

THE WISCONSIN ARCHITECT

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

VOLUME 21 No. 6

JUNE 1953



Columbus Grade School
Columbus, Wisconsin

Weiler and Strang, Architects
Madison, Wisconsin

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

LEIGH HUNT, F.A.I.A., *Editor and Publisher*
 ELIZABETH SCOTT HUNT, *Managing Editor*
 759 N. Milwaukee St., Milwaukee 2 BRoadway 1-1220

Published Monthly
 Subscription, \$1.00 per year
 Address all communications for publication to Editor
 759 N. Milwaukee St., Milwaukee 2 BRoadway 1-1220

WISCONSIN ARCHITECTS ASSOCIATION
A Chapter of The American Institute of Architects

OFFICERS AND EXECUTIVE COMMITTEE

Joseph J. Weiler *President*
 Arthur O. Reddemann *Vice-President*
 Leigh Hunt *Secretary-Treasurer*

DIRECTORS AT LARGE

Francis S. Gurda
 William G. Herbst
 Leigh Hunt
 Arthur O. Reddemann
 Joseph J. Weiler

DIVISIONAL DIRECTORS

Milwaukee Division

Francis J. Rose
 Frederick J. Schweitzer

Madison Division

William Vogt Kaeser
 Mark T. Purcell

Northeastern Division

Maurey Lee Allen
 Julius S. Sandstedt

STATE DIVISIONS

Milwaukee Division

Frederick J. Schweitzer, *President*
 Francis J. Rose, *Vice-President*
 Leigh Hunt, *Secretary-Treasurer*

Madison Division

Mark T. Purcell, *President*
 John W. Steinmann, *Vice-President*
 Thomas H. Flad, *Secretary-Treasurer*

Northeastern Division

Donn Hougen, *President*
 Maurey Lee Allen, *Vice-President*
 Paul A. Kilp, *Secretary-Treasurer*

Annual Outing of Architects and Producers' Council, July 21

Out at the North Shore Country Club, 134 E. Fairy Chasin Road, on Tuesday, July 21, members of the Milwaukee Division of the Wisconsin Architects Association and the Producers' Council will tee off at 12 o'clock noon for an afternoon of golf.

From 6:30 to 7 o'clock the Architects will be guests of the Producers for cocktails which will precede the dinner. Both golf and door prizes will be awarded.

The Committee in charge includes Fritz von Grossmann, Program Chairman of the Milwaukee Division, and Tom Roll and Larry Baker of the Producers' Council.

* * *

Watch for the July Issue

The July issue of the Wisconsin Architect will contain a very important notice — that of the date for the Summer Caucus of the Wisconsin Architects Association. The July issue, containing this Legal Notice, will immediately follow this June issue.

* * *

Clair Ditchy Elected President of Institute at A. I. A. Convention

Clair W. Ditchy of Detroit was unanimously elected President of The American Institute of Architects at the 85th Annual Convention held the week of June 15 at Seattle, Washington.

Mr. Ditchy, who succeeds Glen Stanton, Portland, Oregon, as President, is the former Secretary of The Institute. He will be especially remembered by Wisconsin Architects because of his frequent appearances at conventions of the former State Association of Wisconsin Architects.

Another newly elected A.I.A. officer well known to Architects of Wisconsin, is Norman J. Schlossman of Chicago. Mr. Schlossman was elevated from the office of Second Vice President to that of First Vice President.

Other new officers elected at the Convention are Second Vice-President, Howard Eichenbaum, Little Rock, Arkansas; Secretary, George Bain Cummings, Binghamton, New York; and Treasurer, Maurice J. Sullivan, Houston, Texas.

The four new Regional Directors are Waldo B. Christenson, Seattle, Northwest Region; Raymond S. Kastendieck, Gary, Indiana, Great Lakes Region; Clyde C. Pearson, Montgomery, Alabama, Gulf States Region; and Marcellus Wright, Jr., Richmond, Va., Middle Atlantic Region.

Regional Directors serving unexpired terms are: Leonard H. Bailey, Oklahoma City, Okla., Central States Region; G. Thomas Harmon, III, Columbia, S.C., South Atlantic Region; Charles O. Matcham, Los Angeles, Calif., Sierra Nevada Region; Edward L. Wilson, Fort Worth, Texas, Texas Region.

Others are C. Storrs Barrows, Rochester, N. Y., New York Region; W. Gordon Jamieson, Denver, Colorado, Western Mountain Region; Edgar H. Berners, Green Bay, Wisc., N. Central States Region; and Philip D. Creer, Providence, R. I., New England Region.

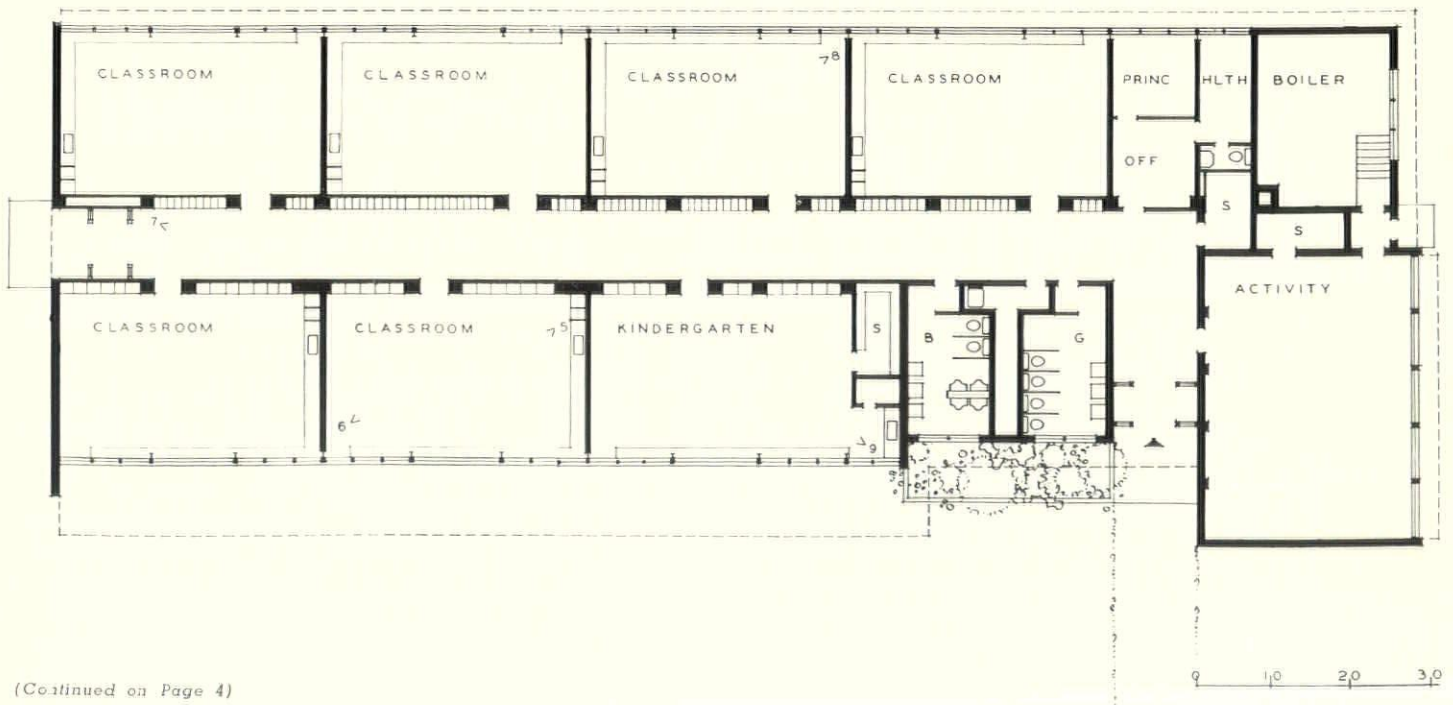
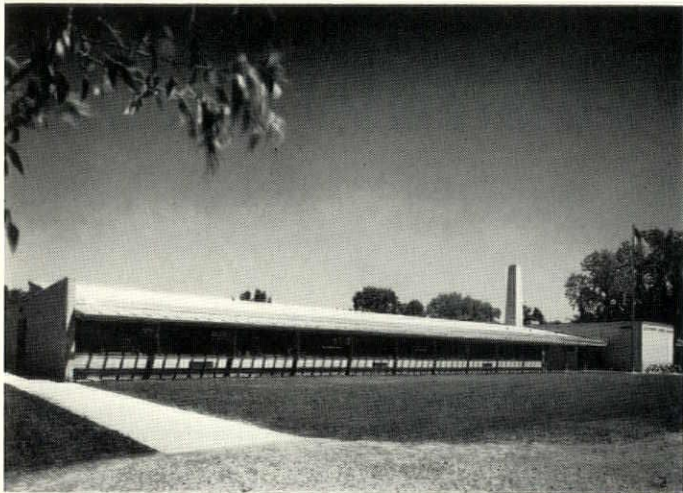
Columbus Grade School, Columbus, Wis., Which Won First Prize In The Educational Category For Architects Weiler and Strang, Madison, Wis., In The 1952-53 Honor Awards Competition Conducted By The Wisconsin Architects Association

(Similar coverage of other Honor Award winners will appear in subsequent issues of the Wisconsin Architect. — Editor)

The planning problem for this school was to provide six elementary school class rooms plus kindergarten and activity rooms and the usual dependencies. Provision was also to be made for expansion of the

school. The budget permitted reasonably good finish inside and out as well as a certain amount of built-in equipment. A particular part of this program was the control of sunlight in the classrooms eliminating the necessity for the teachers to adjust shades or blinds.

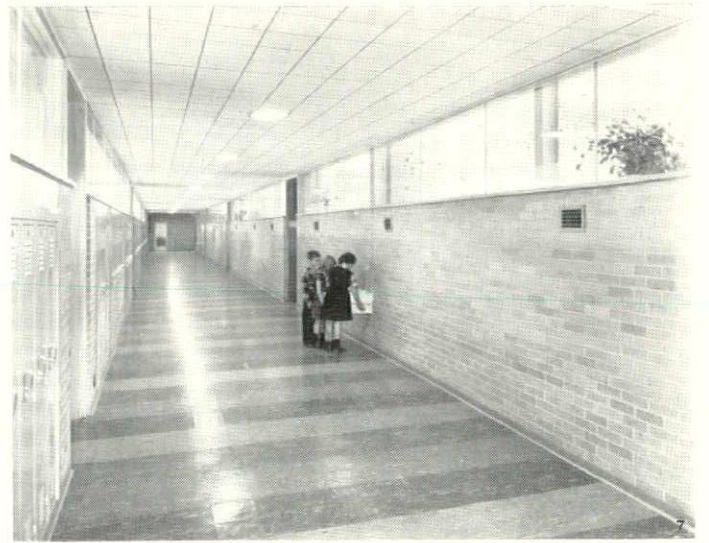
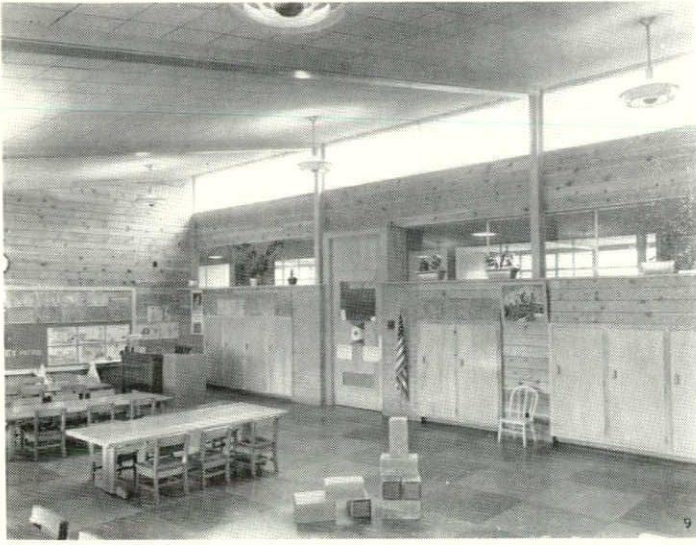
The classrooms are placed on an east, west axis with a double-loaded corridor. The kindergarten is given south orientation. Provision for expansion is made at the west end of the building and the boiler has been over-sized to accommodate four additional classrooms. Further expansion of the school in the future can be accomplished by turning the Principal's office into a corridor extending northward 40 feet and duplicating the original plan at that location. The boiler room will be expanded northward along the



(Continued on Page 4)

(Continued from Page 3)

east side of this corridor and additional administrative offices can be provided there also.



The control of sunlight was handled by orienting the majority of the classrooms to the north using clear glass where direct sunlight presented no prob-



lem. The south classrooms are roofed with a sloping roof starting with a ceiling height of 8' 9" at the low side and a height of approximately 13' at the high side. Clerestory windows have been placed along the north wall of these south classrooms over the corridor. As is evident from the photographs, the roof has been allowed to project in the form of an open sun shade approximately 10' beyond the south wall line. Careful study was given to the sun's angle at various seasons of the year to provide for proper shading of the desk tops. Sunlight will enter the rooms during the fall and winter months but will not penetrate far enough into the room to reach the top of the desks at a normal distance in from the outside wall. Recent tests with a light meter in these classrooms showed on a sunny day a reading of 70 footcandles at the outside wall, 50 footcandles in the center of the room and 60 footcandles at the inside of the room.

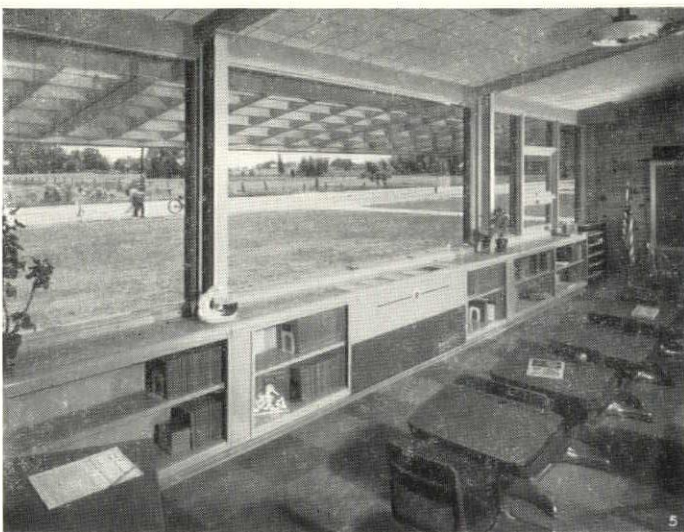
CONSTRUCTION AND FINISH

Construction and finish are briefly as follows: Exterior walls of face brick with a tar and gravel roof.

Wood sash has been used throughout. The trim has been painted a deep blue and chocolate brown to harmonize with a light warm grey brick.

The floors are finished with three-sixteenths inch asphalt tile in cheerful colors. The walls are painted Waylite block or natural finish knotty pine. Acoustic tile ceilings have been used throughout the building. Corridor wainscoting is smooth face brick and wainscoting in the toilet rooms is glazed structural tile. Herman Nelson unit ventilators have been used in the classrooms, supplemented by radiant heating in the floor of the kindergarten.

The cost of this building was approximately \$165,000.00 exclusive of fees.



Secretary's Report May Board of Directors Meeting Wisconsin Architects Association

The regular meeting of the Board of Directors of the Wisconsin Architects Association was held in the Colonial Room of the Plankinton House, Milwaukee, on Saturday, May 9, 1953.

Those present were Joseph J. Weiler, Arthur O. Reddemann, Leigh Hunt, William G. Herbst, Francis J. Rose, Frederick J. Schweitzer, Maurey Lee Allen and Julius S. Sandstedt.

By Proxy: Francis S. Gurda, Mark T. Purcell and William V. Kaeser.

1. The meeting was called to order by President Weiler at 10:30 A.M.

2. The minutes of the March 14th meeting were approved as presented with one exception. The name of Albert F. Gallistel should appear on the Historic Committee instead of Francis S. Gurda. Moved by Mr. Reddemann, Seconded by Mr. Allen. Carried.

3. The application of Donald E. Iverson, Madison, for advancement to Associate was approved. Moved by Mr. Reddemann, seconded by Mr. Sandstedt. Carried.

4. The application of William R. Funk, Wisconsin Rapids, for advancement to Associate was approved. Moved by Mr. Allen, seconded by Mr. Reddemann. Carried.

5. The application for Corporate membership of Lionel C. Senescall, Sheboygan, was approved. Moved by Mr. Sandstedt, seconded by Mr. Reddemann, carried.

6. The application for Corporate membership of Harold P. Satre, Sheboygan, was approved. Moved by Mr. Sandstedt, seconded by Mr. Reddemann, carried.

7. It was decided that Leigh Hunt should head the delegation to the Convention in Seattle. Mr. Hunt is to vote the ten Ballots for the Wisconsin Architects Association. Moved by Mr. Herbst, seconded by Mr. Schweitzer, carried.

8. The Secretary was instructed to vote 'No' at the Convention on the proposed amendment to the

By-Laws of the A.I.A. to permit free sketches for established clients. Moved by Mr. Allen, seconded by Mr. Reddemann, carried.

9. It was moved by Mr. Sandstedt, seconded by Mr. Reddemann, carried that the Secretary be instructed to cast all ten votes for Clair W. Ditchy for President of the Institute.

10. A letter from James Arkin, Chairman of the Committee on Preservation of Historic Buildings, Chicago Chapter, was presented. The letter is to be referred to the Historic Committee.

11. Discussion on the Regional Conference to be held in Wisconsin this year was postponed until the May 23rd meeting.

12. President Weiler will answer a letter sent to him by the University of Illinois asking how many persons would be interested in a Seminar of Design.

13. A Hearing on Assembly Bill 760-A concerning the licensing of Master Electricians is to be held Thursday, May 14, at 2:00 P.M.

14. With reference to a letter from William Bailey Smith, Secretary-Treasurer, Gulf States Regional Council requesting Wisconsin Delegates to vote for Howard S. Eichenbaum for the office of 2nd Vice-President, at the Convention, the Secretary is to use his own judgment in cases where he is uninstructed. Moved by Mr. Sandstedt, seconded by Mr. Rose, carried.

15. The Secretary has written to Mr. Purves requesting information on competitions with reference to proposed City Hall Annex. We have received copies of Architectural Competition of the A.I.A.

16. The Treasurer's Report was approved as presented.

17. The meeting was adjourned at 4:00 P.M.

Respectfully Submitted,
LEIGH HUNT, Secretary

Is Our Code of Ethics "Contemporary"?

By HERMAN CHARLES LIGHT

(Reprint from A.I.A. May, 1953, Journal)

The advent of new construction methods and the "new look" in design has caused many changes in the profession's approach to the working phases of architecture. This metamorphosis, coupled with a changing attitude on the part of the client, is creating a need for a reevaluation of the architect's mode of operation through the Institute's Mandatory Rules of Practice.

If we accept the thesis that architecture is a fine art, an exact science, and a business, the business phase requires us to view these mandatory rules as the "Fair Trade Practice of Architecture."

How, then, are we affected?

Let us consider some of the pertinent facets: "An architect shall not knowingly compete with a fellow architect on a basis of professional charges . . ."

From where we sit, an architect must compete on a basis of professional charges. Assume Mr. Client is going to build a large house and decides to visit three architects.

Architect No. 1 has a swank office in the suburbs, is widely known for his elegant, expensive work, and quotes a fee of 15 per cent. It is well known within the profession that this is his usual charge.

Now, Mr. Client calls on Architect No. 2, who has a large office in mid-town, has had his buildings widely publicized, and works, in all cases, at 10 per cent. Mr. Client tells Architect No. 2 that he is also considering Architect No. 1. Should No. 2 raise his fee to 15 per cent.

Incongruous, isn't it?

Finally Mr. Client calls on Architect No. 3, a young man with wet ink on his license. This young man has no backlog of distinguished work to call upon. The commission would give him a start in his career. He, too, is informed by Mr. Client that Architects Nos. 1 and 2 have been interviewed. Should he ask 15 per cent, or possibly even 10 per cent?

Not incongruous, not silly — downright foolish.

In another case, Mr. Client calls on three architects of equal experience, professional stature and qualifications. Each of the architects is in the habit of using a different Institute-recommended form of charge. Even coincidence cannot conceive of the final billing of any two men being in the exact same amounts. Does competition on a basis of professional charges exist? — under Institution sanction?

And, in another instance, Mr. Client calls in a complete-service architect and one who operates a glorified plan factory — they do exist. Should the fees be the same? The service certainly is not.

It is our impression that most defense work, particularly Army and Navy contracts for professional services, is negotiated. Are these negotiations based entirely on the size and efficiency of a staff or organization? Or does the small matter of fee creep in? Knowingly?

Can anyone having even a mild degree of sanity sit with a prospective client and ask him how many architects said client has called upon and what fees have been quoted, so that he can quote the same or higher fee — in the interest of ethics? The sins of the Ancient shall be visited on the Contemporary even unto the second and third psychiatrist.

"An architect shall not submit free sketches except to an established client."

Whom are we kidding?

"The use of free engineering services . . . is accompanied by an obligation which may become detrimental to the interest of the client."

Is it possible, in view of the complex nature of present-day equipment, to design a building without the aid of the engineering services of manufacturers? Need we elaborate?

"An architect shall not guarantee an estimate of construction cost."

This one is getting rougher by the minute. Can we continue to have work scrapped because bids come in considerably over architects' estimates? If we do, architects are the legitimate prey of contractors offering a "Plan Service," until we back up our own statements.

In southern California almost all contracts for public works carry a clause requiring the architect to revise his documents, at his own expense, if bids exceed the budget. Certainly this is an implied guarantee. This contract is sanctioned by the California Council of Architects on all school work. Is one eye being shut?

Paid advertising is a real headache. Have you ever really studied this rule? Can the paid public-relations counsels of many large offices qualify? Or, do some of the form letters, mailing pieces, etc., meet the spirit of this rule? Is paid advertising a matter of degree for those who can afford a "huckster"?

These observations might indicate a need for bringing our code of ethics up to date. At least let's make it consistent with architecture as it is practiced. What good is a public-relations program if the public encounters practices contrary to stated rules or in opposition to the needs and requirements of the present-day good business? Most of these problems could be adjusted by the use of one additional word in the preamble to the Obligation of Good Practice, thus:

"The profession of architecture calls for men of the highest integrity, business capacity, artistic, and technical ability and JUDGMENT."

I would further hope that a code of ethics could be developed which might be more comprehensive. The present Mandatory Rules of Practice are a few broad statements covering one-half a printed page. Certainly something in more detail and at some considerably greater length is in order.

Northeastern Division News

The annual prize offered by the office of Architect Maurey Lee Allen, Appleton, to the senior student in Architecture at Lawrence College was awarded this year to Miss Marion White. Members of the jury were Eugene Wasserman, A.I.A., George Foster, A.I.A., and Dr. Nathan Pusey, Former President of Lawrence College. Miss White's problem was "A Yacht Club".

Associate Member Charles M. Brooks made a brief visit to Lawrence in May. He will return to his post as Professor in Architecture this fall.

Dick Wiken, Milwaukee Sculptor, has been selected to do a low relief figure of Saint Therese for the school addition for which this office is the Architect. The figure will be about ten feet high, carved in Texas Cordova Cream Limestone.

LIZA-LEIGH HUNT
ARCHITECTURAL PHOTOGRAPHER
 759 North Milwaukee Street
 Milwaukee 2, Wisconsin
 Phone BRoadway 1-1220

**QUALITY . . . GLAZED BRICK AND TILE,
 FACE BRICK, COMMON BRICK, FIRE BRICK
 AND HIGH TEMPERATURE CEMENTS**

Wisconsin Face Brick & Supply Corp.
 4485 N. Green Bay Ave. CONCORD 4-4770 Milwaukee, Wis.
 BRIXMENT the leading masonry cement



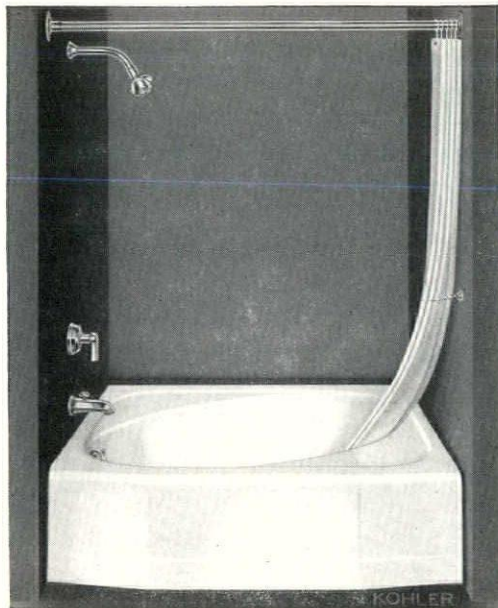
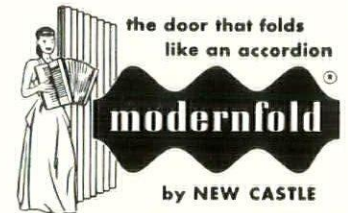
MITCHELL 5-6800

W. H. PIPKORN CO.

South End of 16th Street Viaduct

1548 W. BRUCE STREET • MILWAUKEE 4, WIS.

Everything in Building Materials and Reinforcing Steel



KOHLER

Mayflower Bath

This newest and finest Kohler bath has the beauty of sound design, fits gracefully into modern decorative schemes. The *Mayflower* affords ample space for bathing or showering. Two integral seats offer comfort for the foot or sponge bather. The 14" front is easy to step over. The new shape (4' long and 44" wide) opens up new possibilities in the planning of bathrooms.

The *Mayflower*, like all Kohler baths, is made of enameled iron, cast for rigidity to prevent flexing and to protect the glass-like finish. The chromium-plated fitting, with Nicdecken mixer and Multi-spray shower head, matches the bath in both style and quality. Kohler Co., Kohler, Wis.

KOHLER OF KOHLER



**STANDS
FOR QUALITY**

PAINTS · GLASS

in homes · offices · factories
institutions · schools · stores

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS CO.
820 NO. MARKET ST. · MILWAUKEE, WIS.

*

F. R. DENGEL CO.

for

Fine Plumbing & Heating

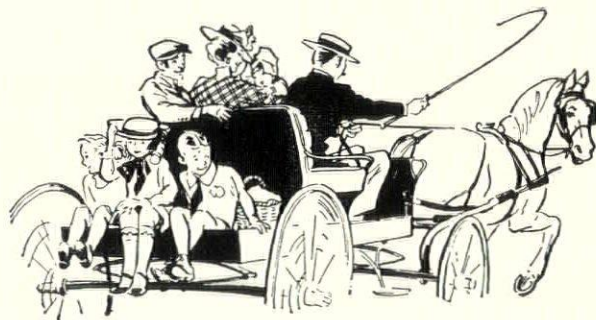
Appointments

*

*Urge your clients to visit
our showroom. Three makes
of fixtures to select from . . .
Kohler, Briggs Beautyware
. . . W. A. Case Co.*

MArquette 8-1080

1114 N. 4th St. Milwaukee 3, Wis.



Horse and Buggy Wiring

CAN BE OVERLOADED, TOO

Electric house wiring that provides too few outlets, circuits and switches is a relic of the days when electricity was used mainly for light.

Today families need electricity for dozens of uses. Today's need is for adequate wiring to get the best service from electric appliances and equipment — for Convenience, Cleanliness, Comfort, Economy and Safety.

The Electric Co.

Public Service Building Milwaukee 1, Wisconsin

QUALITY . . .
 GLAZED BRICK AND TILE, FACE BRICK,
 COMMON BRICK
GAGNON CLAY PRODUCTS CO.
 526 S. Broadway HOWARD 78 Green Bay, Wis.
 BRIXMENT the leading masonry cement

PLEASE MAKE OUT YOUR CHECKS TO THE
 WISCONSIN ARCHITECTS ASSOCIATION . . .
 NOT TO THE SECRETARY.

PHOTOCOPIES DRAFTING SUPPLIES
 REPRODUCED TRACINGS

SCHMITT BLUEPRINT CO.

VAN DYKES • A.I.A. CONTRACTS

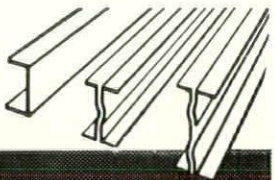
C. F. PEASE AGENCY

628 N. BROADWAY DALY 8-1761
 MILWAUKEE

NOVOTNY L. J.
 INC.

Representing

F. H. LAWSON CO.
WADE MFG. CO.
 DALY 8-1899
 PLANKINTON BLDG.
 MILWAUKEE WISCONSIN

Why it pays to use 

**STRAN-STEEL
 FRAMING**


**in all commercial and industrial
 CONSTRUCTION**

The big advantage of Stran-Steel framing is *measurable* in time and money saved.

You profit from the *nailability* of Stran-Steel framing—an exclusive patented feature.

You see, your workmen can *naill* inside or outside material to Stran-Steel studs, joists and purlins. Often, sub-assemblies can be made by shop labor, speeding the final, on-the-site assembly of framing sections.

If you are interested in lower "in place" costs it will pay you to get our estimate on fabricating and erecting the steel framing needed in your new building. No obligation on your part.


STRAN-STEEL AND JOINSET
 REG. U.S. PAT. OFF.

STRENGTH • SAFETY • UNIFORMITY • DURABILITY • FAST ERECTION

ARNOLD EQUIPMENT CORPORATION
 2443 North 23rd Street
 Milwaukee 6, Wisconsin
 FRanklin 4-0226

STRAN-STEEL FRAMING IS A BUILDING PRODUCT OF GREAT LAKES STEEL CORPORATION

Enduring Beauty

Tile • Marble • Alberene Stone

"THERE IS NO SUBSTITUTE"

CERAMIC TILE

Quarry Tile

Domestic and Imported Marble

Alberene Stone

Serving the Architectural Profession and the Construction Industry of the Northwest for over forty years as contractors and finishers.

**TWIN CITY TILE
AND MARBLE COMPANY**

213-219 EAST ISLAND AVENUE
MINNEAPOLIS 1, MINNESOTA

Established 1910

Rundle-Spence

MANUFACTURING COMPANY

**PLUMBING, HEATING
and MILL SUPPLY**

MILWAUKEE - MADISON

29 N. CHARTER ST.

MADISON 5, WIS.

Phone 5-6754

445 N. FOURTH STREET

MILWAUKEE 3, WIS.

Phone MARquette 8-2500

T. C. ESSER CO.

PAINTS

GLASS

WALL PAPER

MIRRORS

GLASS BLOCK



CHURCH

STAINED GLASS



MILWAUKEE



OSHKOSH

LA CROSSE

FLOORING

FOR

RESIDENTIAL, PUBLIC BUILDINGS

OR

COMMERCIAL USE

• MAPLE, BEECH, BIRCH •
• and WISCONSIN OAK •
• in •
• STRIP, HERRINGBONE and •
• ASSEMBLED BLOCK FORM •

OUR MAPLE, BEECH and BIRCH flooring is guaranteed MFMA (Maple Flooring Manufacturers Association) grade and manufacture.

Architects

ADDRESS YOUR FLOORING PROBLEMS TO US

HOLT HARDWOOD CO.

OCONTO, WISCONSIN



