

Parklike Area Planned to Set Off Plant Offices

Square D Co. Factory Will Have Attractive Grounds; Art School Tells of Landscaping

By LOREN H. OSMAN
Of The Journal Staff

Can an industrial plant be well landscaped? How about a parking lot?

Two Milwaukee organizations are completing landscaping on their properties, with results that promise to make them as attractive as many homes.

The Square D Manufacturing Co. is adding the finishing touches to its 100 by 238 foot office building, which joins the plant at 4041 N. Richards st. Being built, as an integral part of the two story structure, is a parklike area which stretches 192 feet south to E. Capitol dr. and 265 feet along Capitol.

James Magin, assistant general manager, explained that the aim is to make the park outstanding, to hide the unattractive parts of the factory and serve as advertising for the new building. The new structure is two story, of Kasota limestone, with black granite trim.

Elms to Border Area

For the grounds work, Square D called in Franz Lipp, Chicago landscape architect who has done considerable work on public buildings, hospitals and schools.

Lipp's plan will use 57 matched Moline elms to border the lawn area. These trees later will be trimmed until they are boxlike in appearance. Hawthorns will be planted in front of the building, and a privet hedge will extend along the building side.

Persian lilacs and ribbed alpinum also will be planted. These will be clipped to the square shape to emphasize the low, boxy lines of the building itself. The trimmed hedge system is used considerably in France and England.

The new building, planned by Grassold & Johnson, will blend into the greens of the shrubs and grass. It has planting boxes, of bluestone, at the front and side. These will contain euonymus vegatus, a low shrublike plant.

Will Have Gardeners

Trimmed elms also will be used around a small parking lot beside the building. Magin explained that the company could spare the ground to create the scenic areas because it already has enough parking spaces.

The lawn area will have a sprinkling system built in. The firm will have a crew of gardeners to care for its grounds, Magin said.

A smaller Square D plant a few blocks north on Richards st. also has been landscaped. Weeping willows, used because of their fast growth, were planted to screen the parking lot. Alpine currant, moved from the site of the larger new building, were planted in front. They will be clipped in two levels, to give a stepup effect. The shrubs were placed with a square of gravel in the center, which cannot be discerned from a short distance, but which will provide space in which to work on them.

Magin said it was hoped to use even more evergreen materials, but the landscaper had advised against it. He feared that dust would choke them off.

An Uncluttered Lawn

The lawn will be left completely uncluttered by flower beds or shrubs. That will enhance, rather than detract from the building, Magin explained. The planting is

being done by the R. M. Wilfong Co.

The landscaping is "part of the idea of constructing a building that will be an asset to ourselves and the community," Magin said. "It doesn't cost very much more to build a beautiful building than an ugly one."

While Magin would not disclose the landscaping costs, he said that "spread out over the square footage, it is not so great." He said the company felt that it was worthwhile in labor relations. Plenty of parking and attractive grounds makes recruiting easier, he said, because people drive by and say "that's a pretty place to work."

School's Parking Plans

Milwaukeeans who have watched the completion of the Layton School of Art, 1362 N. Prospect av., may have wondered what would be done with the parking lot in front of the modern building.

Miss Charlotte Partridge, the school's director, explained that 10 or 12 plans had been made for the lot. At first, space for 30 cars was planned, but the city forbade parking that many in front of the building.

"It is our only yard," said Miss Partridge, pointing out that the rear backs up to the North Western road tracks. "We wanted to make it as beautiful as we could—and yet the parking situation was terrible."

The answer came when landscaper Lipp, who has a great admiration for the school, stopped in and offered to beautify the lot as a gift, Miss Partridge said.

Space for 13 Cars

Lipp's plan, now complete except for a final coat of macadam, consists of space for 13 cars, a turnaround with a circular grassy plot in front of the entrance and another grass area on the "short" side of the lot.

Four weeping willows, again being used because of the rapid effect they will give, have been planted. As at Square D, euonymus latus (burning bush) are being used as a high trimmed hedge material in front, because of their economy of upkeep, low original cost and winter attractiveness. Several old maples also were saved.

An air intake, something of an eyesore, is being planted to vines which eventually will cover it. The climbers will be wild grape and clematis, according to Walter Remond of the Gerlach Co., which did the work. Boston ivy will be used on the south wall. A mock-orange hedge will be used on the

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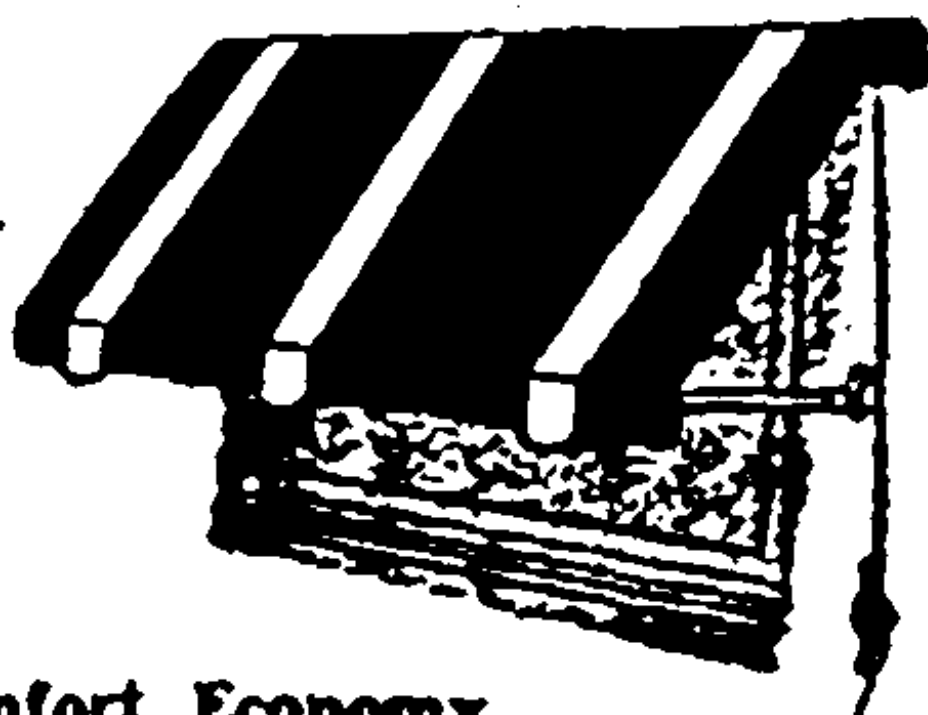
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The new parking lot at the Layton School of Art, 1362 N. Prospect av., combines utility with beauty. Its plan was a gift of Franz Lipp, Chicago landscape architect.

—Journal Staff

south and west sides of the parking lot.

Later, as finances permit, the school will build an auditorium on pillars east of the building and at the edge of the railroad embankment. There also will be a patio. The embankment will be planted to vines to help prevent erosion.

Shrubs Native to State

Best, Say Landscapers

Native Wisconsin shrubs make the best, most attractive and easiest to care for plantings, according to University of Wisconsin landscapers.

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To illustrate these plantings, native shrubs will be displayed at the university at a farm field day June 12. The display is at the university hill farms, west of Madison. The landscape men will be on hand to tell how to select, plant and prune shrubs.

Dogwood, sumac, ninebark and nannyberry are native to the state. Other Wisconsin shrubs are high bush cranberry, Juneberry, arrowwood and bittersweet.

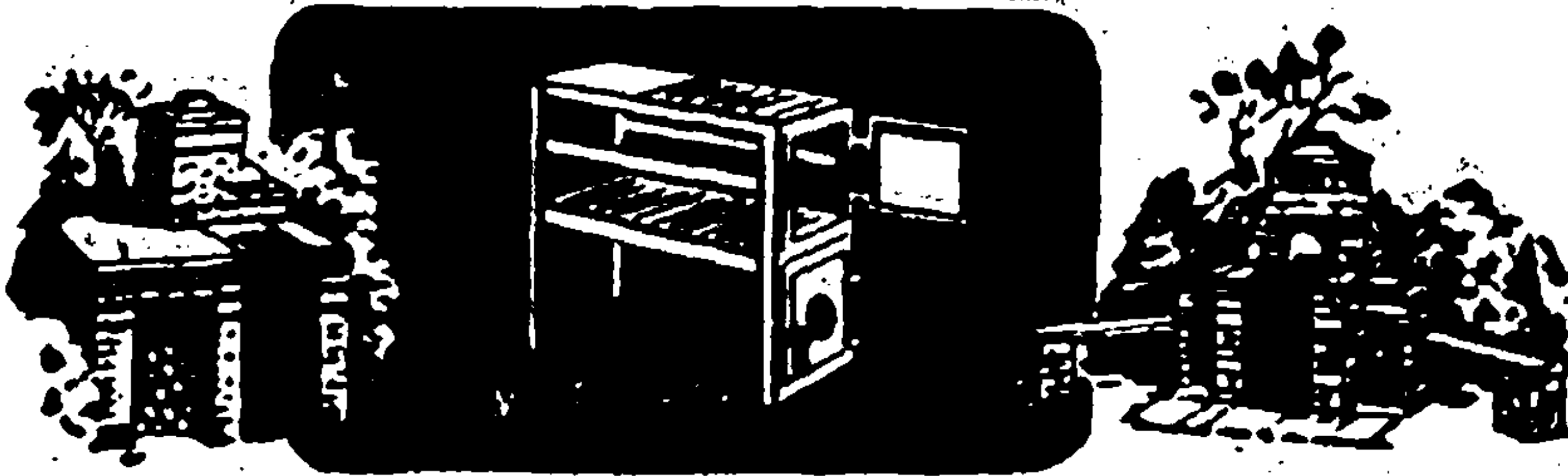


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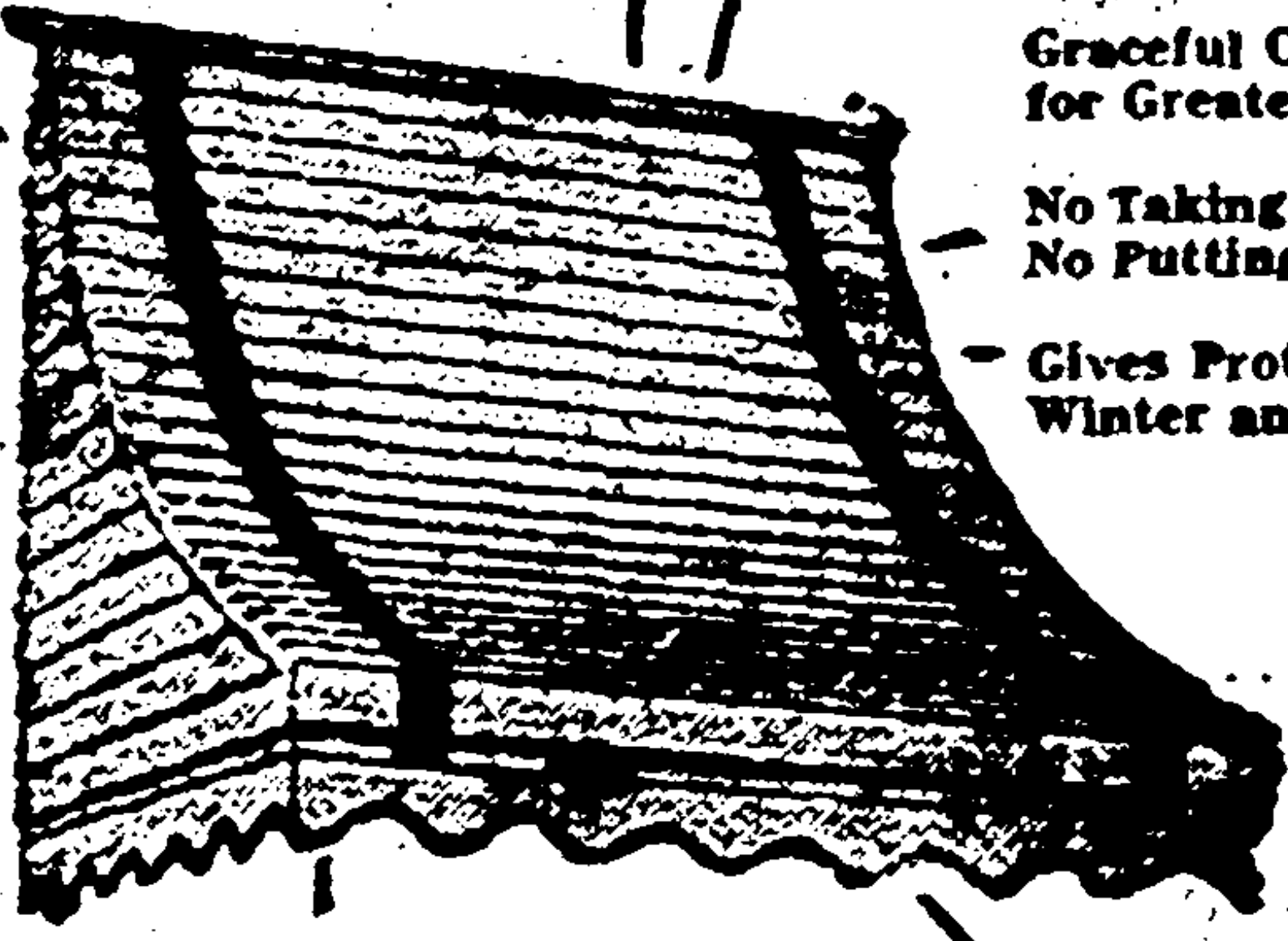
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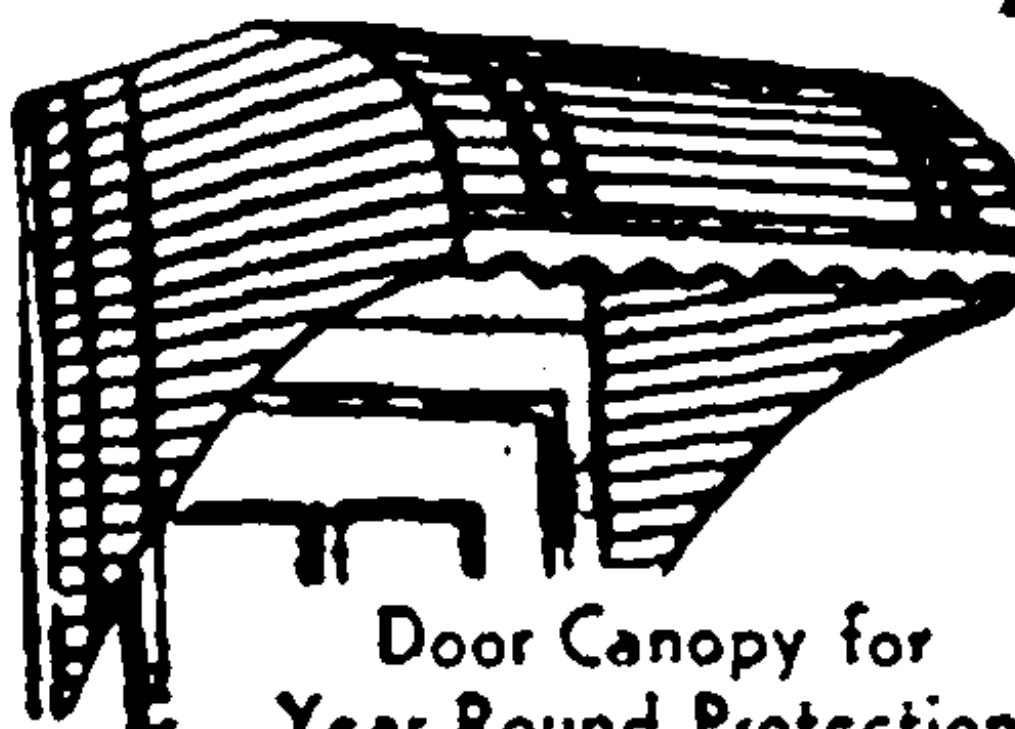
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