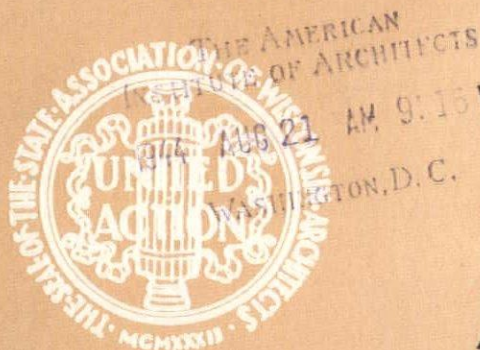


THE

341



WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS — THE WISCONSIN CHAPTER A.I.A. AND THE PRODUCERS COUNCIL CLUB OF WISCONSIN

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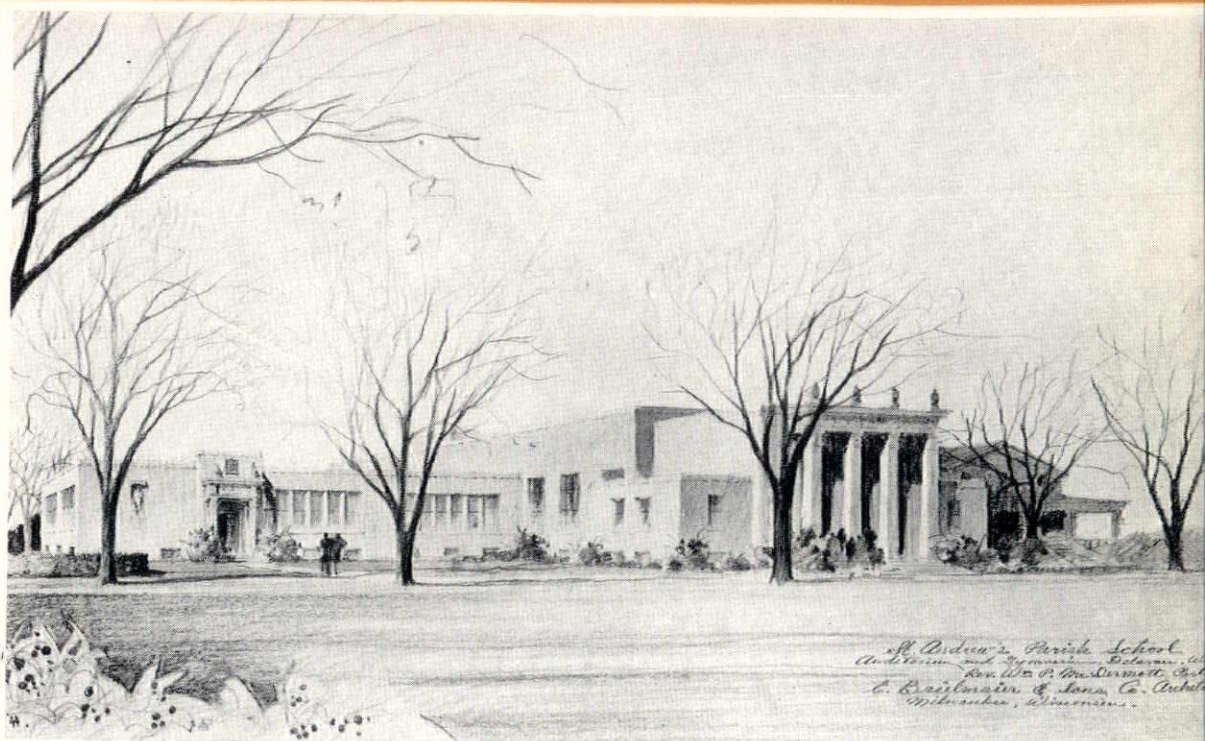
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1944

VOL. 12 NO. 7



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ARCHITECTS

THE WISCONSIN ARCHITECT

Official Publication

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Wisconsin Chapter, The American Institute of Architects

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NOTICE.

BY DIRECTION OF THE BOARD
THIS ISSUE OF THE MAGA-
ZINE IS BEING MAILED TO
ALL REGISTERED RESIDENT
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THE PUBLISHER

HINT FROM THE EDITOR

Recently the Editor received a rare piece of mail. Very, very rare. It was one of those "Use-This-Card-to-Notify - Your - Correspondents - or - Publisher - of - Change-of-Address" forms.

The sender was A. F. Nerlinger who advised that he had moved from 742 Quebec Place, N.W., Washington 10, D. C., to 4823 Sixteenth Street, N.W., Washington 11, D. C.

It was extremely gratifying. Not alone did it save the Editor's dipping into the shallow coffer for return postage (which is guaranteed) but allowed him to bask in the happy assumption that here was a man who enjoyed reading the Wisconsin Architect and did not intend to miss an issue.

Needless to say, action such as Mr. Nerlinger's raises the morale of the Editor which falls to a new low with the return of each forlorn envelope marked "Unclaimed."

* * * * *

At the June 3 meeting in Urbana of the Central Illinois Chapter, A.I.A., the Geology Department of the University of Illinois exhibited an interesting display of stone quarried from Illinois. It was explained that the Exhibits were found in unlimited quantities in areas along the Mississippi River. It is hoped that companies will develop the quarries for the market after the war.

— Monthly Bulletin—Illinois Society of Architects

MINUTES OF JULY
EXECUTIVE BOARD MEETING

State Association of Wisconsin Architects

The Board of the State Association of Wisconsin Architects met on Saturday, July 29, 1944, at 10:20 a.m. at the Plankinton House, Milwaukee.

Present: Edgar H. Berners, District No. 3; Lewis A. Siberz, District No. 6; Frank F. Drolshagen, T. L. Eschweiler, Leigh Hunt, Walter G. Memmler, Mark F. Pfaller, and A. L. Seidenschwartz, District No. 7.

By Proxy: Emiel F. Klingler, Districts No's. 1 & 2; Noel R. Stafford, District No. 3; C. Madsen, District No. 4; Frederick W. Raeuber, District No. 5; Ellis J. Potter, District No. 6; Robert S. Chase, District No. 8.

Guests: Gerald J. Rice, State Association Attorney; Walter Trapp, Secretary, Seventh District.

Discussions

President Berners opened the meeting and referred to the printed agendum of items listed for discussion.

1. The Minutes of the April Board meeting were approved as published in the Wisconsin Architect.

2. The Secretary read a Housing Questionnaire which had been sent to all Boards of State Associations and Chapters of the A.I.A. The questions and answers by the Board were as follows:

(a) Do you favor federal owned-and-operated housing?

Answer: No.

(b) Do you favor housing built with federal subsidy and operated by local housing authorities?

Answer: Yes, but only when economically required.

(c) Do you favor housing built by state, municipal and/or private funds and operated by a housing authority?

Answer: Yes.

3. A copy of a Uniform Building Code prepared by the Code Committee of the A.I.A. for Association consideration, was read and after considerable discussion was referred to the State Association Code Committee for investigation and report to the Board.

4. The method of advertising for technical services for airports and other projects sponsored by the State under the State Planning Board, was presented. The matter was referred to the Legislative Committee for study and report.

5. A request was received from the Industrial Commission asking that the Board submit two names for selection to fill the vacancy due to the expiration of the term of Edgar H. Berners as an architectural member of the Wisconsin Registration Board of Architects and Professional Engineers. After discussion, the Board approved a motion directing the Secretary to submit the names of Edgar H. Berners and Walter G. Memmler.

6. The Secretary asked the Board to authorize the rental of a safety deposit box for war bonds which the Association now owns, and upon motion, the Secretary was so authorized, and the President and Secretary were directed to sign a copy of this resolution for the Marine National Exchange Bank, as required by law.

7. The generous contribution to the general fund of

(Please turn to Page 4—BOARD)

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OF

The State Association of Wisconsin Architects

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The Seventh District

EDDIE SCHRANG, PICNIC CHAIRMAN

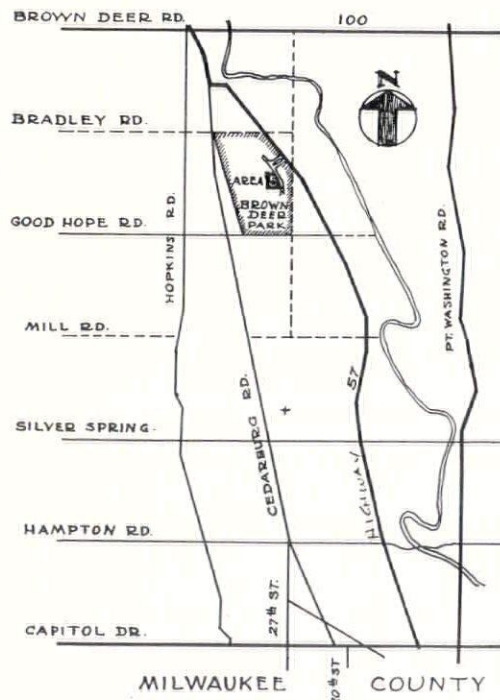
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BOARD—Continued from page 2

the Association by Raymond W. Dwyer was accepted by the Board and the Secretary was directed to send Mr. Dwyer a letter of appreciation.

The meeting was recessed at 12:30 for lunch.

The meeting reconvened at 2:05.

8. Frank F. Drolshagen, President of the Seventh District, read the proceedings of the Seventh District Board Meeting held July 26.

Minutes of 7th District Board Meeting July 26, 1944

Present: W. G. Memmler, M. F. Pfaller, John Brust, Walter Trapp, and F. F. Drolshagen.

Absent: A. L. Seidenschwartz

Attending by request: Jennings Murphy, Paid Executive Vice President of the Wisconsin Pharmaceutical Association.

On motion duly made, seconded, and unanimously carried, the Chairman was instructed to present the following resolutions to the next Executive Board meeting of the State Association, for action:

On motion duly made, seconded, and unanimously carried, requests that the State Association Executive Board take favorable action immediately in preparing ways and means in order that the Architects of the State of Wisconsin be organized into ONE strong association together with the Wisconsin Chapter of the A.I.A., to eliminate duplication of officers and meetings, and become affiliated with The American Institute of Architects. This action is taken at the demand of the Seventh District membership at their last meeting July 15, 1944.

On motion duly made, seconded, and duly carried, requests that upon consummation of this Unification of the State Architects into ONE strong organization, that ways and means be favored to engage a full-time paid executive vice president who is neither an architect nor a lawyer, but one with proper organization experience and who will work for the welfare of the architects in all its phases as a well-planned organization.

Respectfully submitted

Frank F. Drolshagen, President
7th District, S.A.W.A.

BOARD DISCUSSES 7TH DISTRICT MOTIONS

Much discussion followed and at the conclusion of the reading, a motion was made and carried directing the secretary to write a letter to the Seventh District and send copies to all other districts, stating that the Board appreciates the stand the Seventh District has taken on endorsing a single state organization and suggests that each member of the Seventh District make himself an "Individual Membership Committee" to secure one new State Association member, thereby bringing the Association closer to a state-wide organization of Wisconsin Architects which will hasten the day of affluence.

Further Business

9. A motion was made and carried directing that a new contract between the Publisher of the Wisconsin Architect and the State Association of Wisconsin Architects, dated January 1944, be signed by the President. The contract was duly signed and witnessed.

10. The Publisher was directed to send the next issue of the Wisconsin Architect to all resident registered architects of record.

11. Upon motion duly carried, the Secretary was directed to purchase a Fifth \$100 Series "G" War Bond.

12. The Secretary was directed to pay current bills.

Several items on the agenda were held over until the next meeting of the Board for unfinished business. The meeting was adjourned at 4:30 p.m.

Respectfully submitted,

Leigh Hunt, Secretary

* * * * *

DATA ON CITY PLANNING IN MUNICIPAL REFERENCE LIBRARY

By NORMAN N. GILL

City Librarian

THIS year marks the thirty-fifth anniversary of the establishment of the local Municipal Reference Library. Milwaukee was the second city in the country to set up this type of institution. Through the years the library, a department of the public library system but located in the City Hall, has grown to a reference and research division rendering service to the Mayor and Common Council, city officials and employees, civic organizations, and the general public.

The library contains about 48000 books and pamphlets, including standard reference works on local governments, and thousands of clippings from 13 newspapers—and 300 periodicals.

All new materials, including monthly periodicals, reports and special studies, and city, state, and federal government documents, are routed to individuals upon request or in accordance with the special interests of the person concerned.

While the library's role is that of an information agency for its city officials, a recent check showed that four out of every ten reference questions came from individual citizens, civic bodies, taxpayer groups, improvement associations, newspapers, teachers, and students. Requests from these sources range from simple yes and no questions to technical surveys requiring considerable time and thought.

Realization by the Municipal Reference Library that city planning is of prime importance, is attested by its holdings of periodicals devoted partially or entirely to planning, and of books and pamphlets which are essentially planning primers, or present detailed plans for individual cities, and long-term improvement programs setting up capital budgets. The subject of housing itself forms another essential and large collection in the library.

Among the more general magazines which occasionally contain articles dealing with the planning of municipal improvements are the Journal of Land and Public Utilities, published by the University of Wisconsin; American City Magazine; Civil Engineering; National Municipal Review, and Public Management. Of these, the Journal of Land and Public Utilities and Civil Engineering are apt to have the more technical or scholarly type of article, and the others the more newsy or popular type. The Planners' Journal, a quarterly, is the official publication of the American Institute of Planners. Although small, it contains signed articles on various

aspects of planning, as well as committee reports, book reviews, etc. The monthly Bulletin of the Urban Land Institute summarizes legislation and other progress in the planning field. An excellent example of a monthly bulletin issued by a city department is The Planner; news and comment on planning matters, by the Detroit, Mich., City Plan Commission. Two other publications which are particularly concerned with housing news are NAHO, by the National Association of Housing Officials, and Tomorrow's Town, by the National Committee on the Housing Emergency, Inc.

Of two recent, stimulating books, one is by Jose Luis Sert, "Can Our Cities Survive?" An ABC of urban problems, their analysis, their solutions; based on the proposals formulated by the International Congress of Modern Architecture. The other is by Eliel Saarinen, "The City—Its Growth, Its Decay, Its Future."

The American Municipal Association and others have published a planning guide, entitled, "Action For Cities" (1943). Other associations and groups have, during the years, issued basic material, such as, "Civic Improvement In Your Town," a program and a plan of procedure, by the American Civic Association (1927); A Community-planning primer for Illinois, by the Purdue University (1925); and "Community Planning," a manual of practical suggestions for citizen participation, by the N. Y. Regional Plan Association, Inc. (1938).

With the bombing of England has come the necessity of restoring or replanning demolished sections. This problem has called forth, "Rebuilding Britain," by the Royal Institute of British Architects. In our own country, the alarming spread of blight without benefit of bombs, has induced the improvement of sections of many cities. Boston, Mass. City Planning Board, for instance, has published a progress report on rehabilitation in Boston (May 1943). The Urban Land Institute has a whole series dealing with the prevention or cure of the decentralization of cities in its "Proposals for Downtown Areas" in Detroit, Boston, Louisville, Milwaukee, Philadelphia, etc. issued during the '40's.

Of local interest are two recent publications: "American Cities After the War"—a plan for the elimination of blighted areas, prepared by Walter J. Mattison, chairman of the Committee on Post-war Planning of the National Institute of Municipal Law Officers (June 1943); and "Plan Milwaukee For Tomorrow," by the veteran planner, Charles B. Whitnall (1943).

An imposing list of cities has prepared long-range improvement programs including the capital budget required. Among these cities are Detroit, New York City; Greenwood, S. C.; Bismarck, N. D.; Macon, Ga.; Saginaw, Mich.; Madison, Wis.

Among other books and pamphlets on housing and sectional improvement are "Urban Redevelopment and Housing, by National Planning Association (1941); A Handbook on Urban redevelopment for cities in the United States, by the Federal housing administration. The latter also issued "The Structure and Growth of Residential Neighborhoods in American Cities." "Urban Blight and Slums," by M. L. Walker, is one of a very important series—Harvard City Planning studies.

As a result of the establishment of housing authorities in many cities within the last five or six years, we now have reports of their progress and proposals from such cities as Baltimore, Boston, Chicago, Los Angeles, Memphis, New York City, Oakland, Philadelphia, San Francisco.

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To The Royal Institute Of British Architects Council

MR. PRESIDENT and Members of the Council, I was most flattered and pleased when I received an invitation to come and meet the Council of the R.I.B.A. Looking back, I think the only other occasion on which anybody of my name has addressed you in your building was an occasion which I remember well, because it was shortly after I returned from the last war, when my father, a Fellow of your Institute, was very anxious about a paper which he was going to read about the Cunard Building in Liverpool, of which he and his partner, Philip Thicknesse, were the architects. I am happy to think that my father's name is still preserved by his junior partner, who joined my father after the last war, Mr. Harold Dod, whose University Library I greatly admired when I went to Liverpool at the end of 1941. In fact, I think I may say that I was brought up in the atmosphere of the Royal Institute of British Architects. My father was a pupil of Alfred Waterhouse and his partner was a pupil of Norman Shaw, and I was brought up as a very small boy to look at the facade of Parrs' Bank in Castle Street, Liverpool, to see what a bank frontage ought to be. Moreover, the very first night I ever spent in London was spent in the house of a Fellow of this Institute, an uncle of mine by marriage, Mr. W. H. Seth-Smith, much of whose work I used to enjoy and admire. The first time I acquired a home after I was married, I took a little house which had just been reconditioned by Mr. James, who is a Fellow of your Institute. In Hamilton Terrace I found that I had distinguished Fellows of the Institute as my neighbors, Mr. Wornum and Sir Guy Dawber, to whom I was very much attached and who, fortunately for me, made some alterations to my house, a house which, incidentally, had been last lived in by Mr. Percy Morley Horder. Therefore I really ought to have—and I think I can genuinely say I have—a keen interest in architecture.

My only embarrassment today is that I come to you with very little that is precise or novel. Indeed, we get into a good deal of trouble, as you know, if we say things in the wrong places, and there is only one place where any important announcements with regard to housing policy or anything of that kind in my Department can be made. Moreover, it is not very long since I arrived there, in circumstances which have been repeatedly described to me as indicating an imaginative approach by the Prime Minister—an adjective which, I think, was capable of more than one interpretation in the circumstances, though I have always tried to accept it in a benevolent sense.

The last three months have been part—I hope the major part—of what may be called a formative period of policy. There is a strange phrase which I first met when I began to make contact with Government circles and moved from my normal professional life. At that time I used to read that matters were "under active consideration," and I wondered what the difference was between consideration and active consideration. I suppose we may distinguish them not inaptly by saying that until a short time ago reconstruction problems

were a matter of consideration, and now they are a matter of active consideration. Reconstruction problems are certainly a matter of active consideration at the moment, and in the field of building generally I can assure you with complete sincerity that Mr. Morrison, Lord Portal and I are working with entire harmony and co-operation under the chairmanship of Lord Woolton, who is another old friend of my Liverpool days, because when I was a boy he was Warden of the University Settlement in Liverpool.

It was revealed by Mr. Attlee last Friday—I think it must have been guessed before that—Lord Woolton is the Chairman of something known as the Reconstruction Committee. I myself could not join vocally and I do not join in my heart with those who clamour for more specific powers for a Minister of Reconstruction. I feel and I have reason to know that Lord Woolton is in a position of very great strength in this matter as Chairman of that body. Both he and I have put the whole question of the housing of the people as the No. 1 priority with which we have to deal. Of course, I had a sort of rough initiation into this matter during those three years for the first part of which I watched sections of London being rather rapidly knocked down, and, as I was reminded last week by Mr. Shinwell, I have given some hostages to fortune in the shape of some speeches as a back bench indicating what I thought the urgency of the problem would be. I hope that the hopes then expressed will not be too greatly falsified.

I find myself, after this imaginative act on the part of the Prime Minister, in the Ministry of Health, with, as I see it, a tremendous task before us. The whole business of housing by public authority is comparatively modern, dating entirely, I suppose, in any real sense, from after the last war, and I believe it is true that from the beginning there was the same close association between members of your Institute, Mr. President, and the Ministry of Health as there is today. It is very satisfactory to me that this Council invites architects on my staff to serve on Committees which you set up. That carries on an early tradition, when Sir Raymond Unwin, who contributed so immensely to questions of housing and planning, really inspired in large measure, I imagine, the first great Report on this matter, the Tudor Walters Report. Therefore, I am very glad indeed that Mr. Scott, Mr. Pointon Taylor and Miss Ledebor are serving on certain of your Reconstruction Committees. The word "reconstruction," which we hear so often, reminds me that very great interest is being taken in my Department in the products of the Sub-Committees of your Reconstruction Committee. It is always dangerous and invidious to mention one particular publication, but certainly in my home the publication entitled "Rebuilding Britain" has been read with delight by my whole family, and it is certainly a most inspiring publication. It was a comfort to me to

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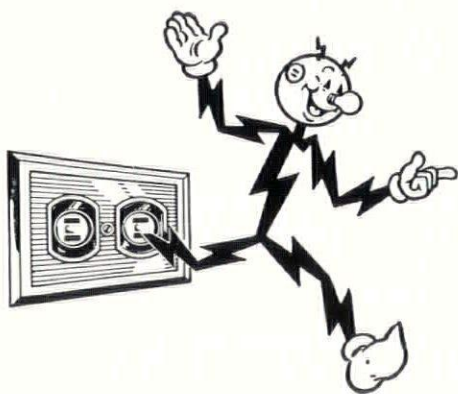
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find that among the books recommended in it is a pamphlet published by the Ministry of Health called "Houses We Live In."

Going back a little, I think it was about two years ago that my predecessor called together his Central Housing Advisory Committee. That is, as probably you all know, a statutory Committee of which the Minister of Health is Chairman. It has been working very hard, and I am afraid it is going to have to work still harder. It appointed a number of Sub-Committees, as, of course, was necessary, and we value very highly indeed the continuous and very great help that is given to us by two distinguished Fellows of the Institute, Mr. Keay and Mr. de Soissons. I have already met the Central Housing Advisory Committee and warned it that it would be meeting more frequently, because it is just on the point of receiving two Reports which will, I think, be of very great importance. The first is the Report of Lord Dudley's Sub-Committee on the design of houses and lay-out, which ought not to be long now and in regard to which there has been that close collaboration with Mr. Morrison's Department which I am sure you all feel is most essential. There is a risk in these sub-divisions, and I shall try to see that that close contact is maintained. There is very great and well-informed enthusiasm in Mr. Morrison's Department for high architectural standards, and I shall endeavor to show the same feeling in my Department. I should like also to thank the Royal Institute for the help they have given to Lord Dudley and his Committee by the evidence they have

made available to them. Then there is Sir Arthur Hobhouse's Sub-Committee on rural housing. I shall not venture to utter a syllable on the controversies with regard to the 3,000 houses, a matter which was more or less completed (though the houses were not completed) when I arrived. Thirdly, we have the Sub-Committee of which Sir Felix Pole is Chairman and which is looking into the future and functions of private enterprise building, and I hope that before very long we shall be able to publish a manual on which I trust we shall not meet with too great disapproval from the Royal Institute of British Architects.

During the three years to which I have referred I was, of course, restricted to the Metropolitan area. The Metropolitan area contains plenty of lessons to be learned by people such as myself, and I am very grateful to Mr. Kenyon for showing me the plans which are on exhibition here. It was the second time I had seen them, because I had seen them for myself already. If you ramble freely over the Metropolitan area for three years you see a great many things of which you disapprove. Those three years were a time, of course, of *ad hoc* experiment. Some very interesting experiments came to my notice which were in several cases the work of enterprising and imaginative architects. We shall, I fear, have to balance the Ministry of Health's desire always to be a Department which maintains high and increasingly high standards of housing for the people with the appallingly large demands for homes that there will be immediately after the war. It



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will undoubtedly be difficult to strike the balance which will have to be struck between permanent and temporary and between increasing standards and static standards. It will require all the tolerance for which our people are supposed to be so famous. I do not think we shall be able to do without experiments. I am in very close touch, of course, with Lord Portal in the experiments that he is making. He has available to him very fine advice. There will be an enormous number of young married couples with at most one or two children, often with neither one nor two children to begin with, and consequently something rather small, possibly the horizontally divided house, may be tolerable; but we must see to it that anything which is really temporary is thoroughly controlled and is not allowed to foul the land in the way in which some temporary buildings were allowed to foul it right up to the beginning of the present war.

On this problem we have stated what we think the size of the programme should be. We think that in the next ten to twelve years it will be right and possible to build between three million and four million houses—one and a half million to put us straight in regard to arrears and somewhere between one and a half million and two and a half million to replace obsolescent property. For myself, as soon as I could escape for two days from the toils of the Health Services and the work resulting from Sir William Beveridge's Report, I made an expedition to Manchester and Liverpool. It was not a bad thing, I think, to be brought up in Liverpool. Great areas of that city were about as meanly developed in the last century as anything well could be, and it was a real inspiration to me to see what Liverpool had done in recent years. I did feel that there was a great deal of magnificent work in the housing projects of the Liverpool Corporation which were arrested by the war, and the same is true of what I saw in Manchester, and I cannot see why work done by local authorities in post-war development should incur any charges of monotony and that sort of thing. There is absolutely nothing monotonous, so far as I could see, about the Liverpool development.

What are we really doing at the moment? The House of Commons seems a little upset that an important statement should have been made by the Minister of Works in the House of Lords with regard to the preparation of sites. I hope it will not be long before I can say something to the House of Commons. I think the preparation of sites project is a good practical step which is being taken. You will know far better than I the extent to which it will enable us to get a good start at the termination of the European part of the war, in that very difficult period when the ordinary man in the street and the ordinary housewife will be so apt to think that things can go ahead very fast and will be inclined to think that the war is over, when, in point of fact, there will be the utmost difficulty about obtaining building operatives. That is going to be a very difficult period, I think, for us nationally, and certainly politically. We are going ahead, and I hope we shall be able to say something before long with regard to the acquisition of sites. After all, I suppose one of the most fundamental things we have to secure is that the houses are built in the right places in future. I imagine that one of the most dominant features of the inter-war period was that, in spite of immense improvement from the point of view of general material amenities in the

housing of the people, the houses were to such an enormous extent built in the wrong places.

I hope we shall also make some progress on the questions of the principles of subsidy and for whom houses can be built by local authorities, and so forth. It may well be that provision ought to be made as to the employment of architects by local authorities in every practicable case. It may well be that private owners ought to be obliged to submit their plans to an advisory body. For my part, speaking very frankly, I do hope that the architectural profession will be enabled to influence from the outset the work of the great private enterprise builders more than it succeeded in doing between 1918 and 1939. There are some promising indications, outside Government circles, in this direction. There is the National House Builders' Registration Council, and I read with interest and stimulation the report of a point conference between the members of your Institute and the Building Societies and that Council recently.

Of the making of laws there seems to be no end. I do not know what the feelings of the Institute are with regard to more law-making as to the erection of buildings not designed by an architect. I have not read my papers about that, but there were representations at the time the scheme was launched for the rural cottages. Of course, the Ministry of Health is a Department which does not directly administer much. It is a Department of indirect administration dealing with local bodies. It does a very great deal by exhortation, advice, recommendations, and so forth, and it is not uninteresting to see how successful that can be. Taking those rural cottages, I might tell you that there were 1,090 separate sites in that scheme; for 283 the local authority's surveyor was responsible for the houses, for 124 there were official architects, and for 683 there were architects in private practice. I think we are making progress, at any rate, and, if I take it in numbers of men rather than of sites, the numbers were 87 surveyors, 39 official architects and 200 architects in private practice. I expect all of you probably—certainly most of you—know that the relation between a Minister of Health and great local authorities is sometimes delicate, but we try to go forward in the same direction.

Of course, the size of the task of my Department is really most alarming. It is extraordinarily difficult to feel in any way equipped to deal with the immense range which is covered by it, yet I feel sure that most of you sympathise with those who say that we seem to have quite enough—probably far too many—Ministers of the Crown already. Therefore there is a dilemma. For myself, and I think I can quite conscientiously say that I speak on behalf of those who help me in the Ministry, I am most eager that the Royal Institute of British Architects shall make any contribution it feels able to make to the solution of these problems. I believe it has been felt—I have not had time yet and I should not be justified in saying it for myself—that there has been a concentration on things larger in scale and of more varied interest than the cottage dwelling, and anything that you, Sir, can do to stimulate the interest of members of the profession in this field will be most deeply welcome to myself. That, I think, may possibly be one of the most important fields in which you can help us.

—*Journal of the Royal Institute of British Architects*

THE ARCHITECT'S HORIZON

A report of the New York Chapter's Committee on Fields of Practice, received by the Board of Directors, A.I.A., with enthusiasm and with approval of its publication in the Journal. The Committee: Morris Ketchum, Jr., chairman; Morris Sanders, vice-chairman; James Gordon Carr; Robert D. McLaughlin, Jr.; Jacob Moskowitz; Kenneth Reid; George Cooper Rudolph; Perry Coke Smith; and Lester J. Tichy

(Conclusion)

As is obvious, the architect can use his more purely esthetic talents. Art direction, drawings, advertisements, brochures and the like must be made.

In short, architects are not merely building specialists, but valuable advisors on all problems relating to the planning, construction, coordination and equipment of the many phases of the material framework of living.

Not only does the architect bring to these fields a unique background of education and practice in planning; he also is equipped, thanks to the thorough foundation work of the A.I.A., with a code of ethics and a system of fees and charges that have stood the test of time.

This Committee believes that experience proves that fees for architectural services based on either the lump-sum system, the cost-plus-a-fixed-fee system, or the percentage system, as formulated by the A. I. A., can be used as a basis for reimbursement for the design of either a building or a building product.

The only obstacles in the way of further broadening the architect's activities are: first, his conception of his own abilities; second, the public's conception of those abilities.

As a group, architects are unusually well equipped to engage in the widest variety of fields outside of the building field. But, as a group, architects are handicapped by the following:

1. Incomplete education, both at school and as adults, plus a "conditioning" that shuts out the possibility of lines of endeavor related to architecture.

2. An archaic, squeamish attitude regarding self-promotion that frequently leads to barren fake modesty or its opposite—exaggerated self-confidence.

3. An immaturely broad approach to curricular vocations that overlooks the fact that the more specialized the field, the more intensive must be the study.

On the other hand, at the present time the public does not think that it will get its money's worth from an architect unless there is actual construction to be done. We, as architects, must convince the public that we have something to contribute that is worth paying for; that our advice is worth what it costs in many other fields beside the technical one of construction.

To further this end, this Committee proposes that immediate steps be taken to familiarize the profession and the public with the full scope of architecture. These suggestions can be grouped as follows:

LOCAL

The Chapter should discuss the Committee's findings, revise or enlarge them if it so desires, and then recommend to the National Convention that these new fields of architectural practice be given recognition and proper promotion on a national scale.

Since actual performance is the surest proof of ability, it would be advisable to organize, at a later date, an exhibit by members of this Chapter of their work in these fresh fields. This exhibit might form a nucleus for a future showing throughout the country.

NATIONAL

The Committee believes that this Chapter and the National Convention of The A.I.A. should consider an important step that would benefit the entire profession: namely, to engage the services of a firm of alert and able promotion managers. This firm should be one with a national reputation as public relations experts. Their duties would include the education of the American public, by every legitimate means, in the value of the architect to all the activities in which society is engaged.

For it is only by thinking about these fresh fields of architecture; then by gaining experience in solving their problems; and, finally, by convincing the public of our value as proven experts, that we will succeed in permanently enlarging the scope of the profession.

The alternate has been in the past, and will be in the future, a gradual strangulation of our opportunities. Pseudo-professions will become the established inheritors by default, of field after field of architecture. Architects are in real danger of becoming mere technicians and employees of those more alert to the opportunities of contemporary life.

The present war has underscored this condition. The public and its government have been told for many years, by prominent publicists of our profession, that architects were merely esthetic experts—exterior and interior decorators. As such, their services were not felt by the public or by the government to be vital to the war effort. It is time that this insulting libel to all of us be supplanted by a truer picture; otherwise we can never take our rightful place in the post-War world.

— *Journal of the A. I. A.*

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5th WAR LOAN DRIVE

The 5th War Loan Drive has just been concluded.

The Architects of Milwaukee County participated in a joint drive of the Building Construction Industry and the Union Employees of the A. F. of L.

The goal set for the architects was \$5000, but owing to our drive starting eight days after the informal opening of the War Loan Drive, many of the architects were already committed to others before they were contacted by us.

We just got over the top and it was a huge job.

There will be a 6th War Loan in November. Let us all make a note of this so that when the drive opens, we can be given full credit for our share in the drive.

The Joint Committee's goal was \$1,750,000, which was passed by \$500. The government has agreed to allow this money to be used for the purchase of a cargo ship made in Milwaukee by Froemming Brothers. The Construction Industry group will participate in the launching ceremony. You will be notified later of the date.

* * * * *

The names of eight architects, all of whom are Fellows of The American Institute of Architects, have been added to "Who's Who In America", the current 1944-45 edition.

They are Wilson C. Ely and Gilbert C. Higby, Newark, N. J., James R. Edmunds and R. Lee Taylor, Baltimore, Md., and Peter Brust, Gerrit J. de Gelleke, Leigh Hunt and Richard E. Philipp, Milwaukee.

* * * * *

THE FUTURE OF THE ARCHITECT

By WALTER T. ROLFE, A.I.A.

Chairman, Committee on Education
The American Institute of Architects

The American Architect of our age must meet the greatest challenge of all time. *First*, his is an age of unprecedented technical information. *Second*, his world will soon need the most extensive professional service ever required. *Third*, his nation is now emerging as a world leader in production and in ideals of freedom and individual initiative. Surely such a nation must produce architects of great vision and force.

The Committee on Education of The American Institute of Architects recognizes these forces are at work and urges the profession toward this new leadership and progress. They believe in the improvement of the education and techniques of the contemporary architect. They believe a strong and virile leadership should rise up through the profession, stimulating greater public confidence and belief in the profession.

They recognize that The American Institute of Architects is not a formal body sitting at Washington, the national seat of architectural administration. The Institute is a national community of professional men, working through their own local practices and their home chapters toward the improvements of themselves, their profession, and community life. The individual is The Institute and The Institute is the individual, working toward this common objective.

There is a great awakening toward national and

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community planning. The architect is a planner or a potential planner, and he has a great opportunity to acquire the new techniques of community design toward an enlarged service. The architect must evolve from the master builder of the middle ages to the master planner of the new century—a most challenging opportunity.

In retaining the significant contributions of history we often keep the corpse rather than the spirit of the past. The architectural tombs of the past are empty but the spirit of tradition can animate and encourage us toward our own new creative values. We must unite the spirit of the past with the technical achievement of the dynamic present to create an indigenous and significant future architecture of America.

Our physical frontiers are gone. We were extravagant, and little architectural thinking was necessary for survival, but today we must *think* and *plan* or soon our resources will forsake us. In this age of planning it is very essential that the architect plan also—plan for his enlarged field of service so that he may go to the smaller community, if he wishes, and be accepted as significantly as the physician or surgeon is accepted and insisted upon today.

Architects and planners should show communities how to plan their own futures by encouraging community resources study, including land use and production, manufacturing and marketing, government, budget and tax structures, transportation and recreation, buildings, and all the other surveys. From this study the physical plan for the community is created, tailor-made from community resources and to meet specific needs.

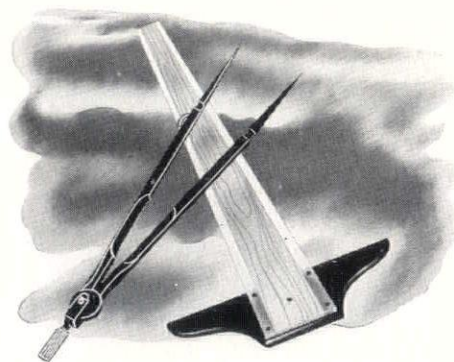
Physical plans must have planners, architects, and engineers. The communities of America are beginning to see their own great needs and shortcomings. We must be ready to help them so faithfully that our profession will be everyday living.

We should also create a national professional bureau of standards, where the testing is done by our own profession in the interest of the consumer public. Minimum standards of excellence would have to be met before certification. Certification, placed on the highest professional plane, will bring a prestige and social responsibility to our profession we have never enjoyed—largely because we are not now *that important* to the general public.

This research institution, whatever we may wish to call it, should give our research minded architects an opportunity to try their ideas here first before trying them on the public. The indigenous architecture of our century should spring directly from a vastly explored scientific information gained only through trial and error.

Truly fine modern design will then be done because it is scientifically correct and is not merely a matter of tradition, whim or fad or personal desire.

We promptly accept medical or scientific findings because they are noted for their accuracy after long and patient study. That is what the word "professional" has come to mean — accuracy and competence. We must create a service that important, that indispensable, and of that high, unimpeachable character.



CARRYING ON A SEVENTY-YEAR TRADITION

Will Kohler Co. get into production early enough to meet the stepped-up demand when war restrictions are lifted?

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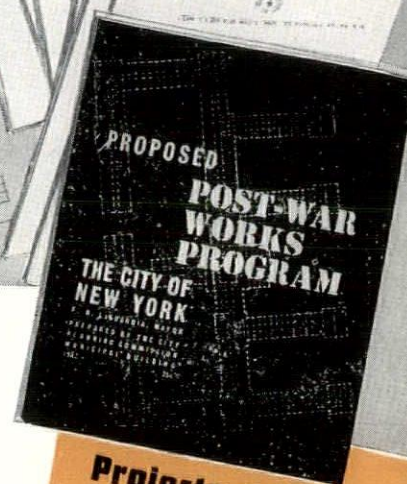
Steel production facilities have been greatly expanded. Steel will be plentiful and economical. Improved forms and applications — such as the Milcor developments illustrated — have taken greater advantage of its natural assets as a material.

Start people thinking in your community. Be recognized as a leader in promoting post-war planning. And look for still more Milcor developments to help you secure a greater share of the post-war building market.

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