

aiia

Wisconsin Architect

APRIL 1979

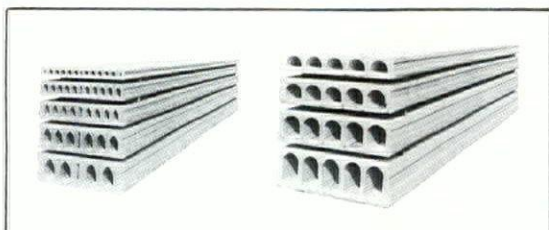


A Publication of the Wisconsin Society of Architects, American Institute of Architects

4 Concrete Reasons Why At Spancrete "Or Equal" Isn't Always Equal."

1

Flexibility



At Spancrete we manufacture a wide variety of prestressed, precast concrete planks including Standard Weight and Ultra-Light Spancrete. When used as floor panels, Spancrete provides a smooth surface that allows the direct application of carpeting or tile. When used as wall panels, Spancrete's lightly textured surface can be exposed on the exterior or interior. Wall panels are also available with a variety of exposed aggregate surfaces for beautiful exteriors.

3

Systems

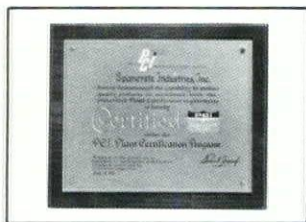


From warehouses to multi-story apartments, Spancrete has developed building systems to meet a wide variety of architectural and structural requirements. Spancrete Systems lower on-site construction costs by reducing construction time, eliminating or reducing temporary bracing, and eliminating or reducing finishing costs. Our systems are highly flexible and can be tailored to specific architectural and functional needs.

2

PCI Certification

Spancrete's production plants are all PCI Certified. Three times a year each plant is inspected by an independent consulting engineering firm under the direction of the PCI. We're checked out on 149 gradable items all the way from aggregate stocking to quality control records. These ongoing inspections and continued certification are your assurance of our capability to produce quality precast products.



4

Experience

We manufacture the machinery used to produce Spancrete slabs, and have licensees world-wide. We're pioneers in the industry. Spancrete has been around for thirty years. In that time we've



improved our methods and products to meet the demands of a evergrowing Construction Industry. We've developed close working relationships with hundreds of architects and engineers. Our products and know-how can help solve particular construction problems. We would like to work with you.

Quality, Service, Durability

Spancrete Industries, Inc.
10919 West Bluemound Road
Milwaukee, Wisconsin 53226
Phone 414/258-4110

- Hollow core slabs.
- Structural wall panels.
- Architectural wall panels.

Spancrete, Inc.
641 N. Hickory Farm Lane
Appleton, Wisconsin 54911
Phone 414/734-5641

- Beams.
- Double tees.
- 8' and 10' single tees.

Spancrete of Illinois, Inc.
4012 Route 14
Crystal Lake, Illinois 60014
Phone 815/459-5580

- Columns.
- Bridge girders.



SIZE



*For Reasons
that Meet the
Eye*



The architect specifies BELDEN for many reasons. More adaptable sizes to free the imagination is one reason. Combine the choice of sizes with more colors and more textures and you discover why BELDEN is known throughout the industry as the standard of comparison. Your BELDEN Dealer will show you the facts, or write us at Box 910, Canton, Ohio 44701.

WISCONSIN ARCHITECT

TABLE OF CONTENTS

3	1979 WSA Convention "The New Ethic"
5	WSA Program Schedule
11	Seminar I
11	Keynote
13	Seminar II
15	Seminar III
19	Seminar IV
21	Awards Speaker
21	Convention Spouses Program
23	Discount For Early Registration
23	Construction Industry Reception
23	Message Center
23	Convention Available To All of Your Staff
23	Member Spouses Free Registration
23	CEU Credit At The Convention
26-27	Calendar of Events
29	Registration Form
30	1979 Convention Exhibitors
33	Orr & Reinke Elected To AIA College of Fellows
SOCIETY NEWS	
35	Executive Committee Actions
35	ARCHI-TALKS — Commentary From Our Members
37	From London!
39	Underground Space Center Award Winner
39	New Books Added To WSA Library
39	Membership Actions
41	Seattle Hosts Women In Architecture
43	Architects To Compete On Tennis Court
43	New Film Available

Wisconsin Architect is the official publication of the Wisconsin Society of Architects/A.I.A. published by Wisconsin Architects, Inc.

Address all matters pertaining to Editorial and Advertising to:

819 N. Marshall Street
Milwaukee, Wisconsin 53202
Phone (414) 276-2250

Wisconsin Architect, Inc.: Board of Directors:
John B. Hipp, Noble E. Rose, Walter E. Zoller,
David E. Lawson, Alan J. Carlson.

Editorial Advisory Board: Peter J. Schuyler,
Chairman, Uel C. Ramey, Doug C. Ryhn, Betty
B. Mead, Alan J. Carlson.

Wisconsin Society of Architects/A.I.A.: 819 N. Marshall Street, Milwaukee, WI 53202. Phone (414) 276-2250. Alan J. Carlson, Executive Director.

Executive Committee: John B. Hipp, President; Noble E. Rose, Vice-President; Walter E. Zoller, Secretary/Treasurer; 15255 Watertown Plank Road, Elm Grove, WI 53122; David E. Lawson, ex-officio; David P. Brust, Milwaukee; Richard W. Eschner, Milwaukee; Richard E. Gustafson, Green Bay; Glenn M. Johnson, Milwaukee; Jack W. Klund, Madison; Raymond C. Matullonis, W. Klund, Madison; Mark A. Pfalter, Milwaukee; Leonard H. Madison; Mark A. Pfalter, Milwaukee; Leonard H. Reinke, Oshkosh; James P. Schlueter, Green Bay; Douglas H. Smith, Eau Claire; Wayne E. Spangler, Rice Lake; Roy H. Stark, Manitowoc; Kenneth E. Ziehr, Eau Claire.

Director, North Central Region: Saul C. Smiley.

Southeast Chapter Officers: David P. Brust, President; Richard W. Eschner, Vice-President; President Elect; Richard D. Peeples, 2nd Vice President; Mark F. Pfalter II, Secretary/Treasurer.

Southwest Chapter Officers: Jack W. Klund, President; Raymond C. Matullonis, Vice President; President Elect; James R. Kennedy, Secretary/Treasurer.

Northeast Chapter Officers: Roy H. Stark, President; James P. Schlueter, Vice President/President Elect; Dennis L. Olson, Secretary/Treasurer.

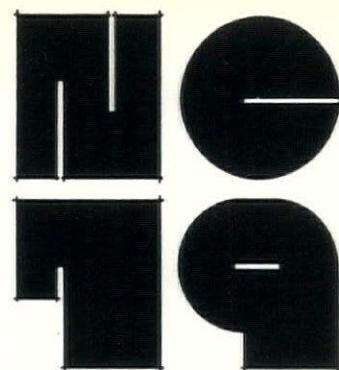
Northwest Chapter Officers: Wayne E. Spangler, President; Kenneth E. Ziehr, Vice-President; President Elect; Mary A. LaCerte, Secretary/Treasurer.

Wisconsin Architects Foundation: 819 N. Marshall Street, Milwaukee, WI 53202. Phone (414) 276-2250. Alan J. Carlson, Executive Secretary; William K. Davis, President; Ross T. Potter, Vice President; Brian F. Larson, Secretary/Treasurer; Mark A. Pfalter, Leonard H. Reinke, Florian Remitz, Harry Schroeder, John E. Somerville, Frank J. Wilson.

Wisconsin Architect disclaims any and all liability for statements made by authors in contributed articles and by suppliers and others in advertisements.

1979 WSA CONVENTION

"THE NEW ETHIC"



Action taken by delegates at the 1978 AIA Convention relaxed the ethical restraints on contracting and advertising by architects. What does this mean in actual practice? Should I advertise? Are there pitfalls in design/build? Is there profit in design/build? If I decide to advertise, how do I go about it?

Convention Chairman, Ken Kurtz, AIA, and his committee have put together a tight package of experienced and knowledgeable people who will help provide the answers to the above questions and others that you might have. The list of speakers and seminar leaders include Alfred H. Edelson, Chairman of the Board, Kaufman & Associates, Inc., Washington, D.C.; John G. Kujac, President and Chairman, Construction Management Corporation, Des Moines, Iowa; Charles W. Kinsley, Vice-President of Geupel DeMars, Inc., Indianapolis, Indiana; Vilma Barr, Principal in Barr Communications Services, Boston, Massachusetts; Hugh N. Jacobsen, FAIA, private practice in Washington, D.C. and Gerald A. Rauenhorst, Chairman and Chief Executive Officer of Rauenhorst Corporation, Minneapolis. The lineup of speakers covers items for everyone from promotion, to design to practice management.

The speakers are highlighted on the following pages.

Olympia Resort, the new Convention site for this year provides exhibit space sufficient to display 87 product lines plus educational exhibits. All booths are sold. It will be an excellent showroom of building products, the largest display in the past 10 years. A special ceremony will be held to open the exhibits on the first day of the Convention. Also, this will be the second year of the Construction Industry Reception in the exhibit area. This is a special event for members to invite clients, associates, employees and consultants to the WSA Convention. (Watch for special invitation tickets.)

In addition to the theme seminars and the exhibits other convention activities will include programs for spouses, banquets,

luncheons, the annual WSA Membership meeting plus a chance to renew old acquaintances and meet new friends during the social events.

Review the complete program schedule included in this issue, return the registration forms in time to take advantage of the discounts and get set for an exciting and informative convention.



The Courtyards — Arlington Heights, Ill.
 Architect: Schipperdell, Inc., Evanston, Ill.
 Builder: CST Joint Venture, Chicago, Ill.
 Masonry: Best Block's "Spill Stone"

More block magic from BEST BLOCK

More and more fine professionals are finding magic in Best Block's decorative concrete masonry units.

And why not! Best Block offers an amazing variety of design possibilities for residential and industrial applications. Add low maintenance, reduced fire insurance premiums, natural sound proofing plus many more time and money saving advantages and it's easy to see why Best Block is a proven pleaser for architects, builders, owners and tenants alike.

And to please all those demanding people, it must be magic!

For more information on block magic, contact the people who are writing the book on it.



**BEST
BLOCK COMPANY**

**BEST BLOCK COMPANY
 P.O. BOX 100 DEPT. A-100
 BUTLER, WI 53007**

Please send some of your block magic

Name

Company

Address

City

State Zip



WSA CONVENTION SCHEDULE

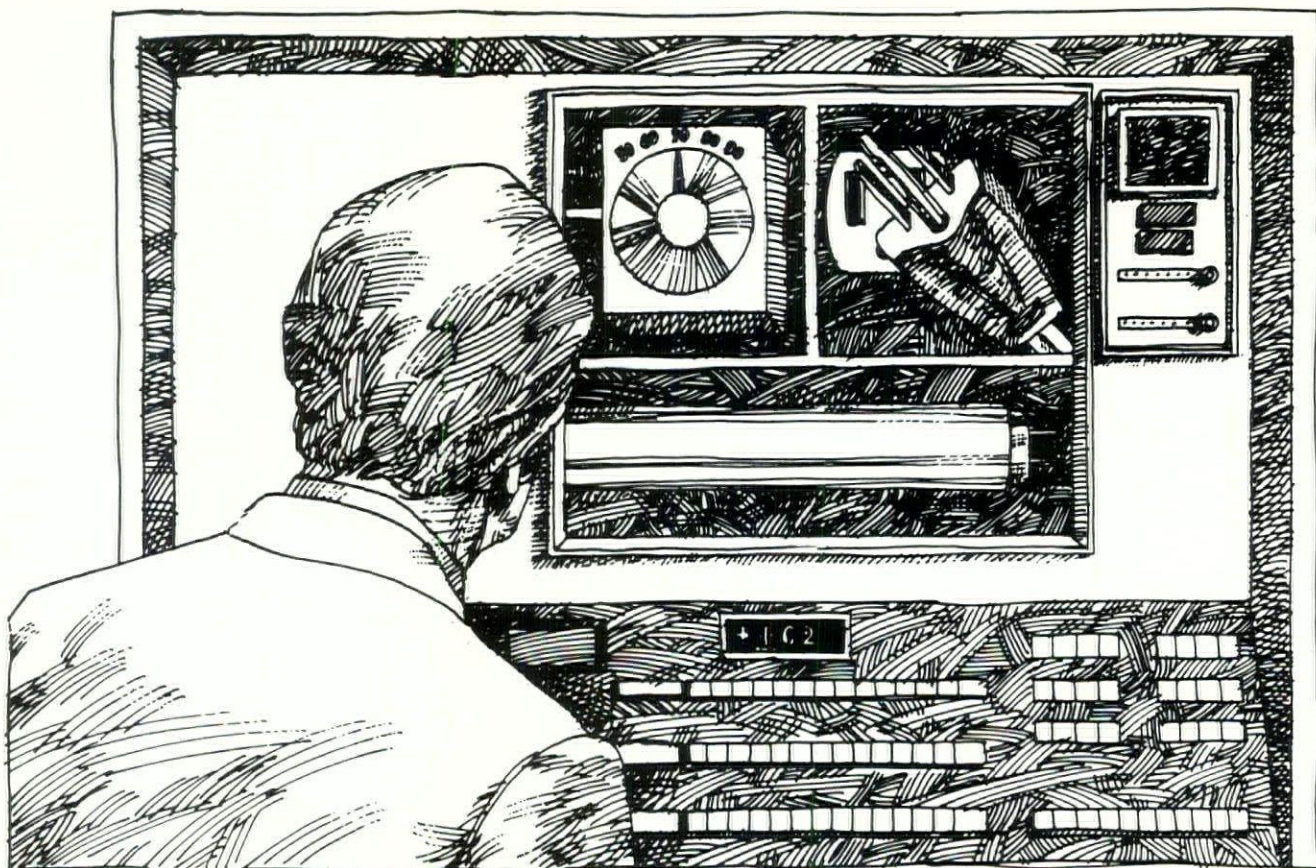
Monday, May 21, 1979

10:00 A.M. Exhibitor Booth Set-Up
(*Wisconsin Room*)
5:30 P.M. - 7:30 P.M. Executive Committee Meeting
(*Board Room*)

Tuesday, May 22, 1979

9:00 A.M. Registration Open
9:00 A.M. - 9:30 A.M. Exhibitor Pre-Convention Meeting
(*Wisconsin Room*)
10:00 A.M. KEYNOTE ADDRESS
"Adventure In Advertising: Limitations of Building Better Mouse Traps"
— Alfred H. Edelson, Chairman of the Board
Henry J. Kaufman & Associates, Inc.
(*Wisconsin Room*)
10:30 A.M. - 3:30 P.M. Women's Hospitality Room Open
(*Room #206-8*)
11:30 A.M. GRAND OPENING CEREMONIES
1979 WSA Exhibits
11:30 A.M. - 2:00 P.M. Viewing of Exhibits and Walking Lunch
Cocktails (Cash Bar)
Prize Drawings
2:00 P.M. - 4:00 P.M. SEMINAR I
"The Economics of Design Build . . . Architects View Point"
— John G. Kujac, President & Chairman
Construction Management Corporation
(*Wisconsin Room*)
2:00 P.M. - 4:00 P.M. SPOUSES PROGRAM
Part I "Cosmetic Plastic Surgery . . . A Different You"
— Dr. Donald Levy
(*Aspen Room*)
Part II "The All-Consuming Women — Feminine or Forceful"
— Kathy Gigl, Associate of Consumer Concepts — Alverno College
(*Aspen Room*)
4:00 P.M. - 6:00 P.M. WSA CONSTRUCTION INDUSTRY RECEPTION
Viewing of Building Products
Cocktails (Cash Bar)
Prize Drawings
7:30 P.M. WSA DINNER/DANCE
The Roman Hanes Orchestra
Special: Disco With John & Diane Olson
(*Illinois Room*)

(Continued on Page 9)



Invest In Total Energy Management. Save Now and Increase Future Profits.

Owners and managers of supermarkets, offices, hospitals, schools, hotels and almost every other kind of building are investing in "total energy management" to combat rising costs. Electric rates have to go up to pay for steadily rising expenses. But it is possible to reduce your bills by making all of your electrically-operated equipment work for you, as efficiently as possible.

If you are a building owner or manager, have a qualified electrical contractor make a survey of your building to find out what improvements are feasible in your equipment, operations and physical plant. Energy management improvements can be made which will produce a quick return on your investment. Often within 12 to 18 months. After that your investment is converted to pure savings.

**ELECTRICITY MAKES IT POSSIBLE...
A QUALIFIED ELECTRICAL CONTRACTOR MAKES IT PRACTICAL**

National Electrical Contractors Association

Milwaukee Chapter
710 N. Plankinton Avenue
Milwaukee, Wisconsin 53203
414-273-6916



Wisconsin Chapter
2801 West Beltline Highway
Madison, Wisconsin 53713
608-271-1912

EXCELLENCE IN MASONRY

ARCHITECT: John H. Summer & Associates

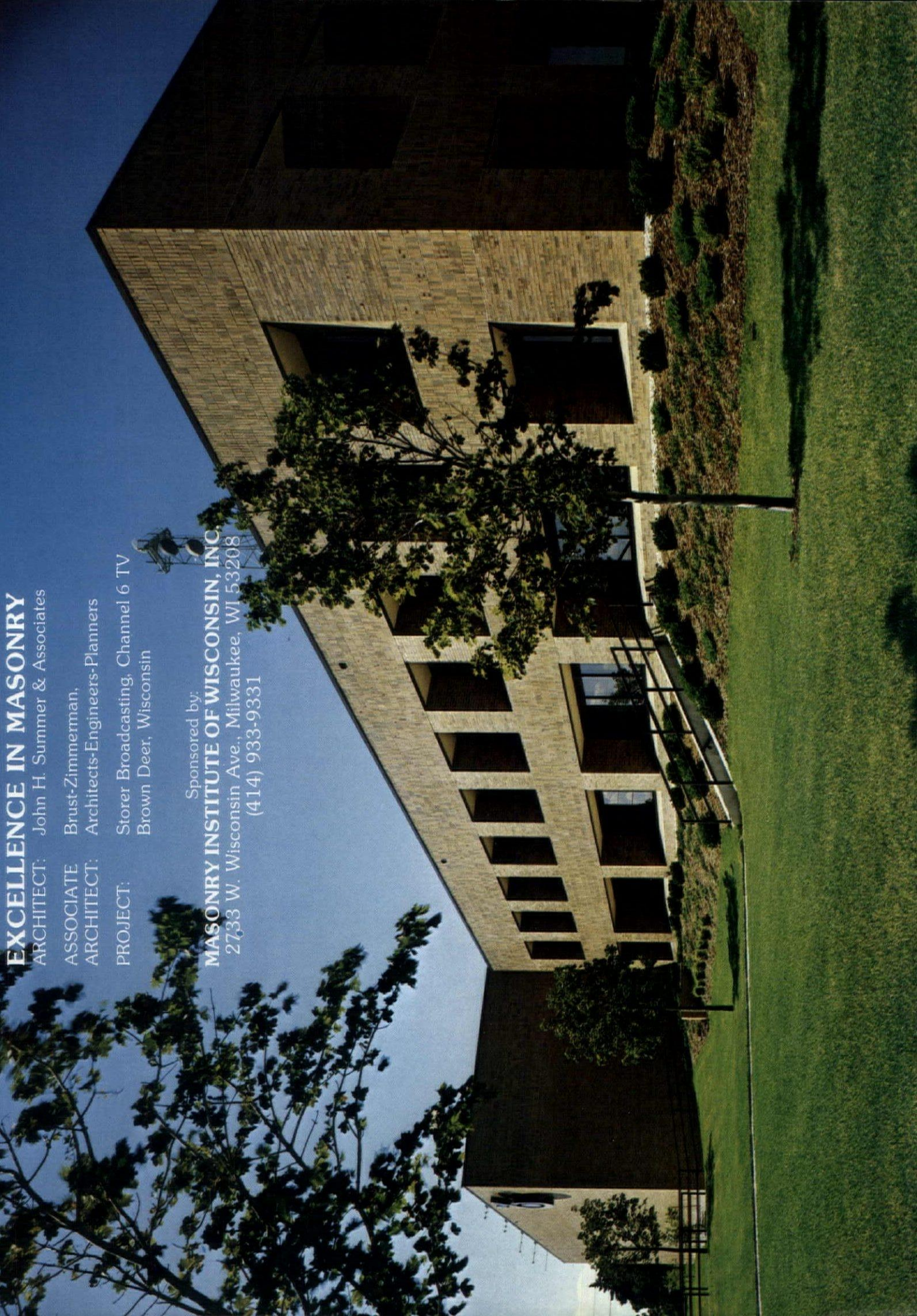
ASSOCIATE Brust-Zimmerman,

ARCHITECT: Architects-Engineers-Planners

PROJECT: Storer Broadcasting, Channel 6 TV
Brown Deer, Wisconsin

Sponsored by:

MASONRY INSTITUTE OF WISCONSIN, INC.
2733 W. Wisconsin Ave., Milwaukee, WI 53208
(414) 933-9331



Masonry Institute of Wisconsin

DEDICATED TO PROMOTION AND RESEARCH OF MASONRY CONSTRUCTION

2733 WEST WISCONSIN AVENUE • MILWAUKEE, WISCONSIN 53208 • (414) 933-9331

NORBERT J. HYNEK
Executive Director

TO: MEMBERS OF WISCONSIN SOCIETY OF ARCHITECTS
AMERICAN INSTITUTE OF ARCHITECTS

We are pleased to announce that the Storer Broadcasting, Channel 6 TV building is one of seven projects selected for "Excellence in Masonry." The architect was John Summer of Summer Associates with the associate architects being Brust-Zimmerman, Architects-Engineers-Planners. A representative of the firm describes the project as follows:

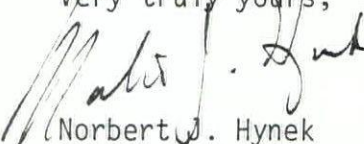
"There were several reasons why brick was selected as the skin on the WITI-TV building. One, the building was designed to be in harmony with the other buildings we thought would be designed for the surrounding open areas.

Another reason for the decision to use brick was the atrium within the building, which we wanted to be an interesting and inviting place for people who worked there. We attempted to provide this space with an atmosphere of a garden which could be a pleasure, especially during the severe winters. What could be more aesthetically pleasing than a combination of brick and planting, both indoor and out.

Fortunately, the Milwaukee area is blessed with better than average craftsmen than in other parts of the country and the brickwork on this project is very pleasing to the eye. The masonry subcontractor should be recognized for their splendid efforts. For as you well know, the brickwork comprises a hundred percent of the exterior facade."

Congratulations to John Summer and Brust-Zimmerman, Architects-Engineers-Planners for "Excellence in Masonry."

Very truly yours,



Norbert J. Hynek
Executive Director

SERVING: ARCHITECTS • OWNERS • ENGINEERS • CONTRACTORS
TRADESMEN • BUILDERS • SUPPLIERS • DESIGNERS • OTHERS





WSA CONVENTION SCHEDULE . . .
(Continued from Page 5)

Wednesday, May 23, 1979

- 8:30 A.M. Registration Open
9:00 A.M. - 4:00 P.M. SPOUSES PROGRAM
Art Museum/Pabst Mansion Tour & Luncheon
9:30 A.M. - 11:00 A.M. WSA ANNUAL MEETING
(*Wisconsin Room*)
10:30 A.M. - 12:30 P.M. Viewing of Exhibits
Prize Drawings
12:30 P.M. - 2:30 P.M. 1979 WSA AWARDS LUNCHEON
"Architecture in Context or a Sense of Belonging"
— Hugh N. Jacobsen, FAIA
Washington, D.C.
(*Illinois Room*)
2:30 P.M. - 4:00 P.M. SEMINAR II
"Structuring for Design/Build — Philosophy, People, Systems"
— Charles W. Kinsley, Vice-President
Geupel DeMars, Inc.
(*Wisconsin Room*)
6:30 P.M. Bus leaves from Olympia for "Night on the Town" and Park Avenue
Cocktail Party*
12:15 A.M. Bus leaves Milwaukee for Olympia*
*Bus tickets must be reserved. Members/Exhibitors may use their
own transportation.

Thursday, May 24, 1979

- 8:30 A.M. Registration Open
9:00 A.M. - 11:00 A.M. SEMINAR III
"Advertising — How It Fits Into Your Marketing Program"
— Ms. Vilma Barr, Principal
Barr Communication Services
(*Wisconsin Room*)
9:00 A.M. - 11:00 A.M. SPOUSES PROGRAM
"Creative Listening"
— Ms. Shirley Holzer Jeffrey
Free Lance Educator & Writer
(*Aspen Room*)
11:00 A.M. - 3:30 P.M. Women's Hospitality Room Open
(*Room #206-8*)
11:00 A.M. - 2:00 P.M. Viewing of Building Products and Walking Lunch
Prize Drawings
1:00 P.M. Drawing of Grand Prize
2:00 P.M. - 3:30 P.M. SEMINAR IV
"Design Build . . . Commitment, Risks, Rewards"
— Gerald A. Rauenhorst, Chairman & Chief Executive Officer
Rauenhorst Corporation
(*Wisconsin Room*)
3:30 P.M. Adjournment of Convention



**NEW BERLIN
TELEPHONE**

**WISCONSIN
414-786-8260**

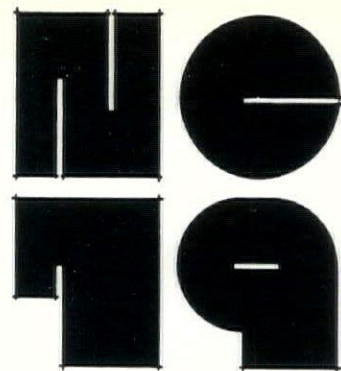


KEYNOTER

"Adventure in advertising: Limitations of building better mouse traps"

Alfred H. Edelson, Chairman of the Board of Henry J. Kaufman & Associates, Inc., Washington's largest advertising and public relations agency, confesses to a lifelong infatuation with architecture and its practitioners. For many years, his firm represented AIA and handles PR programs for allied associations like the Brick Institute of America, International Masonry Institute, Society of Industrial Realtors and others.

A friend of the late Richard Neutra and Edgardo Contini of Victor Gruen Associates, he served for several years as President of the Metropolitan Planning Commission of Indianapolis in the 60s, spearheading an urban



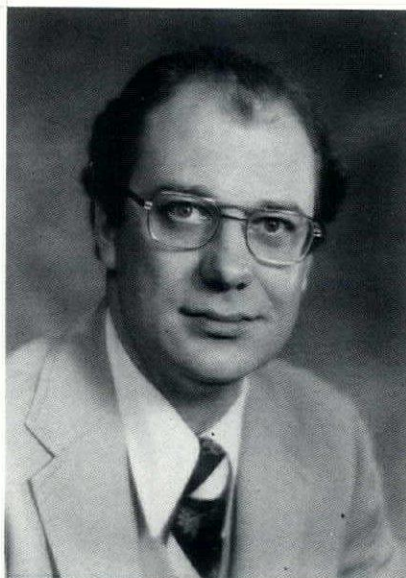
Hoosier Renaissance that includes a downtown University, a new art museum, a convention hall and 3,500 acre recreational park on the edge of the city.*

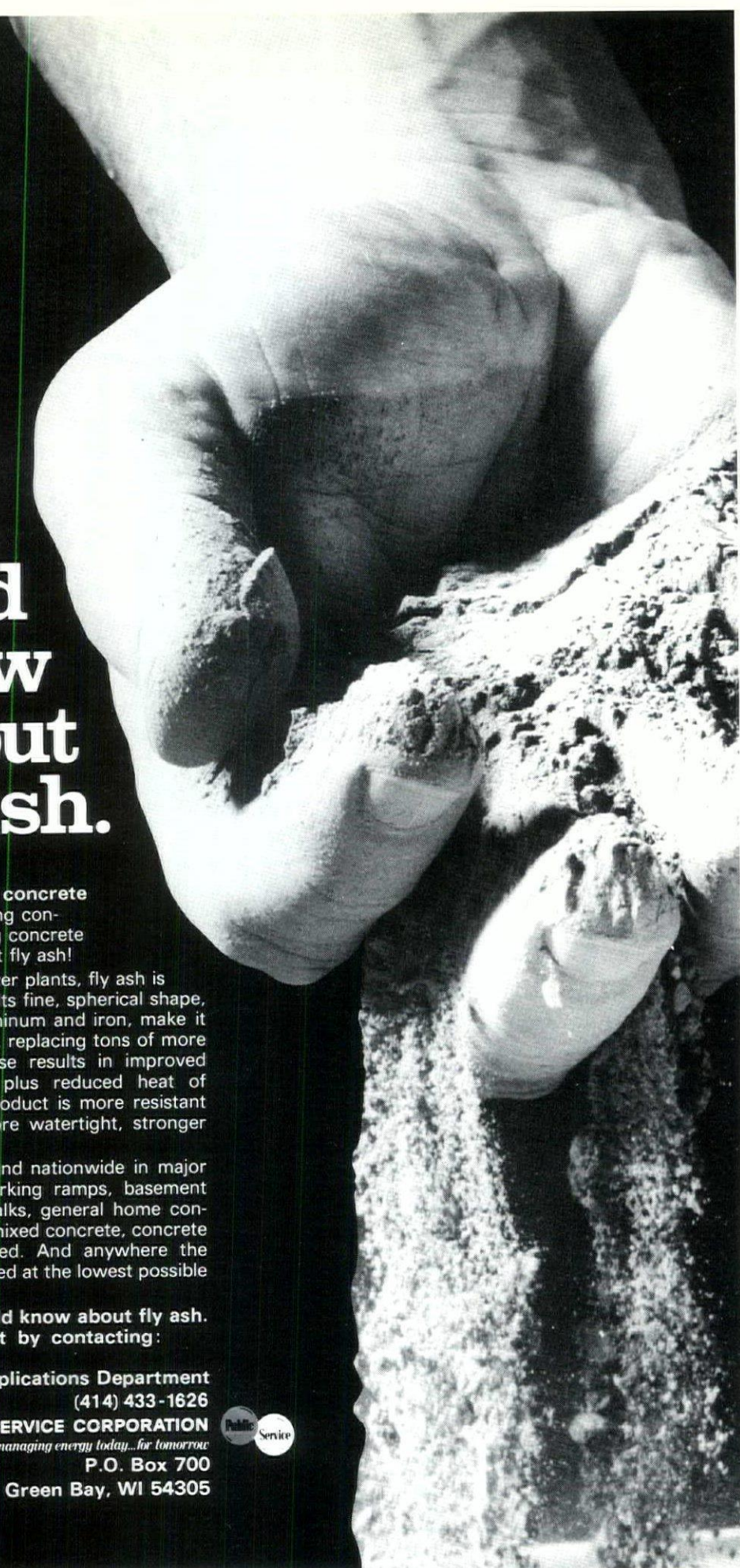
He is the author of a recent **AIA Journal** article on advertising for architects.

SEMINAR I

"The economics of design build . . . architects view point"

John G. Kujac, President and Chairman of Construction Management Corporation of Des Moines, Iowa. Formerly Vice-President and Director of Smith-Voorhees-Jensen Associates, also in Des Moines. He received his Bachelor of Architecture Degree from Iowa State University with graduate work at Drake University Law School studying Property Law, Contract Law, Real Estate Law, Torts and Professional Liability Law. He has lectured extensively on Life Cycle Analysis, Range Cost Estimating, Economic Feasibility and Cost Control and has served on the faculty of the Iowa State University School of Architecture.





What you should know about Fly Ash.

Architects, contractors, concrete producers! Interested in cutting construction costs while improving concrete performance? Then learn about fly ash!

Produced as waste at power plants, fly ash is the residue of pulverized coal. Its fine, spherical shape, and composition of silica, aluminum and iron, make it the ideal admixture in concrete, replacing tons of more costly portland cement. Its use results in improved workability and pumpability, plus reduced heat of hydration. And the finished product is more resistant to acid and sulfate attack, more watertight, stronger and more durable.

Today, fly ash can be found nationwide in major office buildings, highways, parking ramps, basement foundations and floors, sidewalks, general home constructions — anywhere ready-mixed concrete, concrete block or concrete pipe is used. And anywhere the highest quality product is wanted at the lowest possible price!

Find out what you should know about fly ash. Get your FREE Fly Ash Kit by contacting:

**Industrial Applications Department
(414) 433-1626**

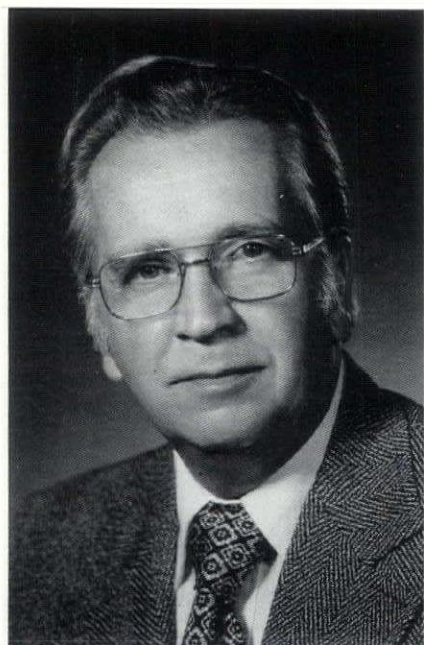
WISCONSIN PUBLIC SERVICE CORPORATION

managing energy today...for tomorrow

P.O. Box 700

Green Bay, WI 54305





SEMINAR II

"Structuring for design/build – philosophy, people, systems"

An Indianapolis business executive since 1962, Mr. Kinsley has held a number of positions in top management, principally associated with defense and aerospace programs.

Following eleven years of marketing experience in rocket and missile development at Huntsville, Alabama, Mr. Kinsley came to Indianapolis as vice president and general manager of a large engineering firm. He later formed a new company for the design and sales of specialized production machinery for which Kinsley was granted a series of U. S. patents.

These interests were sold to a manufacturing firm, and Mr. Kinsley moved to a locally-based

conglomerate as director of marketing and assistant to the president. From that post he was elected president of a newly-formed technological firm prior to joining Geupel DeMars.

Mr. Kinsley has been active in various professional societies, including The American Ordnance Assn., The American Rocket Society, and The U. S. Naval Institute. A veteran of World War II as an officer in the U. S. Maritime Commission, he traveled widely through Europe, Africa and the Middle East. He is a frequent guest lecturer at Purdue University and is currently involved in a number of civic activities.

Important Information for Architects on GAS SERVICE

The Public Service Commission of Wisconsin has approved Wisconsin Gas Company's request to offer natural gas service to "small to medium" commercial and industrial firms.

This interim authorization allows (within certain limitations) service to new customers and additional amounts of natural gas to existing customers.

If your clients are planning a new building or plant, desire to convert their present facility, or are expanding . . . contact your Wisconsin Gas commercial or industrial representative for specific information to see if their needs qualify for natural gas service.



"VISIT OUR BOOTH #20 AT THE WISCONSIN A.I.A. 1979 CONVENTION"

CALL: 1-(414)-291-7000



SEMINAR III

"Advertising - How it fits into your marketing program"

- *When and where it is most efficient for professional design firms*
- *- Planning and budgeting for an advertising campaign*
- *- Producing and planning your ads*
- *- How to work with agencies and media representatives*

Vilma Barr has been a promotional and editorial consultant and writer for 15 years. She is a principal in Barr Communications Services, which provides a full range of marketing and sales support services, including promotion, public relations and advertising.

Clients include firms involved in architecture, planning, construction, engineering, development, landscape architecture, interiors, manufacturing, and graphics.

In addition to promotional and publicity activities, Barr Communications Services has prepared direct mail campaigns and advertising on a local and national basis for manufacturing and service organizations.

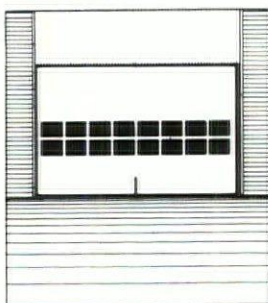
Ms. Barr received her B.S. in Marketing from Drexel University, and did graduate work at M.I.T. She has been a guest lecturer at the Sloan School of Management at M.I.T., and developed and participated in the professional workshop, "Design for Profit: A Seminar in Effective Store Planning and Design". Ms. Barr has also coordinated specialized seminar programs for clients and has lectured to designers on, "Promoting Professional Services".

Before founding her own publishing and public relations firm, Decorative Arts Promotions, Inc., Philadelphia, she was a staff correspondent for Fairchild Publications. She is a contributing editor to professional design journals and her work also appears in business and consumer newspapers and magazines.

Professional memberships include the American Institute of Planners (affiliate member), the Society for Marketing Professional Services, the Society of Architectural Historians, and the American Society of Interior Designers (press member).

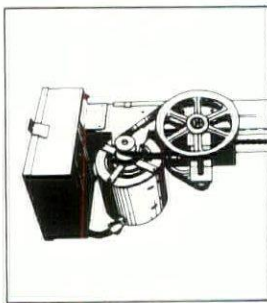
GEIS
BUILDING PRODUCTS

Now Offers These Four Products



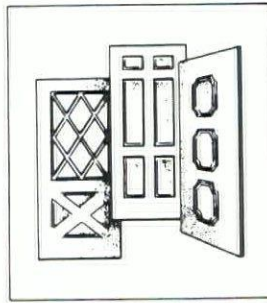
GEIS

OVERHEAD DOORS — Our expertise in the manufacture of Flush Section Overhead Doors is well-known. In addition to the Flush Door, we stock and distribute standard sizes of other types of doors, including WOOD PANEL, FIBERGLASS, STEEL and ALUMINUM doors. This ready availability of overhead doors for varied conditions — and the background and knowledge of more than 30 years in this industry — enables us to help you with every kind of door problem.



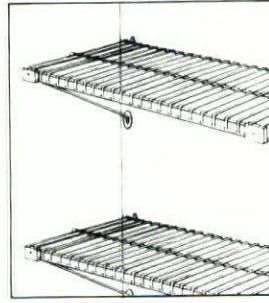
STANLEY Vemco

ELECTRIC OPERATORS — We are the authorized distributors for the STANLEY-DEMCO line of electric overhead door operators for commercial and industrial applications, as well as for apartments and residences. The STANLEY-DEMCO line is of championship quality! We're glad to furnish detailed specifications on request.



STANLEY STA-TRU

STEEL ENTRY DOORS — GEIS is proud to be a distributor for STANLEY STA-TRU Steel Insulated Entry Doors. We carry a large inventory of these doors in all of the most popular designs. The door with jambs, sill and weatherseal is completely assembled in our shop, and delivered to the job ready for carpenters to install in place. A "must" product for apartments, nursing homes, residences.



SPACE-BUILDER

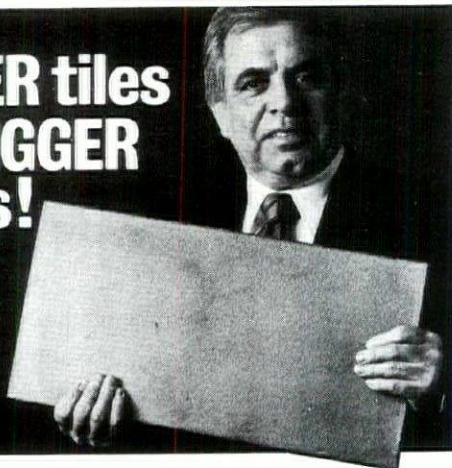
CLOSET SHELVEING — GEIS is stocking distributor for SPACE-BUILDER Closet Shelving by Closet Maid Corp. This attractive, economical, customized shelving system is replacing the old-fashioned wood shelving which is so vulnerable to warping, splitting, etc. SPACE-BUILDER vinyl coated steel rod shelving is excellent in areas where sterilization is necessary, as in hospitals and nursing homes.

20520 Enterprise Avenue, Brookfield, Wisconsin 53005 414/784-4250

GEIS
BUILDING PRODUCTS

SEE US AT BOOTH 28 — WSA CONVENTION

**BIGGER tiles
for BIGGER
areas!**



SEE US AT
WSA/AIA CONVENTION
BOOTH 38

Installation is easier and faster. Architectural scale is more pleasing with big, brawny, beautiful ceramic tile pavers from Metropolitan Ceramics. Go up to 8" x 16," even to 10" x 20," but keep the "natural" look your customers want — inside or outside.

See our display of Metropolitan's subtle colors, handsome textures, and larger sizes. Or call and we'll bring samples, color brochures, and full specification details to you.



Metropolitan Ceramics

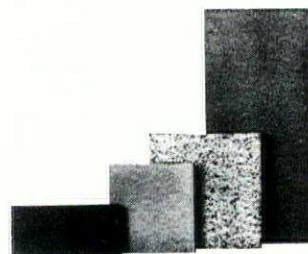
is represented in this area by

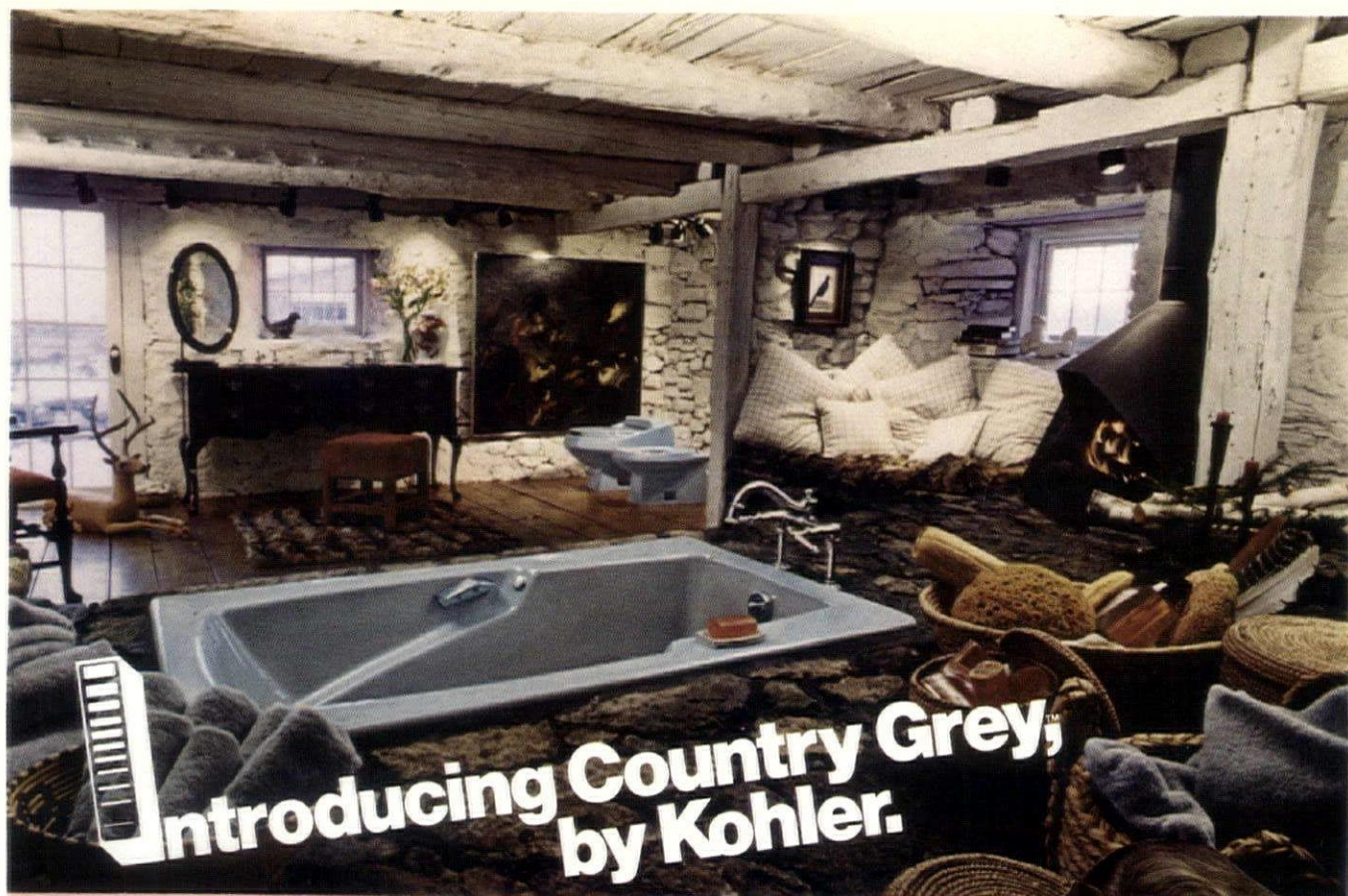
ChildCrest



DISTRIBUTING, INC.

6045 North 55th Street • Milwaukee, Wisconsin 53218 • 414-462-9770





Because deep inside, there's a little bit of country in us all.

Sometimes you need to get away. Away from a world that's too hard, too fast, too sophisticated.

You need a trip to the country. And now Kohler can take you there with Country Grey.

Country Grey recalls things that are warm. And open. And honest. Like kittens and shawls. Fireplaces and weathered fences. That's country, pure and simple.

That's Country Grey, simple and pure. A color so perfectly natural, it naturally works with other colors.

The people at Kohler are color specialists. And they now offer Country Grey in an exclusive selection of bathtubs, fiberglass modules, toilets, bidets, lavatories and kitchen sinks.

Country Grey, from Kohler. It takes you back to the country. And maybe that's where you really belong.

**The Bold Look
of Kohler**



"CONSULT WITH YOUR LOCAL KOHLER DISTRIBUTOR LISTED HERE!"

GREEN BAY

Murphy Supply Co., Inc.

1055 Lake St., P. O. Box 310
(54305)
Phone: 1-414-497-7004

Builders Plumbing Supply Co.

915 South Broadway
(54304)
Phone: 1-414-432-3354

A. I. McDermott Co., Inc.

901 Morley Road
(54303)
Phone: 1-414-499-4253

WISCONSIN RAPIDS

Mid-State Supply Inc.

2111 Jefferson St.
(54494)
Phone: 1-715-423-6730

MADISON (Home Office)

Automatic Temperature Supplies, Inc.

1023 E. Main St.
(53703)
Phone: 1-608-257-3755

A. I. McDermott Co., Inc.

1210 Femrite Drive
(53716)
Phone: 1-608-222-2524

MILWAUKEE

Milwaukee Plumbing & Heating Supply Co.

1313 W. St. Paul Ave.
(53233)
Phone: 1-414-273-3600

United Plumbing & Heating Supply Co.

9947 W. Carmen Ave.
(53225)
Phone: 1-414-464-5100

Crichton Corp.

4080 N. Port Washington Road
(53212)
Phone: 1-414-964-6222

SHEBOYGAN

J. J. Koepsell Co.

1010 S. 9th St.
(53081)
Phone: 1-414-457-3646

APPLETON

W. S. Patterson Co.

2100 W. College Ave.
(54911)
Phone: 1-414-739-3136

THE ROCK COUNTY BRANCH

Automatic Temperature Supplies, Inc.

Route No. 3, Hy. 51 - South
Janesville, Wis. 53545
Phone: 1-608-754-8106

BROOKFIELD

The H. W. Theis Co.

3595 North 127th St.
(53005)
Phone: 1-414-781-5260

NEW BERLIN

Builders Plumbing Supply Co., Inc.

15905 Ryerson Road
(53151)
Phone: 1-414-782-1752

OSHKOSH

A. I. McDermott Co., Inc.

2009 Jackson St.
(54901)
Phone: 1-414-231-7080

WAUSAU

A. I. McDermott Co., Inc.

908 Tulip Lane
(54401)
Phone: 1-715-359-6575

RICE LAKE

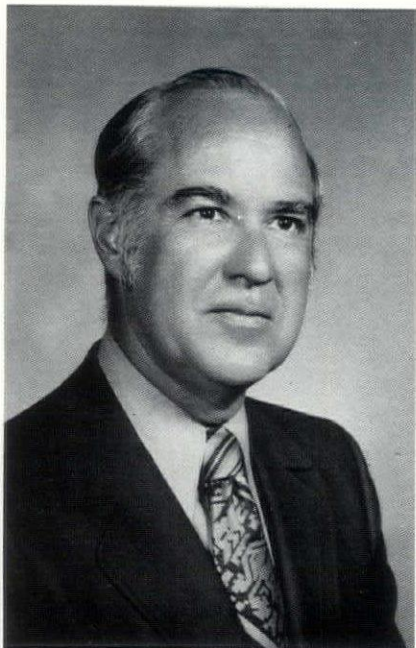
Mid-State Supply Inc.

3113 W. Knapp St.
(54868)
Phone: 1-715-234-9092

RHINELANDER

Mid-State Supply Inc.

1672 Menominee Drive
(54501)
Phone: 1-715-369-3010



SEMINAR IV

"Design build . . . commitment, risks, rewards"

Since that first job in 1953, Rauenhorst Corporation, under Gerry Rauenhorst's leadership, has built projects in 14 states from Rhode Island to Montana.

Headquartered in Minneapolis, Rauenhorst Corporation today is a multi-million dollar design, construction and development enterprise with regional offices in Chicago and Milwaukee. It is ranked by **Engineering News-Record** as one of the 50 top design/build companies in America. In addition to its building activity, the firm manages more than 2.5 million square feet of commercial and industrial space.

Gerald Rauenhorst graduated from the College of St. Thomas in St. Paul in 1948 with a B.A. degree in economics. He then attended Marquette University in Milwaukee, earning a B.S.C.E. degree (bachelor of science, civil engineering) in 1951. Today he is a trustee of St. Thomas and Marquette and has been honored as alumnus of the year by both

institutions.

Over the years Rauenhorst Corporation has designed and constructed office towers, factories, warehouses, shopping centers, food processing plants, hotels, restaurants, retail outlets and recreational facilities and engaged in large-scale land developments.

The company's first major development was Normandale Center Industrial Park in Bloomington, Minn. Today, one development among numerous tracts ringing the Twin Cities is Opus 2, a 450-acre center for business and industry in Minnetonka. Cited nationally for its environmental and engineering design, Opus 2, when completed in the mid-1980s, will represent an investment of some \$200 million. The company recently began a 300-acre development in the Chicago suburban area.

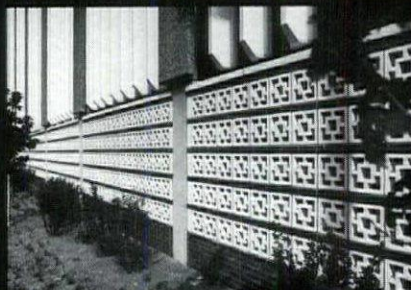
Registered as a professional engineer in ten states, Rauenhorst is a member of the American Society of Civil Engineers and Triangle Fraternity. He serves on the Boards of Directors of Northwestern Bell Telephone Co., Northwest Bancorporation and

Northwestern Bank - Southwest of Bloomington, Minnesota, The Peavey Company and RBA, Olivia, Minnesota.

In 1972, Rauenhorst spearheaded the founding of Progress Valley, a half-way house where men who had gone through chemical dependency treatment prepare for return to productive life. Progress Valley is the product of Rauenhorst's search for opportunities to make a social contribution within the company's 1/40 program in which Rauenhorst Corporation contributes one of every 40 dollars of net earnings and officers are encouraged to donate one hour of company time and an equal amount of personal time. Progress Valley, 80 percent of whose alumni are successfully maintaining a sober lifestyle, has spawned Progress Valley II, a comparable facility for women.

Rauenhorst's participation in civic activity includes membership on the Executive Board of the Viking Council of the Boy Scouts of America and the Upper Midwest Council and past chairmanship of the Minnesota Higher Education Facilities Authority.

NO
79



Green Bay Plaza Mall

WAUSAU TILE

BOX 1520 • WAUSAU, WI 54401 • PH: 715/359-3121

**things
that
last...**

TERRA-BLOK
paving block

SCREEN-LITE
curtain block

TERRA-STONE
patio block

PRE-TERRA
waste containers
& planters

TERRA-LOK
interlocking
paving stones

TURF-STONE
paving block



A few of our fine customers around the world: 3-M, BURGER KING, GENERAL MOTORS, HOLIDAY INN, McDONALDS, XEROX, and many municipalities.

R. J. LEDERER COMPANY

**38 YEARS OF QUALITY
CRAFTSMANSHIP**

- MILLWORK
- CUSTOM CARPENTRY
- STORE FIXTURES
- CABINETRY
- WOOD SPECIALTIES

**3033 NORTH 30th ST. 414 - 873-1540
MILWAUKEE, WISCONSIN
53210**

VOGEL BROS. BUILDING CO.

**GENERAL CONTRACTORS
SINCE 1928
COMMERCIAL • INDUSTRIAL
INSTITUTIONAL**

- CONSTRUCTION MANAGEMENT
- FAST TRACK BUILDING METHODS
- DESIGN/BUILD TEAM PARTICIPATION
- COMPUTER ANALYSIS SYSTEM
- INRYCO CONSTRUCTION SYSTEMS
- CUSTOM MILLWORK

**1321 E. MIFFLIN STREET
(608) 257-2576**

**MADISON, WISCONSIN
53703**



Authorized Builder of
Inryco
an Inland Steel company

AWARDS SPEAKER

"Architecture in context or a sense of belonging"

Hugh N. Jacobsen, FAIA, practices in Washington, D.C. Highly recognized for his design, Jacobsen has received local, regional and National Awards. He has served on the AIA's Honor Awards Jury. Jacobsen holds a B.A. Degree from the University of Maryland and a Bachelor of Architecture Degree from Yale. As president of a D.C. firm that bears his name he enjoys an international practice. A noted speaker — Jacobsen will highlight the Annual WSA Awards Luncheon during the Convention on May 23.



CONVENTION SPOUSES PROGRAM

Tuesday, May 22

The 1979 WSA Convention program has a double-barreled offering to initiate the first of three special spouses activities. Sharing the opening day program is Dr. Donald Levy and Ms. Kathy Gigl.

Dr. Levy will discuss "Cosmetic plastic surgery . . . a different you". Slides dramatically tell the story of the changes that occur in one's physical appearance with cosmetic surgery. Equally important are the accompanying effects to the psyche of the patient. A doctor of plastic surgery has been described "as a psychological surgeon whose incisions are more than skin deep". Dr. Levy will also clarify this definition and tell us about individual cases where cosmetic surgery has resulted in dramatic

cally increased positive self-image.

Ms. Kathy Gigl will follow with the second presentation in which she will address the topic "The All-Consuming Women — Feminine or Forceful". Kathy has currently been appointed to a new position as Associate of Consumer Concepts at Milwaukee's Alverno College and has been involved with assertiveness training programs as well as employees of public and private organizations.

Wednesday, May 23

Rain or shine, a chartered bus will leave Olympia Resort for a trip to the Milwaukee Art Center followed by a tour and luncheon at the Pabst Mansion. The Mansion presents a story of opulence and splendor — a story of a bygone era in Milwaukee. This outstanding residence allows our present generation to glimpse a grand lifestyle that is part of our heritage.

Thursday, May 24

I know you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant.

— Sign In Pentagon Newsroom

The importance and the techniques of "Creative Listening" will be explored in a fascinating program by Shirley Holzer Jeffrey. A freelance lecturer, educator and writer in the field of Human Growth, Ms. Jeffrey has this to say about Creative Listening: "The creative person draws from the depths of his/her personhood and translates that inner resource into something that communicates to another. Creative listening is like that! It involves first and foremost knowing oneself. Secondly, one can develop, through practice, some skills which can enable deeper explorations of interpersonal relationships."



FABRICATOR
NO 225

Our credentials for serving your needs in

FOOD SERVICE and **STAINLESS STEEL KITCHEN SYSTEM PLANNING**

Call on us for

- Design Assistance • Specification Writing • Bids & Estimates
- Custom Equipment Manufacturing • Expert Installation



*Creative Craftsmanship in
Stainless Steel Since 1901*

2202 W. Clybourn Street
Milwaukee, WI 53233
414/342-8820



KC-6

GENERAL

JOSEPH P.
JANSEN
COMPANY

CONTRACTORS



Milwaukee

6333 Douglas Ave.
414-462-6000

Wisconsin

DISCOUNT FOR EARLY REGISTRATION

In line with the Convention Committee's desire to keep cost down at convention events, you should take advantage of the **SPECIAL DISCOUNT FOR EARLY REGISTRATION**. Please note on the registration form the dollars saved by submitting your registration prior to May 7, 1979. Also, this year there is a discount for attendance at all three days of the convention. Ticketed events have been kept at a minimum and yet with the cooperation of The Olympia Resort, we will have a fine array of food and drinks at reasonable prices. One special note — all cocktails served in the exhibit areas will be reduced 25 cents from the amounts charged at The Olympia lounges, which are open to the public, but in other parts of The Resort complex.

CONSTRUCTION INDUSTRY RECEPTION

Over the years we have had many requests for persons in the Construction Industry to visit our educational and product exhibit. For the second year we are providing an opportunity for members and exhibitors to invite allied and affiliated persons in the Construction Industry to a Construction Industry Reception during our Convention. The reception is set for the first day of the Convention between 3:30 and 6:00 P.M. when all exhibits would be available and guests would be free upon presentation of an invitation ticket given to them by a member or exhibitor. It is open to all employees, members or non-members of architectural firms, government bodies, consulting engineers, clients and developers, contractors, etc. Excluded would be suppliers other than those who have exhibits at our Convention. If the guest includes seminars attendance or awards luncheon participation, appropriate fees must be

wisconsin architect/april, 1979

charged, but no charge will be made for the reception during the period of time of 3:30 to 6:00 on May 22.

Letters will soon be sent to the members and exhibitors enclosing the invitations which may be given or sent to those they would like to invite.

MESSAGE CENTER

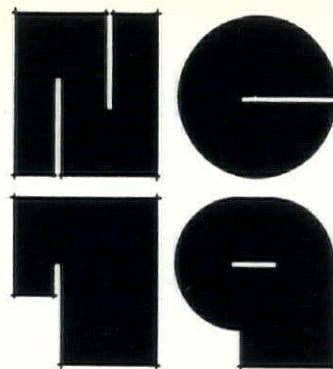
There will be a message center at the convention where members and staff may be contacted. Calls must be placed to The Olympia switchboard and will be relayed to the message center in the registration area. The Olympia phone number is (414) 342-0414.

CONVENTION AVAILABLE TO ALL OF YOUR STAFF

You may be one of several AIA Members in your firm. However, this year's registration allows for non-member guests of WSA members. The importance of the topics and the variety of new ideas will touch every member of your firm's staff, so make time available for them to attend the WSA Convention. If only one day can be spared, registration allows this and the attendee will be able to take part in any one of the three day activities so that exhibits are available to him or her as well as one or two of the top-notch seminars and/or social events.

MEMBER SPOUSES FREE REGISTRATION

In an attempt to keep the convention cost low, the spouses of WSA members will have free registration for the convention. They would only be responsible for the cost of ticketed functions and have the option of attending women's activities or buying walking lunch tickets if they will be touring the exhibit areas on



Tuesday or Thursday. Spouses may attend all seminars and exhibits of the Convention free, but must obtain registration badges at the registration desk.

CEU CREDIT AT THE CONVENTION

For the second year the WSA will be awarding CEU Credit for attendance at the four seminars during the three days of Convention activities. This is an optional item and there is a first time charge of \$10 for record keeping, certificates and processing. If you desire to take advantage of this opportunity, please note the item on the registration form related to CEU Credit. One CEU Credit is equivalent to 10 hours of seminar/classroom attendance. You will be awarded the appropriate percentages of CEU dependant on the time and quality of the seminar being offered. Other programs will be offered by AIA and the University of Wisconsin Extension which will certify to your continued education in your profession. AIA National has become an authorized crediting body for CEU and must review all programs being offered by National and its Components before the "stamp of approval" is made on the program being offered.

All Weather Protection — Always!



HOW TO SAVE ON FUEL COSTS

- Simply invest in Weather Shield windows, Lee Haven doors, and Patio doors with our optional 1 inch triple insulating glass units. Save on both HEATING AND COOLING COSTS throughout the year.

Call or see your Weather Shield representative today for further information or call 715-748-2100.

***VISIT US AT OUR BOOTH AT THE 1979 WISCONSIN A.I.A. CONVENTION**

"Congratulations To Brust & Zimmerman, Architects For Their Honor Award For The Community Memorial Hospital In Menomonee Falls."

"Congratulations To Maynard Meyer & Associates, Architects For Their Honor Award For The Jeremiah Curtin Hall - University of Wisconsin (Milwaukee)."

"We Are Proud To Have Been Selected To Do The Electrical Work On Both Of The Above Honor Award Projects."

STAFF ELECTRIC CO.

** Electrical Contractors*

** Engineers*

** Designers*

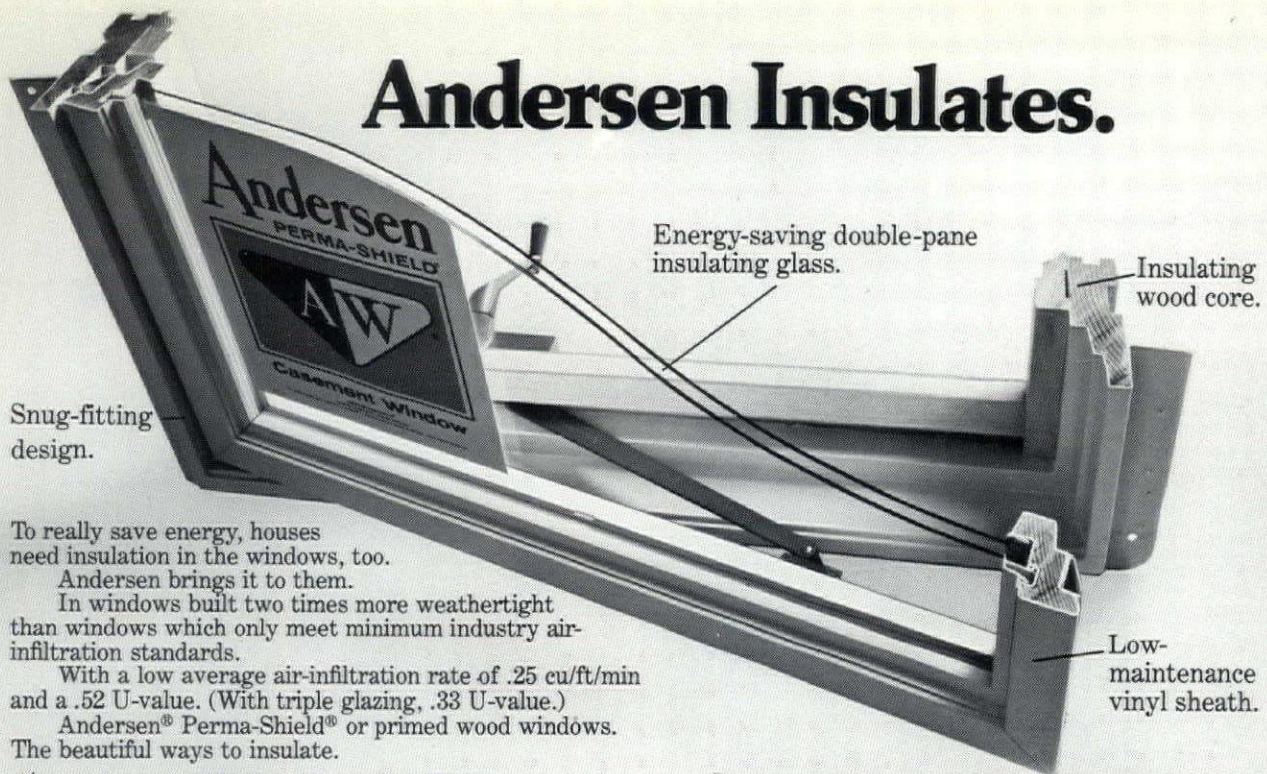
1659 NORTH JACKSON STREET — MILWAUKEE, WISCONSIN 53202

ARCHITECTS — FOR YOUR NEXT ELECTRICAL PROJECT

CALL: 1 - (414) - 276-3800

IN MADISON CALL: 1 - (608) - 222-7353

Andersen Insulates.



To really save energy, houses need insulation in the windows, too.

Andersen brings it to them.

In windows built two times more weathertight than windows which only meet minimum industry air-infiltration standards.

With a low average air-infiltration rate of .25 cu/ft/min and a .52 U-value. (With triple glazing, .33 U-value.)

Andersen® Perma-Shield® or primed wood windows.

The beautiful ways to insulate.

Andersen Windowalls®
ANDERSEN CORPORATION BAYPORT, MINNESOTA 55003



THE RADFORD COMPANY

OSHKOSH, WIS. 54901
414.231.4880

LA CROSSE, WIS. 54601
608.784.2780

WINDSOR, WIS. 53598
608.846.4765

Quality Millwork for Over 100 Years

7917A Copyright © Andersen Corp., Bayport, MN 1979

WE MAKE ELECTRICITY. WE ALSO CAN HELP YOU MAKE BETTER USE OF IT.

Our business *is* electricity. Making it and helping others make better use of it. We have a number of Energy Consultants who have the data and expertise to help you achieve energy efficiency in any project, from residential to industrial design.

Call us. One of our representatives will be glad to meet with you to discuss your specific project requirements.



Wisconsin Electric POWER COMPANY

APRIL
MAY
JUNE

WISCONSIN ARCHITECT REMINDERS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
APRIL 22	23	24	25	26	27 "Performance Appraisal In Design Forms" Archimedia Seminar Chicago	28 "Environment Of Worship" Workshop St. Norbert College DePere
29	30 MAY Fellowship Committee Meeting	1 Window Design For Solar Energy UWEX-Madison	2	3	4	5
6	7 Deadline For Early Registration State A.I.A. Convention "Docks & Marinas" UWEX-Madison	8	9	10 Northwest Chapter Meeting	11	12
13	14	15 Wisconsin Council Of Architects	16	17	18	19

[illegible]



Town and Country Graphics, Inc.

Manufacturers and Distributors of Drafting Equipment, Supplies and Services

SPECIFICATION SHEET PRINTING

Low Cost Quality Copies — Pick Up and Delivery Service
THE ONLY COMPLETE XEROX COPY CENTER IN WISCONSIN

A LUMILAR COMPANY

Milwaukee

16230 W. Lincoln Ave.
New Berlin, WI 53151
Phone: 784-2040

Fox Valley

128 Pearl Street
Green Bay, WI 54303
Phone 432-2995

Eau Claire

1720 Westgate Road
Eau Claire, WI 54701
Phone (715) 832-6772



CHILSTROM ERECTING CO.

Reinforcing Steel Erectors
Engineering Projects Our Specialty

D. M. (DAVE) OWSLEY

P. O. BOX 2055
MILWAUKEE, WIS. 53201
PHONE 414/672-1132



BUBLITZ INC.

2448 CENTURY ROAD - P.O. BOX 3382 - GREEN BAY, WI 54303
414-494-0274

ALUMINUM WINDOWS BY:

WAUSAU METALS

AND

MILCO SPECIALTIES

METAL PANELS BY:

BINKLEY

TRANSLUCENT WALLS & ROOFS BY:

KALWALL

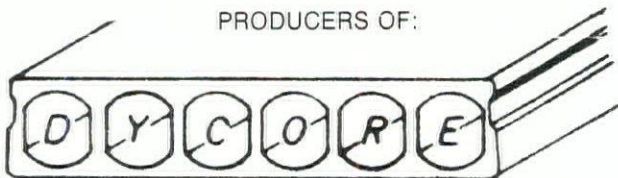
ARCHITECTURAL WALL PANELS BY:

JOHNS MANVILLE

PATIO DOORS & ALUMINUM WINDOWS BY:

CAPITOL

PRODUCERS OF:



PRESTRESSED CONCRETE HOLLOW-CORE PLANK

SEE YOU IN OCONOMOWOC
BOOTH #31

Edward Girard
Joseph Kraft
Patrick Maloney
Robert Bergmann

MAY 22, 23 & 24, 1979

REGISTRATION FORM

REGISTRATION	PER DAY	THREE DAYS	AMOUNT
AIA Member & Prof. Affil.	\$10.00	\$25.00	\$ _____
(Prior to May 7)	9.00	22.00	_____
Associate	8.00		_____
(Prior to May 7)	7.00		_____
Student Affiliate	4.00		_____
CEU Credit Fee (optional, if desired, add \$10.00)			_____
Non-Member Student	5.00		_____
Non-Member Guest	15.00		_____

*(Registration Fee or Special Invite ticket required for Construction Industry Reception, see #E below)

RESERVATIONS ARE REQUIRED FOR THE FOLLOWING EVENTS

- A. WSA DINNER/DANCE
Tuesday, May 22, 7:15 P.M. \$15.00 per person _____
- B. AWARDS LUNCHEON
Wednesday, May 23, Noon 6.00 per person _____
- C. NIGHT ON THE TOWN
Wednesday, May 23, 7:00 P.M. 5.00 per person _____
(Bus Fee Only)
- D. ADDITIONAL WALKING LUNCHESES
Tuesday, Thursday - May 22, 24 - Noon 4.00 per ticket _____
- E. CONSTRUCTION INDUSTRY RECEPTION
Tuesday, May 22, 3:30 - 6:00 P.M.
Tickets to be sent to members and exhibitors for distribution to their guests for this event. NC

SPOUSES PROGRAMS

- F. "... A DIFFERENT YOU" — DR. LEVY
"... FEMININE OR FORCEFUL" — MS. GIGL
Tuesday, May 22, 2:00 P.M. 4.00 per person _____
- G. TOUR/LUNCHEON
Pabst Mansion/Art Museum
Wednesday, May 23, 9:00 A.M. - 4:00 P.M. 16.00 per person _____
- H. CREATIVE LISTENING — SHIRLEY HOLZER JEFFREY
Thursday, May 24, 9:00 A.M. - 11:00 A.M. 3.00 per person _____

TOTAL \$ _____

MAKE CHECKS FOR THE TOTAL AMOUNT PAYABLE TO:

Wisconsin Society of Architects
819 N. Marshall Street - 2nd Floor
Milwaukee, WI 53202
(414) 276-2250

NOTE TO ALL FIRMS
Separate registration forms
are required for each attendee

DAYS ATTENDING

- ☐ Tuesday, May 22
☐ Wednesday, May 23
☐ Thursday, May 24

REGISTRATION FEE INCLUDES

Walking Lunches
Tuesday & Thursday
May 22, 24 — Noon

Free Registration for
Spouse of Member
(Does not include
Walking Lunch Tickets)

NAME (Last) (First) (Middle)

NAME OF SPOUSE

FIRM NAME

ADDRESS

CITY

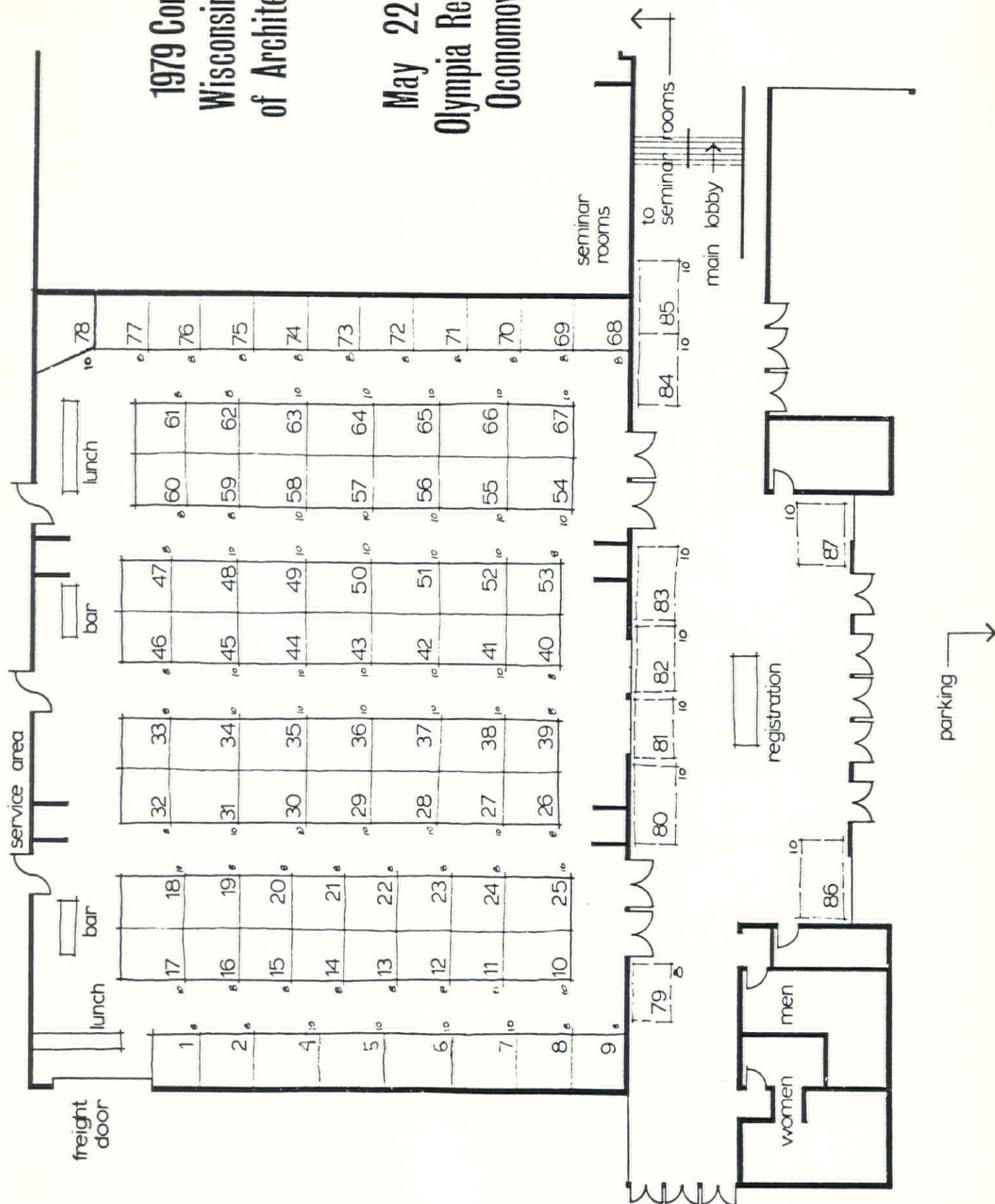
STATE

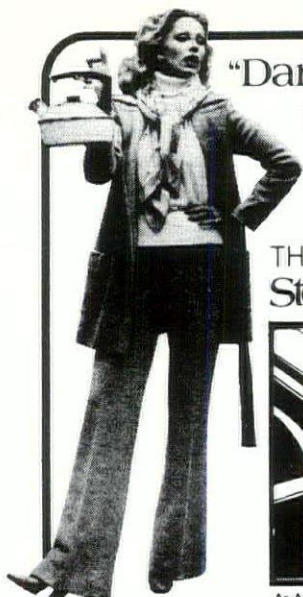
ZIP

Booth #	Exhibitor	Booth #	Exhibitor
1	Bradley Washfountain	45	Bedcor, Inc.
2	Soil Testing Services of Wisconsin	46	Bend Industries, Inc.
4	Capaul Ceilings/Reinke Interior Supply Co.	47	Bend Industries, Inc.
5	Valley School Suppliers, Inc.	48	Klein-Dickert Company, Inc.
6	Super Sky Products, Inc.	49	Milwaukee Equipment Company
7	Viracon, Inc.	50	Allied Plastics
8	Automatic Entrances of Wisconsin	51	Kohler Company, Milwaukee Branch
9	Snow-Larson, Inc.	52	Donovan Equipment, Inc.
10	Wisconsin Face Brick/Gagnon Clay Products	53	Masonry Institute of Wisconsin, Inc.
11	Masco Corporation	54	Spancrete Industries, Inc.
12	Northwestern Elevator Company	55	Minnesota Diversified Products, Inc.
14	Milwaukee Rubber Company	56	Champion Companies
15	Raylor Mfg., Company	57	J. F. Cook Company
16	Cold-Spring Granite Company	58	Barcol Overdoor Company, Inc.
17	Kawneer Company	59	Precast Concrete Specialties
18	Jim Michel Building Specialties, Inc.	60	The Radford Company/Western Moulding Co.
19	Weather Shield Mfg., Inc.	61	Lakewood Distributing
20	Wisconsin Gas Company	62	Monarch Tile Manufacturing, Inc.
21	Cheney Company	63	Research Products Corporation
22	Cardinal Insulated Glass Company	64	Owens/Corning Fiberglas
23	Cardinal Insulated Glass Company	65	Dau Wallcovering
24	Elzinga & Volkers, Inc.	66	Ver Halen, Inc.
25	Waukesha Block Company, Inc.	67	Ver Halen, Inc.
26	Cornell Corporation	68	Best Block Company
27	Cronco-Lite Division of Cronstroms Mfg., Inc.	69	Best Block Company
28	Geis Overhead Doors	70	Carroll Seating Company
29	Butler Tile	71	Can-Tex, Industries
30	Libbey-Owens-Ford Company	72	Velux-America, Inc.
31	Bublitz, Inc.	73	Smith-Gates Corporation
32	Sheboygan Glass Company	74	Masonite Corporation
33	AE Graphics	75	Wisconsin Truss Manufacturers
34	AWI Wisconsin Chapter	76	Richco Structures
35	Gabarete	77	Reading Door Closer Corp./RAR Enterprises
36	Grauno Company	78	Monsanto
37	B. L. Lane & Associates	79	Associates Allied Industries, Inc.
38	Childcrest Distributing, Inc.	80	Duwe Precast
39	Midwest Surface Bonding, Inc.	81	Wisconsin Automatic Door, Inc.
40	Masonry Institute of Wisconsin, Inc.	82	Span-It Panels, Inc.
41	Medusa Cement Company	83	Arthur Shannon Company
42	Shannon Sales Company	84	John Buhler Company
43	G. E. Silicones	85	Electrical Contractors Association
44	Formica	86	Midwest Sales, Inc.
		87	Standard Drywall

1979 Convention Wisconsin Society of Architects, A.I.A.

May 22, 23, & 24
Olympia Resort Hotel
Oconomowoc, Wis.





"Darling...you're much too busy to wait for a whistle."

THE NEW I-S-E Steaming H₂O Tap.



As Advertised In VOGUE, SUNSET, SOUTHERN LIVING, HOUSE AND GARDEN MAGAZINES

PUTS MORE APPEAL IN YOUR KITCHENS.

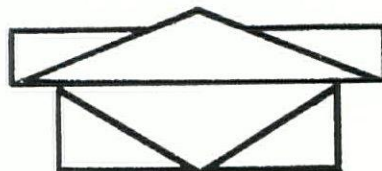
The ISE H₂O Tap will make the kitchens of your custom homes, condominiums and quality apartments so much more appealing. What a fine demonstration item. Just turn the tap in front of your potential buyers or tenants and out pours 190° H₂O steaming water, ready to make instant coffee, tea, cereals and other fast foods. If you want to impress them, the ISE H₂O Tap will do it...and at a cost you can afford. Write for our new free brochure.



In-Sink-Erator Division
Emerson Electric Co.
4700—21st Street
Racine, Wis. 53406



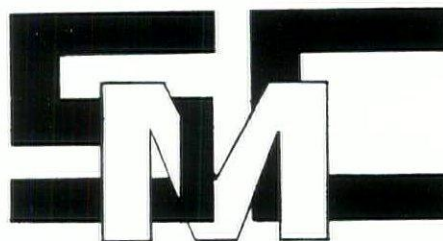
Triangle Components



Manufacturers of
ROOF • FLOOR
TRUSSES

4506 LAKE CIRCLE (608) 846-3904
WINDSOR, WIS. 53598

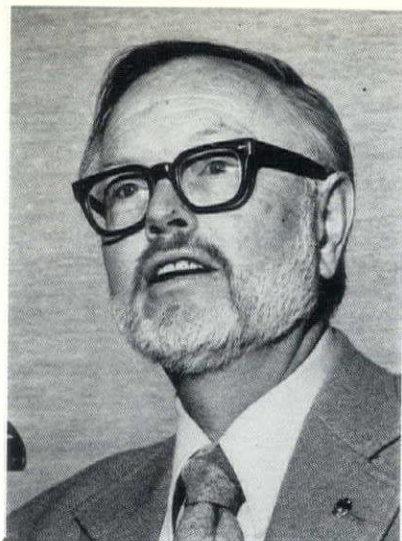
Solar Energy Space Heating Systems
Solar Energy Water Heating Systems
Heat Reclamation
Industrial Ventilation
Energy Conservation
Heat Transfer
Air Balancing
Heating, Cooling & Humidification
Architectural Sheet Metal
Pollution Control
Fire Dampers
High Pressure Systems
Low Pressure Systems



WORKING EFFECTIVELY TO MEET THE ENERGY CHALLENGE
"EVERYTHING WE DO TOUCHES YOUR LIFE"

SHEET METAL CONTRACTORS OF MILWAUKEE
7635 W. BLUEMOUND RD. MILWAUKEE, WIS. 53213
AREA CODE 414 258-8176

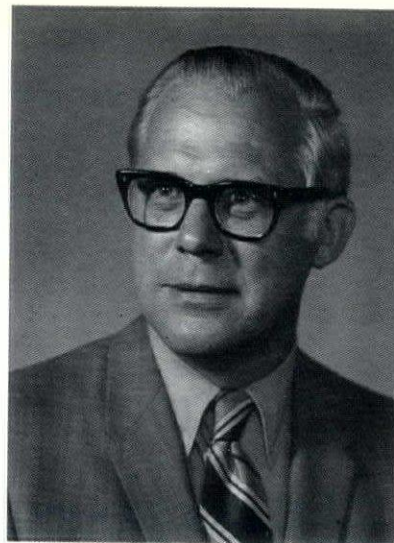
Our Technical Manuals and Specification Manuals can help you.



ORR AND REINKE ELECTED TO AIA COLLEGE OF FELLOWS

Gordon D. Orr, Jr., of Madison and Leonard H. Reinke of Oshkosh have been elected to the College of Fellows of the American Institute of Architects.

Fellowship is a lifetime Honor bestowed for outstanding contribution to the profession. (All fellows of AIA may use the initials FAIA after their names.) Investiture of the 95 newly elected fellows will take place on June 4 at the Annual Convention of the American Institute of Architects in Kansas City, Missouri.



Gordon D. Orr, Jr., Campus Architect for the University of Wisconsin - Madison has combined his architectural career with a heavy involvement in Historic Preservation both locally and nationally. Past Chairman of the National AIA Committee on Historic Resources, Orr is now in his 7th year on the Committee. He was appointed to the Wisconsin Historic Review Board by Governor Lucey in 1972, and has served as Chairman of their sub-committee on Architecture since 1973. He is a member of the Madison Landmarks Commission and presently is Vice-Chairman. Orr has published articles on architectural biographies and historical architecture, including cooperating in the republication of Richard Perrin's "Historic Wisconsin Architecture" published by the Wisconsin Society of Architects. Orr presently serves as Chairman of the Historic Resources Committee of The Wisconsin Society of Architects. He is a Past President of the Southwest Wisconsin Chapter/AIA. He is also editor of the Journal of Historic Madison, Inc.

He is also a member of the Society of Architectural Historians and the Association for Preservation Technology, and serves on the National Panel of Arbitrators of the American Arbitration Association.

Gordon D. Orr, Jr., is a graduate in Architecture from the Rensselaer Polytechnic Institute, Troy, New York and also has a Master of Arts Degree in Art History from the University of Wisconsin. He practiced Architecture in Wallingford, Connecticut and Winter Park, Florida before moving to Wisconsin.

Leonard Reinke, President of the Architectural Firm of Reinke, Hansche, Last, Inc. has combined his architectural career with community involvement. In 1969, as a member of the River Front Beautification Committee, he was instrumental in the development of the committee's report "A City — A River" which created a community awareness of the future possibilities of the Fox River as an asset to the environment of the city. He continued as a member of the Park Board, starting the ongoing program for the Development of the Oshkosh Downtown Business Area as a member of the Chamber of Commerce Community Development Committee and originated the concept of Walkway West, a community redevelopment that has since become a reality.

His leadership activities in the professional organization have been extensive. He has served as president of the Wisconsin Northeast Chapter, A.I.A., and served on the Board of Directors of the State Organization in 1959-62 and in 1971-72. In 1964 he was elected President of the Wisconsin Society of Architects, A.I.A. For the past seven years he has been an active co-chairman of the W.S.A. Continuing Education Committee. He also was chairman of the 1977 W.S.A. State Convention. He is currently a Director of the Wisconsin Architects Foundation and was recently re-elected to the W.S.A. Board of Directors for 1979-80.

Reinke has participated as a member of the National A.I.A. Aesthetic Committee and has served as a Regional Representative on the National A.I.A. Continuing Education Advisory

Council for five years. He is known state wide and nationally for his promotion of continuing education for the profession.

A native of Oshkosh, Reinke graduated from Illinois Institute of Technology, receiving the A.I.A. Student Award. After serving as an Operational Analyst with the 9th Air Force during World War II, he returned to Oshkosh to continue his career in Architecture. In 1952 he joined with T. H. Irion to form the partnership of T. H. Irion, L. H. Reinke. In 1969 the firm reorganized as Irion, Reinke and Associates, Inc. and in 1978 the firm became Reinke, Hansche, Last, Inc.

As a principal architect, Reinke has been involved in design projects receiving local, state and national recognition. The firm has received numerous (seven) Honor Awards from the Wisconsin Society of Architects and National Awards for a local residence and a local church.

YOUR BEST SOURCE FOR CERAMIC TILE & PAVERS IN WISCONSIN

See for yourself at the 1979 Wisconsin
Architects' Convention at the Olympia
Resort Hotel in Oconomowoc.

We'll be looking for you
in Booth #29 where
we're showing
Structural Stoneware
products.



Butler Tile Sales, Inc.

Showrooms and warehouses at:
746 N. 109th Street, Milwaukee 53226, phone 476-0970
907 Jonathan Drive, Madison 53713, phone 271-6166

Brick Sales Center

OVER 30 YEARS OF SERVICE
TO SOUTHEASTERN WISCONSIN

COMPLETE SELECTION OF
FACE BRICK - PATIO BRICK
FLOOR BRICK - PAVING BRICK
VISIT OUR DISPLAY SHOWROOM

HOURS: Mon. thru Fri. 8:30 A.M.-5 P.M.
Sat. 8:30 A.M.-12 Noon

— ARCHITECTS, TO SPECIFY: —

CALL: 1 - (414) **353-6060**

**WISCONSIN FACE BRICK
& SUPPLY CORP.**
7830 W. GOOD HOPE ROAD
Milwaukee, WI 53218

"Wisconsin Architect Convention Exhibitor"

"INSTANT SHADE"

Tree Transplanting
Service

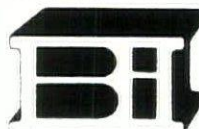


938 E. RIVERSIDE BLVD.
LOVES PARK, ILL. 61111
(815) 633-9846

first choice

CONCRETE MASONRY
CONSTRUCTION MATERIALS and SERVICES

WSA/AIA Convention Booth 46/47



**BEND
INDUSTRIES
INC.**

Appleton Fond du Lac Waupun
Menomonee Falls West Bend

wisconsin architect/april, 1979

SOCIETY NEWS

EXECUTIVE COMMITTEE ACTIONS

The Executive Committee recognized that Architecture Week is a more appropriate time to recognize those who have won awards in the annual WSA Design Awards Competition. Starting in 1980 the Awards Program will be scheduled in the fall of the year with release of the winners timed in for Architecture Week. It is felt that the impact will be greater and also it will allow the summer for appropriate preparation of photographs and submissions.

Also approved, was an expanded display of Wisconsin Architecture at the Convention and at other sites throughout the year. Starting with 1979 all firms who submit entries will be allowed to prepare the 40x40 boards for display. Award winning boards will be identified but all submittals will be eligible for display in WSA exhibits for one year.

John Jacoby, FAIA, has agreed to review the WSA Bylaws for necessary changes to be presented to the membership at the Annual Meeting during the Convention.

An intern development program will be presented at the Annual Meeting. It has been developed by Ron Bowen, AIA, Chairman and his IDP Committee. It will involve Wisconsin firms, the WSA and the Wisconsin Architects Foundation.

In legislative matters: The Legislative Committee is working with the Department of Industry, Labor and Human Relations to develop administrative rule changes which will disallow public access to plans on file by DILHR. A recent Attorney General's opinion stated that all plans would be made available to the public and could be copied.

The Executive Secretary position of the Examining Board of Architects, Engineers, Designers and Land Surveyors is to be from the proposed state budget. It is the position of WSA that this office should be retained to serve the public as well as the sizable number of professionals regulated by this board.

ARCHI-TALKS — Commentary From Our Members

Questions that came to mind recently during an Editorial Board meeting are listed below. Drop us a note as to your reactions.

On fees . . .

How do clients relate to your fees?

How do you inform them about fees?

Are today's architectural fees adequate to cover today's expenses and still leave room for profit?

A. J. HEINEN INC.

General Contractor

Phone 547-1622

19805 W. LINCOLN AVE.
NEW BERLIN, WISC. 53151

"ATTENTION ARCHITECTS!"

"Let us be part of your automatic-door requirements - complete electric, hydraulic or pneumatic sliders or swingers."

AUTOMATIC ENTRANCES OF WISCONSIN, INC.

P.O. Box 627 Brookfield, WI 53005
CALL: (414) 421-4600

*Wisconsin A.I.A. 1979 Exhibitor

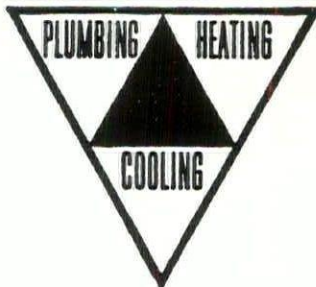


HI-LIFT INC.

2550 South 85th Street
West Allis, Wisconsin 53227
(414) 321-2050

Difficult Lifts Made Easy

A SALUTE TO A.I.A.
During Your Week
"A BUILDING PARTNERSHIP"



Mechanical Contractors Association of Central Wisconsin

1000 WEST COLLEGE AVENUE
P.O. BOX 1236
APPLETON, WISCONSIN 54912

CALL: 1 - (414) - 734-3148

Azco, Inc. Bassett Inc. Hietpas, Inc.
Olson Plumbing & Heating Inc. August Winter & Sons, Inc.

The return of plans or payment thereof is guaranteed for our members.

On education . . .

Are architectural students being properly prepared?

On engineers . . .

Should engineers continue to practice architecture?

On Wisconsin Architect/WSA . . .

How can the Wisconsin Architect/WSA be of more value to you and your firm?

As an architect in Government or Industry what areas of need can be met through WSA and/or Wisconsin Architect?

Archi-talks is a dialog column. Above are some questions — what are your reactions to these and other questions you might have?

Here is your opportunity to speak out. The Editorial Advisory Board reserves the right to edit but it will not change the intent of any submission. Copy must be submitted with the author's name but names will not be published if that is the desire of the author. Again, the Editorial Board wishes to make this a real "give and take" page. Please feel free to submit your thinking, your ideas and comments. Copy and/or manuscript must be submitted by the 15th of the month previous to publication. If you have a question, please feel free to contact Editorial Advisory Board members Peter Schuyler, AIA, Chairman; Uel Ramey, AIA; Betty Mead, Associate Member; Doug Ryhn, Associate Member or Alan J. Carlson, Executive Director.

**FROM
LONDON!**

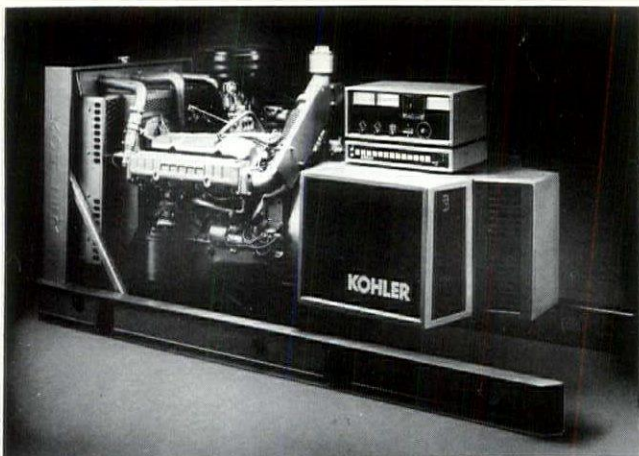
Doug Ryhn of the Wisconsin Architect Editorial Board and UWM faculty is in London this semester with his class from the School of Architecture and Urban Planning. We recently received a note from Doug. Here it is:

"Greetings from London! By now we feel very much a part of this most beautiful city and are absorbing everything that the body can take. Our students are well into their semester and busily, and I might add happily, digging into their various projects. The primary thrust of our studies is the adaptive reuse of a variety of marvelous Victorian buildings. They range from a cemetery chapel, railroad station, church, piano factory to some very old and beautiful warehouses. The students do all the historic research as well as developing a set of measured drawings. These are great to see, especially when they include some of the ornate stone and stucco decoration so typical of this period. They will finish their projects by designing for a new use and presenting their material to a group of interested architects and residents. It's a very good experience for them all.

There is plenty of time for sight-seeing and all other forms of recreation. We have visited the Crystal Palace site several times and we have scheduled trips to Brighton on the Sea and Salisbury with a side trip to Stonehenge for the next couple of weeks. There has been a constant round of trips to the theatre and concerts and even an occasional soccer game in Hyde Park. Hope things are going well with the magazine."

My best to everyone at WSA.

Don Ryhn



KOHLER BRINGS YOU FAST-RESPONSE

There's a whole new standard in standby power performance. Based on a new power excitation principle, all Kohler generator sets in the 30 - 260 KW Fast-Response line have exceptional voltage correction capability and unique short circuit performance in both standby and prime power applications. Advanced electronics technology applied to major generator and controller components increases reliability, serviceability. Call your nearest distributor for literature detailing Fast-Response features.

ARTHUR G. DIETRICH CO., INC.

8035 N. Port Washington Rd. — Milwaukee, WI 53217

Call: 1 - (414) - 352-7452

(BRANCH)

641 Hickory Farm Lane — Appleton, WI 54911

Call: 1 - (414) - 731-6666

LANGER

ROOFING & SHEET METAL INC.

(414) 871-8800

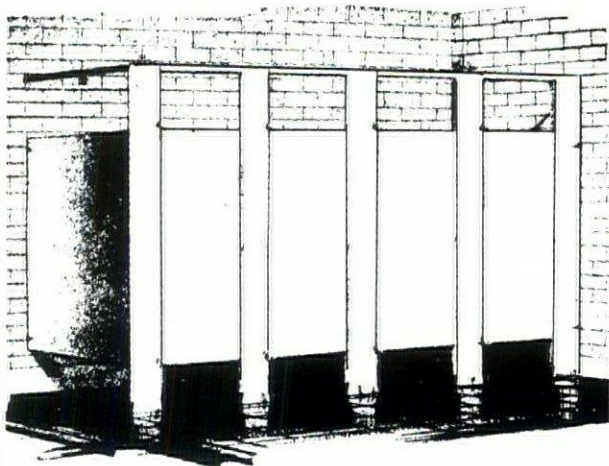
4320 N. 35th St.

Milwaukee, WI 53216

*We Are Proud To Have Furnished The
ROOFING & ARCHITECTURAL
SHEET METAL WORK*

For The Following Award-Winning Projects
SENTRY INSURANCE BUILDING
BLUE CROSS BUILDING
COMMUNITY SWIMMING POOL - SHOREWOOD
BACHELOR'S RESIDENCE IN GREENDALE

"ATTENTION ARCHITECTS!"
— Specify Concol Metal Toilet
Partitions On Your Next Project —



FAST DELIVERY FROM STOCK

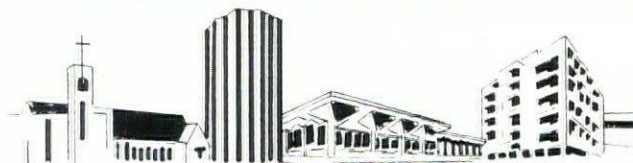
CONTINENTAL COLUMBUS CORP.

CUSTOM METAL FABRICATORS

100 Continental Dr.

Columbus, Wis. 53925

Phone: 1 - (414) - 623-2540



*Look to C. G. SCHMIDT, Inc.
Construction Managers and
General Contractors
to put you on the Horizon*

Serving industry since 1920 — C. G. Schmidt, Inc. has earned a reputation as a leading construction firm based on experience, skill and quality performance.

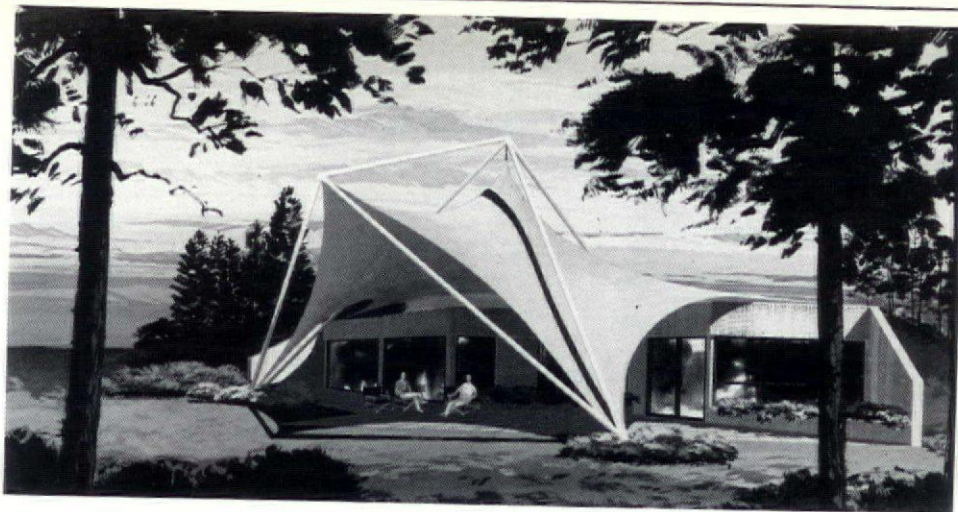
**May we work with you
on your next project?**



C. G. Schmidt, Inc.
4199 N. Richards Street
Milwaukee, Wisconsin 53212
(414) 332-1177



**UNDERGROUND
SPACE CENTER
AWARD
WINNER**



Fischer/Schutte, Inc., Appleton, Wisconsin Architectural and Engineering Firm, recently received the first place honor award for their single family earth sheltered housing design. The national design competition was co-sponsored by the Underground Space Center and the Minnesota Society/American Institute of Architects.

**NEW BOOKS
ADDED TO
WSA
LIBRARY**

The following are available for two week loans at the WSA office:

"A Playground For All Children", three volumes published by HUD.
Book 1 User Group and Site Selection
Book 2 Design Competition Program
Book 3 Resource Book

"Current Construction Costs 1979"
Published by Lee Saylor, Inc.

"Recycling Historic Railroad Stations:
A Citizens Manual"

"Recycling Historic Railroad Stations:
A Technical Supplement to the Citizens Manual"
Published by the U.S. Dept. of Transportation

These and other books are available on free loan to WSA Members for a two week period through the WSA lending library.

**MEMBERSHIP
ACTIONS**

The following membership actions were approved by the Chapter Officers of the WSA/AIA and The Institute.

STUART FULLARTON, Associate Member, was approved for membership in the Northwest Wisconsin Chapter;

KURT L. MC CULLOCH, Associate Member, was approved for membership in the Northeast Wisconsin Chapter;

ROBERT J. SAJBEL, AIA, was readmitted to membership in the Northeast Wisconsin Chapter.

The following membership transfer has been approved by the Chapter Officers of the WSA/AIA and The Institute:

MICHAEL C. HENRY, Associate Member, has been transferred from the Santa Clara Valley Chapter/AIA, California to the Southeast Wisconsin Chapter.

Granite.

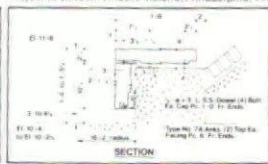
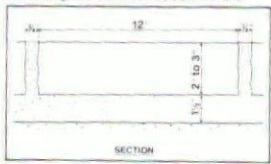
Not-so-pedestrian plazas
for pedestrians.



Architect: Joe Kerr & Associates, Chicago, IL
Sturt Young, Associate Architect, Oak Park, IL



Architect: Murphy Levy Wurman, Philadelphia, PA
Project Architect: Vincent Maiello, Philadelphia, PA



Granite is the elite paving material for plazas, walkways and mall areas where a combination of beauty, durability and ease of maintenance is required.

Granite is a natural building material and it naturally complements the landscaping portions of your architectural design. A wide selection of features including fountains and seating areas are available to enhance the overall appearance of your project.

For more information, plus a packet of full color literature illustrating our products in use, call (612) 685-3621 or write to the address below.



Cold Spring Granite Company, Dept. F 202 South 3rd Avenue, Cold Spring, MN 56320



SYRING CONSTRUCTION CO., INC.

Institutional
Industrial
Commercial

11607 W. Blue Mound Road
414 - 475-0888
Wauwatosa, Wisconsin 53226

General Construction
Construction Management
Concrete Construction
Cost Consulting
Construction Estimates

Serving Wisconsin Since 1897



BUY FROM
A GROWER
BUY FROM
McKAY

NURSERY COMPANY
MAIN OFFICE AND NURSERY AT
WATERLOO, WISCONSIN

Wisconsin's Greatest Nursery

NURSERIES OF OVER
1000 ACRES
AT
WATERLOO, WISCONSIN

1919 Monroe Street
Madison, WI 53711
255-9476

675 N. Brookfield Road
Brookfield, WI 53705
782-3440

155 E. Silver Spring Drive
Whitefish Bay, WI 53217
332-8600



(715) 467-2735

RESIDENTIAL DOME SYSTEMS
EXCLUSIVELY FOR THE
PROFESSIONAL BUILDER

Our firm markets proven residential dome systems only to the professional market. Components are manufactured by Domes Geodyssey Corporation in Appleton, Wisc.

We offer: architectural consultation for single family or multi-residential projects, advanced millwork capability from floor systems to cabinet work, on site assistance, and marketing guidance.

The steel reinforced framing system is simple, reliable, and the most advanced state of the art available.

Wholesale inquiries are invited.

Route 4 Box 79B Waupaca, Wisconsin 54981

SEATTLE HOSTS WOMEN IN ARCHITECTURE

Seattle will host a five-day international congress of women professionals in architecture, landscape architecture and planning when L'Union Internationale des Femmes Architects (UIFA) stages the first congress ever held in the U.S. September 30 through October 4, 1979.

The professional gathering will bring to Seattle not only leading American women in these professions, but representatives from 40 other nations throughout the world.

Theme of the American Congress, "New Design Concepts From Changing Resources", will be projected through major daily forums, specific discussions and exhibits and tours. The multi-lingual conference will be conducted in French, English, German and/or Spanish.

UIFA, founded in 1961 and headquartered in Paris, was established to foster exchange between women architects, landscape architects and planners to link their professional work and achievements and to support expansion of women's participation in these professions.

Any woman in the "built-environmental" fields, such as architecture, landscape architecture and planning, is invited to attend the conference, participate in the program and/or exhibit work, according to Ms. Jean Young, AIA, Seattle convention coordinator and secretary-general of UIFA.

The deadline for submitting program and exhibit abstracts/information is June 15, 1979.

The Seattle congress will be marked by several notable "firsts" for this country, Ms. Young pointed out, such as:

- The first time women professionals in architecture, landscape architecture and planning will have the opportunity in the U.S. to offer verbal/visual presentations to an international audience of women professionals on a theme topic;

- The first time in the U.S. that exhibits of professional design work by women from all over the world will be shown to the public.

- The first time in the U.S. that women in these professions will be involved in dialogues between countries with a focus on professional interaction.

A local executive steering committee includes Jean Young, AIA, coordinator; Sue Alden, AIA, Treasurer, Naramore Bain Brady & Johanson; Kathleen Southwick, planning representative, Community Home Health Care; Margaret Maxwell, landscape architecture representative, Richard Haag Associates.

Current international officers include Solange D'Herbez de la Tour, president; Eva Spiro, Hungary, first vice president; Jean L. Young, Seattle, secretary-general; Madame Raoul Chenevert, Canada, treasurer; and Regnolio Cavanna, Italy; Jane Hastings, USA; Shoshona Madjar, Israel; Indira Rai, India, and Cynthia Wood, England, vice presidents.

Inquiries about membership, conference participation, exhibits or program format may be directed to UIFA 79/USA, 5601 N.E. 77th St., Seattle, WA 98115.

Raylite

The Professional's Professional Insulation.

Raylite expanded polystyrene offers you all the versatility you are looking for in a building insulation material. It can be purchased as a rigid boardstock or as a water repellent masonry fill. Caution: Foam plastics may present a hazard if exposed to open flame and/or excessive heat e.g. welding and cutting torches, etc.

Commercial • Industrial • Residential

- low thermal conductivity
- low moisture-vapor permeability
- high strength to weight ratio
- dimensional stability
- easy installation
- economical

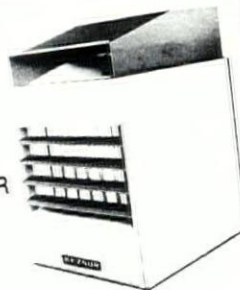
Manufacturing, fabrication, design, consulting, technical assistance.
MINNESOTA DIVERSIFIED PRODUCTS, INC.
 St. Paul, MN Phone (612) 633-6770

Look for us in SWEETS ARCHITECTURAL CATALOG FILE. Sec: 7.14.

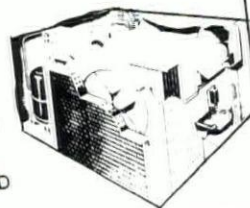
"ATTENTION ARCHITECTS!"
 On Your Next Gas Fired Heater
 Unit Project, Specify
 — **REZNOR** —

INDOOR GRAVITY VENTED GAS
 FIRED FAN TYPE UNIT HEATERS

PATENTED
 VENTURI
 HEAT
 EXCHANGER



GAS
 HEATING/
 ELECTRIC
 COOLING
 SYSTEMS



WEATHERIZED
 CABINET

SPARK IGNITED
 PILOT



**MILWAUKEE STOVE &
 FURNACE SUPPLY CO.**

5070 W. State St., Milwaukee, WI 53208
 Milwaukee • Madison • Green Bay
 CALL: 1 - (414) - 258-0300

CALL TOLL FREE
1-800-242-0408 from anywhere in Wisconsin

We stock and distribute over 55 collections of wallcoverings. Sanitas/Wallclad, Fashion, Genon, Imperial, Formica, Con-Tact, Faltex, International, Walltrends — names your customers ask for, as well as a complete line of coatings including DeGraco, Valspar & Enterprise.

Try us. Phone today. Request our free Sundries catalog.

INTERNATIONAL
FALTEX

fashion
 genon



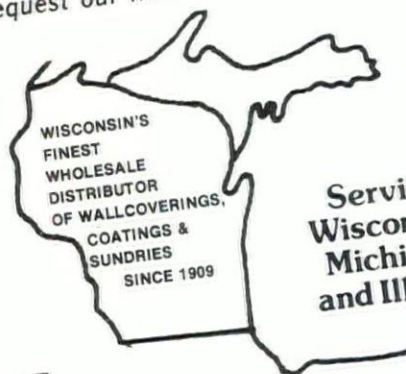
WALLTRENDS

Sanitas Wallclad

imperial



Crown Decor Murals



Serving
 Wisconsin,
 Michigan
 and Illinois



**DAU
 WALLCOVERINGS**

4828 W. Lisbon Ave., Milwaukee, WI 53210 • 414-449-9000
 A division of Republic-Dau Paint & Wallpaper Co.

MAIER

CARPENTRY
 MASONRY
 CONCRETE
 PAINTING &
 DECORATING

CONSTRUCTION, INC.

6442 RIVER PARKWAY
 WAUWATOSA, WIS. 53213
 PHONE: 258-3421

wisconsin architect/april, 1979

ARCHITECTS TO COMPETE ON TENNIS COURT

For the third consecutive year, Olympic Stain will sponsor the National Architects Tennis Championships in conjunction with the American Institute of Architects Convention, to be held in Kansas City.

The open, round-robin tournament will be conducted on June 2 at the Overland Park Racquet Club.

All singles and doubles are open to any combination of men and women, and participants may enter both events. Partners will be provided upon request.

For more information, write to Olympic Tennis Tournament, c/o Kraft Smith, Inc., 200 First West, Seattle, WA 98119.

NEW FILM AVAILABLE

"Tax Savings and Engineering Value", and how they are related to procedures used by government agencies in selecting design professionals, is the topic of a new film now available from the Consulting Engineers Council of Wisconsin.

The film also relates methods used by private industry to select engineers and architects for design, feasibility studies, and other services.

Consulting Engineers Council State President, Lyle Hird of Madison, explained the purpose of the new film.

Hird said, "This film details the specific savings that can be achieved when design professionals are selected on the basis of their qualifications and competence for the specific project."

The 12-minute color film, entitled "Designing Your Future", focuses on two case study projects. One is a combined water resources-transportation project designed for state and city governments in the mid-west. Involved was the replacement of a dam in ruins, a deteriorating bridge, along with the extension of an interstate highway and city thoroughfare. The end result, because of creative engineering, saved considerable taxpayer dollars.

The second project focuses on an energy conservation approach to a new corporate headquarters for a private client on the east coast. The consulting engineering firm, working closely with the client, architect and a manufacturer, came up with an innovative lighting system which achieved extensive energy and cost savings for the client.

The 16mm film is available on a free loan basis from the Consulting Engineers Council of Wisconsin, 2801 W. Beltline Highway, Madison, Wisconsin 53713; phone (608) 271-4654.

**GROWING TO SERVE
you BETTER**

K•K FEDERAL
KINNICKINNIC
SAVINGS AND LOAN ASSOCIATION

2301 S. KINNICKINNIC
MILWAUKEE, WI 53207 PHONE 744-3323

- Home Loans
- Highest Interest
- Free Gifts
- Free Parking
- Drive-In Service
- Night Depository
- Save By Mail
- Saturday Hours
- . . . And More





HOBART FOOD EQUIPMENT

- * Microwave Ovens
 - * Slicers
 - * Food Cutters
 - * Disposers
 - * Mixers & Attachments
 - * Dishwashers
 - * Saws
 - * Glasswashers
 - * Steam Cookers
 - * Choppers
 - * Hobart Cutter/Mixers
 - * Scales
 - * Tenderizers
 - * Waste Equipment Systems
- "For Sales & Service Call"
BRANCH OFFICE

HOBART CORPORATION
2331 S. 170th St.
New Berlin
782-0100

ARTHUR G. DIETRICH CO. INC. HAS

Standby - Prime Power - Marine
Total Energy Systems -
Portable & Mobile
Available in Natural, L.P. Gas,
Gasoline, Diesel, Reciprocating
& Gas Turbine

Industrial Engines

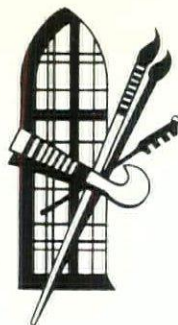
KOHLER Electric Plants
WAUKESHA Industrial
Engines & Enginators

ADCO/GARRETT Turbines

750 WATT THRU 2750 KW

(MAIN OFFICE)
8035 N. Pt. Washington Rd.
Milwaukee, Wisc. 53217
(414) 352-7452

(BRANCH)
641 Hickory Farm Lane
Appleton, Wisc. 54911
1 - 414 - 731-6666



ENTERPRISE ART GLASS WORKS, INC.

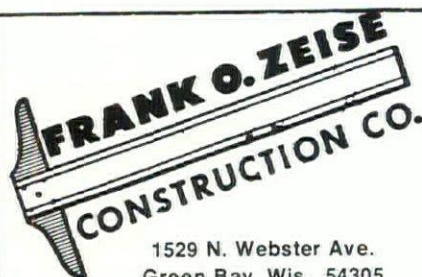
829 WEST MICHIGAN ST.

• MILWAUKEE, WIS. 53233 •

AREA CODE 414 - PHONE 271-0623

• ESTABLISHED 1903

*For over 73 years,
Creators of Stained Glass Windows
Traditional and Contemporary*



1529 N. Webster Ave.
Green Bay, Wis. 54305

Call (414) 437-5426

General Contractors

- INDUSTRIAL
- COMMERCIAL

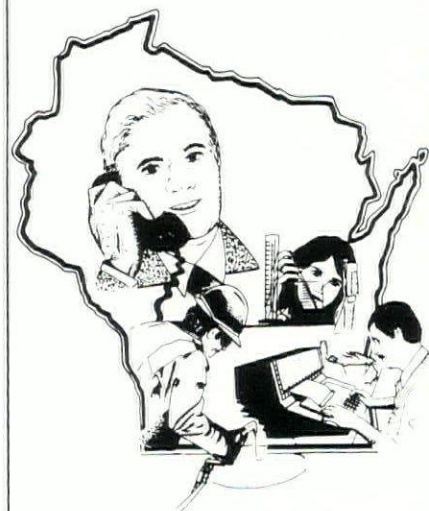
Excavating and Grading
Industrial Maintenance
Construction Equipment
Rental

Concrete Construction
Crane Service



We Work For You.

**When you want the
job done right,
employ Blue Cross &
Surgical Care.**



Blue Cross of Wisconsin &
Surgical Care-Blue Shield
work for many firms. Our job
is to make sure that your job
isn't complicated by health
insurance matters.

Although our clients are
diverse, our service to them
is known by one word ...
quality. We provide 'local'
service, with six regional
offices and a staff of sales
representatives who cover
the entire state. Our cor-
porate headquarters in Mil-
waukee features 'one-stop'
service where claims and
coverage questions are
quickly resolved. We also
give you a nationally recog-
nized identification card to
facilitate out-of-state
coverage.



Blue Cross
of Wisconsin

Surgical Care
Blue Shield

(414) 224-6100

Pittsburgh Paints

Every architectural need for
interior and exterior applications.

**Paints and Coatings, Stains,
Varnishes and Brushes for
HOME • INSTITUTIONS • INDUSTRY**

A division of



INDUSTRIES

Area Sales Office
815 S. Layton Blvd. 383-2100



SHEET METAL WORKERS UNION #24

Quality —

Skilled —

Dependable —

— **CRAFTSMANSHIP** —

*We Are Pleased To Share In The Success Of Your
Architectural Building Programs*

**OFFICE: 5425 W. Vliet St.
Milwaukee, Wisconsin
778-1100**

Bus. Mgr.: Joseph Hannack

CONVENTIONAL FINANCING for

- SHOPPING CENTERS
- OFFICE BUILDINGS
- APARTMENTS
- WAREHOUSE or OFFICE SPACE
- INDUSTRIALS

\$500,000 to \$10,000,000

*Now Servicing Over
2 Billion Dollars In Loans*

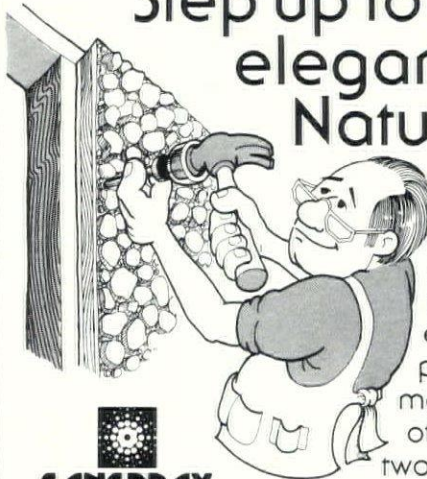
BANCO MORTGAGE COMPANY

6425 ODANA RD.
MADISON, WI 53711
Phone: (608) 274-2000
JAY E. COOK
WAYNE PAULUS

SANSPRAY

Pre-finished Natural Stone siding

Step up to the elegance of Natural Stone



Sanspray is the pre-finished Natural Stone siding you just nail in place. The fast and easy installation of plywood and the maintenance-free beauty of natural stone are just two of the reasons more and more builders are turning to Sanspray.

**Visit Our Large Display Booth (#82) At The
AIA Convention In Oconomowoc.
Right Behind The Registration Table.**

**Distributed By: SPAN-IT-PANELS, INC.
5901 W. BENDER COURT
MILWAUKEE, WI 53218
(414) 464-5210**

J. W. ROMLEIN COMPANY, INC.
 CONSULTING ENGINEERS
 ARCHITECTS & LAND SURVEYORS
505 LINCOLN STREET
WATERTOWN, WISCONSIN 53094
Phone 414-261-6333
 Palatine, IL — Manchester, IA — Albert Lea, MN
 Kalispell, MT — West Glacier, MT

CHLORINATOR SEWAGE PUMPS
 CHEMICAL FEED PUMPS FLOATING AERATORS

H Hurless Palmer
P Sales and Service
 Water & Waste Treatment Systems

BERNIE HURLESS 612 So. Boulevard
 608/356-3300 Baraboo, WI 53913

Engineering Research Consultants, Inc.


• structural • materials • roof systems •
 Analysis Design
 Testing Investigation

802 West Broadway, Suite 304
Madison, Wisconsin 53713
(608) 222-0694

 **IRRIGATION PLANNING**
&
DESIGN ASSISTANCE
 CONDOMINIUM PROJECTS • GOLF COURSES
 PARKS • ATHLETIC FACILITIES • CEMETERIES
 WASTE WATER DISPOSAL SYSTEMS
REINDERS BROS. IRRIGATION
ELM GROVE, WI 53122 414-786-3163

SAUER ENGINEERING, INC. Consulting Engineers
 P.O. BOX 382 BROOKFIELD, WIS. 53005 • (414) 786-7116


SOIL BORINGS
 PERCOLATION TESTING

 **DOLAN & DUSTIN, INC.**
 CONSULTING ENGINEERS


2266 N. PROSPECT AVENUE MILWAUKEE, WIS. 53202
 (414) 276-5502

GEORGE E. DOLAN, PE ROGER A. NASS, PE
 THOMAS B. DUSTIN, PE CHARLES MULLIKIN, PE
 GERALD BRAUN, PE ARTHUR MILLER, PE

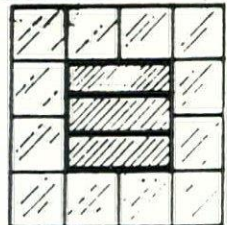
ORIGINAL ROCK REPLICAS
CAST STONE VENEERS
For interior or exterior
Featuring:
WISCONSIN FIELDSTONE — COLORADO EARTHSTONE
NATURAL VOLCANIC
Complete Fireplace Installation
 (414) 538-1787 **BOB ECKERT** (414) 538-1008
 RESIDENCE P.O. Box 612 • Merton, WI 53056 BUSINESS

 **SOIL EXPLORATION**
 company

2710 Commerce St., La Crosse, WI 54601 (608) 782-6110
 Box 1183, 2730 Melby St., Eau Claire, WI 54701 (715) 832-0282
 662 Cromwell Ave., Saint Paul, MN 55114 (612) 645-6446

 **Custom Leaded**
Stained Glass
RESIDENTIAL and
COMMERCIAL

PRE FAB
GLASS BLOCK
PANELS
 DISTRIBUTORS OF
 PITTSBURGH CORNING
 GLASS BLOCKS



WAUWATOSA GLASS CO.
4648 W. State St.
Milwaukee, WI 53208 PH. (414) 258-9080

Wisconsin State Conference Of
Bricklayers And Allied Craftmen
AFL-CIO
Ernest Hanzel, Secretary
2646 Union Street — Madison, Wisconsin 53704
(608) 244-6625

 **donohue & associates inc.**
 CONSULTING ENGINEERS
 SHEBOYGAN, WI 53081 TEL. (414) 458-8711
 WAUKESHA • ELKHORN • STEVENS POINT • MADISON

WARZYN

ENGINEERING INC

Consulting Engineers
 Civil • Structural
 Geotechnical
 Materials Testing
 Soil Borings • Surveying
 1409 Emil St., Madison, WI 53713
 (608) 257-4848

BRUST ENGINEERING, INC.
 7218 W. North Ave.
 Milwaukee, Wisconsin
 53213
 Phone (414) 774-0286

Concrete Design
 Steel Design
 Precast Concrete Design
 Post Tensioned Concrete Design
 Structural Cost Studies

CAMP DRESSER & MCKEE INC.
 Offices Throughout the U.S.

8500 West Capitol Drive
 Milwaukee, Wisconsin 53222
 414 464-4150

environmental engineers, scientists,
 planners, & management consultants **CDM**

Three good reasons for selecting Weil-McLain



THE CHOICE — Choose from a complete line of oil, atmospheric gas, and combination gas/oil boilers, from 187,800 to 6,060,900 BRU/Hr.

THE FLEXIBILITY — Match any job requirement with a choice of factory-tested packages, factory-assembled sections or individual sections.

THE QUALITY — Only Weil-McLain has such quality features as flame-retention oil burners, asbestos rope seal, short draw rods, multiple tankless water heaters, forced draft firing and, of course, cast iron construction.

Choice, flexibility, and quality . . . three good reasons for contacting your nearest Weil-McLain distributor.

Milwaukee Stove & Furnace Supply Co.
5070 W. State St. — Milwaukee, Wis. 53208
Call: 1 - 414 - 258-0300
(WATS) Call: 1 - 800 - 242-0835

In Madison Call: 1 - 608 - 271-8151
1013 Johnathon Drive - 53713
(WATS) Call: 1 - 800 - 362-8029

Milwaukee Stove & Furnace Supply Co.
In Green Bay Call: 1 - 414 - 499-5461
2442 Hutson Road - 54303
(WATS) Call: 1 - 800 - 242-2818

Automatic Temperature Supplies, Inc.

1023 E. Main St. (Home Office)
Madison, Wis. 53703
Call: 1 - 608-257-3755

ROCK COUNTY BRANCH
Route 3, Hy. 51 - South
Janesville, Wis. 53545
Call: 1 - 608 - 754-8106
(WATS) Call: 1 - 800 - 362-8188

Wittcock Supply Company "THE HOME OF THE PLUMBERY"

P.O. Box 867 - Iron Mountain, Mich. 49801
Call: 1 - 906 - 774-4455
1310 S. Front St. - Marquette, Mich. 49855
Call: 1 - 906 - 225-1309

A. I. McDermott Co., Inc.

2009 Jackson St. - Oshkosh, Wis. 54901
Call: 1 - 414 - 231-7080

In Green Bay Call: 1 - 414 - 499-4253
901 Morley Road - 54303

In Wausau Call: 1 - 715 - 359-6575
908 Tulip Lane - 54401

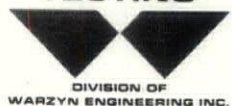
In Madison Call: 1 - 608 - 222-2524
1210 Femrite Dr. - 53716

HOLLAND & KURTZ INC.

6619 W. Capitol Drive
Milwaukee, Wis. 53216
(414) 463-1600

Heating, Ventilating
Air Conditioning &
Plumbing

MILWAUKEE TESTING



Consulting
Geotechnical Engineers
Materials Testing
Soil Borings

2135 S. 116th St., Milwaukee, WI 53227
(414) 321-0100



TESTING LABORATORIES

Geotechnical Engineers

Soil Borings
Materials Testing & Inspection

Menomonee Falls, WI 53051 • (414) 252-3300

PERFECT GIFT —

HISTORIC WISCONSIN ARCHITECTURE

FOR MORE INFORMATION WRITE
WISCONSIN ARCHITECT INC.
819 N. MARSHALL STREET
MILWAUKEE, WI 53202



ARNOLD AND O'SHERIDAN, INC. CONSULTING ENGINEERS

Structural

Civil

Mechanical

Electrical

815 FORWARD DRIVE
MADISON, WISCONSIN 53711
PHONE 608 - 271-9651

THOMAS H. JAESCHKE & ASSOCIATES, INC.

4085 N. 137th Street
Brookfield, Wis. 53005 (414) 781-6564

CONSULTANTS — DESIGNERS
FOOD SERVICE SYSTEMS & EQUIPMENT



Graef - Anhalt - Schloemer & Assoc.

Structural & Civil Engineering

(414) 461-6900

6415 W. CAPITOL DRIVE MILWAUKEE, WIS. 53216

Soil Testing Services of Wisconsin, Inc. Consulting Soil and Foundation Engineers

540 Lambeau St., Green Bay, Wis. 54303

9055 N. 51st Street
Milwaukee, Wisconsin (414) 354-1100
Telephone (414) 494-9656

MANCI & HANING INC.

CONSULTING ENGINEERS

HEATING — VENTILATING — AIR CONDITIONING

12645 Burleigh Rd., Brookfield 53005 782-9690



twin city testing
and engineering laboratory, inc.

Eau Claire — 715/832-0282 Wausau — 715/845-7792
La Crosse — 608/782-6110 St. Paul — 612/645-3601
Appleton — 414/733-8711

*Black & White Murals *8x10 Glossy Repros
*We Reproduce Blueprints or Masters For
Making Blueprints

Photocopy Inc.

104 EAST MASON STREET
MILWAUKEE, WI 53202

For Service . . .

CALL: 1-(414)-272-1255

"ATTENTION ARCHITECTS!"
— FOR YOUR SPECIAL PROJECTS —
CONSULT:

JAMES LUTERBACH CONSTRUCTION CO.

* GENERAL CONTRACTORS *

"SOME OF OUR PROJECTS ARE:"

*ALPINE MUSIC THEATRE, ELKHORN, WIS.
*COURTHOUSE IN WEST BEND, WIS.
*WCTI (WAUKESHA COUNTY TECHNICAL INSTITUTE)

2880 S. 171st ST.
NEW BERLIN, WIS. 53151
— For Your Bids . . . —
CALL: 1 - (414) - 782-1990



FOOD EQUIPMENT

consultants, inc.

*Professional Food Service Design
Kitchen Energy Management, Air Handling*

G. S. Erdmann P.O. BOX 395 (414) 725-4519
NEENAH, WI 54956

"ATTENTION ARCHITECTS!"
— For Your Special Flooring Projects —
●CONSULT The Floor Covering Specialists:

PAT EHLERS FLOOR COVERING INC.

*Some of Our Projects:

*Blue Cross of Wis. Building (Milwaukee)
*Vincent High School (Milwaukee)
*Washington County Court House
*St. Nicholas Hospital (Sheboygan)
*St. Lukes Hospital (Racine)
*Lakeland Hospital (Walworth County)

2100 Springdale Road — New Berlin, WI 53151
For Your Next Bid . . .

CALL: 1-(414)-549-9400

"ATTENTION ARCHITECTS!"

For Your Steel Studs
and Drywall Installations
Consult:

CUSTOM DRYWALL INC.

CALL: 1 - (608) - 271-8200

Some Of Our Projects:

- * SKOVILLE CENTER, BELOIT, WISCONSIN
- * O.M.C., BELOIT, WISCONSIN
(Outboard Marine Corp.)
- * SHOPKO STORES, EAU CLAIRE, WISCONSIN
- * SHOPKO STORES, BELOIT, WISCONSIN
- * BLUE CROSS OF WISCONSIN BUILDING,
MILWAUKEE, WISCONSIN

"ATTENTION ARCHITECTS!"
For Your Next Electrical Project
CONSULT:

STAFF ELECTRIC CO.

●ELECTRICAL CONTRACTORS
●ENGINEERS ●DESIGNERS

1659 NORTH JACKSON STREET
MILWAUKEE, WI 53202
CALL: 1 - (414) - 276-3800

Package Boiler Burner Service Corp.

**24 Hour
Service**

**Authorized
Cleaver - Brooks
Parts & Service**

Rentals Complete Mobile
Boiler Rooms

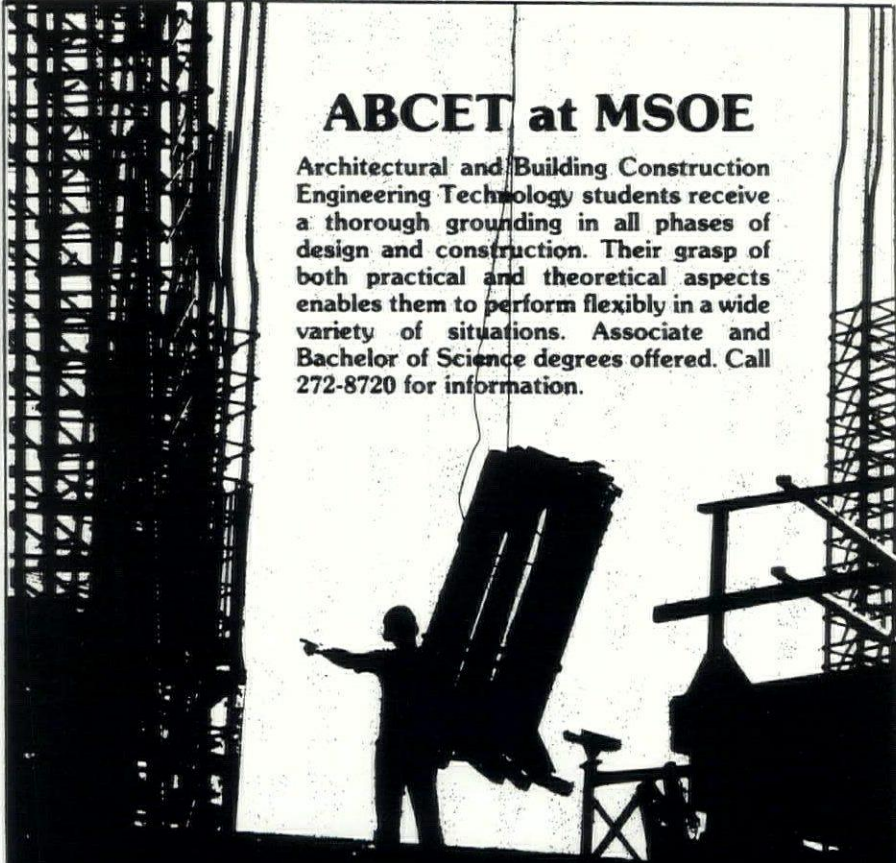
**Milwaukee — 781-9620
Madison — 608/249-6604
Stevens Point — 715/344-7310
Green Bay — 414/494-3675**

Radio Controlled Fleet Trucks
Serving Wisconsin & Upper Michigan

**4135 N126 — Brookfield
781-9620**

ADVERTISERS INDEX

Amherst Domes	40	Manci & Haning Inc.	47
Andersen Corporation	25	Masonry Institute of Wisconsin	8
Arnold & O'Sheridan Inc.	47	Mechanical Contractors Assn. of Central Wis.	36
Automatic Entrances of Wisconsin Inc.	36	Mid-State Supply Inc.	18
Automatic Temperature Supplies Inc.	18	Milwaukee Plumbing & Heating Supply Co.	18
Automatic Temperature Supplies Inc.	18	Milwaukee School of Engineering	49
Banco Mortgage Company	47	Milwaukee Stove & Furnace Supply Co. - Weil McLain	47
Beldon Brick	2	Milwaukee Stove & Furnace Supply Co.	42
Bend Industries	34	Milwaukee Testing Laboratory	47
Best Block Company	4	Minnesota Diversified Products Inc.	42
Blue Cross - Blue Shield	44	Murphy Supply Co. Inc.	18
Brust Engineering Inc.	46	A. I. McDermott Co. Inc. - Kohler Listing	18
Bublitz Inc.	28	A. I. McDermott Co. Inc. - Weil McLain	47
Builders Plumbing Supply Co. Inc. - Green Bay	18	McKay Nursery Co.	40
Builders Plumbing Supply Co. Inc. - New Berlin	18	National Electrical Contractors Assn.	6
Butler Tile Sales Inc.	34	Original Rock Replicas	46
Camp Dresser & McKee Inc.	46	Package Boiler Burner Service Corp.	48
Can-Tex Industries	Back Cover	W. S. Patterson Co.	18
Champion Companies of Wisconsin Inc.	10	Photocopy Inc.	48
Child Crest Distributing	16	Pittsburgh Paints	45
Childstrom Erecting Co.	28	Radford Company	25
Cold Spring Granite Company	40	Reinders Bros.	46
Continental Columbus Corp.	38	J. W. Romlein Company Inc.	46
Crichton Corporation	18	Sauer Engineering Inc.	46
Custom Drywall Inc.	48	C. G. Schmidt Inc.	38
Dau Wallcoverings	42	Sheet Metal Contractors of Milwaukee	32
Arthur G. Dietrich Co., Inc. - Kohler Fast Response	38	Sheet Metal Workers Union #24	45
Arthur G. Dietrich Co., Inc.	44	Soil Exploration Co.	46
Dolan & Dustin Inc.	46	Soil Testing Services of Wis. Inc.	47
Donohue & Associates Inc.	46	Spancrete Industries	Inside Front Cover
Pat Ehlers Floor Covering Inc.	48	Span-It Panels Inc.	45
Engineering Research Consultants Inc.	46	Staff Electric Co.	24
Enterprise Art Glass Works Inc.	44	Staff Electric Co.	48
Food Equipment Consultants Inc.	48	Syring Construction	40
Geis Building Products	16	H. W. Theis Co.	18
Graef-Anhalt-Schloemer & Assoc. Inc.	47	Town & Country Graphics	28
A. J. Heinen, Inc.	36	Tree Transplanting Service	34
Hi-Lift Inc.	36	Triangle Components	32
Hobart Corporation	44	Twin City Testing & Engr. Labs Inc.	47
Holland & Kurtz Inc.	47	United Plumbing & Heating Supply Co.	18
Hurlless Palmer Sales & Service	46	Vogel Bros. Building Co.	20
In-Sink-Erator Division	32	Warzyn Engineering Co.	46
Instant Shade Tree Transplanting Service	34	Wausau Tile Co.	20
Thomas H. Jaeschke & Assoc. Inc.	47	Wauwatosa Glass Co.	46
Joseph P. Jansen Co.	22	Weather Shield Mfg. Inc.	24
Kieler Corp.	22	Weil McLain	47
Kinnickinnic Federal Savings & Loan	43	Wisconsin Electric Power Co.	25
J. J. Koepsell Co.	18	Wisconsin Face Brick & Supply Corp.	34
Kohler Co. - Fast Response	38	Wisconsin Gas Company	14
Kohler Co. - Kohler Listing	18	Wisconsin Public Service Corp.	12
Langer Roofing & Sheet Metal Inc.	38	Wis. State Conference of Bricklayers & Allied Craftsmen	46
R. J. Lederer Co.	20	Wisconsin Testing Laboratories	47
James Luterbach Construction Co.	48	Witlock Supply Co.	47
Maier Construction Inc.	42	Frank O. Zeise Construction Co.	44



ABCET at MSOE

Architectural and Building Construction Engineering Technology students receive a thorough grounding in all phases of design and construction. Their grasp of both practical and theoretical aspects enables them to perform flexibly in a wide variety of situations. Associate and Bachelor of Science degrees offered. Call 272-8720 for information.

MILWAUKEE SCHOOL OF ENGINEERING
1025 N. Milwaukee St., Milwaukee, WI 53201



CAN ★ TEX
INDUSTRIES
FACE BRICK