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THE WISCONSIN ARCHITECT

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



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WILLIAM G. HERBST, ARCHITECT

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THE WISCONSIN ARCHITECT

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WISCONSIN ARCHITECTS ASSOCIATION
A CHAPTER OF THE AMERICAN
INSTITUTE OF ARCHITECTS

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A Chapter of The American Institute of Architects

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BOARD OF DIRECTORS MEETING WISCONSIN ARCHITECTS ASSOCIATION

The regular meeting of the Board of Directors was held in the Colonial Room of the Plankinton House, Saturday, May 19, 1951 at 10:30 A.M., with Edgar H. Berners presiding. Those present were: Edgar H. Berners, Maurey Lee Allen, Alvin E. Grellinger, Perc Brandt, Emiel F. Klingler, Arthur O. Reddemann, Leigh Hunt, Francis S. Gurda, and Lewis A. Siberz.

By Proxy: William Vogt Kaeser and Fitzhugh Scott, Jr.

A motion to approve the Minutes of the Special Meeting of April 7, was made by Mr. Allen. Seconded by Mr. Reddemann. Carried.

Applications for Membership:

Application for membership in The Institute of James Cuthbert, office of Law, Potter & Nystrom, Madison, was presented. Motion by Mr. Reddemann, seconded by Mr. Gurda, that his application be approved. Carried.

Application for Associate membership in the Wisconsin Architects Association of Leonard H. Reinke, office of Auler, Irion & Wortsch, Oshkosh, was presented. Moved by Mr. Allen, seconded by Mr. Klingler, that his application be approved. Carried.

Application for Associate membership in the Wisconsin Architects Association of William Robert Jennings, office of Frank J. Hoffman, Racine, was presented. Moved by Mr. Grellinger, seconded by Mr. Reddemann, that his application be approved. Carried.

Application for Associate membership in the Wisconsin Architects Association of Roswell H. Graves, office of Clas, Reddemann, Inc., Milwaukee, was presented. Moved by Mr. Siberz, seconded by Mr. Grellinger, that his application be approved. Carried.

Application for Junior Associate membership in the Wisconsin Architects Association of William Patrick O'Leary, Jr., office of Brimeyer, Grellinger & Rose, Milwaukee, was presented. Moved by Mr. Klingler, seconded by Mr. Reddemann, that his application be accepted. Carried.

The nine delegates representing the Wisconsin Architects Association at the A.I.A. Convention in Chicago, May 8 to 11, were Maurey Lee Allen, Edgar H. Berners, John J. Flad, Leigh Hunt, Richard Philipp, Ellis J. Potter, Lewis A. Siberz, Joseph J. Weiler and Karel Yasko.

There were nine others from the Wisconsin Chapter in attendance at the Convention. They were Robert S. Chase, Walter A. Domann, Gregory G. Lefebvre, Christian Madsen, John Messmer, Francis J. Rose, Walter M. Trapp and Fitz von Grossmann, and Fred A. Wegner. Of the 18 attending, eight were accompanied by their wives.

The Secretary presented a revised copy of the Schedule of Proper Minimum Charges arranged to agree with Document 177 published by The Institute and entitled "Professional Practice of Architects." It was moved by Mr. Allen, seconded by Mr. Gurda, that the Secretary order 1000 of such copies printed. Carried.

The Secretary-Treasurer reported that checks, each in the amount of \$25.00, had been received from William G. Herbst and Edgar H. Berners with the request that such sums be put in a savings account as a part of the fund to be known as the Fred A. Luber Memorial Fund. After the reporting of these donations, it was moved by Mr. Klingler, seconded by Mr. Allen,

that the sum of \$25.00 be taken from the Checking Account and be deposited in the savings account toward this same fund. Carried.

The Treasurer presented the Treasurer's Fidelity Bond in the amount of \$5000.00 by Globe Indemnity Co., a New York Corporation, together with a bill for same from Blatz-Kasten Company, for \$12.50 and a credit of \$2.93 for a like bond for 1950 in favor of the late Fred Lubber, former Treasurer. Balance due \$9.57. It was moved by Mr. Allen, seconded by Mr. Reddemann, that the Treasurer's Bond be approved and a check be sent the Blatz-Kasten Insurance Company in payment of same. Carried.

A questionnaire was received by all members of the Wisconsin Architects Association from the A.I.A. Department of Education and Research, with reference to a Specification Filing Service. This was brought before the Board and the Secretary was directed to send in this Questionnaire to Walter A. Taylor, Director of Education and Research at the Octagon, with remarks indicating the Board's reaction. This was put into motion by Mr. Grellinger, seconded by Mr. Gurda. Carried.

ELECTION OF PRESIDENT and VICE PRESIDENT

The following letter was received from Edgar H. Berners:

Mr. Leigh Hunt, Secretary
Board of Directors
Wisconsin Architects Association

TO THE MEMBERS OF THE BOARD:

I wish to herewith submit by resignation as Vice President of the Wisconsin Architects Association to become effective at the close of the business meeting called for May 19, 1951.

The above action is in accordance with the statement made to the Board of Directors at the time that I accepted the nomination and election to the office of Vice Presidency, namely that I would accept this office to serve in the capacity of Vice President until such time as the newly elected President, Mr. Fred Lubber, either regained his health so that he could serve in the capacity of President, or until such time as it became apparent that Mr. Lubber would not be able to assume the duties of the office to which he had been elected.

This statement was made to the Board at its Board meeting on March 10, 1951, and this action has been taken to give the Board a free hand in the nomination and election of a new President and a new Vice President.

Sincerely yours,
(Signed) Edgar H. Berners

This resignation of Vice President and Acting President Berners was accepted with regret.

After the reading of Mr. Berner's letter, the Chair asked for nominations for president. Mr. Klingler nominated William G. Herbst, seconded by Mr. Hunt. There being no further nomination, the Chair asked for a vote and Mr. Herbst was unanimously elected President of the Wisconsin Architects Association.

The Chair then asked for nominations for vice president. The name of Joseph J. Weiler, Madison, was placed in nomination by Mr. Siberz, seconded by Mr. Gurda. There being no further nominations, the Chair called for a vote and Mr. Weiler was unani-

mously elected Vice President.

It was moved by Mr. Klingler that the 1951 Roster be published carrying the names of the new President and new Vice President. Seconded by Mr. Reddemann. Carried. The Secretary was directed to have such Rosters printed and distributed to the members.

The Secretary reported the receiving from the Institute of a \$300.00 check toward defraying the expense of the Seminar held in Milwaukee in February. This check reduces the Wisconsin Architects Association's cost of the Seminar to a little over \$200.00.

The Milwaukee Sentinel Promotion department notified the Secretary that it had reached the saturation point on the sale of Plan Books after having handled them for some time, and requested that the remaining books be taken from their storeroom. It was moved by Mr. Allen that the balance of the Plan Books, "So You're Going To Build", be consigned to members at a price of 25c, thereby liquidating this book account which proved a successful venture. Seconded by Mr. Gurda. Carried. The Secretary was instructed to have these books delivered to his office.

A letter was received from Paul Nystrom, Madison, in response to a request from the President, with reference to the State Heating & Ventilating Code. After discussion, the Secretary was directed to send a letter to Oscar Nelson of the Industrial Commission stating that the Board requested that steps be taken toward writing a New Heating & Ventilating Code. This was put into motion by Mr. Grellinger, seconded by Mr. Allen. Carried.

Senate Bill 4S, putting the State Planning Department under the State Chief Engineer, as it is now drafted contains nothing objected to by the Board. But to safeguard the interests of the Wisconsin Architects Association, the Board has instructed Attorney Gerald G. Rice to keep in touch with the bill, and if anything develops to notify the Secretary who will in turn notify the Chairman of the Practice Committee that his appearance before the Senate Committee is necessary, with Attorney Rice.

The Blue Cross-Blue Shield Service has been asked if it can change its requirements of ten employees to a lesser number, as few of the architects' offices employ that number. The membership will be advised of the result.

The meeting was adjourned at 1:40 P.M.

Respectfully submitted
LEIGH HUNT, Secretary-Treasurer

* * *

A.I.A. FELLOWSHIP AWARDED TO EDGAR H. BERNERS

To those Wisconsin Architects Association members attending the A.I.A. Annual Convention in Chicago, the highlight was the awarding of a Fellowship in The American Institute of Architects to Edgar Hubert Berners, at the Institute's annual banquet, May 10. Once each year a group of outstanding Architects is honored by election to Fellowship, one of the highest honors the professional society can confer.

Wisconsin is justifiably proud because no architect could be more deserving of this award than Mr. Berners, who has given so great an amount of time in promoting the interests of the state architectural groups and The Institute.

GLEN STANTON ELECTED PRESIDENT OF THE INSTITUTE

Glenn Stanton, Portland, Oregon, architect, was elected president of The American Institute of Architects for the coming year. The architects national professional society closed its eighty-third Annual Convention in Chicago May 11, after establishing a new record for attendance.

Other officers elected include Kenneth E. Wischmeyer, St. Louis, first vice-president; Norman J. Schlossman, Chicago, second vice-president; Clair W. Ditchy, Detroit, secretary; and Maurice J. Sullivan, Houston, treasurer.

The new president of the Institute is a tall, 56 year-old bachelor who had distinguished himself in architecture and in Institute activities. He is well known in the northwest.

Among his buildings in Portland are the Oregon Journal Publishing Company plant, and the J. J. Newberry Company store. He was also architect for buildings at Lewis and Clark college, and a number of Christian Science churches and school buildings in Oregon.

Mr. Stanton has served in recent months as a member of the National Production Authority's building industry advisory group. For the last two years he has been first vice-president of The A.I.A.

Regional directors elected to serve to 1954 are: Leonard H. Bailey, Oklahoma City, Oklahoma, Central States District; G. Thomas Harmon, III, Columbia, South Carolina, South Atlantic District; Charles O. Matcham, Los Angeles, California, Sierra Nevada District; Edward L. Wilson, Fort Worth, Texas, Texas District.

* * *

THE CLIENT'S POINT OF VIEW

by Charles Luckman, A.I.A.

It seems to me that we are living in one of the most exciting and significant periods in mortal history. Decisions that spell destiny for the whole future of mankind are being made right under our eyes. Contests between clashing systems of thought — between democracy and totalitarianism, between free economy and collectivism — offer a thrilling spectacle.

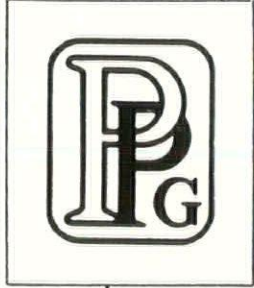
You and I are not only witnesses to, but participants in, the greatest show on earth; the unfoldment of an era of abundance that holds promise of a happier life for hundreds of millions. We are involved in a period of fundamental changes of the kind that should stir people with red blood in their veins and a sense of adventure in their souls. For myself, I am glad to be alive in this period of change and challenge.

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In accepting your Chairman's invitation to address the Producers' Council, I was careful to select a subject upon which I could speak with some authority. I chose as my subject, "The Client's Point of View" because I have had the opportunity of buying buildings, of every type, from coast to coast — and in the widely divergent eras of depression, post depression, pre-war, wartime and post war. From this reservoir of personal experience comes a positive conviction, that when a client builds — be it house or a hospital — he wants four things:

First: The cost to be within his own predetermined budget; or to be within the estimate submitted by the architect.

Second: The plan to meet his requirements in the most efficient manner.

Third: The building, when completed, to have some artistic merit.

Fourth: The designing and building to be done in a manner which will protect him against his own inexperience.

This is what the client wants, but — in all except isolated instances — it is not what he gets. In inquiring into the reasons for this failure, let us examine the four points in reverse order.

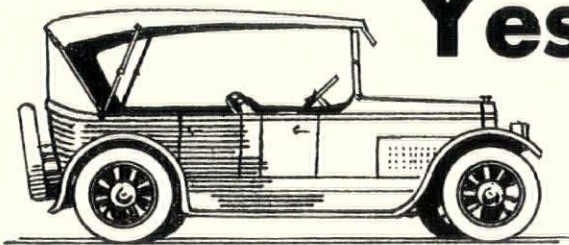
As to point 4, we find statistically that 91% of all clients build only once in a lifetime. This very lack of experience among clients is unquestionably what prompted the introduction of the phrase "the architect

shall serve as the owner's representative". For the only way the owner can be protected against his own inexperience is for the owner to be properly "represented" throughout all phases of the building operation. This includes the architecture, the engineering, the choice of materials, and the construction itself. The owner's protection must be derived from our own experience. We must fulfill this responsibility. For only through the complete blending of integrity and imagination can the construction industry discharge its *moral* obligations as capably as it discharges its *physical* obligations.

As to point 3, surely the client's problem does not revolve around "artistic merit". For, while there are a few misfits in our profession, it is undeniably true that seven league strides have been made in the achievement of a handsome and forceful contemporary style. Despite the somewhat raucous debate as to "form and function" and which is the chicken and which the egg, the moving finger of history will point with pride to the architecture of this era.

Nor does point 2, the fundamental requirement of "efficient layout", give us an insurmountable obstacle. For, in this area, too, the combination of brains and imagination has brought measurable accomplishment. Since the turn of the century, the word "integration" has been given tangible connotation.

But, as to point 1, having the finished building stay within the estimated cost or budget — that is indeed another matter! It is in this area that the construction industry could do with a little soul search-



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ing. In this regard, the blame for failure must be borne equally by the architects, the producers and the contractors. During my own experience as a client I have heard every possible excuse and justification as to why the final cost of the buildings was so high, and may I hastily add — some of the blame rightfully falls upon my own shoulders. Until recently, we tried to justify our combined failure to keep within the estimate by the use, and reuse, of all the old, moss-covered excuses.

Now we are the beneficiaries of a new alibi, the Korean "war" — or the Korean "incident" — or the Korean "police action", whichever you prefer to call it. I am, of course, not naive enough to believe that any one firm has the special ability to control the effect which Korea has had on prices, materials, and labor. But I hardly think this excuses the general negligence in advising the clients, week by week, of what was actually happening to the cost of their buildings which were being planned. Yes, I am afraid very few in our industry can honestly say that they changed their own thinking, their office routines, or their cost estimating procedures — despite the inflation of prices. Too many kept right on planning as if there were no war — on the apparent assumption that, somehow, the client could, and would, pay the bigger bill.

No one can deny the inherent difficulty of keeping the cost of a building comparable to the estimate — but it can be done! It only requires a point of view — the client's point of view.

Complete honesty compels us to admit that if we personally were paying the bills we would keep the designers within reasonable bounds — we would restrain the engineers from developing unduly complicated or overloaded solutions — we would insist upon accurate and up to date product information from members of the Producers' Council — we would persuade the contractors and sub-contractors to diminish the amount of "water" placed in the bids for "insurance purposes", and finally — if we were personally paying for the building, we would demand accurate cost estimates at frequent intervals.

The adoption of this "client's point of view" could have prevented a major tragedy which is being enacted almost daily. I refer to the hundreds, and perhaps thousands, of buildings that are being put on the shelf because the bids exceed the estimates by about the same percentage that Joe DiMaggio bats each year.

Yes, all over the United States, post offices, court houses, hospitals, factories, schools — the list is limitless — all shelved because we momentarily forgot we were the "owner's representative". Behind all this I know there are justifiable reasons and good intentions — but Satan's domicile is paved with these — and they do not alter the fact that the vaults are bulging with working drawings for thousands of buildings which now may never be built.

What a wasteful expenditure of time and talent. What an example of costly negligence. These buildings are needed! There can be no question, that to some extent, the construction industry must bear a part of the blame for inadequate civic facilities, for lack of hospital beds, for overcrowded school facilities, and for housing shortages.

And now, many of us engaged on war work. Even here I predict without fear of contradiction, that nine out of ten of the finished plans will be sent out to bids with "deductible alternates". Of these I predict almost 100% will be built with one or more of the alternates having been deleted from the original program, this being the only way to keep the cost of construction anywhere near the original budgets. Yes, the projects will partially be completed because they are urgently needed, but they will be built with one less barracks building, one less technical research laboratory, one less airplane hangar, than was contemplated in the original concept.

What a grave responsibility is ours.

What, then, is the primary function of the Producers' Council? I think it is a simple one, and one with which I became quite familiar during all of my business experience. It is contained in the single phrase "more and better products at lower cost". I submit to you, that the prime responsibility of the Producers' Council is the devotion of more ingenuity, imagination and determination, to lowering economy, the cost of materials and the cost of construction can result either in revitalization or in rigor mortis. Aside from the character of our people, the thing which has made America great is mass production. Every decade, the law of supply and demand has been re-enacted by giving the people better products at lower cost. In this parade of progress, there is some question as to whether the construction industry has kept pace. I

Fred A. Luber, who in February of 1951 had been elected president of the Wisconsin Architects Association, passed on at his home, 4675 N. Morris Blvd., Milwaukee, on Thursday, April 19, after an illness of several months.

Funeral services were conducted at Bay Shore Evangelical Lutheran Church by Rev. Loyal Riley on Saturday. Entombment was at Wisconsin Memorial Park.

Mr. Luber had been secretary-treasurer of the Wisconsin Chapter of The American Institute of Architects when the Chapter and the State Association of Wisconsin Architects were merged to become the Wisconsin Architects Association, a Chapter of The American Institute of Architects. In February of 1950 he was elected secretary-treasurer of the Wisconsin Architects Association.

Mr. Luber, who was born in Milwaukee on March 2, 1893, was Architectural Engineer for the Electric Company. He was Chairman of the Milwaukee Building Code Committee and the Wisconsin State Building Code Committee, and President of the Milwaukee Harbors and Rivers Association.

He was affiliated with many other organizations including the American Legion and various Masonic groups.

Surviving are his wife, Gertrude; a daughter, Mrs. Rosemary Ulrich, and a son, Frederick.

am afraid we have forgotten the password "productivity".

In this connection, I think it most important to make a very clear distinction between "production" and "productivity". These are two very different things. Suppose you have an apple tree that produces 500 apples. You can double production by planting another apple tree with the same yield. That is more "production". But if, through added skill and effort, you get that first apple tree to yield 600 apples instead of 500, you have increased "productivity".

That difference is a vital one. Just as it takes years to grow an apple tree, so it takes years to expand a nation's economic system. Time, therefore, is of the essence in the strengthening of our country. We must make the existing trees yield more apples.

Now, without trying to fasten blame on anyone, I want to give an illustration of how this process of productivity has worked in reverse. In practically every city there is a need for thousands of new houses. This need is not being filled. And why not? Well, one answer comes from the bricklayer. Before the last world war, he used to earn \$1.71 an hour. Today, he earns \$2.77 an hour. Before the war, he laid 1,000 bricks a day. Today, he limits himself to 600 bricks for the same eight-hour day. Thus, the cost to the home owner of laying each brick has risen from 1 1/3 to 3 3/4c.

So it is also with plumbers, carpenters, electricians and all the other building trades craftsmen. Since 1940, their average pay has increased 86%. That is good. But the catch is, their average output of work has declined 38% below the prewar level. That is bad. Here is a crying example of decreasing productivity, and its consequences — fewer products, at higher prices, for fewer people.

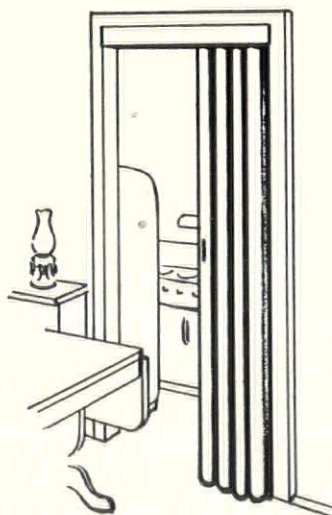
I believe most of us are well aware that when "pork chops" and "wage earners" get into a race, the wage earner always loses. He is slower on his feet than a pork chop. For the last seven years, wage increases have always lagged behind a rising cost of living. We cannot break out of that vicious circle simply by blaming each other for getting into it in the first place.

Producers and builders cannot push all the blame onto the high cost of labor, because labor accounts for only a half of the total finished cost. They must, instead, use a certain amount of sack cloth and ashes on themselves. For there are some embarrassing statistics which are hard to negate. For example, in 1915, a suit of clothes cost \$24.00; in the ensuing years the cost has risen to \$55.00, or 230%. In 1915, the food price index was 81; in the ensuing years it had risen to 195, or 240%. In 1915, a car cost \$550.00; in the ensuing years the cost had risen to \$1,550.00, or 280%. Whereas, in 1915, average construction costs for all types of commercial buildings were \$3.27 per square foot. In the ensuing years this cost has risen to

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Oh yes, I can see by the glint in your eyes you want to remind me of the great improvements which are included in today's building costs — such as fireproofing, soundproofing, air conditioning, and other new mechanical devices. But, and merely for example, I strongly suspect the automobile industry can hold its own with self starting motors, shock absorbers, four wheel brakes and automatic gear shifts.

So what we must really do is all join hands together and keep the vigorous blood of increased productivity circulating through the whole body of our economy. The reason we in the construction industry must do our part is because building is truly one of our country's "big businesses". It is almost hard to visualize how big!

In 1950, in all forms of advertising, American industry spent \$7.2 billion. In the same year, for the promotion and sale of its products, American industry spent \$9.5 billion. In the same year, for its building program, American industry spent \$18.1 billion. Therefore, we who are the architects, producers and builders for this enormous mass of brick and mortar, have vested in us a far reaching responsibility.

To discharge this we need to do a gigantic job of air conditioning the construction industry. We need to circulate fresh air through the cobwebs of habit. We need to rededicate ourselves to the principle which made our country great — "better products for more people at lower prices".

We need to stop philosophizing that simply because we have the highest living standard in the world, our people have everything they need. Some of us have become complacent through reading statistics about the number of bathtubs and vacuum cleaners, refrigerators and radios owned by Americans compared with the people of other nations.

I do not believe the average American is interested in the number of cars in Ecuador, or in the telephone situation in Sweden. He simply doesn't care about the average number of toothbrushes in India, and he is more or less indifferent to the number of kilowatt hours of electricity sold in Czechoslovakia. What he wants to know is: "When am I going to get modern plumbing?" and "When can I afford a home of my own?" He is interested in the future, as Kettering

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said, "because from now on I have to do all my living there".

With this in mind, we might take a moment and listen to some shocking statistics:

1. 27 million Americans have no kitchen sinks.
2. 17 million American families lack indoor laundry facilities.
3. 22 million Americans lack indoor toilet facilities.
4. 1 million American families need new homes this year.
5. 40 million Americans have neither bathtub nor shower.

These are only a few items from a long, long list. So, let's not talk about what we have got. Let's be more concerned with what we *haven't* got. We must be concerned for two reasons: First, because these are human needs that should be met; and, second, because these needs provide dramatic illustration of the fact that we have not *finished* our economic growth — we are only *beginning*. Yes, we in the construction industry have an almost unlimited horizon — bounded only by our capacity to see, and our determination to do. I sincerely believe that together, we can do more for our country than any other single industry.

Now, I do not mean to imply that we should adopt a social concept wherein we become our brother's keeper. The obligation of people to earn money is entirely their own. Our responsibility is to see they get more for their money when they spend it. Let us remember, the immutable law of supply and demand is reflected in the simple phrase "if bathrooms were cheaper, more people could buy them". We have today an unparalleled opportunity to demonstrate the degree of our resourcefulness. Courage, faith and vision will speed our progress. In the years that lie ahead, we need "togetherness" as we've never needed it before. If we have a togetherness of the spirit, a communion of purpose, the material strength will come.

As Woodrow Wilson once said, "America is not anything, if it consists of each of us. It is something only if it consists of all of us; and it can consist of all of us only when our spirits are banded together in a common enterprise".

Today, our common enterprise is clear. Let our industry join hands — and together build the kind of future we will be proud to have our children inherit.

In the remaining minutes allotted to me I would like to take "the client's point of view" into a subject on which I have some rather strong views, City Planning. For emphasis, may I immediately state, my profound respect for the master planning work which has been done for the unborn cities of tomorrow.

However, the tragedy of today lies in our apparent willingness to await the total destruction of atomic war, before we accept our obligation to replan and rebuild our *existing* cities. Now of course you can interrupt me to say that "master plans have been made for some of our present cities." I know. The vaults are filled with master plans which are gathering dust because, for the main part, they were conceived in a vacuum of unreality. They were based on what the planner felt a city *should* be, instead of what it *could* be.

Those plans could be fruitful only if the cities are obliterated by war. Is that to be the limit of our genius? Perfection is always a desirable goal, but, in

this case, the opportunity for a perfect plan exists only if through voluntary or involuntary means, the torch of dynamite is applied to our existing cities. Perfect plans require perfect circumstances. Therefore, unless we have atomic war, the layers of dust will continue to accumulate on the perfect plans.

Can we not, instead, truly show our genius? A realistic approach acknowledges that the cities exist; they are tangible; they are here. Every city has much that is good, and they are functioning today — granted, in some ways good and in some ways bad. But what does a doctor do with a patient who is sick? He diagnoses; he applies therapy; he effects a cure. When he is through, he has the same patient, with the same personality — only healthy instead of sick. The disease has not been permitted to kill the patient. Can not we do as much for our valuable but sick cities.

We can, but the question then arises whether the large city as it has been inherited from the 19th century, with its chaotic intermingling of functions should not be allowed to die.

On this question the division is sharp and clear, especially in the United States, where mechanization is so much more advanced than in Europe. One opinion is that the metropolis cannot be saved and must be broken up and eliminated. The other, that instead of being destroyed, the city must be transformed in accordance with the life and genius of our times.

Between those who believe that the city will disappear, and those who try to preserve it by changing its structure, there is no disagreement on the point that the intricate disorder of the present day cannot continue, that man cannot live forever with the conditions which stimulate ulcers.

From my point of view, cities cannot simply be discarded like worn out machinery. They have too large a part in our destiny. But it is abundantly clear that the life which they have abused is increasingly exacting its revenge — and that this fervish institution must soon be brought within narrower limits.

The real issue in redevelopment of our existing cities, is that of revolution versus common sense. As for myself, I do believe in master plans. But I do not plan. To put it simply, I am opposed to "dream-able" plans. I am in favor of "do-able" plans.

I think two excerpts will be of more than passing interest to you. The first is a quotation from a recently published manual on city planning and reads as follows:

"The time has come to rebuild our cities. The mere redevelopment of problem areas will not provide the inspiration.

"The American city mocks at us. The dead hand of the past baffles every effort. Our towns were built hastily and carelessly. Are we to be forever satisfied with mere improvement, or shall we not instead completely rebuild our cities? Can we not ignore present obstacles and dream big dreams?"

End of quote. End of paragraph. End, I hope, of such opium inspired day dreaming.

Now, may I read you a recently printed and well worded castigation of the views which I have been expressing.

"Nothing is more contemptible than the timid or commercial reformers, 'practical idealists', who express scorn for the great utopian plan-

ners — who even spread the lie that the purpose of 'academic' plans is to prevent anything from being done — but when they press their own plans to point where they could be effective, they end up by emasculating precisely one of the great plans, usually long out of date."

But where are these "great plans" — these brain children of the Utopian planners? Where in the entire United States is there a *single* example of an "ideal" master plan having been actually superimposed upon an already existing city? The facts require my question to be answered only by a thundering silence!

I like being labeled a "practical idealist". I suspect each of you also welcomes that tag. When a client brings his problem to you, you give him an imaginative solution. You don't give him a lecture, complete with color slides, on how much better you could have done — if only he didn't have a problem!

The community plan does not create its conditions. In fact, it's the reverse; the conditions should stimulate the plan. Therefore, the plan must not be imposed as if it were an end — but rather as an achievable means to a desirable end.

In a philosophical sense, the goal of city planning should be the fulfillment of "life, liberty, and the pursuit of happiness". Our forefathers were careful to guarantee life and liberty, but equally careful not to guarantee happiness — only the *pursuit* of happiness. If we gave the people of our nation the proper environment, the proper distribution of those things which are presumably free — the sun and air — we would be well embarked on the road to eliminating some of the malignancies upon which socialism and communism are born and fed. Upon us rests the principal responsibility for these environments — both physical and psychological. Everything our industry does directly affects the conditions surrounding the living, labor and leisure of our people.

However, we cannot exert leadership if we allow the shadow of atomic war to dim our eyes. We must not accept the fatalistic attitude so prevalent today. For myself, I have no patience with the fearful who cry out "Atomic war will be the end of civilization". Actually, nothing but a power mightier than man will ever end civilization.

Of course, atomic war will be fiery beyond imagination! Cities will be obliterated. Some of us will die — some of us will live. It is upon the survivors the world must depend for leadership.

It has ever been thus. Civilization as we know it today is born of the trials and tribulations of yesterday. All through the ages, the cities of the world have been ravaged by fire, earthquakes, plagues, and devastating warfare. Each time, out of the ashes, the survivors have built anew.

Today, many cities of the world are repairing the ravages of one war, while simultaneously anticipating destruction from a new war. In this country our cities

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did not have the wrath and destruction of war dumped directly upon them. While this is a blessing, it nonetheless leaves open to question the resiliency of our national character. If atomic warfare should rain down upon us, we must hope and pray for the strength to rebuild for tomorrow. To plan for that tomorrow, is our assignment today. For this, the construction industry will need great individualists — thinkers, planners, and do-ers. For never before have our clients, the American people, had such urgent need for leadership and action!

We are now going through the test period of our civilization. The world is filled with uneasiness and unrest. Almost each day, one crisis is superimposed upon another. For at least the next decade, the strength and resiliency of our national character will be sorely tested.

Yet I know we will find the spirit and strength to build and rebuild — to prove in every way that America is truly a great nation — to show that in a very real sense, democracy is a living, breathing, dynamic force, which will carry the world safely through these perilous times.

* * *

THE MENACE OF INFLATION

(From Kohler of Kohler News)

"In a major war (or in a time of intense preparation for a possible war), producers suddenly get a new customer, the government. This customer is in a position to print his own money. With this greatly increased money, the government buys enormous quantities of tanks, guns, and other goods which people cannot eat or use, but which are destroyed. In the late war our own government's requirements were added to by lend lease.

"Production to meet the needs of the populace was further greatly reduced because about 12 million people were taken out of productive occupations to serve the military. With far more money in the hands of the people and far less goods and services available, prices were jacked up."

This statement was made in the November 1948 KOHLER OF KOHLER NEWS in an article entitled "Economics Is Not So Hard."

This, then, is an example of inflation — the phenomenon we are confronted with and which we must control. Inflation feeds on itself and can spiral rapidly, undermining a whole economic structure. Recall the experiences of Germany after World War I and China today — graphic examples of the results of runaway inflation.

The strength of America is based on its productivity. Our production for national defense, as well as our peacetime progress, is founded on the stability of our economy. Production depends on the ability of our industries and farms to pay our workers a wage that can be transformed into the necessities of life. If fiscal conditions should become excessively strained, the pillars of our productivity would begin to crumble.

Already American dollars have been devalued more than 45% in actual buying power since 1939. The white haired couple existing on Old Age Assistance, the elderly worker retired on a pension, the widow trying to keep her family together on Social Security and her husband's savings — these can testify that inflation has whittled down their comforts and their security.

Dr. Walter E. Spahr, head of the Department of Economics of New York University said: "The dollar is going to be worth about 10c in purchasing power *unless the nation wakes up from its monetary dream*. Large income figures, large totals of insurance, of profits, of wage payments, all in terms of a depreciated dollar, serve to feed our illusions. We are in the temporary stage of widespread enjoyment of the intoxication of rising prices. The illusions are similar to those of the opium smoker."

The present administration, the majority of the members of Congress, as well as a high percentage of the American public have been lulled to sleep by the philosophy of spending — which has come to mean, in many minds, a sure cure for all our economic ills.

Before any constructive steps can be taken to remedy our near desperate situation we must wake up to the fact that we have been dreaming, and set our feet on the firm ground of sound economics.

It is sound economics to strive for a balanced federal budget and to halt deficit spending. How can this be achieved when our military demands — and must have — an ever increasing budget for national defense? Taxes must be increased and non-military and non-essential spending decreased. This will call for a changed attitude on the part of the administration and the shelving of favorite pork barrel projects by members of Congress.

Americans as individuals can also wage a campaign against inflation by taking a determined stand against hoarding. When a housewife has 40 pounds of coffee stored away and her neighbor a hundred pounds of sugar, not only are they being unpatriotic but downright foolish as well — and they certainly have no right to bemoan the high cost or the scarcity of everyday household items. As members of a free society, each of us by saving a part of our earnings can take an active part in the program to control inflation, rather than contributing to it by unnecessary spending.

With our standard of living at present the highest of any country in the world, we can afford to cut down on a few luxuries — get along with what we need, not what we want.

The menace of inflation is serious, but when we're awake to some of the things which cause it, and when the present administration assumes an intelligent approach to its control, we can maintain our sound economic structure.

* * *

RECENT HAPPENING

In the architectural game, mistakes may be humorous, albeit tragic, as for example, this account relayed to us by one of our good Up-State tipsters, which incident, he wants it understood, is no reflection on the sheet metal trade.

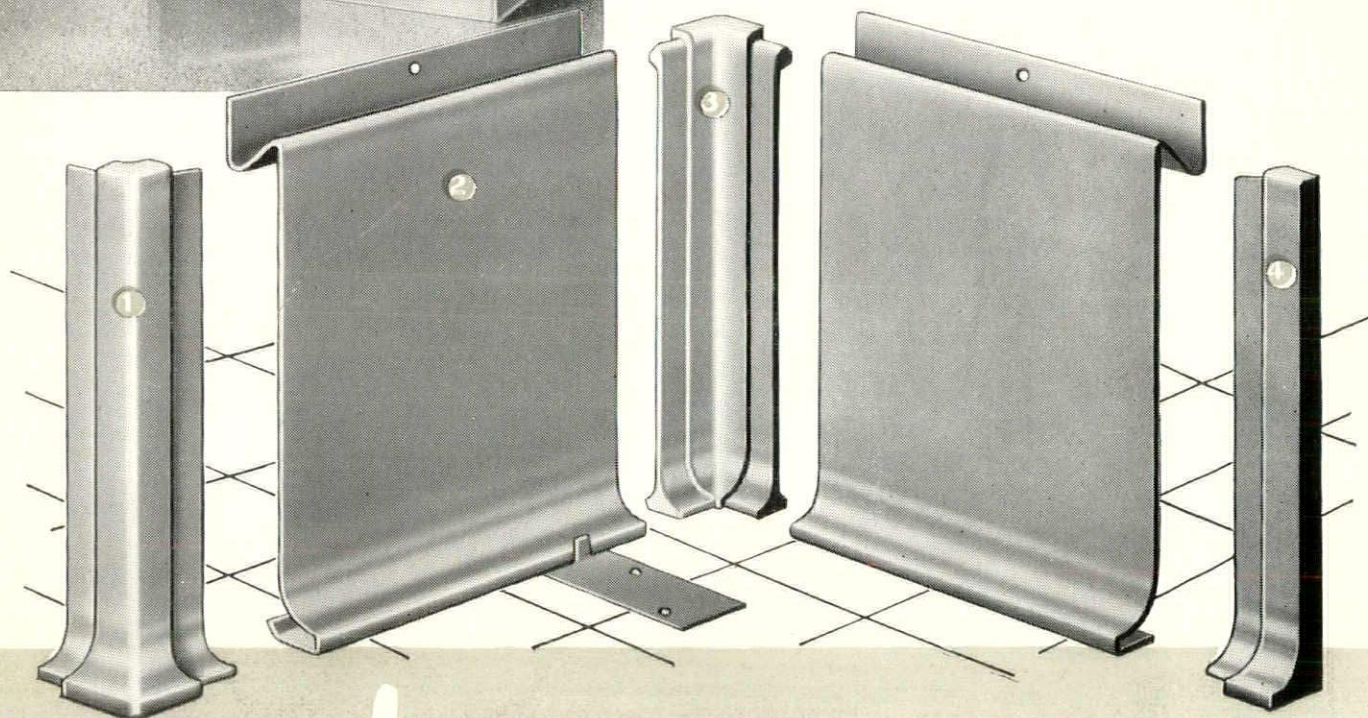
Here is what occurred. "Our mechanical Engineer," says our Tipster, "received a phone call from a local sheet metal shop to hurry over and take a look at a kitchen exhaust hood they had made for one of our jobs, and which was ready for delivery. Our man hustled over and found that something was decidedly wrong. The hood was a beautifully executed job, made exactly as shown on our drawings. There was only one flaw. We had drawn an enlarged half section clearly indicated by section lines, and the fellow had built it exactly as shown.

"He had precisely ONE HALF of a kitchen exhaust hood!"

770

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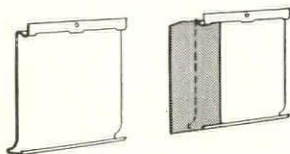
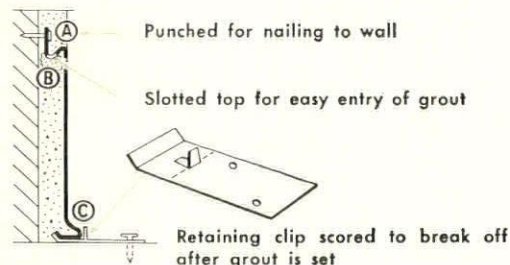


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