Of vital interest to many graduating engineers are the $10,000,000 Research and Development Laboratories of the Portland Cement Association. Here in suburban Skokie, Illinois, near Chicago, is the world's largest assembly of engineers, scientists and equipment devoted exclusively to the study of portland cement and concrete.

In the Fire Research Center's huge furnace pictured above, full size beams and girders are subjected to licking flames from gas jets. Other furnaces subject whole floor sections to hours of intense heat.

In the nearby Structural Laboratory, the building itself serves as a giant testing machine for entire bridge sections. In still another laboratory, a machine capable of exerting a force of a million pounds bears down on a foot-thick concrete cylinder until it literally explodes.

Some of the research is fundamental—designed to increase basic knowledge of the nature of portland cement and concrete. Other projects are directed to development of new and improved uses of these materials. Still other projects are devoted to the processes of manufacture of portland cement—to help assure a uniform, high-quality product, whatever the source.

In this way, some 80 progressive (and competing) cement manufacturers who voluntarily support the Association work together to provide scientific data and design information that are freely given to engineers and builders through PCA's district offices, located in major cities of North America.

The results of this research enable engineers to design and build concrete structures of even greater safety, endurance and economy.
In a scientifically-controlled study, gas and electric heating were compared by the Nationwide Consumer Testing Institute, Inc.

Final results revealed new proof that gas heat gives you the best heating benefits—plus much more for your money.

The test covered two heating seasons. From October, 1965 through May, 1967 in two identical homes at Canton, Ohio. Same floor plans. Same specifications. Same insulation. The only difference: One home had electric heat. The other had gas heat.

Here are the facts:

They compared comfort. Humidity and room temperatures were strictly recorded every hour and computer-analyzed.
Conclusion: Gas heating unsurpassed in comfort.

They compared cleanliness. Air samples and wall test patches were checked every month. Data were analyzed by computer.
Conclusion: Gas heating unsurpassed in cleanliness.

They compared cost. Differences were dramatic! Gas heating cost far less, yet gave unsurpassed heating benefits.

What would results be if the two identical test homes had been in the Milwaukee area? To determine the answer, Nationwide Consumer Testing Institute made a comparison based upon Milwaukee’s conditions of climate and local rates for gas and electricity. The results:

<table>
<thead>
<tr>
<th>Test Results for Identical Homes, Based on Milwaukee Rates and Climate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Test Season (Oct. 1965-May, 1966)</strong></td>
</tr>
<tr>
<td>Electric heating cost: $459.35. Gas: $173.17. <strong>SAVINGS WITH GAS HEAT:</strong> $286.18.</td>
</tr>
<tr>
<td><strong>Second Test Season (Oct. 1966-May, 1967)</strong></td>
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</tbody>
</table>

Contrary to recent electric heat advertising, gas is unsurpassed for clean, comfortable heat. Electric heat costs 2½ times more than gas, under identical conditions! Good reason why 98.6% of all new homes in the Milwaukee area are heated with gas.

Want more facts? Complete details about the gas and electric heating test are contained in an interesting booklet "The Living Difference." Send for your free copy. It will provide valuable reference when you're ready for a new heating system or a new home.
The aesthetic Garden State Arts Center is an architectural as well as construction triumph. Eight main columns with a flavor of Rome, the post-tensioned circular box girder, the compression and central tension rings were all cast-in-place of Medusa White. And 254 roof slabs in 56 pie-shaped sections were all precast of Medusa White. When color and strength are the design factors, specify white Medusa White with confidence. For complete data, write Medusa Portland Cement Company, P. O. Box 5668, Cleveland, Ohio 44101.

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*Wisconsin Architect: June, 1969*
The first man to tie knots in the rope he climbed to his tree hut had a bright new idea in vertical transportation.

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For the past 16 years, The Art Directors Club of Milwaukee has honored the best efforts of its members and other Wisconsin visual communicators. This year, they expanded the scope of the awards competition to include several important new categories, among them organizational publications.

We are naturally very pleased to report that your magazine, WISCONSIN ARCHITECT, was selected for a merit award for outstanding achievement in visual communications in the category of editorial and cover design.

We are equally happy to report that Concrete Research, Inc. was given two merit awards for their inserts in WISCONSIN ARCHITECT in the February and March issues of this year.

John J. Reiss, our art director (see Jan. 1968 Wis. Arch.), is responsible for the cover and editorial design, Noel Spaengler, art director of Van Handel Agency designed the Concrete Research inserts. Congratulations!
Of all assignments I have had, I find this afternoon's subject among the most difficult. I am supposed to set the stage for those who follow by defining the problems of the City. In one way this is easy, of course. For several years now, each week has found someone doing just what I am supposed to do. Pollution, poor housing, crime, unemployment, lousy schools, transportation, garbage, slums and ghettos, escape to the suburbs by those who can and futility and frustration by those who can't, not enough money to do what must be done and a system of taxation that rewards obsolescence and penalizes improvements, and on and on and on. It's hard for me to believe you are not well aware by now that the City has many problems. As a citizen, you may place the City's problems well below your personal ones and
As a citizen who happens to be an architect who happens to want to be admired and respected by his community and who happens to want to be sought by its leaders to be an important part of exciting and important projects — as such a citizen, you should be very, very concerned and trying to do something about it. You've also heard that before. However, as I thought about my getting here at this moment, I seemed to me that, as an architect who happens to be a citizen in a sick community, there is a unique set of ills that perhaps you are more qualified to help solve than just any other concerned citizen. And maybe you haven't looked at them. So it seems appropriate that we see if there are a few things that architects can do more about than any of his neighbors. Now regardless of the strident scoldings from our most vocal academic and student critics, there are just some of our cities' problems that cannot be solved by things that man can build, and therefore, some problems that are more logically in the province of others than the architect. Just as some of our most difficult clients are those who are really frustrated but amateur architects, I suspect that architects, who are really amateur sociologists or amateur anthropologists, could be just as difficult and inefficient and aggravating and frustrating. So, I suggest that we not try to be all things to all men, but that we confess there are others who have much to contribute and join with them to form a team that, with luck, might possibly accomplish something.

If you have the temperament, the time and the energy, I suggest you try and be the leader of the team. If you aren't, swallow your pride, for the architect has much to offer that is unique. If he isn't heard, I know of no one else who will say that intangible things are important — the intangibles that can make a city a pleasant and fun and exciting and rewarding place to live in.

As the future is uncertain at best, but one thing we know for sure — billions of dollars and billions of hours of effort will be spent on building things, and it will be a terrible, horrible thing on the collective conscience of the architects, if we let our timidity, our lethargy, our complacency, our lack of concern, our hardened conscience keep us from a primary and deep involvement in finding a solution. And so, from the specialized view of an architect in 1969 — if he is and not as he should be — it seems to me that there are three basic problems presented by our cities that, we could find an answer in time, would make us better prepared to be a leading force in finding a solution. The first — to the credit of our profession, some of today's architects have been the first to realize it and understand the implications of it — is that there really is no client to help solve our City's problem. Our first contribution should be created. The AIA is working on it through the UDDC. The Urban Design and Development Corporation, which as founded and funded by $200,000.00 from the AIA thanks your dues, is starting out to do just that for a major project in Washington. The lessons learned from its false arts and failures will be channeled to you as fast as possible. One of you may not quite know what I mean. I know every City has a Mayor and a governing body and lots of Departments and Commissions and someone to sign your contract, but all of this does not add up to a client in a meaningful sense of the word. In the sense that there is someone who can agree on a priority of problems, quickly react to ideas and proposed solutions and approve immediate action. To be specific — in Washington for instance, there is a strong cross-axis to Pennsylvania Avenue with Howard University at one end, the Smithsonian at the other, and a new University and a burned-out ghetto in between. If all four proceed independently, the people whose daily lives are most affected certainly have no assurance that the best overall solution will be reached. If it is jointly developed, they at least have a better chance. But who is the client? A Board composed of representatives of each? Probably, but who represents the burned-out neighborhood? And can the representatives of Howard commit funds, give up or buy land or take any action without waiting for approvals of another Board? If this is the answer, the going back and forth could take years and could result in so many conflicting opinions that the solution would undoubtedly contain so many compromises that mediocrity is the best we could hope for. Years we don't have and mediocrity we don't need. All of this becomes even more complex if you cross a boundary or two between cities, counties or states. We do need a client. We don't have one today. A client needs to be created. The AIA is working on it through the UDDC. You think about it. Maybe you will be the one to discover the answer. The second thing that makes our task more difficult is that we not only do not have a client, but the ones we have don't know what they really want, what they need, and we really can't back up our hunches, feelings and intuitions when it comes to understanding what it will take to make our cities better. Oh, we agree on broad generalities like social justice is better than social injustice, health is better than illness, etc., but since time is short and action is required, we need specifics not vague generalities, for something must be put
to work immediately.

Last week, I attended part of a meeting devoted to discussing new towns. Reston, Columbia, Irvine Ranch and a few others were presented. I am not being critical of these efforts because the men behind these gambles had the guts to try something but they are first steps, experiments, not the final answer. I said at this meeting, open space, planned development, economic balance, a good tax base and the separation of passenger and vehicular transportation may not be enough to make a City what it has to be to survive and must be if it is to permit satisfying life. My feelings and my hunches say that it is good to have these things, but are they essential?

Reston and Columbia are too new to tell us anything, but Radburn and Chatham Village are not. Before we blindly accept the formula we should know answers to questions such as: 'Are there fewer divorces in Radburn than in a typical subdivision? Less dope addiction among teenagers? More stability? Less neurotics? Would a neighborhood psychiatrist starve? Are people healthier? Are children better equipped to make the world a better place or have they grown up so sheltered and protected that the real world confuses and baffles them? What we need is to know why — as the ad says — is Paris exciting and Frankfurt dull? What we need to know is why have public housing projects failed? They are warmer, better lighted, better ventilated than the alternatives.

Many of today's architects think they have the answer but even they are handicapped by not being able to prove it. Very few scientists can persuade others to spend billions of dollars because they think they have a cure for cancer. And yet many architects are willing to ask for such a blind endorsement because they think they have solutions to the ills that plague our cities.

To some degree this is a hollow argument, for we will have to build next year without much information, but what I am asking for today is that each architect start thinking in terms of evaluating your own work in this manner so that through the AIA the profession can be instrumental in finding the answers.

For the past year I have been talking to people in HUD about granting a research contract to the AIA to get something like this started, and I have now about decided I have been talking to the wrong ears. They are technology oriented and I fear are more concerned with quantity than they are with quality.

We may have to get legislation passed and funded establishing an architectural section of the National Science Foundation. This won't be easy, but it seems important because somehow, somehow the problems have suddenly become more important and critical. It seems foolish to plan to build twice as much as ever before without trying to learn something from the past, and yet this is most likely to happen. New knowledge may be later than it should be, but it is not too late.

The third problem is that we are a part of a process or an industry that is not capable of meeting the demand in its present form.

Now I know that this in many ways is not our fault, but it could be an opportunity. Our country could not build as many cars as it can without good planning. Planning we can do. However, it also could not have built as many cars as it has without good managing. And managing we don't do so well. But then no one else does either and that is an opportunity. He, who fills the void created by wants and inefficiency in our designing and building process, will be tomorrow's hero. The AIA's challenge, the profession's challenge and your challenge is to see that enough architects fill the void so that we all can say that the profession of architects can be counted and is essential.
u and I may feel that we are essential now, but without justification than we have now, we are only kidding ourselves. Your city may panic if your plumbers go on strike, but would there even be a tremor if its architects went on strike?
The man who can somehow bring order into the construction process is as essential today as the man who can bring order into the environment. And if one man could do it—utopia! The architect is the only general category that has a chance. So, we not only have an opportunity—have a responsibility—a responsibility to the public which is an important part of being a professional man.

How do you do this? Four things: first, you re-adjust your personal and educational priorities. The management function is recognized as being as much a part of the definition in architect as the ability to design. Second, the profession spires its values so that this is recognized. Third, you practice good management yourself and quit running your business as if it were a hobby or a corner grocery store. Fourth, you go back with great enthusiasm and vigor and sell this new talent to your community. If you don't, someone without much appreciation for design, beauty, scale, texture and all of the other intangibles that make all the difference in the world—someone else without these values will.

The problem with today's architects and, in fact, the problem with most of today's smartest people is that they are content to study and define things without feeling any obligation, to propose a solution. The reason this is a problem today is that in a democracy, power is placed in the hands of men of action and not just in the hands of men who talk. This may be why some of your clients sometimes seem to pay more attention to the contractor on this project than to you or the city fathers pay more attention to a speculative developer. Their men act even if their goals are sometimes selfishly limited. The problem of our cities is that people with the wrong values are in charge. Real estate speculators, outdoor advertising people, highway engineers—they have more to say about our environment than do the majority of today's architects. Right now, who is controlling the future development of your community? 5 or 10 men? any architects? Your collective silence may be the biggest problem with our cities.
THE CREATIVE CITY

by Philip J. Meathe

Our Obligation of Today for our Cities of Tomorrow
examining the current positions of many professions and professions, it seems to me that two positions represent "In Thinking" of today.

Extreme right houses those idiot/amateur sociologists who seem to feel that chaos is a cozy state of affairs and, hence, we should let things proceed as they are going.

Extreme left talks about megalopolis and megastructures as things "just around the corner" and, consequently, are always jabbering about the future Big Picture and are not involved in today's problems.

Extremes, coining a phrase of Peter Blake, are "copping them in their impressive ways.

Personally feel, however, that there is a third approach which is of a far greater value. This approach is not negative or experimental in nature. It simply calls for today's professionals to use all the tools he possesses to incorporate successful solutions we now have to the problems — i.e., our cities.

Should stop listening to the extreme groups who seem to vor the defeatist attitude or those who want to destroy free enterprise system by:
- To abolish our regional and national boundaries
- To outlaw the automobile
- To stop the building of factories
- To abolish our labor unions and
- To place central governmental control over all private activities.

We of this why don't we start telling all the people who listen that a damn great ideal 20th Century City exists it now, even though not in one place. Its parts are in many places in America, in Europe, in Asia, in and in the Pacific. Each place is as democratic and interprizing as our own country.

Our city will consist of these different components which now exist in isolation and have never been combined to form a single ideal modern city. What we must do now is put the ideal pieces together using our best professional skills to make our tomorrow's cities.

Like the medical profession, we must learn how to use "bits and pieces" as parts of our "jigsaw" puzzle; for example, heart transplants, polio vaccines. The point is that the medical profession uses these "bits and pieces" to make our personal life better and healthier. Hence, I'm convinced that if we, as the environmental specialists, use the knowledge gained from other successful component solutions (bits and pieces I call them), we will be able to tell today's citizens that tomorrow's city can be established rapidly and successfully, if they are willing to support the actions that are required. Let's examine these components of which I speak:

1. An overlapping system of circulation that separates pedestrians and cars has been created in Prague. Why can't it be done in Washington, Boston or Los Angeles?
2. If Tivoli Gardens in Copenhagen can be made entirely safe and lively at all hours of the day and night, why can't this be done in our cities?
3. If an ancient town of Urbino in Italy can restrict private automobile traffic in its center, why can't we do the same thing in our cities where the traffic tie-up becomes a nightmare.
4. If housing developments in Finland can be attractive, varied, cheerful and interesting, why do we allow our developments (in most cases) to look like monstrous junk.
5. If Munich, Germany can develop pleasant pedestrian passages for shops, restaurants and offices right through the center of their cities, why can't we do the same thing in our cities.

These are a few examples and there are many many more. All of these things were accomplished within roughly the same economic and political framework under which we operate.

I suspect what we must first do is establish priorities, and if this is true, my priorities would be:

First, we must make our cities totally safe. Safe from punks,
hoods and radicals. Safe from polluted air and safe from a polluted landscape.

Second, we must untangle and sort out all our different kinds of traffic: the car, the bus, the train, the airplane, the rapid transit and the boat, and do it in such a way that clearly favors the pedestrian.

Third, we have to restore and encourage the reasons why cities have a superior place over and above suburbs. We must talk about the employment possibilities, our museums, our shops, our theaters, our symphonies, and the other vital parts of our cities.

These objectives of safer cities, better transportation and greater variety are fairly simple to achieve and have been achieved by others. The question now seems to be are we, as professionals, ready to fight for what we know must be done; and are we capable of preparing ourselves, professionally, to insure victory after the battle?

What I have said up to this point has dealt with tomorrow's cities — now, what about our obligations of today? How can we span the chasm that seems to separate today and tomorrow? How can we employ what wisdom and technological knowledge we now have to create a better environment that gives all men, urban and rural, Protestant, Jew or Catholic, white or black, rich or poor a more satisfactory life?

We all recognize that these questions have arisen because of the broad and decisive changes that are taking place around us. These changes are not small in magnitude, instead they are great and significant and are occurring at an accelerated pace. If these changes were charted, we soon become aware that the rate of change is almost a vertical line and no longer a gentle soft curve.

Three examples stand out most dramatically in my mind to prove this statement:

1. Lawlessness:
   Riots: Detroit, Cleveland, Baltimore, Washington
   Students: Columbia, Howard, California, Cornell

2. Technological breakout:
   Astronauts to the moon and back

3. Population changes:
   Growth
   Shift
   Mobility of man

As an analogy to the situation, which I believe is now occurring within our communities and our professions, may I state two quotes dear to my heart:

The first pertains to our profession or business.
Mr. L. Pierson said, "It is like a man rowing a boat up a stream, it has no choice — it must get ahead or it will go back.

The second deals with our communities and our nation.
Mr. Arnold Toynbee, the noted historian, has pointed out that "19 out of 21 civilizations died from within, not by conquest from without. They died when civilization had no flags waving and no bands playing, and it happened slowly and in the dark when no one was aware of it. Apparently, no one cared either."

I agree completely with these two statements, which I assume many of you have read and seen. When people cease caring and become complacent about what they are doing or what others are doing or how they live, then danger to survival looms its ugly head. Consequently, when we, as the environmental profession who are in a period of unparalleled architectural and engineering affluence, become complacent about society's mass critical problem, our respective professions are placed in a hazardous position and we, as the environmental specialists, become subject to elimination or "take over."

While our individual practices may vary widely, the problems are common to all of us. Likewise, I feel that if we can develop real and concrete answers for each of us — we not only benefit our own practices and society but also provide a new base of practice for those who follow after we leave.

I would now like to relate to you five examples of change that are now occurring in our firm and hopefully should occur in all offices. These changes are in areas which were not covered by any professional school curriculum twenty years ago when I graduated. Three of them didn't exist anywhere in the practical sense. They do exist today — and yet they are still unbelievably absent from most offices today.

The first and foremost change is the use of System Analysis and Systems Engineering as a part of our current professional "Tool Basket". This is a young discipline, and it is only now becoming stabilized, formalized
The second change is the computer and its total application. Unfortunately, some people confuse the computer as the panacea of all problems and do not recognize the inputs and outputs of its capability. We must start to understand the computer as a large library which is capable of retrieving all the information it stores. Further, we must understand the programming methods that we as professionals must develop to use the information we gather. The printout of the program must then be presented in such a way as to replace the energies that were formerly required under the manual method. Many useful programs have already been developed in our firm by all disciplines.
and yet, it is safe to say that the computer and its potential are still in the infancy stage. We must learn its true value and place that value in equal station with architectural design or other professional efforts we extend.

The third change is that of economics. We must develop a staff expertise in this discipline to enable our companies to accurately, and I stress accurately, inform our clients on all economic problems and decisions that will be required to produce a successful project of large magnitude. No successful transportation project, high rise project, urban renewal or land development project will ever be successfully accomplished without the full input of the economist informing us about the monetary variations which result when different variables are placed in different relationship depending upon the answers we suggest during the performance of our professional service.

The fourth change I see is the creation of a true team required to expeditiously produce an outstanding project. The team members of the Owner, Architect, Planner, Engineer, Contractor and Manufacturer must work together from the start of a project to completion. They must be willing to participate under the leadership of a leader who, for a sake of a name, I call a Project Manager or, if you like, a “Team Coordinator”. This manager or coordinator would harness all this talent to provide their inputs during the entire project and the project in turn would function in three continuous phases which are known as the Decision Phase, the Design Phase and the Delivery Phase.

We as Environmental Specialists cannot produce large and complex projects unless all our family of fellow professionals work as a team and further this team must be alert to change and must function with the precision of a fine swiss watch if we intend to provide the professional services which the forces of today's society are demanding. The last change which deals with the role of civic activist is, I believe, one of the major roles that the contemporary architect and engineer must play. I listed it last because of its primary importance. If we do not succeed in this role, then our effort will collapse causing our other efforts to become an exercise in aimlessness.

For us to succeed, it is not necessary that we acquire great amounts of new information. On the contrary, it may only be necessary for us to combine the component I mentioned earlier and to resurrect some once honored traditions and use all of our resources of communication to re-educating the American people to them.

Our lack of public standards concerning land use, for example, lies at the root of many of our urban problems. Several generations of Americans have been educated to believe that property rights are more sacred than the public good. But this is an historical falsehood. In much of early America, both tradition and law required property owners to subordinate their interests to those of the community, and it was these strong public standards which gave to the towns of New England the character and beauty which we marvel at today and which stands in marked contrast to the formlessness and ugliness of towns developed without a sense of community.

We as architects and engineers know this, and we must tell it to everyone who will listen. We have a responsibility to inform our citizens and political leaders so that when they are concerned about land use problems they will not waste their time fighting the shadows of bogus traditions. We can help our communities develop new and more flexible zoning regulations and building codes so that attractive urban communities and pleasant suburban towns and villages can be created. A number of these new forms are now taking shape, and I am confident that they will succeed in attracting public attention because of the success in creating communities with which people can easily identify.

Further, I am convinced that the architects and engineers of today, as well as tomorrow, can do a better job, if they are determined to do so. Our civic activities therefore must be aimed at making the “best” professional create the “best” environment possible.

Finally, I would like to close with the following thought developed by far greater men than I:

1. It has been pointed out that a man’s age can be measured by the degree of pain he feels when he comes in contact with a new idea.

2. It is easy to dodge our responsibilities, but it is not easy to dodge the consequences of dodging our responsibilities; and finally

3. It's what we learn after we think we know it all that truly counts.

Thank you for the privilege and the opportunity to share my thoughts with you.
Tour of the city is perhaps a little more difficult than others. First of all, it is very difficult to get pretty slides of future cities because they don't exist. Therefore, this will consist of glimpses, partially and imperfectly aligning pleasing images which everyone of you will adjust to his past experiences, prejudices and biases. When we talk about future cities, the ability of forecasting is lied. Unfortunately there is very little evidence that we have that capability. If we look back, we realize that casting is not the most noticeable tool of architects and others. As a matter of fact, very often the mark has not hit at all. So, before we talk about future cities, we of all must be able to develop a capacity for forecasting. We, for instance, an organization in Washington, I believe it is called America of the Future, a group of scientists and technologists who are trying to develop methods of casting. It is with these kinds of people that we should take this trip of the future city.

But let us try to find out what we do, architects, planners and urban designers. I think it is quite clear what an architect does. I think we sometimes think we do more than we actually do. We give form once the major decisions have been made. Architects have very little to do with major decisions. The urban designer, a new fashionable term that has come into being — one is not quite sure what he does — and the reason that he exists in a sense is, the planning profession had to move away from the physical aspects of designing. And then we have the planners who are in such complete confusion that we find it difficult to say what a planner is.

In many schools of planning there is no curriculum at all at this moment. I am not saying that this is wrong, it may be the thing to do today. It is typical at MIT. The curriculum is established by the person himself, to develop the area he is interested in. Planning is social, political, economical, legal and physical. The areas are vast and no one person has the time or capability to master them all.

The issue is not names, however, the issue is what tasks are to be done. I do not really care what is an architect, a planner or an urban designer. Some of the tasks will be done by all of them.

Even more scientific oriented professions have trouble forecasting. It is not just in the field of architecture. But society will need all the help it can get.

Architects' and planners' forecasts have been woefully wrong at times. You can just look at the pretty pictures that are lying in dusty cabinets in city planning commissions. These plans have not come through at all. We, as a profession, must be quite careful not to claim too much expertise in this area. It behooves us to be quite modest. We are already suspect today as a profession in taking leadership in city problems. As a matter of fact students of architecture are quite suspicious of their capabilities to take leadership in the area. And, therefore, we have to be careful before we demand leadership position in solving city problems. Perhaps we have to educate ourselves before we tackle the job.

The reasons for being slightly suspect today; the architect, urban designer or physical planner, or whatever you call...
the man, are not prime movers. They are professionals who are working for profit, for a specific client.... We have to make a profit in order to survive. This is the structure of the profession and we work specifically for a specific client. There are planners, naturally, who are employed by broader groups, such as the establishment. But in most cases they are retained in an attempt to keep the status quo. They seldom represent specific groups of concern. It is very interesting that the rioting on the university campuses has been involved with the position of the university planner. Architecture and planning has been the reason for some of the rioting, typically so at Columbia University. The students are accusing the university of imperialism because by expanding they throw out poor people from their housing.... If we really are concerned about cities and broad questions, we must find methods for broad public service, the structure for which does not now exist.... You can see today a movement for advocacy planning. An advocate planner is a person who goes into a neighborhood and represents the people of the neighborhood directly and gives them a choice, or the capability of a choice.... The second reason why we are suspect is the traditional view of the architect of seeing the city as an aesthetic object Finite, visually comprehensible. A form that can be grasped and controlled for aesthetic purposes. That is one of the great hang-ups. Aesthetics and beauty today are completely different from those of some time ago. Today’s beauty is
open ended system. As architects and planners we have abolished, what I call, elitist values. With a populous world this represents a problem. Perhaps this is where we did look at the “pop” architects, as I call them. They are trying to bridge the populous culture and populous values of society with the elitist values that we as architects held for too long. And at the same time, they also bring certain kind of humor into a profession that ought to look itself not with a messianic complex . . . .

early the city as a finite aesthetic object has stood in our y. Before we are so sure what a city is we should look at other profession. A profession that is not interested in object but is interested in process — because the future and the city today is process — it is a changing process. d there is one profession which is only concerned with cess and those are the biologists. They cannot invent the ect which we keep on inventing. They can only look at cess and are only interested in how things grow and range. It may very well be that deep insights can be gained m these people regarding the city . . . .

term future in my estimate is an escape. We love, I nk, in the United States to escape into the future. That is onderful habit. We should recognize that what we are ng today is a part of the future as well . . . . When we talk he city of the future, the responsibility is on your drawing rd or in the city council right now. The idea that there one shining city of the future is an escape. It does not st. Planning is suspect also in some ways, because in many es, planning has become a substitute for action . . . .

A future city evokes certain images. These are some of in, space ships, futurist world in or under the sea, great astructures hovering above existing cities, etc. The rest thing about these images is that there are no ple. You cannot find a person in them. This is a world scape. These images have very little to do with people, y have to do with aesthetic objects . . . en we are trying to define the city, we are generally sing about two things, the population and the institutions. umbia new town was arguing there for a while whether y were a city or not. Of course, they insisted that they e all the institutions, political, social and others that a r deserves. And therefore per se, they are a city. ditionally, the city has brought people together. People,ough finding desperate problems, remain in the city . . . . America we have a deep tradition from Jefferson, Emerson, s, Frank Lloyd Wright — of intellectuals who were against city. We have an anti-city tradition. The city was looked n by these people as evil, as opposed to the romantic ntry side in which beauty and truth lay. The reason for is quite clear. Many of the immigrants came from the at cities in Europe that exploited people . . . .

We live in America in a strange hate-love relationship with our cities. Some people believe we can continue in our course of action with minor adjustments. Such hopes are not appropriate. It seems to me that business as usual is not appropriate. The government commission on housing in 1968 states a target of 26 million houses in 10 years. With 6 million absolutely needed for low income groups. The handwriting is on the wall. We cannot even approximate it closely. This is a jolt compared to actual achievement. And this again is a matter of priority in our government. We simply have to face it, if we are concerned with better cities, the resources and priorities on how we spent money will have to be changed. There is no other choice . . . .

Nobody has the absolute concept regarding the city, we need more experiments in this area. The governmental political arrangements will have to be changed. They are outdated in terms of taxation, planning powers and physical boundaries . . . .

While I believe that scientific aspects will deeply affect the future, I believe that the future city will be based on social change. In this social change we may see birth control accepted, family patterns will change, education will become a continuing rather than an isolated experience in man's life . . . .

It is sheer nonsense to expect that any human being has yet been able to attain such insights into the problems of society that it can really identify essential problems and determine how they should be solved. The systems in which we live are far too complicated for our intellectual powers and technology to understand. With the limited scope of our capabilities to solve the social problems we have a right to question whether any approach, systems approach, humanistic approach, artist approach, engineering approach is the right approach. There is no clear model of approach. A new approach of solving the problem of the city can only come about through re-allocation of resources.
Baedeker 69

Mr. Charles A. Blessing

The 20th convention of the Wisconsin Chapter, A.I.A., held at Lake Lawn Lodge in Delavan is by now history. Considering the two essential ingredients of a convention, namely, the professional program on one hand and the fun-part fellowship on the other, this convention was very successful indeed. Over 900, architects, their guests and exhibitors attended. Kudos for the men who conceived and organized this convention! The members of a combined committee, Dick Blake, chairman, Len Weiden, Gary Zimmerman, Jack Funck and Matt Gabel, architects, and Bill Smeaton of Concrete Research, Inc., Bill Helms of Northwestern Elevator Co., Bill Cooper of Kawneer, Tom Overchuck of Wisconsin Face Brick and Ken Kush of T. C. Esser Company, exhibitors, deserve our gratitude for their tremendous efforts from which we all benefitted. We have to agree with Bob Yarbro, President of the Wisconsin Chapter, A.I.A., who remarked: "We don't know how it is possible but every year our conventions are getting better!"

The professional program concerned the "number one problem" of our nation, the blight of the American city. The very distinguished panel of speakers, George Kassabaum, President of The American Institute of Architects, Philip Meathe, Executive Vice-President of Smith, Hinchman & Grylls, Associates, Architects, Charles A. Blessing, Director of City Planning for the City of Detroit, Elijah Pitts, offensive halfback for the Green Bay Packers and George Anselevicius, Dean of the School of Architecture at Washington University, explored the multi-problems of our cities from different point of views. Mr. Blessing described the situation as "do or die" for planning. He most urgently stressed the necessity of peoples' participation in the process of planning which he finds a patient and very often frustrating search. Mr. Kassabaum pointed out the great confusion as to our goals for our cities and hence no single appropriate and coordinated program of procedure. Mr. Meathe sees the solution for the physical planning in combining existing knowledge and already available tools in technology. Elijah Pitts sees the essential problem of the city as being two different worlds. He strongly expressed his conviction that the people of the city shall have to communicate with each other as "one world" and not as two separate entities. The white world believing that all negroes are dumb, the black world believing that all whites are liars. George Anselevicius strongly believes that matters have to get worse before they are going to become any better. He sees the need for re-allocation of our resources with the city being of the greatest priority. He also brought forth the thought that the elitist values of the past are clashing with the populous values of the Nineteen-Seventies, only deepening the already gigantic problems with which the cities are beset. If we all had heard about the serious situation of our cities, it certainly became depressingly so much more clear during the convention, that business as usual has no place in our action.

It also became depressingly clear, that the rest of the world would have us believe that the architects per se "have to shoulder the blame" which is — to be charitable — pure nonsense.

The problems of the city are rooted in the system under which we operate. The problem sources are of social, political and economical nature and no one individual alone or one profession alone can either shoulder the blame nor find the methods of approach for a remedy. It is to be hoped that if of us heeded Mr. Kassabaum's suggestion that we become socially conscious and that we subordinate our own personal needs to those of the larger question of concern, the city!

While we regrettably have no possibility of reproducing the Baedeker world tour in color slides which Mr. Blessing presented, we are glad to reproduce the presentations of Mr. Kassabaum, Mr. Meathe and excerpts of Dean Anselevicic's thoughts! The fun-part fellowship is documented in the following pages.

Banquet

Bill Wenzler, the intense, concerned person, surprised everyone including himself, with a talent for warmhearted humor should be envied by a professional toastmaster. His remarks a warm, casual and unlike-banquet mood that was appreciate everyone.
meant this to be as dignified as it comes natural to Thomas chweiler," he cracked, and obviously Tom and Ethel agreed.

Elijah Pitts and Mrs. Wenzler both appreciated Bill's sense of humor.

Mrs. Elijah Pitts (Ruth) taking a bow to which the audience warmly responded.

People will have to get together on a personal basis and to start the foundation for mutual trust. . . .
Elijah is explaining his new business, a job placement agency on North Third Street. He intends this business to serve all people, black and white. But he found out that white people are reluctant to venture into his neighborhood. . . .

Mr. and Mrs. Julius S. Sandstedt at the President’s cocktail party.

Chairman of the convention Committee, Richard Blake, fascinating his audience, Mrs. Len Weiden and Elijah Pitts. . . .

while Mrs. Blake is saying "you are kidding Bob."

The Reimar Franks and the Guerins are testing Reimar’s aim as a rifleman.

Mrs. and Mr. Yamamoto, State Architect, at the Honor Awards Luncheon.
George Schuett, eminent gut bucket player charms his crowd, as usual.

Whatever happened to John Brust?

Stan Wade, Mark Pfaller and Mrs. Wade who seems to be saying: "no posing please!"

Karel Yasko of GSA, Washington, talking to his constituents.
Wouldn’t you wish you knew the joke these gentlemen shared? Dick Diedrich, Dean Wade, Mr. Blessing, Mr. and Mrs. Knapp in the background and Mark Pfaffer.

Mrs. and Mr. Thomas Bertz with Mr. and Mrs. Lawrence Bray at the President’s cocktail party.

Matt Gabel, seriously involved in one of the seminars. Mr. Gabel is a member of the convention committee.

During the convention of the Wisconsin Chapter, A.I.A., vice-president of the Western W.A.L., Mrs. E. John Knapp.

(Maxine), presented a contribution of $500 for the Wisconsin Architects Foundation to immediate past president William P. Wenzler.

The donation represented the proceeds of a two-day art fair, the members of the Western W.A.L. organized during the latter part of March in Madison.

The W.A.L. art fair opened the artistic show-and-buy season for Madison and proved to be one of the season’s best because of the wide range of art represented and the wide range in prices.

A children’s art section with work by and for the youngest was included and these prices were set so that small pocketbooks could afford them.

Well known artists from Madison and Milwaukee donated stitchery, pottery, wood works, collages, sand sculptures, water colors, oils, hand-blown glass pieces and beautifully crafted jewelry. Unusual Easter eggs, hand made flowers and other “goodies” were offered for sale. Members of the Western W.A.L. crafted their most cherished bakery recipes into ambrosial works of art. “It was a lot of work to organize the art fair,” commented Maxine, and well can we imagine. Kudos to the girls for their ingenuity and their contribution to a most important cause . . . aiding our architectural students.
Winning Entries
Third Annual Architectural Press Photography Awards Program
CATEGORY 1 — Picture Story of One Building

HONOR AWARD
UGO GORSKI — Milwaukee Journal
Series of 3 pictures. Two wooden staircases with wood carved trim in center.

Comments of Judges:
Photography is par excellence. Details some of finest and depth tremendous. Fine use of darkroom techniques.

MERIT AWARD
RONALD M. OVERDAHL — Milwaukee Journal
Study hall or library.

Comments of Judges:
Perspective and imagination used. Use of one human interest picture very effective. Use of prevailing lighting to the greatest advantage. Composition excellent.
CATEGORY II — Single Building

HONOR AWARD

NED VESPA — Milwaukee Journal
Enclosed court scene with arches and statue.

Comments of Judges:
The associate and diverse objects in the composition and the tone
and textural values combine in intensifying the illustration.

MERIT AWARD

RONALD M. OVERDAHL —
Milwaukee Journal
U.S. Pavilion — Expo 1968 (left).
Comments of Judges: Back lighting of
geometric pattern expresses excellent
imagination in capturing this view.

HONORABLE MENTION

NED VESPA — Milwaukee Journal
Route #94 highway entrance or e (above).
Comments of Judges: Light extremely
good — depth of field extremely go
CATEGORY III — Construction

HONOR AWARD

BOB NANDELL — Milwaukee Journal

A man working on deck of bridge with church steeple in background upper left and boom of crane at right hand edge.

Comments of Judges:

An outstanding exterior photograph. Enlargement from a small negative gives mood of everyday heavy construction. Use of crane obliterates distasteful areas of photograph.

HONOR AWARD

BOB NANDELL — Milwaukee Journal

Workman standing on wood laminate arch (left).

Comments of Judges:

Very dramatic case of unusual viewpoint. Integrity of photograph verified by man in proper position for good composition.

HONORABLE MENTION

RONALD M. OVERDAHL — Milwaukee Journal

Man peering over edge of building looking down at beams and girders (above).
awards luncheon

The honor awards luncheon, held yearly at the Wisconsin Chapter, A.I.A. convention, is a highlight of the program. Owners, contractors and architects receive certificates for "distinguished accomplishment in Architecture."


Merit Award — University of Wisconsin Central Library, Milwaukee Campus. Mark Gormley, Librarian, Don Bauer Construction Company and Tho m. Slater of the Office of Fitzhugh Scott — Architects.

Merit Award — Fieldhouse, Pool and Classroom Addition, to Whitefish Bay High School. Mr. George Dunlap, Ci man of the Building Committee and Pr ident of the School Board, Ralph Jan of Joseph P. Jansen Co. Thomas Briner of the Office of Fitzhugh Sc Architects.

Merit Award — West Branch YMCA. Mr. Buck, Gustav Martinsons of Peters and Martinsons, Architects and Mr. Dahl of John Dahl Construction Co.

Merit Award — City of Madison Fire Station No. 1. Ross Potter, project designer, John Findorf of J. H. Findorf & Son, Inc. and Nathaniel Sample.
Award winning display booths
at the Wisconsin Chapter, A.I.A. Convention

The following displays were awarded citations for their educational, well planned and informative exhibit booths at the 1969 convention.

Wisconsin Prestressed/Precast Concrete Association

PPG Industries, Inc.

Concrete Research, Inc.

Pipkorn Corporation

Kohler Company

American Saint Gobin Corp.
O. Brasser and L. A. Chase chatting with Norm Sommers the Kohler Company booth.

Larry Nelson, Larry Daniels and Jim Plunkett in Stickler & associates booth.

W. C. Kuhnke and Rush Wikens.

Gene Boldt and Bud Rosier in Verhalen space.

Jack Curtis shakes hands with Sheldon Segel, as T. C. Esser staff approves.

Norman Armour showing President of Wisconsin Architect, Inc. Willis Leenhouts the newest in windows.
Bill Butz with George Schuett.

SPANCRETE

Don and Mrs. Polkinghome tell Al Creekmur, Dick Stoll and Jim Wanie a good joke.

Larrie S. Calvert of Halquist Stone.

BUTLER TILE SALES, INC.

L. W. Nicholson with Dan Reginato.

Bernie Olson with Sheldon Segel.

Wally Lenz with E. John Knapp.

Bill Smeaton listens to Chuck Harper with Ron Hane.
G. Artz with Maurice Merlau.

Bob Marrison, Warren Berentson and Bill Garrison.

Allen Strang doing his thing in Northwestern Elevator Booth.

Mickey and Robert W. Gipp with Jim Michel.

Dick Hagen of Duwe Precast.
Larry Niederhofer, Jack Douthitt, Joe Klein, Pete Kobishop, Don Jamburg, and Robert Erdman.

Dan Basemen, Vern Basemen, Sandy Wilson and Bob Dahlgren.

Conrad Hans listening to Warren Panaher.

A. T. Krueger with Ken Brede.


Bev Segel with Kurt Aleithe.

Page H. Johnson with Karl Olsen.
Dorothy Schweitzer, Executive Secretary of The Wisconsin Architects Foundation for the past 10 years, was honored by the Wisconsin Chapter, A.I.A. at the banquet of its 20th convention. She received a citation with the following wording: “In recognition of many years of service and dedication to The Wisconsin Architects Foundation. Her efforts to promote the Profession of Architecture through this organization are singularly effective.” (see April ’69 Wisconsin Architect, page 24.)

Annual Meeting

Dorothy Schweitzer, Executive Secretary

The Sixteenth Annual Meeting of Wisconsin Architects Foundation was held on May 8th at Lake Lawn Lodge, Janesville, Wisconsin at the time of the Wisconsin Chapter AIA Convention. William P. Wenzler stepped in as President after having served two years. He called a number of recommendations for future consideration which should be helpful in both the administration of the Foundation and the imminent fund drive for the new School of Architecture.

Fund Drive

Wenzler announced that Roger M. Herbst, Milwaukee, consented to serve as chairman of the fund drive committee. As a former President of the Foundation, Herbst had authored the letter of intention, dated 1965, which had pledged to the University of Wisconsin both monetary and other aids by the Foundation in support of a School of Architecture. Therefore, it is most fitting that Mr. Herbst should assume the responsibility of carrying out these pledges.

Cooperation was voiced by the Directors present.

New Officers

Ben J. Strang FAIA, Madison, was elected as the new President of the Foundation by unanimous vote. J. William Johnson, Milwaukee, was elected Secretary-Treasurer.

New Directors

Two new Directors, approved by the State Chapter Executive Committee, were welcomed, namely Clinton Mochon, Milwaukee, to serve a 3-year term replacing Maynard W. Meyer, Milwaukee, whose second consecutive term had expired; Lawrence E. Bray, Sheboygan, to complete two years of the unexpired term of Grant Paul, Eau Claire, who had resigned.

Contribution — WAL-Western Division

Mrs. E. John Knapp, Madison, President of WAL-Western Division, made a graciously presentation at the Foundation’s meeting of a contribution of $500. This was a share of the proceeds of fund-raising in Madison by means of a successful Art Show on May 29th and 30th. The amount of this contribution brings the total to $2,675. over the past eight years, all monies intended for student aid.

Trauma

The threat of severe budget cutting by the Joint Finance Committee of the Wisconsin Legislature, beyond the bare bones assessment and recommendation of Governor Warren P. Knowles based on University System requirements for the next biennium, raised consternation to a point of incredibility in many quarters. The particularly drastic treatment of UWM needs led Chancellor J. Martin Klotsche to warn that the newest courses there might have to go, with particular reference to the new School of Architecture.

This caused panic in the hearts of those who had worked for years to establish this greatly needed professional education facility, the students already enrolled, and Dean John W. Wade whose conscientious work had developed a curriculum, widely published and acclaimed, and a promising nucleus of a faculty.

While at this writing, in early May, there is some assurance that the new School will be “funded”, whether the appropriation will be adequate is unknown, and unknown, also, is the final action the State Legislators will take when the Joint Finance Committee’s recommendations are reviewed.

The Wisconsin Chapter AIA Executive Committee went into immediate action thru state-wide news releases, and individual Chapter members exerted whatever persuasion was possible in pressing the need of preserving the new School which had actually been established by legislative action in 1967.

The Editor of WISCONSIN ARCHITECT published in the May issue an eloquent editorial of substantiation. We sincerely trust that this strongly documented appeal, as well as those of the Chapter, will sway the law-makers in their final decision.

The Foundation, in a separate contact letter to key influential individuals, listed plainly the concerns that the Joint Finance Committee, as well as the rest of the Legislators, must take into account in evaluating the crisis that faces the new School. Also incorporated in the letter was the Foundation’s commitment of financial assistance “over and above the basic operational necessities which must be borne by the State.”

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RESIDES: Slinger, Wisconsin  
FIRM: Brust & Brust, Milwaukee  
DEGREE: Catholic Univ. of America,  
— B. Arch. Degree, Marquette University, Milwaukee — M.B.A. Degree  
Advanced from Professional Associate

PROFESSIONAL ASSOCIATE
Bruce D. Jackson  
BORN: December 27, 1934  
RESIDES: Waukesha, Wisconsin  
FIRM: Schuett-Erdmann & Gray, Architects, Milwaukee  
New Member

ASSOCIATE
Alexandru Frunza  
BORN: June 8, 1921  
RESIDES: Madison, Wisconsin  
FIRM: Potter, Lawson, Findlay & Pawlowsky, Inc., Madison  
Received “Diploma Bachelor of Science” From Industrial Lyceum, Chisinau, Roumania  
New Member

David E. Haley  
BORN: March 11, 1945  
RESIDES: Sun Prairie, Wisconsin  
FIRM: Potter, Lawson, Findlay & Pawlowsky, Inc., Madison  
DEGREE: B. Arch. — Illinois Institute of Technology  
New Member

Arlan K. Kay  
BORN: March 8, 1943  
RESIDES: Madison, Wisconsin  
FIRM: Ames-Torkelson & Associates, Madison  
DEGREE: Bach. of Arch. — Iowa State University  
New Member

Thomas J. Miron  
BORN: November 21, 1941  
RESIDES: Oshkosh, Wisconsin  
FIRM: Sandstedt, Knoop and Yarbro, Oshkosh, Wisconsin  
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Joseph H. Flad, a Madison architect for 20 years, has been elected to the College of Fellows of The American Institute of Architects. This is a lifetime honor bestowed for his notable contributions to the advancement of the profession of architecture. He will be formally invested during special ceremonies at the annual convention of the AIA in Chicago, June 22-26.

Although AIA is the 23,300-member national professional society of architects, only 893 members have been advanced to Fellowship. As a Fellow, Mr. Flad will have the right to use the initials FAIA following his name to symbolize the esteem in which he is held by his peers. Other than the Gold Medal, which may be presented to a single architect from any part of the world, Fellowship is the highest honor which The Institute can bestow on its members.

Mr. Flad was born in Madison in 1922, and received a B.S. in Business Administration from the University of Wisconsin and his architectural education at Iowa State University. A member of AIA for 15 years, his national committee activities have included Regional Director of the North Central States Region (which includes Wisconsin, Minnesota, North Dakota and South Dakota) and presently represents these states as a member of the National AIA board of directors. He currently is assigned to the Professional Practice Commission with specific duties with the National Committee of Professional Consultants, Architect-Engineer Liaison and Building Industry Coordination, AGC-AIA Liaison. He is also a member of the AIA Task Force on Turnkey and AIA Task Force on the Standards of Professional Practice. Previously he served on the committees Production Office Procedures and Hospital Architecture. In 1954, he became a member of the Wisconsin Chapter, AIA, and has since served on several State committees in addition to President of the Chapter for 2 years. He also has been active in civic and cultural affairs in Madison.

Mr. Flad is president of the firm of John J. Flad & Associates which has designed many educational, medical and commercial buildings in Wisconsin and surrounding States and numbers twenty-three architectural awards for excellence in design. Among the buildings designed in Madison are LaFollette High School, Anchor Savings & Loan, National Guardian Life, Methodist Hospital, Madison General Hospital Rehabilitation and Psychiatric Addition, Madison Medical Center, Van Vleck Hall and Russell Lab. on the University Campus. His firm has recently completed drawings on the new WARF 13-story office building, the University of Wisconsin Communication Arts Building and the University Park Corp. Shopping Center. The last two projects are located in the 6, 7, 800 redevelopment blocks on University Avenue. Drawings are presently being developed for the First National Bank Building and Parking ramp.

Mr. Flad and his family reside at 5506 Barton Road in Madison, Wisconsin.
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