

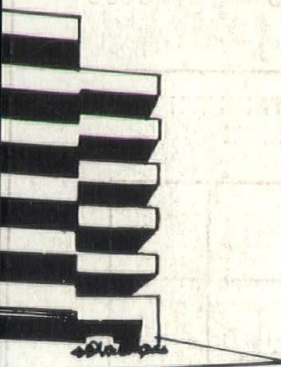
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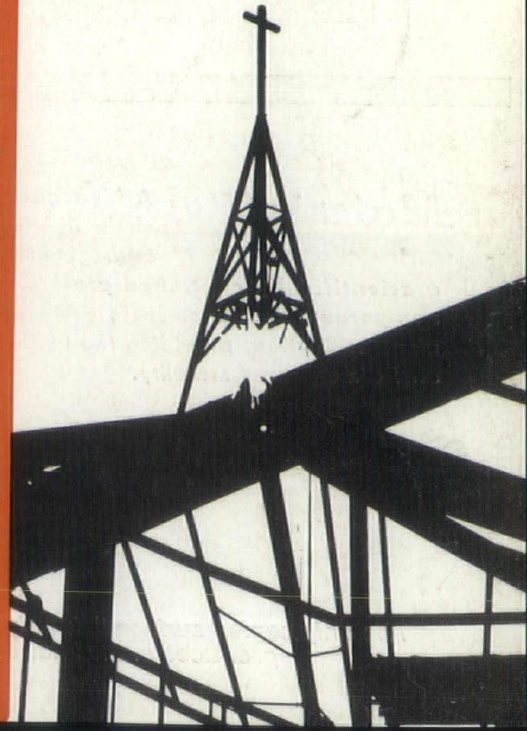


automation

roster issue

$$\sqrt{\frac{164}{13.1} \times (1.4)^3}$$

$$\sqrt{\frac{8.9}{2} \times 4.7 \times 1.89}$$



DID YOU KNOW?

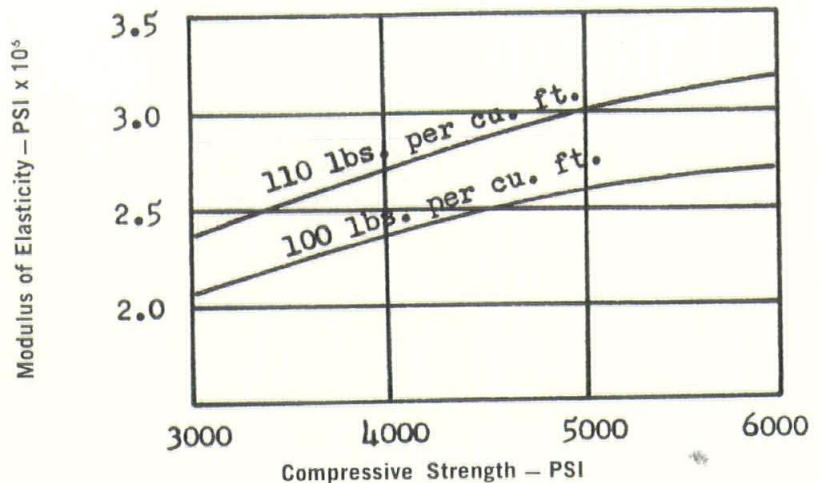
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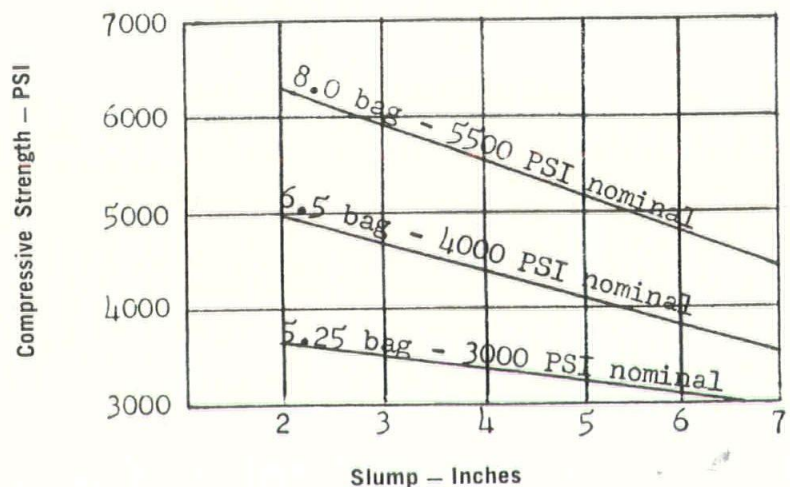
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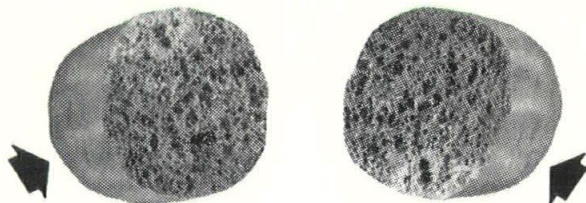


RELATIONSHIP BETWEEN COMPRESSIVE STRENGTH AND SLUMP FOR MATERIALITE CONCRETE



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MATERIALITE

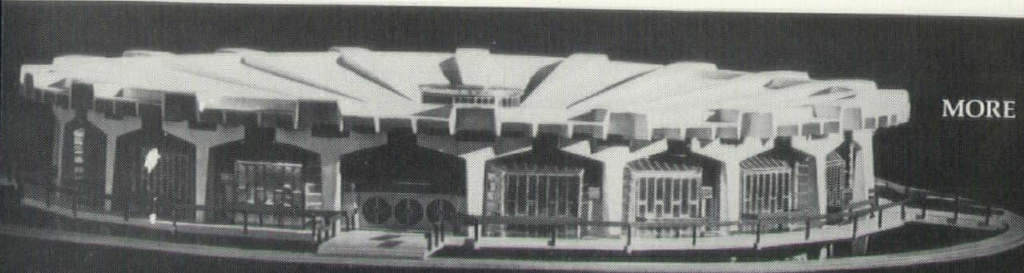
LIGHTWEIGHT CONCRETE AGGREGATE

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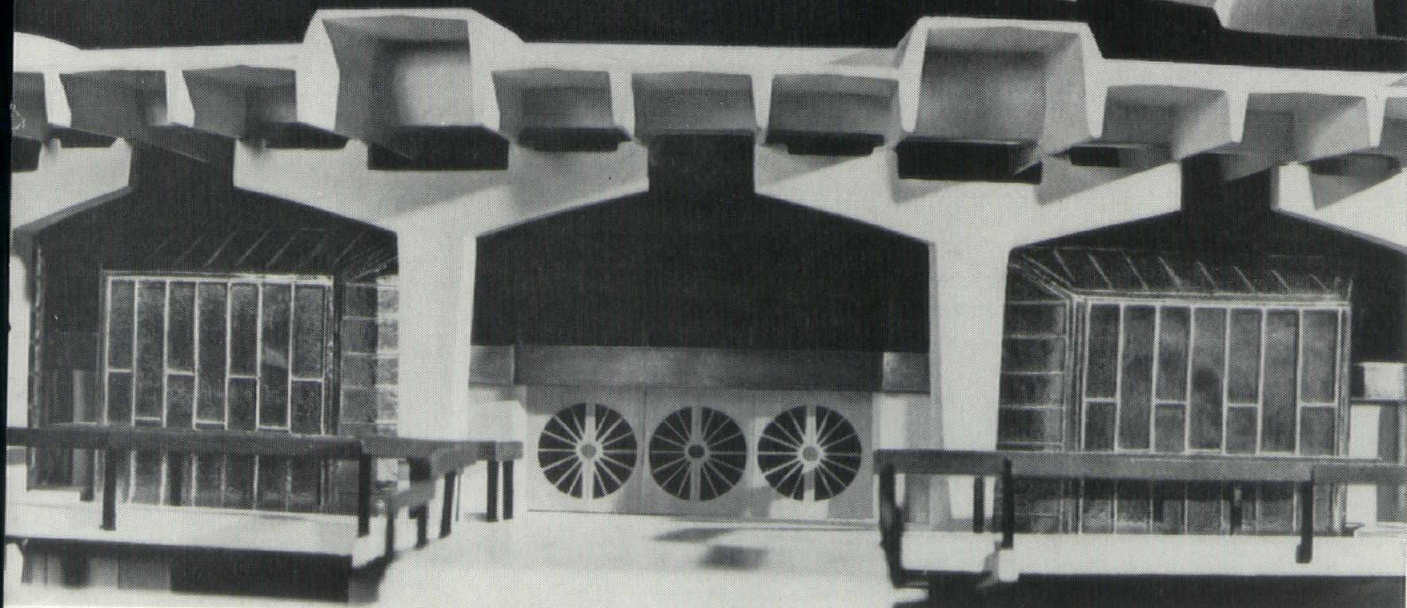

DIVISION OF
GENERAL DYNAMICS CORPORATION
300 W. WASHINGTON ST., CHICAGO 6—FRANKLIN



THE BEST IDEAS ARE
MORE EXCITING IN CONCRETE

40 WEDGES OF PRESTRESSED CONCRETE ROUND OUT A STRIKING 2000-TON ROOF

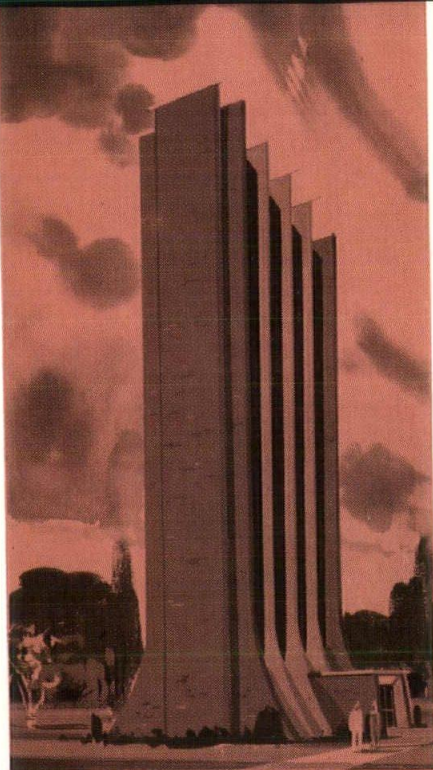
The spectacular new Convention Center in Phoenix is roofed by prestressed concrete wedges supported entirely by peripheral T-columns precast in concrete. Wholly unencumbered interior space, 180 feet in diameter, is effected by this unique design, along with superior acoustical qualities. □ Concrete provided the design versatility needed to achieve exceptional visual interest. The wedge-shaped roof sections, radiating from a center ring, are of alternating flat and "high-hat" double tees. This creates the decorative geometry of the roof-line and also produces a dramatic "beamed ceiling" interior. □ Everywhere today, concrete structures of all types are receiving recognition for their bold concepts and fresh, imaginative design treatments.



WINNER, 1964 PRESTRESSED CONCRETE INSTITUTE AWARD PROGRAM: HIWAY HOUSE CONVENTION CENTER, PHOENIX, ARIZONA. ARCHITECTS: PERRY NEUSCHATZ, A.I.A., LOS ANGELES, CALIF., GARY CALL ASSOCIATE, STRUCTURAL ENGINEERS: T. Y. LIN & ASSOCIATES, CONTRACTOR: E. L. FARMER CONSTRUCTION CO. OF PHOENIX

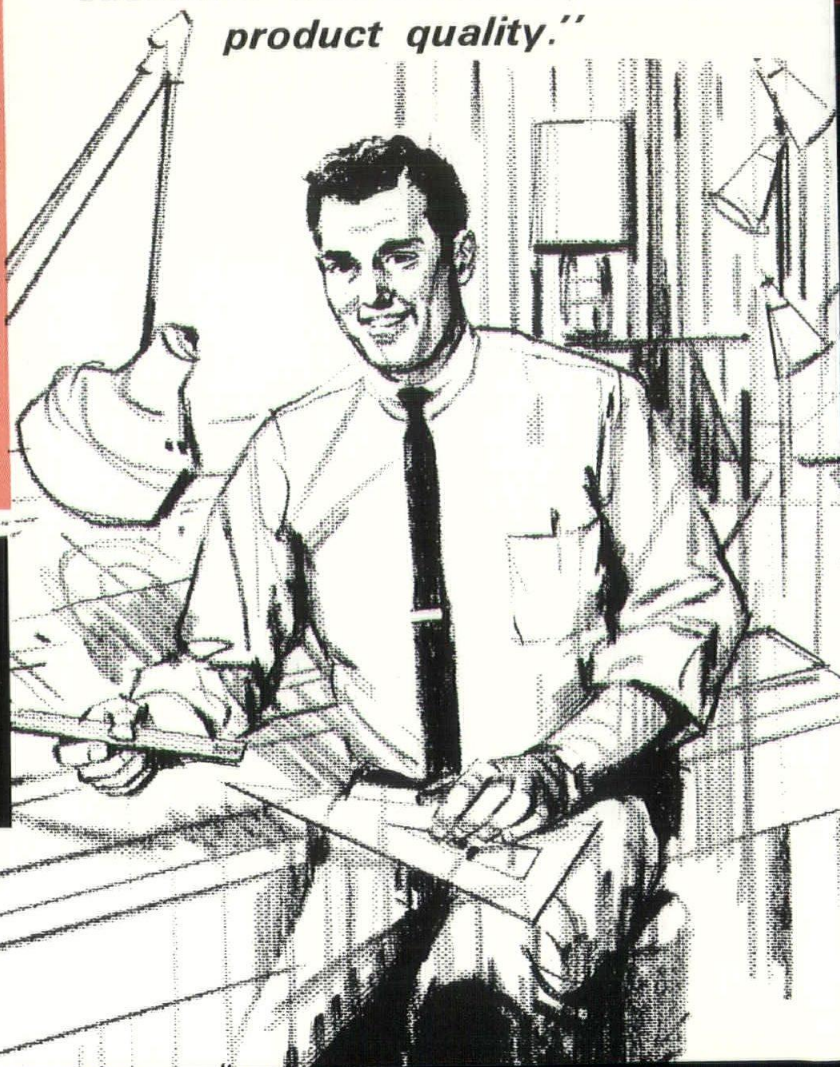
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Photo Credits: We want to thank James Pierson, our photographer, for covering the convention, for the excellent job he did and for the expediency with which he executed it. All convention photographs including exhibitors gallery are his.

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notes of the month

This year's convention of the Wisconsin Chapter, AIA, surpassed the already impressively successful '65 convention, both in the professional seminars and the usual entertainment one expects at a gathering of this kind.

Because of the caliber of the professional seminars and the fact that automation needs the architect's attention and understanding, the WISCONSIN ARCHITECT, in this issue, reproduces two presentations; Automation — Instrument for Action by C. Herbert Wheeler, Jr., AIA (and suggests to refer to the recently published book "Emerging Techniques in Architectural Practice" for further documentation), and Automation — Instrument for Design by Charles Thomsen. Automation — Instrument for Efficiency by Dr. Goin Neil Harper is scheduled to follow in the July issue.

Reflecting on all that was presented at the convention, the thought of "total success" comes to mind. Stephen A. Kliment, Editor of Architectural and Engineering News, sensitively and thoughtfully keynoted the program, "Automation in Architecture." He was pleased to find all speakers at the convention to be principally involved in the application of automation, and therefore able to acquaint the audience with first-hand facets of automation in their practice.

If the atmosphere at the keynoter luncheon was underlined with sentiments and thoughts of "automation is on cloud nine and should preferably stay there" or "automation is far away," or the misunderstanding that the "monster" is going to replace us, all of this was dispersed with at the last seminar. Herein lies the true success of the convention.

After three days of introduction on what automation does already, what it can and cannot do, automation had caught the imagination of attentive listeners due to the contagious enthusiasm of Messrs. Wheeler, Thomsen, Harper and Kliment.

Another highlight, and an impressive one at that, was the presentation by Lt. Col. John A. Powers. For two hours he held his audience in the palm of his hand and took them literally via slide documentation with him on a trip to the moon. Knowledgeable, eloquently, determined and dedicated, he appealed to his audience for understanding and support of our space program that is scheduled to send the first human to the moon in less than three years.

president's report

Joseph G. Durrant

Each year as the practice of architecture broadens in scope and increases in complexity, it becomes a greater challenge to isolate a specific theme for this convention. Requisites for this program are many and varied. Always, a primary requirement is that a new or different concept be presented for membership evaluation.

This year — AUTOMATION — already an accepted and vital part of our existence, though relatively untried in architecture, is explored. Should advantage be proven in these three days, an innovation in the profession may develop. Using the leverage of current research, we are endeavoring to determine if the Architect can be released from some of the bondage of his profession to revel in his most zealously guarded area of ability — creativity.

These three days have a myriad of facts, information, product technology and enjoyment to offer. It can be an extremely profitable experience.

Take advantage of this opportunity to diminish this "lack of communications" we hear so often in a detrimentally critical fashion. By Thursday, you may be qualified to supply, in part, a response to the question — "What does the AIA do for me?"

Again, there is no doubt of the Herculean task performed by the 1966 Chapter Convention Committee. Chairman Bob Yarbrow and members, Art Py, Jerry Dommer, Bob Cashin, Shel Segel, Art Schwartz and Reimar Frank deserve a tremendous vote of appreciation for a full 12 months of effort and accomplishment. This committee is perhaps the strongest and most active in the Chapter Committee structure. So many Chapter activities culminate at this conference and so many objectives and entities of this organization are directly dependent upon this convention that this committee has unequalled responsibility.

Since 1964, the Chapter Convention Committee has had a companion group — the Exhibitors' Committee. Stalwart assistance and cooperation predominate to make these two committees join in one firm objective — a successful convention. This year *Jim Detienne* (Bradley Washfountain Co.) chaired the Exhibitors' Committee and working with him were: Russell Sandhoefner (Owens-Corning Fiberglas), Harry Wittwer (Kawneer Co.), Ted Hunt (Pratt and Lambert), *Ken Schaetz* (Architectural Building Products) and Morton Armour (Arwin Builders Specialties).

Officially on January 1, 1966, I accepted the reins of the Wisconsin Chapter, AIA from my able predecessor, Mark Pfaller. At that particular time, there were so many things, important and urgent, in progress that by January 3, I was in the frustrated position of wondering just what I had gotten myself into. In theory, the Chapter is governed by the Executive Committee. In practice, many times the Primary Officers are forced to

make decisions — making use of authoritative counsel as available — in the interim between meetings of the Executive Committee. Time works against the Chapter as it does everything else. Fortunately, we seem to have made more good than bad decisions and we've suffered no derogatory effects to date. To bring you up to date I'll have to regress to Mark Pfaller's term. We have a well refined system of continuity developed in the Chapter and it's possible to change Officers and Directors without the loss of an issue. At times it may be just a little difficult to determine who takes credit for what.

Last year Mark called your attention to the fact that the Chapter had retained Ray Tomlinson as Chapter Legal Counsel. At the onset, this retention was based strictly on a legal and legislative basis. Later last year legal services were expanded to include other areas of responsibility. In addition to legislative representation and regular legal services, we now have legal counsel acting on behalf of the Chapter in these areas: (1) Representation before Administrative Boards; (2) Public Relations with State Agency Administrative Personnel; (3) Making periodic reports to the profession on legislative and administrative development and (4) Interim legislative work in developing new and clarifying legislation in cooperation with other professional societies and affected groups.

We've had an extremely strenuous tussle in the legislature for about one and a half years and have had an opportunity to scratch the surface only, and lightly at that, in these other areas. This has been long deemed necessary territory of development for this organization and we now feel that this program has been launched. The prospects of the far reaching effects of this concept have been favorably received by the membership. There have also been some tangible results for the Chapter to claim.

New working relationships have been established with the Industrial Commission, the State Board of Health, the Department of Public Welfare and several other state agencies. Remember, this communication is elemental and a preface to greater things — the potential is vast. We are enjoying the reputation acquired this year — that of a small but very vocal organization.

We are now, as you are aware, testing the air in some fields of Federal legislation as well as State. The local is still the most critical aspect of our concern. Our legal counsel is here to give you a fairly complete report on achievements and activities. Aside from the technical issues he is best qualified to explain, there should be no doubt that we are experiencing a tenure of unprecedented governmental accomplishment.

This organization is maintaining a steady growth. At the moment ACTIVITY growth is ahead of MEMBERSHIP growth. However, the history of any organization will prove that these two entities never run

parallel. An equitable imbalance must always be present — this always proves challenging.

The Wisconsin Chapter, AIA, has, in the past 12 months experienced the loss of 6 members through death: Robert Chase, Stanley Howe, Don Knoblauch, John Waferling, Herbert Grassold and Urban Peacock.

We are having our usual problems of unethical conduct — not as acute this past year as it has been at times. We still have members who either forget or ignore the obligations and responsibilities inherent to the profession. There are always in this profession the people who do not accept professionalism as it should be — a way of life. They seem to prefer to use it as a mantle to hide behind when it's convenient.

Last year our parent organization, the Institute, instigated a long range program under the ominous title of "The War on Community Ugliness." Much like every other AIA component, the Chapter has taken a number of feeble thrusts at the enemy of ugliness. The weapons are numerous. Proficiency in mastering the techniques of these weapons is somewhat confounding. An entire State is a very large geographical area to challenge. As time goes on, we will take a more active part. An expanded program of preservation of historic buildings has been recently sanctioned in Wisconsin. This is as vital an aspect of the program as is urban renewal.

The War on Ugliness and other objectives have proved an inspiration toward placing more impetus on the Sections. The Chapter has four Sections, each operating to best serve the needs and demands of the members in their respective and particular areas of Wisconsin. The leadership in these units has been impressive and is partially responsible for a new strength in our structure. A new emphasis is being placed on the independent operation of the Sections. More activity and response from the membership are expected and this should lead to a more unified and better correlated Chapter. Occasionally it becomes necessary to reaffirm the reasons for our Chapter/Section organization and to re-evaluate it. This is presently under advisement.

As usual, this year, the Honor Awards Program was held. For the first time in many such programs, the judgment was not all complimentary. Reactions, dependent upon the individual responding, have been varied. This seems an opportune time to remind you of the importance of good critiques by the Honor Awards Jury, at regional, state or local levels, cannot be over-emphasized as a method by which the Architects can present critical analyses to the public. These critiques can establish a quality of performance and create stimulation for the profession. When this information is made available to the public, this may instill another form of evaluation as a guide for judging quality of Architecture. In January, the four Section Presidents and I attended an Institute sponsored program called "Operation Grassroots." The five of us spent two days of Institute orientation. Needless to say, our lessons were profitable. One factor, detrimental I think, continually evidenced itself. There is in existence an extreme lack of communications, on a national and local level. Just how does the Institute or, for that matter, the Wisconsin Chapter disseminate to members the information they need so desperately? There have been

innumerable attempts to resolve this problem. Each solution fails in some capacity. The only consolation at the moment is that the problem is receiving considerable attention.

The most inspirational and exciting news of this year is, of course, the announcement from the University of Wisconsin that a School of Architecture is in the offing. Many people in the profession and outside who have supported this program share in the satisfaction, and deserve more than a little credit for promoting this program to this point. The Wisconsin Architects Foundation with Fred Schweitzer as President has carried the major burden of sponsorship for a long time, assisted continually by Byron Bloomfield and his Chapter Education Committee.

I would be derelict in duty if I didn't at least touch on the famine and feast situation we are now experiencing in Architectural education. It has developed into something of a many-fold problem. In an effort not to defeat all the offers but yet to establish a practical approach, the Chapter and the Wisconsin Architects Foundation have submitted to the Committee on Higher Education and the University a statement: "The Wisconsin Chapter of the American Institute of Architects and the Wisconsin Architects Foundation do hereby recommend and approve the following statement:

- (1.) That the needs with respect to architectural education in the State of Wisconsin be met by the University of Wisconsin as proposed by the University and approved by its Board of Regents, namely, the Environmental Design Program at Madison and the School of Architecture at Milwaukee.
- (2.) That consideration be given to a selected Wisconsin State University (or Universities) to offer course work comparable to or compatible with the University of Wisconsin curriculum.
- (3.) That the Wisconsin Chapter of the American Institute of Architects, together with the Wisconsin Architects Foundation, do hereby offer all assistance and cooperation possible in the implementation of the University of Wisconsin's and Wisconsin State Universities' Proposed programs."

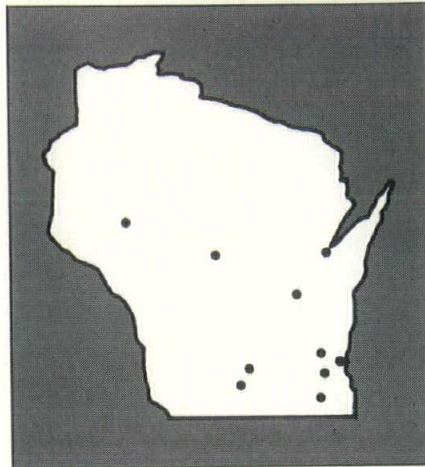
Almost without exception, the Chapter activities I have been discussing are the direct result of well functioning committees. Each is deserving of singular commendation for its efforts, however, we have just under 30 committees in this organization, plus special task force groups working on special projects, and time will not permit individual citation.

Reserved as a prerogative for Chapter Presidents is the challenge and recommendations he establishes for the balance of his term. I offer the following:

- (1.) Broaden "*The War on Ugliness*" and develop greater concern for "*Space*."
- (2.) Expand the program of membership education with respect to our ever increasing *professional liability*.
- (3.) Explore ways and means of regulating the *quality of our professional service*, particularly with respect to acceptable minimums.
- (4.) *Increased membership* through Sectional participation.

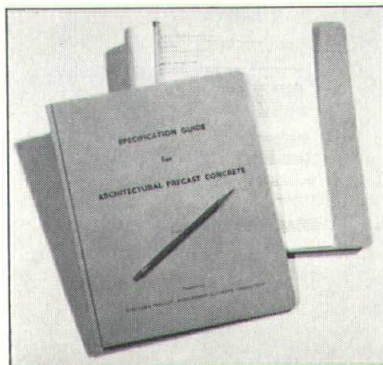
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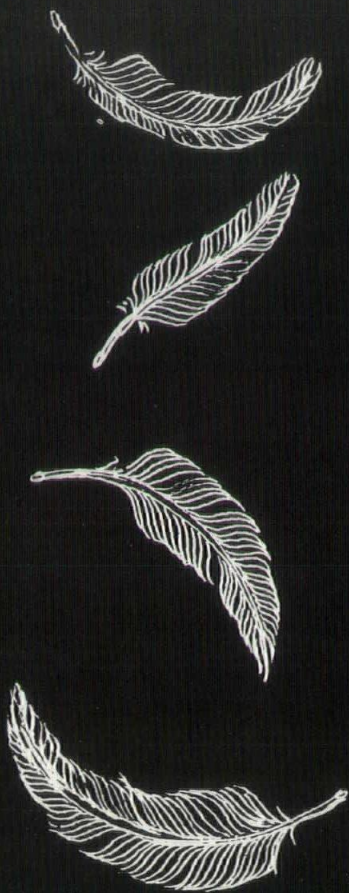
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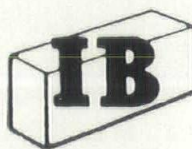
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From a fountain of concrete shells ...inspiring church design

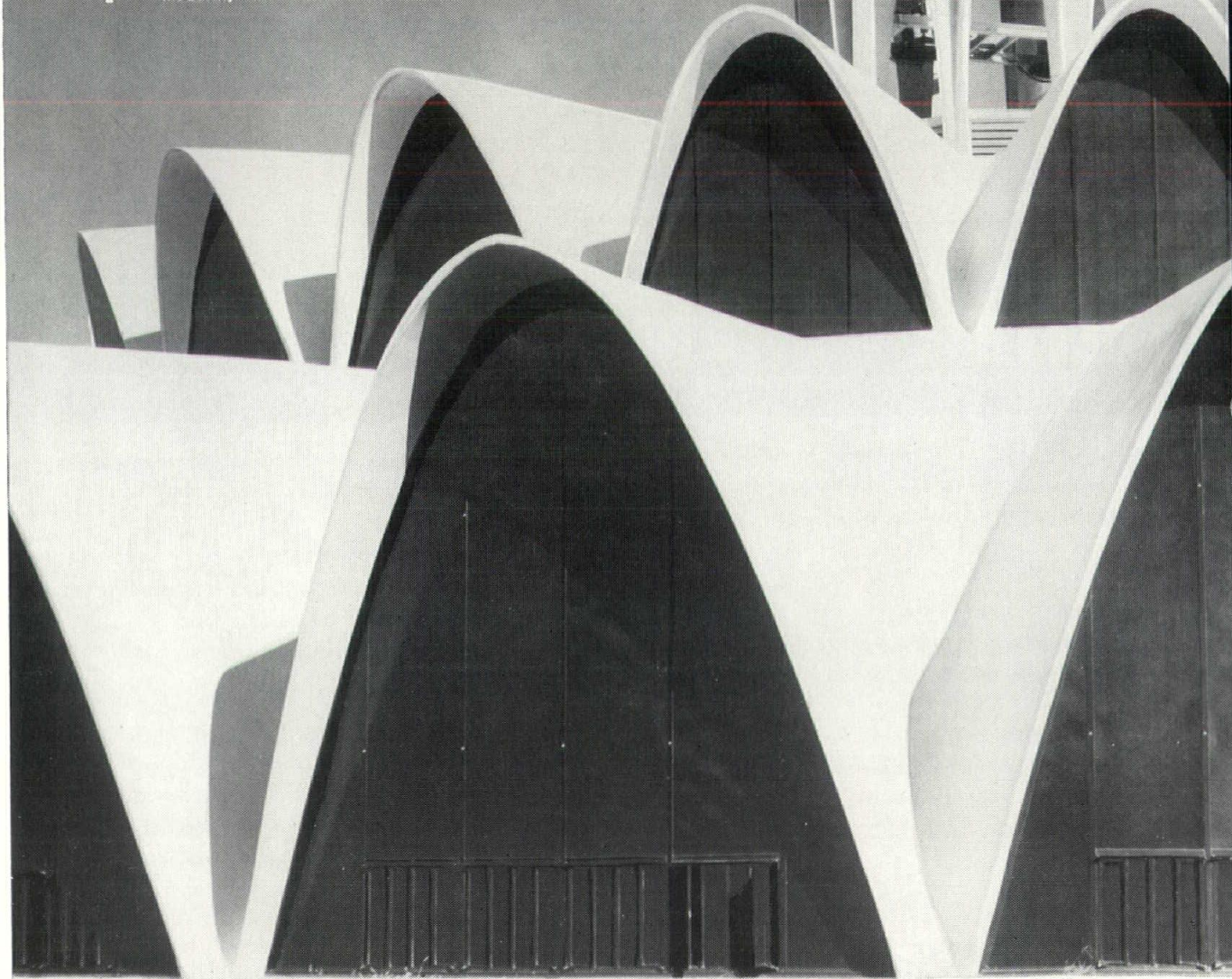
From the lantern-like tower that floods the main altar with natural light, concrete parabolas spill out in widening rings. The second tier forms a clerestory. In the lower cluster, the arches shelter monastic side altars.

On the interior of this new chapel of the Benedictine Priory, near St. Louis, Missouri, twenty parabolas echo the architectural theme. They rise from the floor to converge at the base of the tower.

Only shell concrete, with its fluid look, could bring such easy grace and modern simplicity to this circular plan which is basically one of the most ancient used for churches.

The best ideas are more exciting in concrete

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PORTLAND CEMENT ASSOCIATION

735 North Water St., Milwaukee, Wisc. 53202
A national organization to improve and extend the uses of concrete

from ground zero plus one



This is the second roster and convention issue that we have been privileged to put out under the banner of the Wisconsin Chapter, AIA, and it is the second consecutive record publication in terms of page content, ad content and last but not least REVENUE.

For this we have, of course, to acknowledge the fine operation of the Publications Committee under the energetic chairmanship of Maynard W. Meyer and the untiring enthusiasm of members of our Board of Directors in the persons of Harry Bogner, Charles Aeuser and Clinton Mochon. We also wish to acknowledge the continuing interest and support of Al Harse of Milwaukee, Ron Hansche and Ted Nugent, no barrel in from Oshkosh and Madison, respectively attend our evening sessions. We are gratified to have with us Mark A. Pfaller, past president, Wisconsin Chapter, AIA, lending us able, knowledgeable and most welcome support.

The Chapter Public Relations Committee with its new chairman, Terry Mooney, sees the magazine, as we do, as the architects' best public relations tool, and helping to gain a better understanding of architecture by the public. We are grateful to the Women's Architectural League of Milwaukee, always cooperative and willing to respond to the needs of the profession.

While we are passing out kudos, we wish specifically to call all your attention to the ever continuing and ever increasing support of the advertisers in the WISCONSIN ARCHITECT. These good friends and the firms that they represent have made your magazine our most important public relations tool. Only by virtue of the advertising dollars spent in the WISCONSIN ARCHITECT is the magazine able to be published, to be developed to its present status, and to look forward to an even greater future.

If you have been reading our letters to the editor column, you have perceived that the WISCONSIN ARCHITECT is getting acknowledgement from other State Chapters in the Nation, people in government both national and local, people interested in the welfare of our State, and those interested in furthering the architectural profession. Many times the WISCONSIN ARCHITECT has been asked permission to reprint articles by leading newspapers and other architectural magazines in their publications. Our status is climbing rapidly.

We must admit that we are pleased as you should be with this outside recognition. It certainly is an

indication that we are on the right track in trying to make the WISCONSIN ARCHITECT a meaningful and effective voice of the Wisconsin Chapter, AIA.

We are pleased to hear from our advertisers that our own members have responded to their advertising messages in the WISCONSIN ARCHITECT. This is most gratifying.

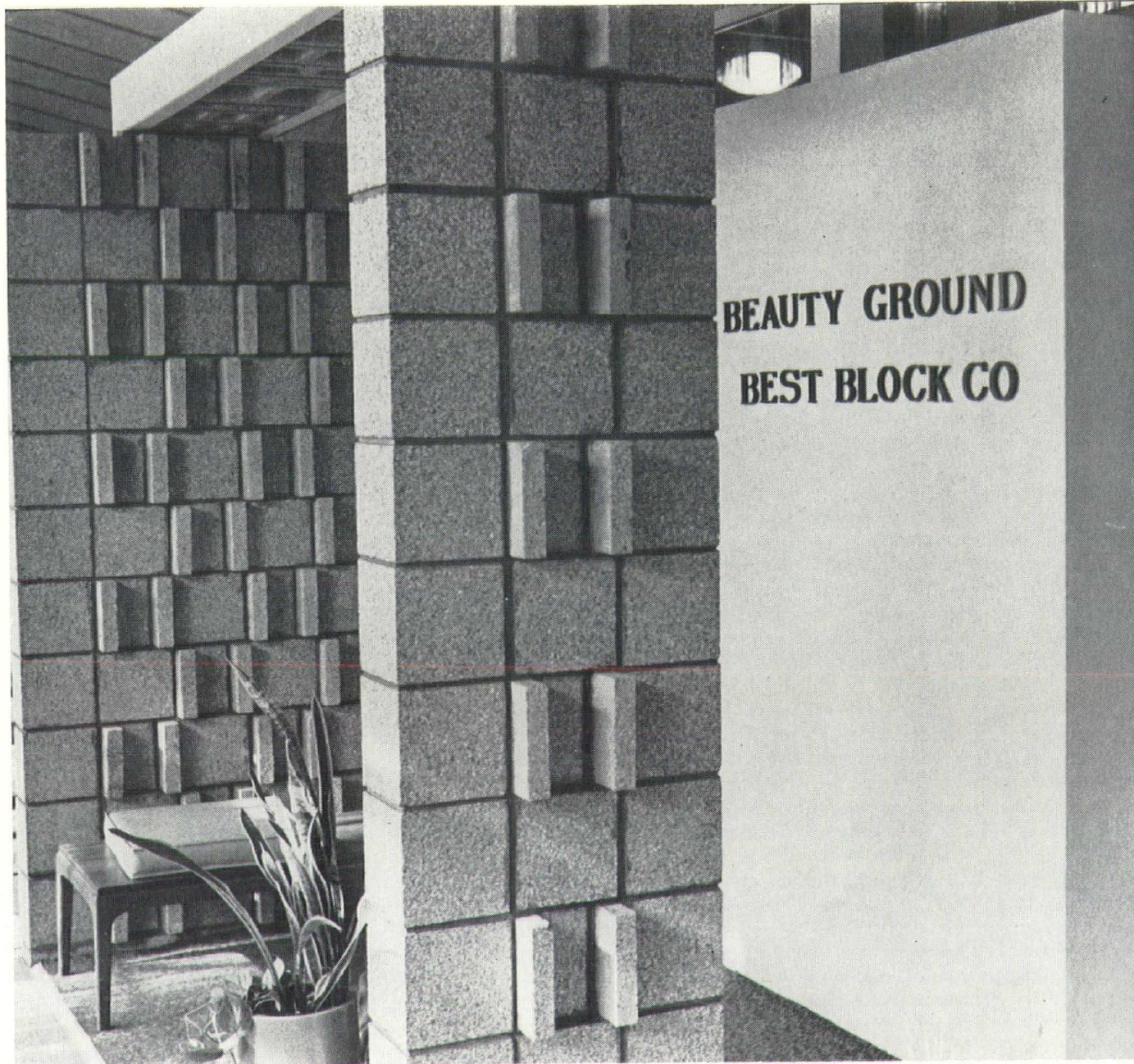
We feel now, that we have finally reached the edge of the clearing, both editorially and financially, and that we can make the WISCONSIN ARCHITECT what it really should be, THE CLEAR VOICE OF THE WISCONSIN CHAPTER, AIA.

In the past year we have faithfully continued to publish the State Sections issues in spite of the fact that an advertising revenue loss occurs with the Northern and Northeastern issues. These Sections particularly need our help and we need theirs. Members in these areas must get closer to the total AIA organization and must participate more directly. Please take this personally. We are convinced that the need of communication between each of the four Sections and the public is of vital importance to a strong State organization. We are also convinced that the WISCONSIN ARCHITECT is the tool for that communication. In the course of the last year, we have become increasingly aware of sources of information vital to each one and all of you, available for the asking. We shall continue to keep you informed in all areas of importance to your practice, and we hope to eventually establish in your conscience the realization that "communication" with the public from you and about you and your work can be most effectively established through the use of your very own magazine, this magazine, the WISCONSIN ARCHITECT.

We realize that you may not be aware of the ever increasing mailing list of the WISCONSIN ARCHITECT. Each and every month new names are added and by now the magazine reaches most public officials, interested in what you have to say, private people, interested in what you do and think, and just plain folk, interested in architecture and its effect on their environment!

Arlo Brink
Dave Reed

Best Block Presents Beauty Ground



Concrete Block is among the most popular of building materials. Its uncanny latitude allows for the soaring of the architect's imagination. The designer can reach far beyond the limits of other materials and concrete block never restricts from fulfilling lines, curves, and angles in the most efficient and fluid manner.

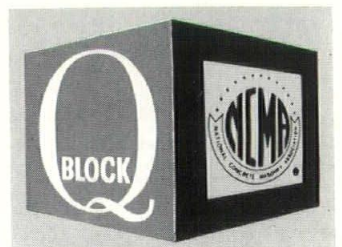
And now, as you have all seen at your state conven-

tion, Best Block offers you BEAUTY GROUND. This beautiful ground concrete block will let you obtain an unusually large assortment of colors for design purposes. You now have a wide variety of solid shapes and colors that you can line up in most any wall expression. Truly, BEAUTY GROUND has infinite versatility and there are many wall effects that can be created.

This is just another example of BEST BLOCK COMPANY always striving to present you with the best concrete block available.

Best Block Company

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convention candid



President Joseph G. Durrant and Miss Sharon Singstock, attending the convention by courtesy of Ken and Tom Rosenberg of Northwestern Elevator Co.



Lt. Col. John A. Powers: "And now I am going to use this microphone the way it was intended to."



Victor C. Gilbertson, Director, North Central States Region, in conversation with our editor.

Automation conjures up a host of ideas and instills in even the least responsive soul a kind of respect and awe that is a major product of modern technology. Such major product is obviously not the intended result, nor a desirable one.

We have been exposed, at an excellent convention of WAIA, to the possibilities of computer use in our hitherto highly humanistic professional world. I wonder what the sum total of the impact has been on the collective membership of the Wisconsin Chapter.

Blindly accepting automation or completely ignoring it are of course wrong reactions. If we had a computer that would tell us what the future architect should be prepared to do, our problem would be simple and our course would be clear. The extremes of acceptance constitute my real concern as we move into the space age.

If we are not alert to the benefits of automation and accept it where a better job can be done, we will abandon our position of leadership to those disciplines which do utilize the scientific approach. On the flip side of the future could be recorded that the designer relinquished his job to the machine and again we will have lost.

The theme of the convention was a timely one and I would guess that each of you, now returned to the comparative quiet of the T-square, has decided upon a long range approach to the problem that reads more or less like this: We will actively investigate and seek out methods in which the "black box" can render economies and/or improve our work; we will be willing to underwrite research to supplement the innovations of the construction industry which fall short of application to the design fields; last, but very importantly, we are determined that the computer will be asked only for "yes" or "no" answers and will not make decisions as to which affirmative is selected.

It was a pleasure to once more attend the Wisconsin convention. I would like to voice my congratulations to President Durrant for a job well done, to Bob Yarbro and Jane Richards for their work and to the exhibitors for a very fine product show. I look forward to the 1967 Regional Convention in Milwaukee which, with Shel Segel's enthusiasm behind it, cannot help but be a winner.

Victor C. Gilbertson, Director
North Central States Region

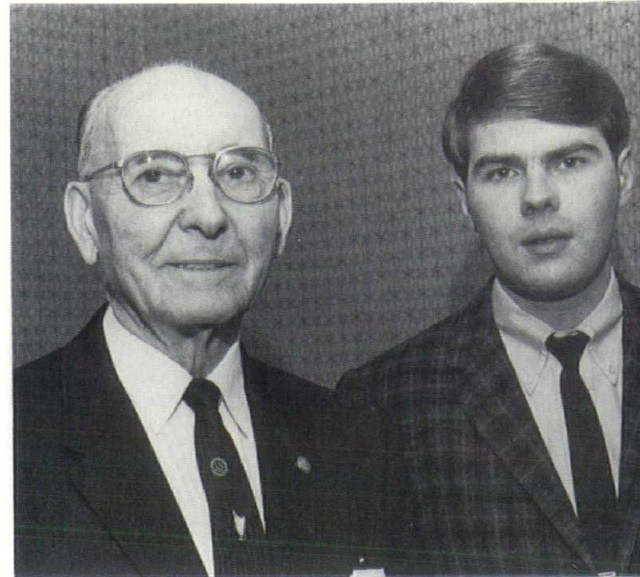


Norman J. Getchel, prize winner in the First Annual Architectural Press Photography Competition in conversation with Terry Mooney and prize winner Duane W. Hopp at the banquet at Lake Lawn.

Below: Mrs. Joseph G. Durrant, wife of our Chapter President, toastmaster Fritz von Grossmann, FAIA, and Lt. Col. Powers, speaker at the banquet.



Jim Detienne, chairman of the exhibitors committee, Miss Wisconsin, and Harry Wittwer of Kawneer Co.



The oldest and youngest member (in age) attending the 1966 convention got along splendidly. Emiel Klingler, AIA (Fit as a Fiddle at 78), and Kenneth Kailing, Junior Associate member, compared notes of their impressions of the convention. Emiel Klingler, a faithful attendant of consecutive State conventions, explained: "Kenneth is entering the field of a very fine profession." Then he had little advice: "The easiest way to reach the top is to be honest with yourself, your profession and your fellowmen."



Lawrence E. Bray, secretary-treasurer, and Robert Yarbro, chairman of the convention committee.



Handsome Mrs. Kaeser seems amused by her prize "Diligent Duchess Household Tool Kit," just won in the exhibitors gallery. Mr. Kaeser, will she put it to good use?



The genial and untiring hosts of "the annual marathon party," Ray Ohlgren and Don Osenga of Wood/Lam.



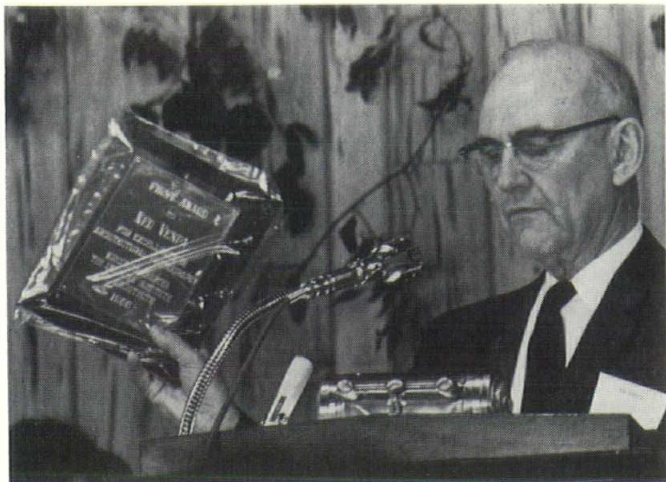
It was great fun to see people enjoy themselves at the dinner dance. Bill Guerin (l.) is his own "a go-go" charming self.



Leading the gut bucket band in the Wood/Lam hospitality room George A. D. Schuett (r.) inspires everyone to sing his heart out.



... and a good time was had by everyone listening to it.



Toastmaster at the keynoter luncheon, Edgar H. Berners, FAIA, presenting the First Annual Press Photographers Awards.



Dr. G. Neil Harper speaking on "Automation — Instrument for Efficiency" at the Thursday afternoon seminar.



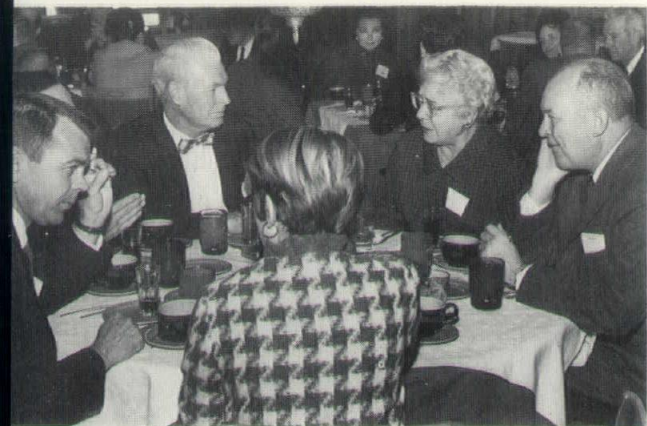
Vice President of the Wisconsin Chapter, AIA, and Mrs. John P. Jacoby.



Outgoing President of the Producers' Council, Russell Sandhoefner (right), presenting newly elected President of the Wisconsin Architects Foundation, Shel Segel, with a check at the annual Convention of the Wisconsin Chapter, AIA.



Stephen A. Kliment, Editor of Architectural and Engineering News magazine at the keynoter luncheon.



Byron Bloomfield, AIA, Mr. Page Johnson, Field Engineer with Portland Cement Association, Mr. and Mrs. Sandt at the keynoter luncheon.



Wife Mrs. Alexander catching the attention (r. to l.): John Marcouiller, husband Pete, Connie Frank, Wm. Carter, and Reimer Frank.



This group seems to think . . . "you can't win 'em all."

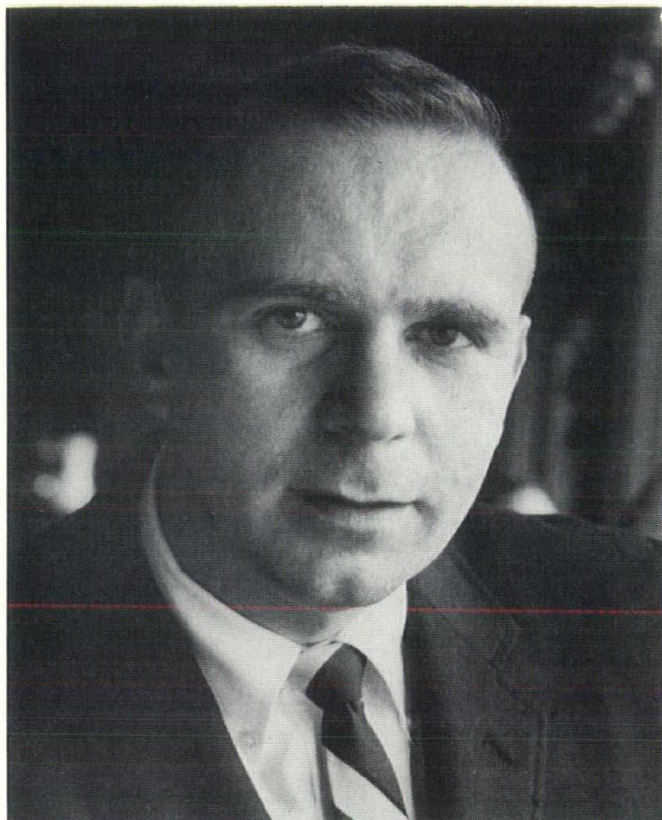


There was a lot of action at "Las Vegas" night. Dave Radbil (second from right) had a good hand, for a change, or so it seems. Bill De Lind of L.O.F. was either tired or figuring out a dead sure system. Lt. Col. Powers and Mrs. Powers are seriously involved in the game. (Upper left hand corner.)

IF WOOD COULD TALK . . .

advertisement

WHAT WOULD IT SAY ABOUT BEING USED FOR A "GYM FLOOR?"



CHUCK STINGEL, President



ED HASSETT, Vice President

After many years of experience in "Wood Floor Installations," we are confident that "MR. HARDWOOD MAPLE" would enthusiastically endorse the "Loxit System" as his chosen way to spend a Life-time!

MR. MAPLE knows that he would be "CUT DOWN TO PROPER SIZE" — and PUT IN HIS PLACE" — and, he certainly wouldn't be "GOING ANYWHERE!" However, it would be realized that he and his "FELLOW TIMBERS" would at all times have the *firm support* and *necessary flexibility* to enable them to give the LASTING SERVICE required of them.

MR. MAPLE would also know that he was being installed in a position where he would have no fear of having to be replaced — assuming those above him did their jobs RIGHT — because he would know he was

"CUT OUT FOR THE SLOT HE WAS FILLING"

Mr. Architect — the above may be fashioned on a "FABLE" — but it stems from "PURE FACT" . . . if you haven't already . . . please read the following "LOXIT SPECIFICATION." The system was created by Mr. Leon F. Urbain, AIA — in 1927 — he worked steadily on its perfection until 1934 at which time it took its present, unchallenged form of EXCELLENCE.

We are aware, certainly, that there are some who have introduced *similar constructions* — in THEORY — we cannot help but consider this a COMPLIMENT. However, in FACT, we must relegate them to IMITATION. Nothing yet has been advised to replace the DIAMOND — in all its splendor — and similarly — there is only one "LOXIT SYSTEM" !!

E. R. FLINT & CO.

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LOXIT FLOOR-LAYING SYSTEM

IMPORTANT!

Why use a substitute since the ORIGINAL LOXIT SYSTEM which has been in continuous service for more than thirty years is available to you.

WHY USE A SUBSTITUTE?

BEAUTY
PERMANENCE
MAINTENANCE
EASY INSTALLATION

Catalog F. L. 1966

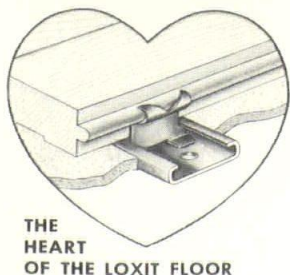
LOXIT SYSTEMS, INC.

549 W. RANDOLPH STREET

**LOXIT
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INC.**

CHICAGO, ILLINOIS 60606

A.I.A. File No. 19-E-9



THE LOXIT FLOOR LAYING SYSTEM

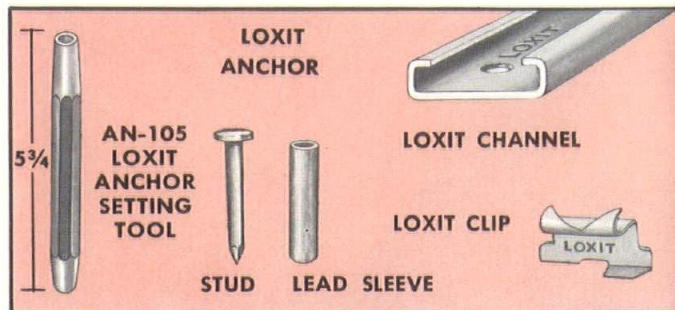
Why use a substitute since the original LOXIT Tongue and Groove Floor Laying System is available to you. Over thirty years of Dependable Service, with installations all over the United States. This is a fine record. WHY USE A SUBSTITUTE?

ECONOMICAL • PERMANENT • BEAUTIFUL

A simple mechanical wood floor laying system • No wood sleepers • No nails
No adhesives • No special tools needed • It's a "must" for large wood floor areas laid on concrete

IMPORTANT ADVANTAGES OF THE LOXIT TONGUE & GROOVE FLOOR LAYING SYSTEM

- 1. SIMPLE SLAB CONSTRUCTION**—No inserts are necessary. The laying of the concrete slab is simplified.
- 2. TOTAL THICKNESS**—of a Loxit-laid floor including $2\frac{5}{32}$ " flooring is only $1\frac{1}{8}$ ". When using $3\frac{3}{32}$ " flooring allow only $1\frac{3}{8}$ ". Loxit clips are also available for $4\frac{1}{32}$ " and $5\frac{2}{32}$ " flooring.
- 3. NO EXPANSION JOINTS NECESSARY**—The Loxit system limits expansion.
- 4. DEAD AIR SPACE**—Dead air spaces retain moisture. Grouting channels to the top automatically eliminates moisture-laden dead air spaces.
- 5. FIRE AND VERMIN PROTECTION**—Grouting the channels to the top closes the dead air space under the floor and automatically provides fire and vermin protection.
- 6. SQUEAKS IN WOOD FLOORS**—They are caused by vertical movement. By properly shimming and grouting the Loxit channels, vertical movement is eliminated in a Loxit-laid wood floor and squeaks are avoided.
- 7. RESILIENCY**—By shimming and grouting the Loxit channels as recommended, a floor that is free of dead spots and "live" all over with proper resiliency, is assured.
- 8. NO SPECIAL MILLING REQUIRED**—The Loxit floor clips have been designed to work with the gauges adopted by the National Associations manufacturing flooring, requiring *no special milling*.



ONLY THREE BASIC PARTS NEEDED—LOXIT CHANNELS—LOXIT CLIPS AND LOXIT CONCRETE ANCHORS

- 9. END MATCH PROTECTION**—All commercial, industrial and gymnasium wood floors require end match protection. By grouting Loxit channels to the top as recommended, end match protection is automatically provided.
- 10. REPLACEMENTS AND REPAIRS**—Loxit laid floors can be taken up and re-laid without waste other than new clips. Flooring salvage almost 100%.
- 11. EASY AND QUICK TO LAY**—The Loxit system can be mastered within an hour by any experienced carpenter or floor layer. *The clips are set with the flooring itself. No special tools are required.*
- 12. FLOORING LAYS SMOOTH AND EVEN**—Loxit laid floors require only light sanding in finishing since the Loxit System is a mechanical system using parts of fixed dimensions.

INSTRUCTIONS TO CONTRACTORS

by L. F. Urbain, A.I.A., Consulting Architect, Inventor Of All Loxit Systems

READ CAREFULLY BEFORE STARTING JOB.

WHAT IS IT? It is a mechanical system used to lay strip tongue and groove wood flooring without wood sleepers, without nails and without adhesives. It consists of three basic parts: (1) The Loxit channel, (2) The Loxit floor clip, (3) The Loxit or other type of concrete anchor. Then there are the shims to shim up and level the channels—and the felt stripping to keep the channels clean while they are being grouted in.

THE CONCRETE SLAB—How does it look? Is it level? Is it smooth? Is it finished to proper height?

The flooring contractor is entitled to a "decent" concrete slab on which to lay his floor and all of the above conditions should be good. If any of them are not right—*STOP*.



SHIMMING

If the slab is out of level or rough or too low, a lot of shimming may be required to level up the channels. Longer studs must be used where excessive shimming is required; otherwise the channels that are to receive the flooring may be left loose or work loose. If this happens, the finished floor will be loose too, and it

may raise up in those spots and/or, squeak.

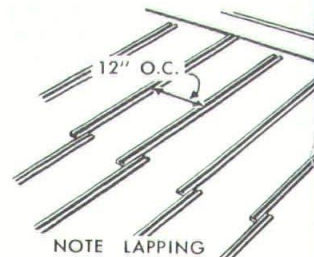
LAYING THE LOXIT CHANNELS USING LOXIT CONCRETE ANCHORS

Use the holes in the channels which are punched 4" o.c. as templates. Experience over a large number of jobs has shown that the best way to proceed to lay the Loxit channels is to start by fastening loosely the ends of the channels at the starting wall; laying out the channels 12" o.c. and then lining up the other end and fastening those loosely also. Cut a couple of sticks $10\frac{3}{8}$ " long. When laid between channels

it will make the channels 12" o.c. Vary the distance between end of starting channel and wall from tight up to 2". This will help to stagger the anchors.

Put in the anchor at the center, then level up and shim the channels. Set anchors using a Loxit Anchor Setting Tool so as not to damage the edge of the channels.

Now, put in the rest of the anchors setting them about 12" o.c. which would mean using every third hole. But, stagger the anchors as you go along—in other words, leave one or close up a hole now and then. The contractor may now grout the row of channels. See "Grouting the Channels."



LAYING THE SECOND (and subsequent) ROWS OF CHANNELS

It will be necessary to lay additional rows of channels since the channels are only 10 ft. long. *The channels should not butt the previous channels but should lap them from 3" to 6"*. Reinforcing the joints by lapping, assures uniform bearing for the flooring. Varying the lap from 3" to 6" or more provides the third way of staggering the anchors.

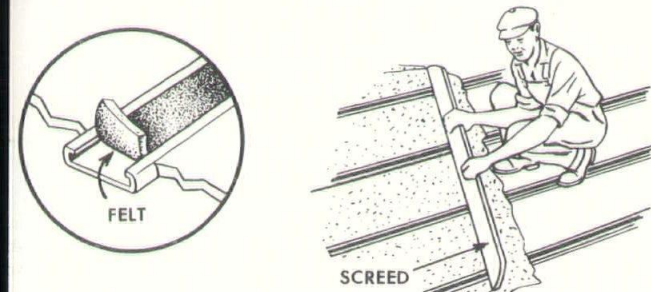
If a clip is left out now and then because of stud heads it will affect the quality of the floor; but if a whole row of clips were left out that would be serious. Therefore, it is important that the anchors be staggered and that the channels be lapped at the ends.

LOXIT CONCRETE ANCHORS—The Loxit concrete lead sleeve anchors have no shoulder. By using the punchings that are in the channel as templates, the lead sleeves will slip through the hole and seat themselves properly in the slab—and to their full length.

hole inside is tapered and the lower $\frac{5}{16}$ is solid lead. The sleeve is 1" long and its entire length should seat in the concrete. The holes receive the sleeves should be straight and even. Avoid waving the drill while drilling. By fastening a gauge on the drill, the drilling the hole to proper depth is made easy.

Laying of Loxit channels is a two-man job. If the helper will fasten the lead sleeve and the stud together as he is waiting for the driller to make the holes and follow up the driller immediately before the holes become clogged with dust, a much better job will result because the anchors will seat on the solid bottom of the hole. The workman who is setting the anchors fastens them loosely by hitting the stud a couple of light taps with a hammer, going back later to set them. Use Loxit stud set AN-105. By setting the anchors in this manner, he protects the edges of the channel.

ROUTING THE CHANNELS—Grout the channels with a grout made up of one part Portland cement to three parts fine sand or other suitable grouting material—mixed thoroughly to a thin paste—it can be spread easily. After laying the felt filler strips in the channels to keep them clean, the channels should be grouted using



port screeds about 3 or 4 ft. long to spread the grout evenly and quickly.

The grout must be allowed to project above the channels as that will interfere with the proper laying of the flooring, which must lay flat to the Loxit channel. The grout must be slushed under all channels so as to assure good bearing and avoid all vertical motion. It is this vertical motion that causes squeaks.

The contractor may prefer to lay all the channels and set all the anchors before grouting. This method is optional but most contractors set the row of channels already laid, before going to the next row.

LAYING THE LOXIT CHANNELS Using Powder-Driven Studs Method No. 1

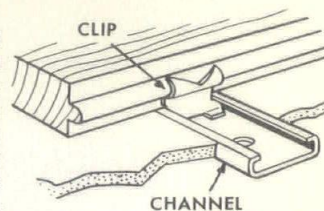
Assuming that the slab is level, smooth and up-to-datum. Set the channels as described on previous page. Shoot in the two ends and center (or a couple of intermediates) with studs of proper types, charge and length, which, in no case should be less than $1\frac{1}{4}$ " long. Then shoot in the intermediate anchors at about 12" apart as specified before. Always keep in mind that the anchors must be staggered. Grout as described above.

LAYING THE LOXIT CHANNELS Using Powder-Driven Studs Alternate Method No. 2

If the slab has not been laid up-to-datum, leveled and troweled to a true and even surface, "shooting" will be difficult, if not impossible, depending on how bad the slab is. A good Loxit-laid floor job starts with a good Loxit channel job and by the same token, a good Loxit channel job starts with a good slab. If the slab is not laid up-to-datum, leveled and troweled to a true and even surface, you are advised not to "shoot in" the Loxit channels. If you insist, however, on going ahead, then you should proceed cautiously as follows. Set the channels as described before. Level up and shim the Loxit channels with solid shims of proper thicknesses to obtain required datum and level. Shoot in the two ends and a couple of shots between with studs of proper types, charge and length. In no case shall studs longer than $1\frac{1}{4}$ " be used and then only where no shimming or only very light shimming has been required. Then level up and shim the channels as described and shoot in the intermediate anchors at about 12" apart as specified before. Grout as described above, but only after all anchors have been set and checked.

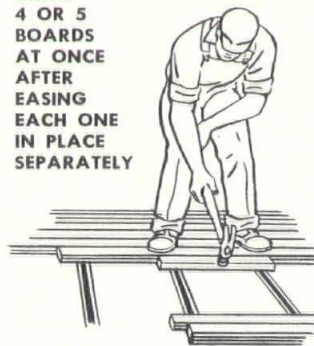
LAYING THE FLOORING—In laying a Loxit floor it is important that the floor boards themselves be held tight to the top of the channel as they are being laid. This is a simple thing to do since

a man's weight on the last board laid and the one that is being set is all that is necessary. The dimension of the bottom part of the clip being less than the thickness of the lower lip of the groove of the flooring, the boards will be held firmly to the top of the channels if the above precaution is taken to hold them down tight in the first place. Be sure that the first board is properly laid against the starting wall to give a good solid line to drive against. After the first board has been laid and fastened in the usual way, set Loxit clips in channels close to the tongue of the first board. Since the clips are wider than the channels, they will set at an angle of about 15° and will wedge themselves in this position.



Then bring up the next board. Set it close to with groove side towards the clips and the previous board. Workman should step across so that his feet are on both boards, the one already set and the one to be driven up next. By driving up with a hand axe or hammer, the board will engage the clips, straighten them in the channel, and as the two boards are being driven together, the clips will bite over the tongue of the first board and nestle in the groove of the second board, locking both boards together and to the channel. Usually in a Loxit-laid floor the floor boards will not stay tight singly. Simply ease the floor boards up without driving them hard.

DRIVE
4 OR 5
BOARDS
AT ONCE
AFTER
EASING
EACH ONE
IN PLACE
SEPARATELY



Proceed in this manner until four or five boards have been laid. Then take a piece of flooring and drive up the four or five boards together. This will assure a good tight floor because the accumulated holding power of the clips will be such that the flooring that is driven up in this way will be tight and stay tight, only the last board or two giving way a little.

In driving the four or five boards up together, it is best to use a short-handled hammer of about 7 lbs. weight. This makes it possible to drive the flooring up without abusing it. Clean, sustaining blows should be used in easing Loxit floors into place—not hard driving blows.

Do not abuse the flooring while laying it. Pounding the flooring with long-handled sledge hammers is a poor way to lay floors as every one will agree. Hammering the floor over and over again after the flooring is tight may loosen the channel anchors, stretch the clips, and set up internal stresses in the flooring already laid that may cause cupping later as the completed floor adjusts itself to the building. Don't take chances. Follow our instructions.

ACCLIMATING THE FLOORING TO THE JOB

Everyone who has had any experience with wood floors knows that the flooring must be acclimated to the job before the job is started. The best way to do this is to spread the bundles over the concrete slab during the acclimation period which usually takes from ten days to two weeks.

RECOMMENDATIONS FOR USE WITH THE LOXIT SYSTEM

- SIZE OF FLOORING.** Loxit recommends $2\frac{1}{2}$ " x $1\frac{1}{2}$ " as the size of flooring best suited for good resiliency and flexibility of adjustment to usual and unusual wood floor conditions for all school and similar uses, including gymnasiums, field houses, etc. Consult us for special purpose installations including heavy industrial floors.
- TREATMENT OF FLOORING.** Loxit recommends the factory processing of all wood flooring with a waterproof and anti-termite penetrating compound with penetration of 50% to 60% as an additional precaution against unusual climatic or job humidity conditions, and as an aid to maintenance after installation. In areas in which unusual climatic conditions prevail or in buildings subject to unusual humidity conditions, finished flooring should always be factory treated as an additional precaution.

TYPICAL SPECIFICATIONS FOR LOXIT-LAID TONGUE & GROOVE WOOD FLOORS

Important! See Instructions to Contractors (Pages 2 and 3)

Suggestions to Architect on Concrete Slabs that are to receive anchors. They should test at least 3000 psi after 30 days. The aggregate should be crushed stone or similar material. Hard granite aggregate or hard river gravel should not be used.

When slab is laid on grade, a proper fill should be furnished, with good drainage—and an adequate vapor barrier should be laid on the fill before the slab is poured.

The typical short specification which follows is entirely adequate in our opinion and is recommended by us. In addition, contractor should read Instructions to Contractor and follow the schedule of procedure shown below. Both are important.

SHORT SPECIFICATION (Full Specification Available on Request)

All wood floors shown on plans or called for by the specifications shall be laid with the LOXIT WOOD FLOOR LAYING SYSTEM (as manufactured and distributed by Loxit Systems, Inc., 549 W. Randolph St., Chicago 6, Ill.) strictly in accordance with manufacturer's recommendations.

FLOORING—Here specify the kind, grade and distribution of the flooring desired. **TO THE USUAL SPECIFICATIONS THE FOLLOWING QUALIFICATIONS MUST BE ADDED:** (If the flooring is to be maple or a hard wood of similar character, add) "All flooring to be used on this job shall be milled strictly in accordance with the Maple Flooring Manufacturers Association's official 1953 gauge." (If the flooring is to be oak, fir or other woods of similar character, add) "All flooring to be used on this job shall be milled strictly in accordance with the U. S. Commercial Standard Floor gauge."

FINISH—Here specify the sanding and kind of finish desired.

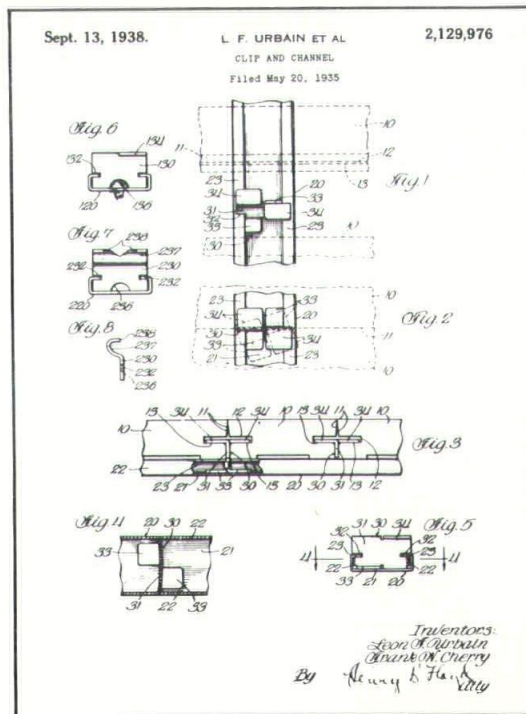
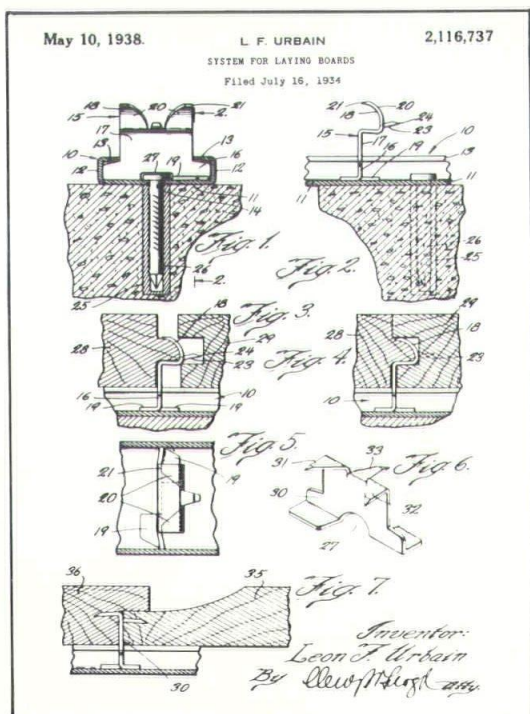
NOTE TO ARCHITECT: Include the following in **FINISH Specification.** "The finished floor shall not be sanded prior to two weeks following the completion of the installation."

PROTECTION—Here specify the protection from other trades, etc., desired.

ORIGIN OF LOXIT WOOD FLOOR LAYING SYSTEM Examine the Original Patent Drawings Below

The two LOXIT Wood Floor Laying Systems—the double wing clip system as well as the tongue and groove clip system are the invention of Leon F. Urbain, A.I.A. Architect. Three patents were issued—now expired. Of the two systems, the tongue and groove system was selected by Mr. Urbain as being the best and the most practical system for the laying of wood flooring in large areas on concrete slabs. It has been in service under the same management for over 30 years, and wood floors laid with the LOXIT tongue and groove wood floor laying system are in service all over the United States.

WHY USE A SUBSTITUTE WHEN THE ORIGINAL LOXIT TONGUE AND GROOVE WOOD FLOOR LAYING SYSTEM IS AVAILABLE TO YOU,—SPECIFY AND USE LOXIT.



Thank You...

For visiting our booth at the AIA convention
we hope you enjoyed meeting Miss Wisconsin
(we did)



VERTICAL TRANSPORTATION



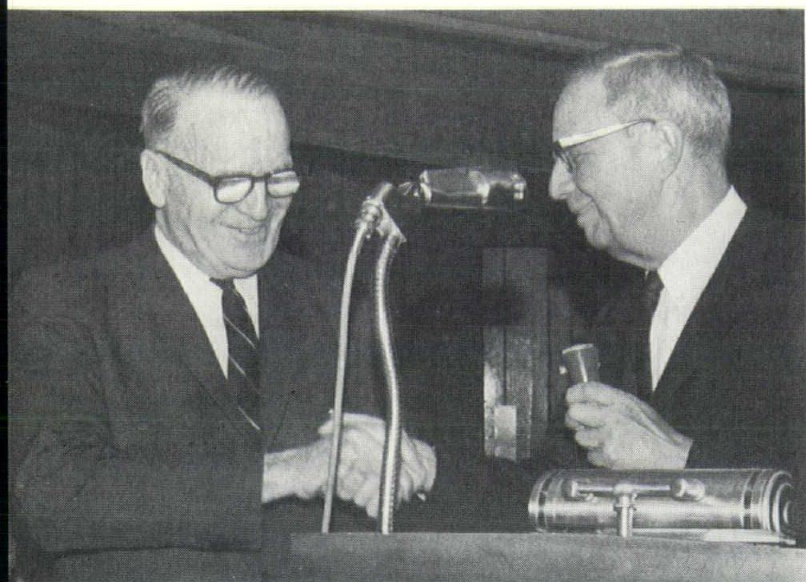
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Offices in MADISON and APPLETON

1966 WISCONSIN CHAPTER, AIA, CITATIONS



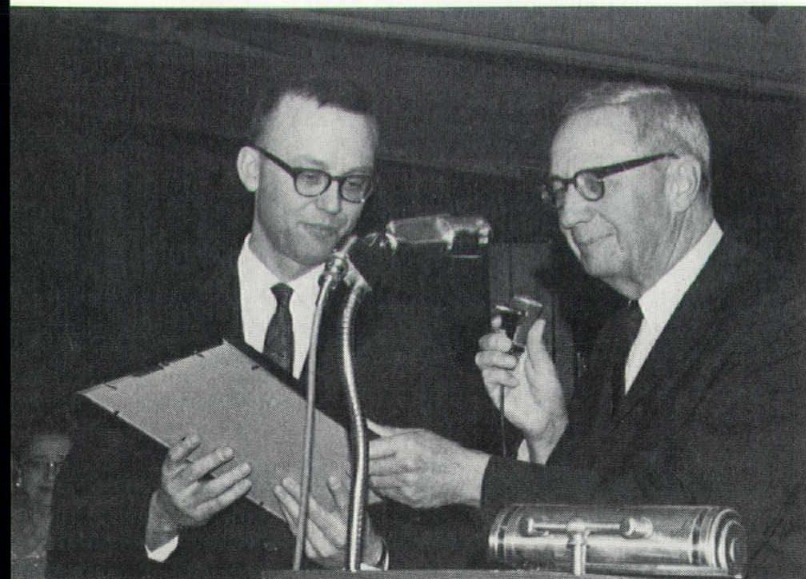
Edmund Fitzgerald

In honor of a distinguished career in business and finance from which a selfless and responsible service to his community was drawn to give leadership and direction in its physical and social redevelopment. For the caliber of citizenship the Architect has profound respect.



Harold Blumer

In appreciation of distinguished service offered to the Wisconsin Chapter, The American Institute of Architects, and School Associations of Wisconsin in preparation of the publication "To Create a Better School". His selfless devotion to this task was inspiration to the groups represented.



William Manly

For authentic and meritorious accounting on behalf of the Profession of Architecture to the citizens of Wisconsin and for the continuing service this vital communication has established.

(Left) Oliver Witty receiving the Citation awarded by William Manly, Editor of the Home Section, The Milwaukee Journal.

Sister Mary Remy Revor

Chairman, Art Department of Mount Mary College

For originality, expertise, meticulous and creative craftsmanship in the execution of decorative textiles. Her persuasion of students to participate in design inspiration has encouraged and developed young artists through and beyond the amateur stages.



Dik Wiken

Sculptor and Designer

For the nurturing of a unity of Art and Architecture through employment of versatile media and for masterful translation from concept to physical art.



Felix Senger

Artist

For endeavors in the field of liturgical art, more specifically that of stained glass and mosaic, which most emphatically bespeak his deep and untiring conviction that Liturgical Art should intensify the meaning of the words of the liturgy.



First Annual Architectural Press Photography Competition

A — Newspapers with over 25,000 circulation

Category I — Picture story of a single building.

Category II — Single photo of architectural subject.

Category III — Single photo during construction.

B — Newspapers with under 25,000 circulation

Category I — Picture story of a single building.

Category II — Single photo of architectural subject.



First prize (Category I-A): John W. Ahlhauser of the Milwaukee Journal. Photos of the Gerald H. Nickoll house.



The Wisconsin Chapter, AIA, held its First Annual Press Photographers Competition in cooperation with the Wisconsin Press Photographers Association. The competition was initiated to encourage interest and excellence in architectural photography. The very able and hardworking members of the Public Relations Committee, Ron Hansche, AIA, chairman for the special event, and Terence Mooney, Chairman of the Public Relations Committee, prepared the program and saw it through its various stages. Alan D. Harkrader, press photographer on the Peoria (Ill.) Journal Star, James T. Potter, AIA, of Madison, and Helmut Summ, Professor of Art at the University of Wisconsin-Milwaukee, judged the entries.

The program was divided into two sections: A — newspapers with over 25,000 and B — under 25,000 circulation. Under these two sections three categories were established. I — Picture of a single building; II — single photo of architectural subject; III — single photo during construction.

The jury found the all over quality of the entries ranging from excellent to ordinary. The entries were judged for quality of photography and not for subject matter.

Jury comments about the prize winning photos on the following pages were: Section A, category I, 1st prize — "The layout of the presentation is impressive. Visual flow of photographs makes for a dynamic layout. Uniformity of photography and of formality." 2nd prize: "Photographic quality outstanding. Strength of individual prints outstanding. Outstanding technical quality."

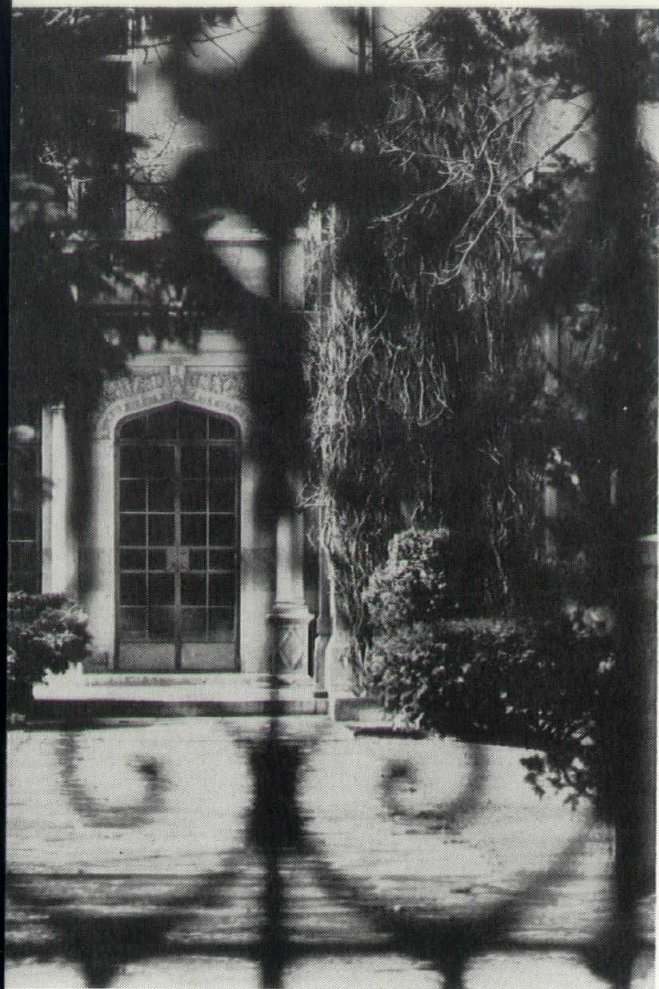
A. II. 1st prize: "Light in well is beautiful. Shadow behind the building. General projection of mood."

A. II 2nd prize: "Honest quality humanistic appeal. Complete statement of small town America down to earth people on the porch."

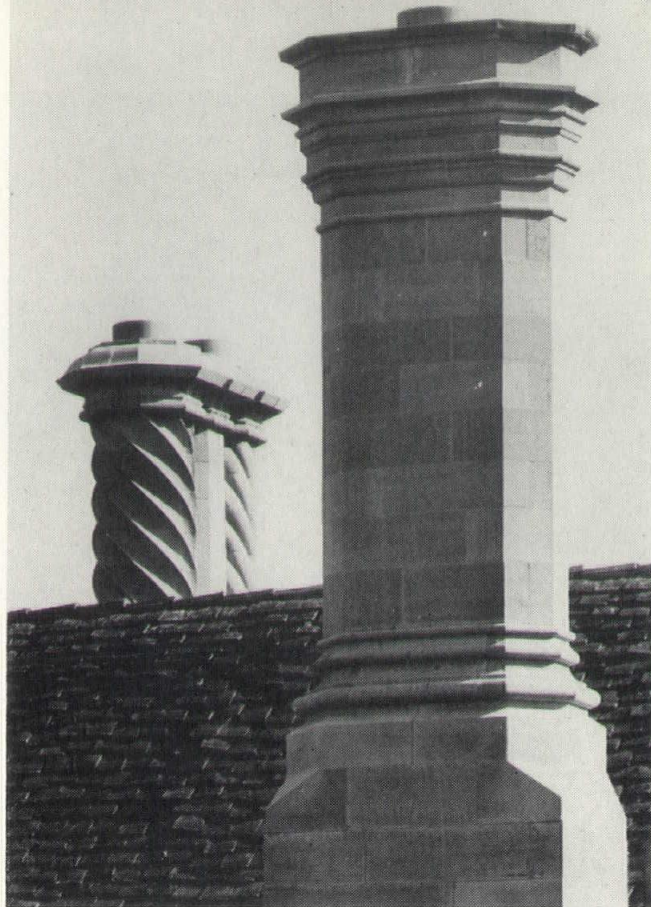
A. III. 1st prize: "Economy of means, strong black and white, symbolism of sun and cross."

B. I. Interesting variation of points of view, expression of mood, good layout, mood carried through different seasons.

B. II. "Sharpness of black and white, impact and starkness."



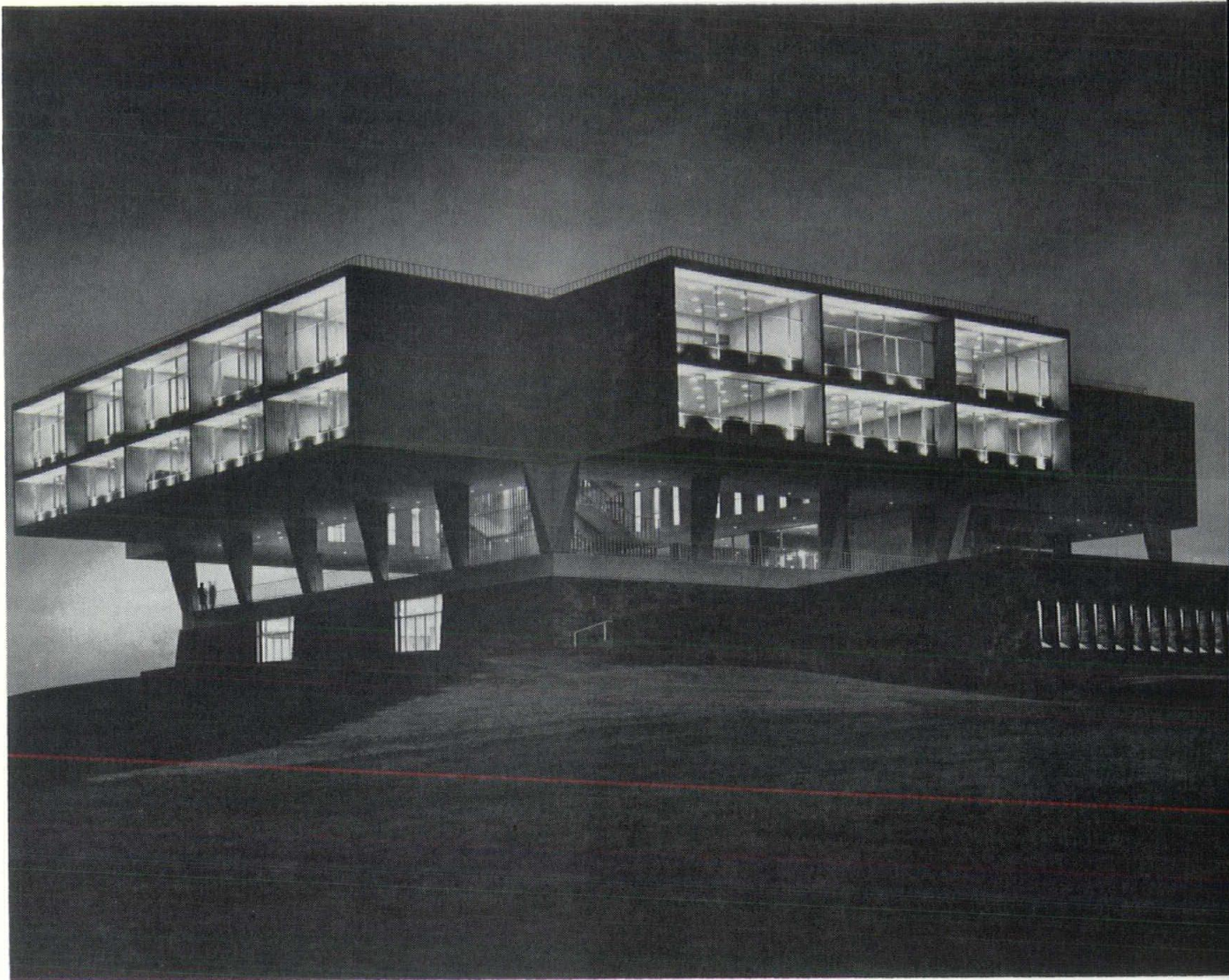
Second prize (Category I-A): Norman J. Getchel of the Oshkosh Northwestern. Photos of Payne Art Center.



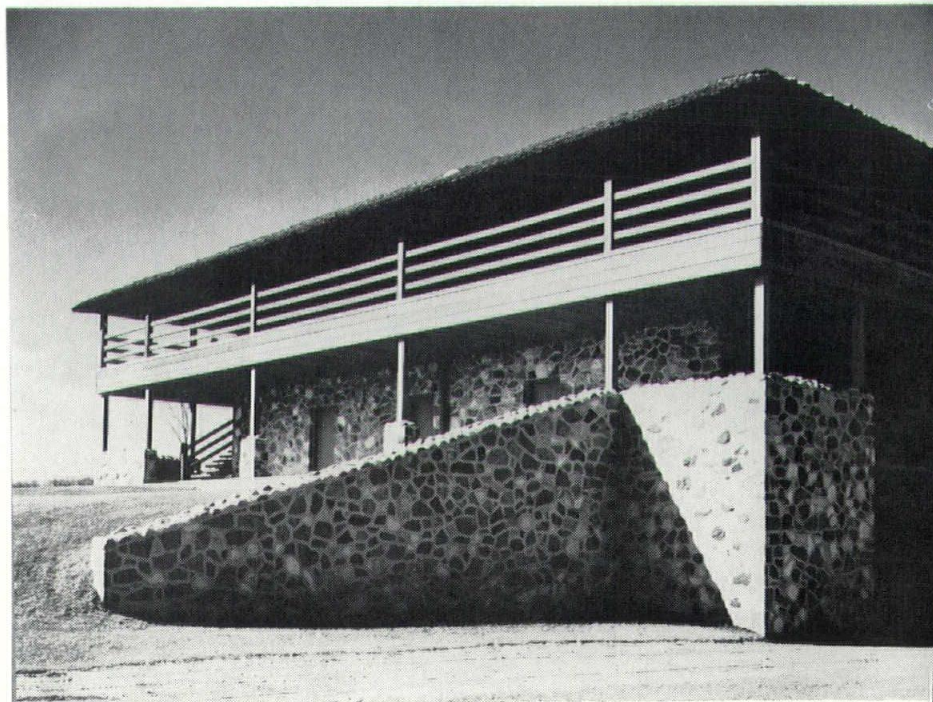
Chimneys of the Payne Art Center.

Second prize (Category II-A): John W. Ahlhauser of the Milwaukee Journal. Photo of frame house (lower right).

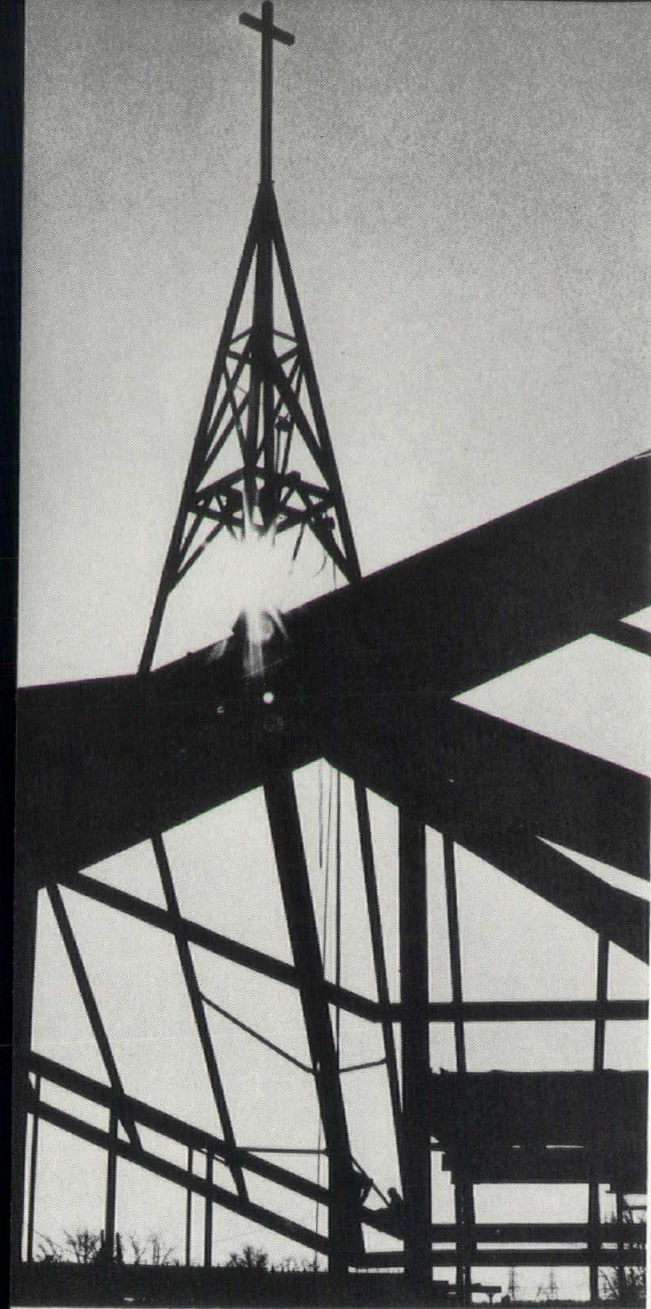




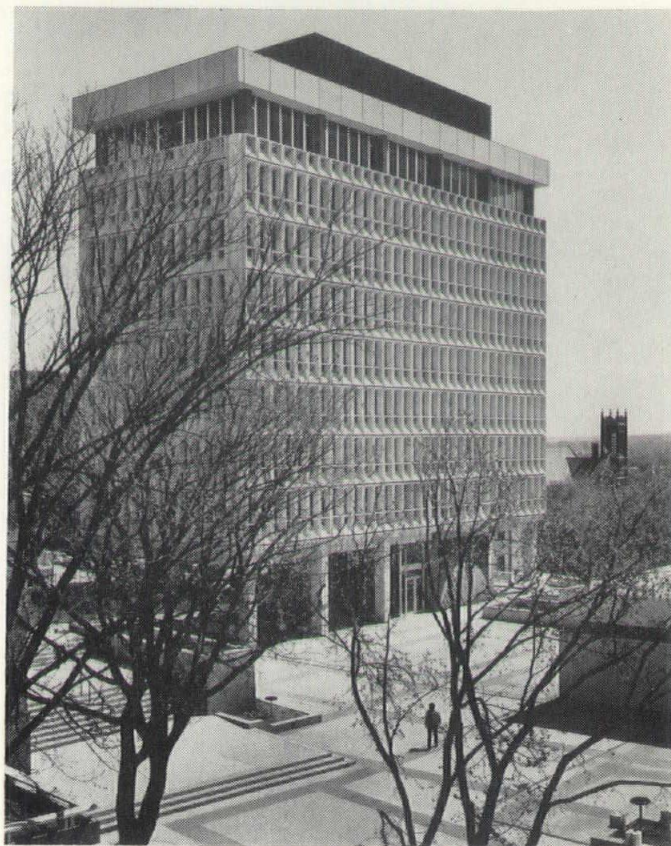
First prize (Category II-A): Richard Bauer of the Milwaukee Journal. Photo of the Milwaukee Art Center.



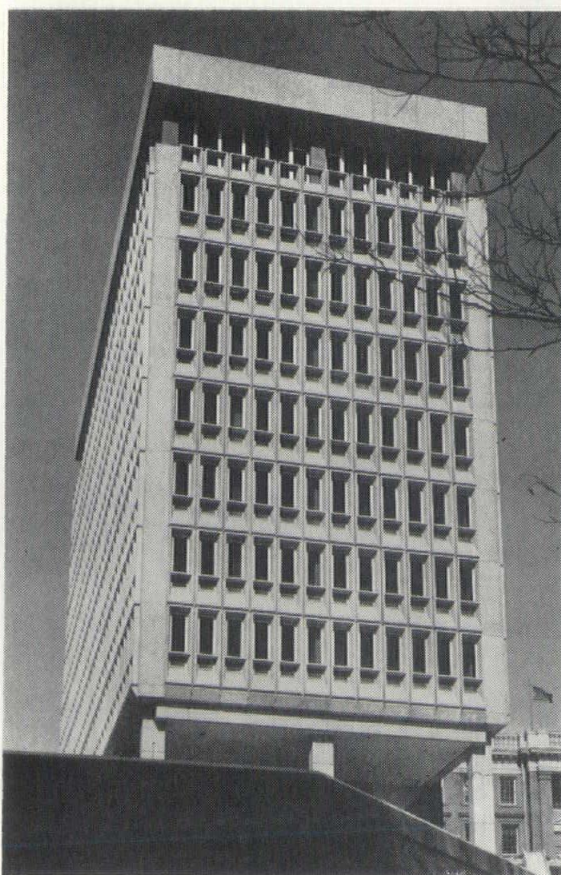
Second prize (Category II-B): Robert J. Hoppa of the Delavan Enterprise. Photo of stone and wood building.



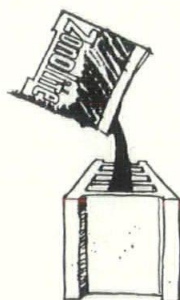
First prize (Category III-A): Ned Vespa of the Milwaukee Journal. Photo of steel church frame with sun.



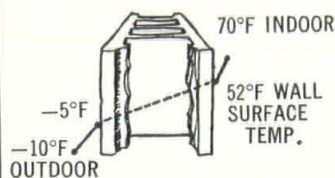
Second prize (Category I-B): Duane W. Hopp of the University of Wisconsin. Photos of the Math building — top, bottom and lower left.



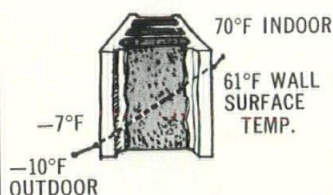
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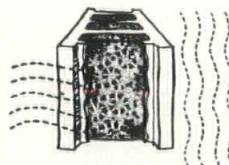


**U = .33 WITHOUT
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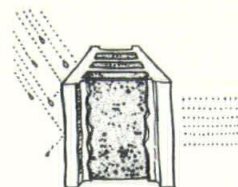


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Automation - instrument for action

The Emerging Techniques for Architectural Practice

by C. Herbert Wheeler, Jr., AIA, Architect and Associate Professor of Architectural Engineering
Department of Architectural Engineering, The Pennsylvania State University



(L. to R.) Julius Sandstedt, AIA, and Mr. and Mrs. Wheeler.

Members and guests of the Wisconsin Chapter, AIA. It is a privilege to speak to your convention on the subject of "Automation — Instrument for Action." Each of the keywords in this subject describe an area which I have been extremely interested in for many years. However, I have been using different words having somewhat the same meaning. In the place of "action," I have been using "architectural practice." In the place of "instrument" I have been using "emerging techniques." Thus my main effort has been centered around "Emerging Techniques of Architectural Practice."

Automation is the emerging technology which makes possible the new techniques, therefore, I do not hesitate to talk anywhere and anytime about "automation." In doing so, however, I offer you two important hypotheses. The first hypothesis is that the architectural firm should "use automation" whenever it will improve its service. I have recently said "Architectural firms

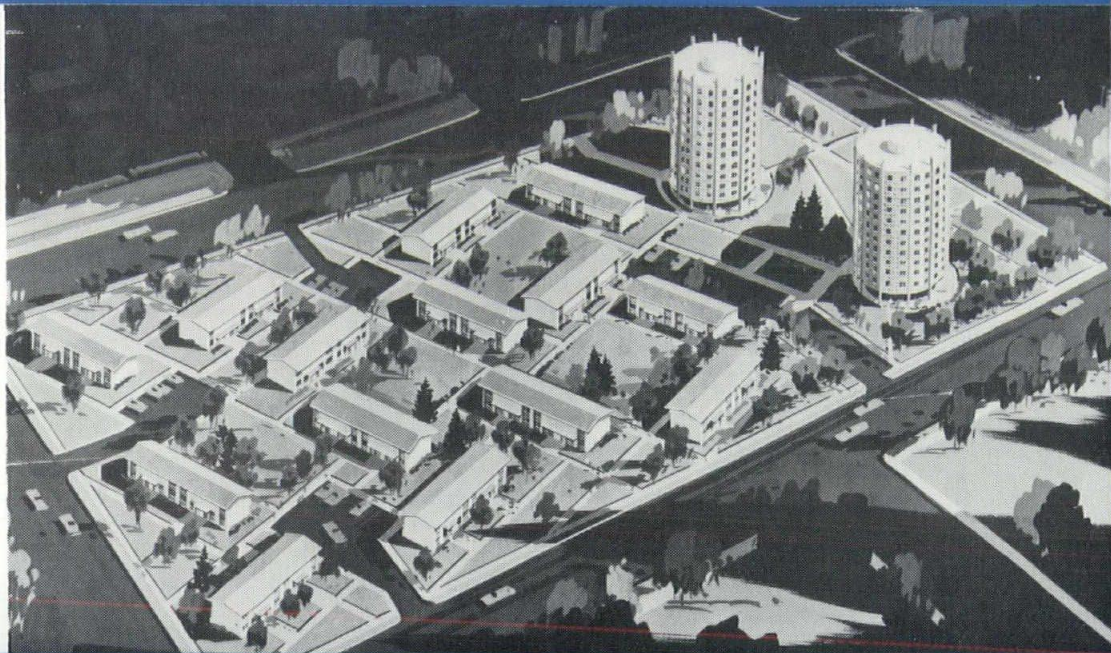
need not be afraid of talk of computers, nor need they fear the computer but respect for the architectural firm which is using the computer is predicted." To emphasize this point I would like to say that there are a group of building manufacturers, construction entrepreneurs, packaged builders, real estate operators and allied industries who are hovering about our field of work and they are using computers wherever possible.

The other hypothesis is that architects should "not depend on automation." In this respect I believe automation may have a deteriorating effect on the conceptual designers and the creative architect if they forget how to derive formulas, use textbooks, make their own analytical comparisons and think for themselves. I hope the architect never finds himself dependent on the machine which in turn is dependent on a power failure, a union strike or some other catastrophe of modern society.

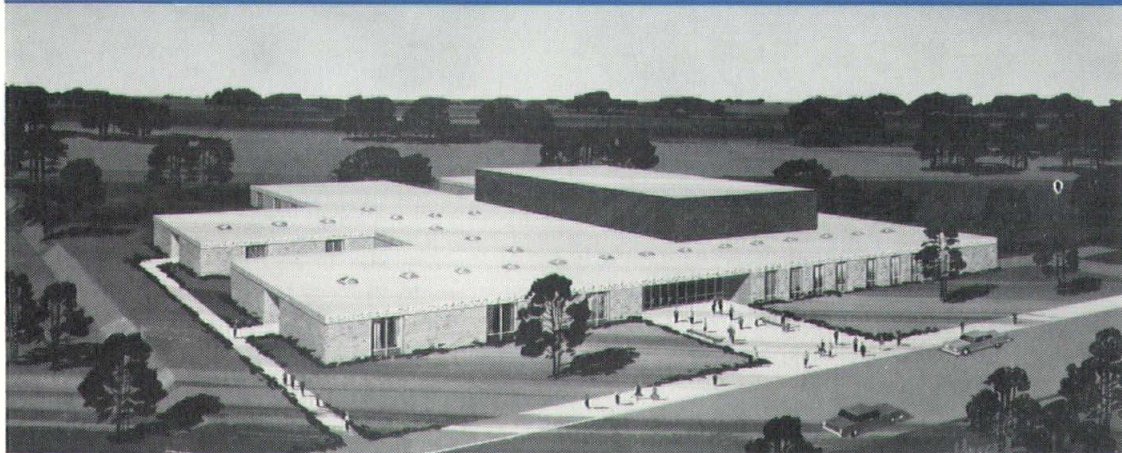
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That is the end of my philosophy. I preface my remarks because if I don't clarify my position at the start, I am usually besieged with questions which show fear of the monster of the future, "the computer."

Let me clarify another point before I start — because you may wonder, by what I say, whether I am an architect and whether I am a member of the AIA. I am dedicated to architecture. I have spent 7 years in architectural schools. I have been a member of the AIA for 20 years and I value my registration in many states and with NCARB. Furthermore, I discovered that my interest lies in the improvement of the practice of architecture. Two years ago I joined the faculty at Penn State University to devote my full time to research and education, with special emphasis on improving the capability of the architect to practice his profession.

The phenomenal growth of automation and scientific techniques — in the past five years — offers the architectural firm—the opportunity to achieve a new plateau in performing its responsibilities to its clients and society. During my recent study of the emerging techniques of network planning, systems analysis, computer technology, and so on and my visits to 35 architectural firms who are using or planning to use, several of these techniques, I have become "charged with enthusiasm" for the future of the architectural firm. I can see that the day is arriving when an architectural firm will have the capability, the facilities, the know-how, and the system of services to render a fully responsible and accountable architectural service in accordance with the highest standards of professionalism and business practices.

So many relatively new techniques, technologies and automated procedures have been readied for our use in the past few years that can expect a great change in the business and management operations of the progressive architectural firms. I predict that, by 1976, many architectural firms will have achieved a well-earned position as "the" planners and designers of total environments and building complexes and a respected position of leadership in the building industry.

The purpose of my talk is to present some of these emerging techniques. Before describing them, I would like to tell you the background of the investigation which provided the material for the AIA publication "Emerging Techniques of Architectural Practice" and this talk. The AIA Committee on Research gave a few of us at Penn State the shot-in-the-arm which we needed to bring together the data on emerging techniques. The Research Committee wished to investigate the application of systems analysis, computers and other techniques to architectural practice and they discovered that we had been studying and teaching the use of scientific methods in building design. Supported by a research grant from the AIA we assembled a research team within the Department of Architectural Engineering comprised of Professor G. H. Albright, Head of the Department, Professor M. W. Isenberg, Instructor Donald Dougald, Instructor Larry Degelman and myself, Director of the grant.

Last summer I personally visited 65 architects in 35 offices and 12 consultants to architects in California,

Washington, Texas, Illinois, Georgia and other states across the country sometimes accompanied by another member of the research team. Our objective was to gather, identify and show the application of techniques which are being used, or which can be used, by the architectural firm, to improve the quality of architectural services, and make it possible for the firm to spend more time and a greater portion of the fee on the creative process.

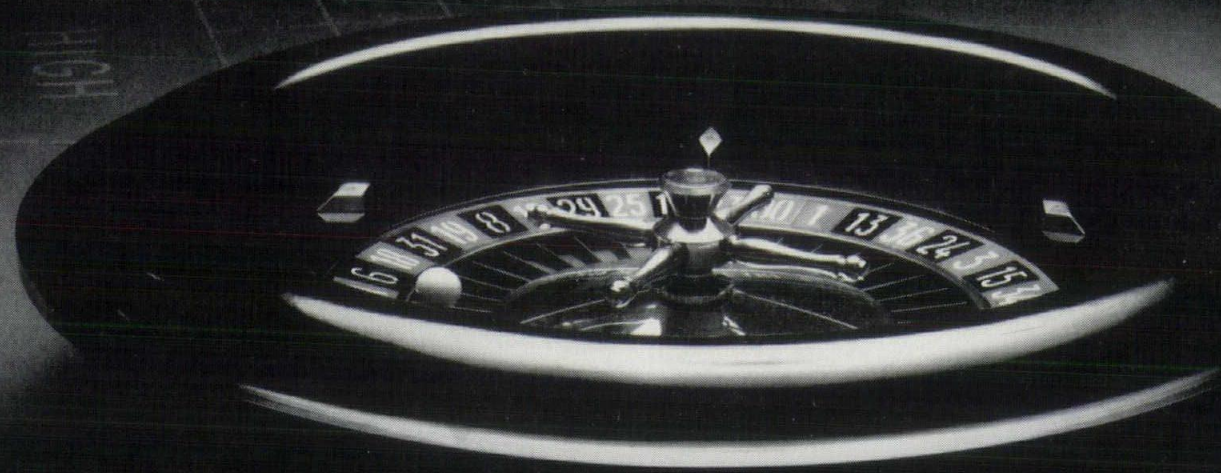
It is difficult to give a first hand account of our visits in a publication. I, therefore, welcome this opportunity to talk informally and present a summary of our findings. In presenting this material I hope that I can convey to you an "inside look" at what some architectural firms are doing. I hope that I can give you food for thought and that I can stir you to action. Being a seminar I hope this presentation encourages your questions. The application of automation and these techniques is still a controversial subject and each of you can go back to your practice and get in on the ground floor of this trend towards automation.

To better describe the nature of our visits I would like to preface my presentation with five observations. The first is on "local competition" — architectural firms who are competing for projects in a local area are intense business competitors and they are not inclined toward the idea of sharing their business know-how and techniques with each other. Two — "national cooperation" — on the other hand, architectural firms welcome the opportunity to share their techniques on a national level. Evidence of this is the good reception and generous cooperation which was extended to us by members of the AIA. It also accounts for the success of the national committee system and the interest shown in the subject at this convention. The third — "re-inventing the wheel" — when one sees firms across the country duplicating efforts and costs to develop their business systems and procedures and incorporate new techniques in their firm, it seems a pity that the firms cannot join together in the simultaneous development and improvement of their architectural practices. The fourth observation reveals a "thirst for business techniques" — their readiness to participate in this program and the genuine interest and desire for knowledge which we discovered demonstrates the need for information on practice management, production management, business management, construction management and the other like aspects of operating an architectural firm.

My fifth observation accents the generally understood concept of business which is that we are in a period of great change. But even I — a researcher and educator — did not realize how fast we are changing and how dynamically changes in the business world and in the building industry effect the architectural firm — and the nature and scope of services of the architectural firm. I am impressed by the changes which are evolving and shaping the architectural profession. What are these changes? Let me reflect on them for a moment to set the stage for a discussion of emerging techniques.

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The automation of construction bidding, planning, ordering and scheduling coupled with mechanization of building erection and material handling is affecting our design procedures.

The architectural firm is becoming more involved in project funding plans, construction cost management, government financing and tax complications. The scope and cost of architectural services is certainly being effected by financial justifications and cash flow problems.

Government interest in construction is growing in many areas as (1) a major buyer of design services, (2) a regulator of the construction market and total economy, (3) a regulator of codes and restrictions and (4) an instigator of building research.

Doing business with others in a business oriented world is forcing the architectural firm to use business machines and computers as well as photographic and communicative systems now being used extensively by government agencies, building industry groups, allied professionals and our clients.

The growing demand for new buildings is resulting in increasing competition for the architectural firms from construction entrepreneurs, package builders, building manufacturers, diversified industries and other business opportunists striving for a large part of the building market.

One of the big areas of change in architectural services is resulting from improved building programming techniques. The use of systems analysis, value analysis, computer technology, new investigative techniques and new electronic devices is forcing the architectural firm to a higher standard of building planning, conceptual design and performance of services.

To round out this picture of the future but not confuse it, the architectural firm may expect a generation of new architects and allied professionals who are exposed to new technologies, new thinking, new techniques arising from today's broad-based interdisciplinary research and new applications of automation.

In preparing for this presentation, I wondered whether I should describe the groups of emerging techniques and automation and then follow with a set of recommendations to architectural firms. We did this in the first draft of our publication but we found that everyone appeared to be interested in our recommendations from the start so I am going to spell out the "actions" — since this is a Seminar for Action — the actions which we recommend because it may cause you to look at the techniques differently.

We make nine recommendations for adoption by every firm — whether large, medium or small. That is every general firm which offers a complete scope of architectural services. It may not be clear how the recommendations involve automation but, at the end of my presentation, I believe you will see how each recommendation is now feasible because of some new form of automation on an emerging technique.

Our first recommendation is that the architectural firm develop "goals for the quality of performance" which it intends to render to its clients. In developing its goals we suggest that the architectural firm appraise its capabilities and make plans to improve its services and quality of performance. Two, we recommend that the architectural firm develop "a system" for carrying out its individual architectural projects. To do this we suggest that the architectural firm use network planning, or some variation thereof, as a skeleton plan to show the sequence of services and that it develop a cost accounting procedure geared to this system. Our third recommendation is that the architectural firm develop a "project procedures guide" which spells out the principles and procedures of the totally-integrated project team. Four, we recommend that the architectural firm develop a well organized "central information system" which provides ready-to-use, up-to-date product and technical data for the use of designers, production personnel, and construction administrators. To do this we suggest that the firm develop a communications system for the orderly flow of accurate data from product manufacturer to its design personnel. We also suggest that the firm develop a second communications system for the orderly flow of reliable product data from its design personnel to the constructors and builders. Our fifth recommendation to the architectural firm involves the use of "reputable and qualified consultants." In each aspect of fundamental services particularly where the firm does not have an on-staff capability we further suggest that the firm establish good working relationships and good working agreements in order that close technical coordination may be achieved between consultants and staff personnel. Six, we recommend that the architectural firm develop and maintain working relationships with "outside business and technical services" such as reproduction services, computer services, accounting services and the like. We suggest that they take advantage of emerging techniques and automation offered by the services. Seven, we recommend that the architectural firm develop and maintain a "client selection and education program" which will assure the knowledgeable participation of the client in the development of his project. We stress the development of an adequate flow of work which will maintain the desired size of organization and establish a high level of morale among personnel. Eight, we recommend that the architectural firm institute and carry out work of the practice using the latest "business-like methods" and automation available to them. Our ninth and last recommendation to the architectural firm is that it investigate and employ the latest "scientific techniques" which are available now and are briefly described in the AIA publication.

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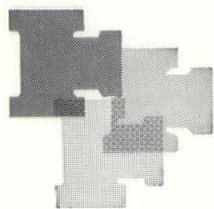


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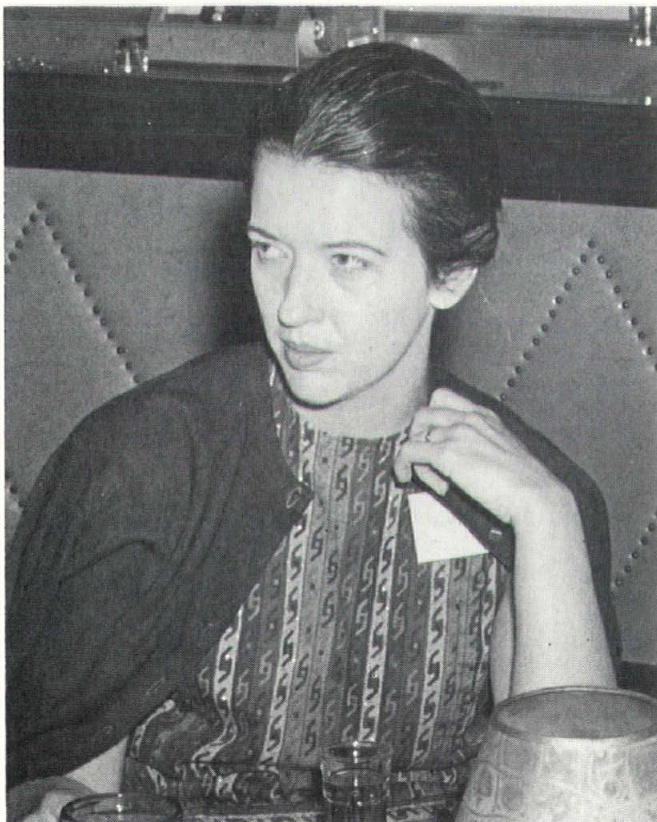
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Women's Architectural League Luncheon



Wistfully smiling Mrs. Gordon M. Ihbe, president of the Northeast Section, WAL.



President of the Western Section, WAL, Mrs. Walker L. Patton.

The Women's Architectural League of the Western Section this year sponsored a walking morning coffee for the ladies attending the convention, a most welcome opportunity to get acquainted with each other. The annual luncheon was sponsored by the Women's Architectural League of Milwaukee and proved to be a delightful and delicious interlude in the hustle and bustle of convention activities.

As everything, the WAL members undertake, the program was admirably planned and offered worthwhile information as to the activities in all three Sections as well as enjoyable entertainment.

The WISCONSIN ARCHITECT is pleased to bring the annual reports of the presidents of WAL in the State. We are also pleased to notice that WAL presently plans to support the AIA in its "War on Ugliness." From our past experience we say: "Watch out — if you want to see things done!"

Ruth Ollrogge, WAL (Southeast Section)

The report of the evaluation meeting in Spring 1965, of the then current and past members of the Board of Directors gave a new perspective to our aims and goals and directives to help achieve them. Inspired to set its sights high, the Board was encouraged by the immediate and continuing response and support of the members.

The reactivating of our Architectural Education Committee and the study sessions developed in conjunction with our regular program gave a new depth and value to our plans. Many members were needed to develop such programs and the generous response of the members when solicited for their time, talents and donations was most gratifying. The use of homes for our meetings, study sessions and tours provided a very personal facet to these events and helped make possible another donation of \$1,000.00 to the worthy cause of the Wisconsin Architect Foundation.

We have extended ourselves in three areas of community service and are presently planning to support AIA in its War on Ugliness.

May I thank each and everyone of the Board members for the fine support and encouragement given me in my term of office. With their cooperation it was a privilege to serve WAL as president, and I could only wish for my successor as capable and dependable a Board to help her face the challenges and extend the opportunities of our fine organization.

Mrs. Gordon B. Ihbe, president of the Northeast Section, WAL, reported on two yearly meetings held in conjunction with regular AIA membership meetings. The territorial distances are a great handicap to increased activity of WAL members in the Northeast Section. A solution to this situation is presently under consideration.



Miss Sook-Hi Yu of Korea entertained the ladies at the WAL luncheon, performing on a traditional Korean instrument dating back to 900, dressed in Korean costume.



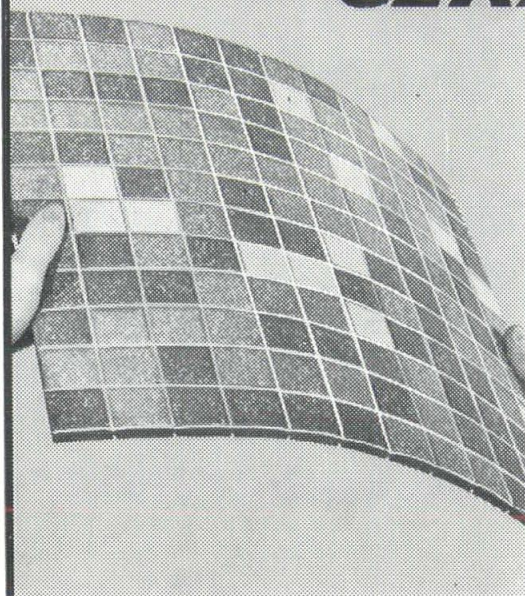
Outgoing president of Women's Architectural League of Milwaukee, Mrs. Harry Ollrogge.

Bottom: Many faceted Mrs. Douglas Drake not only manages finances for WAL, she delighted her audience with her accomplished musicianship.



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 ad, Joseph H., 6200 Mineral Point Rd., Madison 53705
 ad, Thomas H., 6200 Mineral Point Rd., Madison 53705
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 53702
 ausewitz, Carl H., 4933 Tonyawatha Trail, Madison 53704
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 rueger, Lloyd O., 2615 University Ave., Madison 53705
 urchasecki, Chester S., 505 Hoeschler Building, La Crosse 54601
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 819 Irving Pl., Madison 53706
 oewen, Frederick, Rt. 1, Box 56A, Deerfield 53531
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 St., Madison
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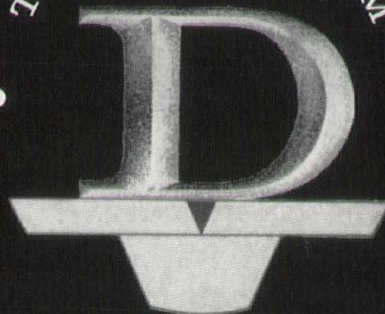
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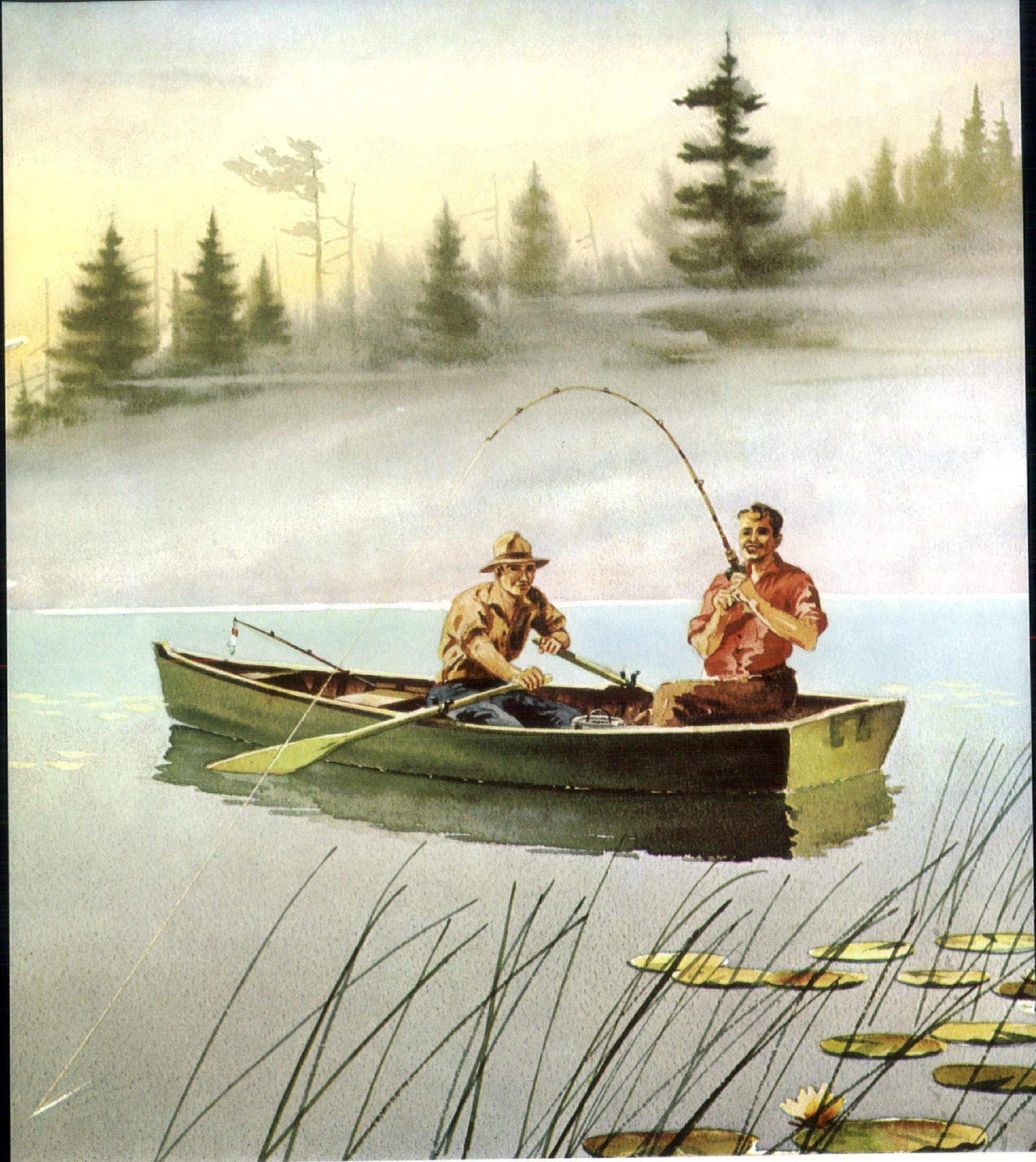
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YEAR OF DECISION

By Frederick J. Schweitzer, Past President

1965-66 was a history-making year for Wisconsin Architects Foundation. Established in 1953, its primary purpose was dedicated to the establishment of college-level training in architecture within the State of Wisconsin. It is a sad commentary that among the states of over three million population east of the Mississippi River, Wisconsin and Mississippi have been the only states without such an educational facility. It has been the determination of the Foundation that this 50-year gap in State need should be filled publicly or privately, and this determination has now reached the stage of fulfillment.

As you know, the State A.I.A. Education Committee under Karel Yasko made a bold approach to the University of Wisconsin in 1960 with a factual program supported by the National A.I.A., but it was rejected as not being feasible. The committee's activity lapsed, but with the interim program of financial aid mounting for students going out-of-state, the Foundation took up the challenge with unrelenting vigor.

The President of the University and the Governor had been appealed to through individual visits by Chapter and Foundation members without avail, and as late as 1962 both the Governor and Dr. Harrington flatly stated that there would be no program in architecture within the University system.

Undaunted, the Foundation dispatched to the University's President its now famous Letter of Intention on October 1, 1963. The offer of \$10,000 of Foundation funds, the nucleus of an architectural library, assistance, if required, for a \$500,000 fund drive, and a subsequent scholarship and gift program, could not be denied. A University committee was formed under Vice President R. L. Clodius, and after a constructive investigation into the inclusion of architecture into the University offerings, the first meeting with the Foundation and a reactivated Education Committee was held on July 21, 1964.

This was no point for relaxation, the battle had only begun. Wide support and influence had to be secured politically, culturally, financially as well as through popular acknowledgment of the need. We knew that there were interests within the University, namely the City Planning, Landscape, Sociology and History Departments, working toward this objective. Every opportunity, every effort had to be aided and abetted in the face of the mounting and expanding facilities, programs and problems of the University.

Events moved rapidly. August 27, 1964, the Foundation and the Education Committee formally endorsed the Graduate Program of Environmental Design for the Madison Campus to be accommodated in the 1967-69 budget. Since architecture was to be relegated to a graduate option, the architects were not entirely happy.

But the great opportunity came when we learned in 1965 that unbeknown to ourselves, the Regents and the State Coordinating Committee for Higher Education, the Board of Visitors (advisory laymen to the University) had been recommending an architectural program to the University's President and Administrators for some years. After correspondence and phone contacts, a most productive Visitors-Foundation meeting was held in Madison on September 16, 1965, with Mr. Bogner, Miss Schweitzer and I representing the Foundation. It was at this meeting that the Visitors made two recommendations: That we secure letter-endorsement support from influential key citizens of the State, especially those close to the University administration; and secondly, that I personally prepare a factual exhibit of our profession's needs related to State needs, provide typical curricula of neighboring State ACSA universities indicating existing course work now available in Madison, and the inclusion of supporting documentation.

The exhibit, 45 pages in length, endorsed by Chapter President Mark F. Pfaller, presented a strong convincing case supported by a wealth of authoritative data, including NCARB standards. It was delivered in quantity to the Board of Visitors with copies to the University administrators and our Directors. It subsequently received wide circulation among the Regents and the Coordinating Committee.

On February 4, 1966, at a special Regents Meeting at Milwaukee, the Regents approved a full 6-year program in architecture for the Milwaukee Campus. Accordingly it was referred to the Coordinating Committee for review and approval, and on April 25 we were advised by the Executive Director that final action will be taken on June 2 in preparation for the State Legislature. It will now require strong action by the Chapter membership, as well as the Foundation, to cultivate an awareness of this great need among the Legislators.

Until the schools in Milwaukee and Madison are fully established, student out-of-state aid will have

(Continued on page 64)



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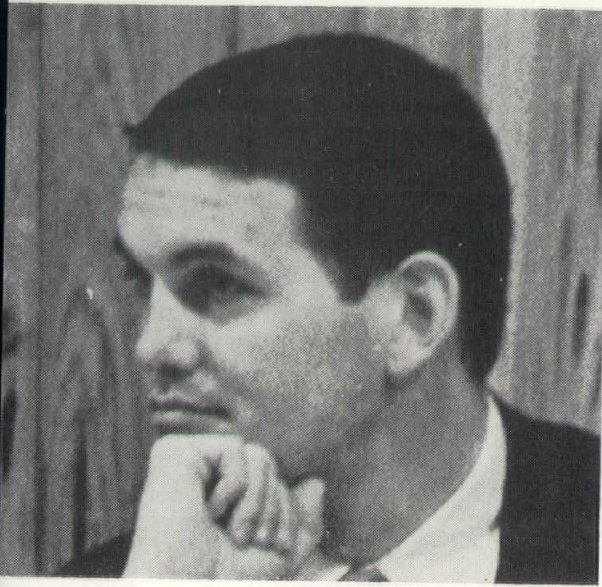
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Architecture and the information machine

by Charles B. Thomsen



Not too long ago in an article for *Fortune Magazine* Walter McQuade referred to the "tweedy old profession of architecture." It is a tweedy profession, isn't it? We are rich with tradition. There is a sound and sturdy base of history — a wealth of cultural heritage which guides our actions, and conditions our values. For the most part this tradition is good and paradoxically, one of the deepest traditions among architects is that of questioning the traditional forms of architecture.

But while we constantly question and challenge the traditional forms of architecture, we are slow to challenge our methods of practice. In fact, most architects continue blindly to use out-dated and antiquated techniques of design, management, and production.

Nevertheless, I am optimistic. During the last three years I have had the good fortune to meet and work with a number of architects at Caudill Rowlett Scott, and in other offices who are challenging some of these old methods — and in the process have become committed to the half-veiled promise offered by computer technology.

This technology — the art and science of processing information will have the most far reaching consequences on the practice of architects of any contemporary technological development.

Those are bold words. And I must admit that there is not yet proof of their accuracy. Indeed, the delight and wonder of working with computers is seductive and has caused many of us who seek this work to overstate our case.

But some facts bear us out. In the last 10 years, computers have developed at a tremendous pace.

Compared to 10 years ago, computers have increased their speed 100 times, they are one-tenth their former size and the cost of computation is one-thousandth that of a decade ago. By one estimate, our capacity to process information is a million times greater than 10

years ago. Presently there are 30,000 computers in the nation worth about eight billion; 1000 times as much strict computational power as 10 years ago. And all indicators point to an increased rate of development. Those are impressive statistics and we can't afford to scoff at them — or say, "That's interesting, but we are architects, not engineers. This doesn't affect us." It does.

Speculation aside, a number of practical applications exist which one might profitably pursue.

First you might use a computer as an arithmetic machine, a calculator, or a super adding machine and with it, do some of your accounting, cost estimating and engineering. You might also build mathematical models of some of your designs — and test their functioning under various conditions.

Secondly, you could use a computer as a meter, like the speedometer of your car, or a barometer. But you would probably be metering the conditions of your firm, perhaps forecasting your manpower demands, determining the amount of overtime that is being recorded, testing your overhead, or sampling the net profit of an active job.

Thirdly, the computer could serve as an electronic filing cabinet which collects, stores, creates, combines and retrieves data.

Used this way, the computer produces your specifications, determines the properties of building materials, or collects some statistics on the successes and failures of your past practice to guide you around future mistakes in management.

All of these things can be done for you with impressive speed. A medium size computer can make a million additions per second, read 90,000 characters of data per second from magnetic tape, and output 1000 lines of information per second on a highspeed printer.

These capabilities will help us as architects to provide better services to our client, to prosper, and at the same time free us of tedium and make our work more enjoyable.

At CRS we are trying all these things, and although we have only begun, I believe the prognosis for success is good. It may be too early to tell. As a concentrated research effort, this work has been underway only a year.

But let me explain how we began.

Three years ago, we solved a major problem for a high rise office building project with a computer. We determined how high it should be built for maximum economic return.

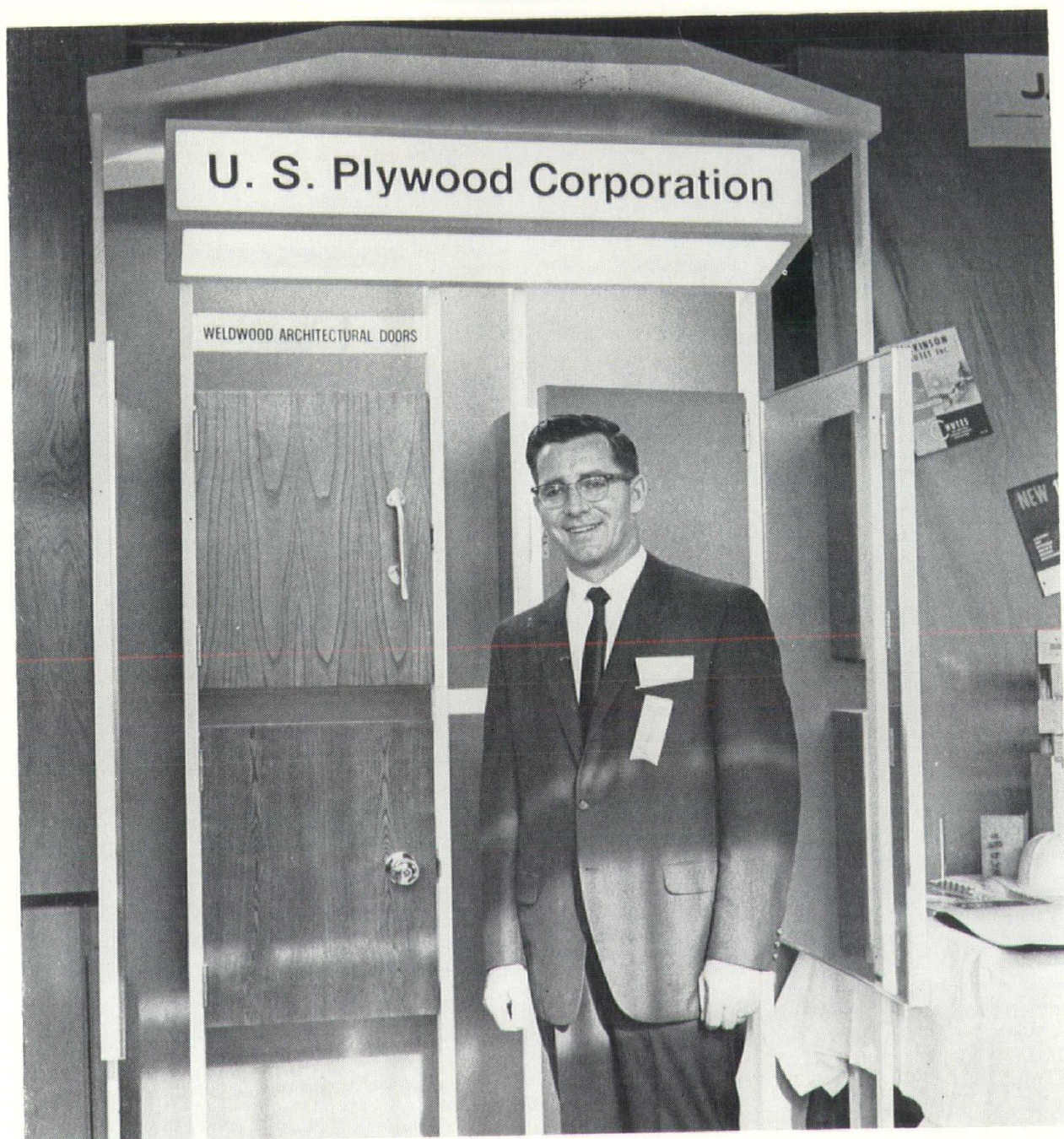
We had clients who wanted to build a building on a very choice site in downtown Houston. It was to contain a home office as well as general rentable office space. Our client's charge was, "Tell us the optimum building size for maximum economic return."

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the building's efficiency. We were able to formulate the data and with a computer's help, we rapidly calculated the return on investment for buildings from 5 to 50 stories. Incidentally, in this instance, 32 stories was the answer we found.

This success encouraged us and we have pursued many other applications. At present we are working with several other approaches which will affect design. The most promising appears to be — simulation. Simulation is the art of model making and testing. A model (or a simulator) is a device which, in some way, can be made to act like a part of the real world.

Of course, a model can be a diagram, a girl in a new fashion, a cardboard physical replica of a building, or a numerical structure. But all have one purpose — to imitate something. A computer implemented simulator is no different.

Normally we think of models as a physical tangible entity. It's not necessarily so. We can use numbers as the materials with which to build the model. In the high rise project, we built a model of the economic activity of 35 different buildings and predicted which could be the most profitable.

Now we are trying to build a model of a university — to test its growth and functioning over the next 10 years — and to see how it would respond to varying design criteria.

Our approach is this. When we are asked to develop a master plan for a college or university, we must first establish potential growth and determine how the institution uses its facilities. Precise answers to these two issues require processing enormous quantities of information. Then we must find ways to "grow" the campus. Each new building causes a department to move. The vacated space is filled then by another department and eventually the effect ricochets throughout the campus.

We are now working, assisted by an EFL grant, with Hewes, Holz, and Willard of Cambridge, Massachusetts, and Duke University to develop a series of programs which will simulate this affect. The programs will show the need for future facilities, help Duke use existing space more effectively, help us determine proper location of new buildings, simulate pedestrian circulation and eventually simulate the physical evolution of the institution.

Of course, this is a very ambitious effort but there are other applications which are very simple although so very helpful. Perhaps the most important requirement for good design is sound information. The computer, not as a simulator, but as an information machine, helps.

We are experimenting with a program to retrieve data on building materials. Using this, it is possible to rapidly compare relative characteristics of many construction systems. In this case, the value of the program is not its ability to calculate, but in its ability to select information in a specified way.

One afternoon Don Wines, one of the Partners in design, and I, were discussing the usual chore involved when a designer translates a list of programmed areas into modular room sizes. Don asked me if we couldn't run out some statistics on various modules — from

2-feet to 10-feet in 2-inch increments — with combinations that would give net and gross areas for various room sizes. We wrote the program in one evening; ran 40 pages of it the next day; and now use it on almost every project. Later, Bob Mattox of our Programming department (architectural programming) developed a similar program to estimate classroom sizes based on almost any furniture size or arrangement. Again a very simple but helpful program.

Probably one of the biggest impacts on architectural design may come from a new field of computer capability — graphic data processing. Computers were first able only to process numbers. Then they developed the capability to handle letters. Now graphic data processing is becoming a reality. When graphic data processing becomes more economical, it will have a tremendous effect on the process of architecture — not only in the production of working drawings, but in design.

At CRS, we are very anxious for this technology to come. During the last two years, we've been working hard to change our approach to construction systems and accompanying graphic systems. The philosophy is this: we should view construction as an assembly, not of details, but of total systems — a structural system, window wall system, a partitioning system. And if we are able to think about building in this way, we will be able to detail these systems separately, without thinking of them as applied to a specific building. These systems theoretically will then apply to more than one project. The information which describes their properties, their details and graphics will be stored on magnetic tape, or discs — which then can be retrieved by computer, modified by light pen and cathode ray tube by a designer, and then produced on working drawings by a computer driven plotter. This will allow the architects in the firm to spend their efforts to create better systems, working on specific designs rather than grinding out another set of working drawings.

Now this isn't as "cloud nine" as it may sound. It is possible to make architectural drawings with a computer. CRS and others have done it. Hardware is available. At the moment, the problem is not hardware but software — the programs to operate the machines. It's still difficult to get drawings into the computer — lengthy, clumsy instructions have to be written. The techniques for filing these drawings, retrieving them and reproducing them again are still difficult and expensive. But if the progress in graphic data processing over the next five years equals the progress in alphanumeric data processing over the last five years, we shall all be working with computers in our drafting department.

One of the most useful applications of computer technology will be in the area of the firm's management. Again, modeling techniques are useful. Our management information system, still very much an infant, abstracts a portion of the real world. It represents part of our firm's activities. In this case, the purpose of the system is to determine how profitably we are working, how much work we are going to have to do in the future, and how this work compares with the work

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we've done in the past. This system can really be divided into three general areas:

1. Individual Project Metering and Control.
2. Forecasting and Projecting for the Total Firm.
3. Information System for Management Decisions.

The need for the system is obvious. As our firm becomes larger, with greater abilities and diversifications, it becomes hard to manage. Our internal problems of operation compound. No longer is it possible for one person to keep in touch with all phases of our work. Many projects compete for the diverse and specialized talents of many men and women. Matching talents to project needs becomes a complex task. To solve some of these problems we have developed a series of computer implemented reports which give us a barometer reading of the climate of the firm in terms of project schedules and manpower.

The systems include the project schedules, which define the work we must do, and time sheets, which define the work we have done. This information is adequate to model part of the firm's professional operation. From this model, we can forecast manpower needs, detect schedule crises before they occur, determine how the manpower in the firm is expended, and check on the status of individual projects.

These are a few rather general areas in which we are using computers.

Some question no doubt come to mind:

1. *How much does it cost?*

Computer time is surprisingly inexpensive. It is often calculated and charged in hundredths of a minute. The real cost of computer operations is developing the capabilities of people and programs. We haven't thorough experience yet, but a wild swinging guess would estimate computer operations at 4 to 5 times the actual hardware costs. The hardware costs vary. You might run a routine program in accounting at a local service bureau, for \$50 a month, or lease a small but complete computer for \$1500 a month. An elaborate system with a light pen and a cathode ray tube might go for \$20,000 a month.

2. *Should we train our own staff in programming or hire a specialist?*

We found that both are necessary. Some of the members of our firm, both architects and engineers, have become good programmers — and have developed most of the programs I have mentioned in this paper. But eventually, we have discovered that an architect needs to know something about computers, in very much the same way that he should understand structural engineering. For example, while all of us, as architects, understand the principles of structure, few of us would undertake the design and analysis of a highly sophisticated structural system. We need consultants, specialists who view this as their major profession. The same is true in the area of computer sciences.

3. *How big does a firm have to be before it can use computer operations?*

I really don't know. This varies a great deal with specific applications. For instance, the study that we did for the high rise office building would have been just as useful if CRS was a one-man firm. On the other hand, our management information system would be useless to a firm of only 15 or 20 people. It simply would not be necessary.

Certainly there's a basic cost to writing a program. The more it can be run the more the initial cost can be amortized. Big firms, then, have a better opportunity for amortization than small firms. On the other hand, the collaborative project at Duke that we are working on has nothing to do with the size of our firm.

The best answer is that some knowledge of the potential of computer technology in architectural practice should exist in every firm its size.

4. *Will computer technology save architects money?*

I really don't think so. We should be interested in computers as a means of improving our capabilities. Our management information system allows us to run our firm more efficiently. This may reduce costly inefficiencies. There may be greater earnings in fees if computer technology can expand the scope of professional architecture. But few ways will be found to save labor with a computer in a firm that isn't geared to growth.

5. *Will computer technology produce more beautiful architecture?*

Perhaps — by freeing designers from tedious chores or by providing more precise information which will establish order and discipline.

In design, numbers can be as helpful as butter paper and soft pencils. We use numbers to describe many parts of an architectural problem — dollars per square foot, quantity of students, length of construction time.

One of the problems we have with numbers and architectural design is that we have not yet found a way to measure beauty, elegance, or grace. Is it because these things are not tangible? Of course not — we can use numbers to define all sorts of non-tangible things — weight, time, speed, heat — and we have assigned units to these things — pounds, hours, miles per hour, degrees F. Perhaps the trouble is that we have no units for beauty. Heat is measured by dimensional change in mercury produced by expansion. Perhaps we need a beauty scale. Larsen Hall at Harvard, then, might be "8 degrees Caudill."

Of course, that's foolish because beauty doesn't mean anything specific; it's a term that we use to cover a whole concert of emotional responses. Beauty is a highly personal reaction. It's inconsistent and unpredictable. Furthermore our problems of ugliness are problems of confusion, not of willful malice. And if, as architects, we limit ourselves to solving only visual problems, we limit ourselves unduly.

The computer, as an information machine, can help us to bring order, to think with more discipline, and to establish, through knowledge, reasonable limits of design freedom. And thus, we will continue to build a more viable tradition in architecture.

FOUR PLUS



Would you believe it? Ray Stickler (L.), of Stickler and Downs and Al Zarse, playing Alfonse and Gaston.



Charles Harper, member, Executive Board, Wisconsin Chapter, AIA, visiting with Jim Michel at his booth.

Bottom: Sheldon Segel, President, Wisconsin Architects Foundation, and A. C. Piano at E. G. Arzt, Inc., booth.



On most rating scales five is perfect, and according to Jim Detienne, Chairman of the Exhibitors Committee, and consensus of the Exhibitors Committee at its post convention meeting on Thursday, May 12, the 1966 Wisconsin Chapter, AIA, convention rated a four plus. Of course, this means, that the convention was well organized and both the architects and the exhibitors got a full measure of satisfaction. This is clear proof what concerted effort and team work will accomplish.

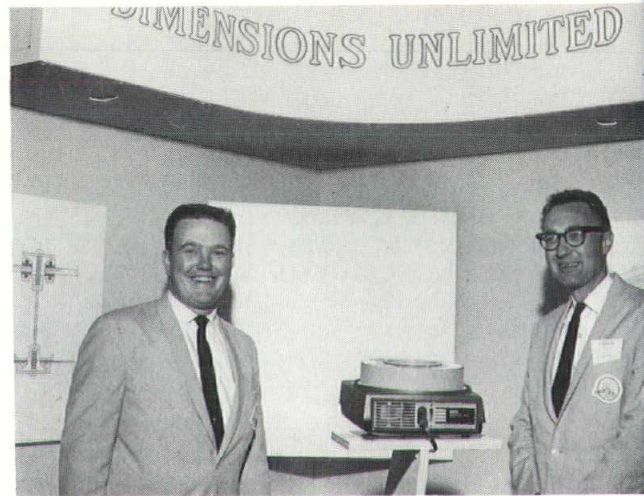
The WISCONSIN ARCHITECT magazine wishes to take this opportunity to congratulate both the Chapter and the exhibitors for such a fine convention. We, Ell Brink and Dave Radbil, talked with most of those present and we felt that this opinion of four plus was shared by everyone.

Without the firms exhibiting and the men who manned the booth certainly none of this could have come to pass. The WISCONSIN ARCHITECT magazine wants to personally go on record in thanking each and everyone for making the three days of the convention as informative and pleasant as they were.

We also want to thank the exhibitors for their firm support of the magazine throughout the past year and a half. We could not have put out a magazine without the advertising revenue that the participating firms have given us.

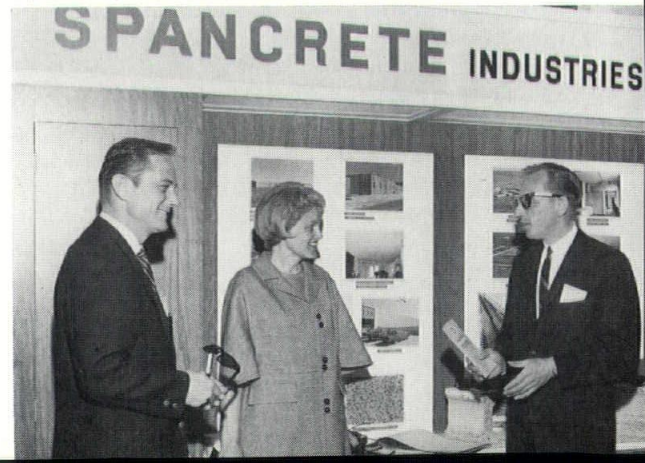
On the following pages we are proud to present a pictorial review of the exhibitors gallery.

All photo identifications read left to right.



Larry Huffman, Vice President of Super Sky Products and Jack Spurling greeting us with a welcome smile.

Bottom: Mr. and Mrs. Al Creekmur with Dick Stoll (wearing the Spancrete specs) at their booth.





Henry Tank, lovely Jinx Smith, Jack Thomas and Douglas Smith, member, Executive Board, Wisconsin Chapter, AIA.



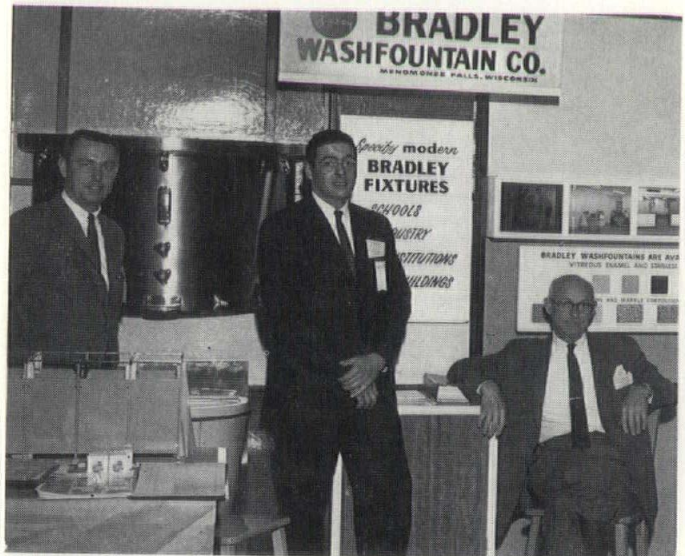
Larry Bray, Secretary-Treasurer, Wisconsin Chapter, AIA, with his wife and Ken Johnson.



Bud Rosier, treasurer of the Producers' Council, and Mike Meer at Ver Halen, Inc.



Dan Fowler, sales manager of Rollin B. Child, Inc., showing his product to Mr. and Mrs. Glenn Groth.



Robert Botz, Jim Detienne, hard-working chairman of the Exhibitors Committee, with his father Harold Detienne.



Dick Conger and Gary Rundell at their booth.

Award Winning Booths



Morton Armour of Arwin Builders Specialities being presented the first award for the best designed display booth by our president, Joseph G. Durrant.



Harry Bogner, director of the Publications Committee, Wisconsin Chapter, AIA, and board member of the Wisconsin Architects Foundation, presenting the second prize award for best designed booth to Art Meyer (r.), president of W. H. Pipkorn Company. Mr. and Mrs. Richard Williams are looking on.



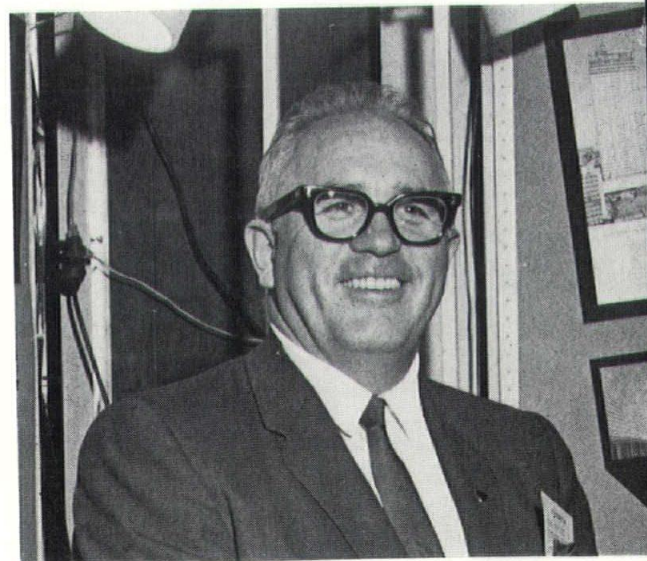
Terence Mooney, chairman of the Public Relations Committee, Wisconsin Chapter, AIA, presenting the third prize award for the best designed booth to Ken Rosenberg.



The Amtico American Biltrite Rubber Co., James Titzowski with Fred Wegner and Jim Malkin.



In the Western Mineral Products booth Dale Moll, Duane Gehring, Frederick Schweitzer and B. Berentson.



Karl Roesser, all smiles at the Portland Cement Association booth.



Earlard Tegge and Frank C. Olsen underneath the Bucky Badger of the Badger Concrete Co. booth.



Waiting for the next visitor are Jim Bannon, Charles Armstrong and Pat Roach.



Richard Hagen of the Duwe booth.



Jim Cogan at the School Interiors, Inc., booth.



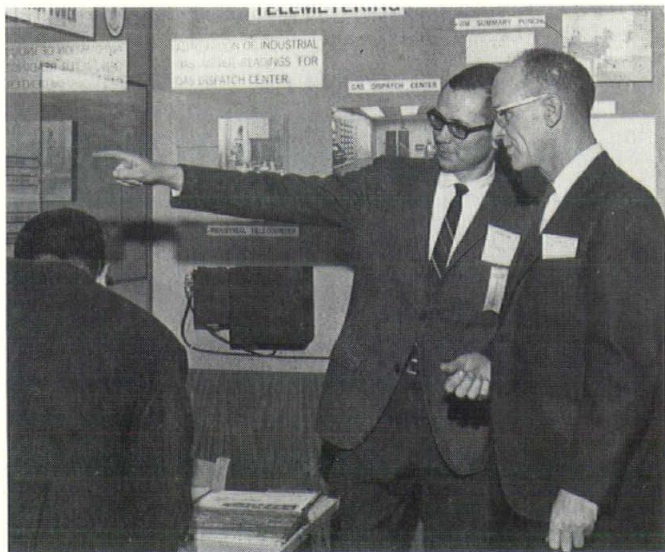
Ned Kailing and Dan Pedziwater at the Flintkote booth.



Edward Conrad and guest at the Vinyl Plastics, Inc., booth.



Action at the Goodwin Companies booth.



J. David Brite pointing out the advantages of Gas Heating to our vice president, John P. Jacoby.



Jim Smith expounding to an interested audience at the Smith & Smith, Inc., booth.



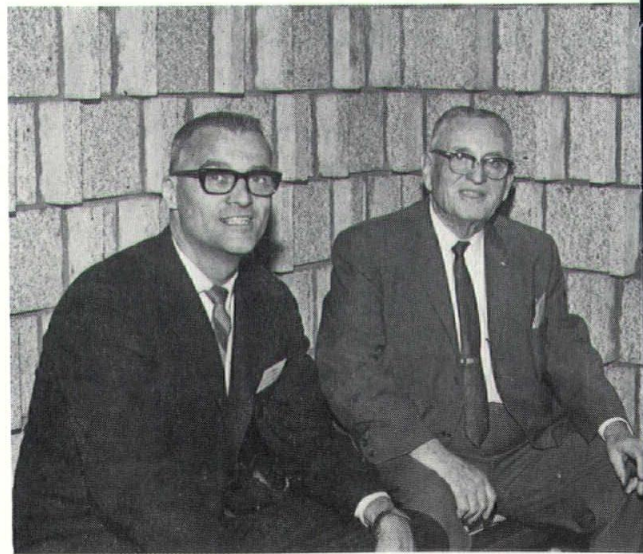
L. W. Nicholson and Richard Hagen talking things over at the J. W. Peters & Sons, Inc., booth.



George McClung looking at the newest thing in tile with Wally Lenz.



Edgar H. Berners, FAIA, visiting with John Marcouiller of U.S. Plywood.



Paul Bronson of Best Block visiting with Frank Welsch.



Julia Schaeetz (r.) of Architectural Building Products talking with Ed Hennig and Bob Teegardin while to the left the ladies get information about windows.



Jack Boone, area sales manager, Julius Sandstedt, AIA, visiting with Harry Riemen, advertising manager for Mautz Paint.



The Anderson-Morgan-Radford booth with Messrs. Kremit, Hansche, Trimmer and Reinke.



Jack Zurich at the Darlington Brick and Material Service booth supporting himself with the canes that were given to each visitor.



Your smiling editor enjoying the hospitality of the Wood/Lam booth with (l.) Charles M. Seitz, Ray Ohlgren, Don Osenga and George Hinkens.

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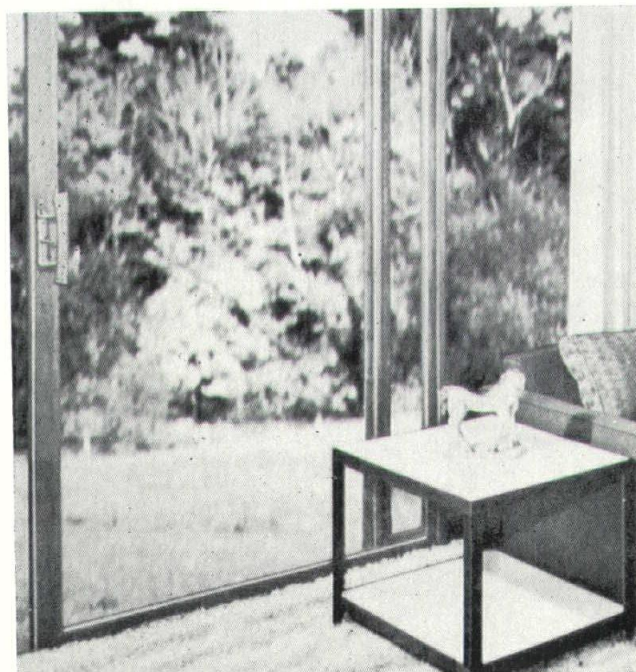


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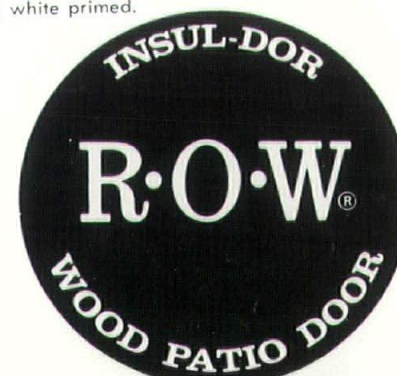
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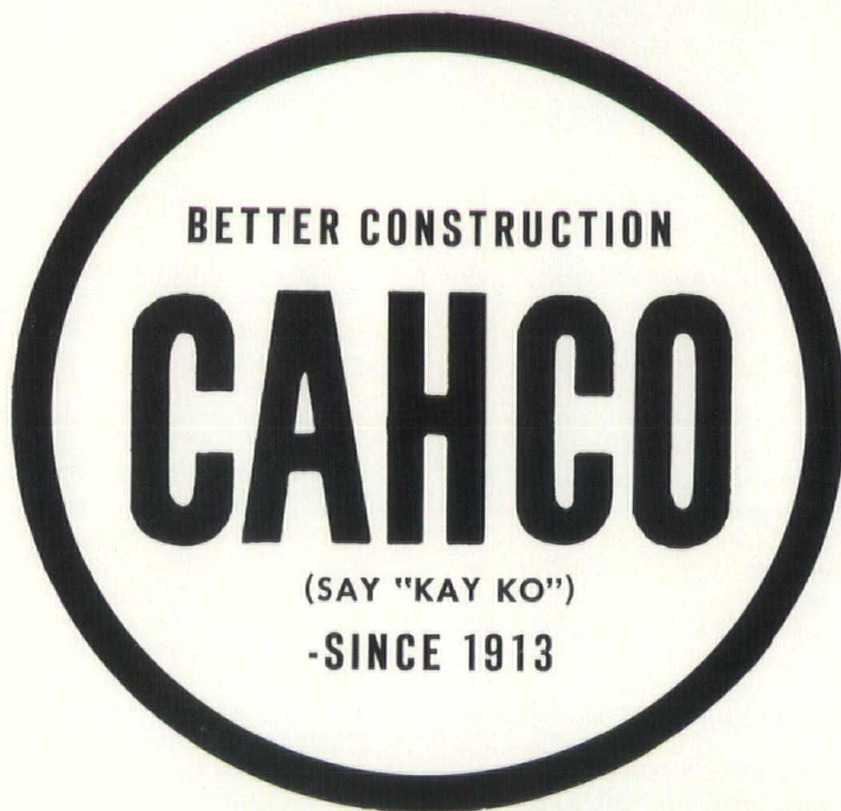
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The idea is not a new one, by any means, as the Romans more than 2,000 years ago developed the general concept. Their method was to construct the floors of their buildings on a series of supports, about 12 to 13 inches high and about two feet apart, forming horizontal flues. The central heat was supplied by charcoal, to prevent accumulation of soot, and the hot gases traveled through the formed horizontal flues and vented to the atmosphere through vertical flues formed in the walls. Many of these systems, now artifacts, can still be seen in England and Rome. Needless to say, the system was not the most efficient. With the advent of steam and hot water developments in the early 1800's, used as room direct radiation, the air panel concept was temporarily lost.

Now, when people are demanding precise body comfort, not just a space temperature of 72° near the thermostat, the air radiant panel system is again receiving consideration. Design engineers today must understand and design toward the physiological aspects of the problem.

Human body comfort is not a function of heat supply, because heat is generated inside the body by a chemical and physical process known as metabolism, which provides more heat than we require. The true function required of any conditioning system is to control the net rate at which the body loses heat by radiation, convection, and evaporation. These body heat loss rates are approximately 40% by radiation to the walls, floor, ceiling, or any other solid object; 40% by convection to the air surrounding the body; and 20% by evaporation of moisture off the skin surfaces.

The body radiation and evaporation control receives little attention in today's so called "conventional conditioning system."

Physiologically, it appears the radiation effect is the most important and yet receives the minimum amount of attention. The walls, floors, and ceiling must be warm before comfort can be achieved. Warm air alone is not sufficient.

The design engineer, in order to create the optimum thermal conditions at which all people, (not just those farthest from the outside wall), will be at their greatest efficiency and comfort, must design with radiant control in focus at all times.

This desired type of control occurs when surfaces are heated and cooled by radiation, and the air is heated or cooled convectively, as well as circulated within the space for proper ventilation. This type of control occurs in the air radiant panel system.

The air radiant panel system heats all the surfaces by radiation, warming them to the proper degree. The air temperature varies very little from floor to ceiling with the warmest air at the floor, where it should be for maximum comfort.

Common practice with radiant effect heating is to

maintain space temperature somewhat lower than that used with conventional heating systems. This occurs because of the warmer surface temperatures and the correct ratio of body radiation heat loss. Thus, the air feels fresher, more invigorating, and humid conditions are greatly improved.

Construction of an air radiant panel floor is basically simple. A rough first pour of concrete is required in which to lay the steel panel forms. These steel forms go together simply and are designed for maximum structural strength and radiation surface. After the steel forms are installed, which provide the air passages, a second pour of concrete is provided.

The conditioned air usually makes one pass through the floor system and enters the occupied space at the perimeter walls. Air entry into the space is through cabinets, sill grilles or sidewall registers. One interesting advantage is the flexibility of having the conditioned air supply under the complete floor. Partitions of walls may be moved or changed and the required air is available directly below in the air radiant panel system.

Since body comfort is not limited to building type, the air radiant panel system is applicable to every type of building. Schools, offices, stores and repair garages are just a few examples of good application.

The smaller projects, which are one or two zones, are usually done with "down-flo" furnaces forcing the conditioned air through the air radiant panels and into the spaces where required.

The larger projects, requiring many zones of control, are done in two ways: Single duct reheat or double duct. Using the single duct reheat design, the reheat medium is usually hot water but furnaces have been used with electric reheat. The duct system is most commonly a formed concrete trench. At the air entry from the trench to the floor system, reheat is provided for final room temperature under the control of a room thermostat. Normal air temperature in the trench could be 55° F. in summer and winter. The discharge temperature with reheat would be 95° to 120° F., under maximum heating conditions, depending on the space heat loss.

Using a double duct design, the control apparatus is usually a furnace but again, under other design consideration, hot water is not uncommon. The conditioned air is carried to the various zones through a double concrete trench, one trench carrying air for heating or cooling ability, the other trench carrying by-pass air that has been neither heated nor cooled. The air from the double trenches is blended by using mixing dampers controlled from a space thermostat to maintain desired space conditions.

Systems designed with air radiant panels have the ability to do an excellent job on odor dilution, air cleaning, germicidal treatment, air motion, humidity, and voice control.

Design consideration of air radiant control is most desirable, since it is a large factor in maintaining body comfort.

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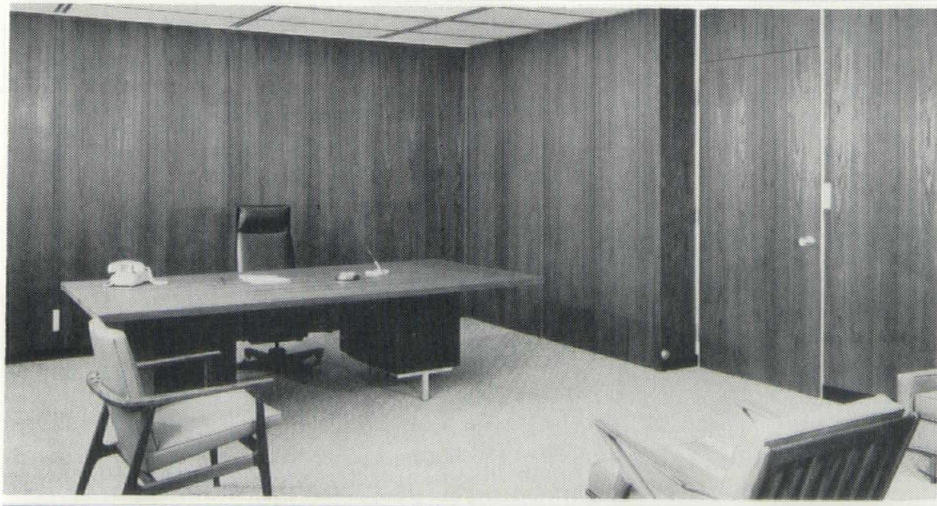
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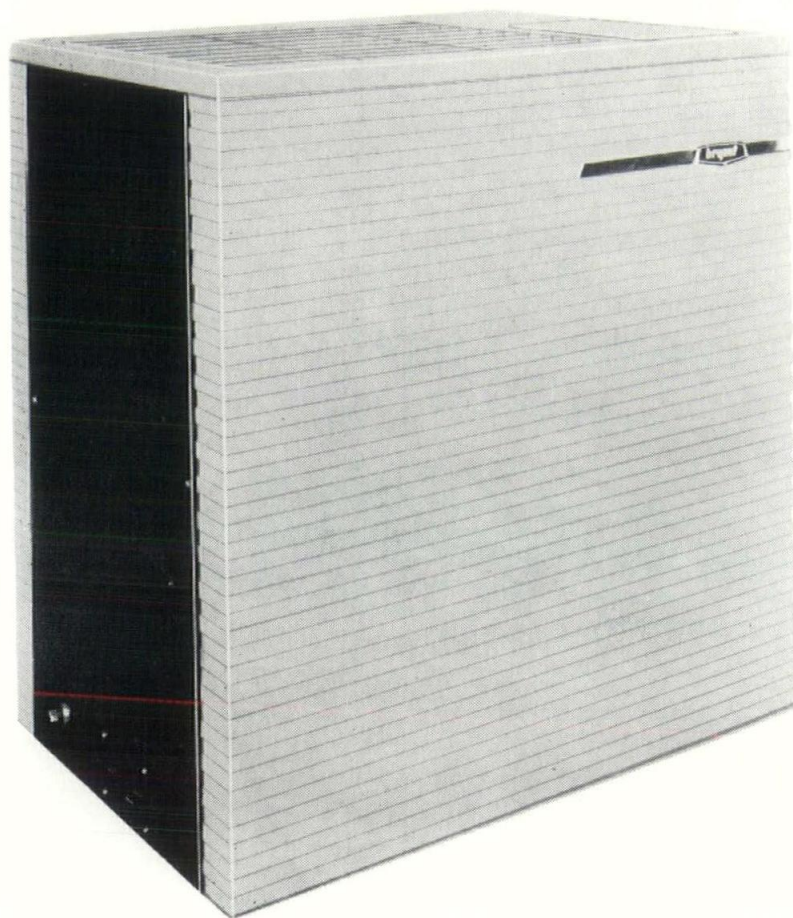
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As for the rest of you, we all hope that you had a ball like our shoeless Cinderella must have had. And it was our distinct pleasure to be your hosts at our SAWDUST SALOON during your state convention.

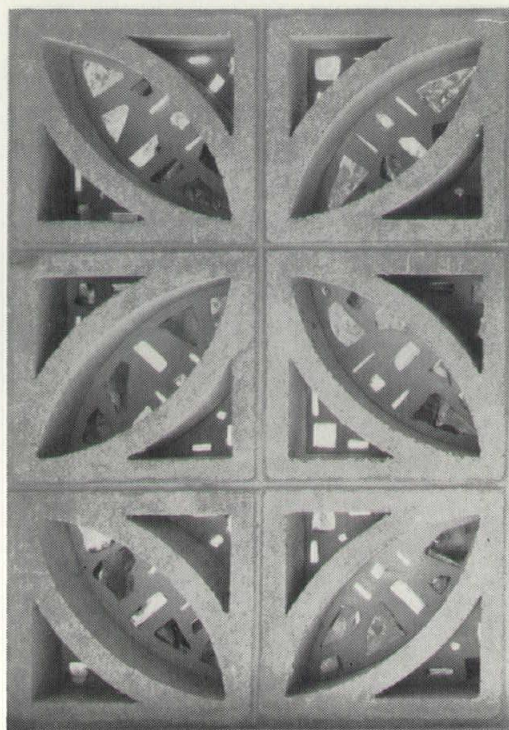
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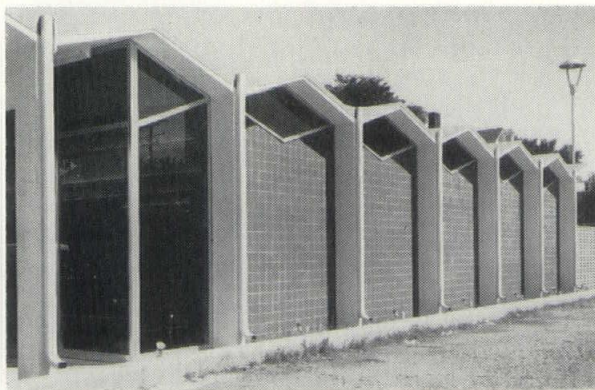
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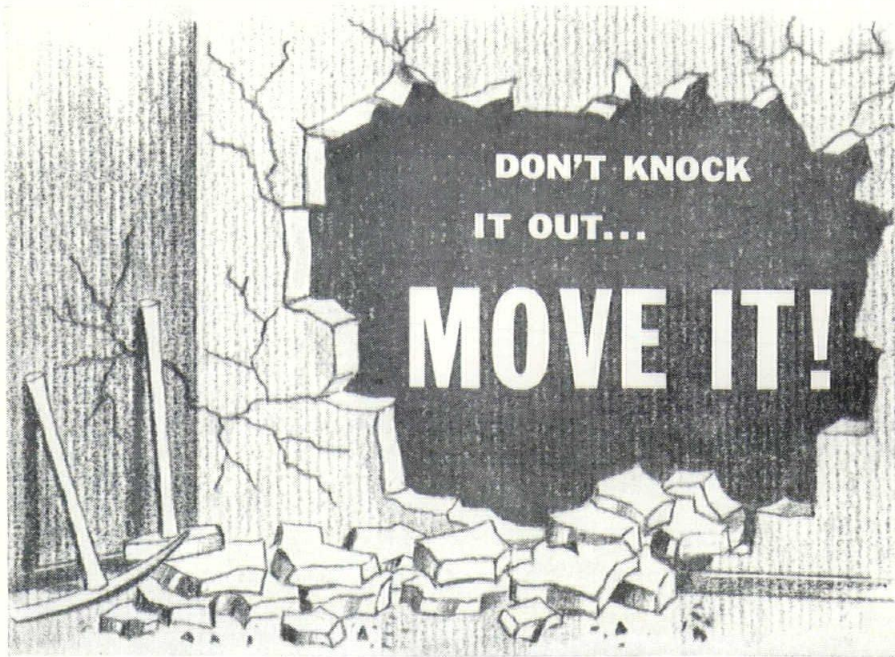
Front View



Side View

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Architects: West & Seron Associates, Lake Geneva, Wis.; Joliet, Ill.
General Contractor: Scherrer Construction Co., Burlington, Wis.
Prestressed Concrete: J. W. Peters & Sons, Inc., Burlington, Wis.

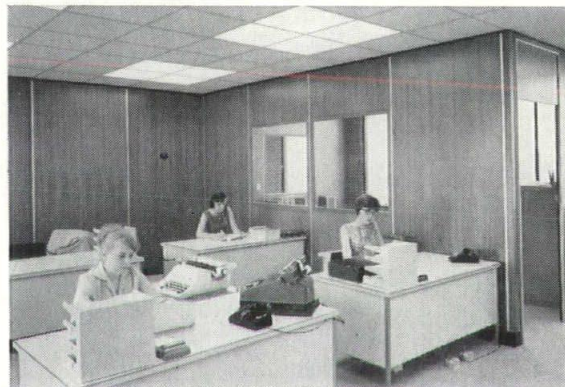




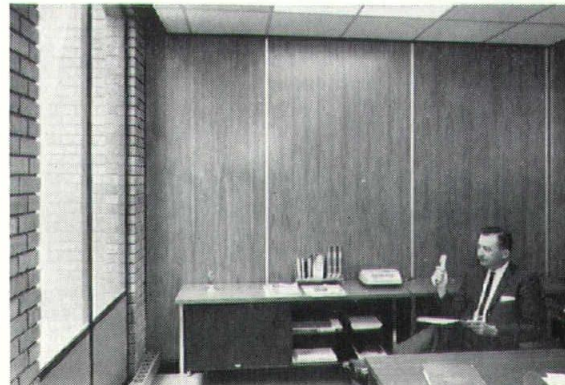
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Producers' Council

This is it. All good things must come to an end. Almost two years ago I had the good fortune to be elected to the office of the President at a mid term election. Shortly thereafter that, my good friend, the editor of this magazine, allowed me to write this short column. I have used this column to try to keep you informed on the Council's activities as well as future plans. In these past two years the Chapter has accomplished a great deal. Most importantly, membership has increased by over 15%, and a number of the programs have been designed to help raise money for the Wisconsin Architect Foundation. The social activities now include wives and children. You and I are fortunate indeed to be able to associate with the nicest people in the world, right here in Wisconsin, and I, for one, am grateful.

The new president of the Council is Herb Rother of Azrock Tile. Herb is a great guy and I know he will work hard to continue the work the Chapter is doing.

In closing, all I can say is "thanks" to all of you who have been so nice to me, and a special thanks to Herb Rother and the editor for asking me to write this column. This column will continue under the leadership of Herb and I hope you all watch for it to remain aware of your Producers' Council activities.

Russell Sandhoefer

Welcome

ORMAN A. HINTZ, AIA

BORN: February 17, 1918

SIDES: Milwaukee, Wisconsin

FIRM: N. A. Hintz & Associates, Milwaukee

Designed in 1957 — Readmitted in March, 1966

MARY GENE DUE

BORN: February 1, 1943

SIDES: Campbellsport, Wisconsin

FIRM: Stepnoski & Peterson, Architects, Fond du Lac

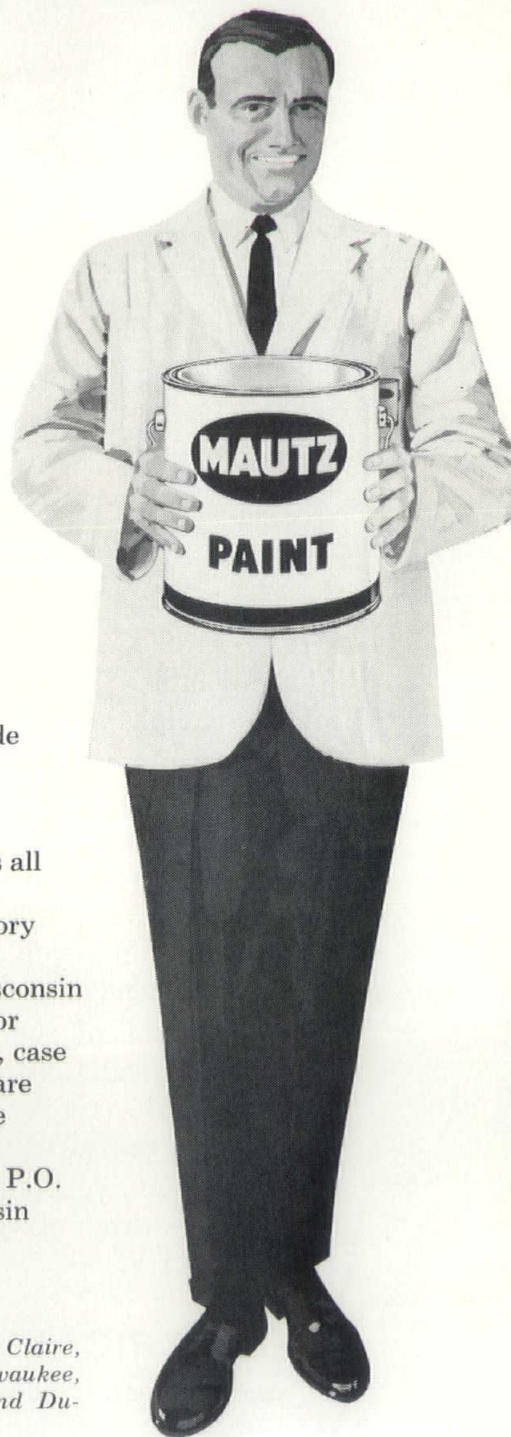
EDWARD R. WADDELL

BORN: November 15, 1937

SIDES: Oregon, Wisconsin

FIRM: Daverman Associates, Inc., Madison

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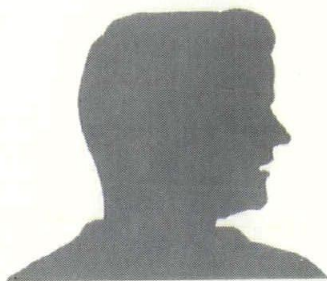


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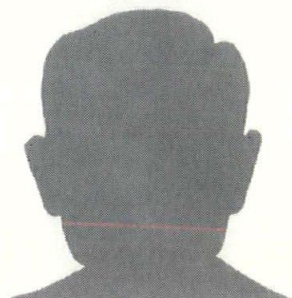
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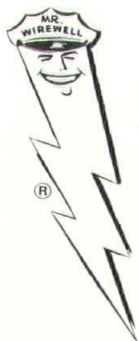
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WAF . . . cont. from page 41

to continue, but tapering off so that eventually the benefits of all Foundation funds can be confined to aids within Wisconsin. Currently grants of \$400 per-student-per-year are being made to 13 Wisconsin residents. Since 1953, seventy students have been aided for a total of \$30,875. Thirty-five Chapter members have served on the Foundation. Its funds have been derived through contributions by members, companies and unions in the construction industry (an in-

creasing number on an annual basis), the Chapter, the Women's Architectural League, and the Producers' Council. Details of such support and the work of the Foundation are published monthly in WISCONSIN ARCHITECT. The Foundation's current assets amount to \$13,557.36 — \$11,000 of which are invested.

With no prospect of architectural education in Wisconsin as late as 1963, the situation has suddenly reversed itself to the point of creating an entirely different problem.

In expectation of a union between Milwaukee School of Engineering and Layton Art School, I was called into conference by these institutions on October 28 relative to the creation of an architectural school. This appears to be a likelihood since the money, the space, enthusiasm, and willingness to take proper procedures is there.

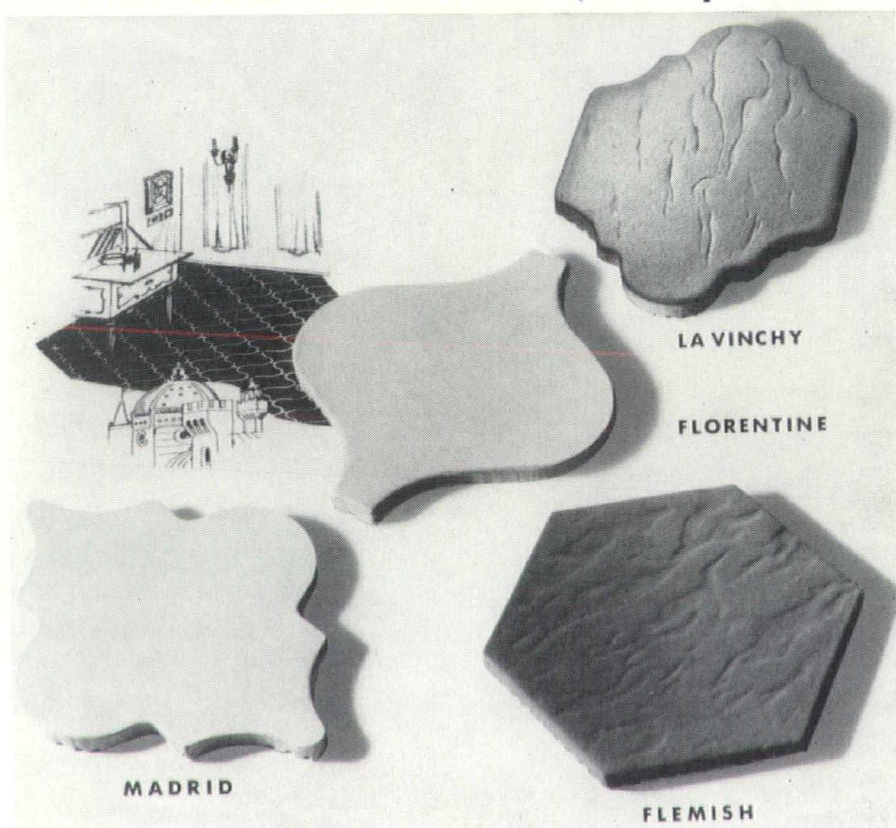
Likewise, on January 21, Chapter President Durrant, William Weller, Donn Hougen, John Jacobson and I met at Stevens Point with President Albertson and Dean Catrick for a similar purpose on the State University campus. On the heels of this came other enthusiastic feelers from other State Universities, and Lawrence College as well.

In the case of the State Universities, the Foundation and the Education Committee have recommended to Dr. Harrington and the Coordinating Committee that the schools might establish pre-architecture courses feeding into the programs at Milwaukee and Madison for the students demonstrating aptitude and desire. It can truly be said that at long last "Architectural education is busting out all over."

In retiring as President of the Foundation, a Director for three terms, and one of its founders, I wish to pay tribute to those with whom I have served during the difficult years; to my predecessor Roger Herbst, particularly, who spearheaded our program on education and who continues his enthusiastic interest; and to Mrs. Dorothy Schweitzer, our devoted hardworking executive secretary who has given her services for years without remuneration (this nepotism that never paid off!).

To the Chapter members: I urge your support because with each year the work of the Foundation grows in importance, and responsibility, and need. The success of its program for education will rest in stature for our profession in Wisconsin, and can provide a fine seminar program of continuing education through the new educational facilities. As a public relations medium, it will have no equal in developing an enlightenment and awareness of the far-reaching benefits of our profession.

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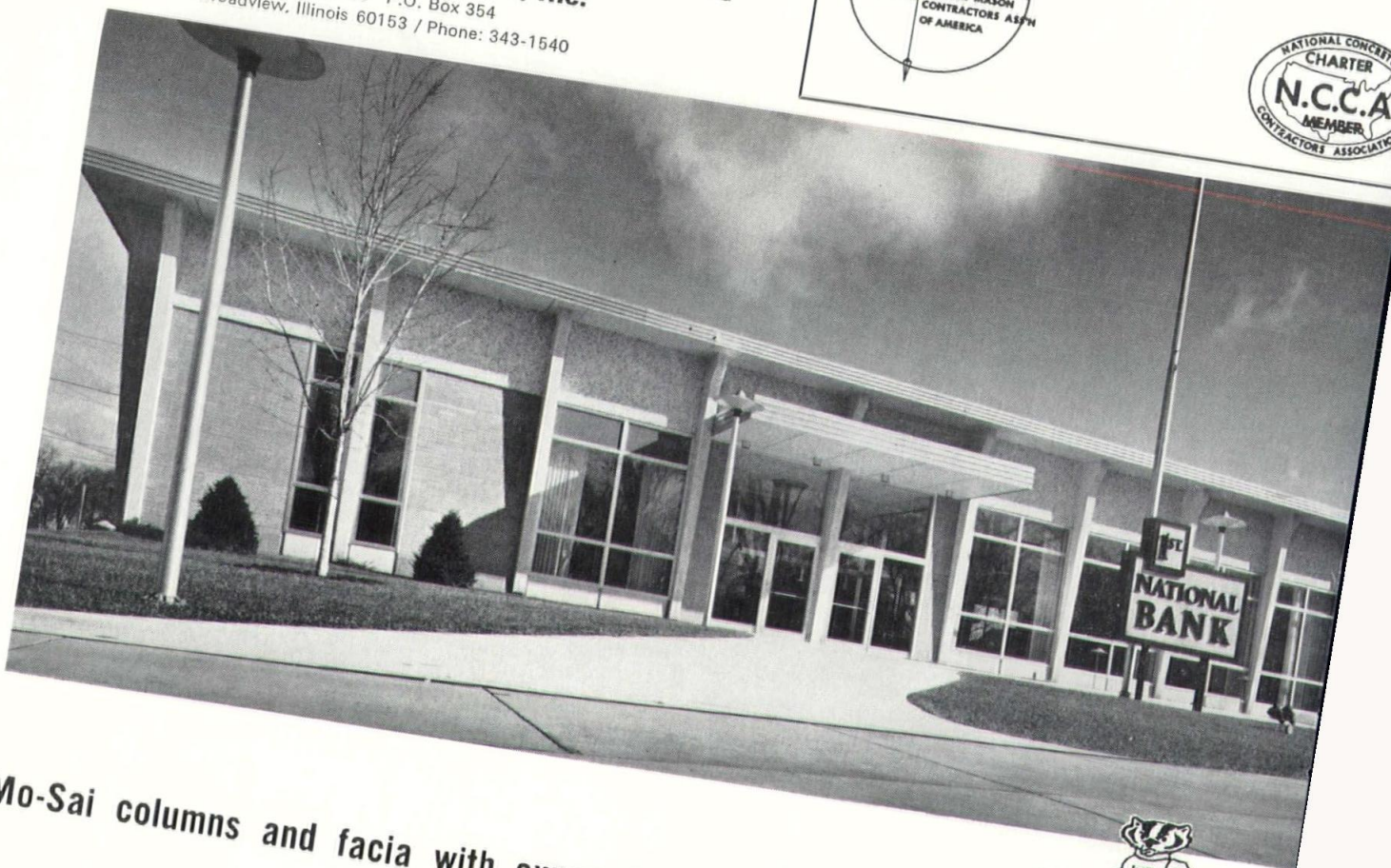
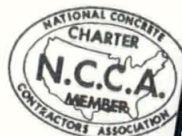
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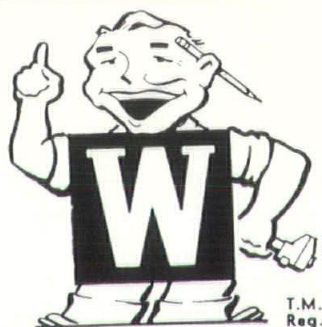
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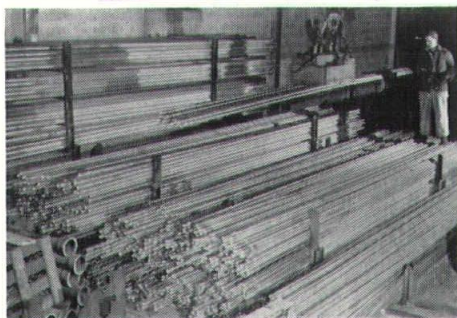
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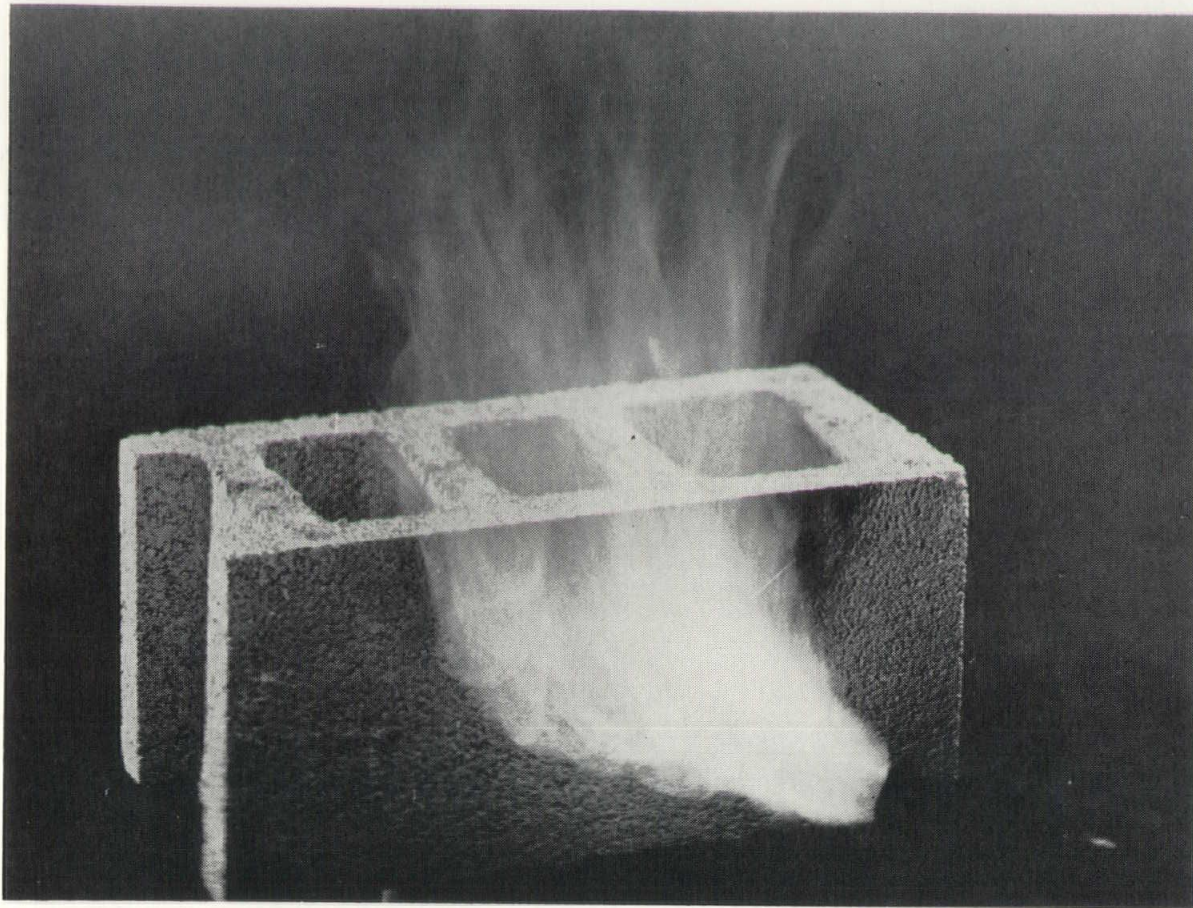
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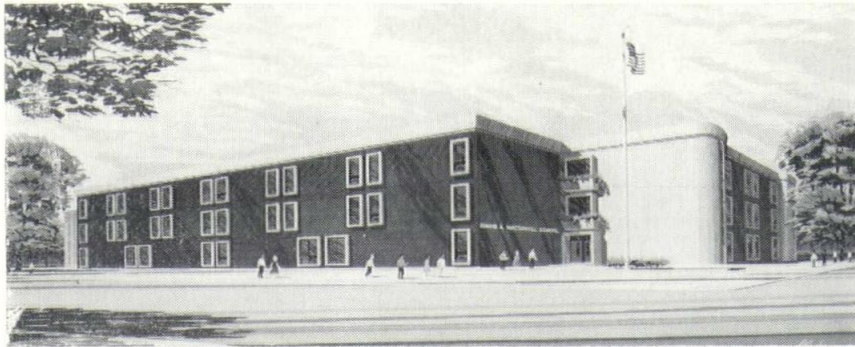
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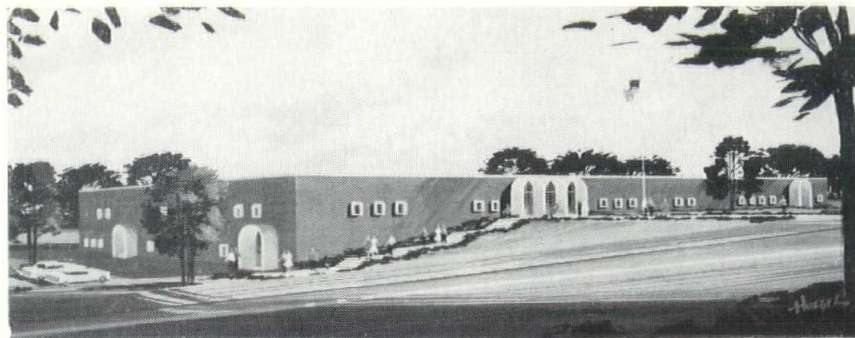
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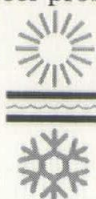
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