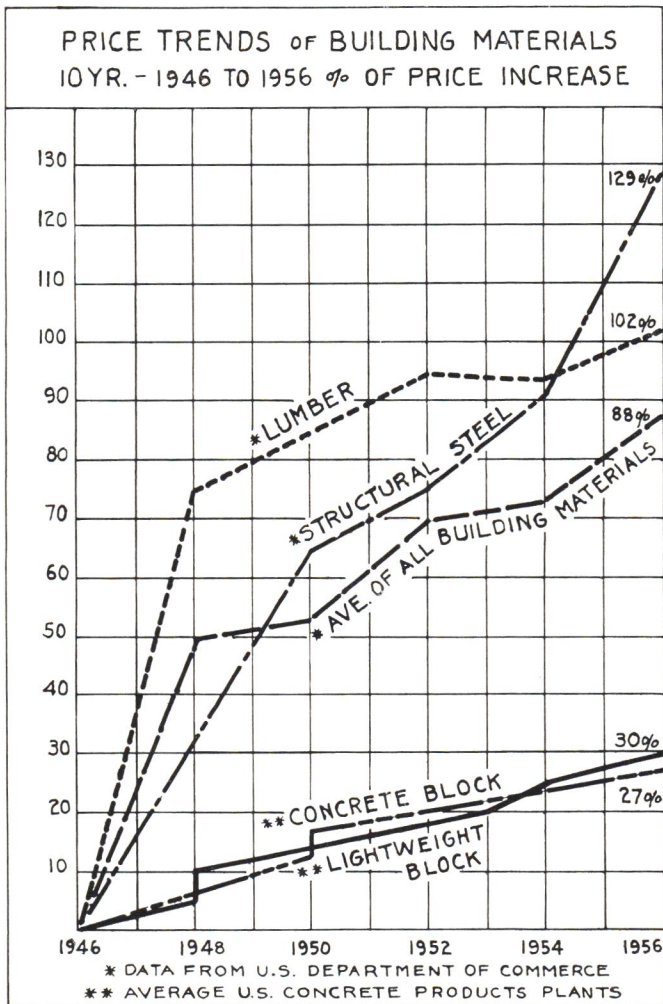
I believe that to achieve good Architecture, we must continue to design our buildings to meet a four-hundred year standard of performance; they must have "firmness, commodity, and delight."

We say it differently now . . . we may insist that our construction techniques must be sound, that our buildings serve the function to which they are put, and that our buildings are beautiful by today's ever-changing standards. But the true measure of good Architecture are unchanging. No one ever soundly judged the quality of Architecture on its dollar and cents cost, whether high or low.

I believe that we are hired to spend (not save) a client's money, and to spend it as intelligently as we possibly can. We may produce a favorably priced building of great distinction, within this premise. If we are hired to "save" a client's money, it seems to me that such implies that we know what satisfactory design would produce, but we also know how to make it cheaper and less satisfactory to our client. I like to call this "subtractive architecture," a procedure in how to make the next one just like the one before only cheaper.

Good Architecture is our personal responsibility. We cannot claim a limited budget, a small site, a tight plan, an unreasonable client, a poor contractor or the like to justify our results. We must admit to these things and accept them as the conditions under which our buildings are occasionally produced. We cannot offer less than complete dedication to the ends of our profession.

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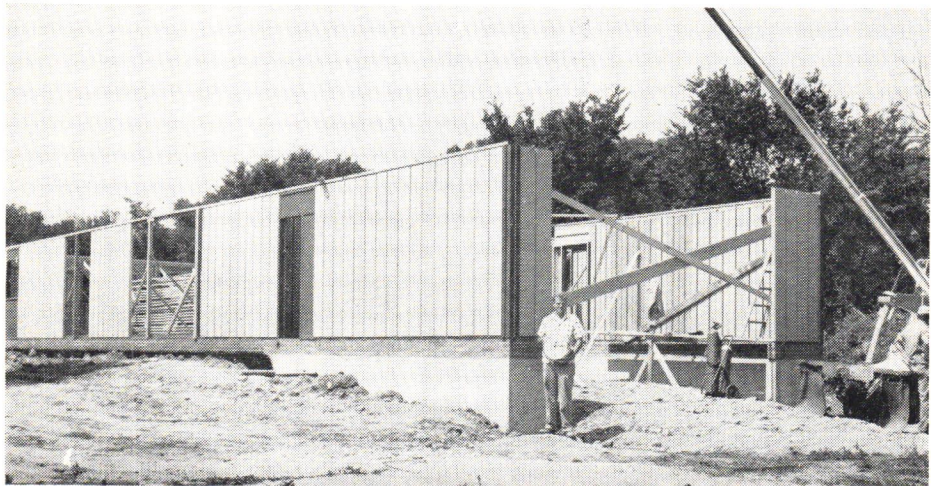


IOWA CONCRETE MASONRY ASSOCIATION

P.O. Box 156

West Des Moines, Iowa

SCPRF's Taylor Will Tell of Masonry Advances



The picture above shows results of eight and one-half hours work by a five man crew at Geneva, Ill., where a new building panel developed by the SCPRF was put into use. The crew erected 1,200 square feet of the panel walls in the work period.

Architects attending the 1958 Convention of the Iowa Chapter of A.I.A. will learn how a newly developed structural clay masonry process can reduce construction time and how other developments in the field can be used to the advantage of the designer, builder and client.

Robert B. Taylor, Director of the Structural Clay Products Research Foundation, will bring a special message to the architectural profession in a pictorial report Friday morning at 10:30 during the 1958 convention of the Iowa Chapter.

Mr. Taylor has been director of the Foundation since it was founded in 1950 and will bring the Iowa Chapter a report of national significance touching on three areas of vital interest to the entire construction industry.

Robert B. Taylor, Director, Structural Clay Products Research Foundation, will speak to Iowa Architects at their State Convention on Friday, January 24. Mr. Taylor, who has been Director of the Foundation since its inception on January 1, 1950, will inform the architects of the latest results of research in the clay products field.

One of the more important, recent developments to be discussed is the 2½ inches thick, load-bearing "SCR building panel." Recently, a five-man crew erected 1,200 square feet of panel walls on a house in Geneva, Illinois, in 8½ hours.

Another research item for discussion will be atomic blast test results on masonry walls conducted at Las Vegas during 1957. A full size reinforced brick school structure designed by the Re-

search Foundation successfully withstood the effects of an atomic blast during the "Plumbob" nuclear test series. Of interest also is the fact that this type of reinforced brick structure is designed to resist the destructive forces of powerful tornadoes or earthquakes.

A third major research development to be discussed is the "SCR masonry process." The "process" makes use of the self-elevating scaffold, a marked line and specially designed corner poles. No basic changes have been made in brick-laying methods, but by keeping the mason at a convenient working level with building materials close at hand and by eliminating the corner lead through use of the corner pole, it has been found that masonry wall costs have been substantially lowered.

SPEAKER



Robert B. Taylor, Director
Structural Clay Products
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House Committee Hears President Chatelain

(Statement to House Committee on Slum Clearance and Urban Renewal,
Jan. 8, 1958)

My name is Leon Chatelain, Jr., I am the President of The American Institute of Architects, the national professional society representing the majority of practicing architects of the United States. Our organization comprises nearly 13,000 members assigned to chapters in every state and has, for more than a century now, actively concerned itself not only with improving our architectural standards but with improving the general environment in which we all live.

At its Centennial Convention in May 1957, The American Institute of Architects passed the following resolution:

"RESOLUTION ON URBAN RENEWAL

"WHEREAS, The Urban Renewal Program has been enacted by the Congress as a national policy in the public interests; and

"WHEREAS, The American Institute of Architects made a signal contribution to the formulation of the original legislation through an A.I.A. Committee headed by Louis Justement, F.A.I.A.; and

"WHEREAS, Members of The American Institute of Architects are directly concerned with the clearance of slums, the redevelopment of cities, and the building of better American communities; therefore, be it

"RESOLVED, That The American Institute of Architects declares its full support of the national urban renewal program now in danger of being curtailed by reduced authorizations; and be it

"RESOLVED, That The American Institute of Architects endorses the further authorization of \$250 million for each of the next two years as recommended by The President of the United States in his budget message; and be it

"RESOLVED, That the Officers of The American Institute of Architects transmit to the appropriate committees in Congress copies of this Resolution."

A national A.I.A. Committee on Community Development last year promulgated a policy statement on Community Planning and Housing. That statement was approved by the Board of Directors of the A.I.A. at its annual meeting in February 1957 and appears in the current edition of Policy Statements of The American Institute of Architects as follows:

APPENDIX D

Community Planning and Housing

Community Planning. The architect has been associated with the design of cities throughout history.

The growth of communities in this era of rapid expansion, social advance, and technological progress presents particular challenges and new opportunities to the architect. The face of the country is undergoing drastic changes as a consequence of urban renewal, the mushroom development of new communities, and the building of roads under gigantic construction programs. All de-

sign professions and the entire building industry share a common responsibility in planning and building a better environment to human life.

Architects are called upon to offer services on projects of increasing magnitude and growing complexity. They are confronted with large and more involved tasks in their practices and a consequent demand for a broader range of services. Cooperation within the design profession by architects, planners, landscape architects, engineers and other specialists is required to offer the kind of broad professional services the magnitude and ramification the projects of this age demand.

The American Institute of Architects believes in such cooperation and encourages inter-professional discussions aimed at defining the role of the architect in community planning.

The Role of the Architect. The Amer-

(Continued on page 18)

Welcome

Architects

At ALL times our facilities are available to you.

At ALL times our Technical Staff is prepared to advise and to answer questions for you.

At ALL times you are WELCOME at our Office, Plant and Stores.

At THIS time, while you are in Des Moines, we reaffirm our desire to be of service to you in anyway at anytime.



1958 — CONVENTION PROGRAM

HOTEL SAVERY — DES MOINES

THURSDAY EVENING

January 23

8:00 p.m.—BUSINESS MEETING.....	Des Moines Room
Chapter Committee Reports:	
Education and Registration.....	John McKlveen, Des Moines
Fellowships.....	Gerald I. Griffith, Des Moines
Membership.....	Norman Madson, Forest City
Practice of Architecture.....	Raymond Bergquist, Dubuque
Preservation of Historical Buildings.....	W. J. Wagner, Des Moines
Public Relations.....	James Lynch, Des Moines
Committee on Relations with Construction Industry.....	R. Wayne Lyon, Des Moines
State and Federal Legislation.....	Charles B. Silletto, Des Moines
Chapter Affairs.....	Robert Savage, West Des Moines

FRIDAY

January 24

8:00 a.m.—REGISTRATION.....	Mezzanine
9:00 a.m.—BUSINESS MEETING.....	Des Moines Room
Election of Officers	
Chapter Affairs Report.....	O. H. THORSON, Waterloo
10:30 a.m.—Special Presentation and Motion Picture by ROBERT B. TAYLOR, Director, Structural Clay Products Research Foundation.	
12 noon —LUNCHEON—Men and the Ladies. The Ladies will be excused immediately after the lunch to board buses for the Community Playhouse program.	
1:00 p.m.—SPEAKER.....	Terrace Room
"The Architect's Role in the Development of His Community," JOHN R. GROVE, Assistant Director Allegheny Conference on Community Development, Pittsburgh, Pa.	
2:00 p.m.—PANEL DISCUSSION.....	Terrace Room
"The Architect's Role in The Development of His Community."	
Panel Members:	
JOHN R. GROVE, Pittsburgh, Pa.	
CHARLES T. COWNIE, Chairman, Des Moines Central Business District Bureau, Des Moines.	
JOHN G. BUTTER, Chief Engineer, Iowa Highway Commission.	
RICHARD D. FERNBACH, A.I.A., Planning Director, City of Des Moines.	
HIRAM HUNN, Des Moines Attorney, Moderator.	
3:45 p.m.—STUDENT CHAPTER REPORT.....	Terrace Room
Carl Hunter, President, Student Chapter A.I.A., Ames.	
4:00 p.m.—REPORT.....	Terrace Room
"Activities of the A.I.A. Committee on Education," PROF. LEONARD WOLF, Head, Department of Architecture and Architectural Engineering, Iowa State College, Ames, who is Regional Representative on the A.I.A. Committee.	

IOWA CHAPTER A.I.A. — 1958

— JANUARY 23, 24, 25

4:40 p.m.—FILM.....Terrace Room
 "Careers in Architecture"
 Adjournment

FRIDAY EVENING

5:30 p.m.—RECEPTION.....Des Moines Room

7:00 p.m.—BANQUET.....Terrace Room

Introduction of New Officers
 Presentation of Corporate Membership Certificates
 Presentation of Craftsmanship Awards
 Speaker: "Skulduggery at the Old Crossroads," ART BRIESE, America's Knight of Satire.

9:00 p.m.—DANCING.....Des Moines Room

DON HOY'S ORCHESTRA

SATURDAY MORNING

January 25

9:30 a.m.—BUSINESS MEETING.....Iowa Room

Newly Elected President Presiding.

11:00 a.m.—"Building Needs of Iowa's Institutions of Higher Education"—A

Representative of the Board of Regents.

12 noon LUNCHEON.....West Room

LADIES PROGRAM

THURSDAY EVENING

January 23

8:00 p.m.—Coffee Hour with Bridge and Canasta.....East Room

FRIDAY

12 noon—LUNCHEON.....West Room

1:00 p.m.—Buses leave Hotel Savery for Community Playhouse.

Community Playhouse Director Howard Orms will conduct a tour of the Playhouse and Miss Sue McClintock will present a program. Following a tea in the Green Room, the ladies will return to the Hotel by Bus.

5:30 p.m.—Reception.....Des Moines Room

7:00 p.m.—Buffet Dinner.....Terrace Room

9:00 p.m.—Dancing.....Des Moines Room

1958 CONVENTION COMMITTEE MEMBERS

George Russell

General Chairman

William J. Wagner

Program Chairman

James Lynch

Refreshments

Harold Bullington

Convention Publicity

Herb Shane

Hotel Arrangements

Keith Lorenzen

Registration

Mrs. Grant Voorhees

Ladies Program

Dybwad Calls State Architects and Engineers Greatest Obstacle To Modern Institutional Development

(Editor's Note: The following item was forwarded by O. H. Thorson of Waterloo as it appeared in a newspaper. We believe that it directs unwarranted criticism toward the entire profession of architecture, while it may be that Dr. Dybwad actually intended that his remarks be directed at a comparatively minor segment of the profession. It points to the need for architecture to create a public awareness of its function in design and construction.)

In an address before a session of the Iowa Welfare Association in Des Moines on November 14, Dr. Gunnar Dybwad, Executive Director of the National Association of Retarded Children, told a group of Iowa Social Workers that State Architects and Engineers have done more to hold back progress in modernizing institutions than any other factor in the U.S. Dr. Dybwad pointed out that the architects, engineers and their supporters in State and National Government, who continue to design and build larger and even larger edifices to house more and more people, are not interested in the problem or the people they seek to serve, but are interested only in building another monument to their own achievement.

With the pressure brought to bear by these persons to continue to build larger and larger institutions, we become enamored with the brick and stone and forget the human factors involved. This occurs in the face of and despite our growing awareness of the needs to individualize the care and attention of those in our institutions.

Dr. Dybwad stressed the need to re-evaluate our programs and to place checks on our governmental organizations to prevent further continuation of these practices. Such programs are both contrary to modern institutional philosophy and expensive. With modern building techniques and modern methods, we can build better and more adequate facilities of less expense to the taxpayer and still provide better care for those who require it.

Dr. Dybwad also told the Iowa Welfare Association of the developments in medicine, education and understanding in the field of mental retardation. He stressed the need for more experimentation and study to overcome the still very deep void of misunderstanding and lack of knowledge.

He pointed out also the need to provide more facilities and programs such as sheltered workshops, vocational guidance and some type of half-way house where employable individuals without homes of their own may live with some supervision and guidance.

WELCOME NEW ADVERTISERS

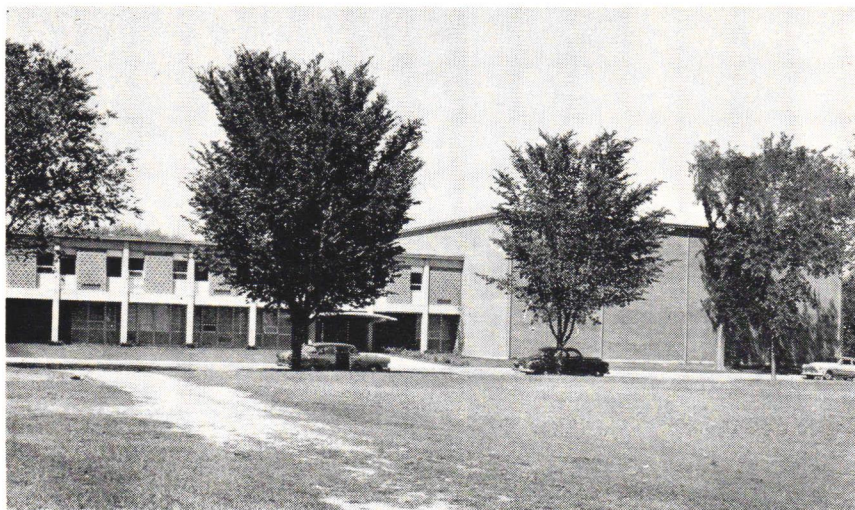
The Iowa Architect is again proud to announce the addition of another name to its list of advertisers whose messages appear in this, the official publication of the Iowa Chapter, American Institute of Architects.

Swanson Sales of Des Moines, who are known to architects and builders throughout the state, for the variety of items represented are presenting their materials list in a one-quarter page ad.

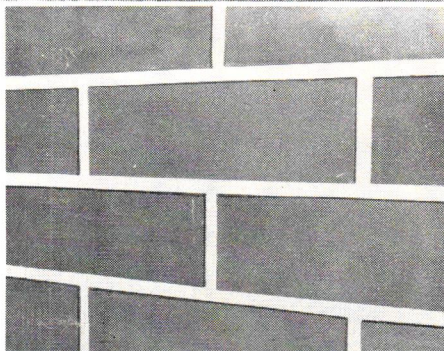
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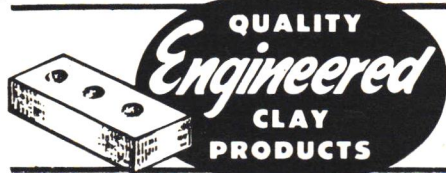
Stimulating Warmth In Old English



The beautiful Old English Brick, produced by Des Moines Clay Company, adds charm and color to this Pine Island, Minnesota High School.

The mellow, sand texture of Old English Brick perfectly befits its carefully blended bright reds, red oranges and light reds. It is widely preferred for its stimulating warmth of color.

Write to any of these companies for color reproductions of Old English or of the many other types of beautiful brick and tile which they produce. These clay products include back-up tile, partition tile, face tile and acoustile. Architects for this Pine Island, Minnesota School were Haarstick, Lundgran & Associates, St. Paul.



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A Very Special Letter . . .

From the Charette:

(Editor's Note: Recently a popular Baltimore columnist named "Uncle Dudley" wrote a piece in his suburban Union News describing a series of squabbles between disgruntled clients and their architects. In the belief that the column slurred architects in general and the happy owners of countless architect-designed homes in particular, Baltimore Architect Grinnell W. Locke, AIA, editor of Architect's Report, provided a rebuttal in the form of a pseudonymous letter to "Uncle Dudley" signed "Ken Hammer." As a classic statement of "The Case for the Professional Man," we reprint the letter from Architect's Report.)

Dear Uncle Dudley:

As a regular reader of The Union News I always enjoy your column and its vivid descriptions of whelpings, coon hunts, summer jaunts, expensive wives, fox hunting and other family problems.

This past week's subject was slightly different in character but even more interesting to anyone who has been connected with the building industry some twenty-six years.

You have performed a small public service by bringing Mr. and Mrs. Jones' building

problems out into the open, particularly their relations with their architect. However, it seems that by coming to no constructive conclusion you have probably put the damper on many dream castles as well as left the misunderstood architect in a rather unfortunate light.

There is no doubt that many projects fail to materialize because the low bid exceeds the client's budget. There is equally little doubt that there are definite reasons for this situation, most of which can be cured with a little foresight and forbearance.

First and foremost let us remember that almost all of our fellow citizens have had a reasonable amount of experience with a hammer, nails, saw, tinsnips and paint and the faithful old plumber's helper. Some of them even have a friend with a soldering iron and volt meter. All of this makes them "builders," qualified to undertake almost any project—particularly when faced with an architect's fee. Familiarity with patent medicines, the thermometer and scalpel would breed equal contempt for the medical profession if it weren't that sticking oneself with a sharp instrument hurts.

The doctor, lawyer, investment banker and architect are all carefully trained professional specialists in very complicated fields of endeavor. Yet despite their highly developed skills they seldom, if ever, will guarantee the results of their work.

No sir, the doctor won't guarantee that the operation or treatment will be successful; in fact, the patient may even die! The lawyer won't guarantee to win the case; his client may even go to jail. The investment banker won't guarantee to make money for his client; he may even lose some of it.

Nor can an architect guarantee a building in advance against the ravages of any of the elements including the effect of the client's imagination and desires on the total cost. What any one of these men will guarantee is to exert their very best professional skills and efforts to solve the clients problems and it is for this alone that they are paid.

Here's where the constructive advice comes in. To get the full benefits of any professional advice, we must be prepared to bare our souls to the advisor in question, at least with regard to the question in hand. The doctor must have as complete a history as he can get on our ache or pain before he can prescribe any treatment or start to carve us up. The lawyer must have all the facts, as shameful as they may be, before he can help us. The investment banker must know whether we want steady income, long term capital growth or want to take a flier on something really risky.

As much as it hurts, we must overcome the natural tendency to either brag and dream


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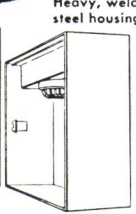
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beyond our means or to conceal our true wealth and intentions from our architect. His job is to convert his client's words into drawings from which a small army of various kinds of mechanics can build the client's dream castle.

If the architect and his client can arrive at a very definite understanding as to exactly how much and what kind of building is expected and how much money is available to build it, the chances are that the final cost will always be very close to the budgeted amount. To boot, the client will have a pretty good investment.

However, as most people are loath to expose their souls and particularly their pocket-books and since it is so easy to take patent medicines and sedatives, to invest in chinchillas, or the Canadian wilderness and to build next year's slums with the aid of Kustom Konstruktion Service it may be a long time before we live so properly that we won't need lawyers.

With apologies for being so long winded, your old reader and admirer,

KEN HAMMER

DELAY REYNOLDS CLOSING

Date for the acceptance of nominations for the R. S. Reynolds Memorial Award has again been extended, this time to February 6.

Information sent to Iowa Chapter officials indicates that rulings of the Internal Revenue department make it possible for an architect to receive the \$25,000 award in its entirety if he is nominated for the award by a chapter, instead of making personal application to enter the listing.

The award, now in its second year, is to be conferred annually upon an architect who, in the judgment of his profession, has made a most significant contribution to the use of aluminum, aesthetically or structurally, in the building field.

The automobile always beats the train to the crossing, barring accidents.

* * *

A high school boy's definition of anatomy: "Something all of us have but what looks better on a girl."

* * *

Many a woman who squeezes a number-seven foot into a size-five shoe tries the same thing when she buys slacks.

ADVERTISERS

Iowa Architect calls member's attention to two points: 1, the firms advertising in this issue and 2, the other organizations that would be interested in advertising if you will pass the word. Advertising rates in the Iowa Architect, for 6 consecutive issues, are:

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MORE CHATELAIN . . .

(from page 10)

ican Institute of Architects holds the position that architects are essential to the creation of improvement to the human environment within the cities, towns, and countrysides. The American Institute of Architects maintains that its members have an obligation to bring appropriate architectural services and the benefit of their professional competences into the whole field of urban renewal, community and regional planning. The American Institute of Architects urges its members and chapters to fill the foregoing responsibility, and through them and its national organization, to collaborate with governmental agencies, public groups, and the construction industry. In this endeavor it will be guided by the ideal of bettering

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social and economic conditions and will direct its aims toward improvements in the efficiency, livability, and appearance of communities, neighborhoods, and buildings.

Slum Clearance and Urban Renewal.

The American Institute of Architects recognizes the Housing Act of 1954 and subsequent amendments the financial and legal mechanism need to aid slum clearance and urban renewal, and the opportunity for the replanning of cities. The American Institute of Architects looks to an effective partnership between private enterprise and local, regional, state, and national agencies in creating American cities which are more desirable both as centers of production and places for living, and which make adequate use of the resources in men, materials, technology, and creative ability.

The American Institute of Architects feels that a regard for social and cultural values, obtainable through urban renewal, is at least equal to or even greater than a high return on the land cleared and is definitely a matter of sound public interest.

Advance Planning. The American Institute of Architects favors programs for the advance planning of public works which are a definite part of community or regional plans. The Institute believes that architectural services for advance planning should be rendered by private architects and should be compensated for. The Institute would, therefore, support the theory of loans to communities and political subdivisions to enable those agencies to acquire comprehensive planning services prior to the voter's decision on the bond issues.

Housing and Home Building. The American Institute of Architects recognizes its obligation to concern itself with all aspects and issues of housing and home building. It will develop its policies as the issues arise and hold itself ready to support in Congress housing legislation which is consistent with its policies or oppose measures which are contrary to its aims. The

American Institute of Architects is opposed to any temporary housing except as may be constructed as defense housing under the greatest emergencies to overcome otherwise insoluble housing problems.

The American Institute of Architects recognizes its responsibilities in the field of homebuilding and, therefore, will pursue and intensify its efforts for architectural service in all parts of the homebuilding field. The American Institute of Architects believes that in all instances a home of any size should be professionally designed, soundly built, and attractively placed on a well planned site. This is in the public interest and in the interest of maintaining the economic and social value of a community.

The American Institute of Architects reaffirms the following policies adopted in 1949:

1. The Institute advocates a study of all of the factors including costs and long range financing which might produce a workable alternative to subsidized housing.

2. The Institute favors subsidized low income housing, urban renewal, and rehabilitation until such time as a workable alternative is found.
3. The Institute believes that cost limitations on low income housing should be reappraised from time to time.

Road Building Program. The American Institute of Architects sees in the Federally aided road building program an opportunity for improving congested urban areas and creating relief from traffic difficulties. Mindful of the need for adequate planning and controls, the Institute will take an active interest toward achieving an integration of the road building program with urban renewal programs and community planning efforts.

The Institute firmly opposes the installation of billboards and other advertising matter adjacent to highways.

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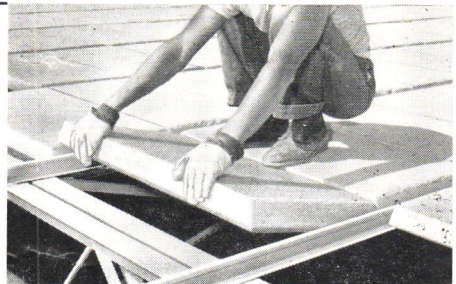
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George Bird Buildings Reflect Renaissance In Italian and French Styles

During the latter part of 1890 and early 1900's the contemporary style for architecture was the Renaissance. The master architect who was responsible for many fine examples of this style throughout Iowa was George Washington Bird, a Philadelphian who had joined with Willis T. Proudfoot in the '90's. Together they developed an active practice in the West, largely as the result of winning competitions.

They came to Iowa, Mr. Proudfoot's home state, as the result of winning the competition for the design of Engineering Hall at Iowa State College. They also were commissioned to design many of the buildings at Ames, Iowa City and Cedar Falls for the State Board of Education. This was the Iowa beginning for the firm of Proudfoot and Bird, which was a "fore-father" of the present firm of Brooks and Borg.

The First Methodist Church, Des Moines, the Polk County Courthouse, and Beardshear Hall, Agricultural Hall and Engineering Hall, all at Iowa State College, are some of the better known buildings in the Italian Renaissance style.

Although much of his work was in the Italian style, he demonstrated his versatility by working in the French style as well as developing structures which in those days were "modern." An example of a multi-story office building, which was then considered "modern," is the Flynn building, located at 7th and Locust in Des Moines.

An authentic example which has the appearance of being removed bodily from France and delivered to Iowa is the Adel County Courthouse, built in the style of Francis I. This French Renaissance building was not "cribbed" from one particular building in France but has details from three or four of the French chateaus.

The building was completed in 1902 at a cost of \$109,243, which seems insignificant to us today. James Rawson and Son of Iowa City was the general contractor and for his work he received \$74,300.


Interesting to note are some of the separate subcontract prices in the old records; the plumbing contract amounted to \$1,675; electric and gas to \$2,548 and heating to \$3,750.

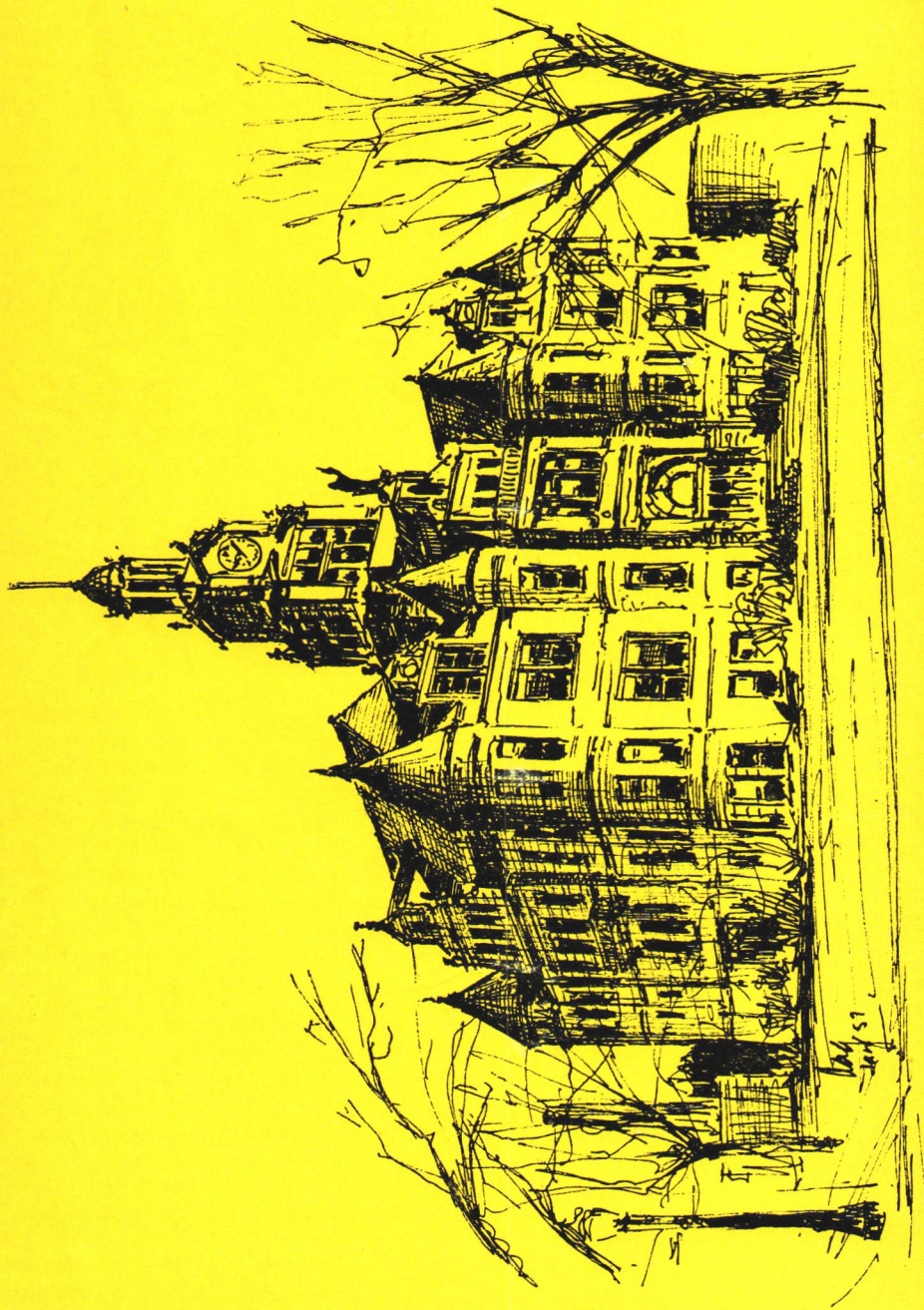
Today we think of plate glass as being commonplace and fairly cheap. The County Board of Supervisors felt that their fine building needed plate glass instead of the ordinary window glass which was used in those days. This cost the county an extra \$3,700.

Mr. Bird was as hard working as anyone, spending eight and a half hours a day for six days a week in the office. This was the standard work week in those days. He retired at the age of 59 to California where he spent a large portion of his time seeing the movies, a hobby of which he never tired. He died there in 1953 at the age of 99.

It is not known that George W. Bird had any formal education in architecture, but it is known that he developed his sense of detail by working for a woodworking mill in Philadelphia.

This sketch of the Dallas County Courthouse, designed by G. W. Bird, is one of a series by Wm. J. Wagner, Des Moines, which will appear in the Iowa Architect.





THE ARCHITECT As Others See Him



Himself

A.I.A. Gets NSF Funds For Basic Research Review

Funds to conduct a conference to identify neglected areas of basic research in architecture have been granted to the American Institute of Architects by the National Science Foundation.

Plans for the workshop-conference to be held in Washington next fall, are being carefully prepared by a steering committee composed of authorities in fields most directly related to architectural requirements. Members are: Dr. Robert King Merton, Columbia University sociologist; Dr. Albert H. Hasstorf, Dartmouth College psychologist; Dr. C. P. Yaglou, Harvard University School of Public Health; Professor Myle Holley, MIT structural engineer; and Mr. Walter E. Campbell, AIA, Boston architect and chairman of the AIA Research Committee.



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Steering Committee Chairman Campbell reports this important 3-day interdisciplinary conference to be the result of initial investigation by the AIA Department of Education and Research which will also coordinate the program with a forthcoming meeting on Building Science Research, to be conducted by the Building Research Institute.

Approximately 30 authorities from all parts of the U.S. will be invited to participate in the AIA workshop-conference, "to determine the relationships of the physical, biological and social sciences in the problems of optimum created environment for human activities." Areas of needed research, present facilities and extent of present basic research, methods of financial support for composite study as well as independent fields, and methods of sharing findings, are among the objectives of the conference.

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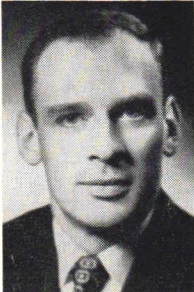
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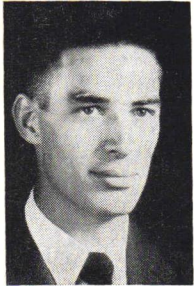
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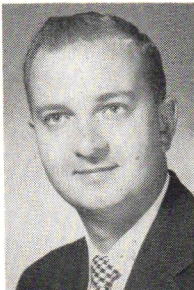
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