Gay parasols of concrete
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Conical bowls atop slender concrete stems create a roof that’s unusual and dramatic. For a pavilion where informal meals are meant to be fun, these parasols give just the right atmosphere.

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THE COVER: Bruce Murray’s rendition of a picturesque, old, former residential building at 781 No. Jefferson Street, Milwaukee, which now houses, among others, the offices of architects Miller and Waltz and the publication offices of the WISCONSIN ARCHITECT.

A SCHOOL OF ARCHITECTURE IN WISCONSIN
CHAPTER NOTES
HONOR AWARD HOUSE
WELCOME ABOARD
W. A. L. NOTES
FOUNDATION SCHOLAR GRADUATES

WISCONSIN ARCHITECT
JULY 1961

Few subjects are of more importance to the architectural future of Wisconsin than the question of education. In this issue State Architect Karel Yasko begins a series of articles on a proposed School of Architecture in this state. Also, there’s another honor award portfolio, this one presenting the award winning home by architect A. A. Tannenbaum.
A SCHOOL OF ARCHITECTURE IN WISCONSIN (I.)

BACKGROUND AND DEVELOPMENT

Because of its great concern—almost alarm—for the future of the profession of architecture in the State of Wisconsin, the Wisconsin Chapter of the American Institute of Architects, through its Committee on Education, has accelerated its efforts towards the establishment of a School of Architecture.

This, and subsequent papers, will be in the nature of a report to the architects of the state and to those who aspire to become architects.

Of fundamental concern is the fact that Section 101.36 (6) of the Wisconsin Statutes requires that the candidates for registration as an "architect" must be graduates of an approved school of architecture. Therefore, the Wisconsin Chapter believes that it becomes the duty of the State of Wisconsin to provide the means for its young men and women to comply with the law, which establishes requirements which are not now available, except in other States.

These “other states”, particularly our neighbors, Illinois, Minnesota, Iowa and Michigan, have in the past been happy to have Wisconsin students. That their taxpayers were supporting their neighbor’s children wasn’t as important as the presence of non-residents who are a good protection against in-breeding. True, quotas were established, but these have been flexible.

But this is no longer so easily done. The exploding population, which is expected to produce the first war-baby gigantic pressure on higher education in 1964, is already contracting that flexibility. Recently, the University of Illinois set a quota for 1963 of 25 non-residents in the School of Architecture freshman class, a reduction of 100 from its present acceptances. And these non-residents will come from all over the USA. Other states have already been doing the same with a stated policy; the laws require that they accept their own residents first. This means fewer places for the outsider.

A curious development is expected to take place in Michigan in Sept., 1961 when the University of Michigan will be reducing its freshman class registration, including the School of Architecture, by 1200.

Privately endowed schools have already been doing this. They have been limiting their enrollment and raising tuition fees. Their average is $900 per year with some, Harvard, Yale and MIT having reached $1250-$1400—for tuition alone.

The situation is rapidly reaching the point where “there won’t be any room at the inn,” for Wisconsin students of architecture.

As the doors close on these potential architects, they will have to compete for the limited places in the privately endowed universities—if they can afford it. Since even the modest (by comparison) non-resident fees of State universities has proven to be a hardship for many, the future is indeed bleak.

There is a bill before the present session of the Legislature for the State of Wisconsin to aid young people who wish to study architecture, veterinary science and forestry in other State schools. (A similar bill was defeated in the 1959 Legislature.) This would provide up to $400 per year, a noble gesture, but a stop-gap at best. How it can be used when there is no room at these schools is the question. It’s like giving a little child a piece of candy and telling him to “get lost”. The Chapter Committee appeared before the Legislative Committee to oppose the bill, Nathaniel Sample making an effective presentation.

As this door closes on the student so it will on the profession since there will not be enough architects coming along in the State of Wisconsin even as replacements, let alone to meet the needs of the exploding population.

The first step in anticipation of this problem was to invite the American Institute of Architects to send a survey team into the State of Wisconsin to evaluate the need and possibilities of establishing a School of Architecture. This team, composed of Walter Taylor, then Director of Education and Research, Leonard Wolf, Head of Dept. of Architecture and Architectural Engineering, Iowa State; and Bryant Hadley, the regional director of the North Central States Region, divided a three day visit between Milwaukee and Madison, where they met with representatives of Marquette and the University of Wisconsin. In their report to the Chapter they established the need for a school and recommended “that the School of Architecture be established at the University of Wisconsin.”

This preference was explained as a recognition of the fact that Marquette being a privately endowed school would, of necessity, have to establish a higher tuition fee, ever greater than non-resident fees at other State universities.

Accompanying this recommendation was an appendix prepared especially as “Criteria for the Establishment of a School of Architecture in Wisconsin” based on reference contained in The Architect at Mid-Century, Evolution and Achievement (AIA survey report 1954).

This report was presented to the University of Wisconsin and the Committee on Education met with President Conrad Elvehjem and his Special Committee to discuss its implementation. Several of these meetings were held in Bascom Hall and out of each came requests for supplemental information. One of these reports indicated that, as of 1958 approximately 100 Wisconsin boys were enrolled in the architectural schools of our neighboring states of Illinois, Minnesota, Iowa and Michigan (1961—approximately 130), and that students from Wisconsin were enrolled in over 2 different schools of architecture throughout the United State...
Of even greater interest to the University was the cost of establishing a school of architecture. To this end the Committee collected budgetary information from the Universities of Illinois, Minnesota, Iowa, Ohio State and Michigan and submitted the results with the cautious note that "the final cost of an architectural school cannot be measured in dollars if it is accepted as a cultural need to complete an outstanding University."

A fundamental point of agreement between the University and the Committee on Education was reached in the first meeting when it was stated jointly that any contemplated school "could not be just another school of architecture." It would have to be of the highest merit.

To that end the Committee on Education prepared an outline of a curriculum which could do just that because nothing similar exists in the world today. This was, and is, no deliberate attempt to be different. It is directed towards filling a great void in architectural education—the training of people for the diversified requirements of architecture today. (A later paper will make a detailed presentation of the proposed curriculum.)

A major point of disagreement which was not resolved until the meeting with the Coordinating Committee was the merit of beginning at the graduate level and coming in later with an undergraduate-first professional degree course.

With the development of the program, the Committee on Education presented the full report before a meeting of the Board of Regents of the University. It was received favorably, but without action, except to recommend a presentation to the Coordinating Committee for Higher Education. This committee, composed of five University regents, five state college regents and four citizen members appointed by the Governor, also indicated a deep interest but took no action except to recommend further study of costs.

A significant development at this meeting was President Elvehjem's acceptance of the principle that it would be next to impossible to establish a graduate school of architecture without an undergraduate-first professional degree. Since one of the University's concerns is accreditation, a graduate school alone would not be accredited. An undergraduate-first professional degree school could be accredited after it has produced its first graduates and they have demonstrated the results of the school's curriculum. The average time is five years after the first class, though it is possible to be accredited in three years or after these first graduates have taken Registration examinations.

Since a graduate school would not be accredited it is difficult to understand how a graduate of an accredited school would enroll in an unaccredited school.

Incidentally, the question of registration for the first graduates of an unaccredited undergraduate school in Wisconsin has caused concern. The usual procedure in States with newly organized schools is to reach prior agreement with the Registration Board of that state to accept the graduates. This would apply to Wisconsin.

At this writing the Committee on Education is collecting further information on the non-resident problem and on the potential for Wisconsin student architects. The Women's Architectural League of Milwaukee has undertaken a program within its area of contacting schools and where possible students who are interested in architecture. These students are being encouraged to write to the Committee on Education indicating their interest in pursuing architecture as a career. To date this has been effective with a number of boys from several high schools writing interesting letters. These are being acknowledged.

The next portion of this report will be devoted to the proposed curriculum for a school of architecture for today and tomorrow.
CHAPTER NOTES

The June 9th meeting of the Board of Directors of the Wisconsin Chapter, AIA was called to order by President Francis Rose at 10:00 a.m. at the Oshkosh Country Club, Oshkosh with Eugene Waterman, William Weeks, Leonard Reinke, Willis Leenhouts, John Jacoby, Herbert Grassold, Clinton Mochon, Wallace Lee, Allen Strang, William Kaeser and John Brust present. Julius Sandstedt, North Central Region Director, was present as a guest.

The emeritus membership of Elmer Scharpf, Carl Eschweiler and Urban Peacock was reported to the Board.

The Board approved all committee appointments for this year. A chairman for each committee was approved as named.

After discussion, it was the decision of the Board not to call a summer membership meeting. Presently, there are no chapter matters requiring membership consideration.

The Board made the decision that the membership should be surveyed on an annual basis. A form will be sent from the Chapter Office on which changes in Architectural personnel can be detailed.

A formal request, for the recognition of the three Chapter Divisions, is to be made to the Board of Directors of the A.I.A. Pending this recognition, the Division Officers have been placed on the A.I.A. mailing lists and will receive all communications from the Octagon. Until the present time only Chapter Officers and the Chapter Office received these mailings.

* * *

Arthur Reddemann, of Reddemann-Domann, Inc., of Elm Grove, spoke to the Mason Contractors Association of Milwaukee on June 9. The title of his dissertation was "Relations Between Architects and Contractors".

* * *

Southeast Division — Meeting on June 12 at the Black Steer. Roger L. Boerner, of the firm of Kaumheimer, Alt and Likert, talked on "The Architect, Corporation Law and Taxes". Mr. John Othenheimer, of the Frank Lloyd Wright Foundation, spoke on the "Church of the Hellenic Community". His showing of slides taken during construction and the blueprints of the church made his presentation outstanding.

* * *

Western Division — Combined with the W.A.L. on plans for a June 25 Picnic at Burrows Park in Madison. The families get together for the year and fun for everyone.

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A REPORT FROM YOUR WISCONSIN BUREAUS FOR LATHING AND PLASTERING
A. A. TANNENBAUM

A member of the architectural firm of Tannenbaum and Koehnen, A. A. Tannenbaum is currently vice president of the southeast division of the Wisconsin Chapter of the American Institute of Architects.

He also is a member of the Construction Specifications Institute. He received his architectural degree from the University of Illinois in 1950 and is registered as an architect in both Wisconsin and Illinois.

His work has been published in such periodicals as "House and Home," "Practical Builder," "Better Homes and Gardens," "Interior Design," "Perfect Home," and "Ownership."
The problem then was to develop a house which would be readily saleable in the future, not too expensive to build, but with enough comfort and variety to make life enjoyable. In addition, Tannenbaum felt that it should also show the mark of an architect.

The 1,570 square foot home includes three bedrooms and two baths. Among the more unusual design features is the indoor "garden" that begins in the entrance hall and extends across the front of the living room. Visitors entering the foyer behind
Eye-catching, yet efficient, is the diamond-shaped fireplace designed for the living room.

The dining table sits in a wood-paneled angle formed by the meeting of kitchen wall and guest closet.

Below: kitchen is separated from family room (foreground) and dining area (left) by cabinets and counters.

The blue front door find, instead of the usual tiled or slate entrance foyer, a “pool” of white granite chips on round “stepping stone” rugs leading into the living room.

The living room features a diamond shaped, free standing fireplace designed by the architect. Constructed of black painted iron, the fireplace is a working unit evidencing the Tannenbaums’ belief that living rooms are meant to be lived in.

“We feel it’s an ideal house for a family with young children,” Tannenbaum says, “The family room is closely related to the kitchen. The children playing here aren’t immediately underfoot, but their mother, working in the kitchen, still has close control over them. Furthermore, the children don’t have the feeling that they are isolated from her.”

In addition, the children’s outdoor play area is just outside the kitchen and family room. The play area is screened from the street by the carport and by a stone wall connecting the house and the carport.

Cabinets and most of the closets in the house stop short of the cathedral ceilings. Tannenbaum believes that room sizes are not as important as the ease of living a space will provide. “You can have lots of footage,” he says, “but if it is interrupted by doors, closets and jogs you won’t be able to use it to advantage.”

Dining space is set apart at one end of the living area by an “L” formed by the angle of guest closet and kitchen walls.
BEARING WALLS AND JOISTS both have Stran-Steel's fast and efficient "nailing groove" feature. Here you see how Stran-Steel framing gives a non-combustible, economical, and light weight framing system on which collateral materials can be applied quickly and easily. Studs are joined to channel plates at sills by screws or welding.

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NEW CORPORATE MEMBERS

GRAYSON L. SCHROEDER advanced from Associate Membership. With the firm of George Schley and Sons for over 18 years, he is a native Milwaukeean. He has traveled in Germany, Belgium, Holland and England. His hobbies are fishing and furniture building.

DONALD H. GUTZMAN advanced from Junior Associate, resides at 4170 No. 143 St., Milwaukee and his firm is Donald H. Gutzman, Architect at 1840 No. Farwell Ave. He served two years in the U.S. Army. He was with H. B. Rittenden of Anchorage, Alaska for approximately one year.

WILLIAM E. IVERSO advanced from Associate Membership. Since October, 1969, he has been active duty. He earned his B.S. in 1960, in the firm of Graven, Kenny and Iverson of Madison, formerly with Law, Law, Potter and Nystrom of that city. Earned his B. of S. Arch. Eng. at the University of Illinois in 1948, resides at 629 Piper Drive in Madison.

NEW JUNIOR ASSOCIATE MEMBERS

JOHN C. PEL of 924 Monroe Ave., Racine, with Charles H. Harper Associates in Milwaukee since July 1960. He apprenticed at Frank Lloyd Wright's Taliesin for two years and earned his B. Architecture at University of Texas in 1960. His hobbies are tennis, badminton and travel.

WILBERT L. KING, born in Wessington Springs, South Dakota, on June 21, 1932, is with Klund and Associates in Madison. He earned his B. of Architecture at the University of Illinois in 1961. He served 4 years in the U.S.A.F. and model railroading, sports and literature are his hobbies.

W.A.L. NOTES

The Milwaukee W.A.L. held a picnic and auction on June 14 at the Pewaukee home of Mrs. Maynard Meyer. For the most part, the items auctioned were hand made, showing the varied and skilled talents of the architects' wives. Novelty items, children's clothing, velry and pastries were some of the "mand" commodities. Mrs. Alvin Greger acted as auctioneer. With reasonable weather, 40 members and guests present and all saleables sold, the event was a financial success.

Milwaukee W.A.L. recently elected officers as follows: Mrs. Douglas Drake, president; Mrs. Charles Harper, Vice President; Mrs. James Plunkett, Recorder; Mrs. Harry Otrogge, Corresponding Secretary and Mrs. William Filer, Treasurer.

Madison W.A.L. collaborated with their friends on the reception held in connection with the Honor Awards Exhibition held in the State Capitol Rotunda. Members of the Madison Art Association and state architects and their wives for evening.

A Western Division and W.A.L. cooperative venture was the Family Picnic held at Burrows Park on June 25th.

OF NOTE

William Perreault, assistant professor of architecture at Cornell University, Ithaca, New York, has been appointed head of the Department of Education, Division of Member Services of the American Institute of Architects.

The duties of the new education head will include those of liaison as official representative of the AIA with the external educational groups and institutions and the professional organizations such as the Association of Collegiate Schools of Architecture, the National Architectural Accrediting Boards, and the National Council of Architectural Registration Boards.

Edward R. Murphy, managing director of the Vermiculite Institute of Chicago, announces that member companies are now contracting with approved roof deck applicators to assume responsibility for the quality of the finished vermiculite deck, and to install it in strict accordance with institute specifications.

The institute will issue annual certificates to such applicators, and they will be listed in a roster for architects, engineers, general contractors and built-up roofing companies.

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FOUNDATION SCHOLAR GRADUATES

The Wisconsin Architects Foundation has received a letter from George M. Beal, AIA, Head, Department of Architecture and Architectural Engineering of the University of Kansas, Lawrence, Kansas, advising that Robert J. Leanna, a student from De Pere, Wisconsin, graduated in June, 1961, and ranked second in his class.

Mr. Leanna was one of the students who received tuition aid from the Foundation, and his fine record is highly gratifying. The Foundation has offered congratulations and best wishes for a successful career.

This interesting news should spur many of the AIA members to make it possible financially for other Wisconsin students of merit to receive tuition aid.

Contributions for the fall term will be gratefully received by the Foundation at 4685 North Wilshire Road, Milwaukee 11, Wisconsin. It should be noted that tuition aid for one Wisconsin student for one semester amounts of $150.00.

GRANT FOR SUMMER SEMINAR

Wisconsin Architects Foundation for the third successive year has contributed to the Joint ACSA-AIA Committee-R-17 on the Teaching of Architecture.

A grant of $225.00 was made to the Summer Seminar for teachers of architecture to be held at Cranbrook, Michigan. This is in accordance with the aims of the Foundation's further education.

At the stipulation of Roger M. Herbst, President of the Foundation, the grant is to accrue to a resident of the State of Wisconsin.

The office of Mr. Harold Bush-Brown, Director of the Joint Committee, has advised that Bruce Erickson, of Grandburg, Wisconsin, the candidate from the University of Michigan, will have his expenses paid from this grant.

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This structure features MAX-AI precast concrete.

As perceived in the illustrations above, a relatively low cost was achieved through simplicity in the manufacturing operation and ease of installation. The design was simple, and identical in each instance. Perimeter reinforcing was accomplished through the use of angle iron. Lightweight concrete, with all its insulative properties, was employed. At all mullions, soffits, and fascia the structural concrete was built up to six inches to comply with the reinforcing requirements. The seat of each panel which carries the top of each gate used in the
Fifty panels (illustrated at left) were used in the building as shown in the photos above. The average weight of each panel was five and a half tons. The closure pieces at the corners of this structure and the surrounds of each panel are of stainless steel.
The structures pictured below are all recently, or nearly, completed; all contain Superior Cast Stone products. More information on each of these buildings is forthcoming, or available on request.

upper right:
ST. AGNES CATHOLIC CHURCH, Milwaukee
Architects: Herbsf, Jacoby & Herbst, A.I.A.
General Contractor: Ed Sleierwold & Sons

lower right;
SOUTH MILWAUKEE SENIOR HIGH SCHOOL
Architects: Edgar A. Stubenrauch & Assoc., A.I.A.
General Contractor: Woerfel Corp.

upper left:
WISCONSIN SOUTHERN GAS CO., Lake Geneva
Architects: Derald M. West & Assoc., A.I.A.
General Contractor: Paul Gavin & Sons

lower left:
UNIVERSITY OF WISCONSIN, GREEN BAY EXTENSION
Architects: Tillman & Associates, A.I.A.
General Contractor: The Selmer Co.

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