District News

Executive Board Meeting

Architects’ Stag Outing

A Conversation

Meeting of Wisconsin Chapter A. I. A.

Floor Maintenance

Specially Processed Colored Cement

A Few Quips

Vol. 2

July 1934

No. 7
OFFICIALS FOR OUTING

SCORE KEEPERS:

Peter Brust
Herman Buemming
T. L. Rose
Henry Foeller
Frank Riley

UMPIRES:

Richard Philipp
Frank Drolshagen
Ralph Kloppenberg
Mark Pfaller
Frank J. Hoffman

SWIMMING INSTRUCTOR:

Max Fernekes
News From the Districts

[No News has been received from the First, Second, Third, Fourth, Fifth, or Eighth Districts.]

Sixth District State Association of Architects

The regular monthly meeting of District Society No. 6 was held in the Memorial Union Building, Madison Wisconsin, on April 26th. Dinner was served at 6:15 P.M. in the Lex Vobiscum Room.

The following members were present: A. F. Gallistel, V. P., Arthur Peabody, J. J. Flad, Frank Riley, E. J. Law, Myron Pugh, Frank Moulton, A. F. Nerlinger, Sec'y, Henry Loeprich, Henry Pugh, A. F. Nerlinger, Sec'y, A. H. Samuelson. Henry Loeprich, Frank Riley, P. E. Nystrom.

Frank Moulton presented a verbal report on the work of the code committee of the Madison Master Builders Association. He stated that it is contemplated to have each interest group within the association elect two delegates who are to constitute a judiciary council or committee.

Frank Riley reported upon the preparations and arrangements made relative to Madison architects participation in the State Journal's First Annual Home and Food Show May 2nd to May 5th. Several members expressed their willingness to exhibit designs of moderately priced homes. Funds on hand: $14.30.

The meeting adjourned at 9:30 P.M.

The May meeting of District Society No. 6 was called for 6:15 P.M. at the Memorial Union Building, Madison Wisconsin, on May 31st. Dinner was served in the Lex Vobiscum room.

Present were the following: A. F. Gallistel, V. P., A. H. Samuelson, J. D. Livermore, Frank Riley, Myron Pugh, A. F. Nerlinger, Sec'y, Henry Loeprich, E. J. Law, Henry Dysland, P. E. Nystrom, Guest Speaker Prof. G. W. Longenecker.

Frank Riley gave a short account of the Home and Food Show. Drawings, watercolors and models were exhibited by the following: Henry Dysland, J. J. Flad, Frank Riley, E. J. Law and Potter, Livermore and Samuelson, L. W. Claude and A. F. Nerlinger. Expenses were itemized by Frank Riley as follows: Hauling $6.00, Miscellaneous 7.30, Total $13.30. Motion was made and carried (E. J. Law) that the society pay these expenses. The society also voted to authorize the printing of the Owner-Architect Short Form of Contract as developed by the organization.

Prof. Longenecker gave an illustrated talk on landscaping with particular reference to the planning and planting of home grounds.

Status of fund for current expenses:
- On hand $14.30
- Home Show expenses $13.30
- Dinner for guest 0.50 $13.80
- Balance $0.50

August Nerlinger, Secretary.

JULY CALENDAR

THURSDAY, JULY 12—
Meeting of Board of Directors of Seventh District. Builders Club, Milwaukee. 4:00 P.M.

TUESDAY, JULY 17—
Monthly Meeting—District No. 7. Mitzi Inn Tavern at 11th and Wells on 1st Fair Tavern at 11th and Wells on June 19, 1934.

Forty-five members were present. The minutes of the previous meeting were read and approved.

Peter Brust advised checking the work of the Architectural department of the City of Milwaukee relating to the excessive expenditure of this department. He stated that the City Engineer opposed the investigation.

Urban Peacock reported on the investigation of the City Architect’s office by the Mayor’s Advisory Council.

The Council has recommended an increase in budget for Public Library in order to retain architectural and engineering books on the list.

A motion was carried to send a resolution to the Board of Estimates approving the increased budget for library books.

Mark Pfaller, chairman of License Committee, reported on investigation carried on to study the possibility of improving Wisconsin License Law. They studied the Illinois Law carefully but felt that nothing contained therein would improve Wisconsin’s present law. A discussion followed by members and the general opinion is that the present law is satisfactory with exception of its relation to small school houses.

Fitzhugh Scott stated that an investigation will be made of the feasibility of a Small School House Service Bureau and that the Small School House Architect should be given support throughout the state.

(Continued next page)
NOTES ON THE JUNE MEETING OF THE STATE EXECUTIVE BOARD

WM. G. HERBST, Secretary

The June meeting of the board of the State Association of Wisconsin Architects was held at the City club on Friday, June 15.

The meeting was called to order by President Leo Brielmaier at 1 P. M.

Those attending were Leo Brielmaier, Henry Aufer, Leigh Hunt, William Reddin, A. C. Eschweiler, Jr., Arthur Seidenschwartz, Peter Brust, Fitzhugh Scott and William G. Herbst.

Proxies were received from Henry Foeller, Edgar Berners, Edgar A. Stubenrauch and Frank Riley. Roger Kirchoff, Bruce Uthus and T. L. Eschweiler were absent.

The first business was a discussion of the registration law and its application to out state architects. It was stated several applicants were given three months temporary appointments.

In order to clarify this situation the secretary was instructed to write to Arthur Peabody and Gerrit De Gelleke, both members of the Board of Examiners, for an explanation of this practice.

JUNE MEETING OF DISTRICT NO. 7
(Continued from page One)

A discussion was held on the cost of blue printing, particularly to the excessive service charges. The discussion was led by Alex Eschweiler, Jr., Drolshagen, Seidenschwartz, Brust, Peacock and Hunt. Peter Brust moved that some determined effort be made to omit the service charge, leaving the entire matter in the hands of the committee. Leigh Hunt seconded the motion. The motion carried.

Leigh Hunt spoke briefly on publicity. Kunapple announced the annual picnic will be held at Durner's, July 21. All Wisconsin architects are urged to come.

Meeting adjourned.

Ralph H. Kloppenburg, Secretary.
THE THIRD ANNUAL
ARCHITECTS' STAG OUTING
WILL BE HELD ON
SATURDAY AFTERNOON, JULY 21
AT U. F. DURNER'S SUMMER HOME, WEST SIDE OF
UPPER NEHMABIN LAKE
WAUKESHA COUNTY

WHAT TO BRING
• YOUR PERSON
• GOLF CLUBS
• SWIMMING SUIT
• OUTDOOR TOGS
• OWN SMOKES
• A BIG SMILE
• LARGE THIRST
• ONE DOLLAR

PROGRAM
1:00 to 2:00—Arrival and Parking
2:00—Grand Opening of the Kegs
2:30—Games
   Baseball (Two Diamonds)
   Horseshoe (Four Courts)
3:00—Bridge
   Rowing and Canoeing
4:30—Swimming
   Ordinary Swimming
   Fancy Swimming
5:30—Supper
   Committee in Charge
6:00—Informal Talks, Officers
   Association Affairs
   Evening—Launch Rides
   Cards and Smoker

A full afternoon and evening of enjoyment in the society of your fellow architects. One dollar covers cost of everything, including the lunch and refreshments.

SEVENTH DISTRICT
THE STATE ASSOCIATION OF
WISCONSIN ARCHITECTS

DIRECTIONS
• HIGHWAY 30 TO
• SIDEROAD ABOUT
• 1½ MILES WEST
• OF DELAFIELD.
• DIRECTION SIGN
• WILL BE ON
• NORTH SIDE OF
• HIGHWAY 30
A CONVERSATION

Frank: Hello, Jim! What are you doing to keep busy these days?

Jim: Hello, Frank. I'm sure glad to see you. You don't usually try to be sarcastic, old man, but you sure have succeeded this time.

Frank: But, Jim, I didn't mean it that way. You are my architect and I am well aware of the death of the building activity, so I wondered.

Jim: Say, that's only a part of it. The architects of Wisconsin are desperate. When some are desperate they take work for less than cost while others well aware of the ethics of our profession (for profession it is) stand pat requiring a fair fee for their services.

Frank: Do you mean that your fellow architects actually bid for work on a price basis? I can hardly believe it. I know only too well the services your profession must give to an owner. You can not do your work properly if you do not get your cost, plus a reasonable profit the same as I do in my factory.

Jim: Yes, Frank, but that is not all. Free sketches are being made on all sides and elaborate ones, too. and when I refuse to do likewise, they bow me out. Yet, I know I am right in refusing to give away my services.

Frank: But if I should ask you for a sketch for a job, would you refuse?

Jim: No, I would not because you are an old client. Therefore, you are entitled to my advice and counsel as you intend giving me the work and have no intention of calling in anyone else.

Frank: I feel relieved, Jim, and believe me, I shall not forget your attitude toward an old client.

Jim: To go on, Frank, another practice and not a new one, is back with us again stronger than ever. That of taking a job from another architect when he already has done considerable work on it. This practice is, in my opinion, the last straw. Cutting fees below reason and supplanting another architect without even an effort to see that he is paid for his work, is you'll agree just plain yellow.

Frank: What is the State and the Federal government doing to help the entire situation?

Jim: Well, under the PWA huge sums have been set aside for construction but 75% to 80% is for road building, dams and other engineering projects. The A. I. A. convention in May was told by the Assistant Secretary of the Treasury that all buildings over $600 were to be done by private architects, hereafter.

A large housing and slum clearance program was proposed. A program for remodeling of homes has been launched and still the architects have no work.

Some jobs require more preliminary sketches and others more elaborate plans and still others more thorough supervision.

Our best recommendation is a successfully coupled project.

Frank: Well, Jim, just how are you going to help the situation? You can hardly make work increase if there is no need.

Jim: That is true. But is that any reason for cutting fees, making free sketches and taking jobs from fellow architects? Hardly. We have a strong state association of architects in Wisconsin. An organization which is trying to enlighten the building public or owners, as they are more commonly called, on the ethics of our profession.

Most of the building public knows very little of our profession.

First: sketches cost money and with few exceptions are not made without being paid in some way.

Second: The fee charged by the Wisconsin architects is reasonable and is based upon many years of practice.

To render the complete service required from the first sketch and conference to the final certificate is a job. If fees are cut below cost plus a profit the owner should expect to receive only the kind of services he has paid for.

Pretty pictures do not make good buildings but the owner seldom knows that. Blue prints are plans to many clients.

Our task is to educate the building public so that Mr. Owner may be in a position to know what an architect must do in order to perform a complete job. In this way, Frank, he will learn that complete architectural services are an economy for him as the service improves the quality and lowers the cost.

Frank: Well, Jim, I believe you are on the right road and from my experiences as a client I know you earn your fees.

Jim: Thanks, Frank. I did not want to bore you but just had to open my mind.

Frank: So long old man, and good luck in your campaign.

Report of the Committee on Prospect Avenue Zoning

A meeting of the committee consisting of Mr. Peter Brust, Mr. Walter Memmler and Mr. Urban Peacock was held at Mr. Brust's office on June 15, 1934.

Mr. Memmler had received information from Mr. Wm. G. Herbst that a committee of Prospect Avenue business men, who were vitally interested in the condition of Prospect Avenue, suggested to the Board of Appeals of the Zoning Commission, that the entire matter of a transitory zone for Prospect Avenue be held in abeyance for the present and that the Board of Appeals attempt to have a complete survey made of the zoning ordinance in the entire city.

In view of this fact, the committee advises that the Milwaukee district of the State Association of Wisconsin Architects take no action either for or against changing the zoning on Prospect Avenue at the present time.

By Urban F. Peacock.
Chairman.
Report on the Activities of the Advisory Council to the Mayor

At the last meeting of the Mayor’s Advisory Council, held on Wednesday June 13, in the mayor’s office, the council was addressed by a representative of Mr. C. U. Smith, Engineer of the Milwaukee Harbor commission, relative to the building of the new South Shore Drive, extending from Juneau Park to South Bay Street.

The principal question of interest to architects was a proposal by Walter Memmiller that a committee of the Mayor’s Advisory Council investigate the city budget for the next fiscal year. For the information of the 7th District, this investigation will be aimed particularly, at the City Architects Office. The architects on the Mayor’s Advisory Council feel that a start can be made in this way to the abolishment of the practice of the city of Milwaukee doing its own architectural work.

The question of technical books in the Milwaukee Public Library was also discussed. The Mayor’s Advisory Council will request the increase of the budget for the Library, particularly for the purchasing of architectural and engineering books. This is a matter in which the members of the 7th District should also interest itself and it was suggested that the District pass a resolution urging the Common Council to increase the appropriation for architectural books. A copy of this resolution should be sent to the Milwaukee Library Board appraising them that the Library is badly in need of more architectural literature, and that the District offers its services in the selection of additional books.

The Architects on the Mayor’s Advisory Council are furthering the interests of the architectural profession wherever possible. I would welcome suggestions.

By Urban F. Peacock,
District Representative for the Advisory Council to the Mayor.

ANNUAL MEETING OF THE WISCONSIN CHAPTER A.I.A.

The annual meeting of the Wisconsin Chapter was held at the Colony Inn in Milwaukee on the evening of the 26th of June. This meeting will go down in the annals as one of the best meetings that the Chapter has ever held. Many factors contributed to make it this. To begin with the duck dinner was excellent and the semi-sem was cold as charity. About forty sat down to dinner at 6 o’clock. Following this, President A. C. Eschweiler, Jr. opened the meeting with a fine talk, stressing various phases of the present situation the architectural profession is in and announced that the annual convention of the Institute would be held in Milwaukee next May, 1935, which was received with hearty applause. He announced the appointment of William G. Herbst as the General Chairman. Mr. Herbst was called upon and responded briefly, impressing upon the members that this was not a one man job and needed the cooperation of both chapter groups.

The reports of the secretary and treasurer were read. The former was in the nature of a resume of the year’s work of the Chapter combined with the reports of the various standing committees.

The members attending had arranged a testimonial in honor of Gerrit J. DeGelleke who had been recently elected to the Board of Directors of the Institute. This is the first time that this honor has come to a Wisconsin man. The first speaker was Bert Vanderwelde, a Milwaukee attorney and a prominent Hollander whose theme was “DeGelleke, Milwaukee’s most prominent Hollander.” His talk was filled with witty gags and stories and caused hearty laughter.

The next speaker was Oscar F. Stotzer, past president of the Rotary Club. “DeGelleke, a great Rotarian” was his theme. His talk was good and very well received. Alexander C. Eschweiler, Sr. then spoke of “DeGelleke, eminent architect of Milwaukee.” It was a splendid talk. Gerrit DeGelleke sat quietly throughout and took the remarks with becoming modesty. In reply, DeGelleke in his own inimitable way thanked the speakers, members, and president, and then he presented to Thomas L. Rose a certificate of Fellowship in the A. I. A. This fellowship had been awarded T. L. Rose at the annual convention of the Institute. It is interesting to recall that he began as a cub draughtsman practically 50 years to the day previous to receiving the notice of his election as a Fellow. T. L. Rose very graciously acknowledged the honor conferred on him.

Among the guests present was the Mayor of Madison, James A. Law. As mayor, architect, and secretary of the Madison Chapter, he was called upon to say a word. He pleaded for a greater interest of Chapter and architects in general in fostering the beauties of our state capital city, Madison. It was a good suggestion and well received.

The time for adjournment was near at hand but the members were loathe to go. Small groups assembled to enjoy another chat. During the lull the members of the Executive Committee met to elect the officers for the ensuing year. Wm. G. Herbst and Elliott B. Mason were elected to fill the vacancies on the Executive Committee. The members of the executive committee re-elected the officers who have served during the past year to succeed themselves. They are A. C. Eschweiler, Jr., president; Harry Bogner, vice-president; and Alexander C. Guth, secretary and treasurer. An office he has held for eleven years.

Architect Loses Suit for House Plan Pay

FORT ATKINSON, Wis., June 22—(Special)—Alfred Schlegel, architect, discovered in Justice Giles Hibbard’s court here Tuesday night because he is not a licensed architect has no legal right to charge for his work. Schlegel sued Jerry Mason for a set of house plans he drew for him and for which he only received a small payment.

—Wisconsin News
June 22/34
FLOOR MAINTENANCE
Economy Depends Not on Original Cost But Cost of Upkeep, Is the View of H. R. Morin

Every building has a floor maintenance problem. Its successful solution means an economical, practical care of the floor over a period of years.

The accurate cost of any procedure is not determined by the price of the initial treatment, but by the subsequent cost of caring for the floor.

The objects in treating a wood floor are: to attain an attractive surface; to secure sanitation; to preserve wood from deterioration; to provide sensible, economical maintenance. These results can be had on both old and new floors.

Color is an advantage in any floor. A touch of color gives added attraction and also permits an easier maintenance for small traffic marks and scuffs do not show so readily as on a light floor.

The first essential in treating a floor is to provide a dry, smooth, hard surface.

Heavy traffic rapidly wears away any surface finish such as varnish, paint, or shellac, so such a material is not practical.

Therefore, something must be put in not on the wood. Such a treatment wears away only as the wood wears away. Obviously, such a material must be of the proper kind.

Many products are offered as penetrating materials that seal the wood. With almost no exception, these materials are merely thin varnishes, so thin they can be mopped on, hence the term, "mopping varnish." Such a product has some value for the moment, for almost anything at all would be of some value.

From a practical standpoint, however, a mopping varnish cannot be recommended. It is subject to the same objections for a heavy traffic floor found in an ordinary varnish: disintegration, brittleness, cracking and chipping, wearing away and exposing of the bare wood; difficult maintenance; complete refinishing periodically, no permanent sealing quality.

A thoroughly satisfactory and the most economical type of product for treatment and maintenance — and the maintenance is of even greater importance than the original treatment — is one that has controlled penetration so that the seal is complete and effective; that is permanent so that it does not come out of the wood; that does not disintegrate or become brittle; that hardens the wood and promotes longer year that provides for an economical, practical care of the floor resulting in an improved appearance from year to year; that can be obtained with color to give the most attractive surface possible. A material that does not fully meet all of these specifications will not be found entirely practical in every respect.

Abrasives grit is carried on to every floor by traffic. Under the pressure and grinding of traffic this abrasive cuts and scratches. No finish and no wood is impervious to this cutting.

Therefore, it is logical to apply over the base treatment a surface coating that is an abrasive grit absorbent. For this, a wax is used.

There are many types and kinds of wax: most of them are not feasible for heavy, wet traffic.

A practical wax is one that is waterproof; that has sufficient durability to make only one application per year necessary under normal conditions: that is not dangerously slippery; that sets dry and hard; that bonds with the base material to give maximum durability.

Daily and annual maintenance of a floor treated with a proper penetrating material and dry, waterproof wax is a simple and economical procedure.

Traffic on any floor brings two results: first, a gradual dust accumulation not removed by daily sweeping; second, wear on the wood. On a properly treated floor, these two conditions are taken care of easily and economically. The floor is mopped to remove the dust. Then another very thin coat of the base material is applied to compensate for the traffic wear. This is done once a year in public buildings.

Since this base material is permanent, these thin maintenance coats build up and the surface becomes progressively smoother, harder and more lustrous; therefore, floors improve in appearance year after year instead of deteriorate.

There is no other method of maintenance now available that pre-

Peter Brust on Architects Library
As a member of the library committee of the Mayor's Advisory Council, I have had occasion to take up with Mr. Dudgeon, librarian of the Milwaukee Public Library, the matter of architectural books and periodicals.

Mr. Dudgeon informs me that they now subscribe to the American Architect, Architectural Forum, Architectural Record, Architecture and Pencil Points, which is all that we can ask for.

I also offered Mr. Dudgeon the services of the committee of the district to assist them in making a wise selection of books. His reply to this was that we should feel free to make recommendations from time to time as we see new architectural books announced and that they will be very grateful for any advice the architects can give them.

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SPECIALLY PROCESSED
COLORED CEMENT

By A. L. ASHER

The trend toward color in architectural treatments has been marked for several years. The introduction of color material in cement has not always been successful until the adoption of manufacturing colored cement through air-flotation. The difference in the weight of the cement and coloring material has been mainly responsible for the streaks and blotches when the color is mixed with cement on the job. To correct this trouble, the cement and color materials have been so processed that they remain in equal suspension while the concrete is still in plastic form. This material is prepared at the factory and shipped to the job ready to use. When laid with the following specification, it produces a fine, hard floor. The cement can be colored in practically any shade selected by the architect.

A Specification for Floors

An extremely dry mix of concrete must be used in the base slab, using approximately 2 1/4 gallons of water per sack of cement. This mix is then placed and struck off level with screed boards and tamped down 1/2 inch below the level of the screeds with iron tampers. No surplus moisture should be allowed to show on the surface after tamping.

As soon as tamping is completed, follow with 1/2 inch of colored concrete topping. This topping consists of one cubic foot of pre-colored cement, 1 1/2 cubic feet of torpedo sand, and 1 1/2 cubic feet of pea gravel. The use of gravel provides a coarse wearing surface and eliminates fine materials which are subject to dusting. Gravel with a maximum size of 1/2 of an inch must be used. Sufficient water should be added to give a 2 inch slump (approximately five gallons of water to a sack of cement). This topping should be placed level with top of screeds.

Particular care must be taken in finishing. A wood float should first be used to work out all voids and depressions, leaving a comparatively smooth surface on the floor. The topping must be allowed to take its initial set before steel trowelling, using flat trowel for first trowelling.

When top coat is sufficiently hard a second steel trowelling must be done with extreme care. Excessive trowelling should be avoided.

The next day the floor must be well wetted and covered with waterproof paper, this paper to be left in place for several days.
We learn with much regret that Comrades Bruce Uthus and Roger C. Kirchhoff have taken out citizenship papers in the city of Madison. Milwaukee's loss is Madison's gain.

Do you know that Mayor Hoan has three architect members to help him run the city of Milwaukee, namely—Memmler, Peacock and Brust. All are right on the job.

What do they do outside of office hours: Scott is an amateur horticulturist; Hunt fiddles with a camera; Eschweiler, Jr. is raising five sons; Seidenschnitt is a great fraternalist; Hengels dwells in the Napoleon age; Kirchhoff collects stamps and Herbst plays golf and plays up his rock garden. And so the time flies.

De Gelleke has graduated into big company. We can hear him in his quiet, tactful, persuasive way driving home his arguments while sitting around the council table of the mighty in Washington. It’s just one more step nearer to a cabinet job.

It is a known fact that the Greeks inclined the corner columns at their temples inward at the top so as to give the structure a feeling of solidity. Would you believe that in the Historic American Building Survey it was found that the Dodgeville Courthouse has columns inclined in the same manner. And mind you this building was built in this backwoods town in the 50's. What a refinement. How did those builders learn of this trick?

Leo Brielmaier has challenged John LaVies to a foot race. This is to take place at 3:00 P.M. on the afternoon of the picnic. We understand there is a side bet of $25.00 involved.

Entablature: The millinery of the classical order.


Porte Cochère: The coachman’s entrance to a house which costs more than $15,000.00.

Rumor has it that our genial 7th District chairman, Bill Redden, will run for mayor of Muskego Center this fall. He has left the environs of Milwaukee and has gone to live where taxes are low. Wise boy, Redden.

It has been learned from good authority that at least eleven architects of Milwaukee have their applications in to join a nudist colony. Well this is just another way of saving on clothes. The members of this oppressed profession of ours must save some way - some how.

By actual count it is learned that there are fourteen villages in the Century of Progress Exposition this year. It is interesting to know that the treasurers of six of these concessions are architects. Milwaukee too should have a Century of Progress to give Milwaukee architects something to do besides making plans.
OFFICIALS FOR OUTING

SCORE KEEPERS:
Peter Brust
Herman Buemming
T. L. Rose
Henry Foeller
Frank Riley

UMPIRES:
Richard Philipp
Frank Drolshagen
Ralph Kloppenberg
Mark Pfaller
Frank J. Hoffman

SWIMMING INSTRUCTOR:
Max Fernekes
CHANGE IN ADDRESS

In most districts of the state a number of members have changed their mailing addresses and have failed to notify the Publisher.

If you have failed to receive your copies of THE WISCONSIN ARCHITECT, let us know as you may miss an article you should have read.

Notice of meetings, district news, and architectural happenings are for your information. Keep your mailing address correct in our files.

EDITOR.

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