

Wisconsin Architect



PRECONVENTION ● MARCH 1983



Improve concrete performance and lower costs with Fly Ash

It really works! Fly ash makes concrete stronger and more workable without costing you more.

Fly ash is a pozzolan. It makes concrete stronger; it increases density and resistance to leaching, acid or alkali attack.

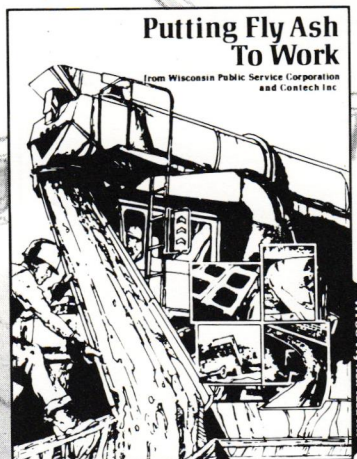
Powder-fine fly ash has lubricating effects. It makes concrete easier to pump, flow and finish. Fills forms completely. Gives you sharper, chip-resistant edges and fine details. Fly ash concrete takes less water, so it is more impervious.

And now, you can get the highly desirable fly ash produced from low-sulfur western coal! From our new electric plant, Weston 3, in Wausau, Wisconsin. With all the high standards and careful control a new facility offers...for the best fly ash available. Along with professional services offered by

Contech, Inc., Minneapolis, our fly ash marketing agent.

Fly Ash. Just what you need for better concrete at lower cost in foundations, garages, driveways, floors, walls, pools, roads.

Fly ash concrete and more information available on request from your ready-mixed concrete suppliers. Or write WPSC for free, NEW Fly Ash Idea Kit.



WISCONSIN PUBLIC SERVICE CORPORATION

Industrial Applications Dept.
P.O. Box 700, Green Bay, WI 54305
414-433-1626





WISCONSIN ARCHITECT

March 1983

Wisconsin Architect, Inc.: Board of Directors: Glenn Johnson, AIA; Fred Zimmermann, AIA; Harry Schroeder, AIA; Brian Larson, AIA.

Wisconsin Architects Foundation Board of Trustees: 615 East Washington Ave., Madison, WI 53703 — Phone 608/257-8477. Leonard H. Reinke, FAIA, *President*; Paul Bronson, *Vice President*; John Somerville, AIA, *Secretary/Treasurer*; Richard Griffith, AIA; Emma Macari, AIA; Richard Blake, FAIA; Richard Knothe, AIA; Florian Remitz, AIA; Robert Kluth; 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: Glenn Johnson, *President*; Fred Zimmermann, *Vice President*; Harry Schroeder, *Secretary/Treasurer*; Brian Larson, *Past President*; Thomas Slater, Milwaukee; James Miller, Madison; Gordon Orr, Madison; Noble Rose, Beloit; Wayne Spangler, Rice Lake; Dennis Horbinski, Milwaukee; Frank Dropsho, Madison; William Doyle, Green Bay; Robert Cooper, Milwaukee; Elizabeth Ranney, Madison; George Ehrich, Green Bay; David Peterson, Eau Claire; Eric Englund, *Executive Director*.

North Central Region: David Lawson, AIA, *Director*.

Southeast Chapter Officers: Robert Cooper, *President*; Dennis Horbinski, *Vice President/President Elect*; James Otto, *2nd Vice President*; Albin Kubala, *Secretary/Treasurer*.

Southwest Chapter Officers: Frank Dropsho, *President*; Elizabeth Ranney, *Vice President/President Elect*; Danny Murrish, *Secretary/Treasurer*.

Northeast Chapter Officers: George Ehrich, *President*; William Doyle, *Vice President/President Elect*; Frank Carter, *Secretary/Treasurer*.

Northwest Chapter Officers: David Peterson, *President*; Dennis D'Jock, *Secretary/Treasurer*.

Wisconsin Architect Editorial Board: Peter Schuyler, *Chairman*; Uel C. Ramey, Douglas Ryhn, H. J. Wirth, Jeff Kavanagh, 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 Another Look At Moonlighting . . .
By Eric Englund
- 7 WSA Office Building?!?!?
- 12 N/W Chapter Members Graduate From
W.I.T.I.
- 15 Sun Power At The University Of Wisconsin
School Of Veterinary Science
- 16 Firm Profile: Kahler • Slater • Torphy •
Engberg
- 23-30 WSA-AIA 52nd Annual Convention
- 31 1983 Exhibitors
- 32 On The Boards
- 33 Society News
- 40 Marketplace

COVER CREDIT-
The Americana,
Lake Geneva.
Come to your convention.

Quality custom hardwood stairs



Visit us in Booth 36
at the AIA Convention
Lake Geneva



Cooper Stair Company, Inc.

Member Architectural Woodwork Institute

1331 Leighton Road Mundelein, Illinois 60060 (312) 362-8900



WSA Office Building?!?!?

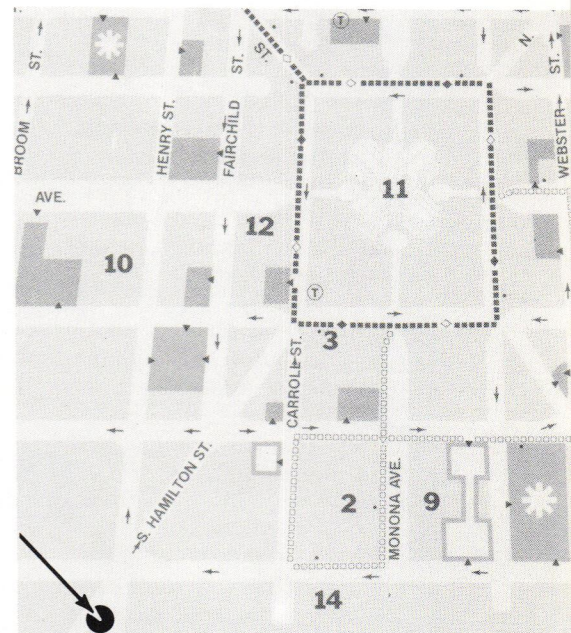


Meet the Joseph John Stoner House. This imposing two-story structure was built around 1855 in Madison of locally quarried sandstone. The basic style and scale are those of an Italianate townhouse. The building currently sits in the middle of three lots, two blocks south of the State Capitol at the southern corner of the intersection of South Hamilton, South Henry and West Wilson. It has been designated as a Madison Landmark and is listed on the national Register of Historic Places.

To make a long story short, the WSA is currently investigating the purchase and renovation of this building as a new headquarters. In developing criteria to be utilized in evaluat-

ing potential office sites, the WSA determined that any possible building should be of architectural significance, singular in nature, and that the development of the property should not increase the overhead associated with office space rental currently being paid by the WSA.

At this juncture negotiations continue with the current owner of the parcel and substantial preliminary investigation is being undertaken regarding the financial feasibility of obtaining this building and undertaking the very substantial renovation that is necessary in order for it to be functional. As this project develops further, more information will be provided to all WSA members.



You've called on every resource available to you in planning 'your' building.

This public building will be the working home for over 900 people, 8 hours a day, 5 days a week. Some 350 others will visit the building daily. You've designed it to stand for a hundred years or more. It's your project and you want everything to be just right.

You've spent hundreds of hours meeting with electrical, plumbing, heating and air conditioning contractors; making sure your specifications are carried out to the letter.

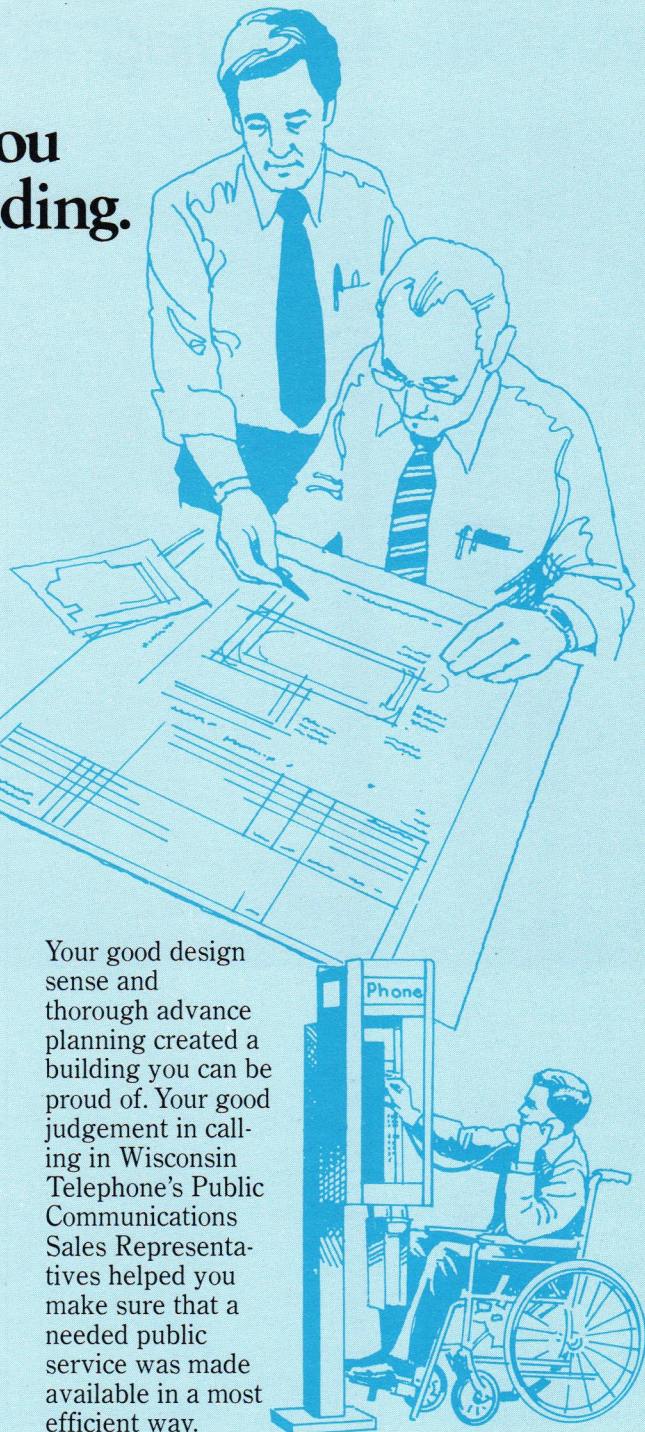
In considering the number of people visiting the building each day you recognized that public phones would be an essential element, a service that people want, need and expect.

Early on in the project you called in the Public Communications Sales Representatives at Wisconsin Telephone. Their expertise helped you survey the public phone needs of your project based on location and expected traffic flow. Together you planned where the phones would be located, how many to install and how to present them.

You considered the special needs of the disabled and chose barrier free enclosures, one with a coin slot at the proper height to be reached by someone in a wheelchair.

After you were satisfied with the location and presentation of the phones you left nothing to chance and chose signage that was in harmony with the materials, color and design of the public area.

To your client's delight, you learned that public phones can pay their own way. Commission from public phone use can add up to an attractive sum. And, because Wisconsin Telephone owns the phones, they also install and service them.



Your good design sense and thorough advance planning created a building you can be proud of. Your good judgement in calling in Wisconsin Telephone's Public Communications Sales Representatives helped you make sure that a needed public service was made available in a most efficient way.

For more information on planning for phones in a public facility call Wisconsin Telephone. It's toll free, 1 800 242-2055. They'll be able to provide you with literature and advice that will be helpful in your planning.



Wisconsin Telephone

Visit our exhibit at the W.S.A.-A.I.A. Convention. April 27-29.

EXCELLENCE IN MASONRY

ARCHITECT: Potter Lawson Pawlowsky Guerin & Losch, Inc.

PROJECT: Senior Citizens Center, Rose Park
Milwaukee, Wisconsin

Sponsored by:

MASONRY INSTITUTE OF WISCONSIN, INC.

4300 W. Brown Deer Road, Milwaukee, WI 53223

(414) 355-7800



Masonry Institute of Wisconsin



NORBERT J. HYNEK
Executive Vice President

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

We are pleased to announce that the Senior Citizens Center, Rose Park has been selected for "Excellence in Masonry". A representative from Potter Lawson Pawlowsky Guerin & Losch, Inc. describes the project as follows:

"Thank you for selecting the Clinton E. Rose Senior Center for the "Excellence in Masonry" award.

Exposed masonry is one of the major design features both inside and outside of the building because it is fire resistive, has ease of maintenance and an ability to fit our energy saving concepts by absorbing daytime solar heat and radiating it at night. Brick adapted well for architectural massing resulting in strong, simple forms against the surrounding park scenery. Special brick shapes were readily available for the angled walls and the sloping brick window hoods.

The mason demonstrated high quality workmanship in the application of the diverse brickwork.

The motif for the 30,000 sq. ft. center is the sun and its solar energy. This is carried out by the use of warm colors and materials inside, a southern building orientation, a two story solar light well and "sun" form exterior signage".

Congratulations to Potter Lawson Pawlowsky Guerin & Losch, Inc. for "Excellence in Masonry".

Very truly yours,

MASONRY INSTITUTE
OF WISCONSIN, INC.

Norbert J. Hynek
Executive Vice President



Building:

National Savings & Loan Association
Mayfair Center, Milwaukee, Wisconsin

Architect:

Py-Vavra Architects-Engineers Inc.

General Contractor:

Voss-Jorgensen-Schueler
Company Inc.

Spancrete.

Floors and walls are not the whole story.

Spancrete. You know our name because of our long-standing reputation for excellence in pre-cast, pre-stressed concrete floor slabs and wall panels.

At Spancrete, however, we also make a wide range of architectural pre-cast walls, beams, columns, single and double tees up to 115 feet in length, stairways and much more.

We are constantly adding innovative new products and custom forms to our line. For example, we now manufacture insulated wall panels that sandwich a layer of insulation between an interior hollow core panel and an exterior concrete slab.

Just like the well-known Spancrete floor and wall panels, all our products and systems are designed to close

tolerances and well-defined specifications. Dependable technical data (live loads, fire rating, insulation factors, etc.) give you the flexibility to build with optimum architectural and structural design. The Spancrete story. Make sure you hear it in full detail before you start your next building.

Contact:

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

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

Spancrete of Illinois, Inc.
4012 Route 14
Crystal Lake, Illinois 60014
Phone 312/775-6402



N/W Chapter Members Graduate From W.I.T.I.

Wisconsin Indianhead Technical Institute-Rice Lake Campus is pleased to introduce its 1983 Architectural Commercial Design graduating class.

Graduates of the two year Associate Degree Program develop quality drafting and related architectural skills. Their architectural and professional experiences have been broadened by becoming members of the Wisconsin Society of Architects. They participated in the W.S.A. convention last year, have attended several N/W Chapter meetings, and have taken educational architectural field trips. Many of the people are also N.A.H.B. members and attended the national convention.

You will be able to meet these prospective employees at the convention this year. They will have a booth with samples of their work and will be available for job interviews during the convention.

Classes taken by the students in the Architectural Commercial Design program are as follows:

First Year Courses

- 2 Math
- 1 Technical Science
- 1 Communication
- 1 Sociology
- 1 Construction
- 1 Estimating
- 2 Architectural Drafting

Second Year Courses

- 1 Sociology
- 1 Economics
- 1 Technical Writing
- 2 Structural Design
- 1 Mechanical & Electrical Systems
- 1 Construction
- 1 Topographic Science
- 1 Architectural Office Practices
- 2 Architectural Drafting

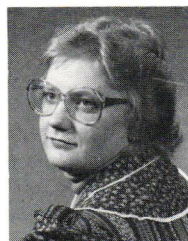
If you wish to contact any of these people, write:

Wisconsin Indianhead Technical Institute
1900 College Drive
Rice Lake, WI 54868

Or Phone: (715) 234-7082

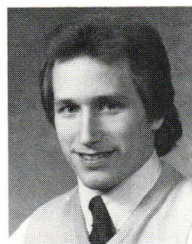
Joyce Thompson
Age 19

Prior to enrolling at WITI, I had two prior work experiences in drafting - Drafting clerk and Junior drafter. This, plus my High School experience lead me to actively pursue Architectural Drafting as a career choice. While attending WITI, I have been actively involved in WSA/AIA, Architectural Research Club, NAHB, and Student Senate.



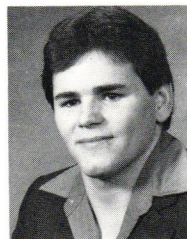
Chuck Toman

Prior to my post secondary education, I have taken three years of high school drafting. Also I have been an active member in WSA/AIA, and NAHB which has enabled me to remain in touch with current ideas. While attending WITI I have greatly expanded my education and look forward to being employed by an architectural firm.



Joseph Hile
Age 20
Shell Lake, WI

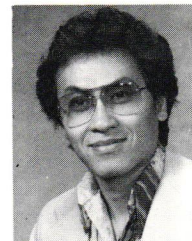
In the past two years at WITI-Rice Lake, I have learned a great deal about the architectural field. The subjects of earth sheltered structures and residential passive solar have interested me the most. I have been a member of N.A.H.B. and the Architectural Research Club (WSA/AIA) while maintaining a 3.3 grade point average. My outside activities include raquetball, softball, and other physical activities. In the future I would like to work in the architectural field and possibly travel.



TAM TAN
Age 22

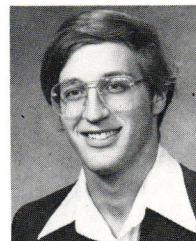
My goal is to get a job in an architectural or engineering office and put the training I have to use. During the past 2 years at WITI, Rice Lake, I have gained alot of experience in both residential and commercial design and enjoyed both of these fields. I have been an active member of WSA/AIA, NAHB and Architectural Research Club while attending WITI. Working for the past 4 years, I have learned to accept responsibility for my work.

My interests are motor-cycling, rollerskating, and all other indoor and outdoor activities.



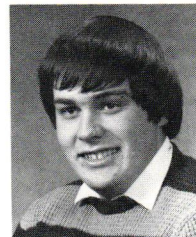
Raymond Anderson
Port Wing, WI

During the past two years at WITI-Rice Lake, I have studied many subjects ranging from solar energy to plumbing. These classes, I feel will aid me in being a better Architectural Draftsman. I am also a member of NAHB and WSA/AIA at school and have a part time job drawing and revising land maps. Living on a farm all my life has taught me the meaning of responsibility.



Jay Peterson

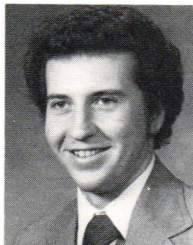
My objectives upon graduating are to work in an architectural firm where I can continually learn through personal experience and the experience of others and eventually become a registered architect. As a student at WITI I developed a strong interest in solar design and construction and maintain a growing personal library of reference material. I have also taken additional courses in solar design and computer math. While attending WITI I have been a member of the Northwest Chapter WSA/AIA, NAHB and also the Architectural Research Club.





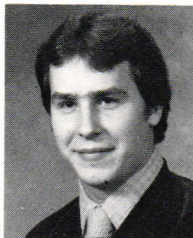
Lori Crotteau

The past two years at WITI have been a great experience as well as a challenge for me. In these two years, I was an active member of NAHB and WSA/AIA. My primary interest is in residential design, where I can be creative and work with people. Coming from a small town in Wisconsin, I am willing to travel and see new parts of the U.S. I eagerly await a challenging job as a draftsman.



Ron Poeschel

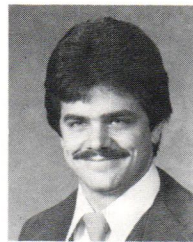
In addition to the required courses of study at WITI, I have also taken extra courses in solar energy, computer math, and small business management, while maintaining a G.P.A. of 4.0. I have been a member of the Architectural Research Club, student member of the WSA/AIA, and vice-president of our student NAHB chapter. While attending WITI, I have gained additional drafting experience through a part time job. Being an ambitious young individual, I am eager to begin a career in the challenging field of architecture.



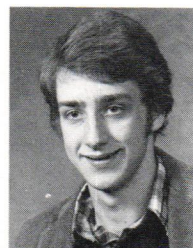
Raymond Kowalski
Hayward, WI

I have been interested in architecture for many years. While in high school, I received the "Vocational Drafting Award." At WITI, I enjoyed being involved in the National Association of Home Builders, WSA/AIA, and the Architectural Research Club. I have a background in computers from courses I have taken at high school and at WITI. Working for the same employer for five years has helped me learn responsibility and a good work ethic, and I am looking forward to beginning my career in either residential or commercial drafting.

Ernest Zesiger
Birchwood, WI

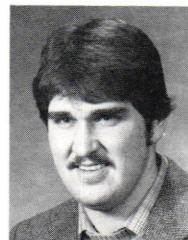


I was salutatorian of my class in high school, and I am very interested in math. Last summer, I worked for a plumber and I have worked two summers with a mason. I have been a student member of WSA/AIA and NAHB and I am currently vice-president of our Architectural Research Club. In the future I plan to become a registered architect, after I have had a few years of experience with an architectural firm.



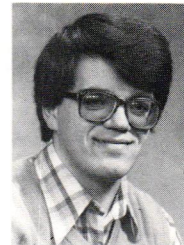
Randall S. Larrabee
Age 20
Menomonie, WI

In the past two years at WITI-Rice Lake, I've been exposed to many areas of architecture. I've been actively involved in NAHB, was past treasurer, and now president of the student chapter of the WSA/AIA. I have attended the state WSA convention and most of the N/W chapter meetings. Along with school I have been working 30 hours a week at McDonalds in Rice Lake as an assistant manager. My interests include skiing, racketball, softball, and running. My future plans are to get a job in a drafting office, and I am very flexible in where I work.



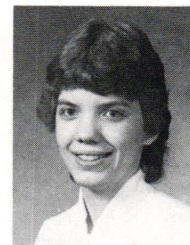
Daniel Morin
Age 21

Upon graduation from WITI, I would like to be employed with a successful architectural firm. I became interested in Architectural Drafting while working as a carpenter's apprentice. Dedication and hardwork is not unfamiliar to me. While attending school, I worked part-time at the local hockey arena and also was a volunteer coach. As well as being affiliated with our Student Chapter of WSA/AIA, I am also President of our NAHB Student Chapter and President of our school's Student Senate. I enjoy learning situations and achieving goals. I would like to further my education in Architecture and Business; Being employed as an architectural Draftsman will help me achieve this goal.



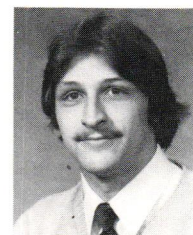
Harold Matton Jr.

Prior to enrolling at WITI, I have had 4 years of high school drafting and 4 years of math. At WITI I have a greater interest in residential design than in commercial. I have taken a course in basic solar design to help broaden my experience in energy. I am now an active member in WSA/AIA, Architectural Research Club, and I also have been an officer in NAHB. While attending school, I will work at a part-time job that I've had for the past four years.



Dawn Kuehn
Age 21

While working toward a degree in Architectural-Commercial Design, I have maintained a 3.66 g.p.a. and have been a member of WSA and NAHB as well. I'm seeking employment as a drafter with an architectural firm, but am open to other possibilities in either the residential or commercial area. I enjoy the satisfaction of knowing that I've done something to the best of my ability, and I'm looking forward to working. I'm also aware that graduation is not the end of my education, but rather a valuable foundation to build on.



Steven Ermer

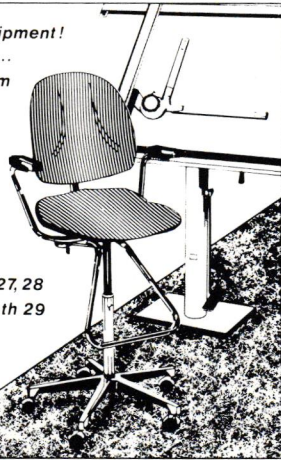
Prior to enrolling at WITI I had taken 3 years of drafting in high school. I also have a good solid background in industrial arts, algebra, geometry, and art at high school level. During my past two years at WITI my interest in math and structural properties has increased tremendously. I am an active member in WSA/AIA and NAHB. I have also taken specialized courses in basic solar design and basic computer math and have also attended a seminar on CAD, CAM computer systems. After graduation my goal is to gain employment in structural design with an eye toward advancement into structural engineering or to attend a nationally accredited engineering school.

The latest in furniture and drafting equipment!
Coming... The Tech Art System 2000...
A Graphic Arts Color Computer System

Supplies FOR THE Architect

See you in Lake Geneva on April 26, 27, 28
Booth 29

PALETTE SHOP INC
409 East Michigan Street
Milwaukee, WI 53202
(414) 272-3780
WATS Line 1-800-242-7245



*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

PACKAGE BOILER BURNER SERVICE CORP.

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.

5401 N Park Dr.
Butler, WI 53007

MILWAUKEE .. (414) 781-9620

MADISON (608) 249-6604

GREEN BAY (414) 494-3675

STEVENS POINT.. (715) 344-7310



twin city testing
and engineering laboratory, inc.

Since
1938

Twin City Testing and Engineering
Laboratory, Inc. is once again exhibiting at
the Wisconsin Society of Architects AIA con-
vention. You are personally invited to meet
with our representatives (**booth 78**) during
exhibit hours. We hope your 52nd annual
convention is a great success.

Services
Construction Materials
Geotechnical Engineering
Metallurgy
Nondestructive Testing

Offices in Appleton, Eau Claire, La Crosse, Wausau

Sun Power At The

University of Wisconsin

School of Veterinary Science

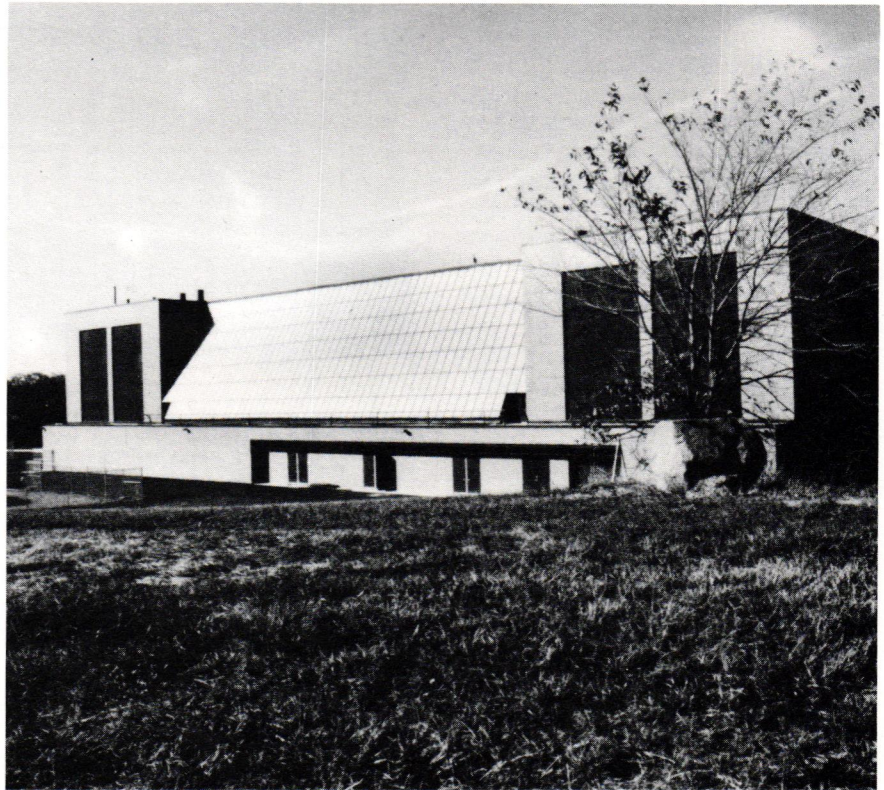
The largest solar system in Wisconsin and one of the largest in the United States is now in its final stages of completion at the new University of Wisconsin School of Veterinary Science in Madison. This modern multimillion dollar complex features a 6,662 square foot array of 360 collectors, 52 panels long by 7 panels high. The collectors face due south and are sloped at an angle of 60°.

These collectors will be providing an estimated 2,100 million Btu's per year, thereby saving substantial amounts of coal and natural gas. The solar panels are Suncell Model No. 601 collectors manufactured by Research Products Corporation, Madison. These same air-to-air collectors are used in installations throughout the world for residential, commercial and industrial applications.

This unique installation requires vast amounts of ventilation at the rate of 15 to 20 air changes per hour due to health regulations and animal odors. Therefore, none of the air can be recirculated. This installation will help condition fresh air for the animal holding pens. Whenever the outside temperature is below 55°F, the system will heat incoming air to 55°F or the desired delivery temperature. When the outside air is higher than 55°F, solar energy will be used to satisfy the reheat load.

Temperature and humidity requirements for the entire complex are rigid. Sensitive electronic equipment cannot function with humid or too dry air, which is also uncomfortable. Therefore, room air will be normally delivered at 50% relative humidity and temperatures in the 50-70°F range.

The ventilation and reheat loads for the complex are very high, meaning that even on the best solar energy collecting days, the 360 collectors will barely meet the entire load requirement. Therefore, wisconsin architect/march 1983



this also means that the building can be immediately put to use with available energy produced by the collectors, thereby eliminating the need for a storage system. This 100% usage of captured energy improves the economics of this system even greater than other conventional solar systems. Because air rather than liquid is circulated through the collectors, none of the problems associated with freezing, leakage, rust or corrosion are present.

The collectors can be roof mounted or mounted remotely and they are adaptable to new or existing buildings. With the addition of a rock storage area, ducts and auxiliary heating unit, Suncell is a complete system. It is capable of supplying up to 45-55% of residential heating needs and up to 75-80% of the service hot water requirements on an annual basis. In addition, it can provide process heat, space heating and service hot water for commercial and industrial applications.

Firm Profile:

Kahler • Slater • Torphy • Engberg

This year marks the 75th anniversary for one of Wisconsin's long standing architectural practices. Known today as Kahler • Slater • Torphy • Engberg, Inc., the firm has been responsible for more than 2,000 projects nationwide. The firm today is light years from the day in 1908 when Fitzhugh Scott Sr. left the Eschweiler firm to start his own business.

The Early Years

Scott's first commission was to remodel a second story flat in a dress shop for his aunt. Two years and 35 projects later, he was ready to take on his first large scale assignment, designing a mitten factory for Waldemar Helmholtz. Subsequent commissions became more diverse. Clients ranged from Milwaukee's St. Mark's Church in 1912, to the Milwaukee Gas and Coke Company in 1913; and, just six years after starting his firm, Scott completed project number 174 — an office addition for the Falk Company. That same year Scott also designed what would become the first of many health-care facilities, Milwaukee Infants' Hospital. This institution, better known today as Milwaukee Children's Hospital, has remained a client of the firm for more than 50 years.

During these early years Scott worked alone, with occasional drafting help and he derived most of his clients from social or community contacts. In fact, it was one of Scott's personal friendships that laid the groundwork for the firm's continued growth. It was 1917 when brothers Harry and Lynde Bradley called upon their good friend Fitzhugh Scott to remodel the second floor of a small, southside Milwaukee shop. The brothers were determined to build a new type of switch they had invented; however, no funds were available to pay an architect. So Scott made what most business managers would consider to be a very risky decision — he



Job number one

postponed his fee, based on his confidence in his friends' future. His judgement proved to be sound and profitable, for this friendship-turned-client-relationship grew to represent a continuous expansion program involving approximately three million square feet. The work continues today with new Allen-Bradley plants in Milwaukee and Oak Creek.

The Golden Years

Scott's excursions into the industrial sector did not prevent him from diversifying his practice. Throughout the 1920's the firm took on a variety of noteworthy projects including: The Milwaukee Country Club; the Tuberculosis Hospital on Milwaukee's Veterans Administration grounds; and, the Milwaukee Y.W.C.A. In the early '20's he formed an association with Charles Mayer and the firm was known as Scott and Mayer for several years thereafter.

Designing residences for friends and clients was common practice for established architectural firms

and Scott's was no exception. He was responsible for the Myron MacLaren House, (now the Kenwood Conference Center); The Schlesinger residence, (presently UW-Milwaukee's Marietta House); the Ogden; Brumder; Allis; Uihlein; Blatz; Kieckhafer; and, Pabst homes . . . just to name a few.

From Boom To Bust And Back

The opulence of the 1920's came to an abrupt halt in the decade which followed. The severe economic depression and spreading signs of a new war produced a state of inactivity. Large homes, office buildings, factories and major churches were no longer commissioned. Building virtually came to a halt. Scott was compelled to reduce his staff, and by the early 1940's employment was down to just Scott and his son, Fitzhugh, Jr. This would be the first, but not the last time that this architectural firm would survive the boom and bust cycles experienced in our economy.

Allen-Bradley started to expand again in 1945, and with the end of World War II, other peacetime construction ventures resumed. Fitzhugh Scott's firm began work for the Heil Company and designed the Milwaukee Blood Center. The firm also completed designs for the Milwaukee Boy's Club where father and son had both served as club presidents. The Kloppenburg firm worked in partnership with the Scott firm for a period in the 1950's.

Fitzhugh Scott Sr. died in 1957. He was working on the design of the Smith Wing of Milwaukee Children's Hospital at that time. Fitzhugh Scott Jr. assumed sole leadership of the Firm.

Our nation's education and health care systems experienced explosive growth during the 1950's and early '60's, and these buildings figured prominently on Scott's job list. Work included: remodeling for Milwaukee Psychiatric Hospital; a new library for the University of Wisconsin-Milwaukee; and, an award-winning laboratory for the Milwaukee School of Engineering. The firm also became immersed in a major recreational project.

One of Fitzhugh Scott Jr.'s life-long dreams was to design a ski resort community. An avid skier himself, Scott had visited many outstanding resorts in Europe. But it was while visiting his daughter in Colorado that Scott saw a skier's paradise — a treeless bowl nestled in the Rockies. Scott promptly became involved in the development of this area and began to transform his dream into reality. By 1960 he had opened an office in Colorado and became a major investor and master planner for a new ski resort area — now known as Vail.

As the 1960's progressed, several sweeping changes began to shape the firm's future. The Vail office closed in 1965, and the Milwaukee staff grew to 30. David Kahler, today's president, joined the practice, and Thomas Slater emerged to lead the Firm's institutional projects. About this same time the firm designed an award-winning field house and swimming pool for Whitefish Bay High School; Stage II of the UWM Library; and two more award-winners — the

wisconsin architect/march 1983



Schlesinger House, Milwaukee, 1911.

Undergraduate Library and Physics and Astronomy buildings on the UW-Madison campus.

During the early 1970's Kahler, Slater, and two other associates, Gordon Pierce and Thomas Briner, joined Fitzhugh Scott Jr. as partners. Vail began experiencing another building boom, and in 1973, the firm re-opened the Colorado office. Meanwhile, work in Milwaukee slackened considerably. A year later Briner and Pierce joined Scott in Colorado, and the Vail office subsequently became an independently-operated organization. As a result, in 1973 the Milwaukee firm was re-named Kahler, Slater and Scott; and David Torphy, the third of today's four partners, became business manager.

With a skeleton staff of 10, the partners relied heavily on their matching of complementary talents. David Kahler's design capabilities and Mac Slater's strength in technology and health care architecture proved to be a strong base for the firm's future growth. The new partners also had to learn to make presentations and sell their expertise to a different kind of client. The community and industrial leaders that had single-handedly passed work on to the Fitzhugh Scotts were now being re-

placed by boards and committees who conducted formal interviews to select their architects.

As concern for the quality of life and for the character of our cities began to grow, so too did the firm's involvement in urban design and community activities. Staff members began, and continue today, to lend their expertise to various community projects. Representatives of the firm have served as consultants on lakefront, river, business district and expressway commissions. They have also provided the leadership for several social service groups and educational governing boards.

During the decade of the '70's the firm was honored with 22 awards for design excellence. Notable among these are the nationally acclaimed addition to Milwaukee's lakefront Art Museum; the Schlitz Audubon Center, and a private residence in Palm Beach, Florida and the Nashotah House Seminary library addition.

Charles Engberg, the fourth partner, joined the firm in 1979 and became director of design, enhancing the firm's established position of leadership in architectural and urban design. Interior design has become an active segment of

the firm's comprehensive services, working on in-house architectural projects as well as commissions involving primarily interior design.

Seventy Five Years Later

Today, Fitzhugh Scott, Jr. is retired from the firm and resides in the community he helped create at Vail. In October, 1982, the firm announced its name change to Kahler • Slater • Torphy • Engberg, Inc. This reflects the current leadership of: David Kahler, president; Thomas Slater, vice president; David Torphy, secretary/treasurer; and, Charles Engberg, vice president.

Based by a staff of 20 (12 of whom are architects registered in Wisconsin and other states), the firm's current project list includes: Facilities for the Blood Center of Southeastern Wisconsin; design for an art museum at Marquette University; long-range planning and building design for Fort Atkinson Hospital and Mount Sinai Medical Center; plans for a national corporate headquarters; the adaptive reuse/restoration of the 1890 historic landmark German-English Academy



into prime office space; and, the re-building of Milwaukee's Lincoln Memorial Bridge.

Current office of Kahler • Slater • Torphy • Engberg.

In today's increasingly competitive market, the firm finds it important to use the energies and capabilities of its team in the most creative way possible to survive and grow toward a fruitful and productive future.

UW-Madison Helen White Library.





CAST ASIDE THE GALLEY SLAVE ROLE.

Tie into the Epicurean™, Kohler's food preparation center, and catch the latest in kitchen freedom.

Bring convenience on board. With the wooden drain deck, the hardwood cutting board and two basins — a scrubbing basin for the big jobs and a central disposal bay.

Run silent, run deep. The Epicurean is beautifully fashioned out of enduring, enameled cast iron. This minimizes disposal noise and vibration. The scrubbing basin plunges 9½ inches.

It's shown in Sequoia with Alterna faucet and optional sprayer. Other faucet and color combinations

are available.

The Epicurean from Kohler. It's a bold, beautiful way to cast aside the galley slave role.

See us for more information on this and all Kohler products for kitchen, bath and powder room.

THE BOLD LOOK
OF **KOHLER**

Copyright 1982. Kohler Co.

Oxboard.[®]

Everything it takes to replace plywood, and more.

Move over plywood—here comes Oxboard, with American Plywood Association Certification as a rated sheathing panel, designed for roofing, flooring and sidewall application.



Waferboard it is not!

Don't let Oxboard's appearance fool you—it's not a waferboard. It is Oriented Strand Board. It's made of long strands of wood oriented in five alternating layers perpendicular to each other (like plywood) and bonded with phenolic resin. Oxboard is a structural panel that's superior to waferboard in every way—in strength, stiffness, weight, and dimensional stability.

Stiff as a board, strong as an ox!

Oxboard carries the same spans by thickness as softwood plywood, and it is price competitive with plywood. There the resemblance ends. Oxboard has no core voids or knot-holes, and it does not delaminate or buckle. What's more, in roofing, Oxboard 7/16" panels span 24" on center without H clips—that means faster completion at a lower cost.



Oxboard is a proven product already accepted by the construction industry and in extensive use. Over 150 million square feet has been shipped since its introduction in 1981, and demand is growing.

COMPARATIVE SPANS¹

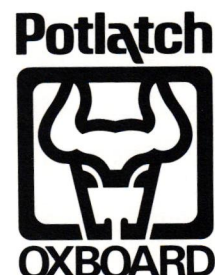
Sheathing Thickness		Oxboard and Plywood	Waferboard
3/8"	Sheathing—span index	24/0	NA
	Max. roof span/no clips	20	NA
7/16"	Sheathing—span index	24/16	24/0
	Max. roof span/no clips	24	16
1/2"	Sheathing—span index	32/16	24/16
	Max. roof span/no clips	28	24
5/8" ²	Sheathing—span index	40/20	NA
3/4" ²	Sheathing—span index	48/24	NA

1—Left-hand number is maximum recommended spacing of roof framing in inches. Right-hand number is maximum span between floor joists.

2—5/8" and 3/4" Oxboard panels are APA certified for Sturd-I-Floor applications with the same span ratings as plywood.

Fully Code approved for plywood replacement.

Oxboard is available with scuffed surface for roofing and sheathing, and sanded and tongue-and-grooved for Sturd-I-Floor applications. It's recognized by ICBO, BOCA, SBCC building codes, and is covered by HUD/FHA materials release #838. Further information is available from Potlatch Corporation, West 222 Mission, P.O. Box 5414, Spokane, WA 99205. 509/458-4500.

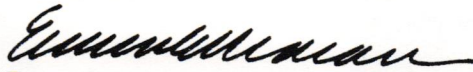


Dear Fellow Architects and Members of the Construction Industry:

The theme of the 1983 Wisconsin Society of Architects Convention is "Issues in Architecture: A Design Conference". It is the intention of the Convention Committee to create a forum which addresses some of the issues, problems and responsibilities confronting our profession in the 1980's. These issues include responsibility to energy conservation, to our urban environment, to the development of a vernacular architecture or regionalism, to historic preservation, to architectural education, to public involvement, to keeping up with technological advances and design styles, and to the constant dilemma of marketing our services without sacrificing professional ethics. The list is long . . . and undoubtedly not complete.

During the Convention we will deal with many of these issues, as we hear from architects who are recognized as having confronted and successfully dealt with some of these issues while maintaining design excellence. The speakers have demonstrated a commitment to the profession of architecture, and now we need your commitment . . . to come to the Convention and participate in this forum.

See you at the Americana Lake Geneva April 27, 28 and 29, 1983.



Emma E. Macari, AIA
1983 Convention Chairperson



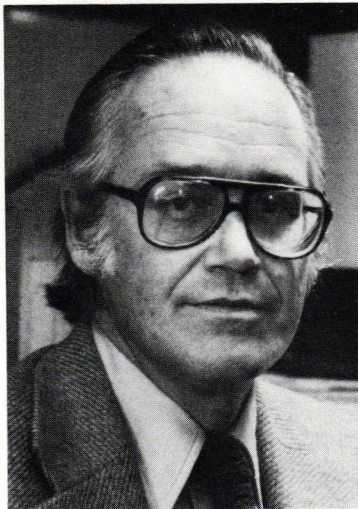
WSA-AIA 52nd ANNUAL CONVENTION

ISSUES IN ARCHITECTURE:

A DESIGN CONFERENCE

APRIL 27, 28, 29, 1983

AMERICANA LAKE GENEVA, WISCONSIN



JAQUELIN TAYLOR ROBERTSON, FAIA

KEYNOTE SPEAKER — "DESIGN AND THE ISSUES" — Jaquelin Taylor Robertson, FAIA

Jaquelin Taylor Robertson, FAIA, AICP, architect and urban planner, is currently Dean of the School of Architecture at the University of Virginia and a partner in the New York City based firm of Design Development Resources and its affiliate, Eisenman/Robertson Architects. He received both his B.A. and M.Arch. from Yale University and a B.A. from Oxford University. Mr. Robertson has had diverse professional experiences both in the public and private sector including participation in the planning and design of Shahestan Pahlapi, Tehran's new capitol center, teaching architecture both in the United States and abroad, service as a consultant to the Ford Foundation, authoring numerous articles on architecture and urban design, and serving as a New York City Planning Commissioner. He has received many design awards and his work has been widely published.

As the keynote speaker for this Convention which will focus on ISSUES IN ARCHITECTURE: A DESIGN CONFERENCE, Mr. Robertson will provide an overview pertaining to DESIGN AND THE ISSUES. His task will be to discuss design excellence and how it affects the issues confronting the profession of architecture.

WEDNESDAY, APRIL 27, 1983

2:00-3:30 P.M.



MALCOLM HOLZMAN, FAIA

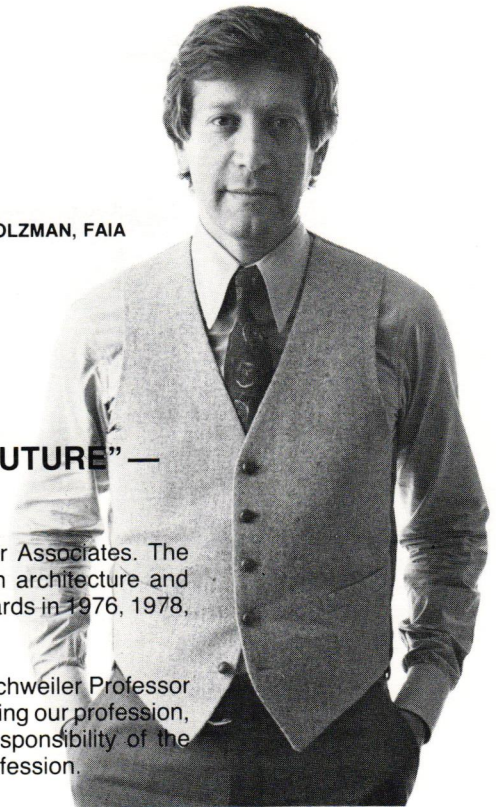
Closing Address, "ARCHITECTURE: PAST, PRESENT AND FUTURE" — Malcolm Holzman, FAIA

Mr. Holzman is a principal with the New York City firm of Hardy, Holzman, Pfeiffer Associates. The firm was established in 1967 and has received numerous awards for excellence in architecture and urban design from both civic and professional organizations, including AIA Honor Awards in 1976, 1978, 1979 and 1981. The firm received the AIA's Architectural Firm Award in 1981.

Mr. Holzman, a most articulate and provocative speaker, was the 1977-78 UW-M Eschweiler Professor of Architecture and Urban Design. He will close our conference by linking issues affecting our profession, with a special emphasis on the achievement of design excellence and on the responsibility of the architects towards architectural education and how it will affect the future of our profession.

FRIDAY, APRIL 29, 1983

2:30-3:30 P.M.



CONVENTION COMMITTEE:

Emma E. Macari, AIA, Chairperson
Patricia Frost
Andrew Boer

UWM-SARUP COORDINATOR
David Glasser, AIA

GRAPHICS
Hollie Schick, ASID

ART SHOW
Steve Harms, AIA

SPOUSES PROGRAMMING
Virginia Sample

EXHIBITOR LIAISON
Herman Bollig

VTAE COMPETITION COORDINATOR
Jim Schlueter, AIA

DOOR PRIZES
Horst Lobe, AIA

UWM DESIGN COMPETITION COORDINATOR
Helmut Seaman, AIA

HONOR AWARDS BANQUET — Robert Broshar, FAIA Speaker

The WSA annually sponsors an Honor Awards Program as a means of recognizing design excellence in Wisconsin. This banquet will focus on the owners, contractors and architects who have received Honor Awards as part of the 1983 jurying. Recognition will also be given to several individuals who have been awarded Citations For Distinguished Service by the WSA.

Robert Broshar, FAIA, 1983 president of the American Institute of Architects, will be our guest at this banquet and will speak on the topic of "Architecture as High Art". Mr. Broshar recognizes the intrinsic value of excellence in design and will discuss how this excellence provides the basis of the art of architecture.

WEDNESDAY, APRIL 27, 1983 7:30-9:30 P.M.



ROBERT BROSHAR, FAIA

DISCUSSION GROUP 1

Professor Mike Utzinger of the faculty at UW-M SARUP will lead a discussion on "SOLAR IN THE CITY". Active and passive solar are buzz words of both the profession and the public. How do they interact with the real world? This will be your opportunity to interact with fellow professionals on the realities of incorporating solar design into real life projects. What's cost effective? What materials make sense? Do zoning restrictions inhibit or encourage more efficient building massing for better energy performance? Let's talk about energy.

DISCUSSION GROUP 2

Professor Paul Sprague of the faculty of UW-M SARUP will lead a discussion on "PAST ARCHITECTURE IN THE PRESENT". This will be your opportunity to interact with your peers on the topic of historic significance in today's styles. How those design forms, styles and treatments are generating new forms and meanings. What value is there in restoring and preserving historic structures? Is there a "right" degree to limiting alterations of historic structures? Can new technology, construction and materials ever harmonize with old? These and other questions will be discussed. This is your opportunity to interact.

DISCUSSION GROUP 3

Lloyd Krueger, AIA, will discuss recent innovations in solar technology which provide cost effective answers to current solar energy applications in a discussion on "Solar Energy Tracking". Flat plates, solar tracking, and other active systems will be compared. What's cost effective? What works? What's practical? What can be repaired? Come . . . and discuss the options.



**THURSDAY, APRIL 28, 1983 10:30-11:30 A.M.
3:00-4:00 P.M.**

CEU CREDIT OFFERED

For the sixth year, the WSA will be awarding CEU credits for attendance at the seminars during the three days of the Convention. If you plan 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 seminars/class room attendance. CEU registration forms will be available at the Convention.

wisconsin architect/march 1983

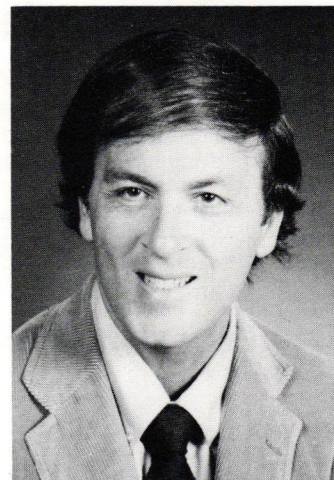
DISCOUNT FOR EARLY REGISTRATION

The Convention Committee has made every effort to keep costs down at Convention events as a method of encouraging registrations and participation. You should take advantage of the SPECIAL DISCOUNT FOR EARLY REGISTRATION. Please note on the registration form the dollars saved by submitting your registrations prior to April 20.

REGIONALISM IN THE UNITED STATES — Robert Campbell

Mr. Campbell is the principal of the firm of Robert C. Campbell, Architect, of Cambridge, Massachusetts and was previously an associate in the Massachusetts firm of Sert, Jackson & Assocs. His work includes residential, commercial, and renovation. He is a graduate from Harvard Graduate School of Design, and has actively jurored in various local and regional honor awards competitions. He has lectured and taught throughout New England, as well as had articles published nationally, including the article "Five Maxims on Energy and the Design Response" published in the 1/82 issue of the AIA Journal. His clients include the American Academy of Arts and Sciences, Whitehead Institute for Bio-Medical Research and Steve's Ice Cream.

Mr. Campbell will speak on "REGIONALISM IN THE UNITED STATES". Is there a logic in applying regional design in this new technological age? What are the inherent energy efficiencies in regional design? To what extent are U.S. architects continuing the concern with site-specific architecture that seem to be growing out of the energy consciousness of the last several years? These and other questions will be addressed by Mr. Campbell.



ROBERT CAMPBELL

THURSDAY, APRIL 28, 1983 1:30-3:00 P.M.



SARAH HARKNESS, FAIA

DESIGN AND ENERGY — Sarah Harkness, FAIA

Sarah Harkness is vice president and a principal with The Architects Collaborative of Cambridge, Massachusetts. She received her Master of Architecture from Smith College Graduate School of Architecture and Landscape Architecture. She is a noted teacher, lecturer, juror and author.

Ms. Harkness will speak on the issue of DESIGN AND ENERGY, a subject she has been studying and promoting in recent years. In this era of conservation, energy concerns and requirements can have substantial impact on the architect's responsibilities and duties. Ms. Harkness will discuss how energy conservation can be successfully resolved without compromising design excellence. She will address a wide range of topics dealing with design and energy as it relates to preservation of the environment (and self preservation) as well as where we may be going in design.

THURSDAY, APRIL 28, 1983 9:00-10:30 A.M.

DISCUSSION GROUP 4

Professor Robert Greenstreet with the faculty at UW-M SARUP will lead a discussion on "ARCHITECTURE IS A BUSINESS". This will be a forum in which you can examine with your peers the financial, legal, and practical realities of the practice of architecture. How has the art of architecture had to change, given the pressures and realities rising through the law, finance, public bodies, etc.?

DISCUSSION GROUP 5

The second discussion group will be coordinated by Professor Anthony Schnarsky with the faculty at UW-M SARUP and will key into "NEW TOOLS OF THE TRADE". In follow-up to the morning seminars, this will be your opportunity for peer interaction on computers. What is the reality and impact of the computer? How can the new technology be used with losing the art of architecture? Let's talk about the alternatives to the pencil.

FRIDAY, APRIL 29, 1983 1:30-2:30 P.M.

CONVENTION AVAILABLE TO ALL OF YOUR STAFF

This year's registration again allows non-member guests to attend the Convention. The importance of the seminar topics and the variety of exhibits in the exhibition area are relevant to every person in your firm, so plan for them to attend the WSA Convention. Registration is offered for one, two or all three days, and exhibits will be available each day in addition to the seminars, meetings, and various social events.

THE DESIGN PROCESS — Hervin A. R. Romney, AIA

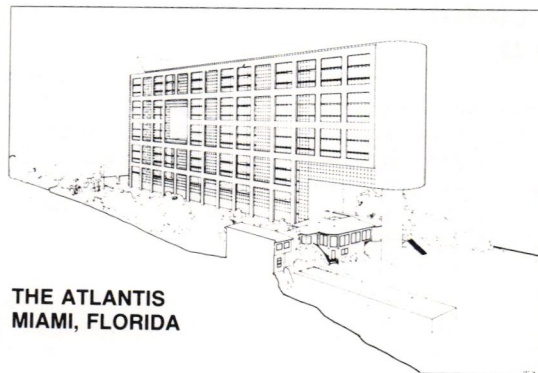
Mr. Romney is the president of Arquitectonica, a young firm (median age of its three partners is 33) with offices in Coral Gables, Florida and Houston, Texas. Mr. Romney received his Masters Degree from the Yale School of Architecture after having spent two years in Paris with Andrault-Parat Architects who received first prize design in the 1970 European International Housing Competition. Arquitectonica's designs have won national recognition including PROGRESSIVE ARCHITECTURE DESIGN AWARDS AND CITATIONS IN 1975, 1978 and 1980. In addition, their firm's work has been published in numerous national and international publications.

Mr. Romney will speak on "THE DESIGN PROCESS". He will share with us his firm's design approach which has been referred to as "... inventive and infuriating, provocative and provoking, experimental, exciting ..." In this era of computer technology, their projects still imply romance and fantasy while at the same time embracing a "high-tech" style.



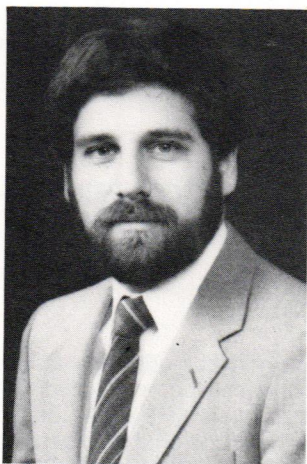
HERVIN ROMNEY, AIA

FRIDAY, APRIL 29, 1983 10:15-11:30 A.M.



THE ATLANTIS
MIAMI, FLORIDA

COMPUTERS: THEIR AFFECT ON DESIGN AND MARKETING — David Wolfberg, AIA



DAVID WOLFBERG, AIA

Mr. Wolfberg began his professional career with Kevin, Roche, John Dinkeloo & Associates, as a design architect on major projects including the 50 million dollar expansion for the Metropolitan Museum of Art and the 400 million United Nations Plaza Hotel and Office Complex. Mr. Wolfberg, who received his B.Arch. from Ohio State University, is currently Chief Executive Officer of Wolfberg/Alvarez/Taracido and Associates, one of the fastest growing A/E firms in the United States with offices in Florida, Washington, D.C. and Los Angeles. He has been responsible for the design of projects of varying scope and complexity which have been acknowledged in various national periodicals. His firm currently has several computer graphic systems and is performing increasing amounts of analysis, design and drafting on these systems.

Mr. Wolfberg will discuss his firm's design and marketing philosophy and detail information on how computers affect that philosophy. He will also track the success of his firm's growth as it has benefitted from their utilization of computers. Here's your opportunity to gain first hand experience on the impact of computer aided design in architecture.

FRIDAY, APRIL 29, 1983 9:00-10:15 A.M.

LODGING INFORMATION

A block of rooms has been reserved at the Americana Lake Geneva, Lake Geneva, Wisconsin. Exhibitors and registrants participating in the WSA's 52nd Annual Convention will be able to obtain rooms (single or double occupancy) for \$45 per night. These rooms normally rent for \$75 per night. Reservation forms for rooms are available through the WSA office.

wisconsin architect/march 1983

MESSAGE CENTER

There will be a Message Center at the Convention where you can be contacted. Calls should be placed to the Wisconsin Society of Architects Convention (414) 248-8811 and the caller should ask for the WSA Message Center.

**WISCONSIN ARCHITECTS FOUNDATION
ANNUAL MEETING AND RECEPTION
APRIL 27 11:00-11:45 A.M.**

The Wisconsin Architects Foundation (WAF) is completing its 28th year of contributing to the educational development of architecture in Wisconsin. During these 28 years the WAF has dispersed more than \$75,000 in scholarships, as well as building its endowment fund to in excess of \$50,000.

The Board of Directors of the WAF invites all Convention registrants to be their guests for a brief report, wine and hors d'oeuvres immediately preceding the WSA Annual Meeting.

**WSA ANNUAL MEETING AND LUNCH
APRIL 27 11:45 A.M. - 1:55 P.M.**

Join WSA President, Glenn Johnson, WSA Executive Director, Eric Englund, and the WSA Board of Directors for lunch and the opportunity to hear and discuss important issues facing the profession. This is your chance to talk about the issues and to hear brief reports on the programs and the financial status of the WSA. Members and non-members are encouraged to come and to participate. You are encouraged to ask questions in an open and free wheeling forum which is being planned to provide members with the opportunity to feed back their thoughts, comments, and observations regarding WSA operations. Lunch is on the WSA... come and talk.

**EXHIBITS OPEN —
CONSTRUCTION INDUSTRY RECEPTION AND
OPEN HOUSE PARTY
APRIL 27 3:30-7:30 P.M.**

Come to the largest "hospitality suite" ever to hit Lake Geneva. This hospitality suite will be in the exhibit hall and will feature 98 exhibits of construction related materials, services, furniture and equipment. There is no registration fee for this event. Invitations have been sent to contractors, subcontractors, interior designers, landscape architects, urban planners and others interested in the design and construction industry. Bring your spouse. Invite your co-workers, consultants, industry friends, or clients. This is an excellent opportunity to update your knowledge on current construction services and materials while you're having a good time. Free beer and pretzels, with cash bars.

**PROGRESSIVE ARCHITECTURE EVENING
APRIL 28 5:30 P.M. - ???**

A night which should be fun for all of us. Guaranteed to have something for everyone... cocktails, hors d'oeuvres, games, dinner, dancing, you name it.

Start with the PROGRESSIVE ARCHITECTURE COCKTAIL PARTY. This is your opportunity to visit with architects and exhibitors in the most informal of settings... a progressive cocktail party. The cornerstone of this party will be oysters and champagne in the master suite of the Americana Lake Geneva (used to be called the Hugh Hefner suite). No, there won't be any bunnies... Other stops in this progressive party will be for wine and stuffed tomatoes. Then on to drinks and smoked fish, or how about a stop for paté or shrimp quiche? There are only a limited number of tickets for this event which will be from 5:30 to 7:30 P.M.

After you've spent some time on the cocktail circuit, how about participating in the MS. PAC MAN TOURNAMENT. If you've been bitten by the computer game bug... here's your chance to show your stuff. If you haven't... here's your chance to break the ice. Bring your own quarters to the game room at the Americana at 7:30 P.M. when the fun begins. Prizes will be awarded to the top three contestants.

And at 8:00 P.M. ... relax. Enjoy dinner with friends and companions. Dinner will be on your own. Dine elegantly in the Americana Steakhouse with the evening's entertainment provided by Spell Bound who will provide both dinner music and after dinner dancing. Dinner will be served until 10:00 P.M. ... but you should make reservations. For more casual fare, try The Americana's Sidewalk Cafe or Annie's. After dinner there will be dancing in the Disco. For the more adventuresome, there are numerous fine restaurants within easy driving distance of The Americana.

**EXHIBITOR MEETING AND DISCUSSION —
PROFILE OF AN EFFECTIVE BUILDING
PRODUCTS SALES PERSON
APRIL 27 2:30-3:30 P.M.**

Exhibitors only will meet in the exhibit hall one hour before the grand opening for the purposes of becoming acquainted with the WSA Convention Committee and the rules of the WSA Convention. Additionally, an architect will provide some brief comment on the "PROFILE OF AN EFFECTIVE BUILDING PRODUCT SALES PERSON". The WSA will provide soft drinks.

UW-M SARUP DESIGN COMPETITION

The WSA has challenged the students at UW-M School of Architecture and Urban Planning to provide a design solution for an exterior welcome to the 1983 WSA Convention. The WSA Convention Committee determined that since the theme of the Conference is a celebration of design excellence that such excellence should begin at the front door of the Convention.

Come to the Convention and see how the next generation of architects have responded to this challenge.

DRAFTING COMPETITION

The WSA is sponsoring a drafting competition, open to students enrolled in architectural or civil drafting courses in the Wisconsin Vocational Technical and Adult Education System. Jim Schlueter, AIA, is coordinating this event. Winners will be announced and entries will be displayed at the 1983 WSA Convention.

EXHIBITS OPEN — WALKING LUNCH
APRIL 28 & 29 11:30 A.M. - 1:30 P.M.

Interact with 98 exhibitors of construction related services, equipment, and furniture. Enjoy a walking lunch (included in registration fee) as you stroll through the exhibit hall. Door prizes, 1983 Honor Awards Display, WSA Art Show, VTAE Student Drafting Competition Display and UWM Student Design Competition are all included in this event.

**UNIVERSITY OF WISCONSIN — MILWAUKEE,
SCHOOL OF ARCHITECTURE AND URBAN
PLANNING DISCUSSION GROUP**
APRIL 29 3:30-4:30 P.M.

This is your opportunity to find out what's happening at Wisconsin's School of Architecture. Faculty from UW-M SARUP will be present to describe current activities and to receive your comments, feedback and suggestions. This will be an open discussion, with beer and pretzels provided.

**WISCONSIN ARCHITECT MAGAZINE
TOWN MEETING**
APRIL 28 8:00-9:00 A.M.

The Editorial Board of the WISCONSIN ARCHITECT is interested in meeting with you to talk about your magazine. Where is it going? What should it be accomplishing? What changes are appropriate? How do you get your project published? This is your opportunity to affect long range planning for the WISCONSIN ARCHITECT.

WSA ANNUAL FUN RUN
APRIL 28 7:30 A.M.

Here's your opportunity to run (walk or creep) over a 1, 3 or 5 mile course. You don't even have to be the first one across the finish line to win . . . all you have to do is predict your time and then come closest to that time. And prizes . . . we've got prizes. In addition to fame, fortune and your picture in the WISCONSIN ARCHITECT, the winner will receive a prize. Shower facilities will be available at the conclusion of the race.

SPOUSES PROGRAM

AEROBIC EXERCISE
APRIL 27 2:00-3:30 P.M.

The Americana's Health Fitness Center will host an aerobic exercise period for spouses. The Americana's sauna, steam room, whirlpool, and shower facilities will be available to participating spouses. Shaping up can be fun . . . and this aerobic exercise period will be fun. Bring your own exercise attire . . . but not your towel, they will be supplied.

ANTIQUING IN RICHMOND
APRIL 28 10:00 A.M. - 2:00 P.M.

Richmond, Illinois is only a short drive from The Americana and contains many antique stores and dining establishments. Spend a part of the day in Richmond looking at antiques and having lunch. Transportation to be provided.



**IS YOUR MONEY
WORKING AS HARD
AS YOU ARE?**

APRIL 29 10:15-11:30 A.M. **SUSAN LUBAR**

Susan Lubar is an account executive with Smith Barney, Harris Upham and Company in their Madison office. This seminar is designed as an introduction to strategic planning approaches — and important "tools" — that can prove helpful in teaching you how to manage your personal financial assets more effectively and profitably.

ART SHOW

The WSA will sponsor its Third Annual Architect Art Show as part of the 52nd Annual Convention. Specifications for submission are open to any two dimensional or three dimensional art, and any media, such as photography, water color, oil, pen and ink, charcoal, pencil, wood, metal, ceramic, etc. If you are interested in participating, contact the WSA office. If you are interested in observing (critiquing) the art of your peers, come to the Convention.

wisconsin architect/march 1983

SPOUSES FREE REGISTRATION

In an attempt to keep convention costs low, the spouses of individuals registered for the Convention will be offered free registration. Spouses will only be responsible for the cost functions and have the option of attending the spouses activities or buying walking lunch tickets. Spouses may attend all seminars and exhibits of the Convention free of charge, but must attain registration badges at the registration desk.

CONVENTION SCHEDULE**SPECIAL EVENTS****SPOUSES PROGRAM****WEDNESDAY,
APRIL 27**

11:00 A.M. — Registration Opens
 11:00 A.M. - 11:45 A.M. — Wisconsin Architects Foundation Reception and Meeting
 11:45 A.M. - 1:55 P.M. — WSA Lunch and Annual Meeting
 2:00 P.M. - 3:30 P.M. — Keynote Speaker — Jaquelin Taylor Robertson, FAIA
 3:30 P.M. - 7:30 P.M. — Exhibits Open — Construction Industry Reception
 7:30 P.M. - 9:30 P.M. — Honor Awards Banquet — Robert Broshar, FAIA, Speaker

11:00 A.M. - 11:45 A.M. — Wisconsin Architects Foundation Reception and Annual Meeting
 11:45 A.M. - 1:55 P.M. — WSA Annual Meeting and Lunch
 2:30 P.M. - 3:30 P.M. — Exhibitor Meeting and Discussion
 3:30 P.M. - 7:30 P.M. — Exhibits Open — Construction Industry Reception
 7:30 P.M. - 9:30 P.M. — Honor Awards Banquet — Robert Broshar, FAIA

2:00 P.M. - 3:30 P.M. — Aerobic Exercises

**THURSDAY,
APRIL 28, 1983**

9:00 A.M. - 10:30 A.M. — Seminar — Sarah Harkness, FAIA
 10:30 A.M. - 11:30 A.M. — Discussion Groups
 Past Architecture and the Present
 Solar in the City
 Solar Energy: Tracking
 11:30 A.M. - 1:30 P.M. — Exhibits Open — Walking Lunch
 1:30 P.M. - 3:00 P.M. — Seminar — Robert Campbell
 3:00 P.M. - 4:00 P.M. — Discussion (Repeat From Morning)
 4:00 P.M. - 5:30 P.M. — Exhibits Open

7:30 A.M. — Fun Run
 8:00 A.M. - 9:00 A.M. — WISCONSIN ARCHITECT Magazine Town Meeting
 11:30 A.M. - 1:30 P.M. — Exhibits Open — Walking Lunch
 4:00 P.M. - 5:30 P.M. — Exhibits Open
 5:30 P.M. - 7:30 P.M. — Progressive Architecture Cocktail Party
 7:30 P.M. - 8:00 P.M. — Ms. Pac Man Tournament
 8:00 P.M. - ?? — Dinner/Show

10:00 A.M. - 2:00 P.M. — Antiquing In Richmond, Richmond, Wisconsin

**FRIDAY,
APRIL 29, 1983**

9:00 A.M. - 10:15 A.M. — Seminar — David A. Wolfberg, AIA
 10:15 A.M. - 11:30 A.M. — Seminar — Hervin A. R. Romney, AIA
 11:30 A.M. - 1:30 P.M. — Exhibits Open — Walking Lunch
 1:30 P.M. - 2:30 P.M. — Discussion
 — Architecture as a Business
 — New Tools in the Trade
 2:30 P.M. - 3:30 P.M. — Closing Address — Malcolm Holzman, FAIA
 3:30 P.M. - 4:30 P.M. — UW-M School of Architecture Rap Session

11:30 A.M. - 1:30 P.M. — Exhibits Open — Walking Lunch

10:15 A.M. - 11:30 A.M. — Is Your Money Working As Hard As You Are?



1983 Exhibitors

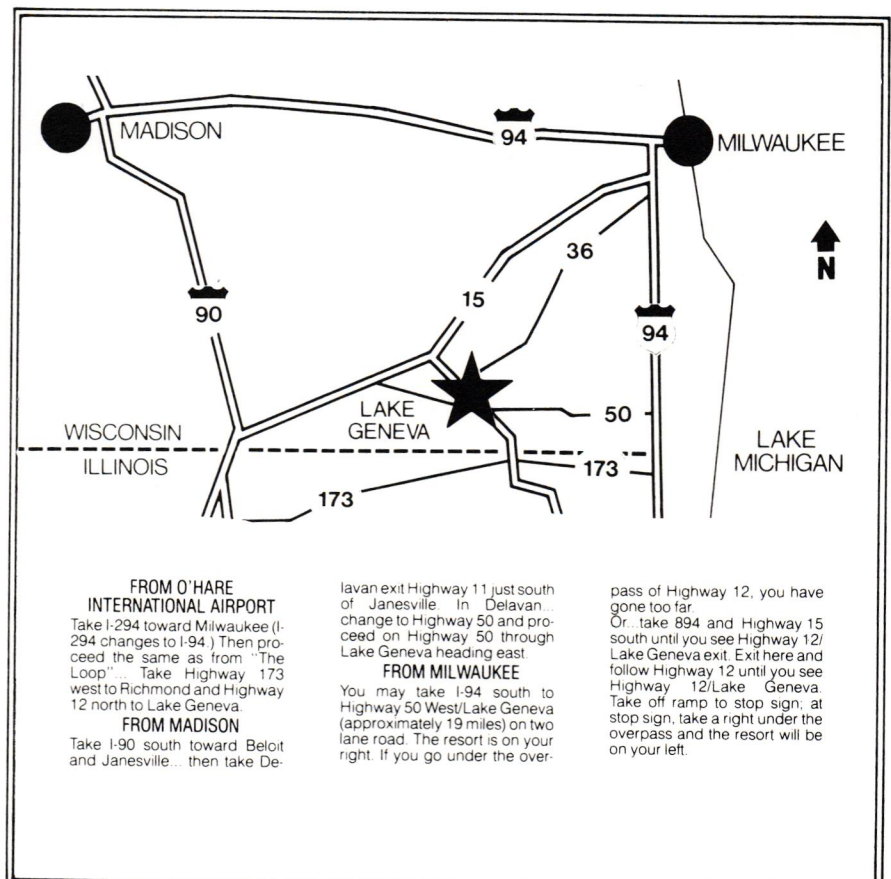
For the eighth consecutive year, all exhibitors' booths have been sold for the WSA's annual Convention. The WSA wants to show off this year the 96 product exhibits that will be on display in the exhibit hall at The Americana Lake Geneva. Registration fees for the Construction Industry Reception and Cocktail Party, to be held in the exhibit hall Wednesday, April 27, 3:30 P.M. - 7:30 P.M., will be waived. Invite your planning commission, school board members, aldermen, church building committee, library board, neighborhood merchants, government leaders, contractors, engineers, girlfriends or boyfriends and other professional associates and construction key members. Show them another aspect of the architectural profession. Let them absorb the range of products needed for their project. Exhibitors at the 1983 Convention include:

ADT SECURITY SYSTEMS
ADVANCED PLASTIC AND GLASS
A/E GRAPHICS INC.
ALPANA ALUMINUM PRODUCTS,
INC.
ANDERSEN WINDOW WALLS
ARCHITECTURAL WOODWORK
INSTITUTE
ARMCO BUILDING SYSTEMS
BARCOL OVERDOOR COMPANY,
INC.
BEST BLOCK COMPANY
BUBLITZ, INC. - SUBSIDIARY -
F. HURLBUT COMPANY
JOHN BUHLER CO., INC.
BUILDING SERVICE, INC.
CARDINAL IG
CHAMPION COMPANIES OF
WISCONSIN
THE CHENEY COMPANY
CHILD CREST DISTRIBUTING, INC.
CHROMA COPY
COLD SPRING GRANITE CO.
COOLIDGE GLASS CO.
COOPER STAIR CO.
CORNELL IRON WORKS, INC.
DERSE TECHNICAL SIGNAGE
DESERT AIRE CORPORATION
DONOVAN FLOORS, INC.
DOR-O-MATIC OF WISCONSIN, INC.
EARTH ARTS, INC.
EDWARDS SALES
EFCO CORP.
ENGSTROM SALES CO., INC.
FABCON, INCORPORATED
DAVID FOGELSTROM &
ASSOCIATES, INC.
FORMICA CORPORATION
GEIS BUILDING PRODUCTS
GRAHAM ARCHITECTURAL
PRODUCTS CORP.

HALQUIST STONE COMPANY, INC.
THE HARTLAND CORPORATION
HAYFIELD WINDOW & DOOR CO.
IDEAL DOOR COMPANY
JAECKLE WHOLESALE, INC.
JAHN & SONS, INC.
JONES & BROWN COMPANY, INC.
THE JULIEN SHADE SHOP, INC.
KAWNEER COMPANY, INC.
KLEIN-DICKERT CO., INC.
LORD & BURNHAM
LUDOWICI-CELADON COMPANY
MARVIN WINDOWS
MASONRY INSTITUTE OF
WISCONSIN, INC.
MID-CONTINENT CABINETRY
MIDLAND BRICK COMPANY
MID WEST PLASTICS, INC.
MILWAUKEE INSULATION CO.
MINNESOTA DIVERSIFIED
PRODUCTS, INC.
MODULEX, INC.
MODU-LINE WINDOWS
NORTHWESTERN ELEVATOR CO.,
INC.
OTIS ELEVATOR COMPANY
PALETTE SHOP, INC.
PIONEER PLASTICS
POBLOCKI & SONS CO.
PREFINISHED WOOD PRODUCTS, INC.

PROFESSIONAL COLOR SERVICE,
INC.
THE RADFORD COMPANY
REPUBLIC DAU PAINT &
WALLPAPER
SLIMFOLD MANUFACTURING CO.,
INC.

SMITH & SMITH, INC.
SNOW LARSON, INC.
SPANCRETE INDUSTRIES, INC.
S & S SALES CORPORATION
TAMMS INDUSTRIES CO.
THORO SYSTEMS PRODUCTS
TREMCO, INC.
TWIN CITY TESTING
VANDE HEY'S TILE CO., INC.
VER HALEN, INC.
WARZYN ENGINEERING
WAYNE-DALTON CORP.
WEST TWIN DISTRIBUTING/
NEVAMAR CORP.
WILSONART
WISCONSIN AUTOMATIC DOOR
WISCONSIN FACE BRICK & SUPPLY
CORP.
WISCONSIN GAS CO.
WISCONSIN OFFICE SYSTEMS, INC.
WISCONSIN TELEPHONE
WISCONSIN WIRE & STEEL, INC.
WOOD LAM
ZENITH PRODUCTS COMPANY



On The Boards

ARCHITECTS:

BHS Architects, Inc.
Milwaukee, Wisconsin

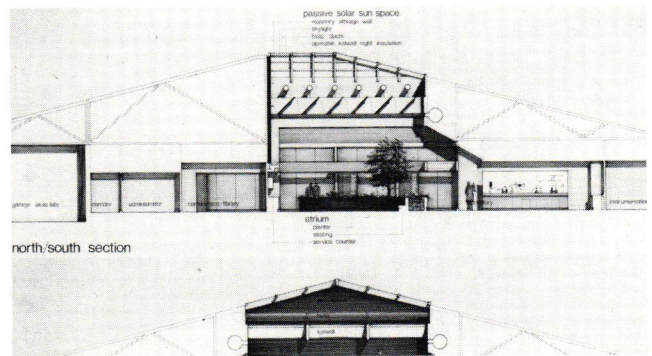
PROJECT:

Southeast Regional
Crime Laboratory
Milwaukee, Wisconsin

DESCRIPTION:

Originally an abandoned grocery store, the renovation and expansion of this building will create a secure, yet visually exciting interior environment.

On the interior, an atrium with pivoting night insulation and masonry storage wall provide a controlled passive solar sun space. In addition, the HVAC system utilizes an ice making machine and storage pond for summer cooling.



ARCHITECTS:

Donohue, Engineers &
Architects
Sheboygan, Wisconsin

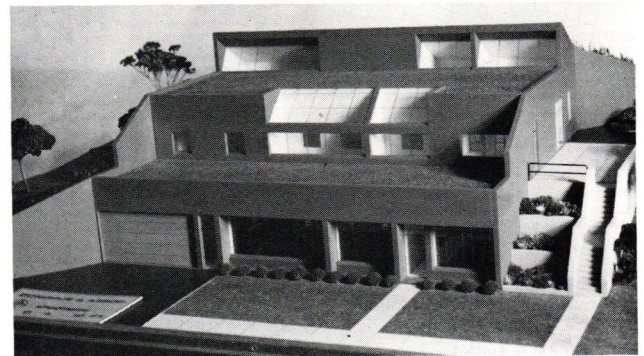
OWNER:

City of Mayville, Wisconsin

DESCRIPTION:

Earth sheltering and passive solar heating are the prominent features of an energy-efficient administration building designed for Mayville, Wisconsin.

Berms and terraces surround the two-level building which utilizes an earth-covered roof system over concrete walls, floors, and interior partitions of concrete masonry. Direct heat storage is achieved through quarry tile, plaster over concrete, concrete block, exposed concrete, water tubes, and a trombe wall. Upper level clerestory windows provide an additional daylighting benefit.



LANDSCAPE ARCHITECT:

The Sanborn Group, Inc.
Madison, Wisconsin

PROJECT:

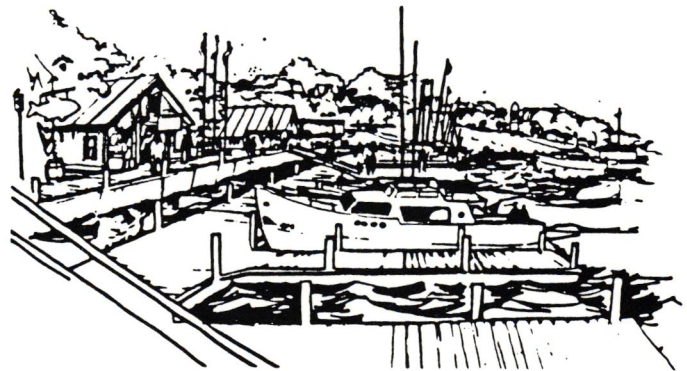
Sheboygan Riverfront Revival
Sheboygan, Wisconsin

DESCRIPTION:

Preparation of Design Implementation Drawings and Construction Documents for a public waterfront development that will include a steeply sloping ten acre waterfront park, a newly developed commercial zone comprised of rehabilitated fish shanties and a connecting river wall system and marina.

The work of this project will include the development of a curvilinear river overlook structure with stepped balconies, a hilltop shelter and a comfort station with the riverfront park.

Additionally the work will also include the development of intensive landscaped areas, floatation dockage, a boardwalk, canopied walkways, roadway and parking, seawall construction, lighting, seating, signage and graphics.



ARCHITECTS:

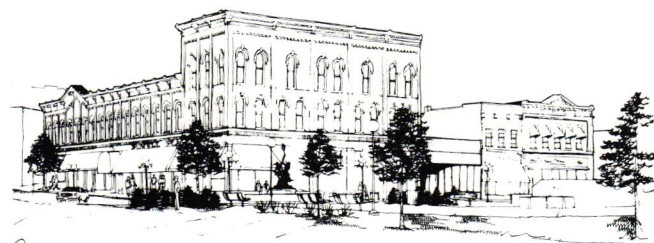
VJ Schute Associates
LaCrosse, Wisconsin

PROJECT:

Powell Place
Shopping Mall and Offices
LaCrosse, Wisconsin

DESCRIPTION:

The renovation plans are presently being completed for the 1876 Healey's Block in downtown LaCrosse. The building



complex, renamed Powell Place, will contain specialty

retail shops and restaurants organized around an

interior mall on the first floor, and office space on the second and third floors. The exterior of the building will be restored to its original character, while the interior will be completely rehabilitated to accommodate the projected uses. A small single story addition will be added to the south end of the building complimenting the original architectural detailing and incorporating a new mall entrance and cafe.

wisconsin architect/march 1983

Society News

ESCHWEILER BECOMES EMERITUS MEMBER



Tom
Eschweiler

Thomas L. Eschweiler, AIA, has been designated an Emeritus Member by both the Wisconsin Society of Architects and the American Institute of Architects. Mr. Eschweiler was previously the head of the Construction Division of Milwaukee Public Schools, coordinating a 100 million dollar expansion and replacement program. Prior to working with Milwaukee Public Schools, Mr. Eschweiler was associated with the Milwaukee architectural firm of Herbst, Jacoby, and Herbst, Inc. Previously he was associated with his family's architectural firm founded by his grandfather, which designed many Milwaukee landmarks.

Tom is a past vice president of the WSA and vice-president and secretary/treasurer of the Southeast Chapter of the WSA, as well as having been active with the Wisconsin Architects Foundation, and the founder of the idea of the Wisconsin Architectural Archives.

MARKETING ARCHITECTURAL SERVICES FOR HEALTH CARE

This booklet contains materials presented in 1980 and 1981 at three conferences on marketing architectural services for health care. It includes a Foreword by Weld Coxe. Mr. Coxe calls the report "A valuable contribution to the literature on the marketing of architectural services."

All successful marketing plans have one thing in common: A developmental process in which the key elements of the business equation—the firm, its marketplace, its clients—become the subjects of solid, unbiased research. This report gives you the tools to develop the plan.

This 90 page publication is available for your review through the WSA library. It can also be ordered through the WSA (\$7.25 - members; \$9.00 - non-members). To order call Karen or Sandra at the WSA office (Document number 4N303).

PEOPLE AND PLACES

LARRY KASSENS, AIA MOVED AGAIN! His new office is in Delafield, Wisconsin. Larry can be reached at 416 GENESEE STREET, P.O. BOX 235 DELAFIELD, WI 53018. His telephone number is (414) 646-3233.

OSEN SCHROEDER PARTNERSHIP have changed their firm name. It is now OSP ARCHITECTS. Their address is 105 Washington, Suite 116, Oshkosh, WI 54901. Their phone number is (414) 231-6868.

PFALLER HERBST ASSOCIATES, INC. AND HSR ASSOCIATES, INC. have formed a new energy team. THE PFALLER HERBST/HSR ENERGY GROUP was established to assist building owners face the energy emergency.

The mechanical construction firm, AZCO DOWNEY INC., has been acquired by a group of its key employees. Principal interests in Downey Inc., the company's new name, are held by Kenneth M. Coffman, the firm's President and Gregory M. Coffman, Executive Vice President. All interests in Downey Inc. will be held by continuing key employees.

THE DURRANT GROUP INC. has moved its Wisconsin office to 2445 Darwin Road at International Lane, Madison. Their phone is (608) 241-3340.

INTERNATIONAL
COMPETITION
TO
DESIGN
GATEWAY
ARCH

An international competition for the design of a Gateway Arch for the 1984 Summer Olympics in Los Angeles has been announced by the American Institute of Architects' Los Angeles Chapter.

Open to all, the competition is scheduled to start this fall. First prize is \$1,000, second prize is \$500 and third prize is \$250.

Winning entries will be exhibited during the 1984 Summer Olympics in a prominent location and will receive international publicity. The first place design will be constructed of light-weight materials.

For an entry form and detailed information on competition rules, the program, drawing size requirements and entry dates, send a \$25 check or money order only to LA/AIA, 8687 Melrose Ave., Los Angeles, CA 90069. Indicate "Olympic Gateway Competition" on the check.

The competition will begin upon receipt of the first 100 entries and will close on July 4, 1983.

PLAN
DEPOSIT
SYSTEM

The Board of Directors of the Wisconsin Society of Architects has recently endorsed a plan deposit program for a number of Milwaukee area contractor associations including Master Builders Association of Wisconsin, Mason Contractors Association of Milwaukee, Associated Public Works Contractors, and Wisconsin Insulation Contractors Association. As with other plan deposit systems endorsed by WSA the sponsoring contractor association will maintain liability for unreturned plans. For more information, contact the individual contractor organization supporting the plan deposit program.

THE
FOUNTAIN
OF
INFORMATION

To find the pressure in pounds per square inch of column of water, multiply the height of the column in feet by .434.

MEMBERSHIP
ACTIONS

STEWART, CELESTE A., was approved for Associate Membership in the Southwest Wisconsin Chapter.

NORRIS, JAMES S., was approved for AIA Membership in the Southwest Wisconsin Chapter. This was an upgrade from Associate Membership.

WELLS, EUGENE A., was approved for Associate Membership in the Southwest Wisconsin Chapter.

TORKE, THOMAS S. was approved for AIA Membership in the Southeast Wisconsin Chapter.

EGGERT, GENE, was approved for Associate Membership in the Southeast Wisconsin Chapter.

MORIN, DANIEL J., was approved for Student Membership in the Northwest Wisconsin Chapter.

DAVIS, GARY D., was approved for AIA Membership in the Northwest Wisconsin Chapter.

SEYMOUR, ERNEST R., was approved for AIA Membership in the Northwest Wisconsin Chapter.

SEYMOUR, JOSEPH E., was approved for AIA Membership in the Northwest Wisconsin Chapter.

SASS, GILBERT J., was approved for AIA Membership in the Southeast Wisconsin Chapter.

SPINTI, FRED C., Was approved for AIA Membership in the Southeast Wisconsin Chapter.

WALTER, RICHARD H., was approved for Prof. Affiliate in the Southeast Wisconsin Chapter.

GNANT, ERICH, was approved for AIA Membership in the Southeast Wisconsin Chapter.

ENERGY
ANYONE?

As you probably are aware the AIA has developed a comprehensive "Energy in Architecture" workshop series. Over 3,000 architects have participated in this series during 1981 and 1982. More workshops are planned for 1983.

These workshops have been highly complimented by architects from throughout the country who have participated.

The WSA has sponsored several of these workshops in the past, and is interested in knowing whether or not any of its members want additional workshops from this series sponsored in the future.

If you are interested in the WSA sponsorship of these workshops during the balance of 1983, please call the WSA office and provide your name, phone number, and the course level (Level II, IIIA, or IIIB) that you're interested in the WSA sponsoring.

SOMETHING
NICE

This letter showed up in the mail recently.

*Mr. Eric Englund
Executive Director
Wisconsin Society of Architects
615 East Washington Avenue
Madison, WI 53703*

Dear Mr. Englund:

It's time we as builders and contractors let you know that we appreciate your many AIA members in Wisconsin. Your members' designs and creations are helping to beautify Wisconsin. Some of the recent passive and active solar projects are now showing substantial cost savings for their clients and ours as well.

Detailed plans and specifications make our jobs as builders and subcontractors easier and more enjoyable, being a part of this new creation. Your home, bank, clinic, condominium, and church designs all seem to be a step above the rest, something to look forward to, making it more enjoyable to go to work each day.

Most of my attention is focused in the Fox Valley area and some of the projects I feel deserve attention are as follows:

*Farmers State Bank - Biggar Development Ltd.
Pilon Medical Clinic - Christy Fleege & Assocs., Ltd.
F & M Bank - Jim Zwack & Assocs., Ltd.
Oshkosh Savings & Loan, Appleton - Biggar Development, Ltd.
Miller Electric Credit Union - Christy Fleege & Assocs., Ltd.
Green Bay Medical Clinic - Surplice Associates, Inc., Ltd.*

I know there are many more that I have failed to mention. I just want to say "thank you" for the nice work you are doing all over the state of Wisconsin.

*Sincerely,
Donald L. Vande Hey
Member Wisconsin Builders Assn.*

Wow!!

There are a couple of messages contained in this very kind letter.

To the architectural profession, there is the message of hope and justification. Keep up the good work.

To all of us there is a message of saying thanks. In this topsy tervy world where economic conditions and legal climate dictate taking care of yourself first (C.Y.A.) who takes time to recognize a job well done and say thanks. Even the most cynical must recognize the ripple effect of a compliment . . . especially one given in sincerity.



BOOK REVIEWS

The Office Book

By Judy Graf Klein with consulting editors John Pile and Frank Duffy.
Copyright October 25, 1982.
\$40.00
10" x 10½" format
ISBN: 0-87196-499-6

This is one of the better books to come out this year. It follows the same basic format of **THE KITCHEN BOOK** and **THE BATH BOOK**, which happen to be excellent books also. However it is published by a different company.

This book covers the history of office design and describes noteworthy projects done by some of the better designers. This provides very interesting reading. The book also has a wealth of information on the latest furnishing, finishes and office equipment. I was impressed by the layout and presentation of these items. They are easy to find, follow and understand.

The bulk of **THE OFFICE BOOK** is devoted to the problems of putting an office together and defining the different needs of the occupants. It presents dozens of strategies for designing and decorating every work space, from reception area to boardroom. A special emphasis is on the

Times change, we all know that. With the passage of time, the design techniques, construction methods and building materials we employ have also undergone changes. We are, however, left with the ghost of the past. We have all heard the controversy that rages over the dismantling and storage of obsolete nuclear plants. While this may be an obvious example of errant planning, we have also created an equally hideous "time bomb" in the use of building materials.

For years we have used materials about whose eventual health threats we have been almost totally unaware. High on the list has been the use of asbestos in building construction. It was, for all of us, the cure-all for bonding, insulating and fireproofing problems. We fireproofed, insulated, soundproofed and bonded with asbestos. Little if any thought was given to any serious health effects its use may cause.

Most of the asbestos used in building construction is of the chrysolite type. It consists of small, silk-like fibers which are invisible except under sophisticated magnification techniques. The normal body defense mechanisms are unable to absorb and destroy asbestos fibers in the lungs. The resulting scar tissue that forms reduces breathing capacity. The effects of asbestos exposure can take up to 20 or 30 years to develop.

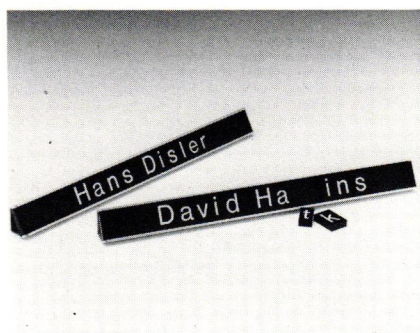
Every time remodeling work, mechanical maintenance or addition attachment is done there exists the possibility of asbestos exposure to contractors, owners and the general public. Legal limits for damages arising out of asbestos exposure are infinite. The potential liability for all involved is tremendous, and nationwide compensation claims could easily amount to billions of dollars.

The time to avoid liability and health problems is now:

1. Carefully examine existing plans and specifications for clues to where asbestos might exist in the existing structure being considered for demolition, remodeling or attachments.
2. Note on plans and specifications any areas where work is to be performed that are known to or believed to contain asbestos.
3. Test prior to bidding any suspect materials and make the test results part of the specifications.
4. Do not specify any asbestos containing materials and specifically state that no materials containing asbestos may be used in the construction process.
5. If your project calls for work in areas that contain asbestos specify that such work will be done in full compliance with 29 CFR 1910.1001.

Many moral and legal entanglements can be avoided by advanced planning and testing. Do what you can to keep the "asbestos" time bomb from being released on unsuspecting contractors, owners, and the general public.

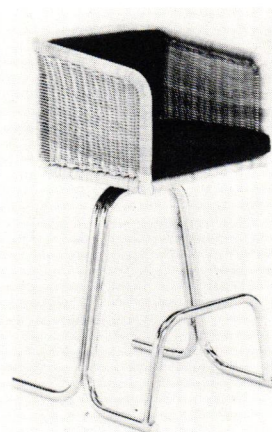
Marketplace



MODULEX COMPANY offers an alternative to the custom-made signs. Modulex, an offspring of the successful lego building block toys, offers signs interchangeable letters, for easy updating, as well as permanent letters. The range of standard signs covers both a line of outdoor and for indoor use which can be ordered from existing stock for quick delivery. The design is modest and clean, compatible with virtually any architectural structure. For more information contact Pierre Husson c/o Modulex Company, 2920 Wolff Street, Racine, WI 53404.



KOHLER has added an optional oak wood tank to its Vintage toilet. The wood tank includes a plastic liner and moisture protection. Hardware, including chain and piping, is available in polished gold or polished chrome. For more information contact Kohler Company or your local authorized Kohler distributor.



VIRCO MANUFACTURING CORPORATION presents the Sierra Madre rattan chair stool with western-style footbar. The stool is constructed of chrome, tubular steel and handwoven rattan, sanded smooth and finished with a clear lacquer. Each stool also features swivel seats with memory return. To request a free color catalogue, write Virco Manufacturing Corporation, 1331 West Torrance Blvd., Torrance, California 90501.



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)

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

THE SOURCE OF ORIGINALITY—BELDEN



Color

Who could disagree that color is an integral part of design? And whether your design calls for a wide range of color or a narrow range of color, BELDEN Brick covers the spectrum. The largest selection of color in the industry, from dusty pinks to light

THE Belden
**Brick**
COMPANY
CANTON, OHIO 44701

orange to deep reds and blacks. Over 200 variations of brick, including color, texture, and size, help to enhance your design ingenuity. Your nearest BELDEN Dealer will show you the facts or write us at Box 910, Canton, Ohio 44701.

TROCAL[®]
WINDOW SYSTEMS

Over 6 Million in use
around the world.

Multi-Chambered PVC window systems for effective energy conservation.

Trocal framing's low U-factor (.312 BTU/HR/FT²/°F) saves fuel.

All joints and sections are fused together to form a one-piece, solid frame and sash. No joints to seal.

Economical to install - requires no maintenance.

Trocal PVC windows won't swell, pit, peel, rot or dry out. No painting or repainting is ever needed.

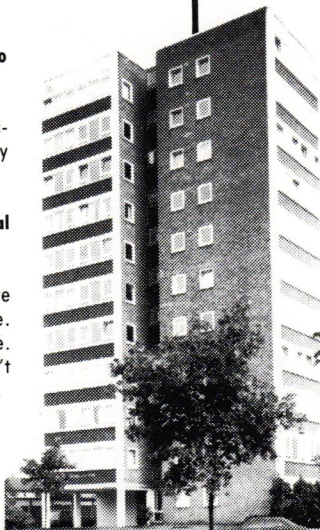
Trocal profiles interchange to permit infinite variations.

Suit any new design or construction purpose and are equally suitable for renovations.

Color-keyed to architectural scheme.

Available in seven attractive colors to blend with the facade. Interior side remains white. Colors are permanent, can't peel off, fade, or deteriorate.

Competitive in initial costs with thermal-break aluminum and wood systems.



Andco

Manufacturers of
Vinyl Windows

2015 N. 54th Street
Superior, Wisconsin 54880
(715) 392-4736

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

STOP WASTING ENERGY!

Control POOL ROOM Humidity

Finally! A sensible way to control Pool Room Humidity while reducing operating costs.

DESERT AIRE DOES IT ALL!

- Reduces Operating Costs Up to 75%
- Controls Damaging Humidity while Heating Pool Room
- Saves Money
- Uses No Gas or Oil
- Models to Suit All Needs

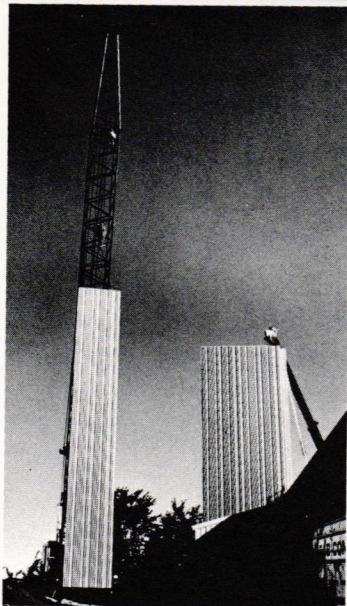
Don't throw Money Out the Window!



DESERT AIRE
CORP.

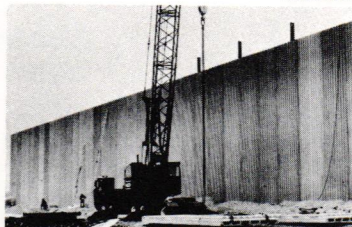
Dept. DA
5633 W. Florist
Milwaukee, WI 53218
1-414-462-4143

Wherever you build in Wisconsin, FABCON'S there.

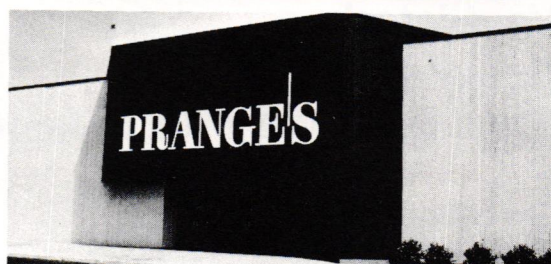


HERITAGE WAFER CO., RIPON — This addition to an existing cookie plant was notable for its 54 foot high wall panels. Fabcon panels are cast on rolling beds up to 700' long then cut to precise shapes and lengths.

MILLER BREWING COMPANY, MILWAUKEE — Warehousing facilities built with Fabcon insulated sandwich panels provide long-term savings through reduced maintenance requirements.



DISTRIBUTION CENTER, DODGEVILLE — The integral insulation in the 36' long ground-to-roof Fabcon wall panels provides outstanding energy efficiency for lower operating costs at this 150,000 sq. ft. warehouse/distribution center.



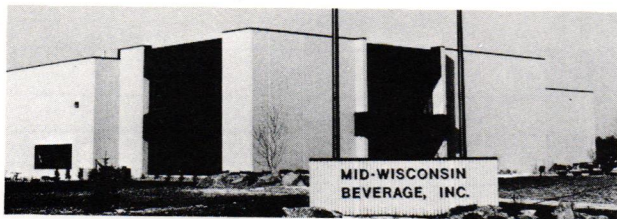
RAPIDS MALL, WISCONSIN RAPIDS — Shopping centers across the Upper Midwest built with Fabcon precast panels offer tenants attractive advantages.



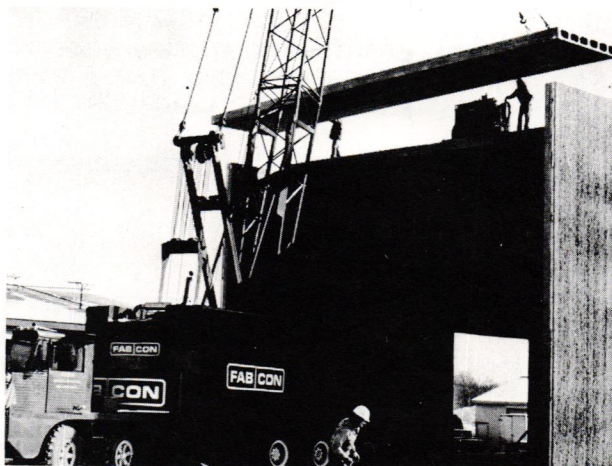
HELFAER RECREATION CENTER, MARQUETTE UNIVERSITY, MILWAUKEE — A multi-use recreational facility with raked finish wall panels for visual interest and an open span interior for recreational use.



PEPSI-COLA BOTTLING, EAU CLAIRE — Continued selection of Fabcon panels is a testament to owner satisfaction with price, performance and appearance.



MID-WISCONSIN BEVERAGE, WAUSAU — Fabcon panels have been specified at four Pepsi Cola manufacturing facilities in recent years. The structural stability provided by Fabcon is a strong selling point.



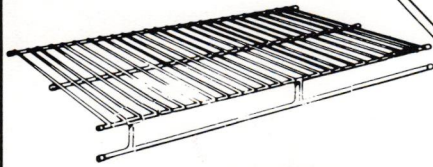
STEWART DAIRY, MARSHFIELD — Food production facilities take advantage of Fabcon's smooth interior wall surfaces. Nothing more than simple painting is required to provide an easy-to-clean and hygienic finish.

Today you'll find buildings using Fabcon prestressed precast concrete wall panels and floor planks throughout the state. Whether it's an office, manufacturing plant, warehouse, apartment or public building, talk to Fabcon before you build. Find out more about Fabcon building techniques and how they can mean a better building at a lower cost. Request our FREE booklet by contacting our local office.

FAB CON

FABCON, INCORPORATED

P.O. BOX 1447
610 JACKSON STREET, SUITE D
WAUSAU, WISCONSIN 54401 (715) 845-7505



**Ventilated
Epoxy-Coated
Steel Rod Shelving** by Schulte

*The epoxy-hard, non-porous,
durable surface is non-absorbent,
will not yellow or become sticky.*

**Wayne/Dalton
Thermospan[®] Commercial
Steel Overhead Door**

- New thermalbreak edge
- U-factor of 0.11
(independently tested, details
upon request). Featuring the
most up-to-date engineering
in the industry.

Booth #69

Booth #68




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

THE QUALITY OF YOUR SIDING SHOULD EQUAL WHAT IT PROTECTS

CONSIDER THESE FEATURES:

NATURAL BEAUTY OF KILN DRIED WOOD — COMPLETE LINE OF MATCHING ACCESSORIES
E.P.A. APPROVED PRESERVATIVE & STAIN — WATER REPELLENT REDUCES EXPANSION/CONTRACTION
INSIDE PROCESSING/STORAGE TILL SHIPMENT — VAT DIPPED FOR COMPLETE COVERAGE & PROTECTION

STAIN AND LABOR COMPARISON, FOR VARIOUS APPLICATION METHODS

	Sq. Ft. To Cover 1000'	Stain Cost \$10.00/Gal.	Total Cost \$187.50
Dip			
	10 GALLONS STAIN	\$100.00	\$ 87.50 LABOR
Brush			
	3 GALLONS STAIN	\$ 30.00	\$157.50 LABOR
Spray			
	2.5 GALLONS STAIN	\$ 25.00	\$162.50 LABOR



**Prefinished
Wood
Products, Inc.**

**Performance
With
Pride**

328 Ripon Road
P.O. Box 136
Berlin, Wisconsin 54923
(414) 361-3562

Manufacturer of Prefinished Wood Building Materials



We put names on their faces...



People want to get in and out of your business quickly. But they can't, if they can't find what they want.

At Derse Technical Signage, we manufacture interior and exterior sign systems that make it easy for people to find what they're looking for. Our experience is the result of years of manufacturing and maintaining sign systems for hundreds of Wisconsin businesses and Health Care Facilities. And because we are also a part of a national network of 30 franchised manufacturing companies, we can offer you fast, local service on all your signing needs, anywhere in the country.

Let us help put names on their faces. Write us today for a free brochure.

See you at Booth 44



Derse Technical Signage

An Independent Licensed Dealer Manufacturer

1234 N. 62nd St.
Milwaukee, Wisconsin 53213 2996
414/257-2000

Your source for
state of the art

DUVINAGE

circular and
spiral stairs



263 N. WEST AVE.
ELMHURST, IL 60126

CALL TOLL FREE
(800) 621-3887



Introducing a better solution to building access problems.

Cheney Handi-Lift II Vertical Wheelchair Lift.

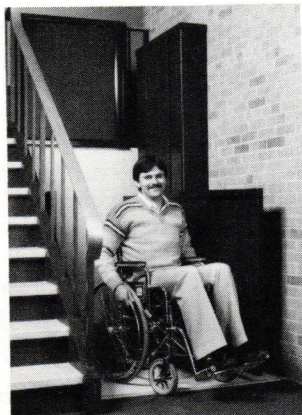
The new Handi-Lift II Vertical Wheelchair Lift offers an ideal solution to the problem of providing safe stairway and building access for people with physical problems including those confined to wheelchairs, especially in areas where height is a problem. That's because the new Cheney Handi-Lift II has a lifting height range of 4 to 12 feet... the highest available in the country. And the Cheney Handi-Lift II is more space efficient. It requires less floor area than competitive units, yet still provides a full 12 square foot lift platform. Designed and built by the Cheney Company, the Handi-Lift II is backed by Cheney's years of engineering excellence and adapts to both indoor and outdoor applications in private homes, churches, schools, office buildings and industrial plants. And it's available in a variety of colors, textures and panels to blend attractively with any decor.

For more information on how Cheney can help solve today's access problems, check your Sweets Catalog or contact Darlene Lewis (414) 782-1100.

check local code requirements

helping people help themselves
The CHENEY Company

Dept. WA, 3015 S. 163rd Street, New Berlin, WI 53151, (414) 782-1100.



Efficiency Plus Performance = OTIS

Continuing in its long tradition of product leadership, Otis introduces two innovative product lines for the low- and mid-rise markets — the **LRV** and the **MRVF**.

The new **LRV** combines low operating cost plus high efficiency and a quiet ride with the technological advances of Otis' high-rise equipment to offer a workhorse system with a new standard of elegance.

Combining new electronic and structural technology, the **MRVF** is the most revolutionary mid-rise geared elevator on the market. From manufacturing, through installation and on to operation and maintenance, the integrated **MRVF** can provide savings and performance unmatched in other elevator systems.

So whether you plan a four-story suburban office building or a majestic 20-story tower downtown, Otis has the elevator system for you.

OTIS — the leader today, the leader tomorrow.



**UNITED
TECHNOLOGIES
OTIS ELEVATOR**



DOLAN & DUSTIN, INC.

CONSULTING ENGINEERS

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

GEORGE E. DOLAN, PE
GERALD BRAUN, PE

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



twin city testing
and engineering laboratory, inc.

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

SEALANTS

TREMCO



PRODUCTS & TECHNICAL SERVICE
FOR BUILDING MAINTENANCE
& CONSTRUCTION

SILICONE
SEALANTS

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

WARZYN



Offices in Madison, Milwaukee and Oshkosh
Wisconsin Toll-free Number: 800-362-5005

Engineers & Scientists
Environmental
Geological

Civil • Structural
Geotechnical
Chemical/Materials Testing
Soil Borings • Surveying

GRAEF
ANHALT
SCHLOEMER

CONSULTING ENGINEERS

ASSOCIATES INC.

Structural Municipal Environmental

6415 West Capitol Drive Milwaukee, Wisconsin 53216 414-461-6900



CONSULTANTS • PLANNERS
DESIGNERS

ACTIVE & PASSIVE SOLAR ENERGY SYSTEMS
HEATING - VENTILATING - AIR CONDITIONING

ALTERNATIVE ENERGY DESIGNS, INC.

6582 NORTH 90th MILWAUKEE, WI 53224
414/353-0781 414/421-4745

COMPUTERIZED
STRUCTURAL
DESIGN, INC.

5678 West Brown Deer Road
Brown Deer, Wisconsin 53223 (414) 354-0150

CONSULTING ENGINEERS

INDUSTRIAL BUILDINGS • SPECIAL STRUCTURES •
FOUNDATIONS • COMMERCIAL/RESIDENTIAL BUILDINGS



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

THOMAS H. JAESCHKE & ASSOCIATES, INC.

4085 N. 137th Street

Brookfield, Wis. 53005

(414) 781-6564

CONSULTANTS — DESIGNERS
FOOD SERVICE SYSTEMS & EQUIPMENT



ARNOLD AND O'SHERIDAN, INC.
CONSULTING ENGINEERS

Structural
Mechanical

Electrical
Civil

608-271-9651

815 FORWARD DRIVE MADISON, WISCONSIN 53711



MANCI & HANING, INC.

Consulting Engineers

12645 West Burleigh Road

Brookfield, WI 53005

(414) 782-9690

Heating, Ventilating & Air Conditioning

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) 354-3500



TESTING LABORATORIES

Geotechnical Engineers

Soil Borings

Materials Testing & Inspection

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



STS Consultants Ltd.

540 Lambeau Street

Green Bay, WI 54303

414-494-9656

Consulting Engineers

• Geotechnical

• Environmental

• Hydraulics-Hydrology

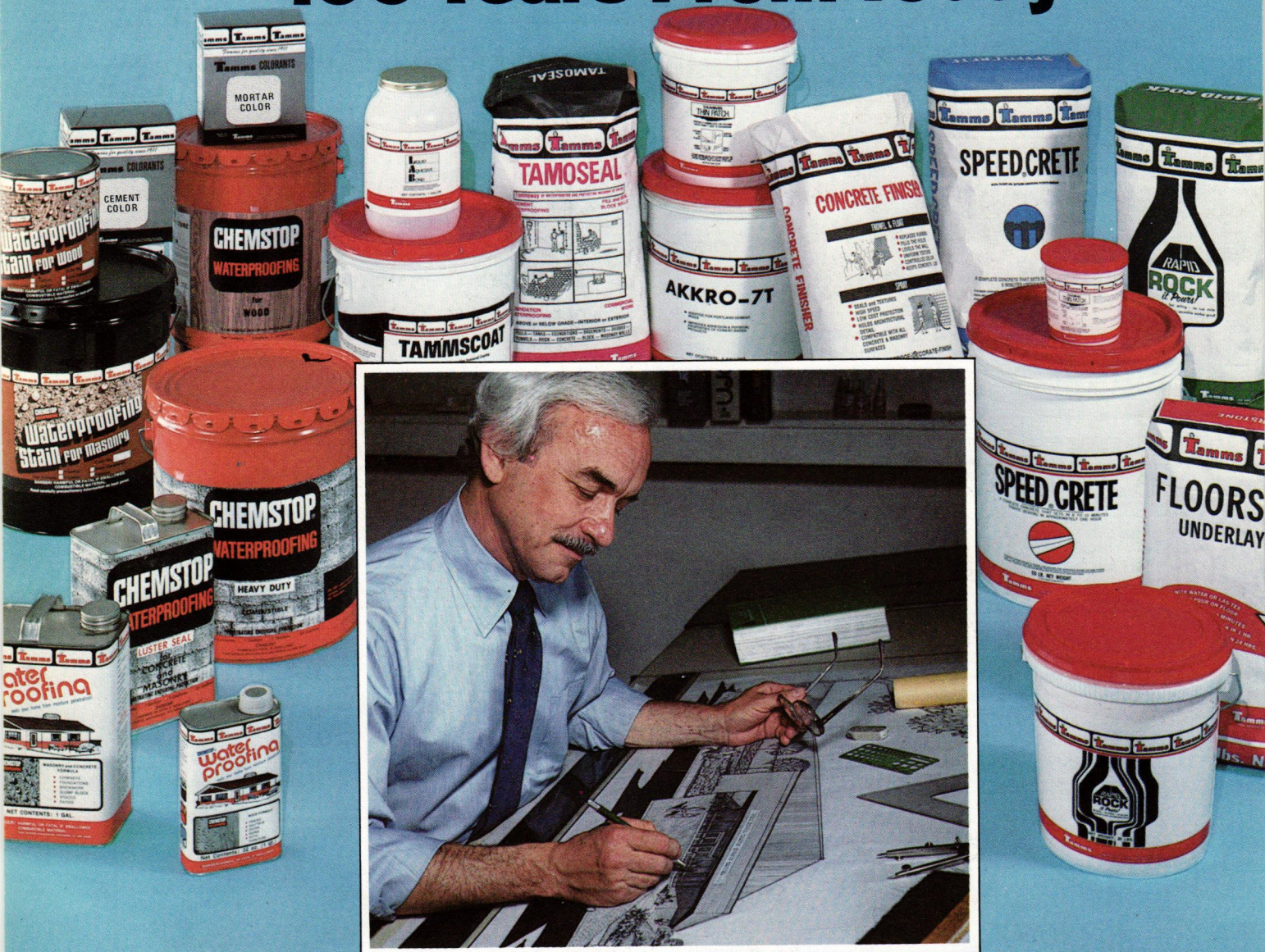
• Construction Materials

9055 N. 51st Street

Milwaukee, WI 53223

414-354-1100

Reflecting Your Creativity... 100 Years From Today.



Always Specify Tamms And Protect Your Great Ideas.

Chemstop® Waterproofing actually penetrates deep into wood or masonry for long lasting beauty and protection, year in and year out. Choose from our wide selection of Chemstop Stain colors to enhance and complement your designs and surface textures.

Tammsway® Masonry Coatings System provides protection, restoration, waterproofing, and decoration for all masonry and concrete surfaces. The complete line of coordinated cement-based products gives you total freedom when designing with concrete or masonry... regardless of environment!

Tamms Pigments for Masonry and Concrete will let your imagination run free. Choose from twelve designer mortar colors that will really complement your ideas or tell us what you want and we'll custom make a color to match.

Tamms offers a complete selection of masonry products specially formulated for the construction industry, including Floorstone, S-C Seal Cure®, Speed®-Crete, FCP®, and Rapid Rock®. Remember, there are no masonry problems... only Tamms solutions.

To protect your great ideas, ask the Idea People—Tamms.



General Offices: 1222 Ardmore Avenue, Itasca, Illinois 60143, 312-773-2350
For Telex Contact: TAMMS IND ITAS 910 651 2165
Western Division: 9920 Flora Vista Avenue, Bellflower, Calif. 90706, 213-925-5506

In: Western Europe-Eastern Europe-Middle East-Africa
Contact: Mr. Paul von Wymetal
dzt. P.O. Box 262-A1011
Vienna, Austria-Europe