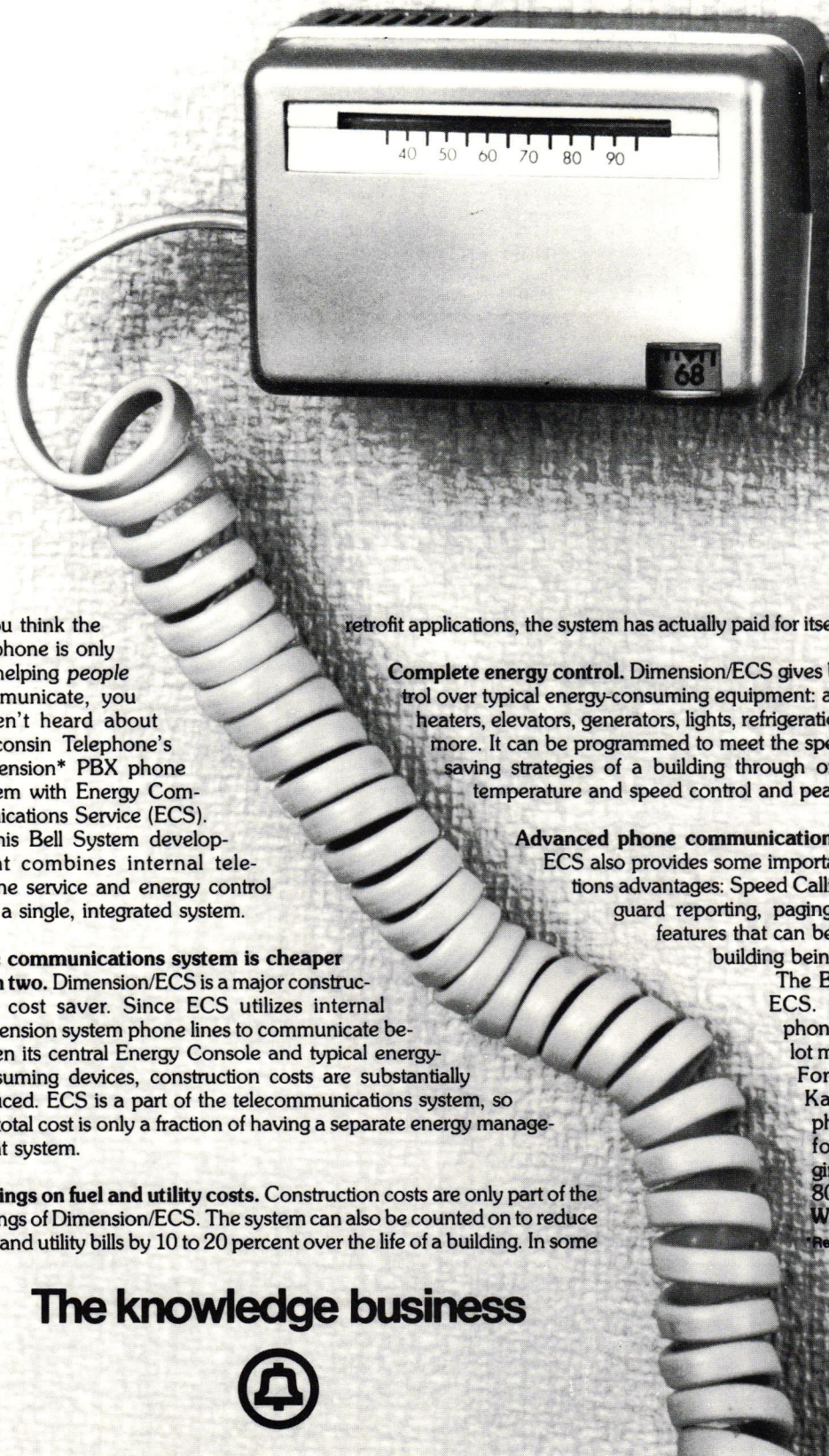


Wisconsin Architect



POST-CONVENTION ● JUNE 1982

We've made energy communications a function of telephone communications.



If you think the telephone is only for helping *people* communicate, you haven't heard about Wisconsin Telephone's Dimension* PBX phone system with Energy Communications Service (ECS).

This Bell System development combines internal telephone service and energy control into a single, integrated system.

One communications system is cheaper than two. Dimension/ECS is a major construction cost saver. Since ECS utilizes internal Dimension system phone lines to communicate between its central Energy Console and typical energy-consuming devices, construction costs are substantially reduced. ECS is a part of the telecommunications system, so the total cost is only a fraction of having a separate energy management system.

Savings on fuel and utility costs. Construction costs are only part of the savings of Dimension/ECS. The system can also be counted on to reduce fuel and utility bills by 10 to 20 percent over the life of a building. In some

retrofit applications, the system has actually paid for itself in less than one year.

Complete energy control. Dimension/ECS gives building managers control over typical energy-consuming equipment: air handling units, water heaters, elevators, generators, lights, refrigeration equipment, fans and more. It can be programmed to meet the specific needs and energy saving strategies of a building through on-off patterns, cycling, temperature and speed control and peak load reductions.

Advanced phone communications as well. Dimension/ECS also provides some important phone communications advantages: Speed Calling, automatic callback, guard reporting, paging . . . and many other features that can be tailored to the type of building being considered.

The Bell System Dimension/ECS. It's proving that telephone communications is a lot more than meets the ear. For details, call Richard Kaul, Wisconsin Telephone Account Executive for architects and engineers. Call toll-free at 1-800-242-6252.

Wisconsin Telephone.

*Registered trademark of AT&T Co.

The knowledge business





Wisconsin Architect, Inc.: *Board of Directors:* Walter E. Zoller, Brian Larson, Glenn Johnson, Fred Zimmermann.

Wisconsin Architects Foundation: 615 East Washington Ave., Madison, WI 53703 — Phone 608/257-8477. Harry A. Schroeder, *President*; Leonard H. Reinke, *Vice President*; Richard R. Griffith, *Secretary/Treasurer*; Mark A. Pfaller, Florian Remitz, John E. Somerville, Paul Bronson, Doug H. Smith, Richard Knothe, Eric Englund, *Executive Director*.

Wisconsin Society of Architects/A.I.A.: 615 East Washington Ave., Madison, WI 53703 — Phone 608/257-8477.

Board of Directors: Brian Larson, *President*; Glenn M. Johnson, *Vice-President*; Fred Zimmermann, *Secretary/Treasurer*; Walter E. Zoller, *Past President, Ex-Officio*; Robert D. Cooper, Milwaukee; Frank Dropsho, Madison; Lawrence R. Earll, Milwaukee; George W. Ehrich, Green Bay; Victor D. Halloran, Green Bay; David E. Lawson, Madison; Richard F. Maleniak, Madison; Gordon D. Orr, Madison; Noble E. Rose, Beloit; Robert J. Sajbel, Appleton; Douglas H. Smith, Chippewa Falls; Wayne E. Spangler, Rice Lake; Charles D. Wahlberg, Hudson; Eric Englund, *Executive Director*.

North Central Region: Leroy Bean, *Director*.

Southeast Chapter Officers: Lawrence R. Earll, *President*; Robert D. Cooper, *Vice President/President Elect*; Dennis J. Horbinski, *2nd Vice President*; James Otto, *Secretary/Treasurer*.

Southwest Chapter Officers: Richard F. Maleniak, *President*; Frank Dropsho, *Vice President/President Elect*; Ronald L. Howard, *Secretary/Treasurer*.

Northeast Chapter Officers: Robert J. Sajbel, *President*; George W. Ehrich, *Vice President/President Elect*; William A. Doyle, *Secretary/Treasurer*.

Northwest Chapter Officers: Douglas H. Smith, *President*; Charles D. Wahlberg, *Vice President/President Elect*; David G. Peterson, *Secretary/Treasurer*.

Wisconsin Architect Editorial Board: Peter Schuyler, *Chairman*; Uel C. Ramey, Douglas Ryhn, Eric Englund, Times Publishing Co., Random Lake, WI - *Printer*; Bob Arndt - *Graphics*; Lynn W. Ruenger - *Advertising Manager*.

The Wisconsin Architect is the official publication of the Wisconsin Society of Architects/A.I.A., published by Wisconsin Architect, Inc. Address all editorial and advertising inquiries to: Editor, Wisconsin Architect, 615 East Washington Ave., Madison, WI 53703; Phone: 608/257-8477. The Wisconsin Architect and WSA disclaims liability for statements by the editors, contributors, and advertisers.

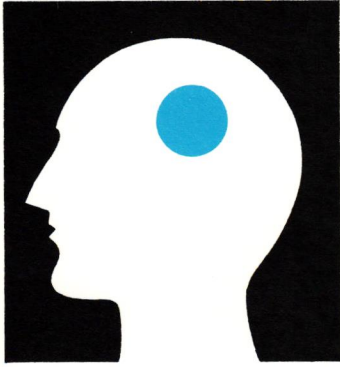
TABLE OF CONTENTS

- 5 Convention Report
- 9 Exhibitor/Supplier Directory
- 11 Booth Award Winners
- 13 "Convention Highlights"

SOCIETY NEWS

- 16 Reuss, Schroeder and Catanese Honored
- 16 Drafting Competition Winners
- 20 Membership Actions
- 20 Leaky Roof??
- 20 People and Places
- 21 Priority Plan Review
- 21 Faster Than A Speeding Bullet
- 21 AIA Group Life And Health Insurance Program Special Enrollment Procedures
- 21 Prairie School Review

Cover Credit:
CUNA Insurance
Potter, Lawson & Pawlowsky,
Inc. Architects
(Eric Oxendorf Photographer)



Energy Management Ideas from Detroit Edison

Heat pump space conditioning can help lower the cost of doing business.

Whether you're an architect/designer or a contractor, you can help your clients lower their cost of doing business by specifying a heat pump space-heating system. You can connect a heat pump to most electric, gas, oil or L.P. forced-air heating systems with no, or minimal, modification.

A heat pump lowers costs because it moves the natural heat, that's always present in the outside air, inside to heat any kind of building. The heating system only has to go to work when the outside temperature is below freezing.

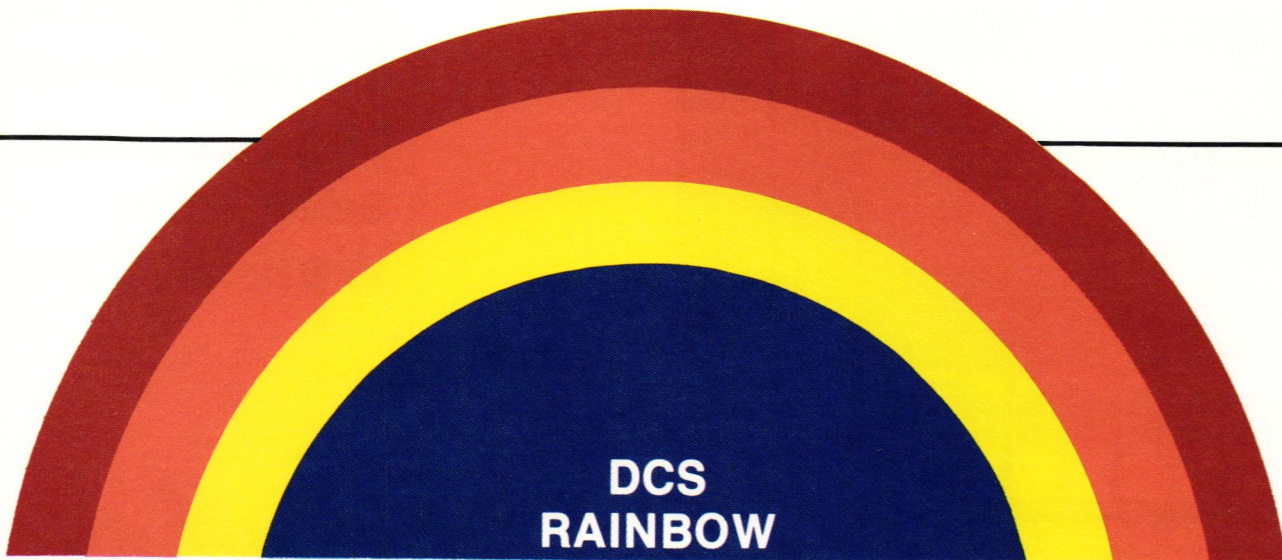
A Detroit Edison Specialist can give you straight answers on heat pump savings and recommend the kind of heat pump that will do the best job for any business. He can also recommend economical and efficient methods to improve interior and security lighting, assist you in selecting waste heat recovery equipment and advise you on maintenance

schedules to keep all machinery operating more efficiently.

Whatever your business, energy management is a lot simpler when you can depend on a reliable power source. And you can in Southeastern Michigan because Detroit Edison provides this area with electricity that's more than 90 percent generated from abundant coal.

So take advantage of Detroit Edison's vast energy experience and set up an appointment with one of our Specialists soon. Call (313) 237-9228 or write Energy Management, Detroit Edison, 348 WCB, 2000 Second Avenue, Detroit, Michigan 48226.

**Detroit
Edison**
Keeping the power
in your hands.



DCS RAINBOW CUSTOM COLOR MASONRY CEMENT



Premixed and blended to your concept. Available in strengths to meet any specification. Consistent, economical, and easy to use.

DCS Color & Supply Co., Inc.
1050 E. Bay Street
Milwaukee, WI 53207
414-481-6170

Country Comfort

**SOLARIUMS & GREENHOUSES
PASSIVE SOLAR SPECIALISTS**

4 SEASONS FOR LIVING, LEARNING & GROWING



- Passive Solar Projects
- Agricultural Projects
- Environmental Facilities
- Health Care Facilities
- Restaurants & Spas

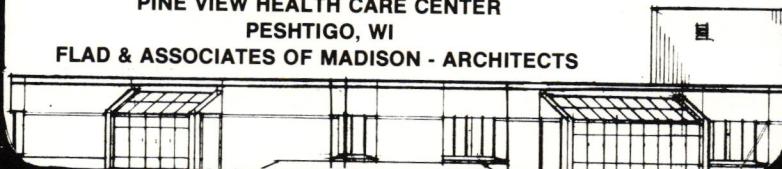
Commercial Glazing ● Supplies & Accessories



**FOUR SEASONS
GREENHOUSES**

770 S. MAIN ST.
FOND DU LAC, WI 54935
(414) 921-8787

PINE VIEW HEALTH CARE CENTER
PESHTIGO, WI
FLAD & ASSOCIATES OF MADISON - ARCHITECTS



ENTERPRISE

ART GLASS

WORKS, INC.

6600 RIVER PARKWAY

● WAUWATOSA, WI 53213 ●

AREA CODE 414 - PHONE 259-0100

● ESTABLISHED 1903

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

complete interior plantscaping
sales/leasing

maxine

Interior Plant Design and Rental, Inc.

303 WEST OLIVE STREET
MILWAUKEE, WISCONSIN 53212
414/963-0753



New single-ply?
Protect
it against roof
traffic damage!

Styrofoam
BRAND

No matter which type of membrane you apply, insulating it with STYROFOAM® brand insulation gives new roofs a long-term lease on life. Besides delivering big energy savings, STYROFOAM protects membranes from foot traffic, mechanical abuse, freeze-thaw cycles and ultraviolet degradation. Plus, using STYROFOAM is easy, fast and economical.



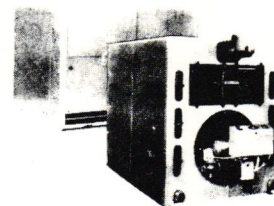
*Trademark of The Dow Chemical Company

WARNING: STYROFOAM brand insulation is combustible and should be properly installed. For roofing applications it should be provided with an adequate protection. For specific instructions see Dow literature available from your supplier or from Dow.
1-183-E © 1981 The Dow Chemical Company

EDWARDS SALES

6530 Cambridge Street • Minneapolis, Minnesota 55426

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.

Automatic Temperature Supplies, Inc.

1023 E. Main St. (Home Office)
Madison, Wis. 53703
Call: 1 - 608-257-3755
(WATS) Call: 1 - 800-362-8188

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

Convention Report

by Richard Eschner, AIA

I hope that everyone who attended the 1982 State Convention gained meaningful insight into and reflection on the changing practice of Architecture, or as the theme stated, "Architecture Restructured". Unquestionably, a one or two hour seminar cannot allow for detailed presentations or dialog. As is true with all conventions, our intent was to stimulate thought and to broaden individual horizons.

From the program perspective, keynote speaker Jean Paul Carlhian provided a stimulating historical perspective of architecture and a discussion of contemporary needs in design and education. Dean Zastavo and George Roback gave us an excellent overview of computer graphics and the impact that this tool will have on all of us. The Owner/Client viewpoints of professional skills and methods of working that architects should adopt were capably presented by Mssrs. Drake Rowe, Glen Hierlmeier, Gerald Hoepfner and Leonard Backus. Three noted design professionals: Stanley Tigerman, William Pulgram and Ezra Ehrenkrantz provided a spirited discussion of their viewpoints on the contemporary and future practice of architecture. Here, a diversity of opinion reminded me that there are no set formulas for architectural practice. Our last speaker, Paul Goldberger, Architectural Critic for the New York Times, gave us an insightful review of the architectural past and present and suggestions for future architectural design movements.

The Convention could not have been planned and run without the assistance and cooperation of many people. First of all, I want to thank the committee which helped plan all aspects of the theme, format, programs, speakers and graphics. I really ap-
wisconsin architect/june, 1982

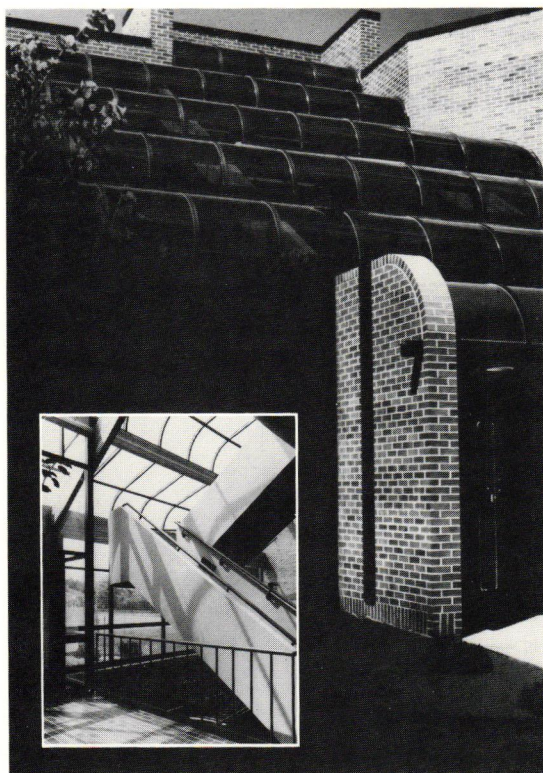
preciated the creativity, cooperation and dedicated spirit exhibited by Doug Ryhn, Pat Frost, Joe Albert, Ray Matulionis and Bridget Wolf. Merry Earll and Carol Eschner assisted in planning and participating in the spouse related programs which included tours of historical Milwaukee and the Milwaukee Art Museum. The real force behind the entire planning and operation of the convention was our Executive Director, Eric Englund. Without Eric and his staff, which included Karen Linley and Sandy Swatek, the convention could not have been held. Reimar Frank provided very capable assistance by handling all audio visual equipment.

Lastly, I want to thank each of the 98 exhibitors who provided us with an enthusiastic attitude, a cooperative spirit and an outstanding array of information pertaining to architectural building products. The type of information, quality of displays and support of our convention was really appreciated. The exhibitors gave each of us an excellent opportunity to update our building technology information and to renew acquaintances. The exhibits provided by the schools with architecturally related curriculums allowed all of us to learn about current academic trends.

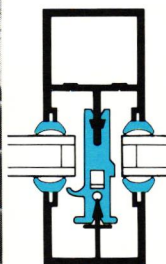
One final expression of thanks: I was very pleased to see the exceptional turnout of contractors, consultants, clients, allied professional groups and students at the annual Open House. One goal that we had set was to increase the interaction between those groups at the Convention. The response to the invitations helped us meet that goal and helped give the first day of the Convention a real focal point.



For Solutions To Problems of Interest— Bank On Cronstroms!



Northwestern Bank, Fergus Falls, Minnesota
Architects: Foss Englestad Foss, Fargo, North Dakota



The architects of this financial institution presented a unique challenge to glass manufacturers and Cronstroms. The cooperative efforts of the glass company and the Cronco-Lite division of Cronstroms resulted in the striking solution you see here.

Cronstroms team of craftsmen produced the high quality CTS Thermal Barrier System which was fitted with specially curved glass panels.

The energy-saving design of CTS Thermal Barrier Systems eliminates metal-to-metal contact in curved or straight designs, and

allows the beauty and openness of large expanses of glass with virtually no frost or condensation, even at temperatures of -30 F. Cronstroms was the first to develop this Thermal Barrier System over **16** years ago.

When you have a unique challenge, bank on Cronstroms to help you!

**Cronstroms
Manufacturing, Inc.**
4225 Hiawatha Avenue South
Minneapolis, MN 55406
(612) 722-6671



CHEMSTOP[®]
WATERPROOFING



W. R. MEADOWS, INC.

With Names Like These Behind Us
You Know We're Not Just A Brickyard.
*Serving Southern Wisconsin Architectural
Needs For Over 76 Years.*

Brick — Block — Pavers — Stone
All Your Masonry Needs At One Location

WISCONSIN
BRICK & BLOCK
CORPORATION

2840 UNIVERSITY AVENUE
MADISON, WI 53705
(608) 238-2636



twin city testing
and engineering laboratory, inc.
Consulting Engineers and Chemists

Thank you for participating in the 51st Annual Wisconsin Society of Architects, AIA Convention. We appreciate your interest in Twin City Testing and Engineering Laboratory, Inc. Our staff looks forward to working with you.

SERVICES

CONSTRUCTION MATERIALS
GEOTECHNICAL ENGINEERING
METALLURGY
NONDESTRUCTIVE TESTING

Offices in Appleton, Eau Claire, La Crosse, Wausau

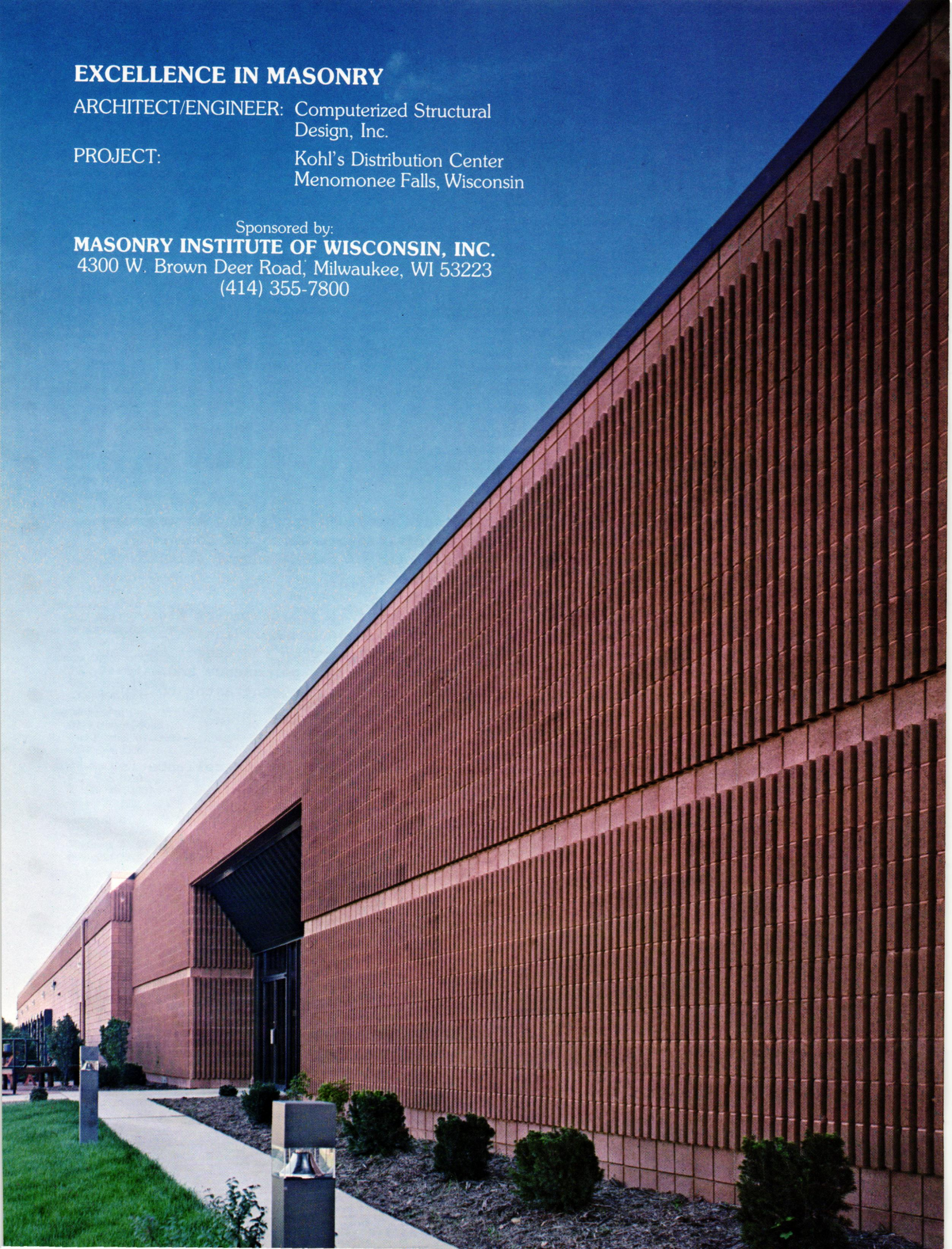
EXCELLENCE IN MASONRY

ARCHITECT/ENGINEER: Computerized Structural
Design, Inc.

PROJECT: Kohl's Distribution Center
Menomonee Falls, Wisconsin

Sponsored by:

MASONRY INSTITUTE OF WISCONSIN, INC.
4300 W. Brown Deer Road, Milwaukee, WI 53223
(414) 355-7800



Waukesha Block Co., Inc.
P.O. Box 26428
Milwaukee, WI 53226
(414) 453-7980

Wausau Metals Corporation &
Milco Division
P.O. Box 1746
Wausau, WI 54401
(715) 845-2161

Wausau Tile
P.O. Box 1520
Wausau, WI 54401
(715) 359-3121

Western Waterproofing Company,
Inc.
2838 Stevens Avenue South
Minneapolis, MN 55408
(612) 870-8777

Wilsonart
1100 Chase Ave.
Elk Grove, IL 60007
(312) 437-1500

Wisconsin Face Brick
P.O. Box 18432
Milwaukee, WI 53218
(414) 353-6060

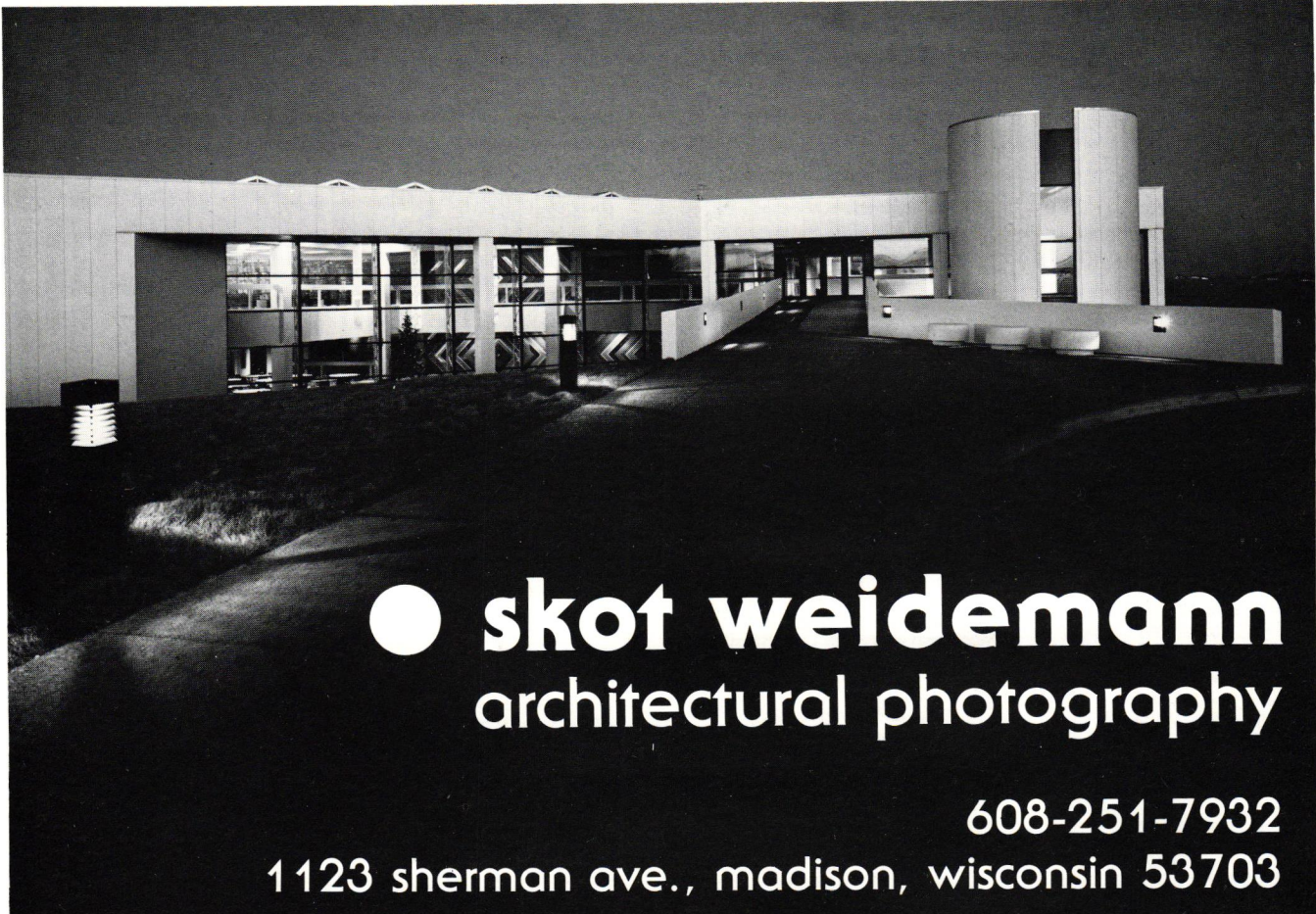
Wisconsin Gas Co.
626 East Wisconsin Ave.
Milwaukee, WI 53202
(414) 291-6979

Wisconsin Office Systems Inc.
7101 North Green Bay Ave.
Milwaukee, WI 53209
(414) 352-9700

Wisconsin Telephone
2600 N. Mayfair Road
Wauwatosa, WI 53226
(414) 678-4890

Wood-Lam, Inc.
230 Sussex St.
Pewaukee, WI 53072
(414) 691-2000

Zenith Products Co.
P.O. Box Z
Osseo, MN 55369
(619) 425-4111



● **skot weidemann**
architectural photography

608-251-7932
1123 sherman ave., madison, wisconsin 53703

Booth Award Winners



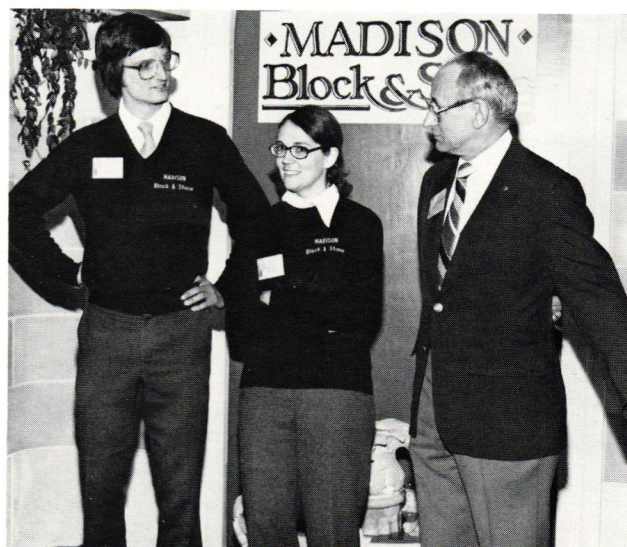
1st Place - Architectural Woodwork Institute.



Honorable Mention - Donovan Floors, Inc.



2nd Place - Monarch Tile Manufacturing.



Honorable Mention - Madison Block & Stone Co.



3rd Place - Wisconsin Telephone Co.
wisconsin architect/june, 1982



Honorable Mention - Masonry Institute of Wisconsin.



Honorable Mention - Wilsonart.



Honorable Mention - Jones & Brown Co.



Honorable Mention - Kawneer Company.

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

PHOTOCOPY

104 East Mason St. Milwaukee, Wisconsin 53202

For Service . . .

CALL: 1-(414)-272-1255

THE JULIEN SHADE SHOP, INC.

COMMERCIAL & RESIDENTIAL

SINCE 1900

THE HEADQUARTERS IN WINDOW INSULATORS

*Mfg. & Distributor

1" & 2" Blinds

Vertical Blinds

Wood Blinds

Window Shades

Draperies &

Hardware

Cubicle Curtains &

Track

*Call 1-800-242-1551 re: any future specs. or work you may have.

403 E. ST. PAUL ST. — MILWAUKEE

PHONE 414-271-3864

403 E. ST. PAUL ST. MILWAUKEE • PHONE 414-271-3864

Granite.

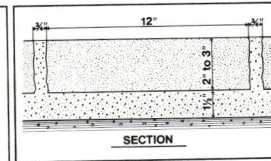
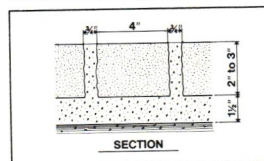
Beautiful for
heavy traffic areas.



Architects: Lawrence Halprin & Associates

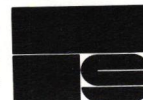


Architect: Joe Karr & Associates, Chicago, IL



Cold Spring granite is a natural for landscape applications. Its warm colors and natural textures blend beautifully with the environment. And at the same time, granite provides the designer with the flexibility he needs to create areas of unusual and lasting beauty.

At Cold Spring we now have a wide variety of Module Pavers and Durax Blocks available. 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. P 202 South 3rd Avenue, Cold Spring, MN 56320
Booth #13

“Convention Highlights”



Promoting Architecture to Milwaukee.



Richard Eschner, AIA, 1982 Convention Chairman.



Gordon Orr, FAIA, and Emma Macari, 1983 WSA Convention Chair.



WSA President, Brian Larson, presents a citation to U.S. Congressman, Henry Reuss.



Must have been one of those derogatory stories about a German.



Two FAIA's, Ed Berners and Len Schober.



Would you "negotiate" the cost of a new car with these gentlemen???



Over 800 people attended the Construction Industry Reception.



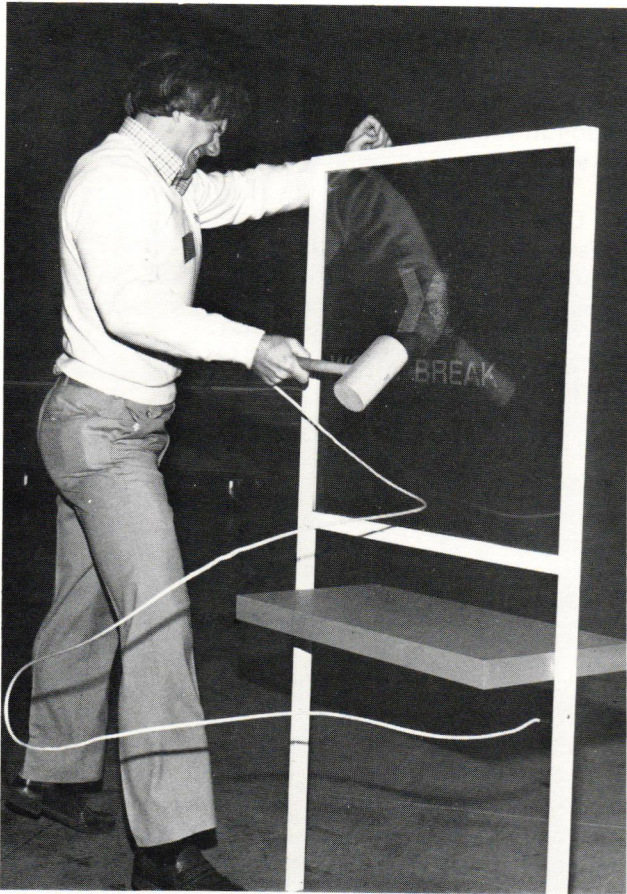
Architects from throughout Wisconsin attended the seminars.



Say Cheese!



Honor Awards speaker State Senator James Flynn and his wife.



"Did you hear the one about the traveling architect??"



Honor Awards Banquet.

Is this what it means to be "strongarmed" by a client?



Paul Goldberger discusses "Architecture and the 80's".



A walking lunch in the exhibit hall.

"ATTENTION ARCHITECTS!"
FOR YOUR NEXT PLUMBING
OR HEATING PROJECT, CONSULT
WITH YOUR LOCAL KOHLER DISTRIBUTOR
LISTED HERE.

APPLETON

Baker Manufacturing Co.

550 Hickory Farm Lane
Appleton, WI 54913
Telephone: (414) 734-9284

W. S. Patterson Co.

2100 W. College Ave.
P.O. Box 1177
Appleton, WI 54912
Telephone: (414) 739-3136

BROOKFIELD

The H. W. Theis Co.

3595 N. 127th St.
P.O. Box 325
Brookfield, WI 53005
Telephone: (414) 781-5260

GREEN BAY

Murphy Supply Co.

1055 Lake St.
P.O. Box 310
Green Bay, WI 54305
Telephone: (414) 497-7004

JANESVILLE

Automatic Temperature Supplies, Inc. (Branch)

Route #3 — Hwy. 51
Janesville, WI 53545
Telephone: (608) 754-8106

MADISON

Automatic Temperature Supplies, Inc.

1023 E. Main St. (53703)
P.O. Box 1151 (53701)
Madison, WI
Telephone: (608) 257-3755

Baker Manufacturing Co.

2514 Fish Hatchery Rd.
Madison, WI 53713
Telephone: (608) 257-2507

MILWAUKEE

Milwaukee P & H Supply Co.

1313 W. St. Paul Ave.
Milwaukee, WI 53233
Telephone: (414) 273-3600

United P & H Supply Co.

9947 W. Carmen Ave.
P.O. Box 25342
Milwaukee, WI 53225
Telephone: (414) 464-5100

Westburne Supply, Inc.

610 So. 108th Street
Milwaukee, WI 53214
Telephone: (414) 771-7200

WISCONSIN RAPIDS

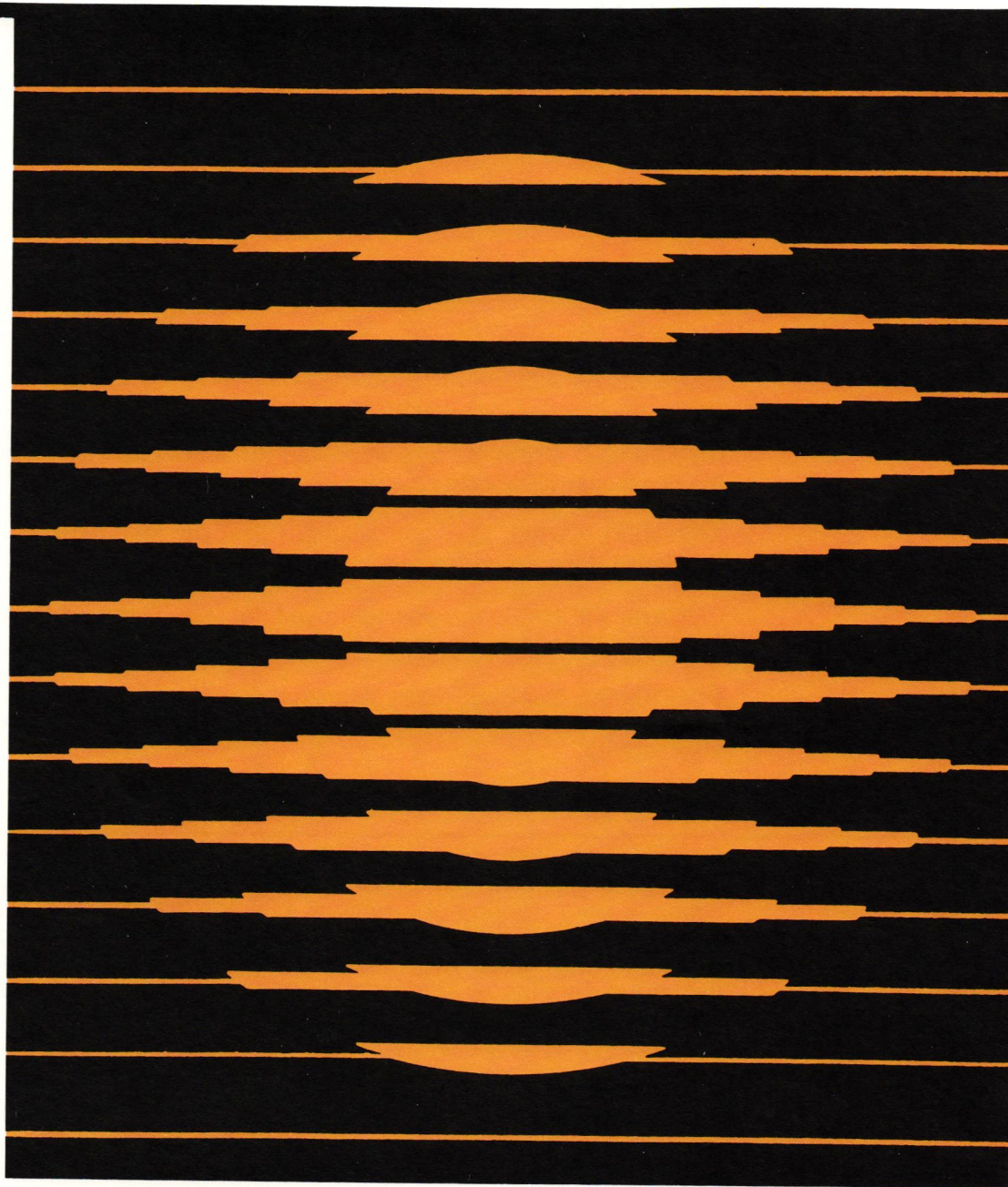
Mid-State Supply, Inc.

2111 Jefferson-Industrial Park
P.O. Box 468
Wisconsin Rapids, WI 54494
Telephone: (715) 423-6730

W. S. Patterson Co. (Branch)

2111 Engel Road
Wisconsin Rapids, WI 54494
Telephone: (715) 421-1585

THIS IS THE ONE!



ENERGY IN ARCHITECTURE

The AIA Energy Professional Development Program

Sponsored by
WISCONSIN SOCIETY OF ARCHITECTS
The American Institute of Architects

"ENERGY IN DESIGN": Techniques (Level 2)
Fundamentals of Energy Conscious Design
Principles and Procedures for
Programming and Analysis
Americana Lake Geneva Resort
Lake Geneva, WI
Fee - \$150
(Level 3 will be offered in Milwaukee in October)

August 19 - 8:30 a.m. - 5:00 p.m.
August 20 - 9:00 a.m. - 5:00 p.m.

Information: WSA (1-800-362-3912)
(257-8477 - Madison)

FIRST PLACE
Linda Olson
WITI
(715) 458-2207

SECOND PLACE
Kari Anderson
Northeast Wisconsin Technical Institute
(414) 465-8212

THIRD PLACE
David Hannu
WITI
(715) 399-8488

HONORABLE MENTION
Terri L. Ainsworth
Northeast Wisconsin
Technical Institute
(414) 822-5559
Mary E. Simon
WITI
(715) 924-4171
Brenda Svoma
WITI
(715) 532-6478
Laura Rohde
WITI
(715) 234-4445
Robyn Doverspike
District I Technical Institute
(715) 672-4448

MEMBERSHIP ACTIONS

GRIESBACH, MARK N., was approved for Associate Membership in the Southeast Wisconsin Chapter.

KRZYNSKI, CHRIS, was approved for Student Membership in the Southeast Wisconsin Chapter.

CIOFANI, MICHAEL A., was approved for AIA Membership in the Southeast Wisconsin Chapter.

OPFERMAN, CHARLES, was approved for AIA Membership in the Southeast Wisconsin Chapter. This was an upgrade from Associate Membership.

LEAKY ROOF??



On March 24, 1982, a roofing seminar was sponsored by Milwaukee CSI, 125 people attended, made up of architects, engineers, specification writers, roofing contractors, building owners and building engineers. After a well received luncheon address by the Honorable County Executive, William F. O'Donnell, awards were presented to numerous persons by Clarence Huetttenrach, AIA, Milwaukee CSI Awards Chairman.

PEOPLE AND PLACES

JOHNSON AND WIDEN INC. has relocated their office to 1700 E. North Avenue, Milwaukee, Wisconsin 53202. Their phone number is (414) 272-1800.

JOHN BRUNI ASSOCIATES has relocated their office to Number 10, West Mall, 128 West 8th Street, Monroe, Wisconsin 53566.

THE ZIMMERMAN DESIGN GROUP has announced that Marvin V. Christianson, AIA, has become a stockholder and vice president. The firm further has announced Daniel P. Christiansen, AIA, has been appointed Associate as a Architect/Manager. New associates with the firm are Steven W. Bach, AIA, Donald R. Smith, AIA and David L. Stroik, AIA. The firm has also recently opened an office in Orlando, Florida.

TAVAREZ AND ASSOCIATES ARCHITECTS, INC. of Madison and Milwaukee has announced the appointment of Jose J. Vega, AIA, as the new Associate Director of Design. The firm has also recently hired Patricia Zingsheim to their design staff.

**PRIORITY
PLAN
REVIEW**

On March 1, 1982 Dilhr began a priority plan review procedure per Ind 69.09(7). An additional fee equal to the plan examination fees is charged for this service over and above the normal total fee. **Priority plan review is by appointment.** Submitter desiring this new service may call Jim Smith 608-266-0251 for an appointment. It is hoped that most priority plans can be returned the same day. Complex plans which need more than one day to review will be returned upon completion. Dilhr is keeping their existing Permission to Start Construction form (SB-198) as an alternate for those who only wish to start footing and foundation work prior to plan approval.

**FASTER
THAN A
SPEEDING
BULLET**



Included in this years convention activities was the second annual fun run. Winners of this prestigious event were Pat Frost, Bruce Kriviskey, Ken Eggert and June Huettenrauch.

**AIA
GROUP
LIFE
AND
HEALTH
INSURANCE
PROGRAM
SPECIAL
ENROLLMENT
PROCEDURES**

An unusual feature of the "AIA Group Plan For Firms" is that it allows new firms to enroll for "life and health insurance" without health evidence within 30 days of setting up a new shop. A new firm can consist of "one" or more persons.

Another advantage of the program is that an employee's insurance benefits will continue without interruption if that employee should leave a firm which participates in the "AIA Group Plan For Firms" to go to work immediately for another firm that participates in the AIA plan, or to work for any of the other 2,500 A/E firms whose insurance plans are administered by Association Administrators & Consultants, Inc., as part of the Design Professionals Group Insurance Plan.

Many plans also have individual conversion privileges, which employees should ask about if their insurance will be terminating.

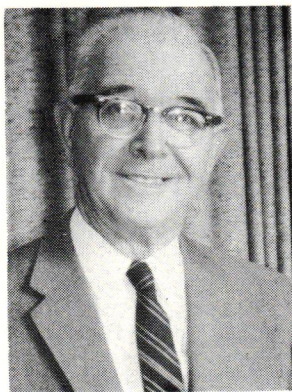
For information or help, please call the AIA Insurance Service Organization, Association Administrators & Consultants, Inc. at 1-800-854-0491.

**PRAIRIE
SCHOOL
REVIEW**



"Louis W. Claude: Madison Architect of the Prairie School", by Gordon D. Orr, Jr., FAIA. Cover price \$10.00. Special arrangements by the author have made a limited number of copies available through the Wisconsin Society of Architects, 615 East Washington Avenue, or Historic Madison, Inc., at \$5.00 each.

This double issue, and the last for the publication, traces the professional career of Louis W. Claude, a native of Baraboo and later a resident and practicing architect in Madison. The publication contains many illustrations of the work of this regionally architect, and includes a building list of over 150 buildings.



MARK F. PFALLER

Mark F. Pfaller died of natural causes on May 21, 1982. Mr. Pfaller learned architecture by working in the offices of architectural pioneers such as Reuben Class and Charles Tharinger.

Born in Jefferson, Mr. Pfaller took mathematics courses at the University of Wisconsin and worked as a designer and draftsman for several leading architects. He started his own firm, Mark F. Pfaller Associates, in 1917. This firm was merged with Herbst, Jacoby and Jacoby in 1980. Mr. Pfaller was Board Chairman Emeritus of the successor firm, Pfaller Herbst Associates, Inc.

Under Pfaller's direction, his firm designed many notable schools, hospitals and churches including Pius XI High School, Elm Brook Memorial Hospital, St. Rita's Church, and the renovation of St. John's Cathedral.

Mr. Pfaller was a past president of the Wisconsin Architect's Association, the successor to the WSA. He is survived by his wife, Marie of Ft. Lauderdale, a son, Mark A. Pfaller of Milwaukee, and two daughters. He is also survived by his grandson Mark F. Pfaller II. Both Mark A. Pfaller and Mark F. Pfaller II are active members of the Wisconsin Society of Architects. The family has indicated that memorial contributions can be made to the Wisconsin Architects Foundation, 615 East Washington Avenue, Madison, WI 53703.

You're supposed to look at this sampling of our work.



Badiners, Minneapolis



Dayton's, Minneapolis



Gucci, Las Vegas

TOM FLAD

As a young student, there was no doubt in Tom Flad's mind that he was going to be an architect. "I was simply born into the business," he would say. The business was Flad & Associates, the architectural and engineering firm started by his father in 1927. Tom's talent for architecture was highly regarded.

Tom Flad, 67, died on Friday, May 7, following a heart attack while in Minneapolis. He was the Chairman of the Board of Flad & Associates until he retired in 1975. Tom was with the firm for 36 years, helping it grow to become the largest A/E firm in Wisconsin.

Tom attended Notre Dame in the late 1930s, took a year out to work for Albert Kahn in Detroit, and graduated in 1940. He started working for his father during col-

lege and became a partner in 1940. At that time, Flad was involved mainly in religious and school architecture, residential and light commercial and Corps of Engineer work. When Tom retired, Flad was on its way to being one of the top hospital architects in the country and had a growing history with a number of large industrial, commercial, state and university projects.

Projects Tom was most proud of included Parker Pen Arrow Park Plant in Janesville, St. Bernard's Church in Middleton, and Winona Cathedral in Winona, Minnesota, Anchor Savings and Loan and National Guardian Life in Madison.

Tom's devotion to his faith made his professional associations with many Diocese and Archdiocese in Wisconsin, Iowa, Illinois, and Minnesota, more meaningful.



He was a director of the Madison Chamber of Commerce, Anchor Savings and Loan, the Salvation Army, and the Madison Zoological Society. He was past president of the Exchange Club of Madison, and the South Central Wisconsin Notre Dame Alumni Association. His professional affiliations include the Wisconsin Society of Architects - AIA, Construction Specifications Institute, and the Society of Military Engineers.

Tom Flad was a proud father of eight children, now all grown. His wife, Eileen, died in 1980. Tom was recently remarried to the former Mary Anne Gouger.

A leader in his profession and his community, Tom will be missed by many.

And call us.



We think good work speaks for itself. And we've been doing outspoken custom display and casework for years.

Catering to creative architects.

As well as to their medical, institutional, financial, retail and hotel/motel clients.

With a flair for detail and a quality of craftsmanship that can enhance any design. Within any budget.

A small sampling of which you see on the left. A larger sampling of which you can see simply for the asking.

So don't be limited by stock designs.

No matter what your casework needs, call us. At 1-800-328-8043. Or in Minnesota at 612/375-1606. Or write Carlson Store Fixtures, 26 N. 5th Street, Minneapolis, MN 55403.



CARLSON STORE FIXTURES

A division of Stein Industries, Inc.



DOLAN & DUSTIN, INC.

CONSULTING ENGINEERS

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

GEORGE E. DOLAN, PE
THOMAS B. DUSTIN, PE
GERALD BRAUN, PE

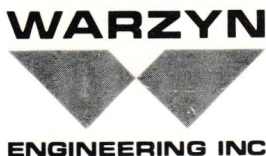
ROGER A. NASS, PE
CHARLES MULLIKIN, PE
ARTHUR MILLER, PE



twin city testing and engineering laboratory, inc.

GEOTECHNICAL AND MATERIALS
ENGINEERING/TESTING

Appleton — 414/733-8711 Eau Claire — 715/832-0282
La Crosse — 608/781-5330 Wausau — 715/359-9463



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



Construction
Management
Engineering
Consultants

Value
Managers
Project
Management

Professional
Estimating
Program
Scheduling

ELZINGA & VOLKERS, INC.

101 East Milwaukee Street, Janesville, WI 53545

608-754-1202



THE CORNERSTONE GROUP, INC.

Planning
Engineering
Surveying
Landscape Architecture
Expediting and Inspection Services
Development Consultants

2000 East Racine Ave Waukesha, Wis 53186 414-544-1111

Wisconsin State Conference Of Bricklayers And Allied Craftsmen AFL-CIO

William Boncher, Secretary
825 Wilson Avenue — Green Bay, WI 54303
(414) 437-9311

SEALANTS



SILICONE
SEALANTS

TREMCO

PRODUCTS & TECHNICAL SERVICE
FOR BUILDING MAINTENANCE
& CONSTRUCTION

MONO
AND ALL TREMCO
SEALANTS

ALSO
Urethane Sealants - Caulking Guns
Sealant Backer - Sealant Tapes

CALL: 1-(414)-464-8550

S & S SALES CORPORATION
12030 W. SILVER SPRING ROAD
MILWAUKEE, WI 53225



ACCURATE SECURITY LTD.

Burglar — Fire — Sprinkler
Monitoring — Installation — Sales
Central Communication Center
215 Division St. — Oshkosh, WI 54901
1-800-242-0383



ERZIGER & ASSOCIATES, INC.

CONSULTING ELECTRICAL ENGINEERS
414-463-9160

8522 W. Lisbon Ave. Milwaukee, WI 53222

FULL DESIGN and CONSULTING SERVICES

BRUST ENGINEERING, INC.

7218 W. North Ave.
Milwaukee, Wisconsin
53213
Phone (414) 475-5554

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

HOLLAND & KURTZ INC.

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

Heating, Ventilating
Air Conditioning &
Plumbing



ARNOLD AND O'SHERIDAN, INC. CONSULTING ENGINEERS

Structural Mechanical Electrical Civil

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



skot weidemann architectural photography

1123 sherman, madison,
wisconsin 53703
608-251-7932



THOMAS H. JAESCHKE & ASSOCIATES, INC.

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

CONSULTANTS — DESIGNERS
FOOD SERVICE SYSTEMS & EQUIPMENT



TESTING LABORATORIES

Geotechnical Engineers

Soil Borings
Materials Testing & Inspection

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

MILWAUKEE TESTING



Consulting
Geotechnical Engineers
Materials Testing
Soil Borings

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

D'APPOLONIA

GEOTECHNICAL, GEOLOGICAL, MINING, ENVIRONMENTAL,
WATER RESOURCES & STRUCTURAL ENGINEERING;
CONSTRUCTION MANAGEMENT SERVICES; MATERIALS &
ANALYTICAL LABORATORIES; TEST DRILLING SERVICES
4300 W. Brown Deer Rd., Suite 130 - Milwaukee, WI 53223
Phone: (414) 351-6311



MANCI & HANING, INC.

Consulting Engineers
12645 West Burleigh Road
Brookfield, WI 53005 (414) 782-9690
Heating, Ventilating & Air Conditioning

KWATERSKI BROS. WOOD PRODUCTS

Manufacturers Of
GENUINE SOLID WOOD INTERIOR PANELING
One Of Wisconsin's Largest Selections
1140 W. Big Lake Loop Rd.
Three Lakes, WI 54562
(715) 546-3260



wisconsin architect magazine
promoting the construction industry

ADDOMETER

15-10 11:16

NEW ELECTRONIC ADDOMETER CALCULATOR

FOR

ARCHITECTS — DETAILERS
ENGINEERS OR ANYONE
USING FEET INCHES AND
FRACTIONS

ADD
SUBTRACT
FEET
INCHES
FRACTIONS

ALL
BEING DISPLAYED
AND ROUNDED TO
THE NEAREST
1/16 INCH

- One Keystroke Converts Metric Length to U.S. Length — Rounded and Fractionally Displayed to the nearest 1/16 inch
- Memory and Chain Operation Feature
- Operates on Rechargeable Batteries
- Approx 3" x 6" x 2"

Free Pamphlet Write:

Suite C
ADDOMETER CO. 14901 Evans Ave.
SEE YOU AT BOOTH 88 Dolton, IL 60419

Soil Testing Services of Wisconsin, Inc. Consulting Geotechnical, Environmental & Materials Engineers

540 Lambeau St., Green Bay, Wis. 54303
Telephone (414) 494-9656
9055 N. 51st St., Milwaukee, Wis. 53223
Telephone (414) 354-1100



5678 West Brown Deer Road
Brown Deer, Wisconsin 53223 (414) 354-0150
CONSULTING ENGINEERS
INDUSTRIAL BUILDINGS • SPECIAL STRUCTURES •
FOUNDATIONS • COMMERCIAL/RESIDENTIAL BUILDINGS



TEAK and KARPAWOOD

for parquet floors

The warm, natural look of a Teak or Karpawood parquet floor is treasured now more than ever before. These two imports are a delight to those who love the rich-grained beauty of wood.

TEAK is the ultimate in beauty, elegance and prestige . . . yet, it is very hard and will last for decades.

KARPAWOOD, known in Thailand as ironwood, is harder than oak, and has an extremely low coefficient of expansion.

Both woods are available from our Chicago warehouse in many UNfinished and PREfinished patterns.

Phone (collect) for free samples, brochures of 80 floor designs, technical information, prices. Or, write:

Thailand Teakwood Importers, Inc.

645 North Michigan Avenue, Chicago, Illinois 60611
(312) 337-3938

(We are Midwest distributors for Bangkok Industries, Inc., Philadelphia)

get spec'd



specify
wisconsin architect



5401 N Park Dr.
Butler, WI 53007
MILWAUKEE ..(414)781-9620

24 HOUR. Radio Dispatch Truck Fleet for
INDUSTRY, INSTITUTIONS, SCHOOLS, etc.
AUTHORIZED PARTS & SERVICE FOR
CLEAVER — BROOKS, CLEVELAND
CONTROLS, MORR CONTROLS CO.
Throughout Wisconsin & Upper Michigan.
SALES, BOILER ROOM ACCESSORIES, O²
Trims, And-Car Automatic Bottom Blowdown
Systems. SERVICE - CLEANING ON ALL
MAKES. Complete Mobile Boiler Room Rentals.

MADISON (608)249-6604
GREEN BAY (414)494-3675
STEVENS POINT.. (715)344-7310

BENSON'S

Your Spa & Hot Tub

SPECIALISTS . . . Full Line Distributor of Spas.

Whirlpool Equipment, Jacuzzi, Pearl Bath, Hydro Spa . . .
Residential and Commercial



Raypak
AT

**HYDRO AIR
INDUSTRIES INC.**



LEN GORDON COMPANY

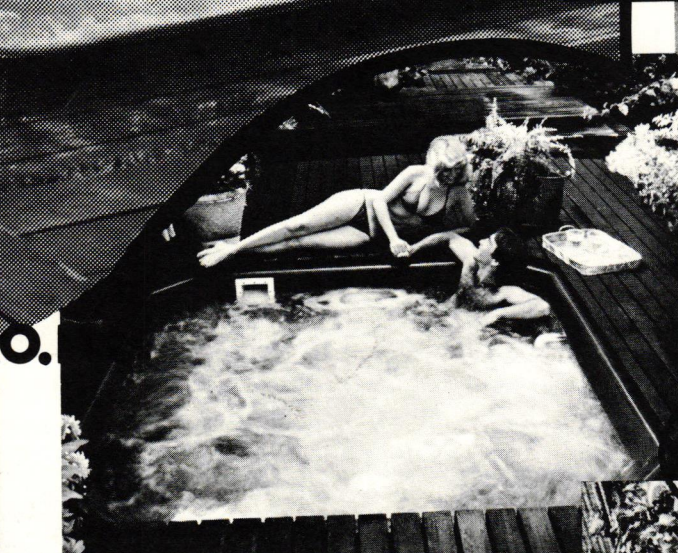
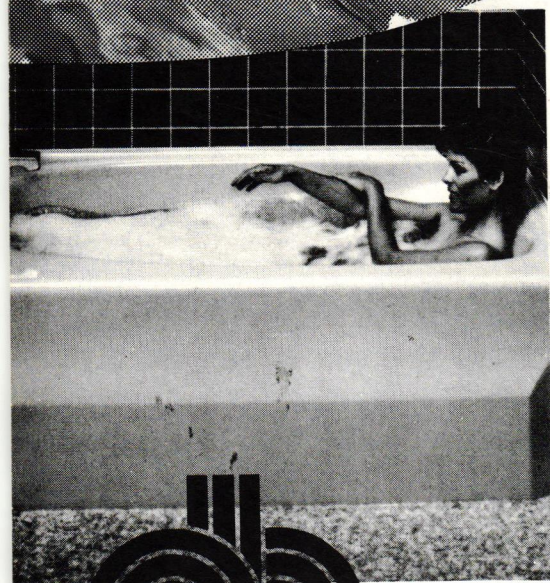
Jacuzzi
WHIRLPOOL BATH



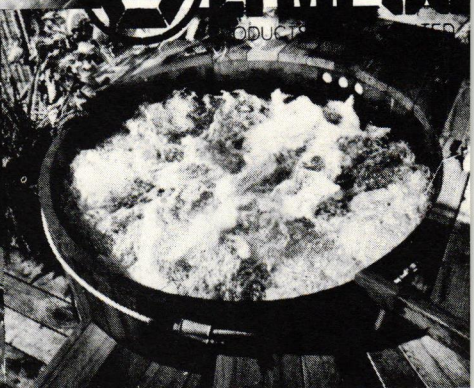
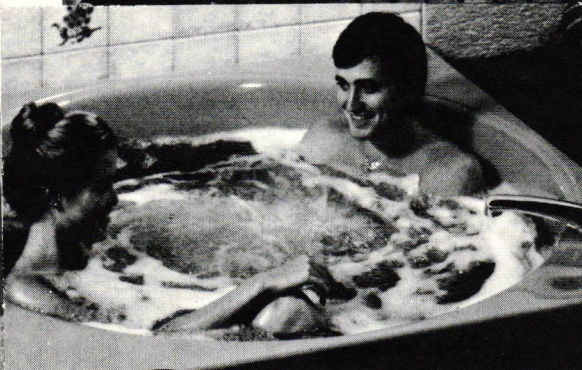
BAKER HYDRO.



TEAMIST



LYMPH



PEARL BATHS

Benson Pump Co.
1-800-362-7441
1-608-244-3571

**ANZEN
HYDRO-
SPA**