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Bruce Goff Speaks

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Editor's Note

This publication seldom indulges in eulogies. However, we wish to add our voice to the many who have applauded the wise, patient, untiring, unselfish leadership given the Wisconsin Chapter, A.I.A., by Julius Sandstedt of Oshkosh during his two consecutive terms as president.

"Sandy" never veered from a program directed toward the progress of the architectural profession on a plane of high professional and ethical standards. Though preferring harmony, he never backed away from a fight. Though vigorously applying the rules of the Institute and this Chapter, he was keenly sensitive to possible injustice to the individual. His guidance was firm but never stuffy and was applied with fairness and humor.

If this past tense panegyric begins to sound like an obituary, it's just because we'd rather say these things now. One more thought... congratulations, Sandy, on having managed that rare combination: substantial achievement and the affectionate respect of one's colleagues.

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Arthur O. Reddemann will lead the Wisconsin Chapter of the American Institute of Architects for the year 1956. He was elected the group's president at its 1956 convention in Madison last month.

Aiding Reddemann will be Joseph II. Flad, Madison, newly elected vice president and Roger Herbst, Milwaukee, Secretary-Treasurer.

Division directors elected and their terms are: Milwaukee Division, Roger Herbst, one year; Herbert J. Grassold, two years. Madison Division, Joseph J. Weiler, one year; Joseph H. Flad, two years. Northeast Division, Edgar H. Berners, one year; Karel Yasko, two years.

Newly elected Directors at Large are, Arthur O. Reddemann, John Brust, and Theodore Eschweiler for two-year terms, and Maurey Lee Allen and Alvin E. Grellinger for one-year terms. Julius Sandstedt as retiring president automatically remains on the Board of Directors for a one-year term.

Members Cover

Dues, Law, Future at Annual Meeting

The Chapter's growth, program of committee activities, discussion of the dues structure, and legislative matters highlighted the 1956 Annual Meeting of the Wisconsin Chapter, American Institute of Architects.

After a brief summary of association committee reports (which will be published in a later issue of the Wisconsin Architect) the convention discussed at considerable length alternatives to the present dues plan. A proposal by the Milwaukee Division to double all dues and place an assessment upon firms was ruled out of order since it had not been received in time properly to notify the membership.

A similar proposal was moved on the floor to be considered at a special meeting which was to be called before June 30.

Consideration was given to recent legislation passed affecting the scope of practice of engineers in the State of Wisconsin. Andrew Green, Pennsylvania attorney, led a seminar on this subject and the membership received a report from Legal Counsel Gerald J. Rice. No action was taken on the matter.
Julius Sandstedt
Retires as President
of Wisconsin Chapter

A standing ovation, long, loud, and sincere, climaxed the 1956 Annual Meeting of the Wisconsin Chapter of the American Institute of Architects.

The tribute was paid to retiring president Julius S. Sandstedt who led the association through two eventful and significant years. As the Annual Meeting neared its close, on the motion of Karel Yasko for a vote of appreciation for Mr. Sandstedt's leadership, almost before he had finished speaking, the membership rose spontaneously with vigorous applause.

Visibly moved by the sincerity of the group, President Sandstedt thanked the association for its loyalty and support and brought the meeting to a close.

Under Mr. Sandstedt's leadership the association has increased significantly in size. Determined steps to establish the group on a firm financial footing while not yet complete, seem assured of success. A tumultuous fight in the Wisconsin legislature was experienced, an association office set up, the format of the association magazine changed, and a new policy established which places architects in firm control of their conventions.

State Sets
Job Insurance
Architects' Rules

About 6,000 small employers, of 4 or more individuals, will be newly covered in 1956 by the Federal Unemployment Tax Act and by Wisconsin's Unemployment Compensation Law.

Those two laws were changed, in 1954 and 1955, to apply to employers of 4 or more in 1956. If a firm employs enough people to be covered in 1956, it will have to pay the contributions required by state law, and the taxes required by federal law, for the whole year 1955.

An employer will be covered, back to Jan. 1, 1956 — if during 1956 there are 20 weeks or more in which — on at least 1 day per week — he has 4 employees, whether or not at the same moment of time. Those weeks need not be consecutive. The employees need not be the same, from week to week.

Any employer who may be covered for 1956 should keep an accurate daily record of his employment, and should set aside enough money to pay his contributions promptly, if and when.

Because of the federal unemployment tax change, all states will cover employers of 4, in 1956. (18 states now cover employers of 1 person.) Covering more employers will also mean jobless benefit protection for more Wisconsin workers.

Early in 1956, Wisconsin's industrial commission will send information on the law's wider coverage to some thousands of small employers. In the interim, inquiries may be directed to the Unemployment Compensation Department, Industrial Commission of Wisconsin, 137 East Wilson Street, Madison, Wisconsin.

Regional Director Bryant Hadley of Springfield, Illinois, who visited the February convention of the Wisconsin Chapter has authorized confirmation of the Pfister Hotel as the conference site. Arthur O. Reddemann, president of the Wisconsin Chapter is expected to appoint in the near future a committee to plan the Regional Conference.

BUILDERS EXCHANGE
MOVES

The Builders Exchange of Milwaukee has moved to its new quarters at 1215 W. Galena Street. The officers and directors of the organization have invited members of the Wisconsin chapter of the American Institute of Architects to visit their new offices which boast ample room, excellent lighting, air conditioning and parking space.

BOARD APPROVES
NEW MEMBERS

Four Corporate members have been approved by the Board of Directors at the January and February meetings. Members whose applications have been forwarded to the Institute for appropriate action include Robert Charles Cashin, Madison Division; William G. Losch of the Milwaukee Division; William F. Weeks, Jr., and Robert Lewis Yarbro of the Northeastern Division.

Date, Place Set
for Regional Meet
in Milwaukee

With Milwaukee as the host city, September 28 and 29 have been confirmed as the dates for the North Central States Regional Conference of the American Institute of Architects.
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Bruce Goff, in his address before the Convention banquet of the Wisconsin Architects Association in Madison last month, urged members to be curious and “try to extend the horizon of our art and not be chauvinistic or to take sides and say this is right and that’s wrong . . .” He campaigned for the continued growth of architecture. In his talk on “Advancing Architecture”, the Oklahoma architect said “…if we stop calling names and get to work and do some good architecture . . . even the public will realize there’s such things as architects.” The complete text of his address follows:

I wish to talk to you about architecture and problems in advancing architecture. I’ve talked to quite a few AIA groups over the country and it interests me that the AIA is more and more interested in talking about design, that there is a real thirst and real interest in architecture more and more. At first I was rather surprised. I thought at first it was just a business type of thing.

But in almost all of these meetings over the country, I noticed a dominant question that comes up and that is: What are you going to say to the American public about the architect? How is he going to know about us and how will we wise him up about how good we are, why he needs us, and so on.

Of course, we know they have radio programs and soap box operas and some about what happens to the man who builds a house without an architect. Of course, they don’t tell what happens to so many who have architects, but that’s just between us.

It is interesting though, how there seems to be a genuine concern everywhere about educating the public about architects and at one of the meetings I attended recently the advertising manager for this particular group had to give a report. And he got up and said, “Well, we have been doing a good job. We’ve gotten several spots on the radio and TV and we’ve had certain things in the papers and done practically everything except dropping pamphlets from airplanes. And then he said meaningfully at the end, but after all some of you fellows have to do something.”

I thought there was more truth than he realized in what he said because we do have to do something and the way we can make the public the most conscious of the architect and architecture is by doing architecture. We do need to advance the understanding of the public about architects and architecture, I grant you, but we also need to deliver and the thing we have to deliver is architecture and that will be more convincing than anything else.

Now I speak of architecture as something separate from what is usually called architecture. That is, just barely. We are used to referring to many things that are built in this country as “architecture.” We could even hear someone refer to the “architecture” of this room. (Mr. Goff referred to the design of the room in which he spoke which was built some years ago.) That would be far-fetched, of course. It has been done. But anyway, this was supposed to have been an architecture at one time, I suppose, with a capital “A”.

We have had all kinds of ideas about what architecture is and this word “eclectic” that Mr. Sandstedt hated to talk about, in the dictionary doesn’t mean anything particularly bad, but we use it as a cuss word. Because not very many years ago the schools without exception taught everywhere that architecture had all been done and that the most we could possibly do was follow suit and different schools specialized in different styles. If you wanted to be a good little “Greek”, you went to a certain school. If you wanted to be a good little “Gothic” you went somewhere else, and if you wanted

(Continued on Page 12)
Product Exhibits Contribute to Convention Success

Dramatic producers' exhibits at the 1956 convention of the Wisconsin Chapter, A.I.A., drew unanimous applause from architects. Additional pictures of booths will be published in future issues. Above, left, Architect Joe Weiler and George Harker of Mid-States Products Company, view the Flexicore exhibit. Lower left are John Jacoby, Don Osenga (Unit Structures representative) and Armin Knoop. Jim Smith of Bankholzer, Feierabend and Smith shows Bob Potter and Myron Sielaff the advantages of a window which can be cleaned from the building interior. Lower right, Harry Bogner and Mr. and Mrs. Harry Bradley view the Milcor exhibit.

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to be a Renaissance man, you could specialize at another one, but you would never dare have an idea of your own. At that time engineering was a bad word in architectural schools and we were supposed to think of the engineer as a necessary evil that had to be covered up. And the engineers considered the architects as people who tried to go over all their work with this meaningless stuff you see around you. And naturally they learned to hate each other. I'm sorry, but that's the atmosphere I was brought up in. Many of you, I'm sure, saw it.

Mr. Wright was working and Mr. Sullivan and other people were doing things both in Europe and here, but they were regarded as odd specimens, entirely out of the realm of good sense and they were strange and fantastic. People wouldn't take them seriously at all, and so the young man starting out in architecture had to follow along those lines or else. When he questioned professors and asked "What about these men?" — "Oh, they're crazy."

I remember, if you'll pardon a personal remembrance, when I was just a youngster starting in the office as an apprentice, the old man of the firm told me that I should learn the principles, the basic principles of architecture first. He knew what they were, too. He had some plates with Greek capitals on them and it was my job to trace those in ink on the tracing lines. I didn't know why, except he said to, and so I did — without any particular enthusiasm. I saved the worst until the last — the Corinthians.

When I was working on that one and feeling very despondent and wondering why I ever got tangled up with this stuff anyway, the engineer of the firm happened to be going through. I wasn't allowed back in the drafting room where all the work was going on. He said, "What's wrong with you?" And I said, "Oh, I hate this stuff." He said, "Well, what are you doing it for?" And I said, "Well, the old man told me to." He said, "Well, you don't always do everything you're told, do you?" This was revolution. So I said, "Well, I've always been told I should."

The engineer said, "What do you care what the greats did? Why don't you find out what's going on now?" I was inclined to think that sounded like common sense. So I went into the drafting room with him and he gave me a table. Everyone was too busy to notice me. I was too little to see over the board then, anyway. And they gave me a table at the back of the room and the first job he told me to do was to design a house. I said, "What kind of a house?" "Oh, any kind — just make up one."

Well, I had never heard at that time of Mr. Wright and a lot of other people, so I thought I was originating a house.

It was big and low and spread out and had casement windows and a low chimney and all the tricks, you know. Finally the draftsmen in the office got curious about what I was doing. They came over and looked and they said, "Hmm, that looks like some of Frank Lloyd Wright's stuff." I felt rather chagrined.

Continued in Next Issue
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