PERMANENT HISTORIC DESIGNATION STUDY REPORT
Milwaukee Journal Building
Milwaukee Journal Sentinel Building
MARCH, 2019

I. NAME

Historic: Milwaukee Journal Building

Common Name: Milwaukee Journal Sentinel Building

II. LOCATION 333 West State Street

Legal Description Tax Key No. 3610559111
ORIGINAL PLAT OF MILWAUKEE W OF THE RIVER IN SE ¼ OF SEC 20-7-22 BLOCK 51 & ALL VAC ALLEYS EXC W 132' OF LOT 15 BID # 15, #21; TID #84

III. CLASSIFICATION Site

IV. OWNER Journal Sentinel Inc. c/o/Gannett Tax Dep
7950 Jones Branch Drive
McLean, VA 221023302

ALDERMAN Ald. Robert Bauman 4rd Aldermanic District

NOMINATOR Ald. Robert Bauman and Ald. Michael Murphy

V. YEAR BUILT 1924 (Milwaukee Building Permits January 10, 1924)

ARCHITECT: Frank D. Chase, Inc. (Milwaukee Building Permits January 10, 1924; The American Architect, November 20, 1924)

NOTE: This nomination was submitted by Alderman Murphy and Alderman Bauman due to the uncertain future of the property. The current owner is looking for a new location in the city and has placed the property up for sale. Also, there may be a change in corporate ownership which can impact the sale of the property and subsequent future of the site.

VI. PHYSICAL DESCRIPTION

THE AREA

The Milwaukee Journal Building is located west of the Milwaukee River in Milwaukee's Central Business District. To the north is Old World Third Street which is both locally designated and National Register listed. This portion of the downtown is comprised of 19th century masonry commercial buildings that stand two through five stories tall. To the west and northwest are large scale buildings devoted to sports and entertainment: the Arena, the Auditorium (now Milwaukee Theater), the Bradley Center (in the process of being demolished during the winter

of 2018 – 2019), and the Fiserv Forum (Bucks arena) (completed 2018). In addition there is the city's convention center, the Milwaukee Area Technical College, the Grand Avenue Mall, the West Side Commercial Historic District (National Register listed) and several hotels. These large scale developments, especially for sports, have interrupted the original street grid through a number of street closures.

BUILDING DESCRIPTION

Note: The building will be referred to as the Journal Building throughout this report.

The Journal Building is located on the west side of the Milwaukee River in Milwaukee's Central Business District within the block bounded by North Old World Third Street, North Vel R. Phillips Avenue (formerly North 4th Street), West Kilbourn Avenue and West State Street. The building and its addition occupy the north end of the block along State Street.

Along North Vel Phillips Avenue is located a building once occupied by the Milwaukee Sentinel but built earlier by other owners. The southeast quadrant of the block consists of a fenced surface parking lot for use by the newspaper. It had been the site of the 1886 ornate Victorian Gothic style Republican Hotel, demolished in 1961. At the southwest corner of the block is a small building occupied by a tavern, Major Goolsby's. It is not part of this nomination although it is currently owned by the Journal Sentinel. Goolsby's is under a separate tax key from the other buildings.

The Journal Building, constructed in 1924, is located at the northwest corner of the above described block, otherwise described as the southeast corner of North Vel Phillips Avenue and West State Street. The building was designed by architect/engineer Frank D. Chase. It is a flat roofed, five story structure with two principal elevations, one along State Street and one along Vel Phillips Avenue. It is clad in pink-hued Kasota stone, a limestone found in Minnesota. The base is granite. Kasota stone cladding wraps around to the south elevation for a short distance and also wraps around to the east elevation, now mostly obscured by a later addition. The remainder of these two elevations (east and south) was clad in slag brick tinted to match. ("The Milwaukee Journal Building", The American Architect, November 11, 1925, Vol. 128, page 451). The east elevation would have been more visible at the time of construction since there was a collection of low rise commercial buildings that extended to the east along State Street to Old World Third Street.

In the traditional manner for office buildings, the main facades are arranged in a tri-partite manner with base, mid-section and top. The first two stories form a base to the façade and are separated from the upper stories by a stone belt course. The upper stories are separated from the top by a band of concrete where an ornamental frieze had been located.

The base at the Journal Building features a symmetrical arrangement of openings, some rectangular, some arched. Centered on the State Street façade is a large arch in which the main entrance is recessed. To either side of this entry are two rectangular openings. Arched openings are located at each corner. The Vel Phillips Avenue elevation features four large rectangular openings centered on this façade flanked by two arched windows that each frame a large rectangular opening. These latter emphasize the corners. Large windows are located within these openings and ornamental spandrels of cast iron form the divisions between floors one and two.

Windows on the three upper stories are stacked above one another and consist of paired sash set flush with the façade. On the State Street elevation, directly above the main entrance, ornamental spandrels are set below the windows; these same spandrels are located below the windows at the corners. Windows at the center of the façade on the third floor are topped by arches in which the symbols of early pioneers in the history of printing are displayed.

This pattern of fenestration is repeated on the Vel Phillips Avenue façade. Upper story windows above the ground floor arched openings have rectangular spandrels. The third story windows feature arches which are decorated with symbols of printers.

The main entrance is located on the State Street elevation as mentioned above. The pair of entry doors (brass/bronze) at grade feature full light glass. They appear to be replacements. The doors are enframed by cast iron panels, a transom of arched openings, and a large divided light arched window. The stone arch itself is carved with various designs. On either side of the arch are very large bronze lanterns whose brackets and top are highly embellished. The entry doors appear to be replacements.

The flat roof is obscured by a tall, modestly shaped parapet that hides six rows of sawtooth skylights that originally illuminated the composing and engraving rooms. There is also a prominent penthouse structure at the east side of the roof, a portion of which is two stories tall with horizontal glazing and signage that today spells out Journal Communications. This penthouse appears to extend back to the south façade of the building.

To the east along State Street is located an addition that appears as if it were three structures. Construction began in 1959 and was completed in 1962. It was designed by Eschweiler Eschweiler and Sielaff in a contemporary style. The portion closest to the original building is three stories in height with ribbon windows across the façade separated by plain spandrels. It features a flat roof on top of which are mechanicals. The west and east walls are not visible. Concrete block has filled in part of the first story which is otherwise open and leads to covered parking.

The portion of the addition at the corner of State Street and Old World Third Street is likewise three stories tall with a black granite-clad ground floor that is recessed slightly from the upper floors. Display windows feature prominently at this ground level of the State Street and North Old World Third Street facades. Those upper floors are clad in sheets of Kasota Stone. Windows are arranged vertically and covered by panels of metal grilles. The Old World Third Street elevation matches the State Street façade on this portion of the addition. The roof is flat and features mechanicals.

The six story portion of the addition abuts the rear of the other two additions and has frontage on Old World Third Street. The building had a black granite-clad base, slightly recessed from the upper stories. The fenestration on the upper floors is arranged vertically with narrow windows recessed between projecting brick piers. The spandrels above and below the windows are Kasota stone. A shallow box bay extends from the south or rear of this addition, clad in what appears to be metal. Rectangular signage with the name Milwaukee Journal Sentinel is located on the box bay at the fifth story. “The building [addition] was erected on 1,111 steel H-piles, averaging 65 feet long and weighing 3,445 pounds. Such a foundation, needed to carry the heavy presses and other mechanical equipment, would [could] bear a 42-story building.” (Will C. Conrad, Kathleen F. Wilson, Dale Wilson, The Milwaukee Journal. The First Eighty Years. Madison and Milwaukee: The University of Wisconsin Press, 1964, page 171)

There have been changes over time to the building but they do not lessen its historic significance although they do detract somewhat from the aesthetics of the building. Windows on the upper floors were originally industrial in character and had metal frames. They consisted of pairs of windows with two-over-two sash in each opening. Bottom and upper portions of the sash each had hopper style sash with windows opening inward. These were replaced with two windows in each opening that had single sheets of glass with no muntins. Permit records do not indicate when these windows were changed out. The one-of-a-kind frieze at the top of the building was removed in the summer of 2011. It is not known if there was any attempt to repair rather than remove the frieze before it was taken down in pieces. In 1981 portions of the frieze had been

taken down to replace the brackets and then reinstalled. While this was the primary decoration on the façade, the rest of the elevations remain pretty much original.

Immediately south of the Journal Building along Vel Phillips Avenue is another structure sharing the same tax key parcel with the Journal Building. It is a four story brown brick masonry building that occupies most of the southwest quadrant of the block fronting on Vel Phillips Avenue. Since 1962 it has been known as the Sentinel Building (for the Milwaukee Sentinel newspaper) after the paper's purchase by the Milwaukee Journal and subsequent relocation here. It is connected to the Journal Building by bridges or skywalks and the alley below has been vacated.

This building was originally named the Republic Building. It was constructed as a three-story reinforced concrete building for Kletzsch Realty in 1918 and replaced a frame dwelling and a brick veneered dwelling that had been on the site prior to 1894. The Kletzsch family had been long term owners of the Republican Hotel. The new $40,000 building was designed by local architect Alfred. C. Clas. A fourth story was constructed in 1923, designed by the successor firm Clas, Shepherd & Clas. (Permit Records 922-924 North 4th Street). It was described on the Sanborn Fire Insurance Map of 1910-Updated to 1926 (volume 3 page 311) as a factory loft constructed of reinforced concrete and brick with tile curtain walls. City directories continue to show this structure as the Republic Building through 1956.

To the south of the Republic Building stood a brick veneered double house, a frame dwelling, and at the corner a solid masonry structure tenanted first by a saloon then a machine shop and auto sales room. (Sanborn Maps 1894-1910, Volume 2 page 112; 1910-1926 Volume 3 page 311) In 1928 the double house and frame dwelling were replaced with a commercial building which had four storefronts and was as tall as the Republic Building. Permit records do not appear to have survived from this construction. The ownership of the two buildings may have been the same in 1928 since the brick of this new structure and the cornice details matched the Republic Building. The Sanborn Map from 1910-1961 (Volume 3 page 311) shows the building to have concrete floors and frame, brick veneer and cinder block curtain walls. It also showed the construction date of 1928.

There is only one major façade for the Republic Building and like many commercial buildings, the first story forms a base above which are three stories of windows, divided into six vertical bays by projecting pilasters. The photo taken during survey of the Central Business District conducted by the historic preservation staff shows the original façade of the Republic Building as well as the façade of the 1928 portion.

The original part of the Republic Building from 1919 is visible at the extreme north end of the Vel Phillips Avenue façade, alongside the now-vacated alley. The main feature of this bay consists of an almost Prairie Style arrangement of bands of windows on the second and third stories, accented by thin pilasters with decorative capitols. The capitols and cornice above this section feature abstract designs. The fourth story, added later in 1924, has a band of windows with no ornamentation. The end bays of the Republic Building each feature a single window on each floor. The east end bay has larger windows on each floor and probably illuminated a stairwell. The main entrance was located here at the ground floor and was embellished by a stone enframement. Interestingly, a bowl-shaped element appears at the top of the east end bay. It might have served as a light sconce. It is carved with abstract designs.

The 1928 portion of the building consists of five bays and has very little ornament. There were four storefronts and an entrance in the northernmost bay. The storefront area was clad in stone as was the entrance bay. Ornamental medallions/rondels were placed at the tops of each stone pier that bordered a storefront. After the Journal acquired this building, it constructed a bridge to connect it to the Journal Building in 1962. The lobby and entrance were remodeled as well for $5,000. The changes we see today date to the 1981 remodeling that cost $100,000 and were designed by Pfaller Herbst Associates. The original stone of the first story was removed and replaced with Mankato stone in a simple modern aesthetic. The original four storefront openings

have been increased to seven and the entry has been moved further south in the façade. In 1983, new aluminum replacement windows were installed. Screening was added to the top of the building to either hide mechanicals or tie the building into the Journal's addition.

The changes to this building have been dramatic. There is a question of whether or not this building should be preserved. It was not constructed for the Sentinel but did serve as the Journal's Annex which illustrates the paper's growth after World War II. A future Historic Tax Credit application might require its retention.

The very corner of North Vel Phillips Avenue and Kilbourn Avenue today is not part of this nomination. In 1894 and possibly earlier a 2-story masonry building once stood at the corner housing a saloon. By 1910 it housed an auto sales room as well as a machine shop. To the east next door along Kilbourn Avenue were the J. Knauer Lithograph Company and then the Republican House Hotel. Knauer expanded west to the saloon/auto sales/machine shop by 1926. Knauer's was eventually razed as well as the corner masonry building. The current 900 North Vel Phillips Avenue aka 340 West Kilbourn houses a tavern, Major Goolsby's. A permit dated October 23, 1950 showed there was new construction on the site for owner Ed Lammi. The $60,000 building was built to be a restaurant and tavern. It had a number of proprietors over its history. Today it is known as Major Goolsby's. The property is owned by the Journal Sentinel but is not part of this nomination.

As mentioned earlier, the southeast quadrant of the block has a surface parking lot. It is enclosed with stone piers and tall metal picket fencing and is used for Journal Sentinel parking.

VII. SIGNIFICANCE

The Milwaukee Journal Company Building (333 West State Street) (now Journal Sentinel Building) is significant for both its history and architecture. As a newspaper, the Milwaukee Journal dates to 1882, and very briefly allied with Democratic political candidates. Not long after its founding, it switched to an independent editorial policy after purchase by Lucius W. Nieman. His leadership is credited for the stability of the paper and its growth into a major force in Milwaukee's and Wisconsin's newspaper industry. He would oversee the company for 53 years.

In the 20th century the Journal was a pioneer in radio and television and became known for its reporting of civic affairs and local economic development. It covered national and international stories as well as local and won a number of national awards as one of the best local newspapers in the country. Unique at the time, employee ownership was instituted in the 1930s as a way to fend off unwanted take-overs and keep the company locally based. Employee ownership lasted until 2003. The Journal has long been recognized as the largest and most influential newspaper in Wisconsin.

The Journal's evolution in recent years parallels the dramatic shift that is occurring in the print media across the country. As the newspapers suffered readership decline due to on-line and television news, as newspapers are being purchased by investor groups, revenues from advertising have fallen making it difficult to keep staff and produce thorough coverage of events.

The Journal purchased a rival paper, the Milwaukee Sentinel in 1962 originally keeping it as a separate paper. The two papers merged into the Milwaukee Journal Sentinel in 1995. It remains Milwaukee's sole local paper although now owned by Gannett Co. Inc. since 2016. Gannett is now considering a purchase offer from MNG Enterprises Inc. (Digital First Media), a business known for dismantling newspapers.

Buildings have been known as powerful symbols in the ecclesiastical, commercial and governmental spheres. The Journal Building typified the importance of the press and the press's

image in the community. As the Journal grew in readership and editorial importance, it moved a number of times to meet its production and staffing needs. The Journal built the current structure at 333 West State Street in 1924 and the building remains its headquarters today. It was designed by Chicago architect / engineer Frank D. Chase and was referred to as Italian in style at the time. The simple design and restrained use of ornament played up the pink hued Kasota stone and remains the only one of its kind in the city. Its frieze and other sculpture were based on the history of communication and clearly were intended to show the Journal linked to the long heritage of publishing and communications. This building was referred to at the time as one of finest newspaper plants in America for its well-planned interior layout that was state of the art at the time. Not only was the production of a newspaper part of the building but there was much thought given to employee amenities as well as public service.

Surviving buildings associated with newspapers include the Milwaukee News Building at 222 East Mason Street, the Sentinel Building at 225 East Mason Street and the Germania Building at 135 West Wells. The Germania Building at 135 West Wells Street, was home to the prominent German language paper and publishing empire of the Brumder family. All but the Journal Building have been converted into other uses.

HISTORY MILWAUKEE JOURNAL

The Milwaukee Journal has been for many years the largest newspaper in Milwaukee and most influential paper in the state. Its beginnings were modest, a small publication among the many German and English language papers in the city in the late nineteenth century. Its first edition was published on October 6, 1882 under the ownership of Peter V. Deuster and Michael Kraus. This English language afternoon daily was designed to promote Deuster's campaign for reelection to Congress on the Democratic ticket. Deuster was not new to the world of publishing and had once owned/edited the German-language Seebote newspaper from the mid-1850s. The new Journal set up in a small space in the Seebote building. Losing money and with no capital for wire news services, Deuster soon sold his share to L. W. Nieman who then became editor on December 11, 1882, just days before his twenty-fifth birthday.

Nieman switched the newspaper's editorial policy to an independent stance. Nieman had a solid newspaper background behind him having worked as a reporter, city editor, and managing editor for the Sentinel, then the prominent English language daily. In 1884, the Journal got the United Press afternoon franchise for Milwaukee and with steady growth moved across the street the following year into 222 East Mason Street, the building previously occupied by the Milwaukee News. (Locally designated August 15, 2018) Nieman put emphasis on reporting the facts and looked behind what he thought were cover-ups. In the reporting on the Newhall House fire of January 10, 1883, the Journal was the only paper to expose the building as a firetrap and insist that owners be held accountable for their negligence. A later trial acquitted those involved despite the reporting but the Journal's circulation dramatically increased due to the quality of the reporting. Nieman is quoted to have said "Our handling of the Newhall fire made The Journal a newspaper." (Will Conrad, Kathleen F. Wilson, and Dale Wilson. The Milwaukee Journal. The First Eighty Years. Madison and Milwaukee: The University of Wisconsin Press, 1964, pages 9-16).

In 1890 the business was reorganized on a stock company basis as the Journal Company with L. W. Nieman as president, L. T. Boyd as secretary and J. W. Schaum as treasurer. In 1891 the paper moved again, this time to the southeast corner of Milwaukee and Michigan Streets, the Montgomery Building (no longer extant). The Journal would remain there for a number of years.

As the paper grew, so did its need for additional space. The Journal moved into new quarters at 734 North 4th Street in 1907, a simple building, later remodeled and recently demolished.

THE CURRENT BUILDING IS CONSTRUCTED

Continued growth in circulation and increased advertising led to the financial resources that allowed the paper to expand once again. Histories of the Journal do not explain why the quarter block location at the southeast corner of State Street and Vel Phillips Avenue (then North 4th Street) was selected for the new headquarters except to say it was a "strategic location…near the civic center of the city, readily accessible to the public and convenient for delivery of papers to the streets, railroads, and outlying sections of the city." (L. J. Chase, "Production Requirements", The American Architect, pages 454-455)

It is surprising that the selected site had not been redeveloped earlier. There were some masonry buildings on the block, the imposing Republican Hotel being the grandest, but many small frame residences, commercial building and saloons were located there as well. Perhaps site conditions delayed significant construction on the property until the 1920s. It was said that the grounds had been covered by a marsh at one time requiring the Journal to support the new building on piles. (The American Architect, page 451) Fire insurance maps show the site along State Street had been occupied by a corner saloon as well as frame dwellings, some of which had been converted to stores by 1910. A few dwellings also existed along North Phillips Avenue as well as a brick veneered rag factory later used as a manufacturing building. Right at the alley and fronting Phillips Avenue was the solid masonry Frei Gemeinde Hall built in 1870 at this location at a cost of $15,000. This organization was established in 1867 and chartered in 1868. Its founders were leading German-American intellectuals in Milwaukee and the hall provided a forum for progressive thought. Members were opposed to religious and political dogma. The organization sold its building to the Milwaukee Journal and it was demolished in 1923 to make way for the new Journal building. ([Frank A. Flower], History of Milwaukee, Wisconsin. Chicago: The Western Historical Company, 1881, page 588; Historic Designation Study Report on Jefferson Hall, 2617 W. Fond du Lac Avenue, Locally designated January 22, 1985)

The permit for the new Journal building was taken out on January 10, 1924. It appears that some work had already begun by then with W. W. Oeflein as the general contractor. (Daily Reporter August 15, 1924 page 4) The cornerstone was laid with little fanfare on Saturday April 12, 1924 by L. W. Nieman and Harry Grant at 11:30 A.M. Only a few long term employees were on hand, the rest were working at putting out the next paper. The copper box inserted into the stone held articles and other documents.

For the design of the new building the company turned to Frank David Chase of Frank D. Chase, Inc. Chase's firm, founded in 1913, provided both architectural services and engineering. Chase's business was located in Chicago and specialized primarily in industrial buildings. Included were railroad and newspaper plants, factories, office buildings and hospitals. Three newspaper plants were repeatedly mentioned in obituaries although he is said to have designed more throughout the country. These three plants included The Oklahoman of Oklahoma City, the St. Louis Star-Times and the Milwaukee Journal Building. Other projects in Chicago included Chicago Memorial Hospital, South Chicago Community Hospital, the Strack Building, Office Building at 100 West Monroe Street, and the Campana factory in Batavia, Illinois.

In one history of the Journal, the writers indicated that Chase worked "in close association with Leonard W. Bowyer, the Journal business manager, whose understanding of architecture was in advance of his day." (Conrad, Wilson, Wilson, page 122) The few historic photos of Chase's other work located so far in an internet search shows his buildings to be rather stark and unadorned on their exterior. Perhaps it was Bowker who influenced the exterior. "A simple design, partaking of Italian characteristics, was finally determined upon. All carving is in low relief and exterior ornamentation is largely restricted to the main entrance. The flatness of the design is relieved by the use of Kasota stone for the two street elevations, a limestone noted for its variegated pink color and fine texture." The design of the elevations underwent several studies to come up with the dignity, simplicity and good taste desired by the owners. The owners also wanted a building that contrasted with the ornateness of much of Milwaukee's architecture.

The two alley elevations were faced with slag brick tinted to match. Stone was provided by the Breen Stone & Marble Works out of Kasota, Minnesota. (The American Architect page 451; Ferrenz, The American Architect, page 437) The Journal reported that S. P. Weston of New York, a newspaper building expert, was retained in an advisory and consulting capacity. (Milwaukee Journal, 1924 November 16, page 147.)

Because the building was so simple, much was made of the design of the printers' marks in the lunettes above the third story windows (all thoroughly researched) as well as the frieze near the top of the building. An article from 1925 describes the frieze as six feet in height, depicting man's efforts to communicate with man. "It is divided into seventeen major epochs in rather sharp relief separated by groups of figures in low relief illustrating the life and customs of each particular period." The article goes on to describe the frieze in detail. Arthur Weary is credited with the design of the frieze but he was not mentioned in the descriptions published in the American Architect and nothing could be found about him through an internet search. (Tirrell J. Ferrenz, "The Milwaukee Journal Building", The American Architect, November 20, 1925, pages 435-439)

In addition to the material and frieze, the American Architect article makes note of another exterior feature thought curious at first, the windows. They were steel framed and had an industrial look but what was different was that the windows were set flush with the outside wall and not recessed into the masonry. In addition, the large two story windows with cast iron spandrels, allowed pedestrians to view the printing presses and get a sense of the size of the machinery and see how their paper was being made. The entrance details, the second floor spandrels and the frames for the large windows are constructed of ornamental cast iron. (The American Architect page 451) The windows were supplied by David Lupton's Sons Co. of Philadelphia. F. P. Smith Wire and Iron Works of Milwaukee supplied the ornamental iron and bronze work. (Milwaukee Journal 1924 November 16, page 106; November 17, page 18)

The interior was considered state of the art for the newspaper business. The extensive American Architect article about the building was put under their Engineering and Construction section and in addition to text featured numerous images of floor plans and photos of each floor. Much was made of the construction. "The concrete foundations are intricate in design in order to accommodate the presses and other machinery and extreme accuracy was required in their construction." Chase was able to eliminate the noise and vibrations of the presses through constructing independent foundations for the presses. "The floors which are supported by the press structures are also kept free from the other floors of the building." (American Architect page 451) The floor construction is of reinforced concrete, either flat slab or beam and girder construction, depending upon which was found advisable in order to accommodate the complication imposed by special equipment. Steel trusses support the roof and provided a clear span for the top floor. The roof itself is of tile arch construction covered with built-up asphalt roofing. "The presses are located on the first floor along Fourth Street and in full view of the public. The press room extends two stories high and over part of its area has a clear space without obstructions, all column supporting the floors above being carried by heavy girders. Quieting treatment has been applied to the ceiling". (American Architect page 451)

Additional foundations were installed to accommodate future additional presses. Portions of the first floor were designed to be removed as well for additional presses. The intentional placement of the presses on the first floor in full view of passing pedestrians satisfied the public's curiosity about the printing of their daily newspaper. The actual floor was raised three feet above the sidewalk so that the large rolls of paper could be viewed on their arrival and placement. This also was beneficial as the heavy paper and presses were on a lower floor. The space required that those windows also rise two stories to the ceiling without obstructions. (Ferrenz, page 435)

The lay out for the building as originally constructed include the following:

2nd Floor—mailing room, lounge, conference rooms, upper part of the press room

3rd Floor—general business office extended across entire width of the building and housed advertising, circulation, and administration

4th Floor—Editorial department, news, conference room, library, president's and vice-president's suites, telegraph room

5th Floor—mechanical departments where stereotype press plates are prepared from the editorial and news copy, composition and engraving room illuminated by sawtooth skylights and the job printing and stereotyping is illuminated by A frame skylights. (The American Architect pages 451-453)

The building also featured air conditioning for the paper storage area and the press room, tempered air was incorporated into other spaces, vacuum heating using steam heated the building and water was supplied by the municipal system as well as an artesian well having a depth of 1500 feet. There was also an extensive telephone system, fire alarm system, machine and carpenter shops, paper bailing department, ink storage, and laundry. Employees were served by a cafeteria, first aid room, and large auditorium with capacity for seating 300, a lounge with changing art exhibits, and a locker room with showers and toilet rooms. Chauffeurs had their own room and newsboys had a large room adjacent to the mail room. (The American Architect, pages 451-456)

Thought was also given to the public who used the building. Such amenities included a public telegraph office, postal sub-station, and a pay station for gas and electric bills, as well as tourist information and rest rooms. Elevators could be used to access the general business office, as well as other departments on floors four and five. The second floor conference rooms and auditorium on the fifth floor were available to the public upon request.

A good number of the spaces were designed to be remodeled should future expanded be required.

"The building had cost $1 million; it was equipped with the most efficient machinery available, at the cost of another $1 million. Formal opening day for the public was November 16, 1924, The Journal's forty-second anniversary. In the months following, 30,000 persons toured the new building. One of the striking features they found inside was a general absence of partitions, resulting in wide open areas which allowed quick and easy rapport between workers in the news, business, and mechanical departments." (Conrad, Wilson, Wilson, page 122)

The Journal devoted a significant portion of their November 16th Sunday edition to describe and illustrate with photographs the different floors and machinery in the building. Contractors who worked on the building were not listed in one place; rather they took out ads indicating what work they had performed. Included were: Schick-Johnson Co, of Chicago (cabinet work, fixtures, interior trim), J.F. Stephens Co. of Milwaukee (ornamental and plain plastering), Henkel and Best of Chicago (ornamental lanterns at entrance), Ritter Bros. of Milwaukee (decorative and plain painting), Paul E. Mueller Co. (heating), Louis Hoffmann Co, (sheet metal) and Universal Roofing (roofing). This latter was reported in the Daily Reporter (1924).

Special events were held in the newly completed building for young students, news boys, various clubs, real estate men, and others in the spirit of community service which was expressed by one employee as the paper belonging to the people of Milwaukee and Wisconsin.

Congratulatory letters poured in from papers across Wisconsin and the U.S. and even local businesses joined in on the praise. Gimbel's department store had a full page ad devoted to the shared heritage and achievements of the two businesses. (Milwaukee Journal 1924 November 16 page 2)

The Milwaukee Journal continued to occupy the building for decades after its completion. It made use of designated interior space to expand as it kept up with changing technology and scope of news coverage.

A list of the known contractors for the building and its interior fittings follows as an attachment.

THE 1920s THROUGH THE 1940s

Much occurred at the paper after World War I. It initiated the first successful Green Sheet in 1927 after two failed previous attempts, and it included the daily serial, comics, word games and the column of problem solver Ione Griggs whose column became internationally known. The emergence of sports as a major news item during the 1920s resulted in a significant number of articles and separate coverage. A rotogravure section came out in 1923 and converted to color in 1927. More coverage was given to topics that interested women including fashion, furniture and food. Exposing farm tragedies in northern Wisconsin was also a major topic as many people were lured there by unscrupulous land companies to settle in the cutover section of the state which had little farm value. Watchdog editorials were the norm. The Journal's Tour Club was instituted with the rise of automobile travel and provided information and detailed maps. It later became a travel service as road signage became standardized and maps became available at the growing number of filling stations. Political corruption in Washington became a major topic in the 1920s as was the Great Depression, New Deal and labor strife in the 1930s. (Conrad, Wilson, Wilson, pages 113-125)

Lucius Nieman had steered the paper well in his 53 years at the head of the Journal. Integrity and accuracy were demanded of his staff as well as himself. One can question whether the paper would have risen to the prominence it achieved had Nieman not laid the foundation for honest, investigative reporting and continued implementation of new technologies. His death on October 1, 1935 opened a new chapter in the company's ownership. Having owned 55 % of the company stock, its dispersal fulfilled a long term idea of Harry Grant, who worked his way from managing advertising to becoming publisher then editor and publisher, then chairman of the board. Grant set up a plan for employees to purchase Nieman's stock, a plan designed to preserve the paper from outside ownership and benefit employees. In Nieman's will was a provision that trustees were not bound to sell his stock to the highest bidder but to persons or corporations that would carry out the ideals and principals which he had maintained and supported at the Journal during his period of leadership. What followed was The Journal Employees' Stock Trust Agreement in 1937. Employees could purchase shares, but those shares could not be disposed of to entities outside of the company. A successful program, by 1962 the shares had increased to seven times their 1937 cost. No single group or collection of groups could control the company. Employees owned 72.5 per cent of paper by 1962. In addition to the stock program other programs were instituted to benefit the employees including group life insurance, first aid and health service with a full time nurse, hospital insurance, a retirement and disability pension program. There was also a Thrift Association to enable employees to buy homes, build up investments and have access to money in case of family crises. (Conrad, Wilson and Wilson pages 175-181)

Radio also became an important form of communication beginning in the 1920s. Milwaukee's first broadcasting station opened at Gimbels department store with the call letters WAAK on April 26, 1922. The Journal recognized the potential of this new technology and sponsored a program five days after the station began broadcasting. In short order followed WCAY at the Kesselman-O'Driscoll music store (June 16, 1922), WHAD at Marquette University two weeks later, and then WIAO (later WSOE). All broadcast at irregular intervals. High quality and dependable broadcasting was needed. To fill this need and supplement their newspaper, the Journal entered the field by arranging with Marquette (WHAD) to handle the technical matters while the paper handled programming. The broadcasting studio was located in the lounge of their building at Fourth and State Streets. Other facilities were set up at Hotel Wisconsin (Badger Room), the Athletic Club and the Wisconsin Theater. The Journal programmed entertainment (local and

national) as well as the (minor league) Milwaukee Brewers baseball games over the air and the first broadcast of the new National Broadcasting Company (NBC). When the federal government created the Federal Radio Commission, the Journal pursued its own station and purchased land along Blue Mound Road (Brookfield, now developed) and built a transmission tower then soon affiliated with NBC. As FM broadcasting developed, the Journal put its own FM channel on the air, W9XAO later changed to WTMJ-FM "the first station of its kind west of the Allegheny Mountains." (Conrad, Wilson, Wilson, page 151) After experimenting with yet another form of communication, television, during the 1930s, the Journal received approval for constructing a television studio on September 16, 1941. The paper had purchased land on Capitol Drive at the Milwaukee River for its Radio City. Construction began and the WTMJ and WTMJ-FM occupied the building in August of 1942. (Conrad, Wilson, Wilson, page 151) The Journal's television station WTMJ-TV began broadcasting on December 3, 1947 and was the eleventh television station in the United States. NBC had its first network color program starting December 20, 1953. On July 18, 1954 the Journal aired the first live color program to originate in Wisconsin. (Conrad, Wilson, and Wilson page113-152)

POST WORLD WAR II

The Milwaukee Journal's greatest period of expansion occurred after World War II and coincided with Milwaukee's period of greatest civic development. Following the war there was general consensus that the city needed improvement and the Journal was front and center with ideas. The 1948 Committee was formed shortly after he surrender of the Japanese and its influential board consisted of two prominent Journal employees, Irwin Maier the publisher and later president of the paper, and Donald B. Abort, at that time the Journal's business manager. The committee first focused on Milwaukee's centennial (1946) then Wisconsin's Centennial (1948) and the University of Wisconsin's Centennial (1948). (Conrad, Wilson, and Wilson page 168)

Of major concern for the 1948 Committee was "blight elimination, development of Maitland lakefront airstrip, off-street parking, housing, completion of the civic center, a new zoo, Expressways, Mitchell Field airport enlargement, a sports arena, a county stadium, and a war memorial building to house Milwaukee's art institute." Following the completion of the centennial celebrations, the 1948 Committee dissolved and the Greater Milwaukee Committee for Community Development was formed with expanded membership. (Conrad, Wilson, and Wilson pages 168-169)

The Milwaukee Journal likewise expanded its business department, its editorial department with newsmen sent around the world, expanded its Sunday department which by 1953 had twelve individual sections from State and Local to the TV-Screen tabloid. This Sunday paper could vary from 250 to 350 pages depending on advertising. The Journal library expanded significantly with millions of news clippings and thousands of photos added each week. (Conrad, Wilson and Wilson, pages 169-170)

Physical expansion followed expansion of coverage. In 1950 an addition was made to the rooftop penthouse at a cost of $2,500. In 1955 a sixth floor addition was added to east side of the fifth story rooftop to allow for a locker room and art department and studio. In 1955 also two bridges were constructed on the south wall of the third story to connect to 918-924 North 4th Street. It extended over the alley which was vacated. In the 1957 city directory, the old Republic Building was now listed as the Journal Annex. This work was credited to the Eschweiler firm and cost $5,000. A new loading dock was constructed for $8,000 in 1959, designed by Eschweiler & Eschweiler. (Milwaukee City Building Permits)

Major physical expansion began in 1959-1960. The Journal purchased the remainder of the block along State Street to Old World Third Street and along Old World Third Street and demolished the old buildings. Included was the famous Republican Hotel. The permit to begin excavation and pile driving for an "office building" was taken out April 20, 1960. This portion of the expansion was completed at a cost of $100,000. The permit for the actual building itself was

taken out on March 1, 1962 for a three and six story building to cost $2,450,000. Another loading dock was constructed in 1962 at a cost of $3000. At its completion in 1962, the new addition actually looked like three separate structures each having different cladding and fenestration patterns. "The new structure, designed by the architectural firm of Eschweiler and Eschweiler, was in contemporary style, of reinforced concrete faced with pink Kasota limestone, black granite, and gray brick. Its northern half was built three stories high, its southern half six stories. The building was erected on 1,111 steel H-piles, averaging 65 feet long and weighing 3, 445 pounds. Such a foundation, needed to carry the heavy presses and other mechanical equipment, would [could] bear a 42-story building." (Conrad, Wilson, Wilson page 171; Milwaukee City Building Permits) The cornerstone of the addition was laid by Harry J. Grant on September 15, 1961, his eightieth birthday. Altogether, the addition, equipment and remodeling of the old building cost more than $14 million dollars. The equipment added included two eight-unit presses with decks for run of paper color printing costing $3 million. "Each press had the capacity to print a 64-page section at a speed of 60,000 copies an hour. Room was added for two more such presses should they be needed. The most advanced equipment for mailing, stereotyping, and the handling of paper and ink was provided." (Conrad, Wilson, Wilson pages 171-172)

Shortly after this expansion occurred the Milwaukee Journal purchased the struggling Milwaukee Sentinel. The Sentinel was an older paper, established in the 1830s. It had 650 employees at this point in time. A strike, called by the Milwaukee Newspaper Guild, in 1962 shut down the paper and it never resumed publication. Since the Sentinel was losing money its owners, the Hearst Corporation, decided to sell the paper. The Milwaukee Journal had never acquired other papers until that time but purchased the Sentinel to keep a morning newspaper in Milwaukee. It acquired the Sentinel and its assets in the summer of 1962. The Sentinel began publication on July 23, 1962 in the recently vacated annex of the Journal, located next door south at what was addressed 922-924 (the Republic Building) and 906-918 North 4th Street (Vel Phillips Avenue today). Executive staff from the Journal were assigned to run the Sentinel. The Sentinel remained its own distinct entity until 1995. At the time of the acquisition in 1962, the Journal had more than 2,500 employees, of which 1600 were full time and 900 were part time. Its daily circulation was 371,000 and its Sunday circulation was 511,000. (Conrad, Wilson, and Wilson pages 204-206)

Some of the history of the Republic Building has been covered in the description of the building. The first portion was constructed 1919, had an additional floor constructed in 1923 and then expanded significantly in 1928. The building served manufacturers and office tenants. Occupants varied over time. One long term tenant was The United Shoe Machinery Company who had its Milwaukee branch here from 1920 into the 1950s. Other businesses served the leather and paper industries and included manufacturer's agents as well as attorneys, real estate and finance offices.

The Republic Building appears to have been acquired by the Journal Company around 1955 or slightly earlier because permits in that year show the Journal as owner and making interior changes to the building. By 1957 city directories show the addresses of 918-922 as The Journal Annex. In 1959 there were still multiple tenants in the building. In 1962 the Journal constructed a bridge across the alley to the Annex at a cost of $7,000. The entrance and lobby were remodeled at a cost of $5,000 for the Milwaukee Sentinel, now owned by the Journal. Major exterior remodeling took place in 1981 at a cost of $100,000, making use of Mankato Stone to clad the ground story storefronts. Pfaller Herbst Associates were the designers of the remodeling. New aluminum windows were installed in 1983.

POST 1960s

The Journal reached its highest point of influence and prestige during the 1970s. In the late 1960s the paper had been criticized for its insufficient coverage of minority issues. The African American population thought that the paper was biased and underreported serious discrimination practices. Mayor Maier's criticized the paper for covering the open housing marches and civil

unrest and felt that the news exposure led to more civil unrest. After the city experienced lawsuits over open housing and school segregation, the paper made efforts to hire more African American reporters and had consistent space devoted to minority communities. Newsroom diversity and the coverage of racial issues became a focus of Sig Gissler, editor between 1985 and 1993. (Encyclopedia of Milwaukee, "Milwaukee Journal Sentinel", on line article accessed January 18, 2019, https://emke.uwm.edu/entry/milwaukee-journal-sentinel)

The Journal was considered one of the leading local newspapers in America. It had the highest advertising income in its history enabling the paper to have more reporting. It was named one of America's ten best newspapers for the fifth time by industry organizations and Time magazine in 1974. Major national and international stories were well covered and tied to local developments. Editorial writers and reporters were sent abroad to find stories. (Encyclopedia of Milwaukee)

Economic pressures during the 1970s and 1980s led to reductions in circulation despite the award-winning reporting. Employee stock ownership reached 90 per cent in 1979. The paper, avoiding acquisitions in the past, now purchased printing companies, an educational film company, several radio and television companies and cable television systems. (Encyclopedia of Milwaukee)

In 1995 the Journal and the Sentinel were merged and began producing its digital edition. It first published as a combined paper on Sunday April 2, 1995. It abandoned the afternoon slot and became a seven day morning publication. Steady decline in the profitable classified advertising led to the almost continual reduction in staff with editors and reporters declining in number from more than 300 at the Journal and 180 at the Sentinel at time of merger until today.

More changes occurred in 2003. The Journal Company was renamed Journal Communication, Inc. The paper then gave up its employee ownership program and changed to public ownership with its stock listed on the New York Stock Exchange. What had seemed a profitable money maker turned into a loss as stock prices began to decline, a sharp contrast to the rising stock value each month that employees had enjoyed despite the Great Depression and World War II. Also that same year, the paper began its printing operations at a new facility in West Milwaukee. In September 2006 the paper began printing the national edition of USA Today for distribution to Chicago's northern and western suburbs and the eastern half of Wisconsin. (Encyclopedia of Milwaukee, "Milwaukee Journal Sentinel", on line article accessed January 18, 2019, https://emke.uwm.edu/entry/milwaukee-journal-sentinel; Wikipedia, "Milwaukee Journal Sentinel", on line article accessed January 18, 2019, https://en.wikipedia.org/wiki/Milwaukee_Journal_Sentinel)

By mid-2012 the Journal Sentinel had the 31st largest circulation among all major U. S. newspapers, with 207,000 for the daily edition and just fewer than 338,000 for the Sunday edition. Wikipedia, "Milwaukee Journal Sentinel", on line article accessed January 18, 2019, https://en.wikipedia.org/wiki/Milwaukee_Journal_Sentinel)

In 2015 there was a merger with E. W. Scripps Co. of Cincinnati. A new corporation was formed, Journal Media Group, controlled by shareholders dominated by the former Scripps newspaper chain. (Encyclopedia of Milwaukee, "Milwaukee Journal Sentinel", on line article accessed January 18, 2019, https://emke.uwm.edu/entry/milwaukee-journal-sentinel)

The paper was next acquired by Gannett Company on April 8, 2016. Gannett owns most of the daily newspapers in eastern and central Wisconsin (eleven in all) and has been integrated into the company's "USA today Network Wisconsin". In August of 2016 the Journal Sentinel modified its look and operations to conform to Gannett standards in layout, apps and website. In the spring of 2018 the Journal Sentinel press facility, having already printed the Sheboygan Press and USA Today, began to print all of Gannett's state papers. Gannett had previously printed out of Appleton.

Currently, Digital First Media is attempting to purchase all of Gannett's holdings that include USA Today and 109 other papers around the country. Gannett's board in January 2019 rejected Digital First's unsolicited offer of more than $1.3 billion to buy Gannett's entire chain. Digital First is owned by Alden Global Capital, a New York hedge fund. It is known for "stripping down newspapers to skeleton operations and selling off all their parts, especially downtown real estate, for enormous profits. Digital First has already gutted the news operations of the Pulitzer Prize-winning San Jose Mercury News and Denver Post and about 100 other newspapers. In the San Francisco Bay area, it bought 16 regional newspapers (including the Mercury News) and reduced a combined 1,000 editorial employees to about 100". The Delaware County Daily Times outside Philadelphia had its building sold by Digital First and the number of employees at the paper went from 125 to 25 with employees now working out of an abandoned CVS drug store. (Joel McNally, "Blood Sucking Newspaper Vampires are Circling", Shepherd Express, February 21, 2019, page 9)

"Digital First, a minority owner in Gannett, nominated six people to Gannett's board, accusing its current "unfocused leadership" of losing 41% of the company's value in two-and-a-half years. Digital First argues it would minimize expense and "maximize value right now". Digital First's primary business is in commercial real estate rather than newspapers and has sold off assets leaving the papers without a means to continue. In the meantime, Gannett is negotiating the sale of the Journal Sentinel property that is the focus of this nomination. Gannett is looking for other sites for its Milwaukee operations.

THE MILWAUKEE SENTINEL

The Milwaukee Sentinel becomes part of the story of the Milwaukee Journal in 1962 when the latter paper purchased the Sentinel to preserve local control as well as preserve an alternative newspaper voice for the city. The two papers remained separate after the purchase with separate staff, the Sentinel retaining its morning publication and the Journal its afternoon daily. Ultimately, the two were merged in 1995 resulting in a morning publication and generally more conservative editorial policy than the Journal had had. The following history is a brief summation of the Sentinel's history.

The Milwaukee Sentinel was established in 1837 and for much of its history supported business and Republican Party interests. In sharp contrast to its English language competitor who prospered under Lucius Nieman's steady leadership, the Sentinel had some 37 different editors in its first fifty years, 27 changes of ownership and 11 different names, all variations of the Sentinel. (Encyclopedia of Milwaukee, "Milwaukee Journal Sentinel", on line article accessed January 18, 2019, https://emke.uwm.edu/entry/milwaukee-journal-sentinel)

Also in contrast to the Journal (with a few exceptions), the Sentinel was openly partisan, briefly flirting with the Democratic Party during its first year then espousing Whig beliefs and then espousing the new Republican party. The paper took an anti-slavery position and supported the freeing of fugitive slave Joshua Glover in 1854, primarily through the editorials of Rufus King. The paper likewise supported Abraham Lincoln for president and King was given an appointment by Lincoln to serve as minster to the Papal States. Lucius Nieman worked as managing editor at the Sentinel but new ownership and a new editor Horace Rublee were at odds with Nieman's progressive style of tightly written articles as well as the owners' associations with a political clique Nieman had exposed in the legislature earlier. Nieman left and bought into the fledgling Journal that was having difficulties after only three weeks of publishing.

In 1901 Charles F. Pfister, son of the noted tanner, took ownership of the Sentinel and promptly opposed Robert LaFollette's progressive movement. "It openly battled controversial Milwaukee Mayor David S. Rose and opposed the rise of the Socialist party in Milwaukee. The Sentinel was isolationist and anti-war. Even after the 1915 sinking of the liner Lusitania, it editorialized that Americans traveling on a British ship known to be carrying war materials were "foolhardy". The Sentinel supported Milwaukee's German population, opposed The Journal's anti-German

campaign, and supported Charles Evans Hughes against Woodrow W. Wilson for the presidency. The Sentinel under Pfister's ownership was a staunch opponent of women's suffrage. ("Encyclopedia of Milwaukee, "Milwaukee Journal Sentinel", on line article accessed January 18, 2019, https://emke.uwm.edu/entry/milwaukee-journal-sentinel)

Republican support continued after the Hearst chain took over a majority stake of the financially troubled paper in 1924. Hearst already owned the Evening Wisconsin, another Milwaukee paper. The new owners continued to oppose La Follette and Milwaukee's Socialists. During Franklin Roosevelt's presidency, the Sentinel supported his opposing candidates and stated that Roosevelt's re-election would be "the end of democracy". Sentinel editorials supported Wisconsin Senator Joseph McCarthy and his attempts to "smash the Communist conspiracy". The paper accused the Congress of Industrial (CIO) unions of being under Communist control. ("Encyclopedia of Milwaukee, "Milwaukee Journal Sentinel", on line article accessed January 18, 2019, https://emke.uwm.edu/entry/milwaukee-journal-sentinel)

The Hearst Corporation also owned another Milwaukee paper, in addition to the Evening Wisconsin and the Sentinel, the morning Milwaukee Telegram. The Telegram was merged into the Sentinel with the name Milwaukee Sentinel & Telegram. Hearst's associate Paul Block bought out the remaining stock owned by Charles Pfister in 1929. The afternoon Wisconsin News was also part of the Hearst chain. It closed in 1939 and was consolidated into the Sentinel which remained a morning paper. In 1955 Hearst purchased WTVW television and changed the call letters to WISN-TV. (Wikipedia, "Milwaukee Journal Sentinel", on line article accessed January 18, 2019, https://en.wikipedia.org/wiki/Milwaukee_Journal_Sentinel)

By 1962, the paper was in serious financial condition, mostly due to Hearst's diverting money from the Sentinel to support failing newspapers in New York City and Chicago. When the Sentinel employees went on strike, the paper closed and did not reopen. To prevent outside interests from acquiring the Sentinel, the Journal stepped in to purchase its old rival. The Sentinel presses were shipped to Hearst's papers in San Francisco and the paper was moved to the former Republic Building, next door to the Journal. Hearst retained its television station WISN-TV and WISN radio is owned by iHeartMedia. (Wikipedia, "Milwaukee Journal Sentinel", on line article accessed January 18, 2019, https://en.wikipedia.org/wiki/Milwaukee_Journal_Sentinel)

VIII. THE ARCHITECT

Frank D. Chase

Frank D. Chase Inc. was the architect/engineer of the Journal Building. Frank David Chase was born on August 2, 1878 at Riverside, Cook County, Illinois the son of David Fletcher and Emily Frances (Tabor) Chase. The Chases were an old American family that traced its ancestry back to Thomas Chase who came to America around 1638-40. Thomas had received a grant of land at Hampton, New Hampshire and settled there. Various descendants lived throughout New England. Father David Fletcher Chase (b. 1831) moved west and settled near Chicago. He was in the wholesale lumber business in Chicago for many years and served in Taylor's battery during the Civil War. David Fletcher Chase married Emily Frances Tabor and they had two children. In addition to Frank D. there was another son Albert who was the real estate editor at the Chicago Tribune.

Frank David Chase attended school in Evanston Township High School, and then studied at the Massachusetts Institute of Technology from which he graduated with a degree of Bachelor of Science in Civil Engineering in 1901. His interests gravitated to industrial engineering, the design of manufacturing plants and other large scale business and industrial facilities. He continued to look for greater efficiency and the most economical utilization of space and specialized in the construction of large scale industrial plants and production facilities. His business was established in 1913 and grew rapidly and his services "were retained by railroads, large industrial corporations and newspapers throughout the United States and the ideal utility of his designs…won him a

notable reputation." (Encyclopedia of American Biography, New Series. Volume 9. New York: The American Historical Society, 1938, page 214)

Chase's published biography goes on to say

> Mr. Chase designed the plants of the "St. Louis Star-Times", the "Oklahoman" at Oklahoma City and the Milwaukee Journal Building, among others newspapers, the latter of which has been called one of the finest newspaper plants in America. He served as architect for a number of years on all construction work for the Western Electric Company and the Illinois Central Railroad, and was employed as architect and engineer by the General Motors Corporation and other large organizations. He was also retained on plant construction work in Europe and executed a large industrial contract in Soviet Russia. (Encyclopedia of American Biography. New Series. Volume 9. New York: The American Historical Society, 1938, page 214)

Hospital and mercantile buildings were also part of Chase's output. In the Chicago Loop he designed the 100 West Monroe Building (23 stories), 173 West Madison (16 stories) and the Strack Building (10 stories). He also designed the Chicago Memorial Hospital and the South Chicago Community Hospital.

Among Chase's professional associations were the Western Society of Engineers (holding various offices including president), the American Society of Civil Engineers, and the Engineers Club of Chicago. Other clubs included the Union League of Chicago, the University Club of Chicago, and the Barrington Hills Country Club. Interestingly, Chase had belonged to the American Institute of Architects at one point. Chase believed in advertising his company and was proud of the sincerity and factual nature of his ads, never making extravagant claims. Before 1917, he advertised as an "Industrial Architect and Engineer" but in 1917 he deleted architect from his ads merely stating "Industrial Engineer". Engineering societies had no prohibition on advertising but the American Institute of Architects did and objected to architects advertising their businesses. Chase expressed his belief that it was more ethical to advertise than to submit plans to clients without compensation. "Sixteen years ago it was heinous crime, in professional opinion, for an architect to advertise and Mr. Chase resigned his membership in the Institute." By 1932 when this article was written, the use of advertising by architects was approved. (Charles H. Bishop, "An Architect Who Has Advertised for 20 Years Tells What He Has Learned," American Architect, September 1932, pages 28-29, 100)

Chase's spare time was spent outdoors, motoring, sailing and flying, and in travel in the West especially in Arizona and New Mexico. He spent time camping to study artifacts from early Indian cultures. He became an expert on the subject and collected Indian lore and artifacts. He had a valuable library on Western Americana. (Encyclopedia of American Biography. New Series. Volume 9. New York: The American Historical Society, 1938, page 215)

Frank David Chase married Cecile Chambers of Chicago. They had one daughter, Eloise. Chase died in his home in Evanston, Illinois on July 23, 1937. (Encyclopedia of American Biography. New Series. Volume 9. New York: The American Historical Society, 1938, page 215)

In one history of the Journal, the writers indicated that Chase worked "in close association with Leonard W. Bowyer, the Journal business manager, whose understanding of architecture was in advance of his day." (Conrad, Wilson, Wilson, page 122) The few historic photos of Chase's other work located so far in an internet search shows his buildings to be rather stark and unadorned on their exterior, nothing resembling the Journal building. It could be that Chase used his engineering skills to produce optimum interior efficiency and a strong structure while others were assigned to the exteriors. Perhaps it was Bowyer at the Journal who influenced the exterior of the Journal building. In various obituaries on Chase most list him as "architect" in their heading but reference his engineering in the body of the obituary. Chase's ads in such publications as Iron Age list his company as engineers, specializing in location, layout, design and management of industrial plants. Further research may reveal how much exterior design work was actually

executed by Chase himself and how much may have been designed by staff. (Iron Age, Section 29, October 27, 1921, page 132)

Arthur Weary

A few sources list Arthur Weary as the artist behind the frieze that once topped the Journal building. He is also said to have done the Art Deco style metal castings for the entry of the Mariner Building (Wisconsin Tower Building), a 1929 office tower (converted recently to condominiums) at 6th and Wisconsin that was designed by Chicago architects Weary and Alford. Edwin D. Weary was founder of the partnership. No connection had been made between Arthur Weary and Edwin D. Weary up to this point. There is no reported Arthur in Edwin's family per census records on Ancestry.com and listings of an Arthur Weary appear sporadically in Illinois city directory listings. Mary Louise Schumacher a reporter formerly with the Milwaukee Journal Sentinel was likewise unable to find out more about the sculptor.

It is unusual that reports on the Journal's frieze do not mention an artist's name at the time the building was under construction. The frieze was described in detail in the American Architect article but the artist's name is conspicuously absent. A description of the frieze also is included in a description of the new Journal Building in the Journal itself on November 16, 1924, but the artist's name is not listed. The first known published reference to Arthur Weary occurs in a Journal article "A Story in Stone" in the paper's Sunday edition dated January 11, 1953 (page 5). It repeats the information from the American Architect of 1925 and describes the 17 major epochs of man's communication with man. This was followed by the 1981 James Auer's article in the art section "The frieze is on" describing the removal of some of the slabs in order to replace failing brackets. Auer repeats the description of the different panels. Gerald Kloss wrote "What's it say?' for the Green Sheet of Thursday March 23, 1989 (Section G page 182 on scanned image). Kloss tells how the recent downtown lighting program makes the frieze more visible and describes the 17 panels and other decorative features.

Is Arthur Weary the actual sculptor of the Journal frieze? Arts periodicals from the time do not mention an Arthur Weary. It may be that the name was transposed inaccurately off some document and the actual artist's name is different. Interestingly, the Journal had a story about sculptors in Milwaukee in their November 16, 1924 edition called "Local Sculptors Left Many Masterpieces of Their Art". It discussed those who lived and worked here and those who just came to the city for a special project. Oddly, the article ignores the Journal building frieze. The building plans at the City Records Center likewise indicate where the frieze will go but show no details or sculptor. Figural friezes on buildings in Milwaukee are uncommon. One other example is the frieze on the Eagles Club building that was built about the same time. In the case of the Eagles Club, the sculptor was Girolamo Piccoli and he was mentioned by name at the time of construction. So we have the following possibilities: the name is incorrect as reported and repeated incorrectly over time, the sculptor was part of a stable of artists that Frank D. Chase had in his employ, the sculptor was associated with the Breen Stone company and worked on projects for which the company supplied stone, or the sculptor was somehow affiliated with the Weary family of architects out of Chicago. Additional research will hopefully clear up this matter.

SOURCES

Bishop, Charles H., "An Architect Who Has Advertised for 20 Years Tells What He Has Learned," American Architect, September 1932, Volume 132, pages 28-29, 100)

Chase, Frank David. Encyclopedia of American Biography. New Series. Volume 9. New York: The American Historical Society, 1938.

Chase, L. J.. "Production Requirements", The American Architect, November 20,1925.

Conrad, Will C., Wilson, Kathleen F., and Wilson, Dale. The Milwaukee Journal. The First Eighty Years. Madison and Milwaukee: The University of Wisconsin Press, 1964.

Daily Reporter.

Ferrenz, Tirrell J. "The Milwaukee Journal Building", The American Architect, November 20, 1925,

[Flower, Frank A.]. History of Milwaukee, Wisconsin. Chicago: The Western Historical Company, 1881.

Iron Age, Section 29, October 27, 192.

McNally, Joel. "Blood Sucking Newspaper Vampires are Circling". Shepherd Express. February 21, 2019.

Milwaukee City Building Permits.

Milwaukee City Directory

Milwaukee Journal.

"Milwaukee Journal Sentinel", Encyclopedia of Milwaukee. on line article accessed January 18, 2019, https://emke.uwm.edu/entry/milwaukee-journal-sentinel

"Milwaukee Journal Sentinel", Wikipedia. on line article accessed January 18, 2019, https://en.wikipedia.org/wiki/Milwaukee_Journal_Sentinel)

Milwaukee Sentinel.

Sanborn Insurance Maps of Milwaukee, Wisconsin. New York: Sanborn-Perris Map Co., 1894, 1910, 1910-1927, 1910-1961.

"The Milwaukee Journal Building", The American Architect, November 11, 19125, Vol. 128.

IX. STAFF RECOMMENDATION

Staff recommends that the Milwaukee Journal Building site be given temporary historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria e-1, e-3, e-5 and e-9 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.

e-1. Its exemplification of the development of the cultural, economic, social or historic heritage of the City of Milwaukee, State of Wisconsin or of the United States.

Rationale: Having a free and unfettered press has been one of the foundations of our country. Among the myriad of papers in nineteenth century Milwaukee, English language, German language, and Polish language, two dailies emerged and successfully provided news to city residents in the mornings and afternoons well

into the twentieth century. These were the Milwaukee Journal and the Milwaukee Sentinel. The Journal grew into a news source that went beyond local importance to have readership throughout the state, and influence state issues. It was recognized with prestigious national journalism awards. It was inventive and embraced the new technologies of radio and television ahead of its peers. Its staff worked out solutions for printing in color that cut costs and simplified the process. It led the world in volume of newspaper color advertising from 1947 through 1960. It provided a stock ownership program for its employees which made them vested in the future of the company. The paper instituted many services for its employees such as a thrift or credit union. The Journal was known for its well-investigated stories and stable management structure.

When the Milwaukee Sentinel faced permanent closure the Journal purchased the company in 1962 but did not merge it into the Journal, preferring instead to keep a second voice in the reporting the news.

e-3 Its identification with a person or persons who significantly contributed to the culture and development of the city.

Rationale: The Journal Building housed the most successful and influential newspaper in Milwaukee and Wisconsin. The foundation for this success can be attributed directly to the person of Lucius W. Nieman (December 13, 1857 – October 1, 1935). Taking over the fledgling Journal at the age of 25, Nieman had already found success in prior newspaper jobs. His experience led him to reform how articles were written and his principled outlook demanded accuracy and truthfulness in reporting with no flamboyant exaggerations. His long tenure at the Journal, 53 years, gave the paper a stability that other local papers lacked and his interest in neutrality and good reporting outweighed risky mergers, political missteps and sideline operations that other papers succumbed to. The Journal building was the epitome of his career and embodied the forward-looking management style that made the paper so prominent for so many decades.

e-5. Its embodiment of distinguishing characteristics of an architectural type or specimen.

Rationale: The distinctive appearance of the Milwaukee Journal has no equivalent in Milwaukee. While much architectural design in the city during this period tended toward Mediterranean Revival or Classical, the Journal ownership took a different approach; simple in design and form, without an elaborate cornice, and with a few well-executed details. The company had wanted something different from other more elaborate buildings in city. The American Architect used the term “Italian characteristics” when describing the building because it did not fit well into established categories. The box-like form, punched industrial windows, and modest parapet were contrasted with the rich Kasota stone which had variations of pink in its make-up. While churches and club buildings more commonly exhibit symbols that are associated with their histories, using symbols on mercantile buildings was less common. The stylized forms on the Journal’s original frieze and printers’ marks incorporated the history of communication which reflected the heritage from which the Journal was born. The figures foreshadowed the flattened, stylized sculpted panels found on buildings slightly later in the Art Deco style.

e-6 Its identification as the work of an artist, architect, craftsperson or master builder whose individual works have influenced the development of the city.

Rationale: The Journal secured the engineering and design services of Frank D. Chase who operated out of Chicago. His expertise with newspaper buildings was undoubtedly the important factor in his selection since there were many architectural firms in Milwaukee, but none that actually specialized in newspaper plants. Can we say that Frank D. Chase influenced other architecture in the city of Milwaukee? It does not appear that he had other commissions in the city. But it could be that he provided engineering services for some of our major manufacturers as they built their large manufacturing facilities but at this point we do not know. He was repeatedly mentioned as the well-known architect/engineer of projects in Illinois although his name is not well known in Wisconsin. Further research may reveal additional projects. There was no other newspaper in Milwaukee of comparable size to the Journal; so Chase's specialty would not have had another client here. No other manufacturer was building within the city the type of factory that Chase was known for.

e-9. Its unique location as a singular physical characteristic which represents an established and familiar visual feature of a neighborhood, community or the city.

The Journal's distinctive building has been a visual landmark at Vel Phillips Avenue (North 4th Street) and State Street since its completion. Its proximity to the large entertainment and sport venues allow it to be seen by thousands of people throughout the year. Its unique cladding is unlike no other in the city.

Preservation Guidelines
For the
Milwaukee Journal Sentinel Building and Site

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding the permanent historic designation of the Milwaukee Journal Sentinel Building including its site. The intent of the commission is to preserve the historic, existing exterior features of the building and existing grounds and guide any changes and restorations that might be done on the exterior.

Building maintenance and restoration must follow accepted preservation practices as outlined below. Any exterior changes such as masonry repair, re-roofing, and so on but exclusive of routine painting will require a certificate of appropriateness. Most certificates are issued on a staff-approved basis and only major new construction or alteration requests typically will go before the Historic Preservation commission. The Commission reserves the right to make final decisions based upon particular design submissions.

GUIDELINES FOR STRUCTURES

Structures on the property of today's Journal Sentinel include the Journal Building, its 1961 addition, and the Republic Building (later the Sentinel Building). A large surface parking lot surrounded by a metal picket fence with masonry posts also is part of the site.

JOURNAL BUILDING

A. Roofs

Retain the flat roof shape. No changes can be made to the roof shape which would alter the building height, the roofline or its pitch. The appearance of the flat roof and shaped parapet are key features of 20th century. The original building was constructed with saw tooth skylights and slanted skylights that were intended to illuminate work area on the interior. Additional skylights may be added to the roof if they are not visible from the street or public right of way. [Note: currently two sides of this building are visible] Locate mechanical systems and vents on portions of the roof not visible at all from the public right of way and paint them out to minimize impact. There are many mechanicals currently on the roof and not visible. Re-roofing requires consultation with historic preservation staff and a Certificate of Appropriateness to ensure appropriate materials and installation. Electronic devices such as satellite dishes or solar panels require review with historic presentation staff and a Certificate of Appropriateness. The current penthouse may stay and the Historic Preservation Commission will consider modifications to it. There is also a large addition on the east side of the original roof that served as work space. That can remain and modifications to it would be considered by the Commission. No large rooftop construction or addition is allowed, as this would have a negative impact on the historic character and proportions of the building. The construction of other rooftop features, such as but not exclusive to a small penthouse, requires review by Historic Preservation staff and/or the Historic Preservation Commission and a Certificate of Appropriateness.

B. Materials

1. Masonry

a. Unpainted brick or stone must not be painted or covered. Painting masonry is historically incorrect and could cause irreversible damage if

it was decided to remove the paint at a later date. Covering masonry with other materials (wood, sheet metal, vinyl siding, etc.) is not allowed. No painting of the Kasota stone or other masonry is allowed. South and east walls that lack the Kasota stone appear to have been painted and can be repainted.

b. Re-point defective mortar by duplicating the original in color, hardness, texture, joint finish and joint width. See the masonry chapters in the books, As Good As New or Good For Business for explanations on why the use of a proper mortar mix is crucial to making lasting repairs that will not contribute to new deterioration of the masonry. Using much harder, contemporary Portland cement mortar will not make a lasting repair and can damage the historic brick and stone. Replaced mortar joints should be tooled to match the style of the original. Do not use mortar colors and pointing styles that were unavailable or were not used when the building was constructed. Consultation with historic preservation staff and a Certificate of Appropriateness is required before starting any re-pointing.

c. In the future should masonry cleaning be necessary (to remove environmental pollutants, graffiti etc.) it should be done only with the gentlest method possible. Sandblasting or high pressure water blasting or the use of other abrasive materials (baking soda, nut shells, dry ice, etc.) on limestone or brick surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. The use of accepted chemical products to clean masonry is allowed and a test panel is required before general commencement of the work. Work should be done by experienced individuals as the chemical cleaning process can have a negative impact on the masonry. A new laser cleaning system has been used successfully and may be an option. Consultation with historic preservation staff and a Certificate of Appropriateness is required before any cleaning would begin. One historic photo shows the building being cleaned, apparently with water, but the exact nature of the cleaning should be investigated to determine if there has been long-term damage to the building.

d. Repair or replace deteriorated masonry with new material that duplicates the old as closely as possible. The use of EIFS (exterior insulation and finish systems) which is synthetic stucco is not permitted. Consultation with historic preservation staff and a Certificate of Appropriateness is required before attempting work on the masonry.

2. Wood/Metal

a. Retain original material, whenever possible. Do not remove architectural features that are essential to maintaining the building's character and appearance. Cast iron is used for the large spandrels between the first and second stories and other decorative detail. The metal has been painted and can be repainted after any repairs are carried out.

b. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Covering metal with aluminum or vinyl or other substitute material is not permitted. Spot replacement or spot repair of any deteriorated elements is encouraged rather than complete removal and replication.

C. Windows and Doors

1. Retain existing window and door openings. Retain original doors and windows within those openings if any are extant. [Note: there has been replacement of windows along the State Street and Vel Phillips Avenue facades. It is not known if windows have been replaced on the other elevations. Historic photos show the original windows and replicas of those windows would be appropriate. It will have to be determined which doors are original But the openings remain mostly as designed by the architect] Do not make changes in existing fenestration by enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes. Do not change the size or configuration of the original window panes or sash. The installation of additional windows is not allowed on the primary elevations.

2. In the event any windows need to be replaced, consultation with Historic Preservation staff is required to determine appropriate replacements. New glass must match the size of the historic glass. Do not fill in or cover openings with inappropriate materials such as wood, glass block or concrete block or substitute siding.

   Any original windows on the building must be retained and repaired if at all possible. Vinyl, vinyl clad, metal, and metal-clad or fiberglass prime window units are not permitted. Any changes to doors and windows, including installation of new doors and windows, require consultation with Historic Preservation staff and a Certificate of Appropriateness.

3. Steel bar security doors and window guards would be inappropriate for this building. If permitted, the doors or grates must be of the simplest design and installed so as to be as unobtrusive as possible. A Certificate of Appropriateness is required for this type of installation.

D. Trim and Ornamentation

Trim/ornamentation is found at strategic locations on the building. The stone arch of the main entry features foliated forms and classically inspired forms. The cast iron spandrels likewise have foliated decoration. There are very small capitals that top the mullions on the first story. The stone spandrels on the upper stories likewise have foliated forms. These details are to be retained. Any damage to the ornament must be replaced in kind to match as inserting new materials might negatively impact the surrounding original materials.

E. Additions

Additions cannot be added to the State and Vel Phillips sides of the building. The Journal's own 1961 addition on the east does not allow for more additions there. The south elevation faced a vacated alley and skywalks connect it with the Sentinel Building leaving no room for an addition behind the original 1924 portion of the building. An addition to the south portion of 1961 addition could be considered by

the commission. Small scale extensions related to accessibility or other forms of access may be considered. The roof may not be removed or reconfigured to allow for additional stories. Should a small addition be contemplated, such as a penthouse, approval shall be based upon its compatibility with the primary building in terms of visibility, window proportion and placement, building height, roof configuration, scale, design, color, material and setbacks from the parapet walls and materials. Additions must be smaller than the original building and not obscure or loom over or engulf the historic building.

F. Signs/Exterior Lighting

Current signage on the building consists of individual letters spelling out The Milwaukee Journal, and Milwaukee Sentinel at the northwest corner of the building. An internally illuminated box sign spelling out Milwaukee Journal Sentinel is located between the second and the third story to the west of the main entrance. Plastic internally illuminated box signs with a completely acrylic face are not permitted. Current signs can remain until the owner would want to change them.

G. Guidelines for New Construction on the Site

It is important that new construction be designed to be as sympathetic as possible with the character of the Journal building. Large scale construction such as commercial buildings, residential units, and the like are not permitted on the site immediately adjacent to the historic building and its 1961 addition. This would diminish the character of the historic building. The southeast corner of the property is currently used for surface parking. Proposals to build on this corner will be reviewed by the commission based on criteria below. Small-scale accessory structures, like a gazebo, or fountain, small outdoor structures may be permitted depending on their size, scale and form and the property's ability to accommodate such a structure. Any request to construct a new structure would require a Certificate of Appropriateness. The following categories are consistent with all sites that receive local historic designation.

1. Site work

New construction must respect the historic site and location of the building. The primary building on the site must maintain the appearance of a freestanding structure as it was built.

2. Scale

For new construction, overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components, such as overhangs and fenestration that are in close proximity to the historic building must be compatible to and sympathetic with the design of the Journal Sentinel Building. Ideally, new construction is to be smaller in size and shorter in height than the historic building. New construction will not extend over the top of the current Journal Sentinel Building.

3. Form

The massing of the new construction must be compatible with the goal of maintaining the integrity of the historic building as a freestanding structure.

4. Materials

The building materials which are visible from the public right-of-way and in close proximity to the Journal Sentinel Building should be compatible with the colors, textures, proportions, and combinations of cladding materials used on the historic building. Since the historic building is clad in stone, stone on new construction would be appropriate. Faux wood grained panels, wood panels, cementitious panels, panels constructed of pressed wood, metal panels or corrugated metal, would be inappropriate for new construction

H. Guidelines for Demolition

It is not anticipated that the Journal Sentinel Building would be demolished, either in whole or in part. Although demolition is not encouraged and is generally not permissible, there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The following guidelines, with those found in subsection 11(h) of the ordinance, shall be taken into consideration by the Commission when reviewing demolition requests.

1. Condition

Demolition requests may be granted when it can be clearly demonstrated that the condition of a building or a portion thereof is such that it constitutes an immediate threat to health and safety and is beyond hope of repair. This would generally be in case of a major fire or a natural catastrophe.

2. Importance

Consideration will be given to whether or not the building is of historical or architectural significance or displays a quality of material and craftsmanship that does not exist in other structures in the area.

3. Location

Consideration will be given to whether or not the building or portion of it contributes to the neighborhood and the general street appearance and has a positive effect on other buildings in the area.

4. Potential for Restoration

Consideration will be given to whether or not the building is beyond economically feasible repair.

5. Additions

Consideration will be given to whether or not the proposed demolition is a later addition that is not in keeping with the original design of the structure or does not contribute to its character. The 1961 addition was not designed to match the 1924 structure. It reflects the aesthetics of its time period and represents a period of expansion for the paper where new production equipment and offices were housed

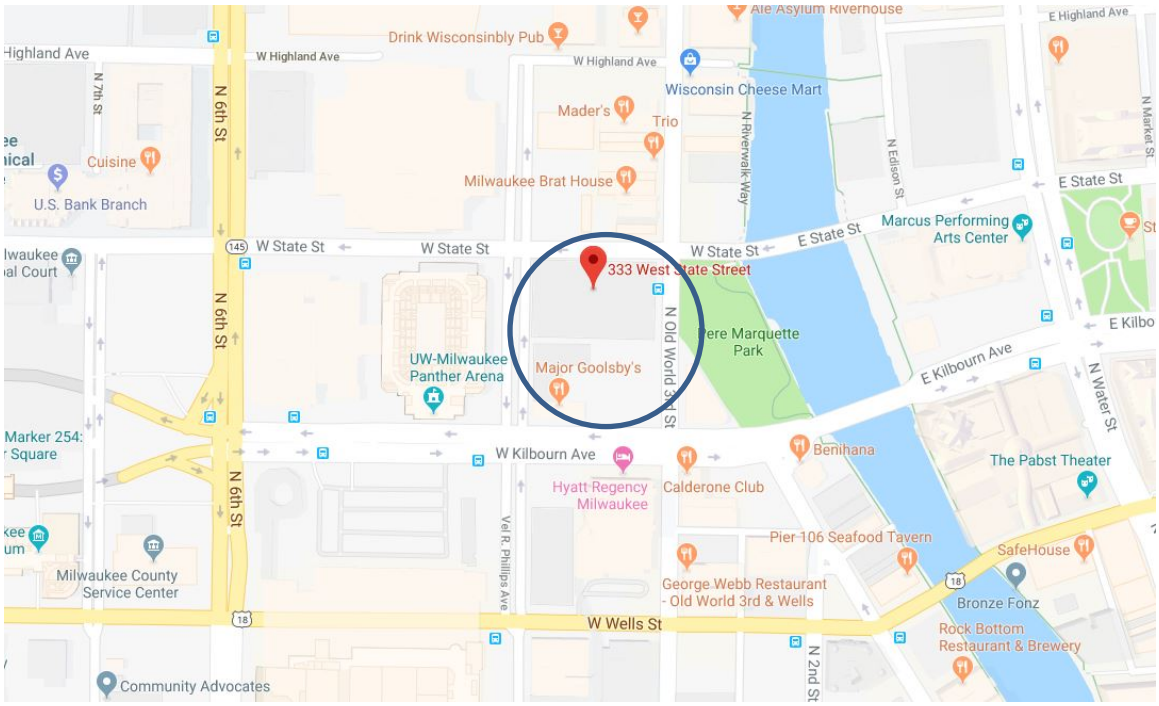
Guidelines for Additional Structures and Objects on the Site

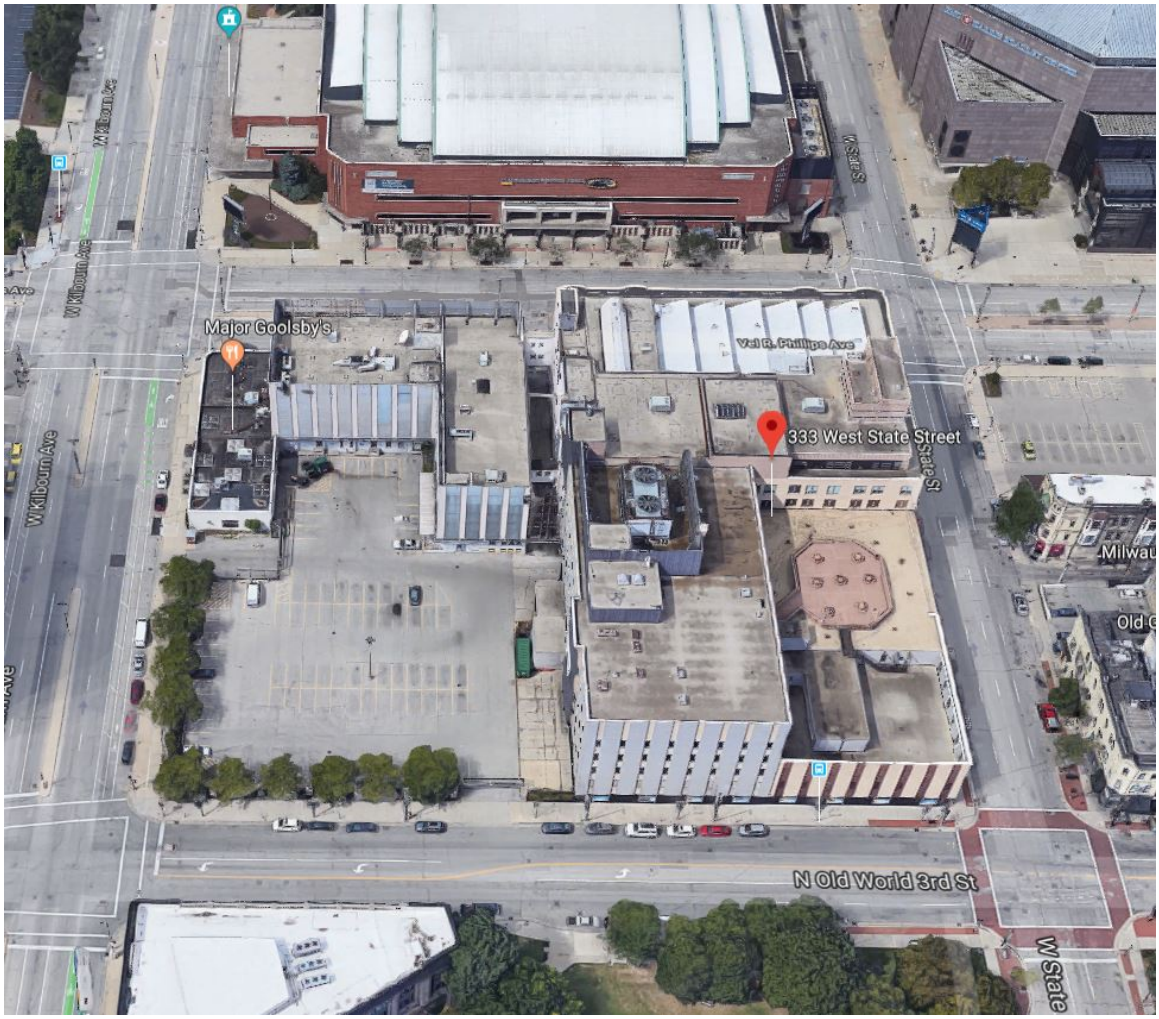
Sentinel/Republic Building

The building last occupied by the Milwaukee Sentinel, to the south of the Journal building along Vel Phillips Avenue, was not constructed for or by the Sentinel. The last major purpose-built home for the paper is located at 225 East Mason Street (1892, William Holbrook, architect) and the Romanesque style building is still occupied as offices and mostly in original condition.

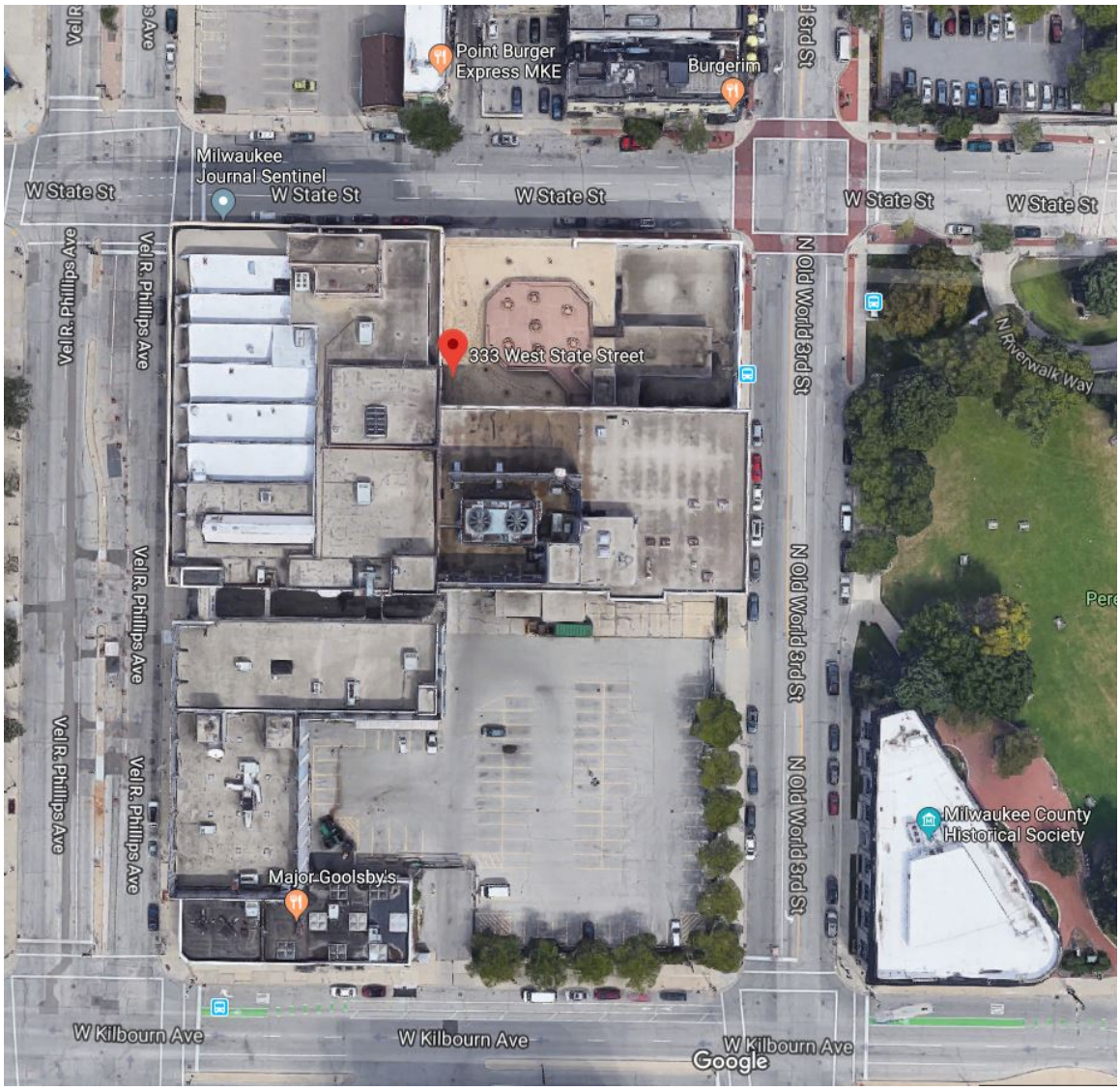
The property on Vel Phillips Avenue was built in two parts. The portion at the alley, closest to the Journal, was completed in 1919 and named the Republic Building. It was erected by Kletzsch Realty, likely the real estate company associated with the Kletzsch family who had owned the Republican Hotel on the east side of this same block. A fourth story was added to the Republic Building in 1923 then the block to the south was added in 1928. These buildings held a variety of businesses and small manufacturers over time. The Journal eventually acquired the building and it was referred to as the Annex. The paper made interior changes to the building in 1955, and constructed a bridge across the alley between the buildings in 1962. It was in 1962 that the Journal acquired the Sentinel and moved the latter paper to this building. Later remodeling included a change to the entrance and lobby in 1965, remodeling the façade in 1981, and replacing exterior windows in 1983.

It would be considered non-contributing to the Journal building's nomination due to the number of alterations to the façade that include windows, removal of original entrances, and refiguring the storefronts. The Historic Preservation Commission would look at any proposals for its demolition. Likewise, should a future owner want to restore/renovate the exterior of the Republic Building, the commission will look at those proposals. The retention of this building might be required for a later Historic Tax Credit project since the Journal did make use of this building and the Journal housed the Sentinel here after it purchased the Sentinel.


Drink Wisconsinbly Pub
Ale Asylum Riverhouse
E Highland Ave
W Highland Ave
Wisconsin Cheese Mart
Mader's
Trio
Milwaukee Brat House
N 7th St
N 6th St
Cuisine
U.S. Bank Branch
N Riverwalk Way
N Edison St
N Market St
E State St
Marcus Performing Arts Center
W State St
333 West State Street
Pere Marquette Park
UW-Milwaukee Panther Arena
Major Goolsby's
N Old World 3rd St
E Kilbourn Ave
N Water St
W Kilbourn Ave
Benihana
The Pabst Theater
Hyatt Regency Milwaukee
Calderone Club
Pier 106 Seafood Tavern
SafeHouse
Milwaukee County Service Center
George Webb Restaurant - Old World 3rd & Wells
Bronze Fonz
W Wells St
Rock Bottom Restaurant & Brewery
Vel R. Phillips Ave
N 2nd St
Community Advocates

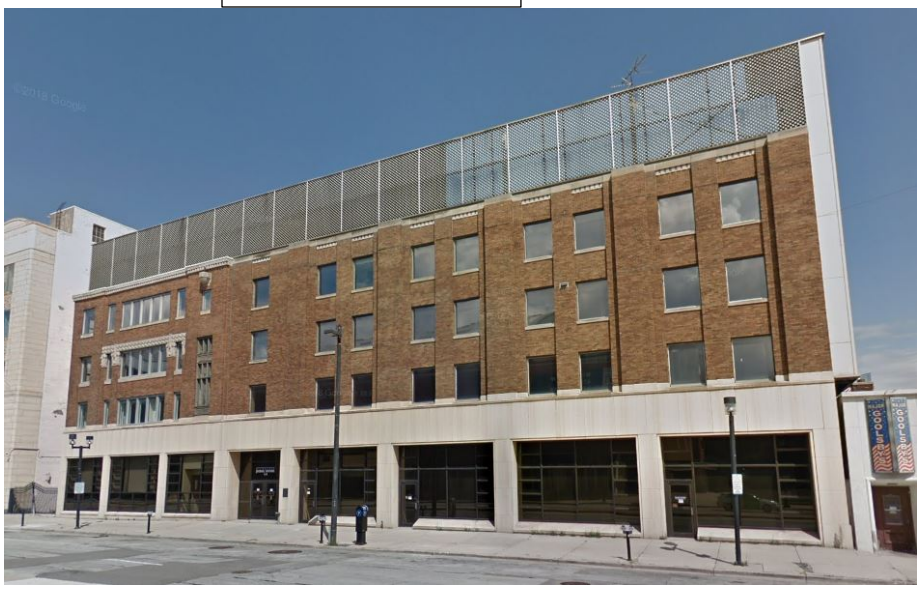


Aerial View of the Journal property looking west



Aerial View of the Journal Property
Looking north

Journal Building



Sentinel Building above c. 2015,
At left 1979 photo before remodeling / originally the Republic Building

Contractors for Journal Building

MJ –Milwaukee Journal
DR—Daily Reporter

Breen Stone & Marble Works, Kasota, Minnesota (MJ November 16, 1924 page 110)

Schick-Johnson Co. (Cabinet work, fixtures, interior trim, etc., Chicago Il.) (MJ November 16, 1924 page 121)

David Lupton's Sons Co. (Windows, Philadelphia, PA) (MJ November 17, 1924 page 18)

J.F. Stephens Co. (Ornamental and Plain Plastering, Milwaukee) (MJ November 16, 1924 page 118; DR)

Standard Conveyor Company (Conveyors and pneumatic tube system) (MJ November 16, 1924 page 111)

Western Specialty Company (affiliated with Western Glass and China Co., complete kitchen) (MJ November 16, 1924 page 122)

Henkel and Best (ornamental lanterns, Chicago, Il.) (MJ November 16, 1924, page 106)

Walter A. Sandrock Co. (balustrades, entrance gate, Milwaukee) (MJ November 16, 1924 page 106)

F. P. Smith Wire and Iron Works (ornamental iron and bronze work Milwaukee) (MJ November 16, 1924 page 106)

Durant Manufacturing Co. (productimers, Milwaukee) (MJ November 16, 1924 page 106)

Trico Fuse Mfg. Co. (renewable fuses, Milwaukee) (MJ November 16, 1924 page 106)

The Grid-Graph Company (grid-graph score boards, Columbus, Ohio) (MJ November 16, 1924 page 106)

Ritter Bros. (Decorative and plain painting, Milwaukee) (MJ November 16, 1924 page 120)

Lipman Refrigeration Co. (refrigerators for restaurant, Beloit Wisconsin) (MJ November 16, 1924 page 120)

W. W. Oeflein Inc. (General Contractors, Milwaukee) (DR August 15, 1923 page 4; March 24, 1924 page 4)

S. V. Hanley (plumbing)(DR)

Frank D. Chase (engineering, Chicago) (DR August 15, 1923 page 4)

Paul E. Mueller Co. (heating) (DR February 4, 1924 page 4)

Louis Hoffmann Co. (sheet metal) (DR)

Universal Roofing (roofing) (DR)