

KANSAS CITY CHAPTER

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KANSAS CITY CHAPTER
THE AMERICAN INSTITUTE OF ARCHITECTS
KANSAS CITY, MISSOURI

1951
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Skylines

KANSAS CITY CHAPTER · AMERICAN INSTITUTE OF ARCHITECTS

SEPTEMBER, 1951

September Chapter Meeting

WEDNESDAY EVENING, SEPTEMBER 12.

At The Wishbone, 4455 Main.

GENERAL CHAPTER BUSINESS MEETING AT 5:30 SHARP.

Discussion and action on the proposal for a separate listing of A. I. A. Corporate members in the Yellow Pages of the phone book. This vital issue must be settled at the September meeting in order to meet the October 1 press deadline of the new phone book. Details of the proposal appeared in August Skylines. Various other items of Chapter business will be heard and acted upon.

BAR OPENS AT 6:15

DINNER AT 6:45 \$2.25

PROGRAM

Illustrated Talks and Panel Discussion

on

City Planning

Three Key men from the Kansas City Planning Commission and Mr. Donald W. Bush of Hare and Hare, Landscape Architects and City Planners.

PHIL GEISEL, Chief Planning Engineer, will talk on "Expressways," including those under construction and others projected.

ART MERKLE, Principal Planner, will present aspects of the Master Plan in relation to Kansas City, North, and outlying subdivisions.

RICHARD MCEWEN, Senior Planner, will discuss the redevelopment of the downtown area and various "blighted areas."

DON BUSH, of Hare and Hare, will analyze some of the problems of City Planning in the redevelopment of flooded areas.

PHONE RESERVATIONS Hedrick 0849.

Since our maiden issue in July we have added two more advertisers to the original four. Carter-Waters joined us in August and Devoe of Kansas City appears in this issue. We are happy to have A. R. Waters of Carter-Waters and Sterling Ronai of Devoe display their products in our paper.

Notes From The Directors

The August Directors meeting was held in very formal surroundings (Joe's porch) and turned out to be a very busy evening indeed. After some discussion it was decided that the inquiry card now used by the membership committee would be modified somewhat, the results of this you will see shortly. While on that subject of Corporate Membership the Board would like to point out that the seeming delay in the process of Corporate Applications is not one of their making, the procedure at chapter level is dictated by our by-laws requires some time to complete. The action at the Octagon always has been a matter of at least six weeks and now with their new policy of sending notification all over the country to all chapters this period will undoubtedly increase.

The Board was presented with a report from the "Bar" committee which outlined their activity and showed an earning of something over \$100.00 After some discussion it was decided to place the matter of the use of these funds before our next chapter meeting. The matter of A. I. A. telephone listing was also deferred for action from the floor at the next meeting. The report of the Picnic committee headed by Mr. Evans Folger was received and accepted. The event, while not a moneymaker, was considered a fine thing and increased our good relations with the Producers Council.

A number of applications for membership were considered and the result of those actions will be covered in a new feature in this issue under the heading NEW FACES.

THE ARCHITECT AND HIS COMMUNITY

For some years the Octagon has tried to encourage Architects throughout the country to take an active part in matters of civic well being. A recent note in a "memo" from Washington included such a fine example in which the Indiana Architects took forward steps in trying to work for a decrease in traffic accidents. They passed a resolution "calling for a chapter committee to look into the problem and make its services in an advisory capacity known and available to public officials." Recent activity of our own chapter and some of the members are fine contributions to this awakening to civic responsibility--the work of the Regional and Civic Planning committee and the Board in an attempt to be of real assistance to our community while not allowed to function as it could have, at least reassured our government officials and the City planning commission that we were able and willing to assist. In a recent activity in the City of Independence, Mo., in which they are undertaking the very difficult task of re-naming and numbering their street system, we find Mr. Robert Everitt doing a very able service as Chairman of the committee. One of our other members, Mr. Robert Weatherford, you will remember, is the Mayor of Independence.



MISSOURI REGISTRATION LAW REVISED. In the picture, taken August 21st, Governor Forrest Smith is signing Senate Committee Substitute for Senate Bill 173, a revision of the Missouri Registration law for architects and professional engineers which generally pertains to administrative matters. Viewing the ceremony are (l to r) Bruce Williams, Chairman of the Missouri Registration Board; Dean Huber O. Croft, Dean of the School of Engineering, Missouri U., Columbia; Don E. Fischler, Assistant Dean of the School of Engineering, Washington U., St. Louis; Mrs. Clemmie V. Wall, Secretary of the Registration Board; John M. Schaper, member of the Registration Board and Chairman of its Architectural Division; and Clifford Wood, Executive Secretary of Missouri Society of Professional Engineers.

SEQUEL- B. O. P. AFFAIR

Robert S. Everitt, chairman of the Fees Committee, has requested that the attention of all corporate members be directed to the article, "Professionals Protest and Propose" on page 1 of the July 30, 1951, Octagon Newsletter. This is a follow-up of Fees Committee activity in regard to recent irregularities in the method of selecting architects at the General Motors B.O.P. Assembly Division here in Kansas City.

The protest registered locally did much to touch off action at the high level in Washington as reported in the Memo.

Mr. William H. Rump a Jr. Assoc. in the Kansas City Chapter has returned to the University of Illinois and is working on his Masters Degree. He is maintaining his membership.

New Faces

From time to time our chapter grows and in this growth many times you hear the remark "well who is that man?" or "is he a member or a guest?" The Skylines staff, conscious of that condition, will attempt to introduce them to you from now on ----- so to our new members introduced below, congratulations and we hope to see you at the next meeting.

Steven C. Kenney -- Associate Member -- certainly not a new face to many for he has been around Kansas City for many years working in the profession. Educated at Chicago Tech College, worked for some years with the firm of Holibard and Roach, later in Kansas City with Wight and Wight. Mr. Kenney modestly admits to travel in Europe during the first World War (one of uncle's soldiers). He has, in the last few years, done some teaching at the Finlay Engineering College. He is now in private practice with offices at 921 Baltimore.

Ira L. Sutton -- Associate Member -- A native of Missouri (Butler), Ira received his education at the University of Kansas. Most of his work in the profession has been around Kansas City, in recent years with Emil O. Bayerl and since 1948 with the firm of Gentry and Voskamp. Ira is inclined to be a bit shy so when you see him at meetings, pound him on the back and let him know who you are.

John Jerome See -- Junior Associate Member -- John is a home town product educated in a small college up in Indiana (Notre Dame, featuring an honor system that works), according to our President Mr. Shaughnessy, a right good school. John is now with the firm of Gentry and Voskamp.

THE AMERICAN ARCHITECTURAL FOUNDATION, INC.

EXECUTIVE SECRETARY: HENRY H. SAYLOR, THE OCTAGON, WASHINGTON 6, D. C.

July 17, 1951

Dear brother Architect:

In expanding its program to keep in tempo with the increasing requirements of the building industry, the Foundation will need to increase its income. Therefore, a planned campaign for funds is now under way.

The Trustees realize that too few people (especially the architects) interested in the welfare of our industry are familiar with the aims and purposes of the Foundation. Since these aims are fundamentally of interest to the professional practice of architecture, we believe the American architects should be given the first opportunity of contributing toward its welfare - then the building industry and the public at large will be approached.

For your information, the A.A.F. is not in competition with the A.I.A. To the contrary, it is founded by members of the A.I.A. and endorsed by the A.I.A. for the specific purposes set out above.

Very truly yours,

John Jerome See
J. Jerome See, F.A.I.A.
President

JFS/hfv

THE AMERICAN ARCHITECTURAL FOUNDATION calls attention to the opportunity for expanded research and education in the fields of architecture and building, and the need for funds with which to carry on this important work.

This Foundation has been created to meet those needs. It is a non-profit organization dedicated to

the further advancement of the art and science of building. Its objectives are to continue to raise the standards of architectural education, to establish needed research programs, and to correlate the efforts of the building industry, the profession of architecture and the related industries and professions for better service in the public interest.

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REPORT ON CHAPTER ACTIVITY
IN FLOOD REHABILITATION WORK.

Your chapter has been very active since the flood. After the Executive Committee's offer to aid in rehabilitating the flooded districts, a committee was formed by the City Manager with E. M. Robison of Archer, Cooper and Robison as a member. Mr. Robison represented the chapter very ably on this committee.

Following this, your chapter was called on as an advisory body by the 31st and Roanoke Redevelopment Group, for assistance should this section be designated a blighted area. Representatives of this group, together with the City Planning Commission, met with your Executive Committee, and the Chapter's City and Regional Plan Committee, at which meeting the services of the chapter were offered in making an overall plan of this redevelopment. We submitted a questionnaire to each Owner, for completion should this Project develop, and were ourselves in readiness to proceed with this undertaking. However, at a meeting held in the City Planning Office for the purpose of voting to form a corporation and to declare this area a blighted one, it became apparent that the Owners were not aware of the benefits afforded by such a plan, and it was consequently voted down.

It is regrettable that this project did not materialize, as the usefulness of overall planning and development for such an area would have been demonstrated.

-Joseph B. Shaughnessy

ALL MEMBERS OF THE KANSAS CITY CHAPTER, A.I.A., ARE
CORDIALLY INVITED TO THE

CONFERENCE ON PSYCHIATRIC HOSPITAL DESIGN

Sponsored by the Hospital Survey and Construction Services

Missouri Division of Health

in collaboration with the
United States Public Health Service

SEPTEMBER 12, 1951

AZTEC ROOM * HOTEL PRESIDENT
Kansas City, Missouri

Morning Session

Afternoon Session

Luncheon

- 9:00 a.m. to 12:00 noon
- 1:30 p.m. to 4:30 p.m.
- 12:15 p.m.

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The conducted tour of "The Town House" for chapter members and their wives was the most popular yet held in Kansas City. More than 100 persons were shown thru the excellently planned 260 room hotel which is the proud product of a group of civic leaders after many years of effort.

Utmost convenience and luxurious atmosphere are apparent thruout the three million dollar structure. The public areas especially were impressive to the tourists; dining facilities, the main lounge and the lobby areas are richly treated with marble, Kansas stone and white metal. Particular good taste is displayed in the color schemes and furnishings.

Every modern hotel convenience is provided for guests at the 14 story "Town House."

After the tour Mr. and Mrs. Stern entertained the group with cocktails and a buffet in the spacious private club room and lounge on the main floor.

The chapter expresses sincere thanks to Mr. Stern for the opportunity to preview his fine building and for the very pleasant party.

Our District Director, L. H. Bailey of Oklahoma City, is anxious to carry grass root opinions to the September 28 meeting of the Board of Directors. He has asked us for opinions on Institute publications - the Memo, the Bulletin, and the Journal. Also, what can the Institute do to produce better publicity and public relations? Direct your opinions to the president or the secretary and they will be relayed to Mr. Bailey.

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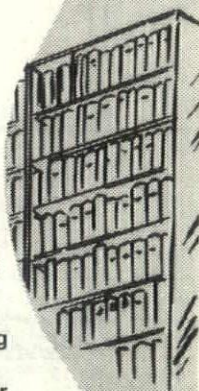
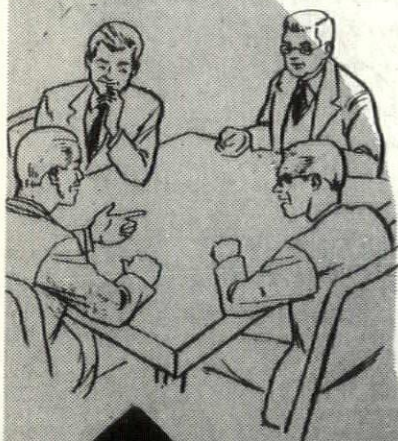
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Photography in Architecture

by F. W. Seiders

(Condensed from *The Texas Architect*)

As architecture is one of the fine arts, so is photography, especially photography in architecture.

Preference for photographs over drawings is purely a question of chronology, individual experience, or choice by the architect. Photographs record structures in a basically real medium that is actual, sharp and detailed. By contrast, architectural perspectives suggest realism, giving impression only of the actual details and textures. Unlike the architect, who conveniently can eliminate confusing backgrounds and foregrounds thus allowing flexibility in his renderings, a photographer is limited by the laws of optics, photographic materials, and the subject matter present. On 15 to 25 percent of the subjects to be photographed, an appealing picture is impossible.

Architects admit that a need for photographs does exist, although it is secondary to and supplements the drawings made by the delineator. Photographs reproduced keep the architectural profession informed as to designs and unique features, and create public interest. Photographic records help preserve the original character of the building.

Because buildings often represent one of the biggest investments made by its owner, or owners, there is the pride of the owner and the prestige gained for the architect, to consider in having a building published.

Photographs provide a virtual "time, travel and money saver" for the client who comes to his architect's office to secure new ideas and for the architect to point out the features the client may like or dislike. Architects, through their training, are capable of setting exacting standards and of having excellent critical faculties. The selection of the right photographer for architectural subjects is a problem in itself. Without knowing the qualifications of a good architectural photographer, this search can be time consuming.

A complete commercial photographic price survey, recently completed by the photographers of Oregon, suggests a fee for architectural photo work. These charges are for original photography on each assignment, including one 8 by 10 print, but not including reprints. Prices on exterior views range from \$7.50 to \$15, with additional pictures \$5 each. Interior views, requiring artificial light, range in costs from \$8.50 to \$15, with additional photos \$6.50 each. Varying prices depend on whether the pictures are shot during day or night, Sundays or holidays.

With cooperation from the architect, the photographer can hold expenses down and still afford himself a reasonable income. This applies where numerous photographs are made at one site, thereby reducing the per unit cost. Not only the architect, but often the owner, contractor, and some material companies need publication photographs. By accepting coverage from a number of clients at each building site, the costs per picture can be priced upon a quantity basis, resulting in lower costs for each client involved.

Assuming that a "top-notch" photographer is a good businessman, he should have three basic qualifications. He should have mastered the techniques of his profession, and fully understand the use of the tools of his trade, his camera, film and filter, and his developing and printing facilities. He should have a strong background in the fine arts and fundamentals of composition. The photographer should know how his instruments differ from

other tools of creative interpretation. He should have good judgment of adhering to photographic creative principles, and should not attempt to imitate an etching, painting, or graphic drawing. He should know the fundamentals of architecture. He should have a deep feeling and understanding of both the fine arts, architecture and photography, and be sufficiently well informed to be able to converse intelligently with his architect client. He must be able to produce natural, truthful reproductions of each architectural feature needed.

There are usually three different personalities that can be considered in planning architectural pictures. The good photographer should have the ability to sense these. First, there is the personality imbued by the architect. Second, the personality of the interior furnishings. Third, the personality of those who use the building and gradually wear and change it until it becomes a reflection of their life. The variety of effects obtained by the photographer should show these personalities.

We showed this article to Mr. Paul Steffee of the Harkins Com'l. Photo Co. and he said an important point is not mentioned, namely, "in order to obtain the best in exterior architectural photographs, they must be made at the best time of the year and at a certain hour of the day; that is, when the light is correct." The two photographs of the hospital below, illustrate Mr. Steffee's point: the one on the left was made by a photographer who shot a north elevation in the winter, and the other was made by Hedrich-Blessing in the spring.



CALENDAR OF EVENTS

Wednesday, September 12 - Hospital Conference,
9:00 A.M. to 4:30 P.M. at Hotel President.

Wednesday, September 12 - Chapter meeting, 5:30
P.M. at The Wish Bone.

Monday thru Thursday, September 17 - 20 - American
Hospital Association Convention at St. Louis.

Tuesday, October 17 - Chapter meeting at The Wish
Bone.

Thursday, Friday, Saturday, October 18-19-20 -
Central States Conference, Mayo Hotel, Tulsa.

Wednesday, November 14 - Chapter meeting at
The Wish Bone.

Tuesday, December 11 - Chapter meeting at The
Wish Bone. Guest Speaker will be an A.I.A. Admin-
istrator from the Octagon.



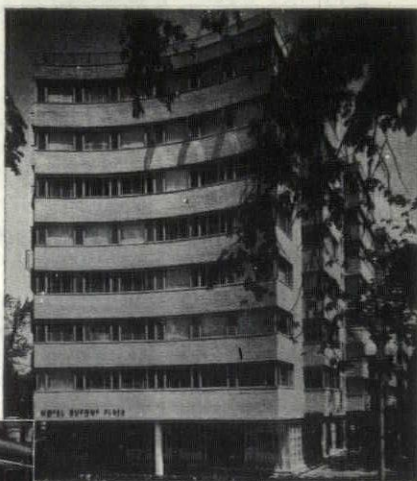
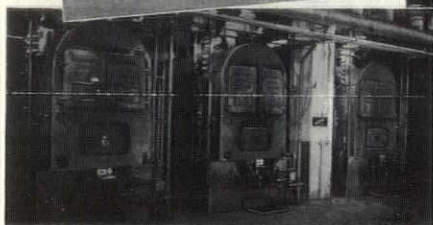
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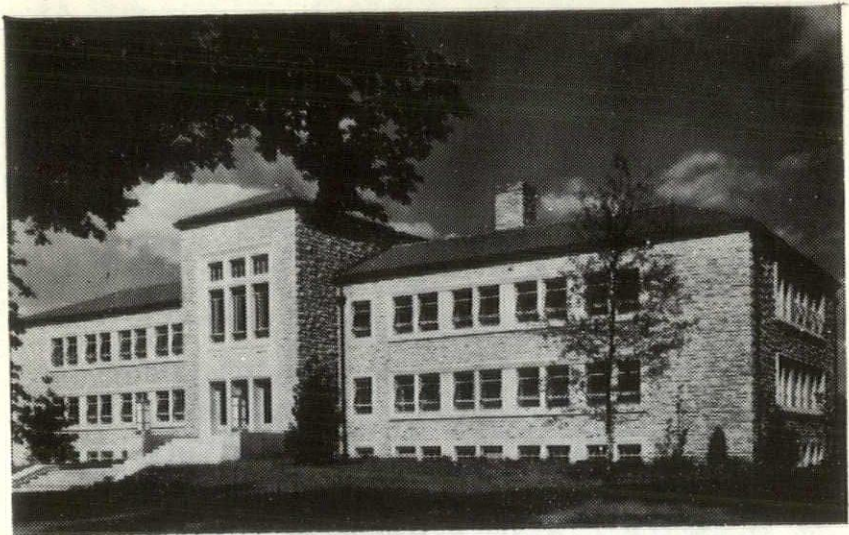
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REPORT

FROM

The OCTAGON



The following statement has been adopted as a policy by The Board of Directors:

From time to time, and lately with increased occurrence, the question of whether or not it is ethical for an architectural firm to display its name on a sign at a building project site in the course of construction, is referred to The Institute for decision.

The obvious inference may be drawn that some of these signs have been of so blatant a nature as to arouse the indignation of the more considerate members of The Institute.

As for many years, The Institute has encouraged the visual recording of the name of the architect in appropriate fashion on the finished structure, it could scarcely condemn the practice of disclosing to the public the identity of the architect during the course of construction. Inherently the inscription of the name, either permanently in the finished project, or temporarily during construction, is not a matter of ethics. However, the manner in which it is accomplished can readily constitute a transgression of good taste bordering on ethics if the act is carried out in a manner which affronts the profession, or more important still the public, and thereby tends to detract from the prestige and high position of the profession. An act accomplished in a vulgar manner is a vulgar act, regardless of the basic merit of the act itself. On the other hand, it is obvious that the disclosing of the architect's name, if done with decorum and dignity, can well advance the profession and serve to stimulate public interest.

The Institute, therefore, cautions its members that in announcing to the public the identity of the architect they must so convey the identity as to advance the good name of the profession and of the architect creator himself. No architect need fear that his name reproduced with taste and skill will be overlooked.

Famous artists have never found it necessary to emblazon their names across their masterpieces. The work of many of them is so readily identified by individual perfection that it is scarcely necessary to add the creator's name—noble but difficult means of attaining recognition.

It is suggested that the disclosing of the identity be accomplished with taste, with restraint, and with an eye to the welfare of the profession as a whole.

SKYLINES FOOTNOTE:

It has been suggested at the local level that some uniformity be established in the display of firm names on jobs under construction. The A.G.C. solves the problem by furnishing signs from chapter headquarters. Could the A.I.A. do the same; thereby assuring uniformity and the proper display of the Institute seal? It could be another step toward better public relations.



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AIA

ARCHITECTURE IN THE
MAGIC CIRCLE

Central States Conference AIA

October 18, 19, 20

Tulsa, Oklahoma - Mayo Hotel

SPEAKERS: Glenn Stanton, National President of the A. I. A.
Edmund R. Purves, Executive Director of the A. I. A.
Lt. Gen. Lewis A. Pick, Chief of the U. S. Corps of Engrs.
Douglas Haskell, Editor of "The Magazine of Building."
Kenneth Wischmeyer, 1st Vice-Pres. of the A. I. A.
Thos. K. Fitzpatrick, Pres. of the Ass'n of Collegiate Schools
of Architecture.
Bernard Tomson, Author of "It's the Law," in "Progressive
Architecture."
Wm. W. Caudill, of Texas A. and M.

SEMINARS: Aluminum as a building material.
Natural Lighting and Natural Ventilation.
Prestressed Concrete (Field Seminar).

THEME: "Architecture in the Magic Circle."

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Fare -- \$13.00 (roundtrip), tax included.

By Plane: Six flights daily via Mid-Continent.
Average flight time is 1 1/2 hours.
Roundtrip fare -- \$31.86, tax included.

By Auto: 250 miles.

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Corporate Members Collaborating:	John T. Murphy I. Lloyd Roark Frank R. Slezak

