Submissions for work eligible for Medal Awards are due Friday, April 15, 1955, and presentation of the awards will be made at the next chapter meeting to be held Tuesday, April 19.

Complete details on the meeting will be included in the regular meeting notice. Awards chairman J. B. Shaughnessy announces three outstanding architects to serve as judges for the 1955 KC Chapter recognition for outstanding buildings built during the past year:

Harold T. Spitznagel, AIA, Sioux Falls, S.D.
Floyd O. Wolfenbarger, AIA, Manhattan, Kansas
John M. Rowlett, Oklahoma City, Okla.

These men will review the submissions and make their decisions the weekend preceding the chapter meeting. Following precedent of other years, a "Certificate of Award" will be given to each outstanding of design for a complete building and a "Special Award" will be given each outstanding feature or detail on buildings completed during 1954.
Is it because our history does not extend back to the days of moated castles and Renaissance cathedrals that we are so careless of the inheritance from our past? Have we as a people subconsciously taken the attitude that in America there is nothing old enough worth preserving?

Whatever the reason, there is a tendency to tear down old homes and public buildings that are architectural treasures of the past. Unless there is some association with the famous men in our history, and sometimes even then, we have a passion for substituting steel, aluminum and glass and ranch type dwellings for the treasures of yesteryear.

A case has just come to light in the Hudson River valley where the great regency house built in 1792 by Staats Morris Dyckman, founder of the famous New York family, was sold to a wrecker for $35. The wrecker turned around and resold the pillared front with its balcony, an historic bit of American architecture, to a contractor for $2,000.

At least that much of the old mansion will be preserved, but the rest, unless the historical societies of New York state that have intervened can do something, will be sold as kindling wood.

What is needed is not the preservation or restoration of Williamsburgs or Schoenbruns, fine as these are, but greater care in saving individual structures from the ax of the wrecker. This country will have little to show of its past unless historical societies, states and local governments employ a keener sense of the historical and the beautiful.
All members of the Kansas City Chapter AIA are invited to a dinner meeting of the KC Chapter Producers' Council to be held at 6:00 P.M. Tuesday, April 26 at the Hotel Muehlebach.

Your host will be

Armstrong Cork Company

Mr. R. C. Stabern will conduct a presentation of 130 color slides illustrating the use of Armstrong's resilient flooring materials, industrial insulations, wall coverings and acoustical products. Mr. Stabern is Director of the Armstrong Bureau of Merchandising. New materials recently announced by the company will be featured and product displays will be on exhibit.
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That man is the architect. But,
he is much more than the man
who simply draws up the plans,
as many people think. He can
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of building operation off your
hands, and give you a better
home for your family than you
could get any other way.

Here are some specific func­
tions of any architect.

Studying your needs. No two
families live alike, and, ideally,
no two families should have
homes that are alike. The
architect finds out how you live
and what you need in a house,
then plans it around those facts.

Choosing a site. An architect
often advises on the building
site. Or, if you already have
land, he determines the best lo­
cation of it for the home.

Using materials well. The
architect is trained in the use
of such standard materials as
ceramic tile for baths and kitch­
en. He knows the design possi­
bilities of wood, brick, ceramic
tile, glass and other major ma­
terials.

Advising on contractors. The
architect is used to working with
general contractors and knows
the reputation of those in the
area. Part of his job is analyz­
ing bids and making sure that
you get a good one.

Creating unusual effects. The
architect often uses standard
materials in new and striking
ways.
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A REPORT
on the architects conference
on retail store and shopping centers

by george m. beal, AIA
head, dept of architecture
university of kansas

The second annual conference, sponsored by the Kansas City Chapter, the Kansas Chapter, the University of Kansas Department of Architecture and the University Extension, was held on March twenty-second and twenty-third in the Student Memorial Union Building at Lawrence.

Severe storms in the north held up plane service and kept Kenneth C. Welch from arriving on schedule. It was not until late on Tuesday night that he arrived in Lawrence. In the meantime, Victor Gruen and Marvin C. Holmes took the leadership and illustrated numerous pertinent points. Wednesday morning Kenneth Welch was in fine fettle and presented an illustrated discussion that extended the splendid presentations of Gruen and Holmes. All three men stayed through the final lunch, generously answering questions and exchanging valuable ideas surrounding the central theme.

About sixty people, including A.I.A. representatives from the two Student Chapters of Kansas State and the University, attended the meeting in spite of the threatening weather conditions.

There seemed to be substantial agreement by the three principal speakers on the following four
points that are part of the overall problems surrounding the shopping center development.

1. There should be a positive preliminary economic survey early in the development to clearly define the facts and factors in the situation.

2. There should be an owner "Break-even-rate" established, even though some rents might be below this figure.

3. That "Downtown" planning has had a shot in the arm due to shopping center developments located outside the city limits, which is all to the good.

4. The architect is an important member of the team of Owner, Economist and Lending Agent, whose principal task is coordinator.

The discussions by Victor Gruen and by Kenneth Welch were well illustrated with both color and black and white slides. Some showed what to do, while others showed what not to do. The centers that were illustrated ranged from the very large and ideal arrangements of Northland down to medium and small size. They covered the regional and the neighborhood centers.

All through the conference, from the introductory remarks of Victor Gruen to the closing notes of Kenneth Welch, ran the refrains—positive planning—creative thinking, physical and spiritual values—ownership is no-fast-buck deal—long range and scientific planning necessary.

Listing of a limited number of points brought out during the conference might prove a reminder to those who were there and suggestive for those who were unable to take advantage of the conference.

a. It is important to clearly separate foot traffic, car service and general traffic.

b. Improve the accessibility of the surrounding roads that lead to the center.

c. Provide sufficient parking space of high quality. Don’t forget to reserve additional parking space for future expansion.

d. For the long range, the health of the total
area is important and the center should be integrated with the larger environments. Protect the residential area.

e. The boundaries of the center become important.

f. See that the shopping environment is varied, stimulating and colorful.

g. Control of the architectural unity of the whole should not be lowered by lack of control of such subordinate features as wires, radios and TV aerials, cooling towers and the like.

h. Determine the economic suitability—capital investment, operating and potential income must form a balance.

i. The enlightened influence of operative tenants becomes very important. Upkeep, parking and many other points must be clearly defined.

j. The shopping center should be thought of more in terms of a community, as a place of culture, education, amusement, eating, exhibits, and broader human needs.

k. Key tenants are important, but the part played by chain stores should not be over emphasized, in the total picture.

l. A variety of sales goods is needed to attract and to hold the buying public.

m. One-third of our population have incomes in which no luxuries can be provided, just enough for shelter and food.

n. One of the owners present who joined in the discussion stressed the importance of good public relations, especially where zone changes become necessary.

o. Covered streets for shopping, arcades and the like afford new features to utilize.

p. Roof parking space can be used to advantage in some cases, especially in two stored centers.

The above limited notes may afford some idea of the conference. On the whole it was optimistic, forward looking with a note of down to earth realism playing through it all.
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"IT IS SUPER-RIDICULOUS," said Charles Eames during a recent visit to Kansas City, "for people to say, as they do, 'I don't like that, it is too functional, it lacks warmth.' If the object being criticized lacks warmth, it isn't functional at all.

"People nowadays change their surroundings for all kinds of superficial reasons. You can't imagine an early American family tossing out their Windsor chairs. I think that as Americans regain some of their old security they will hang on to the things of which they are fond."

**NEWS**

**AT THE APRIL BOARD MEETING** two members were advanced from junior associate status to associate membership.


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