

# THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION —  
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

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THE WISCONSIN ARCHITECT  
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Fritz von Grossmann Elected  
**Secretary-Treasurer**  
Wisconsin Architects Association

Fritz von Grossmann, Divisional Director from the Milwaukee Division, was elected Secretary-Treasurer of the Wisconsin Architects Association at a meeting of the Association on Saturday, May 8, at the Plankinton House, Milwaukee. He succeeds Leigh Hunt who, at the annual meeting, asked to be relieved of further duties but agreed to serve three additional months until his successor should be elected.

Also at the May meeting the following Resolution was offered by Fritz von Grossmann, seconded by William V. Kaeser, and unanimously carried:

RESOLVED, that N. J. Russell, Jr., of Milwaukee, Wisconsin, be engaged by the Wisconsin Architects Association, a Chapter of The American Institute of Architects, as a professional public relations counsel and consultant in organizational matters for a term commencing May 1, 1954 and extending until the expiration of the next annual convention to be held in February, 1955; provided that such term may be terminated by either party at an earlier date upon written notice thereof given at least 30 days prior thereto; and that in consideration of the performance of his services as such counsel and consultant, the Association pay the said N. J. Russell, Jr., fees at the rate of \$325.00 per month, payable at the end of each month.

\* \* \*

**Northeastern Division**

WISCONSIN ARCHITECTS ASSOCIATION

Minutes of Meeting, May 3  
Chilton, Wisconsin

Meeting was called to order by President Maurey Lee Allen. Minutes of March 2nd meeting were approved as published in the March issue of the Wisconsin Architect.

Mr. Allen reported on recent activities of the Wisconsin Architects Foundation which included the informing of Architectural Schools of the existence of Foundation Funds for use of Architectural Students from Wisconsin.

The forthcoming meeting of the Northeastern Division at Butte de Mortes Country Club was discussed and the date of 13 July 1954 was decided on.

Maynard Meyer spoke on recent activity of the Milwaukee Division, and introduced Jack Russell, prospective public relations counsel for the Wisconsin Architects Association, who spoke on Public Relations as pertaining to Architecture and the Association.

Julius Sandstedt, president of the Wisconsin Architects Association, spoke briefly about activity of the executive committee.

Members and Guests Present — 23.

EUGENE WASSERMAN, Secretary  
Northeastern Division

## “Forces That Shape Architecture” to be Theme of 86th Annual Convention of The American Institute of Architects to be held in Boston, June 15-19, Edward A. Weeks, Editor of the Atlantic Monthly, to Speak

Washington, D.C. — Christian A. Herter, Governor of Massachusetts and Edward A. Weeks, Editor of the Atlantic Monthly, will be headline speakers at the 86th Convention of the American Institute of Architects. The national professional organization is holding its annual event this year in Boston, from June 15-19.

Weeks's opening talk on Tuesday, June 15, will be keyed to the broad convention theme "Forces that Shape Architecture." His impressions of the contemporary American scene and its architecture are gleaned during the course of more than 25,000 miles of travel about the country each year. Governor Herter, who is associated closely with the profession as chairman of the Visiting Committee for the Harvard Graduate School of Design, is scheduled to address the convention on Friday, June 18.

Design trends for two important building types — hospitals and schools — will be the subject of another seminar. Marshall Shaffer, Chief of the Technical Services Branch of the U. S. Department of Health, Education and Welfare's Division of Hospital Facilities, will moderate the session on hospitals. Participants include architects Vincent G. Kling of Philadelphia, and Aaron N. Kiff, New York; and Dr. Albert W. Snoke, director of Grace-New Haven Community Hospital.

John C. McLeod of Washington, D.C., chairman of the AIA Committee on School Buildings, will be moderator for the school panel which includes architects John Stanley Sharp of New York, Samuel E. Homsey, Wilmington; and the president of the National Council on Schoolhouse Construction, Charles S. Gibson of San Francisco.

There will be a panel on Architectural Education headed by William W. Wurster, FAIA of San Francisco, who is Dean of the University of California's College of Architecture, and Carl Feiss of Washington, D.C., chairman of the AIA's Committee on Education.

John B. Hynes, Mayor of Boston, will greet the architects and their guests at the opening luncheon, and James Lawrence, Jr., will issue a welcome on behalf of the Massachusetts Society of Architects, of which he is president.

Varying viewpoints will emerge when five eminent architects discuss the "Changing Philosophy of Architecture" with John F. Harbeson, FAIA of Philadelphia as moderator. Panel members include Ralph Walker, FAIA of New York; Eero Saarinen, FAIA of Bloomfield Hills, Michigan; Jose Luis Sert, Dean of Harvard's Graduate School of Design; Paul Rudolph, Sarasota, Florida; and Robert W. Kennedy, Boston.

Throughout the convention week, daily seminars will present a variety of subjects appropriate to the overall theme. Observations on "Government's Impact on Architecture" will be presented at a luncheon meeting, June 16, by the distinguished former president of the Royal Institute of British Architects, Michael Waterhouse, FRIBA of London, and Miles Colean, FAIA of Washington, D. C. Douglas W. Orr, FAIA of New Haven, chairman of the AIA Committee on Architect and Government, will preside.

At a technical seminar, experts will speak on new developments in building methods, materials, lighting, air conditioning and ventilation. Architect Lessing W. Williams of New York will be moderator of a panel that includes Paul Weidlinger of New York, structural engineering consultant; Charles Leopold, Philadelphia, heating and ventilating engineer; C. L. Crouch, New York, Technical Director of the Illuminating Engineering Society; architects Ben John Small of New York, and Leonard Haeger of Washington, D.C. Haeger is director of the National Association of Homebuilders' Research Institute.

Approximately 2,000 architects and guests from all sections of the country are expected to attend the Boston convention. Headquarters will be at the Hotel Statler.

## The International Union of Architects, Lisbon Congress 1953

### Resolutions (Conclusion)

#### V. TOWN PLANNING

##### a) *The position of the Architect in Town Planning.*

This Congress proposes that the resolution of the 1948 Congress concerning the position of the architect in town planning should be reaffirmed.

Town planning is both an art and a science. Its aim is the better use of land for community purposes within a framework of local, regional and national plans which should be established by social policies.

Today, it embraces activities which are so varied that the architect cannot work alone in the field and without further education. The study of town planning problems necessarily involves team-work under the direction of a person with extensive knowledge, the ability to coordinate, and with a feeling for harmony in space and time. Through his education the architect possesses the qualities required for the direction of these studies. As an artist and technician, he could not claim to be a town planner today unless he has grasped the importance of social and economic problems. The reconstruction of war-damaged towns, slum clearance, the design of open spaces, etc., are examples of some of the work which he will undertake with the improvement of social conditions as the objective.

Scientific and analytical studies are essential in the establishment of a programme. In this phase the architect should collate information supplied by the engineer, the economist, the sociologist, the lawyer, etc., who are required to undertake a part of the studies. He will intervene more or less actively in the development of the programme; less in regional and national problems of a purely technical nature (concerning, for example, forestry, water, agriculture, water power, navigation etc.); more in local problems (zoning, site planning, traffic circulation, etc.). He will certainly take the most important place in the preparation of urban development plans. These are design problems in the solution of which his qualities as an architect will have a major importance.

Following this it considers that in the planning of large areas, e.g. national, regional or conurbations, the title of town planner should not necessarily be limited to those whose basic discipline is architecture. But at each stage in the planning process the architect town planner should act as adviser and prepare the design projects.

On the other hand it considers in the planning of cities and towns only architects qualified as town planners are competent to carry out the planning work. They should be known as architects and town planners.

In the opinion of this Congress, students in all schools of architecture should be required to think of buildings and groups of buildings as an integral part of the town rather than in isolation.

Preliminary town planning courses should be given in schools of architecture. Further courses at post graduate level are necessary but these can only be given in institutions qualified to organise such courses.

The Congress would also like to see town planning taught in schools of engineering, sociology and economics, in order that these professions may understand the work of the architect.

Finally this Congress hopes that there may be a better understanding between architects engaged on a common task. Both the architect town planner and the architect serve the community.

##### b) *Standardisation of Symbols.*

1. A common notation makes it easier to read and compare town plans. An international standardisation of symbols is therefore to be recommended.

In countries which already have official notation standards international symbols might be used for unofficial documents such as certain survey maps. International standards would have great value if they were used in countries which have not yet adopted official standards.

2. The system of standardisation presented to the third Congress of the I.U.A. offers certain advantages. The paper should serve as a starting point for a study of international standardisation, which should take into account the need to help the public understand planning projects.

3. There should be a close understanding with the international Federation for Housing and Town Planning. A joint study Committee should be able to arrive at positive conclusions.

4. It is strongly recommended that proposals presented to the Congress should be published by the I.U.A.

#### VI. HABITAT

The Congress is concerned at the fearful problem set by the general housing shortage.

1. It understands by "habitat" the setting in which a man should live and in which the whole of his requirements can be satisfied.

This setting comprises not only the dwelling, but also the "extension of the dwelling"; in other words, it is a question not only of "architecture" but also of "town planning".

2. The Congress would like to see embodied in every national constitution the right of every man to a proper habitat in exchange for a part of his productive output.

3. It is of the utmost importance and urgency that governments should give priority among their responsibilities to this question of habitat: (a) by a substantial allocation from the national budget, (b) by a generous policy with regard to loans, (c) by the encouragement of private investment.

4. In order to be effective, such action must be based on large scale planning and on phased programmes; priority being given to the homeless and those inadequately housed.

##### (a) *Shelter.*

5. The Congress appreciates that temporary solutions prove in the long run uneconomic; but in view of the present heavy demands it believes that use can

(Continued on Page 6)

## Group on Architects Program



Shown above is the initial program on the "Woman's World" Television series on which an actual house is being designed and constructed by Don Grieb (right), Milwaukee architect, and his clients (center), Mr. and Mrs. Phil Johnson. (extreme left): Arthur O. Reddemann, guest panelist and vice president of the Wisconsin Architects Association, and Beulah Donohue, the program's emcee.

The Wisconsin architect is on parade in a 30-week television series currently being aired by WTMJ-TV of Milwaukee.

Titled "Building a House", the program is following the week by week experiences of a young Milwaukee couple and their architect as they actually build a home in the northern part of Milwaukee County. The television show explains the functions of an architect and the decisions he and his client must make in the construction of a modestly-priced residence.

The series started on March 26, 1954. It is seen on the "Woman's World" program on Fridays from 3:00 to 3:30 P.M.

Under the questioning of WTMJ-TV's Beulah Donohue, the Milwaukee architect, Donald Grieb, and his clients, Phil and Sue Johnson, are well through the initial phases of site selection, outline of family need, and preliminary sketches.

Periodically a panel of architects from the Wisconsin Architects Association appears on the series to discuss the broad architectural applications of the specific decisions made by Grieb and his clients. The panel enlarges upon such matters as choice of type of structure, choice of materials and services, modern design, and other phases of the architect's services to his client.

The series endeavors, through education, to place the architect more firmly in his proper creative, yet practical, position in the community.

"The show is an education to all architects who participate," Julius Sandstedt stated at a meeting of the Northeastern Division in Chilton, May 3. "Miss Donohue is doing a tremendous job of explaining the architect for the Association."

The following architects have appeared on the program thus far: Julius S. Sandstedt, Oshkosh; Wallace R. Lee, Milwaukee; Arthur O. Reddemann, Milwaukee; Robert P. Potter, Milwaukee; Joseph J. Weiler, Madison; Eugene Wasserman, Sheboygan; Fritz von Grossmann, Milwaukee; William Vogt Kaeser, Madison; Maurey Lee Allen, Appleton; Maynard W. Meyer, Milwaukee; Sylvester J. Stepnoski, Fond du Lac; Allen J. Strang, Madison.

Maynard W. Meyer, Chairman of the Architects Association Public Relations Committee, has expressed his appreciation of the cooperation received from architects who have been asked to take part in the televised panel discussions. "I know that other architects, as they are asked to take part in this series, will be equally helpful in our effort to educate the average man and his wife in the value of engaging an architect when the decision to build a new home is made," Meyer said.

and must be made of a frankly "temporary habitat" in all cases where there is at the same time a widespread need for dwellings and inadequate economic resources. It would be unrealistic to await the construction of enough normal dwellings.

6. Such a "temporary habitat" must not of course be made an end in itself. No temporary housing programme should be put in hand without a normal housing programme having first been drawn up. Otherwise the temporary solution is in danger of becoming an excuse for apathy.

7. In no case must temporary housing be allowed to result in temporary town planning. The fundamental principles of town planning remain valid however simple or ephemeral the housing solutions may be.

8. Such temporary housing could include forms of shelter designed to lower standards than those generally permitted. These standards, however, should never be allowed to fall below a certain level, varying with climatic, social, economic and political conditions.

9. The standards should be based on two essential principles: prevention of promiscuity and provision for elementary hygiene.

10. Such shelter should be given an essential family character which rules out, except in extreme emergencies, solutions based on communal hostels.

11. The minimum cell which should constitute the core of any such shelter is that required for the life of a married couple. This cell must be capable of expansion, the object being to ensure the privacy of the parents and the separation at adolescence of the two sexes.

12. The purely temporary shelter should be designed in such a way as to be readily removed after a period of say 15 to 20 years. One can also envisage a less temporary type that could be adapted to last for one or two generations. The simplest method would be to construct the initial cell first and to add by stages supplementary units up to a limit fixed by regulation.

13. To ensure a rapid rate of construction governments should promote the formation of groups of "self-help" (?) builders giving them official recognition and encouraging them by all available means, especially by the supply of materials or pre-fabricated components as cheaply as possible.

(b) *The dwelling.*

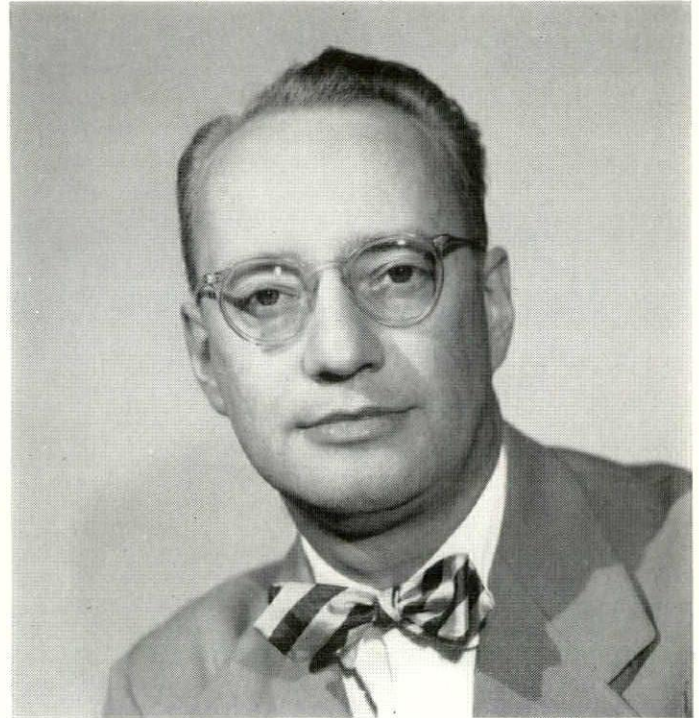
14. The Housing Sub-Committee of the United Nations Economic Commission for Europe asked the I.U.A. to help in defining *the housing needs for the family*. To answer this question, the I.U.A. will assemble the documents presented at this Congress and try to synthesise them, its investigation will be widened to include a selection of the best recent housing plans — a necessary first step in any objective study of the problem.

15. In conclusion, having analysed those reports that have tried to determine a lower limit below which dimensional reductions cease to be really economic, the Congress considers that such reports provide a sound factual basis. They show that any attempt to fix an exact limit must come up against a number of indeterminate factors, making any premature conclusions, a matter of some delicacy. The pursuit of this enquiry in each country will help to remove most of the indeterminate factors, if it is undertaken systematically. (Continued on Page 7)

## Change of Personnel

Milwaukee, Wis. — Arvin H. Quam has been appointed Treasurer of Inland Steel Products Company, manufacturers of steel building products and garden equipment, with branch facilities in: Baltimore, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Los Angeles, New York and St. Louis.

Quam replaces O. R. Egan, who was recently elected Comptroller of Inland Steel Company, Chicago, of which the Milwaukee firm is a subsidiary. Egan had been Treasurer of the Products Company for the past four years.



ARVIN H. QUAM

Quam was formerly assistant to the treasurer and has been with the company since 1950. He was previously assistant comptroller of the Carnation Company, Oconomowoc, Wis. Other connections include Price, Waterhouse & Co. and General Electric Company. He served four years with the U. S. Corps of Engineers in a contract division. He is a member of the Wisconsin Society of Certified Public Accountants and is a graduate of the University of Wisconsin.

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VII. SCHOOL BUILDING

This Congress endorses the preliminary report on school building prepared in 1952 at the request of UNESCO and hopes that the field of investigation on which it was based may be widened to include particularly Latin America and the Middle and Far East.

On the urgent need for new school buildings it affirms:

1. That the causes of this shortage are:
  - a—Introduction of extension of compulsory education.
  - b—Increase in the birth rate.
  - c—Movement of displaced persons.
  - d—Immigration.
  - e—Obsolescence of existing schools.
  - f—War Damage.

2. That the means of overcoming this shortage depend on:

- a—Financial resources of the country in question.
- b—Type and quantity of building materials available.
- c—Type and quantity of building labour available.
- d—Level of technical and professional ability.
- e—Standards of manufacture and of construction.
- f—Industrial capacity of the country.
- g—Climate and topography of the country.

3. That there can be no general solutions to such complex problems and that in order to attempt to overcome them, one must have:

- a—A clear idea of the education policy of the country.
- b—A detailed study of the needs of the country in terms of this policy.
- c—A programme based on the factors listed in paragraph 1. above.
- d—A detailed study of each of the factors listed in paragraph 2. above.

4. The following recommendations can contribute towards the solution of the problems:

- a—Active collaboration, both national and international, between architects, teachers and the various experts concerned.
- b—Consultation by the responsible authority with an architect adviser before any programme of school building is put in hand.
- c—In order to ensure the quickest and cheapest construction, the fixing of minimum areas by the responsible authority only in so far as they are required for a sound education, and then in modular terms.
- d—When transport difficulties and the cost of specialised labour require it, the use of local materials.
- e—In other cases where substantial economies can be effected, the use of standardised and pre-fabricated components.
- f—Financial provision by the responsible authority to meet the building programme over a number of years.

VIII. INDUSTRIALISATION

(a) *Relations between Architect, Manufacturer and Contractor.*

1. This Congress, recognising that the industrialisation of building is both inevitable and advantageous, reaffirms the position adopted at the second Congress at Rabat.

Building is the only important industry in which designers, manufacturers and assemblers do not yet work together as a team.

In the increased scope and complexity of operations due to industrialisation, the individual architect

cannot on his own tackle all the multifarious problems involved, and architectural practice now requires the organisation of teams of people each contributing one or more of the special skills required.

2. This Congress, being concerned, amongst other things, with the effect of this development upon the architect's professional code, particularly in the future relations with manufacturers and contractors.

3. Recognises that, whilst on the one hand the architect who is a member of a team and includes ready-made components in his designs, foregoes a part of his freedom in detailing; yet on the other hand he is able to make this concession with less reluctance, if the manufacturers concerned have made use of specialist architects for the design of the components that they produce.

4. This Congress resolves that:

1. The architect should in future complete his education with a general course in industrial method, so as to give him an understanding of the problems of the specialists with whom he will have to work and whose contributions he should be able to co-ordinate.

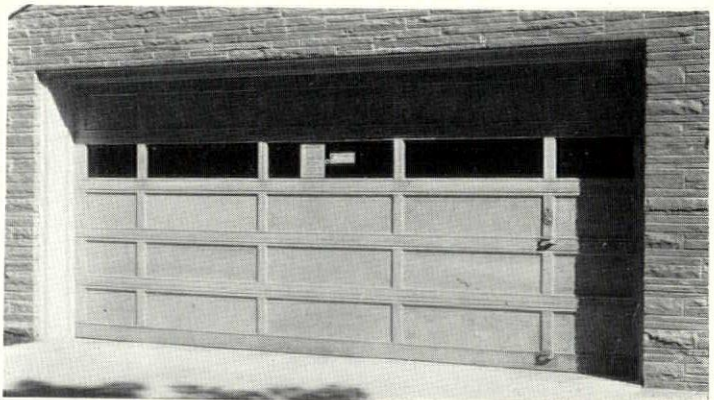
2. Within the profession itself, architects should themselves more often become specialists in one or more of the aspects of industrialisation.

3. The architect's professional code should be revised as necessary to conform to the new situation.

(b) *Modular Coordination.*

A.—1. This Congress, recognising that modular co-ordination has proved to be an essential condition for the industrialisation of building, reaffirms the position adopted at the Congress at Rabat.

(Continued on Page 8)



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## Mail Bag

Mr. Leigh Hunt, Secretary  
Wisconsin Architects Association  
759 North Milwaukee Street  
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Dear Mr. Hunt:

Since returning to Washington from my recent visit to the mid-West, I have been looking for a moment to tell you how much I appreciate your hospitality and that of your officers and members while I was in Milwaukee. I am, of course, grateful for having been given the opportunity to tell those in your Region about Modular Coordination. But beyond this, I feel that you entertained me most graciously and gave me a very pleasant stay.

Even on such brief acquaintance, I should like to join in the sentiment expressed by your members as to the loss your retirement will be to them. I know that it is well earned, however, and I am sure that they will continue to look to you for guidance in many matters in the future.

I am indeed glad to have met you and am looking forward to renewing our acquaintance at future opportunities.

Sincerely yours,

BILL DEMAREST, JR.  
Secretary for Modular Coordination

(Continued from Page 7)

2. Recognises that the module of 4 inches or 10 cms. is already the one most widely used in most countries, has proved itself to be the proper increment of building dimensions.

3. Recommends (a) that the I.U.A. adopt this module (10 cms. or 4 ins.);

(b) That architects who have not already adopted this module should do so and should use their influence to extend its use throughout the building industry;

(c) That the international Standards Organisation should be requested to take steps to implement the adoption of the 10 cms. or 4 in. module throughout the world.

B.—This Congress, recognising that the difference between the metric and the inch systems of measurement presents an everincreasing obstacle to the interchange of information and of products for building;

Recommends that the I.U.A. call upon UNESCO to initiate studies towards an international convention the equalisation of the two measures.

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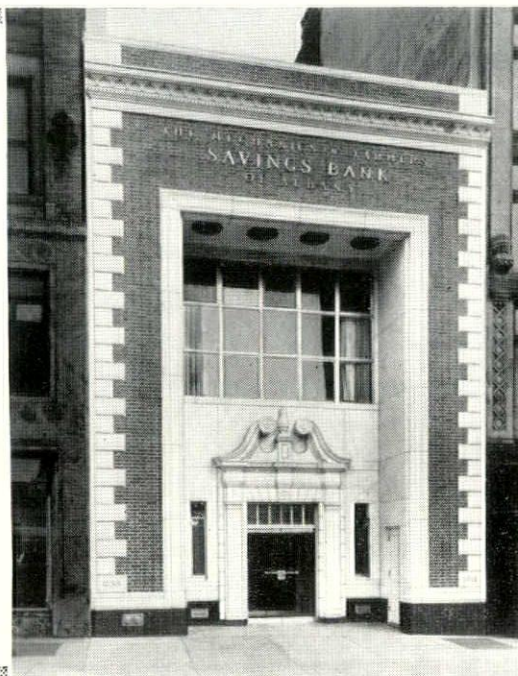
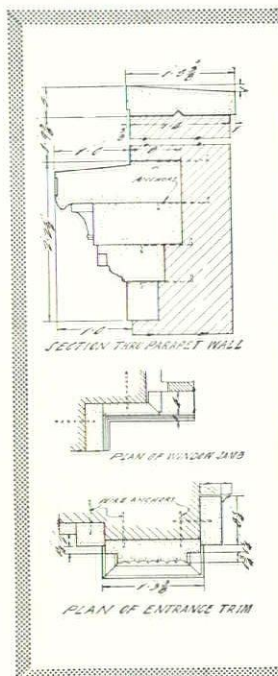
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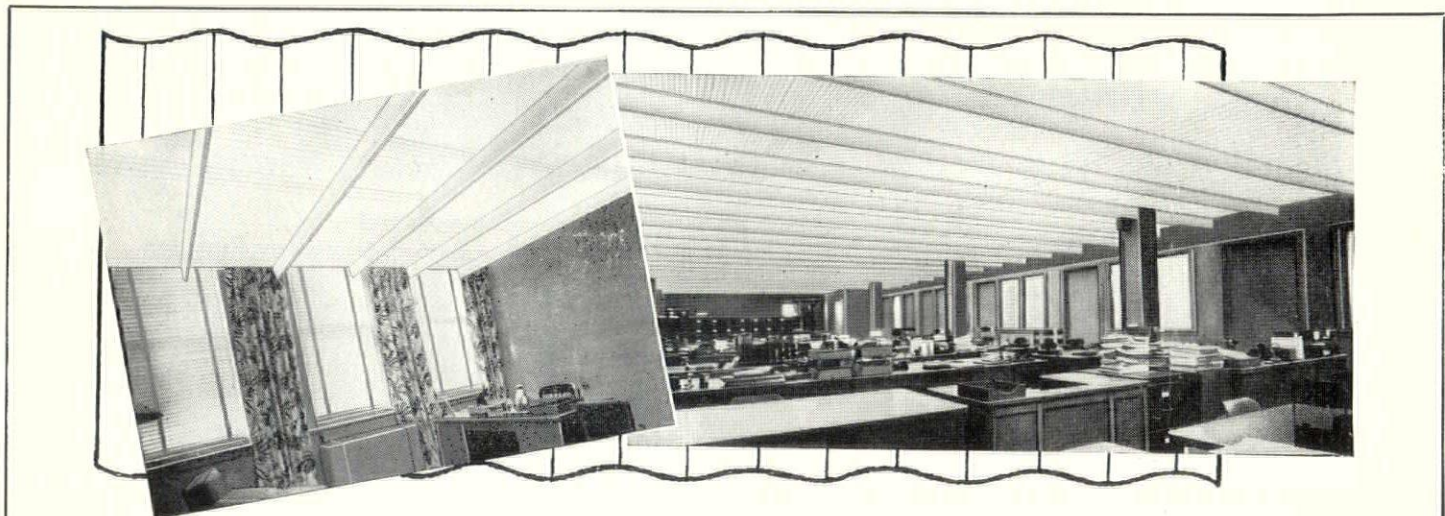
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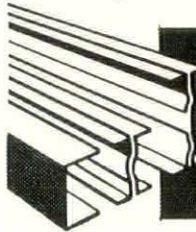
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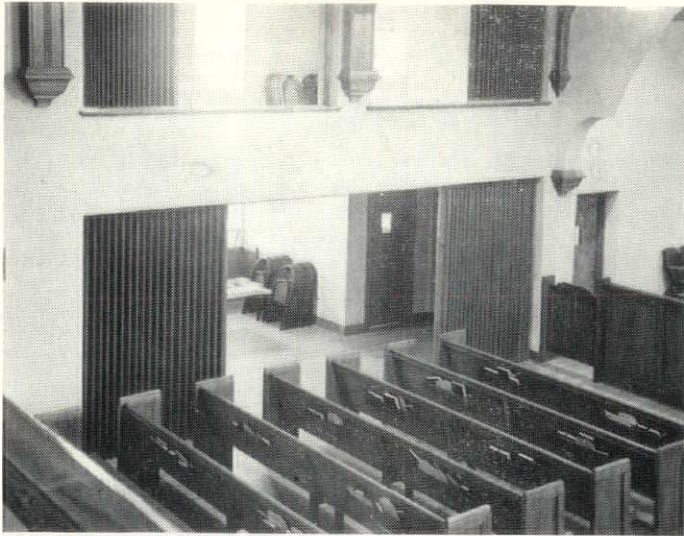


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