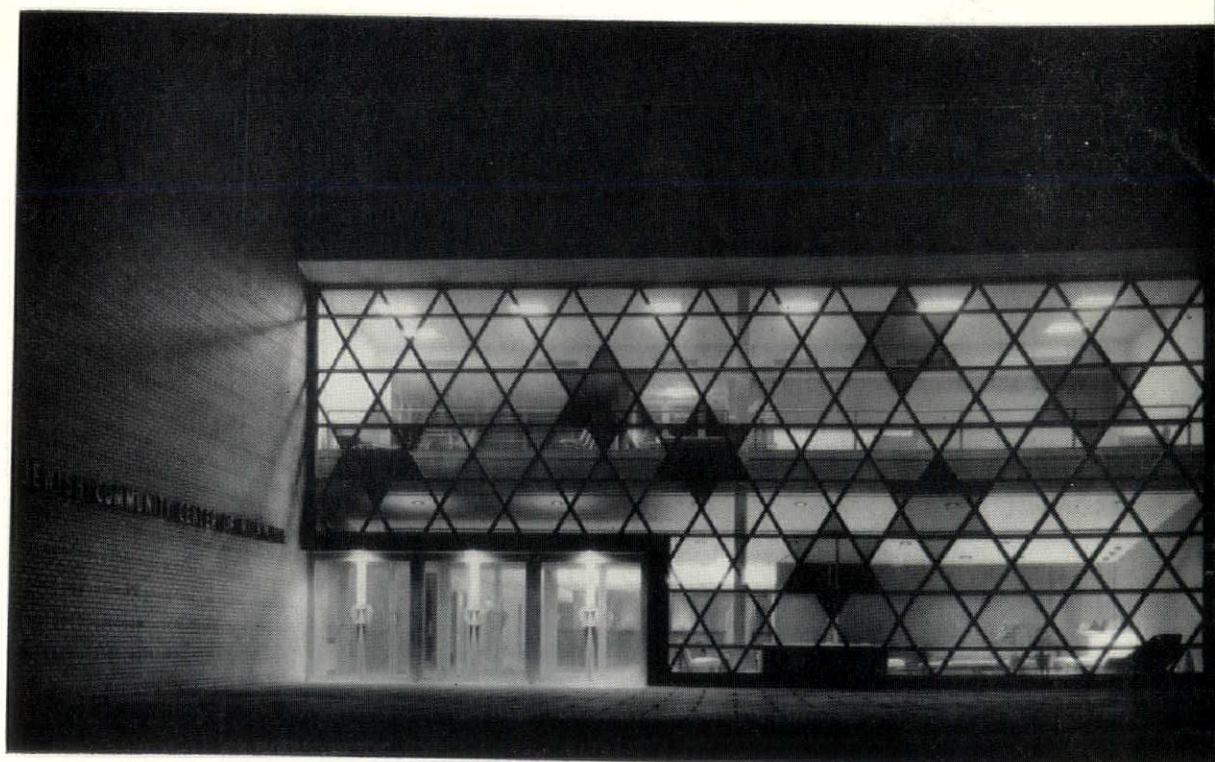


October 1955

the
Wisconsin
Architect

Merit Award Winner



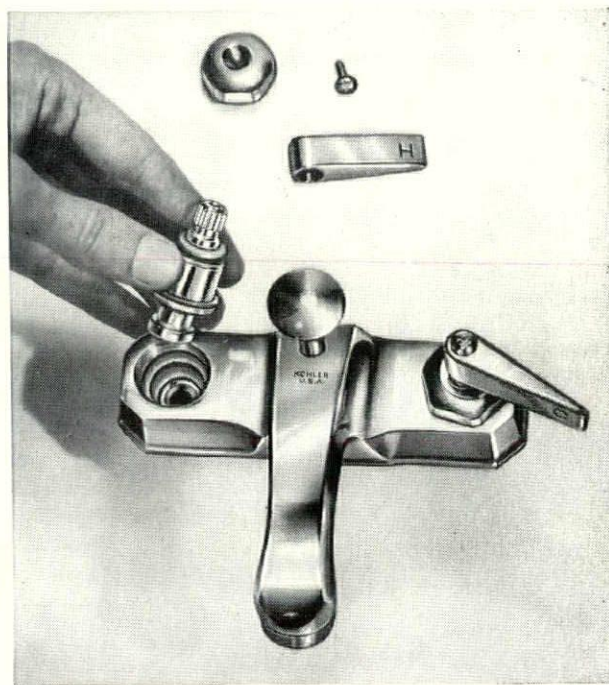
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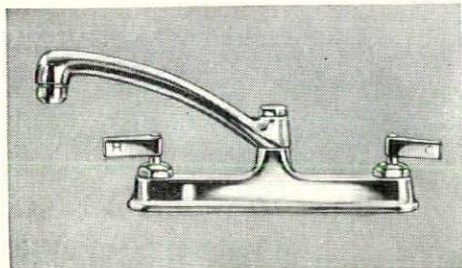
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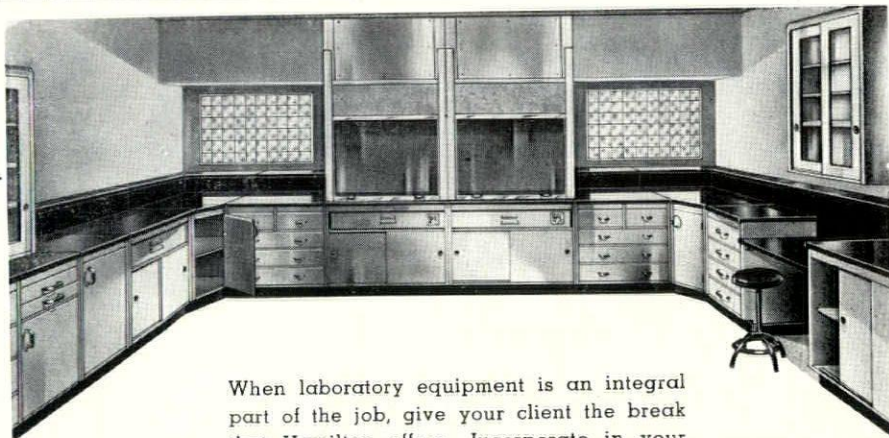
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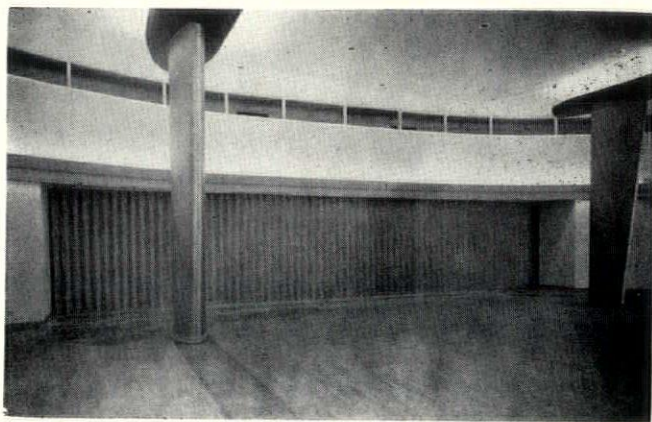
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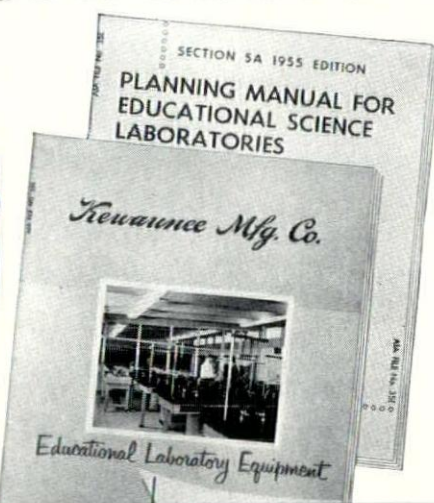
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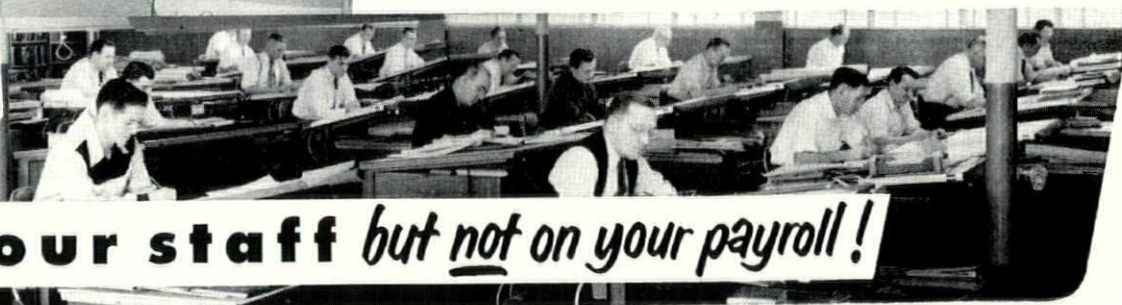
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Editor's Note

Despite Wisconsin's crisp, sunny weather, despite the blazing glory of fall foliage, woe and rumors of woe (southern talk?) come from architectural offices.

True, the rush of summer work is past, vacations no longer goof up production schedules. But now football and hunting season. Dreamy draftsmen peer out windows absently. Seeking design inspiration? No, they see dogs frozen to point, hear the drum of partridge wings — or they're figuring out a football pool. Contractors mutter darkly of winter delays ahead. Things are tough.

Cheer up! Ahead is the joyous Christmas season. A chance to give gifts to the staff, spend money for office parties, answer last-minute appeals from charities "to get it in on this year's income tax." Feel better? No? Try this: In Russia there are no private architects. Their work is in the line of duty. Now do things look better?

COVER COMMENT

The dramatic cover photo is of the entrance to the Milwaukee Jewish Community Center. The design by Maynard W. Meyer & Associates won an Award of Merit in the 1955 Wisconsin Chapter, A.I.A., Competition.

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A Chapter of the American Institute of Architects

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Allen Again Sponsors Architectural Photo Contest in Appleton



Maurey Lee Allen

Maurey Lee Allen, Appleton, has again aroused the interest of Appleton residents in architecture with his 1955 annual competition for Color Architectural Photographs. In keeping with the AIA's desire to publicize the merits of fine architecture, the contest offers five cash prizes for the best color pictures of "academic, ecclesiastic, commercial, industrial and residential" structures. There are no limitations as to location or age of the structure. Members of the Appleton Camera club or the Appleton Leica club are eligible to participate. Judges for the contest will include two professional photographers and an architect who is to be a member of the Wisconsin Architects Association.

Further public interest will be drawn when a public exhibition of all entries will be held following the close of the contest in December. Allen reports that in past years response to the contest has been most satisfactory.

Unemployment Compensation Act May Affect Architects

Members of the Wisconsin Architects Association are reminded of the 1955 Wisconsin Unemployment Compensation Act which affects employers, who within the year, employ 8 or more employees on any 20 different days of the year, each day being in a different week. Under the law an employer is required to make payments on payroll to the Industrial Commission beginning:

- a. with all payroll after Jan. 1, 1955, if on total 1955 payroll

there is required a payment of taxes to the Bureau of Internal Revenue under the Federal Unemployment Tax act, or

- b. with all payroll after Jan. 1, 1955, if wages paid by the employer for employment in Wisconsin in any quarter of 1955 exceed \$10,000 or
- c. with all payroll after that date as of which the employer acquires all or some portion of the business of another employer who had been covered by the law.

It is noted, however, that payments made under this act may be applied as a 90% credit against taxes assessable under the Federal Unemployment tax act.

Employers are expected to keep daily records of their employees so as to have immediately available data from which to prepare a report of employment when requested to do so. A bulletin issued by the Unemployment Compensation department urges that if conditions develop which would seem to indicate a liability under the law, the Industrial Commission should be informed promptly so that arrangements can be made to secure required payments on payroll in time to avoid tardy filing fees and interest charges assessable in all cases of delinquency.

BOARD APPROVES KNUDSON, AMES AS NEW MEMBERS

Applications of one corporate and one associate member in the Association were approved at the Board of Directors meeting on October 7. Associate member Harold Richard Ames, of Kaeser and McLeod, Madison, was approved as a corporate.

Donald W. Knudson, a Junior Associate, was accepted as an Associate member. He is associated with E. F. Klinger and Associates, Eau Claire.

WEILER, GRELLINGER NAMED FOR STATE CODE GROUP

Board members Joseph J. Weiler and Alvin E. Grellinger were nominated for the Wisconsin State Building Code Advisory Committee. The member selected by the Industrial Commission will replace Edward J. Law, Madison, who represented the WAA on this group for the past three years. Law no longer resides in Wisconsin.

Urban Renewal Offers Hope to Cities, Challenge to Architects, Planner Says



Jones on urban renewal:

"It is the architect who will use the (urban renewal) sites well or ill. The designs will haunt us all or make us proud for the next half century."

The following is the full text of a speech given by Talbot Jones, city planner of the Minneapolis Re-Development Authority at the AIA Regional Conference held in Rochester, Minn., in October of 1955.

It is printed in full at this time because of current interest in urban renewal matters in many Wisconsin metropolitan areas.

Being a city planner by trade I very much welcome your invitation to come talk to you about the ways in which my profession fits into your own. In particular I was glad to have the opportunity to come and explain to you how you gentlemen are, in my opinion, going to profoundly influence the appearance of your cities within the next 10 to 20 years. As the son of an architect, and student of architecture in my undergraduate days, I have long wanted to see the design skill of the profession have a heavier impact on the face of our cities.

You have asked me to discuss the relationship of architecture and city planning as they are applied to commercial and industrial land uses. By this I take it you mean a discussion of how the architect can impress the design, skill and analytical training of his profession on the face of the city in order to make the city more useful and more beautiful.

In the past, most of the great city designers were architects. In this modern age the complexity of the city requires the discipline and skill of the economist — the City Engineer, the Traffic Engineer and the other pertinent city officials — and the specialist in the interaction of

social groups — in order to write the program for city design. The complex has become too vast for any single mind to encompass. The modern day city planner is a synthesizer of many skills and points of view. He must be a politician in the best sense of the word, that is, a man who can speak intelligently with engineering and design specialists in a variety of fields, and speak with clarity and persuasion to all other people in the city who are concerned with their home town as a unit in which they work and make their homes.

Above all the city planner must be a man who can interpret one field to another and successfully reconcile differing points of view. You will say to yourselves "why this combination of specialization and interpretation of design of a physical envelope for human use is just what the architect does in his daily activity" and you are right and this is why the planning and architectural professions are so happily allied.

Now I think the timing of your meeting today and the subject you have chosen for discussion are particularly appropos in this year of 1955. City building and rebuilding was dormant through the decades of depression and war, and is now stimulated by techniques of construction and finance undreamed of twenty years ago. It is showing signs of tremendous growth. The violent surge of new residential buildings and service buildings — especially schools — have met only the immediate need. City building

on a scale never before achieved is contemplated by the group of interests who drafted the 1954 Housing Act and who are pushing private enterprise on a tremendous scale in Pittsburgh, Chicago, St. Louis, Indianapolis and other cities.

The important note in this activity, the thing which sets it apart from all previous cycles of building, is the emphasis on central city construction, or rather re-construction. Historically speaking, Egyptian records show that Pharaohs struggled to reclaim dying city centers. So did later day rulers. But not until the middle of the 20th century have we had a method of recapturing the values in city centers which have fallen into decay. The close-in sector of the urban complex, especially the central marketing area and the heart of the industrial area, are to be renewed, replanned, reorganized, supplied with better transit and traffic access — to the end that the center of the city will live again.

Many forces are contributing to this result. As a case in point, the President's 50 billion dollar highway program, considered visionary when proposed to the Governors' Conference six months ago, is now being soberly considered as a real approach to the traffic problem by Governors, Congress and professional groups alike. The original concept of redevelopment as enacted in 1949 has been enormously expanded five years later.

The Urban Renewal approach to city rebuilding for the first time ties together long range city planning and financing, the major surgery of the wrecking bar, the bulldozer blade, and new building from the ground up, the medicine of renewal of neighborhoods thru area-wide rehabilitation, the preventive medicine of code enforcement, and — the crux of the matter — a pattern for using private capital to do this work and make a profit at it.

This is the most spectacular challenge to all men concerned with building for business use, for marketing and for neighborhoods of homes that has ever been made — and the architect is right in the middle of it. The planner, the banker and city administrator can combine to open up central city sites of unparalleled size. It is the architect who will use the sites well or ill. His designs will haunt us all or make us proud for the next half century.

At this point, you may ask "Is he talking about architecture and city

(Continued on Page 10)



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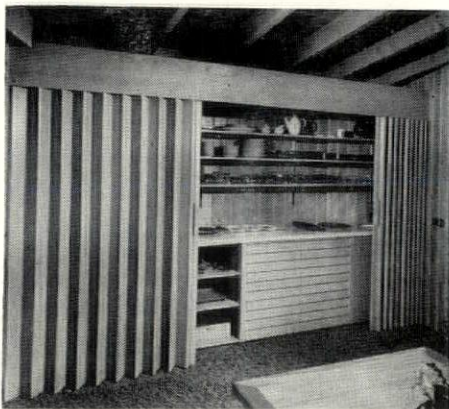
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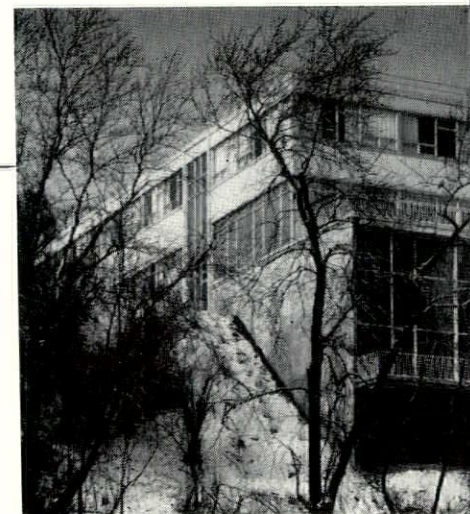
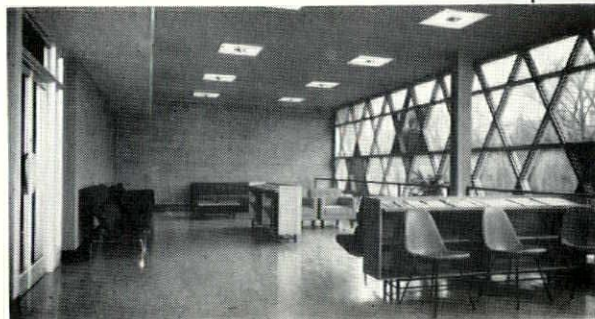
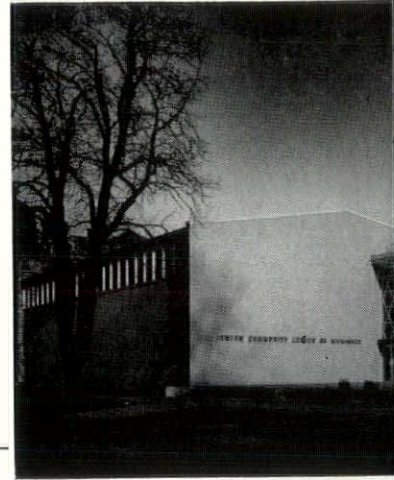


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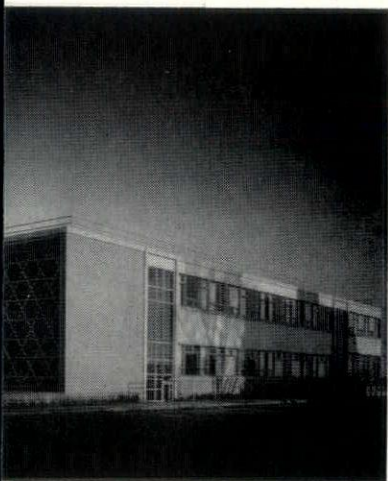
The design for the Jewish Community Center won an Award of Merit in Architecture for Maynard W. Meyer & Associates in the 1955 Biennial Architectural Competition sponsored by the Wisconsin Architects Association.

- - - Milwaukee Jewish Community Center

Architect: Maynard W. Meyer & Associates, Milwaukee

Owner: Jewish Community Center, Milwaukee

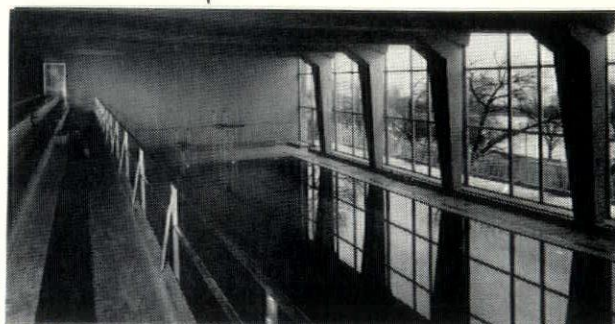
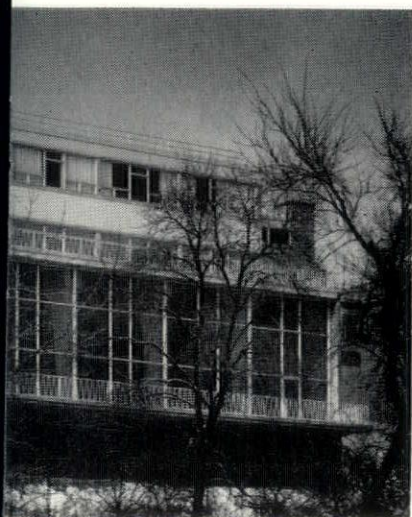
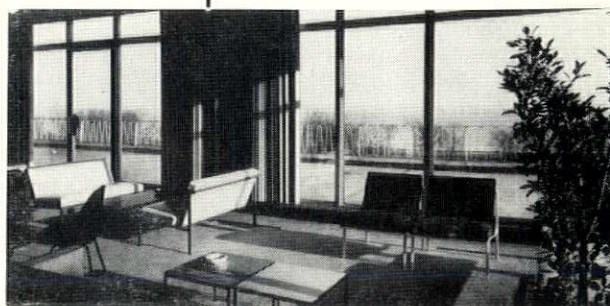
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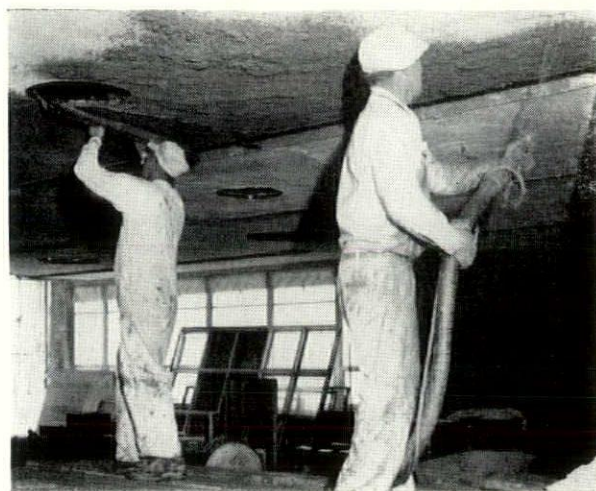


Above is the southern and western elevation. The west facade is of green pre-cast concrete panels. The south of sand-colored brick with white pre-cast concrete spandrel sills and coping. The gymnasium, lounge and reading room pictured left are in this portion of the structure along with offices.



Below is the eastern elevation facing Lake Michigan on an abrupt slope. The meeting room, the lounge overlook the balcony, and the swimming pool overlook Lake Michigan.





Milwaukee Architects View New "Spray-on" Plastering Technique

Milwaukee architects got a first-hand look at the new technique of machine-applying plaster fireproofing and acoustic plaster at an invitation luncheon at the Athletic Club last month, followed by an inspection tour of Northwest High School in Milwaukee designed by Grassold-Johnson & Associates.

The event was sponsored by Western Mineral Products Co., vermiculite processors, and Alfred Schmitt, Inc., Milwaukee plastering contractor.

Harvey W. Steiff, vice-president of Western Mineral, presented color slides showing machine-applied vermiculite products in new buildings. Included were Ford Motor Co.'s staff headquarters in Dearborn, Mich., designed by Skidmore, Owings & Merrill; the Prudential Building in Chicago by Naess & Murphy; the Denver Club building in Denver by Raymond Harry Ervin; new Omaha City Auditorium by Leo A. Daly and Company; and the First Christian Church in Minneapolis by Thorshov and Cerny, Inc.

In a running commentary Steiff emphasized the monolithic character of vermiculite acoustic which, he said, gives the architect complete freedom in laying out light fixtures, coves, and air conditioning outlets since there are no geometric patterns to contend with. He continued:

"We have heard many favorable comments about vermiculite acoustical plastic because of its fire safety and efficiency. But like all acoustic plasters we have had a problem of

joinings with hand application. The machine completely eliminates this. A journeyman can stop and start anywhere at any time, and the entire ceiling will have the same texture; in fact, it is difficult to tell the work of one plastering contractor from another when they both use a machine.

"Most acoustic plasters are somewhat soft and when damaged have presented the problem of matching the existing texture. With machine application, indentations or gouges can be filled in, sprayed with a small texturing machine, and the entire ceiling will be uniform.

"There are now over 150 plaster machines in the upper midwest, so that architects can be assured of getting competitive bids on machine jobs regardless of location."

After the luncheon the group proceeded by chartered bus to Northwest High School, where a demonstration on the job was provided by the Schmitt crew in the gymnasium. Two units were demonstrated: a large machine capable of applying a one-half inch thickness of vermiculite acoustic, and a small texturing machine ideal for small ceilings and confined areas.

The machine age came to the ancient craft of plastering in 1949 when the E-Z-On Corp. of Chicago successfully field-tested its first plaster pump in 1200 housing units. In the past few years a number of machines have been placed on the market, some with specialized uses.

The large volume models consist

of an electric or gasoline-driven pump and air compressor, a hopper, an air hose, and a material hose with a spray nozzle. Except for models which do their own mixing, the lightweight plaster or concrete is premixed in a power-driven paddle type mixer and is dumped into the hopper mounted on the plaster machine. The pump conveys this wet mix through the material hose to the nozzle, where air is introduced to atomize or diffuse the wet material into a spray, which is directed by the operator to the wall or ceiling.

The machines can pump plaster through the hose in any direction, including straight up. Hose lengths as long as 100 ft. have been used successfully for applying brown coat plaster and lightweight concrete.

Because of the low air pressure with which the plaster is applied, there is little rebound and the scratch coat can be sprayed even on so open a material as metal lath, as demonstrated in the Prudential Building in Chicago.

The portable texturing machines, designed primarily for acoustical and textured finishes, have smaller motors and compressors. A small air hose connects the compressor with the nozzle and a material hopper held by the operator. The premixed material is dumped into the hopper, enters the air channel by suction, and is blown out on the wall or ceiling. Capacity of these

(Continued on Page 12)

Left, above, are left to right: Ken Johnson, Western Mineral Products Co.; Joe Luetzgen, Grassold-Johnson; Francis J. Rose, Grellinger and Rose; and Alfred Schmitt, plastering contractor, at architects' meeting held at Milwaukee Athletic Club.

Above: Machine-applying vermiculite acoustic plastic to ceiling in First Security Building, Salt Lake City, Utah.



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SQUARE D ELECTS VAUGHAN TO VICE PRESIDENT POST



James S. Vaughan

James S. Vaughan, who less than ten years ago went to work for the Square D Company as a student engineer at its Milwaukee plant, has been elected a Vice President by the Board of Directors, it has been announced by F. W. Magin, President.

Mr. Vaughan at 40 becomes one of the youngest officers in the 52-year-old history of Square D. The company is one of the nation's largest manufacturers of electrical distribution and control equipment. Mr. Vaughan will make his headquarters at Square D's executive offices in Detroit and direct operations of the Distribution Equipment Division.

Urban Renewal... (cont'd)

planning, or architecture and redevelopment — or the newer broader word renewal?" My answer is that as of 1954, and for many years to come, the open but close-in sites developed for city building on a massive scale will result from government action on land assembly and construction by private investment.

At the present time, 554 urban areas in this county are under active study leading to assembly of title, partial or total clearance of structures, provision of a modern traffic pattern and utilities, and sale of open sites for houses, market places, industrial uses, and churches, schools and recreation spaces. All of this planning was begun under

the 1949 Housing Act. The technique of redevelopment is complex and slow to get under way, but it is significant that the Congress thought well enough of the '49 Act to enormously widen its approach to city rebuilding in the '54 Act.

At the present time, 625 acres are planned for new industrial buildings and 552 acres for commercial construction. More than 3,500 acres are planned for residence, mostly multiple unit structures. A single large city in the east has 7 projects in design or construction and 10,000 units of low-rent housing. They find they have tackled 2% of their slum area.

My own city of Minneapolis has one 180 acre redevelopment project approved and ready to roll. Estimated total private investment in that one project will be upward of 25 million dollars. Minneapolis has two more study areas totaling another 125 acres. This is less than 10% of the city area in need of either intensive renewal measures or massive clearance and construction. I submit to you that tremendous architectural design opportunity is coming over your horizon.

Now may I go into somewhat more detail as to how the architect will function in this rebuilding. As a matter of fact, the design approach I would suggest to you is applicable to open sites whether in city centers or on outskirts. We must assume to start with that zoning is established and will control the use of the land. Most zoning laws are obsolete, but many cities are now at work to up-grade them. Furthermore, all redevelopment, commercial and industrial areas are subject to so called "Redevelopment Standards", (locally written to help in producing the best in design) which control land use within the project. The architect will find commercial parcels of 5 to 15 acres and industrial sites of 10 to 50 or more acres. The architect will find large sites and it may be he will find he must design several buildings on several sites if he has a large corporation for a client.

It will be incumbent on him to ensure the design consistency of the whole plot and the consistency of his design with other new buildings going up in the same neighborhood. Problems of grading and utilities, parking and access, become the mutual problem of several owners. A large industrial tract may provide 80 acres or more. It will be necessary to provide utilities for all —

water, power and drainage in industrial quantities. May I emphasize these utilities have large capacity.

Several unhappy cases indicate that an industrial groupings may work very well until the last two or three plants come into the area. At that point all the utilities advantages formerly enjoyed go out the window and individual plants in the industrial park go on short rations. Twelve inch diameter looped water mains are rapidly being accepted as a "must". Lot sizes should be a minimum of 100 wide and 225-250 feet deep. Only general access roads should be built; individual plants will work out their own circulation pattern, build two moving lanes in major streets in each direction plus nine foot parking lanes, and pavement slabs to support the heaviest trucks.

Only one railroad should serve the area. If two or more lines serve an industrial group, they split the business; if but one line has an exclusive it will work hard at it. Lead tracks will be built by the railroad, but individual plant spurs must be built by the individual plant owners. Provide parking and off-street loading and lots of it. Ground-to-building ratio should be 4 or 5 to one if possible. Use big set backs and park in the rear — experience proves forward looking management wants handsome neighbors. Twenty-five feet in front is minimum; several highly successful industrial parks use 100. Fifteen foot minimum side yard is good practice for access to rear parking and fire protection.

Don't worry about future building expansion space. If the plant is well designed as a general purpose building on a site which it fits, experience generally indicates that the corporation will move rather than expand its plants if its gross business requires more space. This is a help to the architect who is trying to juggle present and possible future requirements in the same design. As land gets more expensive, put some parking on the roof. There are examples of \$2.00 square foot land successfully used by industry, although ordinarily seventy-five cents to \$1.00 is tops.

Extremely careful analysis of your client's operation is necessary before decision on one or more stories. One story buildings are fashionable; use of the fork truck and other technological advances encourage one

(Continued on Page 12)

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Inland Employee Retires to Take Post with Lath Association



W. A. Jahn, president of Inland Steel Products Co., presenting Joseph M. Baker with Memorial Plaque on the occasion of his retirement from Inland to become Executive Director of the National Bureau of Lathing and Plastering, Washington, D. C.

Joseph M. Baker has retired after 28 years with Inland Steel Products Company, Milwaukee, to become the permanent executive director of the National Bureau of Lathing and Plastering, Washington, D. C.

Announcement was made by W. A. Jahn, president of Inland Steel Products, at a testimonial dinner given in Baker's behalf at the Milwaukee Athletic Club. For the past two years Baker has been the Bureau's executive director on a temporary "loan" basis from Inland.

He joined Inland Steel Products Company in 1927 when it was still known as the Milwaukee Corrugating Company. He traveled the southern states for several years before his assignment in Washington, D. C., where he represented the company in transactions with government agencies, constructors and building supply dealers in that area. During World War II Baker served as a "dollar-a-year" man with the War Production Board.

Significant accomplishments of the National Bureau for Lathing and Plastering have been the adoption of a code of standard practices for lathing and plastering among contractors and craftsmen, and a "certified craftsmanship pledge of performance" which is signed by plastering contractors and delivered to architects upon completion of work. Both moves have brought enthusiastic support from the American Institute of Architects.

Urban Renewal... (cont'd)

level. Several corporations in the Delaware Valley have recently moved from perfectly good multi-story plants to obtain the economics of all-on-one-floor operation. However, it is also true that a large new plant in Dallas is being built to four stories to be served by ramps and belts. It has parking on the roof.

Commercial centers, the one story string of super market and specialty stores, are becoming familiar to us all. Parking space, long the bug-a-boo of such design, is gradually being provided in sufficient quantity. Land building ratio of 5 or 7 to 1 is found to be adequate, but a single suggestion may be in order here. There is no business so hotly competitive as the food business, nor one that operates on such a tiny margin. Many a merchant loses, breaks even or makes a good income on the basis, not of regular operation, but on days of big bargain sales. It is critical that the shopping center's periodic investment in special stocks of goods, a big advertising budget, and perhaps extra staff for the period of the sale be not jeopardized by insufficient space for the bargain hunting shopper.

Architects pride themselves on the solving of traffic movement within their buildings. May I suggest careful attention to parking lot design, turning movements, drainage patterns that keep pedestrians' feet dry, and planting to control traffic and set off the buildings can pay big dividends. One-third of your parking space, the high turnover variety, should be in front of the building; two-thirds to the rear or side. If your site is in a redevelopment area, you will be supplied with detailed analysis of the size of the shopping service area. If not, may I suggest consultation with a market analyst. It will pay you because your new buildings will operate at full throttle, neither over-crowded and unsightly nor yet so quiet as to subtly suggest the doldrums; and your next client will be easier to land!

A final word. Every city of around 50,000 population or more in the country is going to be eligible for renewal activity using a combination of federal and local government money to start the ball rolling. Since the projects already in plan pay for themselves, tax wise in an average of 3 to 5 years, cities will be

anxious to re-claim the hidden values near their centers. (Minneapolis has one that paid off in one year — but that's a bit unusual!)

Already Illinois, New York and California have state legislation providing for small neighborhood operated rehabilitation action which will need architects as professional advisors. Further, the new federal definition of slum has been widened to include any area which contains only 20% of blighted housing. This means many industries hunting for a site, now driven to the suburbs to find open land, are going to locate close to rail, transit and labor pool supplies. The land will be in good location and eagerly sought after. It will be up to the architect to make the most of these opportunities.

"Spray-on" (cont'd)

machines should not be gauged by their size. As much as 500 yds. of acoustical texturing (i.e., finish coat) has been sprayed on ceilings in only three hours.

A selection of finishes can be applied, ranging from very fine to heavy texture, Western Mineral reports.

Acoustic ceilings are usually gunned directly from the floor or from a small rolling scaffold. Walls are protected with drop cloths, plywood shields, or kraft paper held in place by masking tape.

A big potential for machine application is for fireproofing exposed structural steel beams, the under side of steel floors and roof decks, stairwell walls, and elevator shafts, according to Steiff.

Wisconsin AIA Members Note...

The recent damp weather has warped our ouija board. We, therefore, are unable to locate certain members whose addresses have changed.

A new membership roster is being prepared for an early issue of the Wisconsin Architect.

A few members have changed addresses and not notified the office of the Wisconsin chapter, A.I.A. Please do so at once!

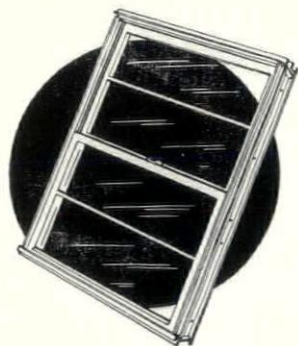
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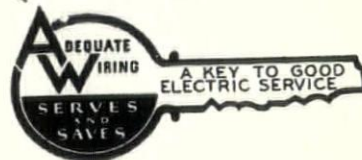
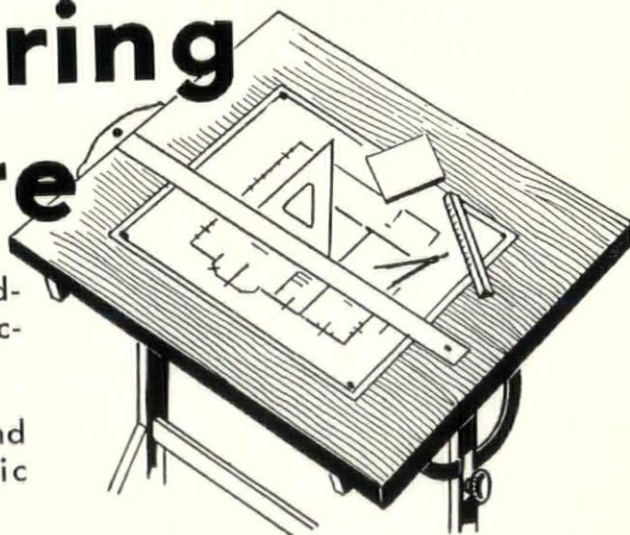
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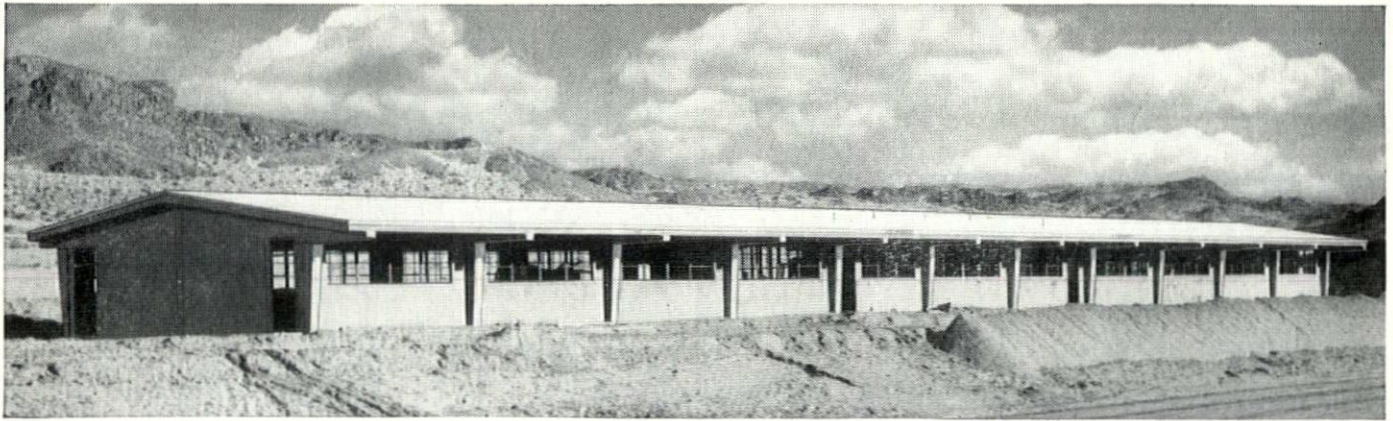
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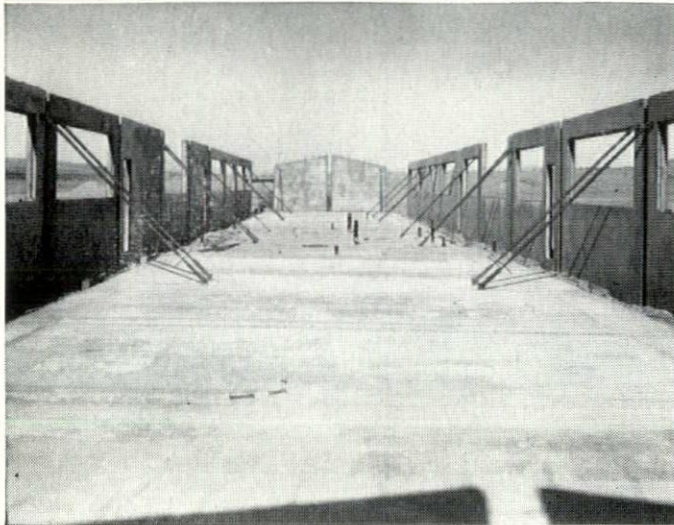
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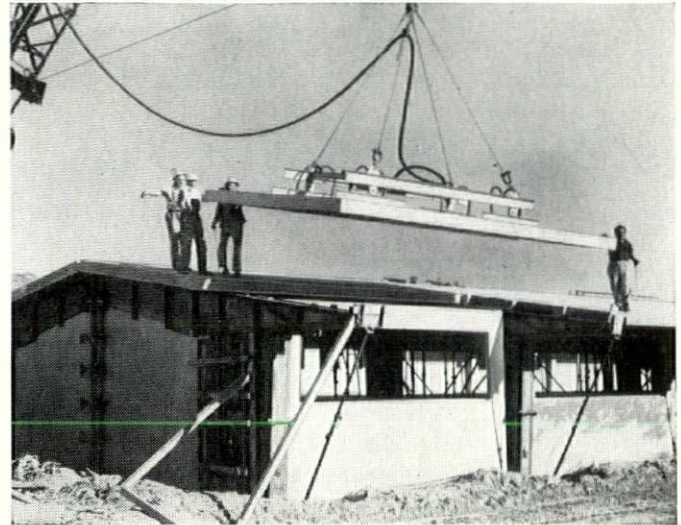
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General view of one of the completed barracks buildings.



Construction view showing wall panels tilted up and braced.



Precast concrete roof slab being lowered into place.

Speed and Economy of *TILT-UP CONSTRUCTION* Demonstrated in Huge Marine Corps Project

Precast, tilt-up concrete construction is giving taxpayers more permanent structures at no extra cost in the Marine Corps Artillery Training Center, Twentynine Palms, Calif. With more than 1½ million sq. ft. of floor area, this is one of the biggest precast concrete construction jobs ever undertaken.

For economy the original appropriation contemplated a type of construction often used for temporary structures. However, cost studies disclosed that durable, sturdy, precast concrete buildings could be constructed for the same appropriation.

Precast, tilt-up concrete construction provided extra values for the same money because it lends itself to simplification of detail, many reuses of a few basic elements and employment of production line methods for fabrication and erection. It offers such

additional advantages as firesafety, low maintenance cost, savings in construction time, use of economic materials and fabrication and construction methods equally adaptable to metropolitan centers or to relatively inaccessible areas.

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For more information write for free, illustrated literature, distributed only in the U. S. and Canada.

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Neptune & Gregory, Pasadena, Calif. were architects and engineers for the Twentynine Palms Marine Corps Artillery Training Center. A joint-venture firm, Twatts—Morrison—Knudsen—Macco, was contractor.

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