Missouri Association of Registered Architects
YEAR BEGINNING MAY 1, 1960

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ARCHITECTS DAY

April 30, 1961

Muhlback Hotel

Kansas City, Missouri
EDITORIAL
That Square Foot Cost

In this day and age of the "Huckster", the fine art of super salesmanship has indeed gone overboard.

It would seem that our entire existence is permeated to the very marrow with dubious practices which go with this thing known as "salesmanship."

There was a time when the quality of goods, craftsmanship, or professional service spoke for itself.

It would seem that that day has gone. Today's substitute is known as super salesmanship. This, of course, has nothing to do with quality and in too many instances salesmanship could not care less. It is even suggested in some places that the less the ad writer, "P.R." man, or super salesman, knows about the actual truth concerning a product or service, the more "imaginatively" he can write, or make claims of of one description or another.

It matters not if you have produced something worthwhile. It only matters if you can do a "good selling job."

Moral responsibility is degraded. Morals are actually superceded by the capacity to "get away with it." The only sin occurs in getting caught.

If an individual is about to sell some inconsequential item such as millinery, a minor article of clothing or some non-essential item, there is little or no recognizable damage. Who cares if some trinket is not what it was advertised to be?

Professional men are supposed to be people of integrity, Architects should, like Caesar's wife, be beyond suspicion.

Unfortunately, it would seem that there are many instances of a lack of integrity where square foot cost claims are concerned.

(CONT'D ON PAGE 4)

AUGUST, 1960
It is understandable and perfectly permissable that the average architect or architectural firm will (in the presentation of its own work to a client or potential client) make claims concerning their own proficiency in a manner to do justice to themselves. It is understandable that the client who tends to think well of the architect at any time, should be encouraged in this thinking. There is nothing wrong in putting your best foot forward. There is everything wrong in lying to a potential client or building committee.

One questions the wisdom of claiming a spurious square foot cost for any given construction job. Do we have architects among us who are so stupid that they actually believe they shall never be caught? Let us assume that the square foot cost argument did get a job, and the claim was "slightly colored" in your favor. Do you suppose for one minute that competing architectural firms will not find out? Do you suppose that the client will not find out? How do you think the client feels toward the architect who is caught in a barefaced lie concerning square foot cost?

If the individual architect or architectural firm were the only ones to suffer, the damage would be serious enough; however, all members of the profession suffer when one firm or individual makes spurious claims of any kind.

The architect sets himself apart as being an individual of capacity, judgment, wisdom, and integrity in the field of design and building construction.

If he is a member of the American Institute of Architects, he knows perfectly well what a proper definition of square foot cost is. He knows perfectly well that this is rather a loose term. He knows perfectly well that in one instance, the square foot cost is figured one way and in another it is figured in another way. He knows perfectly well that the average client siezes on something which is relatively simple which he feels he can understand. He (the architect) knows perfectly well that constant reference to square foot cost is misleading to most clients. He knows perfectly well that every time a square foot cost claim is made, it should be qualified.
To one who is active at the Registration level in the State of Missouri, it is somewhat appalling to encounter story after story concerning spurious claims made by people who pretend to be men of integrity, and yet will claim building construction costs which are absolutely wrong. The architect who habitually stoops to this practice is no better than the lowest Huckster conning bumpkins into a peep-show at a country carnival.

Any man who is fit to be registered in the State of Missouri knows perfectly well what a proper square foot cost claim should be. If he doesn't, he should not be registered.

Perhaps if the profession cannot "pull itself up by the bootstraps" in this respect, or engage in some self discipline, then it might be necessary to educate the potential clients to what the true square foot cost in given instances would be. Perhaps we should educate the potential clients to what the true square foot cost in given instances should be. Perhaps we should educate school superintendents, doctors, public officials, and all who have to do with the profession, that a true square foot cost does not involve open space, unprotected walkways, unfinished areas, unless they are separately calculated and this fact is made known. The sooner the profession abandons the principle of selling itself on the square foot cost basis, the better it will be for all concerned.

At best, square foot cost references are only for casual, shallow, rapid comparison purposes. They should never be claimed by any firm or individual architect without the proper, honest qualifications which any decent individual of integrity would make.

*****

SENMUT SAY

What architects need is public recognition, more than public relations.

*******

AUGUST, 1960
LETTER FROM HAROLD BUSH-BROWN,
CHAIRMAN R-17 COMMITTEE

Mr. John C. Monroe, President
Missouri Association of Registered Architects
818 Grand Avenue
Kansas City 6, Missouri

Dear Mr. Monroe:

I write to acknowledge with sincere thanks your check No. 100 dated March 31, 1960 in the amount of $100 as a donation to the ACSA-AIA Summer Seminar. This contribution is most encouraging to the continuance of our project.

The Seminar will be held June 12-24 at Sagamore Lake in the Adirondacks. Out of these conferences we hope will emerge some real improvements in architectural education.

Sincerely,

Harold Bush-Brown,
Chairman

WHERE DO WE GO FROM HERE?

"Young business leader to be architect of G.O.P. Platform."
"News Clipping"

"To the Architects of New Insecticides."
"Found in a Chemical Company Ad."

"Architect of Total Destruction."
"Reference to Kruschev"
NEWS ITEMS

Perhaps you have already noticed the new addition to our first page. The name Paul N. Doll now appears as our Executive Director. This is indeed a happy announcement to make. Your editor, your officers and the members of the Board all express great appreciation in this good fortune.

*********

We are once again flattered to know that our published items are considered important. The Wurdock Title Company has requested permission to re-print our list of cities and towns indicating their codes and other information which was published by the MARA for the first time last fall. Many people have seen fit to make wide use of this material. This is the second request for permission to use this list. The Home Builders Association was first.

*********

ANNOUNCEMENT

The Architectural Firm of Jamieson, Spearl, Hammond and Grolock announces the admission of Edwin G. Charle, AIA and Raymond R. Burns, AIA to full partnership in the firm effective January 1, 1960.

*********

SENMUT SAY

If you aren't ready to die, are you fit to live?

*********

How is your supervision lately? -- Good or sloppy?

*********

First man: That man is an Engineer.
Second man: How do you know?
First man: He belongs to the Engineers Club.

AUGUST, 1960
QUOTATION

"Maturity is the continuing ability to make wise decisions."

"A sense of moral responsibility, guided by a consistent system of values, is the foundation of maturity."

"Courage is necessary if wise decisions are to be made under pressure or against opposition."

Rev. Paul C. Reinert, S.J.
President, St. Louis University

MATTER OF DESIGN

"Design a limestone facing in such a way as to avoid capilarity."

Robert Craddock
Stone Center

******

NECROLOGY

Mr. Eugene L. Plietsch
Mr. L. Roy Bowen

******

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AT THE - - - -
ANNUAL MEETING
ARCHITECTS DAY
MUHLBACK HOTEL
APRIL 30, 1961
KANSAS CITY, MISSOURI

HOLD THIS DATE OPEN.

MISSOURI ARCHITECT
AGREEMENT - M. S. P. E. and M. A. R. A.

I. The Missouri Society of Professional Engineers will provide the following services, on a trial basis for one year, beginning July 1, 1960, with a cancellation privilege by either party with 60 days notice, as follows:

1. Office rent, heat, light, janitor service, equipment (except new letter file).
2. Secure services of part-time secretary at $1.50 per hour, to be used only when needed for M.A.R.A. work, not to exceed an average of $40.00 per month.
3. Executive Director of M.S.P.E. will direct office and serve as Executive Secretary of M.A.R.A.
4. Executive Director of M.S.P.E. will assist with and attend M.A.R.A. Board Meetings, and the annual meeting, at no expense to M.A.R.A.
5. Assist in publishing Missouri Architect.
6. Provide mailing address, which will be 210 Monroe Street, Jefferson City, Missouri.
7. Perform work such as mailings and distribution of information, at the request of M.A.R.A. leadership.

II. The Missouri Association of Registered Architects will provide the following:

1. Pay to M.S.P.E. the sum of $1,000 in installments as follows: $500 on or before December 31, 1960 and $500 on or before June 30, 1961.
2. Pay for a new five-drawer letter file, matching those now in use by M.S.P.E., at a cost of about $150.
3. Pay for secretarial work related to M.A.R.A. to be performed by a part-time secretary secured by M.S.P.E., at $1.50 per hour, not to exceed an average of $40 per month.
4. Stationary, postage, mimeograph paper, stencils, addressograph plates, file folders, folder tabs, and other necessary office supplies. (Estimated cost, $500).

AUGUST, 1960

(CONT'D ON PAGE 10)
III. It is understood that:

1. M.A.R.A. payments will be made by voucher, only.
2. Management problems will be determined by conference between Gene Englehart and Paul Doll.
3. If M.S.P.E. and M.A.R.A. meetings are scheduled for the same date, that Mr. Doll will attend M.S.P.E. meetings.

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ST. LOUIS CHAPTER MEMBERS

IT IS GRATIFYING TO KNOW THAT SO MANY MEMBERS OF THE PROFESSION HAVE FOUND TIME TO DEVOTE A PORTION OF THEIR ENERGY, SKILL, AND JUDGEMENT TO THE COMMON WEAL. SPEAKING OF PUBLIC RELATIONS, THIS IS CERTAINLY IT.

1. Applegate, Bennett J.
   Architectural Central Commission, U. City, Mo.

2. Armstrong, Harris

3. Becker, Rex L.
   Ladue Arch. Board.

4. Buchmueller, R. Paul
   Past Chairman of Sikeston Park Board.

5. Burns, Raymond R.
   Committee to adopt new code for Clivette Deputy Bldg.
   Commissioner for Clivette Architectural Advisor for Chevy Chase Subdivision.

6. Cleavinger, J. Kay
   Moberly, Mo. Member of City Planning Comm. Executive Committee
   Chairman of Zoning and Land Use Committee
   Member of the Board of Adjustment

7. Cleneay, W. Allen
   Zoning Board, Plan Comm., Bldg. Comm., Alderman, City
   Eng.-currently serving 1/11/60 City of Oakland

8. Custer, Betty Lou Miss
   1952-54 staff architect with St. Louis County Planning Commission

9. Eckless, Julian F.
   Bldg. Commissioner, Oakland, Missouri

(CONT'D ON PAGE 12)
10. Fey, Earl A.  
Ferguson Architectural Control Board

11. Fischer, Robert  
Commissioner, Land Clearance for Urban Re-Development-Kirkwood

12. Fournier, Ralph H.  
Post Zoning Board in the City of Crestwood

13. Gilbert, J. Miles  
Plan Comm. Chamber of Commerce

14. Gray, Charles M.  
Served U. City, Missouri as Bldg. Comm., 1936-1946  
Member of Board of Adjustment 1946-1949

15. Grunik, John A.  
City of Frontenac, Chairman of the Architectural Board of Review

16. Hammond, Fred R.  
Was member of Board of Adjustments for University City, Missouri

17. Hellmuth, G. F.  
St. Louis Art Commission

18. Hoffman, Joseph G.  
Architectural Control Board of Engler Acres Subdivision in St. John, Missouri

19. Howison, R. F.  
Building Commissioner, City of Shrewsbury, Mo.

20. Johansen, M. C.  
Secretary Planning and Zoning Commission, City of Crestwood, Missouri

(CONT'D ON PAGE 13)
   Clayton Architectural Conforming Committee
   Creve Couer Architectural Committee
   Secretary, Creve Couer Zoning Board

22. Kelley, Edward E.
   Bldg. Comm.- Richmond Heights, Missouri (deceased)

23. Knoesel, Erwin
   Planning and Building Code Committee, City of Glendale, Missouri
   Planning - City of Webster Groves, Missouri

24. Kromm, Walter B.
   May soon be a member of Zoning Board

25. Layton, Emmet J.
   Planning and Zoning Commission, Clayton, Missouri
   Park and Recreation Commission, Clayton, Missouri
   Board of Commissioners, Tower Grove Park

26. Leimkuehler, F. Ray
   Member Board of Adjustment (Zoning) St. Louis 1946 through 1958

27. Maack, Albert C.
   University City, Missouri

28. Mackey, Eugene J.
   Zoning and Land Use Committee (County Plan Comm.) 1954
   Architectural Board of Review, City of Ladue, 1950 to 1958

29. McMahon, Bernard
   Building Comm. Frontenac - 5 years
   Clayton Architectural Board

30. Millerbaugh, Thomas J.
   (no civic post held at present)

(Cont'd on page 14)
31. Murphy, Joseph D.
   U. City Planning Comm. - Member and Chairman 10 years
   St. Louis County Planning Comm. and Chairman 3 years

32. Mutrux, E. J.
   Episcopal Dioces of Missouri

33. Paulus, Eugene H.
   Federal Government in various state locations and Washington, D.C.
   Architect, Engr. Construction Adviser, Area Engineer

34. Paulus, John D., Jr.
   Chief Planning and Construction, State of Missouri

35. Perlsee, Kurt K.
   City Planner at Land Clearance Authority
   Architect at City Plan Commission

36. Pickens, Bufor L.
   Consultant - Detroit Planning Commission
   Member, Vieux Carre Commission - New Orleans, La. 5 years

37. Schaefer, Kenneth M.
   Building Commissioner in City of Oakland, Missouri
   Zoning Board in City of Oakland, Mo.

38. Schmidt, Erwin Carl
   Architectural Advisor, City Master Plan, Dallas, Texas.
   Professional Advisor on Inter-regional Highway Public Road,
   Washington, D.C.

39. Schwarz, Arthur F.
   Member City Planning Commission of St. Louis, 10 years
   Served 3 years including present time as chairman

40. Shapiro, Benjamin
   Board of Adjustment, City of University City

(CON'T ON PAGE 15)
41. Sommerich, Chester D.
   Former member Public Bldg. Committee, University City, Missouri

42. Sternberg, Frederick C.
   St. Louis County Planning Commission Zoning Committee, 1953-54
   St. Louis County Building Commission, 1954-60, Chairman 1958
   City of Ladue Architectural Board 1959-present
   St. Louis County Historic Bldg. Commission - 1959

43. Stinson, Nolan L., Jr.
   Chairman Planning and Zoning City of Creve Coeur

44. Tucker, O. H.
   Richmond Heights - St. Louis, Missouri

45. Van Hoefen, Hari
   Board of Adjustment, Clayton, Missouri
   State Registration Board

46. Volkmann, Victor A.
   At present: 1st Vice President Mo. Association of Bldg. Off and
   Insprts.
   Building Commissioner of Olivette, Missouri
   Secretary Community Design Review Board City of Olivette
   Planning and Zoning Commission, City of Olivette and Board of
   Adjustment

47. Weisenstein, Lyman
   Building Commissioner Chairman for Y.M.C.A.

48. Winkler, George A.
   Board of Adjustment, Glendale Mo.

49. Wischmeyer, Kenneth E.
   Building Commissioner, Creve Coeur, Missouri since 1949

50. Becker, John B.
   Board of Appeal (Zoning) St. Charles, Missouri 1956 to present

AUGUST, 1960
The Missouri Interprofessional Council convened on August 6th to take one more step toward the objective of registration law revisions. The following excerpt from the report of the Secretary, Paul Doll, speaks for itself.

The sense of each of the sixteen items included in the June release of the Council was discussed. It is understood that in the interest of clarity and brevity the terms "engineer" or "engineering" are hereafter used in all proposals and that they are synonymous with "architect" and "architecture" and with "land surveyor" and "land surveying", in that three separate bills will be written for each proposal - one for engineering, one for architecture, and one for land surveying. Items numbers, below, are the same as those in the June release.

Items approved for consideration of 1961 Missouri General Assembly were:

**Item 1.** "Qualified engineer": Any person who, by reason of special knowledge and skill acquired through education and training in engineering, however and wherever acquired, and who is registered in this state as a professional engineer, is qualified to practice engineering.

**Item 5.** Open Hearing. The registration of any registered professional engineer shall be suspended or revoked by the board if he is found guilty, after a fair and open hearing before the board, of any offense declared by this act to be unlawful.

**Item 6.** Two-year Renewal. (a) Registration as a professional engineer shall be a continuing personal right revokable only for cause as provided by law;

(b) Before engaging in the practice of engineering under authority of his registration, every registered engineer shall secure from the board a license which, subject only to revocation for cause as provided by law shall be effective through a period of two years, beginning July 1, of the calendar year in which it...
was issued and expiring on the 30th day of June two years later;

(c) The biennial license of every registered professional engineer whose registration number ends with an odd number shall, subject only to revocation for cause as provided by law, be effective from and including July 1 of the odd numbered year shown in such license to and including June 30th of the odd numbered year next following date of such license; and

(d) The biennial license of every registered professional engineer whose registration number ends with an even number, shall, subject only to revocation for cause as provided by law, be effective from and including July 1 of the even numbered year shown in such license to and including June 30th of the even numbered year next following date of such license.

Item 12, Evidence of Authority. Every certificate issued to a professional engineer shall evidence his authority to practice engineering in this state subject to suspension by operation of law for delinquency in the payment of his biennial license fee.

Item 13, Delinquent License Fee. Before any biennial license shall be issued to any registered engineer, he shall pay to the State Collector of Revenue of fee of Ten Dollars. Said fee shall be paid on or prior to the first day of July of the year in which his biennial license currently in effect expires, and if not paid he shall be delinquent. Any contract entered into for professional services while delinquent in payment of his biennial license fee shall be void, and it shall be a complete defense action in any court to enforce payment for professional services rendered under any such contract, oral or written, if the defendant shall allege and prove that the contract for such services was entered into while such engineer was delinquent in the payment of his biennial license fee.

It is understood that a grace period of 90 days will be allowed the same as is in effect in the present law.
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