

IOWA ARCHITECT

Official Publication of

**Iowa Chapter
American Institute of Architects**

May-June 1957



Annual Summer Outing Calls Architects To Lake Okoboji For June 28, 29, 30

Recreation and Relaxation are the key words for the 1957 Summer Outing of the Iowa Chapter of the A.I.A. and President James Walsh, working with his convention chairman George Russell, has prepared a program that allows members to take their pick from the theme words.

Members will be "on your own" most of the time during the weekend at Lake Okoboji, but enough group activities have been planned to tie the chapter members together for renewal of friendships, exchange of ideas and congenial comparisons of projects, clients and personal accomplishments.

The Convention planner has arranged for Vacation Village, a well-appointed family resort on the western shore of Lake Okoboji, to handle the over-all hosting chores during the weekend, and arriving architects can check into their cabins beginning at 1 p.m. Friday, June 28.

Boats, swimming, fishing, golf, and just plain rest and relaxation are among the pleasurable events available during the afternoon, while the evening meal consists of a smorgasbord prepared by the capable crew which handles the visitor feeding details for Vacation Village.

That event opens at 6:30 P.M., and the indications are that it will last two hours.

A family roundup is set for that evening at the Village Hall, the indoor recreational center which is among the facilities offered by the northwestern Iowa resort. The pre-meeting program lists the starting time of this event at 8:00 P.M., with no closing time on the schedule.

Vacation Village's operators, Bob and Keith Ross, have placed emphasis on the family aspect of conventions and meetings, and facilities are available for shore games as well as water play for the children. Baby sitters are available on call, making it possible for the grown-

(Continued on page 4)

OFFICERS

President.....James Walsh
 Vice President.....Wayne Lyon
 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

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



Adel Clay Products Co.

**IOWA SALES OFFICE
 AND WAREHOUSES**
 101 ASHWORTH ROAD
 WEST DES MOINES, IOWA

Phone CRestwood 9-9721
 FACTORIES
 REDFIELD and CENTERVILLE, IOWA

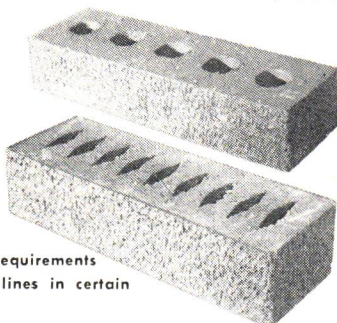
STIPPLE-MATT TEXTURED **NORMAN**

FACE BRICK: Size $2\frac{1}{4}'' \times 3\frac{3}{8}'' \times 11\frac{1}{8}''$. Red Stipple-Matt and Fire Clay Buff. Also available in smooth textured red range.

CUTTING UNIT: Size $2\frac{1}{4}'' \times 3\frac{3}{8}'' \times 9\frac{5}{8}''$ in red color range. Also available in Roman size.

NOTE: We can supply most of your brick and tile requirements from either of our two factories—or through jobber lines in certain territories.

FREE: Illustrated Brochure of any items in which you are interested will be sent on request.



SERVING IOWA AND THE MIDDLE WEST SINCE 1894

AWARDS AND SHULMAN ARE HIGHLIGHTS OF A.I.A. SPRING MEETING AT AMES

Presentation of awards to outstanding students and a descriptive report of what is happening throughout the nation as huge tracts of land are turned into housing developments were the two major features of the spring meeting of the Iowa Chapter of A.I.A. at Ames, April 17.

Judging, under the direction of the Education Committee began in the morning and the judges found much work showing creative and artistic talent.

President Walsh presided over a brief business session during the afternoon during which committee reports were presented and dates for the Summer Outing at Lake Okoboji were announced.

Julius Shulman, whose work as an architectural photographer is known throughout the country, was the principal speaker at the banquet Wednesday evening.

Shulman described himself as an observer of architecture and architectural trends. He asserted that "the investor's dollar has become the goal of everyone in the world," and he declared that this means developments are being made in the quickest possible way.

Of new uses of materials, he said his observation is that the rapid rise of glass issues are urged by the ever-increasing use of glass in construction.

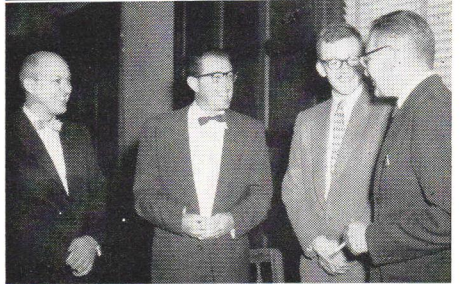
He expressed belief that a reason that architects were not used to a greater extent in residential construction was that neither the builders nor the public have been introduced and educated to vocabulary and meaning of "better living" which is possible with modern materials and construction.

He said this could be helped in part if the builders would devote the time to the finishing of a complete house.

Another reason, he said, for the reduction in the amount of residential work done by architects is the growth in the size of firms.

"The overhead in the office has to be met, thus the architect looks to the larger and the commercial buildings."

He said many of these architects cannot continue in the practice of home design.



Top: Shulman addresses Banquet crowd.

Bottom: Pres. Walsh, Shulman, Student President Carl Hunter, Prof. Leonard Wolf, ISC architectural department head.

Shulman used a series of color slides to show some of the developments of tracts of houses, and emphasized that in many cases hundreds of houses would be crowded into small areas although plenty of land actually was available for more spacious and gracious planning.

Other slides showed outstanding examples of fine architecture including some of the modernization of building fronts.

Prof. Leonard Wolf acted as master of ceremonies.

Dodge Says Architects Doing More Houses

Results of a survey just completed by F. W. Dodge Corporation indicate that architects are designing more houses in 1957 than they did last year.

Nearly 80 percent of 105 representative architectural firms interviewed in 25 cities reported that in the first quarter of 1957 they were designing as many, or more, homes as in the first quarter of 1956.

Results of the survey, conducted by Dodge Reports district and branch offices, showed that 39 percent of the firms were designing more homes this year, while another 38 percent reported no change. Only 23 per cent reported that they were designing fewer houses than last year.

Among the firms reporting gains over last year, increases ranged from 10 percent to as much as 300 percent.

In reply to another question as to whether the trend of house design activity in their offices had been up, down or level in recent months, 79 percent of the firms said that the trend had been level or upward; only 21 percent reported any downtrend. Nearly 42 percent actually reported an increase.

Commenting on the results of the survey, Dodge vice president and economist George Cline Smith said that the uptrend in architect-designed houses was "hardly-surprising."

"The much publicized drop in housing starts last year occurred entirely in government-insured programs," Dr. Smith said, "and conventionally-financed housing held up throughout the year. In the first two months of 1957, the number of conventionally financed housing starts actually increased over the same period of last year.

"Since conventionally-financed houses tend to be larger and more expensive than those financed under government insurance programs, and since there is a perceptible trend toward greater floor area and higher price tags evident from the construction contract statistics,

More Spring Meeting . . . (from page 1)

ups to take advantage of the full facilities of the area.

Lake Okoboji, heralded by its area residents as one of the "True Blue Lakes" of the world, provides a scenic background for the Summer Outing, and provides opportunities for boating, fishing water skiing, and swimming that are unexcelled in the state. The variations of the shoreline, from beach to abrupt and stony waterfronts, create many opportunities for scenic photos, and both children and adults will be interested by the many wildlife creatures to be found in the area.

Saturday's program is an improvement over Friday—particularly in the recreation and relaxation—because the day is longer. Breakfast begins at 7:15 A.M. for those who are hungry then, and continues until 10 A.M. for those who prefer to take a more leisurely pace.

Golf is on the schedule for those who want to try their skill, power and luck on the fine available course.

Lunch is served from 12:30 to 1:30 P.M., and you again will be on your own for the afternoon to enjoy the luxury of 'time on your hands.'

Dinner Saturday evening is from 7 P.M. to 9 P.M. and there will be dancing during the evening (from 9 P.M. to 1 A.M.) to the music of the Bob Conley Quintet.

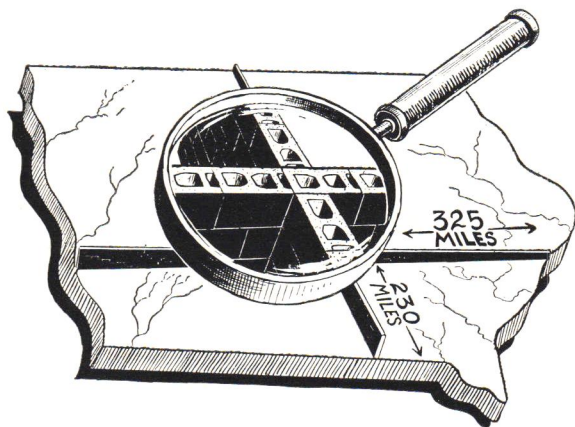
Sunday's schedule has even less formal programming than the other days, but it still makes for a fine day. Breakfast is available from 7:15 A.M. to 10 A.M., you have the morning to yourself, but those who are not staying through the following week are expected to be checked out of their cabins by 12 Noon. (That doesn't necessarily mean that you have to be on the road home by then, for Lake Okoboji and its environs still will be there for your enjoyment.)

it is hardly surprising to find architect activity on the increase in the housing design field."

PICTURE

THESE

WALLS



OF CONCRETE MASONRY

555 MILES LONG,

10 FEET HIGH,

8 INCHES THICK

NO WINDOWS — NO DOORS

This fictional wall represents the total volume of 8" x 8" by 16", or equivalent, Concrete Masonry Units used in Iowa structures during 1956.

IOWA ARCHITECTS specified the major portion of this large volume.

MOST OF THESE QUALITY CONCRETE MASONRY UNITS were provided by members of the

IOWA CONCRETE MASONRY ASSOCIATION

P.O. BOX 516

West Des Moines, Iowa

Walsh, Higgins Call

NATIONAL A.I.A. MEETING THE "BEST EVER"

President James Walsh and Burdette Higgins, reporting on the A.I.A. National Convention at Washington, May 10 to 18, called it the best ever and both expressed belief that the Institute has performed invaluable services to the profession during the recognition of the Centennial Year of the Institute.

The Iowa chapter head, who attended the A.I.A. National Convention in Washington in May, in a report prepared for the Iowa Architect, expressed belief that the theme, presentations and speeches during the eight-day meeting brought into sharper focus the developing role of the architect in America.

"The theme, 'A New Century Beckons,' was truly applicable as a challenge to our membership attending the national convention," he reports.

"It appears that all present were cognizant of the emergence of our nation during the first half of the 20th century to a position of international prominence, and of the responsibilities that such leadership demands in the complex world of today.

"I had a feeling at the convention that the American architect, as an individual, realizes that the rest of the members of the profession are looking toward architecture to serve human needs, including the social, educational, economical, industrial and governmental.

"I believe most of the membership left the convention with the individual determination to meet that challenge in the development and execution of their individual projects during the last half of the 20th Century," Walsh declared.

The Iowa chapter president also said that it appears that "because of the complex nature of our society, the architect is becoming more and more dependent upon many types of consultant and thus his role as an adminis-

trator is becoming ever more important."

Walsh also reports that he observed a strong trend toward growth in the size of architectural firms.

"In my opinion, this was the best organized and best programmed Convention of the A.I.A. and reached the highest level of any I have attended. Alexander C. Robinson III, and his Convention Committee deserve the praise of the entire Institute." Higgins said.

Higgins commented upon the excellence of the organization of activities. He noted that the entire first day was left open for registration only, with the result of more orderly registration and a well-attended opening session that evening. He also noted that many architects used the day for a tour of Washington.

Higgins was complimentary of the scheduling that presented just one major portion of the program at a time. In the past, he said, "programs have been too full, with two or more panels of interest scheduled at the same time."

Two integral and well-planned parts of the Convention, the exhibition entitled "One Hundred Years of American Architecture" at the National Gallery of Art, and the boat trip down the Potomac to Mt. Vernon were "memorable and enjoyable," Higgins reported.

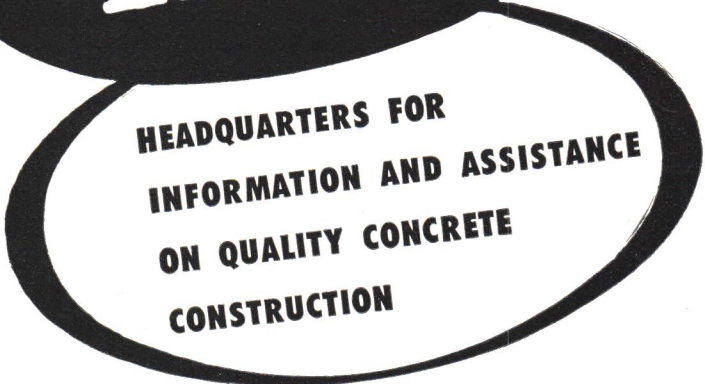
The Institute was the recipient of many honors and gifts from other Architectural Institutes and Societies throughout the world in commemoration of the Centennial, and these presentations were dignified and impressive. Unfortunately, the new Fellows of A.I.A. were inducted at a Luncheon of Fellows instead of at the Annual Dinner as has been the custom previously. As a result, the Convention at Large missed this impressive ceremony.

The registration was the largest in the history of A.I.A. with more than 4,000 architects in attendance. T

(Continued on page 10)



H.O.



**HEADQUARTERS FOR
INFORMATION AND ASSISTANCE
ON QUALITY CONCRETE
CONSTRUCTION**

The Portland Cement Association, a national organization dedicated to improving the quality of concrete and other portland cement products, is at your service on special construction problems.

Through this office architects, engineers and builders can obtain assistance and information on concrete mixtures, methods and construction procedures. New developments from the PCA's laboratories in Chicago and in field tests coast to coast are published in scientific reports and technical booklets.

Concrete has many advantages—great strength, unusual durability and resistance to fire, weather, wind, rats and termites. It delivers **low-annual-cost** construction, the true measure of economy.

Whether you are a large or small cement user, there's helpful information on concrete construction in the PCA's large assortment of free literature.

PORTLAND CEMENT ASSOCIATION

408 Hubbell Bldg., Des Moines 9, Iowa

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work.

20 Awards and Honors Mark ISC Program

Following judging by representatives of the Iowa Chapter of A.I.A., student selection, and selection of scholarship and other award winners by faculty and college representatives, awards were announced April 17 for the following students at Iowa State College:

Those winning in architecture were **Bruce Alexander**, 632 Allen Street, **Waterloo**, first place, \$25; **Donovan Seaboch**, 3029 Oxford, **Des Moines**, second place, \$15; **Thomas Reilly**, 1610 West 6th, **Sioux City**, third place, \$10; **John Buenz**, 515 West 6th, **Ogallala, Neb.**, honorable mention.

In architectural engineering awards were given to **Bernard Jones**, 1103 North 13th, **Estherville**, first place, \$25; **Leon Langbartels**, 1320 Robinson, **Knoxville**, second place, \$15; **Robert Kruse**, 1111 Clary St., **Worthington, Minn.**, third place, \$10.

Robert Aegerter, 1306 South Lake, **Sioux Falls, S. D.**, a fourth year architecture student, won the \$25 Student Chapter of the American Institute of Architects Award.

Dale Nederhoff, **Wellsburg**, won the Charles Frederick Bowers Memorial Prize of architectural books or equipment for the best record in professional courses in his senior year.

Donald Leo Smith, **Raub, Indiana**, won the Alpha Chi Rho Medal awarded to the senior in architecture who has shown ability for leadership and performed willing service for the school and the department.

William Snyder, **Breda**, and **Keith Ancel Covey**, **Ames**, won Karl Keffer awards given annually to two students of architecture and architectural engineering who have shown by their academic work and related activities promise of high level of performance toward the professional practice of architecture. Each award amounts to \$100.

Three Architecture Faculty prizes were awarded two sophomores and one freshman in architecture in recognition

of high scholastic standing in their sophomore and freshman academic subjects. The three book awards were to **Richard Campbell**, **Ames**, **Roger Burns**, **Cedar Rapids**, both sophomores, and **James Green**, **Grundy Center**, a freshman.

Frederick Wolf, **Waverly**, won the Durrant and Bergquist award of \$50 given annually to the architecture student in his fourth year who has demonstrated the highest level of attainment in his academic work.

Harold Sawyers, **Vail**, won the Leo A. Daly award of \$250 given annually to the student in the department of architecture who, by his academic achievement, has shown great competence in theory and enthusiasm for practice in the field of building design.

Vitolds Vitols, son of Mr. and Mrs. Peteris Vitols, **Riga, Latvia**, won the Book Award of the Henry Adams Fund of the American Institute of Architects given annually to the architectural student in an accredited architectural school who is outstanding in scholarship, personality and promise of successful professional practice.

Bruce Alexander, son of Mr. and Mrs. George Alexander, 632 Allen Street, **Waterloo**, won the School Medal of the American Institute of Architects, given annually to the student in the department of architecture in an accredited architectural school who is outstanding not only in scholarship, but also in personality and promise of successful professional practice.

James Merry was announced as the winner of the \$400 General Electric scholarship for 1957-58. He is a junior.