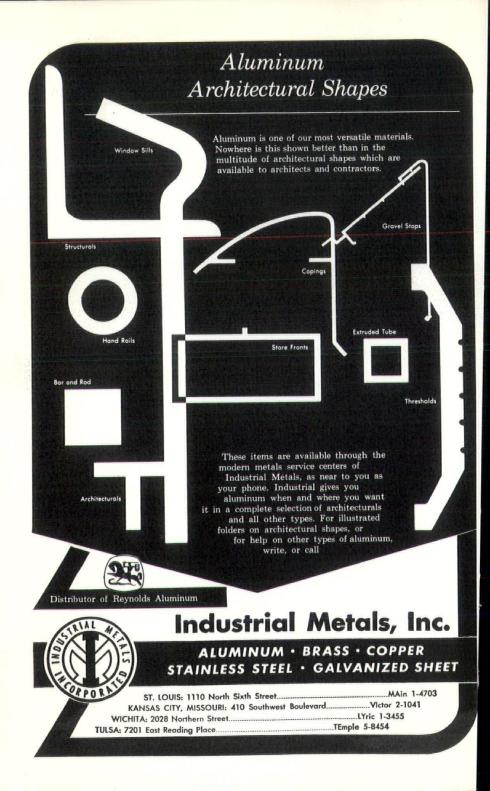


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SKYLINES

THE OFFICIAL MONTHLY JOURNAL OF THE KANSAS CITY CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

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ITORIAL BOARD

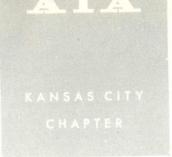
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Frank Grimaldi

THE PRESIDENT'S PAGE

On the weak assumption that our personal report on the Dallas Convention in the June SKYLINES constitutes a start on a regular president's column, we proceed in this August issue with a message dealing with the general category of communications.

This category is not only general – it is specific, it is difficult and it is nebulous. For example, a lack of communications between the man responsible for this maga-

zine and the man writing this column results in the fact that you are reading this message in the August issue rather than the July issue.

A further example is the simple fact that you are reading this, which brings us to the specific consideration we are concerned with here – communication between the architect and the people who have products and services in which he is interested.

The point we want to make is the fact that SKYLINES is the one publication which Kansas City architects read with real interest. An advertiser with a message in these pages is sure to get the attention of the architects in this area.

Every day an architect is deluged with direct mail promotional literature of every variety. Once each month, the mail brings a copy of SKYLINES – and this is the one item he is sure to read through.

From the advertiser's standpoint, space in SKYLINES not only assures prime exposure to the architects, but also enjoys close attention from construction contractors, sub-contractors, building owners, school officials, public officials and others related to the construction industry.

This magazine is the official communications medium between the architectural profession and the various segments of the construction industry in this area.

For the members of our chapter, these considerations should be kept in mind.

Continued interest and support of the magazine itself.

Development of good relations with the representatives of the companies which offer quality products and services for the buildings we design.

Particular attention to those who support the Kansas City Chapter, A.I.A., through the media of SKYLINES.

ON LABELS AND LANGUID LANGUAGE

By Hal Hazelrigg

The following is the text of a recent talk given by Mr. Hazelrigg to the Houston Chapter, AIA. Mr. Hazelrigg's firm is public relations counsel to the Houston Chapter.

While individual architectural public relations is the overall subject of the address, much of the material is concerned with architectural political action. Whether or not you agree with all of Mr. Hazelrigg's remarks, we believe you will agree that it is a stimulating and provocative message.

Tonight, I would like to discuss the public relations of architects as individuals.

This is not intended to be a sermon, a political exhortation, or a lecture – although it may seem to contain elements of all three.

My theme has been selected and I am addressing it to each of you because of my regard for your personal achievements. If you consider this a compliment – it is so intended. If you consider it flattery-you are mistaken.

The path to professional recognition, as an architect, climbs a steep hill. Steep enough, I'm sure, that many of you must have been winded by the time you reached the peak. But reach it you have or you could not proudly claim the AIA symbol of professional competence.

It is mathematically certain, I suppose, that one or more men can possess the artistic skill and the attendant scholarship essential to receiving an academic degree in your field without possessing as well a

concomitant degree of unusual intelligence.

Considering that this phenomenon may be true only of a negligible percentage of the whole, I am assuming tonight that I face an audience o extraordinary intellectual capacity.

It is important that you understand a the outset that I am sincere in thi attitude. It is not, therefore, the fac of your intellect that I want to cha lenge — it is your use of it.

There are three points I want t explore with you: So that we may a operate from the same basis, for pu poses of this discussion, I will defir public relations generally as I unde stand it. We then will look at i dividual public relations, particular as they apply to architects. An finally, I will ask you to consider n conclusions relative to the extr ordinary importance of public rel tions as a communicative activi beyond the normal concept public relations.

What is public relations, anywa

Fundamentally, in one sense, public relations is simply the opposite of private relations. You may be an exemplary husband, father, son, friend, or neighbor – if so, your private relationships must be quite good. Good, bad, or indifferent – they are relationships conducted in the privacy of your nome, your yard, or your immediate tocial circle.

Beyond this point – your relationships re public, ergo, they are exposed p public view.

you design a building so to your lient's satisfaction that he credits ou to others, your customer relations re good. If you and your brother rchitects perform some civic project concert, your community relations re good. And so on – through such oups as the press, suppliers, emoyees, labor, voters, men, women, ildren, government agencies, etc.

he problem might be stated fairly is way: Too often we forget – don't alize – or just simply don't know e sharp distinction between public d private relations. We conduct ourlves as though in private – little ulizing we are exposed to the public.

at you do in private is pretty much closed matter between you, your ascience, and those few people with om your relationships are private.

what you do in public affects ry other person who is identified n you: Other architects, other ustonians, others of your religious suasion, others of your expressed itical persuasion, other Americans.

ther - the more prominent you are

personally or as an identifiable member of a prominent group — the more influence you have on the attitudes of others.

Owning great wealth, for example, carries with it great responsibility because not only do a large number of people who have acquired wealth delude themselves in believing they have concurrently acquired wisdom.... but many without riches fall prey to the same delusion about the wealthy.

Certain groups have a public reputation so strong they can withstand rather formidable assults. Others have public relations so weak that every discrepancy among their members castigates the entire group. If a school teacher or a Boy Scoutmaster commits a crime, everyone is shocked at such departure from the accepted norm. If a policeman or a politician commits a crime – a great many people are not shocked at all...as though this is no more than may be expected.

By jealously protecting malefactors in their respective professions, two of our noblest professions have produced a considerable degree of suspicion among lay people – if we may rely on opinion surveys. I have never understood why these two professional groups apparently haven't considered the improvement which would result in their collective public relations if they were to initiate the condemnation of the unfit in their ranks – rather than trying vainly to create public relations veneers of infallibility as groups.

What about architects? Are you the artists with engineering training or

engineers with artistic talent? Some of you will debate one way; others take the opposite view.

To the public, however, it may not matter much. You are expected to have skill both in the structural stability of your designs and in the esthetic design of your structures.

Importantly, you are regarded generally as possessing unusual intelligence for the reasons I have given. This attitude is notwithstanding the reputation for eccentricity which sometimes prevails....as it often prevails among conformists for non-conformists.

The fact remains: You are accorded respect by the man on the street. And because he respects you, he will follow you. And this imposes upon you the responsibility of the wealthy – because next to wealth, followers respect intelligence. (Many people resent both...but they respect both.)

It is unfortunately true, also, that some men of intelligence, albeit specialized, delude themselves by equating intelligence with wisdom whereas the two are not indivisible.

And here we come to the meat of the subject:

It behooves you to wear the mantle of intellect with care....to carry the baton of leadership with awareness.

We are living in the midst of troubled times. Whenever were they not troubled? We live in the shadow of death — from nuclear war. Whenever were we not subject to death — and is death any more or less permanent with regard to its cause? We are subject to losing our nation — to the Communists, to the Radical Right, to the Insidious Left. Whenever was this country on dead center without inequity?

Is crime truly more prevalent – or is the disclosure of crime more efficient? Is juvenile delinquency really a recent phenomenon or illiteracy an obsolete one?

Such provocative questions as theseor ones of equal magnitude – have been with us always. The aborigine was no less frightened of lightning than we are of nuclear missiles. The first European to scale the Rock Mountains must have had courage a least equal to Colonel Glenn's i scaling new peaks of space.

Why is it, then, with all the exper ences mankind has undergone, w have not gained better understandin of the value of virtue and the futilit of evil? I propose to you that it because man, in general, has n carefully or effectively utilized th communicative characteristic human intelligence. Man is di tinguished from all other animals I his highly developed power to rease and to give expression to his rease ing through equally highly develop communications.

Many of us are frustrated – madde ingly frustrated – because the colose failures of socialism during the po 3000 years in civilization and for t past 30 years in this country are r equally obvious to all men of intel gence.

Many of us are frustrated because merits of liberalism and humanit ianism are so blindly resisted a by men of intelligence. We now are choosing sides – some of us, at least – to try to outvote our opponents at the ballot booth next Saturday. I – of course – will vote for the best candidates. Those who vote otherwise are charlatans serving selfish interests or are fools serving none.

Seriously, for whom shall I vote? The Conservative Republican or the Conservative Democrat? The Liberal Democrat or the Liberal Republican? Or shall I choose the candidate who avows his devotion to the middle of he road – knowing full well he cantot literally sit in the middle of the hisle which divides the philosophical eft and right of every legislative ody in the land?

o be Conservative in some quarters, ne must also be a racist and segreationist. To be a Liberal in some reas is to be an advocate of dictaprial government.

ust what the devil is a Conservative a Liberal? How can Texas Republianism be altogether Conservative and New York Republicanism all iberal? Conserving of what? Liberal ward who? Actually, only cursory camination is needed to discover that ere are economic conservatives as all as social conservatives, social berals and economic liberals. wither, within these categories are any sub-categories.

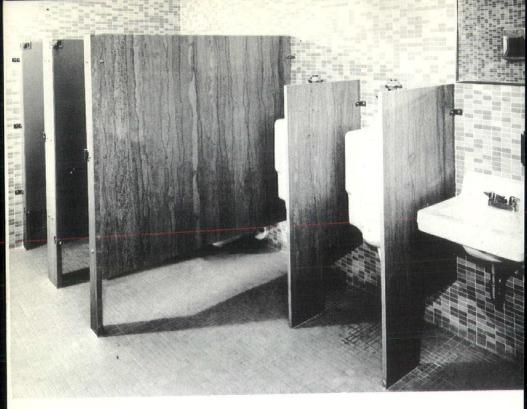
rein, I believe, lies a sad tale.

have become intellectually lazy – use labels as crutches for experice or understanding. And then we n't even bother to define the labels curately. "Conservative" and iberal" are not carefully defined bodies of philosophy....they have become great shields against which we expend our energies whaling away with mace and sword.

I believe in public welfare programs... because I have personally experienced and observed the tragic need for them. am against federally-financed welfare programs because | have seen how wasteful they can be. I have firsthand knowledge of the dire need for better law enforcement.....and the vicious results of poor law enforcement. I understand from personal experience the need for organizations of working men....and I have felt the effects of self-promoting union leadership.

I have had personal experience with Communist pressure, on the one hand, and federal bureaucracy, on the other. I can name an attorney who defines the United States Constitution as an archaic, obsolete document of capitalism. I can name a high ranking executive who will tell you quite candidly that he has knowingly voted for Communist candidates for public office. I can name another very wealthy individual who has flatly said there should be nowelfare programs at all... that people should earn their bread or starve.

Because of a series of rather extraordinary circumstances, I have had the opportunity to observe human nature in an unusually broad spectrum. As a result, I have reached a number of quite definite conclusions: The foremost of these is that we live today like so many rabbits in a warren.... each hutch with its own label. And it (continued on page 25)

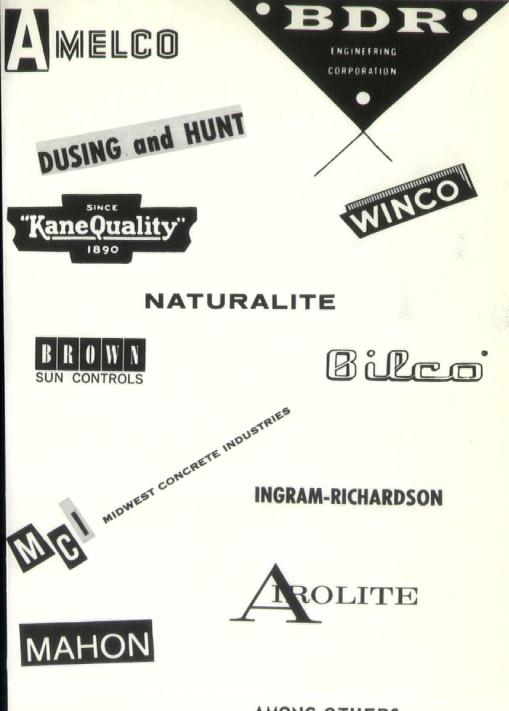


This is a Stallpack installation – clean, rustproof, and permanent. Shown here are two standard Stallpack marble enclosures and two matching urinal screens. Each stallpack includes gleaming Ozark Grey Veined marble stiles and partition, metal door with baked-on enamel finish (birch door optional), plus a complete set of quality chrome-plated hardware that will not rust or corrode. The hard, Group A Stallpack marble stays shining clean with little effort, will last for the life of your building without trouble or repair!

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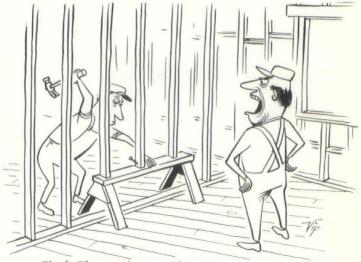
ARCHITECTURAL SCHOOL ENROLLMENT UP

Hal Hawkins, Springfield, recently compiled some interesting facts about enrollment in the 61 member schools and 14 associate member schools of the Association of Collegiate Schools of Architecture. His figures cover the last three school years and show, among other things, that the seven architectural departments and schools in the Central States Region are more than holding their own against the national averages. While the increase in enrollment nationally for the 1960-61 school year was up 19 per cent over 1958-59, the Central States' average was up more than 28 per cent.

National figures (57 member and associate member schools) are:

	1958-59	1959-60	1960-61	
Total enrollment	14,014	15,479	16,680	+19%
New students	4,746	4,602	5,032	
Full-time faculty	761	839	875	
Total degrees granted	1,755	2,040	2,203	
(Bachelor, Master and Doo	ctorate)			
The breakdown for the Region follows:	seven sch	ools in t	he Centra	States
University of Kansas				
Total enrollment	264	274	300	+13.6%
New students	74	84	82	
Full-time faculty	19	18	18	
Total degrees granted	24	36	47	
Kansas State University				
Total enrollment	241	246	378	+56.8%
New students	61	51	103	
Full-time faculty	16	17	21	
Total degrees granted	38	45	56	
Iowa State University				
Total enrollment	253	249	307	+21.3%
New students	80	86	126	
Full-time faculty	10	10	11	
Total degrees granted	16	15	25	

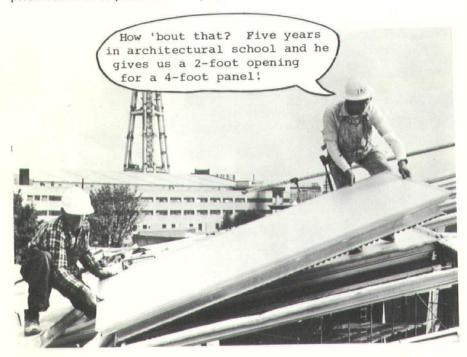
University of Nebraska	1958-59	1959-60	1960-61	
Total enrollment	149	178	212	+42%
New students	60	90	90	
Full-time faculty	7	8	8	
Total degrees granted	24	30	29	
Oklahoma State University				
Total enrollment	184	243	280	+52.1%
New students	46	50	70	
Full-time faculty	9	10	10	
Total degrees granted	25	20	28	
University of Oklahoma				
Total enrollment	226	213	241	+6.6%
New students	72	73	44	
Full-time faculty	9	10	10	
Total degrees granted	34	25	26	
Washington University				
Total enrollment	185	183	195	+5.4%
New students	55	50	53	
Full-time faculty	9	9	12	
Total degrees granted	20	21	15	



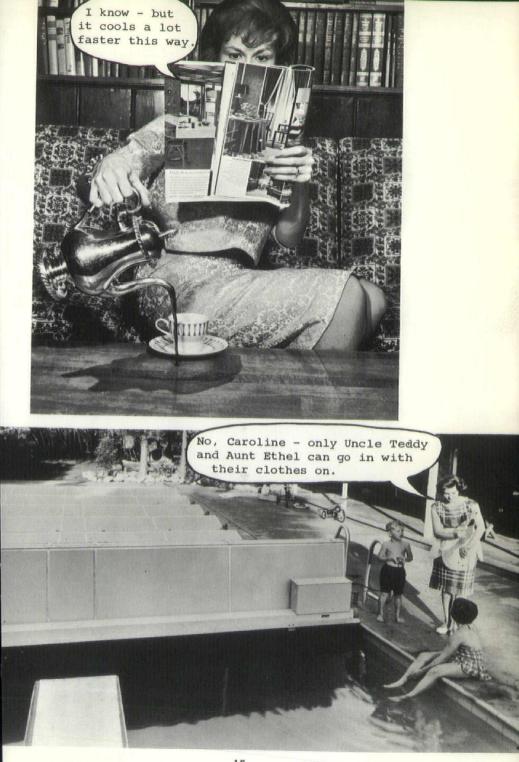
"Look, Filstrup. I don't care if you did cut some too short...!" For your enjoyment-courtesy Pomona Tile Manufacturing Co.

NOT IN THE SPECS ---

A hundred or so press releases cross the Editor's desk each month. They are about everything from personnel changes to new products. Obviously, most of them cannot be used due to space limitations and for other reasons. In going through a few weeks' accumulation of these releases the other day, we found ourselves mentally putting cartoon captions on some of them. The idea is not original with us, by any means, except the application of it to press release photos.

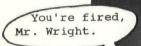






This one fits O.K., Bill, but you better try again on that other one.

That dopey carpenter m gone to Denver for his









I never saw anybody make such a fuss over losing a lousy quarter before.

> Are you still using that greasy kid's stuff on your hair?

Re II

NOT IN THE SPECS ----

Since someone went to some work to prepare these releases originally, it seems only fair to give the real captions for each photo. By number, they are:

1. Workmen place one of 3,700 four by eight foot alumin um sandwich panels in place on the roof of the Coliseum of Seattle's World Fair. Panels are designed to provide an acoustical ceiling for the giant structure, as well as an insulated roof. They were designed and fabricated by Reynolds Metals Company, Richmond, Va.

2. "Automatic Keep-Warm" control system is now available on Caloric Ultramatic built-in gas ovens. When cooking is completed, it automaticcally holds food at serving temperature.

3. Oops! There's a bit of a slip 'twixt the pot and the cup. Although steaming hot coffee stains most conventional tables, this particular one is protected by a new high-gloss, air-dry, wax-free polyester coating just developed by Allied Chemical Corporation. With this polyester coating, wood furniture is impervious to coffee, alcohol and even nail polish remover.

4. Mothers, especially, relax when their swimming pools are protected with a permanent, all-metal Pool-Deck cover. Owners may leave their pools unattended for minutes, days, or even months and be sure that children and/or adults cannot enter their pool without permission, for the cover locks into place, opens and closes accordion-style automatically via a removable switch cord. Although Pool-Deck was designed with safety as the prime consideration, some owners report heating, chemical and cleaning costs reduced up to two-thirds, thus helping to pay for the unit.

5. DIRECT-TO-STUD construction technique is shown here as builders prepare to nail Weldwood Early American cedar siding in place. No sheathing is needed with this money-saving plywood construction method now approved by numerous building code authorities.

6. A new storm door – with the exterior made of stainless steel. The door may be delivered in pieces and then put together with a screwdriver and save the homeowner some money. This is the idea of Imperial Stainless Products Co. of Pittsburgh. Allegheny Ludlum Steel Corporation supplies the stainless steel that makes up 99 percent of the exterior.

7. Groundbreaking gets underway for the 38-floor CBS headquarters building on New York's booming Avenue of the Americas, between 52nd

and 53rd streets. The skyscraper was designed by the late Eero Saarinen. Watching the loading of the first truckful of dirt are Thomas Hood, vice president of George A. Fuller Co., general contractors, Edward Saad, project architect for Eero Saarinen Associates and Clarence H. Hopper, CBS vice president for facilities.

The building will be a rectangular, free-standing, granite-clad, sheer tower rising 491 feet, centered on a spacious, granite-paved plaza slightly lower than street level.

8. Thomas P. Downs has been appointed Northern New England representative for Atmos-Pak, Inc., makers of roof-mounted, prefabricated heating and/or cooling units. Mr. Downs will make his headquarters at 224 Walnut Street, Agawam, Massachusetts. His telephone number is Republic 6-3872. He will represent Atmos-Pak in Main, Massachusetts, Vermont, New Hampshire, and Rhode Island, also the counties of Hartford, Tolland, Windham, New London, and Middlesex in the state of Connecticut.

9. A new air-operated closer for dabinet doors of wood or metal is being introduced by Ideal Brass Works, Inc., of St. Paul, Minn. It's a slender cylinder that hugs the cabinet door and permits full use of storage space. Designed to keep cabinet doors safely closed, it completely eliminates the need for any kind of catch.

A cabinet door equipped with the new closer automatically holds open at any angle from 85 to 135 degrees. When you want to close the door, you give it a light touch, and the air-operated closer does the rest – silently. It stays closed, without a catch, and ends banging of heads on cupboard doors. A knurled nylon knob may be adjusted to vary the speed of closing.

10. Harry Bertoia, Berks County, Pa., has been commissioned to create the sculpture for this year's R. S. Reynolds Memorial Award. The award provides an original sculpture in aluminum and an honorarium of \$25,000 to an architect cited for distinguished achievement in architecture with significant use of aluminum.



"For which of you, intending to build a tower, sitteth not down first and counteth the cost, whether he have sufficient to finish it."

St. Luke XIV:28

Architect Wins Award But Design Is Refused

NEW SHREWSBURY, N. J. (AP) — Fellow architects have voted Jules Gregory an award for his church design; the congregation that commissioned Gregory has voted not to use the design.

Gregory recently received a commission from the Luther Memorial Evangelical Lutheran church.

His design won him the award of merit from the New Jersey Society of Architects and the New Jersey chapter of the American Institute of Architects for church design last Thursday.

But the church's members rejected it by a single vote. It required approval by two-thirds of the membership.

A. Edward Lackas, a member of the board of elders of the church, said yesterday that the congregation failed to approvethe plan on May 14—one month before Gregory received the award.

"Ultramodernistic," said the critics.

"A structure of our time," replied Gregory.

Church officials said there still is a possibility that the design may be accepted when another vote is taken. If not, the plan either will be modified or scrapped.

The design shows two elements—a sanctuary and another section which would include the pastor's study, a meeting place, and a classroom. The study, meeting place and classroom would be housed in a low flatroofed structure. The sanctuary, topped by a cross, would be octagonal at its base.

Perhaps you saw this story in the KANSAS CITY STAR for June 24, 1962. Curious about a design that could cause comment all the way from an AIA Chapter award to claims of ultra modernism (whatever kind of criticism that may be), we wrote to architect Jules Gregory for a picture. Mr. Gregory kindly complied with a photograph of the model, which we reproduce below.

THE UNIVERSITY OF LIGHT

The Greater Kansas City Chapter, NECA, and the Kansas City Power and Light Company co-sponsored an orientation tour of General Electric's famous NELA Park Lighting Institute June 26-28. John R. Simms, John D. Hilburn and Joseph W. Shernuk, representing NECA, along with Ken Frohock and Jerry Custead, representing the Kansas City Power and Light Company, hosted thirty-two architects and consulting engineers from the Greater Kansas City, St. Joseph and Springfield, Missouri, areas.

Lighting designs created by architects and engineers should reflect all environmental factors. For this reason, Greater Kansas City Chapter, NECA, and Kansas City Power and Light Company were of the opinion if these designers were to help upgrade the electrical industry they should be given an opportunity to see for themselves and become better acquainted with advances in the field of lighting.



Front row, left to right: H. L. Watson, H. Middleton, R. H. Hollis, R. W. Royer, W. L. Cassell, J. D. Hilburn, J. R. Simms, J. W. Shernuk, W. Sein, V. P. Terrell, G. B. Baru, J. W. Holloway. Second row: T. J. Geraughty, H. A. Scharhag, L. Kresin, K. R. Boyle, J. R. Baker, R. R. Bayles, J. N. DeRigne, C. Kivett, G. R. Hellmer. Third row: D. H. Warren, F. P. McArthur, A. E. Bodner, A. McCallum, H. F. Neville, W. Brunner, H. L. Wagner. Fourth row: R. E. Meyn, W. H. Haylett, Jr., W. K. Frohoch, F. J. Henthorn, J. R. Custead, J. L. Carey, R. G. Mauk, R. Cowling, H. J. Hamlin, J. A. Eggen, Jr. Lighting, as the NELA Park visitors learned, is no longer the mechanical application of fixtures to get footcandles. Light is a design medium – and more. It involves a complete new way of thinking and encompasses almost every facet of interior and exterior planning.

New lighting theory must be seen in practice and the NELA Park facility, covering 86 acres, is set up for both research and demonstration. The Institute was established in 1913 and the word "NELA" was derived from the initials of the founding organization, National Electric Lamp Association. This association has since ceased to exist.

Since 1900, as lighting levels have gone up, lighting costs have gone down. Lamps today cost about one-fifth as much as they did 60 years ago; electricity costs about one-fourth as much. In 1906, management spent seven per cent of wages for one footcandle of illumination. Today, management can get 200 footcandles of lighting for 3½ per cent – four hundred times more for the same cost. The trend in cost ratio is making good lighting available to an extent never before possible.

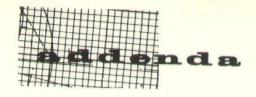
On the basis of information available, architects and engineers are designing for optimum lighting levels as builders may involve air conditioning to dissipate heat; climate conditioning may even utilize this heat in warming an area.

As leaders of the electrical industry in their respective areas, Greater Kansas City Chapter, NECA, and the Kansas City Power and Light Company realize they have certain responsibilities to the industry. Equally important, they have proven they recognize the value of allowing key people to see and judge for themselves. The unique facility at NELA Park offers the most graphic demonstration of lighting practice – what it is and what it may become.



"Except to an ignoramus or intellectualist, nothing imitative can equal that which is imitated. Instead of imitating effects, search for the principle that made them original and own your own effects."

Frank Lloyd Wright 22





• A late Dallas AIA convention photo, from SKYLINES New York correspondent E. James Gambaro, FAIA, shows, left to right; Mrs. Dan Swartzman, I. Lloyd Roark, Dan Swartzman and Mrs. Gambaro. Both Mr. Gambaro and Mr. Swartzman are known to many Kansas City architects from work they've done locally.

• Three new Chapter committees have been appointed by the Executive Committee. The committees, their chairmen and members are:

AWARDS COMMITTEE

Robert Cowling, Chairman

Frank Fisher Herbert E. Duncan, Jr. Hal W. Hawkins Neal Hansen Howard Koupal Gale Mauk

PRESERVATION OF HISTORIC BUILDINGS COMMITTEE

M. H. Linscott, Chairman

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Henry Krug William Linscott William Wilson William Simon

ARCHITECTURAL PUBLIC RELATIONS

The following is from an A.I.A. Public Relations Newsletter, published in January, 1956. We believe you'll agree that the suggestions are all still pertinent.

The most important asset to the Institute's national public relations program is the attitude of the individual architect. Like any other professional or business man, the architect's public relations will be more satisfactory if he:

TREATS HIS CLIENT RIGHT...Keeps his building within its cost and budget...gives that building honest artistic merit...and protects the client's own inexperience.

DOES GOOD WORK, THEN TAKES CREDIT FOR IT...When one of his buildings is newsworthy the architect should make an effort, by fact sheet or general release, to present his services properly to newspaper or magazine...The architect should see that his AIA chapter is making some effort to explain to members of the local press an architect's professional usefulness to his community...All opportunities should be taken to explain this usefulness by way of radio, commercial or educational television...When an architectural "boner" appears in the press or magazine, the chapter or the individual architect should constructively and non-belligerently put-to-rights this error by writing a letter-to-the editor...If there is a dedication of a building, the architect should play a prominent part in the dedication picture.

GIVES SOMETHING EXTRA TO HIS COMMUNITY...When the opportunity arises the architect should volunteer as a speaker for community groups...participate in art or planning commissions, or in urban development.

OBSERVES HIS OWN OFFICE FOR WEAKNESSES... Is it a proper showcase for good design?...Does the office have available adequate tools to explain an architect's services to a client – office brochure, an exhibit or film slides, even a scrap-book?...Does the firm use an "on-the job" AIA sign?...Is the firm's stationery, mailing labels, etc., in the best taste and design?...And how are the firm's employee relations (do employees carry the right story of an architect's services to their own publics outside the office?)

DEVELOPS A VOCABULARY THAT THE LAYMAN CAN UNDER-STAND... The architect should observe the clarity of phrase adopted by many of the better architectural and shelter magazines, besides architectural coverage by popular periodicals which reach millions.

LABELS AND LANGUID LANGUAGE

is my opinion that this regrettable state of affairs is due in large measure to an accelerating deterioration in communication.

Our universities today award degrees to men and women who cannot pass an elementary spelling test. There abounds in our advertising media one abomination of the language after another – either in spelling or in grammar.

You may recall the protest by English teachers – promptly laughed away – raised against Winston cigarettes which "taste good like a cigarette should." The advertising agency has not been deterred in the slightest by the public revelation of this childish inaccuracy.

In the giant Century dictionary, allegedly the version used by the U.S. Supreme Court justices, "capitalism" is defined as "the concentration of wealth in the hands of a few...and the resulting power or influence." Is this the dictionary used by your children? Have you taken the trouble to discover how and where your children are learning the language by which they will communicate with others for the rest of their lives?

If the direction from Point A to Point B were along a line of 75° and you traveled a course of 74° you would reach Point B only if it were relatively nearby. At a distance, you would miss the target by dozens or hundreds of miles. Consider the precision, then, of putting John Glenn into exact orbit and bringing him back safely. We are scientifically capable of astounding accuracy in such things.

And yet we communicate with one another with almost complete abandonment of precision in language. We hold inconsequential the use of "sacreligious" for "sacrilegious" or "those kind of things" rather than "those kinds" or "this kind" – or whether Winston tastes good like a cigarette should or as a cigarette should.

If a man proclaims his Americanistic emotion no more passionately than did Patrick Henry, he is labeled a ''superpatriot'' if not actually a fascist. (Even here, the word-manglers have somehow managed a disreputable connotation to both the words ''super'' and ''patriot''.) If a man denies the existence of Communists in every walk of life he is suspected of being one. We give immediate acceptance to any label sufficiently catchphraseworthy.

Why is this subject important? Why is it particularly important to architects? Indeed, what does it have to do with architects anyway?

It is important because the architects of ideologies are using the distortion of the language deliberately. Since the fateful proclamation by a former president that "we shall drive the money-lenders from the temple", "capitalist" has been a dirty word. People either support or reject the principle of free enterprise without even knowing what they support or reject. Modern literature is noted for its infatuation with obsenities, not for its nobility.

This country has achieved the most (continued on page 29)

THE TWO IMPORTANT CRITERIA IN THE SELECTION OF GLAZED TILE

The architect who specifies glazed tile expects to pay more than he would for other masonry materials. In return, however, he expects more from this material and from the supplier.

Quality is assured. Both the American Society for Testing and Materials and the American Facing Tile Institute have established quality standards. Good service is assured, too, because it is routine for suppliers to furnish shop drawings and other services.

Therefore the architect who most wisely selects glazed tile looks for precision quality. In selecting a supplier, he looks for <u>complete service</u>.

We at Carter-Waters believe these factors to be the two most important criteria in the selection of glazed tile. We invite architects to consider the quality of our tile and the completeness of our service in light of these criteria.

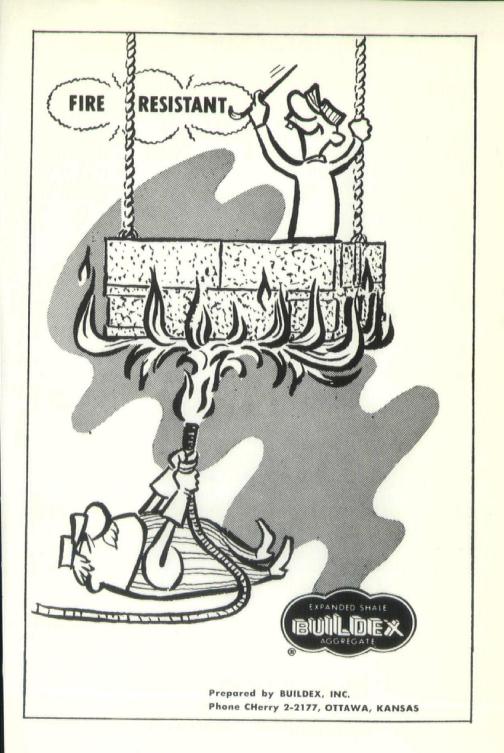
Carter-Waters offers <u>precision quality</u> tile from two lines: Robco and Elgin-Butler. These tile surpass ASTM and FTI dimensional tolerances by as much as 100% in certain permissible variations. This standard of <u>precision quality</u> is evident throughout the entire manufacturing operation – from the selection of clay to packaging and shipping.

The <u>complete service</u> offered by Carter-Waters begins with experienced tile specialists who devote their complete time to glazed tile. These representatives can provide you with such technical data as guide specifications, wall cost comparisons and size and shape sheets.

As part of its <u>complete service</u>, Carter-Waters takes particular pride in preparing comprehensive shop drawings that eliminate guess-work and reduce the mason's time and labor. Jobsite assistance is also available when requested. Carter-Waters delivers your tile on schedule.

The precision quality and <u>complete service</u> you receive from Carter-Waters costs no more. We urge you to let us show what Robco, Elgin-Butler and Carter-Waters can do for you and your clients on your next glazed tile job.





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remarkable gains in the history of all civilization....and yet we apologize for our achievements and are embarrassed with our prominence among nations.

Much ado has been made of the overabundance of "egghead intellectuals" in government. There is considerable substance to this argument...except that I think the arguers attack the wrong point. It is not that government is influenced by men of intelligence –

Lord knows it is high time this were true – but rather that these particular intellects are mis-directed. Some of these "eggheads" use citizens and components of the national economy as though conducting a giant, theoretical chess game.

This is the essence of this entire dissertation: We are caught up between two extremes: The men of considerable intellect – who delude themselves by equating intellect with wisdom – and men of little intellect but great cunning who have learned to compose and manipulate influential blocs of restricted interest.

We are long past due for men of high intelligence to use this intelligence to gain practical, realistic wisdom.... and then to speak out knowledgeably, forcefully, and with accuracy of language. To do so is to supplant theory and vanity with logic and reason. It is to forego the immediate, selfish benefit to a part for the longrange benefit to the whole.

There are, proportionately, not a great nany people in our land who have the ntelligence to gain the wisdom. Of these, fewer still have the courage to buck the crowd or suffer the occasional sacrifice. On the other hand, the number of such leaders doesn't have to be large to influence the crowd.

I hold this subject important especially to architects because, as artists, you are creative; as engineers, you are precise; and, with the academic training mandatory to your profession. you must have intelligence well above average levels. It is essential that you be aware of the respect which is inescapably accorded you by the followers. And, being aware, it is imperative that you apply your intelligence not only to your relationships with the public as professionals in architecture but as leaders in citizenship.

It is immaterial to my theme whether you are for zoning or against it...for federal aid to education or against it ...for the depletion allowance or against it. It is material that you exercise your intellect to study and learn the facts as they are....not as they are said to be. To define, with knowledge, categories of people....not just to recognize their labels.

Unfortunately, to gain knowledge or to possess wisdom does not automatically make you articulate. But knowledgeable sincerity in opinion expression is vastly more effective than glib – but insincere – articulation.

As architects, you exercise great care in electing men who will best represent your professional interests in the American Institute of Architects. Your officers hold their positions at your sufferance. As men, you take immediate – and sometimes violent – umbrage at any slur on your masculinity. Yet, too many of us completely ignore the one other responsibility which most completely dominates both our professional careers and our manhood.

Few things irritate me more than the business executive who says he leaves politics to the politicians. This to me is shortsightedness of the most prodigious character. This same businessman will cry about "dirty politics" when his business is steadily emasculated by politicians. There is no such thing as "dirty politics." There exists rather a state of politics as it is conducted by dirty men. Your career, the welfare of your family, and the reputation of your national character are not determined so much by people who vote as by people who vote without knowing for what they vote...or, having the knowledge, don't vote at all.

This was not intended to be a flagwaving speech. I am not begging you to chase Communists with gun in hand or to join me in a mass whitewashing of the inequities committed in the name of capitalism. In fact, I am not asking you to do anything. I am hoping, rather, to stimulate you to follow the dictates of your conscience...and to make you aware of the political influence you yield over others of less intellect or less prominence.

I spoke one night to the National Association of Social Workers and deplored the ludricrous poses of some federal bureaus whose conduct defies iustification. I cited the Veterans Administration as a flaarant example. After fifteen years' absence from the Army, during which time my wartime disability had been compensated without my having initiated a request for such compensation, | had never been re-examined nor had the degree of compensation ever been discussed. Within a few weeks of my speech that night, I was summarily called in for re-examination, was examined with little more than a cursory inspection, and was promptly notified that my compensation was to be reduced by one-third!

I have never been more pleased with the measurable effectiveness of my tendency to preachments.

I only hope some of my comments tonight may be as effective in arousing you to action.

Thank you.

WILSON MEMORIAL FOUNTAIN

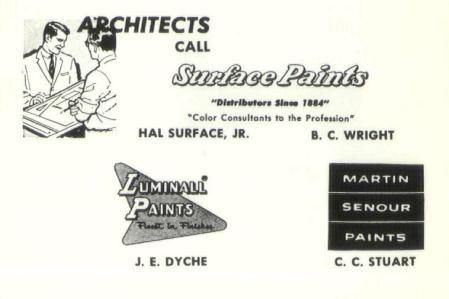
A fountain group, sculptured by S. Gemignani of Florence, Italy, has been placed in the Country Club Plaza and dedicated to the memory of Mr. and Mrs. Earl Allen Wilson, daughter and son-in-law of the late J. C. Nichols.

Earl Wilson was a long time member of the Kansas City Chapter, AIA.



The fountain displays two figures, a mother and child, and a large water basin. The figures were cast in bronze by the Fernado Martinelli Studios of Florence.

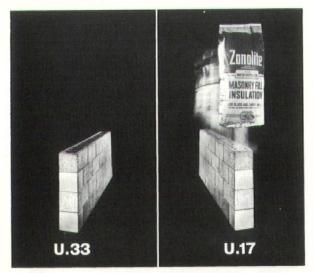
The plaza now has more than 20 fountains scattered through its 50 acres of stores, shops and offices.



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4.	Proof of material performance before job acceptance.	YES	NO
5.	Cost-free maintenance service guaranteeing results.	YES	NO
6.	Minimum interruption maintenance type finish.	YES	NO
7.	Superiority of abrasive resistance.	YES	NO
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9.	Fire resistant.	YES	2
10.	Stain resistant.	YES	2

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(for insertion by the Architect into base specifications)

This performance test specification should be understood to be a part of the basic bid and the contractor bidding it should be expected to have accepted it as a part of his basic bid and quotation.

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• When bidding is confined to pre-qualified Mechanical Contractors, you can be sure that less supervision will be required . . . that the firm selected will require less guidance and have a better understanding of the installation. By pre-qualifying mechanical bidders, the possibility of having an entire project delayed by some cut-rate sub-contractor, who has been selected solely on the basis of a cheap price to the middleman, is eliminated.

The pre-qualified "Mechanical" Contractor, working with the architect and engineer, can frequently advise on minor changes which might well preclude future major problems. He is in an excellent position to co-operate in providing a good workable installation for the owner.

• Satisfied clients are long term clients. The architect and engineer who establish a reputation for designing buildings and preparing specifications so that the owner receives greatest value in relation to expenditures, build an enviable client list and reputation.

