PROGRAM

Fifth Annual Convention
Wisconsin Architects Association
and
North Central States
Regional Conference

ROSTER

The Wisconsin Architects Association
Division Annual Meetings’ Reports

Wisconsin Architects Association

At their annual meetings in December, the three Divisions elected their respective officers and, from their own membership, each nominated two Divisional Directors to be elected along with the Directors At Large, to the Executive Board of the Wisconsin Architects Association.

Thomas H. Flad was elected President of the Madison Division; John W. Steinmann, Vice President, and Carl H. Gauzewitz, Secretary-Treasurer. Emil F. Klingler and William V. Kaeser were nominated Regional Directors.

The Milwaukee Division elected Roger M. Herbst, President; Maynard W. Meyer, Vice President, and Robert P. Potter, Secretary-Treasurer. Frederick J. Schweitzer and Fritz von Grossmann were nominated Regional Directors.

* * *

NORTHEASTERN DIVISION REPORT

Chilton — January 4

Regional Director Edgar H. Berners gave a brief preview of the coming 1954 convention and Regional Conference and followed this with a short summary of highlights of the affairs of the Institute during the past year.

In conclusion, Mr. Berners described a program followed by one of the Institute Chapters in which the younger members were called upon to prepare and give a report on a typical building subject, after which there followed a general discussion of the subject chosen. Mr. Berners suggested the possibility of such a program be explored by this division.

Mr. Hougen called upon the nominating committee to report.

As Chairman of this committee, Wallace Brown proposed the following officers for 1954: President, Maurey Lee Allen; Vice President, Paul A. Kilp; Secretary-Treasurer, Eugene Wasserman; Directors nominated by this District to the Board of the Wisconsin Architects Association, Julius Sandstedt and Sylvester Schmitt.

Maurey Allen nominated Gene Wasserman for President. Gene Wasserman withdrew his nomination as President and moved that the nominating committee choice of Mr. Allen be unanimously elected. The motion was seconded by Bob Sauter and passed by the members present.

Leonard Reinke moved that the rest of the men whose names were submitted by the nominating committee be unanimously elected. The motion was seconded by Frederick Steinhau and passed by members present.

Mr. Hougen then turned the meeting over to the new president, Mr. Allen, who called for applause for the efforts of Director Berners in his work in The Institute.

The meeting was then adjourned and Mr. Wasserman showed a very fine collection of slides on Scandinavian architecture.

PAUL KILP, Secretary
**Fifth Annual Convention**

**WISCONSIN ARCHITECTS ASSOCIATION, A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS**

**FEBRUARY 11-12-13, 1954**

**PLANKINTON HOUSE, 609 N. PLANKINTON AVE., MILWAUKEE 3, WISCONSIN**

Registration Fee — Corporates and Associates, $7.50; Guests, $3.00; Jr. Associates, $1.00

**ANNUAL DINNER — $6.00**

All Checks shall be made out to Wisconsin Architects Association

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**THURSDAY, FEBRUARY 11, 1954**

1:30 P.M. to 9:00 P.M. — Registration in Colonial Room

2:00 P.M. — Business Meeting — President Joseph J. Weiler, presiding. West Room, Third Floor

Secretary’s Report for Board of Directors

Treasurer’s Report for Fiscal Year

Committee Reports

Unfinished Business

New Business — Report of President, Foundation

Announcement of the Results of the Letter Ballot Election of Directors.

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**NORTH CENTRAL STATES REGIONAL CONFERENCE**

**FEBRUARY 12 AND 13, 1954**

**A PUBLIC RELATIONS WORKSHOP**

**FRIDAY, FEBRUARY 12, 1954**

8:30 A.M. to 12:30 P.M. — Registration

9:15 A.M. — Welcome by Edgar H. Berners, our Regional Director, North Central States District.

9:30 A.M. — A few remarks on Program by Arthur O. Reddemann, Chairman of the Convention Committee.

Don Fridell, President, Producers’ Council of Wisconsin.

9:45 A.M. to 11:00 A.M. — Public Relations Workshop, conducted by Walter M. Megronigle, Manager, Public Relations Division, Ketchum, Inc. of Pittsburgh, Pa. Counsel for A.I.A., Under direction of John Root, Chairman, Committee on Public Relations, A.I.A.

11:00 A.M. to 11:15 A.M. — Recess

11:15 A.M. to 12:15 P.M. — Seminar on Costs, George H. Field

12:15 P.M. to 1:00 P.M. — Inspection of Producers’ Council Exhibits

1:00 P.M. to 2:30 P.M. — Luncheon and Address by Clair W. Ditchy, President, A.I.A.

2:30 P.M. to 2:45 P.M. — Recess

2:45 P.M. to 3:45 P.M. — Question and Answer Period on Public Relations

3:45 P.M. to 4:30 P.M. — Recess and Inspection of Producers’ Council Exhibits

4:30 P.M. to 5:30 P.M. — Nicholas Britsky, University of Illinois, Department of Art. Subject: The Use of Color in Architecture.

5:30 P.M. to 6:00 P.M. — Inspection of Producers’ Council Exhibits.

6:00 P.M. to 6:30 P.M. — Cocktails courtesy of Producers’ Council.

7:00 P.M. — Banquet — Master of Ceremonies introduced by President Weiler

Pat Norris, Member, Producers’ Council of Madison, M. C.

Main Speaker introduced by Gen. Ralph Olson, State Defense Administrator

Governor Val Peterson, Federal Defense Administrator, Washington, D. C.

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**SATURDAY, FEBRUARY 13, 1954**

9:30 to 11:00 A.M. — Seminar on Modular Construction by C. E. Silling, assisted by William Demarest, Jr., Secretary For Modular Coordination, A.I.A., and Wilbur H. Tusler, Former Regional Director of this District.

11:00 to 12:30 P.M. — Richard W. E. Perrin — Slides of Recent Trip to Germany.

12:30 to 1:00 P.M. — Cocktails — Dutch Treat — and move to Marquette Union.

1:30 P.M. — Luncheon — Marquette Union. Speaker — Norman J. Schlosman, 1st Vice-President, A.I.A.

Adjournment

**CONVENTION COMMITTEE, 1954**

Arthur O. Reddemann, Chairman

Leigh Hunt, Secretary

Francis S. Gurda

Mark T. Purcell

Sylvester J. Stepnoski
### ROSTER

**Wisconsin Architects Association**

*A Chapter of The American Institute of Architects*

**1953 - 1954**

**Milwaukee Division**

**Corporate Members**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ames, Carl Lloyd</td>
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<tr>
<td>Arnold, Frederick</td>
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<tr>
<td>Bischoff, T. J.</td>
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<td>Bogner, Harry</td>
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<tr>
<td>Bradley, Herbert W.</td>
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<td>Brielmaier, Joseph M.</td>
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<td>Brielmaier, Leo A.</td>
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<td>Brimeyer, F. J.</td>
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<tr>
<td>Brust, John J.</td>
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<td>Brust, Paul</td>
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<td>Burroughs, Charles W.</td>
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<td>Clas, Rubens F.</td>
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<td>deGelleke, Gerrit J.</td>
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<td>Dieterich, Ray</td>
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<tr>
<td>Domann, Walter A.</td>
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<tr>
<td>Drolshagen, Frank F.</td>
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<td>Dwyer, Raymond Wm.</td>
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<td>Ebling, Herbert L.</td>
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<td>Eschweiler, Carl F.</td>
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<td>Eschweiler, Theo. L.</td>
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<td>Fischer, Ernst</td>
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<td>Grassold, Herbert J.</td>
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<td>Grellinger, Alvin E.</td>
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<td>Grieb, Donald Leon</td>
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<td>Grunwald, Gilbert O.</td>
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<td>Gurda, Francis S.</td>
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<td>Gurda, Leon M.</td>
<td>200 E. Wells St., Milwaukee 2</td>
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<td>Herbst, Roger M.</td>
<td>1249 N. Franklin Pl., Milwaukee 2</td>
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<td>Herbst, William G.</td>
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<td>Herrmann, Milton C.</td>
<td>2851 N. 50th St., Milwaukee 10</td>
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<td>Hoffman, Frank J.</td>
<td>Jones Building, Racine</td>
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<td>Hunt, Leigh</td>
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<tr>
<td>Jacoby, John P.</td>
<td>1249 N. Franklin Pl., Milwaukee 2</td>
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<td>Jennings, W. Robert</td>
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<tr>
<td>Johnson, Elmer A.</td>
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<tr>
<td>Kemp, Thomas L.</td>
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<tr>
<td>Kenney, Allan J.</td>
<td>3959 N. 19th Pl., Milwaukee 6</td>
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<td>Keymar, Albert F.</td>
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<td>Kiese, Donald L.</td>
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<td>Kloppenburg, Ralph H.</td>
<td>708 E. Green Tree Rd., Milwaukee 11</td>
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<td>Kramer, William P.</td>
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<td>Kraus, Edwin J.</td>
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<td>La Croix, Emil B.</td>
<td>3264 N. 25th St., Milwaukee 6</td>
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<td>Lee, Wallace R., Jr.</td>
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<td>Lefebvre, Gregory G.</td>
<td>810 E. Center St., Milwaukee 12</td>
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<td>Lewis, Bernard S.</td>
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<td>McDonald, John Randal</td>
<td>1341 Washington Ave., Racine</td>
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<td>Mason, Elliott B.</td>
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<td>Matson, J. Mandor</td>
<td>727 Wisconsin Ave., Racine</td>
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<td>Memmler, Walter G.</td>
<td>1825 E. Hartford Ave., Milwaukee 11</td>
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<td>Messmer, John</td>
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<td>Meyer, Carl E.</td>
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<td>Meyer, Maynard W.</td>
<td>424 E. Wells St., Milwaukee 2</td>
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<td>Mitterhausen, Wm. H.</td>
<td>2137 N. 55th St., Milwaukee 8</td>
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<td>Olrogge, Harry A.</td>
<td>2405 W. Capitol Dr., Milwaukee 6</td>
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<td>Peacock, Urban F.</td>
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<td>Perrin, Richard W. E.</td>
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<td>Pflaumer, Mark A.</td>
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<td>Pollatz, Walter</td>
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<td>Potter, Robert P.</td>
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<td>Riegel, Leroy A.</td>
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<td>Riemenschneider, Carl E.</td>
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<td>Rypel, Stanley A.</td>
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<td>Schaefer, Ralph E.</td>
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</tbody>
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Madison Division

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Northeastern Division

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Brown, Wallace H., 787 Bowen St., Oshkosh
Feldhausen, Gordon J., Sr., 414 E. Walnut St., Green Bay
Foster, George E., 407 Scott St., Wausau
Hougen, Donn, Wood Block, Wisconsin Rapids
Irion, Theodore H., 199 N. Main St., Oshkosh
Jahn, Clarence O., 310 Pine St., Green Bay
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Narovec, George, 626 W. Wisconsin Ave., Appleton
Reuber, Frederick W., 1024 S. Ninth St., Manitowoc
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Reussler, C. A., 907 Adams St., Marshfield
Sandstedt, Julius S., 22 Otter St., Oshkosh

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Kluje, Alfred C., 220 15th St., N., Wisconsin Rapids
Knopp, Armin W., 22 Otter St., Oshkosh
Lyon, Lee F., Branch
RETRACTION

In our November, 1953, issue we published an article entitled "Reports On General Motors Livonia Fire Show Unprotected Steel Construction As One of Fire Weaknesses." Part of such article reads as follows:

"There was another fire in 1950 on a 270,000 sq. ft. building of the Creole Petroleum Company, subsidiary of the Standard Oil Company. This roof was covered with a Robertson Metal Deck and with 2" of foamglass insulation laid in asphalt and the joints sealed with asphalt. In addition, it had a tar and felt roof. This roof was completely destroyed notwithstanding the foamglass insulation, but because the foamglass was laid in asphalt."

We have been informed by the H. H. Robertson Company that none of its metal deck materials were used in the building of the Creole Petroleum Company, referred to in the above paragraph. After investigation, we are unable to verify the facts as to the manufacturer of the metal deck in question and therefore respectfully RETRACT that part of our article identifying the metal deck referred to as one manufactured by the H. H. Robertson Company. Also the manner in which the above-quoted material was set up may have led some of our readers to believe it was so published in the Engineering News-Record, when in fact it was not.

Northeastern Division

Associates [Continued]

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Peterson, Robert Dean, 345 W. Prospect Ave., Appleton
Sauter, Robert George, 431 Maple St., Appleton

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Steffen, Theodore C., 1202 S. 17th St., Sheboygan
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Loescher, Richard A., 405 E. Circle St., Appleton

Minster, Norman E., 930 S. 14th St., Sheboygan
Nelesen, Walter W., 2804 S. 10th St., Sheboygan
Stiewert, Melvin F., 429 First St., Menasha
Tveit, Robert L., 402 N. Morrison, Appleton
Vollendorf, Dean B., 719 N. 5th St., Manitowoc

EMERITUS

Esser, Herman J.
Madsen, Christian
Schober, Max W.

HONORARY MEMBERS

Coffin, Frank A.
Colnik, Cyril
Stillman, Henry M.
Whitney, Charles S.
Interim Report of the meeting of the Committee on Practice of Architecture and the Interprofessional Relations Committee of the Wisconsin Society of Professional Engineers held at the Milwaukee Elks Club on Saturday, December 5th, 1953, at 10 A.M.

Present — Architects Committee: Walter G. Memmler, Chairman; Edw. J. Law, Madison; John P. Jacoby, Milwaukee; Guy E. Wiley, Oshkosh; Julius S. Sandstedt, Oshkosh; Joseph J. Weiler, President, Madison. Excused by Written Request: Carl W. Schubert, La Crosse.

Present — Engineers Committee: Charles A. Nagel, Milwaukee; Carl C. Crane, Madison; Arthur G. Behling, Milwaukee; Anthony L. Genisot, Rhinelander; Pierce G. Ellis, Pres., Milwaukee. Excused by Written Request: Harold W. Trester, Oshkosh; Philip S. Davy, La Crosse.

Walter G. Memmler acted as chairman of this first meeting. By agreement of those present the meeting resolved itself into an informal discussion of the mutual problems affecting our both professions in their practice according to the Registration Act.

Messrs. Nagle and Memmler were requested to draw up a Rules of Procedure for conducting meetings including the naming of subordinate committees and their proper functioning within the scope of our committees work according to the By-Laws of the two Societies. Draft of the rules to be submitted at next regular meeting.

Messrs. Law and Crane were requested to arrange a meeting with W. A. Piper, Secretary of the State Registration Board, and gain from him necessary information of value to our combined committee. Their report to be submitted at next regular meeting.

The following items were discussed at the meeting:
1. State administration through a state wide board for the registration of all the professions, trades, etc., similar to the bill defeated at the last legislature. All present against this type of legislation.
2. Illinois and Wisconsin Registration Board practices.
3. Fees for Architects and Engineers on Government building projects.
4. Fees for Architects and Engineers when hired by each other.
5. Violations of Practices — Injunction clause of state registration act — Committee should present proof.
6. Policies of Building Inspectors and permits as issued throughout state — Some authority to

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police field — combined committee to make ruling understandable.

7. Engineers and Architects names appearing on drawings when either or one are hired by the other.

8. Ethical practice code between Engineers and Architects.

Respectfully submitted,
WALTER G. MEMMLER, Chairman

William C. Schneider, a corporate member of the Wisconsin Architects Association, died Monday, January 11, at his home, 2635 N. 83rd St., after an illness of several months. He had been associated with the architectural firm of Brust & Brust.

Surviving are his wife, Hilda, a daughter and two sons.

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