

# Skylines

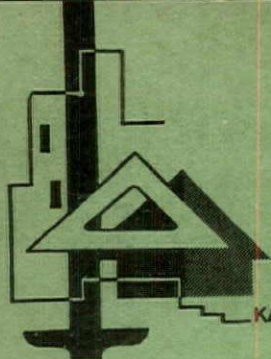


*June*

**ansas city missouri 6-53**



*Public  
Relations  
Issue*



KANSAS CITY CHAPTER

AMERICAN INSTITUTE OF ARCHITECTS

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SKYLINEs is published monthly by the Kansas City Chapter of the American Institute of Architects and mailed without charge. Editor, Frank Grimaldi, 402 Congress Building, Kansas City 2, Missouri. Appearance of names and pictures of products or services in editorial copy or advertising does not constitute an endorsement of either by the A.I.A. or this chapter.

# Skylines

Volume 3  
Number 6  
June 1953

## CHAPTER MEETING FOR JUNE

to be held WEDNESDAY the 17th

(note the change in date)

at the WISHBONE RESTAURANT  
4455 Main Street

business session	5:30
cocktails	6:15
dinner	6:45
program	7:30

Program chairman Lou Geis promises one of the most interesting speakers ever to appear before our chapter:

## Henry L. Logan

apostle of good lighting to  
Canada, U.S.A. and Mexico

Mr. Logan's talk,  
DESIGN OF VISUAL ENVIRONMENTS,  
will be completely illustrated by slides  
and will explain how the design of light-  
ing systems flows from the limitations and  
properties of the eyes, the nature of the  
space to be lighted and the characteristics  
of visual tasks that will be pursued in that  
space. Lighting will be treated as one of  
the essential elements of an optimum in-  
door climate and will be related to archi-  
tectural considerations that are familiar  
to architects.



**VISTAS  
CHANGE  
... EYES  
DO NOT!**



	1 8 5 3	June		1 8 5 3		
SUN	MON	TUE	WED	THU	FRI	SAT
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28	29	30				

# calendar

# AIA

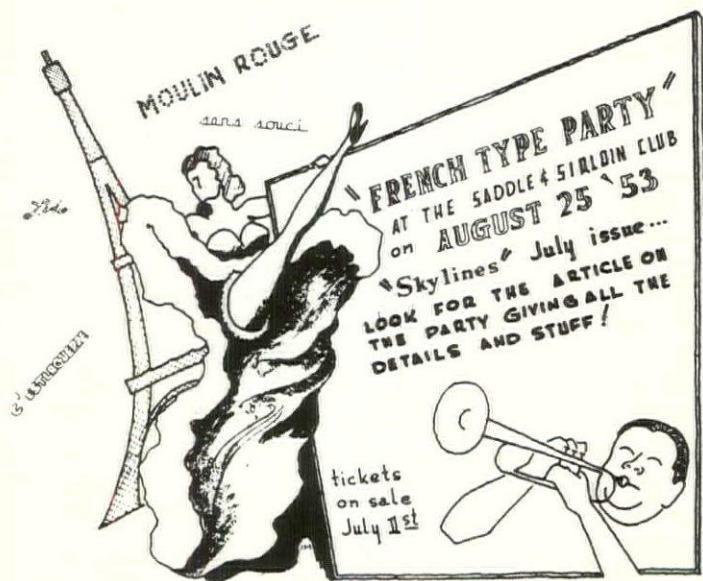
THIS MONTH ... 85th ANNUAL CONVENTION IN SEATTLE ... 15-19

THIS MONTH ... note the change in the date of chapter meeting  
WEDNESDAY JUNE 17, usual time, usual place.

Producers Council Clinic  
WEDNESDAY JUNE 24  
subject: air conditioning & heating  
See Page 14

No regular meeting has been planned for July. Summer vacation.

For AUGUST the associates and juniors are planning a terrific party. See below:



# P *ublic* R *elations* N *ews*

Public Relations, (not the visiting kind,) is very simply defined as the creation of news about a particular group - in this case - Architects. We all know that what we accomplish is quite newsworthy in most respects, but to make the work of the profession generate the general interest that is so inherently characteristic of it, doesn't usually occur by itself.

Publicity, effectively and competently handled, will wholly maintain the traditional dignity of the profession and can do much to enhance us in the minds of the public who, through the advent of so many new transmission media, is certainly more conscious than ever of what they see, hear and read.

In order to implement publicity for our Chapter on a purely local level, we plan to accomplish these items:

- I. Get our Speakers' Bureau started again. Many Chapter members have done vital service in this role in the past and the results are excellent from both the publicity and educational viewpoints.

A convenient Facts Package will be prepared for our speakers, built upon a list of subjects similar to the following:

- (1) New schools for your children.
- (2) Contemporary Midwestern Homes and Living.
- (3) Contemporary European architecture.
- (4) Traditional European architecture.
- (5) New home materials and equipment.
- (6) The United Nations Home.
- (7) Historical buildings
- (8) Greater Kansas City outstanding buildings.
- (9) South America
- (10) Mexico
- (11) Domestic Architecture
- (12) The Contemporary church building.
- (13) The Master Plan of Greater Kansas City.
- (14) Zoning in Northeast Johnson County.
- (15) Boulevard System of North Kansas City.

Many organizations will be acquainted with the fact that our Chapter has men and women available to talk on varied subjects to these and other groups: Women's political, social, garden, cultural, business and other clubs; Men's clubs, community service groups, technical, business and social organizations, young people's groups, schools, student assemblies, parent teachers associations, neighborhood groups and many others representing the many facets of community life.

2. Work out with the Art Gallery or Art Institute an exhibit program, in order that at least once each year representative work of Greater Kansas City architects can be presented as an integrated showing to the interested public. "Building a Greater Kansas City" is one suggested theme for such exhibits. This may also be of considerable interest to the builders.
3. Have printed for distribution, through the most logical agencies, such as the Chamber of Commerce, travel bureaus, etc., a map of Greater Kansas City, locating the outstanding buildings, with a brief description of each.
4. Get mention of the role of architects and architecture in local material and equipment, TV or radio advertisements.
5. Provide better liaison and integration with the local press by incorporating a system of weekly assembly and delivery of material from local architects, who wish such aid.

By dividing Greater Kansas City into approximately 6 districts, the monitor of each district can weekly call each office and where desired and available, arrange for the pickup of pictures and stories of new projects. After the assembly of such material, a committee will convey it to the press for editing and (we hope) publishing.

In this manner it is evident that a wealth of good material would always be available for publication, and the committee feels that much improved results may be obtained.

6. Compile a list of all publications in the area, so that newsworthy items concerning architects and their work may be continually distributed to this large field of smaller publications.
7. Endeavor to get the press to establish a weekly column, devoted more directly to architecture and newsworthy items pertaining to it.

Your Committee sincerely feels that although the above suggestions are but a small start on a big task, with the concerted help of the Chapter, some real progress can be made to better acquaint the public with the dynamic and indispensable part the architect plays in the community.

Respectfully submitted,

Clarence Kivett, Chairman  
Committee on Public Relations  
Kansas City Chapter AIA

# facts

## about ARCHITECTURE and ARCHITECTS

### **The Architect: his profession and training.**

**Architecture** is the expression of a civilization through the medium of building. We are born in architecture and live most of our lives in it. Our cities are, in fact, architectural museums — reflecting in their skylines the use of materials, light and space. Schools, theaters, libraries, stores, swimming pools and gyms — every type of structure in our communities is the product of the Architect's art and science.

● To most of the public, architecture means the *home*. And the job of the Architect means quite simply — the housing of a family so that it may live comfortably, conveniently, economically and with a certain pride in possession. If the plan of that home fulfills its needs, if its construction embodies its plan, if its pattern and design conform to its construction and reflect its planning — then it is a *good house* and will serve its purpose as a *good home* for the family.

● But the work of the Architect is much broader than this; he also designs churches, warehouses, airports, zoos, hotels, laboratories, supermarkets, department stores, etc. Into all these the Architect projects more than the technicalities of his drawing board; he must keep in

mind the needs of his client and the effects of his work on society. If he is designing a school he first consults with the educators to determine the specific needs and use of the school; if it is a large apartment he studies the movement of population and the relation between income and rent in that particular district; in planning a factory he must know all aspects of the product to be made there.

**Education of an Architect:** The best preparation for architectural school is a well-rounded high school education: an academic course of study, with social studies and industrial art as electives and with as many courses in mathematics as possible.

- Professional training usually consists of a minimum of five years of study at an accredited school or college of architecture, plus at least three years of apprenticeship in an Architect's office. Professional curriculum includes architectural design, materials and methods of construction, design theory, structural design, working drawings, specifications, graphics, freehand drawing, professional ethics, history of architecture.

- After completing academic training, the first job is actually the apprenticeship lasting three or more years (similar to a doctor's internship), broadening technical knowledge while gaining practical experience. Jobs are likely to include tracing, lettering, "measuring up" for alterations, or other drafting jobs. Eventually the Architect opens his own office.

- Architects undertake planning and design of a wide variety of structures with these main types:

**DOMESTIC:**

homes, apartment houses, club houses.

**INDUSTRIAL:**

factories, mills, lofts, warehouses, laboratories.

**COMMERCIAL:**

banks, hotels, restaurants, stores, office buildings, garages.

**INSTITUTIONAL:**

hospitals, asylums and sanatoria, libraries, museums, schools, colleges, prisons, churches, dormitories.

**PUBLIC:**

post offices, police and fire stations, health centers, markets, court houses, custom houses, monuments.

**ASSEMBLY:**

auditoria, theatres, gymnasias, recreation buildings, swimming pools, stadia, skating rinks.

**TRANSPORTATION:**

air, bus and train terminals.

**SITE PLANS:**

housing developments, industrial groups, town planning.

**HEAVY ENGINEERING:**

consultation work on power houses, sewers, bridges, dams, etc.

**MISCELLANEOUS:**

modernization, alterations and remodeling of structures; survey for industry; interior designing; material research.

**Licensing:** Since architecture involves public health and safety, all states and territories now require that an Architect be licensed or registered to practice. He must qualify and fully demonstrate his competence — just as young doctors must submit to examinations by their local medical boards. Usually the candidate for admission to examinations must be a graduate from an architectural school with three years of practical experience in an Architect's office. As a substitute for graduation from an architectural school most states accept longer periods of practical experience, usually a total of ten to twelve years. Many states also require graduation from high school as a necessary requisite for admission to the examination.

● Architects and their Institute, recognizing registration as a powerful influence in raising standards of practice, have long taken a keen interest in the matter, and through a Standing Committee are ready to cooperate with the National Council of Architectural Registration Boards. Safeguards against inexperienced or otherwise incompetent practitioners have come about through continued efforts to maintain the practice of architecture upon the highest professional plane.

# architecture

A VITAL STEP IN THE NATIONAL PUBLIC RELATIONS PROGRAM has been taken by Ketchum, Inc., in the publication of a brochure called "The Facts Package" which has been sent to newspapers, magazines, radio and TV stations, and other public opinion channels as a ready-reference on the Architect, his professional usefulness and his national organization, the A. I. A. In this issue on pages 5, 6 and 7, SKYLINES reprints the first of six sections of The Facts Package. We do this primarily for our non-member readers and also to inform the membership of the service being rendered the private practitioner by the new public relations program.

LOCAL PUBLIC RELATIONS PROJECTS started in recent years continue to function with moderate success. One is the AIA "block listing" in the yellow pages of the telephone directory and another is the display of uniform chapter-identified architects signs at building project sites.

The telephone company is now in the process of checking business listings in the directory. If you are not now listed in the AIA block or wish to change your listing in some way, call the telephone company and talk to the people in Classified Directory Sales.

The sign company handling the production of the chapter-identified signs is Manncraft Displays, 908 Campbell.

FORMATION OF THE CENTRAL STATES REGIONAL COUNCIL is approaching reality, according to J. B. Shaughnessy, national chairman of the regional councils committee. The St. Louis Chapter has suggested some minor changes to the proposed by-laws, and indications now are that completion of the council will take place at the CENTRAL STATES REGIONAL CONFERENCE scheduled to be held in DES MOINES this fall, probably OCTOBER.

CHAPTER MEMBERS NOT RECEIVING SKYLINES should inform the editor or the chapter secretary, preferably in writing so that no mistake will be made in the address.

If any member knows of important persons outside the chapter who would be interested in this publication, advise the editor. We are presently bringing the mailing list up to date.

KANSAS CITY PEOPLE WHO ATTENDED THE KU BANQUET for architecture students were pleased to hear the announcement and presentation of an award to the student doing the best work in the course on working drawings. This award has been established in the KU department by Raymond L. Voskamp and Frank R. Slezak, Kansas City architects.

# in the news

DELEGATES TO THE NATIONAL CONVENTION from our chapter this year will be President I. L. Roark, Jr., Vice-President Frank R. Slezak, Director John T. Murphy, and Angus McCallum.

John C. Monroe, Jr., will represent the Junior and associate members at Seattle, being helped there to the extent of \$100 by the chapter.

PAUL WEIGEL, F. A. I. A., HEAD OF DEPT. OF ARCHITECTURE at Kansas State College has invited the architects of this area to a lecture by Mr. William M. Dudok, architect of Holland, on November 12. We will give more details about this important event in a later issue.

PUBLIC RELATIONS FORTY YEARS AGO weren't too different from today. The May 20 edition of the Star noted in its "Forty Years Ago" column that Ben J. Lubschez, architect (President of the KC Chapter in 1912) and George Reinhardt, landscape architect, appeared and made talks before 200 representatives of civic organizations.

## NOTICE

TO ALL UNREGISTERED ARCHITECTS AND UNREGISTERED ENGINEERS WHO MAY DESIRE REGISTRATION WITHOUT EXAMINATION BY REASON OF BEING IN THE ARMED FORCES OF THE UNITED STATES ON THE 10TH DAY OF OCTOBER, 1942, OR ON THE 10TH DAY OF OCTOBER, 1946, A PRIVILEGE WHICH EXPIRES JULY 25, 1953

If you desire registration without examination for either of the above reasons you should write for blank forms for filing application for registration immediately. Address your letter as indicated below:

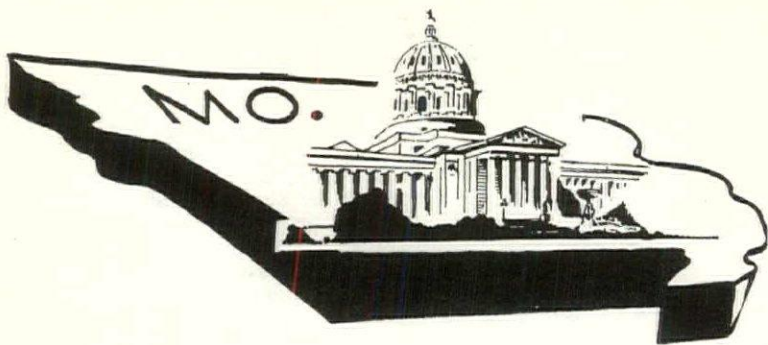
### STATE BOARD OF REGISTRATION FOR ARCHITECTS AND PROFESSIONAL ENGINEERS

Clemmie V. Wall, Secretary

Box 184

JEFFERSON CITY, MISSOURI

NOTE: This notice is published as a courtesy to architects and engineers who may desire registration without examination and is not to be construed as soliciting registration.



## M. S. A. R. A. MEETING

"Architects' Day"

Held in Jefferson City

May 9, 1953

First session held in new six million dollar state office building, the first such meeting of a state organization to be held in the new aluminum structure.

A review of the first year's activity of the MSARA was unfolded as Rex Becker of St. Louis, Secretary, read his report and that of Bill Bovard, the Treasurer. Then the membership report: of 800 men registered in the state, 445 belong to the state association; in the Kansas City area 99 of 144 registered architects have joined.

Then followed a report of L. O. Willis, editor of the new official publication "The Missouri Architect" stating the purposes and aims, the advertising policies and problems, and the request for help in the form of news reports from all sections of the state. Grimaldi was called on to give his experiences in the publication of the KC Chapter's monthly "SKYLINES", and answered questions from the floor.

President Harold Casey of Springfield, made remarks concerning the very vital items of 1) PUBLIC RELATIONS and 2) LEGISLATION.

Senator A. L. McCawley spoke briefly, describing the delicacy of the situation of registration laws establishing the autonomy of architects and engineers but under a single board. Then told of the logic in the architects having a statewide organization represented by a board from separate ZONES. This he related to the political territorial division of the state, explaining that each area must be represented even though sparsely settled. The "country boys" in the legislature appreciate this when laws governing the architectural and engineering professions are written and they are being spoken to by a state association representing these practitioners. He stressed the necessity of being near the "seat of the government", i. e., Jeff City, in order to protect our interests.

G. M. Drew of Poplar Bluff was elected Director from the Southeast District, succeeding R. P. Buchmueller of Sikeston. The post of the Northwest District Director was declared vacant because of the inability of the incumbent to attend meetings. No successor was elected. A new director was elected

from the St. Louis area.

24 in attendance

\* \* \* M S A R A \* \* \*

LUNCHEON with the WIVES in attendance (a total of 53 people) featured Missouri ham.

Speaker was Judge Lawrence Hyde, chief justice of the Missouri Supreme Court who explained the lately modernized judicial system of the state.

\* \* \* M S A R A \* \* \*

AFTERNOON SESSION began with a showing of excellent color slides by Ed Bower of Kansas City taken on his recent trip to Mexico, featuring the fabulous new buildings of the University down there.



KANSAS CITY CHAPTER AIA MEMBERS REPRESENTED ALMOST HALF OF THE ATTENDANCE. STANDING: GRIMALDI, MONROE, MOFFITT, SHAUGHNESSY, ROARK, WILLIS, BOVARD, DAVE CLARK OF COLUMBIA. FRONT: SANDFORD, EVERITT AND HAROLD CASEY OF SPRINGFIELD. OTHERS WHO CAME LATER IN THE DAY: ED BOWER, DWIGHT BROWN AND ED TANNER.

Seminar on SCHOOLS followed with talks by Hubert Wheeler, capable State Commissioner of Education, and Dr. George D. Englehart, State Director of School Building Service. Wheeler told of the valuable help received before the appropriations committee of the legislature from Harold Casey and Dave Clark when his department appeared to state their needs for the next two years. 3 1/2 million has been appropriated; considered good. He then explained the make-up of the board and its three departments: 1) service, 2) regulation and 3) leadership. The state board and commissioner are appointed by the governor to administer the state education system, and business is thriving. The increasing birth rate, still on the upswing, assures this. Progress is being made. Bonding capacity has been increased to 10%. Problems remain to be solved. Assessed valuation inequalities need to be remedied.

Dr. Englehart proved to have thorough understanding of the position of the architect in school work. He related instances of school boards trying to erect buildings without architectural services, or with stock plans, or with prefabricated buildings. He has done all within his jurisdiction to prevent such practice. He has advised boards to secure the services of an architect early in a building program. When he has the opportunity, he advises the board of the scope of the services of an architect and the cooperation he must have. In regard to actual buildings, his office provides only general standards: LET THE ARCHITECTS OFFER NEW IDEAS. They are most welcome. Some excellent new structures are going up in the state. In regard to educating school boards on the VALUE OF THE SCHOOL ARCHITECT, that is the architects' own responsibility.

How should the architect go about this?

Mr. Wheeler: "That is a tough problem."

He suggested the architects have A MAN to meet with school boards, administrators and teachers at their local, district, state, and regional meetings to explain the value of the architect, the scope of his services, methods of selecting architects, etc. Also a "facts package" describing these same things and illustrating actual cases of bad experiences of school boards that tried to get along without the services of an architect.

Further discussion dealt with the need for acquainting the legislators with the exigencies of payments to contractors in construction work. In some cases, final payments have been held up for months awaiting appropriations to be voted.

\* \* \* M S A R A \* \* \*

During the afternoon the WIVES were taken on a tour thru the Cole County Historical Society and the state capitol building.

\* \* \* M S A R A \* \* \*

All officers were re-elected for another year at a meeting of the board of directors. Three of the officers, Casey, Shaughnessy and Bovard, are KC Chapter members.

\* \* \* M S A R A \* \* \*

The cocktail hour and banquet for the architects, wives and guests was honored by the presence of many state officials and GOVERNOR PHIL DONNELLY. The program after the dinner was presented by Ed Tanner of our Chapter who showed slides of his trip to Europe last year. Mr. Larry Jones, Secretary of the state osteopaths' association, was guest speaker for the evening.

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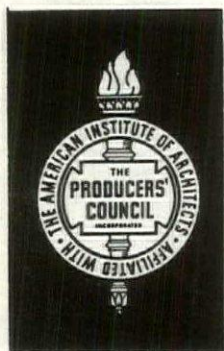


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JUNE MEETING

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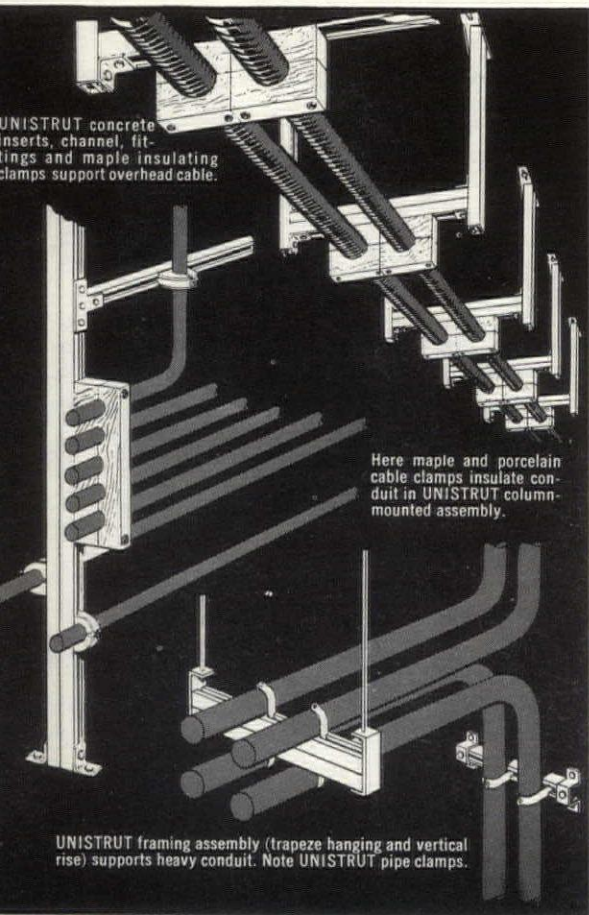
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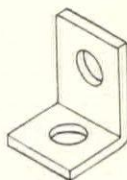
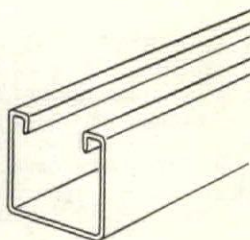
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# *Executive Committee Reports*

## MARCH MEETING

The applications of James E. Northern and Arnold F. Bandel, for Junior Associate membership were approved.

A motion was made, seconded and carried that the Chapter second the nomination of Howard Eichenbaum as Second Vice President of the National organization for the coming year.

Treasurer Bill Simon reported that there was \$4,105.81 in the Chapter Treasury and that payment of dues was proceeding normally.

Discussion was held with regard to Everett Johns' proposal for the elimination of occupational tax on professional men. Motion was made, seconded and carried that the Chapter support this effort and Joe Shaughnessy was appointed to find out to whom we should forward our protest.

President Roark continued our discussion of the past several meetings with regard to the employment of a full time Chapter secretary. He indicated that he was continuing his investigation of desirable people.

## APRIL MEETING

Jim Mantel reported on the program of the Junior Associate members, which includes a party to be held on August 25th at the Saddle and Sirloin Club. At this time it is estimated that tickets for this event will be approximately \$2.65.

The cost of the orchestra was listed as \$225.00 and of this amount, the Chapter has agreed to pay a sum anywhere from \$150.00 to \$200.00. There was discussion with regard to inviting the Producers Council to this party but due to limited space, it was decided not to.

Thought was given to sponsoring a golf tournament and picnic for the Producers Council.

Jim Mantel suggested a Small Homes Competition for Associate and Junior members and it was decided that this would be investigated and made a possible project for next year.

The application of John Monroe for Associate Membership was approved.

Discussion was held with regard to the selection of convention delegates and it was decided that this matter would be taken up at the April Chapter meeting.

(Continued on Page 18)

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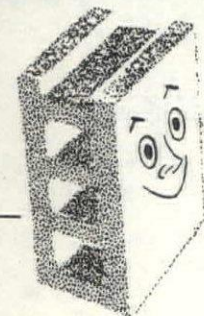
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## MAY MEETING

It was agreed that an application for Associate Membership would be sent to Kenneth E. Coombs.

The application of Fred Crook for Junior Associate Membership was approved.

John Monroe was selected from a list of names submitted by the Associate and Junior Associate membership to represent that group at the National Convention at Seattle. Jim Mantel was selected as first alternate and James Baker as second alternate.

Discussion was held with regard to reimbursement for travel expenses to the National Convention. After considerable discussion and in view of the high cost of transportation to Seattle, it was decided that each of the three delegates would receive \$150.00 and the Chapter President would receive \$250.00.

## *May Chapter Meeting*

Luther Willis gave a report on the Missouri Association meeting which was held in Jefferson City on May 9. Mr. Willis indicated that the meeting was quite successful and it included an active participation in the program by our chapter.

Don Hollis asked for discussion in regard to the Shawnee Mission Junior High School Building program. He stated that there was a possibility that the entire building program might go to an out of town architectural firm. After some discussion it was decided that the Kansas City Chapter would take no official action in this matter, but members, as individuals, could take whatever action they saw fit.

President Roark made some comments in regard to a local insurance carrier's problems in regard to blasting on construction projects. More detailed information will be distributed to the members of the chapter and those who are interested in studying this problem and making their professional services available to this company can do so.

Clarence Kivett indicated that his public relations committee had held a meeting recently and a report of their activities would be forthcoming.

Kenneth Welch, F.A.I.A. was the speaker of the evening and gave a very informative illustrated talk in regard to the problems involved in shopping center design.

Sixty-five persons attended the meeting. Guests of the chapter were the members of the staff of the City Plan Commission and various members and associates of the firm of Hare and Hare, Landscape Architects and City Planners.

- SINCE 1893 -

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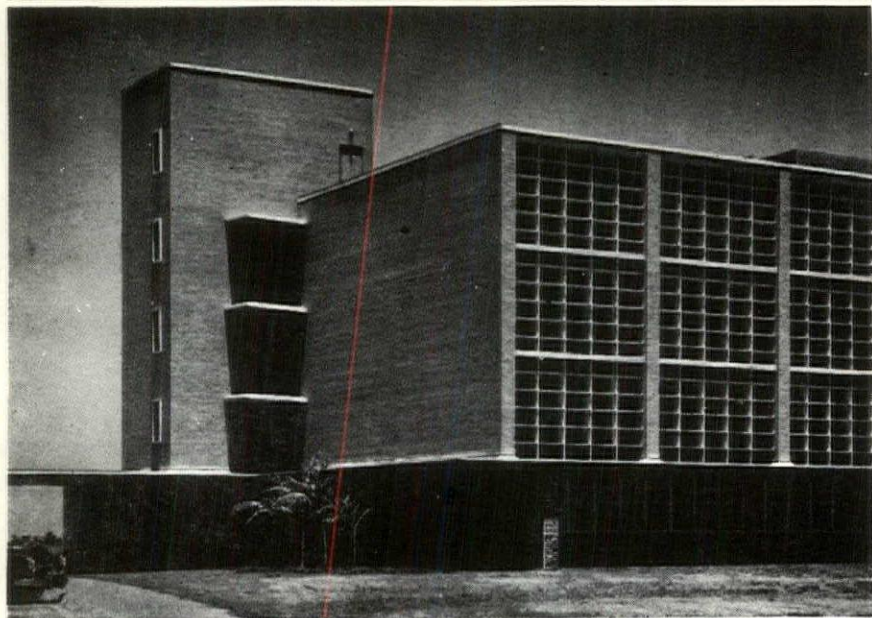
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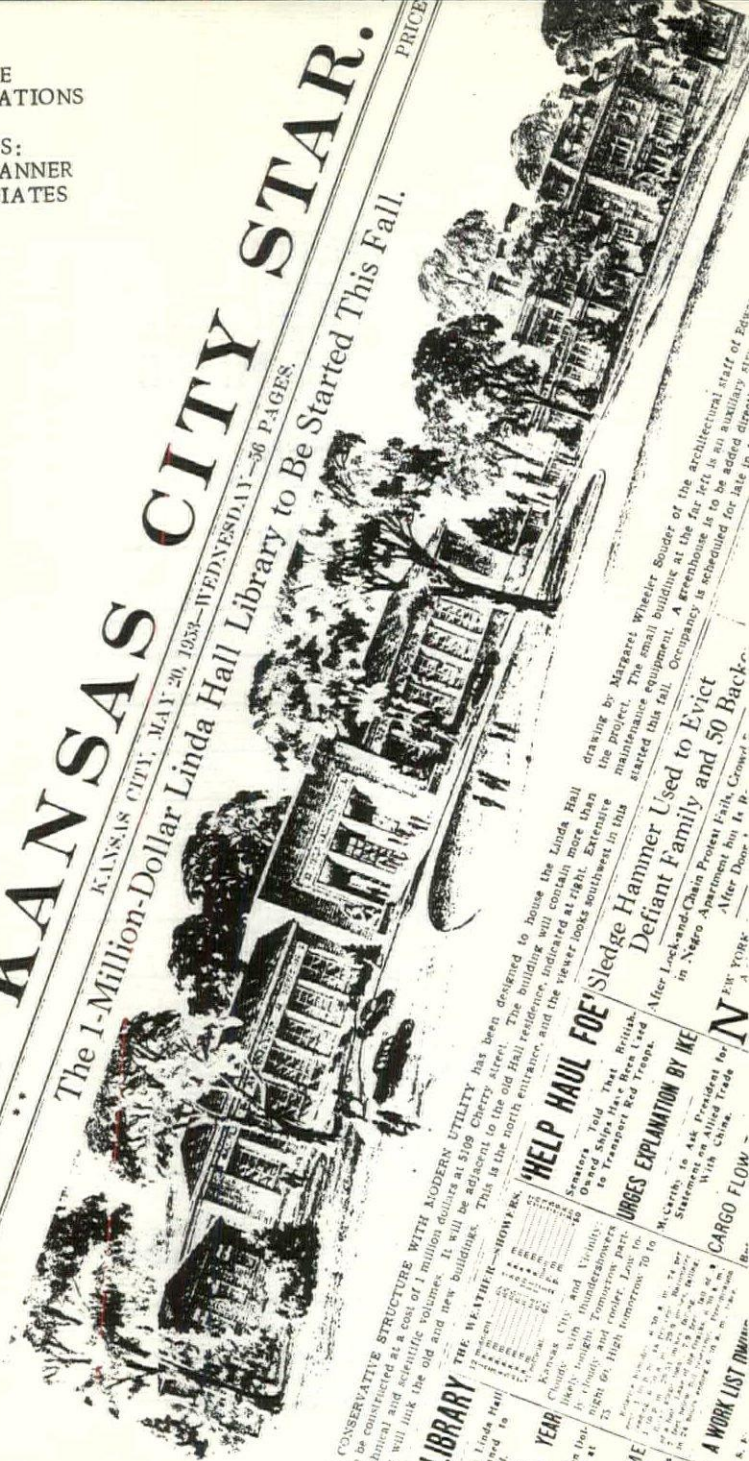
# THE KANSAS CITY STAR.

KANSAS CITY, MAY 20, 1934—WEDNESDAY—36 PAGES.

The 1-Million-Dollar Linda Hall Library to Be Started This Fall.

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473. NO. 245.



A CONSERVATIVE STRUCTURE WITH MODERN UTILITY has been designed to house the Linda Hall Library to be constructed at a cost of 1 million dollars at 3109 Cherry street. The building will contain more than \$50,000 technical and scientific volumes. It will be adjacent to the old Hall residence, indicated at right. Extensive landscaping will link the old and new buildings. This is the north entrance, and the view looks southwest in this project. The small building at the far left is an auxiliary structure for maintenance equipment. A greenhouse is to be added directly behind it. Occupancy is scheduled for late in the fall.

**A GO'ON LIBRARY**  
Construction of New Linda Hall Building Is Planned to Begin in Fall.

**COMPLETION IN A YEAR**  
Structure, Costing a Million Dollars, Will Be Erected at 3109 Cherry Street.

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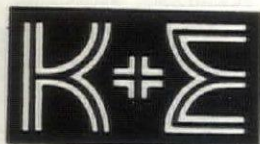
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# ArchiteTRIPS

So many members of our chapter have been to Mexico it has been suggested an exclusive club be formed among "Those Who Have Not Visited Mexico." Whether or not you qualify for this club, you are invited to be a guest columnist in SKYLINES by telling about your favorite trip. This is an open invitation to all architects who read this magazine.

Those who prefer not to attempt to win a Pulitzer prize by giving a detailed account of their travels (amply illustrated with photographs), are urged to tear out this page, fill out the following, and help us compile a chapter file of the where, why, when and how of our members' travels. Do it now; while you're thinking about it.

DATE OF TRIP:

THOSE IN PARTY:

STATES OR COUNTRIES VISITED:

OUTSTANDING BUILDINGS VISITED:

PHOTOGRAPHIC EQUIPMENT USED:

COMMENT: (Re: lodgings, meals, climate, desire to return, suggestions to those planning similar trip, etc.)

SIGNED:

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