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MUSCATINE GENERAL Hospital
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HOW MUCH DOES SCHOOL AIR CONDITIONING COST?

Here are cost figures on five schools that have installed HerNel-Cool year-round air conditioners for schools — some wanted immediate air conditioning, others intend to add air conditioning later simply by installing a chiller in the boiler room. Both get all the natural cooling, heating, ventilating and draft protection features of Herman Nelson unit ventilators.

COST FOR TWO SCHOOLS INSTALLING COMPLETE AIR CONDITIONING SYSTEMS

<table>
<thead>
<tr>
<th>School Name</th>
<th>Location</th>
<th>Architect &amp; Engineer</th>
<th>GENERAL:</th>
<th>CONTRACT COSTS:</th>
<th>UNIT COSTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyde Park Junior High School, Clark County,</td>
<td>Las Vegas, Nevada</td>
<td>Zick &amp; Sharp</td>
<td>90,000 sq. ft., 38 classrooms, 6 administrative offices, 9 special purpose rooms, gymnasium, cafeteria, library, swimming pool.</td>
<td>General $1,039,997, Plumbing 107,300, Electrical 139,000, Air conditioning, heating &amp; ventilating 151,300</td>
<td>Total cost per sq. ft. $11.55, Air conditioning, heating &amp; ventilating per sq. ft. 1.68</td>
</tr>
</tbody>
</table>

COST FOR TWO SCHOOLS EQUIPPED FOR FUTURE AIR CONDITIONING

<table>
<thead>
<tr>
<th>School Name</th>
<th>Location</th>
<th>Architect &amp; Engineer</th>
<th>GENERAL:</th>
<th>CONTRACT COSTS:</th>
<th>UNIT COSTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daviess County High School, Owensboro, Kentucky</td>
<td>Owensboro, Kentucky</td>
<td>Roberts &amp; Johnson, Chas. Young</td>
<td>126,000 sq. ft., 71 classrooms, gymnasium, auditorium.</td>
<td>General $911,000, Plumbing 105,000, Electrical 195,000</td>
<td>Total cost per sq. ft. $10.40, Heating &amp; ventilating cost per sq. ft. 1.55</td>
</tr>
<tr>
<td>North Elementary School, Jones Elementary School</td>
<td>Garden City, Kansas</td>
<td>Howard T. Blanchard, AIA</td>
<td>Both schools (bid as combined project) total 43,382 sq. ft., 26 classrooms, administration areas, multi-purpose rooms.</td>
<td>General $373,525, Plumbing 31,446, Electrical 73,849</td>
<td>Total cost per sq. ft. $11.83, Heating &amp; ventilating cost per sq. ft. 1.70</td>
</tr>
</tbody>
</table>

COST FOR A SCHOOL EQUIPPED FOR BOTH IMMEDIATE AND FUTURE AIR CONDITIONING

<table>
<thead>
<tr>
<th>School Name</th>
<th>Location</th>
<th>Architect &amp; Engineer</th>
<th>GENERAL:</th>
<th>CONTRACT COSTS:</th>
<th>UNIT COSTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lackawanna High School, Lackawanna, N. Y.</td>
<td>Lackawanna, N. Y.</td>
<td>John R. Edgar, AIA</td>
<td>165,941 sq. ft., school building for 1200 pupils, service building and connecting tunnel.</td>
<td>General $1,953,700, Plumbing 145,393, Electrical 353,788, Air conditioning, heating &amp; ventilating 292,500</td>
<td>Total cost per sq. ft. $16.54, Heating &amp; ventilating cost per sq. ft. 1.76</td>
</tr>
</tbody>
</table>

*Office suite, board of Education offices and auditorium are provided with immediate air conditioning. Classrooms are equipped for future air conditioning.
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2. Elementary School, Schleswig, Iowa
3. Lake Mills Community School, Lake Mills, Iowa
4. K-6 Elementary School, Spencer, Iowa
5. Public School, Whiting, Iowa
6. Public School, Scranton, Iowa
7. Public School, Albia, Iowa
8. Catholic School, Tama, Iowa
9. St. Henry's School, Marshalltown, Iowa
10. Public School, La Porte City, Iowa

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Iowa Chapter, American Institute of Architects

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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.
May We Repeat ...

Walter McQuade, author of “Schoolhouse,” who spoke recently at the Regional Convention of the A.I.A. in Des Moines, at one point said:

“You can’t blame the school board for its fantastic attention to economics. Something must be done to get away from financing education by the property tax.”

He may have something there about the change of source of educational support, but until the change is made, school boards will be interested in the economics of construction. We’d like to take this opportunity to repeat a point made a year ago in this column when we suggested an attempt should be made to present school construction costs in the light of their cost per student served.

We believe the taxpaying citizens of most school districts would view construction costs in a more receptive light if these figures were translated into terms of ‘cost per student per year’.

We are not proposing that the schools be sold to the public on the “never-never” plan of “so much down” and no disclosure of the total cost. We are suggesting that heavy emphasis be placed upon the per-student per-year investment in the structure.

Give the taxpayer-buyer an opportunity to relate the school construction cost to the value of the education received by each student the school will serve. We think education is a proposition which pays many times the value of the school cost.

In Appreciation:

The Iowa Chapter, The American Institute of Architects, again expresses its appreciation to the Iowa Association of School Boards for the opportunity of participating in the 14th annual convention of the organization.

It is sincerely hoped that each school board member and superintendent attending the convention finds it of value, and pleasurable.

Members of the Iowa Chapter, A.I.A., are interested in every phase of education, and in the administration of educational programs, for changes in any phase may be reflected in appropriate changes in facility design.

We hope that you find the exhibits interesting.

Public Relations Committee
Iowa Chapter, A.I.A.
Selection of an Iowa Chapter past president as nominee for regional director, awarding of prizes to student competitors in a design contest, and a series of fine presentations marked the 13th regional convention of the A.I.A. held October 8, 9, 10 at the Hotel Savery, Des Moines.

O. H. Thorson of Waterloo was unanimously awarded nomination as regional director to succeed I. Lloyd Roark, Jr., of the Kansas City chapter, who is being proposed for nomination as Second Vice-President of the Institute.

Paul B. Meyer of University of Oklahoma, Richard W. Cramer of Oklahoma State University, and John R. Ratcliffe of Iowa State University were winners of $275, $150, and $75 prizes in that order in the design competition arranged by the Iowa Chapter and sponsored by the Structural Clay Products Institute. To eleven others whose entries were honorable mention for participation in the region-wide judging, book awards were made. Several hundred students in five architectural schools participated in the preliminary contests at the schools. Up to three entries from each school were forwarded for judging in Des Moines. James Neville of SCPI Region 6 participated in the award presentation. Keith Lorenzen, Waterloo, Iowa chapter education committee chairman, supervised the competition.

Panels, lectures and discussions held the interest of members and guests at every session. Among the most informative was the Friday morning panel in which Prof. Alan K. Laing of the University of Illinois, A.I.A. Vice President Philip Will, Jr., and Dr. John Harris of the Des Moines school system, were at the rostrum. This discussion was aimed at dissection of an architect's education.

Architectural Writer Walter McQuade said the criticism most frequently heard is: "Must all schools be palaces?" His comment was that in any part of the nation, there are more palatial homes, business firms and shopping centers than there are palatial schools. He also suggested that the "wall to wall environment", created for business to help solve its personnel problem, might help solve personnel problems in schools.

Judge Bernard Tomson urged the architects to assume the responsibilities of leadership in the construction industry, declaring the leadership will be taken by others if architecture defaults. He urged the architects to make themselves known as leaders.

In regional business sessions the architects gave attention to the need for closer cooperation between the chapters and the student groups, and it was moved that students be invited to attend sessions of the regional conventions. Continuation of the student competition was proposed.

Angus McCallum, president of the Kansas City chapter, was nominated to the judiciary committee. The 1960 Regional will be at Topeka, Kan., on October 13-14-15. Frank Godding, A.I.A. is chairman.
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... A Quality Product.

"Making Education a Quality Product" is the theme of the 1959 convention of the Iowa Association of School Boards, and the theme reflects the aims of educators at every level of operation.

Two members of the Iowa Chapter, A.I.A. are participating in sessions during the two-day meet with Gene O'Neil, Des Moines, vice president of the chapter appearing at a Breakfast Panel in the banquet room at Bishops' Cafeteria at 7:45 a.m. Friday. Clyde McFarlin, IASB President, Montezuma will be chairman for a discussion of "Practical Approaches to School Building Insurance." Other participants in the panel will be Phil Jester, Des Moines, E. W. Lundquist, Cedar Rapids, and George C. Whitmer, Des Moines.

Grant Voorhees, Des Moines, will appear on a panel in Room B at 3 p.m. Friday for a discussion of "Safety Precautions in Our Schools." Lester Menke, Calumet, will preside, and others in the discussion will be State Fire Marshal Ed Herron, School Superintendent Arnold W. Salisbury, Cedar Rapids, and Albert F. Block of Davenport. A. B. Grimes, supervisor of plant facilities for State Dept. of Public Instruction will moderate.

The Iowa Chapter is sponsoring a display of school construction projects and these photos or renderings, plus information about the buildings may be seen at the east end of the general meeting area on the main floor of the auditorium.

Harold Payne, chapter public relations chairman, also has arranged for a booth in the display area, and has procured display materials which it is hoped will draw interest and attention to the booth. Copies of this "school special edition" of the Iowa Architect are to be handed out at the booth.
All members of the American Institute of Architects in Iowa were invited to submit sketches or photographs of current school projects for this issue, which is distributed at the convention of the Iowa Association of School Boards as well as mailed to the magazine's customary readers. This section is composed of material which arrived early enough for publication and could be readily reproduced in black and white. A considerable amount of additional work is represented in displays at the convention.

FORT MADISON HIGH SCHOOL. (Shown on the cover.) This structure, designed for expansion to handle 1,000 students, has an 82,000 square foot area; its gymnasium seats 2,200 persons; structure contains 16 general classrooms, little theatre, library, three shops, art and drafting areas, dining-student center-multipurpose area. Lustra-gray glass used for glare reduction. Karl Kieffer Associates.

CHARLES CITY HIGH SCHOOL. Classrooms are in the three circular areas, administration is in the center, shops in large flat-roofed area, and the gymnasium in the large rectangle. This structure makes great use of pre-stressed and pre-cast concrete for structural frame. Floors of asphalt tile, quarry tile vestibules; plastered throughout; aluminum windows; metal doors; heat is by steam.
SAC CITY ADDITION. Kindergarten and High School units are combined in this addition to the Sac City schools. Shops are in the ground floor; two kindergartens, lunchroom, band room, Home Ec., choral on the main floor; seven classrooms, physics, chemistry and biology on top floor. Reinforced concrete floors, steel frame roof; exterior of SCR brick and cut limestone panels; aluminum windows; interior partitions of steel stud, plastered.

WEBSTER CITY HIGH SCHOOL. Plans and specifications are being completed for this new structure to accommodate 800 students. Thin shell concrete barrel vaults and steel comprise the roof; the exterior will be of brick and pre-cast concrete panels.
LONE TREE ELEMENTARY AND HIGH SCHOOL. Two story addition of 14 classrooms, plus toilets, band room, practice rooms, locker rooms and additional heating facilities. Prestressed concrete twin tees with face brick and aluminum panel wall exterior, lightweight brick base, asphalt tile floors, steam heat with unit ventilators, fluorescent lighting. Cost $297,000. Under construction.

GUTHRIE CENTER ELEMENTARY SCHOOL, DOUGHER-FREVERT-RAMSEY, DES MOINES.

GUTHRIE CENTER ELEMENTARY SCHOOL. Designed for a capacity of 630 pupils from Kindergarten through the Sixth grade, this structure contains 40,150 square feet, plus a covered playground area of 3,580 square feet. Construction contracts were awarded in September 1958. Cost $472,000.

J. H. PEET JUNIOR HIGH SCHOOL, CEDAR FALLS. GROW & DE VOE, CEDAR FALLS.

J. H. PEET JUNIOR HIGH SCHOOL. Non-bearing interior partition walls are one feature of this structure designed for a capacity of 900 students. Exterior of face brick. Interior walls include ceramic glazed tile, wood paneling, some face brick, some concrete block and some sheet glass in foam rubber. Floor is concrete slab on grade; vinyl asbestos tile, ceramic tile in toilets, quarry tile in kitchen, maple in gym and stage. Suspended ceiling with 2 x 2 aluminum grid and incombustible tile.
SCHAEFFER HEIGHTS ELEMENTARY SCHOOL. Thin shell concrete will be used to span certain of the areas in this building which is a two-unit school with 12 classrooms and Kindergarten for grades through Six. Building includes art, music and science rooms, kitchen and multi-purpose room, toilets and administrative facilities.

46TH STREET ELEMENTARY SCHOOL. Similar in contents and structure to the Schaeffer Heights school, this is one of a group of five being constructed for the Cedar Rapids Community School district.
Cuba City High School. A round lobby framed with a folded plate roof is the focal point for this school in which a 28 foot square classroom sets the module. Eighteen teaching stations will be supplemented by a library, kitchen, administration suite and locker rooms. Exterior of gray face brick; interior partitions are light weight concrete block with structural facing tile in locker rooms, toilet rooms and kitchen. The pitched roofs provide low window head and wide overhang for sun control. Construction begins in the Spring of 1960.

Clovis Grove Elementary School, Wisconsin. Durrant & Bergquist, Dubuque.

Clovis Grove Elementary School. The long curve of this school gives classrooms northeast exposure and view toward public park. K6 with 12 classrooms, two kindergartens. View at right shows interior of the curved corridor.
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WALL SECTION
FISHER ELEMENTARY SCHOOL, MARSHALLTOWN, BROOKS-BORG, DES MOINES.

ELEMENTARY SCHOOL FOR NORTH FAYETTE COUNTY COMMUNITY SCHOOL DISTRICT. CHARLES ALTFILLISCH & ASSOCIATES, DECORAH.
LINCOLN ELEMENTARY. Radiant ceilings in classrooms, supplemented with finned radiation and convectors mark the heating system in this K-6 School. Umbrella roof construction with no load bearing walls; aluminum window wall with porcelain enamel panels below vent sections; face brick exterior with some interior panels. Suspended acoustical ceilings, except in boiler room, and exposed construction in all-purpose room. Cast in place perlite insulating concrete roof deck over galvanized corrugated.

PICKWICK ELEMENTARY. Construction details of this project are similar to those for Lincoln (above). Owner specified that design eliminate congested corridors, provide maximum segregation of children by age level, no lunch program required.
CENTRAL AVENUE ELEMENTARY. Plastic skydomes provide additional natural lighting for the interior of classrooms, and exterior windows are tinted to reduce glare. Current multi-purpose room will be converted to two classrooms and new multi-purpose room added when expansion necessary. The residential design of sloping roof and low overhang was developed to reduce scale and blend in residential neighborhood. All walls and partitions are of masonry, exterior surfaces are brick. Roof construction is of laminated wood beams and Tectum decking.

CLARKSVILLE ELEMENTARY. A kindergarten and nine classrooms are included in this project which now is nearing completion. The contract cost is $133,000.
MEEKER ELEMENTARY SCHOOL, TINSLEY, HIGGINS, LIGHTER & LYON, DES MOINES.

MONTEZUMA HIGH SCHOOL ADDITION. Brick, stone, insulated aluminum panels and aluminum windows comprise the exterior of this addition which provides administrative quarters, additional classrooms, gymnasium, locker rooms, agriculture shop, science laboratory, library and lunchroom. Construction is steel frame with bar joist roof; removable acoustical metal pan ceilings. Air conditioning provided for administrative offices; provision made for future air conditioning of classrooms.

HIGH SCHOOL ADDITION, MONTEZUMA COMMUNITY HIGH SCHOOL, WETHERELL & HARRISON, DES MOINES.
Technology of Architecture

The advance of architecture as it grasps new materials in a period of great technological change has led to the theme "The Technology of Architecture" for the 1960 convention of the Iowa Chapter, A.I.A. Dates are January 28-30 at the Hotel Savery, Des Moines.

General Chairman N. Clifford Prall announced the theme following an October 30 meeting with the Chapter Executive Committee, and said the subject matter would be aimed principally at uses of modern materials and construction techniques.

Prall also reported that three major decisions had been made in regard to the program. They are:
1. There will be provision for advance registration and chapter members will be urged to do so.
2. The chapter will not make provision for commercial exhibit booths or displays.
3. A portion of the program will be set aside for discussions of problems of statewide interest to the profession.

With preparations for the state convention coming "on the heels" of the regional meeting, Chairman Prall said he was not ready to name all members of his committee, but that he was contacting individuals to accept responsibility for various portions of the two-day meeting.

Mrs. John McKlveen of Des Moines has accepted the duty of coordinating the women's program, Prall said.

"We plan to put together a program which has a definite pattern from start to end, so that each member attending will be able to relate each subject with the ones which precede or follow it," he explained.

Elections will be held Friday morning, and it is anticipated a nominating committee will report at the Thursday evening chapter meeting.

Honor Awards Program

The Institute has announced its 12th annual program of National Honor Awards. The awards in this program will be made for distinguished accomplishment in architecture by an American architect for any building in the United States, or abroad, completed since January 1, 1955. All entries in the preliminary submission must reach the Octagon before January 15, 1960.
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DIRECTORY OF ADVERTISERS

The Iowa Architect takes pleasure in welcoming a number of new advertisers in this second “school special” edition, and also welcomes the return of a number of advertisers who first made their appearance in this publication a year ago.

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A face brick of unusual texture and soft-tone. Especially desirable where a rustic effect is to be achieved without sacrificing uniformity and style. Available in Nominal-8”, Norman and SCR sizes. Sample panel and complete information upon request.

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Ask for complete literature or sample panels showing both glazed and unglazed brick of the highest quality.

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2½ Miles South of Fort Dodge
Some Good Bricks

An apprentice bricklayer might not win a prize with this lay-up, but he was working with uncommon clay.

Top left, left to right: Mr. and Mrs. Eugene O’Neil, Mr. and Mrs. George Peterson. Center, Mr. and Mrs. R. Wayne Lyon, Mrs. George Russell, Mr. and Mrs. Lyle Howard. Right, Mr. and Mrs. Amos Emery. Center, left, John Watherell carves clay. Center, Mrs. D. J. Quade, Harold Bullington, Mr. and Mrs. Bill Taylor. Right, Mrs. Walker, Mrs. Melroy, Roy Nasr, Charles Melroy. Lower, left, Mr. and Mrs. John Brown, Mr. and Mrs. Robert Ramsey, Mr. and Mrs. N. Clifford Prall. Center, Clay Party hosts Dale Gilbert of Redfield, Billy Goodwin, Jr., Mrs. Gilbert, Vern and Mrs. Fobes of Mason City. Right, Stan Hess works up a design.

ODOR ELIMINATION SPECIALISTS

AISKEM

Odor Counteraction and Sanitation Products

- for a healthier environment and through modern chemistry, we can remove all types of odors from—
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  PUBLIC BUILDINGS
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- Ranging from smoke odor after a fire to stale or musty odors from people congregating in enclosed areas.

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Triumph in Electric Water Coolers

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FLUSH MOUNTED

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Represented By:
GIBSON - TOWNSEND COMPANY
210 MASONIC TEMPLE BUILDING
DES MOINES, IOWA
GLENN LUNDBLAD discussed trend in architecture before the October meeting of the Jaycee Sues at Green Gables, Sioux City.

RAY BERGQUIST said the schools of the future must be planned to meet an accelerated degree of change in our ways of life. He spoke to the Dubuque Rotary club in October.

KEITH LORENZEN, Waterloo, reports he already is receiving requests for architectural speakers at high school career days. Architects wishing to participate in this profession-strengthening activity, please inform Keith of your willingness and desire.

F. LEE CARNES JOINS N. CLIFFORD PRALL
F. Lee Carnes, an associate member of the chapter, has joined the staff of N. Clifford Prall, Des Moines. Carnes had been a member of the staff of Tinsley, Higgins, Lighter and Lyon for the past 14 years and previously had been with Tinsley & McBroome in the late 1920's and 1930's.

IOWAN ELECTED
Frank Delany of the Metz Manufacturing Co., Dubuque, Iowa, has been elected a vice-president of the Architectural Woodwork Institute. Elections were held at Chicago in mid-October.

REVISE WORK SURVEY
The Institute has completely revised procedures for its Current Work Survey which reports on building construction work on the drawing boards of the nation's architects.

Results of the Survey will be announced every three months under the new plan, instead of every six months as previously. Some 9,500 architectural and engineering firms participate in the survey.

NEW A.I.A. "CAREER" FILM
Designed for showing to 8th, 9th and 10th grade students, a new A.I.A. semi-animated color film provides a vivid, short, course on the meaning of architecture. It is intended to stimulate discussion of architecture as a career, and to provide some basic ideas on architecture appreciation.

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MARLEY COOLING TOWERS

The professional engineer is quick to recognize products that are themselves engineered by professionals—a fact that accounts for his overwhelming preference for Marley cooling towers. Leadership in design, superiority of performance, skill of manufacture, ease of installation, simplicity of operation—these are the marks of Marley towers that set them apart from those of other makes.

For example, the new Marley Class 600 Double-Flow represents technological advances of major importance to everyone in industry—a tower so different in concept, appearance, and performance that it can be classed with no other industrial tower.

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MBI DATES — DECEMBER 1 - 2

President James W. Cawdrey of the Associated General Contractors of America, Inc., will be the principal speaker at the 48th Annual Convention of the Master Builders of Iowa at the Hotel Savery, Dec. 1 and 2.

Ken Lewis, MBI Executive Secretary, said other major speakers would be Dr. Kenneth McFarland of Topeka, Kan., and Tom Collins, a Kansas City humorist. About 600 contractors, architects, and industry representatives will attend.

Events include a luncheon and banquet Dec. 1, a “Hot Stove” luncheon for men and a style show and lunch for the ladies on Dec. 2. Final event will be a buffet dinner and dance Dec. 2.

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Warren Fulton, Jr.—Installation supervisor for Iowa and Nebraska

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SWEETS DETERMINATIONS

Determinations of the qualification of firms to receive the 1960 edition of Sweets' Catalogs now is being conducted by F. W. Dodge Corp. offices throughout the 37 eastern states.

Walter Enoch, Des Moines office manager for the firm, said qualification for receipt of the architectural set of catalogs is dependent primarily upon the following factors:

A basic dollar-volume of business during the past year, but excluding all industrial type construction, and all projects of less than $50,000 total construction cost.

Distribution of the architectural set is made annually in February; industrial and light construction sets follow soon afterward.

UNDERGOES SURGERY

Prof. Leonard Wolf, head of the Dept. of Architecture, ISU, is recovering at home from abdominal surgery which prevented his participation in the regional convention.

A Few Lighting Fixtures from the PRESCOLITE NEW PRODUCT PARADE

WB-28 with guard

The original weather proof, "DieLux" diecast aluminum bracket and ceiling lights now in 150-200 watt sizes.

PRESCOLITE MFG. CORP.
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FACTORIES: Berkeley, Calif. • Nashua, N. H. • El Dorado, Ark.
Nominate Your Craftsman

Chapter members of the A.I.A. are being called upon to submit nominations for craftsmen whose skill, character and industriousness should qualify them for consideration of awards from the Iowa Chapter, A.I.A.

R. Wayne Lyon, chairman of the chapter committee on relations with the construction industry, said the committee is anxious to have nominations of "top quality" workers from throughout the state, and whose nominations are put forward by architects.

Lyon said the committee would like to have the nominations as early as possible in December so that all details may be handled well in advance of the 1960 convention.

The awards program, in which outstanding men in the various crafts are given recognition at the annual chapter convention banquet, has been one of the most appreciated programs undertaken by the Iowa chapter.

Iowa chapter President George Horner following the Regional Conference held in Des Moines October 8-10:

"I want to thank you and your fine Iowa Chapter for a most enjoyable Conference. It came off as a fine team effort and you fellows should be pleased with the work of the young Members. . . ."

Linus Burr Smith, chairman of the department of Architecture at the University of Nebraska, wrote:

"The purpose of my note is to tell you what a fine meeting all of you conducted at Des Moines. Not only was it the best regional meeting I have ever attended, but the personal courtesy, hospitality and kindness displayed by the many people who were unknown to me as well as my friends, made it a most memorable occasion."

A Period Texture with a Modern Color

Adel Clay Products Co.

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101 ASHWORTH RD. WEST DES MOINES, IA.
REGIONAL EXHIBITORS

Eight firms responded to the Chapter's invitation to participate in sponsorship of the Regional Conference by displaying name and product cards in the lobby of the Hotel Savery during the three-day 1959 A.I.A. event, October 8-9-10. Representatives of two firms—The Alfred Bloom Co. and Pella Rolscreen—were present for a large portion of the meeting, but happened not to be there when these pictures were made.

From the left, top, John Lysinger of Iowa Paint Manufacturing Company, Des Moines; Harry Heater of Cambridge Tile Manufacturing Co., Cincinnati, O.; Bert Fowler, president of Skyhook Lift Slab Co., Overland Park, Kansas; Carl V. Wallace, Master Builders Co., Cleveland, O.

Lower, left, C. E. Bridgeman and Jim Parks of the Goodwin Companies, Des Moines; Pella Rolscreen display, the Alfred Bloom Co., Omaha, display, and Gerald I. Griffith, A.I.A., talks with Dave Hanson of Midwest Concrete Industries, Des Moines.

FITZPATRICK MEMORIAL AWARD

The Institute has announced the cooperation of five leading building industry associations in establishment of the F. Stuart Fitzpatrick Memorial award to be given annually for “outstanding achievement in the unification of the building industry.”

Sponsors of the award, named in honor of the late manager of construction and civic development department of the United States Chamber of Commerce, are: the A.I.A., the Building Research Institute, The Producer's Council; The Associated General Contractors, and the National Association of Home Builders.

A five-member board will select the recipient who will receive a silver medal bearing a likeness of Fitzpatrick, and a scroll.
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★ SOUND PROOF
★ VERMIN PROOF
★ DUST PROOF
★ LOW INSTALLATION COST
★ LOWEST "USE COST"

Sheffield BRICK AND TILE CO. Sheffield, Iowa
Yet, while there is nothing in the modern world to match it for sheer magnitude, there are quite a few modern skyscrapers of how expensive some materials can be. (See Chart B)

office buildings, made independently by New York estimator Arthur F. Comstock, provides even more dramatic evidence of exterior walls of New York City office buildings. (See Chart A)

Another study of exterior wall costs in New York City office buildings, made independently by New York estimator Arthur F. Comstock, provides even more dramatic evidence of how expensive some materials can be. (See Chart B)

In this table, the least expensive building — a masonry structure at 380 Madison Avenue — is used as a base of 100 per cent; the costs of five other buildings are given as percentages of this. Thus, while dollar figures may gradually lose touch with ever-rising prices, the percentages continue to be meaningful.

With this in mind, note the sharp increase in wall costs as the percentage of window area increases, until we find the Seagram's building rising to 1231 per cent as compared with the office building at 380 Madison Avenue.

So much for how expensive some present buildings are. Now how expensive should they be? To help investors, cost consultants and architects, Clayford T. Grimm and James G. Gross, architectural engineers of the Department of Engineering & Technology, Structural Clay Products Institute, have written an extremely valuable study titled, "The Ultimate Cost of Building Walls."

The purpose of the study was to establish exact and authoritative information on architectural economics. It has already been adopted into the curricula of several schools of architecture and engineering.

Gross and Grimm applied fifteen cost factors to the economic analysis of exterior non-load-bearing or curtain walls. They are: Value of Money, Depreciation, Price Increases, Income Taxes, Initial Construction Cost, Cost of Supporting the Structure at 380 Madison Avenue — is used as a base of 100 Cent per cent; the costs of five other buildings are given as percentages of this. Thus, while dollar figures may gradually lose touch with ever-rising prices, the percentages continue to be meaningful.

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Gross and Grimm applied fifteen cost factors to the economic analysis of exterior non-load-bearing or curtain walls. They are: Value of Money, Depreciation, Price Increases, Income Taxes, Initial Construction Cost, Cost of Supporting the Walls, Space Occupied by the Walls, Speed of Erection, Air Conditioning Costs, Heating Costs, Maintenance Expenditures, Illumination Costs, Salvage Value, Insurance Rates and Real Estate Taxes.

Because of the lack of space, we here summarize the results of the Gross-Grimm study in a single table, and recommend that readers who wish additional information write the Structural Clay Products Institute, for a simplified version of "Ultimate Costs," at no cost, or the technical version, for architects and engineers, available at 55 cents per copy.

Notice that the table is divided into taxable and tax-exempt categories. The reason for this is that Uncle Sam looks at the two quite differently.

Joe, a building owner, is already paying taxes and Uncle Sam apparently feels sympathetic. At any rate, he allows Joe to deduct his operating and depreciation costs. As the table shows, this can be quite a help.

Now look at tax-exempt Mr. X, whose building might be a school, a city hall, or a church. Since he doesn't pay taxes to begin with, the Government sees no reason to give him still another tax privilege. As our table shows, this can make a big difference.

### Ultimate Cost of Building Walls (Per Sq. Ft. of Wall Area)

<table>
<thead>
<tr>
<th>Wall Type</th>
<th>Taxpayer</th>
<th>Non-Taxpayer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masonry Cavity Wall</td>
<td>$4.60</td>
<td>$5.26</td>
</tr>
<tr>
<td>Metal Skin Wall</td>
<td>7.86</td>
<td>9.01</td>
</tr>
<tr>
<td>Glass Wall</td>
<td>18.29</td>
<td>30.02</td>
</tr>
</tbody>
</table>

These figures, taken from three independent sources, don't just speak for themselves. They shout the simple fact that masonry walls make sense — and save them, too.