

# THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION—  
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

## WISCONSIN ARCHITECTS ASSOCIATION

### OFFICERS

EDGAR H. BERNERS  
*President*

EMIEL F. KLINGLER  
*Vice President*

ARTHUR L. SEIDENSCHWARTZ  
*Secretary-Treasurer*

### DIRECTORS AT LARGE

ALOIS J. SEITZ  
*Racine*

ARTHUR L. SEIDENSCHWARTZ  
*Milwaukee*

ALLEN J. STRANG  
*Madison*

EMIEL F. KLINGLER  
*Eau Claire*

EDGAR H. BERNERS  
*Green Bay*

SEPTEMBER

1949

VOL. 17 NO. 7

## CONTENTS

### Executive Board Meeting of Wisconsin Architects Association A Chapter of The American Institute of Architects

### Reports From The Octagon



## THE WISCONSIN ARCHITECT

Official Publication

WISCONSIN ARCHITECTS ASSOCIATION  
A CHAPTER OF THE AMERICAN  
INSTITUTE OF ARCHITECTS

LEIGH HUNT, F.A.I.A., *Editor and Publisher*

ELIZABETH SCOTT HUNT, *Managing Editor*

3800 N. Humboldt Ave., Milwaukee 12 EDgewood 2-2113

Published Monthly

Subscription, \$1.00 per year

Address all communications for publication to Editor

3800 N. Humboldt Ave., Milwaukee 12 EDgewood 2-2113

### MINUTES OF AUGUST MEETING OF WISCONSIN ARCHITECTS ASSOCIATION, A.I.A.

Minutes of the second meeting of the Board of Directors of the Wisconsin Architects Association, a Chapter of the American Institute of Architects, held at the Plankinton Hotel, Milwaukee, on August 24, 1949. Meeting called to order by President Edgar H. Berners at 10:45 A.M.

Those present were: Edgar H. Berners, Emiel F. Klingler, Al. J. Seitz, and Arthur L. Seidenschwartz; Allen J. Strang being excused. Also attending the meeting were Fred Lubert, Secretary of the Wisconsin Chapter of the A.I.A., Leigh Hunt, Secretary of the S.A.W.A., and Gerald Rice, Attorney.

The minutes of the meeting of June 24, 1949, were read and adopted as corrected.

The first order of business was a discussion on the forming of branch divisions and the preparation of a set of simple By-laws for their operation. A draft of a possible set of By-laws was submitted by Gerald Rice for consideration. After some discussion, Mr. Rice was requested to make a redraft to simplify and shorten the by-laws, copies to be sent to the Board members. They in turn to study same and send their comments to President Edgar H. Berners.

The next question under discussion was that of forming Branch Divisions, their size and locality. Upon motion made and seconded, the State is to be divided into four divisions: 1. La Crosse, Eau Claire, Wisconsin Rapids, Stevens Point and Wausau; 2. Madison Area; 3. Fox River area, Fond du Lac, Oshkosh, Sheboygan, Manitowoc and Marinette; 4. Milwaukee, Racine and Kenosha.

It was also decided that the Superior area be asked to join with the Duluth, Minnesota Chapter, due to geographical and business location.

The Secretary offered to prepare a list of all resident Architects of the State giving their status as far as the Wisconsin Chapter and the State Association were concerned. This list to be used in the formulating of the districts.

President Edgar H. Berners is preparing a list of members for committees. Same to be mailed to the members of the Board and to be subject to approval at the next Board meeting.

It was moved and adopted that Leigh Hunt obtain prices on the cost of printing the Chapter By-Laws.

A general discussion was held in regard to the

magazine "The Wisconsin Architect." Upon motion made and adopted, the "Wisconsin Architect" is to be the official publication of the Wisconsin Architects Association.

The following communications were received and duly acted upon:

A letter from the Doolan Insurance Agency, representative for the Commercial Casualty Insurance Company, stating that all members of the S.A.W.A. will have their policies continued in full force under the Wisconsin Architects Association.

The Producers Council wishes to continue, as it has in the past, to participate in the annual Architects Meetings. The Secretary to notify the Producers Council accordingly.

A general discussion was held in reference to the Plan Book started by the State Association. Mr. Hunt stated that the books are compiled and printed, but same cannot be offered for sale until working drawings and specifications for all the houses illustrated are completed. Mr. Berners, who is preparing the specifications, stated that he will endeavor to complete them at an early date. One set of drawings is not completed, same being for the house entered by the office of Law, Law and Potter. In a communication from Allen J. Strang, he offered to complete said plans if necessary to avoid further delay.

An invoice for the sum of Three Hundred Twenty One and 05/100 dollars for legal services in connection with the Incorporating of the Wisconsin Architects Association was presented by Gerald Rice. Upon motion made, duly seconded and adopted, the amount was ordered paid.

There being no further business to come before the meeting, same was adjourned at 3:30 P.M.

ARTHUR L. SEIDENSCHWARTZ, *Secretary*

### THE AMERICAN INSTITUTE OF ARCHITECTS EXPANDS INTO ITS NEW QUARTERS

One of Washington's most storied mansions, the hundred and fifty year old Octagon, 1741 New York Avenue, N. W., after a half century's service will no longer carry the full burden of being the home of The American Institute of Architects after September 15.

The Institute's headquarters is expanding into its more modern Administration Building at 1735 New York Avenue, N. W., on the east portion of the Octagon property. Although this building was erected just before the war, its use was requested by the State Department immediately upon completion and it has been under lease since 1941. The outgoing occupant is the Inter-American Defense Board.

"The Octagon, after a half century's use as the main headquarters of The American Institute of Architects, is to be redecorated and refurnished for use as the reception part of The Octagon property," Ralph Walker, New York, President of the A.I.A., announced.

"The American Institute of Architects, the earliest of the professional societies to make its home in Washington, has long desired to release The Octagon



from its humdrum office use and restore it to gracious possibilities inherent within it. The beautiful box garden which connects The Octagon with the Administration Building is also being redesigned to enhance this purpose."

Built in the years 1798-1800, as one of the most splendid houses of the nation's new Capital, The Octagon was rescued from a disreputable state a century later. It had become a slum-like dwelling for several families and a storehouse for rags and rubbish. Apparently, its decline from riches to rags had been hastened by legends of a rather heavy traffic of ghosts out of its colorful past.

The American Institute of Architects, then forty years old restored the building to its original character in 1898, and it has been so maintained for the last fifty years.

The Octagon was built by Colonel John Tayloe of Mt. Airy, Va., a close friend of George Washington and, with an income of \$75,000 a year, one of the wealthiest men of his time. Colonel Tayloe had intended to build his winter residence in Philadelphia, but, according to the memoirs of his son, Benjamin Ogle Tayloe, General Washington persuaded him to choose "Washington City."

General Washington took a "sidewalk superintendent's" interest in the building, watching it from horseback, on his journeys to Washington during 1798 and 1799. He died before its completion but at least three other presidents slept, dined or danced in "Octagon House," as it was known in its first century of existence.

The architect was Dr. William Thornton, who had been appointed by President Washington in 1794 to survey "the district or territory accepted for the permanent seat of the government." As one of three commissioners, he had charge of executing the plan for the city. Dr. Thornton also was the successful competitor for the design of the United States Capitol; designed buildings for the University of Virginia at the request of Thomas Jefferson; and was the architect and supervisor of buildings for General Washington; of Montpelier, the summer residence of President Madison; and of Tudor Place in Georgetown.

The Octagon was temporary White House for more than a year, following the burning of the White House in 1814. President James Madison signed the ratification of the Treaty of Ghent, ending the war with Great Britain, in the circular room on the second floor on February 17, 1815.

The revolving table used for the occasion now stands in the same room, although it has been across the continent and back. It was sold in 1897 by a member of the Tayloe family to a San Francisco purchaser, was saved from the earthquake and fire of 1906, and was purchased for \$1,000 by the San Francisco Chapter of The American Institute of Architects and returned to Washington in 1911.

Until Colonel Tayloe's death in 1828, The Octagon was a center of elaborate social activity. Those who crossed the portals included Madison, Monroe, John Quincy Adams, Jefferson, Webster, Clay, Calhoun, Porter, Decatur, Lafayette, John Randolph of Roanoke, Baron von Steuben, and Sir Edward Thornton, the British minister.

The Tayloes intermarried with the Corbins, the Lees, the Washingtons, the Carters, the Pages, and many other prominent families of Virginia.

In its early days, the mansion reportedly had two secret tunnels, one leading to the White House, a little more than two blocks away, and one to the Potomac or to the canal, then only a short distance. One report credits Dolly Madison with responsibility for the secret passageway to the White House — if there was one.

Leading into the back hall are two "secret" doors, rounded symmetrically into the circular walls and originally having no keyholes, hinges, or openings showing on the blind side. A concealed stairway in the rear of the building, extending from basement to third floor, was another feature which added to the effective dramatic props for the phantom tales which came to be associated with the house in the latter half of the 19th century.

The most popular ghost story was that one of the Tayloe daughters had thrown herself down the back stair well because of thwarted love for a British officer, and that her spirit returned on stormy nights. Another was that the spirit of the mansion's departed greatness returned at the witching hours with the sound of silver and clink of glasses, the arrival of phantom coaches bearing grandly dressed men and women, and other accompaniments of splendid company being wined and dined. A newspaper account of the 1880's stated that a dozen men spent a night in the house and were rewarded with feminine screams, the clanking of sabers, and trampling footfalls.

The mansion was used as a setting for at least two novels of the 19th century.

During the Civil War, the property was used as a hospital for Union soldiers. From 1866 to 1879, it was used for the Government's hydrographic office. It was also used for a Catholic girls' school, as a drafting office, and as a dwelling unit and studio.

When a committee of architects inspected the building in 1896, they found rags and junk in piles six feet high in the drawing-room. It was occupied by eight or ten families.

"The mantels were masses of dirt, and the house, to those who did not appreciate its beauty, might have been considered a wreck," reported the late Glenn Brown, for many years secretary of the A.I.A. "But, curiously as it may appear, the only material damage to the house was the incrustated dirt on the mantels and a few missing plaster ornaments."

After leasing the property for \$30 a month for four years, the A.I.A. purchased it in 1902 for \$30,000. Several thousand dollars had been spent for the building's rehabilitation before The Institute began its occupancy in 1899. Its interior walls, buried under coats of paper or whitewash, were cleaned and restored to their original tints.

The Institute itself made history in selecting Washington for its headquarters. Its president, George B. Post, told The Board of Directors in 1898:

"Today The Institute enters upon a new era in its history which is fraught with no little anxiety. The step it has taken is without precedent, as no similar society has broken away from the commercial metropolis of the country and established its home in the National Capital.

"It may, therefore, properly be called an experiment, and is one which will depend for its success upon the individual and united efforts of the members of The Institute, and may easily prove to be a



failure without such effort . . . It is only by a membership large in numbers and representing the best-equipped members of the profession, who not only combine to a high degree professional skill and training but exalted views as to the ethics of the profession, that The Institute can realize the full advantage of its mission and reap the benefits of its new departure."

Then numbering 517 members, The Institute now has more than 8,200 members, apparently having reaped the benefits of the daring step taken "with no little anxiety."

The Octagon is of Georgian or Adam design. It is well built of brick trimmed with Aquia Creek sandstone. The building and walls conform to the triangular street lines, showing that the streets were accurately laid off in that early day.

All the work in the circular vestibule coincides with the circumference of the tower, the doors, sash and glass being made on the circle.

Each of its three floors consists principally of one circular room at the front and two larger rectangular sections on the sides. The building is fan-shaped and could more properly be considered hexagonal than octagonal. The *Journal* of the A.I.A. has observed: "Just how The Octagon got its name is not explained by the plan."

The house has old English framing of woodwork throughout. The first-floor doors are of mahogany and the remainder are of Georgia long-leaf pine. The mantels in the drawing-room and dining-room, of delicately carved detail and sculpture in relief, are made of seemingly indestructible Coade Stone and were imported from London, where this stone was widely used. The secret of its composition has now been lost.

The new Administration Building, across the garden from The Octagon and almost within its late afternoon shadow, was designed to harmonize with its historic parent, its exterior being a modification of the Georgian style. A true octagon has been centered in the new building in a small room serving as entry to the large directors' room on the second floor.

### MANY OLD HOUSES RIPE FOR REPLACEMENT, SAYS J. M. ASHLEY

Although nearly half of the 37,000,000 nonfarm homes in the United States are less than 30 years old, 2,000,000 or 5.5 per cent of the units were built 70 or more years ago, James M. Ashley, president of the Producers' Council, national organization of building products manufacturers, stated recently.

"Moreover, analysis of Census Bureau data shows also that 20 per cent or 7,000,000 of the existing housing units have been standing 50 or more years," Mr. Ashley said.

"Thus, while home building has made great strides since World War I, there nevertheless is a large amount of housing which should be ripe for replacement because it cannot compete in convenience, comfort, or value with the vastly superior new housing being constructed today.

"More than 5,000,000 units in the nonfarm housing supply are 50 to 70 years old and another 11,400,000 were built 30 to 50 years ago. The medium age of all non-farm homes is about 30 years.

"The most recent Census data show that fewer than 7 per cent of the existing homes are in need of major repairs, but many of the older units are on the verge of obsolescence.

"During recent years, only about 40,000 units have been removed from the supply annually on the average from all causes, including fire, demolition, and disaster. But now with the building industry in position again to build much more housing than will be needed to accommodate newly formed families, it should be possible to remove the older dwellings at a far faster rate if the industry does an effective job of selling the public on the advantages of modern homes."

### A. I. A. CITES PUBLIC SERVICE RECORDS OF RETIRED U. S. OFFICERS

The public service records of Lieut. Gen. Raymond A. Wheeler, Maj. Gen. Philip B. Fleming and Maj. Gen. U. S. Grant III were cited by The American Institute of Architects in an announcement of resolutions of appreciation recently adopted by the executive committee of The Institute.

General Wheeler, who retired this year from the post of Chief of Engineers, U. S. Army, was commended for his "conscientious public service on behalf of the American people" and for his "support and understanding of the architectural profession." He is now engineering adviser to the International Bank for Reconstruction and Development.

General Fleming, now chairman of the United States Maritime Commission, was cited for his "able work and brilliant administration of the Federal Works Agency" from 1941 to 1949.

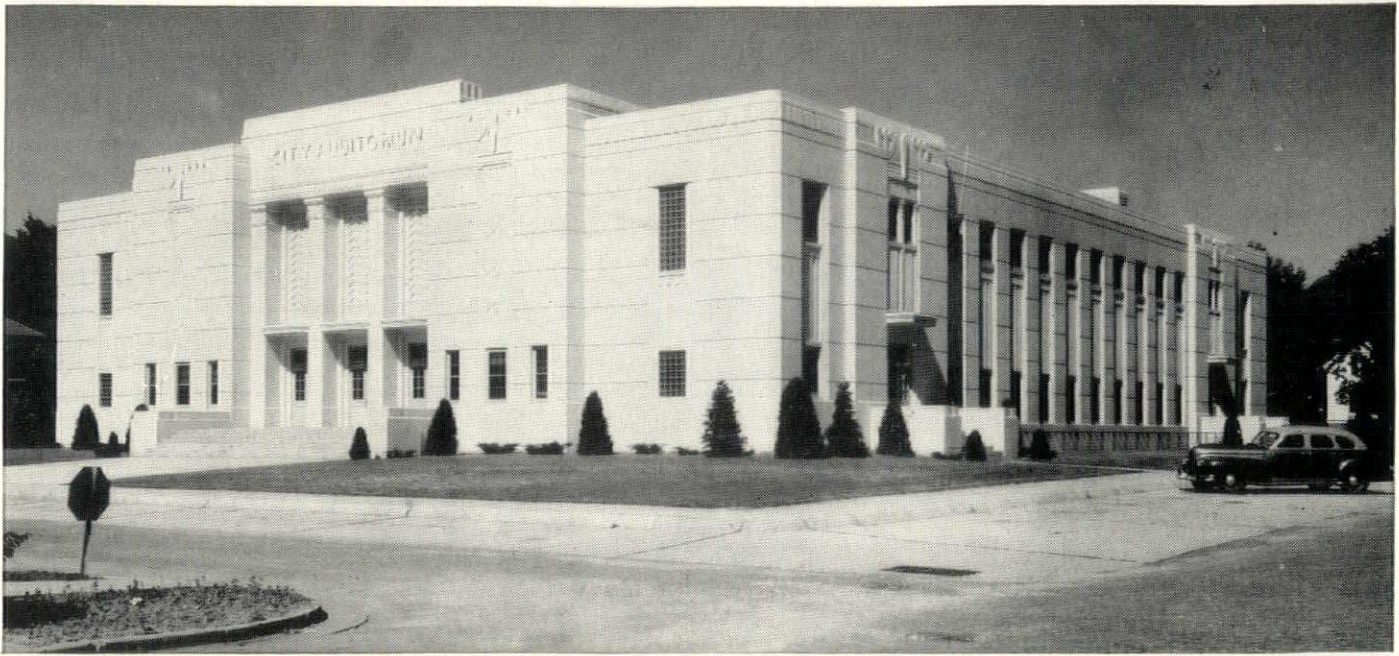
General Grant was commended for his "many years of devoted service to the development of the city of Washington and for his major contributions to the art of planning."

Service in the public interest by the three officials in their administrative positions has been characterized by a consistent concern for the furtherance of good architecture and sound planning, The Institute said.

### ELMER L. LIPMAN OF INLAND STEEL PRODUCTS DIES

Elmer L. Lipman, 56, secretary-treasurer and member of the board of directors of Inland Steel Products Company, died September 16th after a short illness. Mr. Lipman joined the company in 1929 after serving for several years as a tax investigator for the United States Treasury Department. In 1938 he was appointed secretary-treasurer of the company, which at that time was known as Milcor Steel Company. In addition to his duties at Inland Steel Products Company, Mr. Lipman was active in various accounting societies. He was a past president of the Milwaukee chapter of the National Association of Cost Accountants and also a member of the Wisconsin Society of Certified Public Accountants. In his youth he was an amateur tennis player, winning the Wisconsin state tennis championship in 1916. He was a member of Kenwood Lodge 303, F. & A. M.





City Auditorium, York, Neb., designed by Meginnis & Schaumberg, architects, of Lincoln. Architectural concrete details produced by use of milled wood and plaster molds. Smooth exterior concrete walls cast in plywood forms.

# Architectural Concrete

*will fit your design requirements for any type of building*

The adaptability of architectural concrete is demonstrated by its use for structures of all sizes from the largest public buildings to the smallest building for private use.

Architectural concrete meets most exacting design and service requirements at reasonable cost. It combines both architectural and structural functions in one firesafe, economical material.

Maintenance cost is low because

concrete provides the strength and durability for hard service and the most severe weather exposure.

In addition to the advantages of strength, firesafety, long life and distinguished appearance—concrete gives low annual cost, the true measure of economy in buildings.

Send for literature on recent design and construction practice with architectural concrete. Free in United States and Canada. See Sweet's Catalog.

## PORTLAND CEMENT ASSOCIATION

735 N. Water Street, Milwaukee 2, Wis.

A national organization to improve and extend the uses of concrete . . . through scientific research and engineering field work



## PRIVATE BUILDING, ENGINEERING AWARDS SHOW GAINS TO REVERSE TREND

New York, September — Contracts awarded for building and engineering works by private owners in the thirty-seven states east of the Rocky Mountains turned upward last month to reverse the downward trend of earlier months of the year, is reported by F. W. Dodge Corporation, a fact-finding organization for the construction industry.

Investment commitments by private interests for building and engineering projects in August amounted to \$589,399,000 in the thirty-seven states to show a gain of 11 per cent over July and 2 per cent over August a year ago. The principal private investment increases were in residential and engineering projects.

### RESIDENTIAL VOLUME INCREASES

Investment commitments for residential building in the eastern states last month amounted to \$393,434,000. This total was 16 per cent higher than in July and 17 per cent higher than in August last year. Public residential awards increased 6 per cent over July and 92 per cent over August a year ago, while private residential volume showed a gain of 17 per cent over July and 12 per cent over August last year.

The cumulative total of residential awards, public and private, in the first eight months was \$2,358,826,000 or 6 per cent less than in the corresponding period of last year despite an increase in public residential volume from \$84,039,000 to \$246,544,000. Private awards declined 13 per cent in the eight months. Apartment house construction increased 12 per cent, single-family houses built to owners' orders were down 1 per cent, and single-family houses built by operative builders for sale or rent declined 15 per cent in the eight-month period.

### NONRESIDENTIAL BUILDING DOWN

Nonresidential contracts let last month amounted to \$278,031,000, an over-all decline of 21 per cent from July and 10 per cent from August of last year. Nonresidential awards by governmental agencies showed a loss of 34 per cent from July and a gain of 13 per cent over August of last year, while private nonresidential volume declined 11 and 19 per cent from the corresponding months. On a cumulative basis covering the first eight months, nonresidential awards were down 7 per cent, with public ownership awards up 20 per cent and private nonresidential contract volume down 19 per cent. Educational and science buildings, hospitals and institutions, and public buildings showed substantial gains over the first eight-months of last year.

### PUBLIC WORKS AND UTILITIES CONSTRUCTION

Heavy engineering awards last month amounted to \$234,283,000 to show a decline of 7 per cent from July and an increase of 13 per cent over August of last year. The decline from July was attributable to a 20 per cent drop in public-ownership engineering awards.

During the first eight months of this year, heavy engineering awards in the thirty-seven states totaled \$1,585,665,000 to show a gain of 5 per cent over the corresponding period of last year. Private engineering awards increased 7 per cent, spectacular increases being reported in August.

## THOMAS S. HOLDEN ADDRESSES ANNUAL MEETING OF PRODUCERS' COUNCIL

Chicago, Sept. 29 — It is difficult to see wherein construction market conditions in 1950 will be radically different from those which have prevailed this year, Thomas S. Holden, president of the F. W. Dodge Corp., stated here today in an address before the annual meeting of the Producers' Council being held at the Edgewater Beach Hotel.

"It does not yet appear that a satisfactory base has yet been laid for a general expansion of the economy over a broad front or for a major upsurge in construction volume," Mr. Holden said. "My present thinking about next year's activity is highly tentative and my remarks will have to be equally so."

"At this moment it looks as if 1950 will be in the main a year of further adjustment. There is reason to doubt whether the current upswing in activity can be viewed as the beginning of a sustained upward movement. Commodity prices, business activity and construction are likely to have mixed trends rather than trends that will be uniformly up or down. In general I would expect the year's volume of public building and engineering work to increase somewhat over 1949, the total of private construction to decline moderately. As a result, total contract volume may be moderately less, in dollars and in physical units, than this year's total volume."

"In the residential field, public housing projects will obviously increase and private housing activity is rather more likely to fall off moderately than to increase in any spectacular way. If rent control actually comes to an end there will be some adjustment of rental housing occupancy tending to lessen overall demand for rented space. At some stage the currently reduced rate of new family formations will result in a slackening of housing demand; this factor could affect next year's total of new dwelling units."

"What the continued buyers' market means to the investing public is, probably, a gradual lowering of construction costs. What it means for producers of materials is an increased urge toward improvement of products, new products, lowering of costs and, above all, progressive improvement in analysis of market potentials and of marketing methods. In terms of reestablishment of the buyers' market and return of competition, it looks as if the postwar adjustment is reasonably complete. Adjustment of marketing practices has made progress, but that is a continuing process likely to persist so long as competitive conditions continue. The production men who carried the ball during the backlog period have passed it on to the marketing men."

"When I appraise next year as one of moderate change in construction market conditions, mixed trends and continuing readjustment, I imply that forces that will be at work in 1950 will prepare the way for some new development thereafter. Last year the American people invested only 8.3 per cent of national income in new construction. In the peak years of the late 1920's they so invested over 14 per cent. We are currently building to meet immediate and pressing needs; we are building very little to meet the needs of the future."



"By its high competence and its great flexibility the construction industry has demonstrated its capacity to produce all the new building and engineering structures demanded by the country's expanding needs. Construction's most vital job has always been provision of the physical facilities required by our dynamic, growing economy. Every improvement the industry can make in materials, marketing, design, construction methods and reduction of costs will contribute to the over-all objective."

Chicago, Sept. 29—The building industry has done an excellent job of serving the public through providing new homes at a rapid rate and its next task is obtain full credit for its accomplishments, Dilman M. K. Smith, vice president of Opinion Research Corporation, stated here today in an address before the annual meeting of the Producers' Council, national organization of building product manufacturers.

"A 22½ per cent increase in habitable dwelling units since 1940 is perhaps one of the most spectacular demonstrations of the skill, know-how, and will to serve that we can find in modern history," Mr. Smith said. "You as suppliers, your associates as builders, and the people who are willing to lay the money on the line, have privately financed 4½ million new dwellings since 1940.

"And, despite all of the discussion, the propaganda, the sessions of Congress, the unlimited use of taxpayers' funds, less than 10 per cent of this number of dwellings have been put up by public financing — and nearly two-thirds of those public-financed

dwellings are of a temporary nature.

"Search as you will through the records of an industry and you will find no faster movement of an industry to meet a need.

"You have been doing the good deeds. As an outsider with a high degree of interest in the public relations aspects of industry problems, it seems to me, though, that your shortcomings is that of securing credit for your good deeds.

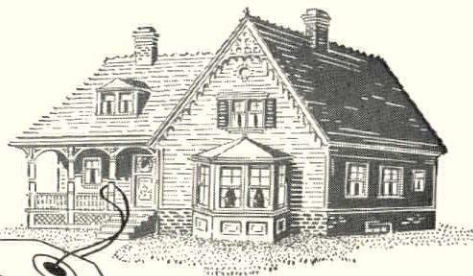
"Any long-lasting, permanent, good that accrues to the building industry must be finally effected at the local level.

"You manufacturers and your affiliated industries have had direct contact through the years with a good share of the population of our country. You, your representatives, and the people who sell direct must perform the most important public relations function, and then the satisfied customers of your products will become the carriers of your good public relations.

"Your every effort should be to convince people that you are giving them good values, better products for comparatively less money, and that you are seeking new ways to make their dollars go farther.

"The most comprehensive, complete and detailing public relations program you can conceive and finance will, in the long run, avail you nothing unless the man who buys a board, or a cupboard, window sash, or a few bags of insulation gets the impression firmly fixed in his mind that you are working in his interest and with his welfare in mind."

## A good House . . . A perfect Shelter



Today, 1949, a house must provide many conveniences and many comforts. Most modern conveniences depend

upon electricity. Electricity, of course, requires wiring . . . adequate wiring. Adequate wiring doesn't just happen . . . it is a carefully planned electrical system . . . planned to fit a particular house; to handle everything electrical from a toaster to television.

Adequate wiring should be a part of home building plans.

*For wiring information or help with wiring plans, phone DALy 8-6600. No obligation.*

## The Electric Co., 231 WEST MICHIGAN STREET



## MAIL BAG

Mr. Leigh Hunt, Architect  
3800 N. Humboldt Avenue  
Milwaukee 12, Wisconsin

Dear Leigh:

I came across some papers relative to some of the products that we handle and in this group was a quotation by Knute Rockne of Notre Dame. It applies to the Architects and I thought I would pass it on to you for what it is worth. The quotation is: "Speaking of Architects, they too put their pants on one leg at a time. They are human though some look upon them with great awe. Some are more creative than others. For the most part they are just common clay like you and I."

"They are great people to work for and work with, if you have the knack or desire to be a good fellow. Those of us who have worked with them most closely have been richly rewarded. There is a knack to working with an Architect just like there is a knack to working with any professional group."

With kindest regards.

Very truly yours,

W. H. PIPKORN COMPANY  
Lorenz E. Meyer, Vice President

\* \* \*

THE AMERICAN INSTITUTE OF ARCHITECTS  
1741 New York Avenue, N.W., Washington 6, D.C.

August 26, 1949

Mr. Leigh Hunt, F.A.I.A.  
3800 North Humboldt Avenue  
Milwaukee 12, Wisconsin

My Dear Leigh:

I note by the June issue of the Wisconsin Architect that the State Association and the Chapter in Wisconsin are now one.

Since you were one of the first workers for unification, I am happy that your own State has finally consummated it. I extend to you my sincere congratulations.

I know what a long task it has been, for I remember coming up to Wisconsin myself quite a number of years ago to hear the matter discussed.

Please extend to the new Chapter my very best wishes.

Very truly yours,

CHARLIE

(CHARLES F. CELLARIUS, Treasurer)

### PORTLAND CEMENT RELEASES FILM

Cement mills in operation as well as many notable concrete structures are shown in a 30-minute sound and color motion picture entitled "The Drama of Portland Cement", released by the Portland Cement Association September 1. Every step in the making of portland cement, from quarrying or dredging raw material to the packing operation, is shown. The mill scenes were made in many different widely separated plants.

The invention of portland cement by Joseph Aspdin in England in 1824 is dramatized on the screen. Other action includes blasting in quarries, dredging for marl, the operation of huge rock crushers, and rotating kilns several hundred feet long in which the raw material is converted to cement clinker.

An innovation in industrial educational films, this picture uses three different narrators to tell the story. The first part pictures and describes all the highly dramatic processes of cement-making. The second part shows how scientific research in laboratories and engineering work in the field are constantly improving the product. Intimate views of research scientists at work in the Portland Cement Association's headquarters building in Chicago are shown for the first time.

The concluding phase of the picture shows the application of portland cement in building concrete highways and many notable firesafe structures in various parts of the country.

The picture, on 16 mm. film, is available without cost to civic and business clubs, architectural and engineering colleges and societies, builder associations and church groups.

**QUALITY . . . GLAZED BRICK AND TILE,  
FACE BRICK, COMMON BRICK, FIRE BRICK  
AND HIGH TEMPERATURE CEMENTS**

**Wisconsin Face Brick & Supply Corp.**

4485 N. Green Bay Ave. CONCORD 4770 Milwaukee, Wis.

**BRIXMENT the leading masonry cement**



★ *Stands for quality*

**PAINTS  
GLASS**

**IN HOMES • OFFICES  
FACTORIES • INSTITUTIONS  
SCHOOLS • STORES**

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

**PITTSBURGH PLATE GLASS CO.**

820 NO. MARKET ST. • MILWAUKEE, WIS.



FROM THE OCTAGON  
AMERICAN INSTITUTE OF ARCHITECTS  
DEPARTMENT OF PUBLIC  
AND PROFESSIONAL RELATIONS

Washington, D. C.  
September 19, 1949

As the activities of our staff at The Octagon increase, I want to keep our Officers, the members of The Board of Directors, chapter officers and committee chairmen closely acquainted with what we are doing. This should enable all of us to work more effectively on the many projects facing us. As a step in this direction, I hope to report regularly on our activities through this memorandum initiated by our Department of Public and Professional Relations.

Here are some of the things keeping our attention:

**FEES ON PUBLIC HOUSING PROJECTS:** We are still working with top PHA officials to develop a more equitable schedule of fees than that proposed by the agency for architectural and structural engineering services on the low-rent housing projects to be built under the Housing Act of 1949. A total of 810,000 units of low-rent housing are authorized by this act, to be built by local public housing authorities in the next six years. Determinations made by the PHA here are for maximum fees to be paid architects and apparently will be binding on the local agencies and are therefore of great importance.

President Walker and Chairman Clarence Litchfield of our Committee on Fees, together with Urban Planning Committee Chairman Perry Coke Smith, have conferred on different occasions with PHA Commissioner John Egan and other PHA officials on this knotty question. We have insisted that any fee schedule must be flexible enough to fit local conditions and that rates be fair and equitable. We can report some progress toward a schedule which we hope will be satisfactory to the profession. In addition to regular architectural services involved in construction of projects, there is also need for professional services in preliminary planning and surveys.

**MILITARY HOUSING:** We are waiting with considerable interest for the military authorities to give the "shaken-down" listing of rental housing projects to be built under the military housing bill (P. L. 211). The program will be carried out as a new title under the FHA. Development procedures will be similar to FHA's title 608, except that projects are to be built on leased land on or adjacent to military reservations and bases.

Military authorities asked for 261,000 units to be built at installations in all states except Idaho, Iowa, Maine, New Hampshire, Vermont, North Dakota, and West Virginia. While we have the original listing of projects, we are waiting for the revisions that are being made since the authorization was granted. The first commitments are already beginning to come through.

Some pretty close coordination between builders, the military and the FHA will be required for these projects. FHA is empowered to process projects upon certification by the secretaries of the respective armed

services that the proposed housing is necessary for the personnel concerned and that the installation is deemed a permanent part of the military establishment. Land is to be leased to developers by the military at low rates, and projects must meet the usual FHA construction and financial standards, with emphasis on lower rentals.

Our Department of Public and Professional Relations is in touch with this program and will advise you when confirmation is given on the localities to get this type of housing.

**WASHINGTON SESQUICENTENNIAL:** Although the House rejected a \$3 million Federal grant for the Washington Sesquicentennial, sponsors have informed us they are making another effort to get the aid. They have asked the Senate appropriations Committee to restore the request, believing that the Senate will again favor the appropriation. They feel that the House may reverse itself, in view of the strong editorial criticism that greeted the House refusal.

A physical plant is still contemplated for the celebration. But it may turn out because of the limited time left for planning and construction that the proposed Freedom Fair will not take real shape until 1951, instead of 1950. So far, the part that architectural planning will have in the Sesquicentennial remains as vague and uncertain as its financial aspects.

**ARCHITECTS' INCOME TAX:** While the efforts of chapters and headquarters have built up a good background of support for H.R. 3224 (the Silverman Plan), the bill has been crowded out of consideration at this session. We will renew activity on this when the Congress reconvenes in January. Congressman Clifford Davis of Tennessee, who introduced the bill, advises us he has every assurance that it will get a fresh and quick start at the next session.

**SPARKMAN BILL:** The Department of Public and Professional Relations is keeping a close check on all current legislation which may affect the profession. One new bill, the Sparkman Bill, S. 2246, is intended to extend the authority of FHA for financing low-rent housing. At present it is awaiting consideration by a Senate committee, the House having passed and sent to the Senate for approval a revised version of a corresponding bill, H.R. 6070. The House, however, took out titles concerning direct loans to veterans and loans to cooperatives which it is expected the Senate will insist on reinserting. In all likelihood the Senate will ask for a conference later in order that a compromise bill may be drawn up.

**1950 A.I.A. CONVENTION:** Our staff is already "into" the 1950 Convention in the outline stage with many preliminaries to handle. The Washington-Metropolitan Chapter has achieved a good head start on its plans as the host chapter for the convention, May 10-13. Headquarters will probably be the Mayflower Hotel. We will have considerable "company" at or about convention time. Other meetings in Washington scheduled at approximately the dates of our convention, according to Chairman Peaslee of the A.I.A. Committee on National Capital, include City Planning Conference, American Institute of Planners, and the representatives of the Joint Committee on the National



Capital (Am. Fed. Arts; A.I.A.; A. I. Planners; Am. Plan. & Civ. Assn.; Am. Soc. Land. Arch.; Garden Club; Natl. Assn. Real Est. Bds.; Natl. Sculp. Soc.; and Natl. Soc. Mural Ptrs.)

**YOUR BOARD MEETING:** A number of subjects require decision and early consideration at The Board of Directors meeting at White Sulphur Springs, W. Va., Nov. 1-3. Agenda include a consideration of the redistricting of The Institute; establishment of national dues for 1950; budget for 1950; and nominations on Fine Arts, Craftsmanship and Gold Medals.

**OUR NEW BUILDING:** We are moving into our new building at the side and rear of The Octagon property. All departments, with the exception of Editor Henry Saylor and his secretary, Mrs. Moseley, expect to be in their new quarters by October 1. While we are conscious of sentimental twinges in leaving The Octagon itself, the new building will offer greater convenience and enable better integration of our work.

The move out of The Octagon has created much public interest. Grounds and Building Committee Chairman James R. Edmunds, Jr., is rapidly pushing plans for restoration of The Octagon and work has started on revamping of the garden as a war memorial. We will continue to use The Octagon as a reception building and will retain our present mailing address.

**1949-50 MEMBERSHIP DIRECTORY:** Our staff is completing compilation of current names and addresses for all members for the 1949-50 Membership Directory which is now being sent to the printer. Changes of address should be sent in immediately if they are to be included. It is expected the Directory will be mailed to each member about the first of December.

**VII PAN-AMERICAN CONGRESS OF ARCHITECTS:** Final arrangements are being completed, through Chairman Chloethiel Woodard Smith of the Division of Pan-American Affairs of the A.I.A. Committee on International Relations for United States participation in the VII Pan-American Congress of Architects which will be held in Havana, Cuba, December 8-14. Indications are that a large delegation of U. S. architects will attend and that there will be an excellent exhibit of current architectural work.

**SIMPLIFIED ACCOUNTING FOR ARCHITECTS:** We hope soon to announce the publication of the new standard accounting system for architects and the accompanying forms. These new documents, which have aroused so much interest among members everywhere, are now being assembled for final approval.

PHOTOCOPIES

DRAFTING SUPPLIES

REPRODUCED TRACINGS

**SCHMITT BLUEPRINT CO.**

VAN DYKES

AA CONTRACTS

**C. F. PEASE AGENCY**

628 N. BROADWAY

DALY 1761

MILWAUKEE

**QUALITY . . .**GLAZED BRICK AND TILE, FACE BRICK,  
COMMON BRICK**GAGNON CLAY PRODUCTS CO.**

526 S. Broadway

HOWARD 78

Green Bay, Wis.

BRIXMENT the leading masonry cement

**T. C. ESSER CO.****PAINTS****GLASS****WALL PAPER****MIRRORS****GLASS BLOCK**

◇

**CHURCH****STAINED GLASS**

◇

MILWAUKEE

• OSHKOSH

LA CROSSE

MITCHELL 6800

**W. H. PIPKORN CO.**

South End of 16th Street Viaduct

1548 W. BRUCE STREET

MILWAUKEE 4, WIS.

Everything in Building Materials and Reinforcing Steel



This simplified system of accounting has been carefully developed by the Committee on Standard Accounting Methods for Architects, headed by David C. Baer of Houston.

**STUDENT CHAPTER AIDS:** Your Department of Education and Research is now readying for distribution our two publications of interest to architectural student groups at schools which are members of the Association of Collegiate Schools of Architecture, the "Student Chapter Handbook" and "National By-laws Regarding Student Associates." It is expected that these two publications will be distributed sometime this fall.

**PUBLIC RELATIONS HANDBOOKS:** Your Department of Public and Professional Relations is working with the new Public Relations Counsel, Walton Onslow and Associates, of Washington, in preparing the text for a final draft to submit to President Walker for preliminary review on the chapter public relations manual "Telling Your Story."

This new handbook is completely new and has an entirely different approach than the draft of a similar handbook distributed to The Board previously called "How to Tell Your Story." It is planned to have copies of the proposed new manual in the hands of Board members before the November Board meeting.

We also have in the mill a public relations manual for practicing architects.

EDMUND R. PURVES  
Executive Director, A.I.A.

## LIBRARY FOR SALE

The Architectural Library  
of the late Edwin O. Kuenzli is  
being offered for sale.

8027 WARREN AVENUE  
WAUWATOSA 13, WIS.  
Phone BLuemound 8-4258

Copies of the New Schedule of Proper Minimum Charges and Professional Practice may be obtained through the Secretary of the State Association. 3c a copy plus postage.

## ANTHONY WUCHTERL ARCHITECTURAL ILLUSTRATIONS

1626 Ridge Court  
BL. 8052 Wauwatosa 13, Wis.

# Rundle-Spence

MANUFACTURING COMPANY

## PLUMBING, HEATING and MILL SUPPLY

MILWAUKEE - MADISON

1327 UNIVERSITY AVE. MADISON 5, WIS.  
Phone Badger 208

145 N. FOURTH STREET MILWAUKEE 3, WIS.  
Phone MArquette 2500

# FLOORING

FOR  
RESIDENTIAL, PUBLIC BUILDINGS  
OR  
COMMERCIAL USE

- MAPLE, BEECH, BIRCH •
- and WISCONSIN OAK •
- in •
- STRIP, HERRINGBONE and •
- ASSEMBLED BLOCK FORM •

OUR MAPLE, BEECH and BIRCH flooring is guaranteed MFMA (Maple Flooring Manufacturers Association) grade and manufacture.

*Architects*

ADDRESS YOUR FLOORING PROBLEMS TO US

## HOLT HARDWOOD CO.

OCONTO, WISCONSIN

★ ★ ★



*of course you'll choose*  
**MILCOR**  
*Super-Ex*



*Greatest Achievement in Corner Bead*

**For easy installation and lasting plaster beauty**

- ▶ **Straight, true nose** — reinforced by solid flanges
- ▶ **Extra rigidity** — strengthened by corrugations
- ▶ **Perfect plaster bond** — provided by staggered perforations, and expansion flange.

**INLAND**

**STEEL PRODUCTS COMPANY**

*Formerly Milcor Steel Company*

4127 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN

Baltimore 24, Md. • Buffalo 11, N.Y. • Chicago 9, Ill. • Cincinnati 25, Ohio  
Cleveland 14, Ohio • Detroit 2, Mich. • Kansas City 8, Mo. • Los Angeles 23, Calif.  
New York 22, N.Y. • Rochester 9, N.Y. • St. Louis 10, Mo.