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# THE WISCONSIN ARCHITECT

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

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*Fellowships*

*Annual Architects*

*New Plumbing Code*

*1939 Edward Langley Scholarships*

*Second Installment of Convention Proceedings*



## 1939 Edward Langley Scholarships

The American Institute of Architects from January 1 to March 1, 1939, will receive proposals for candidates for the Edward Langley Scholarships for the year 1939. Awards will be announced June 1 and will be made to residents of the United States and Canada for advance work in architecture, for study, travel, or research, as the holder of the Scholarship elects.

Awards may be made to architectural draftsmen who desire to do under-graduate work or take special courses in Architectural schools. There are no examinations. The Scholarships are open to all persons engaged in the profession of Architecture and are divided into two groups:

### Group 1.

- (a) Architects in active practice.
- (b) Architectural draftsmen employed by architects, whether the draftsmen are engaged in drafting, writing specifications, supervising, or acting as executives, and whether or not they are college graduates.

### Group 2.

- (a) Teachers in schools of Architecture.
- (b) Students about to graduate from such schools.
- (c) Graduate students of such schools who are engaged in postgraduate work either in college or in travel.

The Committee of the Board of Directors of the Institute will make awards and grants. All candidates will be considered as a single group and the candidates who in the judgment of the Committee are best qualified by reason of character, ability, purpose and need, regardless of place of residence and whether in Group 1 or 2, will be selected by the Committee, as well as the amount of the grant, as well as the need and purpose. There are a limited number of candidates each year due to the funds available.

Any architect in the United States or Canada may propose any other architect or architectural draftsmen residing in the same county as the candidate for award in Group 1. The proposals for such candidates should be made in duplicate on the A. I. A. Form S-70, which may be obtained from the American Institute of Architects at 1741 New York Avenue, Washington, D. C. Proposal shall reach the Institute not later than March 1, 1939.

The faculty or head of any Architectural School in the United States that is a member of the Association of Collegiate Schools of Architecture, or the faculty head of any Architectural School in Canada whose standing is satisfactory to the Secretary of the American Institute of Architects, may propose any teacher in such school or any student about to graduate. The form of proposal is obtained from the Institute and is known as Form S-70-a.

All information and data required shall be filed on printed forms only, and both original and duplicate shall be sent to the Secretary of the American Institute of Architects so as to reach there not later than March 1, 1939. Proposals reaching after that date will not be considered.

## Fellowships -- An Announcement

The State Association of Wisconsin Architects, being a State Association member of the American Institute of Architects, may make nominations of members of the Association and who are corporate members of the A. I. A. who have notably contributed to the advancement of the profession of architecture. Nominations for this honor may be made by the Board of Directors of the State Association or by ten or more corporate members of the A. I. A. Each such nomination shall be made in writing and addressed to the Jury of Fellows prior to February 15, 1939. The Jury of Fellows will meet in August, 1939, to consider the qualifications of those whose nominations it receives. The President of the Institute will ceremoniously present certificates to the newly elected Fellows at the 1939 convention.

### *The Jury of Fellows*

Frank C. Baldwin  
Paul A. Davis, III  
Gerrit J. DeGelleke  
F. Ellis Jackson  
Reginald D. Johnson  
Ernest John Russell, Chairman.

## Annual Architects

One out of every five dollars spent today on the Nation's building bill covers the cost of additions, alterations and repairs. And, since the volume of these operations fluctuates less violently than the volume of new construction, the ratio increases during business depression. Thus, in 1934 it was one out of every three dollars. Permits issued for additions, alterations and repairs during the first eight months of the current year averaged \$27 million per month, totaled \$214 million.

Cognizant of this big business of modernization and the need for keeping it big, Government last February revived Title I of the National Housing Act. Since then the Federal Housing Administration has insured a total of \$88 million of property improvement loans. Originally conceived as the emergency section of the Act, Title I is now being pushed by FHA's "Modernize for Winter" program. Through this drive Government is emphasizing the fact that it will insure amortized loans for property improvements which do not exceed \$10,000 nor five years' duration and loans on new construction (homes, barns, garages, etc.) which do not exceed \$2,500 and seven years.

But, Building needs more than ready insurance of modernization loans. More basic is its need for a program of continual modernization—maintenance. No manufacturer could long withstand competition if he did not each year improve his plant and equipment to maximum efficiency. Realizing this, manufacturers set aside a certain percentage of each year's earnings for next year's maintenance.

Such a procedure holds much for Building. While the managers of many large office and apartment buildings currently provide for minimum maintenance, they might well consider the benefits of expanding that provision. And all other building managers—individual home owners and landlords included—might well consider the benefits. If these managers would establish a "maintenance fund" for the purpose of keeping their



properties in up-to-the-minute condition, they would stem deterioration and place their buildings in a better competitive position in the rental market. Furthermore, borrowing a large sum at some future date to finance a large scale modernization program would be unnecessary. The building would last longer, the tenants would be happier, the trend of occupancy would be steadier.

A modern building is only as modern as its equipment and appointments. While the fundamental design and construction may remain functional over a period of years, equipment and appointments are outmoded with each technical advance in the supplying industries. Fortunately the latter is comparatively easy and inexpensive to alter and replace. Also fortunate is the fact that these inexpensive items are largely responsible for tenant comfort.

One logical and practical method of keeping a building abreast the year-to-year improvements in equipment is to retain the building's architect to advise annually on the condition of the building and the possibilities of bringing it up to date.

In an architect's periodic check-up plus prompt execution of his recommendations for modernization many a building manager will find the way to head off headaches.

—THE EDITORS.

*Reprint from October Building Reporter.*

## Memmler Succeeds Brust on Zoning Board

Mayor Hoan has appointed Walter G. Memmler to succeed Peter Brust as the architect member of the Milwaukee Zoning Board of Appeals.

Mr. Brust submitted his resignation last week after serving on the board since it was established in 1920. He gave the press of private business as his reason for resigning.

## New Plumbing Code

Mr. Frank R. King, State Plumbing and Domestic Sanitary Engineer, sent us a copy of the new "Wisconsin Platting and Sanitation Code" with the announcement that he will be glad to mail copies of this code upon written request to those who have need of it. This code sets forth platting laws regulating the development and sale of real estate within the state. He covers water supplies and sewage disposal. Write to Mr. King for information, he will be glad to furnish it to you.

## Minutes of Convention

*(Continued from October issue)*

After considerable discussion, a motion was offered and adopted that a committee be appointed to redraft the amendments to the By-Laws and submit them before the convention the first thing on Saturday morning for consideration.

Mr. Brust, acting chairman of the By-Laws Committee, then offered an amendment to the By-Laws changing the districts from eight to seven. The amendment was adopted with the understanding that District No. 1 would be consolidated with District No. 2, and that the district numbers would stay as they are.

At this time the Secretary presented several models that he had made up by a model builder for the express purpose of getting the members' ideas and viewpoints for a possible exhibit for the 1939 Home Show to be held at Milwaukee Auditorium.

Several of the members present expressed their views relative to an exhibit at the Home Show. A motion was offered and

adopted instructing the President to appoint a special committee to take charge of this work. The committee to report back to the Executive Board at a later date.

A motion was offered and adopted that the Secretary communicate with the Milwaukee Corrugating Company thanking them for their fine luncheon and interesting visit through their plant. The Secretary advised the convention that this would be taken care of and that he would also write every company an individual letter, who in any way offered their services in making our convention a success.

A motion was then offered that a telegram be sent to Mr. Wm. Raeuber of Manitowoc, who is ill, expressing our sympathy and hope for a speedy recovery. The Secretary asked that Mr. H. W. Buemming may be included and that a telegram also be sent to him.

At this time the architects visited the displays of the members of the Advisory Council set up on the Mezzanine floor.

A motion was then offered and adopted that the convention adjourn until 9 o'clock Saturday morning.

The banquet, which was held in the Sky Room at 7 o'clock, was well attended by the architects and members of the Producers' Council. After partaking in an appetizing dinner, the gathering listened with the greatest of attentiveness to a talk which was given by Mr. Carl Taylor of the Building & Loan League entitled "What Makes America Great."

After Mr. Taylor's talk, the convention was entertained by an entertaining floor show presented under the auspices of the Frederick Post Company. Following this entertainment, the Bethlehem Steel Company, through its Milwaukee office, presented the sound moving picture of the construction of the Golden Gate Bridge at San Francisco Bay, which was enjoyed by all those having the privilege of viewing it.

The Saturday morning session was called to order by President Leigh Hunt at 10 A.M.

The first order of business was the consideration of the by-laws re-written by a special appointed committee, which read as follows:

### REPORT OF THE SPECIAL COMMITTEE

#### THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS

Your special committee on resolutions, begs leave to submit the following resolution for your consideration.

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. Fourteen active members of this Association.
2. Each of the seven districts shall be represented on the Board by one member, said member to be nominated by their respective district at a meeting prior to the annual convention for a period of one year.
3. There shall be seven members at large, elected on the floor at the convention, for a period of one year.

Respectfully submitted  
WALTER G. MEMMLER, *Chairman*  
C. MADSEN  
NOEL ROSS SAFFORD

After some discussion and clarification of what constituted the changes to the by-laws, a motion was offered that the resolution be adopted. The motion was carried.

Report of the Practice Committee: Mr. Mickelsen, chairman of the Practice Committee, who unfortunately had to be out of the city and could not attend the convention in person, sent in the following report which was accepted and approved.

TO THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS  
IN CONVENTION AT MILWAUKEE, WISCONSIN:  
Mr. President and Gentlemen:

Your Practice Committee reports as follows:

During the fiscal year just passed, this Committee has accomplished a very fair amount of routine work, a little of which is worthy of detailed report.

Almost monthly minor infractions of our agreed Code of Ethics have been reported to us, and action has been had in as definite form as was possible. A number of those cases have been submitted to our State Board of Examiners, and by them taken under advisement. Others have been discussed with your executive board and such action as was possible taken.

*(Continued on page 5)*



# THE WISCONSIN ARCHITECT

Official Publication

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The Building Congress of Wisconsin

Wisconsin Chapter, The American  
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Emiel F. Klingler ..... 2nd Vice-president  
Gregory Lefebvre ..... Treasurer  
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Urban Peacock ..... Milwaukee  
Leigh Hunt ..... Milwaukee  
Arthur L. Seidenschwartz ..... Milwaukee

*District No. 8*

William Mickelsen ..... Racine  
Robert S. Chase ..... Janesville

## State Association of Wisconsin Architects

The first monthly meeting of the newly elected Executive Board of the State Association of Wisconsin Architects was held at the Hotel Plankinton, Milwaukee, on Friday, October 28, 1938.

The meeting was called to order by President Leigh Hunt at 1:15 P. M.

The following members were present. Messrs. Leigh Hunt, G. DeGelleke, H. R. Safford, G. Lefebvre, R. S. Chase, B. H. Knobla, and A. L. Seidenschwartz.

Represented by proxy were Messrs. C. Madsen, E. Klingler, U. Peacock, and W. Oppenhamer.

Messrs. H. Auler and W. Brown were absent.

The reading of the minutes was dispensed with upon the adoption of a motion made by Mr. DeGelleke and seconded by Mr. Safford.

The first order of business to come before the new board was the appointment of committees.

The following committees were appointed:

*Publicity Committee:*

Peter Brust, Chairman

Walter G. Memmler, Vice Chairman

*Educational Committee:*

Carl Eschweiler, Chairman

He to select his own working committee.

*Legislative Committee:*

Ellis J. Potter, Chairman

B. H. Knobla, Vice Chairman

Edgar H. Berners

R. S. Chase

Frank Stepnoski

*Practice Committee:*

William Mickelsen, Chairman

Edgar A. Stubenrauch, Vice Chairman

William G. Herbst

The board representative of each district.

*State Public Works Committee:*

Leo A. Brielmaier, Chairman

William G. Herbst, Vice Chairman

Peter Brust

*Housing Committee:*

Gerrit DeGelleke, Chairman

A. C. Eschweiler, Jr., Vice Chairman

Richard Phillip

Harry Bogner

*Membership Committee:*

Frank Stepnoski, Chairman

Alex Bauer

Chairman of each district.

*Construction Industry Relations Committee:*

A. L. Seidenschwartz

The appointment of a By-laws Committee to study the possible revision of our by-laws for presentation at the next convention or a later date was held in abeyance.

*Home Show Displays Committee:*

A. L. Seidenschwartz, Chairman

Walter Memmler

Clarence Knuth

*Reports of Committees:*

No committee reports were made.

A letter was received from Mr. King of the State Board of Health, calling attention to a new State Platting Code which was available. Notice of same is to

(Continued on page 7)



(Continued from page 3)

In the early Spring of this year, your Practice Committee conducted a special hearing in Milwaukee reviewing a number of cases of some importance. This hearing extended through the greater part of one day, and was gratifyingly well attended by the members of this Committee and your President and Secretary.

In reviewing the work of the Committee for the past year, the one outstanding need within our Association is quite evidently the all-important one of greater cooperation and understanding within the Association membership. Much might be said on this particular subject, but the desirability of such improvements within the Association will no doubt be obvious to all.

Your Practice Committee has also devoted no little time and discussion to the matter of enforcement of our Registration Law, and it is hoped that time will see some very much needed improvement in this direction. It has been suggested that a more definite and clear understanding between the Engineer, and the Architect within the State, would prove very beneficial to both, and might result in the eradication of most of our troubles.

As an immediate goal, we urge that you, the individual member, get solidly behind your District Organization, and that you discuss freely your own problems and those of your fellow-members within your District. We are convinced that such action on the part of District Members will result in the kind of cooperation which has been sorely needed, and that the better understanding which is so necessary for improvement in practice matters, can only be had by close association between members.

Respectfully submitted,

By WM. MICKELSEN

Chairman of Practice Committee

Mr. Mickelsen, chairman of the Committee on By-Laws also sent the following letter asking the convention to support the changes of the By-Laws, which reads as follows:

TO September 20, 1938  
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS  
IN CONVENTION AT MILWAUKEE, WISCONSIN:

Mr. President and Gentlemen:

Your special committee on By-Laws reports certain changes to the By-Laws of this Association as set forth in resolution which has been submitted to you this day.

Your Committee strongly recommends the adoption of this resolution which, in our opinion, embodies very desirable changes.

Because of the difficulty which in the past has been experienced in obtaining the willing services of qualified men to act as members of your Executive Board and as officers of our Association, we believe it would be extremely desirable to extend the permitted length of service of your Board members, and further, to make it possible for officers to succeed themselves.

We are firmly convinced that the work of your Executive Board, and the continuity of its efforts would be very much improved by the changes we have suggested.

Respectfully submitted,

By WM. MICKELSEN

Chairman of Committee on By-Laws

Considerable discussion was had on the floor of the convention to ethical practice of both architects and engineers. The President stated that much time would be stressed upon this question by the incoming board.

Report of the Housing Committee: Mr. DeGelleke, Chairman of the Housing Committee made the following report, which was ordered adopted and spread upon the minutes. It was also moved and adopted that the report be printed in its entirety in the near future in the "Wisconsin Architect." The report is as follows:

Milwaukee, Wisconsin, Sept. 24, 1938

#### REPORT OF THE HOUSING COMMITTEE LARGE SCALE PROJECTS

##### STATE ASSOCIATION OF WISCONSIN ARCHITECTS

Your Committee was appointed to work in conjunction with the Housing Committee of the Wisconsin Chapter of the American Institute of Architects and with the National Committee of the American Institute of Housing with Mr. Walter R. McCornack of Cleveland, Ohio, as Chairman.

Inasmuch as the members and chairman of your Housing Committee are identical with the members and chairman of the Wisconsin Chapter of the American Institute of Architects, and your chairman is a member of the National Housing Committee of the American Institute of Architects, the co-operation of these three Committees was easy to accomplish, and a great deal of information was available to all parties. A study was made of the basic principles underlying the housing movement and resulted in the following:

##### DIFFICULTIES:

##### First — Income:

The chief difficulty in Housing for low income groups is the great spread between the income of a vast number of the American

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people and the cost either in rent or purchase of the homes in which they hope to live.

The National Housing Committee suggests that Architects as citizens of the country do all they can to co-operate in the solution of the vexing question of increasing the earnings of that vast number of our population whose incomes are below the standard of decent living.

We quote from an editorial in the Milwaukee Journal, September 22, 1938, which states as follows: "A report of the National Resources Committee indicates that in 1935-1936 nearly one-third of the individuals of the United States had incomes less than \$750.00. Almost one-half had incomes less than \$1,000.00. Only 7% had incomes of more than \$2,500.00.

The first thing to do under the circumstances is to find out why family incomes are so low.

One reason is clear, although that reason gets scant attention. When the national income is low the individual income is bound to suffer. This country today is producing only about \$1,500.00 of income per family. That being the case, the average family income cannot exceed \$1,500.00 per year.

The capacity of this country to produce income surely is in excess of \$1,500.00 per family. The need is to bring the country closer to its capacity. Then and then only will the average income increase. Then and then only will the number of families receiving a better "living wage" be increased.

This may appear to you to be outside the general discussion of the housing problem but to your Committee, it is one of the chief difficulties of the housing problem.

#### Second — Building Cost:

The Architects' real job is to work in co-operation with industry in a reduction of the cost of homes. We recognize that in almost every industrial line there has been a reduction in cost and an increase in the value of commodities and a wider use. In the housing field the same cannot be said.

There has been an increase in the standards which may account for the tendency to higher costs in the construction of housing. The reduction of costs is a difficult problem but since building costs at present are at a point which makes construction of Low Cost Housing generally prohibitive except by subsidy, and since subsidy for the entire huge building project program of needed housing is not only undesirable but impossible, it is therefore a challenge to the building industry, which includes the Architects, to take steps to reduce the cost of building construction.

#### Third — Automobiles, Radios, Etc.

A statement released by the Petroleum Industries Research Committee indicates that by 1949, two-thirds of the automobiles in America will be owned by the group whose housing problems we are now discussing—in other words, housing is in direct competition with the automobiles, radios and all the other improvements which have been invented for the alleged well-being of mankind and sold to the American public by advertising.

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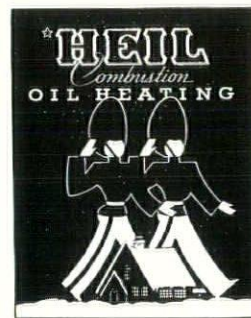
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**Fourth—Building Codes:**

That obsolete Building Codes and Zoning Regulations are a serious handicap not only to the cost of Housing but to proper site planning.

**ADVANTAGES:**

The advantages in connection with the solving of the Low Cost Housing Problem are the co-operation of the Government agencies; the financial assistance of the United States Housing Authority, and the Federal Housing Administration; the large scale housing projects that were erected under the Federal Housing Program and which are available for study and investigation in order to secure the necessary knowledge for further advancement.

From the foregoing your committee is of the opinion that the solution, and therefore the future of Low Cost Housing lies in large scale projects for several reasons, namely:

First: Lower cost of real-estate because of the ability to acquire large tracts of land at original cost and eliminating the expense and profit that occurs in the dividing of the land into lots.

Second: The use of the land in such a manner insures more open spaces and therefore more light and air and space for playgrounds.

Third: Lower cost because of large operations and therefore the opportunity of buying in large quantities, establishing a yearly wage rate and operating under a lower overhead cost.

Fourth: The maintenance and administration of property, if for rental purposes, is more economical in a large project conducted as one enterprise than the same number of housing units in separate locations:

Fifth: Ability to control the future character of the neighborhood and therefore avoid obsolescence which so often is a decided factor in declining valuation of property.

As an actual concrete example of the work accomplished by your Housing Committee we state the following:

Your Committee on Housing contacted the Committee on Buildings and Grounds of the Milwaukee City Council which was authorized to conduct a Low Cost Housing Survey.

In order to be properly informed the members of your Committee spent a great deal of time in preparing information in reference to Low Cost Housing Project in the City of Milwaukee. These negotiations with the Committee on Buildings and Grounds were finally concluded on March 16, 1938, when your Committee met with the Buildings and Grounds Committee in a session lasting several hours and submitted cost estimates for a tentative Low Cost Housing Project of 114 Apartments with 18 one bed-room units; 84 two bed-room units, and 12 three bed-room units, a total of 450 rooms.

Rentals amounted to \$4.06 per room per month with an additional charge of \$1.38 per room per month for heat, hot and cold water. The rental was based on Federal loan requirements as stated in the Wagner-Steagall Act. Normal city taxes based on 70% of the cost of the project were included.

This means that the monthly rental for a four room Apartment containing Living Room, Combination Dining Room and Kitchen; two bed rooms and bath, plus laundry facilities and storage locker in basement, amounts to \$16.20 per month for rent, plus \$5.52 per month for heat and hot and cold water.

Your Committee is continuing to study the Housing Problem and inasmuch as the Architects are not only interested in Housing problems but are equipped with technical information, we feel the Architects in general can be of a great deal of assistance in solving Low Cost Housing.

*(To be continued in December issue)*

*(Continued from page 4)*

be printed in the "Wisconsin Architect" so that every architect who wishes to receive a copy can avail himself of this opportunity.

A letter written by a Wisconsin architect to a Milwaukee firm, in regard to the non-returning of plan deposit money was presented to the board. Examination of the letter specifically showed that the contractor did not live up to the agreement called for when plans were received from the architect's office. The letter was turned over to the Practice Committee so that it may make a further investigation of this condition.

A request of the Wisconsin Construction Industries Advisory Council, asking for a donation to help defray their expenses, was brought before the meeting. It was

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moved by Mr. Mickelsen and seconded by Mr. Lefebvre that the State Association of Wisconsin Architects donate twenty-five dollars to the committee to help defray their expenses. Motion was adopted.

President Leigh Hunt gave a brief talk on his visit to the newly organized State Association of Kentucky.

An idea was expressed that the State Association of Wisconsin Architects compile a list of all the architectural draftsmen in the State of Wisconsin, complete with firms they are working for, qualifications, etc. That at a future date a committee be appointed to draft by-laws which would allow architectural draftsmen of the State of Wisconsin to become Junior members of our State Association. That the Junior members be represented on the board by one of their own members, that they be represented at the convention and at the district meetings and that they pay dues to the State Association, and that the amount of which is to be determined by the committee. The committee, when it has drafted this legislation, call for a special meeting of the State Association if same is completed before the next annual convention for the purpose of adoption or rejection, the secretary to obtain the list of draftsmen from the architects of the State.

A motion was moved and seconded that all accumulated bills be paid and that the expenditures of the committee for the convention be ratified.

Motion was made by Mr. Knobla and seconded by Mr. Chase and adopted that there being no further business to come before the meeting, that the meeting adjourn. Meeting was adjourned at 3 P. M.

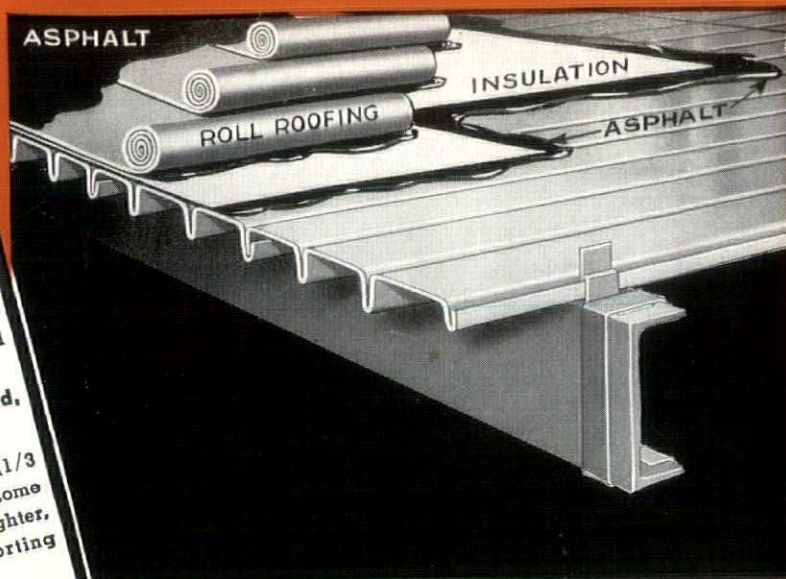
A. L. SEIDENSCHWARTZ,

Executive Secretary

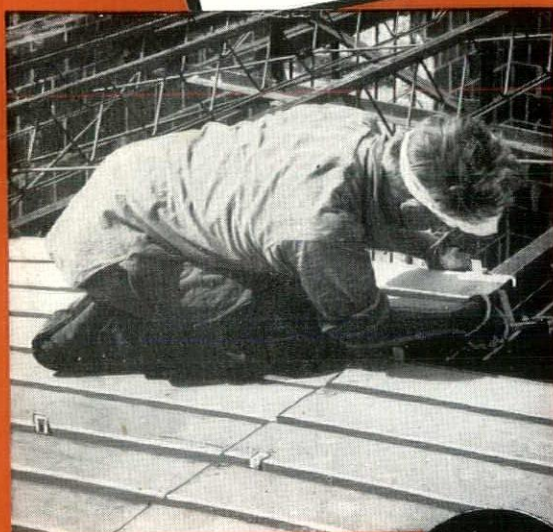


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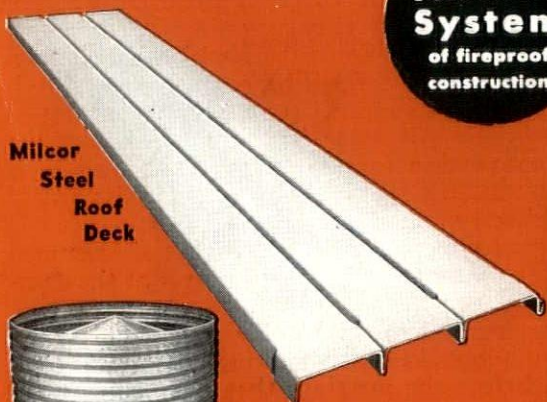
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Milcor here uses the word "system" in its true sense — not to signify a limited, inflexible set-up applicable only under certain conditions, but to represent so great a range of individual products, types, weights, metals, etc., that a complete, coordinated metal backbone can be designed to suit any condition of fireproof construction — all with Milcor products engineered to work together.

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