

April 1955

# the Wisconsin Architect

## *Lutheran Church*



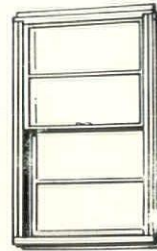


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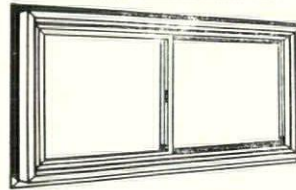
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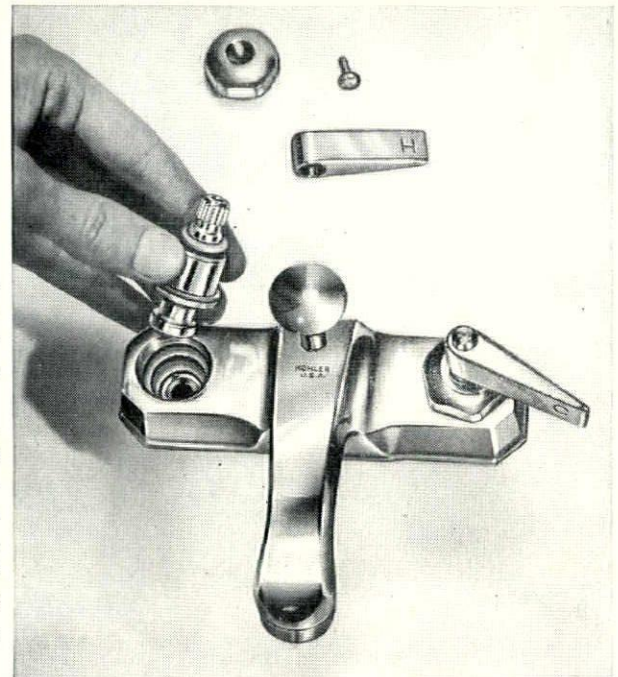
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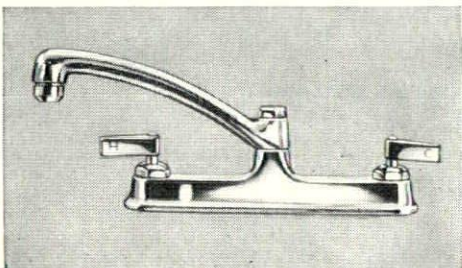
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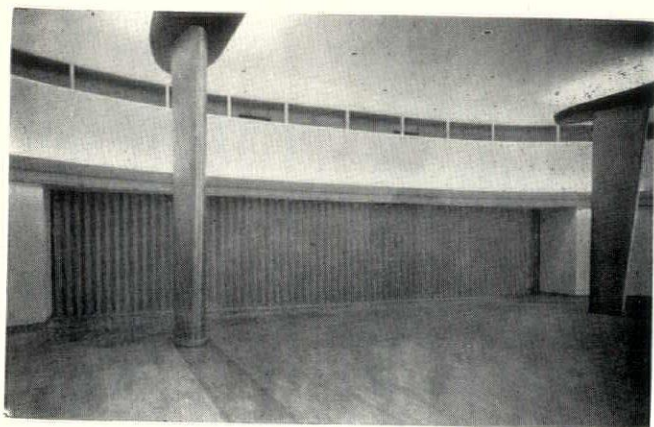


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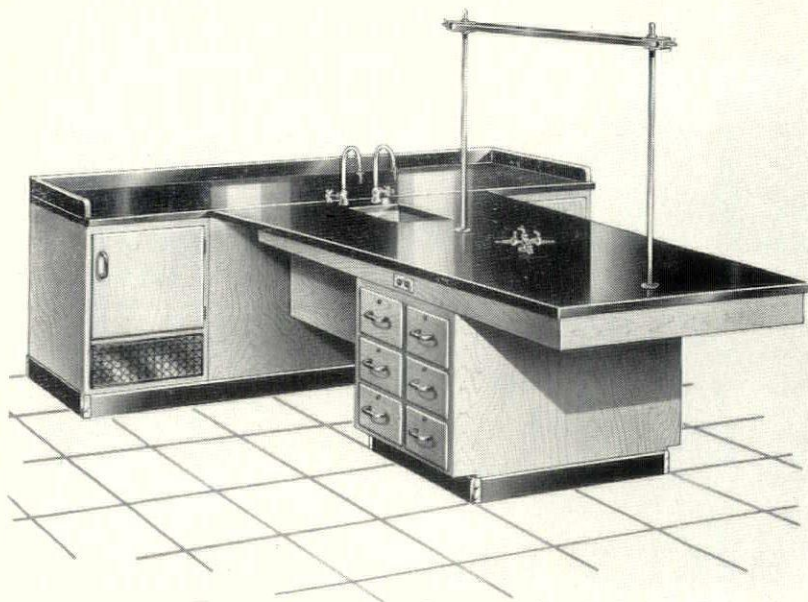
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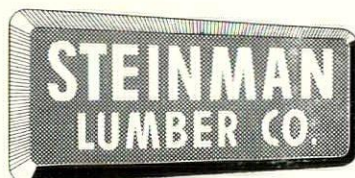
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## Editor's Note

On pages 5, 6 and 7 the Wisconsin Architect is pleased to offer its subscribers the 1955 roster of the Wisconsin Architects Association, along with a listing of committee appointments for the current year. Additional copies of this section alone will be available in limited numbers.

It is regretted that space limitations imposed by the printing of the 1955 membership roster require that the conclusion of Mr. Walter H. Kilham's series will not appear until the next issue.

## COVER COMMENT

The altar of Trinity Lutheran Church, Stevens Point, Wisconsin, designed by Donn Hougen, A.I.A., is pictured on this month's cover. A three stop pipe organ is located behind the redwood screen to the right. The church seats 430 persons.

## THE WISCONSIN ARCHITECT

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A Chapter of the American Institute of Architects

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## Expert Discusses Merits of Incorporation at WAA Convention

This is the first installment of an address given to the Wisconsin Architects Association annual convention February 11, 1955, by Edward T. Bardwell, agent of the Equitable Life Assurance Society of the United States. The views presented in this and succeeding chapters are Mr. Bardwell's and do not necessarily reflect those of this magazine.

by Edward T. Bardwell

I shall endeavor this afternoon to present an objective, yet non-technical discussion of the relative merits of a partnership versus the corporate entity in the practice of architecture. Much has been said in the past regarding this matter and probably much more will be said in the future because of its controversial nature. I hope I can present my views in such a manner so as not to touch off the controversy anew. I shall base my theme on the belief that the corporate entity is the most practical and feasible form to utilize for the practice of your profession.

With this thought in mind, let us for a moment consider some of the problems facing the architect of today. This period of inflation and high taxes has created certain adverse situations which make the accumulation of moneys from current earnings extremely difficult. I don't mean to imply that saving is impossible, but rather that large scale accumulations for the purpose of retirement is virtually impossible.

Because of the abrasive nature of our current tax system, the situation of "dying at the drafting board" is becoming all too common. As most professional men, you have a limited number of years to be productive. With changing ideas and methods the once prominent architect can find himself suffering extreme financial losses in his old age. The old timers hanging on because of necessity merely present a stumbling block to the younger, more aggressive men trying to get established in the profession. Top positions are



Edward T. Bardwell

usually frozen in an arrangement of this type; professional conflict usually results; ramifications detrimental to your group as a whole seem to be the ultimate conclusion. Certainly each of you, out of necessity, is vitally interested in the perpetuation of the architectural profession. This can only be done through some formal, orderly system of replacement. A system which will allow the superannuated persons to gracefully retire and thus give the younger persons the opportunity to express themselves.

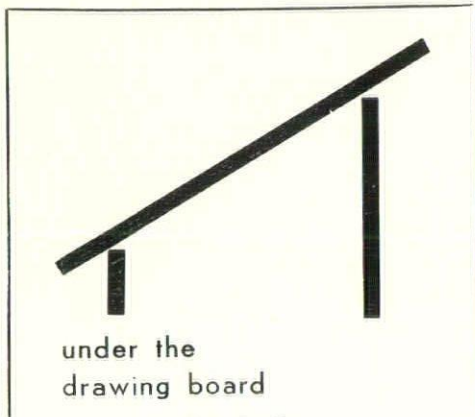
You gentlemen as successful architects are being cheated of your most valuable asset — your knowledge and professional skills. Each of you that is practicing as part of a partnership or sole proprietorship is losing untold thousands through your inability to place the proper significance on your "human values". In death your practices are worth only the second-hand value of a drafting board, tee square, a few miscellaneous supplies and your accounts receivable. This certainly is far from the true value of your ability and the goodwill you have established for yourself and for the firm with which you have been associated.

Each of you also is probably paying your silent partner, Uncle Sam, thousands of dollars unnecessarily each year because of your inability to control your current income and your inability to avail yourselves and your firms to certain sections of the Internal Revenue Code which gives relief from this excess taxation. All of these problems I believe are somewhat common to most of you.

Let us consider for a moment the

(Continued on Page 10)





by Archy

Old Mehetibal had a little Boswell who lived under a typewriter. When she got sore at him she would raise her garbage soaked paw and send him scurrying to the safety of the keys. (Did you ever examine the intricacies of a typewriter?) We're luckier, we can scamper under a drawing board and be safe amid a decade old collection of paper clips, pencil stubs, sand pads, cigarettes and even an old cork or two along with some speaky cards.

Of course there are some more fashionable offices which clean even under the boards. Hope to find a draftsman or two, gentlemen? They are the men who read FORTUNE, study the liquor ads and at five o'clock leave a clean desk. Not a scrap of paper or paper clip out of place.

They're not the boys to whom Nikita Khrushchev was speaking in a recent speech demanding mass production techniques in Soviet housing, "The architect needs a beautiful silhouette, but the people need apartments . . . architects should learn to count money."

Methinks some of our Badger archies do it too well. "The hell with pure architecture, that's for the fancy boys," they say. "Let's make it while we can." So they load up their offices with as many jobs as they can lay their hands on or can grab out from under the noses of their colleagues. Net result being that the client, once he signs the contract, amid feverish promises of delivery, cools his heels waiting for drawings. When he gets them, more often than not, they're some old job hashed over with some diluted Worcestershire added.

And who suffers? The unsuspecting client, the profession, or the architect? We think they all do.

A speaker at the recent State convention (not an architect) stated that architecture is not a profession, it is a business. Only one of our favorite

men stood up on his feet and protested. Some of the others nodded in smiling approval while the minority growled and sat on their hands. We went away feeling that most of the lads wanted it to be a two headed monster. Maybe it can be a business and a profession without "planning factories."

At the other end of the stick is the architect who takes a few jobs at a time and gives them loving

care, pouring into each all that he has at his command. He may not wind up as the richest man in the cemetery but while he's with us he can call it a profession without flickering an eyelash. And the fortunate client lives happily forever after.

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(Continued on Page 10)



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 Madsen, Christian, 303 Prairie St., Stevens Point  
 Schober, Max W., 310 Pine St., Green Bay

**HONORARY**

Colnik, Cyril, 531 N. 8th St., Milwaukee  
 Stillman, Henry M., Route 1, Sussex  
 Whitney, Charles S., 724 E. Mason St., Milwaukee

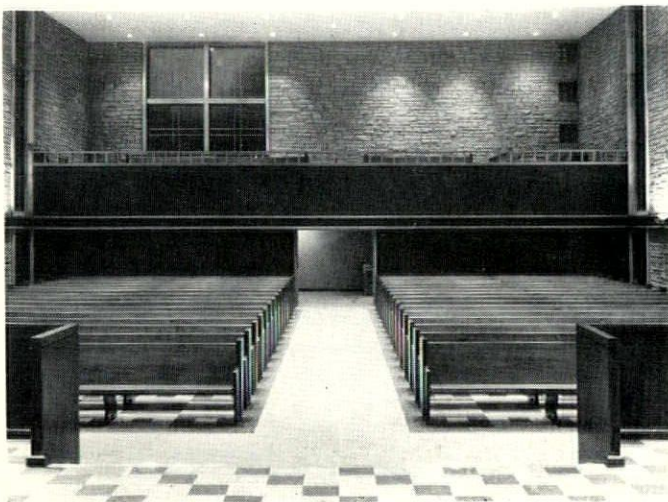
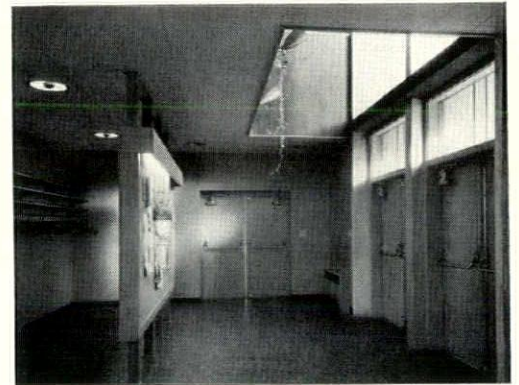




## *Trinity Lutheran Church Stevens Point, Wisconsin*

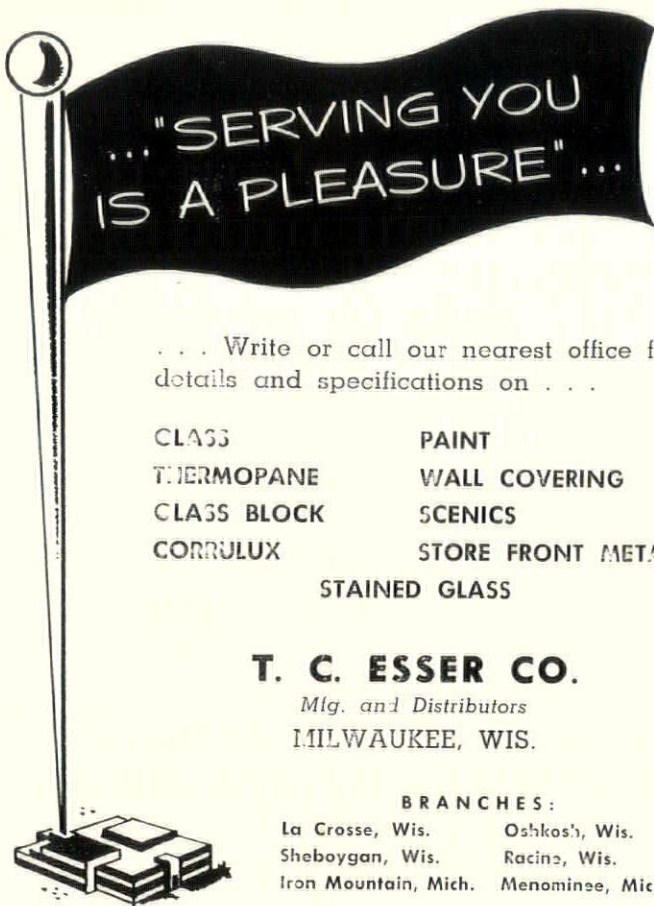
*Architect: Donn Hougen, A.I.A., Wisconsin Rapids, Wis.*

*Contractor: Ellis Stone & Construction Company*



Trinity Lutheran Church was designed to seat 430 persons, provide a Sunday school, social hall, kitchen, study and offices. Multiple use of a basement area provides Sunday school classrooms when a series of folding doors are closed and a social hall seating approximately 200 persons when they are open. Provision has been made for a very active choir of approximately 40 members.





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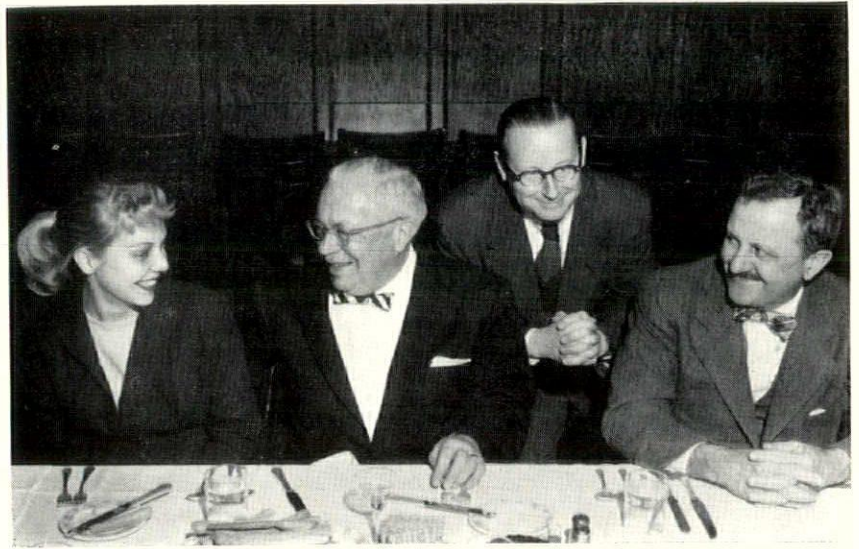


## Bardwell . . . (Cont'd.)

partnership and corporation in their own light. In general the partnership or sole proprietorship form of doing business contributes heavily to the creation and continuance of these problems. Partnerships and sole proprietorships certainly do not afford the opportunity to its members for the accumulation of cash through the business entity itself. All earnings must be distributed each year and only very limited surplus can be retained for operating expenses. This, in a period of prosperity in your profession, is like washing money down the drain. This situation in turn makes it almost impossible for the older men in the profession to retire with any comparative ease and this factor in turn makes it very difficult for the younger man to gain his foothold in the profession. You can see that a chain reaction results from your inability to accumulate and the presence of excessive taxation. The fact that a partnership or sole proprietorship cannot take advantage of certain sections of the Internal Revenue Code which provide specific relief for these problems only serves to make the problem more acute.

With the very limited legal life of a partnership or sole proprietorship certain other disadvantages occur. In death of one of the partners the only alternative the remaining partners have is to buy up the interests of the deceased partner, usually at a ridiculously low figure in relationship to his actual worth to the firm, or liquidate the firm and reorganize another. In either of these alternatives the loss to the family of the deceased partner and the disruption of normal business through reorganization to the remaining partners, can only result in a serious financial loss to all parties concerned. This limited legal life makes it extremely difficult for the younger, more aggressive members of the firm to properly continue the established practice after the demise of one of its senior members.

The orderly replacement of superannuated persons in your profession can never be adequately accomplished with the use of the partnership or sole proprietorship entity. Most of you are making better than average incomes during your years of practice, yet because of your inability to control your income you are suffering tremendous tax losses.



Above, left to right, are Marcia Trestrail, Urban Peacock, Robert Potter and Ted Eschweiler at a recent Milwaukee division meeting.

## New Zurn Bulletin Describes "Easier to Clean" Kitchen Fixtures

More sanitary, easier-to-clean kitchens in hotels, motels, restaurants and school cafeterias are now possible by literally clearing the floor of tables, kettles, steamers . . . even kitchen sinks, according to a new Zurn Bulletin, No. 54-7A.

The new bulletin describes how this is accomplished and contains actual photographs of the Zurn system in use showing how the system supports these fixtures entirely off the floor, affording quick and easy kitchen maintenance.

The bulletin also contains illustrations and descriptions of Zurn "Greaseptors", (grease interceptors) and presents a selection of floor drains recommended for kitchens.

Consisting of four pages, the new Zurn Bulletin is filed under AIA File No. 29-H-8. The J. A. Zurn Manufacturing Company, Plumbing Division, Erie, Pa., will send the bulletin upon request.

Your silent partner, Uncle Sam, could conceivably make as much from your efforts as you make yourself. Please don't get the impression that I am opposed to the payment of your proper income taxes. I am merely suggesting that if methods which result in a lesser tax can be found it would be wise for all of you to investigate their ramifications completely. Obviously the partnership or sole proprietorship offers no relief in any of these areas.

(Continued in next issue)

## Milwaukee Member, Marcia Trestrail, Studying in Mexico

Marcia Trestrail, formerly of Urban F. Peacock's office, has taken leave of absence to study at the University of Mexico.

Miss Trestrail intends to study languages and design, although she expects to be slightly hampered by lack of knowledge of Spanish.

Letters from Miss Trestrail indicate her enthusiasm for Mexico's buildings.

Miss Trestrail's course of study has not as yet been determined in detail but she intends to concentrate on Spanish in order to permit additional studies using this language directly.

## Archy . . . (Cont'd)

that enlightening tidbit along with some other fascinating aspects on being an Architect in a pamphlet written by our esteemed colleague Pietro Belluschi, Dean of Architecture at M.I.T. "Should Your Child be an Architect?" and it's free from the New York Life Insurance Company. A four-star appraisal of the profession!

You should have copies available for the youthful and hopeful lads who want to become architects and come to you for advice. Don't say a word but give him the pamphlet with a smile and send him home to read it carefully. You do the same



## APRIL BOARD OF DIRECTORS ACTIONS

Applications for corporate membership by Willis C. Leenhouts, Milwaukee, and Robert L. Rowland, Green Bay, were approved at the April 2 Board of Directors meeting.

The agenda for a mid-summer meeting of the Association, tentatively planned for August 5 or August 12, was discussed. The following items were suggested:

1. Consideration of a revised fee schedule.
2. A change in the name of the Association from the Wisconsin Architects Association, a Chapter of the American Institute of Architects, to the Wisconsin Chapter of the American Institute of Architects.
3. Consideration of the Code of Interprofessional practice for Architects and Engineers.
4. Collection of a fund for reserve and administration.
5. Administrative changes in the By-laws.

A recommendation to the American Institute of Architects that it hold its 1961 convention in Milwaukee was approved by the Board. This changes the action at the convention, moving the invitation back one year so that the national convention could coincide with the fiftieth anniversary of an architectural association in the state of Wisconsin, as suggested by Edgar Berners.

Roger Herbst, chairman of the 1955 convention committee, and his committee were officially commended for the convention's success.

The Board confirmed the committee appointments which are listed on page 5 of this issue. Members who find they will not be able to serve on the committee to which they are appointed have been requested to communicate their wishes to the Board of Directors at once.



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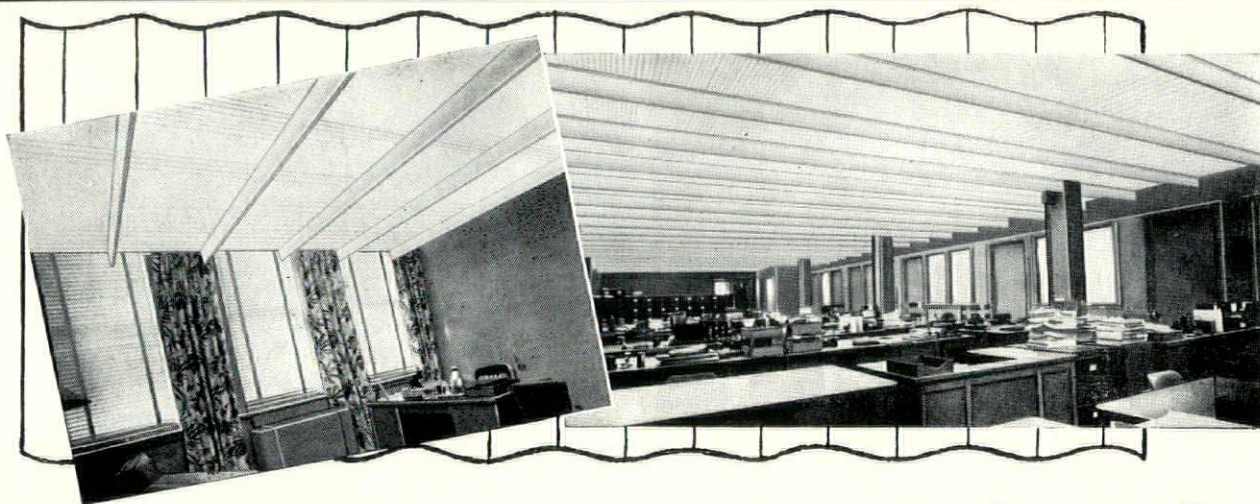
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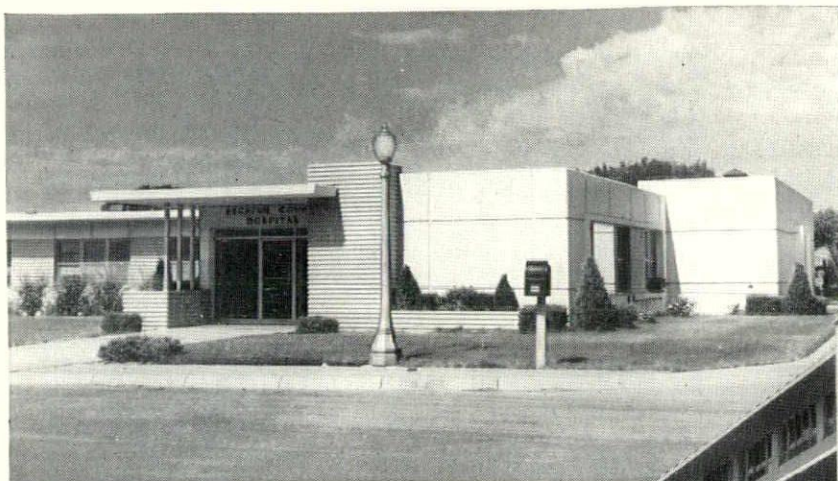
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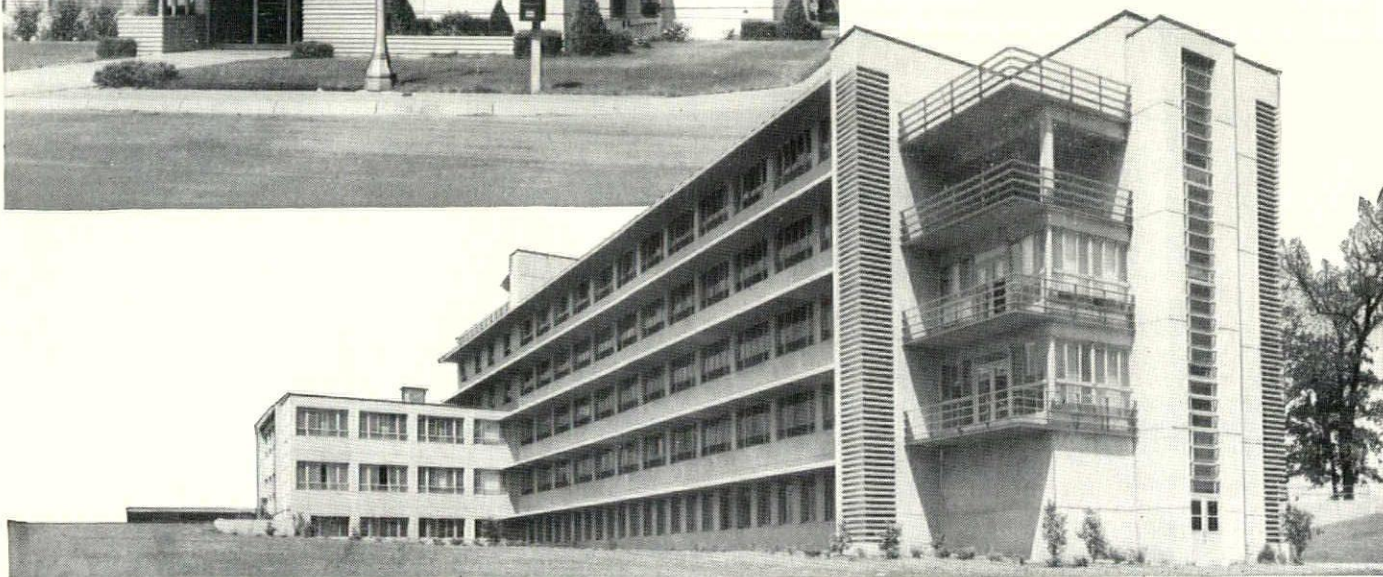
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Architectural concrete gives large or small hospitals a clean-looking, attractive appearance. Left: 20-bed Decatur County Hospital, Oberlin, Kan. T. W. Williamson & Co., Topeka, architect and engineer. Below: 120-bed Jackson-Madison County Hospital, Jackson, Tenn. Architect: J. Frazer Smith, Inc., Memphis; structural engineer: A. R. Jessup, Nashville.



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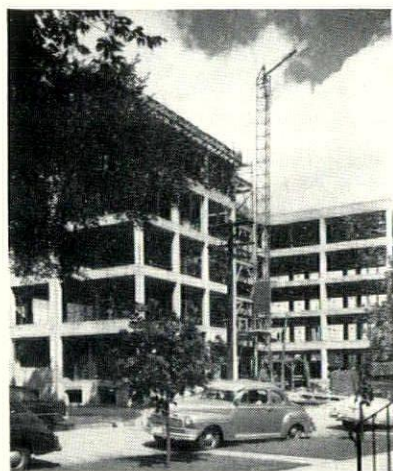
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Concrete frames and floors ensure structural strength of McNeal Memorial Hospital addition for nurses' residence in Berwyn, Ill. Architects and engineers were Burnham and Hammond, Chicago.

Right: utility and restful charm can be achieved with concrete masonry interiors, as in the laboratory and reception room of the Phillip Fife Medical Building, Guthrie, Okla. W. H. Schumacher, Oklahoma City, was architect and engineer.

