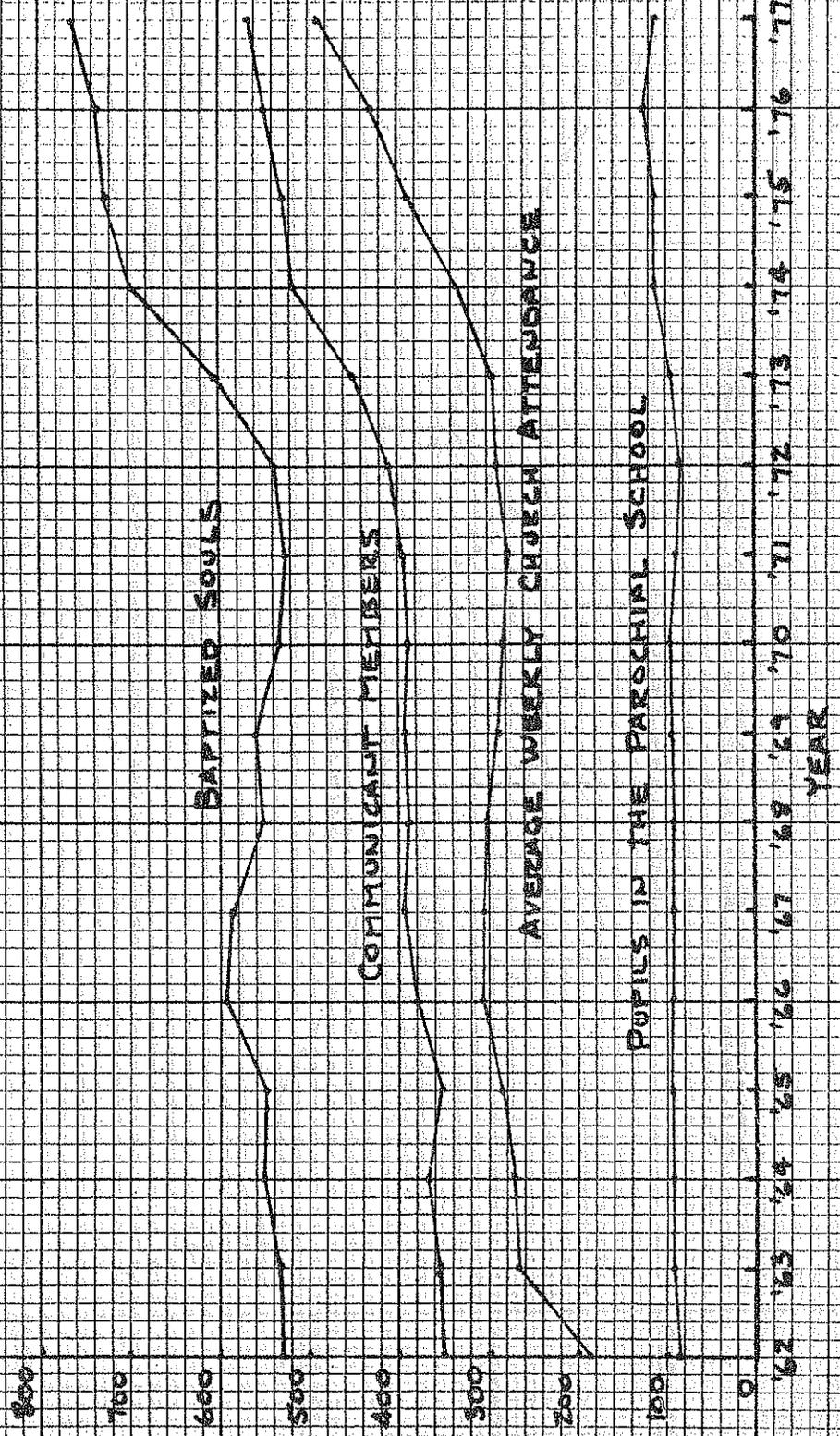
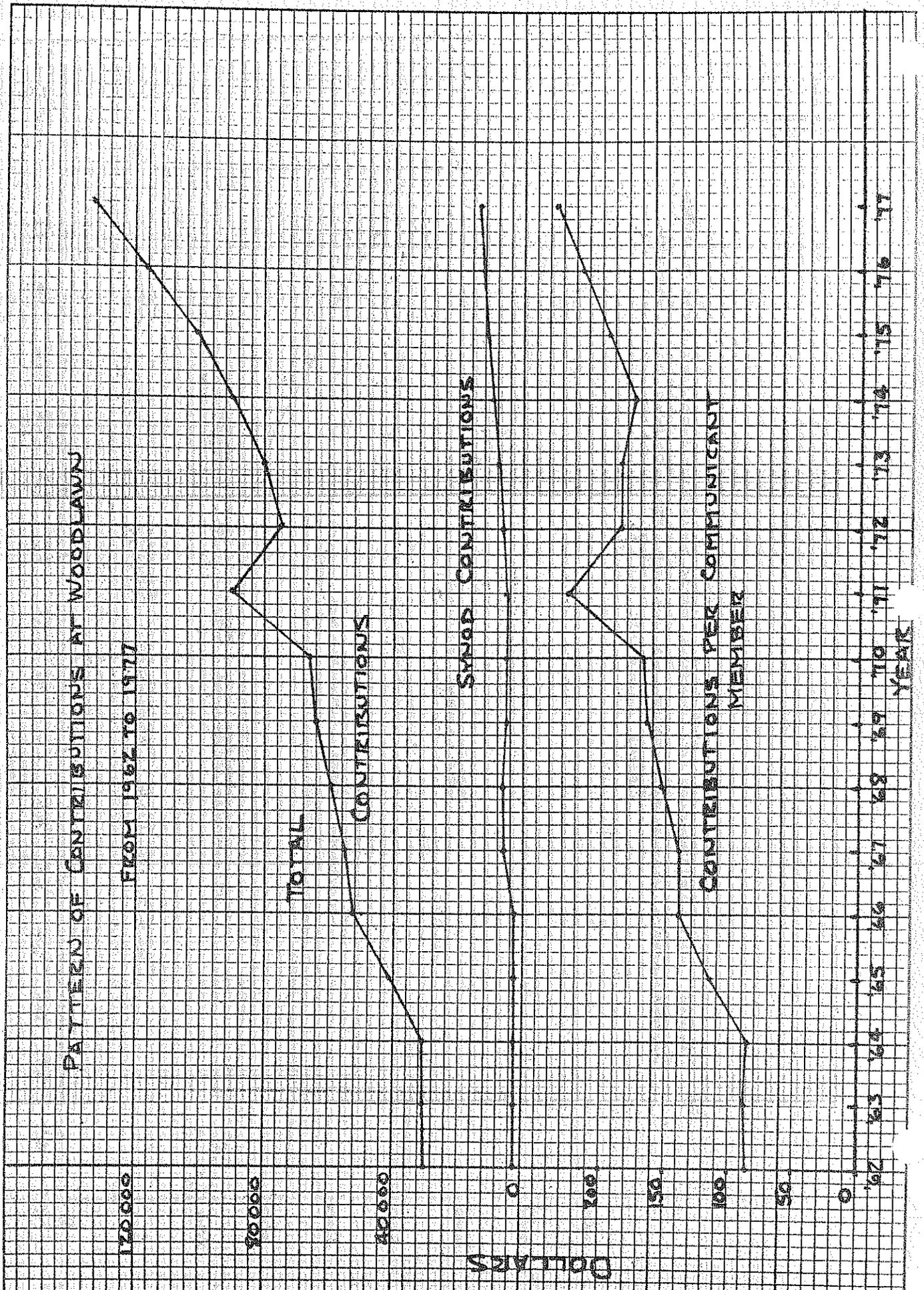
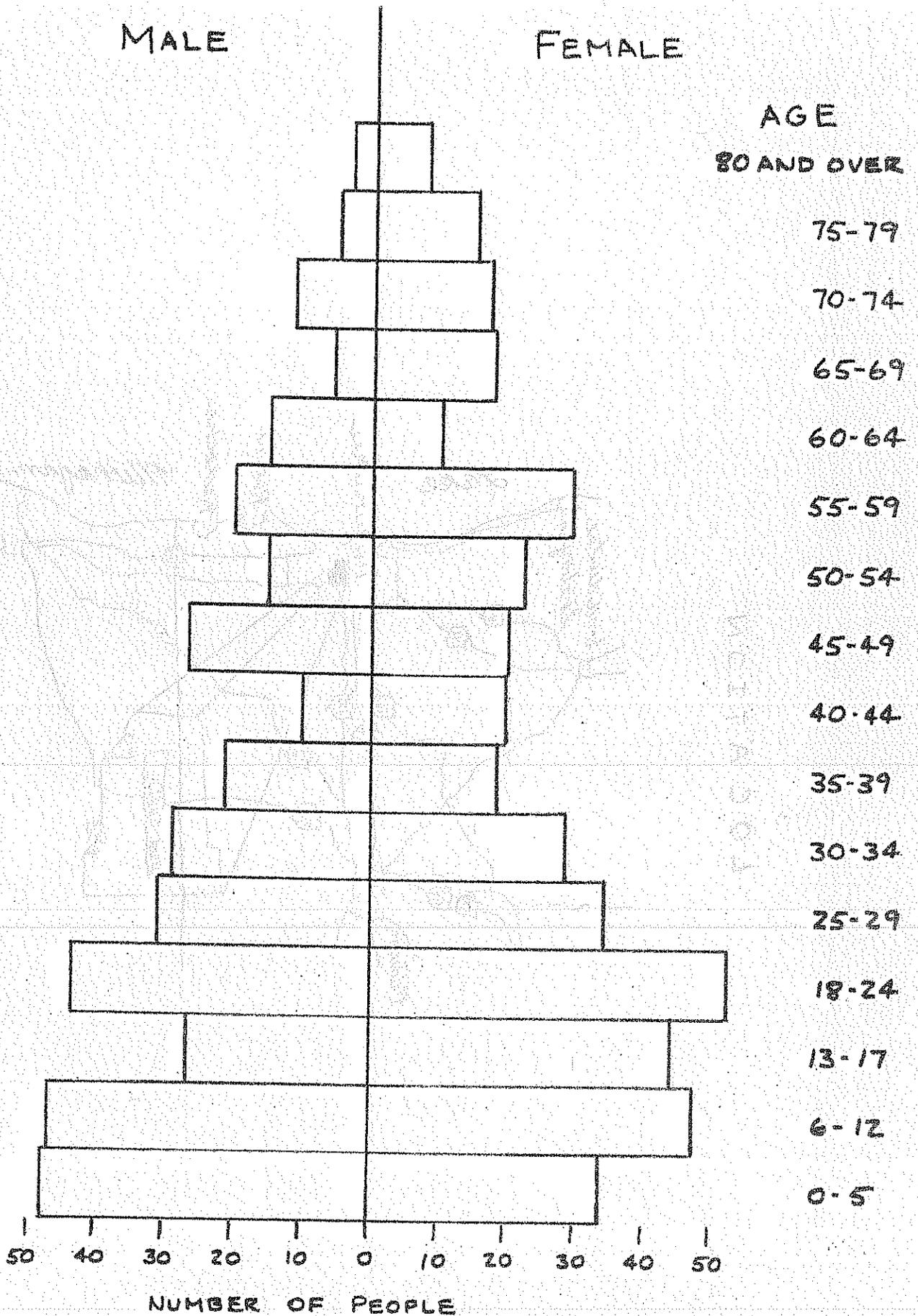


PATTERN OF MEMBERSHIP (SOULS AND COMMUNICANTS) AND SCHOOL ENROLLMENT AT WOODLAWN EV LUTHERAN CHURCH AND SCHOOL FROM 1962 TO 1977

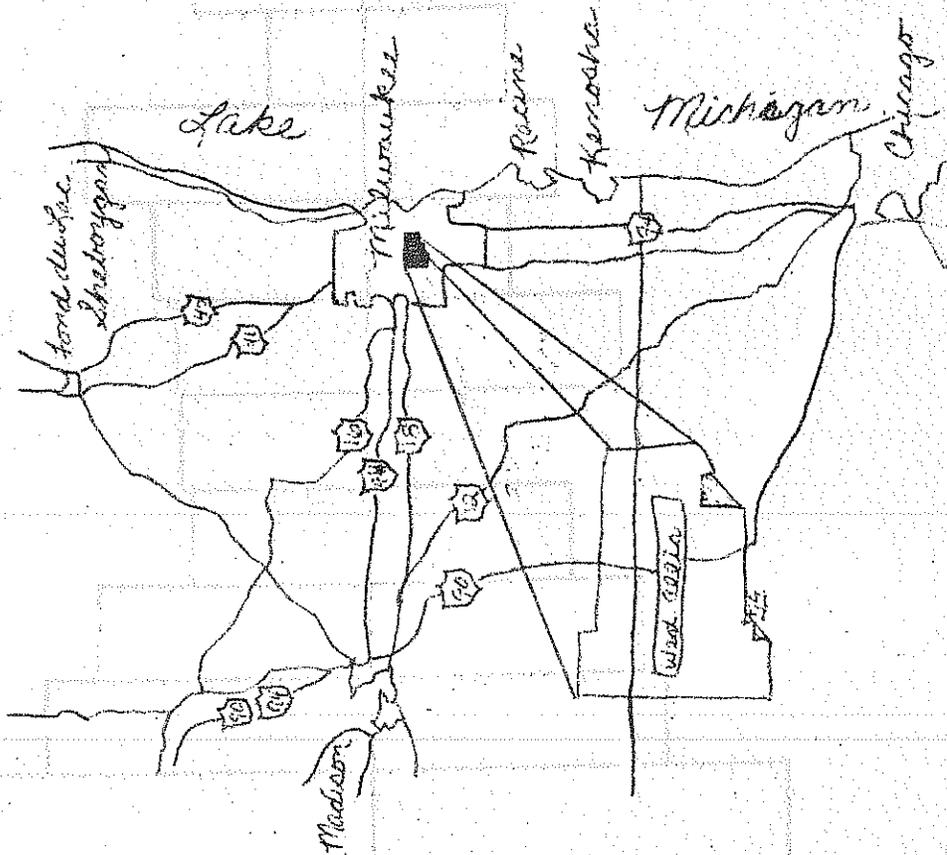




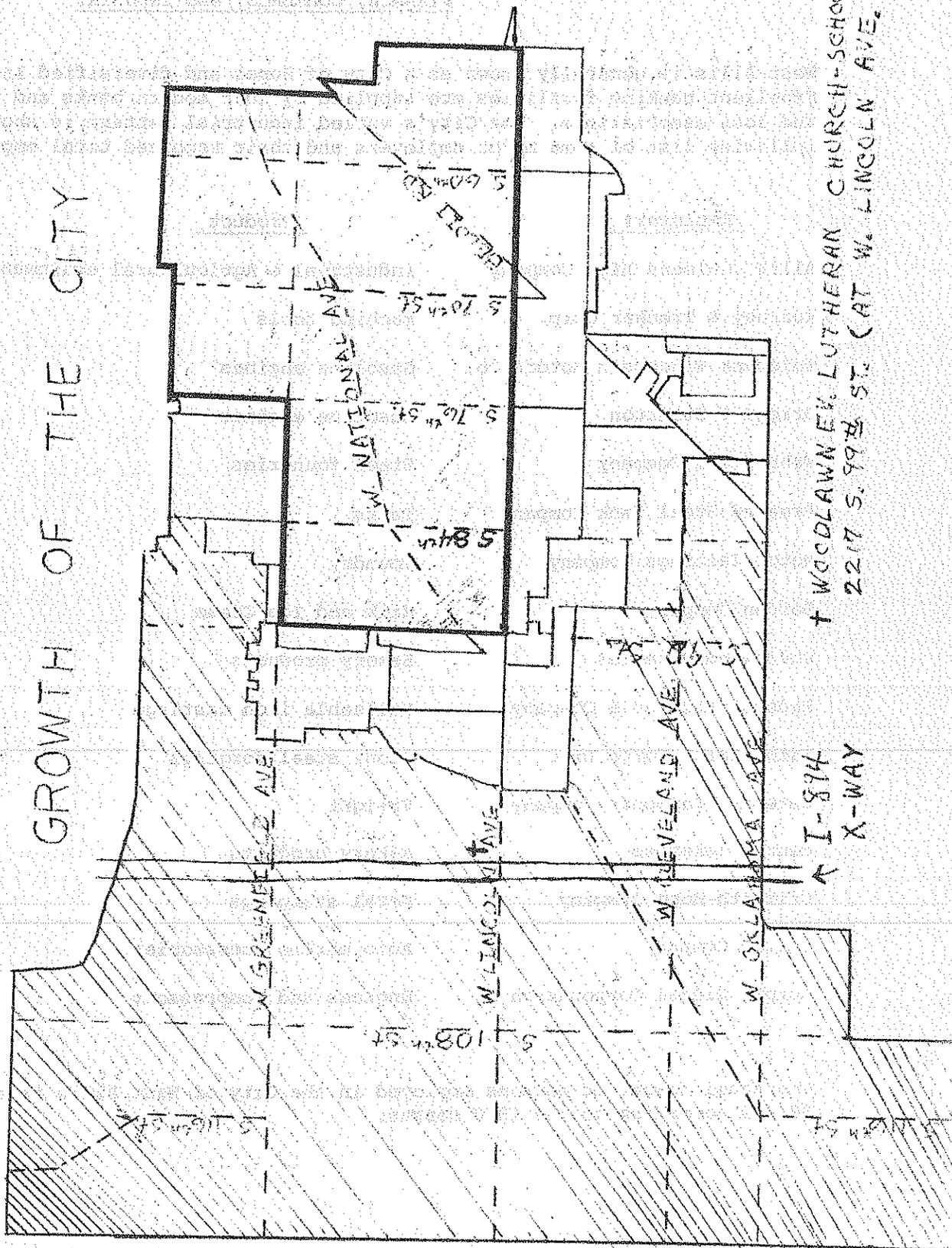


WOODLAWN AGE GROUP PYRAMID

LOCATION



GROWTH OF THE CITY



↑ WOODLAWN EV. LUTHERAN CHURCH-SCHOOL
 2217 S. 99th ST. (AT W. LINCOLN AVE.)

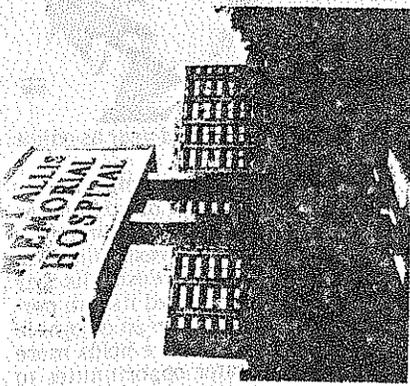
↑ I-874
 X-WAY

FINANCE, COMMERCE, AND INDUSTRY

West Allis is generally known as a City of Homes and diversified Industries. Excellent banking facilities are supplied by four modern banks and nine savings and loan associations. The City's varied industrial pattern is shown by the following list of some major employers and their reported total employes.

<u>Employers</u>	<u>Product</u>	<u>No. of Employes</u>
Allis Chalmers Mfg. Company	Industrial & Agricultural equipment	6,922
Kearney & Trecker Corp.	Machine tools	1,593
Teledyne Wisconsin Motors Co.	Gasoline engines	747
Briggs & Stratton	Gasoline engines	575
Wehr Steel Company	Steel foundries	450
Pressed Steel Tank Company	Tanks	440
Motor Castings Company	Foundry	370
Borden Company	Milk and Ice Cream	304
Crestwood Bakeries	Bakery products	210
Federal Malleable Company	Malleable iron castings	200
Eaton Corp. Forge Div.	Iron, steel forgings	185
Gateway Transport Company	Freight	180
Meurer Bakeries	Bakery products	167
Griffith-Hope Company	Metal stampings	129
Fulton Company	Auto marine accessories	125
Murphy Diesel Corporation	Engines and Compressors	113

The total number of persons employed in the City of West Allis is approximately 32,200 according to the 1970 census.



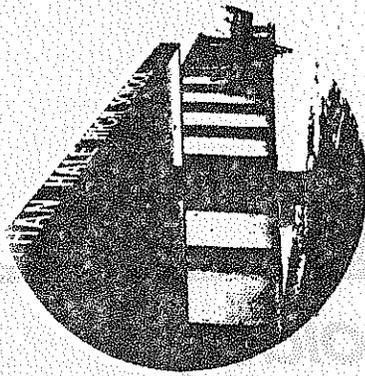
West Allis maintains 300-bed Memorial Hospital, which provides 24-hour emergency service, intensive care, and coronary care facilities. The city also has 21 medical clinics and 13 nursing homes.

West Allis is the home of the Wisconsin State Fair, the only Olympic-size ice rink in North America, and the nation's finest paved one-mile race-track. The state fair is the 7th largest in the United States, and the ice rink was the training site for the U.S. Men's and Women's Olympic Speed Skating teams in 1968 and 1972.

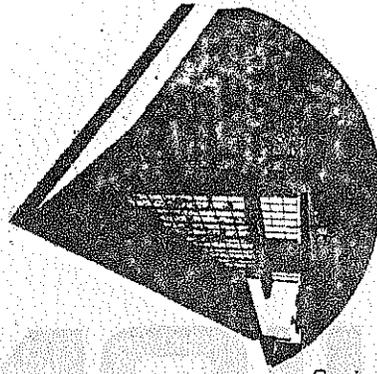
The community has an 18-hole championship golf course, and a half-dozen public and private courses are only minutes away.

West Allis can be characterized best as a city of homes, parks, and industry . . . a good place to live, work, and raise children.

Council, School Board and Administration have established one of the finest school and public works programs in Wisconsin. The city maintains public water, storm and sanitary systems, boasts completely modern fire and police facilities, and a para-medical emergency unit. These departments employ a total of 400 people and utilize over 70 pieces of equipment to protect the lives and property of its citizens. Nearly 14,000 students are enrolled in 25 schools. Recreational programs for children and adults are provided at 22 playgrounds, and 15 recreation buildings and gymnasiums.



Schools are modern, completely equipped.



Places of worship for every faith.

OPINION

City's population getting older, smaller but still needs lots of services

West Allis Post 3/8/78

Some very interesting facts and figures are currently resting in the West Allis Housing and Planning Department, headed by Elgar Williams.

Williams has just begun distributing to aldermen and other public officials copies of some studies prepared by outside consultants on the character and quality of the city.

The reports, a housing study and a land use study, are currently being examined by public officials and will probably be in the news over the next few months; the land use study was the subject of a Post story several weeks ago and the housing study is currently being digested by a Post staff member for a future story.

But one of the sidelights Williams pulled out of the housing study was one of a changing city with a declining population needing as much or more service from its government than in years past — when the population was larger.

Williams said that statistics in the housing study show that while the population here is declining in actual numbers, the number of households in West Allis is on the rise.

The statistics indicate also that the reason for this is that the size of individual families is declining, though there may be more families in West Allis. While a few years or a few decades ago the average family here may have had four or five family members, the average family today may have 2.8 persons.

The number of female heads of households in the city is also on the increase, according to the housing study; divorced women raising children seem to be a part of the statistics and the number of retired heads of households — bearing out comments made during last Tuesday's public hearing on the need for a police station — seems also to be on the rise.

Williams said this last point was of particular concern to his department. The population of West Allis is stable; people like to live here and remain in their homes for many years.

That was borne out last week in the hearing.

But at the same time, West Allis is no longer adding great numbers of new homes for younger families to move into — hence, young families begin to move away, to communities where there are homes for them to live in.

The result, Williams said, is that West Allis is steadily

becoming composed of an aging population; one that is increasingly becoming unable to bear the cost of running the community.

And, while the population has declined, the number of families has increased, making constant the need for a certain level of service on the part of local government to the populace.

In other words, though the population is declining, it isn't necessarily going to mean that the city can start laying off refuse collectors, city plumbing inspectors or police officers.

Of course, the city planner's figures can be taken with a grain of salt; government periodically can come up with facts and figures to justify its existence or justify its expansion.

But on the other hand, the people, speaking in the assembled multitudes in the common council chambers last week seemed to bear out certain aspects of the above figures.

That being true, the future seems no bed of roses for any of us.

kurt
rogahn

Community Editor



With this issue, this editor begins his third year as editor of the West Allis Post.

The content of the West Allis Post is changing, and we hope it's improving, as our writers become more familiar with people and places in West Allis and this editor gets to meet more and more people as well. The West Allis Post has inherited many of the traditions of the West Allis Star in its coverage, but in some ways it has added its own perspective to the community as well. It has been an enjoyable two years to serve you, and I hope the future holds more interesting adventures here and greater opportunities to serve you as well.

Housing

Study Sees More Need for Housing

From Page 1

nearly 8% by 1990 to meet the city's needs, according to predictions in the draft of the study released last week.

To meet that goal, at least 246 housing units each year will have to be constructed.

Generally, the report recommends the city encourage that housing be made available for families of all sizes and income levels. The city should also insure there are housing opportunities for all racial and ethnic groups and senior citizens. Neighborhood preservation and rehabilitation should be promoted.

Good Program

While the city has a relatively good housing program of using federal housing assistance programs, it should also use the financial resources of the state, county and private developers, the report said.

West Allis, unlike some other cities, does not have widespread problems of

structural deterioration, decline of shopping areas and inadequate public facilities, the study said.

But, the study said, there was still a need for organizations to help neighborhoods needing revitalization and to help prevent deterioration in others.

Among some of the general suggestions made in the report:

The city should conduct inspections of all single family and multifamily dwellings to insure compliance with revised building and housing code standards.

Inspections would be made after a reported violation or before rehabilitation under a city operated housing program or before an occupancy permit was issued. These standards would be based on

combining the state building code with the Building Officials and Code Administrators Model Code and by merging the city housing maintenance code with the building administrators' maintenance code.

An architectural preservation ordinance should be enacted and be administered by a landmark commission to preserve older, architecturally significant properties.

An architectural control ordinance for new construction should be enacted.

Volunteers could be used to counsel persons on rehabilitating their property and also could be used as labor for some rehabilitation projects.

A mobile tool library and a home maintenance education

West Allis Study Sees Home Needs

By John Stevens
of The Journal Staff

West Allis — To owners of houses here, perhaps more so than in some of the newer suburbs, the home is considered the fabric that binds together the family, the neighborhood and, in a larger sense, the city itself.

And the special importance of the home in the lives of the residents has not been lost on the city fathers. Signs at the city limits proudly proclaim that West Allis is a city of homes first and then industry.

But there are portions of West Allis with aging homes, which lead to aging neighborhoods and gradual deteri-

oration of the city. Then there are still a few open spaces left, ripe for development.

In an attempt to learn how to plan the revitalization of the deteriorating areas and how to best use the remaining open areas, the city commissioned a comprehensive study of the city's housing needs up to 1990. The study was prepared by the Ann Arbor, Mich. consulting firm of Johnson, Johnson & Roy, Inc. under the direction of City Planner Elgar Williams.

The number of housing units in the city, despite only a slight increase in population, will have to increase

Turn to Housing, page 4, col. 4

in West Allis

program could be established to help homeowners do their own rehabilitation work.

Specifically, the study breaks the city down into four categories of neighborhoods: emerging, established, maturing and early decline.

For the city's emerging residential neighborhood, located in the city's southwest side, guidelines should be established to insure that new housing is of high quality. Also, the city should provide more housing for elderly and one and two member households, and developers should be encouraged to build larger, single family homes for younger families.

For established residential areas, which basically circle the city's core and have houses built 25 to 30 years ago,

the primary goal is to conserve the area by establishing rehabilitation guidelines, including possibly a tax credit for property owners willing to make the initial investment.

A similar program, with perhaps a greater emphasis on rehabilitation, should also be encouraged in maturing residential areas, the central area of the city, with homes built 30 to 40 years ago.

In the early decline neighborhoods, essentially the central and eastern portion of the city, the report recommends intensive redevelopment activities, including reconstruction.

A meeting to discuss the report has been scheduled for April 17.

The Milwaukee

Journal
3/7/78

The Milwaukee Journal

Land Use Plan Gives West Allis Set of Goals

By John Stevens
of The Journal Staff

West Allis — A just-released draft of a comprehensive study of land use, including suggestions for what this city could do with its remaining land until 1990, paints a somewhat dreary picture of a city in decline.

But, like a recently discovered masterpiece hidden for

2/28/78

years beneath a bogus facade, the colors are still bright enough to show through, although restoration is needed.

The study, which will be discussed at a meeting of various city commissions and committees March 20, was prepared to guide the city's growth through 1990. Prepared by Johnson, Johnson & Roy, Inc., a consulting firm from Ann Arbor, Mich., the plan replaces a 1966 study prepared by the city.

While the plan doesn't give specific details for the future of each block in the city or suggest timetables for its general recommendations, it does give an idea of what the city should strive to be by 1990.

Future large scale city growth is hampered for several reasons, the study says, because the area is mostly developed, and because the city is landlocked with the exception of the area west of the Zoo Freeway and several parcels in the south central and north central portions of the city.

Generally, the plan is based on a philosophy of spreading the residential, industrial and commercial sectors throughout the city and particularly on the city's west side.

The area west of the freeway experienced little growth in the past 12 years

and still offers enough unused property to enable the city to reach the goal of diversifying land uses, the study said.

On the east side, however, particularly in the northeast corner, redevelopment is needed to relieve crowded conditions, strains on utilities and to create more open spaces.

The study suggests that:

Steps should be taken so residential land does not conflict with other land uses.

Residential neighborhoods should be redeveloped to have consistent housing types.

Through land use controls, the city should insure that land is available for future development.

The city should insure that housing types for families, elderly persons and low to moderate income households are provided.

Enough land is available west of the freeway to accommodate owner and rental needs, the study says.

Commercial properties on the east side are also prime candidates for redevelopment projects, the plan suggests, and new development on the west side should be encouraged.

It said east side businesses
Turn to Plan, page 4, col. 1

Plan

Study Says West Allis Can Be

From Page 1

had been victims of inadequate buildings and high vacancy rates. Strip developments have also made the area unattractive, the study said.

The number of vacancies between 1973 and 1975 increased in 11 census tracts, primarily in the northeast portion of the city. Moreover, all but four of the city's 18 census tracts lost businesses in that same period.

Among the recommenda-

tions for commercial areas in the city, the report said:

Greenfield Ave. should be maintained as the major activity center in the city, but the city should revitalize older commercial centers such as the Burnham and Pioneer areas.

Landscaping, sign and lighting improvements should be emphasized to make the areas more enjoyable for businesses and pedestrians.

Vacant shops should be reused for professional and service oriented businesses.

While some industrial growth is still anticipated, the report said, less land is needed than the 1966 planning study indicated. Since the last study, employment at Allis-Chalmers Corp. declined.

The study says future growth should be located on large parcels zoned for that purpose west of the Zoo Freeway.

Among the other suggestions were that the city attempt to encourage the use of vacant industrial property for

Diverse

new uses, improve the landscaping around industries and encourage development of industrial parks.

The construction of neighborhood centers was the major recommendation made for improving community facilities. The study suggested that the neighborhood centers could either be constructed or located in existing buildings.

The study said building such structures would indicate that the city was serious about preserving the neighborhoods and would thus encourage neighborhood residents to invest their own time and money in upgrading or maintaining their properties.

Also, the study said there was an obvious deficiency in the availability of neighborhood parks and playgrounds in the city.

13. Do you feel the worship hours are:

5 dull and uninteresting 229 inspiring, edifying, helpful
32 routine 55 outstanding

If you checked dull and uninteresting or routine, what suggestions can you offer, if any, for improvement: 33

14. Do you feel Woodlawn's education program (outside of weekly worship hours is:

10 not meeting your needs 166 meeting your needs effectively
36 so-so 19 outstanding

If you checked "not meeting your needs", what suggestions can you offer, if any, for improvement: 19

15. Would you like help from Woodlawn in:

90 better understanding the Bible 5 planning your finances or estate
73 learning how to share your faith 11 visiting the sick and shut-ins
 (talk about our Savior) 14 finding areas of ministry for
50 raising your child(ren) your gifts
31 enriching your marriage Any others 9

16. Do you feel Woodlawn's growth potential is:

42 limited 170 better than most churches
7 less than most churches 36 the sky's the limit

17. What do you feel might hinder our church from realizing its full growth potential?

8 pastoral leadership 34 inadequate facilities
14 lay leadership 71 limited financial resources
91 little involvement of members 24 superficial spiritual commitment
 in outreach efforts 16 our ultra-conservative, Scrip-
74 little involvement of members turally strict doctrinal position.
 in service within the church

Any others 22

18. What changes or additions would you like to see in Woodlawn's program in the near future?

87 more family-fellowship nights
52 small group Bible studies
46 improved stewardship performance by members
74 better communication between leaders and members
Any others 24

19. What changes or additions would you like to see in the physical facilities or services of Woodlawn in the near future?

93 church-school library 36 church-school bus(es) or van(s)
123 multi-purpose/gymnasium building 66 new organ
112 more and improved parking 11 offset printing press
55 nursery available for infants
during one or both services
Any others 25

20. Do you feel we need more full-time, salaried staff members at Woodlawn?

120 yes 98 no

If yes, which of the following:

60 full-time church-school custodian for building and grounds
29 full-time church-school secretary
64 part-time or full-time vicar for evangelism outreach, youth work,
and small group Bible study.
17 summer vicar for outreach (church and school recruitment)
32 assistant or associate pastor for outreach, youth work, Bible
teaching and other pastoral responsibilities

Any others 11

21. Do you feel, on the basis of what you know about West Allis and the projected future of this area, that Woodlawn's membership growth:

141 will continue upward
26 has gone about as far as it'll go
4 will surely fall off in the next few years
131 depends on our efforts to reach the unchurched around us with God's
Word in evangelism outreach

22. At our voters' meeting on 1/29/78 we were instructed to ask the members about our Sunday summer service schedule. Check one!

231 I prefer the Sunday services during June, July, and August to be held at 8 and 9:30 a.m., as we have done for many years.

25 I prefer the Sunday services during June, July, and August to be held at 8 and 10:30 a.m., keeping them at the same service times we have for the rest of the year, from Sept. - May.

Any other suggestions about our times of services?

23. Do you feel you would like more opportunities for Holy Communion?

68 yes 178 no

When would you prefer to have extra Communion services? _____

Any general comments:

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