FEBRUARY 1957

1956 HONOR AWARD WINNER

the Wisconsin Architect
Precast and Prestressed Concrete Reduce Construction Costs

The above photo shows the "Cotton Warehouse" owned by the Port of Long Beach, Calif. It is 150 ft. wide and 1200 ft. long and has precast concrete walls, frame and roof and precast, prestressed concrete roof girders that span 75 ft. from the outside walls to a single row of interior columns down the center of the building.

This structure is an example of the savings that result from the use of precast and prestressed concrete construction. A substantial reduction in construction time resulted from (1) starting the precasting operations at the same time that the foundation work was begun, (2) re-using the formwork frequently and (3) casting the structural units horizontally at a convenient height for the workmen. This plan allowed the workers to repeat the same operations many times. Better craftsmanship and higher quality concrete were the result.

Structures using precast and prestressed concrete units have all the advantages of conventional concrete construction. They can be designed and built to conform with all applicable building codes—anywhere. And they meet all structural requirements of great strength and durability, resistance to severe weathering, long life and low-annual-cost service. In addition, they can be built to withstand violent lateral forces caused by earthquakes, hurricanes or atomic blasts.

For additional information about precast or prestressed concrete construction write for free illustrated literature. It is distributed only in the United States and Canada.

PORTLAND CEMENT ASSOCIATION
735 North Water Street, Milwaukee 2, Wisconsin
A national organization to improve and extend the uses of portland cement and concrete...through scientific research and engineering field work
for modern convenience!
for modern appearance!

SPECIFY A
BUILT-IN
GAS RANGE

- Modern homes must have modern kitchens . . . and today's most modern kitchens have built-in gas ranges. They are so attractive . . . so space-saving! But, even more important, a built-in gas range is practical, too . . . with every cooking feature in just the right place for cooking convenience!

completely automatic!

Only built-in gas ranges offer all of these important features: “set-it-and-forget-it” top burner cooking, clock-timed ovens, smokeless broilers, automatic rotisseries. Only built-in gas ranges come in such a wide choice of styles . . . and in many attractive colors that will beautifully match or harmonize with the kitchen's surroundings.

THE GAS COMPANY
626 E. WISCONSIN AVENUE
BRoadway 6-6720
DoxPlank
FOR SPEED IN CONSTRUCTION AND ECONOMY

Little Flower
Church and School
Milwaukee

DoxPlank
FLOOR and ROOF SYSTEMS

The DOX PLANK system was selected for use in this modern school because it combines the high compressive strength of concrete and the high tensile strength of steel. DOX PLANK features make it the favorite of architects, engineers and contractors for use in schools, commercial buildings, factories, apartment houses and private homes. It offers the special advantages listed below.

- Economical
- Is Fire Resistant
- Saves Time and Labor
- Immediate Working Deck
- Speeds Building Occupancy
- Reduces Cold Weather Delays
- Conforms With Standard Building Practices
- Eliminates Hazards of Improper Field Construction

Mark P. Pfaller, Associates
Architects
Milwaukee, Wis.

VanderHeyden Inc.
Serving the Building Industry Since 1912.
6633 W. National Ave.
Milwaukee, Wis.
Big Plans Under Way to Celebrate Centennial

A list of prominent Americans headed by President Eisenhower, including leaders in government, science, the arts, business and labor, have been invited to participate in the Centennial Celebration of The American Institute of Architects on May 14-17, 1957.

Plans for the national observance of the 100th anniversary of the national professional society of architects, were announced last month by Alexander C. Robinson of Cleveland, Ohio, chairman of the A.I.A.'s Centennial observance Committee.

COVER COMMENT
The first Honor Award Winner for 1955 — the Dartmoor Motor Court, done by Theodore H. Irion and Leon H. Reinke, both A.I.A. — is shown on this month's cover. The work was selected by the judges as the best of the 1956 entries in the competition. Pictures of jobs performed by other Wisconsin A.I.A. members, which received Awards of Merit, will be found on pages 14, 15 and 16.

PREXY'S CORNER

Another state convention is almost here. I wish to welcome all members of the A.I.A., Wisconsin Chapter to this meeting, which promises to be one of the finest in the annals of our organization.

Attending the state convention is important. While our membership includes many highly-competent architects with many years of sound experience, as well as other younger men who are in the infancy of their careers, there is not one of us who cannot learn more. Attendance at the convention is designed to increase that knowledge, and I cannot urge you too strongly to make plans to join us.

A very interesting program will be presented. Speakers are well-informed, authoritative and have ably demonstrated their skills. They have much to impart to us. There will be a variety of exhibits by manufacturers, and this feature has always proven to be significant and interesting.

Conventions are designed to be helpful to us — to augment and improve the profession of architecture in general, and the welfare of our members in particular. Do not waste this opportunity. Make your plans now to attend.

During this past month, all members of the A.I.A., Wisconsin Chapter, have received mailings of the two new booklets produced by our chapter. One is entitled, "Why, Where, When and How You Retain an Architect". The other is, "When You Want to Build". Both are designed for use of school boards, building committees or individuals who are planning to build, have need of a trained designer and planner and are not quite sure how to proceed. In addition, they point out the proper, recognized procedure.
INTERESTING PROGRAM AWAITS A.I.A. MEMBERS

One of the finest conventions in the annals of the Wisconsin Chapter, A.I.A., awaits an influx of almost two hundred state chapter members as the organization stages its annual statewide meeting, February 26-27 at the Pfister Hotel in Milwaukee.

The convention planning was handled principally by Austin Frazer, Milwaukee, chairman.

Four major speakers will highlight the speaking program. They include Philip Johnson, New York City; Bruce Graham, Chicago; Frank Kornacker, Chicago; and Professor Martin Fitch, New York City.

Johnson, who will speak at the Convention Banquet, is former director of the Department of Architecture and Design of the Museum of Modern Art, in New York City. He held that position from 1949 to 1954, and now heads his own firm.

His architectural work performed includes the Glass House in New Canaan, Conn.; Rockefeller Guest House; Museum of Modern Art Annex; House of Seagram (as co-architect), all in New York City; and a Synagogue at Portchester, N. Y. He has taught architecture at Cornell, Yale and Pratt, and his literary works on the profession have appeared in many authoritative publications.

Graham, an associate partner in the firm of Skidmore, Owings and Merrill, of Chicago, lived in Puerto Rico, Columbia and Peru before coming to the United States. He attended the University of Dayton, and the Case School of Applied Sciences in Cleveland, where he studied Civil Engineering. He graduated from the University of Pennsylvania in 1948 with a B.A. in Architecture, and for a short time was an instructor in Design at that school.

He has been associated with Skidmore, Owings and Merrill since May, 1950, and has worked on projects on Guam and Okinawa; various projects at the Great Lakes Naval Training Station; Technical Services Building for the Standard Oil Company; General Offices Building for Kimberly-Clark Corporation, in Neenah; General Office Building for Warren Petroleum Corporation, Tulsa, Okla.; Inland Steel Building, Chicago; and Parke, Davis and Company Research Laboratory at Ann Arbor, Mich.

Kornacker, a native of Budapest, Hungary, became a naturalized citizen of the United States in 1928, and received his training at Armour Institute of Technology. He heads his own firm, Kornacker and Associates, Inc., Structural Engineers, in Chicago, and has spent almost 30 years in various phases of structural engineering.

He is a registered Professional Engineer in the states of Illinois, Wisconsin, Indiana and Ohio, and is a member of the American Society of Civil Engineers, Western Society of Engineers, and the American Concrete Institute.

Professor Fitch is an associate professor at the Columbia University School of Architecture, where he holds the chair of history left vacant by the retirement of the late Talbot Hamlin in 1954. Trained as an architect at Tulane University, Professor Fitch has long been editor of the architectural press (RECORD, FORUM, HOUSE BEAUTIFUL).

The author of "American Building: The Forces that Shape It" and "American Gardens" (with F. F. Rockwell) and of numerous papers in the scientific and professional press, Professor Fitch is currently at work on a biography of Horatio Greenough, the great American functionalist — research on which project took him to Florence in the year 1953-54. He is a director of the International Design Conference in Aspen, Colorado, and is a member of the Society of Architectural Historians, the Architectural League, Municipal Art Society of New York, and others.

Graham will speak at a Seminar on the Tuesday afternoon program, Feb. 26; Kornacker at the Wednesday morning Seminar, and Fitch at the Wednesday afternoon Seminar.

A feature of the program will be a bus tour to the Inland Steel company plant for a tour and luncheon on Wednesday noon. The Convention Banquet that evening will be preceded by a cocktail hour.

Forty-eight exhibitors have taken exhibit space. These will be judged by an A.I.A. committee composed of Tom Eschweiler, Wallace Lee and Willis Leenhouts, and awards will be presented before the first session on Tuesday morning.

Following are the exhibitors:

Vander Heyden
West Allis Concrete Products Co.
Minnesota Mining & Mfg. Co.
Aluminum Shingles Inc. of Wisconsin
Inland Steel
W. H. Pipkorn Company
Milwaukee Equipment
Formica Corporation
Midstates Concrete Products Co.

The author of "American Building: The Forces that Shape It" and "American Gardens" (with F. F. Rockwell) and of numerous papers in the scientific and professional press, Professor Fitch is currently at work on a biography of Horatio Greenough, the great American functionalist — research on which project took him to Florence in the year 1953-54. He is a director of the International Design Conference in Aspen, Colorado, and is a member of the Society of Architectural Historians, the Architectural League, Municipal Art Society of New York, and others.

Graham will speak at a Seminar on the Tuesday afternoon program, Feb. 26; Kornacker at the Wednesday morning Seminar, and Fitch at the Wednesday afternoon Seminar.

A feature of the program will be a bus tour to the Inland Steel company plant for a tour and luncheon on Wednesday noon. The Convention Banquet that evening will be preceded by a cocktail hour.

Forty-eight exhibitors have taken exhibit space. These will be judged by an A.I.A. committee composed of Tom Eschweiler, Wallace Lee and Willis Leenhouts, and awards will be presented before the first session on Tuesday morning.

Following are the exhibitors:

Vander Heyden
West Allis Concrete Products Co.
Minnesota Mining & Mfg. Co.
Aluminum Shingles Inc. of Wisconsin
Inland Steel
W. H. Pipkorn Company
Milwaukee Equipment
Formica Corporation
Midstates Concrete Products Co.

(Continued on Page 19, Column 1)
CONVENTION SPEAKERS

PHILIP JOHNSON

BRUCE GRAHAM

FRANK KORNACKER

Everything— but the Bunsen Burner

BY Hamilton

Hamilton again contributes to laboratory teaching and learning with this completely modern school installation — typical of Hamilton planning help and fine equipment.

These and many other contemporary equipment items are illustrated and described in a new 92 page catalog. Write for catalog No. 218.

MILWAUKEE EQUIPMENT COMPANY
4221 North 35th Street
Milwaukee 16, Wisconsin
Representative

HAMILTON MANUFACTURING COMPANY Two Rivers, Wisconsin
Post Office to Issue New Stamp
In Honor of A.I.A.'s Centennial

Postmaster General Arthur E. Summerfield has announced the description of the 3-cent stamp being issued in honor of the Architects of America, which will be first placed on sale in New York, New York, on February 23, 1957, on the centennial anniversary of the founding of the American Institute of Architects.

The Architects stamp will be 0.84 by 1.44 inches in dimension, arranged horizontally, printed by the rotary process, electric-eye perforated, and issued in sheets of 50. The color of the stamp will be announced later. The printing of 120,000,000 3-cent Architects stamps has been authorized.

The central subject, which dominates the left portion of the stamp, is composed of a modern mushroom type head and shaft superimposed on a Corinthian style capital, symbolizing the progress made in architecture during the last century. The word “Centennial” is arranged across the top of the stamp and “American Institute of Architects 1957,” arranged in five lines appears to the right of the columns. The denomination “3c” is placed in the lower left corner and “United States Postage” across the bottom. The style of lettering reflects the simplicity of line which the artist endeavored to portray.

Stamp collectors desiring first-day cancellations of the 3-cent Architects stamp may send addressed envelopes, together with money order remittance to cover the cost of the stamps to be affixed, to the Postmaster, New York 1, New York. An enclosure of medium weight should be placed in each envelope and the flap either turned in or sealed. The outside envelope to the Postmaster should be endorsed “First Day Covers.”

ARCHITECTS SOUGHT BY ARMY, REPORT

The U. S. Army is seeking architects, it was announced last month.

Services of architects are needed in connection with the Military and Civil Design Program. Starting salaries range from $4,480 to $7,035 per year. In addition, numerous civil service benefits are included.

Interested persons should contact the Personnel Branch, Corps of Engineers, U. S. Army, Office of District Engineer, New York District, 111 East 16th Street, New York 3, New York.

THE MOSAIC TILE COMPANY
ZANESVILLE, OHIO

Manufacturers of the complete line of ceramic floor and wall tile.

T. M. Cantwell, Jr., Sales Representative
Office and Showroom
4030 North 126th Street
Milwaukee 10, Wisconsin • Sunset 6-5620

Member, The Producers' Council, Inc.
concerned about applying a COLD WEATHER ROOF DECK?

Zonatile .... precast concrete slab can be placed in cold weather without moisture problems!

1 PLACE SLABS

2 GROUT JOINTS

3 APPLY ROOFING IMMEDIATELY!

Zonatile is a perfect material for cold weather roof deck applications because it is precast vermiculite concrete, kiln-cured . . . cannot rot or decompose under the worst moisture conditions. And Zonatile decks go on quickly using minimum equipment and labor, never delay other phases of the job. Built-up roofing can be applied immediately after the deck is laid.

Zonatile is precision-made by machine, under strict quality control, to assure perfect uniformity of insulation value and strength. For detailed information, recommended specifications, and “on the job” assistance, write or call our office.

Zonatile is available for immediate delivery

WESTERN MINERAL PRODUCTS COMPANY
ZONATILE DIVISION • BROADWAY 6-9886
525 West Oregon Street • Milwaukee 4, Wisconsin
Times Have Changed?
'Ain't So, This Essay Proves

"The time has been, within my own recollection, when New England did not contain a single professed Architect. The first individual who laid claim to that character, was Charles Bulfinch, Esq. of this city (Boston); to whose classical taste we are indebted for many fine buildings. The construction of the Franklin Street houses, of which that gentleman was the Architect, gave the first impulse to good taste; and Architecture, in this part of the country, has advanced with an accelerated progress ever since. But though Architecture has certainly improved, and rapidly too, within late years, a large proportion of the vast number of buildings which meet the eye, of all classes and sizes, and constructed for all purposes, are totally destitute of architectural taste. This defect does not arise from parsimony; for it is not uncommon to see buildings of large dimensions burdened with a profusion of expensive and misplaced finery, which form anything but ornament. Buildings of this class, which under skilful hands might have become proud monuments of public taste, are mortifying and repulsive objects to those who take an interest in the science of Architecture.

"It has been too prevalent a habit, among those who would not think themselves capable of instructing a Carpenter in the art of planing or sawing boards, or a bricklayer in laying bricks, to undertake the much more difficult task of becoming their own Architects. The consequence is that such persons proceed to build without any fixed system; unlooked for difficulties are soon encountered, which lead to expensive alterations, and the harmony of the building is destroyed. Nor is this evil confined to private buildings. The committees selected to superintend our public edifices are apt to cramp the invention of the Architect by their economy, or pervert it by their fancies; so that specimens of the taste of some member of the committee can usually be discerned by a skilful eye, among our most scientific compositions. But the evil is certainly decreasing. Knowledge of the science is rapidly gaining ground, and the increased attention attracted towards the subject disposes those who have not the necessary information to confide in those who have."'

(From the Preface to "Practice of Architecture" by Benjamin Asher, Boston, 1833).

TWO NEW MEMBERS FOR STATE CHAPTER

Emil W. Korenic, Madison, has been accepted as a Corporate Member of the A.I.A., Wisconsin Chapter, according to notification received last month from Institute Headquarters in Washington, D.C.

Harry A. Schroeder, Jr., Milwaukee, a present Associate Member, is also on the verge of becoming a Corporate Member. His recommendation for advancement was made by the Board of Directors of the Wisconsin Chapter at a meeting last month, and his application has been forwarded to Washington.

ABOUT PORCELAIN

Architectural Porcelain has proved itself a good "mixer" — sought after and acceptable in many different kinds of company. Whether it's in the light, bright, party mood, or for more dignified functions, Architectural Porcelain can draw upon a remarkable array of colors, shapes, and surface finishes to fit the occasion, according to the manufacturer.

A.I.A. Stickers to Honor Centennial

The A.I.A. has printed Centennial Celebration Stickers which will soon be available to members of the Wisconsin Chapter.

"We believe that every architectural firm will wish to attach them to letters and other materials throughout the Centennial year," Edwin B. Morris, Jr., Assistant to the Executive Director, said.

Stickers are being made up on perforated sheets with 96 to each sheet. Cost per sheet is 20 cents, and the minimum order is 25 sheets at $5.00.

It is expected that a local chairman for Wisconsin will soon be appointed. He will handle details of ordering stickers, according to the plan.

A reproduction of the sticker design is shown here.

PERRIN REAPPOINTED

Richard W. E. Perrin, Milwaukee, has been reappointed as Preservation Officer of the Wisconsin Chapter.

He will represent the state association on the national A.I.A. Preservation Committee, purpose of which is to preserve rapidly vanishing historic structures.
New Firm Opens
In La Crosse

Robert B. Hackner, A.I.A., and Harry A. Schroeder, associate member of the W.A.A., both registered architects, have announced the formation of a new architectural firm, to serve La Crosse and the adjoining area. The new firm will incorporate the practice of Robert B. Hackner and Associates, and will have offices in the Rivoli Building formerly occupied by that firm.

Mr. Hackner is a graduate of Notre Dame University and the University of Pennsylvania Graduate School of Architecture. He is a native of La Crosse and has been in private practice for three years. During that time he has designed and erected high school buildings in Wausau and Stevens Point as well as work in La Crosse.

Mr. Schroeder is a native of Racine, Wisconsin, and holds degrees from the University of Wisconsin and the Rice Institute in Houston, Texas. He has recently resided in Milwaukee and Madison where he was employed by architectural firms.

NEW CATALOG

A new, completely revised 20-page reference catalog on architectural porcelain panels is offered by Davidson Enamel Products, Inc., of Lima, Ohio. Current applications in curtain-wall construction and facing panels are shown both in photos and installation drawings. Examples of structures that have been remodeled are also illustrated. Complete detail drawings and specification data are given. An "idea" book for architects, engineers, contractors, and owners.

For copies of the 1957 Edition of the Davidson Sweet's Catalog insert, interested persons should write Davidson Enamel Products, Inc., Dept. WA., 1104 East Kibby St., Lima, Ohio.

Big Plans . . .

From Page 3

On the national scene, the 100th anniversary date of the A.I.A.'s founding will coincide with the issuance of a commemorative 3-cent stamp by the U.S. Post Office. The A.I.A. Centennial committee also announced issuance of a Centennial medal, which has been designed by Sidney Waugh, noted New York sculptor. John E. Burchard, Dean of Humanities at the Massachusetts Institute of Technology, has been commissioned by the A.I.A. Centennial committee to prepare a book on the development of American architecture over the past century and the forces which have shaped it.

The four-day national Centennial celebration in Washington will be devoted to a forum on the problems of planning the environment of the future. Some twenty prominent speakers, including the President, have been invited to present their views on the forces which will shape the environment of the future.

In contrast to the problems of planning man's shelter in the relatively uncomplicated world of yesterday, a prospectus of the program states: "Today, the architect must consider, simultaneously, man's physical environment in relation to his new social aspirations and spiritual needs; to a host of new contrivances which afford him new comfort and leisure time; to new problems of traffic flow, land use, and urban congestion; even to the problems of shielding him, not from the elements alone, but from the hazards of a world whose skill at making weapons has outstripped its ability to live without them."

"... Our vast new knowledge of the nature of matter," the prospectus states, "must be matched by an equivalent understanding of the nature of man. The architect can and must contribute to a closure of this gap in knowledge. This, then, is the aim of the Centennial Program of the American Institute of Architects.

 Speakers

GOT SOME, NEED MORE

Milwaukee Division members are becoming increasingly active as speakers on the general subject of architecture.

That fact was revealed last month following a review of speaking activities, mainly directed at high school audiences.

Talks are scheduled this month by Mark Pfaller, Jr., who will speak to Pius High School, and Donald Grieb and Robert Rasche, who will both address Custer High School.

There is a need for volunteers in the Milwaukee area who are willing to offer their services as speakers, the W.A.A. office reported. Normally, talks are of approximately 20 minutes in length, and are followed by question periods.

Most A.I.A. members who have given talks in the past have enjoyed their experiences, it was stressed. Any members who wish to volunteer should notify the W.A.A. office.

NEW BOOK SHOWS NEED OF ARCHITECTS

A bitter indictment of post-war suburban housing developments is made by John Keats in his recently published book, "The Crack in the Picture Window." Writing in a humorous, fast-moving style, the author portrays the grimness and futility of this new way of life and its effect on the hapless residents of "Rolling Knolls Estates" and "Merryland Dell."

The author suggests that it is high time to call in the architects to help solve the dilemma of properly housing the people of our nation in a fashion that will neither permanently blight their lives nor turn the entire countryside into a vast slum. Keats is a former Washington newspaper man. His penetrating study, published by Houghton Mifflin and priced at $3.00, is available in most bookshops.
ALUMINUM RAILINGS
BUILT BY YOUR LOCAL FABRICATOR
POST SP-11 FOR PLANK TREADS
DETAILS PAGE 9 CATALOGUE M-56
MOSETTES

MOSETTE tiles are manufactured of natural clay with an unglazed surface, which makes a very unique ceramic mosaic. The natural clay and high-fired body makes these tiles vitreous, durable, and non-slip. Their size, 2" x 2" x 1", 1" x 1", and the nine colors in which they are manufactured, makes the MOSETTE ideal for use in the commercial, industrial, or residential field. MOSETTES are available in both Sparamics and conventional mounting. As Sparamics, MOSETTES are mounted face-up on 2' x 1' perforated paper backing for direct adhesive setting. Sparta folder S-100 (available on request) contains full information on Sparamic-Direct adhesive setting.

For complete information on SPARTAN FAINECETTES, ORSANS, DRESDENS and MOSETTES, write for our new 32 page catalog in full color.

THE SPARTA CERAMIC COMPANY • EAST SPARTA, OHIO

Member: Tile Council of America and Producers Council, Inc.

Rollin B. Child Northwest Sales Representative
13006 Excelsior Blvd. • WEST 8-8379 • Hopkins, Minnesota
NATIONAL CASH REGISTER Company

Cutaway drawing shows Flexicore underfloor electrical distribution system installed at National Cash Register Company's new Engineering-Research, Dayton. Three separate electrical systems are shown. Outlets available throughout floor area, at any time.

Maximum availability of outlets in the electrical distribution system influenced the choice of Electrified Flexicore for use in National Cash Register Company's new Engineering-Research Building. The hollow longitudinal cells in the Flexicore structural floor are used as raceways, together with special Conduflor(R) lateral feeder ducts and fittings which are installed in 1½” fill over the Flexicore floor.

MID-STATES CONCRETE
P.O. BOX 325
ER CHOOSES

ed flexicore.

Thus the entire floor is electrically alive for any number of distribution systems, with outlets located practically anywhere, and available at any time.

Added to these advantages is the all-around economy resulting from fast, all-weather, dry erection of long-span, fireproof Flexicore abs. Write for Design and Installation Manual.

ITE PRODUCTS CO.

DUnkirk 9-2277
The announcement of the winners of the 1956 Honor Awards program has been made. From the many and varied entries submitted by Wisconsin Chapter members for work performed, the judges have selected the Dartmoor Motor Court, done by Theodore H. Irion, A.I.A., and Leon H. Reinke, A.I.A., as the winner. It is shown on this month's cover. Awards of Merit have gone to five other entries, which are pictured on this and following pages.

Judges of the competition were Winston Elting, of Chicago; Alden B. Dow, of Midland, Mich.; and Ambrose M. Richardson, of Champaign, Ill.

Recipients of Awards of Merit are Fritz Von Grossmann, Grassold-Johnson and Associates, Grellinger and Rose, all of Milwaukee; John J. Flad and Associates, and Weiler and Strang and Associates, both of Madison. In the latter work, Nathaniel Sample, A.I.A., Designer, also shares.
MASONIC
GRAND LODGE
OFFICE BUILDING,
MILWAUKEE, WIS.

FRITZ
VON GROSSMANN,
A.I.A.

LOWER DELLS
GIFT CENTER,
WISCONSIN DELLS,
WIS.

JOHN J. FLAD
AND ASSOCIATES,
A.I.A.
LUTHERAN HIGH SCHOOL, MILWAUKEE

GRASSOLD-JOHNSON AND ASSOCIATES, A.I.A.

RESIDENCE, MADISON

WEILER AND STRANG AND ASSOCIATES, A.I.A.

NATHANIEL SAMPLE, A.I.A. DESIGNER
Reuss Introduces Bill To Aid Self-Employed

Congressman Henry S. Reuss (D., Wis.) has introduced a bill to give 10 million self-employed Americans — such as architects, lawyers, doctors, dentists, farmers and independent businessmen — the tax advantages which already govern the millions of other Americans who participate in private retirement and pension plans. The bill is identical to the so-called Keogh-Jenkins bill which has received widespread endorsement among professional organizations.

"Almost everybody who works for a corporation today, whatever his position, is covered by a company (or a joint union-company) pension plan," Congressman Reuss explained. "If you, for instance, are making $7000 a year, and the company is putting another $1000 in your trust account in the company pension fund, you pay an income tax on $7000 — and not on $8000. You won't pay a tax on that other $1000 until you actually receive it, years later, at a time when you are no longer making a high earned income and your tax rate is lower.

"A self-employed man or woman, however, earning $8000 a year, pays an income tax there and then on the full amount, even though he may put aside $1000 towards his own retirement.

RUSCO PRIME WINDOWS

Hot Dipped Galvanized Steel — Tubular Construction Finish Painted with Baked-On Enamel

- Functional Superiority
- Design Flexibility
- Minimum Maintenance

ALSO RUSCO ALUMINUM PRIME WINDOWS

Call us for catalog, estimates, details, and service on Rusco Windows. Warehouse stocks on hand.

ARWIN
Builders' Specialties, Inc.
3131 N. 31st Street Milwaukee, Wisconsin
Uptown 1-8040

For Flexibility of Design PLUS Outstanding Beauty and Economy...

Insist on Lupton Simplified CURTAIN WALL SYSTEMS

Designed specifically to form complete exterior walls for single or multi-story buildings of any type — particularly hospitals and office buildings.

We are the Midwest Distributors for all Lupton Metal Products

Call L.O. 2-4600 for complete facts and estimates

Actual photo of Lupton Curtain Wall installation at 300 Park Avenue, N. Y. Architect: Emery Roth & Sons.

VICTORY
Steel Supply Co.
ALUMINUM PRODUCTS DIVISION
1824 West North Avenue Milwaukee 5, Wisconsin

For Flexibility of Design PLUS Outstanding Beauty and Economy...

Edward T. VerHalen Inc.
Established — 1911

DISTRIBUTORS OF
- Celotex Acoustical Products
- Weldwood Movable Partitions
- Insulrock Roof Decks
- Hufcor Folding Doors
- Pella Wood Folding Doors
- Pella Casement Windows
- Pella Awning Windows
- Pella Rolscreens
- Ra-Tox Folding Doors

See us at the Convention!
We --
The following Wisconsin Terrazzo Contractors -- Members of the National Terrazzo and Mosaic Association -- suggest you visit our booth, Number 43, at the 8th Annual Convention of the Wisconsin Chapter of the American Institute of Architects, February 26 and 27.

- G. & R. Terrazzo and Tile Co., Eau Claire
- Art Mosaic and Tile Co., Green Bay
- Stark Mantel and Tile Co., Milwaukee
- H. Foscato Terrazzo Co., Milwaukee
- Wisconsin Mosaic and Tile Co., Milwaukee
State Convention . . .
From Page 4

Kitchenlines Distributor, Inc.
Pittsburgh Plate Glass Co.
Brook Office & School Supply
Hunter-Douglass Aluminum
Wisconsin Face Brick & Supply Co. & The Gagnon Clay Products Co.
Kirby, Cogeshall, Steinau Co., Inc.
Kohler Company
The Plyco Corporation
Split Rock Products Co.
Armstrong Building Supplies, Inc.
Novotny, Inc.
Roddis Plywood Corporation
Wisconsin Brick Corp. & Milwaukee Face Brick Co.
Stickler & Downs
Frederick Post Company
Portland Cement Assn.
Rollin B. Child
Western Mineral Products Co.
Owens-Corning Fiberglass Corp.
Badger Lightweight Products Co.
Streator Brick Co. - Division
Hydraulic-Press Brick Co.
Mosaic Tile Co.
Crane Co.
Building Service, Inc.
Rohm & Haas Company
Mason City Brick & Tile Co.
Aluminum Company of America
Edward T. Ver Halen, Inc.
Wisconsin Bridge & Iron Co.
Natco Corporation
U. S. Plywood Company
Jackson & Foster
J. M. Mitchell Products Company
Wisconsin Terrazzo Contractors Assn.
S & S Sales Corporation
Johns-Manville Sales
Libby-Owens-Ford Glass Co.
School Equipment Consultants, Inc.
Badger Concrete Co.

MILLER THEATRE PLAY ON ENTERTAINMENT SLATE

Attendees of the 1956 state convention of the Wisconsin Chapter are offered an attractive entertainment feature.

A block of tickets has been reserved for A.I.A. members for the Miller Theatre presentation on the evening of Tuesday, February 26, and tickets may be secured at the Registration Desk, which will be in charge of Mrs. Ruth Hill, Executive Secretary.

The play is "Arms and the Man", and it stars Jeffrey Lynn, a veteran of the stage and moving pictures. It also includes a cast of top rated performers, all of whom have appeared on the Broadway stage.

Cost is $3.00 per ticket.

Life expectancy depends less on the star you were born under than the color of the traffic light when you cross the street.
Shown here is the jury of three distinguished architects who judged the 1957 honors awards program of the Wisconsin Chapter of the American Institute of Architects at the Worcester art center on the Lawrence College (Appleton, Wis.) campus. From the left are Winston Elting, Chicago; Ambrose B. Richardson, Champaign, Ill.; and Alden B. Down, Midland, Mich.
VISIT OUR DISPLAY
AT YOUR CONVENTION

INUM SHINGLES, INC., OF WISCONSIN

Since 1901

WHOLESALE

F.R. DENGEL CO.

... SERVING YOU IS A PLEASURE ...

T. C. ESSER CO.

... Write or call our nearest office for details and specifications on ...
Here are the new officers of the Milwaukee Division, who were elected at a meeting last month. They appear to be enjoying their positions. From left are Myron Sielaff, secretary-treasurer; John Jacoby, president, and Robert Klocksin, vice president, the newly-elected officials, with the retiring president, Robert Potter. The latter is also the Division Director nominee from the Milwaukee Division for a two-year term.

Prexy's Corner...
From Page 3
for compensating the architect, and, in general, in advance all of the elements which could lead to disputes later.

Both of these are valuable to every architect and I recommend that you obtain copies of these articles for circulation in your areas.

The Board of Directors met again last month and considered business and problems of our association. It was an interesting meeting, and all members will be grateful for the sincerity and diligence of the members.

PHOTOCOPIES
DRAFTING SERVICES
REPRODUCED TRACINGS

SCHMITT BLUEPRINT COMPANY
VAN DYKES
A.I.A. CONTINENTAL
C. F. PEASE AGENCY
628 N. BROADWAY
MILWAUKEE 6, WIS.

For a totally new concept of modern door BEAUTY plus UTILITY specify

the VISADOR Co.

America's most complete line of preassembled Doors and Louvers enables you to do the following:

PLACE NEW EMPHASIS ON FLUSH DOOR DESIGN in commercial, institutional and residential construction.

ACHIEVE REFRESHING FUNCTIONAL BEAUTY in your DOOR ARTISTRY through unlimited styles and combinations.

ASSURE YOUR CLIENTS OF TOP QUALITY using doors glazed and louvered by VISADOR, a revolutionary, economical method of achieving unique door designs.

OFFER WOODEN MOULDINGS For Lights and Louvers to harmonize with birch, oak, mahogany and gum doors.

Cross-sections of Visador Light and Louver reveal SYMMETRICAL, MATCHED BEAUTY AND STRENGTH. Two-piece straddle-mould trims and finishes cut-out and provides quality installation.

BE SURE TO VISIT OUR DISPLAY AT YOUR WISCONSIN ARCHITECTS CONVENTION, FEB. 26-27

For further information contact

NOVOTNY, INC.
647 W. VIRGINIA ST. • MILWAUKEE 4, WIS.
Phones: BROADWAY 6-1899 — 2-4183

the VISADOR Co.
P. O. Box 10312 • Dallas, Texas
HERMAN J. ESSER
TAKEN BY DEATH

A well-known Milwaukee member, Herman J. Esser, died last month at his home in Milwaukee.

Mr. Esser, an Emeritus member of the Wisconsin Chapter, had been active in the profession of architecture since his graduation from Cornell University in 1888. He came to Milwaukee in 1890 to open his own office. His work includes such structures as the Pfister Hotel, Gimbels Department store and the Public Service Building, all of which are located in Milwaukee.

In memory of Mr. Esser a contribution from the W.A.A. will be given to the Wisconsin Architects Foundation.

Marriage is like a hot bath. When you get used to it, it's not so hot.

People are like steamboats — they toot loudest when they are in a fog.

The man who is afraid to begin is worse than a quitter.

Golf without hazards and bunkers would be monotonous — so would life.

Distinctive
Low Cost
COLOR COUNSELING and Complete
INTERIOR DECORATING SERVICE
for Your
Commercial Structures
Anywhere in Wisconsin

Excellent Custom Workroom Facilities

CALL...
EDgewood 2-0877

BELLA H. SELAN
Interior Decorator
2908 N. Stowell Ave.
Milwaukee 11, Wisconsin

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 free copies of current PRESCOLITE literature.

"Precolite's trade name for precision diecast products.

PRESCOLITE MANUFACTURING CORP
Berkeley, California • Neshaminy, Pennsylvania

MILWAUKEE MARBLE CO.
BECAUSE IT'S BEST

because long experience and a determined interest in every job provides the best selection in skilled fabrication and installation.

MILWAUKEE MARBLE CO. • 122 NORTH 27th ST. • MILWAUKEE 1, WISCONSIN
for GREATER BEAUTY  
at LOWER COST

SPECIFY

fabrow WINDOW WALL frames

distributed by

CENTRAL WISCONSIN SUPPLY CORP.
Windsor, Wis.
PHONE: CHERRY 9-5535 (Madison)

DEALERS

MILWAUKEE — BILL OUWENEEL, ED. 2-2108
KENOSHA
C. J. Huber Glass Co., OL. 7-6189
PORTAGE
Gunderson Milw. & Sup., 1050
WEST BEND
Stesar Glass Co., 1452-W

FREEPORT, ILL.
Empire Const. Co., MA. 4565
ROCKFORD, ILL.
National Mirror Works, 8-3711
WAUKESHA
Butler Wdwk. & Gl. Co., LI. 7-4945

"VITRO-SURF"
A GLAZED CEMENT SURFACE COATING
FOR WALLS
NEW or EXISTING
INTERIOR and EXTERIOR
applied on
PLASTER, CONCRETE, BRICK
BLOCK, WALLBOARD, ETC.
PAINTED or UNPAINTED
Decorative — Colorful — Permanent — Sanitary
Economical — Washable — Waterproof — Durable
Innumerable Combinations of Non-Fading Colors

R. H. Olson
Company

WOODRUFF 4-4040
WOODRUFF 4-4041
3869 N. Port Washington Rd.
Milwaukee 12, Wisconsin

Adequate Wiring Starts Here

Adequate Wiring, included in building plans today, can prevent electrical "growing pains" tomorrow.

Adequate Wiring is planned and engineered to fit each specific building.

Adequate Wiring avoids electrical obsolescence that leads to "profit paralyzing" alterations.

We Invite Consultation on Wiring Plans

THE ELECTRIC COMPANY

Wisconsin Electric Power Company
Wherever you specify Kohler fixtures and all-brass fittings, their reliability, convenience, safety and ease of cleaning build satisfaction and good will. Kohler designs have the modern beauty that make them the choice for every type of building need; the Kohler reputation for first quality creates immediate acceptance.

Kohler Co., Kohler, Wisconsin

KOHLER OF KOHLER
Milcor Splayed Base
protects hospital walls

This splayed base flares out from the wall. It prevents beds, carts, and other moving equipment from being pushed so close that they strike and mar wall surfaces.

By specifying Milcor Metal Base No. 625, you enable clients to realize considerable savings in maintenance and repair of hospital and hotel rooms and corridors.

This is another example of how Milcor Metal Trim products adapt to special conditions. Milcor has a complete line of designs, sizes, and weights that afford permanence, fire safety, and resistance to use and abuse.

See the Milcor Metal Trim Catalog in Sweet's — Section 12a/InL. Or write for your own copy — ask for Catalog 102.

Milcor Metal Trim

No. 625 (1) is applied to interior walls along which the heads of beds are arranged. Inside corner adapter fitting (2) joins No. 625 to flush base No. 605 (3) on other walls.