



KANSAS CITY
CHAPTER

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SKYLINES

Vol. 9

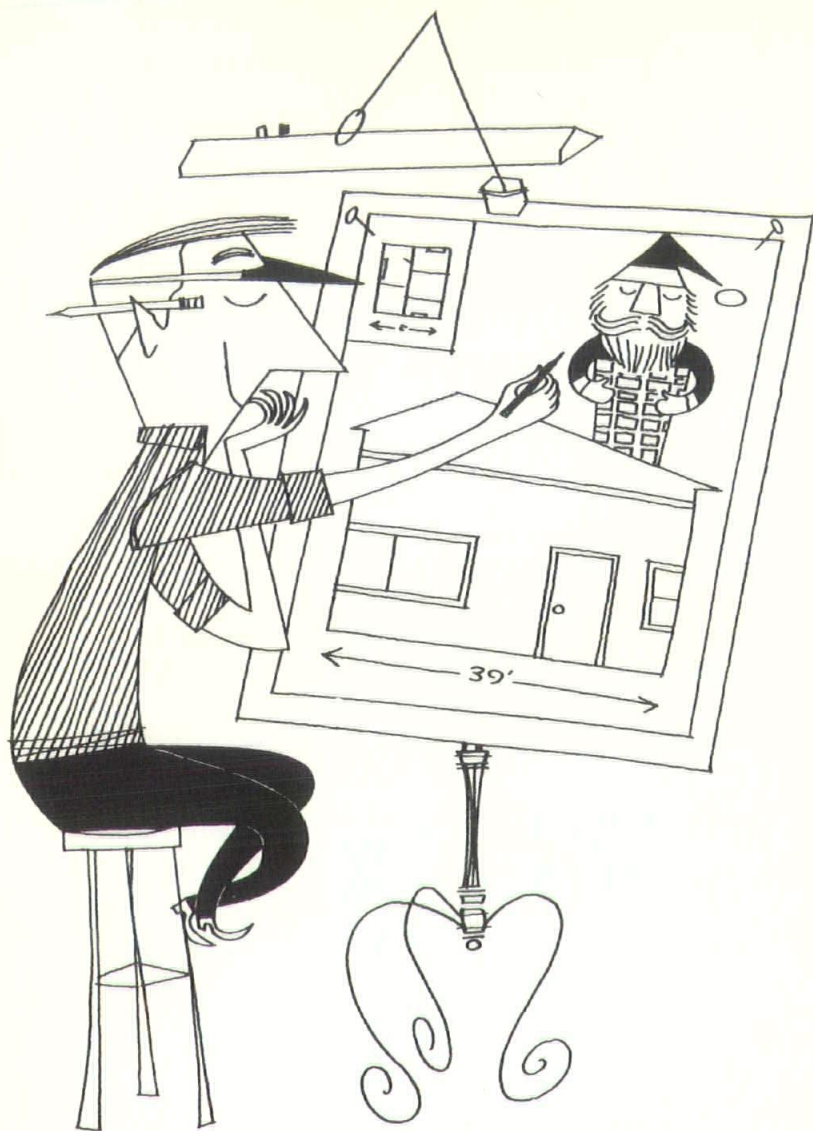
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December, 1959

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SKYLINES IS THE MONTHLY PUBLICATION OF THE KANSAS
CITY CHAPTER OF THE AMERICAN INSTITUTES OF ARCHITECTS

306 DAVIDSON BUILDING KANSAS CITY 8, MO.



season's greetings

from

CONSTRUCTION THE MATERIALS
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2440 Pennway GRand 1-2570

Homer E. (Ren) Reynolds
Architectural Representative

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FT. SMITH

THE PROFESSION OF ARCHITECTURE AWARDS FOR 1960

Sponsored by the Kansas City Chapter of the Producers' Council and Sanctioned by the Kansas City Chapter of the American Institute of Architects.

THE PURPOSE

The purpose of the Profession of Architecture Awards will be to encourage and assist the individual, or group, among the practicing architects and architectural draftsmen within the area of the Kansas City Chapter of the Producers' Council, and the individual, or group, among the architectural students or instructors of Kansas University or Kansas State schools of architecture, to initiate, continue or conclude any project of research, product or method development, public relations, or any worthwhile project of merit, the ultimate goal of which will be for the benefit, betterment or advancement of the profession of architecture.

THE AWARDS

The Kansas City Chapter of the Producers' Council will establish and perpetuate the Awards Fund. The annual amount appropriated by the Kansas City Chapter of the Producers' Council may vary from year to year but will not exceed the sum of one thousand dollars for any one year.

Any project deemed worthy to receive an Award, will receive Award Fund assistance proportionate to the merit of the project, as resolved by the Awards Committee. More than one project may be granted an Award during any one year providing the funds granted do not exceed the available funds.

Awards will not be committed, if, in the opinion of the Awards Committee, no project submitted for consideration is of sufficient merit to satisfy the requirements of Article I, The Purpose. Uncommitted funds will be allowed to accumulate from year to year, but will not be allowed to accumulate in excess of two thousand dollars.

THE AWARDS COMMITTEE

The Awards Committee will have the sole and final authority to select or reject any or all projects submitted for consideration, to grant Awards to approved projects, to determine the Awards Fund

sums to be granted for each award, and to manage all affairs of the Profession of Architecture Awards. A majority vote of the architectural members will be required for any or all decisions of the Awards Committee.

WHO MAY COMPETE

Any architect, or group of architects, or architectural draftsmen submitting a project for consideration shall be persons actively engaged in the practice of architecture within the area of the Kansas City Chapter of the Producers' Council. This area includes all of the state of Kansas and the western half of Missouri, including Mercer, Sullivan, Linn, Chariton, Howard, Moniteau, Miller, Pulaski, Laclede, Douglas and Ozark Counties.

Any fifth year or graduate student, or group of students, submitting a project for consideration shall be currently enrolled in Kansas University or Kansas State school of architecture. Any instructor, or group of instructors, submitting a project for consideration shall be on the staff of Kansas University or Kansas State school of architecture.

SUBMISSION

All projects submitted for consideration shall be received by Joe Rollins, Producers' Council Chairman of the joint A.I.A.-P.C. Committee, 306 Davidson Building, Kansas City, Missouri, on or before 5 p.m., March 11, 1960. Extraordinary projects submitted during any period other than as stated above will require a unanimous vote of the Awards Committee in order to receive an award.

The Awards Committee shall prepare a summary of actions and decisions following final judgment for each year's awards. The summary shall be mailed to each applicant who has submitted a project for consideration. All material shall be returned to the proposer, if possible.

All proposed projects shall be accompanied by clear, concise, descriptive material which shall state accurately and honestly the value and purpose of the proposed project.

An application form shall accompany each proposed project. Application forms may be obtained by written request to Joe Rollins.

Three copies of the descriptive material for the proposed project must be submitted. The statement should include a description of the project, giving its character and scope; the significance of its presumable contribution to architecture in its broadest sense; the present status of the project (if already begun), progress to date and the expected date of its completion; approximate funds required; place or places where the project would be carried out; the authorities, if any, to be consulted; expectations as to publication of the results of the project; the proposer's aims and aspirations as a practicing architect, teacher or scholar. If already determined, an outline of the proposed project may be submitted giving the form which the completed work is intended to take.

CONCERNING APPLICATIONS

Forms with their supporting documents should be

submitted with the application should, if possible, be in triplicate.

Each page or document submitted must bear the applicant's name.

If the space provided in the application form is insufficient to fully express the facts desired to be expressed by the applicant, the applicant should be used.

A copy of the application is required for each submission. The material should be presented in triplicate, each on a standard paper cover.

Drawings, photographs and other similar exhibits need to be submitted in triplicate.

Applications should be received in person before 5 p.m., March 11, 1960, and supporting documents should be sent by registered mail.

BUILDERS HARDWARE ARCHITECTS' NIGHT



The Builders Hardware Club entertained 96 architects at its annual dinner, Friday, October 23. Speaker for the evening was Walter J. Keown, president of LCN Closers, Inc., who spoke on technical knowledge. In the photo Jack Keown of the Hardware Club presents the award to Angus McCallum. Dick Sweeney, acting Hardware president, is also present.



1959 MEDAL AWARD ENTRY

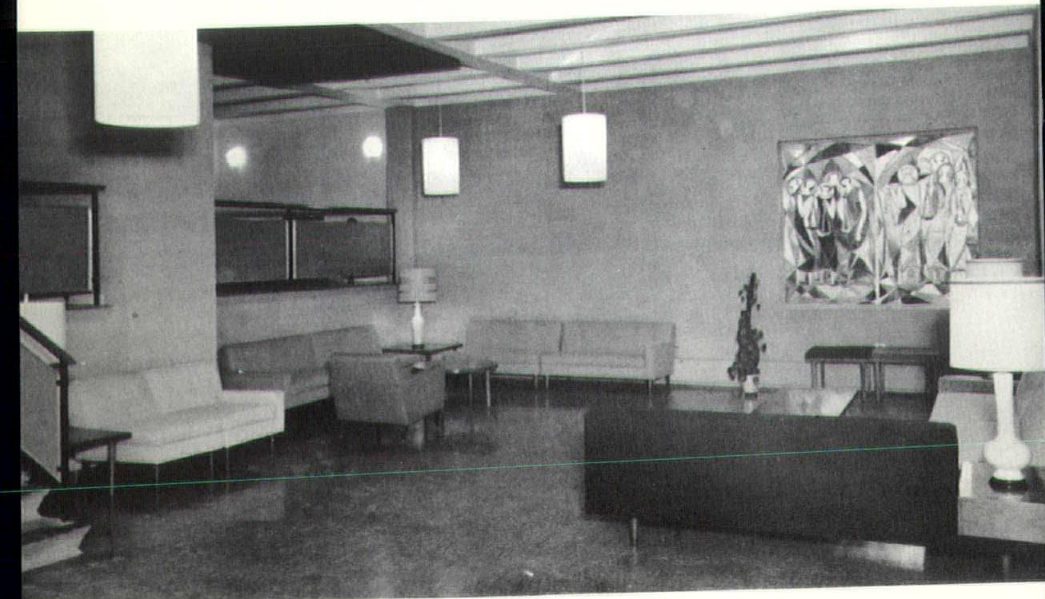
WOMEN'S DORMITORIES

Central Missouri State College
Warrensburg, Missouri

Architects: Everitt & Keleti

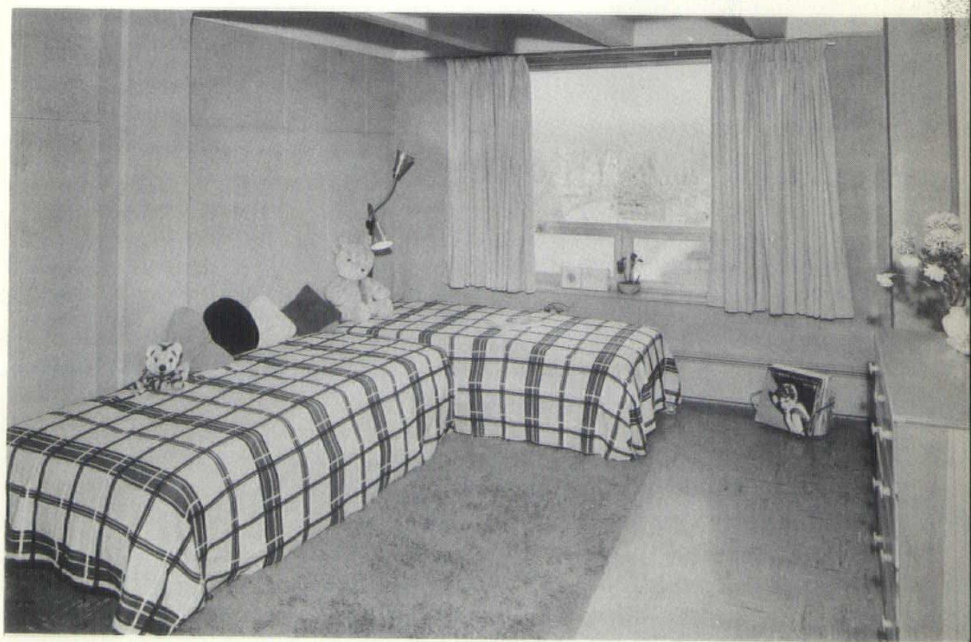


L. D. JONES PHOTOGRAPHS



The building was built in two stages adjoining the former dormitories of the college. In adding these dormitories, the former dormitory gained the use of the study lounges of the new building and it became possible to remove one of the exterior steel fire escapes from the old structure. A shortage of land forced the architects to design the structure in four living levels. Floor-to-floor height had to be minimized and longform formed exposed concrete beamed ceiling was used to accomplish this. To simplify heating layout all columns were pulled back from the outside walls, which are carried on a 7-foot cantilever. There is no exposed piping on the building except in storage areas.

In spite of the elaborate bathroom layout (ceramic tile floors, structural tile walls) for each pair of rooms, all copper waterpiping, vinyl flooring, passenger elevator, air conditioned study lounges and extensive kitchen facilities, the unit price of the structure was \$11.65 per sq. ft., allowing the structure to accommodate 40 percent more students than the budget had anticipated.



EDITOR'S COMMENT

Reprinted from the November, 1959, issue of the BAY STATE ARCHITECT, official publication of the Massachusetts State Association of Architects.

The following editorial gives another slant on the package dealer and the ethics of such an operation. Because it raises several pertinent questions on the subject, we reprint the article for your consideration.

We are publishing in this issue a press release from Cabot, Cabot & Forbes Co., which we have titled, NEW ARCHITECT-ENGINEERING ORGANIZATION. It is significant that, of the professional men listed in the release, not one name carried the designation of AIA, although several did have registered architect after their names.

The formation of this new professional organization, tied in with a real estate promotion group and a package plan which again is tied into a construction company, presents the members of our profession with a very serious problem. Whereas this group originally constituted the personnel of the company's engineering division, it is now set up as an out and out professional organization, in the field as open competitors to all architects in private practice. This new organization is not to be under-estimated. To begin with, they appear to be composed of able and competent professionals in the practice of architecture and engineering and they have the financial and prestige backing of a well-known promotion group which, for many years now, has been developing land, financing purchases and delivering buildings all tied into a single package deal which includes, of course, the land, complete architect and engineering services, financing and the construction of the buildings.

When the chapter (Massachusetts State Association) appeared before the legislature to amend the registration law, one of the restrictions we sought to secure, and did not succeed in getting, was to prevent corporations

as such from engaging in the practice of architecture except where the principals of such a professional organization were the chief officers and majority stockholders. Nothing that we know of will prevent this particular group, or any other group so organized, from entering the general field of architect-engineer practice in competition with the established organizations of private practitioners. It is significant in this particular case, unless we are completely mistaken, that none of the membership are corporate members of the AIA and few, if any of them, are tied in with any architectural organizations; thus, the AIA has no moral or ethical control over the professional conduct of such an organization and, so far as the practice is concerned, it is an open season for them to compete with us in any manner they see fit.

Not too long ago, the practice of architecture was a comparatively wide field with many opportunities for the able and ambitious young architect to enter. As the years went on, the field became more and more restricted. As the big, highly organized professional organizations came into the picture, conditions became a bit rough for the smaller office in the competition for work. Private and public or semi-public groups lean more and more heavily toward the big-name organizations. In the industrial field, the competition of the package plan organizations became so effective that few, if any, private architects now get an opportunity to do any industrial work. There has been available to many of the younger men and the smaller offices a certain type of work which, up until now, the big-name package plan organizations apparently did not wish to touch. The field was open in housing, residence work, commercial work, schools and a considerable amount of public work.

Now the picture is changing. The package plan groups have built up a very costly and a very effective design organization. As the volume of work, in connection with the package plan, began to thin out, it was inevitable that the costly designing organization was not going to be discarded and so evidently this particular group we are talking about now has added distinctive activities to the real estate, financing and building operations — they are now starting in the competitive field for professional, private or public work, and there is little any of us can do to stop them. An organization of this kind has too many important contacts, too much prestige and too much money behind it to enable the average private architect to successfully tangle with them.

This competition not only covers the field of securing commissions for architectural work, it also covers the field of employment. When a big organization, like the one we are discussing, gets very busy they are in the field for the hiring of draftsmen and they are clearly in the position to out-bid any private architect for such assistants' services. This has been happening for quite some time now.

Many architects ask a troubled question. What shall we do? Some members of our profession, competent and able men, seem to think that the smaller offices should consolidate and go into the package deal business. This is easier said than done; it involves the solution of too many problems, not the least of which is finance. If securing a package deal is to be on the competitive or bidding basis, just where is the line to be drawn where the architect ceases to be a professional man and becomes a real estate operator, mortgage broker, or a general contractor?

Frankly, the future picture is not too encouraging. The young men in our profession who hope to constitute the architectural practice of the immediate future are faced with a rough road ahead. Would he be better off to become an organization man and be an employee of some such large organization or shall he bat his brains out to stay in private practice and try to compete? Perhaps the immediate future will show a possible solution. As of the moment, we frankly don't know a reasonably good answer.

CONSTRUCTION SPECIFICATIONS INSTITUTE

KANSAS CITY CHAPTER



Charter presentation ceremonies for the new Kansas City chapter of the Construction Specifications Institute were held on December 4 in the roof garden ballroom of the Aladdin Hotel. J. Stewart Stein of Chicago, in photo at left, national president of C.S.I., presented the chapter with its charter. B. E. Ericson, Jr., president of the local organization, was presented with an official gavel. Stein also made the principal address at the meeting on the topic of "C.S.I. Relationship to the Construction Industry". Stein has been a partner in the firm of Sobel & Stein, architects and engineers, since 1945.



1959 MEDAL AWARD ENTRY

KATZ DRUG COMPANY

75th and Metcalf
Overland Park, Kansas

Architects: Kivett & Myers & McCallum





L. D. JONES PHOTOGRAPHS

The building contains 37,000 square feet gross area and the total cost of the building was \$431,630.28, or \$11.39 per square foot, including year-around air conditioning of the entire building, site work, drives and parking lot paving.

PROBLEM AND PROGRAM. This building was to provide retail sales of drug items, sundries, fountain and restaurant, and general department store items including garden supplies. The site is located in a suburban shopping area of Kansas City. Utilizing the difference of level of the plot the building was to be designed so that a person could enter the sales floors at each floor level.

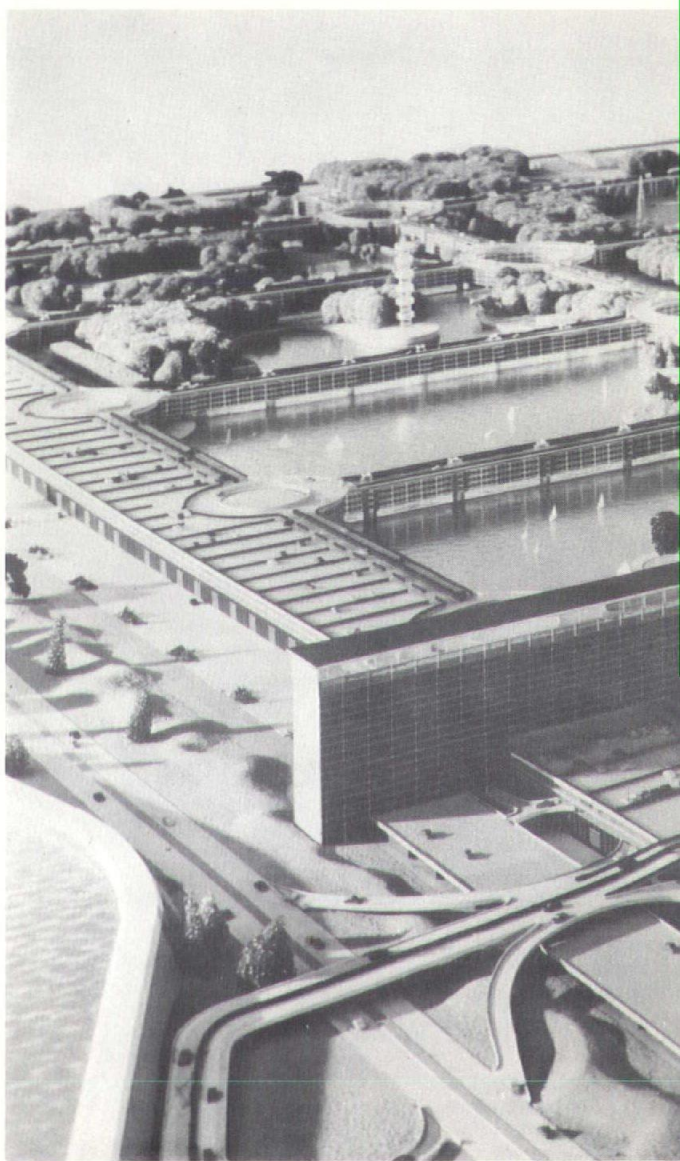
DESIGN AND PLAN. There are two sales floors with a large center stairway. The walls are entirely glazed and stationary aluminum louvers are utilized for sun control on the west side. Because of the many mechanical devices which are located on the roof it was decided that a continuous screen or baffle would be advantageous to the character of the building. The porcelain enamel baffles were incorporated into the design which was combined with the roof and floor projections, louvers and supports along the perimeter of the building. These combined elements produced a continuity of design for the exterior and they incorporated the many mechanical and sun control problems within the main design approach.



MOTOPIA

1980

Herewith, an article and picture
modestly refer to as a "startlin
is a town designed for 30,000 p
and road traffic never meet".
the Glass Age Development C



at the developers
station". MOTOPIA
where pedestrians
A is a project of
ee, sponsored by

Pilkington Brothers, Ltd., of St. Helens, Lancashire,
England. We believe that members of the Kansas City
Chapter, as developers of KC/80, will be interested in
seeing what our fellow-architects in England are up to
these days.

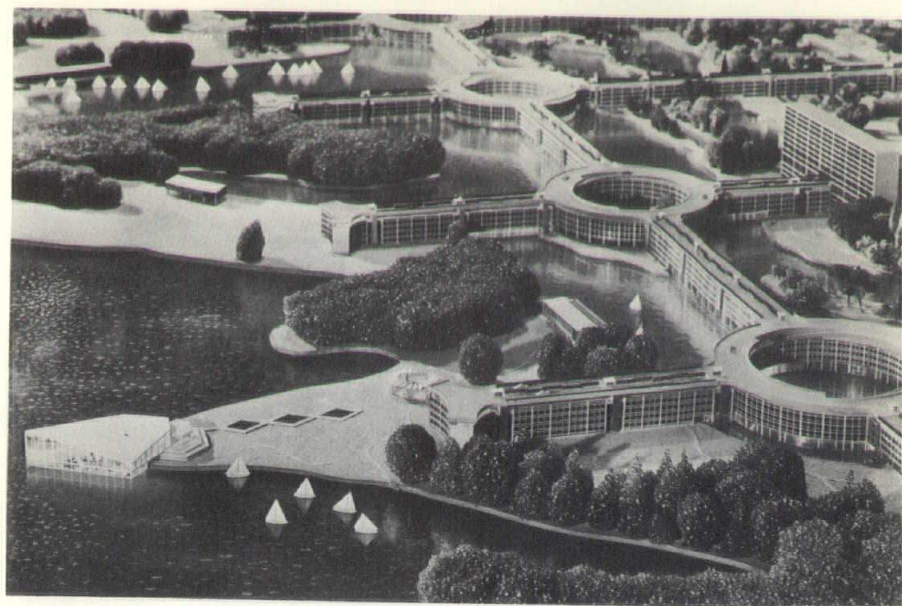


The photograph on the preceding pages shows the entrance to MOTOPIA from ground to roof-level roads of the town. From the highway in the foreground, a flyover takes auto traffic into the town proper. Rising above the shopping "stoa" or arcade (in the center foreground) is the twenty-story block of administration offices which will accommodate 3,000 workers. Offices for the city government of MOTOPIA are in the top floors of this building.

Some Kansas Citians have expressed the opinion that at least certain of the elements in KC/80 are too revolutionary; too futuristic; or, if you will, downright impractical to ever admit of adoption. Perhaps they are right, in a degree. However, John Morley, in his article on the Bonner Springs Master Plan in the October SKYLINES, quoted Dan Burnham as reasoning, "Make no small plans; they have no magic to stir men's blood and probably will not be realized. Make big plans, aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency."

As a believer and practitioner of Burnham's philosophy, we were quite interested in a brief article in the October, 1959, issue of the Journal of the Royal Institute of British Architects. It told of a "really big plan" that appealed to us as having some of Burnham's "blood-stirring magic". We hope you'll also find something of interest in "MOTOPIA", to which we have taken the liberty of appending "1980".

We are indebted to Mr. S. Lyle-Smythe, of Pilkington Brothers, Ltd., for the information and pictures on MOTOPIA. Members of the Glass Age Development Committee, which developed the MOTOPIA project, include Geoffrey Alan Jellicoe, Fellow of the Royal Institute of British Architects (Distinction in Town Planning) and a past-president of the Institute of Landscape Architects; Edward D. Mills C.B.E., also a Fellow of the R.I.B.A. and a member of its Council; and Ove Nyquist Arup C.B.E., senior partner in the architectural firm of Ove Arup and Partners.



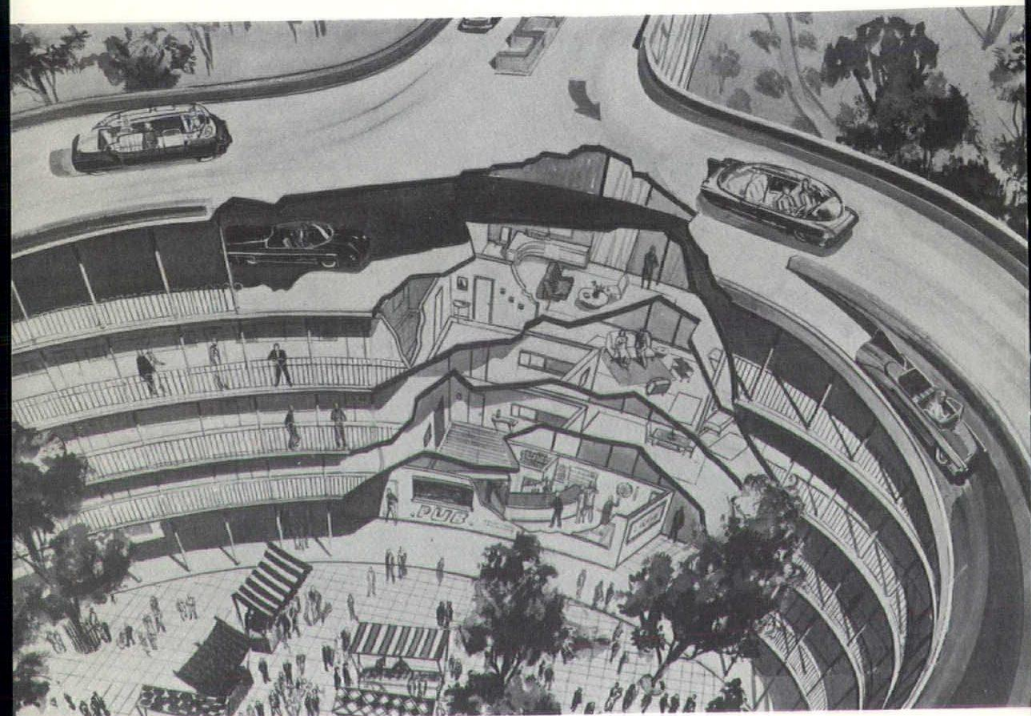
The view above shows the yachting club (left) with the building itself extending out over one of the many lakes of MOTOPIA. To the rear of the club is one of the 17 areas set aside for helicopter terminals. The center of the neighborhood circle, at the extreme right, is covered with water and is for use as a terminal for internal water buses.

One of the seven churches planned for the city is shown at the right. The basic shape is a combination of the circle and cone, a symbol of perfection from the earliest times. The altar is in the center and the glass spire features an aerial for religious broadcasts. The glass walls of the church may be made opaque during a service, but ordinarily remain clear. Services would have the feeling of being held in the open air.



MOTOPIA is the fourth project of the Glass Age Development Committee. The first was SOHO 2000AD, followed by a full scale shopping and recreational center in the densely populated Midlands. The third was Skyport One, a large scale helicopter terminal.

The Committee begins its MOTOPIA presentation with a listing of pedestrian casualties on British streets and highways in the past few years. The comparison of traffic casualties with British war dead is reminiscent of our own Safety Council campaigns against highway slaughter.



A neighborhood circle. The ramps lead down to the local roads which serve individual terraces. On this lower, or mews, level are the open doors to the elevators serving the apartments; the lower doors are open at ground level to the landscape only. The three lower floors show pedestrian access halls to individual flats, which look outwards. At ground level are the public house, the news dealer, tobacco store, etc. The center of the circle could have many uses. It may have a monthly market, as shown in the drawings. It could contain a small traveling fair. It would also be suitable for music and dancing since the internal acoustics would be excellent, and would not disturb the occupants of the adjoining apartments which face outwards.

Their suggested solution to the problem is the town of MOTOPIA, where the roads are at roof level, leaving the entire ground space as the private province of pedestrians. The roads would be on top of the continuous residential terracing which is arranged in a grid pattern. Jellicoe points out that: "Separation of the biological and mechanical elements is the simple secret of MOTOPIA. It will have less noise from traffic than a conventional new town. The homes below can be insulated from the sound of traffic passing above, and as roof-level roads will be flanked by both hedgerows and concrete buttresses, residents will be unaware of traffic completely."

Access to these roads would be by a flyover (similar to our cloverleaf) constructed from a new road which would link two of the main roads from London.

The thousand acres which this project would occupy would be transformed into a giant park containing in the natural landscape, churches, restaurants, schools and children's playing fields and clubs and sports grounds.

Although it will be possible to reach any part by walking, the transformation of existing unused gravel pits into lakes and the introduction of a system of canals will enable people to travel from one area to another by water bus. This Venetian touch to the landscape will have a definite English flavor, since private gardens will be available to residents who want them.

A German introduction and another which has also been tried successfully in America are proposed for use in the "Great Stoa", or shopping arcade, which flanks the complete eastern length of MOTOPIA.

Taken from Germany are Paternosters—vertical lifts moving in one continuous band—which will serve the two parking levels above the shops to and from ground level. Along the floor of the arcade, moving pavements—now used in America—will be installed.

This Great Stoa will be sheathed by huge sheets of glass, affording protection to customers on the parade alongside the 400,000 square feet of shopping space.

Along the edges of MOTOPIA, provision is made for 17 helicopter ports at roof level. No noise is allowed above the town itself.

The majority of the population will be housed in flats of from one to six rooms on the first, second and third floors of the terraces. The skyline will be broken by eight skyscraper blocks of flats, each 15 stories high.

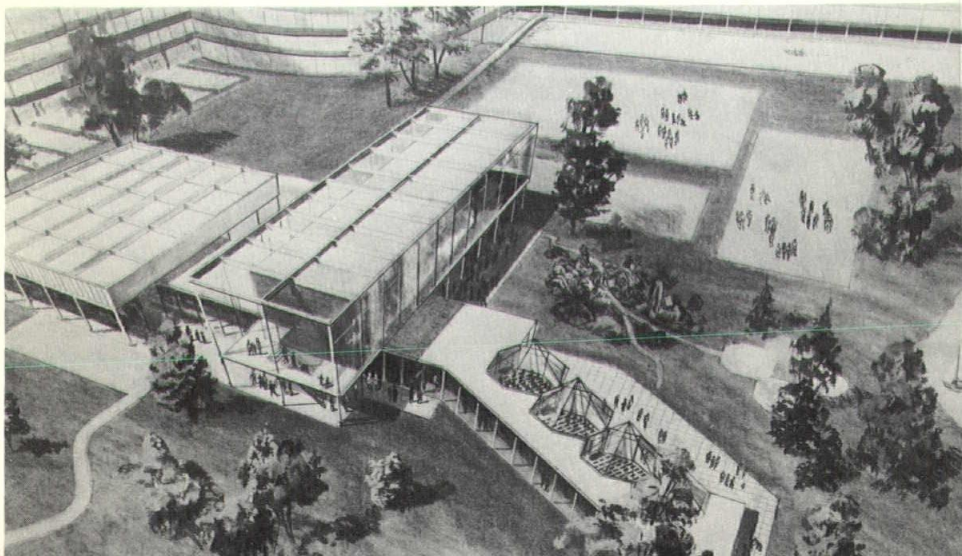
Soaring high above all would be the 20-story administration building and office block, situated over the shopping center. Like the other skyscrapers, this building bridges the terraces so that the flow of traffic is uninterrupted.

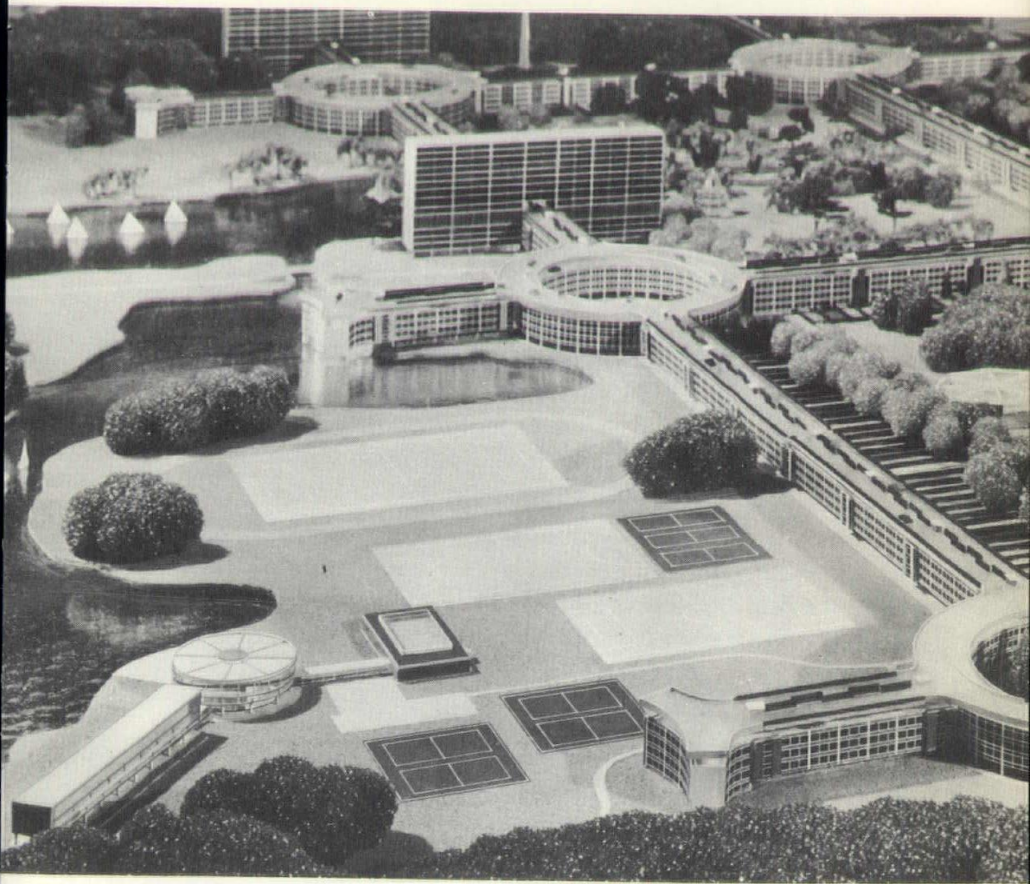
The designers of MOTOPIA claim that it is not only possible, but it is practical because it's economical. If it were built now, they say, the complete project would cost about 60,000,000 pounds (\$168,000,000). The dwellings would be no more expensive than housing for a similar population in tall buildings.

With a rental of approximately 100 pounds a bedroom (\$280.00) MOTOPIA should show a return of about seven percent, it is believed. This includes free air conditioning, car parking and other normal services.

But the main selling point is that, more than anything else, it provides a safety for pedestrians yet unknown anywhere else in the world. At the same time it would remove the jay walker as a traffic hazard to motorists.

Jellicoe points out that MOTOPIA is adaptable in size and is designed to answer "the considerable demand today for towns housing from 30,000 to 60,000 people." It could be built on any site that is reasonably level and mostly free of existing buildings.





ABOVE. This detail of the perimeter of MOTOPIA shows one of the primary and secondary schools included in the project. The school buildings are on the left by the lakeside with playing fields nearby. In addition to these facilities, training in boating and yachting would be given on the lake.

LEFT. The primary schools and their playing fields are within the town itself and the secondary schools are on the perimeter. Nursery schools are within the neighborhood circles. All children can get to any one of the schools without having to risk crossing a street.

MOTOPIA — FACTS AND FIGURES . . .

SITE: Although MOTOPIA could be built anywhere on ground reasonably level and mostly free of existing buildings, the site selected for this particular study is immediately west of Staines Reservoirs, 17 miles from London and four miles from Heathrow.

MOTOR TRAFFIC: It will cross the new road in a flyover, entering at the market car park level (30 feet) and rises one foot in 12 feet to roof level (50 feet), which is constant. The gird is spaced at about 1200 feet x 800 feet, at the junction of which are roundabouts (ramps) leading down to mews level (40 feet). Vehicular access to ground level is restricted to agricultural, church, school and similar services.

ROADS: Roof level roads are all two-way streets, each 17 feet wide and cambered slightly towards center for drainage. Double concrete reinforced curbs and barriers 3½ feet high flank either side. The lanes are divided by normal curbs and hedges.

HELICOPTERS: These craft may land or take off from any of 17 helicopter ports on the perimeter of MOTOPIA.

WATER BUSES: The buses will provide internal public transport using existing lakes and three canals. Fifteen of the 35 roundabout centers are used for bus stops. All walks to these stops are covered.

RESIDENTIAL TERRACES: The five levels consist of ground floor (miscellaneous and covered walkways); first, second and third floors (apartments of from one to six rooms); fourth floor (mews parking and access road) and roof level (motorways).

ROUNDBABOUTS: These are partly village circles containing "pubs", a few shops, clubrooms, nursery school and similar service stores. Twenty will be used for open markets and the remainder reserved for water bus stops and yacht moorings.

TOWN CENTER: The adaptation of the village square provides for shopping and entertainment for an area with a radius of 10 miles, office accommodations for 3,000 persons, and a few light and service industries (bakeries, laundries, tailoring, etc.). Covered parking for 3,000 cars in two levels is provided, as well as an open roof with 1500 parking spaces with other miscellaneous uses.

SHOPPING SPACE: About 400,000 square feet is available on two levels (ground and first floor). This will be enclosed and pedestrians will travel lengthwise on moving sidewalks. Vertical movement to and from the parking stations will be by Paternosters—vertical lifts in a continuous band.

GROSS DENSITY: Approximately 35 persons per acre. The net density of the apartment and private garden sections is approximately 100 persons per acre. High rise apartments above the terracing will be in 15-story blocks bridging the roads. There are eight of these. The administration building above the shopping center is 200 feet high, containing 20 floors.

PRIVATE GARDENS: These will total 1,350, all with sunny exposures. The larger gardens will face south and run from 25 feet by 125 to 150 feet in size. The east and west exposures have plots of 25 by 50 feet.

NURSERY SCHOOLS: There are 12 of these each with accommodations for 40 children. There are also seven primary schools, with a total capacity of 3,360 children, and six secondary schools, which will handle 2,400 children.

CHURCHES: Seven are provided within the limits of MOTOPIA.

THEATERS: One has been allowed for, but facilities are available for private enterprise to develop more.

CLUBS: No limit on these has been set. Generally speaking, community centers would be housed in the roundabouts, but the final number of clubs will have to be established by public demand.

GLASS: Used primarily to sheath the shopping arcade, as a landscape reflecting surface for the terraces and for pleasure domes in the parks.

BUILT-UP AREA: Is approximately one and a half square miles, or 1,000 acres.

ADMINISTRATION BLOCK: This building will house the city council offices in the top floors with fire and police headquarters below. Most of the building will be devoted to private office space.

AIR CONDITIONING AND PARKING: Provided throughout and provided free at the rentals quoted.

CHAPTER NEWS

● The election of Chapter officers for 1960 was held Tuesday, December 8, in Wolferman's Empire Room on the Plaza. Angus McCallum, Kivett & Myers & McCallum; Louis H. Geis, Geis, Hunter & Ramos; and James R. Baker, Mackie & Roark, were re-elected to the positions of president, vice-president and treasurer, respectively. Gene R. Lefebvre, Monroe & Lefebvre, was elected secretary, replacing Conrad J. Curtis.

Conrad Curtis, Curtis & Cowling, was elected to a three-year term as director, replacing John Monroe who goes off the board. Holdover directors are Frank Grimaldi, Shaughnessy, Bower & Grimaldi, and John Hewitt, Hewitt & Royer. All officers will be installed at the January meeting. Scheduled as main speaker for the January meeting is Philip Will, Jr., Perkins & Will, Chicago. Mr. Will has served for two years as first vice-president of the American Institute of Architects and is currently the only nominee for president of the Institute. The January Chapter meeting will be held in the Bellerive Hotel on Tuesday, January 12.

Herbert V. Pennington, former Chapter member and past-president of the Chapter, was installed as an honorary associate member and presented with a special membership certificate at the December meeting. Honorary Chapter membership, reserved for individuals who have made outstanding contributions to architecture and the Chapter, has been given only twice before in the 70-year history of the Kansas City Chapter.

● Cover Note. We are indebted to Bill Lacy of the General Services Administration in Kansas City, for the Christmas cover drawing on this issue of SKYLINES.

● We've been notified by Carl Wennersten, of the industrial division of McGraw-Hill Company, that Western Architect and Engineer magazine is now available to architects in this area. Rates and other details are available at the Chapter office, if you are interested.

● The 1960 British Architects' Conference will be held June 15-18 in Manchester. The Manchester Society of Architects, as hosts, and the Royal Institute of British Architects have extended a cordial invitation to members of the American Institute of Architects to attend.

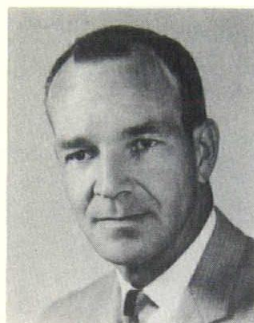
● Several announcements about member firms have been received in the Chapter office recently. GEIS-HUNTER & RAMOS announce the opening of new offices in Suite 704 of the Davidson Building, 1627 Main, Kansas City, Missouri. The firm was formerly located at 7920 State Line in Johnson County. DONALD HOLLIS announced the new firm name of HOLLIS & MILLER, with J. David Miller and Robert H. Hollis as new partners in the organization.

● Dave Mackie, Mackie & Roark, was recently named Chairman of the A.I.A. national committee on Awards and Scholarships.

● A fact with which some firms may not be familiar is passed along here for your information. If you've ever wondered how the big commercial architectural magazines find out about jobs in Podunk, Sedalia or Kansas City — and eventually carry stories and pictures, this is the "secret". The editors of these publications carefully read the real estate and architectural sections of the large daily papers, as well as Chapter publications, for tips on jobs in which their readers might be interested. Ergo, if your firm's jobs are never shown in the newspaper, you're missing several opportunities to keep the public reminded that you're in the architectural business. Those firms who regularly submit material to Fred Fitzsimmons at the STAR (in a form he can use and with at least some regard for timing) have found him extremely receptive and helpful. If you've been overlooking or neglecting this important avenue of firm public relations, you're the loser.

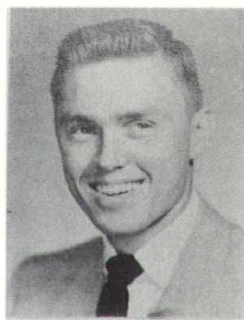
● The American Standards Association has a new publication, "Current Projects of the American Standards Association", which has been recently released. A total of 425 ASA projects are described in the 52-page booklet. In addition to listing the projects under ASA's 19 standards categories, the booklet describes the scope of each project, indexes them and lists the sponsors. Copies may be purchased from ASA offices in New York.

NEW MEMBERS



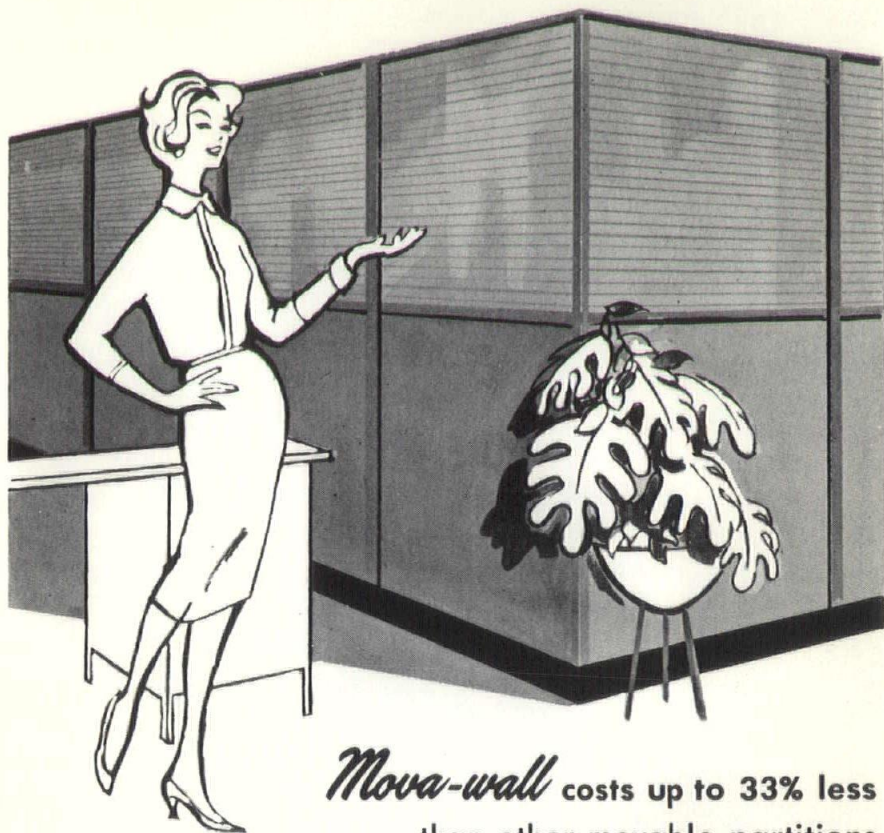
ERNEST P. WARD, Corporate member, has his own architectural firm in Springfield, Mo. A native of Springfield, he holds a Bach. of Science degree from the Georgia Institute of Technology, where he was active in the student A.I.A. chapter. He is registered in Missouri.

GEORGE W. LUND, Junior Associate member, is with the Kansas City architectural firm of Voscamp & Slezak. From Independence, Mo., originally, he has a B. S. in Arch. from the University of Kansas. The Lunds live in Prairie Village, Kans.



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