reinforced concrete columns

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- \( W_0 + W_1 = \) dead and live loads (psf)
- \( B = \) bay area (sq. ft.)
- For 8\% reinforcement, \( f_c = 5,000 \text{ psi} \), \( f_y = 75,000 \text{ psi} \): \( k = 3,650 \) for \( f_y = 75,000 \text{ psi} \);
  \( k = 3,170 \) for \( f_y = 60,000 \text{ psi} \).

NOTE: The above equation and the graph are based on Working Stress Design (ACI 318-63).

*Columns are square with 8\% reinforcement, \( f_c = 5,000 \text{ psi} \), \( f_y = 75,000 \text{ psi} \) and moment is negligible. In addition to the dead load of the structure, graph takes into account 35 psf for partitions, mechanical and ceiling. Assumed live load is 60 psf.
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Wisconsin Architects Foundation: 4685 N. Wilshire Road, Milwaukee, Wisconsin 53211. Telephone 962-5844. Miss Dorothy Schweitzer, Executive Secretary.

President, William P. Wenzler; Vice-President, Allen J. Strang; Secretary-Treasurer, Harry Bogner; E. William Johnson, Ralph H. Kloppenburg, Maynard W. Meyer, Grant J. Paul, Julius Sandstedt, Fitzhugh Scott.

John W. Wade, Dean, School of Architecture, UWM, has been appointed Chairman of the ACSA (Association of Collegiate Schools of Architecture) Committee on Professional Education; Dean Wade was also elected a "continuing member" of the National AIA Committee on Education and he is chairing the ACSA-AIA Regional Student Exchange.

The symbol on this month's cover was designed by our Art Director, John J. Reiss, for Negro Achievement, Inc. who kindly agreed to our using it. The young man on the cover is Gregory Pruitt, participant in the "Equal Opportunity in Architecture" program of the Southeast Section, Wisconsin Chapter, AIA.
equal opportunity in architecture

"Why build these cities glorious
If man unbuilded goes?
Nothing is worth the building
Unless the builder also grows."

Edgar Lee Masters

Participating firms:
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Employees:
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Gregory Pruitt
Timothy Johnson
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Michael Cegers
Gregory Pattern
Gene Williams
John Ellis
Richard Nichols

At its annual membership meeting on May 2, 1968, the Wisconsin Chapter, AIA, endorsed a program proposed by William P. Wenzler, "that all firms represented by corporate members of the AIA employe for the summer, one or more students as apprentice technical or trainee clerical staff from Afro-American, Indian-American or other minority peoples of our ghettos, and that this effort be coordinated by persons or committee, designated by the Executive Committee of the Chapter, to relate to the various school systems or community organizations, to assist in the implementation and follow-up of this and subsequent proposals."

Following this action, the Southeast Section formed the Committee of Environmental Education with Willis Leenhouts, William Wenzler, Donald Phillips, Sheldon Segel and George Schuett under the chairmanship of Alonzo Robinson. This Committee was charged with the responsibility of implementing and organizing the "Equal Opportunity in Architecture" program, essentially consisting of providing summer jobs for minority youths in architectural offices.

The Committee was determined to get this program under way during the summer of 1968. No small task, considering that only two months time was left before summer school vacations started. Youthful candidates as well as jobs in architectural firms had to be found.

The Educational Opportunity Center and the Opportunities Industrialization Center organizations were contacted and their assistance of finding youths interested in professional office work was requested.
These agencies found twenty volunteers for summer jobs. Ultimately eleven youths were interviewed by members of the Environmental Education Committee, and all of them were placed with eight architectural firms in the Milwaukee area.

The age group for “Equal Opportunity in Architecture” had to be limited to boys at least 14 years old up to 17 years, because State Law permits only children 14 and older to work under a Child Labor Permit, issued by the Department of Industry, Labor and Human Relations. Under this permit, teenagers are allowed to work 40 hours a week during the summer but not more than 8 hours a day. Minimum hourly wage is $1.10. The Child Labor Permit has to be requested by the architectural firm enclosing the birth certificate of the boy and a letter of approval from the parents. A Social Security number has to be requested from the local Social Security Agency, in case that none has been issued prior. These two simple requirements represent all the “red-tape” the architectural office is involved in.

Most of the boys participating in “Equal Opportunity in Architecture” last summer were 14 years old. They worked 20 hours a week at the hourly wage of $1.10 and spent an equal amount of time receiving instructions as to procedure, skills and equipment needed in architectural offices plus general information which they were not compensated for.

Since the “Equal Opportunity in Architecture” program truly was crash-initiated by the members of the Committee, there was little time for elaborate explanations as to its purpose and ultimate goal. Consequently, many questions have cropped
up and inevitably misinterpretations as to the program's intent have occurred.
So it seems necessary to point out that "Equal Opportunity in Architecture" is not meant to make architects of the youthful participants. It is definitely not meant to serve as "tokenism." It is meant to provide on a grass roots level what it says — Opportunity!
Opportunity of exposure to a professional environment and its inherent processes. Opportunity of living in a professional milieu, communication with professional people. Opportunity of participating in whatever small measure in the fascinating process of seeing an idea materialize in a two-dimensional form on paper and in a three-dimensional form as the end result.
Statistics tell us that the white-negro population ratio in America is about one to ten and that the proportion of registered negro architects is much less than one in a hundred. In Wisconsin the ratio is one in over five hundred.
Considering that a new School of Architecture has been established for the first time in this State and considering these statistics, "Equal Opportunity in Architecture" seems to be a very timely program, providing motivation for many a youth toward a career in the entire building industry which certainly will be in need of talent and energy for the demanding years ahead.
On December 10, 1968, the Environmental Education Committee met with members of participating architectural firms for a re-view of last year's program, its success and how it further can be improved.
According to the reports given at this meeting, “Equal Opportunity in Architecture” was an unquestionable success for employers as well as employees and a human experience of value.

The committee decided to make an all out effort with better organized recruiting and with ample time for coordination before the summer vacations of 1969, hopefully expanding the program to 30 or 50 participants. It was decided to print posters with pertinent information to be widely distributed to churches, school boards and the many community organizations in the Inner City.

In order not to waste time, the committee decided that all actual work was to be done by the members themselves. William Wenzler offered the help of his secretary, Corkye Wills, well acquainted with the agencies to be contacted. She is to coordinate arrangements between the agencies and architectural offices. She also will schedule interviewing sessions conducted by members of the Environmental Education Committee who will explain the program and interview eligible boys who have been recommended by the aforementioned agencies.

The architects serving on the Environmental Education Committee of the Southeast Section, Wisconsin Chapter, AIA, are enthusiastic about “Equal Opportunity in Architecture” and they expressed hope that the three other Sections of the Chapter in the State will “catch fire” and initiate “Equal Opportunity in Architecture” in their own areas.
architects and the inner city

By Joseph C. Fagan

One day last October, a mid-city Milwaukee businessman — a wholesaler of fruits and vegetables — told me that all young Negroes were "wild."

He admitted after questioning that "most" were.

Later, he said a young Negro threw a brick at his car and he was "bitter."

I can understand his frustration, although I can't condone his blanket condemnation of this group of people. I also can understand the frustration of many Negroes, although I don't condone this particular action, or many other acts of violence.

To understand, of course, is not to condone, but to prepare for change — and for the better.

People have to have something to live for. People have to have something to do. There continue to be too many people on public welfare who are just being kept alive, and their lives have little meaning or purpose.

The better paying jobs to get people off relief must be developed and filled. Until this happens, it is difficult to cut welfare budgets.

Putting welfare recipients into jobs paying a $1.50 to $1.75 an hour is not eliminating poverty. People on welfare, when offered this kind of job, will choose the bare subsistence instead because it costs too much for items necessary for the job — clothes, child care, carfare, lunches, beauty care, and so on.

We have a housing crisis in Milwaukee because more young people are marrying and are looking for a place to live. People uprooted by construction and renewal must find houses. Even if people had a choice, new housing is unavailable and the more able financially continue to move to the periphery of the "core" area.

There are many job seekers. We have no difficulty filling each two-week CITE (Community Involvement Toward Employability) class with 30 to 40 enrollees — and there are hundreds more lined up because they have heard that this has been a genuine opportunity to get a job.

More than 82 percent of those who have graduated from CITE have gotten jobs, or have gone into more training to get jobs.

But there are so many, many poor people who do not have much skill, education or training.

It is regrettable to reflect on the November 5 election with all the oratory on "law and order" which preceded it, especially after remembering certain events and the things we might have learned in making changes in the "other United States" where the poor people live.

After the brutality of Selma in 1963, or the shooting of Martin Luther King in 1968, a civil rights bill literally sailed through Congress.

Then people rested again and waited, only to wonder why the "society of the poor" continued its agitation. The trouble is that many of the white community consider civil rights laws the end of the civil rights efforts, and that this is as much as is necessary to do.

Successes such as the victory in Judge Tehan's Federal Court for "free choice" housing, a million dollar fund granted by the State Legislature to local citizens to develop innovative ideas, and the hiring of Commandoes as outreach workers and "coaches" are fine — and they should and must be continued.

But we should expect it to lead to more demand.

Appetites will sharpen with each step forward, particularly after years of omission and a lack of concern.

The changes must come.

There is an inevitable reform due in police-community relations, in schools, in jobs, in pride and dignity — not because of the pressure, but because it's right.

There can be no mistake of the course that human events will take in the next few years.

Our political system will rid itself of politicians who elect themselves by setting people or groups against each other. The young people are being raised in an environment where they want to rid themselves of that fear, hatred and prejudice that has eroded the integrity of almost an entire older population. Our economic system will include all people in jobs, in business enterprises, in banking and all the vital and high policy making positions.

The educational system will change. The desire here is no different than in New York City where each neighborhood school is being reclaimed by parents in those neighborhoods who are tired of integration efforts which failed.

They have given up the fight, cannot afford to move to Mequon or Brookfield where better schools exist, and now want to take over the "all black" schools and make them produce a quality education for their children.

The social system will change. Membership in private clubs will give way to the new economic power in the hands of blacks eager to buy leisure and pleasure.

We must be aware of restlessness. We cannot avoid the facts that each month continues to see changes in the ghetto. But will the change build a better metropolitan Milwaukee by breaking down the artificial walls of the ghetto, getting better housing, improving police-central city relations, increasing meaningful job advantages, or improving the quality of schools?

People tend to blame an individual when he leaves. They are relieved.
But we must realize that the altering of leadership does not mean a lessened desire for changes in these problems, nor a lessening of the tempo of that change. The momentum is in direct proportion to the years of pent-up frustration due to inferior treatment or attitudes conveyed by the whites.

However, the new breed of leader appears to be interested in white allies who will view and help develop America as one society with one economic and social system for all.

The leader of blacks may talk separation, but he appears to mean to create a new cultural emphasis on black heritage to reestablish pride and belonging in youngsters.

He may speak of “black power,” but he appears to mean that voting and politics are not a white man’s institution alone.

I believe that the new black leader wants to build for his family and the central city poor residents, by being a part of decision-making, and by helping to focus the volley of governmental anti-poverty shots to their appropriate targets.

I think he intends to work for governmental organizations which have clout which can be directed into effectiveness in delivering necessary changes.

Those disturbances — known as “riots” in cities other than Milwaukee and Racine — may be a thing of the past, as long as momentum and involvement continue by whites willing to help the black man build.

But pressure for riots can develop by public officials not being willing to level with the aggrieved citizens. It is dangerous, for example, for the official city position to be that the relocation problem is solved when it is not. It is unfortunate for a city police department to pretend it has an effective community relations program when it does not.

The average Milwaukee area citizen sometimes is quick to make up his mind — sometimes too quickly — particularly when he does not know what it’s like to be black all his life. He must listen and discuss, squeeze emotion out of the facts, and place himself in the position of trying to be positive and to make suggestions to solve problems.

This is not “giving in” to militancy. This is understanding and then responding to the facts.

If you have read this far and have found yourself asking what all this has to do with you as an architect, then I think I’ve made the point that this has much to do with you.

For the greatest good you can do is as a citizen must do — although I am going to offer some ideas for you as an architect, too.

There are many steps which you can take as a citizen to improve racial relations and the conditions of our minorities. You’ve heard of many of them in church, read of them in newspapers and magazines, and discussed them with your friends. Therefore, I will bypass that list for one of my own, offering some suggestions to you as an architect.

1. No matter where you live, why not form an informal committee of architects in your area — or work through your existing professional groups — to review zoning laws in your municipality. Do they subtly zone out minorities? Involve representatives of minorities in your study and seek other expert help from universities or governmental agencies such as our State Equal Rights Division.

2. Architects sometimes serve on school boards, zoning commissions, city councils and other public policy bodies. If this is true in your city or area, why not get him to speak before architects’ groups about his ideas. Or contact him personally and talk with him yourself.

3. Involve minorities in your business by setting up summer — or better yet — year-around jobs in your firm. Make them meaningful jobs, and show an interest in them as you would any other employee. Make sure they have a chance to see your entire operation and, if they show a spark of interest in a certain part of the work, help them find out more about it.

4. Work with schools and neighborhood and youth groups in the inner city or in areas where minorities live to bring Negroes and others to your firm for a visit. Let them know that architecture is an exciting profession that is open to them. There are many groups that can help you. Our Equal Rights Division can supply you with names.

5. Let these same schools and civic groups know that your professional organization will be happy to send architects to visit with them — in the classrooms, in seminars, or in convocations.

6. Locate a non-profit Negro business group that is attempting to develop in the inner city, and let them know you’re willing to help by offering general advice.

7. Meet with other groups in the inner city, or their representatives, and ask them how you can help — not only as a citizen, but as a professional.

8. Have your professional organization or your firm set up a scholarship fund for a deserving student at an inner city school. Perhaps it could be limited to a student who shows an interest in architecture as a vocation, or some related construction field.

9. Take a group of minority individuals to a construction site outside the inner city and tell them what you’re doing, and what the contractor and other workers are doing. Get them out to suburbia and let them know that they can move out and up if they can look out and up beyond the inner city.

10. Select one of the many training programs that are attempting to make the disadvantaged ready and able to hold down a job, and work with the program officials. Our CITE program, for one, is designed to help the hard core unemployed, some of whom may move into construction work. There often are ways to help with these types of programs, both financially and morally.

These are 10 possibilities. What it all comes down to is to get involved. There are additional ways you can become involved.

Why not take 10 minutes now and begin your own list.

Then today — or not later than tomorrow — pick from your list and go to work. There’s a whole world out there that needs you.
"I used to be full of bitterness. I didn't value my own life, so how could I put much value on anyone else's. But since I have had this change of heart, I feel different inside. I have met some really good people. And I feel that I am going to make it."
In the words of a new sheet-metal apprentice, George Williams, is the key to the growing feeling of satisfaction and hope on the part of the Urban League, employers and trade union officials who have set in motion an imaginative program to train Negro apprentices in building trades in Milwaukee. Until recently, you would look in vain for a black face amongst building trade apprentices, but now this is changing and Negroes from widely-differing backgrounds, some from high school, some from prison, some from jobs without a future, are investing their energy and time in acquiring the skills which will bring them position in the community and high financial rewards.

The apprentices must complete a rigorous schedule of schooling and practical work, with all-day classes one day a week, some night courses, and work on the job totalling 8,000-10,000 hours necessary before they finish.

Amongst them is George Williams, whose background includes time in the boys' home and reformatory, as well as a Wisconsin prison. But today, watching him at work at Kramer Heating and Manufacturing in Milwaukee's south side, you can see determination in his movements and promising signs of succeeding in his new field. He is fortunate in the environment he has moved into, for Frank Kramer, founder 38 years ago of his now-prospering business, is a man of obvious integrity. His exterior reserve conceals a true feeling of compassion for his fellow man. He has been active for years in establishing the standards for apprentice training throughout the country, and when he speaks of George coming to work for him, he says he delayed hiring a Negro because he didn't want to "push ahead" of other business men who had applied to have black apprentices.

"Since I've always been active in the apprenticeship programs, I hoped to lead the way in the hiring of people from minorities," said Mr. Kramer, "but I had to be careful because as a member of the apprentice committee I didn't want to appear to be taking advantage of my position and a number of other employers hired Negro applicants ahead of me."

This feeling of privilege to be participating in the program, identified as LEAP (Labor Education Advancement Program), is undoubtedly one of the reasons for the smooth acceptance of George by the rest of the Kramer staff. Eddie Brandt, one of the firm's executives and a son-in-law of Mr. Kramer, has invited George home for dinner. "As soon as I'm together, I'll be accepting that invitation," George commented. "I did attend the firm picnic in August and had a good time. But I moved recently, and have just been married, so along with my studies there isn't much time left."

For the Urban League, especially for the LEAP co-ordinators, Bennett Johnson and Vincent Toran, this program has brought great satisfaction. "We recruit young men through radio, newspaper and school publicity," said Mr. Toran. "It takes some time to prepare each candidate for his preliminary examination to enter a union apprenticeship program. Volunteer tutors help at the Urban League office, 932 West Center, grooming candidates in English and Mathematics, and in how to conduct themselves at their new job sites."

"This program went into full-time operation in February of 1968," recalled Mr. Toran. "It really started with a group called Minority Group Construction Employment Opportunities Committee," who still meet at the State building every month to consider how to get black people into the skilled crafts of the
building trades. Through these meetings Elmer Anderson (director of Employment Development and Guidance for the Milwaukee Urban League) submitted a proposal to the federal government, to the Bureau of Apprenticeship training, to finance this project, LEAP.

"We work in conjunction with the building trade unions, the Allied Construction Employers Association and other interested organizations, such as the Youth Opportunity Center and civil rights groups, to get minority youth into construction apprenticeships."

When asked about the response of news media to this program, Mr. Toran declared that a number of radio stations have been helpful. "Many of our apprentices first heard about the program through radio announcements of it."

From February until now, 24 young men have been placed in the apprenticeship program, a lower number than would have been the case if there had not been labor disputes resulting in the lock-out of truck drivers and operating engineers last summer, with an accompanying slow-down in construction fields.

But recruiting for the program continues, with Career Days in Milwaukee schools, often featuring Don Charliger, apprentice coordinator for the Allied Construction Employers Association.

"Mr. Charliger has really assisted us in finding recruits for this program," said Mr. Toran, "and a number of labor union officials have also been helpful, especially John Zancanaro, president of the Milwaukee Trades Council.

"We are certainly hoping this program will expand, but since it is federally-funded we won't know for sure until 1969." These funds cover the salaries of Mr. Johnson and Mr. Toran, their secretary, part-time tutors for the apprentices and certain materials used for preparing LEAP applicants.

From the viewpoint of the apprentices, there is no doubt about the success of the program. If you ask Alvin Laster, 20-year-old plumber's apprentice, how he feels about it, you'll hear . . .

"It seems as though everyone is trying to go to college. They all can't make it that way. Many are neglecting this field. I suppose hard work scares some people, but there is nothing to it. I'm happy here, and I would try to turn my friends towards this."

Alvin's interest in plumbing is natural, as his father is a restricted plumber and Alvin has worked with him summers during his high school years. Now, with his four brothers and seven sisters, he lives in a beautifully-maintained home, with a large, wood-panelled living room and dining room, at 3337 North 22nd Street. Everything in the home speaks to the parents' desire to encourage their children to read and study. Alvin's seventeen-year-old brother, Don, is also eyeing this field as a possible choice for his own career.
Seven of Alvin Laster's eleven brothers and sisters, together with his mother, Mrs. Exso Laster, of 3337 N. 22nd street, listen to him reading from one of his plumbing texts. Mississippi-born, Mrs. Laster encourages her children to seek advanced education.

Right: An animated conversation is shared by Mrs. Kathleen Ryan, one of the volunteer LEAP tutors, with two of her students, Augusta Eady, who hopes to become a plumber, and John W. Randolph, planning to become a steam fitter. Tutoring is primarily in mathematics and English.

Questioned about prejudice on the job, Alvin just smiles. "Everything is all right. Everyone's been good. I am not too talkative myself, anyway. Things seem to be working out well."

All concerned with the program would feel assured of the significance of their work, if they could have been present recently when Mr. Williams, the sheet-metal apprentice, returned to Fox Lake Correctional Institution, where he was formerly an inmate, to speak informally in the prison chapel to forty of the men.

"I haven't got a real talk ready," he said. "It's just that I wanted to tell you about this program. When I was released, it didn't look to me as if I could get a regular job and make it.

"But this is a real opening, I'm working with real people who accept me and have invited me to their homes. And I think you should look into it when you're ready, because it's a good thing and it can change your life." The men responded with warm applause.

And visiting with George afterwards, you couldn't help but share his deep hope that he will "make it." For he is open about his past and hopeful about his future.

"When you are out hustling, you meet all kinds of guys who are doing wrong. You get to know a lot. I was bitter and rebelling against the world, when I was in the boys' home or the reformatory. I would try to "catch up" when I got out, and this was always my downfall. Now, I don't associate with some people — not with the ones who are steadily in trouble. And I'm trying to get to know some other people. Amongst my new friends is John Otterstein, also an apprentice, and we frequently study together.

"People won't accept prisoners readily. The guys are smart, most of them, and in a sense most of them are trustworthy. If they give you their word you can count on it. But they have so much bitterness in them. They are so full of mixed emotion. The least little thing really hurts. Sometimes I feel full of pain inside and really emotional. It would take just a weak moment to turn away. But I am married now, and my wife, Barbara, is helping me to make it. And I really will."

The project is called LEAP. Its aim is to help young people to more productive and fulfilling lives. Its results are already proving constructive. And its modus operandi is the Golden Rule. May it succeed.

Wisconsin Architect, January, 1969
Contributions to School of Architecture Library

C. Albert Herman, a retired member of the firm of Eschweiler & Eschweiler (now Eschweiler, Schneider & Associates, Inc.), has presented to the new School of Architecture at UWM a collection of eight years of the "AIA Journal," together with a large portfolio of plates on historic architecture which he had received as a gift of honor.

The Milwaukee County Historical Society turned over to the new School a photographic collection of European exterior and interior architectural details and sculpture. These photographs were among a gift of architectural memorabilia, mainly pertaining to Old Milwaukee, presented to the Society by the Eschweiler firm. The Society gleaned from the collection that relative to the European scene as an appropriate asset for the new School library.

The thoughtful consideration of the Milwaukee County Historical Society is evidence of its interest in the new School. This was further collaborated by Robert G. Caroon, Curator, Research Collections, when he asked to have it made known to the students at the new School that the Society's Museum has a fine library of architectural history and Milwaukee buildings which he hopes will become of useful consequence.

Interesting Comments — 1968 Student Forum

As reported in the December issue, Wisconsin Architects Foundation underwrote the expenses of four UWM AIA-Student Chapter representatives who attended the 1968 Student Forum at Ann Arbor, Michigan, November 23-27, jointly sponsored by the AIA, Association of Student Chapters AIA, and The University of Michigan. Those who attended were the officers of the newly formed Student Chapter, namely, Robert Westphal (Fond du Lac), Timothy Frater (Watertown), Bernard Kubisiak (Stevens Point), and Robert Kilgust (Madison).

Acting as spokesman for the group, the President, Robert Westphal, reported their experiences to the new School's student body. In addition to writing a letter of appreciation to the Foundation, he voiced his enthusiastic impressions to the Foundation's secretary. Here, briefly, are some pertinent comments:

Those who attended the Forum numbered 168, representing 60 architectural schools throughout the country.

Mr. Westphal felt that the greatest gratification came from the fact that the excellent speakers (listed in December) in their interesting and worthwhile presentations instilled an enthusiasm and a feeling of involvement among the students in open discussions that continued among them long after meetings were over, one such bull session lasting until 5 A.M. at a local coffee house.

The keynote speaker, George McCue, HAIA, of the St. Louis Post Dispatch, raised an appropriate issue, that of the relationship of the architectural profession to the laymen, maintaining that it was time the established dogma and jargon be brought down to earth for better mutual understanding.

The crisis in certain inner core areas was authoritatively dealt with by Roger Katan, a Moroccan and prominent Urban Planner assigned to the East Harlem Project, whose constructive articles have appeared in "Progressive Architect." His effective presentation made a lasting impression.

Of considerable help to the personal problem affecting all young students of draft age, Betty Vetter of the National Scientific Manpower Commission offered comprehensive information concerning the draft.

National AIA representatives, Vice President Jules Gregory and Sidney Katz, Chairman Education Committee, described the new aspects being considered to update the institution into a going vital organization.

Of the field trips offered, Mr. Westphal and some 24 other students elected to spend the entire time at Cranbrook where they explored both the Cranbrook (boys) and Kingswood (girls) campuses. They were impressed by the ageless architecture of the senior Saarinen and the sculpture of Carl Milles.

Following is an excerpt from an appreciative letter written by Dean John W. Wade to President P. Wenzler of the Foundation:

"All four representatives gained a great deal from the experience, and they have been made to feel a part of the national scene with regard to the architectural profession. Furthermore, they were very carefully engaged in spreading the good word about the founding of the School of Architecture here at UWM. I am sure that these gains will be reflected in the development of our student body, and we look forward to continued growth of the students, due in part to your contribution for which I express my own deep appreciation."
Wisconsin Chapter/The American Institute of Architects

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To give a world’s fair audience of millions – mostly Asiatic people – a graphic idea of what the Swiss nation and its inhabitants are like and for what they stand...
He decided that in his projected pavilion for the Swiss in Japan, it was feasible to be ultra-experimental and unusual because their pavilion is not to be a permanent installation on its proposed 200 x 200 feet site. He concentrated on the commonly held conclusion that the Swiss are fun-loving and recreation-minded and so decided that an amusing building, with a serious aim, would be just right for them. Voilà, a watchlike building! A building that would prove a conversation piece and a memorable experience!

He began with folded paper shapes working toward five modular circular units that would interlock, like the works of a watch, and toward walls in a sawtooth pattern to enhance the gear-like effect.

The exterior of the court in Swetish's plan is textured concrete surfaces. Columns and supporting walls are poured in situ and the floor, roof and walk areas are precast. The faces of the pavilion are sprayed insulated plywood panels. The sawtooth walls are alternately glass and opaque, with exhibits on the latter which are provided with light through the former. Exterior materials are in evidence inside, and everywhere the construction methods are forcefully expressed.

An inner court is the key area on the ground level of Swetish's pavilion, and from here visitors can get glimpses of an hydroelectric power display which is above on the next level. So, standees-in-line will not feel
bored nor excluded if they face the long waits endured by the queues which mounted up at Montreal. The Swiss pavilion site is the first tourists will enter in the European plaza, going in via a bridge over a canal. Thus, the initial experiences there will condition visitors' attitudes toward the entire complex of pavilions.

From the key court area, tourists may ascend a tower from bottom to top by riding or by walking. There are emergency exits here, rest areas, and a fountain which is a soothing distraction. The hydroelectric display on the first level demonstrates Switzerland's dependence on water power and illustrates how it manages to be a heavy manufacturer and exporter of machinery. With its falling colored water on rotors flowing through plexiglass tubes, the display also is aesthetically attractive. The opaque walls of the sawtooth arrangement are mounted with graphic and photographic essays on the Swiss at work and at play.

On the second level, and glimpsed coming up the stairs, there are exhibits of giant clocks in action, with steel-structured gears, and also a constant running of films and a concurrent play of colored lights. On the third level are rest areas and washrooms and imaginative exhibits of the arts and crafts for which the Swiss are famous. Given especial attention is an animated display pointing up the excellence of Swiss textiles, which is accomplished by using light shafts to interweave patterns on a background. On the fourth level are more arts and crafts, and from this height visitors may descend to a sequestered area on the third level where there is an elegant restaurant and where there are means of access to secluded prestige cocktail lounges on levels four and five. Visitors wishing to bypass food and drink may choose a downward ramp and find themselves finally on the court below.

Swetish's design is "open" from every vantage point and affords inter-related experiences to visitors at every level, and while they are ascending or descending. He achieved in it his aim: "A relaxing and entertaining pavilion, yet an informative and descriptive pavilion." In his time machine, visitors feel the harmony and progress that abound in Switzerland.

"Harmony and Prosperity — the Swiss Achievements."

This theme chosen by Michael Lawing was a starting point for a Swiss pavilion design that is elegantly monumental, quite sophisticated, really. In his researches, he attempted to discover not only how the Swiss operate as individuals and as a nation but also why.

For example, he concluded that they developed their passion for detail because their existence historically and geographically has been precarious, and so every decision and every action they have taken has had to be well thought through to anticipate the outcome.

He found the Swiss a highly individualistic yet patriotic people whose high level of prosperity (a per capita annual income of $1,660) is due to their intense industry. He observed in his report, "By avoiding conflicts and the arms races, they have been able to work for the better welfare and livelihood of the Swiss people."

Switzerland's only natural resources are water power and its breathtaking scenery, he pointed out. Yet, they are producers and exporters of heavy machinery and a wide variety of other manufactured products as well as...
LAWING — Model showing interplay of elements with entrance bridge in the foreground, and indicating the pavilion's site within a moat.

Above: LAWING — Front elevation and section drawings.

Right: LAWING — Floor plan indicating first and second levels of exhibition, hydraulic display, film tunnel and main projection area.
the watches for which they are famous and for the
tourism which attracts each year as many visitors as the
country has inhabitants — just under 6,000,000.

The country’s situation directly in the midst of the
main passes of the Alps has made it a point of com­
munication for all of Europe. Its stable currency has
made it a banking center of the world. Actually only
about five per cent of the Swiss people are engaged
in the tourist-attracting hotel and restaurant business.

With these insights and others in mind. Lawing de­
designed a substantial-looking, lucidly organized com­
plex of elements. His plan for the pavilion provides for
it to be isolated, approached and left by way of bridges
over a water-filled moat — this to symbolize the geo­
ographical and psychological isolation of Switzerland,
now a matter of choice and tradition rather than neces­
sity, and also the importance of water for the nation’s
power.

The materials used in construction were to be a com­
bination of poured and precast concrete, with a variety
of textures used to distinguish the various elements and
add surface interest. Escalator, lifts and ramps are part
of the plan to move visitors around and up and down,
but the interior spaces are left free for the variety of
exhibits, some of which extend up through both levels.

The exhibits on the first two levels are static and
omnipresent so that, although visitors may move about
freely, there is always something they see as they pass.
From the second level, they move into a tower where
there is a hydraulic exhibit in a darkened area 60 feet
tall. From a small platform may be seen patterns of
clear glass piping through which flows water mixed with
phosphorous for luminosity, to suggest hydraulic power.

From the platform, the movement is down a walkway
to an observation post 40 feet above the ground. From
here another tunnel may be glimpsed and the choice
made to visit it and see an exhibit. At the end of this
tunnel there is a moving ramp which proceeds through
a film tunnel where movies are projected on the top and
both sides, and so visitors who choose to pass through
have a total experience, becoming involved in what is
going on. Every time visitors move from one point to
another there is a window through which they may get
their bearings. Lawing believes all this is psycho­
logically reassuring and sound.

In an adjacent film area, two other films are going on,
and visitors may elect to see these. But, in keeping with
Lawing’s wish to give those who visit his building free
choices at every turn, they may leave if they wish by
way of an exit escalator from the film room. Or, if they
leave from the moving ramp they can stop at a platform
and from there descend to a landscaped rest area.

Lawing’s conclusions on the host-people to EXPO 70
were as perceptive to his findings on the Swiss. The
Japanese, who will be the major audience, he believes,
are unique in their pursuit and acceptance of foreign
culture, thus they should be an “ideal audience.”

He pointed out that:
“The Swiss characteristic of fierce individualism and
the Japanese dependency on the group stand as direct
opposites in systems of culture. This need not be a dis­
advantage to the designer, however, because it is ex­
actly the differences of people that make them interest­
ing to each other.”

The Japanese, too, he knew, are an ultra­
sophisticated and refined people, publishing more than
25,000 new titles a year, producing more films than
any other country, and having half of the children in
all urban families studying music and art. So they
particularly would appreciate, he decided, the sophisti­
cation and culture of the Swiss. Another characteristic
of the Japanese he kept in mind was their stature,
averaging 5 feet, four inches in a fairly recent study. He
kept these figures in mind in establishing scales of
proportion.

So, both Swiss exhibitors and Japanese hosts were
given, in Lawing’s projected pavilion, a thoughtful and
fastidious architectural expression.
notes of the month

Department of Industry, Labor and Human Relations, Industrial Safety and Buildings Division

By Charles A. Hagberg, Administrator

For some time we have been discussing the idea of allowing footing and foundation construction to proceed after plans have been submitted to us, but before the plans have been reviewed.

The advantages to the owner and contractors would be significant. Definite starting dates could be established, and particularly at this time of year, footings could be constructed before there is too much frost in the ground. At present, we are plagued by many phone calls each day asking that we put the caller's plan ahead of all others, and frequently people drive long distances to try to get their plans approved ahead of time.

If this procedure is put into effect, there would be an added responsibility on the designer to make sure that all code requirements had been met. It is surprising how often registered engineers and architects forget or omit important items such as distance to lot lines, soil bearing values, adequately designed foundations, and exit doors from lower areas.

Perhaps foundation construction could be started after plans had been submitted to the division, if a "risk" or "promissory" letter were signed by the owner and designer. It could take the following form:

"THIS IS A REQUEST TO BEGIN FOOTING AND FOUNDATION WORK PRIOR TO APPROVAL OF THE BUILDING PLANS. PLANS HAVE BEEN SUBMITTED TO THE DEPARTMENT OF INDUSTRY, LABOR AND HUMAN RELATIONS, AND ALL INFORMATION REQUESTED BY CODE IND 50.10 HAS BEEN INCLUDED WITH SUBMITTAL. We HAVE REVIEWED THE SPECIFIC CODE REQUIREMENTS FOR THE BUILDING OR STRUCTURE, INCLUDING IND 50.12, 51.001, 51.01, CHAP-TER 53 AND IND 57.50 WHERE APPLICABLE, AND HAVE SHOWN COMPLIANCE ON THE DRAWINGS. WE AGREE TO MAKE ANY CHANGES REQUIRED AFTER THE PLANS HAVE BEEN REVIEWED AND TO REMOVE OR REPLACE NON-COMPLYING PARTS OF THE FOUNDATION AND FOOTINGS. WE AGREE TO PROCEED WITH THE FOOTINGS AND FOUNDATION WALLS ONLY AND WILL NOT CONTINUE WITH THE REMAINDER OF THE BUILDING OR STRUCTURE UNTIL APPROVAL HAS BEEN RECEIVED.

Owner's Signature

Designer's Signature

Accepted by:
Industrial Safety & Buildings Division
Please consider this idea and send your comments to:
Industrial Safety & Buildings Division
P. O. Box 2209
Madison, Wisconsin 53701

University of Wisconsin to Present Evening Courses on Urban Planning

Evening courses on "Elements of Urban Planning" (February 4-March 11, 7:45 to 9:35 P.M., $20.00) and "Processes of Urban Planning" (March 18-June 3, 7:00 to 10:00 P.M., $56.00) will be presented on The University of Wisconsin, Milwaukee, Downtown Campus.

The "Elements of Urban Planning" course will cover the elements of city's structure as related to planning. The course is designed for non-technical and technical personnel: citizens, elected officials, city managers; state, regional and city planners; and engineer, architects, and technical support staff. The topics will include: The Origin and Development of the Cities; Environment and the Needs of Man; The Present Day Social, Economic, Political, and Cultural Conditions and their Interrelationships; Environmental Pollution; and The Planner's Objectives.

The "Processes of Urban Planning" course will cover the physical urban structure and the effects of social, economic and political forces on the planning process. The course is designed for but not restricted to technical personnel: architectural and engineering consultants and their staff; local government personnel; and public works directors. The topics will include: The City and the Urban Planning; Urban, Social and Cultural Interactions and Related Problems; Urban Housing; Recreational, Institutional, Commercial, and Industrial Planning; Urban Circulation; Urban Renewal and Urban Growth; The City and the Region City Planning — an Interdisciplinary Activity; and Systems and City Planning — Implementation.

Please direct inquiries to Raymond C. Matulonis, Course Coordinator, 725 Extension Building, 432 North Lake Street, Madison, Wisconsin 53706.

SUMMARY
Program: Elements of Urban Planning
Date: February 4-March 11, 1969
Time: 7:45 to 9:35 P.M.
Fee: $20.00
Program: Processes of Urban Planning
Date: March 18-June 3, 1969
Time: 7:00 to 10:00 P.M.
Fee: $56.00
Location:
The University of Wisconsin—Milwaukee
Milwaukee, Wisconsin
Downtown Campus
Course Coordinator:
Raymond C. Matulonis
725 Extension Building
432 North Lake Street
Madison, Wisconsin 53706

Basic Engineering Refresher — Milwaukee

The University of Wisconsin will present a "Basic Engineering Refresher" Institute on February 7-8, 1969, on the University's Civic Center Campus in Milwaukee, Wisconsin.

According to Donald Gritzmann,
(Continued on page 32)
A Controlled Environment Always Pays Dividends

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wisconsin architect/january, 1969
er, Institute Director, the Institute is designed to "help candidates for registration as Professional Engineers prepare for the required Engineering-In-Training examination. The program is one of concentrated review of basic engineering topics."

Inquiries should be directed to Donald Gritzmaier, Institute Director, 725 Extension Building, 432 N. Lake Street, Madison, Wisconsin.

**SUMMARY**

Program: Basic Engineering Refresher — Milwaukee
Date: February 7-8, 1969
Fee: $35.00
Location:
- The University of Wisconsin Civic Center Campus
- Milwaukee, Wisconsin
Director:
- Donald Gritzmaier
- Institute Director
- 725 Extension Building
- The University of Wisconsin

**Critical Path Method Workshop, Madison**
January 14-17, 1969
In Cooperation with the College of Engineering, Madison
The College of Applied Science and Engineering, Milwaukee

**GENERAL INFORMATION**

**Enrollment.** The registration fee should accompany each enrollment. This covers cost of institute sessions, handout materials, noon lunches, the evening dinner and break refreshments. It does not include cost of lodging.

**Meeting Place.** Unless specially noted otherwise, all sessions of this institute will be held at THE WISCONSIN CENTER on the Madison campus — located near Lake Mendota on the northwest corner of Langdon and Lake Streets.

**Lodging.** Various hotels and motor hotels in the vicinity offer accommodations. Information, as well as maps with campus details, will be sent to registrants. Reservations are urged in advance and should be made directly with the place of your choice.

**Parking.** Visitor parking at the campus is very limited. University marked lots are restricted. Free parking is available (until 10 P.M.) in AREA 60 at Walnut and Linden Drive, with University bus service to within one block of The Wisconsin Center. Also, one block distant, there is nominal-fee parking at the Murray Street lot and at the corner of State and Lake, and the municipal Lake Street ramp with metered parking, between State and University Avenue.

A CERTIFICATE will be awarded to each enrollee. NO PROCEEDINGS WILL BE PUBLISHED.

Institute Director:
- William C. Dries
- University Extension
- The University of Wisconsin
- Department of Engineering
- 432 Lake Street
- Madison, Wisconsin 53706
Phone: (608) 262-2061 for Program Information
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**NOTES OF THE MONTH**
Continued from page 30

**Packaged parking lots**

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New Headquarters and Octagon Restoration Plans Announced

A course of action to design and construct a national Headquarters building on the site of its present offices at 1735 and 1729 New York Ave., N.W., in Washington, D.C., was announced by The American Institute of Architects. It was also announced by AIA President George E. Kassabaum, FAIA, that extensive restoration of the historic Octagon House, which is owned by the AIA Foundation at 1799 N. Y. Ave. and 18th Sts., N.W., is scheduled to begin the first of the year, with completion expected by the end of 1969. The Octagon, which was built in 1798-99 and served as the temporary White House for President James Madison after the War of 1812, will then be open to the public as a National Historic Landmark. The Octagon Garden, located between the The Octagon and the AIA offices, will not be affected by the restoration and building plans, it was pointed out.

Designs for a new Headquarters building submitted to the Fine Arts Commission in 1967 and in 1968 by the architectural firm of Mitchell/Giurgola Associates, winners of a nationwide AIA competition for a winning design, were rejected by that body. AIA accepted "with regret" the resignation of the architects on September 23, 1968, and assigned Board member Max O. Urbahn, AIA, to recommend a course of action to resume the design program. He has recommended, and The Board has approved, a committee of eight architects to serve with him to select an architect to design the Headquarters building. Mr. Urbahn is to serve as Committee Chairman. Named to the Committee are: Rex W. Allen, FAIA, of San Francisco, Edward Charles Bassett, AIA, of San Francisco, Romaldo Giurgola, AIA, of Philadelphia, G. Harold W. Haag, FAIA, of Jenkintown, Pa., Morris Ketchum, Jr., FAIA, of New York, Willis N. Mills, FAIA, of Stamford, Conn., I. M. Pei, FAIA, of New York, and Philip Will, Jr., FAIA, of Chicago.

It was pointed out that neither the AIA offices, constructed in 1940 and 1957, nor the adjacent AIA-owned Lemon Building, offer adequate space as Headquarters for the rapidly growing architectural profession. Due to the outdated condition of the Lemon Building, it is not financially feasible to consider remodeling of that structure for long term use of The Institute, Mr. Kassabaum said. Funds for the restoration of The Octagon and the construction of a new Headquarters were contributed by AIA members in a nationwide fund-raising campaign.

AIA Names 1969 National Honor Awards Jury

Five architects from Alabama, Iowa, Maryland, Massachusetts, and California have been selected to serve on the jury for the 1969 Honor Awards of The American Institute of Architects, the nation's highest professional recognition for distinguished achievement by American architects. For the first time in the history of the pro-

(Concluded on page 34)
gram, the AIA also appointed three architects to serve as observers.

Arch R. Winter, FAIA, of Mobile, Alabama, Director of the Gulf States Region and member of the Commission on the Environment, was appointed Chairman. Members of the jury are: Ray D. Crites, AIA, Cedar Rapids, Iowa; Archibald C. Rogers, FAIA, Baltimore; Hugh Stubbins, FAIA, Cambridge, Massachusetts, and William Turnbull, Jr., AIA, San Francisco. 1968 Chairman, Max O. Urbahn, FAIA, New York City, Director of the New York Region and Chairman of the Commission on the Environment, will serve as advisor.

Observers are: Jean Paul Carlhian, AIA, Boston, Chairman of the Committee on Design; Robert L. Durham, FAIA, Seattle, immediate Past President of AIA, and F. Blair Reeves, AIA, Gainesville, Florida, Chairman of the Historic Buildings Committee.

Now in its 21st year, the AIA Honor Awards program was established in 1949 "to encourage excellence in architecture and to afford recognition of exceptional merit in recently completed buildings." All licensed American architects are eligible to enter buildings which they have designed, completed since January 1, 1964, and prior to December 31, 1968, in this country or abroad. Nearly 500 entry applications have already been received.

The jurors will meet at AIA Headquarters in Washington, D.C., on February 12-14, 1969.

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Continued from page 33
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