wisconsin architect
june/1967

AMERICAN INSTITUTE OF ARCHITECTS
JUN 20 1967
LIBRARY
The Avocado Elementary School in Homestead, Florida, demonstrates again the advantages of concrete in even a small size plant.

The structure is striking, yet tastefully modern ... with 22 classrooms, cafetorium, library and administrative spaces. For 35,210 square feet, the bid price was $398,390, or $11.32 per square foot.

The precast concrete folded plate roof, supported on prestressed columns of concrete, provided not only an outstanding design feature, but brought important economy. Walls are concrete masonry, stuccoed on the exterior, plastered inside for decorative effect. And included in the modest cost is the elegance of terrazzo floors in the cafetorium.

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Face Sizes: 4" x 12", 5" x 12", 6" x 8", 8" x 12"
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PATIO BRICK
Hard burned units without coring for use for floors, walks and patios.
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Also suitable for industrial use in dairies, packing plants, heavy traffic areas.

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Hollow, hard burned, structural clay tile units. Single cell or multiple ornamental cell designs, available with Glazed ends.

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Hard burned clay drain tile is unsurpassed for drainage systems, for soil conservation projects, athletic fields, highway drainage, filter and seepage beds. The new high flow perforated drain tile is available for use when water conditions indicate more positive drainage is needed.

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Clay Tile is the most stable of materials for load bearing and non-load bearing walls and partitions.
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PARTITIONS: Sizes Available
Face Size: 12" x 12"
Thickness: 2", 3", 4", 5", 6", 8", 10" and 12"

THIRD IN A SERIES OF ADS ON THE COMPANY

* Send for FREE BROCHURE
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notes of the month

Winners of the Wisconsin Press Photographers' Competition at the Awards Luncheon on Friday, April 7th, from left to right: Duane Hopp, Robert Boyd, Mr. Robert Overdahl, Ron Hansche, A.I.A., and Vern Arendt.

NOTES FROM THE INDUSTRIAL COMMISSION

By: Charles A. Hagberg, P.E.
Chief Engineer, Building Section
Wisconsin Industrial Commission

We feel privileged to have this opportunity to pass on to the members a few news items about the Industrial Commission. As you may know by now, there have been several staff changes during the past year made to improve our service and to provide up-to-date building codes.

Mr. Delbert Blasdel has been assigned the duties of preliminary plan review engineer. It is not our intent that Mr. Blasdel completely review all plans, but rather that he be available to answer specific code questions when you have developed your plans far enough to know what the problems are. Mr. Blasdel

(Continued on page 31)
INSIST ON THE GENUINE...

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- MADISON
Three Wisconsin Architects Named Fellows

The American Institute of Architects elevated 82 of its members to the rank of Fellow at its annual convention this year in New York City. Among the recipients of the highest honor the Institute bestows upon its members were three members of the Wisconsin Chapter, AIA. Investiture took place at the annual banquet and ball on Thursday, May 18, 1967.

It is with the greatest satisfaction that we announce the Fellowship of Julius S. Sandstedt of Sandstedt, Knoop, Yarbro, Architects of Oshkosh for his untiring service to the profession. In his nearly forty years of professional practice, Mr. Sandstedt has become well known for his outstanding public projects which bear witness to his professionalism, his dedication to architecture and his deep concern for total environment. Mr. Sandstedt’s dedication to the objectives of The American Institute of Architects on local, regional and national level are well known and appreciated by his colleagues. Under his energetic leadership the Wisconsin Chapter established its first permanent office, increased its membership significantly and organized the Wisconsin Architects Foundation, the first of its kind in the AIA. He served the Institute as Director, Member of its Board, and on crucial committees. He was Regional Director for The North Central States Region from 1961 to 1964. He is now Chairman of the Region for the Octagon Fund Drive. The Wisconsin Chapter owes much to “Sandy’s” total and selfless commitment.

Allen J. Strang of Weiler, Strang, McMullin and Associates, Architects of Madison was named Fellow of the AIA for his notable contribution to the advancement of Design and his Service to the Profession. In the thirty years of practicing architecture, Mr. Strang has received numerous awards and recognitions for his work. He has been active in all phases of the profession, serving on important committees of the Wis. Chapter, AIA, and serving as its Director and President. He is presently serving as Director and Vice-President of the Wisconsin Architects Foundation. Mr. Strang is deeply respected by his peers for his accomplishments which exemplify the finest in professional tradition, may they be comprehensive architectural services to his clients, pioneering and developing structural systems, or his energetic efforts for formal architectural education in this State. His contributions in civic leadership equal his professional accomplishments, and insure Allen Strang’s lasting mark on his regional environment.

Theodore Lincoln Eschweiler was posthumously elevated to Fellowship in the College of Fellows of the AIA. Mr. Eschweiler’s lifelong dedication to the profession was movingly appreciated by his friend, Richard W. E. Perrin, F.A.I.A. in the January Wisconsin Architect. Mr. Perrin said: “The true practitioner of an art so broad as architecture, so fundamental to human society, and so necessary to the expression of the larger qualities of the human spirit must himself be broad, many-sided, and sympathetic. Such a man was Ted Eschweiler. Living up to every professional and ethical exaction as an architect, he combined these qualities with the fine attributes of a well-bred, cultured gentlemen who was also an astute man of business, a good citizen, and a genial friend to those who knew him best.”
THE EQUITABLE BUILDING, CHICAGO, ILLINOIS

Architect: Skidmore, Owings & Merrill
Contractor: A. L. Jackson Company
Photo: Hedrich-Blessing
This sophisticated custom curtain wall expresses the building's structural concept and incorporates within the wall pipe and duct chases for heating and air conditioning. The 35-story, 4'-10" module, curtain wall is finished in 311 light bronze duranodic and glazed with solar bronze glass. The spandrel panels are duranodic finished aluminum with a gray granite panel from the floor to the window sill.
architecture-the unknown


It is virtually standard procedure for a history or criticism of architecture to begin with an attack on the layman. Nineteen out of twenty of the books cited in our bibliography open with complaints and apologies, such as:

"The public is interested in painting and music, in sculpture and literature, but not in architecture. The intellectual, who would feel ashamed not to recognize a painter of the rank of Sebastiano del Piombo and who would turn pale at being charged with ignorance of a painting by Matisse or of a poem by Eluard, feels perfectly at ease in confessing that he doesn’t know who Buontalenti or Neutra might be"; or

"Newspapers devote whole columns to a new book by Koestler or to an exhibition of Morandi, but ignore the construction of a new building, even if it’s the work of a famous architect. Whereas every self-respecting newspaper has regular coverage of music, theater, movies and, at the very least, a weekly art column, architecture remains the great unknown"; or

"Just as no adequate means exist for information about good architecture, so there are no effective means for impeding the construction of architectural horrors. There is a certain censorship for films and for books, but not for the prevention of architectural and urban outrages, which have far more serious and lasting consequences than the publication of a pornographic novel," or, finally,

"Nevertheless (and this is where the apologies come in) while everyone is free to shut off the radio, to walk out on concerts, to shun the movies and the theater, and to stop reading a book, no one can close his eyes to the buildings which form the setting of city life and which set man’s stamp on the countryside.”

The lack of public interest in architecture cannot be considered inevitable and inherent in human nature or in the nature of a building, so that we need only limit ourselves to the mere statement of such indifference. Undoubtedly there are material difficulties to overcome; and there is an incapacity on the part of architects, historians of architecture and art critics to make themselves apostles of architecture, to spread the love of architecture, if not to the general public, then at least to the cultivated.

Above all there is the physical impossibility of transporting buildings, as one does paintings, to a given place in order to exhibit them. To look at architecture with any system and intelligence one must already have a lively interest in the subject and be provided with a good deal of good will. The average man who visits an historical city and feels duty-bound to admire its buildings makes the rounds according to purely practical considerations: today, in a given quarter, he visits a Baroque church, then a Roman ruin, then a modern square, then an Early Christian basilica; tomorrow he goes to another section of the city and, on the “second day of the tour,” as his Baedeker puts it, he falls into the same confusion of distant and different types of unrelated architecture. How many tourists decide to visit all the Byzantine churches today, the Renaissance monuments tomorrow and modern works the day after tomorrow? How many of us can resist the temptation to break the order of our viewing to admire the Romanesque tower that rises behind a Baroque church or to go back into the Pantheon, right there within easy reach of the Gothic pile of Santa Maria sopra Minerva? It is possible to gather from all over the western world the paintings of Titian or of Brueghel and so reveal their special quality in single great exhibitions; it is possible to perform the works of Bach or of Mozart in concerts devoted to them, but an exhibition of Francesco di Giorgio or of Neumann can be put together only at the expense of one’s own fatigue, which presupposes a real passion for architecture.

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Second Annual Architectural Press Photography Competition

The Wisconsin Chapter, American Institute of Architects announced the Award Winners for the 1967 Architectural Press Photography Competition, sponsored jointly by the Wisconsin Chapter, A.I.A. and the Wisconsin Press Photographers Association, at the Awards Luncheon of the Chapter State Convention, April 7th, 1967. This program is conducted annually to encourage excellence in Architectural Press Photography in the State of Wisconsin, according to Program Chairman Ron Hansche, AIA, and Terry Mooney, AIA, who prepared this program for the past two years and saw it through its various stages of development.

Jurors for this year's competition were Theodore Irion, Architect and accomplished photographer from Oshkosh, Wisconsin, and Guido Brink, well-known and widely published artist and Instructor of Art at the Layton School of Art in Milwaukee.

This year's program consisted of the following three categories:

Category I
Category I consists of a picture story composed of historic, newsworthy or new architecture. Emphasis is placed on composition, artistic photography and specifically the story told.

Category II
This category is limited to one photograph of one or more buildings, either historic or new architecture. Emphasis and attention is focused on photographic technique.

Category III
Construction Photography being the most unusual of the three groups is made up of one photograph of a building under construction. Here the photographer ought to express the way architects and builders construct architecture.

Winners of this year's competition also received cash prizes in addition to their certificates; $50.00 for Honor Awards, $25.00 for Merit Awards and $10.00 for Honorable Mention.

Category III: Merit Award, Vern Arendt for "A Man Builds a Column."
Category II: Robert Overdahl, Staff Photographer for the Milwaukee Journal received the Honor Award for his entry “Historic Church Spires in Milwaukee.”
Category III: Honor Award, Vern Arendt of the Ozaukee Press for “Two Church Builders.”

Category II: Honorable Mention, John Ahlhauser of the Milwaukee Journal for “Interior of a Milwaukee Cathedral.”

Category II: City Street, Honorable Mention, Ronald Overdahl.
Category I: Duane Hopp received a Merit Award for the feature story “Construction of a Chimney.” Mr. Hopp is a member of the University of Wisconsin Photography Staff, past president of the Wisconsin Photographers Association.

Category III: Honorable Mention, Robert Boyd, Staff Photographer of the Milwaukee Sentinel, “Steel Skeleton.”

Category II: Robert Overdahl was also awarded a Merit Award in this category (II) for his unique color photograph of the Mitchell Park Conservatory.
A New Role for Richardson's Glessner House

Joan W. Saltzstein

The last remaining example of the work of Henry Hobson Richardson in this area, the Glessner mansion at 1800 Prairie Avenue in Chicago, has been saved from demolition by the efforts of a newly organized group called The Chicago School of Architecture Foundation.

Richardson built only four buildings in Chicago. Two have faded into oblivion. The third and most notable was the Marshall Field Wholesale Building which so greatly influenced Adler and Sullivan. This giant monolith was torn down in 1930 to make way for the proverbial parking lot and the Glessner house now represents, alone, the work of one of the great giants of the Chicago School.

John J. Glessner was a Chicago millionaire whose farm machinery business is now merged with International Harvester. A member of the so-called "sifted few," he built his mansion on what was then Chicago's most exclusive street. His neighbors included Marshall Field, whose elegant home was designed by Richard Morris Hunt, and the railroad king, George Mortimer Pullman, whose "palace" boasted the newly fashionable mansard roof.

The construction of Glessner's thirty-five room mansion was begun in 1886 and finished after Richardson's death a year later. Its unornamented facade with only a few small windows seems to be austere and grim but it served as a screen against the soot and grime of the city. The rear of the house opened onto a courtyard.
where the family could relax in privacy, safe from the cinders of the steam railway that, incongruously, ran nearby. The house was occupied by the Glessner family until the death of Mr. Glessner at the age of 93 in 1936, at which time it was left to the Chicago Chapter of the AIA. It, however, turned the property back to the estate because adequate maintenance funds were not available. The Graphics Technical Arts Foundation occupied the building until its offices were moved to Pittsburgh some years ago.

Designated as a “premiated landmark” in 1958 by the Chicago Mayor’s Commission on Architectural Landmarks, it bears a plaque with the following citation:

“In recognition of the fine planning for an urban site, which opens the family rooms to the quiet serenity of an inner yard; the effective ornament and decoration; and the impressive Romanesque masonry, expressing dignity and power.”

The building remained empty for several years, the prey of vandals who stripped it of many of its handsomest features including crystal doorknobs, prized zinc bathtubs, and elegant lighting fixtures.

Many individuals and organizations sought to save the house, but the cost of restoration seemed to be prohibitive. Finally Philip Johnson, the well-known New York architect, offered to pick up the option if a responsible group could be found to maintain and operate it. For some time it seemed feasible as an adjunct to the University of Illinois Circle Campus but the distance proved to be impractical from a maintenance standpoint. Then in 1966 an organization of architects, architectural historians, teachers and interested citizens formed a foundation called THE CHICAGO SCHOOL OF ARCHITECTURE and purchased the building to serve as their headquarters. Among the patrons and principal contributors were: Philip Johnson, Skidmore Owings and Merrill, Alfred Shaw, C. F. Murphy, Perkins & Will, Harry Weese, and Phyllis Lambert. (Mrs. Lambert is the daughter of the President of the Seagram Company. Her interest in the Chicago School was created when she came in contact with Mies Van der Rohe at the time he built the Seagram Building in New York. A decade after her graduation from college she studied architecture at the Illinois Institute

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located easily. Lectures and seminars and tours of the city will be conducted for high school and college students and any interested groups. The Donnelly Printing Company is offering as its contribution a brochure relating to the architectural significance of the Glessner House and the aims of the foundation, and there are plans to promote reprinting of books, maps and pamphlets no longer readily available, and also to publish a periodical. Facilities for conferences and possible living quarters for scholars and visiting professors will be available. The Chicago Chapter of AIA has already asked for accommodations for its Historic American Buildings Survey for ten weeks beginning in June.

At the present time a full time paid Director is being sought, the offices of the foundation are in the building and temporary heat has been set up in the library so that business can be transacted. The old coach house, which can be seen on the right of the first floor plan, will be used as an auditorium with lecture halls and exhibit rooms to the left of the entrance.

Gifts to the non-profit organization are tax-deductible and memberships range from $5.00 for students and $10.00 for annual members to $5,000 or more for patrons.

The prospectus of the foundation aptly sums up its purpose:

"By drawing from the best examples in our architectural history, we can judge in making solutions for the problems of today and anticipating those of tomorrow. It is no longer sufficient for architects, historians and planners to be the enlightened decision makers. In order for the standard of our environment to improve, the general public must be educated. It must be they who demand a better environment. This is the aim of The Chicago School of Architecture Foundation in its educational program."
The tragic death of Dr. James Albertson, President of Wisconsin State University-Stevens Point, occurred on March 23 in Vietnam. He and the other seven members on an educational mission "gave their lives as surely as any soldier carrying a gun — they were carrying the light in behalf of knowledge" — the quoted sentiment of a friend.

In tribute to the memory of Dr. Albertson, Wisconsin Architects Foundation has contributed $100 to the Wisconsin State University Foundation-Stevens Point, with the request that the memorial be ear-marked for education.

The Directors of Wisconsin Architects Foundation have offered with sincere sympathy this expression of condolence in the great loss to the University at Stevens Point, his family, as well as the State of Wisconsin.

Of particular meaning to the Foundation and other members of the Wisconsin Chapter, AIA, was Dr. Albertson's profound understanding of the need of architectural education in Wisconsin, and they will be grateful always for his encouragement in the effort to establish a professional program in the University system.

CONTRIBUTION

A recent letter received from Mr. Rollin B. Child, of Rollin B. Child, Inc., Hopkins, Minnesota, reads in part as follows:

"In order to demonstrate in a small way our appreciation, through assistance to student architects, for the long and happy relations which have existed between members of the architectural profession in Wisconsin and our company, we are, for the second consecutive year, enclosing our check in the amount of $250."

Mr. Child and his company have the thanks and appreciation of the Directors of the Foundation on behalf of the Wisconsin architectural students who benefit. This organization, incidentally, for some years has maintained an Education Fund at the University of Minnesota's School of Architecture.

May this inspire other organizations associated with the profession of architecture in Wisconsin to emulate this worthy example.

NEW MEMORIAL ACKNOWLEDGMENTS

Reproduced here are two new cards of excellent quality which Wisconsin Architects Foundation provides in acknowledging memorial contributions.

The members of Wisconsin Chapter, AIA, are hereby urged to bear in mind that when occasions of bereavement occur, such an expression of tribute and sympathy, by way of a contribution to Wisconsin Architects Foundation's program of aid to architectural education, is a most meaningful gesture.

The process is simple: A check made out to WISCONSIN ARCHITECTS FOUNDATION, addressed to 4685 North Wilshire Road, Milwaukee, Wisconsin 53211 (as shown in WISCONSIN ARCHITECT masthead), together with name of deceased, name and address of bereaved, name and address of donor.

IN TRIBUTE TO THE MEMORY OF

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FOR AID TO ARCHITECTURAL EDUCATION

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GRATEFULLY ACKNOWLEDGES YOUR CONTRIBUTION IN TRIBUTE TO THE MEMORY OF

A CARD HAS BEEN SENT TO THE BEREAVED ADVISING OF YOUR THOUGHTFULNESS.

WISCONSIN ARCHITECTS FOUNDATION
Columbus
Indiana
Redevelopment Project I

The Plan for the Redevelopment Project I was developed by the Columbus Redevelopment Commission to benefit all the citizens of Columbus and is outlined below.

Elements of the Redevelopment Plan

1. Site of a new Federal Post Office
2. Parking garage for 400 cars to serve existing Washington Street stores, as well as new development
3. Landscaped pedestrian plaza to create a pleasant shopping environment
4. New Retail Shops adjacent to Washington Street
5. Major department store
6. A new improved Brown Street to improve access to and from the downtown
7. New office buildings to increase employment
8. Sites for new commercial development
9. The river front developed as a public park for all the people of Columbus
At the North Central States Region, AIA convention, co-sponsored by the Wisconsin Chapter, AIA, Mr. Robert Benjamin Bush of Cummins Engine Company and Chairman of the Columbus, Indiana Redevelopment Commission, unfolded in a slide presentation the unusual story of the community of Columbus. Unusual insofar as this small community of 27,000 enjoys in its environment buildings by some of the great talents in contemporary architecture. The driving force behind this development was the Cummins Engine Company which maintains its main manufacturing facilities with 7,000 employees in Columbus. Three recent studies confirmed that the Columbus community would double its size within the next fifteen years. During this period of time it is expected that as much money on new construction will be spent as has been spent from the beginning of this town to the present time. From a planning point of view, Columbus was fortunate in that it maintained its identity and is not submerged in a major metropolitan sprawl like many other communities in this country. Mr. Bush explained: “Cummins Engine Company is the largest employer and the largest taxpayer in Columbus and the company has a vested interest in this community. The company needs an environment that will permit it to produce. From the corporate citizen's point of view, the community must do its part and not be overwhelmed or monopolized by one interest. Today, talented people are the basic raw material for industry growth. If a community cannot attract good people, it cannot succeed. Therefore, the contribution of the corporation to the community quite properly should encourage those activities that strengthen the community's ability to attract and keep talented people.

“As one part of its community activity, the management of Cummins has chosen to encourage good architectural design. Payment of architect fees for community buildings is a form of subsidy employed. The community school board program for new buildings is thus complemented by the company activities. Quality schools are a major factor in attracting corporate personnel. Funds have been made available to the County Library Board for design of and construction of a County Library. This complements an existing county program and adds another basic community attraction. Money was given for a new golf course designed by Robert Trent Jones, with clubhouse designed by Harry Weese. The City's recreation program was supported by the addition of this second municipal golf course and the quality of the facility added to the attractiveness of the community. Funds have been made available to the Fire Department of the City of Columbus to design a Fire Station. Payment of the architect's fees for this building added to the program being carried out by the City's Fire Department.” Obviously the Cummins Engine Company recognized early and wisely the value of good architectural design and its importance to a quality community. The architecture program constitutes an important part of the Cummins Engine Company community activity. With the standard of design firmly established in Columbus, the Redevelopment Authority now faces the problem of delivering to the community a revitalized down-town.
Richards Elementary School, Edward Barnes, Architect.

Below: North Christian Church, Eero Saarinen, Architect.
Lincoln Elementary School, Gunnar Birkerts, Architect.


Wisconsin Architect, June, 1967
First Christian Church
Eliel Saarinen, Architect

Downtown Store Fronts, Design and Restoration
Alexander Girard, Architect

Parkside Elementary School, The Architects Collaborative.
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between the Herman Andrae Electric Company and the first telephone

About six years, to be precise.

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There's a difference...

Between electrical contractors too. Every architect is aware of this . . . and every responsible architect wants to have specific questions answered before requesting an electrical contractor to bid on a job. Based on our experience, these are the questions:

• Is the contractor financially responsible?
• What is the contractor's current work load and manpower situation?
• What is the contractor's "track record" on completion dates?
• What is the calibre of the contractor's work?
• Does the contractor offer a fair and equitable price . . . and stick to it?

Here are Andrae's answers...

• Andrae Electric has open lines of credit at major financial institutions in the area; Andrae can obtain a performance bond of any size.
• Andrae maintains a work force of over 100 people.
• Andrae has never missed a completion date on an assignment.
• Andrae adheres to quality standards that have survived the abrasiveness of time, the impatience of people and the test of continued performance.
• Andrae's price is based on fact . . . experience . . . and knowledge of the business. Andrae "installs" a job . . . it does not "throw one in." As an architect, you know the difference.

Is there a difference? You bet... and between us, as the saying goes... "Viva La Difference!"
Did your engineering teacher firmly believe that cavity and block walls didn't need insulation because of the "dead" air space?

Was he peculiar in any other way?

Because whenever the temperature differs on the inside and outside of these walls (that's all the time), convection occurs in the cavities. The more different the temperature, the bigger the wind in the voids. The wind carries thermals from the side where you want them to the side where you don't. These walls are as good as—or better—than other kinds of walls. But like all walls, they need insulation. Without it, the occupants are as miserable as the heating and air conditioning bills.

If the cavities were filled with lint, jawbreakers, cracker crumbs—anything—it would make the situation somewhat better.

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Zonolite Masonry Fill Insulation was developed specifically for these kinds of walls. It doubles their insulation value; a real boon to mankind. Keeps inside wall temperatures comfortable and the heating and air conditioning bills easy to take.

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Cost: as low as 10¢ per square foot, installed. Which is a boon to architects, engineers, and contractors, as well as mankind in general. Next time, specify Zonolite Masonry Fill; the insulation that's already proved effective in thousands of buildings.

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Cost: as low as 10¢ per square foot, installed. Which is a boon to architects, engineers, and contractors, as well as mankind in general. Next time, specify Zonolite Masonry Fill; the insulation that's already proved effective in thousands of buildings.

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Steel Windows Find Increasing Acceptance

After an even dozen years, Arwin Builder's Specialties of Milwaukee will sell well over a half-million dollars worth of steel windows in the state in 1967. This pace has been maintained since 1960 and represents a six-hundred percent increase over the first, prospecting year, 1955, when Morton Armour opened up shop in a 31st street warehouse with a product that had "total unacceptance" in the area.

"Total unacceptance" has now been switched 180 degrees to "universal approval." Arwin is now the largest distributor for Rusco Steel Windows, Pandora, Ohio, in the nation. Demonstratable product performance has been the basic reason for this success.

Milwaukee area builders and architects could not accept the concept of steel window frames in 1955 when Mort Armour first carried his mockup and supporting materials in and out of the builder and architect offices. The Arwin steadfast demonstration technique and continuous media communication to the builders and architects turned these prospects from early skeptics to cautious innovators. This was the key, the launching pad for the introduction of the product.

No longer was the window buyer voicing the time-worn complaint — too much condensation — against metal prime windows. The builder and architect became convinced that the Rusco tubular design, utilizing dead air space as an insulating medium in a deep window section prevented dew point from occurring on the inside of the window frame. Rusco claims at least 90 percent success against condensation with this design. The testimony of acceptance, once a tentative move toward the steel window had been made, is the almost vertical rise in sales since the standing start of 1955.

Rusco has made several changes in its design, resulting in two complete retoolings, in the 12 years of the Arwin representation. The window now slides easier, and the alkyd amine finish has been changed to a modified epoxy resin, which is 300 times harder. The latter has extended the maintenance life of the windows far beyond the original ability of the product to withstand exposure to the elements. Equally as important, in 1960 Rusco went to full color, with 22 colors now being available. In the late fifties, Arwin was selling "any color, as long as it was battleship gray."

In 1961, Arwin started its "Live Catalog" project for architects, which narrows the research and consultation on windows necessary in bringing a plan to fruition. In effect, the program establishes a rapport between supplier and client which eliminates the superfluous and brings the objective into sharp focus, solving problems quickly. On this same plane, Arwin maintains its own product proposal drawing department and delivers final shop drawings for the use of the builder and architect. The firm also handles installation, where necessary. Armour calls this a "single responsibility service." He is assisted in this department and in general management by his son, Norman, a recent Marquette University graduate.

The complete Rusco line includes sliding, double hung, projected and casement windows and curtain wall systems. Arwin handles all of these products. In addition, Arwin also is distributor in Wisconsin for the Samson Window Corp., Woodside, N.Y. Samson manufactures structural gasket curtain wall systems, monumental four track sliding, narrow line reversible, vertical and horizontal pivot and double and single hung windows of steel and aluminum. Other Arwin products include the United Stainless Window; the Alenco Aluminum window door and wall systems, and the aluminum sliding glass doors manufactured by Miller Industries, Miami, Fla.

Arwin has run the gamut of the building industry trends over the past decade. Starting out in its first, tentative "educational" effort, the Arwin crew concentrated on the apartment market. Later, the many huge residential projects that blossomed over the area became prime targets for prime steel windows, and some of Milwaukee County's finest homes built in the last eight years are equipped with Ruscos. Lately, however, the concentration has been almost entirely on the specially designed apartment, institutional project or public building. These range from university dormitories and schools to the luxury apartments that currently line so many of the city's formerly "old" streets.

For the Louisa Mae Alcott school on South 99th st., in Milwaukee, Architect von Grossmann-Burroughs & Van Lanen picked Rusco Series 75 Projected Windows with Glas-weld Insulated Panel. Also in the black color. The Ruscos have made a particular impression here on the School Board's inspector for the job who volunteered the information that after the first winter he was impressed by the "no condensation" results with the steel windows. He apparently was not one hundred percent convinced at the outset.

In Waukesha's Carroll College Arwin has handled two projects for Shattuck & Siewert, Neenah architects. There, Rusco Architectural Thermal-Barrier Horizontal Sliding Windows were used in the men's dormitory four years ago and again in the women's dormitory, completed in 1966. The platinum color specified for the latter installation was a special situation created for the individual job by the Rusco engineers.

More than 800 windows and 200 door frames were ordered for the Shorewood Fountainview apartment building by Tannenbaum-Koehnen-Demeter. Matching the building, Arwin again created a special color called Matte Charcoal for the project's Series 261 Horizontal Sliding Windows with Door Frames and Projected Windows.

Mort Armour, in all of his sincere zeal for his product, predicts that a continuing awareness by the profession will result in an even increased use of metal windows as less maintenance and more utility must be built into component materials.
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Carroll College Women’s Dormitory
Waukesha, Wisconsin
Architect: Shattuck, Stievert & Associates
General Contractor: Siesel Construction Co.
Windows: Rusco Series 261 “Thermal Barrier” Sliding Windows
Color: Epoxy “Platinum”

Shoreswood Fountainview Apartments
3909 North Murray Avenue, Shorewood, Wisconsin
Architect: Tannebaum, Koehnen & Demeter
General Contractor: Recht-Goldin-Siegel Construction, Inc.
Windows: Rusco Series 261 Sliding and Projected Windows and Hollow Metal Door Frames
Color: Epoxy No. 476 Matte Charcoal

Birge House — Madison, Wisconsin
General Contractor: John Lundeen Const. Co.
Windows: Rusco Monoframe Units and Accessories — Rusco Curtain Wall Color: Epoxy Gloss Black — with Black Porcelain Spandrels and Graylite No. 61 (Factory Glazing of Glass and Spandrels)

Louisa May Alcott School
3563 South 97th Street, Milwaukee, Wisconsin
General Contractor: T. V. John & Son, Inc.
Milwaukee, Wisconsin
Windows: Rusco Project-in hopper and fixed lites with black Glaweld Spandrels
Rusco Color: Epoxy Black Factory Glazing of Glass and Spandrels

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NOTES OF THE MONTH

Also available for travel on an invitational basis to talk to groups of engineers and architects concerning code problems.

Mr. Morris Olson has been assigned the duties of Code Advisor. Those of us who work with the building code realize that there are changes that should be made to keep up with the times. At present there is a project committee working on changes in school exits, another working on rating of fire-resistant materials, and another committee being formed to review the types of construction allowed for various kinds of buildings.

We hope to have a few items in your publication each month that will be of interest and use to you.

A vacancy with the State Bureau of Engineering in Madison. Assist in planning and design of new state-owned buildings and the repair and alteration of existing buildings and structures. Need degree in architecture and three years experience in architectural work. First annual salary $11,000. Apply by June 8 to Bureau of Personnel, 1 West Wilson St., Madison 53702. An equal opportunity employer.

Donald Hebl

The Province of Architects

The April, 1967, "Forum" editorial tells of the ruthless, ill-conceived and disastrous programs being inflicted on our country by highway construction.

Architects are, or should be, cognizant of this desecration of our natural assets.

In Milwaukee, a six-lane expressway will slash through a nicely wooded bluff and a prized park with goon on the Lake Michigan Shore, which adjoins Eero Saarinen's Milwaukee Art Center building.

In the city center, the much used Red Arrow Park next to Marquette University has been obliterated by the expressway interchange.

A five block long and one block wide strip of Washington Park has been sacrificed to an expressway.

To date, in Milwaukee, over 100 acres of precious parks have been sacrificed to expressways.

An expressway extending north, cutting through parks along the Milwaukee River is proposed.

In Oconomowoc the State Highway Department is widening West Wisconsin Avenue and so destroying over 100 trees and substantially reducing the set-back of the homes, in spite of the fact that a by-pass is planned to go around the city which will make the widening unnecessary.

There are, no doubt, highway plans for other parts of our state which will infringe on natural assets.

Being aware of ill-conceived and disastrous highway programs and as it is the province of architects to promote aesthetics we must take concerted forceful action to halt further despoiling of our country.

Harry Bogner, AIA

Lowell Yerex Joins PCA

Lowell "George" Yerex has been appointed Structural Engineer of the Wisconsin District of the Portland Cement Association, George McCord, District Engineer, announced. Yerex was formerly General Manager for Spancrete Industries, Inc., at their Crystal Lake, Illinois, plant.

Mr. Yerex is a registered professional engineer in Wisconsin and Florida. He received his bachelor's degree from St. Andrews University in Scotland and is currently working on his master's degree at the University of Wisconsin-Milwaukee. He is a member of ACI, PCI and ASCE. Yerex lives in Wauwatosa, is married and the father of three children.

The following architects won 12-Transistor Radios AM/FM which were awarded at the recent architect convention in Milwaukee:

Mr. W. Nahirniak of Graven, Kenney and Iverson in Madison, Wisconsin
Mr. Ronald Bowen of Bowen & Kanazawa in Madison, Wisconsin
Michael Yackovich of Mark F. Pfaller & Assoc. in Wauwatosa, Wisconsin

Harry Riemen, Merchandising Manager
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See Sweets Catalog Section 30

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DEGREE: University of Illinois — BA
Advanced from Professional Associate
John M. Flom, AIA
BORN: June 5, 1927
RESIDES: Brown Deer, Wisconsin
FIRM: Grassold, Johnson, Wagner & Isley, Inc., Milwaukee
DEGREE: University of Illinois — BS in Arch. Eng.

New Member
Robert L. Paynter, AIA
BORN: June 22, 1932
RESIDES: Menasha, Wisconsin
FIRM: Sauter-Seaborne Architects, Ltd., Appleton
DEGREE: University of Illinois — B. of Arch.
Advanced from Professional Associate
Robert A. Rosenthal, AIA
BORN: March 8, 1932
RESIDES: Madison, Wisconsin
FIRM: Self-employed
DEGREE: University of Illinois — B. of Arch.
New Member

PROFESSIONAL ASSOCIATE
Jerry W. Spencer
BORN: October 16, 1934
RESIDES: Madison, Wisconsin
FIRM: Weiler, Strang, McMullin & Associates, Madison
DEGREE: University of Illinois — M. of Arch.; U. of Nebraska — B. of Arch.
New Member

ASSOCIATE
Stephen L. Enright
BORN: April 16, 1940
RESIDES: Madison, Wisconsin
FIRM: Peters and Martinsons Assoc., Madison
DEGREE: University of Notre Dame — B. of Arch.
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Richard W. Eschner
BORN: November 6, 1940
RESIDES: Milwaukee, Wisconsin
FIRM: Grellinger-Rose Associates, Inc., Milwaukee
DEGREE: University of Illinois — B. of Arch.
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Jonathan M. Greene
BORN: December 28, 1927
RESIDES: Milwaukee, Wisconsin
FIRM: Kloppenburg & Kloppenburg, Milwaukee
DEGREE: University of Michigan — B. of Arch.
New Member

Earl C. Kuester
BORN: April 4, 1938
RESIDES: Manitowish Waters, Wisconsin
FIRM: University of Wisconsin-Milwaukee, Department of Planning and Development
DEGREE: University of Wisconsin-Milwaukee — March-Sci. BFA
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Waldemar W. Lange
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