THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS
WISCONSIN CHAPTER OF THE AMERICAN INSTITUTE
OF ARCHITECTS
BUILDING CONGRESS OF WISCONSIN

FIFTH ANNUAL CONVENTION
of the
STATE ASSOCIATION OF WISCONSIN
ARCHITECTS

Vol. 4
October, 1936
No. 10
An Invitation
To the Architects of Wisconsin

During the past year 314 sets of plans and specifications were placed in the Dodge Reports Plan Room at Milwaukee. They came from busy downtown architects' offices—and from all parts of the State. Dodge Plan Room Service has greatly increased estimating convenience, to the benefit of both architects and contractors.

FILE YOUR PLANS IN DODGE PLAN ROOMS

Plans may be sent by express collect. After contract is awarded we return them to your office, or, if you request, turn them over to successful bidders. Plans filed in Dodge Plan Rooms are announced daily through Dodge news, and are available to all interested persons. Architects are cordially invited to make use of this service.

DODGE REPORTS
125 East Wells Street, Milwaukee, Wisconsin
FIFTH ANNUAL CONVENTION
OF THE
State Association
OF
Wisconsin Architects
to be held in Milwaukee at the Hotel Schroeder
OCTOBER 31, 1936

REGISTRATION
Registration begins at 9:00 A. M.

MORNING SESSION:
The President, T. L. Eschweiler, Presiding
9:45 A. M. Convention called to order
Address of Welcome
By Kenneth R. Byerly
The President's Address to the Fifth Convention
By T. L. Eschweiler
Annual report of the Board of Directors
By Secretary Arthur L. Seidenschwartz
Annual report of the Treasurer
By Roger Kirchhoff
Presentation of proposed changes in By-Laws
By Peter Brust
12:30 P. M. Luncheon

AFTERNOON SESSION:
First Vice-President Henry Auler, Presiding
1:30 P. M. Reports of Standing and Special Committees
Shall We Advertise
By Fitzhugh Scott
New business
Election of four directors at large
Adjournment
3:30 P. M. Trip to Park Lawn Housing Development. Transportation furnished.

EVENING SESSION:
William Herbst, Presiding
TOASTMASTER: Phil A. Grau
6:00 P. M. Assembly at Hotel Schroeder
7:00 P. M. Banquet in Hotel Schroeder

GUEST SPEAKERS
Mr. I. K. Pond of Chicago, Past President of American Institute of Architects
Mr. Phil A. Grau—“Architecture from the Layman’s Point of View”

FRIDAY EVENING
Joint meeting of Board of Directors and District Advisers, Friday, October 30, 1936,
at the Hotel Schroeder
Second Vice-President Herman Buemming, Presiding
6:00 P. M. Dinner
Aloysius W. Bayer

It was with profound regret that we heard of the recent death of Aloysius W. Bayer of Eau Claire.

His colleagues in Wisconsin know him through his honest and earnest practice of architecture and have marveled at his happy fortitude in the face of adversity. His example is a living one.

Aloysius Bayer had been active in the affairs of the State Association of Wisconsin Architects from the time of its inception. At the 1935 convention, because of his unselfish interest in the profession, he was elected to the Executive Board of the State Association and retained the position to the time of his death.

Minutes of the October Meeting of the State Executive Board, State Association of Wisconsin Architects

The regular monthly meeting of the Executive Board of the State Association of Wisconsin Architects was held at the City Club, Milwaukee, October 2nd, 1936.

The meeting was called to order by President T. L. Eschweiler at 1 P. M.

The following members were present: T. L. Eschweiler, Wm. G. Herbst, Peter Brust, Roger C. Kirchhoff, Edgar Berners, Leigh Hunt and A. L. Seiden schwartz.

Henry Auler, Edgar Stubenrauch and Grover Lippert were absent.

The reading of the minutes of the last meeting was dispensed with.

Leigh Hunt talked at length on the past and future activities of the Association, pointing out the necessity of a more concerted action on the part of the Board, the Districts and all the members, so as to make the efforts of the Association worth while, to make them stand out in the eyes of the public to show that this Association is really doing something. Comments on this question were made by several members of the Board and all expressed themselves in favor of adopting some set program of action.

An outline of the resolution relative to the change in the By-laws relative to active members was given by Peter Brust, Chairman of that Committee, to be voted on at the coming convention. The resolution will be printed as official notification in the next issue of the Wisconsin Architect.

Considerable discussion was had on the idea of engaging a paid secretary to look after the affairs of the Association. A motion was offered by Edgar Berners and seconded by Peter Brust that a recommendation be made to the incoming Board that a part time assistant Secretary be employed to assist the Secretary and that a permanent address for the Association be established.
A motion was offered by Roger C. Kirchhoff, seconded by Leigh Hunt, that a recommendation be made to the incoming Board, that a definite program for the coming years be outlined and established. The program to be in skeleton outline so that it can be made to fit the needs of all the Districts.

It was further suggested that each District, so far as it is possible, set fixed dates for their meetings.

As a great deal is said at a convention and inasmuch as it is almost impossible for a Secretary to make enough notes to cover same, it was suggested by Roger Kirchhoff that a recording secretary be engaged to make copy of the entire convention proceedings. A motion was made by William Herbst and seconded by Edgar Berners that a recording secretary be engaged for this purpose.

Edgar Berners brought up the question of the ethical standing of an Architect who would stamp the plans of some large out-of-state chain concern, building in Wisconsin. Several members stated that the architect makes himself liable for the drawings, that the law clearly states the Architect must know the general conditions under which the structure is being erected and that it would be a poor policy for an Architect to stamp such plans. It would be inviting outsiders in to do the work and receive the major compensation therefor at the architect's loss.

A general discussion was had on the question of the coming annual convention of the Association to be held in Milwaukee some time this month. Dates were set as October 24th or 31st, so as to give the committees an advantage in making the best arrangements.

The entertainment and other details, with the exception of the business affairs, were turned over to the Seventh District to take care of. Advance notices to be printed in the Wisconsin Architect and further notices to be sent out by the Secretary, so as to create and promote interest in the convention and to make it an outstanding event.

Arthur L. Seidenschwartz, Secretary.

Allied Architects

During 1933 Mayor Moan appointed a Housing Committee and after several months printed a report of their findings. Harry Bogner was the Architectural Adviser of the Committee and prepared sketches and drawings describing their conclusions.

In 1934 the Associated Architects of Milwaukee was formed and prepared sketches of units with cost data and perspective which were submitted to Washington on March 17, 1934. This was for slum clearance on a site bounded by Eighth and Brown Streets and Sixth and Reservoir Avenue. This project eventually was abandoned, a report stating that Milwaukee had no slums. The Land Commission had favored an outlying site in preference to one in the metropolitan area so that in the latter part of 1934 the Government took action and approved a Low Cost Housing Project for Milwaukee on the outskirts of the City to cost not less than $3,000,000.00.

Then again the same group were consulted and eventually were instructed to draw up a partnership agreement which would contain the names of the members, Chief Architect, Asst.' Chief Architect, and the general method of conducting their affairs. This contract was approved on January 7, 1935, and the actual work of preparing the sketches was begun on January 9, 1935. The preliminary sketches were prepared and submitted to Washington on March 19, 1935. Preliminary approval was received in April, 1935. Work drawings and specifications were completed on August 28, 1935, and tracings were sent to Washington. Tracings were finally approved, ready for bids on September 30, 1935. Bids were taken and the contract awarded to the Geo. A. Fuller Company on December 18, 1935, and the work was actually commenced on April 2, 1936.

The Allied Architects of which there were thirteen (133) members organized themselves into a Working Committee of which Gerrit J. De Gelleke was Chief Architect, and Harry Bogner, Asst.' Chief Architect. There were three (3) Committees, the first of which was the "Design Committee" composed of the following members:

Harry Bogner, Chairman.
Fitzhugh Scott, Secretary
Richard Philipp
Leigh Hunt.

The second Committee was the "Specifications and Materials Committee" composed of:
Peter Brust, Chairman.
Wm. G. Herbst, Secretary
Thos. L. Rose
Robert Messmer.

The third Committee was the "Financial Set-up and Mechanical Branches Committee" composed of:
Alex. C. Eschweiler, Jr., Chairman.
Herbert Tullgren, Secretary
Rubens F. Clas
Alex Bauer.

The Executive Committee was composed of the Chairmen of the three Committees. Harry Bogner was elected Chairman of the Executive Committee. Rubens F. Clas, Secretary. Peter Brust and A. C. Eschweiler, Jr., being the other members of this Committee.

Mr. Gerrit J. De Gelleke was member ex-officio as Chief Architect.

We were required to submit the names of our Professional Advisers and the names were accordingly submitted to the Allied Architects of Milwaukee and were voted upon. Charles S. Whitney was selected as Structural Engineer: LeRoy Dunst as Electrical Engineer: Jos. Volk as Heating Engineer and Louis Goeltz as Plumbing or Sanitary Engineer. Mr. Phelps Wyman and Franz Lipp were selected as Landscape Architects. These names were submitted to the Housing Division for approval and they were engaged.

At the outset the site was being optioned by the Government and it was necessary to keep its location a secret for some time.

Various members of the Committee prepared sketches of units which were based upon one bed room, two bed room and three bed room houses and one bed room apartments, in proportions set forth by the Housing Division.
It was not very long before the Design Committee had determined that visible roofs would be an absolute essential to a successful project and as none had been approved by the Housing Division it required great persuasive powers on the part of the Chief Architect and the Committee before they were allowed, and then, not until we proved conclusively that the cost was not a great item.

Plot plans were started after the type of units had been established and about twenty (20) had been developed, when Mr. A. C. Clas and Mr. Felheimer, Architectural Consultants of the Housing Division came to our office and gave us some helpful suggestions which resulted in a Block Plan which eventually was approved and is the one which is now being used.

In order to make our first submittal it was necessary to develop our Landscaping and Mr. Lipp and Mr. Wyman worked with the Design Committee preparing the necessary data for the submittal.

It was also required that we have preliminary layout of the sewers and the heating, and that materials be analyzed, both as to suitability and cost, and construction be developed so that financial set-up could be made to accompany the drawings.

All of this work finally came to a point of completion and the Chief Architect and several of the Allied Architects went to Washington where we were required to redraw the Plot Plan once more. We secured the preliminary approval of the Plot Plan during this stay in Washington. However, we did not receive the approval on the preliminary plans until April 15, 1935. As soon as this approval had been received from Washington we immediately started on the working drawings, specifications and mechanical branches.

Space was secured in the Caswell Building for the Architectural Department, the Structural Engineering Department and the three (3) Mechanical Trades. Mr. Alex C. Eschweiler, Jr., took charge of the Mechanical Trades and he put Mr. Herbert Tullgren in charge of the Plumbing, Rubens F. Clas in charge of the Electrical Work and Alex Bauer in charge of the Heating Work.

The Structural Engineer, Mr. Whitney, worked with the Engineering Department under the supervision of the Chief Architect.

Mr. Bogner took active lead in the Landscaping and worked with Mr. Wyman and Mr. Lipp.

Mr. Brust took charge of the Specification Work and had Arthur L. Seidenschwartz assisting him in the writing of the Specifications. Mr. Wm. Herbst took charge of Materials.

The plans were completed and sent to Washington a month before the date originally required by the Government so that we feel that the organization functioned most satisfactorily.

At all times the Housing Division co-operated. They sent their various heads of departments to Milwaukee to check and approve the work as we proceeded and all credit must be given to the fine attitude which was displayed by these Government representatives.

At the time we were commissioned to do the Park-lawn Housing Project very little data was available in the Housing Division and a great deal of the scheme was developed so as to give ideal living conditions at minimum rent and up-keep.
Advertising

Once upon a time we used to talk about ARCHITECTS. There was a long list of names. Those names still live in the minds of those who are not too modernistic.

Today, most of the talk is of architecture—modern and the like. And why not? Has not architecture lost its place as a one-man job with the modern mechanical and structural requirements and necessities? It has become influenced by mass production and established standards. Specially designed materials are expensive and stock designs have replaced them in most cases.

In the residence field a house may be built without making a detail of a door, window, case or moulding. So much good standard design has been developed that the manufacturers, under the schooling of the architects, can furnish the speculative builder good reproductions of architects’ designs with little trouble. So what?

Are the architects losing their clients? Are they considered unnecessary except when required by law in the several states or in certain classes of work too complicated for the builder and speculator? We do not think so.

What we believe is this: we must work together, not only in our architectural societies but collectively furnishing the man power to do our work in packs, if you will, but collaborating and pooling our talents to the end that we once more become a force in society.

Ethically we may not advertise. That is to say, print our names under statements saying how good we are, and what fine work we do, and how honest we are. But we can advertise by doing our work so well that the public can see and feel the results of planned effort.

How often have you heard the prospective client speak of sketches, blue prints and designs, little realizing what a small part of the finished building are the sketches? Yet, how vital this small portion is to him. What does the owner know of the knowledge required to make a study of a building? A little more today than a few years back, but still not quite enough to qualify him to make his own plans.

Can the building public be made architect conscious? Yes, we believe so. But not by law. Rather by our own efforts in doing good work, which by comparison clearly shows that our services are an economy.

L. H.

Officers—Seventh District

A. L. Seidenschwartz, President.
Urban Peacock, First Vice-President.
Walter Memmler, Second Vice-President.
Gilbert Greenwald, Secretary-Treasurer.
Peter Brust and Fred Wegner, Board Members.

WISCONSIN ARCHITECTS
WELCOME TO MILWAUKEE

W. H. PIPKORN CO.
DISTRIBUTORS FOR
OWENS-ILL. GLASS BLOCKS—FACE BRICK—HOLLOW TILE—COMMON BRICK—STARK’S GLAZED BRICK—REINFORCING STEEL—REFRACTORY SUPPLIES—FIRE BRICK—ARMORE FILTER BLOCKS

1548 W. Bruce Street
MILWAUKEE, WIS.
Phone Mitchell 6800

WALTER G. MEYER
General Manager

RUNDLE-SPENCE
MFG. CO.
PLUMBING & STEAM SUPPLIES
Consult your Plumber or Fitter
MILWAUKEE — MADISON

LEADERS IN THE STOKER FIELD

IRON FIREMAN OF MILWAUKEE, Inc.
4507 W. Wisconsin Ave.
Bluemound 3420

When Corresponding With Our Advertisers Please Mention The Wisconsin Architect
A New Radiator

A new, small tube-type radiator has been added to its line, according to an announcement by the National Radiator Corporation, Johnstown, Pa. The new radiator, which is known as the National Art line of radiation, is claimed to be truly artistic in design. The radiator is not an "adaptation" from other types of radiation, but represents entirely new styling. The designer has utilized vertical lines and set-back planes, which is so popular in modern furnishings and fixtures. Even the feet have been changed so that the design is carried uninterruptedly from floor to top, and the design is such as to harmonize perfectly with the vertical lines of window mullions and drape folds.

The manufacturer asserts that the new type of radiation can be used either exposed, or recessed, and is particularly desirable for modernization work, as the units occupy less floor space while giving as much heat as the older tube-type radiators. It is claimed that the new radiators will work perfectly in conjunction with concealed heating units of the same system, and is found desirable in cases where concealed heating units are desired on first floors and exposed or recessed types of units on the upper floors. It is also pointed out that only minor piping changes are required in order to replace older types of radiation with the National Art line. The units are made in three widths: 3, 4 and 5-tube, and in heights ranging from 19" to 26". The radiators are of cast iron construction and are assembled in any length in multiples of 1½". The radiator is of push nipple construction, and can be furnished legless according to the manufacturer's announcement.

When Corresponding With Our Advertisers
—Please Mention
The Wisconsin Architect

**Williams Oil-O-Matic Heating**

HAS LED THE INDUSTRY IN SALES FOR THE LAST TEN YEARS—THERE'S A REASON.

Shellenberger-Gregg Co.
2203 N. Prospect Ave, Lakeside 2735

why not give your client a

Triple-Insulated Wall Construction?

—Fortified against hot and cold weather
—Protected against fire
—Armored against time and deterioration

And what do we mean by a "triple-insulated" wall?

**First**, an outer wall with all the beauty of wood shingles but which cannot burn or rot and never requires painting (permanent, fireproof J-M Cedargrain Siding Shingles).

**Second**, an inner-wall construction that stops fire spread, keeps the house comfortably cool in summer and saves up to 30% in fuel bills in winter (hollow wall spaces are filled with J-M Rock Wool Home Insulation).

**Third**, an interior plastered wall with maximum resistance to cracking (J-M Steeltex for reinforcement).

**In short**, J-M's new Triple-Insulated Wall insulates against hot and cold weather; protects against fire; fortifies against time and deterioration.

Johns-Manville
757 No. Broadway, Milwaukee
Mueller Gas Heat is Unexcelled for Cleanliness, Convenience and Comfort

Gas is the perfect fuel for heating the home, and at the reduced house-heating rates now in effect in Milwaukee and suburbs, as well as in many other cities in Wisconsin, is within the means of a large percentage of those now planning to build a new home.

Specific information on the cost of Mueller gas-fired furnaces and boilers, as well as the yearly operating cost of individual applications will gladly be supplied upon request.

L. J. MUELLER FURNACE CO.
MILWAUKEE

PROMPT SERVICE AND GOOD WORK. THIS IS OUR CREED

MILWAUKEE BLUE PRINT & PHOTOSTAT CLUB
EUGENE DIETZGEN CO.
F. A. OTTO, INC.
FREDERICK POST CO.
M. J. SCHMITT
O. J. WALLBER & SON, INC.
DAVID WHITE CO., INC.

CHICAGO PUMP CO.
Since 1909

"Condo-Vac"
Return Line Vacuum Pump for Heating Systems

"Condo-Vac" Vacuum Pumps are used as return line condensation, vacuum and boiler feed pumps—for vacuum heating systems. Also used for Industrial services where condensation and gases are to be handled—or where gases alone are to be handled. For either intermittent or continuous duty.

For Complete Description and Engineering Data Ask for Bulletin 137-C

ALLAN ENGINEERING CO.
724 East Mason Street
MILWAUKEE, WIS.

When Corresponding With Our Advertisers Please Mention The Wisconsin Architect
Visiting Architects:

WHILE YOU ARE IN TOWN
STOP IN AND LOOK OVER
OUR COMPLETE LINE OF
YALE LOCKS AND HARD-
WARE AND SPECIAL FINISH
HARDWARE

Builders Hardware, Inc.
724 N. Mason St. — Milwaukee
Daly 0600
Distributors: Yale & Towne Mfg. Co.
Locks & Trim Hdw.

Distinctive
LIGHTING FIXTURES
for Every Building and Budget

A large diversified selection of 774
standard items, as featured in our
new catalog in full color, may be seen
in our factory display rooms at Mil-
waukee, Appleton and Minneapolis.
Special designs furnished for any project.

MOE BROTHERS MFG. COMPANY
319 E. CLYBOURN ST. MILWAUKEE

● For Residential, Public Building or Commercial Use . . .

WE MANUFACTURE FLOORING
of
MAPLE, BEECH, BIRCH AND WISCONSIN OAK
in
STRIP, HERRINGBONE AND ASSEMBLED BLOCK FORM

● We can furnish the above stock treated for moisture resistance if desired.


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

We are ready and anxious to give what advice we can in flooring problems
to any architect who addresses us:

HOLT HARDWOOD COMPANY
OCONTO, WISCONSIN

ALLIS-CHALMERS Offers: "The Universal"
Air Conditioning and Heating at a price your client can afford

1. AUTOMATIC FIRING
2. COOLING
3. DEHUMIDIFICATION
4. YEAR 'ROUND HOT WATER
5. WINTER AIR CONDITIONING

Distributed by
O. H. DITTMER CO.

1407 W. Fond du Lac Ave
Milwaukee, Wis.
As Seen at the Industrial Exposition

Allis-Chalmers is now displaying at the Wisconsin Industrial Exposition a new all-metal automatic coal-fired heating and cooling system. This is the first showing of this system which is of the indirect hot water heating type with an idea of providing complete air-conditioning within the price range of the average home.

During this past summer they have effectively demonstrated that cooling and dehumidification can be accomplished with Lake Michigan tap water. Besides the circulation filtration and humidification of the air, the Allis-Chalmers' system provides hot faucet water in summer and winter at an unusual low fuel cost. In addition to keeping the basement dry in the summer, this offers the advantage of taking the chill from homes in early fall and late spring besides adding life to heating systems.

The O. H. Dittmer Company of Milwaukee, the distributors, state that, in spite of the additional severity of the past winter, they have saved fuel in every instance where an old furnace has been replaced and the hot water was thrown in extra. In new homes, the low fuel cost has been uncanny—in other words the O. H. Dittmer Company declare that the Allis-Chalmers is a good investment to any home owner and it pays for itself in the fuel that is saved.

- BRICK -
FOR BEAUTY AND PERMANENCE

Again we announce something entirely new in interior brick—for architects only. We will be delighted to show you samples.

Utica Bricklayers Cement will give you that watertight wall you have been hoping for.

Gagnon Clay Products Company
Green Bay, Wisconsin.

JOHNSON SERVICE COMPANY
Main Office and Factory: MILWAUKEE, WIS.
Branch Offices in all Principal Cities
**Milcor Fireproof Building Materials**

To the Architects of Wisconsin:

All Wisconsin must pay you tribute for your part in making a better State in which to live and work. From your inspirations come homes of beauty and charm, and building structures which are lasting monuments to your profession.

Throughout the years Milcor has and will continue to manufacture and develop products to help you in achieving the buildings of tomorrow. We hope our constant desire to serve will be considered an expression of our appreciation for your whole-hearted acceptance of Milcor Products.

See Sweet's Catalog File for data on these Milcor Products: Corner Beads, Metal Trim, Steel Roof Deck, Metal Access Doors, all types of Metal Lath, Spanish Metal Tile, Ventilators, Skylights, Basement Windows and Fireproof Accessories.

**Milcor Steel Company**

MILWAUKEE, WIS.  CANTON, OHIO

CHICAGO, ILL.  KANSAS CITY, MO.  LA CROSSE, WIS.

---

**RUNNING HOT WATER!!**

Make it a Reality . . . .

By Specifying . . . The Sensational New RUUD Automatic Storage Water Heater

Help banish the old tea-kettle water heating method. Now your clients can have hot water conveniently and economically. This heater provides as much as 600 gallons of hot water for $1.00 worth of gas. (The average family uses 1,200 gallons per month.)

Milwaukee Gas Light Company

626 E. Wisconsin Ave.

Daly 6720

When Corresponding With Our Advertisers Please Mention The Wisconsin Architect