Missouri Association of Registered Architects
YEAR BEGINNING MAY 2, 1959

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Aerial view of the Chase—Park Plaza Hotels
(See this on Architects Day - April 30th.)

ARCHITECTS DAY

April 30, 1960

Park Plaza Hotel

St. Louis, Missouri
EDITORIAL

Let's Grow Up:

Although the Architect may be considered a mature thinker in his field, he too often appears lost when he acts outside of it. He is often surprised when somebody's point of view is opposed to his. Too often the professional man who is constantly giving advice is reluctant to receive any from other people, especially in fields foreign to architecture.

He shows a distressing ignorance concerning the law under which he practices and a proper comprehension of it. From time to time his frustrations cause some rather inane explosions which cause him to appear as anything but a thinking man.

It is sad but true that the average man rarely thinks of law until he wants someone hung. When he learns that this is not possible he considers the law as being of no value and drops his momentary interest.

It would seem that the time is here when mature thinking should prevail; we suggest therefore, that all should bear the following points in mind:

1. The Architectural Registration Law is not an end in itself. It is a means to an end, and nothing more.

2. The Architectural Law is not an "iron curtain" established for the exclusion from the profession, those who may be considered undesirable. It is not intended as a place for the "chosen few."

3. It is not intended as a tool of revenge to be used by one professional man against another or between lay people and professional men.

4. It cannot function as intended without the cooperation of the profession.

5. It does not in any way guarantee that the holder of a registration certificate has capabilities equal to all other registrants.

(CONT'D. ON PAGE 4)
6. The law does not permit the registration board to police those who are not architects.

The registration law on the positive side does mean:

1. That those who become registered have passed an examination to establish a minimum capacity for the practice of architecture as established by law.

2. The law does empower the board to discipline those who are registered architects.

3. In the event that a registrant is alleged to have violated the law, certain things are necessary. The specific violation must be made known and somebody must make a complaint. It is rather sad, although humorous, to relate one incident which occurred in this connection.

In the not too distant past, an architect approached a board member to register a complaint against an engineer. The grounds for the complaint were made known by the architect. The architect was advised to sign a complaint in order that further action might follow. This the architect refused to do, because he said, "He is a friend of mine." How ridiculous can you get?

WORTH READING

Reprinted from the November, 1959 issue of the JOURNAL of The American Institute of Architects.

Both architects and engineers should join in opposition to incompetent purveyors of technical service. They are essentially promoters, who regard both architecture and engineering as businesses rather than professions. They look upon professional competence as a commodity which may be bought and sold, and upon professional registration laws as only an unfortunate hindrance. They do not have the wisdom to accept personal responsibility for either architectural or engineering decisions, but they often have political influence—sometimes as a result of unethical relations with unscrupulous politicians. They have even sought to evade legal responsibility by incorporation.
LETTERS

The following letters should clear up one matter of general interest to all architects:

Mr. Wm. Stanley Parker,
Consultant on Contract Procedure
American Institute of Architects
Boston 16, Mass.

Dear Mr. Parker:

The A.I.A. mandatory Standard No. 7 states, "An architect shall not engage in building contracting." Is there any contradiction between this standard and that contract form for professional services, "Between Architect and Owner" which provides for the handling of a commission by dealing directly with each of the sub-contractors?

It has been claimed here that a conflict exists where an architect handles all sub-contracts himself, thereby acting as a general contractor. We shall be grateful to hear from you at your earliest convenience.

Very truly yours,

John D. Sweeney,
President

Dear Mr. Sweeney:

I have your letter of February 22d. It is addressed to me personally but evidently is referred to me in my capacity as Consultant to the A.I.A. on Contract Procedure.

It concerns the interpretation of the A.I.A. mandatory Standard No. 7. This is a part of A.I.A. Doc. No. J-330 and is as follows: "An Architect shall not engage in building contracting." You state that it has been claimed that, if the Architect handles all of the sub-contracts directly for the Owner, the Architect is a Contractor. That is in my opinion clearly incorrect and such procedure in no way violates manda- (CONT'D. ON PAGE 6)
The system presumably referred to is the separate contract system, in which the Architect supervises "separate contractors," not "subcontractors." In the Owner-Architect Agreement Form (B-101), Article 3 explains in some detail this procedure, entitled "Separate Contracts." It involves more work for the Architect in coordinating the work of the separate contractors, and involves a higher fee for this reason but it does not make the Architect a Contractor. Use of separate contracts is also referred to in the other agreement forms. The Architect has no interest in the profits of the contractors or responsibility for the final costs. He is merely executing the professional duties of the Architect on a more complete arrangement than when all the work is done under a general contract.

William Stanley Parker,
Consultant

ALPHABET
ARA - American Registered Architects
MARA - Missouri Association of Registered Architects
NARA - National Association of Registered Architects
NCARB - National Council of Architecture Registration Boards
AIA - American Institute of Architects
SWMAA - Southwestern Missouri Association of Architects

MAN BITES DOG
Hubbard Cobb writing an article entitled "Don't do it yourself."

IN APPRECIATION
CALL AN ARCHITECT - A home should be structurally sound before it receives any form of major modernization, advise housing authorities of Allied Chemical's Barrett Division. They advise calling in an architect for an opinion before investing in extensive alterations or improvements.

-- Many thanks to the Barrett Division of Allied Chemical.
NEWS ITEMS

Since the publication of our list of the St. Louis County Codes, we have been informed by the City of University City that the professional seal is required for building permits and that they do have an architectural board.

*****

R. Paul Buchmueller has been reappointed to the Architectural Division of the Registration Board by Governor James T. Blair, Jr. Also reappointed were Engineering Division Members Walter Bryan and Col. Wm. Spann.

*****

There must be something highly desirable concerning the possession of ethics when a grocery firm advertises the "Ethics of the checkout clerk." Have you traded in National Food Stores lately?

*****

Little by little it appears that the architectural point of view is slowly being adopted by public bodies. On February 11th the press reported that the City of Clayton approved an architectural review board. This board will study plans prior to the issuance of building permits. Appreciation of the efforts of all concerned are extended by the Missouri Association.

*****

It is interesting to note that when the October listing of the St. Louis County Building Codes was published, 7 of the 98 cities had an Architectural review board. Now two more have been created. Let us hope that we shall see the day when nothing receives a building permit without some kind of architectural review.

*****

Mayor Raymond R. Tucker has been appointed to honorary membership in the American Institute of Architects; the Mayor will be the second living St. Louisan to receive the honor. Alexander S. Langsdorf, Professor Emeritus of Washington University was made an honorary member in 1925.

*****

Gerhardt Kramer of Kramer & Harms, Inc., has just been notified by the Navy Election Board that he has received his appointment to Captaincy.

*****

David Brey, our Secretary, reports that we have broken the 500 mark for 1960 memberships.

APRIL, 1960
QUOTATION

"People of the same trade seldom meet together, even for merri­ment or diversion, but the conversation ends in a conspiracy against the public, or in some contrivance to raise prices." — Adam Smith in “Wealth of Nations.”

— It is safe to say that Adam Smith never practiced architecture in Missouri.

PROGRAM ITEM (ARCHITECT’S DAY)

Of special interest to the ladies is the two-day "GRACIOUS LIVING TOUR." On Saturday, April 30th the homes open from 10:00 A.M. to 4:00 P.M., will be within walking distance of the Chase-Park Plaza Hotels, and will vary in size from a newly-weds’ garage apartment to a three-story mansion, complete with third floor ballroom. On Sunday, May 1st. homes in St. Louis County will be open for a late afternoon and evening candle-light tour from 3:00 P.M. to 8:00 P.M.

REPORT ON MEMBERSHIP

Total Membership MARA as of now 525.
Membership living and practicing in Missouri 455.
AIA affiliated Kansas City 113.
AIA affiliated in St. Louis 153.

NECROLOGY

George E. Quick, Sr., partner in the firm of Maguolo and Quick.
Edward Kelly, Building Commissioner, Brentwood, Missouri.

SENMUT SAY

Ah! But to be one-half the Architect my P. R. says I am.

MISSOURI ARCHITECT
LETTERS TO THE EDITOR

The following letters have been sent to the Missouri Architect concerning the article entitled "Day of the Stunt" which appeared in the January issue:

"I read the article in the Journal with a great deal of interest. We are at a most trying period in architecture when an entire new batch of architectural idioms are available to the profession. Like anything else new we must learn to live with them, understand them and develop our own architecture. However, in the hands of the unskilled or insensitive the results can and are often disastrous. We see these results all around us in completed buildings, on the boards and in the schools. There is no turning back of the clock. I firmly believe we must re-examine our professional position which in recent years, in many cases, has been nothing more than the assembling of already pre-formed units without any regard to the people who look at or use the finished product.

It is high time the architect expanded his narrow horizon to view his buildings not only in relation to the persons who use the building but also the all important relation of how the building fits into the total environment of its surroundings. "Main Street, U.S.A." is becoming increasingly a frightening spectacle and architects in a large measure can be held responsible. If this is the only architectural heritage we can leave behind then our era has failed and failed miserably.

Architectural monuments, should commemorate an event, an idea or a philosophy and not be monuments to the architects charged with designing them. Buildings are for people and not to justify an architect's ego. In other words, I concur with the article.

--- Elliot L. Whitaker, Director
School of Architecture & Landscape Arch.
Ohio State University

(LETTERS TO THE EDITOR CONT'D. ON PAGE 10)
"To be guinea pigs for the testing of untried building materials is not a pleasant role. We have several times felt that buildings have been created for the glory of the Architect rather than the serving of the people that must use their creation. I cannot help but wonder whether or not the architects are attempting to place themselves in the pure art field in attempting a rebirth, or modern interpretation similar to that in sculpture and painting. I have no objection to modern art but usually the costs are not borne by an unsuspecting or unwary owner. Another aspect of this rears its ugly head and I wonder whether or not some of our architectural friends are susceptible to high pressure salesmen in the plastics, glass, concrete and tile businesses to the ultimate sorrow of the people who pay the bills."

A Client

*****

"I don't agree with Mr. Lyman at all. He says architects do not criticize one another's work. My experience is that the only kind of a session tougher on those who engage in it than an architects' bull session was the sort of mutual laceration orgy promoted by the late Marquis de Sade. Some seasons back I recall that an "elite" confined to maybe half a dozen who had "made it" retired together like de Sade's guests and had at one another's projects in continuous three-day session; reports afterwards divulged no details but only that "it was the most brutal thing I ever lived through."

"This was on the part of those whom juries and professional press would acknowledge as 'leaders.' They are the ones whom Mr. Lyman accuses of stunts.

"Never was there a time when the leaders were not accused of stunts and of publicity seeking. Well do we older folk recall when Frank Lloyd Wright used to be dismissed as entirely a publicity seeker and immoral to boot. But Wright made it. The only limit on his world fame now is the almost universal jealousy of the Europeans of him. Nationalism plays in too! Wright was good beyond the hopes of most practitioners there or here, and jealousy was natural.

(CONT'D. ON PAGE 11)
"The question as to whose originality is a stunt--my originality is always originality; yours is a stunt--will never be settled except afterwards, too late to do anything about it. Sad is the world; sunt lacrimae rerum. We editors simply make our best possible guesses. We do not delude ourselves that we are issuing bibles of taste. We issue the best guides we know how on the subject of what new ideas are worth your attending to. Editors vary as to their venturesomeness or conservatism. On FORUM's staff there are editors representing a wide divergency of architectural taste and belief. The editor tries to see to it that the pets of all of them get in--on the theory that architecture is bigger than any one man's taste including his own. But all must survive challenge.

Of course the thing that the schools now call "background" architecture is essential; the fact that many a designer who cannot produce a "Guggenheim" can do a workable and agreeable museum display room is the salvation of the country from its own men of genius. It is also the designer's salvation. Not often does he want it, poor fellow. We recently talked with an ambitious architect-dean about big central parking garage for his city: was not this true "background" building assignment? 'Well, no,' quoth he: 'remember I'm designing it. There's the hitch.

On words: cursed they be, but we have to have them. The notion that architecture can proceed without all those labels is a half-baked notion. Without words no talk, without talk no architecture. Granted the English talk most and best, and do the poorest architecture: a sort of division of energy. Still we all need these quick characterizations that represent a shorthand of speech, by means of which we quickly note to the partner-in-conversation that general area we are entering, e.g. 'brutalism' or, as the highbrow English say, 'neo-liberty.' After that the first orientation, the hope is that words will be more precise. Using those big words is not wrong; capitalizing them is wrong. For myself, I like best those names for trends or movements that resemble children's nicknames--you know how murderously children can hit with a single nickname. The word I am proudest of.
having brought into circulation in the English language is 'googie' for 'googie architecture.' Hits, doesn't it? It appeared first in FORUM in an article by Professor Thrugg.

Thanks for standing it.”

--- Douglas Haskell
Architectural FORUM

ALTON BRICK COMPANY

"Better for less with brick"

Mission 7-5350 Howard 5-3531

ASK YOUR "J - M" GUYS!
(JOHNS-MANVILLE THAT IS)

DICK RAINING AND WALT COMSTOCK
IN KANSAS CITY - GRAND 1-0202

O. K. FRY AND PHIL WEBER
IN ST. LOUIS - PARKVIEW 1-4000

To Keep Brick and Concrete Block Walls
DRY and CLEAN
Treat with Crystal Silicone Water Repellent

WURDACK CHEMICAL COMPANY
4977 Fyler St. Louis 39, Mo.
The name "Chassaing" has been identified in the lighting industry since 1896 when Joe Chassaing, the father of Brooks and Joseph Chassaing, partners in Chassaing Brothers - Lighting, first entered the lighting fixture business in St. Louis. In those days much of the lighting was with gas but he was a pioneer in the art of electrical lighting.

Brooks Chassaing became a part of the lighting industry just thirty years ago representing manufacturers of lighting equipment throughout the Midwestern and Southwestern states. Joseph Chassaing entered the lighting industry in 1953.

On November 1, 1957, the firm of Chassaing Brothers - Lighting was formed. This firm is engaged exclusively in representing manufacturers of lighting equipment in an area including southern Illinois, Missouri, Kansas, and Colorado. The firm has complete sales office facilities and display facilities that are gradually being increased in scope. Both members of the firm are quite active in the Illuminating Engineering Society with Brookshaving served for three years as a National Director and currently being Midwestern Regional Vice-President of the Society.

The firm is also a member of the St. Louis Chapter, Producer’s Council, Inc.

The firm has one philosophy which guides their sales work at all times and that is predicated on the belief that "Architects and Engineers are best qualified to plan lighting installations and the related electrical systems - and that specifications resulting from qualified selection of equipments should be upheld and respected for their authority."
LETTER FROM CLEMMIE V. WALL, SECRETARY
MISSOURI BOARD OF REGISTRATION

Dear Mr. President:

In reply to your questionnaire, a disciplinary action within the understanding of this Board is an action based upon formal charges against a registered architect, the end result of which could be (1) revocation of registration, (2) suspension of registration, (3) dismissal without a hearing.

Formal charges have been filed against but two registered architects since the organization of the Board November 17, 1941.

The first case originated in the St. Louis area. A formal hearing was held thereon and registration suspended. On advice of his own counsel the architect concerned did not exercise his right of appeal to court. The period of suspension having expired, the architect's registration was renewed the following year.

The other case originated in the Kansas City area. The charges were reviewed by the Architectural Division of the Board, documentary evidence pro and con was examined by the Division, and the architect concerned testified under oath before the Division, after which the charges were dismissed.

Investigations following receipt of letters, mostly anonymous, telephone calls, etc., are not legally disciplinary actions. Conferences with architects growing out of such investigations are always informal and are not legally disciplinary actions. They are at most supervisory efforts. Of these efforts a file for future reference is kept.

The number of letters, telephone calls, etc., involving architects is in about the same proportion as the total number of registered architects bears to the total number of registrants on the records of this Board.

Yours very truly

STATE BOARD OF REGISTRATION FOR ARCHITECTS AND PROFESSIONAL ENGINEERS
BY: Clemmie V. Wall, Secretary

MISSOURI ARCHITECT
WHAT THE OTHER "CHICKENS" ARE DOING:

From time to time your officers and board members are confronted with claims concerning superior activity of a disciplinary nature conducted by other state registration boards.

If the Missouri Architect can serve no other purpose, it can at least seek out the truth in matters which should be made known to the membership.

We have contacted, by mail, all state registration boards and in every case we have asked the following questions:

1. Number of disciplinary actions undertaken during the year 1959.
2. Number of disciplinary actions resulting in revocation of licenses.
3. Number of disciplinary actions resulting in suspension of licenses for a period of one year or less.
4. Number of disciplinary actions involving an appearance of the architect before the Board for a reprimand.
5. Number of actions of a disciplinary nature resolved by the writing of a letter or other communication.

The score at the moment is as follows:

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**SEE YOU AT THE ANNUAL MEETING ARCHITECTS DAY**

**PARK PLAZA HOTEL**

**APRIL 30, 1960**

**ST. LOUIS, MISSOURI**

**HOLD THIS DATE OPEN.**

See St. Louis From The 26th Floor!
The most neglected phase of the average architect's professional life is his Public Relations. It is believed that the following excerpt from the national publication "PUBLIC RELATIONS FOR THE ARCHITECT" by the American Institute of Architects may be helpful to the local architect in improving his relations with his community:

There are many Architects who hold important positions in their communities. However, the profession as a whole is not sufficiently well recognized or understood. Let us consider some of the points which must be stressed:

Attention must be drawn to the leadership which Architects enjoy in the construction industry and their contributions to society as a whole. It is essential that the public be informed and educated so that architectural services may be made use of in the easiest and most intelligent manner.

The public must realize that the Architect, as an individual and as an organized group can be of vital service to the community.

There is a constant need to increase public knowledge and understanding of what the profession is and what an Architect is trained to do in order to overcome any general misunderstanding about the scope and cost of architectural service.

It is necessary for the Architects, both individually and as a group to fulfill their responsibility to the community through projects and activities of public service in order to maintain their position as natural coordinators of the allied arts, professions and trades associated with construction.

As it becomes known that there is no substitute for the Architect in matters relating to construction:

(1) There will be more employment for Architects.

(2) Younger Architects will find it easier to establish themselves in the community.

(3) Smaller cities, now without Architects, will offer opportunities to members of the profession.
"To make this impact on the community, the profession and its members must be directed to serving the interests of the community. Architects can cooperate with civic bodies, either individually or as a group, in these ways:

(1) Neighborhood planning. This involves cooperation for better community planning, urban redevelopment.

(2) Observing, formulating, checking on legislation such as building and zoning codes.

(3) Offering general information on public problems and procedures—making chapter members authorities on all community building.

(4) Exhibitions of members' work—for example, Cleveland Chapter's "Annual House and Flower Show" which draws over 204,000 people to see examples of the Architect's professional usefulness.

(5) Studies of traffic, housing and recreational facilities.

(6) Listing and cataloguing of accredited schools and colleges of architecture—pre-college student counselling. Establishing scholarships for further study and travel for people in the field. Lectures for draftsmen preparing for their state examinations. Lectures and discussions for the profession on new materials and methods. Aid to foreign students and Architects in learning about new American materials and methods of construction.

(7) Medals and awards to practicing Architects to stimulate better planning and designing, particularly of small houses and apartments.

"And so, in his own community, the Architect can encourage an atmosphere of good public relations for himself and his profession by:

(1) Promoting the service of the Architect in all personal contacts with clients, potential clients, friends and neighbors.

(2) Joining community action groups.

(3) Raising a voice for community betterment.

(4) Giving active support to any assignment phase of his chapter's program."
(5) Building a congenial relationship with such public opinion channels as the local press, radio and TV stations, etc.

(6) Enlisting the aid of others in obtaining well deserved, tasteful publicity.

(7) Combatting, by the written and spoken word, any public impression of (a) the Architect as a "mere dispenser of blueprints"; (b) architecture as "an expensive luxury," and (c) the profession as an "ivory tower."
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STATE BOARD OF REGISTRATION FOR ARCHITECTS
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FEBRUARY 8, 1960

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<tbody>
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Kansas City 10, Missouri

Stark, Richard J. A-1459 3241 Georgia
Kansas City 4, Kansas

Stauder, Arthur E., Jr. A-1561 9336 Forman Road
St. Louis 23, Missouri

Stefanski, John Joseph A-1464 5141 Rockingham Drive
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APRIL, 1960 23
WHEREAS, the Architects of Missouri and of the Nation render a distinct service and make a notable contribution to the progress, development and material beauty of our country:

NOW, THEREFORE, I, JAMES T. BLAIR, JR., GOVERNOR OF THE STATE OF MISSOURI, do hereby proclaim Saturday, April 30, 1960, as "ARCHITECTS' DAY"

in Missouri, and urge that this day be devoted to the mutual benefit and pleasure of members of the architectural profession, their associates and their families, and to the improvement of the public relations generally of registered and practicing architects in this State.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Missouri, in the City of Jefferson, this 31st day of March, 1960.

ATTEST:

Robert W. Crawford
SECRETARY OF STATE

Eula H. Bruggeman
CHIEF CLERK
JAMES T. BLAIR, JR.
GOVERNOR, STATE OF MISSOURI

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