

OCTOBER 1956

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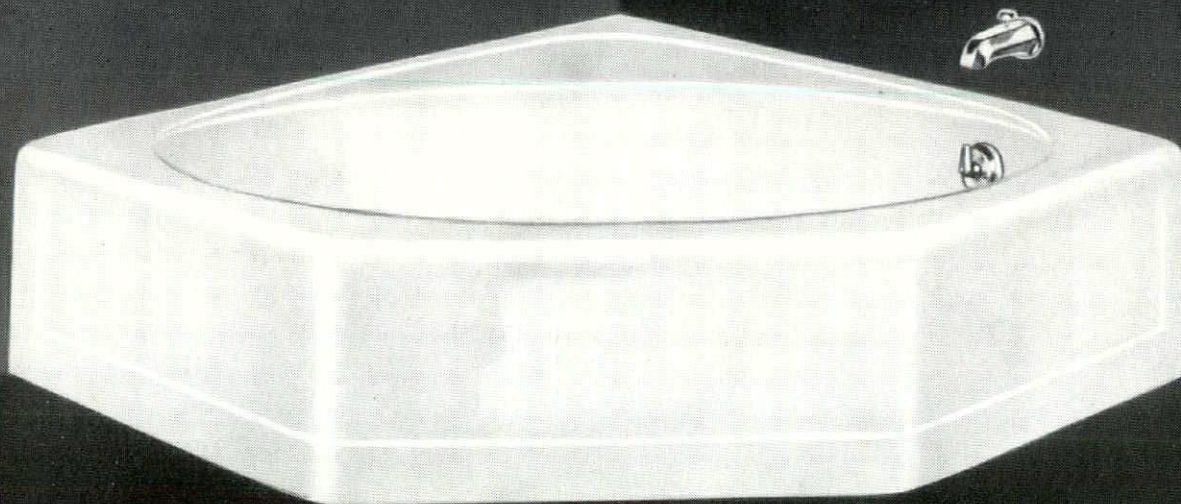
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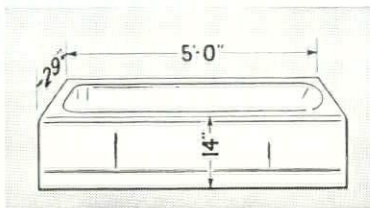
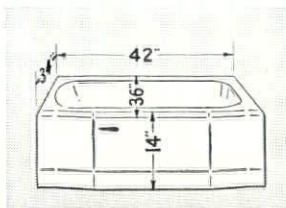
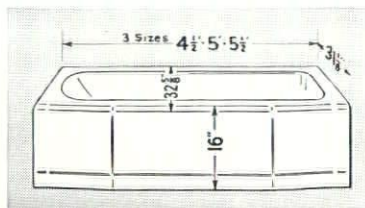
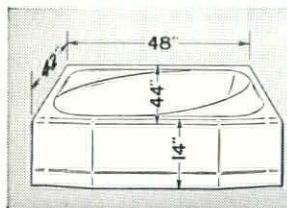
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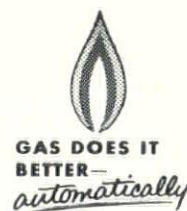
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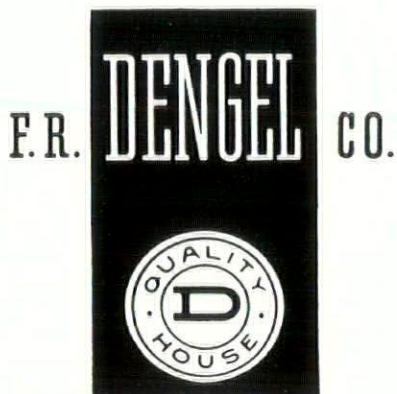
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PLANS FOR SESSION '57 ANNOUNCED LAST MONTH

The first annual architectural design conference Session '56 sponsored by the Alberta Association of Architects proved so successful that a second conference is now being planned with great enthusiasm by the Association.

Session '57 will again be held at the Banff School of Fine Arts in the Canadian Rockies, Jan. 20-26, 1957.

Arrangements have been made for Richard J. Neutra to attend and further information on other outstanding speakers and topics for discussion as well as information on accommodation will be available shortly.

DIVISION TO MEET ON OCTOBER 18

The next regular meeting of the Milwaukee Division will be held at the Alonzo Cudworth American Legion Post on Oct. 18.

Sol Ackerman, newly appointed Urban Renewal Coordinator, will discuss aspects of the Urban Renewal program.

All Milwaukee members, or members from other divisions are urged to attend. Cost, including gratuity, is \$3.50.

Address inquiries to the Executive Secretary, The Alberta Association of Architects, 312 Northern Hardware Building, Edmonton, Alberta.

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Honor Awards Program Under Way

The 1957 program of Honor Awards is now getting under way, and a brochure describing the competition has been sent to the membership of the Wisconsin Chapter.

Competition is open to registered architects, members of the Wisconsin Chapter of the American Institute of Architects. The buildings may have been erected anywhere in the United States or abroad, and shall have been completed by January 1, 1957.

Purpose of the competition is to encourage the appreciation of excellence in architecture and to afford recognition of exceptional merit in recently completed buildings.

Three nationally-famous figures

in the profession of architecture have been selected as judges. They are Winston Elting, of Chicago; Alden B. Dow, of Midland, Mich.; and Ambrose M. Richardson, of Champaign, Illinois.

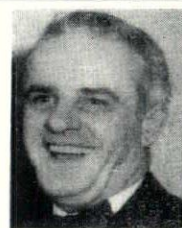
Elting, a graduate of Princeton University, also attended the Ecole des Beaux Arts in Paris. He worked for almost two years as an architectural engineer for the Housing Division of the Public Works Administration in Washington before entering private practice. He served in the U. S. Navy during World War II, and in May, 1956, was elevated to Fellowship in the American Institute of Architects. He is co-author

(Continued on Page 6, Column 1)

PREXY'S CORNER

By Arthur O. Reddemann

President, Wisconsin Chapter, A.I.A.



It was my pleasure to attend the meeting of the Northeast Division held at Chilton on Monday, September 10. It was a good meeting and well attended.

In one of the newspapers I read an article, parts of which I am quoting. The comments made in this article were made by Thomas Scott Dean, a Texas architect.

"The home builder needs the architect. The architect needs the builder. And the buyer of the home needs both. Unfortunately, the formation of builder-architect teams through the country has been growing at an extremely slow pace.

"Likewise," he continued, "the average builder harbors the belief that architects fancy themselves as little tin gods in lofty ivory towers, and that only the builder himself, or his wife, or his salesmen, or most anyone (other than the architect) really has a finger on the home buyer's pulse.

"Nevertheless, Dean contends, "the formation of builder-architect teams has begun and the fruits of such arrangements have appeared for some of the large tract builders."

If there is a sufficient demand for the complete article we will con-

sult with the newspaper and endeavor to obtain permission to reprint it as perhaps many of the architects in the State did not read it. I can well remember in my earlier days when architects set themselves on the tower as tin gods and practically lost the home building field but when building slowed up in the heavier construction, they would have been more than pleased to have accepted residential work to help keep their offices open and their employees. Articles such as these are very disturbing from my point of view. Perhaps in view of the quotations from the article mentioned, the architects should re-evaluate their ideas insofar as home design is concerned.

It is my belief that the Wisconsin Chapter of the A.I.A. has been a bit complacent in the matter of fellowships. Why not have each division submit a name to the Board of Directors that in turn can be submitted by us to the College of Fellows for consideration as fellows. It will of course require substantiating evidence which information will be required from you to be passed on to the proper channels.

North Central States Conference

Highlights and Sidelights of the Convention in Milwaukee

An enthusiastic group of A.I.A. members from six states met in the Pfister Hotel in Milwaukee last month to participate in the 1956 North Central States Conference. Approximately 125 members attended.

The event was held on Friday and Saturday, September 28-29.

An imposing cast of speakers, each with a significant message to impart, spoke to the audience at several seminars, and the interest shown by following questioning periods was ample proof of how well the speakers' remarks and information were received.

Theme of the conference was "Design and Promotion", and speakers, in general, talked about subjects of great interest to all architects, large and small. Frederick Schweitzer, of Milwaukee, was general chairman of the event, and he arranged a program that was fast-paced and interesting from beginning to end.

Climaxing the conference was the banquet on Saturday evening, Sept. 29, at which Leon Chatelain, Jr., Washington, D.C., president of the A.I.A., spoke. He pointed to the significance of architecture in the growth of American progress, and explained plans for observance of

1957, the Centennial year of the profession in America.

"Our Centennial year not only gives us the opportunity to share with the public our own pride in the achievements of the profession; it also will serve to focus public attention on the important role to be played by the architect in shaping the environment for the future," he said.

Other speakers also gave stimulating addresses.

Harper Richards, A.I.A., Chicago, nationally-known industrial designer, augmented his remarks by the

(Continued on Page 5, Column 1)



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Conference . . .

(Continued from Page 4, Column 3)

use of slides which pictured "before and after" phases of some of his work. He pointed out that the aim in remodeling stores and business establishments is to "sell". For that reason, he said, in most cases industrial designers are consulted for that type of work, rather than architects, since industrial designers have gathered a good knowledge of merchandising.

His work involves not only planning of rooms, but such additional matters as paint, draperies, furniture and others, Richards stressed. He told of difficulties involved in the work when no copies of original plans are available, so that remodeling becomes largely guesswork in the first phase. In other cases, he found, construction did not follow plans.

Among the subjects pictured in his slides — remodeling jobs he has done — were a Louisville restaurant, an Evanston store, and office buildings in Chicago and De-

troit. All revealed his generous use of wood paneling and glass.

Bryant Hadley, Regional Director of the North Central States Region, introduced Walter A. Taylor, Director of Education and Research of the A.I.A. Prior to the introduction, however, he spoke briefly on the history of the A.I.A. He reviewed the purposes of the organization, explained its internal structure and stressed the value of public relations in the profession. He urged any A.I.A. member to seek assistance from any A.I.A. officer at any time.

Taylor's remarks were centered around post college training for architects. These, he said, should be divided into two classifications — Operation Intern and Operation Retread. He also passed out two A.I.A. documents which explained the programs.

Taylor advised all architects to continue learning by the use of seminars, speakers, demonstrations and other means. "Architects are humanists among technologists, led around by the nose by the gadget-

eers," he said. "Architects must know enough to be able to tell manufacturers what to make, and not merely to follow them and accede to their products.

"Architecture is a fine art . . . a social art . . . a technical art. Its media includes the people, and the palette of that art is constantly changing," he said.

Regarding the "Architect in Training" program, Taylor explained how the program works, how it becomes part of the total education pattern, how it affects the employer and the candidate, documents available which contribute to it, and how to proceed.

Copies of the two publications, which completely explain the program, are available from the A.I.A., and Taylor urges that all members send for them.

An interesting discussion on operations of mass housing projects was given by Donald H. Honn, of Tulsa, Okla., at another seminar. He explained how he proceeds on

(Continued on Page 7, Column 1)

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Honor Awards . . .

(Continued from Page 3, Column 3)

of "Urban Housing", published in 1936, and author of various magazine articles. His work has been widely exhibited, and he has received a variety of awards, including Progressive Architectural Award Citations in Residential Design, and in Religion.

Dow, who originally studied to become a mechanical engineer, changed his course to study architecture at Columbia University. After employment for a year, he spent a summer working with Frank Lloyd Wright at Taliesin, and returned to open his own office. Since that time he has designed many schools, churches and housing projects, but he is best known for his individual residences. Furniture, too, is fabricated from his drafting board designs, and he is a specialist in the use of color. Included in his awards are the "Diplome de Grand Prix" for residential architecture, given by the Paris International Exposition. He also received the Eighth Annual National Honor Awards Award of Merit of the A.I.A. for his design of a Midland church.

Richardson, educated at the University of Chicago and Armour Institute, worked for 14 years in a Chicago firm, and then spent four years as a professor of architecture, opening his own consultation office in 1956. His awards include an AIA medal while in school, Honorable Mention in the National Association of Home Builders, second place in the Crane competition and five awards in Chicago Tribune competitions. He has worked on the plans and design of several large housing projects and manufacturing plants, and as an individual practitioner designed the University of Illinois Law School and several residences. He has a variety of work in the design phase at present.

WOODWORK INSTITUTE TO CONVENE IN OCTOBER

The 4th Annual Convention of the Architectural Woodwork Institute will convene at the LaSalle Hotel in Chicago, Thursday and Friday, Oct. 18-19, 1956. The Convention will be preceded by a President's Reception for Institute members and the Press on the evening of Wednesday, October 17th.

Schroeder

RETURNS FROM EUROPE

Howard E. Schroeder of Schroeder & Spransy, Architects, Milwaukee, returned September 14 after eight months in Europe as a member of a team of building experts for the Organization for European Economic Cooperation (O.E.E.C.).

As an architectural consultant for the O.E.E.C. during this project he traveled in France, Italy, Turkey and Norway with other members of the team covering Denmark and Greece. Mr. Schroeder also visited Switzerland, Germany, Sweden and the Netherlands as well as the Casino in Monaco.

The team was organized by the International Cooperation Administration (ICA) in Washington, D.C. and was directed by the European Productivity Agency (EPA), a technical branch of the O.E.E.C. The O.E.E.C. is an organization of 18 European countries whose purpose is to increase the cooperation of these countries with one another in all fields including atomic energy, world trade and housing.



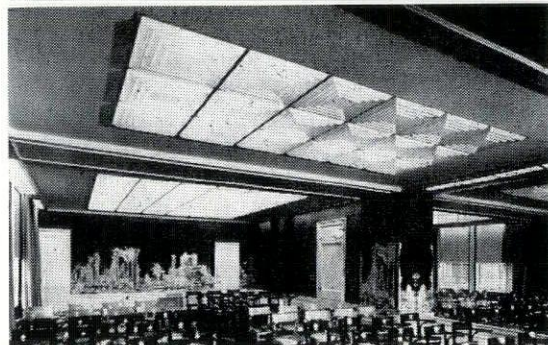
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Conference . . .

(Continued from Page 5, Column 3)

a project, that he receives an established fee for every house constructed by the builder, rather than a fee based on percentage of the over-all cost.

Honn urged architects who are engaged in such practice to bear in mind the fact that builders are entitled to a profit, too, and that architects should endeavor to see the builder's side.

The ideal system, he said, is when architects and builders enjoy each other's complete trust, and neither makes a secret of his profit on the project. This makes for greater efficiency, since architects can tend to reduce costs by stipulating materials which contractors may be able to get inexpensively, thus aiding both parties.

Honn explained how he normally obtains an advance retainer, the sum to be deducted from the fee per house charge when the projects are built. He pointed out that such

construction is in a constant period of change, a condition true of the second house built in a project, as well as the one hundredth.

He reviewed several of the housing projects he has done, and explained conditions of one which will soon get started in Cuba. This is likely to be the largest in his experience to date, he said.

John Graham, of Seattle, Wash., presented a complete treatise on the subject of shopping centers. Designer of a variety of large shopping centers in many sections of the country, Graham was particularly well qualified.

The ideal shopping center should resemble a city, he said, with streets laid out in regular fashion. The mall should be used only for pedestrians. Basement areas should be developed as extensively as possible, thus using all available space for merchandising.

To alter the "basement feeling", Graham said, it should be open to daylight, and advised large openings leading to them.

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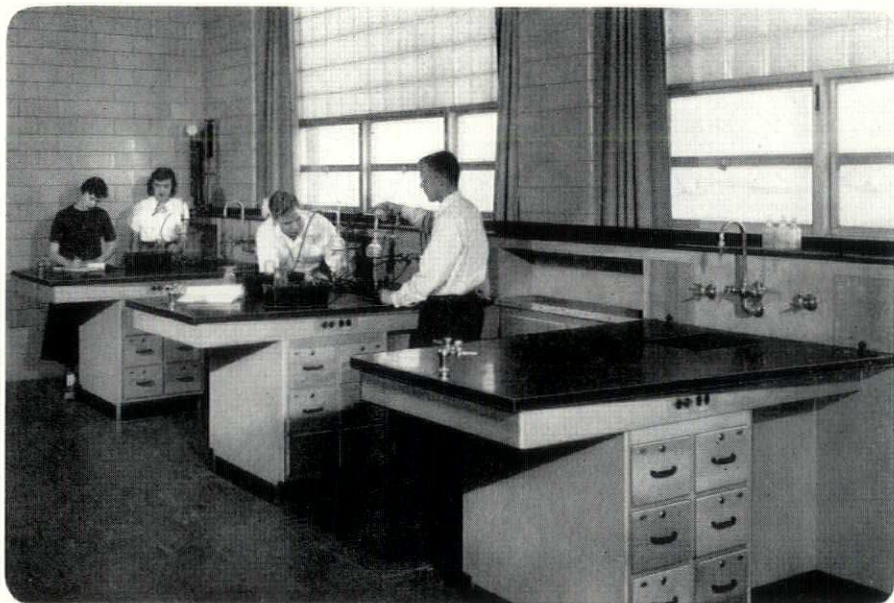
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Conference . . .

(Continued from Page 7, Column 2)

Theory of shopping centers is to provide space for parking six and one-half to seven cars for every 1,000 feet of rentable space. The basic idea is to have the parking areas spread around the entire project. Another elemental theory is to group stores of similar merchandise calibre in the same areas, and to grant best space to leading advertising stores.

There has been much controversy, his experience shows, on these items — the width of the mall, having two or three levels, having a truck tunnel, depth of the project, whether to have two fronts on stores, where to locate the department stores, location of parking areas, and the desirability of one-way traffic.

"In construction of shopping centers, many different people are involved, all pushing and pulling in opposite directions," Graham said.

"In addition, there are myriad problems of sewers, electricity, ground levels and many more.

He showed pictures of, and explained features of, several of the shopping centers designed by his firm. These included Capitol Court in Milwaukee; North Gate in Seattle; Oshawa, Canada; Bergen Mall in Bergen, N. J.; Gulfgate in Houston, Tex.; Lloyd Center in Portland, Ore.; and Ward Parkway Center in Kansas City.

Paul Brust, Milwaukee, whose firm, Brust and Brust, A.I.A., was associated in the design of Capitol Court with Graham's firm, also presented an interesting picture of the many difficulties involved in handling the job on the local scene.

Twenty-eight manufacturers of material used in building, of great interest to architects, rented exhibit space at the conference. The booths were furnished in an interesting manner, and traffic through the exhibit area was heavy.

Another feature of the conference was a tour through the Capitol

Court shopping center, which was held on Saturday afternoon, Sept. 29. Delegates were taken in chartered busses to the site, and after a conducted tour and explanations of some of the features by Graham and Brust, were returned to the hotel.

A cocktail party preceding the banquet on Saturday evening, and a visit to the Marquette University "Theatre in the Round" on Friday evening highlighted the social slate.

THREE NEW MEMBERS ACCEPTED INTO W.A.A.

One new corporate member and two associates have been taken into membership of the Wisconsin Chapter.

The new corporate member is Melvin F. Siewert, of Neenah. The associate members are Howard A. Lorenz, of Greendale, and Robert W. Kraus, of Wauwatosa.

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Lawsuit Testing Constitutionality of State 'Engineers Law' to Go to Court

A further step in the legal battle aimed at testing the constitutionality of Section 101.31 of the Wisconsin statutes will be taken on Oct. 18 in a Madison Circuit Court.

The law now permits any "professional engineer" the right to plan and design all types of buildings, despite the fact that 83 per cent of them (electrical, chemical and other types) have demonstrated no qualifications for such responsibility.

The suit was instituted by Mark T. Purcell, A.I.A., of Madison, with the encouragement and support of the Wisconsin Chapter. On Oct. 18, Purcell's attorneys, Gerald J. Rice, W.A.A. legal counsel, and W. L. Jackman of the Madison law firm of Toebeas, Hart, Kraege and Jackman, will argue a demurrer in the court of Circuit Judge Herman Sachtjen.

Defendants in the action are Kenneth F. Lemke, Shawano, a professional engineer, all members of the state Registration Board of Architects and Professional Engineers, and the State Treasurer.

Purcell's status is not only that of architect, but also as a taxpayer objecting to the collection and expenditure by the State Treasurer of any funds for the administration of what he terms, "an unconstitutional law".

The action in arguing the demurrer is likely to speed up the ultimate result, Rice said, since it is certain that regardless of Judge Sachtjen's ruling, the case will immediately be appealed to the Wisconsin Supreme Court for final determination.

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"As Others See Us..."

By A. L. Buechner

This is the third article in a new feature series, entitled "As Others See Us." It will include comments and impressions of architects and the architectural profession by people who work with and for architects. In some cases — when requested — authors will be kept anonymous. Sole purpose of the series is to strive for the betterment of the profession, and to enable architects to see themselves as others see them. — EDITOR

The writer, in what he now recognizes as an unguarded moment, agreed to write a "brief, informative, subtly humorous but constructively critical" article around his experiences with architects over the last quarter-century as a supervisor of school buildings.

Let me say at the outset that the humor, if any, will be artificial; the information will be factual; the constructive criticism will be liberal; and the writing and composition will be deplorable.

The school building service is only one division of the constitutional office of State Superintendent of Public Instruction. Its primary purpose is to further the interests of education by encouraging the planning of functional school buildings — those specially designed for educational purposes. There are school buildings you know which are architecturally satisfactory, but which are functional flops.

How do we operate in the school building service division? One thing we know we can do effectively is to act as a clearing house for acceptable ideas in school planning. For example, the school administrator, his board and architect have a revolutionary idea for their new build-

ing. We examine the proposal to find that not only is it not new, but it has been proven unworkable. On the other hand, we are equally ready to cite examples of new, workable ideas as we are to criticize the failures.

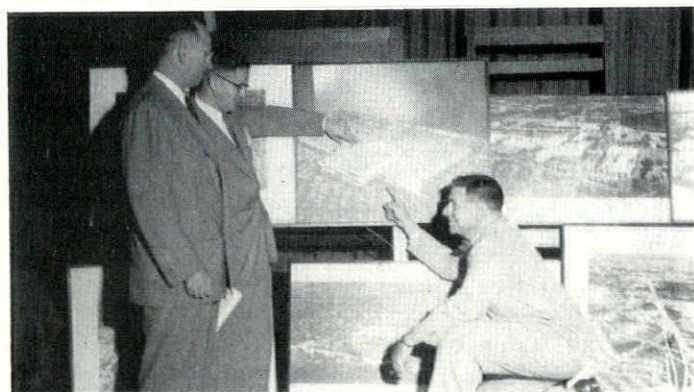
This may be as good a place as any to discredit an old rumor that the department wishes to take over the architects' function. From our observations of the experience of some other states, we have no desire to change the present satisfactory arrangement.

Another question about which we find some concern is: Do we recommend architects? The answer is "yes" and "no". Yes, we recommend Wisconsin architects for Wisconsin schools, but no, we do not recommend architects for specific schools.

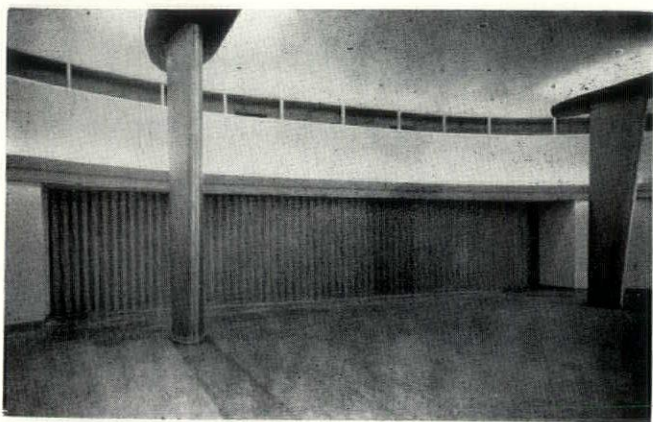
When an architect asks us for a frank appraisal of his work and what he or his firm can do to improve it and perhaps get more of it, we suggest the following:

1. Improve public relations; that is, show the public how and why the architect is important.
2. Insist on complete observance of the high standards of ethical conduct that is expected of the profession. Strive to eliminate, as far as possible, the obstacles that make it so difficult to share common problems.
3. Visit your completed schools from time to time (after dedication day) and seek the frank opinions of the people who are responsible for the operation of these large, expensive pieces of teaching equipment, the school you designed for them.
4. Do not accept commitments that tax or exceed your performance capacity. Make an extra effort to supervise jobs where you know they especially need it.
5. Drop in when you are in Madison — we would like to see you.

The American Institute of Architects has announced a competition for designs suitable for the commemorative stamp the institute hopes the Post Office Department will issue in 1957 for its 100th anniversary.



CONFERENCE SCENES. Top photo shows the speakers' table at the Conference Banquet. Center, opposite microphone, is A.I.A. President Leon Chatelain. Bottom picture was taken during one of the seminars as John Graham, Seattle, Wash., (left) and Paul Brust, A.I.A., Milwaukee, who collaborated on Capitol Court, explain features to Donald V. Patton, a delegate from Rockford, Illinois.



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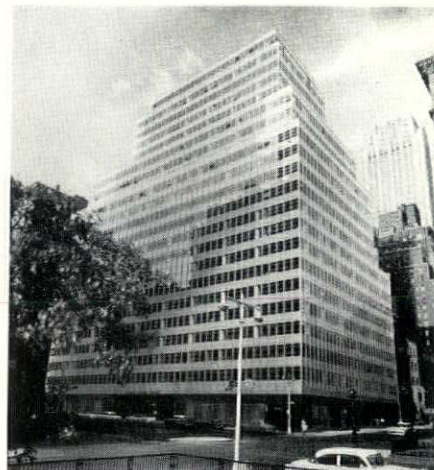
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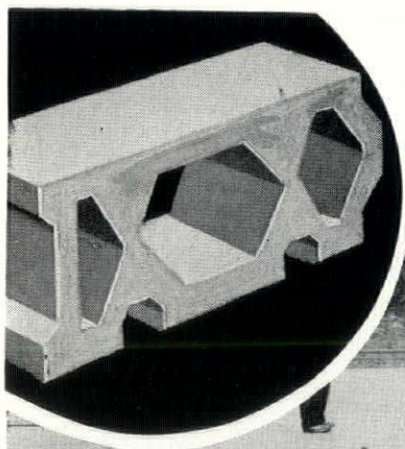


Actual photo of Lupton Curtain Wall installation at 300 Park Avenue, N. Y. Architect: Emery Roth & Sons.



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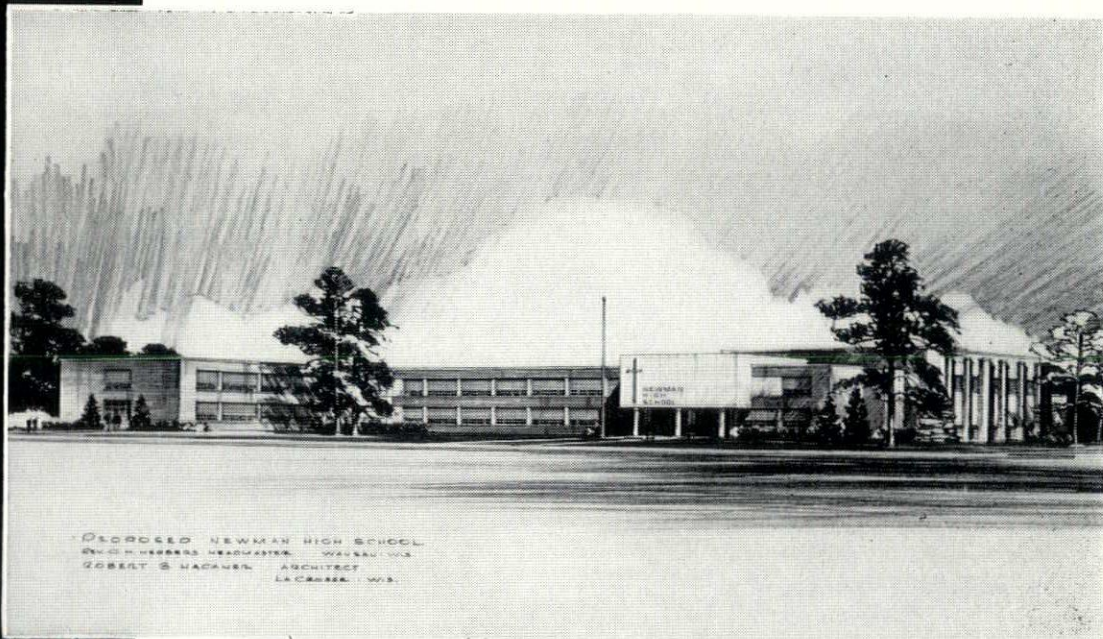
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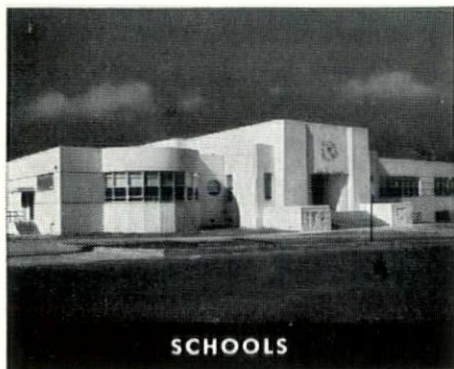
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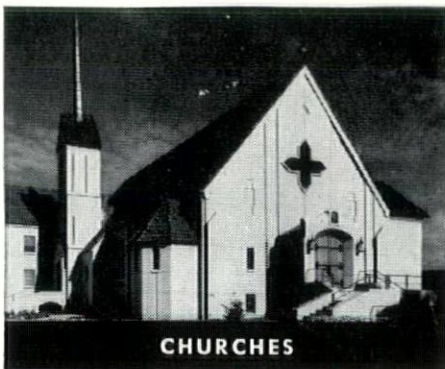
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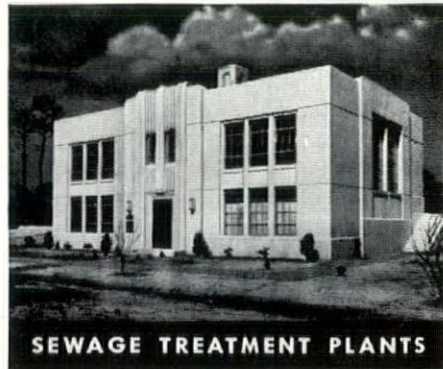
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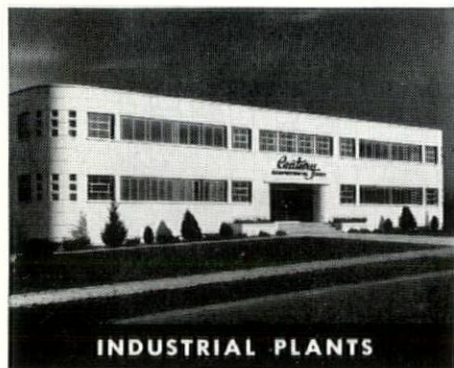
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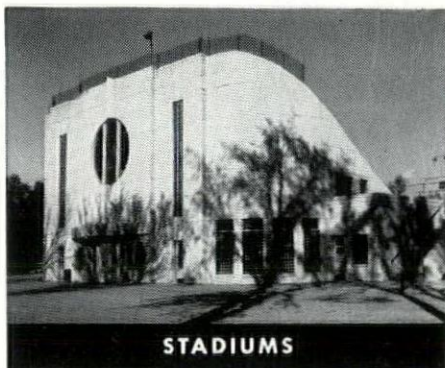
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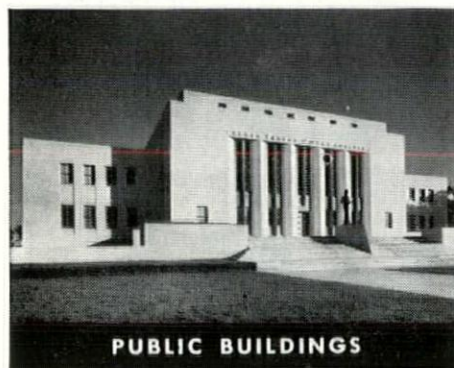
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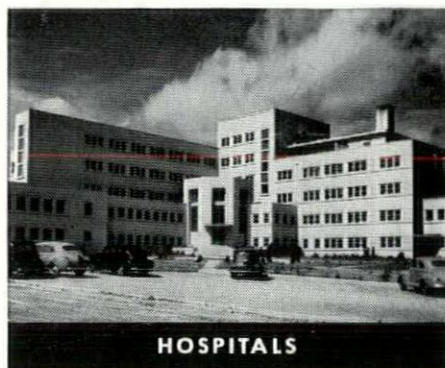
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