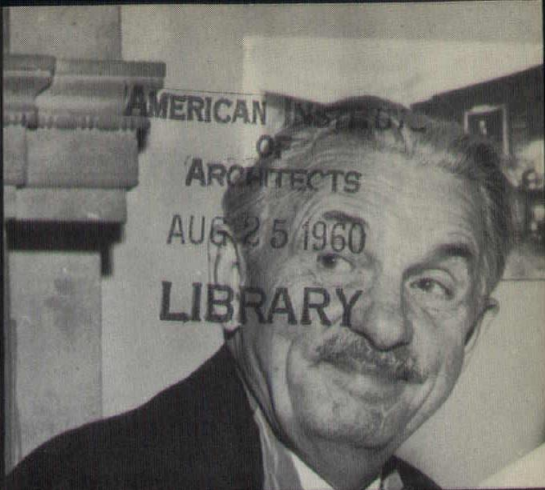
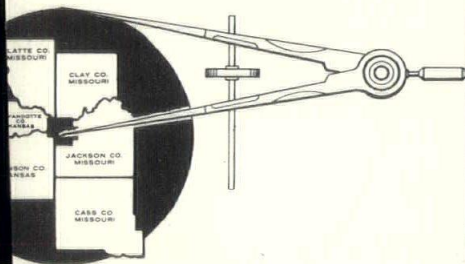


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KANSAS CITY CHAPTER
OF THE AMERICAN
INSTITUTE OF ARCHITECTS





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THE MONTHLY PUBLICATION OF THE KANSAS
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306 DAVIDSON BUILDING

KANSAS CITY 8, MO.

Vol. 10

No. 7

JULY, 1960

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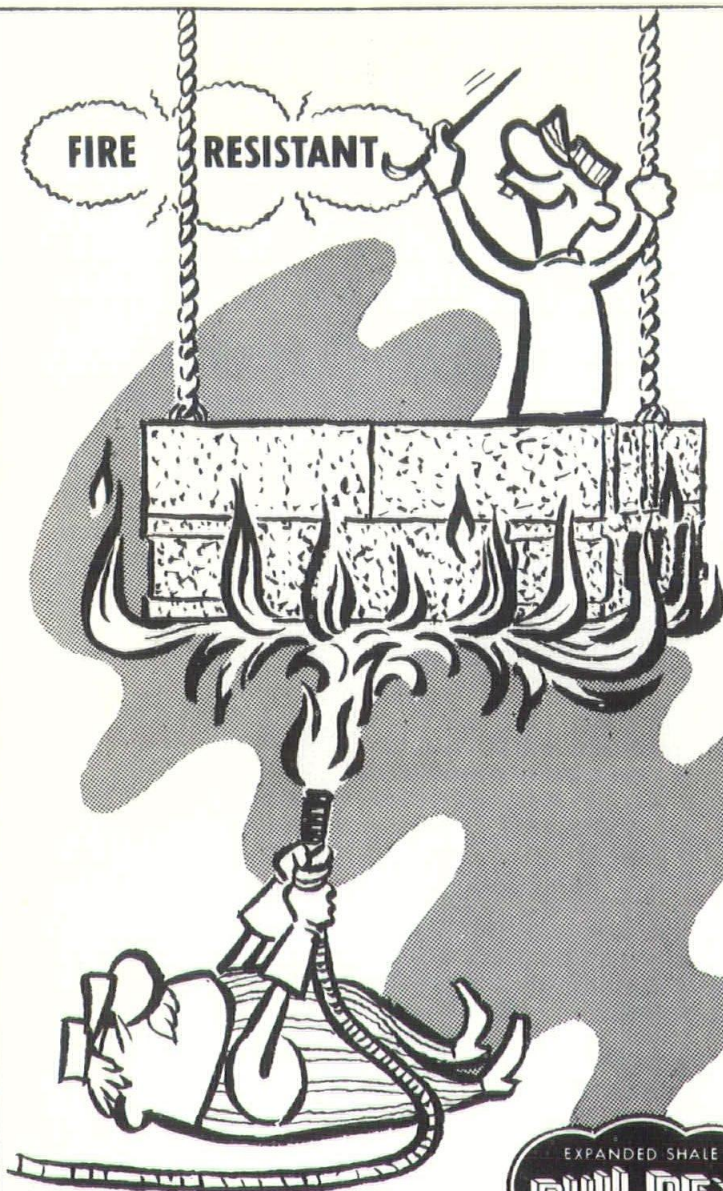
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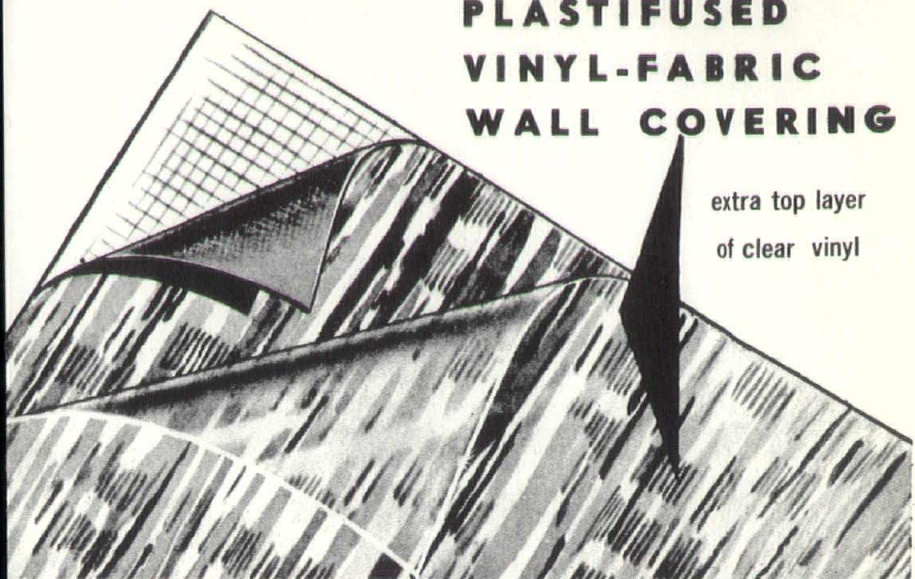
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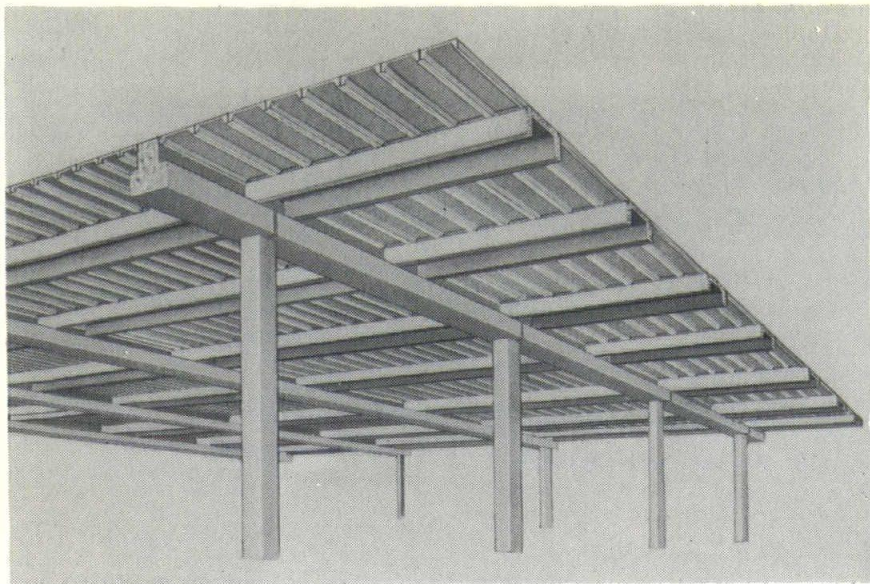
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CHAPTER RECEPTION FOR TOM BENTON AT TRUMAN LIBRARY ATTENDED BY 175



THOMAS HART BENTON, AS HE RESPONDED TO THE REMARKS OF JOHN NOBLE RICHARDS, PRESIDENT OF THE AMERICAN INSTITUTE OF ARCHITECTS IN AWARDED MR. BENTON THE FINE ARTS MEDAL OF THE AIA IN CONVENTION IN SAN FRANCISCO ON APRIL 21.

Chapter members, civic and business leaders and friends of artist Thomas Hart Benton turned out in large numbers on May 27 for a reception in Mr. Benton's honor at the Harry S. Truman Library in Independence.

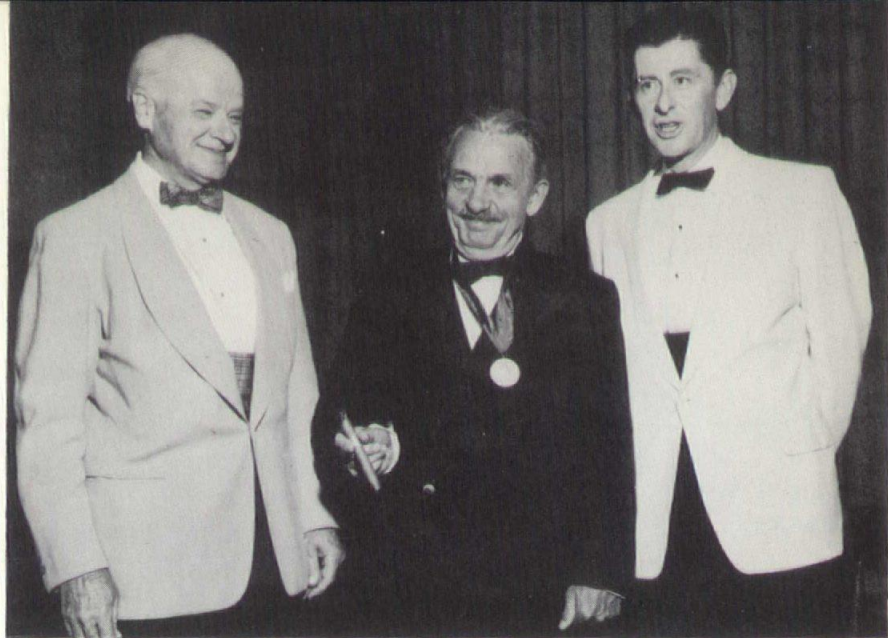
On the following pages are several photographs made at the reception. The affair was to give Kansas Citians an opportunity to congratulate Tom Benton on his AIA award and to view his mural in the Library, 'Independence and the Opening of the West.'



Above, David Mackie, left, who served as M.C. for the brief reception program, Mr. Benton and Angus McCallum, right, Chapter president discuss a point of modern art. In the top picture on page 7, left to right Mr. Benton, Mrs. and Governor George Docking of Kansas and Dr. Philip C. Brooks, Truman Library director, are served coffee by Mrs. Gene Lefebvre, seated. In the bottom photograph, left to right, are Louis H. Geis, vice-president of the Chapter, and Mr. and Mrs. Frank Fisher at the serving table.







On the facing page, Mrs. Thomas Benton and the Rev. Alvin Deem, O.F.M., view the just-completed Benton mural in the Truman Library. Above, Dave Mackie, Tom Benton and Angus McCallum on the stage of the Library auditorium. Below, Mr. Benton, left, back for a refill, as Alonzo Gentry, center, architect for the Truman Library, and Angus McCallum, right, wait for Mrs. Gene Lefebvre, seated, to serve them.



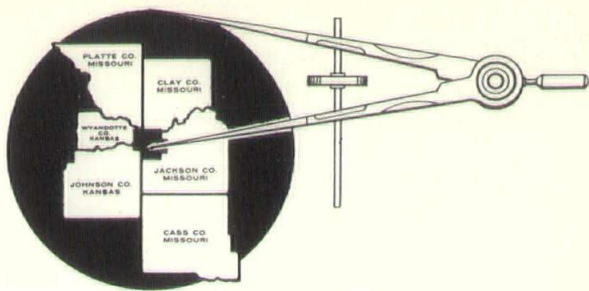


In the picture above, left to right, Mrs. and Mr. Wentworth Griffin and Mrs. and Mr. I. Lloyd Roark, Jr., look over the new Benton mural and the scaffolding he used to paint in the sections of the mural near the ceiling.

In his talk preceding the reception and museum tour, Benton described himself as a historical painter in the 19th Century sense, and explained that all he wants any viewer to get from his painting is that it looks real.

"Research depends on how much knowledge your patron has," he pointed out. "You all know the patron I had (former President Truman) and it had to be accurate."

President and Mrs. Truman were unable to attend as they had planned, due to a death in the family.



PLANNING FOR THE GROWTH IN METROPOLITAN KANSAS CITY

This article, By James W. Stephens, Assistant to the President, Missouri Public Service Company and President of the Metropolitan Area Planning Council, explains the primary reasons for establishing a planning authority and the importance of such a council to the Metropolitan Kansas City area. Several Chapter members are serving on the Board of Governors of the Area Council.

Metropolitan Kansas City holds no unique position in the United States today as a community with growth problems. From New York to California, and from the gulf coast to Canada, metropolitan centers are concerned with core city difficulties, exploding suburbs, traffic congestion, air and water pollution, socio-economic conditions, land uses, water supply and myriads of other related problems. Kansas City, like most of the other metropolitan centers, is pioneering in the field of regional planning and searching for a means of solving its problems in the best manner possible, engineering-wise and economically.

According to the preliminary census figures available, the Kansas City metropolitan area contains a population of 1,056,755 people. The urbanized portion of this area lies principally in five counties, namely, Johnson and Wyandotte in Kansas, and Clay, Platte and Jackson in Missouri. Cass County was included in Missouri as a portion of the metropolitan area, for planning purposes, principally because of the rapidly growing suburban areas to the south and east of the central city of Kansas City, Missouri.

Kansas City's metropolitan complex is spread over a number of natural and man-made boundaries. It is cut by the meanderings of the Missouri, Kaw and Blue Rivers. It has rugged terrain that effectively separates and isolates areas of land use. The total area lies in two states, parts of six counties, and 87 municipalities. Governmental units such as school districts, fire districts, sewer districts, and many other such districts comprise a total of over 500 service dispensing units.

The complex problems of such an area prompted the elected city and county officials to encourage the organization of a citizens planning organization to study the problems and stimulate planning for a solution thereof. This was the beginning of the Metropolitan Area Planning Council some four years ago. This council was formed in an effort to encourage cooperation and planning between all of the areas making up the metropolitan complex.

The 150-man Board of Governors was drawn from each of the six counties surrounding the central city. This procedure was followed to enable each county, regardless of population, to have equal representation. The Executive Committee is composed of three elected representatives from each county plus six members at large. Elected officers of the organization are the president, first vice-president, second vice-president, secretary, and treasurer. The only paid staff includes an executive director and office secretary. The annual operating budget is \$24,000.00. Financing has been largely by contributions from industry, counties, and municipalities interested in promoting area cooperation and planning.

Community Studies, Inc., a Kansas City research organization, has served as the technical research arm of the Metropolitan Area Planning Council. In 1957, Community Studies in conjunction with the purposes and objectives of the Metropolitan Area Planning Council, received a Ford Foundation grant of \$150,000 to initiate and stimulate interest in metropolitan area planning problems and cooperation in the Kansas City area. This three year grant of \$150,000 was matched by contributions from the local metropolitan area. With the aid of the Ford Foundation grant, metropolitan planning studies were begun. Special aerial photos were obtained for the entire metropolitan area to provide basic data for a large inventory and fact gathering survey involving land uses, populations, distribution, technical features, problems in growth in relation to commercial, industrial, residential, public and semi-public uses and transportation facilities.

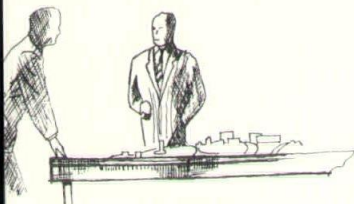
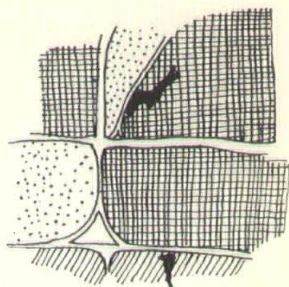
Early this year the Ford Foundation and the Kansas City Association of Trusts and Foundations announced a new grant of \$250,000 over a four year period to initiate and carry through a program of research and study of Kansas City metropolitan area problems. This work will be carried out by faculty and Ph.D. candidates from three area universities; namely, Missouri University, Kansas University and Kansas City University. The work will be done under the supervision of two departments of Community Studies, Inc. One phase of the program will deal with government affairs and physical planning and the other will deal with social problems and education. Fellowships will be issued the faculty and graduate students who will work with Community Studies and the Metropolitan Area Planning Council on the study of area problems and research. The research subjects to be developed will depend upon the interests of the students, the needs of the community, and research programs already underway.

A glaring deficiency is noted when we consider that the metropolitan area continues to grow in the absence of an overall integrated plan for the multitude of municipalities and counties making up the region.

COMPREHENSIVE COMMUNITY PLANNING INCLUDES

LAND USE PROGRAM

determines from the nature of the topography, proximity to transportation and utilities, and influence of adjoining areas, the best use for the land; i.e., agricultural, residential, commercial or industrial.



CITY PLANNING

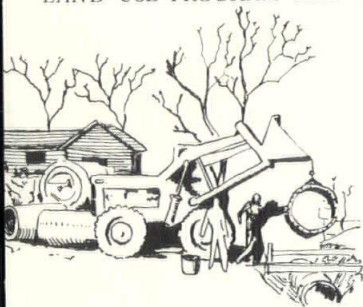
is based on a sound land use program, involves location of major thoroughfares, buffer strips between incompatible uses, etc. This sustains property values and consequently high tax revenues.

BUILDING CODES & ZONING REGULATIONS

Building codes insure safe structures, zoning regulations assure development according to the plan.



UNENFORCED BUILDING CODES—ZONING REGULATIONS NOT BASED ON A SOUND LAND USE PROGRAM AND CITY PLAN ARE TOTALLY WITHOUT VALUE.

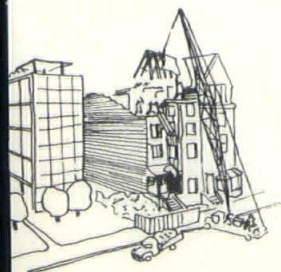


PUBLIC WORKS PROGRAM

is developed that dovetails with the city plan in order to provide public facilities most economically.

OTHER PUBLIC AND SEMI-PUBLIC BUILDINGS

recommended locations for schools, hospitals, libraries, etc., based on area development are included.



URBAN RENEWAL

preliminary studies of areas that may be eligible as urban renewal projects are included. Complete consultation services on all phases of urban renewal are available with this firm.

The concept of zoning presupposes a master plan as a guide to determine zoning. The absence of an over-all master plan means that existing zoning should be of an interim nature, with adequate zoning in the offing to be based upon a land use plan. Currently, there are only five cities and one county in the metropolitan area who have completed a master plan report. These are the cities of Liberty in 1934, Kansas City, Kansas in 1941, Kansas City, Missouri in 1947, Lee's Summit in 1958, North Kansas City in 1960. Independence is completing a report scheduled for 1960.

The Metropolitan Area Planning Council purposes can best be stated by quoting from the By-Laws and Articles of Agreement.

1. To promote, encourage, and assist in the development and improvement of the physical facilities and surroundings in which the general public of the Metropolitan Area live and work.
2. To make and cause to be made investigations, surveys, and studies relating to general and particular plans for the development and improvement of the area and to disseminate and distribute such information to the general public.
3. To assist and cooperate with all agencies interested in and equipped to carry on activities as previously mentioned.
4. To furnish an agency where all plans and programs for community development may be examined and through education to promote public support of such plans and programs.
5. To promote the interest of the general public in the physical, cultural and educational development of the metropolitan area.
6. It is not the purpose of this association to engage in partisan political affairs or intervene in any political campaign on behalf of candidates for public office or to engage in carrying on propaganda or otherwise attempting to influence legislation.

It has been the aim of the planning council to coordinate and disseminate the results of all planning which has been done by all corporate bodies and areas in the entire region. The aims of this voluntary citizens group are relatively simple. In brief, it might be said that the goal is to stimulate and encourage community cooperation and coordination and to accomplish this by means of informing and educating the citizenry which make up the metropolitan region.

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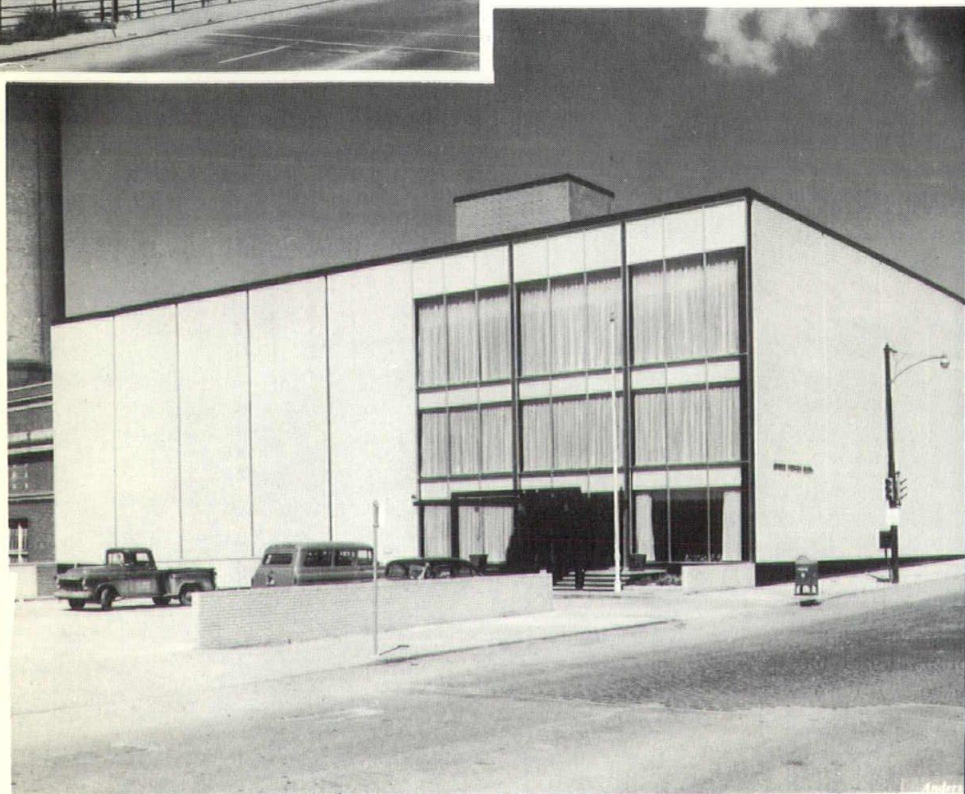
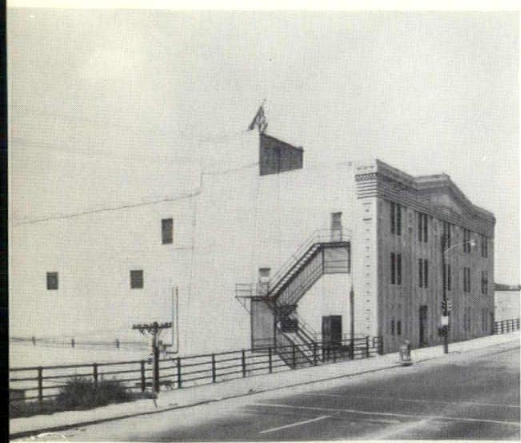


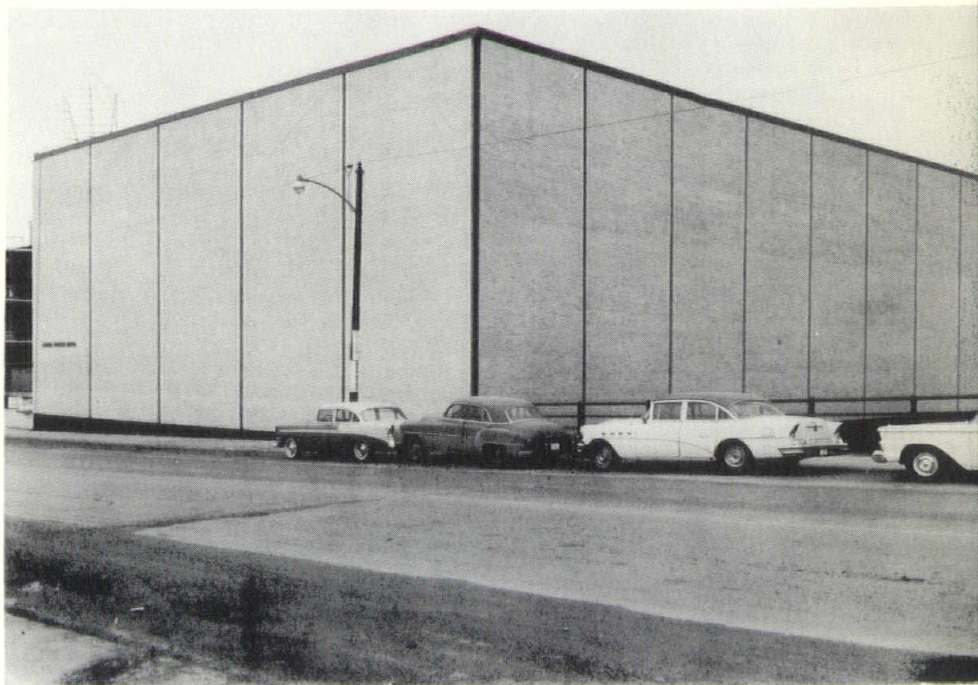
ARMED FORCES BUILDING

2420 Broadway at Pershing Road
Kansas City, Missouri

ARCHITECTS: GEIS - HUNTER - RAMOS

The existing structure (the old Terminal Warehouse Building) was of reinforced concrete construction. The exterior has been covered with brick facing and a new entrance constructed at the southeast corner of the building. All office area ceilings are acoustically treated; material partitions are of the movable type and new tile flooring has been installed. Areas are also air conditioned and heated by means of individual units located on each floor.





Total building area is 78,000 square feet, with 60,000 square feet of office space. W. D. Ray and Ralph W. Rice, Jr., as the Third Recon Corporation, were the clients. Present tenants are Army, Navy and Air Force personnel.

The elevated parking deck on the south is planned for a 130 foot future extension in depth. Parking is now available on the Broadway level and on the lower deck level.

THE PSYCHOLOGY OF COLOR

PREPARED BY THE

PUBLIC RELATIONS DEPARTMENT

AMERICAN TELEPHONE AND TELEGRAPH CO.

Thrilling color! It's half the fun of a color-TV program, the beauty of a landscape—and an amazingly important factor in determining how we feel and what we buy.

Right now, are the walls around you painted blue or green? If they are, according to a psychological study made at Johns Hopkins University, then you are probably more calm and relaxed than you would be if the walls were a neutral color such as grey. The room seems larger than it actually is, for things that are blue and green tend to recede into the background, appearing farther away than they actually are.

Warm colors such as red, yellow and orange, on the other hand, tend to stimulate you, according to the Johns Hopkins study, and to seem closer than they really are.

Color preferences tell a lot about a person. Do you favor the stimulating, advancing colors? Then the chances are you're an extrovert—or someone who wishes he were more outgoing. Quiet, restrained folk prefer cool shades of blue and green. And for some unexplained reason, beige, slate blue, ivory and other subtle hues obtained by mixing colors tend to be popular with executives and those of better-than-average educational background.

Equally intriguing are other unanswered hue-done-its. Why, for instance, should dark blue symbolize steadfastness to those of Western European descent . . . trouble to the Cherokee Indians . . . and death to the Chinese? Why does a blue light make people feel that

time is passing quickly . . . yet actually **retard** the growth of plants?

Regardless of personal color preferences, nearly everyone is a color conservative in the sense of expecting—and sometimes demanding—to see certain colors in certain places. Many people would look with a jaundiced eye, for example, on a doctor who painted his walls bright orange; that flaming hue wouldn't square with the cool, reassuring competence we expect from the medical profession.

But taste for color can also be cultivated. Auto makers provided this in the past decade, to the point where a black car has become almost a rarity in the country.

Maybe even more significantly, the same thing seems to be happening with a basic, near-universal ingredient of the home — the telephone. Since their introduction some five years ago, more than ten million color phones have been installed in American homes and offices. And a new telephone survey shows that close to 40 percent of all telephones being installed in homes today are colorful conversation pieces.

Which phone colors are people choosing for their homes? The leader by an overwhelming margin is white. Next come beige and pink. The other shades, roughly in order of preference, are ivory, yellow, green, blue, gray and red.

The unquestioned preference for white seems based in several factors. For one thing, white, with its fortunate penchant for "going well with furnishings," has emerged as an extremely popular decorator shade. Also, white can be a very dramatic color note in a room, and, let's face it, is far from a black phone as one can get. In addition, there seems to be a special luxury connotation to a white telephone, perhaps stemming from the specially-painted white phones that were often associated with silken movie and stage sirens of the thirties.

Market researchers have unearthed some equally colorful findings that help explain why you buy as you do in supermarkets and department stores. Brown will sell coffee, baked beans or tobacco, but it won't do a thing for hardware, which moves fastest against a blue backdrop.

On a margarine package, a cake of blue ice meant mood indigo for the manufacturer, who found his customers getting colder every day. Market researchers found the reason: the blue ice started the shopper on



"Gregory isn't a true Beatnik...he has a colored telephone."

the wrong train of thought—blue ice . . . lifeless . . . unnatural . . . synthetic! A new drawing of the margarine bar against a background of colorful flowers evoked the more positive associations of life, health, nature—and sent sales shooting up.

Health as well as wealth is affected by color. Mental hospitals are experimenting with color therapy, soothing hysterical patients with blue, stimulating the depressed with yellow and igniting a spark of life in the extremely withdrawn patient by using red and orange.

A different kind of color therapy was practiced by primitive medicos. Their method: banish a disease with an object of the same color. Russians used to fasten nine skeins of red wool around a child's neck to ward off scarlet fever. The ancients thought jaundice could be cured by gazing at a bird called a stone curlew, whose bright yellow eye would surely "draw off" the disease. Among the ancient Hindus, and in many modern African tribes, rainmakers would try to lure black rain clouds by dressing in black, eating burned-black food, and sacrificing black cattle!

One of the oddest aspects of color psychology is the way different nations look at color. White, not black, was the color of mourning in ancient Rome and even in modern China. Red meant heaven to the ancient Chinese, goblins to the neighboring Tibetans. Blue is hated by an Armenian tribe of nomads—their worst curse is "May you die in blue garments!"

The Cherokees symbolized not only qualities but directions with color. Red was east and success; blue, north and trouble; black, west and death; white, south and happiness.

See you southeast—and have a colorful trip!

NEW MEMBERS



J. DAVID MILLER

J. David Miller joins the Chapter's Corporate membership. He is a partner in the firm of Hollis & Miller, Overland Park, Kansas and has been a member of the Chapter since 1954.

Born in Independence, Dave attended Northeast High School in Kansas City and received a B.S. in Architectural Engineering from the University of Kansas. He is licensed in Missouri, Colorado and Nebraska.

ARCHITECT PUBLIC RELATIONS

BY MARVIN J. GERSTIN

WASHINGTON, D.C.

REPRINTED FROM THE MARCH, 1960

POTOMAC VALLEY ARCHITECT

The architect, like a coelacanth, is a living fossil—the last remaining vestige of aesthetics at work in our business community.

Certainly art has painted itself into an abstract corner. Poetry is a private language less accessible to many than the study of Russian. In the world of music, one of our accounts had the bright idea this Christmas of advertising the classics as business gifts. Without his regular following of intellectuals, diplomats and architects, this merchant's Christmas would have been calamitous.

The architect, of all artists and philosophers, comes closest to the heart of our business world. He is the barometer of its operation and expansion, and nothing can be done in commercial or industrial endeavor without bearing his imprint.

At any rate, in this expanding economy the business world can't expand without an architect. **The stature of the architect in the eyes of his client, his ability to control or direct the client, and the pile of brick the architect leaves behind become tremendously significant to the rest of us.**

We ordinary citizens may be impotent in our ability to zone or not zone, direct budgets and tell where roads will go. We live in the houses given us, walk miles inside shopping centers. But for one fleeting moment there, the architect has our lives in his hands. **He can come out great and "delight the senses," as one of the fellows so frequently says. Or he can collect his fee and run.**

Admittedly architect-client relations are an intricate, difficult subject. This is no agitated demand for architects to stand up and fight. Let public relations do some of the fighting for you. Public relations in a sense is an attempt to instill or earn respect. Respect for your profession in general must lead to respect for the individual, and perhaps some alleviation of the tensions that invariably exist between architect and builder, businessman and dreamer.

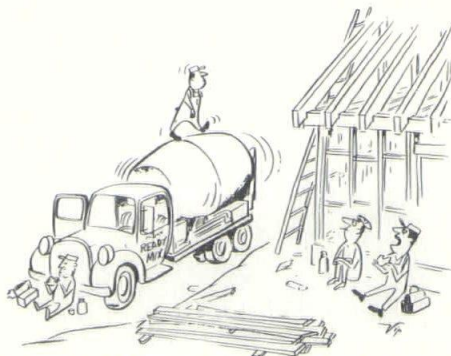
No patient would conceivably stop the operation and direct his doctor to cut a little this-a-way instead of that-a-way. Doctors have stolen a march on us in the field of public relations. Yet the training and enormity of an architect's job, say, on a 9-story apartment building is certainly comparable to a critical operation.

The architectural fraternity can do a lot more than it does to establish its dignity and importance in our community. Architects are too reluctant in presenting opinions to the public. They are not politically active enough as a distinct, organized group.

They are not socially active in community affairs. They are not opinionated enough as a body (but ask any architect a question at a party and you'll find he's brimming over with articulate answers). Somewhere, behind closed doors he has mulled over many a significant problem.

Architects don't protest enough or lead enough. At the last Park and Planning Commission hearings not one architect offered testimony. Neither Potomac Valley nor the downtown chapter was represented. I haven't seen a letter to the editor from an architect since the Capitol Dome incident. German rocket scientists have better public relations and speak with more authority on American affairs than architects.

This is quite dismaying to the rest of us folks, because we would like to live in that better designed environment you talk about. Please try some organized, self-opinionated, stature-increasing public relations. Then, when the client says, "Go ahead, you're the doctor," you can solve a lot of our problems.



"He always takes a long walk after lunch."

For your enjoyment courtesy Potomac Tile Manufacturing Co

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	YALE UNIVERSITY New Haven, Conn. — B. Arch.

TOTAL — 51

The Accredited List is revised annually and is valid only until the next list is issued.

Normally, schools are visited at five year intervals. Accreditation is given for five years, subject to Board approval of an Annual Interim Report submitted by each school.

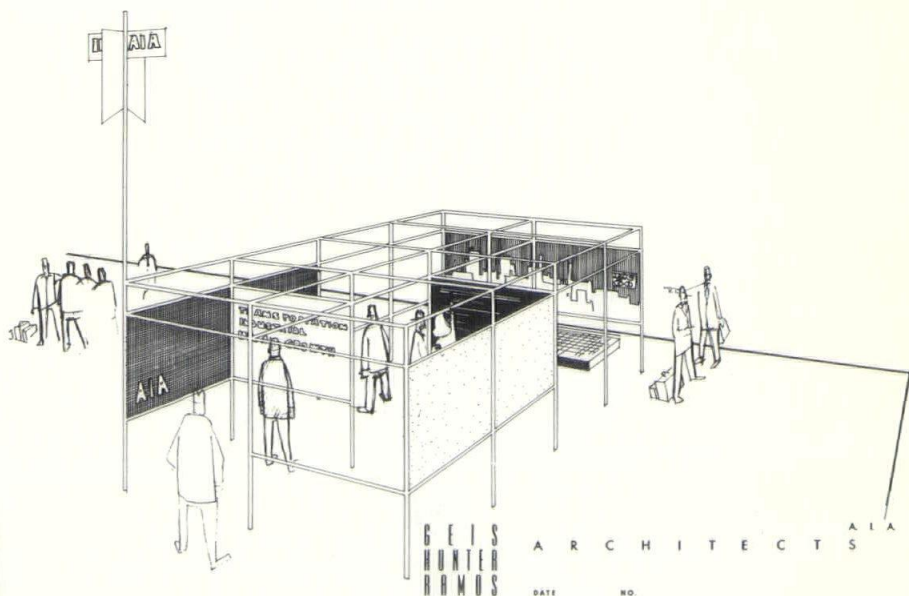
The Term "Provisional" indicates that the school accreditation is for less than the normal five year period.

CHAPTER NEWS

● The Chapter was requested by the Kansas City Chamber of Commerce to design the major exhibit for the K.C. Salute to Industry Week, July 5-11. A special exhibit committee of Gene Norton, Porter Smith, Jim Taylor, Don Trent and John See, with Chris P. Ramos as Chairman, handled all of the arrangements. The exhibit, relating the KC/80 concept and our ideal transportation facilities to area industrial growth, was located in the northwest section of the Union Station. A drawing of the exhibit appears below.

About 50 Kansas City business firms had smaller exhibits in various locations around the city.

Ceremonies to mark the opening of Salute to Industry Week were held at the AIA exhibit Tuesday morning, July 5. Herbert M. Wiggs, Chamber of Commerce president and Angus McCallum, Chapter president, spoke briefly.



Several local suppliers helped make the exhibit possible by donating materials and labor. They are: The Henges Company (partitions); Surface Paint Company (paint); the Graybar Electric Company (lights); Monarch Electric Company (wiring) and the Azrock Products Division of Uvalde Rock Asphalt Co. (floor tile). The cooperation and assistance of these firms is very much appreciated.

- The newsletter of the San Joaquin, California, Chapter recently carried the following analysis of annual Chapter reports for 1959 — about 65 percent of all the Chapters in the country have periodicals carrying the Chapter message to its members. About 30 percent have full or part-time executive secretaries, and nearly 30 percent meet 12 or more times per year with another 35 percent meeting 9 to 11 times per year.

- A recent AIA Document of the Month was the California Council, AIA "Reference Manual for School Construction Inspectors." The California Legislature, to make certain that the integrity of the design is protected by competent inspection, requires that school districts must provide continuous inspection on all construction projects. The California AIA Council designed the manual as a general reference tool for the project inspector and not as an all-inclusive description of duties, responsibilities or working relationships of the school inspector. The Chapter office has only the one copy, which can be borrowed, or copies may be ordered from the California Council, AIA at one dollar each.

- The office of John E. Brink, Kansas State architect, has sent us the following memo:

Attention is called to Sections 904, 905, 906, 907 and subsequent sections of the National Building Code, if applicable, concerning soil and foundations. Effective on receipt of the memorandum all drawings submitted to this office (for review and statutory approval) shall provide the following information:

1. Location of borings (soil determination).
2. Graphic log of borings clearly indicating the type and horizon of each material.
3. Bearing values used for bearing strata.
4. Statement that the data listed above was furnished to the structural engineer for proper use.

● The Philadelphia Chapter, AIA, has already mailed a descriptive folder about the special events planned for the 1961 Convention to architects. The preview of Host Chapter events includes tours, a buffet supper, exhibits, a concert by the Philadelphia Orchestra, teas, theatre events and visits to the homes of local architects, spread over the week of April 23-28, 1961.

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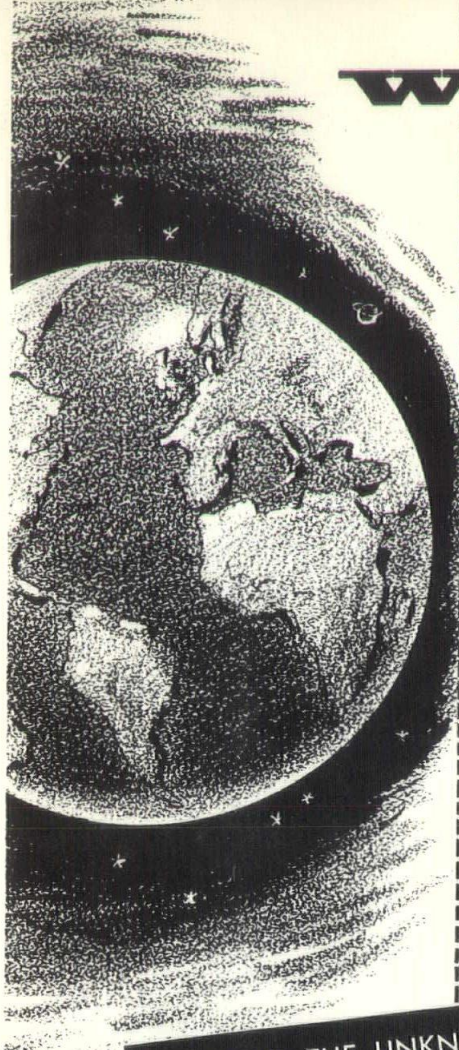
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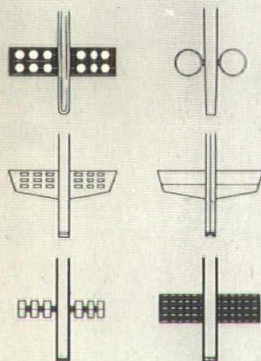
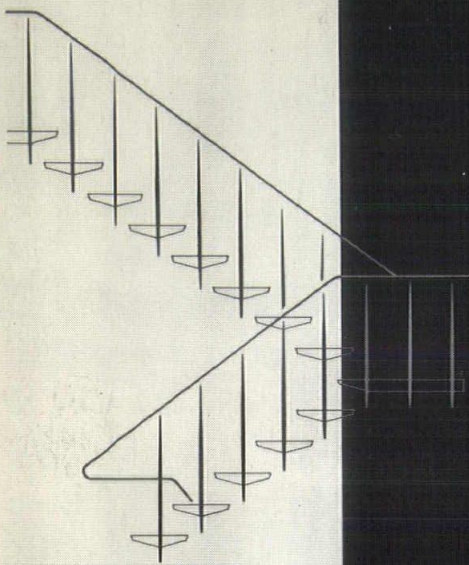
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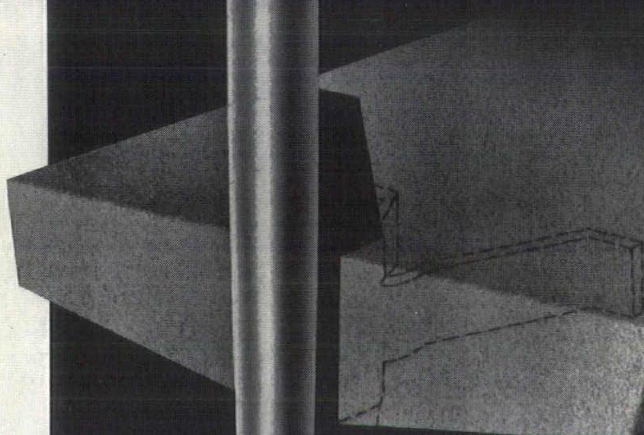
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