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# KYLINES

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## CONTENTS

Page

57-'58 Preview	
an editorial for the birth	
of a new Chapter season.....	5
St. Pius X Parish Center	
Shaughnessy, Bower and Grimaldi.....	6
Newspapers & Architects	
reprinted from the BLUEPRINT.....	10
Cartoon .....	15
Chapter News.....	16
Calendar .....	17
New Books.....	17

SKYLINES is the monthly publication of the Kansas City Chapter of the American Institute of Architects, and mailed without charge.

EDITOR.....J. DAVID MILLER  
7830 FLOYD OVERLAND PARK, KANS.  
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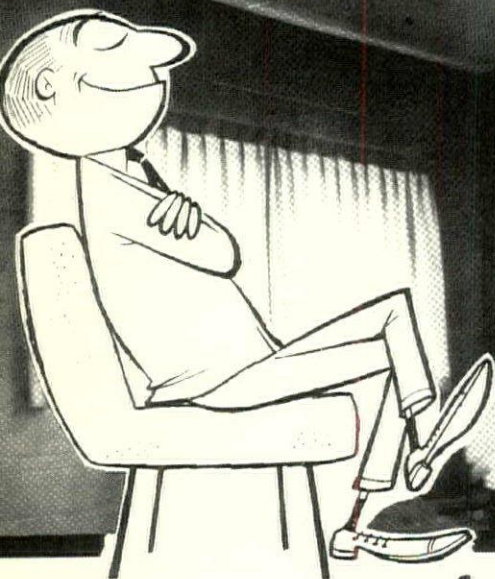


This noteworthy Parish Library at Natchitoches, Louisiana, designed by Architects Barron, Heinberg and Brocato and featured in the September, 1956, issue of "Progressive Architecture" employs magnificent panels of low-cost Ozark Fleuri marble, sawed just  $\frac{7}{8}$  of an inch thick in our finishing plant.

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# '57-'58 PREVIEW

an editorial for  
the birth of a new  
Chapter season

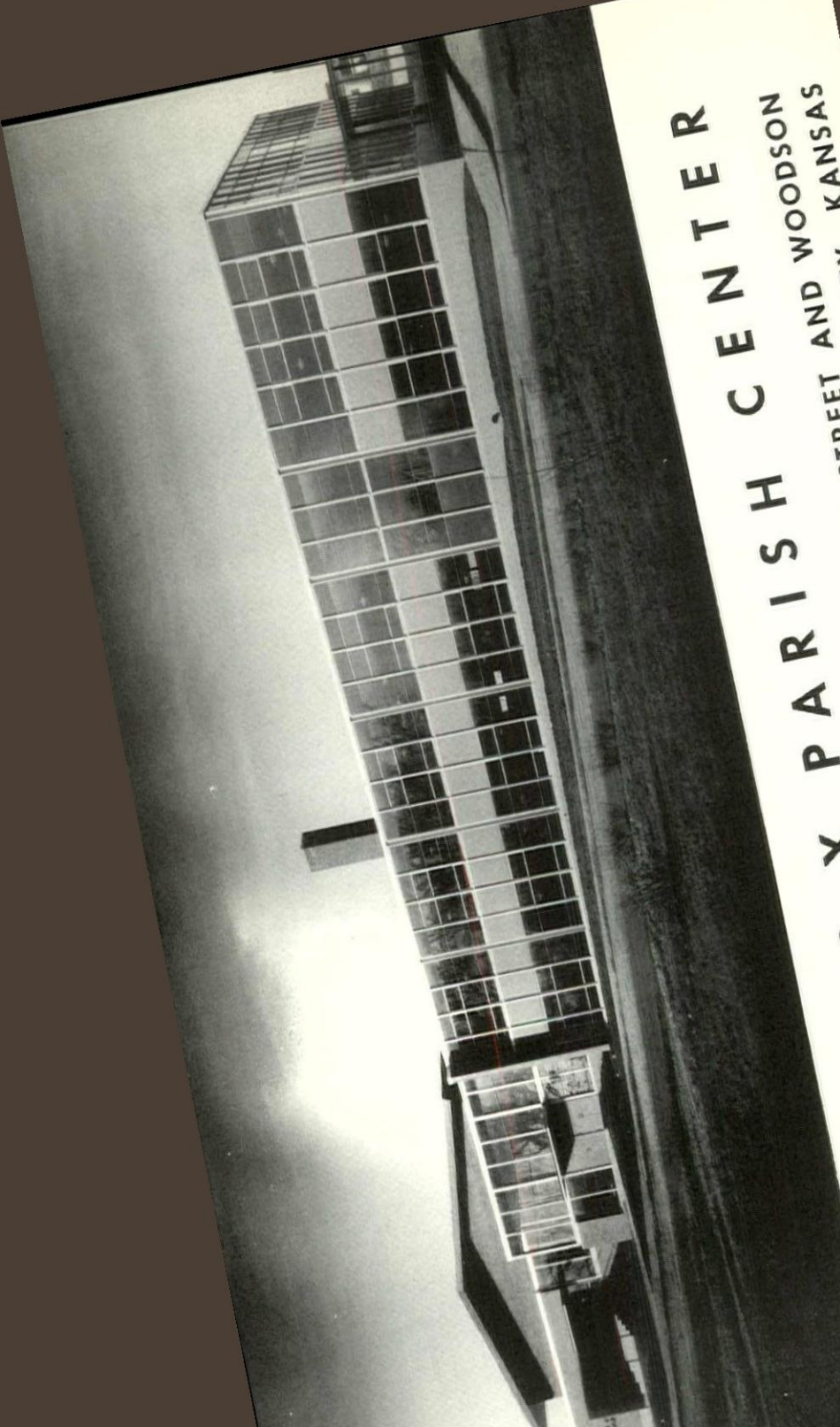
The hot days are disappearing fast and the first signs of Fall are beginning to remind us that it is only here in the Mid-West that such sweltering busy days will soon become such frigid busy days. The school crosswalks are freshly repainted on the streets, NBC is heralding the wonder of the new Fall Shows and soon we will smell the sweet odor of burning leaves.

We face the coming season with great anticipation because already it is evident that this will be one of the most critical years in Chapter history. The KC/80 plan for Downtown Kansas City has already gained momentum with a few members working extremely hard trying to develop the possibilities of this rare opportunity for community leadership. It is no small task! But before the effort becomes something more than mere assistance to the City Plan Commission and in order for the Chapter to warrant the recognition it will deserve, **each** member must be able to observe the reflection of his contribution.

This is the year of the Regional Convention in Oklahoma City and also the year of preparation for the following Convention in Kansas City.

This will be a year of expanding public service and public education and our year of increasing capacity for the type of architectural maturity of which the public is entitled and desires.

An outline of the programs for the coming year is on page 16 of this SKYLINES.

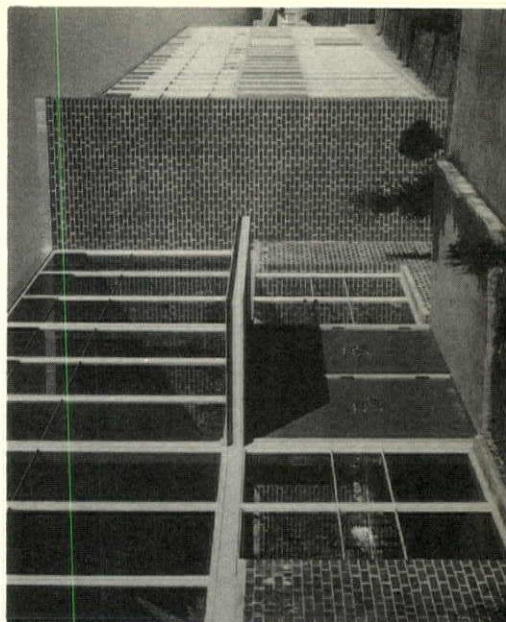


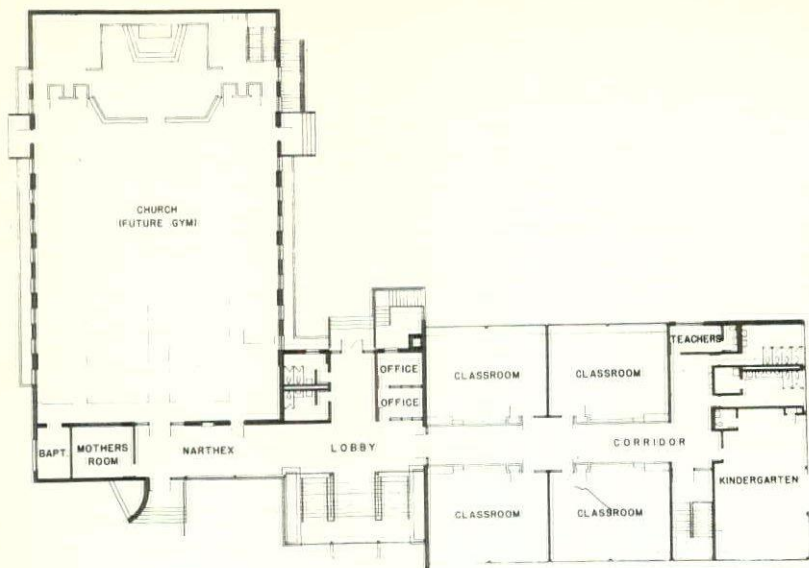
PARISH CENTER  
AND WOODSON  
STREET AND KANSAS

Faced with a sloping site, the architects planned this combination church-school for easy access to both floors and for maximum use of space. Eight elementary classrooms are housed in the steel and glass structure to the right in the photograph above. The pitched roof portion to the left contains the church-auditorium-gymnasium unit on the top level and a parish hall-cafeteria on the ground floor. Future plans include additional classrooms and a permanent church building. Exterior colors feature exposed steel painted a light shade of gray with bonderized steel panels painted two shades of blue, rose brick and aluminum trim.

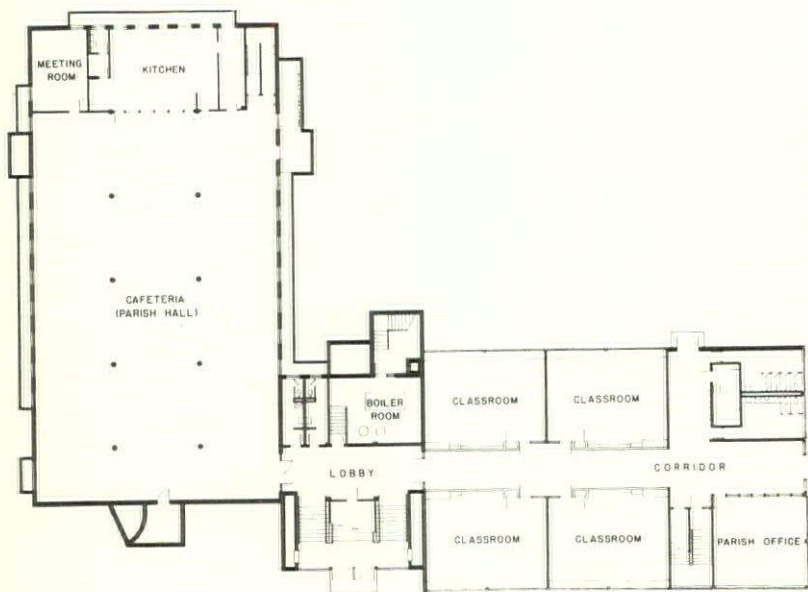
The parish pastor is Reverend Francis Glowacki and the General Contractor was Frank Quinlin.

# SHAUGHNESSY, BOWER AND GRIMALDI A R C H I T E C T S





FIRST FLOOR PLAN



GROUND FLOOR PLAN



present church seating 720 and planned for conversion into auditorium-gymnasium use.

typical classroom showing the use of ample tackboard area, flexible room arrangement, and the use of durable, inexpensive materials with cheerful colors.



# NEWSPAPERS & ARCHITECTS

*an article which appeared in the BLUEPRINT, the  
publication of the Westchester Chapter in New York*

The January meeting was devoted to a discussion on relations between architects and editors regarding the publication of architectural material. Mr. Bookman, representing the Macy syndicate, which comprises most of the newspapers in the various Westchester cities and towns, gave a talk in which he explained his organization's policy on this subject which was considerably at variance with that of newspapers in other areas, including those of New York City.

Following the meeting, the ensuing interesting correspondence took place between the Chapter President, Gerson Hirsch, and Oxie Reichler, editor of the Yonkers Statesman.

Mr. William Bookman  
The Herald-Statesman  
Yonkers, New York

January 30, 1956

Dear Mr. Bookman:

I am sure you realize, after the discussion at our Chapter

meeting on the 17th, that what we were interested in was not the recognition and publicity for the individual Architect as such, but a more appreciative treatment of the architects as a group, with due recognition of the fact that a work of construction having any general merit owes at least some of that to the man or firm who designed it.

To publish an "architect's drawing" without mention of the architect seems to imply that he was nothing but the lowly oaf who drew the picture. Using your own trade as an example, you would hardly give a direct quotation without acknowledging its source—and a picture or photograph of a building is somewhat like a direct quotation.

By way of general research, that night I looked over the County-wide sections of the Macy papers of the 17th—and those suggest that our complaint was not overstated, as witness the following.

Page 6A. Picture of Sacred Heart Church, Hartsdale. Caption "Among the impressive pieces of architecture . . ." No architect named.

Page 11A. Picture of Geigy Chemical Building, Chauncey. Detailed caption about the current and future structures. No architect named.

Page 17A. Picture of new front of Jewish Center, Mt. Vernon. Caption suggests an ingenious alteration cleverly done. No architect named.

Page 38A. Picture of General Electric Management and Research Institute Building. Description includes praise of site planning, resume of room layout. No architect named.

Page 31A. Picture of Airequipt Manufacturing Co., New Rochelle. Also picture of Davis Elementary School. No architects named.

Page 34A. Picture of addition to New Rochelle Hospital. Complimentary description of fine new facilities. No architect named.

And just for good measure, I waited until that Friday County

Section appeared. Sure enough, on first page:

Picture of Carvel office, Dobbs Ferry,  
"architect's drawing". Description  
includes a mention of more buildings  
planned. No architect named.

Now, all these buildings met your own criteria—they had general interest, there was a story involved (or you wouldn't have printed them), and, in one way or another, their design contributed to their story value. So why not their designer? I don't know the author of any of these. Perhaps none of them belong to our Chapter, or even the AIA. But the architects as a group accomplished something here, and deserve mention for doing so.

I don't read ALL the newspapers, but I do read the New York Times. Their percentage in naming architects is many times better than your (and I mean "yours" collectively). Sincerely,  
Gerson T. Hirsch, President.

Mr. Gerson T. Hirsch,  
President, Westchester Chapter AIA

February 2, 1956

Dear Mr. Hirsch:

Thank you very much for your kind letter to Mr. Bookman, which he showed me and which I have read with great interest. We both enjoyed your evaluation of the newspaper policies of the Herald Statesman and of the Westchester Group.

The subjects you raise seem to me to run headon into the peculiar situation created by your so-called "ethics" which, looked at nakedly, seem to insist that it's "unethical" to pay for advertising, but "ethical" so long as there is no bill and it is obtained free.

Mind you, we all agree that you are not alone in this curious adventure into inconsistent ethics—for the doctors, dentists and lawyers seem to share your attitude, and the opticians are trying very hard to get onto that band wagon.

Since common sense and fair play would seem to indicate that architects who have a commercial message to tell should do so in paid advertising space, we on the paper are puzzled, to say the least, that there seems to be an insistence AGAINST using the one item we merchandise (unless it be) free.

However, this is merely a newsman's comment—and that's why I do not even enclose a rate card for your convenience or that of the Institute.

I would like to tell you that I am glad you wrote Mr. Bookman. I am happy you provide us with the rundown of the industrial edition from your viewpoint. I think he learned a great deal more about architects and their point of view at your January 17 meeting than you did about our paper's policy on some matters.

Believe me, I'm trying to be constructive when I repeat two statements Mr. Bookman made at your meeting.

The first is that newspapers are made up of a variety of persons, all of whom have different thoughts, idiosyncrasies, opinions, capabilities, and degrees of good sense. Therefore, a newspaper's policy cannot be influenced just by talking to one person and convincing him. At best, a newspaper's (or a newspaper group's) policy on a matter such as recognition of architects' services is concerned, is open to different interpretations by the people who implement the policy, since it is a matter of individual judgment as to whether the architect's "angle" should be mentioned.

We try to be consistent, but human nature is such that all the above individual qualities come to bear.

Second, and granted the above conclusions, the newspaper's policies can best be influenced in your favor by forthright action on your own.

Instead of looking at published stories and eating your hearts out because your side of the story wasn't told, it should be your duty to put your story in the hands of the reporter or editor BEFORE publication.

You should also seriously consider the proper use of our paid columns—to present such commercial or similar messages which do not belong in news stories.

It should be clear that we can't print something we don't know about. It should also be clear that the best story of a building's design should come from the architect and not from the usual news sources of the newspaper.

Frequently we aren't even told who the architect is and, if

we are told and want to contact the architect for further information, we often run into communications trouble, especially when a deadline is imminent.

Therefore, I can't impress on you too strongly the idea that to get your story before the public YOU must tell it. Why don't you arrange through Mr. Crozier's committee to prepare actual press releases describing architects' contributions to the construction of specific buildings? Even a short description of the building, together with the architect's name would be of value to both you and us, provided it contained materials of general reader interest.

Mind you, I am not promising you that when such material is laid on our desk by you it will mean, automatically, that you are going to get the free ride you want. Back of your material at the desk must stare at us that Code of Ethics that makes us doubt that it is wise for us to be so cooperative without classifying ourselves as rather dull if we share your apparent prejudice against paying for merchandise in our papers while pouncing upon it for free.

In many communities, the architects' associations have an established program of paid advertising, not for individual firms, but of information pertaining to all architectural work, to tell people that they can save costly mistakes in building planning, and can get the services of a skilled man to supervise the actual building operations and the selection of the materials to be used, at the very small (comparatively speaking) cost of an architect's fee. Every building an architect designs and builds is an advertisement—or a condemnation—for his skill.

We keep wondering if the paper should keep singing his song, promoting his wares, when he is so determined—in Yonkers and in Westchester—to refuse to do so for himself!

In any event, you might become a friendly news source. A dependable news source is one of a reporter's most cherished possessions! A scrap of paper with a few notes from a reliable source can replace hours of "digging" for elusive facts.

There, I think, is where your public relations can do the most good. As you say in your letter, you're not interested in the recognition and publicity for the individual architect as such, but a more appreciative treatment of the architects as a group.

So what does it profit you merely to have us mention the name of an architect in the caption of a picture, if we don't have something from you to describe what the architect contributed?

I am grateful to you, Mr. Hirsch, for your patience in presenting your opinions and in persuing our own, perhaps sharing them with your members. I believe that the architects have a road to pursue toward better public relations and that they might well use both paths leading into our pages, instead of merely the one that doesn't carry a toll. Sincerely, Oxie Reichler, Editor.



Mr. Bergdorf, I'm afraid you've mistaken my spaghetti lunch for the model of the 6th Street Interchange.

## CHAPTER NEWS

The KC/80 project is struggling under the handicap of lack of manpower. As usual in this sort of endeavor, the largest offices with the most manpower to offer are doing the least now when the actual work is being done and then climb on the bandwagon to take the most glory (and reap the most benefit) when the flowers are being thrown. The few people who have been doing the most work are earnest enough about the importance of this project to prevent its collapse but the neutral attitude of many Chapter members is very discouraging. This is and must be a CHAPTER activity. Please contact Jack Morley or John Murphy for scheduling time when YOU will work.

The program chairman for the coming Chapter season, **Connie Curtis** has been busy preparing our programs and has submitted the following tentative schedule:

- Sept: **Jack Morley** presenting an illustrated talk on his year in Denmark, giving sidelights which were not, and could not, be contained in his SKY-LINES articles.
- Oct: Sculptor **Bernard Frazier** presenting the problems encountered in the architect-sculptor relationship.
- Nov: The Battle of Pitch vs. Bitumen—blow by blow discussion by two competitors.
- Dec: Election.
- Jan: Installation Banquet.\*
- Feb: A frank panel discussion on the relationships between architects and realtors.\*

Mar: Mr. **Jim Sherrad** of Woodward-Clyde & Associates presenting an enlightening discussion on Soils Engineering.

Apr: Medal Awards Banquet.\*

May: **Mayor Weatherford** presenting a discussion on the accomplishments and goals of the Metropolitan Planning Council.

June: Industrial Design.\*

\* Speakers are in mind for the occasion so marked but confirmations are forthcoming.

The 100th Anniversary of The American Institute of Architects this year offers unique opportunities for writing "that will further public understanding of architecture and the architect." To recognize and encourage such writing is the aim of the AIA Journalism Awards program. Four cash prizes totaling \$1,500 are offered. Two prizes will be awarded in each of two categories—newspapers and magazines—for the best news or feature stories published during 1957 on an architectural subject or personality, including the national and local AIA Centennial celebrations. Take heed, Chapter members' SKY-LINES will welcome your literary efforts with open arms!

Remember the 1957 Regional Convention to be held this year in Oklahoma City Thursday, Friday, and Saturday, October 31, November 1 and 2.

How wonderful it is to have such devilish minds around as that belonging to Architect-Cartoonist **John Jameson!**

SKYLINES is pleased to announce the following change and addition in membership. **Keith Edwards**, who has been a Chapter member since 1951 has changed his membership classification to Associate. Keith was born in Eagleville, Missouri and received his architectural training at Kansas City Junior College and the University of Kansas.

He has been with Burns and McDonnell since 1951. **Clarence F. Watson** is a new Associate member. He was born in Danville, Illinois and received his Architectural training at Kansas City Junior College and Kansas State College. He is currently a partner in the firm of McCall & Watson.

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### RELIGIOUS BUILDING FOR TODAY

*Edited by John Knox Shear*

Dodge

It seems to be a fad to reprint magazine articles on related subjects and call it a "new" book (and this publisher is not the only one). However irritating at times, this none the less is a valuable book for its content is significant and well presented. One good point about this method of editing—it does put the most valuable information within easy reach for reference. Renewal of acquaintance with many of the items in this book is rewarding.

## CALENDAR

### September Chapter Meeting

Architect-Writer Jack Morley presenting an illustrated talk on his year in Denmark.....

September 17

Meeting of the Downtown Committee at which the Plan for the Central Business District will be presented.....

October 7

### October Chapter Meeting

Sculptor Bernard Frazier presenting an "illustrated" talk on the relationship of architects and sculptors.....

October 21

1957 Regional Convention in Oklahoma City.....October 31 - November 2

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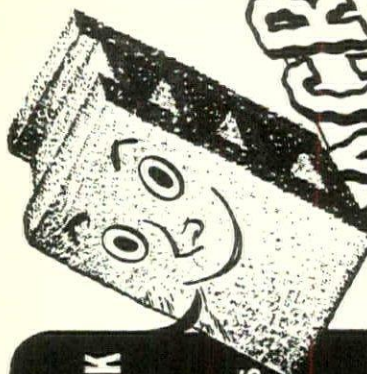
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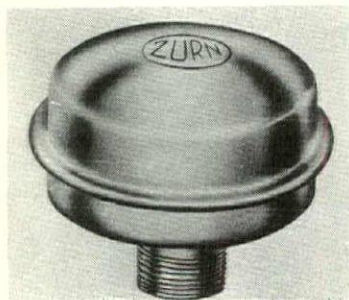
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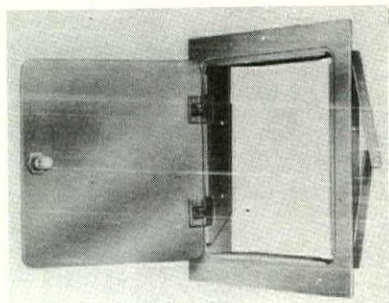


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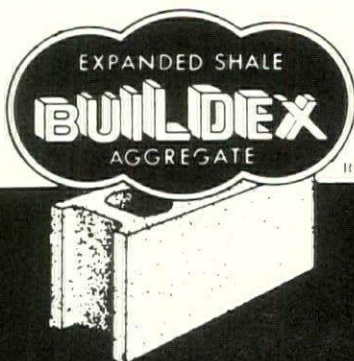
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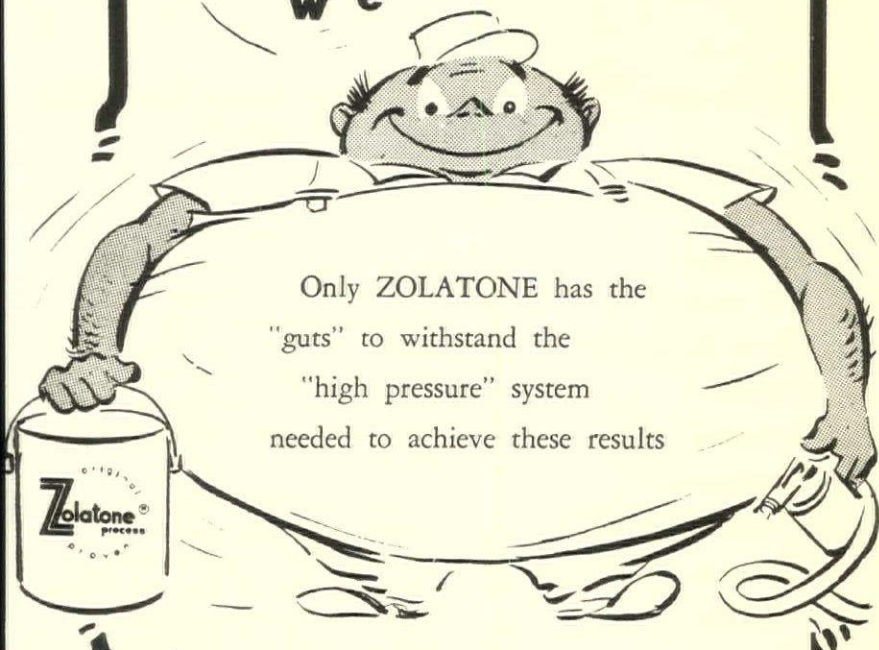


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