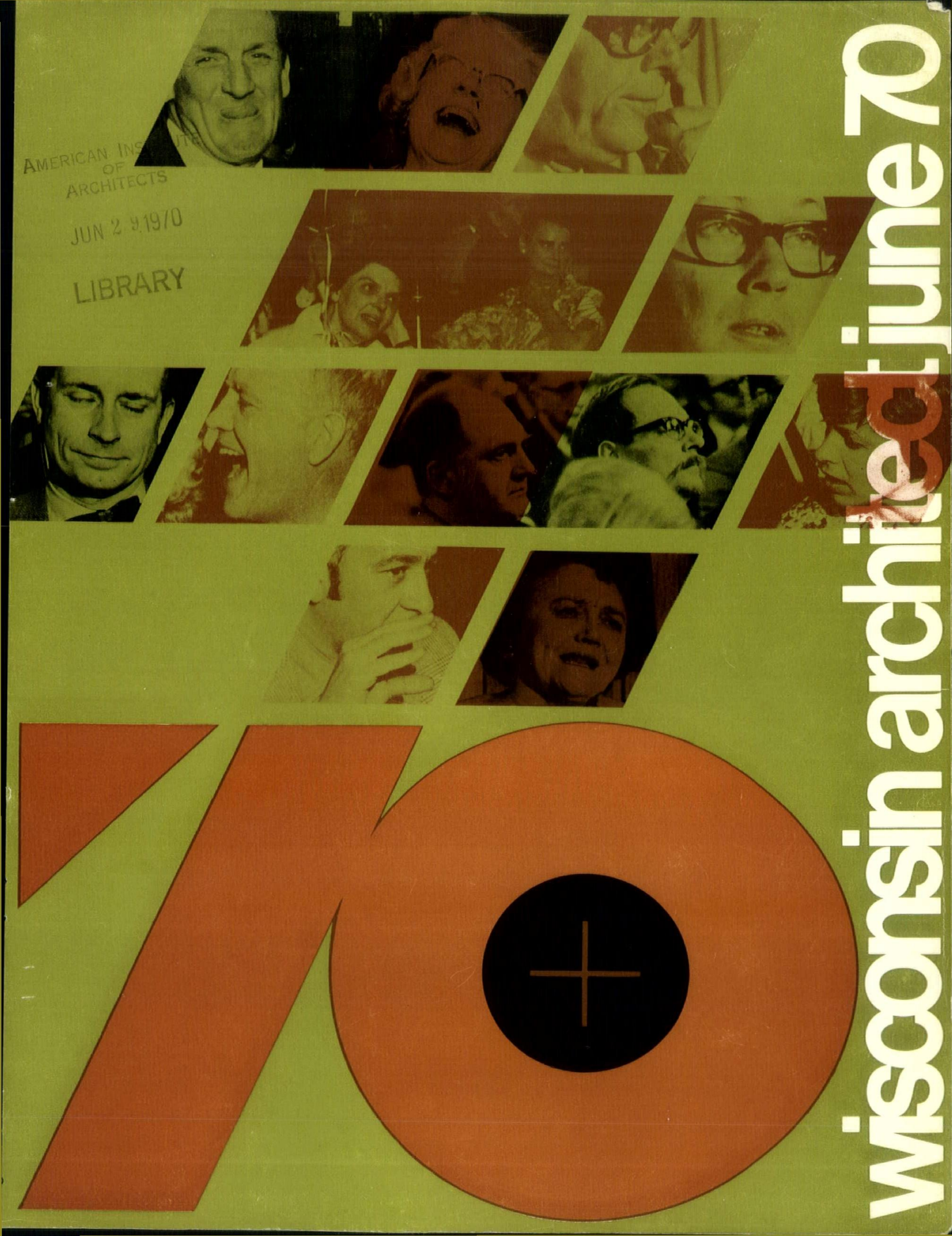

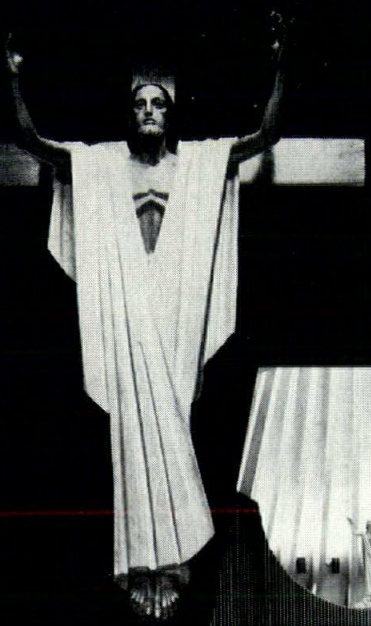

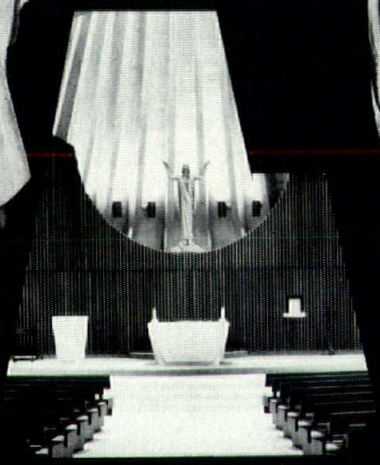

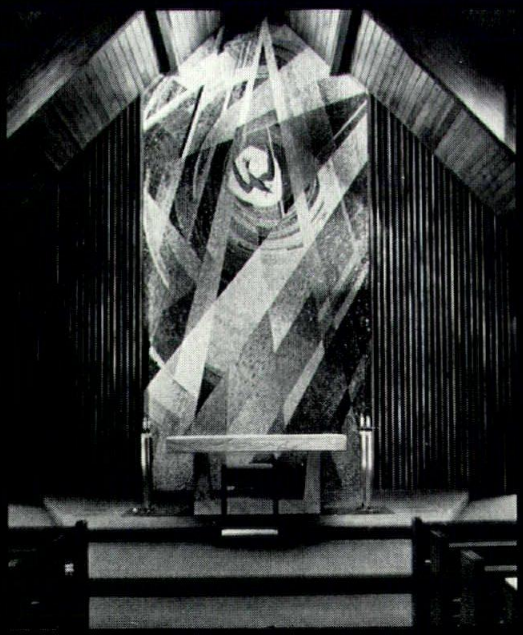

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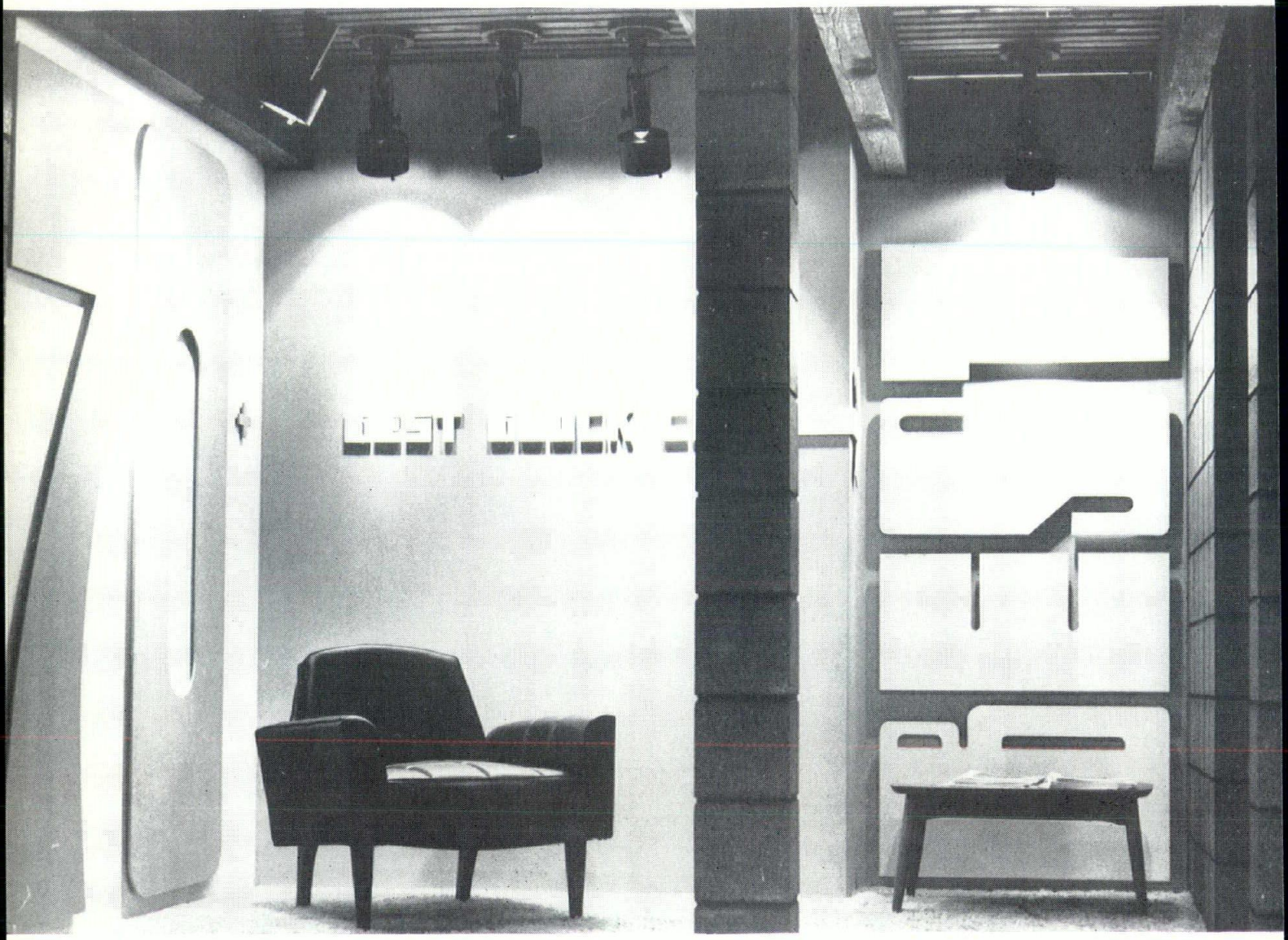

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The Students Speak...

Returning from the 21st convention of the Wisconsin Chapter A.I.A. where rumors about the student strike abounded, I spent an afternoon at the Students Union on campus at Milwaukee with some of the architectural students at UWM.

I came away from this meeting with a deep sense of frustration and the conviction that another report and another interpretation by an outsider or a member of the so-called "establishment" just wouldn't do.

I found the architectural students neither militant nor seeking an out, but, instead actively incolved groping for answers to very difficult, complex and confusing questions.

It seems only natural, therefore, that the students should speak directly and without interpretation to the members of the architectural community. We extend an invitation to all students at the architectural school as individuals or groups as they may choose, to express their view in this column, which we hope will continue as a monthly feature of this magazine. Ed.

We, architecture students involved in the nation-wide student strike, share the concern of our community and of many professional organizations that are questioning our country's continued involvement in the Indochinese War and the repression suffered at home. Because of the misleading public image presented by the mass media, we feel it is our obligation to clarify our position and present the real issues behind the strike.

News media sensationalism — to be expected if it has to "sell itself" — has exaggerated and even invented violence and distruction. In reacting only emotionally it has again overlooked the real educational value of the strike and has failed to evaluate the issues raised by protesters. The strike offered an opportunity for students to reasess their positions on national policies, to survey the developments of the war and to commit themselves to ending the war by those means which they felt were effective. Protesters have been categorized as being violent rioters, communists or at the least as being unpatriotic. Such categorization does not give due regard to the issues and persons involved, thereby allowing the public to avoid evaluating the problems because it has been conditioned to refuse anything labeled with such names.

The main issue of the recent strike was the military invasion of Cambodia without consultation or approval of the legislature. The emotional basis for the tremendous forces it gathered nation-wide was exploded by the senseless killings at Kent, Augusta, and Jackson. This and the other issues of the strike — unjustifiable U.S. involvement in Southeast Asia, a too powerful industrial-military complex, the draft, the admitted dishonesty of the administration in the presentation of facts, racism, the unjust court system, suppression of dissent, indiscriminate use of natural resources, and questions about the content of current education — boil down to a protest against the inhuman climate in this country that allows any one of these things to happen, and to a distrust of all institutions that wish to further that climate and preserve the status quo.

There is evidence of a major social change in this country. Increased attempts of the existing institutions to suppress dissent and the inability of dissenters to effectively communicate with them is made evident by larger and more violent protests. At the same time by frustrating otherwise non-committed persons it has mobilized forces that are willing to work seriously to bring about change in those institutions. The major obligation of all institutions and organizations is to anticipate this social change, which we call humanization, and to honestly reevaluate their position and activities in relationship to the real needs of people.

The School of Architecture at UWM did take this opportunity to begin a reevaluation of its activities. It did get involved in the strike, mostly in sympathy to the strikers, but "officially" because the downtown building wouldn't have been safe should there have been some sort of violent confrontation. The regular program was discontinue on Thursday, May 7. Students met again several days later in a meeting at the home of a faculty member, but moved to the "liberated" Student Union in order to identify with strikers. Every student was given the option of doing what he felt was "relevant" to the situation during the last weeks of the semester. Faculty members were available for those who wished to continue their projects. Other students felt that it was more relevant at this time to reevaluate the program of the School of Architecture. A series of seminars was initiated by them to discuss problems of communication outside the university community, what had been done during this first year of the school's existence, whether the curriculum needed changes, problems connected to moving into an old dormitory building on the main campus in fall and the development of a more effective relationship betwee the school and the whole university community with the school as an activity center for the campus.

The majority of students endorsed the school's educationa concept of developing an understanding of social problems in relationship to building rather than the training of "master builders." More options and an enriched program are needed to meet individual student's interests. Many students finally realized that learning is not only a classroon — but an individual and independent experience. They themselves would have to recognize and eliminate the

eficiencies in the program. Attempts were made to open up he communication barrier between the school and rofessionals in order to make those people who are involved n practical building and design experience available as nformation or training resources to students. Together they ould discuss concepts and practices that either thought equired reevaluation. We will try to organize a seminar or ecture and discussion program in which architects and tudents can be involved in the learning process together on friendlier and more personal basis.

The seminar and discussion program of the School of rchitecture that was developed during the last weeks of chool did keep that school together, and kept many people nvolved that didn't want to be active in the main student trike. On the other hand, it is unfortunate that the school solated itself from the broader student initiated workshop rogram open to the whole university. In only talking about s public image it missed the opportunity of actually reating an image as a coordinator of activities concerning he whole student community. The workshops dealt with a uch wider range of subject more important in view of the ational situation. It included methods of protest, nplementing changes, problems of communication, nformation about national policies and their results, social roblems and organizations that deal with them and the role f education in preserving or changing our life style.

People wonder why our educational system has been ttacked by strikers at the same time as they attacked U.S. oreign policy. The two are related. Schools for the most art train persons to become experts in a single field of tudy. The time element limits them to learning professional kills. They leave the university with little understanding f social problems. They have even less knowledge of skills or getting information about these problems or how to nplement the changes that are necessary. They have ecome products trained to make products. U.S. foreign olicy is a product — it seeks security of investments abroad nd security of its position as the dominant world power. n order to have a worthwhile product however, there must e an understanding of "process." In order for our ducational system to be effective it must be "process" oriented. It is a training in problem solution — how to learn, where to get information, how to evaluate and make decisions and how to reevaluate and to make adjustments according to new information. What was the process by which our national foreign policy was determined? How much evaluation of the needs and desires of these people this nation seeks to "liberate" served as input to policy making? Was there an analysis of the "method of production" — military intervention — in achieving a satisfying product? What about the reevaluation of policy in terms of new information? The products of U.S. foreign policy have been military — not human. Until this country is educated in problem solution and in understanding human needs its products will be worthless and harmful.

The "process" — each individual being able to act with an understanding of human needs as well as professional skills — is what education is about. Process can be learned while working on solutions of real problems in the "real world." Students could avoid the frustrations of working on fake problems. They could independently determine which ones they thought were most important. Education would go beyond a limited space or time. Professionals and students would be in a better position to evaluate new and to reevaluate old concepts together.

In the process of evaluating what we hadn't done we realized that we had isolated ourselves from people with practical experience. We have also realized that those people have made few channels open to us other than through employment. We want a commitment on both sides to end that situation. We also want a commitment of both to evaluate the current national situation; not as professional experts, but as human beings who can understand the needs of others as well as their own. We feel that the AIA should use its professional skills and political power to work for an immediate end to the war in Southeast Asia and a solution to social problems at home.

Bob Westphal
Gary Emerson
Philip Graupner

Fire Rating Changes in Wisconsin

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Proposed revisions to the Wisconsin Building Code will cause a considerable shake-up in the fire-rating status of many structural systems. These revisions to Wisconsin Code IND 51.04 will probably be printed about the Fall of 1970 and become effective about the beginning of 1971. Architects practicing in Wisconsin should be aware of the nature of the changes and their effect on the rating status of particular systems and products. For example, the familiar pan-joist floor which rated three hours with a 2½-inch slab will now require a 6¼-inch slab for the same three-hour rating with normal-weight concrete. Also, unless certain conditions are met, some prestressed systems formerly given a blanket four-hour rating will be hard pressed to achieve a two-hour rating without resorting to extra protective applications.

What Does the Hourly Rating Mean?

Before delving into the details of the new code changes, let us first briefly review the basis of establishing fire ratings.

As a measure of resistance to fire, the endurance or rating is expressed as the length of time a building element will withstand a *standard* test fire before failing in some way. "Failure" may be structural collapse, but it may also be excessive transmission of heat through an assembly so that it fails to be a satisfactory barrier against spread of fire.

In the earlier days of building codes, requirements for fire resistance were of the specification type, spelling out the details of acceptable construction based principally on experience and judgment. In recent years, more and more reliance has been placed on the results of standard fire tests. Ratings of many products and systems have been established directly by tests. Research testing has also been used as the basis for establishing or modifying code requirements of the detailed specification type, as well as for developing the engineering-science aspects of fire protection.

The accepted standard for testing is ASTM E119, "Standard Methods of Fire Tests of Building Construction and Materials." According to this procedure, the specimen to be tested is placed on a test furnace which is fired so that the temperature below the specimen follows a prescribed curve, reaching 1300° in ten minutes, 1700° in one hour, and 2000° in four hours. During the test, the specimen is loaded to its design or working load. Surface temperature is also measured at the top (unheated surface) of an assembly. If the average temperature of the unheated surface rises more than 250°, this constitutes an "end point" of the test by heat transmission. Structural collapse into the furnace also obviously is an "end point." The length of time from the beginning of firing to a structural or heat-transmission end point is the rating of the specimen.

The hourly rating referred to in the codes means length of resistance to this standardized fire of ASTM E119. This has become the rating norm throughout the country. It is questionable whether this standard fire is a realistic representation of an actual fire likely to occur in a given building. However, it will probably continue to be the basis of endurance ratings for some time to come.

What Changes are Forthcoming?

The code will now provide for three methods of establishing the fire rating of building elements. In additi to the acceptance-test method and the modified standards method previously available, the code will now recognize a *calculation method* by which a rating may be determine using a rational design procedure.

(1) Rating by Test by Approved Laboratories (IND 51.043)

This is not a new rating method. However, changes recently made in ASTM E119, which is the basis of this rating method, will have a significant effect on the rating status of many products and systems. Underwriters' Laboratories is now in the process of reevaluating their ratings previously established by tests, in the light of the new E119 provisions. Revised ratings are expected to be published about January of 1971, which is about the tim the new Wisconsin Code provisions are expected to beco effective.

The major change which requires all this reappraisal is the creation of *two* distinct ratings for each floor or roof assembly or member. Both a "restrained" and an "unrestrained" rating are to be established. "Restraint" refers to substantial resistance to longitudinal thermal expansion of a specimen subjected to fire. The presence or absence of substantial horizontal thrust caused by restraint against expansion has been known to be an important factor in determining the structural endurance of test assemblies. (The thrust generally serves as a beneficial prestressing force aiding the load-carrying capacity of the system.) Previous tests were generally conducted "restrained" according to the new standard. Now, it is also required that the *unrestrained* performan be evaluated. This can result in a substantial decrease in rating for some systems tested in an unrestrained manne

Since two separate ratings will exist when the test method is employed, it will be necessary to determine which of the two conditions applies in a given situation in an actual structure. Presumably, the criterion for deciding whether restraint exists will be the guidelines in appendix of the latest version of ASTM E119 which contains definitions and tables outlining restrained and unrestrained conditions.

(2) Rating by Typical Examples of Fire-Resistive Standards (IND 51.044)

The revised code will contain tables illustrating standard of protection which may be used as a method of establishi fire ratings of structural elements. These are new tables and much more extensive than those in previous versions of the code and certain requirements are much more stringent than in the past.

For example, concrete will be classified according to three basic types of aggregates (calcareous, siliceous, or lightweight). Types of construction include:
Structures without applied protection:

Ordinary reinforced concrete } poured-in-place and
Prestressed concrete } precast.
Masonry and reinforced concrete walls
tructures with direct applied protection (steel)
tructures with suspended or attached protection (concrete nd steel)

Ordinary Reinforced Concrete: Requirements for concrete over will be a similar to those of the past except for minor djustments. However, minimum member dimensions will ow be required, with floor slab thicknesses being drastically ncreased to prevent heat transmission. For example, for four-hour rating, a column must have at least a 12-inch hickness and not less than 144 square inches of section. normal-weight slab may not be less than 7 inches thick or a four-hour rating and 6¼-inches for a three-hour rating except for roof construction under certain conditions). For ormal pan-joist construction, these new minimum-imension requirements make it virtually impossible to btain a four-hour rating without applied protection because he minimum web width will be 8 inches and a 7-inch slab vill be required. A three-hour rating for pan-joists without pplied protection also appears impractical except possibly or roofs because of the 6¼-inch slab required except where eat transmission requirements are waived.

Prestressed Concrete: These requirements are all new. hicknesses of cover over steel (which are sufficient for the nrestrained condition and a simple span) are greater than or ordinary reinforcing because at high temperatures, restressing wire loses strength more rapidly than mild steel. Minimum member dimensions are also required. Minimum lab thicknesses are similar to those required for ordinary einforced concrete because they are governed by heat ransmission, but minimum web widths for beams and joists re even greater than for ordinary reinforced concrete.

Structures with Applied Protection: This portion of the ode has been expanded from previous versions. Types of rotection are divided into those applied directly to the tructural member and those suspended or attached such as y furring.

3) Rating by Approved Method of Calculation (IND 51.045)

This is an entirely new rating method. The first two nethods obviously do not cover all possible design onditions. There are many variables which influence the ndurance which would result if a given structure could be ubjected to the "standard fire" of ASTM E119 This alculation method allows for the application of engineering lata and research in the rational calculation of fire ndurance.

Calculation procedures are not spelled out in detail in he code. However, calculations are to be based on the time-emperature curve of ASTM E119, together with laboratory esearch data regarding thermal characteristics of the naterials and proper evaluation of the effects of span type simple or continuous) and degree of longitudinal restraint gainst expansion. The authors infer that the code will lso require that floor assemblies meet the heat-transmission equirements of E119, that ultimate load capacity shall be t least 1.0 times the full design load during the endurance eriod, and that fires need not be assumed to exist imultaneously both above and below an assembly.

Strength of structural members exposed to fire is rincipally influenced by the temperature of critical portions or elements made of steel. As these elements heat up, a point is reached at which the steel strength is reduced enough to allow yielding of the heated area and eventual collapse at design load. The endurance of many floor or roof constructions of this sort can be computed using available data relating steel strength to temperature and temperature to endurance time for the given protecting materials by means of an ultimate-strength calculation.

Who Says We Need Three Hours?

No doubt these forthcoming code revisions represent an improvement and updating in establishing realistic hourly ratings of structural members in terms of resistance to an ASTM E119 fire. But this leaves unexplored the whole question of whether the hourly ratings required for given buildings are appropriate or not.

It is clear that a building with a high rating, say four hours, gives a sense of security. But this may be a false sense of security. In the United States, with our generally high level of required fire ratings (higher than most other countries), we also have a higher death rate from fires than any other country. The fact is that more people die from smoke inhalation and suffocation than from structural collapse. A building with a four-hour rating may be "unsafe" while a two-hour rated building with better ventilation may be far superior from a life-safety point of view.

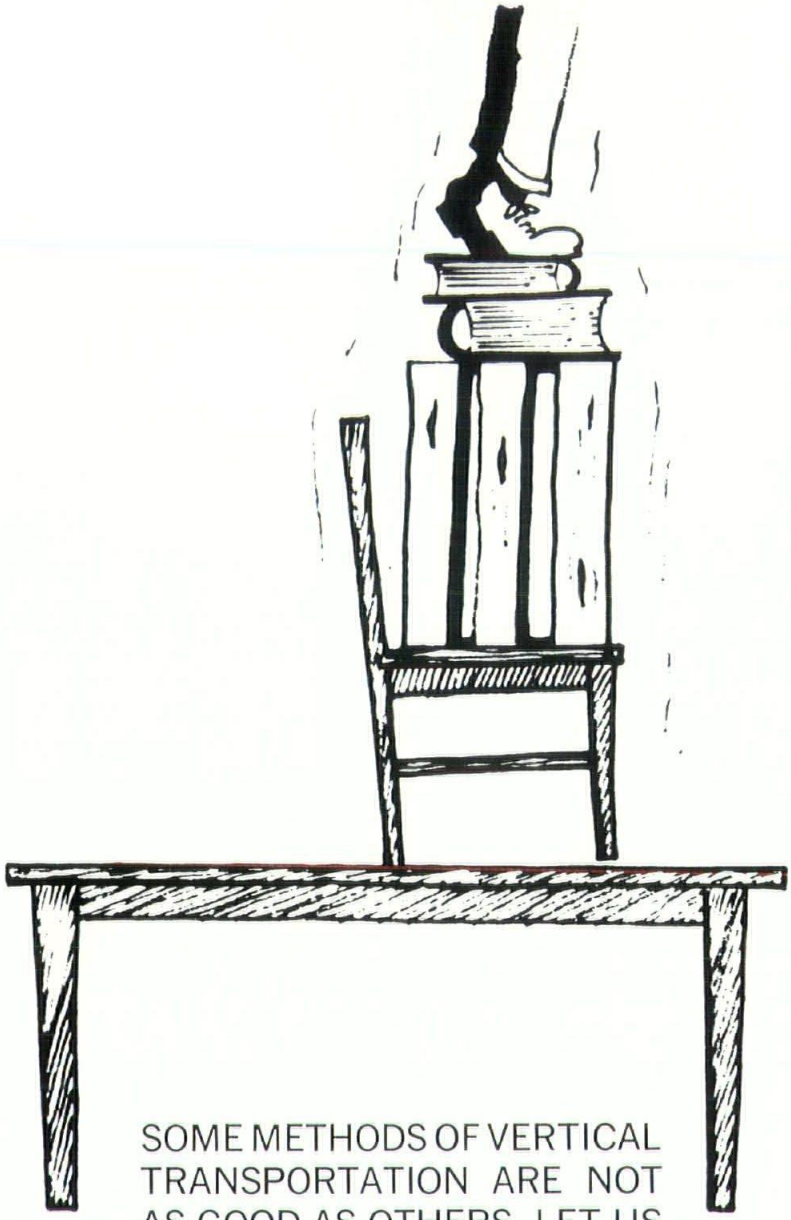
But even from a purely structural point of view, required ratings are badly in need of review. As stated previously, although the "standard fire" of ASTM E119 is the accepted standard "yardstick" for rating or comparing behavior of members exposed to fire, it is questionable whether it realistically represents the effect of a real fire to be expected in a given building. The ASTM curve, adopted in 1918, was intended to represent a fire likely to occur in a burn-out of contents and structure of a brick bearing-wall building with wood floors typical of that day.

Since that time, some data have been obtained from large-scale burn-out tests in buildings and special test buildings which are indicative of temperatures representative of real fires. Figure No. 1, adapted from an article by L. G. Siegel,* shows approximate temperatures measured in certain burn-out tests with various amounts of material (wood) available for combustion. Temperatures and durations were quite variable, but certain trends are clearly apparent: (a) early peaks somewhat above the ASTM curve are likely, (b) no real fire is likely to follow the continually-rising temperature pattern of the ASTM curve, and (c) a sustained period in excess of 1½ or 2 hours would require a very large amount of combustible material.

Obviously, many variables enter into the determination of probable fire intensity and duration. Before code changes involving any sophisticated system reflecting these variables can be made based on well-documented theory and experience, a great deal of testing and study will be required. But it is the authors' contention that those involved in building design should promote the development and use of rational methods for fire protective design.

The question of what hourly ratings should be required for various occupancies is now being reviewed by a code committee. This review is necessary and timely, especially because of the increased thicknesses of members and protective materials required by the new code provisions to

(Continued on page 42D)



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By Dorothy Schweitzer, Executive Secretary

Plaudits For WAL-Milwaukee

WAL-MILWAUKEE'S ability to raise money is always praiseworthy. Their success is predicated on the choice of functions for the purpose that invariably induces the mutual enjoyment of all the participants. Who could ask for a better formula? Also, the members are innovators. Who would think of a winter picnic and top it off with a blizzard? Each year the activities are different, or maybe an idea previously used is given a new twist.

Added to the social aspect of fund-raising is an annual program of architectural education for the members dedicated to the splendid idea that a woman better informed and understanding of her husband's profession, makes for a mutual awareness and appreciation of that part of their life together. This year they have been exposed to the relationship of the Architect to his environment and his political role in the community.

Last season's most ambitious undertaking was a Theater Party involving a festive dinner in Bradley Hall at the new Performing Arts Center, and the rollicking version of "Canterbury Tales" in the music hall. The picnic idea has become tradition, at any time of year but never quite the same, and when an auction of articles donated by the members is involved, as well as a spirited auctioneer, it is a lot of fun. Possibly one of WAL's smoothest operations is a tour of a group of Chapter members' homes — the catering and service are superb. This resume is only a sampling of their ventures begun some ten years ago.

WAL's contributions this past year, resulting from their fund-raising, have been diversified in new and interesting directions:

- $1,000 has been given to the School of Architecture for augmenting the Slide Collection WAL instituted last year when they presented to Dean John W. Wade a sum of $3,000 for the purpose, the money coming from one-half their contributions to Wisconsin Architects Foundation which had been invested for a future purpose connected with the anticipated school.
- $200 was presented to The Octagon (AIA-Washington, D. C.) for an antique table in connection with the renovation of that historic building.
- Locally, in Milwaukee, WAL members have found particular respect for a neighborhood project WAICO (Walnut Improvement Council) in which a number of local architects are involved to aid in community improvement in the inner city. To this project WAL contributed $400.
- Of great interest to the Chapter membership should be the fact that WAL-MILWAUKEE is pioneering in providing $600 to Wisconsin Architects Foundation for the initial establishment of a year's scholarship for a worthy female student at the School of Architecture. If no suitable recipient is available, the money is to be invested for that future purpose, and the fund will be added to from year to year.

All praise to WAL-MILWAUKEE, your Board of Directors, Committee Chairmen and members, and your President, Mrs. Charles Harper. What enterprises lie ahead? Cooperative interest by Chapter members will continue to be an essential element of any WAL group's success, throughout the State and throughout the United States.

Final Tuition Grant Graduate

Of the 80 Wisconsin architectural students who received Tuition Grants from Wisconsin Architects Foundation, the final one to graduate, in the program's tapering off, was Robert DeBruin of Appleton. Commencement exercises at the University of Detroit occurred on May 2nd, at which time this student received his B.A. Degree Cum Laude in Architecture, graduating first in his class of some 25 students, with an overall G.P.A. of 3.15/4.0. He had achieved all A's during his final semester.

The School of Architecture at Detroit operates on a cooperative plan and on a tri-semester basis which means that Mr. DeBruin spent alternate 4-month periods working in an architect's office as a part of his training. Since his graduation he has continued to work in that office while completing the final phase of his thesis, which, we understand, is entitled "Child Development School Systems." A sample of his work, one of his design problems, will be published in the next issue.

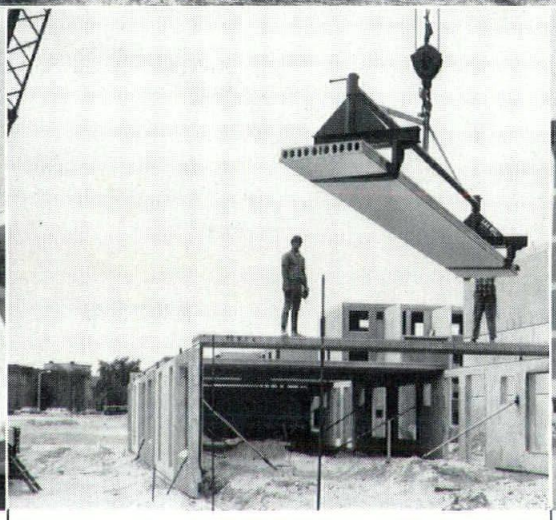
Essentially all of the Foundation's Grant students graduated with distinction. They are most carefully chosen in the first place for scholastic excellence, apparent potential, and particular financial need. Their grades were reported periodically by the schools attended and this gave credence to continuation from year-to-year of further grants. The Foundation's secretary had each student visit her personally for actual acquaintance, briefing on the Foundation's purposes, and, hopefully, encouraging their ultimate return to Wisconsin.

The Directors of the Foundation are giving full attention presently to the extension of student financial aid to take the form of Scholarships, the program to assist worthy students attending the School of Architecture at UWM.

Foundation Annual Meeting

Meeting held on May 22nd, and new members and officers will be reported in next issue.

Spancrete is compatible with most building systems



This is a Spancrete "Systems" Building . . .
The Parkview Apartments in Winchester, Massachusetts used 32½′ Spancrete planks for the open spans and 8′ lengths for the stair landings in this 320-unit, semicircular apartment. Carpeting, linoleum and other finishing materials were applied directly over the Spancrete. Precast concrete walls extend the full 36′ depth of the building. The entire structural shell was precast and erected at the rate of one floor a week for eight weeks.

Architects: Williams & Paige Associates
Structural Engineer: Sepp Firnkas Engineers, Inc.

This is a Spancrete "Systems" Building . . .
This component "systems" building is called an "in-fill" project because new buildings can fill in areas once occupied by one or several buildings within a neighborhood. The entire neighborhood need not be raised. This 267-apartment complex of two, three and four story buildings are being erected for the Lowell, Massachusetts, Redevelopment Authority. Spancrete in 6″ size with lengths to 23′ are used in conjunction with precast stairs, stairwells, landings and window-wall panels.

Architect: Donald Stull Associates, Inc.

BUT this is Spancrete with conventional construction . . .
Here "The Yorker" Luxury Apartments of Edina, Minnesota shortened erection time by using 35′ Spancrete planks for floor, ceiling and roof. The planks became an immediate work deck from which the structure bearing concrete blocks were placed. Scaffolding was unnecessary. Fewer trades were needed. Balconies were easily formed by planks with 4′ cantilever.

Architect: Reese Rova
Structural Engineer: Lloyd Darg

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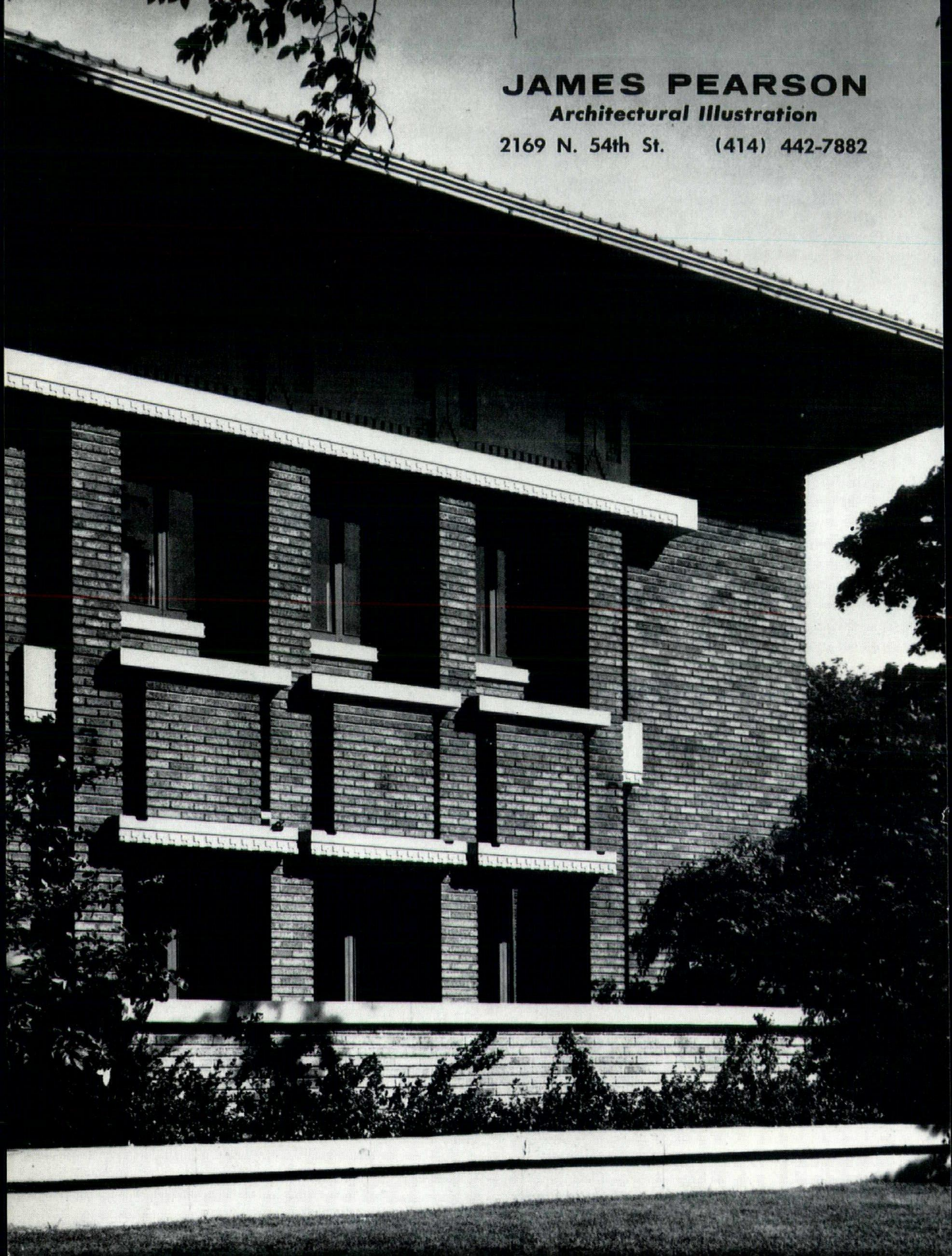
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Milwaukee — 342-7818

AUER HTG. & AIR CONDITIONING CH
Milwaukee — 562-0564

B & H INDUSTRIAL SHEET METAL WKS., INC. BIMV
Milwaukee — 672-4540

BADGER SHEET METAL CO. ABCHIKMV
Milwaukee — 933-4904

BADGER WISCONSIN HEATING CO. CHV
Milwaukee — 352-5040

WM. A. BENZ SHEET METAL PRODUCTS ABCHIKMV
Milwaukee — 781-6980

BERGIN PLUMBING & HEATING CO., INC. ABCHIKV
Thiensville — 242-2720

BONDED HEATING CO., INC. ACHIMV
Elm Grove — 782-8522

BROZEK HEATING & SHEET METAL CORP. ABCHMV
Milwaukee — 462-8120

BUILDING SERVICE, INC. VM
Milwaukee — 453-6786

BUTTERS-FETTING CO., INC. BCHIV
Milwaukee — 645-1535

CASEAR PLUMBING & HTG. CO., INC. CHIV
Menomonee Falls — 251-2630

CENTURY SHEET METAL WORKS, INC. CHV
Milwaukee — 445-6220

F. J. A. CHRISTIANSEN ROOFING CO., INC. AIRV
Milwaukee — 445-4141

COMFORT CONTROL CORP.
Milwaukee — 354-8410

CONDITIONED AIR DESIGN, INC.
Fanklin — 421-1085

CUSTOM HEATING & AIR COND. CHV
Milwaukee — 445-7800

DE GELLEKE CO., INC. M
Brookfield — 781-5300

DEMSHAR HEATING & SHEET METAL CO., INC. ACHIV
West Allis — 321-4242

DEPENDABLE HTG. & SHEET METAL, INC. ABCHIMV
Milwaukee — 464-3080

DIETZ HEATING, INC. ACHIMV
Milwaukee — 744-8016

DOWNEY HEATING CO. BIKV
Milwaukee — 933-3123

DROEGKAMP FURNACE CO. CHV
Butler — 781-9610

BOB G. ENGLER CO., INC.
Horicon — 485-4452

ESCHENBURG HEATING & SHEET METAL WORKS, INC. CHIV
Milwaukee — 562-0945

FORD SHEET METAL & HTG., INC. ACHIV
Milwaukee — 372-1170

ALFRED GOETHEL SHEET METAL WORKS, INC. ABIV
Milwaukee — 873-1100

GOETHEL COMPANY, INC. ABHIMV
Milwaukee — 353-8185

JOHN F. GRAF HTG. & SHEET METAL, INC. ACHMV
Milwaukee — 445-1190

J. GROESCHEL & SON CHV
Milwaukee — 873-8815

GROSS HEATING & AIR COND., INC. CHV
Milwaukee — 444-4300

PAUL J. GRUNAU COMPANY BCIV
Milwaukee — 481-5400

H & S HTG. & SHEET METAL CO., INC. BCHMV
Hales Corners — 425-2460

RAY HELD HEATING & AIR COND. ACHIMV
Milwaukee — 774-0760

HILLTOP CONSTRUCTION CORP. S
Waukesha — 782-3660

LOUIS HOFFMANN CO. ABIMV
Milwaukee — 276-2695

THE HOLMING COMPANY BIM
Milwaukee — 352-3250

A. HORWATH CO., INC. CHIV
Milwaukee — 466-1620

HOYE-BRENNER, INC. BIKMV
Milwaukee — 482-2500

INSULATION SERVICE, INC. M
Milwaukee — 453-2200

J & H HEATING, INC. ACHIV
Port Washington — 284-5589

W. H. JACKLIN, INC. ABCHIV
Milwaukee — 466-7040

F. X. JACOBY, INC. CHV
Milwaukee — 774-3500

KEARNES HTG. CO.
Jackson

KEHR BROTHERS ACHIV
Watertown — 261-5613

KELLY-MOHRHUSEN COMPANY, INC. ACHV
Franklin — 425-5780

KONICKI HEATING & AIR CONDITIONING CO. CHM
Milwaukee — 383-3380

KRAMER HEATING & MFG., INC. ABCHIMV
Milwaukee — 383-0043

LAKESIDE SHEET METAL WORKS, INC. ABIV
Milwaukee — 372-3210

LANGER ROOFING & SHEET METAL, INC. AI
Milwaukee — 871-8800

LAUFENBERG BROS. CO. A
Milwaukee — 744-7739

LINK BUILDERS, INC. S
Waukesha — 542-5373

MANTEI SHEET METAL WORKS, INC. BI
Milwaukee — 645-3114

G. F. MARTH & SON ACHV
Milwaukee — 444-9686

MEMMEL SHEET METAL & HEATING CO., INC. CHMV
Milwaukee — 464-5080

METALCRAFT CO., INC. ABCHIKMV
Wauwatosa — 774-7530

METAL STRUCTURES, INC. IS
Oconomowoc — 567-5604

JIM MICHEL BUILDING SPECIALTIES, INC. M
Milwaukee — 781-3240

MILWAUKEE FURNACE COMPANY, INC. ACHV
Milwaukee — 645-8969

C. A. MOHRHUSEN, INC. CH
Menomonee Falls, Wis. — 251-8900

R. V. MUNDIGLER CO., INC. CH
West Allis — 476-5180

J. M. MUELLER, INC. BCHIKV
West Allis — 453-5100

NATKIN & CO. BHISV
Peoria, Ill. — 1-309-691-1310

NEIS CO. ACH
West Allis — 476-0415

OLIVER CONSTRUCTION CO. MS
Oconomowoc — 786-6180

WM. PIETSCH CO. CHV
Milwaukee — 342-1109

POJA HTG. & SHEET METAL CO., INC. ABCHIV
Milwaukee — 481-9010

POPE ENGINEERING CO. CHV
Milwaukee — 344-6250

QUALITY HTG. & SHEET METAL CO., INC. ACHIMV
Brookfield — 786-4450

RADLOFF SHEET METAL WORKS BHIV
Waukesha — 547-7656

REGALI CO., INC. ABCHIV
West Allis — 258-2144

REINKE METAL WORKS, INC. ABIMV
Milwaukee — 645-8145

REINKE & SCHOMANN, INC. ABIMV
Milwaukee — 964-1600

M. J. RICE CORPORATION CHV
Butler — 781-8470

RIGGERS & ERECTORS S
Milwaukee — 562-1090

JOSEPH ROMBERGER CO. ACHIVS
Milwaukee — 342-4024

SCHUMANN & RODEN CO. ABIMV
Milwaukee — 372-3670

SEIDER HEATING & AIR CONDITIONING, INC. CHV
Milwaukee — 871-0050

STANDARD SHEET METAL DIV. MEDALIST INDUSTRIES ABIM
Milwaukee — 873-7020

W. E. STECKER, INC.
Milwaukee — 444-8858

STEEL KING CONSTRUCTION CO. MS
Waupun — 324-4426

STEGEMAN, INC., HTG. & AIR COND. CO. ACHIMV
South Milwaukee — 762-5060

SUNN HTG. & SHEET METAL, INC. ABHIMV
Milwaukee — 645-5560

SUPERIOR HTG. CO. CH
Milwaukee — 353-4010

SUPER SKY PRODUCTS, INC. AM
Mequon — 242-2000

SURRIDGE ERECTING CO., INC. M
East Troy — 642-5556 Milwaukee — 933-4775

TOTAL COMFORT OF WISCONSIN CHV
Waukesha — 547-6624

TRI-CIRCLE HTG. ACHV
Waukesha — 547-3287

C. R. TUNISON, INC. M
Brookfield — 781-8760

ED. UTTKE & SON HTG.
Milwaukee — 383-2105

VER HALEN, INC. M
Milwaukee — 463-7700

VETTER HARDWARE & SHEET METAL ACHM
Milwaukee — 374-1119

VOIGHT SHEET METAL, INC. ABCHIMV
Milwaukee — 463-4930

W & H, INC. BHIV
Milwaukee — 444-7500

WALSH SHEET METAL & HTG. CO., INC. CHIMV
Milwaukee — 442-7770

WALTERS SHEET METAL CORP. ACHKMV
Milwaukee — 462-5120

WANDREY HEATING, INC. ACH
Milwaukee — 873-0440

WEITZER BROS., INC. CHIM
West Allis — 476-6128

WENNINGER CO., INC. CHIV
Milwaukee — 671-0192

WINKLER SHEET METAL, INC., MECHANICAL CONTRACTORS BIMV
Milwaukee — 354-7100

WISCONSIN BRIDGE & IRON COMPANY AM
Milwaukee — 466-2100

WISCONSIN HEATING, INC. ACHIMV
Butler — 781-6990

ZIEN SHEET METAL CO. CHIV
Milwaukee — 463-6100

"Symbols" show major work engaged in by each firm.

A — Architectural Sheet Metal
B — Fume and Dust Control Systems
C — Residential Cooling
H — Warm Air Heating Systems
I — Industrial Sheet Metal
K — Kitchen Equipment
M — Sheet Metal Specialties
S — Sheet Metal Buildings
V — Commercial Ventilating and Cooling

PPG Performance Glass has made these 37 recent contributions to America the beautiful. (And America the comfortable.)

Architects all over the country are putting up more buildings that use beautiful PPG Performance Glass. The architects of the 37 projects shown below used a PPG Reflective Insulating Glass, for one or more of several reasons: openness, reflectivity, color, drama, visual comfort, or to keep out the heat and the cold.

The list is made up of *Solarban*® installations only, and while it is by no means complete, it does offer a guide to a number of interesting projects in widely scattered locations. For further details, write or call Mr. D. C. Hegnes, Manager, Architectural Construction Service, PPG INDUSTRIES, One Gateway Center, Pittsburgh, Pa. 15222.

ALASKA: Anchorage
International Airport
Architect: Manley and Mayer
PPG Glass: *Solarban (2)*

CALIFORNIA: Los Angeles
Jules Stein Eye Institute
Architect: Welton Becket & Assoc.
PPG Glass: *Solarban (3)*

COLORADO: Denver
Denver Center
Architect: W. C. Muchow Assoc.
PPG Glass: *Solarban (2)*

FLORIDA: Clearwater
Pinellas County Courthouse
Architect: Anderson, Johnson, Henry and Parrish
PPG Glass: *Solarban (2)*

FLORIDA: Cocoa Beach
Cape Canaveral Hospital
Architect: Stevens & Walton
PPG Glass: *Solarban (3)*

FLORIDA: Miami
Mutual of Omaha Regional Home Office
Architect: Houston & Albury Assoc.
PPG Glass: *Solarban Bronze (3)*

FLORIDA: Titusville
Brevard County Courthouse
Architect: Hirshberg, Thompson & Assoc.
PPG Glass: *Solarban (3)*

GEORGIA: Atlanta
Cities Service Building
Architect: Toombs, Amisano and Wells
PPG Glass: *Solarban (2)*

GEORGIA: Carrollton
West Georgia College
Architect: John W. Cherry
PPG Glass: *Solarban (3)*

ILLINOIS: Chicago
Hyatt O'Hare Hotel
Architect: John Portman & Assoc.
PPG Glass: *Solarban (2)*

ILLINOIS: Rockford
Downing Box Company
Architect: Larson & Darby
PPG Glass: *Solarban Bronze (3)*

ILLINOIS: South Chicago
Ardco Corporation
Architect: McCarthy-Hundrieser & Assoc., Inc.
PPG Glass: *Solarban (2)*

MARYLAND: Baltimore
Social Security Administrative Complex
Architect: Myers, Ayers & Saint
PPG Glass: *Solarban Bronze (3)*

MINNESOTA: Duluth
St. Luke's Hospital
Architect: Thomas J. Shefchik & Assoc., Inc.
PPG Glass: *Solarban (2)*

MINNESOTA: St. Paul
Pearson Candy Company
Architect: Cerny Associates, Inc.
PPG Glass: *Solarban (23)*

PENNSYLVANIA: Indiana
East Pike Elementary School
Architect: Robert T. Scheeren
PPG Glass: *Solarban (3)*

SOUTH DAKOTA: Sioux Falls
Airport
Architect: Fritzel, Kroeger, Griffin & Berg
PPG Glass: *Solarban (2)*

TENNESSEE: Bristol
Tri-Cities Airport
Architect: Anderson & Gilliam
PPG Glass: *Solarban (3)*

TENNESSEE: Cookeville
Cummins Engine Company
Architect: Walter E. Damuck
PPG Glass: *Solarban (3)*

TEXAS: Dallas
American Hospital Supply
Architect: Nelson, Ostrom, Baskin, Berman & Assoc.
PPG Glass: *Solarban Bronze (3)*

TEXAS: Houston
One Shell Plaza
Architect: Skidmore, Owings & Merrill and Wilson, Morris, Crain & Anderson
PPG Glass: *Solarban Gray (3)*

VIRGINIA: Fairfax
Fairfax County Governmental Center
Architect: Vosbeck, Vosbeck, Kendrick & Redinger
PPG Glass: *Solarban Bronze (3)*

VIRGINIA: Roanoke
Southwest Virginia Savings & Loan
Architect: Kinsey, Motley & Shane
PPG Glass: *Solarban (3)*

MISSISSIPPI: Gulfport
Mississippi Power Company
Architect: Curtis & Davis
PPG Glass: *Solarban (2)*

NEW JERSEY: Lawrenceville
Public Service of N.J.
Architect: James Laden and Raymond Althouse
PPG Glass: *Solarban (2)*

NEW JERSEY: Wayne
Orban Office Building
Architect: Bernard Rothzeid
PPG Glass: *Solarban (23)*

OHIO: Canton
Kent State University
Architect: Lawrence, Dykes, Goodenberger & Bower
PPG Glass: *Solarban (3)*

OKLAHOMA: Lawton
YMCA
Architect: James Marshall
PPG Glass: *Solarban (2)*

OKLAHOMA: Oklahoma City
Lincoln Plaza
Architect: Halley-Riek and Hester
PPG Glass: *Solarban (2)*

OKLAHOMA: Tulsa
Tradewinds Motel
Architect: Russell Magee
PPG Glass: *Solarban (3)*

OREGON: Portland
Esco Corporation
Architect: Wolff, Zimmer, Gunsul and Frasca
PPG Glass: *Solarban (3)*

PENNSYLVANIA: Allentown
Mack Truck
Architect: Wolf-Hendrix & Associates
PPG Glass: *Solarban (2)*

PENNSYLVANIA: Beaver
Beaver Area High School
Architect: Edwin M. Wallover, Jr.
PPG Glass: *Solarban (3)*

WISCONSIN: Appleton
Wisconsin Wire Company
Architect: Birch-Grisa-Phillips, Inc.
PPG Glass: *Solarban Bronze (3)*

WISCONSIN: Madison
Ohio Products Company
Architect: Weiler, Strang, McMullin & Assoc.
PPG Glass: *Solarban (2)*

WISCONSIN: Milwaukee
South Milwaukee Public Library
Architect: Losch & Haeuser Inc.
PPG Glass: *Solarban (3)*

WISCONSIN: Racine
St. Luke's Hospital
Architect: Hams M. Geyer
PPG Glass: *Solarban (3)*

PPG is Chemicals, Minerals, Fiber Glass, Paints and Glass. So far.

PPG
INDUSTRIES

70 plus

The twenty-first convention of the Wisconsin Chapter, A.I.A., was held on May 6, 7 and 8 at Lake Lawn Lodge, Delavan, Wisconsin. This year's professional program under its theme of 70 Plus turned its attention toward the profession itself, exploring what the future might hold for it. Change, growth, social needs and expanded services were the main topics.

For the first time this year, students of the new School of Architecture at UWM actively participated in the formulation of the convention program and were represented by student Paul Seifert. An event of significance in itself.

Karel Yasko, FAIA, with the U.S. General Services Administration, a former Wisconsinite, ably keynoted the convention. He reported on "operation breakthrough" and, although Kafkaesk images were evoked as he described the tedium involved, he insisted on an optimistic attitude. President of Austin International, Mr. Hamilton Beatty's thoughtful address highlighted the profesional program and we are happy to reprint it in full in this issue. Seminars with Louis de Moll, F.A.I.A., of The Ballinger Company of Philadelphia, D. S. Hegnes, Vice President of Architectural and Construction Services of PPG Industries and Max Cardiff, Director of Design and Construction Division of IBM rounded out the program. Mr. Hegnes reported on research at PPG and its results for the industry. Mr. Cardiff showed a series of slides with the most impressive architecture one could envision. These structures were produced under IBM's philosophy by independent contract architects rather than "in-house" designers. Professor William Stumpf of the School of Architecture eloquently spoke for the need of a competent environment.

The fun and fellowship portion of the convention consisted of a Mardi Gras Carneval and the banquet. Banquet speaker Dr. Cleo Dawson, lecturer and popular psychologist, reportedly moved her listeners with an evangelistic fervor. Following are convention candids.

Mr. and Mrs. William Blake. Mr. Blake is President of the Southeast Section of the Chapter.

Balloons, fun and favors set the scene for the Mardi Gras.

Mrs. Jane Richards is happily entertained by Bill Guerin while Karel Yasko seemingly strains to understand what's said.

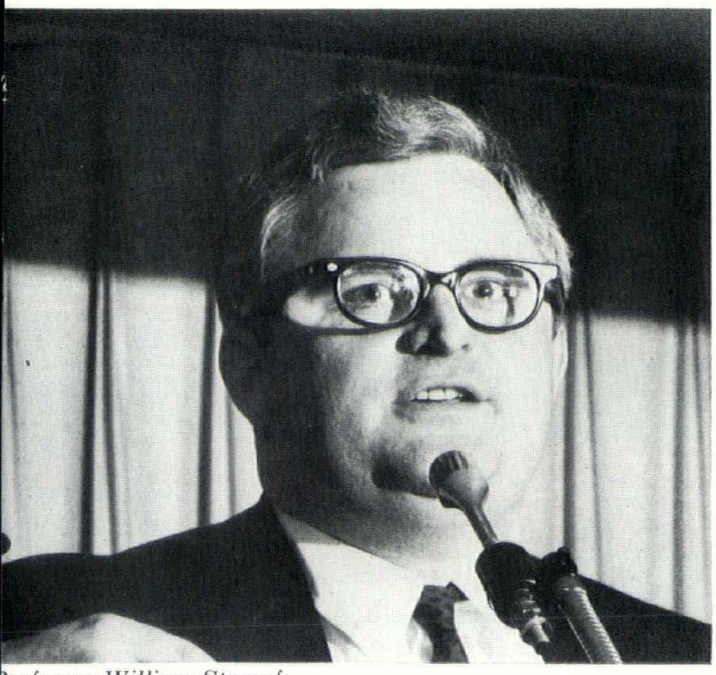
Mr. and Mrs. Douglas Smith enjoying themselves.

'he two sides of Reimar Frank. Mr. Recorder himself, working way with the tape recorder.

President of the Wisconsin Chapter, A.I.A., Sheldon Segel, Mrs. Reimar Frank and her husband sporting an intriguingly false beard.

'eorge Schuett, Secretary-Treasurer of the Wisconsin Chapter, njoying Mort Armour's reaction to the prize he just was anded by Dick Blake who looks most un-Japanese in his uthentic kimono.

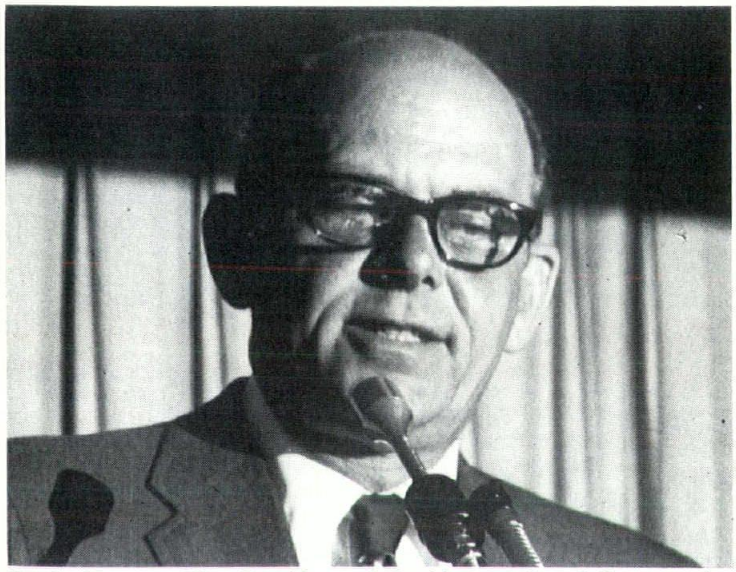
Karel Yasko at one of the seminars.



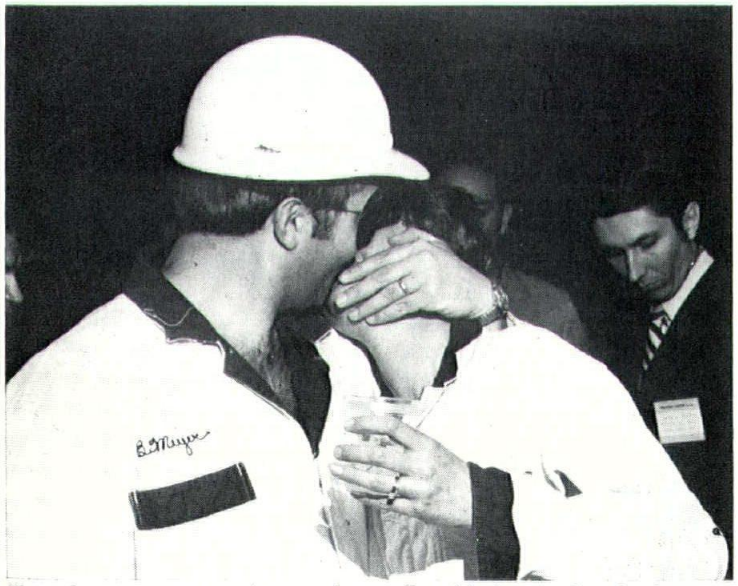
Professor William Stumpf.

Max Cardiff of IBM's Design and Engineering for the Real Estate and Construction Division.

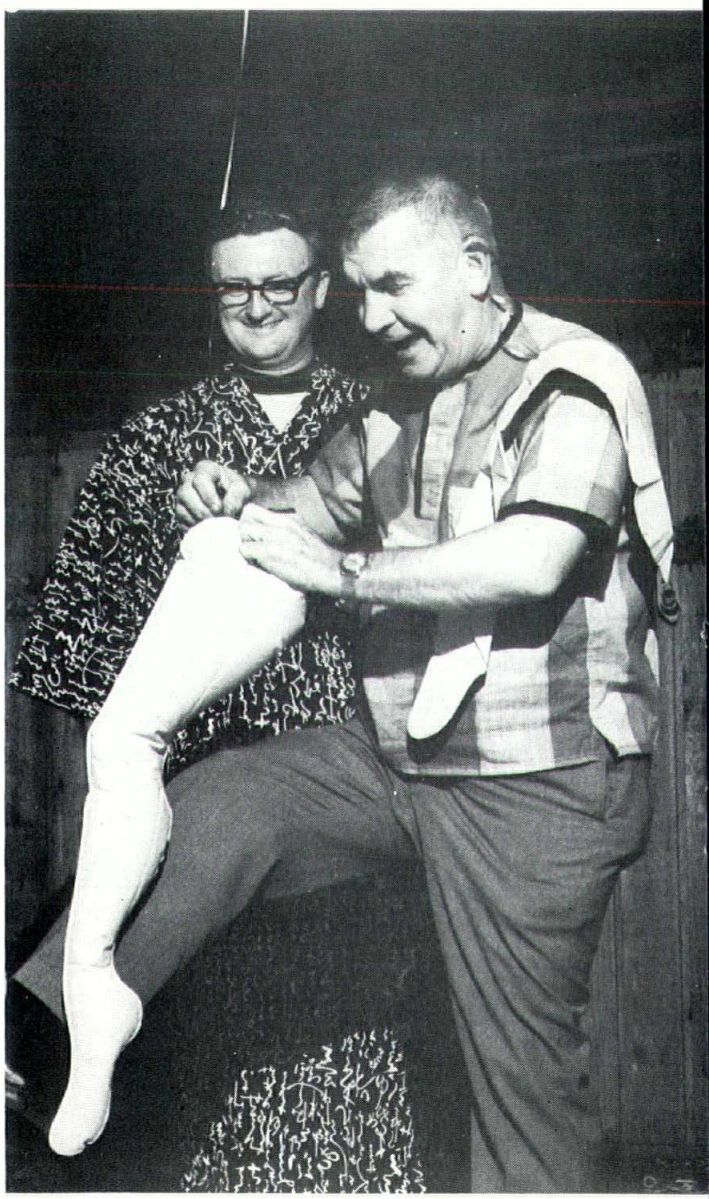
President Segel, Mrs. Joseph Flad, Mrs. George Schuett, Vice-President of the Chapter, Nathaniel Sample and Mrs. Sheldon Seg at the banquet.



D. C. Hegnes, Vice-President of Architectural and Construction Services, PPG Industries.



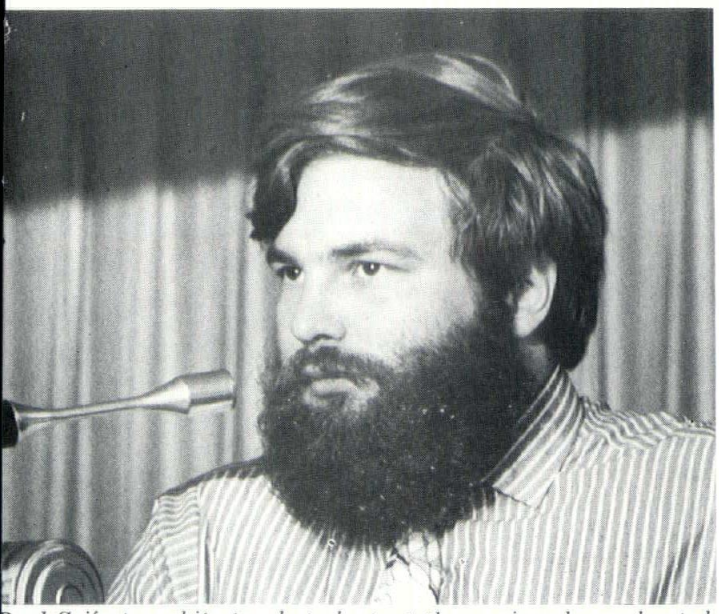
Two happy construction workers. But kissing each other?



Karel Yasko was awarded two ladies legs that put his lungs t the task.

anquet Speaker Dr. Dawson, Joe Flad, Geroge Schuett and Mrs. Sample.

Dr. Dawson with an exuberant "brave."

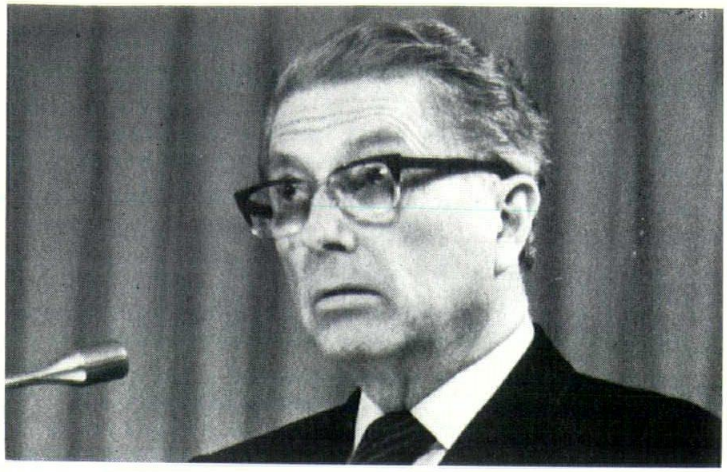


Paul Seifert, architectural student, at the seminar he moderated.

To dramatize the need for barrier-free architecture, wheelchairs were made available for a personal experience and test. Allen Strang, FAIA, dutifully helps his wife who normally is not in need of a wheelchair but seems in this instance to have hurt her ankle.

Success in the 70's

By Hamilton Beatty, President
Austin International



Where are architects going?

This question was posed, with ever-increasing frequency, all through the 60's, and provoked a wide variety of answers. Just as you would expect from certain quarters, the answers were gloomy, despairing, fatalistic.: Architecture is a dying profession. Architects are obsolete. From other quarters the answers were more positive, more constructive in their reach.

Within your own organization — the AIA — each succeeding answer, be it inquiry, committee report, or other response, became increasingly realistic.

The earlier attempts to re-define the architects' role have been criticized as defensive, short sighted, and confused as to purpose. The very fact that those attempts were made, brought forth criticism, and were followed by others, is the important point to keep in mind. They have been the visible, recorded history of the growing awareness within the profession that it is the profession *itself* which must first ask: "Where are architects going?" second, "Where do we want architects to go?" and thirdly, "What must we be doing to get there?"

This concern with the architects' role is not confined to those in this room, the AIA, or the United States. It is of international magnitude.

Here are some headlines from Sydney, Australia. Are they from an architectural journal? No, they're from *The Financial Review.*

First, a three article examination of the profession: *Should architects again become master builders? Architects' "professionalism" is not enough in the modern building business. The new managerial view of space, time and architecture.*

And then two more articles — these by the President of the New South Wales chapter of the Royal Australian Institute of Architects, who is also Dean of the Faculty of Architecture at Sydney University. Here is his headline: *No, architects do not have their heads in the sand.*

In Great Britian, the *Sunday Times* of London on February 1st devoted a full page to the architects' dilemma under this banner:
Architects on the edge of the precipice.

In France, Spain, Germany and Italy the same ferment exists and, of course, for the same reasons as right here at home.

Out of all this turmoil, questioning, analyzing, and public debate we can, I believe, accurately state the position of the architect at the end of the 1960's.

The forces of society impinging on our profession are changing it without our overt action.

The architect finds himself further separated from the main stream of the total building process.

Legal barricades are no longer effective in protecting the architects' role in the building of our environment nor are professional rear guard actions in maintaining the status quo ante.

So much for history — where we now stand. The real reason I am glad to be here today is to share with you my convictions about the opportunities which await us architects in the 1970's and the steps I believe to be essential if we are to realize our full potential.

Obviously, I don't believe architects are obsolete, nor that architecture is a dying profession. After all, I am an architect. I am opposed to the notion that the architect should be confined by self-imposed chains to an obsolete view of his role in society and hampered in the way he can make his vision, his professional training, and his leadership felt, sought, and forceful.

This means I must agree with those who wish to re-define the architect, to expand his vision, to have him think of himself as a truly vital member of the building team.

I do. All that is good, but only as mental preparation, as acceptance of needed change. We've got to go a lot farther, and I have some specific recommendations to pass on to you. I will outline them at the conclusion of this address.

As architects, we all know you cannot solve a problem unless you have been able to define what that problem is and write a clear concise program.

In analyzing *our* problem, it seems to me we must reckon with the forces that have been building up on three fronts:

1. Pressures within the profession itself
2. Pressures from a changing building technology
3. Pressures being exerted by a more knowledgeable, sophisticated client.

Let's take a closer look at each of these.

First, the pressures from within the profession itself. And while we are about it, let's be perfectly honest, the generating plant for this pressure has been an attitude.

Traditionally, the architect has viewed himself in his historic role as the master builder, the leader and director of the building team.

Unfortunately, this once valid view is today a myth. In point of fact, on most of the building being carried out today, the achitect is neither the master builder nor the leader of the team.

There is not time today to examine all the reasons why this is so because they are the basis for all of the questioning, probing, searching of the sixties. Nor need we spend time trying to agree on how seriously the architects' position has been reduced in importance.

Too often in the past, the reaction to these far-reaching changes has been purely defensive and defensive measures seldom contribute to positive and constructive solutions.

I believe it to be a fact that architects have been losing their former position of leadership. My travels over the past eight years have given me the opportunity to observe at first hand this condition on three continents. I also see little use in debating the point. I do, however, see every reason for addressing ourselves to this vital question:

Are we going to take part in the decisions which will really affect the future of us all — of society itself?

The greatest deficiency in the defensive attitudes of yesterday is that you cannot shun responsibility on the one hand and expect to retain recognition on the other. Among many reasons why the architects' role in the building process has diminished, surely a key one must be diminished acceptance of responsibility. Modern buildings have become so complex that it is physically, intellectually, and financially impossible for the individual architect, no matter how brilliant and professionally dedicated he may be, to provide the design, execution, and control that was still possible prior to World War I.

The essential economic realities of today's world have led (not forced) the designer, as a simple matter of self-protection, to shift responsibility for performance elsewhere. Surely it is axiomatic that professional recognition follows the shift of responsibility regardless of where it winds up.

This is unquestionably a bitter pill to swallow, but a defensive stance can't change the pill to a tonic, any more than it can transform myth into truth.

Now, let's look at the pressures which have been building up as a result of a rapidly changing building technology.

One of the blessings of this country of ours is its productive capacity, its wealth of new products, new materials, new techniques. Someone is always coming up with a new "mousetrap," better, cheaper, quicker than the last. Well, *different*, anyway.

Such a wealth of new products and materials is certainly a boon to the average consumer but it's a mixed bag for the architect.

New materials extend the limits of artistic expression and new techniques liberate our designs from the structural restraints of the past, but keeping ahead of the avalanche of literature describing them is something else again.

To employ them properly in our clients' interest we must know, not only their physical and economic characteristics, but their longevity and "wearability." For the professional architect working alone, the job is not only exhaustive, but impossible. In fact, there's really not even time to read the literature on manufactured products which bombards our office doors. I'm particularly tender on this subject since my name is on 48 state registration rosters which form the mailing lists most generally used.

New construction methods and techniques are also being introduced at an increasing rate. In the last decade alone we have witnessed dozens, if not hundreds of new construction methods and techniques for housing, office buildings, public facilities, even factories. We are all aware that the government is a partner in this exploration. Demonstration projects for new building techniques have become common place. The whole of the exploration program of new methods appears at times like something akin to a moon shot.

Where does all of this leave the architect, particularly the professional who is practicing alone? On the sidelines, most likely. An interested observer.

It doesn't require any exceptional talent as a soothsayer to predict the trends in the building industry. The rapid changes we are seeing in construction materials will continue to change the way in which we will use these materials. Similarly, the way in which we use the new materials is going to change the roles of various members of the construction team. This applies not only to us as architects, but to others as well.

I am speaking of industrialization of the building process — industrialized components, modular types of construction, consumer-oriented construction systems. Like it or not, building industrialization has become a fact of life. It is well advanced in Europe. Its development here is still fragmented and we are a long way from true standardization of components. Nor do I believe any great revolution is in the making. It is an evolutionary process that has already produced more industrialization than we care to admit. We are going to see more of it in the future. The traditional restraints to the concept of industrialization are giving way.

So much for the pressure from within the architectural profession itself and those from a rapidly changing technology. Now last, but certainly not least, there is the pressure that comes from the client.

Today's client bears little resemblance to yesterday's. Then he was very likely one man who needed a new facility. He had a rough idea of what he could spend, what he wanted, where and when he wanted it.

Today's client is seldom one man, but a whole battery of men who come to the conference table bearing slide rules, marketing data, cost analysis print-outs, production schedules, ad infinitum. They know to the penny what they can spend. And they have some rather precise ideas of exactly when they need the new facility.

The client has always been concerned with the completion of his building — within budget and on time. But with the changes that have been taking place in our economy of late, he is becoming more demanding as the pressures of the economy intensify. And he has a right to become more demanding. His investments are bigger. His operating costs are greater. Even his money is costing him more, notwithstanding the fact that it is often harder to come by.

Today's client doesn't live in a vacuum either. He is much more aware of changing technology and methods, oftentimes playing a major role in changing them. He is a member of this management group or that management group and he frequently turns up in the oddest places to discuss management principles and how to improve them. He reads. And if he doesn't read fast enough, he can always enroll in a course that will triple or quadruple his reading speed. He travels. And his trips aren't confined to a hundred mile radius of his office. He is just as apt to turn up in London, or Paris, or Sydney, logging 50,000 miles or more a year by air alone. And while he is doing all this traveling, he is listening, observing, talking, taking notes. In short, gentlemen, today's client has more than a nodding acquaintance with data input and output, systems analysis and a host of other management techniques. Moreover, he believes in them.

What does it all mean? It means that he just isn't satisfied with the old ways of doing things. He thinks they cost too much. He thinks they take too long. Now, he wants to know exactly how much his building will cost, how long it will take, and how well it will function — all before construction begins. He also wants good architectural design. He wants his facility pleasantly integrated with the landscape. He likes good taste in interior furnishings and treatment. But he wants more than that. He is concerned about space, function and efficiency, and room to grow five and ten years hence. He is interested in the total facility. This is the client whom architects in the 70's will be meeting — on industrial, school, and hospital boards.

This adds up to a healthy pressure, a pressure we must recognize.

Don't sell short the clients' interest in some of these

management techniques, particularly systems engineering.

I know the systems approach is being widely touted as an effective problem-solving technique for everything from space exploration to urban congestion. I know also of the debates over its application to some of these areas. But there is no question that it is particularly well suited to the development of solutions to facility problems.

Basically, it is a disciplined approach to the solution of certain types of problems. Its success lies in its capacity to produce order out of confusion. By breaking down a complex problem into a series of relatively simple parts, it arrives at solutions that are largely free of conjecture and that, in consequence, provide a far more reliable basis for major decisions than is obtainable by other means, given the same circumstances.

The systems engineer (I'm sorry to use the term "systems engineer." It should have been "systems architect" if we'd kept pace with technology) regards the facility as a total system which uses men, machines, material and money to perform specific functions. Before concerning himself with the details of design and construction, he analyzes the objectives of the system as well as the methods available to attain them. On the basis of this analysis he recommends the optimum solution to the problem.

Several characteristics of the systems approach distinguish it from other problem-solving techniques. Among them are:

- A set of objectives for the system must be developed early in systems analysis. These are usually stated in general terms. The real challenge is then to translate these general aims into specific standards which will permit a comparison of two or more possible solutions and the selection of the best among them.
- Problems are not solved piecemeal. The systems approach sees the facility as a total system in which all components contribute to a common purpose. It concerns itself with not only the parts of the system but with the interaction of the parts as well.
- The systems approach requires teamwork. Because the facility is viewed as a total system with many complex and interesting parts, specialists from a wide variety of professional disciplines must be formed into a functioning team. And someone knowledgeable must head this team.

There is an urgent demand for this type of approach to aid the client in determining those courses of action that will result in the best environment for a given investment. And make no mistake, your client is aware of the approach and what it can do for him.

At the expense of being obvious, let's take a look for a moment at the traditional vs. the systems approach as it would apply to an expansion of an industrial plant, for example.

In an inadequate industrial plant, the symptoms of strangulation most easily recognizable are such obvious things as lack of space and need to replace worn-out and outmoded equipment.

The traditional approach would be to take the existing operation and lay it out in such a way that there is room to operate. This includes planning for new machines and equipment. The needs thus established are translated into square feet of space. If there is room for expansion on the property, that then is the accepted answer because it is obvious. If there is no such room, then a new facility must be considered. That is also obvious.

The instructions governing the design of the new plant or the expansion of the old are fairly simple. These include area required and general specifications as to ceiling height, floor loadings, illumination levels, heating, ventilation and other utility requirements. The desired layout complete with specifications for needed storage space, work space, traffic aisles, etc., are relatively easy to transmit.

The process is furnished by the client, and the architect is neither requested nor authorized to investigate this. As a general rule, he is not qualified to do so because he is a specialist in building design, not in process planning.

Perhaps the architect will detect that certain rearrangements of the process will simplify the building design and provide the opportunity to reduce building cost. If this can be accomplished without imposing unacceptable constraints on the process, it is a gain to the client, and the architect has performed a service beyond his basic assignment. If the suggested rearrangement also happens to improve the process, it is a fortunate accident, because the assignment. If the suggested rearrangement also happens to the process.

Under the systems approach, on the other hand, a distinction is made between the building and the process which it houses. The process is a system. The building is neither a system nor, ordinarily, a component of the system. It does furnish an environment in which the process operates. It serves the process by providing shelter from the elements by manufacturing the desired climate through heating, ventilating and air conditioning, and by providing light, power and other ancilliary services.

The environment provided by the building can be benign, neutral, or hostile to the process. A benign environment permits the process to function at top efficiency. A hostile environment imposes constraints that can seriously impair the functioning of the system.

Consequently, the system engineer is completely aware of the importance of a building with the attributes necessary to a good environment for the process. However, before he can determine what these attributes must be, he needs to understand fully the demands of the process to be housed.

I won't go into all of the details of how the systems engineer pursues the information he needs. I will simply say that the approach requires a study of the entire problem before direct action is taken with respect to the facility itself.

Let me emphasize one thing. The procedure outlined here appears to imply that the systems man must be an expert in all of the functional areas involved in the process. Not so. He is a generalist. He equips himself with some understanding of all of the activities with which he has to deal, but he relies upon the contributions of specialists in each type of activity in the analysis. Hence, it is a genuine team approach to the problem.

What are the advantages to the client?

To put it simply, the approach offers significant benefits to him in that it organizes data in a way that presents him with a clearer idea of the choices open to him and a better method of measuring results against both expectations and objectives.

The complexity of modern society is such that decisions affecting the future of us all can no longer be based only upon sheer intuition. The systems approach is a method that holds out great promise of regaining *for the architect* his former position as leader in the building process — if he will understand that the process is what shapes, requires and brings forth the building *AND* if he is willing to seek the knowledge and experience that is needed to put him in the mainstream of business, industrial, and social activity.

Kohler sets you free with "Walls'n All."

Kohler's bold new line of fiberglass bathing modules gives you exciting design and construction freedom. Freedom from the conventional. From seams, crevices, grout, and clutter. Freedom to create superb bathing environments for your home-buying customers—combining one-piece, sculptured elegance with outstanding practicality—and economy. To be bold with the look and shape of things to come.

Tobago

Kohler's 48″ x 36″ shower cove with built-in seat. Both Tobago and Trinidad modules have 75″ walls, may be equipped with shower doors.

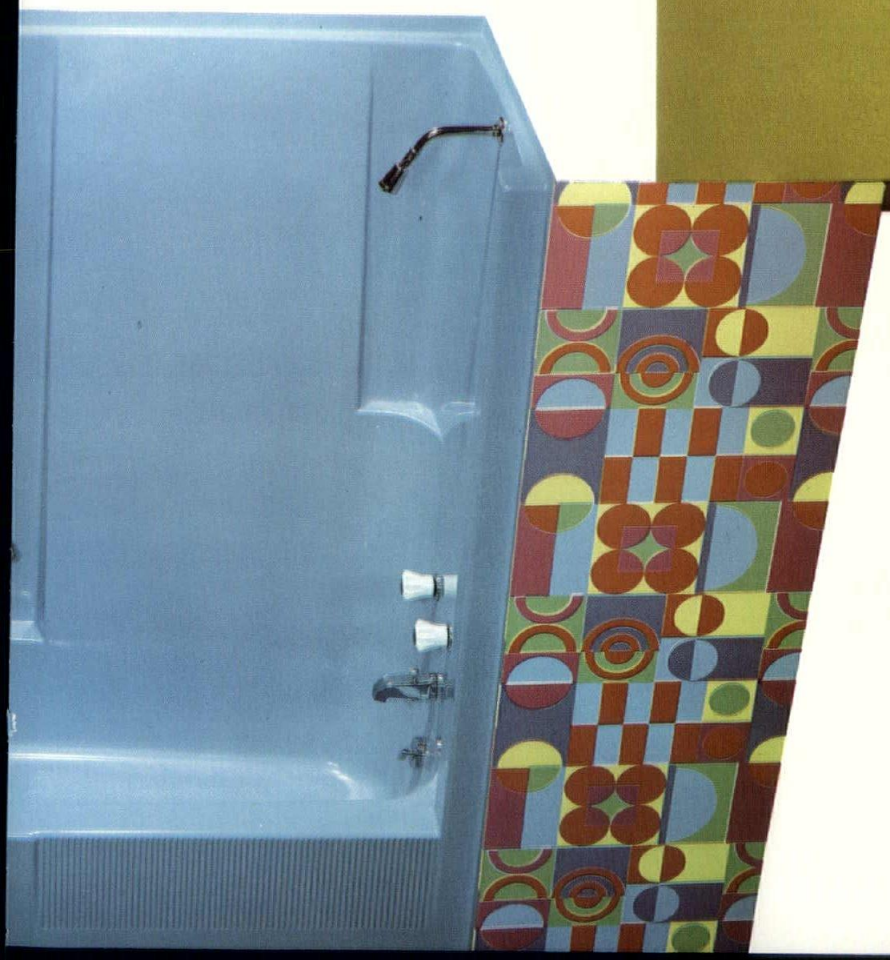
"Walls'n All" bathing module

Trinidad

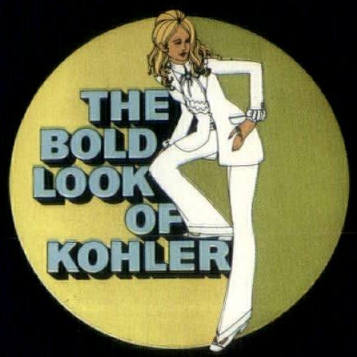
Kohler's 36″ x 34″ shower cove. Has a six-inch high fluted front panel. Two spacious corner ledges accommodate soaps and toiletries.

Barbados

Kohler's 5′ tub/shower. Its 15-inch fluted apron has a flat rim for seating or for shower-door installation. Two ledges are conveniently placed for bathing and showering toiletries.



Now you're free to create a bath as modern as the rest of the house. What's new about Kohler's fiberglass-reinforced plastic bathing modules will stay up-to-date for years. What's missing won't be missed: seams, hard-to-clean corners, dirt-catching grout. What's remarkable is the number of advantages to architects, builders, plumbing contractors, and home-buyers.
A bold focal point. Each three-wall unit rises 75″ in a single sweep of color, avoiding



Traditional Kohler quality. Modules are tough, sturdy, durable, yet easily moved by two men . . . quickly and inexpensively installed.
Enduring beauty. The deep lustrous gel coat finish resists chipping and staining, cleans in seconds. Is pleasantly warm to the touch.
All "Walls 'n All" modules are available in White, Harvest Gold, Avocado, and New Orleans Blue. In Mexican Sand after July 1, 1970.
Want to accent with Flair, Alterna, or

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Which brings us to the really important question.

Why do we, as architects, exist at all?

How many of us as students gazed out of the classroom window on a lovely spring day such as this and daydreamed about how we were going to reshape the places in which we live, work, and play? Didn't we envision ourselves as being involved with the total scheme of things? Didn't we ponder the growing complexity of our modern society and believe that we could participate in, or indeed shape, the decisions that would affect the future of us all?

I think many of us did.

But somewhere between that nostalgic afternoon and today, we developed a rather severe case of myopia.

We lost sight of the total picture, the broader needs of our client, and if you will, society. Somehow our view got narrowed down to an attitude that could only be self-limiting. We began quibbling over our role in the building process. And when the pressures for change began to build we spun a neat little web of rules, regulations and restrictions that has done little more than perpetuate a myth we created.

So why do we, as architects, exist?

I think it is to *help* do the job we all dreamed about that spring day so long ago. To *help* reshape the places in which we all live and work and play. To *help* improve those things which shape our physical environment.

Isn't it really important to get the job done? After all, it is an enormous job and getting bigger all the time.

Does it really matter where we fit into the scheme of things, particularly when we face a very real risk of not fitting at all if we don't meet the demands being asked of us?

I think the prevailing mood to redefine the architect, to expand his vision, to prepare him to begin to think of himself in larger terms is a move in the right direction.

But something distresses me. Will the young architectural student who gazes out of his classroom window on this spring day with a dream like ours find himself a few years hence hamstrung by a myriad of outdated rules, regulations and restrictions?

The answer to that question is certain to be yes if we don't do something more, and soon.

Here's where I would like to get down to some specifics — the nitty-gritty, if you will.

It's all well and good to talk of those things we would like to do to improve our lot. But it seems to me that we have been doing a lot of talking for some time now. I think it is time to talk of things we ought not to be doing as well.

It is no longer good enough to give one's client cost estimates arrived at by dividing the costs of the last three projects by their total square feet. Today's clients are far too sophisticated for that. It may be done once or twice perhaps but chances are the client will go elsewhere for his next project. Moreover, by preparing our estimates in this fashion, we are undermining the high standards of our profession.

It is no longer good enough to embrace successive waves of design cliches — be they hyperbolic paraboloids or modern mini-mansards. Let's face it, we are simply passing along artistically shrouded snow-jobs.

It is no longer good enough to cling to the unrealistic notion that "supervision" (really de post facto inspection) really helps the architect to assume leadership in the building sequence. I don't think there is really any need to elaborate on this point. History speaks for itself.

It is no longer good enough to avoid responsibility by withdrawing into a professional Land of Oz. If we want recognition, we must accept the responsibility that leads to it.

It is no longer good enough to argue and bicker among ourselves. We must act.

And here are my specific recommendations for success in the 70's.

Architects must:

- Encourage participation by architects in all of the activities that make up the building process — analysis, design and manufacture of components, systems leadership, prefabrication, construction, cost control, efficient progress scheduling. If we hope to regain a position of leadership, we must step outside our ivory towers and find out how others do their jobs. The task of rebuilding America is far larger than one man. It will take many — from a broad spectrum of disciplines, some of which are now in the making, still others which are now unknown. It will take a team. And someone will be called upon to lead the team. Whoever that someone is will most surely know something about every aspect of the building process.

Architects must:

- Rewrite the basis for architectural registration, especially the experience requirements—now usually calling *exclusively* for a term of years in an architect's office. This seems, to me, to do disservice both to the aspiring registrant and to the profession since it really means that architectural offices get their own "stuff" back — not new input. The new registrant misses experiences which would broaden his capabilities and the outreach of the profession. I think it entirely possible, for example, that two years in the office of a mobile home manufacturer might bring an architect's office more fresh ideas with respect to housing than the present requirement of two years or so in an architect's office.

If we expect to grow in the 70's and beyond, we must liberate ourselves from those attitudes which are self-limiting. It is obvious that the search for new ideas is going on at a brisk pace, particularly in housing. It seems equally as obvious to me that the search will continue — with or without us.

Finally, Architects must rewrite the curriculum for architectural education. Let's not continue the narrowness of the past. Perhaps the time has come when we should be asking ourselves what we are really trying to achieve with today's architectural education. Is there too much emphasis on bricks and mortar and how we can shape them and not enough on people and how their environment shapes their lives? Let's take another look at liberal arts and other disciplines, particularly the social sciences. I said earlier that the systems engineer concerns himself first with the process, the thing to be housed by the building. Perhaps what we need now *is* a "systems architect" — someone who concerns himself first with people and how they live and work and play.

So, as we go into the 70's, we need to turn our view outward. The 60's were a time of introspection — a bit of soul-searching, if you will. But let's let it end there. Let it be the recorded history of a profession that felt duty bound to be among the first to ask: Where are architects going?

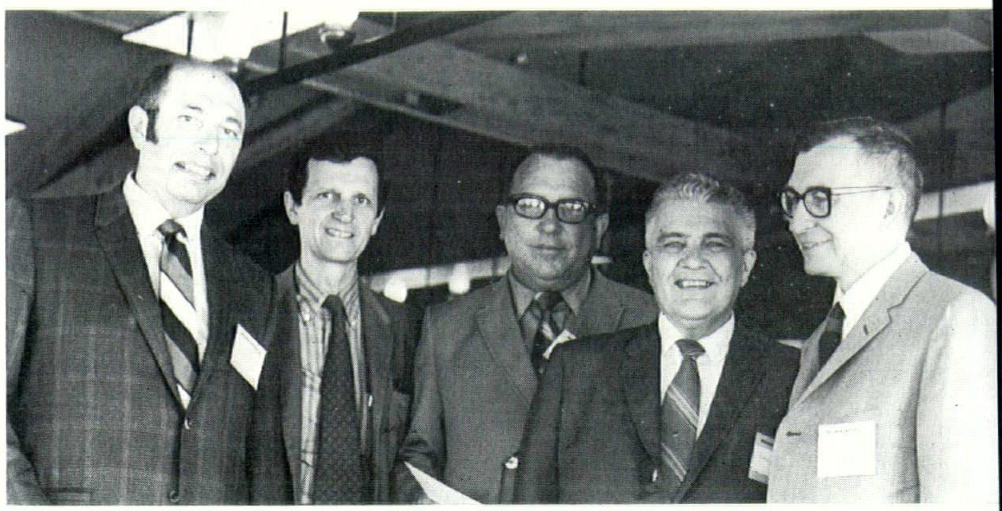
And, having found the answer to that question, let history also record that it was the profession also that took the first steps toward meeting the challenges — and the opportunities — that lie ahead.

awards luncheon

The Honor Awards Luncheon, held yearly at the Wisconsin Chapter, A.I.A. convention, highlights the program.

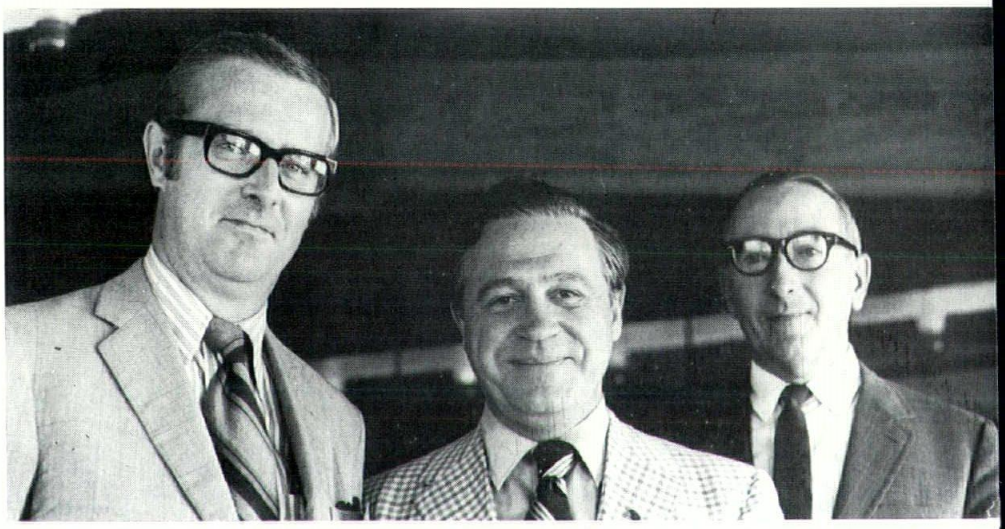
Owners, contractors and architects receive certificates fo "distinguished accomplishment in architecture."

Lutheran Social Services Office Building, Architects William Wenzler & Associates.



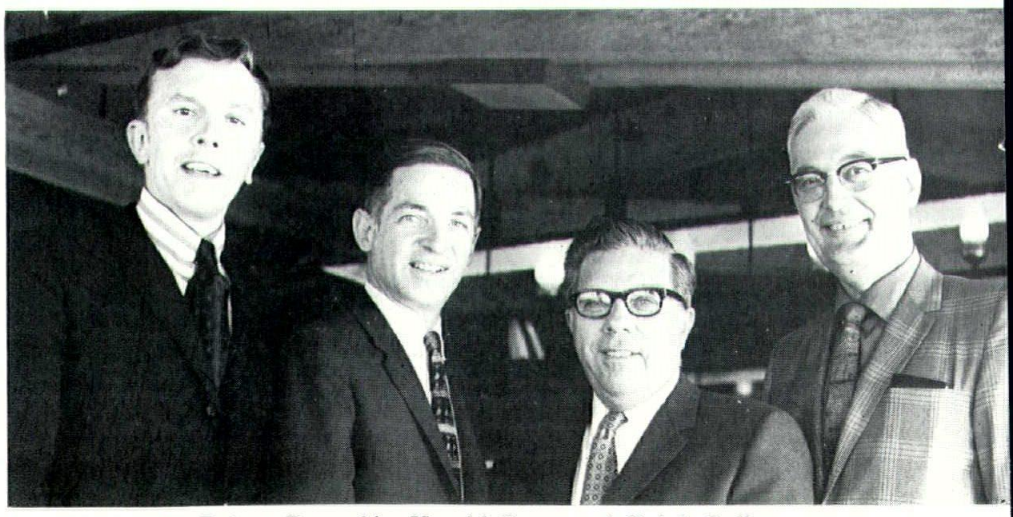
Ralph Jansen, William P. Wenzler, Earl Arnold, Ewald Moerke and Pastor Benjamin Gjenvick.

Marshall & Ilsley Bank Building and Parking Structure, Architects Johnson-Wagner-Isley and Widen, Inc.



William Johnson, Richard Hunzinger and Wendell Isley.

Earth and Space Science Complex-Phase 1, Architects Johnson-Wagner-Isley and Widen, Inc.

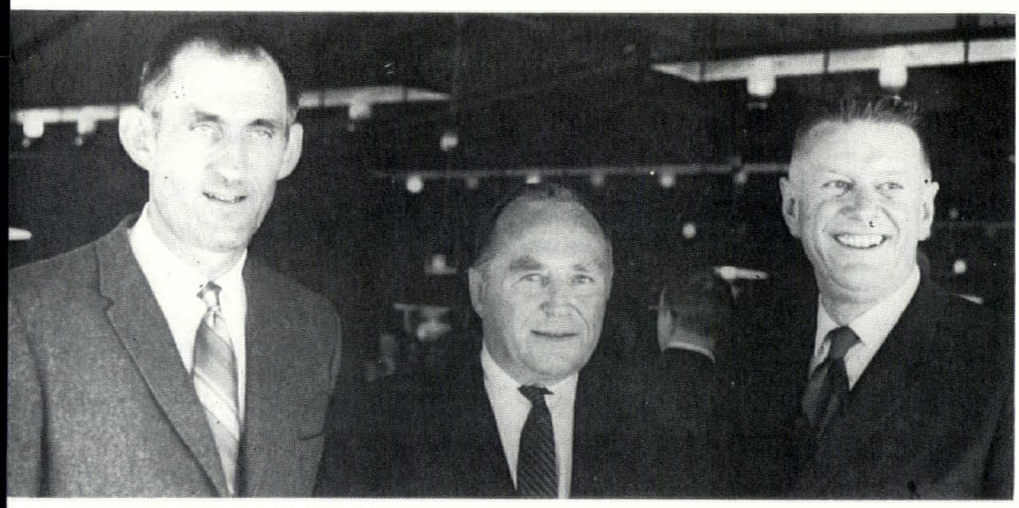


Len Widen, Dr. Robert Ragotzkie, Harold Poast and Ralph Culbertson.

James Pearson, Photographer, all Convention photos

Bob Freigang, Mike Sielaff and Gil Freigang.

North Shore Residence, Architects Office of Fitzhugh Scott, Inc.



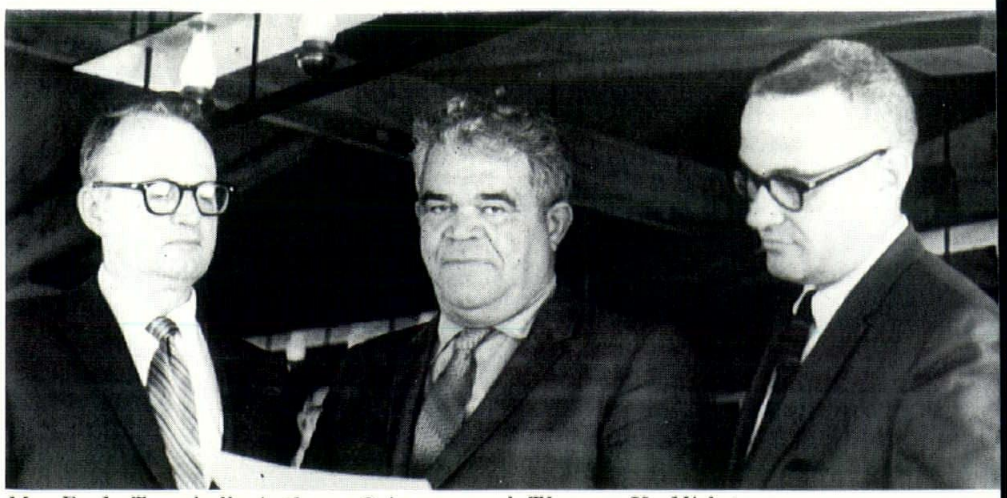
Joe Starck, Mike Meyer and Don Ozenga.

Grace-Holy Innocents' Episcopal Church, Architects Maynard W. Meyer and Associates.

Robert Hackner and Frank Grover.

Mullen Homes, Architects Hackner, Schroeder, Roslansky and Associates.

Southwest Wisconsin Telephone Central Office Building John J. Flad and Associates, Architects.



Mr. R. J. Trumbull, Anthony Grignano and Thomas K. Nisbet.

Marshfield Senior High School Building, John J. Flad and Associates, Architects.

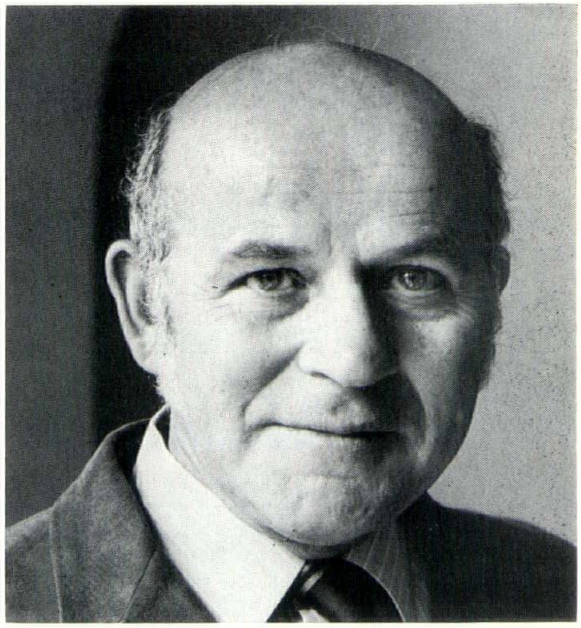
Emil Korenic, Bruce Abbott and Marvin Davis.

Classroom and Office Building No. 2, Architects Durrant-Deininger-Dommer-Kramer-Gordon. Jerold Dommer.

Menasha Corporation Office, John E. Somerville Associates, Architects. M. Martinson and Howard Immel.

James Metzner, Richard Hammes, Larry Schmidt and Ken Katte, winners of the Annual Drafting Competition.

Mr. and Mrs. Thomas W. Bertz, Mr. Bertz, legal counsel for the Wisconsin Chapter, A.I.A. was honored by a citation which reads: "In recognition of his engrossment in the ramifications of Law and Legislature affecting the Architectural Profession. His selfless devotion and dedication have significantly contributed to the achievement of a vanguard position for the Profession. In exercising perception he has successfully explored concepts to enhance the Professional image."

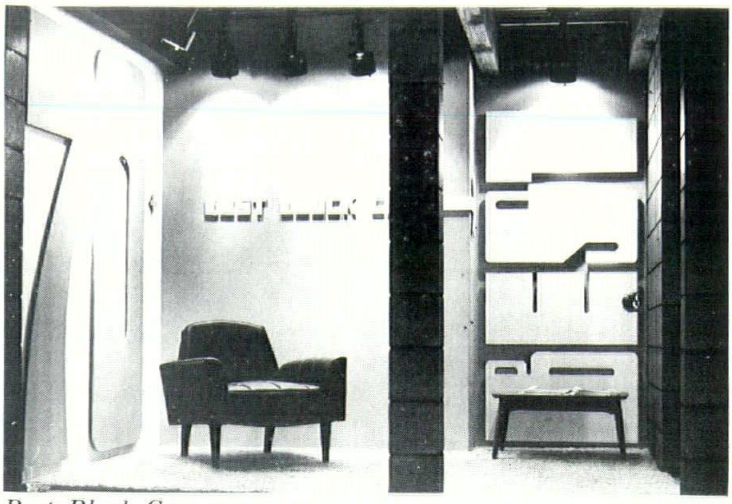


Guido Brink, painter and sculptor received an Award of Merit, which reads: "For outstanding work in painting, ornamental slab glass and metal sculpture. He is an artist of great sensitivity, who, in exploring the techniques of modern computerized metal fabrication, has evolved a new art form."

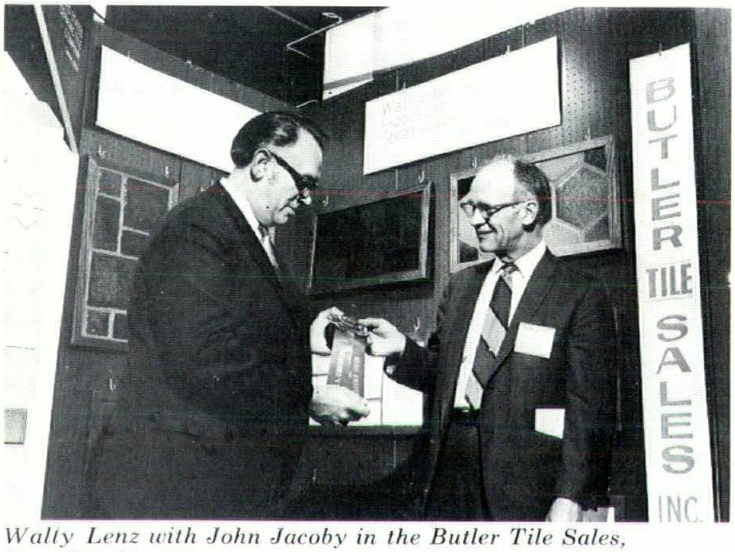
Award winning display booths

at the Wisconsin Chapter, A.I.A. Convention

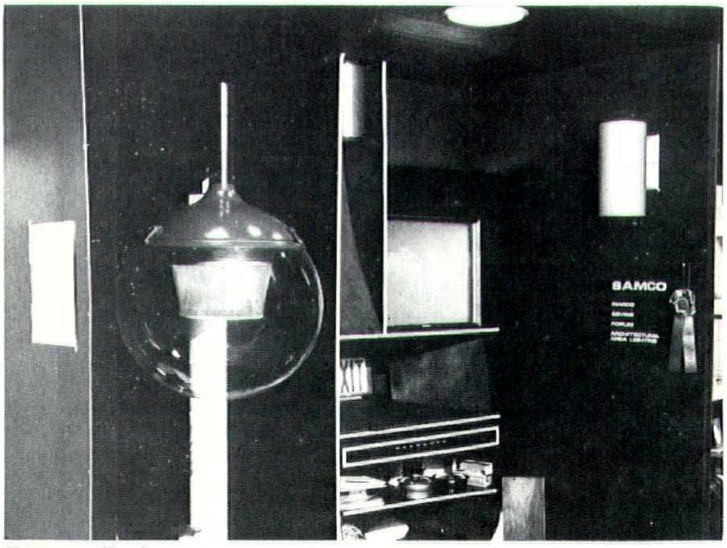
Not shown here of the ten booth display awards are: Johnson Service Company; John Buhler Co., Inc.; Texas Instruments, Inc., Wisconsin Face Brick & Supply and Gagnon Clay Products Co.



Best Block Company



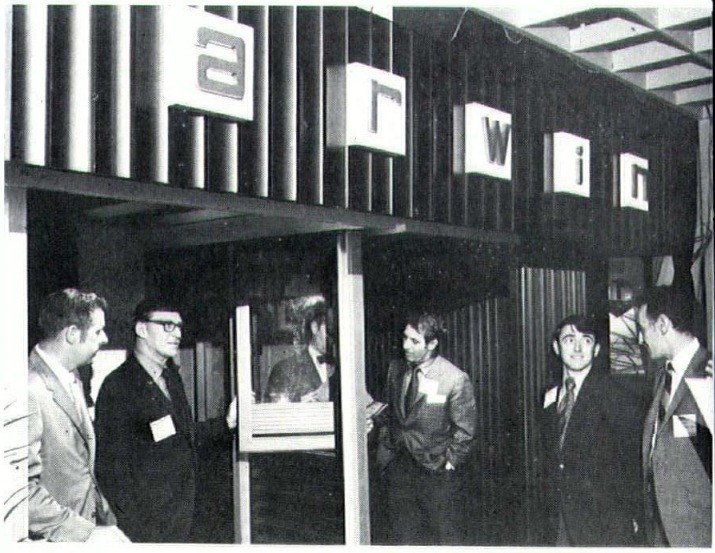
Wally Lenz with John Jacoby in the Butler Tile Sales, Inc., booth



Samco display area

Dick Williams, Mrs. Sheldon Segel and Art Meyer in the Pipkorn Corp. booth

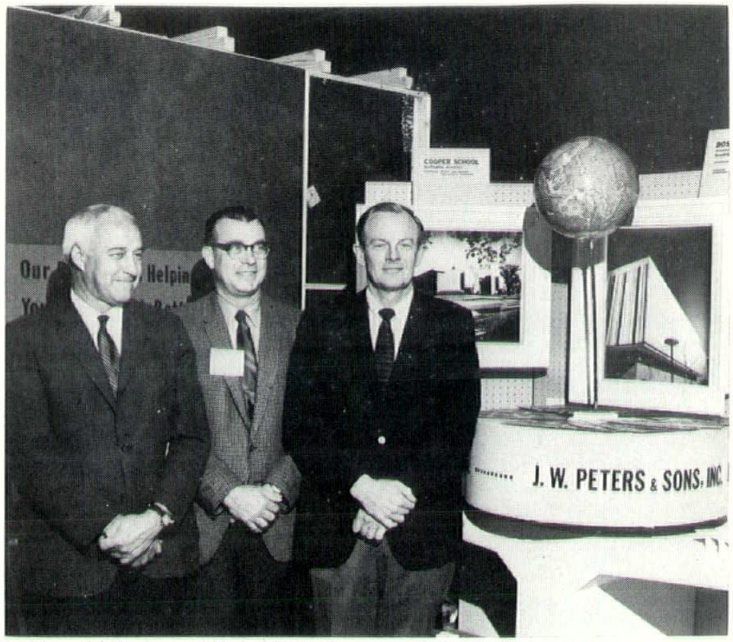
Mike Raeb, Ed Verhalen, Sr., Bud Rosier and Jim Hopkins in the Verhalen, Inc., booth



Roy Shevchik, Bob Klau, Chuck Harper (behind the window) Mort Armour and Norm Armour with a friend.

Exhibitors gallery

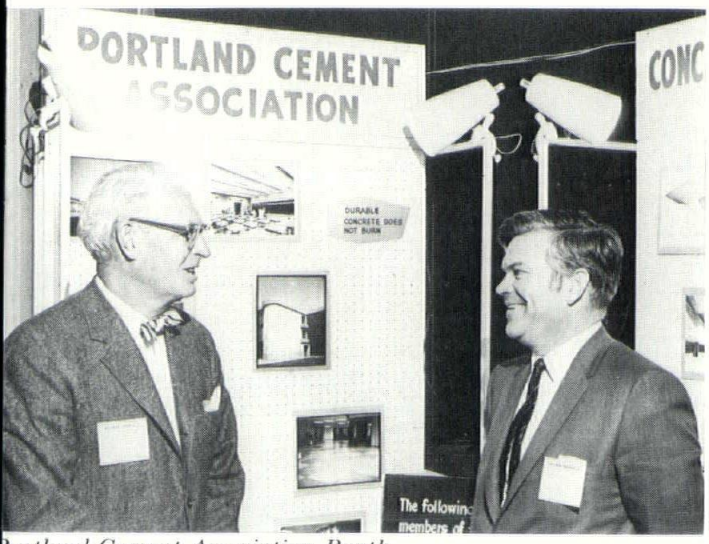
Milwaukee Area Bureau for Lathing and Plastering Booth
L. Al Krueger, Art Andersen, Mrs. Charles Dennison and Walter Fischer



L. Harold Peters, Nick Nicholson, and Jack Bergstrom

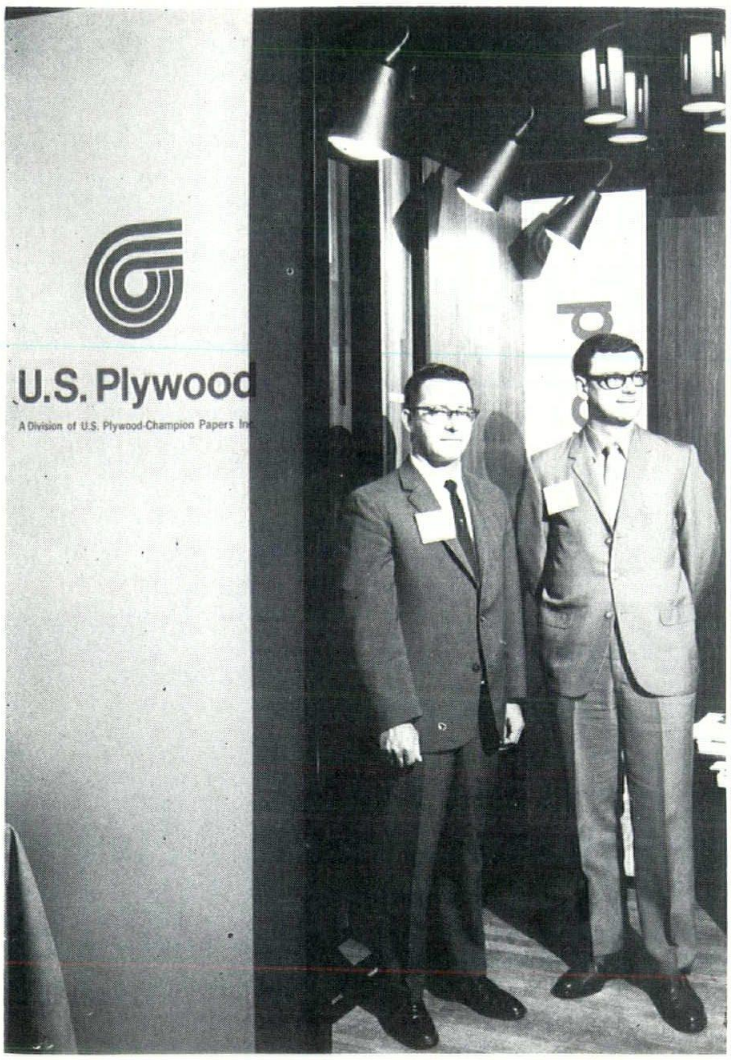
Structural Products Corp. Booth
L. D. Schoepke with Warren Dannaher

PPG Industries Booth
L. Wayne Sieth with Frank Zmrhal



Portland Cement Association Booth
L. Page Johnson with Lowell Yerex

Wisconsin Gas Company Booth
L. Bill Johnson with Kurt Aleithe



U. S. Plywood Booth
L. John Marcouiller with Steve Schmidt

Bradley Washfountain Booth
L. Bob Botz, Jim Detienne, and Mel Tates

Halquist Stone Co. Booth
L. Fred Byron, Bill Lapp, and Bill Johnson

Wisconsin Precast Prestressed Concrete Association Booth

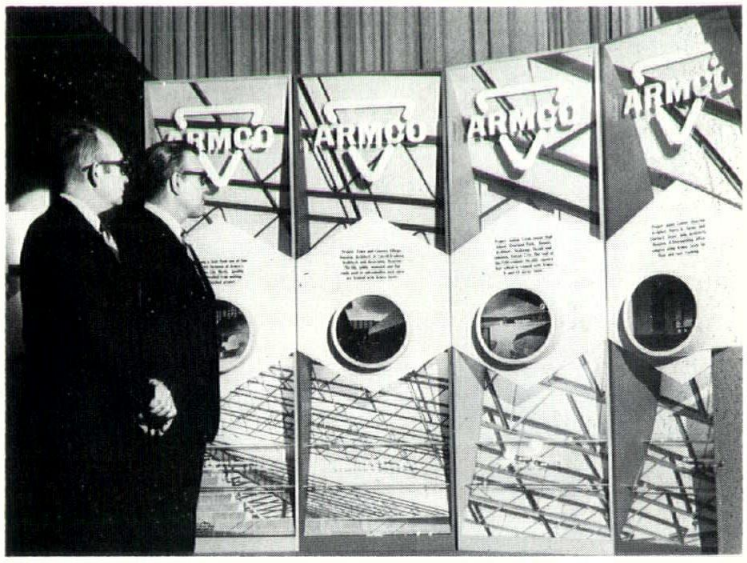
Duwe Booth
L. Dick Hagen with balloon and funmakers

orthwestern Elevator Booth
. Karolka Hoagland with Tom Rosenberg and Ken Rosenberg

urie-Patek Booth — L. Ken Seaman with Joe Lurie
. W. Peters & Sons Booth

mith & Smith, Inc., Booth
. Mrs. David Larson, Jim Smith, David Larson

Spancrete Industries Booth
L. Dick Stoll and Al Creekmur



Armco Booth
L. D. W. Gardels with J. L. Garrett

Burton-Anderson Booth
L. Thomas Knoop with William Burton

Architect: Grellinger-Rose-Jurenec-Klumb-Rappl-Haas Inc.
General Contractor: C. G. Schmidt Inc.

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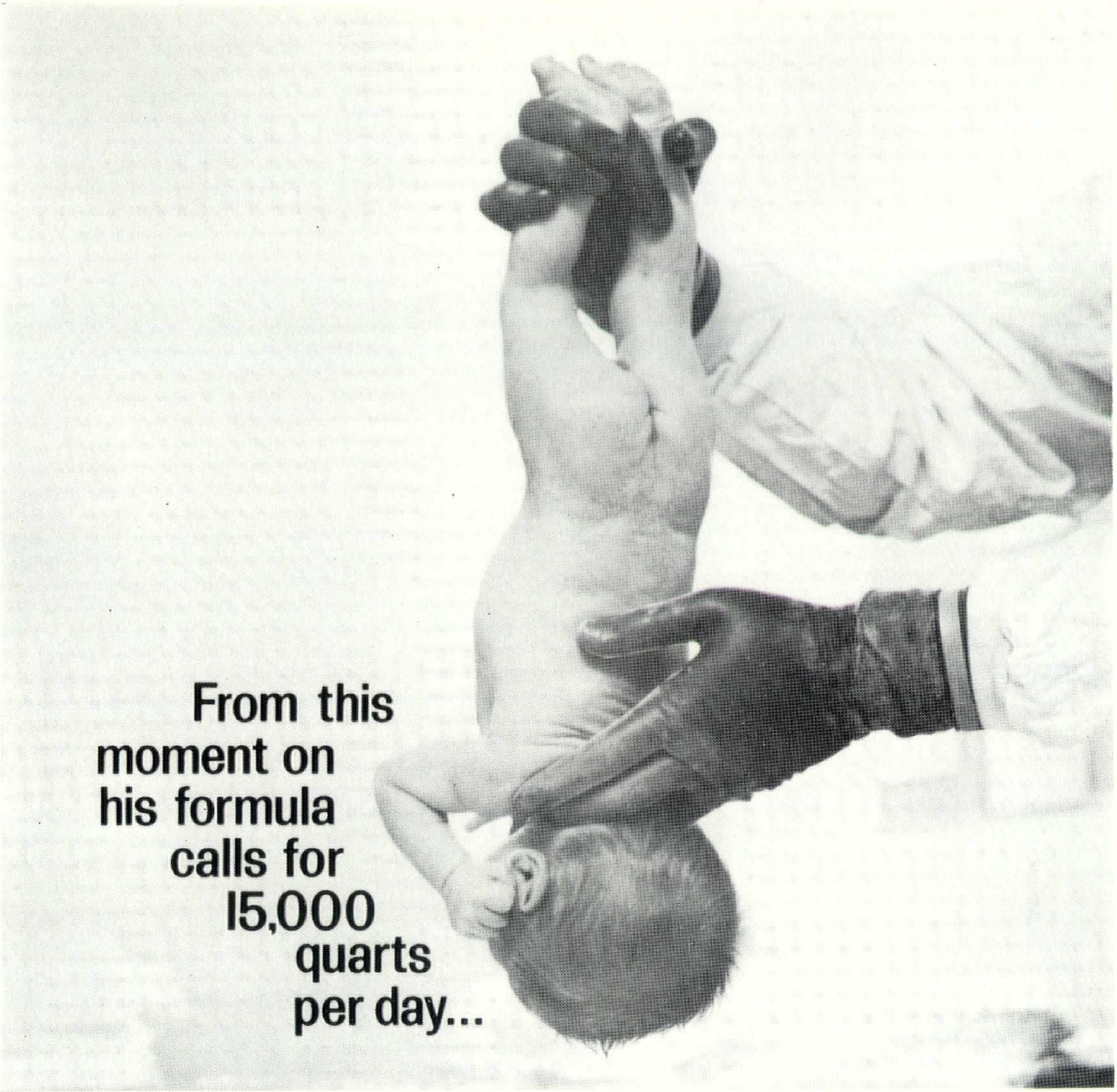

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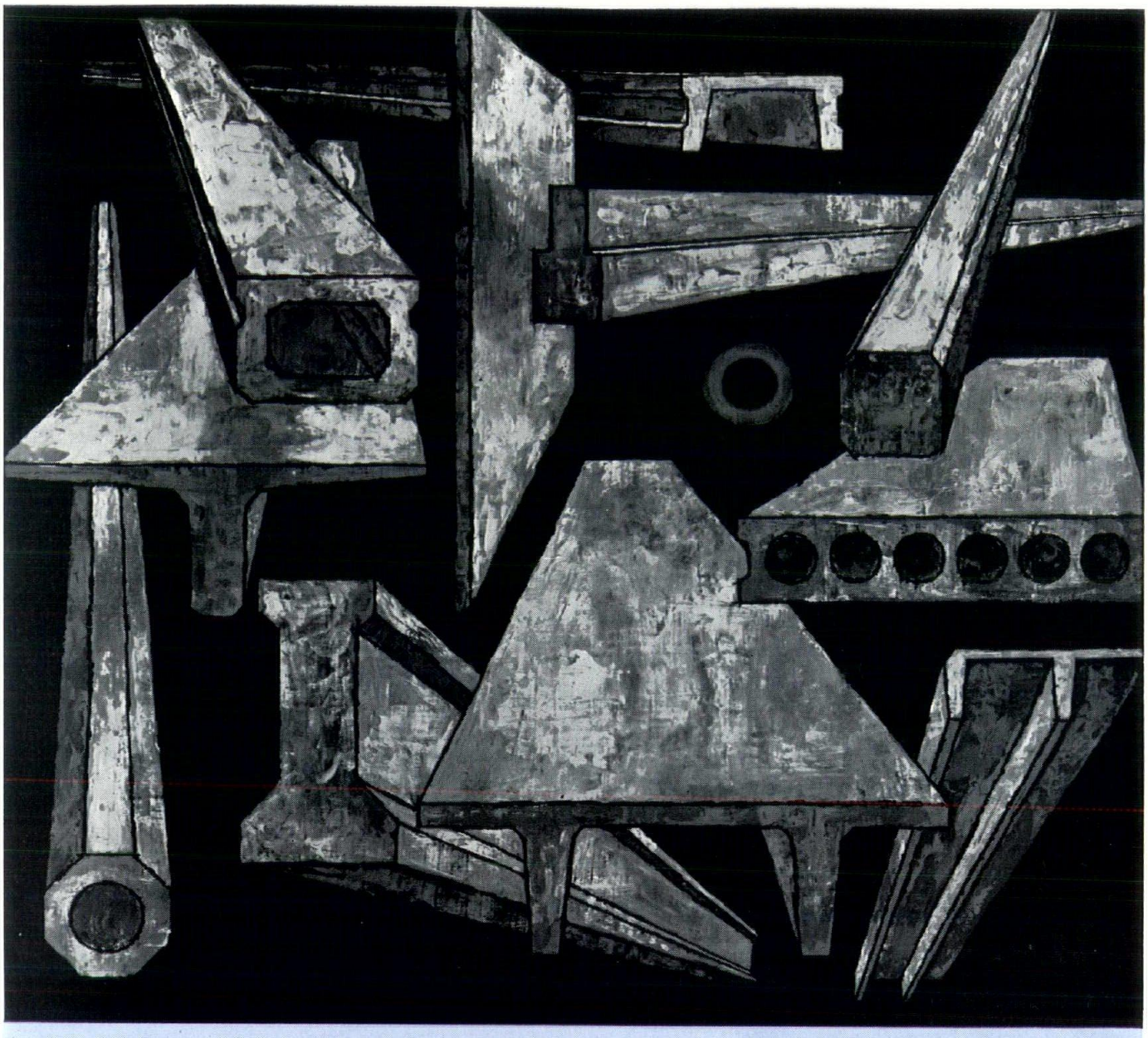
Natural gas is helping to keep Wisconsin air healthful and enjoyable.

WISCONSIN GAS COMPANY
Milwaukee, Wisconsin



Best shape building material's ever been in

. . . and you can get it faster from any of these members of the Wisconsin Precast-Prestressed Concrete Association

Concrete Research, Inc.
P.O. Box 491
Waukesha 53186, Telephone 414-542-8061

Duwe Precast Concrete Products, Inc.
P.O. Box 1277
Oshkosh 54901, Telephone 414-231-3980

Eau Claire Prestress, Inc.
1061 Menomonie St.
Eau Claire 54701, Telephone 715-835-5146

Hufschmidt Engineering Co.
P.O. Box 209
Sussex 53089, Telephone 414-781-9700

F. Hurlbut Co.
P.O. Box 9
Green Bay 54305, Telephone 414-432-7731

Mid-States Concrete Products Co.
Box 809
Beloit 53511, Telephone 815-389-2277

J. W. Peters & Sons, Inc.
P.O. Box 160
Burlington 53105, Telephone 414-763-2401

Pre-Cast Concrete Products, Inc.
Route 1, Box 192-A, Lien Road
Madison 53714, Telephone 608-249-0156

Prestressed Concrete Products Corp.
P.O. Box 7
Verona 53593, Telephone 608-845-6431

Spancrete Industries, Inc.
10919 W. Blue Mound Rd.
Milwaukee 53226, Telephone 414-258-4110
1120 N. Bluemound Drive
Appleton 54910, Telephone 414-734-5641

Wisconsin Valley Concrete Products Co.
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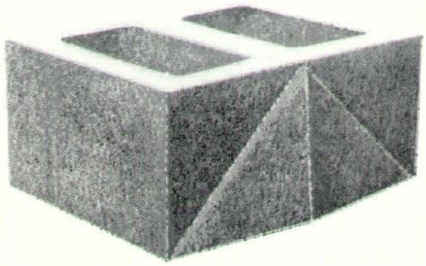
Wisconsin Rapids 54494, Telephone 715-423-7500

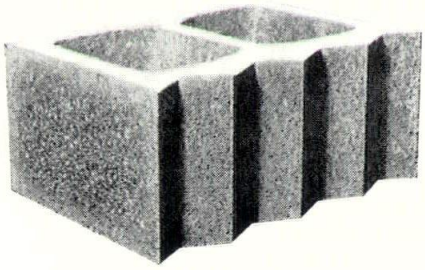
THERMO - LITE BLOCK

The Royalty of The Industry

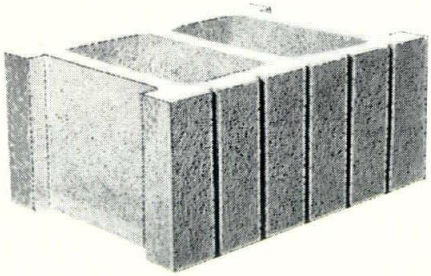
BE AS IMAGINATIVE AS YOU LIKE.

WE CAN SUPPLY THESE AND OTHER DECORATIVE BLOCK TO HELP YOU EXPRESS YOUR CREATIVITY WITH





ELEGANCE, TEXTURE, AND CHARACTER. • STOP IN AND INSPECT THE EXPOSED MASONRY INTERIORS USED IN OUR NEW OFFICES. • WE ARE SOLD ON THE SMARTNESS, ECONOMY, AND VERSATILITY OF DECORATIVE EXPOSED MASONRY. WE THINK YOU, TOO, WILL SEE ITS UNLIMITED POSSIBILITIES.



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

LONDON FOG SPEAKS FOR THE "HOUSE OF COMMONS" FROM ILLINOIS BRICK

Irving Kupferberg residence, Glencoe, Illinois

London Fog, a rich new blend of hand-molded common brick, expresses the character and appearance of older reclaimed brick. Irregular or "molded" front and end surfaces. Interesting variations of color are captured with unique flashing methods. All developed from I B's skills in molding brick.

London Fog can bring design flexibility to your next project. Inside for touches of warmth . . . enduring beauty. Outside for the interesting variety of textures achieved with wood, other common brick or steel, or, to complement any landscape. Inside and out for design continuity. London Fog distinguishes the "house of commons" from Illinois Brick.

Other popular brick styles include Lincoln Homespun, Cloister Black, Architectural Commons, Smooth Buff and many others. Call or write for information.

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NEW SCORED SERIES Spectra-Glaze® Glazed Masonry Units offers a WIDE CHOICE OF SCALE at lowest cost

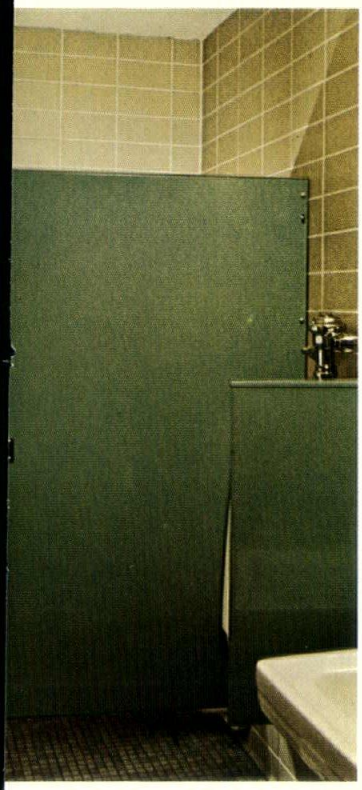
® Reg. U.S. Pat. Off., Canada & other foreign countries by THE BURNS & RUSSELL CO. BOX 6063, Baltimore, Md. 21231

Additional patterns, unique to SCORED SPECTRA-GLAZE® Units are available . . . or create your own.

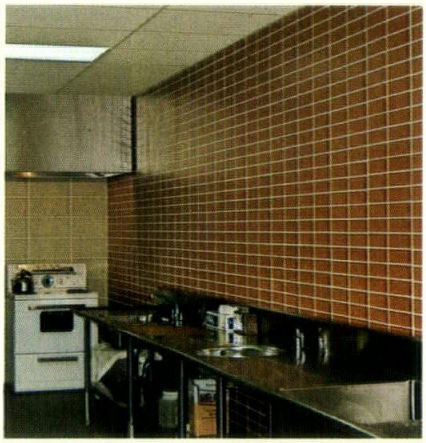
This wall was laid with 8x16 block!

For the first time, using SPECTRA-GLAZE® scored block, you can reduce scale (usually desirable in confined areas) while utilizing the economy of large masonry units . . .

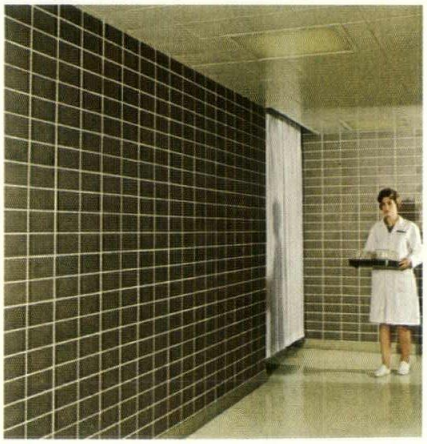
Units are provided scored, to the job site, and the scored joints are filled on the job to match the head and bed joints.



4x8 score in confined lavatory areas.



Flexible scale in acid and alkali resistant walls.



4x8 score in hospital corridors.

SGM CORPORATION
9326 South Anthony Avenue,
Chicago, Illinois 60617
312/731-6010

ZENITH GLAZED PRODUCTS COMPANY
Osseo, Box 367, Minnesota 55369
Minneapolis: 612/425-4111
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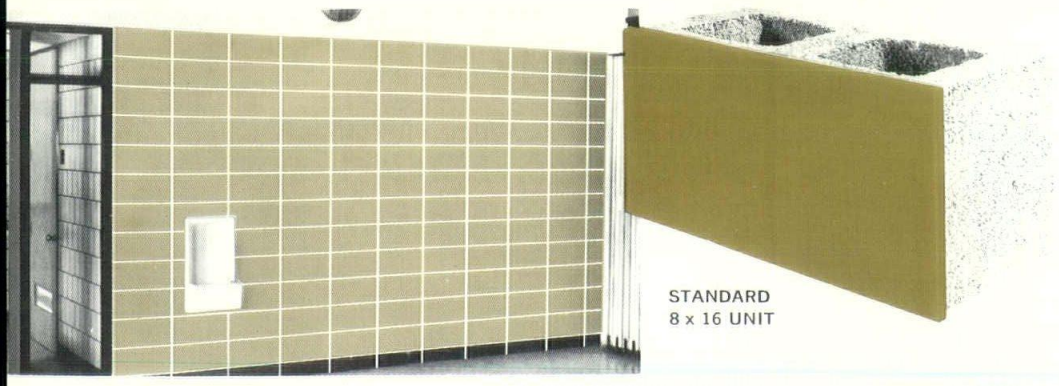
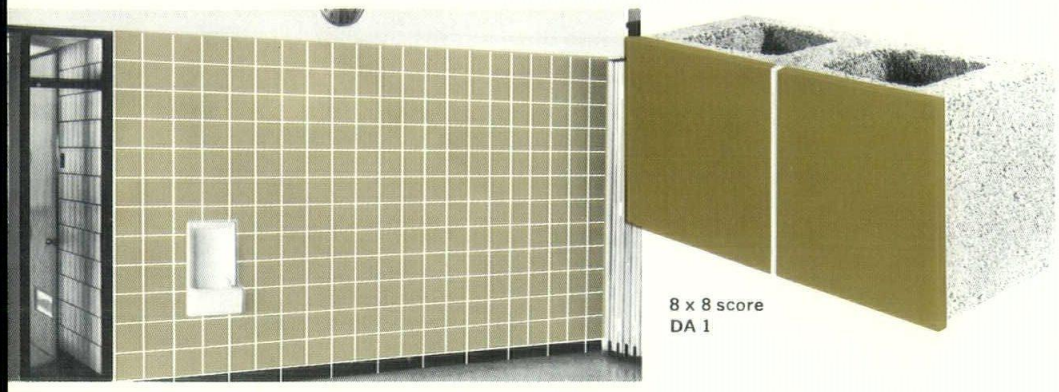
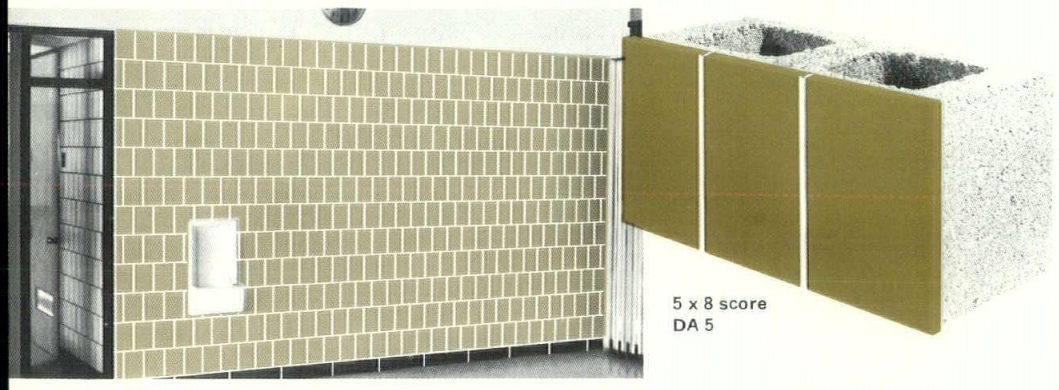
DISTRIBUTORS IN ALL MAJOR CITIES



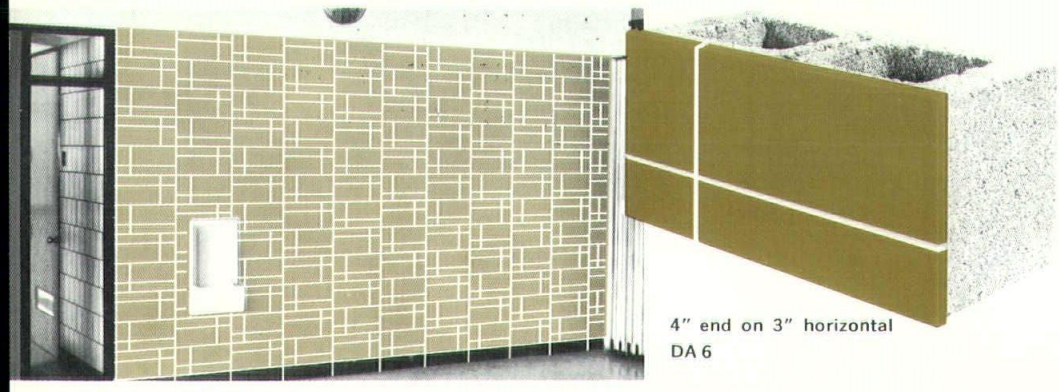
STANDARD
8 x 16 UNIT



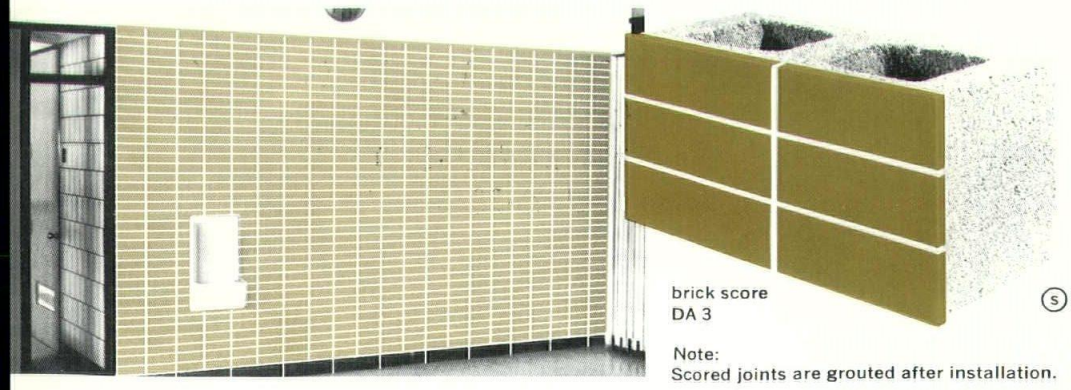
8 x 8 score
DA 1



5 x 8 score
DA 5



4" end on 3" horizontal
DA 6



brick score
DA 3

Note:
Scored joints are grouted after installation.

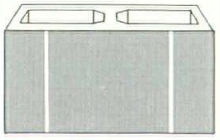
CHOICE OF SCALE & PATTERN with new scored faces...

plus the economy of 8 x 16 units*

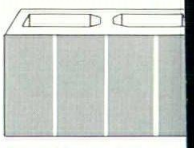
Spectra-Glaze®

SCORED glazed masonry UNIT

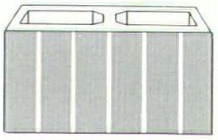
Scored SPECTRA-GLAZE® units, *used vertically or horizontally,* provide the most practical if not the only means of achieving certain patterns for special effects in scale and design.



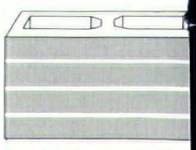
3" Offset Score



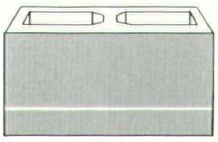
4 x 8 Vertical Score



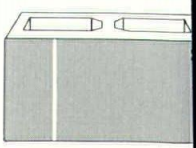
6 Brick Vertical Score



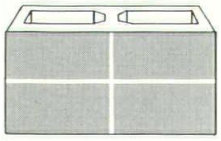
2 x 16 Horizontal Sco



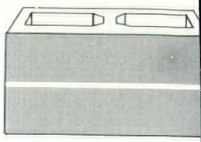
Random (your choice)



4" End Score



4 x 8 Score



4 x 16 Score

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***In a wide range of colors**

obtain the currently required ratings for many systems. It is to be hoped that the committee will complete its work speedily, but that it will also take advantage of all the latest research in that field.

Meanwhile, we submit that all persons involved in the design of buildings should think in terms of a future "rational" method so that a practical realistic approach to fire protective design will be evolved. The authors believe that with a concentrated effort in research, a method can be developed, perhaps requiring use of digital computers, which will enable architects and engineers to design buildings for "fire" loads using principles of mechanics and thermodynamics in the same general manner in which buildings are now designed for "gravity" loads using principles of mechanics and a knowledge of material properties.

* "The Severity of Fires in Steel-Frame Buildings," *AISC Engineering Journal*, October, 1967.

Addendum

Queries regarding the Best Block Company advertisement on the Monowall in the Washington High School addition, in the April issue of WISCONSIN ARCHITECT, the following information is pertinent.

The General Contractor on the project is Becker Construction Co., Inc., 12315 W. Fairview Ave., Milwaukee; the Masonry Contractor is Knuth Masonry Inc., 2315 S. 170th Street, New Berlin; the Plaster Contractor is Michael Eglinski, Jr. and Sons, 3225-15th Place, Milwaukee.

Monowall costs less because it is possible to lay up more than double the normal units per day. Monowall can give you complete natural beauty and can be finished with plaster, wood paneling, tile, drywall or any appropriate material that the architect desires.

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