

IOWA ARCHITECT

Official publication of
IOWA CHAPTER
AMERICAN INSTITUTE OF ARCHITECTS



AMERICAN INSTITUTE
OF
ARCHITECTS

FEB 4 1959

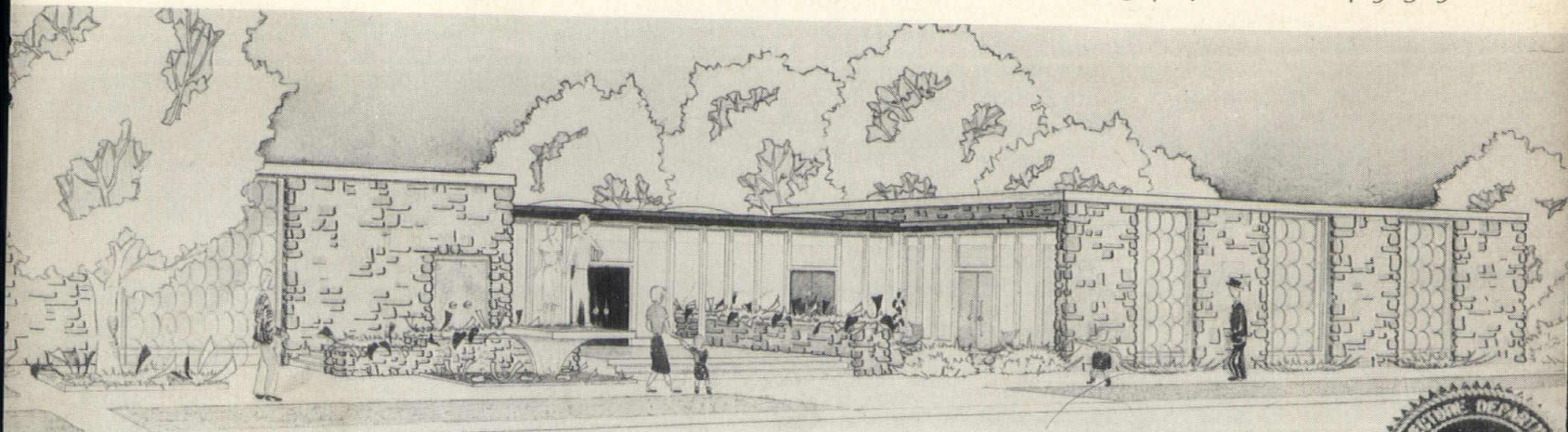
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JANUARY - FEBRUARY

VOLUME VI

NO. 1

1959



A CHILDREN'S LIBRARY



WHEN AMERICA BUILDS FOR ECONOMY . . . IT BUILDS WITH CONCRETE



Sears, Roebuck & Company's Tampa store . . .

concrete folded plate roof achieves large, unobstructed floor area

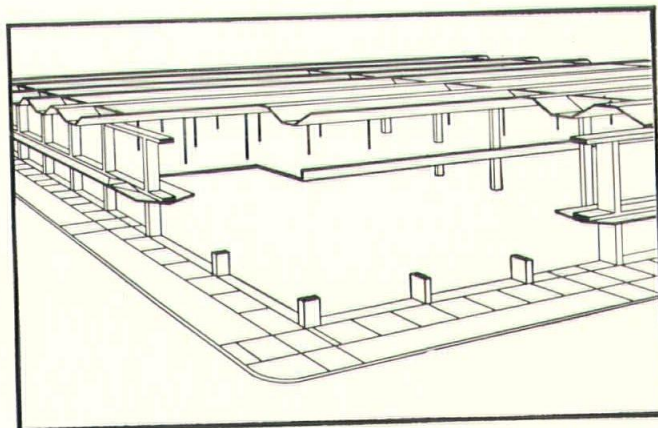
One of the basic requirements here was to achieve unobstructed floor space with economy. Architects Weed, Russell, Johnson & Associates found the answer by using a concrete shell in the form of a folded plate. This construction made it possible to span the entire floor area with only one interior row of columns . . . and suspend the second floor from the roof. The result: 163,715 square feet of *fully flexible* floor space, so important to any retail selling operation.

Folded plate design is, in itself, unique and interesting. And only concrete can give the added boldness of the wide, cantilevered overhang.

It's one more example of the way new uses of concrete are bringing big economies and added vitality to both conventional and modern architecture.

PORTLAND CEMENT ASSOCIATION

408 Hubbell Building, Des Moines 9, Iowa
A national organization to improve and extend the uses of concrete



FOR STRUCTURES...

MODERN

concrete

Isometric view showing 125-foot c on c spacing of main columns. Floor slab is supported by 3-inch plates welded together to form a hanger. Hangers are spaced 25 feet c on c.

IOWA ARCHITECT

Iowa Chapter, American Institute of Architects

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Des Moines 9, Iowa

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THE COVER

This was a major problem in Architecture 203 at Iowa State College: a 6000-square-foot public library, on a 3/4-acre site in a rapidly expanding residential area, serving children from pre-school to adolescence. Solution: Roger D. Roslansky, Fairmont, Minn.

The "Iowa Architect" is published bi-monthly for the Iowa Chapter, American Institute of Architects, and mailed without charge. Appearance of names and pictures of products or services in editorial or advertising copy does not constitute endorsement of either the A.I.A. or this chapter.

A Day of Decision

MEMBERS OF THE IOWA CHAPTER, A.I.A., will be asked at the 1959 convention, to determine the amount of drive they wish to place behind a proposed program of activities for the Chapter.

Chapter Affairs Committee Chairman Oswald Thorson, who also has headed an action committee appointed by President R. Wayne Lyon, will present a consolidated report on proposed action. His report will come at the first business meeting, Thursday evening.

The fundamental question to be placed before the chapter is:

"Shall the Iowa Chapter, A.I.A., become an active force on the behalf of the profession of architecture?"

That Iowa Chapter members recognize the desirability of an active, planned and specifically aimed program, has long been known. Those attending the 1958 Spring Meeting at Ames gave strong assurance of their interest in such a program, and, acting on this basis, President Lyon named his action committee.

That committee has received recommendations from many sources and will present its evaluations of the suggestions at the convention.

Among suggestions received have been these:

ESTABLISH an Honor Awards program to recognize outstanding architecture in Iowa.

PROMOTE special seminars for architects to assist the members in learning about new methods, substances, procedures.

INCREASE circulation of the *Iowa Architect*.

PROMOTE distribution of architectural literature.

CREATE color motion pictures on Iowa's architecture.

CREATE a special fund for securing exceptional speakers for the annual conventions.

CREATE a fund for special projects in education in connection with Iowa State College.

PROMOTE the Speakers Bureau.

SECURE an administrative secretary.

ESTABLISH funds for:

Scholarships

A European travel-study program for students.

Assisting in sending Student Chapter representatives to the national A.I.A. convention.

EXPAND Chapter contacts with other organizations within the industry.

From recommendations such as these the Committee is selecting those which it believes the Iowa Chapter should immediately begin to support.

The decision to act will lie with the membership.

. . . . and Many Happy Returns!

The IOWA ARCHITECT is beginning its sixth year, and we observe the occasion by entertaining some happy thoughts about its advertisers.

Of the companies which early saw the merits of this publication, even in its first and smaller form, as a means of reaching Iowa architects, nearly all still are represented. As their present contracts expire, several of these advertisers are increasing their commitment to a full page, taking advantage of the larger space now available.

New advertisers are quickly recognizing the appeal of our new format and expanded editorial content. Thanks to their participation, we have been able, in our first four issues of this size, to illustrate the work of more than a dozen firms and half a dozen students; give wide distribution to a special schools edition, and publish the directory contained in this issue. More ideas are bubbling in the pot.

Happy birthday, indeed!



ANDERSON



FORSYTH



ANNIS



RAPSON



HICKERSON



FENN

What's New?

Spray-On Coatings, Electric Heat, Etc.

A CONCENTRATED course of instruction in new materials, processes and concepts of design will be presented to the Iowa Chapter A.I.A. at its convention January 29, 30 and 31. (Program, page 6.)

There will be five technical sessions, a new look at professional liability insurance, and a survey of the thinking behind current and advanced design.

Banquet speaker will be Ralph Rapson, head of the School of Architecture at the University of Minnesota since 1954. His topic will be "Design Concepts."

Prof. Rapson's experience and recognition make him a stimulating speaker. His first major work was three Willow Run schools, in association with Eero Saarinen; since then he has won ten national architectural competitions, a First Honor Award and two Merit Awards from the American Institute of Architects.

A considerable amount of his work has been done abroad. His design for U. S. Embassy office building in Stockholm won the A.I.A. First Honor Award in 1954, and designs for embassy staff apartments in Boulogne and Neuilly, France, won First Merit Awards in 1955.

A graduate of the University of Michigan College of Architecture, Prof. Rapson did graduate study in city and regional planning at Cranbrook Academy of Art. He is a member of the Minneapolis City Planning Commission. His general architectural practice has included churches, schools, commercial and factory work and numerous residential projects.

SPEAKING ON curtain wall construction will be Roy

Russell Annis, 32, a graduate of Colorado University in architectural engineering who worked as a designer before joining the Kawneer Co. six years ago. He recently was named wall systems manager.

Please Turn the Page

Feminine Facades

Ladies To See What's New

While their husbands ponder current developments in new construction, ladies of the Iowa Chapter will consider the feminine facade.

Presentations of up-to-the-minute trends in exteriors, with particular attention to restrained embellishment of existing structures, have been arranged by Mrs. William Woodburn, chairman of the ladies' program.

Thursday evening, a representative of Irene's Studio of Beauty will give an informal demonstration of new styles in make-up and coiffures. A coffee will precede the presentation.

Friday afternoon, Verla Trissler, Younkers French Room millinery, will show a collection of new styles. A tea will follow. These events are all in the Iowa room.

- At noon Friday, ladies are invited to the general convention luncheon.

"Come join us," urges Mrs. Woodburn. "You'll have plenty of time for shopping after you've seen 'what's new'."

CONVENTION PROGRAM

Hotel Savery

January 29-31

Thursday

- 7:30 p.m. Film, "A Place to Worship", Iowa Room.
8:00 Business meeting, Ballroom.

Friday

- 9:00 a.m. Business meeting, Des Moines Room.
Election; Report by Leonard Wolf
10:00 "Curtain Wall Construction"
Roy Russell Annis, Kansas City
The Kawneer Company
10:45 "Spray-on Coatings"
John S. Brooks, *General Manager*
McNaughton-Brooks, Ltd., Toronto
12 noon Luncheon, Ballroom
Loren B. Hickerson, Iowa City
Executive Secretary
University of Iowa Alumni Association
2:00 p.m. "Plastics in Construction" Des Moines Room
William Demarest, Washington, D. C.
National Chemists Association
2:45 "Electric Heating"
Stewart Forsyth, Manager
Electric Heating Division
Westinghouse Electric Corp.
3:30 "Adhesives in Construction"
O. W. Fenn, Jr., Chicago
Armstrong Cork Company
6:00 Reception, Des Moines Room
7:00 Banquet, Terrace Room
Presentation of Craftsmanship Awards
Speaker
Ralph Rapson, *Chairman*
School of Architecture
University of Minnesota
9:00 Dancing, Des Moines Room
Music by Don Hoy

Saturday

- 9:00 a.m. Film, "Presidents' Forum", Des Moines Room
9:30 Business meeting, Des Moines Room
10:45 "A New Look at Architects' Professional Liability Insurance"
Carl A. Anderson, *Vice-President*
Victor O. Schinnerer & Co., Inc.
12 noon Luncheon, Terrace Room

LADIES' EVENTS

Thursday

- 7:30 p.m. Coffee, Iowa Room
8:15 Demonstration: Make-up, Hairstyling

Friday

- 12 noon Luncheon, Ballroom (see above)
2:15 p.m. French Room Millinery, Iowa Room
3:00 Tea, Iowa Room

What's New? . . .

Spray-on coatings will be discussed by John S. Brooks, 36, vice-president of a firm which operates five chemical manufacturing plants, does business in the U. S. and Canada, and exports to Australia and Africa. Its Iowa representative is Sioux City Mosaic Co.

Two years ago Loren Hickerson wrote a challenging series of articles expressing his view of the problems and future of the state. He has been widely sought as a public speaker on this subject. He is secretary of the Governor's Commission on Economic and Social Trends in Iowa.

Spokesman for the manufacturing chemists, on the subject of plastics, will be William Demarest, director of plastics in building for the national association.

Stuart L. Forsyth, a mechanical engineer, joined Westinghouse's new products division in 1941 and subsequently was instrumental in that firm's successful entry into the electric heating field. His headquarters now are in Staunton, Va.

O. W. Fenn, Jr., is assistant manager of the Chicago district for Armstrong Cork Co.

Carl Anderson, general manager of the Schinnerer organization, has worked closely with Mr. Schinnerer and the insurance committee of the A.I.A. in developing the new professional liability insurance for members of the A.I.A. His talk has been scheduled alone on the Saturday program, to provide ample opportunity for questions.

New Corporate Members

Elected to corporate membership in the A.I.A. during the year 1958 were:

- Robert C. DeVoe, Cedar Falls
Gordon O. Gjeltén, Forest City
Stanley F. Haynes, Clinton
Walter Alan Hotchkiss, Des Moines
Robert L. Johnson, Clinton
W. J. Laffan, Davenport
Donald J. Maiwurm, Fort Dodge
Donald McKeown, Iowa State College, Ames
Alexander P. Mugasis, Clinton
Charles U. Prout, Clinton
Glen E. Ralston, Waterloo
Willis E. Schellberg, Forest City
Thomas Waggoner, Mason City
Carl M. Wise, Iowa State College, Ames
John H. Wiegman, Fort Dodge
Richard B. Fernbach, Des Moines, transferred his membership to Iowa from the Michigan chapter.

Christian Peterson

"I don't think an architect can qualify completely unless he has some study of sculpture."



A SCULPTOR whose work enriches many Iowa buildings and their settings is Christian Petersen, 73, Ames.

Both the personality and the performance of the Danish-born artist are familiar to those who studied at Iowa State College. Petersen was sculptor-in-residence and a faculty member there for 18 years, retiring three years ago.

First establishing his career in art on the east coast, where a number of figures, groups and plaques maintain his reputation, Petersen came to Iowa in 1934 to complete the figures in the Dairy Industry Building court at the college. Other work on that campus includes figures in the library, the Home Economics fountain, and bas-relief in the gymnasium, Veterinary quadrangle and women's dormitory courtyard. A group of four figures, designed for the college entrance, has not yet been placed.

Major works elsewhere in Iowa include a large figure of St. Bernard at Mount St. Bernard seminary in Dubuque, and an impressive St. Francis in Dyersville. He has done a great many privately commissioned plaques and bas-reliefs. He characteristically works in wood, clay, terra cotta and several stones, notably Indiana limestone; his early training was in steel engraving, in which he rose to eminence as a young man. Petersen teaches one class a week at the Fisher Center in Marshalltown, and goes to his studio in Ames daily, though he teaches no college classes now. The one apparent flaw in his fruitful 'retirement' is concern over the fact that ISC now has no classes in sculpture. "I don't think an architect can qualify completely unless he has some study of sculpture," he says. "It bothers me."

Among Petersen's current projects is a bust of Amos Emery, Des Moines architect and a long-time friend of the sculptor.



SERVICE

We are anxious to give you the facts about products manufactured by these well known and respected firms:

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Northwest Terrazzo Ass'n.

Home Builders' Course

Architects Invited, Too

Architects and other interested persons are invited to a Home Builders Short Course January 27-28 at Iowa State College.

The program is under direction of Prof. Leonard Wolf, director of the ISC department of architecture. The short course is sponsored by that department and the Engineering Extension Service, in cooperation with the Home Builders Association of Des Moines. Sessions are in Memorial Union.

Dinner speaker Tuesday is A. Quincy Jones, architect, Jones & Emmons, Los Angeles, who will discuss residential design and the total community.

Richard J. Canavan, director of construction, National Association of Home Builders, Washington, D. C., will report on what's new in general construction, and will analyze management for builders. Theodore Osmundson, Jr., landscape architect, San Francisco, will talk on residential landscaping, and Gail C. Corley, Valparaiso, Ind., contractor will describe construction of grade beams for residences.

New 'Provincial' by Goodwin

A new ceramic glazed brick, "Glazed Provincial," is announced by the Goodwin Companies, and is illustrated in color in this issue of the *Iowa Architect*.

Recently put into production at Des Moines Clay Company, the colorful new brick is being used in the Animal Research Center, Ames, and the Y.M.C.A. building, Des Moines. The Wold Chamberlain Airport Terminal building, Minneapolis, will use 150,000 in four colors, primarily for interior panels, reports C. T. Bridgman, director of research and promotion for the Goodwin Companies. The new line was developed under direction of Bridgman and Bruce Paterson, manager of the Des Moines plant.

The Goodwin Companies have, available to architects, specifications, tests and kits containing slabs cut from glazed burnt brick. At Bridgman's office and at Des Moines Clay Company there are blending panels which may be used by architects to work out color combinations, or combinations of Provincials and other face brick and tile.

Further information is available from the Goodwin Companies, 614 Central National Building; Des Moines Clay Co., Box 37, Highland Park Station; or Des Moines Brick & Supply, 2722 Ingersoll, all in Des Moines. Other sales outlets are the Mason City Brick and Tile Co., Ottumwa Brick and Tile Co. and Redfield Brick and Tile Co.

The Goodwin Companies recently announced a new Buff Velour facing tile, manufactured at Ottumwa. It is made in five units, including 4x8x8, 8x8x8 and 4x8x4 inches. All are ambidextrous.

DIRECTORY, IOWA CHAPTER, A.I.A.

All members of the Iowa Chapter, American Institute of Architects, were invited to submit photographs for this Directory. The following eight pages indicate their response. On this page are listed all architectural firms resident in Iowa, whose principals are affiliated either with the A.I.A. or its Iowa Chapter.

Charles Altfillisch & Associates
126 W. Water Street
Decorah, Iowa

Architects Associated
518 Badgerow Building
Sioux City, Iowa

Ralph Arnold
State House
Des Moines, Iowa

Herbert A. Arthur
310½ Main Street
Ames, Iowa

Bergland & Bianco
11½ S. Federal Avenue
Mason City, Iowa

Wm. Beuttler & Son
14th and Nebraska Streets
Sioux City, Iowa

Brooks, Borg
815 Hubbell Building
Des Moines, Iowa

Brown & Healey
Town & Country Building
Cedar Rapids, Iowa

Carrithers, I. T.
6 N. 1st Street
Council Bluffs, Iowa
Mortimer B. Cleveland
424 E. 4th Street
Waterloo, Iowa

Cox and Couch
210 Insurance Exchange Building
220 E. 2nd Street
Davenport, Iowa

Crites & Peiffer
306 10th St. S.E.
Cedar Rapids, Iowa

Dewild-Grant-Reckert & Stevens
Rock Rapids, Iowa

Dougher, Frevert & Ramsey
707 Locust Street
Des Moines, Iowa

Durrant & Bergquist
666 Loras Blvd.
Dubuque, Iowa

Amos Emery & Associates
820 Locust Street
Des Moines, Iowa

The Griffith Co.
S. Kenyon Road
Fort Dodge, Iowa

Gerald Griffith
3810 Ingersoll
Des Moines, Iowa

Grow & Devoe
403½ Main Street
Cedar Falls, Iowa

Robert D. Hecker
200 Toy Nat'l. Bank Bldg.
Sioux City, Iowa

George Horner
State University of Iowa
Iowa City, Iowa

Lyle P. Howard
208 Kresge Building
Ottumwa, Iowa

Ervin C. Huneke
802 E. Madison
Fairfield, Iowa

Karl Keffer Associates
208 Masonic Temple Building
Des Moines, Iowa

Louis Kingscott & Associates
321 W. Kimberly Road
Davenport, Iowa

Kohlmann & Eckman
634 Higley Building
118 3rd Avenue S.E.
Cedar Rapids, Iowa

Maiwurm-Wiegman
412 State Bank Building
Fort Dodge, Iowa

A. H. McCann & Associates
410 Howes Building
Clinton, Iowa

Dane D. Morgan & Associates
314 N. 4th
Burlington, Iowa

William Nielson
820 Hubbell Building
Des Moines, Iowa

Parish & Richardson
1002 Kahl Building
3rd & Ripley Streets
Davenport, Iowa

N. Clifford Prall
621 Insurance Exchange Bldg.
Des Moines, Iowa

Russell J. Prescott
126½ W. Main Street
Marshalltown, Iowa

Prout-Mugasis-Johnson
709 5th Avenue S.
Clinton, Iowa

Ralston & Lorenzen
218 Waterloo Building
Waterloo, Iowa

Robert C. Robinson
700 Grace Street
Council Bluffs, Iowa

Rossiter & Hamm
455 Main Street
Dubuque, Iowa

Russell & Lynch
1221 Savings & Loan Building
Des Moines, Iowa

Savage & Ver Ploeg
1200 Grand
West Des Moines, Iowa

Louis J. Soenke
601 Brady St.
Davenport, Iowa

Smith-Voorhees-Jensen
Architects Associated
304½ 8th Street
Des Moines, Iowa

Stewart, Robison & Laffan
Priester Building
601 Brady Street
Davenport, Iowa

Edwin Thornquist & Associates
616 Medical Arts Building
Burlington, Iowa

Thorson & Brom
219 Waterloo Building
Waterloo, Iowa

Thorson, Gjelten & Schellberg
205 S. Clark Street
Forest City, Iowa

Tinsley-Higgins-Lighter & Lyon
526 Liberty Building
Des Moines, Iowa

Toenjes & Stenson
217 W. 4th Street
Waterloo, Iowa

Waggoner & Waggoner
15 S. Federal Avenue
Mason City, Iowa

James H. Walsh
Box 467
Glass Block Building
Spencer, Iowa

Wetherell & Harrison
Shops Building
Des Moines, Iowa

Raymond C. Whitaker
401 Union Arcade Building
111 E. 3rd Street
Davenport, Iowa

Leonard Wolf
Engineers Annex
Iowa State College
Ames, Iowa

Woodburn & O'Neil
201 Jewett Building
Des Moines, Iowa

Charles B. Zalesky
520 Merchants Nat'l. Bank Bldg.
2nd Avenue & 3rd St. S.E.
Cedar Rapids, Iowa

IOWA CHAPTER, A.I.A.

Members Emeritus

CHARLES W. DeJARNETTE, 3523 University, Apt. 13-B, Des Moines
E. R. SWANSON, 3133 Morrison Avenue, Sioux City
VERNON F. TINSLEY, 3913 Maquoketa Drive, Des Moines

Members, American Institute of Architects

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Board of Control of State Institutions,
Statehouse, Des Moines



ARTHUR, HERBERT A.

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Arthur, 310 Main
Street, Ames

ATHERTON, THOMAS J.

Principal, Karl Keffer
Associates, 202
Masonic Temple
Bldg., Des Moines



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(F.A.I.A.)
Principal, Charles
Altfillisch and
Associates, 126 1/2 W.
Water Street,
Decorah



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BROOKS, J. WOOLSON (F.A.I.A.)

Principal, Brooks-Borg,
815 Hubbell Building, Des Moines

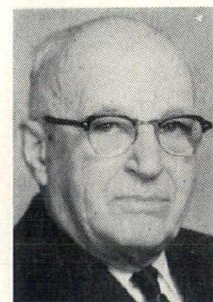


BROWN, WILLIAM J.

Principal, Brown and
Healey, 36th Street
and First Avenue,
SE, Cedar Rapids

CARRITHERS, IRA T. JR.

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6 North 1st Street, Council Bluffs



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Cleveland, 424 East
4th Street, Waterloo

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210 Insurance Exchange Building, Davenport



COX, GERALD BURTON

Principal, Cox and
Couch, 210 Insurance
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Davenport

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202 Masonic Temple
Building, Des Moines



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Devoe, 403 1/2 Main,
Cedar Falls

DOUGHER, JAMES A.

Principal, Dougher-Frevert-Ramsey,
302 Garver Building, Des Moines



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and Eckman,
634 Higley Building,
Cedar Rapids



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Principal, Amos Emery
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820 Locust Street
Des Moines



FERNBACH, RICHARD B.

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Planning, City Hall,
Des Moines

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LYLE**

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**JENSEN,
MYRON E.**

Principal, Smith, Voorhees, Jensen, Architects Associated, 201 Davidson Building, Des Moines



GRAY, DONALD LOWELL

Charles Altfillisch and Associates, 305 Fifth Avenue, Decorah



**HECKER,
ROBERT D.**

Principal, Robert D. Hecker, 200 Toy National Bank, Sioux City



**JOHNSON,
ROBERT L. M.**

Principal, Prout-Mugasis-Johnson, 709 Fifth Avenue South, Clinton



**GRIFFITH,
GERALD I.**

Principal, Gerald I. Griffith, 3810 Ingersoll, Des Moines



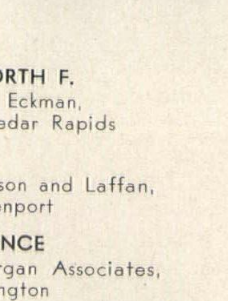
**HERBERT,
CHARLES E.**

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**KENINGER,
BERNARD J.**

Principal, James H. Walsh, Box 526, Spencer



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Box 553, Iowa City

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LANGOHR, E. LAWRENCE

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GROW, ROBERT WARREN

Principal, Grow and Devoe, 403 1/2 Main Street, Cedar Falls

**HIGGINS,
BURDETTE**

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Principal, George Horner, State University of Iowa, Iowa City

HOTCHKISS, WALTER ALAN

Principal, Amos Emery and Associates, 820 Locust, Des Moines

**HARRISON,
ROLAND T.**

Principal, Wetherell and Harrison, 506 Shops Building, Des Moines



**LANTZ,
REUBEN S.**

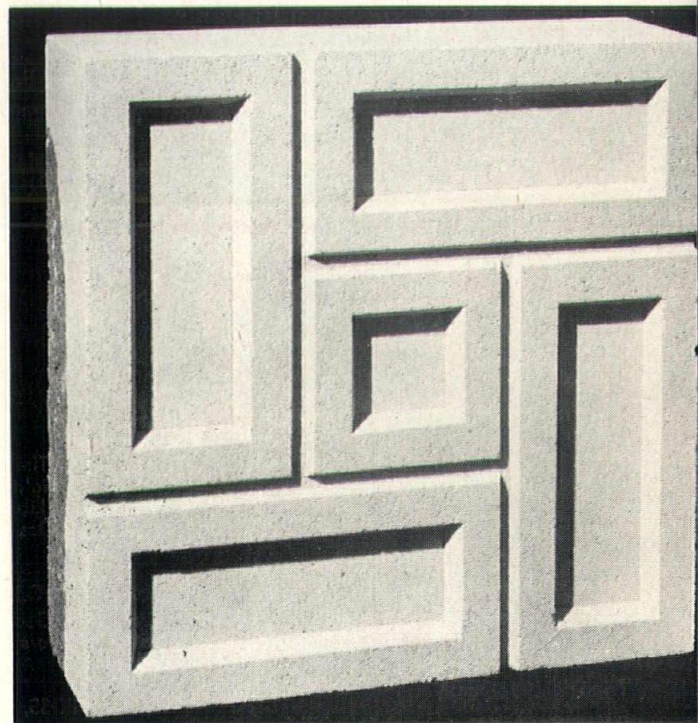
Tinsley, Higgins, Lighter and Lyon, 526 Liberty Building, Des Moines



For Texture Interest

This decorative wall of white cast stone was created from the design of Waggoner and Waggoner, Mason City.

Details: Units are 12" x 12" by 4". Laid up in white mortar.



Midwest Concrete Industries
Des Moines

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CLYDE W.**

Principal, Tinsley, Higgins, Lighter and Lyon, 526 Liberty Building, Des Moines



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A. HEWS**

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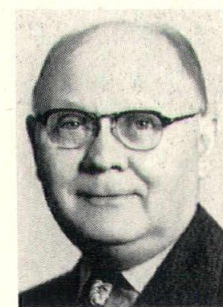
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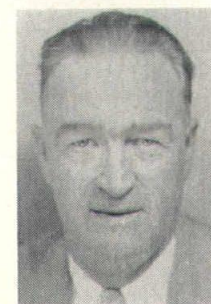
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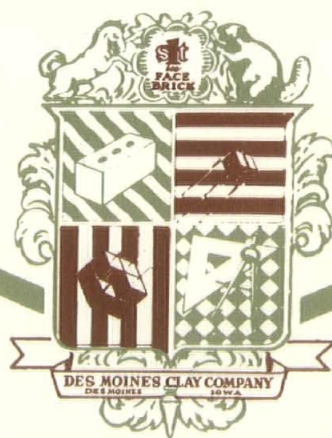


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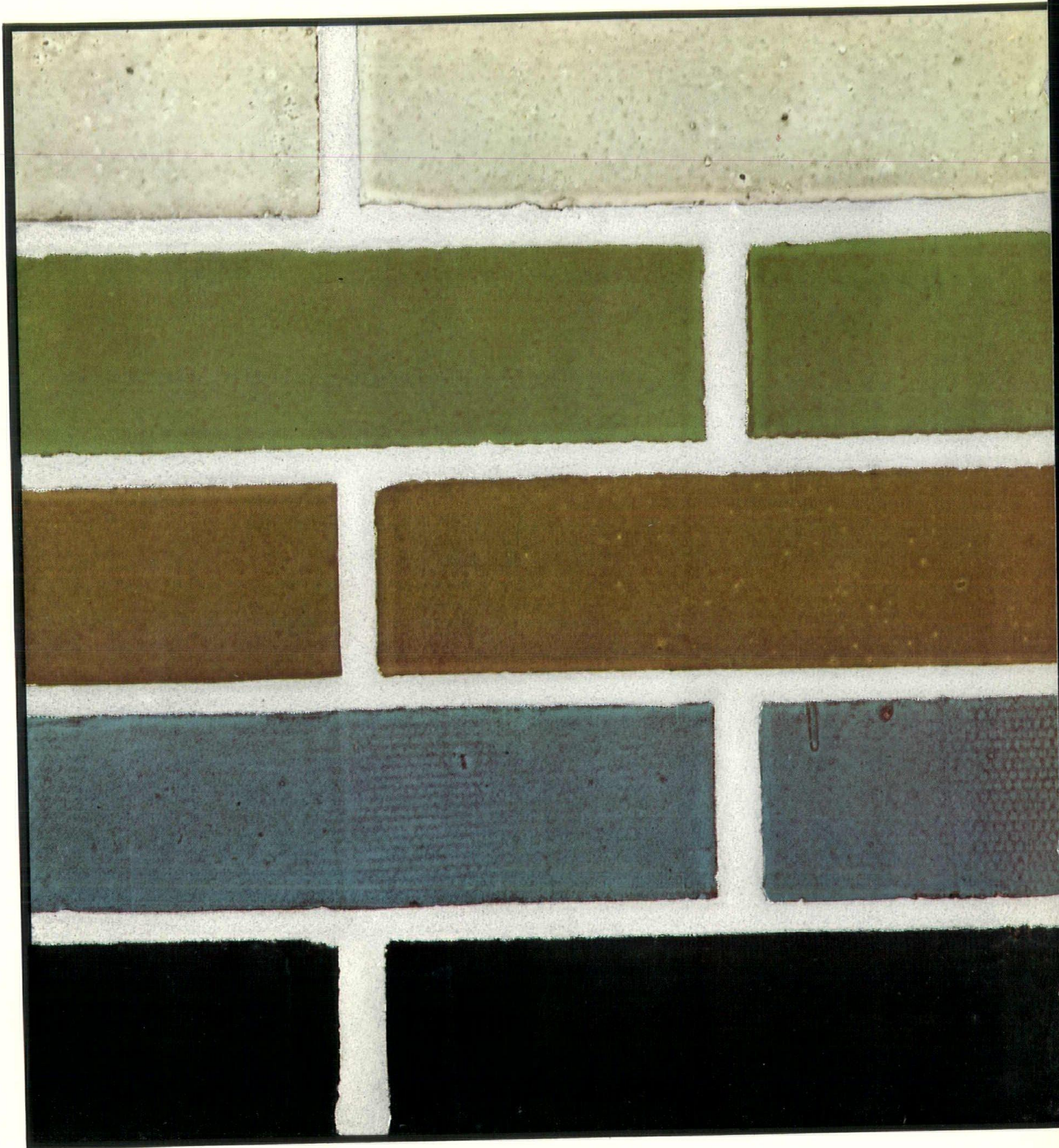
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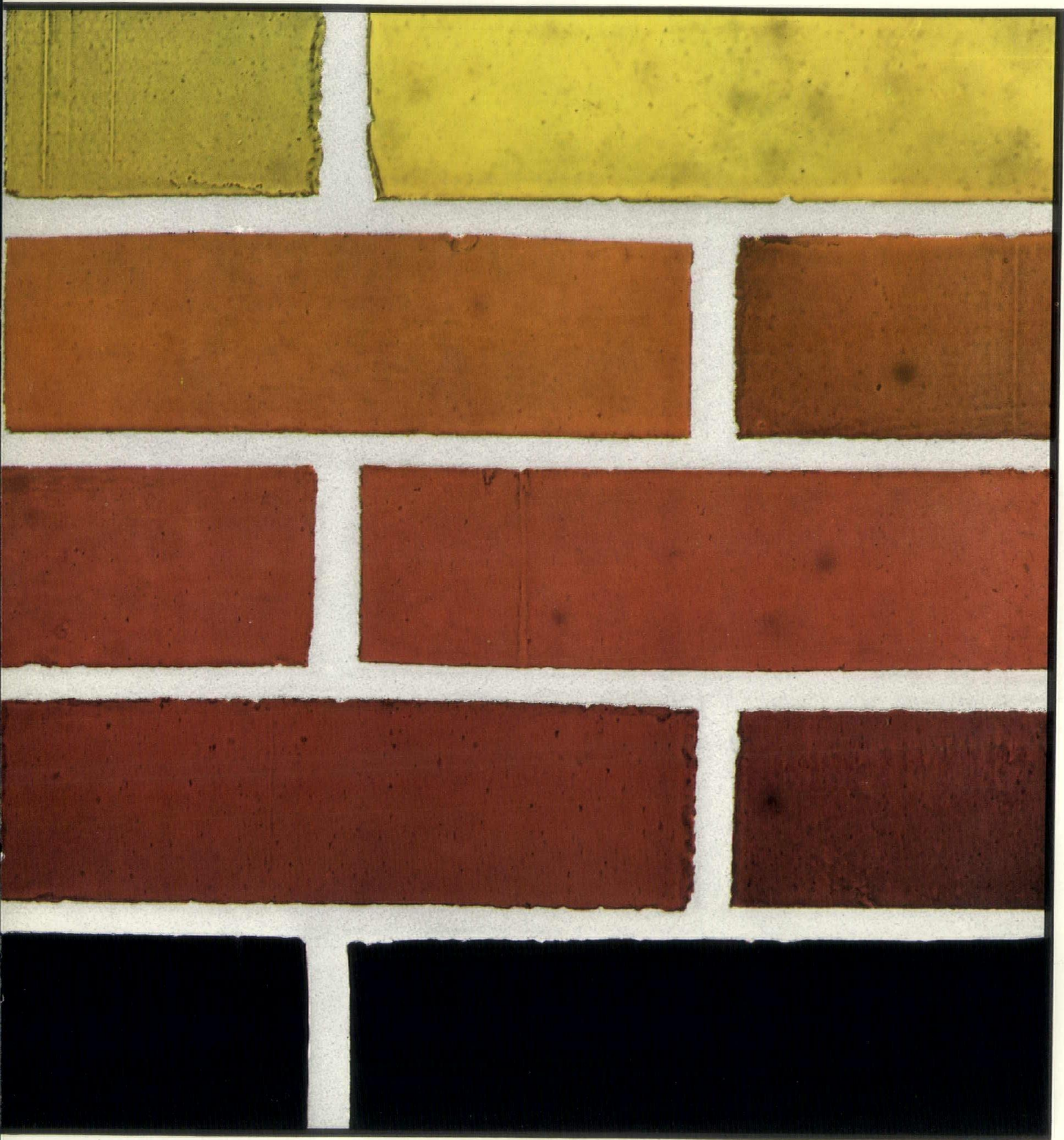
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Color Key To Inside Pages

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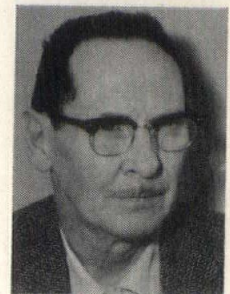


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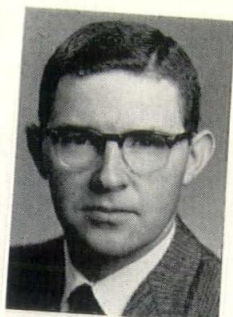
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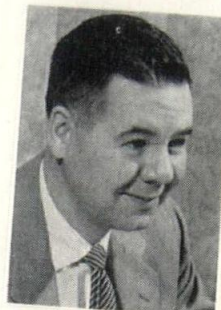
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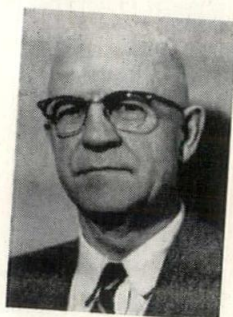
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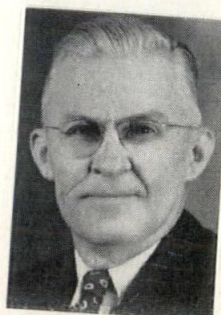
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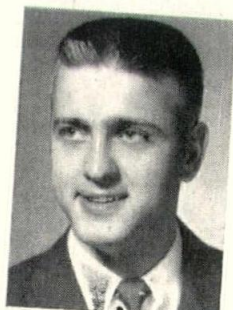


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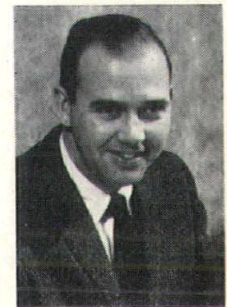
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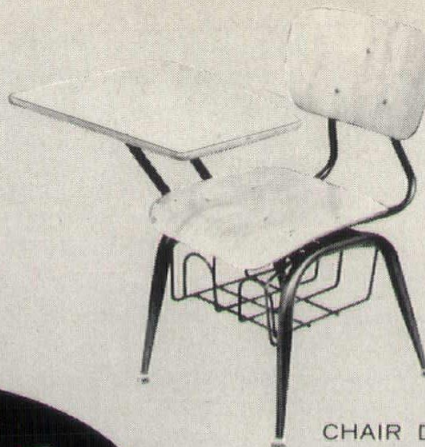
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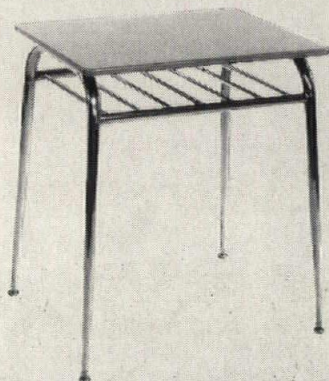
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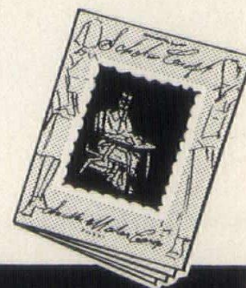
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A.I.A. TAKES STAND ON HIGHWAY DESIGN

Reporting that some national groups are considering a recommendation that each state set up an architect-engineer office to perform design phases of the national highway program, the A.I.A. has issued a strong statement supporting the use of private firms for design functions.

The A.I.A. points out that establishing a governmental office for such services is contrary to the policy of the Bureau of Roads of the U.S. Department of Commerce.

The Institute cites cost figures, the practice of the majority of the states, and quality of design as factors in the favor of private engineering and architectural firms.

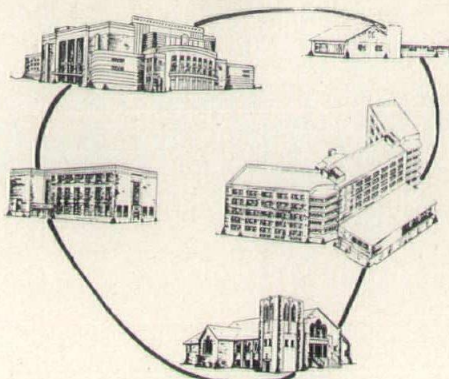
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Iowa Designs on Display

Despite a delayed announcement of display plans, participation by Iowa Chapter members in the Convention of the Iowa Association of School Boards reached a new high in November as 15 firms provided 25 panels for exhibition in the room in which school board members heard a panel discussion of school architecture.

In addition to this display of architectural work in a balcony room, the A.I.A. Chapter sponsored a booth in the Exhibition Hall, and distributed hundreds of copies of a special Schools Edition of the *Iowa Architect*. Copies of that publication also were mailed to the more than 700 high school superintendents in Iowa.

Featured in the exhibition hall booth were "Design" pages of the *Iowa Architect*, panels displaying the A.I.A. Honor Award Schools of 1957, and a map locating the A.I.A. member architectural firms in the



CHAPTER BOOTH, BULLINGTON AND HOSTESS TREIMER.

state. Placards called attention to the existence of the A.I.A. speakers bureau.

Mrs. Mary Treimer, a charming matron who formerly worked for a Des Moines architectural office, was hostess for the chapter at its booth. Harold Bullington handled display arrangements.

The School Boards convention was keyed to the theme of serving the "Class of '71" which will enter Iowa's schools this fall. Participating in a session on "Buildings for the Class of '71" were:

Moderator Arch B. Grimes, Des Moines, H. W. David, New Hampton, E. T. Baker, Rock Rapids, Charles E. Herbert, A.I.A., Des Moines, and Dr. S. J. Knezevich, State University of Iowa, Iowa City

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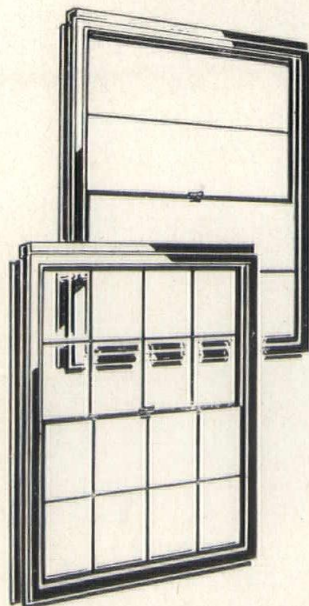
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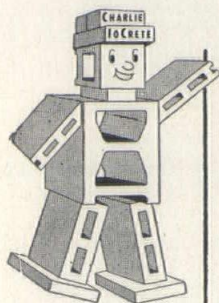
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PERSONAL & PROFESSIONAL

THORSON, BROM FORM WATERLOO FIRM

A new architectural firm is now operating the former Waterloo office of Thorson, Thorson & Madson. Principals are Oswald H. Thorson, A.I.A., and Richard (Hovey) Brom; Harvey W. Henry is an associate.

Brom has been with Thorson, Thorson & Madson since he was graduated from Iowa State College in 1952. Henry has been with the firm since 1954, when he was graduated from the same school of architecture. The office remains at 219 Waterloo Building.

The Forest City firm of Thorson, Thorson & Madson was dissolved January 1, when Norman Madson joined Edward Sovik and Sewell Mathre in practice at Northfield, Minn. New partners of the founder, Thorwald Thorson, are Gordon O. Gjeltén and Willis Schellberg.

CONSTRUCTION COUNCIL ELECTS CARLSON

New officers of the Des Moines Construction Council are C. H. Carlson, president and R. L. Madrox, secretary-treasurer. Robert E. Farrell continues as executive secretary.

Directors include J. R. Denman, T. R. Lovejoy, Paul Gustafson, Ralph N. Smith, Leonard Howell, Harris Golden, Carl Potthoff, Jr., and Carroll L. Johnson, outgoing president.

AN ARCHITECT'S DUTY REGARDING PUBLICITY

In an article being distributed by the A.I.A., John Normile hits hard at the importance of legitimate publicity in enhancing the architectural profession.

Writing as the building editor of "Better Homes and Gardens," the Des Moines architect comments "It is only rarely that individual architects bestir themselves to employ the most effective publicity tool of all—the consumer magazines—

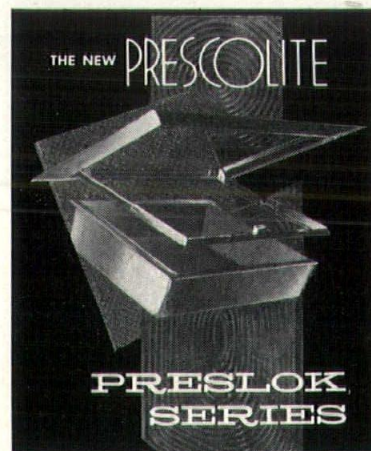
whose vast circulation and prestige is unquestionably the most powerful of all media for gaining widespread, favorable attention."

"What is needed," Normile says, "is a flow of sound architectural accomplishments to those periodicals which reach the public effectively. My feeling is that any contribution to this building up of the profession that can be made by an individual should be assumed as a duty to his fellow architects."

'POST' USES PHOTOS OF SPENCER CHURCH

The Congregational Church in Spencer is one of nine edifices used to illustrate an article by Pietro Belluschi, "The Churches Go Modern," in the Saturday Evening Post for October 4, 1958. The author defends the spirituality of new design in houses of worship.

In the Spencer church, Harold Spitznagel, Sioux Falls, S. D., used exposed wood beams and steel bar joists to support a steep pointed roof, achieving "with impressive economy . . . a setting for religious worship." Spitznagel is A.I.A. regional director for the North Central district.



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SOENKE MOVES OFFICE

Louis G. Soenke, A.I.A., Davenport, is now in practice at 601 Brady Street, in the new Priester building. His offices formerly were at 1327 West High Street.

GIRL FOR BULLINGTONS

Santa found a pleasant surprise when he visited the home of Hal and Kris Bullington in Des Moines this year. Kristin Ann, aged four weeks, had arrived December 22. She is the first child in the household.

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PERSONAL & PROFESSIONAL

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Four 16 mm. sound-color motion pictures on various phases of architecture are now available in Iowa.

They are: *Careers in Architecture*; *Architecture, U.S.A.* (examples of beauty in design); *A School for Johnny* (essentials in a school); and *What Is a House?* (essentials in home design).

All are suitable for audiences of high-school age and above. They may be obtained from Visual Instruction Service, Iowa State College, Ames.

FEBRUARY 2 DEADLINE FOR REYNOLDS AWARD

The A.I.A. has announced it will accept, until February 2, 1959, nominations for the R. S. Reynolds Memorial Award.

Administered by the A.I.A., the award is international and carries an honorarium of \$25,000.

Prime consideration is given to the creative value of the architect's contribution to the use of aluminum, and its potential influence on the architecture of our times. Preference is given to work completed during 1956, 1957 and 1958, but earlier work may be considered.

An architect may be nominated by himself or others. Forms are available from the A.I.A., 1735 New York Avenue N.W., Washington, D. C.

CALENDAR

Convention, Iowa Chapter A.I.A.,
Jan. 29-31

National Convention, American Association of School Administrators, Atlantic City, Feb. 14-18

(Deadline, Architectural Exhibits, Feb. 10)

Regional Conference, Des Moines,
Oct. 7-9

A.I.A. REVISES HANDBOOK

A completely revised edition of the "Handbook of Architectural Practice" has been published by the American Institute of Architects. Its contents include all pertinent A.I.A. documents. The 420-page volume is priced at \$8.

O'NEIL ON PROGRAM

Gene O'Neil was among speakers at the JayCee kickoff dinner for Des Moines' Christmas decorating contest. Others were Leonard Good, art director of Drake University, and representatives of Westinghouse Electric Supply and General Electric companies.

A. S. PATERSON DIES

A. S. Paterson of Redfield, a registered Architectural Engineer employed by the Redfield Brick and Tile Co., died January 2 after a long illness. Paterson, 64, was the father of Bruce Paterson. His survivors include Mr. and Mrs. Bruce Paterson and their three children.

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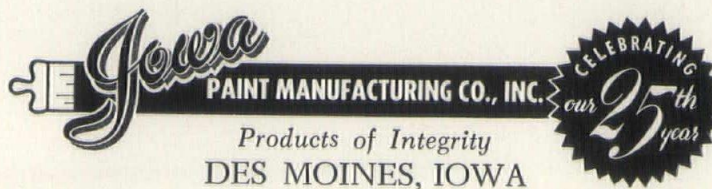
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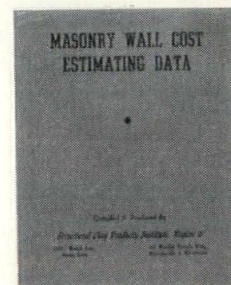
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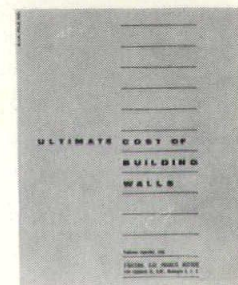
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2

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3

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