MARCH BOARD MEETING
STATE ASSOCIATION OF WISCONSIN ARCHITECTS


All members were present in person or by proxy.

President Mark Pfaller opened the meeting and called upon Walter Memmler, Chairman of the Practice Committee, for a report of his committee. He stated that the bill before the Wisconsin State Legislature on Township Zoning had gone through and was now in the Senate.

Gerald Rice acting as attorney for the committee, spoke on the implications of the Bill.

Mr. Memmler spoke on the activities of the State Planning Board Committee of which Mr. Torkelson is director, and a letter from Mr. Rice was read on this subject, which was published in the March Wisconsin Architect. Mr. Rice brought up the proposed bill on school boards in second, third and fourth class cities, and emphasized that this should be watched. Mr. Rice was directed to do so and report to the Legislative Committee. This was approved.

Milton Warner of the Milwaukee Sentinel appeared before the Board and spoke on a proposed program of publishing twenty-five pictures in the Sentinel and putting them in book form without any cost to us.

After considerable discussion a committee was appointed to investigate the feasibility of the scheme, this committee to include Arthur L. Seidenschwartz, Chairman; Edgar H. Berners, Edmund J. Schrag, Al J. Seitz, Mark Pfaller and Allen J. Strang. On motion duly made, it was carried.

Allen Strang offered a motion that control of buildings by the CPA or any agency that shall succeed to this order, be abolished. This was seconded by Edgar Berners and during discussion for vote the secretary was instructed to send a letter to each of our two senators and ten congressmen and Edmund R. Purves of the A.I.A. A vote was then put and unanimously carried.

A motion was made by Mr. Strang and seconded by Mr. Seitz that the FWA program which has been stopped due to lack of funds, be continued as it furnishes money for plans of needed buildings which otherwise would not be prepared. The secretary was directed to write a letter to our two senators and ten representatives and to Mr. Purves. This was carried.

The Secretary stated that we are entitled to three delegates to the A.I.A. Convention on April 28, 29, 30, and May 1 in Grand Rapids, Mich. After considerable discussion the board selected Mark Pfaller, Edgar Berners and Allen Strang as delegates, and Frederick Reuber, Walter Memmler and Leigh Hunt as alternates. This was put in form of motion by Mr. Seidenschwartz, seconded by Mr. Seitz and carried.

A motion was made by Mr. Berners and seconded by Mr. Seidenschwartz that the secretary be instructed to pay all bills and transportation of the out-of-town board members.

After considerable discussion on the Federal Public Works Program, a letter was read from Mr. Purves in which he said that those who had not yet filed application, could still do so. This covers all types of buildings for which public funds had been approved by Congress, except alterations. A motion was made by Mr. Seidenschwartz and seconded by Mr. Strang, that a note to this effect be published in the Wisconsin Architect.

The meeting was adjourned at 1 p.m.

Leigh Hunt, Secretary
State Association

EXCERPTS FROM WISCONSIN CHAPTER, A.I.A. MINUTES

The meeting of the Board of Directors, Wisconsin Chapter, A.I.A., was held in the Colonial Room of the Plankinton House, Wednesday, April 2. The meeting was called to order by President Ralph Kloppenburg at 10:30 a.m.

The secretary presented a letter received from Alexander C. Robinson III, Secretary of the A.I.A., advising of the termination of the membership in The Institute of Joseph D. Livermore, Madison.

The secretary reported that the Wisconsin Chapter, A.I.A., is entitled to eight (8) delegates at the coming Institute convention. Upon motion made and seconded all the delegates are to go to the convention un instructed, but all credentials are to be turned over to the president who will see that they are properly distributed to the delegates attending the convention. In the event that some of the elected delegates fail to attend the president will carry and vote their respective proxies.

The President read a letter recently sent to Roger Kirchhoff, State Architect, with reference to the apportionment of fees for architectural services provided for in contracts between the State of Wisconsin and individual architectural firms. It was pointed out that the new apportionment of fees for architectural services as prescribed by the Institute should be followed in such state contracts and that the portion of the complete service fee charged for preliminary studies, general drawings, specifications, scale and full size details, should be 75 per cent of the total fee.
The president advised that a nominating committee would be appointed for the election of officers and directors for the coming year in accordance with procedure prescribed in the by-laws.

The meeting was adjourned at 12:30 P.M.

The monthly dinner meeting of the Wisconsin Chapter was held in the Lotus room of the Plankinton House, Feb. 18, at 6:30 p.m. Forty members and guests were present.

The president announced that a letter dated January 16, 1947 had been received from the Royal Institute of British Architects relating to an Annual Conference of British Architects to be held in Dublin, Ireland, from June 11th to June 14th, inclusive. This conference will be under the sponsorship of the Royal Institute of Architects of Ireland.

He read a letter received from Mr. Kemper, Executive Secretary, A.I.A., dated February 12, with reference to various types of Chapter memberships, and with which was submitted the standard application forms for Associate Memberships, Junior Associate Memberships, and Student Associate Membership. Mr. Kemper advised that this information was being submitted in accordance with our inquiry dated February 5th, and stated that the three above types of membership came entirely under the jurisdiction of the local chapter and that such memberships did not have any direct affiliation with the Institute.

After the business meeting the Chapter viewed a sound, color movie, entitled "Trees and Homes" presented by the Weyerhaeuser Lumber Co. through their local representatives, Steinman Lumber Co. Henry Steinman was present and discussed the film and answered questions about the film.

The meeting was adjourned at 9:30 P.M.

F. A. Luber, Secretary

THE INSTITUTE'S NEW PUBLICATION

With the development of the revised structure of The American Institute of Architects, it is becoming evident that the individual member is going to hear more frequently and in greater volume from headquarters in The Octagon.

In addition to the monthly appearance of the Journal, the A.I.A. Bulletin, started in February 1944, has brought to the membership the official notices regarding meetings, nominations for officers, proposed by-law changes and the like. From the Washington Representative has come, in addition, the occasional planographed bulletins relating to legislative matters at the national level and to various problems of professional relationship. And now, with the new Department of Education and Research beginning to function, there is promised a flow of technical information.

To consolidate these three currents in one channel, you now have in your hands the first number of a bi-monthly publication which will bring to you in a single package that which has heretofore reached you in piecemeal fashion, and in addition the technical data originating in the new Department of Education and Research. When the publishing schedule settles down to its anticipated normal form, you should receive the Journal, as now, on or about the first of each month, and the Bulletin on or about the middle of alternate months—January, March, May, July, September and November.

In its arrangement of contents, the new publication indicates, by a division into three departments, a distinct grouping of the three kinds of material under sub-heads—each department starting on a right-hand page. The purpose is to make easier for the membership the finding of an item falling into one of the three main categories—official notices from The Institute's officers, news and comment from the Director of public and professional Relations, and technical data from the Director of Education and Research.

Vol. 1, No. 1 of the Bulletin of The American Institute of Architects comes to you with The Board's hope and belief that it and its succeeding issues will prove to be an efficient vehicle for the steadily growing service of The Institute in behalf of its corporate membership—a body of professionals which at this date numbers some 6700.

Alexander C. Robinson, III
Secretary (A.I.A.)

MICHIGAN SOCIETY ELECTS OFFICERS

At its 33rd Annual Convention held recently in Grand Rapids, Mich., the Michigan Society of Architects elected Adrian N. Langius, Lansing, president, succeeding Roger Allen.

The other officers are Earl W. Pellerin, Detroit, First Vice-president; Julian R. Cowin, Detroit, Second Vice-President; Arthur J. Zimmerman, Lansing, Secretary; Lyle S. Cole, Detroit, Treasurer, and Talmadge C. Hughes, Detroit, Executive Secretary. New Directors-at-Large, are Kenneth C. Black, Lansing; Alden B. Dow, Grand Rapids, Mich., the Michigan Society of Architects elected Adrian N. Langius, Lansing, president, succeeding Roger Allen.

The other officers are Earl W. Pellerin, Detroit, First Vice-President; Julian R. Cowin, Detroit, Second Vice-President; Arthur J. Zimmerman, Lansing, Secretary; Lyle S. Cole, Detroit, Treasurer, and Talmadge C. Hughes, Detroit, Executive Secretary. New Directors-at-Large, are Kenneth C. Black, Lansing; Alden B. Dow, Grand Rapids, Mich., the Michigan Society of Architects elected Adrian N. Langius, Lansing, president, succeeding Roger Allen.

FEDERAL BUREAUS DISCUSSED

BY DIRECTOR E. R. PURVES


He says in part, "If it were not for the so-called Bureaus, the private practitioner would not only throw a burden upon the amount of Federal service he has been, or will be, called upon to perform. The abolition of Bureaus, as such, would not only throw a burden upon the private practitioner that he probably could not assume, but it might very easily mean a considerable lessening of the Federal building program."

QUALITY . . .

GLAZED BRICK AND TILE, FACE BRICK, COMMON BRICK

GAGNON CLAY PRODUCTS CO.
526 S. Broadway HOWARD 78 Green Bay, Wis.

BRIXMENT the leading masonry cement
AMERICAN INSTITUTE OF ARCHITECTS FOR HOUSING BILL  
BUILDING PRODUCTS' INSTITUTE AGAINST BILL

FEDERAL HELP JUSTIFIED  
SAYS A. I. A. CHAIRMAN

The Taft-Ellender-Wagner housing bill has been given qualified approval by the Urban Planning Committee of the American Institute of Architects in a statement to the Senate Committee on Banking and Currency, according to the announcement by Louis Justement, chairman of the Committee.

In endorsing the purpose of the bill, Mr. Justement stated that Federal participation in housing is needed because neither private enterprise nor the municipalities can solve urban housing and redevelopment problems without financial assistance from the Federal government.

"Federal aid is justified also," he said, "because an overall program of redevelopment can be made of enormous importance to the national economy in smoothing out the sharp ups and downs of the business cycle."

The statement approved the establishment of a National Housing Commission to coordinate government agencies having to do with housing but stated that the Commission could function more effectively if it consists of five members rather than as set up in Title II.

The Committee also suggested elimination of the section of the bill setting up new terms for financing housing for low-income families, on the grounds that they were contrary to sound mortgage practice.

The bill's provisions for urban redevelopment were approved with reservations.

"This is the most important portion of the bill, at least in its long range implications," Mr. Justement said. "If a rational procedure can be devised for the gradual and methodical rebuilding of our cities, it will go a long way towards curing the ills of the construction industry, while at the same time providing good housing for all income groups and helping to avoid excessive fluctuations in our national prosperity. In its present form the bill does not provide that kind of a program, but it is a step in the right direction, perhaps as great a step as we should take at this time provided that we realize its limitations.

"The bill does not require urban planning to be done on a metropolitan area basis as a pre-requisite to Federal loans and grants. This question will have to be faced before we can speak of real city planning in America, but it is a step that we need not take now as long as we are under no illusions concerning the type of planning we are apt to get at this time."

ADVANCED PLANNING ADVISED

Creation of a Federal department or agency to assist local governments in slum clearance and urban redevelopment, together with other urban problems which can not be solved by private enterprise and local governments alone, had been previously recommended by Mr. Justement.

"Such an agency also could play a vital part in maintaining a high level of productive employment and in meeting the economic problems which would (A.I.A. Continued on Page 5)

PEACETIME HOUSING CZAR  
SAYS B. P. I. CHAIRMAN

There is no place in this country for a peacetime housing czar as proposed in the Taft-Ellender-Wagner housing bill, Douglas Whitlock, chairman of the Building Products Institute stated.

"The construction industry itself proposed the creation of a housing commission of the general type specified in the bill to coordinate the activities of the various Federal agencies dealing with housing matters, but there is no need whatsoever for a permanent housing administrator," Whitlock said.

"In the effort to justify his existence on the payroll and to expand the scope of his authority, an overall housing administrator inevitably would attempt to maintain governmental control of the building industry."

"The Federal Housing Administration and the Federal Home Loan Bank Administration which the Administrator would coordinate, under the terms of the new W-E-T bill served private enterprise and the nation's home owners with entire satisfaction before the war and can do so again if left free to perform their functions without outside interference."

"Although the Administrator is described in one part of the bill as a mere coordinator of housing activities, other sections make him the director of a far-flung urban redevelopment program and make him responsible for public housing policy. We hold that these diverse responsibilities are incompatible. No administrator whose principal activities consist of stimulating Federal programs in the housing and slum clearance field can be counted on to administer impartially the conflicting responsibility of guiding the government's credit agencies intended to aid private building.

"Past experience has shown that the opportunities to spend many millions of dollars of public funds take precedence in such a combination of responsibilities. If there is to be an agency devoted to public housing, it should be separate from those agencies which are devoted to helping private enterprise meet the nation's housing need."

Mr. Whitlock had earlier protested the decision of the Senate Banking and Currency Committee to give representatives of the construction industry only two days in which to present their criticism of the Taft-Ellender-Wagner Bill before the Committee.

In a telegram to Committee Chairman Tobey, Mr. Whitlock said:

"It would be most unfortunate to limit private industry to two days in which to discuss an omnibus bill of 112 pages and 25,000 words which can in no way be regarded as emergency legislation. The proposed bill involves the expenditure of nearly seven billion dollars of public funds and would profoundly affect the future of the entire construction industry and of the national economy as well.

"There is no sound reason for choking off debate on such sweeping and costly legislation as the new W-E-T bill at a time when every effort is being made to (Continued Col. 2, Page 5)
arise in the event of another depression," he said.

"The most generally accepted solutions for the employment problem require, among other things, the maintenance of a high level of construction in order to help provide suitable opportunities for the investment of savings. The most effective way to assure a high rate of construction in the future is to prepare now for an extensive program for the replacement of obsolete buildings.

"If we are faced with another depression, it is almost inevitable that the Federal government will be compelled to resort to spending, in spite of the size of the national debt. Failure to plan in advance for the spending of the billions of Federal funds which were used to combat the last depression resulted in a vast amount of waste. That costly mistake need not be repeated.

"Our best chance to avoid excessive and wasteful Federal spending will be to stimulate the redevelopment of our blighted cities. This, in turn, will stimulate the investment of a large amount of private capital and thereby reduce the necessity for Federal funds.

"The new Federal agency would administer financial aid to localities on the basis of limitations consistent with the aims of national policy and developments consistent with comprehensive local plans. More than half of our citizens live in cities and their living conditions and well-being are as much entitled to consideration as those of rural citizens for whose benefit we have for many years maintained a Department of Agriculture.

Substantial financial aid from the Federal government will be necessary if there is to be any considerable amount of slum clearance and sound urban redevelopment in this country, Mr. Justement stressed.

"Under present systems of taxation, neither private enterprise nor local and state governments can carry out large-scale urban reconstruction without some form of special aid."

"This conclusion is shared by the recently formed Interprofessional Urban Planning Committee which agreed that it is desirable that urban communities should be self-reliant and avoid dependence on Federal aid and direction, but pointed out that practical considerations make Federal participation imperative if slum clearance and urban redevelopment are to become a reality.

"Aside from the fact that the cities do not have the resources with which to undertake these projects unaided, there is the fact that the various cities, villages, and unincorporated communities which lie within a metropolitan region should undertake urban planning and development on the basis of an overall metropolitan area plan. The availability of Federal aid would make the necessary political cooperation much less difficult.

FEDERAL AID THROUGH LOCAL AGENCY

"Federal financial assistance could be made available through a local agency organized to function for an entire metropolitan urban region without regard to political boundaries.

"It would be unrealistic to place too much reliance on financial help from the states because the rural vote will effectively oppose aid to the cities and because the states do not have the direct interest in urban redevelopment that the Federal government has owing to the importance of construction in the nation's economy.

"While maximum reliance should be placed on private enterprise in the approach to this problem, it is essential that private enterprise should realize its limitations clearly. Those who care to preserve the widest scope for individual initiative should not seek to claim for it tasks that it cannot possibly perform.

"The solution should be based on the cooperation of private enterprise, city, state and nation and on assigning to each the part it is most fitted to carry out. The measure of success of such a collaborative program will be the extent to which it avoids unnecessary control of individual initiative and on the contrary, frees the individual to contribute effectively to the creation of the city of the future."

Claude Joseph Steffes, 50, of the architectural firm, Allen, Koehler, and Steffes, Appleton, passed on, April 6, after a brief illness. He was a member of the State Association of Wisconsin Architects.

Mr. Steffes was born in Marshfield, Wis. He attended Clinton high school and the Milwaukee Vocational school, beginning his architectural training in Racine. In 1922 he entered the office of Zimmerman, Saxe, and MacBrice, Chicago, where he remained until 1937 when he went to Appleton as a member of the staff of LeVee and Allen, architects. In 1941 he took a position in the engineering department of Kimberly-Clark Corporation and in 1945 became a member of the firm of Allen, Koehler, and Steffes.

Herman W. Buemming, 74, well known Milwaukee architect, passed on of a heart attack, April 17, at Summit hospital near Oconomowoc, Wis. He had been living at the Masonic home at Dousman since his retirement from active practice in 1943.

He was a charter member of the State Association of Wisconsin Architects and also had been affiliated for many years with the Wisconsin Chapter of The American Institute of which he later was made an honorary member. He was a thirty-second degree Mason.

Mr. Buemming is survived by his wife and a daughter, Mrs. William C. Hewitt.
PEAK IN BUILDING COSTS REACHED
CONSENSUS OF GENERAL CONTRACTORS SHOWS

Fifty-three per cent of 268 general contractors in all parts of the country polled by F. W. Dodge Corporation, fact-finding organization of the construction industry, believe that the peak in construction costs has been reached.

In some areas notably in New England, the South Atlantic states and the East South Central states, opinion was preponderant at least 2 to 1, that costs had attained their highest level.

Only in the Pacific states was opinion general that the peak had not been reached, and here further cost climbs ranging from 11 to 12 per cent during the current calendar year were expected.

The minority, or 126 general contractors, believe that further increases can be expected, the average increase anticipated by them being 8.7 to 10.2 per cent above current levels.

At the same time the poll indicated that prices for most building materials, with the exception of lumber, Portland cement, structural steel and cast-iron soil pipe and fittings, have tended to remain stable since January 1.

More than half of the contractors reported prices stable for all except two items: lumber and Portland cement. Lumber costs have declined in some areas with the over-all trend stable to downward, while Portland cement, structural steel, cast-iron soil pipe and fittings have tended to increase since the first of the year, the Dodge survey shows.

The other items, mentioned most often as having remained stable since January 1, in the order of stability reported, are: structural clay tile, brick, building blocks, clay sewer pipe, building plaster, warm-air furnaces, hardwood flooring, and cast-iron radiation.

Forty-three per cent of the contractors reported that the average wage of some building craftsmen in their respective areas of operation had increased since the first of the year, and seventy-six per cent said that they expected increases later in the current building season. The amount of the increases varied but 10 per cent was most frequently mentioned as the average wage increase of craftsmen effectuated since January 1 or expected this spring.

In general, wage increases since January 1 are most frequently reported to have become effective in the Middle Atlantic states, the West South Central states and the Pacific states. Anticipated increases are frequently reported in all areas excepting the East South Central states of Kentucky, Tennessee, Alabama and Mississippi. In this latter area, for example, 45 per cent reported that increases have already taken place, and 45 per cent said increases will take place in the average wage level of craftsmen within the next few months.

General contractors, by extremely high majorities, reported that the following unusual factors contribute to the high costs of building at present:

**A KOHLER washroom solves many problems**

Home owners are becoming more aware of the value of added sanitary convenience. The appeal of a Kohler washroom is especially pronounced, for it takes little space, yet it answers many needs—reducing through-the-house traffic, providing convenience for guests, and simplifying child training.

The fixtures in the washroom above are the Jamestown vitreous china lavatory, with Centrast mixture-type fitting made of durable chromium-plated brass; and the quiet, smooth-functioning Bolton closet. Write for latest information on products available, Kohler Co., Kohler, Wisconsin.
1. Labor inefficiency caused by irregular flow of materials, 239 to 22.

2. Delays in construction owing to inadequate supply of skilled workers, 209 to 39.

3. Excessive expenditure of time in shopping for and obtaining materials, 197 to 53.

Many general contractors reported that the greatest contributing factors to high present-day costs were the low productivity of building mechanics, the low level of skill of some craftsmen, and the failure of workers to do "a day's work for a day's pay."

Respondents in general said that they expected improvement in these retarding factors, many in the next year or two, but the consensus was that improvement would come only when the supply of materials and the numerical and qualitative strength of the labor force was adequate to meet the demands for construction.

The consensus, 175 to 66, was that there would be a drop in the current high rate of contract letting before the industry attains continuous recovery. The majority felt that costs would stabilize below present levels; the average expected construction cost drop was 14 per cent as computed from responses of those anticipating that stabilization would occur at levels below those of the present time.

There is a shortage of skilled craftsmen in some trades in all regions, with varying intensities, the survey shows. The most acute shortages are generally reported to be among brick masons carpenters, and plasterers, with frequently reported shortages of plumbers, electricians, especially in the East and Middle West, and lathers, except in New England and the South Atlantic States.

Only thirty-one general contractors of all those polled indicated there were no shortages in any trades in the areas where they operate. The most intensive shortages of craftsmen were in the East North Central states of Ohio, Indiana, Illinois, Michigan, and Wisconsin, followed by the Middle Atlantic states of New York, New Jersey and Pennsylvania, and the West North Central states of Minnesota, Iowa, Missouri, North and South Dakota, Nebraska and Kansas. The least shortages were reported in the West South Central region composed of Arkansas, Louisiana, Oklahoma and Texas.

The majority of general contractors do not believe that productivity per man hour of on-site workers will be increased in 1947 as compared with 1946, while at the same time few believe it will be less than last year. As to productivity per man hour this year compared with last the summary of opinion shows it will be: more, 106; less, 25; same 140. However, a majority of contractors in New England, the Pacific states and the West South Central states said they expected higher productivity this year over last.

In the aggregate, the general contractors reported that 34.46 per cent of their present work, by dollar volume, is being done on a lump-sum basis, while the remainder is being done on cost-plus-fixed-fee contracts.

---

**Adequate Wiring**

It is a seal of adequacy . . . Certified Adequate Wiring. Certified Adequate Wiring in residential, commercial or industrial buildings is wiring planned to meet any demand, due to increased use of low cost electricity, today, tomorrow and in years to come.

We invite Consultation on wiring. Call DAILY 6600.

**The Electric Co.**
SAVINGS OFFERED THROUGH MODULAR COORDINATION

Substantial economies in the building of small homes will be demonstrated in the industry engineered housing which has been developed by building products manufacturers and materials dealers, Andrew L. Harris, executive secretary of the Producers' Council, stated in an address before the Council's local chapter at the Mayflower Hotel, Washington, D. C.

"Floor plans and engineering details have been completed, except for minor details, and will be made public within the next few weeks," Mr. Harris said.

"Not only the manufacturers and materials dealers, but the home builders also, are enthusiastic over the savings offered in the engineering housing. An official of the National Association of Home Builders recently stated that the program is the greatest thing that has come along in the last 20 years. Others have made equally gratifying comments, including the Housing Committee of the American Legion, which is asking its post throughout the country to support the plan.

"The whole idea is based on the use of modular coordination, which is a plan for reducing building costs by coordinating the dimensions of materials and equipment in such a way that they can be combined into a structure with a minimum of costly cutting and fitting. The engineered housing carries this process to the point where the dimensions of the house are coordinated with the dimensions of the materials which go into it, wherever any advantage is gained by doing so, so that standard sizes can be used without waste of either time or labor.

"Products such as brick and tile and other masonry units, wood and metal doors and windows, and other basic products now are coming onto the market in modular sizes and manufacturers of other products are following suit. The savings which arise from coordinating dimensions are increased by standardizing on low-cost standard building products.

"Officials of the National Retail Lumber Dealers Association state that they expect to merchandise one of the designs we have developed. Indeed they believe they can sell 100,000 homes of that design in the first year that the plans and materials are available. However, that is only a beginning for the engineering principles demonstrated in the typical homes, which have been designed purely for demonstration purposes, will be applicable to any small home and to larger homes as well. In other words, any designer or builder can apply these same principles to homes of his own design and reap the savings which these principles make possible.

"We describe these houses as 'small homes of quality materials—planned for adequate living and designed for minimum cost.' They are not intended to be the smallest or cheapest houses that could be built because few people would want such houses. Instead, they represent the minimum dwellings of quality that the public is likely to find acceptable from every viewpoint.

"The floor space of these houses is about one-third greater than the minimum established for FHA insured loans. That was done because we felt that homes with a smaller area would not afford adequate living and might later degenerate into slums,

FLOORING
FOR
RESIDENTIAL, PUBLIC BUILDINGS
OR
COMMERCIAL USE

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

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

Architects
ADDRESS YOUR FLOORING PROBLEMS TO US
HOLT HARDWOOD CO.
OCANTO, WISCONSIN

stands for P G Quality

PAINTS - GLASS
IN HOMES - OFFICES - FACTORIES
INSTITUTIONS - SCHOOLS - STORES

PITTSBURGH
PLATE GLASS COMPANY
820 NORTH MARKET STREET
MILWAUKEE, WISCONSIN
There are three basic designs and four variations of those designs. There is a minimum one-bedroom unit, a two-story, two-bedroom house, and an L-shaped, two-bedroom house. The variations involve the addition of basements and rearrangement of rooms.

Standard stock sizes of such items as lumber, wallboard, brick and tile, cement blocks, and other products will fit into the house with much less than the usual amount of cutting and fitting—and, to a considerable extent, with no cutting or fitting at all.

There will be economies in manufacture because the decision to standardize on low-cost materials will result in a greater demand for those materials and thus permit a greater degree of mass production. This also means savings in inventories, both at the point of manufacture and in dealers' stocks.

Our bathroom, heating, and kitchen layouts will be entirely adequate for use in any small home, and two or three such bathrooms can be placed in larger houses. This should mean a substantial demand for the equipment which fits into those designs and the door is wide open, of course, to every manufacturer of such equipment to tie his products in with the plan.

Savings in distribution should arise not only from the lower inventories resulting from standardization but also from the fact that every dealer can afford to keep all of the standard parts in stock at all times. Costly delays in building which result from the need for ordering house-parts from the factory and then waiting for those parts to arrive will be greatly reduced. Standardization means a more prompt and steadier flow of materials to the job. That in turn, means quicker completion and less waste of man-hours on the job.

Dealers will enjoy further savings from easy assembly or packaging of materials and can effect additional economies by mass pre-cutting and pre-assembly of materials in their own shops, prior to delivery.

The greatest savings undoubtedly will be realized...
at the construction site. The use of modular products and the fact that the houses are dimensioned to materials sizes will save considerable time in on-site construction and prevent costly waste of materials. Fewer man-hours will be needed to assemble an industry-engineered house.

"There will be far less trial and error, less measuring, less sawing and cutting of materials.

"To make the most of the economies in on-site construction, it is our intention to arrange for research in assembly and erection methods. Means of reducing time requirements will be determined by building identical houses in succession and devising means of eliminating waste motion.

"Final agreements have not yet been consummated, but we are hopeful that the necessary research can be conducted at a leading University.

"What we have done in this project is to bring together in one over-all pattern all of the known and tested means of reducing the cost of building a home. None of the individual ideas is new, but bringing all of these ideas together in one coordinated plan is new, and it means lower costs.

"We have in this project punctured the idea that private building industry cannot be depended upon to solve its problems and that government therefore must do the job. Here is concrete evidence that we have taken the initiative. The economies from engineered housing promise to do much more for the veterans and the public in general than anyone in government has so far been able to propose."

INCREASE OF LABOR MATERIALS SHORTENS HOME COMPETITION

The time required to complete new homes is being shortened by the greater flow of materials from factory to building site, save Tyler S. Rogers, president of the Producers' Council national organization of building products manufacturers.

"Whereas seven to nine months or more were required to complete the average dwelling unit last year, the time has been shortened to four and five months in many instances," Mr. Rogers said.

"This means that most of the 350,000 units started but not completed last year will be ready for occupancy by May 1 or earlier.

"A gradual increase in the productivity of labor, as well as the increased flow of materials, has contributed to the shorter building time. A return to the pre-war standard of three to four months per dwelling can be expected later in the year, thus making homes available to veterans at an earlier date.

"While production of most materials is proceeding at a high rate, inventories in the hands of materials dealers and builders have not yet become normal in some parts of the country and many building organizations staffed largely with inexperienced workers have not yet attained standard efficiency.

"Homes under construction now contain a larger proportion of quality materials than was the case last year when builders were compelled to use the best available substitutes for scarce products and there is a far greater supply of the standard low-cost materials which are required to construct lower priced units.

A.I.A. SPECIAL COMMITTEE TO CONFER WITH UN OFFICIALS

The American Institute of Architects has appointed a special committee to confer with officials of the United Nations regarding the UN's urgent architectural problems, James R. Edmunds, Jr., president of The Institute, has announced.

Members appointed to the committee, following a conference with Trygve Lie, secretary general of the UN, are Eric Gugler, chairman, Ralph Walker, and Edgar I. Williams, all of New York City.

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

Wisconsin Face Brick & Supply Corp.
4485 N. Green Bay Ave. CONCORD 4770 Milwaukee, Wis.

BRIXMENT the leading masonry cement

MRS. ALEXANDER C. GUTH

MAGAZINE SUBSCRIPTIONS

West 9I79J Milwaukee 3, Wis.
2104 W. Juneau Ave.

T. C. ESSER CO.

PAINTS
GLASS
WALL PAPER
MIRRORS
GLASS BLOCK

CHURCH
STAINED GLASS

MILWAUKEE • OSHKOSH
LA CROSSE
YOU CAN DO EVERY KIND OF INSULATION JOB WITH THESE 5 TYPES OF ZONOLITE*

There's no insulation job—of any kind—which cannot be done with the five forms of Zonolite. No other insulation is so fireproof—so permanent. Each Zonolite product meets a definite insulation need.

ZONOLITE INSULATING FILL. For attic or loft insulation. Easily poured and leveled to desired thickness. For insulating between studs in sidewalls. 100% fireproof—rot-proof—vermin-proof. Won't irritate workers' skin.

ZONOLITE INSULATING CONCRETE. The ideal floor for basementless houses, radiant heating, and for commercial and farm buildings. For light-weight insulated roof decks. For hollow masonry walls. Weighs as little as 16 lbs. per cu. ft. when mixed.

ZONOLITE INSULATING PLASTER. Insulates against heat, cold, sound, and fire. Can be mixed indoors. Won't freeze in winter. Cuts mortar weight ½. Resists cracking. Widely used for fireproofing.

ZONOLITE ACOUSTICAL PLASTIC. A fire-protective sound deadener. Trowels over walls and ceilings to reduce noise. Sticks to any clean, firm, water-resistant surface. Noise reduction co-efficient .65. Can be painted with water base paint, and can be re-decorated a number of times without loss of efficiency.

ZONOLITE INSULATING PLASTIC. Reduces costly heat waste of hot water tanks, furnaces, boilers, hot water and steam pipes, air ducts. Sticks to any clean, firm surface without wrapping or reinforcing. Applies quickly, easily.

SEND FOR ALL THE FACTS ABOUT ZONOLITE. Clip and mail the coupon today.

MAIL COUPON FOR DETAILS

<table>
<thead>
<tr>
<th>ZONOLITE INSULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent as the Earth Points</td>
</tr>
</tbody>
</table>

WESTERN MINERAL PRODUCTS COMPANY
Minneapolis-Omaha
Milwaukee

Please send details on Zonolite in its various forms.

Name: 
Address: 
City:   State: 

*Zonolite is the registered trademark of Universal Zonolite Insulation Co.
Assembly-line building operations effect cost savings that enable the Byrne Organization to produce, in today's market, this three-bedroom, steel-framed house for under $7,000 — at Harundale, Maryland.

Leading contracting firm demonstrates
how to
mass-produce low-cost homes
that are a credit to any firm's reputation

... by utilizing the versatility of

Milcor Steel Building Products

By applying repetitive operations to line-production methods in the field, The Byrne Organization, Washington, D.C., builds really substantial housing for veterans — at low cost.

At present, the Byrne method is being applied to some 4,500 steel-framed homes — all embodying details of quality, materials, and workmanship hitherto unavailable to home owners of moderate means. The speed of erection is amazing. The structures are lighter, stronger, less costly — and far safer against fire hazards.

Perhaps the use of Milcor Steel Building Products at the Harundale housing project — a Byrne-planned community five miles south of Baltimore, Maryland — may suggest ways to similarly improve the efficiency of erection for the homes you design and build:

Here, Milcor Steel Studs, used as framing, are assembled in the shops and welded together on the site. They are used also in hollow partitions between rooms.

Milcor Metal Lath provides continuous steel reinforcement for the three-coated plaster interior walls and the stucco exterior walls.

Milcor Metal Base, used as interior trim, simplifies finishing; is permanent, sanitary, economical to maintain.

Milcor Louver Ventilators provide air circulation that relieves summer heat and retards moisture condensation in winter.

Consult the Milcor Manual in Sweet’s, for data that helps you apply these and other Milcor Steel Building Products to your particular problems.

Left: Tying Milcor Metal Lath to Milcor Steel Stud — in a Harundale home. Note the use of Milcor Corner Bead, to protect the straight-edge beauty of plaster corners.

MILCOR

MILCOR STEEL COMPANY
Inland Steel Products
MILWAUKEE 4, WISCONSIN
Baltimore 28, Md.
Chicago 9, Ill.
Cincinnati 29, Ohio
Detroit 2, Mich.
Kansas City 8, Mo.
Los Angeles 23, Calif.
Rochester 9, N. Y.

Typical Wall Section — showing use of Milcor products

Sutco
Milcor Metal Lath
Milcor Metal Stud
Milcor Metal Stud & Plaster
Milcor Metal Base
Milcor Steel Stud