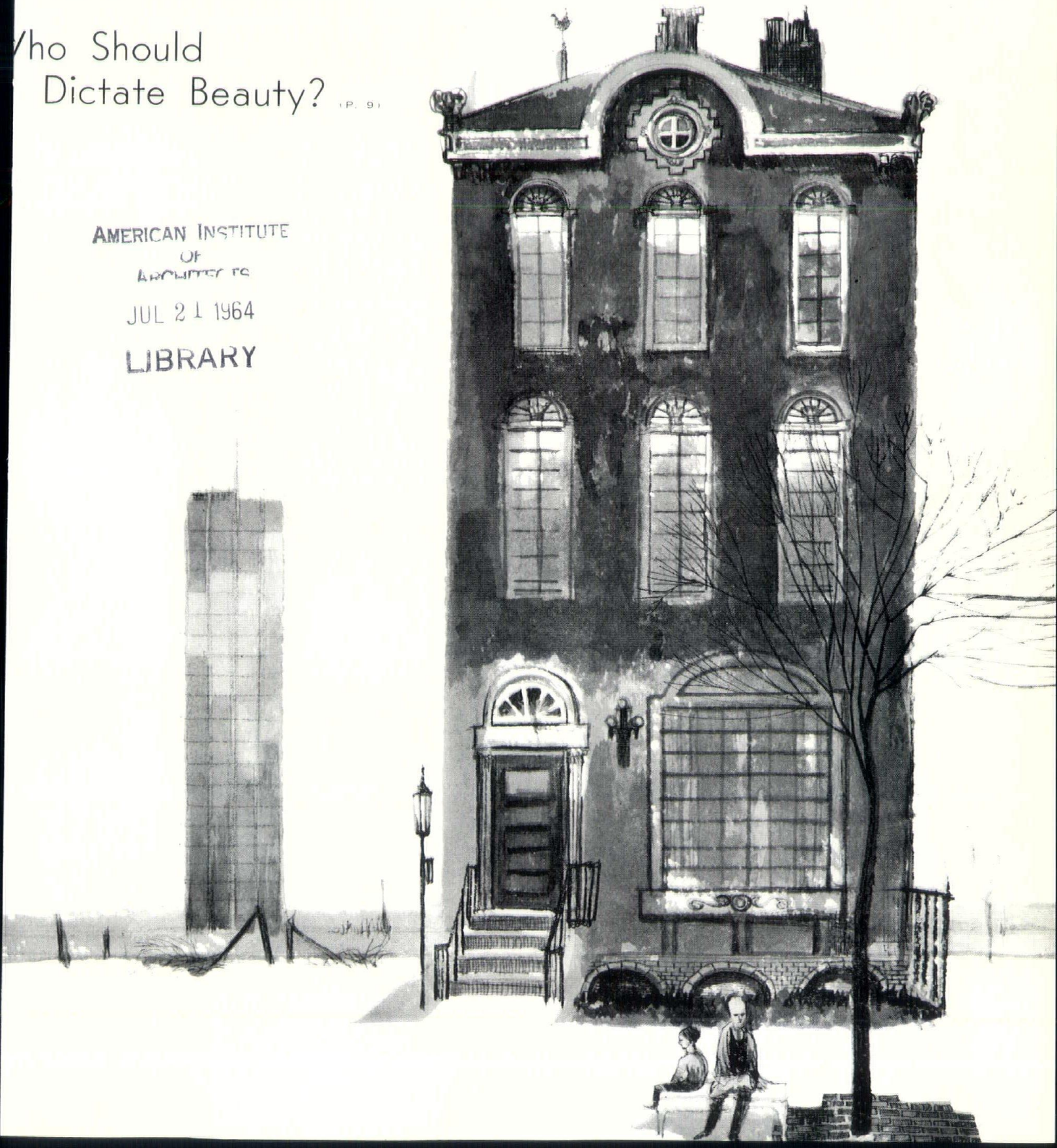


WISCONSIN ARCHITECT

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Who Should
Dictate Beauty? (P. 9)

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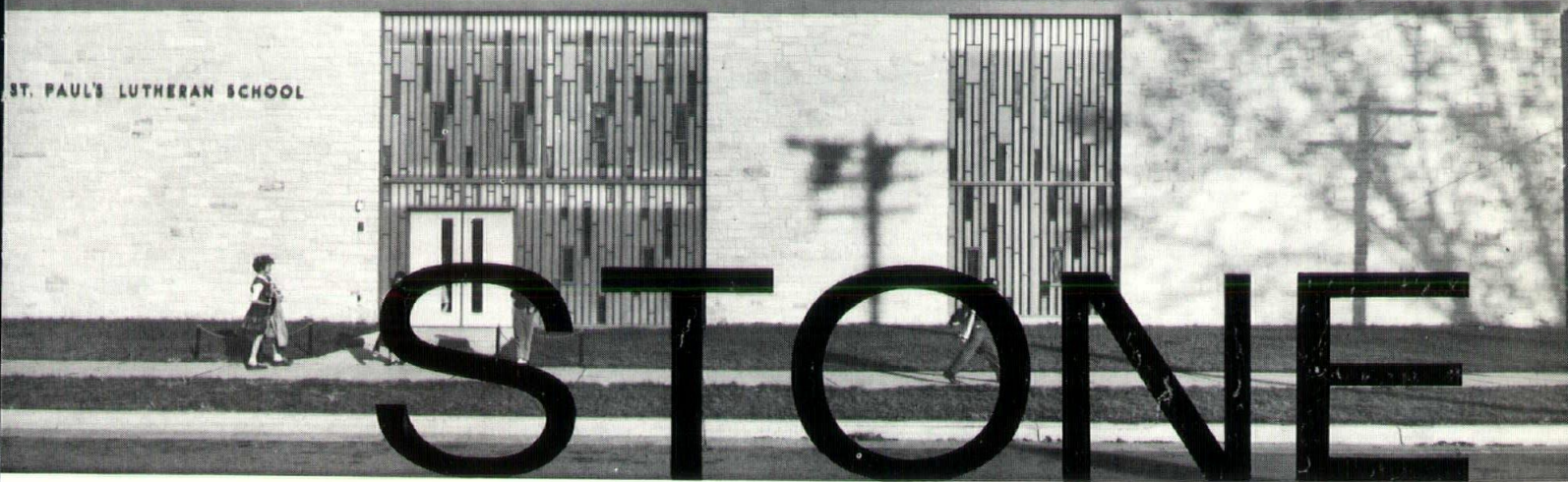


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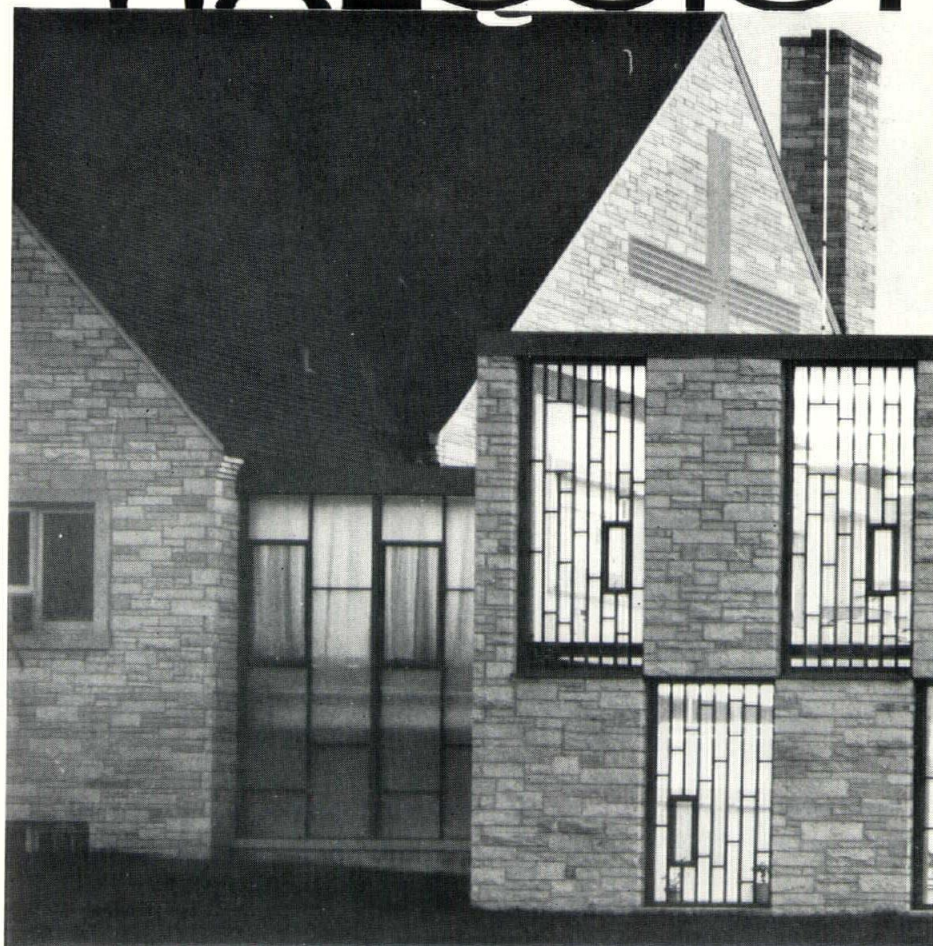
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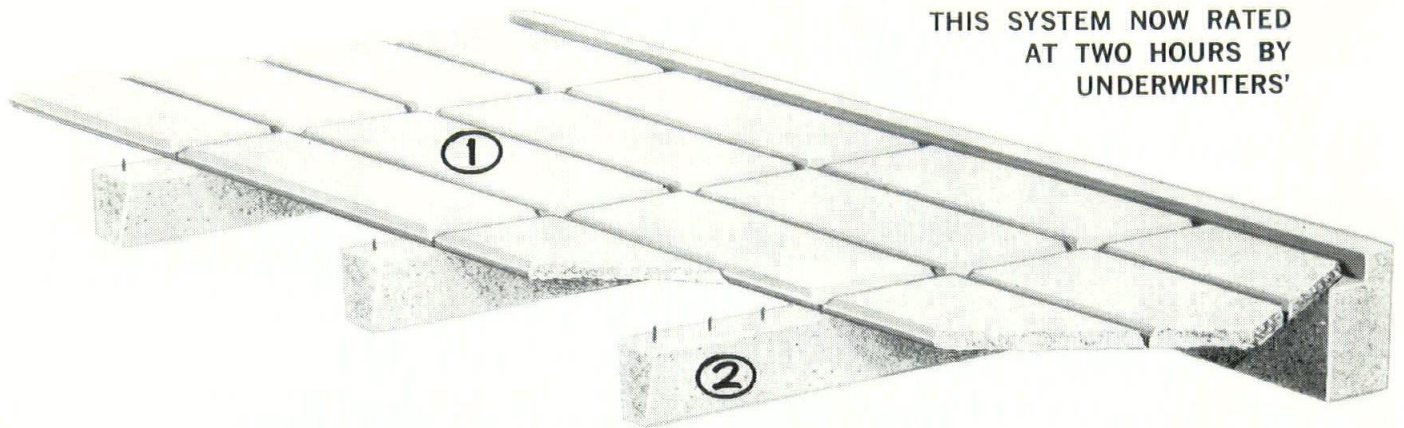
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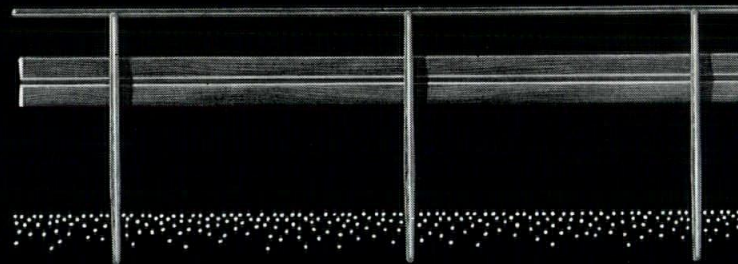
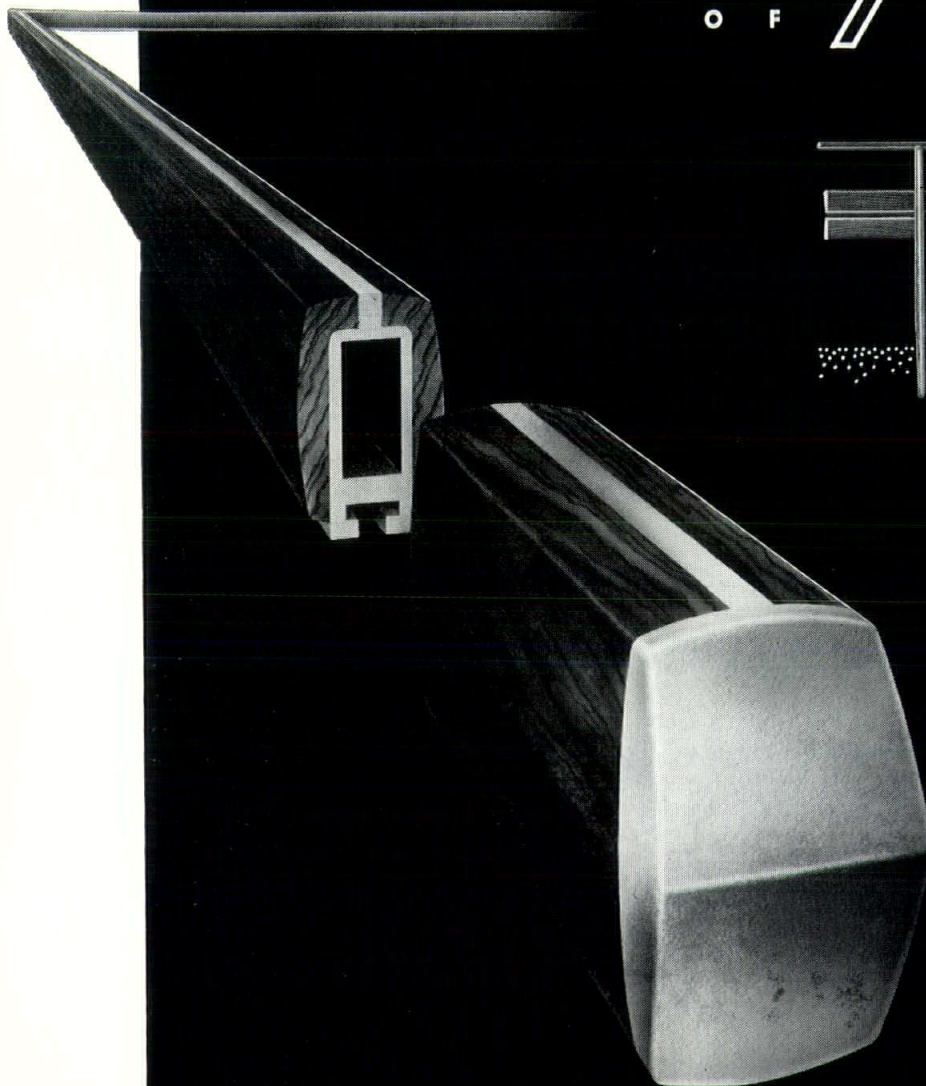
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THE ARCHITECT



JULY, 1964

Ugliness can be beautiful, says City Planner Matthew Rockwell in a talk on taste and tastemakers in a democracy. John J. Flad's elevation to the rank of Fellow in the American Institute of Architects offers a reason to go into the Madison's architect's life and work in words and photos. A West Allis church extension brings honors to a Milwaukee architect in this month's honor award pages. And A.I.A. Past-President J. Roy Carroll Jr. tells a group of California laymen what architects are doing and what they will try to do in America's future.

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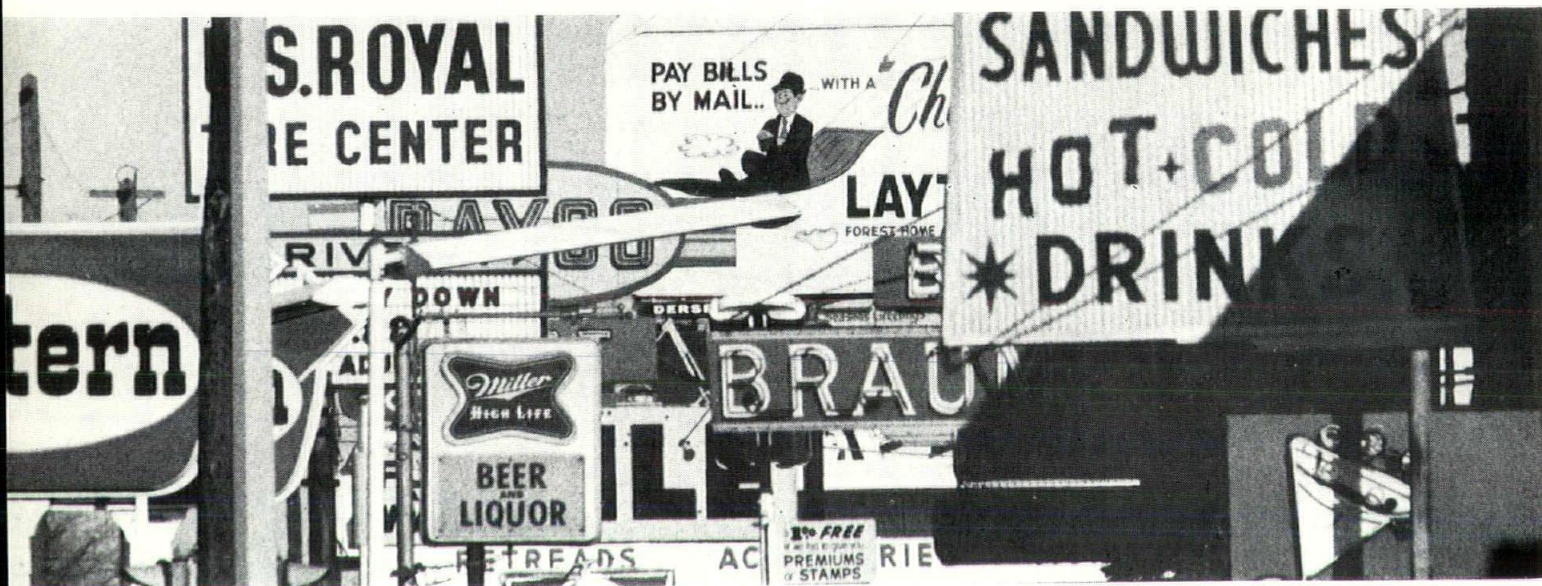
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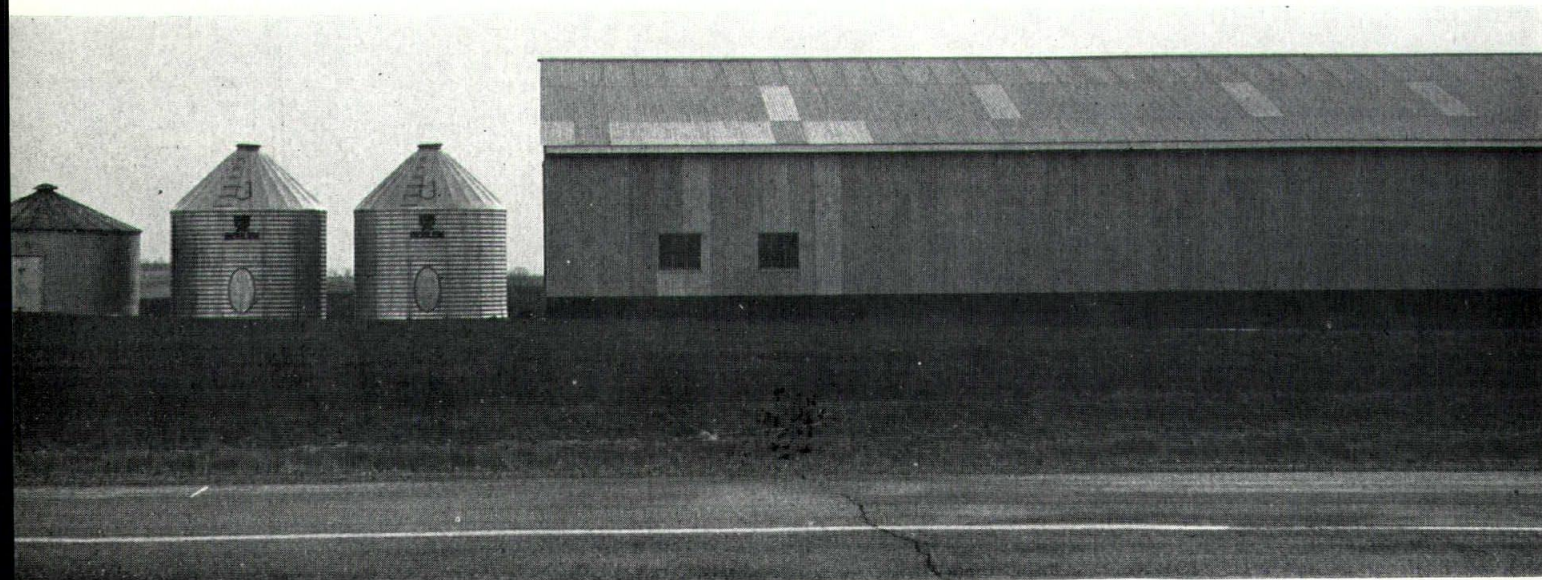
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PHOTOS: GERNOT NEWMAN

TASTE, DEMOCRACY AND THE CRITICS

by Matthew L. Rockwell

Ugliness is necessary. Just as necessary is widespread criticism of architecture, says the author who directs the Northeastern Illinois Metropolitan Area planning commission. This article, condensed from his speech before the Gulf States Regional Press seminar in Baton Rouge, Louisiana, does not necessarily reflect opinions of the WISCONSIN ARCHITECT or the Wisconsin Chapter of the American Institute of Architects.

In the past few years, people have been asking more often, "Who is responsible for the ugliness around us?" The answer, still unbound, lies with a public that is not conscious enough of what makes ugliness to demand a more attractive environment.

Our concern about ugliness is too casual. We do not understand what is really ugly. Nor will we until we line up our understanding of beauty with our understanding of democracy. To make this thought clear, let me suggest some statements that can be answered with a simple "true" or "false".

A snowflake is beautiful.

A rainy street is ugly.

The large Coke sign at the south end of Chicago's Michigan Boulevard is beautiful.

I suggest that each of these things is beautiful — to the person educated to find beauty there. The snowflake is beautiful to the man of nature, and abhorrent to the street cleaner. The rainy street is beautiful to the photographer, and ugly to the office worker. The Coke sign is dramatic, beautiful, exciting to many people, and ugly to many others.

Last summer my daughter and I drove west from Chicago, over wonderful rolling prairies. Mile after mile the landscape undulated gently, covered with wild prairie growth. We came suddenly to an intersection raised slightly above the surrounding countryside. On the corners were the most monstrous buildings one could find: four gas stations and a diner, unplanted and surrounded by asphalt and neon.

To the farm community nearby, this was an important sub-center. After dark

it was the focus of teenage activity — cars pulling in, swerving out, forming a vortex around the diner. As I thought about it, I realized that without this jumble of buildings and signs the countryside would be deprived of all human characteristics. These four corners in the prairie land of Illinois were a true and honest center of activity, no matter how visually unappealing. To the young people in this farm area they were not ugly. They were, instead, necessary. Put a group of harmonizing Williamsburg-type stations and eating establishments here and the youth will be deprived of a major attraction. Dramatic effects from the neon, excitement, the impulse to swirl around the filling station drives will be lost. Humanness will be completely lacking.

At a convention of the American Institute of Architects in the hotel jungle of Miami Beach, architects and critics considered what was really good architecture, how it was measured, how we could improve it. Our major conclusion was that each of us approached the idea of design quite differently. Some of us see it as the ability to lay out a building plan. Others think purely of how to make the exterior of that building blend with the landscape. The architect of the hotel

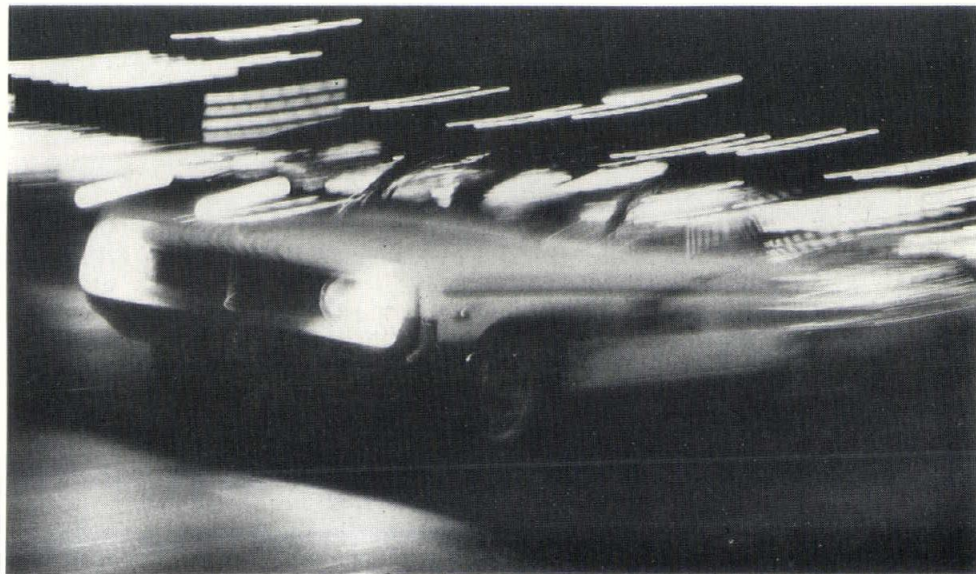
where we held the convention said function is an important measure; he was convinced that the function of Miami hotels was to entertain, as a carnival entertains.

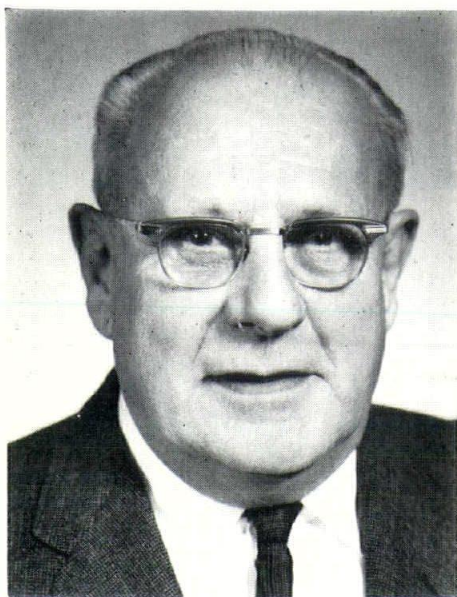
The exuberance of our streets represents flourishing diversity. Those who recommend replacement of this diversity with orderliness fail, in their ignorance, to recognize this orderliness as false perfection. Drab, dull, sterile, this kind of perfection lacks true and balanced harmony of surroundings. In our pluralistic society, to say Williamsburg taste is better than juke box taste is undemocratic and authoritarian. It could be stultifying.

There have been many fumbling attempts to provide controls on the appearance of our metropolitan environments. But our tastemakers don't know where we should go. An analysis of all control ordinances in Chicago shows about half of them requiring sameness and the other half requiring new buildings to look different from their neighbors.

I think written control is out of place. Yet we do need critics. In Chicago we have no proper critics. Early this year I asked an outstanding urban reporter

(Continued to page 19)





JOHN J. FLAD – WISCONSIN'S NEW FELLOW

When the American Institute of Architects met for its annual convention at St. Louis in mid-June, one of Wisconsin's senior architects joined an honor roll that lists less than four percent of the institute's 16,000 members.

As the state's newest fellow of the A.I.A., John J. Flad, of Madison, became the fourth present member of the Wisconsin chapter to hold the rank, the 13th since the chapter came into being in 1911.

Service to the profession was the basis for the award, A.I.A. officials said in Washington, D. C. "Mr. Flad's services . . . span more than 30 years," they cited. "In 1932 he served on a committee to prepare a new state licensing law for architects. After the bill was passed, he was appointed to the State Architects and Engineering board." From 1958 to 1960, they continued, he headed the Wisconsin chapter's legislative committee.

Mr. Flad was cited as a leader in the development of architects. "He has spent unlimited amounts of time teaching sound fundamentals of good architecture

and construction to men in his employ and continued to advise them after they left his office."

Fifty-three architects, engineers and administrators now work in the office of John J. Flad & Associates at 6200 Mineral Point Road in Madison. Specializing in institutional and commercial buildings, they have recently created a new wing for the Madison General hospital, Van Vleet hall on the University of Wisconsin campus, an Anchor Savings and Loan building in Madison and a 15 million dollar aquarium soon to be built in Washington, D. C.

Born in Madison 74 years ago, Mr. Flad followed a long road to his profession. He began work as a child, picking berries and hoeing corn on a farm where his office now stands.

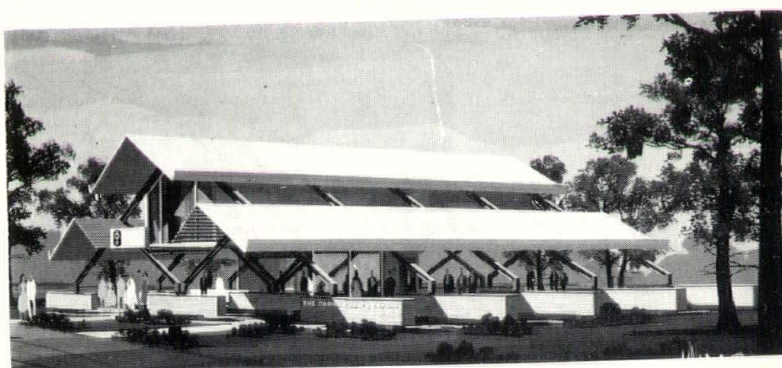
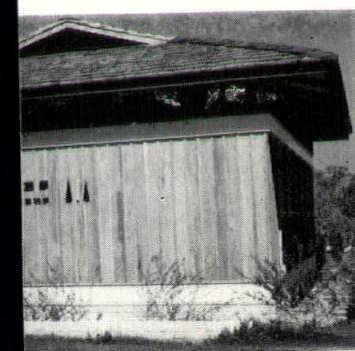
"When I was about 12, I got a job in an architect's office," he recalled. "But it didn't have much to do with architecture. After school, and during the sum-

(Continued to page 12)



PHOTOS: WILLIAM WOLLIN STUDIO

Recent work from the drawing boards of John J. Flad & Associates includes the firm's Madison office built in 1963 (left); Robert M. La-Follett high school, Madison, 1963 (above); Parker Pen Co. World's Fair pavilion, New York, 1964 (right); St. Bernard's church, Middleton, 1958 (below, left); Anchor Savings & Loan office, Madison, 1963 (below, right).

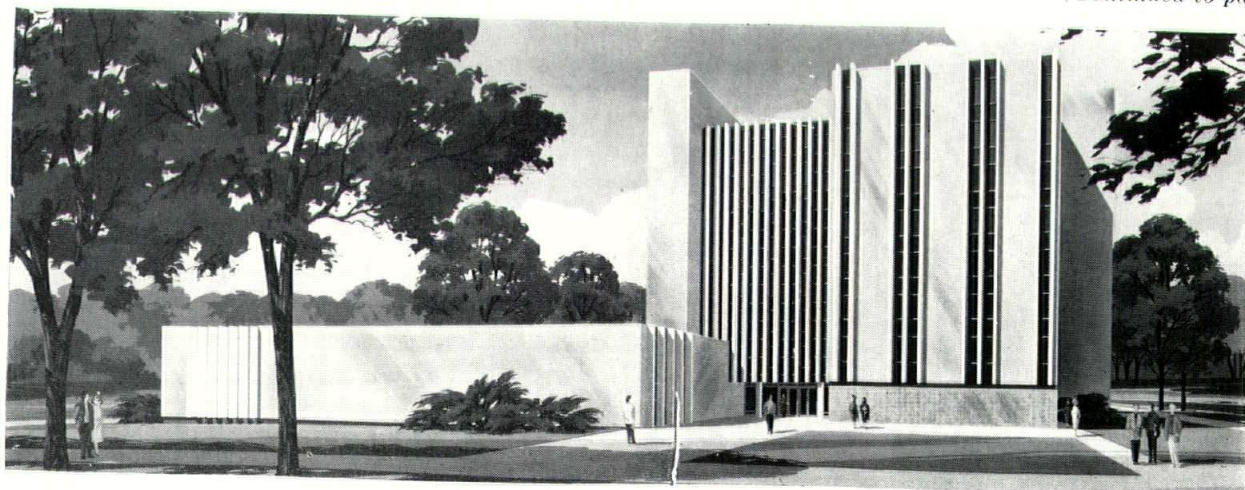




PHOTOS: WILLIAM WOLLEN STUDIO



The St. Raphael complex (top), built at Madison in 1963, includes rectory, convent and school. An addition to St. Mary's Hospital at Madison (center) was also designed by the Flad firm in 1963. Russell Hall (below), built in 1962, is on the Madison campus of the University of Wisconsin.



(Continued from page 10)

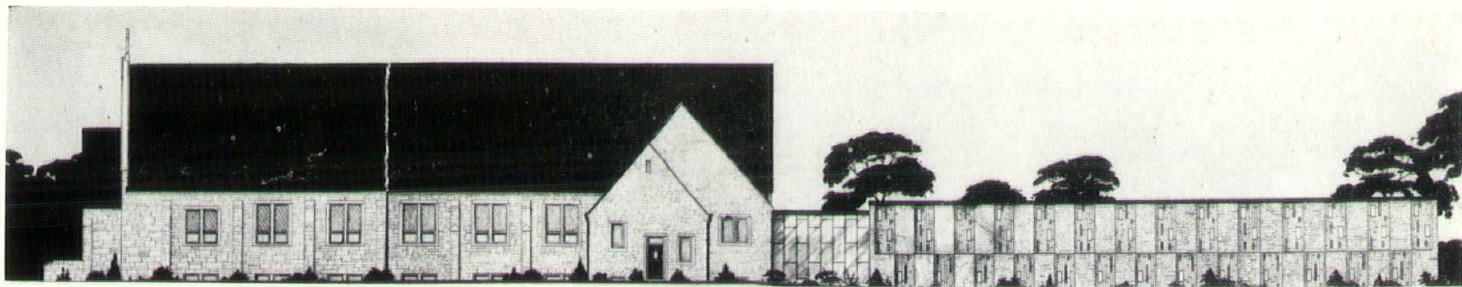
mer, I swept the floor, tended the coal stove — things like that. Later on I made tracings in pen and ink and blueprints by sunlight; things were very different in those days. My salary? I got \$2 a week."

Graduating from Madison high school, Mr. Flad went on to the University of Wisconsin. "I spent two years there, working as a building appraiser at the same time. From then on, I got my education in leaps and bounds.

The first leap from university classes was to a contractor's office, where he became an estimator. The second took him to Chicago, where he worked as draftsman and designer in several architectural firms. In 1909 he enrolled in night classes at the Illinois Institute of Technology, then called the Armour institute. He studied there for a year and a half.

In 1917 Mr. Flad returned to Wisconsin to join the state architectural staff. Within ten years he was a registered

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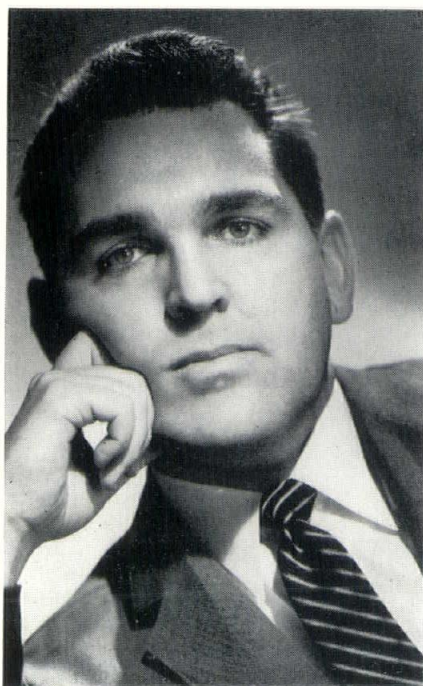


honor award

ST. PAUL'S LUTHERAN CHURCH ADDITION

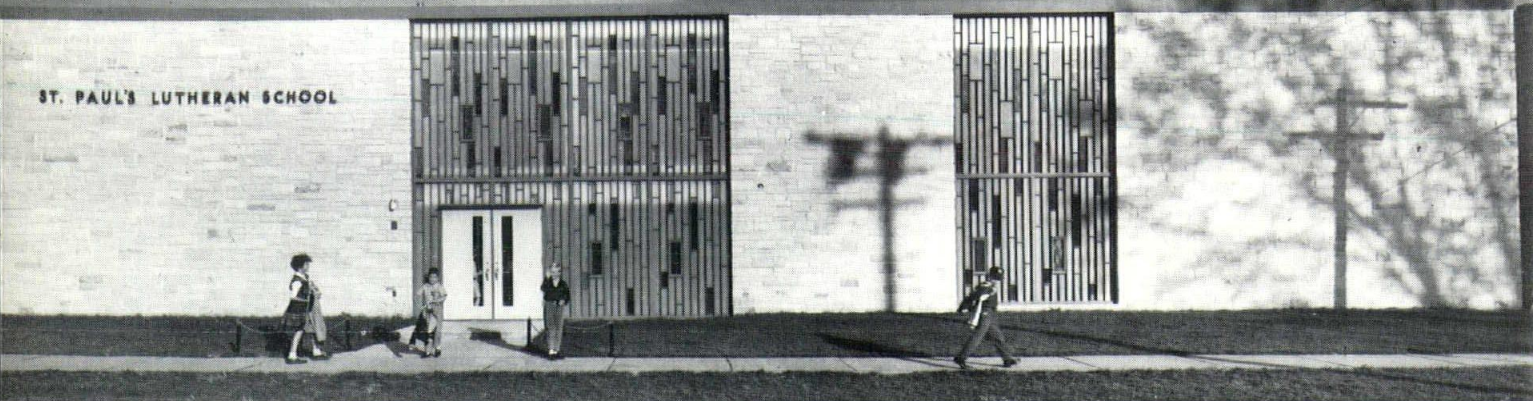
WEST ALLIS, WISCONSIN

By Clinton Mochon



Clinton Mochon is an architect in the Milwaukee firm of Schuette, Phillips and Mochon. He received his bachelor degree and masters degree in architecture from Rensselaer Institute in New York. Later he studied at the University of Berne, Switzerland. He also attended Cranbrook Academy and studied planning under Eliel Saarinen. Mr. Mochon taught architectural design at the University of Texas and was an assistant professor of architecture at the University of Virginia.

(Continued overleaf)



HONOR AWARD: ST. PAUL'S

One of the six Merit Awards of the 1963 Honor Awards Program, sponsored by the Wisconsin Chapter, A.I.A., was given to Schutte, Phillips, Mochon, Inc., architects, for their design of an addition to the Nave of the existing church and a new day-school and gymnasium for St. Paul's Lutheran Church, 7821 W. Lincoln Avenue in West Allis.

The jurors, Alfred Shaw, F.A.I.A., Harry Weese, F.A.I.A. and Ralph Rapson, A.I.A., found the architects' solution to this difficult problem "done in harmony and simplicity, creating an interest compatability."

The existing church was of traditional design. The architects kept the expansion to the east in much the same style except for a change in the east elevation main entrance. Here they developed the fenestration somewhat similar to the school fenestration, achieving a pleasing transition and a unity of some degree between the two buildings. The day-school and gymnasium addition to the west was carried out utilizing the same material - stone - as used on the church, again accomplishing a feeling of unity. However, the school building, being of different character, was designed as a straightforward structure with a fenestration design utilizing colored glass and an arrangement that is ecclesiastical in feeling. It is a two-story unit in the classroom area. The gymnasium is adjacent to the classroom corridor.

Because of a very restricted budget, the architects used low cost materials throughout the building, using proportion and line elements to achieve an attractive design. The corridor serves as circulation space and coat storage area.

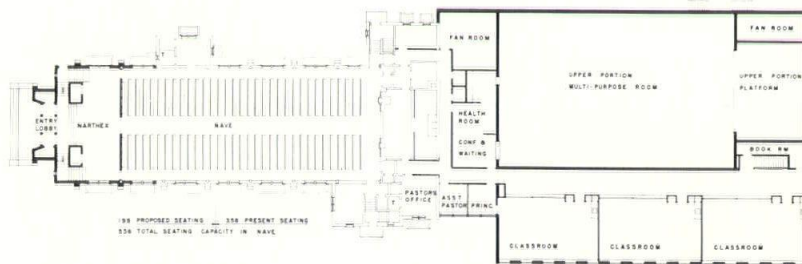
The gymnasium has a stage at the





PHOTOS: BIG CEDAR STUDIO

The new school's multi-purpose room (opposite, below) is shown in use as a gymnasium. One of the six classrooms is shown above. On opposite page is ground floor plan; at right is first floor plan.



THE COMPLEAT ARCHITECT

Architecture, the one art with a highly malleable philosophy behind the work, needs to be defined from time to time. The architect himself can find guidelines in a word summary of what the vocation can be at its ultimate. But even more the layman needs an appraisal of the field to know what it is trying to do and what it can do for him.

J. Roy Carroll Jr., former president of the American Institute of Architects, recently created a verbal picture of the endeavors of American architects today. In a talk before the Los Angeles Rotary Club, Mr. Carroll explained how the field is at once an art, a science, a business and a profession.

"It is certainly an art," he stressed. "In fact, it has long been known as the mother of the fine arts." Yet, as the one utilitarian art, architecture must be far more than a simple expression of aesthetics.

Because a piece of work must endure time and weather and the stress of its own weight, the art of architecture is founded on science. "Advanced chemistry, physics and mathematics give us our materials, structural systems and building products. Science keeps expanding the limits of our possibilities. Today we can design buildings in virtually any size, shape or form and for every conceivable use." Through the growth of science, architects are constantly finding out how to do new things and how to do old things better, Mr. Carroll told the group.

The architect who does not approach his work as a business, as well as an art, sooner or later will find a mortgage on his ivory tower. "The competent architect must be a businessman to understand the needs and problems of his client. He must find out how the client's business works . . . to know how to design his building," Mr. Carroll said. The finance plan will determine whether building costs are high or low, which in turn will govern future maintenance costs, all vital matters to the man who writes the checks. Then, with his drawings, the architect harnesses into a single team tradesmen working in 30 to 50 different aspects of the building industry. During construction the architect's role

as a businessman continues with a mountain of paperwork, monthly payment certificates and, finally, the certificate of completion. If the architect is also called upon to recommend sites, estimate traffic capacity of the area and figure in the rise of a whole community around it, his work becomes, for the moment at least, far more of a business than an art or a science.

Mr. Carroll went on to explain architecture as a profession, and architects as professional men worthy of a client's trust. Unlike package dealers in the building industry who take profits both from their designs and the products used to execute them, architects are obligated to work only in the interests of their clients. In essence, the architect is a personal agent for his client in every stage of a building's development.

"Every building that can be called architecture must combine structure, function and beauty — and find excellence in all three within a stated amount of money," Mr. Carroll summarized. "This takes a lot of skill and a lot of doing. Obviously no one man can be equally gifted or competent in all of these areas." But, he told the group, many architectural firms, small and large, have in their staff or within their reach men who can fill the fourfold demands on architecture today.

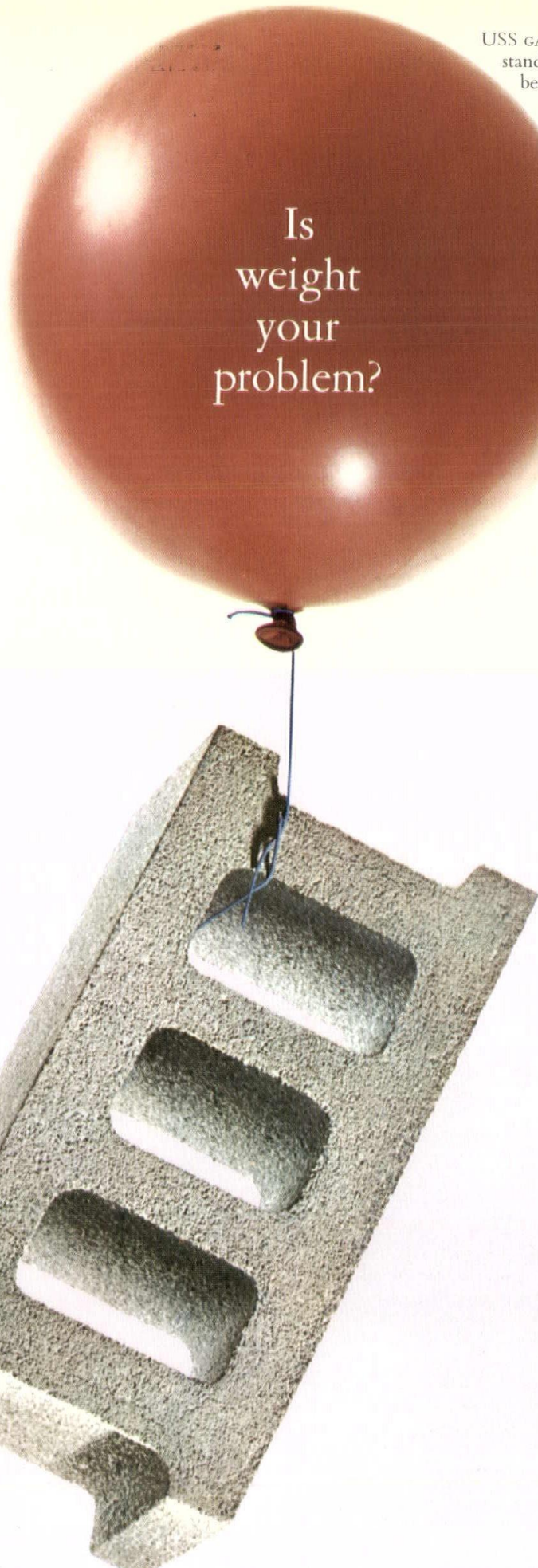
With his definition complete, Mr. Carroll went on to apply it to an America that is "fast becoming known as the nation with the most beautiful buildings and the ugliest cities in the world.

"Within the next 40 years," he said, "We will be required to duplicate every single structure in the country, to replace obsolescent buildings and neighborhoods and house the increased population of that time. We have the ability to build a new America that will rival the beauties of Greece and the glories of Rome. We also have the ability to manufacture ugliness and turn America . . . into a huge junk yard.

"Give us, the architects, the opportunity to help you make the right decisions and build . . . a strong and beautiful America," Mr. Carroll concluded.



J. ROY CARROLL, JR.



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CHAPTER NOTES

The Executive committee of the Wisconsin A.I.A. chapter met in the Seven Seas restaurant at Hartland on May 15.

At the meeting were Leonard H. Reinke, Mark A. Pfaller, Emil W. Korenic, Allen J. Strang and James J. Angus. Also present were Lawrence E. Bray, Paul H. Graven, Charles Haeuser, Roger M. Herbst and Robert P. Potter. Donald M. Schoepke, Al J. Seitz, Norman Sommers and Robert L. Yarbrow completed the attendance list.

Since the previous Executive committee meeting, there had been little activity in the chapter sections, which cancelled local meetings and continued to promote the state convention at Delavan. Summer meetings will also be on a tentative schedule.

Committee members briefly discussed Wisconsin's part in the A.I.A. convention at St. Louis. Chapter officers scheduled a caucus for early in the convention week which began June 14. Mandatory standards revision and several minor changes in institute bylaws were the main items of convention business along with the support of Julius S. Sandstedt for vice-president of the institute. Joseph Flad took charge of Mr. Sandstedt's campaign.

An interior decorating firm was asked to reconsider its proposal for chapter office furnishings after the committee found the proposal impractical and too costly.

The directors decided not to consider the Rainbow Springs country club at East Troy as a new convention site until 1966. The club, scheduled for completion next fall, could be overtaxed by a meeting as large as the chapter's convention, they decided.

President Reinke and Al Seitz have offered assistance to a group of Danish architects now touring the United States. The group plans to visit the Racine-Kenosha area. The date of their visit is not yet established.

The meeting adjourned to Rainbow Springs country club at 2:30 p.m., adjourning from there at 4 p.m.

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W. A. F. REPORT

Two of the nine students who received tuition aid from the Wisconsin Architects Foundation this year have graduated with top honors.

Richard J. Jarvis, of Sheboygan, was given a bachelor of science degree from the Illinois Institute of Technology. With no class grade lower than A, he ranked first in his graduating group. Last November Mr. Jarvis was chosen on the basis of his scholastic record to represent his school at a national American Institute of Architects, student convention in Wash-



RICHARD KUEHL



RICHARD JARVIS

ington, D. C. In June he was honored with a medal and the Henry Adams book award at a Chicago A.I.A. chapter dinner. He is now working with Edgar A. Stubenrauch & Associates, Inc., in Sheboygan.

Richard H. Kuehl, also of Sheboygan, graduated in the top three of his class at the Rhode Island School of Design. For excellence in his architectural work during five years of training he also received a medal from the A.I.A. Mr. Kuehl is now working with the Providence, R.I., architectural firm of Robinson, Greene & Baretta, where he worked part time during his schooling. He plans to work for one year, then study for a master's degree at the Massachusetts Institute of Technology.

Five more students who received tuition aid this year are scheduled to graduate in 1965. Aid applications from six other students in the state will be reviewed at a foundation directors' meeting this summer.

WELCOME ABOARD

CORPORATES

Charles William Luedtke

BORN: Milwaukee, December 9, 1934
RESIDES: 8110 W. Evergreen Road, Mequon

FIRM: Charles Luedtke & Associates, Milwaukee

FORMER STATUS: Advanced from Junior Associate

Howard Charles Schroeder

BORN: Milwaukee, July 14, 1918
RESIDES: 1129 N. 45th St., Milwaukee

FIRM: Francis S. Gurda, Milwaukee
FORMER STATUS: Advanced from Associate

ASSOCIATE

William Tyler Gray

BORN: Omaha, Nebraska, August 15, 1932

RESIDES: 2418 N. 67th St., Milwaukee
FIRM: Architects III, Inc., Milwaukee
FORMER STATUS: New member

Ronald D. Hanske

BORN: Racine, February 1, 1937
RESIDES: 650 Otter Ave., Oshkosh

FIRM: Irion & Reinke, Oshkosh
FORMER STATUS: Advanced from Junior Associate

JUNIOR ASSOCIATES

William Thomas Butterfield

BORN: Racine, November 6, 1941
RESIDES: 1711 Carlisle Ave., Racine

FIRM: Al J. Seitz Associates, Ltd., Racine
FORMER STATUS: New member

Robert A. Inman

BORN: Dallas, Texas, March 11, 1935
RESIDES: 2503 E. Stratford Court, Milwaukee

FIRM: Kloppenburg & Kloppenburg, Milwaukee
FORMER STATUS: New member

New Law Requires Fallout Report

A report on fallout resistance must accompany plans for new public buildings in Wisconsin, according to a law passed early this year by State Governor Reynolds.

The law, section 101.085 (chapter 460, laws of 1963) states: "Every architect and every engineer submitting plans for the construction of any structure using public funds shall, prior to the letting of final bids on such structures, submit a written report, indicating whether such structure meets or does not meet federal fallout engineering standards, to the contracting agency."

(Continued from page 9)

there why she didn't point out the negative elements. She replied that it was not her job to do so; her job was merely to report facts and not how she felt about them. She said this would cause people to think.

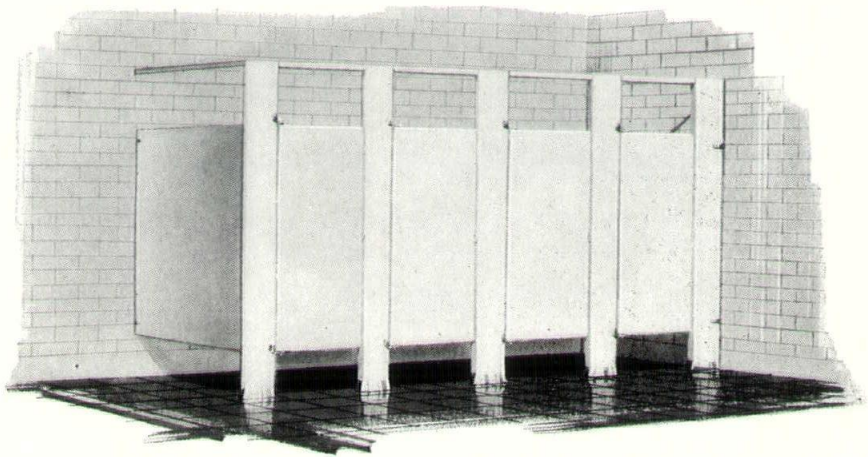
I disagree with her. We will read what she has written and turn to the comics, failing to question whether a building is proper, whether urban renewal is proper, whether comprehensive plans for the future are proper. In this failure to question, we will have failed our responsibility as citizens.

In fields as obscure as architecture and city planning we need persons who will interpret for the uninitiated, just as we need music critics. We need someone who will call out the bad and the good as he sees it. Ada Louise Huxtable, an able critic for the *New York Times*, wrote very negatively about the architecture of New York City's Pan American building two years ago. She also named the architects of this top-heavy addition to Grand Central terminal. Her brave move suggests that if everyone — architects included — speaks more frankly about architecture, criticism will become a powerful force.

We shall tend to agree with positions that favor our own, and disagree with those that do not. But we shall remain alert and guarded.

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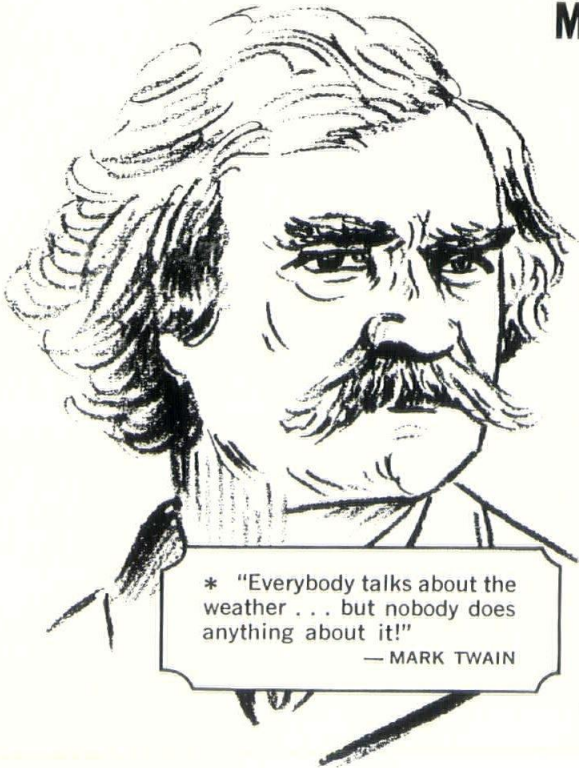
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NEW A.I.A. OFFICERS CHOSEN

New national officers of the American Institute of Architecture elected June 17 during the annual convention at St. Louis are:

President: Arthur Gould Odell Jr., Charlotte, N.C.
1st Vice-President: Morris Ketchum Jr., New York City
Vice-President: Rex W. Allen, San Francisco
Vice-President: William W. Eshbach, Philadelphia
Vice-President: Hugh A. Stubbins Jr., Cambridge, Mass.
Secretary: Oswald H. Thorson, Waterloo, Iowa

The secretary will serve for two years. All other officers will hold their positions for one year.

Victor C. Gilbertson, of Minneapolis, was chosen director of the north-central states region for a three year term.

Super Sky Wins

Skylighting was the emphasis in a display that won first place award at the 1964 state convention of the Wisconsin Chapter, A.I.A., at Delavan.

The display, exhibited by Super Sky Products, Inc., of Thiensville, was a scale model of the Wisconsin pavilion at the New York World's Fair. Built by Steinmann Architects, of Monticello, designers of the New York pavilion, the model was topped with a replica of the Super Sky extruded aluminum pyramid that rises over the original building.

The pavilion roof is built of aluminum rafters and cross bars holding blue and gold laminated safety glass. Neoprene glazing strips make the modified pyramid weatherproof.

Super Sky designs and builds skylights to standard and custom specifications.

Display booth awards were also won by the Best Block Company, Butler; the W. H. Pipkorn Company, Milwaukee; and the Unit Structures Company, Peshtigo.



JOHN FLAD (Continued from page 10)
architect in general practice.

As well as a senior member of the profession, Mr. Flad can also be called a senior family man. Married 52 years, he and his wife, Nell, have raised two daughters and four sons. The children, in turn, are now raising 22 grandchildren. Two of the family members, Mr. Flad's sons, Joseph and Thomas, have already added their talents to the Madison architectural firm.

Active living does not stop with busi-

Seminar To Meet

Architecture will be one of five art forms discussed in a seminar on artistic interpretations of space at the University of Wisconsin-Milwaukee this month. The five day program, beginning July 27, will also include talks on design, sculpture, urban planning and graphic arts. Walter Netsch, designer in charge at the Chicago office of Skidmore, Owings & Merrill, will speak during the architectural portion of the program July 29. The talks will be held from 1 to 4 p.m. daily in the student union, 2200 E. Kenwood Blvd. Registration forms are available from Mrs. Marian Stewart, U.W.-M. Extension Division, 600 W. Kilbourn Ave., Milwaukee. Fees are \$25 for the complete seminar, \$6, for a single day's attendance.

Alaska Surveyed

Eight architects and city planners arrived in Alaska this month to view earthquake damage in the state's larger communities. After an initial survey, the team will aid with rebuilding plans.

The members, who traveled from all over the country to meet in Anchorage, were appointed by the American Institute of Architects. They were selected for outstanding achievements in industrial architecture, earthquake-proof construction, urban design and transportation planning. Among them were experts on building safety, codes and materials.

ness and family for Mr. Flad. During the past 30 years he has given part of his spare time to horticulture. His specialty is the gladiolus flower and he has developed several new varieties while taking an active part in Madison's branch of the North American Gladiolus society.

On a farm near Stoughton, he began raising Holstein cattle some years ago. Here too he reached a high level of accomplishment, winning state fair awards and international livestock show prizes. "But it was an awfully expensive hobby, and I finally sold the herd in May," he said.

Recognition has also come from his work for the Catholic church. Recently he was accepted into the Knights of the Holy Sepulchre, one of the highest honors that can be paid to a layman in the church.

The flair of versatility that shaped his living also shows up in Mr. Flad's conception of a good architect. "First of all, an architect must have a creative spirit. He must add to that a mechanical mind and a good sense of color. He must be, as well as an artist and an engineer, a public relations man, a salesman and a businessman. Then he can get down to his basic job — bringing out beauty from whatever materials he works with, in whatever age."

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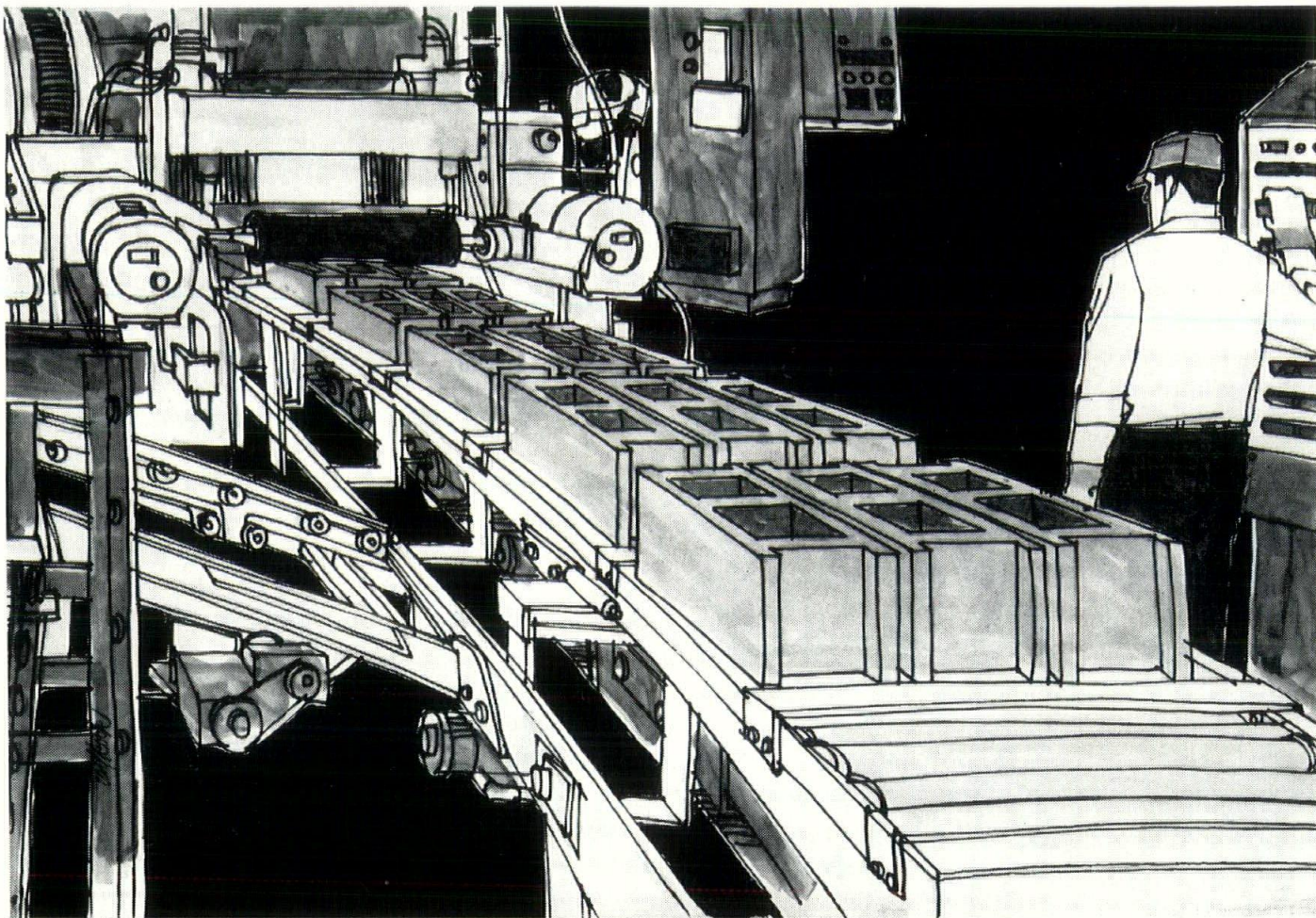


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