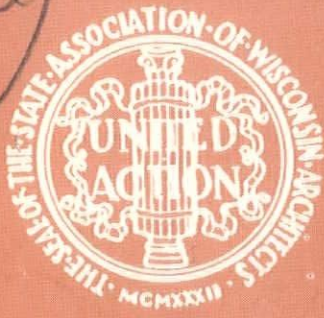


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THE WISCONSIN ARCHITECT

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Vol. 8 No. 4

THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin
Architects

•
Wisconsin Chapter, The American
Institute of Architects

•
Producers' Council Club of Wisconsin

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March Meeting of the Executive Board State Association of Wisconsin Architects

The regular meeting of the Executive Board of the State Association of Wisconsin Architects was held at the Plankinton Hotel in Milwaukee on March 2, 1940.

The meeting was called to order by President William Mickelsen at 10:30 A.M.

The following members were present: William Mickelsen, B. H. Knobla, Noel Safford, Leigh Hunt, Walter Memmler, Emiel Klingler, Edmund J. Schrang, Edward Wettengel, Gregory Lefebvre, William Schneider, Wallace Brown, Gerrit DeGelleke, and Arthur Seidenschwartz.

Mr. C. Madsen was represented by proxy.

The minutes of January 6 meeting were approved as printed in the "Wisconsin Architect."

COMMITTEE REPORTS

Editor of Wisconsin Architect—

After some discussion on the advisability of printing architectural photographs and articles by Wisconsin architects in the magazine, it was moved and seconded that the editor is authorized to publish material which is of material benefit and interest. Motion was adopted.

Publicity Committee—

Mr. Brust, chairman of the Publicity Committee, presented his final report on the advertising campaign of 1939. Considerable discussion on the subject of advertising followed, and it was moved and seconded that the report be accepted and made a part of the minutes. Motion was adopted.

The Publicity Committee recommends that the balance of \$34.79 and any other accumulated money in connection with the assessment for Advertising be placed in the general fund.

(See Accounting on page 4)

Legislative Committee—

Mr. Knobla, chairman, reported that he had written the Attorney Generals of all states asking them to send complete information relative to their State Lien Laws. Mr. Knobla reports that he has received favorable responses and in the near future will have complete data on lien laws compiled for further consideration.

Membership Committee:

Mr. Brown, chairman, reported that all of the district members of his committee had been notified to proceed along certain lines to aid the Secretary in the collection of dues from active members. Mr. Brown has also prepared an invitation letter to be sent to all non-active members and newly registered architects in the State of Wisconsin inviting them to become affiliated with the Association.

Educational Committee:

No report.

Housing Committee:

Mr. DeGelleke reported that he has met with the civic committee in charge of Milwaukee Lake Front Development to which he had been appointed by the President and that he has been appointed chairman of this Committee.

Small House Committees

Mr. Schrang, chairman, reported that the committee is busy working out details and will be ready to make a report at the next Executive Board meeting.

Building Congress of Wisconsin:

Mr. Memmler reported that the Building Congress of Wisconsin elected its officers at a meeting held on February 13. Alex C. Eschweiler, Jr., was elected President. A committee was appointed to study the revision of the By-Laws. The Building Congress urges each member organization to send the names of at least five members that would be interested in the work of the Building Congress for committee appointments.

The State Association was also notified that all unpaid dues for the past years have been cancelled and was in good standing as of January 1, 1940.

NEW BUSINESS

Mr. Klingler reported that the Wisconsin Industrial Commission had closed its branch office at Eau Claire, Wisconsin. This will do away with most of the inspection of construction work by the Industrial Commission in this district. Mr. Klingler believes this is an error on the part of the Industrial Commission, as a vast amount of territory which will be unpoliced, making possible the construction of buildings which are over the Fifty Thousand Cubic Feet without employing an architect.

The following resolution from the Master Builders Association of Wisconsin was read.

RESOLUTION RELATING TO CERTIFIED CHECKS AND BID BONDS ON PRIVATE WORK

WHEREAS,

It has occurred in the past that certain architects have requested contractors to furnish certified checks or bid bonds on private construction projects, and

WHEREAS,

The bids on these Projects have not been publicly opened

THEREFORE, BE IT RESOLVED that the Master Builders Association in Convention assembled at Milwaukee, Wisconsin, February 12, 1940, recommend to the membership that they refrain from submitting certified checks or bid bonds on private construction projects unless the bids are opened publicly at a definite time and place and

FURTHER that a copy of this Resolution be forwarded to the Wisconsin State Association of Architects and Wisconsin Chapter of the A. I. A.

It was moved and seconded that the Resolution be accepted and that same be printed in an early issue of the "Wisconsin Architect." Secretary to notify the Master Builders Association of our decision. Motion was adopted.

Mr. Hunt reported that the President and Secretary of the Wisconsin Chapter, A.I.A., would visit the branch chapter at Madison in the next few days. It was suggested that officers of the State Association visit the 6th District at the same time.

A communication was received from the A.I.A. notifying the Association that it is entitled to one delegate to the convention to be held in Louisville, Kentucky, on May 21 to 24 inclusive. It was moved and seconded that our President, William Mickelsen, be our delegate. Motion was carried.

Practice Committee:

Mr. Safford reported that in his district plans were approved for the erection of a concrete building for which plans were not prepared by an architect. The Practice Committee, was instructed to investigate this case.

The financial statement of the "Wisconsin Architect" from January 1st to 31st, 1940, inclusive, was received from Edwin R. Cramer. It was moved and carried that the report be accepted.

Mr. Safford reported that Gordon J. Feldhausen, architect of Green Bay, had lost his wife and that the Secretary send a letter of condolence to Mr. Feldhausen.

The Secretary read the report of the joint committee on State Organizations, dated February 3, 1940, giving an outline of their recommendations to be submitted to the A.I.A. at its annual convention. Mr. Hunt told the Executive Board that any report or resolution to be acted upon at the convention should be presented to the Executive Board of the A.I.A. which meets prior to the convention. It will therefore be necessary for state organizations to hold their pre-convention meeting prior to the meeting of the Executive Board. It was recommended that if possible, regional meetings of the State associations in this territory should be held so that a better understanding of the aims and desires of the State associations be disclosed prior to the pre-convention meeting. This should be done so that delegates attending the convention can be instructed by their society whenever possible.

In order to bring this about, it was moved by Mr. De Gelleke and seconded by Mr. Memmler that the Secretary write to Mr. Frederick A. Fletcher, chairman of the Committee on State Organization, stating our desire to hold a regional conference meeting. Motion was adopted. Our geographical location would be such that the following states could participate. Illinois, Michigan, Indiana, Ohio, Kentucky, Missouri, Oklahoma, Kansas and Wisconsin.

There being no further business to come before the meeting, same was adjourned at 4:15 P.M.

Respectfully submitted,

ARTHUR L. SEIDENSCHWARTZ,
Secretary.

April Meeting Wisconsin Chapter A. I. A.

The April meeting of the Wisconsin Chapter will be held Wednesday, April 24 at 12:15 p.m. at the City Club.

The discussion on the "Small House" will be continued, preliminary reports will be presented by chairman on Chapter Activities and delegates to the A.I.A. convention will be announced. There is much work to be done of vital importance to the future of our profession and all members are urged to be prompt in attendance so that as much time as possible may be given over to the business meeting.

LEIGH HUNT, Secretary.

March Meeting Wisconsin Chapter A.I.A.

The March meeting of the Chapter was held at the City Club Wednesday, March 27, at 12:15 p.m. Twenty-three members were present and one guest, Mr. Walter Wyrick of the Milwaukee Journal.

After the luncheon President Bauer called the meeting to order and read a paper on Chapter activities which the Secretary had prepared at the request of the Board. This paper was supplementary to one received from D. Knickerbocker Boyd of Philadelphia on the

(Continued on page 5)

STATE ASSOCIATION OF WISCONSIN ARCHITECTS Number of Architects and Sunday Papers in the Various Districts of the State.

District	No. of Archts.	Local Cities Papers	Sunday Copies	Adv. per Line—cts.	Cost of 22 Line Ad per Archt. in cts.	Circ. of Milw. Sun. Journal
2	7	Ashland	3,801	.045		1,294
		Eau Claire	9,935	.07		1,673
		Superior	19,884	.09		1,014
			32,946	.206	.75	3,881
3	17	Appleton	15,700	.07		4,175
		Green Bay	22,700	.08		4,534
		Marinette	5,785	.05		1,608
			44,185	.20	.244	10,317
4	14	La Crosse	14,879	.07		2,088
		Stevens Pt.	6,806	.06		1,565
		Wausau	9,210	.05		2,671
			30,895	.18	.264	6,324
5	22	Sheboygan	18,753	.08		4,558
		Fond du Lac	13,027	.06		4,558
		Manitowoc	10,929	.075		3,415
		Oshkosh	14,696	.08		5,275
			57,045	.315	.33	17,806
6	42	Madison	26,202	.18		5,629
		2 papers	24,036	.18		
			50,328	.36	.19	5,629
7	175	Milwaukee Journal	263,000	.23	.288	181,000
		Sentinel	200,000	.40	.50	
8	22	Racine	18,753	.10		5,221
		Janesville	14,402	.085		5,163
		Menasha	12,171	.07		3,464
			45,326	.255	.255	10,753

NOTE: Advertising in local papers, 22 line ad, not including 7th District, will cost \$1.485 x 22 or \$32.67 per issue, circulation 261,000.
Advertising in Milwaukee Sunday Journal only will cost 25c x 22 or \$5.06 per issue circulation 263,700.

STATE ASSOCIATION OF WISCONSIN ARCHITECTS Association Members and Their Contributions to Advertising Fund

District	Assn. Members	Cont'd to Adv.	Amount Cont'd	Average per Member	Total No. Architects	Average Cont'd
2	5	4	17.50	3.50	7	2.50
3	14	6	30.00	2.14	17	1.80
4	12	4	20.00	1.66	14	1.45
5	15	4	20.00	1.33	22	.90
6	28	6	27.50	.98	42	.66
7	118	35	182.50	1.54	175	1.04
		2	10.00	.77	22	.45
		61	297.50			

Total Receipts for Advertising to Date:

Producers' Council	\$100.00
3 Members @ 2.50	7.50
58 Members @ 5.00	290.00
Total	\$397.50

Total Expenditures for Advertising to Date:

Milwaukee News-Sentinel	155.40
Journal	203.67
Evening Post	3.64
Total	\$362.71
Balance on Hand	\$ 34.79



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same subject. The President read the paper by headings announcing the Committees that were in charge.

The first committee announced by the chair dealt with the employment of architects as the technical advisors to lending agencies and the employment of architects on maintenance programs in order to eliminate obsolescence in buildings. Frederick A. Luber, chairman; Arthur L. Seidenschwartz and Frank E. Drolshagen.

The second committee is to prepare a booklet stating the reasons for employing an architect, listing the names of manufacturers that advise the employment of an architect and their reasons for so advising. T. L. Eschweiler, chairman; Fitzhugh Scott, Jr., Ralph H. Kloppenburg.

The third committee is to initiate a program of architectural post cards bearing the names of architects, the Chapter and A.I.A. with the possibility of larger reproductions being offered for sale to the public. Roy O. Papenthien, chairman; William P. Kramer, Roland E. Adams.

The fourth item was referred to the Architectural Exhibition committee of which Harry Bogner is chairman; Carl Eschweiler, Francis Gurda, Henry Hengles, Elmer Johnson, Robert P. Potter, Arthur C. Runzler as members. This item deals with making an annual affair of architectural exhibitions of photographs or models or both which should be circulated during the year throughout Wisconsin publicizing the architects and the Chapter, and suggesting that public awards be made, of first and second prizes in each classification, a

bronze tablet placed on the building and that awards be made for fine craftsmanship when possible.

The fifth item proposes a Board of Lectureship which would prepare free talks for delivery to the public. The benefits from such a program would be many in addition to publicizing the Chapter, The Institute and the profession in Wisconsin. Carl Eschweiler, chairman, is to select the balance of his committee.

The sixth item suggests that ways and means be found to include the name of an architect, the Chapter, and The Institute on all reproductions of his work which are published or displayed in exhibitions. The architect is urged to place a suitable sign on each building which is being erected from his Plans. These signs should announce that an architect prepared the plans and is supervising the construction. The names of the Chapter and The Institute should appear on these signs. H. P. Plunkett, chairman; Robert P. Potter.

The activities of the seventh committee cover the preparation of maps showing the locations of important buildings in the state. Anthony Wuchterl, chairman, he to select the balance of his committee.

The last three items in the report were not acted upon by the Board but will be released at the next meeting of the Chapter. President Bauer will send each committee chairman the work embraced by his committee and expects a preliminary report from each committee at the April meeting of the Chapter.

The President then continued the discussion on the "Small House," which was begun at the February

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meeting. He called upon Mr. George Wright, architectural advisor for F.H.A. for his expression on the small house problem as viewed from his official position. Mr. Wright's talk was most encouraging. The essence of his remarks was that a small house is a public service which should be sponsored by the Chapter without thought of profit. At the conclusion of Mr. Wright's remarks, Mr. Papenthien stressed the need of adequate supervision for the small house. Mr. Carl Eschweiler called attention to the service the architect renders and the need of the "Package House." Remarks were also made by Mr. Kloppenburg, Mr. Philipp and Mr. Seidenschwartz. The latter expressed the opinion that the small house cost should include a complete bill of materials, standard details, etc., and that the stated cost should be all inclusive.

After the meeting the feeling was expressed that it had been the most interesting that the Chapter has had in a long time.

The President requested that those willing to be candidates for delegates to The Institute convention to be held in Louisville, Ky., during the week of May 21st give their names to the Secretary, a printed ballot would be mailed to each member. The secretary was instructed to contact all members residing out of Milwaukee county before mailing the ballot.

The chair announced that the Board had passed a resolution authorizing the payment of the round trip railroad fare between Milwaukee and Louisville as the chapter's contribution towards delegates' expenses in attending the Convention.

The meeting adjourned at 2:15 p.m.

LEIGH HUNT, *Secretary.*

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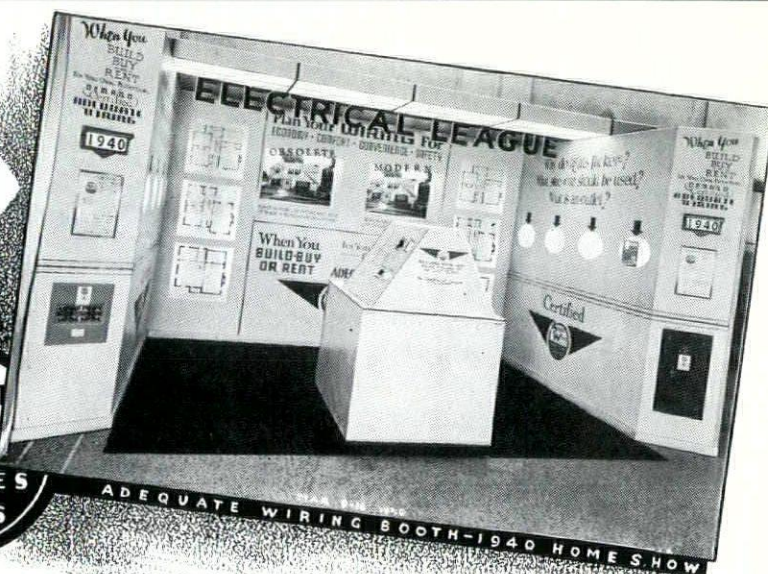
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The Electrical League of Milwaukee

March Meeting of Producers Council Club of Wisconsin

The monthly business meeting of the Producers' Council Club of Wisconsin was held at Ratzsch's Restaurant Monday noon, March 4th, with the following members present:

- H. M. Hilton, Aluminum Company of America
- G. E. Ryan, Kohler Company
- N. J. Klein, Kawneer Company
- R. D. Diedrich, Johns-Manville Sales Corporation
- C. F. Gerlach, National Lead Company
- W. J. Flueck, Armstrong Cork Company

Mr. Diedrich, of the Johns-Manville Company, gave a brief outline of his Company's plans for an inspection trip to their Waukegan plant for the Wisconsin Architects and Producers' Council members on April 16th. The Johns-Manville Company will provide the transportation to and from Waukegan, and this trip

should be most interesting.

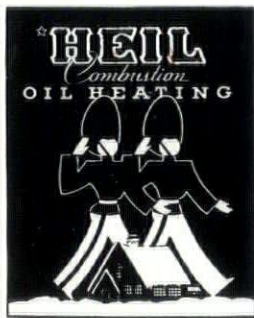
The meeting with the Architects at Madison was discussed, and it was agreed that President Hilton would submit a program to the Madison Architect's Committee for approval. The Madison group suggested having this meeting on April 18th, but this date may be changed, in which case all members will be notified in ample time.

Mr. Hilton informed the members that the Wisconsin Chapter A. I. A. would sponsor a joint meeting the evening of March 21st, further information on this meeting will be forthcoming from that group within the next few days.

Respectfully submitted,
W. J. FLUECK, *Secretary.*

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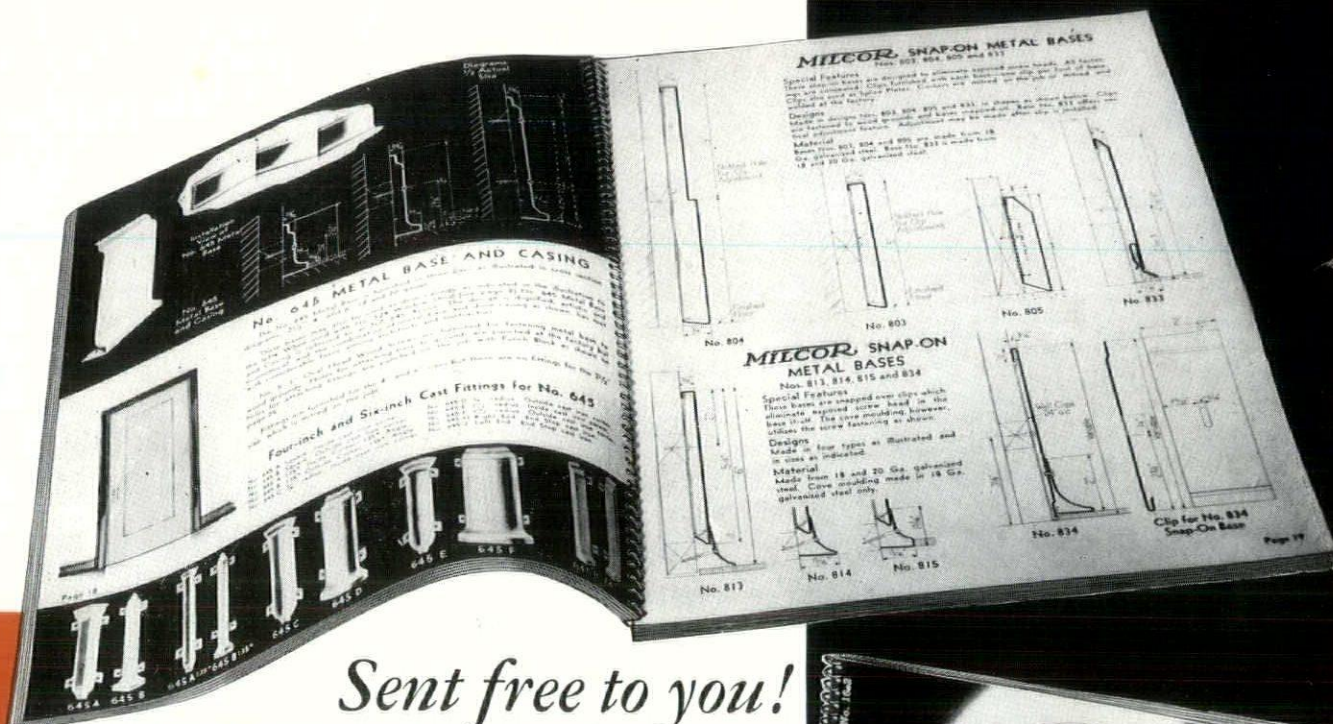
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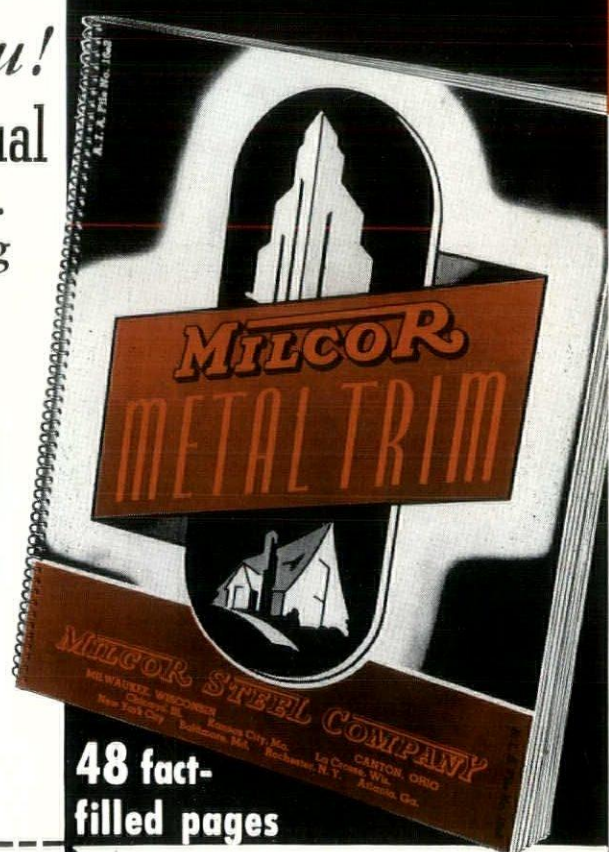
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