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This anniversary of the Wisconsin Architect gives us occasion to look through the past and the present and to reflect upon the future of our profession, both as individuals and as a group.

Surely, the steady population growth of our State and the increase in the output of our various industries must mean increased opportunities for us as Architects to design for the greater needs which will be created.

The challenge to us as individuals, then, in this expanding economy is that we prepare ourselves by adequate education and experience to offer to the public real competence in the many different aspects of our professional practice.

There is much talk about the inroads being made into the field of Architecture by groups outside the profession. This is true, and we must be alert to these threats to quality, design and service. However, in the end, the future of our profession lies in providing full competence — competence as planners, designers, technicians, salesmen and businessmen.

This need for increased knowledge means generally, perhaps, that the "one-man office" must give way to the larger organization that can gather together the required competencies to offer fuller services, or it means that the small firm must make greater use of consultants in one way or another.

Along with the greater need for our services, the increased competition in the furnishing of them, the greater complexity of professional practice, comes the necessity for action as a group. We need free interchange of ideas, discussion of mutual problems, and unified action in the solution of these problems. We need to act like professionals and to discipline those who do not, if we are to command the respect which will set us aside from the charlatans. The American Institute of Architects offers the perfect vehicle for this organizational need. This is evident from the Institute's rapid growth, effective efforts at self-improvement, and the quality of practitioners who are devoting themselves to the work of the organization.

In summary, let me say that the potential for our profession is tremendous, being limited only by our own inadequacies. Let us make ourselves truly competent in order to command the respect which we desire. Last of all, if we expect to be treated as professionals, let us act like professionals. Armed with these qualities, we should be able to face the future with confidence and enthusiasm.

By Allen J. Strang, AIA
President, Wisconsin Chapter
In *the INFERNO*, Dante finds himself "Midway this way of life," and with this realization begins a process of re-evaluation. While this is no limiting prediction of the future of the Wisconsin Architect (evaluation and re-evaluation being not only consistent with, but necessary to publication month after month), we find the magazine's thirtieth birthday meet occasion to present a refresher and introduction.

Thin and flapping, like a blossom tossed on May gusts, the first issue of the Wisconsin Architect flicked off the presses in early May of 1933, the deepest days of the depression. Under the seal of the State Association of Wisconsin Architects, the eight page, three column newsletter named itself the voice of "an organization promoting the best interests of the Profession by united action." A forceful headline clinched this purpose, "Scott advises Roosevelt of Wisconsin's Reaction on Competition," followed by a complete reprint of secretary Fitzhugh Scott's letter to the President regarding an architectural competition on the part of the Treasury Department. Competitions, in fact, occupied major front page attention; three of the four front page articles centered on competition, one of them proclaiming, "AIA Fights On For Bill H. R. 6187, Against Federal Competition."

A full column of that first issue set out the names of editors, associate editors, officers of the Association, the Executive Board and the Advisory Council. That same page and the next two carried capsule news notes and Association observations by editor Leigh Hunt, a detailed preview of the next issue, an ambitious statement of policy, a complete listing of members of the state association and a two column greeting to the members from Association President Leo A. Brielmaier. The first issue stood as prototype for all to come in the following year. There were articles by Carl Eschweiler and Roger Kirchhoff, and there were vignettes on the nature of architecture and on modern architecture, "the architecture of democracy, primarily motivated by profit."

Launched on a profession hit as hard as any by the great depression, the paper questioned the "agitation in times like these for a working schedule consisting of six hours a day and five days a week," stating, "it is certainly a question with which we shall all soon be confronted," and asking, "how many of us have a definite idea as to how we shall answer it?" The editor indicated that the three best letters received on the subject would be published.

A more ominous and prophetic reprinted article, "In Times Like These," claimed, "A recession in business is not new to members of the older generations. They know that history is merely repeating itself. To the younger men it is a new experience. But all are learning lessons in business and thrift which, if they are wise, will stand them in good stead in the years to come . . . Among other things, architects have learned the danger of excessive office overhead and the importance of building a financial reserve when business is good. Some will remember this when business improves."

For the first publisher, architect Alfred H. Zarse (now of Zarse and Zarse, Inc.) "it was very difficult. The very week the magazine was founded all the banks in the country closed. People we approached looked at us with dumbfounded amaze-ment that we should be looking for advertising when the whole country 'was going to hell.' However, within ten days we sold enough advertising to carry for

(Continued on next Page)
Under editor Hunt:

First, photographic covers...

THE WISCONSIN ARCHITECT

Later, all copy...

THE WISCONSIN ARCHITECT

...to lower the costs.

THE WISCONSIN ARCHITECT

one year. Not one of those original supporters welshed on their contracts." Architect-editor Hunt, as chairman of the association publicity committee, provided in the original publishing agreement with Zarse that "any income above the actual costs of publication will revert to the publisher’s account," a policy maintained with successive publishers. And though there may have been enough contracts to balance the budget for the first year, it is certain that publisher Zarse made no money from that first scant issue. Four intrepid advertisers (Moe lighting, Patek paints, Schmidt blueprints and Kiefer food service equipment) plunged their faith and a total of $48 in the new venture. Costs were not high then, but "actual costs of publication" come to an average of $122.50 each month. Printing the 500 copies came to $87.50 (the original printer was E. F. Schmidt, father of the present publisher), and although the printing of today’s 40 page, 1,300 copy magazine is well over ten times that, advertising rates have gone up only two and a half times in the four increases made in thirty years. The courageous Zarse relinquished his publishing position to John S. Holbrook in May, 1934. During that year the appearance and attitude of the paper remained much as it had been in the founding year. However, a mystery hides what the paper looked like and stood for immediately after that issue. With the exception of two scattered issues of 1934 donated in 1945, the Milwaukee Public Library collection of the Wisconsin Architect ends — for a decade — with that issue of May, 1934. Neither the Wisconsin AIA chapter office nor the office of the publisher has any of these copies. Evidently, either a lack of historical responsibility or interest halted library subscription or receipt of donations during this period.

The first preserved issue on the later side of the gap reveals that AIA Fellow Leigh Hunt became both publisher and editor of the Architect not later than January, 1944 and that he held both titles through September, 1984. Under his aegis the publication evolved from its earlier newsletter structure into magazine format and appearance.

From articles primarily of local and association interest, Hunt broadened the editorial content with articles on a variety of subjects primarily reprinted from other publications. They stressed strengthening the profession, called for aesthetic and ethical re-evaluations, described specific problems in residential and commercial design, including those presented by shopping centers, and demonstrated a growing awareness of the position of older buildings in both their restoration and demolition.

Editorial content in the later ’40s was influenced externally by post-war problems and internally by the fact that the Wisconsin Architect was now official publication of not only the State Association but also the AIA Chapter and the Producers Council Club of Wisconsin. One article asked, "Who's Afraid of Prosperity?" Others considered the post-war housing problem, the outlook for business and labor and the availability of building products.

In the transition from newsletter to magazine, Hunt gave the Architect an identifiable cover, static in design and typography, but initiating visual information about individual architect’s works

(Continued on Page 21)

WANTED: THE WISCONSIN ARCHITECT

THE LEAN YEARS...

1934 January; October through December
1935 all issues through 1943
1948 March through September; November; December
1949 All issues
1950 January through September
1951 October through December
1952 January through August

Copies of these issues have never found their way into the collections of the Milwaukee Public Library, the Chapter office or the ARCHITECT’s publisher. We’re sure that some of you must have received some of these issues, and would appreciate a spring housecleaning search by you. The findings of your dedicated attic expeditions will be turned over to the Milwaukee Public Library for binding, and in case of duplicates the publisher’s archives will benefit. Donors’ names will be recorded in the bound volumes. Please send all copies to:

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MEMORANDUM FOR:
The Secretary of Commerce
The Secretary of Labor
The Director, Bureau of the Budget
The Administrator of General Services Administration
The Special Assistant to the President for Cabinet and Departmental Relations
The Chairman, National Capital Planning Commission

I have reviewed the report of the Ad Hoc Committee on Federal Office Space. This report provides a long-needed perspective on Federal office space problems and prospects in the Washington, D.C. metropolitan area.

I am requesting each department and agency head to give immediate study to the report and take appropriate action. Future planning for the acquisition and use of office space is to be guided by the findings and recommendations of this report.

I will appreciate a progress report one year from now by the Administrator of General Services with regard to Federal office space and the adoption of improved architectural standards. I should like a similar report on progress from the Chairman of the National Capital Planning Commission with regard to the improvement of Pennsylvania Avenue.

In the course of its consideration of the general subject of Federal office space, the committee has given some thought to the need for a set of principles which will guide the Government in the choice of design for Federal buildings. The committee takes it to be a matter of general understanding that the economy and suitability of Federal office space derive directly from the architectural design. The belief that good design is optional, or in some way separate from the question of the provision of office space itself, does not bear scrutiny, and in fact invites the least efficient use of public money.

The design of Federal office buildings, particularly those to be located in the nation's capital, must meet a two-fold requirement. First, it must provide efficient and economical facilities for the use of Government agencies. Second, it must provide visual testimony to the dignity, enterprise, vigor, and stability of the American Government.

It should be our object to meet the test of Pericles' evocation to the Athenians, which the President commended to the Massachusetts legislature in his address of January 9, 1961: "We do not imitate—for we are a model to others."

The committee is also of the opinion that the Federal Government, no less than other public and private organizations concerned with the construction of new buildings, should take advantage of the increasingly fruitful collaboration between architecture and the fine arts.

With these objects in view, the committee recommends a three point architectural policy for the Federal Government.

1. The policy shall be to provide requisite and adequate facilities in an architectural style and form which is distinguished and which will reflect the dignity, enterprise, vigor, and stability of the American National Government. Major emphasis should be placed on the choice of designs that embody the finest contemporary American architectural thought. Specific attention should be paid to the possibilities of incorporating into such designs qualities which reflect the regional architectural traditions of that part of the Nation in which buildings are located. Where appropriate, fine art should be incorporated in the designs, with emphasis on the work of living American artists. Designs shall adhere to sound construction practice and utilize materials, methods and equipment of proven dependability. Buildings shall be economical to build, operate and maintain, and should be accessible to the handicapped.

2. The development of an official style must be avoided. Design must flow from the architectural profession to the Government, and not vice versa. The Government should be willing to pay some additional cost to avoid excessive uniformity in design of Federal buildings. Competitions for the design of Federal buildings may be held where appropriate. The advice of distinguished architects ought to, as a rule, be sought prior to the award of important design contracts.

3. The choice and development of the building site should be considered the first step of the design process. This choice should be made in cooperation with local agencies. Special attention should be paid to the general ensemble of streets and public places of which Federal buildings will form a part. Where possible, buildings should be located so as to permit a generous development of landscape.
AIA fellows of the past thirty years

EDGAR H. BERNERS became a Fellow for Service to the Institute in 1951. He is a graduate of the University of Illinois. He was employed by the firm of Foeller, Schober and Stephenson of Green Bay and then, for a short time in Youngstown, Ohio and Philadelphia before returning to Green Bay as a partner in the firm of Foeller, Schober, Berners, Saafford and Jahn. Edgar H. Berners was registered as Architect in 1928. He is chairman of the architectural Division of the Wisconsin Registration Board of Architects and Professional Engineers.

RALPH H. KLOPPENBURG became a Fellow for Service to the Institute in 1962. He was an officer of the Wisconsin Chapter for 13 of the 31 years he has been affiliated with it. Born in 1903 in Davenport, Iowa, he graduated from the University of Illinois in 1922. He was instructor of design at this University while doing graduate work there from 1926-28. Licensed by the State of Illinois in 1927 and by Wisconsin in 1931, Kloppenburg has held a senior record with the NCARB since 1961. He is vice-chairman of the Wisconsin Registration Board, having been a member of the Board since 1946. He is senior partner of the firm Kloppenburg and Kloppenburg, Milwaukee.

RICHARD W. E. PERRIN was born in Milwaukee in 1909. He advanced to Fellowship in 1961 for contributions in education and public service. From 1927-1934 he apprenticed in architecture with Richard Phillip, FAIA (who became a Fellow in 1925), Milwaukee. He studied at the University of Wisconsin from 1927-1929, 1929-31 at the Layton School of Art, Milwaukee, 1934-1935 at the Beaux-Arts Institute of Design, Atelier Escheweller, Milwaukee. He was registered as architect by the State of Wisconsin in 1939. In 1960 Perrin received a Citation of Merit by the Wisconsin Chapter, AIA for contributions to historic American buildings preservation. For detailed background see Wis. Arch., April 1961 issue. Mr. Perrin is presently Director, Department of City Development, City of Milwaukee.
Fellows not recorded here were: 1923 — Richard Phillip; 1926 — Gerrit J. de Gelleke; 1937 — for public service, Henry A. Froeller; 1942 — Leigh Hunt.

Upper left:
A. C. ESCHWEILER, head of the firm of Eschweiler and Eschweiler, Milwaukee from 1923 to 1940. Advanced to Fellowship in 1918. He was a graduate of Cornell University in the class of 1890.

Upper right:
PETER BRUST, (1869-1946) served his apprenticeship with the firm of Clas and Ferry, Milwaukee. (Alfred G. Clas became a Fellow in 1889 and George B. Ferry in 1911). He founded the firm of Brust and Brust in 1926. Peter Brust advanced to Fellowship in 1923.

Lower left:
FITZHUGH SCOTT, Sr., (1881-1957) graduated from Columbia University Architectural School in 1906. He served his apprenticeship with Alexander C. Eschweiler. In 1908 he went into business for himself. He was a member of the National AIA since 1917, of the Wisconsin Chapter since 1932. He advanced to Fellowship for services to the Profession in 1948.

Lower right:
THOMAS LESLIE ROSE, (1868-1935) served his apprenticeship with James J. Egan in Chicago. He went into partnership with Charles Kirchhoff, Sr., of Milwaukee, an enduring association of 40 years. Thomas L. Rose served two terms as president of the Wisconsin Chapter AIA and was advanced to Fellowship for public service in 1934.
1963 committee reports

PUBLIC RELATIONS COMMITTEE  
A. A. TANNENBAUM, CHAIRMAN

The Public Relations Committee developed and received Board of Directors' approval on an architectural journalism competition, open to publications throughout the state; and a license plate emblem which is still subject to Institute approval. A high school essay contest for effective exhibitor display. The Residential Consultant Service is making steady progress toward being a worthwhile Public Relations program. Recommendations: (1) Use, improve and participate in the Speakers Bureau. (2) Use all available Public Relations films to the fullest. (3) Use, improve and participate in the Public Relations program.

BUILDING CODE COMMITTEE  
CARL GAUSEWITZ, CHAIRMAN

Very actively participated in code changes in the state. Committee proceeded on the philosophy, that only code changes in agreement with provisions of existing national codes written with respect to performance requirements, would be favored. Committee members appeared in favor of approval of the Industrial Commissions budget request. Lack of funds apparently created long delays and low caliber of review on plan approval by the Industrial Commission. Recommendations: (1) Wisconsin Chapter Code Committee member on Industrial Commissions Code Formulation Committee. (2) Retain architecturally and engineerically trained personnel in Industrial Commission. (3) State Board of Health Building and associated plumbing review group under one roof with Building Inspection Department and better co-ordination of all reviewing bodies.

HOSPITAL AND HEALTH COMMITTEE  
JOSEPH H. FLAD, CHAIRMAN

As of this date, I have laid out some groundwork with the State Department of Public Health, Hospital Division and the Hospital Administrators Association in organizing a Seminar on Hospital Planning and Construction. Tentatively the time has been set for this fall at the Wisconsin Center Building. As this program develops, committee members will be called upon to help organize and to participate.

INSURANCE COMMITTEE  
THOMAS H. FLAD, CHAIRMAN

The carrier of the Chapter Group Insurance has notified the committee that no increase in premium is anticipated for this year. As of January 1, 1963, 49 firms and 166 employees have availed themselves of the group plan. Future premium charges and possibly broadening coverage are to be negotiated this year.

CHAPTER AFFAIRS COMMITTEE  
JOHN P. JACOBY, CHAIRMAN

Recommended by-law changes to allow officers to take office on January 1st of each year, to change all Divisions to Sections, to improve dates for nomination of Directors, and to simplify total committee structure. Also recommended complete new committee structure to create "Commissions" on Professional Society, Public Affairs, Construction Industry and Professional Practice. Committee members, as sub units, will work through these commissions. Classification of Associate membership changed to Professional Associate and Junior Associate to Associate. Recommendations: (1) Define duties of each Committee. (2) Better coordination of Sections by placing names of each Section President on others' mailing lists.

PRODUCER'S COUNCIL, AIA LIAISON COMMITTEE  
ROBERT TORKELSON, CHAIRMAN

A joint banquet meeting of Producers Council and AIA, for presentation of an award to an architect making outstanding contributions toward cooperation between architect, producers and contractor, was attempted. This was deferred for a more appropriate time. Recommendations: (1) Extension of working seminars to include contractors, as participants, experienced in particular phase of architecture. (2) Expand Producer's Council, AIA activity to make it state wide.

MEMBERSHIP COMMITTEE  
THOMAS L. ESCHWEILER, CHAIRMAN

A comprehensive dossier system for the membership records has been formulated and is in effect. Advancement in membership classifications efforts are continuing. Architects eligible for AIA membership were approached regarding joining. Recommendations: Complete file on all registered individuals' evaluation of eligibility, based on employment, previous record, etc.

AIA — A.G.C. COMMITTEE  
ALVIN E. GRELLINGER, CHAIRMAN

Efforts have been concentrated in Southeast area of state. Meetings have been held with the contractors' groups on temporary heat, temporary electricity, substantial completion, insurance clauses, bid bonds, payment applications, etc. Comparison is being made between Wisconsin and National procedures. When completed, facts will be turned over to the Board of Directors for presentation to the membership through the Wisconsin Architect.

GOVERNMENT RELATIONS COMMITTEE  
T. L. ESCHWEILER, CHAIRMAN

Made a specific recommendation in the selection of a State Architect, that selections should be made in the same manner as that used previously. The recommendation was referred to the Wisconsin Chapter, Board of Directors.

(Continued Page 35)
Existing records of the Honor Awards Program from its inception in 1951, sponsored biennially by the Wisconsin Chapter, American Institute of Architects, "desiring to encourage appreciation of excellence in Architecture and to afford recognition of exceptional merit", prove that the firms of Grassold-Johnson & Associates, Milwaukee and John J. Flad & Associates, Madison share the distinction of having been given one or more awards at each program. They both received a total of eight awards for this period of time, the highest number of awards given to any firm.

Entries to the competition were judged not in competition with one another. Awards were made by the juries on the basis of the excellence of the architect's solution of the problem presented him by the owner's requirements, site conditions, cost limitations and other limiting factors.

In these pages are the Honor Award buildings designed by Grassold-Johnson.

Upper: Wauwatosa Civic Center — 1959
Center: Racine YMCA — 1961
Lower: Finney Public Library Branch, Milwaukee — 1955

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Wisconsin Architect — May 1963
Upper left: Lutheran High School, Wauwatosa — 1957
Upper right: Babcock Hall, Madison — 1953
Center: Square-D Company, Glendale — 1959
Lower left: St. Camillus Chapel, Milwaukee — 1961
Lower right: Housing Development, Wis. 2-1, Sixth Ward, Milwaukee — 1953
Of all the annual Wisconsin AIA conventions, the 14th, set for June 3-7 at Elkhart Lake, may well prove the most important and uniquely beneficial to the individual architect. It investigates the world around him (which seems at times to smother him), illuminating the influences exerted and the pressure brought upon him. Governmental policies and politics, legal liability, management problems, attitudes of clients and the important question of education are corners of his menage that will be searched out.

The emphasis of this year's program is on THE TOTAL ARCHITECT and the subject matter will be refreshingly unlike anything done before. Speakers and panelists, whose backgrounds are given on the following pages, have been specially selected for knowledge and experience that cracks the veneer of professional practice and digs into the real problems concerning every architect. It is a program no architect in the state should miss.

Exhibitors have accepted tents for housing, prepared to present technical product information for thorough examination. Those visiting all exhibitors' booths will have a chance at the Grand Prize.

Membership matters will be considered at the annual meeting. There have been several dramatic situations within the organization since last year's meeting and President Allen J. Strang urges full attendance.

M. Stanton Evans
EDITOR, INDIANAPOLIS NEWS
POLITICAL OBSERVER

M. Stanton Evans is a graduate of Yale University. At Yale he edited Comment magazine, was feature editor of the Yale Daily News, and chairman of the Calliopean Debating Society.

Mr. Evans is a former managing editor of the Washington newsletter Human Events, and assistant editor of The Freeman. He is a regular contributor to National Review. He received Freedom Foundation awards for editorial writing in 1959 and 1960; he also received the 1960 Headliners Club award for consistently outstanding editorial pages.

Mr. Evans is now editor of The Indianapolis News, and the author of a recently-published book, Revolt on the Campus.

Burnham Kelly
DEAN, COLLEGE OF ARCHITECTURE
CORNELL UNIVERSITY

Educated Williams College, Harvard Law School, M.I.T. (Master of City Planning 1941). Practiced law in Providence, R.I., 1938-38. War work for National Research Council and Office of Scientific Research and Development. Returned to M.I.T. to divide time between housing research (headed Albert Farwell Bemis Foundation 1949-54) and teaching (Assoc. Prof. of City Planning, conducting courses in design and controls). In Sept., 1960, became Dean of the College of Architecture, Cornell University. Miscellaneous consultation and writing in planning and housing fields. Member AIP, AIA. Author The Prefabrication of Houses (1951), and (with others) Design and the Production of Houses (1959).
On Wednesday, June 5, at 2 p.m., George M. White, architect, engineer, lawyer, physicist and financier — enough accomplishment there to satisfy five full lifetimes — will offer his view(s) as an architect, engineer, lawyer, physicist and financier on the design, engineering, legal, physical and financial aspects of the architectural profession, with, we expect, especial reference to the last. Mr. White has authorized, professed, developed, built, arbitrated and bought and sold too much in too many places to possibly be listed here.

Joining Mr. White in a panel discussion after his talk will be George Fred Keck, architect of 10 years standing in Chicago, and John C. Telander, vice-president and treasurer of Telander Bros. Contractors, Inc., of Chicago, specialists in residential tracts and heavy industrial construction.

How do school board members feel toward the architects who plan the new school buildings that are springing up all over the country?

Five Whitewater State College educators are seeking the answer to this and related questions in the first study of its kind ever undertaken in this country.

The professors, members of the recently formed Whitewater Committee for Public School Research, have undertaken the study at the request of Edward D. Gray, architectural consultant from Waukesha, Wis.

"We know there are going to be massive changes in the design of schools, but we are not certain how deep the changes will be," Gray said. He pointed out that changes in attitude toward subject matter as well as changes in educational approaches make the matter an extremely complex one.

Members of the Whitewater Committee for Public School Research are Dr. Cord O. Wells, dean of instruction; Dr. A. Donald Beattie, dean of the School of Business and Economics; Dr. R. J. Brown, assistant to the president; Dr. A. J. Lien, dean of the Graduate School; Dr. A. G. McGraw, principal of W. P. Roseman Elementary School (campus school); and Dr. Everett M. White, chairman of the department of education and psychology.

The architect is perennially faced with the disturbing but absolutely necessary function of "selling" his services as a professional man. The very statement seems to imply a contradiction. Professional thinking does not allow hucksterism. But, like the doctor, lawyer and other professionals, the architect must "sell" in his own unique way.

It will be the purpose of John W. Mitchell and Garland G. Fritts, both of George Fry & Associates, Management Consultants, to give insight and methods of approaching this problem on a practical basis. Their presentation will be based in part on the Whitewater Report. But they maintain that the interest of architects in problems of selling school boards is symptomatic of a broader interest in the total problem of selling.

Mr. Fritts has been active in the field of marketing for eleven years and has specialized in product management with related work in the area of marketing communications. Mr. Mitchell, associate in the marketing and general management area of the Fry corporation, has supervised and participated in numerous marketing, sales and industry forecasting, distribution, and general business assignments.
American Air Filter Co.
Herman Nelson Division
American Oleum Tile Company
Arketex Ceramic Corporation
Glazed Tile Sales, Inc.
Architectural Building Prod., Inc.
E. C. Artz, Inc.
Auckley Equipment Co., Inc.
Badger Concrete Company
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Broan Manufacturing Company
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J. F. Cook Company, Inc.
Duwe Precast Concrete Prod., Inc.
Ebenreiter Woodworking Co.
Engineered Bldg. Products, Inc.
*Executone Co. of Milw., Inc.
The Flintkote Company
The Gagnon Clay Products Co.
The E. F. Hauserman Company
Herman & Ebben Kitchen Mart
*Inland Steel Company
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Wisconsin Brick Corporation
Wisconsin Bridge & Iron Co.
Wisconsin Concrete Products Assn.
Wisconsin Telephone Company
Wisconsin Window Unit Company
Zenith Electric Company
* Space applied for, but contract not received to date — 4/23/63

Wisconsin Architect — May 1963

19
'63
CONVENTION

THEME:
THE TOTAL ARCHITECT

DATES:
JUNE 3 - 7, 1963

LOCATION:
ELKART LAKE, WISCONSIN
SCHWARTZ HOTEL
PINE POINT RESORT
SIEBKEN'S

MONDAY
JUNE 3, 1963
A.M. TENT ERECTION
P.M. EXHIBITOR SET-UP

TUESDAY
JUNE 4, 1963
REGISTRATION AND VIEWING OF EXHIBITS
9:00 A.M.
WISCONSIN CHAPTER, AIA

12:00 NOON
BOARD OF DIRECTORS' MEETING

2:00 P.M.
ANNUAL MEMBERSHIP MEETING

4:00 P.M.
(LADIES' TOUR)
6:00 P.M. — 7:00 P.M.
COCKTAILS

7:00 P.M.
KEYNOTER DINNER
MR. M. STANTON EVANS,
EDITOR, INDIANAPOLIS NEWS
HONOR AWARD CERTIFICATE PRESENTATION

WEDNESDAY
JUNE 5, 1963
REGISTRATION AND VIEWING OF EXHIBITS
9:00 A.M.
WISCONSIN ARCHITECTS FOUNDATION

10:30 A.M.
BOARD OF DIRECTORS' MEETING

12:00 NOON
LUNCHEON

2:00 P.M.
GEORGE M. WHITE
DEVELOPER-FINANCIER-ARCHITECT — PANEL

2:30 P.M.
GEORGE M. WHITE
4:30 P.M.
GEORGE KECK
JACK TELANDER
6:00 P.M. — 7:00 P.M.
COCKTAILS

7:00 P.M.
BANQUET — SPEAKER:
BURNHAM KELLY, DEAN,
COLLEGE OF ARCHITECTURE
CORNELL UNIVERSITY
ITHACA, NEW YORK

THURSDAY
JUNE 6, 1963
REGISTRATION AND VIEWING OF EXHIBITS
9:30 A.M.
11:30 A.M.
REPORT OF THE WHITENATER COMMITTEE FOR PUBLIC SCHOOL RESEARCH ON STUDY OF SCHOOL OFFICERS' ATTITUDE TOWARD ARCHITECTS

12:00 NOON
'MEET THE EXHIBITORS'

2:00 P.M.
LUNCHEON — USE ANY OF THE 3 RESORTS

2:00 P.M.
GEORGE FRY & ASSOCIATES,
4:00 P.M.
MANAGEMENT CONSULTANTS
THE TOTAL ARCHITECT — SALESMAN OF SERVICE, USING THE WHITENATER REPORT AS ILLUSTRATION

6:00 P.M.
COCKTAILS

7:00 P.M.
(RECEPTION FOR STATE ARCHITECT — ?)

7:00 P.M.
DINNER DANCE ENTERTAINMENT
through changing photos or drawings. However, he reverted back to a non-photographic cover after about a year, presumably for cost reasons. The body of the magazine rarely included photographs, excepting pictures of individuals, until the early 1950's. Full page merchandising advertisements appeared infrequently somewhat earlier, with the more usual, smaller, institutional "calling card" ads individually boxed throughout the new two-column layout. The magazine's personality was predominantly academic, with its slender Roman typography and its lengthy, often scholarly, reprints. After the initial years during which the magazine ran at eight pages, it advanced to twelve pages and remained almost constant at that level until 1958.

In October of 1954, N. Jack Russell, Jr., replaced Hunt as editor and publisher and introduced a somewhat different editorial approach in content and style based on his journalistic background compared with Hunt's strong architectural interests. Russell continued Hunt's cover recognition of local architectural work and added a one or two page lead tie-in story. This reflected Russell's view that the regional Wisconsin Architect could not expect to compete with widely circulated national publications like Architectural Forum; therefore, "if the small magazine is to have a legitimate function, it is to mirror the more specific interests of the particular community it serves." The Wisconsin Architect thus returned to three-column make-up, use of new sans serif type faces. News briefs were compactly organized under "To Fill You In . . . .", supplemental to the one or two page features which gained dominance in the magazine. Locally written material made up most of the features. There were few reprints.

During his first three years with the Wisconsin Architect, Russell also served as Executive Secretary of the AIA Wisconsin chapter. When he left that post his wife, Betty, joined him in producing the magazine. Shortly after, cover appearance of the Architect changed from the static geometric pattern that had been associated with it for years. "The magazine had a standard cover due to financial reasons," she said, but when she came into working association with it, "we decided to spend more on the cover and make less." Subsequent issues showed a refreshing use of art in two and three colors to give semi-abstract reference to the lead article. Color appeared in a few ads inside the magazine for the first time during this period. More and better photos began to brighten the pages.

Because of family commitments, the Russells asked that the magazine be transferred and since July, 1960, the Wisconsin Architect has been published and edited by Frederick G. Schmidt. Since that date the publication has continued to serve the legitimate functions of the small regional architectural magazine, but with the new publisher's avowed purpose of attaining the highest degree of excellence of any such publication. The Wisconsin Architect doubled in size during this period, increased the use of color and photos, expanded editorial content, and began using original art created for the magazine.

With the continuum of professional interest and emphasis, the Wisconsin Architect has grown and is growing with the times and realization of needs. Its initial period, provincial in outlook, was based on the need of the Association to know itself, to become more cohesive and through this to gain greater professional awareness. Subsequent years brought consistent exposition of the work of the architect and emphasis of his relations to his various publics. Recent years compare the realization of architecture as a greater consideration — as a function of total environment — not only a relation to individual buildings. As society becomes more complex, the need for integration becomes more vital. Through all the years there has been constant definition of the profession and its position in society. With such needs and their realization, 30 years may not be a limiting mid-point in the life of the Wisconsin Architect, but the established beginning of a continuing tradition and influence.
JOBS RECENTLY COMPLETED

OAK CREEK HIGH SCHOOL
ZARSE AND ZARSE INC., ARCHITECTS

UWM SCIENCE BUILDING —
GRELLINGER-ROSE ASSOCIATES, INC.,
ARCHITECTS

CONVENT HILL HOUSING —
FRANCIS S. GURDA, ARCHITECT

WALWORTH COUNTY COURTHOUSE —
EBLING, PLUNKETT AND KEYMAR —
ARCHITECTS

RED CARPET INN
MILLER AND WALTZ — ARCHITECTS

DE SALES SEMINARY
BRUST AND BRUST — ARCHITECTS

BECKER CONSTRUCTION COMPANY INC.

BUILDERS OF

OAK CREEK

SENIOR

HIGH SCHOOL


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April 17, 1963

Dear Mr. Zien,

With your final certificate for payment for the Oak Creek Senior High School, we wish to congratulate you on a fine plumbing job well done.

Your techniques were thorough, timely, and businesslike; negotiations for the few extras were reasonable and fair.

All in all, Oak Creek was our smoothest run, most successful project to date. It was a pleasure dealing with all of the big time contractors who were the successful bidders.

We hope to see you bidding more of our work.

Very truly yours,

ZARSE & ZARSE, INC., A.I.A.

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ZIEN is one of the few mechanical contractors in its field whose organization is headed by a registered professional engineer and supported by seven engineering specialists. Our engineering staff is one of the finest in this area.

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PLUMBING  AIR CONDITIONING  HEATING
1963 honor award Oak Creek senior high school

ZARSE AND ZARSE, INC.
Oak Creek Senior High School, designed by Zarse and Zarse, Architects, Milwaukee, received one of the six Honor Awards selected from 65 entries by the 1963 Honor Awards jurors, Ralph Rapson, AIA, Alfred Shaw, FAIA and Harry Weese, FAIA.

The report of the jurors, citing their principle reason for making this award reads: "Although somewhat lacking in expression, is a responsible solution to a large complex school problem. Compact and efficient plan indicates advantage taken of grade variation. Utilitarian in design, illustrating use of premium land area. Sober, straightforward, no-nonsense, economical approach to building materials. Folded plate structure and permanent construction well handled. Example of prototype Architecture; continuation of straightforward tradition. Trees in court will enhance the building."

The owner's, The Joint City School District No. 1, Cities of Oak Creek and Franklin, program called for a senior high school building to accommodate 1500 students in grades 10, 11 and 12 to serve the entire community alone for at least one decade. Approximately 40% of the student enrollment would be college preparatory students, 60% would enter vocations and careers directly from this school.

An extensive survey of the curriculum needs of the community was made. Al Zarse, AIA, met in many planning sessions with faculty representatives of the various departments, the Building and Sites Committee, the Board of Education and administrative groups.

The site, 50 acres, with streets on four sides, irregular in elevation with 25 feet between highs and lows, elevation changes principally concentrated in a 15 foot hill extending north and south through the site, falling from west to east, was to be shared with a 22 classroom elementary school, occupying 10 acres in the north-east corner of the plot. A virgin woods of mature oaks in the northwest corner of the plot was to remain intact. The main entrance to the building was not to be on the south.

Academic classrooms were to be large, light, airy and equipped with elaborate teaching aids. Street distractions were to be eliminated without the use of glass block. Provisions had to be made for year-round school program and consequently eventual air conditioning of the entire building.

Shops were to be large, industrial in appearance and layout. They were to contain principal machinery used in industry. Welding, foundry and tool making were to be taught. Drafting rooms were to be located near the shops. Combination lecture-laboratory rooms were to be outfitted on college level. A planetarium was required to provide background for space careers.

The performing arts, taking a prominent place in the proposed curriculum, were to have individual small rooms for music, equipped with sound recording equipment good enough for a radio studio. Space for painting, sculpture, pottery, weaving and jewelry was required. A little theater for the dramatic arts was to be considered.

A cafeteria accommodating the entire student body in two shifts, located to have a view of the 50 acre campus plus a kitchen with all facilities to meet the requirements of the government luncheon program was stipulated.

A bus unloading shelter, a central library to accommodate 10,000 volumes and separate warehouse storage facilities were to be provided for.

It was decided to remove all problems associated with the hill by placing the building on the hill, with one more story on the low than the high side.

Compactness was mandatory because of over 70 teaching stations and also to eliminate 10 or 12 minute walks between extreme ends. (There is one mile of corridor now.) Doubly loaded corridors around a "racetrack plan", stacked 2 stories high was decided upon. Classrooms were organized in the plan according to subject relationship, degree of quietness, and ideal traffic flow. The cafeteria was placed on one story columns extending from the building, serv-
ing at the same time as the bus unloading shelter. The library was turned inwards toward the courtyard to provide the light needed without street distraction.

Monolithic concrete was decided upon for the structure for its low cost, fireproofness, sound retardance and fallout protection factor. For structural integrity a concrete folded plate was used to span the 100 ft. x 120 ft. gymnasium. The same system spans the pool and music rooms. The building complex is divided into 5 separate buildings 1' apart for expansion and contraction.

For reasons of strength, economy and limited expansion steel was chosen for the curtain wall. Sash and subframes were painted with epoxy-resin enamel to remove the problem of rust. Panels are of porcelain enamel. The wall is drumtight to the weather through the double protection of both Thiokol and pressure sensitive tapes.

"We put sun-glasses on the entire building by using grey glass," says Leigh Zarse. Grey glass rough, heavy, unpolished blanks were used in the lower hopper vent of all classroom windows. Fiberglass drapes and simple draw shades complete the sun control measures.

Hot water was chosen to distribute heat for its ease in converting to chilled water for summer cooling. All units and pipes were chosen accordingly. Natural gas was available, and the boiler burners are "either-or" quick change oil or gas burners to make the owner eligible for the "interruptible user" gas rate.

Electric distribution is 120/208 V. wye, from underground service to high voltage transformers within the building. Flush lay-in fluorescent fixtures provide 70 ft. candles initial illumination. Emergency power is provided by a 50 KW motor generator set.

The cost, exclusive of land, landscaping and fees came to $3,019,400.00. One member of the Department of Public Instruction said after touring the Oak Creek High School: "It appears that you received very good value for the money which was spent on this building."
French, German and Spanish are taught via taped lessons with this Webster equipped laboratory — one of the most modern in the country.

Oak Creek Senior High . . .

language planned by WEBSTER ELECTRIC

Five separate, interconnected buildings make up this modern educational facility at Oak Creek, Wisconsin. Constructed at a low $11.09 per square foot, it is complete with a little theatre, space age planetarium, cafeteria, weather protected bus port.

And, it's language planned with a Webster Electric tape teaching laboratory!

This new installation has a 30 student capacity; permits three languages to be taught simultaneously. All Webster units — control console, student booths — are modular in design to fit any room or area, provide any type of control required. Components are pre-engineered, pre-wired to permit simple plug-in installation. Student-proof design with ample shielding, concealed wiring prevents tampering and injury. All equipment is electronically matched for high fidelity reproduction.

See your Webster Electric distributor* for details and a personally conducted tour of a Webster Electric tape teaching installation in your area.

*Listed in the Yellow Pages — "Intercommunications Systems"

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EXECUTIVE SECRETARY REPORTS:

4TH ANNUAL AWARD

At the 49th Wisconsin Painters and Sculptors Exhibition, held at Milwaukee Art Center March 21 to April 25, Wisconsin Architects Foundation made an award of $50 to Helmut Summ for his oil painting entitled "Unloading." Judges acting for the Foundation were President Roger M. Herbst, Attorney Gerald J. Rice, and Architects Lillian and Willis Leenhouts. Artist Summ is a Professor of Art at University of Wisconsin-Milwaukee.

5TH ANNUAL CONTRIBUTION

Further support of ACSA-AIA Project 17 was voted by the Directors of the Foundation to the amount of $75 for the Summer Seminar for Teachers of Architecture to be held at Cranbrook, near Detroit, Michigan.

LIBRARY FOR FUTURE COLLEGE OF ARCHITECTURE

From the Estate of Elliott B. Mason, Architect, the Foundation has received a most substantial amount of architectural books and periodicals which have been placed in storage until such time when a College of Architecture is established in Wisconsin. Willis Leenhouts has contributed architectural books belonging to his late father. Held presently in Madison by Mr. Karel Yasko, are books contributed in the past by Architect Joseph Weiler of Madison.

The July issue of WISCONSIN ARCHITECT will announce the winning Bookplate designed by a Wisconsin architect for use in the books of the future library. The Bookplate will designate the original donor and presentation by the Foundation.

JUNIOR ASSOCIATE AIA — STUDENTS

It has come to the attention of the Foundation that from time to time Junior Associates of the State Chapter AIA return to architectural schools out-of-state to further or complete their education. Why none of these students have applied to the Foundation for financial assistance is a mystery. Any Wisconsin student who has completed satisfactorily two years of architectural training and is in need of funds is eligible for tuition aid, currently $200 a semester. Obviously a young man who has practiced in an architectural office in Wisconsin would receive priority in the judgment of the Foundation's Directors. Will the former offices or fellow-workers of these students inform them accordingly?

W.A.L. — CONTRIBUTIONS

With a recent contribution of $600, the Southeastern District Women's Architectural League has brought its total contribution for the year 1962 to $1000. By previous agreement, one-half of this amount has been invested for future scholarship use when a College of Architecture has been established; the other half retained by the Foundation for current tuition aid.

As the result of its fund-raising efforts, Western District W.A.L. has presented $400 to the Foundation for tuition aid in 1963.

(Continued on Page 35)
SCHOOL BUILDINGS COMMITTEE
LAWRENCE E. BRAY, CHAIRMAN

Committee developed two exhibits during tenure. One at the University of Wisconsin, School Administrators' Conference in September and the Wisconsin School Board Association Convention in January. Both were illustrated with either models or perspectives. Promoted a school costs analysis for the Wisconsin School Board Association. Recommendations: Collaborate with school organizations on publication of a brochure to aid the school systems in selection of an Architect.

EXHIBITIONS AND HONOR AWARDS COMMITTEE
PAUL J. KLUMB, JR., CHAIRMAN

The 1963 Honor Awards program was arranged. A total of 65 mounts were entered for judgment, Alfred Shaw, Ralph Rapson and Harry Weese accepted jurors' duties. Judging was held at Nicolet High School on March 27. Title boards for each mount were provided for exhibition purposes. Display of exhibit of all mounts are tentatively arranged. Certificates of Awards will be presented at the annual convention.

COMMUNITY DEVELOPMENT COMMITTEE
ROBERT P. POTTER, CHAIRMAN

Committee Chairman requested “Since our committee covers a wide area of the state, it would seem that as a start each of us should analyse our respective areas and make a report on the community developments being made or contemplated in our area.” No response has been received for the committee. This is a continuing project.

PROFESSIONAL PRACTICE COMMITTEE
JOSEPH DURRANT, CHAIRMAN

A report on firm names and titles was submitted to the Board of Directors and received subsequent approval. A study on supervision and professional responsibility is underway. An Analysis of professional liability insurance is also in progress. Other facets of insurance are being investigated. Recommendation: Focus attention on developing some method whereby all information related to our increasing professional responsibility, liability and vulnerability will be brought to the attention of members.

AWARDS COMMITTEE
EMIL KORENIC, CHAIRMAN

The Awards Committee solicited the Chapter Membership in March of this year for its annual recommendations on citations and merit awards to be given to individuals allied in vocation to architecture or who have distinguished themselves in a public service benefiting the community and our profession. The response to our solicitation was very gratifying in that fourteen nominations were received. Candidates will be presented to the Chapter Board for approval. The awards will be presented to the successful nominees at the chapter convention in June.

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We are happy to introduce Skyscreen (see opposite page) our second new product as a continuing advancement towards our goal of complete service in architectural aluminum. Our contract flexibility to date includes — Lattice Grilles, Skyscreens, Extruded Aluminum Louvers, Curtainwalls, Custom Extruded Aluminum Windows, and of course, Extruded Aluminum Skylights. (See Page 39)

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AIA — C.S.I. COMMITTEE
LESTER SEUBERT, CHAIRMAN

Studying problem of snow removal from roofs of buildings during construction period. One meeting was established to discuss this matter. Recommendation: Outline duties of committee and include matters dealing with specifications.

HOME BUILDING COMMITTEE
CARL E. BOETTCHER, CHAIRMAN

This is not an active committee, therefore it is reported at this time that during the course of the year no request for action was received and consequently none was taken.

REPORT OF THE COLLABORATION WITH DESIGN COMMITTEE
DOUGLAS H. SMITH, CHAIRMAN

Our committee was formed as suggested by your directive. No formal meetings were held; however, the chairman discussed possible approaches with several committee members and asked by letter for their suggestions. No action was formulated nor were there any requests for action by the board.

FEE COMMITTEE
HERBERT J. GRASSOLD, CHAIRMAN

This committee revised and submitted for Board approval a completely new fee schedule and revision of the fee book.

EXECUTIVE SECRETARY REPORTS:
(Continued from Page 33)

W.A.L.'s continued support of the Foundation's program of aid to architectural education has the grateful appreciation of the Directors.

REMEMBER — SPECIAL ACCOUNT

The Foundation has established a Special Account, initiated by Attorney Gerald J. Rice its first contributor, and earmarked for the establishment of a College of Architecture in Wisconsin. Any State Architect in making future contributions, or bequests, to the Foundation may designate this Special Account. This applies also to the friends of the profession.

PRESERVATION OF HISTORIC BUILDINGS COMMITTEE
RICHARD W. E. PERRIN, CHAIRMAN

This committee held its formal meetings during the year; however, the chairman participated in innumerable activities. Efforts toward development of a "Pioneer Park" continued with several meetings with officials of the State Historical Society and the Wisconsin Conservation Commission. The chairman contributed three articles and a book review to "Wisconsin Magazine of History", four articles to the Milwaukee Public Museum's "Lore" and "A Brief Commentary on the History of Wisconsin Architecture" used as an introduction to the Wisconsin State Catalog of the Historic American Buildings Survey. Photographic and research work was done on surviving "stovewood" construction in Door, Oconto, and Oneida Counties and several buildings of historical interest in Richland and Iowa Counties were noted for future listing and measuring projects.

SKYLIGHTS, INC.
MANUFACTURERS AND ERECTORS OF EXTRUDED ALUMINUM SKYLIGHTS
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TELEPHONE UPTOWN 1-0420
Every side of the street is the right side when Concrete Masonry is used in design and construction.

Almost any wall pattern is possible with the various types of Concrete Masonry units. Because of its flexibility, split block can be used with other Concrete Masonry products, such as ornamental block and standard units as shown in the above picture.

Concrete Masonry is a challenge to the creative and imaginative abilities of pace-setting architects. Regardless of climate, Concrete Block can be utilized for any type of building, giving the utmost in living pleasure. A pleasant atmosphere can be provided through the use of screen block whether it is used as a fence or a facade. Screen block is versatile and used with distinction and good taste, there is no boundary to its architectural feats. In regard to these dwellings, a point of special interest is that familiar shapes and sizes of block are used, showing what architects and designers can do with standard units to give character, fashion, style and beauty to walls.

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AN ORGANIZATION TO IMPROVE AND EXTEND THE USES OF CONCRETE PRODUCTS

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Architects & Engineers — JOHN J. FLAD & ASSOC.

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Architect — BRUST & BRUST

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Architect — KLOPPENBURG & KLOPPENBURG

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Good Design Complimented by Quality Face Brick

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NEXT?
(we hope it’s you)
Project: St. Olaf Student Center
and Administration Building
Architect: Sovik, Mathre and
Madson
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Contractor: Bor-Son
Construction Co.

Halquist Blue Gray Veneer specially quarried and boldly rock faced for St. Olaf College. Robust sizes give the feeling of massiveness and dignity.

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CONSTRUCTION FEATURES

No. 1. Thermo-barrier at the Skylight curb.

No. 2. All structural members of extruded aluminum 6063 T-5 alloy.

No. 3. Controlled compression on all gasket assembly joints. (Exclusive Skylights, Inc.)

No. 4. Glass may be ¼" transparent, translucent, or heat reflective. (Excludes 80% of solar energy)

No. 5. Secondary glazing — double glazed construction eliminates the forming of condensation and completely hides all fasteners, etc.

No. 6. No exposed fasteners at the interior or exterior of the Skylight. Assembly (Exclusive Skylights, Inc.)

No. 7. All exposed aluminum furnished in an anodized finish as specified. Standard 204R1. (Only Skylight with the anodize finish as standard)

No. 8. Complete erection and exterior and interior glazing by the manufacturer.

No. 9. All components are carefully plant fabricated and pre-assembled, thus ensuring complete compatibility during field assembly.

No. 10. Skylights, Inc. offers a three-year guarantee after acceptance of the building against defective design, construction and leakage.

No. 11. Complete engineering assistance is available, which includes all necessary detail drawings and supplement structural engineering, performed by our consultant engineering firm of Ammon & Whitney.

MATERIAL LIST

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PART NAME</th>
<th>MATERIAL</th>
<th>FINISH</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>Sealant</td>
<td>Dow Corning 780</td>
<td>Grey</td>
</tr>
<tr>
<td>2.</td>
<td>Curb Cover Plate</td>
<td>Extr. Alum. 6063-T5</td>
<td>204-R1 Anodize</td>
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<td>3.</td>
<td>Thermo-BARRIER</td>
<td>Glass insulation</td>
<td>As Mfg.</td>
</tr>
<tr>
<td>4.</td>
<td>Machine Bolt</td>
<td>Stainless Steel</td>
<td>304</td>
</tr>
<tr>
<td>5.</td>
<td>Curb</td>
<td>Extr. Alum. 6063-T5</td>
<td>204-R1 Anodize</td>
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<tr>
<td>6.</td>
<td>Condensation Tube</td>
<td>18 GA Extr. Alum.</td>
<td>204-R1</td>
</tr>
<tr>
<td>7.</td>
<td>Flashing</td>
<td>18 GA Alum. 303</td>
<td>Cad. Plated</td>
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<tr>
<td>8.</td>
<td>Log Screw</td>
<td>3/8 x 2&quot; Steel</td>
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<td>9.</td>
<td>¼ Glass</td>
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<tr>
<td>10.</td>
<td>Glazing Cap</td>
<td>Extr. Alum. 6063-T5</td>
<td>204-R1 Anodize</td>
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<td>Snap-On Cover Cap</td>
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<td>204-R1 Anodize</td>
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<td>12.</td>
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<td>Stainless Steel</td>
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<td>13.</td>
<td>Top Gasket</td>
<td>P.V.C. 45 Dro.</td>
<td>Grey or Black</td>
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<tr>
<td>14.</td>
<td>Bottom Gasket</td>
<td>P.V.C. 45 Dro.</td>
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<td>15.</td>
<td>3.5 Rafter</td>
<td>Extr. Alum. 6063-T5</td>
<td>Mill</td>
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<td>16.</td>
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<td>P.V.C.</td>
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<td>17.</td>
<td>Flashing Thermo-BARRIER</td>
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<td></td>
</tr>
</tbody>
</table>

FOR MORE COMPLETE DETAILS CALL OUR RON HAWKINS OR ANY OF THE NEWLY APPOINTED REPRESENTATIVES AT:

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