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Wisconsin Architect is published monthly with the exception of July and August which is a double issue.
Continental Bank & Trust Co.

Owner: Continental Bank & Trust Co., Milwaukee
Architects: Miller, Waltz, Diedrich, Architects and Associates, Inc., Milwaukee
General Contractors: Hunzinger Construction Company, Milwaukee
Structural Consultants: Strass, Maguire & Associates, Milwaukee

The Continental Bank & Trust Co. is the successor to the West Side Bank, which was founded in 1894 and located at 300 West Juneau Avenue until forced to relocate because of expressway construction.

In 1965, the bank then headed by Howard J. Meister, acquired the westerly half of the block bounded by North 7th and North 8th Streets, West Wisconsin Avenue and West Michigan Street for construction of a new bank and office building.

The firm formerly of Miller & Waltz, now Miller, Waltz, Diedrich, Architects and Associates, Inc. of Milwaukee was retained to design the new 12-story structure which was to contain about 100,000 sq. ft. of floor space. Bank offices were to occupy three floors with 25,000 sq. ft. of floor space, nine floors with 75,000 sq. ft. would be available for office rental space.

The team of Jordan Miller, principal in charge, Richard Diedrich, design, Paul Meier, project representative, was charged to design a building that would express the solidity of this long established commercial bank and simultaneously represent the dynamism of the bank's young leadership in promotion of growth.

The unusual nature of the site, a prominent corner on the west edge of the central business district, played an important part in the sitting and design decisions of the architects. North 8th Street which is one-way southbound, jogs to the west as it reaches the bank; Wisconsin Avenue, Milwaukee's main street, narrows at this point from an institutional boulevard to the commercial strip.

Had the architects built up to the lot line, the new building virtually would have closed off the view of other downtown buildings to motorists approaching from the west. Had they set back the building substantially, it would have lost its impact which is inherent in the site, according to Richard Diedrich, principal in the architectural firm.

It was decided to locate the building 12 feet from the Wisconsin Avenue sidewalk with the entrance to the banking lobby slightly elevated for emphasis. The architects wanted to express the structure as primarily a bank and secondarily an office structure. To provide independent access to the building, they separated the entrance to the bank from the entrance to the office building which they located a half level down accommodated by the sloping site.

Thus they created an entrance plaza to the offices containing landscaping, seating, a fountain and space for shops facing on the plaza.

The banking lobby has the traditional lofty space — floor to ceiling 28 ft. — conceived with an openness so characteristic of contemporary banking. Very high windows along the main banking floor accent and visually separate this area from the rest of the building. Custom designed lighting fixtures, suspended from the ceiling, illuminate the main banking floor. Furniture, including cages, service counters and some desks, was also designed by the architects. Teller cages, coupon booths, offices, conference rooms and the vault, were designed around the central open space. The bank switchboard is located above the vault in the southwest corner of the banking floor, giving the operator a view across the entire lobby.

Walnut paneling and gold carpeting complement the exposed concrete structural elements, that are carried through from the outside in. The combination of materials — standard concrete — carefully detailed and finished, the carpeting and paneling make the Continental Bank & Trust Company lobby an exquisite space of elegance without extravagance.

Access to both the bank lobby and the office lobby is provided by an entrance from the parking lot. Three television drive-in windows are located south of the building, and there is provision for three additional ones. Surface parking for 100 cars is also available at the south of the property.

The Continental Bank & Trust Company is built entirely of exposed cast-in-place concrete. Endorsing rather than concealing the inherent problems of exposed concrete, the architects chose to emphasize the tie-holes and exaggerated them by inserting oversized cones within the forms, making them as well as the emphasized control, construction and form joints an essential and remarkable design element throughout the building. Normal mix concrete of the lightest gray cement and local bank-run gravel aggregate was used and the entire structure was then sandblasted to bring out the tones and texture of the aggregate. Elements of entrance, vertical circulation, bank function, and mechanical and electrical function, are floated within the basic structural frame. All fenestration is of heat absorbing glass, set in anodic bronze finish aluminum frames.

The building service core, containing three elevators, stairways, washrooms and receiving area, was placed on the east side of the building for considerations of flexibility in office space and minimum interference with the main banking floor.

The architects chose to express the service core and made its volume a strong and vital design element.

To compensate for the absence of a central core, the wind bracing is accommodated by exterior tapering columns along each side of the structure. Each column is three by nine feet at the base, tapering into the cap of the building at 160 feet above grade.

The emphasis on the base of the structural frame, the tapering columns, the service core, fenestration, and the ingenuous handling of the standard concrete combine to an expression of strength in simplicity, candidly contemporary.

The siting together with the simple, stable form, appearing at first glance monolithic and thus betraying the multiple and subtle design details, combine to make the Continental Bank & Trust Company a strongly sculptural "gatepost" to downtown Milwaukee.
St. Paul University Parish Chapel

Architects:
Peters and Martinsons, Architects, Inc., Madison

General Contractor:
J. H. Findorff & Son, Inc., Madison

Consulting Engineers:
Arnold and O'Sheridan, Inc., Madison

St. Paul University Catholic Chapel, built on Madison's lower State Street in 1909, was the first Catholic Chapel on a state university campus anywhere in the United States. St. Paul Chapel pioneered the philosophy that "if it is a good policy for the state to offer its citizens the most liberal opportunities for obtaining a broad secular education, then it is also good policy for the Church to offer to Catholic students the best available means for advancement in religious education" as stated in its dedication prospectus.

During the past 60 years, St. Paul Chapel, serving the Catholic campus community with religious, cultural and social activities, saw its community grow from its initial 300 students to over 6,000 today.

Responding to the growing pressure of numbers on its facilities and the increasing need of response to liturgical changes in the Catholic Church, true to its philosophy, St. Paul Chapel underwent a deliberately radical renovation. In 1966, Architects Peters and Martinsons were charged with the task of renovating St. Paul Chapel, a neo-gothic structure built on a basilica or front altar plan. Because of the dynamic nature of contemporary college life, and the intent of welding the secular and the religious life, the building was to be re-formed. It was not only to serve religious functions, but also as a forum for political debate and an arena for cultural performances, such as drama, music and dance.

While the need to expand the seating capacity of the building was important, the paramount requirement was a design that expressed relevantly the spirit of the contemporary church.

Every architect appreciates the inherent problems of renovations or additions to a building. Peters and Martinsons had to expand the building from a seating capacity of 380 to 650, with the site being confined on the north and east by city streets and on the south by University property and on the west by the existing Student Center, which was not to be demolished, leaving only the 18 ft. from sidewalk to the north wall of the existing church and the southwest corner behind the student center.

Providing the needed additional facilities within a confined site, is one problem, to express the spirit of the contemporary church by renovating a neo-gothic structure of another era and consequently another spirit, is quite another.

Peters and Martinsons solved their delicate and difficult problem with great skill, imagination and inventiveness. They transformed St. Paul Chapel during the two year renovation so successfully that the chapel today looks like an entirely different building.

They deftly replaced the old facade with a massive exposed boardformed reinforced concrete overhang. Retaining the existing masonry walls on the east, south and west for both economical and historical reasons, they responded sensitively to the vertical emphasis of the old walls, expressing the new facade with similar elements in the contemporary idiom.

The sanctuary was designed with the altar in the center, emphasizing the unity of public worship according to the spirit of the Second Vatican Council. The altar itself is of a concrete base with a glass top of gray tinted glass. The altar can be removed by a hydraulic lift when the church is used for other purposes. Two balconies were added to solve the problem of additional seating. The west wall contains the organ pipes beneath an expanse of concrete and plaster. A tabernacle on the west wall is also constructed of concrete, so are the pew ends. A full kitchen and a hall of 140 x 65 ft. are located below the sanctuary level. The hall serves reading and dining purposes, it can also be divided into smaller meeting and class rooms.

Peters and Martinsons masterfully integrated parts of the old church with the new. Elaborately carved panels from the old communion and altar rails are set into the concrete walls on either side of the baptistry which is contained in the vestibule at the State Street entrance.

Through the centrality of their plan, careful attention to detail and great restriction in choice of materials, the architects designed a building that expresses strength and simplicity. The Chapel professes to the present while maintaining historical continuity with the old pioneer chapel. Kent Peters observed: "It's a matter of relevance, really. We tried to keep it in its natural state — and not embellish it — but also bridge the gap between the old and the contemporary." So successful was their concept, that in 1969 Madison's Capital Community Citizens awarded St. Paul University Parish Chapel an "Orchid" award, citing the building for "distinctive architecture and interior design."
Parking Facilities
by Lowell George Yerex, P.E.
Portland Cement Association

In any new construction, planning facilities for parking is a major consideration. The suburban shopping centers are only possible by catering to the mobile consumer, while the urban office building or department store often finds itself in the position of having to provide parking structures to maintain their clientele.

The suburban parking facility usually consists of paved areas, and is rarely a structure. Proper layout and traffic flow are basic planning criteria.

What is not as obvious to the planner or owner is that this parking area is the front door to his business establishment, and thus many factors other than simply providing enough space for parking must be considered in the planning criteria.

Paved concrete parking areas offer the best overall solution to the planner and owner. Lighting and safety... the light reflective coloring of concrete provides good visibility, and the excellent skid resistance of concrete affords protection from moving traffic and firm footing for pedestrians.

Durability — concrete pavements 20, 30, and even 50 years old are still in service in Wisconsin. The use of air-entrained concrete to protect against freeze-thaw damage, and adequate control jointing, will provide a concrete pavement with exceptional durability.

Economy — the cost of concrete paved parking areas is the initial cost plus the maintenance, divided by the life expectancy of the facility.

Due to long life and low maintenance of concrete pavements, its annual cost is often lower than competitive materials.

The parking structure presents additional problems for the planner to solve. Private or public single-use structures combination parking and commercial or residential structures are becoming more practical. However, there can be few, if any, structures which can be fully economical unless the design provides for long-span column-free parking areas.

Prestressed or posttensioned concrete construction allows long spans, and maximum fire protection.

Spans of 50 feet to 70 feet provide for flexibility in interior layout, the 45° to 60° angle-stall being the most efficient.

Clearly marked traffic routes, express ramps for exits and well-lighted interiors, with adequate stairs and elevator facilities, are all requirements of the self-service parking ramp structures.

Waterproofing is a problem, particularly in multiple-use ramps, where leakage into a commercial establishment cannot be permitted. A completely waterproof membrane clearly marked traffic routes, express ramps for exits and over the concrete decks, and topped with a concrete wearing surface, is the best practical solution for such areas.

However, in the general parking areas, where minor weeping can be tolerated, careful attention to construction, and expansion joints will eliminate all but minor leakage problems. The fact that the structures are entirely exposed, means that they will undergo greater thermal movements than enclosed structures.

Air-entrained concrete for the decks, along with proper curing of the concrete, will provide excellent resistance to freeze-thaw and salt attack.

newsnotes

The Office of Fitzhugh Scott—Architects, Inc., has been selected as one of five finalists in the national Yale Architectural Competition. The final winner of the competition will be announced in late April.

The competition, open only to registered architects, will select an architectural firm to design and construct a new Mathematics Building on the Yale campus. The competition is sanctioned by the American Institute of Architects, and has generated the attention and participation of architectural firms throughout the country. Over 1600 firms initially expressed an interest in entering the competition, but many dropped out because requirements exceeded their capabilities. The Fitzhugh Scott firm was selected, together with the four other finalists, from a total of 479 entries.

Hugh McKittrick Jones, Jr., FAIA, of Guilford, Conn. has been appointed national chairman of the 102nd convention of The American Institute of Architects, to be held June 21-25 in Boston.

Jones has extensive contacts with AIA's 173 chapters and among its 23,300 members in his role as chairman of the AIA Committee on Component Affairs.

A past president and executive director of the Connecticut Chapter AIA, Jones has been an AIA member since 1948 and a Fellow of the Institute since 1967.

He is a graduate of Harvard College and Harvard Graduate School of Design. Jones' architectural practice has emphasized homes and private school in Connecticut and New York.

The Boston Convention and Building Products Exhibit is expected to draw around 5,000 persons. This will be the sixth time the AIA has convened in that city.
AF BOOK PLATE
Above is a reproduction of Wisconsin Architects Foundation Book Plate which is to be affixed inside the front cover of all books contributed to the University of Wisconsin-Milwaukee library for the School of Architecture members of the Wisconsin Chapter A.I.A.

Dorothy Schweitzer, Executive Secretary

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* Contribution of $1,000 by the engineering firm of Strass-Maguire & Associates, Inc. “in memory of Robert J. Strass and in appreciation for all past favors received from Wisconsin Architects — and the hope that the Foundation will continue to grow and flourish and that the new School of Architecture will be an outstanding success.”

An example of Mr. Jensen's work is shown here. The project was a part of his summer school term aforementioned. It was, as Mr. Jensen explains it, a study to determine a methodology for site selection, and to propose low and middle income housing for Tompco, a local community organization for better housing. The proposals are actually being used and will be published as a group effort.

After graduation Mr. Jensen will return to Milwaukee to seek employment. During vacations he worked for Miller & Waltz & Associates, and Maynard W. Meyer & Associates, both Milwaukee firms.

UOTION GRANT STUDENT
At the time the School of Architecture became a reality, we Wisconsin students receiving their architectural training out-of-state with Tuition Grant aid by the Foundation, were given the privilege of continuance to graduation, based on their exceptional ability and financial need. The second to be last of the five students will be graduating from Cornell University in February. He is Thomas Jensen of Wauwatosa, Wisconsin. It is interesting to note that this young man interrupted his education for a period of two years to fulfill his missionary duty as a Mormon. Entering Cornell in his junior year, he managed to achieve a B plus average in short order, ranking fifth in his class in 1968, also secretary of the architectural students organization. By attending Summer School in 1969, he was able to eliminate his last term which would have graduated him in June 1970.
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Richard Lippold to Receive 1970 AIA Fine Arts Medal

Richard Lippold, whose designs with wire and metal have been viewed by thousands in Philharmonic Hall at the Lincoln Center and at the Pan Am and Seagram buildings in New York City, Jesse Jones Hall for the Performing Arts in Houston, and Cathedral of St. Mary in San Francisco, has been named recipient of the 1970 Fine Arts Medal by The American Institute of Architects.

Mr. Lippold was born in Milwaukee, May 3, 1915, and received a Bachelor of Fine Arts degree from the Art Institute of Chicago. He also studied at the University of Chicago. From 1937-41, he was a professional designer for a Chicago corporation and conducted a free lance partnership in Milwaukee, where he taught at the Layton School of Art.

The award, which is given in recognition of distinguished achievement in the fine arts related to architecture, including mural arts, sculpture, and theater design, will be presented at the Institute's national Convention in Boston, June 21-25, 1970.

A self-taught designer of wire constructions, he began work in that area in 1942. Since that time, he has had several one-man shows in addition to teaching at the University of Michigan, Goddard College, Vermont, Trenton (N.J.) Junior College, where he headed the Art Department from 1947 to 1952, Queens College, N.Y., Hunter College, and Black Mountain College, N.C.

Mr. Lippold's works are on exhibition in museums here and abroad and are in private collections such as those of Hon. Nelson Rockefeller, Hon. AIA, and Baron Philippe de Rothschild.

The recipient of an honorary Doctor of Fine Arts degree from Ripon College in 1968, Mr. Lippold was elected to the National Institute of Arts and Letters in 1963, and became Vice President three years later. Among his awards are third prize in the International Sculpture Competition sponsored by the Institute of Contemporary Arts in London, 1952, Creative Arts Award from Brandeis University, 1958, Honor Award from the Chicago Chapter, AIA, 1958, Citation from the Municipal Art Society of Chicago, 1959, Silver Medal from the Architectural League of New York, 1960, and Citation from the Municipal Art League of New York, 1963.

In announcing the selection of Mr. Lippold for the 1970 Fine Arts Medal, the AIA Jury on Institute Honors said, "... he has given sculpture a new dimension. His delicate, yet grand, forms illuminate and define space. At a time when improvisation and transience are widely accepted, Mr. Lippold's works, executed with superb craftsmanship, provide a feeling of quality and permanence welcome in the world of art."

Mr. Lippold and his family reside in Locust Valley, N.Y.

R. Buckminster Fuller to Receive AIA Gold Medal

Richard Buckminster Fuller, Hon. AIA, Hon. F.R.I.B.A., designer of the "geodesic sky-break dome," the American Pavilion at Expo 67, has been selected by The American Institute of Architects to receive the 1970 Gold Medal, the highest honor accorded by the national professional society.

Scientist, engineer, lecturer, author, Mr. Fuller has achieved international prominence for his Dymaxion houses, cars, maps, and ways of living.

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At Surfside Nursing Home loadbearing walls support precast concrete floors. The building contains no major structural steel. The walls of the first two floors are constructed with 8" and 12", 75% solid concrete blocks; with non-reinforced masonry design, the top three floors with regular high stress concrete blocks. These loadbearing walls of scored block were completed at a very rapid pace. There was no need for scaffolding on the outside of the building, each completed deck became its own work area.

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1970 Honor Awards Program Winners

Honor Awards

- Residence in Milwaukee
  Mervin R. Scott, Architects, Inc., Milwaukee

- Grace Holy Innocents' Episcopal Church, Nashotah
  R. W. Meyer & Associates, Architects, Milwaukee

- Marshfield High School, Marshfield
  John J. Flad & Associates, Madison

- Marshall & Ilsley Bank, Milwaukee
  Hassold-Johnson-Wagner & Isley, Inc., Milwaukee

- University of Iowa Classroom and Office Building, Iowa City
  N. Deininger-Dommer-Kramer-Gordon, Watertown

Lutheran Social Services Office Building, Milwaukee
  William Wenzler & Associates, Architects, Milwaukee

- Graduate Research Facility for Earth and Space Sciences, Madison
  Johnson-Wagner-Isley & Widen, Inc., Milwaukee

- City Hall, Middleton
  Charles A. Woehrl & Associates, Inc., Madison

- Town of Neenah Office Building, Neenah
  John Somerville Associates, Green Bay

- Low Rent Public Housing, La Crosse
  Hackner, Schroeder, Roslansky & Associates, Inc., La Crosse

- Wisconsin Telephone Equipment Building, Madison
  John J. Flad & Associates, Madison


Merit Awards

- Quiet Competency and in some instances brilliance . . . ”

 were impressed that among the total entries, there was a high
degree of professional competence. It was extremely difficult
to eliminate from consideration many of the projects. The
diversity of building problems and types in this competition
speaks well for the architects in that they are beginning to
identify with a wide variety of problems that heretofore may
not have been typical of the architect. We were all impressed
with the generally high level of submittals.”

The jury found this a difficult competition to judge because
of the many fine solutions presented. If there was any
critical observation at all, it concerned the lack of
submissions in terms of involvement of the architect
regarding his community, neighborhood or going beyond the
individual building or groups of buildings. While we are
planning to cover the honor award winning projects in the
April, 1970, issue, we are pleased to present in this issue the work of the three jurors.
Jurors

Louis R. Lundgren

Louis R. Lundgren received a Bachelor of Arts Degree in Architecture from the University of Minnesota. He is President and co-founder of the firm Haarstick Lundgren and Associates, Inc., St. Paul, established in 1949. He is Vice President and Chief Architect of Convention Center Architects & Engineers; also, Vice President of INTERPRO, Inc., an architectural-engineering corporation.

Mr. Lundgren is a Registered Architect in the states of Minnesota, Illinois, Wisconsin, North and South Dakota, Iowa, California, Oklahoma, District of Columbia, Maryland, and Virginia. He is also registered by the National Council of Architectural Registration Boards.

He has been a member of the American Institute of Architects for 22 years, is immediate Past President of the Minnesota Society of Architects, Regional Director-elect of the North Central States, A.I.A., a past president of the St. Paul Chapter, A.I.A., and past president of the Gargoyle Club.

Mr. Lundgren's professional efforts have been directed to the areas of educational facilities planning and urban renewal planning. Mr. Lundgren's firm, in association with other local architectural firms, has a concentration of planning projects in and near the central business district. These include the Capital Center, a revitalization of the center of the business district and a recipient of a 1968 HU Award for Design Excellence; the Civic Center Complex including a theater, exhibition hall, multi-purpose arena and parking ramp; Lowertown, a rejuvenation of the historic beginning of St. Paul; Seven Corners Renewal Area, the southern approach to the business district of St. Paul; and Capitol Approach, a comprehensive master plan for the Minnesota State Capitol.

Mr. Lundgren has exercised a leadership role on several major architectural commissions within the central business district including the Federal Courts Building, the First National Bank, the Civic Center, and Kellogg Square.

First National Bank, St. Paul, Banking and Parking structure. $7-1/2 million project nearing completion.

Kellogg Square, Luxury apartment building under construction containing 440 units, 28 floors of apartments, 3 floors commercial, and parking for 500 cars.
Paul Civic Center, Parking Ramp for 660 cars under construction. Multi-purpose Arena ready for construction.

Theater in preliminary design.

Federal Courts Building for General Services Administration. Preliminary design by Haarstick Lundgren and Associates; production drawings by another firm.
Frederick W. Salogga

B.S. in Architecture — University of Illinois, Urbana.
Faculty Member — University of Illinois, Urbana (1946-49, 1960)
Partner — Spangler, Beall, Salogga, Bradley & Albers,

Decatur, Ill
President — Central Illinois Chapter, AIA, 1967
President — Illinois Council, AIA, 1968, 1969
Director — Illinois Region, AIA, from June 1969

Fairview Park Pavilion and Rink — Decatur, Illinois

This is a multi-use structure in a public park. During the winter it is an ice skating and junior hockey rink. In spring summer and fall it is a pavilion used for reunions, picnics, Sunday interdenominational church services, commencement exercises, and similar activities. Roof structure utilizes "reverse curve" glue laminated dihedral beams, 4" t. & g. deck; cantilevered concrete piers.
(Central Illinois Chapter Honor Award — 1963)
ininity Lutheran Church — Decatur, Illinois
A neighborhood church, with seating for worship of 300,choir for 50, Sunday school facilities for 300, large multi-use room, usual administrative and ancillary facilities.

Limited site; parking for 80 cars. Laminated wood roof beams, 4” t. & g. wood deck, brick masonry walls, reinforced concrete frame
(Honor Award — Central Illinois Chapter — 1969)

Junior High School, Taylorville, Illinois
A one story, 750 student school for a community of 9,000 population. Particular attention was given to site organization and plan relationships for school — community use of gymnasium, cafeteria, library, “Forum” or radial-tiered study. Compact plan is developed around two courtyards. Steel frame, joist, deck, masonry cavity exterior walls, haydite block interior partitions.
(Blue Ribbon Award — Illinois Association of School Boards — AIA Program — 1968)
Raymond Deryl Reed

Professional Experience:

Licensed to practice Architecture in Louisiana, June, 1953, and in Iowa, 1964.

Limited professional experience while in U.S. Navy 1953-1958.


(The Environmental Design Group was formed to research, design, and construct furniture, residences, pre-fabricated housing and intensive care hospital units, and to publish articles on the resourceful utilization of the human and natural environment, architectural education, etc.)

Received AIA Honor Award for Design — March, 1969. (Design was published in a national magazine in September 1969).


Urban Design Consultant for Charles City Architectural Review Committee. (Charles City, Iowa, a city of 11,000, was largely destroyed by a tornado on May 10, 1968.)

1966 — present — Member of the Coordinating Council of the Iowa State Design Center. (The Departments of Architecture, Landscape Architecture, Urban Planning, and Applied Arts, have formed into an administrative center to coordinate educational programs and focus the University's concern on the designed environment.)
Civic Design?

Milwaukee's Christo? No . . . . !

Where did the cuckoo go?
Tight Money to Slow Construction in 1970 Despite Substantial and Growing Demand Backlog

The construction industry will continue to bear the brunt of the Administration's anti-inflation measures through at least the first half of this year, according to the annual industry forecast prepared by Johns-Manville Corporation.

Looking further ahead, George H. Martens, Jr., J-M Vice President for Marketing sees substantial growth for all sectors of the industry. "The present artificially forced downturn in housing and other sectors of the construction industry is enlarging an already tremendous demand backlog that will be unleashed with the de-escalation of Viet Nam hostilities and the easing of tight money policies," he said.

For 1970, however, the J-M study predicts a modest decline in overall construction spending, with the total expected to be $88.4 billion compared to an estimated $90.8 billion in 1969. The estimates include construction cost increases which, on the basis of a projected cooling-off of inflation, should be slightly lower in 1970 than the 6.5 per cent average in 1969.

Housing starts in 1970 are seen dropping from an estimated 1.5 million in 1969 to 1.3 million, a 13 per cent decrease. "This," Mr. Martens pointed out, "will be slightly above the 1.2 million low experienced in 1966, but far below the housing demand which economists estimate is at least two million starts annually."

Part of the gap between actual starts and accumulated demand is being met by the rapidly growing mobile home industry, Mr. Martens noted. These figures are not included in construction totals, but mobile home production grew to a total of 400,000 during 1969, up 26 per cent over the previous year. Further growth is predicted during 1970, with shipments estimated to gain by at least another 40,000.

Citing present high interest rates and the unavailability of mortgage money, Mr. Martens expressed hope that some easing of inflation will be evident in the second half of 1970 and will permit the flow of additional funds into construction. "However," he cautioned, "it does not appear likely at the present time that the Federal Reserve will be in a position to relax its restrictive money policy early enough in the year to permit more than a moderate comeback, if any, in housing starts."

Prospects for non-residential construction for 1970 are mixed, according to the Johns-Manville forecast. "Contract awards for industrial plant construction have recently taken a surprising upturn," Mr. Martens said, in spite of the fact that industry is operating well below its preferred ratio to capacity. Contract awards for office buildings, which have increased at a phenomenal rate since early 1968, have only in recent months begun to level off. Contracts for stores and other mercantile buildings have declined moderately, but not nearly as much as might have been expected from the sharp drop in housing starts. Based upon these trends, industrial construction in 1970 should total $7.0 billion, compared with $8.5 billion in 1969, while commercial building will decrease slightly from last year's level of $10.1 billion to about $10.0 billion.

Expenditures for educational and religious buildings are also expected to be lower this year. Private school construction will be moderately down (0.9 per cent) from a level of $5,850,000,000 to $5,800,000,000. "While the increase in college enrollments continues to be high, the rate of increase for both elementary and high schools is significantly down," Mr. Martens said.

"On the brighter side, contract awards for hospital and health buildings have risen sharply in the past year. As a result, private expenditures will be up 20 per cent this year, from $2,240,000,000 in 1969 to a level of $2,691,000,000," he added.

Sewage system spending should register a 7.1 per cent gain in 1970, to $1,500,000,000 from a 1969 level of $1,400,000,000. This, Mr. Martens explained, reflects the high priority being given to projects to combat pollution.

Construction expenditures for water supply systems are expected to decline 3.6 per cent from $1,400,000,000 to a level of $1,350,000,000 in 1970.

All other areas of public construction, according to the report, should continue to feel the pinch of tight money policies, announced cutbacks in federal spending, high interest rates on municipal bonds and efforts of state and local agencies to tighten budgets.

"In total, the declining expenditures for construction in 1970 infer a continuing build-up which must be satisfied at a later date," Mr. Martens stated. "As the nation's population grows, so does its need for homes, shopping centers, sewer and water facilities, roads, schools and hospitals."

It is particularly regrettable that monetary restraints have brought about what Housing and Urban Development Secretary George Romney has termed "the most severe housing shortage since the end of World War II."

"Just as soon as inflation has been brought under control — an objective as vital to the construction industry as it is to the entire national economy — it is essential that the highest priority be given to satisfying the critical need for new housing."
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MEDUSA
Fund Drive Initiation

An important commitment made to the University of Wisconsin-Milwaukee upon the establishment of the School of Architecture, was the intention stated by Wisconsin Architects Foundation that a State-wide fund drive would be conducted to aid the development of this long-needed educational facility. Members of the Foundation had been instrumental in bringing about the establishment of that School.

The funds the Foundation proposes to provide thru the campaign are to be presented to UWM for specific purposes, over and above those funds provided by the State Legislature to the University of Wisconsin for allocation to the School of Architecture.

While preparations for the fund drive seemingly to some may have ground slowly, they have ground exceedingly well. The Foundation's handsome brochure and its insert took months to develop. Chapter members themselves when they receive the brochure will appreciate the thought, time and effort that has gone into its design and layout and the important wording. Coordinated with the brochure are stationery, mailing labels, as well as a Book Plate to be inserted in all architectural books contributed to the UWM Library, as illustrated and explained last month. The design excellence should be credited to Kenneth Eichenbaum of UNICOM, Milwaukee. The time and thought contributed by the architects involved also deserves commendation; however they realize this is only the beginning of the big job ahead, the winning of sizeable contributions.

The key directors of the fund drive are Roger M. Herbst, Chairman; Fitzhugh Scott, special gifts; Jack Rose, Chapter members; Joseph H. Flad, allied trades. Assisting them are the Presidents of the Chapter Sections and their aides.

An orientation meeting for the above mentioned individuals and others concerned was held on February 10th at the School of Architecture. The purpose of the meeting was to learn from Dean John W. Wade the aims and goals of the new School, information that would be useful in explaining the need for funds to the prospective donors.

Initiation of the campaign centers on the Chapter members. It is the result of the funds gained from this source that will be a meaningful catalyst in influencing the cooperation of organizations associated with the profession. Robert Maerklein, public relations "architect" behind the campaign planning, came up with the slogan BUILD TOMORROW'S FUTURE ON TODAY'S FOUNDATION when he first appeared before the Directors of the Foundation to outline procedures.

The School of Architecture in fulfilling a vital educational need deserves the consideration of all Wisconsin citizens and their organizations touched or influenced by the profession of architecture. Architecture is the design and planning agency of the construction industry, the largest industry in the United States.

Trust Fund

Attorney Gerald J. Rice has assisted Wisconsin Architects Foundation in establishing a Trust Fund at the Marine National Exchange Bank, Milwaukee. The purpose of the Trust is for the Bank to be the recipient and depository of all funds derived from the fund raising campaign.

Acting in the capacity of depository, the Bank will perform valuable services, such as careful accounting, interim investment of funds held, disbursal of funds as instructed; actually, all needs and contingencies, also into perpetuity if the possibility develops.

Another important effect of the Trust Fund is the matter of respect and prestige. It is reasonable to assume that an donor, particularly one considering a large contribution, will prefer to give his check to a bank rather than directly to the Foundation at a suburban address in Milwaukee. Also, this arrangement will relieve the Foundation’s executive secretaries of a great deal of responsibility.

All contributions to Wisconsin Architects Foundation Trust Fund, c/o Marine National Exchange Bank, Milwaukee, for the School of Architecture, are TAX EXEMPT.

It should be noted that Attorney Rice composed the original Articles of Incorporation and By-Laws for the Foundation in 1953, and he administered the affairs of the Foundation for a number of years until the current executive secretary took over in 1960.

Contributions

UWM Library for SOA
Fitzhugh Scott Associates, Inc. — Periodicals
*Goodwin Companies, Des Moines, Iowa — 2 copies ea. books
(6)This bears out a fact that might not be known to some that WA’s distribution extends beyond the confines of Wisconsin; also the interesting fillip that the Foundation article in December concerning library contributions bore fruit from afar.)

Other Contributions
Mrs. Joan Saltzstein, Writer & Lecturer....$ 50.00
( Fee from WA)
Wisconsin Chapter AIA................................. 200.00
**Best Block Company................................. 1,000.00
**Best Block Company (TSA Random)........ 1,452.20
(**Both contributions presented to the Foundation at WAL-Milwaukee’s dinner-theater party, January 30th, by Mr. Paul Bronson, President; Best Block Company’s seventh annual contribution; the other check amounting to “royalties” on TSA Random block developed by The Shepherd Associates and assigned to the benefit of the Foundation.)
To one and all, the Foundation’s sincere gratitude.
New Glasses Reflect Trend to Versatility
Wayne H. Sieth,
architectural Representative
PPG Industries

The reflectives, a new generation of architectural glass products, are proving to be a versatile tool in the architect’s fort to control “inner space” — the offices and homes in which modern man spends the greatest portion of his life.

Introduced just a few years ago, mirror-like reflective glasses have found acceptance by architects, consulting engineers and building owners and have expanded significantly the influence of glass in shaping today’s buildings.

For architects, reflectives offer greater color and surface variety for harmony with both interior and exterior design. They also provide the architect with a broader price selection to accommodate his budget.

Consulting engineers recognize that the superior thermal performance of reflective glasses often contributes to a more compact design for the heating and cooling systems, as well as lower initial and operating costs.

Reflectives — the third generation of architectural glasses — break through the performance limitations of clear and tinted glasses. Their reflectivity turns back much more solar radiation than ordinary tinted glass, thereby lowering both heat gain and apparent outdoor brightness. In winter, their reduced emissivity helps retain indoor heat.

In comparison with clear and tinted glasses, reflectives undergo additional processing that makes them initially more expensive. Reflective metallic coatings are applied to the glass surface in one of three ways: vacuum deposition, wet chemical deposition or pyrolytic treatment.

Although a high-performance glass may cost substantially more than clear glass, PPG Industries has learned that effective glass often minimizes total buildings costs through lower initial and operating costs for the heating and air-conditioning systems.

Comparisons indicate that the increased cost of reflective glass over clear glass is sometimes more than compensated by savings in the cost of the building’s mechanical system. This potential savings is evident from the fact that heating and cooling systems sometimes account for 30 to 45 per cent of a building’s construction cost. Glass and glazing, by comparison, amount to only 1 to 2 per cent of the total.

According to one building cost authority, the total budget for a building of 40-year life consists of 2 percent initial cost per cent maintenance cost and a surprising 92 percent alary and operating expenses. In light of this breakdown, careful economic analysis of initial and projected building costs often favors use of reflective glass.

Reflectives offer best performance when incorporated in a double-glazed window. Some reflective window units of this type give insulating performance equivalent to that of a triple-glazed clear glass window, and without the added weight and thickness.

Performance of reflective double-glazed units varies, depending on the combination of glasses and the number, types and placement of reflective coatings used.

As an example, PPG’s Solarban Twinwindow unit demonstrates significantly better performance in contributing to year-round comfort than a single pane of clear plate glass. For a design condition of 230 BTU of solar radiant energy, clear single plate glass transmits about 177 BTU as direct radiant energy to the interior of the building. By comparison, the double-glazed reflective unit transmits only 21 BTU as direct radiant energy.

Under the same design conditions, total heat gain — counting heat absorbed, reradiated and conducted — is about 200 BTU for the clear single glass. Total heat gain for the double-glazed reflective unit is about 65 BTU, one-third that of the conventional clear glass window.

Additionally, the single clear glass reflects only 16 BTU to the outdoors, whereas the Solarban Twinwindow unit reflects 105 BTU. This is especially significant since heat reflection reduces the load on the building’s cooling system.

Performance of reflective double-glazed units can be improved further by use of one light of tinted glass. Heat gain for PPG’s Solarban Bronze Twinwindow unit, which includes an outer pane of bronze-tinted glass, is 60 BTU in comparison to 65 BTU under the same conditions for a standard Solarban window. Many architects also favor the aesthetic effects provided by bronze or other tinted glass.

The increasing popularity of reflective glass units attests to their superior performance and attractive appearance. In the few years since their introduction, reflective insulating glass units have been installed in more than 100 new buildings in all parts of the country.

The newest reflective glasses, now being introduced to the market, represent a fourth generation of architectural glasses — reflective units with built-in heating capacity. PPG’s new Heated Twinwindow units incorporate both a light-and-heat controlling coating and a transparent electrically conductive film. Controlled by thermostat, the electrical coating helps maintain precise temperature and humidity conditions.

In fall and winter, PPG’s Heated Twinwindow units eliminate cold down drafts and prevent formation of condensation and frost on the indoor glass surfaces. The result is improved occupant comfort and working conditions.

A custom-fabricated version of PPG’s Heated Twinwindow double-glazed reflective glass has been installed in a new wing of the General Mills headquarters building in Minneapolis. The wing, which houses the firm’s computer center, was designed to insure the uniformity of temperature and humidity that electronic equipment requires.

Reflective glasses have added considerably to the traditional glass window functions of letting in light while barring the elements. PPG now produces glasses that control solar brightness, reduce heat gain and heat loss, minimize condensation and even heat themselves. Most importantly, the new products provide the architect with the tools to create striking aesthetic effects and insure human comfort through selection of the just-right glass for his requirements.
National 1970 Community and Junior College Design Award of Merit

Category: New Facilities
Project: Wisconsin University
          Fond du Lac Campus
          Johnson Street and Prairie Avenue
          Fond du Lac, Wisconsin

Architect: Durrant-Deininger-Dommer-Kramer-Gordon

College President: Dr. Willard J. Henken
Structural, Mechanical, and Electrical Engineers: Durrant-Deininger-Dommer-Kramer-Gordon
General Contractor: Charles D. Smith & Son, Inc.
Photo Credit: Joel Strasser, Sioux Falls, S.D.

Jury Comment: Through an interesting use of spaces and a pleasing treatment of exteriors, the building is made to fit well within its setting.

The scale, detail, and method of handling volumes are done with great skill, well related to the site.

The national office of the American Institute of Architects announced that the firm of Durrant-Deininger-Dommer-Kramer-Gordon Architects and Engineers received an award of Merit for their design of Wisconsin State University Campus at Fond du Lac, Wisconsin. This award is one of fourteen projects to be recognized and presented to Mr. Durrant at the American Association of Junior Colleges Convention at Hawaii.

The 180 acre campus was designed on the site of an abandoned airport. Great attention was given to developing a warm human scale which relates to and encourages involvement of the individual. Extensive use was made of carpet, wood, and bright warm colors on interior spaces to provide the environment so often missing in the 2-year colleges of the past.

The campus is inward looking with a man-made two acre lake as the focal point. The six buildings can accommodate 1,000 students and are capable of being duplicated or complimented to provide for an expected doubling of enrollment. These buildings include a gym, science and art building, classroom building, library administration building student center and a service building.

The project was constructed by the County of Fond du Lac and the staff is provided by the Wisconsin State University system. The educational program and philosophy, directed by Dr. Willard J. Henken, the Dean of the Campus, who stated: “The main purpose of the physical facilities at any educational institution is to effectively and efficiently support the instructional program. This was the guiding principle in designing the buildings at the Fond du Lac Campus. In addition to working well from an instructional standpoint, the buildings also are aesthetically pleasing.

“While it is true that the most necessary ingredients in a productive learning situation are capable, receptive students and well-prepared, creative and enthusiastic teachers, there is no doubt that the “bricks and mortar” accouterments to teaching and learning can and do contribute a great deal to the success of the instructional program. The Fond du Lac Campus is modern in every respect, with buildings designed to provide maximum flexibility in interior space arrangements. Each of the academic buildings has been designed to take full advantage of the latest instructional developments in the area of closed circuit and regular television. Provisions also have been made for programmed instruction and for individual study.

“The buildings that comprise the Fond du Lac Campus represent that desirable combination of form and function necessary for effective and efficient operation.”
welcome

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FIRM: Erich Gnart Architect & Associates, Waukesha
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Re-admitted to membership

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In Wisconsin concrete masonry is reaching new heights with loadbearing non-reinforced block.

The five story Surfside Nursing Home, Milwaukee, is a recent example of the far—and high—reaching structural advantages of innovative concrete block. Today concrete block possesses more compressive strength than ever before—yet still provides more wall area for less material and labor costs. This, combined with the wide variety of shapes, sizes, colors and textures, helps to elevate the most creative designs; the most demanding loadbearing requirements to new highs. And with these structural advantages go the many traditional qualities of block: complete fire-safety, sound isolation, and self-insulation head the list. Little wonder concrete block is the building material more architects and engineers are looking to for high rises of every nature: hotels-motels, condominiums and apartment buildings, college dorms, hospitals, office buildings and nursing homes.

At Surfside Nursing Home loadbearing walls support precast concrete floors. The building contains no major structural steel. The walls of the first two floors are constructed with 8" and 12". 75% solid concrete blocks; with non-reinforced masonry design, the top three floors with regular high stress concrete blocks. These loadbearing walls of scored block were completed at a very rapid pace. There was no need for scaffolding on the outside of the building, each completed deck became its own work area.

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AFFILIATES OF SPANCRETE INDUSTRIES, INC.
A new color and two new products introduced by Kohler Co., Kohler, Wis.

The color — Mexican Sand — is offered in the full line of Kohler plumbing fixtures.

Fittings on the wall at left are Kohler’s Alterna series with placeable decorator inserts in the handles.

In the right background is a new Kohler water closet of advanced design, the Rochelle.

The bathtub is not new but after two years is still an eye-catcher in a display. It is Kohler’s 6-foot luxury Caribbean and is shown in Mexican Sand and with new Alterna fittings in electroplated gold.

Two newly designed lines of Kohler plumbing fittings were recently introduced at the Home Builders convention in Houston, Texas.

Alterna, with four interchangeable, accent inserts for the handles, is the newest decorator feature for the bathroom of the 1970’s and Triton II with handles easy to grip and clean lines with no hard-to-clean corners, is as functional as it is stylish.

Kohler’s Alterna, the body of which is made of durable brass, presents a dramatically new and different concept in fittings design. The stylish handle inserts are easily and quickly changed, from one color to another, to accent the bathroom decor. They are in four distinctive colors — white,ony, and two rich wood grains, teak and walnut. The handle inserts are designed to complement any of the four fittings finishes, polished chrome, brushed chrome, and gold electroplate, either polished or brushed. The inserts are marketed in packages of eight, two in each color for each faucet.

Wood grain inserts may be used in the fittings of brushed brass finish, for example, with towels and accessories in range, or ebony on polished chrome, with towels and curtains in a black and white checked pattern.

“Like the accent colors, which we introduced several years ago, the new Alterna accent fittings are another Kohler first,” said Norman R. Held, vice-president of the plumbing marketing division of Kohler Company. Each of the inserts bears the embossed letter “H” or “C,” along with the signature name of “Kohler” set beneath in smaller letters.

The handles have a modified rectangular shape matching that of the pop-up drain control, and the spout has clean, smooth lines. Kohler produces the Alterna series in centerset and widespread models, for both lavatory and tub-shower installation. All fittings in the series have the anti-drip Walvet unit to insure extended service and smooth control of the water flow. Triton II has a brass body and brass components for maximum resistance to corrosion and years of trouble-free performance. Triton’s chrome and electroplated gold finishes, polished and buffed to a mirror-like lustre, are smooth, bright, and easy to keep polished.

Triton II handles were designed for function and appearance, easy to adjust even with wet, soapy hands.

Besides these new plumbing fittings, Kohler introduced a new color, Mexican sand, a compatible tan that complements gold, green and a galaxy of other harmonizing and contrasting color schemes. The new color is the latest in a succession of successful plumbing fixture colors the Kohler Co. has introduced in recent years, avocado, harvest gold, New Orleans blue, together with its entire series of bold accent colors. Mr. Held anticipates an enthusiastic and sustained demand for Mexican sand.
Attorney Sherwood K. Zink of Loretta, Wisconsin, is appointed Board Counsel and Investigator for the State of Wisconsin Examining Board of Architects and Professional Engineers, 110 North Henry Street, Madison, it was announced by C. F. Hurc, P. E., Board Administrator.

For the past six and one-half years the position of Board Counsel was held by Clarence J. Simon who has resigned and is returning to private law practice.

Mr. Zink attended Marquette University, Milwaukee, and the University of Wisconsin, Madison, where he was awarded the Bachelor of Science degree in sociology, with a minor in economics. He continued his education at the University of Wisconsin law school earning the J.D. degree (Doctor of Jurisprudence) in June, 1969, and was admitted to the Wisconsin Bar in August, 1969.

The Board of Architects and Professional Engineers is the state regulatory and enforcement agency for the practice of architecture, engineering and land surveying in Wisconsin. The Board maintains a current roster of more than 15,000 individuals qualified and licensed to practice in the respective professions.

Washington University

Architects will have the opportunity to study managerial and supervisory skills at a Washington University conference on Management Concepts for Architects, Thurs-Sat., April 16-18. Five experts in the field will lead lectures, discussions and case studies on management concepts including organization, planning, decision-making, financial management and motivation. The unique problems of architectural organizations will be emphasized.

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