THE 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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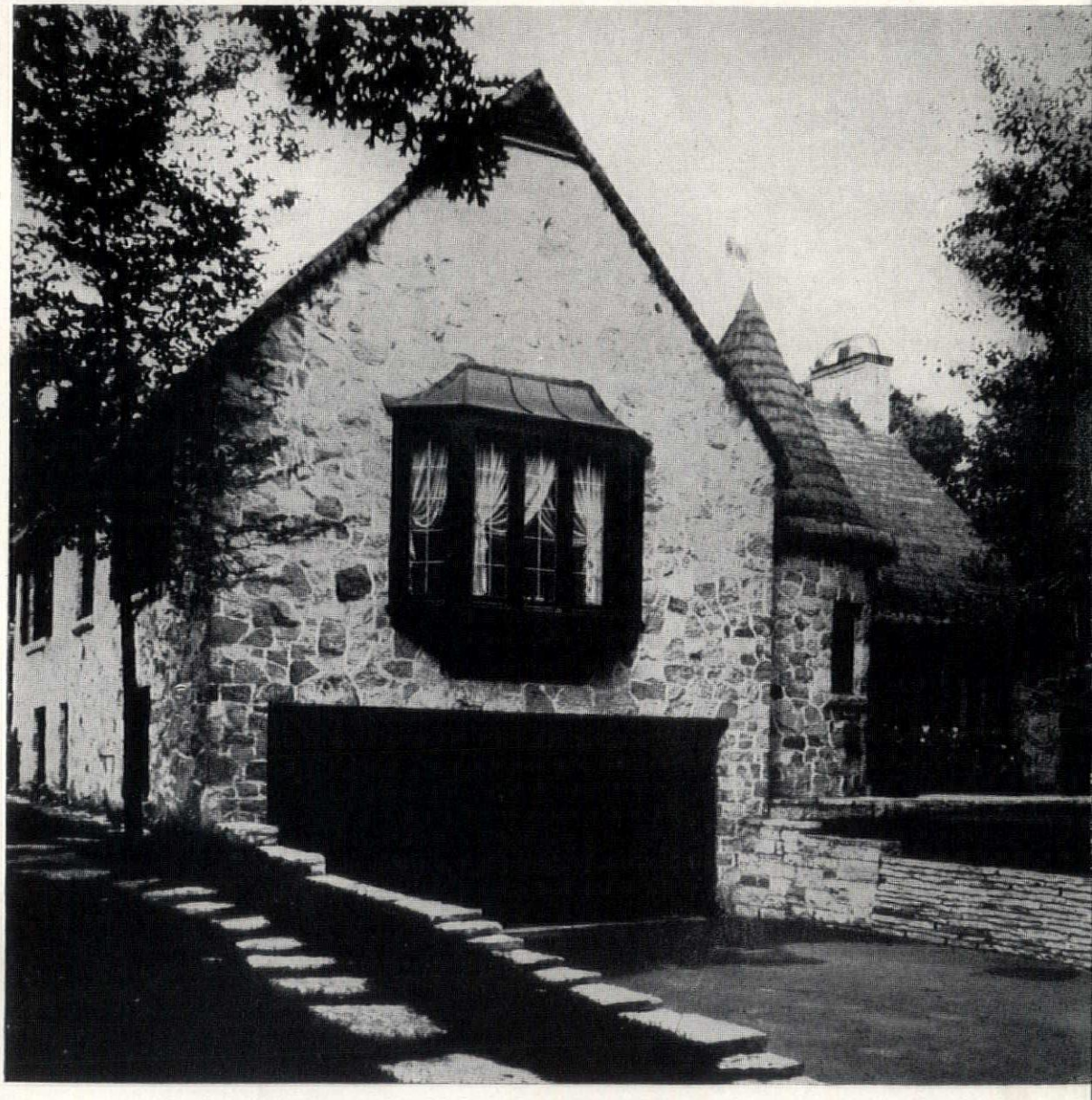

RESIDENCE OF MR. AND MRS. HERBERT HUEBSCH, FOX POINT, WIS.
MARK F. PFALLER ARCHITECT MILWAUKEE, WIS.

THE WISCONSIN ARCHITECT

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The State Association of Wisconsin Architects

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Wisconsin Chapter, The American Institute of Architects

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Producers' Council Club of Wisconsin

LEIGH HUNT, F.A.I.A., *Editor and Publisher*
ELIZABETH SCOTT HUNT, *Managing Editor*
152 W. Wisconsin Ave., Milwaukee Daly 5103
Contributing Editor—PETER BRUST, F.A.I.A.

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JOINT COMMITTEE of the BUILDING CONSTRUCTION INDUSTRY AND UNION EMPLOYEES OF THE A. F. of L.

August 16, 1944

To Committee Captains:

"Construction Industry Goes Over The Top In 5th War Loan Drive!!!"

It is a great pleasure to notify you that the Construction Industry did an outstanding job in going over the top in the 5th War Loan Drive, and the members of the Steering Committee take this opportunity to thank you for your splendid efforts.

JUST A BIT OF DETAIL—our goal was to attain a quota of $1,750,000. As you know, our entry into the drive was at least two weeks late; however with your fine cooperation, we succeeded in reachinging a total of $2,195,617,74, exceeding our quota by $445,617.74 with additional reports still coming in!!!!

The big "christening" of our cargo vessel, being built by Froemming Bros. Inc. shipyards, will take place in the near future. AMPLE NOTICE OF THIS OCCASION WILL BE GIVEN TO YOU.

It is our understanding that the next war loan drive (which we hope will be known as the "Victory" loan drive) will be early in November. We sincerely hope that all captains, representatives of local unions, presidents and secretaries of various organizations, inform their constituents to give all their support to our industry.

SO - - - LET'S KEEP ON PITCHIN' TIL JOHNNY COMES MARCHING HOME!!

Yours for Victory,
JOINT COMMITTEE OF THE BUILDING CONSTRUCTION INDUSTRY & UNION EMPLOYEES OF THE A. F. OF L.
Arthur A. Ornst — Chairman
Peter T. Schoemann — Vice-Chairman

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Truth is stranger than fiction but, unfortunately, it isn't half so popular.—*Paul Gibson, Radio Commentator*

WISCONSIN CHAPTER BOARD APPOINTS COMMITTEES

At the July Executive Board meeting of the Wisconsin Chapter, A.I.A., the following Chairmen and Committee Members were appointed for the year 1944-1945:

Registration Laws and Legislation

Edward J. Law, Chairman; Albert F. Gallistel, Francis S. Gurda, Joseph D. Livermore, Arthur L. Seidenschwartz, Mark F. Pfaller, Walter G. Memmler, Frederick A. Luber, Jr., and Sylvester Schmitt.

Education and Draughtsmen

Carl F. Eschweiler, Chairman; George Spinti, 111, William P. Kramer, Fitzhugh Scott, Jr., Richard W. E. Perrin, Paul E. Brust, Guy E. Wiley, and Arthur C. Runzler.

Civic Advisory

Gerrit J. de Gelleke, Chairman; Henry Auler, Albert F. Gallistel, Frank J. Hoffman, Richard E. Philipp, A. C. Eschweiler, Jr.

Specifications and Contracts

Herbert J. Grassold, Chairman; Frederick A. Luber, Jr., Vice Chairman; John J. Brust, William G. Herbst, Edwin O. Kuenzli, Carl E. Meyer, Edwin J. Kraus, Walter M. Trapp, Ellis J. Potter and Charles W. Valentine.

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Public Information

Leigh Hunt, Chairman; Clarence O. Jahn, Lewis A. Siberz, Harry Bogner, Alexander H. Bauer, Theodore L. Eschweiler and William C. Schneider.

Membership

Alexander H. Bauer, Chairman; Walter G. Memmler, Frank F. Drolshagen, Elmer A. Johnson, and Ralph H. Kloppenburg.

Historic

Anthony Wuchterl, Chairman; Roger C. Kirchhoff, Richard E. Philipp, George Spinti, III, Alois J. Seitz, Carl Liebert and Sylvester Schmitt.

Industrial Relations

Frederick A. Luber, Jr., Chairman; Edgar H. Berners, Gerrit J. deGelleke, Theodore L. Eschweiler, Richard E. Philipp, Fitzhugh Scott, and Francis S. Gurda.

Exhibition

Fitzhugh Scott, Jr., Chairman; Frederic R. von Grossmann, Noel R. Safford, Edward J. Law, and George G. Schneider.

Practice

Leigh Hunt, Chairman; Edgar H. Berners, Leon M. Gurda, Edward J. Law, Peter Brust and Max W. Schober.

The Architect and Governmental Agencies

Edgar H. Berners, Chairman; Theodore L. Eschweiler, Walter G. Memmler, Frank J. Stepnoski, Perce G. Schley, Frank J. Hoffman, Frederick W. Raeuber, Henry Auler, Lewis Siberz and John Messmer.

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SAVE YOUR WASTE PAPER

LAW AND THE ARCHITECT

By GERALD J. RICE
Attorney

In addition to an encyclopedic knowledge of structural design and building materials and construction, the architect today must be familiar with a multitude of laws regulating building, zoning and planning; laws licensing his own profession and other occupations and crafts; laws securing mechanics and material-men; laws governing construction of public works; laws fixing liability of contractors, or architects in the alternative, for violation of building codes; various methods of financing construction; and finally the contract rights and duties of architects, owners, and contractors, each to the other. Currently, the architect must also be familiar with the Federal regulations of building materials and the conditions under which material priorities are obtained; and certain wartime novelties such as the house-conversion program.

For example, an architect's plans that do not conform to the building code or zoning laws applicable to the site of construction would be useless to an owner, and the architect could hardly expect to collect for his fees. However, if the architect merely overlooked a detail of the law resulting in the denial of a building permit, but was aware of the procedure of appealing to the Zoning Board of Appeals for approval of a permit based on an allowed variance from the law, his plans could again become useful.

Liens

In connection with mechanics' liens, many architects may not know that they are entitled to claim a lien for their own services only after construction has actually commenced. As for lien claims of others, a careful study of the essentials of mechanics' liens will help an architect to determine the validity of the claims filed, and may result in considerable savings to an owner against whom invalid or false lien claims are made.

Insurance

Insurance and bonds required by contract or law usually are handled by expert insurance men or by governmental agencies contracting for construction work. Nevertheless, an architect should familiarize himself from time to time with the subject so that he is in a position, for example, to advise an interested owner whether his insurance coverage is excessive or insufficient. In the case of bonding on a private job, the architect's knowledge of the provisions of the bond and the extent of protection afforded and the premium cost therefor, are of great help to an owner and greatly increase his respect for his architect.

Financing

An architect who understands and can suggest the methods of financing construction, and is able to project building costs, operating expenses, and anticipated income, talks the language of the investor and the careful buyer. Today more than ever, an understanding of financial methods is a very essential part of the architect's equipment to practice architecture.

Contracts

Contracts between owner and contractors for construction are usually outlined by the architect, or at least checked by him, to see that there is conformance to the plans and specifications. A careful study of contract documents used in the past should be made from time to time to see how the contract forms have held up in court or how they have been affected by statutory changes in the laws. Care should be taken by the architect in suggesting the various provisions of contractors' contracts to be fair and judicious to both parties. To be over-zealous for an owner sometimes results in having a contractor, who finds himself with an unfair contract, doing improper things to equalize his contract.

Nowhere, however, is a knowledge of the law, and respective rights and duties of the parties involved more important to an architect than in the field of contracting for his own services. For example, persons, corporations or public bodies all make some attempt to qualify the architect before employing him. But how many architects make an attempt to discover if the person they are dealing with has legal capacity to contract; or whether a corporation or its officers and agents are acting under legal authority and by proper resolution approved by the required number of stockholders or directors; or in the case of a public job, whether the enabling act or ordinance is legal and whether the contracting officer for the governmental body has proper authority, and whether there are funds legally set aside or appropriated to pay for the project?

License

Under some laws in certain states, the failure to have a license to practice architecture may void entirely an agreement to perform professional service and prohibit an architect from collecting compensation under a contract for such unlicensed services. In other states, there may be involved only a small penalty as for a misdemeanor.

Forms

No attempt will be made here to discuss in detail the features of a contract to perform architectural services. Here again, as in the case of the forms widely used for contracts between owner and contractor, frequent check-ups should be made to make the forms comply with any intervening statutory changes or adverse supreme court decisions. Forms at best are only guides and check-lists to aid the architect in drawing the provisions of his contract; and if any printed clauses have different meanings to the parties, it is highly advisable that the parties substitute language which both clearly understand in the same way.

It is hardly expected of the architect that he know in detail the answers to all of the many insurance, zoning, building code, business and legal problems that arise from day to day in the practice of his profession. But it is highly important that the architect be aware of the problems so that at least he can seek the expert advice of insurance men, financiers and lawyers to advise him.

* * * * *

William C. Schneider has opened his office for the general practice of architecture and is located at 5920 W. North Ave., where he is sharing the office with E. W. Burgess, consulting engineer.

Mr. Schneider was associated with Mr. Burgess as architect for the new propeller plant operated by A. O. Smith Corporation on Capitol dr., near Highway 100. For many years he was associated with the architectural firms of Brust and Philipp, and Richard Philipp, Milwaukee.

MASTER PLANS MUST CONTROL BUILDING BOOMS IN AMERICAN CITIES

American Cities have physically deteriorated to such an extent that unless adequate zoning regulations together with workable and sound master plans are not put into effect, the postwar building boom will only add to the disorganization.

These were the findings of the Committee on Civic Design and Development of the New York Chapter of The American Institute of Architects.

"The physical developments of New York City in the postwar period is fraught with all of the dangers inherent in the traditional building boom, which is expected to mark the resumption of construction activity," the report reads.

"Experience has shown that building booms, uncontrolled by a master plan and an effective zoning of land uses, leave trails of wreckage in their wake, adding layer upon layer of obsolescence, as a result of which the city's organism becomes incrusted and atrophied.

"New York's situation resembles that of other cities of this country, particularly the older ones. So serious is the physical deterioration in most American cities that experts are beginning to question the ability of the larger urban centers to produce a satisfactory way of life in their present form.

"Whatever may be said regarding this opinion, the facts all point to one conclusion: that is, that our cities cannot continue indefinitely in their present condition. The situation is clearly one requiring a much more fundamental approach than has hitherto been made to the problems of the physical environment within the city.

"Experience has shown that the accepted policy of piecemeal readjustments and temporary measures has failed. Such palliatives have not even arrested, much less reversed, the process of slow deterioration that has been in progress for many years. The stage now reached by New York City, where buildings are deteriorating faster than they are being replaced, certainly has far-reaching implications.

"They indicate that an easing of the burden of real estate taxation, advocated in some quarters, is, by itself, not only a minor factor in solving the problem, but that this financial burden is inextricably wound up with all the physical factors involved in the problem.

"Although the deteriorated physical condition of New York City requires a major operation, this operation is economically possible provided it is carried out under a well-considered, long-range policy. The basis of such a long range policy must be the adoption of a thoroughly effective master plan and a comprehensive re-zoning of the city's land uses—two requirements that are now lacking. Furthermore, the time to act is now."

"The present zoning and master plan procedure in New York City are adequate to such an extent that in effect there results a city-wide condition of maladjusted and unbalanced land uses, and a disorganized traffic problem.

"This, together with other factors, will continue to lead the city along the downward path of physical deterioration which it follows, and which inevitably leads to insolvency.

"Evidence of this deterioration is widespread throughout New York City. Contrary to the prevailing conception of the public, deterioration is not confined to the slums or to the blighted areas. The process affects all classes of structures. It extends to office and loft structures, and to docks, terminals and warehouses. Another of its characteristics is traffic congestion within the areas affected.

"Congestion of traffic is most acute in, but is not confined to the newly and densely built-up central districts, such as midtown and downtown Manhattan. In these central districts depreciation is far more extensive than meets the eye. A consideration of the finances of structures, even of many properties that are comparatively new, reveals a strong trend towards premature economic obsolescense."

The members of the committee are Grosventor Atterbury, chairman; Arthur C. Holden, secretary; Cameron Clark, Charles Downing Lay, Jacob Moscowitz, Perry Coke Smith, and Robert C. Weinberg.

* * * * *

RUGS MAY BE IMPORTED BUT CARPET WOOLS STILL SNAGGED

WPB has cancelled import restrictions on 51 commodities including all floor coverings except those made of cocoa or coir fiber.

This action will ease the procedure for the importation of Orientals and other floor coverings of foreign origin but will not necessarily increase current supply. It will still be necessary to find the cargo space. In addition, the smaller spread between foreign prices and American retail ceilings will continue to be a deterrent.

Domestic manufacturers, meanwhile are still concerned over the difficulties in importing carpet wools, badly needed not only for current production but to be put in process to be ready for quick reconversion.

WPB has fully recognized this need and has authorized the most urgently needed importations. But WPB cannot speak for the Indian Government which, up to the moment, seems to be throwing a block on behalf of the Liverpool wool trade. This takes the problem out of the province of WPB and puts it in the State Department's lap.

While notes pass laboriously back and forth, manufacturers and dealers fret and wonder what's become of all that spirit of "lend-lease in reverse".

* * * * *

Large users of lumber have been authorized by WPB to receive part of their fourth-quarter allotments of hardwood during the third quarter.

This action conforms to the recommendation of the Wood Furniture Industry Advisory Committee.

Revised data, WPB stated, indicate that the production of hardwoods in the third quarter will be approximately 8.5% higher than was originally estimated. Production in the first half of 1944 also was 8.6% over the comparable period of 1943.

It was deemed advisable, therefore, to increase the current movement of hardwoods from mills to consumers.

— The Alexander Smith-Masland Washington News Letter

PRIVATE CONSTRUCTION TREND MOUNTING

Private construction is playing a relatively more important part in building activity that it did a year ago. This fact is revealed in a report by F. W. Dodge Corporation on construction contracts awarded in July in the 37 states east of the Rocky Mountains.

The trend is most remarkable in residential construction where the relative positions of public and private construction have been reversed in a year, but it is being demonstrated in nonresidential construction as well.

In the residential field, public construction during the first seven months of last year represented 61 per cent of the total as compared with 35 per cent so far this year.

Public construction represented 92 per cent at this time last year as compared with 76 per cent today in nonresidential building. In this category are included commercial, manufacturing and educational buildings, hospitals, public and religious buildings, social and recreational buildings, as well as miscellaneous nonresidential buildings.

Although the total July construction volume of $190,539,000 exceeded by $6,878,000 the volume reported during the corresponding month of last year, the seven-month total for 1944 lags considerably behind the total for the January-July period of 1943. The comparative figures for the seven-month periods were $1,150,760,000 and $2,034,933,000, the Dodge company's reports show.

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MAIL BAG

Mr. Leigh Hunt, Editor
The Wisconsin Architect
152 West Wisconsin Ave.
Milwaukee 3, Wisconsin

Dear Mr. Hunt:

This is to inform you that at the Annual Meeting of the Philadelphia Chapter, The American Institute of Architects, held in June, 1944, Mr. E. Nelson Edwards, Otis Building, Philadelphia 2, Pa., was elected Secretary for the year 1944-45.

Mr. Louis E. McAllister, the Chapter's retiring Secretary, asked me to inform you of this change, in view of the fact that you will probably want to send your Chapter's publication to Mr. Edwards in the future.

Mr. McAllister asked me to tell you that he has found the "Wisconsin Arichitect" most interesting, and, if possible, would like very much to continue receiving it.

Yours very truly,
Frances C. Cannon
Executive Secretary,
Philadelphia Chapter, A. I. A.

* * * * *

Dear Leigh:

Have just been reading The Wisconsin Architect and noticed your "hint" about the change of address sent in by A. F. Nerlinger.

So, I thought it would be a good idea to follow the good example. My new address is 4045 N. 11th Street, Milwaukee 12, Wisconsin.

Very truly yours,
John Jacoby

THE POSTWAR OUTLOOK FOR BUSINESS AND LABOR

Within two years after the end of fighting, federal expenditures will drop from about $90,000,000,000 to $25,000,000,000 a year. This will represent the greatest and swiftest disappearance of markets in all history, Sumner H. Slichter, Lamont professor of economics, Harvard University, and Chairman of the Research Advisory Board Committee for Economic Development, said in a speech before the 1944 Annual meeting of The Committee for Economic Development at the Blackstone Hotel—Chicago, recently.

Within a year after the fighting, eight or nine million men will leave the Armed Service, two million will leave the civilian government jobs, and five million will be laid off by plants making combat munitions—Of thirteen million additional men making war goods, perhaps half will be laid off. Some of these soldiers, sailors, and workers will leave the labor market together, but nearly twenty million of them will be looking for jobs—not, necessarily, all at once, but within a year after the firing ceases.

Is there any chance that this large and sudden collapse in demand will fail to plunge the country into a depression worse than that of 1933?

Let us look at the other side of the picture. We shall be living in a world of superlatives—a world of record-breaking "high" and lows". When the war ends, the accumulated needs of American consumers and American business enterprises will also be at all-time highs.

Back in 1941, with six million people unemployed, Americans were driving 29 million automobiles, but by the end of 1944 the number of automobiles will be down to 23 millions or less. If, by any chance, employment after the war is higher than in 1940, Americans will wish to drive considerably more than 29 million automobiles—probably 33 million or 34 million.

There are over six hlndred articles of iron and steel that have not been made for civilian use since early in 1942. Most durabel household goods, for example, have not been made since 1942. It is reasonable to estimate that, by the end of the war (say, in 1945 or 1946) the accumulation of deferred demand will be equal to two years' sales at the 1940 rate. This is a conservative estimate because in 1940 an average of about 7 million persons were unemployed. This estimate indicates the following volumes of accumulated demand:

Vacuum Cleaners	3.5 million
Clocks	7.2 million
Radio Receivers	23.0 million
Refrigerators	5.2 million
Electric Irons	10.3 million
Washing Machines	3.1 million
Waffle Irons	1.5 million
Heating Pads	1.8 million
Percolators	3.7 million
Toasters	4.5 million

The annual increase in the number of families in the United States is about 550,000. If every house lasted forever, we should need about 550,000 new dwelling units each year to provide for the increase in families. In 1942, the number of permanent dwelling units constructed was 358,000; in 1943, it was still less; and in 1944 it will be even less than in 1943. By the end of 1944 there will be a deficiency of at least 750,000 in the number of permanent dwelling units constructed since Pearl Harbor.

The normal number of marriages in the United States is about 1,400,000 a year. The number of marriages varies with business conditions, and one can judge the state of business simply by plotting year by year the number of marriages on a chart. In 1932, the number of marriages fell to 982,000. In 1940, it was 1,565,000, or 165,000 above normal; in 1941, it was 1,616,000, or 216,000 above normal; and in 1942 it was 1,800,000, and in 1943, 1,750,000. At present there are about 1,200,000 more married couples in the United States than there would have been had the war not occurred. In 1944, the number of marriages may sink down to normal or even below normal, and it may be below normal in 1945. If the war ends by 1946, the number of families will be 800,000 to 1,000,000 greater than it would have been had the war not occurred. A high proportion of the 7,000,000 couples who have been married during the last four years have not set up housekeeping and have purchased little furniture, rugs, and household equipment. The greatest marriage year in human history was 1920. In all countries of Europe and in the United States, the number of marriages reached a new high. This was true regardless of whether the country was in the war or not, regardless of whether it was on the winning or losing side, regardless of whether or not it was experiencing extreme inflation. About a year after the service men are demobilized, marriages in the United States will reach another peak. It seems certain that the accumulated need for household goods, after the war, will reach new highs.

Great and pressing needs for goods do not necessarily mean demand. That requires purchasing power. During the last three years individuals have been compelled, by the sheer scarcity of consumer goods, to save over $75,000,000,000. But even though prices have risen, individual incomes have been so large that they exceeded, at current prices, the supply of consumer goods by $75,000,000,000. During the last three years individuals have saved as much as they would have saved in ten years at the 1940 rate. Before the end of the war the increase in the savings of the individuals will be equal to fifteen years' saving at the 1940 rate. At present the liquid assets of individuals (that is their holdings of cash, demand deposits, time deposits, and war savings bonds) are twice their holdings than at the end of 1940.

Business enterprises have also greatly increased their liquid assets. Although the tax liabilities of corporations increased nearly $15 billion between 1939 and 1943, their holdings of cash, bank deposits, and government securities increased by $25.5 billion and their net working capital by $17.0 billion.

No one really knows whether business immediately after the war is going to be good or bad. The greatest

and quickest disappearance of markets in all history is going to hit a community which has a far greater accumulation of needs and a far larger accumulation of purchasing power than have ever before existed. Perhaps men will refuse to use their record-breaking holdings of purchasing power to satisfy their huge accumulated needs. Never before, however, have people who are well supplied with purchasing power been unwilling to use it to feed and clothe themselves and to provide themselves shelter, education, travel, and amusement. If a great and prolonged depression follows the war in the United States, it will be because people who have more money and liquid assets than they have ever owned are unwilling to use it to satisfy their needs.

Let us suppose that 57,000,000 people are working after the war, and that they are working about 7.5 percent fewer hours per week than they are working today. This would be a short enough working week to eliminate most of the overtime payments. Many people would be working in occupations where the product of an hour's work has a smaller value than the product of an hour's work in war industries today. At 1943 prices and at present efficiency, the output of 57,000,000 people would be about $156,000,000,000 a year. The national, state and local governments will take about $31,000,000,000 of this product, leaving $125,000,000,000 available for private consumption.

The income of 57,000,000 persons working 7.5 percent fewer hours per week than in 1943 would be about $130,000,000,000. After the payment of personal taxes, they would have about $118,000,000,000 to spend on goods, or to save.

How much of this would they spend on goods? Let us begin by asking about non-durable goods. How much more would you have spent on beefsteaks, milk, butter, cheese, gasoline, tires, in 1943 if these goods had been available? How much more would you have spent on railroad travel and on hotel accommodations if you had had time to take vacations or if accommodations had been available? How much more would you have spent on painting your house, or getting your house or its contents repaired, if labor had been available? As a conservative estimate, I have assumed that the demand for non-durable goods in 1943 would have been 10 percent more than it actually was. Adjusting this rate of spending to a disposable income of $118,000,000,000 indicates a postwar demand for non-durable goods just short of $90,000,000,000—$89.8 billion.

The demand for durable goods may be put at 12 percent of disposable income. This is the fraction of disposable income which consumers spend for durable goods in fairly prosperous years. This would make a demand for durable goods at $14.2 billion—just double the dollar demand of 1940 and perhaps 40 percent above the physical demand of 1940. This takes no account of the "catching up" demand of durable goods. In physical terms, this may be placed at double the demand for 1940. In terms of 1943 prices, the "catching up" demand would be about $17.8 million. If the "catching up" demand for durable goods were spread over four years, it would average $4.4 billion a year. All of

this indicates a total postwar demand for consumer goods, at 1943 prices, of roughly $106.4 billion. For the first time in the history of the country the demand for consumer goods will exceed $100,000,000,000 a year. If consumers buy $106.4 billion of goods and if government expenditures leave $125 billion for private use, there will remain about $18.6 million of goods to meet the demands of business.

"What are likely to be the demands of business? The replacement of equipment will be large. It is likely to run 1½ times corporate depreciation allowances, or about $12,000,000,000. Industrial construction, for a while, may be expected to be small, because business enterprises will await the clarification of economic trends before making long-term plans. In physical volume, industrial construction for a while may be no higher than in 1939. At 1943 prices it would be about $4,000,000,000 a year. The restoration of inventories will take about $3,000,000,000 a year for three years. The demand for housing may be held down for a year or two because people will await clarification of economic conditions before starting to build. At any rate, let us hope that it is slow to rise. If it is no greater in physical volume than the low level of 1939, it will be about $2.6 billion in 1943 prices. Temporarily, at least, a considerable export surplus may be expected over and above contributions made by our government to other countries which are included in the purchase of goods by the government. If we succeed in keeping the export surplus down to a smaller physical volume than after the first world war, it may be no more than $3,000,000,000 a year. All of this comes to a business and residential building demand of about $22.5 billion a year. In other words, with 57,000,000 people working about 7.5 percent fewer hours per week at present efficiency, the output of goods would fall short by a small margin of meeting the probable demand. With a moderate improvement in efficiency, however, the demand would be met.

The conclusion is that the postwar demand for goods is likely for a year or two or more to test the productive capacity of American industry, but that business enterprises, with moderate improvements in efficiency, should be able to prevent a disorderly rise in prices from being started by an excess of demand. This does not mean that a disorderly rise in prices might not start from the side of costs—by failure of management to keep costs properly under control. Attention should be called to the fact that my assumptions concerning the demand for residential construction and industrial construction are low—too low, undoubtedly, to suit many persons and far too low to last.

After the war the country will not go through simply one transition—the transition from war to peace. On the contrary, it will go through a succession of transitions. Indeed, the first decade after the war will be punctuated by transitions. Suppose, for example, that with 57,000,000 people at work we wished to own and drive 34,000,000 automobiles. This would require an increase of 11,000,000 or more in the number of cars which we are likely to have on hand when fighting ceases. Suppose that in about four years after the war we bring up the number of automobiles to the number demanded, so that output need meet only replacements and the normal increase in demand. At that time the country is likely to face an "air pocket" in the demand for automobiles, unless the industry makes such radical improvements in cars that the replacement rate takes a sharp jump. Similar "air pockets" in the demand for many other durable consumer goods may occur two or three years after the end of fighting. The surplus of exports over imports will probably prove temporary—indeed, it *must* prove temporary unless we are to play Santa Claus to the rest of the world.

It seems plain that the first decade after the war will be a period of major shifts in demand—a period in which economic stability will depend upon our success in offsetting decreases in demand for some products with increases in demand for other products. Stability will require that business policies and national economic policies reflect much common sense, foresight, and self-control. Stability will require that the economy be equipped with powerful stabilizing devices to prevent disorderly rises in prices and speculative buying on the one hand and, on the other hand, to prevent "air pockets" in demand from producing cumulative increases in unemployment.

As the accumulated demand for durable consumer goods, goods for inventories, and industrial equipment subsides, we must depend for stability upon a rise in demand for industrial construction and residential building. Given sensible tax policies, the potential demand here is likely to be very large. An investment of about $2.00 in factories, mines, railroads, public utilities, stores, office buildings, and inventories seems to be required for every dollar of goods produced for consumers per year. If annual consumer demand rises in terms of 1943 dollars by about $35,000,000,000, we shall need to increase our industrial plant, equipment, and inventories, in the first five or ten years after the war by possibly $70,000,000,000.

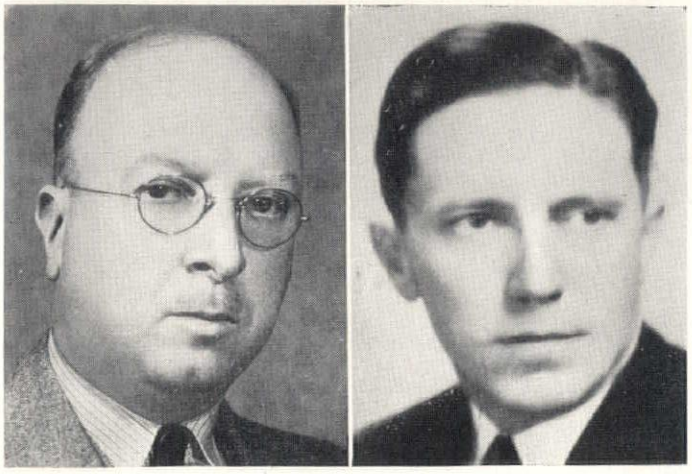
Certainly with 57,000,000 people working and spending their incomes, most large cities will need some new hotels. People are not going to line up, as they do now, for rooms, and eventually sleep in sample rooms. Chicago would need at least one large and up-to-date new hotel. And people will not line up in restaurants as they now must do. Hundreds of good restaurants will be needed, much railroad equipment, thousands of taxicabs.

The present high levels of factory employment have been achieved only by working many people nights. With 57,000,000 people employed after the war, the number of non-government jobs will be 3 million more than it now is. These people will need places to work and machines to run. In most industries they will not be content to get employment opportunities by working nights, and employers will not be disposed to pay night-shift premiums if the demand for goods seems to be fairly permanent. Hence, a large volume of factory construction will be needed. Furthermore, in competition with modern one-story factories, many old multiple-story factories will be obsolete.

The demand for housing should also be large. Most of this demand comes from families receiving $2,000 a year or more. In 1925, our best housing year, families receiving $2,000 a year or more spent slightly more than 12 cents out of each dollar of income on new housing. With disposable incomes of $118,000,000,000, families receiving $2,000 a year or more would have total incomes of $80,000,000,000 or more. If these families spent 12 cents out of every dollar after taxes for hous-

ASSIGNED NEW DUTIES

Milcor Steel Company Vice President, J. Harry Christman, who has been in charge of the concern's Chicago Branch since 1936, has been assigned new duties con-



J. H. CHRISTMAN B. B. BARKER

nected with special sales problems and merchandising policies, according to announcement by E. A. Tanner, President.

Mr. Christman has been with the company since January 1915, except for eight months during World War I in which time he became a Captain in the Air Service. He was appointed Sales Manager of the company in 1919 and Vice President in 1927.

Byron B. Barker has been named to take Mr. Christman's place as Manager of the Chicago Branch.

Mr. Barker began as a sales representative of the company in 1931 and operated in the Chicago territory through 1936. Subsequently he made his headquarters in Elmira, N. Y., and Boston, Mass. Mr. Barker's long experience in the sheet metal and building material field has given him a splendid background for the supervision of the distribution of Milcor materials from the Chicago branch.

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ing, as they did in the middle of the twenties, the annual demand for housing should run nearly $10,000,000,000 a year.

These are simply some of the potentialities outlined in broad strokes. They indicate that high level employment is easily within the range of practical achievement. They indicate also that shifts in demand may be large and even sudden, and that stability in total demand, production, and employment will be achieved only by wiseplanning. If industry, labor, and the government do a good job, however, income payments to individuals should rise (on 1943 prices(from $130,000,000,000 shortly after the war to $150,000,000,000 by 1950, to $182,000,000,000 by 1960, and to $217,000,000,000 or more by 1970. These figures assume an increase of only 15 percent per capita per decade—a much smaller increase per capita than during the twenties or during previous decades. Let us keep clearly before us these great potentialities of our economy. Awareness of them will help us keep our sights high; it will stimulate our confidence in our power to achieve; it will help us retain and develop the spirit of pioneering and innovation.

Courtesy Trade Association Division

PRODUCERS' COUNCIL SUGGESTS HOUSING PROGRAM

A comprehensive postwar housing program which suggests numerous changes and innovations in national and local housing policies, designed to stimulate a maximum volume of residential construction and to provide a workable solution to the nation's complex housing problem, has been issued by The Producers' Council, national organization of manufacturers of building materials and equipment.

"The program is brought forward for discussion within the construction industry and by the public in the hope that it will aid in the determination of suitable postwar housing legislation and assist private enterprise in meeting the country's housing requirements more adequately after the war," The Council pointed out in a statement accompanying the program.

"The Council has not endorsed all of the suggestions included in the program, preferring to wait until certain of the subjects have been discussed and explored further by everyone concerned." The report was prepared by Frederick M. Babcock, Housing and Finance Consultant to The Council, who, as Assistant Administrator of the FHA, developed the FHA Underwriting System.

"The five principal suggestions in the program deal with (1) needed revisions in the structure and functions of Federal agencies which deal with housing, (2) improved facilities for financing home construction and residential repairs, (3) feasible methods of providing housing for needy families, (4) means of protecting the purchasers of dwellings, and (5) proposals for the sound future development of cities.

"It is based on the assumption that the vast majority of American families aspire to home ownership and that home ownership develops good citizenship. At the same time, the program recognizes the need for providing desirable rental housing for many families.

"The program advances the belief that the housing problem will be solved most satisfactorily if private enterprise is relied on as the principal vehicle for the production and financing of housing. It suggests that the intervention of government by subsidization, guarantees, or otherwise is desirable only to the degree necessary to fill thse neds which cannot be met adequately by private means.

"The program provides for the continuation after the war of a coordination of housing functions such as now provided by the National Housing Agency. It proposes that the agency be changed with carrying out the housing policies established by Congress and with the conduct of research and advance planning in the field of housing, both urban and rural, in financing, and in the development of urban communities. It is suggested that the creation of a single super-agency to deal with housing will help to maintain a unified housing policy and prevent a recurrence of the unsatisfactory experiences during pre-war years when there was a multiplicity of agencies dealing with housing matters and offering incompatible and conflicting programs.

"To assure adequate financing for postwar housing, the program recommends that the FHA be strengthened and continued until suitable facilities for encouraging low interest rates and permitting low down payments on homes are provided by private enterprise, without

need for governmental insurance of mortgages. In addition, increased facilities are suggested for the financing of rental housing and of residential maintenance and repair.

"With respect to the problem of providing a higher standard housing for low-income families now residing in slums or substandard dwellings, the program suggests that suitable older dwellings be used for this purpose wherever possible, under the control of local governments and with the aid of local funds.

"To aid in the sound future deevlopment of cities, the program recommends research in land use techniques, in urban development, and in methods of real estate taxation. It also proposes zoning protection for border areas of cities, establishment of the occupancy permit system as a means of improving or eliminating undesirable and unsafe dwellings, the modernization of local building codes, extension of the right of eminent domain to owners of property in blighted areas, and orderly disposal of temporary war housing."

Copies of the program are being distributed to all branches of the construction industry and financing interests, to government officials, to members of Congress, and to various civic leaders in the hope that a healthy discussion of the complex housing problem will be stimulated, The Council said.

Technical Bulletin

Although relatively few distinctly new building products will be ready for use in early postwar construction of homes and other buildings, most of the widely accepted pre-war materials and equipment will again be available soon after private building is resumed, according to The Producers' Council, in summarizing the contents of its first Technical Bulletin to be issued to architects and engineers during 1944.

"Encouraged by the possibility that restrictions on the production of building products for civilian use may be relaxed to some extent during the new few months, provided the progress of the war continues favorable, many manufacturers are turning more attention to their postwar lines," Tyler S. Rogers, Chairman of the Council's Technical Committee, says.

"However, the production of war materials continues to occupy the major attention of most manufacturers, some of whom are turning out war materials at an even faster rate than in the past. For that reason, the appearance of new products which require painstaking research and testing will necessarily be delayed.

"The Bulletin, which is edited by the Department of Technical Services of The American Institute of Architects and distributed to architects, engineering offices, and officials in charge of government construction, also indicates that certain products especially designed to meet emergency war-time construction needs will be retained for postwar use and will be ready for the civilian market as fast as the war-time need diminishes.

"First of the new building products to appear, other than those tested in the course of the war program, will be those which were ready at the time when war broke out but had not yet been introduced. Many of these products will represent a distinct improvement over the pre-war models.

"Among the products described in the new Technical Bulletin which will be ready for immediate postwar use

are an insulated glass window, designed to reduce heat transmission and deaden outside noises; a central air conditioning system for apartment houses and other large buildings which provides individual room control; war-time plumbing equipment for both homes and hospitals; a forced system for hot water heating of homes and other structures; an acoustical material suitable for use where humidity is high, and prefabricated equipment for the erection of concrete forms."

The Bulletin also presents a lightweight steel framing system for smaller buildings, a war-time shower cabinet using a minimum of critical materials, suggestions for novel use of glass in store fronts, a machine for rapid fitting of doors, prefabricated homes designed on the modular basis, and an analysis of the influence of wall surface temperatures on comfort and economy.

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UNIFICATION IN PENNSYLVANIA

By Searle H. vonStroch, President
Pennsylvania Association of Architects

We have been enjoying a friendly rivalry with Michigan in an endeavor to complete our Unification Program which I think in principle, is about the same as yours, and it looks to me as though you are a little ahead of us, having attained a bigger percentage of membership up to date. Actually, what we are trying to do is this,—obtain into A.I.A. membership every qualified registered architect of good character. In Pennsylvania, there are many second and third class cities which have not been called upon for industrial defense work and architectural practice in these communities is down to the point where most of the men have gone elsewhere. A lot of them who are only draftsmen, though they maintain registration, apparently will not return to the state. For instance, in my community which had 27 architects, only 3 offices are open. Quite a few have not renewed their registration for 1944 and I am now in the process of checking with the state board on these men. It looks as though we will only have about 850 men who can be called registered practitioners, registered employed architects, or men of each group who will return after the war. The results of the drive to date show that with applications in hand, we are now past the 600 mark in Institute membership. We expect to continue the drive to October 1st, as July and August have not been easy months in which to solicit. Our present enrollment of 600 as mentioned, is more than we ever had in the Pennsylvania Association. We have something over the 80% of organized architects required now in the Institute. Therefore, we consider we're in a position to say our Unification Program is complete.

We now have a committee working on a new Constitution and By-Laws for the state organization which will be submitted to the Institute for approval probably at its Board Meeting the latter part of this year. Our program is to establish a state chapter of the Institute to be known as the Pennsylvania Association of Architects, subdivided into five chapters. These chapters will be chartered by the state organization, subject to Institute approval.

We have never had a paid Executive Secretary but our program includes one. There has been considerable discussion as to dues at the state level as it will be necessary for us to acquire a budget of fifteen to twenty thousand dollars per year, which of course, cannot be raised on the $7.50 dues we now have in the State Association. Two programs have ben submitted. One, that the dues at the state level be ¼ of 1% of the gross professional income of the individual member, with a minimum of $10. The second scheme is to have dues bracketed at the $10 level, $25, $50, and at $25 intervals to and including $200. Either of these programs would be entirely voluntary on the part of the members and, therefore, we recognize a weakness. It is obvious that it will probably take a year or two to sell either of the dues programs to the profession, during which time those of us who are active will have to prove that the new organization will function to the best interests of the most men. During this time, we propose to raise the necessary money through voluntary subscription and have to date, obtained pledges for each of the next two years amounting to $13,500.00 over and above our regular price of dues.

At the moment, sentiment throughout the entire state seems to be very favorable. At all of our State Associaation directors meetings this year (and there have been four) we have had present representatives of the Chapters and have given them equal voice and vote in all actions, so that the Chapters are entirely conversant with what we are doing. The last meeting held here in Scranton on August 2nd and 3rd was very successful and there were no dissenting opinions from the Association of chapters on the general setup of our scheme. I think it is safe to say we'll complete the new organization on or about January 1st, as planned.

As near as I can tell from Branson's correspondence, you in Michigan are working along similar lines. I do not know whether your Executive Secretary is a full-time paid office, what the dues are, or what size budget you operate. If you care to furnish this information, I would be glad to have it as a guide. I feel that if Michigan and Pennsylvania follow similar policies and can make the program work, it will be an incentive for the rest of the country and will tend to discredit a lot of the petty objections that seem to be raised.

Yesterday in New York, I talked to Matt Del Gaudio, our State Association Director, who also attended our Meeting in Scranton, and he tells me New York state is beginning to shape up. This was the one state I was doubtful of because of so many groups in the metropolitan area. Because of the numbers involved, it will take them longer to accomplish a program.

In the meantime, my congratulations to all of you in Michigan who have done such a splendid job.

Michigan Society of Architects Weekly Bulletin

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Safety is the difference between a smile and a tear. It's that certain something that comes through just before a sure accident happens. It prevents pain, heartache, and misery; yet only you, the worker, can own it.

If you possess Logic and Love—Logic in studying and doing a job right, and Love for home and your fellow-man, you can't help but become a safe worker. Before performing a job, be sure you know what you are doing and that you are properly protected.

— *Milwaukee Safetygram*

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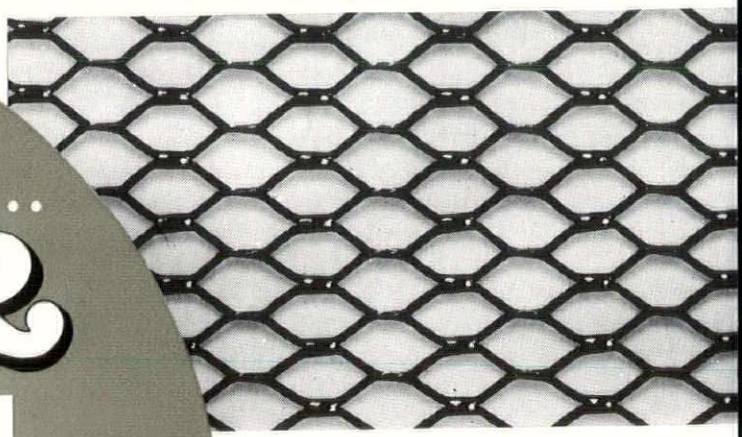
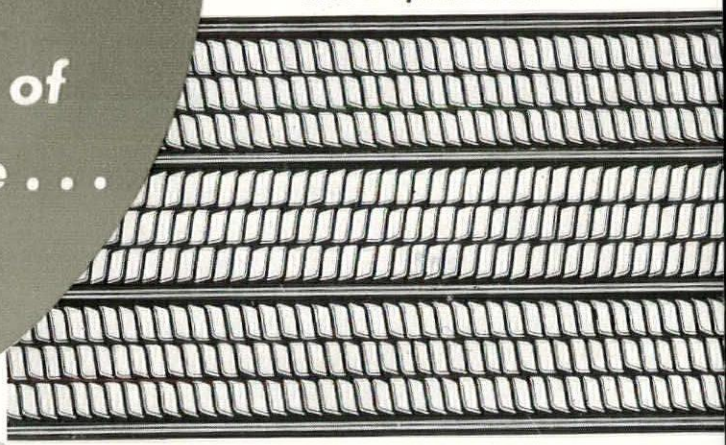


Milcor Netmesh Metal Lath

Milcor Specialmesh Metal Lath



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