

IOWA ARCHITECT



Iowa Chapter American Institute of Architects

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Start Looking For Craftsmen

OFFICERS, 1955

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Nominations Needed By Committee

One of the Iowa Chapters most important projects is coming up again in January when the second series of awards will be presented to outstanding craftsmen in the building trades.

Last year's award-winning craftsmen all were nominated by contractors, but there is no rule against architects making nominations.

Start looking for extremely skilled and loyal workmen in a variety of trades and crafts and nominate the man you think most deserving of award recognition.

The award program is under the supervision of the Chapter committee on relations with the construction industry. Members are John W. Brooks, chairman, Louis Soenke, Grant Voorhees, Charles Ritts, David Frevert and Wayne Lyon. Contact committee members with your nominations.

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Band together, brothers,
the crisis has come, because
here's an article on

Architects

As Their Wives See Them

By Valeria Winkler Griffith

Drawings By Art Lindgren

Architects have recently shown an awakening interest in public relations. In one manner or another the general public has been encouraged to observe the myriad activities which are encompassed by this ancient and honorable profession. There has been little inclination to shy away from newspaper and magazine publicity. Cosy conferences have been arranged with lay groups to demonstrate how closely the architectural mind is aligned with that of the common man.

All this is to the good. It is time the world viewed the architect not as an impractical visionary but as the jolly, down to earth, hard working fellow that he really is.

* * *

As wives we find this trend commendable. We approve our architect husbands' interest in public relations. We invite them to go a step farther and concern themselves with home relations.

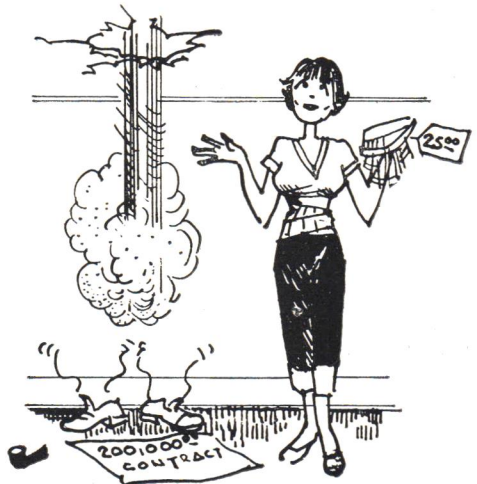
* * *

When Mr. Robert Savage assigned me the interesting task of reporting on 'architects as their wives see them' it was evident that a little investigating was in order. The results of the survey were thoroughly edifying. Unfortunately, however, I have been warned by my informants not to use here the more fascinating bits of material I have gathered and I will therefore tabulate them

for future use in fictitious form. It was also necessary to weed out the vast number of complaints which apply to husbands in general regardless of occupation.

Following are the comments most consistently made and any architect who is interested in improving his family as well as his public relations is invited to consider them.

1. Architects have a peculiar inconsistency in their reactions to matters of finance. As one girl puts it, "How can my husband speak nonchalantly of a church addition contract for two hundred thousand dollars and then a



moment later fall apart when I produce my new hat that cost twenty five dollars?"

2. Architects are great sight seerers and are not disinclined to have their wives accompany them. But must the sights to be seen invariably consist of every detail of every gloomy old church which appears on the horizon?

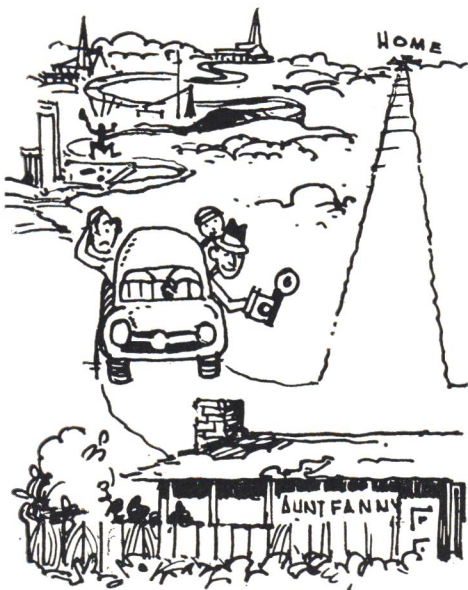


3. Most architects' wives are resigned to start on a trip loaded with cameras, film, filters, tripods, flash equipment and like paraphernalia. "I can't fail to be disconcerted, however," one wife reports, "when we return home and invite friends over to see pictures of the trip and said pictures turn out to be, a. fourteen views of a school construction job, most of them taken in the basement dimly showing workmen crawling about, b. six closeups of brick work which appears to be indistinguishable from all other brick work everywhere, c. three shots of an old steeple in the process of being torn down, d. dozens more closely related to the above mentioned. Finally in the last picture there I am, a small figure at the edge of an excavation. My husband apologetically explains my presence as being necessary to balance the composition."

4. When making a first visit to the brand new home of friends everyone comments delightedly on the cute fireplace, the darling little dining nook, the delicious view from the picture window. Not so the architect husband. He eyes his host sympathetically and says in a sepulchral voice, "Better watch that flashing job on the chimney, old

man. Looks like you'll have real trouble later on." The owner of the house spends the rest of the evening staring at his ceiling in mute distress.

5. In the average family a visit to Aunt Fanny a hundred miles away merely means two or three hours of carefree motoring with mother and father shouting merrily to each other above the roar and fury of the children captive in the back seat. The same trip undertaken by an architect's family is not so simple. It begins early in the day and is accomplished by a series of zig zag maneuvers over strange and dusty roads on a course charted by father that will take him to every construction job that might conceivably be considered in the vicinity between home and Aunt



Fanny's. At each site father promptly disappears and mother busies herself with feeding crackers to the young and keeping them out of the fresh concrete. Such jaunts frequently end by mother and the children returning home by train.

(Continued on page 5)

MBI Convention Dec. 6-7

The Master Builders of Iowa Convention will be held Dec. 6 and 7 at the Hotel Savery in Des Moines. Members of the Iowa Chapter, A.I.A., are invited to attend and are asked to avoid lettings during the period so that all Master Builders will be free to attend the convention.

Of special interest to architects will be a session on proposed revisions of the insurance clauses of the A.I.A. Contract Documents. J. Woolson Brooks, F.A.I.A. will preside over a joint meeting of the insurance committees of the Master Builders, Iowa Engineering Society and the Iowa Chapter, A.I.A.

This important meeting will be held Wednesday, Dec. 7, and all architects are urged to attend. Members of the Iowa Association of Insurance Agents will be present.

The meeting will serve as an informal meeting of the Iowa Chapter, A.I.A., which will be called upon to take formal action on the insurance question during the annual convention in January.

As Wives See Them

(Continued from page 4)

Mr. Savage, realizing no doubt that this subject might be developed endlessly, warned about space limitations so I must content myself with these few helpful hints. In conclusion may I say to you gentlemen, "Do not be completely downcast. When your wife is asked her husband's occupation listen to how smugly she replies, 'He's an architect.'"

The first issue of the *Kansas Architect* has been received. The Kansas Chapter's first issue is much like the first efforts of the Iowa Chapter. Advertising space is offered.



Join the "Hot Stove League" sessions
at the MBI Convention.

Octagon Ruling On Yellow Page Listings

The Massachusetts State Association of Architects has received a communication from Ed Purves, Executive Director of the Institute, which reads as follows: "The Board of Directors of the AIA has ruled that it is perfectly proper for a Chapter to advertise, even though it is not proper for individual architects to do so.

"With respect to listing in yellow pages of the telephone book, it is proper for the Chapter to make such a listing only if it includes all the members of the Chapter, and represents each of them equally. No supplementary individual purchases of advertising space in the yellow pages is permitted, nor is the use of bold-faced type."

It seems that in order to comply with the foregoing ruling the Chapter would be required to change the prevailing arrangement. Undoubtedly with the yellow page set-up as it exists in Westchester, the cost would be all out of proportion to any possible benefit from the double listing.

"This I Believe"

(Raymond G. Berquist, A.I.A., Dubuque, has contributed the following article which is one in a series of statements of personal conviction concerning the practice of architecture by members of the Iowa Chapter, A.I.A.)

The article, "Dues Do It", by Robert L. Durham, published in the September issue of the Iowa Architect, was and is, a very timely subject.

As Architects in our State of Iowa, we have associated, one with the other, in our Iowa Chapter of the American Institute of Architects because we believe, individually and collectively, ours is the responsibility of portraying high ethical standards of practice, and to preserve the dignity of our profession.

This responsibility is more than an assent; it requires effort and doing to make it a realized fact. To pursue the actual practice of preserving the dignity of our profession requires that we must fulfill many detailed obligations—fulfilment requires organization and planning—which in turn requires adequate financing.

Repeatedly, as we meet to discuss the fulfilment of these obligations we are thwarted by the same handicap—no funds. Simultaneously there have been presented devious methods to finance the work, and all too frequently we seek some other organization to "pay our way" because they have funds.

Judiciary Committee

The Central States meeting in St. Louis authorized the formation of a Judiciary Committee to prosecute violations of ethics in the region, according to John Brooks, F.A.I.A.

Brooks reported that the meeting was very well done, with the St. Louis Chapter members "knocking themselves out" to provide the best. President Griffith and Vice-President Parish reportedly spent many "fruitless" hours in meetings of the regional council.

I am convinced that many of the meritorious objectives that have been the concern of our Chapter have not been fully realized because of the lack of adequate Chapter financing. I believe the membership of the Chapter should provide **all** the necessary financing of the work and not ask others "to pay our freight."

We should have the strength of our convictions not only from our tongues but also from our pockets. I believe the time is **now** that our Chapter adopt measures which will provide sufficient funds to carry out its important work in the State of Iowa.

We have the advantages of studying the financing plans of other Chapters; let us benefit by their experiences. I repeat that I believe "Dues Do It" is an extremely timely article, and I ask that our entire membership read and re-read it in the September issue.

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Strange Change At The "Due" Point

Before



We understand the "Due" point has something to do with the weather, and everyone knows the weather can cause some strange changes. Take the two illustrations on this page for example. The one on the left is a sketch of a "typical" architect on his way to the annual convention. On the right, we see the same architect as he may appear the instant a brother arises to say: "Now let's talk about increasing dues."



After

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Prizes And Exhibits

A Porcelain Enamel Design Competition offering \$25,000 in prizes is being sponsored by Ferro Corp. and conducted by Architectural Forum. A total of 25 cash prizes are offered architects showing excellence of design and use of porcelain enamel steel and aluminum in elementary schools or community youth centers. The competition closes Dec. 12 and contestants must register with Architectural Forum.

A national competition for the design of the District of Columbia's auditorium and civic center has been proposed by the American Institute of Architects.

There will be an architectural exhibit of school buildings at the national convention of the American Association of School Administrators in Atlantic City, N. J., Feb. 18-23. Buildings under construction or contract since Jan. 1, 1951, are eligible. Complete information may be obtained from American Association of School Administrators, Attn.: Dr. Shirley Cooper, 1201 Sixteenth St., N.W., Washington, D. C.

Life Magazine has accepted the A.I.A. as a contributor to the series on arts and skills in America. Life wants photographs of contemporary architecture in office buildings, banks, motels, homes, "mass-produced" suburbs, schools and churches. Several Iowa architects have been asked to submit material for consideration and all are eligible. Submit material to Ketchum, Inc., 1400 Chamber of Commerce Building, Pittsburgh 19, Pa., and notify the Iowa Chapter if you send material.

A sharp increase in advertising space has made this issue of Iowa Architect the largest yet printed. The magazine can continue to grow and expand if members will mention the publication as an appropriate medium of advertising for suppliers to the building industry.

Interested in a speakers' bureau? Submit your name to the editor.

Goodbye—And The Best To Walter Moeller

To Walt Moeller, retiring executive secretary of the Master Builders of Iowa, go the thanks of the members of the Iowa Chapter, A.I.A. for his invaluable help and advice, his friendship and ability. The Iowa Chapter extends sincere best wishes to Walt in his new position.

Kenneth R. Lewis, new executive secretary of the MBI, was formerly executive secretary of the Kansas Chapter, Builders Division, Associated General Contractors of America.

A graduate of Kansas University in 1946, Lewis is a veteran and was awarded the "Constructionizing" prize of the National AGC in 1954.

Ideas are wanted for a public service program the Chapter can handle. Send your thoughts on the subject to the editor .

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WE WANT TO COMPLETE THE RECORD ON SOUND CONTROL WITH CONCRETE MASONRY WALLS

We dislike to compare the qualities of CONCRETE MASONRY with competitive materials, however since a recent advertisement gave you only a part of the authoritative data on this subject, we feel we must give you more complete data. The advertisement gave certain types of clay brick and clay tile walls "EXCELLENT" and "VERY GOOD" ratings, based on their sound transmission losses in decibels (for such uses as in partitions between classrooms and in corridor walls in schools), but conspicuously gave no ratings on the only two types of CONCRETE MASONRY WALLS used in comparison.

Immediately below are given (in italics) three of the brick and clay tile walls of highest, average and lowest decibel reduction, and the two concrete masonry walls, as given in the ad referred to.

	<i>SOUND TRANSMISSION LOSS</i>	<i>DECIBELS</i>	WEIGHT - LBS. SQ. FT. (not given)
<i>EXCELLENT</i>	<i>8" BRICK - plastered both sides</i>	<i>57</i>	<i>97 (BMS 144)</i>
	<i>8" CLAY TILE - unplastered</i>	<i>52</i>	<i>33 (estimated)</i>
<i>VERY GOOD</i>	<i>4" CLAY TILE - plastered two sides</i>	<i>44</i>	<i>37.5 (BMS 144)</i>
	<i>8" WAYLITE CONCRETE BLOCK - unplastered</i>	<i>38 (a)</i>	<i>37</i>
	<i>4" WAYLITE CONCRETE BLOCK - unplastered</i>	<i>32 (a)</i>	<i>21</i>

We give immediately below, for your comparison, data on various types of CONCRETE MASONRY WALLS with ratings on the same.

	TYPE OF WALL	SOUND TRANSMISSION LOSS DECIBELS	WT. LBS. SQ. FT.
<i>EXCELLENT</i>	<i>8" WAYLITE BLOCK - plastered two sides</i>	<i>53 (b)</i>	<i>47</i>
	<i>6" WAYLITE BLOCK - painted 2 coats of Portland cement paint, both sides</i>	<i>52.2 (b)</i>	<i>21</i>
	<i>4" WAYLITE BLOCK - plastered two sides</i>	<i>50.7 (b)</i>	<i>32</i>
	<i>8" HAYDITE BLOCK, 1" plaster, one side</i>	<i>50.5 (b)</i>	<i>44</i>
	<i>6" HAYDITE BLOCK, 1" plaster, one side</i>	<i>48.5 (b)</i>	<i>39</i>
	<i>8" HAYDITE BLOCK - unplastered</i>	<i>47.8 (b)</i>	<i>36</i>
<i>VERY GOOD</i>	<i>8" CONCRFTE BLOCK - unplastered</i>	<i>52 (b)</i>	<i>49</i>
	<i>8" WAYLITE BLOCK - unplastered</i>	<i>44 (b)</i>	<i>37</i>

(a) Source of information not given in ad.

(b) Data from tests conducted at RIVERBANK LABORATORIES on 1¼" face shell, Grade A units used.

LOSS - DECIBELS	EXPLANATION OF RATINGS* HEARING CONDITION	RATING
40 - 45	{ Loud speech can be faintly heard but not understood. Normal speech not audible. }	VERY GOOD
45 or more	{ Very loud sounds, e.g. loud singing, brass musical instruments or radio at full volume can be heard only faintly, or not at all. Recommended for band and music practice rooms, radio and sound studios. }	EXCELLENT

*Assumes "threshold level of 30 decibels on listening side."

IOWA CONCRETE MASONRY ASSOCIATION

P. O. Box 156

West Des Moines, Iowa

Visit The Booth

As planned at the Summer Meeting, the Iowa Chapter will have an exhibit booth at the Iowa Association of School Boards Convention at the Des Moines Veterans Memorial Auditorium Nov. 17-18. Members planning to attend the convention are invited to visit the booth.

Make Them Welcome

New on the Iowa Registration list are Architects Gerald Deuth, 421 Logan Ave., Waterloo; and Robert W. Crow, 805 Main St., Cedar Falls. Neither is a member of the Iowa Chapter and brothers in the neighborhood may wish to drop in and issue an invitation.

The American Institute of Architects has been awarded a national Certificate of Public Relations Achievement by the American Association of Public Relations.

Speeches are available. Write to Paul Skiles for copies.

M. T. STRAIGHT DEAD

Merton T. Straight, 61, well-known president and general manager of two clay products firms in Iowa, died Oct. 30 of a heart attack while attending the national convention of Structural Clay Products Manufacturers in White Sulphur Springs, W. Va.

Mr. Straight lived at 214 Glenview drive in Des Moines. He headed the Adel Clay Products Co. of Redfield and the Iowa Clay Products Co. of Centerville. Sales offices are in West Des Moines.

Have You Read . . . ?

Page 171 of the Journal, a cleverly done article on Budget vs. The Bid.

Selecting an Architect, announcement of an office practice pamphlet on page 2 of the Oct. 10 Public Relations Newsletter.

The Structural Clay Products Institute has received two national awards for excellence in produce literature.

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