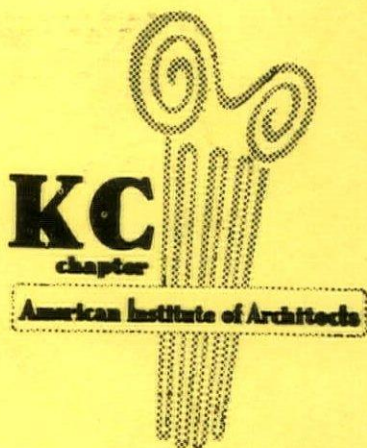


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Skylines



SEPTEMBER 1954



SKYLINES

Published monthly by the Kansas City
Chapter of The American Institute of
Architects

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Skylines

Volume 4, Number 9

September, 1954

This September season launches the chapter into one of its most important eras. At the Chapter meeting to be held Tuesday the 21st we will hear a comprehensive report on the 86th Annual Convention held in Boston. This will be given by John T. Murphy (who will show slides), Robert S. Everitt and Donald R. Hollis. Business sessions at forthcoming chapter meetings will be of great importance. The matters of chapter incorporation and by-laws revisions will be placed before the membership.

MEETING TUESDAY, SEPTEMBER 21 . . . Ad Club, 913 Baltimore . . . business session at 5:30 . . . cocktails at 6:30 . . . dinner at 7:00 . . . program at 8:00.

In October we will participate in the annual home-building lecture series, beginning Wednesday the sixth. Details on pages 2 and 3. At the October meeting by-laws revisions will be formally presented to the chapter for action. See special announcement, page 8.

The time is now to make definite plans for the Ninth Conference of the Central States District AIA, Wichita, October 21, 22, 23.

- PHILLIP E. GRISSAL**—Chief Planning Engineer, K.C., Mo., Plan Commission; Member of Amer. Soc. of Landscape Architects and Amer. Inst. of Planners; Grad. Landscape Arch., Iowa State College.
- DORR H. CARROLL, JR., H.B.A.**—Vice-Pres. of Sweet Mortgage Co.; studied, Univ. of Mo. and Amer. Inst. of Real Estate Appraisers; 19 years experience, residential mortgage loans.
- JOHN C. MORLEY, A.I.A.**—Member, firm of Morley & Geraughty, Arch.; on staff, Univ. of Kansas since 1947; grad. of Rockhurst College and Univ. of Kansas.
- WILLIAM URBAN, JR., H.B.A.**—Home builder for five years; member, Amer. Soc. of Civil Engineers; studied at Univ. of Illinois.
- ELIZABETH BRAZWELL EVANS**—Editor-in-Chief of LIVING For Young Homemakers; winner, NAHB First Annual President's Plaque "for distinguished reporting of housing achievements by home builders in 1953", and the Dorothy Dawe Award, top tribute of the home furnishings industry; formerly Nat'l. Coordinating Dir. of MADEMOISELLE; designer, and initiator of research on housing needs and tastes of young married people.
- B. C. EMERSON**—Director, Advertising and Sales Promotion, Briggs Mfg. Co., makers of Briggs Beautyware Plumbing Fixtures. Grad. of Mass. Inst. of Tech. Past Regional and District Mgr., Briggs Mfg. Co. for entire Southwest District. Sponsor Representative, NAHB Movie, "Million Dollar Castle."
- NED A. COLE**—Designer of the "Trade Secrets House" featured in LIFE Magazine for Jan. 5, 1953; charter member of "Trade Secrets" Comm. of NAHB, and Co-Chairman in 1952; Chm. of Air-Conditioning Comm., 1953; Registered Architect in Texas; B.S. in Arch., Univ. of Texas.
- JACK SARGENT, H.B.A.**—Vice-Pres., Sargent Builders, Inc., Topeka; member of Air-Conditioning Committee, and Chm. of Regional Construction Committee of NAHB; grad. of the University of Kansas.
- G. P. FRENCH, H.B.A.**—Kansas Citian; for more than five years a builder of individually styled homes.
- I. LLOYD ROARK, JR., A.I.A.**—Member, firm of Mackie & Roark; Past Pres., K.C. Chapt. of A.I.A., on Bd. of Directors; winner, medal awards in Church and residential fields; grad. of Univ. of Kansas.
- EARL P. HORTTOR, H.B.A.**—Bldg. Sup't. in Charge, Residential Constr., J. C. Nichols Co.; member, Bd. of Directors, H.B.A. of Greater K.C.; Univ. of Kansas grad. in Arch. and Arch. Eng.
- ANGUS McCALLUM, A.I.A.**—Assoc. of Kivett & Myers, Arch.; studied at Mass. Inst. of Tech.; member, Contr. Specifications Inst. and Amer. Concrete Inst.; as guest of German Gov't., 1953, studied housing and reconstruction in the Federal Republic.

OPERATION: HOME BUILDING

A SERIES OF DISCUSSION - FORUM MEETINGS

October

- 6 LOCATION & IMPROVED FINANCING**
PHILLIP E. GEISSAL
DORR H. CARROLL, JR.
- 13 NEW DESIGNS FOR LIVING**
JOHN C. MORLEY
WILLIAM URBAN, JR.
- 20 THE BATH & KITCHEN OF TOMORROW**
EDITH BRAZSWELL EVANS
B. C. EMERSON
- 27 YEAR-ROUND AIR CONDITIONING IS HERE**
NED A. COLE
JACK SARGENT
- November**
- 1 PUSHBUTTON LIVING**
C. P. FRENCH
I. LLOYD ROARK, JR.
- 8 INNOVATIONS IN CONSTRUCTION MATERIALS**
EARL P. HORTTOR
ANGUS McCALLUM

Moderators

- **JOHN C. MONROE, JR., A.I.A.**—Practicing architect in Kansas City, Mo.; Graduate Architect, University of Kansas; Moderator of Home Building Courses since 1951.
- **LARRY WINN, JR., H.B.A.**—President of the Home Builders Assoc. of Greater K.C.; a National Director of the Nat'l. Assoc. of Home Builders & member of its Public Relations Committee; Secretary, the Winn-Reu Corp.; Graduate, Univ. of Kansas.

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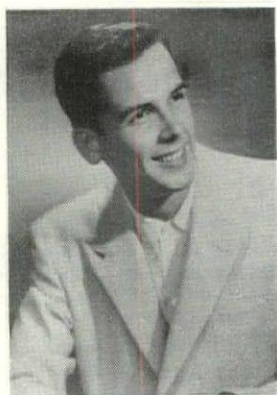
Four men advanced from associateship to Corporate Membership during the summer are well known in the chapter because of extensive activities on various chapter committees and projects.

James R. (Bob) Baker

Graduate of Westport High School
Attended Finley Engineering School and
ICS
Worked for W. S. Loth, Albert B. Fuller,
Gentry & Voskamp
Now Senior Architect for Burns and
Donnell

John C. Monroe, Jr.

Graduate of Northeast High School
University of Kansas, '49
Worked for Ludwig Abt., Moberly, Mo.,
and Neville, Sharp & Simon
Now has own firm at 818 Grand Avenue



James E. Mantel

Graduate of Southeast High School
Iowa State College, '50
Worked for Kivett & Myers, Harry W.
ner, J. W. Radotinsky
Now Associate in firm of Peterson and
Scharhag

Herman A. Scharhag

Native of Cincinnati, Ohio
Attended Rolla School of Mines and K. C.
Art Institute
Worked for Kivett & Myers
Now partner in firm Peterson & Scharhag,
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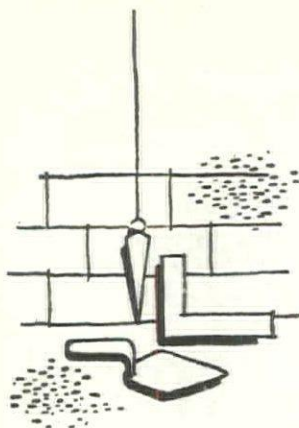
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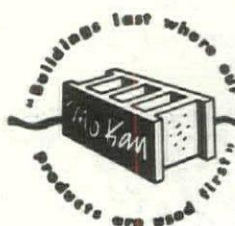
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..... In The News

POSITIONS on national committees of the AIA for men of the KC Chapter are: I. L. Roark, Jr., member of the committee on chapter affairs and Joseph B. Shaughnessy, member of the committee for collaboration of the design professions. Roark is re-appointed to a committee he served last year. Shaughnessy's position with the collaboration committee is with the section on AIA-ASCE study problems of mutual interest.

A PLANNING SESSION for another architects conference on building types to be held annually at the University of Kansas was attended in July by Bob Everitt, Don Hollis and Lloyd Roark. Items agreed on: 1) subject will be "Retail Stores and Shopping Centers;" 2) tentative dates are March 22-23; 3) KU, the Kansas Chapter AIA and the KC Chapter AIA will share financial responsibility the same as last year; 4) enrollment fee will be \$20 to \$25; 5) two students from each of the two states' schools AIA chapters will be invited to attend; 6) the conference should be built around an attendance of fifty to sixty enrollees.

AVORABLE REACTION from a manufacturer of building products has been voiced for the statement of the Joint Committee on Architect-Constructor Relations published in the July issue of *ARCHITECTURAL RECORD* under the caption "Approval of Materials." Mr. Paul W. Kerr, president of the Henry's Manufacturing Co., thought so much of the statement he plans to circulate its subject matter to his representatives as a constructive move in the construction industry. The intent of the statement dealt with the elimination of the phrase "or equal" in specifications and the use of "or approved" together with a clarifying reference to the supplementary general conditions.

NOTICE OF SPECIAL MEETING

Notice is hereby given to all assigned members and associates that it is proposed to adopt new By-Laws and approve Articles of Incorporation at the Chapter Meeting to be held at the Advertising and Sales Executive Club, October 19, 1954, at 5:30 P.M.

CONCERNING THE SPECIAL MEETING

The Institute has recommended that all Chapters become incorporated and the Chapter has instructed the Executive Committee to have Articles of Incorporation prepared. They have now been drawn by the Chapter Counsel, Mr. Jack Smith, and have been approved by the Executive Committee and will be submitted for Chapter approval at the October Meeting. A copy of these articles are on file at the Executive Secretary's Office for study by any assigned member or associate of the Chapter.

As most of you know, the existing By-Laws have not been officially revised for years and still refer to the Missouri Association, which was disassociated from the Institute several years ago. Upon incorporation, it is again necessary to revise them to refer to an incorporated body in lieu of an unincorporated association.

In past years By-Laws Committees have spent much time and study on recommended amendments. In 1953 the Institute issued a revised edition of "Advisory Form of Chapter By-Laws." The present By-Laws Committee has recommended that instead of amending each paragraph of the existing by-laws that we adopt a new set closely conforming to those advised by the Institute. The By-Laws Committee has prepared their recommendations, based on the advisory form, the existing By-Laws, recommendations of past committees and their own. This complete work was submitted to the Executive Committee and approved by them. The By-Laws are now ready to be submitted to the Chapter at the October Meeting for its approval, after which they must have Institute approval before becoming official.

It is of the utmost importance that representative attendance be at this October Meeting. This meeting is important to all of us; much time and study has been spent by many to prepare for it. Now it is your individual obligation as a Chapter Member, to be in attendance in order that the matter can be completed. Since both the Articles of Incorporation and By-Laws are Chapter affairs, Associates are qualified to speak and vote on the matters; therefore, it is also important that they attend.

As mentioned before, the By-Laws to be submitted follow closely the "Advisory Form of Chapter By-Laws," as prepared by the Institute. The major additions and revisions are:

ARTICLE 2. MEMBERSHIP—A section has been added, stating:

Section 2. Applications for Corporate Membership

- (a) An architect eligible for and desiring a corporate membership shall comply with all the requirements of the By-Laws of the American Institute of Architects and such compliance shall be analyzed and recommended by the Chapter Membership Committee and certified by the Chapter Executive Committee before his application is forwarded to The Institute.
- (b) Declaration of Policy of Kansas City Chapter on Recommending Applicants for Corporate Membership in The American Institute of Architects.

In addition to the requirements of The Institute, application will not be certified by The Kansas City Chapter Executive Committee unless such applicant can comply with the following requirements:

- (1) He shall be a registered architect in good standing if he practices in a state where such law requires such registration. The Secretary of the Chapter shall take such steps as are necessary to assure himself and the Executive Committee that the applicant is properly registered and in good standing.
- (2) He shall have an honorable standing in the profession and in his community.
- (3) He shall submit detailed evidence that he has been in responsible charge of important architectural work for at least three years, and the degree of importance of the work shall be thoroughly studied by the Membership Committee, so that a high standard of professional competence may be maintained.

ARTICLE 4. JUNIOR ASSOCIATESHIPS—Section 4 (a) shall read:

Section 4(a): Every applicant for a junior associateship in this Chapter shall pay to this Chapter an admission fee.

ARTICLE 8. MEETINGS—Section 6 shall read:

Section 6—Election of Officers and Directors.

- (a) Nominations for each office and for each directorship of this Chapter about to become vacant shall be made at the annual meeting from the floor.
- (b) Nominations shall be recommended by a Nominating Committee appointed by the President at the regular meeting preceding the Annual Meeting. This committee shall recommend not less than two names for each office to be filled. Notice of these recommended nominations shall be mailed to each assigned member of the Chapter at least two weeks previous to the Annual Meeting and shall also be read by the Committee Chairman from the floor at the Annual Meeting prior to the voting.
- (c) Any assigned member may nominate from the floor any other assigned member for any office to become vacant and if the nomination is seconded, the nominee shall be voted upon at the same time as those suggested by the nominating committee after nominations for any office are closed.
- (d) Chapter members shall be given the privilege of commenting on the respective nominees prior to the balloting as described in the following Section 7.

ARTICLE 11. DUES, FEES, ASSESSMENTS AND FINANCES—

Section 1 (a) shall read:

Section 1. Annual Dues.

- (a) The Executive Committee shall have prepared a budget, outline of proposed Chapter activities, and recommended schedule of dues and admission fees for the immediately succeeding fiscal year and mail same to all members of the Chapter at least two weeks prior to the annual meeting. At the annual meeting the proposed budget, dues, and admission fees shall be approved and/or revised by a majority vote.

There are marked up copies of the "Advisory Form of Chapter By-Laws," revised in detail as recommended for adoption by the By-Laws Committee and accepted by the Executive Committee on file at the Office of the Executive Secretary, available for study by assigned members or associates.

In order to conduct a well organized discussion on the floor at the October meeting it is requested that anyone having any suggestions submit them in writing, exactly in the words they suggest for the section and paragraph in question, to Mr. Mark Sharp, Chairman of the By-Laws Committee, 25 East 12th Street, Kansas City 6, Missouri.

Your cooperation is again asked to complete a task which has taken many years.

THE EXECUTIVE COMMITTEE
KANSAS CITY CHAPTER
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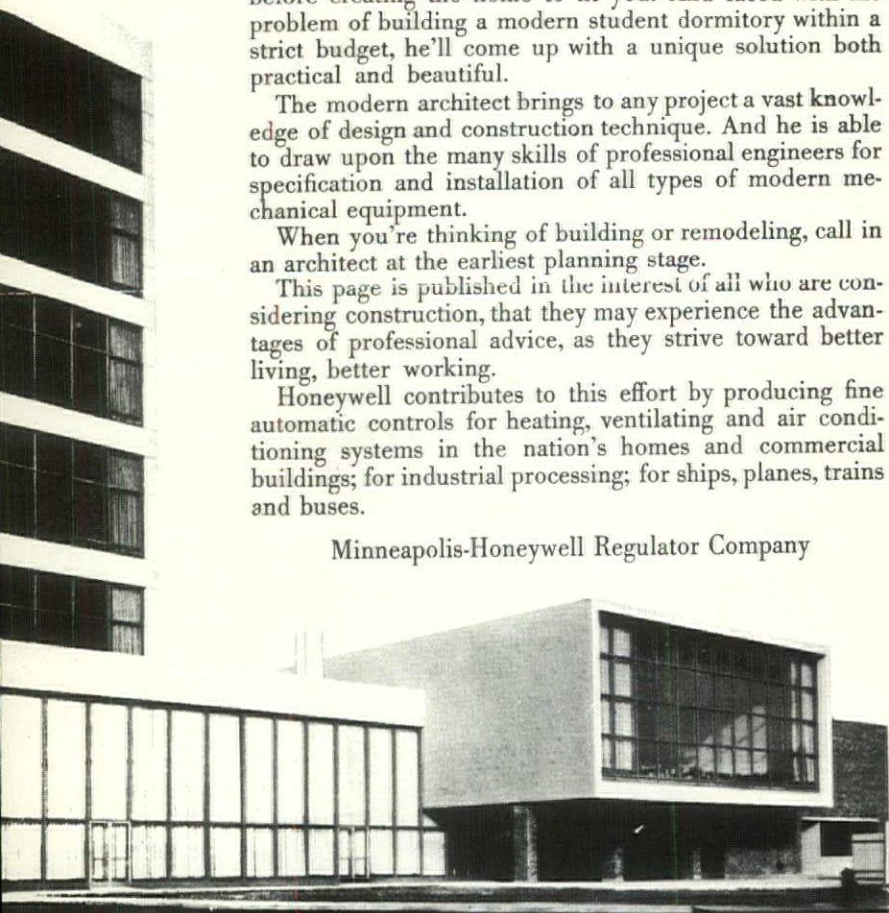
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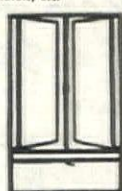
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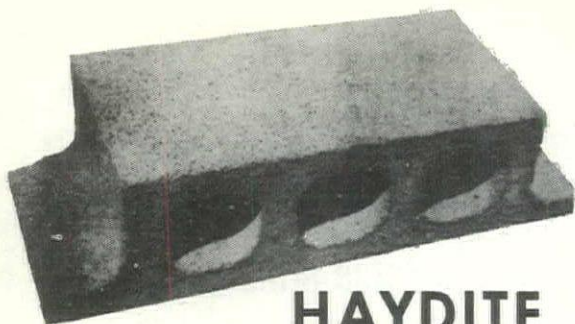
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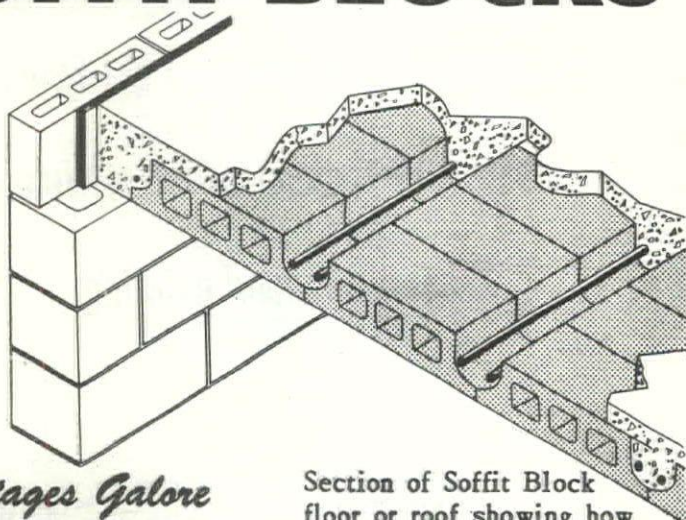
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4. Give something extra to your clients, community and country.
5. Make sure that your own office and letterhead are examples of good design.
6. Maintain a permanent exhibit of your work, even if space requirements limit you to only a few well-chosen examples.
7. Give special attention to your letters, which can make or break your public relations:
 - ▶ write letters that are clear, informative and friendly;
 - ▶ use familiar words, action verbs, picturable terms;
 - ▶ avoid unnecessary words, long sentences, complicated sentence construction, technical terminology;
 - ▶ use letterheads that are well-designed.
8. Emphasize your membership in AIA and its objectives:
 - ▶ to promote the esthetic, scientific and practical efficiency of the profession;
 - ▶ to advance the science and art of planning and building;
 - ▶ to insure the advancement of the living standards of our people;
 - ▶ to make the profession of ever increasing service to society.

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SALESMEN

Editor's Note: Material for this statement is based on a letter circulated by the Joint Committee on Professional Practice of the Nebraska Architects Association AIA and the Nebraska Engineering. It has been edited to make it applicable for conditions in the state of Missouri although the matter concerned is one of universal character.

Persons representing architectural and engineering firms to school and church boards, to governmental units, to committees, and to individual clients who are not themselves architects or engineers have acquired the name of "salesmen." These salesmen are a source of great concern to practicing, registered engineers and architects. Each time one of these salesmen obtains a commission for his current employer, the salesmen's ethics are subject to careful scrutiny. At times the methods used in gaining these commissions are unethical and illegal. We are aware that these persons often represent themselves quite freely as more proficient, and thus more economical than registered men. Many times these persons make representations which are more nearly characteristic of merchandising goods than that of offering professional services.

Architects and engineers cannot prosper on vague and glowing promises which they are unable to perform. It would be most satisfying if everyone who represented an architectural or engineering firm to a client were a registered man; then we would be sure that the promises made were in keeping with the code of ethics of the architectural and engineering professions, and the state law.

Recently legal opinion has reaffirmed some sections of the registration law. The literal interpretation is as follows: "It shall be unlawful for any person to **practice or offer to practice** the profession of engineering or architecture in this state unless such person has been duly registered or is exempted under the law." "A firm, co-partnership, corporation, or joint stock association may engage in the practice of professional engineering or architecture in this state, provided such practice is carried on by persons registered under the law. Certain exemptions have always been recognized. These have no bearing on the public or private work of the type which is usual in engineering and architectural offices throughout the state.

Therefore, if you employ salesmen who are not registered men, they should be so well-grounded in the recommended code of practice of professional engineers and architects that they never seemingly overstep the bounds of propriety.

The following quotations from the code of ethics provide for the best interests of the professional man and of the client. Violations of the code are unethical.

"He shall to the best of his ability advise his client or employer, before undertaking any work, of the conditions or influences tending to defeat the purpose or objects of such work.

"He shall not seek to hold up the work of others as his own.

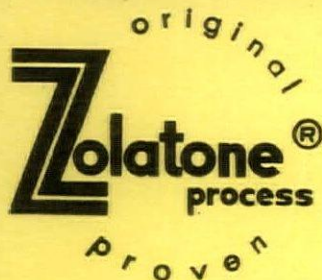
"He shall conduct his practice in a manner consistent with the ideals of courtesy, personal honor, and the ethics of a learned profession."

Perhaps, a new look at the salesman aspect of our professions may bring about a rearrangement of procedures and personnel. It is illegal for unlicensed men to present themselves as architects or engineers. We intend to call to the attention of the proper authorities each case brought to our attention.

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