



AMERICAN INSTITUTE  
OF  
ARCHITECTS  
JAN 15 1969  
LIBRARY



## reinforced concrete columns

a.i.a. file: 4-a

In the preliminary design of multistory concrete buildings it is helpful if column size can be quickly approximated for a specific column spacing.

This can be accomplished by use of the formula and the chart shown below. Both are based on the Working Stress Design method (ACI 318-63). In structures such as 575 Technology Square, where wind load is resisted by shear walls, only the axial load of columns need be considered.

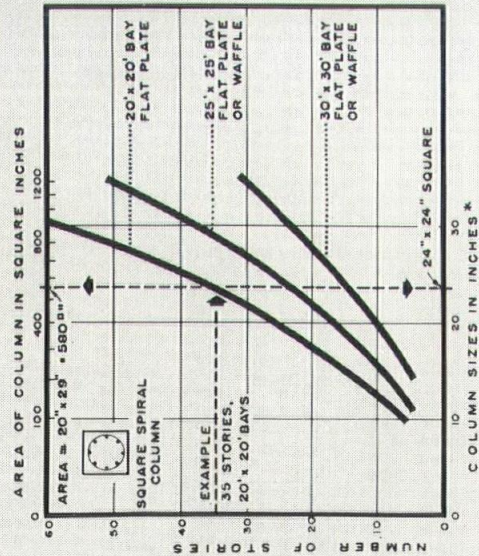
Now coming into wider use is another design method the architect may want to consider. Known as Ultimate Strength Design, it assures the most efficient column size. This approach is not only more consistent with structural behavior, but provides a more uniform factor of safety throughout the building.

For more details, write for free literature. (U.S. and Canada only.)

### PORTLAND CEMENT ASSOCIATION

735 North Water Street, Milwaukee, Wis. 53202

*An organization to improve and extend the uses of concrete*



#### FORMULA:

The area of any column in square inches for any story is:

$$A = \frac{N (W_D + \frac{1}{2} W_L) B}{k}$$

A = column area in square inches

N = number of stories above

$W_D + W_L$  = dead and live loads (psf)

B = bay area (sq. ft.)

For 8% reinforcement +  $f_c = 5,000$  psi:

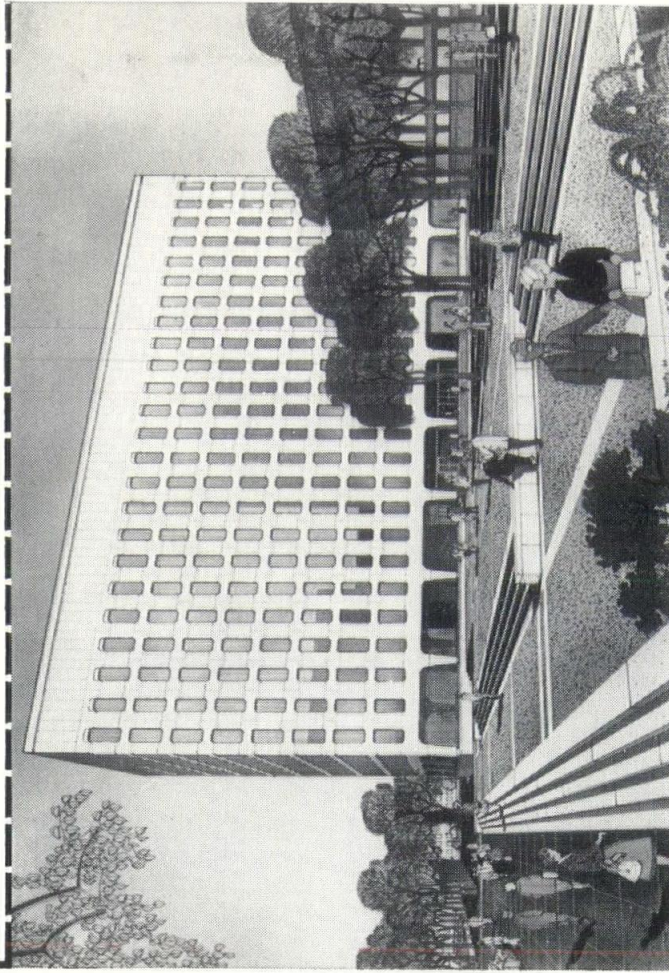
$k = 3,650$  for  $f_y = 75,000$  psi.

$k = 3,170$  for  $f_y = 60,000$  psi.

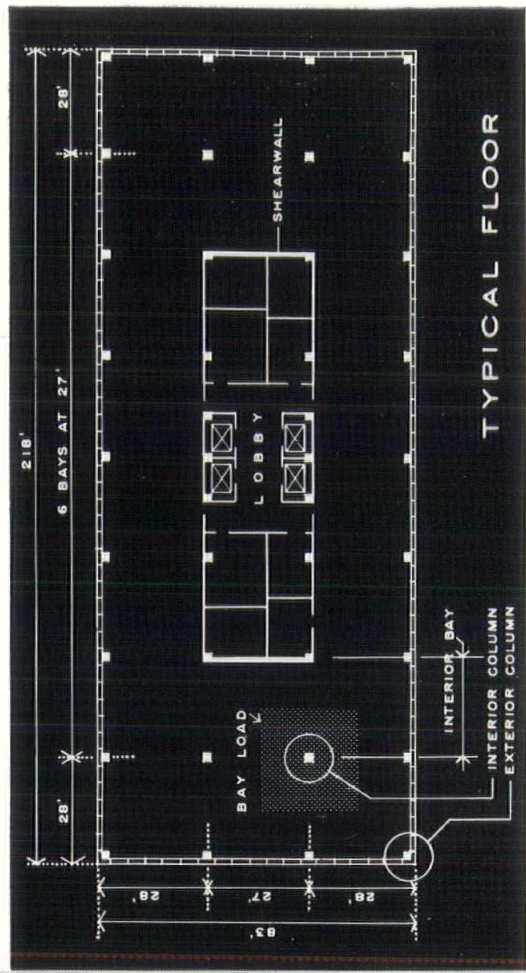
**NOTE:** The above equation and the graph are based on Working Stress Design (ACI 318-63)

\*Columns are square with 8% reinforcement,  $f_c = 5,000$  psi,  $f_y = 75,000$  psi and moment is negligible. In addition to the dead load of the structure, graph takes into account 3.5 psf for partitions, mechanical and ceiling. Assumed live load is 60 psf.

Clip along dotted line



Office-Research Center, 575 Technology Square, Boston, Mass. Owners: Massachusetts Institute of Technology and Cabot, Cabot & Forbes Co., Boston, Mass.

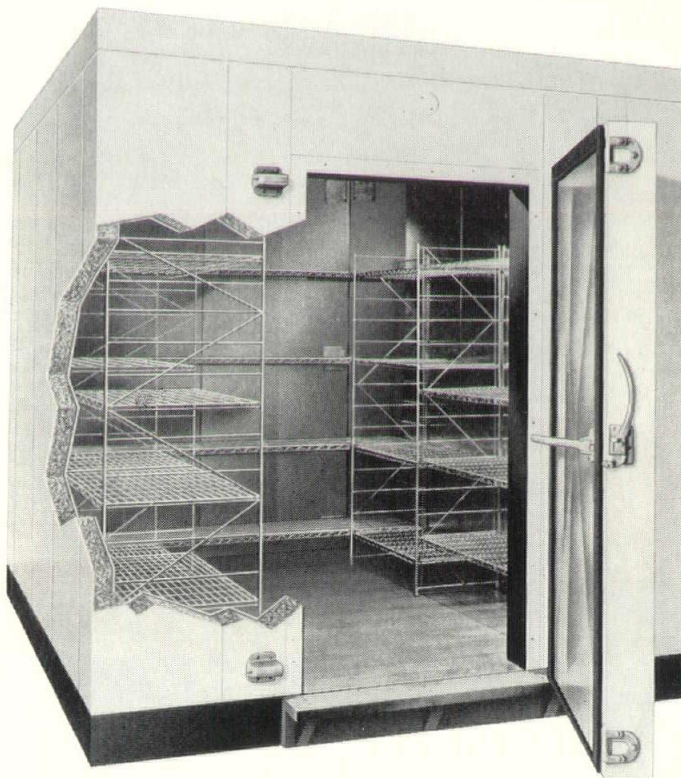




# **REFRIGERATORS**

*by Federal*

Total Manufacturers  
and Specialists in  
Complete Storage and  
Cooling and Freezing  
Equipment



- **WALK-IN** — coolers and freezers  
Steel clad, modular panels
- **REACH-IN** — refrigerators and freezers

---

For any application — food service — bakery storage or display  
AND — Flexi Bake\* — the complete system for bake off- and on-premise  
baking.

*for planning and complete service installation*

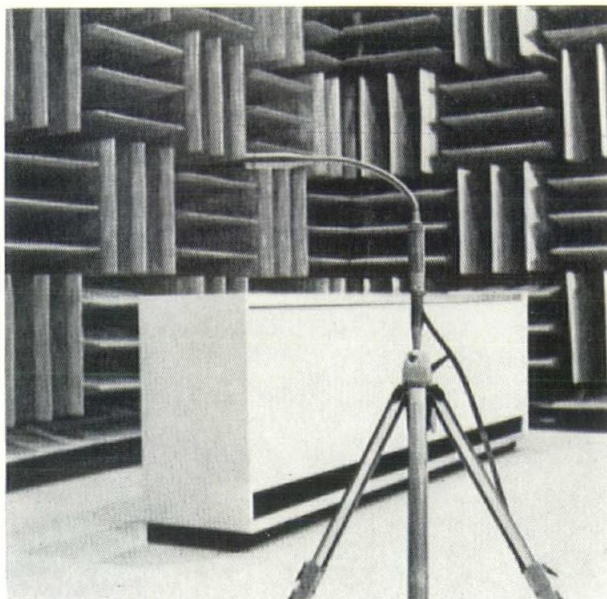
**FEDERAL EQUIPMENT CO.**  
1005 S. 60th St.  
Milwaukee, Wis. — Phone 453-3646



---

**REFRIGERATOR MFG. CO.**  
215 Federal Ave.  
Belleville, Wis.  
Phone: (608) 424-3031

# HAVE YOU HEARD...



The quiet room of Trane's acoustic lab.

## *The New **TRANE** Classroom Air Conditioner*

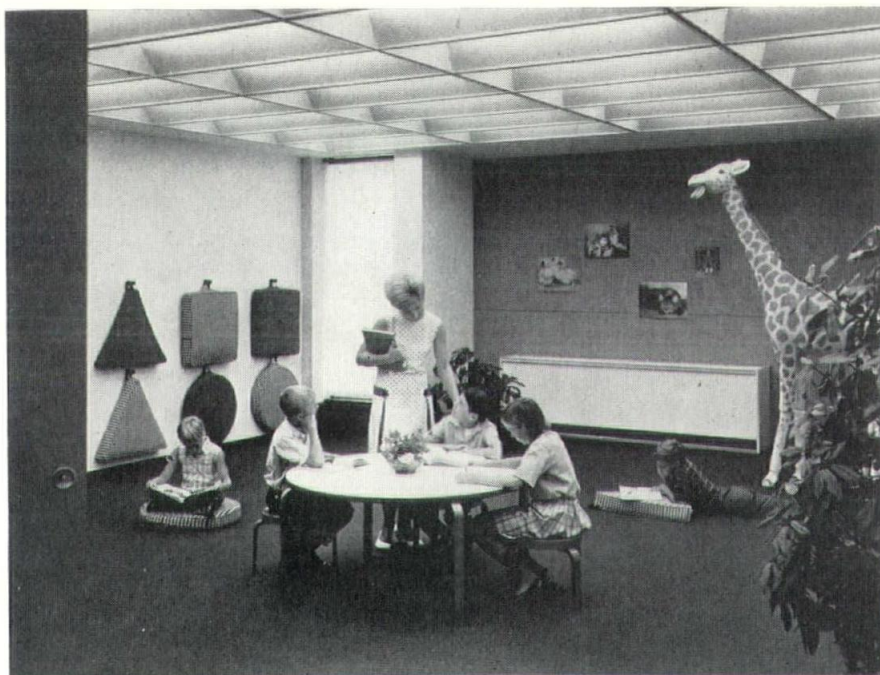
Why not hear and see for yourself this dramatically new approach to classroom comfort. If you are looking for a unit that is:

**STYLISH** enough to complement your most creative designs.

**QUIET** enough to be your silent partner for years to come.

**RUGGED** enough to absorb the abuse and ask for more.

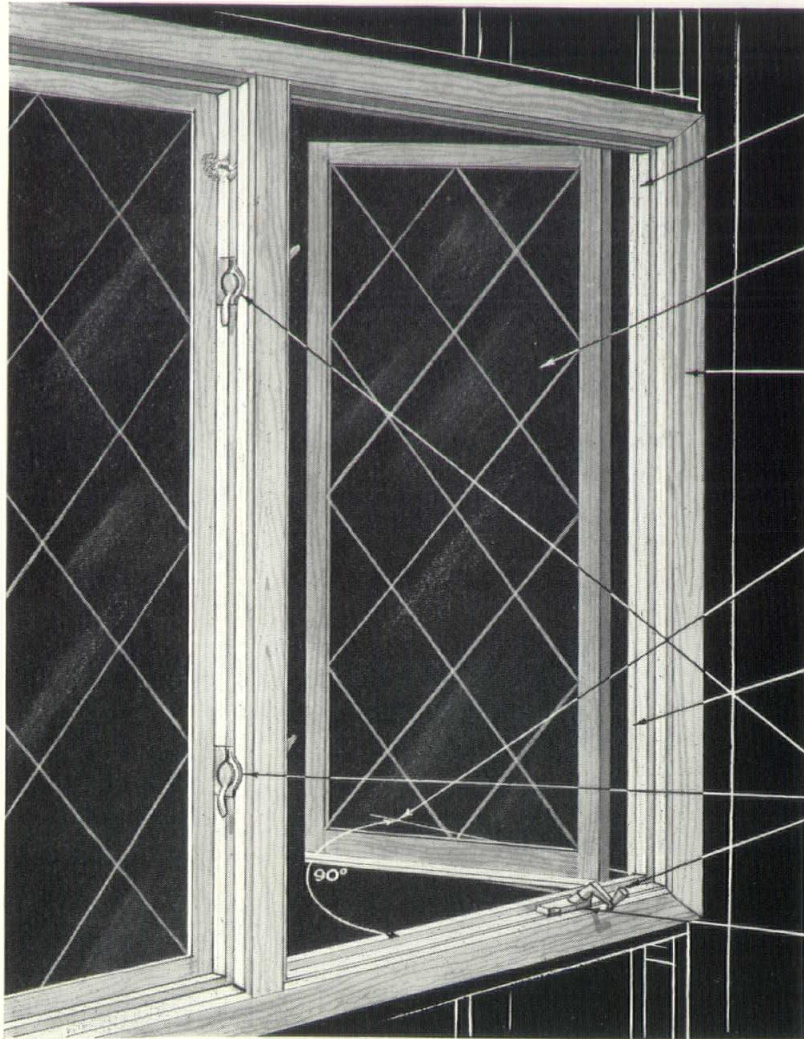
**INDEPENDENT** enough to virtually eliminate the need for maintenance.



The TRANE CLASSROOM AIR CONDITIONER provides this and more. But don't take our word for it!! You can hear and see it for yourself at the Wisconsin Association of School Boards Convention Exhibit—Jan. 22, 23 and 24 at the Milwaukee Auditorium.



# Here is where MARATHON makes a better casement window and delivers it at a better price



No nail holes at all on frame. Carefully blind nailed from the back.

Stop glazed for easy glass replacement.

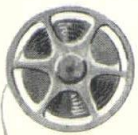
Window unit comes completely set up, ready to install in the wall.

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.

Roto-operator worm and gear components guaranteed for life.



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.

**MARATHON  
MILLWORK**  
COMPANY



A Division of Marathon Industries, Inc.

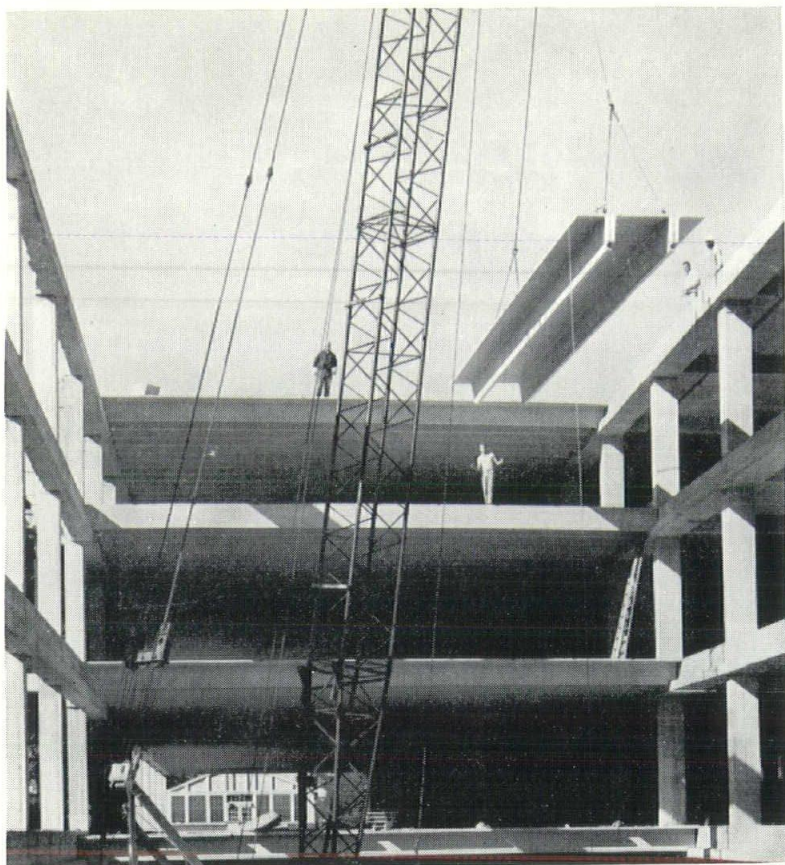
Milwaukee Area  
Warehouse  
P.O. Box 7

Pewaukee, Wisconsin 53072  
Phone: 414 - 691-0330

Executive Offices  
and Plant  
1009 Third Street

Wausau, Wisconsin 54401  
Phone: 715 - 842-2036





*happy 1969 . . .*

**We invite you  
to hoist some  
with us  
this year**

There's no doubt about it. The construction industry will have its hands full the next 12 months as our nation continues to grow.

At the same time, people in our industry, and we refer to you, of course, will continue to seek ways, not only to speed jobs along, but to economize, too.

These are the very reasons J. W. Peters & Sons stand in the very best position in this area to help you meet any challenge . . . any deadline.

Our Prestressed Concrete Products offer you speed — economy — convenience — and many other advantages over other building materials.

Then, too, we've got some other ideas going for you. Such as an extra measure of quality, a sincere desire to serve, and the ability to do it.

We've even made it easier for you to get in touch with us. Just dial direct—to Burlington, Milwaukee or Deerfield. You'll hear a friendly voice and find a highly-qualified Prestressed man ready to help you—whatever your request or problem.

**J. W. Peters & Sons, Inc.**

**Burlington, Wisconsin**

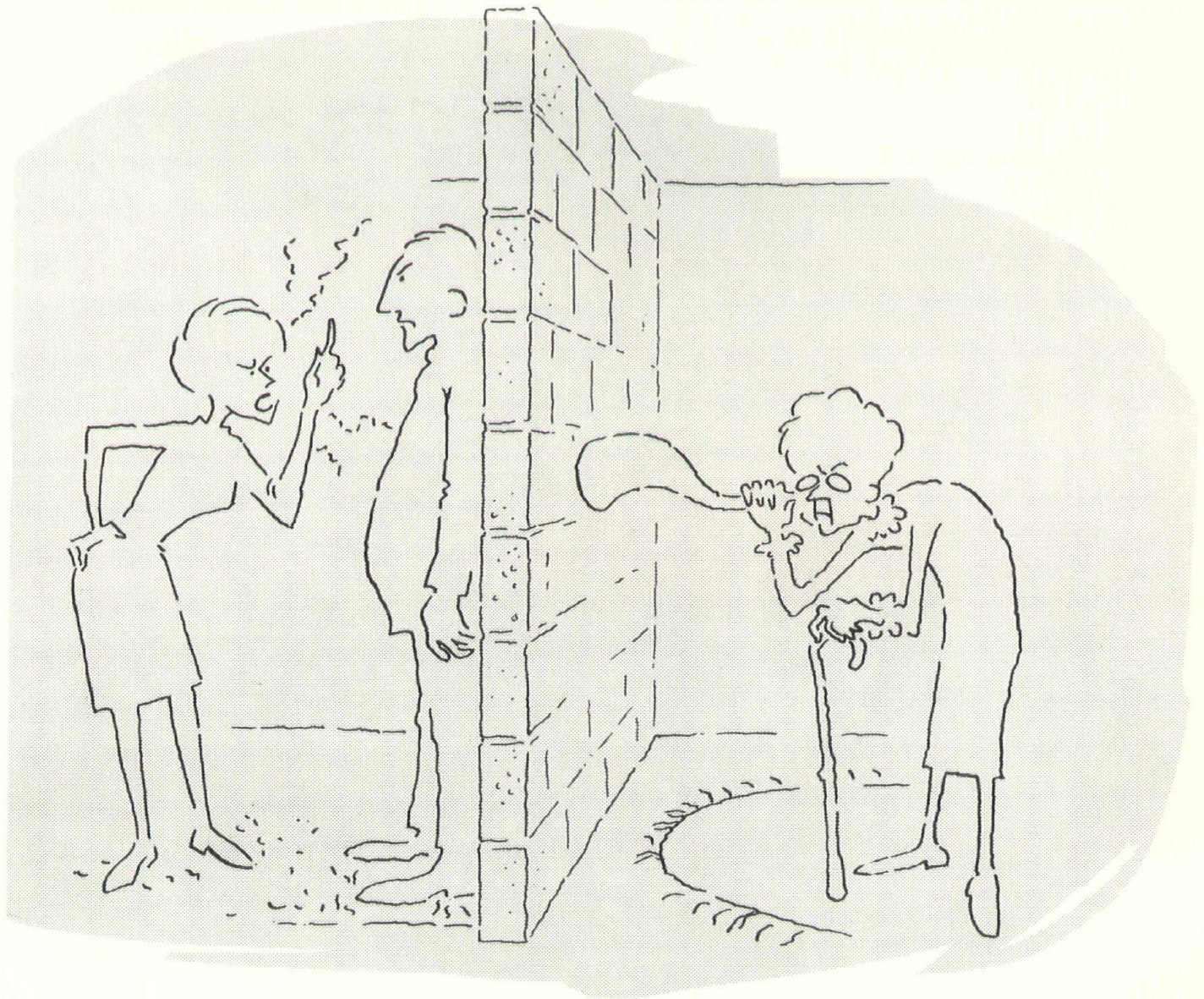
53105

414/763-2401, Burlington • 414/933-3374, Milwaukee • 312/945-6367, Deerfield

***We can suit you to almost any "T"***



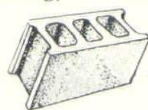
# Our concrete block takes the worry out of living close



## Who needs noise, anyhow?

We really don't need to tell you why you need to use a low noise-transmission material for public buildings. If you've ever worked in—or lived in—a noisy building, you know why. But we can give you several good reasons why you should use concrete block to deaden sound. For one thing, only block comes with a built-in dead air space. And that's surrounded by dense outer shells

of concrete. That's quiet. Besides, block is so inexpensive, you can afford to use it wherever you have sound problems. Use it for outside walls to cut off street noises. Or use it for inside walls and partitions to cut off inter-building noises. So rooms stay whisper quiet. Think of how you could use concrete block for apartments, offices, hospitals. Etc. Etc.



**Waukesha Block Co., Inc.**  
1800 E. Main Street, Waukesha, Wis.  
Phone: Waukesha 542-4403

**West Allis Concrete Products Co.**  
10919 W. Bluemound Road,  
Milwaukee, Wis. 53226  
Phone: 453-7980

**Hales Corners Block Co., Inc.**  
Route 1, Box 194-E, Franksville, Wis.  
Phone: Milwaukee, GA 5-3500—  
Caledonia, VE 5-1133

DIVISIONS OF SPANCRETE INDUSTRIES, INC.



# “Who designed this dumb building, anyway?”



Sure, that's the question they ask when they have to wait too long for an elevator. Whatever goes wrong it's the architect's fault. Even when it isn't.

Actually, the elevator services may have been planned superbly. But one elevator developed a small maintenance problem and had to be shut down until the service man arrived. But the service man didn't

arrive, and didn't arrive . . . A peak period came, the other elevators couldn't handle it—and Mr. Burns has further proof for his statement about the best laid plans of mice and architects.

That's why, at the Northwestern Elevator Co., we put so much emphasis on service follow-through. When we're needed, we're there — during planning, during installa-

tion and especially all through the years our equipment is in operation.

The next comment about one of your buildings ought to be, "Somebody was really thinking when they designed this." And following from that, perhaps, "We ought to find out who it was and talk to him about our new place."

We can help you make it that way.



Dover elevators are installed and maintained in Wisconsin by . . .

## NORTHWESTERN ELEVATOR CO., INC.



2030 W. BENDER ROAD, MILWAUKEE, WIS. 53209 • 372-3510 Area Code 414 • Offices in MADISON and APPLETON





**Wisconsin Architect is the official publication of the Wisconsin Chapter of the American Institute of Architects, published by the Wisconsin Architect, Inc.**

ELLO BRINK, Executive Editor

David Radbil, Advertising Manager

John Reiss, Art Director

Subscription Rate: \$5 per year. Individual copy 50c.

Address all matters pertaining to Editorial or Advertising to

785 North Jefferson Street

Milwaukee, Wisconsin 53202

Phone 272-4668

**Wisconsin Architect, Inc.:** President, Mark A. Pfaller; Vice-President, Maynard W. Meyer; Secretary-Treasurer, Ello Brink, 785 N. Jefferson Street, Milwaukee, Wis. 53202

Board of Directors: Harry W. Bogner, Thomas L. Eschweiler, Charles Haeuser, Ronald Hansche, John P. Jacoby, John E. Knapp, Clinton Mochon.

**Wisconsin Chapter American Institute of Architects:** 3902 N. Mayfair Road, Milwaukee, Wis. 53222. Phone 464-4520. Executive Secretary, Mrs. Jane Richards.

**Executive Committee:** President, Robert L. Yarbrough; Vice-President, Thomas L. Eschweiler; Secretary-Treasurer, Sheldon Segel, 200 N. Jefferson Street, Milwaukee, Wis. 53202; Lawrence E. Bray, ex-officio; Ralph H. Kloppenburg, Milwaukee; E. John Knapp, Madison; Brian F. Larson, Eau Claire; Richard P. Linde, Sheboygan; Willis C. Leenhouts, Milwaukee; Grant J. Paul, Eau Claire; Kenton A. Peters, Madison; Mark A. Pfaller, Milwaukee; Mark T. Purcell, Madison; Nathaniel W. Sample, Madison; Julius S. Sandstedt, Oshkosh; George A. D. Schuett, Milwaukee.

**Southeast Section Officers:** President, E. William Johnson; Vice-President, John F. Funck; Secretary-Treasurer, Richard P. Blake, 330 W. Silver Spring Drive, Milwaukee, Wis. 53217.

**Western Section Officers:** President, John A. Findlay; Vice-President, Gustavs M. Martinsons; Secretary-Treasurer, Jerry W. Spencer, 810 University Bay Drive, Madison, Wis. 53705.

**Northeast Section Officers:** President, Leonard J. Urban; Vice-President, Richard E. Gustafson; Secretary-Treasurer, Ronald Hansche, 52 Eveline Street, Oshkosh, Wis. 54901.

**Northern Section Officers:** President, Brian F. Larson; Vice-President, Wayne Spangler; Secretary-Treasurer, William C. Roberts, 221 N. Main Street, Rice Lake, Wis. 54868.

**Wisconsin Architects Foundation:** 4685 N. Wilshire Road, Milwaukee, Wisconsin 53211. Telephone 962-5844. Miss Dorothy Schweitzer, Executive Secretary.

President, William P. Wenzler; Vice-President, Allen J. Strang; Secretary-Treasurer, Harry Bogner; E. William Johnson, Ralph H. Kloppenburg, Maynard W. Meyer, Grant J. Paul, Julius Sandstedt, Fitzhugh Scott.

## index

- 10 Equal Opportunity in Architecture
- 14 Architects and the Inner City
- 16 LEAP, Labor Education Advancement Program
- 20 Wisconsin Architects Foundation
- 21 Wisconsin Chapter, AIA, Membership Roster
- 25 Project: Swiss Pavilion
- 30 News Notes



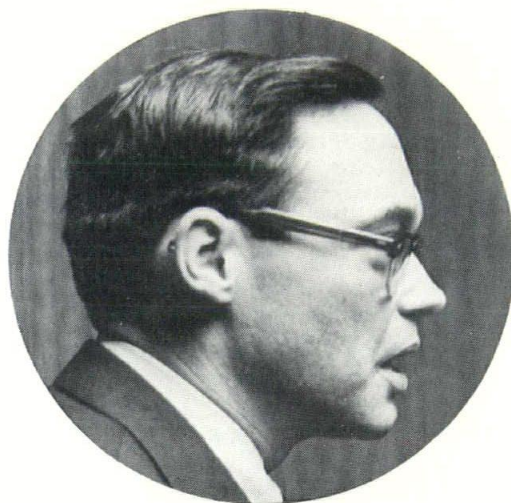
*The symbol on this month's cover was designed by our Art Director, John J. Reiss, for Negro Achievement, Inc. who kindly agreed to our using it. The young man on the cover is Gregory Pruitt, participant in the "Equal Opportunity in Architecture" program of the Southeast Section, Wisconsin Chapter, AIA.*

JOHN W. WADE, Dean, School of Architecture, UWM, has been appointed Chairman of the ACSA (Association of Collegiate Schools of Architecture) Committee on Professional Education; Dean Wade was also elected a "continuing member" of the National AIA Committee on Education and he is chairing the ACSA-AIA Regional Student Exchange.



# equal opportunity in architecture

*"Why build these cities glorious  
If man unbuilt goes?  
Nothing is worth the building  
Unless the builder also grows."  
Edgar Lee Masters*



*Terry Mooney*

## **Participating firms:**

*Willis & Lillian Leenhouts  
Losch-Haeuser, Inc.  
Burroughs & Van Lanen, Architects  
William P. Wenzler, Architects & Associates,  
Inc.  
Kurtz, Architects, Inc.  
Sheldon Segel & Associates  
Miller & Waltz, Architects  
Kloppenburg & Kloppenburg*

## **Employees:**

*Alfred Beauchamp  
Gregory Pruitt  
Timothy Johnson  
Ralph Lee  
Michael Cegers  
Gregory Pattern  
Gene Williams  
John Ellis  
Richard Nichols*

At its annual membership meeting on May 2, 1968, the Wisconsin Chapter, AIA, endorsed a program proposed by William P. Wenzler, "that all firms represented by corporate members of the AIA employ for the summer, one or more students as apprentice technical or trainee clerical staff from Afro-American, Indian-American or other minority peoples of our ghettos, and that this effort be coordinated by persons or committee, designated by the Executive Committee of the Chapter, to relate to the various school systems or community organizations, to assist in the implementation and follow-up of this and subsequent proposals."

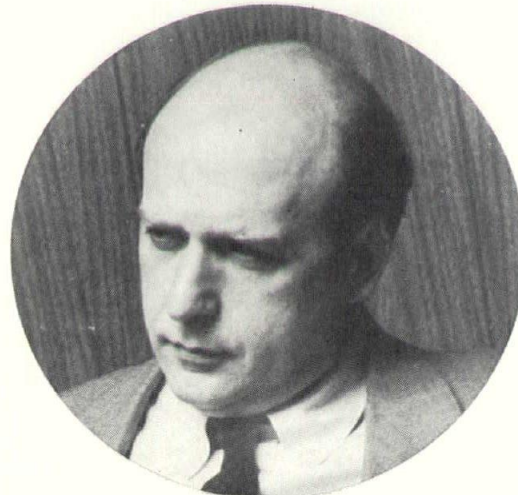
Following this action, the Southeast Section formed the Committee of Environmental Education with Willis Leenhouts, William Wenzler, Donald Phillips, Sheldon Segel and George Schuett under the chairmanship of Alonzo Robinson. This Committee was charged with the responsibility of implementing and organizing the "Equal Opportunity in Architecture" program, essentially consisting of providing summer jobs for minority youths in architectural offices. The Committee was determined to get this program under way during the summer of 1968. No small task, considering that only two months time was left before summer school vacations started. Youthful candidates as well as jobs in architectural firms had to be found.

The Educational Opportunity Center and the Opportunities Industrialization Center organizations were contacted and their assistance of finding youths interested in professional office work was requested.

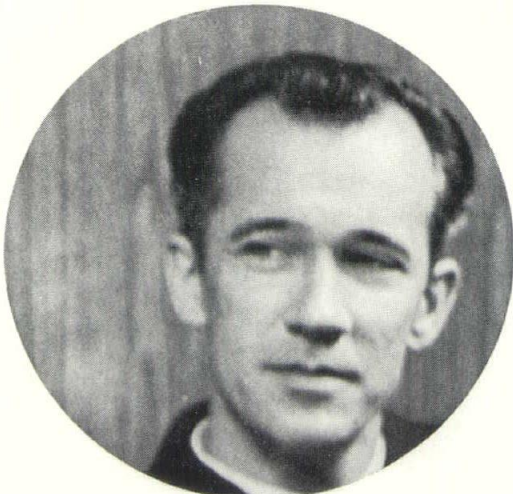




*Alonzo Robinson*



*Jordan Miller*



*Donald Phillips*

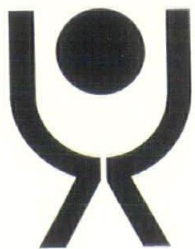
These agencies found twenty volunteers for summer jobs. Ultimately eleven youths were interviewed by members of the Environmental Education Committee, and all of them were placed with eight architectural firms in the Milwaukee area.

The age group for "Equal Opportunity in Architecture" had to be limited to boys at least 14 years old up to 17 years, because State Law permits only children 14 and older to work under a Child Labor Permit, issued by the Department of Industry, Labor and Human Relations. Under this permit, teenagers are allowed to work 40 hours a week during the summer but not more than 8 hours a day. Minimum hourly wage is \$1.10. The Child Labor Permit has to be requested by the architectural firm enclosing the birth certificate of the boy and a letter of approval from the parents. A Social Security number has to be requested from the local Social Security Agency, in case that none has been issued prior. These two simple requirements represent all the "red-tape" the architectural office is involved in.

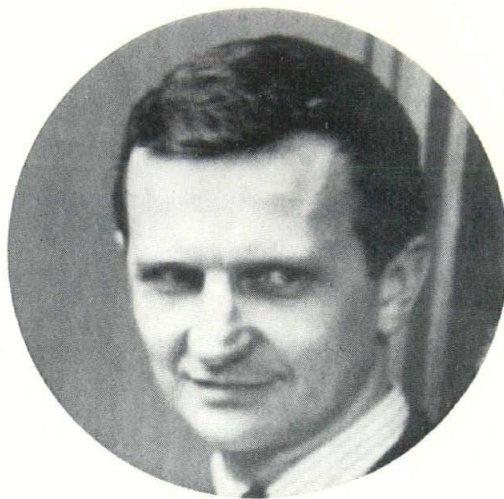
Most of the boys participating in "Equal Opportunity in Architecture" last summer were 14 years old. They worked 20 hours a week at the hourly wage of \$1.10 and spent an equal amount of time receiving instructions as to procedure, skills and equipment needed in architectural offices plus general information which they were not compensated for.

Since the "Equal Opportunity in Architecture" program truly was crash-initiated by the members of the Committee, there was little time for elaborate explanations as to its purpose and ultimate goal. Consequently, many questions have cropped

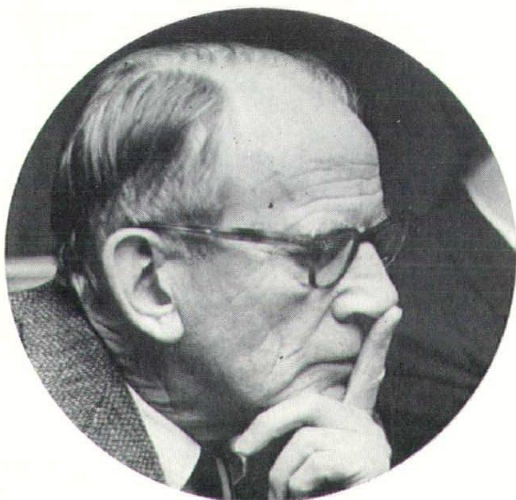




*Sheldon Segal*



*William P. Wenzler*



*Willis Leenhouts*

up and inevitably misinterpretations as to the program's intent have occurred.

So it seems necessary to point out that "Equal Opportunity in Architecture" is not meant to make architects of the youthful participants. It is definitely not meant to serve as "tokenism." It is meant to provide on a grass roots level what it says — Opportunity!

Opportunity of exposure to a professional environment and its inherent processes. Opportunity of living in a professional milieu, communication with professional people. Opportunity of participating in whatever small measure in the fascinating process of seeing an idea materialize in a two-dimensional form on paper and in a three-dimensional form as the end result.

Statistics tell us that the white-negro population ratio in America is about one to ten and that the proportion of registered negro architects is much less than one in a hundred. In Wisconsin the ratio is one in over five hundred. Considering that a new School of Architecture has been established for the first time in this State and considering these statistics, "Equal Opportunity in Architecture" seems to be a very timely program, providing motivation for many a youth toward a career in the entire building industry which certainly will be in need of talent and energy for the demanding years ahead.

On December 10, 1968, the Environmental Education Committee met with members of participating architectural firms for a re-view of last year's program, its success and how it further can be improved.





*Corkye Wills*



*The folder at the left is distributed by the N. Y. Chapter American Institute of Architects, Committee on Equal Opportunity.*

**RICH MAN**  
**POOR MAN**  
**BEGGAR MAN**  
**THIEF**  
**DOCTOR**  
**LAWYER**  
**ARCHITECT**  
**ARCHITECT?**  
**Yes, Architect!**

*Contact: Environmental Education Committee,  
 Wisconsin Chapter, AIA, 3902 N. Mayfair Road,  
 Milwaukee, Wisconsin 53222 (414) 464-5420*

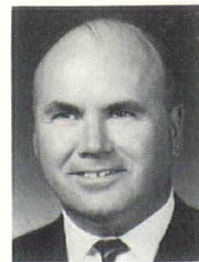
According to the reports given at this meeting, "Equal Opportunity in Architecture" was an unquestionable success for employers as well as employees and a human experience of value.

The committee decided to make an all out effort with better organized recruiting and with ample time for coordination before the summer vacations of 1969, hopefully expanding the program to 30 or 50 participants. It was decided to print posters with pertinent information to be widely distributed to churches, school boards and the many community organizations in the Inner City. In order not to waste time, the committee decided that all actual work was to be done by the members themselves. William Wenzler offered the help of his secretary, Corkye Wills, well acquainted with the agencies to be contacted. She is to coordinate arrangements between the agencies and architectural offices. She also will schedule interviewing sessions conducted by members of the Environmental Education Committee who will explain the program and interview eligible boys who have been recommended by the aforementioned agencies. The architects serving on the Environmental Education Committee of the Southeast Section, Wisconsin Chapter, AIA, are enthusiastic about "Equal Opportunity in Architecture" and they expressed hope that the three other Sections of the Chapter in the State will "catch fire" and initiate "Equal Opportunity in Architecture" in their own areas.



# architects and the inner city

By Joseph C. Fagan



One day last October, a mid-city Milwaukee businessman — a wholesaler of fruits and vegetables — told me that all young Negroes were “wild.”

He admitted after questioning that “most” were.

Later, he said a young Negro threw a brick at his car and he was “bitter.”

I can understand his frustration, although I can't condone his blanket condemnation of this group of people. I also can understand the frustration of many Negroes, although I don't condone this particular action, or many other acts of violence.

To understand, of course, is not to condone, but to prepare for change — and for the better.

People have to have something to live for. People have to have something to do. There continue to be too many people on public welfare who are just being kept alive, and their lives have little meaning or purpose.

The better paying jobs to get people off relief must be developed and filled. Until this happens, it is difficult to cut welfare budgets.

Putting welfare recipients into jobs paying a \$1.50 to \$1.75 an hour is not eliminating poverty. People on welfare, when offered this kind of job, will choose the bare subsistence instead because it costs too much for items necessary for the job — clothes, child care, carfare, lunches, beauty care, and so on.

We have a housing crisis in Milwaukee because more young people are marrying and are looking for a place to live. People uprooted by construction and renewal must find houses. Even if people had a choice, new housing is unavailable and the more able financially continue to move to the periphery of the “core” area.

There are many job seekers. We have no difficulty filling each two-week CITE (Community Involvement Toward Employability) class with 30 to 40 enrollees — and there are hundreds more lined up because they have heard that this has been a genuine opportunity to get a job.

More than 82 percent of those who have graduated from CITE have gotten jobs, or have gone into more training to get jobs.

But there are so many, many poor people who do not have much skill, education or training.

It is regrettable to reflect on the November 5 election with all the oratory on “law and order” which preceded it, especially after remembering certain events and the things we might have learned in making changes in the “other United States” where the poor people live.

After the brutality of Selma in 1963, or the shooting of Martin Luther King in 1968, a civil rights bill literally sailed through Congress.

Then people rested again and waited, only to wonder why the “society of the poor” continued its agita-

tion. The trouble is that many of the white community consider civil rights laws the end of the civil rights efforts, and that this is as much as is necessary to do.

Successes such as the victory in Judge Tehan's Federal Court for “free choice” housing, a million dollar fund granted by the State Legislature to local citizens to develop innovative ideas, and the hiring of Commandoes as outreach workers and “coaches” are fine — and they should and must be continued.

But we should expect it to lead to more demand.

Appetites will sharpen with each step forward, particularly after years of omission and a lack of concern.

The changes must come.

There is an inevitable reform due in police-community relations, in schools, in jobs, in pride and dignity — not because of the pressure, but because it's right.

There can be no mistake of the course that human events will take in the next few years.

Our political system will rid itself of politicians who elect themselves by setting people or groups against each other. The young people are being raised in an environment where they want to rid themselves of that fear, hatred and prejudice that has eroded the integrity of almost an entire older population. Our economic system will include all people in jobs, in business enterprises, in banking and all the vital and high policy making positions.

The educational system will change. The desire here is no different than in New York City where each neighborhood school is being reclaimed by parents in those neighborhoods who are tired of integration efforts which failed.

They have given up the fight, cannot afford to move to Mequon or Brookfield where better schools exist, and now want to take over the “all black” schools and make them produce a quality education for their children.

The social system will change. Membership in private clubs will give way to the new economic power in the hands of blacks eager to buy leisure and pleasure.

We must be aware of restlessness. We cannot avoid the facts that each month continues to see changes in the ghetto. But will the change build a better metropolitan Milwaukee by breaking down the artificial walls of the ghetto, getting better housing, improving police-central city relations, increasing meaningful job advantages, or improving the quality of schools?

People tend to blame an individual when he leaves. They are relieved.



But we must realize that the altering of leadership does not mean a lessened desire for changes in these problems, nor a lessening of the tempo of that change. The momentum is in direct proportion to the years of pent-up frustration due to inferior treatment or attitudes conveyed by the whites.

However, the new breed of leader appears to be interested in white allies who will view and help develop America as one society with one economic and social system for all.

The leader of blacks may talk separation, but he appears to mean to create a new cultural emphasis on black heritage to reestablish pride and belonging in youngsters.

He may speak of "black power," but he appears to mean that voting and politics are not a white man's institution alone.

I believe that the new black leader wants to build for his family and the central city poor residents, by being a part of decision-making, and by helping to focus the volley of governmental anti-poverty shots to their appropriate targets.

I think he intends to work for governmental organizations which have clout which can be directed into effectiveness in delivering necessary changes.

Those disturbances—known as "riots" in cities other than Milwaukee and Racine—may be a thing of the past, as long as momentum and involvement continue by whites willing to help the black man build.

But pressure for riots can develop by public officials not being willing to level with the aggrieved citizens. It is dangerous, for example, for the official city position to be that the relocation problem is solved when it is not. It is unfortunate for a city police department to pretend it has an effective community relations program when it does not.

The average Milwaukee area citizen sometimes is quick to make up his mind—sometimes too quickly—particularly when he does not know what it's like to be black all his life. He must listen and discuss, squeeze emotion out of the facts, and place himself in the position of trying to be positive and to make suggestions to solve problems.

This is not "giving in" to militancy. This is understanding and then responding to the facts.

If you have read this far and have found yourself asking what all this has to do with you as an architect, then I think I've made the point that this has much to do with you.

For the greatest good you can do is as a citizen must do—although I am going to offer some ideas for you as an architect, too.

There are many steps which you can take as a citizen to improve racial relations and the conditions of our minorities. You've heard of many of them in church, read of them in newspapers and magazines, and discussed them with your friends. Therefore, I will bypass that list for one of my own, offering some suggestions to you as an architect.

1. No matter where you live, why not form an informal committee of architects in your area—or work through your existing professional groups—to review zoning laws in your municipality. Do they

subtly zone out minorities? Involve representatives of minorities in your study and seek other expert help from universities or governmental agencies such as our State Equal Rights Division.

2. Architects sometimes serve on school boards, zoning commissions, city councils and other public policy bodies. If this is true in your city or area, why not get him to speak before architects' groups about his ideas. Or contact him personally and talk with him yourself.

3. Involve minorities in your business by setting up summer—or better yet—year-around jobs in your firm. Make them meaningful jobs, and show an interest in them as you would any other employee. Make sure they have a chance to see your entire operation and, if they show a spark of interest in a certain part of the work, help them find out more about it.

4. Work with schools and neighborhood and youth groups in the inner city or in areas where minorities live to bring Negroes and others to your firm for a visit. Let them know that architecture is an exciting profession that is open to them. There are many groups that can help you. Our Equal Rights Division can supply you with names.

5. Let these same schools and civic groups know that your professional organization will be happy to send architects to visit with them—in the classrooms, in seminars, or in convocations.

6. Locate a non profit Negro business group that is attempting to develop in the inner city, and let them know you're willing to help by offering general advice.

7. Meet with other groups in the inner city, or their representatives, and ask them how you can help—not only as a citizen, but as a professional.

8. Have your professional organization or your firm set up a scholarship fund for a deserving student at an inner city school. Perhaps it could be limited to a student who shows an interest in architecture as a vocation, or some related construction field.

9. Take a group of minority individuals to a construction site outside the inner city and tell them what you're doing, and what the contractor and other workers are doing. Get them out to suburbia and let them know that they can move out and up if they can look out and up beyond the inner city.

10. Select one of the many training programs that are attempting to make the disadvantaged ready and able to hold down a job, and work with the program officials. Our CITE program, for one, is designed to help the hard core unemployed, some of whom may move into construction work. There often are ways to help with these types of programs, both financially and morally.

These are 10 possibilities. What it all comes down to is to get involved. There are additional ways you can become involved.

Why not take 10 minutes now and begin your own list.

Then today—or not later than tomorrow—pick from your list and go to work. There's a whole world out there that needs you.



"I used to be full of bitterness. I didn't value my own life, so how could I put much value on anyone else's. But since I have had this change of heart, I feel different inside. I have met some really good people. And I feel that I am going to make it."





# LEAP

## Labor Education Advancement Program

*Beth McKenty of Lee Baker Associates*

*Photos by R. F. Hildebrand Studio*

In the words of a new sheet-metal apprentice, George Williams, is the key to the growing feeling of satisfaction and hope on the part of the Urban League, employers and trade union officials who have set in motion an imaginative program to train Negro apprentices in building trades in Milwaukee. Until recently, you would look in vain for a black face amongst building trade apprentices, but now this is changing and Negroes from widely-differing backgrounds, some from high school, some from prison, some from jobs without a future, are investing their energy and time in acquiring the skills which will bring them position in the community and high financial rewards.

The apprentices must complete a rigorous schedule of schooling and practical work, with all-day classes one day a week, some night courses, and work on the job totalling 8,000-10,000 hours necessary before they finish.

Amongst them is George Williams, whose background includes time in the boys' home and reformatory, as well as a Wisconsin prison. But today, watching him at work at Kramer Heating and Manufacturing in Milwaukee's south side, you can see determination in his movements and promising signs of succeeding in his new field. He is fortunate in the environment he has moved into, for Frank Kramer, founder 38 years ago of his now-prospering business, is a man of obvious integrity. His exterior reserve conceals a true feeling of compassion for his fellow man. He has been active for years in establishing the standards for apprentice training throughout the country, and when he speaks of George coming to work for him, he says he delayed hiring a Negro because he didn't want to "push ahead" of other business men who had applied to have black apprentices.

"Since I've always been active in the apprenticeship programs, I hoped to lead the way in the hiring of people from minorities," said Mr. Kramer, "but I had to be careful because as a member of the apprentice committee I didn't want to appear to be taking advantage of my position and a number of other employers hired Negro applicants ahead of me."

This feeling of privilege to be participating in the program, identified as LEAP (Labor Education Advancement Program), is undoubtedly one of the reasons for the smooth acceptance of George by the rest of the Kramer staff. Eddie Brandt, one of the firm's executives and a son-in-law of Mr. Kramer, has invited George home for dinner. "As soon as I'm together, I'll be accepting that invitation," George commented. "I did attend the firm picnic in August and had a good time. But I moved recently, and have just been married, so along with my studies there isn't much time left."

For the Urban League, especially for the LEAP co-ordinators, Bennett Johnson and Vincent Toran, this program has brought great satisfaction. "We recruit young men through radio, newspaper and school publicity," said Mr. Toran. "It takes some time to prepare each candidate for his preliminary examination to enter a union apprenticeship program. Volunteer tutors help at the Urban League office, 932 West Center, grooming candidates in English and Mathematics, and in how to conduct themselves at their new job sites.

"This program went into full-time operation in February of 1968," recalled Mr. Toran. "It really started with a group called Minority Group Construction Employment Opportunities Committee," who still meet at the State building every month to consider how to get black people into the skilled crafts of the



building trades. Through these meetings Elmer Anderson (director of Employment Development and Guidance for the Milwaukee Urban League) submitted a proposal to the federal government, to the Bureau of Apprenticeship training, to finance this project, LEAP.

"We work in conjunction with the building trade unions, the Allied Construction Employers Association and other interested organizations, such as the Youth Opportunity Center and civil rights groups, to get minority youth into construction apprenticeships."

When asked about the response of news media to this program, Mr. Toran declared that a number of radio stations have been helpful. "Many of our apprentices first heard about the program through radio announcements of it."

From February until now, 24 young men have been placed in the apprenticeship program, a lower number than would have been the case if there had not been labor disputes resulting in the lock-out of truck drivers and operating engineers last summer, with an accompanying slow-down in construction fields.

But recruiting for the program continues, with Career Days in Milwaukee schools, often featuring Don Charlier, apprentice coordinator for the Allied Construction Employers Association.

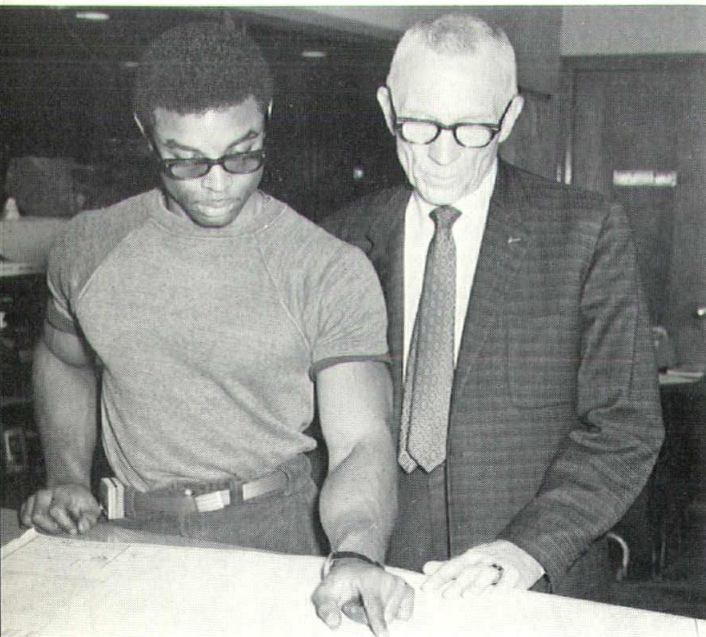
"Mr. Charlier has really assisted us in finding recruits for this program," said Mr. Toran, "and a number of labor union officials have also been helpful, especially John Zancannaro, president of the Milwaukee Trades Council.

"We are certainly hoping this program will expand, but since it is federally-funded we won't know for sure until 1969." These funds cover the salaries of Mr. Johnson and Mr. Toran, their secretary, part-time tutors for the apprentices and certain materials used for preparing LEAP applicants.

From the viewpoint of the apprentices, there is no doubt about the success of the program. If you ask Alvin Laster, 20-year-old plumber's apprentice, how he feels about it, you'll hear . . .

"It seems as though everyone is trying to go to college. They all can't make it that way. Many are neglecting this field. I suppose hard work scares some people, but there is nothing to it. I'm happy here, and I would try to turn my friends towards this."

Alvin's interest in plumbing is natural, as his father is a restricted plumber and Alvin has worked with him summers during his high school years. Now, with his four brothers and seven sisters, he lives in a beautifully-maintained home, with a large, wood-panelled living room and dining room, at 3337 North 22nd Street. Everything in the home speaks to the parents' desire to encourage their children to read and study. Alvin's seventeen-year-old brother, Don, is also eyeing this field as a possible choice for his own career.



*George Williams reports to the above firm each morning, where he has succeeded in establishing a good working relationship with the other employees. He is shown (below) going over details on a plan for a Shell service station with his employer, Frank Kramer. The firm has seventy employees.*





*Seven of Alvin Laster's eleven brothers and sisters, together with his mother, Mrs. Exo Laster, of 3337 N. 22nd street, listen to him reading from one of his plumbing texts. Mississippi-born, Mrs. Laster encourages her children to seek advanced education.*

*Right: An animated conversation is shared by Mrs. Kathleen Ryan, one of the volunteer LEAP tutors, with two of her students, Augusta Eady, who hopes to become a plumber, and John W. Randolph, planning to become a steam fitter. Tutoring is primarily in mathematics and English.*



Questioned about prejudice on the job, Alvin just smiles. "Everything is all right. Everyone's been good. I am not too talkative myself, anyway. Things seem to be working out well."

All concerned with the program would feel assured of the significance of their work, if they could have been present recently when Mr. Williams, the sheet-metal apprentice, returned to Fox Lake Correctional Institution, where he was formerly an inmate, to speak informally in the prison chapel to forty of the men.

"I haven't got a real talk ready," he said. "It's just that I wanted to tell you about this program. When I was released, it didn't look to me as if I could get a regular job and make it.

"But this is a real opening, I'm working with real people who accept me and have invited me to their homes. And I think you should look into it when you're ready, because it's a good thing and it can change your life." The men responded with warm applause.

And visiting with George afterwards, you couldn't help but share his deep hope that he will "make it." For he is open about his past and hopeful about his future.

"When you are out hustling, you meet all kinds of guys who are doing wrong. You get to know a lot. I was bitter and rebelling against the world, when I was in the boys' home or the reformatory. I would try to "catch up" when I got out, and this was always my downfall. Now, I don't associate with some people — not with the ones who are steadily in trouble. And I'm trying to get to know some other people. Amongst my new friends is John Otterstein, also an apprentice, and we frequently study together.

"People won't accept prisoners readily. The guys are smart, most of them, and in a sense most of them are trustworthy. If they give you their word you can count on it. But they have so much bitterness in them. They are so full of mixed emotion. The least little thing really hurts. Sometimes I feel full of pain inside and really emotional. It would take just a weak moment to turn away. But I am married now, and my wife, Barbara, is helping me to make it. And I really will."

The project is called LEAP.

Its aim is to help young people to more productive and fulfilling lives.

Its results are already proving constructive.

And its modus operandi is the Golden Rule.

May it succeed.



By Dorothy Schweitzer, Executive Secretary

## Contributions to School of Architecture Library

C. Albert Herman, a retired member of the firm of Eschweiler & Eschweiler (now Eschweiler, Schneider & Associates, Inc.), has presented to the new School of Architecture at UWM a collection of eight years of the "AIA Journal," together with a large portfolio of plates on historic architecture which he had received as a gift of honor.

The Milwaukee County Historical Society turned over to the new School a photographic collection of European exterior and interior architectural details and sculpture. These photographs were among a gift of architectural memorabilia, mainly pertaining to Old Milwaukee, presented to the Society by the Eschweiler firm. The Society gleaned from the collection that relative to the European scene as an appropriate asset for the new School library.

The thoughtful consideration of the Milwaukee County Historical Society is evidence of its interest in the new School. This was further collaborated by Robert G. Caroon, Curator, Research Collections, when he asked to have it made known to the students at the new School that the Society's Museum has a fine library of architectural history and Milwaukee buildings which he hopes will become of useful consequence.

## Interesting Comments — 1968 Student Forum

As reported in the December issue, Wisconsin Architects Foundation underwrote the expenses of four UWM AIA-Student Chapter representatives who attended the 1968 Student Forum at Ann Arbor, Michigan, November 23-27, jointly sponsored by the AIA, Association of Student Chapters AIA, and The University of Michigan. Those who attended were the officers of the newly formed Student Chapter, namely, Robert Westphal (Fond du Lac), Timothy Frater (Watertown), Bernard Kubisiak (Stevens Point), and Robert Kilgust (Madison).

Acting as spokesman for the group, the President, Robert Westphal, reported their experiences to the new School's student body. In addition to writing a letter of appreciation to the Foundation, he voiced his enthusiastic impressions to the Foundation's secretary. Here, briefly, are some pertinent comments:

Those who attended the Forum numbered 168, rep-

resenting 60 architectural schools throughout the country.

Mr. Westphal felt that the greatest gratification came from the fact that the excellent speakers (listed in December) in their interesting and worthwhile presentations instilled an enthusiasm and a feeling of involvement among the students in open discussions that continued among them long after meetings were over, one such bull session lasting until 5 A.M. at a local coffee house.

The keynote speaker, George McCue, HAIA, of the *St. Louis Post Dispatch*, raised an appropriate issue, that of the relationship of the architectural profession to the laymen, maintaining that it was time the established dogma and jargon be brought down to earth for better mutual understanding.

The crisis in certain inner core areas was authoritatively dealt with by Roger Katan, a Moroccan and prominent Urban Planner assigned to the East Harlem Project, whose constructive articles have appeared in "Progressive Architect." His effective presentation made a lasting impression.

Of considerable help to the personal problem affecting all young students of draft age, Betty Vetter of the National Scientific Manpower Commission offered comprehensive information concerning the draft.

National AIA representatives, Vice President Jules Gregory and Sidney Katz, Chairman Education Committee, described the new aspects being considered to up-date the institution into a going vital organization.

Of the field trips offered, Mr. Westphal and some 24 other students elected to spend the entire time at Cranbrook where they explored both the Cranbrook (boys) and Kingswood (girls) campuses. They were impressed by the ageless architecture of the senior Saarinen and the sculpture of Carl Milles.

Following is an excerpt from an appreciative letter written by Dean John W. Wade to President P. Wenzler of the Foundation:

*"All four representatives gained a great deal from the experience, and they have been made to feel a part of the national scene with regard to the architectural profession. Furthermore, they were very carefully engaged in spreading the good word about the founding of the School of Architecture here at UWM. I am sure that these gains will be reflected in the development of our student body, and we look forward to continued growth of the students, due in part to your contribution for which I express my own deep appreciation."*



# WISCONSIN CHAPTER/THE AMERICAN INSTITUTE OF ARCHITECTS

## 1969 Executive Committee

Robert L. Yarbrow, *President*

Thomas L. Eschweiler, *Vice-President*

Sheldon Segel, *Secretary-Treasurer*

Lawrence E. Bray

Ralph H. Kloppenburg

E. John Knapp

Brian F. Larson

Willis C. Leenhouts

Richard P. Linde

Grant J. Paul

### DIRECTORS-AT-LARGE

Ralph Kloppenburg

(term expires May, 1969)

Willis C. Leenhouts

Kenton A. Peters

Mark A. Pfaller

Mark T. Purcell

Nathaniel W. Sample

Julius S. Sandstedt

George A. D. Schuett

Sheldon Segel

Mark A. Pfaller

(term expires May, 1969)

Mark T. Purcell

Nathaniel W. Sample

### SECTIONAL DIRECTORS

#### Southeast Section

George A. D. Schuett

(term expires May, 1969;

E. William Johnson elected  
successor)

Sheldon Segel

#### Western Section

Kenton A. Peters

(term expires May, 1969;

John Findlay elected  
successor)

E. John Knapp

### SECTION OFFICERS

#### Southeast Section

E. William Johnson, *President*

John F. Funck, *Vice President*

Richard P. Blake, *Secretary-Treasurer*

#### Western Section:

John A. Findlay, *President*

Gustavs M. Martinsons, *Vice President*

Jerry W. Spencer, *Secretary-Treasurer*

#### Northeast Section:

Leonard J. Urban, *President*

Richard E. Gustafson, *Vice President*

Ronald Hansche, *Secretary-Treasurer*

#### Northern Section

Brian Larson, *President*

Wayne Spangler, *Vice President*

William C. Roberts, *Secretary-Treasurer*

### WISCONSIN CHAPTER, THE AMERICAN INSTITUTE OF ARCHITECTS OFFICE:

3902 No. Mayfair Road

Milwaukee, Wisconsin 53222

Phone: 414 464-4520

Mrs. Jane Richards, *Executive Secretary*

### FELLOWS

Edgar H. Berners, *F.A.I.A.*

Ralph Kloppenburg, *F.A.I.A.*

Richard W. E. Perrin, *F.A.I.A.*

Julius S. Sandstedt, *F.A.I.A.*

Allen J. Strang, *F.A.I.A.*

Fritz von Grossmann, *F.A.I.A.*

Karel Yasko, *F.A.I.A.*

### SOUTHEAST SECTION — CORPORATE

AMES, Carl Lloyd, 1701 N. Mayfair Rd., Milwaukee 53226

BISCHOFF, Theophil, 5623 N. Lake Dr., Milwaukee 53217

BISHOP, Donald S., 7934 W. Fiebrantz Ave., Milwaukee 53222

BLAKE, Richard P., 330 W. Silver Spring Dr., Milwaukee 53217

BRUECKER, John F., 4869 N. Elkhart Ave., Milwaukee 53217

BRUST, John J., 1212 W. Wisconsin Ave., Milwaukee 53233

BRUST, Paul, 1212 W. Wisconsin Ave., Milwaukee 53233

BURROUGHS, Charles W., 5455 W. Burleigh Street, Milwaukee 53210

CHACONAS, Achilles N., 4160 N. 78th St., Milwaukee 53222

COIFMAN, Michael B., 229 E. Wisconsin Ave., Milwaukee 53202

DAVIS, Donald A., 5032 W. Calumet Rd., Milwaukee 53223

DIEDRICH, Richard J., 1052 E. Circle Dr., Milwaukee 53217

DRAKE, Douglas, 2011 E. Capitol Dr., Milwaukee 53211

DWYER, Raymond W., 10425 W. North Ave., Wauwatosa 53226

ESCHWEILER, Thomas L., Administration Building, Rm. No. 1, Construction

Div., 5225 W. Vliet St., Milwaukee 53208

FISCHER, Ernst, 2428 E. Bradford Ave., Milwaukee 53211

FISCHER, Ned E., 15655 W. North Ave., Brookfield 53005

FLOM, John M., 4966 W. Dean Rd., Brown Deer 53223

FRANK, Reimar F., 35947 N. Beach Rd., Oconomowoc 53066

FUNCK, John F., 6830 W. Villard Ave., Milwaukee 53218

GAHL, Robert A., 2059 S. 104th St., West Allis 53227

GARTNER, Howard E., Route 5, West Bend 53095

GOEBEL, Matthias, State Bank Building, Elkhorn 53121

GRAVES, Roswell H., 1207 Tulane Dr., Alexandria, Va. 22307

GRELLINGER, Alvin E., 330 N. 121st St., Milwaukee 53226

GRIEB, Donald L., 777 W. Glencoe Pl., Milwaukee 53217

GRIFFITH, Richard R., 1850 Brojan Dr., Elm Grove 53122

GRUNWALD, Gilbert O., 8141 Stickney Ave., Wauwatosa 53213

GUERIN, William L., 11521 N. Oriole La. 20W, Mequon 53092

GUNN, George W., 15255 Watertown Plank Rd., Elm Grove 53122

GURDA, Francis S., 1015 W. Mitchell St., Milwaukee 53204

GUTZMANN, Donald, 731 N. Broadway, Milwaukee 53202

HAEUSER, Charles, 3609 N. 6th St., Milwaukee 53212

HANEY, Wayne H., 4512 Wilson Rd., Kenosha 53140

HARPER, Charles H., 2011 E. Capitol Dr., Milwaukee 53211

HERBST, Roger M., 1249 N. Franklin Pl., Milwaukee 53202

IRGENS, Rolf N., 8801 W. National Ave., West Allis 53227

ISLEY, Wendell H., 2643 N. 89th St., Wauwatosa 53226

JACOBY, John P., 1249 N. Franklin Pl., Milwaukee 53202

JACOBY, Paul C., 6813 Catalpa St., Greendale 53129

JENNINGS, W. Robert., 201 Sixth St., Racine 53403

JOHNSON, E. William, 525 E. Wells St., Milwaukee 53202

JOHNSON, Elmer A., 525 E. Wells St., Milwaukee 53202

JURENEC, Gene G., 330 N. 121st St., Milwaukee 53226

KEMP, Robert W., 9235 W. Capitol Dr., Milwaukee 53222

KEYMAR, Albert F., 6830 W. Villard Ave., Milwaukee 53218

KINNICH, Murray L. P., 2011 E. Capitol Dr., Milwaukee 53211

KNUDSON, Kenneth I. C., 54220 Highway G, Rt. 1, Dousman 53118

KLOPPENBURG, Ralph H., 5856 N. Pi. Washington Rd., Milwaukee 53217

KLUMB, Paul J., Jr., 330 N. 121st St., Milwaukee 53226

LEE, Wallace R., Jr., 797 N. Jefferson St., Milwaukee 53202

KOEHNEN, Harvey E., Route 1, Rubicon 53078

KRAMER, William P., 611 N. Broadway, Milwaukee 53202

KREISHMAN, Andrew P., 900 N. 58th St., Milwaukee 53213

KUBALA, Albin E., 6830 W. Villard Ave., Milwaukee 53218

KURTZ, James A., 2003 W. Capitol Dr., Milwaukee 53206

KURTZ, Kenneth C., 8429 Kenyon Ave., Wauwatosa 53226

KURTZ, Roland C., 2003 W. Capitol Dr., Milwaukee 53206

LABODDA, Gerald R., 5335 W. Dakota St., Milwaukee 53219

LEENHOUTS, Lillian S., 3332 N. Dousman St., Milwaukee 53212

LEENHOUTS, Willis C., 3332 N. Dousman St., Milwaukee 53212

LEFEBVRE, Gregory G., 3500 N. Sherman Blvd., Milwaukee 53216

LEHMAN, David H., 5755 N. 97th St., Milwaukee 53225

LOSCH, William G., 3609 N. 6th St., Milwaukee 53212

LUEDTKE, Charles W., 8110 W. Evergreen Rd., Mequon 53092

MEUER, Thomas G., 12740 Robinwood St., Brookfield 53005

MEYER, Carl E., 1613 Noble Ave., Springfield, Ill. 62704

MEYER, Maynard W., 797 N. Jefferson St., Milwaukee 53202

MILLER, Jordan A., 777 N. Jefferson St., Milwaukee 53202

MOCHON, Clint, 11121 W. Oklahoma Ave., Milwaukee 53227

MONBERG, Lawrence, 815 57th St., Kenosha 53140

MOONEY, Terence R., 3609 N. 6th St., Milwaukee 53212

NACZINSKI, Ruffin R., 201 Sixth St., Racine 53402

NIEHOFF, Lester J., 2995 S. 99th St., West Allis 53227



OLLROGGE, Harry A., 3527 W. Burleigh St., Milwaukee 53210  
 OSBORNE, Edward Y., 11559 Pinehurst Circle, Mequon 53092  
 PERRIN, Richard W. E., 9825 W. Concordia Ave., Milwaukee 53222  
 PFALLER, Mark A., 7613 W. State St., Milwaukee 53213  
 PFALLER, Mark F., 7613 W. State St., Milwaukee 53213  
 PHILLIPS, Donald J., 12714 W. Hampton Ave., Builer 53007  
 PHILLIPS, Howard W., W227 N2912 Duplainville Rd. Rt. 3, Waukesha 53186  
 PIERCE, Gordon R., 5623 N. Lake Dr., Milwaukee 53217  
 PLUNKETT, Henry P., 6830 W. Villard Ave., Milwaukee 53218  
 POLLATZ, James G., 6830 W. Villard Ave., Milwaukee 53218  
 POETHIG, Fred F., 9629 W. Lorraine Pl., Milwaukee 53222  
 POKRANDT, Thomas, 5171 N. Santa Monica Blvd., Milwaukee 53217  
 POLLATZ, Walter, 8725 Jackson Park Blvd., Milwaukee 53226  
 POTTER, Robert P., 7425 Kenwood Ave., Wauwatosa 53213  
 PY, Arthur B., Jr., 6815 W. Capitol Dr., Milwaukee 53216  
 REDDEMANN, Arthur O., 13435 Watertown Plank Rd., Elm Grove 53122  
 REGINATO, Daniel D., 6830 W. Villard Ave., Milwaukee 53218  
 RIEGEL, Leroy A., 3010 N. Summit Ave., Milwaukee 53211  
 ROSE, Francis J., 330 N. 121st St., Milwaukee 53226  
 ROWE, Drake Wm., 5730 N. Meadowview Rd., Oconomowoc 53066  
 RUTTENBERG, Albert M., 1732 N. Prospect, Milwaukee 53202  
 RYPEL, Stanley A., 924 W. Oklahoma Ave., Milwaukee 53215  
 SAZAMA, Charles E., 1609 N. 71st St., Wauwatosa 53213  
 SCHAEFER, Ralph E., 13446 N. Lakewood Dr., Mequon 53092  
 SCHEIFE, Richard W., 109 E. Wisconsin Ave., Oconomowoc 53066  
 SCHLEY, Perce G., 1922 E. Capitol Dr., Milwaukee 53211  
 SCHMITTER, Paul F., 175 N. 166th St., Brookfield 53005  
 SCHNEIDER, George G., 720 E. Mason St., Milwaukee 53202  
 SCHOLZ, Glen H., 5261 N. Port Washington Rd., Milwaukee 53217  
 SCHRANG, Edmund J., 5459 N. Pt. Washington Rd., Milwaukee 53217  
 SCHROEDER, Grayson L., 3224 N. 106th St., Milwaukee 53222  
 SCHROEDER, Howard C., 8418 W. Congress St., Milwaukee 53225  
 SCHUETT, George A. D., 7255 W. Appleton Ave., Milwaukee 53216  
 SCHUTTE, Laurent J., 1080 Highland Dr., Elm Grove 53122  
 SCHWARTZ, Arthur W., 3232 N. 88th Street, Milwaukee 53222  
 SCHWEITZER, Frederick J., 4465 N. Oakland Ave., Milwaukee 53211  
 SCOTT, Fitzhugh, 5623 N. Lake Dr., Milwaukee 53217  
 SEGEL, Sheldon, 200 N. Jefferson St., Milwaukee 53202  
 SEITZ, Al J., 920 Gould St., Racine 53402  
 SEITZ, Charles M., 920 Gould St., Racine 53402  
 SELZER, Louis J., Jr., 1050 Legion Dr., Em Grove 53122  
 SEUBERT, Lester G., 12106 W. Hadley St., Milwaukee 53222  
 SHERER, Joseph J., 660 E. Mason St., Milwaukee 53202  
 SHERER, William J., 660 E. Mason St., Milwaukee 53202  
 SIELAFF, Myron A., 1011 E. Donges Rd., Milwaukee 53217  
 SLABY, Henry R., 6914 W. Appleton Ave., Milwaukee 53216  
 SLATER, Robert F., 782 N. Lakeside Dr., No. Palm Beach, Fla. 33403  
 SOUCEK, Lambert J., 1120 E. Brown Deer Rd., Milwaukee 53217  
 STENAVICH, William J., 301 E. Wilbur Ave., Milwaukee 53207  
 STEUERWALD, Robert W., 2727 N. Mayfair Rd., Milwaukee 53222  
 TANNENBAUM, A. A., 5822 W. Fond du Lac Ave., Milwaukee 53218  
 TEEGARDIN, Robert E., 4408 N. Woodruff Ave., Shorewood 53211  
 THALMAN, James D., 8035 N. Regent Rd., Milwaukee 53217  
 TORKE, Thomas S., 157 N. 88th St., Milwaukee 53226  
 TRANTOW, Elmer J., 13435 Watertown Plank Rd., Elm Grove 53122  
 VAN ALYEA, Thomas S., 1422 E. Albion Street, Milwaukee 53202  
 VAN LANEN, Robert J., 9030 W. Hadley St., Milwaukee 53222  
 VANSELOW, Gerald S., 11225 W. Appleton Lane, Milwaukee 53225  
 VON GROSSMANN, Fritz, Juneau Village, 1129 N. Jackson St., 1302 C Milwaukee 53202  
 WADE, John W., Dean, Schl. of Arch., UW-M, 3203 N. Downer Ave., Mitchell Hall, Rm. 225, Milwaukee 53211  
 WAGNER, Edwin A., 1205 Glenview Ave., Milwaukee 53213  
 WALLSWORTH, Allan, 2527 N. Stowell Ave., Apt. 2, Milwaukee 53211  
 WALTZ, George D., 777 N. Jefferson St., Milwaukee 53202  
 WENZEL, Alvin P., 15255 Watertown Plank Rd., Elm Grove 53122  
 WENZLER, William P., 2800 N. Brookfield Rd., Brookfield 53005  
 WIDEN, Leonard A., 525 E. Wells St., Milwaukee 53202  
 WILSON, Francis J., 3900 60th St., Kenosha 53140  
 ZARSE, Alfred H., 1201 N. Prospect Ave., Milwaukee 53202  
 ZEMANOVIC, Rudolph, 4723 W. Fillmore Dr., Milwaukee 53219  
 ZIMMERMAN, Gary V., 1212 W. Wisconsin Ave., Milwaukee 53233  
 ZOLLER, Walter E., 15255 Watertown Plank Rd., Elm Grove 53122

GRAY, William T., 7255 W. Appleton Ave., Milwaukee 53216  
 HARTMAN, Kenneth W., 19330 W. Pinecrest Lane, New Berlin 53151  
 HEIDER, George, 2908 W. Wright St., Milwaukee 53210  
 HORN, Robert L., 5631 N. Mohawk Ave., Milwaukee 53217  
 INMAN, Robert A., 2503 E. Stratford Court, Milwaukee 53211  
 JOKISCH, Robert O., 3015 N. 84th St., Milwaukee 53222  
 KAH, Elmer M., 1212 W. Wisconsin Ave., Milwaukee 53233  
 KECK, Robert A., 2637 Regent St., No. 203, Berkeley, Calif. 94704  
 KLOCKSIN, Robert C., 7530 N. Fairchild Rd., Milwaukee 53217  
 KNOPP, Robert G., 1417 Wauwatosa Ave., Wauwatosa 53213  
 KOETS, Ryland, 907 E. Calumet Rd., Milwaukee 53217  
 KOSTRAU, Joachim Hans, 6414 W. Wells St., Wauwatosa 53213  
 KOWALSKI, Edmund W., 2651 S. 50th St., Milwaukee 53219  
 KURKOWSKI, Donald T., 4470 N. Acre View Court, Brookfield 53005  
 LEGAN, Joseph R., 2163 N. 64th St., Milwaukee 53213  
 LOVE, Howard J., 2815 N. 79th St., Milwaukee 53210  
 MAHER, J. Thomas, 3509 W. Chambers St., Milwaukee 53210  
 MALETZ, John F., 3718 N. 92nd St., Milwaukee 53222  
 MERLAU, Maurice R., Rt. 2, Box 331 C, Waukesha 53186  
 MILLMANN, Charles E., 2250 N. 72nd St., Wauwatosa 53213  
 MURPHY, William J., 3355 N. Oakland Ave., Milwaukee 53211  
 NEU, James G., 7324 W. Silver Spring Dr., Milwaukee 53218  
 POND, Donald L., 6329 W. Garfield Ave., Milwaukee 53213  
 PROKOPOWICZ, Wlad R., 8011 N. 38th St., Milwaukee 53209  
 REEVES, Lawrence C., 805 Ardis Dr., Ft. Wayne, Ind. 46809  
 REZELL, Reinold, 6108 N. 118th St., Milwaukee 53225  
 ROBINSON, Alonzo, 200 E. Park Ave., Waukesha 53186  
 SAKSEFSKI, Gervase C., 629 Marquette Ave., So. Milwaukee 53172  
 SCHMITT, Eugene, 8640 Stickney Ave., Milwaukee 53226  
 SCHULZE, H. Carl, N61 W15801 Edgemont Dr., Menomonee Falls 53051  
 SHEPHERD, John B., 11600 W. North Ave., Wauwatosa 53226  
 SHERBURNE, Robert J., 2311 E. Newton Ave., Milwaukee 53211  
 SLATER, Thomas M., 531 E. Day Ave., Milwaukee 53217  
 STORM, Elroy H., 10120 W. Melvina St., Wauwatosa 53222  
 WALKOWSKI, Jerome, 1640 Longwood Ave., Elm Grove 53122  
 WILKINSON, George D., 17815 Royal Crest Dr., Brookfield 53005  
 ZARSE, Leigh B., 1201 N. Prospect Ave., Milwaukee 53202  
 ZIELINSKI, Gregory, 1029 N. Jackson St., Apt. 404A, Milwaukee 53202

#### SOUTHEAST SECTION — ASSOCIATE

BARTAK, Frank, 4050 N. 44th St., Milwaukee 53216  
 BELL, James H., 525 E. Wells St., Milwaukee 53202  
 BISCHOFF, Armin C., 2431 N. 49th St., Milwaukee 53210  
 BUTTERFIELD, Wm. T., 1711 Carlisle Ave., Racine 53404  
 CARRON, Roger N., 3333 W. Ranch Rd. 116 N., Mequon 53092  
 CARTER, Eugene H., 8127 W. Lisbon Ave., Milwaukee 53222  
 COHEN, Donald V., 5124 N. Woodburn St., Milwaukee 53217  
 DADIAN, Samuel, 4700 N. Wilson Dr., Milwaukee 53211  
 DALE, Kurtis A., N89 W13794 Bonnie Lane, Menomonee Falls 53051  
 DeBUHR, Thomas E., Rt. 1, Box 214, Saukville 53080  
 DeQUARDO, George F., 1418 Hawthorne Dr., Waukesha 53186  
 DRAELOS, George T., 4255 N. 89th St., Milwaukee 53222  
 EBERHARDT, Richard A., 2301 E St., N.W., Washington, D.C. 20037  
 ESCHNER, Richard W., 431 N. 70th St., Wauwatosa 53213  
 FELDMANN, Willard J., 4141 S. 60th St., Apt. 26, Milwaukee 53221  
 FILIPOWICZ, Michael, 29688 Fairfax St., Southfield, Mich.  
 FRANK, Leroy H., Box 7, Lannon 53046  
 FRIEDRICH, Bruno R., 3875 S. Massachusetts Ave., Milwaukee 53220  
 GENSLER, James L., 1626 N. Prospect Ave., Milwaukee 53202  
 GIPP, Robert W., 2718 N. 98th St., Milwaukee 53222  
 GODKIN, Joseph L., 3016 W. Michigan St., Milwaukee 53208  
 GREENE, Jonathan M., 5149 N. Bay Ridge Ave., Milwaukee 53217  
 GRONEMEYER, Clifford H., 3624 N. 42nd St., Milwaukee 53216  
 GROOSE, Allen F., W140 N8112 Lilly Rd., Menomonee Falls 53051  
 HERBERT, William C., 1715 S. 53rd St., Milwaukee 53214  
 HERMAN, Carl A., 1004 E. Glendale Ave., Milwaukee 53211  
 HIRSCH, Hubert L., 797 N. Jefferson St., Milwaukee 53202  
 HOKANSON, Karl E., 1861 E. Fox Lane, Milwaukee 53217  
 HOVEN, Robert A., 8928 W. Appleton Ave., Milwaukee 53225  
 HUETTENRAUCH, Clarence, 2151 N. 57th St., Milwaukee 53218  
 HYNEK, Norbert J., 5925 N. Ames Terrace, Milwaukee 53209  
 IRWIN, Ralph F., Jr., N82 W14103 Menomonee Ave., Menomonee Falls 53051  
 JOHNSON, Dale R., 6830 W. Villard Ave., Milwaukee 53218  
 KAILING, Kenneth N., 2859 N. Downer Ave., Milwaukee 53211  
 KELLY, Leo A., 204 E. Calumet Rd., Milwaukee 53217  
 KERPESTIEN, Arthur G., 4024 S. Lipton Ave., Milwaukee 53207  
 KOWALSKI, Jerome A., 3554 N. Prospect Ave., Milwaukee 53211  
 KRAUS, Robert W., 576 W19984 Sunny Hill Dr., Muskego 53150  
 KRONAWITTER, John J., 708 5th St., S.E., Minneapolis, Minn. 55414  
 KUCHARSKI, Thaddeus J., 2520 N. Lake Dr., Milwaukee 53211  
 KUESTER, Earl C., Univ. of Wis. — Milwaukee Dept. Planning & Development, 3222 N. Downer Ave., Milwaukee 53211  
 KUETEMEYER, George M., 2729 N. 94th St., Milwaukee 53222  
 KUROWSKI, Stephen F., JR., 1912 E. Linnwood Ave., Milwaukee 53211

#### SOUTHEAST SECTION — PROFESSIONAL ASSOCIATE

ALBRIGHT, Rali, 865 W. Montclair Ave., Milwaukee 53217  
 ANTHONIJS, Joseph G., 6880 W. Grantosa Dr., Milwaukee 53218  
 BARRIE, Ronald L., 7470 N. Lombardy Rd., Milwaukee 53217  
 BAYLERIAN, Harold, 722 Oak St., So. Milwaukee 53172  
 BRUST, David P., 4242 N. Woodburn, Milwaukee 53211  
 ERDMANN, Robert L., 7255 W. Appleton Ave., Milwaukee 53216  
 FOLDI, Elfa O., 4845 N. Bartlett Ave., Milwaukee 53217  
 GAZINSKI, Edmund C., 19500 W. Southview Lane, New Berlin 53151  
 GIBSON, Joseph C., 247 S. 92nd St., Milwaukee 53214  
 GRANT, Donald, 4735 Southbridge, Toledo, Ohio 43623



LANG, Neil B., 572 W19351 Richdorf Dr., Muskego 53150  
 LANGE, Waldemar W., 533 E. Cedar Lane, Mequon 53092  
 LEHNEN, Thomas J., 2354 N. 83rd St., Wauwatosa 53213  
 LEWCOCK, Robert E., 3268 N. Hackett Ave., Milwaukee 53211  
 LIBBY, Don P., 600 N. 95th St., Milwaukee 53226  
 MADRICH, Earl J., 4109 W. Haven Ave., 108 No., Mequon 53092  
 MANGIAMELE, J. F. (Dr.), 2505 E. Park Place, Milwaukee 53211  
 MANTZ, Donald A., 3431 S. Honey Creek Ct., Milwaukee 53219  
 MAULTRA, Robert F., 3225 N. 84th St., Milwaukee 53222  
 MILLER, Gilbert L., 217 N. Roger St., Pt. Washington 53074  
 MONBERG, Lawrence, Jr., 815 S. 57th St., Kenosha 53140  
 OTTEN, William, 2007 N. 57th St., Milwaukee 53208  
 OTTERSON, Jon, 5364 N. Dexter Ave., Milwaukee 53209  
 OWEN, Howard L., 905 Lake Rd., Oconomowoc 53066  
 PAGEL, Mary Ellen, 1111 N. Astor St., Milwaukee 53202  
 PEL, John C., 1321 N. Prospect Ave., Milwaukee 53202  
 PETER, Frank, 5362 S. 27th St., Milwaukee 53221  
 RAKOCY, John M., 4346 N. Ardmore Ave., Milwaukee 53211  
 RIEBER, Sandra, 3018 N. Murray Ave., Milwaukee 53211  
 SEITZ, Robert J., 920 Gould St., Racine 53402  
 SHAW, David G., 2655 S. 93rd St., West Allis 53227  
 SMITH, Donald R., 11070 W. Forest Home Ave., Hales Corners 53130  
 SMITH, Richard H., 9966 Corey Lane, 2E, Mequon 53092  
 STOWASSER, GEORGE J., 1925 Buffalo St., Waukesha 53186  
 STRASS, Robert N., E. Norport Dr., Pt. Washington 53074  
 TARILLION, Joseph F., 6127 W. Leon Terrace, Milwaukee 53218  
 ULE, William D., 2734 N. 74th St., Wauwatosa 53210  
 VEGA, Jose J., Route 3, Box No. 3, Mukwonago 53149  
 VERHULST, John E., 7550 N. Chadwick Rd., Milwaukee 53217  
 VILCINS, Talis, 821 E. Townsend St., Milwaukee 53212  
 WAGNER, R. Arthur, 1555 Valley Ridge Dr., Brookfield 53005  
 WILKE, Edward A., 16750 Golf Parkway, Brookfield 53005  
 WOELFFER, Robert E., 2251 N. 66th St., Milwaukee 53213  
 ZITKA, George O., Jr., 3225 N. Main St., Racine

#### WESTERN SECTION — CORPORATE

AJANGO, Helmut, Gates Building, Fort Atkinson 53538  
 AMES, Harold R., 732 N. Midvale Blvd., Madison 53705  
 ANDERSON, Bert T., 18 East, Capitol Bldg., Madison 53701  
 ANGUS, James J., 126 Jefferson, Janesville 53545  
 BALEN, Samuel T., 11 Farley Ave., Madison 53705  
 BLOOMFIELD, Byron C., 1010 Edgehill Dr., Madison 53705  
 BOLDT, George R., Box 317, Deerfield 53531  
 BOWEN, Ronald G., 11 N. Allen St., Madison 53705  
 BRADLEY, Herbert, 5137 Loruth Terrace, Madison 53711  
 CASHIN, Robert C., 702 W. Main St., Madison 53715  
 CUTHBERT, Alexander J., 4228 Bagley Parkway, Madison 53705  
 DEININGER, George E., 400 E. Bluff St., Boscobel 53805  
 DOMMER, Jerold W., 113 N. 3rd St., Watertown 53094  
 DUERST, R. Wayne, 500 12th Ave., New Glarus 53574  
 DURRANT, Joseph G., 400 E. Bluff St., Boscobel 53805  
 FINDLAY, John A., 121 S. Pinckney St., Madison 53703  
 FLAD, Joseph H., 6200 Mineral Point Rd., Madison 53705  
 FLAD, Thomas H., 6200 Mineral Point Rd., Madison 53705  
 FRELICH, Lincoln F., 51 S. Jackson St., Janesville 53545  
 FUCHS, Frank J., 1701 Miller St., La Crosse 54601  
 GAUSEWITZ, Carl H., 4933 Tonyawatha Trail, Madison 53716  
 GERMANSON, Gerald D., 2412 Waunona Way, Madison 53713  
 GRAVEN, Paul H., 5018 Bayfield Terrace, Madison 53705  
 HACKNER, Robert B., 411 Rivoli Building, La Crosse 54601  
 HANS, Gunard E., 810 University Bay Dr., Madison 53705  
 IVERSON, Donald E., 5902 Cable Ave., Madison 53705  
 KAESER, William V., 3407 Circle Close Shorewood Hills, Madison 53705  
 KANAZAWA, Henry K., 11 N. Allen St., Madison 53705  
 KENNEY, Norman, 5406 Harold Ave., Monona 53716  
 KING, Wilbert L., 4531 Winnequah Rd., Monona 53716  
 KINNE, W. S., Jr. (Prof.), U. of Wisconsin, 1210 Engrg. Building, Madison 53706  
 KLUND, Jack W., 6225 University Ave., Madison 53705  
 KNAPP, E. John, 1900 University Ave., Madison 53705  
 KNOTHE, James E., 411 Rivoli Building, La Crosse 54601  
 KNUDSON, Donald W., 85 W. Beltline Hwy., Madison 53713  
 KORENIC, Emil W., 4710 Waukesha, Madison  
 KRATT, William J., 415 Hoeschler Bldg., La Crosse 54601  
 KRUEGER, Lloyd O., 2615 University Ave., Madison 53705  
 LACHECKI, Chester S., 415 Hoeschler Building, La Crosse 54601  
 LA MURO, Gennaro T., Route 4, Fort Atkinson 53538  
 LAWSON, David E., 121 S. Pinckney St., Madison 53703  
 LOBE, Horst W., University of Wisconsin, University Plan. & Constr., 819 Irving Place, Madison 53706  
 LOEWEN, Frederick, Rt. 1, Box 56A, Deerfield 53531  
 LUNDH, Arthur, 408 S. River St., Janesville 53545  
 MANCL, Arthur E., 5209 S. Hill Dr., Madison 53705  
 MARTINSONS, Gustavs M., 1707 Summit Ave., Madison 53705  
 McMULLIN, Roger E., 810 University Bay Dr., Madison 53705

MICHEJDA, Albert M., 810 University Bay Dr., Madison 53705  
 NERDRUM, Stanley L., 180 State Office Bldg., Madison 53702  
 ORR, Gerald P., 1419 Chapin St., Beloit 53511  
 ORR, Gordon D., 2729 Mason St., Madison 53705  
 PATTON, Walker L., 810 University Bay Dr., Madison 53705  
 PAWLOWSKY, Anthony P., 121 S. Pinckney St., Madison 53703  
 PETERS, Kenton A., 122 N. Hamilton St., Madison 53703  
 POTTER, James T., 3514 Lake Mendota Dr., Madison 53705  
 POTTER, Ross T., 217 N. Blackhawk Ave., Madison 53705  
 PURCELL, Mark T., 1920 Monroe St., Madison 53711  
 RECHLE, Rudolph, Bur. of Engineering, State Office Bldg., 1 W. Wilson St., Madison 53702  
 RILEY, Robin O., Deerpath Rd., Rt. 1, Waunakee 53597  
 ROSE, Noble E., Suite 312, Strong Bldg., Beloit 53511  
 SAMPLE, Nathaniel, 401 N. Carroll St., Madison 53703  
 SCHROEDER, Harry A., 411 Rivoli Building, La Crosse 54601  
 SCHUBERT, Carl W., 37 Copeland Ave., La Crosse 54601  
 SHUTTER, Richard C., 2615 University Ave., Madison 53705  
 SIBERZ, Lewis, 1920 Monroe St., Madison 53711  
 SITES, Donald H., 811 State St., Madison 53706  
 SOLNER, Edward A., 85 W. Beltline Hwy., Madison 53713  
 SPENCER, Jerry W., 810 University Bay Dr., Madison 53705  
 STEINMANN, John W., 311 Urban Rd., Monticello 53570  
 STERK, Robert J., 931 Blaine Ave., Janesville 53545  
 STRANG, Allen J., 810 University Bay Dr., Madison 53705  
 TORKELOSON, Robert P., 732 N. Midvale Blvd., Madison 53705  
 WATERMAN, Arthur E., Box 248, Fort Atkinson 53538  
 WEGENER, Frederick F., 211 N. Spooner, Madison 53705  
 WEILER, Joseph J., 810 University Bay Dr., Madison 53705  
 WOEHRL, Charles A., 214 N. Hamilton St., Madison  
 YASKO, Karel, 7801 Green Twig Rd., Bethesda, Maryland 20034

#### WESTERN SECTION — PROFESSIONAL ASSOCIATE

BLASSICK, John E., 6200 Mineral Point Rd., Madison 53705  
 DOUTHITT, Jack B., 756 Odana Lane, Madison 53711  
 DYE, William E., 6825 Maywood Ave., Middleton 53562  
 GALLAHER, Stuart W., 3310 University Ave., Madison 53705  
 GOULD, Arland D., 5722 Bartlett Lane, Madison 53711  
 HOLMES, Albert S., 122 Alden Dr., Madison 53705  
 ISAACSON, Franklin K., 113 N. 3rd St., Watertown 53094  
 KNOOP, Thomas A., 3001 W. Beltline Hwy., Apt. 29, Madison 53713  
 KRATZ, Walter L., 1705 Maple St., Middleton 53532  
 McLEAN, Jay A., 6402 Inner Dr., Madison 53705  
 OBERHEU, Stuart Lee, 583 Glen Dr., Madison 53711  
 OLSEN, Warren G., 646 Charles Lane, Madison 53711  
 RICE, Lawrence E., 1900 University Ave., Madison 53705  
 RICHARDS, John G., 126½ Marquette St., La Salle, Ill. 61301  
 RULE, John S., University of California, San Diego P.O. Box 109 LaJolla, Calif. 92037  
 UMHOEFER, Thomas G., 3481 Greenbriar Court, La Crosse 54601  
 YOUNG, Roger E., 35 S. Concord Dr., Janesville 53545  
 ZIMMERMANN, Frederick E., 2338 W. Lawn Ave., Madison 53711

#### WESTERN SECTION — ASSOCIATE

AARON, Lawrence E., Route 2, Madison 53711  
 AMENT, Paul H., 330 Norris Ct., Apt. 2, Madison 53703  
 BAST, Thomas G., 818 Prospect Place, Madison 53703  
 BRINK, Keith E., 5718 Balsam Rd., Madison 53711  
 CLEVINGER, David W., 810 University Bay Dr., Madison 53705  
 COX, Glen T., Route 1, Middleton 53562  
 FREBER, Glen, 5701 Bartlett Lane, Madison 53711  
 HAGEL, Paul A., 6705 Spring Grove Court, Middleton 53562  
 HAINES, Fred W., 4357 Crawford Drive, Madison 53711  
 HEIVILIN, John J., 2337 Monroe St., Madison 53711  
 IVANITS, Laszlo, 1519 Simpson St., Apt. 302, Madison 53713  
 KRAFT, Robert C., 205 N. Whitney Way, Madison 53705  
 LARSON, Ronald A., 1405 Oeth Court, Dubuque, Iowa 52001  
 LUND, David A., 195 Kierstead Lane, Oregon 53575  
 MARSTON, Donald C. L., 1333 B Tompkins Dr., Madison 53716  
 MATULIONIS, Raymond C., 5206 Manitowoc Parkway, Madison  
 McNAMEE, Douglas, 845 Messmer St., Fort Atkinson 53538  
 MUELLER, Michael F., 2113 E. Dayton St., Madison 53704  
 MULLINS, Jerome J., 401 N. Carroll St., Madison 53703  
 MURRISH, Danny L., 318 Island Dr., Apt. 11, Madison 53705  
 NOVOTNY, Ronald O., 5714 Bittersweet Place, Madison 53705  
 OLSEN, Ronald P., 2824 Rutledge Ave., Janesville 53545  
 PARFREY, Frederick J., 4817 Sheboygan Ave., Madison 53705  
 PHILLIPS, Robert V., 5046 Marathon Dr., Madison 53705  
 POSTWEILER, Reinhart H., 3401 Tallyho Lane, Madison 53705  
 ROOT, Edwin S., 2741 Stevens St., Madison 53705  
 SATERBAK, Jerome P., Bloomer Mill Rd., Rt. 1, La Crosse 54601  
 SCHUBERT, Karl, 1502 S. 30th St., La Crosse 54601  
 SIMON, Joan, 2727 Central St., Evanston, Ill. 60201  
 SORENSEN, Donald O., 4126 Nakoma Rd., Madison 53711  
 SORENSEN, Richard, R.R. 3, Box 281, Whitewater 53190



STITH, Dick J., 534 Piper Dr., Madison 53711  
 STOIKES, Carl E., 485 Park Ave., Prairie du Sac 53578  
 VEHRIS, Denis L., 720 Orton Court, Madison 53703  
 WESTCOTT, Donald W., 113 S. Third, West, Fort Atkinson 53538

#### NORTHEAST SECTION — CORPORATE

BERNERS, Edgar H., 310 Pine St., Green Bay 54301  
 BOETTCHER, Carl E., R.R. 1, Box 46-B, Hwy. AG, Winneconne 54986  
 BRANDT, Perc, 104 N. 8th St., Manitowoc 54220  
 BRAY, Lawrence E., 2508 S. 8th St., Sheboygan 53081  
 BRUMMEL, Heinz, 2491 Willow St., Green Bay 54301  
 CARTER, Frank Nye, 707 Center Ave., P.O. Box 853, Sheboygan 53081  
 CRAVILLION, Gene I., 1718 N. 6th St., Sheboygan 53081  
 DUSZAK, Robert M., 825 W. Lawrence St., Appleton 54911  
 FIELDS, Louis H., P.O. Box 853, 707 Center Ave., Sheboygan 53081  
 GABRIEL, H. James, P.O. Box 975, Sheboygan 53081  
 GINNOW, Royden D., 1016 Pembroke Dr., Neenah 54956  
 GRIESE, Richard J., Route 2, De Pere 54115  
 GUSTAFSON, Richard E., 3279 Delahaut St., Green Bay 54301  
 HANSCHKE, Ronald, 52 Eveline St., Oshkosh 54901  
 HERRICK, Oliver L., 414 E. Walnut St., Green Bay 54301  
 IHBE, Gordon M., 101 W. Whitney, Green Bay 54301  
 IRION, Theodore H., 805 N. Main St., Oshkosh 54901  
 KILP, Paul A., 310 Pine St., Green Bay 54301  
 LIEBERT, Carl, 228 Alcott Dr., Neenah 54956  
 LINDE, Richard P., Professional Park Bldg., P.O. Box 941, Sheboygan 53081  
 MINSTER, Norman E., 3310 N. 7th St., Sheboygan 53081  
 NAROVEC, George, 60 Garden Court, Appleton 54911  
 NICHOLS, John T., 531 Main Street, Green Bay 54301  
 PAYNTER, Robert L., 345 Winnebago Ave., Menasha 54952  
 PETERSON, Gordon L., 183 14th St., Fond du Lac 54935  
 RAEBER, Frederick W., 1024 S. 9th St., Manitowoc 54220  
 REINKE, Leonard H., 805 N. Main St., Oshkosh 54901  
 RICHARDSON, David L., 4158 Sunridge Rd., Pebble Beach, Calif.  
 SANDSTEDT, Julius S., P.O. Box 103, Oshkosh 54901  
 SAUTER, Robert G., 825 W. Lawrence St., Appleton 54911  
 SCHMITT, Sylvester, Bank of Two Rivers Bldg., Two Rivers 54241  
 SCHOBEL, Leonard M., 310 Pine St., Green Bay 54301  
 SEABORNE, Benjamin M., 825 W. Lawrence St., Appleton 54911  
 SHATTUCK, Frank C., 250 N. Green Bay Rd., Neenah 54956  
 SIEWERT, Melvin F., 250 N. Green Bay Rd., Neenah 54956  
 SOMERVILLE, John E., 1822 Riverside Dr., Green Bay 54301  
 STARK, Roy H., 1252 Fleetwood Dr., Manitowoc 54220  
 STEINHAUS, Frederick C., 712 Erie Ave., P.O. Box 975, Sheboygan 53081  
 STEPANOSKI, Sylvester J., 25 E. Merrill Ave., Fond du Lac 54935  
 STUBENRAUCH, Edgar A., 712 Erie Ave., Sheboygan 53081  
 TILLEMANN, John Carl, 307 N. Broadway, Green Bay 54303  
 UNSIN, Roy Ellis, 1822 Riverside Dr., Green Bay 54301  
 URBAN, Leonard J., Rt. 1, Paynes Point, Neenah 54956  
 WASSERMAN, Eugene, 2808 Memorial Dr., P.O. Box 53, Sheboygan 53081  
 WEEKS, William, 1518 Saemann, Sheboygan 53081  
 WILLIAMS, Harry W., 516 S. Van Buren St., Green Bay 54301  
 YARBRO, Robert L., P.O. Box 103, Oshkosh 54901  
 ZEINER, Richard W., 2508 S. 8th Street, Sheboygan 53081

#### NORTHEAST SECTION — PROFESSIONAL ASSOCIATE

BLOOD, Thomas E., 216 Ballantyne No., Montreal West, Quebec, Canada  
 DEFENDERFER, John V., 528 Maplewood Court, Kingsford, Mich. 49801  
 HAEFNER, John E., 322 W. Southpark Ave., Oshkosh 54901  
 HECKMAN, Harvey F., 637 Hansen St., Neenah 54956  
 KUSKOWSKI, Jerome J., 1406 Shannon St., Green Bay 54304  
 MILES, Henry J., Jr., 116 N. Pearl St., New London 54961  
 PEEPLES, Richard D., 1705 S. Outagamie St., Appleton 54910  
 SCHLUETER, James P., 388 Echo Hill Dr., Green Bay  
 VESPERMAN, Roger L., 214 N. Main St., Fond du Lac 54935

#### NORTHEAST SECTION — ASSOCIATE

BERWIG, Robert C., 180 N. Butler, Apt. 16, Fond du Lac 54935  
 BRAY, John W., 3402 N. 8th St., Sheboygan 53081  
 DUE, Gary G., Route 3, Campbellsport 53010  
 ERDMAN, Margaret D., 1627 Hillcrest Dr., Manitowoc 54220  
 FAULKS, Edward P., 106 Briar Dr., Neenah 54956  
 FILO, Jerome, 622 E. Roosevelt St., Appleton 54910  
 GROTH, Glenn F., 737 Tomahawk Trail, Sheboygan 53081  
 HESS, Leonard G., 760 Valley Rd., Menasha 54952  
 KESTELL, Barth J. (Rev.), Catholic Mission-Manama Bahrein, Gulf of Arabia,  
 Arabia, Mail to: Chaplain B. Kestell, L. Group Comideast for FPO  
 N.Y., N.Y. 09501  
 KNOOP, Armin W., P.O. Box 103, Oshkosh 54901  
 LEIMER, Jay K., 511 W. Capitol Dr., Appleton 54911  
 MATTHEIS, George R., 22 Bellaire Court, Appleton 54911  
 METZNER, James A., 1033 Wilson Ave., Sheboygan 53081

PAQUETTE, Frank J., Dir., Planning Commission, City of Sheboygan  
 Sheboygan 53081  
 SCHAEFER, Norbert C., 712 Erie Ave., Sheboygan 53081  
 SUESS, John M., 2719 N. Owaissa St., Appleton 54911  
 WAKEFIELD, Onen J., 2415A N. 8th St., Sheboygan 53081  
 WEBER, Ronald G., 1720 N. 7th St., Sheboygan 53081  
 WILLMAS, James R., 931 N. 4th St., Sheboygan 53081

#### NORTHERN SECTION — CORPORATE

BILLMEYER, Carl J., 420 Third St., So., Wisconsin Rapids 54494  
 FRIS, Eric, RFD 2, Eagle River 54521  
 HALLBECK, James R., 1010 Oak Ridge, Eau Claire 54701  
 HIRSCH, James V., Professional Building, Hudson 54016  
 HOUGEN, Donn, P.O. Box 171, Wisconsin Rapids 54494  
 LARSON, Brian Foix, 419 S. Barstow St., Eau Claire 54701  
 MURRAY, Donald J., III, 407 Scott St., Wausau 54401  
 NELSON, Roderick A., Wausau Professional Center, Wausau 54401  
 NYSTUEN, Courtney, Route 5, Menomonie 54751  
 PAUL, Grant J., 1010 Oak Ridge, Eau Claire 54701  
 PLAYTER, Stephen M., 419 S. Barstow St., Eau Claire 54701  
 ROBERTS, William C., 205 Clayton St., Wausau 54401  
 SCHOEPEKE, Donald M., P.O. Box 95, Wausau 54401  
 SCHOEPEKE, Wayne E., P.O. Box 95, 1445 Merrill Ave., Wausau 54401  
 SHAVIE, George C., 2413 Mt. View Blvd., Wausau 54401  
 SMITH, Douglas, 419 S. Barstow St., Eau Claire 54701  
 SOMMERS, Norman F., 5565 N. Shore Dr., Eau Claire 54701  
 SPANGLER, Wayne E., 221 N. Main St., Rice Lake 54868  
 TAYLOR, Gage M., 111 1/2 Strongs Ave., Stevens Point 54481

#### NORTHERN SECTION — PROFESSIONAL ASSOCIATE

FUNK, William R., Rt. 3, P.O. Box 230, Wisconsin Rapids 54494  
 JORGENSEN, Lee A., 1707 Fairmont St., Wausau 54401  
 MICHAEL, Richard D., 2010 E. Lexington Blvd., Eau Claire 54701  
 SAJBEL, Robert J., 1314 Spruce, Wausau 54401  
 SCHROEDER, David, 1208 N. 10th St., Wausau 54401  
 ZIEHR, Kenneth E., 533 1/2 Balcom St., Eau Claire 54701  
 ZINSMEISTER, Robert F., 510 Harrison Blvd., Wausau 54401

#### NORTHERN SECTION — ASSOCIATE

EGGEBRECHT, Donald R., 850 4th St., Eau Claire 54701  
 FREIBERG, Harold C., 108 Point Basse Ave., Nekeosa 54457  
 FRITSCHLER, LeRoy H., 920 Ninth St., S., Wisconsin Rapids 54494  
 GENRICH, William O., Route 1, Aniwa 54408  
 KROGSTAD, Bruce W., 612 W. Marshall St., Rice Lake 54868  
 KUSSMAN, Lyle N., 3350 Second St., S., Wisconsin Rapids 54494  
 LINDER, Gary G., Box 623, Frederic 54837  
 LOER, Raymond J., 2213 Trimble St., Eau Claire 54701  
 O'DONNELL, Douglas T., 505 S. Chestnut Ave., Marshfield 54449  
 RINGER, Ronald H., 605 Rork Ave., Eau Claire 54701  
 RUSSO, Joseph D., Rt. 3, Box 127, Wautoma 54982  
 SCHERLIN, Earl F., North Shore Dr., Eau Claire 54701

#### MEMBERS EMERITUS

#### SOUTHEAST SECTION

BOGNER, Harry, 8801 W. National Ave., Milwaukee 53227  
 BRIELMAIER, Leo A., 660 E. Mason St., Milwaukee 53202  
 ESCHWEILER, Carl F., 720 E. Mason St., Milwaukee 53202  
 GILBERT, Harry R., 1821 Dougherty Ferry Rd., Kirkwood, Mo. 63122  
 HOFFMAN, Frank J., 2022 Michigan Blvd., Racine  
 KNUTSEN, Lloyd B., 27071 'C' Calle Caballero, San Juan Capistrano, Calif.  
 92675

KRAUS, Edwin J., 12963 N. Colony Dr., Mequon 53092  
 MESSMER, John, 2741 N. Maryland Ave., Milwaukee 53211  
 MITTERHAUSEN, Wm. H., 2470 N. 82nd St., Wauwatosa 53213  
 STEFFEN, Ray O., 7218 W. North Ave., Milwaukee 53213  
 STEPHENSON, Marvin S., 106 Douglas Place, Mount Vernon, N.Y.  
 WEGNER, Fred A., 615 N. 94th St., Milwaukee 53213  
 ZAGEL, George M., 4014 N. Wilson, Milwaukee 53211

#### WESTERN SECTION

NYSTROM, Paul E., 360 Kensington Dr., Madison 53704  
 POTTER, Ellis J., 121 S. Pinckney St., Madison 53703

#### NORTHEAST SECTION

JAHN, Clarence, 1100 E. Mason, Green Bay  
 WILEY, Guy E., Sr., 536 Orchard St., Santa Rosa, Calif.

#### NORTHERN SECTION

KLINGLER, Emiel, 121 1/2 W. Grand Ave., Eau Claire 54701

#### HONORARY MEMBERS

HILL, Ruth, 795 Monrovia Ave., Milwaukee 53217  
 THOMASITA, Sister M., Cardinal Stritch College, 6801 N. Yates Rd.  
 Milwaukee 53217



# Project:Swiss Pavilion

by Margaret Fish

To give a world's fair audience of millions — mostly Asiatic people — a graphic idea of what the Swiss nation and its inhabitants are like and for what they stand. . . .

---

This, in essence, was a semester project that Robert Lewcock recently gave his third-year industrial design students at the Layton School of Art. In practical terms, they were to design a Swiss pavilion, complete with exhibits and not to cost more than \$2,500,000, for EXPO 70 scheduled to open in the spring of 1969 in Osaka, Japan.

Each fledgling designer did research in depth and then, by reading his report aloud in class, shared and compared his findings with his fellow classmates. All began, thus, with basically the same facts about Switzerland: its people and their life style, geography, industry and commerce, politics and government, visual arts and other cultural expressions.

Equally important, they had to establish and share the same types of information about the host country, Japan, and about the visitors (and it is expected that they will be largely from the Far East) who will tour EXPO 70 during its duration, Mar. 15 to Sept. 13, 1970.

Each student using the common knowledge, proceeded to determine his own emphases and to devise an original architectural and exhibitional expression of the industrious Swiss in their Alpine fastness. Of the results, Lewcock considered two outstanding, those by Gary B. Swetish and Michael E. Lawing, both of whom have worked in local architects' offices during off-school periods and who will be spring, 1969, graduates. Lewcock himself is a product of the Layton's I.D. department and, in addition to serving as head of the school's interior design department, is director of en-

vironmental design at Brust & Brust, Architects. He and other designers who emerge from the Layton are typical of today's I.D. men — jacks-of-all-design in today's rapidly moving, future-oriented world. The pedagogic approach at the Layton is to confront students with the necessity of developing not only basic skills but also the *creative powers* and the *willingness* to find solutions for problems at hand right now and for any that will be brought forth by the new science, industrial technology, changing sociological patterns, education, the communications media, and what-have-you. So Lewcock's assignment was one of many designed to move students toward the twin goals of disciplined work and creative outlook.

Most of his students had seen the Expo in Montreal in 1967 and they discussed in class its strengths and weaknesses. Lewcock, in a report he made, pointed out that the planners failed in "planning for changes" which became necessary as new information and requirements emerged up to and beyond opening day.

His remarks on the use of the film in Montreal were especially provocative. He pointed out that avant-garde techniques in making and presenting films were generally in use and enthusiastically received by the public. He said, "Pop and op subjects may be criticized as paintings . . . but apparently are accepted by the audience when it can walk into the middle of them." Such art, when it becomes a total experience rather than something just to see, conveys a message the public is willing to accept whether it understands the meaning in conscious terms or not.

---

*"Progress and Harmony, the Tools of Time."*

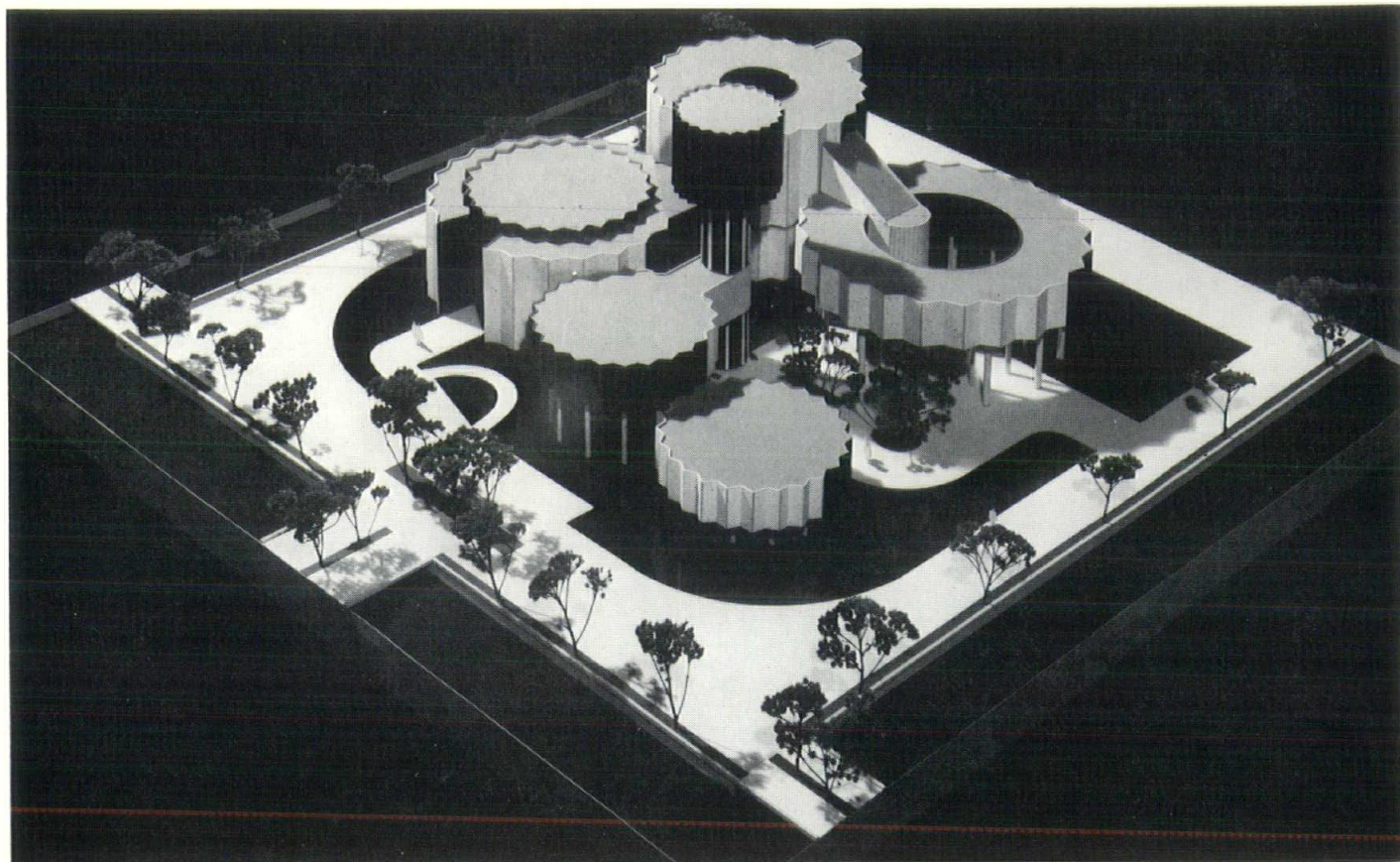
---

This was Gary Swetish's individual starting theme and he used it quite literally, in a punning way, really. He planned his building to suggest a giant watch. In its exhibits, it also was to carry out the general motto established for EXPO 70 by its planners, "Progress and Harmony for Mankind," as well as the subsidiary aspirations, "Fuller Enjoyment of Life," "Toward more Bountiful Foods from Nature," "Fuller Engineering of

our Living Environment," and "A Better Understanding of Each Other."

Swetish at the 1967 Montreal Fair had been particularly disappointed by the sterile architecture of the Swiss pavilion, although "very orderly, very clean," and by the matter-of-fact presentation of products. Most disturbing, he felt, was an absence of unity between outside and inside.





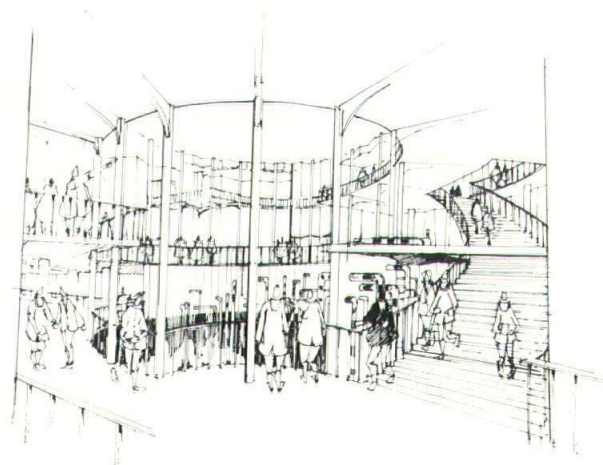
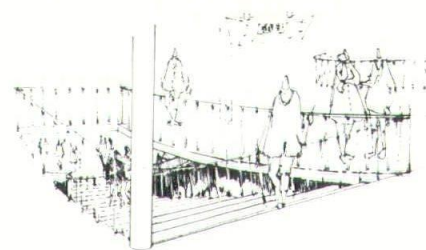
*SWETISH — Exterior model of gear-like Swiss pavilion for EXPO 70.*

He decided that in *his* projected pavilion for the Swiss in Japan, it was feasible to be ultra-experimental and unusual because their pavilion is not to be a permanent installation on its proposed 200 x 200 feet site. He concentrated on the commonly held conclusion that the Swiss are fun-loving and recreation-minded and so decided that an amusing building, with a serious aim, would be just right for them. *Voila*, a watchlike building! A building that would prove a conversation piece and a memorable experience!

He began with folded paper shapes working toward five modular circular units that would interlock, like the works of a watch, and toward walls in a sawtooth pattern to enhance the gear-like effect.

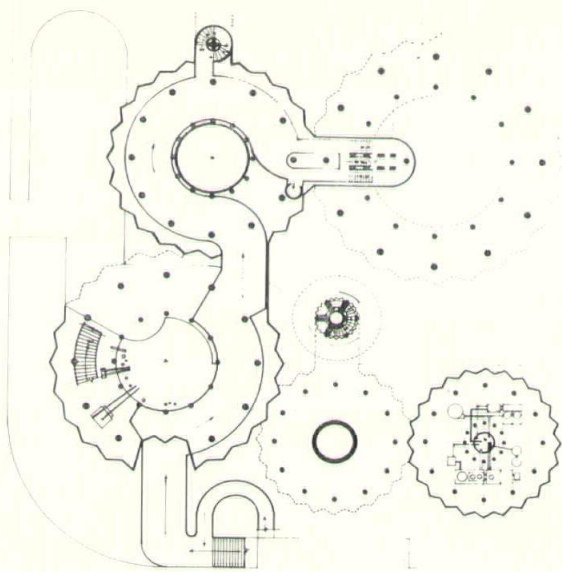
The exterior of the court in Swetish's plan is textured concrete surfaces. Columns and supporting walls are poured in situ and the floor, roof and walk areas are precast. The faces of the pavilion are sprayed insulated plywood panels. The sawtooth walls are alternately glass and opaque, with exhibits on the latter which are provided with light through the former. Exterior materials are in evidence inside, and everywhere the construction methods are forcefully expressed.

An inner court is the key area on the ground level of Swetish's pavilion, and from here visitors can get glimpses of an hydroelectric power display which is above on the next level. So, standees-in-line will not feel



*SWETISH — Interior rendering which illustrates rest area and view from court into hydraulic exhibit.*





SWETISH—First level floor plan, showing components of gear-like structure.

bored nor excluded if they face the long waits endured by the queues which mounted up at Montreal. The Swiss pavilion site is the first tourists will enter in the European plaza, going in via a bridge over a canal. Thus, the initial experiences there will condition visitors' attitudes toward the entire complex of pavilions.

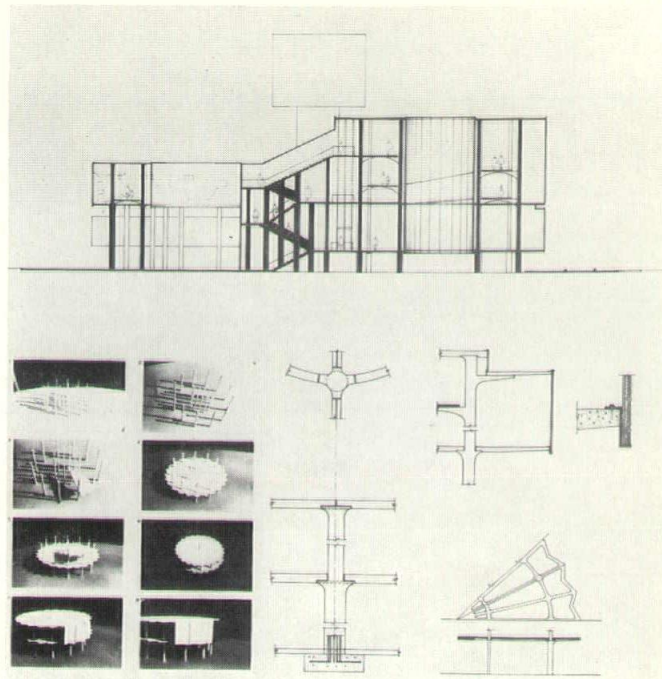
From the key court area, tourists may ascend a tower from bottom to top by riding or by walking. There are emergency exits here, rest areas, and a fountain which is a soothing distraction. The hydroelectric display on the first level demonstrates Switzerland's dependence on water power and illustrates how it manages to be a heavy manufacturer and exporter of machinery. With its falling colored water on rotors flowing through plexi-glass tubes, the display also is aesthetically attractive. The opaque walls of the sawtooth arrangement are mounted with graphic and photographic essays on the Swiss at work and at play.

On the second level, and glimpsed coming up the stairs, there are exhibits of giant clocks in action, with steel-structured gears, and also a constant running of

#### "Harmony and Prosperity—the Swiss Achievements."

This theme chosen by Michael Lawing was a starting point for a Swiss pavilion design that is elegantly monumental, quite sophisticated, really. In his researches, he attempted to discover not only how the Swiss operate as individuals and as a nation but also *why*.

For example, he concluded that they developed their passion for detail because their existence historically and geographically has been precarious, and so every decision and every action they have taken has had to be well thought through to anticipate the outcome.



SWETISH—A section and construction plate demonstrating typical details.

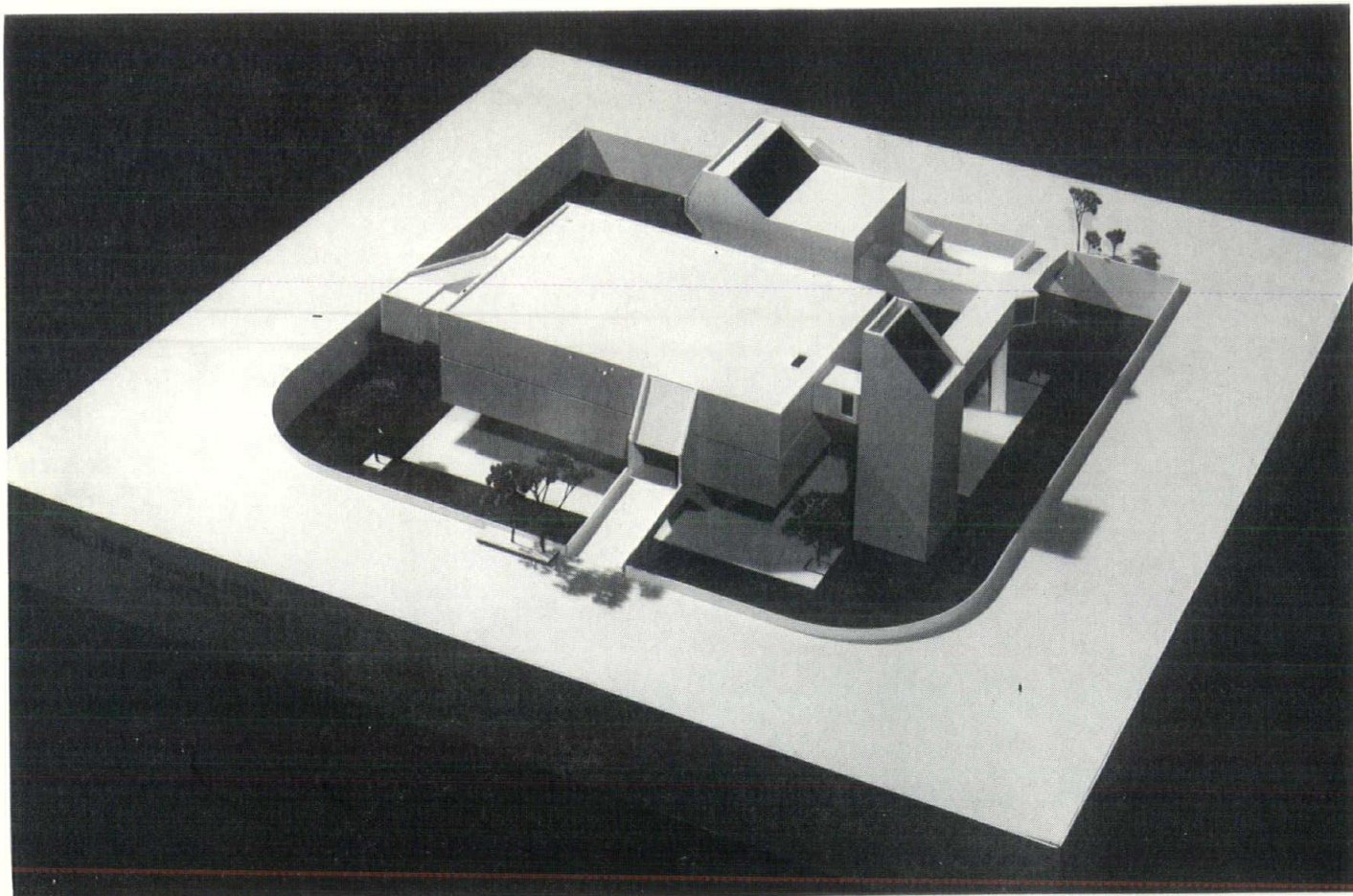
films and a concurrent play of colored lights. On the third level are rest areas and washrooms and imaginative exhibits of the arts and crafts for which the Swiss are famous. Given especial attention is an animated display pointing up the excellence of Swiss textiles, which is accomplished by using light shafts to interweave patterns on a background. On the fourth level are more arts and crafts, and from this height visitors may descend to a sequestered area on the third level where there is an elegant restaurant and where there are means of access to secluded prestige cocktail lounges on levels four and five. Visitors wishing to bypass food and drink may choose a downward ramp and find themselves finally on the court below.

Swetish's design is "open" from every vantage point and affords inter-related experiences to visitors at every level, and while they are ascending or descending. He achieved in it his aim: "A relaxing and entertaining pavilion, yet an informative and descriptive pavilion." In his *time machine*, visitors feel the harmony and progress that abound in Switzerland.

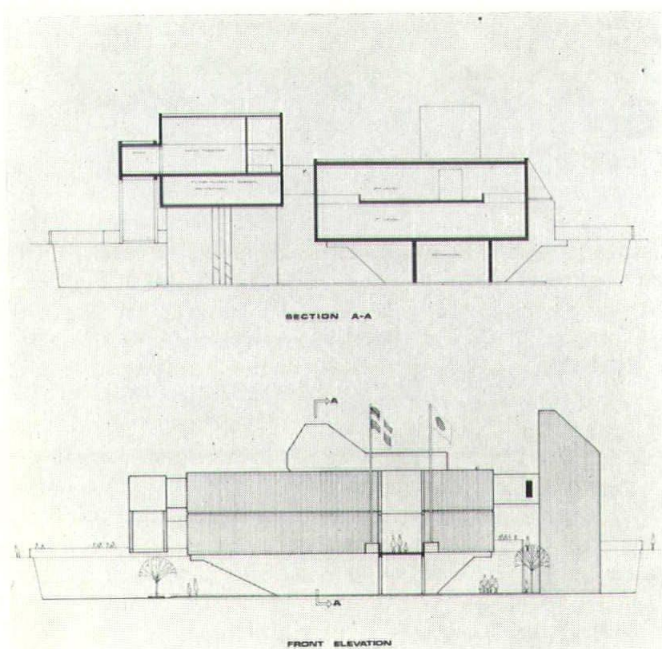
He found the Swiss a highly individualistic yet patriotic people whose high level of prosperity (a per capita annual income of \$1,660) is due to their intense industry. He observed in his report, "By avoiding conflicts and the arms races, they have been able to work for the better welfare and livelihood of the Swiss people."

Switzerland's only natural resources are water power and its breathtaking scenery, he pointed out. Yet, they are producers and exporters of heavy machinery and a wide variety of other manufactured products as well as

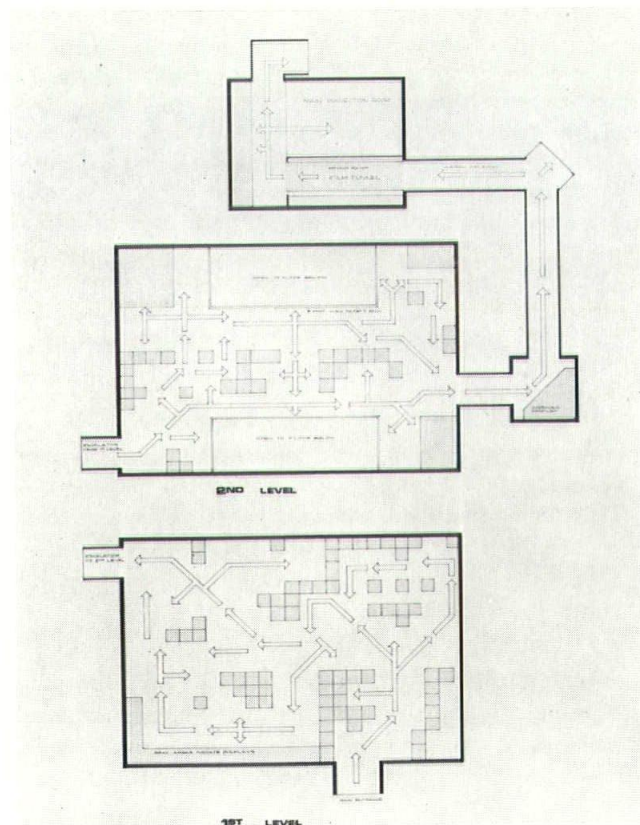




LAWING — Model showing interplay of elements with entrance bridge in the foreground, and indicating the pavilion's site within a moat.

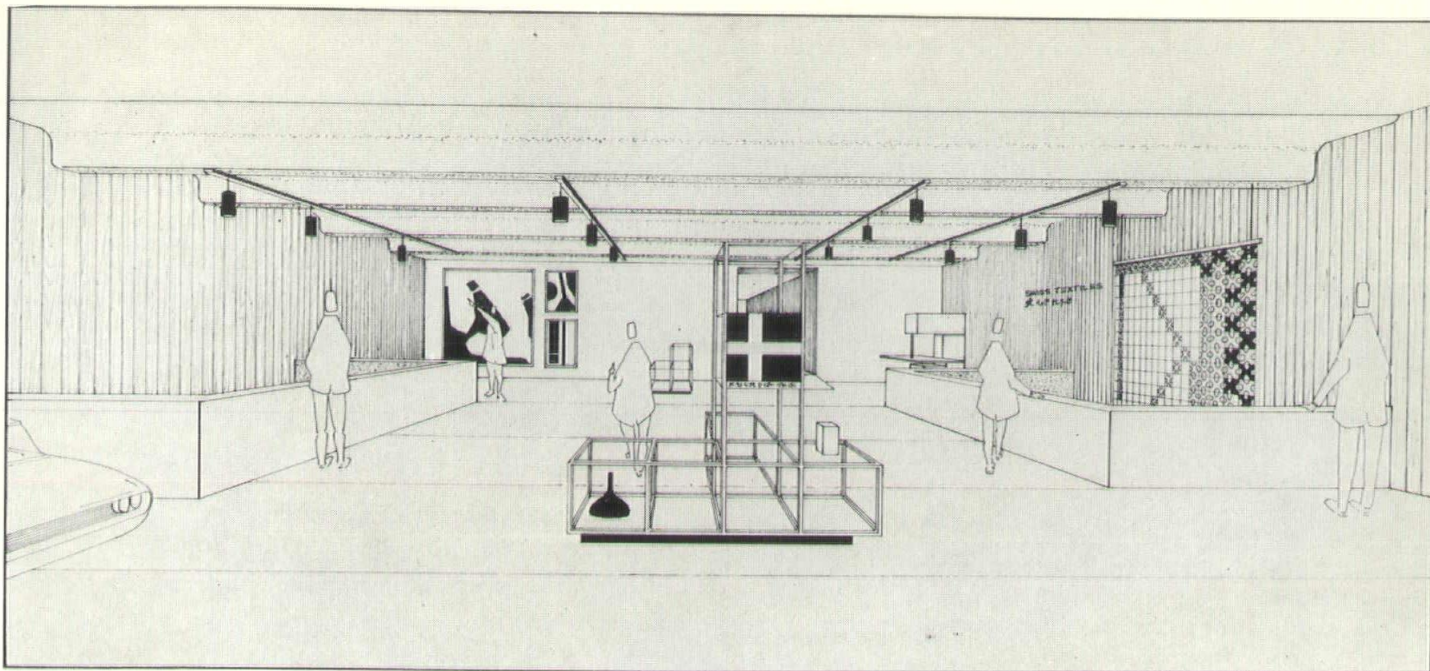


Above: LAWING — Front elevation and section drawings.



Right: LAWING — Floor plan indicating first and second levels of exhibition, hydraulic display, film tunnel and main projection area.





LAWING — Interior perspective from second floor concourse, in effect, an exhibition in itself.

the watches for which they are famous and for the tourism which attracts each year as many visitors as the country has inhabitants — just under 6,000,000.

The country's situation directly in the midst of the main passes of the Alps has made it a point of communication for all of Europe. Its stable currency has made it a banking center of the world. Actually only about five per cent of the Swiss people are engaged in the tourist-attracting hotel and restaurant business.

With these insights and others in mind, Lawing designed a substantial-looking, lucidly organized complex of elements. His plan for the pavilion provides for it to be isolated, approached and left by way of bridges over a water-filled moat — this to symbolize the geographical and psychological isolation of Switzerland, now a matter of choice and tradition rather than necessity, and also the importance of water for the nation's power.

The materials used in construction were to be a combination of poured and precast concrete, with a variety of textures used to distinguish the various elements and add surface interest. Escalator, lifts and ramps are part of the plan to move visitors around and up and down, but the interior spaces are left free for the variety of exhibits, some of which extend up through both levels.

The exhibits on the first two levels are static and omnipresent so that, although visitors may move about freely, there is always something they see as they pass. From the second level, they move into a tower where there is a hydraulic exhibit in a darkened area 60 feet tall. From a small platform may be seen patterns of clear glass piping through which flows water mixed with phosphorous for luminosity, to suggest hydraulic power.

From the platform, the movement is down a walkway to an observation post 40 feet above the ground. From here another tunnel may be glimpsed and the choice made to visit it and see an exhibit. At the end of this tunnel there is a moving ramp which proceeds through a film tunnel where movies are projected on the top and

both sides, and so visitors who choose to pass through have a total experience, becoming involved in what is going on. Every time visitors move from one point to another there is a window through which they may get their bearings. Lawing believes all this is psychologically reassuring and sound.

In an adjacent film area, two other films are going on, and visitors may elect to see these. But, in keeping with Lawing's wish to give those who visit his building free choices at every turn, they may leave if they wish by way of an exit escalator from the film room. Or, if they leave from the moving ramp they can stop at a platform and from there descend to a landscaped rest area.

Lawing's conclusions on the host-people to EXPO 70 were as perceptive to his findings on the Swiss. The Japanese, who will be the major audience, he believes, are unique in their pursuit and acceptance of foreign culture, thus they should be an "ideal audience."

He pointed out that:

"The Swiss characteristic of fierce individualism and the Japanese dependency on the group stand as direct opposites in systems of culture. This need not be a disadvantage to the designer, however, because it is exactly the differences of people that make them interesting to each other."

The Japanese, too, he knew, are an ultra-sophisticated and refined people, publishing more than 25,000 new titles a year, producing more films than any other country, and having half of the children in all urban families studying music and art. So they particularly would appreciate, he decided, the sophistication and culture of the Swiss. Another characteristic of the Japanese he kept in mind was their stature, averaging 5 feet, four inches in a fairly recent study. He kept these figures in mind in establishing scales of proportion.

So, both Swiss exhibitors and Japanese hosts were given, in Lawing's projected pavilion, a thoughtful and fastidious architectural expression.



## notes of the month

### Department of Industry, Labor and Human Relations, Industrial Safety and Buildings Division

By Charles A. Hagberg,  
Administrator

For some time we have been discussing the idea of allowing footing and foundation construction to proceed after plans have been submitted to us, but before the plans have been reviewed.

The advantages to the owner and contractors would be significant. Definite starting dates could be established, and particularly at this time of year, footings could be constructed before there is too much frost in the ground. At present, we are plagued by many phone calls each day asking that we put the caller's plan ahead of all others, and frequently people drive long distances to try to get their plans approved ahead of time.

If this procedure is put into effect, there would be an added responsibility on the designer to make sure that all code requirements had been met. It is surprising how often registered engineers and architects forget or omit important items such as distance to lot lines, soil bearing values, adequately designed foundations, and exit doors from lower areas.

Perhaps foundation construction could be started after plans had been submitted to the division, if a "risk" or "promissory" letter were signed by the owner and designer. It could take the following form:

"THIS IS A REQUEST TO BEGIN FOOTING AND FOUNDATION WORK PRIOR TO APPROVAL OF THE BUILDING PLANS. PLANS HAVE BEEN SUBMITTED TO THE DEPARTMENT OF INDUSTRY, LABOR AND HUMAN RELATIONS, AND ALL INFORMATION REQUESTED BY CODE IND 50.10 HAS BEEN INCLUDED WITH SUBMITTAL. We HAVE REVIEWED THE SPECIFIC CODE REQUIREMENTS FOR THE BUILDING OR STRUCTURE, INCLUDING IND 50.12, 51.001, 51.01, CHAP-

TER 53 AND IND 57.50 WHERE APPLICABLE, AND HAVE SHOWN COMPLIANCE ON THE DRAWINGS. WE AGREE TO MAKE ANY CHANGES REQUIRED AFTER THE PLANS HAVE BEEN REVIEWED AND TO REMOVE OR REPLACE NON-COMPLYING PARTS OF THE FOUNDATION AND FOOTINGS. WE AGREE TO PROCEED WITH THE FOOTINGS AND FOUNDATION WALLS ONLY AND WILL NOT CONTINUE WITH THE REMAINDER OF THE BUILDING OR STRUCTURE UNTIL APPROVAL HAS BEEN RECEIVED.

.....  
Owner's Signature

.....  
Designer's Signature

.....  
Accepted by:

Industrial Safety &  
Buildings Division"

Please consider this idea and  
send your comments to:

Industrial Safety & Buildings  
Division  
P. O. Box 2209  
Madison, Wisconsin 53701

★ ★ ★

### University of Wisconsin to Present Evening Courses on Urban Planning

Evening courses on "Elements of Urban Planning" (February 4-March 11, 7:45 to 9:35 P.M., \$20.00) and "Processes of Urban Planning" (March 18-June 3, 7:00 to 10:00 P.M., \$56.00) will be presented on The University of Wisconsin, Milwaukee, Downtown Campus.

The "Elements of Urban Planning" course will cover the elements of city's structure as related to planning. The course is designed for non-technical and technical personnel: citizens, elected officials, city managers; state, regional and city planners; and engineer, architects, and technical support staff. The topics will include: The Origin and the Development of the Cities; Environment and the Needs of Man; The Present Day Social, Economic, Political, and Cultural Conditions

and their Interrelationships; Environmental Pollution; and The Planner's Objectives.

The "Processes of Urban Planning" course will cover the physical urban structure and the effects of social, economic and political forces on the planning process. The course is designed for but not restricted to technical personnel: architectural and engineering consultants and their staff; local government personnel; and public works directors. The topics will include: The City and the Urban Planning; Urban, Social and Cultural Interactions and Related Problems; Urban Housing; Recreational, Institutional, Commercial, and Industrial Planning; Urban Circulation; Urban Renewal and Urban Growth; The City and the Region City Planning — an Interdisciplinary Activity; and Systems and City Planning — Implementation.

Please direct inquiries to Raymond C. Matulionis, Course Coordinator, 725 Extension Building, 432 North Lake Street, Madison, Wisconsin 53706.

### SUMMARY

Program: Elements of Urban Planning

Date: February 4-March 11, 1969

Time: 7:45 to 9:35 P.M.

Fee: \$20.000

Program: Processes of Urban Planning

Date: March 18-June 3, 1969

Time: 7:00 to 10:00 P.M.

Fee: \$56.00

Location:

The University of Wisconsin-Milwaukee

Milwaukee, Wisconsin  
Downtown Campus

Course Coordinator:

Raymond C. Matulionis  
725 Extension Building  
432 North Lake Street  
Madison, Wisconsin 53706

★ ★ ★

### Basic Engineering Refresher — Milwaukee

The University of Wisconsin will present a "Basic Engineering Refresher" Institute on February 7-8, 1969, on the University's Civic Center Campus in Milwaukee, Wisconsin.

According to Donald Gritzmach-

(Continued on page 32)



# A Controlled Environment Always Pays Dividends

Because a Completely Comfortable Working Climate

with

WARM AIR HEATING

FRESH AIR CIRCULATION

COOL AIR WHEN NEEDED

FILTERED AIR AT ALL TIMES

HUMIDITY CONTROLLED AIR

ADDS TO

EMPLOYEE COMFORT

EFFICIENCY

WORKMANSHIP

PRODUCTION

CLEANER WORK

EMPLOYEE RELATIONS

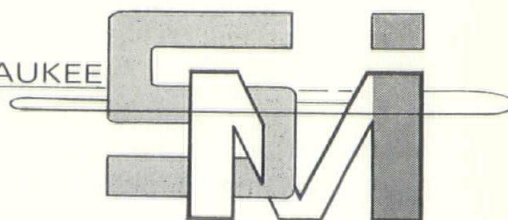
AND

LESS ABSENTEEISM

LESS SPOILAGE

LESS MAINTENANCE

SHEET METAL CONTRACTORS INDUSTRY OF MILWAUKEE



7635 W. BLUEMOUND RD.  
MILWAUKEE, WIS. 53213  
AREA CODE 414 258-8176

Call Us For the Name of a Competent Ventilating Contractor



## NOTES OF THE MONTH

*Continued from page 30*

er, Institute Director, the Institute is designed to "help candidates for registration as Professional Engineers prepare for the required Engineer-In-Training examination. The program is one of concentrated review of basic engineering topics."

Inquiries should be directed to Donald Gritzmacher, Institute Director, 725 Extension Building, 432 N. Lake Street, Madison, Wisconsin.

## SUMMARY

Program: Basic Engineering

Refresher — Milwaukee

Date: February 7-8, 1969

Fee: \$35.00

Location:

The University of Wisconsin  
Civic Center Campus  
Milwaukee, Wisconsin

Director:

Donald Gritzmacher  
Institute Director  
725 Extension Building  
The University of Wisconsin

432 N. Lake Street  
Madison, Wisconsin

★ ★ ★

## Critical Path Method Workshop, Madison January 14-17, 1969

*In Cooperation with the College of Engineering, Madison  
The College of Applied Science and Engineering, Milwaukee*

### GENERAL INFORMATION

**Enrollment.** The registration fee should accompany each enrollment. This covers cost of institute sessions, handout materials, noon lunches, the evening dinner and break refreshments. It does *not* include cost of lodging.

**Meeting Place.** Unless specially noted otherwise, all sessions of this institute will be held at THE WISCONSIN CENTER on the Madison campus—located near Lake Mendota on the northwest corner of Langdon and Lake Streets.

**Lodging.** Various hotels and motor hotels in the vicinity offer accommodations. Information, as well as maps with campus details, will be sent to registrants. Reservations are urged in advance and should be made directly with the place of your choice.

**Parking.** Visitor parking at the campus is very limited. University marked lots are restricted. Free parking is available (until 10 P.M.) in AREA 60 at Walnut and Linden Drive, with University bus service to within one block of The Wisconsin Center. Also, one block distant, there is nominal-fee parking at the Murray Street lot and at the corner of State and Lake, and the municipal Lake Street ramp with metered parking, between State and University Avenue.

A CERTIFICATE will be awarded to each enrollee. NO PROCEEDINGS WILL BE PUBLISHED.

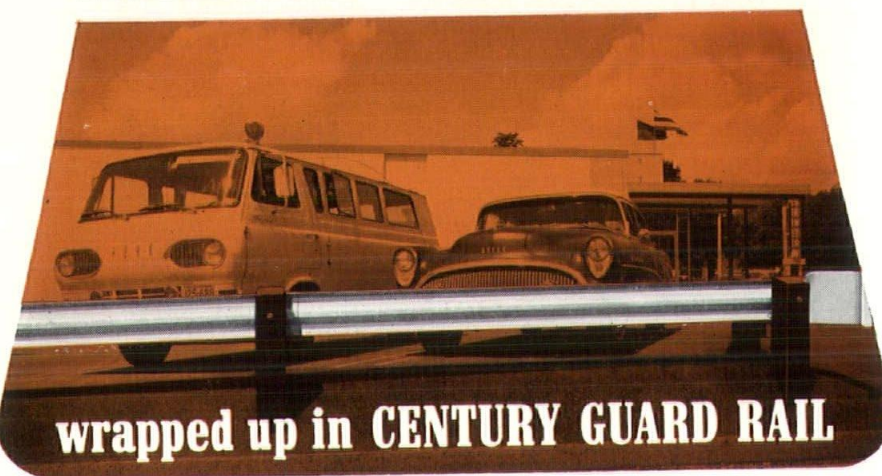
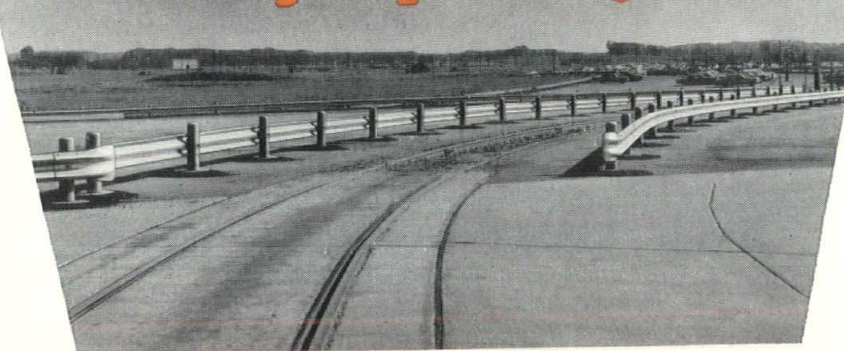
Institute Director:

William C. Dries  
University Extension  
The University of Wisconsin  
Department of Engineering  
432 Lake Street  
Madison, Wisconsin 53706

Phone:

(608) 262-2061 for Program  
Information  
(608) 262-1122 for Program  
Enrollment

## Packaged parking lots



We can wrap up the whole job — plan and lay out any kind of parking lot. Most important part of our package, of course, is Century Guard Rail. It provides excellent "in-out" traffic control and maximum use of space while preventing vehicle damage to buildings, walks, lawns and shrubs. Rail sections are formed from semi-spring steel...super tough...yet safely cushions all impacts. Steel is galvanized for low maintenance...can be luminescent painted for night-time safety. Our package service includes specifying, striping and traffic control planning. But if you only need Guard Rail, materials and services can be purchased separately.

Phone for FREE estimate — no obligation



## Century Fence Company

N11 W24711 HWY. TJ, WAUKESHA, WIS. 53186

67600



## New Headquarters and Octagon Restoration Plans Announced

A course of action to design and construct a national Headquarters building on the site of its present offices at 1735 and 1729 New York Ave., N.W., in Washington, D. C., was announced by The American Institute of Architects. It was also announced by AIA President George E. Kassabaum, FAIA, that extensive restoration of the historic Octagon House, which is owned by the AIA Foundation at 1799 N. Y. Ave. and 18th Sts., N.W., is scheduled to begin the first of the year, with completion expected by the end of 1969. The Octagon, which was built in 1798-99 and served as the temporary White House for President James Madison after the War of 1812, will then be open to the public as a National Historic Landmark. The Octagon Garden, located between the The Octagon and the AIA offices, will not be effected by the restoration and building plans, it was pointed out.

Designs for a new Headquarters building submitted to the Fine Arts Commission in 1967 and in 1968 by the architectural firm of Mitchell/Giurgola Associates, winners of a nationwide AIA competition for a winning design, were rejected by that body. AIA accepted "with regret" the resignation of the architects on September 23, 1968, and assigned Board member Max O. Urbahn, AIA, to recommend a course of action to resume the design program. He has recommended, and The Board has approved, a committee of eight architects to serve with him to select an architect to design the Headquarters building. Mr. Urbahn is to serve as Committee Chairman. Named to the Committee are: Rex. W. Allen, FAIA, of San Francisco, Edward Charles Bassett, AIA, of San Francisco, Romaldo Giurgola, AIA, of Philadelphia, G. Harold W. Haag, FAIA, of Jenkintown, Pa., Morris Ketchum, Jr., FAIA, of New York, Willis N. Mills, FAIA, of Stamford, Conn., I. M. Pei, FAIA, of New York, and Philip Will, Jr., FAIA, of Chicago.

It was pointed out that neither the AIA offices, constructed in 1940 and 1957, nor the adjacent AIA-

owned Lemon Building, offer adequate space as Headquarters for the rapidly growing architectural profession. Due to the outdated condition of the Lemon Building, it is not financially feasible to consider remodeling of that structure for long term use of The Institute, Mr. Kassabaum said. Funds for the restoration of The Octagon and the construction of a new Headquarters were contributed by AIA members in a nationwide fund-raising campaign.

## AIA Names 1969 National Honor Awards Jury

Five architects from Alabama, Iowa, Maryland, Massachusetts, and California have been selected to serve on the jury for the 1969 Honor Awards of The American Institute of Architects, the nation's highest professional recognition for distinguished achievement by American architects. For the first time in the history of the pro-

(Concluded on page 34)

# Bright idea

**Bradpacks:  
wash centers  
that make  
it easy  
to save!**



Easy, because Bradpacks come equipped with all necessary convenience features in coordinated design. They eliminate the time consuming chore of procuring accessories of compatible design from scattered sources. That's one reason you save. In addition, Bradpacks are completely factory assembled. All components are built in, including famous Bradley foot control. You save the cost of installing individual components. Finally,

Bradpacks are easy-to-maintain stainless steel. Choose from full length unit or lav section only, both with foot control; or upper section only, with wrist blades for wheel chair patients. See your Bradley representative. And write today for literature. Bradley Washfountain Co., 9175 Fountain Boulevard, Menomonee Falls, Wis. 53051.

**from Bradley** 



## NOTES OF THE MONTH

*Continued from page 33*

gram, the AIA also appointed three architects to serve as observers.

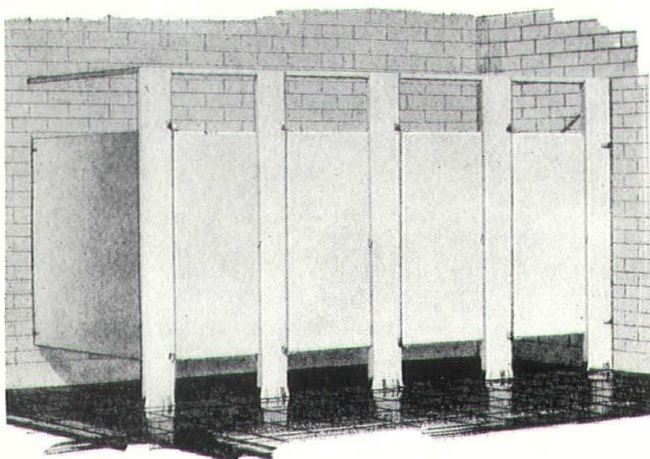
Arch R. Winter, FAIA, of Mobile, Alabama, Director of the Gulf States Region and member of the Commission on the Environment, was appointed Chairman. Members of the jury are: Ray D. Crites, AIA, Cedar Rapids, Iowa; Archibald C. Rogers, FAIA, Baltimore; Hugh Stubbins, FAIA, Cambridge, Massachusetts, and William Turnbull, Jr., AIA, San Francisco. 1968 Chairman, Max O. Urbahn, FAIA, New York City, Director of the New York Region and Chairman of the Commission on the Environment, will serve as advisor.

Observers are: Jean Paul Carlhian, AIA, Boston, Chairman of the Committee on Design; Robert L. Durham, FAIA, Seattle, immediate Past President of AIA, and F. Blair Reeves, AIA, Gainesville, Florida, Chairman of the Historic Buildings Committee.

Now in its 21st year, the AIA Honor Awards program was established in 1949 "to encourage excellence in architecture and to afford recognition of exceptional merit in recently completed buildings." All licensed American architects are eligible to enter buildings which they have designed, completed since January 1, 1964, and prior to December 31, 1968, in this country or abroad. Nearly 500 entry applications have already been received.

The jurors will meet at AIA Headquarters in Washington, D.C., on February 12-14, 1969.

## **BNCO** **Metal Toilet Partitions**

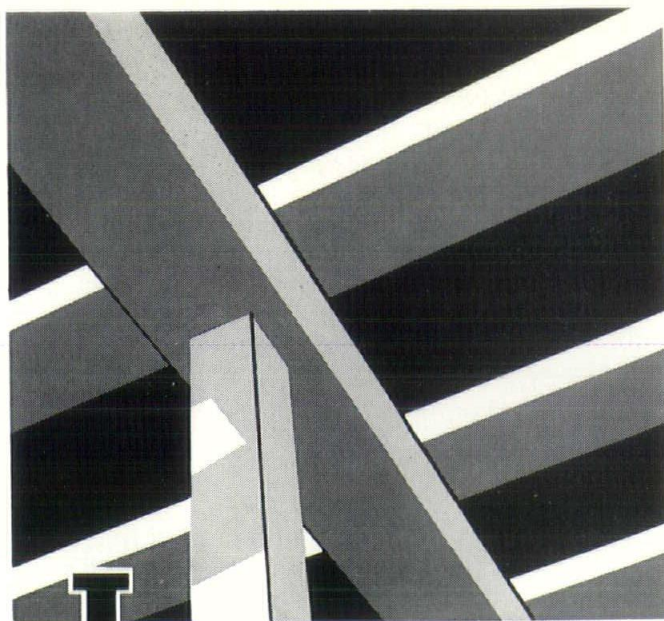


**Delivery from Stock**

**CONTINENTAL COLUMBUS CORP.**

*a subsidiary of Biersach & Niedermeyer Co.*

**100 Continental Dr. Columbus, Wis. 53725**  
**Phone 623-2540**



# **I** **IMPORTANT** **COST-SAVING** **INFORMATION...**

You can build creatively a complete structure of walls, columns, beams and roof deck at minimal cost. (We just completed the manufacture and erection of a completely precast, pre-stressed concrete building with the erected cost at \$3.40 per sq. ft.).

*Some other important features are:*

- Lightweight
- 
- 2-hour Fire Retardant
- 
- Strong and Permanent
- 
- Made from Inert Materials
- 
- High Insulation and Noise Reduction Values

# **DUWE**

**PRECAST CONCRETE PRODUCTS, INC.**

**P.O. Box 1277 Oshkosh, Wisconsin 54901**

*Designed by the Architect — Constructed by the Contractor — Manufactured and Erected by Duwe.*



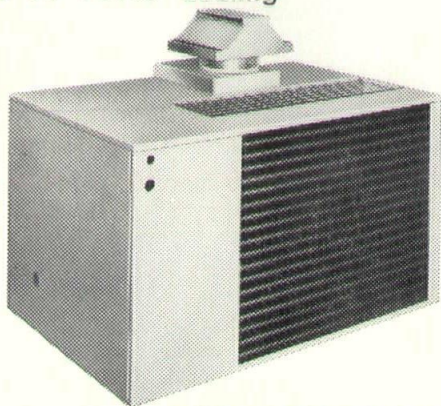


## DUOPAC

year 'round air conditioners

### 15 MODELS

1½ to 30 TONS Cooling



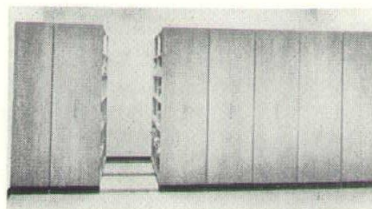
40,000 to 800,000 BTU Heating

### TEMPERATURE SYSTEMS, INC.

MADISON, WIS.  
3120 SYENE RD.  
(608) 257-7171

NEW BERLIN, WIS.  
16151 W. ROGERS DR.  
(414) 782-3500

## FULLSPACE



- Prefabricated
- Adjustable
- Economical
- Versatile
- Expandable

Saves space by requiring only one aisle. Using fully movable storage shelving units which roll right or left by hand or electric.

Available at:

John Buhler Co., Inc. School Interiors, Inc.

3131 N. 31st St.

3540 N. 126th St.

Milwaukee

Milwaukee

(414) 444-3870

(414) 781-7060

## ECONO-DOR

*Now... From Newman Brothers, master-metal craftsmen since 1882*

### ECONO-DOR

Quality  
**STAINLESS STEEL**  
DOORS and ENTRANCES  
at Budget Prices

Delivered from stock  
Complete and ready  
for installation...



NEWMAN BROTHERS INC. 5809 Center Hill Ave., Cincinnati, O. 45216

**A  
NEW  
CONCEPT  
IN  
STAINLESS  
STEEL  
DOORS  
AND  
ENTRANCES**

**WRITE FOR  
COLOR  
BULLETIN**

- Maintenance free
- Quality at BUDGET PRICES
- Delivered from stock
- High strength rolled formed shapes . . .  
5 times stronger than aluminum

See Sweets Catalog  
Section 17L/ne

*Manufactured by the makers of Econo-Rail.*

**NEWMAN BROTHERS, INC.**

5629 Center Hill Ave.

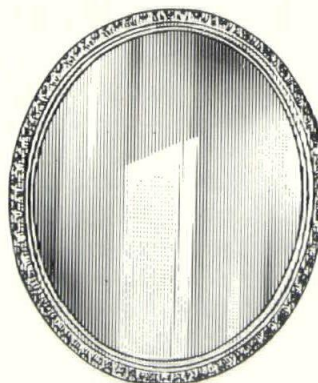
Cincinnati, Ohio 45216

# NB NEWMAN



## LAWSON®

known for quality since 1816



No. 4186

### NEW!

**WOOD  
FRAMED**

### BATHROOM CABINETS

Provide That Decorator Touch

Complete Line of  
ACCESSORIES MIRRORS  
HEAVY DUTY GRAB BARS

## NOVOTNY, INC.

*Manufacturers Representative*

9137 W. Lisbon Ave.

Milwaukee, Wis.

Phone 464-6510

Write for Catalogue



# Plumbers helper.

The configuration of holes in a strip of paper helps describe the enormous strides our industry has made with the aid of the computer. ■ In its electronic memory banks we've stored an incredible amount of inter-related data. The computer helps us estimate costs, calculate heat loss, determine air movement patterns, and program work schedules. ■ It gives us periodic analyses of work-in-progress, and even prints our

paychecks. ■ But it is still just a tool. In the hands of our skilled mechanical people, however, it is the most sophisticated, useful tool we know. ■ Its speed in helping

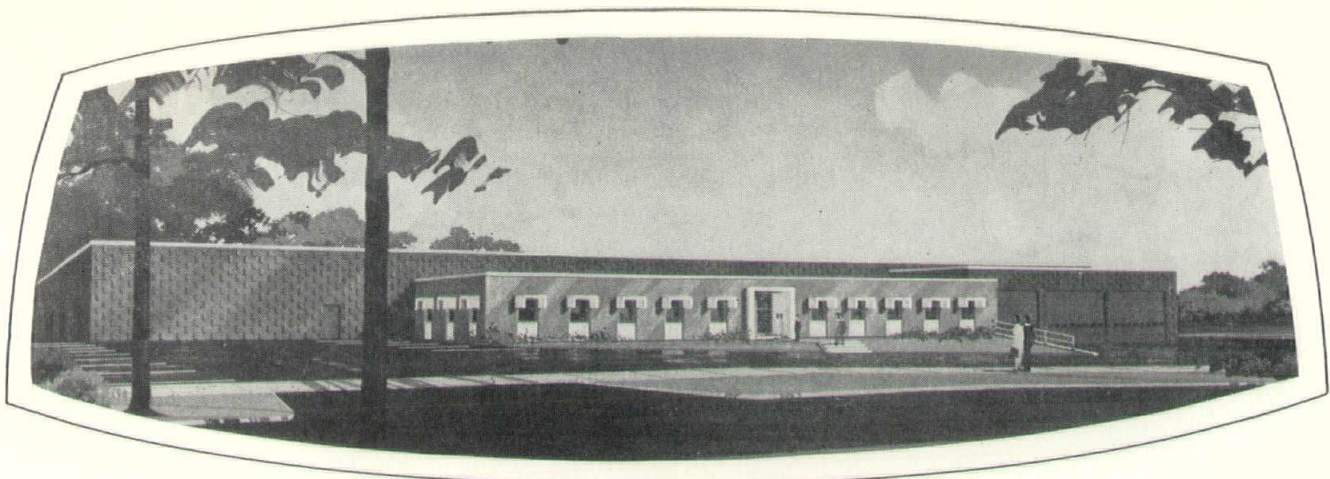


us evolve economical solutions for new environmental problems is its most significant application. ■ If your concern is with heating, plumbing, air conditioning, process piping, fire control, dust control, or ventilation, we hope you'll put us to the test. ■ The Downey Company can save you time and money. Main office: 2203 W. Michigan Street (P.O. Box 1155) Milwaukee, Wis. 53201. Tel: 933-3123.

## The Downey Company

where integrated mechanical systems evolve





GENERAL ELECTRIC COMPANY — LAMP DIVISION  
 Architect-Engineers: Birch-Grisa-Phillips, Inc.  
 General Contractor: Megal Construction, Inc.

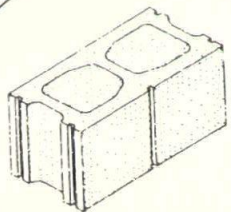
# FALLS BLOCK

*presents*

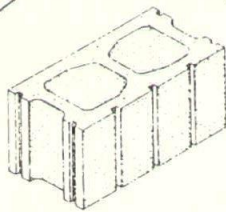
## PORTRAITS

*in*

## BLOCK

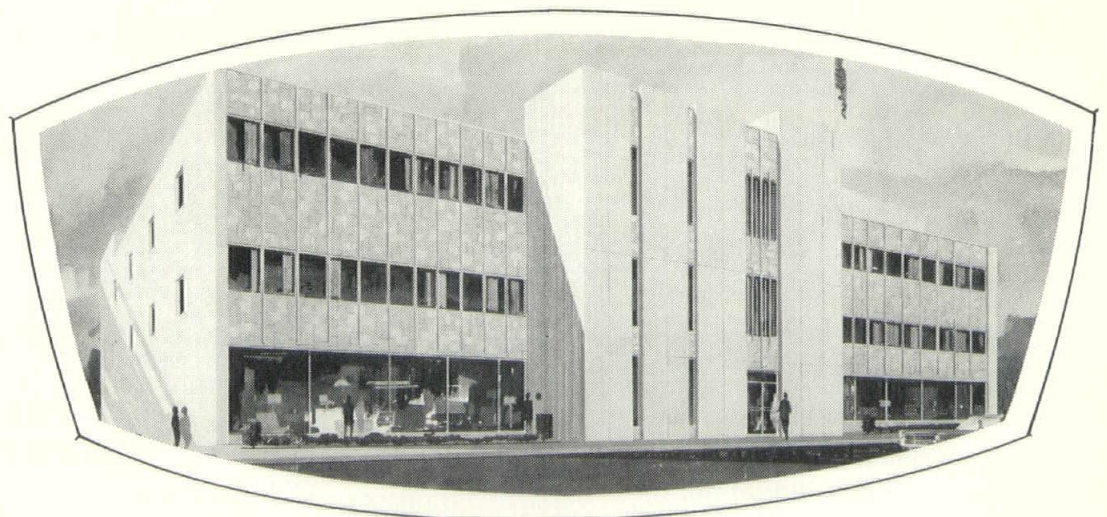


SINGLE SCORED



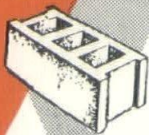
TRIPLE SCORED

Count on Falls Block to provide  
 you with the newest in design  
 block to further your creative  
 ideas.



OFFICE BUILDING AT 10625 W. NORTH AVE. — Architect: R. W. Dwyer, Jr.

**THERMO-LITE BLOCK**



*Consult with us on your next project*

**FALLS BLOCK & SUPPLY CO.**

N91 W17174 APPLETON AVENUE

MENOMONEE FALLS, WISCONSIN

PHONE: 251-8330

MANUFACTURERS OF CONCRETE PRODUCTS



# In. at Madison Tech.



Louvered precasts in white.

MEDUSA WHITE.

The crisp, clean lines of this creative design are right for this Wisconsin technical school. And the louvered precasts of white Medusa White with glistening white quartz aggregate, give it prominence in



TECHNICAL CENTER, MADISON AREA TECHNICAL COLLEGE, Madison, Wis. Architect: Charles A. Woehl and Associates, Madison, Wis. Gen. Contractor: Anthony Grignano, Madison, Wis. Precast Producer: Precast Concrete Products Co., Madison, Wis.

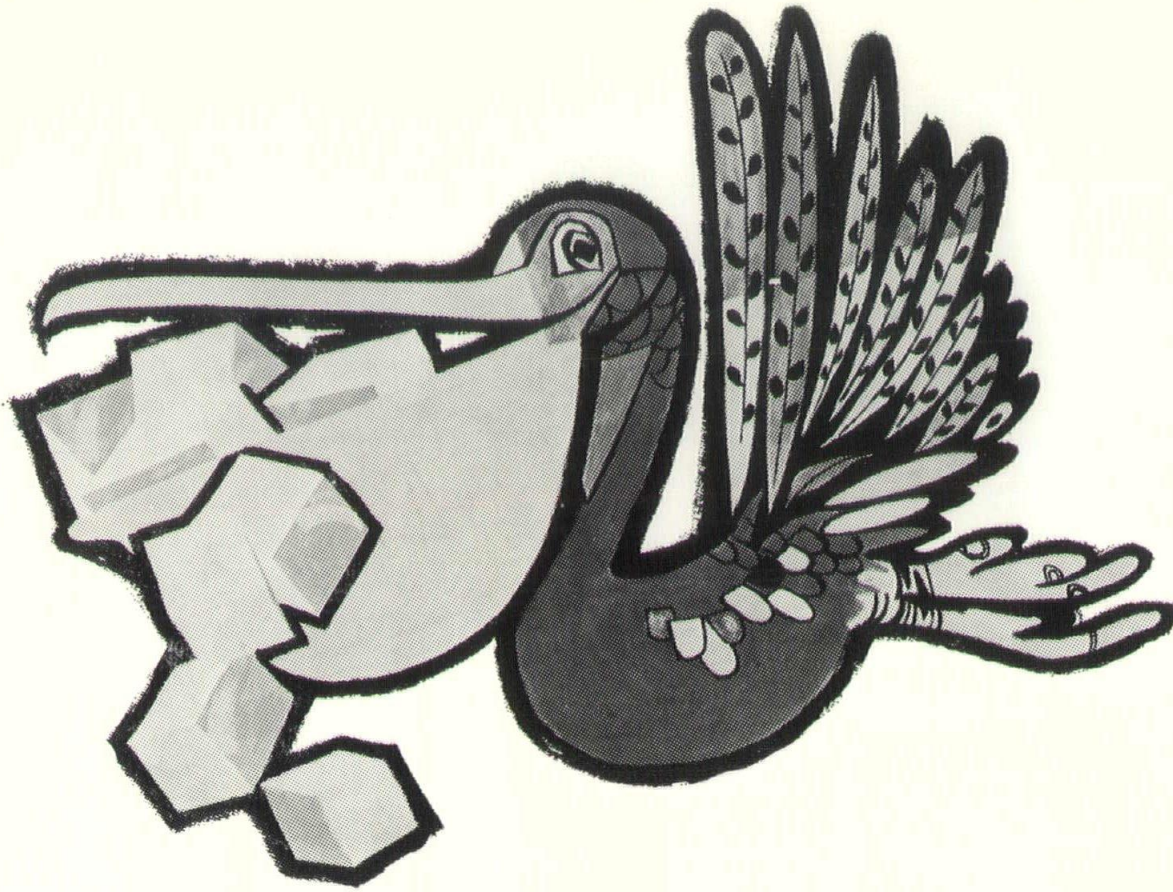
a downtown area. With Medusa White, create freely, with confidence, in any color. For details, write Medusa Portland Cement Company, Post Office Box 5668, Cleveland, Ohio 44101.



## MEDUSA PORTLAND CEMENT COMPANY

White and Gray Portland Cements • White, Gray and Custom Color Masonry Cements • "CR-85 Series"® ChemComp® Cement





**Sizzling  
in  
summer  
is for  
the birds.**

**COOL IT! GET QUIET  
GAS AIR CONDITIONING**

for home or business. It's easy . . . especially if there already is a forced-air heating system. The same air ducts and blower used to heat in the winter can also be used to cool in summer. A major part of a gas cooling system is probably already in service or planned for in your design.

So play it cool. Specify gas air conditioning for your residential, industrial and commercial clients. Let them enjoy summers from now on in the refreshing comfort of gas cooling. Easy-to-take terms on equipment and installation make financing a breeze. Operating costs? "Chicken feed."

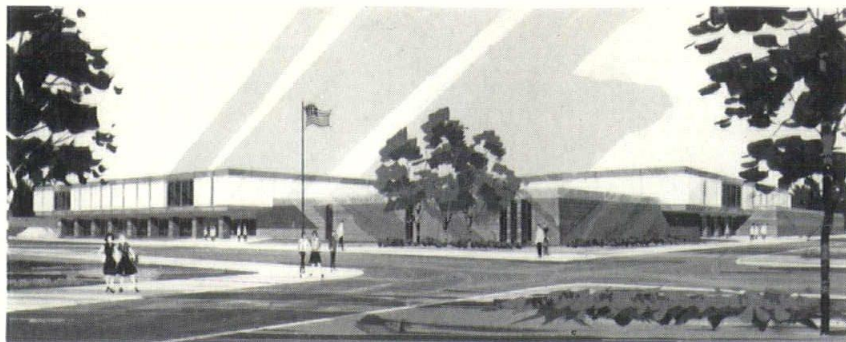
Want to cool it? Give us a call at 276-6720.



**WISCONSIN GAS COMPANY**

DOWNTOWN / MAYFAIR / WEST BEND





## TOTAL ELECTRIC PEWAUKEE HIGH SCHOOL GETS **TWO** FOR THE COST OF **ONE**!

Both the heating and air-conditioning operating costs are estimated to be less than heat alone for a conventional school. A single "comfort conditioning" heat recovery system heats and cools the entire building. The building actually heats itself by utilizing internal heat from lighting, people, and auxiliary equipment.

Designed by architects Burroughs and Van Lanen, Inc., Pewaukee High School provides a

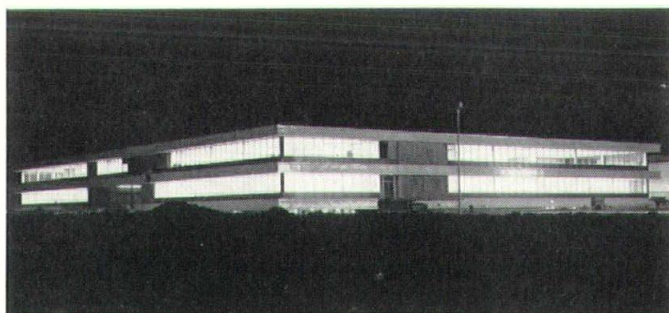
practical demonstration of how the Total Electric concept can be applied successfully with tangible and lasting benefits for teachers, students, and taxpayers alike.

For more details regarding this exciting concept in electric heating and cooling, call 273-1234 or write in care of Wisconsin Electric Power Company, 231 West Michigan Street, Milwaukee 53201.

WISCONSIN **electric power** COMPANY

## THE MACOMBER V-LOK® MODULAR COMPONENT SYSTEM

# America's foremost systems approach to building construction



*Sundstrand Aviation Research Development Center, Rockford, Illinois. Contains 250,000 square feet in 3 story construction.*

VLMC assures you a top-quality building that need never become obsolete.

Your Macomber representative—Structural Products Corp.—will supply the V-LOK interlocking steel frame and decking. You have your choice among leading manufacturers of the other major building components: air-handling equipment, lighting-ceiling systems and partitions. All are engineered and factory-finished to fit the VLMC module.

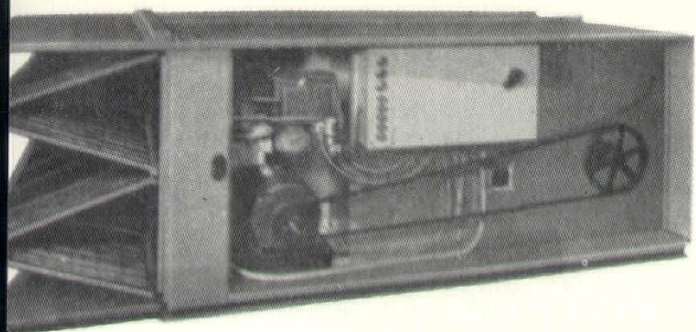
VLMC gives your architect complete freedom of design, saves your builder the expense and delay of on-site corrections and adjustments, and puts you under roof much sooner in a building that exactly suits your present needs. What's more, your VLMC building can be quickly and economically remodeled or expanded whenever your needs change.

Call Structural Products Corp. today for full story of the Macomber V-LOK Modular Component System.

**Structural Products Corp.**

9400 W. Flagg Ave. • Milwaukee, Wis. • (414) 464-3900





## CUT BOILER INSTALLATION TIME FOR LARGE COMMERCIAL UNITS WITH FACTORY- ASSEMBLED WEIL-McLAIN BOILERS

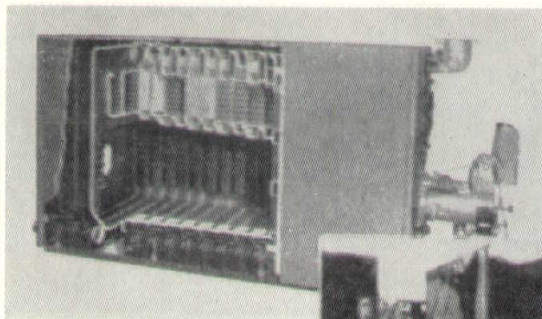


### JANITROL

Direct Fired Make-Up Air —  
3,000 through 60,000 CFM  
Unit Heaters — 30,000  
through 350,000 BTU. All  
Types Duct Furnaces — Air  
Conditioning — Rooftops —  
COMMERCIAL — INDUSTRIAL  
— RESIDENTIAL.

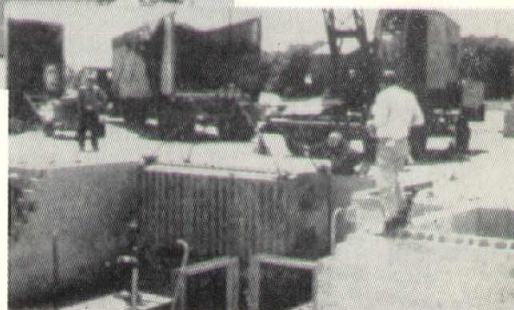
*Get details from*

**Milwaukee Stove & Furnace Supply Company**



Lowering assembled  
Boiler into  
installed position.

Has no separate base.  
No combustion chamber.  
Can be equipped with  
multiple heaters.



*Get details from*

**Milwaukee Stove & Furnace Supply Company**

## SPECIFY **AJAX** SPIRAL PIPE SYSTEMS

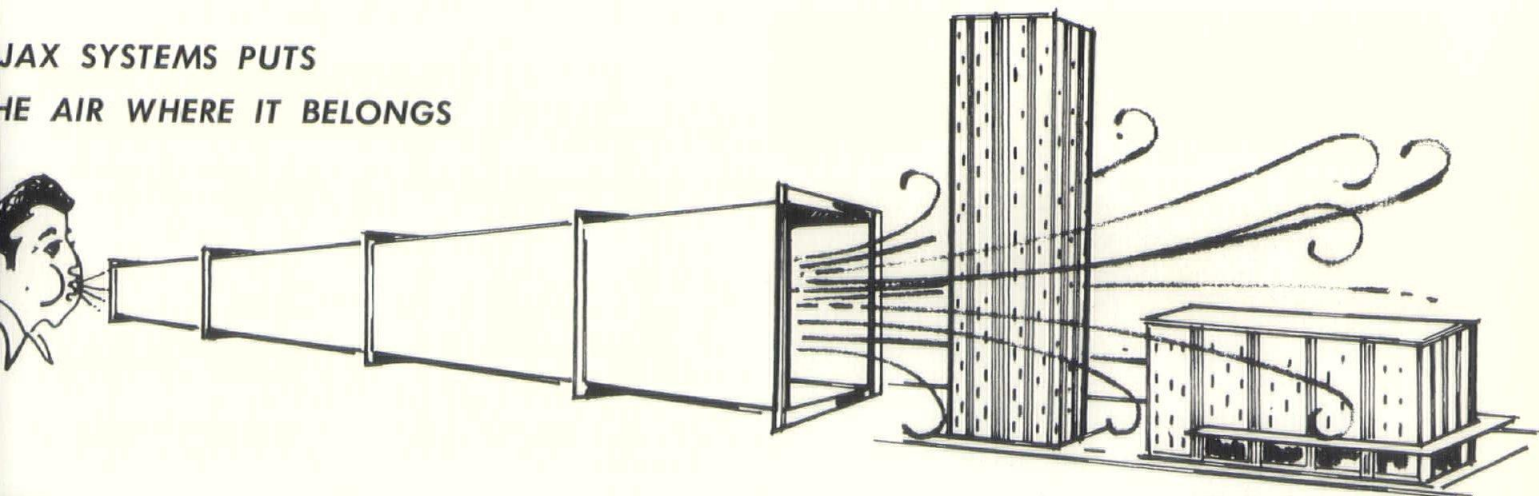
For all low or high velocity air conditioning ducts

For any type of building

One service: One responsibility for

PIPING, FITTING, DAMPERS, SOUND ABSORBERS

**AJAX SYSTEMS PUTS  
THE AIR WHERE IT BELONGS**



# MILWAUKEE STOVE & FURNACE SUPPLY CO.

70 W. State St.

Milwaukee, Wisconsin

Phone (414) 453-1100



# Certified, Guaranteed and Insured Electric Heating Costs –

## Before Installation!

This is the performance contract  
which assures the  
satisfaction of your client.

And it is offered in writing  
by the CGI Group of the  
Electrical Contractors' Association,  
Milwaukee Chapter.



Your CGI Electric Heating Contractor, a member of the Electrical Contractors' Association, Milwaukee Chapter, actually guarantees the fuel costs of new electric heat installations. This guarantee certifies that home electric heating bills will not exceed a stated amount. Your concern about operating costs of electric heat is eliminated. Your client knows, in advance, what his operating costs will be.

Only CGI Contractors, with their great experience in the electrical field, could offer such a guarantee. There is no longer any need to deny your clients the advantages of electric heat because of uncertainty about costs.

Modern heat is electric heat . . . and today's heating expert is your Qualified Electrical Contractor.

*For Information call*

# 273-6916



**ELECTRICAL HEATING CONTRACTORS**  
DIVISION OF  
**ELECTRICAL CONTRACTORS'**  
**ASSOCIATION, MILWAUKEE CHAPTER**



# advertisers index

Biersach & Niedermeyer .....	34
Bradley Washfountain .....	33
Buhler John Company .....	35
Century Fence .....	32
Concrete Research Inc. ....	2A
Duwe Precast .....	34
Electrical Contractors Assn of Milwaukee .....	42
Falls Block Co. ....	37
Federal Refrigerator Co. ....	3
Filkins Edward Co. ....	43
Marathon Millwork .....	5
Medusa Portland Cement .....	38
Milwaukee Area Bureau for Lathing & Plastering .....	44
Milwaukee Stove & Furnace Co.	41
Newman Brothers .....	35
Novotny Inc. ....	35
Northwestern Elevator .....	8
Peters J. W. & Sons .....	6
Portland Cement Association .	2
Real Refrigeration Co. ....	43
Sheet Metal Contractors Assn of.. Milwaukee .....	31
Spancrete Industries Inc. ....	7
Structural Consultants Corp. ..	40
Temperature Systems Inc. ....	35
The Downey Company .....	36
Trane Company .....	4
Ver Halen Inc. ....	43
Wisconsin Electric Power Co. ..	40
Wisconsin Gas Company .....	39

## Complete Service to the Air Control Industry

### AIR PROBLEMS SOLVED

by  
Heating, Cooling, Ventilating  
Featuring

MAMMOTH—JENN AIR  
AIR GUIDE—BOHN—A.C.  
COOL AIR—AIR-MAZE



**EDWARD  
FILKINS, INC.**  
161 W. Wisconsin Ave.  
Milwaukee, Wis. 53203  
Phone 276-7310

## Coolers — Freezers

Air Conditioning & Heating

Ice Making Equipment

Humidifiers &

Dehumidifiers

Consult with us on your next job.

## REAL Refrigeration, Inc.

3551 N. Teutonia Ave.  
Milwaukee, Wis.  
Phone 873-0920



VER HALEN, INC.  
EST. 1911

## Ver Halen, inc.

CONTRACTORS — DISTRIBUTORS OF BUILDING PRODUCTS

Quality Products Plus Expert Craftsmanship  
Equals Satisfied Customers

Acoustical Ceilings  
Sound Control—Air Distribution—Illumination

Partition Systems  
Movable—Demountable—Permanent  
Wood—Steel—Glass—Aluminum  
Plastic Laminates—Various Finishes

Floating Floor Systems  
Raised Access and Data Floors

Pella Wood Sliding Glass Doors  
For Weathertight Installations

Pella Wood Windows  
Awning—Casement—Double Hung—Pivot Fixed  
Slimshades—Rollscreens  
For Residential and Commercial Buildings

Pella Wood Folding Doors and Partitions  
For Flexible Space Dividers

Baker Steel Scaffolds  
For Off-the-Floor Work

**Branch Office**  
704 Lombardi Avenue  
Green Bay, Wis. 54305  
(414) 435-3791

**General Office**  
P.O. Box 8230  
4700 N. 124th St.  
Milwaukee, Wis. 53225  
(414) 463-7700

**Branch Office**  
5502 University Ave.  
Madison, Wis. 53705  
(608) 238-0241

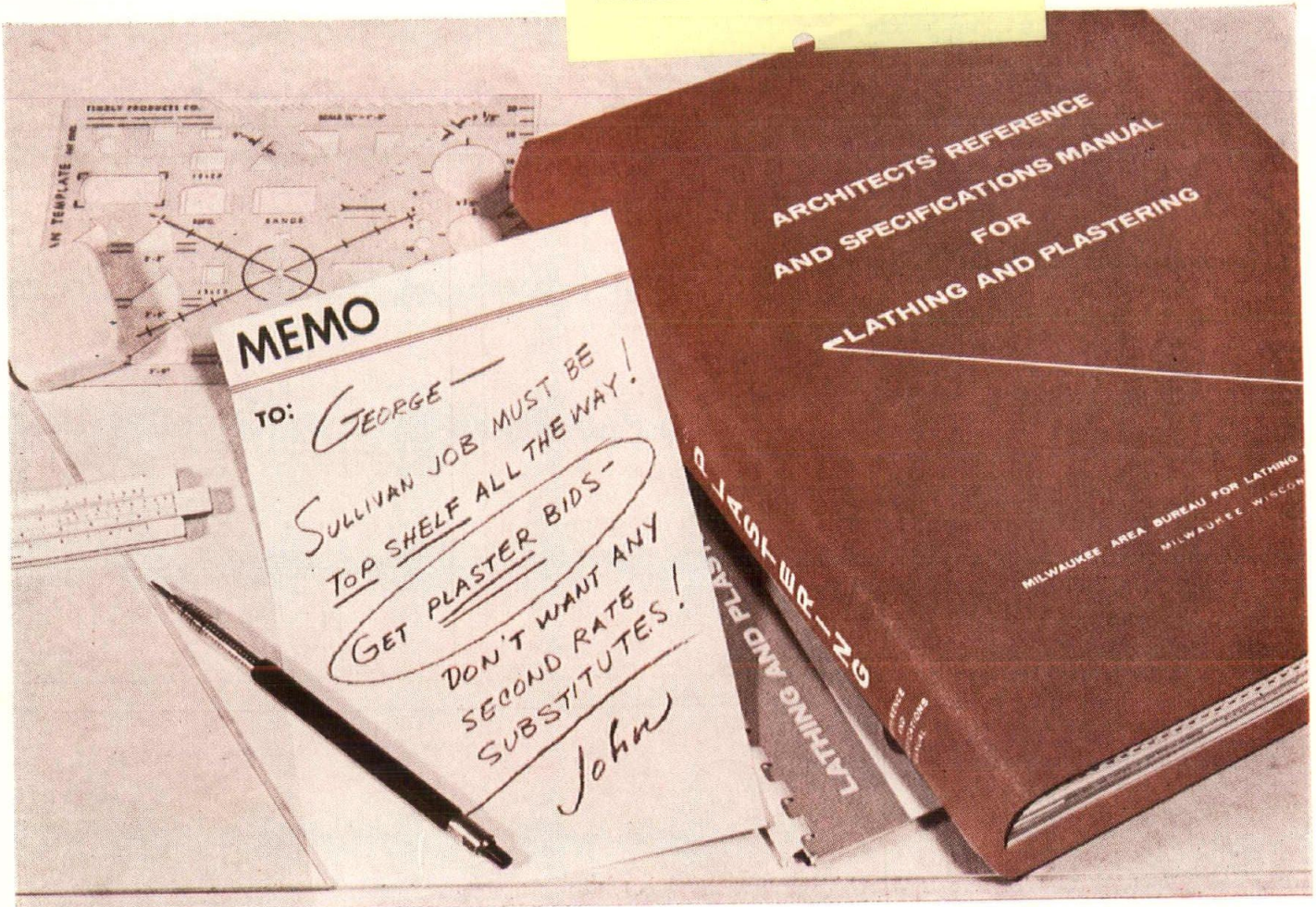


WISCONSIN ARCHITECT  
785 North Jefferson Street  
Milwaukee, Wisconsin 53202

Return Postage Guaranteed

MR. GEORGE F. PETTENGILL  
1735 NEW YORK AVE. N.W.  
WASHINGTON, D.C. 20006

BULK RATE  
U. S. POSTAGE  
**PAID**  
MILWAUKEE, WISCONSIN  
PERMIT NO. 16



## A first class job deserves a first class product. Specify **plaster**!

More and more builders are realizing that today's quality is directly related to tomorrow's new job. Maybe that's why more and more builders are suddenly becoming quality conscious.

When specifying plaster you know you're going first class. Look at the record: Plaster is fireproof. Plaster sounds better — eliminates more between room noises than any look alike substitute material. Plaster main-

tains and decorates easier and better. In fact, plaster is about the most versatile building material around.

And here's the clincher — *You'll find that genuine plaster actually costs no more!*

When is the last time you got a quality plaster bid? Isn't it about time you did?

It might be good for your quality image.

*Specify genuine lath and*

# PLASTER

*it lasts*

MILWAUKEE AREA BUREAU FOR LATHING AND PLASTERING  
3274 N. 77th Street, Milwaukee, Wisconsin 53222 • Call A. T. Krueger at 442-4650