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# SKYLINES

Vol. 9

No. 3

March, 1959

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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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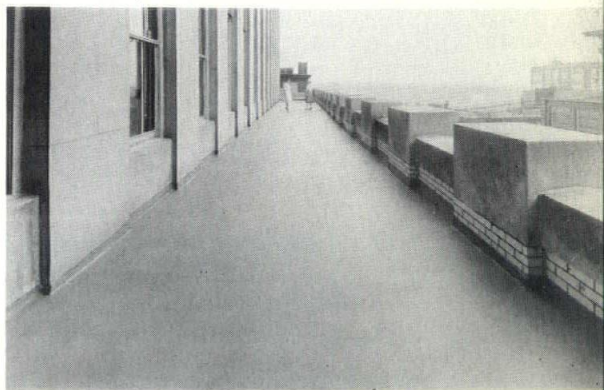
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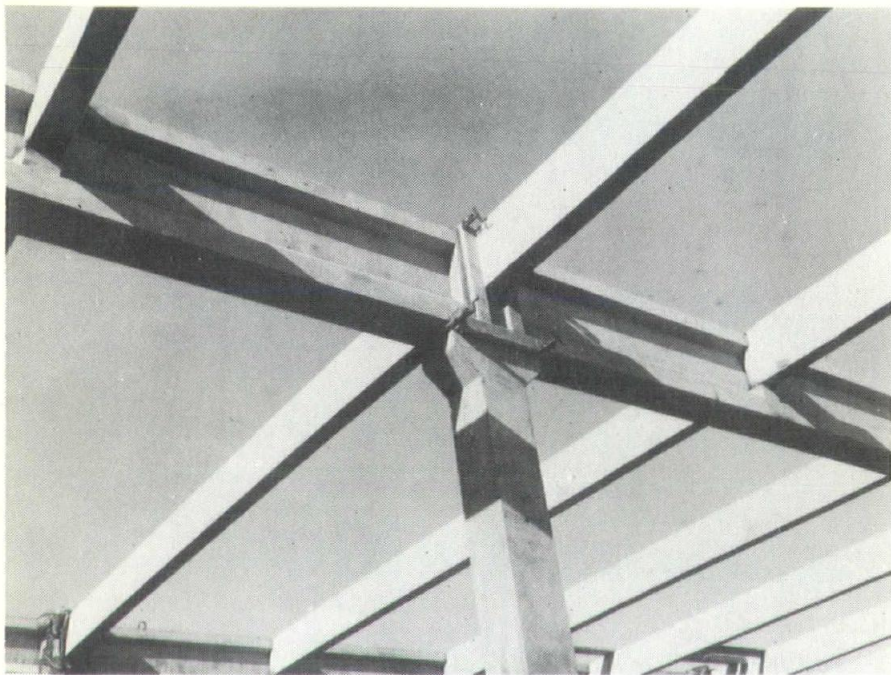
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To unify the efforts and objectives of all Chapter activities. To determine effectiveness of present Chapter functions. To evaluate new activities, participation with other groups, etc. Report regularly to Executive Committee.

To work closely with the Regional Committee on problem of public relations of the architectural profession. To promote local public relations activities.

To plan programs for Chapter meetings. Overall control of arrangements and operations necessary.

To investigate problems affecting associates and junior associates. Report periodically to the Executive Committee. Work as service group for other committees needing assistance.

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Henry D. Krug, Jr.  
Earl R. Wilson

To receive and consider charges of unprofessional conduct filed against any member. To act as advisory group only.

To develop a program of membership to maintain a strong Chapter. To review applications submitted to Executive Committee.

To foster and direct a program of Honor Awards for current architectural work. To investigate possibilities of Honor Awards for outstanding examples of work done in allied arts. To foster and direct program of Honor Awards to craftsmen.

Investigate possible revisions to strengthen existing registration laws. Cooperate with other groups with similar interest.

To prepare the text of all amendments of the By-Laws and obtain the opinion of counsel as to the legality and form thereof. To perform other duties consistent with the general duties stated above which are assigned to the committee by the Executive Committee.

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Don Tyson  
John L. Daw  
Kenneth E. Coombs  
Donald P. Fairhurst

The development of long range educational objectives, including education for practice and relations with the NAAB, NCARB and ACSA. Cooperation with the vocational guidance programs of high schools in the region.

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Edward M. Fuller  
Cecil E. Cooper  
Edmund L. Bower

To cooperate in matters of mutual interest to both organizations.

#### **AIA-PRODUCERS' COUNCIL**

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Mark Stanley Sharp  
Robert Cowling  
Thomas J. Geraughty

To cooperate in matters of mutual interest to both organizations.

#### **HOME BUILDING INDUSTRY**

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Dale A. Nelson  
Robert John Koppes  
Eldon Keith Edwards  
Paul Stanley Staats

To promote utilization of architectural services by merchant builders and to collaborate with associations in the home building field.

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Cecil E. Cooper, Chairman

#### **COLLABORATION WITH THE DESIGN PROFESSION**

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#### **PRESERVATION OF HISTORIC BUILDINGS**

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## CHAPTER RETAINS EXECUTIVE SECRETARY — OPENS FULL TIME OFFICES

**GERRE JONES**



Gerre Jones, 9532 Kessler, Overland Park, Kansas, has been retained as the Executive Secretary of the Kansas City Chapter, AIA, and full-time Chapter offices have been opened in the Davidson Building, 1627 Main, Kansas City, Missouri.

Mr. Jones comes to the Chapter with a wide background of public relations and organizations work, dating from his graduation in 1948 from the School of Journalism at the University of Missouri. His educational background also includes engineering studies under the Army World War II college training program, work at the National Institute for Commercial and Trade Organization Executives of Northwestern University, and studies in the School of Law, University of Kansas City.

Married, with two young daughters, Jones is a native of Kansas City. After his graduation from Paseo High School, he enlisted in the Army, subsequently transferring to the Army Air Corps.

In his public relations work, Jones has served Chambers of Commerce, the National Foundation for Infantile Paralysis, Kansas City Blue Cross and Blue Shield, Crusade for Freedom and the Institute of Logopedics in Wichita.

His professional organization affiliations include Alpha Delta Sigma (advertising fraternity), Phi Delta Phi (legal fraternity), Kansas City Press Club and the Wichita Public Relations Society. Jones is also a Professional member of Sigma Delta Chi, the journalism fraternity, and a member of the National Association of Science Writers.

The Chapter offices are on the third floor of the Davidson Building (306) and the Chapter telephone is VIctor 2-9737. Members and friends of the Kansas City Chapter are cordially invited to visit the offices and meet Gerre Jones. ●

# BUILDING PRODUCTS REGISTRY — A NEW SERVICE OF A.I.A.

*For a long time a service like this has been needed to acquaint the Architect with the thousands of new products which continually flood the market. Faced with substitutions of materials with which he has no direct knowledge, this Architect's "Consumer Reports" should be worth its weight in gold.*

The "Building Products Registry Service," a unique, new reference service to building products and equipment, has been officially launched by the American Institute of Architects after seven years of committee study and as many months of preparation.

The service, available to all AIA members for a nominal subscription fee, consists of:

1. The "Register" itself which will list and tabulate building products and equipment according to performance, installation and use conditions, tests performed, and other technical data needed for pre-selection analysis;
2. A Reporting Service on completed installations which will include information on product behavior and other data resulting from practical experience designed to improve product use and installation by the architect;
3. A Field Inspection Service on the part of the experienced building technicians who will visit architects' offices to collect data on installations;
4. Reports on new products and test data prior to listing in each annual edition of the Register.

With approximately 1,500 advance subscriptions by member architects and pledges of participation by over 600 manufacturers listing more than 1,300 products in the bag, the AIA Board of Directors has now given the project the green light. The first Register will include 18 product and equipment categories is scheduled for distribution by mid-June.

"The response to this new service has been most gratifying," says Theodore W. Dominick, AIA, who heads the

new AIA service at the Institute headquarters. "More than half of the subscribing architects have paid their \$25.00 subscription fee in advance, over a two-week period after billing. And the manufacturer pledges received lead me to believe that in five years or less we will reach our aim of listing some 15,000 products."

Dominick visualizes AIA's Building Products Registry Service as a national clearing house on product use for practicing architects. It will provide architects with required data in a simple, well organized and handy form and help manufacturers by bringing their products to the architects' attention at the time specification selection is made.

"BPR can be of inestimable value to manufacturers by informing them of the need for new products and new uses of existing products as well as by helping them develop better product literature and 'limitation of use' statements," Mr. Dominick said.

Data reporting forms for such information as the manufacturers wish to list in the Register were distributed to those who pledged participation in February.

Headquarters of the AIA Building Products Registry Service are at The Octagon, 1735 New York Avenue, N. W., Washington, D. C. ●

## CALENDAR

Producers' Council Seminar.....May 27  
Plumbing, Heating & Air Conditioning



Annual Meeting

Missouri Assoc. Registered Architects

Sat. May 2 1959

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theme:



a  
search  
for  
the  
spirit  
of

architecture

# a search for the spirit



A building, like a tree, is part of the countryside in which it stands. It draws its nourishment from the very soil in which it is rooted and from the stream at its feet. The old oak reflects the people, the climate, the soil, the history of this region.

If the architect would avoid erecting a dead shell which is only a shelter for those who use it, he must do two difficult things: he must (1) learn to know and understand the living spirit of this particular community; and (2) create a body for this spirit using contemporary art forms.

The architect is conscious today that his talent must be a service to the community. When he works, he must take into account the social and community values which are implicit in city life. Only after looking at these values can he sense his true function—to interpret and mediate between the needs and aspirations of the community and their concrete realization. He sees in his privileged and delicate position how he must have a keen ability for synthesis: a soul open, like a sensitive antenna, to all the deep urges, the many needs, the secret hopes and feelings, the spirit, the living soul of the community he serves. If he has this capacity, his creative work, dimensioning space and time, will speak a language which the community will understand. Then they will be truly grateful to him for his work of mediation and creation.

The need for the architect to know the spirit of the community for which he builds and then create a body in which that spirit will live was expressed as excerpted on the facing page by Giacomo Cardinal Lercaro, Archbishop of Bologna, in his talk to the Faculty of Architecture of the University of Florence, April 11, 1957.

On Saturday, May 2, 1959, the annual meeting of the Missouri Association of Registered Architects will convene in Kansas City to consider this search for the real spirit of architecture, a search for the basic factors which motivate the architect in the pursuance of his high professional calling.

They will hear and participate in . . .

A discussion of the pursuit of Liberal Arts by . . .

REV. BRENDAN DOWNEY, O.S.B., president of St. Benedicts, Atchison, Kansas. Father Downey, a native of Plattsburg, Missouri, as head of St. Benedict's represents that institution in its second century of liberal arts educational activity. He holds a master of arts degree from Oxford and for five years was director at St. Benedict's of a seminar on significant human problems facing man in contemporary society.

A discourse on design by . . .

PROF. ALBERT BUSH-BROWN, School of Architecture, Massachusetts Institute of Technology, Cambridge, Massachusetts. Professor Bush-Brown is a provocative lecturer who handles the king's English with great skill and is a master critic of all things architectural.

Some further guides on a philosophy for architects by . . .

EDWARD H. HASHINGER, M.D., Emeritus Professor of Medicine, University of Kansas. Now a resident of LaJolla, California, Dr. Hashinger recently retired from an extensive practice in Kansas City and is widely known for his captivation of lecture audiences and his liberal philosophy on matters concerning professionals and their changing status in the community.

**of**

**a r c h i t e c t u r e**



A singular presentation by . . .

JOSEPH RUSSELL PASSONNEAU, Dean of Washington University School of Architecture, St. Louis, Missouri. Dean Passonneau holds two Bachelor degrees from Harvard and a Masters degree from M.I.T., has been experienced in the offices of Holabird and Root and Burgee and Skidmore, Owings and Merrill where he was responsible for many prize winning projects. Widely experienced in industrial and commercial architecture, he has done much design and research in the engineering field, particularly, thin shell roof structures.

A sociological analysis by . . .

WILLIAM H. GREMLEY, Executive Secretary of the Kansas City Commission on Human Relations. With an excellent background of social studies, Mr. Gremley will apply some basic philosophy on human relations to the man who makes architecture his career. He is presently a vice president of the National Association of Intergroup Relations Officials which is the sociologist's version of the A.I.A.

THE PROGRAM . . .

will start the evening of Friday, May 1, with a tour and party. (Plan to register Friday afternoon.)

ASSOCIATION BUSINESS . . .

will be conducted Saturday morning, commencing with committee meetings dealing with: Ethics and Practice, Contracts, Education, Relations with the Professional Engineers, Public Relations. The general business session will follow.

UNUSUAL ATTENTION . . .

will be given the usual convention trimmings: exhibits, hospitality, social hour, etc.

THE ANNUAL DINNER . . .

Saturday evening will be served in the gracious atmosphere of the Bellerive Hotel Casbah Room which features "fine foods, deftly prepared, impeccably served, sensibly priced."



# DOES YOUR FIRM HAVE AN EFFECTIVE PR PROGRAM?

*Reprinted from the INDIANA ARCHITECT*

Here is a quiz to measure the public relations performance of your firm. Answer by checking the proper spaces. Then check at the end to determine your score:

1. Is your office a good showcase of design? Yes\_\_\_\_ No\_\_\_\_
2. Does someone have specific responsibility for supervising and maintaining a public relations program for your firm? Yes\_\_\_\_ No\_\_\_\_
3. Do you know personally the building page editor of your community newspapers? Yes\_\_\_\_ No\_\_\_\_
4. When you have completed a rendering of a new building for your community, do you send photographs or copies to your newspapers? Yes\_\_\_\_ No\_\_\_\_
5. Have you made a speech before a public group in your community during the past three months? Yes\_\_\_\_ No\_\_\_\_
6. Do you offer material to your professional magazine? Yes\_\_\_\_ No\_\_\_\_
7. When you design a bank, school or other building of specialized interest, do you offer information on it to the trade magazines which service that field? Yes\_\_\_\_ No\_\_\_\_
8. Does your firm have a brochure to hand to prospective clients? Yes\_\_\_\_ No\_\_\_\_
9. Do you maintain a file of slides of your best projects for use in appearances before public groups and prospective clients? Yes\_\_\_\_ No\_\_\_\_
10. Do the principals of your firm belong to community civic and service groups? Yes\_\_\_\_ No\_\_\_\_
11. Are you personally acquainted with the heads of your municipal government? Yes\_\_\_\_ No\_\_\_\_

12. Are you personally acquainted with the congressman from your district? Yes\_\_\_\_ No\_\_\_\_
13. Do you support the public relations program of your chapter? Yes\_\_\_\_ No\_\_\_\_
14. When new partners, associates and project heads are promoted or appointed, do you send the information to your newspapers' business page and/or city editor? Yes\_\_\_\_ No\_\_\_\_
15. Do you have an established system of informing your employees on what your firm stands for and how it serves the community? Yes\_\_\_\_ No\_\_\_\_
16. Do you handle all callers and prospective clients courteously, even though you are not interested in handling the type or size of projects they may outline? Yes\_\_\_\_ No\_\_\_\_
17. Do you offer aid and counsel to building owners, realtors and builders with whom you deal in their development of publicity on building projects? Yes\_\_\_\_ No\_\_\_\_
18. Do you personally, or through your chapter, offer counseling services to your municipal school system in vocational guidance programs? Yes\_\_\_\_ No\_\_\_\_
19. Do you keep track of the policies and activities of your professional organization through the AIA Memo, Journal, and your state and chapter publications? Yes\_\_\_\_ No\_\_\_\_
20. Do you personally see to it that your chapter keeps your regional public relations committee member informed on your community's public relations problems so that the information can be transmitted to AIA public relations counsel? Yes\_\_\_\_ No\_\_\_\_

Score five points for yourself for each of the quiz questions to which you answered yes. 80-100 points represents an excellent public relations program; 70-80 is good; 50-70 is poor. Under 50: you must be an awfully good architect to stay in business. ●



# THE ARCHITECT IN CIVIC AFFAIRS



**DAVID H. MORGAN**

*Your editor had the opportunity of sitting across-table from Mr. David H. Morgan at the National Convention in Cleveland. Because of his own many activities of civic importance in the city of Philadelphia, he is well qualified to offer advice on this subject. He is Past President of the Philadelphia Chapter and has held many offices in his state and region.*

Does an Architect have any responsibility to his community?

Yes! Says a recent manual for use by chapters and state societies of The American Institute of Architects in the guidance of young architects.

Do what successful architects do, the manual says, plunge into your community life. Speak when you can. Serve.

The whys and wherefores are obvious.

The architect's job is not just to design houses or individual buildings. His houses and buildings create the environment for just about every human activity. The homes, schools, office buildings, factories, churches,

theaters, hospitals, stores, shopping centers, railroad stations and air terminals and other structures the architect creates on his drawing boards are not just an expression of our culture and civilization. They also help determine the way we act and live. They make up our communities.

No wonder the architect must be particularly and vitally interested in the proper functioning of the community. His responsibility towards it transcends even the obvious edicts of good citizenship.

Consider the school architect, for instance. To design a functional school building which provides the best possible environment for learning, he studies not only the side and construction technique but every aspect of the activities that are to go on in the building. He talks not only to the school board and the principal, but to all the various specialists on teaching reading, writing and 'rithmetic, physical education, music, science, art, and what have you. He gets deeply immersed in the educational process. He wants the community to provide the best possible education for its children commensurate with sound financing.

No wonder he feels drawn far beyond the call of his immediate duty into active participation in his communities' school affairs.

An architect in Jackson, Mississippi, Robert W. Naef, FAIA, served on his city's school board for some twenty years. Naturally, he disqualified himself from accepting any school work. But he was of inestimable service to the citizens of his community by applying his professional knowledge to the review of school building plans and drawings, setting up criteria for the selection of other architects, and offering other advice on the all-important school plant.

There are literally thousands of other such examples of architectural service in civic and governmental activities.

Take city and community planning. The architect's first duty is to his client, of course. But he also has his client in mind when he thinks beyond the client's building.

The individual building in the community does not stand by itself. Its physical and human environment is vital. Its purpose is to serve people who require light, clean air, green space for recreation, properly balanced traffic flow, playgrounds for their children, convenient services, and the myriad other things which come under the general heading of planning.

The job, it's true, must start on the drawing boards. But

that is only a small part of the battle. To improve our cities and communities, to plan the revitalized cities and communities of tomorrow requires citizen action of all kinds. Architects are in the vanguard of that action.

You find them talking about a better human environment in the service clubs and civic organizations, on citizens' committees and government boards . . . wherever people join together to work for the common good.

In Baltimore, Maryland, for example, no less than seven members of the local chapter of The American Institute of Architects hold important municipal and civic posts:

The AIA chapter president is vice chairman of the Baltimore County Planning Board; the chapter vice president is a member of the Planning Council of the Greater Baltimore Committee. Other active AIA members serve on the City Zoning Committee, the City Art Commission, the Planning Council of the Greater Baltimore Committee and the Urban Renewal Committee. Another architect is the director of the Urban Renewal and Housing Agency.

In at last four of our cities—Louisville, Ky.; Kansas City, Mo.; Little Rock, Ark.; and Nashville, Tenn.—architects have joined in a voluntary effort to work out plans for proper city planning and urban renewal. They are devoting their talents and thousands of manhours to the public interest.

Elsewhere architects, like most professions, organize to protect their professional status and continually strive within the AIA for ever higher ethical and professional standards.

In California, architects lent a new dimension to a governmental campaign. To win the understanding and support of the State Legislature, they have mapped out a program to tell their story to the harassed and busy Legislators on a continuing basis, particularly when the Legislature is not in session.

They organized hometown meetings with Legislators at civic and AIA chapter affairs. Individual AIA members were urged to make it a point to know the Assemblyman and State Senator from his District and either support him or support someone who can do a better job. Even the wives of Legislators receive special attention at chapter events, tours of new buildings, or special luncheons.

A similar intensive program in Montana has put the architects and their professional society on the map in that state. Until a year or so ago, the profession was practically unknown to the public, in conflict with engineers, and penalized by the State Legislature. Today, all three of



these problems have been largely solved. The interim was a busy period in which every architect in the state personally plugged the chapter's legislative program in numerous ways.

And, modestly, Philadelphia architects, for example, deserve a bouquet for untiring and time-consuming efforts in spear-heading and finally resolving—after five years—the controversial problem of curtain wall construction into law as an amendment to the Building Code. This achievement now places our city in competitive position with all other large metropolitan centers in the use of modern wall construction by industry and commerce. Also, we would be remiss if we did not add architects are serving as chairmen of the Art Commission, City Planning Commission, and in official capacities in numerous civic organizations.

There is no way to measure how much of his working day the architect devotes to non-paying civic and governmental activities. Young men whose practice is just building up and retired architects with some time on their hands obviously can give more in terms of time than men at the peak of a busy architectural practice. But all architects alike give some time and plenty of enthusiasm to betterment of their communities.

They know it pays off—not just in new contracts which may lead to commissions or improve public relations for themselves and their profession, but in the better communities, the improved human environment which the architect envisions as providing, for his fellow man, better places in which to live, raise families, and have more enjoyable leisure hours.

For architecture is not just a profession—it's a mission. ●

## CHAPTER NEWS

● Ward H. Haylett, Jr., explained the KC/80 project to members of the Chi Omega Alumnae Association, meeting in the home of Mrs. J. C. Higdon. A nice write-up about his talk appeared recently in the Plaza Magazine.

● The Chapter extends its sympathies to member Clarence F. "Doc" Watson in the loss of his father, C. E. Watson. Mr. Watson was a long-time painting contractor in this area and was known to many Chapter members.

## NEW MEMBERS

The Chapter welcomes three new members:



Junior Associate member **Horst Bernard Engel** received his B.S. Degree at K.U. Born in Hoechst, Germany, Horst attended the English Institute in Heidelberg, Germany, and completed his high school work at Shawnee Mission High School. A resident of Prairie Village, he is with Black and Veatch.

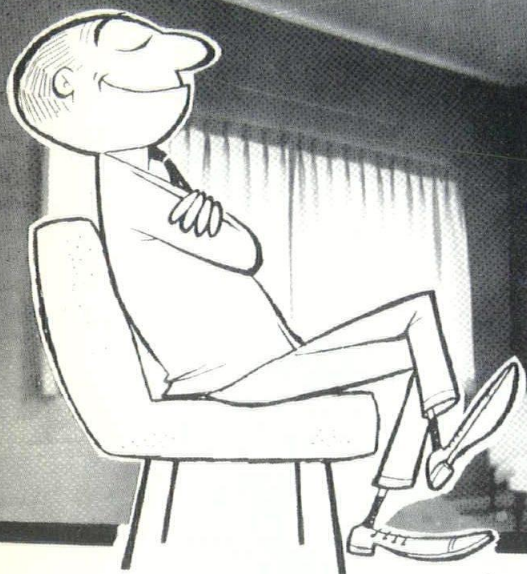


Associate member **Ellis R. Jones II**, was graduated from North Dakota State University and has done additional work at the Universities of Minnesota and Texas and the Instituto de Tecnologia in Monterrey, Mexico. Ellis is registered in the state of Missouri and has his own firm in Kansas City.



Associate member **Norbert J. Sidorowicz** was active in the Student Chapter AIA at Kansas State, receiving his degree there in 1949. A native of New York State, Norbert now lives in Kansas City, Kansas, and is associated with the firm of McLain & Sidorowicz.





## comfortable overhead?

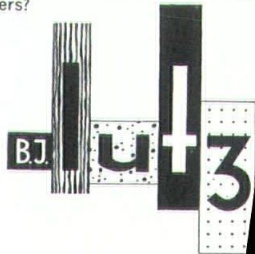
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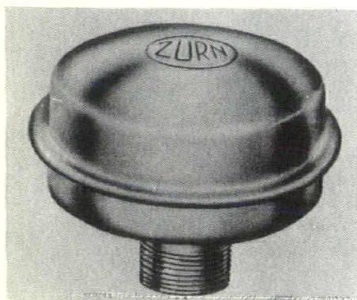
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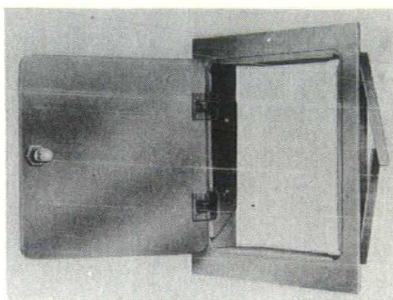


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