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This is a picture of our boys' annual conference, product seminar, and sweatshop session. It's the one time of the year that you can't get much out of them.

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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:

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TEST RESULTS FOR IDENTICAL HOMES, BASED ON MILWAUKEE RATES AND CLIMATE

<table>
<thead>
<tr>
<th>Season</th>
<th>Electric Heating Cost</th>
<th>Gas Heating Cost</th>
<th>Savings with Gas Heating</th>
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<tr>
<td>FIRST TEST SEASON</td>
<td>$459.35</td>
<td>$173.17</td>
<td>$286.18</td>
</tr>
<tr>
<td>SECOND TEST SEASON</td>
<td>$432.99</td>
<td>$186.20</td>
<td>$246.79</td>
</tr>
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Two-year savings with gas heat (both heating seasons): $532.97. Certified as accurate by Nationwide Consumer Testing Institute, Inc.

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.

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The Mason Contractors Association of Milwaukee
Help! History is repeating itself!
The new School of Architecture is endangered
because funds for its professional program,
leading to the Master of Architecture degree,
have been omitted from the Executive Budget
for 1971/73.

1971 Convention, Wisconsin Chapter, A.I.A.
Program outline, exhibitors and the layout of
spacers at the Red Carpet Inn.

1971 Honor Awards Jurying
Comments and notes on the jurying procedures
and general observations by the jury members.

John J. Flad and Associates, Madison
Win Honor Award for Beloit Hospital.

Zwack Associates, Ltd., Appleton
Wins Honor Award for the First National
Bank in Seymour.

Jordan Miller and George Waltz, Architects,
Milwaukee
Win Honor Award for the U.S. Post Office
Building, Distinguished Building Awards for
the Office on the Square and a Playground,
all in Milwaukee.

Hackett, Schroeder, Roslansky and Associates,
Inc., La Crosse
Win Honor Award for the Roy E. Kumm
Building, Health-Science Facility, Western
Wisconsin Technical Institute and a Distingui­
shed Building Award for the new City
Hall, both in La Crosse.

Office of Fitzhugh Scott-Architects, Inc.,
Milwaukee
Win Honor Award for a Vacation Residence
and a Merit Award for a Manufacturing and
Warehouse Building.

Schutte-Mochon, Inc., Milwaukee
Win two Honor Awards, one for Nicolet Col­
lege and Technical Institute in Rhinelander
and one for Carl Sandburg Hall, Milwaukee.
The firm received a Distinguished Building
Award for Seymour High School and two
Merit Awards for Wauwatosa West High
School and Eisenhower Elementary School in
Wauwatosa.

Wisconsin Architect is published monthly with the
exception of July and August which is a combined issue.

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By the time this issue of Wisconsin Architect reaches you, the indispensable question whether Wisconsin is to have a professional School of Architecture or not shall most likely have been answered.

Incredible as this may seem, history is repeating itself. In the May issue of 1969 we reported with shock and disbelief at the new School of Architecture at UWM at that time was in serious jeopardy because of a general budget cutting recommendation by the Joint Finance Committee of the Wisconsin Legislature that could have prevented — although apparently unintentionally — the School of Architecture from opening. This crisis then was averted. Now, only two years later, the School of Architecture again faces a serious crisis.

This time — and again it appears unintentionally — the executive budget omitted funding for the final two years of development of the School of Architecture. Either the School of Architecture has a program leading to the professional degree of M. Arch., or we do not in fact have a School of Architecture.

Dean John W. Wade in a letter to the Co-Chairmen of the Joint Finance Committee states: "The failure of funding for the Master of Architecture program is very disappointing, will depress the efforts of both faculty and students who have been committed to the program's realization. The petition we now have will be lost and the professional impact of the program nullified. A fifteen-year effort by the Wisconsin Chapter of the American Institute of Architects in seeking to establish and support the program will have come naught."

"We believe strongly that the State of Wisconsin will suffer in the loss of this program. We believe that important program priorities will be injured in areas of housing, urban and environmental areas by this deletion. We appeal to your committee for reinstatement of our program and a consideration of the possibility of an even higher level of support for a program in this important area."

The University of Wisconsin-Milwaukee School of Architecture was authorized in 1967 upon recommendations by C.C.H.E. and both University systems. Under provision of an adopted overall plan for architectural education, an accredited six-year program was to be established at the University of Wisconsin-Milwaukee leading to the professional degree Master of Architecture. Also established are two-year programs at five state universities which could feed into the University of Wisconsin-Milwaukee program.

The plan approved by C.C.H.E. for the University of Wisconsin-Milwaukee was a year by year development starting with first professional work in the junior year and terminating with the professional degree after the second year of graduate level work. Pre-Architecture students were first admitted to the Junior level in Fall of 1969/70; next year 1971/72 would have seen the first admission of students to the fifth year program.

Dean Wade further states in his letter: "Unfortunately the effect of the executive budget is to close off our final two years of development. Our request for funds was included as Decision Item No. A.09.2.2 under the New and Changes Services portion of the University budget. Our own quite conservative request had been substantially reduced by the Regents and C.C.H.E. review in order to provide for us only a minimal $135,600.00 was recommended for 1971/72."

In June of this year, the School of Architecture will graduate its first students with a B.S. degree. If the graduate program of the School of Architecture is stifled, these students have no opportunity at all to finish their studies with a Master of Architecture degree, because the School of Architecture at UWM was planned as a six-year program after which the School was to be accredited.

This situation is completely unacceptable for the presently enrolled 400 students in Pre-Architecture and Architecture, who were promised to be able to graduate with a Master of Architecture degree in 1973. Considering that the Higher Education Aids Board is obliged under a Statute in effect since 1966/67, to pay students who need to go out of our State to get their education, a $500.00 student non-residential tuition differential per year, the State would have to spend $200,000.00 alone for those 400 enrolled students. Comparing this figure with the proposed $135,600.00 budget for the School of Architecture to implement the graduate program, an erratic fiscal inequity seems to be reflected.

We fervently hope that this dilemma will be resolved and that the Joint Finance Committee shall restore the budget as promised.

Clearly the students have a right to expect the State and the University to fulfill their educational needs, especially those needs to which the State and the University have already clearly committed themselves.

Ello Brink

Wisconsin Architect/April, 1971
This is the last issue that reaches you before the convention of the Wisconsin Chapter, A.I.A., scheduled for May 4, 5, 6 and 7. Since January we have reported about the plans for this exciting event. You know that "Bucky" is coming to spend the convention days with us. You know that the convention theme is based on the book "Creating the Human Environment." Two reviews with opposite viewpoints have been published in the February and March issue of Wisconsin Architect. You know that plans for this year's convention vary profoundly from others in the past. You know that Expo Center of the Red Carpet Inn in Milwaukee will house all activities under one roof from registration, products exhibits, Honor Award Exhibits, seminar and discussion workshops, evening celebration and food services. Four lounges have been provided for and were assigned to four Sections of the Wisconsin Chapter, A.I.A., who assumed responsibility to design and furnish these spaces.

The general tenor of the convention is that of informality. The program reproduced above also reflects this informality. Tuesday evening, May 4th, is reserved for a celebration evening under the guidance of Quinton Baker, Director of the Inner City Arts Council of Milwaukee. The celebration will be followed by a very late buffet supper.

Wednesday morning Dr. R. Buckminster Fuller gives the prologue to the convention. Three periods of discussion of issues raised by Dr. Fuller and the authors of the book "Creating the Human Environment" are scheduled for Wednesday afternoon and Thursday morning and afternoon. These dialogue workshops will be led primarily by members under the guidance of Dr. Herbert J. Doran, Professor of Homiletics at the University of Dubuque, Iowa. Professor Doran's long term interest in the cultivation of creative imagination, led to his spending a sabbatical in 1967 studying the nature of creativity at the Institute of Personality Assessment and Research, University of California, Berkeley and at Oriel College, Oxford University, England.

Professor Doran is the author of "Preaching in a Time of Explosive Change," a "Sermon Preparation Guidebook" and is presently writing a book on "Creative Imagination in Preaching." In addition to his teaching courses on the use of creative imagination, Dr. Doran has served as consultant to architectural and industrial firms. There he introduces participants to various principles of creativity and assists them in relating the theory to their own specialized problem.

A similar technique will be employed at the May convention. As a means of transforming the discussion groups from routine discussion to problem solving groups, Dr. Doran will introduce a different creative technique before each of the three discussion workshops scheduled. That particular method will then be used in small groups to explore problem raised by Dr. Fuller and the study book "Creating the Human Environment."

The three topics of discussions are 1.) What are the basic values or goals which underlie our work as Architects? 2.) How can we create a human environment? What do we mean by being human? How can we protect it? 3.) How can we cultivate freedom to innovate? William P. Wenzler has discussed the sub-topics to the themes in his review of the book "Creating the Human Environment" in the March issue of Wisconsin Architect, pages 14 and 15.

Wednesday evening the School of Architecture will hold an open house for those members who wish to visit the School. The Annual Membership meeting will be held on Friday, May 7, in the morning, followed by the Honor Awards Luncheon.

Your convention committee has worked with great enthusiasm and countless hours spent to bring you together for a very outstanding convention that will permit you to personally participate in a process and to provide an atmosphere for people who truly intend to move forward with each other and lead the rest of society toward a better environment.
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To report on this year’s jurying of the Honor Awards program, sponsored yearly by the Wisconsin Chapter, A.I.A., to encourage excellence in architecture, is especially rewarding for me. For the first time in this program, I was allowed to attend the actual jurying which took place on Saturday, February 20, 1971, at the new headquarters of the Wisconsin Chapter, A.I.A., at 788 North Jefferson Street in Milwaukee.

The jurors, Ned Abrams and George Schipporeit, both practicing architects and Dan Carson, architect and Associate Professor of Environmental Science at Pennsylvania State University, met at 9 a.m. Before them was the monumental task of evaluating 65 submissions from Wisconsin Chapter members’ firms, including several submissions from architectural firms outside of the State, who had completed buildings within Wisconsin. Also included were projects by Wisconsin Chapter, A.I.A., members which were located outside of Wisconsin.

The jury elected George Schipporeit chairman for the group which spent the morning reviewing all 65 submissions by each juror individually without exchange of thought with their fellow jurors or comparison with other projects. Each juror made notes on projects reviewed.

After a luncheon, the jury settled down to compare notes and to separate the group that received three votes. This group was reviewed for Honor Awards. Then the projects with two votes were separated and reviewed, and so were the ones that received one vote only. Thus each submission was reviewed three times, thoroughly discussed, checked and double checked. A most organized and commendable method of procedure.

The quiet study session in the morning proved of great advantage because the jurors were amazingly familiar with the individual projects, their programs and solutions, and compared their thoughts without hesitation. All their agreements were major and their disagreements relatively minor.

The jury finally gave recognition in three categories, 7 top honor awards, 11 distinguished building awards and 15 merit awards. George Schipporeit expressed the thinking of the jury: “We felt that the quality of the submissions was really too high to merely select a small number for honor awards only.” Ned Abrams explained the basis for judging as follows: “We attempted to evaluate these buildings, not as if we were going to do them ourselves, but to take the material and the idea that was represented and to evaluate the architect’s consistency and how well he solved problems.”

The jury stressed the fact that the Distinguished Building Awards and Merit Awards are in no way or to any degree less valuable than the Honor Awards. The Honor Awards just impressed the jury more strongly. Dan Carson pointed out: “One should look at the different projects that won awards. A single home, a large dormitory, an academic center, a community college, a hospital and a big Federal building.”

The jury’s evaluations were not influenced by size or type of project. The jury chose to comment on the Honor Award projects in detail only, but they stressed the fact that the distinguished building awards and merit awards “all represent very fine solutions and that each of them has features that are really done well and should serve as a standard as well as the Honor Awards.”

The jury expressed surprise at the quality of the submissions in general which prompted Ned Abrams to observe: “I would say, that anybody in Wisconsin who thinks he has to go out of the State to architects to do a job, should have his head examined.”

To have had the opportunity to attend the jurying was a valuable experience and I am certain that many a question regarding procedures in jurying in the past were clearly answered this year. Because of the 33 awards given in all, nearly half of the submissions, it is impossible for the WISCONSIN ARCHITECT magazine to publish all projects in this issue.

To exercise the best possible method of fairness, it was decided that those firms who won Honor Awards and multiple awards in the other categories should have their projects published in this issue, while the remaining award winning projects will be reviewed in the May issue.

The jurors did a thorough, well organized and dedicated job of evaluating the submissions and we congratulate them on their job done with great competence. 

Ello Brink

Award Winners not published in this issue:

ASSOCIATED ARCHITECTS, INC., MADISON
Penn Park Playground Shelter, Madison
RAVEN, KENNEY & IVERSON, MADISON
Industrial Education-Agriculture Technology — Wis. State Univ., Platteville
Madison General Hospital Laboratory
OTTER, LAWSON, FINDLAY & PAWLowski, MADISON
McPhee Physical Education and Classroom Bldg., Wisconsin Riverside Jr. High School
LURRANT-DEINGER-DOMMER-KRAMER-GORDON, WAVERLY, IOWA
OWA First National Bank, West Dubuque Branch
OWA Clinton County-City Law Enforcement Center
OWA Sauk Valley College, Dixon-Sterling, Illinois
Kidmore, Owings & Merrill, Chicago
Manitowoc Savings Bank, Manitowoc
URROUGHS VAN LANEN, INC.
North Milwaukee Library, Milwaukee

IRION, REINKE & ASSOCIATES, OSHKOSH
Albertson Center for Learning Resources, W.S.U., JOHNSON-WAGNER-ESLEY & WIDEN INC., MILWAUKEE
McMillan Memorial Library, Wisconsin Rapids
PY-VAVRA, ARCHITECT & ENGINEERS, INC., MILWAUKEE
Professional Office Building, Milwaukee
WEILER STRANG, McMULLIN & ASSOCIATES, INC., MADISON
Sun Prairie Jr. High School, Sun Prairie
Parking Ramp for Madison General Hospital, Ohio Medical Products Complex, Madison
PETERS & MARTINSONS, INC., MADISON
Wisconsin Farm Bureau & Rural Insurance Companies, University Catholic Center, Madison
SCHUETT, ERMAN & GRAY, ARCHITECTS III, INC., MILWAUKEE
St. Bernard Parish Center, Appleton

wisconsin architect/april, 1971
"I think that after we looked at the first ten or fifteen, we felt that the quality of the submissions was really too high to merely select a small number for an honor award only; so we felt more comfortable, since it's kind of a human task in evaluating someone else's work, to select different levels which are once again judgments of quality to reflect what we considered to be a very high standard of work submitted, and that's why we ended up with the distinguished buildings.

Ned Abrams
Architect

Ned H. Abrams attended the School of Fine Arts at the University of Pennsylvania and graduated with a B. Architecture in 1937 and received his M. Architecture in City Planning in 1938. He holds two patents on precast concrete construction. He opened his office in private practice in Sunnyvale, Calif., in 1948 and specialized in factory-built housing and system design. He has been the architect for more than 1,000 units of middle income housing, including garden-type apartments, town houses, and high rise apartments.

Dan Carson
Psychologist

Daniel Harris Carson holds the following degrees: University of California, Berkeley, B.A. in Psychology and B.A. Architecture, Massachusetts Institute of Technology, Cambridge Mass., Dept. of Architecture and City and Regional Planning (thesis for M.C.P. unfinished); The John Hopkins University, Baltimore, Maryland, M.A. and Ph.D. He is Associate Professor of Environmental Science, College of Human Development, The Pennsylvania State University.
wards which we feel deserved the recognition to the owner and contractor and architect and the merit awards because they really were good solutions to problems.”

I think that we might also make the general comment that we attempted to evaluate these buildings not as if we were doing them ourselves but to take the basic material and the idea that was represented and to evaluate his consistency and how well it solved problems and to, you know, look for expression of that idea so that a masonry building would be at the same level as concrete or wood or another material, but it’s to look for how that particular entry was used.

I agree with George that that was our reaction. I think our reaction was also that we felt that it was too bad that there wasn’t more attention or more money available for landscaping. We felt that a lot of buildings would probably have improved in their rankings if they had been related more to the natural environment. They seemed to reflect this in their submissions. Frequently, the impression we had was that money might have been spent on an elaborate sculptured fascia when in fact a more straight-forward material could have been used and the money spent for trees, which would have given the building much more scale and probably a more successful solution to the problem.

As a psychologist, I would say that the living elements are very important, so I would go along very much with the fact that the landscaping often was a detriment even when the building was beautifully handled. One other thing I’d like to say has to do with the tremendous variety of the different solutions that we’ve had here. I think that may have been one of the reasons why we felt that there are a number of categories as we looked at the several honor awards coming from the different categories, the spread is really quite wide. We had to treat these as single entries resolving a particular problem.
Honor Award

Beloit Memorial Hospital, Beloit

Architect: John J. Flad & Associates, Madison
Joseph H. Flad, Principal in charge
Florian Remitz, Partner in charge
Hal Jahn, Job captain

Owner: Beloit Memorial Hospital

General Contractor: J. P. Cullen & Son, Janesville

Consultants: Herman Smith Associates, Hospital Consultants, Chicago

Photos: William Wollin, Madison

Jury Comments:

This hospital is a very complicated functional building. It has two basic requirements. One is to house the patients in motel-type rooms and another is to have the intensive care and surgical facilities. This plan is extremely compact and efficient for the housing portion and the administration and support facilities also have a very orderly solution. They started with the patient, designed a unit for the patient and then integrated those units in a larger collection of such units with the services feeding into that patient. They started with the human element and ended up with an architectural structural element which serves these functions. It is absolutely spectacular that this hospital was created for the privacy of the patient. This is why they have got such a great building. They did not start with a facade and then work inward to put the patient rooms here and there. They made the hospital face the patient rather than the patient facing the hospital. This is one of the great solutions for a hospital. There are going to be many developments through the next few years of this solution which is a pioneer attempt in the overall problem of hospitalization. This hospital and the Milwaukee Post Office are just exceptional buildings and we consider these two the best of all submissions.
Honor Award

First National Bank, Seymour, Wisconsin

Architect: Zwack Associates, Ltd., Appleton
Project Architect: James B. Zwack
Owner: Philip C. Dahlman, President, First National Bank
General Contractor: A. J. Despins & Son, Inc., Green Bay
Reinforcing Concrete Mfg.: F. Hurlbut Co., Green Bay
Consultants:
- Structural: John Kurth & Assoc., Appleton
- Electrical: W. O. Rowe, Appleton
- Heating: Patrick F. Gallagher, Green Bay

Jury Comments:
This is really a building that won all over, because it is such a quiet, well-detailed clearly articulated structure. It has the consistent feeling of quality that we learn to appreciate in going through all the submissions. The building is well integrated with the site, all orientation of the building having landscaping or brick paving. It serves its function well not only in a physical sense but it serves its function visually. There is no separation between the structure and the architecture. The whole building works, the landscaping, the environment, the furniture and the colors. One wouldn't say, the decorator did a great job; it looks like the architect did it, whether he called on other professionals or not. This is a total effort, the team effort. It is good to see a building like this done in a community because the community should be proud of it. Here’s really a building that everyone can be proud of.
Honor Award

United States Post Office, Milwaukee

Architect: Jordan Miller and George Waltz, Architects and Ammann & Whitney, Inc., Consulting Engineers
A joint venture

Lessee: United States Post Office Department, Washington, D.C.

Owner: Olaf Knudsen & Associates, Milwaukee

A joint venture

Plumbing: Lubenow & Gobster, Inc., Milwaukee
Landscape Architect: Genesio Simmotti & Associates, Milwaukee
Photographer: Ed Langdahl, Hedrich-Blessing, Chicago
Walter Sheffer

Jury Comments:

We feel comfortable in saying that this is possibly the best building that we evaluate along with the Beloit Memorial Hospital. All of us appreciate the problem of working on a governmental building and trying to achieve something of significance with it. This project presented the utilitarian problem of handling mail involved with the new technology of mail handling. The architect took advantage of this and developed a very simple, straightforward, very appropriate urban building. The impression we get looking at this building was one of extreme pleasure. One would like to live in a city where that building was built. It is a credit to our society that we can build buildings like that. This building has a very fine form, it fits its site and it fits the river. One thing to mention is the kind of constraint that is placed on the architect by the client, in this case, the Federal Government. The vast expanse of roof area could have been used as a promenade or park if the government would have permitted it. We are sure they would not permit it. But the landscaping of the roof is just an adjunct which the building itself does not need but which the community needs. This building looks like it belongs to the city. The architect did his job superlatively well. This is a very large building that accommodates its different kinds of functions in a very comfortable way. It is keyed into the human scale and it also serves the large areas with complicated mechanical functions. It should present a challenge to Milwaukee to continue this level of quality and it should set a pace. The architect have to say, like the commentators say, “I wish I had said that.” This is the kind of building where one would say “I wish I would have designed that.”
Distinguished Building Award

Office on the Square, Milwaukee

Architect: Miller, Waltz, Diedrich Architects and Associates, Inc.
Owner: Jordan A. Miller
General Contractor: Selzer-Ornst Company, Milwaukee
Photographer: Ted Rosumalski, Milwaukee
Distinguished Building Award

Playground, Milwaukee

Architect: Miller, Waltz, Diedrich Architects and Associates, Inc.
Owner: Milwaukee County Park Commission
Developer: Class of 1971, Nicolet High School, Milwaukee
General Contractor: Building and Construction Trades Council, AFL-CIO, Milwaukee
Photos: The Milwaukee Journal
Honor Award

The Roy E. Kumm Building, Health-Science Facility Western Wisconsin Technical Institute, La Crosse

Owner: Board of Area Technical, Adult, Vocation Education District 2, Western Wisconsin Technical Institute, La Crosse
General Contractor: Nels Johnson, Winona, Minnesota
Consultants: Structural-Mechanical: Jacobs & Amble, Inc., Minneapolis, Minnesota
Color and Furnishings: Westburg-Klaus Associates, Inc., Minneapolis, Minnesota
Photos: Hackner, Schroeder, Roslansky and Associates, Inc.

Jury Comments:
This is a very good example of a building that is done well with a given material because the masonry really reads as a mass solution to a problem. This is a fantastic center. This is a very consistent good job. One cannot look at this as merely a building which houses some laboratories and some classrooms. One ought to go into it and look around too. It is inviting. There was a time when the style of masonry was to use rough bricks and used appropriately those can be nice. They offer a texture. It is a rough texture to feel, but here is something that is using masonry as a unit and expressing it that way. The units are not so large that you could get far enough away and see a great bland wall, but you can see the unit. They are made there. One does not feel that there are too many things happening so that one cannot see the sense of order.
Distinguished Building Award

La Crosse City Hall


Owner:  City of La Crosse

General Contractor:  Peter Nelson & Son, Inc., La Crosse

Consultants:  Structural, Mechanical and Electrical:  Jacus & Amble, Inc., Minneapolis, Minnesota


Photos:  Hackner, Schroeder, Roslansky and Associates, Inc.

Color Furnishings:  Klaus-Westburg Associates, Inc., Minneapolis, Minnesota
Honor Award

A Vacation Residence

Architect: Office of Fitzhugh Scott-Architects, Inc., Milwaukee
Project Architect: David Kahler
Owner: Anonymous
General Contractor: Carl Deschane, Crivitz Lumber Co.
Consultants: Plumbing: Lubenow & Gobster, Inc., Milwaukee
Interior: Mrs. Margaret M. Herman of Frank M. Dugan, Interiors, Lake Forest, Ill.
Photos: Hans Keerl, Milwaukee

Jury Comments:
We felt this building should get an honor award because while it was a very simple building of really lumber yard materials, the elements were clearly defined and there is this nice consistency of all the details, the connections and the structural approach which could be assembled in the field. The site is absolutely beautiful and the building seems to take advantage of it. This building represents something that is clearly man made. Its angularity certainly provides contrast to a beautiful natural environment. This building should exemplify how good architecture can really make living a great experience. With imagination, the material and the space, the architect has made this really an outstanding living environment.
Merit Award

Manufacturing and Warehouse Building

Architect: Office of Fitzhugh Scott-Architects, Inc., Milwaukee
Project Architect: Thomas M. Slater
Owner: W. H. Brady Company
General Contractor: C. G. Schmidt, Milwaukee
Consultants:
Structural: Graef-Anhalt-Schloemer, Milwaukee
Plumbing, Heating and Ventilating: Ring & Duchateau, Milwaukee
Electrical: Leedy & Petzold, Milwaukee
Fire Protection: Paul J. Grunau Co., Milwaukee
Photos: Hans Keerl, Milwaukee
Honor Award

Nicolet College & Technical Institute, Rhinelander

Architect: Schutte-Mochon, Inc., Milwaukee
Owner: Nicolet College & Technical Institute
Richard J. Brown, Director
General Contractor: Froksch Construction Company, Iron River, Michigan
Photos: Clair Kilton, Sheboygan

Jury Comment:
This building is based on a component-type building which can be added as you develop the campus. It is built with natural materials of stone and wood and handled in a way that is very consistent with the materials. The building from the inside must have a very warm feeling. This is a nice simple idea done well and with good feeling. It belongs to the community and it fits its site. The plan is quite simple. This is the kind of college that would make one want to stay near home. The factual sense in this building is really valuable. The stairs have a nice wood feeling to them. They are not like spindly pieces of wood but nice healthy chunks. The carpeting should help with the sound control.
Honor Award

Carl Sandburg Hall, Milwaukee

Architect: Schutte-Mochon, Inc., Milwaukee
Owner: Regents of the University of Wisconsin
General Contractor: Orville E. Madsen & Sons, Inc., Minneapolis, Minn.
Consultants: Structural: Strass Maguire, Milwaukee
Photos: Steve Bradley, Milwaukee

Jury Comments:

This is rather a very extensive development, and yet the basic elements are clearly defined. The floor plan of the students residential tower is done very well. It is a very nice plan. The materials used are simple, in this case, concrete. There is an appropriate scale to the texture of the concrete for the building of this height. The relationship of the residential towers to the central facilities seem to work very well. We feel that this represents an outstanding solution to a problem that could serve for other campuses and should be a credit to the community. The jury is inclined to believe that the radio tower is certainly not the doing of the architect. And we rise up in righteous indignation. If the owner cannot afford a 600 foot tower, he might afford some design on the tower at least. It is unfortunate that an owner would accept a solution like this building and then turn around and abuse it.
Distinguished Building Award

Seymour Community High School

Architect: Schutte-Mochon, Inc., Milwaukee
Owner: Seymour Joint School District No. 4
General Contractor: De Coster Construction Co., Inc., Green Bay
Photos: Clair Kilton, Sheboygan

Merit Award

Wauwatosa West High School, Wauwatosa

Architect: Schutte-Mochon, Inc., Milwaukee
Owner: Wauwatosa Public Schools
General Contractor: Nelson Company, Inc., Racine
Consultants:
Heating and Ventilating: Ring and Duchateau, Wauwatosa
Structural: Mingesz and Michl, West Allis
Photos: Walter Sheffer and Donald R. Smit
Merit Award

Eisenhower Elementary School, Wauwatosa

Architect: Schutte-Mochon, Inc., Milwaukee
Owner: Wauwatosa Public Schools
General Contractor: Brodd Construction Company, Butler
Photos: Donald R. Smith, Milwaukee
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Seymour, Wis.

Architect: Schutte-Mochon, Inc.

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<tr>
<th>Contractor</th>
<th>Description</th>
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<tr>
<td>Decoster Construction Co., Inc.</td>
<td>General Contractor</td>
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<td>Hietpas, Inc.</td>
<td>Plumbing</td>
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<tr>
<td>August Winter &amp; Son, Inc.</td>
<td>Mechanical Contractors, Heating, Ventilating and Air Conditioning</td>
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### Proud to be Associated with

#### Award Winner

**WAUWATOSA WEST HIGH SCHOOL**

Architect: Schutte Mochon, Inc.

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<tr>
<td>Nelson &amp; Co., Inc.</td>
<td>General Contractor</td>
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<tr>
<td>Kurth Plumbing Corp.</td>
<td>Plumbing Work</td>
</tr>
<tr>
<td>Wisconsin Bridge &amp; Iron Co.</td>
<td>Structural Steel</td>
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<tr>
<td>Atlas Iron &amp; Wire Works</td>
<td>Miscellaneous Metals</td>
</tr>
<tr>
<td>Kramer Heating &amp; Mfg., Inc.</td>
<td>Outside Architectural Sheet Metal and Ventilating Duct Work</td>
</tr>
<tr>
<td>Aetna Hardware Co.</td>
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<tr>
<td>Waukesha Asbestos Co.</td>
<td>Roofing</td>
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#### Award Winner

**W. H. BRADY CO. FLORIST AVE. PLANT**

Architect: Fitzhugh Scott Architects, Inc.

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<td>Good Electric Co.</td>
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<tr>
<td>Concrete Research, Inc.</td>
<td>Precast Concrete and Deck Frame</td>
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<td>Atlas Iron &amp; Wire Works</td>
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