WISCONSIN ARCHITECT

may '62

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REINFORCED CONCRETE CONSTRUCTION WITHOUT REBARS, TEMPORARY FORMS, OR SHORING

Inland Hi-Bond Floor Deck cuts slab cost 10%-20%

Today, a new system has eclipsed the low cost of traditional reinforcing materials and methods for concrete floor slabs. On a recent typical job, a complete Inland Hi-Bond Floor, including deck and poured slab, cost $90.00 per square; a comparable traditional concrete slab would have cost $101.00.

Here's how you save, using Hi-Bond deck: You don't need steel reinforcing bars (except temperature mesh). You don't need temporary forms or shoring; Hi-Bond deck is a permanent form for the wet concrete.

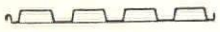
Raised lugs in the webs of Hi-Bond panels provide a positive lateral and vertical mechanical bond between steel and concrete, causing them to act as a composite unit.

Hi-Bond floor deck is available in a number of profiles. Where electrification is desirable, Hi-Bond can be furnished as a cellular floor.

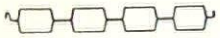
For further information on Hi-Bond — or other Inland floor systems — ask an Inland sales engineer. Write for catalog 270, or see Sweet's, section 2j/In.

Type B Hi-Bond Floor Deck
24" wide, 1½" deep.

Type BR Hi-Bond Floor Deck
24" wide, 1½" deep.



Type BF Celluflor
24" wide, 1½" deep.



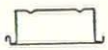
Type BB Celluflor®
24" wide, 3" deep.

Type N Hi-Bond Floor Deck
24" wide, 3" deep.

Type NF Celluflor
24" wide, 3" deep.

Type 3HF Celluflor
12" wide, 4½" deep.

Type 4.5H Floor Deck
12" wide, 4½" deep.



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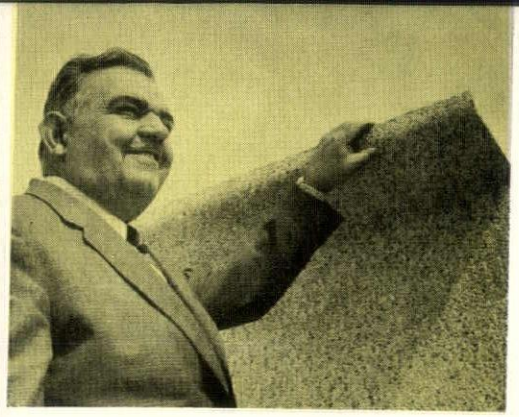

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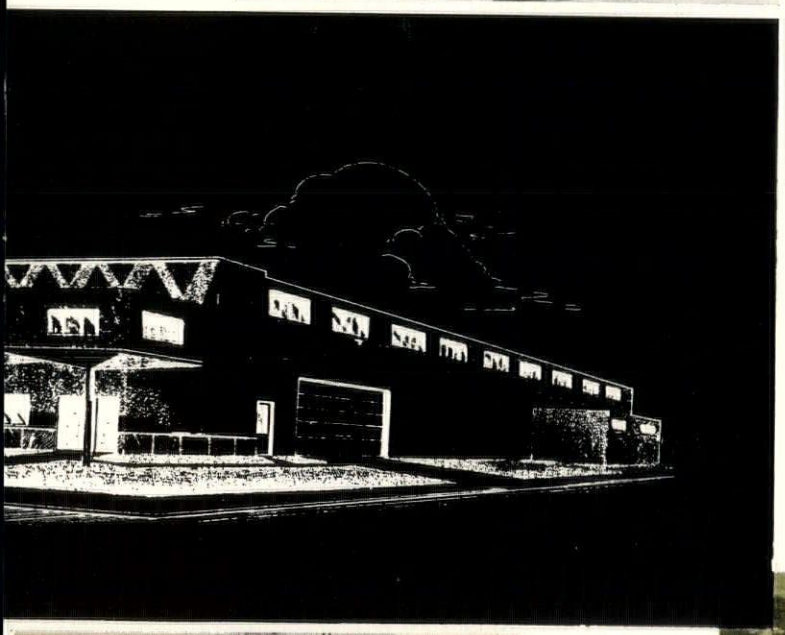

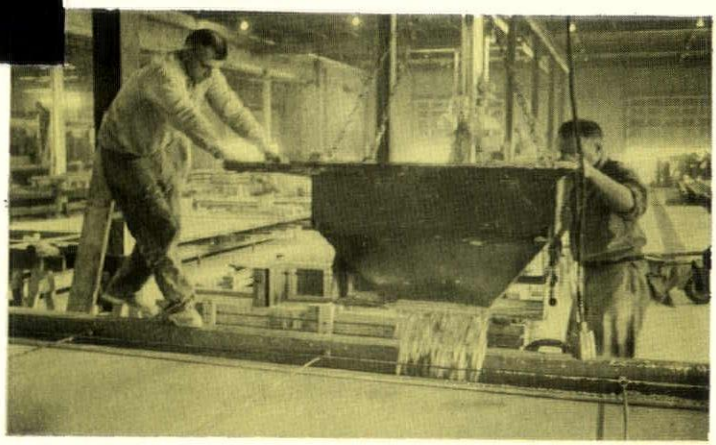

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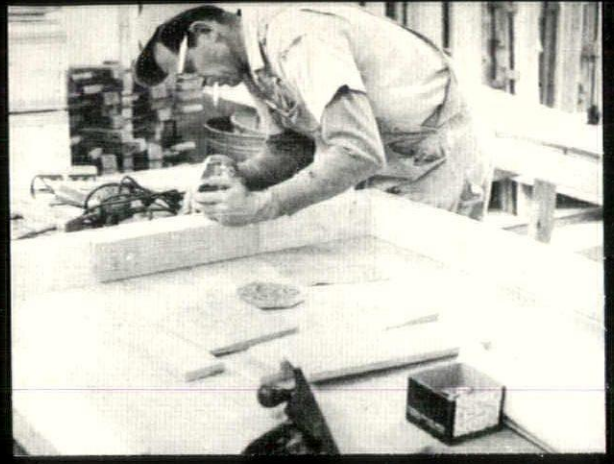

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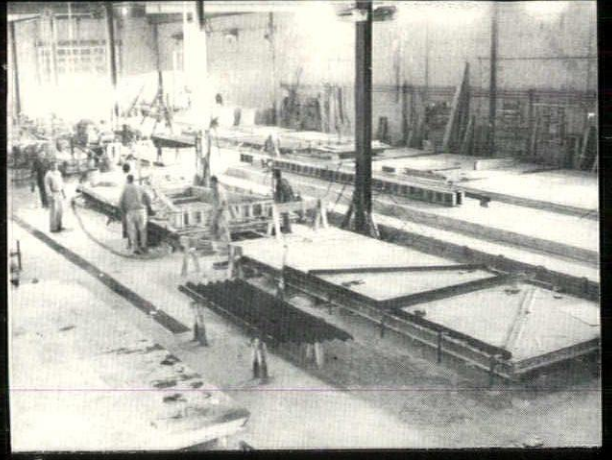

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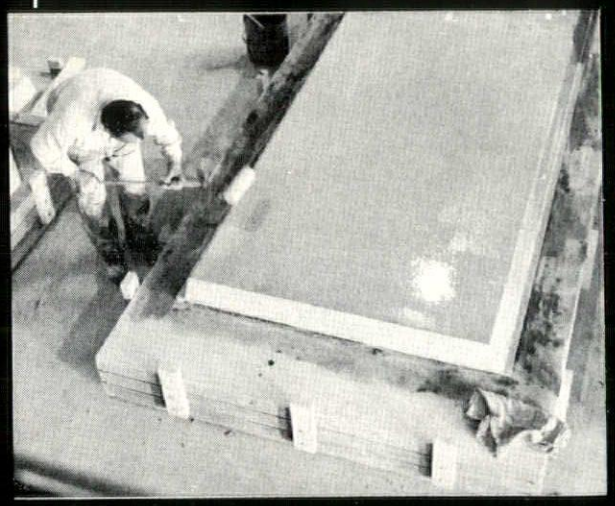

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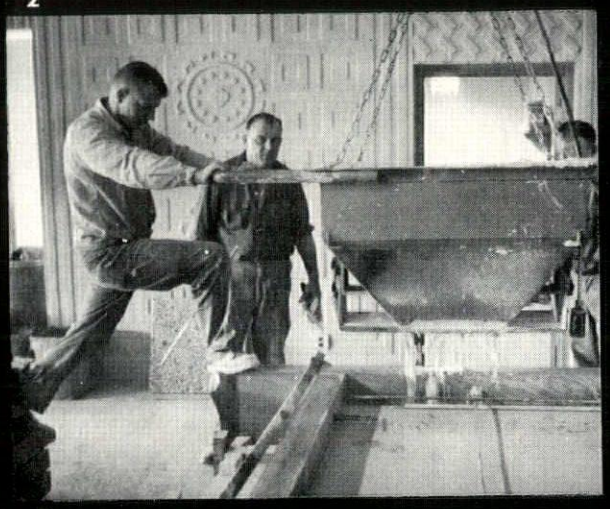

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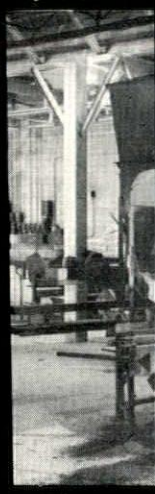

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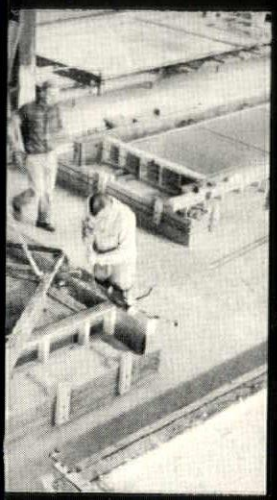
The best production in the craft of precasting is attained with the latest tools of the trade and under ideal working conditions. A large carpentry shop (1) produces forms for precast panels, columns and custom products of every imaginable size, shape and texture. Manufacturing space amounts to approximately 40,000 square feet. The main pouring floor (2) is immense and holds a large number of pouring beds. Assembly of forms (3) is given as painstaking attention as is the application of retardents (4). The actual pouring (5 & 6) is done from portable hoppers supported by four overhead crane systems. Panels are allowed to set while pouring continues on other beds. Once set the panels are moved to curing platforms (7) by an ingenious vacuum lift system designed and manufactured by Superior Cast Stone engineers. There is enough space in this plant so that all phases of operation can be accomplished simultaneously, thus providing a constant flow of manufacture. Rigid supervision of finishing processes (8) assures customers of the smoothest, finest fitting precast product. Two large elevators and an immense hopper outside (9) gobble up aggregates and cement, while mixers spew out concrete constantly on the inside. Adjacent to the mixing department is the lintel- and sill-manufacturing section. All sills are handpacked to guarantee highest quality; lintels are manufactured by a mechanical process on equipment developed by Superior's engineers (10 & 11). Lintels, sills and other custom products are cured in large kilns (12) under strict temperature conditions. All vehicular maintenance and permanent form manufacture is done in Superior's large machine shop (13). Twenty-three vehicles are currently in constant use transporting Superior products and personnel and erecting Superior panels and columns all over the Midwest. Maximum tonnage transportable at any one time: 180 tons!

SERVING YOU FASTER!

SERVING YOU MORE EFFICIENTLY!

SERVING YOU WITH HIGHEST QUALITY!

The new plant of Superior Cast Stone Company is the largest in Wisconsin and constitutes one of the largest in the entire nation. Superior's reputation for producing high quality precast concrete products is indeed enhanced by these new facilities.



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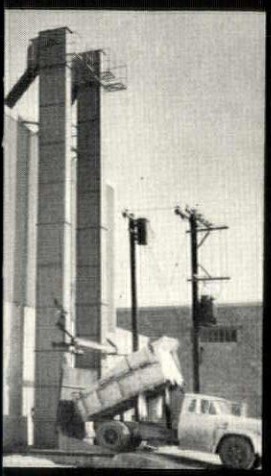

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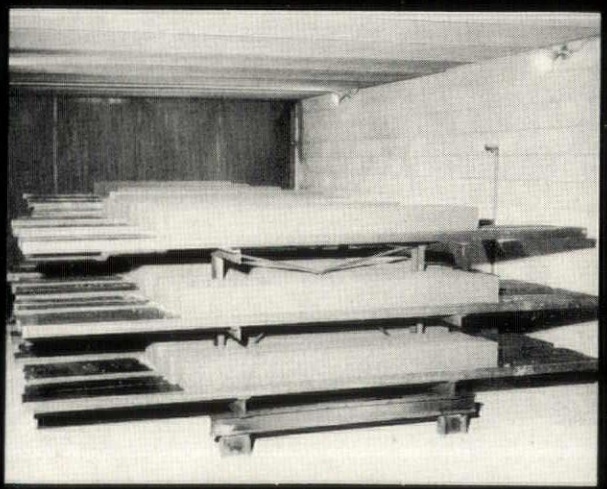
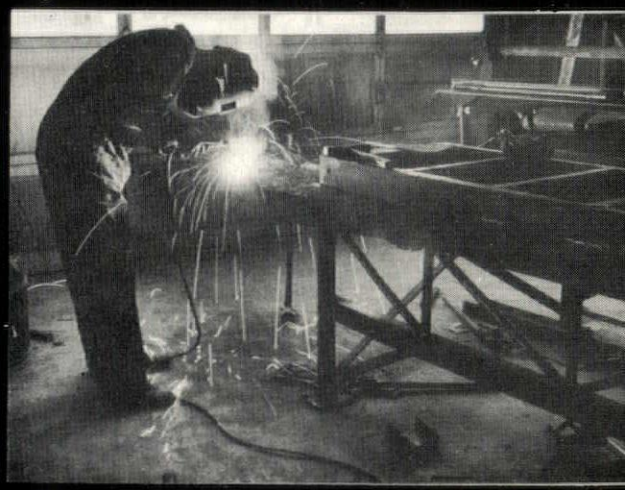
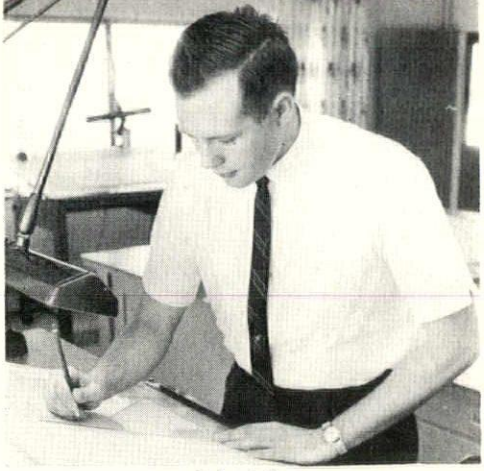




Glenn E. Coates
Sales Manager



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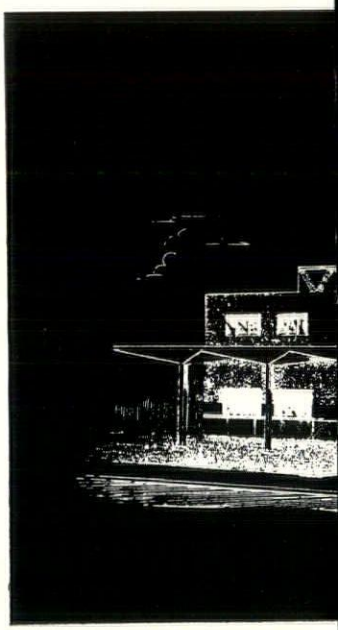
Senior Draftsman

Faye I. Johnson
Ass't. Sec'y-Treas

aul Kozlowski
retary-Treasurer

Max Kozlowski
President



Much more can be said about, and much more is to be seen at Superior Cast Stone Company's new plant which is located on a fifteen acre tract just south of Sussex, Wisconsin on Highway 164. Interested parties are cordially invited to tour this magnificent new industrial structure whenever they are in this area.

Represented in St. Paul, Minnesota by Besco, Incorporated — L. O.Nelson

in Libertyville, Illinois by Architectural Products — Richard Fabstrom

In Peoria, Illinois by Howard E. Davis Company — Howard E. Davis

Representation being established in St. Louis, Detroit and Kansas City.

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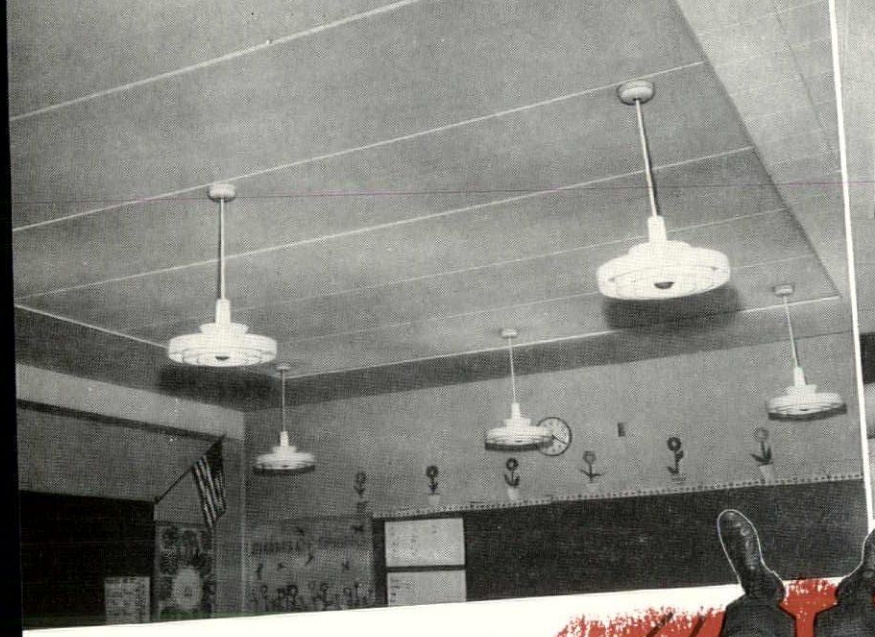
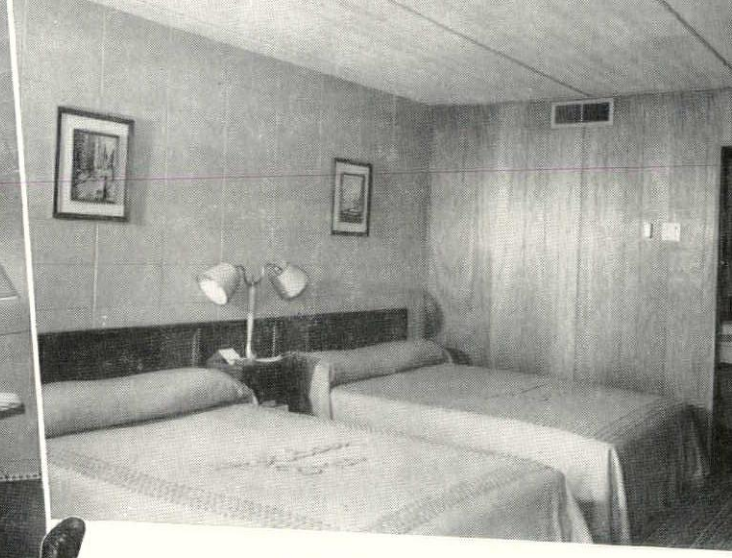
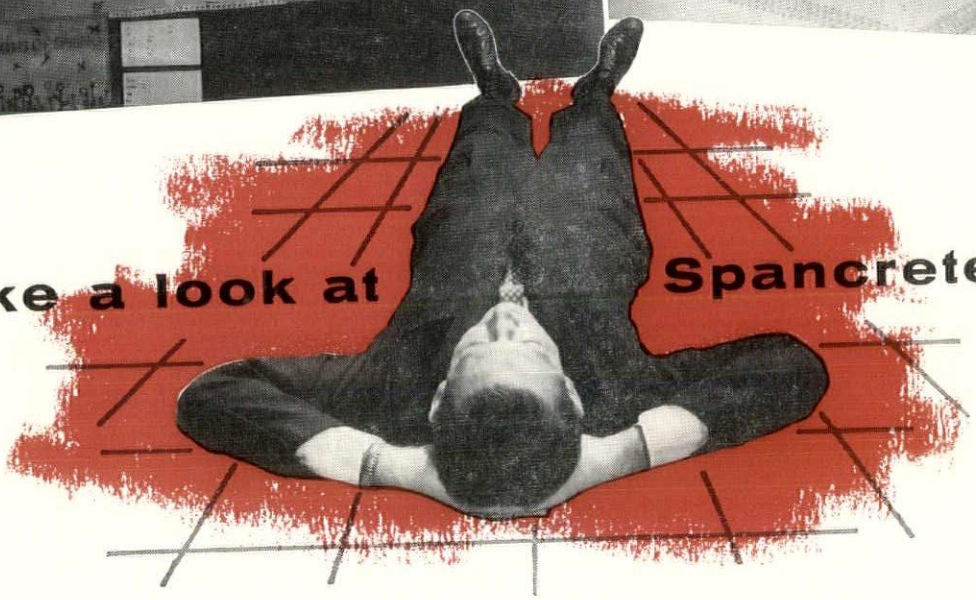
Member, Wisconsin Concrete Products Assn.
Participant, Construction Specifications Institute
Member, Concrete Masonry Industries, Milwaukee







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- 40" width... 4", 6" or 8" thickness... "machine-cut" lengths
- Fast erection — 5000 sq. feet per crew-day

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Note how the *uniform* texture of each machine-extruded Spancrete plank matches that of its neighbor. How the entire expanse, large or small, forms an eye-pleasing unity. Note full 40" width, and how precisely the V-grooves meet, giving the installation an unusually interesting "beamed" effect.

Save on finish costs! In many applications Spancrete is left "as is". However, most often a highly satisfactory interior finish is achieved by painting. When additional sound absorption is desired, Spancrete is sprayed with acoustical plaster or acoustical tile is applied direct.

Get all the facts on this flexible, versatile, *structural* building material. Send for your copy of Spancrete's Engineering and Design Handbook.

32-

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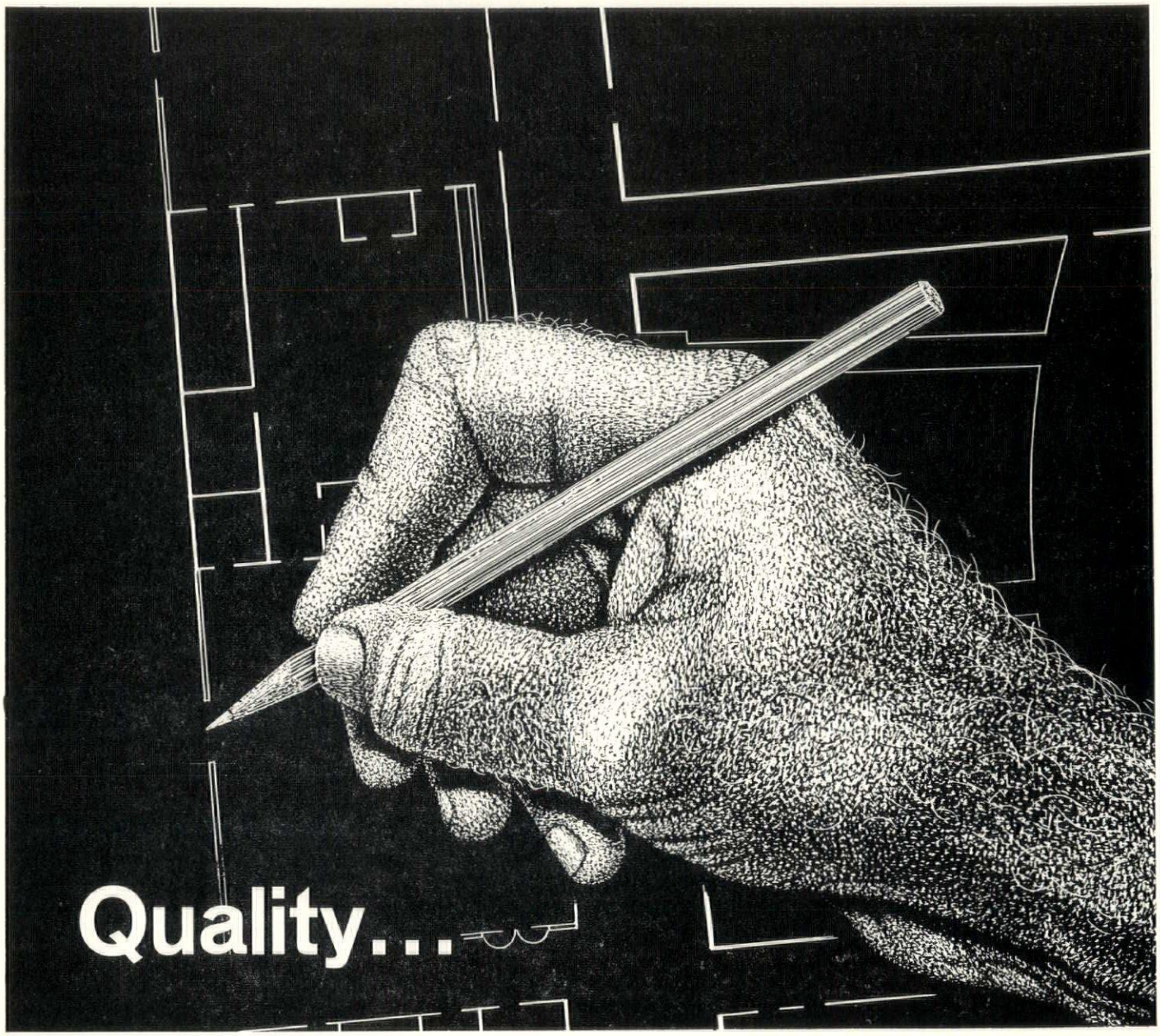

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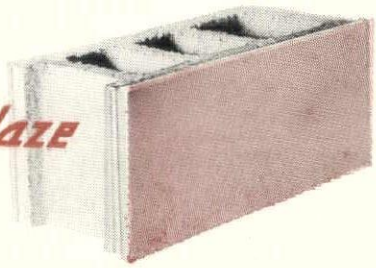

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Henry Ford Hospital 870-car parking structure, Detroit, Michigan. Architect: Albert Kahn, Associated Architects and Engineers, Inc., Detroit, Michigan

Louvers give a new beauty twist to concrete curtain walls!

Precast concrete curtain walls have given Henry Ford Hospital an off-the-street parking structure that blends attractively into a residential area. 1,716 hyperbolic paraboloid panels, precast from white cement, white quartz and sand aggregates, form the unique walls. An intriguing visual effect is obtained from these louvers which seem to change shape and position, depending on lighting and angle of view.

Practicality is everywhere. In the light, open feeling of the interior . . . in the enduring solidity of the concrete frame and floors. The versatility of concrete is today winning new appreciation as architects express fresh concepts in design.

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In the large illustration above the "grassy" areas are of Kaibab pebbles, the flagging is also Kaibab and the pool walls are of Driftwood. The smaller illustration below demonstrates how expansive a residence may become with the *right* touch of "stonescaping."

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Dampproofed 42 Projects Shown in Journal Roto Section, March 25

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SPRAY • O • BOND dampproofed these "Modern Milwaukee" projects

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West Division High School, Milwaukee

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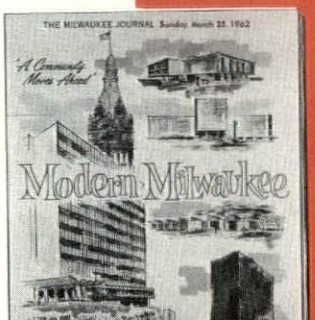

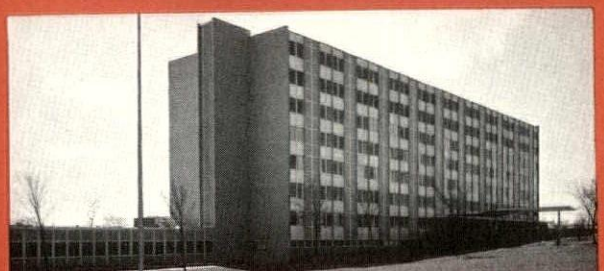

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RICHARD J. CONGER, District Manager

discusses job requirements with D. G. Beyer, (on the left), contractor for Covenant Lutheran Church, Milwaukee
ARCHITECT: Fritz von Grossmann A.I.A.

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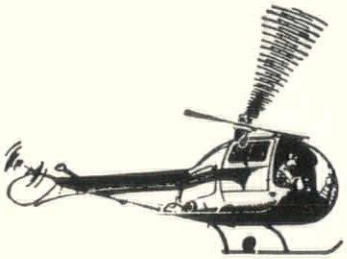


MEMO
from Northwest Elevator Company and Schmidt Publications, publishers of Wisconsin Architect Magazine: don't miss taking a ride in the HELICOPTER we're bringing to the convention. A 3-passenger Bell Ranger will be on Lake Lawn's airstrip from 9-12 a.m. on Wednesday, May 23, to give you a whirly bird's-eye view of Lake Delavan and surrounding countryside. Tickets entitling you and your guest to a 5-minute ride will be distributed free at the registration desk.

THE ARCHITECT

MAY 1962

This month we take hats off to Ralph H. Kloppenburg, just advanced to Fellowship in the American Institute of Architects; see pages 22-25 for a report on his advancement. And it's time for the annual chapter committee reports: they're featured on pages 19-21. Also in this issue is a floor plan of the display room at the state AIA convention coming up this month, showing where to find all 87 exhibitors, and a report from "our man in Madison" on the defeat at the polls of FLW's Monona Terrace. This month we take a look at the preliminary plans of Edgar A. Stubenrauch and Associates, AIA, Inc., for the new University Extension at Sheboygan. And we bring you the first portion of an address given by Philip Will, Jr., FAIA, President of the AIA, to the national convention of the Associated General Contractors of America—the best straight-from-the-shoulder statement of the architect's problems we've come across in a long time. The colorful cover design was done by colorful Harry Zaborski.

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

The Wisconsin Architect, Volume 30, Number 5. 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.

THE ARCHITECT / THE GENERAL CONTRACTOR:

TOWARD BETTER RELATIONS

This is the first portion of an address given by AIA President Philip Will, Jr., FAIA, to the 43rd annual convention of the Associated General Contractors of America, Inc., held recently in Los Angeles, Calif. The final portion will appear next month.

Thank you for wanting me to speak to your convention. I quickly accepted the invitation because it gives me the opportunity to accomplish two things:

re-affirm the continuing belief of the architectural profession that architect and general contractor still lead the two basic teams in the building industry, and

bring you up to date on the general philosophical and practical housecleaning to which we architects have been subjecting ourselves during the past two years and explain its possible effects on our mutual interests.

Let me deal with our traditional relationships first.

It continues to amaze me that we architects and builders get along as well as we do. We are parts of a fantastically complex industry, perhaps *the* most complex and, to an outsider, quite incomprehensible.

Three dimensional structures are represented in two dimensions in negative form — white marks on blue paper. To the untrained eye, it is an esoteric and quite illogical mess of lines, dots, cross hatchings and chicken tracks. No definitive dictionaries exist and the architect frequently neglects to furnish the translation. Yet, somehow, through long experience and occasional clairvoyance mechanics do succeed in interpreting and buildings do get built. The wonder is not that misunderstandings happen, but that they happen so rarely. I am sure that a man from Mars would be amazed and baffled.

The understanding of intent, however, is only the beginning. A fantastic array of materials, some of which only yesterday did not even exist, must be collected from all over the world, delivered and fitted together in an orderly sequence. All must be accomplished within a confused and frequently conflicting pattern of laws usually written by lawyers who know nothing whatever about construction. Furthermore, we are frustrated by an inefficient, uncontrolled, and arbitrary crazy quilt of jurisdictional rules which would frustrate an angel. And finally, the resulting building must be efficiently suitable to its purpose and otherwise perfect in every respect. All at the lowest possible cost and minimum inconvenience to the owner.

Gentlemen, I wonder how we do it at all, let alone do it well.

Like it or not, we must stick together: the general contractor as the center of construction management and all the trades and specialties which focus on the building site, — and the architect as the coordinator of the design professions. Let us not break up a basic team which continues to be so fundamental to the building industry but rather let us work toward improving our relationship, each member of the team putting his own house in order, defining and smoothing the areas of friction.

One such trouble spot is worth mentioning at this time: responsibility for supervision and for superintendence during construction. It is important because the courts have made it so.

We seem to be living at a time when everyone sues everyone else to the point of utter immorality. And, because we all carry insurance, juries are being most generous with other people's money. Justice seems to have little to do with it. In particular, architects are suffering not just for their own mistakes but for the errors of others — particularly producers and contractors. There are cases where the architect has been held liable for the failure of a building product to perform as advertised by the producer. There are cases where the architect has been held liable for damages resulting from the improper procedures of a subcontractor on the job. Except for findings of fact, the trouble seems to lie in the interpretation the courts are placing on the authority of the architect as stated in the General Conditions of the Contract.

What does the word "supervise" mean in terms of authority and responsibility?

While this is not the only language under attack, it is at the core of the problem. It explains the current interest of the profession in finding language which will clearly draw a line between on-the-job responsibility of the contractor and of the architect. The returns are not yet all in.

If the line has become a vague no-man's land in recent years, we both share the blame. Too frequently the architect relieves the contractor of his responsibility by giving detailed instructions on construction procedure. Clearly the architect's interest should be limited to the final result. The contractor should be permitted full latitude on procedure so long as the intended result is not thereby endangered.

The contractor, on the other hand, is at fault for abdicating his responsibility to run his own job. I have heard it said that because competition is so tough, contractors are saving overhead by cutting down on field superintendence and expediting, knowing that if they leave a big enough vacuum the architect will be sucked in. While such a practice may not be intentional, I know from personal experience that it happens. I would hope that such paper shuffling brokers are not numbered in the membership of A.G.C.

Enough on this subject. The problem is clear though the final answer will be neither quick nor easy.

Let me now bring you up to date on what the architects are doing to clean house and meet their own responsibilities both as professionals and as citizens. Each program we have undertaken is in response to pressures or circumstances which have come into critical focus in just the last few years.

I have already mentioned the attacks to which we have become subjected under the law. This reflects not only the irresponsible morality of our times but the rapid development of building technology. Many of you present, including your speaker, can recall a few decades ago when building was a relatively simple process in both design and construction. I can recall when the pipe trades were a minor fraction of the total cost of a building. Now a range of 40 to 60% is not at all unusual. Such commonplace items as elevators, air conditioning, acoustics correction and even the formulae for design in reinforced concrete are twentieth century inventions. Such is the array of products, methods and general building technology at our command that practically any condition of environmental design can be analyzed and solutions found. Buildings have in fact become highly specialized single purpose inventions. This, the public understands and such are the economic and social pressures that buildings inefficient to purpose simply are no longer tolerated.

Next month: 3 new AIA programs to meet added economic and social pressures on the architect.

1961-62 CHAPTER COMMITTEE REPORTS

PRESERVATION OF HISTORIC BUILDINGS

Richard W. E. Perrin, Chrm., Ralph Schaefer, Sylvester Schmitt, Emiel Klingler, Anthony Wuchterl, Eugene Prine, Arthur Py, Gunard Hans.

Committee work consisted principally of determining the feasibility of continuing the Historic American Buildings Survey and Survey Inventory on a voluntary basis, with possible assistance to be obtained from the University and other colleges in the state. Chairman Perrin was appointed by Secretary of the Interior Stewart L. Udall to serve on the National Advisory Board of the Historic American Buildings Survey and attend a meeting of this group at which techniques and preparation of a manual for measuring and recording historic buildings were discussed. Work on the development of a "Pioneer Park" was continued, and the committee chairman continued to assist in state preservation projects, making many personal appearances during the year on behalf of Wisconsin's historical heritage.

EXHIBITION AND HONOR AWARDS

Daniel Reginato, Chrm., Carl L. Ames, Paul Klumb, Sheldon Segel, Paul Schmitter, Eugene Wasserman.

This committee has held several meetings at the AIA office to organize the biennial drafting competition. Rules of the competition were established and approved by the executive committee. This year's competition varied from previous contests in that it contained five categories with each receiving an equal first award. Structural and mechanical drawings executed by draftsmen in consultants' offices were judged in their respective categories for the first time. Entries will be shown at the annual convention at Lake Lawn in May.

RELATIONS WITH ENGINEERS — LEGISLATION

Joseph Flad, Chrm., John Flad, John Brust, Francis Gurda, Joseph Weiler, Jack Klund, Al Seitz, Robert Yarbro.

This committee, working with Legislative Representative R. W. Peterson, introduced bill 104-S in the 1961 session of the Legislature. AIA members were asked to contact Senators and Assemblymen in their districts and information on the bill was made available to them. After an unfavorable Senate committee hearing and, later, an unfavorable opinion from the State Attorney General's office, the bill was killed on the last day of the legislative session. The committee is presently investigating further plans of action for the coming year.

CONSTRUCTION INDUSTRY RELATIONS

Alvin Grellinger, Chrm., Paul Brust, Herbert Grassold, Roger McMullin, Fred Steinhaus, Ben Seaborne, Marie Langenberg, Ellis Potter, Joseph Durrant.

The annual AIA - AGC - CSI construction conference was held May 1, 1961 in Milwaukee. It covered many subjects but took no particular action; 80 were in attendance. This AIA committee met with AGC representatives and state officials to discuss new state general conditions, special conditions and instruction to bidders. Further review will follow. The committee also recommended to the Board of Directors a Joint Statement of Principles containing a retained percentage recommendation.

INSURANCE

Thomas Flad, Chrm., Robert Potter, Julius Sandstedt.

This committee held 10 meetings during the year. After notification by the Lincoln National Life Insurance Company that premiums would be given a substantial raise, the committee selected and contracted for health and accident insurance with the Reliance Insurance Company. In an effort to forstall future short term negotiations, the committee has arranged for an 18 month rather than 12 month contract with Reliance. This will allow all parties a full year experience record to review toward future rates.

HOSPITAL AND HEALTH

Leonard Schober, Chrm., John Steinmann, John Somerville, Paul Brust, Robert Torkelson, Leigh Zarse.

The committee on Hospital and Health was not active during 1961. Communication was received from the AIA Committee on Housing for the Aged requesting submission of projects of merit for their study but there was no action taken.

CONVENTION — 1962

Mark A. Pfaller, Chrm., George A. D. Schuett, Co-Chrm., Alfred Zarse, Charles Harper, Frederic Nugent, Donn Hougen, Myron Sielaff, Gordon Peterson.

Early in July, 1961 the committee met and selected a site, Lake Lawn Lodge, for the 1962 convention. Con-

vention dates and theme were decided upon in August and, to increase exhibition facilities, parawing structures were developed. After subsequent meetings all details, including committee members' assigned tasks, speakers and program, were finalized. Most challenging aspect of the 1962 convention was to produce a better convention than in 1961. The cooperation and activity of this committee is sure to accomplish this.

CHAPTER AFFAIRS

John Jacoby, Chrm., John Waferling, Stanley Nerdrum, Walter Domann, Julius Sandstedt, Franklin Mabbett, James Plunkett.

Prime effort of this committee was directed to revision of the chapter committee structure. The proposed new committee structure has been modeled after one recently inaugurated by the Southern California Chapter, with modifications to suit the needs of Wisconsin. The committee recommends a simple change in Article 12 of the by-laws which will delete all reference to the number of persons required on each committee. After a year's trial run, anticipated goals to be accomplished in the new structure are: coordination of chapter and division activity; elimination of inactive committees; continuity in committees, enabling them to complete unfinished business; and coordination in committee activities by means of a member of the Board acting as Director in Charge of Committees.

MEMBERSHIP

Thomas Eschweiler, Chrm., Lester Niehoff, Robert Sauter, Lawrence Bray, Grant J. Paul, Paul Graven, Howard Phillips, Donald Libby, Earl Madrich.

This committee met and defined its objective as the evolution of a more effective method for obtaining members. Letter-writing, personal contact by phone and social follow-up with WAL cooperation were considered the best methods of approach. Letters were sent to members about to advance in membership classification. A system of personnel information was developed for the Chapter office. Letters were sent to the Division membership chairmen, strongly urging them to contact new members and invite them personally to attend the meetings. The chapter shows an increase of 16 new members during the year. But as a maturing organization, the chapter can expect an increasing percentage of membership loss through members reaching emeritus status, death and other such occurrences.

EDUCATION AND REGISTRATION

Karel Yasko, Chrm., Lillian Leenhouts, Wallace Lee, Sheldon Segel, Eugene Wasserman, Donald Sites, Nathaniel Sample, William Kaeser.

The principal activity of this group is the establishment of a School of Architecture at the University of Wisconsin. A series of articles on the idea were presented in the *Wisconsin Architect* in the fall and copies were placed in the hands of the University Administration and Board of Regents, with encouragement from some members of the latter group. A meeting was held with a faculty committee from UW-Milwaukee to study the approach to the question and future meetings are planned with this group. Meanwhile, information on Wisconsin students of architecture enrolled in out-of-state schools or being turned away for lack of room is being disseminated.

OFFICE PRACTICE

Robert Van Lanen, Chrm., James Angus, Harold Ames, Maurey Lee Allen, Roy Unsin.

This committee has been concerned with the following items during the past year: distribution of plans and specifications to builder's exchanges, subcontractors and suppliers; clarification of architectural firm names; and clarification of owner-architect agreement. Of prime concern was the clarification of firm names. The committee has been studying this problem and has submitted a recommendation to the Board of Directors. Recently it assisted the National Committee in gathering data for an analysis of owner-architect agreement forms.

COMMUNITY DEVELOPMENT

Leroy Riegel, Chrm., Richard Blake, Maynard Meyer, Steve Playter, Bert Anderson, John Somerville, Carl Gausewitz, Harry Bogner, Rolf Irgens, Dale Johnson, Robert Nagel.

Members of this committee agreed to concern themselves with legislative planning at a state level. Committee members should also be active in the planning activities of their communities, they decided, particularly in new community development and redevelopment. The committee also assisted Earl Sackses, Executive Director of the Legislative Council, in the pending study of the land development program. Walter Johnson, Director, Division of Planning Department of Resource Development; Sanford S. Farness, Director, Southeastern Wisconsin Regional Planning Commission; and Richard W. E. Perrin, Comissioner, Department of Planning and Development, City of Milwaukee, attended a committee meeting and counseled the group.

COLLABORATION WITH DESIGN PROFESSION

Maurey Lee Allen, Chrm., Lillian Leenhouts, Paul Graven, Roger Duerst, Eugene Prine, Steven Demeter, John G. Miller.

No meetings or discussion occurred during the year.

HOME BUILDING INDUSTRY

Douglas Drake, Chrm., Willis Leenhouts, George Spinti, Kenneth Knudson, Emil Korenic, Heinz Brummel, Robert Strass, William Guerin, Donald Grant.

The major accomplishment of this committee was aid given to the Public Relations Committee in setting up the new Residential Consultation Service. Members of the committee felt that architects could perform an immediate service for the average prospective home buyer in this way. Institution of the Consultation Service is also considered a subtle approach to convincing the builder that the architect has something to offer him, by suggesting to his potential buyers that their homes could be improved.

SCHOOL BUILDING

Lawrence Bray, Chrm., Jack Kloppenburg, Lawrence Monberg, Joseph Durrant, George Deininger, Harvey Koehnen, Fred Wegner, Dale Wiars.

The committee developed exhibitions for three conferences during the year: Annual School Administrator Conference in September, Annual School Board Convention in January and Planning Secondary School Plants Conference in March. At the Annual School Administrators Conference 12 recent school projects were exhibited and the display was well received. A 10' by 10' booth was set up at the Annual School Boards Convention; slides of recent school projects were shown, literature was made available and an attractive art work display was included in an interesting exhibition booth. The committee also cosponsored a conference on secondary schools with UW, in which emphasis was placed on the planning stages.

BUILDING CODE

Perc Brandt, Chrm., William Kramer, Albert Ruttenberg, Al Seitz, Harvey Koehnen, Arthur Reddemann, Joseph Angerer, Val Mower, Sr.

Because no matters were referred to it, the Code Committee did not convene during 1961. It did send representatives to all hearings held by the Industrial Commission to review proposed code changes, however. Its chairman also served on the Heating and Ventilating Code Advisory Committee and attended public hearings on the proposed new code.

GOVERNMENT RELATIONS

John Messner, Chrm., Bert Anderson, Paul Brust, Nat Sample, Stanley Nerdrum, Lloyd Knutsen, Carl Schubert.

This committee watched proceedings of the Common Council and County Boards at Madison for legislation pertaining to architects but found no activities warranting action.

PUBLIC RELATIONS

A. A. Tannenbaum, Chrm., Theodore Irion, Allen Strang, Arthur Reddemann, Gregory Lefebvre, Thomas Eschweiler, James Potter, Terence Mooney, John Tilleman, Thomas Slater, Harry Patterson, Wm. S. Kinne, Jr.

Considerable effort was concentrated on the promoting of the filmstrip, "Wisconsin's Changing Face". Letters were sent to many organizations in the state offering use of the film, accompanied by a member of the Speakers' Bureau, as a worthwhile program. The committee developed and promoted the Residential Consultant Service with the assistance of the Home Building Committee. Members of this committee are cooperating in arrangements for a Church Guild Conference. A special issue of the *Wisconsin Architect* was another project. Details of a license plate emblem for Wisconsin Chapter members are being finalized. Many other ideas and possibilities were considered in the development of an effective P. R. program to improve the present public image of the architect in today's society.

AIA - CSI

Arthur Reddemann, Chrm., Wallace Lee, Eugene Jurenec, Fred Steinhaus, Herbert Bradley, Lester Suebert, Roger McMullin.

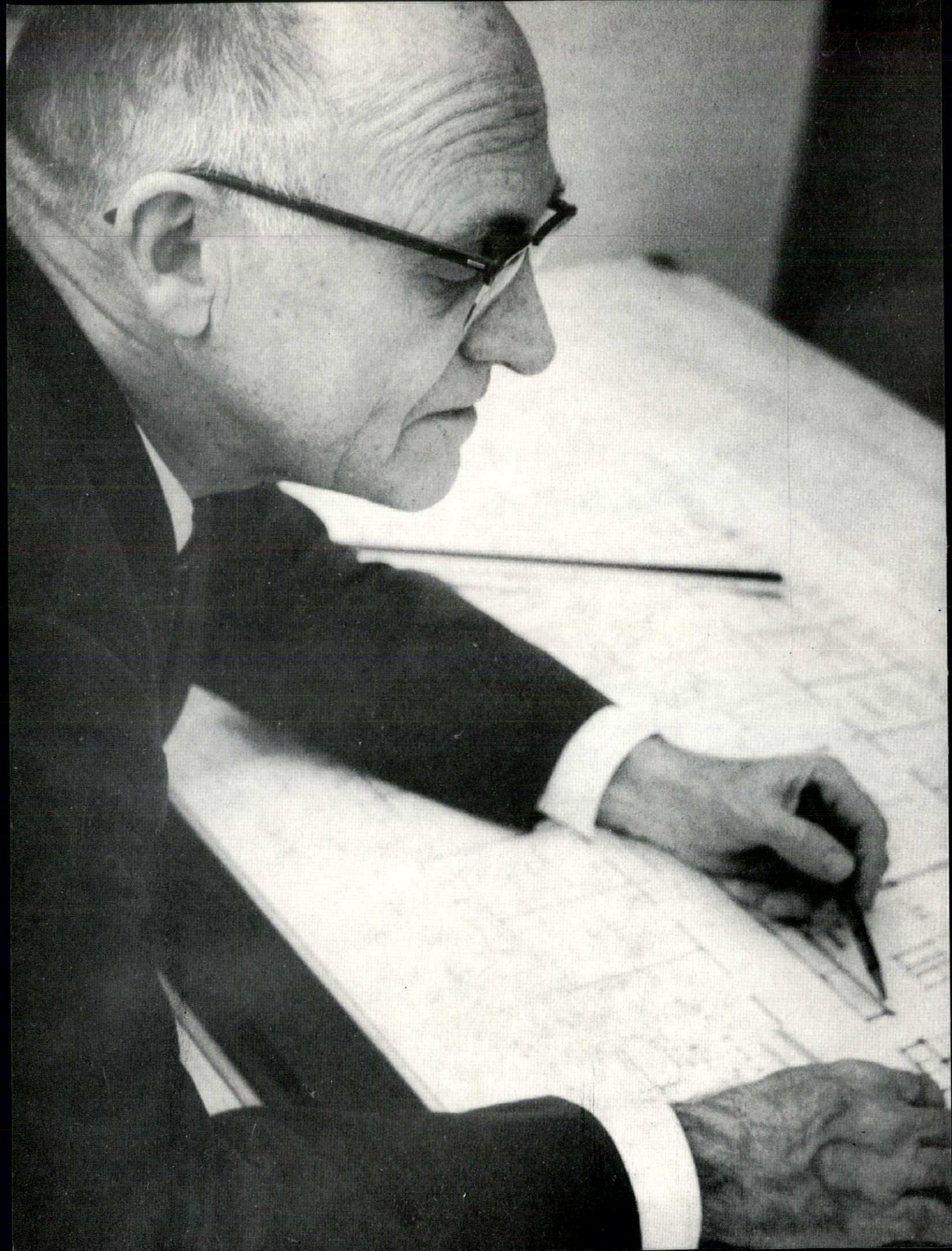
Committee members participated in CSI activities during the year but no actual meetings were held. Committee function is presently lacking in direction and should be corrected next year.

FELLOWSHIP NOMINATING

Richard W. E. Perrin, Chrm., Edgar Berners, John Brust, Joseph Flad.

The committee met and recommended candidates for Fellowship to the Board of Directors. As a result of its recommendations and subsequent favorable action by the Jury of Fellows, Mr. Ralph Kloppenberg has now been advanced to Fellowship.

Missing here are the reports of the Finance Advisory Committee and the Awards Committee. These will be mailed to the membership.



Kloppenburg and Kloppenburg, Architects

5856 N. Port Washington Road

NEW AIA FELLOW FOR WISCONSIN:

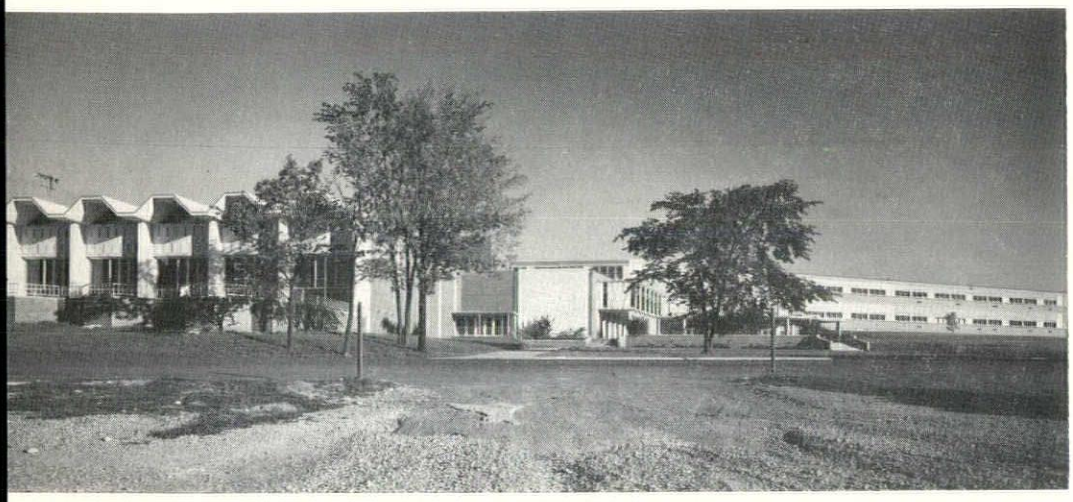
Ralph H. Kloppenburg

"The most important service which the members can render to the AIA is to foster and carry out the obligations of good practice."

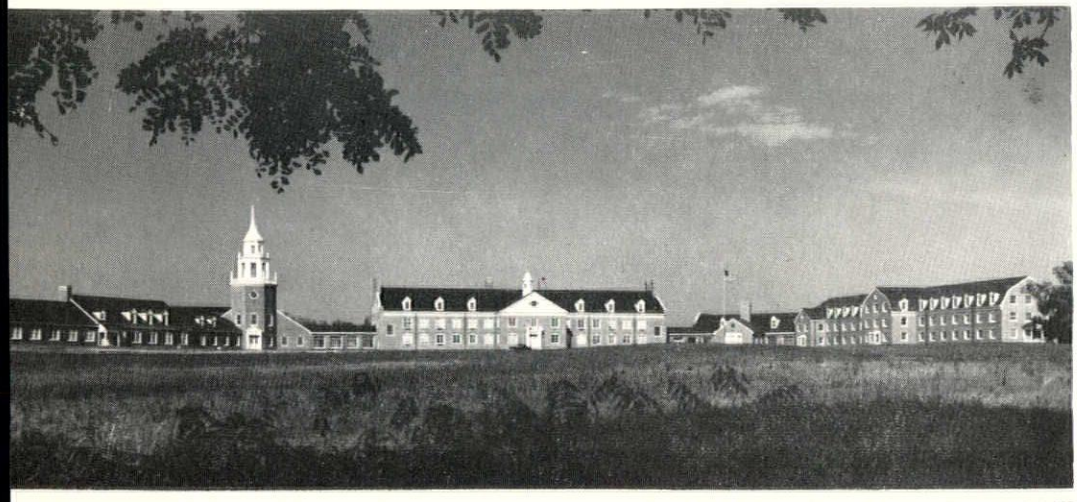
Among 34 members of the American Institute of Architects advanced to Fellowship in the Institute at the national convention May 7-11 in Dallas, Texas was Ralph H. Kloppenburg of Milwaukee. Kloppenburg, who became an associate member of the Wisconsin chapter of the AIA in 1931 and a corporate member in 1938, now becomes one of three Wisconsin men presently holding this highest ranking membership in the AIA; the others are Edgar H. Berners of Green Bay, advanced to Fellowship in 1951, and Richard E. Perrin of Milwaukee, advanced in 1961. An officer of the Wisconsin chapter for 13 of the 31 years he has been affiliated with it and a former member of both national and regional AIA committees, Kloppenburg was admitted to Fellowship for "notable contribution to the advancement of the profession because of his achievement in SERVICE TO THE AIA."

He was nominated for this honor by the Executive Board of the Wisconsin chapter on October 13, 1961. Selection of the new Fellows, announced March 17, 1962 by AIA president Philip Will, Jr., was made at AIA headquarters in Washington, D. C. by a jury of Fellows comprised of J. Woolson Brooks, chairman, Des Moines, Iowa; Harold T. Spitznagel, Sioux Falls, South Dakota; Walter E. Campbell, Boston, Massachusetts; George B.

Milwaukee Country Day School Addition, 1957



Menomonee Falls High School, 1961



Milwaukee-Downer Seminary, 1961

Allison, Los Angeles, California; F
Max Brooks, Austin, Texas; an
Nelson Smith, Birmingham, Al
bama. The award is bestowed fo
distinguished performance in on
or more of the following categories
architectural design, literatur
education, public service or servic
to the AIA.

"I am delighted, honored an
grateful to everyone who helpe
make the honor possible," say
Kloppenburg.

Born November 9, 1903 in Dave
port, Iowa, he attended high scho
in Davenport and graduated fro
the University of Illinois in 192
with a Bachelor of Science degre
in Architecture. He was an instru
tor in design at the Universit
while doing post graduate wor
there from 1926-28, and from 192
31 was a design critic in the Atelie
Eschweiler, affiliate of the Beau
Art Institute of Design. License
by the state of Illinois in 1927 an
by Wisconsin in 1931, Kloppenbur
has held a senior record with th
NCARB, National Council of Arc
itectural Registration Board
since 1961. Today he is vice chai
man of the Wisconsin Registratio
Board, having been a member
the Board since 1946.

After leaving the office of Esc
weiler and Eschweiler in Ma
1931, Kloppenburg practised for
year with the senior Fitzhug
Scott, FAIA, and then went in
business for himself. In 1954

Evan P. Helfaer Residence
Whitefish Bay,
1956

Good design, now as in the past, will be simple and direct in its approach, both in plan and elevation as well as in mass and detail. Architects, working as a team rather than individuals, will produce a representative style for this period. I believe the style will be static, not a estless solution depending on unusual forms for its interest. The style will express the scientific advances of our times."

joined Scott and, with Fitzhugh cott, Jr., formed a partnership hich lasted until the death of e father in 1959. At that time loppenburg formed a partner-ip with his own son, Jack R. loppenburg, AIA, and moved in- the handsome offices at 5856 N. ort Washington Road, Bayshore, hich they occupy today.

Kloppenburg's record of service the AIA on both state and re-onal levels is impressive. He was cording secretary of the Wiscon-n chapter for three year's terms om 1934-39, a member of the oard of Directors from 1939-41, ce president of the chapter from 41-45, president from 1945-47 and ain member of the Board from 47-49. He was a member of the tional AIA Chapter Officers rganization Committee from 46-48 and chairman of the Ed-ation Committee from 1943-44. ppointed to the North Central ates Regional Judiciary Commit-e in February of 1956 and elect- chairman in 1957, Kloppenburg rved until 1959 when, because illness, he was forced to leave e Committee; he was reappointed June, 1961.

Kloppenburg's record also shows active interest in welfare work. was a Cub Scout master from 36-40 and, as a member of the rl Scouts Camp Committee from 1938-45, he headed the National Convention Men's Committee in Milwaukee. A member of the Milwaukee United Fund, he served on the Board of Directors of Family Service in Milwaukee from 1940-48 and on the Board of Directors of Friendship House from 1950-61. He has held public office as well: he was a trustee of the Village of Fox Point, Wisconsin from 1943-49, also serving as chairman of the Park Commission, chairman of the Department of Public Works and a member of the Building Board.

Of his architectural work, he says: "We like a variety of problems." This is apparent in the nature of his current projects which include a student center and auditorium for Milwaukee Country Day School, a zoology research laboratory for the University of Wisconsin in Madison, a U. S. post office for West Bend and further additions to Menomonee Falls High School. Other examples of his varied design can be seen on these pages.

Kloppenburg, who is married and has three sons, a daughter and seven grandchildren, lists golf and curling as his hobbies. Mrs. Kloppenburg (Bernyce) and their daughter Sally drove with Kloppenburg to Dallas, where they attended the national convention saw him admitted in formal ceremony to AIA Fellowship and then took a short vacation in the West.

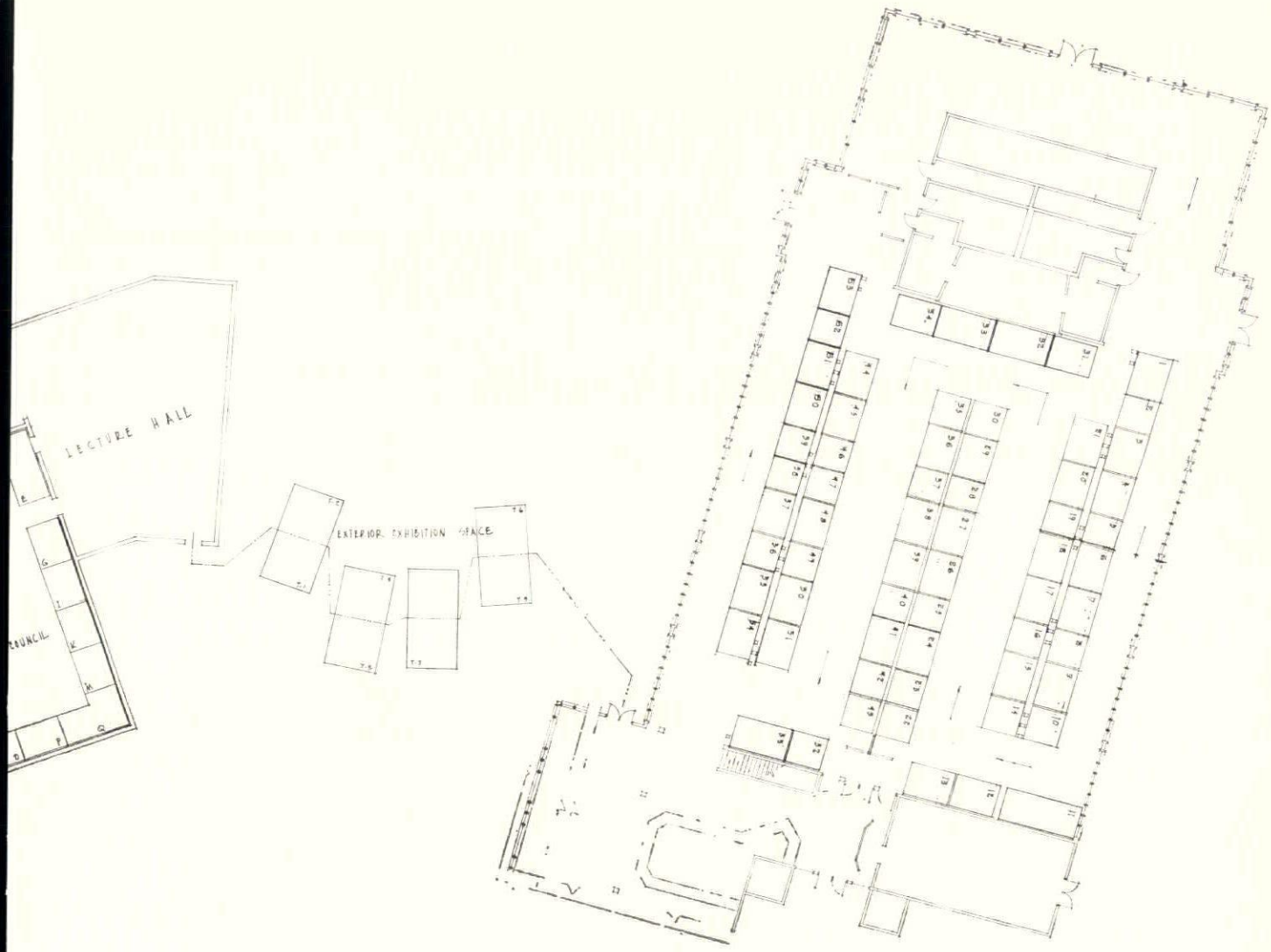
Menomonee Falls High School
Indoor-Outdoor Pool,
1959

BLUEPRINT OF A CONVENTION

EXHIBITORS AT LAKE LAWN LODGE MAY 22-24

AND WHERE TO FIND THEM

Space No.	COMPANY
1	Glazed Tile Sales, Inc. (Arketex Ceramic Corp.)
2	J. W. Peters & Sons, Inc.
3	American Olean Tile Company
4	Concrete Research, Inc.
5	Silbrico Corporation
6	Structural Glazed Masonry, Inc.
7	Osborne, Inc.
8	The Flintkote Company
9	Butler Tile Sales, Inc.
10	Masse's, Inc.
11	The Radford Company
12	Kohler Company
13	Natco Corporation
14	Downey Heating Company
15	E. G. Artz, Inc.
16	Roehm Ceramic Tile & Mosaic Co.
17	Mason City Brick & Tile Co., Div. of Goodwin Companies
18	Shannon Floor Co., Inc.
19	Milwaukee Insulation Co., Inc.
20	Vander Heyden, Inc.
21	The Plyco Corporation
22	Paramount Industries, Inc.
23	Mosaic & Art Glass Studios, Inc.
24	Marathon, A Division of American Can Co.
25	Milwaukee Terrazzo Contractors
26	Minnesota Mining & Mfg. Co.
27	Storagewall of Wis., A Div. of Metz Mfg. Co.
28	Aluminum Industries
29	F. W. Boelter Equipment Co., Inc.
30	Wisconsin Concrete Prod. Assoc.
31	Mid-States Concrete Products
32	Pentagon Engineering Products, Inc.
33	Stickler & Downs, Inc.
34	Split-Rock Products Co.
35 & 36	School Equipment Consultants, Inc.
37	Streator Brick Company Division, Hydraulic-Press Brick Company
38	The Chicago Faucet Company
39	The Flintkote Company
40	Wisconsin Brick Corporation
41 & 42	Spancrete
43	Portland Cement Association
44	Milwaukee Area Bureau for Lathing and Plastering
45	Weyerhaeuser Company Rilco Engineered Wood Products Div.
46	Riverside Prestressed Concrete Co.
47	Smith & Smith, Inc.
48	Building Service, Inc.
49 & 50	Smith & Smith, Inc.
51	Superior Cast Stone Co., Inc.
52	Nelson and Glass Company
53	Duwe Precast Concrete Products, Inc.
54	Best Block Company
55 & 56	Overly Manufacturing Company
57	R. M. Sawbridge Company
58	J. M. Mitchell Products Co.
59	Unit Structures, Inc.
60	Ebenreiter Woodworking Company
61	Sterne Supply Company
62 & 63	Rusco Division

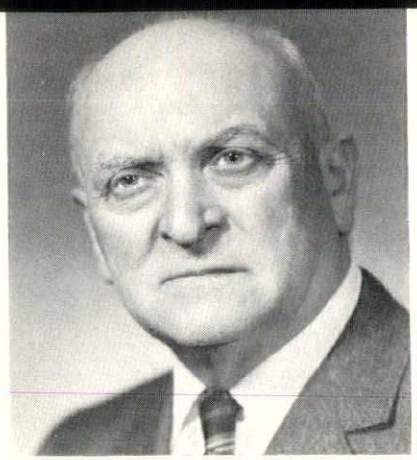


PRODUCERS COUNCIL AREA

A ..... Butler Tile Sales
B ..... Inland Steel Products
C ..... Aluminum Co. of America
D ..... Pittsburgh Plate Glass Co.
E ..... Edward T. Ver Halen, Inc.
F ..... Barber-Colman Company
G ..... U.S. Plywood Corp.
H ..... Daybrite Lighting, Inc.
I ..... The Mosaic Tile Company
J ..... Jim Michel Bldg. Specialists, Inc.
K ..... Armstrong Cork Company
L ..... Wisconsin Window Unit Co.
M ..... W. H. Pipkorn Company
N ..... Formica Corp.
O ..... Western Mineral Products
P ..... Lurie Glass Company
Q ..... Executone Co. of Milwaukee, Inc.

Exterior

T-1 ..... The Whitacre-Greer Fireproofing Co.
T-2 ..... Mil-Wis Engineering, Inc.
T-3 ..... R. W. Nelson Structures, Inc.
T-4 ..... Wisconsin Bridge & Iron Company
T-5 ..... Gagnon Clay Products
Wisconsin Face Brick
T-6 ..... Jackson-Foster, Inc.
T-7 ..... Kohler Company



STUBENRAUCH TO DESIGN SHEBOYGAN UW EXTENSION

Edgar A. Stubenrauch, AIA, a native of Sheboygan, Wisconsin, is married and has three children, two grandchildren. Born July 9, 1894, he attended grade school and high school in Sheboygan and graduated from the University of Illinois. In 1921, after serving in World War 1, he founded the firm of Edgar A. Stubenrauch and Associates, Inc., specializing in design and construction of churches, schools and hospitals. He is a member of the Committee on Church Architecture for the Lutheran Church — Missouri Synod with jurisdiction in Iowa, Michigan, Minnesota, North Dakota, South Dakota and Wisconsin and a registered architect with the states of Illinois, Michigan, South Dakota and Wisconsin. The winning sketches submitted by his firm to the Sheboygan Extension design competition represent the "joint effort" of all members of his staff, says Stubenrauch, particularly architects Lawrence E. Bray, AIA and Richard P. Linde. The firm conducted competition among its own members, then combined their best ideas in the contest entry. Stubenrauch's comments can be seen with the winning preliminary plans and renderings shown here.

The firm of Edgar A. Stubenrauch and Associates, Inc. of Sheboygan has been selected to design the Sheboygan Extension Center of the University of Wisconsin. The selection was made by secret ballot on February 26 from a field of nine entries in a statewide, AIA-approved competition administered by the Sheboygan County Board of Directors. Submitted plans were unsigned. Board members voted by secret ballot. County Corporation Counsel Alexander Hopp announced the choice on February 28.

Stubenrauch will now prepare detailed plans for the building to be erected by the county on a 72½ acre site formerly owned by the Kohler Co. at the west city limits south of Lower Falls Road and the Sheboygan River. It is hoped that construction will begin this summer or fall, with occupancy planned for the start of the 1963 fall university term.

Construction requirements made by the County Board's building committee under Superintendent Emil Schuette called for facilities to accomodate from 500 to 600 first and second year students, with a 600 maximum to be reached in an estimated eight years. Architects entering the competition were directed to provide for future expansion of the university building in the form of either additional wings to be added to the original unit or structures separate from the first unit but clearly related to it. A paved outdoor parking area for 300 autos also was called for, as well as outdoor areas for football, track, baseball, tennis, volleyball and basketball; these athletic areas will not be installed immediately, however. Minimum interior requirements include nine classrooms, a lecture room, a music-drama, multi-purpose room, four laboratories, a library, student cen ter and offices.

Here are the interior require ments in more detail.

Classrooms: three rooms 32x2 to seat 50 students each in lectur type chairs; standard classroon equipment with possible audio-vis ual aids; six rooms 24x26 to sea 35 students, one of them equippe with tables rather than table arn chairs.

Lecture room: about 44x64 in siz with seating for 180 in fixed chair at narrow tables; one demonstra tion table; provisions for possibl audio-visual equipment.

Preparation rooms: one each 14x12 in size, for chemistry physics and biology department

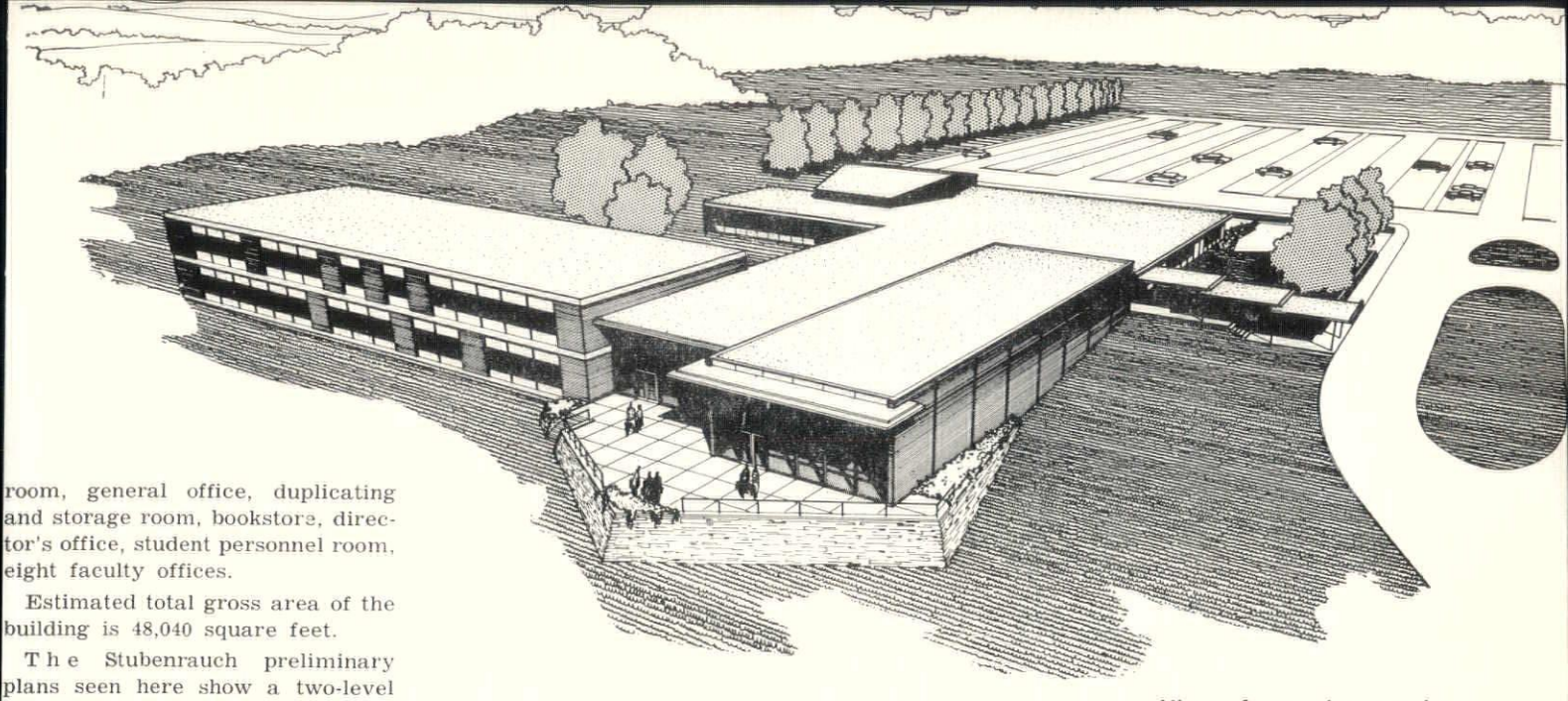
Music-drama multi-purpos room: about 40x70 in size with sea ing for 125 in portable chairs; stag capable of holding 60-member choi small orchestra or dramatic cast two dressing rooms.

Laboratories: biology lab 26x40 t serve 32 students, with office an storeroom; chemistry lab 26x50 fo 24 students, with office, storeroon instrument room, stockroom an ventilation; physics lab 26x50 for 2 students, with office, store roo and area for future expansion geography-engineering drawin lab 26x45 for 30 students with of fice, storeroom and photo dark room.

Library: 30x60 in size with roo for 4000 volumes to be stored o walls where possible; seating fo 75 students; study table, librar an's office and checkout desk.

Student center: about 40x70 i size with space provided for study ing, eating, smoking, etc; food serv ing area, dish-washing room, re ceiving area, dry and cold storage staff lounge room with toilet roon

Offices: field office, conferenc



View from the northwest: "The building will be placed on elevated ground that can be seen for many miles. The future highway 141 will pass the building to the West."

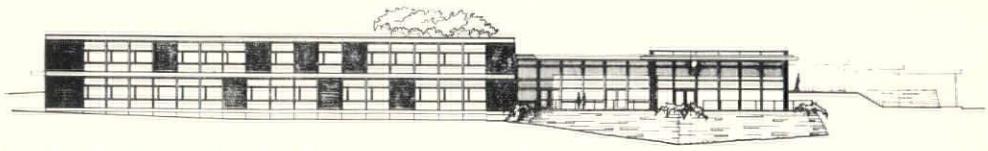
room, general office, duplicating and storage room, bookstore, director's office, student personnel room, eight faculty offices.

Estimated total gross area of the building is 48,040 square feet.

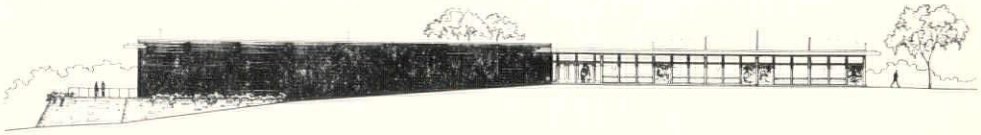
The Stubenrauch preliminary plans seen here show a two-level structure facing north to the bluff overlooking Sheboygan River and Lower Falls Road. Detailed plans, expected to be completed in about two months, will be subject to approval by the UW Board of Regents. The county Board building committee then will advertise for bids and let contracts. UW institutional architect Donald H. Sites of Madison, present at the plan-selection meeting February 26, called preliminary sketches for the extension center only the "starting point" from which the architect may develop the building program in cooperation with the county building committee and UW Regents.

The building is expected to cost about $750,000. It will be owned and maintained by the county, staffed and equipped by the UW Extension Division with state appropriated funds. The site, purchased from the Kohler Co. for $18,140, will receive utility service from the City of Sheboygan to which it will eventually be annexed. Access to the building will be provided by U.S. Highway 141 which will bound the site on the west when it is finished. And already Sheboygan County Highway Department has begun a road to the site from the Ashby Bridge.

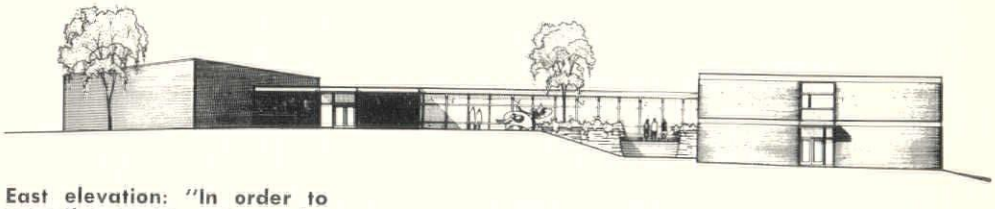
County Counsel Hopp, in a letter to the AIA office in Milwaukee, extended thanks of the County Board to all Wisconsin architects participating in the Extension design competition.



North elevation: "The building will be fire resistive material. The exterior will probably be in brick with stone trim and some porcelain enamel for contrast."



West elevation: "The site was difficult to handle as it is a sloping area."



East elevation: "In order to meet the requirements we developed a tri-level scheme, planned for expansion."

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CHAPTER NOTES

Wisconsin delegates to the national AIA convention May 7-11 in Dallas, Texas were the following corporate members: Edgar H. Berners, Joseph H. Flad, Charles H. Harper, John P. Jacoby, William S. Kinne, Jr., Ralph H. Kloppenburg, Clinton Mochon, Chapter President Francis J. Rose, Regional Chairman Julius Sandstedt, Harry Schroeder, Sheldon Segel, Henry R. Slaby, A. A. Tannenbaum, Fred Wegner, Karel Yasko. Also present at the convention was Mrs. Jane Richards, executive secretary of the Wisconsin Chapter AIA. Wisconsin was alloted 17 delegates to the national meeting, in proportion to the corporate membership of the chapter. Those attending were selected on a volunteer basis and received credential cards at the convention on a first-come-first-served basis.

Response has been adequate to the biennial Draftsmen's Competition, the chapter office reports. All entries were in by April 16. Award certificates and five $100 first prizes will be presented at the state convention at Lake Lawn Lodge, Delavan, at a luncheon May 23.

Gary V. Zimmerman of Maynard W. Meyer and Associates, Milwaukee, spoke to 40 students at Arrowhead High School in Hartland on April 3. He showed the film, "Designing a Better Tomorrow," at this Career Day session. His comment: "Some effort will have to be made to arouse interest among high school girls for architecture since the field does not exclude women by any means."

Henry Martinez, AIA, showed "Wisconsin's Changing Face" at a meeting of the Waukesha County Board of Realtors on April 11 at the Hotel Avalon in Waukesha.

Kenneth Kurtz, AIA, spoke to 30 students at West Division High School Career Day in Milwaukee on April 12.

Thomas Eschweiler, AIA, spoke at Pulaski High School Career Day in Milwaukee on April 18. 25 students attended his talk.

Richard Blake, AIA, gave a talk to approximately 30 men at a Kiwanis Club luncheon at Hubbard Park Lodge, Milwaukee, on May 2. His topic: "Architecture and Human Environment."

The Southeast Division met for dinner and the month's meeting at Brooks Memorial Union, Marquette University, on Tuesday, March 20. Texas architect, urban planner, researcher and teacher, O'Neil Ford, FAIA gave an informa-

tive talk following the meal, then led an informal discussion with division members.

The Western Division met Tuesday, March 27 at the Cuba Club in Madison. Speaker of the evening was R. D. Behm, authority on hardwoods, who gave an illustrated lecture on "Wood in Design and Architecture."

Julius Sandstedt, AIA, Regional Director of the North Central States, called the latest regional AIA meeting to order at the Hotel Eau Claire in Eau Claire, Wisconsin at 1 p.m. on April 6. All member chapters were well represented. Present were: A. A. Tannenbaum, President, Southeast Division, Wisconsin Chapter; F. J. Rose, President, Wisconsin Chapter; A. J. Strang, Vice-President, Wisconsin Chapter; E. F. Klinger, guest, Wisconsin Chapter; W. E. Bohrer, Secretary, North Dakota Chapter; L. H. Reinke, Director, Wisconsin Chapter; S. L. Nerdrum, President, Western Division, Wisconsin Chapter; G. J. Paul, guest, Wisconsin Chapter; J. C. Anderson, Secretary, Minneapolis Chapter; R. L. Ames, Secretary, St. Paul Chapter; J. D. Voigt, President, St. Paul Chapter; J. M. Fenelon, Exec. Dir., Minnesota Society; J. P. Jacoby, Secretary, Wisconsin Chapter; E. V. Staszko, President, North Dakota Chapter; G. Hickey, President, Minneapolis Chapter; T. Potts, Secretary, South Dakota Chapter; Mrs. Jane Richards, Exec. Sec., Wisconsin Chapter; and E. S. Jyring, President, Minnesota Society. Eau Claire residents Douglas Smith, Stephen Playter and J. R. Hallbeck, all of the Wisconsin Chapter, were luncheon guests. Members of each society or chapter present commented on the status of the profession, present volume of work and anticipated volume of work in their areas. Almost without exception, they reported conditions the same as at the meeting in December and all seemed optimistic about the future. Next, Julius Sandstedt explained the needs and uses for the AIA supplementary dues. Beginning in March, he said, the *AIA Journal* will carry further explanation of these funds. Also discussed at the conference were national AIA convention matters, particularly the new election procedures. Sandstedt acquainted those present with the more orderly system of voting to be used at the Dallas convention. Next, three members of national committees gave reports: John Jacoby on the national Chapter Affairs Committee, John Anderson on the national Professional Practice Committee and Allen Strang on the national Housing for the

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Aged Committee. All chapters and societies represented are taking steps to comply with the request that their officers take office at the first of each year. Formerly there was variance from the January 1st date. The meeting was adjourned at 4 p.m. with the next conference to be held about mid-September.

The Board of Directors of the Wisconsin Chapter of the AIA met on Friday, April 13, 1962 at the Edgewater Hotel, Madison, with the following members present: Francis Rose, John P. Jacoby, Allen Strang, John Brust, Eugene Wasserman, William Kaeser, William Weeks, Wallace Lee, Karel Yasko, Leonard Reinke and Herbert Grassold.

Resignation of one Associate member was approved. One Associate member and two Junior Associate members were accepted. Details of the national convention in Dallas were discussed. All delegates were accepted and approved. Instructions to the delegates in voting on Institute matters and by-law changes were considered.

The Board discussed a report of the Office Practice Committee relative to firm names and titles. This committee has been developing recommendations to be presented to the Registration Board. Chapter by-law changes to be presented to the members at the annual meeting on May 24th were approved. The only change recommended was deletion of references to the number of members on committees now in the by-laws. The Chapter Affairs Committee has studied the committee structure and is considering a complete revamping for 1963.

The meeting was adjourned at 4:30 p.m.

NEWS NOTES

Douglas Haskell, Editor of Architectural Forum magazine gave the fourth in a lecture series on architecture and planning on April 10 at Brooks Memorial Union, Marquette University. Among Haskell's main contentions: living and "moving" (traffic) areas in our cities should be coordinated but separate; superhighways with seemingly "in-

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FLW MONONA PROJECT SCRAPPED

A report from "Our Man in Madison":

In a referendum before the voters of Madison on Election Day, April 3, the supporters of the Frank Lloyd Wright-designed Monona Terrace Auditorium were dealt a severe blow when voters approved the proposal to junk it.

This culminated eight years of battling between two groups who had lined up sides on the question. As a result of a previous referendum Wright was hired as the architect and the project went out for bids about a year ago. The result of the bidding, which exceeded the budget by several million (no one was able to determine the exact amount), brought about the election of Henry Reynolds as Mayor, an avowed enemy of the project.

To complete the defeat, three incumbent aldermen, supporters of the FLW project, were unseated in their wards. This points to a clear majority on the Madison Council opposed to the Terrace site and design.

Mayor Reynolds has proposed several alternate sites and claims to have others up his sleeve. Barring legal entanglements over paying off the architects' fee, he has received a mandate to work on another site. But because the referendum before the voters was so worded, there was no authorization to proceed with another design or site. This may add to the confusion and, as some one has put it, "The auditorium question will probably appear in referendum every two years as long as we live."

Ill feeling among the citizens may be allowed to heal before the Mayor and Council have another go at the question.

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dependent life" must not be allowed to loop in and out of our cities like so much "spaghetti;" cities no longer should be zoned into living, shopping, entertainment areas, etc. but should, like small towns, allow courthouse, shops, churches, houses — even industry, which is far cleaner now — to spring up together, in the same area. Haskell called for a general "tightening of the human group": he praised Saarinen's multi-level student housing at Yale. He recommended the use of moderate government expenditures for the improvement of our roads and cities. A five man panel commented and asked questions after Haskell's talk. Karl O. Werwath, President of Wisconsin Society of Professional Engineers and of Milwaukee School of Engineering, asked what could be done about inter-professional conflicts. Haskell recommended "joint education for engineers, architects and 'the people with the money' ". A. A. Tannenbaum, AIA asked how Milwaukee could control the design quality of its architecture, to which Haskell replied that he thought that here, probably, "the shortest way home is the longest way round." Educate the children to *see* what's around them, he said; perhaps it will take thousands of years to build a beautiful culture — but "the human race is young. . ." Answering other questions from the floor, he stated: planners should be better paid; the "neon sign people" should be given their own territory, such as Times Square; Jane Jacobs of Greenwich Village, author of *Death and Life of American Cities,* is "fantastically irritating in a good way." In general, Haskell asked for more gaiety and variety in our cities. Himself a resident of deepest, darkest Manhattan, he praised the beauty of Geneva, Switzerland and Copenhagen, Denmark. And of Milwaukee, he said: "Now if you had that *river* fixed up . . ."

Six new AIA Honorary Members have been announced: Wolf Von Eckhardt, head of AIA public relations; Mrs. Edith Brazwell Evans, former editor of "Living for Young Homemakers" magazine; George E. Pettengill, AIA Librarian; Perry Prentice, editor of "House and Home"; Dr. Arnold C. Tjomsland of the College of Education, Washington State University. Past Honorary Members include poet Carl Sandburg, former President Herbert C. Hoover, planner Robert Moses, Washington, D.C. Fine Arts Commission chairman David E. Finley, author Lewis Mumford and publisher Henry R. Luce. The honor is conferred for "distinguished services to the architectural profession or to allied arts and sciences."