

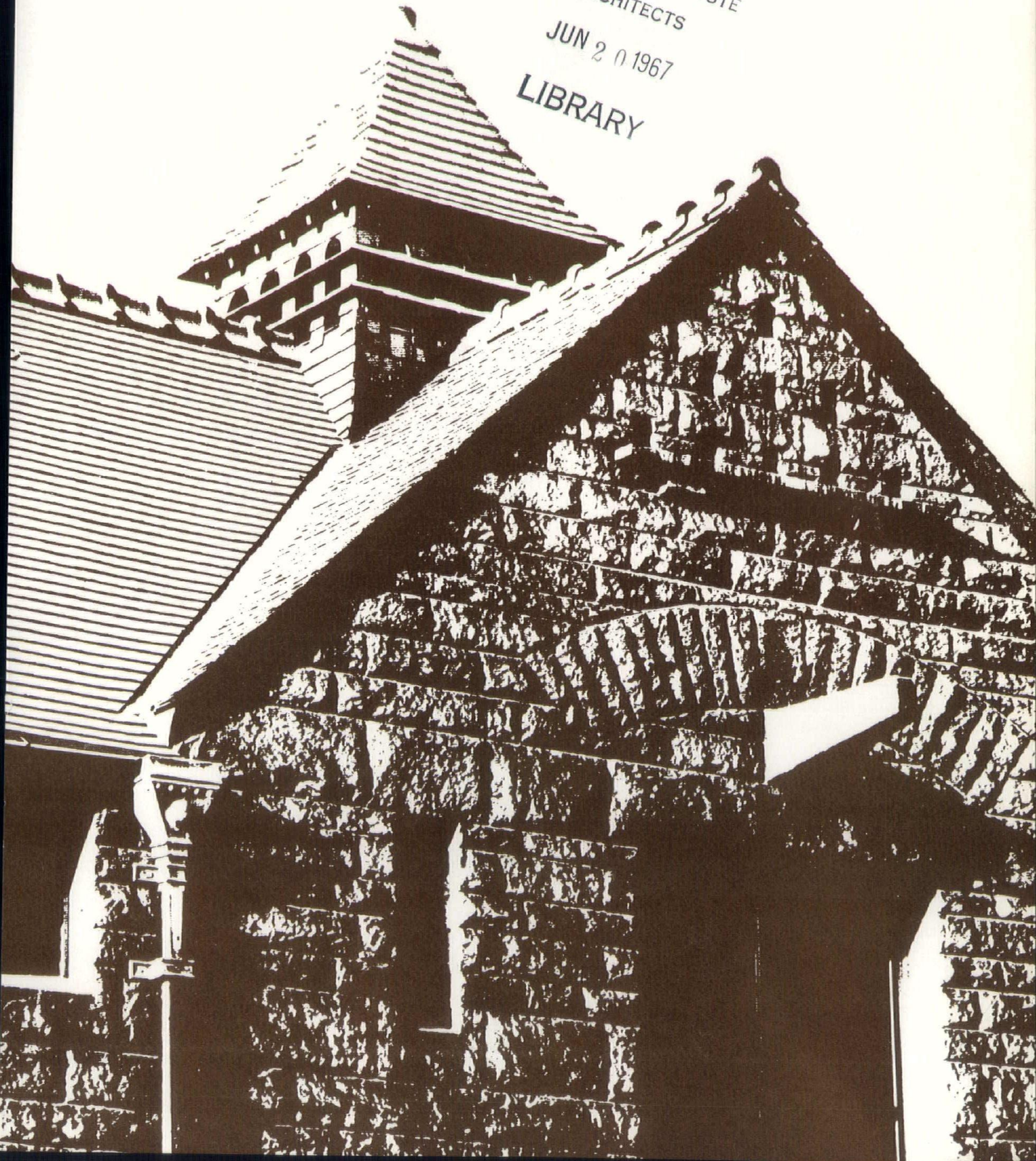
# wisconsin architect

june/1967

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## Beauty and the budget get together in this all-concrete school

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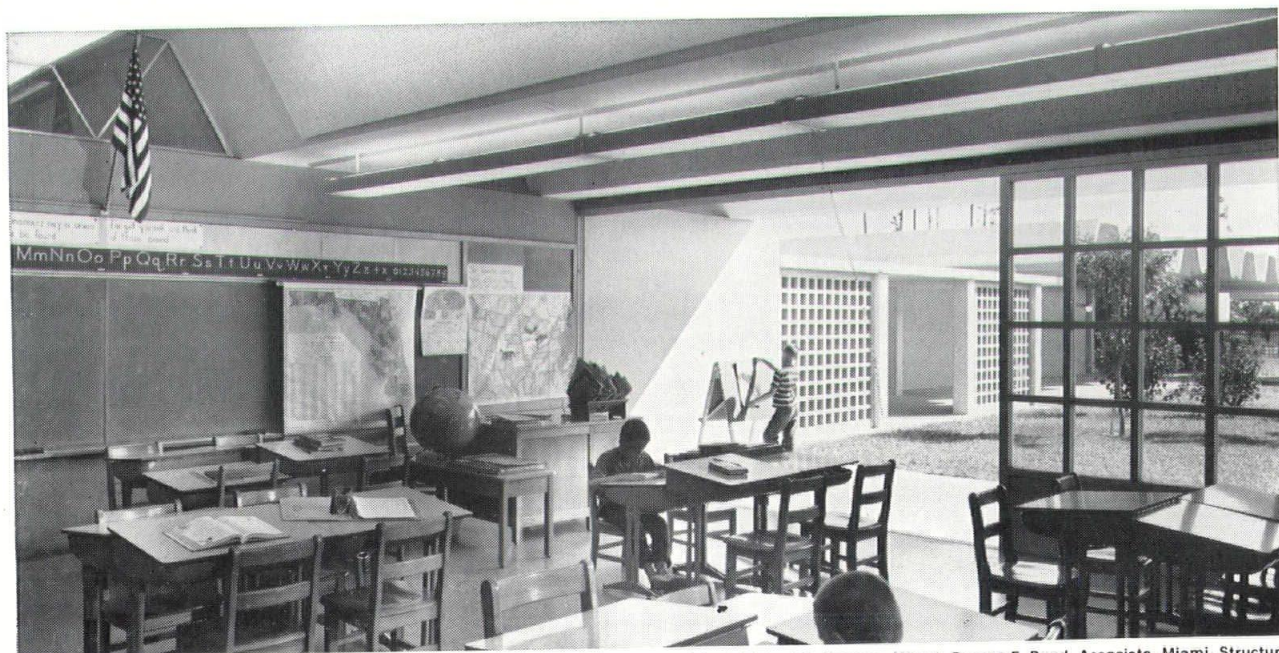
The structure is striking, yet tastefully modern . . . with 22 classrooms, cafetorium, library and administrative spaces. For 35,210 square feet, the bid price was \$398,390, or \$11.32 per square foot.

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Typical classroom, Avocado Elementary School with adjacent "patio" class space. Architect: Robert B. Browne, Miami; George F. Reed, Associate, Miami. Structural Engineer: Walter C. Harry & Associates, Fort Lauderdale. Contractor: Stobbs Brothers Construction Company, Miami. Owner: Dade County Board of Public Instruction.

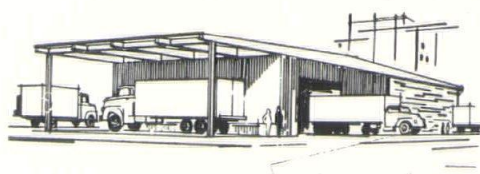




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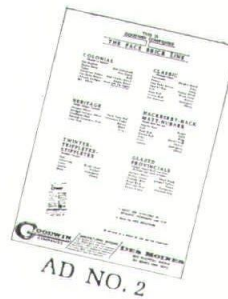
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## notes of the month



Winners of the Wisconsin Press Photographers' Competition at the Awards Luncheon on Friday, April 7th, from left to right: Duane Hopp, Robert Boyd, Mr. Robert Overdahl, Ron Hansche, A.I.A., and Vern Arendt.

## NOTES FROM THE INDUSTRIAL COMMISSION

By: Charles A. Hagberg, P.E.  
Chief Engineer, Building Section  
Wisconsin Industrial Commission

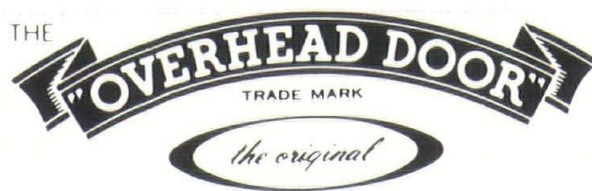
We feel privileged to have this opportunity to pass on to the members a few news items about the Industrial Commission. As you may know by now, there have been several staff changes during the past year made to improve our service and to provide up-to-date building codes.

Mr. Delbert Blasdel has been assigned the duties of preliminary plan review engineer. It is not our intent that Mr. Blasdel completely review all plans, but rather that he be available to answer specific code questions when you have developed your plans far enough to know what the problems are. Mr. Blasdel

(Continued on page 31)



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## Three Wisconsin Architects Named Fellows

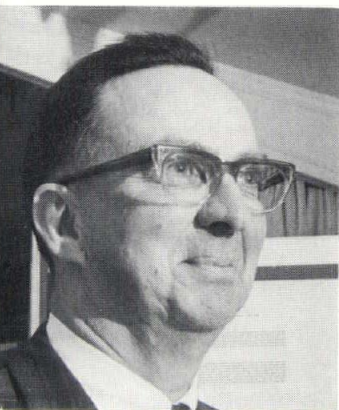
The American Institute of Architects elevated 82 of its members to the rank of Fellow at its annual convention this year in New York City. Among the recipients of the highest honor the Institute bestows upon

its members were three members of the Wisconsin Chapter, AIA. Investiture took place at the annual banquet and ball on Thursday, May 18, 1967.



Julius S. Sandstedt, FAIA

It is with the greatest satisfaction that we announce the Fellowship of Julius S. Sandstedt of Sandstedt, Knoop, Yarbrow, Architects of Oshkosh for his untiring service to the profession. In his nearly forty years of professional practice, Mr. Sandstedt has become well known for his outstanding public projects which bear witness to his professionalism, his dedication to architecture and his deep concern for total environment. Mr. Sandstedt's dedication to the objectives of The American Institute of Architects on local, regional and national level are well known and appreciated by his colleagues. Under his energetic leadership the Wisconsin Chapter established its first permanent office, increased its membership significantly and organized the Wisconsin Architects Foundation, the first of its kind in the AIA. He served the Institute as Director, Member of its Board, and on crucial committees. He was Regional Director for The North Central States Region from 1961 to 1964. He is now Chairman of the Region for the Octagon Fund Drive. The Wisconsin Chapter owes much to "Sandy's" total and selfless commitment.



Allen J. Strang, FAIA

Allen J. Strang of Weiler, Strang, McMullin and Associates, Architects of Madison was named Fellow of the AIA for his notable contribution to the advancement of Design and his Service to the Profession. In the thirty years of practicing architecture, Mr. Strang has received numerous awards and recognitions for his work. He has been active in all phases of the profession, serving on important committees of the Wis. Chapter, AIA, and serving as its Director and President. He is presently serving as Director and Vice-President of the Wisconsin Architects Foundation. Mr. Strang is deeply respected by his peers for his accomplishments which exemplify the finest in professional tradition, may they be comprehensive architectural services to his clients, pioneering and developing structural systems, or his energetic efforts for formal architectural education in this State. His contributions in civic leadership equal his professional accomplishments, and insure Allen Strang's lasting mark on his regional environment.



Theodore Lincoln Eschweiler, FAIA

Theodore Lincoln Eschweiler was posthumously elevated to Fellowship in the College of Fellows of the AIA. Mr. Eschweiler's lifelong dedication to the profession was movingly appreciated by his friend, Richard W. E. Perrin, F.A.I.A. in the January WISCONSIN ARCHITECT. Mr. Perrin said: "The true practitioner of an art so broad as architecture, so fundamental to human society, and so necessary to the expression of the larger qualities of the human spirit must himself be broad, many-sided, and sympathetic. Such a man was Ted Eschweiler. Living up to every professional and ethical exaction as an architect, he combined these qualities with the fine attributes of a well-bred, cultured gentlemen who was also an astute man of business, a good citizen, and a genial friend to those who knew him best."





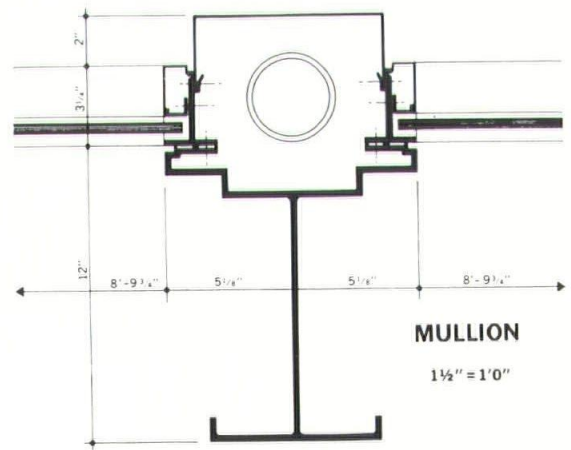
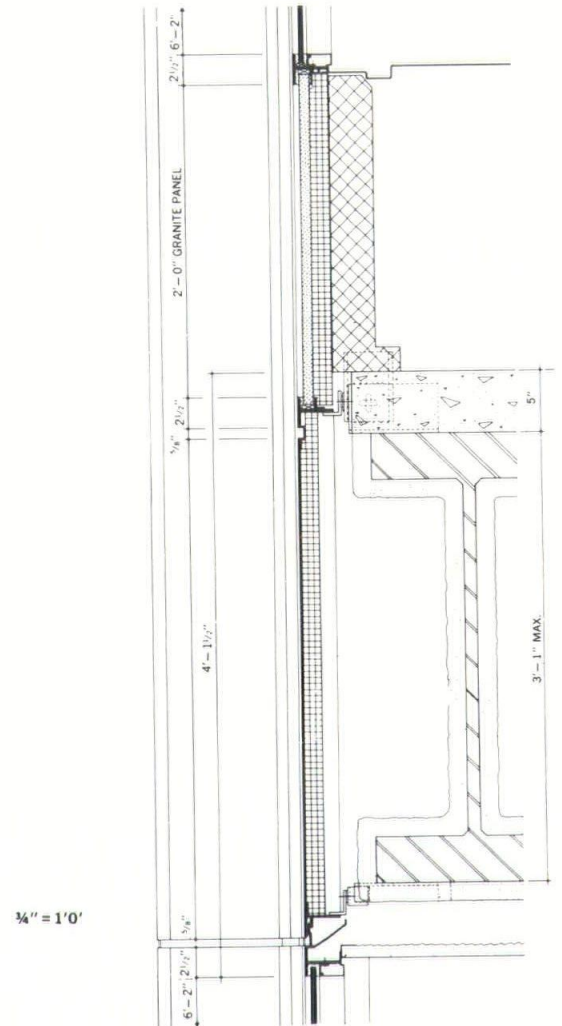
## THE EQUITABLE BUILDING, CHICAGO, ILLINOIS

Architect: Skidmore, Owings & Merrill

Contractor: A. L. Jackson Company

Photo: Hedrich-Blessing

This sophisticated custom curtain wall expresses the building's structural concept and incorporates within the wall pipe and duct chases for heating and air conditioning. The 35-story, 4'-10" module, curtain wall is finished in 311 light bronze duranodic and glazed with solar bronze glass. The spandrel panels are duranodic finished aluminum with a gray granite panel from the floor to the window sill.



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# architecture-the unknown

*A brief excerpt of ARCHITECTURE AS SPACE by Bruno Zevi, translated by Milton Gendel, edited by Joseph A. Barry and published by Horizon Press.*

It is virtually standard procedure for a history or criticism of architecture to begin with an attack on the layman. Nineteen out of twenty of the books cited in our bibliography open with complaints and apologies, such as:

"The public is interested in painting and music, in sculpture and literature, but not in architecture. The intellectual, who would feel ashamed not to recognize a painter of the rank of Sebastiano del Piombo and who would turn pale at being charged with ignorance of a painting by Matisse or of a poem by Eluard, feels perfectly at ease in confessing that he doesn't know who Buontalenti or Neutra might be"; or

"Newspapers devote whole columns to a new book by Koestler or to an exhibition of Morandi, but ignore the construction of a new building, even if it's the work of a famous architect. Whereas every self-respecting newspaper has regular coverage of music, theater, movies and, at the very least, a weekly art column, architecture remains the great unknown"; or

"Just as no adequate means exist for information about good architecture, so there are no effective means for impeding the construction of architectural horrors. *There is a certain censorship for films and for books, but not for the prevention of architectural and urban outrages, which have far more serious and lasting consequences than the publication of a pornographic novel,*" or, finally,

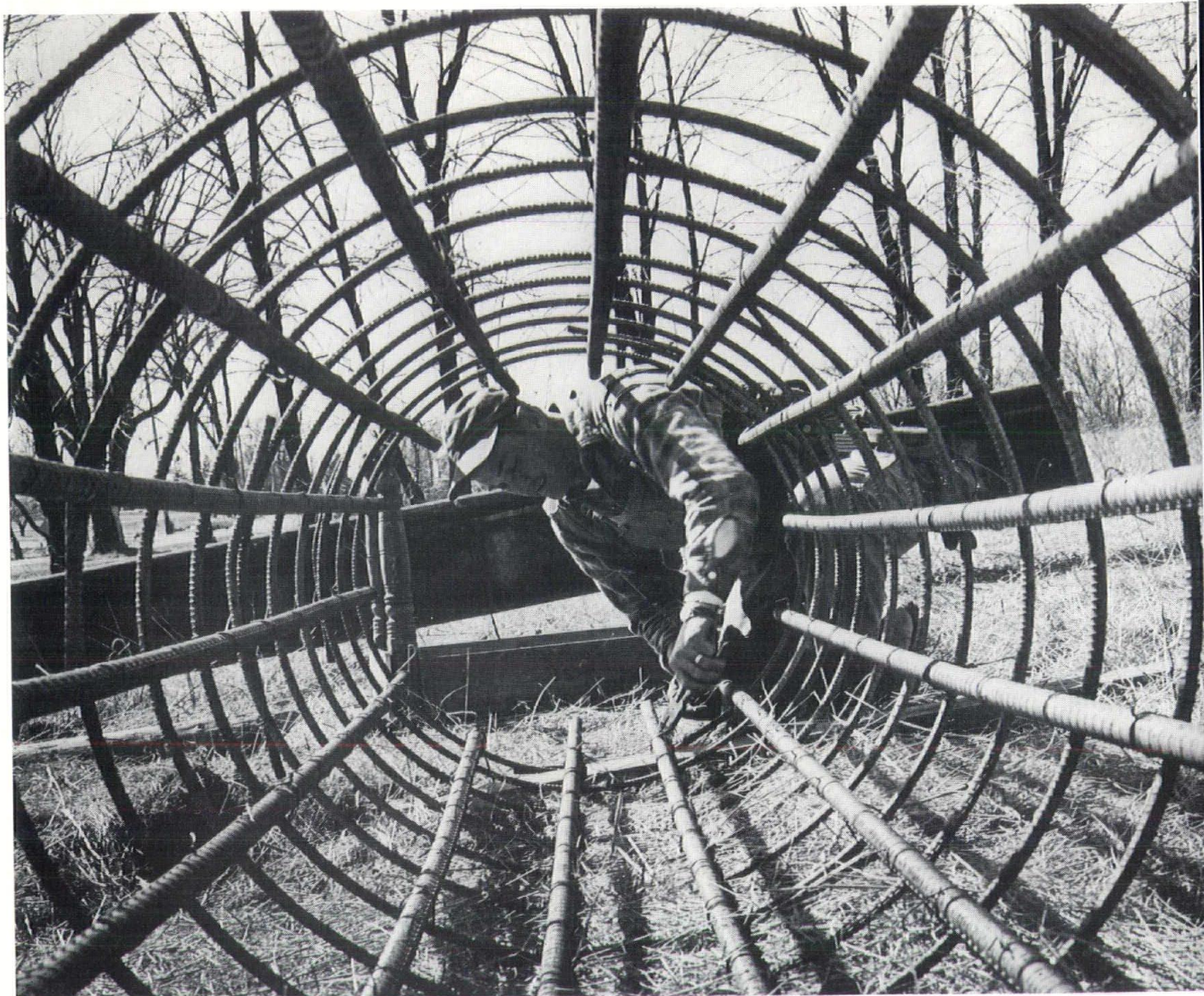
"Nevertheless (and this is where the apologies come in) while everyone is free to shut off the radio, to walk out on concerts, to shun the movies and the theater, and to stop reading a book, no one can close his eyes to the buildings which form the setting of city life and which set man's stamp on the countryside."

The lack of public interest in architecture cannot be considered inevitable and inherent in human nature or

in the nature of a building, so that we need only limit ourselves to the mere statement of such indifference. Undoubtedly there are material difficulties to overcome; and there is an incapacity on the part of architects, historians of architecture and art critics to make themselves apostles of architecture, to spread the love of architecture, if not to the general public, then at least to the cultivated.

Above all there is the physical impossibility of transporting buildings, as one does paintings, to a given place in order to exhibit them. To look at architecture with any system and intelligence one must already have a lively interest in the subject and be provided with a good deal of good will. The average man who visits an historical city and feels duty-bound to admire its buildings makes the rounds according to purely practical considerations: today, in a given quarter, he visits a Baroque church, then a Roman ruin, then a modern square, then an Early Christian basilica; tomorrow he goes to another section of the city and, on the "second day of the tour," as his Baedeker puts it, he falls into the same confusion of distant and different types of unrelated architecture. How many tourists decide to visit all the Byzantine churches today, the Renaissance monuments tomorrow and modern works the day after tomorrow? How many of us can resist the temptation to break the order of our viewing to admire the Romanesque tower that rises behind a Baroque church or to go back into the Pantheon, right there within easy reach of the Gothic pile of Santa Maria sopra Minerva? It is possible to gather from all over the western world the paintings of Titian or of Brueghel and so reveal their special quality in single great exhibitions; it is possible to perform the works of Bach or of Mozart in concerts devoted to them, but an exhibition of Francesco di Giorgio or of Neumann can be put together only at the expense of one's own fatigue, which presupposes a real passion for architecture.





Category III: Merit Award, Vern Arendt for "A Man Builds a Column."

## Second Annual Architectural Press Photography Competition

The Wisconsin Chapter, American Institute of Architects announced the Award Winners for the 1967 Architectural Press Photography Competition, sponsored jointly by the Wisconsin Chapter, A.I.A. and the Wisconsin Press Photographers Association, at the Awards Luncheon of the Chapter State Convention, April 7th, 1967. This program is conducted annually to encourage excellence in Architectural Press Photography in the State of Wisconsin, according to Program Chairman Ron Hansche, AIA, and Terry Mooney, AIA, who prepared this program for the past two years and saw it through its various stages of development.

Jurors for this year's competition were Theodore Irion, Architect and accomplished photographer from Oshkosh, Wisconsin, and Guido Brink, well-known and widely published artist and Instructor of Art at the Layton School of Art in Milwaukee.

This year's program consisted of the following three categories:

### Category I

Category I consists of a picture story composed of historic, newsworthy or new architecture. Emphasis is placed on composition, artistic photography and specifically the story told.

### Category II

This category is limited to one photograph of one or more buildings, either historic or new architecture. Emphasis and attention is focused on photographic technique.

### Category III

Construction Photography being the most unusual of the three groups is made up of one photograph of a building under construction. Here the photographer ought to express the way architects and builders construct architecture.

Winners of this year's competition also received cash prizes in addition to their certificates; \$50.00 for Honor Awards, \$25.00 for Merit Awards and \$10.00 for Honorable Mention.





Category II: Robert Overdahl, Staff Photographer for the Milwaukee Journal received the Honor Award for his entry "*Historic Church Spires in Milwaukee.*"





Category III: Honor Award, Vern Arendt of the Ozaukee Press for "Two Church Builders."



Category II: Honorable Mention, John Ahlhauser of the Milwaukee Journal for "Interior of a Milwaukee Cathedral."



Category II: City Street, Honorable Mention, Ronald Overdahl.

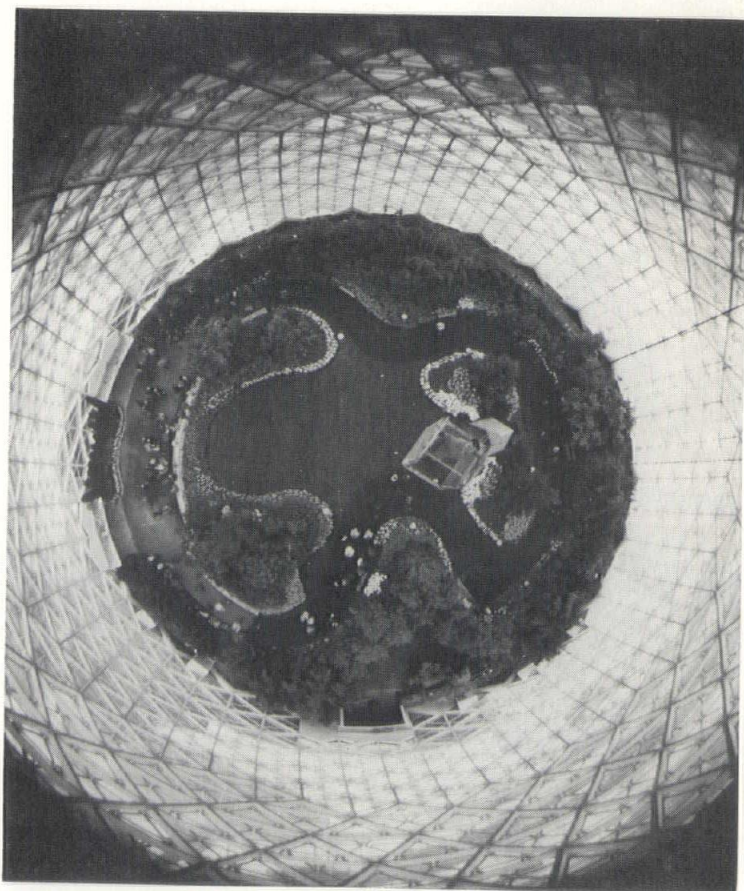




Category I: Duane Hopp received a Merit Award for the picture story "Construction of a Chimney." Mr. Hopp is a member of the University of Wisconsin Photography Staff and past president of the Wisconsin Photographers Association.



Category III: Honorable Mention, Robert Boyd, Staff Photographer of the Milwaukee Sentinel, "Steel Skeleton."

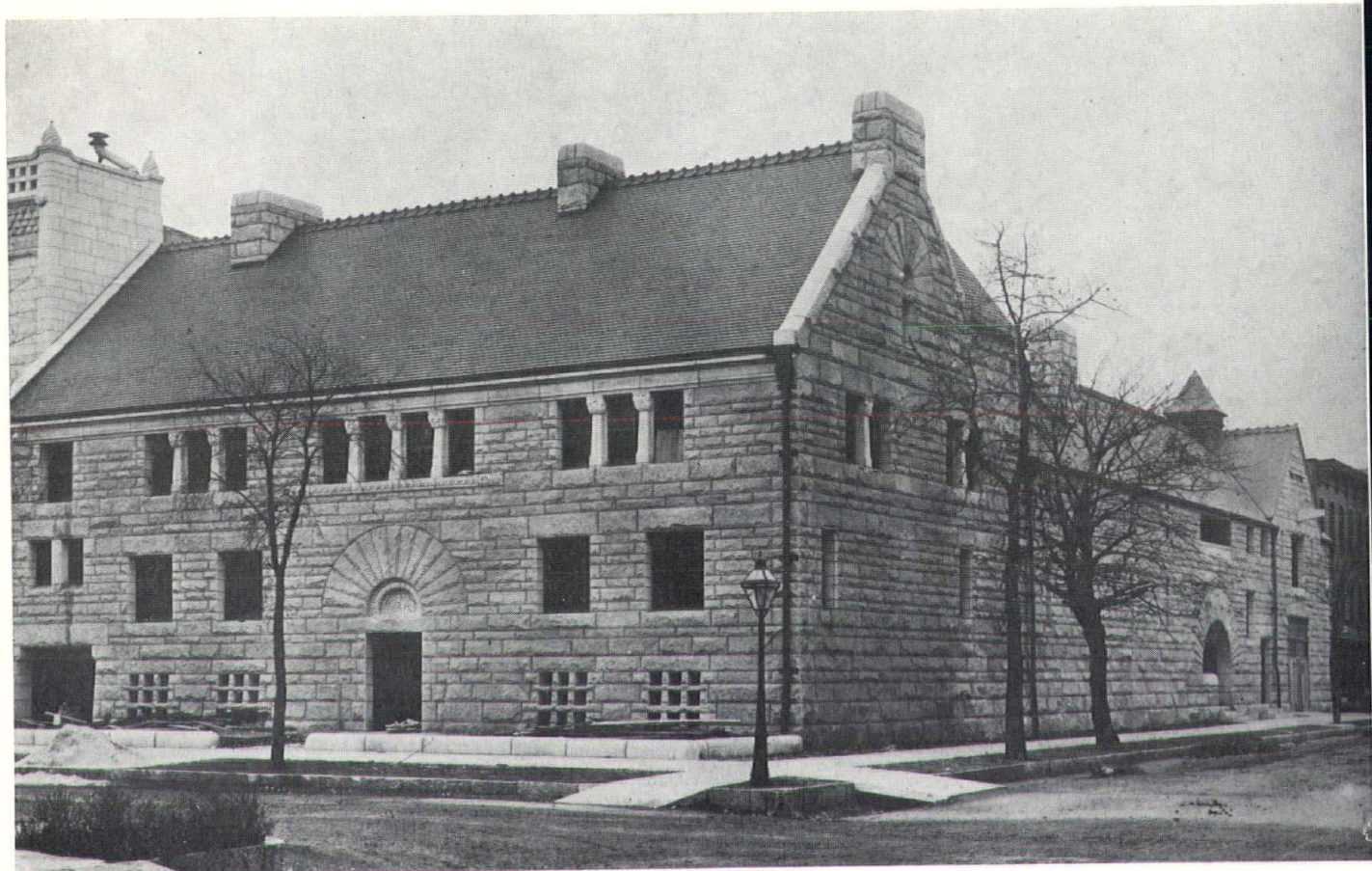


Category II: Robert Overdahl was also awarded a Merit Award in this category (II) for his unique color photograph of the Mitchell Park Conservatory.



# A New Role for Richardson's Glessner House

Joan W. Saltzstein



*House at time of completion.*

The last remaining example of the work of Henry Hobson Richardson in this area, the Glessner mansion at 1800 Prairie Avenue in Chicago, has been saved from demolition by the efforts of a newly organized group called The Chicago School of Architecture Foundation.

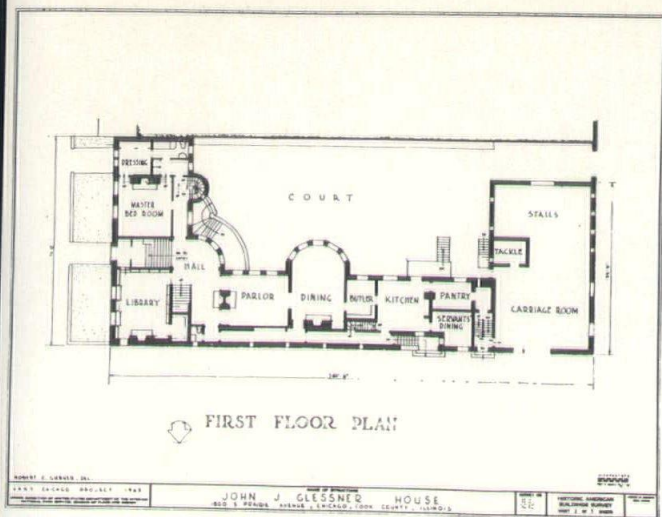
Richardson built only four buildings in Chicago. Two have faded into oblivion. The third and most notable was the Marshall Field Wholesale Building which so greatly influenced Adler and Sullivan. This giant monolith was torn down in 1930 to make way for the proverbial parking lot and the Glessner house now represents, alone, the work of one of the great giants of the Chicago School.

John J. Glessner was a Chicago millionaire whose

farm machinery business is now merged with International Harvester. A member of the so-called "sifted few," he built his mansion on what was then Chicago's most exclusive street. His neighbors included Marshall Field, whose elegant home was designed by Richard Morris Hunt, and the railroad king, George Mortimer Pullman, whose "palace" boasted the newly fashionable mansard roof.

The construction of Glessner's thirty-five room mansion was begun in 1886 and finished after Richardson's death a year later. Its unornamented facade with only a few small windows seems to be austere and grim but it served as a screen against the soot and grime of the city. The rear of the house opened onto a courtyard





where the family could relax in privacy, safe from the cinders of the steam railway that, incongruously, ran nearby. The house was occupied by the Glessner family until the death of Mr. Glessner at the age of 93 in 1936, at which time it was left to the Chicago Chapter of the AIA. It, however, turned the property back to the estate because adequate maintenance funds were not available. The Graphics Technical Arts Foundation occupied the building until its offices were moved to Pittsburgh some years ago.

Designated as a "premiated landmark" in 1958 by the Chicago Mayor's Commission on Architectural Landmarks, it bears a plaque with the following citation:

"In recognition of the fine planning for an urban site, which opens the family rooms to the quiet serenity of an inner yard; the effective ornament and decoration; and the impressive Romanesque masonry, expressing dignity and power."

The building remained empty for several years, the prey of vandals who stripped it of many of its hand-somest features including crystal doorknobs, prized zinc bathtubs, and elegant lighting fixtures.

Many individuals and organizations sought to save the house, but the cost of restoration seemed to be prohibitive. Finally Philip Johnson, the well-known New York architect, offered to pick up the option if a responsible group could be found to maintain and operate it. For some time it seemed feasible as an adjunct to the University of Illinois Circle Campus but the distance proved to be impractical from a maintenance standpoint. Then in 1966 an organization of architects, architectural historians, teachers and interested citizens formed a foundation called THE CHICAGO SCHOOL OF ARCHITECTURE and purchased the building to serve as their headquarters. Among the patrons and principal contributors were: Philip Johnson, Skidmore Owings and Merrill, Alfred Shaw, C. F. Murphy, Perkins & Will, Harry Weese, and Phyllis Lambert. (Mrs. Lambert is the daughter of the President of the Seagram Company. Her interest in the Chicago School was created when she came in contact with Mies Van der Rohe at the time he built the Seagram Building in New York. A decade after her graduation from college she studied architecture at the Illinois Institute

of Technology and is now a practicing architect in Chicago.) The Board of Directors includes among others Carl W. Condit, author and professor at Northwestern University, Morris English, editor of the *University of Chicago Press*, Architect Richard Wintergreen, and W. H. Hasbrouk, editor of *The Prairie School Review*.

The condition of the building was found to be good in spite of the vandalism and damage to the oak paneling and flooring. The heating system, however, proved inadequate and the fluorescent lighting, installed by the Graphics Foundation is not in keeping with the building and will be replaced. An estimated cost of all work over a period of years is \$200,000. The foundation has received funds from the Illinois Arts Council and has applied to the National Trust for Historic Preservation for further money to continue its plans. Some materials and labor have been donated, and, in the early stages, groups of friends of the foundation carted out trash, swept floors and spruced up the shrubbery, according to an account in the *Chicago Tribune*.

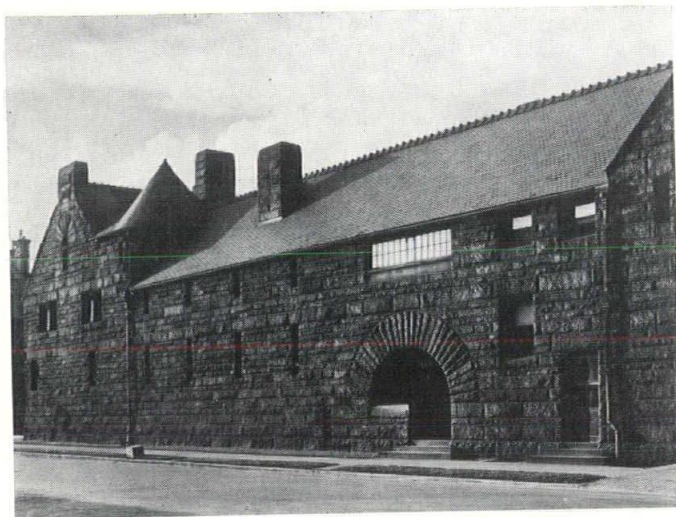
In January of this year the foundation compiled a prospectus outlining its plans for the future. Hopefully it will serve in many capacities as a center of information for the Chicago School of Architecture, and in so doing will encompass the work of men who lived and worked in Wisconsin, such as Jens Jensen and Frank Lloyd Wright. It will serve as a museum of Chicago Architectural history where photographs, samples of architectural ornaments, models, plans and historical documents will be on display and available for circulation throughout the country. It will contain a library of materials pertinent to the Chicago School, provide archives for existing material and make a union catalogue so that all information on the School can be



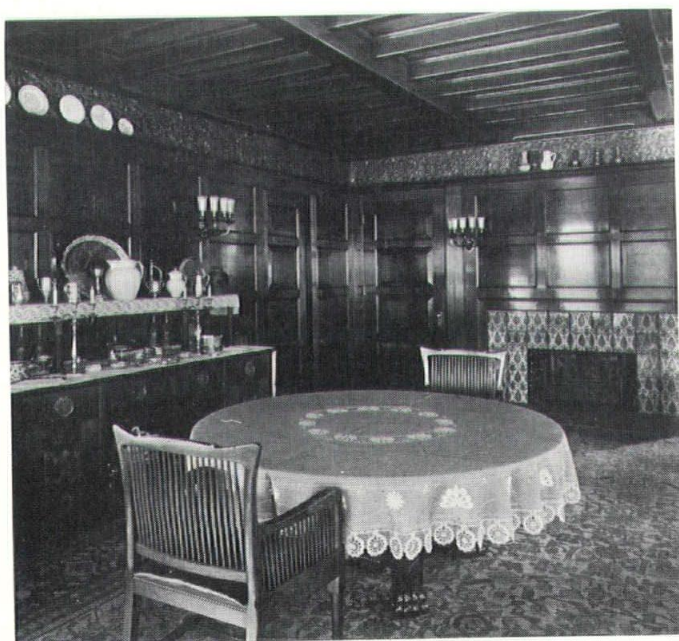




*Courtyard.*



*North 18th Street side of house showing arched entrance which was used by Frank Lloyd Wright in his Morris Gift Shop in San Francisco.*



*Panelled dining room showing chairs designed by Richardson.*

located easily. Lectures and seminars and tours of the city will be conducted for high school and college students and any interested groups. The Donnelly Printing Company is offering as its contribution a brochure relating to the architectural significance of the Glessner House and the aims of the foundation, and there are plans to promote reprinting of books, maps and pamphlets no longer readily available, and also to publish a periodical. Facilities for conferences and possible living quarters for scholars and visiting professors will be available. The Chicago Chapter of AIA has already asked for accommodations for its Historic American Buildings Survey for ten weeks beginning in June.

At the present time a full time paid Director is being sought, the offices of the foundation are in the building and temporary heat has been set up in the library so that business can be transacted. The old coach house, which can be seen on the right of the first floor plan, will be used as an auditorium with lecture halls and exhibit rooms to the left of the entrance.

Gifts to the non-profit organization are tax-deductible and memberships range from \$5.00 for students and \$10.00 for annual members to \$5,000 or more for patrons.

The prospectus of the foundation aptly sums up its purpose:

"By drawing from the best examples in our architectural history, we can judge in making solutions for the problems of today and anticipating those of tomorrow. It is no longer sufficient for architects, historians and planners to be the enlightened decision makers. In order for the standard of our environment to improve, the general public must be educated. It must be they who demand a better environment. This is the aim of The Chicago School of Architecture Foundation in its educational program."





The tragic death of Dr. James Albertson, President of Wisconsin State University-Stevens Point, occurred on March 23 in Vietnam. He and the other seven members on an educational mission "gave their lives as surely as any soldier carrying a gun—they were carrying the light in behalf of knowledge"—the quoted sentiment of a friend.

In tribute to the memory of Dr. Albertson, Wisconsin Architects Foundation has contributed \$100 to the Wisconsin State University Foundation-Stevens Point, with the request that the memorial be ear-marked for education.

The Directors of Wisconsin Architects Foundation have offered with sincere sympathy this expression of condolence in the great loss to the University at Stevens Point, his family, as well as the State of Wisconsin.

Of particular meaning to the Foundation and other members of the Wisconsin Chapter, AIA, was Dr. Albertson's profound understanding of the need of architectural education in Wisconsin, and they will be grateful always for his encouragement in the effort to establish a professional program in the University system.

#### CONTRIBUTION

A recent letter received from Mr. Rollin B. Child, of Rollin B. Child, Inc., Hopkins, Minnesota, reads in part as follows:

"In order to demonstrate in a small way our appreciation, through assistance to student architects, for the

long and happy relations which have existed between members of the architectural profession in Wisconsin and our company, we are, for the second consecutive year, enclosing our check in the amount of \$250."

Mr. Child and his company have the thanks and appreciation of the Directors of the Foundation on behalf of the Wisconsin architectural students who benefit. This organization, incidentally, for some years has maintained an Education Fund at the University of Minnesota's School of Architecture.

May this inspire other organizations associated with the profession of architecture in Wisconsin to emulate this worthy example.

#### NEW MEMORIAL ACKNOWLEDGMENTS

Reproduced here are two new cards of excellent quality which Wisconsin Architects Foundation provides in acknowledging memorial contributions.

The members of Wisconsin Chapter, AIA, are hereby urged to bear in mind that when occasions of bereavement occur, such an expression of tribute and sympathy, by way of a contribution to Wisconsin Architects Foundation's program of aid to architectural education, is a most meaningful gesture.

The process is simple: A check made out to WISCONSIN ARCHITECTS FOUNDATION, addressed to 4685 North Wilshire Road, Milwaukee, Wisconsin 53211 (as shown in WISCONSIN ARCHITECT masthead), together with name of deceased, name and address of bereaved, name and address of donor.

IN TRIBUTE TO THE MEMORY OF

AND AS AN EXPRESSION OF SYMPATHY TO THE  
BEREAVED, A CONTRIBUTION HAS BEEN MADE BY

TO WISCONSIN ARCHITECTS FOUNDATION  
FOR AID TO ARCHITECTURAL EDUCATION

WISCONSIN ARCHITECTS FOUNDATION

WISCONSIN ARCHITECTS FOUNDATION

GRATEFULLY ACKNOWLEDGES YOUR  
CONTRIBUTION IN TRIBUTE TO THE MEMORY OF

A CARD HAS BEEN SENT TO THE BEREAVED  
ADVISING OF YOUR THOUGHTFULNESS.

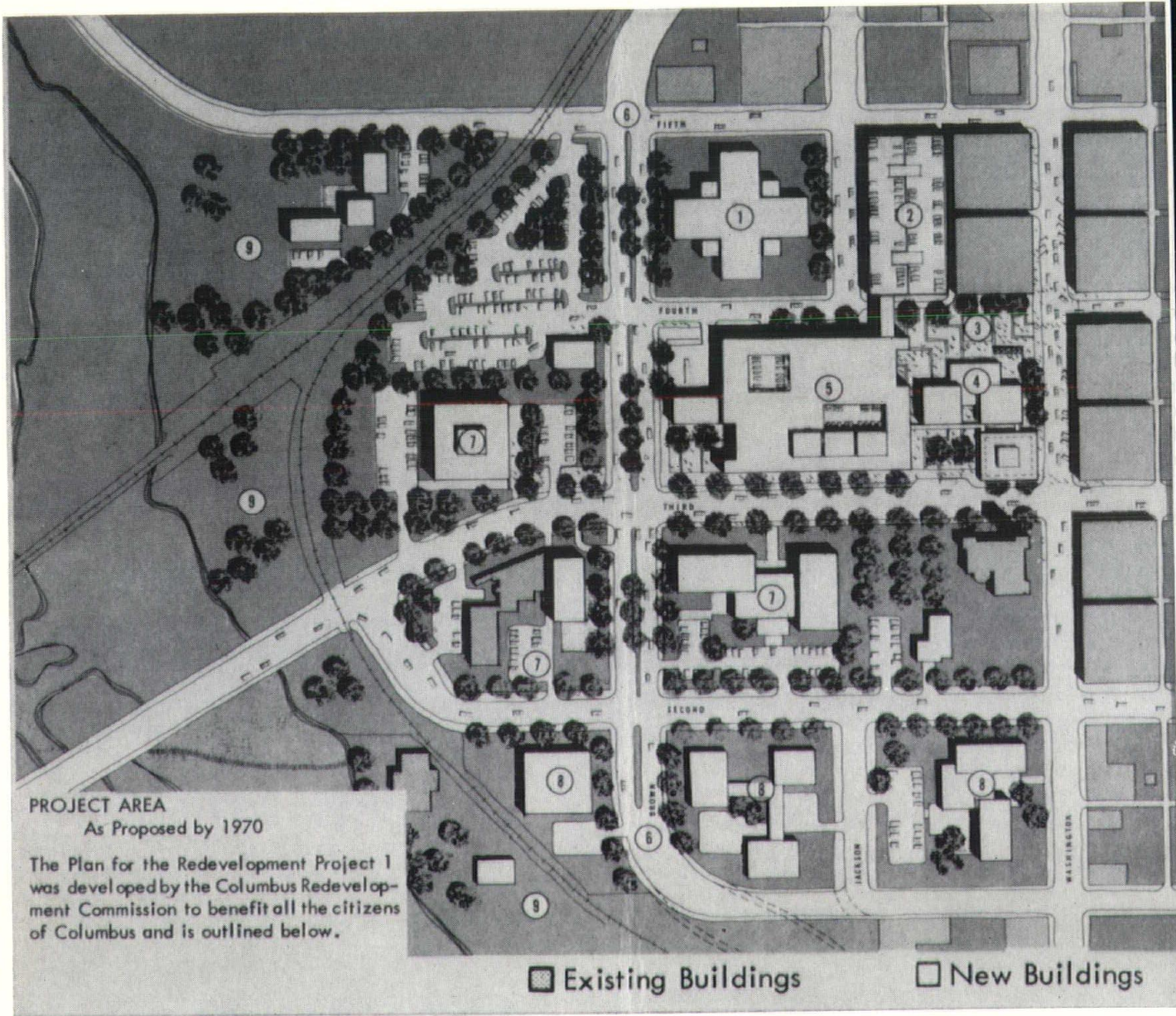
WISCONSIN ARCHITECTS FOUNDATION



# columbus

Indiana

## Redevelopment Project I



### Elements of the Redevelopment Plan

1. Site of a new Federal Post Office
2. Parking garage for 400 cars to serve existing Washington Street stores, as well as new development
3. Landscaped pedestrian plaza to create a pleasant shopping environment
4. New Retail Shops adjacent to Washington Street
5. Major department store
6. A new improved Brown Street to improve access to and from the downtown
7. New office buildings to increase employment
8. Sites for new commercial development
9. The river front developed as a public park for all the people of Columbus



At the North Central States Region, AIA convention, co-sponsored by the Wisconsin Chapter, AIA, Mr. Robert Benjamin Bush of Cummins Engine Company and Chairman of the Columbus, Indiana Redevelopment Commission, unfolded in a slide presentation the unusual story of the community of Columbus. Unusual insofar as this small community of 27,000 enjoys in its environment buildings by some of the great talents in contemporary architecture. The driving force behind this development was the Cummins Engine Company which maintains its main manufacturing facilities with 7,000 employees in Columbus. Three recent studies confirmed that the Columbus community would double its size within the next fifteen years. During this period of time it is expected that as much money on new construction will be spent as has been spent from the beginning of this town to the present time. From a planning point of view, Columbus was fortunate in that it maintained its identity and is not submerged in a major metropolitan sprawl like many other communities in this country. Mr. Bush explained: "Cummins Engine Company is the largest employer and the largest taxpayer in Columbus and the company has a vested interest in this community. The company needs an environment that will permit it to produce. From the corporate citizen's point of view, the community must do its part and not be overwhelmed or monopolized by one interest. Today, talented people are the basic raw material for industry growth. If a community cannot attract good people, it cannot succeed. Therefore, the contribution of the corporation to the community quite properly should encourage those activ-

ities that strengthen the community's ability to attract and keep talented people.

"As one part of its community activity, the management of Cummins has chosen to encourage good architectural design. Payment of architect fees for community buildings is a form of subsidy employed. The community school board program for new buildings is thus complemented by the company activities. Quality schools are a major factor in attracting corporate personnel. Funds have been made available to the County Library Board for design of and construction of a County Library. This complements an existing county program and adds another basic community attraction. Money was given for a new golf course designed by Robert Trent Jones, with clubhouse designed by Harry Weese. The City's recreation program was supported by the addition of this second municipal golf course and the quality of the facility added to the attractiveness of the community. Funds have been made available to the Fire Department of the City of Columbus to design a Fire Station. Payment of the architect's fees for this building added to the program being carried out by the City's Fire Department." Obviously the Cummins Engine Company recognized early and wisely the value of good architectural design and its importance to a quality community. The architecture program constitutes an important part of the Cummins Engine Company community activity. With the standard of design firmly established in Columbus, the Redevelopment Authority now faces the problem of delivering to the community a revitalized down-town.



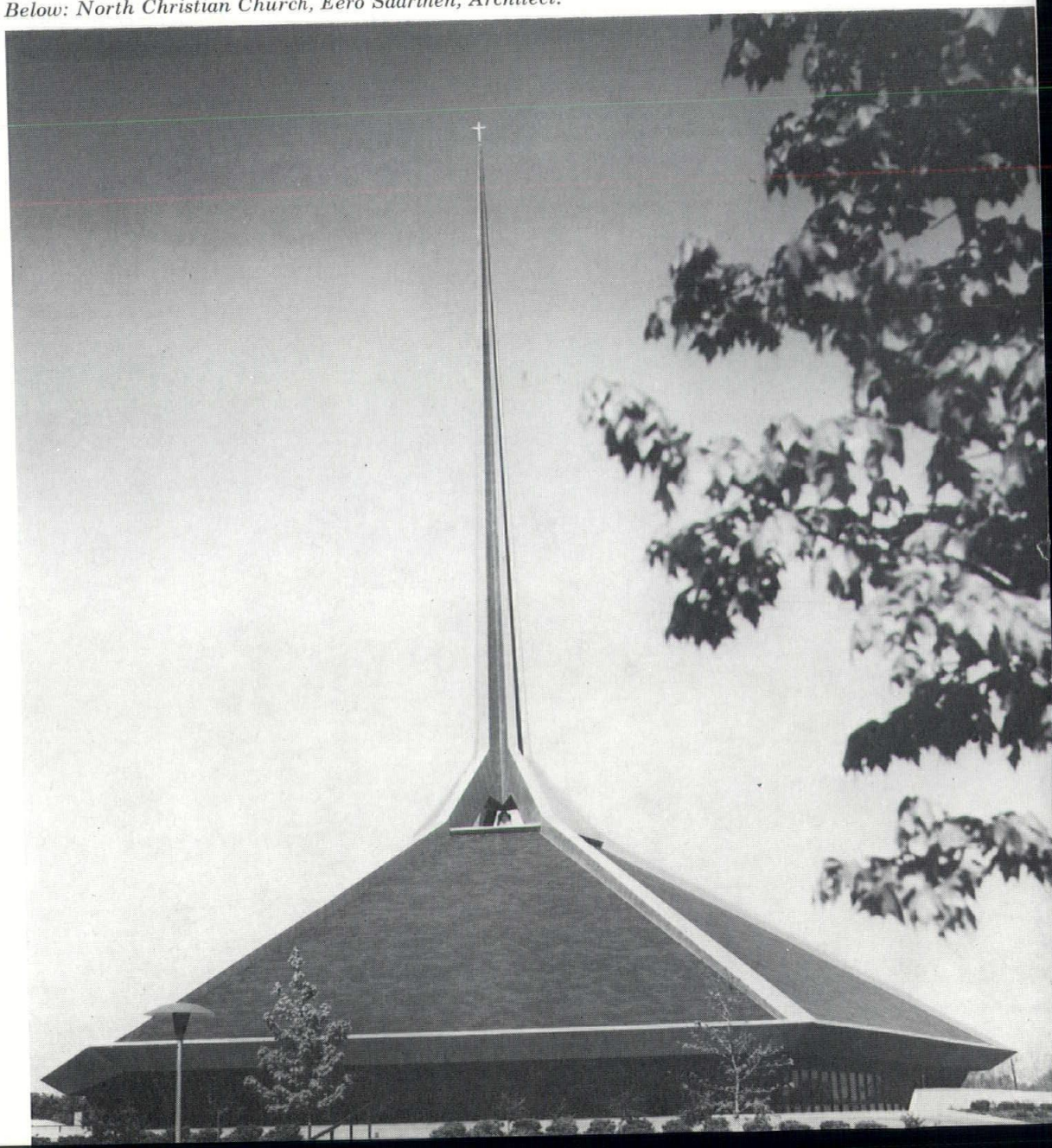
First Baptist Church, Harry Weese & Associates, Architects.



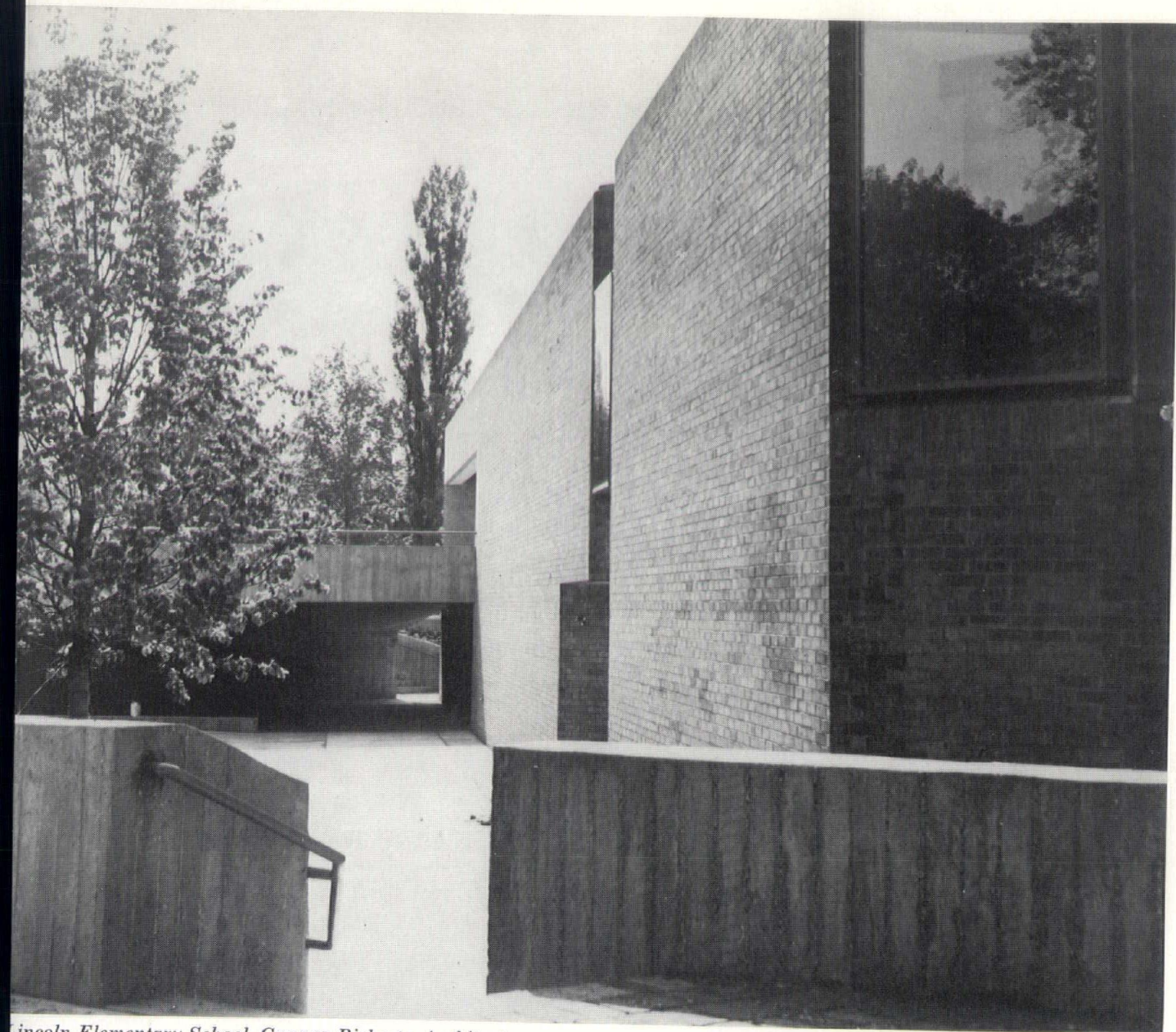


*Richards Elementary School, Edward Barnes, Architect.*

*Below: North Christian Church, Eero Saarinen, Architect.*





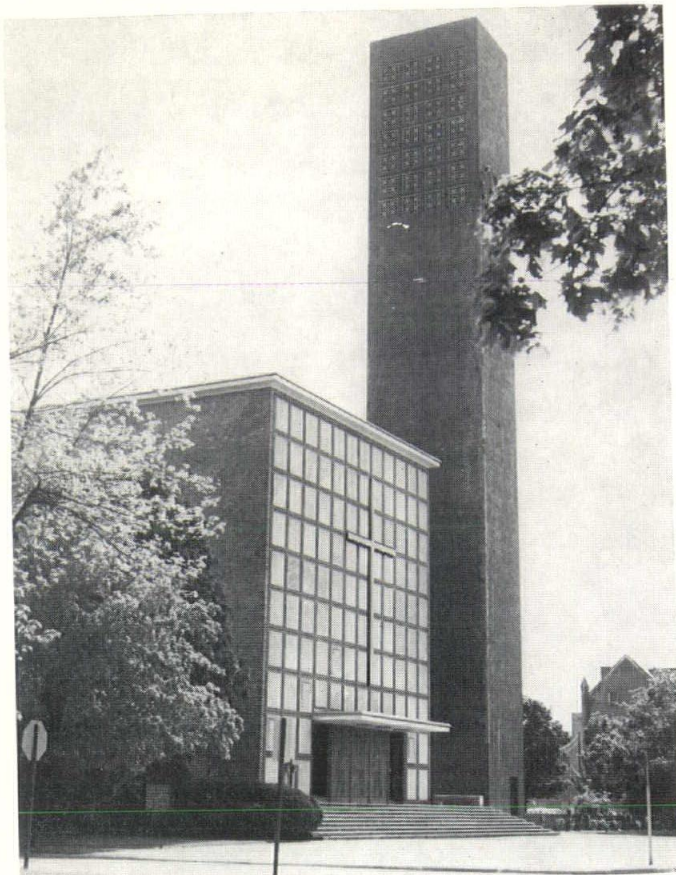


*Lincoln Elementary School, Gunnar Birkerts, Architect.*

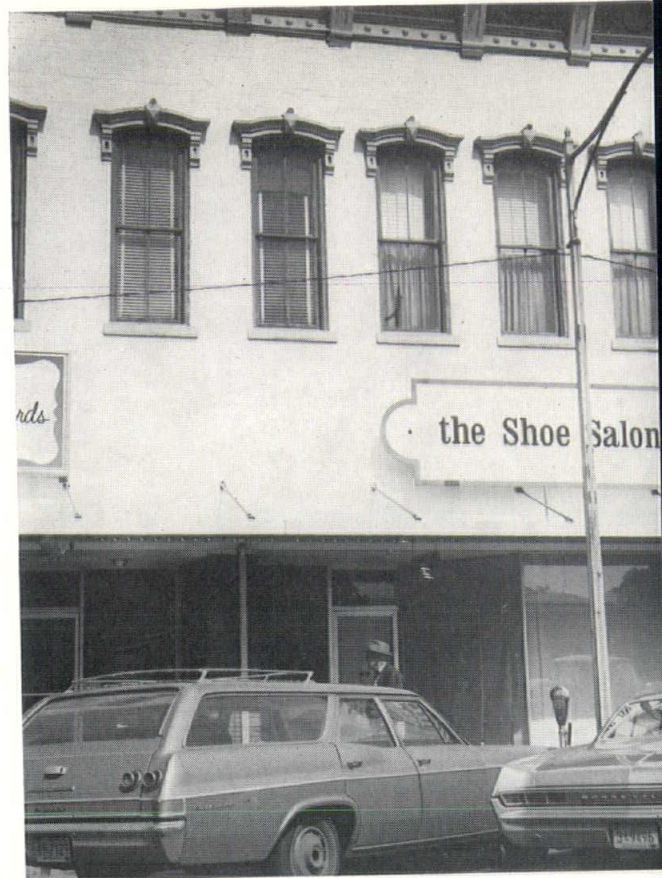


*Cummins Engine Company, Inc., Research and Engineering Center (Under construction), Harry Weese & Associates, Architects.*

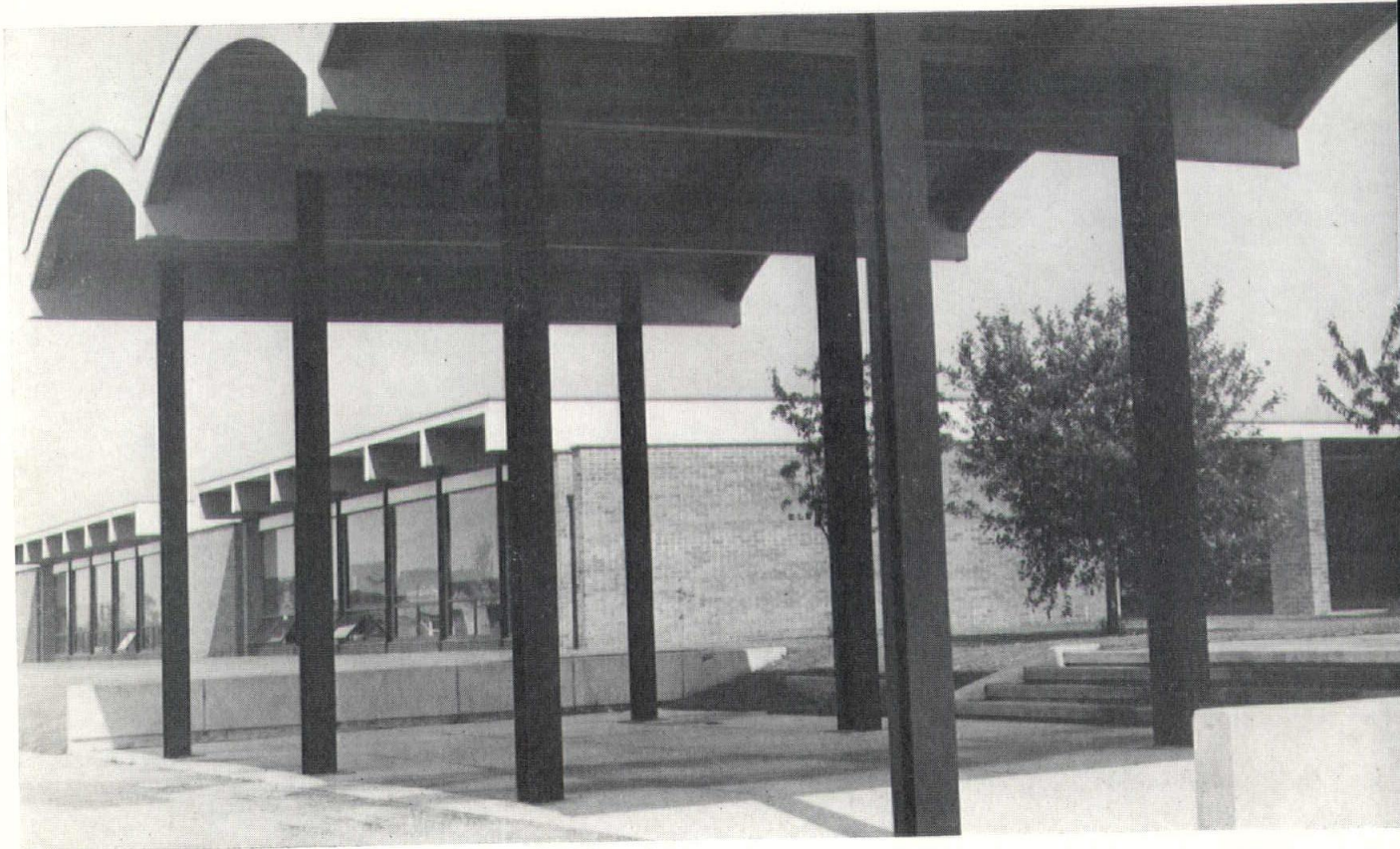




*First Christian Church  
Eliel Saarinen, Architect*



*Downtown Store Fronts, Design and Restoration  
Alexander Girard, Architect*



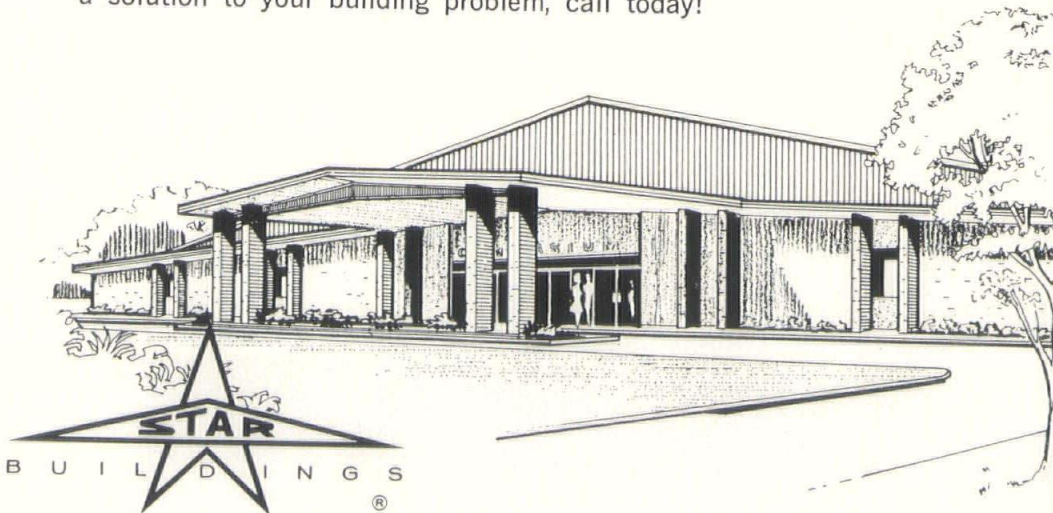
*Parkside Elementary School, The Architects Collaborative.*



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• Phone: 786-3520

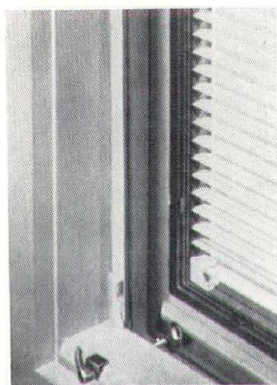
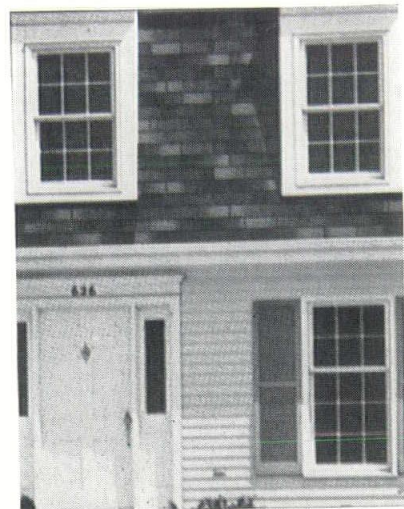
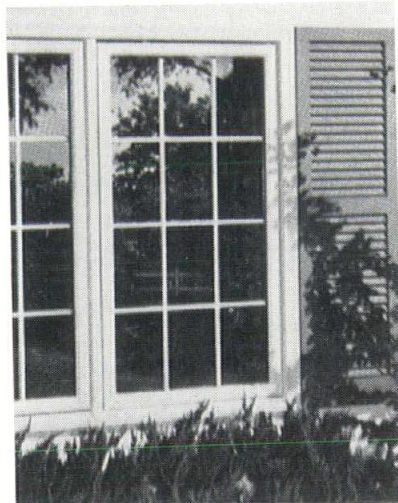
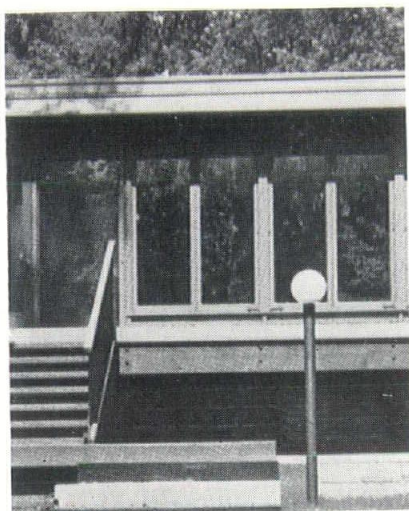




# WOOD WINDOWS

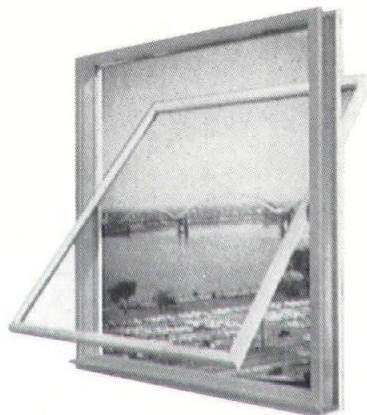
CASEMENT • DOUBLE HUNG • AWNING

Unique features plus best materials and unusual care in manufacturing provide the ultimate in quality and extra convenience features.



## SLIMSHADE

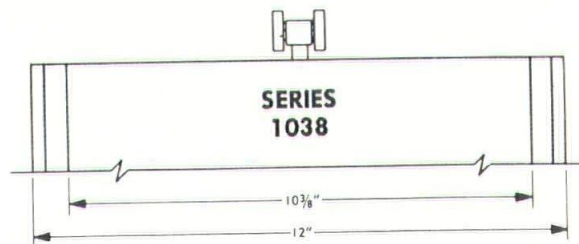
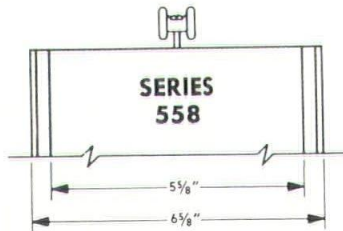
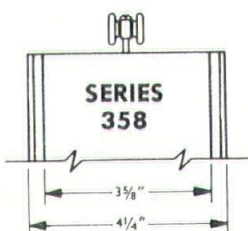
Pella Deluxe casement windows offer this practical means of light control. Slimshades set inside the sash between glass panels. A winner in design.



## PIVOT FIXED WINDOWS

Window sash rotates horizontally to bring outside glass for easy cleaning. In air conditioned buildings, Pella provides emergency ventilation should air conditioning system fail.

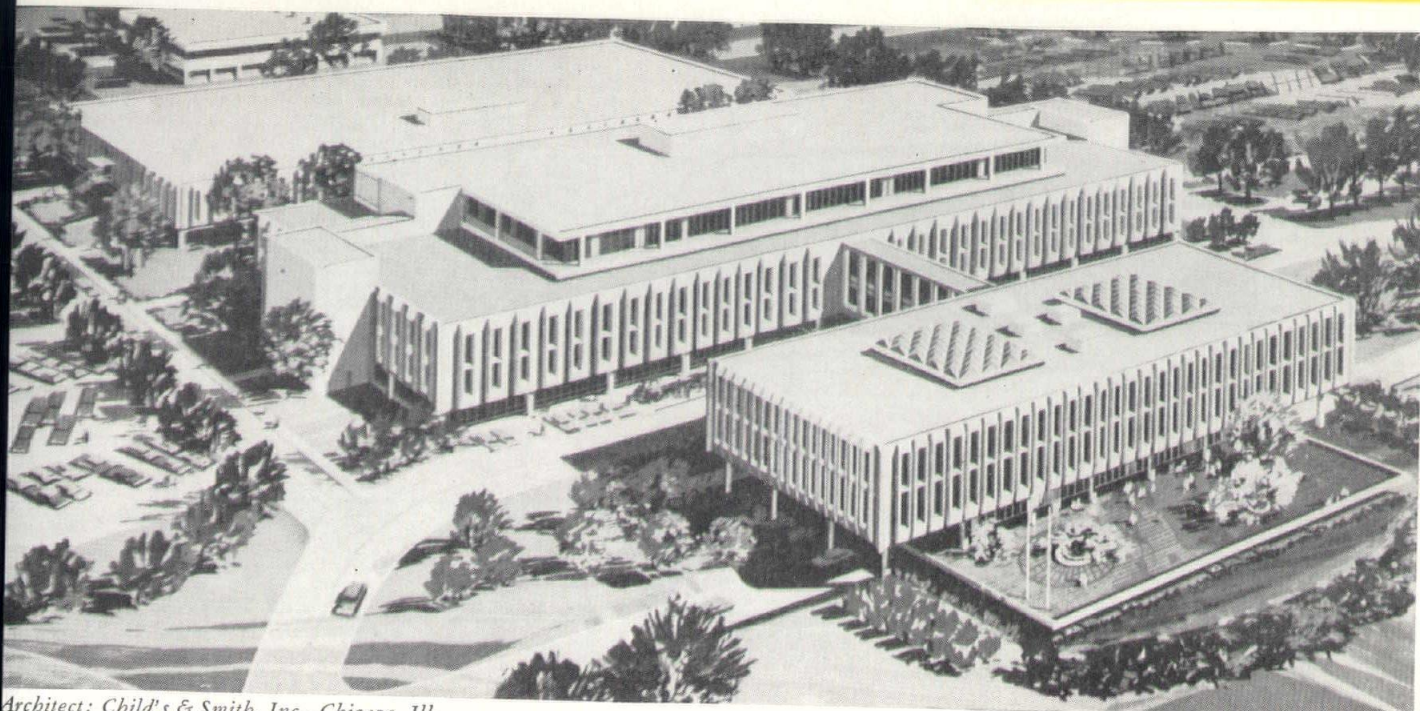
PELLA FOLDING DOORS AND PARTITIONS AVAILABLE IN THREE PANEL WIDTHS AND IN RICH, LUSH VENEERS TO COMPLIMENT ANY ROOM.



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 Hardware: Jim Michel Building Specialties, Inc.  
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## ***between the Herman Andrae Electric Company and the first telephone***

### ***About six years, to be precise.***

That's right, Andrae Electric came into being just six years after the telephone was invented. The firm currently is celebrating its 85th year of continuous operation. This makes Andrae the oldest electrical contractor in the country . . . perhaps the world.

### ***There's a difference...***

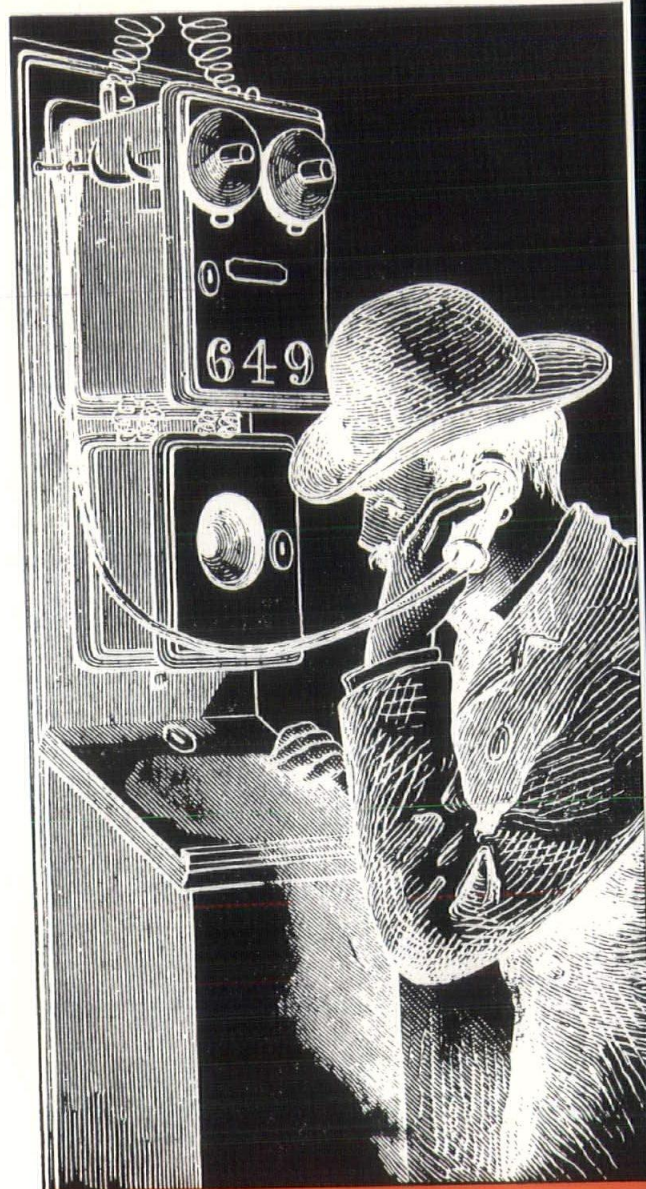
Between electrical contractors too. Every architect is aware of this . . . and every responsible architect wants to have specific questions answered before requesting an electrical contractor to bid on a job. Based on our experience, these are the questions:

- Is the contractor financially responsible?
- What is the contractor's current work load and manpower situation?
- What is the contractor's "track record" on completion dates?
- What is the calibre of the contractor's work?
- Does the contractor offer a fair and equitable price . . . and stick to it?

### ***Here are Andrae's answers...***

- Andrae Electric has open lines of credit at major financial institutions in the area; Andrae can obtain a performance bond of any size.
- Andrae maintains a work force of over 100 people.
- Andrae has never missed a completion date on an assignment.
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- Andrae's price is based on fact . . . experience . . . and knowledge of the business. Andrae "installs" a job . . . it does not "throw one in." As an architect, you know the difference.

***Is there a difference? You bet...  
and between us, as the saying goes...  
"Viva La Difference!"***

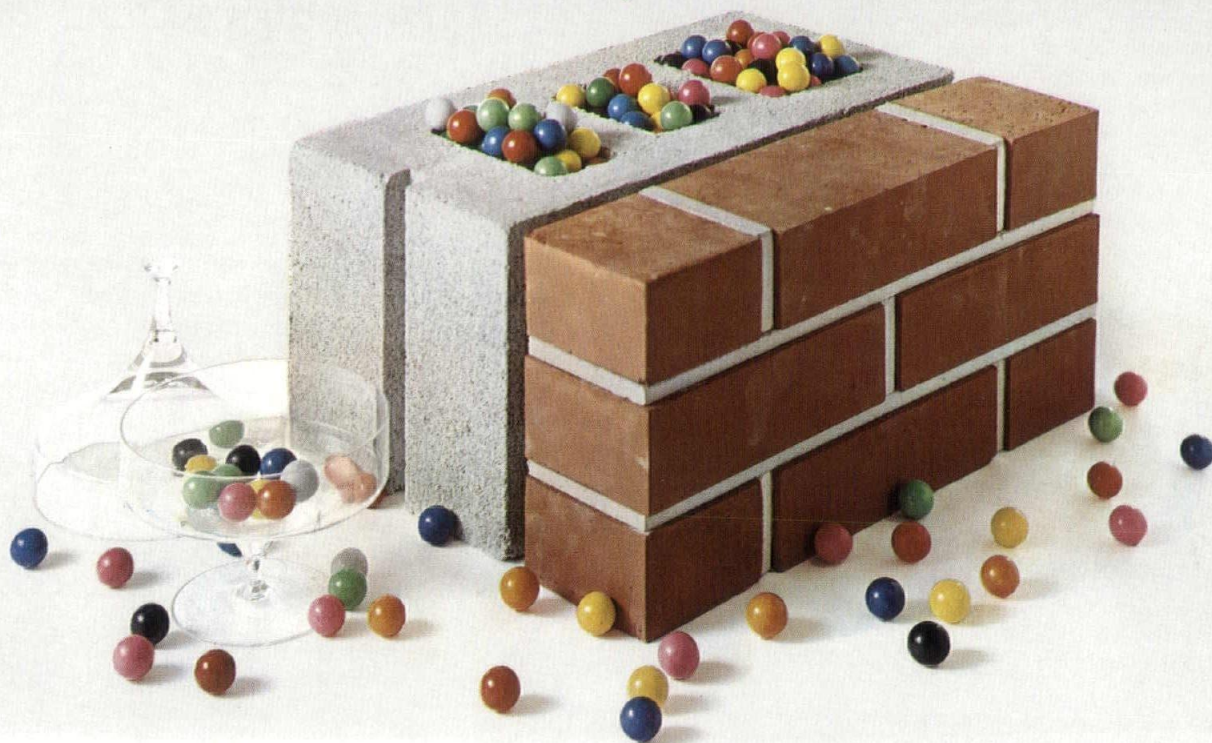


## ***Andrae***

**ELECTRIC COMPANY**  
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Phone 933-6970



# Specify *something* to insulate cavity and block walls. How about jawbreakers?



Did your engineering teacher firmly believe that cavity and block walls didn't need insulation because of the "dead" air space?

Was he peculiar in any other way?

Because whenever the temperature differs on the inside and outside of these walls (that's all the time), convection occurs in the cavities. The more different the temperature, the bigger the wind in the voids. The wind carries therms from the side where you want them to the side where you don't. These walls are as good as—or better—than other kinds of walls. But like all walls, they need insulation. Without it, the occupants are as miserable as the heating and air conditioning bills.

If the cavities were filled with lint, jawbreakers, cracker crumbs—anything—it would make the situation somewhat better.

## **Zonolite® Masonry Fill Insulation:** **better than everything**

Zonolite Masonry Fill Insulation was developed specifically for these kinds of walls. It doubles their insulation value; a real boon to mankind. Keeps inside wall temperatures comfortable and the heating and air condition-

ing bills easy to take.

Zonolite pours right into the voids, fills them completely, never settles. It is water repellent; any moisture that gets into the wall drains down through it and out.

Cost: as low as 10¢ per square foot, installed. Which is a boon to architects, engineers, and contractors, as well as mankind in general. Next time, specify Zonolite Masonry Fill; the insulation that's already proved effective in thousands of buildings.

**GRACE**

Zonolite Division, W. R. Grace & Co.  
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Gentlemen:

Somehow using jawbreakers or lint doesn't sound like a good solution to the problem of insulating masonry walls. Send me Zonolite Masonry Fill Insulation Folder No. MF-83, with complete technical data and specifications.

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## Steel Windows Find Increasing Acceptance.

After an even dozen years, Arwin Builder's Specialties of Milwaukee will sell well over a half-million dollars worth of steel windows in the state in 1967. This pace has been maintained since 1960 and represents a six-hundred percent increase over the first, prospecting year, 1955, when Morton Armour opened up shop in a 31st street warehouse with a product that had "total unacceptance" in the area.

"Total unacceptance" has now been switched 180 degrees to "universal approval." Arwin is now the largest distributor for Rusco Steel Windows, Pandora, Ohio, in the nation. Demonstratable product performance has been the basic reason for this success.

Milwaukee area builders and architects could not accept the concept of steel window frames in 1955 when Mort Armour first carried his mockup and supporting materials in and out of the builder and architect offices. The Arwin steadfast demonstration technique and continuous media communication to the builders and architects turned these prospects from early skeptics to cautious innovators. This was the key, the launching pad for the introduction of the product.

No longer was the window buyer voicing the time-worn complaint — too much condensation — against metal prime windows. The builder and architect became convinced that the Rusco tubular design, utilizing dead air space as an insulating medium in a deep window section prevented dew point from occurring on the inside of the window frame. Rusco claims at least 90 percent success against condensation with this design. The testimony of acceptance, once a tentative move toward the steel window had been made, is the almost vertical rise in sales since the standing start of 1955.

Rusco has made several changes in its design, resulting in two complete retoolings, in the 12 years of the Arwin representation. The window now slides easier, and the alkyl amine finish has been changed to a modified epoxy resin, which is 300 times harder. The latter has extended the maintenance life of the windows far beyond the original ability of the product to withstand exposure to the elements. Equally as important, in 1960 Rusco went to full color, with 22 colors now being available. In the late fifties, Arwin was selling "any color, as long as it was battleship gray."

In 1961, Arwin started its "Live Catalog" project for architects, which narrows the research and consultation on windows necessary in bringing a plan to fruition. In effect, the program establishes a rapport between supplier and client which eliminates the superfluous and brings the objective into sharp focus, solving problems quickly. On this same plane, Arwin maintains its own product proposal drawing department and delivers final shop drawings for the use of the builder and architect. The firm also handles installation, where necessary. Armour calls this a "single responsibility service." He is assisted in this depart-

ment and in general management by his son, Norman, a recent Marquette University graduate.

The complete Rusco line includes sliding, double hung, projected and casement windows and curtain wall systems. Arwin handles all of these products. In addition, Arwin also is distributor in Wisconsin for the Samson Window Corp., Woodside, N.Y. Samson manufactures structural gasket curtain wall systems, monumental four track sliding, narrow line reversible, vertical and horizontal pivot and double and single hung windows of steel and aluminum. Other Arwin products include the United Stainless Window; the Alenco Aluminum window door and wall systems, and the aluminum sliding glass doors manufactured by Miller Industries, Miami, Fla.

Arwin has run the gamut of the building industry trends over the past decade. Starting out in its first, tentative "educational" effort, the Arwin crew concentrated on the apartment market. Later, the many huge residential projects that blossomed over the area became prime targets for prime steel windows, and some of Milwaukee County's finest homes built in the last eight years are equipped with Ruscos. Lately, however, the concentration has been almost entirely on the specially designed apartment, institutional project or public building. These range from university dormitories and schools to the luxury apartments that currently line so many of the city's formerly "old" streets.

For the Louisa Mae Alcott school on South 99th st., in Milwaukee, Architect von Grossmann-Burroughs & Van Lanen picked Rusco Series 75 Projected Windows with Glas-weld Insulated Panel. Also in the black color. The Ruscos have made a particular impression here on the School Board's inspector for the job who volunteered the information that after the first winter he was impressed by the "no condensation" results with the steel windows. He apparently was not one hundred percent convinced at the outset.

In Waukesha's Carroll College Arwin has handled two projects for Shattuck & Siewert, Neenah architects. There, Rusco Architectural Thermal-Barrier Horizontal Sliding Windows were used in the men's dormitory four years ago and again in the women's dormitory, completed in 1966. The platinum color specified for the latter installation was a special situation created for the individual job by the Rusco engineers.

More than 800 windows and 200 door frames were ordered for the Shorewood Fountainview apartment building by Tannenbaum-Koehnen-Demeter. Matching the building, Arwin again created a special color called Matte Charcoal for the project's Series 261 Horizontal Sliding Windows with Door Frames and Projected Windows.

Mort Armour, in all of his sincere zeal for his product, predicts that a continuing awareness by the profession will result in an even increased use of metal windows as less maintenance and more utility must be built into component materials.



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This "bridge" stretches upwards, towards heaven. It's topped with a steeple and cross. But the same sturdy, carefully-engineered and fabricated steel superstructure supports it as you'd find in a bridge. And the same skills, experience, equipment, and facilities are required. Whether you're planning a bridge, church, factory, mill or parking structure — write or call WBI first. Free estimates.

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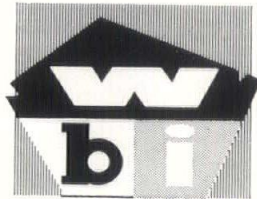
5023 N. 35th St., Milwaukee, Wisconsin 53209

St. Anthony of Padua Church,  
Milwaukee Wis.

Seating capacity — 1,000

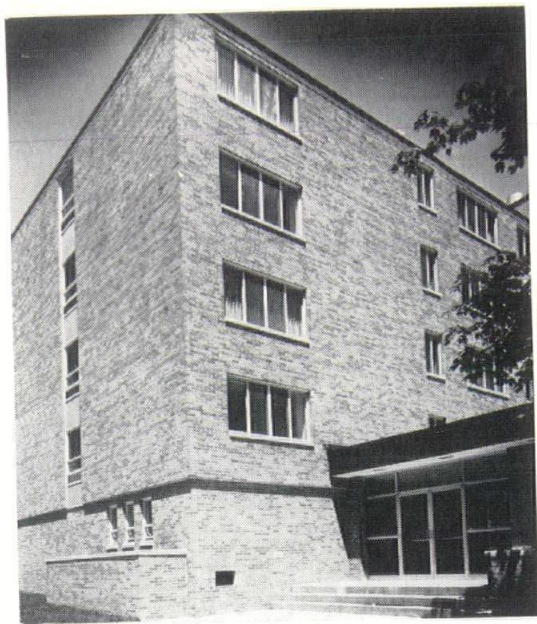
Architects: Mark F. Pfaller  
Assoc., Milwaukee

Voss-Hrdlicka Company,  
General Contractor,  
Milwaukee





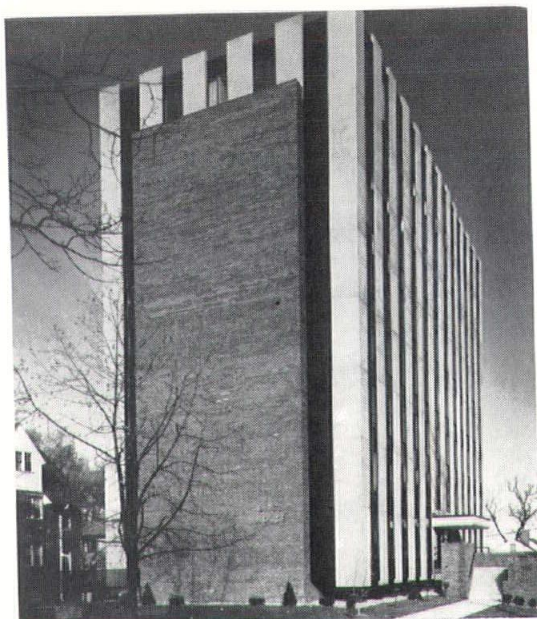
# Arwin's Gallery of Beauties



*Carroll College Women's Dormitory  
Waukesha, Wisconsin  
Architect: Shattuck, Siewert & Associates  
General Contractor: Siesel Construction Co.  
Windows: Rusco Series 261 "Thermal Barrier"  
Sliding Windows  
Color: Epoxy "Platinum"*



*Shorewood Fountainview Apartments  
3909 North Murray Avenue, Shorewood, Wisconsin  
Architect: Tannebaum, Koehnen & Demeter  
General Contractor: Recht-Goldin-Siegel  
Construction, Inc.  
Windows: Rusco Series 261 Sliding and Projected  
Windows and Hollow Metal Door Frames  
Color: Epoxy No. 476 Matte Charcoal*



*Birge House — Madison, Wisconsin  
Architect: Fritz-Rosenthal, Assoc.  
General Contractor: John Lundeen Const. Co.  
Windows: Rusco Monoframe Units  
and Accessories — Rusco Curtain Wall  
Color: Epoxy Gloss Black — with Black Porcelain  
Spandrels and Graylite No. 61 (Factory  
Glazing of Glass and Spandrels)*



*Louisa May Alcott School  
3563 South 97th Street, Milwaukee, Wisconsin  
Architect: von Grossmann-Burroughs & Van Lanen  
Architects, Inc., Milwaukee, Wisconsin  
General Contractor: T. V. John & Son, Inc.  
Milwaukee, Wisconsin  
Windows: Rusco Project-in hopper and fixed lites with  
black Glasweld Spandrels  
Rusco Color: Epoxy Black  
Factory Glazing of Glass and Spandrels*

**arwin**

## DEDICATED SERVICE/QUALITY PRODUCTS

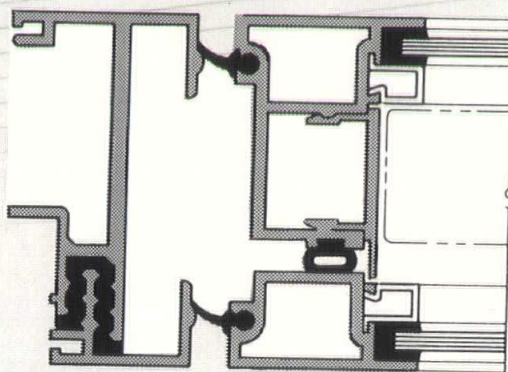
Milwaukee  
871-8040

• Madison  
222-6462

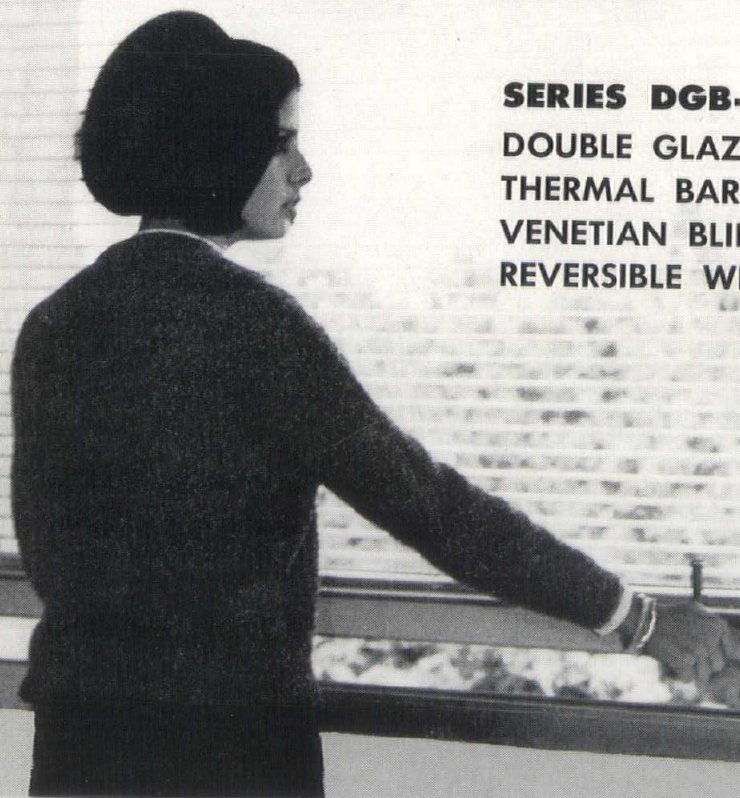
• Appleton  
Enterprise 1664



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Windows open to a full 90°.

Air tight weatherstrip seals in heat, seals out cold.

Color coordinated hardware and screen that blends with the wood finish.

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At all of these points Marathon casements offer you superiority. At all of these points Marathon adds value above and beyond the generally accepted norm. Why then accept less and pay more?

We have a very factual film well worth five minutes of your time that brings these plus features into focus. You are invited to view it — at your office, at your convenience. To learn in full just how much Marathon casements can do for you, save for you, ask the man from Marathon. There is no obligation. Call or write.



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## NOTES OF THE MONTH

from page 5

is also available for travel on an invitational basis to talk to groups of engineers and architects concerning code problems.

Mr. Morris Olson has been assigned the duties of Code Advisor. Those of us who work with the building code realize that there are changes that should be made to keep up with the times. At present there is a project committee working on changes in school exits, another working on rating of fire-resistive materials, and another committee being formed to review the types of construction allowed for various kinds of buildings.

We hope to have a few items in your publication each month that will be of interest and use to you.

A vacancy with the State Bureau of Engineering in Madison. Assist in planning and design of new state-owned buildings and the repair and alteration of existing buildings and structures. Need degree in architecture and three years experience in architectural work. First annual salary \$11,000. Apply by June 8 to Bureau of Personnel, 1 West Wilson St., Madison 53702. An equal opportunity employer. Donald Hebl

## The Province of Architects

The April, 1967, "Forum" editorial tells of the ruthless, ill-conceived and disastrous programs being inflicted on our country by highway construction.

Architects are, or should be, cognizant of this desecration of our natural assets.

In Milwaukee, a six-lane expressway will slash through a nicely wooded bluff and a prized park with a lagoon on the Lake Michigan Shore, which adjoins Eero Saarinen's Milwaukee Art Center building.

In the city center, the much used Red Arrow Park next to Marquette University has been obliterated by the expressway interchange.

A five block long and one block wide strip of Washington Park has been sacrificed to an expressway.

To date, in Milwaukee, over 100 acres of precious parks have been sacrificed to expressways.

An expressway extending north, cutting through parks along the Milwaukee River is proposed.

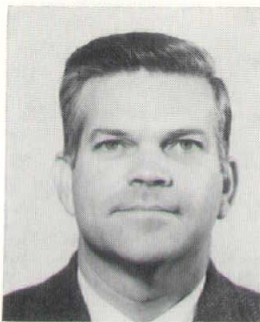
In Oconomowoc the State Highway Department is widening West Wisconsin Avenue and so destroying over 100 trees and substantially reducing the set-back of the homes, in spite of the fact that a by-pass is planned to go around the city which will make the widening unnecessary.

There are, no doubt, highway plans for other parts of our state which will infringe on natural assets.

Being aware of ill-conceived and disastrous highway programs and as it is the province of architects to promote aesthetics we must take concerted forceful action to halt further despoiling of our country.

Harry Bogner, AIA

## Lowell Yerex Joins PCA



Lowell "George" Yerex has been appointed Structural Engineer of the Wisconsin District of the Portland Cement Association, George McCord, District Engineer, announced. Yerex was formerly General Manager for Spancrete Industries, Inc., at their Crystal Lake, Illinois, plant.

Mr. Yerex is a registered professional engineer in Wisconsin and Florida. He received his bachelor's degree from St. Andrews University in Scotland and is currently working on his master's degree at the University of Wisconsin-Milwaukee. He is a member of ACI, PCI and ASCE. Yerex lives in Wauwatosa, is married and the father of three children.

The following architects won 12-Transistor Radios AM/FM which were awarded at the recent architect convention in Milwaukee:

Mr. W. Nahirniak of Graven, Kenney and Iverson in Madison, Wisconsin

Mr. Ronald Bowen of Bowen & Kanazawa in Madison, Wisconsin

Michael Yackovich of Mark F. Pfaller & Assoc. in Wauwatosa, Wisconsin

Harry Riemen, Merchandising Manager  
Mautz Paint & Varnish Co.

## ECONO-RAIL



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NEW?

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ECONO-  
RAIL  
CATALOG  
1967**

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Your Copy

A color-illustrated catalog of QUALITY RAILING especially designed for office buildings, institutions, schools, hospitals and industry. BE SURE to see the pages on NEW ALUMINUM HANDRAIL and other items. BUDGET RAIL for money-savers. Lowest cost pre-anodized railing on the market.

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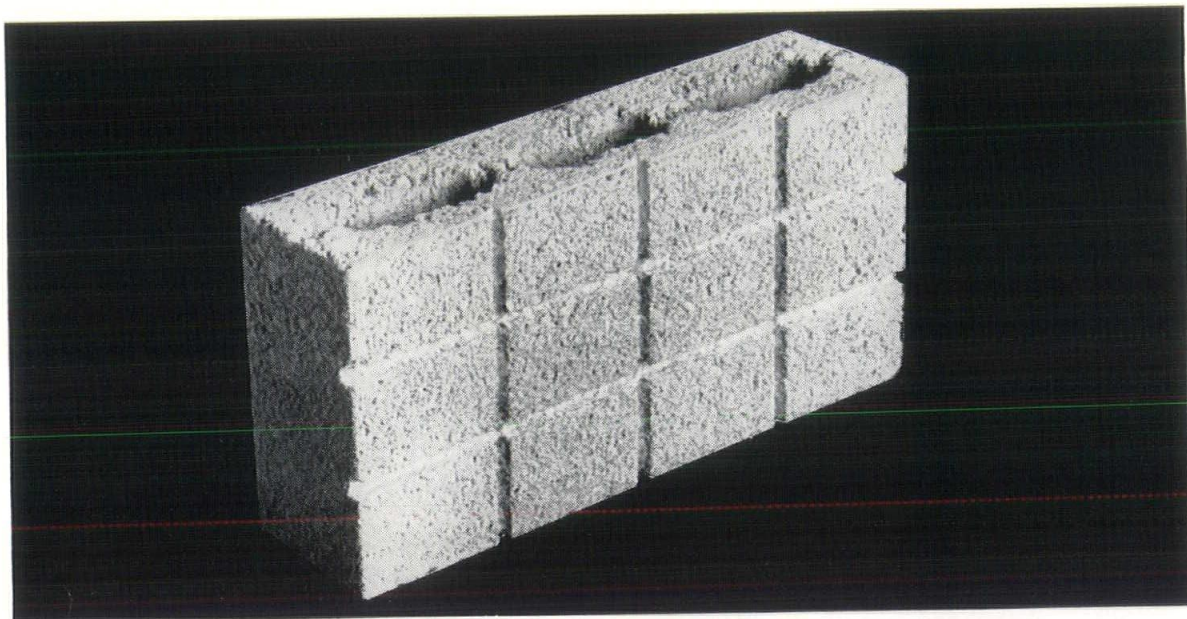


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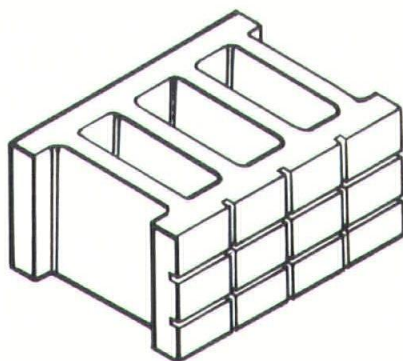
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**Robelt M. Duzak, AIA**  
 BORN: August 7, 1935  
 RESIDES: Appleton, Wisconsin  
 FIRM: Sauter-Seaborne, Appleton  
 DEGREE: University of Illinois — BA  
 Advanced from Professional Associate  
**John M. Flom, AIA**  
 BORN: June 5, 1927  
 RESIDES: Brown Deer, Wisconsin  
 FIRM: Grassold, Johnson, Wagner & Isley, Inc., Milwaukee  
 DEGREE: University of Illinois — BS in Arch. Eng.  
 New Member

**Robert L. Paynter, AIA**  
 BORN: June 22, 1932  
 RESIDES: Menasha, Wisconsin  
 FIRM: Sauter-Seaborne Architects, Ltd., Appleton  
 DEGREE: University of Illinois — B. of Arch.  
 Advanced from Professional Associate  
**Robert A. Rosenthal, AIA**  
 BORN: March 8, 1932  
 RESIDES: Madison, Wisconsin  
 FIRM: Self-employed  
 DEGREE: University of Illinois — B. of Arch.  
 New Member

## PROFESSIONAL ASSOCIATE

**Jerry W. Spencer**  
 BORN: October 16, 1934  
 RESIDES: Madison, Wisconsin  
 FIRM: Weiler, Strang, McMullin & Associates, Madison  
 DEGREE: University of Illinois — M. of Arch.; U. of Nebraska — B. of Arch.  
 New Member

## ASSOCIATE

**Stephen L. Enright**  
 BORN: April 16, 1940  
 RESIDES: Madison, Wisconsin  
 FIRM: Peters and Martinsons Assoc., Madison  
 DEGREE: University of Notre Dame — B. of Arch.  
 New Member

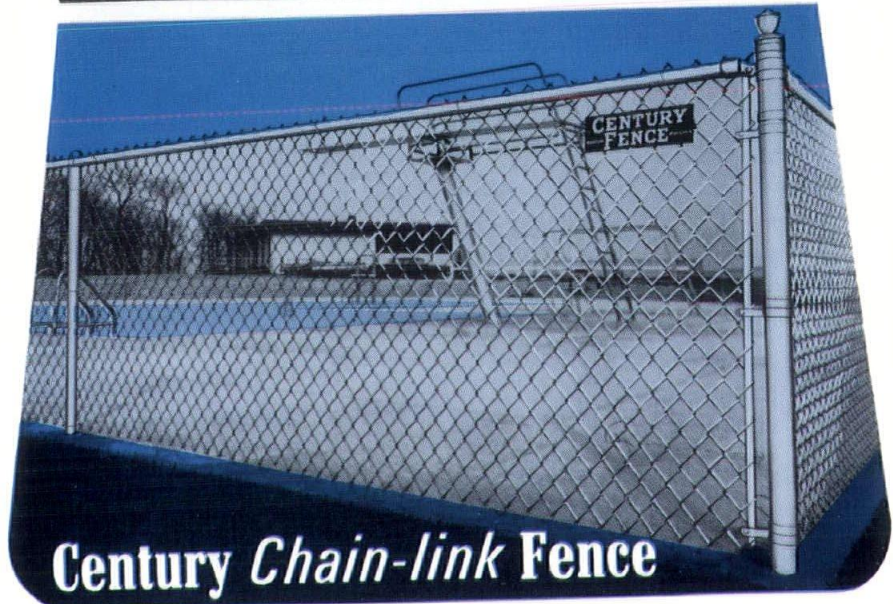
**Richard W. Eschner**  
 BORN: November 6, 1940  
 RESIDES: Milwaukee, Wisconsin  
 FIRM: Grellinger-Rose Associates, Inc., Milwaukee  
 DEGREE: University of Illinois — B. of Arch.  
 New Member

**Jonathan M. Greene**  
 BORN: December 28, 1927  
 RESIDES: Milwaukee, Wisconsin  
 FIRM: Kloppenburg & Kloppenburg, Milwaukee  
 DEGREE: University of Michigan — B. of Arch.  
 New Member

**Earl C. Kuester**  
 BORN: April 4, 1938  
 RESIDES: Manitowish Waters, Wisconsin  
 FIRM: University of Wisconsin-Milwaukee, Department of Planning and Development  
 DEGREE: University of Wisconsin-Milwaukee — March-Sci. BFA  
 New Member

**Waldemar W. Lange**  
 BORN: July 7, 1936  
 RESIDES: Mequon, Wisconsin  
 FIRM: Grellinger-Rose Associates, Inc., Milwaukee  
 DEGREE: University of Minnesota — B. of Arch.

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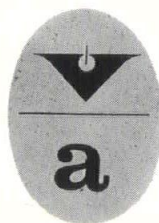
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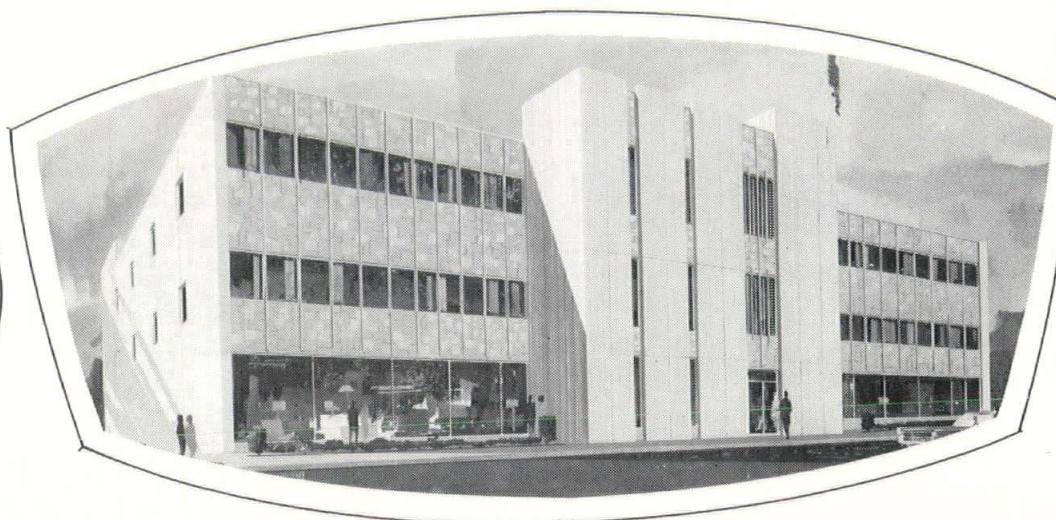
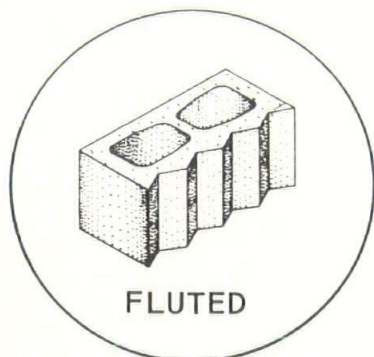
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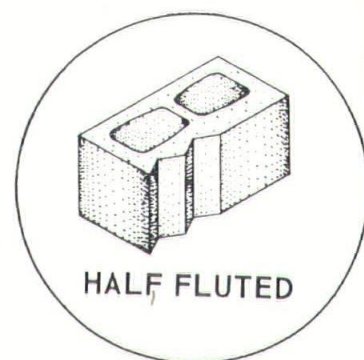
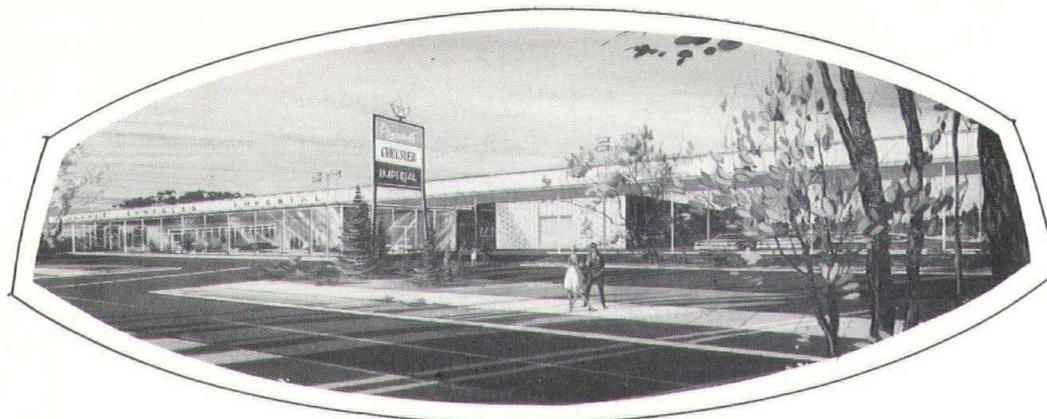
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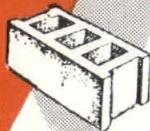
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