METAMORPHIS OF UNUSED ATTIC SPACE
Safe School Days Ahead

This is the kind of school many architects are designing these days. It has a concrete roof made of precast Flexicore slabs that you can see being installed in the picture. This method gives your children a safe, fire-resistant school building. In many cases, schools built with these firesafe concrete roofs cost less per square foot than schools without this fire protection. This is because the slabs are mass-produced and because a whole roof can often be put up in a day. This same kind of construction is used for low-cost firesafe floors, too. If you are interested in a new school or church, office building, store room or residence phone or write us today.

Write for A.I.A. File Bulletins on Regular and Electrified Flexicore.

MID-STATES CONCRETE PRODUCTS CO.
P.O. BOX 325
BELOIT, WISCONSIN
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
A PROGRESS PICTURE...
OFFICE LIGHTING AT THE HARNISCHFEGER CORPORATION, MILWAUKEE

THE NEW
Superior lighting in excess of 100 footcandles.

THE OLD
Good quality but low level lighting — 40 footcandles.

The NEW offers excellent quality lighting plus adequate lighting levels for visual comfort throughout the room. Accoustical baffles provide satisfactory sound conditioning. Here is a combination of lighting and accoustical treatment which creates a comfortable atmosphere for all employees. This results in increased production and less fatigue.

Call our lighting engineers when you have lighting problems.

WISCONSIN ELECTRIC POWER CO.
Wisconsin Chapter Meets at Chenequa

See Photos on Pages 9 and 10

Fifty-eight members of the Wisconsin Chapter, American Institute of Architects, combined business with pleasure last month when the Chapter held its mid-summer meeting at the Chenequa Country Club.

Roger Kirchhoff, of Madison, occupied what might be termed the role of "Guest of Honor," as he was awarded a Citation of Honor by the Chapter. In addition, 11 other distinguished members, all with at least 40 years of service to the profession, were also feted in recognition of their contributions.

COVER COMMENT

This month's cover pictures a splendid example of architectural skill in renovating unused and wasted space, and converting it into beauty and utility. It is a view of one of the employee clubrooms of the Wisconsin Electric Power Company, Milwaukee. The work was performed by Grellinger and Rose, AIA, Milwaukee. For more pix of this project see pages 6 and 7.

It was a great pleasure to meet the honored guests at the Mid-Summer meeting and most enjoyable to hear them reminisce about the problems which faced architects forty years ago. It seemed that all the members enjoyed the reunion, too.

At the Board meeting which followed the Mid-Summer meeting luncheon, Karel Yasko gave a report on the impending architectural school study which the A.I.A. is to make in Wisconsin. He reported that conflicting dates of the committee members have forced a postponement of the study until fall. We are eagerly awaiting the results of the committee's findings; as you know, there has been interest exhibited by several state schools.

We have had a number of inquiries regarding the raise of Blue Cross rates. Each subscriber was to have received a copy of a letter from our secretary, Bob Potter, explaining that the increase was due to increased hospital costs and the amount of services used by Blue Cross members during the past year. Also, after careful study, the Insurance committee recommended, and the Board of Directors approved, the inclusion of additional benefits which were outlined in the July letter.

A letter from the Octagon advises that copies of the American Architects Directory may still be obtained from the R. R. Bowker Co., 62 West 45th St., New York, New York, at a special rate of $15 to members. The directory contains biographical data on all members of the A.I.A.

Now that September has arrived, the Convention committee, headed by Chairman Maurey Lee Allen, is about to begin work on plans for the 1958 convention to be held in February at the Northland Hotel in Green Bay. The dates are the 11th and 12th. Mark your calendars now so you can't say we didn't tell you in advance.
Florida Faces the Problem

Meeting the Question of Duplication of School Plans

The problem of school construction exists everywhere, and we are pleased to present here a story of what the North Florida Chapter has been doing to meet it. The following article was written by Joseph A. Wilkes, of the University of Florida College of Architecture and Allied Arts. As the result of action taken by AIA members there, progress in this field has become apparent.

By Prof. Joseph A. Wilkes

The Florida North Chapter of the A.I.A. had an opportunity recently to present its views on the ever-recurring question of the duplication of school plans to the school board of Duval County.

The matter came under consideration at a regular Chapter meeting when a member of the "fees committee" requested that the chapter express its feelings or adopt a policy with regard to standard architectural fees when duplication of plans is involved. The discussion which followed turned the problem from a question of "fee" to the advisability of repeating plans.

A committee was appointed by the Chapter President Jack Moore, consisting of Sanford Goin, Chairman; Walter Schultz, Tom Eward and Joe Wilkes to study the question and to recommend what action, if any, the chapter should take. The committee recommended and the chapter moved to seek an opportunity to express its views on duplication to the school board. Through the school board Architect, Albert Broadfoot, an invitation to the chapter for this discussion was extended and Chapter Vice President, Myrl Haynes and Joe Wilkes, an assistant professor at the College of Architecture and Allied Arts at the University of Florida attended a school board meeting for that purpose. It had been felt by the chapter that the school board would accept the views of an architect not presently engaged in the practice of school architecture more readily than practicing architects and for that reason it had been decided that Prof. Wilkes should make this presentation.

Prof. Wilkes started by pointing out that as parents and tax payers, the problem of school building and their costs is one that affects almost every family in a community. Also, that the great need for additional school class rooms and facilities is a nation wide problem rather than a local one and that the question of school duplication had been raised before and even tried with less than satisfactory results in other sections of the country, citing the Engineering News Record of May 26, and an article in the Texas Architect, by Grayson Gill, A.I.A.

It was pointed out that the architect's reluctance to repeat plans stems not from his consideration of fee, but rather from his knowledge of the processes of architectural design and the many varying conditions which effect the design. Prof. Wilkes used a chart to show the board the many factors which influence the design of a school and the improbability of finding a duplication of all factors on two sets of conditions. These factors included the various aspects of site, the size, type and facilities required, materials, mechanical equipment and architectural composition of school to be designed. Duplication of schools would not only result in the construction of buildings less suited to the site and other varying conditions for which the original school was designed but would ultimately mean an end to progress in this field. It was pointed out that schools today are better lighted, heated and ventilated, easier to clean and supervise and are less expensive to build through the constant efforts of (Continued on Page 11)

TV Stars!

OUR MEMBERS ARE

A number of Wisconsin Chapter members have blossomed out as television personalities. During the past month the following appearances were made:

Gerrit DeGelleke showed sketches and pictures of his work forty years ago when he was among the first group registered in the State and contrasted it with his present-day projects on the "Man Next Door" program over WTMJ-TV on August 12.

Another contrast in architecture was exhibited when Walter Memmler discussed St. George's Episcopal church which he designed in the early 1900's. Showing contemporary church design examples were Roger Herbst and Heinz Brummel. They appeared on "Panorama Milwaukee" which was viewed on August 15 over WIXI.

In Madison, Nat Sample, working with the Mayor's Committee on Downtown Development, appeared on a panel show and represented the architectural profession. He also was before the cameras to discuss architectural design over WMIV in Madison.

On the eve of his being honored by the Wisconsin Chapter, Roger Kirchoff was interviewed on the "Personalities" news spot on WISN-TV and discussed the role of the state architect.

Among the qualities of mind and heart which conduce to worldly success, and which is so generally underrated in our day — it is courtesy.

Joint Checking Account — A device that allows your wife to beat you to the draw.

LITERATURE, OTHER MATERIAL AVAILABLE AT WISCONSIN CHAPTER OFFICE IN MILWAUKEE

Members of the Wisconsin Chapter, A.I.A., are reminded that literature that may prove helpful to them is available at Chapter Headquarters in Milwaukee.

"Standardization Specification Document" are priced at 15 cents each.

The booklet, "When You Want to Build," is also available, also at a cost of 15 cents. Minimum order is for 20 books.

Another valuable public relations tool that can be obtained upon request is the film, "Architecture, U.S.A." It is 16 mm. and runs for 27 minutes. There is no charge for rental, but requests should be made well in advance of the time it is required.

All of this material may be obtained by writing to the Chapter office at 8416 W. Lisbon Avenue, Milwaukee 16.
New School Built at Low Cost with Precast Concrete Bents and Concrete Masonry Walls

You can design and build attractive schools at low cost with reinforced concrete frames and floors and concrete masonry walls. One example is illustrated in these construction photos. It is the Lindley Elementary School in Asheboro, N. C. John J. Croft of Asheboro was the architect and engineer. Dickerson, Inc. of Monroe, N. C. was the contractor.

One hundred fourteen precast concrete bents formed the entire frame of this school—in outside walls, inside hall and the roof with its skylight and overhang. The inner wythe of exterior walls and all partitions are exposed concrete masonry, painted. The entire building cost was only $9.58 per sq. ft.

Besides low construction cost, schools such as this offer low maintenance cost and long life. That adds up to low annual cost. And they’re firesafe. Concrete can’t burn! For more information write for free literature. It is distributed only in the U.S. and Canada.

PORTLAND CEMENT ASSOCIATION
735 North Water St., 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 Happy Employees

A MILWAUKEE AIA FIRM
PUTS ITS SKILL TO WORK

Pictures on these pages show how a Milwaukee A.I.A. firm, Grellinger and Rose, tackled the problem of converting wasted attic space into magnificent employee clubrooms for the Wisconsin Electric Power Company, and what has evolved from their planning. What was formerly unused attic, filled with the usual quota of accumulation of dust, with a maze of conduit and pipe, has now become beautiful quarters which include a large recreation room and lounge; a main cafeteria; an executive dining room which seats 45; two small private dining rooms; a reading room; a room for retired veterans of company service; a main kitchen; a service kitchen; plus rest rooms and powder rooms. General contractor on the project was Selzer-Ornst, Milwaukee.

TWO VIEWS OF THE RECREATION ROOM
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.

*Prescolite's trade name for precision diecast products.

PRESCOLITE MANUFACTURING CORP
Berkeley, California • Neshaminy, Pennsylvania

---

**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

Wodruff 4-4040
Wodruff 4-4008
3859 N. Port Washington Rd.
Milwaukee 12, Wisconsin

---

Hunzinger
Construction
Company

Milwaukee
Phone: SUnset 1-9100
Here is proof that beautiful schools can be built at low cost. This lovely St. Mary's Parish Parochial School at Ellsworth, Wisconsin, built with Denison Matt Face Tile, is a striking example of the economy, beauty and versatility of this famous tile manufactured by Mason City Brick and Tile Company. This school cost only $7.26 per square foot.

The interior partitions are made of Acoustile which have high resistance to sound transmission and favorable sound absorption qualities. This sound reducing, loadbearing, crack resistant unit insures superior wall stability. The architect of this school was Grant J. Paul, Eau Claire, Wisconsin.

For all your clay products needs specify Quality Engineered Clay Products.

Denison 4" x 12" Matt Face Tile, shown above, sets a new standard for economy, durability and appearance in school construction. This lovely tile is modular. It comes in a variety of sizes and colors, and will give you permanent fire safety walls at a very low cost.

FIVE IOWA COMPANIES TO SERVE YOU

DES MOINES CLAY COMPANY
MASON CITY BRICK AND TILE COMPANY
OTTUMWA BRICK AND TILE COMPANY
OSKALOOSA CLAY PRODUCTS COMPANY
REDFIELD BRICK AND TILE COMPANY
HONORED at a mid-summer meeting of the Wisconsin Chapter, AIA, at the Chenequa Country Club August 16 are the above architects oil with a forty-year record of service to their clients and their communities. Standing, left to right: Paul Marzillier, Albert Gallistel, Gerrit DeGelleke, Richard Philipp, Martin Schneider, Clarence Johnsen, Roger Kirchhoff, Urban Peacock, Walter Memmler, Richard Oberst, Robert Chase, and visiting Regional Director Bryant Hadley. Kneeling: Robert Potter, Perce G. Schley, and Wisconsin Chapter President Arthur O. Reddemann.

THOMPSON JOINS VER HALEN FIRM
Rollin D. Thompson, who has been active in the building specialty field for thirteen years, has joined Edward T. Ver Halen, Inc., to promote, through architectural contact, Hulcoor Folding Doors, Pella Wood Folding Doors and Pella Casement and Multi-purpose Windows.

Mr. Thompson's background and knowledge will enable the 48-year-old firm to bring greater coverage and improved service to the architectural profession.

THREE RECOMMENDED
Three applicants were recommended for Corporate membership in the A.I.A. at the Board of Directors meeting held August 16. They are Charles Haeuser, a present Associate member, Milwaukee; Ralph Kloppenburg, Milwaukee; and Edward S. Pressly, Mazomanie. Accepted as Associate members were Frederick Brandt, Manitowoc; Robert Kemp, and Robert F. Slater, Milwaukee. New Junior Associates include Louis H. Fields and Earl Richard Harr, both of Milwaukee.

CONSULT ARWIN
THE WINDOW SPECIALISTS FOR YOUR EVERY WINDOW NEED!
- Rusco Prime Windows, AIA File 16H, Tubular Steel Windows with baked enamel finish.
- Rusco Aluminum Windows, Horizontal-Vertical-Awning, AIA File 16E.
- Rusco Aluminum Glass Sliding Doors.
- Curtain Walls with porcelain panels.

Call us for our catalog, estimates, details, and service on any window specifications. Warehouse stocks always on hand.

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

for GREATER BEAUTY at LOWER COST

specify

fabrow frame

distributed by

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

in Milwaukee

HOME GLASS AND PAINT COMPANY
5936 West Appleton Avenue
PHONE: HILLTOP 2-9360

in Walworth County

ELKHORN LUMBER COMPANY
PHONE: PARKVIEW 3-3230
CANDIDS. Here are some views of Wisconsin Chapter, AIA members, as they enjoyed the midsummer meeting at the Chenequa Country Club.

WAUWATOSA STATE BANK selects MODERNFOLD DOORS...

"Modernfold" as movable partitions will quickly and easily solve your space problems as it did with the executive offices in the Wauwatosa State Bank... especially when privacy is desired for meetings, etc.

OFFICES • CONFERENCE ROOMS
SHOWROOMS • WARDROBES

MODERNFOLD DIVISION
W. H. PIPKORN CO.
1548 W. BRUCE ST. • MILWAUKEE, WIS.
(South end 16th St. Viaduct) Mitchell 5-6800
The all-steel finer quality door—MODERNFOLD

CUSTOMIZE...

...YOUR GARAGE DOOR

Any standard model CRAWFORD Marvel-Lift Garage Door can be customized to the architecture of a home or preferences of a client. Moldings, rosettes and initials are available from Crawford. Produces a decorator-designed, custom-built door at modest cost. Crawford Doors are built to outlast the garage.

CRAWFORD DOOR
Sales Co. of Wisconsin
Milwaukee 14, Wis. SPring 4-8500

..."SERVING YOU IS A PLEASURE"

...Write or call our nearest office for details and specifications on...

GLASS PAINT
THERMOPANE WALL COVERING
GLASS BLOCK SCENICS
CORRULUX STORE FRONT METAL
STAINED GLASS

T. C. ESSER CO.
Mfg. and Distributors
MILWAUKEE, WIS.

BRANCHES:
La Crosse, Wis. Oshkosh, Wis.
Sheboygan, Wis. Racine, Wis.
Florida . . .

From Page 4

the architect towards improvement. The architect serves his client best in his capacity to design and any attempt to relieve him of this duty through duplication would represent a false economy. The presentation was concluded with the hope that the school board would allow the architects to serve them in the manner for which by their training they were best suited.

It was interesting to note that in the question period which followed one member of the board asked what efforts were being made by the A.I.A. to disseminate this information to other school boards and P.T.A. groups. With a better understanding of the design procedure the general public would be very reluctant to consider any abbreviation of the complete architectural service available or to consider the advisability of reuse or duplication of school plans.
home arts furniture

Hamilton

Catalog 220

A brand new book about completely new products from an old hand in the school equipment field. Thirty-two pages of fresh ideas for Home Arts Rooms — designs that blend into your contemporary school plans — versatile units that provide hundreds of assembly variations — floor plans and a wealth of associated information.

Your school designers are waiting for their copy now. It's yours for the asking — Write today!

Hamilton Catalog No. 220 — Home Arts Furniture.

HAMILTON MANUFACTURING COMPANY
Two Rivers, Wisconsin
Zonatile SLABS
ASSURE QUALITY ROOF DECKS

In only 15 seconds, Zonatile roof slabs are cast from a relatively dry mixture of vermiculite concrete. Each tile is machine-formed by vibration and pressure around a "skeleton" of reinforcing mesh. Zonatile slabs then go through a process of kiln curing which is accelerated under carefully controlled conditions. This modern dry cast process assures dimensionally accurate tile, positive placement of reinforcing steel and controlled consistency. On-the-job benefits: workman can easily lay Zonatile decks uniformly; tile strength and insulation value always meet specifications.

Zonatile's under-surface is entirely suitable as the finished ceiling. It has excellent sound absorption.

For detailed information about Zonatile and "on-the-job" assistance, write or call our office.

Zonatile is available for immediate delivery

WESTERN MINERAL PRODUCTS COMPANY
Zonatile Division
525 West Oregon Street
Milwaukee 4, Wisconsin

DIMENSIONALLY ACCURATE
CONTROLLED CONSISTENCY
HIGH SOUND ABSORPTION
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