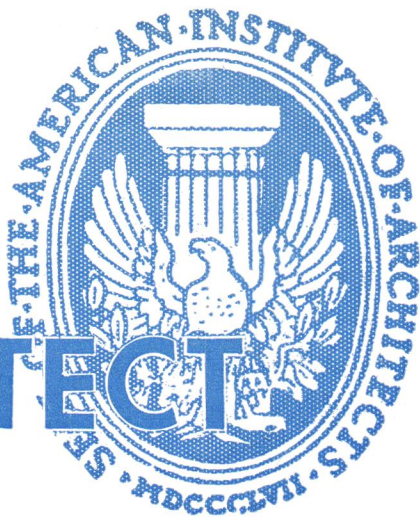


IOWA

ARCHITECT



Iowa Chapter
American Institute of Architects

VOL. IV, NO. 1

OFFICIAL PUBLICATION

JAN.-FEB. 1957

Convention Plans Reach Completion: Paint, Presentations, Panel, Philosophy

January 24, 25, 26 at Hotel Savery, Des Moines

From the first informal hours until the final business meetings Saturday morning, the 1957 Convention Program of the Iowa Chapter of A.I.A. offers a well-paced series of events that will prove of interest to every person present.

Dr. Wilfred Payne of the University of Omaha, who has won popularity as a public speaker with his unique observations on people and events, will be the featured speaker at the Friday evening banquet. He is Professor of Humanities at the University of Omaha, is the author of books and articles and is known to the world of architecture through his Handbook on Architectural Styles.

He has titled his talk "Winds of Doctrine."

Roger Allen of Grand Rapids, Mich., will be the speaker at the Friday Luncheon program and has often been labeled the "Will Rogers of the A.I.A." because of his incisive wit and perennial good humor. In addition to being a practicing architect, Roger Allen contributes a daily column of comment on the news to the Grand Rapids Press. He has authored many articles for magazines and is widely known as a public speaker.

Methods of using color photographs for Architectural Presentations will be discussed and demonstrated at the Friday morning meeting by Robert W. Mitchell of Mitchell Models, a St. Joseph, Mich., firm which specializes in the production of models for use in making a presentation to a client or prospective client. Widely known throughout the midwest, Mitchell has appeared before A.I.A. chapters at Minneapolis, New Orleans, Cincinnati, St. Louis, Kansas City, Chicago, Indiana,

(Continued on Page 3)

OFFICERS

President.....Gerald Griffith
Vice President.....James Walsh
Secretary.....Paul Skiles
Treasurer.....Lyle Howard

PUBLIC AND PROFESSIONAL RELATIONS COMMITTEE

James Lynch, Chairman

James Walsh

Don McKeown

Harold Bullington

William Wagner

Allen Salisbury

"Iowa Architect" is published bi-monthly for Iowa Chapter, American Institute of Architects, and mailed without charge. Appearance of names and pictures of products or services in editorial or advertising copy does not constitute endorsement of either the A.I.A., or this chapter. Editor: James Lynch, 2425 Park Ave., Des Moines, Iowa

Our knowledge and experience of over 25 years in the Floor and Wall Covering Field is at your service. Call on us for solution of your problem jobs.

Laytex Underlayments

Asphalt Underlayments

Vinyl Asbestos & Asphalt

Homogeneous Vinyl

Rubber and Cork Tiles

Bolta-Wall Vinyl Wall
Coverings

Rubber Wall Coverings

RALPH N. SMITH, Inc.

Des Moines, Iowa

1339 2nd Ave.

AT 8-6741

BETTER CLAY PRODUCTS SINCE 1894

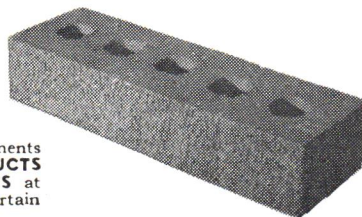
TEXTURED STIPPLE-MATT

Norman Face Brick

IN BOTH RED AND BUFF COLOR
RANGES — MODULAR

We can supply most of your brick and tile requirements from either of two factories, **THE ADEL CLAY PRODUCTS** at **REDFIELD, Iowa**, or **THE IOWA CLAY PRODUCTS** at **CENTERVILLE, Iowa**, or through jobber lines in certain territories.

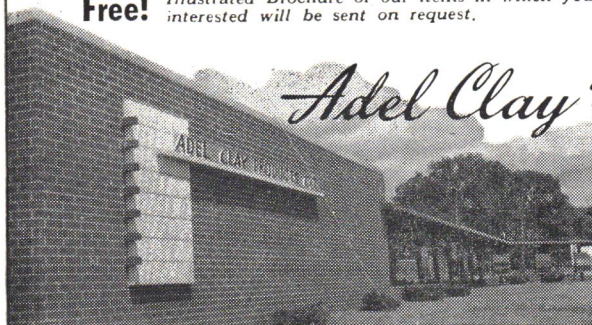
Free! Illustrated Brochure of our items in which you are interested will be sent on request.



Adel Clay Products Co.

IOWA SALES OFFICES
AND WAREHOUSES
101 ASHWORTH ROAD
WEST DES MOINES, IOWA
CRestwood 9-9721

Sold in Carload or Truckload
Quantities. Prices on Request.



More Convention:

(From Page 1)

Madison, Milwaukee and Green Bay.

The Convention program opens Thursday, January 24, with an innovation in the form of a tour of the facilities of the Iowa Paint Manufacturing Plant at 97 Indiana, Des Moines. The attending architects and their wives will be guests of the company at a Buffet Supper to be served at the plant. The Company has informed the Iowa Chapter that it will be prepared to receive visitors in the afternoon and expects arrivals to begin about 3:30 p.m.

A Business meeting is set for Thursday evening.

Registration officially opens at 8:30 a.m. Friday on the Mezzanine of the Hotel Savery. Advance registration is encouraged and members have been sent two advance information sheets on the convention.

The Pomona Tile Manufacturing Co. of Los Angeles, Calif., will present a film on the methods of manufacturing decorative ceramic tile at 9:30 a.m.

Robert W. Mitchell of Mitchell's Models, St. Joseph, Mich., will present an illustrated lecture on "Architectural Presentations" at 10:30 a.m.

Roger Allen, nationally known humorist and writer is the featured speaker at the luncheon which begins at 12:30 p.m.

Officers will be chosen at a Business meeting set for 2:30 p.m.

The Student Chapter of A.I.A. from Iowa State College, Ames, will present its report and a skit beginning at 3 p.m., and this event will be followed by a Panel Discussion on the subject: "Education of the Architectural Student in preparation for a Career in the field of Architecture."

Those to appear on the panel are:

Architect Karl Waggoner of Mason City, Architect George Russell, Des Moines; Professor Leonard Wolf of the Architectural Department of Iowa State College, and the President of the Student Chapter at I.S.C.

Dr. S. J. Knezevich of the Department

Chairman Thanks

Convention Committee

Robert Savage, General Convention chairman for the 1957 meeting of Iowa Chapter A.I.A., announced the completion of program plans and had words of appreciation for the committee members who worked with him in making the arrangements.

Working with Chairman Savage in planning the program and caring for details were:

Allen B. Salisbury—Food and Arrangements

Harold Payne—Registration

James Lynch—Publicity and Awards

Harold Bullington—Refreshments, Decorations

Burdette Higgins—Program

John Brooks—Centennial Liaison

G. I. Griffith and William Woodburn—Advisory

Mrs. George Russell—Women's Program

NEW ADVERTISER

Iowa Paint Manufacturing Co. has joined the firms which regularly use the columns of the Iowa Architect to carry to the architects a story of product or service. This issue of the magazine carries the first of a series of advertisements. The firm has operations in Des Moines, where its manufacturing plant is located, and at Davenport, Waterloo and Omaha.

of Education, State University of Iowa, will be moderator for the panel.

A reception begins at 5:30 p.m. Friday afternoon to be followed by the Banquet at 7 p.m.

Dr. Wilfred Payne is the principal speaker, but another highlight of the evening will be the presentation of Craftsmanship Awards to eleven Iowa men whose work in their crafts has won them the respect and admiration of their fellow workers and employers.

The Annual Dance of the convention is scheduled to begin at 9:30 p.m. with Spec Redd and his orchestra supplying the music.

Banquet Speaker



Dr. Wilfred Payne, University of Omaha Professor of Humanities, will address the Iowa Architects Friday, January 25.

Ladies Program

Five events are listed on the Ladies Program for the 1957 meeting of the Iowa Chapter A.I.A., beginning with the tour of the Iowa Paint Manufacturing Co. plant Thursday afternoon, and continuing that evening with social card games at the Hotel Savery following the buffet supper at the factory.

Friday's program lists the luncheon at which Roger Allen is the speaker, and at 2:30 the ladies are to begin a tour of Salisbury House, the home of the Iowa State Educational Association. Salisbury House is of architectural interest and contains many art treasures. The ladies will have tea in the "Indian Room."

Friday evening the ladies will accompany their husbands to the banquet, and dancing to the music of the Spec Redd Combo is to begin at 9:30.

Congratulations ARCHITECTS

on the Centennial Year of A. I. A.!

We are pleased to invite those of you attending the Convention of the Iowa Chapter of A.I.A. to visit our factory at 97 Indiana, Des Moines, the afternoon of January 24.

The manufacturing facilities of the factory will be open for your inspection from 3:30 to 8:00 p.m. To all of you, our Very Best Wishes for 1957.

The Staff of the



Des Moines



Waterloo



Omaha



Davenport

1957 Convention Program

IOWA CHAPTER

American Institute of Architects

HOTEL SAVERY

THURSDAY

JANUARY 24, 1957

- 4:00 P.M.—**TOUR** of Iowa Paint Manufacturing Plant
6:00 P.M.—**BUFFET SUPPER**, Courtesy of Iowa Paint Factory
8:30 P.M.—**BUSINESS MEETING** at Hotel Savery
Griffith Presiding.
Minutes of Last Meeting
Treasurer's Report
Committee Reports
Floor Business
Cards and Women's Social at Hotel Savery

FRIDAY MORNING

JANUARY 25, 1957

- 8:30 A.M.—**REGISTRATION**—Mezzanine of Hotel Savery
9:30 A.M.—**EDUCATIONAL FILM** on the manufacture of
Decorative ceramic tile, by Pomona Tile Manufac-
turing Company
10:30 A.M.—**ADDRESS** and Slide Lecture "Architectural Presen-
tation" by Robert W. Mitchell of Mitchell Models,
St. Joseph, Michigan
12:30 P.M.—**LUNCHEON** for members, wives, and guests
LUCHEON SPEAKER—Nationally known humorist,
Roger Allen F.A.I.A., of Grand Rapids, Michigan

FRIDAY AFTERNOON

JANUARY 25, 1957

- 2:30 P.M.—**WOMEN'S PROGRAM**—Tour of Salisbury House
BUSINESS MEETING for Election of Officers
3:00 P.M.—**STUDENT CHAPTER** report and student skit
3:30 P.M.—**PANEL DISCUSSION** "Education of the Architec-
tural student in preparation for career in the field
of Architecture"
Panel members to be: Architect Karl Waggoner,
Mason City; Architect George Russell, Des
Moines, Iowa; Professor Leonard Wolf, Iowa State
College; Student Chapter President, Iowa State
College; Moderator, Dr. S. J. Knezevich.
5:30 P.M.—**RECEPTION**
7:00 P.M.—**BANQUET**—Introduction of New Officers.
Presentation of Craftsmanship Awards.
Speaker—Dr. Wilfred Payne, University of Omaha,
Professor of Humanities. Speech—"Winds of
Doctrine".
9:30 P.M.—**DANCING** to Spec Redd—Cocktail bar reopened.

SATURDAY

JANUARY 26, 1957

- 9:00 A.M.—**BUSINESS MEETING** continued
LUNCHEON

D. H. King Heads Iowa Master Builders

D. H. King of the Spencer Construction Co., Spencer, Ia., is president of the Master Builders of Iowa following elections held at the organization's annual meeting in December.

Other new officers of the Builder's organization to whom the Iowa Chapter A.I.A. also offers best wishes are:

Vice-President H. S. Holtze, Jr., of the H. S. Holtze Const. Co., Sioux City; Secretary A. V. Hansen of the Arthur V. Hansen Const. Co. Inc., Cedar Falls; Treasurer L. T. Davey of Davey and Moen Inc., Mason City.

Board members include Nic Christensen of Christensen Const. Co., Sibley; P. R. Haring of Daniel Haring Co. Inc., Clinton; W. H. Lippert of Lippert Bros. Inc., Boone; H. L. Morehead, Jr., of Morehead Const. Co., Cedar Rapids, and H. C. Neumann of Arthur H. Neumann and Bros. Inc., Des Moines.

K. R. Lewis is the Executive Secretary of the organization.



The fixtures illustrated above, and many others too, employ "DieLux" diecastings as an integral part of the unit...for STRENGTH, DURABILITY, APPEARANCE.
1. No. 1015-6715 Recessed. 2. No. A-14 Swivel Unit.
3. No. WB-25 Wall Unit. 4. No. 8585 Hospital Light.
Write for your copies of PRESCOLITE literature.

*Prescolite's trade name for precision diecast products.

PRESCOLITE MANUFACTURING CORP.
Berkeley, California • Neshaminy, Pennsylvania

TO ALL IOWA ARCHITECTS

AND THEIR EMPLOYEES

We Wish

A VERY HAPPY

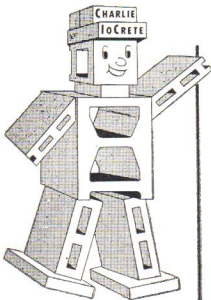
And

PROSPEROUS NEW YEAR

We believe the quality of all our products is as good as, or better than, comparable merchandise; but our greatest assistance to our customers and friends is the SERVICE we are able to render them.

Call upon us whenever you think we can be of help to you. If we do not have the answer, we will try to get it for you.

You can keep costs of your buildings down by using more Concrete Masonry and you can help us to keep our prices down by giving us more volume.



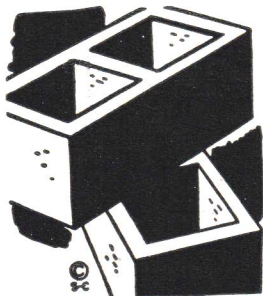
**IOWA
CONCRETE
BLOCK &
MATERIAL
COMPANY**

Concrete Blocks • Haydite Blocks • Bricks • Channel Roof Slabs • Concrete Joist • Owens-Illinois Glass Blocks • Lannon Stone • Sanymetal Toilet Compartments • Champion Masonry Saws and Blades • Chicago Fire Brick • Masonry Materials Aluminum and Steel Windows • Arketex Glazed Tile Metal Specialties • Concrete Corn Cribs and Silos

820 S.W. 9th St. PH. AT 8-5751 DES MOINES 9, IOWA

"Your Problems Keep Us in Business"

PICTURE A STOCKPILE



containing
420 MILLION

Common Brick
or

140 MILLION

4 x 5 x 12 Tile

or

70 MILLION

8 x 5 x 12 Tile

*This is a fictional stockpile
in Iowa, BUT*

IOWA ARCHITECTS SPECIFIED

a stockpile just as large when they designed

35 MILLION 8x8x16 Concrete Masonry Units

into Iowa Structures during 1955*

Most of these Quality Concrete Blocks were
provided by the 20 Members of the

IOWA CONCRETE MASONRY ASSOCIATION

820 S.W. 9th St.

Des Moines, Iowa

*Last year for which figures are available

THIS I BELIEVE

By Burdette Higgins

Having been requested to contribute to this column, I will not attempt a profound literary composition, but rather submit a few aphorisms, jotted down from personal experience.

There is no longer any contest between "traditional" and "contemporary" architecture.

There is, however, a continuing contest between "good" and "bad" contemporary design. This is peculiar to progress.

"Functional" is the most mistreated word in our vocabulary.

Dare for beauty in design. Beauty can withstand criticism and elevate a design above mediocrity.

There is more beauty in a masonry wall than in a rectangle of plate glass or a gas-pipe column.

I applaud the renaissance of color in exterior design.

I bemoan the lack of character in so much of contemporary design.

Leave the spectacular to genius, as genius generally lacks a balance wheel.

If you follow a leader, be careful of your choice.

Too many young men in the profession are impatient.

Humility is one of the elements of greatness.

Public criticism of fellow architects injures the entire profession.

Take pleasure in each others' accomplishments, as well as your own.

General practice is more fun than specialization.

* * *

The foregoing notes may seem homely and trite, but I still believe they bear consideration.

CHRISTMAS

Gremlins apparently slipped into the works during the preparation of the IOWA CONCRETE BLOCK & MATERIAL CO. Ad for the Nov.-Dec. issue and errors appeared in print. It should have read:

Our concrete blocks.....Up 48%

Our lightweight blocks.....Up 52%

The ad showed other building materials and costs up from 67% to 293% over 1939 rates.

ADVERTISERS

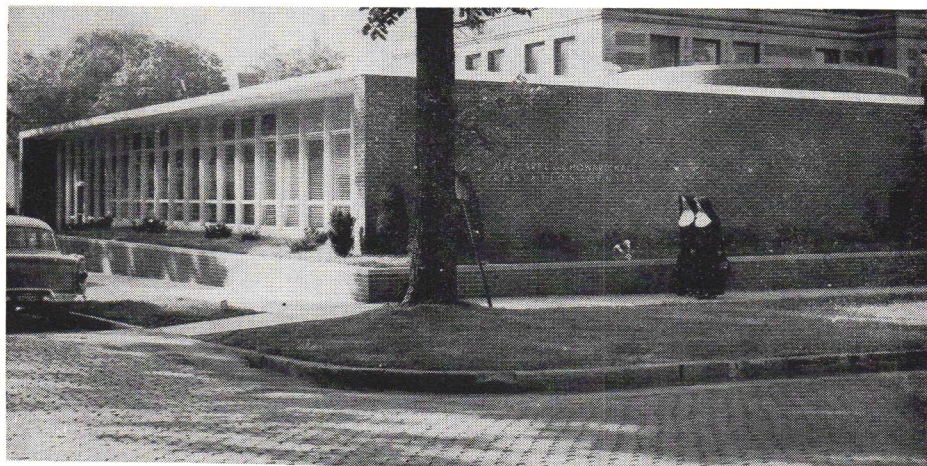
Iowa Architect calls member's attention to two points: 1, the firms advertising in this issue and 2, the other organizations that would be interested in advertising if you will pass the word. Advertising rates in the Iowa Architect, for 12 consecutive issues, are:

Full-page\$45 per insertion
Half-page\$25 per insertion
Quarter-page\$15 per insertion

Rates do not include the cost of cuts, if any. Inquiries or advertising orders should be addressed to James Lynch, editor, 2425 Park Ave., Des Moines.

DESIGNED

BY IOWA ARCHITECTS



Margaret and Howard Hall Radiation Center
Cedar Rapids, Iowa

Architects—Brown and Healey, Cedar Rapids

General Contractor—R. W. Rinderknecht Co., Cedar Rapids

Electrical Contractor—Paulson Electric, Cedar Rapids

Mechanical Contractor—C. F. Puth Co., Cedar Rapids

Construction began: April, 1956. Structure completed: August, 1956.

This completely furnished and equipped center was built as a gift to the citizens of Cedar Rapids, Iowa, by Mr. and Mrs. Howard Hall of that city. The Architects were retained in November, 1955. Plans were drawn and construction was started in early spring of 1956. The building was ready for occupancy September 1, 1956.

The building houses, in addition to the staff for the cobalt treatment, offices for the local chapter of the American Cancer Society and has a connecting corridor to the adjacent Mercy Hospital so that bed patients can be treated. This also makes the hospital facilities available to the Radiation Center.

The Cobalt unit in this case is the Picker C-3000 and has a 2027 Curie source. Robert S. Landauer, Ph.D., F.A.C.R., Certified Radiation Physicist, was retained as consultant physicist. Dr. Landauer specified the thickness of walls and all the protection requirements, and later made the radiation survey, all of which was a requirement of the Atomic Energy Commission.

The structure is entirely air conditioned and heated with steam convectors.

Construction is reinforced concrete with two walls of Ceko aluminum curtain-wall with porcelain enamel panels and two walls of face brick. The floors are tan terrazzo with aluminum divider strips. Partitions are glazed structural tile, except in the treatment room where a random pattern of yellow and ivory ceramic tile

(Continued on next page)

- ✓ 30 years of service to Iowa Schools
- ✓ chalkboard specialists
- ✓ natural slate--tomorrow's best chalkboard
- ✓ Armstrong cork tackboard
- ✓ Gotham "Screw-Tite" (economy) and "Snap-Tite" (1st quality) aluminum trim
- ✓ Gotham chalkboards
- ✓ the only complete chalkboard line in the industry

W. E. NEAL SLATE COMPANY

1121 Dartmouth Ave., S.E.
 Minneapolis 14, Minn. FE 9-2783

is used. The doctors and physicists offices are paneled in walnut plywood. One wall of the waiting room is face brick. The ceilings are suspended, perforated and corrugated metal, and are sound absorbing.

In the design of the building, it was felt the architecture should express the function of the building and be as attractive as possible because it was to be built very near the main entrance of the hospital. The circular form of the treatment room was the most economical way to enclose the space that was to contain the cobalt and to keep the radiation under control. It also forms the strong design element of the building expressing from both inside and out the unusual function of the building.

The treatment room is constructed with 4 1/2" walls, 42" of which is solid concrete with 4" face brick and 1 1/2" ceramic tile. The roof is 18" solid concrete. There is no basement or crawl space under this portion of the building.

Swimming Pool Equipment

- **Vacuum and Pressure Diatomite Filters**
- **Zeolite Softeners**
- **Chemical Feeders**



*For Information
Write or Call*



WATERITE CO.

OMAHA, NEBR.

Phone Pleasant 5582