



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Historic Preservation Commission

Tuesday, July 16, 2024

3:00 PM

Council Chambers, 6th Floor

1. Call meeting to order
2. Pledge of Allegiance
3. Roll call of membership
4. Approval of minutes from previous meeting

5. Public Hearing/Apearances

6. Action Items

[24-0678](#) Request to approve the nomination of "The 222 Building" a/k/a "Aid Association for Lutherans (AAL) Building" located at 222 West College Avenue (Tax Id #31-2-0257-00) to the National Register of Historic Places

Attachments: [StaffMemo_222WCollegeAv_NominationtotheNRHP_For7-16-24.pdf](#)

[24-0679](#) Elect Chair

[24-0680](#) Elect Vice Chair

[24-0681](#) Set Meeting Date and Time

[24-0682](#) Designate Contact Person

7. Information Items

8. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Any questions about items on this meeting are to be directed to Principal Planner Don Harp in the Community Development Department at 920-832-6468.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



CITY OF APPLETON

MEMORANDUM

Date: July 3, 2024
To: Historic Preservation Commission (HPC)
From: Don Harp, Principal Planner, Community Development Department
Subject: Nomination of 222 West College Avenue, Historic Name: "Aid Association for Lutherans (AAL) Building" and Current Name: "The 222 Building" for listing in the National Register of Historic Places

GENERAL INFORMATION

Building Owner: USV 222, LLC

Address/Parcel Number: 222 West College Avenue (Tax Id #31-2-0257-00)

State Historic Preservation Office (SHPO) Request: Provide comments as to whether the property located at 222 West College Avenue, "Aid Association for Lutherans (AAL) Building" a/k/a "The 222 Building" meets the eligibility criteria for listing on the National Register of Historic Places (NRHP).

Historic Preservation Commission Meeting Date: July 16, 2024

BACKGROUND

Under terms of the Certified Local Government (CLG) program, the Appleton Historic Preservation Commission is included in the National Register nomination process for all property within the City of Appleton. The nomination process is as follows:

- Afford the public a reasonable opportunity to comment on the NRHP.
- The Commission's responsibility is to review the NRHP and provide an opinion as to whether the property meets the eligibility criteria for the NRHP. It is not within the HPC's responsibility or authority to require or request edits from the nomination preparer. If the Commission has concerns or feedback about the content of the NRHP, that information should be transmitted directly to the SHPO.

The owner has retained Ramsey Historic Consultants, Inc. to nominate the subject property to the National Register of Historic Places. The attachments include a copy of the NRHP registration form prepared by John Cramer and Lara Ramsey of Ramsey Historic Consultants, Inc. for your review and comment.

ANALYSIS

Results of National Register Listing:

National Register of Historic Places allows property owners to leverage state and federal tax credit programs for investment in historic residential, commercial, and industrial buildings. The cost of all work on the historic buildings, inside and out, is eligible for the credit with the exception of moveable equipment. The cost of site work, such as landscaping or paving, and the cost of new construction (such as new additions) are not eligible expenses per the State Historical Society website. <https://wisconsinhistory.org/Records/Article/CS3215>

Nomination Eligibility Criteria:

The National Register of Historic Places registration form that has been prepared for the property (see attached) provides a thorough description of the property, its historic context and the resources it contains. The "Aid Association for Lutherans (AAL) Building" a/k/a "The 222 Building" is being nominated for listing on the NRHP pursuant to the following eligibility criteria:

Eligibility Criteria A: As defined by the National Park Service (NPS), historic resources may be eligible for listing in the National Register under Criterion A if they are "associated with events that have made a significant contribution to the broad patterns of our history." Category: Commerce and Social History.

Eligibility Criteria C: The National Park Service defines resources that meet National Register Criterion C as those "that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction." Category: Architecture.

Historic Preservation Commission Action Required:

If the Historic Preservation Commission determines the property meets the eligibility criteria listed above, staff recommends the following action.

RECOMMENDATION

Based upon the attached National Register of Historic Places nomination, the Historic Preservation Commission determines that 222 West College Avenue, the "Aid Association for Lutherans (AAL) Building" a/k/a "The 222 Building", meets the eligibility under Criteria A in the area of Commerce and Social History and Criteria C in the area of Architecture.



Memorandum

To: Certified Local Governments in Wisconsin
From: State Historic Preservation Office (SHPO), Certified Local Government Coordinator
Date: May 1, 2024
Re: *National Register of Historic Places* nominations for properties in CLG jurisdictions

When the *State Historic Preservation Office* (SHPO) receives a *National Register of Historic Places* (NRHP) nomination for a property within the jurisdiction of a *Certified Local Government* (CLG), the preparer will share the nomination with the chief elected official and the Historic Preservation Commission (HPC) in that community at least 60 days prior to the State Review Board's consideration of the nomination. The State Review Board meets quarterly, typically in February, May, August, and November.

This is an opportunity for the HPC to comment on the nomination and contribute local knowledge of the property and its history.

As a CLG, your commission's responsibility is to review the nomination and provide an opinion as to whether the property meets the eligibility criteria for the NRHP. Typically, HPCs do this by placing the nomination on the agenda of a regular meeting and allocating time for public comment as well as commission review. It is not within the HPC's responsibility or authority to require or request edits from the nomination preparer. If the commission has concerns or feedback about the content of the nomination, that information should be transmitted directly to the SHPO.

A summary of public comments and/or a letter of the commission's opinion may be submitted, by postal mail or email, to:

Ian Gort
ian.gort@wisconsinhistory.org

State Historic Preservation Office
Wisconsin Historical Society
816 State St. Rm. 305
Madison, WI 53706

The letter may come from the chair of the HPC, the director of the Planning Department, the chief elected official, or any combination thereof. Regardless of whether the SHPO receives correspondence from the CLG, the SHPO will proceed with the nomination process.

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Outagamie, Wisconsin

Name of Property

County and State

United States Department of the 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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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.

1. Name of Property

Historic name: Aid Association for Lutherans (AAL) Building

Other names/site number: 222 Building

Name of related multiple property listing: N/A

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

2. Location

Street & number: 222 W. College Avenue

City or town: Appleton State: WI County: Outagamie

Not For Publication: Vicinity:

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 at the following

level(s) of significance: National Statewide Local

Applicable National Register Criteria A B C D

| | |
|---|--|
| | |
| Signature of certifying official/Title: | Date |
| Daina Penkiunas, Wisconsin State Historic Preservation Officer | |
| State or Federal agency/bureau or Tribal Government | |
| In my opinion, the property <input type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria. | |
| | |
| Signature of commenting official: | Date |
| | |
| Title: | State or Federal agency/bureau or Tribal Government |

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4. National Park Service Certification

I hereby certify that this property is:

- Entered in the National Register
- Determined eligible for the National Register
- Determined not eligible for the National Register
- 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
- Site
- Structure
- Object

Number of Resources within Property

(Do not include previously listed resources in the county)

| Contributing | Noncontributing | |
|--------------|-----------------|------------|
| <u>1</u> | <u>0</u> | Buildings |
| <u>0</u> | <u>0</u> | Sites |
| <u>0</u> | <u>0</u> | Structures |
| <u>0</u> | <u>0</u> | Objects |
| <u>1</u> | <u>0</u> | Total |

Number of contributing resources previously listed in the National Register 0

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6. Function or Use

Historic Functions

(Enter categories from instructions.)

Current Functions

(Enter categories from instructions.)

COMMERCE / organizational

COMMERCE / business

7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT / Art Deco

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Granite, brick, terra cotta, glass

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Aid Association for Lutherans (AAL) Building, located at 222 W. College Avenue in Appleton, Wisconsin, is a 10-story office building at the northeast corner of College Avenue and Superior Street in downtown Appleton. The building has a mostly square footprint and cubic massing with a regular and symmetrical fenestration pattern on its primary south and east street-facing façades, a prominent ground level main entrance centered along its south (College Avenue) façade, a large 11th floor stepped rooftop penthouse, and a flat roof. The full AAL Building was initially planned beginning in 1947 to be completed in two separate phases as the AAL organization grew. The original east block was completed in 1952 according to a bold Art Deco

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style design by Boston architects Cram & Ferguson. The large west addition was completed in 1966 and designed by Cram & Ferguson's successor firm Hoyle, Doran & Berry to match the original building's Art Deco aesthetic. The building's exterior demonstrates many trademark features of the Art Deco style including vertically accentuated primary facades, polychrome façade cladding including red granite, yellow face brick, and blue-green terra cotta spandrel panels with a sweeping curved stainless steel 1st floor sidewalk canopy and marquee, and a stepped roof line. Inside, the building retains most of its 1952 and 1966 spaces including its large ground floor main lobby and rear employee lobby, upper floor elevator lobbies and open offices, 6th floor meeting room, and 10th floor chapel.

Narrative Description

National Register Boundary

The National Register boundary for the AAL Building includes the entire parcel historically associated with the building, bound on the south by College Avenue; on the west by Superior Street; on the north by a public alley; and on the east by a property line. This National Register boundary encompasses the AAL Building's full historic footprint.

Site

The AAL Building is located in downtown Appleton at the northeast corner of College Avenue and Superior Street. Though the tallest building in the city, the AAL Building is surrounded by multi-level commercial buildings concentrated around College Avenue, which for over a century has served as Appleton's primary business thoroughfare.

The AAL Building is located just outside the boundaries of the College Avenue Historic District; the district boundary runs along College Avenue south of the AAL Building. National Register-listed in 1982, the district's period of significance ends in the year 1951, the year before the completion of the AAL Building.

The building has a square footprint and is abutted by the College Avenue and Superior Street sidewalks along its south and west facades respectively, by a north alley, and by a vacant lot along its east property line.

Exterior

The AAL Building is a 10-story office building with a roughly square massing and flat roof. The building is of steel frame construction, and is largely clad in buff-yellow brick, with blue-green terra cotta detailing at the upper stories. The building is regularly fenestrated on the south, west, and east elevations—windows on the south and west elevations are largely original eight-light aluminum windows, while windows on the east elevation are four-light replacement windows.

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The first-story storefront level of the building is clad in polished red granite panels along the entirety of the south and west elevations, as well as at a receiving area that extends along the west end of the alley-facing north elevation. The storefronts and entrances on this level are sheltered by a prominent cantilevered stainless-steel canopy that wraps around the southwest corner of the building; a more substantial stainless-steel marquee marks the main entrance of the building on the south elevation, and a separate stainless steel canopy is installed at the receiving area at its northwest corner.

The building originally featured several large signs with illuminated letters reading “AAL,” which were installed in 1966 within recesses at the southwest corner, northwest corner, and north end of the 11th story penthouse level—these signs have since been removed.

Principal (South) Facade

The principal façade of the building faces south onto W. College Avenue. The façade is 11 bays wide and clad primarily in buff-yellow brick. The façade rises to a full 10 stories; the 11th-story penthouse rises flush with the south wall of the building at the nine center bays of the façade, and is recessed at the east and west corners, creating a setback at the top of the building that is characteristic of Art Deco skyscrapers. Although the east and west sections of the façade date from 1952 and 1966, respectively, the original design of the 1952 building was carried over to the 1966 west addition, creating a seamless appearance across the front façade.

The first story of the façade dates from 1966 and is stylistically set apart from the upper stories through its granite cladding and distinctive cantilevered canopy and marquee. The main entrance to the building is centered on the first story of the façade and contains three evenly-spaced openings separated by granite panel-clad piers. The center opening houses a pair of aluminum and glass doors flanked by single-light aluminum sidelights and with a three-part fixed transom above. The east and west openings originally housed additional entrances but are currently filled with single-light aluminum windows with single-light fixed transoms.

East of the main entrance are two storefronts; the center-east storefront features a deeply recessed center entry with glass and aluminum door, sidelights, and transoms, flanked by aluminum and glass display bays set above a black granite-clad bulkhead. The east storefront is slightly larger, and features an offset recessed entry filled with paired glass and aluminum doors and flanked by large aluminum storefront windows. Although the storefronts are replacement, they are historically appropriate, and their configurations are similar to those shown in the architectural drawings for the 1960s remodeling of the building. The first story west of the main entrance contains two groupings of large, single-light aluminum replacement windows set above a black granite-clad bulkhead and separated by a red granite-clad pier—these openings originally housed additional storefronts similar to the storefronts located east of the main entrance.

A cantilevered stainless-steel canopy is installed directly above the storefront windows east and west of the main entrance, which is protected by a larger center marquee that is set slightly higher on the façade, directly above the entrance openings. Originally, the building’s name, “AID ASSOCIATION FOR LUTHERANS” was rendered in a backlit sign with plastic lettering along

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the south fascia of the marquee; this lettering was subsequently removed, and a new stainless-steel sign that reads “222 BUILDING” was installed on top of the marquee. A non-historic blade sign reading “JOHNSON BANK” has also been installed at the southwest corner of the building between the 2nd and 3rd stories.

The façade above the first-story entrance and storefront level is regularly fenestrated with aluminum windows set within simple punched openings. The 2nd through 9th stories feature original windows with an eight-light configuration, while the windows on the 10th story appear to be four-light replacement windows. Window openings in the center nine bays of the façade are set within a slightly recessed vertical channel that continues to the top of the façade at the center nine bays and terminates just above the 10th-story window opening at the east and west end bays. Windows at each story are separated by blue-green terra-cotta spandrel panels. Each spandrel panel features a slightly projecting vertical center section flanked by a series of four stacked horizontal terra cotta stringcourses that echo the horizontal muntins of the windows.

Above the 10th story, the south wall of the 11th-story penthouse level is flush with the façade at the center nine bays and recessed at the east and west end bays. These recesses originally contained large signs with illuminated letters reading “AAL,” but the signs have since been removed. The center section of the penthouse level at this elevation rises slightly higher than the rest of the penthouse to the north. The façade of the penthouse level is unfenestrated; the painted “222” sign centered on the façade at this level is not historic. The parapet walls above the 10th story at the east and west end bays and the penthouse level on the center nine bays are capped with terra cotta coping.

West Elevation

The treatment of the west elevation, which is 12 bays wide and faces North Superior Street, is very similar to the principal façade. The first story is clad in red granite panels, and features a secondary entrance located near the center of the elevation. Two side-by-side door openings—one leading directly into the interior west staircase and the other into the first floor—are each fitted with a single glass and aluminum door topped with a single-light aluminum transom. Directly north of the secondary entrance is an aluminum display window. Three groupings of large-single-light aluminum windows, set above black granite bulkheads and separated by red-granite-clad piers, are located south of the secondary entrance. A fourth identical window grouping and a bank depository are located directly north of the display window—this area of the elevation was originally occupied by a stainless steel storefront with recessed entry. The stainless-steel canopy on the south façade wraps the southwest corner of the building and continues along all but the northernmost bay of the west elevation.

The north bay of the elevation at the first story is occupied by an open receiving area supported by red-granite-wrapped columns. A separate stainless-steel canopy extends north and west of the receiving area and is slightly higher and larger than the canopy that extends across the rest of the elevation.

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Like the principal south façade, the upper stories of the west elevation are regularly fenestrated with aluminum windows separated at each story by blue-green terra-cotta spandrel panels and set within slightly recessed vertical channels that continue up the elevation. Windows on the 2nd through 9th stories are eight-light windows, while those on the 10th story appear to be four-light replacement windows. At the 7th story, the windows in the three north bays feature opaque black glass.

The 11th-story penthouse level is flush with the elevation at the eight middle bays and is recessed from the elevation at the two north end bays and two south end bays. This elevation of the penthouse level features six punched openings infilled with metal louvers.

East Elevation

The treatment of the east elevation is similar to that of the west elevation at the 3rd through 10th stories and penthouse level. The 3rd through 10th stories of the west elevation are regularly fenestrated with aluminum windows separated at each story by blue-green terra-cotta spandrel panels and set within slightly recessed vertical channels that continue up the elevation. All windows on this elevation are four-light replacement windows that are set within the original window openings. Unlike the west elevation, the northernmost bay of the east elevation is unfenestrated.

The 11th-story penthouse level is flush with the elevation at the eight middle bays and is recessed from the elevation at the two north end bays and two south end bays. The penthouse features six punched openings infilled with metal louvers.

The 1st and 2nd stories of this elevation were originally obscured by the presence of an existing three-story building located directly east of the AAL Building. The adjacent building was demolished some time after 1966, and the lower stories of the east elevation of the AAL Building were covered with Dryvit.

Rear (North) Elevation

The north elevation of the building faces an alley running east-west through the middle of the block and is utilitarian in character. The exterior of the elevation is clad in buff-yellow brick, with red granite cladding at the first-story reception area at the west end of the elevation. The stainless-steel canopy extends across the receiving area at this elevation. The elevation is minimally fenestrated—the center bays of both the 1952 building and the 1966 addition each feature a vertical arrangement of eight-light aluminum windows with blue-green terra cotta sills and lintels, with square, blue-green terra cotta panels marking the wall above each window opening. Punched openings filled with metal louvers are located at the center of the elevation at the 5th story, and at the 11th-story penthouse level on the 1966 addition. Entrance doors are located at the east end of the elevation on the first story, and at the receiving area.

The penthouse level features sections near the center of the 1952 building and 1966 addition that are flush with the elevation. The center section of the penthouse elevation is recessed—this recess

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originally housed a large sign with illuminated letters reading "AAL," but the sign has since been removed. Smaller recesses are also located at the east and west ends of the elevation at the penthouse level.

Interior

Inside, the AAL Building encloses approximately 150,000 square feet, approximately 70,000 square feet in the original 1952 building and 80,000 square feet in the 1966 west addition.¹ A typical mid-20th century office building in layout with ground floor entry lobbies and commercial tenant spaces and upper floor elevator lobbies and open offices, the AAL Building housed AAL's home office from 1952 to 1977, and many spaces important to the operations of the organization remain intact.

Below ground level, the building houses two basement levels which historically contained AAL's printing and maintenance departments and mechanical equipment. The original 1952 building had a single basement level; in 1966, a sub-basement was dug out below the original basement to align with the 1966 additions' two basement levels.

The AAL Building's 1st floor lobby retains its basic original layout with a ground level main lobby and elevator lobby at south center and interconnecting employee entrance lobby at north center. The 1st floor main lobby retains most of its original Loreda Chiaro, rouge antique, and Levanto marble wall and column cladding. The main lobby's original terrazzo floor has been replaced with a dark stone and the original acoustical ceiling tile ceiling (ACT) with a late 20th century drywall and ACT ceiling. The elevator lobby retains its original 1966 mail chute and four original stainless steel elevator doors also installed in 1966 (the two east elevator cores date to 1952 and the two west elevator cores date to the 1966 expansion). Beyond a set of double steel doors at the elevator lobby's north wall is an original 1952 open stairwell with terrazzo treads, stainless steel railings, and glazed tile walls, and the 1966 north employee lobby with green terrazzo flooring, glazed tile walls, and a non-historic ACT ceiling. The 1966 northeast receiving area is highly utilitarian in character and the ground level retail tenant spaces have been heavily reconfigured and retain no historic floor, wall, or ceiling finishes.

Above the 1st floor are nine office floors that are all mostly identical in layout. Each floor houses a center elevator lobby (expanded to house four elevators in 1966), two 1952 stairwells and two 1966 stairwells, and a northeast freight elevator and mail lift. Most upper floor elevator lobbies display their original painted metal walls and recessed mail chutes (likely dating to 1952). Most elevator lobbies are enclosed via their original 1966 painted metal and glass walls. Flooring and ceilings in most elevator lobbies are non-historic though the 4th, 5th and 7th floors appear to retain their original ACT ceilings and recessed fluorescent lighting.

Beyond the elevator lobbies, most upper floors retain large mostly column-free open office plans as planned in 1952 and 1966; the only columns found on each floor are just south of the elevator lobbies. Most open offices have been updated with non-historic flooring and ceilings but the 4th

¹ "Building Snapshot," *The Post-Crescent* (Appleton, WI), May 16, 2003.

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and 5th floors appear to retain their original steel plan ceilings and recessed fluorescent lighting. Almost all open office spaces retain original painted metal perimeter wall and column cladding, subtly ornamented with regularly spaced relief vertical banding. Painted metal convector enclosures and vents below window openings display similar Art Deco style relief banding. Some original 1952 and 1966 offices remain along the south walls of the open office floors but all of the offices' original Hauserman Korweld movable wall assemblies are missing. Most office floors have been updated recently with new carpet and paint finishes and with raised floor levels to accommodate modern electrical and internet wiring below.

The AAL Building's 6th floor was renovated in 1966 to house AAL's primary employee gathering spaces. Two of these spaces remain intact: a travertine marble clad elevator lobby and arrival space with carved wood screens and a northeast meeting room with a raised stage and retractable wood wall partitions (flooring and ACT ceiling features in these spaces are not original). The 6th floor's original southeast employee lounge, south center "special dining room," and southwest cafeteria have all been demolished and recently reconfigured for updated office use. The 6th floor's large original northwest kitchen is extant.

Executive offices dating to 1952 and renovated in 1966 were historically housed at the east end of the 10th floor; these offices have mostly been demolished, leaving only fragments of original wood paneling at the perimeter walls and one small, paneled director's room in the windowless center core. The 10th floor's original wood paneled elevator lobby remains extant though flooring and ceiling in this space are non-historic. **The 10th floor reportedly also retains its 1966 south center chapel, a small space once open to all employees, but as of April 2024 the applicant has not been able to access this space.**

**** April 2024 – The applicant has not been allowed access to the 10th floor chapel space by the current owner and tenant. Images and descriptions of this space will be included in the final National Register nomination draft.**

The AAL Building's 11th floor penthouse, which historically housed large mechanical equipment and maintenance area, is highly utilitarian in character with no character-defining significant spaces.

Integrity

The AAL Building retains sufficient historic integrity of location, association, feeling, settling, design, workmanship, and materials to convey its significance for its associations with the Aid Association for Lutherans and as an excellent local example of Art Deco style architecture:

- **Location:** Integrity of location is defined by the National Park Service as the place where the historic property was constructed or where the historic event occurred. As the property remains extant on the site on which it was constructed, the AAL Building retains integrity of location.

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- **Design:** Integrity of design is defined by the National Park Service as the combination of elements that create the form, plan, space, structure, and style of a property. The AAL Building's exterior retains excellent integrity of design with its extant historic volume, exterior cladding materials, ground floor canopy, windows, and overall Art Deco style design. Ground floor storefronts previously replaced are compatible with the building's original storefront design. Missing or changed exterior features include replacement of some south and west storefronts with compatible storefronts, removal of 1950s and 1960s AAL rooftop signage, and the addition of a painted "222" at the south façade parapet level.

Inside, the AAL Building also displays excellent integrity with its extant overall plan and retention of its most significant public spaces, including its 1st floor main lobby, 1st floor employee lobby, upper floor elevator lobbies and open offices, 6th floor meeting room, and 10th floor chapel. Though some of its important original spaces have been demolished – the 6th floor employee lounge, cafeteria, and special dining room, and the 10th floor executive offices – and many of its original floor, wall, and ceilings have been replaced, including the west wall of the 1st floor main lobby which now serves as an open tenant entry, the AAL Building retains more than enough of its original public interiors to convey its associations with the Aid Association for Lutherans.

- **Setting:** Integrity of setting is defined by the National Park Service as the physical environment of the historic property. The building was constructed along College Avenue in the heart of Appleton's downtown commercial district, adjacent to other businesses and municipal landmarks. Though not unchanged by modern construction, College Avenue outside the AAL Building still retains its identity as an important commercial thoroughfare for the city of Appleton and retains good integrity of setting for the subject property.
- **Materials:** Integrity of materials is defined by the National Park Service as the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. The subject property retains a good degree of integrity of materials through intact interior and exterior features. Original exterior features include ground level red granite cladding and metal and glass storefronts; the sidewalk canopy and marquee; upper-level yellow brick, blue-green terra cotta spandrels, and aluminum windows. Original interior features include the 1st floor main lobby and elevator lobby's marble wall cladding; 1st floor employee lobby's terrazzo floors; terrazzo stairwells and glazed tile stairwell walls; intact elevator doors at every floor; painted metal wall and column cladding in most upper-floor spaces; metal ceiling panels in some upper-floor spaces; travertine wall cladding at the 6th floor elevator lobby; retractable room dividers in the 6th floor meeting room; and wood paneling at the 10th floor elevator lobby. All of these features, which date from 1952 and 1966, were selected and installed by AAL and are closely associated with the organization's history in the building.
- **Workmanship:** Integrity of workmanship is defined by the National Park Service as the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. Workmanship is evident in several elements of the AAL Building's original 1952 building and carefully matched 1966 addition, including the (hidden) steel

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structural frame; original ground floor storefronts; metal canopy and marquee; and upper floor brick and terra cotta. On the interior, intact terrazzo flooring on the 1st floor and in stairwells, and marble, painted metal, and wood paneled walls all showcase the building's integrity of 1950s and 1960s workmanship.

- **Feeling:** Integrity of feeling is defined by the National Park Service as a property's expression of the aesthetic or historic sense of a particular period of time. The subject property has good integrity of feeling with its intact Art Deco style exterior, ground floor storefronts and canopy, and 1st floor main lobby which for passersby immediately connect the building to its 1950s and 1960s history. Upstairs, the building's intact elevator lobbies and open offices continue to express the building's original use as AAL's home office.
- **Association:** Integrity of association is defined by the National Park Service as the direct link between an important historic event or person and a historic property. Much like integrity of feeling, integrity of association is apparent through the subject property's combined integrities of location, setting, design, materials, and workmanship. Through its intact key elements and character defining features, the building still demonstrates its association with AAL and Cram & Ferguson / Hoyle, Doran & Berry's Art Deco style design. Also in its ranking as Appleton's tallest building, the AAL Building is highly visible from afar, expressing AAL and the AAL Building's historic associations with the commercial development of downtown Appleton.

**** April 2024 – The applicant has not been allowed access to the 10th floor chapel space by the current owner and tenant. Images and descriptions of this space will be included in the final National Register nomination draft.**

END OF DESCRIPTION, DO NOT DELETE

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8. Statement of Significance

Applicable National Register Criteria

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

- 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 old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

COMMERCE

ARCHITECTURE

Period of Significance

COMMERCE - 1952-1977

ARCHITECTURE – 1952, 1966

Significant Dates

1952 – initial completion

1966 – addition completion

1977 – AAL’s move to new
headquarters

Significant Person

(Complete only if Criterion B is checked.)

Cultural Affiliation

Architect/Builder

1952 – Cram & Ferguson

1966 – Hoyle, Doran & Berry

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Aid Association for Lutherans (AAL) Building at 222 W. College Avenue in downtown Appleton, Wisconsin is locally significant under National Register Criterion A for Commerce and Social History for its association with the Aid Association for Lutherans, a Lutheran Synodical Conference-affiliated fraternal benefit society incorporated in 1902 that grew to become the world’s largest fraternal insurance provider. Modeled after a traditional fraternal organization, AAL provided death, illness, and injury insurance to its customers (also called ‘members’), who were drawn from churches belonging to the Lutheran Synodical Conference and in a manner that aligned with the values of their Lutheran faith. AAL first occupied the downtown Appleton site at the northeast corner of College Avenue and Superior Street starting in 1923 when AAL completed its first purpose-built headquarters. The current AAL Building required the demolition of the original 1923 building and was completed at this site in two phases – in 1952 and in 1966 – as an expression of the organization’s mid-20th century growth, its rankings as the world’s top fraternal benefit society and one of nation’s top insurance providers, and its important local role as one of Appleton’s largest employers. AAL used the College Avenue building as its main home office

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until 1977 and later as a secondary office site. In 2002, AAL merged with its chief competitor Lutheran Brotherhood to form the company Thrivent Financial for Lutherans, known simply as Thrivent, which continues to operate in Appleton today.

The AAL Building is also locally significant under National Register Criterion C for Architecture as a rare and intact example of the Art Deco style in Appleton. The building's original 1952 east block was designed by prominent Boston-based architects Cram & Ferguson, and its 1966 west corner addition was designed by Cram & Ferguson's successor firm Hoyle, Doran and Berry. The AAL Building is an exceptional, though notably late, example of the Art Deco style popular in America in the decades before World War II, boldly displaying a stepped massing, emphasized verticality and horizontality, and a polychrome façade, all commonly associated with Art Deco.

In addition to its significance as AAL's home and an excellent example of the Art Deco style, the AAL Building held the title of the tallest building in Appleton since 1952 and has been an important visual landmark in the city's downtown commercial district for over 70 years.

The AAL Building's period of significance for Criterion A spans from 1952, the year of its initial completion, to 1977, the year AAL relocated to 4321 N. Ballard Road in Appleton and the College Avenue building ceased serving as the organization's primary headquarters. The building's periods of significance for Criterion C are the years 1952, the year of its initial completion, and 1966, the year of the building's west corner addition completion which resulted in its current appearance.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

History of Appleton, Wisconsin (1900-Present)

The AAL Building is located in downtown Appleton, Wisconsin, in Outagamie County (of which Appleton is the county seat) at the northern tip of Lake Winnebago.

Before White settlement, the Appleton area included the ancestral lands of Native American tribes, including the Miami, Ojibwe, Menominee, and the Ho-Chunk.²

The Menominee tribe ceded the land that is today Outagamie County to the U.S. government in 1831, followed by extensive White settlement in central Wisconsin. The City of Appleton began with the construction of Hippolyte Grignon's tavern in 1835, followed by the founding of the Lawrence Institute (today Lawrence University) in 1847 by Methodist ministers with backing from Boston businessmen who bestowed the name of "Appleton" on the new community in honor of Boston philanthropist Samuel Appleton (1766-1853). Settlement of the Appleton area was swift, in part due to the arrival of German Lutheran farmers and laborers. Appleton was incorporated as a village in 1853 and as a city in 1857. After the introduction of the Chicago & Northwestern

² Native Land Digital, accessed March 21, 2024, <https://native-land.ca/>.

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Railroad through the city in 1861, Appleton grew to become the largest commercial industrial center on Lake Winnebago, reaching a population of 15,000 by the year 1900.³

The growth of the Aid Association for Lutherans in the 20th century paralleled that of Appleton, whose population grew to near 25,000 by 1930, approximately 34,000 by 1950, and approximately 57,000 by 1970.⁴ Like many American cities, Appleton experienced a post-World War II economic and population boom, supported by the city's lumber and paper industries, commercial businesses, and institutions including AAL, which from the 1930s through the 2000s was one of Appleton's largest employers.⁵

Early History of the Aid Association for Lutherans (1899-1952)

American Lutherans and the Synodical Conference

The Aid Association for Lutherans was formed beginning in 1899 by three members of Appleton, Wisconsin's St. Paul Evangelical Lutheran Church – Albert Voecks (1867-1940), Gottlieb Ziegler (1867-1961), and William H. Zuehlke, Sr. (1874-1969) – as a non-profit venture to provide financial security for congregant families while also adhering to the precepts of their Lutheran Christian faith. Their Lutheranism had its roots in the writings of German theologian Martin Luther (1483-1546) who established the first large-scale Protestant movement to break with the Roman Catholic Church.⁶ Lutheranism became the dominant faith of German-speaking and Scandinavian Europeans, many of whom brought their Lutheran religion with them when they began immigrating to North America in the 17th century. German and Scandinavian Lutherans set up church congregations wherever they settled, most notably in large areas in what are today the American Midwestern states of Wisconsin and Minnesota.⁷

Both European and American Lutherans traditionally organized their small congregations into larger groups called "synods," linked usually by region, language and ethnicity, interpretation of the Gospel, and common goals for worship. In 1872, several German-speaking Midwestern synods with similar conservative doctrines formed the Evangelical Lutheran Synodical Conference of North America, known as the Synodical Conference, which for its 94-year history was dominated

³ "Appleton, Wisconsin," Wisconsin Historical Society, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Article/CS2463>.

Rachel Barnhart and Matt Wicklund, *National Register of Historic Places Nomination: Appleton Post-Crescent Building, Appleton, Outagamie County, Wisconsin* (Madison, WI: Wisconsin Historical Society, 2019), Section 8, 1, 2.

Todd R. Dvorak, *National Register of Historic Places Nomination: St. Paul Evangelical Lutheran Church, Appleton, Outagamie County, Wisconsin* (Madison, WI: Wisconsin Historical Society, 2008), Section 8, 1.

⁴ Barnhart and Wicklund, Section 8, 1, 2.

1950 Census of Population, Preliminary Counts: Population of Wisconsin, By Counties, April 1, 1950. (Washington, DC: U.S. Department of Commerce, Bureau of the Census, 1950), 5.

Number of Inhabitants: Wisconsin (Washington, DC: U.S. Department of Commerce, Bureau of the Census, 1970), 51-11. Accessed March 25, 2024. https://usa.ipums.org/usa/resources/voliii/pubdocs/1970/Population/Vol1/1970a_v1pAs2-10.pdf.

⁵ "The Aid Association for Lutherans," *The Post-Crescent* (Appleton, WI), April 18, 1940.

"Women Bring Home Good Share of the Area 'Bacon,'" *The Post-Crescent* (Appleton, WI), February 21, 1965.

⁶ "Gottlieb D. Ziegler," *The Post-Crescent* (Appleton, WI), June 24, 1961.

"Albert Voecks, 73, Organizer of A.A.L., Is Dead," *The Post-Crescent* (Appleton, WI), June 7, 1940.

"William Zuehlke Sr. Dies," *The Post-Crescent* (Appleton, WI), February 2, 1969.

⁷ Barbara Wyatt, ed., *Cultural Resource Management Plan in Wisconsin* (Madison, WI: State Historical Society of Wisconsin, 1986), 2-34, 2-35.

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by the Missouri Synod, formed in 1857 and by far the largest Lutheran synod in America for much of the 19th and 20th centuries. Each either German-born or of German descent, Voecks, Ziegler, and Zuehlke were closely associated with the Synodical Conference as members of Appleton's St. Paul Evangelical Lutheran Church and would create a faith-based insurance organization to exclusively serve members of the Synodical Conference.⁸

Regular Life Insurance and Fraternal Benefit Societies

Albert Voecks' initial idea for a Lutheran-exclusive fraternal benefit society began in the late 1890s, prompted by his frustration at the financial exposure of his fellow St. Paul Church congregants, mostly German-speaking working families, and that the two most affordable and easily available options for addressing this fiscal vulnerability – the purchase of “regular,” or “old line,” life insurance and membership in fraternal organizations – were closed to Appleton's Lutherans.

19th century America had seen the rise of large for-profit “regular” or “old line” life insurance companies which offered customers cash payouts during times of loss – the death of a parent, spouse, or child, or periods of illness or disability – in return for small regular payments, or “premiums,” that were gathered in reserves for periodic disbursement and investment in the interim. For their own stability, the old line insurance market had over two centuries developed elaborate systems for determining risk in the form of mortality, or actuarial, tables that used the age of a potential customer to calculate a customer's regular premium payment. By 1900, regular life insurance was an established American institution, with almost \$7.7 billion of life insurance “in-force” through active policies, 80 times the life insurance “in-force” fifty years before.

An alternative to regular life insurance emerged in the late 19th century in the form of low-cost insurance policies offered by fraternal organizations. Most American fraternal organizations of the period operated mostly as non-profit, men-only social clubs, but by 1870 many American “fraternals” began offering low-cost insurance policies to their working class members, similar to protections offered by mutual aid societies and benevolent societies in the early 1800s. Some groups created separate, insurance-focused “fraternal benefit societies” that combined the exclusive memberships (usually segregated by gender, ethnicity, and race), initiation rites, rituals, recreational activities, and club spaces of traditional fraternal organizations with financial services like insurance and sometimes loan and mortgage programs. Religion-based fraternal benefit societies, often with requirements for membership in certain Christian faiths or congregations, were another popular alternative for working families.⁹

Fraternal benefit societies popular in Wisconsin the first decade of the 20th century included the Equitable Fraternal Union, based in Neenah, by far the most successful fraternal insurance provider in the state at this period; the United Order of Foresters, of Milwaukee; the Ancient Order of United Workmen, of Fond du Lac; the G.U.G. Germania Society, of Milwaukee; the Beavers' Reserve

⁸ Ibid., 2-34, 2-35.

⁹ William F. Raney and Vernon W. Roelofs, *History of the Aid Association for Lutherans* (Appleton, WI: Aid Association for Lutherans, 1975), 6.

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Fund, of Stoughton; the Fraternal Reserve Association, of Oshkosh; and the Polish Association of America, of Milwaukee.¹⁰

Unlike private insurance companies that used the legal reserve basis system (and as a result charged higher premiums), most fraternal insurance providers of the late 19th and early 20th centuries operated using an assessment system, keeping premium rates down (at least initially) but often demanding from members periodic higher assessment payments used to pay individual claims. Assessment systems were far less stable than legal reserve basis systems which, after death claims for older members inevitably arose, resulted in the collapse of many fraternal benefit societies.¹¹ However, their initially low-cost insurance policies and affinity with more traditional community-focused fraternal programming made fraternal benefit societies incredibly popular among American working families. By 1890, American fraternal benefit societies boasted at least 1.3 million members. Thirty years later fraternal benefit societies were composed of at least 8.5 million members and carried over \$9 billion in-force life insurance.¹²

While many Americans could avail themselves of the services of regular life insurance companies or fraternal benefit societies, membership in the Lutheran Synodical Conference barred Albert Voecks and his fellow congregants of Appleton's St. Paul Evangelical Lutheran Church from doing business with these organizations. Lutherans had a general distaste for insurance companies--their mortality tables, and connotation with gambling--and the rituals and mystery that made many fraternal organizations and fraternal benefit societies attractive to some were considered blasphemous by the Synodical Conference. With two popular sources of financial protection closed to his St. Paul Church brethren, in 1899 Voecks conceived a new religious-based fraternal benefit society compatible with his Appleton community's Lutheran faith.¹³

AAL's Founding (1899-1902)

On August 13, 1899, Albert Voecks, Gottlieb Ziegler, then superintendent of Outagamie County public schools, and William H. Zuehlke, Sr., a post office worker, together established an informal aid society, at first called the *Unterstützungs Gesellschaft* (or "Aid Society") in German, or the Lutheran Aid Association among English speakers. Voecks, Ziegler, and Zuehlke together assembled an initial investment of \$60, soon increased with \$13 contributions from six additional congregation members. This original \$156 in contributions would fund future death benefits for themselves and other members of Appleton's St. Paul Evangelical Lutheran Church, a German-speaking Wisconsin Synod church affiliated with the Synodical Conference, while allowing them to remain members of their Lutheran community. From late 1899 through early 1902, the circle increased with contributors from St. Paul Church and from Synodical Conference Lutherans in the surrounding area, who were notified of the program using German-language mailers. In its first two years, the new Lutheran Aid Association went through two organizational iterations, both modeled after the assessment system used by the Bankers Life Association of Des Moines, Iowa.

¹⁰ "The Insurance Investigation," *The Post-Crescent* (Appleton, WI), February 6, 1906.

¹¹ Lewis E. Davids, *Dictionary of Insurance* (Totowa, NJ: Littlefield, Adams & Co., 1979), 23.

¹² Danielle Euer, *National Register of Historic Places Nomination: Fraternal Reserve Association, Oshkosh, Winnebago County, Wisconsin* (Madison, WI: Wisconsin Historical Society, 2015), Section 8, 2-4.
Dictionary of Insurance, 113.

¹³ Alvin J. Schmidt and Nicholas Babchuk, *Fraternal Organizations* (Westport, CT: Greenwood Press, 1980), 25.

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The group gained 200 members in early 1901 but as their leadership was limited in its reach, each iteration failed to grow large enough incorporate in the State of Wisconsin, an official licensing act requiring at least 500 members.¹⁴

One of the Appleton aid society's mailers reached a Lutheran layman named John W. Grupe (1866-1946) in nearby Greenville, Wisconsin.¹⁵ Grupe was excited by the prospects of this new Lutheran Aid Association created especially for Synodical Conference Lutherans, but considered that its flailing membership numbers might benefit from a new kind of assessment system solution modeled on the Equitable Fraternal Union in neighboring Neenah, Wisconsin – a kind of fraternal benefit society whose membership was open only to congregants of the Synodical Conference which would use individual congregations to foster new membership. “Why not start on a Fraternal Plan?” Grupe would later remember suggesting to Voecks, Ziegler, and Zuehlke, “[e]stablish a branch in each congregation, which branch is to have its own officers and who are to collect the dues quarterly.”¹⁶ After receiving praise for his idea from Voecks, Ziegler, and Zuehlke, Grupe set off to personally canvas individual congregations across the Fox Valley and southeast Wisconsin, becoming AAL's first traveling insurance agent. By the summer of 1902, the organization's third iteration as envisioned by John Grupe received over \$2,000 in initial membership assessments, and by August 1902 had over 500 new member applications, most from historically German Lutheran communities in Appleton and the wider Fox Valley, in southeast Wisconsin, and in Chicago. On August 30, 1902, leadership issued its first hand-written life insurance certificates affixed with a gold seal and emblazoned with the society's new name, the “Aid Association for Lutherans in Wisconsin and Other States;” the name was shortened to the “Aid Association for Lutherans,” or AAL, in 1910.¹⁷ Like paying members of a fraternal club, all customers of the AAL would thereafter be known as its “members.”¹⁸

The AAL established its constitution and bylaws in mid-1902 and was incorporated by the State of Wisconsin on November 24, 1902.¹⁹ More importantly, the Synodical Conference gave this new insurance endeavor its blessing. The Conference assured its followers that “[t]he Association claims a purely business character, but does not intend to replace or influence Christian deeds of loving kindness,” and that “its mutual methods of business... are not in conflict with God's word.”²⁰ The Synodical Conference allowed the AAL to solicit new members among its Conference congregations but, like customers in any marketplace, “joining the society should be left to the conscience of individuals.”²¹ The Conference also graciously allowed lapsed Lutherans the chance to retain their AAL membership, announcing that “when a member for whatever reason ceases to be a Lutheran he should not suffer financially [by losing his AAL membership and coverage] but he should lose the power to influence the power of the branch by losing his right to

¹⁴ Raney and Roelofs, 9, 31, 42, 43.

Fraternal Organizations, 25.

¹⁵ “John W. Grupe, Hilbert, Dies,” *The Post-Crescent* (Appleton, WI), December 2, 1946.

¹⁶ Raney and Roelofs, 12.

¹⁷ *Fraternal Organizations*, 25.

“To Insure Lutherans,” *The Post-Crescent* (Appleton, WI), December 18, 1902.

Raney and Roelofs, 11-13, 31, 32.

¹⁸ *Fraternal Organizations*, 25.

¹⁹ “Lutheran's Aid Association,” *The Post-Crescent* (Appleton, WI), December 2, 1902.

²⁰ Raney and Roelofs, 29.

²¹ *Ibid.*, 29.

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vote and to hold office.”²² The Synodical Conference maintained control over AAL membership eligibility through the mid-1960s, endorsing the AAL for millions of its Lutheran congregants and uncovering an enormous untapped customer base for its insurance coverage and other financial services.

AAL's First 50 Years (1902-1952)

The AAL's first decade of success was built on John W. Grupe's plan to cultivate new membership using Lutheran congregations as AAL branches. By the end of 1902, just after its Wisconsin incorporation, AAL had 607 members. By the end of 1903, after one year in operation, AAL membership nearly doubled to 1,150. By 1906, the number had nearly doubled again to 2,119. And by the organization's ten-year anniversary in late 1912, a pivotal year, AAL had 6,513 members. The organization expanded beyond Wisconsin, incorporating in Michigan and Minnesota in 1905 (AAL would eventually withdraw its incorporation in Minnesota, ceding much of this Norwegian Lutheran territory to the Lutheran Brotherhood fraternal insurance organization founded in 1917). AAL grew with incorporations in Illinois in 1908; in Nebraska and New York in 1912; in Missouri in 1913; in Indiana, Kansas, Maryland, and New Jersey in 1914; and in Iowa in 1916.²³

AAL's expansive growth in its first years was driven by the personal attention of its founders, young men at AAL's founding in 1902, who continued to steer the organization well into the 1930s, 1940s, and for some the 1950s. AAL's first offerings were \$1,000, \$2,000, and \$3,000 life insurance policies made available to men (and starting in 1905, to women) from age 18 to 49, who would in return pay quarterly assessments.²⁴ Like an old line insurance company, AAL assembled a team of agents who traveled widely, presenting the organization's friendly face to branch congregations and touting AAL's services to new congregations.²⁵

AAL further solidified its standing as a top fraternal benefit society in 1912, when the organization abandoned the assessment system and adopted the old line insurance company model of the legal reserve basis and the mortality table. Rates and offerings were comprehensively reassessed, resulting in higher quarterly premiums for some but in greater fiscal stability overall. To compete with other fraternal benefit societies and old line insurance companies, AAL began offering permanent disability and old age disability policies, supplementing their sick benefit insurance first offered in 1905.²⁶ This early 1910s revitalization also arrived with a reassertion of AAL's religious affiliation: a new rule directly barred any AAL members from joining secular fraternal lodges.²⁷

In January 1904, AAL began a regular member newsletter, *Der Correspondent*, with almost all organization information and advertisements written in German. As AAL lost its oldest German-

²² Ibid., 29.

²³ Ibid., 37, 84.

²⁴ “To Insure Lutherans.”

“Our history: a century of putting people first,” Thrivent, accessed March 25, 2024, <https://www.thrivent.com/about-us/history>.

²⁵ Raney and Roelofs, 77.

²⁶ “Trustees of Aid Association for Lutherans Meet Here,” *The Post-Crescent* (Appleton, WI), October 5, 1905.

²⁷ Raney and Roelofs, 57, 60.

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speaking leaders and members, new stewardship and membership arrived fully assimilated into American culture. In late 1918, the *Der Correspondent* member newsletter became *Correspondent*, with a mix of German and English-language news, and by 1927 *Correspondent's* contents were entirely in English. Internal meeting minutes written in the German language until 1918 were from then on transcribed in English. This embrace of the English language among its leaders and in its literature reflected AAL's turn outward to younger American Lutherans of all backgrounds and further increased AAL's appeal.²⁸

In general, AAL's early membership was made up of primarily Lutheran working men and women – farmers, laborers, factory workers, and housewives. After a market slowdown during World War I, AAL found itself again growing exponentially. In 1921, AAL incorporated in the District of Columbia, Florida, Ohio, Texas, and Utah; and in 1922 in Alabama, Colorado, Connecticut, Montana, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Tennessee, Washington, and Wyoming. In the decade interim after the company's reorganization in 1912, AAL membership rose from 6,513 to approximately 28,500.²⁹

In its first decades, the AAL was led by its founders with Gottlieb Ziegler as president, Albert Voecks as secretary, and William H. Zuehlke, Sr., as treasurer. John W. Grupe served on the board of directors, and Dr. Gustav C. Hoyer (1860-1929), born in Hamburg, Germany, and son of a Lutheran minister, acted as the organization's first medical director.³⁰ Ziegler and Voecks oversaw day-to-day operations, at first setting up an office at Voecks' own home at 716 E. Pacific Street (demolished). In 1905, they established an AAL home office in downtown Appleton on the 2nd floor of the Commercial National Bank Building at the southwest corner of College Avenue and Oneida Streets (demolished, now the site of the Irving Zuelke Building), and in 1913 relocated nearby to the 2nd floor of the First National Bank Building at northwest corner of College Avenue and Appleton Street (demolished).³¹ Ziegler and Voecks at first ran AAL with no assistance, then slowly grew AAL home office staff to three by 1914, and to 13 by the early 1920s (AAL employees were exclusively Synodical Conference Lutherans until a change in 1953 opened employment to all Lutherans).³²

Anticipating growth in the coming decade, in 1920 AAL's directors resolved to construct a new purpose-built home office, selecting a site at the northeast corner of College Avenue and Superior Street, one block west from their current office in the First National Bank Building.³³ Treasurer William H. Zuehlke, Sr., was named chair of the new building committee and tasked La Crosse, Wisconsin architects Parkinson & Dockendorff with the architectural design, inspired at Gottfried

²⁸ Ibid., 73.

²⁹ "Aid Association For Lutherans Has 921 Branches In 29 States and Territories," *The Post-Crescent* (Appleton, WI), March 2, 1923.

³⁰ "A.A.L. Medical Director Dies," *The Post-Crescent* (Appleton, WI), January 17, 1929. Raney and Roelofs, 41-43.

³¹ "Brevities," *The Post-Crescent* (Appleton, WI), December 14, 1906.

"Lutheran Aid Has Membership of 8,793," *The Post-Crescent* (Appleton, WI), December 24, 1915.

Raney and Roelofs, 35-37.

³² Hakala Communications, Inc., *Promises Kept: The story of the Association for Lutherans and its extraordinary heritage of service* (USA: Inland Press, / Inland Book, 2001), 112.

Raney and Roelofs, 37.

³³ "Big Expansion Is Planned By Lutheran Aid," *The Post-Crescent* (Appleton, WI), December 21, 1920.

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Ziegler's direction by the Ben Hur Life Building in Crawfordsville, Indiana (completed 1911, extant).³⁴ The 9,600 square foot headquarters was completed in early 1923 at a cost of \$340,000 and its opening was celebrated by a multi-page commemorative spread in Appleton's *Post-Crescent* newspaper. This 5-story brick- and terra cotta-clad office building, known as the Insurance Building, housed AAL for the next 30 years.³⁵

From the 1920s through the 1940s, AAL grew to become one of the nation's largest fraternal benefit societies.³⁶ Membership rose from nearly 40,000 in 1923 to over 400,000 in 1950, with \$554 million in-force benefits.³⁷ By 1944, the organization had become the second largest insurance company in Wisconsin (among both old line and fraternal providers) and was called "one of the largest financial institutions in the Fox River Valley."³⁸ As leadership passed to younger hands – Wisconsin-born Alex O. Benz (1880-1980) replaced Gottlieb Ziegler as president in 1934, though Ziegler remained chairman of the AAL board until 1953 – the organization strove to compete with larger national old line insurance companies, introducing new juvenile insurance policies in 1926.³⁹ Starting in 1930, AAL established branches in Central and Western Canada and by 1950 had members in nearly every U.S. state. The Missouri Synod, which made up the largest synod in the Synodical Conference, itself experienced strong growth in this period, which in turn created more branches for AAL membership. Into the 1950s, Missouri Synod-heavy communities in Wisconsin, Minnesota, Illinois and Michigan would make up over half of AAL's membership. And unlike many fraternal organizations, AAL offered membership to all races and by the early 1950s had 13 African American congregations and a Chinese American congregation among its branches.⁴⁰

In addition to persistent marketing by the home office and far-flung agents and branch officers, by 1950 two major changes at AAL propelled it to unexpected growth. The first resulted from conflicts with membership over the organization's approach to secular lodges. American membership in fraternal organizations became commonplace in the 1920s, resulting in cases where AAL was called to expel longtime members discovered to have joined more traditional fraternal. Some organizations like Woodmen of the World began to eliminate their rituals in an effort to appease religious congregations and invite more memberships in their own lodges. In the 1930s, AAL began relaxing its own restrictions on lodge membership in the wake of a Missouri Synod

³⁴ "New \$340,000 Insurance Building Among Finest Office Structures," *The Post-Crescent* (Appleton, WI), March 2, 1923.

"Timeline of a Landmark." *The Post-Crescent* (Appleton, WI), May 16, 2003.

"These Officers Are Responsible For Growth Of Aid Association," *The Post-Crescent* (Appleton, WI), March 2, 1923.

³⁵ "New \$340,000 Insurance Building Among Finest Office Structures."

"Timeline of a Landmark."

³⁶ Advertisement for Aid Association for Lutherans, *The Post-Crescent* (Appleton, WI), April 15, 1940.

³⁷ "A.A.L. is nearing 40,000-mark in its membership," *The Post-Crescent* (Appleton, WI), December 23, 1924.

"Lutheran Aid Association Shows Rapid Growth Since Organization 36 Years Ago," *The Post-Crescent* (Appleton, WI), March 5, 1936.

Raney and Roelofs, 267, 272.

³⁸ "Benz, Businessman Candidate for Governor, is Out to Win Campaign," *The Post-Crescent* (Appleton, WI), September 25, 1944.

³⁹ "Former AAL president A.O. Benz dies at 100," *The Post-Crescent* (Appleton, WI), August 11, 1980.

Raney and Roelofs, 261, 111.

⁴⁰ "Nearly 425,000 Persons in 38 States And Canada on AAL Membership Rolls," *The Post-Crescent* (Appleton, WI), July 15, 1952.

Raney and Roelofs, 67.

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commission established to vet outside fraternal organizations for suitability, signaling the Synod's own tentative openness. By the late 1940s, AAL ceased to police the outside club affiliations of its members, delegating this task instead to individual Lutheran congregations. This suggestion of lodge rule relaxation made AAL services more inviting to many less-conservative Lutherans.⁴¹

The second major change at AAL that drove its post-World War II growth was a modernization of its business operations. In 1947, leadership commissioned an audit of its office practices by consulting firm Edward O'Toole & Associates, who recommended that top executives be relieved of much of the hands-on work championed by AAL's German-speaking founders through the creation of a larger and more empowered team of home office workers and agents in the field. O'Toole also encouraged increased automation for billing and data processing, building on the company's outdated adding machines, automatic check writers, and telephone systems and the International Business Machine (IBM) tabulating machines installed at the home office in 1931. A personnel department was created to oversee the work of AAL's 175 home office employees, including a dedicated medical department newly established in 1943, and by 1950 new microfilm and photostat machines meant that many older paper files could be easily photographed or copied and then destroyed. Also by 1950, AAL had established a rigorous set of training programs for its solicitors and agents who traveled the country and had established a more efficient district representative hierarchy structure. The first general agent sales conference was held in Appleton in 1931, followed by semi-regular national meetings that would meet in larger U.S. cities like Houston (1947) and San Francisco (1950).⁴²

By the 1950s, AAL was one of Appleton's largest employers and in 1951, the AAL became the largest fraternal insurance company in the world in terms of in-force benefits, exceeding its closest competitor, the Modern Woodmen of America in Rock Island, Illinois.⁴³

AAL's Growth and the Construction of the Aid Association for Lutherans Building (1950-1966)

AAL's post-war leadership found that their new purpose toward growth and efficiency was hampered by its 25-year old headquarters at College Avenue and Superior Street in Appleton. While in 1923 AAL had occupied only the Insurance Building's top story, by 1947 the organization operated on all four of the upper office floors with no more room available to grow. By 1948, planning for a larger home office was underway.⁴⁴ New office sites were considered, but AAL president Alex O. Benz announced in April 1950 that AAL had settled on the parcel just east of their existing building and would construct a \$2 million modern headquarters building befitting AAL's new direction (the final cost would in fact be approximately \$3.25 million).⁴⁵

⁴¹ Raney and Roelofs, 67.

⁴² Ibid., 94, 97, 99, 100, 131.

⁴³ "The Aid Association for Lutherans."

"Aid Association Becomes Largest Firm of its Kind," *The Post-Crescent* (Appleton, WI), March 28, 1951.

⁴⁴ "\$5 Million Expansion Highlight of 15-Year Dream," *The Post-Crescent* (Appleton, WI), July 14, 1963.
Raney and Roelofs, 100.

⁴⁵ "Local Architect on AAL Project," *The Post-Crescent* (Appleton, WI), July 15, 1952.
Raney and Roelofs, 100.

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For the building design, AAL selected the celebrated Boston architectural firm Cram & Ferguson, well known in the early 20th century for their Gothic Revival church commissions but more recently reinventing their practice with modern insurance headquarters commissions like Boston's John Hancock Life Insurance Building (completed 1947). This prestigious East Coast firm's design for the AAL home office would bestow another stamp of national importance on the new home office and on the city of Appleton. Prominent local architect Maurey Lee Allen, known for his work at Appleton's Outagamie County Courthouse (with Raymond N. LeVee, completed 1942), would supervise onsite work as associate architect.⁴⁶ Turner Construction served as the general contractor.⁴⁷

Progress on the new AAL home office was followed closely in the *Post-Crescent* newspaper. The Elite Theater that occupied the site of the new building was demolished in July 1950.⁴⁸ Steel piling and concrete foundation work began in the fall of 1950, and the building's structural steel frame assembly began in the spring of 1951.⁴⁹ The building was completed by the early summer of 1952, with staff moving in in late June 1952.⁵⁰ The transition occurred nearly instantaneously over the last weekend of June with movers beginning their work at the close of business on Friday, June 27th, carting furniture and equipment out of the Insurance Building and into the new home office all weekend, and staff arriving to their newly furnished offices at the start of business on Monday, June 30th.⁵¹

As at the opening of the Insurance Building three decades before, the July 1952 opening of the new AAL home office and the organization's 50th anniversary were together lauded in a multi-page commemorative collection of *Post-Crescent* articles and photos as signs of AAL's achievements as an insurance industry leader but also of Appleton's as a fully mature commercial center. The *Post-Crescent* previewed the grand opening events, which included an inaugural four-day sales conference attended by 300 field agents and their families, followed by open house tours held for AAL employees, members and their families, local service clubs, the business community, and the general public.⁵²

The new AAL home office occupied 80 feet along College Avenue just east of the AAL's 1923 Insurance Building; AAL would exclusively occupy the 1952 home office, and the 1923 building's office floors were leased to Home Mutuals Insurance.⁵³ The College Avenue sidewalk level offered retail shops and a Wausau granite-faced building entrance, with nine floors of office

⁴⁶ George C. Koyl, ed., *American Architects Directory* (New York: R.R. Bowker Company and the American Institute of Architects, 1955), 7, 8.

"Architects Tell How They Figured Foundation Needed for AAL Home," *The Post-Crescent* (Appleton, WI), July 15, 1952.

"Local Architect on AAL Project."

⁴⁷ "Builder of AAL Building Has Had Billion in Contracts Since 1902," *The Post-Crescent* (Appleton, WI), July 15, 1952.

⁴⁸ "Falling Like a Ton of Bricks," *The Post-Crescent* (Appleton, WI), July 21, 1950.

⁴⁹ "Sidewalk 'Bosses' Perplexed By Lutheran Aid Building Work," *The Post-Crescent* (Appleton, WI), September 22, 1950.

"AAL Pile-Driving To Start in 10 Days," *The Post-Crescent* (Appleton, WI), November 30, 1950.

"Most of AAL Piles Driven," *The Post-Crescent* (Appleton, WI), April 2, 1951.

"Steel Equipment Lifts Self by Its Own Bootstraps," *The Post-Crescent* (Appleton, WI), June 16, 1951.

⁵⁰ "A.A.L. Presents Its... New Home Office Building," *The Post-Crescent* (Appleton, WI), July 15, 1952.

⁵¹ "Efficiency, Beauty Combined in Aid Association's Huge Building," *The Post-Crescent* (Appleton, WI), July 15, 1952.

⁵² "A.A.L. Presents Its... New Home Office Building."

⁵³ "Home Mutuals Leases Present AAL Offices," *The Post-Crescent* (Appleton, WI), December 5, 1951.

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windows above.⁵⁴ Cram & Ferguson's accentuation of the building's height using six vertical bays of aluminum windows and abstracted blue-green terra cotta spandrels inset into the yellow brick façade were clearly modeled after the façade treatments seen on their New England Telephone and Telegraph Building and John Hancock Mutual Life Insurance Company Building, both in Boston and completed 1947. Cram & Ferguson noted to the *Post-Crescent* at the AAL Building's opening that "[l]arger, showier and more elaborate structures have been built but none of more advanced design."⁵⁵

At nearly 180 feet tall, the 10-story AAL Building was the tallest in Appleton, surpassing the Irving Zuelke Building completed two decades ago (the City of Appleton increased its height limit rules to accommodate AAL's ambitions).⁵⁶ The 50-foot tall neon "AAL" sign atop the 1923 Insurance Building, which at the time of its erection in 1937 was considered the largest neon sign in Wisconsin, would remain for the next decade.⁵⁷ AAL would also soon place new neon "AAL" signage atop their new "skyscraper."⁵⁸

Inside the front door, the ground floor entrance and elevator lobby were clad in Italian Loreda Chiaro marble and French rouge antique marble, with Levanto marble wall bases.⁵⁹ With direction from attendants at the ground floor information desk and telephone switchboard, visitors were escorted to the upper offices via two passenger elevators, the first in Appleton to be electronically controlled, though human operators were still stationed inside each elevator cab.⁶⁰

The nine upper floors housed 70,000 square feet of column-free office space.⁶¹ At each floor, all vertical utilities, elevators, stairwells, and men's and women's restrooms were held inside enclosed cores along the west and north walls, allowing light through east- and south-facing windows and maximum flexibility at the remainder of each floor for growing staff and an ever-evolving set of business departments.⁶² The 2nd through 8th floors originally had no permanent walls at all, instead using easily movable Hauserman Korweld wall systems to create separate offices and meeting rooms where required (the original Korweld systems are no longer extant).⁶³ The office floors had rubber tile floors, painted metal-clad walls and columns -- there were only two free-standing columns at each floor just off the southeast elevator lobbies -- and metal acoustical ceiling tiles with recessed light fixtures, all finishes and features designed to be easily cleaned and highly durable.⁶⁴ The new AAL Building housed over 300 desks, most of them purchased new, though

⁵⁴ "Efficiency, Beauty Combined in Aid Association's Huge Building."

⁵⁵ "Architects Tell How They Figured Foundation Needed for AAL Home."

⁵⁶ "Building Snapshot."

⁵⁷ "Timeline of a Landmark."

"Aid Association for Lutherans Expanded from Simple Beginnings," *The Post-Crescent* (Appleton, WI), November 27, 1947.

⁵⁸ "Building Snapshot."

⁵⁹ "Efficiency, Beauty Combined in Aid Association's Huge Building."

⁶⁰ "Aid Association Uses 9 Floors in New Building," *The Post-Crescent* (Appleton, WI), July 15, 1952.

"Most of AAL Piles Driven."

⁶¹ "Home Mutuals Leases Present AAL Offices."

"Architects Tell How They Figured Foundation Needed for AAL Home."

⁶² "Aid Association Will Build 10 Story Structure," *The Post-Crescent* (Appleton, WI), April 18, 1940.

"Architects Tell How They Figured Foundation Needed for AAL Home."

⁶³ "Efficiency, Beauty Combined in Aid Association's Huge Building."

"Aid Association Uses 9 Floors in New Building."

⁶⁴ "Small Force Can Keep Building Free From Dirt," *The Post-Crescent* (Appleton, WI), July 15, 1952.

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some old wooden desks were relocated from the 1923 Insurance Building. The tasks of office staff were made easier with new typewriters, shelving, and filing cabinets for the organization's voluminous record storage.⁶⁵

The layout of each office floor reflected Edward O'Toole & Associates' recommendations for more specialized departments. The 2nd floor housed the mail and supply departments; the 3rd floor, the tabulating and addressograph departments; the 4th floor, the premium accounts department, microfilm and photostat machines, and the machine maintenance office; the 5th floor, more offices for the premium accounts department; the 6th floor, the general accounting, loan accounting, agency accounting, and cashiers department along with the office of the AAL comptroller; the 7th floor the O'Toole-recommended personnel department along with the medical director, new business, claims, and underwriting departments; and the 8th floor the agency director's office along with the certificate holders service and actuarial departments.

The printing and maintenance departments were housed in the one-level basement.⁶⁶

The 9th floor housed an employee lounge, a library, and a large conference room in which a built-in movie screen was installed. The uppermost 10th floor housed the executive offices and included a large reception room and directors' room, a library, and perimeter offices for AAL leadership and their secretaries. Spaces on this floor were more elegantly furnished with custom carpets and wood wall paneling.⁶⁷

The 1952 AAL Building's state-of-the-art building systems were designed for office workers' optimum comfort, safety and convenience.⁶⁸ The building was fully air conditioned, requiring that the aluminum windows be closed shut at all times except for cleaning.⁶⁹ Heating and cooling equipment was hidden above the office ceilings with special air conditioning equipment installed on the 4th floor to cool the large photostat machines. The large enclosed rooftop penthouse housed the building's air conditioning and elevator equipment.⁷⁰ At office floors, electrical outlets were mostly placed at floor level for easy access.⁷¹ The entire building was fireproof, with two enclosed stairwells (with terrazzo treads and glazed tile walls), reinforced concrete vaults on every floor, and automatic sprinkler systems installed above the metal ceiling tiles.⁷² A freight elevator and small mail lift were accessed at the north end of each floor, and mail chutes for outgoing letters were installed at each floor's elevator lobby.⁷³

"Efficiency, Beauty Combined in Aid Association's Huge Building."

"Newest and Best Material Used in New AAL Building," *The Post-Crescent* (Appleton, WI), July 15, 1952.

⁶⁵ "Efficiency, Beauty Combined in Aid Association's Huge Building."

⁶⁶ Ibid.

⁶⁷ Ibid.

⁶⁸ Ibid.

⁶⁹ "AAL Building Air Cooling Units Put In," *The Post-Crescent* (Appleton, WI), November 21, 1951.

"Small Force Can Keep Building Free From Dirt."

⁷⁰ "Aid Association Uses 9 Floors in New Building."

⁷¹ "Efficiency, Beauty Combined in Aid Association's Huge Building."

⁷² "Small Force Can Keep Building Free From Dirt."

"Nearly 425,000 Persons in 38 States And Canada on AAL Membership Rolls."

"Newest and Best Material Used in New AAL Building."

⁷³ "Aid Association Uses 9 Floors in New Building."

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In their new building, AAL was poised to grow. In 1952, the AAL had 449,036 members and \$669 million in in-force benefits. By 1960, membership numbers had climbed to 721,142 with \$1.8 billion in in-force benefits. In 1963, the year a planned new addition to the AAL Building was announced, the organization had nearly doubled its membership from a decade prior and nearly tripled its in-force benefits.⁷⁴ Between 1952 and 1959, home office employees increased from 364 to 475, and full-time field agents more than doubled from 255 to 523.⁷⁵

As AAL grew in the 1950s and early 1960s, its more complicated procedures were simplified by new leadership, systems and departments. The initial 1952 move into the new Cram & Ferguson-designed home office came with the retirement of Alex O. Benz as president (Benz then served as AAL board chairman until 1962), and after brief tenures by LeRoy G. Stohlman and Otto C. Rentner, Walter L. Rugland (1907-1991) assumed the role of AAL president from 1958 to 1972.⁷⁶ AAL installed its first dedicated legal department in the new home office. In 1954, AAL implemented an automated direct billing system by which the Appleton home office mailed quarterly payment reminders to individual members who then could mail their regular premiums directly to staff at the College Avenue headquarters; instead of relying on branch secretaries to collect from their fellow congregants, this new billing structure was more streamlined and created a more reliable income stream for the organization. New IBM data processing equipment installed in the late 1950s and early 1960s further simplified office work. And in 1960, Edward O'Toole & Associates returned to AAL, initiating more changes to the board of directors and to business practices to increase efficiency.⁷⁷ In 1959, the AAL established a fraternal activities department to oversee its increased community and philanthropic efforts; AAL became a major contributor to philanthropic causes including scholarships, educational institutions, church worker training, housing for those in need, and financial literacy.⁷⁸

With space once again at a premium in their growing organization, AAL leadership announced plans in July 1963 for the execution of their long-planned second phase of expansion: a \$5 million addition to their College Avenue home office, "representing the culmination of a 15-year dream," they told the *Post-Crescent*.⁷⁹ The Oscar J. Boldt Construction Company of Appleton would be the general contractor and once again AAL commissioned architects Cram & Ferguson, operating since 1957 under the name of Hoyle, Doran & Berry.⁸⁰ Since the completion of the AAL Building in Appleton in 1952, Cram & Ferguson and their successor firm had continued their work for the East Coast's best known insurance companies, notably at the National Life Insurance Company Building in Montpelier, Vermont (completed 1960) and a large addition to Massachusetts Mutual Life Insurance Company headquarters in Springfield, Massachusetts (completed 1963). Hoyle,

⁷⁴ Raney and Roelofs, 267, 272.

⁷⁵ *Ibid.*, 155.

⁷⁶ "Former AAL president A.O. Benz dies at 100."

Raney and Roelofs, 261.

"Walter L. Rugland," *The Post-Crescent* (Appleton, WI), September 29, 1991.

⁷⁷ Raney and Roelofs, 162.

⁷⁸ *Promises Kept*, 230.

Fraternal Organizations, 26.

"AAL benevolency is based on human concern," *The Post-Crescent* (Appleton, WI), October 8, 1972.

⁷⁹ "\$5 Million AAL Expansion Highlight of a 15-Year Dream."

⁸⁰ "\$5 Million AAL Expansion Highlight of a 15-Year Dream."

"Hundreds Did Work on AAL," *The Post-Crescent* (Appleton, WI), May 8, 1966.

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Doran & Berry's return to Appleton to complete their previous client's master plan would more than double the size of AAL's headquarters.⁸¹

Progress on the AAL Building's new addition was closely monitored by the *Post-Crescent* newspaper, particularly as traffic along College Avenue and Superior Street was narrowed to accommodate the construction work.⁸² The addition to AAL's home office required the demolition of the AAL's original purpose-built home; demolition of the 40-year old Insurance Building at College and Superior began in September 1963 and was completed in less than two months.⁸³ Work on pilings, the foundation, and basement were well underway by March 1964.⁸⁴ The new addition's steel skeleton began to rise in May 1964 and was "topped out" in July 1964.⁸⁵ Brick work on the new facades were being laid by August 1964, followed by what appear to be long delays.⁸⁶ Remarkably, AAL staffers remained at work in the 1952 home office as the new addition rose next door. By February 1966 the enlarged AAL Building was finally in full operation.⁸⁷ A formal dedication ceremony on April 21, 1966, was attended by Lutheran pastor and radio personality Dr. Oswald C. J. Hoffman, Wisconsin Governor Warren P. Knowles, State Insurance Commissioner Robert D. Haase, Appleton Mayor George Buckley, and Outagamie County Chairman S. F. Esler.⁸⁸

The enlarged AAL Building more than doubled the footprint of the original, creating a new cube-shaped building at this prominent downtown corner. The primary façade had grown by 67 feet to the west, adding five more vertical window bays at the upper floors to match the original six. The new College Avenue entrance was now centered along the south sidewalk, with new ground level metal and glass storefronts added to its west. The new 113 foot-wide west Superior Street façade was designed to match the south façade with the same red granite base and storefronts at sidewalk level and yellow brick above inset with aluminum windows and blue-green terra cotta spandrels.⁸⁹ Care was taken to blend the 1952 and 1966 blocks into one unified composition; this included painstakingly matching the new granite and face brick to the old and even manufacturing spandrel terra cotta in new colors to match the 1952 block's slightly weathered spandrels. And both old and new buildings were tied together using a new metal-clad ground level canopy, curving across both facades with a new marquee positioned over the College Avenue entrance.⁹⁰

New features at the completed west addition included a new north alley receiving area and a new north covered walkway and entrance area, convenient for commuter employees arriving to work from AAL-dedicated parking lots north of the building. New snow and ice melting systems were

⁸¹ Ibid.

⁸² "AAL Project to Close Several Traffic Lanes," *The Post-Crescent* (Appleton, WI), September 3, 1963.

⁸³ "For the Last Week..." *The Post-Crescent* (Appleton, WI), September 18, 1963.

"Here's a close-up view..." *The Post-Crescent* (Appleton, WI), November 4, 1963.

⁸⁴ "That 'Hole in the Ground' on College Avenue..." *The Post-Crescent* (Appleton, WI), March 21, 1964.

⁸⁵ "AAL Skyscraper Job Makes Demands on Many Building Skills," *The Post-Crescent* (Appleton, WI), May 17, 1964.

"'Topping Out' Rites Planned for AAL Addition," *The Post-Crescent* (Appleton, WI), July 3, 1964.

⁸⁶ "Workmen on the Third Floor," *The Post-Crescent* (Appleton, WI), August 11, 1964.

⁸⁷ "Four of the Major Construction projects..." *The Post-Crescent* (Appleton, WI), February 27, 1966.

⁸⁸ "AAL Building Dedication Scheduled for Thursday," *The Post-Crescent* (Appleton, WI), April 19, 1966.

"AAL Dedicates Office Addition of \$5 Million," *The Post-Crescent* (Appleton, WI), April 21, 1966.

⁸⁹ Original 1964 drawings, owner's collection.

⁹⁰ "\$5 Million AAL Expansion Highlight of a 15-Year Dream."

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installed beneath the building's sidewalks. Large neon signs were salvaged from the roof of the demolished 1923 Insurance Building and placed atop the new roof.⁹¹ And the new home office would be visible even at night with new façade lighting installed atop the sidewalk canopy.⁹²

Inside, the 1st floor main lobby was doubled in size with two additional passenger elevators put into service and the identical marble wall cladding used to match that installed in 1952. New terrazzo was installed in the lobby, today covered but like matching that installed in the 1st floor's new rear employee lobby. The rest of the 1st floor remained open for use by retail tenants.⁹³ Below, 1966 addition included a two-story basement, plus a new sub-basement excavated beneath the 1952 building.⁹⁴

Upstairs, office space increased from 78,770 square feet to nearly 171,000 square feet.⁹⁵ The internal utilities, elevator, and restroom core was doubled in size, two new stairwells were constructed, and a former rear (north) light well was infilled to create additional office space.⁹⁶ As at the older east offices, the new west open offices were also column free.⁹⁷ Though the original 1952 upper office floor interiors were reportedly refreshed, the 1952 office floor finish palette was repeated in the new office interiors: rubber tile flooring, painted metal wall and columns cladding, and metal acoustical ceiling tile with all new mechanical, electrical, telephone and fire protection equipment hidden in the cellular floor system and in new ceiling plenums. The renovation and addition promoted re-sized and relocated departments, and new departments including a new 5th floor electronic data processing center.⁹⁸

The most important interior change was the reconfiguration of the 6th floor for large assembly spaces for AAL staff and visitors. The employee lounge was moved down from the 9th floor to the 6th floor and grouped with a west-facing employee cafeteria that could seat 278 and a smaller south-facing "special dining room," both served by a large northwest kitchen. To accommodate employee assemblies, AAL created a large east meeting room with a north stage and retractable wall systems to customize the space for different occasions.⁹⁹

Though AAL had grown to fill a modern new office skyscraper, Hoyle, Doran & Berry designed a special space on the top floor of the new addition as a reminder to all of AAL's Lutheran faith-based mission. At the 10th floor the east executive offices remained mostly unchanged except for the construction of a small south-facing chapel – just 10 feet wide and 23 feet long – just off the executive floor's elevator lobby. The focus of the wood paneled room was a colored glass screen by Wilbur Herbert Burnham of Boston installed in front of the south windows, both setting a contemplative mood for the room and also blocking street noises from College Avenue below. AAL employees were reportedly invited to spend their own quiet moments in the three pews of

⁹¹ "\$5 Million AAL Expansion Highlight of a 15-Year Dream."

⁹² "Impressive During Daylight..." *The Post-Crescent* (Appleton, WI), May 8, 1966.

⁹³ "\$5 Million AAL Expansion Highlight of a 15-Year Dream."

⁹⁴ "AAL Building, Addition Planned at Same Time," *The Post-Crescent* (Appleton, WI), May 8, 1966.

⁹⁵ "\$5 Million AAL Expansion Highlight of a 15-Year Dream."

⁹⁶ "AAL Dedicates Office Addition of \$5 Million."

⁹⁷ "Architects Tell How They Figured Foundation Needed for AAL Home."

⁹⁸ "\$5 Million AAL Expansion Highlight of a 15-Year Dream."

"AAL Dedicates Office Addition of \$5 Million."

⁹⁹ "\$5 Million AAL Expansion Highlight of a 15-Year Dream."

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the 10th floor chapel, reading the Bible found in the small chapel vestibule or using headphones and outlets provided to privately listen to organ music and even “sermonettes” provided on audio cassettes.¹⁰⁰

Faith remained at the center of AAL operations as American Lutherans encountered turbulent times in the mid-1960s. The 1966 completion of the AAL Building’s west addition coincided with foundational shifts in the Synodical Conference that served as AAL’s membership pool. Though AAL had begun the practice of hiring staff of any Lutheran faith beginning in 1953, its policies and services remained available only to members of the Synodical Conference through the 1950s.¹⁰¹ However, in 1963, after Wisconsin Synod and the Evangelical Lutheran Synod withdrew from the Synodical Conference after internal conflicts with the Missouri Synod, AAL cautiously continued offering membership to congregants of churches formerly associated with the Conference, at the same time continuing to relax restrictions on lodge memberships. Finally in 1966, the Synodical Conference was disbanded entirely and AAL’s leaders announced that AAL membership would be available to all members of the Lutheran faith.¹⁰²

The 1966 dissolution of the Synodical Conference made AAL membership available to all congregations of any Lutheran church, creating 6 million potential customers and through them more opportunity for the organization’s growth into the late 1960s and 1970s.

Later History of the AAL and the AAL Building (1966-Present)

In 1966, AAL began its tenure in its larger home office with a membership of 983,596 and with \$3.6 billion in-force benefits.¹⁰³ With a larger office capacity and with the 1966 dissolution of the Synodical Conference allowing AAL to market to Lutherans of all synods, in 1967 the organization achieved for the first time 1 million members.¹⁰⁴ By 1969, home office employee numbers increased to 623, and field agent numbers to 834. In 1970, AAL introduced a popular health insurance offering and by 1972, the year AAL announced its imminent departure from its College Avenue home office, the organization served 1.2 million members with \$5.9 billion in-force benefits.¹⁰⁵

As its numbers grew at the College Avenue headquarters, AAL purchased several parking lots for its staffers in downtown Appleton, including a parking lot at the corner of Superior and Washington Streets one block north of the AAL Building and another large lot just west of the *Appleton Post-Crescent* newspaper office, also at Superior and Washington, both within close walking distance from 222 W. College Avenue.¹⁰⁶

¹⁰⁰ “Small Chapel Available for AAL Workers,” *The Post-Crescent* (Appleton, WI), May 8, 1966.

¹⁰¹ *Promises Kept*, 112.

¹⁰² *Promises Kept*, 112-114.

Raney and Roelofs, 4.

¹⁰³ Raney and Roelofs, 267, 272.

¹⁰⁴ Raney and Roelofs, iii, 272.

Fraternal Organizations, 25-26.

¹⁰⁵ Raney and Roelofs, 171, 233, 267, 272.

¹⁰⁶ Bernie Peterson, “Parking lot closing is sign of AAL move ‘back,’” *The Post-Crescent* (Appleton, WI), July 7, 1979.

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Despite more than doubling its Appleton headquarters capacity in recent years, in the early 1970s AAL found that it needed still more room to grow. In late 1972, at the retirement of longtime president Walter L. Rugland, AAL leadership announced a need for a new home office to double the organization's available office space by 1977.¹⁰⁷ In a November 3, 1972 article on the front page of Appleton's *Post-Crescent* newspaper, new AAL president Henry Scheig (1924-2014) announced his board's decision to build a new home office complex on an open site approximately 4.5 miles north of downtown Appleton along U.S. Highway 41.¹⁰⁸

Construction of AAL's new suburban office complex began in late 1973 and was completed in early 1977. In May 1977, approximately 1,000 AAL employees relocated to the new 500,000 square foot home office set on a 135-acre site at 4321 N. Ballard Road.¹⁰⁹ The new \$37 million AAL headquarters was designed by John Carl Warnecke & Associates, a prominent California-based architectural firm then best known for their work at the John F. Kennedy gravesite at Arlington National Cemetery, the Hawaii State Capitol, and the master plan for and new federal buildings at Lafayette Square in Washington, D.C.¹¹⁰ At the time of its completion, AAL's Ballard Road complex was noted as the Fox Valley's largest office building.¹¹¹

Also in May 1977, AAL closed its former College Avenue headquarters, and after an ill-fated attempt to offer it to the City of Appleton, the building was placed on the market for sale, though unsuccessfully.¹¹² The 10-story building would not be vacant for long, however. Due to yet another spurt of unanticipated growth, 200 AAL office staff moved back to the downtown building at College and Superior in 1979, reoccupying six floors of its former headquarters.¹¹³ 222 W. College Avenue continued to house overflow AAL employees until 2003.¹¹⁴

Just after AAL moved from its downtown Appleton headquarters in the late 1970s, AAL boasted over 5,000 branches and 1.2 million members.¹¹⁵ In 1979, the National Fraternal Congress continued to rank AAL as the largest fraternal benefit society in its membership, and AAL was ranked 13th among the nation's 1,800 fraternal and non-fraternal life insurance companies.¹¹⁶

The 1980s brought a diversification of products offered by AAL. In addition to life, health, and disability insurance policies, AAL offered individual retirement accounts (IRAs) and annuities, in

¹⁰⁷ "Good start for big project," *The Post-Crescent* (Appleton, WI), October 17, 1972.

"Walter Hinck new AAL director," *The Post-Crescent* (Appleton, WI), November 3, 1973.

¹⁰⁸ "Scheig, former president of AAL, dies at age 89," *The Post-Crescent* (Appleton, WI), February 5, 2014.

Cliff Miller, "New AAL office to be just north of Appleton," *The Post-Crescent* (Appleton, WI), November 3, 1972.

¹⁰⁹ Mike Hinant, "New AAL era begins with 'very special day,'" *The Post-Crescent* (Appleton, WI), May 5, 1977.

Mike Hinant, "Keeping AAL green," *The Post-Crescent* (Appleton, WI), May 20, 1979.

"AAL in best contemporary buildings guide," *The Post-Crescent* (Appleton, WI), July 25, 1979.

¹¹⁰ "AAL in best contemporary buildings guide."

¹¹¹ Bill McClenahan, "Buildings warming to directive," *The Post-Crescent* (Appleton, WI), July 25, 1979.

¹¹² "Timeline of a Landmark."

"A Message from Aid Association for Lutherans," *The Post-Crescent* (Appleton, WI), March 17, 1977.

¹¹³ Mike Hinant, "Back to an 'old home,'" *The Post-Crescent* (Appleton, WI), October 29, 1979.

"Parking lot closing is sign of AAL move 'back.'"

¹¹⁴ "Building Snapshot."

¹¹⁵ *Fraternal Organizations*, 26-27.

¹¹⁶ *Ibid.*, 26.

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addition to personal finance and family health programming and volunteer opportunities.¹¹⁷ The 1980s brought new milestones for AAL, not only being the largest fraternal insurance company in the world but also the 28th largest insurance company in the nation and the 5th largest business institution in the State of Wisconsin.¹¹⁸ In 1987, Aid Association for Lutherans officially changed its name to the simpler AAL.¹¹⁹

In January 2002, AAL merged with its largest fraternal benefit society competitor, the Minneapolis-based Lutheran Brotherhood (LB), founded in 1917 to serve members of the Norwegian Lutheran Church of America. The AAL / LB merger created a new \$58 billion company called Thrivent Financial for Lutherans (or Thrivent) with three million customers and 7,000 employees.¹²⁰ In 2014, Thrivent expanded beyond its Lutheran community and began offering its services to new members of other Christian faiths.¹²¹ As of 2023, Thrivent remained a not-for-profit financial services organization, ranked as the nation's largest fraternal benefits society, and continued to operate out of AAL's former headquarters at 4321 N. Ballard Road.¹²²

In 2003, Thrivent vacated former AAL offices in downtown Appleton and relocated all workers to what have previously been AAL's Ballard Road complex. Today the former AAL Building is known as the 222 Building and operates under new ownership as a tenant office building.¹²³

According to financial data and analytics firm S&P Global, as of 2023 Thrivent remained by far the largest of the nation's 61 fraternal benefits societies, accounting for nearly half of American fraternal insurers' individual direct life, accident and health insurance premiums and annuity considerations. Other large fraternal insurers in operation in 2023 include the Catholic Order of Foresters, Knights of Columbus, Catholic Life Insurance, United States Branch of the Independent Order of Foresters, Royal Neighbors of America, Woodmen of the World Life Insurance Society, Gleaner Life Insurance Society, First Catholic Slovak Union of the United States of America & Canada, and GBU Financial Life.¹²⁴

Cram & Ferguson / Hoyle, Doran & Berry – Architects of the AAL Building

The AAL Building's original 1952 east block and 1966 west corner addition were both designed by a storied Boston, Massachusetts, architectural office founded in 1889 by Ralph Adams Cram (1863-1942), the nation's leading early 20th century practitioner of the Gothic Revival style, which later become a leading design firm for mid-20th century insurance office buildings.

¹¹⁷ Advertisement for AAL, *The Post-Crescent* (Appleton, WI), February 22, 1987.

¹¹⁸ Doug Kopljen, "AAL expands and changes to meet growing needs," *The Post-Crescent* (Appleton, WI), March 20, 1980.

¹¹⁹ Advertisement for AAL, February 22, 1987.

¹²⁰ Tina Grant, ed. *International Directory of Company Histories, Volume 31* (USA: St. James Press, 2000), 318.

"Thrivent rebuilding brand name," *The Post-Crescent* (Appleton, WI), February 14, 2002.

"AAL/LB to undergo makeover with merger," *The Post-Crescent* (Appleton, WI), March 24, 2002.

¹²¹ Jeff Benjamin, "Thrivent Financial quietly expands beyond Christians," Investment News, accessed March 21, 2024, <https://www.investmentnews.com/industry-news/features/thrivent-financial-quietly-expands-beyond-christians-72030>.

¹²² Jason Woleben, "Thrivent Financial leads the pack among U.S. fraternal insurers," S&P Global Market Intelligence, accessed March 21, 2024, <https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/thrivent-financial-leads-the-pack-among-us-fraternal-insurers-79764282>.

¹²³ "Building Snapshot."

¹²⁴ "Thrivent Financial leads the pack among U.S. fraternal insurers."

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Heavily influenced by English art critic John Ruskin (1819-1900) and leader of the English Arts & Crafts Movement William Morris (1834-1896), the New Hampshire-born Ralph Adams Cram became one of late 19th and early 20th century America's most vocal and prolific proponents of historic revival architectural styles, most notably seen in his Gothic-inspired church designs for a variety of denominations, including St. Thomas (Episcopal) Church in New York City (completed 1914, extant); the (Episcopal) Cathedral of St. John the Divine, also in New York City, on which he began in 1912 and continued until 1941 (extant); and East Liberty Presbyterian Church in Pittsburgh, Pennsylvania (completed 1935, extant).¹²⁵ Cram's best known designs for American institutions of higher learning included buildings for the U.S. Military Academy at West Point, New York (completed 1903, extant), Graduate College at Princeton University in Princeton, New Jersey (completed 1910, extant), and the master plan and buildings for Rice University in Houston, Texas (1909-1930, extant).¹²⁶

In his lifetime, Ralph Adam Cram's Boston design firm operated under a variety of names and partners – first as Cram alone (1889-1890); then as Cram & Wentworth (1890-1895) with partner Charles Wentworth; then as Cram, Wentworth & Goodhue (1895-1899) with Cram's equally prolific partner Bertram Goodhue; then as Cram, Goodhue & Ferguson (1899-1913) with the addition of partner Frank Ferguson; and finally as Cram & Ferguson (1913-1957) under which Cram worked until his death in 1942.¹²⁷

As commissions dwindled during the worldwide economic depression of the 1930s, Cram shared control of his firm with younger partners Frank Cleveland (1878-1950) and Alexander Hoyle (1881-1969), and later Chester A. Brown, John T. Doran, and William H. Owens. The younger partners' interests in using more contemporary architectural language on larger institutional and commercial projects could be seen in two of the firm's 1930s works in Boston: their Art Deco style skyscraper housing the U.S. Post Office, Courthouse and Federal Building at 5 Post Office Square (completed 1933, extant, today called the John W. McCormack Post Office and Courthouse); and the New England Mutual Life Insurance Company Building at 501 Boylston Street (1939-1942, later addition by Hoyle, Doran, & Berry, extant) which the historicist Ralph Adams Cram famously despised.¹²⁸

¹²⁵ Douglass Shand-Tucci, "Ralph Adams Cram," Grove Art Online, accessed March 5, 2024, <https://doi.org/10.1093/gao/9781884446054.article.T020105>.

"Architects Tell How they Figured Foundation Needed for AAL Home."

¹²⁶ "Ralph Adams Cram."

"Architects Tell How they Figured Foundation Needed for AAL Home."

Stephen Fox, *Rice University: An Architectural Tour* (New York: Princeton Architectural Press, 2001), 6, 13.

¹²⁷ "Ralph Adams Cram."

"About Cram & Ferguson Architects," Cram and Ferguson Architects, accessed March 14, 2024, <https://www.cramandferguson.com/about>.

¹²⁸ John Freely, *Blue Guide: Boston and Cambridge* (USA: A & C Black, 1994), 262.

Portia Lee, *National Register of Historic Places Nomination: United States Post Office, Courthouse and Federal Building, Boston, Suffolk County, Massachusetts* (Boston: Massachusetts Historical Commission, 2011), Section 8, page 7, 9.

Douglass Shand-Tucci, *Built in Boston: City and Suburb* (Amherst, MA: University of Massachusetts Press, 1999) 183, 222.

"The New England, Phase II," Society of Architectural Historians - SAH Archipedia, accessed April 2, 2024, <https://sah-archipedia.org/buildings/MA-01-BB29.2>.

"The New England," AIA Guide to Boston App Info, accessed April 2, 2024, <https://aiaguide.stqry.app/en/story/19204>.

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After Cram's death in 1942 and the end of World War II in 1945, the firm continued Cram's legacy with their designs for Gothic-inspired church buildings, notably (Catholic) Cathedral of Saint Augustine in Kalamazoo, Michigan (completed 1951, extant).¹²⁹ Without the historicist Cram at the helm, however, Cram & Ferguson's post-war portfolio became better known for its Art Deco and International Style commercial commissions. While continuing work on small historic revival style commissions, after World War II Cram & Ferguson gained a new national reputation as a sought after designer of contemporary style commercial buildings with a special focus on insurance company headquarters. Notable examples of the firm's post-war work include:

- New England Telephone and Telegraph Building at 185 Franklin Street in Boston (completed 1947, extant);¹³⁰
- Peoples Savings Bank at 70 Kennedy Plaza in Providence, Rhode Island (completed 1949, extant but altered);¹³¹
- John Hancock Mutual Life Insurance Company Building (today called the Berkeley Building) at 200 Berkeley Street in Boston (completed 1947, extant), probably Cram & Ferguson's best known post-war work;¹³²
- New Hampshire Fire Insurance Company at 1750 Elm Street in Manchester, New Hampshire (completed 1949, extant);¹³³
- Aid Association for Lutherans (AAL) Building at 222 W. College Avenue in Appleton, Wisconsin (with associate architect Maurey Lee Allen, completed 1952, extant with a 1966 addition by Hoyle, Doran & Berry);¹³⁴
- Springfield Fire and Marine Insurance at 1250 State Street in Springfield, Massachusetts (completed 1952, extant);¹³⁵
- Manufacturers National Bank in 35 E. Ash Street in Lewiston, Maine (completed 1954, extant);¹³⁶
- International Silver Company Complex at 500 S. Broad Street in Meriden, Connecticut (completed 1957, extant);¹³⁷

¹²⁹ Shawn Tribe, "Before and After: St. Augustine's Cathedral in Kalamazoo, Michigan," *Liturgical Arts Journal*, accessed March 20, 2024, <https://www.liturgicalartsjournal.com/2020/12/before-and-after-st-augustines.html>.

¹³⁰ Freely, 156.

"New England Telephone Building," Buildings of New England, accessed March 19, 2024, <https://buildingsofnewengland.com/2021/03/20/new-england-telephone-building-1947/>.

¹³¹ "People's Bank," Art in Ruins, accessed March 20, 2024, <https://artinruins.com/property/peoples-bank-kennedy-plaza/>.

¹³² Freely, 270.

Built in Boston: City and Suburb, 222.

¹³³ "Perspective drawing of the Building for the New Hampshire Fire Insurance Company, Manchester, NH, 1949 by Cram and Ferguson," Historic New England, accessed March 20, 2024, <https://www.historicnewengland.org/explore/collections-access/capobject/?refd=AR001.USNH.1300.001>.

Aurore Eaton, "Aurore Eaton's Looking Back: NH Fire Insurance has broad presence, shorter name," *New Hampshire Union Leader*, accessed March 20, 2024, https://www.unionleader.com/voices/looking_back/aurore-eatons-looking-back-nh-fire-insurance-has-broad-presence-shorter-name/article_ddfe6b1f-3cee-5379-a527-f5d8e86cbf.html.

¹³⁴ "Architects Tell How They Figured Foundation Needed for AAL Home.

¹³⁵ "High Strength Bolts," *Architectural Record*, Vol. 118, Issue 1, July 1955, 192.

¹³⁶ "Lewiston Bank to Build 7-Story Home," *Portland Press Herald* (Portland, ME), January 6, 1953.

Manufacturers National Bank Advertisement, *The Lewiston Daily* (Lewiston, ME), October 21, 1954.

"Looking Back," *Sun Journal* (Lewiston, ME), March 22, 2003.

¹³⁷ "New International Factory Already in Full Production," *Meriden Record* (Meriden, CT), September 25, 1957.

"International Silver Company," Meriden Historical Society, accessed March 20, 2024, <https://meridenhistoricalsociety.org/international-silver-company-2/>.

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- State Mutual Life Assurance Building at 440 Lincoln Street in Worcester, Massachusetts (1957, extant);¹³⁸

In 1957 Cram & Ferguson's partners Alexander E. Hoyle, John T. Doran and Maurice A. Berry announced that the firm would be renamed Hoyle, Doran & Berry.¹³⁹ The scale of their office's commissions increased in the late 1950s through the 1960s and though they still undertook smaller historic-inspired projects, Hoyle, Doran & Berry's work eventually shed all notions of the Art Deco and mostly embraced the popular International Style aesthetic. Their best-known late 20th century commissions included:

- John Hancock Mutual Life Insurance Company Office in Waltham, Massachusetts (completed 1958, condition unknown);¹⁴⁰
- National Life Insurance Company Building at 1 National Life Drive in Montpelier, Vermont (completed 1960, extant);¹⁴¹
- A large Georgian Revival style addition to the Massachusetts Mutual Life Insurance Company Complex at 1295 State Street in Springfield, Massachusetts (completed 1963, extant);¹⁴²
- Boston University's George Sherman Union (completed 1963), Law and Education Tower (completed 1964), and Mugar Memorial Library (completed 1966) (extant, with architects Sert, Jackson & Gourley);¹⁴³
- Prudential Center Complex in Boston, including Northeastern Prudential's home office and Civic Auditorium (with Charles Luckman & Associates, 1959-1965, extant), Hoyle, Doran & Berry's largest completed work;¹⁴⁴

Patricia F. Singer, "International Silver Company Shines Once More," *Connecticut Explored*, accessed March 20, 2024, <https://www.ctexplored.org/international-silver-company-shines-once-more/>.

¹³⁸ Advertisement for Milcor Cellulose, *Architectural Record*, Vol. 119, Issue 6, June 1956, 370.

Derek Straham, "State Mutual Building, Worcester, Mass.," *Lost New England*, accessed March 19, 2024, <https://lostnewengland.com/2016/09/state-mutual-building-worcester-mass/>.

"This Building is Different, Executives Are in the Center," *Engineering News-Record*, Vol. 159, Issue 22, November 28, 1957, 85.

¹³⁹ "The Record Reports," *Architectural Record*, Vol. 121, Issue 4, April 1957, 356.

¹⁴⁰ "John Hancock Builds Office on Route 128," *The Christian Science Monitor* (Boston, MA), December 12, 1958.

¹⁴¹ "New National Life Building," *The Barre Daily Times* (Barre, Vermont), July 3, 1957.

"Natl. of Vt. Contracts for New Home Office," *The National Underwriter*, Vol. 61, Issue 25, June 21, 1957, 14.

"Insurance Building Facts," *The Spectator*, Vol. 165, Issue 9, September 1957, 24.

"Prudential Center," Society of Architectural Historians – SAH Archipedia, accessed March 20, 2024, <https://sah-archipedia.org/buildings/MA-01-BB79>.

¹⁴² "Major Expansion of Mass. Mutual Planned for 1961," *Berkshire Eagle* (Pittsfield, MA), December 26, 1959.

¹⁴³ Susan Southworth and Michael Southworth, *AIA Guide to Boston* (USA: The Globe Pequot Press, 1992), 512.

Henry Millon, "Millon on Architecture – B.U.'s Student Union to Be a Landmark," *The Boston Globe* (Boston, MA), April 14, 1963.

John Ware Lincoln, "Architect's Notes – Boston University: Campus in Air," *The Boston Globe* (Boston, MA), May 24, 1964.

"Insurance Building Facts."

"Semi-Annual Index," *Architectural Record*, Vol. 135, 1964, 201.

"Law Complex: Redstone Building & Law Tower," Boston University School of Law, accessed March 19, 2024, <https://www.bu.edu/law/about/law-school-complex/>.

¹⁴⁴ *AIA Guide to Boston*, 292.

"Hynes Airs Details on Auditorium," *The Christian Science Monitor* (Boston, MA), October 21, 1959.

"Big Boston Project Under Way," *Engineering News-Record*, Vol. 162, Issue 15, April 16, 1959, 26.

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- Addition to Cram & Ferguson's Aid Association for Lutherans (AAL) Building at 222 W. College Avenue in Appleton, Wisconsin (completed 1966, extant);
- Addition to Cram & Ferguson's 1939-1942 New England Mutual Life Insurance Company Building at 501 Boylston Street in Boston (completed 1967, extant);¹⁴⁵
- John W. McCormack State Office Building at One Ashburton Place in Boston (completed 1975, extant);¹⁴⁶

Into the late 20th century and early 21st century, Hoyle, Doran & Berry remained designers of large commercial projects and sacred structures, even continuing work on New York's Cathedral of St. John the Divine begun by Ralph Adams Cram in 1912.¹⁴⁷ The firm continued to operate as Hoyle, Doran & Berry until 2012 when its name reverted back to Cram & Ferguson Architects LLC, which it still uses today.¹⁴⁸

Maurey Lee Allen, Associate Architect of the AAL Building

Maurey Lee Allen (1906-1975), the Appleton-based associate architect of the AAL Building, was a well-known designer of buildings in Outagamie County from his arrival in Wisconsin in the 1930s through the 1950s. Allen was born in 1906 to John H. Allen, a salesman, and his wife Nora in the town of Goldthwaite in Mills County, Texas, approximately 85 miles west of Waco.¹⁴⁹ By 1910, the Allen family had relocated to nearby Lampasas, Texas, and by 1920 to San Antonio. Allen studied Northwest Oklahoma Junior College before attending the University of Texas at San Antonio, graduating in 1927.¹⁵⁰ Allen first worked with the San Antonio architectural firm Phelps & DeWees but by 1930, the Allen family including Maurey Lee Allen's parents and two siblings had together relocated to Green Bay, Wisconsin.¹⁵¹ There the young Allen worked as a draftsman for the firm Foeller, Schober & Berners and notably assisted on the *Appleton Post-Crescent* newspaper headquarters in Appleton, Wisconsin (completed 1932, extant).¹⁵²

Allen was soon himself drawn to Appleton where by 1934 he was the lead "designer" for architect Raymond N. LeVee (1903-1968) with whom he partnered as LeVee & Allen until 1945.¹⁵³ Together, LeVee and Allen completed several small local commissions:

¹⁴⁵ Aline Kaplan, "The New England Mutual Life Insurance Building," The Next Phase Blog, accessed March 20, 2024, <https://aknextphase.com/new-england-mutual-life-insurance-building/>.

"Twice The Space For New England Life," *The National Underwriter*, Vol. 64, Issue 34, August 20, 1960, 4.

¹⁴⁶ Freely, 185.

¹⁴⁷ "About Cram & Ferguson Architects."

"Semi-Annual Index," *Architectural Record*, Vol. 166, July-December 1979, 201.

¹⁴⁸ "About Cram & Ferguson Architects."

¹⁴⁹ United States Census Records, 1910.

American Architects Directory, 7, 8.

¹⁵⁰ United States Census Records, 1910.

United States Census Records, 1920.

American Architects Directory, 7, 8.

¹⁵¹ United States Census Records, 1930.

American Architects Directory, 7, 8.

¹⁵² *American Architects Directory*, 7, 8.

"Architects Have Long History of Large Projects."

¹⁵³ "Break Ground for Retreat House on Sunday Afternoon," *The Post Crescent* (Appleton, WI), July 14, 1934.

"R.N. LeVee, Area Architect, Dies of Gunshot," *The Post Crescent* (Appleton, WI), September 24, 1968.

American Architects Directory, 7, 8.

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- Entry remodeling of St. Joseph's Catholic Church at 404 W. Lawrence Street in Appleton (completed 1936, extant);¹⁵⁴
- Monte Alverno Retreat House at 1000 N. Ballard Road in Appleton (completed 1938, extant);¹⁵⁵
- St. Therese Catholic Church at 213 E. Wisconsin Avenue in Appleton (completed 1939, extant);¹⁵⁶
- St. Joseph's Cemetery Chapel at 900 N. Ballard Road in Appleton (completed 1939, extant);¹⁵⁷
- Hittner Building at 126 S. Main Street in Seymour, Wisconsin (completed 1940, extant);¹⁵⁸
- Outagamie Courthouse at 320 S. Walnut Street in Appleton (completed 1942, extant), the LeVeve & Allen partnership's largest work;¹⁵⁹

During World War II, Allen appeared to part ways with Raymond N. LeVeve and worked on war plant construction throughout the Midwest.¹⁶⁰ At the war's end in 1945, Allen announced a new venture, Allen-Koehler-Steffes, with fellow architect Carl Koehler and structural engineer Claude Steffes, a brief partnership that would last until approximately 1950, when Maurey Lee Allen was reported as working as a sole practitioner.¹⁶¹

In 1950s Appleton, Maurey Lee Allen was a well-known civic figure and a sought-after award-winning architectural designer.¹⁶² In addition to several small commercial project and storefront renovations, Allen's hand can be seen in some of Appleton's best known commercial and institutional works and show a fluency both in historic revival and new Modern styles:

- St. Therese Sister's Home / Convent at 214 E. Summer Street in Appleton (completed 1950, extant);¹⁶³
- Brettschneider Funeral Home at 606 N. Oneida Street in Appleton (completed 1951, extant);¹⁶⁴

¹⁵⁴ "Remodel Front of St. Joseph Church," *The Post Crescent* (Appleton, WI), November 21, 1936.

¹⁵⁵ "Break Ground for Retreat House on Sunday Afternoon."

"Retreat House is Combination of Beauty, Utility," *The Post Crescent* (Appleton, WI), February 28, 1938.

¹⁵⁶ "Approve Plans of New Church; Will Open Bids June 1," *The Post Crescent* (Appleton, WI), May 20, 1939.

American Architects Directory, 7, 8.

¹⁵⁷ "Cemetery Chapel To Be Dedicated Tuesday Morning," *The Post Crescent* (Appleton, WI), May 27, 1939.

"About St. Joseph Cemetery," "Saint Joseph Cemetery, accessed March 20, 2024, <https://www.stjosephcemetery.us/about-us/>.

¹⁵⁸ "New Hittner Building Put into Service at Seymour," *The Post Crescent* (Appleton, WI), June 24, 1940.

¹⁵⁹ "410 S. Walnut Street, AHI #39328," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI39328>.

"215 Rooms in Outagamie County's New Courthouse," *The Post Crescent* (Appleton, WI), May 18, 1942.

American Architects Directory, 7, 8.

¹⁶⁰ "3 Men, Architects and Designers, Open on Avenue," *The Post Crescent* (Appleton, WI), August 7, 1945.

Advertisement for Allen-Koehler-Steffes, *The Post Crescent* (Appleton, WI), August 17, 1945.

¹⁶¹ Advertisement for Allen-Koehler-Steffes.

¹⁶² "Architect to Take Part in Discussion," *The Post-Crescent* (Appleton, WI), May 1, 1958.

¹⁶³ "New Sisters' Home At St. Therese Seen by Over 1,000," *The Post-Crescent* (Appleton, WI), February 20, 1950.

American Architects Directory, 7, 8.

"214 E. Summer Street, AHI #39648," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI39648>.

¹⁶⁴ *American Architects Directory*, 7, 8.

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- First Methodist Church Memorial Chapel on at 325 E. Franklin Street in Appleton (completed 1951, condition unknown);¹⁶⁵
- Addition to All Saints Episcopal Church at 100 N. Drew Street in Appleton (completed 1950, extant);¹⁶⁶
- Aid Association for Lutherans (AAL) Building at 222 W. College Avenue in Appleton (associate architect, completed 1952, extant with a 1966 addition by Hoyle, Doran & Berry);¹⁶⁷
- Franklin School at 2212 N Jarchow St, in Appleton (completed 1952, extant);¹⁶⁸
- Institute for Paper Chemistry at 1025 E. South River Street in Appleton (consulting architect, completed 1953, extant);¹⁶⁹
- Addition to St. Therese Parish School at 217 E. Wisconsin Avenue in Appleton (completed 1954, demolished);¹⁷⁰
- Entry remodeling of St. Patrick's Catholic Church at 320 Nicolet Boulevard in Menasha, Wisconsin (completed 1954, extant);¹⁷¹
- JC Penney Store at 302-306 W. College Avenue in Appleton (completed 1956, demolished);¹⁷²
- Wichmann Funeral Home at 537 N. Superior Street in Appleton (completed 1959, extant);¹⁷³
- St. Francis Xavier High School at 1600 W. Prospect Avenue in Appleton (completed 1959, extant but altered);¹⁷⁴

Little is documented about Maurey Lee Allen's work as an architect after the late 1950s. By the late 1960s, newspapers show that he had relocated to San Antonio, Texas, where he died at the age of 69 in 1975.¹⁷⁵

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¹⁶⁵ Advertisement for First Methodist Church Memorial Chapel," *The Post-Crescent* (Appleton, WI), November 17, 1951.

¹⁶⁶ "100 N. Drew Street, AHI #39102," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI39102>.

¹⁶⁷ *American Architects Directory*, 7, 8.

"Architects Tell How They Figured Foundation Needed for AAL Home

"Local Architect on AAL Project."

¹⁶⁸ "Looking Backward: Water Power Firm Organized," *The Post-Crescent* (Appleton, WI), September 15, 1959. *American Architects Directory*, 7, 8.

"Appleton Architects Talk: New Heating Method Suggested for Schools," *The Post-Crescent* (Appleton, WI), March 16, 1961.

¹⁶⁹ "\$350,000 Institute Center Contains Auditorium, Lounge, Museum Space," *The Post-Crescent* (Appleton, WI), June 4, 1953.

¹⁷⁰ "Congratulations to the St. Therese Parish on the Completion of their New School Addition," *The Post-Crescent* (Appleton, WI), April 30, 1954.

¹⁷¹ "320 Nicolet Blvd., AHI #61579," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI61579>.

"St. Patrick's to Spend \$274,000 On Its Church," *The News-Record* (Menasha, WI), August 3, 1953.

¹⁷² "Stress Modern Design in New Penney Store," *The Post-Crescent* (Appleton, WI), October 22, 1955.

"Looking back: Downtown Appleton in the 1960s," *The Post-Crescent* (Appleton, WI), accessed March 20, 2024, <https://www.postcrescent.com/picture-gallery/news/local/2015/02/26/looking-back-downtown-appleton-in-the-1960s/24096823/>.

¹⁷³ Advertisement for Wichmann Funeral Home, *The Post-Crescent* (Appleton, WI), February 6, 1959.

¹⁷⁴ "Xavier Features Modern Design," *The Post-Crescent* (Appleton, WI), August 21, 1959.

¹⁷⁵ Wanda J. Campbell, ed. "Star light," *The Corpus Christi Caller* (Corpus Christi, TX), October 3, 1971.

"Deaths elsewhere," *The Post-Crescent* (Appleton, WI), October 7, 1975.

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Appleton's AAL Building from 1952 and 1966 is a late example of the Art Deco style, an architecture and design aesthetic prevalently used in America between 1925 and 1940 but which had a clear popular legacy into the mid-20th century. The style was first widely introduced to Americans by architects Bertram Goodhue (a partner in Cram, Goodhue & Ferguson, which would later design the AAL Building), notably in his work at the Nebraska State Capitol (completed 1919, extant) and Eliel Saarinen's 1922 unbuilt competition entry for the *Chicago Tribune* headquarters. Both Goodhue's and Saarinen's skyscraper designs displayed accentuated verticality and stepped massings atop heavier and broader bases, and this balance of soaring verticality and weighted horizontality would eventually be closely linked with the Art Deco style and American urban skyscraper design of the late 1920s and 1930s.¹⁷⁶

Art Deco architecture and design had their true debut on the world stage in Paris at the 1925 Exposition Internationale des Arts Decoratifs et Industriels Modernes (later the inspiration for the terms "Art Deco" and "Art Moderne"). American designers and patrons who visited the Paris exposition, and who later saw exposition pieces on tour in American cities, lauded the built structures, objects, and art on display, all of which were created using modern materials and with no obvious reference to historic styles. The new modern aesthetic first showcased in Paris continued to make impressions on the American public who saw newer experimentations in the Art Deco style at the Century of Progress Exhibition in Chicago (1933-1934), the Texas Centennial Exhibition in Dallas (1936), the New York World's Fair in New York City (1939-1940), and the Golden Gate International Exposition in San Francisco (1939-1940). American Art Deco architecture would arrive at its own distinct language by the 1930s, using a wider variety of materials, color palettes, and decoration inspired by contemporary industrial, furniture, and graphic design, and often abstracted from Native American sources and other eclectic precedents worldwide and throughout history.¹⁷⁷

First coined in 1968 by art historian Bevis Hiller, the term "Art Deco" broadly covers three separate substyles popular in the second quarter of the 20th century, all three of which are expressed at the AAL Building in Appleton. The first, the "Zigzag Moderne" substyle typified by taller structures with vertical accentuation and cladding using polychrome materials and sometimes even metal, was fully expressed at the Chrysler Building (completed 1930), the Empire State Building (completed 1931), and Rockefeller Center (completed 1940), all in New York City. The second substyle, the "Streamline Moderne" first developed by industrial designers before its translation to architecture, was inspired by America's "Machine Age" spirit of speed and was typified in lower-rise buildings using accentuated horizontality, curved edges, and less exuberant material palettes, best seen at the Johnson Wax Headquarters in Racine, Wisconsin (completed 1936; Frank Lloyd Wright, architect) and 1260 N. Prospect Avenue in Milwaukee Wisconsin (completed 1937; Herbert W. Tullgren, architect). Proponents of the third substyle, usually called "PWA Moderne," "Federal Moderne," or "Classical Moderne," never fully departed from the Classical-inspired Beaux Arts styles of the late 19th and early 20th centuries, usually using subtle Art Deco decoration on much more highly controlled, symmetrical, and mostly monotone facades,

¹⁷⁶ Anne Blecksmith, "Art Deco architecture in America," Grove Art Online, accessed March 5, 2024, <https://doi.org/10.1093/gao/9781884446054.article.T2086732>.

¹⁷⁷ Blecksmith.

David Gebhard, *The National Trust Guide to Art Deco in America* (New York: John Wiley & Sons, 1996), 2-8.

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exemplified by architect Paul Cret's work at the Folger Shakespeare Library (completed 1932) and the Federal Reserve Board Building (completed 1937), both in Washington, DC, and the Outagamie Courthouse in Appleton, Wisconsin (completed 1942; LeVee & Allen, architects).¹⁷⁸

While the stark abstracted aesthetic of European Modernism and the International Style came to dominate American commercial architecture after World War II, Cram & Ferguson's and Hoyle, Doran & Berry's late Art Deco work at the AAL Building in Appleton shows the continued popularity of the style well into the mid-20th century.

The AAL Building is exceptional in its expression of all three Art Deco substyles. The building's vertically accentuated street-facing facades, polychrome red granite, yellow face brick and blue-green terra cotta spandrel panels, and stepped rooflines are typical of the Zigzag Moderne style that matured in the 1930s; inside, this same Zigzag aesthetic can be found in the bold colors of the 1st floor main lobby's Loreda Chiaro, rouge, and Levanto marble walls and rear entry's terrazzo floors and at the upper floors in the vertical banding pressed into metal wall and column covers. The Streamline Moderne style can be seen at the ground level's wraparound curved stainless steel canopy and in the highly reflective granite, stone, metal, and glass storefronts. And the AAL Building's heavy cubic massing, flat roof, overarching façade symmetry, and lack of overt exterior ornamentation all reflect the restraint of the Classical Moderne style.

Comparable Buildings – Criterion A

Buildings Associated with AAL

The AAL had six home offices over its century-long history, only two of which remain extant:

- The AAL was formed between 1899-1902 by members of **St. Paul Evangelical Lutheran Church** at the northeast corner of Morrison and Fisk (now Franklin) Streets in Appleton. The St. Paul Church that played such a formative role in AAL's history was demolished and the current St. Paul Church at this location dates to 1907.¹⁷⁹
- The AAL's first headquarters from 1902 to 1905 was the home of its founder and first secretary Albert Voecks at **716 E. Pacific Street** in Appleton. Voecks demolished his home from this period to build another family home on this site in 1907 which does remain extant.¹⁸⁰

¹⁷⁸ Blecksmith.

Robert M. Craig, "Streamlined Moderne," Grove Art Online, accessed March 5, 2024, <https://doi.org/10.1093/gao/9781884446054.article.T2086096>.

Gebhard, 160, 162.

Wyatt, 2-34, 2-35.

¹⁷⁹ Dvorak, Section 7, 1.

¹⁸⁰ Raney and Roelofs, 35.

"716 E. Pacific Street, AHI #40090," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://wisconsinhistory.org/Records/Property/HI40090>.

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- The AAL's second home office from 1905 to 1913 was on the second floor of the **Commercial National Bank Building** at the southwest corner of College Avenue and Oneida Street in downtown Appleton, since demolished and now the site of the Irving Zuelke Building (completed 1931).¹⁸¹
- The AAL's third home office from 1914 to 1923 was the second floor of the **First National Bank Building** at the northwest corner of College Avenue and Appleton Street, demolished in 1964.¹⁸²
- The AAL's fourth home office from 1923 to 1952 was their first purpose built home office, the **Insurance Building at the northeast corner of College Avenue and Superior Street** in downtown Appleton, demolished in 1963 for the construction of the current AAL Building's 1966 addition.¹⁸³
- The AAL's fifth home office from 1952 to 1977, this nomination's subject building at **222 W. College Avenue** in downtown Appleton, remains extant. AAL, and later Thrivent, used the building as an overflow office site from 1979 to 2003.
- The AAL's sixth and final home office from 1977 to the present is the John Carl Warnecke & Associates-designed office complex at **4321 N. Ballard Road** in Appleton. This site also includes an AAL-built printing and distribution center at **3920 N. Meade Street** completed in 1985. Since AAL and LB merged to form Thrivent in 2002, the site has remained the organization's home office.¹⁸⁴

The AAL Building at 222 W. College Avenue remains one of two extant AAL home office sites and the one most closely associated with the organization's rapid growth in the mid-20th century.

Tall Office Buildings in Appleton

The AAL Building at 222 W. College Avenue, Appleton's tallest building, is rivaled in size only by the slightly shorter **Irving Zuelke Building** at 103 W. College Avenue, completed in 1932 and a contributing building within the National Register-listed College Avenue Historic District.¹⁸⁵

Fraternal Organization Buildings in Appleton

¹⁸¹ Raney and Roelofs, 36.

"103 W. College Avenue, AHI #40564," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records?terms=zuelke+building>.

¹⁸² Raney and Roelofs, 37.

"Photo," *The Post-Crescent* (Appleton, WI), January 31, 1964.

¹⁸³ "New \$340,000 Insurance Building Among Finest Office Structures."

"Home Mutuals Leases Present AAL Offices."

"For the Last Week...."

¹⁸⁴ Advertisement for Direct Digital Control Co., Inc., *The Post-Crescent* (Appleton, WI), November 25, 1985.

"What's News," *The Post-Crescent* (Appleton, WI), March 8, 1992.

¹⁸⁵ "103 W. College Avenue, AHI #40564."

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Though AAL's devoutly Lutheran founders and members rejected the label "fraternal organization" or "lodge," to many, AAL's self-description as a "fraternal benefit society" associated the organization with early- to mid-20th century lodge life in Appleton. Other prominent extant buildings in Appleton associated with fraternal organizations or lodges include:

- **Konemic Lodge of the Independent Order of Odd Fellows (now Gabriel Lofts)** at 201 E. College Avenue (completed 1888); Wisconsin Architecture and History Inventory (AHI) #40561.¹⁸⁶
- **Moose Club Lodge 367 / German Methodist Episcopal Church** at 800 N. Superior Street (completed 1898); Wisconsin AHI #74055.¹⁸⁷
- **Masonic Temple (now Outagamie County Historical Society)** at 330 E. College Avenue (completed 1924, National Register listed); Wisconsin AHI #29455.¹⁸⁸

The AAL Building at 222 W. College Avenue remains the largest and most intact example of a fraternal benefit society home office in Appleton and the building most closely associated with the long history of AAL.

Comparable Buildings – Criterion C

Art Deco Style Buildings in Appleton

Though likely the last use of the Art Deco style in Appleton, the AAL Building is also the largest and probably the most intact local example of this popular early 20th century style. Other prominent examples of Art Deco style architecture extant in Appleton include:

- **Fox River Tractor Company Office at 1018 N. Rankin Street** (completed 1928); Wisconsin AHI #39918.¹⁸⁹
- **Gibson Auto Exchange at 211 W. College Avenue** (completed 1931); C.R. Meyer & Son, architects; Wisconsin AHI #39057.¹⁹⁰
This property is National Register listed as a contributing building in the College Avenue Historic District.

¹⁸⁶ "201 E. College Ave., AHI #40561," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI40561>.

Shane Nyman, "Gabriel Furniture building's façade is coming down, revealing detailed brickwork," *The Post-Crescent* (Appleton, WI), accessed March 25, 2024, <https://www.postcrescent.com/story/news/2019/05/23/gabriel-furniture-appleton-facade-work-reveals-historic-brickwork/1204494001/>.

¹⁸⁷ "800 N. Superior, AHI #74055," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI74055>.

¹⁸⁸ "330 E. College Avenue, AHI #29455," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI29455>.

¹⁸⁹ "1018 N. Rankin Street, AHI #39918," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI39918>.

¹⁹⁰ "211 W. College Avenue, AHI #39057," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI39057>.

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- **Appleton Post-Crescent Building at 306 W. Washington Street** (completed 1932); Foeller, Schober & Berners, architects; Wisconsin AHI #39833.¹⁹¹
This property is individually National Register listed. Maurey Lee Allen, associate architect of the 1952 AAL Building, was reported as assisting on the design of this Art Deco style newspaper office building.
- **Appleton Senior High School at 610 N. Badger Avenue** (completed 1938); Smith & Brandt, architects; Wisconsin AHI #72805.¹⁹²
- **Patton Paper Mill Office at 600 S. Vulcan Street** (completed 1940); Wisconsin AHI #26971.¹⁹³
- **Outagamie Courthouse at 320 S. Walnut Street** (completed 1942); LeVee & Allen, architects; Wisconsin AHI #39328.¹⁹⁴
Maurey Lee Allen, designer of this Art Deco style courthouse, also served as associate architect for the 1952 AAL Building.
- **Fox River Paper Company Office at 100 W. Water Street** (completed 1942); Wisconsin AHI #38980.¹⁹⁵

Conclusion

The Aid Association for Lutherans (AAL) Building at 222 W. College Avenue in downtown Appleton, Wisconsin is locally significant under National Register Criterion A for Commerce and Social History and under National Register Criterion C for Architecture. The AAL Building is the tallest building in Appleton and for over 70 years has been a highly recognizable visual landmark in downtown Appleton. For 25 years, this Art Deco skyscraper served as the home office of the Aid Association for Lutherans, since the 1940s the world's largest fraternal benefit society and one of Appleton's largest employers. From 1952 to 1977, the AAL Building served as the setting for the organization's exponential growth as a nationally known faith-based insurance provider, today still in operation as Thrivent.

¹⁹¹ "306 W. Washington Street, AHI #39833," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI39833>.

¹⁹² "610 N. Badger Avenue, AHI #72805," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI72805>.

¹⁹³ "600 S. Vulcan Street, AHI #26971," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI26971>.

¹⁹⁴ "410 S. Walnut Street, AHI #39328."

¹⁹⁵ "100 W. Water Street, AHI #38980," Wisconsin Architecture and History Inventory, accessed March 25, 2024, <https://www.wisconsinhistory.org/Records/Property/HI38980>.

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Land Acknowledgement (will be reviewed by the Office of the State Archaeologist)

This nomination recognizes the depth of human presence here, the ancestral homeland of American Indians for millennia. From as early as the seventeenth century, Euro-American exploration and settlement, military campaigns, and government programs, all had the effect of repeated displacement of Indians of many tribal affiliations. This continuous tribal movement resulted in Wisconsin being home to many tribes who originated from other parts of the country, generating a pattern of immigration, relocation, and formation of a new homeland. Some of these tribes remain in Wisconsin but others may not. We acknowledge that the property that is the subject of this nomination is located on land long occupied by American Indians.

Before White settlement, the Appleton area included the ancestral lands of Native American tribes, including the Miami, Ochéthi Šakówiŋ, Menominee, and the Ho-Chunk.¹⁹⁶

Archaeological Potential (will be drafted and reviewed by the Office of the State Archaeologist)

- SHPO to complete

Preservation Activities

The Aid Association for Lutherans Building was evaluated as potentially eligible for the NRHP in 2022 under Criteria A and C. Eligibility was re-affirmed prior to the writing of this nomination. As a partner with the Wisconsin State Historic Preservation Office (SHPO) and the National Park Service (NPS) participating in the Certified Local Government (CLG) program, the City of Appleton, Wisconsin, is required to maintain a system to survey and inventory historic properties. That entails regular surveys with updates every 20-25 years to identify properties that appear potentially eligible for the NRHP.

As of April 2024, a new owner plans to rehabilitate the building using federal and state historic tax credits for continued use as an office building.

- Attn: SHPO – I'm not sure if the first paragraph is correct, please confirm!

END OF STATEMENT OF SIGNIFICANCE DO NOT DELETE

¹⁹⁶ Native Land Digital, Accessed March 21, 2024. <https://native-land.ca/>.

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9. Major Bibliographical References

Previous documentation on file (NPS):

- 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 # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other
 Name of repository: Appleton Public Library, Appleton Historical Society

Wisconsin Architecture and History Inventory # 244486
and/or Archaeological Site Inventory #: _____

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END OF BIBLIOGRAPHY DO NOT DELETE

Aid Association for Lutherans (AAL) Building
Name of Property

Outagamie, Wisconsin
County and State

10. Geographical Data

Acreeage of Property: Less than one acre

Provide either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

| | | | |
|--------------|------------------|------------|-------------------|
| 1. Latitude: | <u>44.262143</u> | Longitude: | <u>-88.408344</u> |
| 2. Latitude: | _____ | Longitude: | _____ |
| 3. Latitude: | _____ | Longitude: | _____ |
| 4. Latitude: | _____ | Longitude: | _____ |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

| | | | | | |
|-----------|-------|----------|-------|-----------|-------|
| 1. Zone: | _____ | Easting: | _____ | Northing: | _____ |
| 2. Zone:: | _____ | Easting: | _____ | Northing: | _____ |
| 3. Zone:: | _____ | Easting: | _____ | Northing: | _____ |
| 4. Zone: | _____ | Easting: | _____ | Northing: | _____ |

Verbal Boundary Description (Describe the boundaries of the property.)

The National Register boundary for the AAL Building includes the entire parcel historically associated with the building, bound on the south by College Avenue; on the west by Superior Street; on the north by a public alley; and on the east by a property line.

Boundary Justification (Explain why the boundaries were selected.)

The National Register boundary for the AAL Building encompasses the building's full historic footprint.

END OF GEOGRAPHIC DATA DO NOT DELETE

Aid Association for Lutherans (AAL) Building
Name of Property

Outagamie, Wisconsin
County and State

11. Form Prepared By

name/title: John Cramer and Lara Ramsey
organization: Ramsey Historic Consultants, Inc.
street & number: 1105 W. Chicago Avenue, Suite 201
city or town: Chicago State: IL zip code: 60642
Email: john@ramseyhcinc.com
Telephone: 337.781.1180

Additional Documentation

Figure Log

- Figure 1.** AAL Building – Location map
- Figure 2.** AAL Building – Site chronology map with National Register boundary
- Figure 3.** AAL Building – Google Earth GIS Map
- Figure 4.** AAL Building – Site map and photo key
- Figure 5.** AAL Building – Current 1st floor plan and photo key
- Figure 6.** AAL Building – Current typical upper floor plan and photo key
- Figure 7.** AAL Building – Current 6th floor plan and photo key
- Figure 8.** AAL Building – Current 10th floor plan and photo key
- Figure 9.** First announcement of the Lutheran Mutual Aid Association (future Aid Association for Lutherans) in the *Appleton Post-Crescent*, September 1, 1899.
- Figure 10.** Announcement of the incorporation of the Aid Association for Lutherans in the *Appleton Post-Crescent*, December 12, 1902.
- Figure 11.** First issue of the AAL's German language newsletter *Der Correspondent*, January 1, 1904. Source: *Promises Kept*, 2001.
- Figure 12.** First English language issue of the AAL's *Correspondent* newsletter, October 1, 1918. Source: *Promises Kept*, 2001.
- Figure 13.** The *Post-Crescent* newspaper's coverage of the opening of the Insurance Building, AAL's first purpose-built home office at the northeast corner of College Avenue and Superior Street, March 2, 1923.
- Figure 14.** AAL's leadership in 1923, including most of its founders and early leaders. Gottlieb Ziegler is at top row center; Albert Voecks at middle row, center right; William H. Zuehlke at middle row, center left; John W. Grupe at top row, second from right; and Dr. Gustav C. Hoyer at top row, third from right. Future AAL president Alex O. Benz is at middle row, far left. Source: *Post-Crescent* March 2, 1923.

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- Figure 15.** 1920s view of the Insurance Building, AAL's 1923 home office on the site of the current AAL Building and demolished in 1963. Source: Ebay.
- Figure 16.** Announcement of the planned AAL Building in Madison's *Wisconsin State Journal* newspaper, July 5, 1950. The 1923 Insurance Building is at left.
- Figure 17.** 1950 proposed site plan, showing the Insurance Building at bottom and the 1952 AAL Building at top. Source: 1950 drawing set, owner's collection.
- Figure 18.** 1964 proposed site plan, showing the 1952 AAL Building at top and the 1966 AAL Building west addition at bottom. Source: 1964 drawing set, owner's collection.
- Figure 19.** AAL Building's proposed south (left) and east (right) elevations, as completed in 1952. Source: 1950 drawing set, owner's collection.
- Figure 20.** AAL Building's proposed north (left) and west (right) elevations, as completed in 1952. Source: 1950 drawing set, owner's collection.
- Figure 21.** AAL Building, proposed south elevation, as completed in 1966 with new addition at left. Source: 1964 drawing set, owner's collection.
- Figure 22.** AAL Building west addition, proposed west elevation, as completed in 1966. Source: 1964 drawing set, owner's collection.
- Figure 23.** AAL Building's proposed 1st floor plan, as completed in 1952. Source: 1950 drawing set, owner's collection.
- Figure 24.** AAL Building, proposed 1st floor plan, as completed in 1966 with new addition at bottom. Source: 1964 drawing set, owner's collection.
- Figure 25.** AAL Building's proposed 3rd floor plan (typical upper office floor plan), as completed in 1952. Source: 1950 drawing set, owner's collection.
- Figure 26.** AAL Building, proposed 10th floor plan (typical upper office floor plan), as completed in 1966 with new addition at bottom. Source: 1964 drawing set, owner's collection.
- Figure 27.** AAL Building, proposed 6th floor plan, as completed in 1966 with new addition at bottom. Center elevator lobby and arrival space and east (top) meeting room are extant. Southeast (top right) employee lounge, south center (right center) special dining room, and southwest (bottom right) cafeteria have been demolished. Source: 1964 drawing set, owner's collection.
- Figure 28.** AAL Building's proposed 10th floor plan (executive office floor plan), as completed in 1952. Executive offices are mostly demolished. Source: 1950 drawing set, owner's collection.
- Figure 29.** AAL Building, proposed 3rd floor plan (executive office floor plan), as completed in 1966 with new addition at bottom. Executive offices are mostly demolished. Source: 1964 drawing set, owner's collection.
- Figure 30.** 1952 advertisement showing the new AAL Building. Source: *Post-Crescent*, July 15, 1952.
- Figure 31.** AAL leadership in 1952 at the completion of the AAL Building. Board chairman Gottfried Ziegler is at top row, center; treasurer William H. Zuelke is at top row,

Aid Association for Lutherans (AAL) Building

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right; president Alex O. Benz is at top row; and actuary and future AAL president (and driving force behind the construction of the AAL Building's 1966 west addition) is at bottom row, left. Source: *Post-Crescent*, July 15, 1952.

Figure 32. 1950s view of the 1952 AAL Building, looking northwest. Source: *Promises Kept*, 2001.

Figure 33. 1950s or early 1960s view of the 1952 AAL Building, looking northwest, before the construction of the west addition. Source: Ebay.

Figure 34. 1950s view of an upper floor open office in the 1952 AAL Building. Source: *Promises Kept*, 2001.

Figure 35. 1950s view of the AAL home office's 4th floor photostat machines. Source: *Promises Kept*, 2001.

Figure 36. 1962 view of the AAL home office's new IBM 7070 computer system, with President Walter L. Rugland seated. Source: *Promises Kept*, 2001.

Figure 37. The completed 1966 AAL Building, looking northeast from the corner of College Avenue and Superior Street. Source: *History of the Aid Association for Lutherans* (1976).

Figure 38. A post-1966 view of the AAL Building and College Avenue, looking west along College Avenue. Source: Ebay.

Embed figures

- **Maps:** A **USGS map** or digital equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** such as floor plans of representative spaces, photo keys, historic images, etc. (Check with the SHPO, TPO, or FPO for any additional items.)

Figure 1. AAL Building – Location map

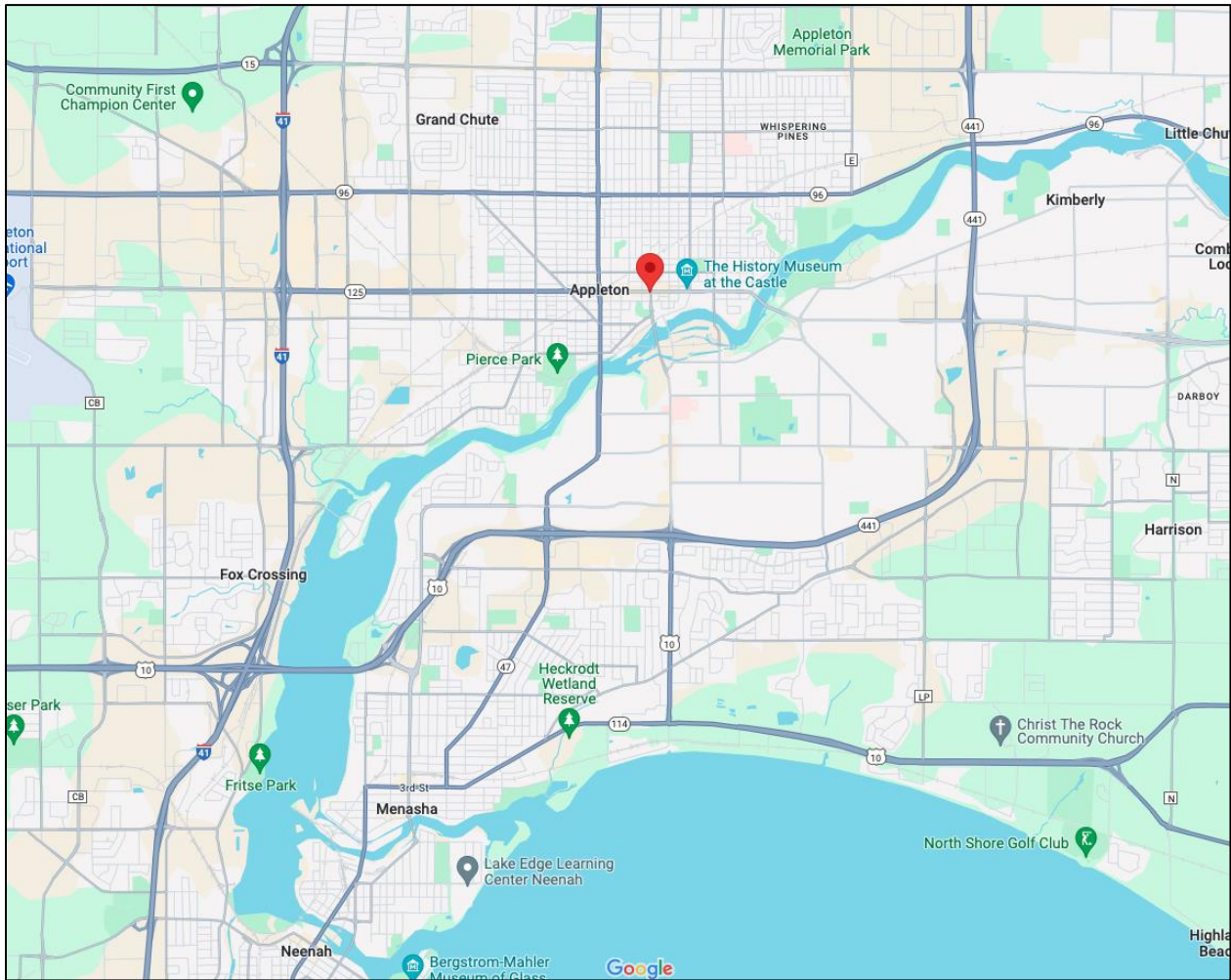


Figure 2. AAL Building – Site chronology map with National Register boundary

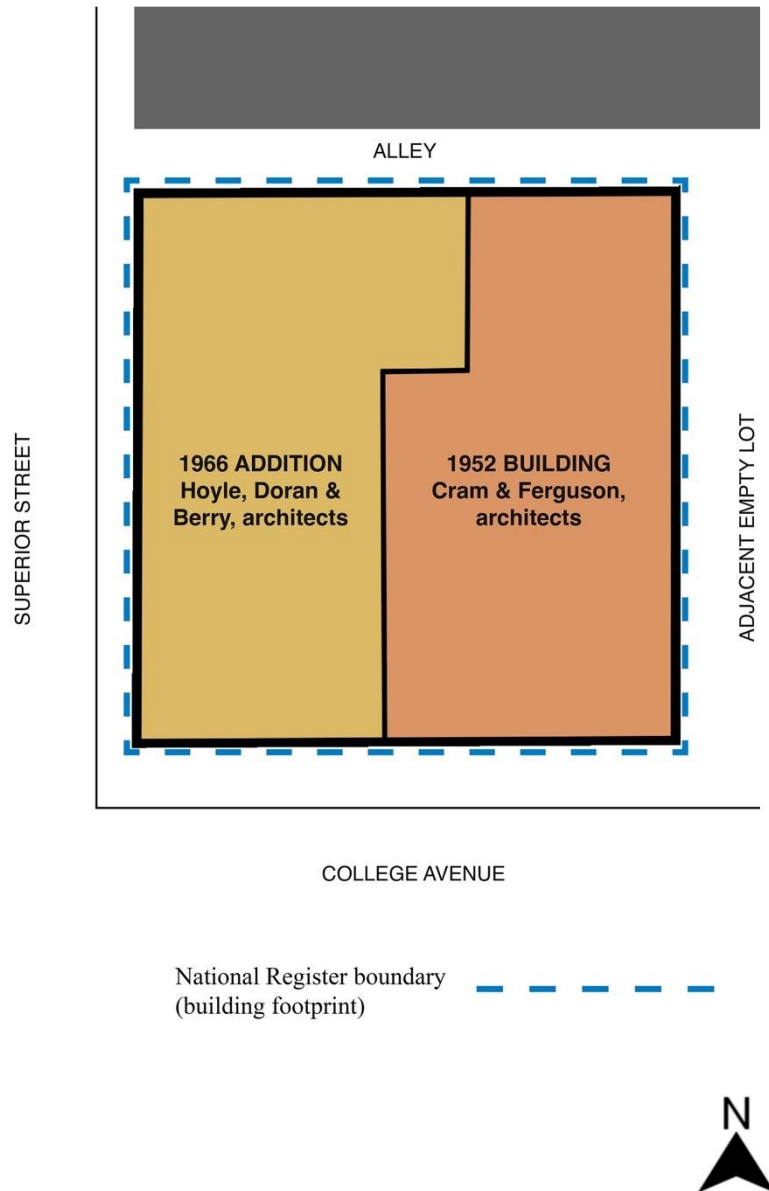


Figure 3. AAL Building – Google Earth GIS Map



222 W College Ave, Appleton, WI 54911
Location: 44.262143, -88.408344

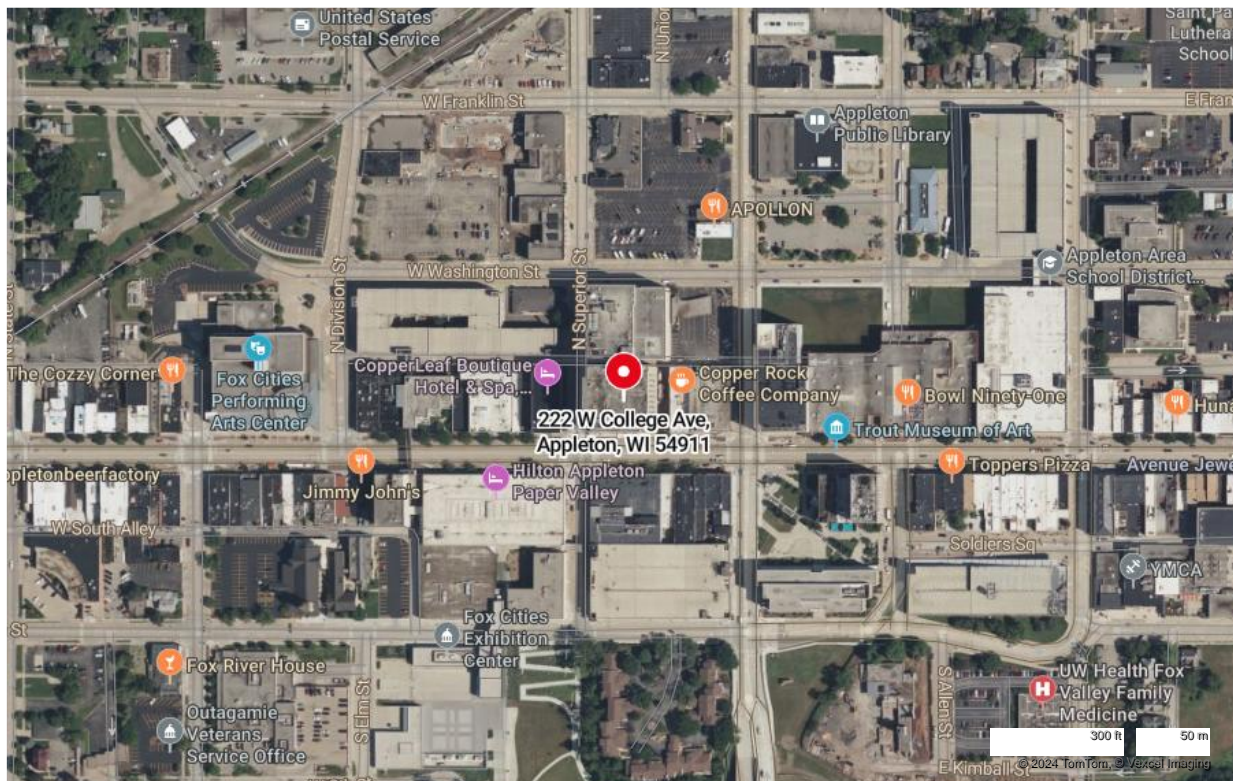
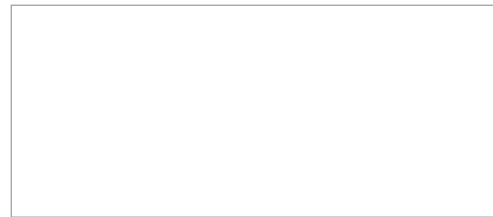


Figure 4. AAL Building – Site map and photo key

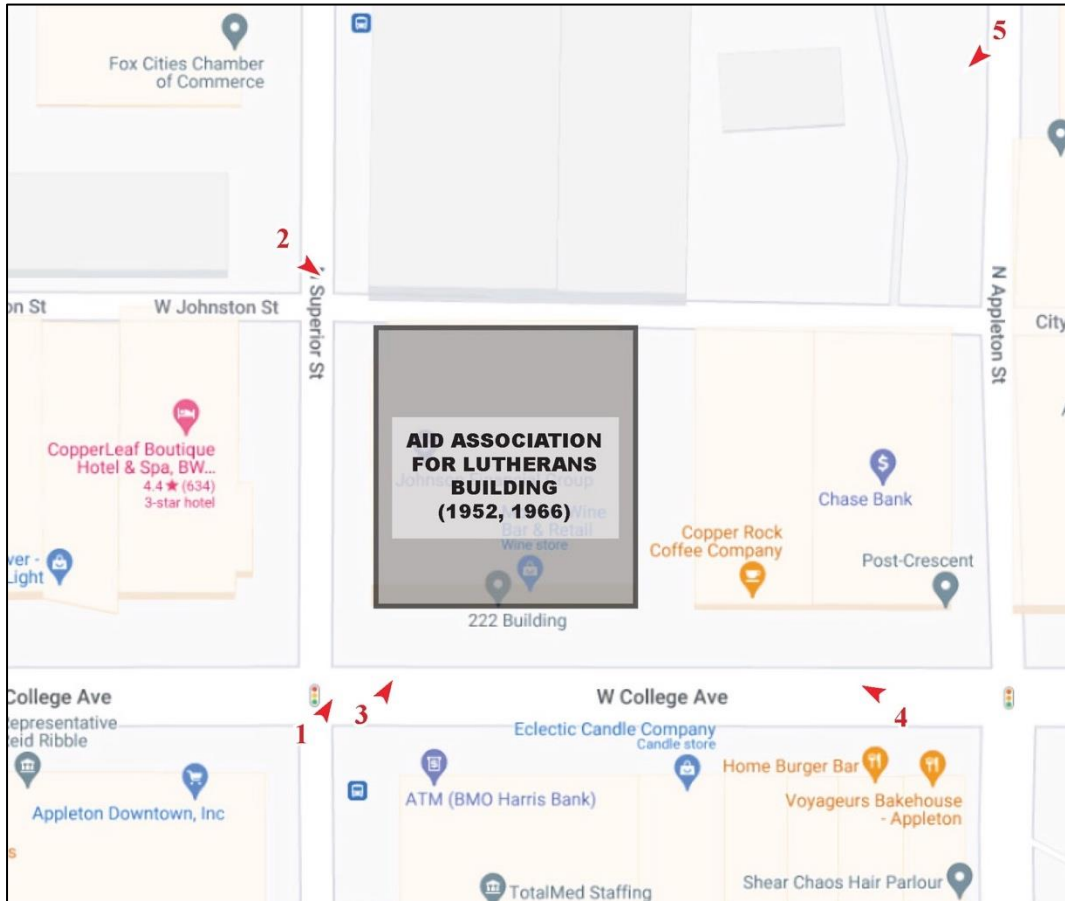


Figure 5. AAL Building – Current 1st floor plan and photo key



Figure 6. AAL Building – Current typical upper floor plan and photo key

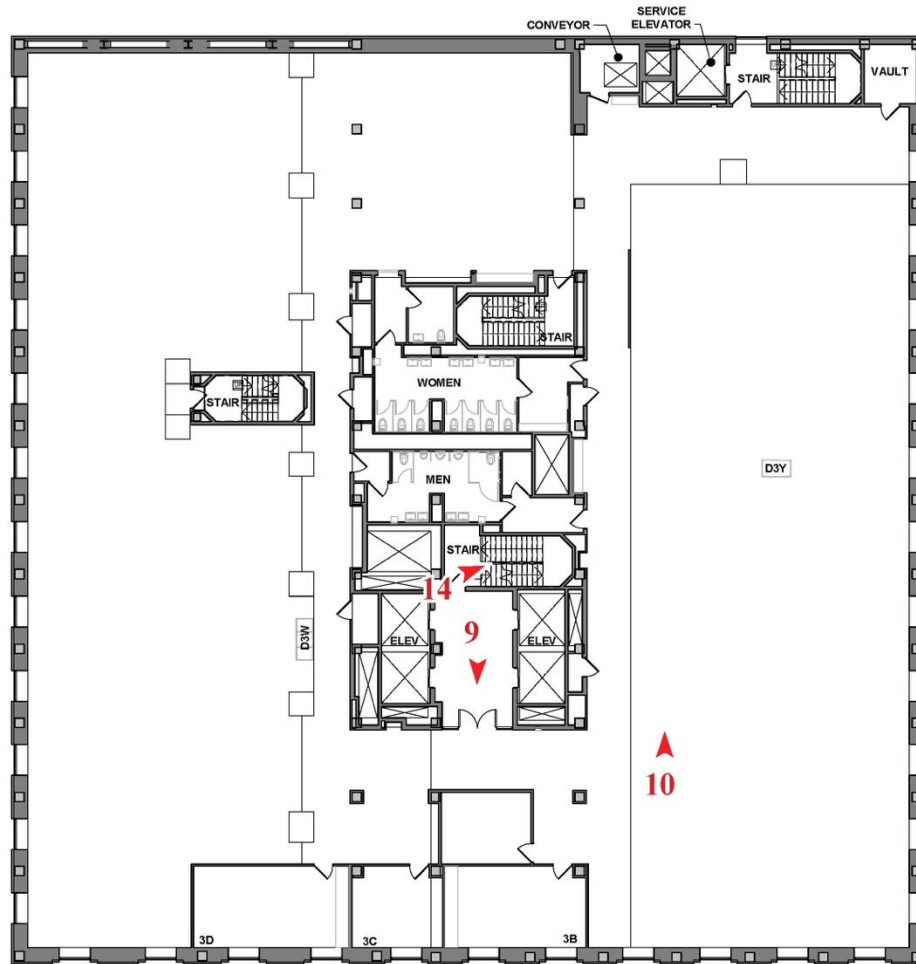


Figure 7. AAL Building – Current 6th floor plan and photo key

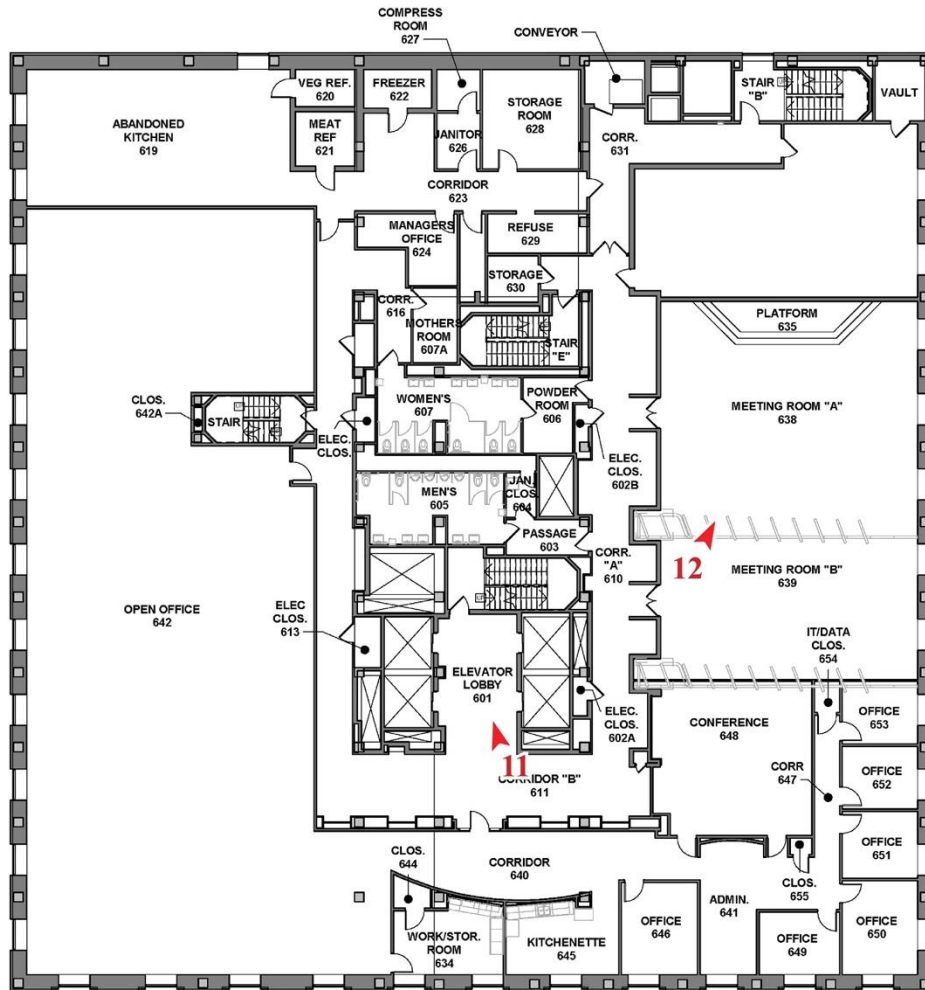
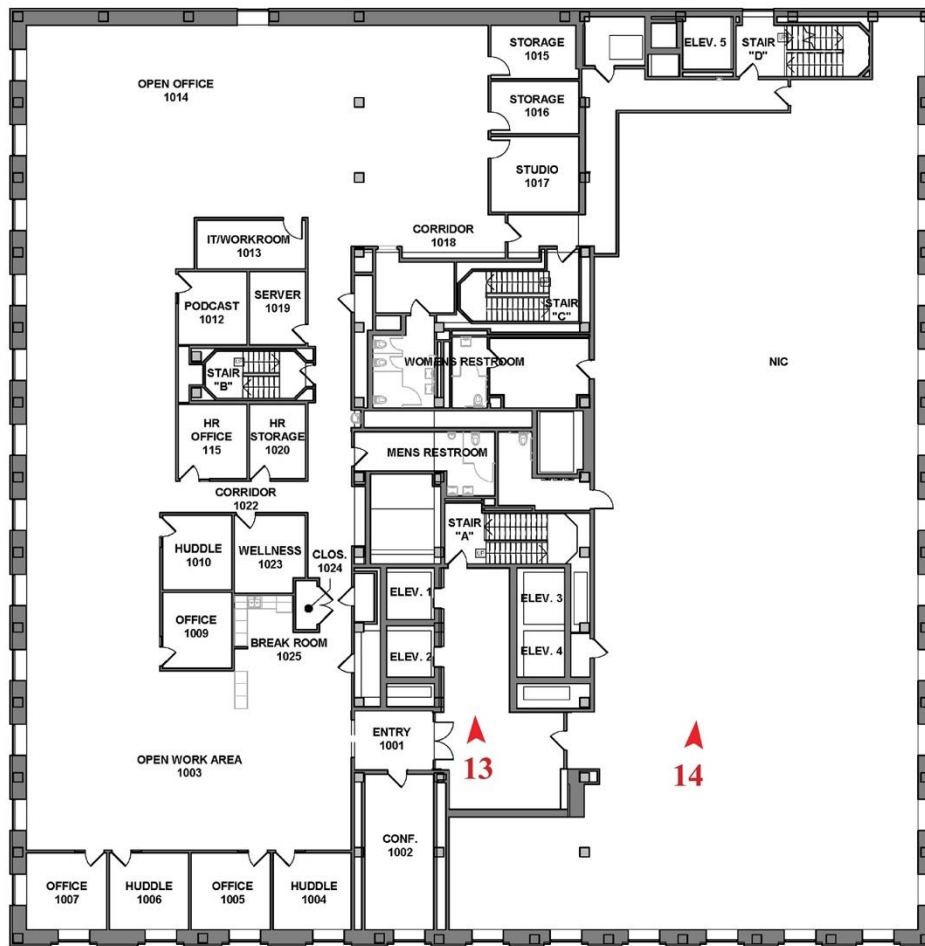
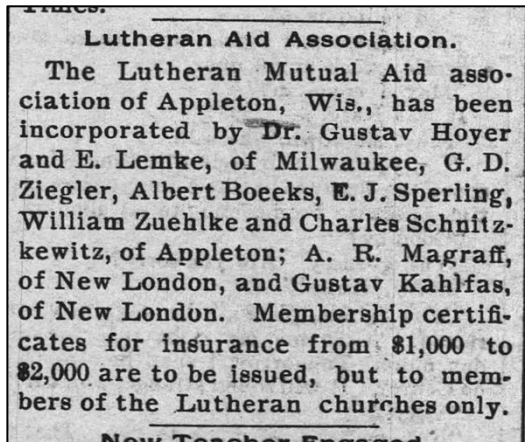


Figure 8. AAL Building – Current 10th floor plan and photo key



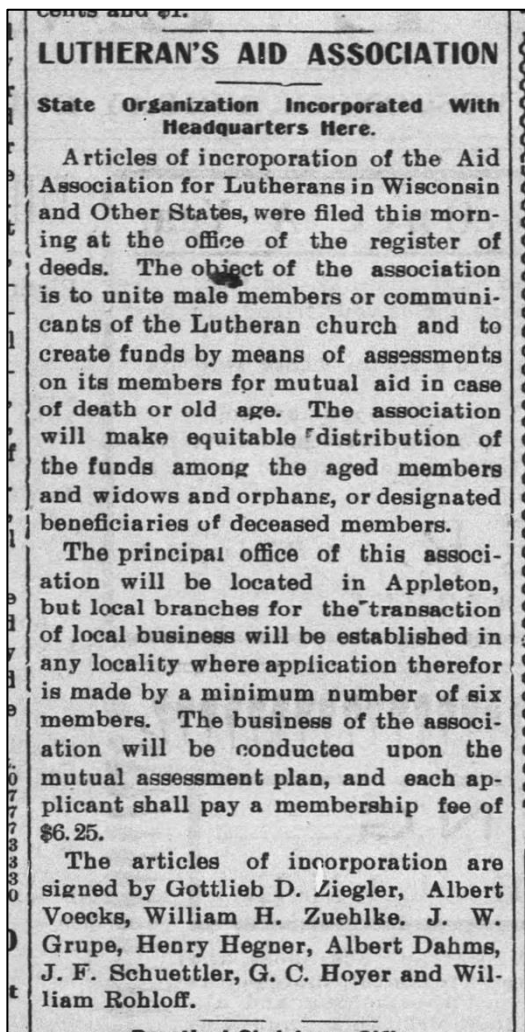
Aid Association for Lutherans (AAL) Building
Name of Property

Outagamie, Wisconsin
County and State



Lutheran Aid Association.
The Lutheran Mutual Aid association of Appleton, Wis., has been incorporated by Dr. Gustav Hoyer and E. Lemke, of Milwaukee, G. D. Ziegler, Albert Boecks, E. J. Sperling, William Zuehlke and Charles Schnitzkewitz, of Appleton; A. R. Magraff, of New London, and Gustav Kahlfas, of New London. Membership certificates for insurance from \$1,000 to \$2,000 are to be issued, but to members of the Lutheran churches only.

Figure 9. First announcement of the Lutheran Mutual Aid Association (future Aid Association for Lutherans) in the *Appleton Post-Crescent*, September 1, 1899.



LUTHERAN'S AID ASSOCIATION
State Organization Incorporated With Headquarters Here.
Articles of incorporation of the Aid Association for Lutherans in Wisconsin and Other States, were filed this morning at the office of the register of deeds. The object of the association is to unite male members or communicants of the Lutheran church and to create funds by means of assessments on its members for mutual aid in case of death or old age. The association will make equitable distribution of the funds among the aged members and widows and orphans, or designated beneficiaries of deceased members.
The principal office of this association will be located in Appleton, but local branches for the transaction of local business will be established in any locality where application therefor is made by a minimum number of six members. The business of the association will be conducted upon the mutual assessment plan, and each applicant shall pay a membership fee of \$6.25.
The articles of incorporation are signed by Gottlieb D. Ziegler, Albert Voecks, William H. Zuehlke, J. W. Grupe, Henry Hegner, Albert Dahms, J. F. Schuettler, G. C. Hoyer and William Rohloff.

Figure 10. Announcement of the incorporation of the Aid Association for Lutherans in the *Appleton Post-Crescent*, December 12, 1902.



Figure 11. First issue of the AAL's German language newsletter *Der Correspondent*, January 1, 1904. Source: *Promises Kept*, 2001.

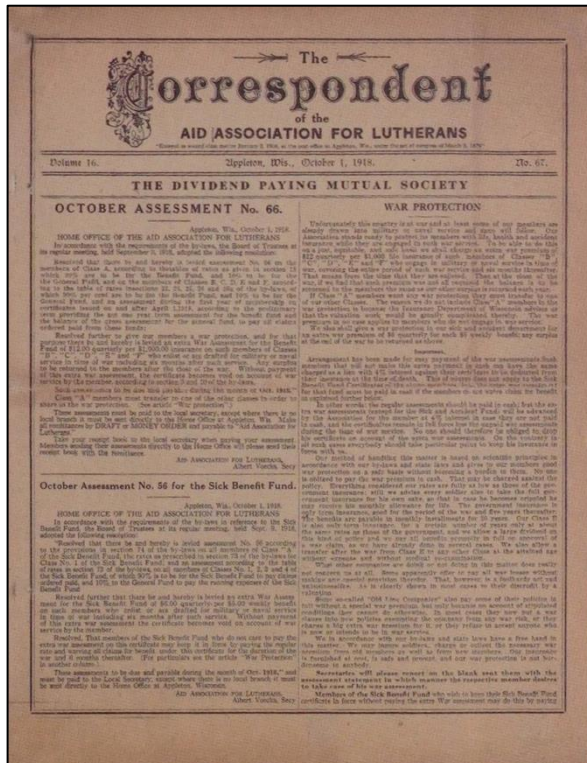


Figure 12. First English language issue of the AAL's *Correspondent* newsletter, October 1, 1918. Source: *Promises Kept*, 2001.

Figure 13. The *Post-Crescent* newspaper's coverage of the opening of the Insurance Building, AAL's first purpose-built home office at the northeast corner of College Avenue and Superior Street, March 2, 1923.

INSURANCE BUILDING
EDITION

APPLETON POST-CRESCENT

INSURANCE BUILDING
EDITION

THE DAILY POST ESTABLISHED 1880
NEWSPAPER ESTABLISHED 1880

FIVE O'CLOCK

APPLETON, WISCONSIN, FRIDAY, MARCH 2, 1923

FELL LEASER WITH SERVICE OF THE
ASSOCIATED PRESS PRICE THREE CENTS

New \$340,000 Insurance Building Ranks Among Finest Office Structures In Wisconsin

Beautiful Building Reflects Credit On Owners And City

**Public Invited to Visit New Structure During Formal
Opening Tomorrow—Strictly Modern and
Fireproof Construction**

AID ASSOCIATION'S NEW BUILDING

Every Convenience Is Furnished Tenants In Insurance Building

**Elevators, Heat Regulating System, Compressed Air
and Gas Among Many Advantages in
New Structure**



LOCATED in the heart of the business district, towers the \$340,000 new home office building of the Aid Association for Lutherans. AAL's newest addition to her list of architectural assets. While seldom surpassed in mass by it in administrative buildings of the time, the interior is general with an opportunity Saturday, Mar. 3, of tempting the interior, for that is the day set by the association for opening.

Besides providing more adequate space for the rapidly growing business of the aid association, the five-story building will further serve the needs of the city in furnishing it more store and office space.

No stone has been left unturned in the building one of a very highest class as well as to give the greatest amount of comfort and convenience, combined with beauty and dignity of exterior and interior.

The building, planned by Perkins and Ackerman of LaCrosse, conforms to the most advanced ideas in architecture, in comfort and in the future. Every detail has been painstakingly worked out to make the building one of the most serviceable and attractive of its class. The Wisconsin Construction company of Wausau were the builders.

The Insurance building contains 3,000 square feet of store space on the first floor and in the annex and 4,000 square feet of office space. Each floor is equipped with modern conveniences, such as automatically regulated steam heat, hot and cold water, elevators, electric lighting, etc. Vacuum cleaning and telephone systems throughout.

Measuring 69 feet in height, 144 feet in depth and 67 feet 4 inches in width, the building with its cream brick and green terra cotta masonry presents an unusually attractive appearance. The masonry appears, but inside it is amply suited to the task. It is 22 feet deep and 23 feet wide. In addition an underground engine room and coal room, 22 by 40 feet, have been built at the rear of the annex, the rooms being ventilated by means of compressed air.

The walls are built of hollow clay building, the furnishing, air, steam and are lined on the outside with cream brick, and on the inside with plaster over four-inch porous gypsum tile that makes the rooms sound and fire proof. There are no halls or wooden partitions in the building. Bronze frames on the east and west sides of the building, the east and north side are supported so as to resist fire.

The building is erected by reinforced concrete beams and columns. An evidence of the strength of the concrete is furnished by a contractor who was engaged to make an opening between the basement substructure and the engine room. He has no more on the job and it cost him twice the contract price. The walls could not be penetrated except by air itself. Workmen left the job because of the hot walls.

FINCH FLOOR

All floors are 12 inches thick and are constructed of steel rods imbedded in concrete and a three-fourth inch covered with a three-fourth inch terrazzo. The outer walls are 24 inches thick at the bottom, 22 inches thick at the first floor and two inches less at every succeeding floor.

Adding to the attractiveness of the building are the terra cotta trimmings, the electric light standards on

WHEN the Insurance building, one of the finest office structures in Wisconsin, is opened tomorrow, it will be one of the most important events in the city. The building, completed at a cost of about \$340,000, occupies one of the most attractive corners in the city and is a real credit to the owners, the city and to the Aid Association.

The Aid Association has had a remarkable growth in the past few years. Starting out in the most inconspicuous way, the association, due to the untiring efforts of its officers and members, has spread its

branches in 23 states and territories, and includes nearly 25,000 members.

The new building is the realization of the dream of the association of years. For several years they have realized the need for more room and until the last four or five years none was available enough to imagine a building of the kind that finally has been erected.

The building is complete with everything that modern engineering thought could devise for the comfort and convenience of its tenants. The complete story of the structure and the association that built it can be found in this section.

Another feature is the improved ventilating system which removes the foul air from workrooms through air ducts to the top of the building by means of a set of fans. Standpipes with bells are placed on every floor for fire protection, city water being used for the purpose.

The heating of the building is furnished by two "super-modern" steam boilers, which are able to consume the smallest kind of soft coal without filling the engine room with smoke. One of the boilers is sufficient to heat the building in mild weather. In the summer time a coal heater will heat the water in the hot water tank for laundry use. The coal room adjoining the engine room is large enough to hold about six car loads, the coal being dumped through a number of chutes. Both the engine room and the coal bins are underground but not under the building.

Building service and distributed from the engine room include elevators, telephones, gas and electric service. Every room in the building can be connected with individual meters for gas and electric service. An underground cable from the local telephone office contains sufficient wires to give every room in the building a private line. Each office is provided with four to six electric outlets for light, fan, dictaphone or motor service. Gas and compressed air are furnished to physicians and dentists no matter in what part of the building they have their office. Two passenger elevators and one freight elevator combine the advantages of a elevatory structure with those of a storey structure.

TENANTS

Considerable progress has been made in renting store and office quarters in the Insurance building by W. H. Gunkle, building superintendent. All the store space has been rented and many of the offices have been disposed of.

The store tenants are J. C. Penner Co., department store; J. S. Treier, jeweler; E. L. Lutz, hats.

The Aid Association Bowling club with bowling alley, pool and billiard tables and a well equipped soda grill occupies a large part of the basement.

The entire fifth floor of the building is occupied by the same office of the Aid Association for Lutherans.

Office tenants in the building are: Green Bay & Mississippi Canal Co.; George H. Buckley, insurance; Drs. Bolten and Shepler; Ivory Hair Parlor.

Dr. Wm. E. O'Keefe, dentist; C. E. Rehbock, attorney; R. H. Hore, chiropractor; J. P. Reamster, dramatic art; Equitable Life Insurance Society; Appleton Building & Loan Association.

Branch club rooms are a soda fountain and light lunch stand, two pool tables, two billiard tables and three bowling alleys. The alleys, which are for the exclusive use of members of the local branch, are so built as to provide room for the installation of automatic pin setting machines. The rooms are thoroughly ventilated, pure air being forced in and the foul air as well as tobacco smoke removed.

Other conveniences not mentioned in this article who contributed to the building are: Valley Construction company; Neuhoff, Plummer, Sackler, No. 3 of the Aid Association for recreational purposes. In one part of the basement a vault for the use of the tenants has been built. In the

Sections 10 – 11, Additional Documentation, and Photos page 67

Figure 14. AAL's leadership in 1923, including most of its founders and early leaders. Gottlieb Ziegler is at top row center; Albert Voecks at middle row, center right; William H. Zuehlke at middle row, center left; John W. Grupe at top row, second from right; and Dr. Gustav C. Hoyer at top row, third from right. Future AAL president Alex O. Benz is at middle row, far left. Source: *Post-Crescent* March 2, 1923.



Figure 15. 1920s view of the Insurance Building, AAL's 1923 home office on the site of the current AAL Building and demolished in 1963. Source: Ebay.



Figure 16. Announcement of the planned AAL Building in Madison's *Wisconsin State Journal* newspaper, July 5, 1950. The 1923 Insurance Building is at left.

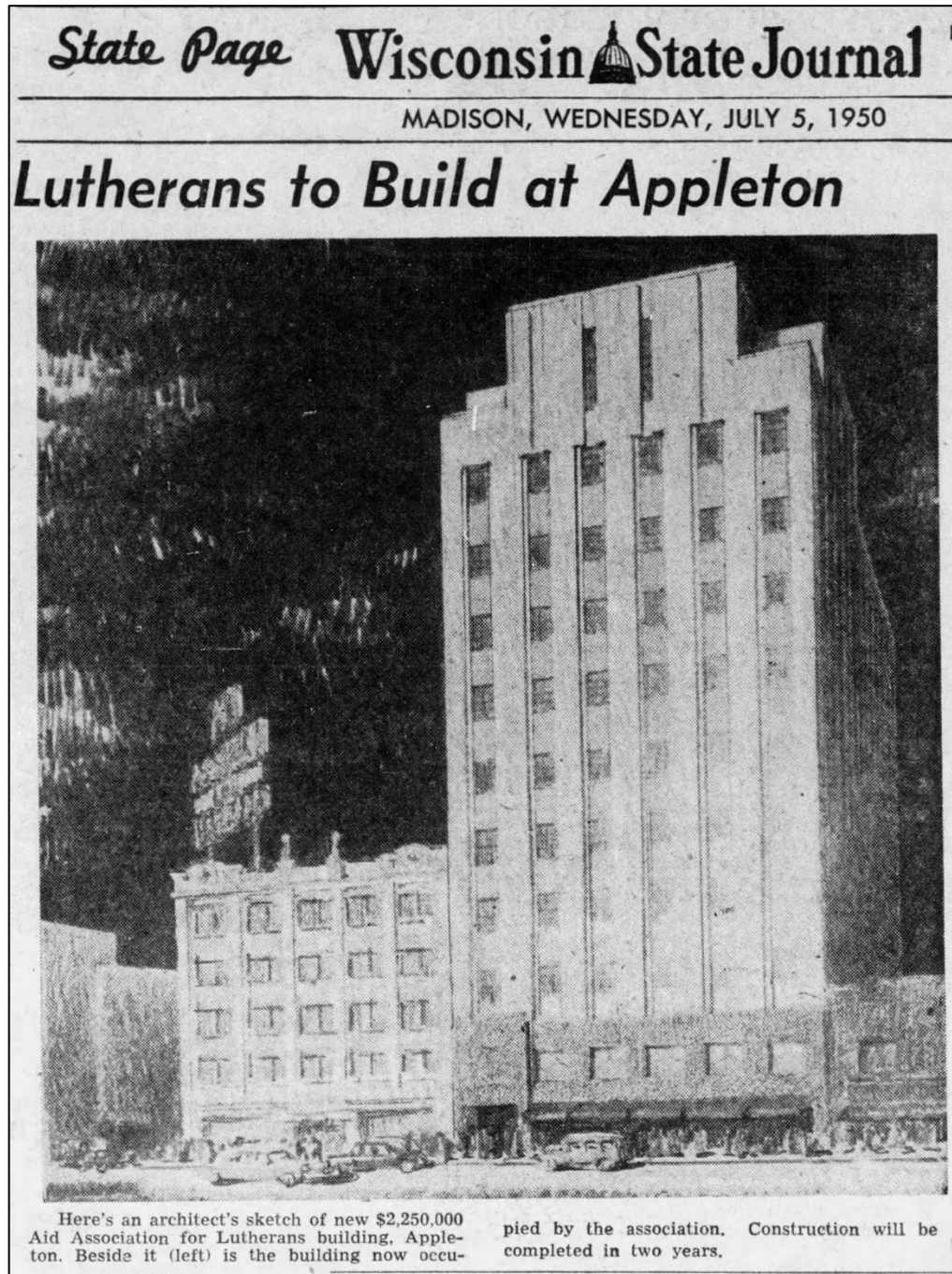


Figure 17. 1950 proposed site plan, showing the Insurance Building at bottom and the 1952 AAL Building at top. Source: 1950 drawing set, owner's collection.

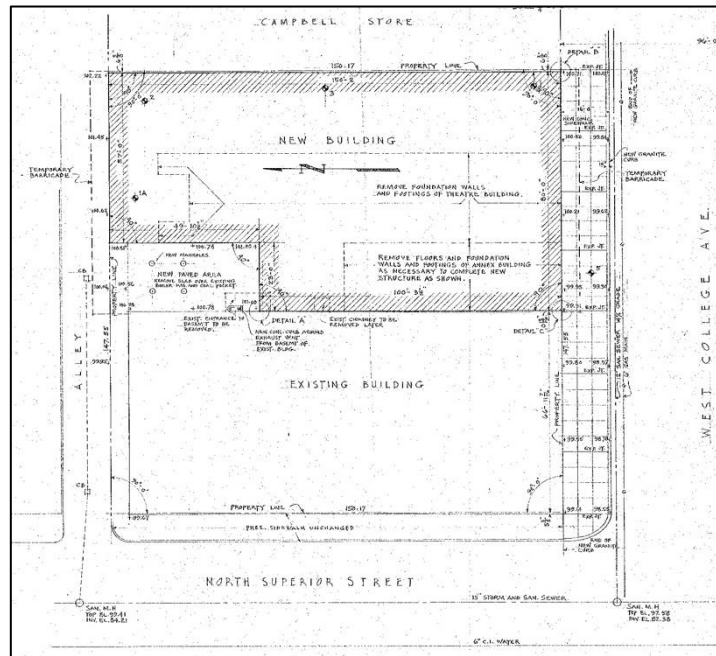


Figure 18. 1964 proposed site plan, showing the 1952 AAL Building at top and the 1966 AAL Building west addition at bottom. Source: 1964 drawing set, owner's collection.

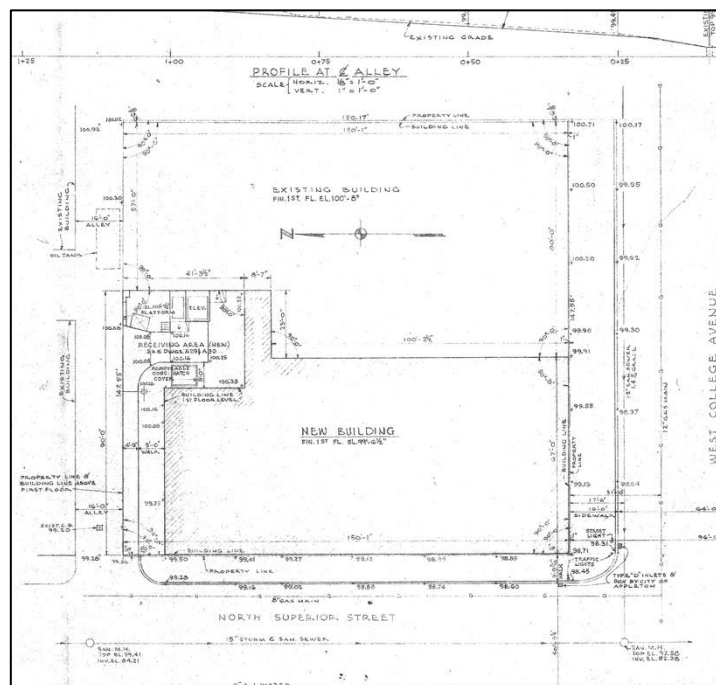


Figure 19. AAL Building's proposed south (left) and east (right) elevations, as completed in 1952. Source: 1950 drawing set, owner's collection.

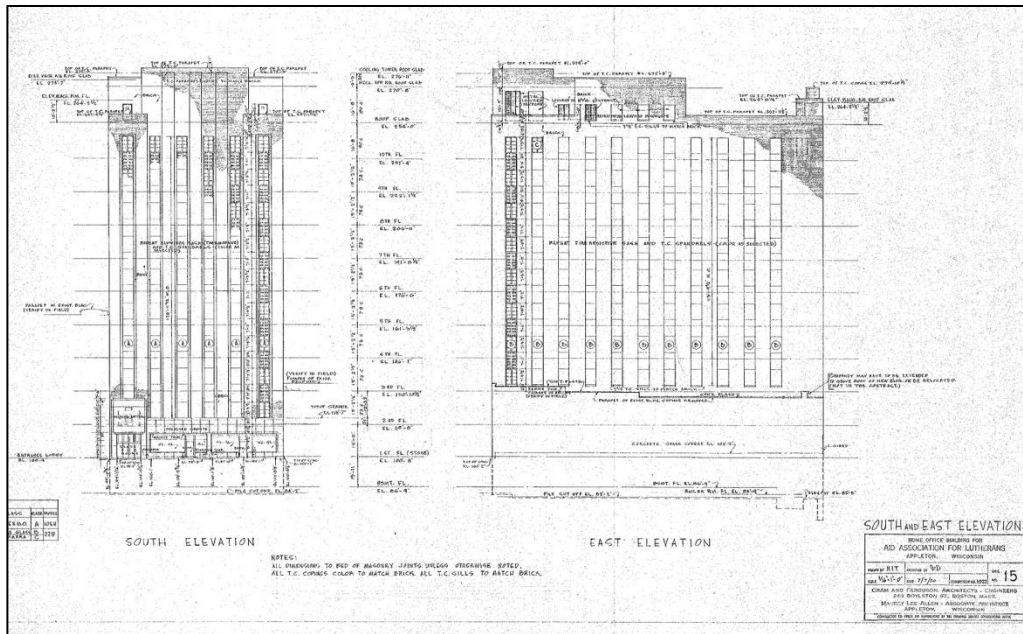


Figure 20. AAL Building's proposed north (left) and west (right) elevations, as completed in 1952. Source: 1950 drawing set, owner's collection.

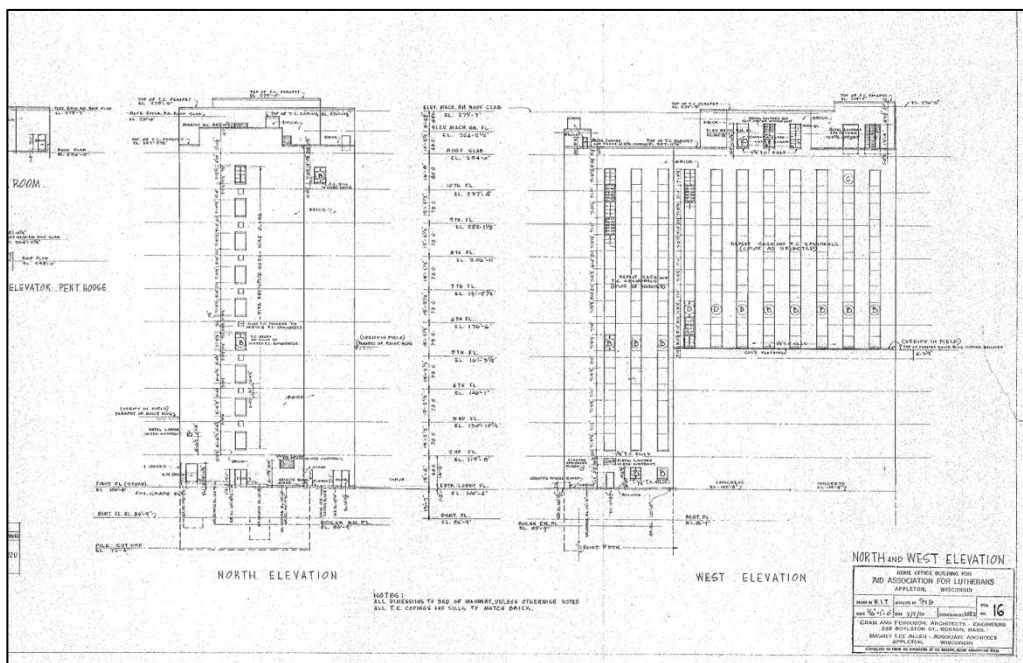


Figure 21. AAL Building, proposed south elevation, as completed in 1966 with new addition at left. Source: 1964 drawing set, owner's collection.

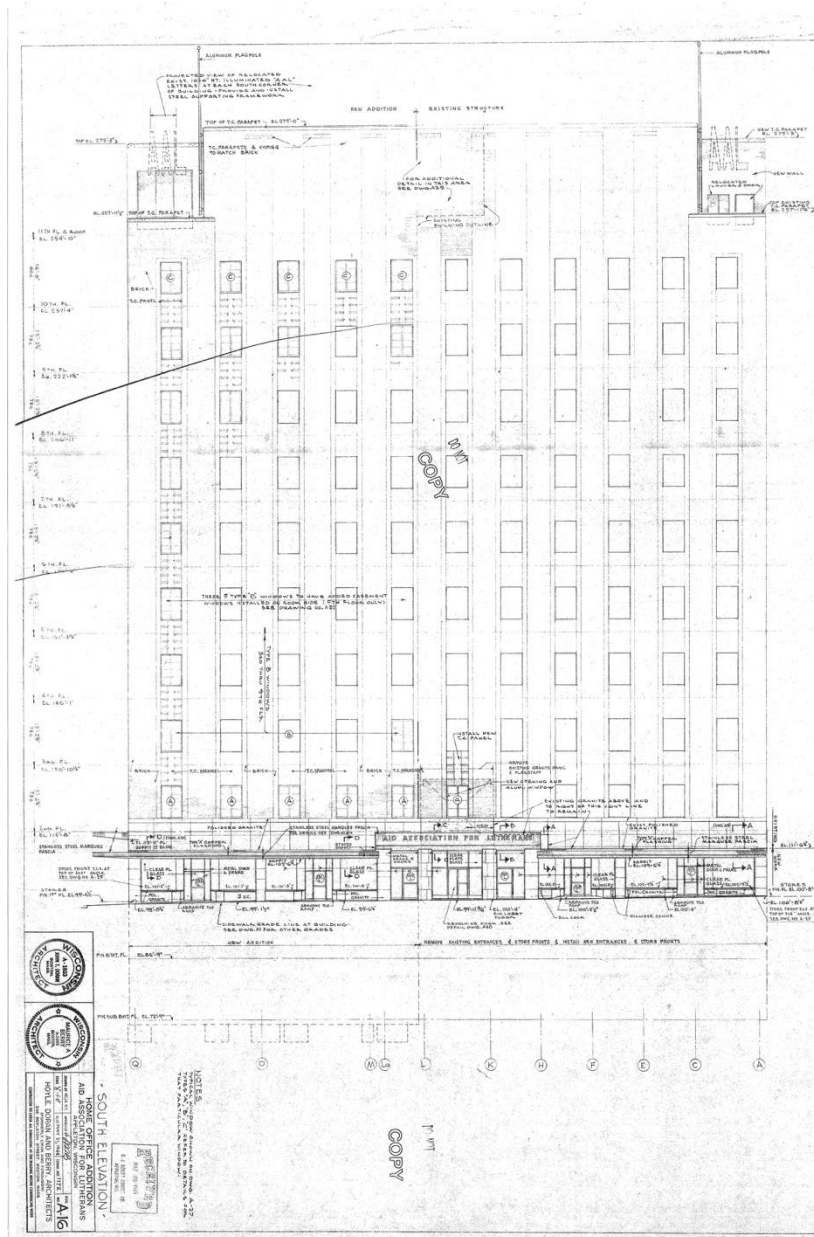


Figure 23. AAL Building's proposed 1st floor plan, as completed in 1952. Source: 1950 drawing set, owner's collection.

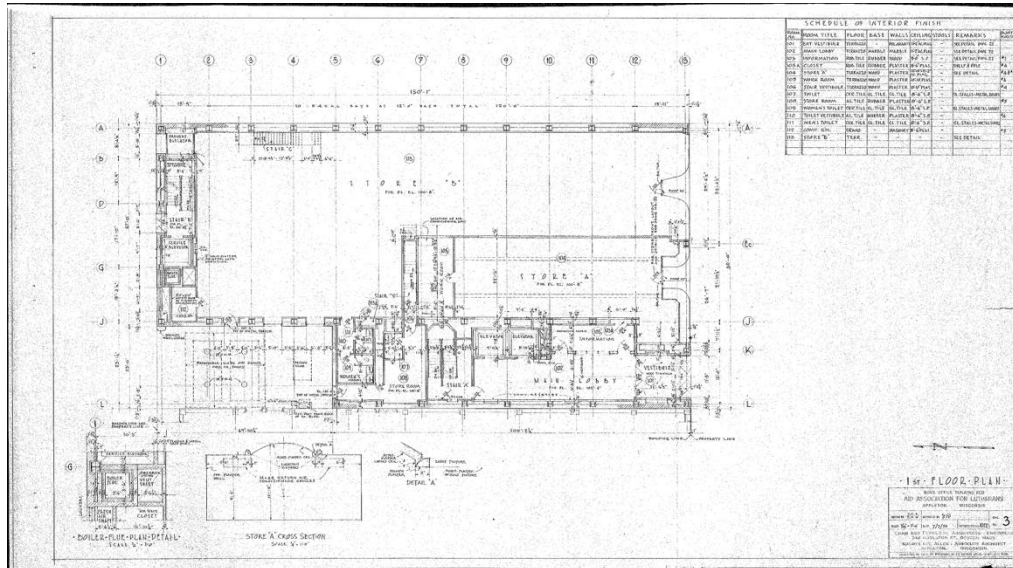


Figure 24. AAL Building, proposed 1st floor plan, as completed in 1966 with new addition at bottom. Source: 1964 drawing set, owner's collection.

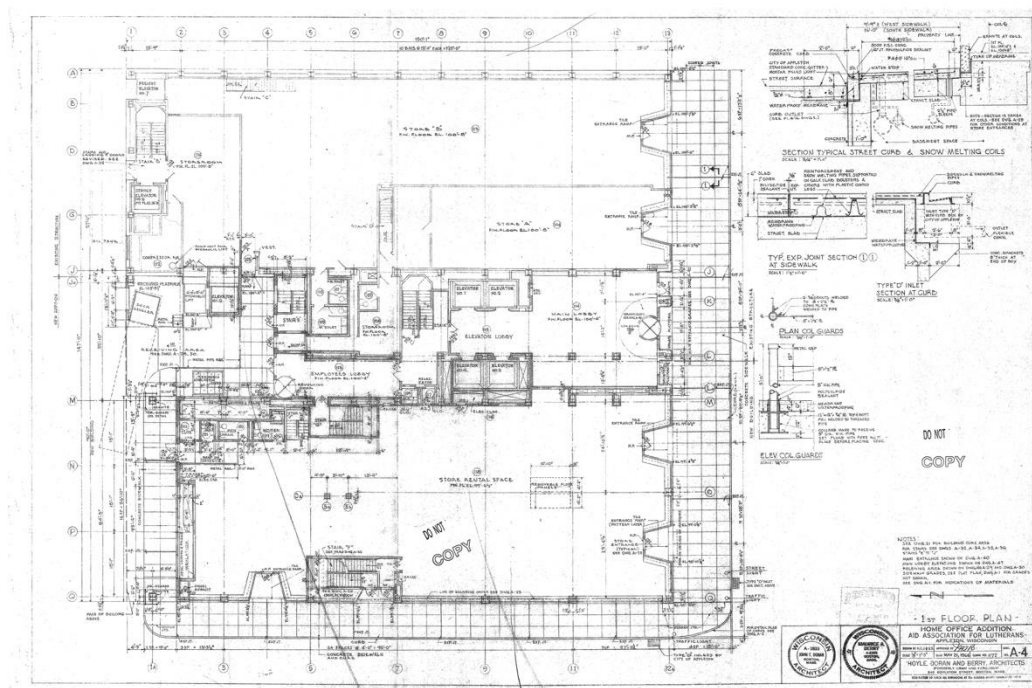


Figure 25. AAL Building’s proposed 3rd floor plan (typical upper office floor plan), as completed in 1952. Source: 1950 drawing set, owner’s collection.

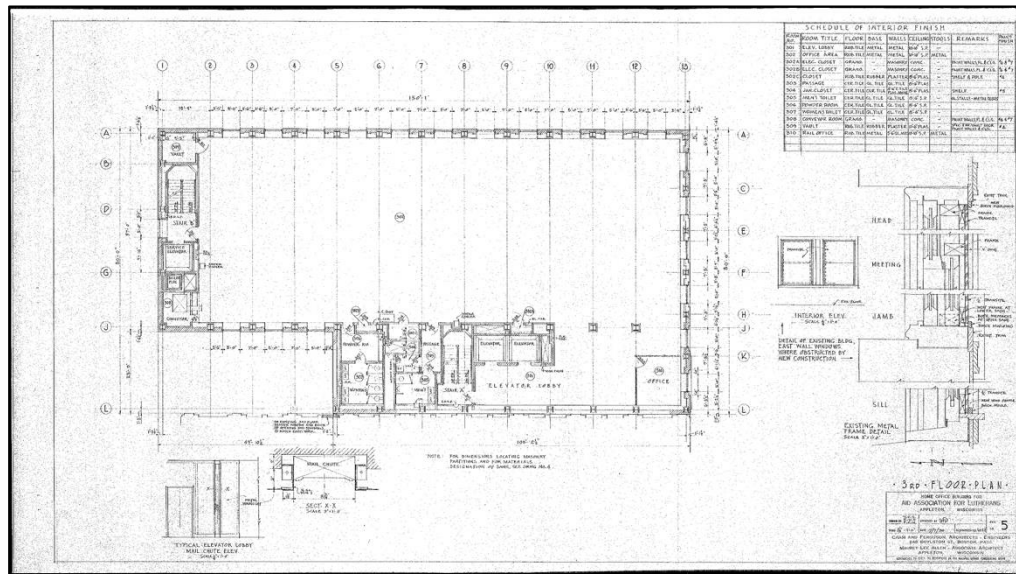


Figure 26. AAL Building, proposed 3rd floor plan (typical upper office floor plan), as completed in 1966 with new addition at bottom. Source: 1964 drawing set, owner’s collection.

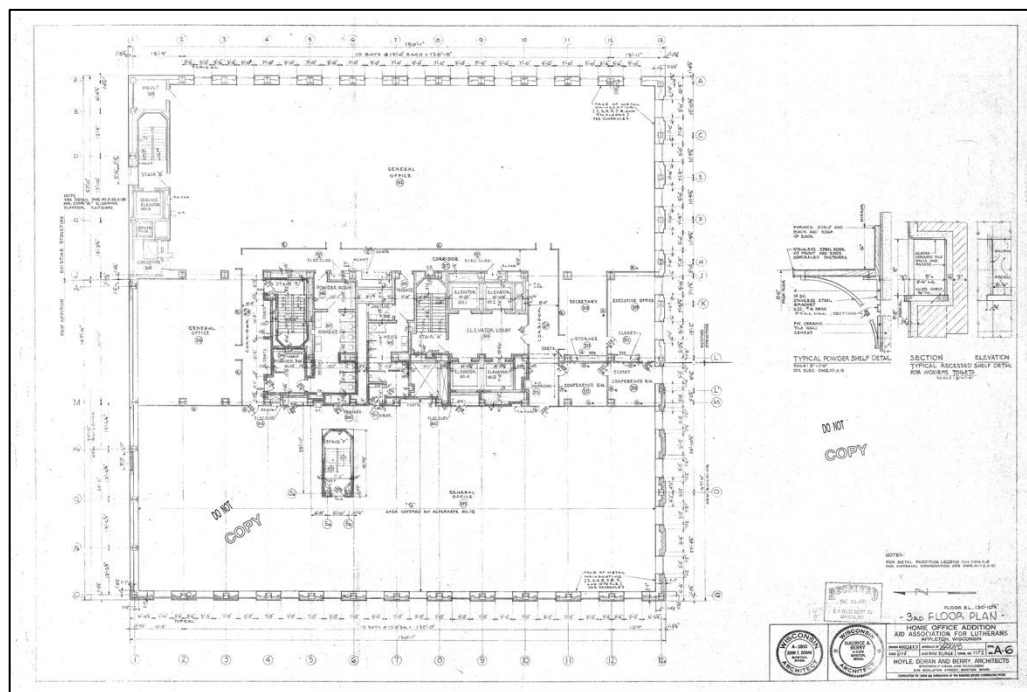


Figure 27. AAL Building, proposed 6th floor plan, as completed in 1966 with new addition at bottom. Center elevator lobby and arrival space and east (top) meeting room are extant. Southeast (top right) employee lounge, south center (right center) special dining room, and southwest (bottom right) cafeteria have been demolished. Source: 1964 drawing set, owner's collection.

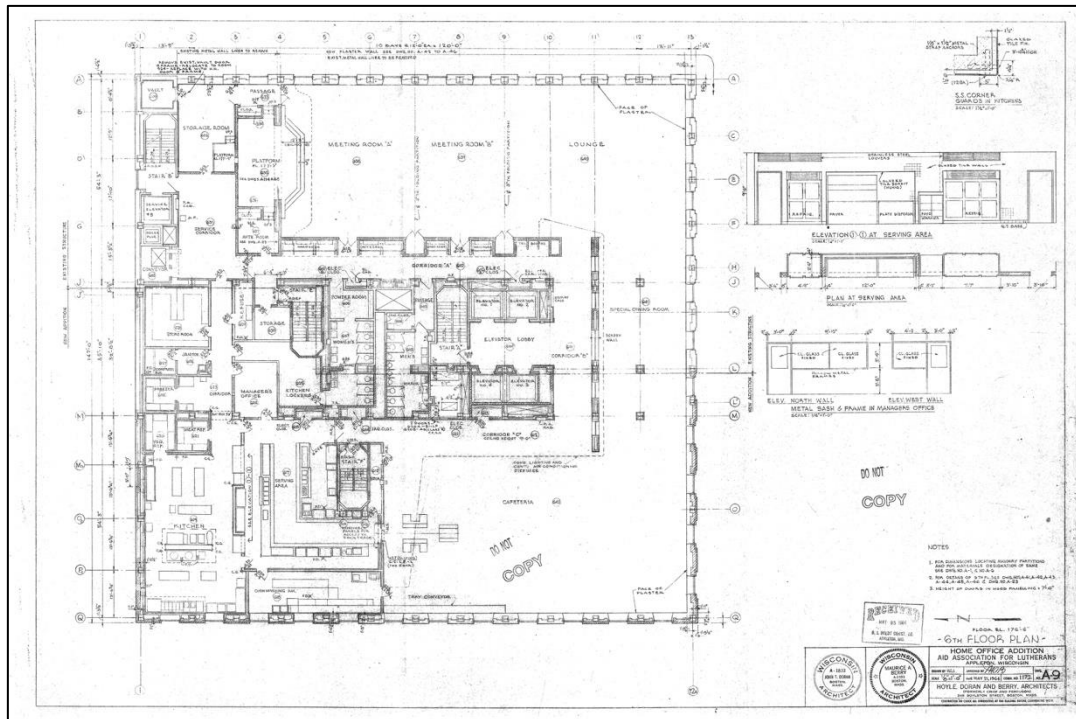


Figure 28. AAL Building's proposed 10th floor plan (executive office floor plan), as completed in 1952. Executive offices are mostly demolished. Source: 1950 drawing set, owner's collection.

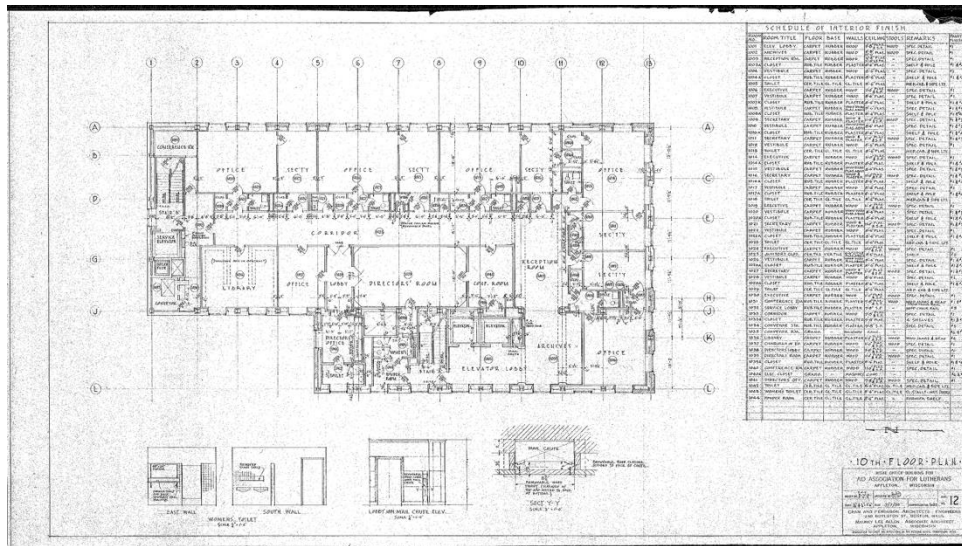


Figure 29. AAL Building, proposed 10th floor plan (executive office floor plan), as completed in 1966 with new addition at bottom. Executive offices are mostly demolished. Source: 1964 drawing set, owner's collection.

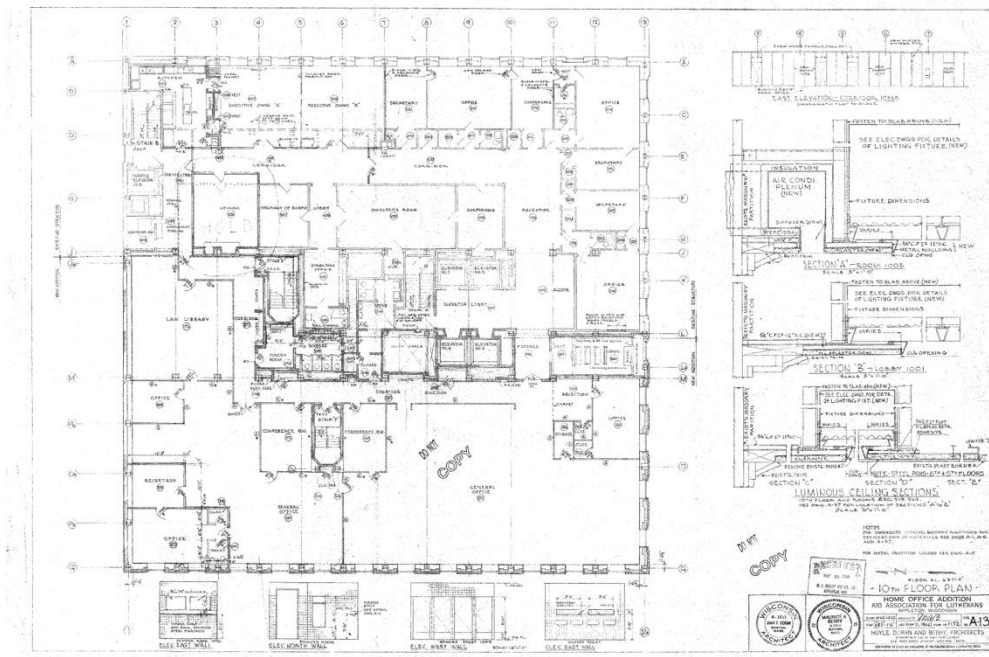


Figure 30. 1952 advertisement showing the new AAL Building. Source: *Post-Crescent*, July 15, 1952.

Tuesday, July 15, 1952 Appleton Post-Crescent 27

AAL

On Appleton's New Horizon . . .

The new Aid Association Building stands majestically and proudly, a symbol of achievement, of progress, and of faith in the future! It is the crowning glory topping Appleton's ever growing horizon! All of the firms and individuals who have had a part in the creation of this ultra-modern building are justifiably proud of this very beautiful structure.

It is their wish that the members of the Aid Association will enjoy the convenience and comfort of their new home to the fullest extent. Every detail, every new development known, in creating a modern office and store building, has been included!

* ————— *

We, the undersigned, are proud and happy to extend congratulations to The Aid Association for Lutherans

| | | |
|---|--|--|
| <p>Appleton Awning Shop 301 N. Belmont St. Appleton, Wis. 3-4062</p> <p>Appleton Lawn Builders Flatbed Grading—Retaining 2702 S. Johnson St. Phone 4-1091 — Jim Smith Appleton, Wis.</p> <p>Buchert Inc. Hauling and Storage Appleton, Wis. 322 S. Vinick St.</p> <p>Coonan & Wiedenhaupt Painting and Decorating Appleton, Wis. 2523 N. 2nd St.</p> | <p>Geo. J. Hoffer Glass Co. 812 West College Ave. Appleton, Wis.</p> <p>Meyer-Seeger Music Co. "The Best of Everything in Music" 218 W. College Ave. Appleton</p> <p>Pond Sport Shop 218 S. College Ave. Appleton, Wis.</p> <p>Frank H. Swatcheno Excavating Contractor 944 3-2024 N. S. Winick</p> | <p>Tesch Chemical Co. "Everything for the Maintenance of Floors" 218 W. College Ave. Phone 3-1127</p> <p>Van Ryzin Machine Co. 218 S. Superior St. Appleton, Wis.</p> <p>Vorpahl's Furniture Custom Home Furnishings Appleton, Wis. 148 W. Park St.</p> <p>Wenzel Bros. Co. Plumbing and Heating Contractors Appleton, Wis. 418 W. College Ave.</p> |
|---|--|--|

Aid Association for Lutherans (AAL) Building
Name of Property

Outagamie, Wisconsin
County and State

Figure 31. AAL leadership in 1952 at the completion of the AAL Building. Board chairman Gottfried Ziegler is at top row, center; treasurer William H. Zuelke is at top row, right; president Alex O. Benz is at top row, left; and actuary and future AAL president (and driving force behind the construction of the AAL Building's 1966 west addition) is at bottom row, left. Source: *Post-Crescent*, July 15, 1952.



Figure 32. 1950s view of the 1952 AAL Building, looking northwest. Source: *Promises Kept*, 2001.



Figure 33. 1950s or early 1960s view of the 1952 AAL Building, looking northwest, before the construction of the west addition. Source: Ebay.



Figure 34. 1950s view of an upper floor open office in the 1952 AAL Building. Source: *Promises Kept*, 2001.



Figure 35. 1950s view of the AAL home office's 4th floor photostat machines. Source: *Promises Kept*, 2001.

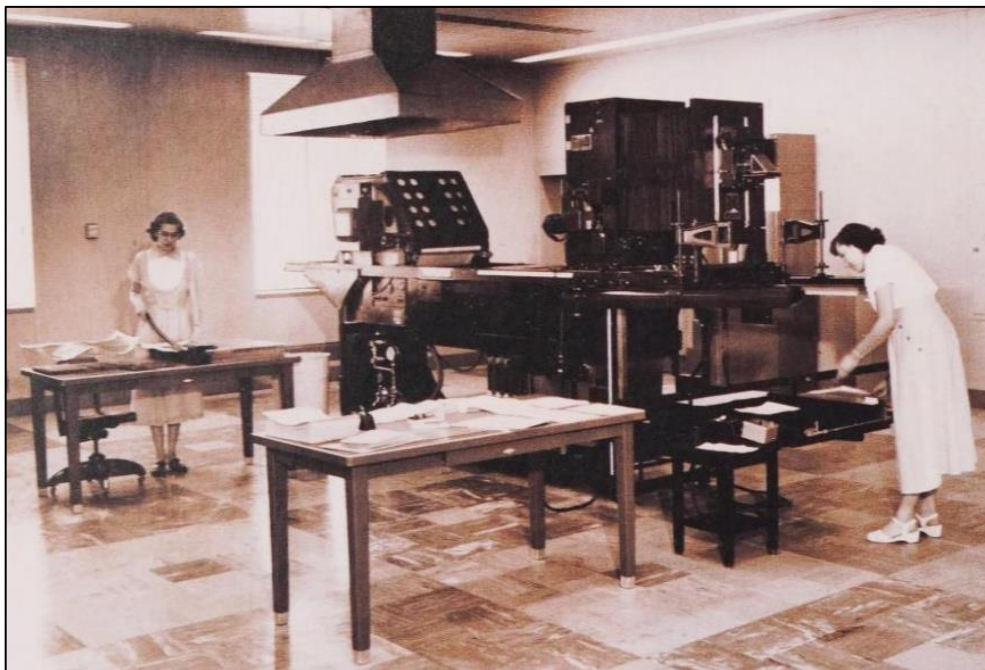


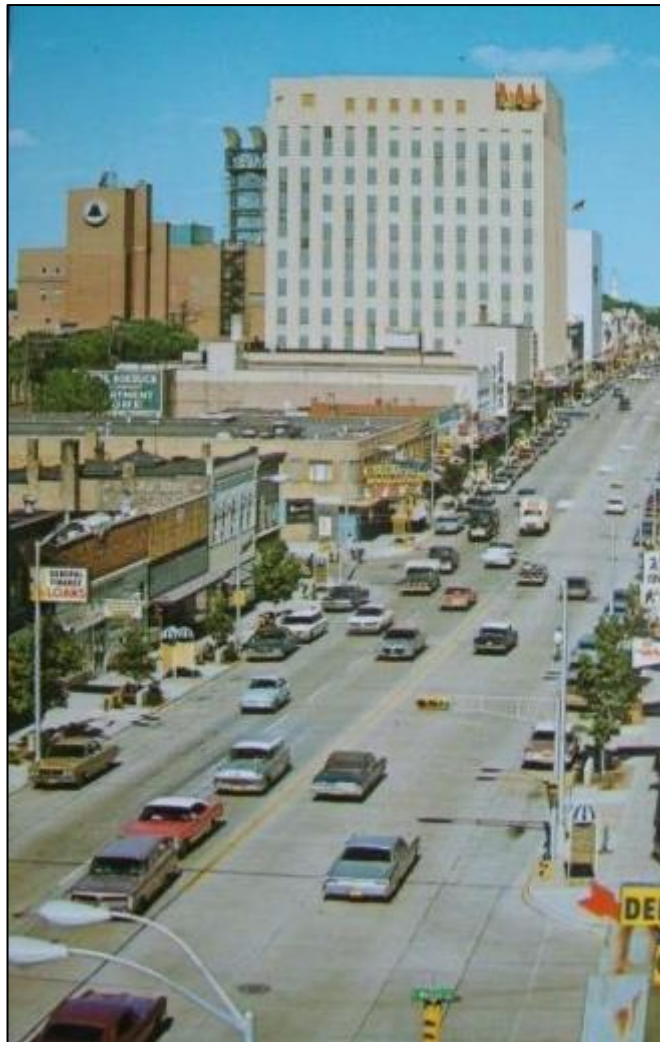
Figure 36. 1962 view of the AAL home office's new IBM 7070 computer system, with president Walter L. Rugland seated. Source: *Promises Kept*, 2001.



Figure 37. The completed 1966 AAL Building, looking northeast from the corner of College Avenue and Superior Street. Source: *History of the Aid Association for Lutherans* (1976).



Figure 38. A post-1966 view of the AAL Building and College Avenue, looking west along College Avenue. Source: Ebay.



END OF FIGURES SECTION DO NOT DELETE

Aid Association for Lutherans (AAL) Building
Name of Property

Outagamie, Wisconsin
County and State

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. For simplicity, the name of the photographer, photo date, etc. may be listed once in the photograph log. The photograph order must correspond with the photograph log.

Photo Log

Name of Property: Aid Association for Lutherans (AAL) Building
City or Vicinity: Appleton
County: Outagamie State: WI
Photographer: John Cramer
Date photographed: January 17, 2024

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 14.** AAL Building, looking northeast from the corner of College Avenue and Superior Street.
- 2 of 14.** AAL Building's Superior Street (west) facade, looking southeast.
- 3 of 14.** AAL Building's College Avenue (south) facade, looking north.
- 4 of 14.** AAL Building, looking northwest from College Avenue.
- 5 of 14.** AAL Building's east facade, looking southwest from Appleton Street.
- 6 of 14.** 1st floor main lobby, looking northwest.
- 7 of 14.** 1st floor main lobby, looking south.
- 8 of 14.** 1st floor main lobby, looking north at elevator lobby.
- 9 of 14.** 2nd floor elevator lobby, looking south. View of a typical upper floor elevator lobby.
- 10 of 14.** Typical upper floor office, looking north.
- 11 of 14.** 6th floor elevator lobby, looking north.
- 12 of 14.** 6th floor northeast meeting room, looking north.
- 13 of 14.** 10th floor elevator lobby, looking north.
- 14 of 14.** 8th floor landing at Stair A (typical stairwell), looking northeast.

Aid Association for Lutherans (AAL) Building
Name of Property

Outagamie, Wisconsin
County and State

Paperwork Reduction Act Statement: This information is being collected for nominations 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.460 et seq.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

- Tier 1 – 60-100 hours
- Tier 2 – 120 hours
- Tier 3 – 230 hours
- Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

Aid Association for Lutherans (AAL) Building
 Name of Property

Outagamie, Wisconsin
 County and State

Property Owner

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

| | | | | |
|----------------------------|------------------------------------|-----------------|-----------------|--------------|
| name/title | Amy Pfefferle Oelhafen, President | | date | 4/5/2024 |
| organization | Pfefferle Companies | | phone | 920-560-5009 |
| street & number | 200 E. Washington Street, Suite 2A | | zip code | 54911 |
| city or town | Appleton | state WI | | |

If there are other interested parties that should be noticed, please provide in the tables below

| | | | | |
|----------------------------|-----------------------------|-----------------|-----------------|--------------|
| name/title | Eric Kessenich | | date | 4/5/2024 |
| organization | USV 222, LLC | | phone | 920-460-3069 |
| street & number | c/o One Tax, 425 Better Way | | zip code | 54915 |
| city or town | Appleton | state WI | | |

| | | | | |
|----------------------------|-----------------------------------|-----------------|-----------------|--------------|
| name/title | John Cramer, Director | | date | 4/5/2024 |
| organization | Ramsey Historic Consultants, Inc. | | phone | 337-781-1180 |
| street & number | 1105 W. Chicago Avenue, Suite 201 | | zip code | 60642 |
| city or town | Chicago | state IL | | |

| | | | | |
|----------------------------|-------|-----------------|-----------------|-------|
| name/title | _____ | | date | _____ |
| organization | _____ | | phone | _____ |
| street & number | _____ | | zip code | _____ |
| city or town | _____ | state WI | | |







JOHN ZOMBA BANK

222 BRUNNEN



















