

THE WISCONSIN ARCHITECT

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

PROGRAM

Third Annual Convention

ROSTER

The Wisconsin Architects Association

Institute Directors Explain A.I.A. Stand
on Advertising

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JANUARY 1952
VOLUME 20 No. 1

THE WISCONSIN ARCHITECT

Official Publication

WISCONSIN ARCHITECTS ASSOCIATION
A CHAPTER OF THE AMERICAN
INSTITUTE OF ARCHITECTS

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INSTITUTE DIRECTORS EXPLAIN A.I.A. STAND ON ADVERTISING

To clarify the ruling of The American Institute of Architects on the matter of advertising by the architect, the Executive Board of the Wisconsin Architects Association consulted Clair W. Ditchy, Secretary of The American Institute of Architects, and Wilbur Henry Tusler, Regional Director of the North Central States District, A.I.A.

Mr. Ditchy wrote in reply:

"The prohibition against advertising by individual architects refers specifically to "paid" advertising in the public press, i.e., newspapers, magazines or other periodicals.

"The use of public relations counsel, and the publication of monographs or brochures of the work of an architectural firm when not supported by or containing advertisements of others, is permitted, according to the most recent decisions of The Institute Board."

QUESTIONS FROM THE WISCONSIN ASSOCIATION

In its letter to Mr. Tusler, the Wisconsin Architects Association Board submitted the following questions:

1. Is it a violation of the ethics of the Institute to
 - a. Carry a professional card in a newspaper, magazine or other publication?
 - b. To advertise in a special edition of a newspaper such as the annual building edition of a publication either through a professional card or display advertising?
 - c. To use a professional card or display advertisement in a newspaper on the occasion of the formal dedication of a building project or some similar occasion?
 - d. To place a professional card or display advertisement in a bulletin prepared by a church organization at the time of its dedication of a building, or similar occasion?
 - e. To have printed in a magazine the picture of a practicing architect together with a history or other pertinent information relating to the architect when such a publication is a part of a city wide publication of men in industry and profession?

MR. TUSLER'S RESPONSE

In answer to your recent letter, any paid advertising by an architect is unprofessional and the answers to your questions a, b, c, and d are that they are unprofessional and prohibited by The Institute.

With reference to "e", if the information is placed in the paper or magazine without the architect paying for it, there is nothing unprofessional about it.

Some architects got the impression from the last convention that placing a sign on a building under construction is unprofessional. This is not so, and is allowable as is also having the architect's name inscribed on the building.

Trusting this answers your questions, I am

Yours sincerely,
W. H. TUSLER

Third Annual Convention

WISCONSIN ARCHITECTS ASSOCIATION, A CHAPTER OF THE
AMERICAN INSTITUTE OF ARCHITECTS

FEBRUARY 7-8-9, 1952

PLANKINTON HOUSE, 609 N. PLANKINTON AVE., MILWAUKEE 3, WISCONSIN
REGISTRATION FEE — \$2.00 ANNUAL DINNER — \$4.50 LUNCHEON — \$2.75

All Checks shall be made payable to Wisconsin Architects Association

THURSDAY, FEBRUARY 7

- 5:00 - 9:00 P.M. — Registration on North Mezzanine.
8:00 P.M. — Business meeting, West Room — Mezzanine.
President William G. Herbst in the chair.
Secretary-Treasurer's Report.
Committee Reports.
New Business.
Presentation of Certificates to New Members.
Election of Directors.

FRIDAY, FEBRUARY 8

- 8:30 A.M. - 12:30 P.M. — Registration.
9:15 A.M. — Welcome to members and guests by William G. Herbst, President.
A few remarks on the program by Arthur O. Reddemann, Convention Chairman.
9:30 A.M. - 10:30 A.M. — Seminar No. 1.
Portland Cement Association
"Pre-Stressed Concrete"
by Charles E. Yoder
10:30 A.M. - 10:45 A.M. — Recess.
10:45 A.M. - 11:45 A.M. — Seminar No. 2.
Milwaukee Memorial Center
Leroy A. Riegel, Speaker
11:45 A.M. - 12:30 P.M. — Inspection of Producers' Council Exhibits.
12:30 P.M. - 2:00 P.M. — Friday Luncheon.
Guest Speaker — Mayor Frank P. Zeidler.
2:00 P.M. - 2:15 P.M. — Recess.
2:15 P.M. - 3:15 P.M. — Seminar No. 3.
Timber Structures, Inc.
Verne Ketchum, Speaker
3:15 P.M. - 3:30 P.M. — Recess.
3:30 P.M. - 5:00 P.M. — Seminar No. 4.
Knoll Associates, Inc.
Contemporary Furniture and Fabrics.
Katherine Morrow Ford, Speaker
5:00 P.M. - 6:00 P.M. — Inspection of Producers' Council Exhibits.
6:00 P.M. - 6:30 P.M. — Cocktails by Producers' Council Club of Milwaukee.
7:00 P.M. — Annual Dinner.
Speaker, Alfred Shaw, F.A.I.A., of Shaw, Metz, & Dolio, Chicago.
Subject: "Architecture and its Significance Today".

SATURDAY, FEBRUARY 9

- Session Opens at 9:30 A.M.
9:30 A.M. - 12:30 P.M. — Seminar No. 5.
"Small Office Practice", L. Morgan Yost, President of Chicago Chapter, A.I.A.
"Medium Office Practice", Wilbur Henry Tusler, Regional Director North Central States,
Minneapolis, Minn.
12:30 P.M. - 1:00 P.M. — Cocktails "Dutch"
1:00 P.M. — Luncheon.
Following the Luncheon, announcement on the Honor Awards will be made by the Committee.
Conferring of Awards by William G. Herbst, President of the Wisconsin Architects Association.

THE LADIES ARE INVITED

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A Chapter of The American Institute of Architects

1951-52

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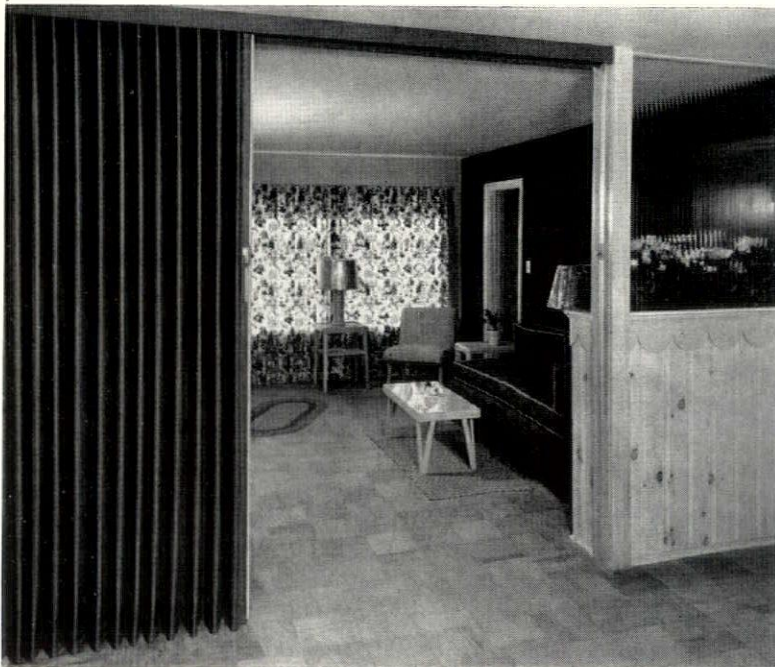
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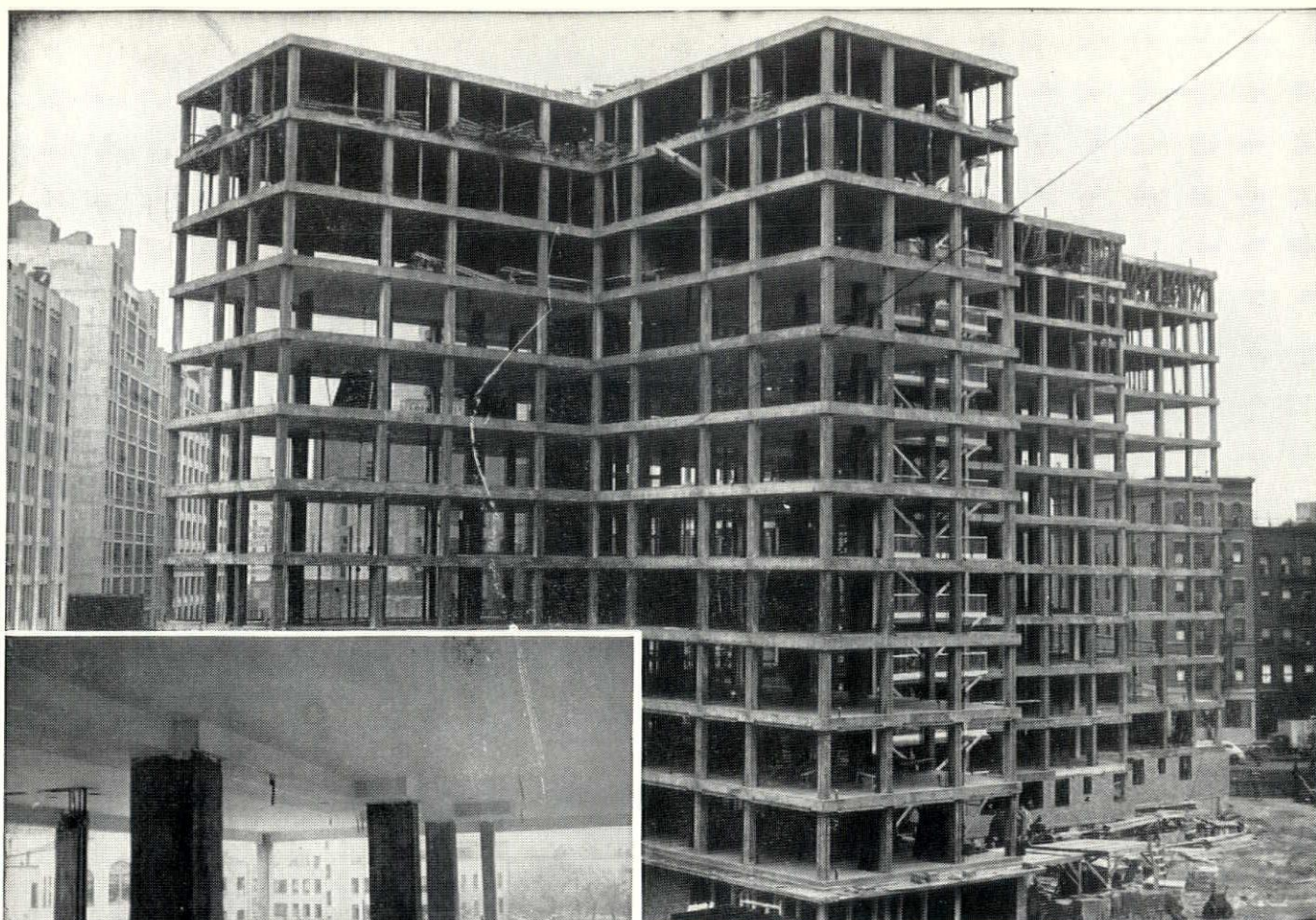
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MADISON DIVISION ELECTS MARK T. PURCELL, PRESIDENT

Mark T. Purcell was elected President of the Madison Division of the Wisconsin Architects Association at the division's annual meeting on January 9, in Madison.

Other newly elected officers are Thomas H. Flad, Vice President; Alexander J. Cuthbert, Secretary-Treasurer.

William V. Kaeser and Mark T. Purcell were nominated Directors to represent the Madison Division on the Executive Board of the Wisconsin Architects Association.

* * *

NORTHEASTERN DIVISION MEETS FEBRUARY 4TH

A meeting of the Northeastern Division of the Wisconsin Architects Association was held at the Chilton Hotel on Monday, February 4th, at 6:30 P.M. Following a steak dinner, the development of the Kimberly-Clark Terrace Bay, Ontario, Townsite Project was presented in motion pictures and a descriptive talk given by Thad C. Epps, in charge of design and construction work.

THEODORE H. IRION, Secretary
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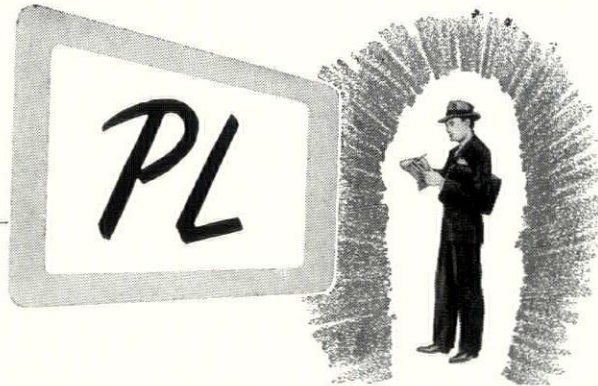
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