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

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

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Call: 1 - 414 - 499-4253

908 Tulip Lane - Wausau, Wis. 54401
Call: 1 - 715 - 359-6575

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

ROCK COUNTY BRANCH
Route 3, Hy 51 - South
Janesville, Wis. 53545
Call: 1 - 608 - 754-8106

Witlock Supply Company
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Call: 1 - 906 - 774-4455

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OWENS/CORNING FIBERGLASS
Although sometimes it seems like the news media is trying to keep Architecture Week a secret, other methods can be used to get the message across, as shown above in the picture of Milwaukee's City Hall. After several years of attempting to get this message on the schedule of the City Hall, Jerome Kowalski, AIA, the Southeast Section co-chairman for Architecture Week succeeded in doing just that. Other news articles did appear during the week, as well as radio interviews. Open houses were held throughout the State, along with walking tours, receptions, a symposium, displays and other events. The AIA National Historic Resources Committee met for two days in Madison and Spring Green. Pictures and story of this event will appear in the December issue of the Wisconsin Architect.

In line with the Society Bylaws, election of officers to lead the Executive Committee and State organization took place at the November Executive Committee meeting. Elected to the Presidency is Richard P. Blake, AIA; Wayne E. Spangler, AIA, Vice President and John B. Hipp, AIA, Secretary-Treasurer. Officers will take over their respective responsibilities as of January 1, 1976. Richard C. Shutter, AIA will continue on the Executive Committee as Past President and serves as a member of the Primary Officers during that time. Congratulations and success to all newly elected officers. Officers for the newly named Chapters are being elected by their respective sections. Announcements will be made in December concerning the results of these elections.
DIRECTORS-AT-LARGE ELECTIONS

With the change in Society Bylaws, as of this past April, the elections for Directors-at-Large to the State Executive Committee will be conducted prior to the first of January, so that new Directors and the newly elected Officers of the Executive Committee may start their term together, in line with the calendar year. A nominating committee has been appointed by President Richard C. Shutter, consisting of representatives from each of the Chapters, who will submit two names to be placed on the ballot. Ballots will be sent to Corporate members within ten days following December 1. Members of the nominating committee are Douglas Smith, chairman, Henry Kanazawa, John Haefner, and William Davis.

GUEST EDITORIAL:

DEAN ANTHONY J. CATANESE, UWM SCHOOL OF ARCHITECTURE AND URBAN PLANNING.

The Wisconsin Architect has invited State leaders in the public and private sectors to use these pages to speak to members of the Wisconsin Society of Architects. The following is the third in the series. Others will be published as they arrive. The invitation is open to members, also, to express their opinions. Send your comments (please limit to 500 words) to Editor, Wisconsin Architect, 788 North Jefferson Street, Milwaukee, Wisconsin 53202.

Dean Catanese is a newly elected Professional Affiliate Member of WSA/AIA.

Anthony James Catanese, Dean School of Architecture & Urban Planning

Architecture: The Profession and the Schools

It has become a veritable tradition to find the local architectural profession in disagreement with the architectural schools over subject matter, emphasis, and curriculum. Professionals are faced with very real needs for technically skilled draftspersons, illustrators, structures specialists and such, usually drawn from the ranks of recent architectural graduates. Educators respond that such an approach could be better handled by vocational schools and fear that this limits the future careers of students if this is the main purpose of professional education. Students are under pressures from both sides and tend to be sufficiently apprehensive as to now call architecture the “Mysterious Profession”.

As with most conflicts, I suspect the truth can be found in better articulation of the degrees of difference. I do not believe the profession only wants cheap labor, nor do I believe the faculty wants to produce unskilled utopianists. I am certain that our students basically are a mature and dedicated group with a commitment to architecture and urban planning. Indeed I believe that the differences of opinion are healthy indicators of a vital, dynamic professionalism.

What we must do together is deliberate, debate and evaluate the alternative approaches to architectural education. As long as we are talking to each other, we may find truth. It is disadvantageous to all if we complain to ourselves. I speak for the entire faculty when I earnestly seek your rededication to concern and involvement with the evolving architectural program at UW-M.

The enrollment of the School appears to be stabilizing with 230 students in the non-professional B.S. Architectural Studies Program and...
120 in the professional M.Arch. Program. This probably reflects national trends which show a small decrease in the reputed 28,000 student body in architecture.

We are examining the feasibility of a new Masters Degree in Man/Environmental Studies, which would be a non-professional degree oriented towards research and development. The possibility of Ph.D. Programs for aspiring teachers and researchers in both architecture and urban planning is in the programming process as well. I am interested personally in the development of professional doctorates, D. Arch. and D. Planning, intended to afford persons with substantial experience an opportunity to return to the School for professional specialization and development in areas not covered in earlier education. I have asked the faculty to evaluate these senior doctoral degrees for professionals.

The curriculum is undergoing change. The B.S. Program now has a core of 27 credit hours in programming, design, and implementation at the building site and building component scales. The emphasis areas for the M.Arch. Program include the building design and urban design and development areas which account for most students interested in career-roles involving licensing and practice. Other emphases include building science and technology, man/environmental relations, and industrialized building.

All of which brings me to my job. I am surprised to find that few persons realize that in the UW System, the Dean is the chief executive officer responsible for management of the School’s scarce resources. My time is spent primarily in the administration of the School and its relationships with the rest of the university and community. The curriculum, faculty, and course areas are largely faculty matters with the Dean serving as a final checkpoint. Under our new departmental organization, Robert Beckley, AIA, serves as chairman of the faculty for most of these matters. Thus, it may be interesting for the professional community to understand this administrative and academic distinction which is indigenous to the UW-System.

While I am a professional urban planner by training and experience, I am a university administrator by career-role. I hope to serve as the chief linkage between the School and the professional and local communities, and hope to have much interaction with the WAIA. I can assure the profession of my commitment to professionalism and my willingness to work towards better relationships and greater mutual involvements.

The following is a seminar report prepared by T. M. Slater, AIA, President of the Southeast Chapter, who chaired the Fall Workshop discussion groups concerned with the standard of ethical practices.

A.I.A. National prepared a questionnaire asking for opinions about some of the Standards that are being violated and some that perhaps should be revised to consider Design/Build, Turnkey, Construction Management and other practices that were not recognized when the Ethics were established.

The questionnaire appeared to be hastily put together and was subject to misinterpretation.

Our W.S.A. Office copied the questionnaire, attached a letter dated 9-22-75 asking for return before the Fall Workshop, and a copy of the
published A.I.A. Ethical Standards of Practice, and distributed it to the 269 Corporate members.

Fifty-six surveys (20%) were returned, and served as the basis for the three sessions conducted at the Fall Workshop.

The questions that evoked most discussion at the seminar were Conflict of Interest and Free Sketches/Services.

Conflict of Interest ethics, as written, do not allow the Architect to participate financially in the construction process when there is a client other than himself. The primary reason being potential conflict between financial gain or loss versus strict control of quality of construction: the individual/architect exercising strict control standing to gain or lose financially by his decision, when the only consideration should be service and fairness to the client.

The questionnaire response said 2 to 1 that the Standard 7 b., should be retained, although many qualified that by saying that "disclosure" would modify their stand: However, those vocal at the Workshop felt that the ethic is archaic and must be changed, with "disclosure" to the client making everything O.K.

Some suggested a standard "form" for disclosure, but it seems that the degree and type of involvement varies so much that no "form" would cover all situations.

The inter-ethic conflict between this standard and the A.I.A. encouragement of architects practicing Construction Management was pointed out and discussed. The C.M. who is also the architect for a building apparently puts himself in a position of potential conflict of interest, because the C.M. has to bring the project in at or below a guaranteed maximum price, and the potential for compromise in quality exists when he is also the architect — who is the controller of quality for the client.

There is apparently no conflict if the (architect) C.M. is not the Project Architect.

The discussion about "free sketches" revolved about how to prevent them; the fact that they can't involve thorough analysis and thus lack professional quality, and thus also may mislead the prospective client as to the value of our services and the amount of work involved in Architecture.

The amount of knowledge we give away free in interviews was also discussed, and there doesn't seem to be an answer to that one, since in demonstrating expertise we share knowledge.

However, sketches aren't all that's given "free" as a come-on. Site selection advice, feasibility studies, etc., are offered also. Recall the Pearce Brothers from St. Louis speaking at our Convention at The Abbey, about how they "sometimes" even get paid for the feasibility studies they do to get a job underway. The consensus appears to be, "Let's get some realistic and definitive ethics we can enforce uniformly and absolutely".

To that end, E. John Knapp, A.I.A., of Strang Partners, Madison, will take the results of the Ethics Survey and Workshop and with a committee of his choice, put together a model set of ethics for consideration by
the membership. If you are interested in participating in this effort, call John, me, or Al Carlson.

Most of the other survey questions were answered overwhelmingly one way:

— paid ads — **NO** except about 50/50 on advertising non-architectural services, such as surveying, spec. writing, etc., interprofessionally in professional journals.

— self-lauditory, etc. — **NO**

— solicit ads — **NO**

— endorse a product — **NO**

— endorse product designed by Architect — **YES**

— allow political contributions — **NO**

— hire “salesman” as agent paid on commission basis — **NO** by about 2 to 1

— support “Bar Association” type of competence standard rule — **YES** by 2.5 to 1

— support statement re: competence required to offer services — **YES** by 7 to 1

Apparently one of the primary problems we have in conforming to our ethics is the typical client or Board who has never worked with an Architect before and wants to get as much as he can for as little as possible. We could do a lot more than we are by way of education of potential clients by providing articles to Business Week, Investor, W.M.A., and other periodicals and newsletters that go to the portion of the public that includes our potential clients. Such articles about the broad range of architectural services, and how to go about interviewing firms, what to look for, etc., would, I believe, be well received.

The following is a report prepared by Richard P. Blake, AIA, chairman of the task force on liability insurance. The paper was presented at the Fall Workshop in October.

My own interest in architectural liability insurance goes back to 1970, when I commenced soliciting annual quotations from four or five insurance companies. Not once, however, in these years have I transferred my coverage from Continental Casualty. This does not demonstrate or indicate any special faith in Continental, but rather a hope for stability in the liability insurance field.

The dedication to a quest of information, which I began in early 1974, has been fortified in recent months by the negative experience record, widely publicized, about the medical profession. In May of 1974, I accepted the chairmanship of a task force to look into liability insurance for the Society. In September of 1974, I circulated a questionnaire from which I received a 35 percent return; while statistically good, it did not supply the irrefutable information I wanted.

By extension of the information received in the survey, I concluded the following without any great feeling of security regarding its accuracy.
SMALL FIRMS PROFILE: (0-4 People)
— Small firms represent 85 out of the Society's 135 total firms.
— Small firms are 63 per cent of the total firms.
— Returns were received from 21 out of 85, or 25 per cent.
— Twenty per cent of the small firms carried no insurance.
— Average insurance premium paid was $1,078.21.
— Premiums varied from $420.00 to $2,460.00.
— Premium variations did not seem to reflect anything.
— Size, volume of business and previous claims had some impact.

MEDIUM FIRMS PROFILE: (5-14 People)
— Medium firms represent 33 out of the total 135 firms.
— Medium firms are 24 per cent of the total firms.
— Returns were received from 15 out of 33, or 45 per cent.
— Eight per cent of the medium sized firms had no insurance.
— Average insurance premium paid was $2,414.00.
— Premiums varied from $340.00 to $4,156.00.

LARGE FIRMS PROFILE: (15-)
— Large firms represent 17 out of 135 firms, or 13 per cent.
— Returns were received from 11 out of 17, or 65 per cent.
— All firms carried liability insurance with C.N.A.
— Average insurance premium paid was $9,587.54.
— Premiums varied from $1,981.00 to $36,000.00.

FIVE YEAR INSURANCE PROFILE: (All Firms)

<table>
<thead>
<tr>
<th>Firm Size</th>
<th>Average Five Year Premium</th>
<th>Five Year Insurer Premiums</th>
<th>Five Year Architect Losses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>$1,002.74</td>
<td>$336,931.60</td>
<td>$0.00</td>
</tr>
<tr>
<td>Medium</td>
<td>1,255.28</td>
<td>190,551.50</td>
<td>7,396.54</td>
</tr>
<tr>
<td>Large</td>
<td>5,944.27</td>
<td>505,262.95</td>
<td>21,906.50</td>
</tr>
</tbody>
</table>

TOTALS $1,032,746.05 $29,303.04 $84,057.59

CONCLUSIONS OF FIVE YEAR INSURANCE PROFILE:
— Small firms carry the biggest share of insurance cost per dollar of their total losses.
— Medium sized firms carry the smallest share of the premium cost per dollar of their total losses.
— Large firms pay the smallest premium when related to their average billings. The average billings were distorted for large firms by one very large firm.
— Everyone in Wisconsin is being ripped-off on insurance premiums.
— Eighty to ninety per cent of all losses went to pay attorneys' fees.

Because of the before mentioned profiles and conclusions, my suspicions of the insurance carriers and their exclusive agents (see Appendix "A") were only intensified. Through the balance of 1974, I tried to get the additional responses, which I felt I needed to have an unquestionable body of statistics. I failed!

At the beginning of 1975, I changed my tack and went to the insurers and other authorities for further help and information.

The State Assistant Insurance Commissioner for Fire and Casualty Coverage supplied me with the following information, which was later reported in less detail in a letter dated February 10, 1975, by the C.N.A.
Information from Mr. Lou Hannes, Chief of Fire and Casualty Division — Insurance Commissioner’s Office:

— February 1, 1975, C.N.A. requested a rate increase of 46 per cent for the first $100,000 of coverage and an additional average of 30 per cent for coverages over $100,000.

— Wisconsin premiums are based on weighted experience: 35 per cent - Wisconsin, 65 per cent - U.S.A.

— Losses are based on ultimate loss. An ultimate loss is defined as the total future loss, which is in effect, a loss in the future — if and when it does occur, if ever. I guess it depends on who is guessing.

— U.S.A. (country-wide losses) 1971 through 1973 on ultimate basis as follows:
  * 29,169 policies in force
  * 6,710 claims in two years
  * $54,748,000 in ultimate losses
  * 23 claims for every 100 policies
  * $1,877.00 in premium needed from every policy
  * Projected change in rates needed (=) 79.1 per cent

— Wisconsin record:
  * Asked for and got (=) 46 per cent (Wisconsin)
  * $1,973,000 in premiums paid in Wisconsin 1969 - 1973
  * $1,732,000 Wisconsin ultimate losses 1969 - 1973
  * Ultimate losses sustained out of each $1.00 premium by year as follows:
    1969 ....................... .48/$1.00
    1970 ....................... .46/$1.00
    1971 ....................... 1.27/$1.00
    1972 ....................... 1.59/$1.00
    1973 ....................... .67/$1.00

On February 25, 1975, I met with Mr. Jay Colmer, Representative of Victor O. Shinnerer & Company, Inc., at Mitchell Field for three hours with other representatives of the Southeast Wisconsin Chapter. We were enlightened by some additional information as follows:

— Insurance Company is not and will not try to change Statute of Limitations in Wisconsin.
— Claims over $5,000.00 handled by Shinnerer’s Washington office.
— Claims under $5,000.00 handled by local C.N.A. claims man.
— Firm is rated as follows:
  a. Type of firm
  b. Volume of business
  c. Experience
  d. Territory
  e. Policy limits and deductible
  f. Type of work

— Informed us of some new coverage:
  a. Back dating current limits of coverage
  b. Addition of premium for covering legal cost
— The first $100,000 of coverage premium is constructed to cover everyone’s losses. Over $100,000 by other experiences.
— Seventy-two per cent of total premium is for losses.
— Twenty-eight per cent for insurance company as follows:
   a. Fee to local broker .............. 6%
   b. Administration ................... 10%
   c. Profits? ......................... 12%

This information was not too revealing, but indications of cooperation were given. So far no delivery of material requested has been made. I had requested such things as Wisconsin architects’ actual dollar lost to date; list of claims by type, not by whom and how.

My conclusion is that we need to complete our profile on our own if we really are to know. I will once again illicit from the members their historic profile of liability experience with a shorter form. If we are to succeed, we need to get more firms or individuals excited about their premium dollars; or maybe I am alone in thinking insurance premiums are all a rip-off. A firm that is paying $36,000.00 per year wrote: “Well, I suppose our premiums will go up again this year.” This apathetic response needs to be removed, or there is no need for action.

As of September 25, 1975, I have not received the information promised in February. There are no new insurance carriers in the business.

Medical liability insurance coverage is now provided through the State of Wisconsin by passage of a law that has not been challenged to date. Reports circulated indicate that there are still problems in the medical liability field.

C.N.A. has just come out with “Project Liability Insurance”. Project by project professional liability coverage to be reimbursed by the client as a project overhead item. This coverage is not intended to supplant your existing professional liability insurance, but hopefully, it is intended that it will some day reduce premiums required.

**APPENDIX “A”**

**Exclusive Agent**
Victor O. Shinnerer & Co., Inc.
Washington, D. C.

**Insurance Company**
Continental Casualty Company

Excess Underwriters, Inc.
Chicago, Illinois

Sequoia Insurance Company, or American Motorists or others
(Kemper Insurance Group)

Shand Morahan & Co., Inc.
Chicago, Illinois

Northbrook Insurance Company
(Allstate Insurance)

Illinois R. B. Jones, Inc.
Chicago, Illinois

Lloyd’s of London

Risk Analysis & Research Corp.
San Francisco, California

Design Professionals Insurance Company

The following was submitted at the Fall Workshop by Douglas H. Smith, AIA, chairman of the WSA/AIA Structure Committee.
Purpose of Committee . . . To follow the AIA Program on Component Structure Implementations dated August 26, 1974, to create a Wisconsin Society of Architects comprised of Chapters representing various areas of the state of Wisconsin.

Action Taken . . . February, 1975 Bylaws were reviewed by the Committee. Changes were recommended.

March, 1975 Proposed Bylaws were sent to Executive Committee for review and comment.

March, 1975 Proposed Bylaws revised by Executive Committee, printed and mailed to membership thirty days prior to annual meeting.

April 23, 1975 WAIA approved proposed Bylaws as amended pending AIA approval.

July, 1975 Bylaws approved by AIA.

Chapter is now officially:

WISCONSIN SOCIETY OF ARCHITECTS

Implementation . . . To complete implementation requires new Chapters to revise or recreate their Bylaws. In addition, a logo is being created; legal work to register the corporation is in process; new stationery, etc. is being ordered; formal announcements and public relation tools are in the works.

All work is to be completed by January 1, 1976.

The following report was submitted by Sheldon Segel, AIA, concerning work of the Society Finances Committee, which has recently been charged with looking at the present and long range financial concerns of this professional society. The report was submitted to the Fall Workshop in October.

The 1975 budget will be barely balanced. It is obvious, therefore, that if the Society is to pursue a stronger legislative program all other spending must be held to a minimum. It is also important that areas of income be encouraged. The two principal sources of income are membership and the convention. Increasing dues at this time could be self defeating in that we could lose members, offsetting the increase. The hoped for solution would be to increase membership. The Board and the officers are well aware of the direct value of membership through the programs carried out for the benefit of the profession and its members. We must convince those outside of our membership that it is not right to “free load” the many benefits they receive because of our efforts in time and money. A strong membership program must be mounted.

Our other area of income is from our convention. Participation by exhibitors is vital to our success. Your interest shown at the ’75 convention will be helpful in ’76. Your occasional “talking up” the convention when product people call on you will help insure this vital success. Your Board of Directors and officers cannot run this organization alone. Your concern and input is vital to you and your profession. Think about all the things that wouldn’t be accomplished without a strong A.I.A.
The following is a report of Brian F. Larson, AIA, chairman of the Office Location Committee. It was presented to the Fall Workshop in October.

The issue of the establishment of a Madison office for the WSA was brought to the Board because of the problem of our Legislative/Government Liaison efforts. This issue really transcends the issue of office location.

In recent history the burden of our liaison and lobbying efforts has fallen upon Nat Sample, who has many times done his share of the work in this area. Change was felt necessary because of the following weaknesses in our present program:

1. The job is too big and too important to handle in spare time.
2. Greater dispersion of information to members, and greater involvement in lobbying efforts by members are critical to the success of the program.

The Committee struggled with the questions of establishing and staffing a Madison office, and the future of a Milwaukee office. The Committee concluded that the successful handling of our government affairs required Chapter presence in Madison. We also concluded that a Milwaukee office was required for adequate servicing of our largest member group.

At this point legal counsel approached the Board with a proposal for expanding the services of his firm to assist us in our lobbying efforts. The Board has accepted this proposal for a trial period, which effectively resolved the question of a Madison WSA office for the present.

Another Committee has assumed responsibility for leasing space for our office in Milwaukee. The present office space lease has been extended for one year at the same rate through the cooperation of owner and WSA member Jorden Miller.

The following was submitted by Sheldon Segel, AIA, to the Fall Workshop attendees concerning the present status of your magazine.

The magazine is presently in a sound financial position and can repay its loans to the Society.

Its editorial content presently is information previously sent to the members as the Punch List. Outside editorials have been invited from many sources and Governor Lucey was the first to respond. It is hoped that others, including members, will take advantage of the opportunity. It is contemplated to add a page (or part of a page) to report personal news such as marriage, birth of children, appointments, prizes, awards, change of office, advancement in office, etc. It will require the cooperation of members to send in this information to the office as the staff does not have the time to seek it out.

Your further support for the magazine is best achieved by your acknowledgement to the advertisers that you see their ad.

The following is a brief report of the Professional Development Self-Evaluation form response tabulated by Continuing Education members Len Widen and Len Reinke. It was presented at the Fall Work-
shop in October. This is an interim report. Please return your Continuing Education form if you have not done so.

On September 15, 710 mailings were sent to registered architects living in the state of Wisconsin. As of October 3, 126 responses were received and tabulated in the following manner:

A. 80 of the responses were usable and were the basis of the tabulations
B. 30 of the responses were not usable for lack of requested information
C. The 16 remaining responses were wrong address returns (the Registration Board supplied the mailing addresses).

**EVALUATION FORM TABULATIONS**

1. **PRACTICE:** Architects spend approximately 4,045 hours in practice over a two year period.

2. **CONTINUING EDUCATION:**
   - A. 75% spent approximately 50 hours in seminars, labs and conferences
   - B. 9% spent approximately 105 hours in correspondence courses
   - C. 8% spent approximately 70 hours in credit courses
   - D. 89% spent approximately 156 hours in reading books, journals, etc.

3. **INDIVIDUAL STUDY:**
   - A. 25% spent approximately 96 hours doing research
   - B. 6% spent approximately 35 hours writing
   - C. 41% spent approximately 112 hours in travel
   - D. 15% spent approximately 69 hours in other areas of independent study

4. **TEACHING:**
   - A. 5% spent approximately 223 hours in university teaching
   - B. 10% spent approximately 135 hours in junior college teaching
   - C. 28% spent approximately 10 hours as a visiting lecturer
   - D. 10% spent approximately 47 hours in continuing education teaching
   - E. 14% spent approximately 20 hours in other teaching areas

5. **PROFESSIONAL MEMBERSHIP:**
   - A. 63% spent approximately 44 hours attending membership meetings
   - B. 39% spent approximately 83 hours in committee work
   - C. 23% spent approximately 120 hours as professional society officers
   - D. 11% spent approximately 70 hours in other membership services

6. **PUBLIC SERVICE:**
   - A. 41% spent approximately 84 hours in government committee/commission work
   - B. 6% spent approximately 50 hours in legislative service
   - C. 24% spent approximately 76 hours in community advocacy
   - D. 26% spent approximately 48 hours in other areas of public service

7. 29% spent approximately 133 hours in other (described) areas of continuing education/professional development.
The following was presented to the Fall Workshop by Jack W. Klund, AIA, chairman of the Code Study Committee.

Jack W. Klund, A.I.A., Chairman of the Code Study Committee, reports the following assignments for your information:

Building Code Advisory Review .................. Donovan Kramer
Structural Requirements .......................... Jim Knothe
Handicapped Facilities ........................... Gus Martinson and Rick Parfrey
Hi-Rise Sprinklers ................................. Jack Klund
Energy Conservation ............................... Jack Klund
Residential & House Trailer Code ................. Carl Gausewitz
Heating, Vent., & Air Conditioning ................ John Paulson

The Hi-Rise Sprinkler Advisory Committee is continuing to meet in preparation for possible changes in this section of the Code for 1976.

The Residential & House Trailer Code Committee has not yet been established.

The above members will keep current on their respective assignments. If you need information, contact the above, or Chairman, Jack W. Klund, A.I.A., or the Society Office.

An early start on booth sales was initiated this year, with the first week of sales producing a very good response from last year’s exhibitors. Exhibitors from the previous year get a one week advance notice so that they can have an early selection of their booth before the larger mailing to prospective exhibitors goes out from the Society Office. We will be listing the exhibitors who you can expect to see at the Convention each month as they contract for booth space.

Early-bird exhibitors as of November 5, 1975 are as follows:

Cornell Corporation
Donovan Equipment Corporation
Duwe Precast Concrete Products, Inc.
Milwaukee Insulation Company, Inc.
Northwestern Elevator, Inc.
School Equipment Consultants, Inc.
Spancrete Industries, Inc.
Super Sky Products, Inc.

The WSA/AIA Executive Committee has approved in principal a non-cash security plan for the procurement in return of plans for members of the Central Valley Plumbing and Heating Contractors Association, whose offices are in Appleton, Wisconsin. This would be similar to the arrangement in effect with the Associated General Contractors of Greater Milwaukee and the Associated Mechanical Contractors, Inc. The agreement would guarantee plan deposits, thus cutting down on bookkeeping for all involved. The WSA/AIA Executive Committee recognizes the plan deposit problem as a viable concern and also approves the use of the requested form for plan deposits, to be used by Central Valley Plumbing and Heating Contractors Association. It is recognized by the Executive Committee that the decision to use the non-cash security plan is the decision of the individual practitioner.

Robert L. Halford, Institute Chairman of the Compensation Management Task Force, has informed us that another charrette will
be held, starting on November 17 to develop recommendations for the second edition of the AIA Compensation Management Guidelines for Architectural Services. Comments will be received after that date also. If you have used the Guidelines it is important that you direct your comments to Mr. Halford or Mr. Robert A. Class at AIA headquarters in Washington, D. C. Comments to date have been mostly positive, but some negative. The chairman urges you to give the task force feedback, whatever it may be.

The City of Milwaukee is recruiting for School Construction Inspectors for the Milwaukee Public Schools. They are seeking individuals with a degree in Civil Engineering or Architecture who have had a minimum of two years of significant structural engineering experience. For further information please contact Mr. Steve C. Smith, Personnel Analyst, City Service Commission, Milwaukee, Wisconsin, telephone (414) 278-3374 or the City Personnel Department at (414) 278-3751.

The following membership actions were taken by the Executive Committee at their October 10, 1975 meeting:

BARBARA ARMSTRONG was approved for Professional Associate membership in the Western Section;

MICHAEL L. GAUDY was approved for Student Associate membership in the Southeast Section;

LARRY C. NEITZEL was approved for Student Associate membership in the Southeast Section;

DONALD R. SMITH was approved for Professional Associate membership in the Southeast Section.

The New York Chapter, American Institute of Architects seeks applicants for the 1976 Brunner Scholarship Award.

ELIGIBILITY . . . It is open to any citizen of the United States engaged in the profession of architecture and its related fields who has a professional background more advanced and broader in scope by actual experience than is generally implied by four or five years of architectural school training.

SCOPE OF STUDY . . . Proposals are invited for a study that will contribute to the practice, teaching, or knowledge of the art and science of architecture in one of the following areas:

1. Development of architectural and planning design criteria integrating people with rivers and bays as related to recreation, residential amenities and transportation, taking into consideration existing problems of highways, private development, and changes in port usage. The criteria should be based upon real, existing problems in New York City.

2. Explore and evaluate criteria (objective and value) used by architects, planners and community groups in planning and designing for urban areas. Propose and develop for use, criteria (possible alternatives) based upon these findings.

3. Other subjects considered by candidates to be of compelling interest.
The successful candidate will be awarded up to $5,000 to finance his or her study, and will be asked to justify the request.


WRITE . . . New York Chapter
American Institute of Architects
20 West 40th Street
New York, New York 10018

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<td>AIA Workshop Conference on Housing Opportunities in State Housing Finance Agencies (also offered in Denver, Colorado - November 24-25)</td>
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Considering this factor in its development, The Wisconsin Architect wishes to urge that the architects demonstrate their appreciation of the support of their magazine by giving the advertisements careful reading.

THE EDITOR
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Wisconsin Architect/November 1975
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Get all the facts from Riopelle Engineering Sales, Inc., 8817 West Lynx Avenue, Milwaukee 53225. Phone 414/353-8080. Or write the manufacturer, Armco Steel Corporation, Dept. K-315, 7000 Roberts Street, Kansas City, Missouri 64125.
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Environmental Products For Better Living
As many of you are aware, the WSA retains the offices of Tomlinson, Gillman & Travers, S.C. for assistance and guidance in legislative and legal matters. From time to time, they have occasion to review or research matters on behalf of the WSA or individual architects which could have ramifications and implications for all those who practice architecture in Wisconsin. The following is a brief article prepared by them to raise your consciousness as to one legal problem which may affect you in your practice. The authors advise us that the article is not presented as being a detailed and scholarly analysis of what is a most complex situation, but instead, has been written to heighten your awareness of a problem which can have most serious ramifications regarding your professional practice.

Wisconsin architects and engineers have a unique advantage available to them if they choose to practice as a corporation. Most other professionals (doctors, lawyers, dentists, etc.) who choose to use a corporation for their business practice must incorporate as a "Service Corporation". The statutes that authorize "Service Corporations" provide that any legal liability that arises from the services being performed are "joint and several" among the shareholders of the corporation. This means that if one doctor or lawyer in the service corporation makes an error that gives rise to a legal claim, that the legal claim is enforceable as against the personal assets of all the other doctors and lawyers who own stock in the corporation.

Under current Wisconsin law, architects and engineers (A-E's) don't have to incorporate as service corporations. Instead, Wisconsin law allows A-E's to incorporate using the same corporate structure that other businesses utilize. The law allowing the incorporation of A-E's does provide that individual A-E's cannot be relieved of their personal liability just because they are working with or for a corporation. For example, consider an A-E corporation, composed of individuals A, B, C, and D, all of whom own stock in the corporation. If Engineer A makes an error that gives rise to liability, then both the corporate assets and Engineer A's personal assets are liable. But what about A-E's B, C and D who own shares in the corporation?

The law in this area is not crystal clear, but the Statutes indicate that if the error is only the fault of Engineer A, that the personal assets of the other shareholders in the corporation are not subject to legal judgment. In the example given, the corporate assets are subject to judgment, as are the individual assets of Engineer A, but if A, B, C, and D are incorporated correctly, the other shareholders in the firm may be off the hook as to their own personal assets and individual liability.

Obviously the facts of the particular situation will determine whether B, C, and D were involved in the error that gave rise to the liability. It further appears that the fact that Engineer A had primary responsibility, or even stamped certain plans, will not automatically allow the other shareholders to escape from personal liability if they were involved in the error. However, assuming that certain of the shareholders were not involved in the error, they may have a chance under the current Wisconsin Statutes to keep their personal assets away from the injured party. This is not the case for other professionals who are incorporated as "service corporations". They are all equally liable regardless of which one of the shareholders caused the problem.

It does not appear that the Wisconsin Supreme Court has ever interpreted the language in the statutes relating to the incorporation of architects and engineers. Therefore, there is no guarantee that in the example...
The Prairie Archives of the Milwaukee Art Center is pleased to announce receipt of a Ford Foundation grant to undertake photographic documentation of drawings by Frank Lloyd Wright now in private and institutional collections. The intent of the project is to insure a record of the legacy of Frank Lloyd Wright and his philosophy and work.

Over eighty original drawings have been located and identified, encompassing buildings, furniture designs and graphics, from collections in the Netherlands, England, Japan, and the United States.

The project was initiated by the Milwaukee Art Center's Curatorial Consultant in Architecture, Brian A. Spencer, AIA, and Edgar A. Tafel, Architect, of New York City.

Spencer was initiator of the Prairie Archives and Curator of An American Architecture: Its Roots, Growth and Horizons, an exhibition presented by the Milwaukee Art Center in the fall of 1977. He is editor of THE PRAIRIE SCHOOL TRADITION, a forthcoming publication of The Whitney Library of Design, New York, documenting the exhibition.

Tafel, former apprentice to Frank Lloyd Wright (1932-1941), practices architecture in New York City and has been involved with the preservation of four of Wright’s houses now in the public domain. He is author of the forthcoming McGraw-Hill book, APPRENTICE TO GENIUS.

The photographic documentation is currently underway and is the work of Pedro Guerrero, former Wright apprentice/photographer. Guerrero, of New York, will be traveling the United States photographing drawings in the various collections.

Any additional information as to the whereabouts of drawings by Frank Lloyd Wright would be appreciated. Please contact either Brian A. Spencer, AIA, Architect, 3755 E. Poinsetta Drive, Phoenix, Arizona 85028 or Edgar A. Tafel, Architect, 14 East 11th Street, New York, New York 10003.
NEW RESIDENTIAL ENERGY TAX CREDIT

Congress has given homeowners and tenants a new tax break for making homes and apartments more energy efficient. This new "residential energy credit" lets taxpayers use dollars they would otherwise pay in taxes to purchase energy saving home improvements.

According to an analysis of the new law by Randall Snowling of Coopers and Lybrand, a national CPA firm, the residential energy credit is actually two separate credits. The first is a "home insulation credit", which covers part of the cost of insulation and other devices designed to cut energy used in homes. The second is the "solar credit" — which covers not only the cost of solar heating system, but also many other heating or cooling systems that use a "renewable energy source".

The insulation credit is equal to 15 per cent of the first $2,000 spent on insulation and energy saving devices, for a maximum savings on tax returns of $300.

The expenditures qualifying for the credit are those made for home insulation (including the insulation of water heaters, hot water pipes, and air ducts), and for other energy-conserving devices including:

- a furnace replacement burner designed to reduce the amount of fuel used by increasing combustion efficiency. Mr. Snowling says it is unclear how this provision would apply where a whole furnace is replaced;
- a device for modifying flue openings to increase heating efficiency;
- an electrical or mechanical furnace ignition system which replaces a gas pilot light;
- a storm or thermal window or door. (These would include doors and windows made of materials specially designed to reflect or absorb heat);
- an automatic energy-saving setback thermostat;
- caulking or weatherstripping for exterior doors and windows;
- a meter which displays the cost of energy usage.

The CPA firm points out that the IRS has also been given the authority to expand this list to include other properties which increase the energy efficiency of a home, such as attic fans and plastic window covers. It is also supposed to set up a procedure under which manufacturers can have their products certified as qualifying for the credit.

Mr. Snowling notes that the IRS has already indicated that certain products do not qualify for this credit, including: carpeting, drapes, paneling, exterior siding, heat pumps, wood-burning equipment (fireplaces and wood stoves) and florescent lighting systems — even though they have energy-saving qualities. The credit applies only where expenditures are for improvements on homes that were built before April 20, 1977.

The IRS has published a new form (Form 5695) for reporting qualified expenditures and for figuring the amount of the credit. After computing the credit on this form, taxpayers claim the credit on line 45 of their basic tax return (Form 1040).

The solar credit is slightly more complicated than the insulation credit. This credit is for 30% of the first $2,000 spent, and 20% of up to the next $8,000, for a maximum credit of $2,200. The expenditures which qualify for this credit are those made for products and installation services using solar, geothermal (hot springs) or other renewable energy to heat or cool a home. Windmills also qualify if used for "residential" purposes, such as producing electricity.

Coopers & Lybrand advises that a swimming pool used as a storage tank for a solar system does not qualify, nor do shade trees and greenhouses. The solar credit applies to both active solar systems (which use fans or blowers to transfer stored heat) and to passive systems (which merely collect solar energy and transmit it by convection).

Qualified property may be installed in the construction of a new home and need not be actually attached to a home as long as it heats or cools it. IRS Form 5695 is also used to report qualified expenditures and to figure the solar credit.

While both credits are computed separately and apply to different properties, the CPA firm analysis says that they both have to meet certain common requirements:

- The expenditures must be on a principal residence. (Improvements on vacation homes don't qualify);
- The home must have been built between April 20, 1977 and December 30, 1985.

The credit does not apply to expenditures made on rental property. Landlords are not entitled to take this credit on energy saving improvements on rental property. But tenants can take the credit for expenditures made on rented property, provided it is their principal residence.
Cooperative and condominium owners are also entitled to the credit. In the case of a cooperative, each shareholder is entitled to treat a portion of the cost of energy saving improvements made by the cooperative as if he or she had made them himself. The apartment owner should report his or her share of expenditures on Form 5695, provided it is the principal residence.

Qualifying expenditures made by condominium management associations on behalf of their members are also available for the credit. Generally, each member will treat the assessment as a qualifying expenditure; but if the association makes the improvements using funds in a general reserve, it may allocate each member his share of the expenditures on any reasonable basis.

However, cooperatives and condominiums that are rented to others are not entitled to the credit because the unit is not the principal residence. However, where the tenant is liable for the assessments, such as where he pays the monthly association fees, the tenant should be able to take the credit, the CPA firm explains.

As a general rule, expenditures are treated as made when installation of the item is completed. If insulation was ordered and paid for in December 1978, but wasn’t installed until 1979, the taxpayer has to wait until filing his 1979 tax return before claiming the credit. However, in the case of the installation of a property which uses renewable energy (solar) in connection with the building of a new home, the expenditures are taken into account in the year the home was occupied or the year the installation of the system is completed, whichever is later.

Coopers & Lybrand says an important point to remember is that the credit is retroactive for expenditures made on or after April 20, 1977. However, there is a special rule with respect to expenditures made in 1977. These are to be claimed on 1978 tax returns and are not allowed to be filed on amended tax returns for the 1977 tax year.

The CPA firm analysis states that the credit is cumulative. That is, expenditures qualify for the credit until their total surpasses the specified limits, which apply for each residence, Mr. Snowling explained.

Coopers & Lybrand reports that the credit is not allowed for an amount of less than $10. Therefore, expenditures of at least $67 have to be made to get the insulation credit, and at least $34-$50 to get the solar credit. Nor is the credit refundable. It can be used only if there are taxes to offset. Further, Form 1040-A (the short form tax return) cannot be used to claim these credits. Only the long Form 1040 can be used for this purpose.

For further information, contact your local IRS office and ask for Publication #903, Energy Credits for Individuals.

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SCHLIMGEN REPLACES HURC

Lucian G. Schlimgen, Jr. is the new Secretary of the Board for the Wisconsin Department of Regulation and Licensing, Examining Board of Architects, Professional Engineers, Designers and Land Surveyors. He succeeds Cass F. Hurc who is retiring after serving 16 years as Secretary of the Board and Executive Secretary for each of the Sections of the Board.

Mr. Schlimgen graduated in 1949 from the University of Wisconsin - Madison with a Bachelor of Science degree in Mechanical Engineering and a minor in Industrial Engineering. He was licensed as a Professional Engineer in 1957. He is past Chairman of the Rock River Section of the American Society of Mechanical Engineers.

Schlimgen was with Automatic Electric Company in Northlake, Illinois for two years and with Ohio Medical Company of Madison, Wisconsin for seven years. His activities included: apparatus and new product design; quality and production control; research, design and product safety requirements for hospital equipment and investigations of explosions and accidents.

From 1958 to 1974, Mr. Schlimgen served as Administrator for the State of Wisconsin, Division of Business Development Services in economic development and aid to small business.

In 1974 he resigned from State Service to become District Director of the United States Small Business Administration with offices in Madison.

1979 MASONRY SEMINARS ANNOUNCED

Four noted A/E's will highlight the second annual masonry seminars sponsored by Masonry Institute of Wisconsin, Inc. "HOW AND WHERE TO USE MASONRY" seminars will be presented in Madison, Milwaukee and Appleton on March 26, 27, and 28, 1979 respectively.

Frederick Richter, Director of Design, Ellerbe Associates, Inc., Bloomington, Minnesota, will present an imaginative discussion on "Architectural Potential of Masonry". Richter's responsibilities with Ellerbe include providing leadership to all members of a Project Team in the conceptual planning and design phases.

Richter received a Masters of Architecture from MIT and a Bachelor of Architecture from the University of Minnesota. He has served as an instructor in architecture at the University of Minnesota and an instructor in Urban design at Macalester.

Loadbearing and other masonry uses will be discussed by George Hanson, P.E., partner, Salada & Hanson, Engineers, Denver, Colorado. Hanson is currently President of the newly formed professional Masonry Society and has experienced considerable design of masonry structures throughout the western states.

Donald Buettner, Ph.D., P.E., President, Computerized Structural Design, Inc., Milwaukee, Wisconsin will present a discussion on the development of a recommended guide for unit masonry specifications.

Mr. Buettner has served as an instructor at University of Wisconsin - Madison and a professor of structural design at the University of Wisconsin - Milwaukee. His presentation will be on behalf of a joint cooperative committee which has been working on a recommended guide for unit masonry specifications. The committee is composed of representatives from Wisconsin Society of Architects/American Institute of Architects, Construction Specifications Institute and Masonry Institute of Wisconsin.

J. Gregg Borchelt, P.E., Executive Director of Masonry Institute of Houston-Galveston, Houston, Texas will present recommendations on designing composite walls including design solutions to compensate for differential movements in brick, block and composite walls.

The seminars are sponsored by Masonry Institute of Wisconsin in cooperation with Brick Institute of America Region 5, Fox River Valley Masonry Promotion Fund and National Association of Brick Distributors, North Central.

Announcements of the seminars will be sent to all Wisconsin Society of Architects/American Institute of Architects members. No registration fee is involved but advance registration is requested. For additional information write: Masonry Institute of Wisconsin, Inc. at 2733 W. Wisconsin Avenue, Milwaukee, WI 53208 or call (414) 933-9331.
EXCELLENCE IN MASONRY

ARCHITECT: Herbst, Jacoby & Jacoby, Inc., Architects

PROJECT: Wisconsin Telephone
         Company Building
         Oak Creek, Wisconsin

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

We are pleased to announce that the Wisconsin Telephone Co. Building designed by Herbst, Jacoby & Jacoby, Inc. Architects, is one of seven projects selected for "Excellence in Masonry." A representative of the firm described the project as follows:

"The Wisconsin Telephone Company's Howell Avenue ESS & Computer Center is a single unit built in a rural area which is gradually being industrialized.

Brick was used for several reasons. Security being of prime interest. The windowless walls had to have a color and texture to bring out the sculptured massing of the whole. The masonry walls also assured permanency and security from the elements for the highly electronic equipment inside.

The brick units were used extensively to form screens over the large intake and exhaust openings and to screen the immense roof top mechanical equipment, providing an overall unified appearance to the structure."

Congratulations to Herbst, Jacoby & Jacoby, Inc., Architects for "Excellence in Masonry."

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ASBESTOS ALERT
The Ghost Of Project Materials Past Haunts Lives Of The Future

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 chrysotile 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.
The annual Grassroots Conference for Institute Officers, Society and Chapter Presidents, President Elects and Staff was held January 22-24 in Los Angeles. One of the largest delegations from Wisconsin attended. Representing WSA were John B. Hipp, AIA, WSA President; Noble E. Rose, AIA, WSA Vice President; Walter E. Zoller, AIA, WSA Secretary/Treasurer; David P. Brust, AIA, Southeast Chapter President; Richard W. Eschner, AIA, Southeast Chapter 1st Vice President; Jack W. Klund, AIA, Southwest Chapter President; Raymond C. Matulionis, AIA, Southwest Chapter Vice President; Wayne E. Spangler, AIA, Northwest Chapter President; Kenneth E. Ziehr, AIA, Northwest Chapter Vice President and Alan J. Carlson, Executive Director.

AIA Grassroots is a conference conducted in three sections of the country during January by Institute Officers and Staff. The purpose is to impart information concerning the operation of the Institute, its plans for the year and to get local component feedback.

This year Grassroots launched a year long “Celebration of Architecture” to encourage greater public awareness of what architecture is. AIA President Erhman B. Mitchell, Jr., FAIA chose the theme for the year to encourage all AIA Components to help focus the public’s attention on all aspects of the built environment. It is hoped that programs on both the National and local levels will heighten the public’s awareness of the appreciation of architecture while simultaneously increasing AIA members’ appreciation of the need for architects to make contributions to the quality of life through their work.

A wealth of information was disseminated to the Grassroots attendees through workshops on the following subjects: Component Affairs/Public Relations; Practice and Design; Education and Professional Development; Institute Policies, Procedures and Ethics; Government Affairs; Federal and State, and Professional Liability. Your chapter officers will be sharing this information as they feed it back to the membership.

There is an opportunity for individual chapters and state organizations to submit resolutions to the 1979 AIA Convention. Resolutions to be considered by the Institute’s Resolutions Committee must be received by the Institute Secretary at AIA Headquarters no later than Monday, March 26, 1979. Chapter officers have a copy of the resolutions form or it may be obtained from WSA Offices.

The Component Affairs Department of the Institute offers many possibilities for expanding members’ knowledge and chapter effectiveness through many programs. Listed below are resources available to the members through the Institute and its local chapter. If interested in additional information concerning these available resources, contact your chapter or state officers and/or the WSA Offices.
Component Assistance Teams (CATS)
These teams are available to assist components in a variety of areas including chapter operations, programs, leadership training, membership, etc. The teams are composed of chapter officers, component executives and AIA staff.

National/Component Seminars
One day mini-seminars are conducted at the chapter level usually covering four different topics, each approximately 1 1/2 hours in length. The faculty are chosen for their expertise in the given topic area. This is a low cost program designed to stimulate interest in Continuing Education activities by AIA components.

Mini-Grassroots Seminar
Component Affairs Staff conducts an informative program on Institute structure, resources, benefits and services. The purpose is to create a more informed membership, and to strengthen membership expansion and retention at the component level.

Component Services Clearinghouse
A comprehensive listing of services, projects, chapter activities, etc. which is available through Component Affairs. If you are looking for ideas or considering a chapter project, check this reference service for “how-to” information. You may benefit from the experience of other chapters who have done the same or a similar project or activity.

AIA Journal Directory
A complete reference of Institute organizations, personnel and resources published in mid-August of 1978. This is often referred to as the “Yellow Pages”.

Planning Seminars
Conducted in the fall, these leadership training sessions are designed to prepare and assist the Presidents-elect for their year as Component President. The seminars are scheduled in various regional locations, and the faculty are composed of experienced component officers, executives and AIA staff.

Speakers Bureau
In 1979, the Commission on Component Affairs will be developing a list of resource speakers for component programs. If you would like to have assistance in this area please contact Component Affairs. National officers and staff are also available upon request to participate in chapter programs when and where schedules permit.

Newsletter Critique Service
If you would like to have your chapter newsletter evaluated in order to strengthen its effectiveness, the Public Relations Department will provide professional review services, at no cost, including content, graphics, style, etc. Please forward a copy of your newsletter along with your request to Component Affairs.
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Events:
- WSA Convention Committee Meeting Milwaukee
- Real Estate Development For Architects UWEX-Madison
- WSA Executive Committee Meeting Milwaukee
- INFO FAIR Chicago Apparel Mart
- Northeast Chapter Meeting
- AIA/DC Cont Ed Program Passive Energy Tools
- Professional Liability Course

Days:
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- March
- April
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<td>25</td>
<td>Masonry Institute Seminar 'How &amp; Where To Use Masonry' Madison</td>
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<td>Renovation Of School Facilities UWEX-Madison</td>
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Component President’s Letter
This valuable publication is issued by Component Affairs six times a year and is a digest of ideas, chapter programs, legislative information, etc. The CPL distribution includes component Presidents, Presidents-elect, Secretaries, and Executives. The CPL provides chapters with a forum to share successful projects and activities.

Component President’s Manual
A “how to” guide on chapter operations, published by the Component Affairs Department, and revised annually. The manual includes information on a multitude of topics including Membership Promotion, Public Relations, Government Affairs, Professional Development, Chapter Programs and Internal Communications. It is distributed to Presidents and Presidents-elect.

Membership Promotion
Component Affairs produces promotional materials and brochures to assist components with membership recruitment activities. “Architects in Action” is the most recent brochure and copies are available upon request. A monthly Membership Bulletin is produced and distributed to component membership chairpersons and executives. The bulletins contain successful promotional ideas and projects, and provide the latest status reports for membership growth on a national basis.

Library
The AIA library is a most valuable resource for all members. There are over 20,000 catalogued volumes and more than 100 periodicals which are available for use by members upon request. The AIA Directory provides a listing of available publications.

AIA Member Hotline (202-785-5954)
This new service provides a direct communication link between the Institute and its members. The Hotline provides our members with a quick response to routine questions and/or will direct them to appropriate staff executives for handling of more technical concerns and information.

NOTE: Each of these resources is available for your use and we encourage you to utilize them as your needs require. Component Affairs staff is prepared to assist you in any way possible. Please do not hesitate to call upon us. Have a super 1979!

In January the Executive Committee combined their meeting with the annual Mini-Grassroots program. All officers of the four chapters in the Wisconsin Society plus the Executive Committee met to review the organization and the goals ahead for the year. The Mini-Grassroots session provides an updating on all the current issues so that officers may plan for their chapter activities during the year.

The afternoon was spent considering the regular business of the Executive Committee. Douglas Smith, AIA, was appointed Chairman of the BFM/AIA Liaison Committee. Members of the Committee will be Gordon Ihbe, AIA, John Hipp, AIA and Fred Zimmermann, AIA. One of the more immediate concerns of the Committee is the proposed BFM policy on change orders affecting architects.
It was noted that there is a thrust from the new Governor to eliminate the position of Examining Board Secretary in the various boards of the Department of Regulation and Licensing. The Legislative Committee is to look into this concern.

The Historic Resources Committee is reorganizing under the leadership of Gordon Orr, AIA. Persons interested in serving on this committee should contact Orr or the WSA office.

The Public Relations Committee was directed to look into advertising programs by the WSA.

DESIGN HELP NEEDED

The following request was recently received by WSA from a Milwaukee social service organization.

"Pathfinders for runaways is a service to runaway children and their families. An important (essential) tool for our work is the Pathfinders House — a large dwelling at 1614 E. Kane Place on Milwaukee's eastside.

The original (since about 1970) house was located across from Lincoln High School; it was torn down about a year ago. That's when we purchased the Kane Place house. We've lived there a year, serving an average of 5 or 6 kids and their families each day.

We have received $30,000.00 to redo the whole house. We need the generous assistance of an architect/designer(s) to help us plan the renovations.

Please call Joe Hirak - Program Director of Pathfinders if you can assist our program. His phone number is 271-1560."

DIRECTOR OF ARCHITECTURAL SERVICES WANTED

Executive position with Kansas Department of Administration in Topeka. Duties include administrative and professional architectural work in project planning, construction document preparation, construction, mechanical engineering and property management for the State of Kansas. Appointee will supervise approximately 50 professional, administrative and clerical personnel. Requires eight years of experience as professional architect including five years experience as a principal in an architectural firm. Must have Kansas license at time of appointment. Salary is negotiable commensurate with qualifications. Send resume stating salary requirements to: Kay Jones, Division of Personnel Services, Room 108 North, State Office Building, Topeka, Kansas 66612. An Equal Opportunity Employer.
Noting recently that our theme for the 1979 WSA Convention is concerned with ethics, Joe Weiler, AIA, a member of the Southwest Chapter forwarded a summary of thoughts concerning ethics by Aristotle. Although too lengthy for this article, one of the excerpts noted that, "Ethics concern what we ought to do in given circumstances, and why, and is thus a test and study in character". Tying ethics to practical wisdom, author Sir David Ross, writing on Aristotle, indicated that,

"Practical wisdom is the ability to choose the right means to achieve the right end as chosen by the exercise of a virtuous disposition. It is in applying general principles by a reasoning process to the circumstances of a particular case that the right action is determined. No general rule will help us very much to know what we ought to do; we must wait until we are in particular circumstances and take account of them all. The decision will lie in our perception, the choice being a "deliberate desire of things within our own power."

During the next three years, one of the two ethical changes made at the 1978 AIA Convention is to be monitored by an AIA task force. That ethic concerns itself with the architects involvement "in design/construction activity involving contractual relationships where compensation is affected by profit or loss on labor and materials furnished in the building process." The whole area of the architect in contracting will be dealt with in seminars and workshops at the 1979 WSA Convention. The subject of advertising by members of the architectural profession makes up the second half of the double thrust of the Convention when it deals with the new ethical changes brought about in 1978.

Keynote speaker for the Convention will be Alfred Edelson, author of a December '78 AIA Journal article titled, To Advertise Or Not To Advertise? And If So, How To Go About It?" A second "nuts and bolts" session on advertising will be conducted by Ms. Vilma Barr, whose firm Barr Communication Services of Boston, provides marketing and sales support services, public relations and advertising for clients in architecture, planning, construction and engineering. The line up for speakers addressing the contracting and design build skills needed by architects are headed up by Charles W. Kinsley, Vice President of Guepel, DeMars, Inc. of Indianapolis; John B. Kujac, AIA, Vice President of Smith-Voorhees-Jensen Associates of Des Moines, Iowa. Anchor speaker for the last day of the Convention is Jerry Roundhorst of the Roundhorst Corporation of Minneapolis. Complete biographies of all of the speakers at our seminars will be forthcoming in the April Pre-Convention Issue of the Wisconsin Architect.
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Kohler offers more for every building or remodeling plan. The largest selection of faucets and convenience features. Eight complete lines. Finishes in 24 carat gold electroplate or chromium, satin or polished. As beautiful as they are dependable.

Alterna ... versatility plus a choice of interchangeable accent inserts in teak, walnut, ebony and white. Bath spouts and showerheads to complement.

Bravura ... for the bold, uncluttered feeling of contemporary living. With matching bath spouts and showerheads.

Alterna Onyx ... exclusive elegance of imported natural onyx inserts. Interchangeable. Gemstone colors: Persian Chocolate, Turkish Firelight, Argentine Mist and Turkish Pearl.

Trend ... beauty, economy and a choice of handles in clear acrylic or chrome.

Centura ... single control with no-leak, no-drip dependability. Push-pull or single lever.

Flair ... gracious and elegant with amber acrylic handles. Also in chromium with white, clear or charcoal handles.

Sink faucets ... shown: Centura. Also in Alterna, Flair, Triton II and Trend lines.

Triton II ... attractive styling, functional handles, pleasing economy. "Antique" ... for a touch of nostalgia. "Antique" Rite-Temp pressure compensating shower control with decorator dial plate in Parchment, Expresso, Black Black or White.

All these ... plus personal showers, soap-lotion dispensers, no-motor whirlpool baths, bar sink faucets, water-conserving showerheads and faucets, and many more.

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(54494)
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Automatic Temperature Supplies, Inc.
1023 E. Main St.
(53703)
Phone: 1-608-257-3755

MILWAUKEE
Milwaukee Plumbing & Heating Supply Co.
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(53233)
Phone: 1-414-273-3600

United Plumbing & Heating Supply Co.
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(53225)
Phone: 1-414-464-5100

Crichton Corp.
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(53212)
Phone: 1-414-964-6222

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Builders Plumbing Supply Co., Inc.
15905 Ryerson Road
(53151)
Phone: 1-414-782-1752

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

APPLETON
W. S. Patterson Co.
2100 W. College Ave.
(54911)
Phone: 1-414-739-3136

THE ROCK COUNTY BRANCH
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Janesville, Wis. 53545
Phone: 1-608-754-8106

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Phone: 1-414-781-5260

OSHKOSH
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(54902)
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Wisconsin architect/February, 1979
CONVENTION
(Continued)

The Olympia Resort in Oconomowoc is the new site for our 1979 Conven­tion. It provides excellent meeting facilities as well as a large Con­vention Hall for our exhibits, excellent sleeping rooms and restaurant will provide a comfortable setting. Many opportunities for sports activities will be available.

An exciting array of leisure time activities is planned with dancing and entertainment along with spouses trips and a "Night on Mil­waukee".

Registration forms will be sent shortly. It is to your advantage to reply early taking advantage of the discount for early registration. A room registration card for the Olympia Resort will also be included in the mailing.

NOTES
ON
JANUARY
ROSTER/
LEGISLATIVE
ISSUE

A variety of new ideas came together in the January Issue through a combination of many hours of hard work by many people. For some time there has been discussion about expanding the Roster issue to provide more information, similar to a manual, that could be used throughout the year. It would have the pertinent information all pulled together regarding the Wisconsin Society of Architects, governmental agencies, addresses and phone numbers of our members and other items that are of particular importance to the member architect. This January Issue was a start or the first step toward ex­panding that issue on an annual basis. Working on this special issue were Editorial Advisory Board members Peter Schuyler, Chairman; Uel Ramey, Betty Mead, and Alan Carlson. Aiding the Board from the Executive Committee was Walter Zoller with regard to input on the annual.

Past President Dave Lawson provided the push to have the legisla­tive insert developed and published for the membership and dis­tribution to legislators. Working on the legislative insert was David E. Lawson, AIA, John B. Hipp, AIA, Eric Englund — WSA Legal Coun­cil, Mark A. Pfaller, FAIA, Walter E. Zoller, AIA and Alan Carlson, plus graphics help from Mike McIntyre of Design 'Programs, Inc. Photos for the insert were provided by Jeffrey Dean of the Wisconsin Historical Society and member James T. Potter, AIA. Although not noted in the January issue, the cover photo was also provided by James T. Potter. Ongoing support from Bob Arndt and Ray Scholler of Times Publishing, our printer, brought the magazine into being. Harold Hagerty and his sales people provided the necessary push for supplier support. (Your acknowledgements to our advertisers are ap­preciated.)

We are looking to improve your magazine and would appreciate re­sponses from the membership on this and other issues of the Wis­consin Architect magazine. It is a tool to be used in communicating. Please help it to continually improve its effectiveness.
An excellent lineup of supplier exhibits is being planned by the Convention Committee. The first afternoon of the Convention will feature the second annual Construction Industry Reception in the exhibit area. Member registrants and exhibitors will receive guest passes so that non-member architects, employees of members, students, consultants, clients, and contractors may view the exhibits. The following exhibitors have contracted for booth space as of February 1, 1979.

A/E GRAPHICS
ALLIED PLASTICS
ARTHUR SHANNON COMPANY, INC.
AWI WISCONSIN CHAPTER
B. L. LANE & ASSOCIATES
BARCOL OVERDOOR COMPANY, INC.
BEDCOR, INC.
BEND INDUSTRIES, INC.
BEST BLOCK COMPANY
BUBLITZ, INC.
JOHN BUHLER COMPANY, INC.
CAN-TEX INDUSTRIES
CARDINAL INSULATED GLASS COMPANY
CARROLL SEATING COMPANY
CAUPAUL CEILINGS/REINKE INTERIOR SUPPLY COMPANY
CHAMPION COMPANIES
CHILDRESTONE DISTRIBUTING, INC.
CORNELL CORPORATION
CRONCO-LITE DIVISION OF CRONSTROMS MFG., INC.
DAU WALLCOVERINGS
DONOVAN EQUIPMENT, INC.
ELECTRICAL CONTRACTORS ASSOCIATION
ELZINGA & VOLKERS, INC.
JIM MICHEL BUILDING SPECIALTIES, INC.
KAWNEER COMPANY
KLEIN-DICKERT COMPANY, INC.
KOHLER COMPANY, MILWAUKEE BRANCH
MASONRY INSTITUTE OF WISCONSIN, INC.
MEDUSA CEMENT COMPANY
MIDWEST SURFACE BONDING, INC.
MILWAUKEE EQUIPMENT COMPANY
MINNESOTA DIVERSIFIED PRODUCTS, INC.
MONARCH TILE MANUFACTURING, INC.
OWENS/CORNING FIBERGLAS
THE RADFORD COMPANY/WESTERN MOULDING COMPANY, INC.
SHANNON SALES COMPANY
SHEBOYGAN GLASS COMPANY
SMITH-GATES CORPORATION
SNOW-LARSON, INC.
SOIL TESTING SERVICES OF WISCONSIN, INC.
SPANCRETE INDUSTRIES, INC.
STANDARD DRY WALL PRODUCTS
SUPER SKY PRODUCTS, INC.
VER HALEN, INC.
WAUKESHA BLOCK COMPANY, INC.
WEATHER SHIELD MANUFACTURING, INC.
WISCONSIN FACE BRICK-GAGNON CLAY PRODUCTS
WISCONSIN GAS COMPANY
VELUX - AMERICA, INC.
The following membership actions were approved by the Chapter Officers of the WSA/AIA and the Institute:

PAUL W. BRUMMUND, AIA, was approved for AIA Membership in the Southeast Wisconsin Chapter;

WALTER J. FRICK, JR., AIA, was approved for AIA Membership in the Southeast Wisconsin Chapter;

DONALD H. GLICKMAN, Associate Member, was approved for membership in the Southeast Wisconsin Chapter;

JOHN H. HATZINGER, Associate Member, was approved for membership in the Northeast Wisconsin Chapter;

MARK C. HERR, AIA, was approved for AIA Membership in the Southeast Wisconsin Chapter;

DONALD R. HOLT, AIA, was approved for AIA Membership in the Southeast Wisconsin Chapter;

JON A. JENSON, AIA, was approved for AIA Membership in the Southwest Wisconsin Chapter;

MARK A. KRAFT, Associate Member, was approved for membership in the Southwest Wisconsin Chapter;

JEFFREY G. MOTHS, Associate Member, was approved for membership in the Southeast Wisconsin Chapter;

WILLIAM H. OTTEN, AIA, was approved for AIA Membership in the Southeast Wisconsin Chapter;

MARTIN E. SELL, AIA, was approved for AIA Membership in the Southeast Wisconsin Chapter;

TIMOTHY R. STAATS, Student Affiliate Member, was approved for membership in the Southeast Wisconsin Chapter;

STEPHEN C. THIELKE, AIA, was approved for AIA Membership in the Southwest Wisconsin Chapter;

DAVID N. TОРРHу, AIA, was approved for AIA Membership in the Southeast Wisconsin Chapter;

THOMAS A. WILLIAMS, AIA, was approved for AIA Membership in the Southwest Wisconsin Chapter.

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

CHARLOTTE B. SOBEL, Associate Member, has been transferred from the Southeast Wisconsin Chapter to the New Hampshire Chapter.
The following members have resigned from the Wisconsin Society of Architects/AIA:

TOMMY W. TOMPKINS, Associate Member, Northwest Wisconsin Chapter;

WILLIAM J. CETERA, AIA Member, Southeast Wisconsin Chapter.

"ARCHI-TALKS . . ."

In the April issue of your Wisconsin Architect magazine, the Editorial Advisory Board has designed an opportunity for commentary from you and other members of WSA. The monthly column will be titled "Archi-Talks". We will reserve a page or whatever is needed for a forum for member concerns, research, observation, criticism on design, WSA, the Institute, Government and any other concerns you might have. Here is your opportunity to speak out. The Editorial Advisory Board reserves the right to edit but it will not change the intent of any submission. Copy must be submitted with the author's name but names will not be published if that is the desire of the author. Again, the Editorial Board would like to make this a real "give and take" page. Please feel free to submit your thinking, your ideas and comments. Copy and/or manuscript must be submitted by the 20th of the month previous to publication. If you have a question, please feel free to contact Editorial Advisory Board members Peter Schuyler, AIA, Chairman; Uel Ramey, AIA; Betty Mead, Associate Member or Alan J. Carlson, Executive Director.

PEOPLE/PLACES

Former Dean of the UWM School of Architecture and Urban Planning John W. Wade, AIA, is now with the College of Architecture and Urban Studies, Virginia Polytechnic Institute, Blacksburg, Virginia.

Robert P. Torkelson, AIA, was recently elected as Vice President of the Wisconsin Council of Professions. Torkelson is WSA's Representative to the Council.

William P. Wenzler, FAIA, is serving on the Search Committee charged with selecting a new Building Inspector for the City of Milwaukee.

A note from Joseph J. Weiler, AIA, "At this time I wish to thank you for the AIA Seminar of last fall at the Mayfair Hotel given by Mr. James C. Canestaro, AIA, of the Real Estate and Urban Land Economics Dept. of the University of Wisconsin - Madison. It was the best review of building economics that I have heard since graduate work in 1934 at the University of Illinois."...

The firm of Mark F. Pfaller Associates, Inc. has announced the addition to their staff of Ms. Kathleen E. Kelley, Architectural Historian.

Woods-Moynihan, Inc. is now located at 9234 W. Oklahoma Avenue, Milwaukee, WI 53227.

John H. Simonitsch, AIA, has joined the Milwaukee office of Flad & Associates, Inc.

Dennis Cerreta, AIA, has joined the office of Py-Vavra, Architects, Engineers.
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