DIRECTIONS IN DESIGN

12th Annual Convention

MARCH 1961

AMERICAN INSTITUTE OF ARCHITECTS
MAR 30 1961
LIBRARY
Ultimate strength design used
in Philadelphia’s newest housing project!

Modern application of this tested principle provides short cuts in planning . . . brings substantial savings in time and materials.

The 18-story Park Towne Place apartments are the largest urban renewal development in the U.S.—and Philadelphia’s tallest reinforced concrete structures!

Here was an ideal opportunity for engineers to demonstrate the value of the ultimate strength method for designing concrete.

The engineers used ultimate strength design because they believed this procedure to be more consistent with actual structural behavior and more realistic in relation to encountered loads, resulting in uniform safety factors—neither over- nor under-designed.

The design of the columns on this project demonstrated dramatically the economy of materials achieved by using ultimate strength design. Engineers everywhere are finding ultimate strength design is quick and easy when they use procedures, data and design aids now available.

WOOD POST
SCULPTURED BY BLUMCRAFT IN HAND RUBBED OIL FINISH • SEND FOR GENERAL CATALOG M-61

Blumcraft
OF PITTSBURGH
COPYRIGHT 1961 BY BLUMCRAFT OF PITTSBURGH • 460 MELWOOD ST., PITTSBURGH 13, PENNSYLVANIA
By doubling the thermal efficiency of most masonry walls, Zonolite Masonry Fill Insulation saves money and increases comfort.

This new insulation often pays for itself while a building is in the planning stages. Because of its high efficiency, smaller, less costly heating and air conditioning units frequently can be used. Savings on this equipment pays the low cost of Zonolite water-repellent Masonry Fill Insulation.

The approximate installed costs per sq. ft. of insulating walls of different sizes are:
- 10¢ for 6" concrete block or 10" brick cavity walls
- 13¢ for 8" concrete block walls
- 21¢ for 12" concrete block walls

Savings in operating costs were demonstrated in a study of a standard U.S. Corps of Engineers Army Barracks Building, conducted for the Vermiculite Institute by J.N. Pease & Co., architectural and engineering firm of Charlotte, N.C.

It showed that by insulating the walls of a two-story concrete block barracks, an $800 saving could be realized in the cost of the heating plant, thus paying more than half of the cost of the Zonolite Masonry Fill Insulation.

If the building was air-conditioned, the total cost of the insulation would be recovered before the building was occupied.

This unique insulation offers other benefits as important as its economy:

COMFORT: Interior wall temperatures are brought closer to skin temperatures. Radiant heat exchange is reduced about 30%, providing greater comfort, winter and summer.

WATER PERMEABILITY: Field experience and laboratory tests prove that even if rain penetrates the exterior wythe (and it probably will) water will not be transmitted across the cavity, due to the patented water-repellency feature of the insulation.

SETTLING: It doesn't.

All these characteristics are confirmed in tests conducted by Penn State University and the Structural Clay Products Research Foundation.

You'll want complete data and specifications on this remarkable new way to insulate masonry walls. Phone your Zonolite Sales Engineer, or write:

WESTERN MINERAL PRODUCTS COMPANY
525 West Oregon St. • Milwaukee 4, Wisc.
Another SPANCRETE plant is now in full operation at Valders, Wisconsin. This new plant was built in order to increase service in filling the ever-growing demands for SPANCRETE in all types of building construction.

Mass production techniques in two modern plants insure low material cost.... SPANCRETE'S versatility and flexibility cut design and engineering time.... fast construction reduces supervision.... savings allow for additional de luxe features.

- We suggest you investigate the possibilities of using SPANCRETE in your next building project.

Call for full information.

SPANCRETE
WEST ALLIS CONCRETE PRODUCTS CO.

8714 W. Schlinger Ave. • Milwaukee 14, Wis. • Bl 8-4110

U. L. AND STATE APPROVED FOR 2 HOUR AND 4 HOUR FIRE RESISTIVE RATING
Plumbing Fixtures and Fittings by

KOHLER OF KOHLER

The three and a half million dollar court house in Waukesha, Wisconsin is a symbol of growth and achievement. Kohler Fixtures and All-Brass Fittings match its high standards of quality and design.

The installation includes Juneau lavatories with extra wall-bearing surface for strain-resistant anchorage; efficient, siphon-jet Kingston closets; Branham urinals with positive flow control; Glenbrook drinking fountains; and Bannon service sinks. The county jail, within the building, also has Kohler Fixtures.

Kohler Fittings are All-Brass. This gives them the utmost wear-and-corrosion resistance, assures longest chrome-finish life. The VALVET interchangeable valve units keep maintenance costs down.

Kohler quality in public building installations means distinguished contemporary styling, together with maximum durability and economical maintenance.

Kohler Co. Established 1873
Kohler, Wis.

KOHLER OF KOHLER

ENAMELED IRON AND VITREOUS CHINA PLUMBING FIXTURES • ALL-BRASS FITTINGS • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS
ARCHITECTS are a fortunate lot. For, as everyone knows, an architect has nothing to do. That is, except —

To decide what is to be done. To tell somebody to do it. To listen to reasons why it should not be done, why it should be done by someone else, or why it should be done in a different way. To prepare arguments in rebuttal that should be convincing and conclusive.

To follow up to see if the thing has been done, only to discover that it has not been done. To inquire why it has not been done. To listen to excuses from the person who should have done it and did not do it, and to think up arguments to overcome the excuses.

To follow up a second time to see if the thing has been done, only to discover that it has been done incorrectly. To point out how it should have been done. To concur that since it has been done, it might as well be left as it is. To wonder if it isn’t time to get rid of a person who cannot do a thing correctly. To reflect that, in all probability, any successor might be just as bad, or worse.

To consider how much simpler and less costly it would have been had he done it himself in the first place. To reflect sadly that if he had done it himself, he would have been able to do it right in twenty minutes, but that, as things turned out, he himself spent two days trying to find out why it was that it had taken somebody else three days to do it wrong, only to realize that such an idea would have had a very demoralizing effect on the organization, because it would strike at the very foundation of the belief of employees that an architect has nothing to do.

"Buildings are the books that everybody unconsciously reads; and if they are a libel on the laws of architecture, they will surely vitiate in time the taste of those who become familiarized to their deformity." CHARLES B. FAIRBANKS

"The voice of the turtle is heard in the land, the sap rises, and new plans are a-buzzing. The captious critic created by raw, long winter months relents with the first feathery southwester and attitudes change to "excelsior!" Putting out a magazine or two ourselves we know our editorial dreams are never brighter than under a warming sun. So we aren’t at all surprised at the letters coming in from editors of various publications asking the architect’s assistance.

Mrs. Judith York Newman of the Department of Architecture of the magazine Living for Young Homemakers has written to chapter president John Brust seeking editorial help. "As a publication concerned with the needs and likes of actual and prospective home owners throughout the country," writes Mrs. Newman, "we are constantly looking for material which would be of interest and inspiration for our readers... LIVING has constantly pursued an editorial policy which emphasizes the contribution of the architect in raising the aesthetic and functional standards of housing.

"Our limits, which are subject to some flexibility in the case of outstanding design considerations, are concerned with (Continued on Page 26)
DIRECTIONS IN DESIGN

WISCONSIN CHAPTER, AIA CONVENTION, APRIL 11-13
LAKE LAWN LODGE, DELAVAN, WISCONSIN

Wednesday, April 12, 3:30 pm:
"Directions in Industrial Design"

SEMINARIST

GEORGE W. WALKER, vice president and director of styling for Ford Motor Co., studied art in Los Angeles and Cleveland. In 1929 he started an industrial design firm in Detroit which in 25 years styled more than 3,000 products for a wide range of national concerns. In 1946 he was design consultant on Ford, Lincoln and Mercury products and in 1955 was named to his present position, strongly influencing design trends in post-war automobiles.

Thursday, April 13, 3:30 pm:
"The Psychology of Design"

SEMINARIST

THOMAS K. LANDAUER, Assistant Professor of Psychology and Director of the Psychological Laboratories at Dartmouth College, has conducted a number of studies in the psychology of tastes, values and design preference. He received his B.A. from the University of Colorado, his M.A. and Ph.D. from Harvard in Social Psychology, the latter in 1960. Landauer in 1956-58 was a National Science Foundation Fellow.
MAIN SPEAKER

Annual Banquet,
7:00 pm Thursday, April 13:
"Directions in Design"

JOSE LUIS SERT, Dean of the Faculty of
Design and Professor of Architecture in the
Graduate School of Design, Harvard University,
was born in Barcelona in 1902. His distinguished career has combined a high degree of
accomplishment in teaching, writing and building. He has served as Professor of City Planning
at Yale, has lectured at scores of colleges, universities and museums, including Columbia,
Princeton, Michigan, Fordham, Bennington, Chicago, California, Pennsylvania, Virginia and the
Museum of Modern Art; also in Brazil, Peru, Colombia, France, Spain and Switzerland. He
has co-authored the outstanding works, "Can Our Cities Survive?", "The Heart of the City,
and "The Shape of our Cities." He has worked with Le Corbusier and Pierre Jeanneret in
Paris. He has designed buildings in some dozen countries, including the U.S. Embassy in Bagdad.
In addition, Sert has engaged in extensive town planning work and has written both popular and technical articles in numerous magazines
and journals.

KEYNOTE SPEAKER

Wednesday, April 12, 11:30 am

ALDEN B. DOW, AIA Fellowship recipient for his achievements in design, graduated from
Columbia Univ. School of Architecture in 1931. In 1933 he was with Frank Lloyd Wright at
Taliesin, then opened his own office in his home town of Midland, Mich. Dow has received the
French Diplome de Grand Prix, the Gold Medal of the Michigan Society and, in 1956, an AIA
National Honor Award of Merit for his design of a church in Midland. He has designed and
supervised construction of a complete town, Lake Jackson, Texas, which furnished housing for a
large industrial development. Dow is a specialist in color and one of the originators of the use of
bright colors in industry. He has long been a leader in AIA affairs and has held virtually
every top architectural post of leadership in his home state.
TUESDAY APRIL 11
12 NOON
Setting up exhibits
Board of Directors Meeting — Terrace Room...
7:00 P.M.
Splash Party by Milwaukee WAL...

WEDNESDAY APRIL 12
9:00 A.M. - 5:00
Registration...
10:00 A.M. - 11:30
Viewing of exhibits and honor awards — Ballroom...
10:00 A.M.
Judging of exhibits...
11:30 A.M.
Brunch with keynote speaker Alden Dow — Dining Room...
1:30 P.M. - 3:30
Viewing of exhibits...
Ladies bridge, golf, riding, swimming, browsing...
Madison WAL hostesses
3:30 P.M. - 5:00
Seminar panel — Pow Wow Room: Moderator Karel Yasko; G. W. Walker, VP and Director of Styling, Ford Motor Co.; Alden Dow; Ass't. Prof. Thomas Landauer...
6:00 P.M.
"A Night in the Wigwam" Dinner-Party...
Milwaukee WAL hostesses...

THURSDAY APRIL 13
8:30 A.M. - 7:00
Registration...
8:30 A.M. - 11:00
Breakfast and Annual Meeting — Dining Room...
9:00 A.M.
Informal WAL Breakfast — Main Dining Room...
10:00 A.M.
Ladies tour to Borg Co. and Honey Bear Farm for lunch (Dutch treat)...
Return for Seminar...
Trip in charge of Madison WAL...
11:00 A.M.
Meeting of new Board of Directors...
11:00 A.M. - 1:00
Milk punch served in Exhibition hall...
Viewing of exhibits and honor awards...
2:00 P.M.
Movie — Pow Wow Room...
2:30 P.M.
Wisconsin Architects Foundation Board meeting — Terrace Room...
3:30 P.M. - 5:00
Seminar — Pow-Wow Room "The Psychology of Design" Thomas K. Landauer, Assistant Professor of Psychology, Dartmouth College...
6:00 P.M. - 7:00
Cocktails — Exhibition Hall...
7:00 P.M.
Drawing for grand prize — Exhibition Hall...
Banquet with Speaker Jose Sert — Dining Room...
Presentation of honor award certificates...
Presentation of exhibitors' awards...
New Finished-Ceiling Doxplank provides an attractive floor and roof system that can be used on a wide range of construction. The natural beauty of the acoustically textured ceiling surface blends well with other modern architectural materials. Used as an exposed surface indoors or outdoors, it can be finished simply by painting.

Doxplank also provides balanced sound control, excellent thermal properties, maximum fire resistance and a strong, lightweight deck that can be installed in any season.

For complete information on new Finished-Ceiling Doxplank, call or write your local manufacturer listed below.

Fairlane Inn, Dearborn, Michigan. King-Lewis Architects, Inc.

Vander Heyden Inc.
Serving the Building Industry Since 1912
6633 W. National Ave., Milwaukee, Wis.
CONVENTION EXHIBITORS

EXHIBIT SPACES RESERVED

Space No. | Company
--- | ---
1 | Owens-Corning Fiberglas Corp.
2 | Building Service, Inc.
3 | American Olean Tile Company
4 | Concrete Research, Inc.
5 | Butler Tile Sales, Inc.
6 | Structural Glazed Masonry, Inc.
7 | Osborne, Inc.
8 | Vander Hayden, Inc.
9 | The Chicago Faucet Company
10 | R. W. Nelson Structures, Inc.
11 | Rilco Laminated Products
12 | Kohler Co.
13 | Gagnon Clay Products Co.
14 | Portland Cement Association
15 | Shannon Floor Co. Inc.
16 | United States Plywood Corp.
17 | Mason City Brick & Tile Co.
18 | Hicks & Theisen, Inc.

Space No. | Company
--- | ---
19 & 20 | Wisconsin Bridge & Iron Co.
21 | Aluminum Company of America
22 | Wisconsin Concrete Products Association
23 | The Plyco Corporation
24 | W. H. Pipkorn Company
25 | Mosaic & Art Glass Studios, Inc.
26 | Mid-States Concrete Products Co.
27 | Architectural Building Products, Inc.
28 | Milwaukee Terrazzo Contractors
29 & 30 | Nelson & Glass
31 | W. E. Neal Slate Company
32 | Stickler & Downs, Inc.
33 | Pentagon Eng. Products Corp.
34 | Split-Rock Products Co.
35 | Atkinson Block Co.
36 & 37 | School Equipment Consultants, Inc.
38 & 39 | The Radford Company
40 | Pittsburgh Plate Glass Company
41 & 42 | Ebenreiter Woodworking Co.
43 | Rawlplug Milwaukee Co.
44 | Inland Steel Products Company
45 | Streator Brick Co. Division
46 & 47 | Brok Office & School Supply, Inc.
48 | Minnesota Mining & Mfg. Co.
49 & 50 | Spancrete Division
51 | West Allis Concrete Prod. Co.
52 | Superior Cast Stone Co. Inc.
53 | Western Mineral Products Company
54 | Edward T. Ver Halen, Inc.
55 | Best Block Company
56 | Wakefield-Smeaton, Inc.
57 | Formica Corporation
58 & 59 | Silbrico Corp.
60 | Sterne Supply Company
61 | Unit Structures, Inc.
62 | Glazed Tile Sales, Inc.
63 | Albert A. Jacobs Co., Inc.

Firms with names appearing in bold type are advertisers in The Wisconsin Architect.
Advance Tool & Die Casting Co., Milwaukee, installed a "Dockbridge" Loading Ramp in their existing dock.

Three Models Available
6' x 6', 6' x 8' and 6' x 10'

1. Before "Dockbridge", old fashioned dock plates meant: extra manpower; costly delays; load peaks; cluttered dock area; accidents.
2. "Dockbridge" was purchased. In 24 hours, a simple, shallow pit only 17½" deep was made in existing dock. No costly, external connections were required or built into the pit.
3. "Dockbridge" comes completely assembled. Its compact design, 17½" deep, is self-contained within its own frame. Has no hydraulics, motor, counter weights or balances. Slips into prepared pit in minutes, ready to operate.
4. Dock now automatically receives high bed truck up to 16" above dock level, regardless of dock height. Ends need for dock attendant, dangerous plates, extra crews, etc.
5. Dock also automatically receives low bed truck down to 10" below dock level, regardless of dock height. Ramp tip hugs truck bed.
6. When truck leaves, hinged ramp automatically returns to full cross traffic position, supports locking in place. Dock is ready to receive next truck. No clutter. No wasted dock area.
7. Ideal for new construction. Preserves front wall. Dock and shallow pit formed and poured as one unit, reducing construction costs for installation by 60% to 80%.

Automatically Bridges the Gap Between Truck and Dock..... With a Smooth, Easy Grade.

"Dockbridge" is a simple, trouble-free, fully automatic, truck-activated, hinged loading ramp... takes trucks up to 16" above and down to 10" below dock level without the use of costly, complicated hydraulics or jury-rigged mechanisms. Only the "Dockbridge" is a clean, compact, self-contained package, ready to install in a prepared dock pit 17½" deep. Makes installation low cost and easy in existing docks or new construction.

A "Dockbridge" installation means: Fewer truck spots to handle your load. More efficient flow of materials. Fewer personnel. Full use of material handling equipment. Efficient movement of materials during peak loading periods, cutting overtime, delays in shipping and billing. Trucks spend less time loading and unloading, more time rolling.

American Dockbridge, Inc. Distributors in all major markets
Dept. P-3, 235 W. Oklahoma Ave., Milw. 7, Wis.
COMMITTEE REPORTS - 1961

AIA — CSI

Committee Members: Arthur Reddemann, Chrm., Herbert Bradley, Roger Mullin, George Deininger, Frederick Steinleus and Roswell Graves.

The committee held no formal meeting during the year. However, when something such as code changes are imminent the committee and CSI worked together and appeared at the hearing before the Industrial Commission. The committee feels it has been successful in their endeavors.

Building Code


Members of this committee represented architects at local meetings throughout the state. Amendments to State Building Code were considered on fire alarm systems, theatre and assembly hall stairways, provisions for closets under stairs, seating arrangements in places of assembly, exit requirements, stairs requirements, classroom ceiling and area requirements, garage building regulation changes, requirements for assembly areas, and storage of flammable liquids. Locally the committee makes the recommendation that architects use their influence to have land commission and zoning codes revised.

Community Development


It is the feeling of the committee that architects are responsible, more than any other professional group, in the appearance of our communities and should be the leaders in creating more attractive, better planned buildings and surroundings in which to work and live. Recommendations for the next committee: One member from each area of the state, all projects should be followed through from year to year until complete and that each committee member should be assigned specific projects to work on by the chairman.

Construction Industry Relations (AGC-AIA)

Committee Members: Al Grelinger, Chrm., John Waferling, Joseph Weiler, Emiel Klingler, Kenneth Knudson and Julius Sandstedt.

The Standard Specification Outline for Wisconsin was revised and distributed during this year. Committee has been very active in all matters affecting construction relations and has held conferences on items in all phases of the building industry. Next seminar in Milwaukee planned for April or May, 1961. Submitted recommendations on insurance clauses.

Convention — 1961


The committee worked with the Women's Architectural League in developing plans for the 1961 convention. The convention dates, April 11-13, and place, Lake Lawn Lodge, Delavan, Wis., were decided. All exhibition spaces have been sold to a total of 55 exhibitors. Guest speakers G. W. Walker, Thomas Landauer, Alden Dow and Jose Sert have been obtained. The theme "Directions in Design" was selected. All committee members have been assigned for the various phases of the convention, and all women's activities and exhibitions are arranged for.

Education and Research

Committee Members: Karel Yasko, Chrm., Wallace Lee, William Kaeser, Eugene Wasserman, Nathaniel Sample, Joseph Flad and Donald Sites.

The committee feels it has made some progress toward an architectural school in Wisconsin. After a series of meetings with the University Administration and the University Board of Regents, the committee was referred to the Coordinating Committee for Higher Education. The University lacks funds and space for the proposed architectural school. The committee has enlisted the aid of the allied building industries to further attain this goal. Presently the committee recommends that the Wisconsin Architects Foundation be strengthened to possibly supply funds for this school project.

Exhibitions and Honor Awards

Committee Members: Austin Fraser, Chrm., Robert Yarbro, Sheldon Segal, Harold Ames and Daniel Reginato.

All arrangements have been made for the biennial Honor Awards Program. Judges have been selected and all plans made for judging of the entries in March (See page 28, Wisconsin Architect, February, 1961). The committee is responsible for transporting and entertaining the jurors, transporting the mounts and showing the award entries. Publicity was planned and executed through the chapter office and the Public Relations Counsel. Through the efforts of this committee, awards will be shown in the Madison, Milwaukee and Northeastern areas of the state.

Home Building Industry


The 1960 committee continued the "Parade of Homes" project, started by the previous committee and made some evaluation of it. It was considered not successful for the architects from a monetary point of view, but a major

(Continued on Page 19)
Because of their thin, lightweight structure and large size, max-ai precast facings are both easy and economic to install. They may be easily trucked to the building site, are convenient to store and may be quickly and easily erected when needed. Large size facings have fewer joints, which minimizes danger of leakage and reduces the cost of flashing, waterproofing, and erecting.

Lifting hooks for handling and loops for anchoring the slab to the backing material or supporting framework (or for bracing when the slabs are used as forms for structural concrete) are firmly connected to the embedded reinforcing mesh. When hoisted into position, anchor bolts are ready to connect it with the main structure.

Installation, under supervision, may be handled by regular masons and requires no special training. Except for cleaning and waterproofing the joints, slabs are finished when erected — no other surface treatment is ever needed.

Exposed aggregate panels shall have reinforcement carefully calculated and engineered for all structural stresses, strains, and temperature changes. Anchors shall be securely attached to reinforcement.

Facing of the panels shall be manufactured of (granite, quartz, marble, and others) aggregate and white or grey Portland cement with a w/c ratio not exceeding 5 gallons per sack cement. Vibration shall be continuous during process of pouring. max-ai shall be equal in surface texture and max-ai shall have a minimum compressive strength of 7500 lbs. per sq. in. at 28 days of age and a maximum absorption of 6%.

max-ai shall be true to dimensions, in perfect plane, with no twists or bends, and have clean accurate arrises.

Setting shall be done through the medium of lead pellets bedded in the customary setting mortar, after which all joints shall be raked out to a depth of 3/4".

All pointings shall be done with an elastic compound furnished by the max-ai manufacturer.

The above manufactured by Superior Cast Stone Company, 4722 North 126th Street, Butler, Wisconsin. Substitutions must be approved by the architect.
All max-ai aggregates are subject to rigid supervision throughout the quarrying, crushing and grading operations to assure complete uniformity of color and texture. Reinforcing is carefully engineered and accurately placed for maximum strength. Should damages occur in handling, repairs will be made using the identical formula specified for the original unit, to guarantee a perfect match with the same strength of the unit.

Whatever your precast facing needs, max-ai engineers are ready to offer you their skills and knowledge in the planning of materials and designs best suited to your building or remodeling job.
break-through for the architects. The possibilities of the following were discussed: An architect built AIA home; architects designing the Milwaukee Home Show home and one plan for 5 homes, grouped and then a whole block of several groups. The committee makes the recommendation that architects take more interest in home building and take advantage of opportunities to sell his services to builders and prospective home builders.

Hospital and Health
Committee Members: Fitz Hugh Scott, Chr., Roger Herbst, Leonard Schober, Robert Torkelson, Paul Brust.

No matters were presented that required consideration by the Hospital and Health Committee. Therefore, the committee was not active.

Membership
Committee Members: Robert Potter, Chr., Robert Torkelson, Lester Niehoff, Hubert Hirsch and Mel Stewert.

The committee requested a list of prospective members and sent out 66 letters of invitation to join to these possibilities. For the year Milwaukee acquired 3 Corporates, and 16 Junior Associates; Northeastern Division, 2 Corporates, 3 Associates and 2 Junior Associates; Madison, 3 Corporates, 5 Associates and 4 Junior Associates; totaling 38 new members in the various classifications. Junior Associate members show a particular increase, totaling 22. A total of 18 members were lost during 1960 due to resignations, terminations, deaths and transfers.

specify SLIDING GLASS WALLS
by GLASS SHOWER DOOR COMPANY, INC.

- 42 Stock Sizes or Custom
- For ¼" Plate or 1" Dual Glazing
- Complete Spec. in Sweets

Phone or write for detailed catalog

316 W. KILBOURN AVENUE, MILWAUKEE 3
1 Block east of Arena
B R . 2 - 4 3 3 3

ACOUSTI-CELOTEX Sound Conditioning Products • AIRTEX Radiant-Acoustical Ceilings • BAKER Scaffolds • PELLA Wood Folding Doors, Partitions and Windows • PELLA Wood Sliding Glass Doors • PENMETAL Partitions • WELDWOOD Partitions.

778 N. JEFFERSON ST. MILWAUKEE, WIS.

BRANCH OFFICES IN GREEN BAY AND MADISON, WISCONSIN

EDWARD T. VER HALEN, INC.
50th Anniversary 1911-1961
Offers You Modern Design Freedom through long-span members

The sky is no longer the limit when it comes to the design freedom you receive with long-span, pre-stressed concrete. Give your clients the rewarding benefits of this modern, low cost, high quality building material. We would be happy to discuss design detail with you, show you pre-stressed members in production or in-place...and custom produced to your specifications.

Pre-stressed products from Concrete Research offer you unique design freedom...offer your clients unusual construction efficiency and uniform quality.

Our complete data manual is available on request.

Concrete Research Inc.
P.O. Box 491 • Waukesha, Wisconsin • Spring 1-1510

Unique design freedom...
Unusual advantages in span...
Uniform quality products

Electric SPACE HEATING
...THE MODERN WAY

An electric space heating installation is a good investment. Its long life, cleanliness and low rate of depreciation increases the value of any property.

LOW INITIAL COST
No need for expensive boilers, ductwork, pipes, chimney, or complicated controls.

CLEAN AND CONVENIENT
No flame, soot or smoke to soil walls, draperies, carpets and furniture. No flame to light or adjust, no fuel to order or store.

LOW OPERATING COST
With proper insulation, the cost of heating with electricity is not high. The cost of electricity for operating the heating units is the total cost. — No additional costs for operating accessory equipment such as that required for conventional heating equipment.

COMpletely AUTOMATIC
Provides individual room-by-room temperature control. No need to overheat the whole building to warm a single room.

SAFE AND SURE
Electric heat consumes no oxygen and adds no impurities to the air. There are no flames or fumes with electric heat.

NO MAINTENANCE
With no moving parts — nothing to wear out, burn out or rust out — electric heating equipment requires a minimum of maintenance expense.

Wisconsin Electric Power Company
Office Practice
Committee Members: Donn Hougen, Chrm., Harold Ames, Guy Wiley, Don Bishop, Stanley Rypel.

No committee meetings were held during the year. All matters this committee would have taken up were handled directly by the National Committee of the American Institute of Architects. The committee recommends that this committee be used only to report instructions or information from the National Committee.

Preservation of Historic Buildings
Committee Members: Richard Perrin, Chrm., W. J. Jennings, Ralph Schaefer, George Spinti, Herbert Bradley, Sylvester Schmitt and Meade Morris.

This committee has made significant progress in the preservation of historic Wisconsin buildings. Through cooperation with the Wisconsin State Historical Society, Milwaukee Public Museum and various publications, the committee has gained public recognition and awareness for their cause. It has made some headway with a "Pioneer Park" for Wisconsin. Chairman Richard Perrin had "Historic Wisconsin Architecture" and several articles published. The committee worked with Historical American Buildings Survey, part of the National Park Service Mission 66, in measuring and recording historic structures.

School Buildings
Committee Members: Myron Sielaff, Chrm., Harvey Koehnen, Henry Slay, Noble Rose and Fred Wegner.

The committee planned and arranged for the exhibition booth at the Wisconsin Association of School Boards Convention in Milwaukee, January 18-20, 1961. Used the AIA backdrop and the film "A School for Johnny." The film was run continuously with individual headphone sets to administer the sound. Committee members also appeared on WISN Open House program in the recent school series.

A.I.A.

Herbst Bequest Acknowledged

The Wisconsin Architects Foundation acknowledges with deep appreciation the bequest of $1,000 from the will of the late William G. Herbst.

Since the Foundation was established in 1953, Mr. Herbst, one of its founders, contributed more to the fund than any other Wisconsin AIA architect, for both sustaining and memorials, and notably in 1954 ten shares of paid-up building and loan stock amounting to $1,000. The Foundation will be forever grateful for Mr. Herbst's belief in and encouragement of its primary aim in giving tuition aid to deserving Wisconsin students who must seek their architectural training out-of-state. It is hoped that other Wisconsin architects will be inspired by the ideal that Mr. Herbst encouraged with continued generosity.

See for yourself
a dramatic demonstration
of new, remarkably clear
PPG Premium PENNVERNON®

Your nearest PPG Architectural Representative won't just tell you why, he'll show you that Premium PENNVERNON is optically superior. A phone call is all it takes to see the proof positive. Premium PENNVERNON really is the world's finest window glass!

Pittsburgh Plate Glass Company
Paints • Glass • Chemicals • Fiber Glass
In Canada: Canadian Pittsburgh Industries Limited

V-LOK
Interlocking Framing System

- Economy of Design
- Greatly Reduced Erection Time

* Write for Design Manuals
Describing Schools - Commercial Buildings - Offices - Warehouses - Factory Buildings - Hospitals - Churches

W. J. Riopelle & Associates INC.
7319 W. Center St.
Milwaukee 10
9-6600

Bluemound 8-6600

215 N. Henry St.
Green Bay
2-8683
Chapter Notes

Nathaniel Sample of Madison spoke at the Madison Downtown Rotary Club in January. His subject was "What's New in Architecture."

Harvey Koehnen spoke at a vocational guidance session at Menomonee Falls High School on February 14. Between 30 and 60 students were in attendance.

Leigh Zarse spoke at "Career Day" at South Milwaukee High School on February 7.

Louis Redstone was the guest speaker at the January 27 Madison Division meeting. "Art and Architecture" was the title of his dissertation. The Madison group was co-host with the Madison Art Association in presenting Mr. Redstone.

Lefebvre and Wiggins presented an Architectural Design program at the Milwaukee Division meeting on February 14.

Dr. Herman G. Berkman of UW-M spoke to the Woman's Architectural League on February 16, 1961 at the UW-M Student Union. Dr. Berkman outlined some problems confronting Architects and their possible solutions in his talk entitled "Training the Urbanist."

Robert C. Cashin spoke for Career Day on February 24 at Middleton High School, Middleton, Wisconsin.

C.S.I. Policy Relative to Bidding Procedures

At the CSI Convention, at Palo Alto, a resolution was passed requesting that the Institute make a study and a statement of policy regarding certain types of bidding contracts and other documents which are being promulgated by individual professional, technical, and contractors' groups and associations.

At its meeting in Chicago on January 20, 1961, the Institute Board of Directors issued the following policy statement relative to bidding procedures:

The construction specifications Institute is vitally concerned with bidding procedures, awarding of contracts, and pre-qualifications of bidders. In common with other professional and technical organizations, including contractor groups, the Institute is aware of the many problems involved in the proper handling of these functions.

Being so concerned, C.S.I. cannot ignore claims and counter claims, with respect to proper bidding procedures, proposed by some organizations. When, in its judgment, such claims are excessive, the Institute is compelled to respond and to point out that, in the best interests of the public and of the construction industry, C.S.I. does not believe that any one procedure can be recommended to the exclusion of others.

Therefore, whereas C.S.I. understands that under some circumstances the awarding of separate contracts for general construction, mechanical and electrical work has merit, there are other cases in which this method may not be the best for protecting the owner's interests.

The Construction Specifications Institute believes that in a construction undertaking where undivided responsibility for coordination, control and completion is essential, a single contract would quite probably prove to be the most efficient and the most economical.
IF IT'S WORTH BUILDING . . .
IT'S WORTH PROTECTING

OSMOSE
PRESSURE TREATED
LUMBER

will give long-lasting protection that will outlast the mortgage.

Every architect knows the versatility at his command when working with wood . . . proved through the centuries . . . now more true than ever with OSMOSE Pressure Treated Wood. Positive protection against insects and decay, serves as prime coat and holds paint better.

OSMOSE PFR Flameproofing also available.

Mid-City Lumber & Supply Co.
6022 West State St.
BL. 8-7800

ST. ROMAN'S CATHOLIC CONGREGATION*
SELECTS PIPKORN FACE BRICK

*Milwaukee, Wis.
Architect: Stanley Rypel, A.I.A.
General Contractor: William Shaffer

Remember W. H. PIPKORN when you are selecting Brick. See our large assortment in our new display room.

Representing America's Leading Face Brick Manufacturers
Phone Mitchell 5-6800

W. H. PIPKORN CO.
1548 West Bruce Street South end of 16th Street Viaduct
Milwaukee, Wisconsin
It's W. H. PIPKORN for the finest in quality face brick

GET THE FACTS ABOUT
GAS COOKING EQUIPMENT
WE HAVE THEM FOR YOU...
NATURALLY!

Modern buildings need modern, automatic gas cooking equipment because gas offers the finest in convenience, performance and economy. Let us help you with information on such things as estimated equipment costs...annual cost comparisons...lists of local equipment dealers, contractors and installers... comparisons of local utility rates.

THE GAS COMPANY
626 E. Wisconsin Ave. • BROADWAY 6-6720, Ext. 329 • MILWAUKEE
NOTHING TOPS A ROOF DECK BETTER THAN...

All-weather Crete TRADE MARK

Over 5,000,000 square feet of All-weather Crete has been specified or used by architects for roof decks during the past two years. A lightweight and completely inorganic material, All-weather Crete is applied hot in a monolithic water-free layer by licensed applicators who guarantee their work 100%. All-weather Crete has a “K” factor of .40 and it also...

- eliminates need for vapor barriers
- is priced competitive with rigid board insulation
- can be dished around roof drains for positive drainage
- can easily be formed into saddles
- is 35% better in insulation value than any other concrete fill
- can be applied under adverse weather conditions

Send for technical data and Architect’s brochure

SIL-BRICO CORPORATION
5901 W. 66th Street, Chicago 38, Ill. RAilway 5-3322

Area Representative: William F. Carter
7104 N. Seneca, Milwaukee 17, FLAGstone 2-2902

TOO OFTEN OVERLOOKED:

THE NEED FOR AN EFFECTIVE ACOUSTICAL FOLDING PARTITION

The above illustrated is a single unit 48 feet wide by 21 1/2 feet high.

ONLY HEAVY DUTY “SOUNDMASTER” PROVIDES . . .

- Proven sound reduction of 41.8 decibels over 354/4000 cps and 37.4 decibels over 125/4000 cps ASTM E90-55.
- 24 gauge steel panels — 3 1/2” in width.
- Double hinge strength for long lasting durability.
- 67% stronger load bearing pin strength — 11 gauge steel track — steel ball bearing trolleys.

Bolt, Beranek and Newman recognized the need for it — Educational Facilities Laboratories verified this need in an extensive study financed by the Ford Foundation — Modernfold solved the problem by developing . . .

THE “SOUNDMASTER” 240

Modernfold’s new acoustical folding partition made specifically for effective sound control and heavy duty use.

For complete information about Modernfold’s “SOUNDMASTER” or “SPANMASTER” phone M1 5-6800 or write . . .

THE W. H. PIPKORN CO.
1548 West Bruce Street
Milwaukee 46, Wisconsin

Mayor Maier Letter

March 3, 1961

American Institute of Architects
Wisconsin Chapter
4003 West Capitol Drive
Milwaukee, Wisconsin

Gentlemen:

At the suggestion of your counsel, Mr. Gerald J. Rice, this is written to remind you of the great importance of an informed vote on the referendum question on municipal condemnation rights.

A “yes” vote in the referendum will eliminate the Constitutional requirement of a verdict of necessity on condemnation by cities and villages and will still leave the power to require such verdicts to the State Legislature.

A “yes” vote is essential to give cities and villages the same condemnation rights as are presently enjoyed by counties, towns, public utilities and others.

A “yes” vote is necessary if cities and villages are to proceed with normal speed to make the necessary public improvements to keep our municipalities healthy and growing.

Your help in informing the public of the importance of voting “yes” will be sincerely appreciated by all mayors and village board chairmen as well as myself.

Cordially yours,

Henry W. Maier
Mayor
Another example of FORRER ABILITY to harmonize office furnishings and architecture...

SOUTH MILWAUKEE MARINE BANK
Forrer specialists worked closely with the architect in the selection of furniture and color schemes that would harmonize with the architecture of the building. Desks with oiled walnut finish from the Leopold Template Group and matching chairs by Milwaukee Chair Co. were combined to provide a comfortable and serviceable working area. The functional layout includes a reception area in the foreground, officers' desks and the president's office in the center background, and a conference room in the far background. Folding walnut doors may be closed to separate these areas.

Let Forrer specialists furnish your office or conference room with the utility and harmony of design displayed in this interior... or let them show you how they can assist you in furnishings and interiors of present and future jobs of yours. Furnishings are carefully selected to fit individual needs, tastes, and budgets. Why not phone or visit us soon?

Whatever your office furnishing needs and preferences, let FORRER ABILITY help you design and furnish your office for greater work efficiency and beauty... all within the range of your budget.

FORRER
EQUIPMENT COMPANY
727 EAST WISCONSIN AVENUE
MILWAUKEE 2, WISCONSIN
BRoadway 1-8140

FREE PARKING... behind our showroom
Architects . . .
the FINEST Colonial
stairs and woodwork
available at lumber
yards and millwork
companies.

from
A. FILLINGER

NOVOTNY
INC.
647 W. Virginia St.
Milwaukee 4, Wis.
A. L. J. C.
BR. 6-1899 — BR. 2-4183

F. H. LAWSON CO.
Medicine Cabinets
Bathroom Accessories

CHICAGO HARDWARE
FOUNDRY CO.
SANI-DRI Electric Hand and
Hair Dryers

VISADOR CO.
Distinctive
Wood Door Lights and Louvres

SHUTTER-LITES
BeautiMold

(Continued from Page 7)
custom designed or builder homes in the
$18,000 to $25,000 construction cost
category exclusive of land.

"We would like to make LIVING'S
quest for good residential architecture
known to the members of your chapter.
. . . If you could inform your fellow
architects of our interest and watch for
appropriate projects, we would be de-
lighted to give such submissions our
editorial consideration."

Interested chapter members should
write Mrs. Newman at Living for Young
Homemakers, 575 Madison Ave., N.Y. 22.

Walter Olsen, associate editor of Prac-
tical Builder magazine, has invited Wis-
consin architects to contribute to the
home design pages of the publication.

"Practical Builder" devotes pages each
month to homes termed "Bell Ringers."
These consist simply of an exterior photo
(color or black-and-white), plan with di-

"Most of the plans printed," Olsen
says, "are popular-priced homes for av-
average families, but we also use the
gorgeous house and the low-priced house.
We credit whatever the source of the
photo."

Anyone interested can contact Olsen,
c/o Practical Builder, 5 So. Wabash
Avenue, Chicago 3.

"In the architectural structure,
man's pride, man's triumph over
gravitation, man's will to power,
assume a visible form. Architecture
is a sort of oratory of power by
means of forms." FRIEDRICH WILHELM
NIETZSCHE

Feme Redivivus
Thoroughly unacquainted and baffled
as we frequently are by the sometimes
devious peregrinations of the female
mind, we have asked one of the breed
to give her comments on the April con-
vention, obviously from the woman's
point of view. Here is what Jane Rich-
ards, executive secretary vis vita of the
Wisconsin chapter, has to say.

By the use of a rather vivid feminine
imagination, it is quite possible to pre-
dict a successful conclave of the ter-
ritorial architectural tribesmen. Impos-
ing slightly on the Lake Lawn Lodge
Indian motif, "heap big pow wow" in
the making.

Bet not one woman going to Lake
Lawn will know if she took the right
things to wear, until she packs her suit-
cases to come home. This alone affords
a challenge worthy of some fancy and
ingenious planning. "Who ever heard of
taking three coats for just three days?"
More than one husband will utter these
thoughtless words. Men really should
remember to think of how simple they
have it with only suits as a possible ap-
pearance choice. We women have a dinner-
dance, a banquet, seminars, meetings,
browsing, sports and outings to dress for.
Shall we start with the idea that spring
will have arrived at Delavan by April
11 and begin our shopping? Don't forget
that beautiful indoor pool, it makes a
new swimming suit almost a necessity.

From a purely academic standpoint,
this convention will be fantastic. The
three word theme "Directions in Design"
develops volume as you deliberate a lit-
tle. All that is necessary to unlock
your mental assembly line is a little hint
or two. Where has designing been and
where is it going? Functionalism, orna-
mentation, add jazz, changing attitudes.
Very little preparatory thought is needed,
guest speakers George Walker, Vice-Pres.
of Styling of the Ford Motor Company;
Alden Dow, FAIA, of Midland, Mich-
igan; Thomas Landauer, Ass't. Professor
of Psychology, Dartmouth College; and
Jose' Sert, AIA, Professor of Architec-
ture, Harvard University, will analyze,
evaluate and predict for you.

(Continued on Page 30)
You’ll find your work simplified when you deal with Northwestern. Full data is immediately available on any of the lines Northwestern handles, and expert assistance is available to you for specifications and layouts on any type project.

**NORTHWESTERN ELEVATOR CO., INC.**
3455 NORTH HOLTON STREET • MILWAUKEE • WOodruff 2-2110

**REPRESENTING:**

- **DOVER CORP.** — Rotary Oildraulic Levelators • Truck Levelers • Leva-Docks • Residence Lifts
- **STEPHENS-ADAMSON MFG. CO.** — Passenger Conveyors • Speedwalk • Speedramp
- **SEDGWICK MACHINE WORKS** — Dumbwaiters & Residence Lifts
A perfect score and a hit every time. Don’t spare the use of concrete block in your next building design. You’ll open the door for more profits with never a miss. You’ll never make an error if you specify cement block, and you may even double your profits.

From Brooklyn to Cincinnati, in fact all over the world, concrete block will always put more money in the architect’s, builder’s and owner’s pocket.

Whether the block is used for the facing material or backup, it should be specified when working on your drawing board. You may wish to face your building with split block, which is a colorful, decorative facing material that should be specified on more commercial buildings.

Frame buildings are not fire resistant, therefore concrete block will never foul up your design.

New shapes and sizes of concrete block, recently developed, will give you that cheese cake that is sometimes necessary to dress up a building.

Sometimes it may be necessary to specify the proper anchor to use and the mason must see that he has good bed joints and he should strike the joints to better accentuate the lines.

It will be right down your alley to check and use the concrete floor and roof systems now available; you can span great distances.
*You will find these designs in Wisconsin ONLY AT BEST BLOCK

16 x 16 x 8"

AVAILABLE IN CONCRETE OR LIGHT WEIGHT

Now, your choice of six exclusive patterns of light weight screen wall masonry units. Available in light weight or Concrete—produced in a nominal 12" x 12" face and 4" wide.

Besser Vibrapac Masonry Units
West 140 N. 5998 Lily Road
Su. 1-7200 Butler, Wisconsin
New floor tile discovery from Romany-Spartan...

CERAMAFLEX

rubber-cushioned ceramic mosaics in 9” squares

Tiles are Mounted in Rubber
Packets! Each of the 64 ceramic
mosaics that make up one 9” x 9”
unit is permanently bonded in a
pre-formed rubber grid. Because
dges of Ceramaflex 9” x 9” units are
beveled, they lay up so tightly that
joints are unnoticeable.

So Easily Installed! Pre-grouded.
Ceramaflex is installed with a special
adhesive as quickly and easily as
other resilient floor tile and at a
cost substantially lower than con-
ventional ceramic mosaics. It can be
installed above, on or below grade
over proper sub-flooring.

To You, Mr. Architect, Ceramaflex opens a broad new field for
floor application of ceramic mosaics. This labor-saving, high quality
product embodies all the most-desired qualities of ceramic tile, plus
two important additions: floors that are both quiet and easy on the
feet. This makes Ceramaflex a superior flooring material for many
areas in schools, institutions, retail, commercial and industrial estab-
lishments. And in residential work resilient Ceramaflex
can be used advantageously in kitchen and family rooms
as well as the more frequently tiled areas.

Ceramaflex is as new as tomorrow, so if you don’t yet
have samples and information... call:

BUTLER TILE SALES, INC.
(DISTRIBUTOR FOR ROMANY-SPARTAN TILE)
4180 N. FIRST STREET WO. 4-9100 MILWAUKEE 12, WIS.

When they finish, who knows, perchance
only the committee will qualify as en-
trants in this contest.

Breakfast, complimentary from your
Wisconsin Chapter, and the Annual
Meeting are slated for 8:30 a.m. on April
13. Because this organization is con-
tinuously growing, questions and problems
develop which, necessarily, must be
brought before the membership. The By-
laws need modification and amendments
to make them a working standard, com-
mittee reports will be presented, we again
have a financial problem to solve. All
these things require membership ac-
ceptance.

At the Chapter Office, we know that
t all the major problems of this con-
vention have been solved. The minor
problems are being solved. Just as a moun-
tain has paths and roads to its summit
this convention has check lists and well
defined plans to its ultimate goal. We
have stumbled on an obstacle or two
that wasn’t obvious last year, but we
have only stumbled, never fallen. We
are anxiously waiting to hear those two
smart clicks of our suitcase locks, mean-
ing we are on our way. Join us, won’t
you.

Fund Request Results
In an effort to build up its funds
through articles published in the Decem-
ber 1960 and January 1961 issues of
the “Wisconsin Architect,” the Wiscon-
sin Architects Foundation has realized
some heart-warming benefit. The most
generous contribution came from Robert
E. Teegardin, Madison, for which he de-
serves this special mention.

“Architecture is to be regarded by
us with the most serious though
We may live without her, and wo
ship without her, but we cannot re
member without her.”

John Rusk

Welcome Aboard
Hershel Post, advanced to Associa-
Membership, is with the firm Grel-
Rose Associates, Inc., Milwaukee. Re-
cently become a registered Archi-
this state, he earned his Bachelor
Architecture degree at the University
Illinois in 1954. Born in Milwaukee
November 9, 1930, now resides in Mil-
aukee at 3016 No. 49 Street. He tra-
elled in Europe in 1957.

Ronald A. Perner, new Associate Mem-
er, earned his Bachelor of Architect
at the University of Illinois in 1935.
Presently with Lefebvre and Wigg,
he has been employed by Eschweiler a
Eschweiler and Charles Haeuser, all
Milwaukee. Born March 26, 1935, he
resides at 5516 No. 57 Street. His hobb
are art and swimming. He is a mem-
of the Wisconsin National Guard.

“The surest test of the civilizatil
of a people — at least, as sure as a
— afforded by mechanical art is
be found in their architecture, whi
presents so noble a field for the d
play of the grand and the beauti
and which, at the same time, is
intimately connected with the es
sential comforts of life.”

Will Prescott
Lightweight concrete made with Materialite weighs only 90 to 100 lbs. per cu. ft.—up to 40% lighter than conventional heavy aggregate concrete. Yet Materialite produces compressive strengths to 5000 psi and over.

The Materialite combination of light weight and high strength permits reductions in the supporting materials used. Less dead weight per floor obviously makes it possible to build substantially higher on a given foundation.

Materialite is superior to other expanded shale or slag aggregates because of the sealed-surface of each particle—produced by a unique, scientifically controlled manufacturing process. It utilizes the full value of cement, since the continuous sealed-surface of Materialite particles need only to be coated, not filled, with cement.

Other outstanding characteristics of Materialite concrete include unusually low water absorption, excellent workability and high insulating properties.

Materialite opens up new design possibilities for the architect and engineer.

Ask for complete information.