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Backdrop Contest Winners Announced

RONALD NOVOTNY, of the firm of Maurey L. Allen, A.I.A., of Appleton, is the winner of the Convention Backdrop Competition for A.I.A. Corporate, Associates and Junior Associate Members, it was announced by Tom Eschweiler, A.I.A., Milwaukee, chairman of the judging committee.

For winning, Novotny received the first place award of $50. Second place went to Robert Torkelson, A.I.A., of Mead and Hunt, Madison.

COVER COMMENT

This month's cover pictures a night view of the United States Pavilion at the Brussels World Fair. It was sent especially for this publication, by Reimar Frank, of Maynard W. Meyer and Associates, A.I.A., Milwaukee. For more words and pix of Mr. Frank's European tour, see pages 9, 10 and 11.

Two Wisconsin Students Are Named Scholarship Winners

Two young men in Wisconsin are recipients of scholarships as a result of their excellence in study of architecture. Thomas J. Biggs, A.I.A., chairman of the national committee on Awards and Scholarships, announced last month.

They are Kenneth Leo Kraemer, of Plain, Wis., a student at Notre Dame University, who receives the scholarship of the Milwaukee Division of Fire Underwriters, and Norman Paul Streufert, of Milwaukee, a student at the University of Oklahoma. He is awarded the scholarship of the National Board of Fire Underwriters, and Norman Paul Streufert, of Milwaukee, a student at the University of Oklahoma. He is awarded the scholarship of the International Association of Blue Print and Allied Industries.

Value of Kraemer's scholarship is $600. Streufert's check was $700. Kraemer received his award at the summer meeting at Lake Delton on June 12. Streufert was given his prize at the June meeting of the Milwaukee Division.

MARCH CONTRACTS SHOW 34 PER CENT DECREASE

March contracts for future construction in the residential building category in the metropolitan Milwaukee area amounted to $9,972,000, a decrease of 34 percent compared to March 1957. Lyle B. Martin, of F. W. Dodge Corporation, reported today.

Dollar volume of contracts in the non-residential construction category in March amounted to $10,908,000, up 34 percent compared to March 1957.

March total building contracts, residential plus non-residential, totaled $20,880,000, down 10 percent compared to the like 1957 month. (Heavy engineering construction contracts are not included in the total building figure.)

CORRECTION

Last month's story on President Joseph H. Flad incorrectly credited the firm of John H. Flad and Associates with design of the Middleton High School Building. The building referred to in that community should have been reported as the Middleton Grade School. The Middleton High School is the work of Schubert, Sorensen and Associates, Inc., of La Crosse.

Two applications for Corporate membership were approved: Daniel Reginato and Richard Scheife, both of Milwaukee. Reginato had been Associate member and Scheife, a Junior Associate. One Corporate application was forwarded to the Institute with the recommendation it be rejected and one was taken under advisement. Also accepted was a new Associate member, Robert F. Wilcox, Milwaukee, a graduate of Dartmouth and Yale, who is employed as a designer in the Office of von Grossmann.

In other actions, the Board:
- Regretfully accepted the resignation of George Troller.
- Referred for study to the Relations with the Engineers-Legislative Committee a report and recommendations by Legal Counsel Gerald Rice.
- Approved the recommendation of the Membership Committee to place in effect immediately a dues schedule for new Corporate members as follows: 1st year, $20; 2nd year, $35; third year, $50.
- Established a policy whereby applications for Jr. Associate and Associate members would be screened by division membership committees who would present them to the Board with a recommendation that they be approved or rejected.
- Approved the purchase by the Chapter office of membership badges to gain the advantage of a large order if the divisions indicated the number each wished to purchase.
- Set June 12 for the summer meeting to be held at Dell View hotel, Lake Delton.
- Referred to the Public Relations committee a study of Public relations policy and requested from them recommendations on the feasibility of retaining professional Public Relations counsel.
- Authorized the payment of $10 to the NCARB for sustaining membership dues.

**REDDEMANN NAMED TO NATIONAL GROUP**
Immediate past president Arthur Reddemann has accepted a one-year assignment to the National A.I.A. Public Relations Committee. Duties of this committee are to work closely with the Octagon staff and Public Relations counsel on the problem of the public relations of the architectural profession; to consider means whereby the program, though directed and administered nationally, can be extended to the maximum degree at the Chapter level. Reddemann’s term begins in July.

**STEEL PANELS GIVEN 4-HOUR FIRE RATING**
A four-hour fire rating has just been awarded a load-bearing wall consisting of porcelain enameled steel panels over a vermiculite concrete core cast within a steel frame.

Such low cost, prefabricated construction can now be used for filling stations, small restaurants, and similar buildings in cities that require a fire-resistance of three hours or longer.

The steel members are preassembled and shipped to the job for erection. The vermiculite concrete is cast in place. Over-all thickness of the wall, including the facing, is only six inches.

The test was sponsored by the Chicago Vitreous Corp., Macomber, Inc., and the Vermiculite Institute.
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D. K-7450. Shelf back lavatory fitting with aerator, pop-up drain.
HARD-WORKING architects and their ladies had an evening of relaxation last month when the Milwaukee Division held a unique "Cabana Party" at the Oakton Manor in Pewaukee.

Resort living was the motif of the event, as even the most dignified members of a dignified profession momentarily forgot their inhibitions. The party was spiced by such mirth-provoking episodes as unscheduled dunkings in the swimming pool, in full clothing, as well as a water ballet and other entertainment.

The party included refreshments and dancing on the terrace. Photos on this page indicate the tone of the event. Lower picture is a Wisconsin Architect staff shot. Other pix are from the Milwaukee Journal.
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REPORT FROM **Europe**

**By REIMAR FRANK**

The Wisconsin Architect is proud to present the following word and picture story by Mr. Reimar Frank, of the firm of Maynard W. Meyer and Associates, A.I.A., Milwaukee. He has been travelling in Europe studying modern and historical architecture, and he presents here a most interesting account of his visit to the Brussels World Fair. Itinerary of his tour included Belgium, France, Switzerland, Spain, Italy, Austria, Germany, Denmark, Sweden, Norway, Finland and England.

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**FIVE MILES FROM** the center of Brussels, the Belgian Government is playing host to the world with its World Fair, the Brussels Universal and International Exposition. In the 500 acres of Heysel Park, the 45 participating nations have been invited to illustrate their "Ways of Life" by considering the basic theme of "Man." Needless to say, this has allowed the nations to go about considering it in a bewildering assortment of ways. Science and Art dominate the themes of most of the International pavilions and the architecture employed by the participants, in general, faithfully reflects the desired theme.

Probably the most imposing structure of the exposition is the Atomium, the trademark of the Fair. It is actually an ugly construction, a mere 3-D representation of an iron molecule magnified 50 million times, but because of its gross size (340 feet high) it is nevertheless impressive. It's structural system, unlike that of the Eiffel Tower, is completely hidden, and one might question the validity of forcing the structure into a pre-conceived form.

The most widely attended Pavilions of the Exposition, as might be expected, are those of the United States and the Soviet Union. It is interesting to note here how accurately the architecture of each pavilion depicts the way of life of each of these two rival nations.

The United States Pavilion is a circular shaped, column free structure approximately 350 feet in diameter. The Colosseum in Rome was the only historical prototype in existence for a building of this size. The interior space is divided into two levels, the upper level being a circular balcony overlooking a central pool. Clever displays occupied both levels, the most unique being a series of large, curvilinear photo murals depicting the Americana scene.

The United States Pavilion is complimented by two smaller circular structures, one, the "Circarama" which presents Walt Disney's 360 degree documentary films on American life, and the other, a larger structure, houses the theater and administrative offices. Both of the smaller structures have facades composed of a special concrete perforated screen, which is very well executed by Architect Stone.

At night, however, the United States Pavilion is perhaps the most impressive of the entire exposition. It is roughly triangular in shape, and the Pavilion is located before a large oval pool studded with many fountains. The Pavilion may be entered anywhere about its 360 degree perimeter, and the visitor upon entering may wander about as he chooses without being forced into a rigid circulation pattern. Low powered, subtle salesmanship is the key to the American presentation, and the architecture and planning of the Pavilion has subordinated this eminently.

The Soviet Pavilion consists of an immense rectangular 500 ft. by 200 ft. structure with an all-glass facade. It stands to one side of the United States Pavilion and it is approached by a tremendous monumental stair which extends across the entire front of the building. Inside there is a huge exposition hall flanked by two mezzanine balconies. The Pavilion is considered as the best Soviet effort to date to produce modern architecture. However, it is far below the architectural quality established by the United States and numerous other participating nations.

Probably the finest, most highly organized Pavilion belongs to the Federal Republic of Germany. The Pavilion consists of eight separate structures, interconnected by a series of bridges and paved areas. The main approach is by a unique, elevated footbridge and stair, supported by cables from a towering steel pylon. The buildings are an exciting composition of steel and glass, and the severity of the design is pleasantly relieved by the use of wood floors and stair treads. Architects E. Eiermann and W. Rosswow have achieved for Germany the greatness she once knew during the days of the German Bauhaus School of Design.

Finland and Norway both have exquisitely designed pavilions and stand together, side by side.
Both are constructed almost entirely of wood, and the detailing of the Finnish Pavilion is excellent. The Norwegian Pavilion employs large wood beams with heavy masonry piers as its basic structural system, while the Finnish Pavilion uses a lighter wood truss as its system. The Norwegian architect is S. Fehn, and the Finnish Architect is R. Piitila, a protege of Aalvar Aalto.

Yugoslavia has come forth with a remarkable contribution to the exposition. A four-level pavilion, which is pleasant organization of floor levels, stairs and open space.

The Netherlands also has an outstanding exhibit, and they have adroitly intermixed the pavilion architecture with typical Dutch environment. Of special note is the wonderfully textured brick walls and the beautiful stained glass windows which form part of the Pavilion.

Adjacent to the Netherlands Pavilion is the small Phillips Pavilion by Le Corbusier. It is a tent-like structure, composed of several large steel tubular sections from which steel cables are woven to form a mesh of continuous and intersecting warped surfaces. Unfortunately, the workmanship of the surfaces is bad, but the spatial and sculptural quality of the structure is remarkable.

Among the other excellent pavilions are those of the United Kingdom, Canada, Argentina, the Vatican, and Austria. Unfortunately, the pavilions of France, Italy, Spain, and Brazil were still unfinished at this writing, but they, too, promise to be excellent exhibits.

This is but a capsule observation of the 1958 Exposition. The Fair is so large in scope, that only the highlights have been touched upon. Unmentioned were the numerous Belgian exhibits and the industrial exhibits which alone comprise at least half of the total exposition. A tribute, however, must be extended to the Government of Belgium for providing the opportunity for so many nations to display, each in their own way, their cultural and scientific achievements. Through the ages architecture has been a mirror that has reflected the various cultures of civilization, and again here in 1958 at Brussels the various countries of the world have turned to architecture to depict their "Way of Life."
Floodlit view of the British Government Pavilion. In the foreground is Henry Moore's "Reclining Figure."

The West German Pavilion, shown during construction. Interesting fountains in foreground bubble gently.

This is a model of the West German Pavilion.
Precast concrete members make low-cost school possible

The new Linton-Stockton Elementary School in Linton, Ind. has been widely acclaimed in educational circles. It is an example of the speed and economy with which urgently needed classrooms can be provided quickly and economically.

Saving in time and money resulted from the use of precast concrete construction. The frame is formed by precast concrete bents supporting precast channel slabs. Integral parts of the bents are arms for cantilevered sections. Both bents and roof slabs were precast on the site. Careful planning, standardization of members and utmost re-use of forms held down costs and construction time.

As a result the 80,000-sq. ft. school was built for $870,000. Its 36 classrooms, averaging 1200 sq. ft. in size, will accommodate 1,200 pupils. The restrooms and halls are floored with terrazzo, which was also used for wainscoating in the building.

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Reddemann Report . . .
Continued from Page 16

interpretation on A.I.A. ethics. More on the reply received later. Copies of condensed committee reports have been mailed to all members. The complete reports are on file and may be obtained from Mrs. Hill.

Last I believe it is fitting and proper to give special commendation to Maurey Lee Allen and his 1958 convention committee who, with the aid of the Madison Division members who after a late switch in cities gave so much and have done an outstanding job for this convention. I'm sure this will be borne out after the close of the convention.

This and many other accomplishments not mentioned were only made possible by our very excellent secretary, Robert P. Potter, and Mrs. Ruth Hill of our staff. I should further like to state that both Mr. Potter and Mrs. Hill have been very cooperative in after hours phone calls, etc.

Possibly many members don't realize what a very busy place our chapter office is.

It is responsible for membership and financial records, placing speakers, answering hundreds of telephone and mail inquiries, arranging Board and membership meetings, assisting all committees when requested, arranging P. R. affairs and news releases, and other tasks too numerous to mention. In 1957 alone over 7,000 mimeographed pieces were mailed from the chapter office. This does not include individual personalized letters.

Before I close my report I should like to suggest some recommendations to the new Board and incoming officers:

My first recommendation would be to continue full speed ahead on the recommendation for the establishment of a School of Architecture in the state.

Another recommendation is more extensive use of the chapter booklets by the members as a whole. These have received many fine comments as to their usefulness from people who in the past have always felt they did not know enough about architects and their work and certainly the booklets are an inexpensive method of public relations for the chapter. To date about 2,000 have been distributed.

The film "Architecture U.S.A." has not been used often enough. I hope the Chapter will make more use of this film.

I personally used it and find it is well received and revealing to many people as to what an architect does.

This film may be used by any member of the Chapter without charge.

It is my belief that the appearance of committee chairmen at Board meetings served a very worthwhile purpose and I should like to recommend the continuance of such appearances.

I would recommend the consideration and beginning of a Chapter Public Relations program.

This should be a long-range plan with funds being appropriated possibly for the next two or three years toward that objective. This could be accomplished by my next recommendation:

A concerted membership drive for 1958—

A strong chairman should be appointed and given aid by the membership as a whole.

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IT IS INDEED a pleasure for me as your president to again welcome in the name of the Chapter our members, guests and past and new exhibitors to the ninth annual convention of the Wisconsin Chapter of the A.I.A.

It is my sincere wish and that of your convention committee and the Board of Directors that your time here will be well rewarded, and each of you again will enjoy the convention about to open.

At this time the Board and I would like to commend Austin Fraser and his committee for the convention of last year which was held in Milwaukee and which was attended by Leon Chatelain, our National President.

As the first order of business I should like to make an over-all report to the membership on the activities and progress of the chapter the past year. It is my belief that the Wisconsin Chapter in the past years has made great strides and is becoming recognized as one of the outstanding chapters in the A.I.A., as witnessed by the number of our members on National Committees. This could only be accomplished by the loyal support of the membership, an excellent Board of Directors and good committees who have given of their time and energy without stint to accomplish such success.

The Board deserves a vote of thanks and should be commended for its excellent attendance record at meetings held at least once a month throughout the year.

Among the accomplishments of the Board were the following:

At the request of the membership, a change of our organization name was made to that of the Wisconsin Chapter of the A.I.A.

Each month the Board reviewed the qualifications of applicants for membership and many of these applicants were called in for personal interviews. I am sorry to say that a number of requests for membership were denied after such appearance for the good of the profession as a whole.

Numerous complaints were received and reviewed, members were called in, questioned and cautioned about alleged unethical practices and, to the credit of all concerned, generally these complaints were proved false. Such which appeared factual were carefully and thoroughly investigated.

We presented to the Jury of Fellows and placed in nomination the names of two of our members for Fellowships after recommendation by the Committee on Fellows and sanction of these two members by the Board was given and supporting letters have been sent to Washington.

Several conferences were held on legislative and legal matters with Gerald J. Rice, our attorney concerning the Chapter and its members.

One of the important legislative matters resolved in the past session of the state legislature was the relieving of the architects' responsibility under the Safe Place statute. This cause was aided by the appearance for the architects of President Arthur Behling of the W.S.P.E., Gerald J. Rice and myself at a committee hearing in Madison at which Senator Kirby Hendee ably presented the bill for the architects.

Several of our members, G. J. Rice and I attended a hearing with the Industrial Commission at Madison relative to the practice of engineers on buildings.

We have changed our committees to parallel those of the National group for the betterment of the Chapter.

Conferences were held with committee chairmen, generally once a month, to counsel with them on their work and problems.

Chapter Division accomplishments in part were:

It is with pride that our Chapter can point to the successful exhibits which are now under our jurisdiction.

A booth in the Chapter's name depicting the evolution of a school was set up and manned by the Milwaukee Division members under Roger M. Herbst's direction at the School Administrators' and School Board members association convention at the Milwaukee Auditorium last month. This booth was staffed by Milwaukee Division members including myself during the open hours of the days and evenings. We distributed the free booklets which the Chapter published.

Also many questions were asked by the Convention Delegates.

I also appeared for the Milwaukee Division at a Common Council hearing on an architectural board to check the design of houses.

A committee appointed by the Board, Gerald J. Rice, Mrs. Hill and I visited Sheboygan on the County Home Competition they held.

The Madison Division had an excellent exhibit at the Madison Art Show which was shown in the rotunda of the State Capitol and re-

Continued on Page 16
Reddemann Report . . .
Continued from Page 15

received much favorable comment.

The N. E. Division had a booth put on by one of its members, Larson & Playter, who did a good P. R. job at the Eau Claire - Chippewa Falls Home Show.

They too used the lee booklets.

All divisions provided speakers for counselling in high schools and for other speaking engagements.

The booklets "Why, Where, When, How You Retain an Architect" and "When You Want to Build" were fully reviewed with the committee and were printed and mailed to schools and municipalities. They have been well received and have caused much comment. They have been recognized as the Publications of the Month for January 1958 by the A.I.A.

The summer meeting which was well attended and at which architects who were in the first group registered in the state 40 years ago were honored and Roger C. Kirchhoff, our State Architect, was presented a citation by the Chapter, was an all-division effort and received much publicity statewide and nationally. Our regional director, Bryant Hadley, also attended and was a guest of our Board Meeting held preceding the meeting.

Accomplishments of both Standing and Special Committees

Your committees generally have been very active. The Draftsmen’s Competition was conducted by Tom Eschweiler’s Honor Awards Committee and was modeled after a competition given by the Michigan Chapter, the prize money being donated by Blueprinters in the state. The results will be announced at the banquet tomorrow night. Special mention should be made of the fact that as Tom E. was hurt, Austin Fraser took over and the committee made the judgment of the entries, etc. Three A.I.A. and Mr. Rohde of Boys’ Tech and Mr. Goetz of Post Co. aided.

The Home Building Industry Committee headed by Fred J. Schweitzer has done considerable work in consulting and working with the home building contractors’ committee and I understand much good will and a better understanding of common problems has resulted. It has also elicited much interest by builders in architects’ services for house design in the Parade of Homes held in Milwaukee.

Karel Yasko and his Education Committee on a state level and Wallace Lee on the local level, Milwaukee Division, have accomplished much toward the furthering of a start of an Architectural school in Wisconsin. Meetings have been held at the University of Wisconsin and Marquette University and we now await the report of the A.I.A. survey team. More from Karel on this later.

The Engineers Committee composed of John Flad, chairman, John Brust and Al Grellinger, has been holding monthly meetings with the Engineers’ committee of the W.S.P.E. relative to possible further legislative action and this continuing discussion of architect-engineer relations I believe has led to a better understanding but not a solution.

A special Committee on Advertising composed of Mark Purcell as Chairman, Herb Grassold and Karel Yasko has done an excellent job and has written Washington for an

Continued on Page 19
McKenzie New President of Metal Curtain Wall Division

Ralph L. McKenzie, Designer, The Flour City Ornamental Iron Co., Minneapolis, Minn., was elected to serve as President of the Metal Curtain Wall Division of the National Association of Architectural Metal Manufacturers for the year 1958-59 at the Association's 20th Annual Convention recently held at Houston, Texas. Mr. McKenzie succeeds Fred O. Rippel, President, Rippel Architectural Metals, Inc., Chicago, Illinois, as President of the Metal Curtain Wall Division.


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Whether one of Forrer's office furnishing experts sells a complete general office, a private office, reception area, conference room, or a single desk or filing cabinet, he gives the same careful attention and service. From training in meetings like this and from experience he can fit furnishings to specific job requirements. For general offices he can recommend the proper desk arrangements for receptionists, typists, office calculating machine operators, or any other job classification.

For professional or executive offices he combines his knowledge of efficient arrangement with an ability to offer furnishings and accessories to achieve a pleasant working environment personalized to the preferences of the individual.

Whatever you require in office furnishings, you know your Forrer representative will fill your need expertly.

The Forrer name in office furnishing means far more than furniture to those who are now Forrer customers. You, too, will find that when you call on Forrer, you receive service based on a sound knowledge of office furnishings... as applied to your specific wants and needs whether you're furnishing a private office, a general office, or buying individual pieces.
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
Milcor Super-Ex assures corners that are **straight as a plumb line!**

No other corner bead combines plumb-line straightness and a strong plaster key like Milcor Super-Ex does. This is because Super-Ex combines the rigidity of a solid flange with the added plaster reinforcement of an expanded metal wing.

Super-Ex's special design makes it simple to align — particularly on irregular surfaces, for reduced installation time and costs. This design also provides greater depth of plaster adjacent to the bead.

See Sweet's File, Catalog 12a/In. It gives you complete information on Super-Ex and other Milcor metal-lath products.