

# IOWA

# ARCHITECT

*Official Publication of*

Iowa Chapter

American Institute of Architects



## Strong Program on "ARCHITECT--COMMUNITY"; Satirical Humorist Is Banquet Headliner

Building on the theme, the 1958 Convention Committee, operating under Chairman George Russell, has constructed a program based upon sound information and capped with a nationally humorous speaker.

Art Briese, known from coast to coast as America's Knight of Satire, will be the principal speaker at the Buffet Dinner which will climax program activities Friday, January 24.

Briese, who travels extensively to present an exceptionally different program, was born on a Canadian farm and started his working career at age 16. He worked as a thresher crewman, a lumberjack, a sawmill worker, a photographer, a travelling salesman, and was a medical student and an X-ray operator before becoming a writer and actor. He has been traveling as a speaker and lecturer for more than 20 years.

Known as the "Knight of Satire," Briese has explained that Will Rogers' humor consisted of "pricking the tiny little bubbles of human vanities with a sharp pointed needle of satire." Of himself, Briese says: "I just use an axe and let the chips fall where they may."

A long list of schedule speaking appearances keeps Briese on the go throughout the year, and he is widely liked and accepted. He is one of the speakers who is likely to appear on both coasts and in border states on the North and South of the country all within the same week.

"We are certain he will provide us

with a stimulating and entertaining evening, for while he is billed as a humorous speaker, we know that he also presents a philosophic outlook of interest," says Convention Chairman Russell.

### Architect and Community

John R. Grove, Assistant Director of the Allegheny Conference on Community Development in Pittsburgh, has been secured as the principal speaker whose subject matter will be devoted to the theme of the convention.

Mr. Grove is acquainted with all phases of planning community develop-

(Please turn the page)

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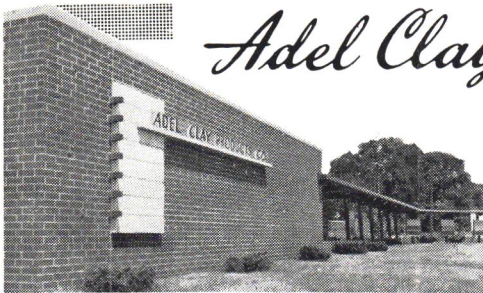
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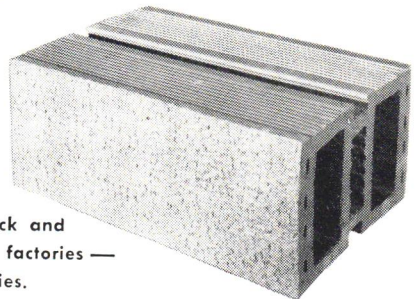
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## More Program . . .

ment, whether the community is that of a middle-size town, or that of a major industrial and business area. William Wagner, program chairman for the convention, will introduce the speaker.

Following Mr. Grove's discussion of the relation of the architect to his community, he will join three others vitally interested in community development and particularly interested in the redevelopment of Des Moines. They are:

**Charles T. Cownie**, Des Moines furrier who, as chairman of the Central Business District Committee of the Des Moines Chamber of Commerce, has been leading efforts to secure a redevelopment project for part of the city.

**Richard D. Fernbach**, who recently came to Iowa as the Des Moines City planner.

**John Butter**, Chief Engineer of the Iowa Highway Commission, whose work everyday effects the development of communities throughout the state.

**Hiram Hunn**, Des Moines attorney, widely known as a moderator of panel groups, will moderate this panel. Jim Lynch, Public Relations Chairman for the Chapter, will introduce the program.

### Education Activities Report

Prof. Leonard Wolf of the Department of Architecture of Iowa State College will take the rostrum at 4 p.m. for a discussion of activities of the A.I.A. Committee on Education.

This report promises to bring fresh information on a subject vital to the profession, for Prof. Wolf will attend a meeting of the A.I.A. Committee at New Orleans January 21 and 22, returning to Iowa just in time to attend the A.I.A. Chapter meeting.

One of the subjects to be covered in this report is the "Architects in Training" system which was developed by the A.I.A. Committee on which Prof. Wolf has been serving since the beginning of the project.

### New Film

The newest film addition to the materials available to interest young persons in the profession of architecture will be presented following Prof. Wolf's report.

## SPEAKER



**Art Briese**  
Knight of Satire

It is titled "Career in Architecture" and was produced by the Weyerhouser Lumber Co. It has a running time of approximately 27 minutes, and is available to Chapter members throughout the state for use during high school career days.

The annual reception will be held beginning at 5:30 P.M. in the Des Moines Room, and guests will include state officials, craftsmen who are being recognized as distinguished in their fields, and their employers.

Committeemen have set the Buffet Dinner service to begin at 7 p.m. in the Terrace room, it is anticipated that the presentation of awards and certificates will be completed by 9 p.m. when dancing will begin in the Des Moines room.

### Thursday Business Meeting

President James Walsh will preside at the opening business meeting Thursday at 8 p.m. in the Des Moines room. Committee reports will be heard and plans for the coming year will be outlined.

The second business meeting of the Convention will be held Friday morning

(Please turn the page)

# Ladies will Visit Community Playhouse

## More Program . . .

at which time officers for the coming year will be chosen and members will hear a report from O. H. Thorson, Waterloo, Regional Representative on the A.I.A. Committee on Chapter Affairs.

The second major event of the day will be a special report on work of the Structural Clay Products Research Foundation by Robert B. Taylor of Geneva, Ill., Foundation Director. More about this on page 8.

Business of the Chapter will be completed Saturday in a meeting slated for the Iowa room, and the final presentation of the program will be a discussion of the building needs of Iowa's state institutions of higher education. This will be presented by a representative of the Board of Regents. A luncheon at noon Saturday and a meeting of the new officers will wind up the convention.

## New Firm Name

Norman Hatton, who has retired from the practice of Architecture, announces that two of his associates in his practice have taken over management of the firm and have changed the name.

Ellsworth F. Kohlmann and Realand F. Eckman, both of whom had practiced with Hatton, now are operating the firm as Kohlmann and Eckman, Architects. They are located at 634-37 Higley Building, Cedar Rapids.

## NAMED TO SCPRF BOARD

A. C. Frisk, president of the Mason City Brick & Tile Co., Mason City, Iowa, has been re-elected treasurer of the Structural Clay Products Research Foundation and is a member of the 35-member board of Management which assists the officers in directing the program.

Roy A. Shipley, Pittsburgh, Pa., was re-elected chairman; William A. Crossan, Canton, O., was re-elected vice-chairman, and Harry C. Plummer, Washington, D. C., was re-elected secretary.

A special program to be presented by Miss Sue McClintock, Childrens Director of the Des Moines Community Playhouse, and tour of the playhouse under the guidance of Playhouse Director Howard Orms will highlight activities for architects' ladies who attend the 1958 Convention of the Iowa Chapter of A.I.A.

Mrs. Grant Voorhees, Ladies Program Chairman, Mrs. R. Wayne Lyon, and Mrs. Myron Jensen will act as hostesses for a "get-acquainted" coffee hour Thursday evening in the East Room. For those who wish, there will be bridge and canasta.

The ladies will lunch with the architects Friday noon, but will board buses at 1:30 p.m. for the Community Playhouse which now is in full operation with G. B. Shaw's "Man and Superman" on stage. After the tour of the theater and the program, the ladies will be entertained at tea in the "Green Room" lounge of the theater.

The reception and cocktail hour begin at 5:30 P.M. Friday and serving of the Buffet Dinner will begin at 7:00 P.M. Don Hoy's orchestra will play for a dance beginning at 9 P.M.

## Lutz Promotes Bagby

Eugene J. Bagby, Jr., has been named Vice-President and General Manager at B. J. Lutz, Inc., Ceiling and Flooring Contractors, 1735 Charlotte, Kansas City, Mo. He will concentrate his efforts on administrative coordination of the company's activities with special emphasis on sales and service.

Previous to his appointment, Bagby, for six years, was in charge of industrial loans for the C. I. T. Corporation here. He is 36 years old, married, has two children, and makes his home at 7330 Rosewood, Prairie Village, Kansas. He attended Rockhurst College.

*Brains are no handicap to a girl, if she keeps them well hidden below a low neckline.*

## You Can Do It . . .

Architects who are working with school boards, or who know of school boards which have new buildings under consideration, might give serious consideration to the use of a portfolio, "How Much Should a Good School Cost?" which has been collected by the American Association of School Administrators and the National School Public Relations Association.

The portfolio contains 14 reprints and pamphlets which comprise ammunition to counter and offset recent nationally published articles which did not present a wholly fair picture of school construction costs.

The portfolios, available at \$2 each (discount of 10% on two to nine copies, discount of 20% on ten or more copies), may be purchased from the American Association of School Administrators, 1201 16th Street N.W., Washington 6, D. C.



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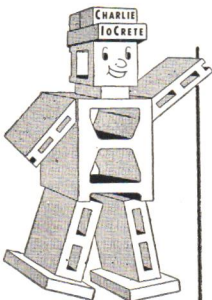
## THE COMMON LAW OF BUSINESS BALANCE

*"It is unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money—that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do.*

*"The common law of business balance prohibits paying a little and getting a lot—it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that, you will have enough to pay for something better."*

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By Eugene C. O'Neil

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Architecture is the result of creative thought, a fine art, and as such is an individual achievement. The practice of Architecture is a group effort, because the technical development of buildings demands it. Our work is made easier, our service to our clients becomes better and more efficient, and our projects are realized more quickly when we work in groups to achieve this thing called Architecture. But I believe that the creation of Architecture remains an individual achievement.

We worry about public relations. We want the public to understand the multiple facets of skill and talent required to produce good Architecture. These are the facets we feel are embodied in the title of "Architect" which we proudly claim. I believe that we may be overlooking the fact that we have succeeded to a point, and that the public expects these skills within our Architects in name. As young men, I believe we should hold no lesser goals for ourselves than personal competence in ALL facets of professional service, as the public is convinced we are capable to perform.

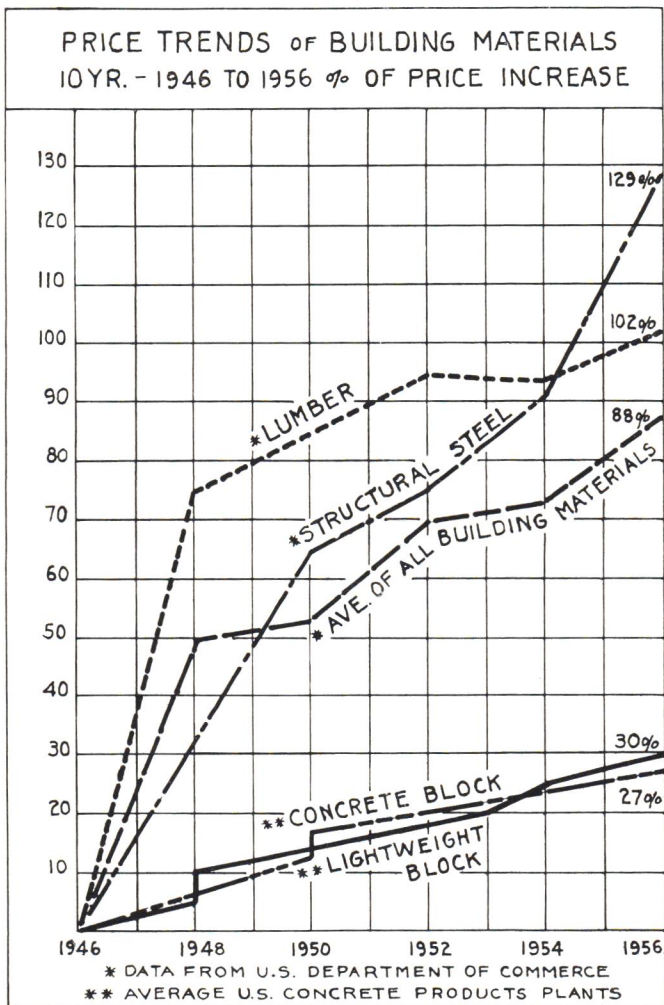
I believe that to achieve good Architecture, we must continue to design our buildings to meet a four-hundred year standard of performance; they must have "firmness, commodity, and delight."

We say it differently now . . . we may insist that our construction techniques must be sound, that our buildings serve the function to which they are put, and that our buildings are beautiful by today's ever-changing standards. But the true measure of good Architecture are unchanging. No one ever soundly judged the quality of Architecture on its dollar and cents cost, whether high or low.

I believe that we are hired to spend (not save) a client's money, and to spend it as intelligently as we possibly can. We may produce a favorably priced building of great distinction, within this premise. If we are hired to "save" a client's money, it seems to me that such implies that we know what satisfactory design would produce, but we also know how to make it cheaper and less satisfactory to our client. I like to call this "subtractive architecture," a procedure in how to make the next one just like the one before only cheaper.

Good Architecture is our personal responsibility. We cannot claim a limited budget, a small site, a tight plan, an unreasonable client, a poor contractor or the like to justify our results. We must admit to these things and accept them as the conditions under which our buildings are occasionally produced. We cannot offer less than complete dedication to the ends of our profession.

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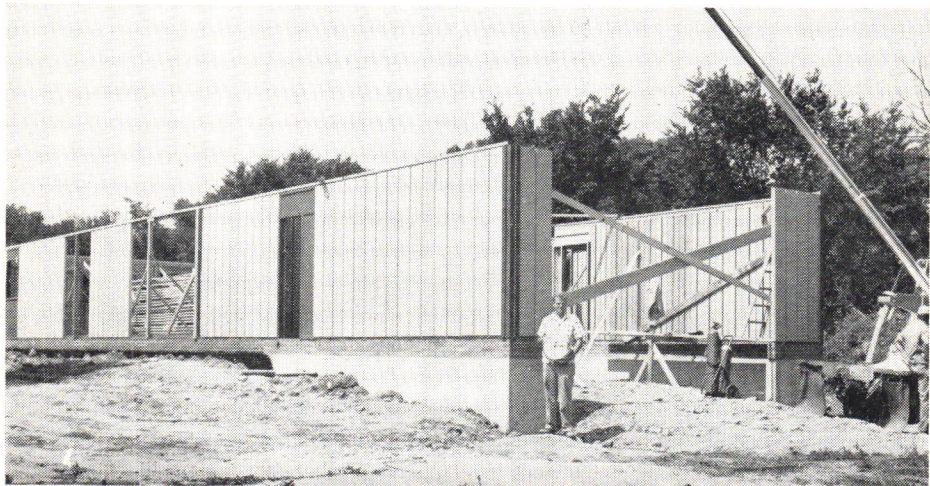


## IOWA CONCRETE MASONRY ASSOCIATION

P.O. Box 156

West Des Moines, Iowa

# SCPRF's Taylor Will Tell of Masonry Advances



The picture above shows results of eight and one-half hours work by a five man crew at Geneva, Ill., where a new building panel developed by the SCPRF was put into use. The crew erected 1,200 square feet of the panel walls in the work period.

Architects attending the 1958 Convention of the Iowa Chapter of A.I.A. will learn how a newly developed structural clay masonry process can reduce construction time and how other developments in the field can be used to the advantage of the designer, builder and client.

Robert B. Taylor, Director of the Structural Clay Products Research Foundation, will bring a special message to the architectural profession in a pictorial report Friday morning at 10:30 during the 1958 convention of the Iowa Chapter.

Mr. Taylor has been director of the Foundation since it was founded in 1950 and will bring the Iowa Chapter a report of national significance touching on three areas of vital interest to the entire construction industry.

Robert B. Taylor, Director, Structural Clay Products Research Foundation, will speak to Iowa Architects at their State Convention on Friday, January 24. Mr. Taylor, who has been Director of the Foundation since its inception on January 1, 1950, will inform the architects of the latest results of research in the clay products field.

One of the more important, recent developments to be discussed is the 2½ inches thick, load-bearing "SCR building panel." Recently, a five-man crew erected 1,200 square feet of panel walls on a house in Geneva, Illinois, in 8½ hours.

Another research item for discussion will be atomic blast test results on masonry walls conducted at Las Vegas during 1957. A full size reinforced brick school structure designed by the Re-

search Foundation successfully withstood the effects of an atomic blast during the "Plumbob" nuclear test series. Of interest also is the fact that this type of reinforced brick structure is designed to resist the destructive forces of powerful tornadoes or earthquakes.

A third major research development to be discussed is the "SCR masonry process." The "process" makes use of the self-elevating scaffold, a marked line and specially designed corner poles. No basic changes have been made in brick-laying methods, but by keeping the mason at a convenient working level with building materials close at hand and by eliminating the corner lead through use of the corner pole, it has been found that masonry wall costs have been substantially lowered.

## SPEAKER



Robert B. Taylor, Director  
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