Wisconsin Architect

American Institute of Architects
May 28 1962
Library

May '62
NOW:
REINFORCED CONCRETE
CONSTRUCTION WITHOUT
REBARS, TEMPORARY FORMS,
OR SHORING

Inland Hi-Bond Floor Deck cuts slab cost 10%-20%

Today, a new system has eclipsed the low cost of traditional reinforcing materials and methods for concrete floor slabs. On a recent typical job, a complete Inland Hi-Bond Floor, including deck and poured slab, cost $90.00 per square; a comparable traditional concrete slab would have cost $101.00.

Here's how you save, using Hi-Bond deck: You don't need steel reinforcing bars (except temperature mesh). You don't need temporary forms or shoring; Hi-Bond deck is a permanent form for the wet concrete. Raised lugs in the webs of Hi-Bond panels provide a positive lateral and vertical mechanical bond between steel and concrete, causing them to act as a composite unit.

Hi-Bond floor deck is available in a number of profiles. Where electrification is desirable, Hi-Bond can be furnished as a cellular floor.

For further information on Hi-Bond — or other Inland floor systems — ask an Inland sales engineer. Write for catalog 270, or see Sweet's, section 2j/In.

Type B Hi-Bond Floor Deck
24" wide, 1½" deep.

Type BR Hi-Bond Floor Deck
24" wide, 1½" deep.

Type NF Celluflor
24" wide, 3" deep.

Type 3HF Celluflor
12" wide, 4½" deep.

Type 4.5H Floor Deck
12" wide, 4½" deep.

Type 4.5H Celluflor
12" wide, 4½" deep.

Type BB Celluflor
24" wide, 3" deep.

Type N Hi-Bond Floor Deck
24" wide, 3" deep.

There's an Inland floor system to meet every span requirement economically.

Member of the
Inland Steel Family

Engineered Products Division

Inland Steel Products Company
DEPT. B, 4681 WEST BURNHAM STREET, MILWAUKEE 1, WISCONSIN

ALBANY, ATLANTA, BALTIMORE, BOSTON, BUFFALO, CHICAGO, CINCINNATI, CLEVELAND,
COLUMBUS, DALLAS, DENVER, DETROIT, FRESNO, CALIF., HOUSTON, INDIANAPOLIS,
KANSAS CITY, MD., LOS ANGELES, NEW ORLEANS, NEW YORK, OMAHA, PHILADELPHIA,
PITTSBURGH, SALT LAKE CITY, SAN FRANCISCO, SEATTLE, ST. LOUIS, ST. PAUL, TULSA
OUR NEW HOME

ONE OF THE LARGEST PRECAST CONCRETE PRODUCTS PLANTS IN THE NATION

SUPERIOR CAST STONE CO.
SUSSEX, WISCONSIN • HO. 6-7700
The best production in the craft of precasting is attained with the latest tools of the trade and under ideal working conditions. A large carpentry shop (1) produces forms for precast panels, columns and custom products of every imaginable size, shape and texture. Manufacturing space amounts to approximately 40,000 square feet. The main pouring floor (2) is immense and holds a large number of pouring beds. Assembly of forms (3) is given as painstaking attention as is the application of retardents (4). The actual pouring (5 & 6) is done from portable hoppers supported by four overhead crane systems. Panels are allowed to set while pouring continues on other beds. Once set the panels are moved to curing platforms (7) by an ingenious vacuum lift system designed and manufactured by Superior Cast Stone engineers. There is enough space in this plant so that all phases of operation can be accomplished simultaneously, thus providing a constant flow of manufacture. Rigid supervision of finishing processes (8) assures customers of the smoothest, finest fitting precast product. Two large elevators and an immense hopper outside (9) gobble up aggregates and cement, while mixers spew out concrete constantly on the inside. Adjacent to the mixing department is the lintel- and sill-manufacturing section. All sills are handpacked to guarantee highest quality; lintels are manufactured by a mechanical process on equipment developed by Superior's engineers (10 & 11).Lintels, sills and other custom products are cured in large kilns (12) under strict temperature conditions. All vehicular maintenance and permanent form manufacture is done in Superior's large machine shop (13). Twenty-three vehicles are currently in constant use transporting Superior products and personnel and erecting Superior panels and columns all over the Midwest. Maximum tonnage transportable at any one time: 180 tons!
SERVING YOU FASTER!
SERVING YOU MORE EFFICIENTLY!
SERVING YOU WITH HIGHEST QUALITY!

The new plant of Superior Cast Stone Company is the largest in Wisconsin and constitutes one of the largest in the entire nation. Superior's reputation for producing high quality precast concrete products is indeed enhanced by these new facilities.
Much more can be said about, and much more is to be seen at Superior Cast Stone Company's new plant which is located on a fifteen acre tract just south of Sussex, Wisconsin on Highway 164. Interested parties are cordially invited to tour this magnificent new industrial structure whenever they are in this area.

Represented in St. Paul, Minnesota by Besco, Incorporated
L. O. Nelson
in Libertyville, Illinois by Architectural Products
Richard Fabstrom
In Peoria, Illinois by Howard E. Davis
Company
Howard E. Davis
Representation being established in St. Louis, Detroit and Kansas City.

SUPERIOR
CAST
STONE CO.

Associate member, Association of General Contractors
Member, Wisconsin Concrete Products Assn.
Participant, Construction Specifications Institute
Member, Concrete Masonry Industries, Milwaukee
Sports buffs will tell you that 1927 was probably the Yankees' greatest year. Opposing teams shuddered when confronted with the unrelenting and awesome lineup. Remember their names? Babe Ruth, Lou Gehrig, Tony Lazzeri, Bob Meusel, Earle Combs, Joe Dugan, Herb Pennock and others. All great names — all great performers. Each man had a job to do and he did it well.

In the illustration above you'll see some great names — great performers in the elevator business. We're as proud of this, our lineup, as the 1927 Yankee management must have been of theirs. Each name in our lineup has a job to do and does it well.

We'd like to have the opportunity to demonstrate our great performers for you. We supply full data on all our lines immediately upon request. We are happy to assist on specifications and layouts on any type of project.

Ken & Tom Rosenberg
Take a look at Spancrete ceilings

the prestressed precast concrete plank with a uniform surface

- Approved U.L. Ratings (2 and 4-hour)
- Longer spans, to 40'...
  low dead-load
- 40” width ... 4”, 6” or 8” thickness...
  “machine-cut” lengths
- Fast erection — 5000 sq. feet per crew-day

AIA FILE NO. 4-K

Note how the uniform texture of each machine-extruded Spancrete plank matches that of its neighbor. How the entire expanse, large or small, forms an eye-pleasing unity. Note full 40” width, and how precisely the V-grooves meet, giving the installation an unusually interesting “beamed” effect.

Save on finish costs! In many applications Spancrete is left “as is”. However, most often a highly satisfactory interior finish is achieved by painting. When additional sound absorption is desired, Spancrete is sprayed with acoustical plaster or acoustical tile is applied direct.

Get all the facts on this flexible, versatile, structural building material. Send for your copy of Spancrete’s Engineering and Design Handbook.
... that protects the architect's reputation for expert knowledge ... and the contractor's reputation for fine workmanship.

Spectra-Glaze Quality includes:

• Fire rated
• Load bearing
• Chemical resistant
• Will not craze
• Imperviousness far exceeding the requirements of ASTM C-126-58T (ask for report of independent testing laboratory)
• Modular dimensions
• Color fast, for interior use
• Resistant to weathering
• Satin finish eliminates glare and reflection
• Strict adherence to dimensional tolerances
• Each piece inspected and checked against rigid requirements.

Get the complete Spectra-Glaze quality story. Write or phone for your free copy of illustrated, 16-page folder.

See the 16-page Spectra-Glaze® unit in Sweet's Catalog (4b/BU).

(Milwaukee and vicinity)

Glazed Masonry of Wisc.
3036 S. Wentworth • Milwaukee 7
Phone: SH 4-1290

(Distributed by)

(State of Wisconsin)

Osborne, Incorporated
105 N. Murray • Madison 5
Phones: ALpine 6-2379, ALpine 6-2370
Today’s Majestic Builder of Tomorrow’s High Fashion

ELIPSE BLOCK

Hard winds turn into soft breezes. Harsh sun glare is snapped in two. Insulation values are increased. And Elipse block rewards the building’s occupants with a distinctive drapery that cuts down the noise and view of traffic congestions and other less desirable scenery. Elipse block, like all concrete masonry, is replete with quality: complete fire-safety, sound absorption, self-insulation, low maintenance and a faultless suit of armor that puts termites and rodents to shame.

BEST BLOCK COMPANY
WEST 140 N. 5998 LILLY ROAD BUTLER, WISCONSIN SU. 1-7200
Louvers give a new beauty twist to concrete curtain walls!

Precast concrete curtain walls have given Henry Ford Hospital an off-the-street parking structure that blends attractively into a residential area. 1,716 hyperbolic paraboloid panels, precast from white cement, white quartz and sand aggregates, form the unique walls. An intriguing visual effect is obtained from these louvers which seem to change shape and position, depending on lighting and angle of view.
Practicality is everywhere. In the light, open feeling of the interior ... in the enduring solidity of the concrete frame and floors. The versatility of concrete is today winning new appreciation as architects express fresh concepts in design.

PORTLAND CEMENT ASSOCIATION 735 N. Water St., Milwaukee 2, Wis.
A national organization to improve and extend the uses of concrete
Landscaping Becomes "Stonescaping!"

Maintenance free and practically eternally beautiful, "stonescaped" grounds are becoming increasingly prevalent — in private residences as well as commercial and industrial applications. The beauties of "stonescaping" are limited only to the imagination of the architect.

Stones of every imaginable size, shape and color are available for the creation of miniature waterfalls, inviting pools, pleasant walks, garden furniture and planters of every description.

In the large illustration above the "grassy" areas are of Kaibab pebbles, the flagging is also Kaibab and the pool walls are of Driftwood. The smaller illustration below demonstrates how expansive a residence may become with the right touch of "stonescaping."

For Natural Beauty... NATURAL STONE

HALQUIST LANNON STONE CO.
Sussex, Wisconsin
HERE'S WHY! Since 1926, Spray-O-Bond has set the standard for experience, service and reliability throughout Wisconsin and Upper Michigan. All work is guaranteed against faulty materials and workmanship.

WHAT IS DAMPPROOFING? It is an asphaltic (or pitch base) coating applied to concrete or block masonry surfaces which is impervious to moisture and functions as a water or vapor barrier. Highest grades of steam-distilled asphalt are used by Spray-O-Bond. These asphaltic compounds have sufficient flexibility to bridge shrinkage cracks in concrete and parging. Generally two coats are used, but additional coats can be used to provide greater thickness where necessary. Special additives are included in the material to permit application to damp surfaces and to reduce drying time, thus permitting earlier placing of drain tile and backfilling.

TYPES OF DAMPPROOFING
Below-Grade Walls — protection against ground or surface water entering masonry walls.
Interior Walls — Vapor barrier on inner surfaces of exterior walls before plastering or paneling.
Spandrel Beams and Columns — to create vapor barrier, protective finish or finish on exposed surfaces.
SPRAY-O-BOND dampproofed these "Modern Milwaukee" projects

Northwestern National Insurance Co. • Arthur C. Andersen & Co. • Atkinson Avenue Branch Library • New Milwaukee Zoo, Five Buildings • North Shore Water Utility • Howard Avenue Purification Plant • North Point Pumping Stations • Borden's • First Wisconsin National Bank • West Division High School • De Sales Preparatory Seminary • John Marshall High School • Brookfield East High School • Cardinal Stritch College • Science Hall, University of Wisconsin, Milwaukee • Life Sciences Building, Marquette University • Passenger and Auto Pier, Milwaukee Harbor • County General Hospital • West Allis Memorial Hospital • Greek Orthodox Church of the Annunciation • Saint Edmund's Episcopal Church • Saint Agnes Catholic Church • New Public Museum • State Office Building • Allen Bradley Co. • AC Spark Plug Division • Mayfair • Central YMCA • Bockl Building • Western Electric Co. • Office Building, 1840 N. Farwell • American Automobile Association • Coach House Inn • Milwaukee Inn • Red Carpet Inn • Sands Motel • Leilani Motel • Holiday Inn

YOURS FREE

SPRAY-O-BOND will send you a copy of the "Modern Milwaukee" Roto Section if you simply mail a card or letter with your name and address to: SPRAY-O-BOND CO., 2225 N. Humboldt Ave., Milwaukee 12, Wis. Please direct your request to Mr. Kayser. Since our supply is limited, be sure to send your request as soon as possible.
This new Wisconsin building was built with Rusco "LIVE CATALOG" Window Design Service. 

Ramsey Elementary School, Greendale, Wisconsin. 
Architect: Howard Lorenz, A.I.A. 
General Contractor: A. Guenther & Son. 
Rusco Steel Windows — Color 100A. 

Why work with flat printed catalog pages that can't speak up or answer questions? The printed words and fancy photos can go just so far. Can't compare to an alert Arwin-Rusco Window Specialist, can never have the close-as-your phone service that A/R provides Wisconsin architects! You get clear, expert, professional window counsel, all live, not recorded. No correspondence, no reading, no study. When you get to "windows" on your next project, don't reach for a catalog, reach for the phone!

NOW IS THE TIME...

Plan to beat SUMMER HEAT

We need no "crystal ball" to know that uncomfortable, hot days are ahead.

Be sure to include electric air conditioning in your plans for:

1. Stores 4. Recreational Centers
2. Office buildings 5. Production Areas
3. Institutions 6. Night Clubs
7. Apartment buildings

Successful air conditioning must be planned to fit the job.

INSTALL ELECTRIC AIR CONDITIONING

WISCONSIN ELECTRIC POWER COMPANY
An experienced staff under Mr. Conger's direction provides direct local service on preliminary design for laminated framing . . . product consultation . . . quotations . . . shop drawings and a complete erection service for custom laminated arches and miscellaneous timber framing.

NOW . . . fastest deliveries on CUSTOM LAMINATED MEMBERS

from UNIT at Peshtigo

UNIT . . . the pioneer manufacturer of glued laminated building members . . . the only manufacturer in Wisconsin to qualify for the AITC "Symbol of Quality" . . . your assurance of conformance with the new proposed U. S. Commercial Standard.

ARCHES • BEAMS • UNIT DECK • UNITRUSS • COMPLETE WOOD ROOF SYSTEMS • STOCK BEAMS

UNIT STRUCTURES, INC.

Main Plant & General Offices — PESHTIGO, WISCONSIN
Other Plants — Magnolia, Ark. — Morrisville, N. C.
MEMO

from Northwest Elevator Company and Schmidt Publications, publishers of Wisconsin Architect Magazine: don't miss taking a ride in the HELICOPTER we're bringing to the convention. A 3-passenger Bell Ranger will be on Lake Lawn's airstrip from 9-12 a.m. on Wednesday, May 23, to give you a whirligig bird's-eye view of Lake Delavan and surrounding countryside. Tickets entitling you and your guest to a 5-minute ride will be distributed free at the registration desk.

THE ARCHITECT

MAY 1962

This month we take hats off to Ralph H. Kloppenburg, just advanced to Fellowship in the American Institute of Architects; see pages 22-25 for a report on his advancement. And it's time for the annual chapter committee reports: they're featured on pages 19-21. Also in this issue is a floor plan of the display room at the state AIA convention coming up this month, showing where to find all 87 exhibitors, and a report from "our man in Madison" on the defeat at the polls of FLW's Monona Terrace. This month we take a look at the preliminary plans of Edgar A. Stubenrach and Associates, AIA, Inc., for the new University Extension at Sheboygan. And we bring you the first portion of an address given by Philip Will, Jr., FAIA, President of the AIA, to the national convention of the Associated General Contractors of America—the best straight-from-the-shoulder statement of the architect's problems we've come across in a long time. The colorful cover design was done by colorful Harry Zaborski.

The Wisconsin Architect, Volume 30, Number 5. Address all matters pertaining to editorial or advertising content to the Publisher, Schmidt Publications, 781 N. Jefferson St., Milwaukee 2, Wis. Phone BR 1-6400. The Wisconsin Architect is the official publication of the Wisconsin Chapter of the American Institute of Architects. Frederick G. Schmidt, Editor. Mary Stehin, Managing Editor. Subscription rate: $5.00 per year, Individual copy: 50c.
THE ARCHITECT / THE GENERAL CONTRACTOR:
TOWARD BETTER RELATIONS

This is the first portion of an address given by AIA President Philip Will, Jr., FAIA, to the 43rd annual convention of the Associated General Contractors of America, Inc., held recently in Los Angeles, Calif. The final portion will appear next month.

Thank you for wanting me to speak to your convention. I quickly accepted the invitation because it gives me the opportunity to accomplish two things:

re-affirm the continuing belief of the architectural profession that architect and general contractor still lead the two basic teams in the building industry, and

bring you up to date on the general philosophical and practical housecleaning to which we architects have been subjecting ourselves during the past two years and explain its possible effects on our mutual interests.

Let me deal with our traditional relationships first.

It continues to amaze me that we architects and builders get along as well as we do. We are parts of a fantastically complex industry, perhaps the most complex and, to an outsider, quite incomprehensible.

Three dimensional structures are represented in two dimensions in negative form — white marks on blue paper. To the untrained eye, it is an esoteric and quite illogical mess of lines, dots, cross hatchings and chicken tracks. No definitive dictionaries exist and the architect frequently neglects to furnish the translation. Yet, somehow, through long experience and occasional clairvoyance mechanics do succeed in interpreting and buildings do get built. The wonder is not that misunderstandings happen, but that they happen so rarely. I am sure that a man from Mars would be amazed and baffled.

The understanding of intent, however, is only the beginning. A fantastic array of materials, some of which only yesterday did not even exist, must be collected from all over the world, delivered and fitted together in an orderly sequence. All must be accomplished within a confused and frequently conflicting pattern of laws usually written by lawyers who know nothing whatever about construction. Furthermore, we are frustrated by an inefficient, uncontrolled, and arbitrary crazy quilt of jurisdictional rules which would frustrate an angel. And finally, the resulting building must be efficiently suitable to its purpose and otherwise perfect in every respect. All at the lowest possible cost and minimum inconvenience to the owner.

Gentlemen, I wonder how we do it at all, let alone do it well.

Like it or not, we must stick together: the general contractor as the center of construction management and all the trades and specialties which focus on the building site, — and the architect as the coordinator of the design professions. Let us not break up a basic team which continues to be so fundamental to the building industry but rather let us work toward improving our relationship, each member of the team putting his own house in order, defining and smoothing the areas of friction.

One such trouble spot is worth mentioning at this time: responsibility for supervision and for superintendence during construction. It is important because the courts have made it so.

We seem to be living at a time when everyone sues everyone else to the point of utter immorality. And, because we all carry insurance, juries are being most generous with other people's money. Justice seems to have little to do with it. In particular, architects are suffering not just for their own mistakes but for the errors of others — particularly producers and contractors. There are cases where the architect has been held liable for the failure of a building product to perform as advertised by the producer. There are cases where the architect has been held liable for damages resulting from the improper procedures of a subcontractor on the job. Except for findings of fact, the trouble seems to lie in the interpretation the courts are placing on the authority of the architect as stated in the General Conditions of the Contract.

What does the word 'supervise' mean in terms of authority and responsibility?

While this is not the only language under attack, it is at the very core of the problem. It explains the current interest of the profession in finding language which will clearly draw a line between on-the-job responsibility of the contractor and of the architect. The returns are not yet all in.

If the line has become a vague no-man's land in recent years, we both share the blame. Too frequently the architect relieves the contractor of his responsibility by giving detailed instructions on construction procedure. Clearly the architect's interest should be limited to the final result. The contractor should be permitted full latitude on procedure so long as the intended result is not thereby endangered.

The contractor, on the other hand, is at fault for abdicating his responsibility to run his own job. I have heard it said that because competition is so tough, contractors are saving overhead by cutting down on field superintendence and expediting, knowing that if they leave a big enough vacuum the architect will be sucked in. While such a practice may not be intentional, I know from personal experience that it happens. I would hope that such paper shuffling brokers are not numbered in the membership of A.G.C.

Enough on this subject. The problem is clear though the final answer will be neither quick nor easy.

Let me now bring you up to date on what the architects are doing to clean house and meet their own responsibilities both as professionals and as citizens. Each program we have undertaken is in response to pressures or circumstances which have come into critical focus in just the last few years.

I have already mentioned the attacks to which we have become subjected under the law. This reflects not only the irresponsible morality of our times but the rapid development of building technology. Many of you present, including your speaker, can recall a few decades ago when building was a relatively simple process in both design and construction. I can recall when the pipe trades were a minor fraction of the total cost of a building. Now a range of 40% to 60% is not at all unusual. Such commonplace items as elevators, air conditioning, acoustics correction and even the formulae for design in reinforced concrete are twentieth century inventions. Such is the array of products, methods and general building technology at our command that practically any condition of environmental design can be analyzed and solutions found. Buildings have in fact become highly specialized single purpose inventions. This, the public understands and such are the economic and social pressures that buildings inefficient to purpose simply are no longer tolerated.

Next month: 3 new AIA programs to meet added economic and social pressures on the architect.
PRESERVATION OF HISTORIC BUILDINGS


Committee work consisted principally of determining the feasibility of continuing the Historic American Buildings Survey and Survey Inventory on a voluntary basis, with possible assistance to be obtained from the University and other colleges in the state. Chairman Perrin was appointed by Secretary of the Interior Stewart L. Udall to serve on the National Advisory Board of the Historic American Buildings Survey and attend a meeting of this group at which techniques and preparation of a manual for measuring and recording historic buildings were discussed. Work on the development of a "Pioneer Park" was continued, and the committee chairman continued to assist in state preservation projects, making many personal appearances during the year on behalf of Wisconsin's historical heritage.

EXHIBITION AND HONOR AWARDS


This committee has held several meetings at the AIA office to organize the biennial drafting competition. Rules of the competition were established and approved by the executive committee. This year's competition varied from previous contests in that it contained five categories with each receiving an equal first award. Structural and mechanical drawings executed by draftsmen in consultants' offices were judged in their respective categories for the first time. Entries will be shown at the annual convention at Lake Lawn in May.

RELATIONS WITH ENGINEERS - LEGISLATION


This committee, working with Legislative Representative R. W. Peterson, introduced bill 104-S in the 1961 session of the Legislature. AIA members were asked to contact Senators and Assemblymen in their districts and information on the bill was made available to them. After an unfavorable Senate committee hearing and, later, an unfavorable opinion from the State Attorney General's office, the bill was killed on the last day of the legislative session. The committee is presently investigating further plans of action for the coming year.

CONSTRUCTION INDUSTRY RELATIONS

Alvin Grellinger, Chrm., Paul Brust, Herbert Grassold, Roger McMullin, Fred Steinhaus, Ben Seaborne, Marie Langenberg, Ellis Potter, Joseph Durrant.

The annual AIA - AGC - CSI construction conference was held May 1, 1961 in Milwaukee. It covered many subjects but took no particular action; 80 were in attendance. This AIA committee met with AGC representatives and state officials to discuss new state general conditions, special conditions and instruction to bidders. Further review will follow. The committee also recommended to the Board of Directors a Joint Statement of Principles containing a retained percentage recommendation.

INSURANCE

Thomas Flad, Chrm., Robert Potter, Julius Sandstedt.

This committee held 10 meetings during the year. After notification by the Lincoln National Life Insurance Company that premiums would be given a substantial raise, the committee selected and contracted for health and accident insurance with the Reliance Insurance Company. In an effort to forestall future short term negotiations, the committee has arranged for an 18 month rather than 12 month contract with Reliance. This will allow all parties a full year experience record to review toward future rates.

HOSPITAL AND HEALTH


The committee on Hospital and Health was not active during 1961. Communication was received from the AIA Committee on Housing for the Aged requesting submission of projects of merit for their study but there was no action taken.

CONVENTION — 1962


Early in July, 1961 the committee met and selected a site, Lake Lawn Lodge, for the 1962 convention. Con-
Convention dates and theme were decided upon in August and, to increase exhibition facilities, parawing structures were developed. After subsequent meetings all details, including committee members' assigned tasks, speakers and program, were finalized. Most challenging aspect of the 1962 convention was to produce a better convention than in 1961. The cooperation and activity of this committee is sure to accomplish this.

CHAPTER AFFAIRS


Prime effort of this committee was directed to revision of the chapter committee structure. The proposed new committee structure has been modeled after one recently inaugurated by the Southern California Chapter, with modifications to suit the needs of Wisconsin. The committee recommends a simple change in Article 12 of the by-laws which will delete all reference to the number of persons required on each committee. After a year's trial run, anticipated goals to be accomplished in the new structure are: coordination of chapter and division activity; elimination of inactive committees; continuity in committees, enabling them to complete unfinished business; and coordination in committee activities by means of a member of the Board acting as Director in Charge of Committees.

MEMBERSHIP


This committee met and defined its objective as the evolution of a more effective method for obtaining members. Letter-writing, personal contact by phone and social follow-up with WAI cooperation were considered the best methods of approach. Letters were sent to members about to advance in membership classification. A system of personnel information was developed for the Chapter office. Letters were sent to the Division membership chairmen, strongly urging them to contact new members and invite them personally to attend the meetings. The chapter shows an increase of 16 new members during the year. But as a maturing organization, the chapter can expect an increasing percentage of membership loss through members reaching emeritus status, death and other such occurrences.

EDUCATION AND REGISTRATION


The principal activity of this group is the establishment of a School of Architecture at the University of Wisconsin. A series of articles on the idea were presented in the Wisconsin Architect in the fall and copies were placed in the hands of the University Administration and Board of Regents, with encouragement from some members of the latter group. A meeting was held with a faculty committee from UW-Milwaukee to study the approach to the question and future meetings are planned with this group. Meanwhile, information on Wisconsin students of architecture enrolled in out-of-state schools or being turned away for lack of room is being disseminated.

OFFICE PRACTICE


This committee has been concerned with the following items during the past year: distribution of plans and specifications to builder's exchanges, subcontractors and suppliers; clarification of architectural firm names; and clarification of owner-architect agreement. Of prime concern was the clarification of firm names. The committee has been studying this problem and has submitted a recommendation to the Board of Directors. Recently it assisted the National Committee in gathering data for an analysis of owner-architect agreement forms.

COMMUNITY DEVELOPMENT


Members of this committee agreed to concern themselves with legislative planning at a state level. Committee members should also be active in the planning activities of their communities, they decided, particularly in new community development and redevelopment. The committee also assisted Earl Sackses, Executive Director of the Legislative Council, in the pending study of the land development program. Walter Johnson, Director, Division of Planning Department of Resource Development; Sanford S. Farness, Director, Southeastern Wisconsin Regional Planning Commission; and Richard W. E. Perrin, Commissioner, Department of Planning and Development, City of Milwaukee, attended a committee meeting and counseled the group.
COLLABORATION WITH DESIGN PROFESSION

Maurey Lee Allen, Chrm., Lillian Leenhouts, Paul Graven, Roger Duerst, Eugene Prine, Steven Demeter, John G. Miller.

No meetings or discussion occurred during the year.

HOME BUILDING INDUSTRY

Douglas Drake, Chrm., Willis Leenhouts, George Spinti, Kenneth Knudson, Emil Korenic, Heinz Brummel, Robert Strass, William Guerin, Donald Grant.

The major accomplishment of this committee was aid given to the Public Relations Committee in setting up the new Residential Consultation Service. Members of the committee felt that architects could perform an immediate service for the average prospective home buyer in this way. Institution of the Consultation Service is also considered a subtle approach to convincing the builder that the architect has something to offer him, by suggesting to his potential buyers that their homes could be improved.

SCHOOL BUILDING

Lawrence Bray, Chrm., Jack Kloppenburg, Lawrence Monberg, Joseph Durrant, George Deininger, Harvey Koehnen, Fred Wegner, Dale Wiars.

The committee developed exhibitions for three conferences during the year: Annual School Administrator Conference in September, Annual School Board Convention in January and Planning Secondary School Plants Conference in March. At the Annual School Administrators Conference 12 recent school projects were exhibited and the display was well received. A 10’ by 10’ booth was set up at the Annual School Boards Convention; slides of recent school projects were shown, literature was made available and an attractive art work display was included in an interesting exhibition booth. The committee also co-sponsored a conference on secondary schools with UW, in which emphasis was placed on the planning stages.

BUILDING CODE


Because no matters were referred to it, the Code Committee did not convene during 1961. It did send representatives to all hearings held by the Industrial Commission to review proposed code changes, however. Its chairman also served on the Heating and Ventilating Code Advisory Committee and attended public hearings on the proposed new code.

GOVERNMENT RELATIONS


This committee watched proceedings of the Common Council and County Boards at Madison for legislation pertaining to architects but found no activities warranting action.

PUBLIC RELATIONS


Considerable effort was concentrated on the promoting of the filmstrip, "Wisconsin's Changing Face". Letters were sent to many organizations in the state offering use of the film, accompanied by a member of the Speakers' Bureau, as a worthwhile program. The committee developed and promoted the Residential Consultant Service with the assistance of the Home Building Committee. Members of this committee are cooperating in arrangements for a Church Guild Conference. A special issue of the Wisconsin Architect was another project. Details of a license plate emblem for Wisconsin Chapter members are being finalized. Many other ideas and possibilities were considered in the development of an effective P. R. program to improve the present public image of the architect in today's society.

AIA - CSI

Arthur Reddemann, Chrm., Wallace Lee, Eugene Jurenec, Fred Steinhaus, Herbert Bradley, Lester Suebert, Roger McMullin.

Committee members participated in CSI activities during the year but no actual meetings were held. Committee function is presently lacking in direction and should be corrected next year.

FELLOWSHIP NOMINATING

Richard W. E. Perrin, Chrm., Edgar Berners, Joseph Flad.

The committee met and recommended candidates for Fellowship to the Board of Directors. As a result of its recommendations and subsequent favorable action by the Jury of Fellows, Mr. Ralph Kloppenberg has now been advanced to Fellowship.

Missing here are the reports of the Finance Advisory Committee and the Awards Committee. These will be mailed to the membership.
NEW AIA FELLOW FOR WISCONSIN:

Ralph H. Kloppenburg

"The most important service which the members can render to the AIA is to foster and carry out the obligations of good practice."

Among 34 members of the American Institute of Architects advanced to Fellowship in the Institute at the national convention May 7-11 in Dallas, Texas was Ralph H. Kloppenburg of Milwaukee. Kloppenburg, who became an associate member of the Wisconsin chapter of the AIA in 1931 and a corporate member in 1938, now becomes one of three Wisconsin men presently holding this highest ranking membership in the AIA; the others are Edgar H. Berners of Green Bay, advanced to Fellowship in 1951, and Richard E. Perrin of Milwaukee, advanced in 1961. An officer of the Wisconsin chapter for 13 of the 31 years he has been affiliated with it and a former member of both national and regional AIA committees, Kloppenburg was admitted to Fellowship for "notable contribution to the advancement of the profession because of his achievement in SERVICE TO THE AIA."

He was nominated for this honor by the Executive Board of the Wisconsin chapter on October 13, 1961. Selection of the new Fellows, announced March 17, 1962 by AIA president Philip Will, Jr., was made at AIA headquarters in Washington, D. C. by a jury of Fellows comprised of J. Woolson Brooks, chairman, Des Moines, Iowa; Harold T. Spitznagel, Sioux Falls, South Dakota; Walter E. Campbell, Boston, Massachusetts; George B.
Allison, Los Angeles, California; Max Brooks, Austin, Texas; and Nelson Smith, Birmingham, Alabama. The award is bestowed for distinguished performance in one or more of the following categories: architectural design, education, public service or service to the AIA.

"I am delighted, honored and grateful to everyone who helped make the honor possible," says Kloppenburg.

Born November 9, 1903 in Davenport, Iowa, he attended high school in Davenport and graduated from the University of Illinois in 1924 with a Bachelor of Science degree in Architecture. He was an instructor in design at the University while doing post graduate work there from 1926-28, and from 1928-31 was a design critic in the Atelier Eschweiler, affiliate of the Beaux Arts Institute of Design. Licensed by the State of Illinois in 1927 and by Wisconsin in 1931, Kloppenburg has held a senior record with the NCARB since 1941. Today he is vice chairman of the Wisconsin Registration Board, having been a member of the Board since 1946.

After leaving the office of Eschweiler and Eschweiler in May 1931, Kloppenburg practised for a year with the senior Fitzhugh Scott, FAIA, and then went in business for himself. In 1954 he
Good design, now as in the past, will be simple and direct in its approach, both in plan and elevation as well as in mass and detail. Architects, working as a team rather than individuals, will produce a representative style for this period. I believe the style will be static, not a restless solution depending on unusual forms for its interest. The style will express the scientific advances of our times.”
# Blueprint of a Convention

**Exhibitors at Lake Lawn Lodge May 22-24**

**And Where to Find Them**

<table>
<thead>
<tr>
<th>Space No.</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Glazed Tile Sales, Inc. (Arkentex Ceramic Corp.)</td>
</tr>
<tr>
<td>2</td>
<td>J. W. Peters &amp; Sons, Inc.</td>
</tr>
<tr>
<td>3</td>
<td>American Olean Tile Company</td>
</tr>
<tr>
<td>4</td>
<td>Concrete Research, Inc.</td>
</tr>
<tr>
<td>5</td>
<td>Silbrico Corporation</td>
</tr>
<tr>
<td>6</td>
<td>Structural Glazed Masonry, Inc.</td>
</tr>
<tr>
<td>7</td>
<td>Osborne, Inc.</td>
</tr>
<tr>
<td>8</td>
<td>The Flintkote Company</td>
</tr>
<tr>
<td>9</td>
<td>Butler Tile Sales, Inc.</td>
</tr>
<tr>
<td>10</td>
<td>Masse's, Inc.</td>
</tr>
<tr>
<td>11</td>
<td>The Radford Company</td>
</tr>
<tr>
<td>12</td>
<td>Kohler Company</td>
</tr>
<tr>
<td>13</td>
<td>Natco Corporation</td>
</tr>
<tr>
<td>14</td>
<td>Downey Heating Company</td>
</tr>
<tr>
<td>15</td>
<td>E. G. Artz, Inc.</td>
</tr>
<tr>
<td>16</td>
<td>Roehm Ceramic Tile &amp; Mosaic Co.</td>
</tr>
<tr>
<td>17</td>
<td>Mason City Brick &amp; Tile Co., Div. of Goodwin Companies</td>
</tr>
<tr>
<td>18</td>
<td>Shannon Floor Co., Inc.</td>
</tr>
<tr>
<td>19</td>
<td>Milwaukee Insulation Co., Inc.</td>
</tr>
<tr>
<td>20</td>
<td>Vander Heyden, Inc.</td>
</tr>
<tr>
<td>21</td>
<td>The Plyco Corporation</td>
</tr>
<tr>
<td>22</td>
<td>Paramount Industries, Inc.</td>
</tr>
<tr>
<td>23</td>
<td>Mosaic &amp; Art Glass Studios, Inc.</td>
</tr>
<tr>
<td>24</td>
<td>Marathon, A Division of American Can Co.</td>
</tr>
<tr>
<td>25</td>
<td>Milwaukee Terrazzo Contractors</td>
</tr>
<tr>
<td>26</td>
<td>Minnesota Mining &amp; Mfg. Co.</td>
</tr>
<tr>
<td>27</td>
<td>Storagewall of Wis., A Div. of Metz Mfg. Co.</td>
</tr>
<tr>
<td>28</td>
<td>Aluminum Industries</td>
</tr>
<tr>
<td>29</td>
<td>F. W. Boelter Equipment Co., Inc.</td>
</tr>
<tr>
<td>30</td>
<td>Wisconsin Concrete Prod. Assoc.</td>
</tr>
<tr>
<td>31</td>
<td>Mid-States Concrete Products</td>
</tr>
<tr>
<td>32</td>
<td>Pentagon Engineering Products, Inc.</td>
</tr>
<tr>
<td>33</td>
<td>Stickler &amp; Downs, Inc.</td>
</tr>
<tr>
<td>34</td>
<td>Split-Rock Products Co.</td>
</tr>
<tr>
<td>35 &amp; 36</td>
<td>School Equipment Consultants, Inc.</td>
</tr>
<tr>
<td>37</td>
<td>Streator Brick Company Division, Hydraulic Press Brick Company</td>
</tr>
<tr>
<td>38</td>
<td>The Chicago Faucet Company</td>
</tr>
<tr>
<td>39</td>
<td>The Flintkote Company</td>
</tr>
<tr>
<td>40</td>
<td>Wisconsin Brick Corporation</td>
</tr>
<tr>
<td>41 &amp; 42</td>
<td>Spancrete</td>
</tr>
<tr>
<td>43</td>
<td>Portland Cement Association</td>
</tr>
<tr>
<td>44</td>
<td>Milwaukee Area Bureau for Lathing and Plastering</td>
</tr>
<tr>
<td>45</td>
<td>Weyerhaeuser Company</td>
</tr>
<tr>
<td>46</td>
<td>Rilco Engineered Wood Products Div.</td>
</tr>
<tr>
<td>47</td>
<td>Riverside Prestressed Concrete Co.</td>
</tr>
<tr>
<td>48</td>
<td>Smith &amp; Smith, Inc.</td>
</tr>
<tr>
<td>49 &amp; 50</td>
<td>Building Service, Inc.</td>
</tr>
<tr>
<td>51</td>
<td>Smith &amp; Smith, Inc.</td>
</tr>
<tr>
<td>52</td>
<td>Superior Cast Stone Co., Inc.</td>
</tr>
<tr>
<td>53</td>
<td>Nelson and Glass Company</td>
</tr>
<tr>
<td>54</td>
<td>Duwe Precast Concrete Products, Inc.</td>
</tr>
<tr>
<td>55 &amp; 56</td>
<td>Best Block Company</td>
</tr>
<tr>
<td>57</td>
<td>Overly Manufacturing Company</td>
</tr>
<tr>
<td>58</td>
<td>R. M. Sawbridge Company</td>
</tr>
<tr>
<td>59</td>
<td>J. M. Mitchell Products Co.</td>
</tr>
<tr>
<td>60</td>
<td>Unit Structures, Inc.</td>
</tr>
<tr>
<td>61</td>
<td>Ebeneirrer Woodworking Company</td>
</tr>
<tr>
<td>62 &amp; 63</td>
<td>Rusco Division</td>
</tr>
</tbody>
</table>
PRODUCERS COUNCIL AREA

A. Butler Tile Sales
B. Inland Steel Products
C. Aluminum Co. of America
D. Pittsburgh Plate Glass Co.
E. Edward T. Ver Halen, Inc.
F. Barber-Colman Company
G. U.S. Plywood Corp.
H. Daybrite Lighting, Inc.
I. The Mosaic Tile Company
J. Jim Michel Bldg. Specialists, Inc.
K. Armstrong Cork Company
L. Wisconsin Window Unit Co.
M. W. H. Pipkorn Company
N. Formica Corp.
O. Western Mineral Products
P. Lurie Glass Company
Q. Executone Co. of Milwaukee, Inc.

Exterior
T-1. The Whitacre-Greer Fireproofing Co.
T-2. Mil-Wis Engineering, Inc.
T-4. Wisconsin Bridge & Iron Company
T-5. Gagnon Clay Products
   Wisconsin Face Brick
T-6. Jackson-Foster, Inc.
T-7. Kohler Company
Edgar A. Stubenrauch, AIA, a native of Sheboygan, Wisconsin, is married and has three children, two grandchildren. Born July 9, 1894, he attended grade school and high school in Sheboygan and graduated from the University of Illinois. In 1921, after serving in World War I, he founded the firm of Edgar A. Stubenrauch and Associates, Inc., specializing in design and construction of churches, schools and hospitals. He is a member of the Committee on Church Architecture for the Lutheran Church—Missouri Synod with jurisdiction in Iowa, Michigan, Minnesota, North Dakota, South Dakota and Wisconsin, and a registered architect with the states of Illinois, Michigan, South Dakota and Wisconsin. The winning sketches submitted by his firm to the Sheboygan Extension design competition represent the “joint effort” of all members of his staff, says Stubenrauch, particularly architects Lawrence E. Bray, AIA and Richard P. Linde. The firm conducted competition among its own members, then combined their best ideas in the contest entry. Stubenrauch’s comments can be seen with the winning preliminary plans and renderings shown here.

The firm of Edgar A. Stubenrauch and Associates, Inc. of Sheboygan has been selected to design the Sheboygan Extension Center of the University of Wisconsin. The selection was made by secret ballot on February 26 from a field of nine entries in a statewide, AIA-approved competition administered by the Sheboygan County Board of Directors. Submitted plans were unsigned. Board members voted by secret ballot. County Corporation Counsel Alexander Hopp announced the choice on February 28.

Stubenrauch will now prepare detailed plans for the building to be erected by the county on a 72½ acre site formerly owned by the Kohler Co. at the west city limits south of Lower Falls Road and the Sheboygan River. It is hoped that construction will begin this summer or fall, with occupancy planned for the start of the 1963 fall university term.

Construction requirements made by the County Board’s building committee under Superintendent Emil Schuette called for facilities to accommodate from 500 to 600 first and second year students, with a 600 maximum to be reached in an estimated eight years. Architects entering the competition were directed to provide for future expansion of the university building in the form of either additional wings to be added to the original unit or structures separate from the first unit but clearly related to it. A paved outdoor parking area for 300 autos also was called for, as well as outdoor areas for football, track, baseball, tennis, volleyball and basketball; these athletic areas will not be installed immediately, however. Minimum interior requirements include nine classrooms, a lecture room, a music-drama, multi-purpose room, four laboratories, a library, student center and offices.

Here are the interior requirements in more detail.

Classrooms: three rooms 32x24 to seat 50 students each in lecture type chairs; standard classroom equipment with possible audio-visual aids; six rooms 24x26 to seat 35 students, one of them equipped with tables rather than table arm chairs.

Lecture room: about 44x76 in size with seating for 180 in fixed chairs at narrow tables; one demonstration table; provisions for possible audio-visual equipment.

Preparation rooms: one each 14x12 in size, for chemistry, physics and biology departments.

Music-drama multi-purpose room: about 40x70 in size with seating for 125 in portable chairs; stage capable of holding 50-member choir, small orchestra or dramatic cast; two dressing rooms.

Laboratories: biology lab 26x40 to serve 32 students, with office and storeroom; chemistry lab 26x50 for 24 students, with office, storeroom instrument room, stockroom and ventilation; physics lab 26x50 for 24 students, with office, store and area for future expansion; geography-engineering drawing lab 26x45 for 30 students with office, storeroom and photo dark room.

Library: 30x60 in size with room for 4000 volumes to be stored on walls where possible; seating for 75 students; study table, librarian’s office and checkout desk.

Student center: about 40x70 in size with space provided for studying, eating, smoking, etc; food serving area, dish-washing room, receiving area, dry and cold storage, staff lounge room with toilet room.

Offices: field office, conference room, temporary and permanent...
room, general office, duplicating and storage room, bookstore, director’s office, student personnel room, eight faculty offices.

Estimated total gross area of the building is 48,040 square feet.

The Stubenrauch preliminary plans seen here show a two-level structure facing north to the bluff overlooking Sheboygan River and Lower Falls Road. Detailed plans, expected to be completed in about two months, will be subject to approval by the UW Board of Regents. The county Board building committee then will advertise for bids and let contracts. UW institutional architect Donald H. Sites of Madison, present at the plan-selection meeting February 26, called preliminary sketches for the extension center only the “starting point” from which the architect may develop the building program in cooperation with the county building committee and UW Regents.

The building is expected to cost about $750,000. It will be owned and maintained by the county, staffed and equipped by the UW Extension Division with state appropriated funds. The site, purchased from the Kohler Co. for $18,140, will receive utility service from the City of Sheboygan to which it will eventually be annexed. Access to the building will be provided by U.S. Highway 141 which will bound the site on the west when it is finished. And already Sheboygan County Highway Department has begun a road to the site from the Ashby Bridge.

County Counsel Hopp, in a letter to the AIA office in Milwaukee, extended thanks of the County Board to all Wisconsin architects participating in the Extension design competition.
Weyerhaeuser Company
Rilco Engineered Wood Products Division

Announces the Appointment of

WOOD LAM, INC.
Pewaukee, Wisconsin

As Representatives for RILCO products for the State of Wisconsin —
An additional service to the Architectural Profession.

Contact our representatives for assistance with your design and specifications:
Ray Ohlgren — Cliff Euwema — Don Osenga — Bill Osenga
Buck Jansen — Joe Ray — John Goehl

Also at Pewaukee — Warehouse stocks: Straight Beams — Pitched Beams — Roof Deck
AVAILABLE FOR IMMEDIATE SHIPMENT.

GET THE FACTS ABOUT

GAS WATER HEATING
WE HAVE THEM FOR YOU...
NATURALLY!

Modern buildings need modern gas water heating. Let us help you with information on such things as estimated peak load requirements... recommendations on equipment sizing... local utility rates... annual cost comparisons... local contractors, dealers and installers... estimated equipment costs “delivered on job”... local equipment service facilities.

THE GAS COMPANY
626 E. Wisconsin Ave. • BROADWAY 6-6720, Ext. 329 • MILWAUKEE
GARYLITE Expanded Blast Furnace Slag makes concrete blocks lightweight, fire-resistant, attractive

This is an unusual concrete block; it is ten to fifteen pounds lighter than an ordinary concrete block the same size. Why? . . Because its coarse aggregate is USS Garylite Expanded Blast Furnace Slag. And because expanded slag Garylite blocks are lighter, workmen can handle them easier and masonry work goes faster.

When it comes to fire-resistance, Garylite blocks are real fire fighters: An expanded slag Garylite block only 1.7 inches thick (solid equivalent) meets the National Board of Fire Underwriters' 4-hour fire resistance test.

Moreover, Garylite blocks are attractive. Light gray in color, and produced in a variety of surface textures, they are good-looking without further finishing, or they can easily be painted, plastered, or paneled to blend with any style of architecture. Millions of tiny cells throughout each block provide excellent sound absorption and thermal insulation; nails can be driven into them cleanly and will hold firmly — and to top it off, Garylite blocks are economical!

For further information on Garylite made with USS Expanded Blast Furnace Slag, write or call:

ILWAUKEE LIGHTWEIGHT AGGREGATE corporation
Exclusive Wisconsin Garylite Distributors
225 EAST MASON ST. — MILWAUKEE 2, WIS. — BRoadway 1-3466
Wisconsin delegates to the national AIA convention May 7-11 in Dallas, Texas were the following corporate members: Edgar H. Berners, Joseph H. Flad, Charles H. Harper, John P. Jacoby, William S. Kinne, Jr., Ralph H. Kloppenburg, Clinton Mochon, Chapter President Francis J. Rose, Regional Chairman Julius Sandstedt, Harry Schroeder, Sheldon Segel, Henry R. Slaby, A. A. Tannenbaum, Fred Wegner, Karel Yasiko. Also present at the convention was Mrs. Jane Richards, executive secretary of the Wisconsin Chapter AIA. Wisconsin was allotted 17 delegates to the national meeting, in proportion to the corporate membership of the chapter. Those attending were selected on a volunteer basis and received credential cards at the convention on a first-come-first-served basis.

Response has been adequate to the biennial Draftsmen’s Competition, the chapter office reports. All entries were in by April 16. Award certificates and five $100 first prizes will be presented at the state convention at Lake Lawn Lodge, Delavan, at a luncheon May 23. Gary V. Zimmerman of Maynard W. Meyer and Associates, Milwaukee, spoke to 40 students at Arrowhead High School in Hartland on April 3. He showed the film, “Designing a Better Tomorrow,” at this Career Day session. His comment: “Some effort will have to be made to arouse interest among high school girls for architecture since the field does not exclude women by any means.”

Henry Martinez, AIA, showed “Wisconsin’s Changing Face” at a meeting of the Waukesha County Board of Realtors on April 11 at the Hotel Avalon in Waukesha.

Kenneth Kurtz, AIA, spoke to 30 students at West Division High School Career Day in Milwaukee on April 12.

Thomas Eschweiler, AIA, spoke at Pulaski High School Career Day in Milwaukee on April 18. 25 students attended his talk.

Richard Blake, AIA, gave a talk to approximately 30 men at a Kiwanis Club luncheon at Hubbard Park Lodge, Milwaukee, on May 2. His topic: “Architecture and Human Environment.”

The Southeast Division met for dinner and the month’s meeting at Brooks Memorial Union, Marquette University, on Tuesday, March 20. Texas architect, urban planner, researcher and teacher, O’Neil Ford, FAIA gave an informa-
tive talk following the meal, then led
an informal discussion with division
members.

The Western Division met Tuesday,
March 27 at the Cuba Club in Madison.
Speaker of the evening was R. D. Behm,
authority on hardwoods, who gave an
illustrated lecture on "Wood in De-
sign and Architecture."

Julius Sandstedt, AIA, Regional Direc-
tor of the North Central States, called
the latest regional AIA meeting to
order at the Hotel Eau Claire in Eau
Claire, Wisconsin at 1 p.m. on April
6. All member chapters were well rep-
resented. Present were: A. A. Tannen-
baum, President, Southeast Division,
Wisconsin Chapter; F. J. Rose, Presi-
dent, Wisconsin Chapter; A. J. Strang,
Vice-President, Wisconsin Chapter; E.
F. Klinger, guest, Wisconsin Chapter;
W. E. Bohrer, Secretary, North Dakota
Chapter; L. H. Reinke, Director, Wis-
consin Chapter; S. L. Nerdrum, Presi-
dent, Western Division, Wisconsin
Chapter; G. J. Paul, guest, Wisconsin
Chapter; J. C. Anderson, Secretary,
Minneapolis Chapter; R. L. Ames, Sec-
retary, St. Paul Chapter; J. D. Voigt,
President, St. Paul Chapter; J. M.
Penelon, Exec. Dir., Minnesota Society;
J. P. Jacoby, Secretary, Wisconsin Chap-
ter; E. V. Staszko, President, North
Dakota Chapter; G. Hickey, President,
Minneapolis Chapter; T. Potts, Secretary,
South Dakota Chapter; Mrs. Jane
Richards, Exec. Sec., Wisconsin Chap-
ter; and E. S. Jyring, President, Min-
nesota Society. Eau Claire residents Doug-
as Smith, Stephen Playter and J. R. Hal-
beck, all of the Wisconsin Chapter,
were luncheon guests. Members of
each society or chapter present com-
mented on the status of the profession,
present volume of work and anticipated
volume of work in their areas. Almost
without exception, they reported condi-
tions the same as at the meeting in
December and all seemed optimistic
about the future. Next, Julius Sand-
stedt explained the needs and uses for
the AIA supplementary dues. Beginning
in March, he said, the AIA Journal will
carry further explanation of these funds.
Also discussed at the conference were
national AIA convention matters, parti-
cularly the new election procedures.
Sandstedt acquainted those present
with the more orderly system of voting
to be used at the Dallas convention.
Next, three members of national com-
mittees gave reports: John Jacoby on
the national Chapter Affairs Committee,
John Anderson on the national Profes-
sional Practice Committee and Allen
Strang on the national Housing for the

Please turn page

Boston Store 'Whitefish Bay' Features
Reliance White Values and Dark Browns

BATCH inc.
1493 N. 108th St. • Milwaukee 13
GR 6-6440

Butler TILE
Tile Service
That Satisfies!

complete selection of name brand
tiles of every description in stock
and available immediately!
pleasant showroom demonstrates
every usage of tile!
design service readily available
if desired!

distributors of:
ROMANY SPARTAN TILES
BOIARI PAVE' TILE
POMONA TILES
CERAMAFLEX

BUTLER TILE SALES, INC.
(DISTRIBUTOR FOR ROMANY-SPARTAN TILE)
4180 N. First Street
WO. 4-9100
Milwaukee 12, Wis.

Wisconsin Architect — May 1962
STRENGTH and PERMANENCE— with immediate and continuing SAVINGS!

SAVE ON CONSTRUCTION— Fast erection of pre-cured Dulite slabs of a special Durcrete aggregate quickly forms dry working area for other trades . . . cuts time, building costs.

SAVE THEREAFTER— Dulite acoustical value increases efficiency; insulation value saves heating costs; fireproof to lower insurance costs; resistance to fumes, moisture, deterioration means longer life, lower maintenance cost.

Throughout the country, architects, engineers, contractors are recognizing the many advantages of Dulite in roof deck design and construction . . . are utilizing it in major structures. Very likely there's a Dulite installation near you — write or phone for the location.

Resignation of one Associate member was approved. One Associate member and two Junior Associate members were accepted. Details of the national convention in Dallas were discussed. All delegates were accepted and approved. Instructions to the delegates in voting on Institute matters and by-law changes were considered.

The Board discussed a report of the Office Practice Committee relative to firm names and titles. This committee has been developing recommendations to be presented to the Registration Board. Chapter by-law changes to be presented to the members at the annual meeting on May 24th were approved. The only change recommended was deletion of references to the number of members on committees now in the by-laws. The Chapter Affairs Committee has studied the committee structure and is considering a complete revamping for 1963.

The meeting was adjourned at 4:30 p.m.

Douglas Haskell, Editor of Architectural Forum magazine gave the fourth in a lecture series on architecture and planning on April 10 at Brooks Memorial Union, Marquette University. Among Haskell’s main contentions: living and “moving” (traffic) areas in our cities should be coordinated but separate; superhighways with seemingly in-
COACHMAN'S INN* SELECTS
ACME FACE BRICK

*Coachman's Inn, Little Rock

Acme Heritage Brick
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

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

FLW MONONA PROJECT SCRAPPED

A report from "Our Man in Madison":

In a referendum before the voters of Madison on Election Day, April 3, the supporters of the Frank Lloyd Wright-designed Monona Terrace Auditorium were dealt a severe blow when voters approved the proposal to junk it.

This culminated eight years of battling between two groups who had lined up sides on the question. As a result of a previous referendum Wright was hired as the architect and the project went out for bids about a year ago. The result of the bidding, which exceeded the budget by several million (no one was able to determine the exact amount), brought about the election of Henry Reynolds as Mayor, an avowed enemy of the project.

To complete the defeat, three incumbent aldermen, supporters of the FLW project, were unseated in their wards. This points to a clear majority on the Madison Council opposed to the Terrace site and design.

Mayor Reynolds has proposed several alternate sites and claims to have others up his sleeve. Barring legal entanglements over paying off the architects' fee, he has received a mandate to work on another site. But because the referendum before the voters was so worded, there was no authorization to proceed with another design or site. This may add to the confusion and, as some one has put it, "The auditorium question will probably appear in referendum every two years as long as we live."

Ill feeling among the citizens may be allowed to heal before the Mayor and Council have another go at the question.
To achieve distinctive custom wall effects with exposed aggregates for far less — specify MARBLECRETE.

Endless variations in shades and textures are possible through choice of bedcoat color and choice of size, shape, and type of aggregate — marble, quartz, granite, pea gravel. Control joints to double duty as they also serve to create interesting design detail; on the job application adds to the versatility of this low cost facing. No other material lends itself to so many unusual treatments — through simple variations of the basic idea and materials.

MARBLECRETE is simply our name for portland cement plaster which has an aggregate machine applied into its finish coat. You will find an outline specification in the Architects' Reference and Specifications Manual for Lathing, and Plastering recently delivered to your office by our Bureau representative.

Specify genuine Lath and

PLASTER
it lasts

For more information write: Milwaukee Area Bureau for Lathing and Plastering, 3274 North 77th St., Milwaukee 22, Wisconsin

A REPORT FROM YOUR WISCONSIN BUREAUS FOR LATHING AND PLASTERING