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THE WISCONSIN ARCHITECT

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Vol. 8 No. 7



THE WISCONSIN ARCHITECT

Official Publication

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Architects

Wisconsin Chapter, The American
Institute of Architects

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June Meeting of the Executive Board, State Association of Wisconsin Architects

The regular meeting of the Executive Board of the State Association of Wisconsin Architects was held at the Plankinton Hotel, Milwaukee, on June 8, 1940.

Meeting was called to order by President Wm. Mickelsen at 10:30 A.M.

Members present: Messrs. Wm. Mickelsen, Walter G. Memmler, C. Madsen, Wallace Brown, Noel Ross Safford, B. A. Knobla, Edw. A. Wettengel, Leigh Hunt, Gerrit DeGelleke, Gregory Lefebvre and A. L. Seidenschwartz.

Represented by Proxy: Messrs. Wm. Schneider and Emiel Klingler.

Absent: Mr. Edmund Schrang.

Minutes of the April 20th meeting approved as printed in the Wisconsin Architect.

COMMITTEE REPORTS:

Publicity Committee:

Mr. Leigh Hunt tendered a check for \$91.58 which he received from Mr. Cramer, publisher of the WISCONSIN ARCHITECT. This amount being 15 per cent of the net profit on the magazine due the State Association for the past 12 months.

Practice Committee:

Mr. Safford reported that a building in the city of Marinette was nearing completion, considerably over the 50,000 cubic feet limit, not designed by an Architect. It was recommended that same be turned over to the Practice Committee for investigation and notification to the Industrial Commission.

Special Committee on Registration Legislation:

Mr. Hunt, chairman, reported that due to so many activities during the past month, A. I. A. Convention at Louisville, etc.: it was impossible to start work on this question. However, Mr. Hunt stated that a meeting would be called at an early date and work thereon would be started.

Building Congress:

Mr. Memmler, the representative of our Association to the Congress, reported at length on the general meeting held at the Pfister Hotel on June 7th: at which meeting, Mr. James Law, Mayor of Madison, gave an inspiring and comprehensive talk on taxation in the State of Wisconsin, locally, State and Federal, and how it affected the progress of the building industry. Mr. Law stated that the industry was asleep and should awaken to the fact that their voice must be heard in both state and municipal affairs. Twenty-five architects attended this meeting, many from cities other than Milwaukee and its suburbs.

Mr. Memmler also reported that he was appointed as Chairman of the Legislative Committee to make a thorough study of the Mechanics Lien Law and make a recommendation to the Congress on its findings. Mr. B. A. Knobla, Chairman of the Association Legislative Committee, who up to this date has done wonderful work in gathering information on the Mechanics Lien Law throughout the country, turned over all of his material and correspondence to Mr. Memmler, as it will be impossible for him to continue in this capacity, due to being transferred in his work from Madison to Superior, Wisconsin.

Milwaukee Building Code:

Mr. Memmler who represents our Association on the Mayor's Advisory Council stated that he was delegated to report on a new building code for Milwaukee. DeGelleke pointed out the vast amount of work entailed in such a document and felt that a code to be standard and workable it should be national, with modifications to its conditions of local communities. Mr. DeGelleke stated further that the Mayor of Milwaukee should be enlightened on this matter and that he cannot expect the actual work on Building Codes to be done by a committee.

Large Housing:

Mr. DeGelleke, Chairman. No report.

Small Housing:

No report.

State Public Works:

No report.

Membership:

Mr. Brown, Chairman, reported that he had received copies of letters sent the several members of his committee by the Secretary. Mr. Brown felt that the writing of letters by him to the members of his committee would not materially affect a better collection of the dues. The Secretary reported that to date 137 members have paid.

Milwaukee Lake Front Citizens' Committee:

Mr. DeGelleke, Chairman. Mr. DeGelleke reported that the committee was making progress and that they were giving this gigantic project serious and thoughtful consideration so that in the end, the city and state will obtain the most benefits from the lake front possible.

A. I. A. Convention at Louisville:

Mr. Mickelsen, Delegate, reported that the Pre-convention meeting of the state societies after full debate, drafted and presented a resolution to the Convention, the important part being that the state societies be allowed one delegate for the first 25 of its membership and one additional delegate for each 75 members thereafter. The resolution was adopted by the convention.

Both Mr. DeGelleke and Mr. Mickelsen commented upon the wonderful work performed by Mr. Hunt in the unification program of the Institute and state societies. Mr. Hunt being honored by both the past president, Mr. Charles D. Maginnis and president, Mr. Bergtrom for the wonderful and untiring work done, and its accomplishments to unite the entire profession into one solid body in thought and spirit.

Next State Convention:

The Board decided that the next convention be held in Milwaukee, that the Association take charge of the rental and allotment of space for material exhibits and that an architectural exhibit be held in connection with the convention, that the banquet be extended to members of construction industry, and that exhibits be open to the public and that they be informed through the proper publicity. A convention committee to be appointed at a later date.

New Business:

A communication received from the Industrial Commission requesting that the board select two or more architects as nominees to fill the vacancy of Mr. Gerrit DeGelleke whose term expires September 15, 1940. Mr. DeGelleke and Mr. Edgar H. Berners was nominated.

Due to Mr. Arthur Peabody's retirement from active practice of architecture and for the wonderful work done by him for the profession in our state, it was moved by Mr. DeGelleke and seconded by Mr. Lefebvre that our Association make Mr. Peabody an honorary member. Motion adopted.

A letter received from Mr. Walter J. Kohler, Jr., acknowledging our expression of sympathy on the death of their father was read and placed on file.

There being no further business to come before the meeting, same was adjourned at 3:30 P.M.

ARTHUR L. SEIDENSCHWARTZ, *Secretary.*

A Client That Knows—

ANONYMOUS

One of the most important events in the life of a family takes place when they decide to build a home. It is important because it generally represents the largest single expenditure of money ever to be made by a family, and it is to be their home for many many years.

This important investment should be made so as to give them full value for their money, — comfort in living, permanence in construction, and pride of possession in beauty of surroundings.

In order to secure these things in their home, they should consult a competent architect, whose work is to design and plan houses and supervise their construction.

Many people have the mistaken idea that it is economical to build without an architect, that it saves money to omit the cost of an architect's fee.

Let us assume that they expect to spend \$5,000 on their house. Do you think for an instant that if they had a lawsuit on their hands involving \$5,000 they would attempt to be their own lawyer or would accept the free legal advice of a kind neighbor who happened to be a grocer or farmer? If they wanted to sell a \$5,000 lot or farm would they think it extravagant to pay a real estate broker \$250 as a fee for selling the property for them?

A lady who wants to make a dress for herself will pay \$5.00 for material and then she will not consider it an extravagance to pay fifty cents for a pattern or plan from which to make the dress.

Yet many of these same people will spend \$5,000 or more building a new house and are not willing to pay for the services of an architect, the only man who by training and experience is qualified to give them a home suited to their individual needs, a home convenient in arrangement, economical and substantial in construction and beautiful in design.

The architect prepares definite plans and specifications and secures competitive prices from different contractors, all bidding on the same basis. The contractor can give you a lower price because he is estimating from complete plans and specifications and not gambling on an estimate from vague incomplete drawings on which it would be next to impossible to make a contract.

Furthermore, the architect supervises the construction of the house, and as your agent, sees to it that you get what you are paying for.

By employing a good architect you will add much more than the cost of the architect's fee to the value of your home. There is a big difference between the cost of a house and the value of a house.

The other house, designed and supervised by a capable architect, is convenient to live in, there is little if any waste space, the construction is substantial, it is in good taste and good to look at.

They cost the same, but which has the greater value, which would be pleasanter to live in, in which house would you have a greater pride of ownership? Ask your real estate man which house would be easier to sell for a fair price, considering its cost.

The best value received for any money spent on your home comes from the fee paid to your architect.

Herculite

Use of Herculite Tempered plate glass as a basic building material has been given new impetus by New York City building authorities who have approved its use as a stair railing in the Holland Building in Radio City.

Both its strength and heat resistance qualities have been recognized by approval of this new product. Past and pending tests of Herculite are similarly demonstrating its quality as a new and better material for various kinds of construction.

The glass railing in the Holland Building is of bent Herculite $\frac{3}{8}$ inch plate glass. The plates are inserted to a depth of $3\frac{1}{4}$ inches into a base slot and are without vertical supports. The bronze handrail at the top of the glass panels completes the assembly, which appears as a continuous curved glass stairway rail, except for $\frac{3}{8}$ inch open spaces between the glass plates.

The interest manifested in this installation by architects generally and their expressed desire to apply it to current plans for new and distinctive buildings indicate a wide acceptance and another high spot in the current glass age.

Herculite is a tempered plate glass of ordinary quality that has been treated in a similar manner as a knife blade of steel is treated to give it strength. Unlike steel, however, tempering of glass does not change the physical composition of the material.

Herculite is a relatively new development in the glass industry which constantly has been seeking to improve the quality of its product and its application to new and additional fields. Tempered plate glass can be used in many places where ordinary glass would not be satisfactory.

Engineers of the Pittsburgh Plate Glass Company in recent years with the aid of electric furnaces have developed means of producing tempered glass on a commercial scale. Herculite is now finding a wide acceptance in building and industry where a glass of unusual strength, flexibility, and heat and impact resistance is required.

Herculite is produced like ordinary plate glass with an additional tempering process that increases its strength at least four times and makes it as strong as a similar cross-section of cast iron. It has unusual flexibility and can be bent to a considerable extent from its original shape.

Herculite shows unusual resistance to impact in addition to its strength. A steel ball weighing one-half pound, dropped on a piece of ordinary plate glass $\frac{1}{4}$ inch thick, at a height of 13 inches usually will break the glass. The same ball must be dropped from a height of at least ten feet before it will break Herculite of the same size and thickness. And when it does break it shatters into small blunt-edged pieces that lessen the danger of flying fragments.

Another quality is its resistance to varying surface temperatures. It will stand a temperature of 650 degrees F. on one side and atmospheric temperature on the other. It can be heated with a blow torch on one side and sprayed with cold water on the other without breaking or cracking. Cold temperatures do not affect its strength and impact resisting properties.

These qualities have opened wide new fields for glass that has been tempered. It is an ideal material for port-holes on ships, being able to withstand heavy pounding of the seas. Another large outlet is the construction of theater, building, and office doors. Used as a fire screen, it shuts off sparks from a fire without hiding the cheerfulness of the fireplace.

Other important uses include those for aquariums, cell doors, flooring, glass bottom boats, kitchen and laboratory equipment, partitions, traffic signs, shelves, show cases, and table and dresser tops.

The method of tempering plate glass to create Herculite is similar to the operation used to temper steel, except that much greater care must be used in the heating and quenching operation. Steel is heated to a specific temperature and then plunged into cool oil.

Glass is heated in carefully controlled electric furnaces and chilled quickly upon emerging with jets of compressed air. The air must be directed against both sides of the plate in exactly the same relative position to insure success.

The sudden cooling of the surface of the glass sharply sets the surface in its expanded position before the interior cools. The effect causes a sharp compression, leaving the interior under tension. When steel is tempered the heating and cooling rearranges the position of the molecules of iron and carbon. In either case similar properties are imparted to the tempered material.

While taking a temper similar to that of steel, Herculite paradoxically acquires most of the characteristics of cast iron in its resistance to shock, its breaking strength, and other physical properties.

Because of its strength and other properties Herculite cannot be fabricated. All cutting, grinding, and drilling of holes must be done before ordinary plate glass is put through the tempering process that changes it into Herculite. Only recently a process was developed for commercial production of Herculite in bent shapes.

Volume Change in Brick Mortars

By EDWARD W. SCRIPTURE, JR., PH.D.*

(Continued from June Issue)

effect is most unusual in nature; when it is hot, the mortar dries out so that the expansion from rise in temperature is compensated by the contraction on drying. Similarly, when it is cold, the mortar tends to take up moisture, compensating for the contraction on cooling by the expansion of wetting.

External Stress

A third force which might play a part after hardening is that of external stress. If a mechanical strain is exerted on the wall as by loading, by wind pressure or by a blow, the structure will tend to be deformed. If the strength is sufficient at all points this deformation will be resisted, but with a mortar in a condition of strain and containing imperfections in the form of microscopic shrinkage cracks the added mechanical load will open up wider the already existing cracks and produce new cracks at the points of maximum strain.

While other qualities of the mortar have some influence in determining its durability under various weathering conditions, the part played by volume change is very important. The small alternate contrac-

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Annual Meeting Wisconsin Chapter

The Wisconsin Chapter held its annual meeting at the University Club on Wednesday, June 12, 1940, at seven o'clock in the evening. A cocktail hour preceded the dinner. President Bauer announced dinner and 110 members and guests sat down.

At the close of the banquet the President called the meeting to order. He announced the passing of our beloved member, Mr. Alexander C. Eschweiler, the dean of Wisconsin Architects. The members and guests stood in silent tribute. The President then announced the result of the letter ballot to fill the two vacancies on the Executive Committee. Mr. Noel Ross Safford of Green Bay and Mr. Leigh Hunt of Milwaukee, were declared elected.

The Secretary's annual report of the Board and the Treasurer's report were approved as read. The President then gave his annual address. The chair next read that portion of the Bylaws covering honorary memberships and announced that the Board had voted to make an award this year and that Mr. Gerrit J. DeGelleke would read the citation. After a few, well phrased statements, Mr. DeGelleke read the citation and introduced our newly elected honorary member, Mr. Charles B. Whitnall, who replied. Mr. Whitnall has

been known for many years as the "Father of the Parkway System," and in replying sketched the history of the movement and, as he expressed it, "the small part" he had taken in the work, acting "only" as secretary and member of the Land Commission for "only" seventeen years. His remarks were received with well deserved applause.

The chair then introduced the first speaker of the evening, an architect and former member of the Chapter and for the past seven years, mayor of the City of Madison, Mr. James R. Law. Mr. Law, a fine talker, spoke on the architect and his place in public life. Following his remarks, he introduced the second speaker of the evening, the mayor of the City of Milwaukee, Mr. Carl Zeidler.

Mayor Zeidler welcomed the architects and their guests. He recognized the fine work done by the profession and stated that he would do all he could to make Milwaukee a better city.

The Annual Meeting was closed by President Bauer at ten-thirty o'clock with the announcement of the re-election of President Bauer, Vice President Carl Eschweiler and Secretary-treasurer, Leigh Hunt.

LEIGH HUNT, *Secretary.*

Modern Store Fronts

by E. A. LUNDBERG, R.A.*

A well designed store front is characteristic of modern merchandising. With every effort being put forth to the perfecting of processes and products, architectural processes, forced by the tide of events to meet new problems and conditions, have been unconsciously leading toward new form. As a result there have arisen numerous buildings in which the usual classic and bourgeois have been thrown away allowing form and function to govern. In making this change, it was wholly natural that those financing the project should be timid, because an owner's decision to try a new theory of design is seldom based on any deep and existing esthetic philosophy, but rather upon what publicity value it will have and the probable income qualities. The retail merchant was the first in pioneering this change. This was undoubtedly due to his realizing the necessity of keeping abreast with the times and because his investment in such a remodeling was not too costly. Now that we have become more familiar with this new trend of architecture, we are gradually acquiring a sense of beauty, proportion, and taste, as well as a sense of function. Also, we have passed the stage of being impressed by its newness, and are analyzing its parts more in detail, the result being that the design problem is becoming more important, more exacting, and more specialized.

The qualities one looks for in a building today are simplicity and straightforwardness. With this approach to the problem it does not signify that cheapness will result, because modern architecture demands not only the highest skill in workmanship, but also a far better knowledge of the new and improved materials now available.

What is true in architecture is also true in merchandising. The merchandising of products cannot be

done successfully by the rules of the past. Present conditions here likewise present new challenges. The complexity of modern store operation, the greater cost of doing business, restrictive legislative, changing consumer habits, and the need for improved qualified management and personnel are apparent to anyone familiar with present business conditions. Large and small merchants alike must continually change their methods if they are to continue in business.

An attractive well-designed store front is the very essence of this modern merchandising because it serves as a smart, modern frame for the store window and provides a rich display for the merchandise, having a beauty that attracts and holds patronage in ever-increasing volume. Every retail store needs a front that does justice to its establishment and to its reputation. Every retail store needs a front that enhances or complements its merchandise as well as one that will bring profit due to the increasing sales resulting from its installation. Also, every merchant has discovered the value of displaying his products prominently and effectively. Some, however, are prone to forget that the store front is an integral part of this display. In window-display merchandising, the store front and window must be expressive of the character of the store, and no matter how effectively a window is dressed or how excellent the product displayed in the window, a dingy and archaic store front does not bespeak the character of a fine store.

Should be limit the requirements for a successful store front to as few as possible, we would find that two predominate. First, the front should be a setting with a treatment suggesting quality, refinement, and quiet elegance. This, in the majority of cases, involves

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tions and expansions produced by wetting and drying or by temperature or the distortions of mechanical stress tend as previously stated to open up cracks which have been formed by shrinkage during early hardening or to produce new cracks in areas which have been put in a condition of strain by the same force. Water entering these openings—frozen and thawed—gradually breaks down the structure.

Conclusions

Briefly stated, to control the volume changes of a brick mortar and to secure good workmanship, it is necessary to provide a workable mortar with as little water as possible. This end may be reached by careful design of the mix with respect to the kind and proportions of cementitious material, grading of the sand and richness of the mix. The composition of the mortar, which must be adapted to the brick, should be so controlled that it will produce all the desired properties as far as possible. While much may be accomplished by proper selection of materials and suitable proportioning, volume changes due to the water needed still remain and further improvement is to be sought in reduction of the quantity of water required to make the mortar workable.

If brick could be laid in mortar with just sufficient water for the hydration of the cement, practically all mortar troubles would disappear. The avoidance of defects obviously lies in approaching as closely as possible to this ideal, by so selecting and combining the mortar materials that the smallest amount of water is used consistent with workability. By such means all desirable properties of the mortar can be fully developed and volume change—shrinkage—reduced to a minimum.

* Director, Master Builders Research Laboratories.

(Continued from page 5)

complicated technical questions as to color, texture, form, and those subtleties known as atmosphere, emphasis, and feeling, which are especially essential. Second, a center of interest must be created, concentrating on a single idea so as not to confuse the eye with a multiplicity of objects. Much can be done here by effective lighting of the merchandise from the standpoint of display dramatization. Other conditions governing store design are: the price range of the merchandise sold and the trade served, the size and shape of the merchandise displayed, the position from which it should be viewed for most effective presentation, the proper requirements for circulation, its relationship with adjacent stores, the solving of objectionable construction problems so that they are minimized or featured rather than remaining hinderances, the correct location of entrances, and the expression of individuality. All of these and many others must be considered in correctly designing a store front.

Some of our present trends in store front design are toward:

- Exact proportion of show windows.
- Arrangement of plan to provide increased show window visibility.
- Increased visibility into store interior.

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To briefly outline the extreme types of stores we may class them as: the distinctive or private shop, the transient trade shop, and the cut rate store.

The distinctive or private shop is an establishment in which tradition is its greatest asset. Expensive and high quality merchandise only is handled in this shop. The store's reputation is its main appeal, and it does not attempt to attract the casual passer-by. Restraint and simplicity should prevail. Devoid of superfluous signs and gaudy decorations, this store should transmit the culture and refinement within.

The transient trade shop relies upon striking and individual architecture as its important element. It exists mostly for the transient trade. The architectural setting should have just enough richness in the decorative val-

ue of the ornament to concentrate the interest of the pedestrian to its displays.

The cut rate store usually resorts to extremes in announcing itself. Glaring and promiscuous use of signs, amplified broadcasts from large, loaded display windows are resorted to in an effort to grasp the attention of shoppers. Striking combinations of decoration and a vigorous use of color tend to assist in answering this problem.

When consideration is given to a more general classification of store fronts we include as a type the *restaurant*. It in turn is subdivided into several types such as: dining rooms, cafes and bars, cafeterias, and lunch rooms. All have their particular problems to be solved, and all have design demands especially adapted to them. Refinement and simplicity are the rule for the *dining room* types, and good food and service with comfortable interiors for leisurely eating are their inducements. Normal window openings with large unbroken surfaces create a desirable intimacy. Colorful decorations, sparingly used, present the proper effect. *Cafes and bars*, colorful and sophisticated in character, should portray the maximum amount of gayety in their design. Small

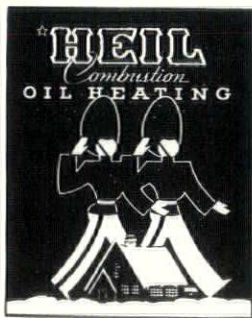
window openings, inconspicuous entrances, and unusual lighting effects all assist in completing the design. *The cafeteria* is popular particularly in the more densely populated sections of the country. Economy and speed are the governing factors in this business, and consequently the front should be designed in simple appealing masses, devoid of superfluous decoration. The *lunch room* type of restaurant usually resorts to striking design.

Some of the conditions that are encountered in the designing of *food stores*, with their increased intensity of competition and their smaller margins of profit, are necessary spacious displays and the appearance of cleanliness. Over nine tenths of the food sold today is purchased by women. Their selective method of purchasing and their tendency to shop around demand the use of every display science possible to increase sales. The merchant, therefore, must make his appeal through display, arrangement, lighting, inviting exteriors and interiors, etc. The merchant, also, to be successful, must depend upon efficient, economical operations, and must select materials that are modern, easily cleaned, and have minimum maintenance expense.

*Pittsburgh Plate Glass Company.

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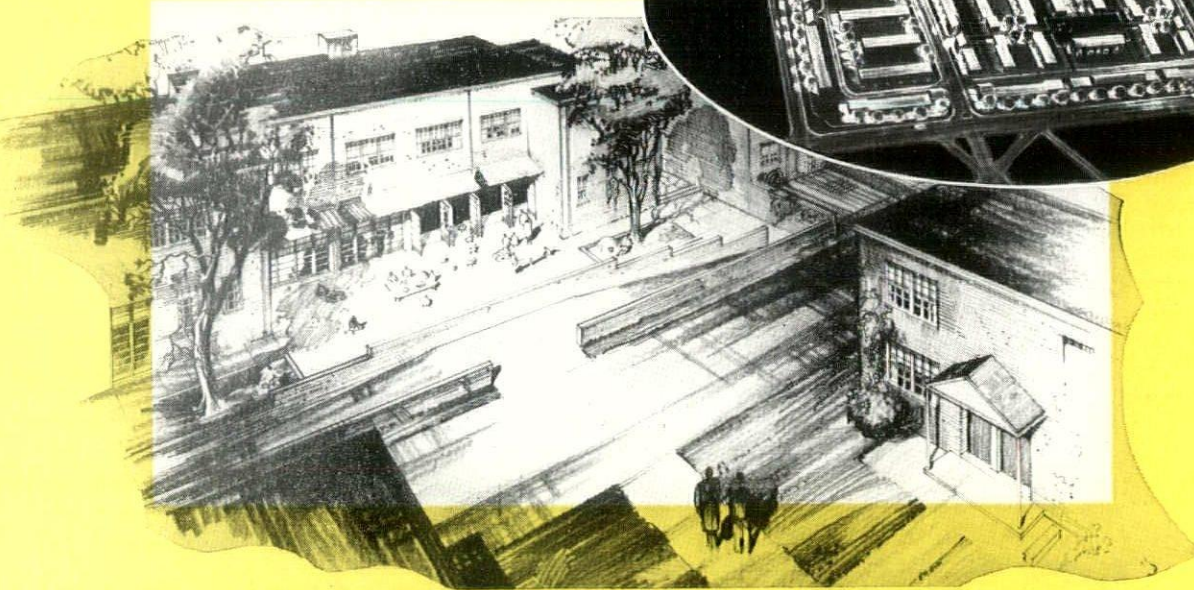
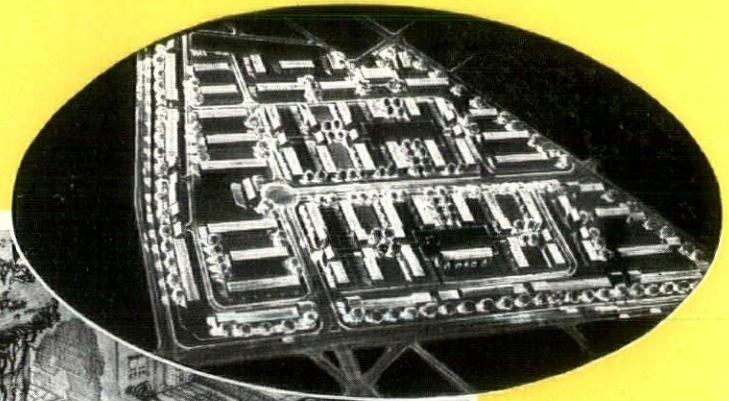


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Wisconsin Architects are invited to submit gloss prints of work completed by them within the past two years for reproduction on the front cover of the WISCONSIN ARCHITECT. Subjects similar to those which have appeared on the last six issues. Photographs should be fully identified with name and address of subject and architect's firm. Please send all material to publisher's office, 724 E. Mason St., Milwaukee.

Milcor Metal Base (and Milcor Solid Partitions) installed in Glenwood Housing Project comprising 535 dwellings in Philadelphia, Pa. Architects: Associated Architects. W. Pope Barney Director; Frank R. Watson, Assistant Director. Architects' sketches courtesy of Philadelphia Housing Authority.



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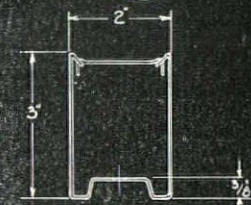
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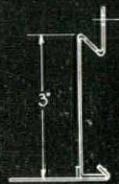
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