Board Elects New Officers of Wisconsin Architects Association

The Organization Meeting of the Executive Board of the Wisconsin Architects Association, elected at the Annual Meeting on February 19, was held Saturday, March 14, at the Plankinton House, Milwaukee.

At this Post Convention meeting, with many important matters on the Agenda, the most important was the election of officers for the year 1953-54.

The Board re-elected Joseph J. Weiler of Madison President, Arthur O. Reddemann, Milwaukee, was elected Vice President, and Leigh Hunt, Milwaukee, was re-elected Secretary-Treasurer.

The first column on this page shows the entire new Board and Division Officers.

LEIGH HUNT, Secretary-Treasurer

WASHINGTON, D.C. — A new series of awards for distinguished reporting in the field of architecture will be initiated this year by the American Institute of Architects, according to Edmund R. Purves, Executive Director of the Institute.

They are the first national awards ever to be given in the specialized sphere of architectural journalism.

A total of $1500 will be awarded in prizes of $250 for the best published work in each of six categories, including both writing and photography.

The 1953 awards will cover the work of the current year, and deadlines for submission of material will be announced later. At that time a selected list of newspapers and magazines will be asked to enter a maximum of four articles (two factual reports and two feature stories) and a maximum of three black and white photographs which they consider the best of their published work for the preceding year.

Awards will be made by the local A.I.A. Chapter Presidents in the home cities of the winning publications. In addition to the money prizes, a plaque or certificate of merit will be presented to the winner in each class, and a similar one to his publisher.

These new awards were voted by the A.I.A. Board of Directors in order to "recognize and encourage writing . . . that will further the public understanding of Architecture and the Architect."

The six categories in which work will be considered include:

**NEWSPAPERS**
Best factual reporting on an architectural subject or personality.
Best feature story on an architectural subject or personality in a newspaper, newspaper supplement or newspaper magazine.

**MAGAZINES**
Best article in a popular magazine on an architectural subject or personality.
Best article in a professional architectural magazine.

**PHOTOGRAPHY**
Best photograph of an architectural subject used in a newspaper.
Best photograph used in a magazine devoted to Architecture and Home Building.
Blizzards Hamper Timely Arrival But Cannot Keep Glenn Stanton, President, The American Institute of Architects, From Convention of Wisconsin Architects Association

By ELIZABETH SCOTT HUNT

It was the evening of Friday, February 20, 1953. Members of the Wisconsin Architects Association and guests were assembling in the Sky Room of the Plankinton House. This was to be a momentous occasion. Glenn Stanton, F.A.I.A., President of The American Institute of Architects, was to address the Fourth Annual Convention of the Association at its Annual Banquet.

In the lobby, officers and directors awaited the arrival of their prominent guest. Instead of his arrival, came a telegram to Secretary Leigh Hunt. "Bogged down by a big bad blizzard, Omaha, Nebraska, Sorry will miss tonight's banquet. See you soon, if at all possible ..."

This necessitated quick action. The program must go on. And so the new Regional Director, Edgar H. Berners, was pressed into service. He gave an off-the-cuff resume of A.I.A. Board actions which were of immediate interest to the Architects in general.

Joseph J. Weiler, President of the Wisconsin Architects Association, presiding, addressed the gathering and presented Certificates of Membership to six A.I.A. Corporate members, and eighteen Junior Associates.

The President Arrives

It was close to midnight. The Sky Room was deserted. The Architects had dispersed. Groups here. Groups there. And then the alert sounded. The PRESIDENT had arrived.

The ancient Greek writer, Herodotus, wrote, "Neither snow nor rain, nor heat, nor gloom of night, stays these couriers from the swift completion of their appointed rounds."

Being bogged down in snow didn't keep Courier Glenn Stanton from completing his round. He had an appointment with the Wisconsin Architects and late though it was, he had kept it.

The following morning, Saturday, February 21, at 9:30 o'clock, President Stanton gave his delayed address.

The President

"The President should be seen, perhaps, but not heard. Listen, not lecture," he began, "but I think the President should get out and talk with the members for an exchange of new ideas. Oliver Cromwell said to George Fox, the Quaker, 'Come again to my house, for if thou and I were but an hour in a day together, we should be nearer, one to the other.'"

Coming from the West as he does — Portland, Oregon — it's most natural that he should be most enthusiastic concerning this year's Annual Convention of The American Institute of Architects which is to be held June 15-19, in Seattle, Washington, but a stone's throw, comparatively speaking, from Portland.

"This is a new country," he said, "with new architecture. We will talk proudly of nothing but wood. You'll be practically filled with splinters before we get through." As an example, he cited the day to be spent in the woods, the guests of the Simpson Log Co., to see logs cut down.

He spoke of the loss of "Jim" Edwards, former President of The Institute, and then went on to tell of the fine work the various A.I.A. Committees are doing.

"If I could do nothing but fill in forms," he said, "my life would be very simple. The committees are doing such hard work that the Board, in fact, can't keep up with them."
In speaking of the state of The Institute and how it stands, he said, "The best time is now. There is a steady growth. We have the awakened members. Not certain individuals, but members as a whole and the Board, and the staff."

Here he quoted Edmund R. Purves, Executive Secretary: "It must be remembered, too, that the work contributed by Officers, Directors, Committee members and chairmen, is voluntary, is unpaid, and depends for its success upon the enthusiasm, devotion and interest of the individual. We are fortunate in the A.I.A. to have those qualities in abundance."

"By Board action," Mr. Stanton said, "$36,000 has been appropriated for the year for the Public Relations Program of which John Root is Chairman and Joe McCarthy, Vice Chairman. This step has been taken for the profession as a whole and for individual benefit at a local level." He cited various important publicity projects already undertaken.

When President Stanton discussed SIGN BOARDS he touched on a subject not alone heated, but timely, here in Wisconsin. "Let's put down safety first of all," he said. "But how about the scenic areas? I have heard much of the beauties of your lakes and country side. Don't let hucksters say our economy will collapse or even be affected if we save our scenery — to me a plowed field or the desert are scenic."

"Advertising is vital if constructive," he continued, "but there are mediums now not existant thirty years ago, such as radio and TV. Sign boards are not constructive in country areas. They determine neither economy nor standards of living. Who pays for the road? Do the billboard people pay for it? No. You and I. So we should have something to say about it, if we want to save our scenery. The people's rights are violated when only a few are benefited."

In conclusion, he said, "We have much to do and so little time. We have little time to debate the merits of the past and present; to decry our be-nighted predecessors while we defend and bask in our brilliance."

"Our text," he said, "should be Verse 17 from the Ninetieth Psalm: 'And let the beauty of the Lord, Our God, be upon us; and establish thou the work of our hands upon us: yes, the work of our hands — establish thou it.'"

In next month's issue we will publish two excellent talks given at the Convention. One by Herbert Grassold of Grassold & Johnson on the development of the plans for Babcock Hall, University of Wisconsin, and the other "Standard Accounting for Architects" by David C. Baer, Chairman A.I.A. Committee on Standard Accounting Methods for Architects.

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Producers Council Headed By James Mitchell, Fine Hosts —

Each year the Producers' Council plays an important role in the Wisconsin Architects Association Convention with the display of building products, hosting the cocktail party preceding the banquet, and awarding door prizes to the Architects.

It wouldn't be true to say that this year the Producers outdid themselves with the door prizes. Better it would be to say that the fine selection was up to the usual standard.

Here is the list of the prizes, the donors, and the winners:

- Dishmaster, W. H. Pipkorn Co. — William V. Kaeoser
- Letter Carrier, O'Brien Paint Co. — Alvin E. Grellinger
- Shaving Kit, Mosaic Tile Co. — James Lijewski
- Electric Clock, Armstrong Cork Co. — Leigh Hunt
- Gift Certificate, R. G. Coflinen Co. (J. J. Jones) — Roy Luberg
- Plastic Brief Case, U.S. Plywood Corp. — Lester Seubert
- Clock, Zonolite — Ernst Fischer
- Gift Certificate, Minneapolis-Honeywell — Spencer Lau
- Ronson Lighter, Anderson Corp. (Steinman Lumber Co.) — Leonard Schober
- Suit Carrier, Philip Carey — Allen Strang
- 1 Gal. Wax, 1 Gal. Shinol — Gregory Lefebvre
- Table Lighter, National Fire Proofing Corp. — Donald Wiggins
- Desk Lamp, Moe Bros. — Francis Gurda
- Quart Bottle Bourbon, Johns-Manville — Thomas Flad
- Gift Certificate, Patek Paint Co. — Harry Bogner
- Door Mirror, Pittsburgh Plate Glass Co. — Herbert Bradley
- Stetson Hat, Master Builders — F. J. Brimeyer
- Brief Case, Banholzer-Feierabend & Smith — Mark F. Pfalier
- Automatic Pencil, Roddis Plywood Corp. — Edgar H. Berners
- Fly Rod, Owens Corning Fiberglass — Julius Sandstedt
- Gift Certificate, E. T. Ver Halen Co. — Mark Purcell
- Set of Glassware, Kimble Glass Co. — Francis J. Rose
- Kamp Kooler, U.S. Quarry Tile Co. (Rollin B. Child) — Gilbert Green
- Picnic Kooler, Sparta Ceramic Tile Co. (Rollin B. Child) — Kenneth Kundson
- Door Mirror, Pittsburgh Corning Co. — William Schneider
- Pocket Secretary, Celotex Corp. — Emiel J. Klingler
- Lamp, William Heth — Frederick J. Schweitzer
- Bath Scales, Crane Co. — Arthur Reddemann
- 1 Gal. Wax, Kentile, Inc. — John Brust
- Gift Certificate, Carl Amundson
- Frederick Steinhaus
- Lantern, Aluminum Co. of America — Walter Trapp
- Toilet Seat, American Radiator & Standard Sanitary Corp. — Sylvester Schmitt
- Ronson Pocket Lighter, Libbey-Owens-Ford Glass Corp.

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Greater Milwaukee Committee and Its Accomplishments, As Told By Clifford A. Randall, President Greater Milwaukee Committee,
To Wisconsin Architects Association In Convention, Feb. 20, 1953

I'm very flattered to be invited by your Convention to give you a brief story of the Greater Milwaukee Committee. At the same time, I hope to give you a message which may serve as an inspiration to some of you to relay on to the citizens of your community the account of what the Greater Milwaukee Committee has done to help make the Milwaukee area a better place in which to live, work and play. Not that I want to give you the idea that I think we have completed the task we have set out to do. Far from it. But we have reason to believe we are on our way and that the way will open up greater opportunities for civic improvement as we continue.

Let me give you some of the history of our organization.

About 8 years ago, a group of civic minded citizens got together to discuss what could be done to change the picture of a community from one of a definite lack of progress in civic improvements to one that would make every citizen proud to say he lived in Milwaukee County.

What was happening to our fair community?

In 1945, the year the Greater Milwaukee Committee was started was the end of World War II. Due to the war effort, for four years there had been no time to keep up civic housekeeping. In the twelve depression years before the war, there wasn't money for anything but bare necessities.

And during those 16 years, Milwaukee kept on growing. All it could point to in the way of civic improvements was the Court House completed in 1931, and what we refer to as the Kilbourn Avenue widening.

Except for that spark, civic progress didn't smoulder in the 1930-1945 era.

Schools were run down, other public buildings hadn't been kept in repair, bridges were falling apart — the old "Athens of the West", as Milwaukee was known at one time — was in pretty sad shape.

That's why the men who started the Greater Milwaukee Committee decided something was going to be done.

Milwaukee had gone into its decline due to a philosophy of "wait until" — wait until we have the money — wait until we have the proper site — wait until some magic is performed to bring about a change. This was the attitude of officials and certain influential organizations in the city.

The Greater Milwaukee Committee, as it is known today, started out as the 1948 Corporation. Contributions were made to a fund to carry out the aims and objectives of the group. The services of a full time executive director were engaged.

From the original small group of civic leaders who provided the spark that started the Greater Milwaukee Committee, the organization now is made up of 120 business, professional and industrial leaders who live in all parts of the area. We have purposely limited the membership so that it does not become unwieldy. We have an Executive Committee of 16 members which meets every other month and a 36 member Board of Directors which meets on alternate months. These groups determine the action of the organization.

The Greater Milwaukee Committee is a non-political, non-profit organization. We have set up a program of projects to which we give our support. Sub-committees are formed to work to bring to a realization the projects we endorse.

In a word, the job of our group is to encourage officials in the area and back them to the limit in public improvement measures. It isn't enough to encourage officialdom only, citizen support for improvements need sparking. If these things can be brought about, then maybe the problem of putting our community on a par with other metropolitan areas won't be too difficult.

We've taken the term "civic progress" and tried to explain what it means and can mean to a community such as ours. We've watched what other communities have done, and we've taken the answers we've found to the people of our area.

The facts we've found in our research, in our tours, trips, and conferences, have all borne out what we believed: That major public improvements mean benefits to all of us . . . and that the way to figure what improvements cost is not to look at the expense, but at the expense of not making improvements.

We've tried to work as a voluntary aid, assistant, and coordinator to our public officials. But, on the other hand, when there is lagging, when we think the dynamics of Milwaukee are misjudged, we are there to prod. The projects we endorse are all big

Mr. Randall had scarcely finished addressing the convention when activities started popping quicker than he possibly could have anticipated.

Just as in the nursery rhyme when the fire began to burn the stick, the stick began to beat the dog, etc., Fred Miller turned the Boston Braves into the Milwaukee Braves (which eliminated the Brewers), the city fathers began speedy action on transportation problems in connection with the stadium, and the county approved the lake front site for the Memorial Center.

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projects. Yet, we realize that no matter how important they are to this community's future, they are just a sample of what has to be done in the next decade to make this community greater, and to keep it great, and to keep it in the race. For whether Milwaukee likes it or not, we feel it must keep pace with the other vital cities of America.

In the past few years we know that substantial progress has been made on some of our long-needed and long-overdue projects. Perhaps some of you had occasion to attend events at the Arena. At full capacity, it seats about 13,500 persons. The project has made money since it opened in April 1950, and stands to do better as time goes on.

The next project we went to work on was the stadium. This structure is 99 44/100% completed. This third of the structure will seat 27,000 persons. Eventually when the edifice is completed, it will seat 76,000. Osborne Engineering Company and Grassold & Johnson were the brains behind the design. I'm told that our Milwaukee County Stadium is one of the best in the country from the standpoint of being adaptable to baseball and football. Until the structure is completed, it is planned to augment the seating facilities with a bleacher stand that will seat 8000.

A project like the Stadium posed the problem of ingress and egress for the cash customers. About the only means we had to begin with for getting to the Stadium area was a second class highway — 44th Street.
Pressure was put on our city planners to provide the badly needed highways.

Engineering consultants were hired to make studies of Milwaukee's Expressway needs. Fortunately, the Stadium was located in an area that was the logical placing of one segment of the north-south expressway and the main artery of the east-west expressway. On the reason I say "this seemed like the logical location of the expressway" is because a large part of Milwaukee industries are located in the area south and west of the Stadium area, and the need for traffic relief to those who had to travel from north and east to work each day has become most critical.

The first baseball game between the Milwaukee Brewers and the St. Paul Saints comes off on April 15th. I urge you to be present at the history making event. The Greater Milwaukee Committee will arrange to provide ideal weather. See page 6.

In addition to the Expressway interchange in the Stadium area is the one in the 11th Street-Clybourn St. area, another interchange suggested by the engineering consultants.

The first leg of the Expressway is off to an auspicious start. However, we are never satisfied to let our projects coast along. We stay with them until they are completed.

We hope the next one of our projects will get launched this year. The addition to our library could get off to a good start if all goes well with a referendum which is to be submitted to the voters for approval on April 7th. The referendum covers a three and a half million bond issue.

Once the Library addition has been given the go ahead, plans to build a new Museum will be in the making.

Another project on the Greater Milwaukee Committee civic improvement program is a Memorial Center. After overcoming legal obstacles that have gone on for a long time, it looks as if the Center will be located on Lake Michigan east of the Lincoln Bridge. Three structures are contemplated—a veterans' meeting place, an art center, and a concert hall.

Other projects on the Greater Milwaukee Committee agenda include a new Zoo; providing Off-Street Parking facilities; and advising on aviation problems. There are many other ways in which the Greater Milwaukee Committee serves the community.

We know that if traffic is to move safely and swiftly, that if our citizens are to park their cars near their destination, that if our city in general is to be a smoothly operating, efficient community, that if the
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individual living in this area is to have the opportunity for cultural, recreational, and educational advancement . . . that this is going to be a much better community in which to carry on our businesses, and, as I remarked in the beginning, a better community in which to live. We know that if this is an improved community, our businesses will be improved . . . our profits higher, our payrolls bigger, our production higher, our costs lower, our prices lower.

Finally, we are admittedly selfish about ourselves and our children. Our children, in most cases, will remain in Milwaukee, as will their children, and then theirs. That is only if our children can find the physical and cultural advantages here that are available elsewhere. Otherwise our children will leave Milwaukee and our children are a commodity we cannot afford to export.

For ourselves, and for our children, and for their children, we want the best living conditions. We want the better things in life . . . sports, culture, recreation, education, music, drama, fresh air, green parks, wide bathing beaches, good health, safe living, an opportunity to spread their business and professional wings.

I don't mean to set the Greater Milwaukee Committee up as an example of perfection that has accomplished great things in the way of civic improvements. We still have a long way to go. But if I have given you any ideas of what can be done in a community to bring about civic improvements by citizen cooperation with public officials, I feel that our time spent here this morning will have been worthwhile.

Let me assure you that if any of you have problems in your own community similar to those we have in Milwaukee, and if you have an idea you want to do something about correcting them, you'll find the challenge most stimulating and commendable.

When the story of this era is finally documented by the historians, I am sure they will emphasize one significant element in the development of the cities of this nation. That is the present recognition by the citizens of an obligation to serve his community. The sum total of that service and the vigor with which it is rendered constitute a most important community asset. In appraising the wealth of our cities and towns and relating them one to another, the deciding factor in the superiority of any community may very well be the value of this service of its citizens.
NORTHEASTERN DIVISION

Meeting was opened by past President Wallace H. Brown.

A motion was made by Julius S. Sandstedt that Donn Hougen be elevated from Vice-President to President of Northeastern Division to succeed the late Noel Safford. Motion was seconded by Maurey Lee Allen and unanimously carried by members present.

Mr. Brown turned meeting over to President Hougen.

Nominations were opened for Vice-President.

Frederick W. Raeuber nominated Maurey Allen, who was subsequently unanimously elected.

A motion was made by Mr. Raeuber that the secretary write a letter of condolence to Mrs. Safford.

Sylvester Stepnoski gave a review of the state convention and seminars.

Mr. Allen proposed the idea of a District endeavor on cost of projects to be made available to all members. After some discussion, this was tabled for further consideration at the next meeting.

The business meeting was adjourned and was turned over to Mr. Brown, who introduced a Pittsburgh Plate Glass representative, who presented a film on glass block.

It was decided that the next meeting be held at Chilton on the first Monday of May at 6:30.

Respectfully submitted.

PAUL A. KILP, Secretary

MADISON DIVISION

At the March 24th meeting of the Madison Division the following officers were elected: President, Mark T. Purcell; Vice President, John W. Steinmann; Secretary-Treasurer, Thomas H. Flad; Directors, Mark T. Purcell, William V. Kaesser.

We had 26 members present at our Dinner Meeting and after a short business meeting, Mark Purcell showed colored slides of Early American Architecture, which he took during his trip through the East last summer. Mr. Purcell is a fine architectural photographer and his commentary on the subject matter provided a very pleasant and instructive evening.

We are dismantling the 1952 Architects' Association Awards Mounts, which have been on display in the gallery of the Madison Free Library and will deliver them to Maurey Lee Allen, who will show them at the Appleton Free Library.

THOMAS H. FLAD, Secretary

Results of the Milwaukee Division elections were published in the December Wisconsin Architect.

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