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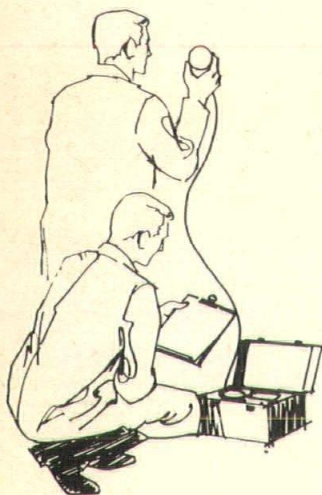
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independent 2-year test proves gas heating unsurpassed in comfort and cleanliness. Yet electric costs 2½ times more than gas heat!

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The test covered two heating seasons. From October, 1965 through May, 1967 in two identical homes at Canton, Ohio. Same floor plans. Same specifications. Same insulation. The only difference: One home had electric heat. The other had gas heat.



Here are the facts:

They compared comfort. Humidity and room temperatures were strictly recorded every hour and computer-analyzed.
Conclusion: Gas heating unsurpassed in comfort.

They compared cleanliness. Air samples and wall test patches were checked every month. Data were analyzed by computer.

Conclusion: Gas heating unsurpassed in cleanliness.

They compared cost. Differences were dramatic! Gas heating cost far less, yet gave unsurpassed heating benefits.

What would results be if the two identical test homes had been in the Milwaukee area? To determine the answer, Nationwide Consumer Testing Institute made a comparison based upon Milwaukee's conditions of climate and local rates for gas and electricity. The results:



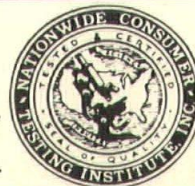
TEST RESULTS FOR IDENTICAL HOMES, BASED ON MILWAUKEE RATES AND CLIMATE

FIRST TEST SEASON (OCT., 1965-MAY, 1966)

Electric heating cost: \$459.35. Gas: \$173.17. **SAVINGS WITH GAS HEAT: \$286.18.**

SECOND TEST SEASON (OCT., 1966-MAY, 1967)

Electric heating cost: \$432.99. Gas: \$186.20. **SAVINGS WITH GAS HEAT: \$246.79.**



Two-year savings with gas heat (both heating seasons): \$532.97. Certified as accurate by Nationwide Consumer Testing Institute, Inc.

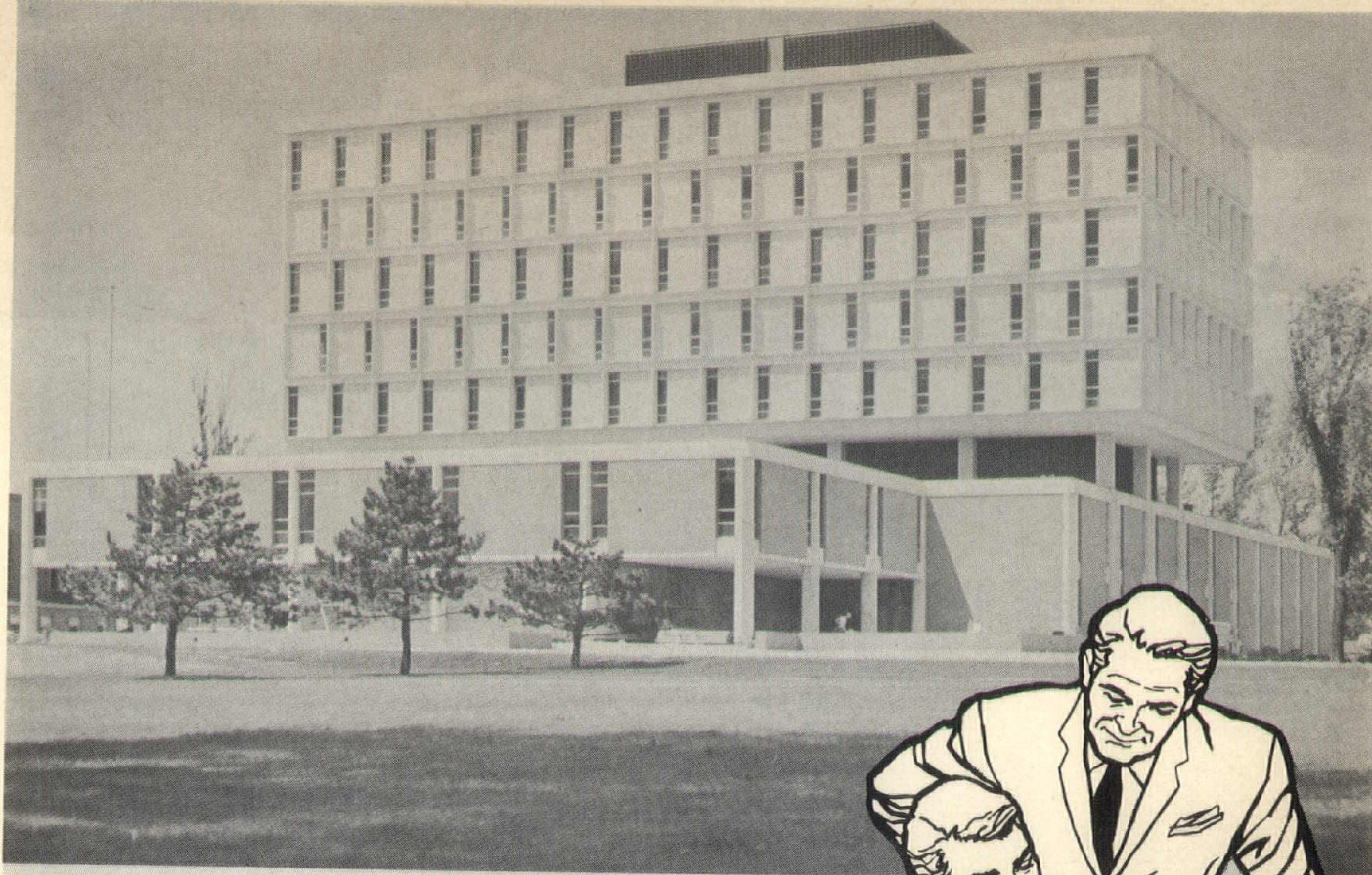
Contrary to recent electric heat advertising, gas is unsurpassed for clean, comfortable heat. Electric heat costs 2½ times more than gas, under identical conditions! Good reason why 98.6% of all new homes in the Milwaukee area are heated with gas.

Want more facts? Complete details about the gas and electric heating test are contained in an interesting booklet "The Living Difference." Send for your free copy. It will provide valuable reference when you're ready for a new heating system or a new home.

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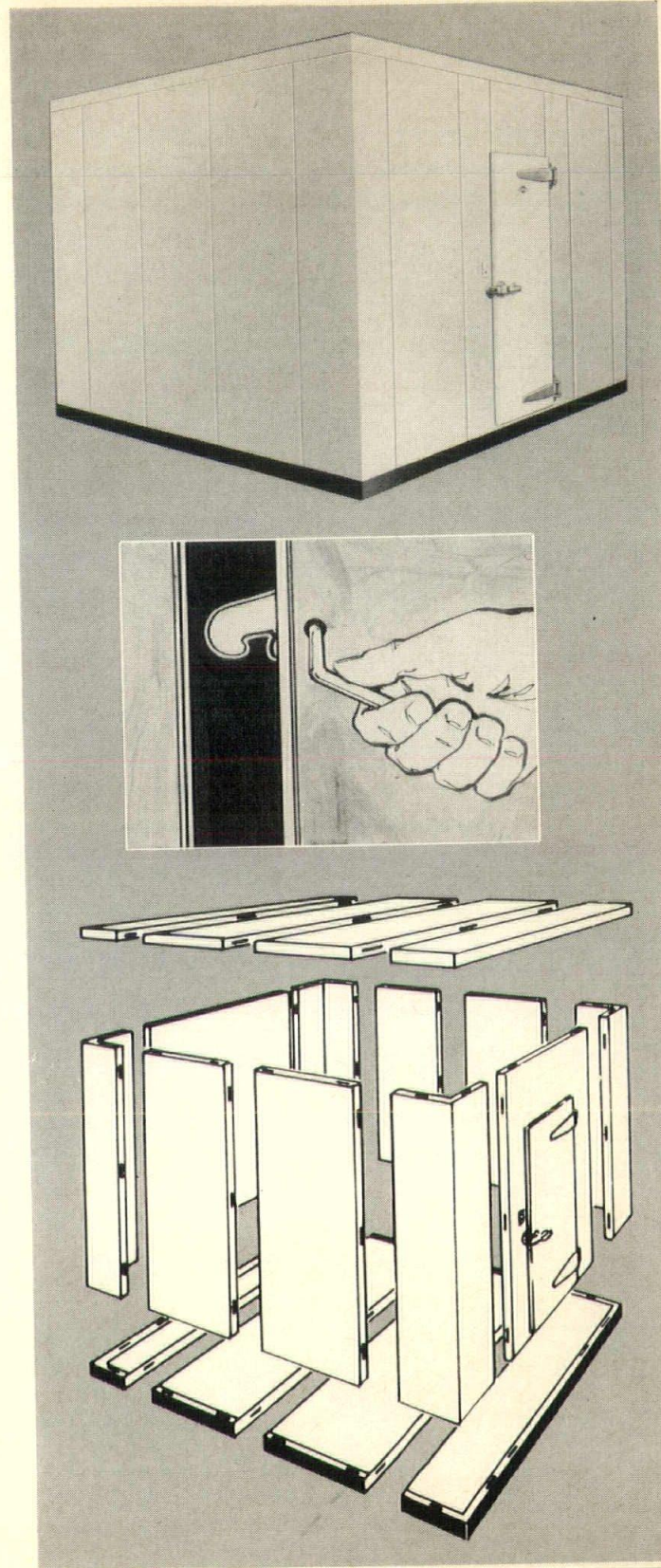
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January, 1971

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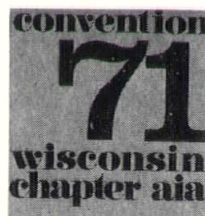
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The Conversion from What-Has-Been to What-Might-Be

State Convention plans are shaping up for May 4, 5, 6 and 7 and as previously announced the convention theme will be based upon the book "Creating the Human Environment" by G. M. McCue, W. R. Ewald, Jr., and The Midwest Research Institute. You can look forward to a unique event that can best be summarized as a conversion from what-has-been to what-might-be.

The 20th century has transfigured man and his world, and that transformation has been radical. What has this to do with architects? It has everything to do with architecture!

Are you really a part of architecture?

The convention format will permit you to personally participate in a process rather than as in the past to sit passively listening to outworn canned speeches. It will provide an atmosphere for people who truly intend to move forward with each other and the rest of society.

Look forward to an increasing amount of information during the following months about this exciting event that will depend on your total involvement first as a human being and then as a professional in a changed society.

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New Officers

The Wisconsin Chapter, The American Institute of Architects recently elected officers for 1971. They are: *President* Nathaniel W. Sample, Madison; *Vice-President* G. A. D. Schuett, Milwaukee; *Secretary* John P. Jacoby, Milwaukee and *Treasurer* Douglas H. Smith, Eau Claire.

Nathaniel W. Sample

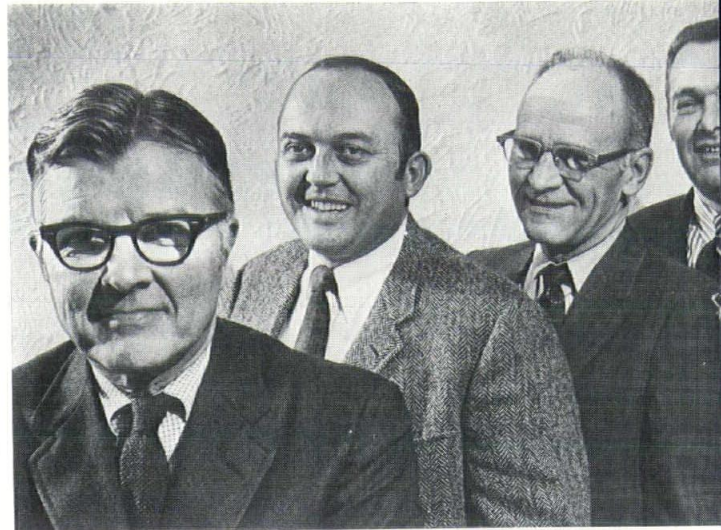
of *Sample and Potter, Inc.*, 114 E. Mifflin Street, Madison, Wisconsin

Registered Architect in the State of Wisconsin.
Certificate of the National Council of Architectural Registration Boards.
Registered in the States of Ohio and Michigan.
Bachelor of Arts Degree from Dartmouth College.
Bachelor of Architecture Degree from Illinois Institute of Technology.
23 years experience in the profession, 5 years with the present firm.
Employed as a Designer and subsequently became a partner in another Madison firm prior to the establishment of Sample/Mullins in 1964 and Sample and Potter in 1969.
Corporate member of the American Institute of Architects.
Served as 1970 Vice President of Wisconsin Chapter American Institute of Architects.

George A. D. Schuett

of *Schuett, Erdmann and Gray, Architects III, Inc.*, 7255 West Appleton Avenue, Milwaukee, Wisconsin

Native Wisconsinite.
Served in Naval Air Corps 1944 and 1945.
Studied Fine Arts at Milwaukee State Teachers College.
Beaux Arts Architectural Design at Layton School of Art.
Registered Architect, Wisconsin, 1954.
Registered with the National Council of Architectural Registration Boards, 1958.
Corporate Member American Institute of Architects, Wisconsin Chapter.
Consulting Architect to the Board of American Missions, Lutheran Church in America.
Past Member, Architectural Control Board, City of Glendale, Wisconsin, 8 years.
President of the Southeast Section of the Wisconsin Chapter, American Institute of Architects, 1967 and 1968.
Member Board of Directors, Wisconsin Chapter, American Institute of Architects.
Served as Secretary-Treasurer, 1970.
Advisor and Lecturer on Architectural Construction Techniques at Milwaukee School of Engineering.
President of Schuett, Erdmann and Gray, Architects III, Inc.



Left to right: Nathaniel W. Sample, G. A. D. Schuett, John P. Jacoby and Douglas H. Smith.

John P. Jacoby

of *Herbst, Jacoby & Jacoby, Inc.*, 1249 North Franklin Place, Milwaukee.

Native Wisconsinite.
Registered Architect in the State of Wisconsin since 1941.
Attended Beaux Arts Institute of Design and the University of Wisconsin-Milwaukee.
Corporate member of the Wisconsin Chapter, A.I.A., since 1946.
Served as President of the Southeast Section in 1957, Director for the Wisconsin Chapter for two terms in 1958 and 1959; Secretary-Treasurer for two terms in 1960 and 1961, Vice-President in 1966 and President in 1967.
He was chairman of the Chapter Affairs Committee and served on two national committees for the Institute, National Chapter Affairs and Coordinating Committee of the Construction Industry.
He is a partner in the firm of Herbst, Jacoby and Jacoby since April of 1954.

Douglas H. Smith

of *Larson, Playter & Smith, Architects*, 419 South Barstow Street, Eau Claire, Wisconsin 54701

Registered Architect in the State of Wisconsin since 1956.
B.S. Degree in Architectural Engineering from Iowa State University.
Associate member of American Institute of Architects 1954.
Advanced to Corporate member 1957.
Since 1957, Partner in Larson, Playter, Smith, Eau Claire, Wisconsin.
Active in Rotary, Jaycees (former President), Mason, Elks and First Presbyterian Church.

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Walkers Point and South

Walker's Point and South is the third guidebook in the series *Guides to Historic Milwaukee*, prepared by Mary Ellen Pagel and Virginia A. Palmer. The earlier ones being *Juneautown Walking Tour*, published in 1965, and *Kilbourntown Walking Tour*, which appeared in 1967.

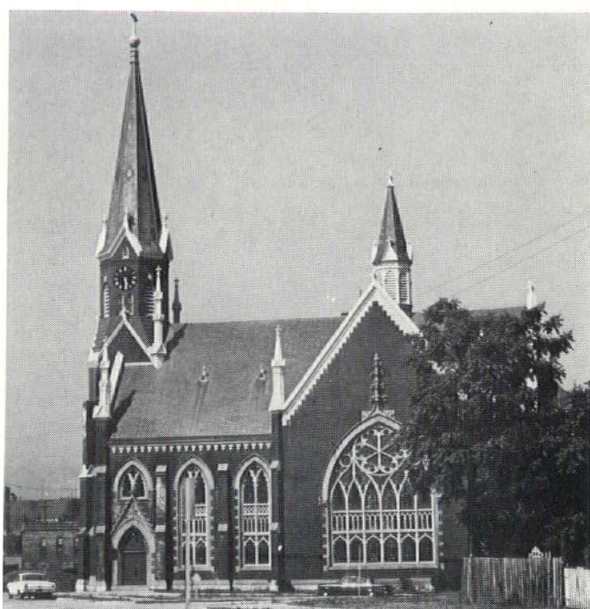
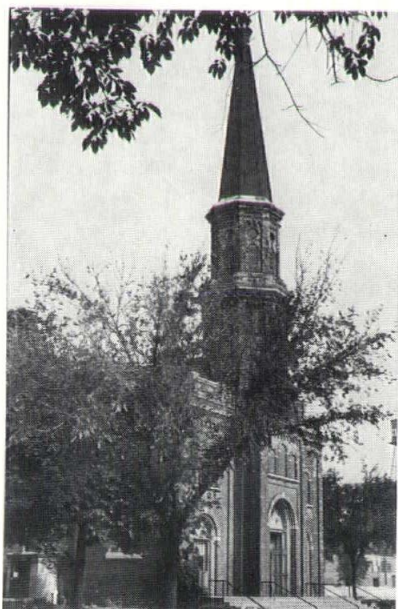
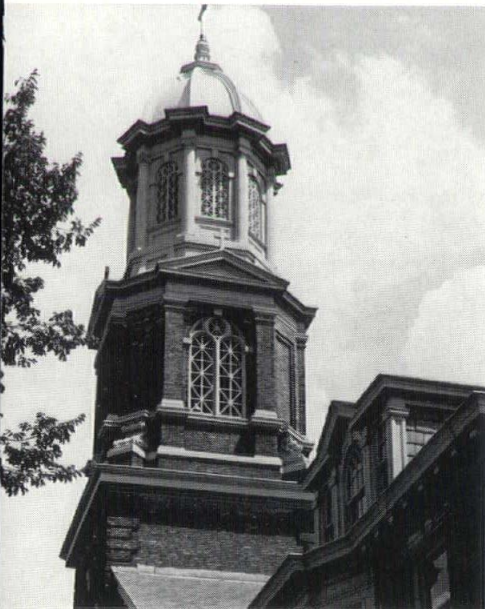
Walker's Point and South differs from its predecessors in being larger in scope. The Juneautown guide covers a small area of the east side of downtown Milwaukee, while Kilbourntown's booklet treats a corresponding area on the city's near west side. Both of these are designed as walking tours. The third booklet deals with a sizable section of the south side, an area bounded by the Menomonee River on the north, Lake Michigan on the east, South Shore Park on the south, and South Layton Boulevard on the west.

As in the case of the earlier booklets, printing costs were

paid by local businesses — in the case of Walker's Point and South, three architectural firms, Grellinger-Rose-Jurenec-Klumb-Rappl-Haas, Inc.; Donald L. Grieb and Associates; Miller, Waltz, Diedrich, Architects and Associates, Inc., participated.

The Milwaukee guidebook series won a local History Award of Merit from the State Historical Society of Wisconsin in October of 1969. The booklets are available at no charge from the University of Wisconsin Extension. Copies may be obtained by sending a self-addressed, stamped envelope to: Guides, University Extension, 600 W. Kilbourn Ave., Milwaukee, Wis. 53203.

All photographs by Mary Ellen Pagel, with Clarence Kailin, Department of Photography, The University of Wisconsin, Madison.



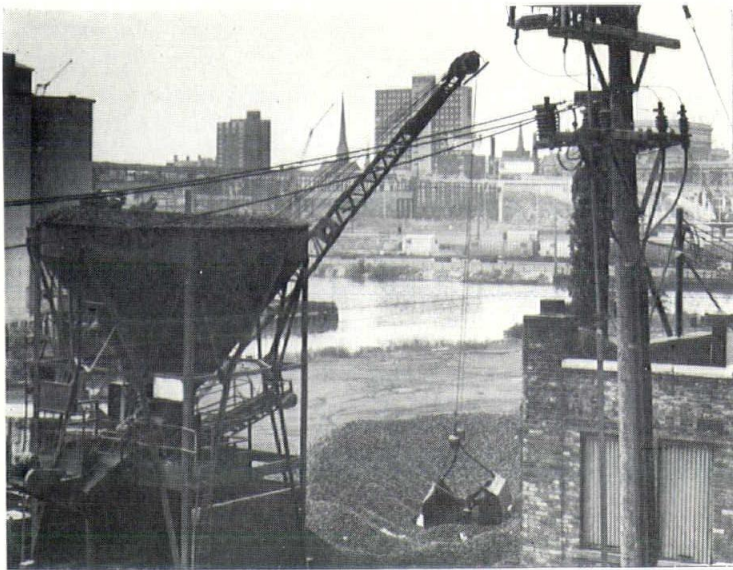
Church of the Immaculate Conception (left), 1023 East Russell Avenue. Buemming and Dick, Milwaukee, architects. 1907-08. Addition of 1959 by Brust and Brust, Milwaukee, architects.

The churches along South Kinnickinnic Avenue present a variety of styles and building materials. The former Bay View Assembly of God, 2701 South Logan, is a rambling wood structure, while St. Lucas Evangelical Lutheran Church, 2605 South Kinnickinnic, and Trinity Methodist Church, 2772 South Kinnickinnic, are both brick buildings, Gothic Revival in style. For the Church of the Immaculate Conception, architects Herman W. Buemming and Gustav A. Dick provided a Neo-classical design, interpreted in champagne-colored brick and stone. Several Bay View churches, including Trinity Methodist and this one, were constructed on land donated by the Milwaukee Iron Company. The present church was founded by Irish mill workers. The men of the parish wanted to name their church for St. Patrick, but they were opposed by the women, who favored honoring the Immaculate Conception. To settle the issue, votes were sold, with proceeds going to the building fund; and the ladies won the day. By 1959 the congregation had grown considerably, making it necessary to enlarge the church. An addition increasing seating capacity to 1,000 was built, and at the same time the church entrance was changed from Russell Avenue to South Kinnickinnic. The new entry is a stately, Corinthian-colonnaded portico. Striking features of the remodelled interior are the mosaic of the genealogy of Christ and the stained glass windows, all designed and executed by the Conrad Schmitt Studios of Milwaukee.

Holy Trinity Roman Catholic Church (center), 605 South 4th Street. Victor Schulte, Milwaukee, architect. 1849-50. Tower, 1862, by Leonard A. Schmidtner, Milwaukee, architect. Interior alterations 1863, 1874, 1890.

During the late 1840's Father Saltzmann, young assistant pastor of St. Mary's Church on Broadway, saw the need for a church closer to German-speaking Roman Catholics living on Milwaukee's south side. He collected funds for this purpose; lots were purchased from George Walker; and the German-born carpenter and builder who had designed St. Mary's and St. John's Cathedral was retained as architect. Lumber, brick, and considerable labor were contributed by parishioners. Sources report that a solemn procession of clergy and laymen made its way from St. Mary's to participate in the dedication of Holy Trinity on September 24, 1850.

St. Stephen's Evangelical Lutheran Church (right photo), 1136 South 5th Street. Otto C. Uehling, Milwaukee, architect. 1901. Architect Uehling's Gothic Revival design for St. Stephen's Lutheran Church is unusually vivacious and ornamental for the date, when more subdued versions of the Gothic were in vogue; and it is further enlivened by the exterior color scheme in which gray and ivory foundation and trim contrast with dark red brick walls. The colorful church was built for a congregation whose history dates back to 1854, when south side members of Kilbourntown's Trinity Lutheran Church established St. Stephen's.



Menomonee River Valley

Now one of Milwaukee's busiest industrial areas, the Menomonee River Valley was a marshy wasteland 100 years ago. Its transformation began in 1869 when local businessmen formed the Menomonee Improvement Company to create a series of canals, channels, and slips along the meandering river so that ships could dock and exchange cargo near the railroad lines. It continued in the 1880's when the Chicago, Milwaukee, and St. Paul Railroad undertook an ambitious program to straighten the river and made additional land available for industry. At present the various firms in what is called "the city's workshop" employ thousands of people. The area boasts the world's largest locomotive and car shops owned by a railroad (those of the Milwaukee Road) as well as fuel and dock companies, cement, stone, and related industries, stockyards, salt and meat-packing firms, lumberyards, a generating station, and tanneries. Viaducts affording excellent views of the region and its industries bridge the valley at 6th, 16th, 27th, and 35th Streets.



Walker Square, bounded by South 9th and South 10th Streets West Washington and West Mineral Streets. 1837.

A south side street, junior high school, and park have been named for pioneer settler George Walker. The pleasant, tree shaded square was Walker's gift to the city and is one of Milwaukee's oldest parks, its sole rival for antiquity on the south side being Clarke Square, between South 23rd and 24th Street and West Mineral Street and West Vieau Place. Donated in 1837, these two small squares are properly regarded as forerunners of Milwaukee's now-extensive system of parks and park ways.



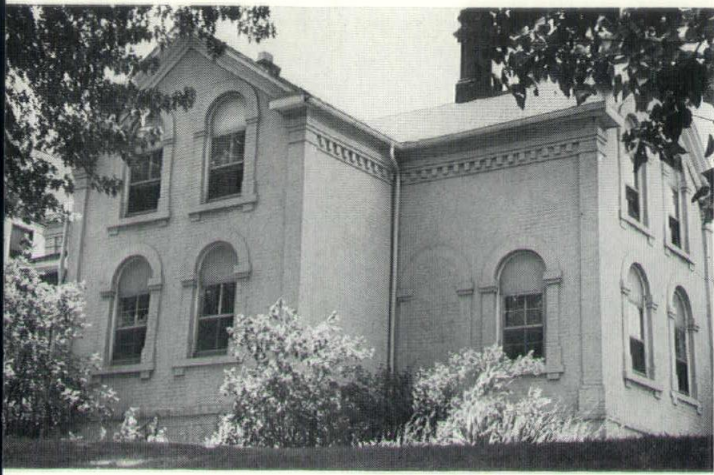
Pythian Castle, National Lodge, 1925 West National Avenue. Richard E. Oberst, Milwaukee, architect. 1927.

Members of the Knights of Pythias, a fraternal-social secret society founded in Washington, D. C., held their first meeting in Milwaukee in 1871. In 1890 Milwaukee was the scene of a vast tent city erected to house 12,000 Knights attending their national convention here. National Lodge was organized in 1897 for members living south of the Menomonee River and thirty years later built the fanciful Spanish-influenced Pythian Castle on West National Avenue.



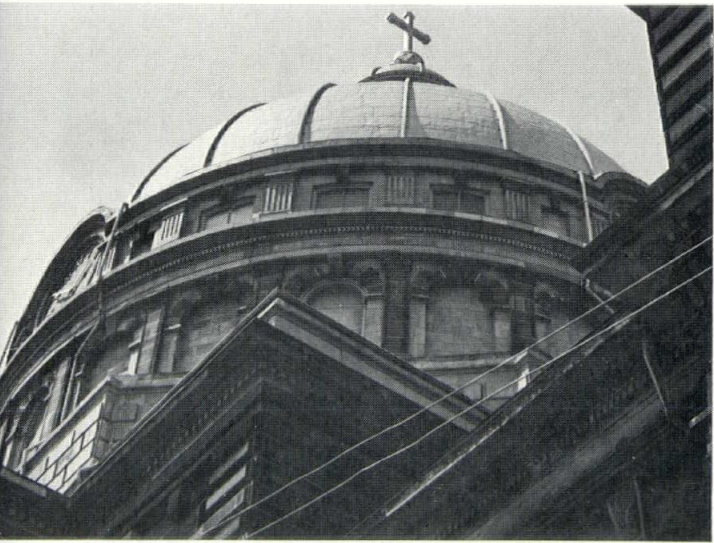
Kosciuszko Park, bounded by South 7th and South 10th Streets West Becher Street and West Lincoln Avenue. 1900.

Kosciuszko Park was established on property purchased by the city from Hazelwood, the estate of Universalist minister Clemen F. Le Fevre. In its name and its major monument (illustrated in our photograph) the south side park honors General Thaddeus Kosciuszko, Polish hero of the American Revolution. Neighborhood residents raised funds for the statue of the celebrated military leader and awarded the commission to Florentine sculptor Gaetano Trentanove. Milwaukee's first equestrian statue, Trentanove's vigorous and arresting likeness of General Kosciuszko was completed in 1905 and installed near the park's West Becher Street entrance. Then, as the city grew and West Lincoln Avenue became the more heavily travelled thoroughfare the sculpture was transferred to the south side of the park where it stands today. A later monument in Kosciuszko Park commemorates the work of Belle Austin Jacobs. Created by Sylvia Shaw Judson in 1931, the memorial to Mrs. Jacobs was donated by her many friends.



Residence, 1551 South 5th Street.

Although documents recording the origins of this two-story brick home have yet to be found, the present owners believe it to be more than 100 years old. The evidence of its design, construction, and ornamentation supports their belief. In all these features the 5th Street residence closely resembles a group of Wisconsin houses known to date from the 1850's and early 1860's. Set on a knoll well above street level, the house is T-shaped in plan. Its silhouette is compact, the treatment of the elevations simple and direct. Here the builder used pilaster strips to mark the corners of the facade, arched window openings in both stories, and a row of brick dentils beneath the gabled roof. Altered and enlarged over the years, the home nonetheless preserves much of its 19th-century flavor.



Basilica of St. Josaphat, 601 West Lincoln Avenue. Erhard Brielmaier, Milwaukee, architect. 1897-1901.

This imposing Neo-Renaissance structure owes its existence to the vision, ingenuity, and efforts of Father William Grutza, Erhard Brielmaier, and parish members. In 1889 fire destroyed the first parish church, built just a year earlier for Father Grutza and his congregation; and a second building soon proved inadequate for the growing parish. Father Grutza decided to erect a third church, large enough to accommodate 2,000 people, and engaged Brielmaier to draw the plans. While the architect's work was in progress, the pastor visited Chicago, where he learned that the main post office was to be razed and the building materials offered for sale. Aware that a considerable saving could be realized by purchasing salvaged materials, he conferred with Brielmaier, who agreed to prepare new drawings; and for \$20,000 Father Grutza bought the limestone and marble, polished granite columns, metalwork, and woodwork.

Five hundred railway flatcars were required to transport his purchases to Milwaukee. Construction work, directed by the architect and carried out largely by parishioners, consumed nearly five years. In July, 1901, dedication services signalled that the transformation from post office to house of worship was, at last, complete. Consecrated by Bishop Rhode of Green Bay in 1928, St. Josaphat's was elevated to the dignity of basilica by decree of Pope Pius XI in 1929 and thus became the first basilica in this country built for Polish-Americans.



Residences, 1024-1034 East Russell Avenue. c. 1868.

This row of one-story gray frame cottages was constructed, along with many others in Bay View, by Eber Ward for steel mill workers. Believing that home ownership made steady workers and good citizens, Ward made the houses available to his employees on easy payment terms. He lowered payments when wages were cut and even suspended them altogether when the mill closed temporarily. An interesting structure nearby is the single-floor pentagonal office building at 2698 South Logan Avenue. As the village of Bay View grew, the Cream City Street Car Company, with mule-drawn cars, extended its service from Lincoln Avenue past these small buildings to the intersection of East Russell and South Superior Street.



Residence, 2582 South Shore Drive.

While the older homes of Milwaukee's south shore area cannot rival the grandeur of the north shore's mansions, many of them possess much grace and charm. A case in point is the former Brinton house, another small residence at 2711 South Superior Street. Perhaps the most attractive of them all, as regards both design and setting, is this small white frame home on South Shore Drive. Its construction date is uncertain, but its style points to the period of 1865-80. We know that the Starkey family lived here during the late 19th century, and it is possible that the house was erected for Joseph A. Starkey, c. 1878-79.



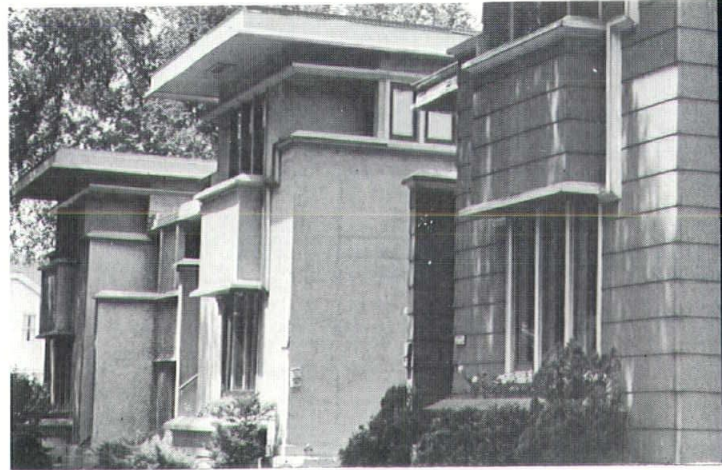
St. Stanislaus Roman Catholic Church, 1681 South 5th Street. Leonard A. Schmidtner, Milwaukee, architect. 1872-73. Remodelled 1895-1913 and 1962-66.

Formally organized in 1866, St. Stanislaus parish of Milwaukee was the third Polish parish in the United States, the first in a metropolitan area. This parish, in turn, founded the nation's first Polish-language elementary school. From its dedication in 1873 to the present the handsome parish church at South 5th and West Mitchell has been a south side landmark. The design, based on German architecture of the late Renaissance period, was created by a European-born and educated architect who came to this country in the 1840's. Schmidtner, believed to have been a member of the titled Von Kowalski family of Russia or Poland, had opened an office in Milwaukee by the mid-1850's and continued in practice here until his death in 1875. Of his many projects, which included the tower of Holy Trinity Church (No. 5) and the second county courthouse (now destroyed), St. Stanislaus is considered the finest. In recent years the church has undergone major renovation: the east front and a considerable portion of the interior have been remodelled, the interior redecorated, the exterior repaired and cleaned, and the original copper-clad cupolas replaced by golden domes.



Residence, 2590 South Superior Street. c. 1870-71.

As we have seen, the settlement of Bay View dates from the 1830's, its development as an industrial suburb from the opening of the Milwaukee Iron Company during the late 1860's. Through the years the contributions of the firm's management and labor to the cultural, political, social, and religious life of the village were many. Bay View's first lending library was quartered in this residence, built for foundry supervisor Warren Brinton. To purchase the books, Brinton's wife Beulah raised funds, matched by Eber Ward, and the collection she assembled later formed the nucleus of the Llewellyn branch of the Milwaukee Public Library. When the Brintons came to Milwaukee Mrs. Brinton quickly became acquainted with the wives and children of immigrant mill workers. She invited them to her home to teach the women homemaking skills and give them lessons in English. Mrs. Brinton called it being neighborly, but the work she did with the people of the community greatly resembled the work of the social settlement houses that developed in later years.



Residences, 1835 South Layton Boulevard and 2714-34 West Burnham Street. Frank Lloyd Wright, architect. 1916.

In 1915-16 Wisconsin's renowned Frank Lloyd Wright received his first commissions for structures in Milwaukee. These were the apartments at North 27th Street and West Highland Avenue, the F. C. Bogk house at 2420 North Terrace Avenue, and this block-long series of single-family dwellings and flats. Of the group, the Terrace Avenue residence is the best. The home at Layton and Burnham is a modest variation on his Prairie House theme, and the Burnham Street buildings recall the complex rectilinear geometry of his Unity Church in Oak Park, Illinois, and recently razed Imperial Hotel in Tokyo, his major project of these years.

Variable Air Volume Air Conditioning— Today's Best Systems?

by Roger K. Marsh, President, Vyron Corporation

"The idea of a variable supply of air to a conditioned space to maintain constant room conditions with variation in loads is not new. Because of difficulties in applying the idea in the past, constant volume systems predominate. Now, however, with new equipment and new design techniques developed by manufacturers, contractors and consulting engineers, the idea has become a practical reality."

To the majority of consulting engineers and architects around the world, the above quotation could still be the opening statement of an article written today. In fact, the statement is almost five years old, coming from a comprehensive article on variable air volume (VAV) systems in the March, 1966, issue of *Air Conditioning, Heating and Ventilating*. All the necessary knowledge was available then, and much more is available today, but except for one area of the country, VAV systems are still in their infancy. That area, according to five major manufacturers of the "hardware" involved in VAV systems, is the State of Wisconsin. Yes, there are a few scattered progressive engineers and architects in other areas using VAV, but nowhere else are there as many buildings with VAV systems and as many architects and engineers using VAV as in our State. Consulting engineers from Wisconsin have been invited to sit on the panels of most of the national symposiums on VAV design held in the last few years.

Why this came about is a combination of several reasons, and a bit of conjecture, but, first, let's briefly look at the case for VAV.

The usual method of achieving temperature control in an occupied space is by changing the temperature of a constant volume of air. VAV systems meet changing load conditions with a varying volume of fixed temperature air. Like all very brief statements, this is a bit of an oversimplification, but it should be noted that there are many variations of the VAV system, just as there are with constant volume design. Most engineers design constant volume systems by considering the diversity in the cooling loads of the various spaces in a building to reduce total refrigeration capacity, but the air system is sized based on the sum of the peak air requirements of all these spaces. If air volume can be varied, the air supply system can be sized to take advantage of this diversity of cooling loads, with consequent savings in both initial installation and operation of fans and refrigeration. From the above, the advantages of VAV can be summarized as follows:

- 1. Savings in initial costs due to reduced fan sizes, filters, casings, and ductwork.
- 2. Savings in operating costs due to reduced fan horsepower, not only from use of smaller fans, but from running through long Wisconsin winters at a further reduced air volume level.
- 3. Savings in space requirements by virtue of the smaller mechanical equipment required.
- 4. Elimination of excessive air motion in winter—the common complaint in our climate with air volumes sized for maximum summer cooling loads.

An informal poll taken of several Wisconsin engineers who have designed VAV systems showed that all agreed that operating costs were markedly reduced with VAV. This is especially true in our area, and is undoubtedly one of the

reasons we have so many VAV projects, since our common system used here is a constant volume reheat system. While this is an excellent system, providing fine temperature and humidity control, it is one of the most expensive to operate.

These same engineers generally felt that the first cost of the VAV system, in the way they had used it, was slightly higher than a constant volume re-heat system, but admitted that they were only considering the bid prices of the mechanical contracts, without considering the savings in other building costs.

In addition, while all the "hardware" was available for some of the earlier Wisconsin projects, the last five years have seen some significant improvements. Supply fans with controllable pitch blades which operate to "feather" like aircraft propellers are now available to take even greater advantage of the inherent power savings in VAV partial load operation. Terminal boxes which used to be available only in "high pressure" types are now marketed in "low pressure" versions for VAV systems. More manufacturers have entered the market with specialized cost-saving products specifically designed for VAV.

It is almost certain that VAV use will increase rapidly in the next few years, and especially here in the "home" of VAV. Wisconsin has the climate, in both senses of the word, for this system. As stated previously, the operating cost saving is especially significant here compared to our "old standard" system. Secondly, Wisconsin owners and architects have traditionally been willing to pay more proportionally for a quality heating and cooling system than in many other areas of the country. Thirdly, our building codes, while often criticized, are less archaic in the matter of minimum ventilation requirements than are the codes of many of our large cities. And here for conjecture is the point that our Wisconsin engineers and architects, while generally considered on the conservative side, have shown a greater willingness to switch to new systems in building than many others with less conservative reputations.

At the risk of offending some through omission of a building from a listing, the following few projects selected at random from a long list, might give some idea of the broad range of buildings found in Wisconsin which have been designed with various types of variable volume systems:

Milwaukee School of Engineering—Fred Loock

Engineering Center

M. J. Gegan Elementary School—Menasha

Brown Deer Middle School

Oshkosh High School

Milwaukee County Court House (Remodeling)

Globe-Union Laboratory and Research Buildings

Security Savings and Loan Building

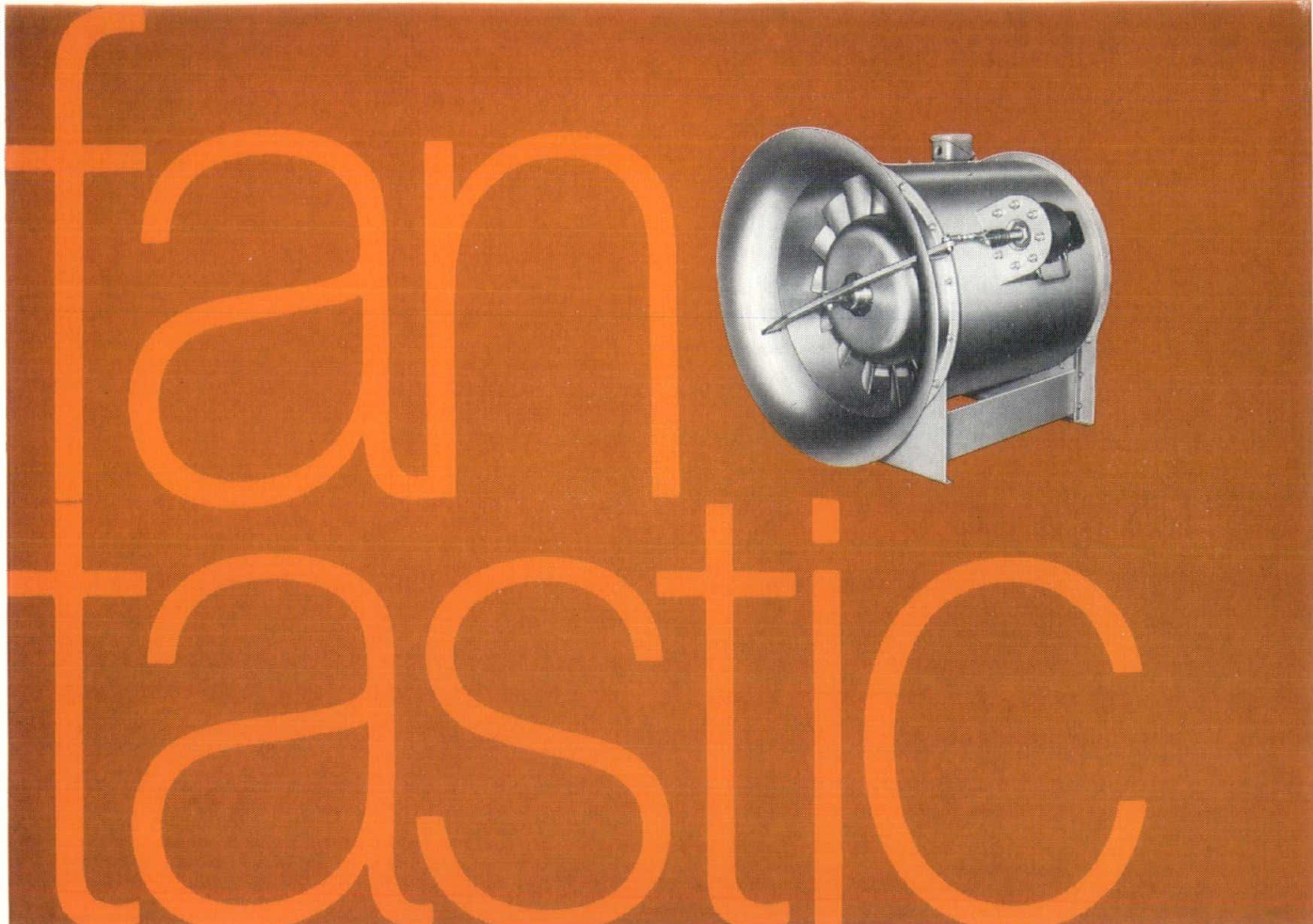
Milwaukee County Mental Health Building (Office)

M & I Bank Building (Interior zones)

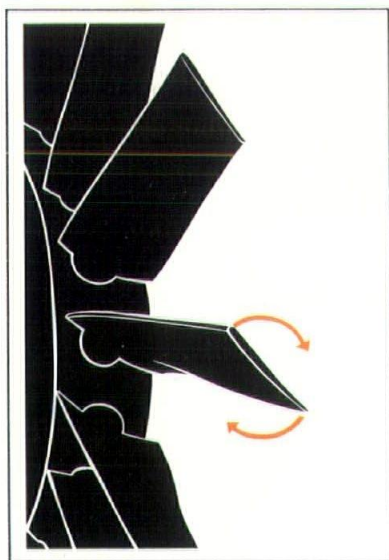
Allen-Bradley (Make-up air system for laboratories)

Wisconsin Electric Power Company (4th Floor remodeling)

It need hardly be said that there is no one "best" system for all projects. There are as many places where VAV would be the "wrong" choice as there are where it should be considered as the only logical system to use. Most engineers over 40 will remember, however, that back in those "old school days," our professors would fondly describe the "theory" of the variable air volume system as the "best thing yet," if only the equipment to make it work was available. In 1971, it is.



**Joy Controllable Pitch fans instantly
and automatically supply the right
amount of air to any VAV system.**



Today, with the emphasis on efficient year-round air and temperature control conditioning in public and commercial buildings, and industrial plants, variable air volume systems are becoming more common.

Sophisticated Joy Controllable Pitch Axivane® fans offer the quiet, precise, power-saving way to control air volume.

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In addition, they offer all the advantages inherent in the vaneaxial fan. Light weight, compact design, ease and economy of installation in any position.

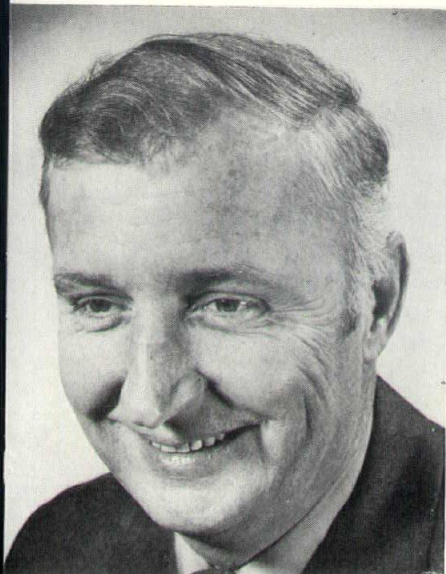
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**NEW
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New Executive Secretary Appointed



Milwaukee Journal Photo)

Alan J. Carlson, 41, of Wauwatosa recently was appointed Executive Secretary for the Wisconsin Chapter, N.I.A. He succeeds Mrs. Jane Richards who resigned from this position because her husband was transferred to Florida.

Alan Carlson holds a master's degree in group work administration from George Williams College in Chicago. From 1960 to 1967 he was the General Secretary of the YMCA in Belvidere, Illinois. In September of 1967 he became Executive Director for the West Suburban Branch of the YMCA of Greater Milwaukee, a position he held until recently.

He was responsible for the direction of a three man professional staff and program of a 2000 member branch. He directed the capital funds campaign for this branch in 1969, raising top dollar in the branch phase of the campaign.

He managed the modern building program for the branch using community pools and gyms for physical education programs. In addition he directed two Partner of Youth Membership campaigns and two World Service Campaigns since he joined the West Suburban Branch.

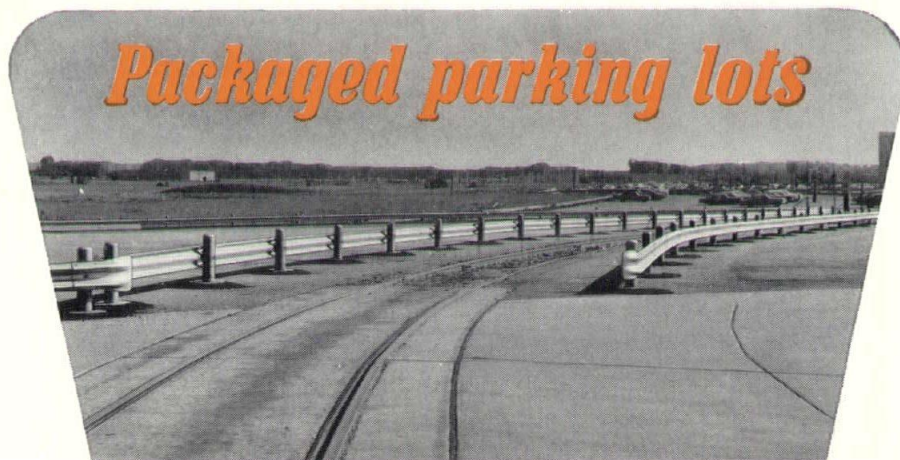
Alan Carlson is married and has three children, is active in church affairs, a Sunday School teacher (9th and 10th graders), past member of the Official Board of Wauwatosa Methodist Church and officer and member of the Wauwatosa Rotary Club. Welcome aboard, Alan.

New Sales Manager for Best Block Co.

Hal Hubbard recently was appointed Sales Manager for Best Block Company. He holds an M.A. Degree from the University of Illinois, Urbana, and a B.A. Degree from Eastern Illinois University, Charleston.

Mr. Hubbard was General Manager for Plywood and Modular Home Manufacturer Co. prior to coming to Best Block Co., and Product Manager for Foldoor Division of Holcomb & Hoke Manufacturing Co., Inc., Indian-

apolis, Indiana before. He supervised a sales force of 98 architectural specialty distributors selling on a national basis under the direction of six regional sales managers. He spent 4 years as Assistant Manager for School Equipment Division, Hupp Corporation, and was responsible for all costing and estimating, training sales personnel and production scheduling. He supervised 47 State Sales Managers in sales to the general construction industry. Mr. Hubbard has called on leading architects throughout the U.S. as well as on major general contractors.



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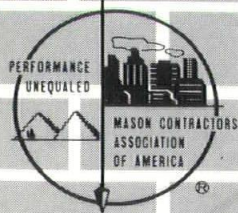
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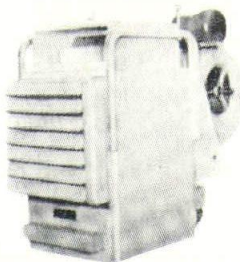
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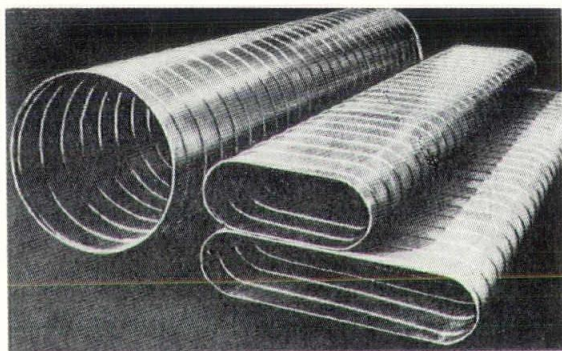
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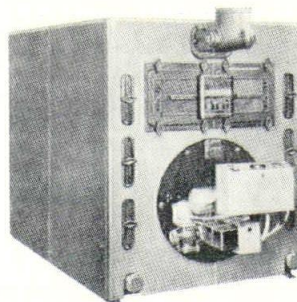
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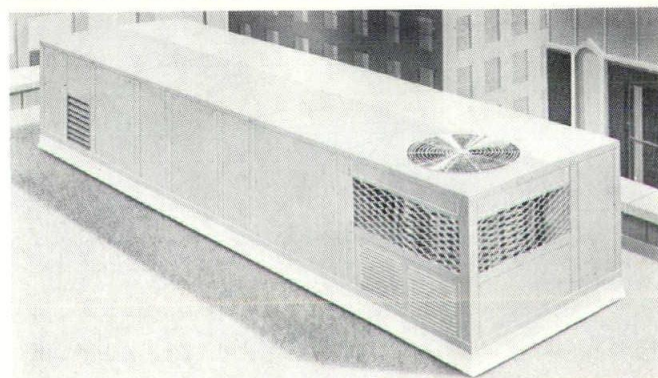
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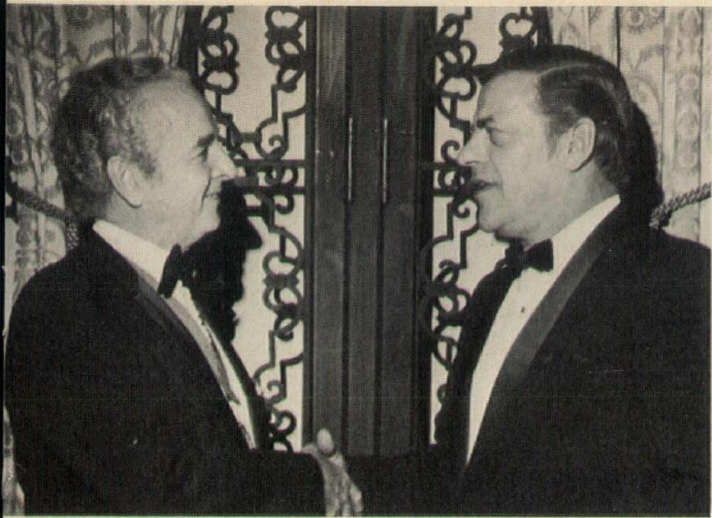
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Joseph H. Flad, FAIA (second from left) receives certificate of appreciation from Board of Directors of The American Institute of Architects. Joe Flad ended a three-year term on the board representing North Central States. He is president of the architectural firm of John J. Flad & Associates, Inc., of Madison. Making the presentation at Washington's Madison Hotel were (from left) Max O. Urbahn, FAIA, of New York City, who will be the 1972 AIA President, outgoing President Rex W. Allen, FAIA, of San Francisco and Robert F. Hastings, FAIA, of Detroit, the 1971 AIA President.

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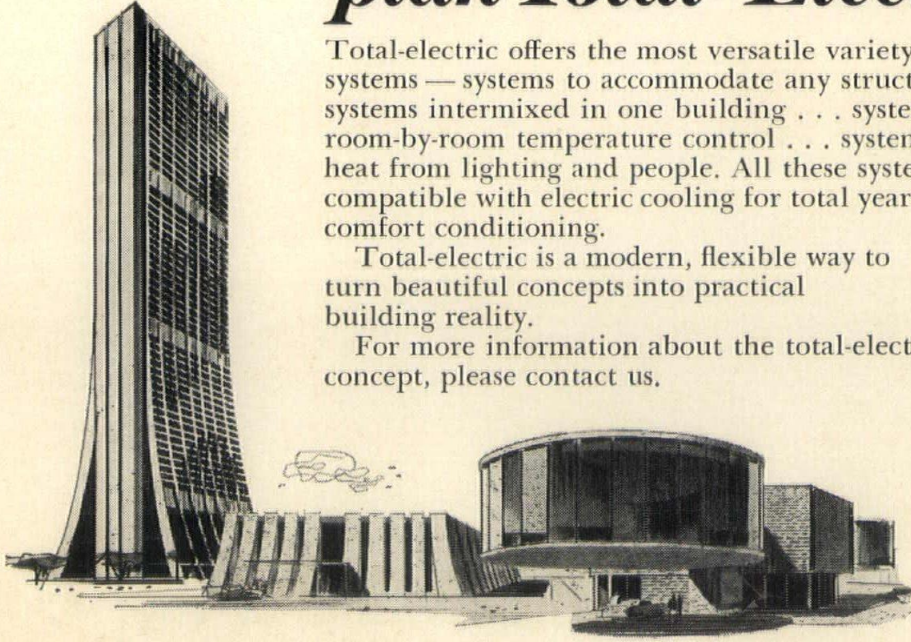
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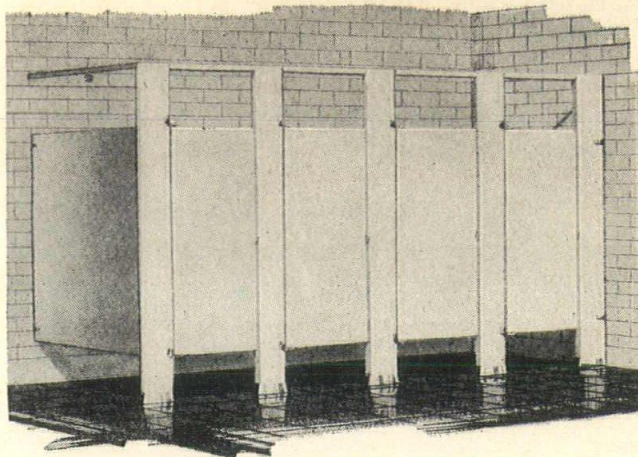
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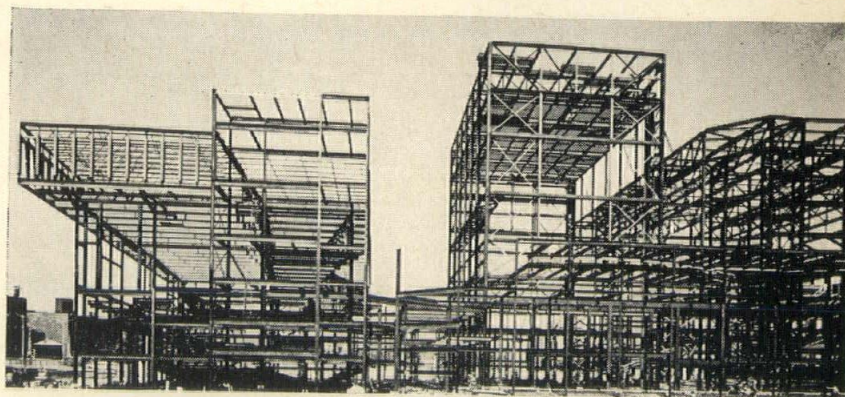
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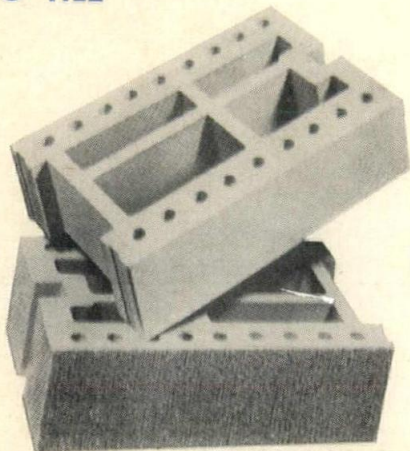
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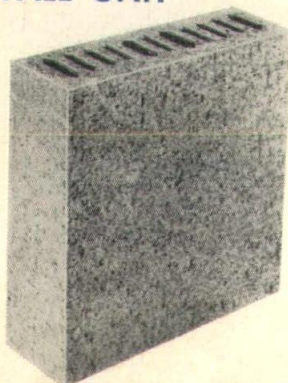
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CERAMIC STRUCTURAL FACING TILE



CERAMIC GLAZED INTERIOR FINISH/RUGG-TEX EXTERIOR FINISH Uniwall, furnished in nominal 8" thickness, provides a completely finished, triple-duty, permanent wall in a single job operation. These walls combine (1) excellent physical properties, with (2) genuine ceramic glazed interior finish in a variety of pleasing colors, and (3) an unglazed "Rugg-Tex" exterior in attractive buff and gray color ranges.

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Furnished in color ranges of red, buff and smoky brown-mahogany. Unit Face Size $11\frac{1}{8}" \times 11\frac{1}{8}"$ — Thickness $3\frac{1}{8}"$.

Offers a new design concept with this strong "bold-looking" structural clay unit, developed for quality construction in all types of buildings. It meets all design requirements of modern masonry, for exteriors as well as various interior areas, by combining (1) aesthetics of the completed wall, with (2) the inherent functional and structural features and (3) initial and ultimate economies, to designate the important advantages and versatility of this product.

See Mason Contractors Ad on Page 18

EMBOSSED CONCRETE MASONRY

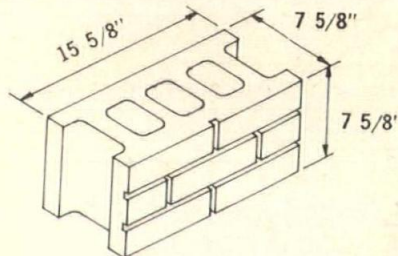
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Colonial Block have permanent embossed brick face pattern.

Colonial Block walls will accept unlimited color treatments using standard masonry paints.

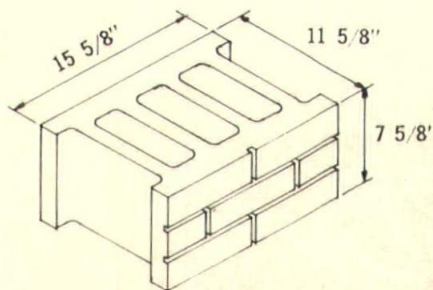
Colonial Block walls combine the economy and rugged performance of modern concrete masonry with the character and charm of old colonial brick.

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8" Colonial Regular
ECM 1001

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