The HEIL De Luxe Air Conditioner . . .

1. A Complete Unit—Includes steel furnace, burner, blower, filters and attractive casing.
2. Efficient—Scientific design insures maximum operating efficiency and minimum fuel cost.
3. Automatic—Entirely automatic in operation.
4. Quiet—Cushion mounted moving parts provide quiet operation.

Send for free literature!

THE HEIL CO.
FACTORY & GENERAL OFFICES
MILWAUKEE

Kewanee
STEEL HEATING BOILERS
350 Different Sizes
Rated 400-48,000 Feet.
For Large or Small Buildings and Homes
Burning any Fuel.

Kewanee Boiler Corporation
1731 W. St. Paul Ave.,
Milwaukee, Wis.
Phone WEST 4642-4643

Milwaukee
Builders Hardware
Tools and Paints
Garden and House Supplies
Milwaukee's most complete
Finish Hardware stock. Make
your selection here.
414 E. Mason St. Phone Daly 3701

Gimco Rock Wool
House Insulation

Applied by the pneumatic method in homes already built.
Hand packed and bats for new construction.

R. G. RICE CO.
3048 W. Galena St. Milwaukee, Wis.
Phone: West 8740

When designing and making plans recognize air conditioning

Charles Coplin, Inc., Furriers
1416 N. TWELFTH STREET
FRIGIDAIRE INSTALLATION

Smartwear
Emma Lange, Inc.
321 E. WISCONSIN AVE.
CARRIER DISTRIBUTORS
INSTALLATION

Schmidt & Bartelt, Inc., Funeral Home
5050 W. VIET STREET
GENERAL ELECTRIC INSTALLATION

A new development which merits your serious consideration because it offers to your client, in his home or place of business, outstanding advantages in Comfort, Health, Cleanliness, and Efficiency.

we do not sell the equipment

We have available, however, an experienced air conditioning engineer who will be glad to assist you and your engineer in solving your air conditioning problems. This Advisory Service is offered without charge in the interest of the air conditioning industry.

Phone DAly 6600

AIR CONDITIONING SECTION
THE ELECTRIC COMPANY
W. MICHIGAN at N. SECOND ST.
MILWAUKEE, WISCONSIN

When Corresponding With Our Advertisers Please Mention The Wisconsin Architect
Fifth Annual Convention State Association of Wisconsin Architects

IN BRIEF

Shortly after the adjournment of the afternoon session of the Fifth Annual Convention of the State Association of Wisconsin Architects, some one suggested that the Wisconsin Architect publish all the proceedings of the convention.

It sounded like a good idea until the court reporter handed us 51 type-written pages of proceedings, not including the banquet.

And so it appears that we shall have to substitute our own abbreviated report of the happenings.

The convention met at the Hotel Schroeder, October 31, with the Seventh District acting as host.

T. L. Eschweiler, president, called the convention to order, then introduced Mr. Kenneth Byerly, who welcomed us for the Association of Commerce. Mr. Byerly is the son of Mr. Fred I. Byerly, an architect and member of the state association.

President Eschweiler opened the proceedings of the convention, sketched the association's growth, development, and usefulness. He introduced Arthur L. Seidenschwartz, secretary, who gave the annual report of the executive board. (His report is printed elsewhere in this issue.)

We did not realize the board had done so much work until Mr. Seidenschwartz had finished his report. We advise you to read it carefully.

President Eschweiler then called for the report of the secretary who was prepared this year. Not alone did he read this year's report but last year's also, which was delayed a year due to a missing dollar. (The report of the treasurer, Roger C. Kirchhoff, is printed elsewhere in this issue.)

Next, the chair called on the chairman of the practice committee, Edgar Stubenrauch. He read a most complete paper on the activities of his committee, which included "Minimum Plan Requirements for Drawings and Specifications." If his committee did nothing else but this, it would have been a fine job. (Minimum Requirements articles published in the Wisconsin Architect in April and May.) Copies of these documents were given to all attending the convention.

Following Edgar Stubenrauch, Leon Gurda, building inspector of Milwaukee, addressed the convention, and endorsed the report of the practice committee in no uncertain terms, stating to the convention that he hoped to be able to incorporate into the regulations of his department these minimum requirements.

The chairman then introduced Gerrit J. DeGelleke, regional director of the American Institute of Architects, and the chairman of the architects' division of the State Board of Examiners of Architects and Engineers.

He explained most clearly some of the inner workings of the laws governing the practice of architecture. He invited questions. A very interesting debate followed. The meeting then adjourned for luncheon.

At 2:00 o'clock we made a tour of inspection, by bus, of Greendale and Parklawn. Rain prevented any exploration on foot, but the opportunity will come again when all of the walks and streets are in.

Just before the trip to these two big housing projects, Mr. Murphy, representing the Association of Commerce of Green Bay, invited the State Association to hold its convention in that city in 1937. The invitation was accepted.

Henry Auler, vice president, was chairman of the reconvened session after the trip of inspection. He called the meeting to order and asked the resolutions committee for a report. Peter Brust, chairman, replied and read resolutions 1 and 2, which dealt with the question of dues. (These were published in the Wisconsin Architect for September.) After lengthy discussion they were tabled for one year without action.

The chair next called on Fitzhugh Scott, who had served as chairman on a special committee of the Seventh District to co-operate with the Milwaukee Journal in preparing the Eighth half-page advertisement which has just been concluded. This was a fine piece of work, and the convention thought so well of it that it voted to make this type of publicity a state-wide affair for the ensuing year. This will cost us a little money, but we can all afford it and should support it in every way.

The chairmen of the publicity committee read a short report, recommending that each district meet at stated places at a given time, arranged in advance so that we could drop in whenever we were in the neighborhood.

Peter Brust, chairman of the resolutions committee, offered four resolutions of condolence to the families of Thomas L. Rose, Rudolph R. Jahn, A. W. Bayer, and Edward Schildknecht.

The next business was the election of four directors for two years. The secretary announced that four members of the board, Henry Auler, Roger C. Kirchhoff, Leo Brielmaier, William B. Herbst, were hold-over members until 1937. Mr. Schmidt of the advisory council announced that they had elected eight members in accordance with the by-laws, on the evening of October 30: William Mickelson, Fitzhugh Scott, Peter Brust, Edgar Stubenrauch, Edward Berners, T. L. Eschweiler, Herman Buemming, and A. L. Seidenschwartz, for one year.

Five nominations were made from the floor, and the chair announced that Leigh Hunt, Herbert Tullgren, Frank Stepnoski, and Ellis Potter were elected for two years.

There being no further business, the business meeting was adjourned until 7:00 P. M. for the annual banquet.

During the intermission between the afternoon session and the banquet the newly elected board met and elected the following officers:

President, Henry Auler, Oshkosh.
First Vice President, Herman W. Buemming.
Second Vice President, Herbert W. Tullgren.
Treasurer, Roger C. Kirchhoff.
Secretary, Arthur L. Seidenschwartz.

The Seventh District and its chairman, William G. Herbst, provided a fine dinner, an excellent master of ceremonies, Phil Grau, and a guest of honor, I. K. Pond, whom we shall not forget for many conventions.

EDITOR.
THE WISCONSIN ARCHITECT

November, 1936

THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin
Architects

The Building Congress of Wisconsin

Wisconsin Chapter, The American
Institute of Architects

LEIGH HUNT, Editor

132 W. Wisconsin Avenue, Milwaukee

JOHN S. HOLBROOK, Publisher

734 E. Mason Street, Milwauk ee

Published Monthly Subscription, $1.00 per year

Address all communications for publication to

Editor at 132 W. Wisconsin Ave., Milwaukee.

CONTRIBUTING EDITORS

PETER BRUST HERMAN BUENNING

ASSOCIATE EDITORS

Frank E. Johnson Superior

Aloysius W. Bayer Eau Claire

Raymond N. Le Veque Appleton

C. J. Bitzhoeyer Wisconsin Rapids

Frederick C. Steinhaus Shawano

Hubert C. Schreiber Madison

J. M. Matson Racine

R. H. Kloppenburg Milwaukee

T. L. Eschweiler Milwaukee

Roland Kurtz

OFFICERS OF THE ASSOCIATION

Theodore L. Eschweiler President

Henry Auler First Vice-President

Herman W. Buemming Second Vice-President

Roger C. Kirchhoff Treasurer

Arthur Seidenschwartz Secretary

EXECUTIVE BOARD

Theodore L. Eschweiler Milwaukee

Henry Auler Oshkosh

Edgar Berners Green Bay

Roger C. Kirchhoff Milwaukee

Arthur Seidenschwartz Milwaukee

Fitzhugh Scott Milwaukee

Leo A. Riehleauer Milwaukee

Wm. G. Herbst Milwaukee

Peter Brust Milwaukee

Leigh Hunt Milwaukee

Herman W. Buemming Milwaukee

Edgar A. Stubenrauch Sheboygan

Ellis J. Potter Madison

Herbert W. Tullgren Milwaukee

Grover Lippert Madison

Urban Peacock Milwaukee

ADVISORY COUNCIL

District No. 1

District No. 2

District No. 3

District No. 4

District No. 5

District No. 6

District No. 7

District No. 8

Aloysius W. Bayer Eau Claire

Gordon J. Feldhausen Green Bay

Noel Ross Safford De Pere

Irving A. Obel Wausau

C. Madsen Stevens Point

Wm. J. Rauber Manitowoc

Frank J. Stepnowski Fond du Lac

Ellis J. Potzer Madison

Fran Riley Madison

Arthur H. Kiesappel Milwaukee

Urban Peacock Milwaukee

Robert S. Chase Janesville

Frank J. Hoffman Racine

Annual Report of the Secretary of the Ac-
tivities of the Board of the State Assos-
ciation of Wisconsin Architects

OCTOBER 31, 1936

The following is a review of the activities of the executive board for the fiscal year ending October 1, 1936. The Board for the past year consisted of the following members:

T. L. Eschweiler, President.

Henry Auler, First Vice-President.

Herman W. Buemming, Second Vice-President.

Roger Kirchhoff, Treasurer.

A. L. Seidenschwartz, Secretary.


Four members were elected for a term of two years at the last annual convention. Messrs. Henry Auler, Roger C. Kirchhoff, Leo Brielmaier and Wm. G. Herbst.

Eleven board meetings were held in the past year with an average attendance of 52%, a voting attendance by proxies of 84% or an average of ten members of the board present at each meeting. The following standing committees were appointed by the president:

Constitution and By-Laws—Peter Brust, Chairman.

Practice Committee—Edgar Stubenrauch, Chairman.

Resolution No. 2 Committee—Henry Auler, Chairman.

Legislation—Fitzhugh Scott, Chairman.

Education—Elmer Johnson, Chairman.

Publicity—Leigh Hunt, Chairman.

Competitions—A. C. Eschweiler, Sr., Chairman.

State Public Works Committee—Leo Brielmaier, Chairman.

Schedule for Minimum Plan Requirements—Edgar Stubenrauch, Chairman.

Arthur L. Seidenschwartz represented the State Association at the Wisconsin Building Congress. At the November meeting in 1935 Wm. G. Herbst was appointed to contact the Wisconsin Industrial Commission and the State Board of Examiners of Architects and endeavor to get their endorsement of the Minimum Plan Requirements adopted by the executive board during the past year. Comments were made on the employment of architects by life insurance companies and building and loan associations in the City of Milwaukee requiring that their plans be prepared and supervised by architects. The secretary reported that the Milwaukee Home Show Committee had offered the use of Engelmann Hall gratis to the Wisconsin Building Congress for a building industry exhibit. A motion was made and carried that the board pay the full railroad fare for all board members living outside of the city attending board meetings. Peter Brust was appointed to prepare a memorial for the late Thomas Leslie Rose who died on November 17, 1936. At the December meeting of the
board Leigh Hunt reported that the Wisconsin Architect, the publication of the State Association of Wisconsin Architects, was getting along nicely and that worthwhile results should be had in the coming year. Discussion was held on the question of phraseology of the Minimum Plan Requirements. A motion was made and adopted that the report be returned to the practice committee for further study. The Secretary reported on a meeting held by the Building Congress relative to the Home Show Exhibit and gave a brief outline of the ideas the Building Congress had in mind. Several of the board members expressed themselves as being heartily in accord with the plan.

A letter of condolence was sent by the Secretary to the family of the late Edward Callan, inspector of the Wisconsin Industrial Commission.

At the January meeting of the board a report on the progress being made on Minimum Plan Requirements was made by the Practice Committee. A letter was received by Wm. Herbst from the Industrial Commission endorsing and approving the Minimum Plan Requirements.

Herbert Tullgren, who was appointed chairman in charge of making plans for the exhibit at the Milwaukee Home Show, made an extensive report on the progress of his committee. The intention of the plan was to erect a one and one-half story house showing the complete construction, good and bad, with further exhibits to be installed in the display to instruct the public in the proper procedure of purchasing a lot, erecting a home and the proper method of financing. At this meeting Leo A. Brielmaier suggested that the association take the necessary steps to bring a stop to the methods of advertising foisted on the building industry in the form of large space newspaper advertising, showing a completed building and listing the names of the contractors employed on the project. The Secretary was instructed to bring this matter before the meeting of the Building Congress so that a concerted effort could be made against it.

At the February meeting the Practice Committee again brought up the question of Minimum Plan Requirements. The copies had previously been sent to every member of the board so they could be carefully studied and analyzed and they would be prepared for the adoption of same. Several minor changes were adopted and the committee was instructed to receive bids for the printing of the requirements.

A further report was made by Herbert Tullgren on the progress of his committee on the Milwaukee Home Show exhibit. They ran into several obstacles that could not be overcome, namely the allotted time for the erection of the exhibit was too short and several organizations of the Building Congress were not able to raise sufficient funds to make the project a success. On account of these conditions the project was abandoned for the year.

At the March meeting the State Association of Wisconsin Architects and the Building Congress met jointly at the Republican Hotel. This meeting was known as the mid-season meeting of the State Association. After the meeting the architects went in a body to the Milwaukee Auditorium to view the exhibits of the Milwaukee Home Show. At 6:30 P. M. a dinner meeting was held in the Cafe of the Milwaukee Auditorium, which

### THE BIGGEST LITTLE ROOM in the HOUSE . . .

No home can be considered really modern that does not include a Kohler lavette, or first-floor washroom.

The mother of young children is saved countless trips up and down stairs by this convenient little room; the invalid or elderly person is grateful for its comfort; the guest appreciates this evidence of courtesy and thoughtfulness.

Kohler manufactures fixtures of especially compact design, to fit in where space is at a premium. An area as small as $3\frac{1}{2} \times 4\frac{1}{2}$ will accommodate a Kohler toilet and lavatory. Kohler Co., Founded 1873, Kohler, Wis.

### KOHLER of KOHLER

Planned Plumbing and Heating
was attended by approximately 25 Milwaukee architects and members of the Board, the board appointed T. L. Eschweiler as delegate to represent the association at the annual convention of the A. I. A. to be held at Williamsburg, Va., on May 7th. Edgar H. Berners was elected alternate delegate. At the main meeting of the board Frank Hoffman and Wm. Mickelsen of Racine were guests of the board. Considerable discussion was had as to the cause of inactivity in the Racine district. Mr. Hoffman spoke at length on the making of free sketches and especially prepared ones in open competition for jobs. Messrs. Hoffman and Mickelsen’s visit before the board was for the purpose of asking their help in clarifying the situation and conditions existing in their district. A suggestion was offered by Leo Bridgmaier that the next board meeting be held in Racine in conjunction with the 8th district meeting. A letter was sent to Arthur H. Kienappel, president of the 7th district, accepting his resignation with regret.

Authorization was given to the Milwaukee Journal and the Milwaukee Sentinel to publish an ad similar to the one published by the Wisconsin News on May 22nd. It was the general opinion of the board that this type of advertising recommending the retaining of a capable architect without the publication of names was a most acceptable type of advertising and should be repeated at regular intervals.

The June meeting was held in Racine in conjunction with the Racine district. Eight members of the district and nine members of the board were present. A general discussion was had on the activities of architects in their district. Mr. Augustine gave an extensive report on his activities in the city of Kenosha and of his experience with the officials of his city and of the activities of the engineer’s office in preparing plans for several large city projects.

Edgar Berners, the delegate representing the association at the national American Institute of Architects convention, gave an extensive report on the proceedings of the State Associations, a copy of which is printed in the minutes.

At the August meeting Henry A. Auler and Leigh Hunt were nominated as members to be recommended to the State Board of Examiners as nominees for the term expiring this year. At the October meeting Leigh Hunt talked at length on the past and future activities of the association pointing out the necessity of more concerted action on the part of the members, the districts and the board to make the activities of this association worth while so that they will stand out in the eyes of the public and show that this association is really doing something worth while. An outline relative to the proposed amendment of By-Laws was presented to the meeting, the resolution to be printed in the Wisconsin Architect as official notice to all members and it would be presented at the convention. A motion which was adopted recommended to the incoming board for the ensuing year that a definite program of procedure be adopted, the program to be skeleton in outline so that it can be made to fit the needs of the several districts. The date of the next annual convention was set for Oct. 24th or 31st, the committee to arrange for the date most suited, general arrangements of the convention to be taken care of by the seven districts. The following receipts were received by the Secretary during the fiscal year:

| Members dues for the year 1934 | 1 |
| Members dues for the year 1935 | 3 |
| Members dues for the year 1936 | 100 |
| Sale of Code of Fair Practice | $523.87 |
| Sale of booklets “When You Build” and “Minimum Plan Requirements” | |

The foregoing summary of the activities of the board as noted in the secretary’s records are submitted for your consideration and approval.

Report of the Treasurer

Mr. President, members and guests, I regret our president had to revive my embarrassment of last year but I come before you today with a clear conscience and I want to inform you we found the missing dollar and it is now accounted for. I will make the report brief. A treasurer’s report is the most uninteresting thing that can be given.

Two years ago we started the year with $199.38 in the bank. During the year we received membership dues from 75 members and proceeds from the sale of association literature, totaling $651.00. During the year there were disbursements totalling $436.95, leaving a balance as of a year ago of $197.25. That $197.25 by the way was about the average bank balance for four consecutive years. We never reached the $200 balance at the end of the year. Now for the report of the past year. Again we started with a bank balance of $197.25. During the year there were received dues from 107 members and the sale of the various pieces of association literature totalling receipts of $543.25. During the year the disbursements and service charges on checks totalled $339.50, leaving us for the first time a substantial balance in the bank of $401.00.

Address of Welcome

by Kenneth Byerly
(Milwaukee Association of Commerce)

Mr. President, members of the Executive Board and members of the State Association of Wisconsin Architects, I am particularly glad to be here today for a couple of reasons, one of which has already been mentioned. I am an adopted member of this Association, I understand, which pleases me very much. Of course, the first reason I am glad to be here is that my father is a member of this organization and second is that I have always been interested in architects. It was drilled into me from this high up. In fact, one time I thought I was going to be an architect myself, but somewhere along the way I got steered off into something else.

With regard to Milwaukee, and, of course, on the part of the members of the Milwaukee Association of Commerce, who are the business men and the professional men and the manufacturers, we welcome you to this city. We are very proud of Milwaukee. I think one of the best ways to describe the city in a very short time is to read a quotation of Mr. Frederick Collins in Good Housekeeping a few years ago and this is the way he placed Milwaukee, or described it:

"Milwaukee, a big comfortable friendly town which hides its prosperous greatness behind a screen of unassuming casualness of civic piquancy, of charming disarray. There is no more agreeable place to work or play than this picturesque city which lies beside a curving lake shore and beside a winding stream.

I like that very much.

We have much to be proud of here along a civic..."
nature. All of you know the record of the city. I could mention several things—traffic safety, for example. For the last five years we have taken first place in the nation in traffic safety, but you know that, so I won't have to tell you about it. In the National Health Contest for the last six years we have taken first place in the nation. For years we have never finished lower than second from the bottom in death rate, which makes our city, of course, a very desirable place for homes and for living. With regard to public safety, you all know the record of the police force. The late Chief Laubenheimer in 1934 received a medal from the Civiian International which was given to him as head of the world's—most efficient police force. Our burglary insurance rates, of course, are very low. They have been going down when other cities have been going up. In fire losses ours are among the nation's lowest. For the last 14 years we have taken national honors in fire prevention contests. Our fire losses the past year were $6.6 per capita, which is half of the average national total and 1/5th of what it was in 1921. It was done through a co-operative program of the fire prevention section of our own organization and the businessmen of the town. There are many other things.

In education we have a very complete school system. Our vocational school in particular is worthy of merit. I think, because it is the outstanding organization of its kind in the country. It is a $5,000,000 school and has about 30,000 students annually and these students are, of course, employed and unemployed young men and young women and older people. They offer a great many courses which prepare them for life and the nice thing about that is that most of those courses are of the type that make these people skilled workers and, as I will show you later and as you know, Milwaukee certainly does have a demand for skilled workers.

In recreation our playground system is decidedly worthy of merit. Miss Enderis heads that. We have 69 playgrounds in the city, 64 of which are supervised by playground leaders. For four years I was director of one of those playgrounds so I am somewhat fortunate in knowing something about it. They are internationally known. On my playground, for example, we had visitors representing governments from Poland, Japan, Turkey, England and from other countries. They came to study the Milwaukee system and organized system of play which makes our children, of course, and old people who also play on these playgrounds, much happier, and it is also responsible, to quite a degree, for low crime rate. For example, on my playground I had four boys paroled to me. The judge told them to report on the playground and play until closing time each day, and they came and played, and I think they enjoyed themselves. At least, they didn't get into any more trouble. There are many other things of civic interest but time is short and I won't take them up. With regard to our industries, Milwaukee is world famed. Our products are used all over the world and they are products that require a tremendous amount of skill and technical knowledge. We have outstanding plants: for example, here in the city we have one plant that manufactures (in one building under one roof) all the automobile frames used by General Motors and it has an output of one automobile frame every seven seconds. You go in that plant and you'd think you'd see a tremendous number of laborers and actually it's all machinery. I could get into an argument with labor about that, but it shows the technical skill and machinery they have. We have peculiar industries here. One Milwaukee industry makes the snow used in Hollywood for the movies made out of white corn, and another provides leather coats, etc. Another provided cats for the Byrd Antarctic Expeditions. There are many such as that, but I won't take time to go into that now.

Wholesale trade is one half billion dollars yearly—retail $275,000,000 in normal years. We have people coming from all over the state, but primarily from 11 surrounding counties, for that retail trade.

Now getting to architects. Of course, I know how bad the building business has been for the last few years, but I didn't realize how terrible it was until I got to looking up some figures. I know that the depression always hits the architects first and generally they are the last ones to get over the depression. Isn't that right? That is what I understand. I got to looking up some figures, the best available on housing. I'll first mention factory construction. Comparing September of this year with September of last year. In Milwaukee in September, 1935, $332,000 worth of new factory construction projects were started. This year $365,000, almost twice as much, and there are more to be started. There are many firms here in Milwaukee that intend to expand—have to expand if they are going to provide the needs of their customers. There is a very definite future possible. The breweries are spending three million dollars for new equipment and for new buildings. Of course public buildings are also increasing, but I am particularly interested in projects on housing and got up a little chart here which I thought I'd show you. This line indicates the number of housing units that were provided in Milwaukee from 1910 through 1935. Now, of course, if an apartment was built and had room for twenty families—that was 20 housing units. If a home was built—that was one unit. Notice that curve. Of course, in the earlier years it stuck pretty close to normal. This line right here is the line of the normal needs in Milwaukee. If our needs were fulfilled every year 2,680 housing units would be built and had room for twenty families—that was 20 ing varied. Now the peak year is 1928. There again you see the depression hit the architects before it hit business. Here is 1929 way down here. Notice how that goes up and down and look how it kept on dropping and dropping and look at 1933, right here, almost nothing. This curve right here, the dotted one on the bottom represents the number of homes that were razed, torn down in Milwaukee during those years. In 1933 there were more houses torn down than there were built, almost four times as many. In 1934 five times as many houses were torn down in Milwaukee as were built and look how far below normal these figures are. In 1933 only 7% of the normal housing units were provided in Milwaukee. In 1934 only 3½%. Last year it did increase to 14% and this year I think your housing permits are running just 100% ahead of last year, which will give this year's total 28% of normal. Just think how far you are still behind. Look at all that gap you have to make up in that curve. So that is the message of welcome I have to the architects. I am sure you have something definite to look forward to in the building line and Milwaukee has a definite need for you and so for another reason we are very glad that you are here.
THE GREAT MILCOR EXPANSION LINE
was developed to help you make good buildings better. These products promote fireproof, crack-free construction and infinitely widen the scope of architectural achievement.

MILCOR STEEL COMPANY
Milwaukee, Wisconsin

RUNDLE - SPENCE MFG. CO.
PLUMBING & STEAM SUPPLIES

PROMPT SERVICE AND GOOD WORK, THIS IS OUR CREED

MILWAUKEE BLUE PRINT & PHOTOSTAT CLUB

EUGENE DIETZGEN CO.
F. A. OTTO, INC.
FREDERICK POST CO.
M. J. SCHMIDT
O. J. WALLBER & SON, INC.
DAVID WHITE CO., INC.

PAINTS
VARNISHES
ENAMELS
GLASS

Since 1895

Kawneer Store Fronts
Lustroglass

SATISFIED CLIENTS
acclaim the reliability, convenience, and night and day service of the

SENSATIONAL NEW RUUD
Automatic Storage Water Heater

This heater provides as much as 600 gallons of hot water for $1.00 worth of gas. (The average family uses 1,200 gallons per month.)

Milwaukee Gas Light Co.
626 E. Wisconsin Ave.
Daly 6720

When Corresponding With Our Advertisers Please Mention The Wisconsin Architect