

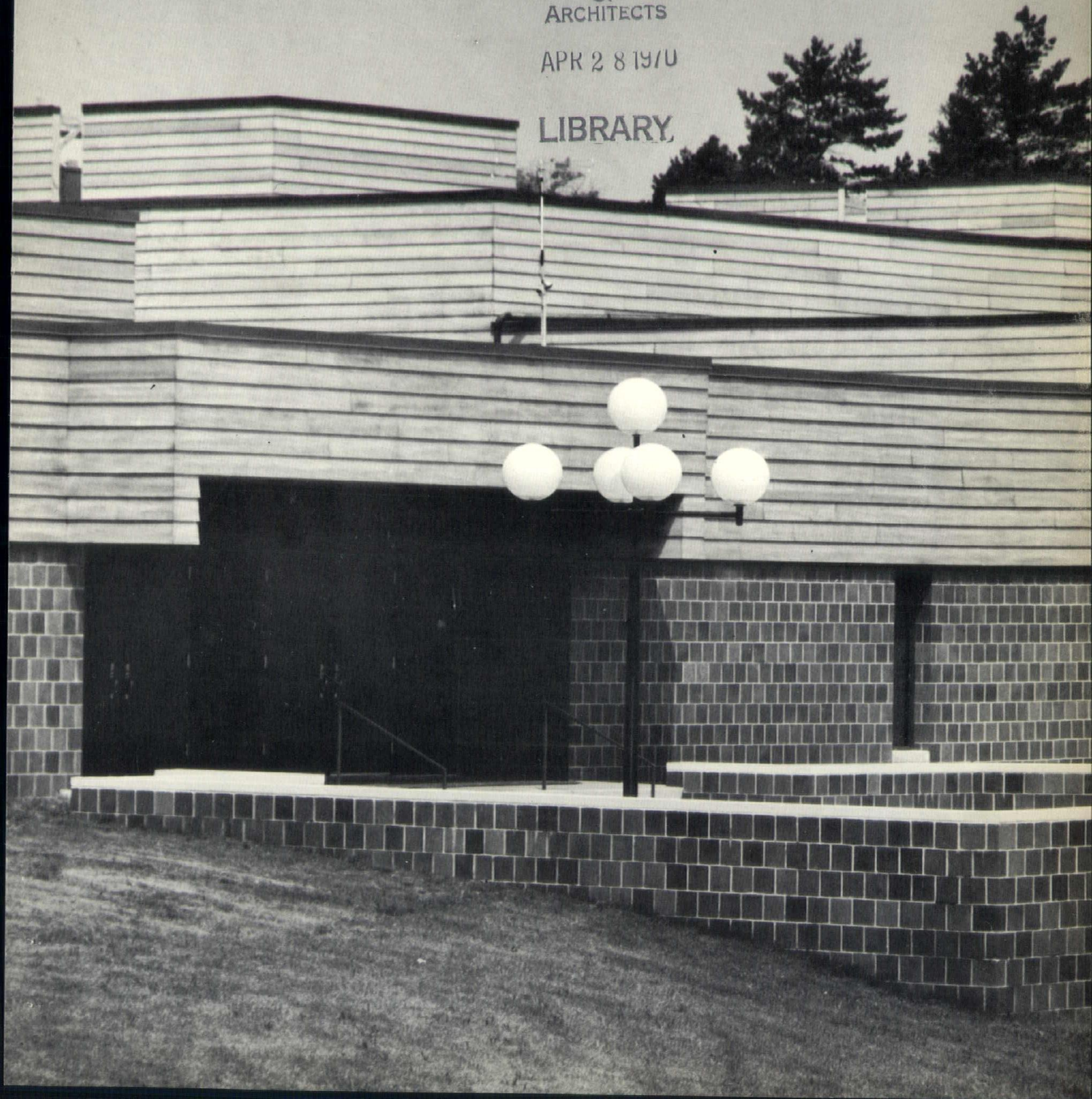
# IOWA ARCHITECT

JANUARY/FEBRUARY/MARCH/1970

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# EDITORIAL

By Allen B. Salisbury



As we head into the final thirty years of this century, the profession needs to, and is, taking a longer look ahead. The results of an AIA Commission on The Future of the Profession of Architecture, headed by Gerald McCue, will be published this year. For a profession whose total time is spent planning for others, too little time has been spent planning for the construction industry as a whole, and the profession in particular. We are so actively engaged in what we are doing, that we have not been objective about our recent past, present, or in appraising the future. We have few facts to go on, only conjecture, but here are some predictions from that report and some fearless ones of my own.

Even the most conservative predict greatly accelerated change and a highly volatile period.

Expanding technology has not been matched equally by viable social changes.

More construction will be demanded than even the huge amounts already predicted (the 1968 construction volume to double by 1985 as a minimum).

Straight line prediction will be inaccurate as more space is demanded per person, per use, per bedroom, per classroom, per office, etc. with higher comfort standards for temperature, humidity, lighting. One prediction states that twenty-five percent of the population will have second homes in 1985.

The world is the market place. Iowa is only 2 1/2 hours from Los Angeles, 6 1/2 hours from Paris, and less than 9 hours to almost any part of the globe. Conversely, the world also becomes our competitor at home. (You've noticed that, too?)

There will be no change in the swing to urbanization and suburbanization or to the "sunny-belt" states. The key to the solution of social and environmental problems will have to be a better partnership between the suburban and urban roles.

Our social turmoil is less racial than a crisis of economic parity, often brought home by the architecture seen in public buildings, movies, and TV compared to what is seen in much current housing conditions. There will be an expectation of improvement of life style, again, often reflected in buildings and homes, not sometime in the future, but here and now.

The construction industry is a "lag-sector" of the economy. The record of the construction industry over the past decade has not been particularly admirable with a bumper crop of new untried products, lessening labor production, spectacular wage escalation, inability to deliver on time or train new craftsmen. Although it is often referred to as a building team, is seldom displayed any signs of team work. The "team" of Owner, Architect, Engineer, contractors, subcontractors, manufacturers, suppliers, and organized labor has shown little improvement over the past

twenty years. A wide-angle view of the construction team is long overdue. Roadblocks to new methods, processes and systems must be removed. A research and development program must be instituted where none exist now. I would hope that a program will be established at ISU with Iowa practitioners taking an active part. There will probably be a national code, stricter standards and a reduction in protective registration laws, trade restrictions, work rules and other barriers.

Architects will assume leadership only where qualified. That leadership role will come from ability, not title or tradition. Other "actors" are waiting in the wings for that role if architects are not effective or are not where the action is. While architects are the ones with any training in environment, they only touch a fraction of the construction. Good intentions and willingness will not be enough. The future for architects is not preordained. It is what we make of it. The role that architects play is totally dependent on their ability. Will architects be tacticians or technicians?

Professional Construction Managers (some of them architects) may well replace the general contractor as we know him. He will make Owner's decisions, schedule, negotiate and close the glaring gaps not covered by standard contracts and assume responsibilities now avoided by the architect. He may be able to eliminate some of the dog-eat-dog competition, basing selections on performance as the lowest cost rather than the lowest bid arrived at by an error on an adding machine tape. He may be able to build confidence where contractors are almost universally mistrusted, improve the quality of the end product in shorter time and without chaos.

There will be newer and larger assemblages with a shift from appliances to entire kitchens, from tubs to entire bathrooms, from rooms to entire dwellings. The manufacturers will become developers to assure themselves a market. There will be "options" as in the automobile industry.

There will be whole new financing systems, sometimes stockmarket companies as "Owners" for real estate investment return, insurance companies and trust funds as "Owners" pursuing long range real estate returns, and more architects using their specialized knowledge as "Owners".

There are too few registered architects (10,000 firms, 30,000 architects) compared with 265,000 doctors, 430,000 accountants and 975,000 engineers. In 1966, 63 accredited colleges conferred 2,025 Bachelor of Architecture Degrees, 417 Masters and only 10 doctorates. Subsequent years have added little. Many of these graduates did not elect to join architectural firms. We are an "unknown" profession, and we must individually and collectively try much harder to attract young, intelligent,

continued page 27

# ia

## IOWA ARCHITECT

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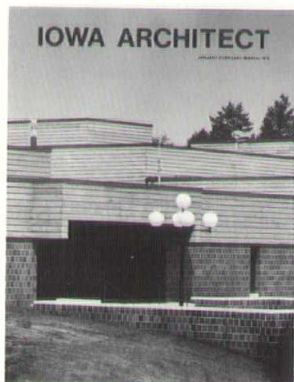
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This issue's COVER features one of the design award winners, Welch Junior High School in Ames. Planes of horizontal redwood siding meet at the juncture of several roof levels and screens about mechanical equipment.



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The IOWA ARCHITECT is printed by Ad-Color Press.

**10** Always an exciting time for architects is the announcement of annual DESIGN AWARD winners made at the Winter Convention. Featured in this issue are the eight recipients for 1970. These projects reflect the highest standards of design within the state, and the owners and their architects can be justly proud of their mutual achievements.

**20** One of the most popular departments in the IOWA ARCHITECT is the NEWS, bringing architects and their interested public up to date on recent events, office happenings, personal notes, current affairs, and new projects.

**24** In the third in a series of articles TOWARD REGIONAL FORM, Mark Engelbrecht continues his general discussion of regional characteristics and specific discussion of agrarian/recreational open spaces vs. the urban core. Part one appeared in the July-August-September issue of 1968 and part two was in the October-November-December issue of 1968.

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**Architect:** Crites and McConnell, Cedar Rapids  
**Contractor:** James Thompson and Son, Ames

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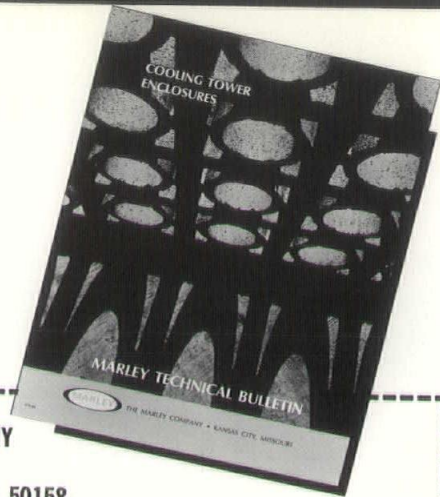
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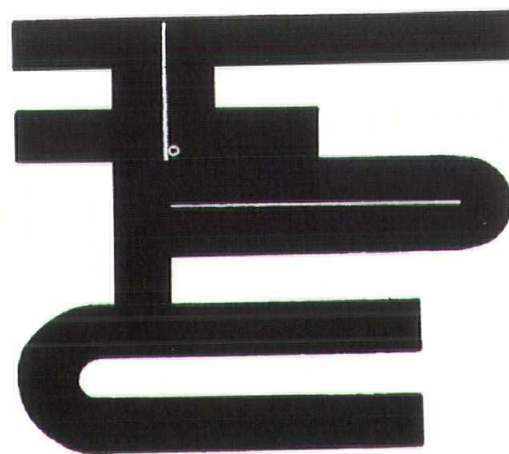
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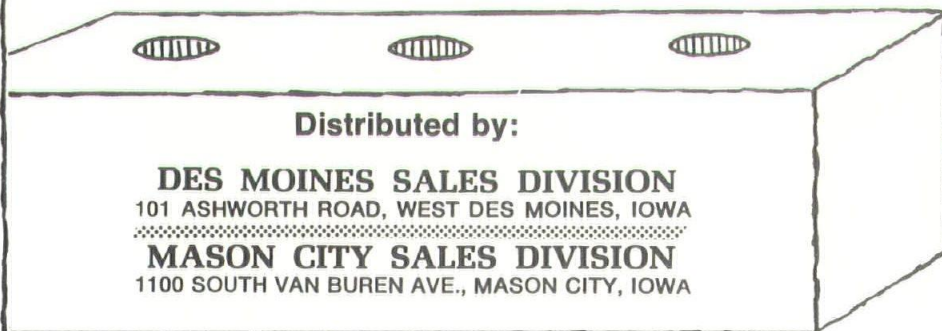
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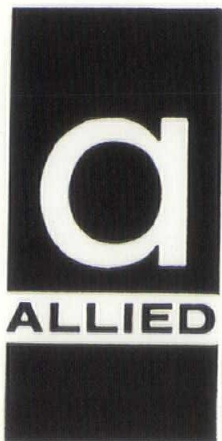
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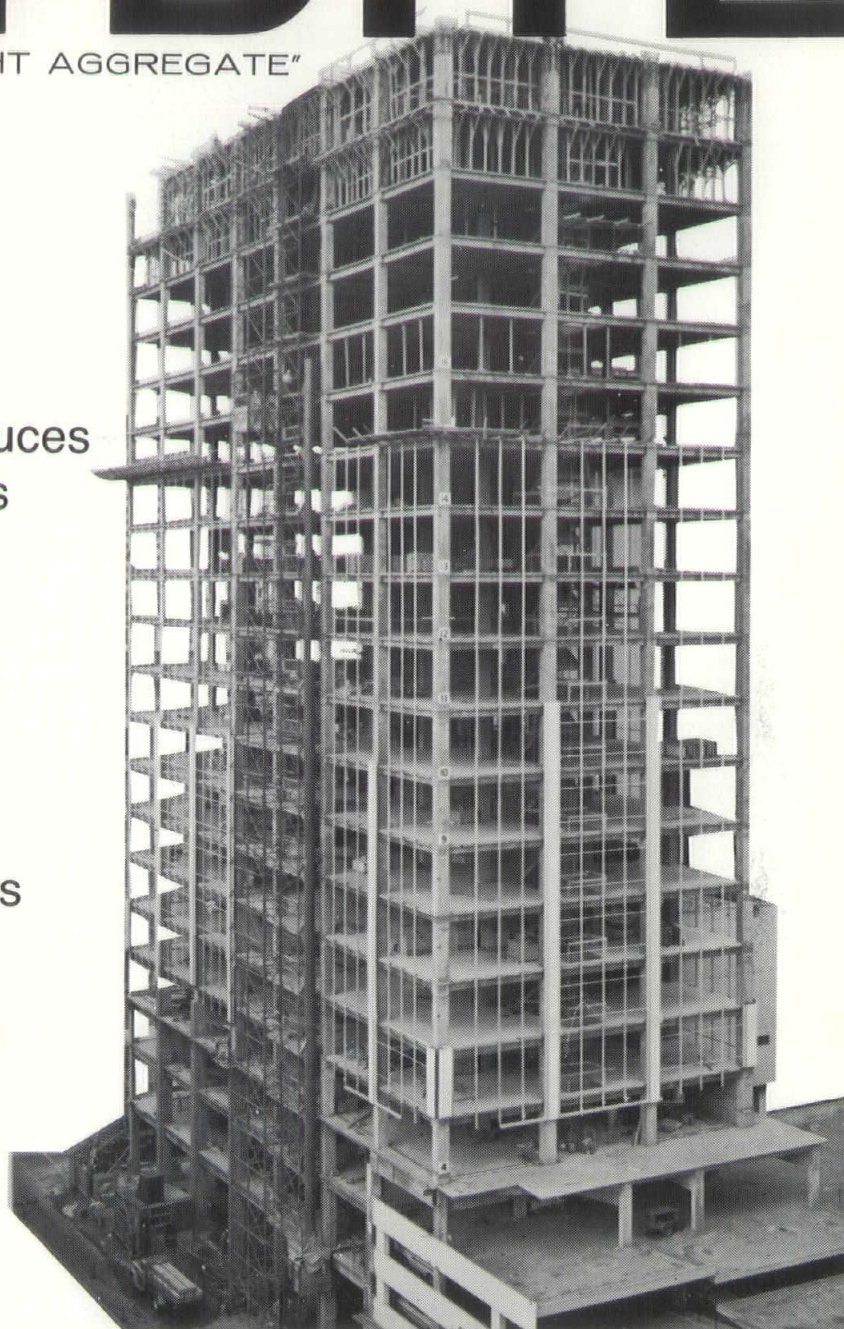
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# 1970 DESIGN AWARD



# PROGRAM

## OF THE IOWA CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS

**THE PROGRAM:** Each year the Iowa Chapter of The American Institute of Architects sponsors a design awards program which recognizes recently completed buildings of exceptional merit. To encourage appreciation of architecture, the award winners are presented to the public in the form of articles in newspapers and magazines, and a traveling exhibit. A jury of prominent architects from outside the state of Iowa meets and reviews the entries, selecting outstanding projects to receive Medal, Honor or Merit Awards, in that order of distinction. Because the jury cannot visit each building due to time limitations, presentations are made in the medium of 35 mm. color slides.

In the 1970 Design Awards Program, the jury selected eight projects designed by five firms. The award winners represent the finest of current work in Iowa, and, according to comments of this and other recent juries, also stand among the best architecture in the nation.

**THE COMMENTS:** The jury was impressed by the numerous touches of ingenuity in the competition plans addressed to the problems of achieving good architectural solutions to programs harassed by extremely modest budgets and unpromising sites. It found imagination being applied to innovative uses of routine materials and to the effort to set a lively pace for future buildings in areas where one stimulating building can have a break-through effect on planning and design.

The 37 projects reviewed met these challenges in various ways and with various degrees of success, and it was the latter that we have attempted to celebrate, with cheers for eight projects that seem particularly outstanding, while warmly admiring many points in all the others.

Because budget control obviously is one of the rude facts of life in building design today, and likely to remain so for a long time to come, the feeling grew in our day of looking at slides and plans of these designs that hard demands are being made on the architect's imagination. Some of the outcomes reflect despair of winning over such obstacles, while others turn some of their most serious difficulties into their most brilliant triumphs. This undoubtedly will continue to be one of the architect's main areas of trial and test.

We wish all architects, in Iowa and elsewhere, the combination of good luck and strength of character necessary to prevail with their designs over the clutter of utility poles, commercial street graphics and other impedimenta to a clear view of their projects.

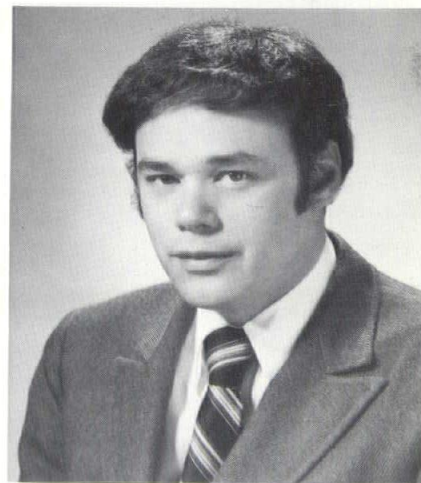
We thank you for the privilege of viewing your enterprises, and wish you every success in the growth of your art in the State of Iowa.

### THE JURY:

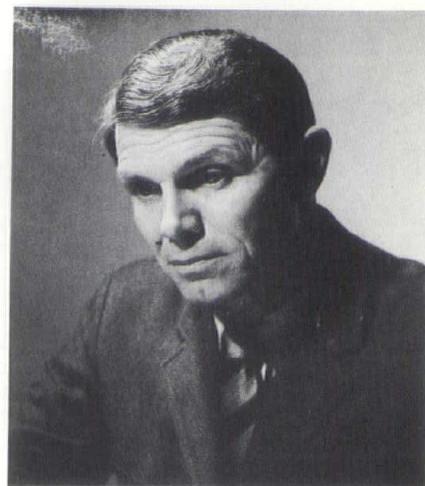
**George McCue** graduated from the University of Missouri in 1933, receiving a Bachelor of Journalism. He has been associated with the St. Louis Post-Dispatch for twenty-seven years and is now Art and Urban Design Critic for that newspaper. He has authored many papers and lectures on art and urban design and is the author of **The St. Louis Building Art: Two Centuries**. Mr. McCue has received many awards for his writings, among them the AIA Citation in Architectural Criticism in 1968. He is an honorary member of the AIA.



**William D. Peckham, AIA**, graduated from Kansas State University in 1959 with a Bachelor of Architecture Degree. After working for Murphy and Mackey Architects, he joined in forming the St. Louis firm of Peckham-Guyton Associates in 1962. He now serves as President of that firm. Mr. Peckham is active on several civic committees and in the St. Louis Chapter of the AIA.



**George E. Rafferty, AIA**, received a Bachelor of Architecture Degree from the University of Minnesota in 1942 and a Master of Architecture Degree from Harvard University in 1950. He was associated with architectural firms in Denver and the Twin Cities before he joined in forming the St. Paul firm of Progressive Design Associates in 1961. He has received numerous awards for his designs, notably as a finalist in the Toronto City Hall Competition, finalist in the 1962 Boston City Hall Competition, and state and national design awards.



# MEDAL AWARD

## WELCH JUNIOR HIGH SCHOOL/AMES CHARLES HERBERT AND ASSOCIATES/DES MOINES

**OWNER:** Ames Community School District

**CONSULTANTS:** VanderLinden and Dennis, Structural Engineers  
Paul A. Walters, Mechanical-Electrical Engineer

**DESIGN TEAM:** Charles Herbert, John Locke, Scott Stouffer, Jim Dwinell, Bill Dikis

**CONTRACTOR:** James Thompson and Sons

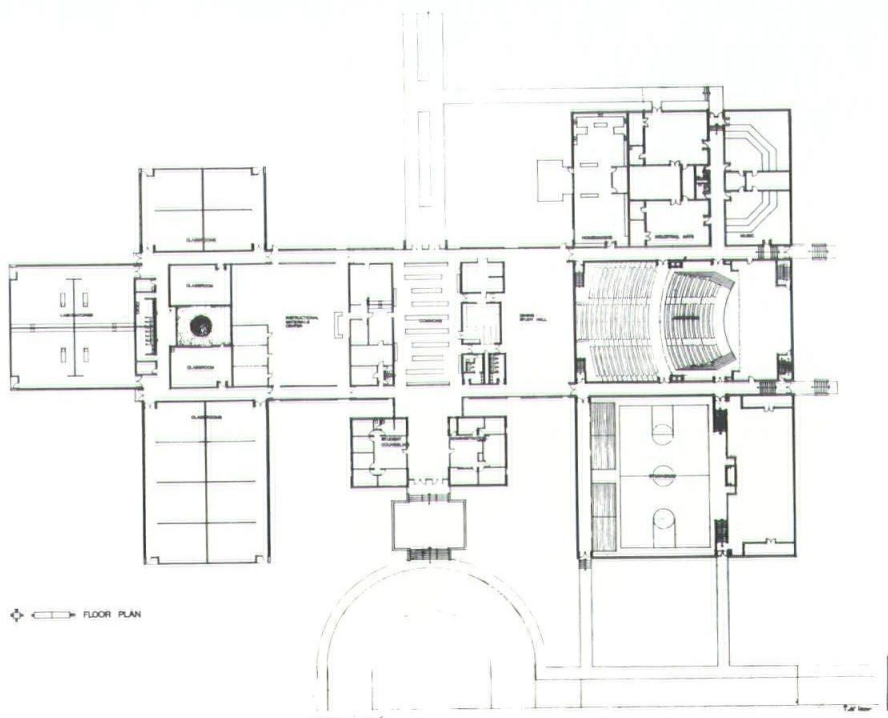
**PHOTOGRAPHER:** Larry Day

**ARCHITECT'S COMMENTS:** The twelve acre site is gently rolling, falling to the east and south toward large open spaces and wooded areas which are a part of the neighboring university arboretum.

The program called for a building to serve 400 students initially, 750 ultimately, housing a curriculum which is quite conventional at present, but which will probably change in the near future to an ungraded, flexibly-scheduled curriculum. The instructional Media Center, was to be centrally located and easily accessible. All traffic to the three instruction wings passes through the I.M.C. Partitions in these wings are non-load-bearing. At present, they provide more or less conventional classroom areas open to perimeter circulation.

**JURY COMMENTS:** Superb solutions to a number of challenging problems make this project outstanding among the many admirable plans and structures in this competition. Empathy with the site was achieved with a low building form that fits comfortably into the surrounding topography, its horizontality given emphasis by the lines of bleached redwood siding above a base, at the lower level, of dark brown clay tile. The flat-top look that if borrowingly familiar in many contemporary low structures is gracefully avoided with pleasing height variations.

The building overcame severe budget limitations, a triumph that is particularly noteworthy because it offers no evidence of corner-cutting compromises. It is imaginative, too, in such details as the screening of mechanical equipment—a problem that is turned to advantage in the lively rooftop silhouette. This is a school building that offers a good architectural experience as a bonus to the regular instruction to be imparted here, and one that makes an inspiring contrast with the "educational plant" sort of contemporary school building that so often represents the surrender of ideas to a difficult budget.



# HONOR AWARD

## IOWA-DES MOINES NAT'L BANK/EUCLID OFFICE/DES MOINES ARCHITECTS ASSOCIATED/DES MOINES

**OWNER:** Iowa-Des Moines National Bank

James Fitzgibbon, President

**DESIGN TEAM:** James Brewer, Doug Frey, Dennis Stacy

**CONTRACTOR:** A.H. Neumann and Brothers

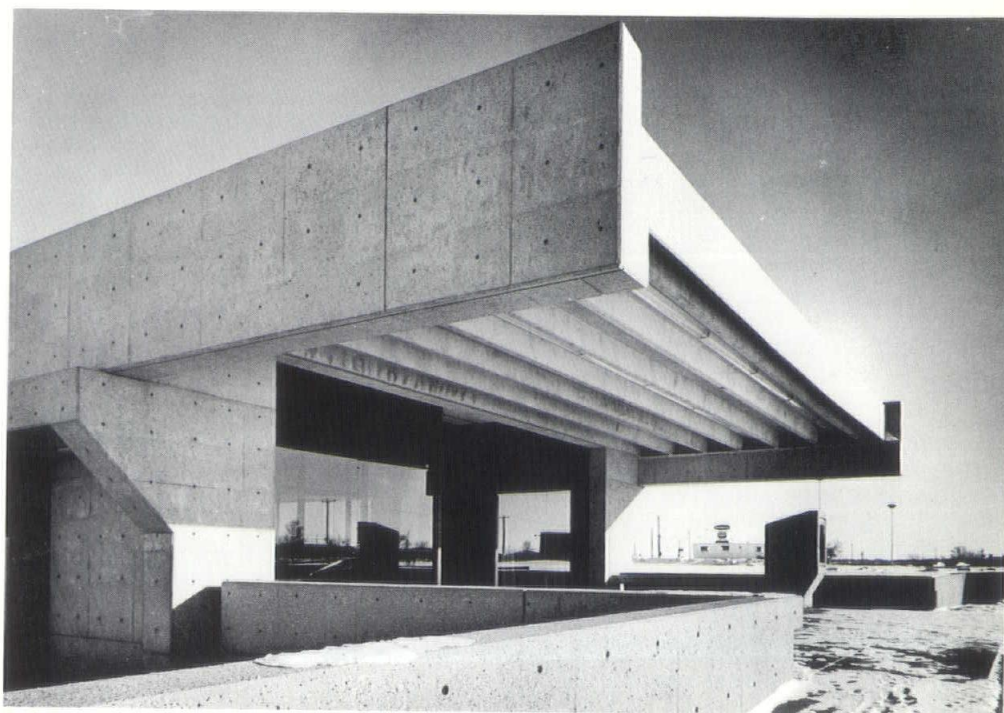
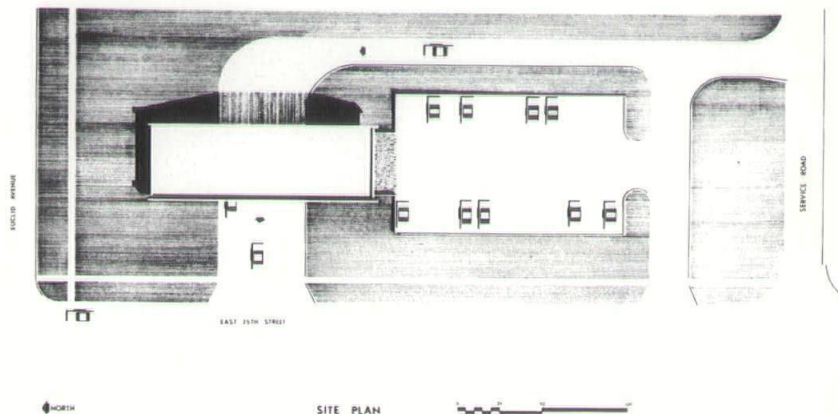
**PHOTOGRAPHER:** Larry Day

**ARCHITECT'S COMMENTS:** The design concept addresses the problem of accommodating and yet segregating two diverse forms of banking traffic, vehicular and pedestrian, while relating both to complete banking services. The building form is an expression of this concept, with "walk-up" banking functions, executive and conference areas housed in a "bridge" form spanning four lanes of vehicular banking traffic served by pneumatic tube customer units.

Floor and roof structure is supported on four major pylons containing mechanical services, and consists of major cast-in-place concrete beams carrying precast concrete "tees". Basis materials are sandblasted concrete and grey glass.

Siting of the project resolves on-site traffic segregation with exits and entrances to and from the site located according to traffic densities on adjacent streets at critical banking hours.

**JURY COMMENTS:** An agreeable openness within a structure that gives an impression of strong protectiveness is the immediate impression of this in-town bank, which serves both motor and pedestrian customers. Its monumental character transcends the quite ordinary site. The heavy form is treated with careful attention to scale, and the sandblasted concrete is handsomely finished. The mechanical distribution system and the human circulation system are both well thought out. The interior space is welcoming and pleasant.



# HONOR AWARD

## STUDENT CENTER/DRAKE UNIVERSITY/DES MOINES CHARLES HERBERT AND ASSOCIATES/DES MOINES

**OWNER:** Drake University

**CONSULTANTS:** Vanderlinden and  
Dennis, Structural Engineers  
Paul A. Walters, Mechanical-Electrical  
Engineer

**DESIGN TEAM:** Charles Herbert,  
John Locke, Jim Dwinell

**CONTRACTOR:** W. M. Jamison

**PHOTOGRAPHER:** Larry Day

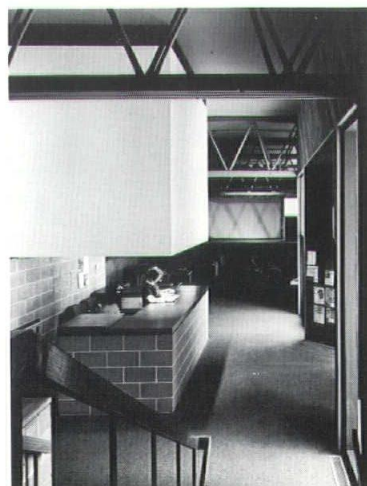
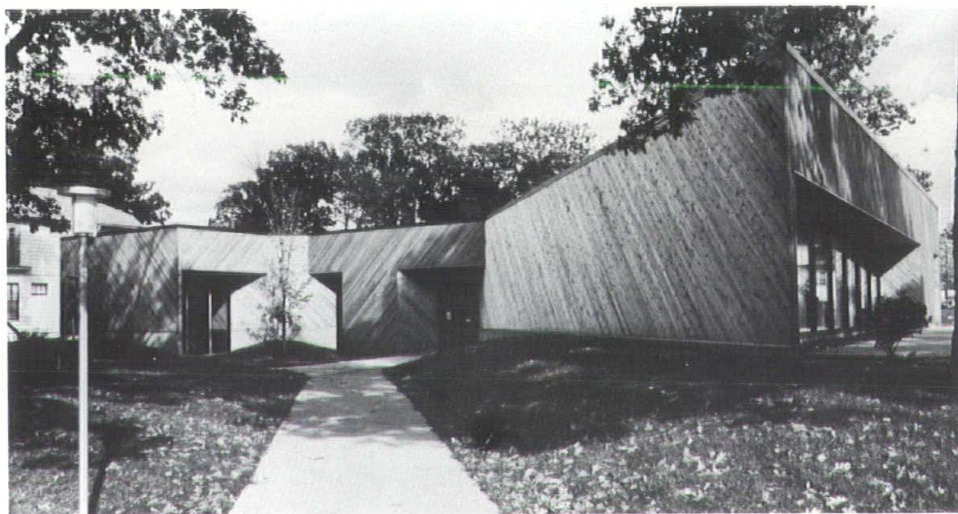
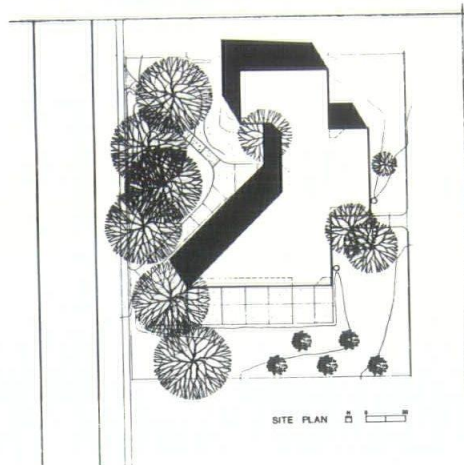
**ARCHITECT'S COMMENTS:** The program required a small, low cost, temporary building to serve, with other existing facilities, the social needs of the student body until such time as a major student union project could be undertaken. When this objective is realized, it is intended that the building be converted to some other use. A faculty-oriented occupancy is one often mentioned possibility. The master plan calls for this site to be occupied by a classroom building within a period of fifteen to twenty years.

The design solution sought to place the building on the site with the least possible disturbance to existing tree root systems. The primary design objective was to provide a variety of visually private, functional areas that could still be controlled from a centrally located desk.

The main lounge is a multi-purpose space. It terminates in a raised platform which can serve as a stage for special functions and permits egress from the building at the terrace location. This space is flexibly divided with fabric screens suspended from the bottom chord of the wood trusses. The north end of the building is bi-level with billiard and card functions on the lower floor and lounge use above. Recessed vending machines are located on two of the levels. A small conference room is available for meetings.

Exterior and interior wood siding is Western Red Cedar. Balcony and roof framing utilize wood truss joists. Floors are carpeted throughout.

**JURY COMMENTS:** This "temporary" building, scheduled to give way to a classroom structure within 15 to 20 years, does not sacrifice dignity nor self-sufficiency to its time limitation in the campus master plan. Its exterior walls of diagonal planking make it readily identifiable in the campus complex, and it is well related to its site. The entrance seems especially praiseworthy for its clarity and simplicity, and one feels inclined to express warm praise for the careful preservation of the old trees. The use of concrete block inside has unfortunate effects on scale.



# HONOR AWARD

## IOWA STATE BANK/DRIVE-IN FACILITY/IOWA CITY HANSEN-LIND-MEYER/IOWA CITY

**OWNER:** Iowa State Bank and Trust

**DESIGN TEAM:** Richard F. Hansen,  
Charles E. Williamson

**CONTRACTOR:** Burger Construction  
Company

**PHOTOGRAPHER:** Charles E. William-  
son, Richard H. Kruse

**ARCHITECT'S COMMENTS:** To facilitate commercial growth and population spread, the Board of Directors desired to construct a subordinate banking facility in an outlying shopping area. Since the overall business activity of this area was relatively untried, the Directors felt that future expandability was important. Flexibility was also an important consideration in order that the building might become "full service" if present banking laws change.

Space requirements included an office, three tellers' cages, two drive up windows, a vault and storage.

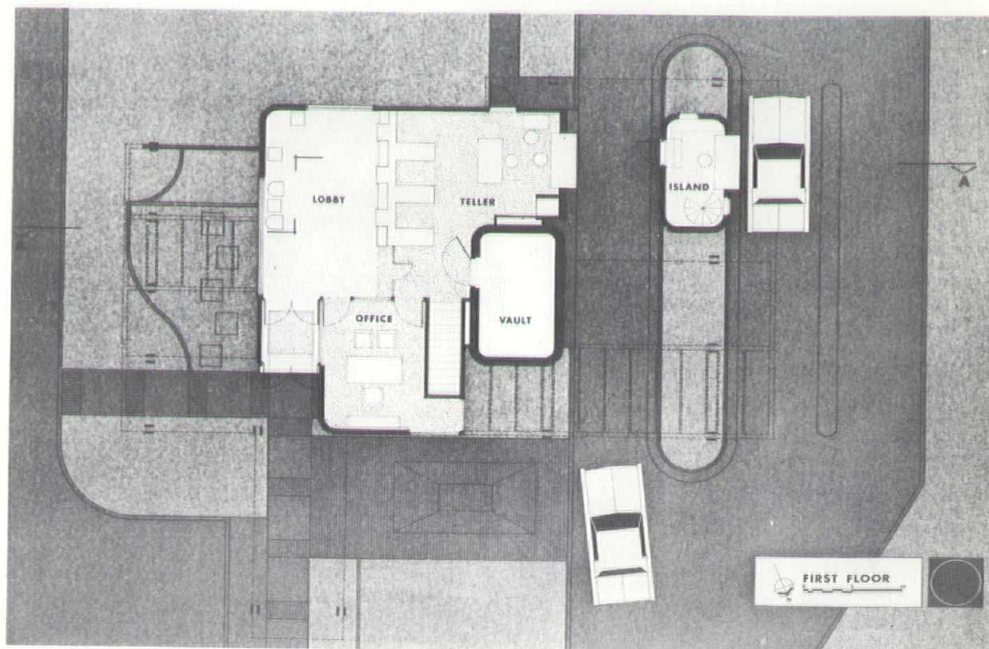
Aesthetically, the structure was to symbolize to the public a sophistication and a mystique of the founding bank.

Site development was to be accessible to both automobile drive-up and walk-in service with parking adjacent.

Because of a limited budget, a relatively small space was enclosed, but due to the large site, it was felt that from the standpoint of scale, however, that the structure would become insignificant. Therefore, by incorporating the covered walk canopy, the drive-up canopy, the garden screens and louvered garden roofs with the enclosed space, the illusion of a much larger structure would be accomplished.

The use of heavy timber and rough-board form concrete helped to form a transition from the site to the building. The use of large glass areas with adjacent garden spaces further aids the indoor to outdoor transition.

**JURY COMMENTS:** The concrete masses and wood framework are composed into a robust form that stands out in somewhat unimpressive surroundings as a strong, solid image. It is an excellent solution to the problem of a relatively small building to be placed on a large site, with provision for expansion and for possible changes in banking laws that would allow this facility to convert to a "full service" bank. The landscaping is well suited to complementing the building and land forms. The building makes an authoritative impression at night. The jury felt that some of this authority is relinquished in the interior, particularly in the area of the tellers' cages.



# MERIT AWARD

## UNIVERSITY UNION/UNIVERSITY OF NORTHERN IOWA/CEDAR FALLS HUNTER, RICE AND ENGELBRECHT/DES MOINES

**OWNER:** Iowa State Board of Regents

**CONSULTANTS:** Bossenberger and Rietz, Structural Engineers  
Brooks, Borg and Skiles, Mechanical Engineers

**CONTRACTOR:** Thomas Construction Company

**PHOTOGRAPHER:** Larry Day

**ARCHITECT'S COMMENTS:** The site is the academic center of the campus, with the library immediately to the west. The building was placed below ground to maintain and enrich the existing pedestrian patterns. Expansion is planned to the north and to the east when the present old buildings are razed.

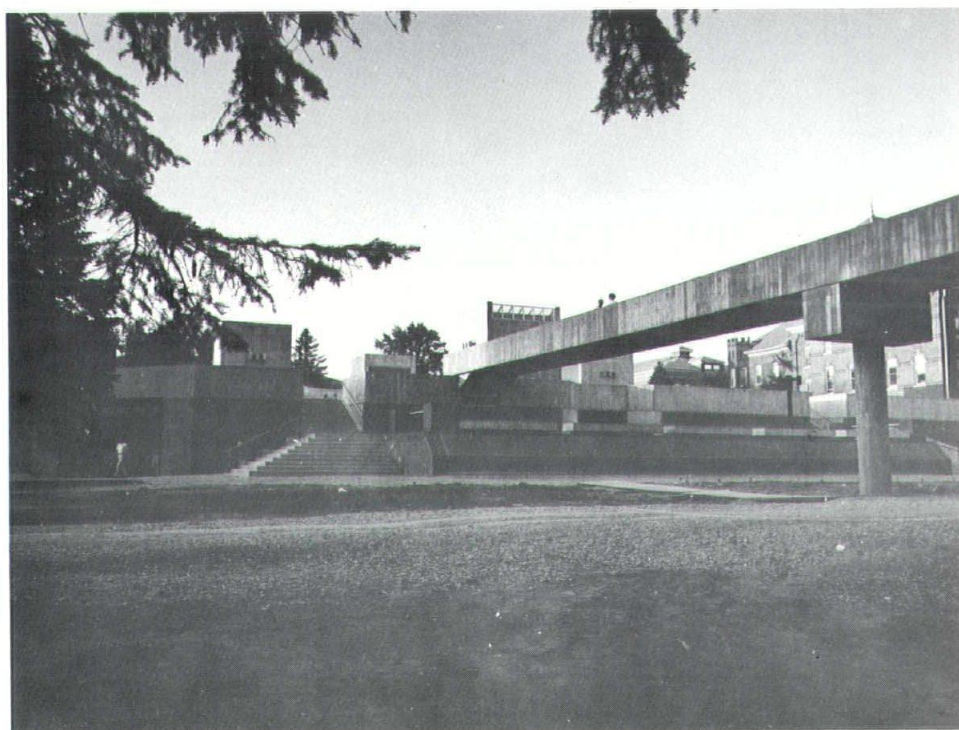
The reinforced concrete structure is basically a 30 foot square bay with waffle slab; post-tensioned concrete beams support coffee house floor. Cantilevered tapered beams form "light monitors" and support the coffee house roof.

Plaza drainage is achieved through square bays infilled with "dry" brick pavers.

Floors are of polished concrete and carpet; walls are of brick, plaster and oak flooring; ceilings are of concrete, plaster and removable oak slats.

Area: 62,500 square feet; total cost: \$1,737,000.00; \$27.80/ square foot including all furnishings and equipment. (Interior design including all furnishings, equipment, table service, etc. was part of the Architectural Contract.)

**JURY COMMENTS:** Bold concrete forms express big ideas in this effort to preserve existing campus character and to create new movements within old patterns. Multi-level circulation takes place in a pleasant interior. The plan seems to fall short of expressing the building's function, and sculptural elements were faulted as being somewhat on the cute side.



# MERIT AWARD

## FOOD SERVICE FACILITY/WISCONSIN STATE UNIVERSITY/EAU CLAIRE DURRANT-DEININGER-DOMMER-KRAMER-GORDON/DUBUQUE

**OWNER:** Wisconsin State Agencies  
Building Corporation

**DESIGN TEAM:** Jerry Dommer, Gene,  
Gordon, Bill Lee, Jim Straka

**CONTRACTOR:** Orville L. Madsen and  
Son

**PHOTOGRAPHER:** Joel Strasser

**ARCHITECT'S COMMENTS:** The requirements were to provide dining and recreation for 3000 students located between an upper residential campus and the lower academic campus and to take maximum advantage of the view from the 100' high bluff overlooking the river. The site was restrictive in both size and configuration.

It was concluded that materials should be exposed concrete, and brick to match adjacent upper campus facilities. The interior should provide a pleasant dining and recreational atmosphere.

The design process led to a three-story building spanning a natural draw and an existing road. The lowest floor contains mechanical space, food storage and unassigned expansion space.

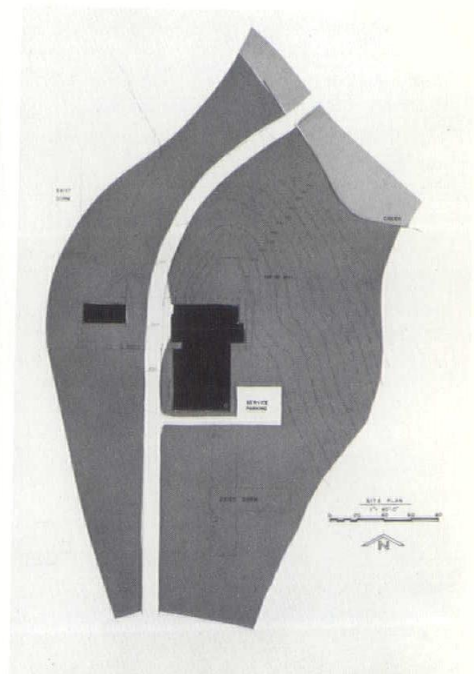
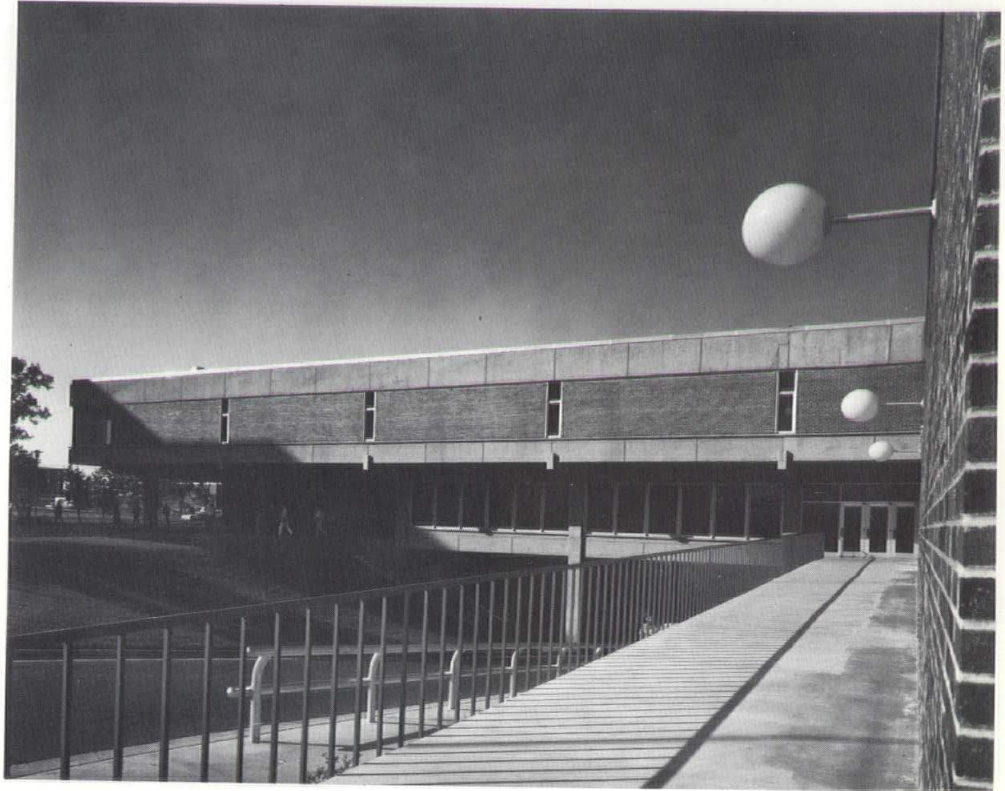
The middle floor contains recreation facilities consisting of a 12 lane bowling alley, a two level recreation area, a lounge, and related service facilities. The lounge and the recreation area were placed on the north side of the building to take maximum advantage of the view overlooking the river.

The first floor contains the dining and kitchen facilities. To provide more relaxing and intimate dining facilities, the area was divided into two separate spaces. The west dining area doubles as a study hall, while the east area doubles as a snack bar.

Glass on the south, east and west sides was minimized for sun control and air conditioning. Extensive glass was used to the north to take advantage of the view. In order to achieve a personality the students could identify with, we endeavored to maximize the rugged structural system.

Area of Building:	74,000 Sq. Ft.
Cost of Building:	\$1,746,598.00
Cost/Sq. Ft.:	\$19.35

**JURY COMMENTS:** The tough site is turned to advantage to exploit a fine river view. The jury found the building generally a good expression of concrete structure, with nice detailing and a dramatic cantilevering of the upper floors. It felt that the window proportions and detailing are not as happily realized as might be wished, and that the building makes a rather noncommittal expression of its functions.



# MERIT AWARD

## BRADY MOTORFRATE, INC./DES MOINES CHARLES HERBERT AND ASSOCIATES/DES MOINES

**OWNER:** John Brady, President  
**CONSULTANTS:** VanderLinden and  
Dennis, Structural Engineers  
**DESIGN TEAM:** Charles Herbert, Scott  
Stouffer  
**CONTRACTOR:** A. H. Neumann and  
Brothers  
**PHOTOGRAPHER:** Larry Day, Joel  
Strasser

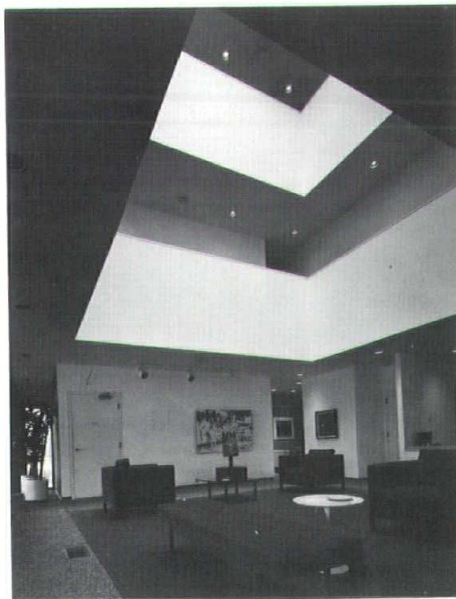
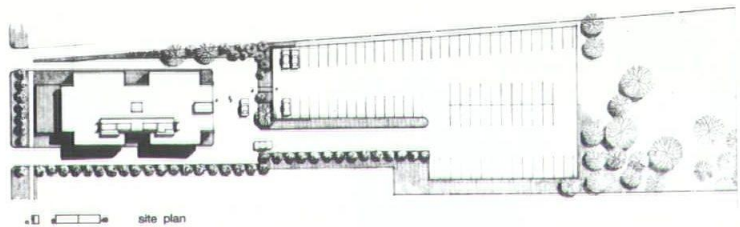
**ARCHITECT'S COMMENTS:** A primary design objective was to create an interesting approach space on a narrow site which could ultimately be flanked by buildings extending to the property lines. The forecourt, which incorporates the pool and elevated green space, is intended to house a large outdoor sculpture. Fenestration also is directed toward the front and rear of the site as a protection against future construction developments to the sides.

The entrance lobby, a three story skylit space, establishes spatial relationships at all levels of circulation.

Stringent requirements as to both construction cost and completion schedule were the primary restrictions of the design problem. Precast concrete materials were utilized to shorten construction time, and economy was served by careful selection of materials.

Walls at cantilevers are of precast, prestressed hollow core slabs filled with insulation and sandblasted on the inner surface. Other walls and soffits are grey cement plaster. Foundation walls are poured-in-place concrete. Window and door frames of bronze-anodized aluminum are glazed with bronze plate glass. Exposed river gravel aggregate paving is at entrance court and lobby.

**JURY COMMENTS:** A substantial building at remarkably low cost (\$13.50 PSF) achieves good exterior detailing and lighting, with a dramatic presentation of its window walls at night. Entrance is sensitively handled, and the interiors are pleasant and spacious. All elements are treated with thought to good integration in a plan that well reflects the building's use.



# MERIT AWARD

## HANDS JEWELRY STORE REMODELING/IOWA CITY HANSEN-LIND-MEYER/IOWA CITY

**OWNER:** William Nusser

**DESIGNER:** Richard F. Hansen

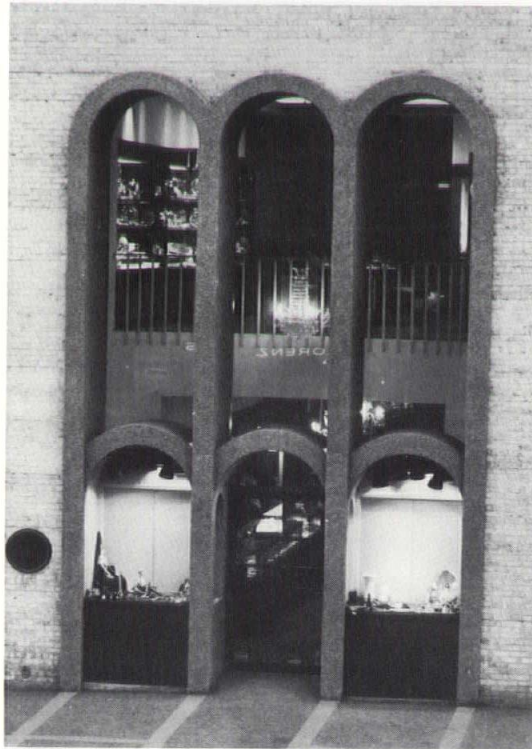
**CONTRACTOR:** Burger Construction Company

**PHOTOGRAPHER:** Charles E. Williamson, James Reeves, Richard H. Kruse

**ARCHITECT'S COMMENTS:** A quality jewelry store desired to increase and upgrade their existing physical facilities, a two story, 18-1/2' x 50', building with the sales and display area located on the second floor. The basement was only a crawl space, and thus was unused. With a choice downtown location, a tradition which dates back to the mid 1800's, and a rather modest budget, the decision to remain in that location was obvious.

The owner's requirements included developing more display and sales space, remaining in operation during construction, retaining the traditional character, reusing the existing showcases and developing more work area and particularly a mail room. This store has the third largest jewelry merchandising in Iowa and much is done via mail. Storage, repair, jewelry manufacture and mail were moved to the basement, which had to be excavated. This freed the second floor to accommodate additional display and sales space. "Upstairs" sales areas in this particular city had not been successful; therefore, a strong attempt was made to indicate that merchandise was available and easily attainable via elevator or stairway. The third and final step was completed with the remodeling of the first floor. Much consideration was given to the transition between contemporary and traditional character of the two sales and display areas. A definite attempt to play down the commercial aspects of the project was done by allowing the store itself to become a showcase and only a small bronze plaque was used for further identification.

**JURY COMMENTS:** Several difficult problems confronted the architects: to retain certain institutional artifacts, such as the old showcases, in a modernized setting that would convert the nondescript building itself into a showcase; to gain space by excavating a basement; to introduce a vision of elegance on a perfectly ordinary small town street. The conversion creates an easy sort of intimacy within the two shop floors, institutes a new and active relationship between shop and street, and sets a good example for further urbanizing possibilities in its community.



## THE ENVIRONMENTAL STRUGGLE

April 22 is EARTH DAY. Environmental Teach-Ins will be held on college campuses, in high schools and communities nationwide. Concern for environment is not a recent bandwagon for architects, but the youth movement and national publicity have crystallized the controversy. Finally the ecologist and the biologist (and the architect) are being listened to. There has been much rhetoric and little action, much talk and little understanding; meanwhile, certain crisis approaches. Proposed by Senator Gaylord Nelson, the goal of the Teach-In is to focus national intent on improving the environmental and to initiate action at local levels. Excellent preparation for this most important and historic day may be found in the ENVIRONMENTAL HANDBOOK, a paperback book sponsored by Friends of the Earth and published by Ballantine Books at less than \$1.

## NATIONAL COMMITTEE WORK

James Lynch, Des Moines architect, is a contributing member of the AIA Committee on Architecture for Education. He has been selected Chairman of a task force subcommittee to study and recommend a program for improving architecture of elementary and secondary schools for special education and the handicapped. The committee is sponsoring workshops in ten cities this spring to improve schools through citizen participation. It will be held in Chicago on April 14 and in Kansas City on April 16.

## NEW REGISTRANTS

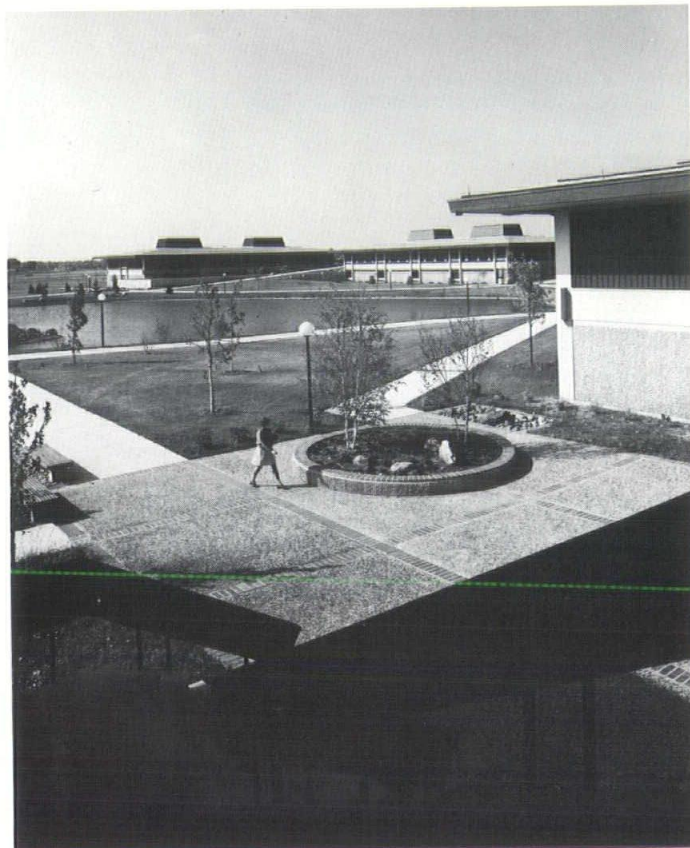
Five candidates successfully passed the State Architectural Examinations given in December. The exams span four days, occupy 36 hours, and cover seven subjects.

New registrants are:

Franklin H. Cervetti, Marshalltown, Cervetti-Weber  
James E. Grisolano, Burlington, Midland Architects  
Gordon E. Mills, Dubuque, DDDKG  
James L. Straka, Dubuque, DDDKG  
Charles E. Williamson, Iowa City, Hansen-Lind-Meyer

Transfer registrants are:

Howard R. Heil, Sioux City, Foss-Engelstad-Foss, from North Dakota.  
Earl E. Smith, Des Moines, General Management, from Nebraska.  
Arcadio A. Zavalla, Des Moines, General Management, from the Philippine Islands.



## NATIONAL AWARD

The Dubuque firm of Durrant-Deininger-Dommer-Kramer-Gordon received an Award of Merit in the first national Community and Junior College Design Awards Program. The program is sponsored by the AIA, American Association of Junior Colleges, Education Facilities Laboratories, and the Office of Construction Services of the Office of Education of HEW. Awards were presented March 2 at the AAJC Convention in Honolulu.

The award winning project is the Fond du Lac Campus of Wisconsin State University, a 180 acre campus designed on the site of an abandoned airport. Fond du Lac will be featured in the next issue of the IOWA ARCHITECT.

## ARCHITECTS IN SPORTS

Ray Crites, Cedar Rapids architect, was the runnerup in the State Handball Singles Tournament held at the Des Moines YMCA in mid-February. He lost to the Rev. Bob Keck 21-13, 21-7 in the championship round.

### HUBBELL MANSION PRESERVATION

A House of Representatives Committee has voted to send to the floor a resolution to negotiate to acquire Des Moines' Hubbell Mansion with the intent of converting it to a governor's mansion. The Victorian house known as Terrace Hill was designed in 1867 by W. W. Boyington for B. F. Allan, a Des Moines banker. Appearing before the committee in support were Bill Wagner, Des Moines architect and historian, and Executive Director Julian Serrill.



### WILLIAM JAY BROWN

1878-1970

One of the pioneer architects of the twentieth century in Iowa died February 4. William Jay Brown, founding partner of the Cedar Rapids firm of Brown, Healey, Bock, was active in the partnership until recently. He was a Member Emeritus of the Iowa Chapter, AIA. Mr. Brown graduated from the University of Illinois in 1900. He worked for a New York firm which included work on the 1904

St. Louis Worlds Fair. In 1910 he came to Cedar Rapids where he formed his own firm. Mr. Brown served as architect for many buildings in Cedar Rapids and throughout eastern Iowa. His many accomplishments, his keen sense of humor, and his kindness will be remembered with respect by those who knew him.

### PRESERVATION FUNDING

Many of our greatest cultural treasures face extinction unless Congress adequately funds the National Historic Preservation Act. In 1966, Congress authorized \$32,000,000 to record, restore, and protect historic sites over a four-year period, but to date only \$1,369,000 has been appropriated for the National Park Service's grant-in-aid program for historic preservation. Last year, only \$82,500 was granted in matching funds divided among 25 states and Puerto Rico.

"Obviously the amount is far short of state needs," testified Francis D. Lethbridge, FAIA, an AIA vice president. It cost the AIA \$350,000 just to restore the Octagon House, part of its national headquarters in Washington, Lethbridge noted. Meanwhile, rebuilding in older congested cities and the quick pace of highways, shopping centers and utilities in suburban areas threatens to overrun "many of our greatest cultural treasures".

"Our cultural resources are as much a part of the public domain as are our natural resources," and they are badly needed to give Americans living in urban areas a sense of identity, he added. As anchors and centers of interest, historic sites are vital to preservation and renewal of neighborhoods.

According to publications of the National Trust for Historic Preservation, important urban buildings now threatened with demolition include San Francisco's Old Mint and the Chicago Stock Exchange designed by famed architects Louis Sullivan and Dankmar Adler. Lack of money and fragmented civic interest also means a 27-block part of Denver may lose almost all its commercial buildings dating from early periods in the city's history.

Numerous buildings have disappeared in the last decade, including the Deering Barn at the University of Maine, the Grand Rapids, Mich., City Hall, impressive train stations, theaters, period homes in Lexington, Ky., and the General Worth Hotel at Hudson, N.Y.

The AIA, which has 24,200 members, urges Congress to retain the original authorization levels of the 1966 Act even if much more money cannot be appropriated until later in the 1970s, Lethbridge said. More than "token support" is needed to conserve historic buildings and places that give variety, life, and purpose to neighborhoods and cities.

## CONVENTION THEME: ECOLOGICAL CONCERN

The Winter Convention of the Iowa Chapter AIA was held January 23-24 in Des Moines under the chairmanship of Jim Wilkins. The Design Awards illustrated in this issue were presented at the Friday night banquet. On Saturday morning a panel, consisting of State Representative William Gannon, Mingo, Mr. Larry Ladin, Des Moines businessman, and Professor Louis McNurlen, Department of Sociology at Drake University, discussed the causes and effects of environmental problems. Mr. Gannon touched on legislative issues related to the environment. As a farmer he is concerned about the use of pesticides and herbicides and soil runoff. He feels that solutions, if possible, lie with the youth, who are not fixed in their ways. Mr. Ladin spoke of the physical city and its problems. He urged architects to become active in legislation and to join with conservation groups as action forces. Professor McNurlen discussed population and hunger in the world and in Iowa. He stated that "every time your heart beats, two babies are born", a frightening realization of our population growth.

On Saturday afternoon, the major guest speaker was the noted ecologist and landscape architect, Ian McHarg. Mr. McHarg, who is Chairman of the Department of Landscape Architecture and Regional Planning at the University of Pennsylvania, gave a stirring indictment of the state of our environment. In his thick brogue and machine gun delivery, the moustached Scot literally deluged his audience with anecdotes and facts. His lecture approached an impressionistic experience; flashes of vivid truths and delightful expressions painted in bursts of understanding. Fresh from addressing the Colorado Legislature, Mr. McHarg touched on much of that included in his book, *DESIGN WITH NATURE*: the problems, the causes, and what can be done to increase understanding of nature and improve our environment.

## 1970 OFFICERS

New officers of the Iowa Chapter were installed at the Winter Convention January 24. They are as follows:

President: Allen B. Salisbury, Des Moines, Smith-Voorhees-Jensen Associates

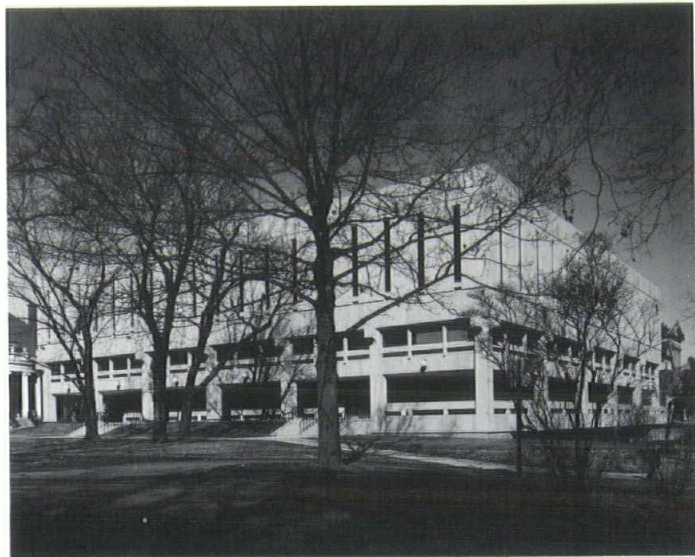
First Vice-President: Richard F. Hansen, Iowa City, Hansen-Lind-Meyer

Second Vice-President: Richard Goewey, Des Moines, Winkler-Goewey Architects

Secretary: James Duffy, Sioux City, James M. Duffy

Treasurer: James Champion, Des Moines, James Lynch and Associates

Director, term expires 1973: Don Luethje, Davenport, Charles Richardson and Associates



## WISCONSIN HONOR AWARDS PROGRAM

An Award of Merit will be presented to the Dubuque firm of Durrant-Deininger-Dommer-Kramer-Gordon by the Wisconsin Chapter of the AIA for their design of Carver Hall at Iowa State University. The classroom building houses 55 teaching stations and 113 offices. It is located overlooking Lake LaVerne on central campus. Particular care was given to compatibility in scale and material with the nearby Beardshear Hall, a Renaissance style building built in 1903.

## OFFICE NOTES

H. Ronald Walker has joined the office of John D. Bloodgood in Des Moines. He is an architectural graduate of the University of Nebraska and has been associated with Charles Herbert and Associates for the past three years.

## CAREER EXPLORER PROGRAM

Smith-Voorhees-Jensen Associates is involved in a very pleasant and productive project. Twenty-five to thirty boys, Explorers, meet twice a month in their offices because they are interested in Architecture as a career. What an architect is and how he fits in to the construction team, exposure to the skills required, and what makes the profession appealing, provide interesting sessions and consistent attendance.

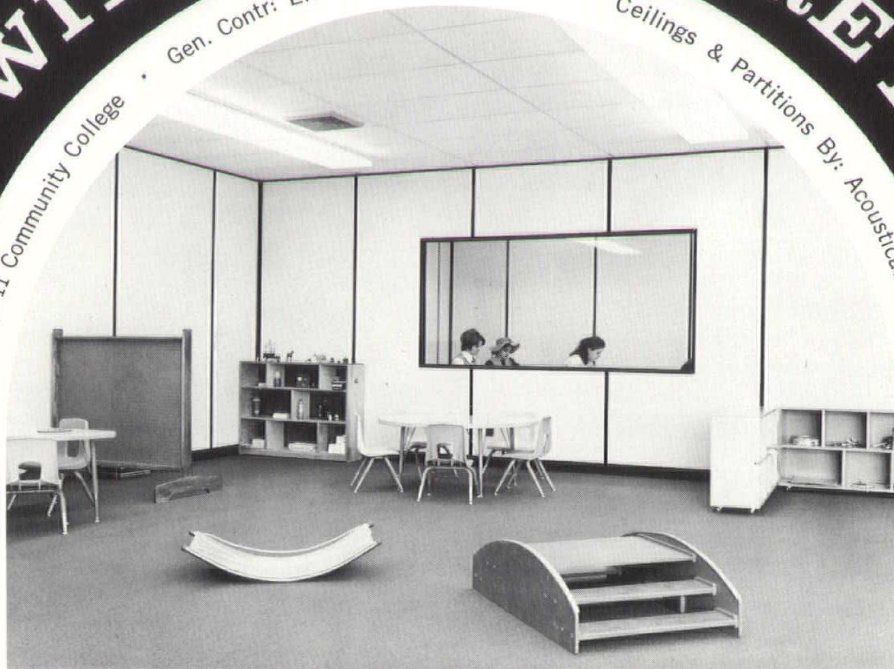
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# BUILT WITH THE FUTURE IN MIND

Owner: Area 11 Community College

Gen. Contr: Elview Construction Co.

Ceilings & Partitions By: Acoustical Specialties, Inc.

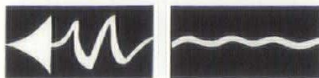


Area 11 Community College in Ankeny required complete flexibility for future changes and expansion. Penn Metal Movable Partitions provided the answers. Acoustical Specialties installed Penwall furring system with full thick insulation for the perimeter walls (shown at left in picture above) using the same Permalock stud, floor channel, ceiling channel and decorator panels as is used on the divider wall at the right. In the bathroom areas a double wall with insulation provides maximum sound attenuation.

Simple, fast and economical, Penwall gives you a choice of 7 different movable partition systems tailored to fit your requirements and budget.

All partition installations are made by our own mechanics. They have specialized in partitions for several years — to guarantee you quality installation and prompt service.

## ACOUSTICAL



**SPECIALTIES INC.**

51 WASHINGTON AVE.  
DES MOINES, IOWA 50314

# TOWARD REGIONAL FORM: PART THREE

by Mark Engelbrecht

Mark C. Engelbrecht



The first two articles of this series have proposed a species of urban form which demonstrates some promise of meeting what, for lack of some better phrase, could be called regional criteria. This is to say that we are investigating an idealized model of one form of urbanization which possesses properties capable of conserving resources of a particular locality while taking maximum advantage of regional variabilities to add richness to urban life.

The salient principle giving rise to the model of this analysis is that a truly symbiotic relationship between an urban order and the "green" industry of agriculture is possible, logical and highly desirable. We are attempting to define the conceptual ground of an environment totally integrating urban life with agrarian virtue, not in a way steaming with sentiment, but in a fashion wholly accountable to the rule of reason and the reality of twentieth century need. The two foregoing articles gave definition to the container of urban life which is a part of the schema and, before addressing the major concern of this essay, some summary of the content of those two papers is necessary.

A disquieting number of authorities have indicated that the next decade shall witness, assuming no radical changes in world population growth or protein producing techniques, only two major countries in a condition to export food. Although exact time tables for crisis may give pause, about the general trend there can be no doubt and the resultant of such a condition is the stuff of nightmares. The responsibility to conserve the food producing capability of this region is real, and conservation must be both quantitative and qualitative in nature. We must give up the practice of turning invaluable productive land into backyards and put out of our minds the easy, short-termed dreams of the technology which promises higher productivity as an authenticator of urban "development". Our agricultural lands must be conserved and, if possible, extended as a vital resource. Precisely because of the critical necessity of this conserving action, the way is made possible to develop communities to take ample advantage of the ground of the agricultural industry as ample and ever verdent front and backyards. We have proposed networks connecting numerous and extremely dense urban centers rising out of this high priority land reserve to optimize the benefits of great green spaces for urbanized man. We have explained that a number of these high rise communities will be linked by arteries of transit facilities to fashion decentralized cities capable of offering the fruits of urban life within the rich field of agrarian productivity.

The specific nuclei of the decentralized city have been conceptually delineated as pedestrian oriented and vertically extended. Both properties have been specified in order to reclaim lost benefits of urbanized existence and

to fit regional criteria. A minimum ground coverage for dwelling units is a natural response to the need for quantitative conservation of agricultural lands, but vertical extension also affords visual access to the surrounding, but productive, open spaces to a maximized number of city dwellers. We have seen that the various nuclei of the larger city can be given necessary variation through the decentralized approach to the location of significant civic institutions. In all of this, the productive aspect of the lands of the region have been used to enforce discipline upon urbanization, but have given visual richness and expanse in return. The specific analysis of this essay shall deal with more concrete ways in which the basic nature of the resource of the agricultural industry can be used to increased advantage by the inhabitant of the new cities envisioned by this series.

We can assume, half for lack of space and half for lack of expertise, that the incremental communities of the larger city of our model will be linked by various modes of high speed transit capable of transporting large numbers of people and amounts of goods efficiently. Enough study has been given to this issue to reveal that connection of the extremes of the larger matrix housing half a million people in ten specific centers could be assured with presently available transportational techniques in half an hour's travel time. Obviously, the pedestrian centered form of the constituent communities will guarantee that the great bulk of the travel origins within the matrix can be satisfactorily accommodated by the transit media available for collective use. Therefore, it would seem apparent that the bond of ownership between family and automobile can be successfully broken since the existing reinforcement of necessity will have been removed. The advent of this state of affairs does not negate the total value of the automobile, or its future heirs, however. The automobile began its history as a thing of pleasure, but all too soon the gentle word "motoring" gave way to the present term "driving", and the pleasurable vehicle was transformed into the essential glue of the American urban fabric. In a model of urban form designed to efficiently transport people by either foot or a sophisticated system of collective transit, the "car" can revert to its original recreation oriented status. But this opportunity is contingent upon added developments of the model of this analysis.

Up to this point, the vast agricultural land resources of this region have been put to use as generators of urban form in only a few, albeit significant, ways. The visual richness of the landscape of agricultural production has been well made use of, but the combination of the "field" of our imagined city and the urban population, in real terms, has not been discussed. Central to this issue is the attitude toward recreation evoked by the form in study.

The specific urban centers of the model city will be well

equipped with the recreational facilities common to all medium-sized communities, and the total matrix will offer the multiplicit advantages for leisure so much a part of meaningful urban life. Numerous water improvement projects are in the process of construction within the region, and although Iowa lags behind most states in terms of public park land, there are significant large-scale county and state parks available. However, there are other opportunities for recreation within the region that have not been seriously developed.

As we compact the centers of urban habitation within our scheme, so it seems necessary to fulfill the promise of openness implicit in the general regional landscape invoked only visually to this point. The highly concentrated aspect of the urban centers of our model make the countryside easily available, and the automobile, or some individuated form of transit akin to it, operating on a leased basis, affords the necessary vehicle of access. Traditionally, we have viewed the countryside as a part of the private domain and have expended considerable efforts to build certain large reserves for public recreational use. How many times have we driven by a small inviting stream or wooded slope exactly fitted for our intent while on our way to some overcrowded, over worked public park site? Now there can be no doubt that some activities, like water sports, must necessarily be served by large scale facilities, but the general purpose of a day in the country is oriented toward the private, passive and natural. Indeed, it might be ventured that the surge towards the boat and the trailer might be largely explained as a hopelessly vain effort to seize the open road, or its aquatic counterpart, as the last possibility for a truly private outing. The drive for the restorative benefits of the natural world by urban man can best be served if privacy and quiet are also insured.

The topographical nature of this region exempts small but countless numbers of natural places from agricultural production. Mostly located along waterways, these beautiful hills and valleys are ideally suited for a refreshing day of picnicking and play for one or two families. One of the finest systems of secondary roads in the country makes this plentitude of natural park sites available to the motorist and, conceived in terms of the urban form put forward by these papers, a recreational capability composed of hundreds of small secluded park-sites would prove more able to offer the benefit of privacy than a few centralized "natural" developments. If these numerous sites could be opened to the city dweller, the expanse of the agricultural resource could be delivered in real terms.

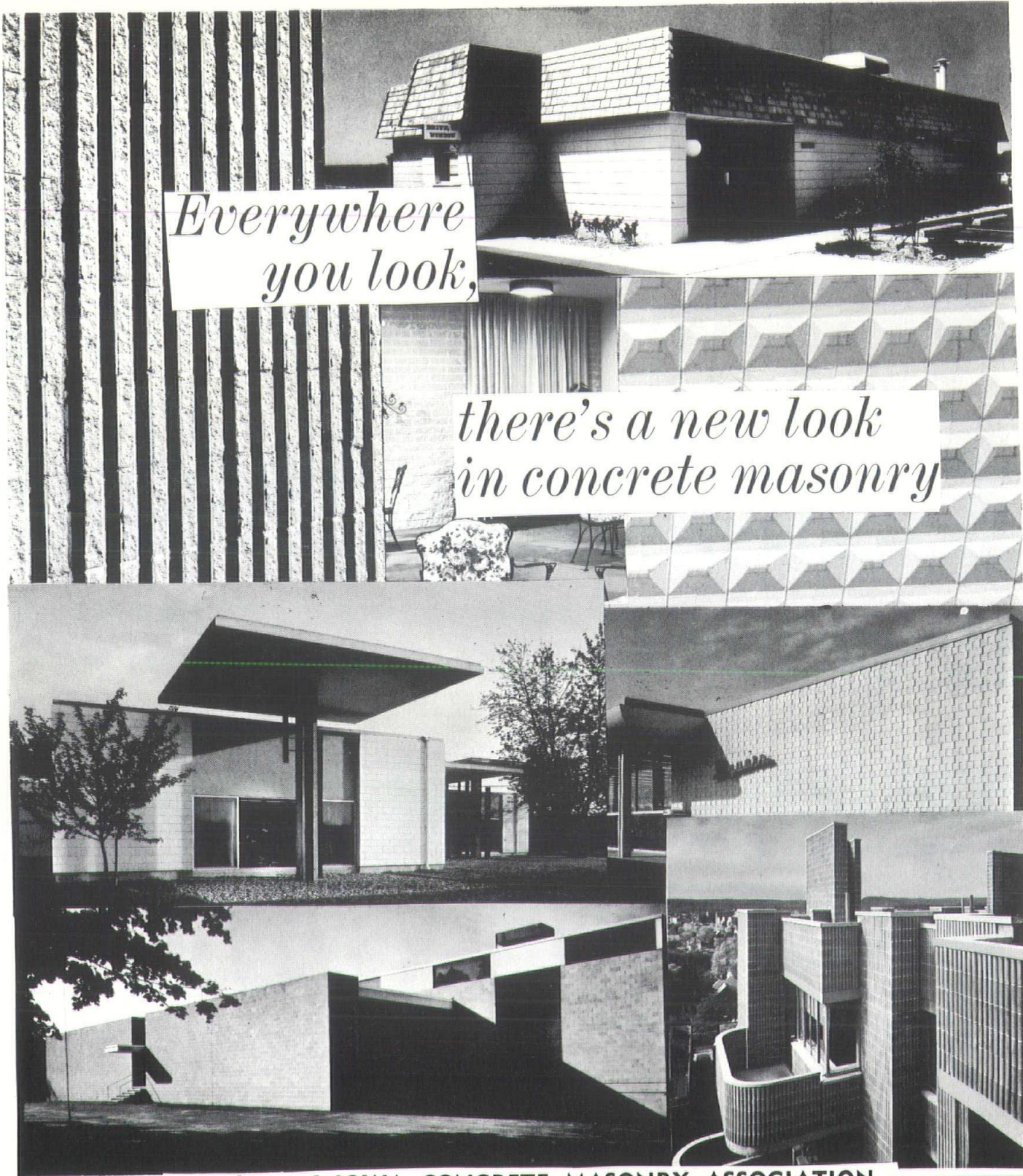
To capitalize upon this resource for recreation, the city and state could enter into leasing arrangements with the owners of the farmlands of which these small sites might be a part. The leasing agreement would reimburse the land holders for the necessary maintenance of the affected area

so that only occasional inspections would be necessary on the part of the lessee. No significant development of these small natural sites would be necessary or desired in-so-far as the recreational activity might be concerned, and the secondary road abutting the site could be provided with hardened shoulders to accommodate the vehicles used to gain access. In short, the value of these small sites would rest in their "naturalness" and their plentitude, for their size might well be of only a few acres. Enough of the natural park sites would afford the urban citizen a wholly new alternative for recreation, and the giant grid of secondary roads, whose traffic volumes decrease yearly, would be realized as a continuing regional advantage to be put to use in an essentially new and significant way.

The proposal to open up the great agricultural prairie for pleasurable use by the cities' inhabitants opens up another possibility for a more meaningful integration of the urban and agrarian. Yearly, the region loses significant amounts of precious topsoil, largely due to water runoff. As a people we hold the view that this topsoil is the resource of the individual farmer and take little notice that he finds it increasingly difficult to prevent the loss of his investment. Many students of the agricultural industry fear that the trend toward corporate farming may well aggravate this unhappy condition, for much of the proper conservation work was done by individual farmers who looked toward the day when their sons would take the land for their generation. Corporate enterprises bent on maximized profit may not share the farmer tenant's loving concern for the well-being of the land. There can be no doubt that the topsoil of Iowa is a national resource and must be safeguarded as such. Much effort has been expended upon large-scale water impoundment projects, but the ecology of hundreds of small waterways wandering through hundreds of farms has only been marginally approached as a significant key to topsoil conservation. The leasing program for small natural park sites along waterways could be easily expanded to include incentives for small scale, but numerous, projects aimed at minimizing runoff problems and to provide the technical skill and capital necessary for the execution of the efforts. In this way, all citizens, represented by all levels of government, would properly share in the maintenance of the regional topsoil level which is as important a natural resource as oil, minerals, forests and the products of the sea.

Since the sites to be selected for leasing as parklands will not be useful for agriculture purposes, it seems likely that a large number could be obtained through the leasing program. The numerous sites could make conservation of soil effective on a broad, if incremental, scale, and such projects as small impoundments and planting would add considerably to the character of the sites as places for passive recreation and relaxation. This program must, by its

Continued page 27



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## EDITORIAL (continued)

ambitious men as practitioners.

The Code of Ethics will be thoroughly cussed and discussed this year at Boston with an eye to removing some of the present limitations on architects and permitting them an expanded role. Unfortunately, if you put any dozen architects in a room, each would not completely agree with any other one (or even consistently with himself) on a given subject. Most will agree that changes are necessary but there will be 12 ways to do it (in your firm too?). Make your views known to the Board and the delegates who will attend.

The Architects must step forward. Our delegates to the AIA-CEC Governmental Affairs Conference report that congress looks on us as the only trained group to lead this nation through its environment and pollution concerns. There is no "float time" left in our Critical Path diagram and an extraordinary effort will be necessary to meet the requirements of the remainder of this century. Everyone will agree the need exists. Each must dedicate himself to promoting the profession, not the individual. The key is involvement. The industry and the profession face serious challenges. How can you help without pitching in and becoming involved in this total solution? The answer is, you cannot!!

*Mr. Salisbury is the newly installed President of the Iowa Chapter, AIA. He is a principal in the Des Moines firm of Smith-Voorhees-Jensen Associates and is registered both as an architect and an engineer. He is a graduate of Iowa State University with a Bachelor of Architectural Engineering. Mr. Salisbury serves on the Junior Achievement Board and is president-elect of Sertoma Club.*

## NEWS (continued)

### STUDY ABROAD

The Institute of International Education has announced a graduate course offered jointly with the University of Manchester. The Study Abroad program entitled "Urban and Social Planning in Britain" costs \$525 not including transportation and is scheduled from July 1 to August 1. Address inquiries to 809 United Nations Plaza, New York, N.Y., 10017.

### ARCHITECTURAL EDUCATION IN HIGH SCHOOLS

Architectural Rendering, a class sponsored by the Tri-County Schools Enrichment Program, is being taught at

Blanden Gallery in Fort Dodge. Funded by a federal grant, this program offers high school students the opportunity to participate in subjects not presented in their regular curriculum. Nineteen students are under the instruction of Duane Chambers, member of Maiwurm Associates.

### BEAUTIFICATION AWARD

Iowa City received a trophy award in their division of the National Clean-Up Contest. Presentations for city improvement were made at the National Congress on Beautification.

### ARCHITECTS AT CONGRESSIONAL CONFERENCE

Bob Ramsey and Bob Savage of Des Moines and Glenn Lundblad of Sioux City attended the recent Annual Public Affairs Conference sponsored by the AIA and the Consulting Engineers Council. Among the participants were George Romney, Senators William Proxmire, Birch Bayh, and Jacob Javits, Representatives Hale Boggs and Leslie Arends, and Russell Train, Chairman of the Council on Environmental Quality.

## REGIONAL FORM (continued)

nature, be broad if it is to prove effective either in terms of recreational advantage or for purposes of conservation. The frequency of use of these sites must be kept to a minimum if combined ideal of privacy in leisure and conservation through ecological fine tuning is to be realized.

The scope of this proposal and all the foregoing may seem fanciful, but the grim forecasts of the next decade will be all too real unless a more enlightened attitude toward the husbandry of the agrarian resources of this region is adopted. We must find a way to regenerate the topsoil of the agricultural heartland, and that is simply fact. The environmental corollary of this argument is to discover how we might maximize the profits of the necessary investment in terms of direct human experience. The entire thrust of this series of articles has been to uncover ways by which the vast, beneficent and beautiful riches of the agriculturally productive prairie might be made directly available to urban man. Through the schema of a matrix of dense and vertically extended urban centers the core of the urban experience has been enhanced by the prairie vista. With the proposal of this paper, which promises to open the natural seams of the agricultural heartland to the occupant of the city in ways actual, direct and beneficent, one more conceptual step is taken towards forging a truly symbiotic relationship between the urban and agrarian—a uniquely rational possibility.

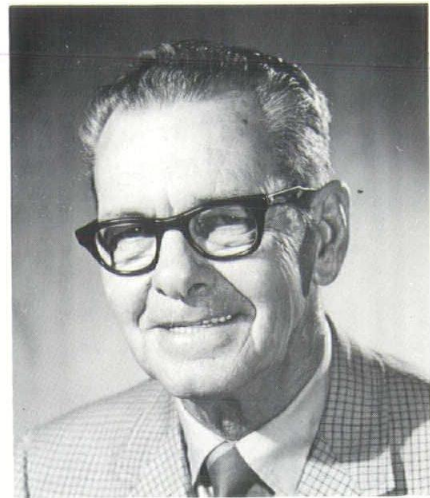
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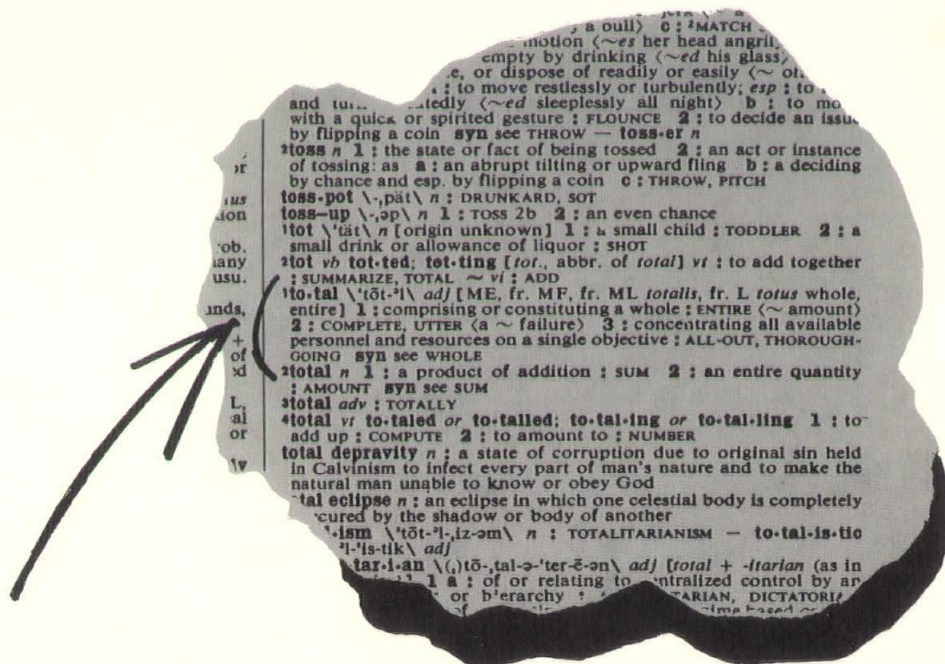
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