Final Notice Wisconsin Architects’ Exhibition

Mid-West Architectural Conference

University of Notre Dame

Convention News
Final Notice

Wisconsin Architects' Exhibition

The labels and entry blanks required for the Wisconsin Architect's Exhibition are now ready.

Please send immediately self-addressed, stamped envelope to Harry Bogner, 759 North Milwaukee Street, Milwaukee, Wisconsin, asking for the number of labels you require.

All exhibits must have labels attached on back of exhibit.

Exhibits must arrive prepaid at the Milwaukee Art Institute, 772 North Jefferson Street, Milwaukee, by September 18, 1939.

Exhibits from districts outside of Milwaukee are to be delivered to the District Chairman who will send all exhibits from his District in one package to the Milwaukee Art Institute.

Your prompt cooperation will be greatly appreciated by the Exhibition Committee.

New Milcor Catalog on Ventilators and Skylights

Milcor Ventilator and Skylight Book No. 42 is just off the press. It gives complete illustrations and specification data of the Milcor line. Dimensions for each Ventilator are listed showing the flue size, the extreme height and extreme width, accurate exhaust displacements and catted shipping weights.

In the Skylight section, full-size, cross section details of each of the different types of Milcor Skylights are given. Single pitch, double pitch and hipped Skylights are shown in a new series which complies with the most rigid specifications for public buildings and at the same time meets a definite demand for economy.

Copies of the booklet will be sent upon request.

THE DATES: October 27 and 28.

THE PLACE: Milwaukee, Wis.

THE EVENT:

EIGHTH ANNUAL
CONVENTION OF THE
STATE ASSOCIATION
OF WISCONSIN ARCHITECTS

Mid-West Architectural Conference
University of Notre Dame, June 23, 24, 1939

Excerpts from Report of Talmage C. Hughes,
Secretary of Conference

President Maginnis

Replying to charges that selfish groups within the building industry are blocking recovery by arbitrarily maintaining high costs in defiance of public interest, Charles D. Maginnis of Boston, president of The American Institute of Architects, in his address at the banquet, suggested a nationwide inquiry into the alleged abuses.

An aroused public is entitled to know whether the social aims of the Federal Government's vast slum clearance projects are being thwarted by artificially established costs, declared Mr. Maginnis, pledging cooperation of the nation's architects in any investigation that may be undertaken.

"So long as the causes of the depression remain inscrutable to the specialists, no interest can know the measure of its obligation to correct them," said Mr. Maginnis, who was the principal speaker at a banquet closing a two-day regional meeting of the Great Lakes and Illinois-Wisconsin Districts of the Institute.

"The building industry is generally recognized as the most fundamental factor in the national economy. We had grown to think of it as the chief victim of the business slump. But there are now those who are bold enough to say that the impediments to the general recovery are a responsibility of the building industry itself, whose high costs of labor and materials are paralyzing long-term investment. Not only this, but it is charged that these costs are artificially established and maintained by its selfish groups in defiance of the national interest.

"This is so grave an indictment that no element associated with building should shrink from an examination of its merits. The public is now particularly aroused over the failure so far to accomplish the reduced costs of construction which are necessary to realize the social purpose of the slum-clearance projects on which government is spending vast sums.

"It is clearly entitled to know, if, and what conditions in the building industry are working against this beneficent enterprise and whether the industry has the capacity and the disposition to remove them. I am sufficiently confident of the sentiment of the architectural profession to promise the earnest participation of The American Institute of Architects in any comprehensive inquiry into this subject.

"It has been stated of my own profession by a critic of consequence that architects are not sufficiently sympathetic with the economic phases of the modern design. That is, to this extent at least, inaccurate — that we have brought the most stark and scientific principles to the solution of the slum problem and the small house.

"The architect, if that be his job, can be as passionate in the pursuit of triumphant economics as he is known to be in the essays of his imagination. It is to be noted that his professional relation to the housing projects exceptionally encouraged his search for new ma-
terials and more up-to-date methods, an enterprise in which he has found himself in many communities in discouraging conflict with conservative building laws.

"It is clear that modifications can frequently be effected in these local regulations without prejudice to reasonable standards of safety. It is this principle of security, however, which warns us that there cannot fairly be exacted from any industry costs of production, however beneficial to the general interest, which do not allow an adequate regard for its own protection and efficiency."

**Resolutions Adopted at Mid-West Conference**

**RESOLUTION OF APPRECIATION**

WHEREAS the delegates to the Mid-West Architectural Conference have been impressed and pleased by the excellent arrangements which have been made for their comfort and entertainment during the conference, and

WHEREAS we are deeply indebted to certain organizations and individuals for their contributions to a most interesting and instructive program.

NOW THEREFORE BE IT RESOLVED that we do hereby extend our most sincere appreciation to the University of Notre Dame for the use of its buildings, facilities and equipment; to the Indiana Society of Architects, the Indiana Chapter A. I. A., the Architects of South Bend, and the committee on arrangements under the chairmanship of Mr. E. D. Pierre, for the excellent program; to Mr. Leigh Hunt, State Association Representative A. I. A., Clair W. Ditchy, Director Great Lakes Region A. I. A., Mr. John Fugard, Director Illinois-Wisconsin Region A. I. A., and Mr. Vincent F. Fagan, College of Architecture of Notre Dame for their untiring efforts in bringing the conference into being; to Dr. Robert W. Kelso and Dean Walter McCormack for their profound discussion of the housing problem; and to Mr. Thomas E. Tallmadge for his illustrated lecture on the restoration of Williamsburg.

**PERMANENT REGIONAL ASSOCIATION**

WHEREAS, the By-Laws of the A. I. A. Chapter 4, Article 2, Section 1 provide for the organization of a Regional Association District composed of the chapters and the State Association members of the district, under the guidance of the regional director of the district: Therefore be it resolved, it is the sense of this conference that the Director Clair Ditchy of the Great Lakes Regional District and John Fugard of the Illinois-Wisconsin Regional District take the necessary action to form a Regional Association for the respective regional districts.

Be it further resolved that it is the sense of this conference that the interests of the architects in the Great Lakes and the Illinois-Wisconsin Regional Districts are closely aligned and will be benefited by opportunities to discuss mutual problems; Therefore we advise the Regional Directors to plan future meetings of the proposed Regional Associations.

WHEREAS, we observe that building progress is being seriously hampered throughout the entire country in varying degrees according to location, and

WHEREAS, this situation is contrary to the public good and it is within the power of the people to remedy, and

TO REMEDY CERTAIN EVILS

WHEREAS, the architects being in a position to observe the enormity of the damage caused can properly call attention to these conditions. Therefore be it and it is hereby

RESOLVED: THAT IT BE RECORDED AS THE SENSE OF THIS MEETING THAT ALL ARCHITECTS BE URGED TO COURAGEOUSLY ALIGN THEMSELVES AGAINST THE FOLLOWING HARMFUL CONDITIONS AND/OR PRACTICES.

1. The existing and/or contemplated regulations and laws of State and Local governing bodies requiring unnecessary and illogical work of various building trades, causing unjustifiable construction cost.


3. Practices of the various interest in the building material field which bring forces to bear on the makers of local and state building laws and/or regulations, to discriminate in their favor and against the interest of the public, thereby causing unnecessary and illogical expense in building.

Be it further

RESOLVED: THAT THIS MEETING RECOMMENDS TO ALL ARCHITECTS AND ARCHITECTURAL ORGANIZATIONS THE USE OF CAREFULLY PLANNED PUBLICITY TO COMBAT AND REMEDY THIS CONDITION.

**HOUSING STUDY**

Recognizing as fundamental that every man has a proper right to establish a home amid decent environments and to a reasonably safe place to invest his savings we note:

1. That considerable time has been spent in the study of this problem without appreciable results, due to the fact that the studies which have been made were made by either inadequately financed volunteer workers or government bureaus that were interested in only isolated phases of the problem.

2. That we further observe that there has been a definite change in the social order introducing new factors not previously recognized and which require a new study of the basic principles of housing and stable housing investments, taking into consideration the factors available at present. Now Therefore

Be it resolved that this group enthusiastically recommends that all architects and architectural organizations concentrate on an effort to obtain a comprehensive study and analysis by an architectural commission of all conditions affecting housing, and the socialized results thereof; and further, that a source of financ-

(Continued on page 5)
THE WISCONSIN ARCHITECT

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State Association of Wisconsin Architects
July 21, 1939

The regular monthly meeting of the Executive Board of the State Association of Wisconsin Architects was held at the Loraine Hotel, Madison, Wisconsin.

The meeting was called to order by President Leigh Hunt at 1:25 P.M.

The following members were present: Messrs. Leigh Hunt, Gerrit DeGelleke, B. H. Knobla, Gregory Lefebvre, Noel Ross Safford, William Oppenhamer, Emiel Klingler, R. S. Chase, C. Madsen, Urban Peacock, Wm. Mickelsen, and Arthur L. Seidenschwartz.

Messrs. Henry Auler and Wallace Brown were absent.

Messrs. Albert J. Schute and Richard Philipp of Milwaukee were present at the board meeting.

The reading of the Minutes of the previous monthly meeting was dispensed with.

COMMITTEE REPORTS

Publicity Committee:
Mr. Hunt reported that hereafter the weekly ad in the Milwaukee Journal and Sentinel would be placed in the second section of the paper rather than in the classified section. Advertising agencies have expressed their opinion that much more good would be received from the ad being in this section rather than in the classified section due to the fact that same was among builders', real estate, and other ads.

The method of assessing members for advertising was discussed. It was moved by Mr. Madsen and seconded by Mr. Lefebvre that a notice be drafted by the special committee for this work, and that the secretary send one to all the members.

Practice Committee:
Inasmuch as the Practice Committee held a meeting of even date with the Industrial Commission, no report was made with the exception that Mr. Seidenschwartz submitted to Mr. DeGelleke the architects' page in the Milwaukee Telephone Directory, calling his attention to the number of firms improperly published therein. Mr. DeGelleke stated that the Board of Examiners was working on these cases and felt that this condition would be remedied in the near future.

Legislative Committee:
Mr. Knobla, Vice Chairman, reported that the bill relative to unemployment compensation was postponed indefinitely and that the bill for the taxing of fuel oil was killed.

Small House Competition Committee:
Mr. Lefebvre, chairman of the committee, was asked to make an investigation relative to the complaint and inquiry submitted to the board at its last meeting. Mr. Lefebvre is to report back at the next board meeting.

Architects' Exhibition:
Mr. Hunt reported that in preparing the exhibits for the coming Architects' Exhibition to travel about the State, some expense would be entailed in connection with this work, the expense being borne equally by the State Association of Wisconsin Architects and the Wisconsin Chapter of the A.I.A.

It was moved by Mr. Oppenhamer and seconded by Mr. Lefebvre that the State Association of Wisconsin Architects bear half the expense. Motion was adopted.

Convention:
Mr. Mickelsen submitted a letter from the Johnson Company extending an invitation to the architects if and when their convention would be held at Racine, Wisconsin.

After discussion on the merits of the convention, it was moved by Mr. Mickelsen and seconded by Mr. Safford that the
convention be held in Milwaukee at some convenient
time after the A. 1. A. convention to be held in Wash­
ington, September 25 to 28. Motion was adopted.

The date selected for the 1939 Convention is 
Friday and Saturday, October 27 and 28, at the 
Plankinton Hotel, Milwaukee, Wisconsin.

Communications:

A communication was received from the Real Es­
te State Board asking the State Association of Wisconsin 
Architects to mail housing bulletins to the architects. 
Inasmuch as this would entail considerable work and 
postage expense, it was suggested that a list of the archi­
tects be furnished to the Real Estate Board so that they 
can mail the bulletins direct.

Motion was made by Mr. Lefebvre and seconded 
by Mr. Madsen that the current bills be paid. Motion 
was adopted.

The monthly report was received from Mr. 
Cramer, publisher of the “Wisconsin Architect.” The 
report, not being made out properly, was sent back to 
Mr. Cramer for correction.

New Business:

Mr. C. A. Wilson, president of the Engineers 
Society, who was present at our board meeting ex­
tended an invitation to the State Association to take 
part in an engineers' conference to be held in Mil­
waukee in March, 1940. A committee to make ar­
rangements and to confer with the engineers to be 
appointed by the President at a later date.

There being no further business to come before 
the meeting, same was adjourned at 2:45 P.M.

After the meeting the architects made an inspec­
tion tour of the new addition to the Memorial Union 
of the Wisconsin University, the trip being arranged 
by Mr. Knobla.

Respectfully submitted,
ARTHUR L. SEIDEN SCHWARTZ, Secretary

(Continued from page 3)

UNIFICATION

RESOLVED: THAT IT IS THE SENSE OF 
THIS MEETING THAT ALL STATE SOCIETIES 
BE URGED TO AFFILIATE WITH THE AMER­
ICAN INSTITUTE OF ARCHITECTS AS 
STATE SOCIETY MEMBERS TO THE END 
THAT NATIONAL UNITY OF THE ARCHI­
TECTURAL PROFESSION BE ATTAINED.

Unification

A talk by Mr. Leigh Hunt, State Association 
Representative on the Board of Directors, A.I.A.

I have been asked to talk on the “Unification 
Movement,” sponsored by The American Institute of Architects . . . what it is and just what this movement 
is expected to accomplish.

First, why did certain leaders in The Institute 
think that the unification of the architectural profes­sion was necessary?

When Corresponding With Our Advertisers Please Mention The Wisconsin Architect
The representative for the State Societies in cooperation with the Committee on Unification and the Board have worked hard since 1938 when there were but four state associations affiliated with the Institute — Michigan, Ohio, California, (North and South) and Wisconsin, and eleven others not affiliated — Kentucky, Indiana, Alabama, Mississippi, Florida, Oklahoma, Kansas and Texas which are now changing By-Laws necessary for affiliation. Kentucky is now a full fledged State Association member.

Illinois is now voting on affiliation and Maryland, Delaware, New Jersey, Pennsylvania, Virginia and Nevada are to vote between now and September, 1939.

A report from the Committee on Unification and the State Society Representative were submitted to the Executive Board during May of this year and these reports indicate a keen interest of the architects in Unification and of their desire that the Institute be the national organization representing the architects of their country in national issues as their spokesman.

It is now 82 years since the Institute was founded and our profession and the science of building has seen many changes since then.

Architecture is both a profession and a business today and if we are to keep our place as leader of the Construction Industry we must increase our business efficiency without lowering our esthetic ability in order that we will be of ever increasing usefulness to the public.

We do not know of any member of the Construction Industry better qualified than the Architect to stimulate building. We believe that they, the Architects, should start through study assisted by all members of the construction industry to determine what steps should be taken to lower the cost of material and labor without lowering standards of living of those in the industry.

Unification of the architectural profession is needed today in order that the construction industry (the second largest industry in the United States) can have a strong leader to guide it to better days.

(Continued in the September Issue)
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