

WISCONSIN ARCHITECT

MARCH 1972

PRE-CONVENTION ISSUE

AMERICAN INSTITUTE
OF
ARCHITECTS

APR 13 1972

LIBRARY

FAST TRACK/SYSTEMS/TEAM APPROACH

TURNING POINT 72





here's one way
to stay warm
next winter,
but...

There's an easier way. Stay home,
stay comfortable with gas heat.

Clean as the desert sun. Healthful
heat from room to room . . . floors to
ceilings. Whole-house comfort with
only a single thermostat . . . not one
for every room, as with electric
systems where you juggle tempera-
tures because of the cost.

What more do you get with gas heat?
Economy unsurpassed. (Electric heat,
for example, can cost you 2½ times
more than gas.)

For full information, call us or your
nearest heating contractor.

*Attention Executives: Consult with us for
commercial and industrial space heating.*



WISCONSIN GAS COMPANY

Milwaukee, Wisconsin

Fresh Green. New color from Kohler.

(Now the outdoors look is in.)

Now your customers can go on a bathroom decorating safari—with Fresh Green leading the way.

Fresh Green—the outdoors look comes in. A striking new yellow green from Kohler.

Here touches of primeval set off Kohler's semi-sunken Caribbean tub with six feet of stretch-out luxury.

One step up, Kohler's Valencia bidet and boldly sculptured Rochelle water closet. Lady Vanity lavatory . . . with swing-away spout and spray arm for shampooing.

Kohler Rite-Temp (inset top). Single-control unit maintains water temperature—despite changes in water pressure.

Elegant Alterna (inset lower). Hand-some style and quick-change versatility. Four accent-inserts with each handle: Teak, Walnut, White, Ebony. In chromium or gold electroplate.

A Kohler bath stays in style . . . your customer's style. Kohler's promotional efforts help you sell it.

Kohler Co., Kohler, Wisconsin 53044



THE
BOLD
LOOK
OF
KOHLER



CONSULT WITH YOUR LOCAL KOHLER DISTRIBUTOR LISTED HERE

GREEN BAY

Murphy Supply Co., Inc.
228 S. Washington St.
Phone: 1-414-432-3378

WISCONSIN RAPIDS

Mid-State Supply, Inc.
71 Love St.
Phone: 1-715-423-6730

MADISON

Automatic Temperature Supplies, Inc.
523 E. Main St.
Phone: 1-608-257-3755

MILWAUKEE

Milwaukee Plumbing & Heating Supply Co.
1313 W. St. Paul Ave.
Phone: 1-414-273-3600

APPLETON

Baker Manufacturing Co.
3030 W. Wisconsin Ave.
Phone: 1-414-734-9284

Crichton Corp.

4080 N. Port Washington Rd.
Phone: 1-414-964-6222

JANESVILLE

Automatic Temperature Supplies, Inc.
Hiway 51 South
Phone: 1-608-754-8106

BROOKFIELD

H. W. Theis Co.
P. O. Drawer 325
Phone: 1-414-781-5260

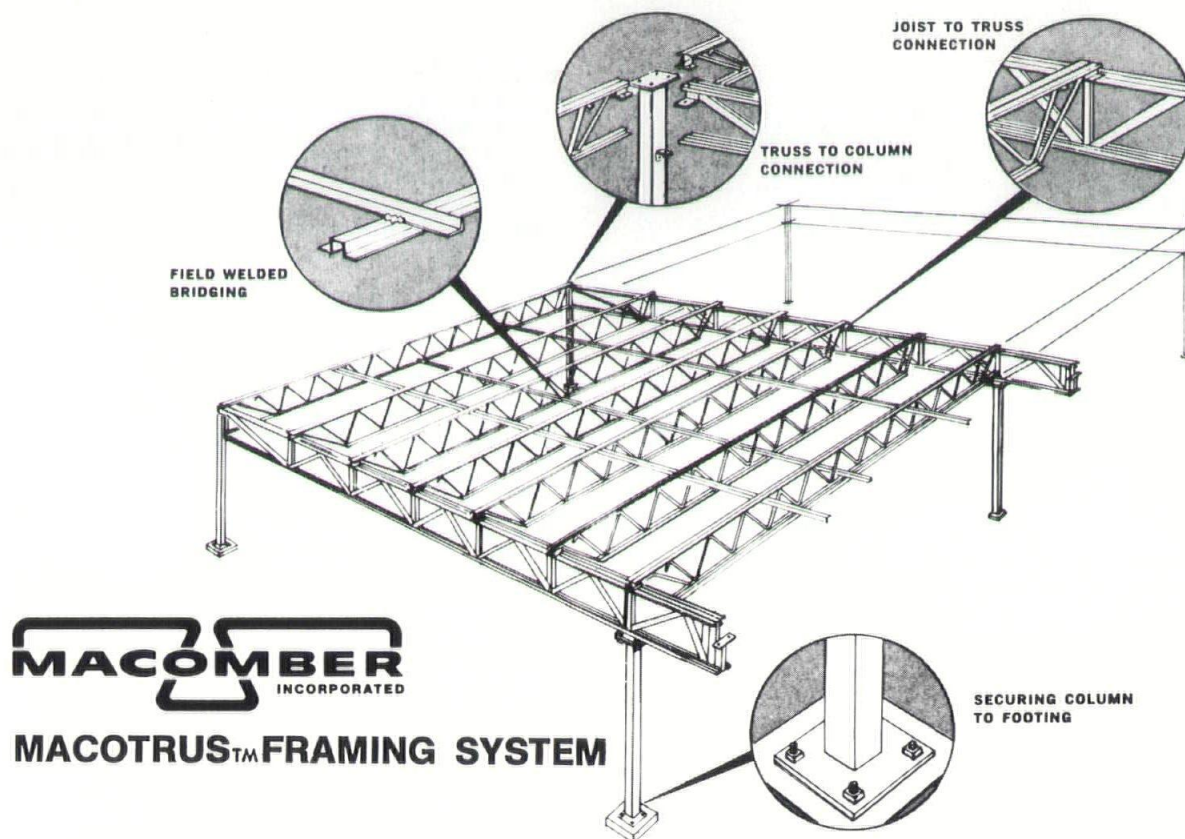
EAU CLAIRE

W. H. Hobbs Supply Co.
P. O. Box 188
Phone: 1-715-835-5151

SHEBOYGAN

J. J. Koepsell Co.
1010 S. 9th St.
Phone: 1-414-457-3646

STRUCTURAL PRODUCTS CORPORATION



MACOMBER MACOTRUS STEEL FRAMING SYSTEM — The MACOTRUS System combines open web joists bearing on top chords of trusses with steel tubular columns and steel roof deck. Strength and rigidity of the frame is due to the utilization of Macomber high strength cold rollformed sections throughout its components. The MACOTRUS System is virtually unlimited in range of application; i.e., shopping centers, industrial buildings, warehouses, health care facilities, schools, and many other types of structures. The system is economical, practical, and compatible with modern finishing materials and techniques. Flexibility of the system lends itself to any architectural style.

THE PLANNING MODULE — The Macomber MACOTRUS System is available for three planning modules or joist spacings. These spacings are: 5'-0", 6'-0", and 6'-8", which satisfies most framing requirements. Column spacings along truss lines are in multiples of these modules. Column spacings perpendicular to truss lines may vary as required.

MACOTRUS SYSTEM STEEL FRAMING COMPONENTS — The MACOTRUS System is composed of trusses, open web joists, and tubular columns. The joists bear on the top chord of the trusses, which, in turn, are supported by the columns.

The primary member is a truss consisting of high strength cold rollformed chords and webs. Trusses are available in depths of 28", 32", or 36". Deep truss to column connections give exceptional rigidity on simple span conditions.

Come and See MACOTRUS™ FRAMING SYSTEM in our booths 5 and 6 at your state convention

STRUCTURAL • PRODUCTS • CORPORATION

3725 North 126th Street • Brookfield, Wisconsin 53005 • (414) 781-3860

630 Packerland Drive • Green Bay, Wisconsin 54303 • (414) 499-5112



CORPORATE PARKING STRUCTURE: Montgomery Ward & Co., Chicago, Illinois

Here's evidence that Peters' Prestressed-Precast Concrete shapes up as a better idea in parking decks. Pictured are photographs of the new ramped deck parking structure, (4 levels, 791-car capacity), constructed by J. W. Peters & Sons for Montgomery Ward & Co., in Chicago. Ward officials are very enthused about their new parking deck—for several reasons. Convenience is one. Rapid rate of construction is another. Clear-span construction is a third and economy an important fourth. With Peters' Prestressed-Precast Concrete, Ward officials made efficient use of valuable downtown land to create convenience. The parking deck is just across the street from corporate headquarters. Peters' Prestressed-Precast Concrete allowed significant savings in time. This pleased Ward officials because they wanted the deck up, fast. Peters' Prestressed-Precast Concrete added more space through clear-span construction. Fewer columns not only allowed more space

here's a better idea

but freer access to parking stalls, easier parking, wider traffic aisles and improved driver visibility. Peters' Prestressed-Precast Concrete added real economy to the structure. Mass production of components and delivery, closely coordinated with construction schedules made this possible. Ward officials were also pleased to learn of another economy, painting was not necessary. We have complete details on this outstanding structure. Why not write, or better yet, call. Dial any of the numbers listed, direct. Learn how we helped Wards with their parking problem, quickly, economically. Learn how we can help you solve your problem, wherever it may be.

ARCHITECT: Seracuse, Lawler & Partners
Denver, Colorado

CONTRACTOR: Craftsmen Construction Co.
Englewood, Colorado



Components used to complete the Montgomery Ward & Co., ramped deck parking structure are Prestressed-Precast Concrete Columns, Beams, Giant Tee Floor Members, Giant Tee Load Bearing Columns and Textured Wall Panels. The larger photograph shows the entire structure. Note how the Giant Tee Load Bearing Columns are used to achieve both structural stability and architectural beauty. The smaller photograph which focuses on the entrance and exit areas provides a closer view of these components; also the Textured Wall Panels which are load bearing and house the elevator and stairs. Interesting use of two Giant Tees is shown just above the exit ramps.

J. W. Peters & Sons, Inc.
BURLINGTON, WISCONSIN

414/763-2401

414/272-7222

312/467-8300

wisconsin architect



Volume 43, No. 3

March, 1972

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

ELLO BRINK, *Executive Editor*

David Radbil, *Advertising Manager*

Thomas E. Hall, *Art Director*

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

Address all matters pertaining to Editorial or Advertising to
785 North Jefferson Street
Milwaukee, Wisconsin 53202
Phone 272-4668

Wisconsin Architect, Inc.: Board of Directors: Gary V. Zimmerman, Chairman and Treasurer, 1212 W. Wisconsin Avenue, Milwaukee, Wis. 53233; Richard J. Diedrich, President; Ello Brink, Secretary; E. John Knapp; Walker L. Patton; William P. Wenzler.

Editorial Board: Maynard W. Meyer, Harry Bogner, Willis C. Leenhouts, Tom Briner.

Wisconsin Chapter, The American Institute of Architects: 788 N. Jefferson Street, Milwaukee, Wis. 53202. Phone (414) 276-2250/51. Alan J. Carlson, Executive Director.

Executive Committee: G. A. D. Schuett, *President*; Douglas H. Smith, *Vice-President*; Walker L. Patton, *Secretary*; Richard E. Gustafson, *Treasurer*, 1822 Riverside Drive, Green Bay, Wisconsin 54301; Nathaniel W. Sample, *ex-officio*; Richard P. Blake, Milwaukee; Richard J. Diedrich, Milwaukee; John A. Findlay, Madison; Ronald D. Hansche, Oshkosh; James V. Hirsch, Hudson; Stephen M. Playter, Eau Claire; James T. Potter, Madison; Mark T. Purcell, Madison; Leonard H. Reinke, Oshkosh; Richard C. Shutter, Madison; Gary V. Zimmerman, Milwaukee.

Southeast Section Officers: Edward Y. Osborne, *President*; George D. Wilkinson, *Vice-President*; Gerald S. Vanselow, *Secretary-Treasurer*, 3112 West Highland Blvd., Milwaukee, Wisconsin 53208.

Western Section Officers. Gordon D. Orr, *President*; Richard J. Knothe, *Vice-President*; Henry K. Kanazawa, *Secretary-Treasurer*, 11 North Allen Street, Madison, Wisconsin 53705.

Northeast Section Officers: Frank N. Carter, *President*; Richard J. Griese, *Vice-President*; Richard D. Peeples, *Secretary-Treasurer*, 103 West College Avenue, Appleton, Wisconsin 54911.

Northern Section Officers: Stephen M. Playter, *President*; Dennis F. O'Jock, *Vice-President*; Richard D. Michael, *Secretary*; Roger D. Roslansky, *Treasurer*, 411 Rivoli Building, La Crosse, Wisconsin 54601.

Wisconsin Architects Foundation: 788 N. Jefferson Street, Milwaukee, Wisconsin 53202. Telephone 276-2250. Alan J. Carlson, Executive Director.

President, Julius S. Sandstedt; *Vice-President*, Fitzhugh Scott; *Secretary-Treasurer*, Charles Haeuser; Lawrence E. Bray; Clinton Mochon; Douglas Smith; George A. D. Schuett; William P. Wenzler; Ronald G. Bowen. Advisors: Francis J. Rose; Roger M. Herbst; Frederick J. Schweitzer; Sheldon Segel; Allen J. Strang.

index

6 NAAB Report

Excerpts from the Report by the Visiting Committee of the National Architectural Accrediting Board resulting from the visit of the Committee with the School of Architecture at UWM.

10 Candidates for Director-At-Large

Twelve Candidates have been nominated for the three Director-At-Large positions on the Executive Committee of WAIA. Elections will take place at the State Convention in April.

Convention Fold-Out Insert

12a Convention Program

12b Convention news from Chairman Pfaller

12c-d President of the Institute, Max Urbahn

12e Speakers

13 Floor plan of the exhibit area and listing of advertisers

14 Aesthetics of the City

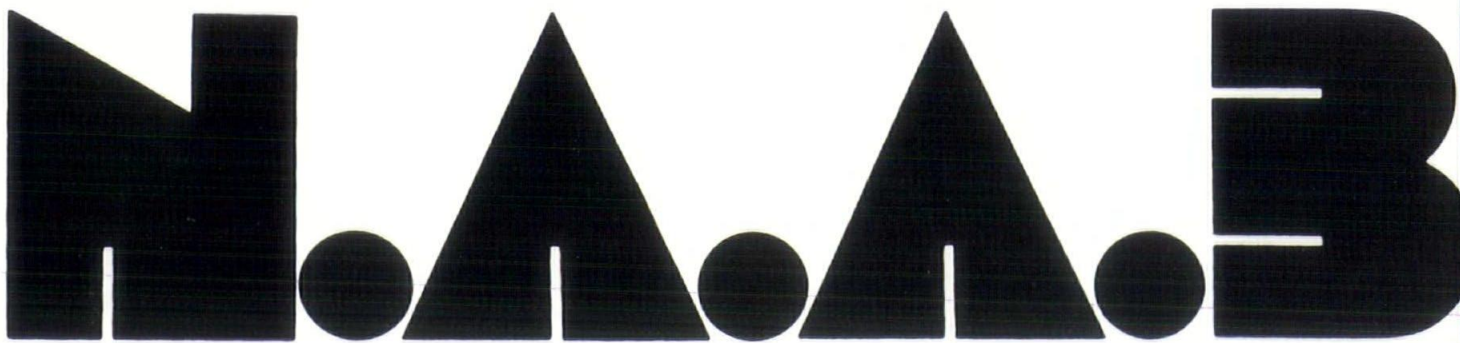
A symposium at Marquette University, April 19-21, 1972

19 News Notes

Wisconsin Architect is published monthly with the exception of July and August which is a combined issue.

Controlled Circulation

Postage . . . Paid at Milwaukee, Wis.



Report of NAAB Committee Advisory Visit to the School of Architecture University of Wisconsin-Milwaukee

The following are only excerpts of the report of the NAAB Advisory Committee resulting from a visit to the School of Architecture in November last year.

For space purposes the report was severely edited but these excerpts are representative of the spirit of the report on the whole and they highlight those areas of concern to the profession. Normally all reports, whether for accreditation or advisory visits, are reviewed by the National Architectural Board at its Annual Meeting. In this case, Chairman of the Visiting Committee, Arthur F. Sidells, made an exception. He states: "Dean Wade was most anxious to receive the recommendations of the Advisory Committee since the comments and criticisms will be used in the continuous planning process for the development of the School. For this reason we have made an exception by submitting copies of the report to all members of the Board requesting clearance for release of the report prior to our Annual Meeting."

The report in its entirety is available upon request to all members of the Chapter from the School of Architecture, University of Wisconsin-Milwaukee. Ed.

REPORT OF NAAB EVALUATION COMMITTEE

INTRODUCTION

The School of Architecture at the University of Wisconsin at Milwaukee was visited by an Advisory Team from the National Architectural Accrediting Board on November 17-19, 1971. Advisory Team members were: William Keck, FAIA, Architect, Chicago, Illinois, representing A.I.A.; Claude Stoller, FAIA, Professor, University of Cali-

fornia-Berkeley, representing ACSA; Allen Olsen, recent graduate student (1970), University of Illinois, Chicago Circle, representing ASC/AIA; Arthur F. Sidells, NCARB, Architect, Warren, Ohio, Secretary of NAAB and Chairman of the Advisory Committee.

ADMINISTRATION

Dean Wade has made a strong commitment to involving the school in real-life situations by selecting students on the basis of demonstrated commitment plus requiring students to become involved in an apprenticeship or internship program as a part of their academic education.

A sound administrative relationship with the institution has been established. The school has autonomy in organization, appointments and promotions. Chancellor Klotsche assured the Advisory Committee of the continuing strong commitment of the administration toward building a school with a high level of excellence at the University of Wisconsin-Milwaukee.

Dean Wade has established strong leadership for the school, the faculty has been organized under an Executive Committee and with a committee structure including students as active representatives and participants. Relations with the profession in the State of Wisconsin are excellent although some traditionally oriented practitioners would prefer a more traditionally oriented approach.

The school is the culmination of many years of effort on the part of the environmental design professions in Wisconsin. The School of Architecture which is emerging at the University of Wisconsin-Milwaukee is an innovative school of the first order

whose possible fame and drawing power can place it in the forefront of architectural education. Wisconsin is a school which will launch people into the profession of tomorrow rather than yesterday or today. Such an innovative approach was viewed with enthusiasm by the visiting committee and should be encouraged by the profession.

For a school with such ambitious aims and fresh approach there must be a period of experimentation. The Dean and his executive committee must continue to adjust the program during the development period so that many new ideas are put forth for trial and testing. Experimentation and change should never end but it should be most intensive during the early stages of the school's development.

The student group appears to be composed of self-reliant, mature and well-motivated students. The method of selection by submission of portfolio and record of commitment is obviously providing a group which is producing a large volume of work of good quality. The students think very highly of the school; they are almost overly protective in answering questions which could be implied as criticism of course content, method of teaching, etc.

The faculty is a particularly effective and competent group of teachers; all of them full time, who are giving a strong thrust to teaching in all areas of urban systems, component systems, environmental systems and building systems established as the basis for teaching and studio work. The Advisory Committee was particularly impressed with the group projects which produced graphic and statistical data

N.A.A.B

on specific projects.

The school is urged to continue to improve its publishing techniques and to arrive at a sale and distribution of documents produced in the school which would be useful as reference material for other students, practicing architects and the general public.

The faculty and administrative staff appear to be working well together and to form an effective teaching group. The school is urged to continue to expand the effectiveness of visiting critics and lecturers who are jointly selected by faculty and students. Such a program should be coordinated with the teaching program of the school.

The general character and adequacy of teaching facilities is, of course, limited by present space which is soon to be replaced by the remodeling of Engelmann Hall.

The Visiting Committee strongly recommends the strategy of making the community design centers act as true crossroads for the profession, the community, the faculty and the students. All need to contribute to this effort and all have much to learn.

PROGRAM

The school objectives as stated in the Self-Evaluation Report are very clear and direct. The education program has been structured to provide for the present and future needs of professionals practicing in architecture and the environmental design disciplines.

The Advisory Committee was impressed with the very thorough presentation and review of the curricular concentrations currently offered and the expansion of these concentrations in depth to provide a program for

masters level work. Teaching by the faculty appears to provide mutual support with service courses well tied in to the basic design sequence. Innovation and change is still very much the order of the day and appears to be accepted as a continuing element in the school program.

The presentation and integration of teaching in the areas of construction, environmental systems, illumination and related subjects is still undergoing change. Several members of the faculty involved in this part of the program indicated they were providing an almost daily development of course work within the general fabric of teaching these areas of the program. While such innovation may have advantages it can also cause confusion unless the student is made completely aware of the broad central theme and the inter-relationship of all parts of the educational process. It is recommended that thorough review of curriculum content for each course and by each teacher be reviewed in depth at an annual curriculum review committee of several days or a week prior to the start of school.

The content and teaching in urban planning, interior design, landscape architecture and the fine arts is still somewhat vague. This is an emerging area of the curriculum which will gain in strength with the implementation of the graduate program. Continued thought and effort toward effectiveness in these areas would be given by the school administration.

SUMMARY

The Visiting Committee feels that the school is moving toward the complete attainment of its original objectives and that the present program

organization and budget will provide a means for achieving these objectives. Continual struggle to overcome difficulties in the meantime will be required of the administration, faculty and students.

The Committee strongly recommends that reporting mechanisms be established now, before graduates leave the school, so that a continuous reporting system will provide a check on the progress and performance of all graduates. A prime consideration in accreditation is the future performance of the graduates of a school.

STRENGTHS OF THE SCHOOL

1. Very broad-based total program with opportunity for developing a number of major areas for specialized training.
2. Desire and willingness on the part of the faculty to continue to experiment to develop teaching programs of real merit to meet the needs of the environmental design professions.
3. An active and energetic student body.
4. A Dean and administrative group dedicated to creating a school of excellence.
5. Participation in projects based on real-life situations.
6. A good initial relationship with practicing professionals in the area —this should be increased and continued in every way possible.

The NAAB Advisory Committee recommends the School of Architecture at the University of Wisconsin-Milwaukee make official application for full accreditation as soon as the first class of six-year M. Arch. Degree students has been graduated with professional degrees in architecture.

quality

OUR FIRST CONSIDERATION



Putting Quality First Keeps Us Ahead Of The Competition!

All prestressed, precast concrete is **not** the same.

Spancrete, manufactured indoors with the most modern production and testing equipment, under rigid factory controls, is the one that assures you of outstanding quality.

Consider some of the things we add to the basic raw materials:

- Staff of Engineers with a computer for speed and accuracy in design and analysis.
- Daily testing of samples and product to guarantee structural performance.
- Fire Resistance and sound control properties confirmed by independent testing laboratories.
- Machine extrusion and gravity prestressing for close dimensional tolerances and controlled camber.

At SPANCRETE we take a good look at ourselves every day.

Our Quality Control technicians demand it!

Since 1946 – Quality, Service and Durability
**For Longest Spans...Heavier Loads...Lowest Cost
...All Weather Construction.**

SPANCRETE

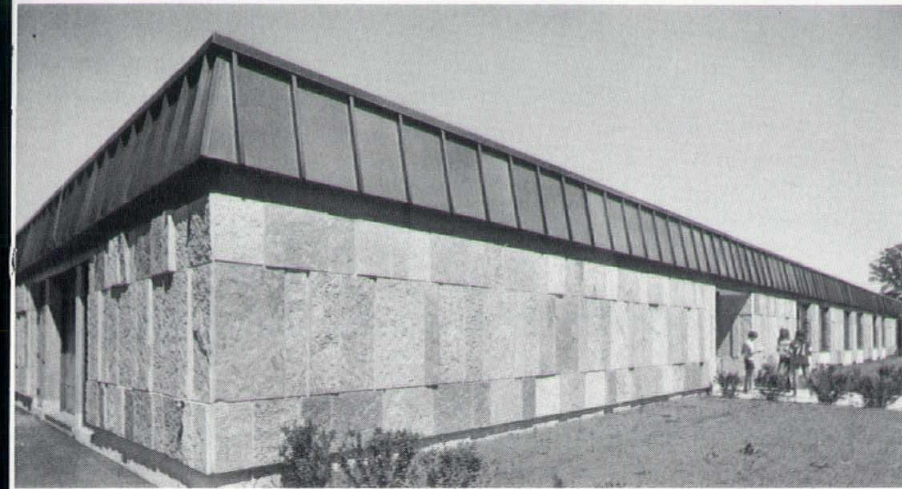
PRECAST, PRESTRESSED CONCRETE HOLLOW CORE PLANK FOR ROOFS AND FLOORS



Spancrete Industries Inc. • 10919 West Bluemound Road • Milwaukee, Wisc. 53213

Spancrete plants located in Waukesha, Wisc., Valders, Wisc. and Crystal Lake, Ill.

The Only Building Material That Grows More Beautiful With Age Is **NATURAL STONE from HALQUIST STONE**



Halquist Natural Stone is available in more than 100 varieties. This tremendous selection is available for your appraisal and inspection at our magnificent display gardens at our headquarters and quarry at Sussex, Wisconsin. Halquist Stone has the world's finest selection for every conceivable application.

Templeton Middle School, Sussex, Wisconsin
Halquist Vincentian Mosaic
Architect: Brust & Brust
Contractor: Nelson Inc. of Wisconsin



U.S. Post Office, Milwaukee
Halquist Vincentian Mosaic walls
with columns of aggregate
crushed Dolomite Limestone.
Architect: Miller Waltz Diedrich & Associates
Contractor: McCloskey-Leavell

**We invite you to visit
with us at our booth
at your state convention.**



James J. Angus



Candidates for Director at Large

This year's nominating Committee for Director at Large, John P. Jacoby, Chairman, and Harry A. Schroeder, Lawrence E. Bray and John E. Knapp nominated the following two members who have been approved by The Executive Committee of the Wisconsin Chapter, A.I.A.

Three of these members will be elected for the position of Director at Large to the Executive Committee of WAIA at the annual membership meeting on April 26, 1972, at the State Convention in Lake Geneva.

Ballots have been mailed 30 days prior to the membership meeting and are due to be returned by April 14, 1972, to the Secretary of the Chapter, Walker L. Patton, 788 N. Jeffers Street, Milwaukee, Wisconsin 53202.

JAMES J. ANGUS, Frelich-Angus-Young, Architects, Janesville, Western Section, graduated from Princeton University with a Bachelor of Architecture and did post-graduate studies at the Illinois Institute of Technology. While at Princeton Mr. Angus received the Bradford-Hill Whiting Memorial and Sayre Scholarships. Mr. Angus was licensed in 1950 in Illinois, in Ohio in 1954, Wisconsin in 1957 and Minnesota in 1966. He qualified for the NCARB registration in 1965. He joined the Wisconsin Chapter as a corporate member in 1959 transferring from Chicago where he became a member in 1950.

Mr. Angus was Vice-President of the Western Section 1963/64; President in 1964/65; he served as a member of the Office Practice Committee, 1962/63; Community Development Committee, 1963; he chaired the Professional Practice Committee from 1966/69 and served on the Executive Committee from 1965 to 1966.

CARL E. BOETTCHER, Boettcher & Ginnow, Inc., Architects of Neenah, Northeast Section, attended Chicago Technical College and Valparaiso University and received a Bachelor of Science in Architectural Engineering. He registered in Wisconsin in 1957 and in 1968 in Michigan and received his NCARB certificate in 1966. Mr. Boettcher served as Secretary of the Northeast Section in 1962/63, Vice-President in 1963/64 and as President in 1964/65. He served on the Executive Committee in 1965. He joined the Wisconsin Chapter, A.I.A., in 1952. He was chairman of the State Honor Awards Committee in 1966 and is a charter member of C.S.I., Fox River Valley, since 1969.

JAMES V. HIRSCH, partner Hirsch, Stevens & Samuelson Inc., Architects of Hudson, Northern Section, graduated from the University of Minnesota in 1948 with a Bachelor of Architecture, qualified by examination for National Architectural Registration in 1951. Mr. Hirsch was Instructor of Design at the University of Minnesota in 1952. He is a corporate member of the Wisconsin Chapter, A.I.A., and former director of the Minnesota Society of Architects. Presently he serves as director on the Executive Committee of the Wisconsin Chapter.

RONALD GENE BOWEN, Bowen and Kanazawa, Architects of Madison, Western Section, received a Bachelor of Archi

Carl E. Boettcher



James V. Hirsch



Ronald Gene Bowen



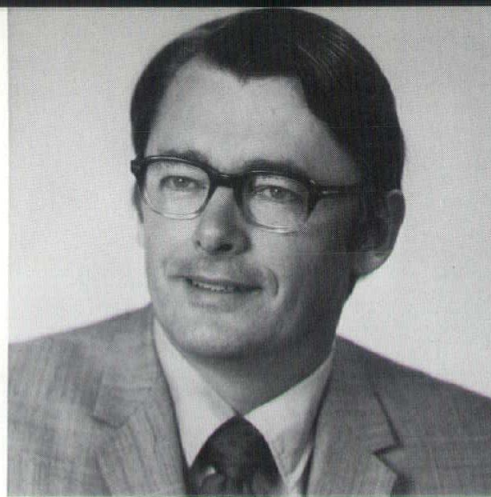
cture and Master of Architecture degree from the Univer-
y of Illinois in 1957 and 1959 respectively. Mr. Bowen is
gistered in Wisconsin and a member of the Wisconsin
chapter, A.I.A., and past officer of the Western Section, Mr.
owen's professional efforts have included educational, re-
wal, housing and civic, as well as commercial projects. He
s traveled throughout the United States and Europe in the
st five years in reviewing new town and urban growth
atterns. Mr. Bowen is currently acting as design critic at
e University of Wisconsin School of Planning, Madison
ampus.

JEROLD W. DOMMER, Western Section, is a graduate of
wa State University with a Bachelor of Architecture degree.
e has been in practice for 18 years, 15 with DDDKG, the
m of which he is a principal. Mr. Dommer has been active
the program of the Wisconsin Chapter, A.I.A., and served
various committees of the Chapter. His specialty in the
m has been hospital and school design.

ROGER D. ROSLANSKY, Hackner, Schroeder, Roslansky
Associates, Inc., Architects of La Crosse, Northern Sec-
on, attend the University of Minnesota in 1955 and re-
ceived a Bachelor of Architecture degree from Iowa State
University in 1961. He received the Award of Outstanding
chievement in Art in 1955 at the University of Minnesota;
umni Achievement Fund in 1957 and 1960. He was active
the A.I.A. Student Chapter at Iowa State University as
ce-President in 1958/59; Student Delegate to the "Forum"
Washington, D.C., in 1958; Regional Director, Midwest
ates in 1958/59 and a student delegate to the National
I.A. Convention in 1959. Mr. Roslansky is registered in
isconsin, Minnesota and Iowa and holds an N.C.A.R.B.
gistration. He transferred from the Minneapolis A.I.A.
chapter to Wisconsin in 1966 and is presently Treasurer of
e Northern Section, Wisconsin Chapter, A.I.A.

WAYNE E. SPANGLER, of Wayne E. Spangler, Architect of
ice Lake, Northern Section, attended State University of
wa, Iowa State College and the University of Illinois. He re-
ceived a Bachelor of Architecture from the University of
inois in 1958. Mr. Spangler is registered in Wisconsin,
Minnesota and Indiana. He is a corporate member of the
Wisconsin Chapter, A.I.A., and is registered with the National
ouncil of Architectural Registration Boards. He served as
resident of the Northern Section, WAIA, and was a member
f the Executive Committee from 1969 through 1971. He is
ast Chairman of the Professional Responsibility Committee
nd is presently advisor and lecturer on architectural draft-
g and construction techniques at the Vocational Technical
chool in Rice Lake.

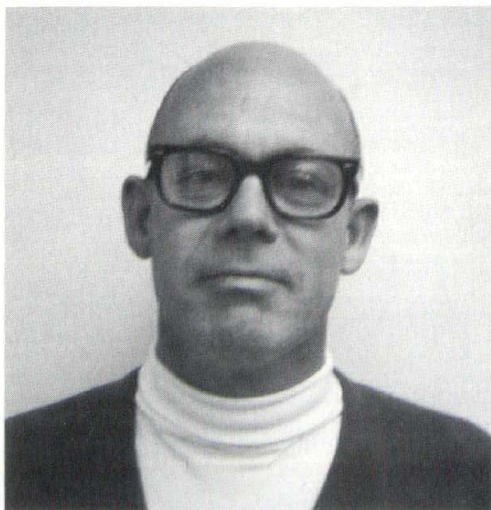
JOHN C. TILLEMAN, John C. Tilleman, Architect of Green
ay, Northeast Section, attended the University of Minnesota
nd in 1951 received a Bachelor of Architecture with Distinc-
on. He is licensed in Wisconsin and Michigan and holds
ertificate of the N.C.A.R.B. He is a corporate member of
e Wisconsin Chapter, A.I.A., and a member of the Construc-
on Specification Institute.



Jerold W. Dommer



Roger D. Roslansky



Wayne E. Spangler

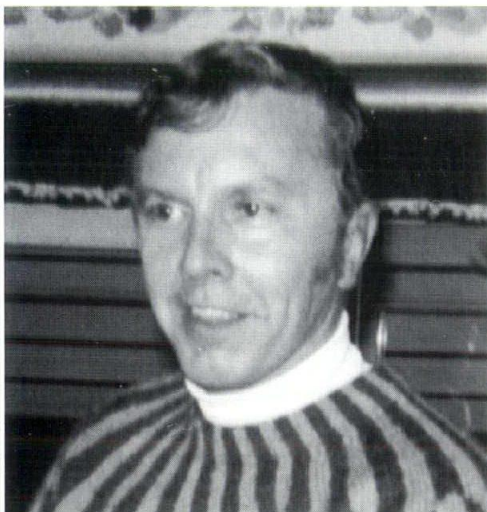


John C. Tilleman

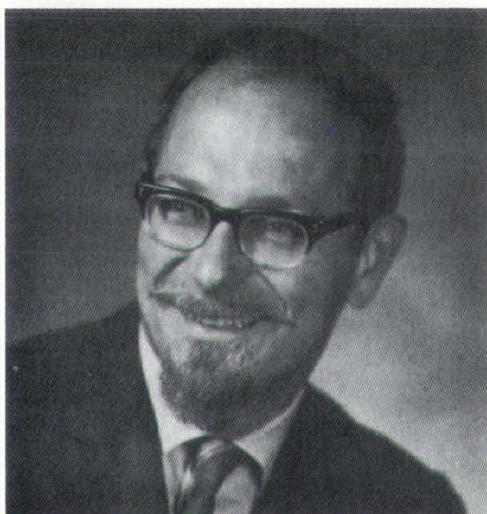
Robert J. Van Lanen



Leonard A. Widen



Richard W. Zeiner



Gary V. Zimmerman



Candidates for Director at Large continues

ROBERT J. VAN LANEN, Burroughs & Van Lanen, Architects of Milwaukee, Southeast Section, attended the University of Wisconsin and the Layton School of Art. He is in architectural practice since 1936, and is registered in Wisconsin since 1951. Mr. Van Lanen is a corporate member of the Wisconsin Chapter, A.I.A., and has served on the Executive Committee from 1966 to 1968. He is presently a member of the AIA-BFM liaison committee and has served on the committee since 1969.

LEONARD A. WIDEN, Johnson, Wagner, Isley & Widen Architects of Milwaukee, Southeast Section, received a Bachelor of Architecture degree from the University of Minnesota. Mr. Widen is a corporate member of the Wisconsin Chapter, A.I.A., and has served the Southeast Section as a member of the Traveling Exhibits Committee in 1966/67, past chairman of the Education Committee from 1968 through 1971 and as past chairman of the Nominating Committee for officer of the Southeast Section in 1970 and '71. On the State level he was chairman of the Task Force on Education Committee in 1970/71; chairman of the Continuing Education Committee in 1972 and chairman of the Nominating Committee for Directors at Large in 1971.

RICHARD W. ZEINER, Bray, Cravillon, Zeiner & Associates, Inc., Architects of Sheboygan, Northeast Section, attended the University of Wisconsin, Kansas State University and received a Bachelor of Architecture with "high honors" from the University of Illinois in 1958. Mr. Zeiner is a corporate member of the Wisconsin Chapter, A.I.A., and a member of the Construction Specification Institute. He is also a member of the Honorary Architectural Gargoyle Society and the Honorary Engineering Societies Tau Beta Pi and Sigma Tau.

GARY V. ZIMMERMAN, Executive Vice President of Brust & Brust, Architects of Milwaukee, Southeast Section, attended Marquette University, and the University of Notre Dame where he received a Bachelor of Architecture degree in 1958. He attended Washington University, St. Louis, in 1965. Mr. Zimmerman is registered in Wisconsin and holds a N.C.A.R.B. certificate. He is a corporate member of the Wisconsin Chapter, A.I.A., and has served in the following capacities: Chairman of the Public Relations Committee of the Chapter in 1968 simultaneously Chairman of the Public Relations Committee for the Southeast Section. Chairman of the Awards and Competitions Committee of the Southeast Section in 1965; Vice-Chairman of the Board of Directors of Wisconsin Architect, Inc., in 1969; Chairman and Treasurer since 1970 to present. Mr. Zimmerman is a member of the Executive Committee of Wisconsin Chapter, A.I.A., and he presently serves as Chairman of the Task Force on A.I.A. PR Studies and Chairman of the State Public Affairs Commission.

He has received the "Roney Prize" for sculpture and the S.E. Section First Award in rendering and model making.

Mr. Zimmerman is a former member of the faculty of the Layton School of Art, teaching environmental design.

1972 WISCONSIN A.I.A. CONVENTION

TURNING POINT 72 PROGRAM HIGHLIGHTS

WEDNESDAY, APRIL 26, 1972

9:30 A.M. — 11:30 A.M.	W.A.I.A. Executive Committee Meeting
11:00 A.M.	Registration Opens
NOON	Regional Directors Luncheon (Members welcome)
1:30 P.M. — 4:30 P.M.	W.A.I.A. Annual Membership Meeting
4:30 P.M. — 5:00 P.M.	Exhibitor's Pre-Convention Meeting
6:00 P.M. — 7:00 P.M.	Cocktail Hour
7:30 P.M.	Honor Awards Banquet

THURSDAY, APRIL 27, 1972

8:30 A.M. — 10:00 A.M.	Opening of Exhibits and Continental Breakfast in Exhibit Area
10:00 A.M. — 11:30 A.M.	Mr. Max O. Urbahn, F.A.I.A., President A.I.A.
11:30 A.M. — 1:30 P.M.	Walking Lunch in Exhibit Hall
1:30 P.M. — 3:00 P.M.	Viewing of Exhibits and Attendance Awards
3:00 P.M. — 4:30 P.M.	Dean John W. Wade, A.I.A., U.W.M. School of Architecture
4:30 P.M.	Hospitality Rooms Open
7:00 P.M.	Chalet Party

FRIDAY, APRIL 28, 1972

8:30 A.M. — 10:00 A.M.	Continental Breakfast and viewing of Exhibits
10:00 A.M. — 11:30 A.M.	Mr. George T. Heery, A.I.A., Atlanta, Georgia
11:30 A.M. — 1:30 P.M.	Walking Lunch in Exhibit Hall
1:30 P.M. — 3:00 P.M.	Viewing of Exhibits and Attendance Awards
3:00 P.M. — 4:30 P.M.	General Services Administration Panel
	Mr. Karel Yasko, F.A.I.A., Moderator

Convention '72 *Mark A. Pfaller, Chairman*

We are going to do it again. Just like we did back in the early sixties. Get away from it all: The whirl of the metropolises, the proximity of our offices. Back to the resort convention. It is vacation time; it holds us together, it keeps the building supply exhibitors happier.

It is Turning Point '72 in Lake Geneva at the award winning Playboy Club-Hotel. Sounds like fun, but we are downright serious. Systems, Construction Management, Fast Track, Team Approach, Simplistic, Where are we going? — Broader Base, The Scene '71, Reality — lingo heard around the country, forming themes for Conventions and conferences everywhere. It is our "Turning Point '72."

At "Broader Base" at Chicago in October: The stress on architectural practice in a changing world. With "The Theme '71" New Jersey architects pointed to a kaleidoscopic profession, a new profession. "Reality" in Minneapolis faced the facts of a new life-style for architects. Robert Hastings speaks out everywhere about Systems. Max Urbahn: Systems again; our role as architects, developers, construction managers;

government contracts.

That is what we are going to talk about. And we are going to talk about turning the tide, and getting with it, and getting a little recognition from our peers, our neighbors and recognition that architects are a constituency.

It is on April 26, 27 and 28th. On Wednesday the Executive Committee melds into Louis Lundgren's Regional Director's Luncheon, with the AIA President our guest. Anyone interested is invited, but all Section Presidents and Executive Committee members are on hand to confer with Max Urbahn. Then Max's press conference and pre-Convention closeout. Annual Membership Meeting at 1:30 p.m. Don't miss it! At 6 p.m. the WAIA Cocktail Party for all followed by the Honor Awards Dinner.

Thursday: Continental Breakfast in the Exhibit area and President Urbahn's presentation at 10 a.m. A Walking Luncheon and viewing of exhibits readies us for Dean John Wade's presentation at 3 p.m. of his paper on an institution for the design professions. A lot more time for viewing, visiting

our exhibitor friends and then hospitality rooms open at 4:30 p.m. and a big gala — a Theme Party at the Ski Chalet on the site.

Friday morning opens as Thursday did, and at 10 a.m. Atlanta's George Heery, AIA, will speak on Construction Management among other things. Lunch and lots of time to view exhibits and then a fast-moving seminar, moderated by Karel Yasko and a panel from GSA — Big Industry and it is all about new construction practices.

Interspersed through all these activities the Madison WAL is planning some delightful programs for the ladies — and no Honey Bear Farm either.

After you have absorbed all the goodies you can, you might just want to end the week-end at this beautiful hotel. I am, I got Hefner's suite.

1972 Convention Committee:

Architects — Richard Blake, John Findlay, Paul Graven and Allen Strang.

Exhibitors — Claude Gagnon, Robert Schomann, Ed Ver Halen and John P. Carlson.

Others — John Keyes and Alan J. Carlson.



**TURNING
POINT 72**

**CONVENTION:
APRIL 26·27·28**

**PLAYBOY CLUB
LAKE GENEVA**

WISCONSIN CHAPTER AIA



MAX O. URBAHN, FAIA

President, the American Institute of Architects

Born in 1912, Mr. Urbahn attended schools in Milwaukee before taking undergraduate work at the University of Wisconsin. He earned a Bachelor's degree in Architecture from the University of Illinois and Bachelor's and Master's degrees in Fine Arts from Yale University. Winner of many design awards while he was a student, Mr. Urbahn has, in the years since, won widespread commendation from his peers. He has lectured at various universities and from 1947-49 was Assistant Professor of Design at Yale University's School of Fine Arts.

As architect, he began his professional career as a designer in the office of John Russell Pope and worked on such projects as the Jefferson Memorial and the National Gallery of Art in Washington, D.C. Subsequently, he became the chief

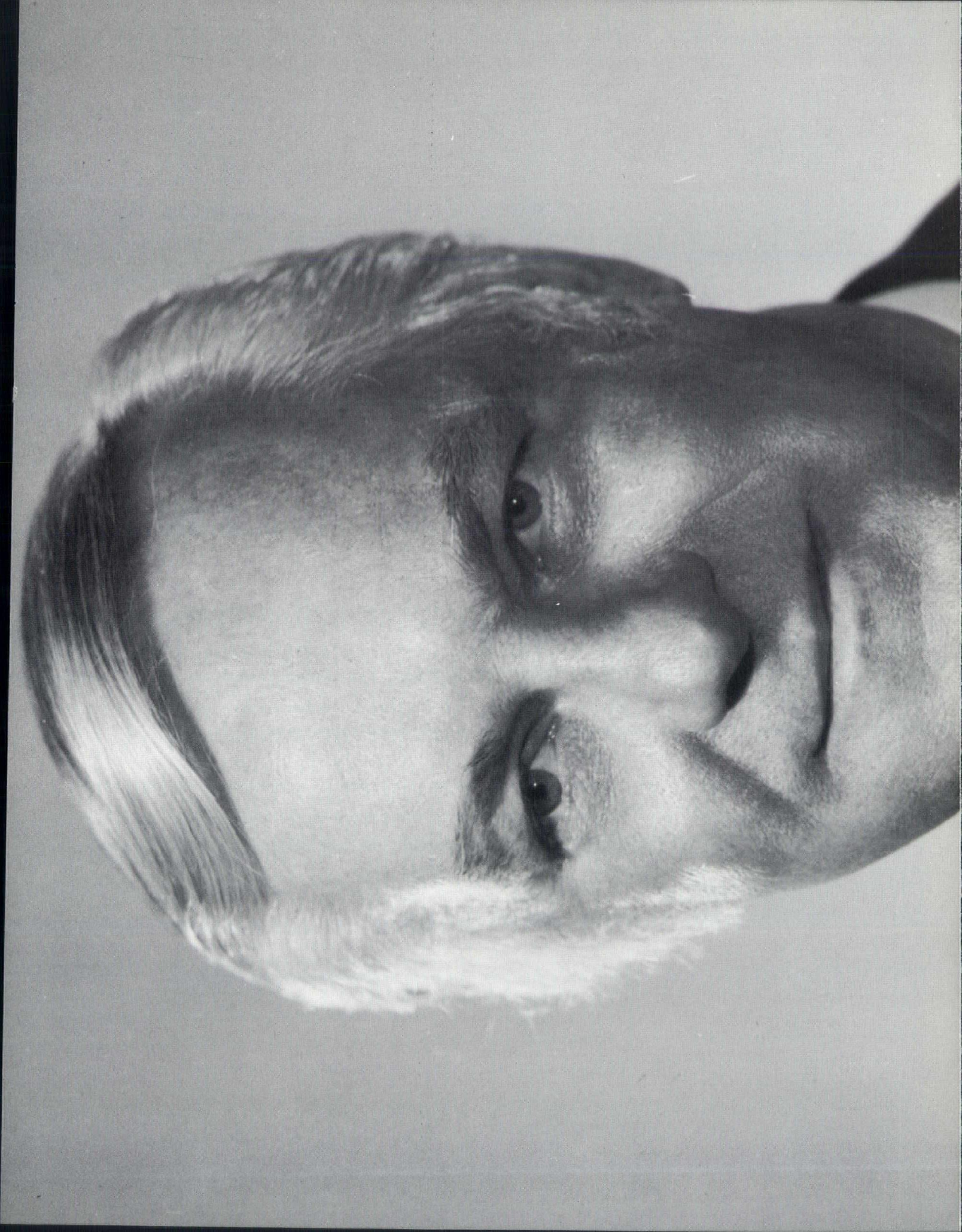
designer in the New York office of Holabird and Root.

A corporate member of the American Institute of Architects since 1949, he was elevated to fellowship for design in 1966 and elected its first vice president for 1971 and president for 1972. He is Commissioner of the Commission on the Environment, Chairman of the new headquarters building committee, trustee of the AIA Foundation and the Urban Design and Development Corporation.

Active for many years in the New York Chapter AIA, Mr. Urbahn has been a delegate to national conventions of the Institute each year since 1960. He was President of the N.Y. Chapter from 1965-67, and earlier was Director of its Activities Committee, 1960-63, Chairman of its Commission on Public Affairs, 1964. World's Fair Committee and

on the Committee on Equal Opportunities. He has also worked regularly as a chapter representative to the New York State Association of Architects.

Certificates of Merit for Excellence in Design and other awards have been received by him for: The Hall of Science, New York City; Children's Psychiatric Hospital, Bronx, N.Y.; Seminary of St. Vincent de Paul, Florida; Meadowbrook Medical Center, Long Island; the Lecture Hall-Cafeteria Building at Brookhaven National Laboratories, Upton, Long Island; the Franklin D. Roosevelt U.S. Post Office and Office Building in New York, N.Y.; and for the Vertical Assembly Building and Launch Control Center for the Apollo Manned Lunar Landing Project at Cape Kennedy, Florida. This project also won the Outstanding Civil Engineering Achievement Award for the year of 1966.



CONVENTION SPEAKERS



GEORGE T. HEERY

President of Heery & Heery, Architects and Engineers

Architect George T. Heery, AIA (44), is a native of Athens, Georgia, and received both his undergraduate and graduate degrees in architecture from Georgia Tech.

He is president of Heery & Heery, Architects and Engineers, founded in 1945 in Athens, Georgia, by his father, C. Wilmer Heery, who is still active as a principal in the firm.

The 140-man firm today includes architects, structural, mechanical, electrical and civil engineers, interior designers, landscape architects, graphics designers and a research group, maintaining its major office in Atlanta with other design and production offices in New York City and Athens, Georgia.

George Heery is a former member of the Atlanta Civic Design Commission and served three years as national chairman of the American Institute of Architects' Committee on Industrial Architecture. In that capacity, he headed two American delegations to international seminars on industrial architecture, one in Brazil and one in Hungary.

Heery & Heery's practice, while Atlanta-based, has become national in scope in recent years, serving corporate and institutional clients. Current major clients include Corps of Engineers/U.S. Air Force, Greater Cincinnati Airport, Xerox Corporation, City of New York, Portland, Oregon, Public Schools, Life of Georgia, Delta Air Lines, Eaton Corporation, Crossroads, Inc., Studebaker-Worthington Corp., the Medical College of Georgia, Stouffer's, Minnesota State College System, Broward County, Florida School System, University of Georgia, Wagner Electric Corporation, and other major corporate, institutional and governmental clients.

George Heery and James H. Finch were co-designers of the Atlanta Stadium and the new Cincinnati Riverfront Stadium, and have designed a number of major sports facilities, including the Patriots' new stadium in Foxboro, Massachusetts, now under construction. They are also designers for the new 80,000 seat Erie County (Buffalo), New York, stadium now in design.

Heery, Finch, and Edward Durell Stone are the three-man design team for Detroit's new \$100 million super domed stadium in association with Giffels Associates of Detroit, design for which was recently made public.



JOHN W. WADE

Dean of the School of Architecture, UWM

EDUCATION

Florence State College (Ala.): 1943-44;
Harvard College: B.A. (Magna cum laude), 1949;
*Harvard Graduate School of Design: B. Arch., 1952;
Town Planning, University College, London: 1952-53;
Cranbrook A.C.S.A. Workshop, 1963;
University of Pennsylvania Graduate School of Fine Arts
M. Arch., 1964

EXPERIENCE

Academic
Lecturer in mathematics, Armstrong College, 1962
Visiting Architectural Critic, Clemson University, 1962
Visiting Architectural Critic, University of Minnesota, 1963
Visiting Architectural Critic, Auburn University, 1965
Associate Professor and Head, Division of Architecture
Tuskegee Institute, 1964-68
Professor and Dean, School of Architecture, University of Wisconsin-Milwaukee, 1968-present
Curriculum Advisory Committee, UCLA School of Architecture and Urban Planning, 1967
Conference on Curriculum, University of Arkansas, School of Architecture, 1969
AIA New England Studies Advisory Committee on Arch School Location, 1971

* Converted to M. Arch., 1970

Professional

Designer, Perry, Shaw, and Hepburn, Kehoe and Dean, Architects, Boston, 1952
Designer-Job Captain, Eero Saarinen and Associates, Architects, Bloomfield Hills, Michigan, 1953-56
Job Captain, Hideo Sasaki and Associates, Landscape Architects, Somerville, Massachusetts, 1956-57
Independent Practice: Hilton Head Island, S. C., 1957-63 (also consultant to Laurance Rockefeller Resort Enterprises during this period); Tuskegee, Alabama, 1963-67

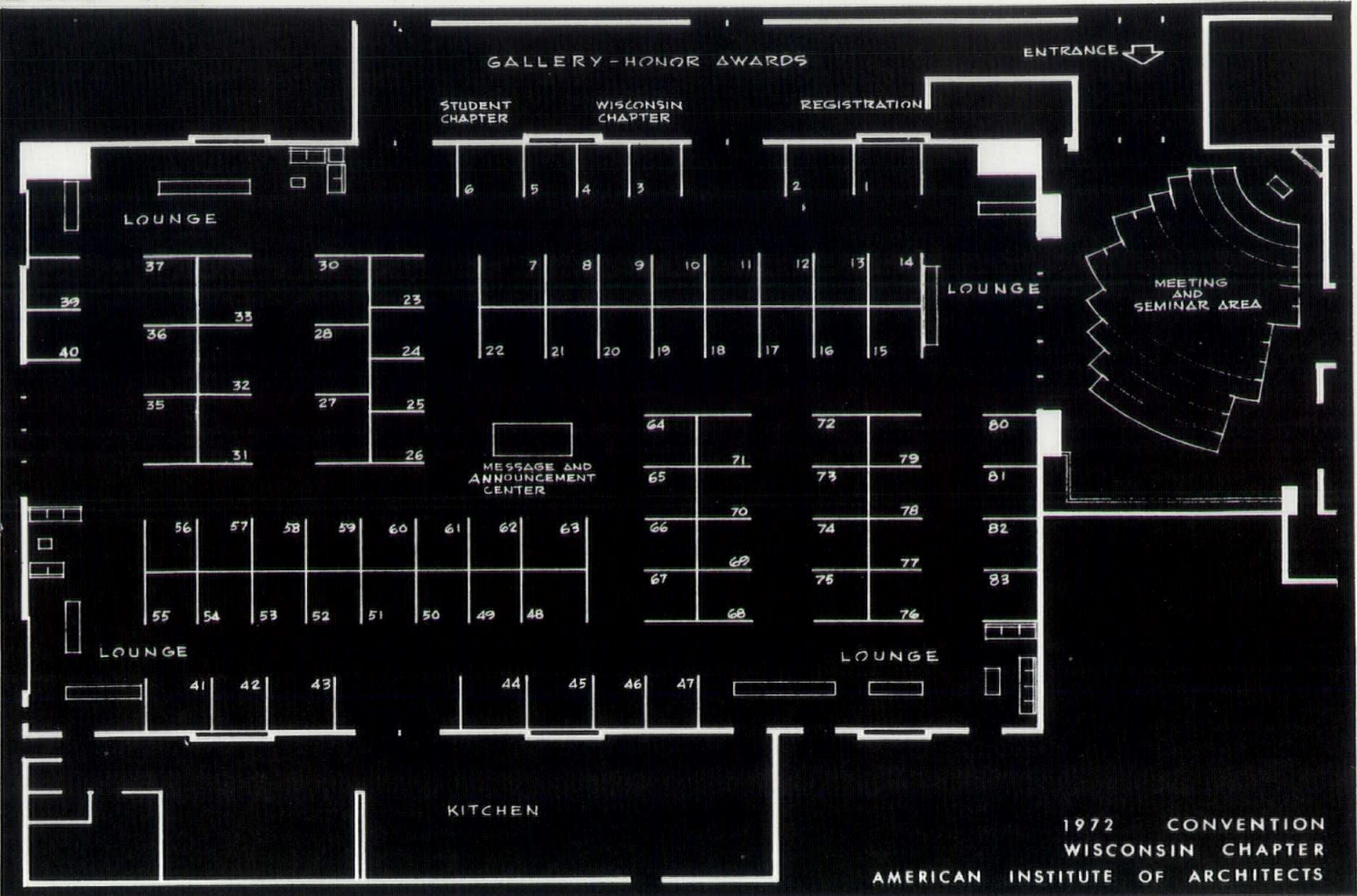
HONORS AND AWARDS

Fulbright Scholarship in Town Planning to University College, London, 1952-53
Honorable Mention, Merchant House Category, A.I.A. Homes for Better Living Awards Program, 1967.

MEMBERSHIPS

N.C.A.R.B. A.C.S.A.

EXHIBITORS



BOOTH

1. J. R. Petley Co. (Bradley Wash-fountain)
2. Kawneer/Amax
3. Asbestos Service Co.
4. Wisconsin Face Brick & Supply Co.
5. Structural Products Corporation
6. Structural Products Corporation
7. Milwaukee Area Bureau for Lath-ing & Plastering
8. Peterson Chemical Corporation
9. Sheboygan Glass Company
10. Spray O Bond Company (Forrer)
11. School Equipment Consultants, Inc.
12. Ink-Smith, Inc.
13. Wisconsin Face Brick & Supply Co.
14. Wisconsin Face Brick & Supply Co.
15. Wisconsin Gas Company
16. Andersen Windowwalls
17. Sonneborn-Contech

BOOTH

18. Tews Lime and Cement Company
19. Tews Lime and Cement Company
20. Can-Tex Industries
21. R & S Parts, Inc.
22. Arwin Builders' Specialties
23. Fireproof Products, Inc.
24. The Trane Company
25. Ver Halen, Inc.
26. Northwestern Elevator Co., Inc.
27. The Charles Parker Company
30. Homasote Company
31. Super Sky Products, Inc.
32. Super Sky Products, Inc.
33. United States Steel
35. Cold Spring Granite Company
36. Weyerhaeuser Company
37. Best Block Company
39. Connor Forest Industries
41. Libbey-Owens-Ford Company
43. Donovan Equipment Inc.
44. J. W. Peters & Sons, Inc.
45. Milwaukee Insulation Company
46. Butler Tile Company

BOOTH

48. Wisconsin Chapter of Architectural Woodwork Institute
56. In-Sink-Erator Division
59. Architectural Components, Inc.
60. Craig/Modernfold, Inc.
61. Spancrete Ind., Inc.
62. GAF Corporation
63. Vyron Corporation
64. PPG Industries, Inc.
65. Kerwin, Inc.
66. Champion Brick Company
67. Champion Brick Company
68. Champion Brick Company
69. Champion Brick Company
71. North Central Terrazzo Assoc., Inc.
72. Halquist Stone Company, Inc.
75. Wisconsin Telephone Company
76. Reinke & Schomann, Inc.
79. Anchor Paint Company
80. Silbrico Corporation
81. Owens-Corning Fiberglas Corp.
82. A. L. Grootemaat & Sons, Inc.
83. American Institute of Steel Construction

AESTHETICS OF THE CITY

by Curtis L. Carter

Decisions affecting the quality of urban life must draw upon a number of value areas: personal need, economic, political, and aesthetic. Recognizing this factor, the Marquette University Philosophy Department with co-sponsorship of the Wisconsin chapter of A.I.A. and Brooks Council (Marquette Student Assoc.) is examining each of these areas through lectures and discussions in a series under the heading "Value Perspectives on Urban Life." The culminating event is a three day Symposium, "Aesthetics and the City" to be held April 19-21, 1972.

Significantly, the Symposium will examine the often neglected or sacrificed aesthetic values. More and more, as we realize the impact of man-made forms and structures—buildings, transportation patterns, the availability of art forms—on the quality of urban life, we see that it is not enough simply to provide museums and concert halls where persons may replenish their aesthetic sensibilities. Too often other aspects of the man-made environment are shaped with little or no attention to the aesthetic values. If aesthetic values are taken into account, they are often set aside or given a secondary role as compared with economic or political values affecting the decisions. I believe that life in an urban setting can be greatly enriched through intelligent planning decisions that take into account the wider value considerations, giving due place to the aesthetic values.

The symposium brings together men of the highest competence in both practical and theoretical matters concerning aesthetics of architecture, city planning, and the wider effects of the city on art and life. The speakers are: Edmond Bacon, recipient of the American Institute of Planners' highest award for his contribution to city planning, and author of *Design for Cities*; John Johanson, recipient of the Arnold Brunner Memorial Prize in architecture awarded by the National Institute of Arts and Letters, and a Professor of Architecture at Columbia University; Teddy Brunius, philosopher-aesthetician, author of *Theory and Taste*, who was secretary general of the Sixth International Congress of Aesthetics and is director of the Institute for Aesthetics, Uppsala Uni-

versity, Sweden; and Harold Rosenberg, *New Yorker* Magazine art critic, author of *Trance Above the City* and other works on art and aesthetics. Participating as respondents to Bacon and Johanson are Milwaukee architects Maynard Meyer, A.I.A., and William Wenzler, F.A.I.A.; Richard Whitaker, School of Architecture, University of Wisconsin, Milwaukee; and Donald Vogel, Assistant Director of Governmental Affairs, University of Wisconsin, Milwaukee.

By examining these topics: "Aesthetics and Politics" (Bacon); "Aesthetics of the City," (Johanson); "Past, Present, and Future of the Human Cities," (Brunius); and "Art and the City" (Rosenberg) the participants will have opportunity to show the place of aesthetic values in the shaping of present and future city environments. A forum drawing in all four principal features will consider the question, "Where Have All the Flowers Gone? (Prospects for the Good Life in the City)."

The symposium will offer substantial insights and analysis of aesthetic values in the context of urban culture. The combination of city planner, architects, aesthetician-philosopher, and art critic with an interest in social aesthetics will provide a fruitful and stimulating cross disciplinary source of ideas and exchange, adding to the discussion of urban values and their practical application to the work of architects, planners, and others working in the urban environment. As well, the series will provide analysis useful to the university community and of interest to the general public.

A.I.A. members, planners, and other interested persons are cordially invited to attend the sessions of the program.

See the program included here for details.

Aesthetics of the City
A Symposium
at

Marquette University
April 19-21, 1972

Symposium Chairman: Curtis L. Carter,
Assistant Professor of Aesthetics
and Philosophy, Marquette University.

Co-Sponsors: Marquette University Department of Philosophy, Brooks

Council A.S.M.U. and Wisconsin Chapter, American Institute of Architects.

Program

Wednesday, April 19, 1972

Teddy Brunius: "Past, Present, Future of the American Cities" Lecture, 8 P.M., Todd Wehr Chemistry, Room 100.

Aesthetician-Philosopher Teddy Brunius is director of the Institute of Aesthetics, Uppsala University, Sweden, and visiting Professor at the State University of New York, Albany. He is a critic and was advisor on city planning to the City Council, Uppsala, for 10 years. His publications include *Theory and Taste* as well as 6 other English works on Aesthetics, fifteen Swedish volumes, and numerous articles. Brunius is well known internationally, having lectured at universities in England, France, Poland, Denmark, Mexico, and the United States. He was secretary general of the Sixth International Congress of Aesthetics.

Thursday, April 20, 1972

Edmond Bacon: "Aesthetics and Politics" Lecture with slides, 10 A.M. to 12 Noon, Brooks Union Ballroom.

Edmond Bacon, who began as an architectural designer in Shanghai, China, has been for many years executive director of the Philadelphia City Planning Commission. He is a member of the President's Citizen Advisory Commission on Recreation and Natural Resources, and has served both as a Rockefeller and Ford Foundation fellow. He has published *Design for Cities* and numerous articles. Bacon has been awarded the American Institute of Planner's Highest Award for outstanding achievement in city planning.

Respondents: Maynard Meyer, A.I.A., architect, Meyer Associates, Milwaukee; Donald Vogel, Ph.D., Assistant Director, Institute of Governmental Affairs, University of Wisconsin-Milwaukee.

Afternoon Session

Forum "Where Have All the Flowers Gone? (prospects for 'the good life' in the city)"

Participants: Edmond Bacon, city planner, Teddy Brunius, aesthetician-philosopher; John Johanson, architect; Harold Rosenberg, art critic.

AESTHETICS OF THE CITY

A.I.A. Cocktail Reception in honor of Symposium Speakers 5 P.M. to 6 P.M. members and invited guests.

A.I.A. Dinner, 6 P.M. to 7:30 P.M.

2 P.M. to 4 P.M., Todd Wehr Chemistry, Room 100.

Evening Session

Harold Rosenberg "Art and the City," Lecture, 8 P.M. Brooks Union Ballroom.

Harold Rosenberg is art critic for the *New Yorker* Magazine, and he is also professor at University of Chicago in the Committee on Social Thought. He is the author of several works which include *Trance Above the Street*, *Tradition of the New*, *Arshile Gorke*, *The Anxious Object*, and *Artworks and Packages*.

Friday, April 21, 1972

John Johanson "Aesthetics of the City," Lecture with slides, 10 A.M. to 12 Noon, Brooks Union Ballroom.

John Johanson is professor of architecture at Columbia University. His works include the U.S. Exhibition Pavilion

at the International Trade Fair in Yugoslavia, the U.S. embassy in Dublin, Ireland, and the Orlando, Florida, public library. The author of many articles, Professor Johanson is recipient of the Arnold Brunner Memorial Prize in architecture, awarded by the National Institute of Arts and Letters. Respondents: William Wenzler, F.A.I.A., Architect, Wenzler Associates, Milwaukee; Richard Whitaker, School of Architecture, University of Wisconsin-Milwaukee.

Summary Remarks on the Symposium: 12 to 1 P.M., Todd Wehr Chemistry, Room 100.

Edmond Bacon

Teddy Brunius

John Johanson

Harold Rosenberg

A.I.A. Members who wish to attend the reception-dinner at The Wisconsin Club on Thursday, April 20, may send reservations to: Wisconsin Chapter, AIA, 788 N. Jefferson, Milwaukee 53202. Cost: \$8.50.

Overnight lodging close to the campus is available at Holiday Inn Central, 1926 West Wisconsin Avenue, Milwaukee, and at the Y.M.C.A., 915 West Wisconsin Avenue, Milwaukee. Make reservations directly with the motels.

Lunch Thursday noon is available at the Holiday Inn.

All sessions are free and open to the public. Out-of-town visitors are requested to register in advance by sending a letter to:

Curtis L. Carter

Symposium Chairman

Department of Philosophy

627 North 13th Street

Milwaukee, Wisconsin 53233

Symposium Committee

Curtis L. Carter, Chairman

Richard Diedrich, A.I.A.

Thomas Prendergast

Robert Ashmore

Francis Collingwood

Chris Pieklo

Nicholas Studzinski

Brick

FROM
CAN ★ TEX

80 colors ranging from white to black/10 textures from smooth to rough/10 sizes from paver to Saxon from the Midwest's largest manufacturer of brick, building tile, and drain tile. Write for color literature, individual products folders and design counseling.

CAN ★ TEX
INDUSTRIES
BRICK & TILE DIVISION

DIVISION OF Harnco CORPORATION

DISTRIBUTOR SALES OFFICE • 101 ASHWORTH ROAD • WEST DES MOINES, IOWA 50265



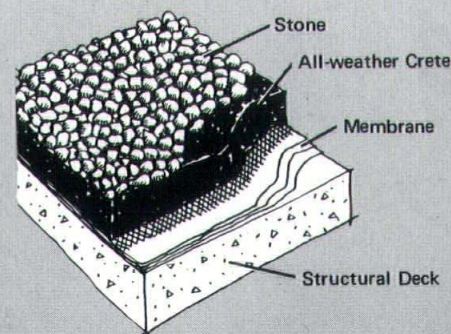
can you do this to your roof deck and still not puncture the membrane?

You can if it's protected with the All-weather Crete Insul-top system! This insulation applied over the waterproof membrane will protect it from normal accidental puncture (also from freezing and from extreme temperature cycling.) It reduces expansion and shrinkage to a minimum. All-weather Crete can be sloped to drains and contoured around and over projections to provide positive water drainage.

In short, this system protects the membrane keeping it "alive" and waterproof for years! A different system? Certainly.

Consider this concept in your next project. Write for the 16 page technical booklet "Designing a Leak Proof Roof". Silbrico Corporation, P. O. Box 3653, Milwaukee, Wisconsin 53217, (414) 352-2902.

You may change your entire thinking about roof decks!



 **All-weather Crete® Insul-top System**





LEPTAT GLASS
LEADED GLASS
FACETED GLASS
MOSAIC
DECORATING

WINDOWS
FOUNTAINS

SCREENS
DOORS

SCULPTURES
SKYLIGHTS

*Leptat
Glass*®

CONRAD SCHMITT STUDIOS

BERNARD O. GRUENKE

1325 S. 43rd ST.

MILWAUKEE

383-2200



When vertical transportation is the question...

take it up with Armor.

We've been coming up with right answers for nearly forty years now. For every conceivable type of building: new or old, tall or short, fat or skinny, straightforward or far-out. And in all phases of vertical transportation: complete systems, controls, cabs, components, service or repair. Answers that are operationally right! Aesthetically right! And most important, economically right! Just to make sure, we do everything ourselves . . . build all our own equipment, from machines to controls, cabs to call buttons. So next time you need something in vertical transportation, contact Armor . . . we can take you as high as you want to go. Armor Elevator Company, Inc. Plants in Louisville, New York, Los Angeles, Toronto and Vancouver. Offices everywhere.

Armor
ELEVATOR

A SUBSIDIARY OF **ASmith** CORPORATION



NEWS NOTES

MILWAUKEE ART CENTER

THE MILWAUKEE ART CENTER will be holding a series of lectures, exhibits and field trips relative to the CHICAGO SCHOOL OF ARCHITECTURE during March and April.

On Sunday, March 5th, there was a reception in the Education Gallery hosted by the art center and Mr. and Mrs. Irving Saltzstein in honor of the well-known architectural photographer, *Richard Nickel*, from two to five p.m. An exhibition of Mr. Nickel's work and a selection of plans, renderings, fragments and other material related to the Chicago School will be on display in the gallery through April 16th.

There will be a series of lectures at the Art Center in the Lecture Gallery at 1:30 and 8:00 P.M.

April 4 — Frank Lloyd Wright and His Predecessors.

April 11 — Frank Lloyd Wright and His Contemporaries.

Guest Speaker: *Thomas H. Beckman*

Guided Architectural Tours of the Chicago Loop and of the Frank Lloyd Wright buildings in Oak Park and River Forest will be conducted by guides from the Chicago School of Architecture Foundation on March 27th and April 17th respectively. Buses will leave the Art Center at 8:30 A.M. and return at 5 P.M.

Charges for the tours are \$12.00 for members, \$15.00 for non members, including transportation and lunch. The lectures are free to members; Non-members \$1.00.

For reservations for both the lectures and the tours send checks to Adult Education Dept., 750 N. Lincoln Memorial Dr., or phone 271-9508.

UNIVERSITY EXTENSION THE UNIVERSITY OF WISCONSIN

An Engineering Institute, "Project Management with CPM/PERT Networks," will be held May 17, 18, and 19, 1972. This institute will provide experience in the management of projects which are planned and scheduled with PERT and/or CPM techniques. It is assumed the student has an understanding of the basic concepts of CPM or PERT.

A network for the construction of a new building will be used as a case study. Management decisions will be

made, assisted by project reports generated by a computer. A project duration in real time of one and one-half to two years will be simulated in the institute. Changes in real conditions will be simulated at three to four-month intervals. The results of the management effort will be judged on the basis of cost control and project duration.

This course is designed to help people engaged in planning and management of building projects. Techniques of accelerating project schedules and resource and manpower allocation for optimum benefit will be taught.

Your prompt enrollment is encouraged as the enrollment limit is 30 people.

The fee for the three-day institute is \$225. Inquiries should be sent to Dr. William C. Dries, Program Director, University of Wisconsin — Extension, 432 North Lake Street, Madison, Wisconsin 53706. Telephone: (608) 262-2061.

ARCHITECTURE CRITICS' MEDAL TO WOLF VON ECKARDT

Wolf Von Eckardt, architecture critic of the *Washington Post*, has been named the recipient of The American Institute of Architects' 1972 Architecture Critics' Medal.

The award, selected by the Jury on Institute Honors, the American Institute of Architects, recognizes Von Eckardt's "continuous effort in the area of public criticism to evaluate structures, plans, and program in simple, direct language that informs both the profession and the citizens of the need for vigilance in quality and performance and the need to recognize where pressures have needlessly sacrificed the quality of urban environment."

Von Eckardt will receive the award during the 104th annual convention of the 24,000-member national professional society to be held in Houston May 7-10.

The medal was established in 1967 to "stimulate, broaden, and improve the quality of architectural criticism in order to increase the public's visual perception of environmental design." Past winners are Lewis Mumford, Ada Louise Huxtable, Henry-Russell Hitchcock, and the late Sibyl Moholy-Nagy.

Von Eckardt's articles on city planning, architecture, and design have appeared in such publications as *Holiday*, *Harper's*, *The New Republic*, *Saturday Review*, and *Horizon*. He is the author of five books: "A Place to Live — The Crisis of the Cities" (1968), "The Challenge of Megalopolis" (1964), "Life for Dead Spaces" (1963), "Mid-Century Architecture in America" (1961), and "Eric Mendelsohn" (1960). In 1964 he received a Ford Foundation grant for critics and writers in the arts to study new towns in this country and abroad.

Born in Berlin, Germany, Von Eckardt came to this country in 1936 as a political refugee. He began his career as a graphic designer, served in the U.S. Army during World War II, then worked for the U.S. State Department until 1953.

In 1959, after five years of journalistic and public relations work for various organizations, Von Eckardt became public information director of The American Institute of Architects and art director of the *AIA Journal*. He joined the staff of the *Washington Post* in 1964.

Von Eckardt is an honorary member of the Institute, a member of the Society of Architectural Historians, and a past president of the Washington chapter of the American Institute of Graphic Arts. He has lectured at Harvard, M.I.T., and several other universities and gatherings throughout the country.

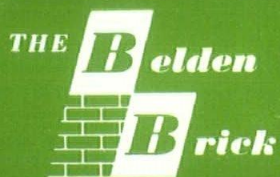
His wife, Marianne Horney Von Eckardt, M.D., is a psychoanalyst. They have two daughters.

1972 ARCHITECTURE CRITICS' CITATION AWARDED TO PETER COLLINS

Peter Collins, Canadian author, architect, and educator, has been named the winner of The American Institute of Architects' 1972 Architecture Critics' Citation for his "continuously important creative effort in critical literature."

The citation, selected by the Jury of Institute Honors, the American Institute of Architects, will be presented at the 104th annual convention of the 24,000-member national professional society to be held in Houston May 7-10.

continued page 22



COMPANY / CANTON, OHIO



When brick is in your plans, think of the company who offers the largest selection of colors, textures and sizes in the industry — BELDEN BRICK. Architectural creativity is most effectively interpreted when your supplier provides these advantages. And that's precisely why BELDEN enjoys the reputation of the standard of comparison in the industry. When you think of brick, think of BELDEN.

Your nearest BELDEN Dealer will gladly show you the facts in the form of samples and our new 4 color brochure, or write us at P. O. Box 910, Canton, Ohio 44701.

BELDEN IS...

SIZE

Collins is the author of three influential books which are used extensively by the architectural profession and academic institutions: "Architectural Judgement" (1971), "Changing Ideals in Modern Architecture" (1965), and "Concrete: The Vision of a New Architecture" (1959). Nearly a hundred of his essays and reviews have been published in architectural periodicals in North America and England.

In "Architectural Judgement" Collins wrote: "The whole essence of a profession is that it does involve judgement, and cannot be based on rule of thumb . . . for the architect, the lawyer and the surgeon, judgements of a highly complex kind are the very essence of his skill, for which book-learning provides merely the raw materials of intellectual creativity." This award is presented to Collins for his cogent articulation of architectural analysis.

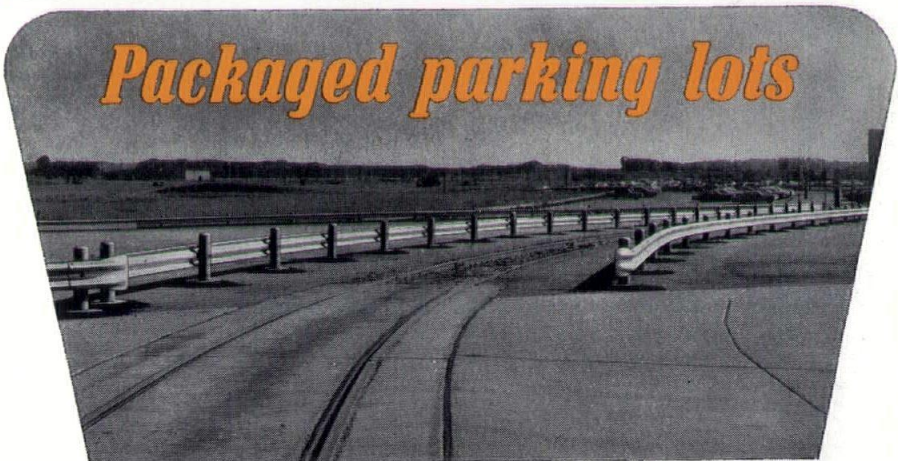
Born in Leeds, England, Collins received a Master of Arts degree from Manchester University in 1955, then went to Switzerland and France to work on the design of reinforced concrete structures, including Auguste Perret's reconstruction of Le Havre. In 1956 he was appointed an associate professor of architecture at McGill University, Montreal, where he has remained a member of the faculty ever since. He became a full professor (and a Canadian citizen) in 1962.

Collins was editor of the *Journal of the Society of Architectural Historians* in 1967-68 and a research fellow at the Yale University Law School in 1968-69. In 1971 he earned a Master of Laws degree from Queen's University, his thesis being a study of the relationships between laws and urban environments.

Collins' "Changing Ideals in Modern Architecture" won him the Hitchcock Medallion of the British Society of Architectural Historians in 1969. He received a silver medal from the Royal Institute of British Architects in 1964 and a Fulbright travelling scholarship in 1955. He is a Fellow of the Royal Architectural Institute of Canada, an associate member of the Royal Institute of British Architects, and a corresponding member of the Societe des Architectes Diplome par le Gouvernement Francais.

ADVERTISERS INDEX

Anchor Paint	23	Halquist Stone	9
Armor Elevator	18	Kohler of Kohler	2a
Belden Brick	20	Peters, J. W. & Sons.....	4
Best Block Company.....	22	Schmitt, Conrad, Studios.....	17
Butters-Fetting Co., Inc.....	23	Silbrico	16
Can-Tex	15	Spancrete Industries	8
Century Fence	21	Spectra Glaze	23
Champion Brick	24	Structural Products	3
Continental Columbus	23	Wisconsin Gas Company.....	2
Grootemaat, A. L.	22		



Let us wrap up your parking lot . . . we can handle the whole job including suggestions on the best placement for Century Guard Rail. It provides excellent "in-out" traffic control and maximum use of space while preventing vehicle damage to buildings, walks, lawns and shrubs. Rail sections are formed from semi-spring steel . . . super tough . . . yet safely cushions all impacts. Steel is galvanized for low maintenance . . . can be luminescent-painted for night-time safety. We custom fabricate and install all components according to your layout. But if you only need Guard Rail, materials and services can be purchased separately.

Phone for FREE estimate—no obligation



Century Fence Company

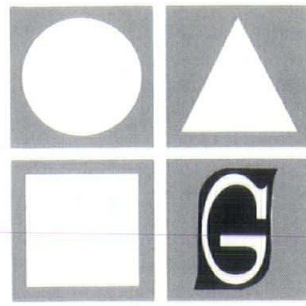
North 11 W24712 Silvernail Road, Highway TJ, Waukesha, Wis. 53186

BEST BLOCK CO.

BUTLER • MILWAUKEE • RACINE

PHONE: (414) 781-7200

See you at your State Convention Booth No.37



A. L. Grootemaat & Sons, Inc.

Assisting Wisconsin Architects in:

Project Development
Mortgage Financing
FHA Processing
Joint Ventures &
Syndicating
Turnkeys

**SEE
US
AT THE
CONVENTION
IN LAKE GENEVA**

OFFICES IN:
MILWAUKEE • MADISON • NEENAH
CHICAGO & ROCKFORD, ILL.



FLEXIBLE,
THERMO PLASTIC,
MEMBRANE, ROOF
COATING. WHITE AND
COLORS. NEW ROOFS.
OLD PROBLEM AREAS
AND ROOFS.

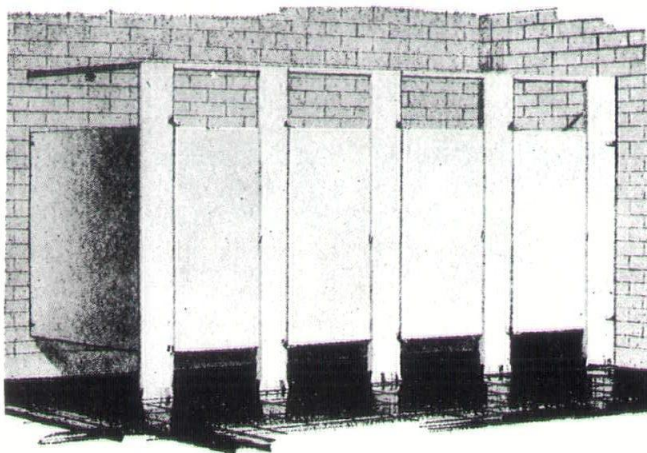
SOLD BY:

ANCHOR COATINGS INC.
1606 E. PEARL STREET
WAUKESHA, WISCONSIN
414-542-8072

LA CROSSE INSULATION
316 LANG DRIVE
LA CROSSE, WISCONSIN
608-784-6740

MILWAUKEE INSULATION
16800 W. GLENDALE
NEW BERLIN, WISCONSIN
414-786-2300

BNCO Metal Toilet Partitions



Delivery from Stock

CONTINENTAL COLUMBUS CORP.

a subsidiary of Biersach & Niedermeyer Co.

CUSTOM METAL FABRICATORS

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

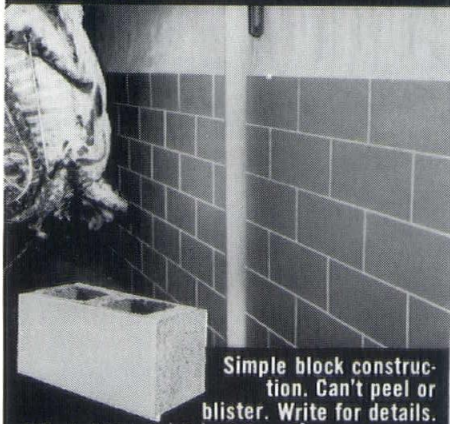
YOU SAVE WITH GLAZED

Spectra-Glaze®

CONCRETE BLOCK WALLS

and meet new USDA regulations
at the same time!

Economy of block, permanence of glaze.
Less to install & maintain. Attractive, color-
ful, sanitary. Load bearing.



Simple block construc-
tion. Can't peel or
blister. Write for details.

48 Standard Colors. Also Scored & Design Faces...Local delivery
world-wide... © Reg. U. S. Pat. Off., Can. & other countries by

ZENITH GLAZED PRODUCTS

P.O. Box Z • Osseo, Minnesota 55369

Phone: (612) 425-4111

Cataloged in SWEET'S ③

Heating
Cooling
Plumbing

Quality Work

Since 1926



**Butters-Fetting
Co., Inc.**

1669 S. First St. Milwaukee

Phone (414) 645-1535

WISCONSIN ARCHITECT
785 North Jefferson Street
Milwaukee, Wisconsin 53202

Address Correction Requested
Return Postage Guaranteed

MR. GEORGE E PETTENGILL
1785 MASS. AVE. N.W.
WASHINGTON, D.C. 20036

Controlled Circulation
POSTAGE PAID
at Milwaukee, Wisconsin

champion brick

1810 S. Calhoun Rd., New Berlin, Wis. 53151

o
r
p
o
r
a
t
i
o
n

REPRESENTING THE FINEST NAMES IN BRICK AND THE FINEST NAMES IN BUILDING MATERIALS

featuring **HYDROZO WATER REPELLENT COATINGS**
for **MASONRY, CONCRETE, and WOOD SURFACES**

PROTECTS by eliminating moisture penetration

PRESERVES by retarding disintegration from moisture freeze-thaw cycles

BEAUTIFIES by helping protect against efflorescence and staining of surfaces

INSULATES as a result of the "sealing out moisture."

and BUILDING SYSTEMS

featuring **BACKBONE UNIQUE WALL SYSTEMS**

The Backbone system of wall construction is an engineered brick masonry wall system incorporating the inherent vertical strength of masonry with bonded vertical reinforced concrete ribs to achieve a simply constructed, composite wall offering a multitude of bonuses. The primary bonus is the Backbone panel . . . a 2 ft. by 4 ft. panel of expandable polystyrene (EPS) which is adhered to the back of the masonry and is molded to form a rib every two feet along the wall. When these spaces are grouted to form the ribs, the Backbone panels remain in place to provide massive thermal insulation, which results in an average U factor of 0.06 BTU / (hour) (square foot) of wall area.

WILLIAMS PANEL BRICK

Williams Panel Brick is a manufactured siding designed to simulate brick veneered construction. The panels are fabricated using Kiln-fired S. W. grade brick slabs, 8x2¼ and ½ to ⅝ inches thick, that meet the minimum requirements of ASTM C-216-50. The brick slabs are fixed with a synthetic rubber base adhesive to a ½ inch thick high density asphalt impregnated nail-base fiber board that complies with FHA Bulletin No. UM-34 and ASTM D 2277.

We invite you to our booths — 66, 67 and 68 at your state convention.

And we always invite you to consult with us on your next project.

BILL VANDERVEER/DICK WILLIAMS Call us at (414) 786-8260
The Champions in the Building Material Field