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SKYLINES

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

EDITOR..... J. DAVID MILLER
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You are cordially
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ROOFS SEMINAR

February 26, 1959

9:00 A. M. - 4:30 P. M.

HOTEL PRESIDENT

YOU AND THE A.I.A.

*Address given at the
Inaugural Banquet of
the Kansas City Chapter,
January 23, 1959.*



by **JOHN NOBLE RICHARDS, FAIA**

President
American Institute of Architects

Ladies, gentlemen, fellow architect —

I am very happy to be here and very proud of you.

You may or may not know it, but I have been bragging about this outstanding chapter and your wonderful efforts on behalf of KC/80 all over the country.

You people have greatly helped not only your own community, but the entire AIA, the profession of architecture and — even more importantly — the cause of revitalizing the cities of America!

You have been an inspiration to the Chapters of the AIA with your KC/80. The 3000 man-hours of work donated to your city during the development of the project clearly indicates an excellent spirit of cooperation between your Chapter members and the many technicians

and persons involved in the details of KC/80. This was a splendid and inspiring civic gesture, and the result of your work has moved and inspired other Chapters of AIA to do similar activities. This is **top-flight** public relations!

Again, I say — The Institute is proud of you and the Board and Officers join me in heartily commending you.

And we are proud to have as a member of our Board — your Lloyd Roark — as your Regional Director. Lloyd has won the respect and confidence of his fellow board members by his clear, thoughtful and analytical approach to our problems.

Another compliment to you for your excellent publication, "Skylines". This is a fine magazine. I read it from cover to cover, and enjoy its format and its breezy and interesting articles of your activities.

During the past few months, I have been doing a great deal of traveling in the interest of the A.I.A. My roamings have taken me from Bar Harbor, Maine to San Antonio, Texas, and from Miami, Florida to the Northwest Coast of our country and beyond — Harrison Hot Springs in Canada — to be exact. I have attended and spoken to nine regional conferences of the A.I.A., several chapter meetings, National Association of Home Builders Meetings, National Chamber of Commerce Forums, and meetings of other organizations close to the building industry. All A.I.A. Conferences have had a most friendly spirit of cooperation, and have clearly indicated that we, in the A.I.A. are united and are continuing to organize and unite in fellowship the Architects of America. These meetings are clearly indicative of one of our aims — "Service to Society". Other conferences, which I have attended indicate that we, the Architects, are highly respected and continue to grow in prestige — as we must — as the leaders in the building industry and as the planners for human environment.

We owe this prestige to people like **you**.

Since we have entered 1959 — and it's almost a month old now — I have been led to think about the challenges to Architects during 1959 — or the challenges of leadership, if you please.

First, let's take a quick look back at 1958. It has been another amazing year. Every 7½ seconds a new American was born. Just think how many schools and how much new housing these nearly three million babies will need before long. An atomic submarine traveled under the top of the earth and high flying jets crossed continents

and oceans in a few hours. But the earth's surface in and around our sprawling cities is getting so congested it takes many people longer to get to work than ever before.

Cars get even bigger. Yet, we still don't have a **remotely** enough parking space where we need it to accommodate the old-fashioned small ones.

The number of urban renewal programs doubled compared to the year before. The idea that the entire concept of the city needs re-thinking is spreading. But, so are the slums, the congestion, the ugliness.

We pretty nearly made it to the moon. But, as we are on the verge of soaring into outer space, we realize how much there is still to explore about **inner** space — the workings of man's mind and motivations, the proper design of the space we live and work and worship in, the creation of an environment suitable for twentieth century man.

We can be proud of the progress made in just one year. **But** we must also realize that while 1958 cars, space rockets and atomic submarines will most likely become obsolete in 1959, the 1958 problems will not. In fact, the new challenges will just pile on top of those which have been with us since we entered this technological age at the turn of the century.

Many of these problems and challenges concern other professions and vocations. But a good many of our present day problems — certainly more than ever before — concern the Architect.

Our physical environment is way out of date. It hasn't even caught up with the early vintage steam engines, not to speak of the automobile. You might say, that shining chrome fenders are blinding us to the archaic and black stone walls, imprisoning our progress of cultural development. A striking example of this point, I believe, is the growing ugliness and overcrowdedness of our urban areas. It is not enough for us to know that in America the greatest number of people enjoy the highest material standard of living. Our people are eager **for** and should have the highest esthetic standards in our daily lives.

The creation of the new environment we must build — to deal with jet planes and juvenile delinquency, with population growth and mental health, and numerous other things — is not just a matter for the political authorities, the engineers, the investors, and the planners. It is a matter of channeling the efforts of all these people, and

those of the architect and the contractor as well, towards bringing dignity and culture and beauty into modern life.

It is essentially, then, a problem of design. A challenge to the architect. Our greatest challenge, it seems to me, is urban redevelopment. Many American cities are beginning to become ugly with age and neglect.

Downtown shoppers are left hanging on the verge of physical and nervous exhaustion, after a day of edging their way through choked streets and fighting crowds that jam the aisles of our stores. They search in vain for a place to sit down and rest.

We take pride in our beautiful homes, our well manicured lawns, and colorful gardens, but many of us spend our day in over-crowded offices and stores and traffic clogged streets, with their mazes of neon signs.

We need bold plans. Only a bold, imaginative, comprehensive and dramatic plan will bring about a strong and emotional response to stir the imagination of the people. And cities are for people.

If a man can see with his own eyes, a model or drawing of what his downtown area can actually look like, and recognize its value in enhancing his living environment, he will become enthusiastic and want it. As time progresses, he will become fed up with his chaotic environment and he will want rehabilitation of his community.

By bold plans I do not mean city planning, but **planned cities** and the necessary public understanding and support and the need of cooperation of politicians, of the political jurisdiction of the business community and of the real estate interests. We have many good city plans, but we have very few, if any, planned cities. The city should be the center of our civilization.

A city should be a place that people will want to go to and not just through. A city which is not cut up by highways, beset by chaos and tainted by ugliness.

Now, granted that we have the highest standards of living in the world. Many cities abroad have solved the problem of the 20th century far better than we have. These cities are far more liveable.

Public housing in London, England, for instance, is far better than any accomplished here. It is more imaginative in design and superior in providing the pleasant comfort of living and environment. There, as elsewhere in Europe, the authorities have recognized the fundamental importance of preserving open spaces and space is our most precious commodity. Stockholm, to cite another

example, has developed a new suburban community, called Villagby. This is a new city designed for an ultimate population of 80,000. It is one of those cities which people will want to go to instead of go through. It has made adequate provision for traffic and parking without taking cars into its center. And Stockholm, so you won't think the problem is easier there, now has one car for every seven people, as compared to one for twenty-five before the War.

Essen, Cologne, Rotterdam, and other cities are well on the way toward redeveloping their downtown street systems into shopping malls for pedestrians only, with their new highway systems on the rim. And these cities have their politics and pressures just as we have them here in the United States.

But, here at home there are several dramatic examples of downtown modernization. Perhaps the most recent and most familiar to us is the Pittsburgh Golden Triangle. Rittenhouse Square and Independence Square in Philadelphia, while not new, are both delightful places. Union Square in San Francisco is a miracle of planned beauty. Parks in San Francisco have replaced old buildings and lots, while beneath them, four-story parking areas are hidden from sight. This is not a dream! This development is actually in operation today.

Dozens of such developments are on planning boards in communities throughout America. One of them is the vision of your fair city in 1980. There is the Charles Center in Baltimore, Center City in Nashville, Little Rock, New Haven Center, Detroit and Penn Center in Philadelphia, which is at the present time, partially completed. The city of Rochester has a large new covered shopping area around two department stores which is presently under development. Almost every city has highway re-routing plans to avoid downtown traffic entanglements.

We must make our downtowns beautiful and attractive by introducing pedestrian malls, parks, fountains, sculpture, eliminating the irregular hodge-podge of signs and heavy car traffic — and get back to a pleasant atmosphere of space and beauty in shopping areas. The effort, then, is to create things that are beautiful.

The pent-up creative ability of architects, landscape architects, sculptors, artists and engineers must be released and used in order to create the kind of areas which are beautiful and inspiring to the citizens of the community. This, then, is a community and team effort. It is the will to create a better environment for humanity.

It has been a great source of satisfaction to me, during my travels around the country as President of the American Institute of Architects, to see some of the plans for urban redevelopment which are being produced under the leadership of architects in their particular communities. In many cases, teams of architects are working together, and almost always without pay, for the betterment and redevelopment of their communities. The enthusiastic response which has developed under the guidance of the architects, has drawn together a team of businessmen in the community who are behind the effort to create better environment. The challenge of urban redevelopment then is, as I see it, the No. 1 challenge for Architects.

The second challenge, which is almost as important as the first, is the Architect's leadership in securing general public appreciation of good design. Can you imagine a world in which the capabilities of architects and designers are fully utilized? A world without wasted space, needless frills — a workable, liveable world which is esthetically inspiring. This, my friends, would be a world in which the engineer and the technician cooperate fully with the designer. It would be a world in which human values again gain the upper hand over technology. It would be a world in which clients and builders would give loving care to every detail of the end product.

The Taj Mahal was not built to attract the 1959 tourist trade. This magnificent structure was designed for a client by an architect who drew upon all of the imagination and skill at his command to make it as near perfect a structure as possible — a building with both lasting beauty and utility.

It is, I believe, a great error to assume that the machine age has brought us order and harmony. If you have ever looked into the wiring of a television set or the chaos of a modern oil refinery, you will know what I mean.

The National Home Builders Association recently asked me to participate in a conference which inquired into the possible causes of a current lack in home building. Our builder friends were puzzled — income is high, savings are high and yet houses are not selling proportionately. Still, economists tell them that the need is there. Our population is constantly growing and people should want more and better homes. Something clearly is wrong. I told them that I thought their problem is that people have become more discriminating. The answer, I said can be found in two words — **"Better Design"**.

I told the home builders that I certainly hoped that we can arrive at the kind of cooperation between architects and merchant builders that will give the American family the best design for liveability that our profession is able to offer, regardless of means.

If we can bring the architect and builder together, we can again bring architecture into mass produced homes. This is a challenge and is one of the aims of the American Institute of Architects during 1959.

Another challenge to our profession is that of increasing the scope and quality of the architect's services. The architect must become the leader and coordinator of the entire team of specialists, needed to put up a complex building today. And that, in turn, requires two things — high professional competence and good public relations. Professional competence and good public relations have in some of our communities elevated the architect to a position of leadership in civic planning and urban renewal. Increased professional competence and improved public relations are beginning to bring about a greater public awareness of good design.

I think it is up to us designers, through our work, as individuals, and through our professional organization to kindle this awareness to the point where it becomes understood and gains support. I just said improved public relations.

In fact, when we come right down to it, you — the individual architect — are essentially the best and most effective public relations man for yourself and your profession.

And the public we talk about when we use the words "public relations" is your community. Your neighbors, the people you work with and work for, the builders, suppliers, salesmen and officials you deal with. The people you meet on the street.

We can welcome young architects who will be joining us in the course of the next few years into a profession which promises to be in ever increasing demand. The forecast speaks of massive 800 billion dollars worth of buildings for the next 10 years. That is more than the present value of all private structures in the nation.

We are informed that building in 1959 will probably total 5.6 billion dollars and 1959 will be the first year ever in which building will exceed the fifty billion mark. Thus, we have tremendous challenges and we must assume the responsibility of leadership in planning and building.

No individual architect, to be sure, can or should venture out too far by himself. This is a matter of joining our efforts and of moving as a profession organized in The American Institute of Architects.

AIA's purposes are, of course, to increase architectural competence, to maintain our high standards of professional conduct and ethics, and to secure a favorable public climate for our work.

But all these efforts, I believe, must culminate in the aim of assuming the leadership. This is not a matter of vain glory or satisfying our ego. It is the only way by which we can put our training and our calling to the full use of society.

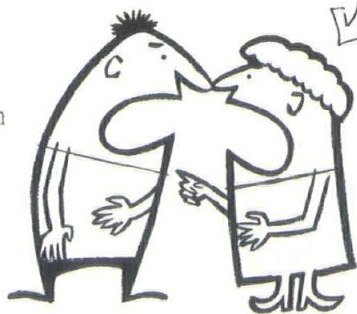
We must meet these challenges and assume the responsibility for the total design of man's environment in this complex technological age. This task requires teamwork — bringing the whole family of those who work in the construction industry and the design professions together and getting them to work cooperatively.

It won't all be accomplished in 1959. But we must hold this aim before us and move toward it.

All it needs is vision and the will to realize it. ●

Don't argue with her

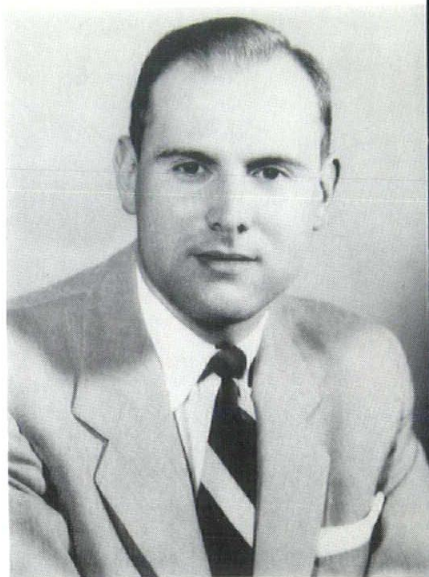
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Sat.
May 2

Missouri Architects Day

in Kansas City this year !!!



GUY O. MABRY

President, Kansas City Chapter
The Producers' Council, Inc.
Owens-Corning Fiberglas Corporation

The Kansas City Chapter of Producers' Council is honored to present the first Roofs Seminar. Assembled by nationally known speakers and panel members, the Seminar will be presented throughout the country in the coming months. This educational session came about at the request of the national AIA-Producers' Council committee.

Roofs and roof structures protect the heart of any building and recent concepts have changed structural, insulating and waterproofing design. We hope you will take this opportunity to get the most recent information from the men responsible for these changes.

ROOFS SEMI

Sponsored by the Kansas City (

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REGISTRATION

8:00 A.M.-9:00 A.M.

WELCOME BY CHAPTER PRESIDENT

9:00 A.M.

GUY O. MABRY

Owens-Corning Fiberglas

INTRODUCTORY REMARKS

9:05 A.M.

COL. R. E. M. DES ISLETS

Building Commissioner of
Kansas City, Missouri

PROGRAM THEME BY MODERATOR

9:20 A.M.

EARL F. BENNETT

PC National Chairman on Roofs Seminar
Koppers Company

PROGRAM

DECK TYPES

METAL DECKS

9:25 A.M.

F. ALAN TIARKS

Granco Steel Products Company

WOOD DECKS

9:50 A.M.

JOHN L. HILL

National Lumber Manufacturers' Assn.

PRE-FORMED

10:15 A.M.

BOB ALBYN

Tectum Corp

COFFEE BRE

10:40 A.M.

PRE-CAST LI

10:50 A.M.

T. E. Peifer

Zonolite Co

POURED LI

11:15 A.M.

DALLAS BA

Zonolite Co

POURED GY

11:40 A.M.

DAN W. W

Celotex Cor

LUNCH

12:15-1:30

H. DORN S

National Pr

The Produce

VAPOR

VAPOR BA

1:45 P.M.

D FIBER DECKS

ROBERT E. POLSON
Dow Chemical Company

INSULATION

IGHT CONCRETE DECKS

INSULATION — FIXED
2:15 P.M.

LYLE BOLSTER
F. E. Schundler Company, Inc.

IGHT CONCRETE DECKS

INSULATION — POURED
2:45 P.M.

O. O. ROBERTS
Granco Steel Products Company

DECKS

COFFEE BREAK
3:15 P.M.

ROOFING

ncil, Inc.

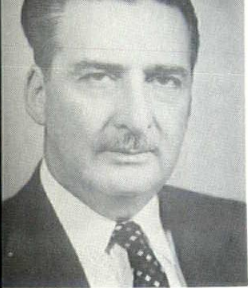
BUILT-UP ROOFING
3:30 P.M.

JACK PLAISTED
Owens-Corning Fiberglas

METAL ROOFING
4:00 P.M.

HERBERT F. JOHNSON
Aluminum Company of America

ADJOURNMENT
4:30 P.M.



JOHNSON

HERBERT F. JOHNSON, assistant to the architectural sales manager for the Aluminum Company of America is a native of McKeesport, Pa. His first employment was with the U. S. Steel Corporation as a laboratory technician. He later worked with the Barrett Company in their mid-west territories developing his experience with roof techniques. In 1928 he joined ALCOA to promote and sell aluminum roofing and his duties soon expanded to the many architectural applications of aluminum. Since 1946 his work has been in the promotional and sales field in their general office. With this practical background he is one of their most experienced employees in the field of architectural aluminum building products.

JOHN L. HILL is a former professor in the Forestry Department of Alabama Polytechnic Institute. He has been named Regional Manager of Technical Promotion in National Lumber Manufacturers Association's Chicago office. Mr. Hill received a BS Degree in Forestry from Park College, Mo., a Master Degree in Forestry from Colorado State and a Doctorate Degree in Wood Engineering from Yale University.



BENNETT

ROBERT E. POLSON, since 1954 has been associated with the Dow Chemical Company, beginning in their sales and Styrofoam Training Programs. He has had extensive field experience with this product, and at present is with the Styrofoam Product Sales Group in Midland, Mich. Mr. Polson is a graduate of the University of Washington and holds a Bachelor of Science Degree in Commercial Engineering.

OLAF O. ROBERTS graduated from University of Missouri with a B.S. in Civil Engineering. He joined Granco Steel Products in 1949 in the orders service department. Later he became a sales engineer and opened Granco's second district office in Chicago. He served as Product Manager for Galvanized Roof Products and was promoted to his present position as Assistant General Manager in 1957.

EARL F. BENNETT is a civil engineering graduate of the University of Maine and Massachusetts Institute of Technology. Following college he worked as an engineer in the highway and building field, specializing in foundations and soil mechanics. He served as a soils engineer for the Maine State Highway Commission, assistant professor of Civil Engineering at the University of Maine and senior engineer in charge of foundations for the U. S. Army Corps of Engineers in the New York District. In 1944 he organized and directed the Bureau of Soil Mechanics at the New York State Department of Public Works. Mr. Bennett has been with the Koppers Company since 1949 serving as Product Manager of Road Materials Sales, and since 1953 as product manager of Building Materials Sales.

THEODORE F. PEIFER, Kansas City District Sales Manager for the Zonolite Company, has been with that company since 1948 as Salesman, Machine Plastering Consultant and as Architectural Representative in Philadelphia.

LYLE BOLSTER has been associated with the F. E. Schundler Co., Inc., since 1950. In 1955 he became sales manager of the Insulation Division. He is a graduate of the University of Northern Illinois.

H. DORN STEWART brings to the national presidency of the Council a vast experience in building materials production and the construction industry. His first job after college was with the Floor Division of Armstrong Cork Company, which he served for nearly 30 years advancing to the position of marketing manager. Earlier this year he moved to the Allied Chemical Company as president of its newly formed Barrett Division. His education included attendance at the Wharton School of Finance and Commerce, University of Pennsylvania, where he received a Bachelor of Science Degree in Economics. His association activities in the building industry have been extensive. Formerly president of Asphalt Tile Institute, he is now a member of the AIA-PC Joint Committee, and secretary and director of Modular Building Standards Association. He was first vice president, and is director and member of the Council's Executive Committee. Also a dedicated sportsman, he is vice chairman for Pennsylvania Ducks, Unlimited, a member of Atlantic Salmon Association, and the Annapolis Yacht Club.



PEIFER



STEWART

MASSMAN HALL

STUDENT UNION AND ADMINISTRATION BUILDING

Rockhurst College

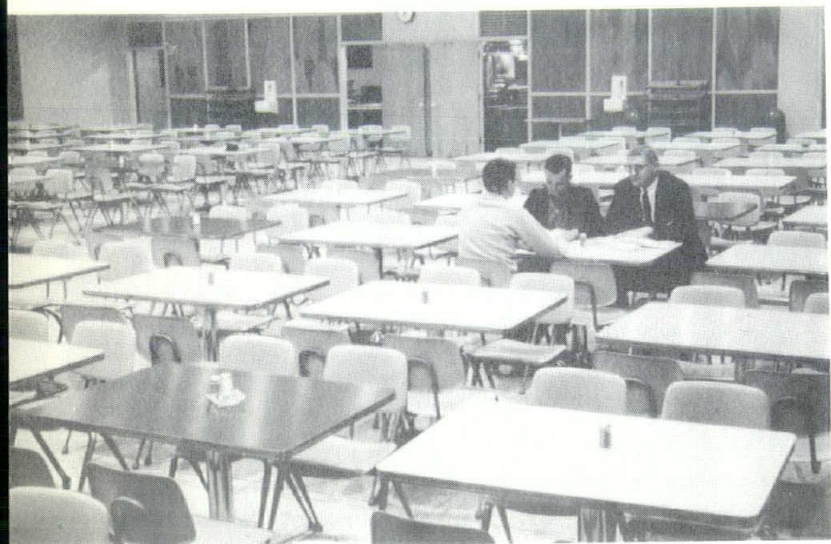
Kansas City, Missouri

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The exterior features an exposed concrete frame with Indiana limestone spandrels and native stone and walls to harmonize with the other campus structures. A variety of materials are used for interior finishes, all carefully selected in close cooperation with the client to suit the multiple uses of the building.



The client describes this structure as the "Communications Center" of the college. Truly a multi-use building, it is a spacious and colorful atmosphere for social and administrative contact for students, faculty and campus visitors.

Its nearly 60,000 square feet provide facilities for cafeteria, lounges, snack bar, bookstore, administrative offices, departmental offices, classrooms and recreation rooms.



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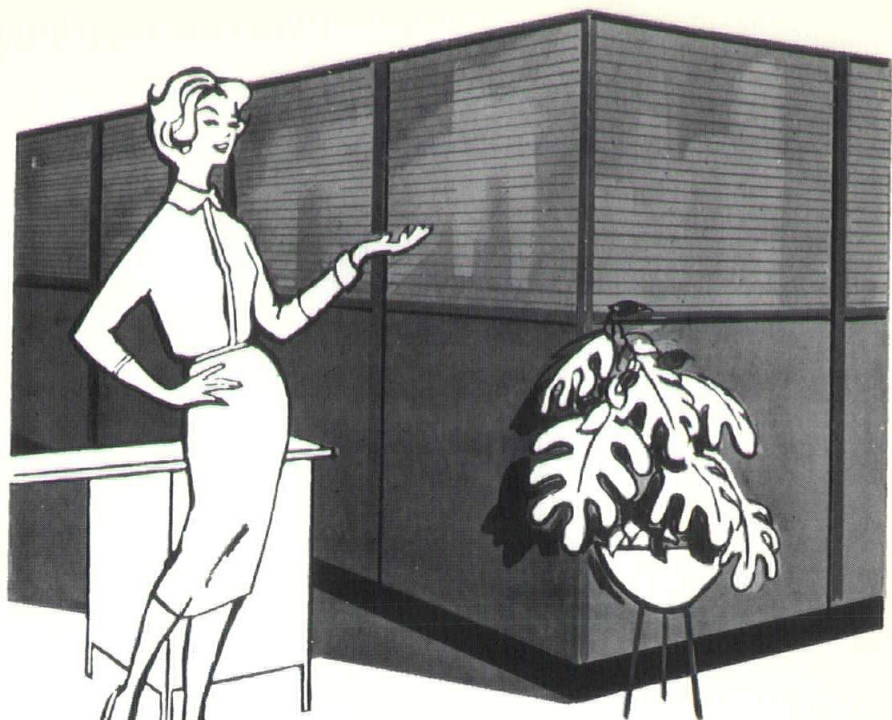
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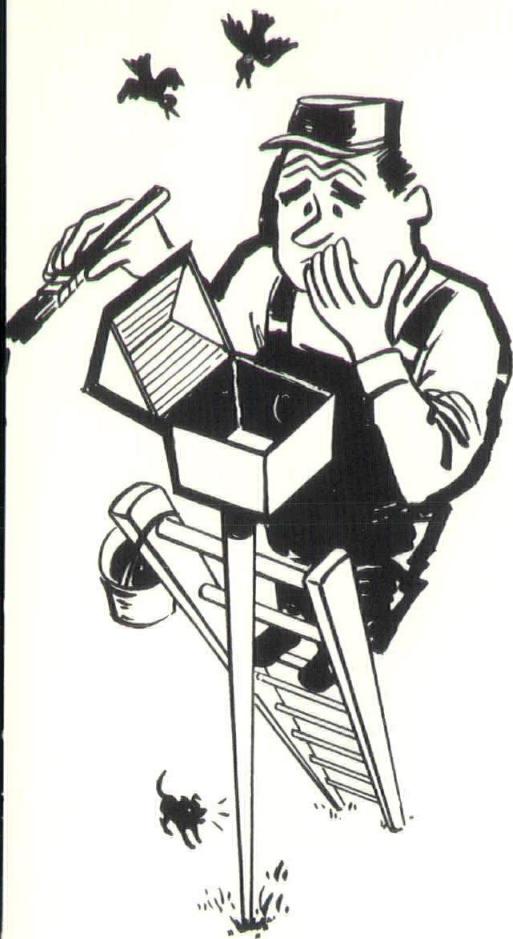
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