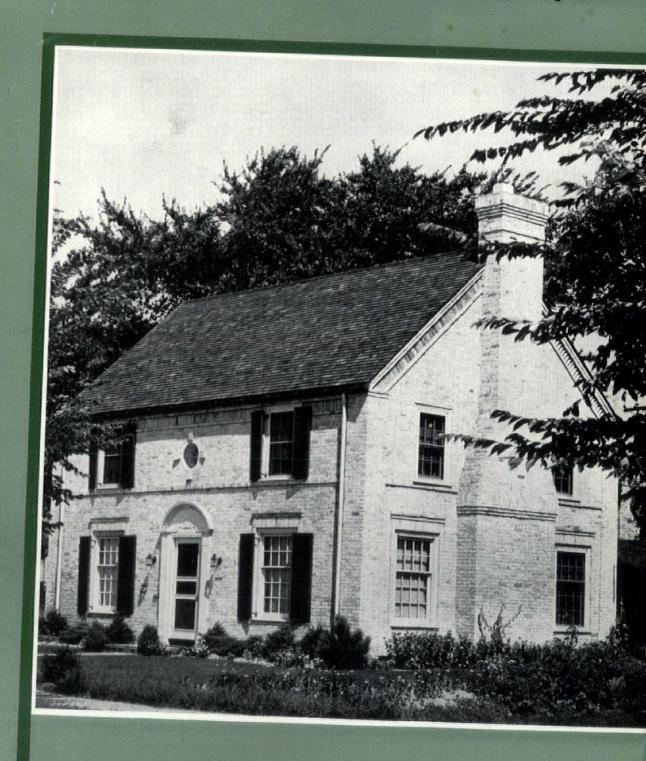


THE WISCONSIN ARCHITECT



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THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

Wisconsin Chapter, The American Institute of Architects

Producers' Council Club of Wisconsin

LEIGH HUNT, Editor 152 W. Wisconsin Ave., Milwaukee

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April Meeting of the Executive Board State Association of Wisconsin Architects

The regular meeting of the Executive Board of the State Association of Wisconsin Architects was held at the Plankinton Hotel in Milwaukee on April 20, 1940.

Meeting called to order by Wm. Mickelsen, President, at

10:30 A.M.

Members present: Wm. Mickelsen, Leigh Hunt, Emiel Klingler, Walter Memmler, Wallace Brown, Edw. Wettengel, Gregory Lefebvre, B. A. Knobla, Edmund Schrang and A. L. Seidenschwartz.

Represented by proxy: Noel Ross Safford, Gerrit DeGelleke.

C. Madsen.

Absent: Wm. Schneider.

Minutes of the March 2d meeting approved as printed in the WISCONSIN ARCHITECT.

COMMITTEE REPORTS

Publicity Committee:

No report.

Practice Committee:

Leigh Hunt, Chairman, reported that a letter was sent to the City of Fond du Lac requiring information on the retaining of an architect on the remodeling of a school. He was informed by the City of Fond du Lac that Mr. J. E. Hennen had been retained for

A letter received regarding the Architectural Registration Act this work. violation at the last Milwaukee Home Show was read and com-

A letter of complaint relative to a firm in District No. 3, ilmented upon. legally using the term Architect, was read and turned over to the

Practice Committee for further investigation.

There was considerable discussion on the effectiveness of our present Registration Act. A motion was made and seconded that a special committee be appointed to study the present Registration Act and report on changes that would make the act most effective. Committee to work with the Wisconsin Chapter of the Motion adopted. Special committee appointed by the president. Mr. Leigh Hunt, Chairman, Walter Memmler, Gerrit DeGelleke, Peter Brust and A. L. Seidenschwartz.

Several members of the Board reported that in the past, the "Western Builder" and "Dodge Reports" were reporting firms as Architects who are not registered. The Secretary to write the above

noted companies and call their attention to this fact.

Building Congress:

The Building Congress having made a request that we appoint a Governor and a Vice Governor to represent our Association at Congress meetings, a motion was made by Mr. Schrang and seconded by Mr. Lefebvre, also that the Governor and Vice Governor so appointed select three Architects for their standing committee. Motion adopted. The president then appointed Mr. Memmler as Governor and A. L. Seidenschwartz as Vice Gov-

Large Housing:

No report.

Small Housing: Mr. Schrang, Chairman, reported that the committee had several meetings and that a plan of operation was being prepared which would be ready for presentation to the Board for consideration at the next Board meeting.

Membership: Mr. Brown reported that no response had been received from any of his committee. The Secretary reported that to date, dues had been received from 121 members, about 80 short of the year 1939.

Legislative:

B. A. Knobla, chairman, reported that he was collecting transcripts of the lien laws of states. No further report ready at this time.

State Public Works:

No report.

New Business:

It was moved and seconded that the Secretary write the Home Show Committee and request that a member of our Board be placed on the Committee. Motion

Arrangements for our annual picnic were discussed. In view of the fact that joint meetings were being held with the A.I.A. and the Producers Council, it was suggested that they be contacted in making the arrangements so that all groups would participate. The president appointed Mr. Lefebvre as chairman, he to make a report at the next meeting.

There being no further business to come before the

meeting, same was adjourned at 3:30 P.M.

ARTHUR L. SEIDENSCHWARTZ, Secretary.

April Meeting Wisconsin Chapter A.I.A.

The monthly meeting of the Wisconsin Chapter, American Institute of Architects, was held at the City club April 17, at 12:15 p.m. Nineteen members were present.

President Bauer opened the meeting and requested all members, who were entitled to vote for delegates to the Annual Convention of The Institute and who had not handed in their ballots to do so. He then appointed Frank Drolshagen and Fitzhugh Scott, Jr., to act as tellers.

President Bauer then made a report on the meeting of the Architects in Madison on April 23, as guests of the Producers Council Club of Wisconsin. The Chapter was represented by the President and the Secretary and by Messrs. Seidenschwartz, Mickelsen, Edward Law, Ellis Potter, Gallistel, Levermore and Seberz. Eighteen other architects were present. The meeting was unusually interesting. Dean Jones of the University of

Minnesota was speaker of the evening.

The President called on three Junior Associates for their reports on Small Housing Projects which they had been requested to visit. Reports were read and submitted by Elmer Demien, Robert Van Lanon and John Jacoby. They were most thorough and their comments most interesting. A vote of thanks was extended to them for their work and they were requested to make further visits and report. After the reports were read, Mr. DeGelleke spoke on the duty of the architects in advising the public on these small house projects with a view to secure better housing. He suggested that the report of the Junior Associates be handed to the Small House Committee for its use.

The tellers were requested to report on the ballots. They announced that the delegates elected to attend the

1940 Convention of the Institute were:

Alexander Bauer, Harry Bogner, G. J. DeGelleke, C. F. Eschweiler, E. O. Kuenzli, N. R. Safford.

ALTERNATES

S. J. Sutherland, Louis A. Seberz.

The president then asked for the report of the Nominating Committee on its candidates for Directors for 1940-41.

The Nominating Committee of which George Wright is Chairman, with William Schneider and Robert Potter as members, submitted the following names:

Henry Auler (Oshkosh), Leigh Hunt (Milwaukee), Robert Potter (Milwaukee), N. R. Safford

(Green Bay).

In accordance with the By-Laws, the Secretary was instructed to mail ballots to the members, ballots to be mailed in turn by the members to the Secretary prior to the Annual Meeting of the Chapter to be held in June, the Secretary to check the names of those having the right to vote and to deliver the ballots to the President at the Annual June meeting.

The meeting was adjourned.

LEIGH HUNT, Secretary

The President's Message

One does not work long in the administration of The Institute affairs before he learns how deeply its members value their association with it and how tenaciously they hold on to their memberships. That fact constitutes the background for all Institute actions, and is the ultimate answer to those who ask what The Institute does for them.

Membership is particularly valued for various reasons. Some members especially value it for the opportunity it affords for personal association and to work with other members in organized efforts for their common good: some for the prestige it affords, for The Institute has high standing among professional bodies and in public esteem. Some value it for the authority it has placed behind our methods of practice and the fees obtained from that practice; others for its continual efforts to preserve the designing of buildings and the supervision of their construction for architects in private practice; still others for its watchfulness in protecting them from predatory and unscrupulous practices, and from encroachments by other groups not qualified to practice architecture.

(Continued on page 4)

To the Architects of Wisconsin

The Seventy-second Annual Convention of The American Institute of Architects is to be held in Louisville, Kentucky, from the 19th to the 24th of this May.

The Institute is especially inviting all architects to attend the convention sessions and its luncheons, banquet and other gatherings. Whether or not you are a member of The Institute, I urge you to come for I think you will like the sessions and find your time well spent. It is but a short drive to Louisville for all of you, and I especially hope you will bring some layman friend with you, knowing he will find the convention programs interesting, particularly the ones on Tuesday morning and on Friday morning and afternoon.

Come for the entire session if you can. You will be cordially welcomed and you will meet and make

many friends, I am sure.

Sincerely, EDWIN BERGSTROM.

President.

(Continued from page 3)

Some particularly value it for the efforts it is continually making to enhance the competency of those who enter practice and to improve the quality and adequacy of services rendered by those who practice, efforts which are aided by the publication of important brochures, books, valuable manuals of practice, standard forms. and other literature covering all phases of the architect's normal procedures and practices. Some particularly value it for the leadership it exercises in architectural education and in enhancing the general appreciation of the arts of design; others for the public services it renders in encouraging the planning and beautification of communities and in the safeguarding of society through its continual efforts to bring about more appropriate and economical construction, sounder values, better planning for safety, health, and social welfare, and withal, heauty

Still others especially value it for the benefits they derive from the amicable relations it maintains with the other groups in the building industry, endeavoring as it does to define the sphere within which each shall function and to knit and coordinate their respective functions into closely unified services and thereby eliminate waste, misunderstandings, and duplications of effort

from building operations.

The Institute is not a trade organization engaged in obtaining commissions for its members, yet everyone in the profession benefits from its operations. Without it, architectural practice might not be sustained on a professional basis, for the temptation is strong to conduct and publicize it as a commercial enterprise. Some functions of practice cannot be properly performed without a solid knowledge of good business methods not without using well established business procedures, and so The Institute has prescribed standard procedures of practice and has issued a Manual of Accounting to establish sound cost accounting procedure for those who practice, and has published contractual documents which are invaluable for those who build.

The latter documents cover all business relationships of the architect and the factors engaged in a building project. They are widely accepted and used, and have a legal status established by many court decisions. They afford a protection against unwise contract provisions that is worth annually many times the dues paid

The Institute.

Since The Institute's beginning more than eighty years ago, it has not swerved from the idea that its purpose was primarily to society. On that premise it has built up its prestige and authority, and speaks with a disinterestedness that makes its pronouncements acceptable where otherwise they might not be given consideration. To continue on that path, every decision it makes should be well-considered and never hasty, and be based on the effect the decision will have on society, the profession, and the individual. That process does not make for quick actions or hasty declarations of policies, any more than the American idea of checks and balances between legislative, administrative and judicial functions permits celerity.

All this is sometimes forgotten in the enthusiasm of a convention. Members who are inclined to be impatient with the slowness of The Institute and irritated by some of its processes should bear in mind that those

processes have grown out of a long series of experiences and are the results of long considered alternatives. The desire to short-cut and to hasten the processes is commendable, but impatience should never prevail over soundness.

The Institute always has acted quickly when quickness was essential, and will continue to do so. But generally, it achieves its objective more surely when it accepts what it can get or assimilate at the time and then acquires more as opportunity offers, never losing and always pressing to its objective. This makes for discouragements now and then, but in the end The Institute will finally win its objective if it is one that the

profession should attain.

Never has The Institute been on a sounder basis than it is today, either as to its internal structure or its relations with society. Never has its influence been greater. Never have its decisions been more universally respected. Never has it been more aggressive, or closer to its members. The scores of letters which they have written offering loyalty and service, and their continued efforts in its behalf, are uncontrovertible evidences of the value of The Institute to them and the regard in which they hold its objectives and the principles on which it moves to attain them.

Perhaps these thoughts should have been presented prior to the December message. They are corollary to it, and indicate only some of the things The Institute does for the members who support it. It is not a comprehensive exposition of all the benefits they derive from it—such a document can never be written, for only the tangible benefits of membership can be expressed; the intangible benefits are unexpressable and in-

calculable.

One of the Directors has just sent me a motto of an organization, which I am paraphrasing to express the loyalty of every member of The Institute.

I will not criticize or condemn The Institute for failure to obtain adequate results of its avowed programs, unless I myself have given time, thought, and my best personal efforts in helping to bring about those results.

Two important announcements are made in the February issue of THE OCTAGON. One concerns the unification program, and is the culmination of a three-year study of the relations of The Institute and state associations of architects. The other concerns the accrediting of the schools of architecture in the United States, and is the beginning of a more definite, active interest of practicing architects, through The Institute, first in the educational programs that lead to the practice of architecture, and second. in the examinations which affect entrance to that practice.

Both ideas have been approved by conventions and both programs are sound propositions.

The unification program has not been hastily arrived at, and the committees which have worked so faithfully during the last three years to bring out all phases of the relationships of the state organizations with The Institute and to sift the ideas into the comprehensive program they offer, deserve and have our complete appreciation and gratitude. The program should encourage a greater number of state association memberships and the establishment of regional associations, or councils, long advocated by The Institute. It

will increase the ultimate representation of the state association members in The Institute. It will increase the ultimate representation of the state association members in The Institute conventions, from a maximum of 100 votes now permitted under the by-laws when there are 48 state association members, to a possible 188 votes. The latter number is determined as follows: there are 14,000 architects on The Institute's mailing list, of whom 3,000 are Institute members, represented individually by member delegates at the conventions. This leaves 11,000 architects who may be members or associates of state association members and represented at conventions by state delegates of the state association members. When there are 48 state association memthere will be 48 state delegates, one delegate for each association member for its first unit of 25 dues-paying members or associates who are not in default. 48 state delegates will represent 1,200 of the 11,000 architects, leaving a possible maximum of 9,800 duespaying members or associates of the state association members, who will be represented by one state delegate for each unit of 70 of such members or associates who are not in default for dues, a possible 140 state delegates, plus the original 48, aggregating 188 state delegates.

The maximum number of votes which may be cast by the member delegates who represent the *individual* members at a convention averages 250. Hence the proposed unification program, while it will increase the ultimate voting strength of the state association members to 188, providing that all of the 9800 architects

are actually dues-paying members or associates and that none of them are in default, nevertheless maintains that ultimate strength considerably below the voting strength of the individual members.

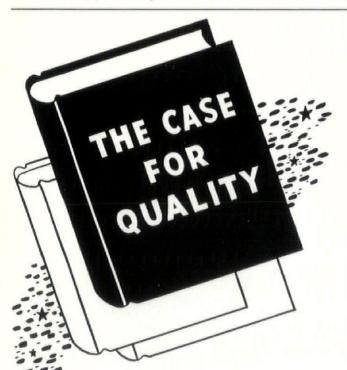
The necessary by-law amendments to accomplish the program will be voted on at the next convention, and will be duly submitted to the members in THE OCTAGON prior thereto, through their substance will be as presented in the announcement in this OCTAGON.

The accrediting program will have a profound influence on the profession as its implications and potentialities gradually unfold. Accrediting will be a continuing function year after year and its corollary benefits will take years, not months, to consummate, requiring faith, sincerity and patience on the part of those who carry it on. Considerable funds are required to start the program, and efforts are being made to find them.

Meanwhile, the officials of the organizations who participated in bringing the accrediting program to its present status, individually and as a group are offering it with enthusiasm, believing it offers opportunities to enhance the competency of architects and the services they render not heretofore to be had. It is not often that The Institute has the opportunity to undertake a program so far-reaching and valuable to the profession, and none has been undertaken, probably, with so great unanimity of opinion as to its need and the soundness of the procedure that is proposed.

EDWIN BERGSTROM,

(Reprint from February, 1940 Octagon) President A. I. A.



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2. Subscribe to a magazine like "Home Handsome" or "House and Yard." Study each issue diligently. Clip out everything which appeals to you. You may not know much about architecture, but you know what you like. Prepare a scrap-book of all attractive plans. You should now be well advanced in your education.

3. Select nine or ten of your favorite plans from your scrap-book and proceed to combine all the best features of each in a new and original plan. For this work you will need cross-section paper and a 6H pencil which must be kept very sharp.

4. If, in your plan, you find the stair running smack against a chimney, or if a bath room persists in remaining in the very middle of things without a window, or if there is no room for the kitchen sink, do not despair. A good maneuver is to turn your plan upside down and start over. Always remember that the second floor is just above the first except in Southern California.

5. Do not be disturbed if your plan does not seem (Continued on page 7)

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Milcor Announcements

Although it has been on the market for only a few months, a new all-steel louvre ventilator for home construction, designed by the Milcor Steel Company, has already met with an enthusiastic response in the building industry.

The new Milcor Louvre Ventilator is designed to fulfill a twofold purpose. Architects and building contractors have long been aware of the need for generous attic cross-ventilation to relieve oven-like top-floor heat generated by the hot summer sun. Now the advent of airtight, insulated home construction has awakened designers to the need for similar ventilation in winter, in order to prevent moisture condensation from saturating the insulating materials in walls and ceilings.

Condensation can easily become a destructive force in winter. Especially in air-conditioned homes, insulating materials become so laden with moisture that they freeze solid and lose all insulating value. The expanding ice and subsequent thaw may even cause serious damage to the structure of the house.

The new Milcor Louvre Ventilator has been designed to provide maximum air circulation, carrying off summer heat and destructive winter humidity. Made of galvanized, weather-resistant steel and painted before shipment as an added protection, it costs less than similar ventilators of wood, is structurally stronger, more easily installed, and admits more air due to its thinner louvre blades.

If for some reason it is desired to close the ventilator, a wire fly-screen covering the inside can be removed and sheet metal or cardboard slipped into position to prevent the entry of cold air.

The ventilator is made in four standard sizes. For further information write Milcor Steel Company, Milwaukee, Wisconsin. Ask for Louvre Ventilator Circular No. 171.

The latest and smartest designs in metal trim for modern interior construction are featured in a new Milcor Metal Trim Catalog and Guide Book, just off the press and ready for distribution to the building industry.

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An additional feature of the catalog is the inclusion of half scale cross-sectional diagrams giving complete dimensions for each product and showing the best method of installation.

To get one of these new catalogs, write Milcor Steel Company, Milwaukee, Wisconsin. Ask for Catalog No. 100-C. (Adv.) (Continued from page 6)

to fit your lot. The modern method is to engage a steam shovel to make your lot fit the plan.

6. Prepare a list of the many shortcuts and devices that should save you money — those unconventional ideas which the regulars in the building game never think of, or stubbornly refuse to adopt.

7. The next problem is the blue-prints. This is one of the silly fetishes in the building business. Somebody has to make the blue prints; although your wife took interior decorating in college, her sketches are always apt to be rather vague. Maybe you can get the W.P.A. to put on a blue-print project.

8. Get some bids on your blue-printed designs. You do not need specifications since it is well known that all houses are built of just about the same materials. When you get your bids, don't forget that the even low bid is too high, and should be drastically deflated. Finally, when you are ready to go ahead, do not go to the expense and trouble of a written contract. A good verbal agreement is all that is necessary. There is a lot of nonsense about contracts, lien laws, building codes, and zoning ordinances, which can be ignored as

superfluous.

9. As the job proceeds, do not hesitate to make changes and improvements. Your verbal agreement includes all this; anyhow, the builder will never think

of charging for extras.

10. When you have your house-warming, secrete some dictaphones about the house. You will then secure fresh off-the-record criticisms of your work from your guests. You can then judge whether you are a success as a builder. Of course, you will not be present at this house-warming. You have by this time suffered a nervous breakdown and are on your back, muttering. You will soon owe the doctor the money you should have paid an architect, for there is no peace in store for you; every door and window in the house sticks, there is a big crack where one corner has settled; the cellar, like the great Salt Lake, has many inlets for water but no outlets; the front porch has parted company from the house at the roof line, and the sewer refuses to work because it runs uphill. Furthermore, the contractor has failed and you have nobody to fall back on except the fellow who told you you could do a professional job in your spare time and still live.

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