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Plans Complete for April 17 Meet At Ames;

Photographer Julius Shulman Will Be Speaker

Members of the Iowa Chapter of A.I.A. will hear a noted architectural photographer at the April 17 Spring Meeting of the Chapter on the campus of Iowa State College.

Julius Shulman, architectural photographer whose work has become noted among those who record modern architectural developments, will be the banquet speaker for the evening meeting at the Memorial Union grand hall.

Prof. Leonard Wolf, head of the Division of Architecture at I.S.C., has reported that plans for the day include a 12 Noon luncheon in the Memorial Union Cafeteria, a 2 p.m. Business Meeting for members of the Chapter, and a 5:45 p.m. banquet at which Mr. Shulman will speak.

"One Hundred Years of Residential Construction in Iowa" will be reviewed during a 10:00 p.m. television program over Station WOI-TV (Channel 5). This program, featuring the Division of Architecture, will be produced and directed by students of the Television courses at I.S.C., but will present members of the profession.

In connection with this program, Prof. Wolf is issuing an appeal for 8 x 10 inch, black and white pictures to be used to illustrate the changes in architectural designs in Iowa during the past century. He is particularly interested in obtaining good photographs of old houses, and details of old houses which demonstrate the influence of architects on home design.

The educational committee will meet at 9:30 a.m. in the architecture department to judge the exhibits of work by the seniors. The committee will select the works, which in its judgment, are the best in the fields of architecture and engineering.

(Continued on page 4)

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Vice President.....Wayne Lyon
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Treasurer.....Lyle Howard

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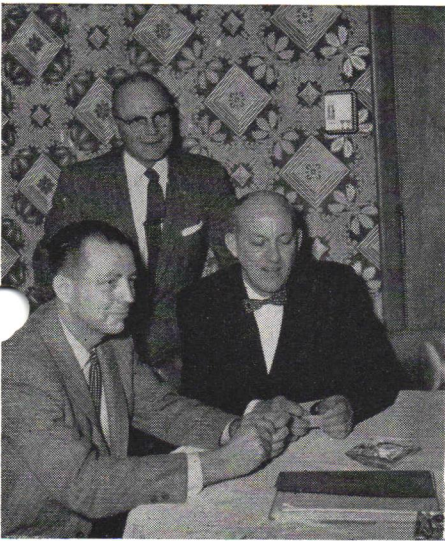
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James Walsh Moves Into Presidency;

Jayne Lyon is V-P., O'Neil, Robinson, Siletto Named

Members of the Iowa Chapter A.I.A. advanced James Walsh to the presidency for 1957 and chose Wayne Lyon of Des Moines as Chapter Vice-President in elections that marked the January 25th business session. Paul Skiles of Des Moines and Lyle Howard of Ottumwa were re-elected as secretary and treasurer. All the major offices were filled on the basis of unanimous ballots.

Eugene O'Neil, of Woodburn & O'Neil, Charles Silletto of Smith-Voorhees-Jensen-Silletto & Associates, both of Des Moines, and Douglas Robison of Louis C. Kingscott & Associates, Davenport, were chosen as members of the Board of Directors. Silletto and O'Neil were elected on the first ballot from among six candidates, and Robison was elected on the second ballot. Gerald T. Griffith, Past-President, is a member of the board.



Officers James Walsh, right, president, Wayne Lyon, vice-president, and Lyle Howard, (standing), treasurer, smile with pleasure following elections during the 1957 convention.

In other official actions, the chapter voted approval of the purchase of a 16 mm sound-color film "Architecture U.S.A." for use by the chapter in promoting architecture. The membership also voted to buy a supply of stickers commemorating the 100th anniversary of the founding of the A.I.A. These stickers will be available through the Public Relations Committee headed by James Lynch.

The Summer Meeting of the Iowa Chapter is set for Lake Okoboji from Friday noon, June 28th through Sunday



Board Members for 1957 are (seated, left to right), Doug Robison of Davenport, Gerry Griffith, Des Moines, Charles Silletto, Des Moines, and Eugene O'Neil, Des Moines, standing.

noon June 30th. This annual summer meeting is planned as a family outing and James Walsh reported that an advance payment will be necessary to hold reservations at "Vacation Village," a spacious and comfortable resort which is excellently adapted for family groups. The resort has facilities for children of all ages and some of the girls who are waitresses in the dining room also will act as baby-sitters during the evening.

Committee reports presented at the business meeting January 24 included those of membership, practice, relations with the construction industry, education, fellowship, convention, legislation, historical building, and the centennial committee.

Reporting on the public relations committee, Robert Bonomi outlined the

More Convention . . . (from page 3)

policy program for the Iowa Architect and told the chapter that it was intended to make the magazine serve the chapter. He stressed the need to have the magazine carry as much information as possible about chapter plans and activities. He also stressed the need for information (which may be sent directly to James Lynch, editor), for pictures of outstanding or noteworthy construction designed by Iowa architects, and the need for the membership to recognize the advertisers in the magazine.

"If you have seen an advertisement in the Architect, and a representative of the firm calls on you, let him know that you have seen the advertisement. Then he knows that his message is reaching you; whether you are convinced by his message is a matter for your own decision," Bonomi said. He predicted that such a program would bring increased recognition to the publication and would result in an increase in advertising, thus permitting the chapter to do a better job with the publication as both an internal and external public relations item.

J. Woolson Brooks, chairman of the Centennial Liaison Committee reported on plans for holding a Centennial recognition dinner at the Des Moines Art Center, and the scheduling of a radio program in conjunction with the Iowa Bar Association.

A report on the activities in connection with the Des Moines recognition of the Centennial is carried elsewhere in this issue of the Iowa Architect.

Joins Wetherell & Harrison

John Wetherell has become a member of the staff of Wetherell & Harrison, Des Moines, following completion of studies for an M.S. Degree in Architecture at the University of Illinois. Wetherell is a son of Edwin H. Wetherell, one of the firm heads, and has received a B.S. Degree in Architecture from Iowa State College. He has completed armed forces service with the Navy.

Appreciation Expressed In Chapter Resolutions

Recognizing the activities of firm organization and members on behalf of the entire chapter, resolutions were adopted at the Iowa Chapter Convention in January which expressed appreciation to the following named persons and firms:

Iowa Paint Manufacturing Co. which "cordially received and entertained" the chapter.

Pomona Tile Company, Los Angeles, Cal., which presented an informative and entertaining program and had remembrances for the members and their wives.

"**The Advertisers in the Iowa Architect**," because "they are most helpful in developing and expanding our publication."

The Craftsmanship Committee, the officers of 1956, the Convention Chairman and Committee.

Charles Altfillisch and Karl M. Waggoner for their many years of faithful and excellent service as members of the State Board of Architectural Examiners.

The Iowa Concrete Block and Materials Co. for the series of radio programs which gave recognition to architecture.

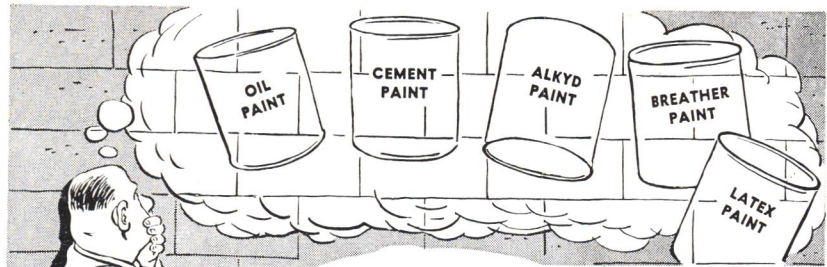
The Master Builders of Iowa for the cordial relationships which have existed between the organizations.

More Spring . . . (from page 1)

Among awards presented during the spring meeting will be the following:

Iowa Chapter Awards for Architectural Engineering and Architecture; Student Chapter A.I.A. Award, Master Builder's Scholarship, Structural Products award, the Charles F. Bowers Memorial award, and the Karl Keffer Award.

DONALD R. SHELDON, formerly of Hutchinson, Minn., and a graduate of the University of Minnesota, 1954, has joined the staff of Smith, Voorhees, Jensen, Silletto & Associates. He formerly was with Despatch Oven Co., who design and build industrial ovens.



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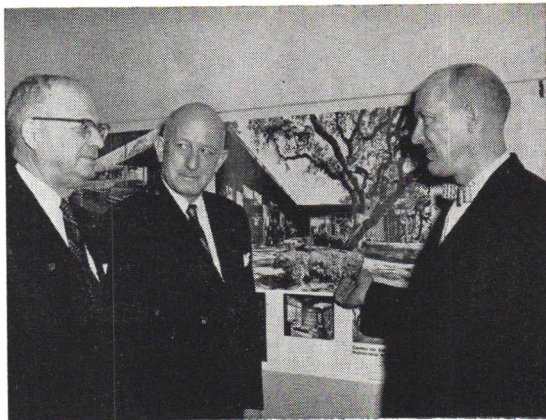
Waterloo

Omaha

Davenport

Iowa Chapter Recognizes Centennial Of American Institute of Architecture

Rex Bateson of Eldora, president of the Iowa Bar Association (left), Dr. Fred Sternagel of West Des Moines (center) president-elect of the Iowa State Medical Society talk about one of the A.I.A. award winning designs with A.I.A. Chapter President James Walsh during the Iowa recognition of the A.I.A. Centennial at the Des Moines Art Center.



Stressing the element of art as a vital factor in the success of a structure, Dr. Wilfred Payne of the University of Omaha, helped the Iowa Chapter of A.I.A. mark the Centennial of A.I.A. by addressing Architects, Engineers and their ladies in a special centennial program held February 23rd at the Des Moines Art Center.

Dr. Fred Sternagel, West Des Moines, president-elect of the Iowa State Medical Society, and Rex Bateson, Eldora, president of the Iowa State Bar Association joined Iowa A.I.A. Chapter President James Walsh at the head table, along with Centennial Chairman J. Woolson Brooks, Burdette Higgins, Dr. Payne, and Ken Lewis, Executive Secretary for the Master Builders of Iowa.

In a talk labelled "100 Years of Conscience and Competence," Dr. Payne declared that a "design must express the intention of the builder, and not be a part of a 'school' to be successful."

Citing successful designs which have become landmarks of architecture during the past century, Dr. Payne pointed out that architects have created new, daring and successful structures. He said that in many of these the architect actually had adopted a style and then adapted it to his own use and had used it to express himself with grace and charm.

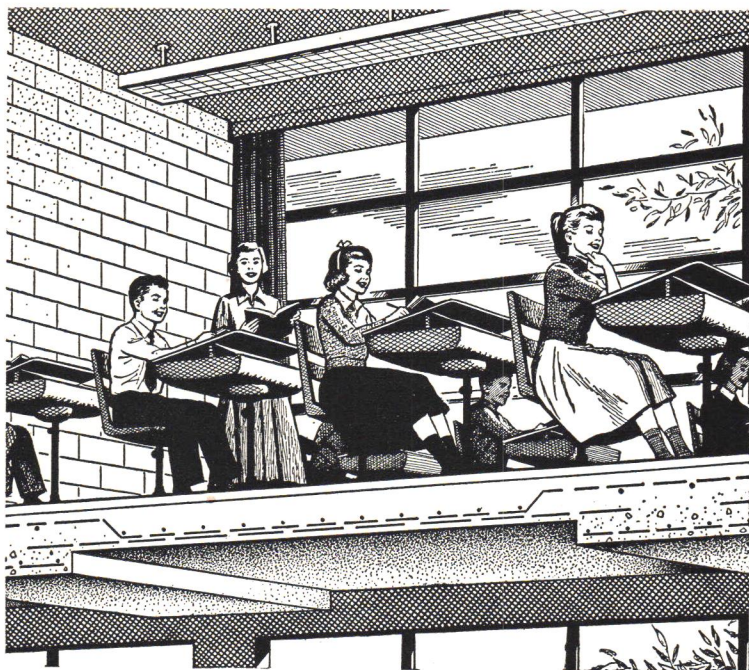
Although Dr. Payne gave heavy emphasis to the place of beauty in design, he also drew attention to buildings which were not successful because they

failed to efficiently serve the purpose for which they had been constructed.

Those attending the dinner gathered in a main corridor at the Art Center and then were served a dinner in a small dining room before returning to the auditorium to hear Dr. Payne's discussion.

Another portion of the A.I.A. Centennial recognition took place in Des Moines, Feb. 23, as J. Woolson Brooks, Rex Bateson, and Hiram Hunn participated in a half-hour radio show over WHO for a discussion of architectural principles and the history of architecture. The show was a part of the continuing series of programs presented by WHO with the bar association furnishing the materials.

Another recognition of the centennial will take place as the Chapter holds its Spring meeting at Ames, April 17 when a TV show over WOI-TV will feature "100 Years of Residential Construction in Iowa."



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A few thoughts from one of the older-young men in the Chapter:

Our efforts to build our practice and secure work should be pointed to offering a superior service for a fair fee rather than a mediocre service for a lower fee. In the long run, we will be judged by the quality of our service, not by the cost of it.

Public relations, at any level, will be for naught if the individual Architects are careless with their responsibilities and opportunities. A state or national public relations program can be only as successful as the aggregate actions of the individual architects permit it to be.

If we wish architecture to be looked upon as a Profession, we must accept our code of ethics for what it is: A code to govern our professional conduct and practice and should be followed conscientiously and consistently. It is not something to be forgotten, twisted, warped and changed to suit our own selfish purposes each time we are faced with a situation. Architecture has no place for a double standard.

Architectural service is a complete service and should be equally competent and complete in all its parts, counseling, administration, design, working drawings, specifications and supervision. Our work can be no better than its weakest link.

Involuntary Test

Gerald I. Griffith, Immediate Past President of the Iowa Chapter, is testing the support and stability offered by what is known as a "walking cast." The test is involuntary but was made necessary when Gerry slipped and a leg crumpled under him March 15. The accident occurred on the sidewalk in front of his office after a storm left the streets icy.

Mr. and Mrs. Griffith and their children are featured in the March 24 issue of "This Week" magazine in which Mrs. Griffith details the family system of "hiring" the children.

IN THE SPOTLIGHT

(Top Pictures) Pres. G. I. Griffith addresses the crowd that filled the Hotel Savery dining room for the banquet.

(U.L.) Paint cans get "loaded" in the packaging department of Iowa Paint.

(U.C.) Roger Allen converses with Burdette Higgins.

(U.R.) Student chapter demonstrates confusion.

(L.C.) Presidents and Vice-Presidents of A.I.A. and Iowa Paint.

(R.C.) Visitors view a "ball mill" on tour.

(L.L.) Prof. Wilfred Payne addresses crowd.

(L.R.) Applause thanks Mitchell's Models for presentation.

(Bottom Pictures) Iowa Chapter Officers at Banquet head table.