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Advance Tool & Die Casting Co., Milwaukee, installed a Dockbridge® Loading Ramp in their existing dock.

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This month State Architect Karel Yasko continues his challenging series on Wisconsin's need for a school of architecture by detailing curriculum requirements. Of interest too is the building in progress — The Coach House — designed by Sheldon Segel, and this month's Honor Award winner, the Y.M.C.A. in Racine designed by Grassold & Johnson (see cover). There's also a story on the exhibit of Honor Award winners for the first time at this year's State Fair. New to the magazine is a column on PR news and tips from the desk of the Chapter's "PR" man which will be run as a regular feature each month.

FAIR EXHIBIT: This is a patterned detail of one of the many 1961 Honor Award displays shown at the recent Wisconsin State Fair.
A SCHOOL OF ARCHITECTURE IN WISCONSIN (III.)

PROPOSED CURRICULUM OUTLINE

By Karel Yasko, A.I.A. Chairman
Committee on Education, Wisconsin Chapter, A.I.A.

"Architecture is the creation of total environment within which can be accomplished the aspirations of man." This was stated by Herbert Steinburne, F.A.I.A., at the A.I.A.-NSF Conference on Research for Architecture held at the University of Michigan, in March, 1959.

Many definitions have been given of architecture but this one struck the Committee on Education as contained in the phrase "total environment" as the seed of the program of studies as proposed by the Wisconsin Chapter, American Institute of Architects. To provide the "total environment" today, is a most complex problem involving an understanding, and in many cases a knowledge of many skills. To possess this knowledge would require a lifetime of schooling; besides, how many people could cope with it? The man skilled in design would in all probability find programming, and in many cases a knowledge of many skills. To have him spend his major talent on his minor skill would be wasteful and the products thereof would be, most likely, second rate.

Therefore, this proposed curriculum recognizes the principle of "each to his own talents" developed to the utmost without penalty. This will initiate an approach to architectural education which will meet the needs of the times at all levels and use the available talents skillfully.

As a practical matter, architecture today requires teamwork. This is not teamwork of a committee or by vote; it is the exchange of thinking and coordination of design, structural, mechanical, electrical, financial, political and sociological proponents that bear on most large scale architectural or city planning projects. This is teamwork which recognizes the necessity of interdependence of the different professions and less insulation of the specialized disciplines. Why shouldn't all members of this team be educated with architects, in the same school?

This suggests the bifurcation proposed by Dean John E. Burchard of MIT in his keynote address to the ACSA-AIA Seminar on the "Teaching of Architecture." It was also proposed by Hugh Stubbins at the Nantucket Seminar of the same group. Each time it was a shocker. Existing schools can't move rapidly, especially when they are busy solving the demands of heavy enrollment against limited space. Some schools have gone part way with landscape architects and planners, but the unhappy results of architectural engineering options have discouraged further bifurcation.

But this option lacked a clean-cut philosophy; in many schools it was a catch-all for those who couldn't make the grade in design. In other words—the failures—net result—neither architect nor engineer.

The proposed curriculum for a School of Architecture at the University of Wisconsin is based on the premise that there are many second rate designers but few first class and even fewer outstanding creative artists in architecture. By the same token it recognizes that there are many people with high aptitudes in associated aspects of architecture who wish to participate fully in architecture. Studies would be provided and they would be encouraged to pursue a greater concentration in relevant disciplines outside of design. Thus a wider range of professional skills would be available to the architectural team. It might also be an answer to the high rate of attrition in architectural schools.

The student of architecture today must pass design to win his degree; if he doesn't, he is dropped. Yet, he has to have not only a burning desire to participate in architecture but possesses aptitudes in related phases, say, specifications or programming. But there is no place now where he can develop these skills. Then there is the marginal designer who just squeaks by and wins a degree in architecture. Thus, he is led to believe that he is a designer and pursues registration which examinations he barely manages a passing grade—by luck most of the time. So, he hangs out his shingle and the public has an architect who has been led to believe that he can "raise the vision of the people above the squallor of accidental development". Yet, he has true skill as a specification writer (or any other) been recognized and means provided for his development, he would truly help to raise the vision, and be happier at it.

However, by providing a versatile program which recognizes all talents it does not mean complete elimination of design for the non-designer. On the contrary, an understanding of architectural design is necessary for everyone participating in architecture. Therefore, a basic two-year period of architectural design would be required of everyone, regardless of the option. Only by possessing an understanding of the principles of design can the researcher, the architectural historian, the builder and urban designer collaborate as the ultimate suppliers of man's needs.

Of the proposed options, Research, Architectural History and Urban Design are not offered, as such, in any architectural school. Building Construction, in other forms, is offered in a few schools. The design option resembles some of
I. DESIGN — Since design is the foundation of architecture and, without it there would be no architecture, it is the core of the entire curriculum. The graduate of this option will become the practitioner — the Master Architect. He will create the concept; he will make possible the function of all the other phases of the building and probably be the principal owner of the office. Under existing registration laws he would be the only legitimate candidate for examination. But he would be superbly qualified because he has survived the selectivity of the curriculum.

Though design is the major of this option, the student will, nevertheless, be subjected to a great deal of interplay of disciplines. In some periods after the first two years there might be little difference in his curriculum except in the design emphasis.

If the architect is to create the total environment, he must have more than a passing knowledge of Man, how he lives, works, plays, travels, worships, and reacts to his artificial environment. To this end his studies must include economics, physical, social and behavioral sciences and chemical research in architectural theory — to mention a few. The design option would be a five-year course leading to a Bachelor of Architecture degree. A Masters degree could be provided, if it is not merely an extension of 5th year design. There is no record of a Ph.D. in design ever having been granted in the U.S. and the demand for it would be just as rare.

It is generally agreed that an architect should have a broad liberal education in order to function effectively as an architect and as a citizen. A few universities are now requiring a six-year course which includes a two-year concentration of the liberal arts before he is admitted into architecture. Two years of professional study added to this would then provide an academic degree of Bachelor of Arts in Architectures. Two years of concentrated professional study would then offer the first professional degree, Bachelor in Architecture. Such a curriculum would increase the opportunity to begin the professional phase of architectural education with students better prepared and more truly motivated towards the practice of architecture. This is worth exploring.

The disciplines, methodology and cultural experiences of philosophy, mathematics, sciences, literature and history would be part of his palette — his grammar of culture to be added to his professional knowledge.

II. RESEARCH — At the A.I.A. convention in Cleveland, Dean William Wurster of the University of California told the Seminar on Architectural Education that, "most of the practical problems that concern us in construction and layout of buildings are only researchable in terms of other disciplines as well as our own: engineering and pure science; sociology and other behavioral science; economics and finance; city planning and public administration. Any
effective research program on such problems therefore involves active collaboration, in some form, with other departments and graduate students in other fields. Even on the strictly aesthetic aspects of form, space and their emotional impact, I suspect we'll need outsiders: physiologists, psychologists, historians and cultural anthropologists.

This, in a sense, sums up the research option, where the University of Wisconsin, with its rich prestige in research, has an opportunity to assume world leadership. The education of personnel for Research for Architecture is not available in any school in the U.S. or in Western Europe. The lack of such personnel was of great concern at the A.I.A. National Science Foundation Conference on Research for Architecture held at Ann Arbor, Michigan in March, 1959. This conference culminated a long study by the A.I.A. Committee on Research for Architecture and produced a program which the Board of Directors of the American Institute of Architects is preparing to launch, despite the lack of trained personnel.

A condensed report of this conference was published in the A.I.A Journal, September and October, 1959. In it are listed over a hundred evaluated suggestions as examples of areas of research. These are for and not in (applied) Architecture.

In this report there is ample justification for implementing such a course of study at the University of Wisconsin. The flexibility inherent in launching a new program would allow the University to develop in conjunction with the A.I.A.'s program and provide a hub. An established school will find itself restricted in attempting what will amount to a revolutionary change in curriculum. Even such schools as MIT or the University of California, which are engaged largely in applied architectural research, are tradition-laden, though California is embarking on such studies on a limited scale.

The architectural profession can look to the medical profession for an example where the major goal in medical training now is to generate a real concern about medical research on the part of the practitioner and the profession generally.

The following principles relating research to architectural education were laid down by the A.I.A.-N.S.F. Conference:

- The University School of Architecture is the natural breeding and training ground for research personnel.
- Architects to be effective must have relatively complex knowledge and appreciation of sciences outside their immediate professional scope
- Architectural students must be brought into contact as early as possible during their training with sociological and psychological problems and related research.
- Social science—related research in architectural schools can best be taught by the presence of faculty members engaged in such research who can gradually interest and involve graduate students in their work.

The education of a student in the research option would have a broad base of Liberal Arts (perhaps emphasis on science, for training in reporting) along with three years of common architectural studies, including Design. This is considered most essential if he is to have a sound understanding of the profession in which he is to work. In addition, the close social and academic proximity on the campus to the student architect will anticipate the future relationship.

One of the products of the research option would be a programmer or program analyst; considered by many architects one of our most complex today. One of these architects, William Candill, told a Wisconsin Chapter A.I.A. Convention that, "the analysis of the client’s needs is today’s most important phase of architectural practice — yet it is the weakest phase".

It is obvious that the practitioners will have to be receptive and develop a supporting attitude toward research and research findings. This appreciation of such research will create a demand greater than facilities to educate such a specialist. The length of study should be five years for the first professional degree, equal to the design option. This will assure an educated student while providing a professional background. In some instances he might be a candidate for registration, though not likely. Since research lends itself readily to graduate work, two advanced degrees should be available, a Masters and Ph.D.

III. ARCHITECTURAL HISTORY — The position of history as a source of man’s culture cannot be argued since it is agreed that he is a summation of his distant and immediate past. To approach an understanding of man this must first be known and understood. Architectural history has been a great repository of man’s record and architectural education has recognized the historical significance of its past.

But, about 1940, architectural history began to disappear from the curriculum because educators considered it less important than the demand for technical courses. Also, doubts arose as to its significance. About 1955, when the deficiencies began to show up in graduate architects, the schools became alarmed. Registration Boards were still demanding architectural history in examinations and this was creating the greatest number of failures. Questions were also being raised as to the completeness of the architect’s education.

Attempts to restore architectural history to the curriculum have run into the problem of teacher shortage. There never was an over-abundant supply due in a large part to the design emphasis in the architectural school curriculum and in the degree. In order to gain a knowledge of architectural history the student was required to graduate as a designer. If he was particularly weak in design (as well the history-oriented student might be) he never graduated — in fact might not survive two years.

Yet, the nourishing encounter with the sources of history rightly belong to the total growth of the individual — architect and layman. Art and architecture (or are they the same?) today are harassed by "progress" and fashion and any movement which may provoke self-examination and develop a critical sense is invaluable. A study of past architecture clearly has this role in the curriculum.

The proposed option would allow the prospective architectural historian to win a degree in his field of study, although he would be required to pursue design in the first two years. With this understanding, through participation, of the creative effort in architecture, the historian will be better equipped to comprehend and to evaluate the results. A five-year course of study would be required for a first degree. Advanced degrees would be available in this field where a Ph.D. is a natural. (The only recorded doctorates in architecture have been granted in Architectural History.)

IV. URBAN DESIGN — The University of Wisconsin at present offers a program of urban studies built around some of the most distinguished names in the field; studies which are sociological in aspect. To maintain it as such is to fall short of the logical conclusions of complete Urban studies which is the environmental design of man; missing would be the unit without the actual planner-of-the-city scope; the creator of the unit of living. Without this complete designer, urban design will fail to come grips with

(Continued on Page 26)
**BUILDING IN PROGRESS**

**"THE COACH HOUSE"**

Named in honor of the original Wisconsin Avenue coach house on whose site it is now being constructed, the Coach House motor hotel, 1928 W. Wisconsin Ave., is scheduled to open for business approximately February 1, according to Sheldon Segel, A.I.A., of Milwaukee, architect for the $1½ million project.

The seven-story steel-frame structure, which will feature 105 rooms, including 10 suites with private balconies, is being constructed by Drohac & Associates, general contractors. The exterior of the top five stories of the building will consist of precast concrete paneling with exposed aggregate. The front of the five-story tower will be faced with granite while the first and second floors will have a brick exterior.

Major design and construction problem was presented by the long, narrow lot, Segel said; the frontage is only 70 feet.

The interior of the building features plaster partitioning throughout with all rooms soundproofed. The hotel's heating system will be a high velocity double duct with individual thermostatic control of the terminal mixing unit.

One particularly unusual feature of the building is that a special hinging design, makes it possible for all windows to be washed from the inside.

In addition to on-site parking for both the basement and second floors, off street loading and unloading facilities, two high speed passenger elevators and one service elevator, several additional luxury accommodations have been included.

Besides a complete restaurant and bar, which will carry out the coach house theme, the hotel will offer second floor meeting rooms capable of accommodating a maximum of 300 persons. The one large room may be reduced to four smaller meeting areas by use of "air wall" partitions. All the meeting rooms are directly accessible from the parking ramps by way of extra large doorways which will expedite delivery and removal of display materials.

Most resident rooms, extra large in size (the smallest is 13 by 19½ feet) will feature two lavatories, one in the main bathroom and the other off an enclosed dressing area.

Ground was broken for the project last April 4. This is Segel's largest project to date and his first hotel commission. Born and raised in Milwaukee, he received his architectural degree from the Illinois Institute of Technology in 1953. After five years of working with other firms, he opened his own office in Milwaukee on Mar. 1, 1959. He is married and has two children. Other major projects to his credit include: a 40 unit efficiency apartment building at 1819 N. Cambridge; a 105 apartment project at 73rd and Silver Spring Rd.; an industrial plant at 7th and Canal St. and one in Miles City, Montana.
Two representatives of the Wisconsin Chapter of Architects attended the recent meeting of the Lake Michigan Region Planning Committee held Aug. 4-5 at the Grand Hotel on Mackinac Island, Mich.

Alois J. Seitz, A.I.A., of Racine, and Julius Sandstedt of Oshkosh represented the state at the meeting which was held in conjunction with the Michigan Society of Architects' 18th Annual Midsummer Conference. The M.R.P.C. meetings, however, were all held separately from those of the M.S.A.

One of the principal presentations of the two-day affair was a complete statement of objectives as set forth by the MRPC committee, which was first formed on May 5 of last year. Details of the committee's projected program will be covered in a separate article.

Another point of considerable discussion, according to Seitz, was the problem of air and water pollution control throughout the four-state Lake Michigan region. Seitz said that thus far "not too much is being done to combat the problem. Not too many people even seem aware that such a problem exists."

Also presented during the meeting was the committee's first annual report. Committee Chairman Paul Jernegan delivered the initial report on committee activities and accomplishments throughout the past year and a half.

It was decided upon a vote of the committee members present that the October meeting to be held in Chicago would be entitled, "The Governor's Conference" at which time Governors Swainson of Michigan, Kerns of Illinois, Nelson of Wisconsin and Welsh of Indiana would be invited to the formal committee session to discuss problems of regional planning within the four state area. A date has not yet been set.

National officers of the American Institute of Architects attending in their ex-officio capacity were: Philip Will, Jr., F.A.I.A., president of the American Institute of Architects, and Raymond S. Kastendieck, F.A.I.A., treasurer, A.I.A. Among the advisory council members present were Paul Oppermann, executive director, Northeastern Illinois Metropolitan Area Planning Commission.

Others in attendance included: Professor Vito A. Girone, University of Notre Dame; Arthur Daniel; Bernard De Vries, James Arkin, George N. Hall, Carl Zillmer, Sam C. Sitt, Robert A. Ward, Robert Huff, Matt Rockwell, director of public and urban affairs for the A.I.A. in Washington; and George Wickstead, president, Chicago Chapter of the American Landscape Architects.

A course entitled "The Birth of a Skyscraper" will be offered this fall at the University of Wisconsin-Milwaukee Extension to begin Wednesday, Oct. 11, according to Coordinator James Schimmler, associate professor, Department of Art and Art Education.

The course will begin with a survey of the history of skyscrapers and the contributions of Jenny, Sullivan and Vander Rohe. Following this will be an examination of how a large building such as the Marine Bank is conceived, financed, constructed and its form determined.

An architect and an art historian, plus experts in finance, labor representatives, an urban planner and a sociologist will present portions of the series.

The series of eight Wednesday night meetings to be held in Kenwood, Room M-118, will cost $12. Laymen as well as professionals are invited to take the course, Schimmler said.

The American Institute of Architects has again gone on record in support of H.R. 10, the Self-Employed Individuals Retirement Act.

With a membership of more than 14,000 registered architects assigned to chapters throughout the country, the Institute represents the majority of the practicing architects in the nation and is qualified to speak in behalf of the profession, according to Philip Will, Jr., FAIA., president of the American Institute of Architects.

The second annual evening seminars on "Preparation and Interpretation of Constructions Specifications" sponsored by the Milwaukee Chapter of the Construction Specifications Institute, Inc., will be held in the Wisconsin Telephone Building auditorium, 722 N. Broadway, on Friday evenings, October 6, 13, 20 and 27 from 7:30 to 9:30 p.m.

At the initial seminar J. Stewart Stein, A.I.A., of Franklin Park, Ill., and past national president of the C.S.I., will moderate a discussion on "Interior Partitions."

Joel A. Bloomquist, branch legal manager for the Employers Mutuals Wausau will discuss "Liability and Insurance" at the second meeting, Oct. 13.

"Architectural Metals" will be discussed by Harold S. Langland, secretary-treasurer of Stanley Iron Works, and Earl P. Baker, Baker Iron Works on Oct. 20. These men are co-authors of the "Architectural Metals Handbook."

At the last meeting on Oct. 27, A. M. Camarano, manager of the government specifications department of the National Lumber Manufacturers Association, will discuss "Specifying Wood Products. Alternate speaker will be William Kimmel, consulting engineer and former district engineer of P.C.A.

Series tuition is $20; single session, $7.50; late registration fee, $2 ($15 to C.S.I. Members). Registration may be handled through the Milwaukee Chapter, C.S.I., 2505 N. 97th St., Wauwatosa 13, attention, Al Presenza.

Redevelopers in the area will soon be invited to participate in the redevelopment of a portion of downtown Milwaukee, according to the executive director of the Redevelopment Authority of the City of Milwaukee.

The area bounded by W. Walnut and W. Galena to the north and south and N. 11th and N. 6th on the east and west consists of 10 acres of residential and 2.5 acres of shopping area. It will have direct access to an expressway.

Further information may be obtained from the above office, 155 E. Kilbourn Ave., Milwaukee 2, Wis.
HONOR AWARD:

RACINE Y. M. C. A.

HERBERT J. GRASSOLD — A graduate of Columbia University and College of New York, Mr. Grassold serves as vice-president of the firm. He is registered in Wisconsin, Florida, Michigan, Washington, D.C.; and with the National Council of Architectural Registration boards.

He is a past president of the local division of the American Institute of Architects, a director of the State Chapter and has served as a member of the Building Commission of Shorewood for the past 15 years. He has been a registered architect since 1922.

ELMER A. JOHNSON — Serving as president of the firm, Mr. Johnson is a graduate of Armour Institute of Illinois and has been registered in Wisconsin and Illinois since 1929.

He is a member of the American Institute of Architects, Scarab, (honorary architectural fraternity) and Tau Beta Pi, (honorary engineering fraternity) and the Triangle Fraternity. He spent many years as a private delineator making renderings for prominent architects and owners in the Middle West before going into business for himself.
This view of the main reception desk and entrance foyer shows the varied use of tile, brick, fieldstone, wood and fabric for the Y's rich interior.

This is a wide-angle view of the Y's main pool looking from the diving board toward the far exits and the balcony and social rooms above.
This “Honor Award” Y.M.C.A. designed by Grassold & Johnson of Milwaukee directly overlooks Lake Michigan in Racine, Wis., so the lounges, dining room, club rooms and most resident rooms are placed to take advantage of the view.

The gymnasium and pool are located on the street side, away from the lake. Parking is at a lower level on the lake side and is an extension of parking previously developed for a new library building.

The basic design problem was presented by demands of Y.M.C.A. activities, such as locker rooms, gyms, pools, weight rooms and other athletic facilities.

Social activities demand appropriate lounges, club and game rooms, dining rooms and a bowling alley. In addition, residence accommodations are required, 140 single bed rooms in this particular case.

Because of the unusually large enrollment in youth activities, the owner requested separate youth and adult entrances, yet most of the facilities mentioned are shared by both groups, thus making properly controlled flow of “heavy traffic” paramount to the success of the design.
STRUCTURAL OUTLINE

Reinforced concrete forms

Exterior: facebrick, ceramic tile, porcelain panels

Interior: quarry tile and resilient tile floors; combination of brick, fieldstone, wood, fabric and tile walls; acoustic tile ceilings

Heating: combination steam and hot water, fin radiation at all window walls. System laid out for future air conditioning; interior spaces mechanically ventilated

Lighting: recessed fluorescent fixtures combined with incandescent down lighting
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BOOK REVIEWS

SURFACE STRUCTURES IN BUILDING
By Fred Angerer, July, Reinhold Publishing Corp., $4.50
5 1/2 x 8 1/2, 150 pages, 100 illustrations
Written from the architect's viewpoint, this introductory handbook explains in simple language the materials, techniques and structural possibilities of surface structure construction. Statical and structural principles are thoroughly covered, applications of these principles are described, and methods for defining space are presented. The author stresses the decisive originality of shells and folded plates in surface construction, and points the way to future developments.

TOWNSCAPE
By Gordon Cullen, September, Reinhold Publishing Corp., About $10.00
8 1/4 x 10, 320 pages (including 25 in color), approx
625 illustrations
Townscape is the British word for townplanning. Written by a leading British authority, this lavishly illustrated book defines the various elements that constitute successful townscaping, and discusses what they communicate, why they impress and how they can be incorporated into towns.

The book begins with casebook studies of pedestrian ways, change of level, space definition, focal points, immediacy, mystery, nostalgia and other elements of townscaping. An extensive section discusses applications of these elements, covering trees, street lighting, closure, etc. Next visual tours through eight towns demonstrate townscaping in action. The book concludes with ten projects for improvement or reconstruction, including conversion of a slum landscaping urban squares for multiple use, and construction of a bypass to redefine and reunify a university town.

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(Continued from Page 16)

the problem. Since architecture deals with problems of, and management of space and factors of environment, the architectural school is the inevitable place for urban design.

Walter Taylor, speaking to the A.I.A.-A.C.S.A. Teachers Seminar at Greenstone Lake, Wisconsin envisioned the architect of 1984 as one trained to begin with the entire region — the geographic, economic and social factors of the region, the metropolitan area and then the neighborhood and the site and so on down to the hardware. This is the awareness needed in the urban designer.

A course in urban design study which grows out of architectural study would add strength and effectiveness to the urban studies now offered by distinguished personnel at the University and produce unquestionable leadership. And with interplay between the urban groups, the research groups and designers would produce the sub-specialist in planning planner-analyst; planner-economist and urban-designers. In this curriculum a three-year study of basic architectural design would be a prerequisite to emphasis on urban design for two additional years to win a first professional degree. Advanced degrees, Masters and Ph.D. would be a logical sequence.

V. BUILDING CONSTRUCTION — This option is planned to produce the builder, whose role in modern society has become more complex, and the engineer trained for building construction. The effectiveness of the carpenter turned builder to meet the demands of an exploding population and a developing society is limited. The contemporary builder-contractor must be educated in architecture, engineering, economics, business law, labor relations, administration and other facets of the building industry. He should be provided with a curriculum which will offer these disciplines under the broad tent of architecture; architects need some of them, too. This concept was envisaged in 1957 at the Cornell Conference sponsored by the A.I.A., the Producers Council, the National Association of Home Builders and the Associated General Contractors.

The need for engineers who are building-oriented has become so critical that one of the country's largest architectural offices (Smith, Hinrich and Grylls) tried to attack the problem by giving college scholarships to enable graduate architects to take further courses in electrical or mechanical engineering. But it became too large a problem and was dropped.

The most creative engineers of our day are no longer interested in the problems of mechanical or electrical equipment of buildings. Electrical engineers are training in electronics, not lighting, power, power distribution or wiring. Mechanical engineering colleges are training men for research and work in industry, not for building engineering. As the creative engineers abandon the building field, the architectural schools will have to train practitioners in the area — even the teachers.

The stress on architectural design in this option is necessity for the future builder and the engineer is to understand the creative effort of the architect. By living under the tent of the school of architecture they will reach a more ready understanding of the architect with whom they will later work as members of the team. The value of the interrelationship with the other courses of study, urban design, architects, research-analysts, cannot be underestimated. This could be a most significant offering of this entire curriculum. Two years of basic architectural design would be required as pre-requisite to entering this option where three additional years would win a first degree in science. A Masters degree would be available.
IT'S WHAT'S UP "BACK" THAT COUNTS!

Yes, the backbone of many fine buildings is the versatile concrete block. Backing up an exterior wall with a concrete block wall provides an architect with a variety of advantages.

By exposing the block wall on the inside (as was done in the structure pictured) a multiplicity of design can be achieved. Many designs other than the ordinary running bond can easily be accomplished. Ashlars, coursed ashlars, stacked bond, square stacking and on, and on.

A concrete block back-up application will also meet (even surpass) strength requirements.

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80,000 SEE HONOR AWARD

For the first time in its history the
Wisconsin State Fair this year featured
an exhibit of the 1961 Honor Award
Winners from the Wisconsin Chapter of
the American Institute of Architects.

The display, originally created for a
showing in Madison at the time the
awards were made, was incorporated this
year in the arts and crafts division of
the fair through the efforts of James
Schinneller, coordinator of this division
and associate professor of art at the Uni-
versity of Wisconsin-Milwaukee Exten-
sion.

Schinneller emphasized that this year's
"rather rushed affair" marked only a be-
ginning of what he hopes to see done with
architectural displays in years to come.
He is hopeful that next year actual model
structures will be used with architects
present to discuss with visitors the fine
points and problems of the art as well
as answer pertinent questions.

He said he also hopes the A.I.A. Chap-
ter will take advantage of the continuous
sound tape facility by showing one of its
special architectural strips such as "Wis-
consin's Changing Face." He said that
the chapter could be allotted an hour
each day to tell its story in colored pic-
tures and sound.

Approximately 10 per cent of the fair's
visitors make their way through the arts
and crafts display, he said, adding that
this means some 80,000 to 100,000 persons
viewed the architect's, painter's, sculptor's
and craftsman's work during the fair's
10-day run.

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Stran-Steel trimmed building costs in Friedens Evangelical Lutheran Congregational School — Kenosha, Wisconsin. Architect: Walter Tropp, A.I.A.

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FROM THE "PR" DESK

PR news and notes — This new column by your PR counsel is planned as a monthly source of communication between all the members of the Wisconsin Chapter, so realizing that total communications is a two-way street, may we suggest that you send us any PR tips on individual innovations which you may have developed and used successfully in your practice. We would like to pass them along to the rest of the membership.

TOP SECRET . . . Don’t be surprised if you tune in WTMJ Radio in the not too distant future and hear a one-minute Vignette about some Historic Wisconsin Structure. It will be one in a series that is being planned for early this Fall. It will deal with little known facts about the Architecturally significant Structure in Dick Perrin’s Guide Book.

. . . Incidentally, a vote of thanks to Dick Perrin for giving up a day of his vacation to fill us in on some of the many human interest stories connected with the subjects contained in the Guide Book.

COMMITTEE OF ONE . . . why not appoint yourself a Committee of One, and volunteer to speak before some club or civic organization. The Chapter’s new film, "Wisconsin’s Changing Face" will serve you well as a PR tool to stimulate interest in a question and answer period. The film is available through the Chapter office.

PROGRESS . . . the small item in the Sunday Milwaukee Journal, July 30th, ‘81, “Home Builders Turn to Architects Often”, is the kind of news we like to read. The story emphasizes that, “persons who build their own homes hire architects because of their knowledge of materials and utilization of space.”

In a report on the effort to establish a school of architecture in Wisconsin, the Home Section of the Milwaukee Journal on Sunday, Aug. 20, also made the following notation in the lead paragraph:

“An excellent presentation of the matter is appearing in a series of articles in the Wisconsin Architect, monthly publication of the Wisconsin Chapter of the American Institute of Architects. The author is Karel Yasko, Madison, Wisconsin State architect.”

MINOR MEMO . . . An ideal exposure point for the architectural firm name is the construction site of any new project. With the natural public curiosity created at the site, the architectural firm image becomes a subject of considerable importance.

We have noted some excellent credit signs, independent of contractors credits, utilizing the firm letter head symbol or other identifying image—creating attachments. This we think is excellent.

Conversely, some exist where the architectural firm name has been incorporated with other firm names in a distinguished manner, but often times is lost in the “business” of one large poster-type credit sign. This, we feel, does not allow the best exposure for the profession. In the absence of the ideal credit sign (which would be a custom-made sign carrying out the firm’s logo-type), the use of the National A.I.A. Symbol available through the Octagon from Staley Signs, Inc., is a good choice. We heartily recommend this valuable form of exposure.

WELCOME ABOARD

CARL LIEBERT, new Associate Member of the Wisconsin Chapter, AIA, is a member of Tau Sigma Delta, National Honorary Architectural Fraternity. A corporate member of the firm of McMahon Engineering Co., 180V2 Main Street, Menasha, Wis., he is a former Milwaukee resident. His hobbies are boating and boating education with the United States Power Squadrons. He graduated, with BSA in Architecture, from the University of Michigan in 1929 and has traveled through France and Germany.
CHAPTER

NOTES

The August 11 meeting of the Board of Directors of the Wisconsin Chapter, AIA was called to order by President Francis Rose at 9:45 a.m. at the Edgewater Hotel in Madison with John Jacoby, John Brust, Eugene Wasserman, Allen Strang, William Kaeser, Karel Yasko, Wallace Lee, Leonard Reinke and Herbert Grassold present. The Board was pleased to have as guests Stanley Nerdrum, Emil Korenic, and Paul Graven, officers of the Western Division.

One Associate membership application was approved and four Corporate applications were approved and will be forwarded to the Institute with the recommendation of acceptance.

Thomas Flad reported to the Board on the Insurance Committee evaluation of Chapter Hospital and Surgical Policy. The Board concurred with the recommendation of the committee that insurance carriers be changed.

A summary of legislative action was made by Ruben Petersch. The two bills, proposed by the Wisconsin Chapter, have been held in the committee. The legislature's reaction to the bills was most unfavorable.

The decision was made to contract for exhibit area at the Wisconsin Association of School Boards Exhibition to be held in Milwaukee in January, 1962.

The Joint Statement of Principles—Construction Contracts, as revised, was approved as acceptable.

The meeting was adjourned at 5:10 p.m.

GEORGE NAROVEC, AIA, Appleton spoke to the Gallery of Fine Arts on August 8th on "Art in Architecture" and used the film "Architecture USA" to illustrate his points pertaining to art.

This group is interested in establishing an Art Center in Appleton and was very receptive.

SANDSTEDT-KNOOP-YARBRO have moved to 135 Market Street, Oshkosh, Wisconsin.

“MEAT FOR MEETINGS”

Meetings can be and are meant to be productive sessions for the exchange of information or the initiation of action, but some individuals can kill such meetings by their attitude and unknowing obstructionism. Some types you may recognize include the relentless orator who never gives up the floor, the infallible expert who knows all and doesn’t give in to others, and the persistent plodder who gets on one theme and keeps bringing it up no matter how many times it is rejected. The following acrostic can be a guide to any meeting attended who wishes to participate in better meetings:

C onvene on time. Invite comments on the agenda. 
O pen with a statement of objectives. 
E xclude no one. Encourage full participation. 
F ocus attention on conflicting opinions. 
R ecord highlights of conference deliberations. 
E ncourage evaluation. Ask probing questions. 
N all decisions supported by the group. 
C onclude with assignments for follow-up action. 
E nd on time. Propose a date for the next meeting. 
S end complete minutes to each conferrer.

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PROGRAM—1961-62

THEME: The Arts In Creative Living
Saturday, September 16th
The Art of Human Relations — Tea and Hospitality, 2:30-4:30 P.M.
Mrs. Ellis J. Potter, 3501 Lake Mendota Drive, Madison 5.

Tuesday, October 24th
The Art of Architecture — A.I.A.-W.A.I. Dinner, 6:30 P.M.
Wisconsin Center Building, 702 Langdon Street, Madison 11.

Monday, November 6th
The Art of Decoration — Mr. Ernest, Hamilton Galleries, 8 P.M.
Mrs. Paul Graven, 5018 Bayfield Terrace, Madison 5.

Saturday, December 2nd
The Art of Dance — Kathryn Hubbard Sinaiko, Holiday "Kaffeeklatch",
10:00 A.M. Mrs. Frederic T. Nugent, 5501 Tolman Terrace, Madison 5.

Monday, January 8th
The Art of the Church — Sister Thomasita of Milwaukee, 8 P.M.
Grace Episcopal Church Youth Center, 6 North Carroll Street
Guest Meeting — Public Invited.

Saturday, February 17th
The Art of Love — A.I.A-W.A.L. Valentine Dinner Dance, 7 P.M.
Madison Club

Monday, March 5th
The Arts in Scandinavia — Mrs. James Schwablack, Pot Luck Supper,
6:30 P.M. Mrs. William S. Kinne Jr., 5121 Door Drive, Madison 5.

(Continued on Page 33)

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Monday, April 2nd  
The Art of Music — Mr. Walter Gray, University of Wisconsin  
Mrs. Richard Knothe, 702 Blackhawk Avenue, Madison 5, 8 P.M.

Saturday, May 5th  
The Art of Writing — Mr. Don Anderson, Wis. State Journal  
Luncheon 1 P.M., Simon House, 107 South Butler Street, Madison 3.

May 22nd, 23rd, and 24th  
State A.I.A. Convention — Lake Lawn Lodge, Delavan, Wisconsin.

Sunday, June 24th  
"Family Fun For Everyone" — A.I.A.-W.A.I. Picnic, 3 P.M.  
Burrows Park, North Sherman Avenue, Madison 4.

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The program committee for the season consists of Mrs. Charles Woehrl and Mrs. Emil Korenic, co-chairmen, and Mrs. Donald Sites and Mrs. Karel Yasko, members.

The Women's Architectural League has set its first meeting of the new season for Saturday, Sept. 23, at noon at Madeleine's of Willowbrook in Thiensville.

The luncheon will be preceded by a fashion show of furs by the E. C. Boughton Co. of Willowbrook shopping center. A tour of the company's fur shop will follow during which guests will have an opportunity to see how furs are cut, sewed and fashioned.

Charles Harper, A.I.A. member, will also relate his role in the changing and rebuilding of the unusual dining and shopping area.

Further information may be obtained through Mrs. Walter Alexander or Mrs. Don Libby of the W.A.L.

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Rising dramatically above the neighboring residential skyline on Milwaukee's northwest side is the new St. Agnes Catholic Church. Designed by the architectural firm of Herbst, Jacoby & Herbst this imposing structure is highlighted by its sensational prime window unit. This window is a most unique application of pre-cast "dry-pak" units manufactured by Superior Cast Stone Company.
The decoration photograph was cast in twelve separate shapes and then stained with the sil.

Forty-six different shapes were used in the Superior Co. went in for the design, which was cast in twelve separate shapes and then stained with the silver.
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Decorative Panels

Pierced Grills

Precast Sills

"conventional" seems an inadequate word when used to be the prime window in St. Agnes. This window stands than sixty feet high from grade to peak. What could more appropriate than a church design featuring such a age of concrete and glass?

cast by the Superior Cast Stone of this window alone. Each unit placed singly in the structure,

outstanding advantages were gained by this single-

method. The Y-shaped arm in the center of each unit (in sketch at left) is an integral part of each unit, thus points of weakness. An ease of construction was ed since much on-site assembly was also eliminated. As result of these two advantages, a third must logically ct. With the omission of a great deal of time and effort, lower cost was appreciated in this application.

ced grills and sills seen in the also precast and erected by separate decorative panels and s were employed. These along same aggregate as the diamond-

window. This almost pure white me in appearance, but will main-
er period of time.

r Cast Stone sales engineers stand ready to assist you, hitects, in any preparatory efforts. They represent a ted for its truly superior products.
The buildings pictured here are all recently, or nearly, completed, and all contain Superior Cast Stone products. More information on each of these buildings is available on request.