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ARTHUR L. SEIDENSCHWARTZ, ARCHITECT

Photo by Fred R. Stanger
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THIRTEENTH ANNUAL
CONVENTION
STATE ASSOCIATION OF WISCONSIN ARCHITECTS

The Thirteenth Annual Convention of the State Association of Wisconsin Architects was held in Milwaukee at the Plankinton House, October 5 and 6, 1945, opening with a banquet at 7 p.m. in the Sky Room, with President Berners presiding.

Charles Frederick Cellarius, F.A.I.A., Cincinnati, Treasurer of The American Institute of Architects, was the principal speaker, having as his subject, "The Institute—the National Organization." He also talked at length on the bright outlook with the tremendous opportunity which is ahead for the Architects.

The complete text of Mr. Cellarius' talk will appear in the November issue of the Wisconsin Architect.

Preceding the banquet, the members of the State Association were guests of the Producers' Council Club of Wisconsin at a cocktail party and visited the council members' exhibits which were displayed on the mezzanine during the two days of the convention.

The Convention proper was called to order by President Berners at 10:30 a.m. Saturday in the Lotus Room. Following the President's address it was moved by Mark F. Pfatter and seconded by Peter Brust that the address be printed in the next issue of the Wisconsin Architect. The Motion was unanimously carried.

ADDRESS OF THE PRESIDENT

FELLOW ARCHITECTS:

We have assembled here today in annual convention, grateful that peace has been proclaimed in the World. Many industries and many people were dislocated by the impact of the war, but none more seriously than the Architectural Profession. Under these conditions your executive board has labored to keep alive at least a spark of interest in the profession and in this your state association.

I wish to express my appreciation to those members of the Association who gave their time to further the interest of the organization in the performance of special tasks and assignments when called upon to do so.

Not all members of the board were able to attend all meetings, but to those who were faithful, we are indebted indeed.

Our Association was again favored by the excellent counsel and advise of Mr. Gerald Rice. Mr. Rice was frequently called upon when legal problems or matters of policy came to the attention of the board.

A full report of the board's activities will be made to you by your Secretary. This association owes much to Leigh Hunt who more than any other person has given of his time to further the interest of the Association and your Magazine, The Wisconsin Architect.

The contributions made by the members of our profession to the construction of our War Plant, thus aiding in the record accomplishment of the construction industry is well known to all of you and needs no further elaboration here. We are proud of the service rendered by those members of our profession who served in the armed forces. To these men and the millions of their companions who fought so courageously, we are deeply indebted. They have preserved for us those freedoms so essential to our endeavors.

The termination of the war in Europe and later in the Pacific has brought us to the eve of a new Era. One week hence the remaining controls and restrictions on construction will be removed.

The lifting of wartime restrictions will bring to our profession an opportunity of unbounded proportion. All reports point to a market of construction of unprecedented volume.

After several years during which we experienced a virtual stoppage of all construction, we look forward to and are eager to grasp this opportunity. In doing so let us not forget that with the opportunity there will come to us a challenge and a responsibility.

We have ever maintained that our position is one of leadership in the construction industry. Let us ever be alert that our leadership may remain unchallenged. Let us be leaders in the true service of the word. Let the conduct of our affairs and the quality of our work be such that recognition and acclaim may be ours. That is a responsibility that we as individual architects have to the profession.

We have a responsibility of leadership and service to our communities. Much of the proposed construction will alter communities and in many instances completely change whole communities or neighborhoods. We as architects should assume the leadership needed to bring order to the growth and development of our cities.

Our responsibilities to our clients will be greater than ever before. New materials and new methods will challenge our attention. It may be desirable to liberalize our building codes, to permit a greater freedom of design, the use of new materials, and to effect a reduction of construction costs. We should however, be alert to proposed changes in codes and recall the
primary purpose of our code, the safeguarding of life, health, and property when changes are considered. The war period witnessed the building of some substandard construction. Building laws were set aside and this type of construction was permitted on the plea of the emergency and temporary construction. We should recognize that the emergency is over and refuse to give heed to the plea that shortages demand the continuance of temporary and emergency construction.

We have all read of the miracles that are to happen in the construction field, particularly with reference to the small home. A great deal of this publicity has been unfortunate. We as a group should take all steps possible to acquaint the public with the facts. We as a group of the construction industry welcome new materials and new methods for to do otherwise would impede progress. We should, however, protest vigorously if we recognize that the attempts of those inexperienced in the construction field to produce so-called "Low cost housing" will result in nothing more than slum conditions.

Your executive board has recognized the fact that Architectural Services for the small home may well be one of the problems that will perplex the busy post war architect. There appears in the current issue of the magazine, a plate of a small house. This plate as well as the proposed plan of your board will be the subject of a special report.

In the field of larger construction projects, consideration should be given to a plan of performance for immediate construction of private work. All public work except that so essential to the safeguarding of life and health that it cannot be deferred, should be used as a reserve of work for that period when the activity in the field of private construction begins to taper off.

In order that we may ever maintain the leadership in the field of construction, there will be a need in the years that are ahead, more than ever before, of a unity of purpose. To achieve this end we have this, your Association, and its parent organization, The American Institute of Architects. Your active participation in its affairs is invited.

To Be Published In Next Issue
A detailed account of the Convention proceedings will be published in the November Wisconsin Architect, including the luncheon address by Branson V. Gamber, F. A. I., Detroit, State Association Director, The American Institute of Architects.
Names of the new officers and directors appear on the cover page of this issue.

PRE-CONVENTION BOARD MEETING
Club Room — Plankinton House
October 5, 1945, 10 a.m.


President Berners in the chair.

(A) On motion of Mr. Memmler with second by Mr. Raeuber and unanimously carried, the Secretary was directed to provide seating at the speakers' table at the opening banquet for officers of the Producers' Council, Wisconsin Chapter, A.I.A., and members of the State Association Board.

(B) Mr. Eschweiler moved and Mr. Memmler seconded a resolution appointing Messrs. Seidenschwartz and Raeuber to audit the Secretary's Accounts. The motion was unanimously carried.

(C) A motion by Mr. Eschweiler with second by Mr. Chase, appointing John Jacobi, John Brust, and Robert Chase to act as Registration Committee to work with Mrs. Leigh Hunt at the registration desk, was carried.

(D) On motion of Mr. Memmler and seconded by Mr. Raeuber, a Resolution Committee was selected as follows: G. J. deGelleke, Chairman; Lewis Siberz, F. W. Raeuber, and Ralph Kloppenburg. Unanimously carried.

(E) On motion of Mr. Memmler with second by Mr. Chase, the following Tellers were nominated: Francis S. Gurda, Wallace Brown, and Paul Nystrom. Motion unanimously carried.

(F) The Secretary read the following report by direction of the Board:
A Proposed Small House Plan Service

Complying with the request of the Board, I have made a study of the suggested Small House Plan Service which would be operated along the following lines:

A. A book containing 100 pen and ink perspectives together with floor plans and a description of each design, to be published.

Note: A sample plate appears in the September issue of the Wisconsin Architect.

These designs to be prepared from accepted plans submitted by members of the State Association.

B. The Book would be published in sufficient numbers as to produce a profit to both the State Association and the news dealers if sold for $1.00.

C. Each Architect whose design is selected for publication, to make a payment to the project of $35.00. Each of these accepted plans to be re-drawn in a standard manner ready for blueprint duplication, and a sufficient specification written to cover the construction. Each time the Plan is sold, a certain portion of the sale price would be remitted to the author of the design sold.

D. The Book should contain the names of all members of the State Association (together with their addresses) who would be willing to inspect houses being erected in their neighborhood, for approximately $5.00 a visit and who might also give general advice to prospective owners on other pertinent matters, at a similar rate.

Note: The American Institute of Architects made a report on the Small House and this report was reprinted in the February 1945 issue of the Wisconsin Architect. From the article it is quite evident that no practical solution of the Small House problem has yet been presented.

By "small house" we mean to include houses with a ground area of under 750 square feet. From the best available percentage figures, we are of the opinion that 98% of the small houses in this category are done without the use of architects' plans and specifications.

We suggest that those building houses from plans furnished under this service, have a small bronze tablet attached to the house to indicate that it was erected from plans prepared by the State Association of Wisconsin Architects.

The general details of finance, cost etc., will be developed should the scheme be approved by the Convention. But the objective should be that of paying a profit to the State Association, the author of the original plan, and the manager of the service.

Leigh Hunt

The report was approved by the Board as follows: On motion of Mr. Memmler with second by Mr. Seiden-schwartz, the Board approved the Secretary's report and directed that it be presented to the Convention for action. Unanimously carried.

(G) The Secretary read the following article which had been prepared by direction of the Board:

Apprentices and Draftsmen

At the meeting of the Seventh District held Friday evening September 28, the question of draftsmen was raised and this quite naturally led to the subject of apprentices.

I suggested that groups of two or more members of the State Association be appointed to act as examining committees in each district, if required, to interview prospective student draftsmen. Also, in order to call the attention of the public to our desire for young men to enter the offices of the Architects as students, we should advertise in the Sunday papers and should notify the public, Lutheran and Catholic high schools of our plan.

A high standard of qualifications should be established by us in order to insure that those who are placed on the list have both the talent and the desire to become architectural draftsmen.

We should include in our scheme an obligation to teach these boys in accordance with some written plan—how to study and what to study—so that they may become able draftsmen to assist us in our work.

We should establish minimum pay and automatic salary increases for these boys, thus encouraging them to stay in the profession, as we are greatly in need of new blood.

We should go a step further if possible to establish minimum pay for both junior and senior draftsmen so that these student draftsmen may have a definite idea of their earning power after their term of apprenticeship.

These schemes will be successful only as we, the members of the profession, cooperate in making it a sound venture.

Leigh Hunt

Upon motion by Mr. Raeuber, seconded by Mr. Memmler, and unanimously carried, the Board approved the report and directed that it be read to the Convention on October 6, for Convention action.
President Berners suggested that the Board meeting be adjourned until 9:30 a.m. October 6, 1945. A motion was made by Mr. Eschweiler, with second by Mr. Klingler, and unanimously carried.

The meeting was adjourned at 3:30 p.m., Friday, October 5, 1945.

Joint Meeting of the Boards of the State Association of Wisconsin Architects
The Wisconsin Chapter, A.I.A.

Club Room, Plankinton House, Friday, Oct. 5, 1945. 3:30 p.m.


By Proxy: Lewis Siberz, Ellis J. Potter, Noel R. Safford.


Two guests, Charles F. Cellarius, Cincinnati, Ohio, Treasurer of The American Institute of Architects, and Branson V. Camber, Detroit, Mich., State Association Director of The American Institute of Architects, who arrived in Milwaukee in time to be present at the Joint Board Meeting. Edgar H. Berners, President of the State Association of Wisconsin Chapter, and Ralph Kloppenburg, President of the Wisconsin Chapter, A.I.A., were the Co-Chairmen.

This meeting was called at the direction of both Boards.

The meeting came to order after an exchange of greetings, and Mr. Camber was asked to explain the method which he would recommend to be taken in Wisconsin to affect Unification.

Mr. Camber then outlined the four types of State Organizations which had been approved by The Institute Board in Pennsylvania, California, Florida, and Michigan, saying that he would send copies to our State Association and Chapter Boards for their study.

He was asked about the type of bylaws that were required for New State Organizations and he stated that no fixed form was indicated as will be seen by approved bylaws.

Mr. Gamber was also asked that in the event a single state organization takes the place of the State Association of Wisconsin Architects and the Wisconsin Chapter, A.I.A., if any provisions were made for Architects who now belong to the State Association but do not wish to join the A.I.A. He replied that an associate class of membership could be included.

Mr. Gamber gave a very fine talk on the problems facing him as State Association Director.

Mr. Cellarius spoke on the policies of the present A.I.A. Board and its desire to make The Institute the national representative of all registered architects in the United States and all practicing architects in the few states that have not as yet provided registration. He further stated that Institute membership is open to all registered or licensed architects of good character who subscribe to the ethics of The Institute.

(Continued on Page 7)
MATERIALS, METHODS EXHIBIT AT ANNUAL CONVENTION

As in the past years The Producers' Council sponsored a material and method exhibit for the Annual Convention of the State Association of Wisconsin Architects at the Plankinton House, Friday and Saturday, Oct. 5 and 6.

It was the aim of The Producers' Council, Inc. to have a representative group of exhibitors covering all fields of building materials and mechanical equipment and still keep within the space available for display.

A total of twenty-five manufacturers displayed their materials and were on hand to give Architects the latest information on their products, method of application and delivery.

Some manufacturers had little to display until their factories could reconvert to the manufacture of building materials. They were interested in renewing their acquaintance with the Architects, preparing for the time when they will have a complete line of fine new materials available.

The Pittsburgh Plate Glass Company displayed their new product "Foamglas Insulation" in actual build-up sections of various types of walls. Patek Brothers showed large sketches of interesting and modern store fronts. Mr. Roy Paulwetter demonstrated the method applying a ceramic tile floor directly to wood, or concrete, by means of a special adhesive.

Roth Appliance displayed the new Norge refrigerator and Bendix Washing Machine with information as to how they could be fitted into kitchen cabinet space. There were displays of bathroom fixtures; drains; door closers; accordion pleated doors; heating equipment; printing machines; floor coverings and many other items of interest to the architects at this time.

The exhibits were viewed by approximately eighty architects. Many architects took the opportunity of getting current information on materials and specifications pertaining to jobs they now have on the boards. The Material Men were well pleased with the interest shown and are looking forward to the time when they can display the new products their companies have available in 1946.


Walter J. Flureck, Vice President
The Producers' Council Club

MILCOR STEEL ANNOUNCES
NEW SALES HEADS

Walter P. Schmieder, general sales manager of the Milcor Steel Company, Milwaukee subsidiary of Inland Steel, has been elected vice president in charge of sales at a special meeting of the Board of Directors. Starting as a worker in the Milcor plant back in 1919, Mr. Schwarm was later employed in the cost, billing and order departments. When the company established a new branch in Chicago in 1923 he was transferred for work in that city. He later traveled extensively in the midwest handling dealer and jobber accounts. He was made assistant general sales manager in 1928 and general sales manager in February, 1944.

Succeeding Mr. Schwarm as general sales manager is Robert S. Schmieder who has returned to Milwaukee from the company's Baltimore Branch. Mr. Schmieder has been with Milcor for 27 years, having started as a clerk in the factory. He later traveled as a company representative in Missouri and Illinois after which he became assistant manager and then manager of the company's metal ceiling and specialties division. In February 1939 he was made manager of the newly established Baltimore branch. Just before returning to Milwaukee he saw the completion of the company's new plant in Baltimore, including one of the most modern and efficient steel warehouses in the country.

The position vacated by Mr. Schmieder at Milcor's Baltimore branch is filled by H. Vernon Stehl, whose new title is District Sales Manager. Mr. Stehl traveled as a Milcor representative for a number of years before the war. Previous to his association with Milcor he was employed in sales and engineering capacities by other companies in the steel building field.

ZONE NUMBERS

The postal authorities require zone numbers in many cities. Please advise the Editor of your zone number in order to complete our mailing list.

The evening of the banquet opening the Convention, Charles Fox, Editor of the Western Builder, and his cameraman toured the hotel for informal shots of the Architects and members of the Producers' Council. The results were shown in a full page layout in the Western Builder.
(Continued from Page 5)

Following the talks of Mr. Gamber and Mr. Cellarius it was decided to appoint a Joint Committee to discuss methods of procedure to affect a single state organization.

The Joint Meeting was adjourned at 4:45 p.m.

Board Meeting of Oct. 5
Reconvened Oct. 6, at 9:30 a.m.

in Club Room


President Berners opened the meeting with remarks on the services rendered during the year for the State Association after which a resolution was offered by Mr. Memmler with second by Mr. Raeuber, directing the Secretary-Treasurer to present a check of Fifty Dollars to Mrs. Leigh Hunt and send her a letter of appreciation for her fine services to the Association. The Motion was unanimously carried.

President Berners referred to the proposed changes in the Bylaws which have not yet been completed due to the war. He then called attention to the recommended inclusion of nominations by the Board based on the services of members to the Association, suggesting that the Board might offer a slate to the Convention at the proper time noting that these names were being presented for consideration on their past record.

After discussion, the following names were listed: Henry Auler, T. L. Eschweiler, Leigh Hunt, Walter G. Memmler, A. L. Seidenschwartz, A. J. Seitz, Allen Strang, and Gage M. Taylor.

A motion was made by Mr. Raeuber and seconded by Mr. Klingler, that this list of candidates by submitted to the Convention with the Board's explanation of its action and the suggestion that the Convention consider the names listed as candidates. The Motion was unanimously carried.

The meeting was adjourned at 10:30 a.m.

Respectfully Submitted
Leigh Hunt, Secretary

Frederick Post Co. Gift
Won By Ex-Service Man

Chief Petty Officer Fred A. Wegner recently returned from the Solomon Islands and Okinawa after serving for two and one half years with the Seabees, and Perc Brandt, Manitowoc, were the fortunate architects to win the merchandise certificates of $25.00 each, presented by the Frederick Post Company at the State Association Convention. Mr. Brandt is a newly elected member of the Board representing the Fifth District. Mr. Wegner is a member of the Seventh District, Milwaukee.

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LUMBER AFTER THE WAR
HOW GOOD? HOW MUCH? HOW LONG?
By S. R. BLACK, Vice President
Weyerhaeuser Sales Company, St. Paul, Minn.
Reprinted from Northwest Architect

WHAT is the situation today and what will it be in the future? Well, today, the industry, handicapped by many troubles such as a shortage of skilled help and having only one-half of the heavy truck tires it needs, is still turning out the lumber—good lumber—and lots of it!
The peak of the military lumber demand has passed, but production has also decreased quite substantially. Uncle Sam is still first and gets first choice of both quantity and quality, just as he did in the turkey market last Thanksgiving. Lumber supply in all but the lowest grades is still tight. It will probably remain tight all the rest of this year.

As military requirements decrease, lumber available to civilians increases but this does not mean that the civilian will get just the grades and species he wants. The military demand has been for just that part of the log and for those species that are most wanted by the civilian. At the peak of demand the military took both higher and lower grades and species it did not prefer for its uses. As military demands decrease still further, the preference for the better common grades, including Nos. 1, 2 and 3 common in some species, will continue.

In other words, even if the military demands on lumber production go down from 80% to 50% of total production, this decrease will not be evenly spread over all grades. The grades and species most desired for civilian construction will be those longest restricted for war use. This might very well be equally true of the kinds of lumber that would be in first demand for rehabilitation of Europe. If, for any reason, the federal government were to require the reservation of some domestic lumber for export to Europe postwar, it is very possible that the grades reserved would again be those in greatest domestic demand.

When the war ends, the military demand for lumber practically stops. But there is no known reason why the sawmills should stop when the war stops. There is every reason to expect that they will continue to run.

The problems of reconversion will not curtail the production of lumber, since about the only reconversion required is to change the billings of the cars of lumber from military to civilian customers.

Let's consider how much lumber will be available after the war. Production from 1930 to 1939 averaged only 21½ billion feet per year, because the market would not consume more. The sawmill capacity to produce more existed. Manpower and equipment were both available and so was the timber.

Production in 1939 was 25½ billion feet. In 1940 it was 32 billion feet. After the two big years of 1941 and 1942, when the average was over 36 billion, production in 1943 dropped back to 34.6 billion. In 1944, while final figures are not yet available, production was probably about 32 billion feet. Current estimates for the first quarter of 1945 set production at 6.5 billion feet and if we project this rate of production through the year, we will wind up 1945 with a total of about 30 billion feet.

Probably lumber production after the war will not be as high as it was during the war, not even as high as the estimated output for 1945. Undoubtedly more men, more skilled men for woods and mills will be available and there will be more and better equipment also, but it is doubtful that these factors will completely offset a materially decreased work week. I do not believe the western logger or mill man will want to work more than forty hours per week regardless of overtime pay and it is quite possible that an even shorter week will be adopted.

Reducing the work week from 48 to 40 hours would mean a reduction of 16 2/3%. If this percentage reduction were applied to an annual output of 30 billion feet, based on 84 hours, the result would be 25 billion feet, or very close to the prewar production of the year 1939. The reduction, of course, would not apply so simply. In some places two forty-hour shifts will replace one forty-eight-hour shift. In other places, more trucks, more tires and larger and better skilled crews will offset the shorter work week. The change...
in work-week hours to forty should not, therefore, reduce production by more than 10%, and it might very well be considerably less than 10%.

Another factor in production must be considered. Many companies with a high total production will, as soon as possible after the war, bring their timber cut into line with their timber growth which, in most but not all instances, means a curtailment of wartime cut.

A tree is a complex mechanism for the extraction and storage of minerals, chemicals, and moisture from the soil and sunlight from the air. It is the kind of machine we need lots of because the compound which it manufactures – WOOD – can in turn be transmitted into a rapidly expanding group of new industrial substances.

Summing up all the postwar production estimates with which I am familiar, and without trying to prophesy the effect of some of the factors I have mentioned, the annual average for postwar lumber production falls somewhere around 26 to 28 billion feet. That is not enough to fill immediately all the expected postwar demands, make up war period deficits and restock prewar inventories. It is large enough to supply this country with 120% to 130% of the lumber it used on the average in the ten-year period prior to the war. Twenty-six to twenty-eight billion board feet of lumber a year is a lot of lumber. It would fill a million boxcars. It will be supplemented also by greater quantities of wood fibre boards and plywood than were available prior to the war.

How long can such large lumber production be maintained? Probably there is more misunderstanding of the long-range availability of lumber than there is on the subject of lumber quality or the immediate postwar availability of lumber. The disappearance of high quality lumber in any quantity from the civilian market during the war gave rise to many ill-founded stories that lumber was a rapidly diminishing, if not a permanently disappearing, commodity. Many were the gloomy prophets who stated there never would be good lumber again, nor would there be very much of any kind of lumber again.

I believe a careful survey of the future of the lumber industry will show that it is hardly out of the pioneering stage. The industry today is blazing new paths in unsurveyed fields.

It is gradually changing from an industry engaged in liquidating virgin timber, into an industry that is
building a permanent prosperity upon managed forest lands devoted to the production of new crops of trees. The industry is no longer satisfied to saw part of a tree into rough boards, planks and timbers but is refining its products, and is working out the ways and means of using larger portions of the entire tree. It is hard at work and making marked progress in growing its raw material on a scale equal to its use.

The present rate of growth can be and is being increased by the use of still more intensive forest practices, but the practices already established, together with the interest shown by land owners, are sufficient to assure perpetual production of tremendous quantities of forest products from this region.

Now what is the most important conclusion to be drawn from the figures on existing timber supplies and statistics upon increasing annual forest growth?

In the first place, with a backlog of some 1,600 billion board feet of saw timber, there is no immediate likelihood of running out of lumber because of lack of trees. In the second place, because the owners of forest lands and the manufacturers of forest products are changing over from forest liquidation into a program of forest perpetuation, this great raw product we know as "timber" will be made permanently available in sufficient quantities to fill all foreseeable needs of the future.

Where there's life, there's hope! An industry having perpetual life is interested in product improvement and in the development of new markets for its products.

In recent years the lumber industry has made large expenditures for research work, and these investigations have resulted in the development of many new uses for wood. The wartime demand for many unusual articles has greatly stimulated this development of new uses and engineering techniques. The industry is no longer restricted to sawing little pieces out of big pieces, but has been most successful, as you know, in creating big pieces from little pieces: tremendous trusses, laminated timbers, plywood products.

I believe it to be literally true that the lumber industry is right now upon the threshold of a period of development that will far surpass anything that has occurred in its past. I believe that we will find economic use for a higher percentage of each tree. I believe we will develop satisfactory markets for the products of smaller trees. Through experience we will develop the skills needed in the management and reforestation of large areas of timber land. We will develop more certain practices designed to secure reforestation of cutover lands. We may even develop talents sufficient to show certain states that it is poor economy to tax an acre of forest land at a rate higher than the value of the wood produced on that land.

With the help of the good citizens of the United States we should be able to eliminate the tremendous losses to our forests now occasioned by carelessness with fire, losses that annually exceed ¼ billion feet of trees of saw-timber size, as well as the destruction of almost 7 million cords of smaller trees. We shall learn to control forest diseases and insects that kill 4 billion feet of saw-timber sized trees each year and also kill almost 5 million cords of smaller timber.

In one congressional district, covering southwestern Oregon, there is a stand of 270 billion board feet of softwood saw timber. That is more softwood saw timber than exists in all of the United States lying east of the Great Plains.

Net forest growth in southwestern Oregon will not be much greater until more of the old growth timber is harvested, since the land is now covered with about all the plant life that the soil will support. But as the old timber is harvested, new timber will grow, and before the time when all old growth timber in this country is cut, the annual growth of timber will be equal to the normal annual loss and use of timber.

But mere balancing of use against growth is not sufficient. That would mean a static industry and no industry can stand still. The lumber industry is no exception. It will not stand still—it will go forward. It is the intention of the industry to grow more trees than it now uses. It is the intention of the industry not only to continue the manufacture of lumber of the highest quality and best possible manufacture but it is also the intention of the industry to expand its markets, to develop new and better products and, through you, who merchandise its lumber, to give the public a large, dependable and a perpetual supply of forest products.
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*Vermiculite is generic name for Zonolite.

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