

AMERICAN INSTITUTE  
OF  
ARCHITECTS

APR 1 1 1962

LIBRARY

P

R

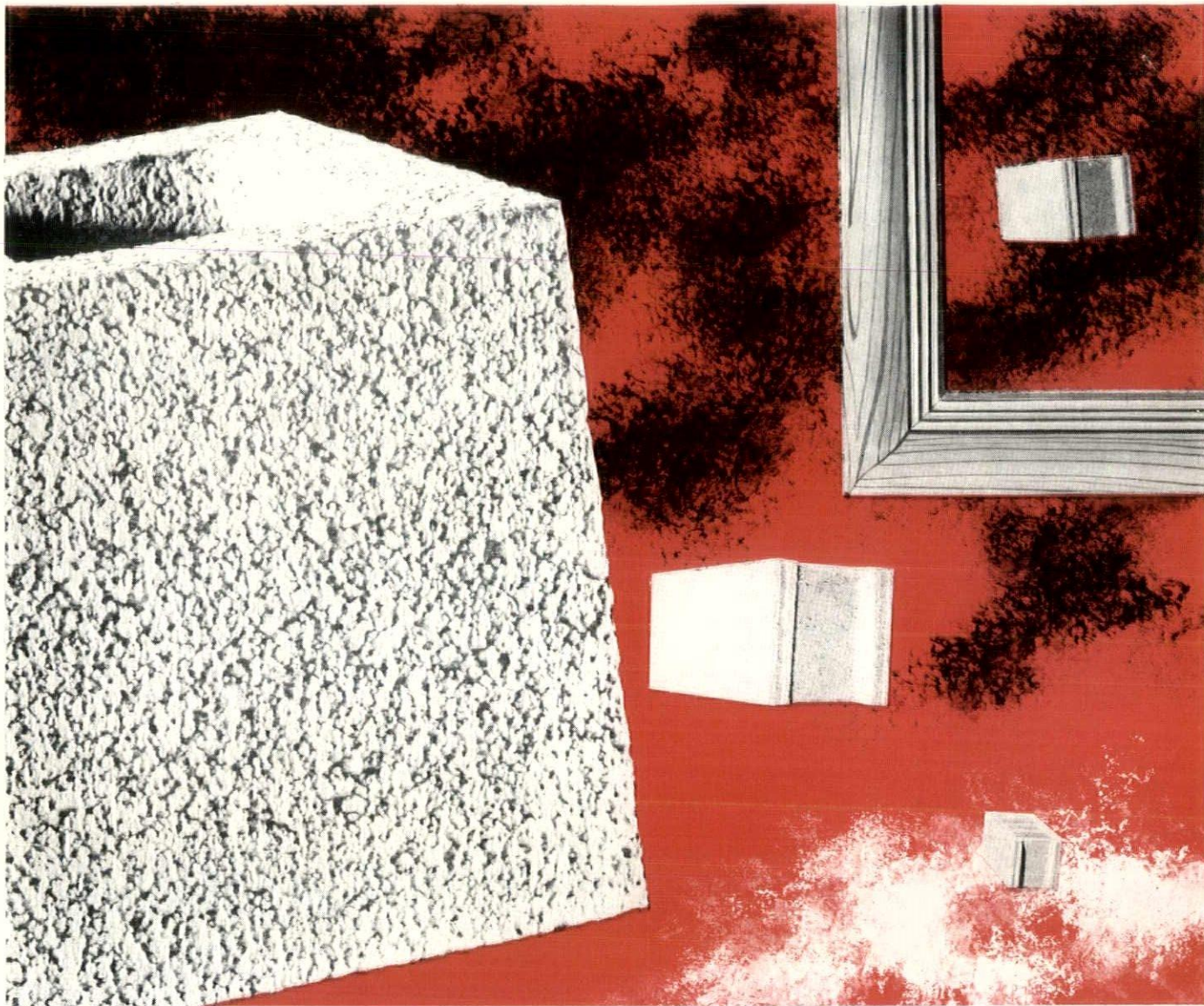
WISCONSIN ARCHITECT

P

R

SPECIAL PUBLIC RELATIONS ISSUE

MARCH, 1962



## **GARYLITE Expanded Blast Furnace Slag makes concrete blocks lightweight, fire-resistant, attractive**

Take a close look at the concrete blocks in this picture . . . notice their uniform texture and light gray color. They need no finishing to add to their beauty, but if you want to paint, plaster, or panel them, it's an easy job. These blocks are made with USS Garylite Expanded Blast Furnace Slag Aggregate.

Masonry work goes faster when you use Garylite expanded slag blocks because they're easier for workmen to handle. A standard 8 x 8 x 16-inch, three-cored Garylite block weighs 10 to 15 pounds less than the same size block made with other aggregates.

Concrete blocks made with USS Garylite expanded

slag are highly resistant to fire. A Garylite block only 4.7 inches thick (solid equivalent) meets the National Board of Fire Underwriters' 4-hour fire-resistance test. Moreover, these blocks are economical: their pronounced cellular structure provides good sound absorption and thermal insulation, lowering overall insulating costs; and Garylite slag blocks require no special fastening devices for furring strips — you can nail right into the blocks. Specify concrete blocks made with Garylite in your next building project.

*For further information on USS Garylite Expanded Blast Furnace Slag, write or call:*

*USS is a registered trademark*



## **MILWAUKEE LIGHTWEIGHT AGGREGATE corporation**

Exclusive Wisconsin Garylite Distributors

225 EAST MASON ST. — MILWAUKEE 2, WIS. — BRoadway 1-3466

# max-ai

*precast concrete  
panels*

Another in a series of fine buildings featuring max-ai is the new South Milwaukee Senior High School. Details of max-ai's role in this structure are spelled out on the following pages.



South Milwaukee Senior High School

— South Milwaukee, Wisconsin

Edgar A. Stubenrauch & Associates,

Inc., Architects, A.I.A. — Sheboygan, Wisconsin

Woerfel Corporation, General Contractor

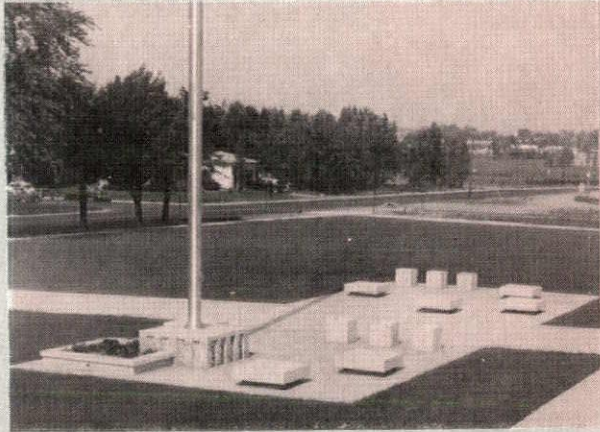
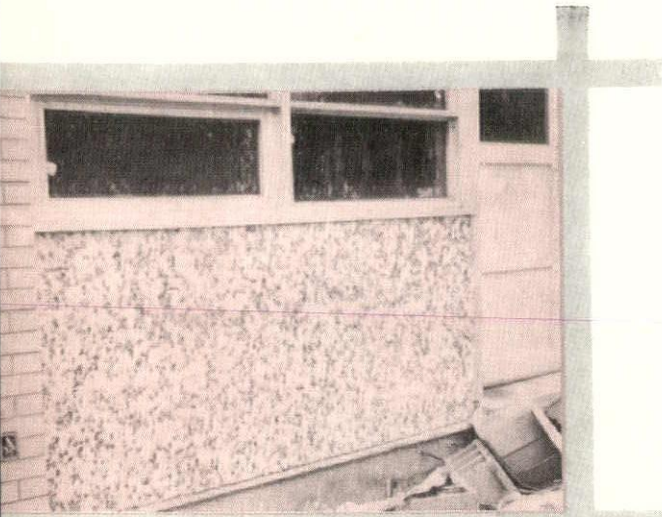
— Milwaukee, Wisconsin

## SUPERIOR CAST STONE CO.

NEW OFFICES AND PLANT LOCATED JUST SOUTH OF:

SUSSEX, WISCONSIN

# SOUTH MILWAUKEE



**UPERIOR**



**AST**



**TONE CO.**

Associate member, Association of General Contractors  
Member, Wisconsin Concrete Products Assn.  
Participant, Construction Specifications Institute  
Member, Concrete Masonry Industries, Milwaukee

# MILWAUKEE'S SENIOR HIGH SCHOOL

## FEATURES

# MAX-AI PANELS \*

Beauty!  
that lasts and lasts  
Strength!  
that never relents  
Lower Costs!  
through modern  
methods and  
minimum maintenance

An outstanding new school — South Milwaukee's new Senior High School — of which that city and the architects can justifiably be proud. Superior Cast Stone Company is also proud of the role they played in supplying Max-ai panels for this fine architectural accomplishment.

The academic elements of the school are organized around an open rectangular courtyard 96' wide and 120' long. The center of interest in the courtyard is the library with its decorative Max-ai panels and brick piers, capped with a gracefully sheltering concrete barrel vault roof. The library, which is on the same level as the main entrance to the school, is one story above the level of the courtyard. Thus the building takes advantage of the natural slope of the site.

Facts and figures are as follows: Area . . . 177,960 square feet; Volume . . . 2,729,265 cubic feet; Total cost . . . \$2,867,844; Cost per sq. ft . . . \$13.25; Cost per cu. ft. . . . \$86.

Precast products are playing an ever-expanding role in modern day construction. Max-ai panels

are found on many more buildings throughout the Midwest — among them a larger number of schools. This is because Max-ai panels enable architects and builders to achieve lower costs through modern fabrication, ease of erection and an amazing record of low maintenance.

Max-ai strength is another reason for its frequent usage. Max-ai tests out at better than 7500 psi. This unrelenting strength bespeaks the mounting confidence in this product on the part of construction specifiers.

The fact that Max-ai is such a versatile and adaptable building product extends the limits of its use beyond the imaginations of almost anybody except an architect.

Max-ai precast concrete panels with unlimited combinations of exposed aggregate can be exquisite, dignified, simple or anything the architect wants them to be. They are custom made to comply with any design situation.

Seldom has such a versatile building product come along.

# max-ai

MAX-AI custom precast facings are a decorative structural material composed of colored aggregates embedded in a matrix of white cement to bring out the full color of the aggregates. They are manufactured to your specifications and combine an almost unlimited variety of colors, shapes, and textures with the structural properties and strength of reinforced concrete.

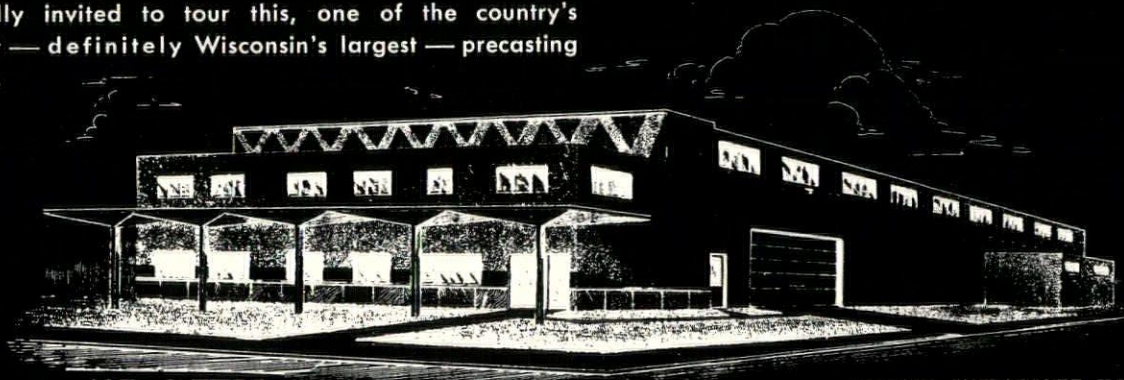
MAX-AI facings are entirely custom made . . . the color, pattern, shape and texture may be varied to meet any architectural specifications. They are precast under factory control to permit refinements of

method and materials impossible to achieve under construction conditions.

MAX-AI aggregates are subject to rigid supervision throughout the quarrying, crushing and grading operations to assure complete uniformity of color and texture. Reinforcing is carefully engineered and accurately placed for maximum strength.

Whatever your precast facing needs, MAX-AI engineers are ready to offer you their skills and knowledge in the planning of materials and designs best suited to your building or remodeling job.

The New Superior Cast Stone offices and plant are 15-20 minutes from Milwaukee, located just south of Sussex, Wisconsin. Architects and other visitors are cordially invited to tour this, one of the country's largest — definitely Wisconsin's largest — precasting plants.

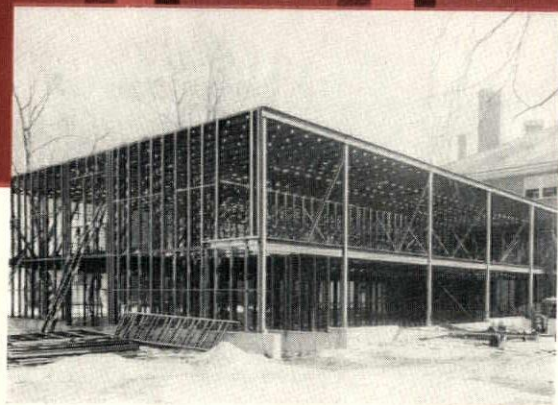
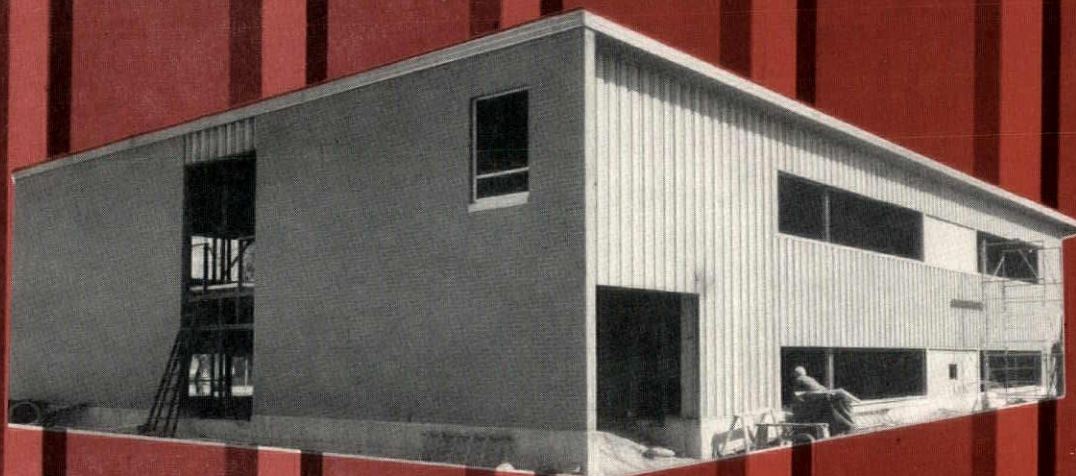


OUR PHONE HO 6-7700

SUSSEX EXCHANGE 246-3511

## SUPERIOR CAST STONE CO.

# FINISHED !!!



**in under 1600 Hours... and  
ready for Interior Finishing!**

In less than 1,600 man-hours, the 8-room addition to Friedens Lutheran School, Kenosha, Wisconsin, was closed in, ready for interior finishing, according to architect Walter Trapp, A.I.A.

"We selected Stran-Steel nailable joists, studs and wide flange beams partly because of flexibility, but principally because of speed of erection," Mr. Trapp stated, "for fast erection means savings many ways. For instance, we can fasten channel runners directly to the joists. Then acoustical ceiling panels just snap into place. It's really easy and saves a lot. And by using the Stran-Steel lightweight framing system we were able to reduce foundation material and labor costs at least 20 per cent."

With a Stran-Steel building system you can stay ahead of construction crews by shop fabricating sections and delivering them to the site as needed. At the Friedens School all the non-bearing walls were prefabricated and dropped into place as the floors were completed. Plumbing and electrical work is simplified, too, because joists and studs are punched to receive piping and wiring.

Save your clients money by saving construction time. All-steel Stran-Steel components are easy to handle, easy to use. Structures go up fast. And the job you build with a Stran-Steel framing system is durable, fire-safe and flexible in design.

Authorized Dealer:



**ARNOLD EQUIPMENT CORPORATION**

3221 N. 31st STREET

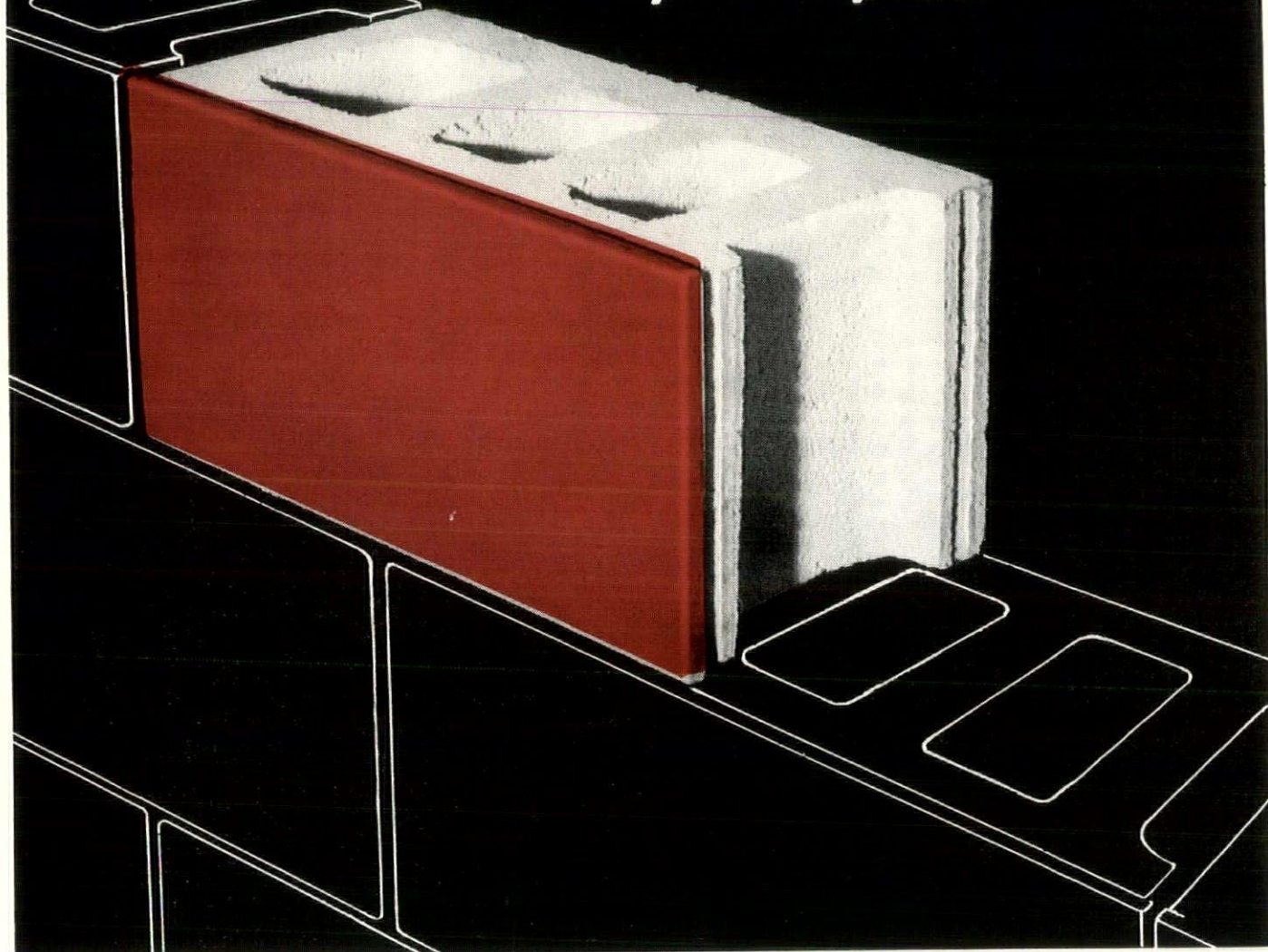


MILWAUKEE, WISCONSIN



FR 4-1086

# Lower In-The-Wall Cost with *Spectra-Glaze*<sup>®</sup>



On job after job, Spectra-Glaze glazed structural masonry units are bid and installed at substantial savings . . . *savings of 20% or more!*

Here are some of the reasons why Spectra-Glaze is installed at lower *in-the-wall* cost than comparable products:

- Spectra-Glaze is a thru-the-wall unit . . . it lays up in *one* operation.
- Spectra-Glaze is a load-bearing unit, available

in modular sizes, many shapes, and 6", 8" or 12" thickness.

- Spectra-Glaze cove base units *do not* require a floor recess.
- Spectra-Glaze units accommodate plumbing, wiring and special utilities, for significant savings in time, space, and dollars.

*Write or phone for proof of in-the-wall economy available with Spectra-Glaze.*

See the 16-page Spectra-Glaze<sup>®</sup> unit in Sweet's Catalog (4b/BU).

(Milwaukee and vicinity)

## Glazed Masonry of Wisc.

3036 S. Wentworth • Milwaukee 7  
Phone: SH 4-1290

Distributed by

(State of Wisconsin)

## Osborne, Incorporated

105 N. Murray • Madison 5  
Phones: ALpine 6-2379, ALpine 6-2370



## *Driftwood*

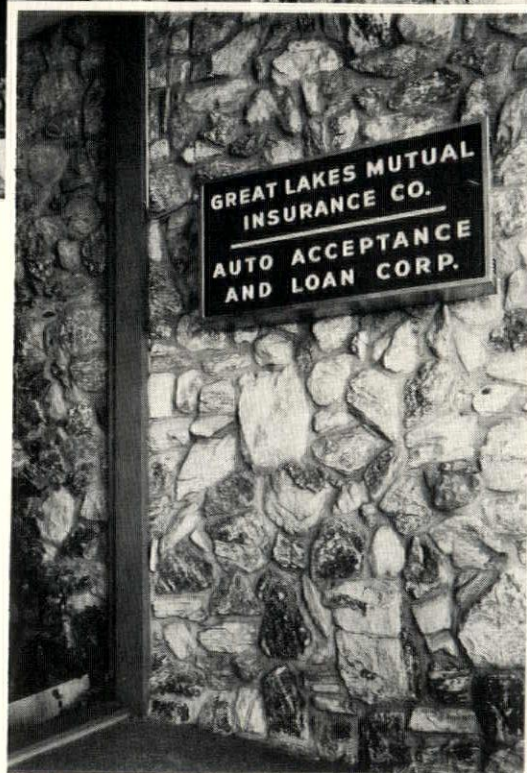
... IS A BEAUTIFUL NATURAL STONE  
WHICH HAS GREAT DECORATIVE USES

Its colors are warm, as wood, in the range from gray to brown.

... is mined on the Colorado Desert and is one of the hardest decorative stones now being employed in contemporary buildings. To illustrate its hardness many pieces of this stone when struck with an object will ring like a bell. Hard stones do not weather or decompose as softer ones do.

... has the appearance of water-worn wood; hence its name.

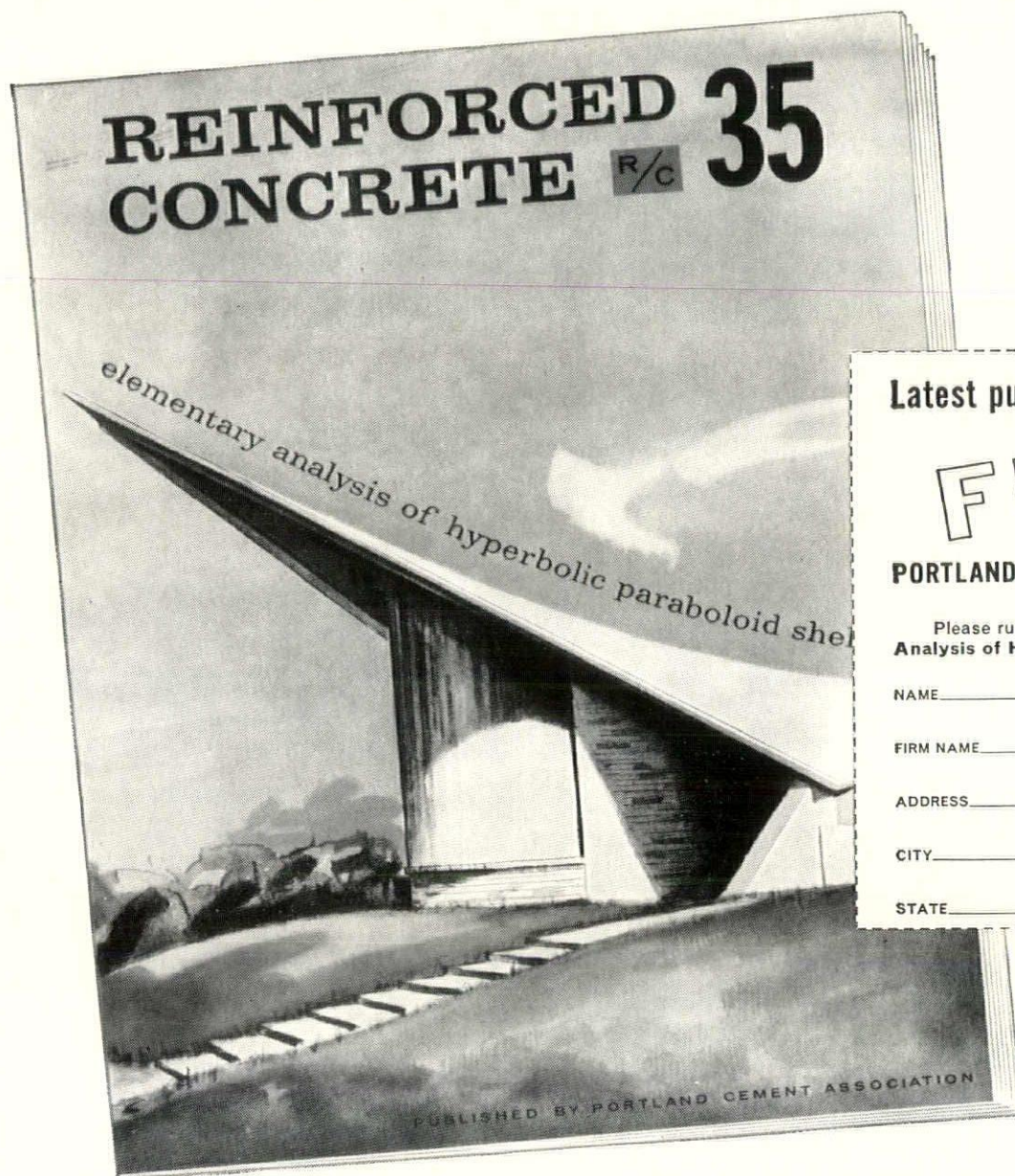
... can be used either in the interior or exterior of buildings either residential or commercial. In the garden it gives that decorative feeling of "belonging" in its setting.



*Auto Acceptance Building — Milwaukee  
Architects: Tannenbaum - Koehn  
& Assoc., A.I.A.*

# HALQUIST

LANNON STONE CO.  
Sussex, Wisconsin



Latest publication from PCA

**FREE**

**PORTLAND CEMENT ASSOCIATION**

Please rush my copy of **Elementary Analysis of Hyperbolic Paraboloid Shells**

NAME

FIRM NAME

ADDRESS

CITY

STATE

## Engineering design procedure for concrete hyperbolic paraboloid shells

Of special interest to engineers is PCA's new booklet, "*Elementary Analysis of Hyperbolic Paraboloid Shells*." It's an authoritative presentation of design fundamentals and HP geometry.

Design data are included for standard, skewed, groined and sloping HP's. For your free copy, fill out coupon and mail to nearest PCA district office listed below.

### **PORTLAND CEMENT ASSOCIATION**

735 N. Water St., Milwaukee 2, Wis.

*A national organization to improve and extend the uses of concrete*



Moonlit view of this month's Honor Award, the Brookfield Civic Center by Schutte, Phillips and Mochon

# THE ARCHITECT



MARCH 1962

*In this SPECIAL PUBLIC RELATIONS ISSUE you'll find a report on PR Committee projects either under way or under consideration. You'll find a review of PR aids available at the chapter office and a progress report on the Home Consultant Service. And you'll read what the head of a PR firm for architects and engineers has to say about architects who "hide under the umbrella of the AIA" and neglect promotion of their individual firms. Clint Mochon's Brookfield Civic Center is the Honor Award for this month, and the News Notes contain special information on the National AIA Convention and awards to be presented there, plus additional PR data. Cover design by Harry Zaborski.*

PR COMMITTEE ACTIVITY . . . . .	13
CHAPTER OFFICE PR AIDS . . . . .	14
HOME CONSULTANT CLINIC . . . . .	15
SELF-PROMOTION AIA-OK . . . . .	15
HONOR AWARD . . . . .	16
NEWS NOTES . . . . .	18
CHAPTER NOTE . . . . .	21
WELCOME ABOARD . . . . .	24

WISCONSIN CHAPTER AMERICAN INSTITUTE OF ARCHITECTS: 4003 W. Capitol Drive, Milwaukee 16, Wisconsin. Telephone UPTown 1-9450. EXECUTIVE SECRETARY, MRS. JANE RICHARDS.

**OFFICERS:** PRESIDENT, FRANCIS J. ROSE, 757 N. Broadway, Milwaukee; VICE-PRESIDENT, ALLEN J. STRANG, 810 University Bay Drive, Madison; SECRETARY-TREASURER, JOHN P. JACOBY, 1249 N. Franklin Pl., Milwaukee.

**BOARD OF DIRECTORS:** FRANCIS J. ROSE, 757 N. Broadway, Milwaukee; ALLEN J. STRANG, 810 University Bay Drive, Madison; JOHN P. JACOBY, 1249 N. Franklin Pl., Milwaukee; JOHN J. BRUST, 1212 W. Wisconsin Ave., Milwaukee; HERBERT GRASSOLD, 734 N. Jefferson St., Milwaukee; WILLIAM V. KAESER, 3407 Circle Close, Shorewood Hills, Madison; WILLIS C. LEENHOUTS, 3332 N. Dousman, Milwaukee; CLINTON MOCHON, 11121 W. Oklahoma Ave., Milwaukee; LEONARD H. REINKE, 805 Main St., Oshkosh; EUGENE WASSERMAN, 722 Michigan Ave., Sheboygan; WILLIAM WEEKS, 1518 Saemann, Sheboygan; KAREL YASKO, State Office Bldg., Madison.

**DIRECTORS AT LARGE:** JOHN J. BRUST, WALLACE R. LEE, HERBERT GRASSOLD, FRANCIS J. ROSE, EUGENE WASSERMAN, KAREL YASKO.

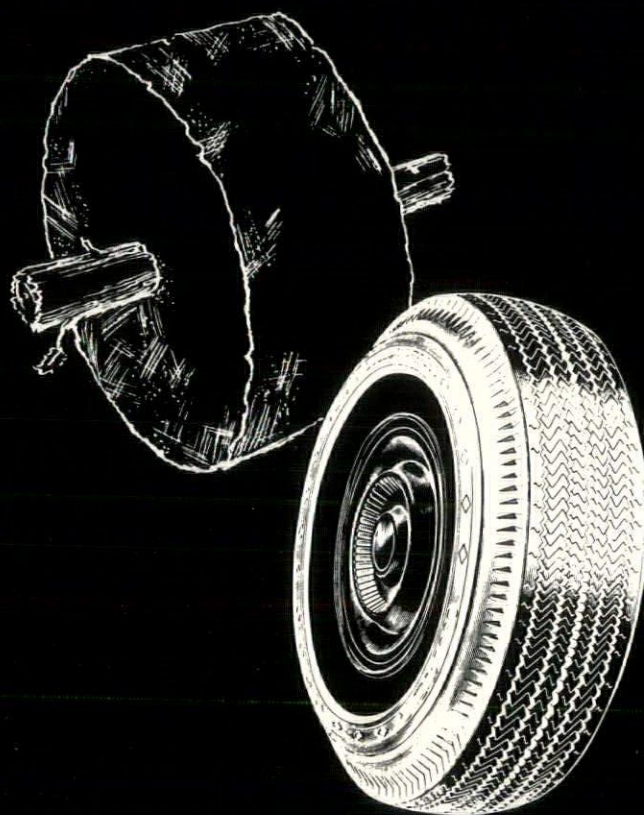
**DIVISION DIRECTORS:**  
SOUTHEAST DIVISION: WILLIS LEENHOUTS, A. A. TANNENBAUM.  
WESTERN DIVISION: ALLEN J. STRANG, EMIL KORENIC.  
NORTHEAST DIVISION: WILLIAM WEEKS, ROBERT SAUTER.

**DIVISION OFFICERS.**  
SOUTHEAST DIVISION:  
PRESIDENT, A. A. TANNENBAUM, 5822 W. Fond du Lac Ave., Milwaukee;  
VICE-PRESIDENT, CHARLES HARPER, 2011 E. Capitol Dr., Milwaukee;  
SECRETARY-TREASURER, THOMAS ESCHWEILER, 3430 N. Downer Ave., Milwaukee.

WESTERN DIVISION:  
PRESIDENT, EMIL KORENIC, 4710 Waukesha, Madison; VICE-PRESIDENT, PAUL GRAVEN, 5018 Bayfield, Madison; SECRETARY-TREASURER, WAYNE DUERST, 500 12th Ave., New Glarus.

NORTHEAST DIVISION:  
PRESIDENT, ROBERT SAUTER, 125 W. College Ave., Appleton; VICE-PRESIDENT, LAWRENCE BRAY, 712 Erie Ave., Sheboygan; SECRETARY-TREASURER, ROBERT YARBRO, 103 Otter Ave., Oshkosh.

The Wisconsin Architect, Volume 30, Number 3. Address all matters pertaining to editorial or advertising content to the Publisher, Schmidt Publications, 781 N. Jefferson St., Milwaukee 2, Wis. Phone BR 1-6400. The Wisconsin Architect is the official publication of the Wisconsin Chapter of the American Institute of Architects. Frederick G. Schmidt, Editor. Mary Stehling, Managing Editor. Subscription rate: \$5.00 per year. Individual copy: 50c.



## What's the Deal with the Wheels?

Sure! We're still selling elevators.

This is just another in a series of efforts to show you that there are still many things which men have created that others are hard put to improve upon. The wheel is a good example.

Men have stopped beating their wives (at least, the wives have stopped appreciating it); but men still run around on wheels.

Same thing goes for elevators — they still go up and down. Elevator manufacturers have indeed improved up-

on mechanics, appearance—and sounds. We've chosen to represent those firms which seem most interested in continually striving for improvements and perfection.

We're happy to sell, install and service their equipment. You see, they spend much time paying attention to detail — so do we — and so do architects.

*Ken & Tom Rosenberg*

### **NORTHWESTERN ELEVATOR CO., INC.**

3455 NORTH HOLTON STREET

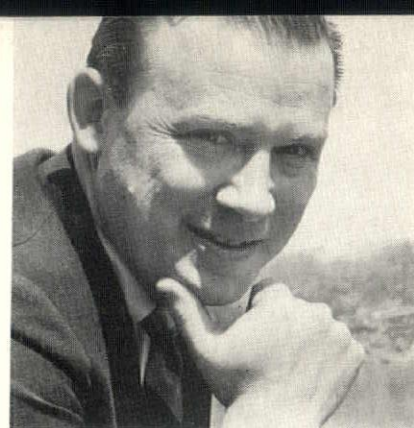
MILWAUKEE

WOODRUFF 2-2110

REPRESENTING: STEPHENS-ADAMSON MFG. CO. — Passenger Conveyors • Speedwalk • Speedramp SEDGWICK MACHINE WORKS — Dumbwaiters & Residence lifts  
DOVER CORP. — Rotary Oilhydraulic • Dover Electric Passenger & Freight Elevators • Levelators • Truck Levelers • Leva-Docks • Residence Lifts

# WISCONSIN CHAPTER PR ACTIVITY

## What Kind? How Much? How Effective?



Abe Tannenbaum, AIA, chairman  
of Public Relations Committee

For a report on the activities of the Public Relations Committee, Wisconsin Chapter, AIA, we called on Committee Chairman A. A. Tannenbaum in his new offices one evening. Proof that the statisticians must be right when they say the average architect works 66.4 hours a week, both Tannenbaum and his partner, Harvey Koehnen, were there, finishing up the business of the day. Their handsome new quarters are in the lower level of a building they designed at 5822 W. Fond du Lac Avenue, Milwaukee, behind a door with a T-square for a handle, and we found Tannenbaum making a list of current committee projects when we arrived.

The committee meets every six weeks, he said, and first on its agenda is the promotion of "Wisconsin's Changing Face," the filmstrip it produced last year under the chairmanship of Allan J. Strang. "Now that we have this film, we want to make sure it's exploited," he said. To do this, the committee has drafted a letter to be sent to service organizations and clubs around the state describing the film and offering it for presentation; Tannenbaum reminds architects that a form introduction to the film is available at the AIA office in Milwaukee. The committee also is at work on a design for a license plate tag such as the one used by many doctors, to read "AIA, Wisconsin Architect" and to be made available to all members of the chapter; Terence R. Mooney of Sheboygan and Thomas M. Slater of Milwaukee have been appointed to execute the design.

"Another major event we're concerned with is the Home Consultant Clinic," Tannenbaum urged Wisconsin Architects to register as members of the Clinic with Mrs. Jane Richards in Milwaukee (see her report on the Clinic on p. 15). "It's as though you were a doctor and a man came to you with a broken arm," he said. "There are many people all over who need architectural help, and we have an obligation to give it to them." This issue is a pet peeve of William Manley, editor of the Home Section, *Milwaukee Journal*, Tannenbaum pointed out; Manley feels that architects are not interested in building homes, he said. Besides evidencing interest in homebuilding, it is possible that the Clinic may develop some day into an organization for providing complete architectural services, a bureau of young architects, perhaps, who could give consultation under the supervision of more experienced men. "But this is still far in the future," Tannenbaum said.

Plans are in the offing for a tour in spring of architects' houses in the Milwaukee area, open to the public and co-sponsored by the Milwaukee WAL. Houses toured would be volunteered by their owners; profits would be used to benefit the AIA or possibly a charity group. "This would probably get good newspaper publicity, too," said

Tannenbaum. The PR Committee, particularly James Potter of Madison who is in charge of the project, also is investigating the possibility of holding a church building conference soon, to which both builders and churchmen would be invited for mutual education. "We are also considering holding an all-day seminar called something like, 'Better Buildings and How to Obtain Them,' and attended by architects, developers and realtors as well as 'large' clients such as telephone companies, school boards, etc. — the purpose being to inform both groups and to iron out mutual problems," said Tannenbaum.

It has been suggested at a recent meeting that the Committee undertake the design, or the commissioning of the design, for a model house for either elderly or invalid persons with optimum conveniences for their comfort. Perhaps this could be a joint venture with the State Medical Society; perhaps a building manufacturer would help back the project. The model plans would be made available to both builders and public, showing the advantages of a "tailor-made" design. Another suggestion made at a recent meeting has just materialized: four AIA architects will appear on a Channel 10 television series, "The House for You." These are Richard Perrin, Charles Haeuser, Charles Harper and Frederick Schweitzer. (See News Notes for details.) Another recent proposal: that the Wisconsin Chapter contribute towards a study of the effects (physiological, psychological, sociological) of urban environment now being made by the University of Wisconsin through its Extension Division with Ford Foundation support; this might be done in the form of a several-day seminar in which interested chapter members could participate. Tannenbaum also mentioned the possibility of chapter-sponsored essay contests for grade school and high school students to stimulate interest in the architectural profession.

The PR Committee urges architects to register as members of the chapter speakers' bureau; speaker's kits are available from Mrs. Richards.

"And it goes without saying: the committee is always trying to improve relations with the press," said Tannenbaum.

We contacted committee representatives in each division for a report on PR activity in their areas. Professor William S. Kinne, Jr., of Madison states that the Western Division has concentrated almost exclusively on publicity releases to the local press about its monthly meetings. The papers have given "quite adequate" coverage to several of the topics discussed at the meetings which had general interest but other than this, says Kinne, PR efforts there have been almost "nil." And to date there has been no significant response to the seminar program, of which he

*Continued on Page 26*

# THE CHAPTER OFFICE

## PR Services and Self-Helps It Provides for You

Much of what Mrs. Jane Richards does at the chapter office, reduced to basic form, is public relations work. As Executive Secretary of the Wisconsin Chapter of the AIA, Mrs. Richards works closely with chapter president Francis J. Rose, vice president Allen J. Strang and secretary-treasurer John P. Jacoby to represent the chapter, to publicize it and present its side of any problem, to bargain for it and, if need be, hear complaints against it.



**Double-checking:** Mrs. Jane Richards and Mrs. Helen Reynolds look over plans for the state convention, current project at the chapter office.

"We're continually on the lookout for ways of making the words 'architect' and 'architecture' known," says Mrs. Richards, "to compensate for the advertising which members of the profession are not allowed to do. You never know when someone you reach may need an architect." Publicity is one of her prime responsibilities. Nearly all AIA press notices are released through the chapter office and members of the chapter speakers bureau are on file here, to be selected for speaking engagements. "I do try to be quite selective about it, too," Mrs. Richards says. "I try to pick the right man for the right group, and not to call on one man too

heavily. We feel that these appearances before the public are very valuable." Frequently her office is called upon to recommend architects for projects in the offing; she never may release fewer names than six. And as contact for the Home Consultant Service just announced to the public she will find herself making more of these recommendations in the future.

The chapter office is not only a public relations force in itself. It can help chapter members to help themselves "public relations-wise." Mrs. Richards reminds the membership that she has the films *Architecture, U.S.A.* and *Wisconsin's Changing Face* at her office, and copies of preambles which may be used with them. She invites members to use the chapter movie projector; if it is in use the office will rent another. The booklets "Why, Where, When and How You Retain an Architect" and "When You Want to Build" are also available there, as well as the Standard Specifications Outline and these other AIA pamphlets: "Meet Your Architect," "Buildings For Business," "The Meaning of Architecture to You," "The Contemporary House," "Facts and Fancies About School Buildings," "The Master Builder" and Richard Perrin's "Historic Wisconsin Architecture." She has labels for identifying photos sent to newspapers for publication and a rubber certification stamp for identifying plans filed with the Industrial Commission. Plus she offers a ready ear to members' requests for help with any public relations project.

There is another side to Mrs. Richards' job, of course — a side not strictly termed "public relations" — in which she deals exclusively with Wisconsin AIA men to keep them informed of chapter proceedings, handle their dues, hear their complaints and so on. But even this information and organization she supplies ultimately helps them to improve their "r's" with the "p."

Her office follows through all AIA committee actions. It aids the Membership Committee, for example, by handling its mailing to applicants for membership — thanking them, first of all, for their interest, then explaining the function of the Institute, then acknowledging receipt of their applications, and finally accepting or rejecting them. Her office sends out notices of committee meetings, publishes the meeting results and often, by a new arrangement is itself the scene of the meetings. "We've opened up the office, this year, as a place where committee members can gather at whatever time is convenient," Mrs. Richards says, "and I think it's paid off. There's been a tremendous increase in committee activity."

Mrs. Richards also helps with special projects such as the draftsmen's contest now in progress. She travels all over the state to attend the monthly meetings of the board and as many of the divisional meetings as possible. In May she flies to Dallas, Texas to attend the national convention.

"All my actions, of course," she says, "are subject to the approval of the board and must conform to the limits of a strict budget."

Besides all this, Mrs. Richards sometimes is asked to give architectural advice — but this is where she draws the line. "A woman called me the other day," she said, "wondering what to do about her house. It seems she had three girls and a boy and was wondering about adding another bedroom. Her husband thought it would be all right to go ahead, but she thought she was more concerned with the kitchen. . . ." Mrs. Richards gave her the name of architects in her area.

"In a way," she says, "the chapter goes out on a limb when it makes these recommendations to the public. We can only hope that whoever gets the call will send away a satisfied client."

# SELF-PROMOTION AIA-OK

## Says Architects' PR Man

There are two kinds of public relations efforts architects can make, says Norbert Adler: those on behalf of the profession and those on behalf of the individual firm. Adler believes that the efficacy of the first is often overestimated and opportunities for the second are often neglected. Head of Norbert Adler Associates of Binghamton, N.Y., a public relations firm for architects and engineers, he has just written an article for the *AIA Journal* advancing this same proposition: that architects must do more to sell themselves *on an individual basis* to the public—within the ethical limitations of the profession. He urges them to "forget their modesty" and to "go out and tell the public what they're doing."

Adler said, on a recent visit to Milwaukee, that he was impressed with efforts of Wisconsin architects to promote the profession but "they must do something for themselves. They can't hide under the umbrella of the AIA and then complain that it's raining. They must go out and look for the sunshine."

He believes lack of business know-how is the result of today's architectural training which, on the old assumption that the architect is a "master builder," an aloof figure who "waits for the world to come to him," stresses professional competence alone. This kind of education produces men well trained *architecturally*, he said, but not trained as businessmen. "And I've seen it happen again and again — the better architects they are, the poorer they are in their own promotion."

"The minute the architect hangs out his shingle, he ceases to be strictly professional and must run his business in a business-like fashion."

The architect must first make a plan for his firm, setting up goals on a year to year basis, Adler maintains. He should ask himself questions about himself (How much can I do? In what do I want to specialize?), and about his area (What is needed? How much is needed?). Then, "just like General Motors or the corner drugstore," he must set aside a percentage of his volume for promotion. Many architects refuse to believe this is necessary, he said, but time must be allotted and money budgeted for public relations each year.

How should the time and money be spent? It should be spent setting up lists of prospects, analyzing personnel and output capacity, making personal contacts with men who may one day need an architect or have a friend who needs one. It should be spent making appearances, contributing to newspapers and trade journals, improving the looks of one's office. "It's true in almost every case. The orderliness or charm of the office is a direct indication of the success of the firm." Exhibits, guided tours, entertaining are other projects Adler recommends, as well as the printing of firm brochures.

What are the qualifications for brochures recommended by the AIA board of directors? They must adhere to the standards of professional practice, must be truthful, accurate and straightforward. They should describe the professional background of at least the principles of the firm and present its services, projects and organizations in a thorough, attractive and ethical manner. Pictures should be included of representative projects; illustrations, photographs, printing and paper should be of high quality, and layouts should be bold and clean. The inner workings of the firm — the process by which it designs a building — should be briefly outlined. Brochures should include no self-laudatory, misleading or exaggerated statements and no testimonials. They should be distributed only on a personal basis.

Adler adds that brochures should never take the place of a personal visit; they are meant only to reiterate what has been said during the visit and to be filed away by the client for future reference; they should be viewed as a service rather than as advertisement. He recommends a "Life magazine" formula for these booklets: many good-sized pictures and little copy. And he urges architects seeking professional help with a brochure to be sure whoever they choose understands the purpose and ethics of an architectural firm, though he says many firms prepare their own brochures.

Architects since the war have begun to realize the importance of self-promotion, he says. "But because the architect is in the peculiar position of having to sell himself to a client long before the client needs him, many forget that the need to 'sell' exists at all."

## Home Consultant Service Launched

Mrs. Jane Richards, Executive Secretary, Wisconsin Chapter, AIA, tells more about the Service: its structure, its potential, its fine reception so far with Wisconsin architects.

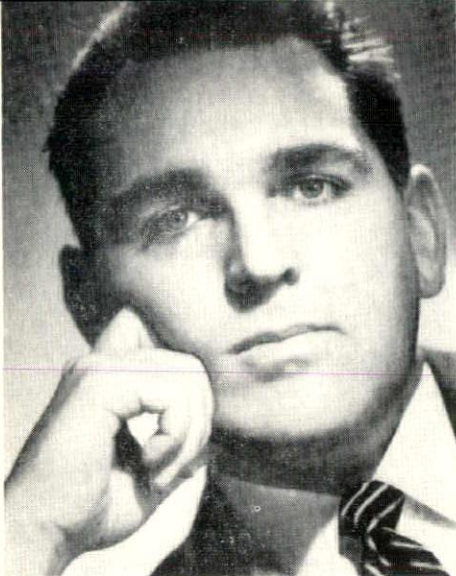
The announcement of the Wisconsin Chapter, AIA Residential Consultant Service has been well received by the membership. The commendable and excellent response is evidenced by the 75 volunteering architects. This is very high participation, since only corporate members were contacted.

The entire State of Wisconsin will have the Residential Consultation Service available. Referrals will be made through the chapter office by submission of the complete list of participating members in a geographical area, similar to the chapter divisions.

The architects act as consultants, advising and counseling on possible revisions and improvements in "stock or planner's" plans. A sketch made on tracing paper serves this purpose. It is understood that detailed drawing will defeat the intent and will prove too costly for the people toward whom the program is directed.

Working in his own office, with reference material and equipment available, the architect will be able to accomplish a great deal for his client in a reasonable amount of time. The Wisconsin Chapter has recommended a minimum hourly rate of \$15.00 as equitable for the architect and client.

Deemed as an important progressive trend toward the discharge of the moral and professional obligations of the architects, an expression of this service remains in the future as a goal.



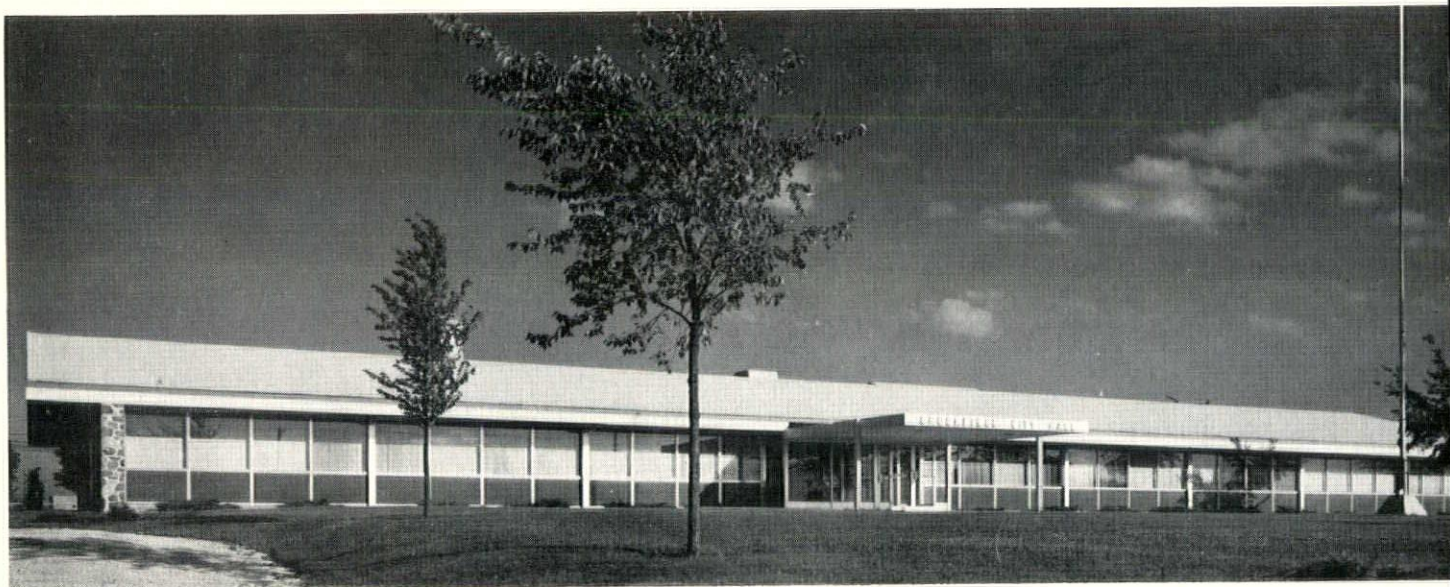
## CLINTON MOCHON

*Clinton Mochon, AIA recipient of four of the last sixteen AIA Honor Awards — his own residence among his winning designs (Wisconsin Architect, June, 1961) — is architect for the Milwaukee-Kenosha firm; Schutte is engineer and Phillips, field supervisor. Mochon received Bachelor and Masters Degrees in Architecture at Rensselaer Polytechnic Institute, Troy, New York, and studied at the University of Bern, Switzerland. He also attended Cranbrook Academy in Bloomfield Hills, Michigan, where he studied planning under the late Eiel Saarinen. Licensed by both Virginia and Wisconsin, he taught architectural design at the University of Texas and was an assistant professor of architecture at the University of Virginia five years.*

## HONOR AWARD:

# CIVIC CENTER Brookfield, Wisconsin

**SCHUTTE, PHILLIPS AND MOCHON, MILWAUKEE AND KENOSHA**

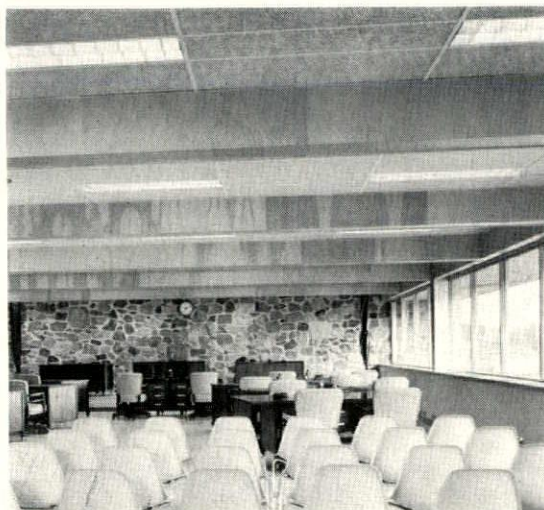


*Above: The new face of Brookfield City Hall*

*Opposite: Council Chamber, City Hall*

*Opposite, right: Lobby and City Clerk's desk*

*Page 17: The master plan*



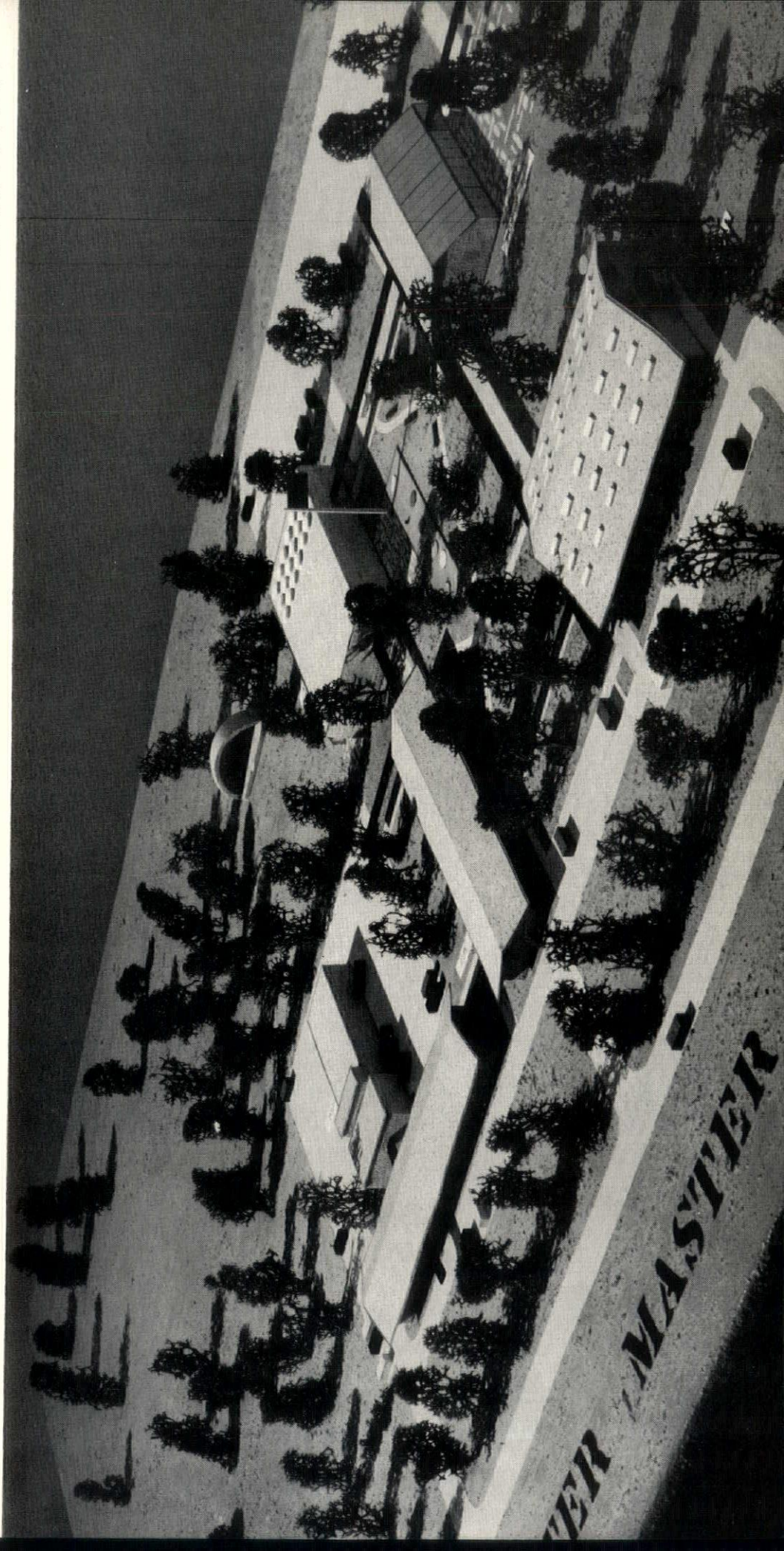
**Design Problem:** to provide a structure with civic and cultural facilities for both children and adults of Brookfield, Wisconsin, representing their progressive standards; to design a building with the residential character of the community in mind and to make it inviting to community members; to provide a building capable of growing, as Brookfield's population grows, to include city hall, police station, library, auditorium-art center, swimming pool for year round use, bandshell, parking area and landscaped park.

**Design Solution:** the Brookfield Civic Center by Schutte, Phillips and Mochon is a building attuned to Brookfield's go-ahead spirit, residential atmosphere and cultural, social needs for the future.

It will be constructed in stages. The first portion, now completed, is an addition to the already-standing Brookfield city hall, designed to relate functionally to the existing structure, yet conceal it and give it a fresh appearance. Later, this section will be converted into the police station and coupled with a garage for housing squad cars, motorcycles and ambulance.

The center's master plan, outlined above, is based on studies of similar projects in cities of similar size and character and is meant to serve a projected population of 60,000. It shows how and when new departments will be added to the center and how they can be expanded or relocated as it grows. There is room in the plan for still more developments, now unforeseen, which may become necessary in the future. Through an issue of bonds, the cost will be diffused over a twenty-year period; this means that new people moving into the community will share in the payment. And, being adjacent to Brookfield High School, the students can use the center's facilities — the swimming pool, auditorium-art center, library and parking area.

Schuette, Phillips and Mochon have given this first completed portion of the center movable partition storage walls. Easily shifted from place to place, these will help alleviate growing pains in the expansion process and keep the cost minimal to the taxpayer. To allow for movement of the partitions the building has been constructed on a 5'0" module. The first unit and units to come will be steel-constructed, with aluminum curtain wall exteriors featuring porcelain enamel panels. Floors in the finished portion are vinyl asbestos; ceilings are metal pan acoustical tile; stationary walls are plaster and fieldstone, the movable walls, wooden. There is a mechanical equipment room in the attic space and air conditioning throughout.



# NEWS NOTES

"The House For You" is the name of a recent six-program series shown on Tuesdays on WMVS-TV, Channel 10 in Milwaukee, in which four Milwaukee AIA men participated. Richard Perrin, AIA opened the series on February 13. Other speakers, their dates and topics were: Charles Haeuser, AIA, "Plans in Relationship to the Site and Means", March 6; Charles Harper, AIA, "The Details of Planning,"

March 13; Frederick Schweitzer, AIA, "Specifications," March 20. Programs were shown at 3:30 and 7:30 on those dates; they have been filmed and are scheduled for rebroadcast in other parts of the state.

George Boldt of Carl W. Schubert and Associates, Inc., LaCrosse, spoke at the West Salem High School Career Day on February 5. He showed two films: "Designing a Better Tomorrow" and "The Second United States."

Charles Haeuser, AIA, conducted a Career Day session for 14 students at St. John's Cathedral High School, Milwaukee, on February 13. "Designing a Better Tomorrow" was shown.

Murray L. P. Kinnich, AIA, spoke to 40 students at Don Bosco High School, Milwaukee, on Career Day March 2, illustrating his talk with "Designing a Better Tomorrow."

John Randal McDonald, AIA, of Racine spoke at a meeting of Wisconsin designer-craftsmen on February 22 at San Damiano Art Studio, Cardinal Stritch College, Milwaukee. A dinner at "The Bay" on Kinnickinnic Avenue preceded the meeting.

Roger M. Herbst, treasurer of the Lake Michigan Planning Committee, an organization composed of AIA members from Wisconsin, Chicago, Northern Indiana and Western Michigan, attended a committee meeting in the Mid-America Club of the Prudential Building in Chicago on February 17. Discussion for the day centered on methods by which the committee might increase cooperation with the state governments within its territory. Government officials from these states were present at the conference.

"Win More Friends by Telephone" is the title of a pamphlet published by the Bell Telephone Company which reviews the rules for using the telephone. If you or your receptionist think you could improve "PR" by glancing through it, call the Bell PBX Representative in your area for a copy. He can also arrange to present a free telephone-tips demonstration for groups or individuals.

Three Milwaukee AIA members spoke before a Basic Urban Dynamics Seminar at Marquette University's Carpenter Hall on February 26: Abe Tannenbaum, Charles Haeuser and Thomas Eschweiler. Tannenbaum called Milwaukee a "man made mess," "an endless monotony of neon signs and garish billboards, unfriendly parking lots, too many service stations, large slum areas and unimaginative subdivisions, its streets choked with traffic," and urged that its citizens act now, as they enter an era of dynamic growth, to improve its appearance. He suggested they begin with more parks, landscaped plazas, tree-lined boulevards, fountains, pools and an attractive downtown mall. Haeuser deplored the complacency of most Milwaukeeans: "There is a real sin of indifference here," he said. He felt that both designers and buyers of buildings were at fault. "We are too prone to outdo each other in unique design," he said of members of the profession, urging that they subordinate individual creative talents to the good of the city. Owners, too, must accept



In 10 exciting colors

*Design Magic  
at  
low cost*

**Specify  
Hi-Sorb®**

## Colored Acoustical Plaster

Let your creativity take wings. New color freedom and a firm damage-resisting surface. New one-phase fast application to speed construction schedules. Good sound absorption. Hi-Sorb gives a monolithic evenly textured surface over any curve or shape. Low material cost plus time-saving application saves money, too.

Now . . . get the complete story plus colored samples of Hi-Sorb! . . . write to

**Western Mineral  
Products Company**



4725 OLSON HIGHWAY • MINNEAPOLIS 22 MINNESOTA

HI-SORB IS THE REGISTERED  
TRADEMARK OF HIGHLAND  
STUCCO AND LIME PRODUCTS,  
INC., VAN NUYS, CALIFORNIA.

controls for the betterment of the community, he said; too many owners and developers are short-sighted, consider only short-term financial gains to be had. Eschweiler called Milwaukee "a typical midwestern center with sprawling characteristics, depending on out-moded streets and an incomplete expressway to get people into it." The only remedy, he said, is a successful urban design plan under which building authorities can work. Both the *Milwaukee Journal* and *Sentinel* gave ample coverage to the seminar.

To assist AIA chapters in preparing architectural displays, the Octagon has available some 160 original 40"x40" mounts which may be borrowed at no cost except return shipping; advance notice of 6 weeks should be given the Octagon to allow for transit and any necessary repairs. Chapters may also purchase portfolios of 30"x30" lithographic reproductions of the latest Honor Awards, ideal as small exhibitions or as teaching and PR aids; price, \$10. Prepared under AIA sponsorship and available through the Smithsonian Institution Traveling Exhibition Service, Washington 25, D.C., are the following displays: "Architectural Photography," "One Hundred Years of Colorado Architecture," "Swedish Architecture," "Mies van der Rohe," "Le Corbusier" and "Arts and Cultural Centers"; rental charges vary from \$75 to 200. There are other exhibits available of various types of buildings — hospitals, banks, office buildings, etc. Write to: AIA Exhibition Services, The Octagon, 1735 New York Ave., N.W., Washington 6, D.C.

"New Dimensions of Architectural Practice" will be the subject of the 1962 AIA Convention May 7-11 in Dallas, President Philip Will, Jr., announced recently.

"The nature and needs of our society are rapidly changing," he said. "New problems and new and broader opportunities for service are being created for the architectural profession. Architects across the country are being called upon to expand the scope of their day-to-day practice, and with it their knowledge. This expansion will be the theme of the Dallas Convention and a matter of continuing study for the architectural profession throughout 1962 and beyond."

Keynote speaker Tuesday morning, May 8, will be Dean Charles R. Colbert of Columbia University School of Architecture, whose topic will be social dimensions of design. Following Dean Colbert will be Jane Jacobs, associate editor of *Architectural Forum* and

author of the widely discussed book *The Death and Life of Great American Cities*, and Mayor Ben West of Nashville, Tenn.

Three other general sessions will be led by the editors of America's leading architectural journals: Douglas Haskell of *Architectural Forum*, Emerson Goble of *Architectural Record*, and Thomas Creighton of *Progressive Architecture*. Haskell's topic Wednesday afternoon will be new dimensions of architectural knowledge. Speakers will include Karl Falk, economist and president of the National Association of Housing and Redevelopment Officials; internationally known Los Angeles Architect William Pereira, and Paul Opperman, executive director of the Northeastern

Illinois Metropolitan Area Planning Commission.

Thursday morning a panel on the dimension of development, headed by Goble, will tell how voluntary cooperative effort by architects has improved the face of three small American cities. Creighton's session Thursday afternoon will concern the dimension of quality, exploring in depth an individual building project involving expanded architectural services.

Other convention events will include an awards luncheon when AIA's 1962 honors for professional and artistic achievement will be presented; the traditional investiture of new AIA Fellows; a full calendar of social events,

*continued on pg. 20*

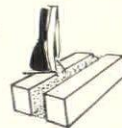


## Now it is practical to insulate nearly any block wall with **ZONOLITE® Masonry Fill**

Zonolite Masonry Fill was specifically designed to fully satisfy the requirements for insulating block and cavity walls. Its low installed cost makes it possible to insulate buildings which formerly didn't warrant the cost of other insulating methods.

### CHECK THESE IMPORTANT FEATURES

- CUTS INSULATING COSTS IN HALF—Both material and labor costs are less.
- DOUBLES THE INSULATION VALUE—Block and cavity walls are twice as efficient.
- WATER REPELLENT—Won't draw moisture across cavities. Can't rot or decay.
- WON'T EVER SETTLE—Fills to solid, uniform, tamper-proof density.



Write today for complete information including estimate of fuel savings forms...

**Western Mineral**  
*Products Company*



4725 OLSON HIGHWAY • MINNEAPOLIS 22, MINNESOTA



**New Colors  
In Face Brick**

now available to the architect

- ★ Assured quality
- ★ Dependable service

representing:

Streator Brick Co., Div'n.  
Hydraulic Press Brick Co.  
among others

**BRICK  
Inc.**

1493 N. 108th St. • Milwaukee 13  
GR 6-6440

Milwaukee's Convent Hill Project features Streator's  
"Convent Hill" Blend  
Architect — Gurda & Peacock

and the largest exhibition of architectural products ever assembled.

Chairman of the Dallas AIA Host Chapter Committee is Roscoe DeWitt, FAIA.


AIA Gold Medal awards will be presented to the following at the national convention in Dallas May 7-11: *Stuart Davis* of New York, for "a half century of artistic probing in paint and . . . sympathetic understanding of architecture and the integrity of the plane, which his murals consistently proclaim"; *Sundberg-Ferar, Inc.*, industrial designers of Southfield, Michigan, for "elegance, commodity and variety of designs to be executed by the machine" (RCA Whirlpool Miracle Kitchen, IBM Executive Typewriter); *Ernst Haas* of Australia and New York, for "startlingly fresh photography of architecture and environment"; *Ammann and Whitney* of New York, for "brilliant achievement in bridge engineering, notably the George Washington and Bronx-White-stone in New York"; *Lewis Mumford* of Armenia, New York, for his book, "The City in History," which explores the city as a social unit from paleolithic man to the present. Mumford is an honorary member of the AIA.

architect who died September 1 at the age of 51, has been awarded posthumously the 1962 Gold Medal of the AIA. Other world famous architects who received the coveted medal include Eero's father Eliel Saarinen who won it in 1947, Frank Lloyd Wright (1949), Clarence S. Stein (1956), Walter Gropius (1959), Mies van der Rohe (1960), and Le Corbusier (1961).

Eero Saarinen came to this country with his family in 1923 at age thirteen, settling in Bloomfield Hills, Michigan, where the elder Saarinen designed the buildings for the Cranbrook Academy of Art. After high school, Eero studied sculpture at the Academie de la Grande Chaumiere in Paris and architecture at Yale University, graduating with high honors in 1934. The next two years were spent traveling in Europe on the Charles O. Matcham Fellowship.

Saarinen strove to give each of his buildings a distinct and dramatic character. "Our architecture," he has said, "is too humble. It should be prouder, much richer and larger than we see it today. I would like to do my part in expanding that richness." In addition to his buildings, Saarinen has designed several pieces of furniture manufactured by Knoll Associates. In 1940, in association with Charles Eames, he won two first prizes in the furniture competition

Eero Saarinen, Finnish-born American



Casement windows

Multi-Purpose Windows

Wood Sliding Glass Doors

Wood Folding Partitions

Rollscreens

Wood Folding Doors

**THE  
COMPLETE LINE  
OF PELLA PRODUCTS**

*Edward T. Ver Halen Inc.*

MILWAUKEE GREEN BAY MADISON

## NOVOTNY INC.

647 W. Virginia St.  
Milwaukee 4, Wis.

A. L.

J. C.

BR. 6-1899 — BR. 2-4183

## F. H. LAWSON CO.

Medicine Cabinets  
Bathroom Accessories

## CAPITAL MFG. CO.

Steel Pipe Couplings  
Forged Steel Fittings  
Insulating Unions  
Well Supplies

## ROYALITES

Distinctive Wood Door Lites  
and Louvres

available now from our  
Milwaukee warehouse, 5214 N. 124th St.  
phone HO 6-1060

of the New York Museum of Modern Art. Noting that "even the most modern room is a slum of legs", he designed the now famous one-legged pedestal-based line of chairs, dining tables and coffee tables.

AIA has voted its first Architectural Firm Award to Skidmore, Owings and Merrill of New York, Chicago, San Francisco and Portland, Oregon for "a high standard of excellence in Architecture over a wide geographical area and in many building types." The firm has received AIA First Honor Awards for the following: Lever House, New York (1952); Manufacturer's Trust Company, Fifth Avenue Branch, New York (1956); Connecticut General Life Insurance Company, Bloomfield, Conn. (1958); Pepsi-Cola World Headquarters, New York (1961).

## CHAPTER NOTE

The Board of Directors of the Wisconsin Chapter of the AIA met on Friday, February 9, 1962 at the Cudahy

Tower with the following members present: Francis Rose, John Jacoby, John Brust, William Kaeser, William Weeks, Wallace Lee, Willis Leenhouts, Clinton Mochon and Leonard Reinke. Ervin Dembeck and Julius Sandstedt were guests.

The following nominees for directors-at-large for the 1962-1963 term were approved: Karel Yasko, Donald H. Sites, Joseph G. Durrant, Al J. Seitz, Roger Herbst, Maynard Meyer, George Narovec, Sylvester Stepnoski and Fred Steinhaus.

Delegates to the national AIA convention in Dallas will be chosen on a first-come-first-served basis. Delegate cards will be distributed in Dallas.


It was reported to the board that the recent Wisconsin School Board Association exhibition was very successful. The booth was most attractively arranged, with a piece of art work from Sister Thomasita's Studio as a focal point. Slides submitted by Wisconsin Chapter members were shown continuously during the exhibit.

The final approval was given to the Draftsmen's Competition rules.

The 1962 chapter budget was approved.

The meeting was adjourned at 5:00 p.m.

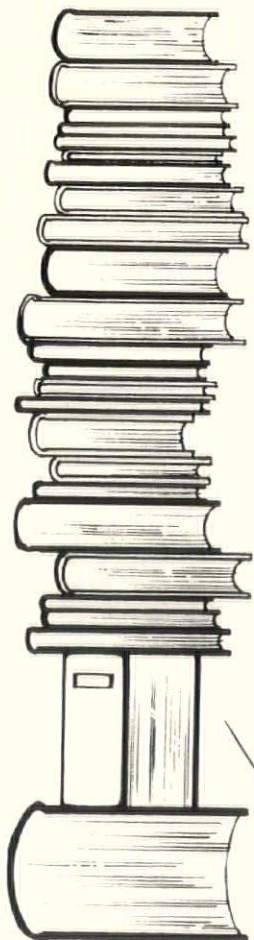
DESIGN  
WITH  
CARMEL  
STEEL  
WINDOW  
WALLS  
AND  
INTRODUCE  
COLOR  
AND  
FINE  
LINES



**CSS**

**contract specialty sales**

Appleton, Wis. P.O. Box 972 Phone RE 4-6859  
Milwaukee, Wis. P.O. Box 1151 Phone DI 2-8767



GET THE *FACTS* ABOUT

## GAS COOKING EQUIPMENT

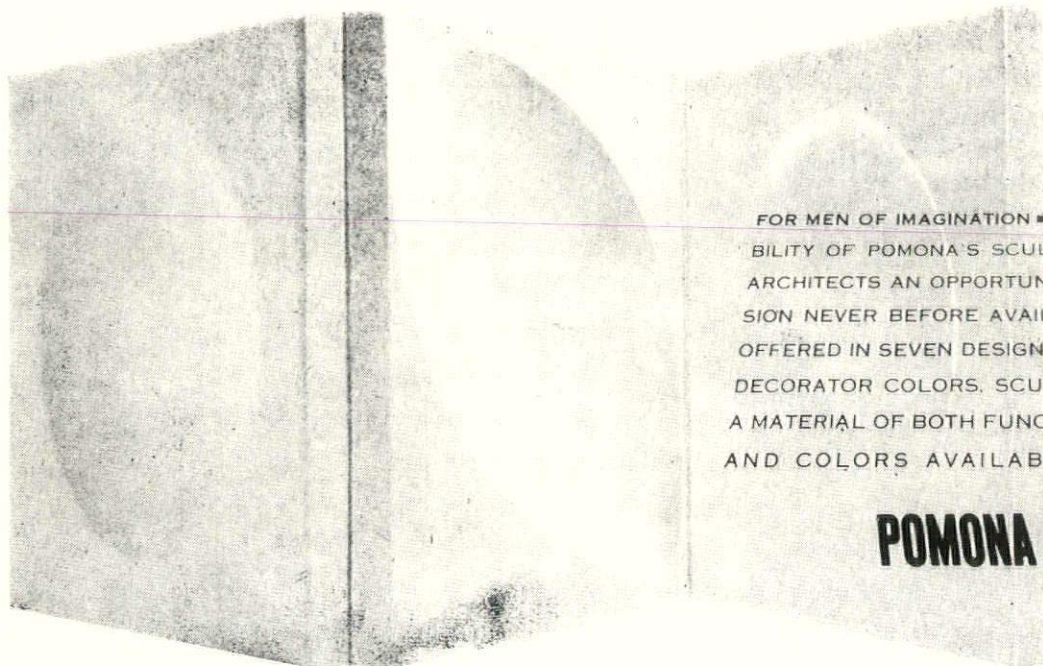
WE HAVE THEM FOR YOU...

*NATURALLY!*

Modern buildings need modern, automatic gas cooking equipment because gas offers the finest in convenience, performance and economy. Let us help you with information on such things as estimated equipment costs...annual cost comparisons...lists of local equipment dealers, contractors and installers... comparisons of local utility rates.

**THE GAS COMPANY**

626 E. Wisconsin Ave. • BRoadway 6-6720, Ext. 329 • MILWAUKEE



FOR MEN OF IMAGINATION ■ THE BEAUTY AND FLEXIBILITY OF POMONA'S SCULPTURED TILE AFFORDS ARCHITECTS AN OPPORTUNITY OF DESIGN EXPRESSION NEVER BEFORE AVAILABLE IN CERAMIC TILE. OFFERED IN SEVEN DESIGNS AND A WIDE ARRAY OF DECORATOR COLORS, SCULPTURED TILE IS TRULY A MATERIAL OF BOTH FUNCTION AND ART. SAMPLES AND COLORS AVAILABLE UPON REQUEST

**POMONA ■ TILE**

# Butler Tile Sales, Incorporated

4180 N. FIRST STREET

WO 4-9100

MILWAUKEE 12, WIS.

## They chose electric heat for this new church

The building committee of this modern new church and the architect, Richard Scheife of Valliere and Scheife, considered the matter from every angle and then chose clean, safe flameless *electric* heating. Decisive factors in their choice were low installation, maintenance and operation costs; completely automatic control and flexibility — heat where and when wanted; saving of space; convenience, cleanliness, comfort and safety.

The wisdom of this choice has been confirmed by months of satisfactory operation.

*Inquiries about electric heating are invited*

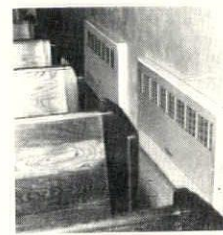
**WISCONSIN ELECTRIC  
POWER COMPANY**



GERMAN BETHEL BAPTIST CHURCH  
2661 North 53rd St., Milwaukee, Wisconsin



Electric baseboard units  
heat the basement



Electric cabinet convectors  
on main floor



# *Outdoor living around the* **BLOCK**

**YOUR OUTDOOR LIVING ROOM** A clean, slick patio . . . a fence fraught with fashion . . . a serene garden path . . . a planter, pool or barbeque pit. Effect them all with the ease, elegance and economy of concrete block. A countless collection of block sizes, shapes, colors and textures lets you render attractive architectural accents of every nature — for more serviceable and stylish outdoor living. See how imaginative ideas in concrete masonry enhance home and property; provide more days and nights of fun and leisure for family and friends. Contact the Best Block Company about back yard beauty to be found — right around the block.

## ***BEST BLOCK COMPANY***

**WEST 140 N. 5998 LILLY ROAD**

**BUTLER, WISCONSIN**

**SU. 1-7200**

"... the greater the designer's familiarity with a particular material or method, the greater his control and the less apt is he to be disappointed in matters of either cost or performance" — Diehl



For information about lathing and plastering look to the Lath and Plaster Bureau for personalized service and technical manuals.

**DATA BOOK** Selection tables giving information on plaster partition and ceiling assemblies, sound attenuation, fire ratings, weights, and height limitations.

**DIEHL MANUAL** Hardbound book is a reference source on practices, materials, skills and characteristics of the lath and plaster craft; a comprehensive catalog of information heretofore contained only in thousands of pieces of literature, catalogs, technical journals, and in the minds of hundreds of individuals; written by John R. Diehl, A.I.A.

**REFERENCE AND SPECIFICATIONS MANUAL** Loose-leaf reference manual of industry technical data, A.S.A. standards, and local area recommendations kept up to date by the Milwaukee Bureau.

*Specify genuine lath and*  
**PLASTER**  
*it lasts*

For more information write: Milwaukee Area Bureau for Lathing and Plastering, 3274 North 77th St., Milwaukee 22, Wisconsin

A REPORT FROM YOUR WISCONSIN BUREAUS FOR LATHING AND PLASTERING

## WELCOME ABOARD

### NEW ASSOCIATE MEMBERS:

**JOSEPH F. BUSCH** earned his Bachelor of Architecture degree at Iowa State University in 1955. He is presently with John J. Flad and Associates in Madison. Born in Chicago September 26, 1932, he presently resides in Madison. His hobbies are sports and photography.

**ROBERT E. TEEGARDIN**, 5021 Tomahawk Trail, Madison, served two years in the U.S. Army Corps of Engineers. He received his Bachelor of Architecture degree from the University of Illinois in 1955. He lists philately as his hobby. He is with John J. Flad and Associates in Madison.



Busch



Teegardin

### NEW JUNIOR ASSOCIATE MEMBERS:

**ROBERT L. PAYNTER** is with Frank C. Shattuck, M. F. Siewert & Associates, Neenah. He was born in Abbotsford, Wisconsin June 22, 1932. Awards received include AIA medal (2nd prize), Alpha Rho Chi medal and James White Award. His hobbies are camping, gardening, woodworking and painting.

**WALTER E. TESCH**, 1034 School Ave., Oshkosh, has been with Sandstedt-Knoop-Yarbro in Oshkosh since June, 1961. He was formerly with the U.S. Government Forest Service in Milwaukee. Presently attending University of Wisconsin, Menasha on a part time basis, he has served three years in the National Guard.



Paynter



Tesch



# SPANCRETE

## **Only Prestressed Precast Concrete Plank in Wisconsin with 4-hour U.L. Fire Rating\***



*Complete test results on  
request (6" & 8" depth)*

Your confidence in the products you use in designing and building is of prime importance. To merit your utmost confidence, we have submitted Spancrete to comprehensive UL testing . . . including hose stream and double loadings . . . with no evidence of failure.

In addition to fire safety, Spancrete offers these outstanding advantages:

- 40" width — 4", 6" or 8" depth "machine-cut" lengths
- Attractive "interior-finish" surfaces
- Low dead-loads for longer spans
- Immediate delivery in virtually unlimited quantities

**Architects!** Get all the facts. Write for your copy of Spancrete's Design and Engineering Handbook.

\*8" depth, 1½" strand cover, 2" concrete topping



32-9

# RELCO at MILWAUKEE'S NEW



## 6001 Center Professional Building

**Architect**  
Roland C. Kurtz  
**Contractor —**  
Shern Construction



# RELCO ELEVATORS

## Your Assurance of

- ✓ Superior Design
- ✓ Proper Application
- ✓ Skilled Installation
- ✓ Quality Performance
- ✓ Operating Economy
- ✓ Prompt Maintenance

Phone FLagstone 2-0220 for  
Estimates and Assistance in  
Design and Specifications

## ROSENBERG ELEVATOR CO., Inc.

6737 North Teutonia Ave.  
Milwaukee 9, Wisconsin

MODERNIZATION • REPAIR • MAINTENANCE  
Since 1905



*Continued from Page 13*

is in charge, to assist the Ford Foundation-sponsored Urban Studies at the University of Wisconsin (mentioned above).

Terence R. Mooney, committee representative in the northeast, has made tentative arrangements for talks by local architects before Kiwanis and Jaycee groups of his area. Though dates for them have not been established as yet, these talks will be similar to the slide-illustrated lecture on Frank Lloyd Wright given before the Sheboygan Rotary Club by Larry Bray last fall. Mooney says the monthly division meetings also have received adequate space in the newspapers.

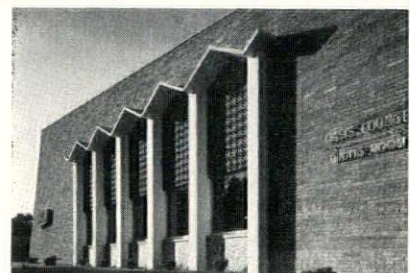
The Southeast Division, represented by Harry E. Patterson, has also received notice of its meetings in the press. Members of this division have appeared extensively in "Career Day" programs at local high schools and are appearing now on a Channel 10 TV series.

Public Relations, like charity, begins at home, Tannenbaum believes. Members of the Chapter must work well together — must build "a vital, enthusiastic organization" — before they can deal successfully as a unit with the public. How does he recommend building a strong unit? Tannenbaum is a member of the Don't-just-sit-there-Do-something School. "Speak up," he says. "Be active! Sure, there are shortcomings in every group, but if you're unhappy with things, you've got to pitch in to make them better."

"And of course," he says, summing up, "the best Public Relations effort an Architect can make is doing the best he can on every project he undertakes."

Other members of the Committee, not mentioned here, are: Thomas Eschweiler, Theodore Irion, Gregory Lefebvre, Arthur Reddemann, John Tilleman.

## SANDS MOTEL\* SELECTS PIPKORN FACE BRICK



\*Milwaukee, Wis.  
Architect: Kinnich & Gunderson, AIA  
General Contractor: Thos. Bentley & Son

## Acme Perla Sunburst Blend Face Brick

Remember W. H. PIPKORN when you are selecting Brick. See our large assortment in our new display room.

Representing America's Leading Face Brick Manufacturers

Phone Mitchell 5-6800

## W. H. PIPKORN CO.

1548 West Bruce Street South end of 16th Street Viaduct  
Milwaukee, Wisconsin

It's W. H. PIPKORN for the finest in quality face brick