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JANUARY
1946
VOL 14 NO. 1

RESIDENCE OF HOWARD TOBIN WHITEFISH BAY, WIS. WILLIS & LILLIAN LEENHOUTS, ARCHITECTS, MILWAUKEE, WIS.
BOARD OF DIRECTORS' MEETING

WISCONSIN CHAPTER A.I.A.

Minutes of Board of Directors Luncheon Meeting of the Wisconsin Chapter, American Institute of Architects, held at the Milwaukee Athletic Club, Tuesday noon, January 8, 1946. Those present were Ralph Kloppenburg, T. L. Eschweiler, Edgar H. Berners, Elmer A. Johnson, John Brust and Fred A. Luber; absent, Leigh Hunt.

The meeting was called to order by President Kloppenburg.

1. The first matter discussed was the question of participation by the Wisconsin Chapter, A.I.A., in the proposed "Plan Your Home Club" program for the year 1946. The president stated that he had been approached by a Mr. McCoy of the Electric Company who had informed him that the other sponsors of this program were desirous of including the Milwaukee Builders Association in the list of sponsors on the program. After considerable discussion it was moved by Mr. Eschweiler, seconded by Mr. Johnson and unanimously carried that the proposed program can be discussed and explained to prospective members living in the vicinity. It was the consensus of opinion that a single state-wide organization would be preferable to numerous smaller organizations.

2. The secretary was requested to obtain copies, if available, of by-laws of the Wisconsin Chapter, A.I.A., and send these to each of the board members. Such by-laws were published in the WISCONSIN ARCHITECT in the issue of September, 1938.

3. The secretary was directed to obtain reprint copies, if available, for all members of the Wisconsin Chapter, A.I.A., of the Code of Ethics for the profession. Leigh Hunt will be contacted in this connection.

4. The proposed letter referred to under Item 11 in the minutes of the December 18th meeting was discussed. It was concluded that Messrs. Kloppenburg and Luber would look over the letter immediately after this meeting and arrange to have the copies sent out to the Chapter members.

5. The proposed letter referred to under Item 11 in the minutes of the December 18th meeting was discussed. It was concluded that Messrs. Kloppenburg and Luber would look over the letter immediately after this meeting and arrange to have the copies sent out to the Chapter members.

6. The secretary reported that the General Contractors Association of Milwaukee had extended an invitation to the members of the Wisconsin Chapter, A.I.A., and their wives to attend a meeting to be held in the Public Service Building Auditorium on Thursday, January 17, 1946, at which Harold W. Richardson, Western Editor of the "Engineering News-Record" will present an illustrated talk on the atomic bomb and will show actual photographs of the ruins of Nagasaki. The secretary was directed to send cards to the membership advising them of this invitation.

7. There was further discussion regarding the matter of requesting that a full time secretary be employed by the Wisconsin Registration Board of Architects and Professional Engineers, as referred to in Item 5 of the minutes of December 18, 1945. Mr. Eschweiler indicated that he was following up this matter actively with representatives of the Engineering groups and that there appeared to be some question as to the effect of such full time employment on the annual registration fees and that this detail will be given further consideration by the engineers and the architects before a formal request is submitted.

8. On motion by Mr. Berners, seconded by Mr. Brust and unanimously carried, Gay E. Wiley was elected Director of the Wisconsin Chapter, A.I.A., to fill the unexpired term of Alexander H. Bauer, deceased. This matter is referred to under Item 6 in the minutes of the meeting of December 18, 1945. This term extends to the annual meeting of 1947. The secretary was directed to notify Mr. Wiley accordingly.

The meeting was adjourned at 2:15 P.M.

Respectfully submitted,

Fred A. Luber, Secretary-Treasurer

WISCONSIN CHAPTER

MEMBERSHIP MEETING — January 16, 1946

Minutes of the Membership Luncheon Meeting of the Wisconsin Chapter, A.I.A., held in the club room at the Plankinton Hotel at 12:15 P.M. on Wednesday, January 16, 1946. President Kloppenburg presided.

Mr. Peter Brust did not attend the luncheon but came later to take part in the business meeting.

Although a total of twenty had signed their intentions of coming to the meeting and reservations for the meal were made for that number, only sixteen were present.

President Kloppenburg commented on the proposed Unification Plan and cited a letter recently received from Edgar H. Berners of Green Bay, President of the State Association of Wisconsin Architects, in which Mr. Berners had pointed out that approximately 53% of the total number of architects are now members of the Institute and that an increase of 37 additional Chapter members would be required before Unification could be considered as accomplished. This number will be somewhat reduced by the additional applications recently received for membership by the Chapter and which are now pending approval by the Institute.

Mr. Berners also included a tabulation indicating that there are now 290 registered architects in the state of which 136 are members of either the Wisconsin Chapter, A.I.A., the State Association of Wisconsin Architects, or both. There are 118 members in the State Association of Wisconsin Architects and 72 in the Wisconsin Chapter, A.I.A. There are 54 members of the State Association of Wisconsin Architects who are not affiliated with the A.I.A. In addition there are 18 members of the Wisconsin Chapter, A.I.A., who are not members of the State Association. There are 54 architects in the state who are members of both the State Association of Wisconsin Architects and the Wisconsin Chapter, A.I.A. It was agreed that a concerted effort should be made to increase the members in the Wisconsin Chapter, A.I.A., and to have the boards of the State Association and the Wisconsin Chapter collaborate in this respect.

John Brust referred to recent action taken by the Milwaukee City Common Council's Committee on Buildings-Grounds-Bridges, in that they are recommending to the Council that a committee be appointed consisting of Frank J. Harder, City Real Estate Agent, Alvin C. Bromm, Plan Director in the Land Commission Office, and Thomas A. Byrne, Tax Commissioner, to pass on designs for housing. He pointed out that no architects are represented in this group. It was moved by Alexander Eschweiler, seconded by Leigh Hunt and unanimously carried that the Secretary direct a letter to the Common Council suggesting that the Committee be increased and that one or two architects be included.

Walter Memmler mentioned cases where men, not registered or entitled to use the title "Architect", are doing so contrary to the State Statutes. Mr. Memmler cited a recent case where a man was using the title "Architect" in his advertising and that this condition was corrected after Mr. Memmler had spoken to the man's father and called his attention to the seriousness of this practice. It was concluded that much can be done by calling the attention of the violators to any infractions of the law in this respect and give them an opportunity to make the necessary corrections before any formal action is taken.

The Secretary read the list of applicants to membership in the Wisconsin Chapter, A.I.A., which have been approved by the Board of Directors of the Chapter and which have been referred to The Institute at Washington.

The Secretary reported that the Board of Directors had elected Guy E. Wiley as a director to fill the unexpired term of Alexander H. Bauer, and that Mr. Wiley had acknowledged the notification of his election and has agreed to serve.

The Secretary read a letter from the General Contractors Association of Milwaukee again calling attention to the invitation sent to the Architects by the General Contractors Association to attend a meeting at the Public Service Building Auditorium on Thursday, January 17, 1946, at which H. W. Richardson will give an illustrated talk on his travels in Japan and the result of the atomic bombings. Notices of this meeting have been sent to all members of the Chapter.

(Continued on page 10)
COMMENT ON ANSWERS TO QUESTIONS OF THE WISCONSIN CHAPTER
BY THE BOARD OF DIRECTORS OF THE A.I.A.

The following report will cause much discussion, both pro and con. It is for this reason that the Editor is publishing it in full.

Report by Arthur C. Holden to the Executive Committee of the American Institute of Architects

Since publication of the "answers" by the Board of Directors to questions of the Wisconsin Chapter, the Board has, at suggestion of the Atlantic City convention, sought the opinion of the various Chapters as to whether the existing Code of Ethics adequately covers the relation of the architect to potential clientele.

More is involved than can be settled by answers to specific questions. This was realized by the Board for it prefixed to its answers an introductory statement from which the following is quoted:

"Our answers involve decisions as to whether we turn a corner by partially surrendering our highest sense of professionalism or press straight on and thereby grasp our greatest opportunity for a unique leadership of the whole building industry!"

It is important to know what is meant by "surrendering our highest sense of professionalism." Certainly "professionalism" ought to mean "technical competence" coupled with "freedom to give an honest opinion." It ought not to mean "adherence to a prescribed standard of employment," unless it can be shown that professional competence and freedom to give an honest opinion can be maintained by no other course.

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AS TO TECHNICAL COMPETENCE, THE FOLLOWING OBSERVATIONS ARE OFFERED:

1. Engineers do not lower their professional standards if they are employed by contractors or by any corporation that is honestly administered.

2. Draftsmen may be registered architects, may call themselves architects and are welcomed in the Institute while employed by an architect. Why should architectural draftsmen be obliged to drop their membership in the Institute if they are employed by a contractor, a promoter or any other type of employer in the building industry? Why should not a high type cabinet maker employ an architectural craftsman, preferably one who is a registered architect, to do his shop drawings? Why should it not be possible for a steel fabricator, or a plumbing contractor, to put an architectural draftsman on their payroll at full time to study an architectural problem or the simplification of mechanical detail in the interest of improving architectural design? If professional competence is the test, it is needlessly discriminatory to rule professional draftsmen out of the Institute because they are working for employers who are not architects.

3. The test of professionalism is technical competence and moral integrity. Neither depends upon whether a man is employed full or part time or on a salary or a fee basis, or by a contractor as opposed to any other employer.

4. If architects who are deemed technically competent are to be excluded from taking employment from contractors, who are contractors to employ when they need such services? Does it represent a "highest sense of professionalism" to exclude men who earn their living through salaried employment from employment outside the offices which are headed by practicing registered architects? Does it represent a high sense of professionalism to cut contractors off from obtaining the services of architects on their staff?

5. When the engineer completes his education and obtains the required field and office experience, there are many fields of usefulness open to him. The American Society of Civil Engineers does not warn him against seeking employment from any honest man or from a corporation. He remains an engineer irrespective of his employment status. When the architect completes his training and required years of experience, he is eligible after examination to become a registered architect, and is eligible to membership in the Institute. A registered architect and Institute member is considered technically competent. Is it to be assumed, however, that the fields of practice which are open to him are limited? Does a registered architect cease to be an architect because he may change his employment status, or because he enters a contractor's office? Are we not desirous of having trained architects perform as many important services for the building industry as possible? Employment status does not alter a man's professional competence.
AS TO FREEDOM TO GIVE AN HONEST OPINION, THE FOLLOWING OBSERVATIONS ARE OFFERED:

1. The Board's answer to Question No. 1 is qualified by saying that "an architect employed by a contractor on a full-time basis" is not "eligible to corporate membership in The Institute"—unless the employer allows the architect to retain his "full professional freedom." This is further qualified by the phrase "on a true professional basis with reasonable compensation and with his name on the drawings."

It has long been customary, in most architectural and engineering offices, for draftsmen to sign or at least to initial drawings made by them in token of their responsibility. The responsible head puts the name of the office and the seal of the registered architect on the drawings. There seems no reason why there should be any departure from this practice in the case of architects who may be employed by contractors. Where several architects might be employed by a single contractor, it is evident that the method of signing drawings might vary with the status of the man within the organization, just as it would vary within an architect's organization.

2. When the Board stresses the phrase "retain his full professional freedom," does the Board intend to imply that an architect sacrifices his independence of judgment when he enters the employ of a contractor? In accepting employment, whether on a salary basis or a fee basis, any person or any professional man owes a certain amount of loyalty to his employer or client and does sacrifice reasonable freedom of action in the interest of the group for which he is working. This is as true of the draftsman working in an architect's office as it is true of the staff members of any corporation, partnership or other type of organization. When, however, a person employed in a professional status is asked by his employer or the management to perform an act which appears to be inconsistent with honest procedure, that person has a right to decline. Any professional person employed or working with a group has a very special responsibility when asked to accede to a program which he believes to be misleading, dishonest or unsafe. Therefore, the integrity and judgment of the architect employed by a contractor can be exercised in exactly the same way in which a draftsman employed by an architect would use his judgment in severing his connections with his employers when he believed that the policy sought to be carried out by the employers is inconsistent with honesty and integrity or the safety of the public.

3. We have already pointed out that the Board qualifies its negative answer to question No. 1 by stating that an architect may be eligible to Corporate Membership in the Institute even if employed full time by a Contractor who is a Speculative Builder, or providing the employment is on "a true professional basis" with reasonable compensation and with his name and title on the drawings." The Board even goes so far as to say, "then those drawings contribute to the solution of one of our knottiest problems and that an architect is declared eligible for Corporate Membership." Is it the amount of money paid or is it the name on the drawings, or both, that makes the Board qualify its attitude?
The architect's position is one of trust. The architect must give the time required for the solution of the project irrespective of the cost of services. The architect, however, cannot impose his own solution on his client; he must necessarily adapt his own desires to the budget and the personality of his client. The architect must use the same type of discretion and the same self-sacrifice in finding a solution within the limits of budget and desires of his employer, whatever the status of his employer. If the architect is employed on a salary basis, the employer pays for the architect's time. It is not the method of employment but the competence, the integrity and the responsibility of the architect which counts. Does the Board mean to imply that the architect on the salary basis finds it more difficult to give an honest opinion than if paid on the percentage basis? If the implication is that the percentage basis is likely to bring better pay to the architect, then there is a greater undeserved profit open to a man who gives shoddy service because he lacks the courage to express a free opinion.

The architect cannot excuse work which is detrimental to the standards of his profession by hiding in anonymity behind the name of any type of employer. Where a registered architect, who is an Institute member, has violated the standards of public safety, good taste, or honest procedure, or has shown incompetence, then he should be criticized and disciplined by his peers in the Institute irrespective of his employment status. The architect's standards of conduct are based upon character and competence and not upon whether he is paid on the fee basis by an owner or on the salary basis by a Developing Builder.

III
AS TO ADHERENCE TO A PRESCRIBED STANDARD OF EMPLOYMENT:

The Board's replies to Questions 2, 3, 4 and 5, as put by the Wisconsin Chapter, deal specifically and by implication with the assumption that architects should adhere to a prescribed standard of employment. There is much in the answers to these questions which is in conflict with the Board's publicly declared stand that architects should take the initiative and should play a larger role in civic affairs.

1. The Board quotes the statement of the Wisconsin Chapter that "a few architects, especially the younger practitioners, are of the opinion that the architect will be and is compelled to meet this competition by similar methods. They believe that the By-Laws should be revised to cover and meet such contingencies... The Board's reply is that now is the time of greatest potential opportunity for architects to re-establish and retain their highest sense of professional practice... even if we have to reject and discipline members." The implication is that the By-Laws do not need revision and that "standing steadfastly for our status" is the course to be recommended. Apparently the Board does not think change is necessary or that new methods of employment are either desirable or necessary.

2. Specifically, the Board says in answer to Question 2 concerning "the architect, who is employed by a Contractor who is in direct competition with the Architectural Profession," that "such a man" is not eligible for Corporate Membership in The Institute. The Board says "His employer is undermining the professional integrity and leadership of his employee and all architects in private practice." Are we to infer from this that no one except an architect may employ architects on salary to do design work, and that the practice of architecture is a privilege to be practiced solely according to a specific routine by a limited number of practicing architects pledged to adherence to that routine?

Architects have criticized many of the trade unions for restrictive practices in their varied fields. Architects should think a long time before themselves attempting to freeze procedure so far as to prevent anyone from hiring an architect on a salary basis. It has long been evident that architects are in competition one with another on the basis of competence and performance; these are the true test of whether an architect is serving the public when he accepts a salaried position with a Contractor.

Furthermore, in answer to Question 2, the Board fails to recognize that design cannot be completely dissociated from manufacture. Modern technical progress recognizes the participation of men trained in design in the production of new types of building materials and many of the parts of buildings which are to be fabricated in the shop.

The Builder, especially the Developing Builder, specializing in the production of homes for the low-income group, recognizes the relation of design to production when he calls on the architect to become a part of his organization. Such a Builder may, in a
sense, be in competition with the established practitioners of Architecture. In a similar sense, large manufacturers, who employ design specialists on salary or who employ special engineers, are in competition with outside consultants and independent engineers.

The experience which the architect gains when he is a part of a building organization, should prove a valuable addition to the knowledge and background of his own profession, and his contact within the membership of the Institute affords him the opportunity for sharing with the other members of his profession the value of his knowledge thus gained.

3. The Board’s answer to Question 3 lays great stress upon the profit motive in the case of the architect who might perform the function of architect and contractor combined. The Board states that such an architect is not eligible for Corporate Membership because under the Principles of Professional Practice of the AIA the architect should be absolutely disinterested financially and otherwise. The Board neglects to realize that the man trained in architecture who enters the field of building may become preeminently qualified to improve the art of building and aid in raising the standard of performance of building contractors. When an architect increases the breadth of his competence he stands a better chance of becoming a leader in the field of construction. No professional engineer is denied membership in the American Society of Civil Engineers because he becomes a constructing engineer rather than a consulting or advisory engineer.

The architect who performs, in part or in full, the services of a contractor and can earn the contractor’s profit, should not be denied that profit if he has the ability to meet the competition of the contractor in the market. He should not, however, misrepresent his services. It is certainly not a misrepresentation of services to state that the cost of design is included in the final price to the prospective owner. Too many clients have suffered because of the lack of knowledge either of the final cost of the building or of the architect’s fee, in cases where architects practice solely on the advisory and consultation basis.

The Board supports its answer to Question 3 by referring to a decision of the Supreme Court of Michigan which ruled that “when an architect has an interest prejudicial to his professional interest, then he is no longer a practicing architect in that state.” This again puts the standard on the basis of character and competence. If the architect as contractor resorts to unsafe practices or violates Building Codes or standards of good taste or conduct, then undoubtedly he has taken a position prejudicial to his professional interest.

4. It is necessary to consider the Board’s answer to Questions 4 and 5 of the Wisconsin Chapter together. Question 4 was: “Is an architect who operates as does the National Home Builders Institute as General Brokers, obtaining bids as architects but selling on a lump sum basis, which includes a profit on the lot, insurance...”

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loan, etc., eligible for membership?" This is followed by: "Does he violate the By-Laws of the Institute?" Following this, Question 5 reads: "If this (practice as stated in Question 4) is considered unethical, is the practitioner operating in such a manner subject to discipline?"

The Board's answer is that an architect who operates as does the National Home Builders "does violate the By-Laws of the Institute, to say nothing of the Principles of Practice," and that such an architect is subject to discipline. The Board qualifies its answer by adding: "If an architect builds for his own occupancy and sells thereafter, he retains his good standing."

With these words, the Board throws out the window all of the fine advice which has been given to the architect to take an interest in City Planning, to work for better community plans, and to aid in the movement for better housing. To do this the architect must study the underlying problems which have prevented better housing and made our communities and cities into unplanned agglomerations of buildings. The Board proclaims that the architect may do something in a horse and buggy manner, that is, he may build one house, pretending it is for himself, and sell it. But, if the architect produces a number of homes, each of which is part of a planned and integral community, then the architect violates what we call "principles of professional practice." Must architects throw away the opportunity of being not only the leading factor but the controlling factor in community development?

Long ago when architects were far more dilettante than they are today, and when they did not have the power to control the price of a house nor to deliver a house at the price promised, the Board declared that it was unethical for an architect to undertake to do things that he did not have the power to do nor to pretend to control things that he did not have the power to control. Where an architect does have the power and where he can assure the delivery of a product to the public at a specific known price, that architect performs a public service. If the practice is open and above board and recognized as such by the Institute, there should be nothing unethical in the architect participating in a development where houses are offered for stated final prices which include all costs to the owner. This is a public service of a very high character.

What the architect cannot do is to participate in anything which pretends to be something it is not.

It is unfortunate that any organization offering something for sale should call itself NATIONAL HOME BUILDERS INSTITUTE. This is a misapplication of the word "Institute" and raises suspicion in regard to this particular organization using the word in such a connection.

The time has come when the American Institute of Architects should be ready to reach out and recognize honest services honestly performed, and above all things recognize that there are many ways in which the Architect can serve the public.

PROGRAM OF THE AMERICAN HOSPITAL ASSOCIATION

Due to the wide misunderstanding of the action and intent of The Board of Directors of The American Institute of Architects in connection with the program proposed by the American Hospital Association for the compilation of a list of architects qualified to do hospital work, The Board wishes to make the following statement:

This program was not initiated by The American Institute of Architects but by the American Hospital Association, which requested The Institute to nominate four architects from the architect-members of the A.H.A. who were competent to serve on its qualifying committee. With the approval of The Board, the President of The Institute suggested four architect-members of the A.H.A. (also members of the A.I.A.) and they were appointed by the American Hospital Association to its committee.

The Institute has been committed to no connection other than this in the proposed program. The Board of the A.I.A. is of the opinion that such a list would be beneficial to the public welfare and would further the aim of the A.H.A. to secure wider distribution of hospital work among a greater number of architects.

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of qualified architects. The membership of The Institute indicates to a considerable extent contrary opinion and disagreement on this point. The Board pointed out by letter from its Executive Committee to the A.H.A. in August, 1945, that: "the prime essential is the selection of an able architect familiar with local conditions, whether or not experienced in hospital work." The Board reaffirms this statement of its Executive Committee.

The Board is advised that the American Hospital Association will proceed with the preparation of its list of architects qualified for hospital design, but it has secured the assurance of the A.H.A. that that organization is anxious to make this list as broad as possible and to keep open the field of hospital design to all competent practitioners.

The Board is most appreciative of the widespread interest that this matter has evoked from the membership of The Institute and of the calling of attention to the indisputable fact that good buildings must come from the combination of ability, integrity and experience. The American Hospital Association recognizes that there are many architects with small organizations, as well as larger practitioners, who have not yet entered the hospital field, and that it is important to all concerned to keep the door open to these men.

Our membership should realize that the aim of the A.H.A., as of The Institute, is to secure the best possible architectural service and to further public health and welfare. In this latter work The Institute will continue to cooperate through its Committee on Hospitalization and Public Health. This Committee has nothing to do with the qualifying of architects. Any list of qualified architects has been and will be the sole responsibility of the American Hospital Association.

LILLIAN LEENHOUTS

On the cover page of this issue you will note the name, Lillian Leenhouts. Not alone is Mrs. Leenhouts the only member of the State Association of Wisconsin Architects, but she also is the only woman architect registered in the State of Wisconsin.

After three years at the Layton School of Art in Milwaukee, Mrs. Leenhouts spent a year at the University of Illinois and then transferred to the University of Michigan, where she received her architectural degree.

She now is practising architecture with her husband under the firm name of Willis and Lillian Leenhouts.

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Mr. DeGelleke reported briefly on the by-laws of the Wisconsin Chapter, A.I.A., pointing out that these by-laws are in need of revision and correction to incorporate changes made subsequent to their original adoption and to coincide with the by-laws of the Institute. After some discussion as to the necessity of publishing revised by-laws at this time, in view of the proposed Unification Program, Mr. DeGelleke was requested to check over and correct the by-laws at his earliest convenience and submit them to the Chapter for final approval before publication.

The President presented a letter received from the Milwaukee Builders Association dated January 14, 1946 extending their appreciation to the Wisconsin Chapter for cooperation received in connection with their request to become cosponsors of the "Plan Your Home" Club. The membership was informed as to the action taken by the Board of Directors at its meeting of January 8, 1946 in relation to this matter.

The meeting was adjourned at 2:05 p.m.

Respectfully submitted
F. A. Luber, Secretary-Treasurer

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weighed approximately 15 lbs. per lineal foot of beam as compared
to 240 lbs. per lineal foot of beam for standard concrete fireproofing.

Thus, Walter W. Ahlschluger, the architect, accomplished two
major objectives when he chose the combination design of Robert­
son "Q" Floors, Zonolite Concrete and Zonolite Plaster and Zonolite
Fireproofing of structural steel—a saving of structural steel in excess
of 15% when compared with standard office building practice and
from 45 to 60 days of erection time. This method allowed the
Zonolite concrete floor topping to be placed after enclosing masonry
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