

See p 9
3-2.71
"Roster"

THE

WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE STATE ASSOCIATION OF WISCONSIN
ARCHITECTS — THE WISCONSIN CHAPTER A.I.A. AND THE PRODUCERS
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SEPTEMBER
1946

VOL. 14 NO. 9

OCT 12 1946

NOTICE

EDMUND R. PUKVES

THE FOURTEENTH ANNUAL CONVENTION OF THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS

WILL BE HELD

FRIDAY, OCTOBER TWENTY-FIFTH
SATURDAY, OCTOBER TWENTY-SIXTH

1946

AT THE PLANKINTON HOUSE
609 NORTH PLANKINTON AVENUE
MILWAUKEE 3, WISCONSIN

Roster of Members of
State Association
1945-1946
Pages 4 and 5

THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

Wisconsin Chapter, The American Institute of Architects

Producers' Council Club of Wisconsin

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FOURTEENTH ANNUAL CONVENTION STATE ASSOCIATION OF WISCONSIN ARCHITECTS

The Fourteenth Annual Convention of the State Association of Wisconsin Architects will be held Friday and Saturday, October 25 and 26, at the Plankinton House, 609 N. Plankinton Avenue, Milwaukee.

The complete program will be published in detail in the October Wisconsin Architect which will shortly follow this issue.

The Producers Council Club of Wisconsin will again entertain at a cocktail hour from 6:30 to 7:00 p.m., the same as last year, preceding the banquet which is scheduled for 7 o'clock. The business session and election of officers will be held on Saturday.

This should be a very entertaining and constructive convention. The Board is arranging for some excellent speakers to appear both Friday and Saturday and the Producers' Council will take over the entire mezzanine for the showing of the many new products being made available to the building public and which will be of unusual interest to the Architects.

Remember these dates: October 25 and 26.

* * * * *

NEW MEMBERS ON REGISTRATION BOARD

Gerrit J. deGelleke and Ralph H. Kloppenburg have been selected by the Industrial Commission of the State of Wisconsin to serve as architectural members of the Wisconsin Registration Board of Architects & Professional Engineers. Mr. deGelleke, whose term expired Sept. 15, 1946, succeeds himself for a three-year term, and Mr. Kloppenburg, President of the Wisconsin Chapter, was appointed to fill the unexpired term of the late Peter Brust.

The names of both Mr. deGelleke and Mr. Kloppenburg appeared on the list of nominees submitted to the Industrial Commission by the State Association and that submitted by the Wisconsin Chapter, A.I.A. The other architectural members of the Registration Board are Edgar H. Berners, President of the State Association, and Roger C. Kirchhoff, State Architect.

7th DISTRICT STATE ASSOCIATION OF WISCONSIN ARCHITECTS MINUTES OF ANNUAL MEETING

The Annual meeting of the Seventh District of the State Association of Wisconsin Architects was held at the Lodge Room of the Public Service Building, September 18, 1946.

Meeting was called to order by the president, Mark F. Pfaller.

Minutes of the 1945 Annual meeting were read and accepted.

The Secretary reviewed the correspondence which was transmitted during the year.

Carl Ames, as chairman of the previous meeting, reported on the activities of the Seventh District at the Varsity Theatre, June 5, 1946. He suggested that the members should make a better attempt to attend the activities in the future.

Under New Business, a motion was made by Carl Ames that the Seventh District, as a body, endorse the work of Leigh Hunt as Chairman of the Milwaukee Housing Authority. Motion was carried.

Leigh Hunt reported on Unification and on the coming State Convention. He stated that the State Convention of the Association would be held at the Plankinton Hotel on October 25 and 26, 1946.

After a discussion with Edgar H. Berners, President of the State Association, Mr. Hunt reported figures showing that we must continue our efforts toward unification and that we have two more years to accomplish complete unification.

The President named a committee of Frank Drolshagen, Leigh Hunt and Charles Valentine to draft a suitable letter of condolence to the Brust Family, on the death of one of our members, Mr. Peter Brust.

The Treasurer's report, audited by Walter Domann and Carl Ames, was read and accepted.

The election of new officers for 1946-1947 was called for by the President.

A motion by Frank Drolshagen that the present officers and Board Members be elected as a body to continue in office for another year was accepted. Motion was carried. The officers and directors are: President, Mark F. Pfaller; 1st Vice-President, John J. Brust; 2nd Vice President, Carl Lloyd Ames; Secretary-Treasurer, John P. Jacoby; Walter M. Trapp, Urban Peacock and Henry R. Slaby.

It was suggested by Walter Trapp that a resolution be presented at the State Convention, and made public regarding our housing problems, their causes and possible remedies.

It was further suggested by Ed. Schrang that a committee be appointed to investigate the housing ills.

A motion by Henry Slaby that Mr. Schrang be appointed as Chairman of an Investigating Committee was carried, and Mr. Schrang was directed to report on his findings at our State Convention.

It was then reported by Leigh Hunt that Ralph Kloppenburg was appointed to succeed the late Peter Brust on the State Board of Examiners of Architects and Engineers, and G. J. de Gelleke reappointed.

The Business Meeting was adjourned and Tony Wuchterl took over with his picture talk on "Early Milwaukee".

John P. Jacoby, Secretary

BOARD OF DIRECTORS MEETING WISCONSIN CHAPTER — A. I. A.

Minutes of noon luncheon meeting of the Board of Directors of the Wisconsin Chapter, A.I.A., held at the Plankinton Hotel, Tuesday, August 13. Those present were: Ralph Kloppenburg, Elmer A. Johnson, Guy E. Wiley, A. L. Seidenschwartz, T. L. Eschweiler, Francis S. Gurda, John J. Brust and F. A. Lubert.

President Kloppenburg presided.

The secretary presented a letter received from the Wisconsin Registration Board of Architects and Professional Engineers requesting nominations from the Wisconsin Chapter, A. I. A., for architectural representation on the Board to succeed Mr. Gerrit J. deGelleke whose term expires as of September 15, 1946, and also to fill the unexpired term of the late Mr. Peter Brust whose term expires September 15, 1948.

After discussion and due consideration, the Board unanimously agreed to place the following names in nomination:

- (a) To succeed Mr. Gerrit J. deGelleke
 - (1) Gerrit J. deGelleke
 - (2) Harry Bogner
- (b) To fill the unexpired term of Mr. Peter Brust
 - (1) Ralph H. Kloppenburg
 - (2) Theodore L. Eschweiler

The secretary was directed to consult Leigh Hunt regarding the State Association nominations and to notify Oscar Nelson of the Wisconsin Industrial Commission accordingly.

Mr. Seidenschwartz submitted a sample of the certificate used for membership in the State Association of Wisconsin Architects to be considered in connection with the preparation of a certificate for Junior Associate memberships in the Wisconsin Chapter, A. I. A. It was concluded by the Board that the secretary prepare certificates 8½" x 6" in size bearing the insignia of the Wisconsin Chapter, A. I. A., and to submit samples of such certificates at a subsequent Board meeting. The Board also unanimously established the annual dues for Junior Associate members at \$2.00 per year.

Mr. Kloppenburg reported that Edward Berg, Mechanical Drawing teacher at Washington High School, whose address is 3314 N. 45th St., Telephone Kilbourn 3658-M had inquired regarding information on architectural drawing and lettering. The secretary was directed to refer this matter to the Committee on Education and Draftsmen with the request that that committee contact Mr. Berg and furnish him with all available information, as it is the desire to cooperate fully in such matters with the thought in mind that young people now in school will become interested in architectural work and may enter the profession in the future.

It was moved by T. L. Eschweiler, seconded by Mr. Wiley, that the secretary send out a letter to the Committee on Education and Draftsmen requesting that committee to proceed with a program for Junior Associate members.

The secretary reported that letters would be sent to the various Common Council committees with reference to ordinances which had been introduced amending the Milwaukee Code of 1941, and that copies of such letters would be sent to various organizations referred to in the minutes of the July 30, 1946 meeting.

There was further discussion with reference to the membership for the various committees for the season of 1946-1947, and it was agreed that the president would fill in the vacancies on such committees as he deems desirable.

The secretary submitted a pamphlet from the Michigan Society of Architects containing a schedule of recommended charges. This was briefly discussed and placed on file for future consideration. The secretary reported that he had received a letter from the Central Illinois Chapter indicating that that Chapter is now compiling data on standard fees and hopes to present a schedule before the end of this year, copies of which will be sent to us. A letter from the New York Chapter, A. I. A., was also received indicating that the secretary and executive secretary were on vacation but advising that that chapter is now studying the matter of architectural fees. A letter from the Southern California Chapter was presented containing a schedule of minimum fees of the California Council of Architects. This was briefly discussed and ordered placed on file for future reference.

The meeting was adjourned at 2:30 P. M.

Respectfully submitted
Fred A. Lubert, Secretary

APPOINTS RICHARD W. E. PERRIN MILWAUKEE HOUSING DIRECTOR

Richard W. E. Perrin, Milwaukee architect, has been promoted from Assistant Director to Executive Director of the Housing Authority of the City of Milwaukee. He succeeds Rudolph J. Nedved who resigned to take a similar position with Milwaukee County.

Mr. Perrin is a member of the State Association of Wisconsin Architects and the Wisconsin Chapter of The American Institute of Architects.

TOMORROW'S TOWN ON MODERNIZING BUILDING CODES

Are present building codes a barrier to the use of new materials and methods in the construction field? If so, what can be done about it?

These important questions are brought up for examination as result of a discussion of a new approach to the revision of building codes, contained in the latest issue of TOMORROW'S TOWN, publication of the National Committee on Housing, of which Mrs. Samuel I. Rosenman is chairman. The approach is that now being used in England, which is described by Colin Lucas, of the British Commonwealth Scientific Office in New York. His article introduces a symposium on the subject of building codes participated in by leading American experts in that field.

The English effort to set up new standards and modernize building code provisions differs in one important respect from most American efforts along the same line. This is that the English Code is not a legal one, but simply a "statement of good practice" by the profession, written independently of existing legal codes or acts, although apparently designed to influence local enactments. It is being prepared under the auspices of a committee sponsored by the government but the writing of the code is being done by a

(Continued on page 7)

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1945-1946

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- ✓Seaquist, Melvin, 702 Mather St., Green Bay
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- ✓Surplice, Robert, City Center Bldg., Green Bay
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- ✓Taylor, Gage M., 101½ Strong's Ave., Stevens Point

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- ✓Lippert, Grover H., 3832 Tonyawatha, Madison
- ✓Loeprich, Henry, 317 Pinckney St., Madison
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- ✓Parkinson, A. E., 404 Linker Bldg., LaCrosse
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- ✓Strang, Allen J., 114 N. Carroll St., Madison 3
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- ✓Starck, Edward F., 8 S. Carroll St., Madison 3
- ✓Tough, Edward, 409 Washington Bldg., Madison
- ✓Weiler, Joseph J., 114 N. Carroll St., Madison 3

* * * *

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- ✓Brust, John, 135 W. Wells St., Milwaukee 3
- ✓Brust, Paul, 135 W. Wells St., Milwaukee 3
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- ✓deGelleke, Gerrit J., 152 W. Wisconsin Ave.,
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- ✓Dieterich, Ray, 5050 Wauwatosa Ave., Milwaukee 10
- ✓Domann, Walter A., 7616 Harwood Ave., Wauwatosa 13
- ✓Drolshagen, Frank F., 647 W. Virginia St., Milwaukee 4
- ✓Dwyer, R. W., 3316 W. Wisconsin Av., Milwaukee 8
- ✓Ebling, Herbert L., 1606 N. Fifty-Second St.,
Milwaukee 8
- ✓Eschweiler, A. C., Jr., 720 E. Mason St., Milwaukee 2
- ✓Eschweiler, Carl F., 720 E. Mason St., Milwaukee 2
- ✓Eschweiler, T. L., 720 E. Mason St., Milwaukee 2
- ✓Esser, Verner H., 4061 N. Prospect Av., Milwaukee 11
- ✓Fraser, Willard E., 4630 W. Burleigh St., Milwaukee 10
- ✓Glaser, Joseph F., 1909 N. 59th St., Milwaukee 8
- ✓Grassold, Herbert J., 734 N. Jefferson St., Milwaukee 2
- ✓Gurda, Francis S., 733 W. Mitchell St., Milwaukee 4
- ✓Herbst, William G., 1249 N. Franklin Pl., Milwaukee 2
- ✓Herrmann, Milton C., 3011-A W. Juneau Av.,
Milwaukee 8
- ✓Hinton, F. J., 1721 N. Water St., Milwaukee 2
- ✓Hunt, Leigh, 152 W. Wisconsin Av., Milwaukee 3
- ✓Jacoby, John P., 4049 N. Eleventh St., Milwaukee 9
- ✓Johnson, Elmer A., 734 N. Jefferson St., Milwaukee 2
- ✓Kastner, Arthur H., 3460 N. Sixteenth St., Milwaukee 6
- ✓Klenzendorff, George E., 1522 W. Columbia St.,
Milwaukee 6
- ✓Kloppenburg, Ralph H., 708 E. Green Tree Rd.,
Milwaukee 11
- ✓Knuth, Clarence R., 6407 W. Lloyd St., Wauwatosa 13
- ✓Kraus, E. J., 735 N. Water St., Milwaukee 2
- ✓Kuenzli, E. O., 8027 Warren Ave., Wauwatosa 13

- Kurtz, Roland C. 2252 Menomonee River Pkwy.,
Wauwatosa 13
- Lange, Walter, 1615 W. County Line Rd., Milwaukee 11
- Leenhouts, Lillian, 759 N. Milwaukee St., Milwaukee 2
- Leenhouts, Willis, 759 N. Milwaukee St., Milwaukee 2
- Lefebvre, Gregory G., 2479 W. Auer Av., Milwaukee 10
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- Mitterhausen, W. H., 2137 N. Fifty-seventh St.,
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- Ollrogge, Harry A., 3560 N. Sixteenth St., Milwaukee 6
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- ✓ Philipp, Richard, 756 N. Milwaukee St., Milwaukee 2
- Phillips, Eugene W., 2340 S. 59th St., Milwaukee 14
- Pollatz, Walter, 8725 Jackson Park Blvd., Wauwatosa 13
- ✓ Potter, Robert P., 720 E. Mason St., Milwaukee 2
- Riemenschneider, Carl E.
- Rypel, Stanley A., 3016 S. 15th Place, Milwaukee 7
- ✓ Runzler, Arthur C., 728 N. Jefferson St., Milwaukee 2
- Schaefer, Ralph E., Route 1, Grafton
- Scharpf, Elmer, 720 E. Mason St., Milwaukee 2
- ✓ Schley, Perce G., 735 N. Water St., Milwaukee 2
- Schrang, Edmund J., 4601 W. Woodburn St.,
Milwaukee 11
- Schutte, Albert J., 6101 N. Lydell Av., Milwaukee 11
- ✓ Sweitzer, Frederick J., 2617 E. Capitol Dr.,
Milwaukee 11
- ✓ Scott, Fitzhugh, 724 E. Mason St., Milwaukee 2
- ✓ Scott, Fitzhugh, Jr., 724 E. Mason St., Milwaukee 2
- ✓ Seidenschwartz, Arthur L., 2104 N. 64th St.,
Wauwatosa 13
- ✓ Slaby, Henry R., 2750 N. Teutonia Av., Milwaukee 6
- Topzant, John, 424 E. Wells St., Milwaukee 2
- ✓ Trapp, Walter M., 2711 N. 27th St., Milwaukee 10
- ✓ Valentine, Charles W., 5537 N. Berkeley Blvd.,
Milwaukee 11
- Van Alyea, Thomas S., 1422 E. Albion St., Milwaukee 2
- Veenendaal, Walter, 4918 W. Washington Blvd.,
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- Wagner, Edwin A., 1205 Glenview Av., Wauwatosa 13
- Wegner, Fred A., 1112 N. 22nd St., Milwaukee 3
- White, Martin F., 7907 Portland Av., Wauwatosa 13
- Wright, Robert L., 2111 N. Thirty-Fifth St., Milwaukee 8
- ✓ Zagel, George, 424 E. Wells St., Milwaukee 2

* * * * *

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Archie H. Hubbard, 64, a member of the State Association of Wisconsin Architects, passed on at Sacred Heart Hospital, Eau Claire, Wis., August 14, following a week's illness.

Mr. Hubbard was born at Red Cedar, Wis., January 30, 1882. He was a graduate of the Class of 1907, University of Illinois, where he taught for a short period following his graduation.

He moved to Eau Claire in 1940 when he became associated with Emiel F. Klingler, who is on the Executive Board of the State Association. In 1940, the architectural firm became Klingler-Hubbard-Gohn.

Mr. Hubbard was a Mason, belonging to Sanctuary Lodge, 347, and the Eastern Star, Chapter 126, of Eau Claire. His other affiliations, besides the State Association, included the Illinois Society of Architects and Modern Woodmen of America.

Surviving are a son, Archie H. Hubbard, Jr., and a grandson, Archie H. Hubbard, III., Bristol, Tenn.; three brothers, Harry of Donna, Texas, Edgar of Minneapolis, Minn., and Fred of Durand, Wis., and one sister, Gladys Hubbard of Christobal, Panama Canal Zone.

Funeral services were held from the Stokes & Sons Chapel on Saturday, August 17, with the Rev. Henry Friedman officiating.

S. M. Siesel, 57, president of the Siesel Construction Company died Sunday Sept. 15. He built the courthouse and numerous other prominent buildings here. Mr. Siesel was known throughout the U. S. for his construction work which includes the foundation of the Department of Justice Building in Washington, D. C., and the 27 story Exchange National bank at Tulsa, Okla., that state's largest building. Mr. Siesel was greatly interested in his employes and knew them intimately. He promoted his employes as they merited advancement, believing that any good workman was worthy of a good living wage. He established a national stonework record in September, 1930 when his crew set 103,500 cubic feet of stone at the then new \$7,800,000 Milwaukee county courthouse, to outdistance the old monthly record of 84,698 cubic feet.

Mr. Siesel, who organized the S. M. Siesel Construction Co., here in 1922, also operated in Pittsburgh, Pa. At the time of his death, he had 400 employes, 250 of them in Milwaukee. He built the Mariner tower, the Plankinton Arcade, the Shorecrest Hotel, and Mount Sinai Hospital here. During the war he built Supercharger plants Nos 1 and 2 for the Allis-Chalmers Manufacturing Company, and enlarged the old Ford Motor Co., plant for the A. O. Smith Corp.

Mr. Siesel was treasurer of the Milwaukee Urban league and president of the Mount Sinai Hospital association. He served as president of the Milwaukee chapter of the Associated General Contractors of America and was a member of its national board of directors. He belonged to the Masonic order, affiliations including the Shrine at Newcastle, Penna. and was on the board of Temple Emanu-El-B'ne Jeshurun. He also was a member of the Milwaukee Athletic Club.

Born in Macon, Ga., August 20, 1889, Mr. Siesel spent his youth in Pittsburgh, Pa., and was graduated from Carnegie Tech as a civil engineer. During his college vacations he worked for the U. S. Engineering Corps

in connection with surveys on the Ohio River and while engaged on this work developed a very strong feeling of friendship with his immediate superiors who later became the leading engineers on the Panama Canal work. The year following his graduation was spent in Germany where he took a post-graduate course in concrete design. Following his return to the United States, he became associated with the contracting firm of James Stuart of Pittsburgh. While associated with this company he was engaged on major building operations including the Statler Hotel, Cleveland, Ohio. About 1911, Mr. Siesel took a position with the Pittsburgh Testing Laboratory, and while in their employ was sent to Milwaukee to test materials entering into the construction of grain elevators then being constructed by the O. H. Bossert Company. The following year Mr. Siesel—in association with the later Mr. Sam Tallmadge—bought out the O. H. Bossert Company and proceeded to engage in general contracting. The first work under this association was the building contract covering the construction of the Ford Motor Company's Assembling Plant on Prospect Avenue. Later Mr. Siesel discontinued this association and started in the general contracting business as an individual. On June 12, 1922, in association with Harry B. Wells and William F. Kachel, he formed the well-known construction company known as the S. M. Siesel Co. This company has been in continual existence since that date. In 1940 the name of the company was changed to that of the present Siesel Construction Co. While operating as an individual Mr. Siesel performed a substantial volume of work in Pittsburgh and upon formation of the S. M. Siesel Company, this arrangement was continued. The company has always maintained offices in Milwaukee and Pittsburgh and has erected many large and substantial structures in each of these cities. It has also performed work in the states of Michigan, Illinois, Ohio, Oklahoma, Virginia and in Washington, D. C. The total volume of work performed by the company has been in excess of \$50,000,000.

Mr. Siesel has always taken an outstanding part not only in the development of his own business, but in the development of the construction industry. He has been intimately connected with the industry's problems and has always maintained that the public interest is paramount and that the industry must keep its house in good order and be a true servant to the public. In 1935, he was instrumental in forming the present Building Trades Employers Association of Milwaukee, which is the bargaining agent for the employers in the Milwaukee district covering A. F. of L. labor relations. He served as first president of this organization. He has always taken a healthy interest in labor problems of the industry and has made some substantial and noteworthy contributions toward making peaceful and healthy relationships in the industry. In addition, he was recognized as being an outstanding engineer, especially on reinforced concrete design. He was greatly interested in public affairs and gave of his time and talents freely in serving the public's interest—also serving on the State and City Building Code for some years. Mr. Siesel will be remembered by his many friends as a kindly, honest congenial and highly intelligent friend and co-worker. Services were held at 2:00 P. M., Tuesday, September 17, at Temple Emanu-El-B'ne Jeshurun, burial at Greenwork Cemetery.

(Continued from page 3)

small group of qualified experts aided by members of the architectural and engineering professions.

Noting that the classification of subject matter adopted by the British technicians may be of interest to those working on similar problems in this country, Mr. Lucas points out that the new British code is to be divided in two parts: a Code of Functional Requirements dealing with standards of performance required for buildings, and a General Series of Codes dealing with specific materials and methods. He believes that one of the great advantages of this method is that it makes for flexibility in the difficult task of drawing codes that will cover all contingencies. This was the purpose in making such clear-cut distinction between the "Functional" and the General Series codes, for when a new technique is developed, if it can be shown by authorized testing methods to provide standards of performance required by the "Functional Code", it can be accepted as adequate, and if necessary a new code in the "General Series" can be written to cover it. In this way it can be added to the code without disturbing the existing layout.

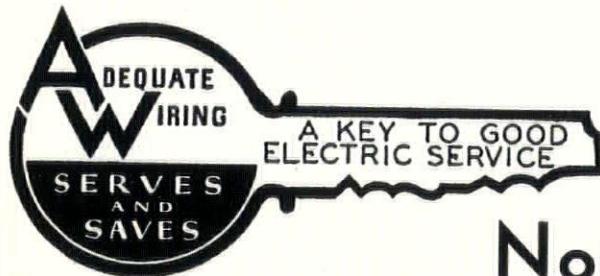
In connection with this description of the English method, Mr. Lucas states certain "rules" for code re-drafting, as follows:

- "1. The aim of a code should be to open the way for new technical developments, and to make them available to the public.

- "2. The difference between performance standards and specific techniques should be kept in mind at every stage of code drafting.
- "3. Specific techniques may be codified, but should never be made obligatory; performance standards should be codified and should be obligatory, but machinery should exist for their review.
- "4. Construction types should not be restricted by zoning rules; theoretically Codes should permit any building to be erected anywhere, provided it satisfied the Code's requirements.
- "5. The difference between 'scientific fact', 'traditional experience' and 'opinion' should be kept in mind when standards are being formulated. Wherever possible, standards should be based on the first, but the second and third cannot be discounted".

For the most part the American experts who discuss the English approach approve of it as a practicable way to achieve results, but they point out that it could involve the extension of code supervision into fields beyond the customary limits of American building codes. Despite this, certain similarities between the English endeavor and the efforts in this country to prepare a new Basic Code by the Building Officials Conference of America are seen.

One of the discussants, Walter C. Voss, head of the Department of Building Engineering and Construction, Massachusetts Institute of Technology, said: "I think



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the English are to be commended for the fact that they have started a code revision which presents some logic". He adds that there is great danger in code drawing of becoming too specific and suggests that a third division of the approach could be that of "Inspection and Enforcement". The result, he thinks, might be to bring order out of present chaos.

Miles L. Colean, Housing Consultant of Washington, D. C., thinks the idea of an extra-legal, advisory national building code is an excellent one and that it is the objective sought by most advocates of building code reform. He warns, however, that certain apparent features of the English code, such as recommendations concerning finishes, go beyond the intent of American code makers and are matters more properly left to trade associations.

Other discussants are George N. Thompson, Chief of the Division of Codes and Specifications of the National Bureau of Standards, who showed some apprehension that the fixing of functional requirements may tend to prevent further progress in standards of building practice; Irving W. Clark, Manager, Better Homes Department of the Westinghouse Electric Corporation, who points to the need by the entire building industry of a set of construction standards based on sound functional practice; and Albert H. Baum, Building Commissioner, St. Louis, Mo., who describes the new Basic Code being drawn under direction of a committee, with himself as Chairman, of the Building Officials Conference of America.

ANNUAL MEETING OF THE PRODUCERS' COUNCIL INC.

The value of new construction this year is expected to total about \$9.2 billion, of which about \$3 billion will be spent on permanent-type non-farm housing, Wilson Wright, economist of the Armstrong Cork Company and chairman of the Market Analysis Committee, at the Producers' Council, said at Washington, D. C., on Sept. 25 in an address before the Council's annual meeting held at the Hotel Pennsylvania.

"Construction expenditures are expected to rise to about \$11.7 billion in 1947 and to average about \$14.6 billion in 1948 and 1949, according to the committee's estimates," Wright said.

"The estimates end with the year 1949, in view of the economic uncertainties which stem from the low interest rate policy pursued by the U. S. Treasury and a seeming inability of the administration to bring the

Federal budget into balance. The estimates are stated in terms of the prices which are expected to prevail in the years in question.

"The committee assumes that any further increases in building costs may be offset to a large extent by curtailment of physical volume of construction, so that the dollar value of construction will not vary as widely as either construction costs or physical volume.

"It was also assumed that most of the extreme costs resulting from the present disorganized state of the construction industry will be reduced in time, but that the reduction may be largely offset by further increases in direct and indirect wages and in material costs.

"In 1947, it is estimated that the value of all new private construction will rise to about \$9.1 billion, as compared with \$7.2 billion this year. Commercial building expenditures in 1947 are estimated at \$900 million, or \$200 million less than in 1946, as a result of continuing Federal restrictions. Industrial building probably will fall to about \$1.3 billion, compared with \$1.5 billion this year.

"The value of new construction on farms is estimated at \$350 million this year and \$400 million in 1947.

"Public works expenditures, currently being held down to aid the veterans' housing program, are estimated at \$2 billion in 1946, \$2.5 billion in 1947, and \$4.2 billion on the average in 1948 and 1949. The building of new highways is expected to account for nearly half of the total spent for public works in the latter two years.

"The volume of new housing probably will rise to \$5 billion in 1947 and to an average of \$5.7 billion in the two following years. This will permit construction of 525,000 new permanent-type dwelling units in 1946, 820,000 in 1947, and 970,000 on the average in 1948-49."

Fewer than 500,000 new permanent-type housing units will be completed this year, including more than 100,000 which were started in 1945, according to estimates prepared by the Market Analysis Committee of the Producers' Council.

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L. C. Hart, Council president, stated that the committee's estimates indicated that several hundred thousand additional units will remain partially completed at the end of the year.

"It is estimated that approximately 820,000 units will be constructed in 1947 and an average of 970,000 in 1948 and 1949", Hart said.

"These totals do not include farm homes, conversions, trailers, or temporary units relocated under the Federal public housing program.

"The value of the new permanent-type units put in place is estimated at \$3 billion in 1946, \$5 billion in 1947, and \$5.7 billion, on the average, in 1948-49. The cost of land is not included in these totals.

"The number of dwelling units to be built in 1946 and 1947 is expected to exceed previous estimates made by the Council's committee, largely because of the reduction in the average size of residential units under the Veterans' Emergency Housing Program.

"The number of homes completed this year has been sharply reduced by the shortage of materials resulting mainly from inadequate price ceilings, raw materials shortages, and strikes in related industries. Some price ceiling and raw materials problems remain, and shortages of manpower are beginning to retard production of low-cost materials and equipment in some instances."

* * * * *

ADDRESS BY JAMES R. EDMUNDS, JR.
A. I. A. PRESIDENT

"A full 90 per cent of the increased cost of building is attributable to labor and the government," said James R. Edmunds, Jr., president of the American Institute of Architects, in an address before the annual meeting of the Producers' Council.

"Building costs have risen 50 to 60 per cent in many communities, as compared with the prewar level, and those costs must come down," Edmunds said. "Otherwise, we face a drastic reduction in the demand for construction. The building industry and its workers

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can not hope for prosperity if we must continue to operate at today's costs.

"This problem is one which demands the cooperation and close attention of everyone concerned with building. And I mean everyone, including labor.

"The government has contributed to our higher costs through higher taxes and inept efforts to control the economy and the construction industry which have reduced materials production and encouraged work stoppages.

"Labor has contributed the greater share of the increased cost through higher wage levels all along the line, through its own reduced productivity, and through strikes in the building industry and in related industries.

"I do not refer alone to the wages paid on the building site. Those are not the only wage increases which affect the cost of building. We must take into account also the higher wages being paid in the mines and quarries, in manufacturing and transporting building products, and in the production of raw materials and supplies used in the manufacture of building materials and equipment.

"Thus, it is the nation's labor force, which so eagerly awaits new homes, that is largely responsible for the high cost of providing those homes. That is an inescapable fact.

"I am in no sense objecting to or criticizing the higher wage rates which labor is receiving today. I wish they could be twice as high and that each dollar of wages would buy twice as much. But you know and I know, and some few enlightened labor leaders also know, that labor can not simultaneously receive higher wages and deliver less effort on the job.

"It is true, of course, that part of the lower productivity of labor is due to delayed arrival of materials on the job, which results in temporary idleness, but it also is true that labor on the whole is delivering less work per hour when materials are available.

"Labor, which is enjoying unprecedented wage rates in manufacturing and building, can maintain those rates and enjoy reasonably steady year-around employment for all in its ranks only by restoring its work output to prewar levels and then going on to step up its productivity still further.

"If that does not come about, labor itself will be the chief victim of its own shortsightedness. Not only will it be unable to obtain homes at reasonable prices, it also will bring about a reduction in building volume which will mean widespread unemployment in the building trades and elsewhere.

"Until labor does see the light, aided by whatever reasonable concessions should be made by employers, we can not expect to see and will not see any large reduction in the cost of construction.

"We must find some way of convincing labor that greater work output per man per hour and the use of labor-saving methods and equipment will work to the benefit of labor in terms of greater total annual income and steadier employment over the years.

"Fortunately, we have reason to expect that two factors currently contributing to the high cost of building will disappear before long. I refer to the black market which is adding 10 to 15 per cent and perhaps more to the cost of many structures being erected today, including veterans' housing. We can assume

that the black market will disappear when the supply of building materials becomes large enough to meet the demand, although I make no predictions as to when that happy day will arrive.

"An increased supply of materials also will bring an end to the delays in on-site construction which are adding heavily to building costs today. As soon as the day returns when we can complete a small home or store building in three or four months, instead of the six or eight or more months required today, builders' costs automatically will go down.

"Moreover, all of us in the construction industry must work together to persuade the Federal government and the Congress that controls which defeat their purpose are worse than no controls at all, and that so long as controls continue in force steps must be taken to apply them with greater wisdom than is apparent today or has been exercised in the past.

"No one in the building industry contends, however, that opportunities to reduce building costs are confined to the field of labor. There is much that all of us can do. The architect must concentrate on cost reduction to a greater extent than ever in designing new buildings. We may find it necessary to eliminate some of the luxuries in building while costs remain

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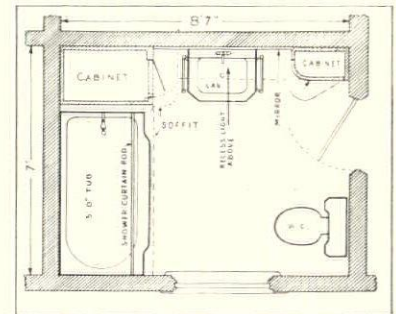
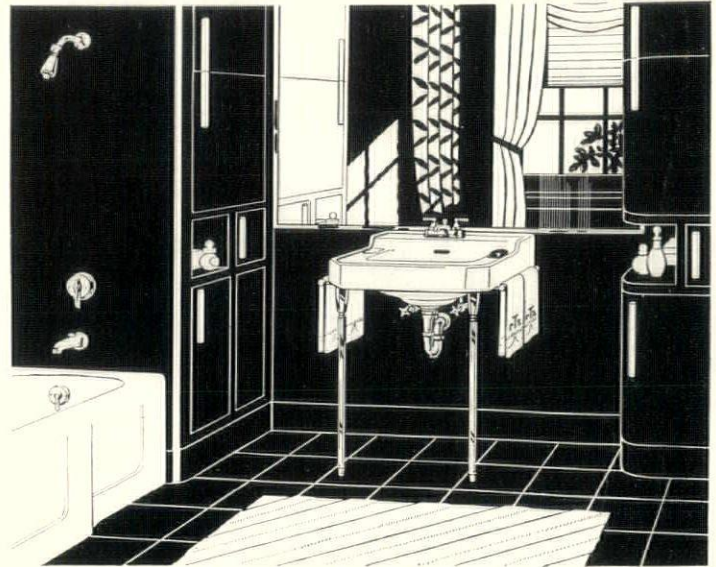
high, although there must be no let-down in the underlying quality of construction.

"There already has been too great a let-down in quality, especially in housing, because of materials shortages. When nails are scarce, fewer nails are used per house. We are using green lumber and makeshift substitutes that greatly impair the quality of the too few homes we are able to complete for our veterans.

"Perhaps manufacturers can reduce costs in this emergency by concentrating on fewer lines and thereby reducing unit costs of production. There is good reason to believe that the distribution system can be further streamlined, with no loss of needed services to builders and contractors. Builders must make maximum use of cost-reducing techniques, and financing organizations must exhaust all possibilities of lowering financing costs without in any way sacrificing safety of investments or loans.

"Furthermore, it is high time we went beyond the talking stage with respect to modernization of building codes, elimination of restrictive practices, and research. The amazing progress which we have made in the adoption of dimensional coordination should serve as a stimulant to our efforts in these other directions.

"The fact is that the building industry as a whole is on the spot. It is in no sense responsible for the greater part of the increase in building costs, nor for the shortage of housing, nor for the failure to provide other needed industrial and commercial structures, but industry must come forward with a workable answer to these problems if it wishes to continue to enjoy maximum of enterprise.



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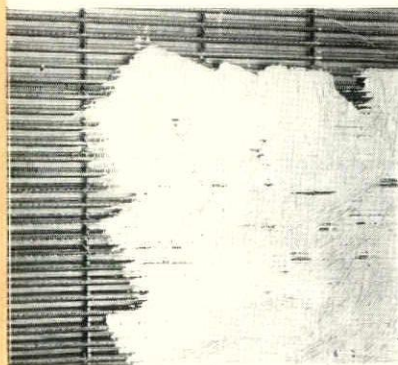
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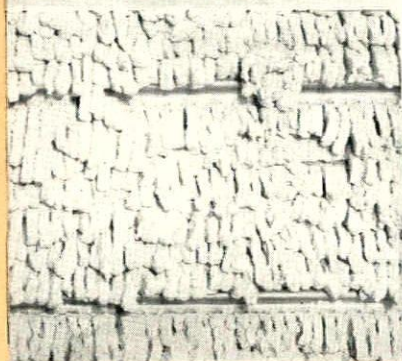
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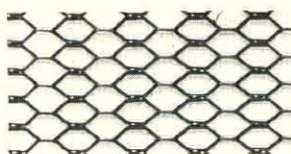
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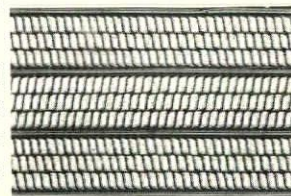
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