west facade

the fritz von grossmann residence
north lake drive, fox point, wisconsin

fritz von grossmann, architect
milwaukee, wisconsin
Please Mail Your Ballots Immediately

The official ballot has been mailed to each Corporate member of the Wisconsin Architects Association and must be delivered to the Secretary not later than 12:00 noon, Thursday, February 18. As noted on the program for the Fourth Annual Convention, announcement of the election of Directors for 1953-54, will be made at the Business meeting Thursday evening, February 19.

An interesting program has been arranged by the Committee and the Executive Board is anticipating a largely attended Convention.

Among the speakers, coming from various parts of the country, is John T. Gartrell, Vice President of Timber Structures, Inc., Kansas City, Missouri. Preceding the showing of a film depicting the timber fabricating industry, he will present a 15 minute talk, "This Fascinating Industry."

* * *

PRODUCERS' COUNCIL EXHIBIT

Following Mr. Gartrell's talk, the remaining hour, 11:30 to 12:30 preceding the luncheon, will give the architects an opportunity to view the Producers' Council exhibits and the door prizes on display. The close of the afternoon, between 5 and 6 o'clock, will be given over to further inspection of the exhibits and the awarding of the door prizes by the "Producers." From 6 to 6:30 o'clock, preceding the dinner, the Producers' Council will entertain at cocktails. James M. Mitchell, President of the Milwaukee Chapter, Producers' Council, has appointed Quentin Q. Carey Convention Chairman. James M. Smith is Secretary.


(Continued on Page 4)
Fourth Annual Convention
WISCONSIN ARCHITECTS ASSOCIATION, A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS
FEBRUARY 19-20-21, 1953
PLANKINTON HOUSE, 609 N. PLANKINTON AVE., MILWAUKEE 3, WISCONSIN
Registration Fee — $2.00  Annual Dinner — $5.00  Luncheons — $2.75
All Checks shall be made out to Wisconsin Architects Association

THURSDAY, FEBRUARY 19, 1953
5:00 P.M. to 9:00 P.M. — Registration on North Mezzanine
8:00 P.M. — Business Meeting, West Room — Mezzanine
Secretary and Treasurer Reports
Committee Reports
New Business
Announcement of Election of New Directors

FRIDAY, FEBRUARY 20, 1953
8:30 A.M. to 12:30 P.M. — Registration
9:15 A.M. — Welcome by President Joseph J. Weiler
9:30 A.M. — A few remarks on the program by Francis S. Gurda, Convention Chairman
9:30 A.M. to 10:15 A.M. — Seminar I
Greater Milwaukee Committee
What has been accomplished and what is left of the program for Milwaukee Development
Speaker — Clifford A. Randall, President, Greater Milwaukee Committee
10:15 A.M. to 10:30 A.M. — Recess
10:30 A.M. to 11:30 A.M. — Seminar II
Timber Structures, Inc.
Speaker — John T. Gartrell, Vice President
Will speak and show colored sound movie
11:30 A.M. to 12:30 P.M. — Inspection of Producers’ Council Exhibits and a Display of Door Prizes
12:30 P.M. to 2:00 P.M. — Luncheon and Address
By Roy Luber, Assistant to President, University of Wisconsin
2:00 P.M. to 2:15 P.M. — Recess
2:15 P.M. to 3:15 P.M. — Seminar III
Babcock Hall, University of Wisconsin
Speaker — Herbert J. Grassold — will show photographs and speak on the development by his firm
3:15 P.M. to 3:30 P.M. — Recess
3:30 P.M. to 5:00 P.M. — Seminar IV
William MacArthur, Decorator
Maurey Lee Allen, Architect
Subject — Co-operation of Architect and Interior Decorator on Interiors
5:00 P.M. to 6:00 P.M. — Inspection of Producers’ Council Exhibits and Awarding of Door Prizes
6:00 P.M. to 6:30 P.M. — Cocktails by Producers’ Council
7:00 P.M. — Annual Banquet
Presentation of Certificates of Membership by President Weiler
Introducing E. H. Berners, F.A.I.A., New Regional Director
Speaker — Glenn Stanton, F.A.I.A., Portland, Oregon, President, The American Institute of Architects

SATURDAY, FEBRUARY 21, 1953
Session Opens at 9:30 A.M.
9:30 A.M. to 11:00 A.M. — Seminar V
Speaker — David C. Baer, Houston, Texas, Chairman, A.I.A. Committee on Standard Accounting for Architects
Subjects — Standard Accounting for Architects
11:00 A.M. to 12:30 P.M. — General Discussions on Dimensional Changes in Buildings
Speaker — J. W. McBurney of the National Bureau of Standards
He will illustrate his talk with 3½" x 4" slides
12:30 P.M. to 1:00 P.M. — Cocktails
1:00 P.M. — Following the Luncheon
Talk on Milwaukee Expressways and the need for planning something similar in other Wisconsin Cities. Illustrated
Speaker — Raleigh W. Gamble, Director of Expressways
Adjournment

CONVENTION COMMITTEE 1953
Francis S. Gurda, Chairman
Herbert J. Grassold  Mark T. Purcell
Leonard M. Schober
Leigh Hunt, Secretary
Diedrich, Alt.; J. J. Jones Co. (R. G. Coffman Co.)  
B. F. Stickler, Rep.; Kewaunee Boiler Co., F. G. Weimer,  
Rep.; Libbey-Owens-Ford Glass Co., Wm. C. Maxwell, Rep.;  
Master Builders Co., Howard Dunasky, Rep.; Milw. Equipment Co. (Hamilton Mfg. Co.) Robert Hass,  
Rep.; Mosaic Tile Co., Thomas Cantwell, Rep.;  

Kohler Plumbing Fixtures

New Styling...time-tested quality

Kohler fixtures in new designs — the Cosmopolitan Bench Bath and Gramercy lavatory — offer modern, clean-cut design, years of satisfactory service.

The bath is of non-flexing iron, cast for strength and rigidity that protect the lustrous Kohler enamel. A low front, bench rim, slope end and flat bottom make it safe and comfortable. The vitreous china lavatory is roomy, has integral soap dishes, convenient shelf. Glass-hard surfaces insure easy cleaning.

Chromium-plated fittings match the fixtures in style and quality. The Niedecken mixer simplifies control of water temperature for shower and bath. Kohler Co., Kohler, Wis.
Glenn Stanton, F. A. I. A., President, The American Institute of Architects

Who Will Address Members and Guests of The Wisconsin Architects Association at The Association's Annual Banquet,

Friday Evening, February 20

Glenn Stanton, F. A. I. A., who is serving his second term as President of The American Institute of Architects, was born in Humboldt, Iowa, May 17, 1895. In 1918 he received his AB degree at the University of Oregon and his BS in architecture in 1919. In 1921 he received his Master of Arts degree from the Massachusetts Institute of Technology, finishing his schooling that year with his inclusion in the American Students' Mission to Europe. From 1925 to 1935 he was a member of the firm of Whitehouse, Stanton and Church, Portland, entering private practice in 1935.

In addition to his being a Fellow of The American Institute of Architects, Mr. Stanton is an Honorable Fellow of the Royal Architectural Institute of Canada, and Honorary Corresponding Member of the Philippine Society of Architects. He was Vice President of the A.I.A., 1948-51. He is past president of the Oregon Chapter, A.I.A., the Oregon State Board of Architects Examiners, and the Portland City Planning Commission.

A community leader, he is a past director of the Portland Civic Theater and the Oregon Building Congress. From 1939 to 1951 he was a member of the Metropolitan Board, YMCA, and at present is a member of the Board of Directors of the Portland Chamber of Commerce.
The sharp increase in the birth rate during and since World War II now is reflected in a greatly expanded population of school age. Construction of buildings to house these students lags behind requirements.

In filling these needs architects can serve the interests of students, teachers, school boards and taxpayers best by designing in architectural concrete.

The outstanding characteristics of architectural concrete—rugged strength, maximum firesafety and unexcelled resistance to the elements—not only meet all structural requirements but also provide students and teachers with the utmost comfort and protection. Moreover, the enduring beauty which can be designed into architectural concrete buildings creates schools the city can be proud of for generations.

Architectural concrete schools best serve school boards and taxpayers too. The moderate first cost of architectural concrete plus its low maintenance cost plus its long years of service = low annual cost.

Architectural concrete is a versatile structural material adaptable to single or multi-story schools of any size or style. Even ornamentation can be cast integrally—and economically—with structural parts.

For more information on designing architectural concrete schools write for free copy of "Concrete in Schools." Distributed only in the U. S. and Canada.

PORTLAND CEMENT ASSOCIATION
735 N. Water St., Milwaukee 2, Wisconsin
A national organization to improve and extend the uses of portland cement and concrete... through scientific research and engineering field work.
A RAINBOW OF SOFT COLORS

Yes — Roddiscraft plywood offers almost countless natural wood colors —
Browns — all shades — light, medium and dark.
Light blondes—tawny blondes — yellow, pink and reddish casts.
Light or Dark Tones —

There's a great variety of tones in different woods and within the same woods — a shade to meet every decorating need.

With Plywood Paneling You Can Emphasize —
Vertical lines —
Horizontal lines — or have a Parquetry pattern

RODDISCRAFT PLYWOOD PANELING

Background for Beauty

BACKGROUND can make or break the furnishings in any room.
Roddiscraft hardwood plywood paneling offers a wide choice of background.

Soft natural wood colors blend easily with color schemes — do not restrict the use of high color in draperies and furnishings — do not inhibit change.

You can recommend Roddiscraft plywood for economy too. It never has to be painted, papered, patched or scrubbed. That means substantial savings over the years.

Roddiscraft plywood will stand behind your recommendation. The finished job will more than meet your expectations. Roddiscraft is a craftsman's product — from veneer selection to final sanding.

Roddiscraft
RODDIS PLYWOOD CORP.
4601 WEST STATE STREET
MILWAUKEE, WISCONSIN
Samuel J. Sutherland

Samuel J. Sutherland, 51, a member of the Wisconsin Architects Association and The American Institute of Architects, died Sunday, January 25, at St. Mary’s Hospital, after an illness of two months. Funeral services were held the following Tuesday at St. Paul’s Episcopal church. Cremation was at Forest Home Cemetery.

Mr. Sutherland had been associated with the architectural staff of the Milwaukee School Board since 1927 and upon the retirement of Guy E. Wiley in 1951, was appointed Chief Architect.

Mr. Sutherland was born in Chicago and was graduated from the Architectural Engineering school at the University of Minnesota in 1923.

Surviving are his wife, Hazel, and sons, William and John, and his parents, Mr. and Mrs. Stuart S. Sutherland, Minneapolis.
F. R. DENGEL CO. for
Fine Plumbing & Heating
Appointments

Urge your clients to visit
our showroom. Three makes
of fixtures to select from . . .
Kohler, Briggs Beautyware
. . . W. A. Case Co.

MARquette 8-1080
1114 N. 4th St.
Milwaukee 3, Wis.

Your HANDS?
They can be your hands . . . holding finished plans prepared by us and tailor-made to fit
YOUR job.
Lighting and electrical systems embodying the newest ideas and equipment will be in-
corporated in your plans by our staff of engineers.
Call DAly 8-6600 Commercial Sales Division or visit Room 380, to discuss your job.
No cost or obligation — of course!

The Electric Co. • 231 W. Michigan Street
Why it pays to use

STRAN-STEEL FRAMING

in all commercial and industrial
CONSTRUCTION

The big advantage of Stran-Steel framing is measurable in time and money saved.

You profit from the availability of Stran-Steel framing—an exclusive patented feature.

You see, your workmen can nail inside or outside material to Stran-Steel studs, joists and purlins. Often, sub-assemblies can be made by shop labor, speeding the final, on-the-site assembly of framing sections.

If you are interested in lower "in place" costs it will pay you to get our estimate on fabricating and erecting the steel framing needed in your new building. No obligation on your part.

ARNOLD EQUIPMENT CORPORATION
2443 North 23rd Street
Milwaukee 6, Wisconsin
Franklin 4-0226

STRAN-STEEL FRAMING IS A BUILDING PRODUCT OF GREAT LAKES STEEL CORPORATION
Arthur B. Holmes
A. I. A. Convention Chairman

It has been announced by Edmund R. Purves, Executive Director of The American Institute of Architects, that Arthur B. Holmes, formerly the executive director of the New Jersey Society and New Jersey Chapter of The American Institute of Architects, has joined the headquarters staff of the AIA as Convention Secretary.

LIZA-LEIGH HUNT
ARCHITECTURAL PHOTOGRAPHER
759 North Milwaukee Street
Milwaukee 2, Wisconsin
Phone BRoadway 1-1220

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

T. C. ESSER CO.
PAINTS
GLASS
WALL PAPER
MIRRORS
GLASS BLOCK

CHURCH
STAINED GLASS

MILWAUKEE • OSHKOSH
LA CROSSE

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.
OCONTO, WISCONSIN

Rundle-Spence
MANUFACTURING COMPANY

PLUMBING, HEATING
and MILL SUPPLY

MILWAUKEE - MADISON

29 N. CHARTER ST. MADISON 5, WIS.
Phone 5-6754

445 N. FOURTH STREET MILWAUKEE 3, WIS.
Phone MArquette 8-2500
Create Smart, Appealing Interiors with Milcor® Window and Door Casing Bead

Milcor Casing Bead creates the clean, modern beauty and spacious simplicity that today's buyer demands. This is because the smooth attractive face of the steel bead blends perfectly with surrounding walls, permitting flush door and window openings. Milcor Casing Bead is made of steel for a lifetime of beauty and extra plaster protection. It is easily installed and finished.

Either solid or expansion wing-types can be obtained to meet all ordinary requirements, and to meet many special and difficult needs as well. A variety of styles is available. All are straight and uniform to permit perfectly fitted mitres and neat, flush joints.

For full information on Milcor Casing Bead and other products in the complete line of Milcor Metal Lath and accessories, write for Revised Milcor Manual.

INLAND STEEL PRODUCTS COMPANY

Use of Milcor Casing Bead around door openings—Finished door frames (the same width as the partition or wall) are to be erected before lathing and plastering. Casing should be held back from the edge of the jamb a minimum of ¼" to provide sufficient space for door hinges. Since the finished floor is laid after plastering, casing bead on sides of the opening should be held at established finished floor level.