



HERITAGE RESEARCH, LTD.

10 June 2014

Milwaukee Historic Preservation Commission
200 E. Wells Street, Room B-4
Milwaukee, WI 53202

RE: National Register nomination
Square D Company/Industrial Controller Division (Junior House Lofts)
710 S. 3rd Street, Milwaukee

Chair Ann Pieper-Eisenbrown and members of the HPC:

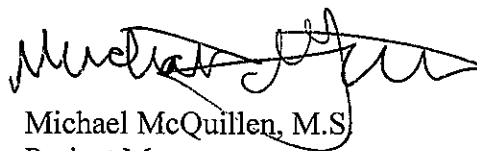
Enclosed is your copy of the National Register nomination for the former Square D Company/Industrial Controller Division building located at 710 S. 3rd Street.

This nomination has been submitted to the Wisconsin Historical Society (WHS) and is to be presented to the state review board at their meeting on August 15, 2014.

The subject building was recently rehabilitated following the Secretary of the Interior's Standards for Rehabilitation. A *Part 3 Request for Certification of Completed Work, Historic Preservation Certification Application* was approved August 9, 2013 (NPS Project #26093).

The enclosed nomination is for your review. Do not hesitate to contact me with questions or comments.

Sincerely,



Michael McQuillen, M.S.
Project Manager

HISTORICAL/ENVIRONMENTAL CONSULTANTS

Wisconsin Word Processing Format (Approved 1/92)

**United States Department of Interior
National Park Service**

**National Register of Historic Places
Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Square D Company/Industrial Controller Division
other names/site number Junior House Lofts

2. Location

street & number	710 South 3 rd Street			N/A	not for publication
city or town	Milwaukee			N/A	vicinity
state	Wisconsin	code	WI	county	Milwaukee
				code	079
				zip code	53204-1888

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.
(See continuation sheet for additional comments.)

Signature of commenting official/Title Date

State or Federal agency and bureau

Name of Property

County and State

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.

See continuation sheet.

determined eligible for the National Register.

See continuation sheet.

determined not eligible for the National Register.

See continuation sheet.

removed from the National Register.

other, (explain:)

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- structure
- site
- object

Number of Resources within Property
(Do not include previously listed resources in the count)

contributing	noncontributing
1	buildings
	sites
	structures
	objects
1	0 total

Name of related multiple property listing:
(Enter "N/A" if property not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

INDUSTRY: MANUFACTURING FACILITY

Current Functions

(Enter categories from instructions)

DOMESTIC: MULTIPLE DWELLING

7. Description

Architectural Classification

(Enter categories from instructions)

NO STYLE

Materials

(Enter categories from instructions)

foundation CONCRETE

walls STUCCO

roof RUBBER

other CONCRETE

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

INDUSTRY

Period of Significance

1925-1940

Significant Dates

1929

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Bader, Frank L. (architect: 1913 building)

Scott, Fitzhugh (architect: 1929 addition)

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

Square D Company/Industrial Controller Division
Name of Property

Milwaukee County
County and State

Wisconsin

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- State Historic Preservation Office
 - Other State Agency
 - Federal Agency
 - Local government
 - University
 - Other
- Name of repository: Milwaukee Public Library

10. Geographical Data

Acreeage of Property Less than one acre

UTM References (Place additional UTM references on a continuation sheet.)

1 16 425551 4763664
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Michael T. McQuillen	date	May 2014
organization	Heritage Research, Ltd.	telephone	(262) 251-7792
street & number	N89 W16785 Appleton Avenue	zip code	53051
city or town	Menomonee Falls	state	WI

Square D Company/Industrial Controller Division

Milwaukee County

Wisconsin

Name of Property

County and State

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

Complete this item at the request of SHPO or FPO.)

name/title	Kyle Strigenz, Tyler Hawley and Joe Klein	date	May 2014
organization	Junior House Lofts, LLC	telephone	(262) 347-9556
street & number	172 N. Broadway, Suite 200	zip code	53202
city or town	Milwaukee	state	WI

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Section 7 Page 1

Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

General Description

The former Square D Company/Industrial Controller Division facility is located on the southeast corner of South 3rd & West Pierce streets within the Walker's Point neighborhood of the City of Milwaukee, Milwaukee County. Designed by Milwaukee architect Frank L. Bader, the building was constructed in 1913 by the Riverside Printing Company. It was purchased by the Industrial Controller Company in 1925, which subsequently merged with the Square D Company. Following this merger, an addition designed by Milwaukee architect Fitzhugh Scott comprising two additional bays was constructed on the south elevation in 1929 giving the building its existing massing. The building was utilized for the manufacture of the firm's line of products with company offices on the first floor. As a former manufacturing facility, the building lacks decorative features and is characterized on the exterior by its large window openings and modest pilasters dividing the elevations. The interior also is devoid of ornamentation featuring an exposed reinforced concrete structural frame. Recently rehabilitated and converted to a residential use under the federal historic preservation tax credit program (NPS Project #26093), the Square D Company/Industrial Controller Division retains excellent integrity of design, materials, workmanship, feeling, association and location.

Statement of Description

The Square D Company/Industrial Controller Division abuts the sidewalk of W. Pierce Street and an alley on its north and rear elevations, respectively. A modest landscaped strip of land is found between the primary façade and the South 3rd Street sidewalk, while a landscaped asphalt parking lot is located directly south of the building. The setting is urban featuring commercial establishments to the south and east. One-and-one-half-to-two-story residences, predominantly dating to the late nineteenth century, are located to the north across W. Pierce Street. A modern high school building – the Lynde & Harry Bradley Technology and Trade School (Bradley Tech) – is situated across South 3rd Street to the west.

Constructed in 1913, the subject three-story, reinforced concrete building has a flat roof and is sheathed with painted, rough cement stucco. Elevations are divided into bays by slightly projecting pilasters. Modest detailing is found at the top and base of the pilasters, which originally projected above the roofline (see historic photograph of the building attached to this nomination). The

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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

southernmost two bays are an addition built in 1929. As a former manufacturing facility, the building lacks decorative features and is characterized by its large window openings containing modern fenestration that feature the multi-light appearance of their antecedents.¹

The primary (west) facade features a modern metal-and-glass entrance containing double doors, transom and sidelights. This entrance is sheltered by a modern flat roof canopy. The "Junior House" lettering on the canopy identifies the company that occupied this building for a number of years beginning in 1953. A historic wooden door containing a large glass insert is located to the right of the primary entrance. A glass transom is found over this door.

Similar to the rest of the building, side elevations are defined by their large window openings and slightly projecting pilasters. An additional building entrance is found by the east end of the south elevation where a number of utility meters have been installed.

The rear (east) façade features a former loading dock opening in the middle of this elevation that was infilled during the recent rehabilitation containing a large window opening and metal double doors. As well, an additional entrance containing a modern metal door is located at the south end of the rear elevation.

The interior is devoid of ornamentation and originally featured an open floor plan where the products of the Square D Company/Industrial Controller Division were manufactured. Company offices were formerly located on the first floor along the interior of the primary façade wall, while a loading dock was found in the middle of the rear elevation. The conversion of the building to its current residential use retained its manufacturing facility identity. Its unpainted reinforced concrete structural system remains exposed. Pillars within the original 1913 portion of the building are octagonal in shape, while those in the 1929 addition are round with flared mushroom capitals. Concrete stairways in the building retain their original utilitarian rounded railings with additional screening and handrails installed for code compliance. Apartments feature original concrete floors, while carpeting is found in the corridors. Ductwork and piping are exposed and apartment partition walls, doors, fixtures and lighting are modern.²

¹ Building permits (20 August 1913 & 7 March 1929), 710 South 3rd Street, on file at the Department of City Development, City of Milwaukee, 809 N. Broadway (First Floor), Milwaukee, WI.

² Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, Wis.* (New York: Sanborn Map Company, 1910 w/

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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

Exterior work completed during the recent rehabilitation of the Square D Company/Industrial Controller Division (NPS Project #26093) involved replacing the windows – most of which postdated the period of significance having been previously replaced in 1953 – and constructing a historically appropriate primary elevation entrance, which similarly had been altered after the period of significance by a subsequent building owner. As well, the stucco was repaired and painted. On the interior, fifty apartments were introduced to the building while maintaining the exposed character of the concrete structural system.³

Integrity

The Square D Company/Industrial Controller Division retains excellent integrity of design, materials, workmanship, feeling, association and location. The building was recently rehabilitated following the Secretary of the Interior's Standards for Rehabilitation. A *Part 3 Request for Certification of Completed Work, Historic Preservation Certification Application* was approved August 9, 2013 (NPS Project #26093).

updates to 1926 & 1910 w/ updates to 1961).

³ Building permit (23 June 1953), 710 South 3rd Street, Milwaukee.

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Section 8 Page 1

Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

Statement of Significance

The Square D Company/Industrial Controller Division is locally significant under Criterion A for its innovations and contributions in the field of electric motor control. With the advent of utilizing electricity for power, the firm produced motor controls, pressure regulating switches, starters and other products that controlled and regulated motor speed in industrial applications. The company grew and developed during the period when other Milwaukee-based firms, namely, Cutler-Hammer and Allen-Bradley, were also leaders in the same field. Originally incorporated in May 1910 as the Independent Electric Manufacturing Company, the name of the firm was changed to the Industrial Controller Company in 1914. Industrial Controller purchased the subject building in 1925 for use as their headquarters and manufacturing plant. Four years later, the company merged with the Square D Company of Detroit and, thereafter, the Milwaukee operations were referred to as the Square D Company, Industrial Controller Division. Speaking to the significance of Industrial Controller in this merger, officers with that company assumed leadership positions in the unified entity. Francis Magin, who served as secretary-manager of the Industrial Controller Company, was made president of Square D in 1933 serving in that capacity until 1956. Magin guided the Square D Company to a leading position in the electric controls industry. At the same time, Hermon L. Van Valkenburg, chief engineer and treasurer of Industrial Controller, was promoted to a senior vice-president position within the Square D Company. Serving as head of its engineering staff, Van Valkenburg and his engineers embodied the innovation that the Square D Company/Industrial Controller Division demonstrated in their industrial field. Van Valkenburg held sixty patents during his time with the firm; many of which he developed during the occupancy of the subject building. This research and development was critical to company growth and, by the late 1970s when Square D had grown to have an international presence, the company cited that most of their 20,000 products were the result of their own design program. An appropriate period of significance would be 1925-1940; the starting date representing the year the Industrial Controller Company purchased and occupied the subject building, while the ending date is the year the Square D Company/Industrial Controller Division vacated the building following construction of their new plant on North Richards Street, Milwaukee. Within this period of significance, 1929 is a significant date as it is the year the addition was constructed on the south elevation.

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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

General Historical Background

The present-day City of Milwaukee was established in 1846 with the incorporation of three independent communities: Kilbourntown, Juneautown and Walker's Point. Located at the convergence of the Menomonee, Milwaukee and Kinnickinnic rivers, this former trading post became the largest city and commercial center in Wisconsin. As a port and railroad hub, Milwaukee's population increased from 16,521 in 1848 to 45,246 by 1860.⁴

Industrial concerns such as tanning, meat-packing, brewing, and machinery manufacturing began to dominate Milwaukee's economy in the late nineteenth and twentieth centuries. In 1914, manufacturing output in the city was \$223.56 million and, within five years, this number had risen to \$576.16 million. By 1920, fifty-eight percent of working Milwaukeeans were employed in manufacturing and, in 1925, Milwaukee County featured the country's largest producers of heavy machinery (Allis-Chalmers), cranes and hoists (Harnischfeger), motorcycles (Harley-Davidson), steam shovels and dredges (Bucyrus), outboard motors (Evinrude), automobile frames (A.O. Smith) and electrical controls (Cutler-Hammer). Manufacturing output stood at \$700.76 million in 1929, at which point Milwaukee was the twelfth largest city in the United States featuring 578,249 residents. Although the advent of utilizing electricity in industrial applications was a national trend, Milwaukee must have been an opportune environment for the city's electric motor control manufacturers to develop their products, which had numerous applications in heavy industry. John Gurda, in his book *The Making of Milwaukee*, elaborates on this "circle of mutual dependence"⁵:

Although their products were sold all over the world, Milwaukee's metal-benders formed a chain of production that was impressively local. Kearney & Trecker machine tools installed by Harnischfeger overhead cranes might have produced parts for Allis-Chalmers turbines used to generate electricity that passed through Allen-Bradley or Cutler-Hammer controls to Louis Allis motors equipped with Falk speed-reducers to drive Chain Belt conveyors in the Kearney & Trecker plant.⁶

⁴ Landscape Research, *Built in Milwaukee: An Architectural View of the City* (Milwaukee: City of Milwaukee, Department of City Development, 1981), 3, 7, 9.

⁵ *Ibid.*, 9; John Gurda, *The Making of Milwaukee* (Milwaukee: Milwaukee County Historical Society, 1999), 100, 164, 181, 241, 243, 246, 323, 414.

⁶ Gurda, *The Making of Milwaukee*, 414.

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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

Along with the aforementioned Allen-Bradley and Cutler-Hammer companies, the Square D Company was a significant local manufacturer in the electric motor control industry whose products were distributed worldwide.

Electric Motor Control Industry in Milwaukee

Its terms of its big three producers, the history of the electric motor control industry in Milwaukee begins with the Cutler-Hammer Manufacturing Company. Incorporated in Chicago in 1893 by Harry Cutler, Franklin Terry and Edward Hammer, Cutler-Hammer saw an opportunity in the fledgling electric control field at a time when telephone systems, street railways, and arc lighting and incandescent systems all used some form of control devices. These devices generally were built specifically for each installation, whereas ready-made components would have been more economical. Cutler-Hammer succeeded in securing exclusive manufacturing and sales rights to a patent on a starting box for motors (a starter was necessary due to the fact that motors of this era drew large amounts of current when starting, which could destroy their coils). At the same time, a similar product was being manufactured by the American Rheostat Company in Milwaukee headed by Frank Bacon. After initially pursuing court action against each other, the two firms consolidated with Frank Bacon serving as president and Harry Cutler as chief engineer (Terry and Hammer already had left to pursue other ventures). The company would retain the Cutler-Hammer name and ultimately settled in Milwaukee in 1899.⁷

As chief engineer, Cutler held fifty-four patents during his career with Cutler-Hammer. Products of the company included automatic starters, speed regulators, and switches. In the early twentieth century, elevator and printing equipment controls were profitable lines. Cutler-Hammer grew steadily featuring 2,700 employees and \$10.8 million in sales in 1923. The company was listed on the New York Stock Exchange in 1928. With an eye on expanding its foreign markets, a subsidiary – Cutler-Hammer International – was formed in 1956 and, by 1965, Cutler-Hammer sales had reached \$191 million. In Milwaukee, its original complex at North 12th Street and West St. Paul Avenue had grown to occupy five city blocks; however, 1960s freeway development and, specifically, construction of the Marquette

⁷ Cutler-Hammer, Inc., *A History of Cutler-Hammer, Inc., 1892-1967* (Milwaukee: Cutler-Hammer, Inc., 1967), unpaginated.

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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

Interchange claimed much of this land. As a result, a new corporate headquarters and research building were constructed adjacent to their existing plant (built in 1951) at North 30th Street in Milwaukee. Cutler-Hammer was acquired by Eaton Corporation in 1978.⁸

Ten years after Cutler-Hammer's incorporation, the Allen-Bradley Company was founded in 1903 as the Compression Rheostat Company. Established by Lynde Bradley and Dr. Stanton Allen, who provided financial support and guidance, the firm manufactured carbon-pile rheostats – the initial application of which was crane motor controllers. Shortly thereafter, Lynde's brother, Harry joined the business, which changed its name to the Allen-Bradley Company in 1909. Allen-Bradley drew the attention of Milwaukee manufacturers Cutler-Hammer and Allis-Chalmers with both firms offering to acquire the company; however, these entreaties were rejected. During the period 1912-15, Allen-Bradley developed their line of products and Lynde Bradley received seven patents for such items as current controllers, resistance devices, telephone transmitters, and a process for lining containers.⁹

Orders for motor controls during World War I were a significant catalyst for growth at Allen-Bradley and company sales increased from \$86,000 in 1915 to \$404,683 in 1917 and \$593,278 in 1918. Up to that point in their history, Allen-Bradley's primary product line was a series of large carbon-pile motor controllers used primarily in heavy industry; however, the company developed a small resistor (the Bradleystat) that was utilized by the auto industry and in radios. By 1924, Bradleystat sales reached \$1,161,380 and, in 1929, total sales at Allen-Bradley were \$3 million. During the early 1930s, the company featured twelve district sales offices that primarily sold the firm's products to machine tool and radio industries. At the same time, Allen-Bradley's industrial control research department was developing two motor control products – a solenoid double-break starter and a solenoid relay – that would be instrumental in the automated control of manufacturing machinery. In 1954, the company's first manufacturing facility outside of the United States was completed in Canada. The impetus for this development came from a competitor; specifically, the former chief engineer and plant manager for Square D Canada who later transferred to Allen-Bradley. Fifteen years later, in 1969, Allen-Bradley opened a plant in England, which was its first production facility outside of North America. In Milwaukee, a significant expansion of the company's headquarters complex at South 2nd Street was

⁸ Ibid., unpaginated; Gurda, *The Making of Milwaukee*, 335.

⁹ Allen-Bradley Company, *Changing with the Times: A History of the Allen-Bradley Company* (Milwaukee: Allen-Bradley Company, 1987), 2, 4, 5, 10, 13, 14, 20.

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Square D Company/Industrial Controller Division
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also completed that year. The firm featured over 15,000 employees worldwide in 1981. Allen-Bradley was acquired by Rockwell International Corporation (now Rockwell Automation) in 1985.¹⁰

Emerging at approximately the same time as Cutler-Hammer and Allen-Bradley, the Square D Company grew alongside its two Milwaukee-based competitors.

Square D Company/Industrial Controller Division

Originally incorporated in May 1910 as the Independent Electric Manufacturing Company, the name of the firm was changed to the Industrial Controller Company in 1914. Located at 886 Greenbush Street, Milwaukee, business growth led Industrial Controller to purchase the subject building at 710 South 3rd Street in 1925. Manufacturers of electric motor control devices, Industrial Controller merged in 1929 with the Square D Company of Detroit, producers of electrical distribution equipment. This consolidation gave Square D a well-established position in the growing business of automatic electric controls for industrial use and the Milwaukee operations were thereafter referred to as the Square D Company, Industrial Controller Division. That same year, the firm constructed an addition on the subject building.¹¹

With the advent of utilizing electricity for power, the company developed within the context of the need to safely distribute and control electricity. Production in the subject Milwaukee plant included the manufacture of industrial motor controls, resistance welding controls, steel mill controls, pressure regulating switches and magnetic starters. In 1931, this facility featured 150 employees and a new line of products were unveiled. Indeed, throughout the history of the Square D Company, research and development was critical to the firm's growth and, in the late 1970s, it was cited that most of their 20,000 products were the result of their own design program. Business at the Industrial Controller Division grew 25% from 1932 to 1933 and more than doubled in 1934 when the plant employed 250

¹⁰ Ibid., 25, 26, 29, 36, 37, 39, 66, 78, 79; Gurda, *The Making of Milwaukee*, 240; Harry H. Anderson and Frederick I. Olson, *Milwaukee, At the Gathering of the Waters* (Tulsa, OK: Continental Heritage Press, 1981), 179.

¹¹ Wisconsin Domestic Corporations, 1848-1945 (Series 356), Industrial Controller Co., File Number I000290, Box 370, Milwaukee County, located at Wisconsin Historical Society Library-Archives, 816 State Street, Madison, WI; *Wright's City of Milwaukee Directory* (Milwaukee: Wright Directory Company, 1919, 1924, 1926 & 1929); Anderson and Olson, *Milwaukee, At the Gathering of the Waters*, 215; *About Square D: Wherever Electricity is Distributed and Controlled* (Published by Square D Company, 1978), 3; Building permit (7 March 1929), 710 South 3rd Street, Milwaukee.

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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

individuals. This increase was attributed to greater demand from automobile manufacturers, as well as breweries, distilleries and glass manufacturers with the resumption in the sale of alcoholic beverages. Earlier in the decade, a large shipment of controllers was also sent to the Philadelphia & Reading Coal Company. Broad developments, including the commercial demand for electricity and the creation of the Rural Electrification Administration in 1935, which sought to make electricity more widely available in rural areas, fueled Square D's business with the need for products to distribute and control electricity.¹²

During this same time period, Francis (Fritz) Magin was made president of the Square D Company in 1933. Magin served as secretary-manager of Industrial Controller prior to the merger; he had been with the firm since 1912 when it was still the Independent Electric Manufacturing Company. Since Square D Company headquarters were located in Detroit, Magin constantly traveled between that city and Milwaukee (indeed, in 1939, he spent 142 nights of the year on a Pullman railroad car). He became the longest tenured top executive at Square D serving as president until 1956 and then chairman until his death in 1965. Under his leadership, Magin guided the Square D Company to a leading position in the electric controls industry. Following his death, the company donated \$100,000 to the Center of the Performing Arts fund drive in Milwaukee and a second level lounge/lobby space was named in his honor.¹³

Magin wasn't the only officer from Industrial Controller who was elevated to a prominent position within the Square D Company following the merger. Hermon L. Van Valkenburg, who joined the company in 1914 serving as chief engineer and treasurer of Industrial Controller, was promoted to a senior vice-president position within the Square D Company in charge of the Industrial Controller Division. He also served as dean of its engineering staff. Evidence of the Square D Company's commitment to research and development is seen with the sixty patents held by Mr. Van Valkenburg

¹² "Big Shipments for Square D," *Milwaukee Sentinel*, February 21, 1932, Page 11A; "Order Upturn Runs a Year," *Milwaukee Sentinel*, January 7, 1934, Page 7B; "Fritz Magin Shows Off New Square D Plant," *Milwaukee Sentinel*, February 18, 1947, Part 2, Page 5; *About Square D: Wherever Electricity is Distributed and Controlled*, 8.

¹³ "Magin Woofs His Way Through an Interview," *The Milwaukee Journal*, August 25, 1940, Part 2, Page 7; *Wright's City of Milwaukee Directory* (Milwaukee: Wright Directory Company, 1924); Anderson and Olson, *Milwaukee, At the Gathering of the Waters*, 215; "Another Large Gift Goes to Music Hall," *The Milwaukee Journal*, April 11, 1965; "Magin Dies; Headed Square D 23 Years," *The Milwaukee Journal*, January 22, 1965, Part 1, Page 16. Able to perform a number of magic tricks, Magin was a member of the Society of American Magicians.

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(patents were awarded to him and he assigned them to the Square D Company). A few examples of patents Mr. Van Valkenburg received during the period when the Square D Company, Industrial Controller Division occupied the subject building include:¹⁴

Automatic Pressure Switch (Patent #1,843,256): "This invention relates to improvements in automatic pressure switches for controlling the operation of pressure pumps and other devices by predetermined pressures of the medium pumped."

Relay System (#1,932,808): "This invention relates to relays and is particularly directed to a thermal overload relay."

Push Button Switch (#1,996,891): "In certain installations, such as the control switches for motors, it is the customary practice to provide start and stop switches which are usually the push button type... they are often installed in places where there is danger of explosion from floating combustible dust particles. Objects of this invention are to provide an enclosed type of push button switch which is adequately sealed against the entrance of foreign material."

Automatic Starter (#2,008,845): "This invention relates to automatic starters for condenser type motors. In single phase condenser type motors, it is desirable to cut out the starting winding after the motor has come up to speed and to thereafter have the motor operate as a simple, single phase motor."

Automatic Controller (#2,080,241): "This invention relates generally to automatic electric circuit controllers and more particularly to automatic motor starters of the current limit type for starting direct current motors."

Electric Switch (#2,262,071): "This invention relates to electric circuit controlling instrumentalities and more particularly to mechanical interlocks between electromagnetically operated switches."

Hermon Van Valkenburg remained in Milwaukee with the Square D Company throughout his career and was a member of multiple engineering societies including the American Institute of Electrical

¹⁴ William G. Bruce, ed., *History of Milwaukee City and County*, 3 vols. (Chicago: S. J. Clarke Publishing Company, 1922), 3:441; *Wright's City of Milwaukee Directory* (Milwaukee: Wright Directory Company, 1924); "Death Takes an Inventor, Van Valkenburg," *The Milwaukee Journal*, June 21, 1962, Part 1, Page 30; United States Patent Office, Google Patent Search, www.google.com/patents.

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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

Engineers, the Professional Engineering Society, and the Engineers' Society of Milwaukee.

On April 11, 1936, the Square D Company was listed on the New York Stock Exchange. By 1939, Square D featured plants in Los Angeles, San Francisco, Denver, Houston and Peru, Indiana in addition to their factory in Detroit and the subject facility in Milwaukee. Los Angeles operations resulted from a merger in 1930 with the Diamond Electrical Manufacturing Company and, in the early 1940s, the primary company division breakdown was the switch and panel division located in Detroit; controller division in Milwaukee; and western division in Los Angeles. Safety switches, panel boards, switchboards and multi-breakers were produced in Detroit, while electric motor control devices, regulators and pressure switches were among the products manufactured in Milwaukee. All of the company's products were made in Los Angeles specifically for the western market.¹⁵

In 1939, the Square D Company had a net profit of \$1,038,491 and total assets of \$6,537,733 compared to assets of \$4,316,909 in 1938. Business growth at the Milwaukee Industrial Controller Division necessitated the construction of a new plant replacing the subject building in 1940-41. Built at North Richards Street and East Capitol Drive in Milwaukee by the Austin Company of Cleveland, this new factory contained 125,000 square feet of space and increased production capacity by fifty percent. At the time of its construction, it was said to be one of the few entirely new plants built in several years in Milwaukee. Various manufacturing equipment was moved from the subject building to the new plant. The net income of the Square D Company increased to \$2,023,203 in 1940 and \$3,104,342 in 1941. During WWII, 90% of the company's total production was for defense purposes, although practically all of this material was composed of its regular products. This increase in business necessitated expanding the new Milwaukee plant in 1942-43 and, again, in 1946-47 at which point it featured 300,000 square feet of space and 1,220 employees. After the Square D Company, Industrial Controller Division relocated to the North Richards Street plant, the subject building was vacated. By the mid-1940s, it was occupied by the optical division of the Perfex Corporation.¹⁶

¹⁵ Jerre L. Stead, *Square D: Profits, Dividends for 54 Consecutive Years (Global Leader in Industrial Controls and Electrical Distribution)* (New York: The Newcomen Society of the United States, 1990), 12; "Square D Board Approves Merger," *New York Times*, December 7, 1939, Page 43; "Square D Company Earns \$3,104,342" *New York Times*, February 17, 1942, Page 35; "Square D Likely to Better Last Year's Earnings Record," *Barron's National Business and Financial Weekly*, October 15, 1951, Page 19.

¹⁶ "Offices of New Square D Co. Plant Are Air Conditioned," *Milwaukee Sentinel*, February 20, 1941, Page 19; "Fritz Magin Shows Off New Square D Plant." *Milwaukee Sentinel*, February 18, 1947, Part 2, Page 5; Building Plans

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With the continued increase in the use of electric power throughout the twentieth century, Square D ultimately became a Fortune 500 company by the 1970s. In the 1950s, the company decentralized its manufacturing operations establishing auxiliary plants at strategic market locations including internationally. It built an additional plant in Glendale, Wisconsin in 1956, within approximately five miles of its North Richards Street facility. However, by the early 1970s, significant portions of its Milwaukee operations were being moved to the southern United States due to wage and cost factors. In 1991, Square D was purchased by Paris-based electrical equipment giant Groupe Schneider; it currently operates as a division within its parent company. Its last manufacturing plant in Milwaukee was closed in 1992.¹⁷

Perfex Corporation utilized the subject building for their optical division, and later as their city sales office, from the mid-1940s into the early 1950s. By 1953, the property was owned by Junior House, a women's clothing manufacturer ("J. H. Collectibles" label), which occupied the building into the 1990s. Most recently, the building has been rehabilitated and converted to a residential use under the federal historic preservation tax credit program (NPS Project #26093).¹⁸

Conclusion

Operating at the subject location from 1925-1940, the Square D Company/Industrial Controller Division is eligible for the National Register under Criterion A for its innovations and contributions in

Correspondence, 1914-1991 (Series 2284 e-files), Square D Company (file #6903), Wisconsin Division of Safety & Buildings, Bureau of Buildings and Structures, Collection held in the Wisconsin Historical Society Library-Archives, 816 State Street, Madison, WI; "Square D Company Earns \$3,104,342" *New York Times*, February 17, 1942, Page 35; *Wright's City of Milwaukee Directory* (Milwaukee: Wright Directory Company, 1940, 1945 & 1947).

¹⁷ "Globe-Union, Square D to Merge," *Milwaukee Sentinel*, May 3, 1978, Front Page; "Square D Likely to Better Last Year's Earnings Record," *Barron's National Business and Financial Weekly*, October 15, 1951, Page 19; "Square D Set to Build Plant," *The Milwaukee Journal*, February 16, 1956, Part 2, Page 21; "Square D May Move Some Operations," *The Milwaukee Journal*, May 6, 1971, Front Page; "Sweeter Offer Finally Sways Square D," *The Milwaukee Journal*, May 13, 1991, Page C7; "Square D Closes Last Plant Here," *Milwaukee Journal-Sentinel*, February 7, 1997, Page 1D.

¹⁸ *Wright's City of Milwaukee Directory* (Milwaukee: Wright Directory Company, 1945, 1947, 1949 & 1952); *Walker's Point: Commercial and Industrial Buildings Tour* (Milwaukee: City of Milwaukee Department of City Development, 1994).

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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

the field of electric motor control that resulted in it becoming a worldwide leader in the industry. The property is significant at the local level.

Archaeological Potential

No archaeological remains have been discovered to date on the Square D Company/Industrial Controller Division property. Some prehistoric and late historic remains may be present, as Wisconsin Indian nations and, later, European-Americans have inhabited the area for hundreds of years. Any remains of pre-European cultures are likely to have been disturbed, if not destroyed, by the building activity associated with the immediate area surrounding the Square D Company/Industrial Controller Division. The presence of historic archaeological remains is possible and might be worth exploring.

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Square D Company/Industrial Controller Division
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Square D Company/Industrial Controller Division
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Square D Company newspaper clippings file. File held in the Frank P. Zeidler Humanities Room at the Milwaukee Public Library, 814 W. Wisconsin Avenue, Milwaukee, WI. Various dates used. See individual notes for citations.

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“Square D Likely to Better Last Year’s Earnings Record.” *Barron’s National Business and Financial Weekly*, October 15, 1951, Page 19.

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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

Latitude & Longitude:

Latitude: 43.023961; Longitude:-87.913932

Verbal Boundary Description:

The historic boundary reflects the property's current lot lines, the parcel of which is otherwise known as: SUBD OF BLK 107 IN SE ¼ SEC 32-7-22 BLOCK 107 LOTS 2 & 8 THRU 12.

Boundary Justification:

The historic boundary of the Square D Company/Industrial Controller Division coincides with the legal boundary of the property.

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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

**Square D Company/Industrial Controller Division
City of Milwaukee, Milwaukee County, Wisconsin
Photo by Michael T. McQuillen, May 2014**

Photo 1 of 8

Context view on South 3rd Street, view looking south

The information for the following photos is the same as above, except as noted:

Photo 2 of 8

Primary (west) and north elevations, view looking southeast

Photo 3 of 8

North and rear (east) elevations, view looking southwest

Photo 4 of 8

Rear (east) elevation, view looking west

Photo 5 of 8

South and rear (east) elevations, view looking northwest

Photo 6 of 8

South and primary (west) elevations, view looking northeast

Photo 7 of 8

Primary (west) elevation, view looking northeast

Photo 8 of 8

Interior, view looking east

Photo by Michael T. McQuillen, June 2013

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Milwaukee, Milwaukee County, Wisconsin



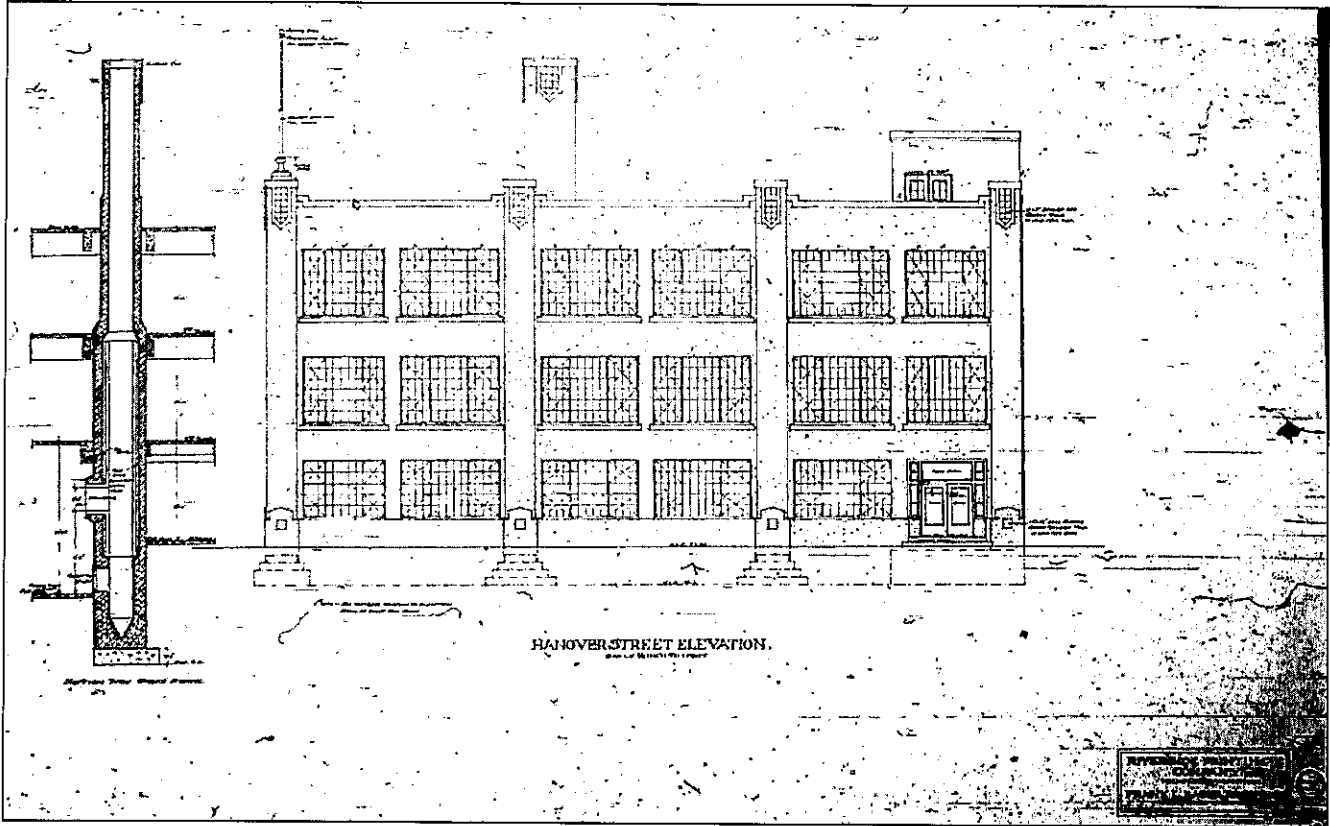
1940 historic photograph showing the primary (South 3rd Street) and north (West Pierce Street) elevations. [Photograph property of the Milwaukee County Historical Society (South 3rd Street File), Milwaukee, Wisconsin]

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1913 primary (west) elevation architectural plan (note: Hanover Street elevation is the current South 3rd Street elevation). [1913 plans for the building on file at the City Records Center, Frank P. Zeidler Municipal Building, Milwaukee, Wisconsin]

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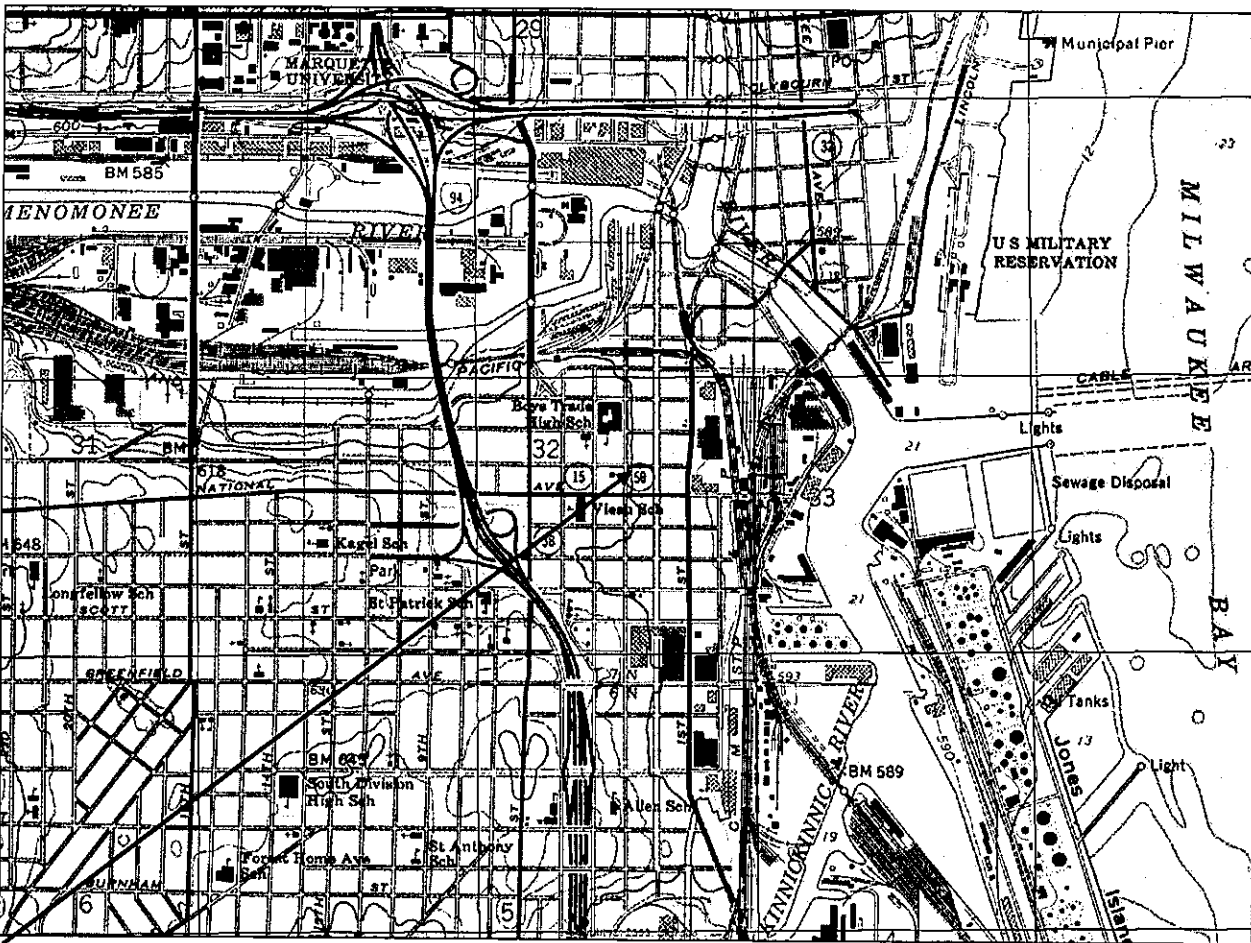
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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

USGS Milwaukee

Wisconsin, Milwaukee County
7.5 Minute Series (Topographic)



Square D Company/Industrial Controller Division, 710 South 3rd Street, Milwaukee, Milwaukee County

UTM Coordinates: 16/425551/4763664

Latitude: 43.023961 Longitude: -87.913932

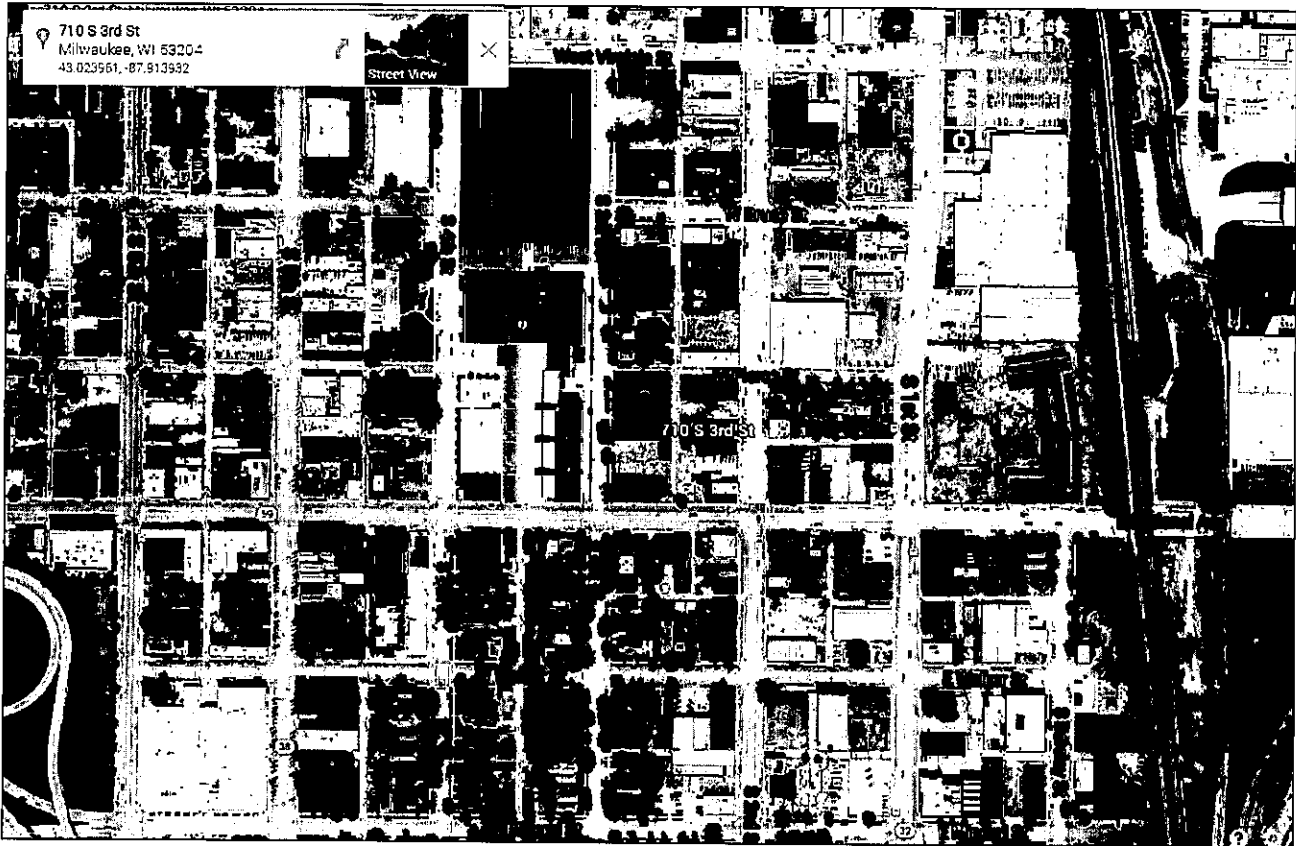
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Square D Company/Industrial Controller Division
Milwaukee, Milwaukee County, Wisconsin

Google Earth Image:



Square D Company/Industrial Controller Division, 710 South 3rd Street, Milwaukee, Milwaukee County

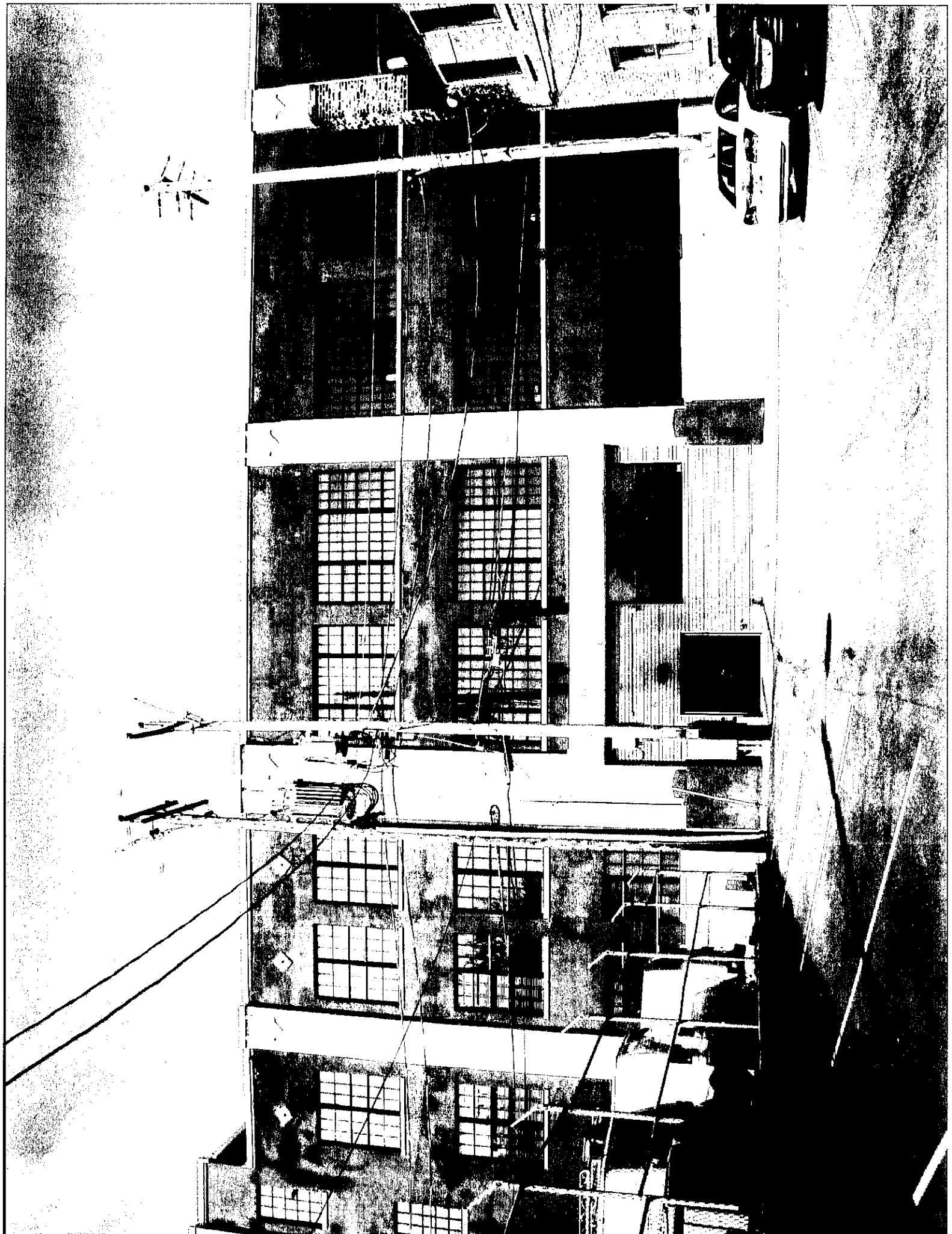
UTM Coordinates: 16/425551/4763664

Latitude: 43.023961 Longitude: -87.913932

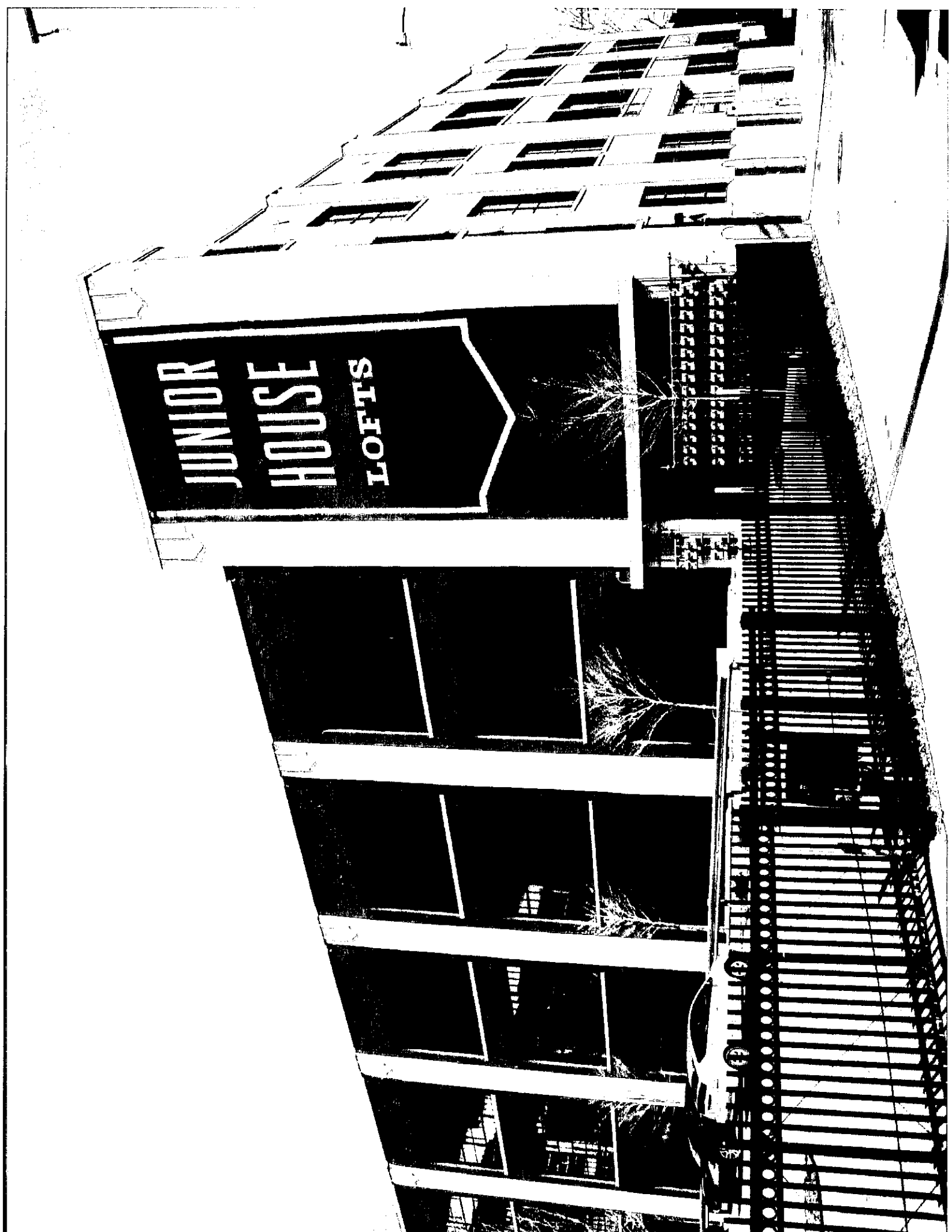








**JUNIOR
HOUSE
LOFTS**





JUNIOR
HOUSE
LOFTS

AHEAD



