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THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS
WISCONSIN CHAPTER OF THE AMERICAN INSTITUTE
OF ARCHITECTS



The Picnic

Rufus Cutler Dawes Honored

Report of the Resolutions Committee

THE SEVENTH ANNUAL CONVENTION

OF THE

STATE ASSOCIATION OF WISCONSIN ARCHITECTS

WILL BE HELD

Friday and Saturday, September 23rd and 24th

AT THE

PLANKINTON HOUSE
MILWAUKEE, WISCONSIN

SEE THE SEPTEMBER ISSUE

OF THE

WISCONSIN ARCHITECT

FOR THE OFFICIAL PROGRAM
AND DETAILED DIRECTIONS

Rufus Cutler Dawes Honored at Chicago Chapter Meeting

On June 24, some fifty odd members of the Chicago Chapter joined with distinguished civic leaders in Chicago at a luncheon meeting at the Tavern Club, for the purpose of presenting to Rufus Cutler Dawes, of Chicago, his certificate of Honorary Membership in The Institute.

The election of Mr. Dawes was announced at the Seventieth Convention of The Institute at New Orleans in April.

Mr. Dawes was the guest of honor. Architects from other chapters of The Institute were also present, including Charles D. Maginnis of Boston, President of The Institute, and William Stanley Parker of Boston, Past-Secretary of The Institute. The Century of Progress Organization was represented by Doctor Pusey of Chicago.

REMARKS OF PRESIDENT MAGINNIS

In formally presenting Mr. Dawes with the engrossed certificate of Honorary Membership, Mr. Maginnis read the citation:

"Rufus Cutler Dawes, as President of A Century of Progress, rendered a signal service to the architecture of America; with a vision unobscured by precedent, with a courage undaunted by opposition, he explored new horizons for the architecture of the Exposition; with confidence and energy he faced the greatest economic depression our nation has known and brought his great task to a successful conclusion.

"The commission of architects under his leadership created for the first time in this country an exposition in a functional style; honest in its purpose, beautiful in its form, and prophetic in its being."

President Maginnis then spoke as follows:

We have come with a disposition to do honor to a rare type of citizenship. The American Institute of Architects is not easily provoked to gestures of compliment. In this instance it is difficult to contribute a significant honor to one already so distinguished. I am eager, therefore, it should be understood that The Institute is conscious rather of receiving distinction than of bestowing it.

It is desired to mark in this formal way the sympathetic identification of Mr. Dawes with the high aims of our profession and our sense of the spacious and enlightened way in which he has promoted them. Obviously, he has the temperament and the imagination of the architect and lacks only the experience of the drawing board. It was Francis Thompson who said that the poet held the lyre in his hands and the love of poetry in his heart.

The influence of the architectural profession is strangely limited. It is concerned too narrowly with the individual items of the physical community and rarely is given opportunity to deal with it as an organism. In consequence, our typical city is positively ugly in totality, even while it boasts some oasis of architectural adequacy.

The imagination and technical skill of our architects are now beyond question and, indeed, may be said to have given a wholly new direction to American genius. In Europe there is even the disposition to acknowledge the title of the American architect to inter-

national leadership, though it is complained that he has managed to give the world a too flattering impression of our public taste. This creative enterprise as it contributes, for example, to the flamboyancy of the New York skyline, finds an admiring and responsive public, but the interest of the laity in its less dramatic and more philosophical essays is not particularly notable.

In the magnitude of the national scene, the architect is hardly more than a carver of cherry stones. It may be questioned whether, in terms of vision, the gradual defilement of our high-roads by oil stations and hot dog stands and the commercial despoliation of our landscapes by the blatant billboard are not as apt to be accepted as the measure of our civilization.

The new boulevard between Baltimore and Washington might well be contrasted as an instance of such barbarities with the charming transformation of the Bronx River in New York made possible by the initiative of two or three citizens of intelligence and vision. Our great cities are generally approached by the railroad through acres of tin cans and general litter of discarded things. My own city of Boston is entered through a most wretched and uninviting vestibule, of which it is astonishingly unaware. On a recent trip abroad, I sought hopefully for evidence that we were not the only bad municipal housekeepers, but was completely baffled.

I am not a political cynic. In these extraordinary times, when nations are experimenting dangerously with strenuous principles of government, I was never more persuaded of the validity of our own political order. At the same time, I am aware that democracies, however perfect, are bound to be ugly in spots. This is not only that in their tolerant nature they do not stifle ugliness. Cultural movements must depend with us, therefore, on casual and spontaneous public impulse. Our pride was recently hurt by the reference of a foreign visitor to the unsightliness of our villages, but our national resentment revealed a condition quite as stultifying, namely, that we were unaccountably ignorant of it ourselves. After all, we are a particularly traveled people, and are on familiar terms with the most beautiful precedents of Europe. But we are too apt to experience these with an intoxication of spirit that sensitizes our appreciation for the time, so that we return with a new loyalty to the realities of our own land, complacent and uncritical. Under the stimulus of Baedeker, we conform, however uncomfortably, to a ritual of intelligent travel which prescribes a contemplation, for example, of great galleries of paintings and sculpture. Whether we do this exactly as students, carrying our own minds about with us, or whether we entrust them for the time being to the ciceroneage of Mr. Cook is not of consequence. Once at home again, we daily pass by the splendid museums of America, as if they were chilly and intimidating institutions with which we have no emotional concern.

It is in this larger field of educational opportunity where the artistic sympathies of Mr. Dawes have found an admirable exercise. I may say that the felicitous nature of this public service is as familiar to Boston as it is to you, and Chicago is fortunate that it has a great citizen whose authority and influence are directed by a lofty purpose to make it notable among the beautiful communities of the world.

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Report of The Resolutions Committee, The State Association of Wisconsin Architects

Your committee on resolutions, appointed for 1938, begs leave to submit the following resolutions for your consideration.

RESOLUTION NO. 1

BE IT RESOLVED, That Article VI, Section I, and the two first paragraphs of Section II of the Articles of Organization, also Article III of the By-Laws of the State Association of Wisconsin Architects be repealed and a new Section be enacted in place thereof which shall read as follows:

Article VI. The Board of Directors to be known as the Executive Board shall be constituted and made up as follows:

1. Thirteen members who are resident practicing architects.

2. Each of the seven districts shall be represented on the Board by one member, said member to be nominated by their respective district and elected by vote at the annual convention for a period of one year.

3. There shall be six members at large elected on the floor at the convention, two for a period of three years, two for a period of two years, and two for a period of one year. After the first year two members at large shall be elected each year for a period of three years.

4. Any Board member may hold office consecutively for a period of three years.

5. No member shall be eligible to office who is in arrears in dues at the date of such election.

RESOLUTION NO. 2

BE IT RESOLVED, That Article VI of the By-Laws of the State Association of Wisconsin Architects be amended so that the State will be divided into seven districts instead of eight, Districts Nos. 1 and 2 to be consolidated and that district numbers be changed accordingly.

Respectfully submitted,

WILLIAM MICKELSON, *Chairman*
FRANK DROLSHAGEN
EMIEL KLINGLER.

THANKS!

The Entertainment Committee of the 7th District wishes to thank the following firms for the prizes which they donated for the Annual Picnic and the Smoker:

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URBAN F. PEACOCK, *Chairman*

The Picnic

Saturday afternoon, July 16th, the Annual Picnic, sponsored by the architects of the seventh district, got under way at U. F. Durner's summer home on Upper Nehmabin Lake.

In the morning, the Executive Board had held a meeting but returned from lunch at Okauchee in time to welcome the members. The out-of-towners and a few of the seventh district athletes engaged in a close ball game which saw the out-of-towners led by Mickelsen of Racine trounce the seventh district aggregation, led and sparked by Kloppenburg, 31-3.

Followed shuffle-board, swimming, horse shoes, beer, and general confab. The delightful open-air supper was, as usual, the hit of the day.

The boys who knew better left in time to get a night's sleep but the bridge players forgot to go home.

It would be a good plan for members of the seventh district to look at the map and see how far away Amery, Wisconsin is from Upper Nehmabin Lake. Emiel Klingler journeyed all the way from there just for the day.



Arthur Seidenschwartz was recently appointed to the Committee on State Organization of the State Societies and the A.I.A.

This Committee is making a thorough study of the problem of unification of the Architectural profession with a view to eliminating duplication of effort in State and National meetings of the Architects.

New Steel Stud Announced by Milcor

Announcement is made by the Milcor Steel Company of a new one-piece Metal Wall Stud, for which is claimed the greatest strength of any such product on the market. Designed with extreme care from an engineering standpoint, this stud also affords simplicity in erection and positive locking to floor and ceiling.

The Milcor Steel Company has published a two-color booklet giving complete details on its new product—the Milcor Steel Stud for Hollow Partitions. Copies will be sent, without charge, to anyone in the building industry. The booklet contains photographs of actual installations, erection details, method of attaching stud to floor and ceiling runners, architectural specifications, and complete data on sizes, weights, and structural properties.

The use of a one-piece metal stud for walls which must be firesafe and sound retardant—and also provide for carrying pipes, conduits, and ducts is growing rapidly. The Milcor Steel Stud has channel sides, large uniform openings, and reinforced X-shaped members as well as an effective shoe and clip arrangement as its exclusive features. In addition it offers fire-safety, earthquake resistance, insulating value, sound resistance, light weight and the elimination of plaster cracks as attendant advantages.

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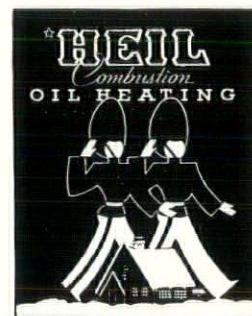
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Public Information—Cincinnati Chapter

By WILLIAM ORR LUDLOW

Chairman Committee on Public Information

Cincinnati affords an excellent example of cooperation between the architects and the press in the field of public information. The Cincinnati *Times-Star* recently published a "Home Building and Modernizing Supplement" featuring a one-page layout under the caption "Composite Plan of Average Cost Home by Local Architects' Chapter." The illustrations included four architectural designs and a typical floor plan. They were descriptive of the work of architects, not of builders.

The Publicist of The Institute is informed by Mr. George Marshall Martin, chairman of the Cincinnati Chapter's Committee on Public Information, that the entire "Home Building and Modernizing Supplement" is the work of the *Times-Star's* real estate editor, Mr. Walter Brinkman.

"Mr. Brinkman is thoroughly convinced of the value of an architect's services and seizes every opportunity to stress the function of the architect in his columns," Mr. Martin writes. He also points out that the *Times-Star* freely uses articles provided by the Publicist of The Institute and from other sources to encourage home ownership and new building at this time.

The *Times-Star* article is an admirable illustration of how the local chapters can create news which the newspapers will print and the public will read. The complete text, which should be carefully studied by the Public Information committeemen of all the chapters follows:

"A composite plan of the average cost home at present prices is submitted by the Cincinnati Chapter, American Institute of Architects. The modest-priced dwelling, which authorities say is an extremely important factor in construction right now, is shown with a typical floor plan and under four architectural designs. The cost of it is approximately \$5,800. This does not include the price of the lot.

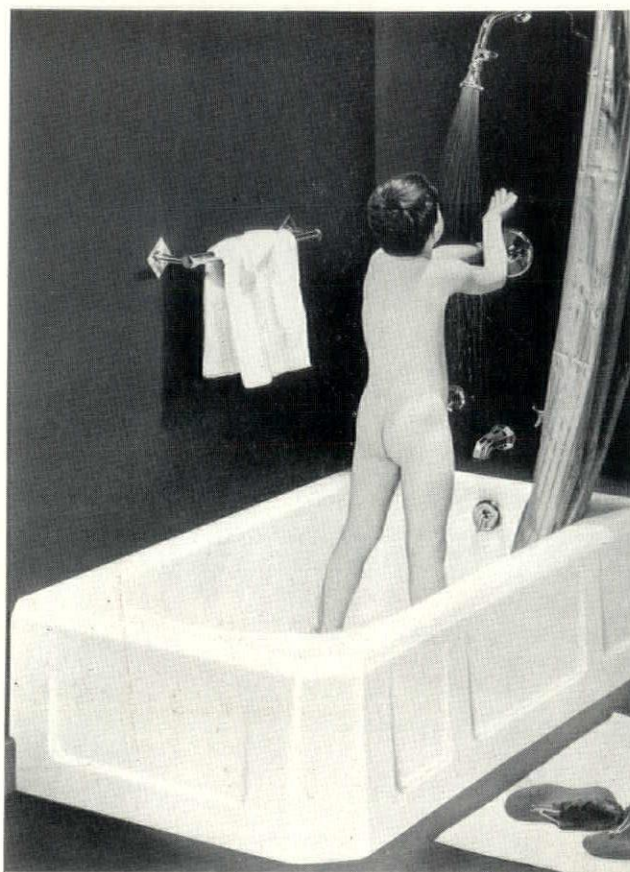
"The four designs are: French, English, Modern, and Colonial. The house is 35 feet wide, 24 feet deep, and 23 feet high, which creates a cubic content of 19,300 feet. This, at 30 cents a cubic foot, sets the cost at \$5,800.

"A breakdown of the proportionate cost in three types of frame construction—with exterior as indicated—is the following table:"

	Shingles or Clapboards		Stucco		Brick Veneer	
	Pct.	Cost	Pct.	Cost	Pct.	Cost
Excavating, Concrete	12 1/4	\$ 710	12 1/4	\$ 710	12 1/4	\$ 710
Sheet Metal	2	116	2 1/2	145	2	116
Carpenter Work	46	2,660	43	2,500	38	2,200
Tile Work	2	116	2	116	2	116
Brick Work	3 1/2	200	3 1/2	200	12 1/2	725
Painting and Glazing	5 1/2	320	5	290	4 1/2	260
Plastering	4 1/2	260	7 1/2	435	4 3/4	275
Insulation	1	58	1	58	3/4	45
Kitchen Cases	2	115	2	115	2	115
Linoleum	3/4	45	3/4	45	3/4	45
Plumbing	10 3/4	630	10 3/4	630	10 3/4	630
Heating	2 3/4	160	2 3/4	160	2 3/4	160
Wiring and Fixtures	2 3/4	160	2 3/4	160	2 3/4	160
Hardware	1 1/4	72	1 1/4	72	1 1/4	72
Decorations	2	115	2	115	2	115
Sodding and Planting	1 1/2	90	1 1/2	90	1 1/2	90
Shades	1/2	23	1/2	23	1/2	23
Totals		\$5,850		\$5,844		\$5,847

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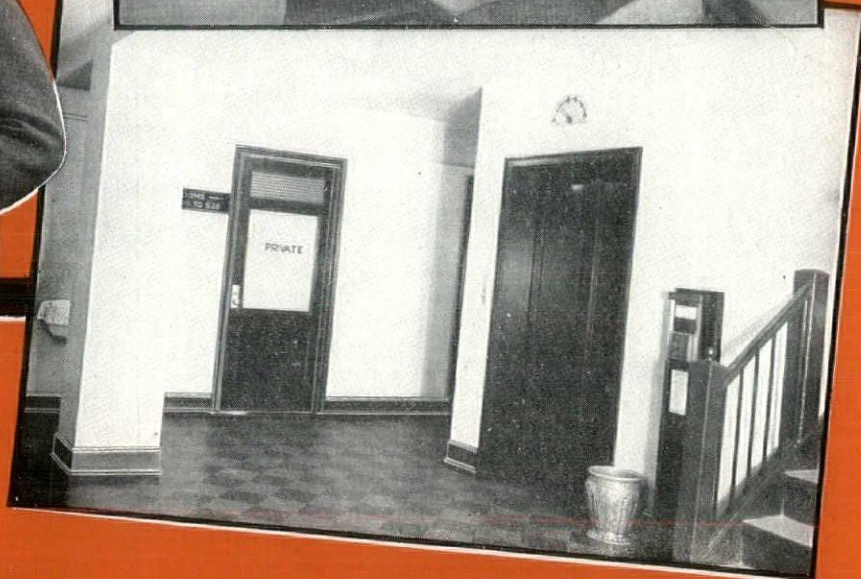
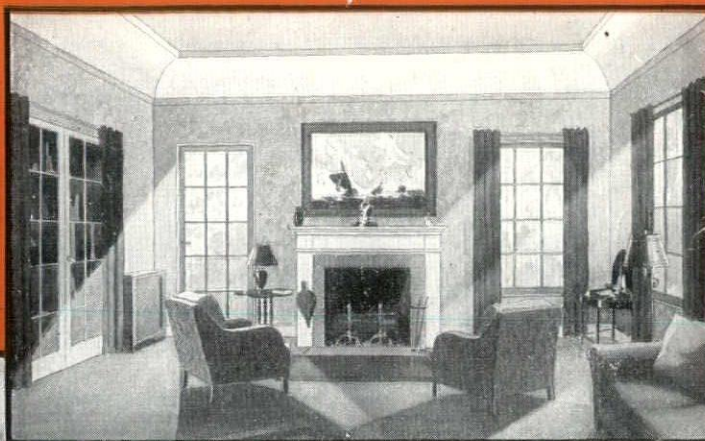
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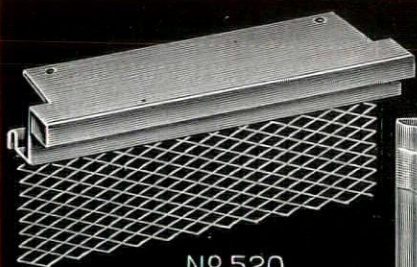


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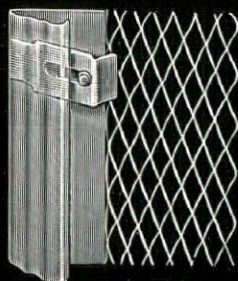
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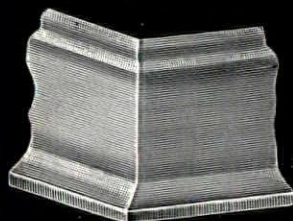
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