

THE WISCONSIN ARCHITECT

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

VOLUME 20 No. 10

OCTOBER 1952



sunday school building
first church of christ scientist
milwaukee, wisconsin
ralph e. schaefer - george g. schneider architects
milwaukee, wisconsin

Photo: Liza-Leigh Hunt

THE WISCONSIN ARCHITECT
Official Publication
WISCONSIN ARCHITECTS ASSOCIATION
A CHAPTER OF THE AMERICAN
INSTITUTE OF ARCHITECTS

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Milwaukee Division Meeting Postponed to December 5

The Milwaukee Division meeting which was to have been held November 20, has been postponed to Friday, December 5.

Francis J. Rose, Milwaukee Chairman of the A.I.A. Committee for Civilian Defense, has arranged the following program:

Speaker: Dr. George A. Parkinson, his topic to be "Administration of Civilian Defense." Dr. Parkinson has been connected with the Civilian Defense Program since its inception and is Deputy Administrator for the Milwaukee Civil Defense and Disaster Program.

Also present will be Martin Wendt and Lawrence Nightingale, Engineers, who will talk on the Engineering Aspect of Civil Defense.

This will be a dinner meeting at 6:30 P.M. at the Joe Deutsch Cafe, 1219 West Galena Street. Further notices will be mailed to the members.

* * *

Northeastern Division Active as Usual

The Northeastern Division of the Wisconsin Architects Association has been having some very interesting meetings. We hope to have the details for the next issue which will be out literally on the heels of this present one. We have commented before on the interesting activities of the Northeastern Division, and they're still carrying on.

* * *

Wisconsin Architects Association Convention, February 19, 20, 21

Dates for the Annual Convention of the Wisconsin Architects Association have been settled upon as February 19, 20, 21, 1953. The Plankinton House, Milwaukee, to be the headquarters.

* * *

Arthur O. Reddemann, Architect Has Opened His Office at 3420 W. Center St.

Arthur O. Reddemann, A.I.A., Architect, announces the opening of his office at 3420 West Center Street, Milwaukee 10, Wisconsin. His office telephone is Hilltop 2-8700 and his residence telephone is Concord 4-3589.

Mr. Reddemann is a member of the Board of Directors of the Wisconsin Architects Association and Chairman of the Program Committee for the Milwaukee Division.

The Wisconsin Architects Association Visits Kohler

By ELIZABETH SCOTT HUNT

Put down Friday, October 17, 1952, as just about the most entertaining, the most enlightening, and all in all the most complete day you've ever spent. That was the day the members of the Wisconsin Architects Association journeyed to the Village of Kohler to be the guests of Kohler of Kohler.

You had crossed your fingers for a perfect day. It was a perfect day. There had been, during the night, the first snow fall of the year. Snow that blanketed the early morning countryside and cuddled close to the trunks of trees defiantly leaf-topped with all of autumn's brilliant foliage. But the roads over which you drove, clear and dry as of a summer's day.

And presently — it seemed no time at all — you had arrived in the Village of Kohler.

TOUR OF THE PLANT

It was 9:30 in the morning. Architects from all over the State were assembled in the lobby of the General Office Building, each given a visitor's tag to attach to his lapel, the visitors divided into groups, each group with a guide. The trek was on.

And it was a trek. By foot, that is. They walked, and they walked, and they walked, and they walked. Exactly TWO and ONE HALF MILES! (Including your chronicler, there for the sole purpose of giving you this eye witness account.)

Well, they walked. We all walked, and walked and walked. In, and through, and out building after building. However, there were such amazing things to see that not until the end of the excursion were you aware of the feet which had propelled you along the way. Then did those feet become vocal.

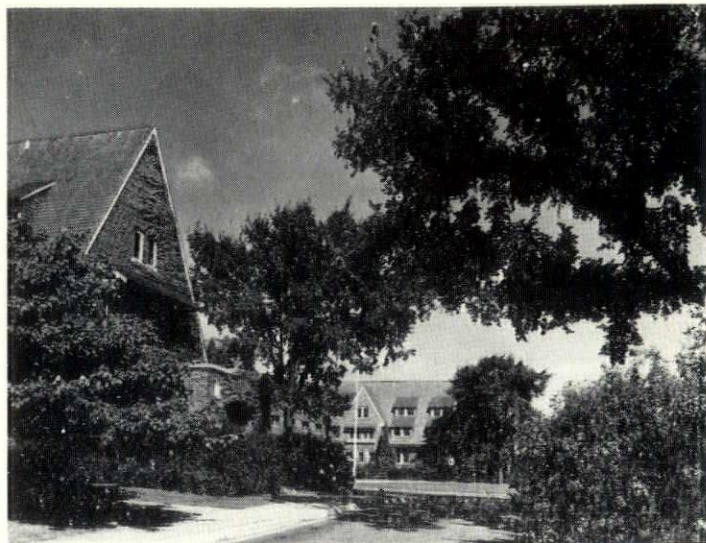
Feet or no feet, it was worth it. Never did you see such a plant. Efficiency. Precision. Modern work-



The Waelderhaus



A Village Street



The American Club

ing conditions. Ideal working conditions. Harmonious atmosphere. And above all, a continuity that would seem impossible to achieve.

You saw everything on that tour through the Kohler Plant. You saw, from start to finish, the manufacturing of vitreous china lavatories. Sinks of acid-resisting enamel on rigid cast iron. And the bath tubs! The bath that you nonchalantly flip into with nary a thought save the resultant sensation of cleanliness and exhilaration. No analysis of the science and man hours that had gone toward achieving this finished product. Next time you stand before your Kohler bath, salaam.

And Architects, as you specify Kohler fixtures, don't think of them only as K-525-F, or K-1600-A. Think of them as entities. Something individually created. But you will if you went on that tour of the seventeenth.

So we teed off from the office building to a huge 1060 feet long day-lighted building. Only a very few spots of artificial illumination. There was no need, what with the roof of skylights and the immense windowed walls. This was the Pottery Building where you saw the molding and casting of vitreous china lavatories. Green ware that must go through several days of drying and other manipulations to be ready for firing. Further on you saw lavatories, readied for firing, loaded on cars, the exact number of units on each car and each piece spaced identically to insure against uneven firing.

How foolhardy attempting to describe the development of these vitreous wares or other products. You'd only find yourself floundering, lost in the intricacies of it all. How could even a technically minded layman in some two hours absorb anything more than the highlights? So, like Milton Berle's TV secretary, let's say, "It's bigger than both of us."

On with the tour, sticking to the highlights.

Again out of doors in the brisk winter air to the Brass Building, where we saw the manufacturing of valves, pipes, chromium-plated brass fittings, etc., etc., etc. Buffing and polishing.

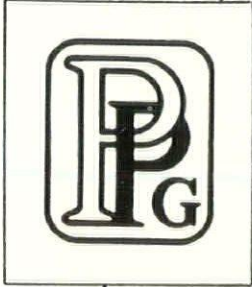
THE BATH

And again out of doors on the third lap. The Foundry. Here you're in awesome, gigantic surroundings. You're not a god entering Valhalla. You're

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an insignificant, inconsequential molecule. That's how vast and inspiring the Foundry is. And this is where you vow never again to step into your bath without first salaaming.

You're not so impressed during its formulative stages, but wait till you see what that tub goes through to emerge an enameled cast iron colorful bath of perfection. Cast in a fiery furnace. And as though that weren't enough, in and out of some more furnaces. And somewhere in between these furnace trips it gets sprayed, quicker than you can say Jack Robinson. At length, after all this torture, it's wheeled away for a chance to cool off, alongside its contemporaries. And that's the story of a Bath.

A visit to the Power House where both electricity and steam are generated. The green enameled enclosure, trim and spotless as a hospital's operating room.

Up the street to the Show rooms for a view of the finished fixtures. Let's say here that during the long tour, time did not permit our viewing of all the Kohler Company's achievements which span from the preparation of Kohler Cleanser to the manufacturing of heating equipment.

It was noon. So to the American Club. There for an extraordinary luncheon in the Early American

Room and to be greeted by our host, President Herbert V. Kohler, and other executives.

THE VILLAGE OF KOHLER

In his address of welcome, President Kohler asked Milwaukee's Richard Philipp, Architect for the Village of Kohler, to take a bow and then called upon L. L. Smith, Vice President of Kohler Company, to give a brief account of the history of the Village.

The Kohler Company was established by John Michael Kohler in 1873.

"When the Company moved here from Sheboygan in 1899, due to need for expansion, this was farm land and there was no village," Mr. Smith explained.

He told how the employees began gradually to build houses near the plant, not alone to be near their place of business, but because it was so ideally situated. As a community began to develop, there was concern that the natural beauty of it all might become too commercial. So Walter J. Kohler, former governor of Wisconsin and head of the company, studied the matter, and with Richard Philipp, visited the garden cities of England and Europe, consulted with various town planners, and the village plan was worked out. The previous year, 1912, the Village had been incorporated before the plans got under way.

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The Village has a population of 1800 but the company employs 4500 people who come from far and near. Mr. Smith explained that the people own their own homes. The places of business — grocery stores, meat markets, etc. — are privately owned, completely unconnected with the Kohler Company. Neither has the company control of the Village. It is run by the people, governed as any other city or village, each person having but one vote.

There is the public school, its high school, fully accredited.

"The Village has all of the modern facilities," Mr. Smith said in closing, "and as to its appearance, including the architecture of the buildings, you can judge for yourselves."

Alvin E. Grellinger, President of the Milwaukee Division, introduced Gregory G. Lefebvre, who as October Chairman for the Milwaukee Division, had instigated the visit to Kohler.

TOUR OF THE VILLAGE

And now the tour of the residential section. You can't find adequate superlatives to describe the enchantment of this Village. The charm and perfect architecture of the dwellings, each designed specifically for its owner, each different but resulting in an over-all harmonious unity. The landscaping couldn't but be perfect in such a setting. And there is the

modernness of the city suburb with its paved streets, but you're unaware of the modern touch. You're aware only of the vast rolling, wooded country all about you and the whiff of clean, pure country air.

Finally, the Waelderhaus. High on a hill overlooking the Sheboygan River, the Waelderhaus sits in a midst of great trees. This immense square-timbered structure is a replica of that in Vorarlberg, Austria, the birthplace of John Michael Kohler. It is the headquarters of the Kohler Girl Scouts, but is used for other Kohler activities.

You walk upon solid oak floors and in the great main room, or Saal, you look up at a handsomely carved pine gallery, and everywhere you see on doors and windows, wrought iron hardware.

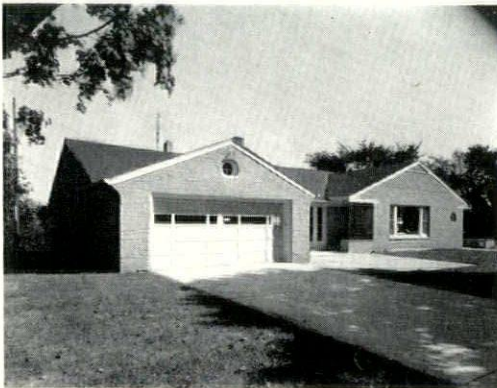
There is so much to say of the Kohler Company, the fine architecture of the buildings and the ideal rural atmosphere of the Village, you don't know where to stop. However, we can't go on forever. So we can only say, Thanks. Thanks. Thanks a lot.

ADDENDUM

At the luncheon, Mr. Kohler told the guests that they were to be sent vases of Kohler Pottery, asking each to name the shade he preferred. The vases have been received . . . Mr. Architect, a warning to you. Should the good wife drop into your office, keep your eye on the vase, else it will be homeward bound. It is exquisite pottery.

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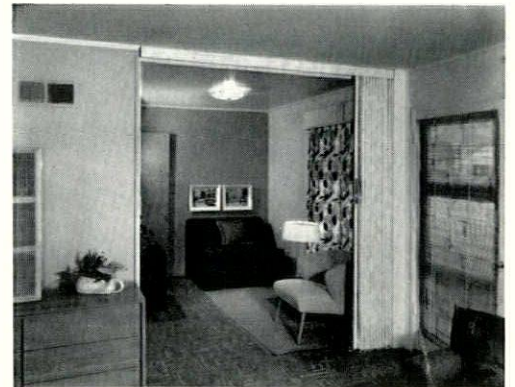
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Exhibitions of Architecture Honor Awards Competition for Registered Architects and Exhibit Open to All Members Wisconsin Architects Association, A Chapter of A.I.A. 1952-1953

Again this year awards will be made for distinguished buildings. Entries will be shown at the Milwaukee Art Institute in a joint exhibition with the American Society of Decorators, beginning December 12, 1952, and closing February 2, 1953. Judgment of the work of the Architects will be made before the exhibit opens and independently of the work of the Decorators.

In addition to the work submitted for Honor Awards (which must be the work of registered architects) there will also be accepted exhibits of the work of all persons working in the field of Architecture who hold membership of any grade in the Wisconsin Architects Association. This work will be exhibited but no awards will be made. In the detailed information which follows, the rules for the Honor Awards Program are contained in Program I — State A.I.A. Awards and Rules for the submission of other work are contained in Program II — Architects' Exhibit.

PROGRAM I — STATE A.I.A. AWARDS

NOTE: All persons entering work under this program may enter work also under Program II which follows.

ELIGIBILITY

All entries shall be the work of registered Architects who are members of the Wisconsin Architects Association.

CLASSIFICATION

Entries will be accepted in any of the following categories, but no entrant may submit more than a total of four buildings for consideration. The Jury will be instructed that in case no exhibit in a particular category appears worthy of award, no award need be made.

1. Educational.
New buildings or major additions to existing buildings.
2. Hospitals.
3. Municipal and Governmental Buildings.
4. Industrial Buildings.
5. Commercial Buildings.
6. Commercial Remodeling.
7. Ecclesiastical Buildings.
8. Residential. (Up to and including buildings for 2 families.)
9. Multiple Housing.
10. Unclassified.

All exhibits shall be designated by category. However, the jury will be given the power to make awards to any entry in a category other than that under which it was entered.

MANDATORY RULES OF SUBMISSION

Mounts

All entries shall be on mounts of $\frac{1}{8}$ " thick tempered Presdwood, 40" by 40". All four corners of each mount shall be rounded at a radius of 1 inch.

Not more than two mounts shall be used to present any one building.

At the bottom of each mount leave a blank space 4" high the full width of the mount. This blank space shall be used by the entrant only for his identification symbol and descriptive data envelope as described below.

To provide for possible photographic reproduction of winning entries, keep all lettering on mounts at a minimum amount and a maximum practicable size and preferably black on white.

Photographs of the Building

Exterior — At least two photographs which together shall show all principal exposed sides of the building.

Interior — At least one photograph.

Photographs shall be monochrome prints on matte surface paper.

Plans

Site Plans — at small scale.

Floor Plans — Present enough plans to explain the building completely.

All plans shall be at scale which shall be shown graphically.

Plans shall be poche plans, either originals or prints. Do not present working drawings.

Descriptive Data

1. In the right hand corner of the blank space at bottom:
 - a. A number drawn 2" high to indicate the category in which the exhibit is entered. These numbers shall be those used in the list of categories above.
 - b. An identifying symbol or device drawn 2" high.
2. Concealed identification:
 - a. On the back of the mount letter in ink:
Name and location of project.
Name and address of Architect.
Name of Owner.
Name of General Contractor.
 - b. This identification shall be covered with opaque paper securely fastened and sealed at all edges. Paper shall be able to resist tearing in handling. Use care that paper does not adhere to identification.

OPTIONAL EXHIBITS

In addition to the above described MANDATORY requirements the following additional exhibits may be submitted:

1. On any one mount a photographic print in color, of any size, may be submitted.
2. Supplementary information describing program requirements, technical data, materials, type of construction, special or unusual conditions of problem and cost. This data, if supplied, shall be limited to two typewritten pages of letter size bound together and placed in a blank, open, business-size envelope securely attached to face of mount at center of the 4" lower margin. The first sheet shall bear the identification symbol but no other identification shall appear.

JURY

The Jury will be appointed by the Executive Board of the Wisconsin Architects Association. It will be composed of five members, as follows:

Three Architects — non-resident in Wisconsin.
Two laymen.

AWARDS

Three awards will be made in each category,

1. First Award
2. Second Award
3. Honorable Mention

The Owners of the buildings receiving Awards will be given suitable plaques for attachment to the building. Both Owner and Architect will be given certificates of award.

ANNOUNCEMENT OF AWARDS

The Jury will make a report in writing to the Exhibitions and Honor Awards Committee for announcement to the press on December 12. Notice to individuals winning awards will be made before the Annual Convention in 1953.

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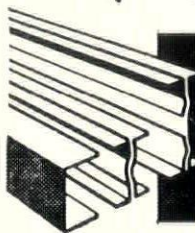
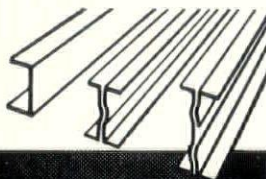
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CLOSING DATE, REGISTRATION AND FEE

All entries to the exhibition must be received at the Milwaukee Art Institute by 5:00 P.M. on December 1, 1952, to be eligible for an award.

Registration blanks stating intent to exhibit must be filled out and returned by November 20, 1952, accompanied by the required entry fee. Blanks are enclosed with Program. A registration and hanging fee of \$5.00 shall be paid for each building submitted.

Registration blanks and fees must be received by November 20, 1952. Mail them to:

Mark T. Purcell
1920 Monroe Street
Madison 5, Wisconsin

Fees sent by mail shall be Checks or Money Orders payable to Honor Awards Committee, A.I.A.

EXHIBITION

Contestants are notified that all exhibits submitted may not be hung. The fee paid for exhibits which are not hung will be returned to the entrant.

It is likely that exhibits which are hung may be sent to other parts of the state for exhibition after the show at the Art Institute has closed. It will be considered by the Committee that each entrant, in submitting exhibits of his work, gives his consent to having them included in this traveling exhibit.

WRAPPING AND SHIPPING

The exhibits presenting each building shall be wrapped separately so that no package contains more than two mounts. Each package shall be prominently marked "A.I.A. Awards Exhibit" or "Architects' Exhibit" according to which program is being entered.

Exhibits entered in either program shall be shipped completely prepaid to:

Milwaukee Art Institute
772 North Jefferson St.
Milwaukee 2, Wisconsin

PROGRAM II — ARCHITECTURAL EXHIBIT**Note:**

All persons entering work under this program may enter work under Program I also, if they are eligible. This program is open to all Wisconsin Architect Asso-

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PURPOSE

To admit for exhibition any material such members may feel is suitable for public display but which for any reason they do not wish to submit for Award.

MANDATORY RULES

These are the same as those for Program I with the following exceptions:

1. In addition to the categories listed, entrants may submit details or parts of buildings, landscape projects or examples of performance in other arts related to Architecture.
2. Exhibits of projects which do not fall in the categories listed shall be identified as to category in 2" high letters on the face of the mount but not within the 4" high lower border.
3. All exhibits will be screened for showing. Those selected will be hung in a separate part of the exhibition but no prizes will be awarded.

COMMITTEE ON EXHIBITIONS & HONOR AWARDS

Mark T. Purcell, Chairman; Carl Lloyd Ames, Vice Chairman; Wallace R. Lee, Jr.; Fritz von Grossmann; Theo. H. Irion; E. A. Stubenrauch; Thomas H. Flad; R. J. Van Lanen; Anthony Wuchterl.

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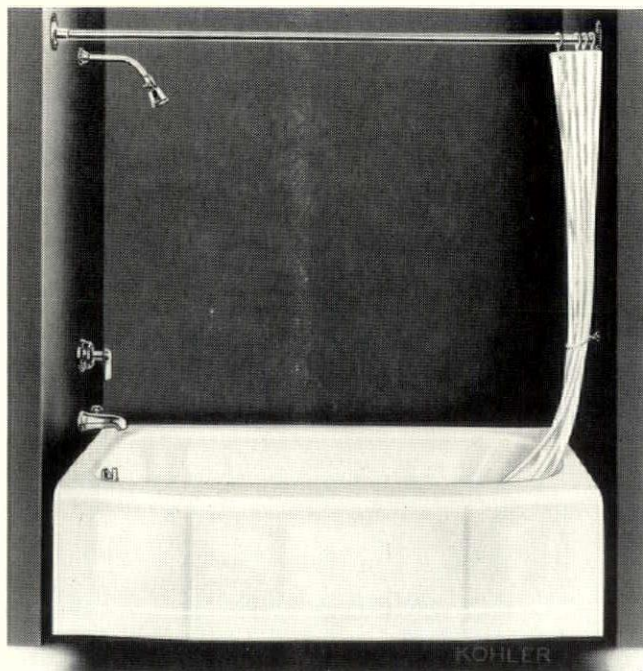
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