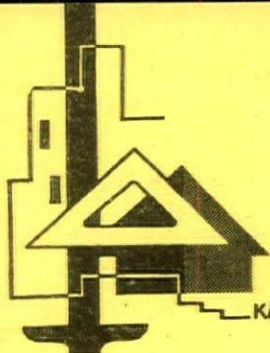


# Skylines





KANSAS CITY CHAPTER

AMERICAN INSTITUTE OF ARCHITECTS

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# Skylines

Volume 3 Number 10 October 1953



## CHAPTER MEETING

OCTOBER 20

ALFONSO IANNELLI, Sculptor, from Park Ridge, Illinois, will speak on Sculpture and its Relation to Architecture.

A native of Italy, Mr. Iannelli has a rich background in many branches of the arts, and since 1914 has executed important commissions in collaboration with architects, including the Midway Gardens with Frank Lloyd Wright. He has had great experience in Industrial design and for several years served as head of the Design Department of the Art Institute of Chicago. Recently he served as collaborating artist for the St. Francis Xavier Church here in Kansas City.

(Further details on the meeting in the regular meeting notice.)



- october - central states  
regional council  
at des moines  
15th, 16th and 17th
- chapter meeting  
tuesday the 20th  
see preceding page
- producers council clinic  
wednesday the 28th  
see page 13

**ATA**

# calendar

- november - chapter meeting  
tuesday the 17th  
speaker: w. m. dukok
- producers council clinic  
wednesday the 25th

- december - annual meeting  
report of committees  
election of officers  
tuesday the 15th

committees anticipating  
a "no report" account  
of the year's activity  
have two full months  
to think it over and  
do something about it.

EACH WEDNESDAY EVENING  
SEPTEMBER 30  
THRU NOVEMBER 4  
AT THE KC ART INSTITUTE  
OUR CHAPTER IS PARTICIPATING  
IN THE LECTURE-DISCUSSION SERIES  
"OPERATION HOMEBUILDING"

MEMBERS ARE INVITED  
TO AUDIT THIS COURSE.

# EIGHTH ANNUAL CONFERENCE CENTRAL STATES DISTRICT

## THE AMERICAN INSTITUTE OF ARCHITECTS

OCTOBER 15, 16 AND 17, 1953 AT HOTEL SAVERY IN DES MOINES  
SPONSORED BY THE IOWA CHAPTER IN ITS FIFTIETH YEAR

Mr. Frank V. Grimaldi  
4926 Woodland Avenue  
Kansas City 4, Missouri

Dear Frank,

On behalf of the Iowa Chapter, I wish to thank you and your Chapter officers most sincerely for your magnificent cooperation in connection with the Eighth Regional Conference coming up in Des Moines, October 15, 16, and 17.

Sometimes I am struck with doubts as to whether all the fuss made about Conferences and Conventions and the Institute is worth while. (This usually happens when some stupid mistake has come out of the office -- which could have been avoided by more time spent checking the drafting room.) But mistakes are never fatal, and I soon again realize the great worth of united effort to improve relations within the profession and to learn more about that baffling subject of Architecture.

The calibre of man which marks the leaders in your Chapter is a very sound gauge of the importance of everything connected with the Institute and of every activity of The Institute and its components. The few inactive members really cannot afford to neglect such opportunities as the Conference offers. I cannot overstate the possibilities which will be available in Des Moines for self-improvement, stimulation, and for integration of the profession -- nor will the side of pleasure be neglected.

We are all looking forward eagerly to resuming the delightful experience of last October in Kansas City, and extend to every member of your Chapter, including of course your associates, our warmest welcome.

Cordially,

J. Woolson Brooks

General Chairman

September 24, 1953



## RAYMOND L. VOSKAMP, AIA

Several weeks ago, our Chapter Board of Directors began serious discussions in regard to the approaching retirement of the Central States District Director and his possible successor. The importance of this directorship is reflected throughout our five-state area and is a matter of concern of every practitioner within the region.

.....

Early discussion by the Board resulted in a list of possible nominees, based on broad qualifications required by the position. Men were sought from every quarter --- Nebraska, Iowa, Missouri, Kansas and Oklahoma.

.....

This list was comprised of men who have shown an active interest in the institute and who have displayed the integrity, ability and stature demanded of a leader in the profession.

.....

Further than this, the expressed willingness, interest and availability of each man was sought. Over a period of several weeks, Board members made individual inquiries of the various men under consideration.



.....

At a special meeting held September 1, the Board, after thoroughly reviewing the entire problem and the individual men sought for the position, voted to present Ray Voskamp to the Regional Conference as nominee for Central States District Director. This action was unanimously approved at a Chapter meeting held September 15. The purpose of our Chapter's activity in this matter is to encourage the Regional Conference to name a man to be presented in nomination at the national convention in Boston next year. Election of district directors must be held at the national level. By these actions, our Chapter is naming a man who possesses the qualifications, knows the responsibilities and seeks the honor of serving in the capacity of Central States District Director.

.....

Ray Voskamp was born in Joplin, Missouri, in 1904. He was educated in the Joplin and Kansas City public schools. His architectural education included study in the Beaux Arts Institute of Design in Kansas City. He became an Associate member of the Kansas City Chapter of the A. I. A. in 1926 and was elevated to Corporate Membership in 1929. His membership has been continuous for twenty-seven years. He served as president of the Chapter in 1934 and, before and after this time, was elected to other Chapter offices, including those of vice-president and secretary. He has been either a member or chairman of numerous active Chapter committees almost continuously since becoming a member.

.....

He was a member of the original committee to promote enactment of the Missouri Architects Registration Law. He was State Vice-chairman of the Historic American Buildings Survey in 1934. Also, in 1934, he was president of the Club Presidents' Round Table in Kansas City.

.....

He has made many lectures at high school vocational days in the Kansas City area and, also, has a record of many speaking engagements with other professional and lay organizations.

.....

In 1947 he served as a member of the N. A. A. B. accrediting team visiting Kansas State College and in 1948 served, again, with the team visiting the University of Kansas. Both of these actions resulted in the accrediting of each architectural school. He served as chairman of the first Central States Conference, held in Kansas City in 1945, and served as secretary of the Missouri State Association of Registered Architects in 1950 and vice-president of the same organization in 1951.

.....

At the present time he is a member of the Board of Standards and Appeals in connection with the Kansas City Building Code. Early professional background includes associations with Edward Buehler Delk, Architect, and Gentry & Voskamp, Architects. During war years he was resident architect for Smith, Hinchman & Grylls at Lake City Ordnance Plant in Kansas City. Since 1945 he has been a partner in the firm of Voskamp & Slezak, whose completed work includes Twin Oaks Apartments, the River Club, Calvary Lutheran Church and many banks and other commercial structures.

At Des Moines we will expose ourselves to the problem of "That Human Being Called the Client."

This pursuit of the Human Side of Architecture is a natural sequel to the Aesthetic Aspects of Architecture, last year's conference subject.

In this situation we well might consider the results of an ARCHITECT - CLIENT FORUM recently conducted by Architectural Forum, The Magazine of Building.

Before we analyze the client, lets examine the more comprehensive picture involving that complexity called ...

# better planning

**Here are six reasons why better planning is more important today**

**1 Building costs have more than doubled,** so every error or oversight in planning costs twice as much. The time to correct your mistakes is on the drafting board, where they can be corrected with an eraser. To correct them later may cost more than the entire fee for planning the building!

**2 Today's buildings are so much more complex** that much more planning is needed, first to design all the new mechanical services, then to fit them together economically into a coherent whole. And often the second of these new planning assignments is almost as exacting as the first.

**3 Only buildings planned for maximum efficiency and economy and full utilization of space can compete with old buildings** built at pre-war costs and long since fully depreciated, or with war-built structures subsidized by quick tax write-offs.



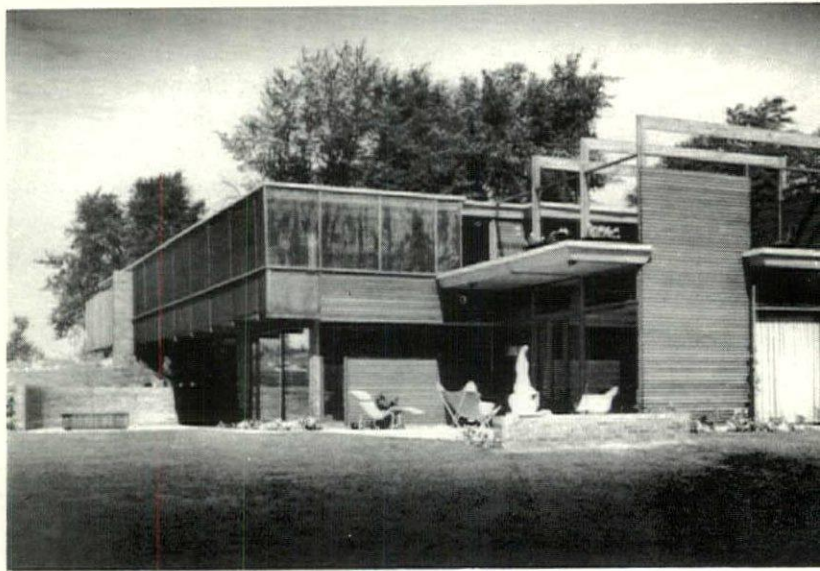
**4 Everything about today's building is new and different.** The lighting is new, the fenestration is new, the acoustics are new, the hung ceilings are new, the escalators are new, the air conditioning is new, the whole concrete technology is new, the light weight walls are new, the aluminum is new, the plastics are new, and the styling is new too to keep pace with these and countless other changes. In times of such rapid change more careful planning is needed to take advantage of all these innovations and make sure the building will not be half obsolete before it is finished. (More careful planning is also needed to hold down the cost of innovations, for the high price of unfamiliar work is notorious.)

**5 Tomorrow's building must be studied not alone as shelter, but as an integral part of the operation it will house.** The production costs of a factory, the sales of a store, the economy of a hospital, the teaching success of a school, the rent level of an office building, the profits of an hotel will all depend in large measure on how well the building was planned for full economy and efficiency of function.

This new concept of the building as a cost-cutting, profit-raising tool offers the one best hope of keeping construction booming when the present era of necessitous building ends, for in competition against new buildings so conceived yesterday's buildings, no matter how fully depreciated, will often prove as obsolete and high cost as any other item of yesterday's machinery.

This new concept is perhaps the most important of all the reasons why tomorrow's building must be more carefully planned. The sixth reason carries this same thinking one step further.

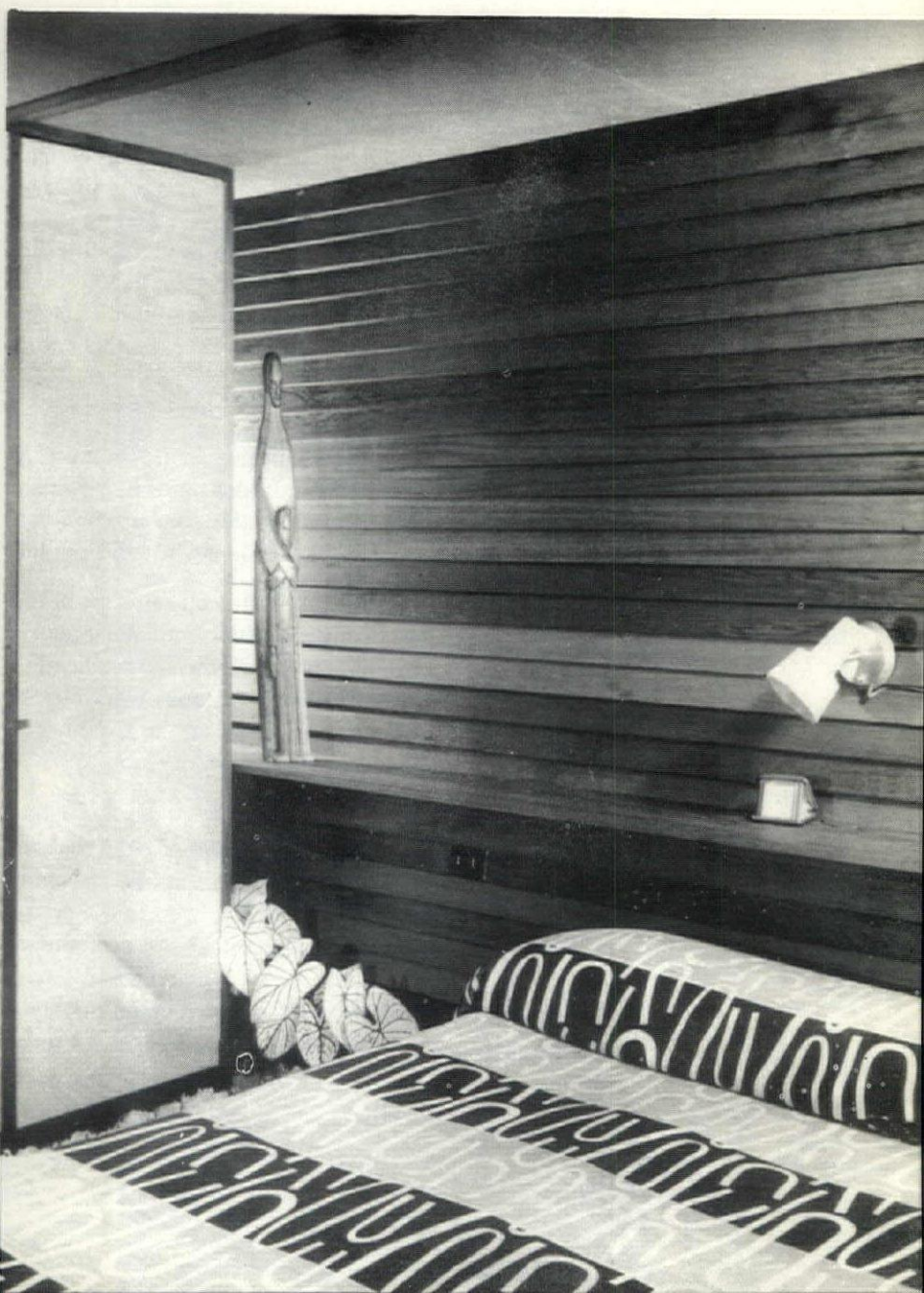
**6 Tomorrow's building should be studied not alone for functional efficiency but for more intangible values.** We are just beginning to understand how subtly good and appropriate architecture can influence the child's willingness to learn, the patient's response to treatment, the worker's pride and regard for his job and company, and so the whole morale and efficiency of the working force. We are just beginning to understand how civic pride can be stirred by good commercial and industrial architecture as by good civic architecture. We are learning again the old lesson that good architecture is also good advertising. Some of these concepts are so fresh that even experienced clients are still too apt to overlook their importance.



## HOME OF ARCHITECT

David B. Runnells, AIA  
6017 Windsor Drive  
Mission, Kansas

Photo by  
Wayne Wright  
3321 Summit  
VA. 5030





**As a Builder:** Structures of all kinds are such a familiar part of our communities that one is apt to think of architecture as something that just happens. Yet even the simplest construction needs skill, training and experience to guide it if the result is to be both practical to use and satisfactory to see. The Architect, then, is largely responsible for the physical makeup of his community.

**As a Professional Man:** The profession of architecture calls for men of the highest integrity, business capacity, artistic and technical ability. An Architect's honesty of purpose must be above suspicion; he acts as professional adviser to his client and his advice must be absolutely unprejudiced; he is charged with the exercise of judicial functions as between client and contractors and must act with entire impartiality; he has moral responsibilities to his professional associates and subordinates; finally, he is engaged in a profession which carries with it vital responsibility to the public. His motives, conduct and ability earn respect and confidence.

**As a Citizen:** The Architect participates in community affairs on various civic commissions and in advisory capacity in community planning; this participation is a foundation for his own good relations with the public.

There are approximately 7,000 architectural firms in the nation — from one-man offices to those employing many. Architects employ designers, draftsmen, specification writers and apprentices. Other professions work closely with Architects, often as members of the Architect's organization, sometimes as consultants or associates.

**As a Member of the AIA:** The initials AIA (American Institute of Architects) following an Architect's name have come to be recognized publicly, even in the courts of the land, as a certificate of merit in the professional world. At the community level, members of AIA Chapters deal with exchange of information on methods, materials, procedure — to better their competence through mutual sharing of knowledge and experience, improve safeguards that the law and codes impose, develop an atmosphere of public taste and social responsibility.

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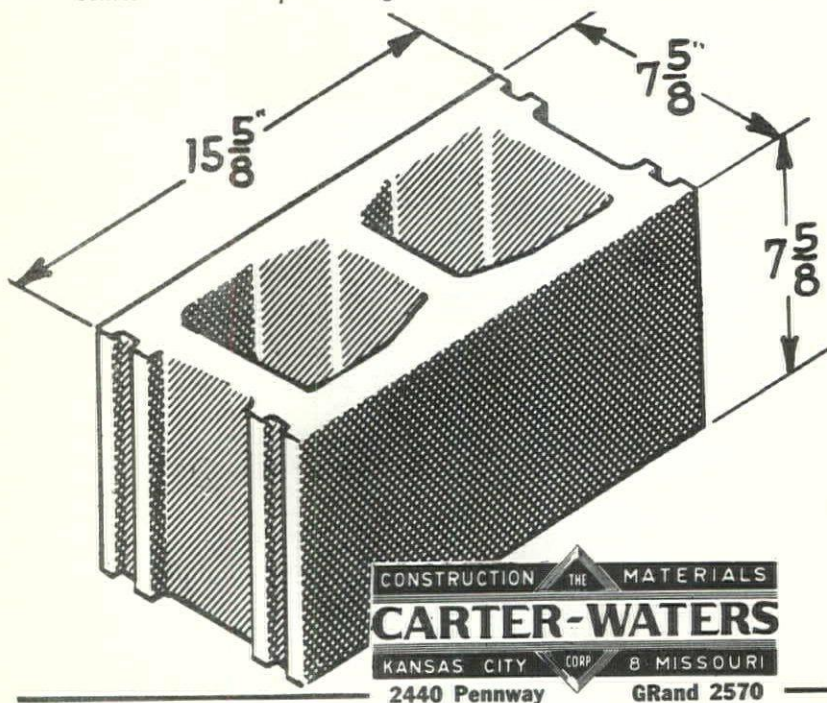
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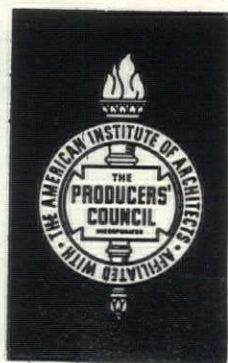


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7:30 P.M.

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# in the news

THE PHOTOFEATURE on pages 8 and 9 of this issue is the first in a series of photographic stories we will run in SKYLINEs featuring recently completed work of KC Chapter membership. Photographs are furnished by Wayne Wright

EXTRA COPIES OF THIS EDITION are being taken to Des Moines to familiarize architects attending the conference with the cause of Raymond L. Voskamp, who our chapter is supporting for the role of District Director for the Central States Region. Of course the District Director is elected at the national convention, but a recommendation from the regional conference will do much to clarify the voting in Boston next year.

UNITED FUNDS PARTICIPATION again this year will be at the chapter level. Watch for notices enabling you to make your contribution thru your professional organization.

EUROPEAN TRAVELER ANGUS MC CALLUM is currently writing his report to the Octagon on his observances in Germany where he made flying visits to several cities to study the reconstruction program. He returned September 15 from a 30-day trip. We hope to carry his report in next month's SKYLINEs.

A DETAILED COPY OF THE ITINERARY OF WILLEM M. DUDOK who will visit our chapter November 17 has his tour beginning October first in Philadelphia, looping down thru Virginia and the deep South and the Southwest. After visiting Colorado, Kansas, Iowa and Illinois, he will spend the Thanksgiving weekend at Taliesin West as a guest of Frank Lloyd Wright, then travel back thru Ohio, Indiana, Michigan, Pennsylvania and New York. His tour will end at Harvard and MIT on December 11.

THE EXPANDED SHALE INSTITUTE in Washington recently announced a research program at the University of Toledo to study the structural performance of lightweight aggregates from fourteen states and Canada. Local member of the institute is Carter-Waters Corp.

*Architects Anonymous- Marshall and Brown*

*Architect?*

THE KANSAS CITY STAR, WEDNESDAY, SEPTEMBER 26, 1968



PATRONS OF THE ROCK CREEK SCHOOL DISTRICT will vote September 26 on a \$325,000 bond proposal to finance construction of a new 10-classroom elementary school building on a 9-acre site at Thirty-second street and Scott avenue, just south of the Independence city limits. The drawing shows the proposed building. In addition to classrooms, the building will have a cafeteria, kitchen and multipurpose room, an office, storage room and other facilities. It will be built to support a second floor. A shielded bus-loading dock will be in front. The district now has 1,400 students in grades one through eight. Tom D. Korte, superintendent, said. An increase of approximately 300 in enrollment is expected in the next twelve months. A new 20-classroom recently was completed at Twenty-fifth street and Hardy avenue.

TRACI  
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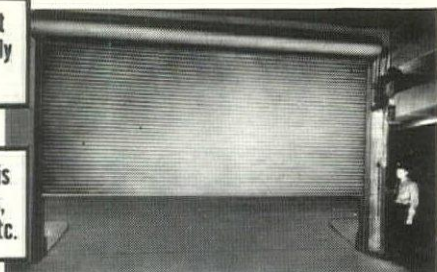
All ceiling space is clear — for hoists, conveyors, ducts, etc.

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PHONE JE 8

# *Public Relations Seminar*

The ambitious seminar on public relations held at the September chapter meeting was particularly worthwhile from the standpoint of "outside advice" received from John Rohde (speaking as a man in work allied to architecture) and Frank Robinson (local public relations counsel).

Before these men spoke we heard Lloyd Roark describe the processes of the national program, Ray Voskamp tell of the history of our chapter in public relations (he called it "personal relations" because of its limited scope) and Ralph Myers outline the projected chapter program.

On the national level we have had these developments:

1. The Factspackage on architects, architects and the Institute has been placed in the hands of public opinion channels -- newspapers, radio-TV, magazines, etc.
2. Public Relations Workshops have been conducted in widely scattered parts of the country. We will have one at the Des Moines Conference. These workshops advise the architects on such vital P-R activities as the chapter publication, relations with public relations channels, direct mail contact with "thought-leader" individuals and committee work for community actions.
3. The Public Relations Newsletters, strictly for architects, is issued at regular intervals and reports various chapter and individual activities and stimulates thought on the details of P-R action.

Later this year we will receive the "Handbook for Architects", covering public and professional relations for the INDIVIDUAL architects. Next year two major projects will be added: 1) a community service club program and 2) a national school program launched thru the chapters by means of exhibits,

booklets and brochures. The third year project will be a motion picture which will show the architect as builder, professional man and citizen.

The past and proposed local projects were presented in the June SKYLINES and several of these are now being pin-pointed for concerted effort. These projects will be of little effect unless the stream of effort touches each chapter member and he offers his share of help.

Mr. Rohde had this to tell us:

I am perfectly sure that each and every individual must be his own public relations director as well as a public relations representative for any organized group of which he belongs. Certainly this requires the enthusiasm that comes from being personally sold on the aims and objectives of your own endeavor or profession. This enthusiasm for your objective must be spread to all with whom you come in contact. In brief it is a task for each member of your group rather than for committees alone.

I am as conscious as you that all of us in the building industry must seize every opportunity to promote its best interest by sound design, sound materials, and correct construction procedure, and the only man who can do this on an unbiased basis is the architect or engineer who is accountable to his client and not to the contractor or supplier.

One of the things that has been most disturbing to me is the general lack of knowledge as to just what an architect is and how he justifies his existence. You have a terrific sales story and one that can stand up under any attack but like most sales stories it is worthless if not told to the proper people. Architectural services are not generally understood beyond those of us who are allied to your profession and I suspect you lack enthusiastic support even in some segments of the construction industry.

Mr. Robinson developed his remarks around the professional's definition of Public Relations. The program launched by the Institute and our chapter will fulfill the defined workings of public relations. P-R, he said, must evaluate public attitudes, identify the policies and procedures of an architect with the public interest, and execute a program of action to earn understanding and acceptance.

Ours is a work and a purpose perfectly suited to a program of this sort. To execute an effective P-R program will take much time and continuing effort from every segment of the profession. We must work at it.



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Grievance Section: Robert S. Everitt, Harold Casey, William Simon, Luther O. Willis.

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Frank Grimaldi, Chairman, JE 2248

Ralph Myers, Frank Slezak, Richard Johnson, Betty Brooker, John Murphy, John Daw, William Conrad, Herman Scharhag.



