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WEEKLY

BULLETIN

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Volume 20

DETROIT, MICHIGAN, DECEMBER 3, 1946

No. 49

OHIO ARCHITECTS IN 13th ANNUAL MEET

John F. Suppes Elected President; Tyler S. Rogers, President of Producers' Council Was Speaker

John F. Suppes, AIA, of Akron, was elected President of the Architects Society of Ohio at its Thirteenth Annual Meeting in the Deshler-Wallick Hotel, in Columbus, November 15 and 16. Russell Potter of Cincinnati, was elected 1st Vice-president; C. Curtis Inscho, of Columbus, 2nd Vice-president; George Voinovich, of Cleveland, 3rd Vice-president; Richard Cutting, of Cleveland, Treasurer, and Ralph C. Kempton, of Columbus, was re-elected Secretary.

Suppes succeeds Willis A. Vogel, AIA, of Toledo, Kempton was continued after many years of service as secretary.

In his address President Vogle pointed to progress made during the past year and mentioned the charter granted by The Institute to the ASO, the first to be issued. He reported a substantial increase in membership and a strong position of the treasury. While 1946 was a "formative" year, he said, 1947 will be a "doing" year. Thomas E. Brand, President of the Columbus Chapter, responded with a welcome to delegates.

Charles E. Firestone, of Canton, President of the State Board of Examiners of Architects, presided at a two-day meeting of that Board preceding the Convention. As the Convention was keyed to Registration, Firestone was the principal speaker. His subject was "The Registration Law." He stated that this was the first time that Registration had been given a place on the Society's Convention program.

"Too many architects do not seem to care what happens to the profession so long as it does not happen to them," he said. Pointing out that 43 states, the District of Columbia and four territories have enacted registration laws, he gave credit for Ohio's accomplishments in this direction to Charles F. Owsley, Ralph C. Kempton, Lester Redding, George E. McDonald, M. Gilbert Miller, Charles E. Firestone, George S. Mills, Frank C. Warner, Alfred A. Hahn, Charles R. Strong and Edward G. Conrad. He particularly singled out Ralph C. Kempton, "an architect who thinks only in terms of architects, perhaps to his own detriment."

Tyler S. Rogers, Assistant to the Executive Vice-president of Owens-Corning Fireglass Corporation, of Toledo, newly-elected President of the Producers' Council, Inc., was speaker at the banquet. Mr. Rogers was formerly on the staff of Penick Points, is author of many works, including "Planning your own Home." His subject was "Can Building Costs be Re-

duced?" He stressed the labor element as a principal factor in today's building costs. With regard to material scarcity, he emphasized the fact that industry has not yet been able to fill the pipe lines to insure a steady flow. He asserted that the Government understood the logistics of war much better than it understands the logistics of peace. Some elements of cost are temporary and will be relieved, he believes.

Stating that the Council's program for the future is keyed to new needs, he further defined its basic theme as that of reducing costs. Our ravenous industry wants more than can be produced immediately, he said.

Mr. Rogers mentioned the new A-62 Guide to Modular Coordination as being more important to architects today than his Vignola and other books he formerly depended upon so much. The speaker looks for less advancement from the use of new materials than from the proper use of old

See OHIO—Page 3

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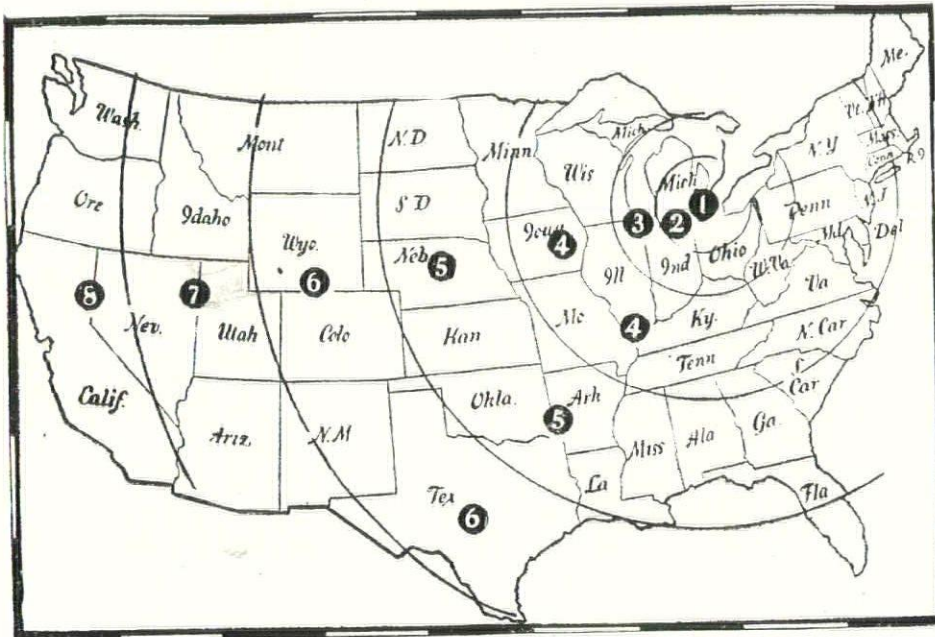
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C. R. Paton Heads Inter-Professional Council

C. R. Paton, past ESD director and consulting engineer for the Ford Motor Company, was elected president of the Inter-Professional Council of Wayne County at the September meeting. In his new office Mr. Paton succeeds William A. Freimuth of the Detroit Bar Association.

This organization, whose objective is to improve the standards of the various professions in the country, includes besides the ESD, American Institute of Architects, Detroit Bar Association, Detroit District Dental Society, Detroit Teachers' Association, Michigan Association of Certified Public Accountants, and Wayne County Medical Society.

The ESD representatives to this group are C. R. Paton, H. S. Ellington, C. J. Freund, and E. C. Balch, alternate.

ALDEN B. DOW, AIA, of Midland, Mich. has been retained to design a proposed Governor's Residence for the State of Michigan. The State owns a site, and the Legislature has appropriated \$75,000 for the building.

CORNELIUS L. T. GABLER, Treasurer of the Detroit Chapter, AIA, recently underwent an operation for a back condition at Detroit Osteopathic Hospital. Reports are that his well-known stamina is standing him in good stead and that he should be released within a few days.

NINE YOUNG MEN in the office of Smith, Hinchman & Grylls, Architects and Engineers, have purchased a 90-acre tract of land near Rochester, Michigan and are planning their own community.

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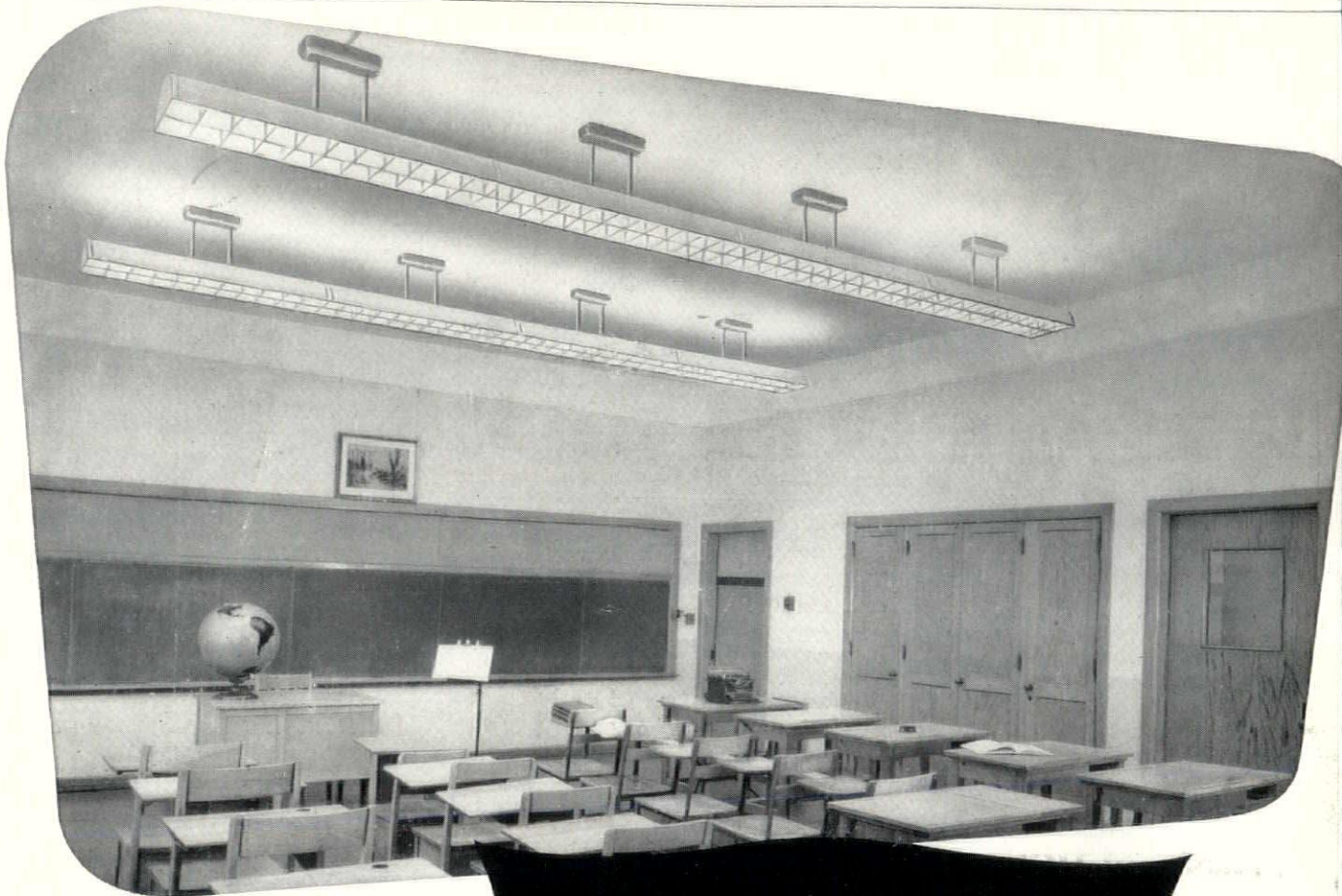
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From Buford Pickens

Bulletin:

They say a poor excuse is better than none so I write now to explain how I got "snowed under" about the time I had intended to write you a report. As you know, we got here just a short time before school opened on October 1st. After looking frantically and unsuccessfully for a place to live, we finally were assigned to a faculty housing project on the campus. After living out of suitcases for several weeks we were anxious to get moved in. The household goods arrived a day or two after I wrote you; from that time on until just recently we have been existing among our own trunks, boxes and crates. The running of the School has taken much of my time so we have just now gotten things straightened around enough at home for me to have access to my Detroit files.

I had intended to write up a little piece mentioning the civic design activities of several Chapter members and highlighting the good work of President Ditchy as Secretary of the C. H. & P. C. However, to do this from such a distance would risk the omission of some praiseworthy effort and I decided it might be best, after all, to let the A. C. D. G. report represent the Chapter's Civic Design activities. You may remember I was out of the country last year from August to January.

I believe you asked me for recommendations and suggestions, and as a former Chapter member I will comply:

1. Abandon all committees which never meet throughout the year and which do not have a specific program or definite assignment from the Board. So many committees do nothing all year long and then at the end, the chairman has to conjure up a synthetic report which in many cases has nothing whatever to do with the committee.

2. If a Civic Design Committee is to exist it would seem to me well for the Board to instruct the chairman: (a) to draw up a Chapter policy. This should not be a series of platitudes but should take a definite stand on controversial matters in which the profession is expected to present a united front. It should be discussed and voted on in open meeting. (b) to submit a long range program of definite activities which might

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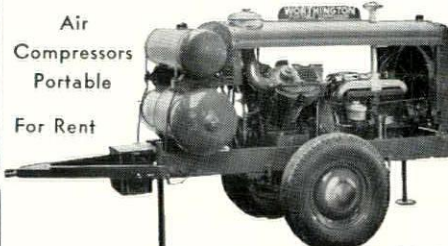
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Society Board Meets

Guests of President Roger Allen

The Board of Directors of the Michigan Society of Architects met at the Peninsular Club, in Grand Rapids, on the afternoon of November 20. The meeting was followed by a dinner at the Club, at which President Allen was host.

In attendance were Roger Allen, Adrian N. Langius, Earl W. Pellerin, Joseph W. Leinweber, L. Robert Blakeslee, Kenneth Michel, Robert B. Frantz, William E. Kapp, Warren L. Rindge, Paul R. Sewell, Eberle M. Smith and Talmage C. Hughes.

Only two directors were absent: John C. Thornton and Ralph W. Hammett. Mr. Thornton was on a trip to Indiana, and Professor Hammett could not leave his duties at the College of Architecture and Design. However, Wells I. Bennett, Dean of the College, and President of the Detroit Chapter, AIA, attended in his stead.

The Board accepted an invitation from the Grand Rapids Chapter, AIA to hold the Society's next Annual Convention in Grand Rapids, in March of 1947. A committee will be appointed to complete arrangements and another meeting of the Board will be called for December. It is expected that this 33rd Annual Convention will follow more closely the pattern of the Society's prewar conventions. Already many interesting features are in prospect, including an exhibition and speakers of national renown.

The report of Treasurer Michel showed Society funds at the highest figure in its history.

The Peninsular Club is being completely refurbished with Roger Allen in charge of architectural work, and a splendid job is being done. The surroundings were most pleasant for an architectural meeting, and President Allen was a most genial host.

Ohio,

From Page 1

ones. He outlined a seven-point program laid down by the Council and The American Institute of Architects, which he said forms the basis of a new and better relationship.

Not the last of the Convention were Ohio's two members of the Institute Board, Alexander C. Robinson, III, of Cleveland, Secretary and Charles F. Cellarius, of Cincinnati, Treasurer. Incidentally, we liked the story of George Meyer, of Cleveland, about a Cincinnati merchant who had his store front renewed with stucco in imitation stone, and was then told by the Building Department that he had to have a permit. He looked through the classified telephone directory and called Fred Garber, saying they had told him he had to have some blue prints. Fred said, "I'll tell you what you should do. You call Charlie Cellarius, for he makes the prettiest blue prints in town."

Talmage Hughes, of Detroit, was scheduled to speak on Public Information, at a luncheon, but while he spoke on many things, he said little about his subject, perhaps because this activity along with others is undergoing a transition under the new structure of The Institute. But Mrs. Hughes, with other ladies of the Convention, came in for recognition at the banquet, in the way of a beautiful corsage.

Since Mr. Suppes, the new president, is from Akron, it is fitting that the next Convention will be held in that city, with the Eastern Ohio Chapter, AIA as host. Great things can be expected of the new leader, who is bound to carry on and further the constructive measures begun by his predecessor, Mr. Vogle.

A delightful program for the ladies was planned and carried out under the direction of Mrs. William F. Breidenbach, of Columbus.

Ralph Carnahan, who has done an outstanding job as chairman of the Society's Committee on Registration, continues in that office.

An afternoon session, devoted to Registration was presided over by Vice-president Inscho. The speaker was Mr. Harry P. Jeffrey, Special Legal Counsel on the Registration Law.

Other features were a cocktail party at which the Columbus Chapter was host to delegates, ladies and guests, a Saturday morning session for unfinished business, and the concluding event, a luncheon on Saturday.

GEORGE H. MIEHLS, president of Albert Kahn Associated Architects and Engineers, Inc., spoke before several hundred members of the Development Agencies of twelve Northeastern States at Hartford, Connecticut, on November 25. Mr. Miehl's talk, highlighting a session of the convention which was held under the auspices of the Research and Planning Division of the Connecticut Development Commission, dealt with the subject "Industry—Its Home and Environs."

Detroit Chapter Hears Thurston

Members of the Detroit Chapter, AIA met for dinner in the Rackham Building on November 25, to hear Mr. Lee M. Thurston, Deputy Superintendent of Public Instruction for the State, at Lansing, speak on "Our School Building Problem."

The dinner was preceded by a meeting of the Chapter's Board of Directors, on which Dean Wells I. Bennett, newly elected Chapter President, reported briefly. He stated that it was too early to give much of a report, as this was the first meeting under the new Board, but he assured members that it was a good Board.

Before introducing the speaker of the evening, the President called upon Branson V. Gamber, FAIA, State Association Director of The Institute, to deliver a message concerning the struggle that has been going on in the interest of private practitioners for Government work. Mr. Gamber called attention to progress made with the Veterans Administration on hospital buildings and said that there was much more to be done.

Mr. Thurston gave an interesting picture of the State's school building problem and touched upon many phases, from the little red school house to the large plant in the metropolitan area. He stated that there are 223,000 public school buildings in the United States, many of which are one-room rural schools. Each year about \$138,000,000 is spent on such buildings. New York City has 900 school buildings, he said.

In Michigan there is need for some \$100,000,000 of school construction. Listing some of his Department's likes and dislikes, he mentioned safety, efficiency, attractiveness and comfort, adding that school buildings should be friendly and interesting to the public. He has an aversion to basements for educational purposes or even to basements that can be so converted.

The speaker believes that the successful school building is the result of joint effort on the part of the architect and the superintendent of schools and that the latter should make use of the knowledge and experience of his entire staff.

He touched but lightly upon the school building as a unit in city planning but emphasized that he liked to see school buildings used widely by a community, for both adults and children.

A question-and-answer period brought out some interesting points which Mr. Thurston handled very well.

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Pickens,

—From Page 4

be amended from year to year, but which would furnish the Committee of any one year with a continuing guide. (c) to submit a program of specific activities for the year. The committee should cover meetings of civic groups and public bodies where matters affecting civic design come up—especially the City Plan Commission and the Council (as well as C. P. & H. C., etc.)

The Chairman ought to be someone who will and can represent the Chapter and not the interests of some special firm or union. Appoint someone just out of school whose professional ethics are not compromised consciously or subconsciously by political or financial motives. It might best be some non-practicing member of the Chapter—but he ought definitely to be a citizen of Detroit.

Please accept my best wishes from Dixie and give my regards to the Chapter Board. I enjoyed my years in Detroit immensely and especially the many friends in the profession.

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Penn. Alumni Meet

All architects who have attended the University of Pennsylvania, either graduates or undergraduates are urged to attend the next meeting of the University of Pennsylvania Club on Monday evening, December 9, at the University Club in Detroit. The organization, dormant during the war, has been revived, with Mr. John J. O'Brien as its president. A schedule of meetings has been planned for the future. Reservations should be made by calling Mr. Sidney Hall, MADison 0080.

Meeting

Michigan Chapter, American Society of Heating and Ventilating Engineers at the Horace H. Rackham Educational Memorial, Monday, December 16, 1946 Dinners 6:30 p.m.; Meeting 8:30 p.m. Speaker: Mr. A. G. Dixon, Secretary, Modine Manufacturing Co. Subject: "Unit Heaters—Their Design, Rating, Maintenance, Application, and Relation to Radiant Heating."

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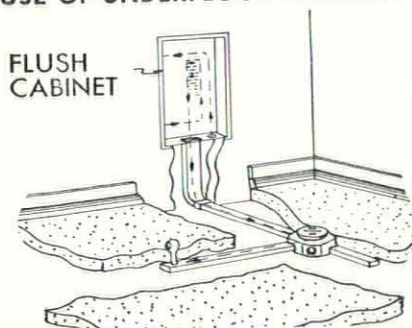
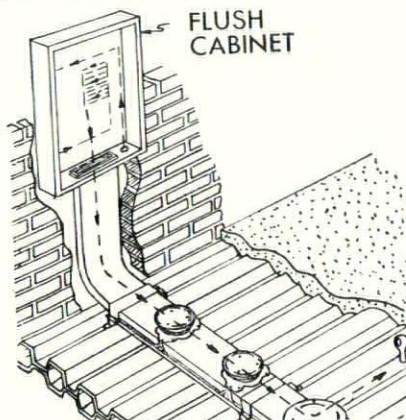
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No. 50

Fenestration As It Affects Light In Classrooms

By EBERLE M. SMITH, AIA

Address Before Michigan State Convention of Public School Business Officials
Hotel Fort Shelby, Detroit, Michigan, Friday, November 22, 1946

The principal function of schoolroom fenestration is to provide natural daylight for seeing within the classroom. The excellence of design of the fenestration can be measured in terms of how well this principal function is achieved. There are other secondary functions of fenestration which we are not discussing here at this time such as ventilation, aesthetic value of fenestration in the architectural design, and resulting structural problems.

Light for seeing, through the fenestration in classrooms, is effected by two variables. First is the intensity

of light provided, and second, the amount of glare or brightness ratio introduced with this source of light. The former, or high intensity of light, has often been the only measure of good seeing in the classroom. We now look upon the latter item of glare or brightness ratio as being just as important as if not more important than the former.

Generally speaking, the more the rays of light are broken up so that they are diffused, producing a soft light, the more comfortable the room is for seeing. This is the reason for using indirect artificial lighting fixtures rather than direct fixtures. The light in this case is broken up by being reflected from a secondary surface. Each point in this secondary service becomes a source point of light and in so doing breaks up the brightness by diffusing it in all directions. A similar analogy can be thought of by comparing it to the panel type of heating. Panel type of heating spread over the entire floor surface and oftentimes the ceiling and wall surfaces produces such a large area of heating surface, that the temperature of the radiating surface is kept to a minimum. This diffusing source of heat produces desired comfort because there is no great temperature contrast in any part of the room. Now, if we can in a similar manner break up the daylight so that high differentials of light or bright-

ness ratio are avoided, then it becomes more comfortable for seeing.

A little study of this problem soon demonstrates that a low-brightness ratio of window area to the other room surfaces can be achieved only by diminishing the over-all intensity of the room. No way as yet has been devised to eliminate this glare which does not exclude part of the rays of the sun from entering the room. It is therefore obvious that to obtain high intensity of light in a classroom together with even distribution, it is necessary to provide a large area of fenestration well located. It has been found that spotty sources of light on the outside wall such as produced by piercing the wall with smaller windows results in an annoying contrast of light and shade coming through the windows. Therefore, the fenestration in a room should be as nearly continuous as possible throughout its length. Of course, the top area of the windows is the more effective for lighting.

Probably you are all familiar with the so-called "bilateral" type of lighting. This being the name applied to light entering

a room from two opposite walls. A more recent method of lighting is the "clere-story" method in which part of the roof is opened up midway between the exterior wall and corridor wall with windows introduced in this clere-story between the corridor roof and the classroom roof. Both of these types of lighting will aid greatly in providing high intensities and distribution of light into the interior of the classroom. They are quite extensively used in newer schools in the West and South and there are one or two examples here in this location. Unfortunately, however, they are limited to one story construction.

The bilateral lighting is usually achieved by lowering the corridor ceiling and introducing windows between corridor roof and the classroom. It is possible to achieve this bilateral lighting in multi-story school construction by constructing school rooms on one side of the corridor only. Then by bringing into the exterior corridor walls a large exposure of glass and using borrowed light between the corridor and the

(See SMITH, Page 4)

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Wilson W. Wyatt, National Housing Expediter, is shown here inspecting the plumbingware division of Briggs Manufacturing Company, on the occasion of his appearance as speaker before the Economic Club of Detroit, Oct. 28.

In the picture, from left to right, are Clair W. Ditchy, FAIA, immediate past-president, Detroit Chapter, AIA; Charles F. Edgecomb, Director, Detroit Housing Commission; George W. Drysdale, Briggs General Manufacturing Manager; W. O. Briggs, Jr., Briggs Vice-president, and Mr. Wyatt.

From the look on Ditchy's face, he is saying to himself, "Some catch!"

CLAUDE FAYETTE BRAGDON, 80, architect, author, theatrical designer and lecturer, died in New York City on September 17.

A native of Oberlin, Ohio, Mr. Bragdon received his early education in the public schools at Oswego, N. Y., and studied architecture at the University of Michigan. He continued his study of architecture with Bruce Price, of New York, and with the firm of Green & Wicks in Buffalo.

From 1901 to 1923 Mr. Bragdon was a practicing architect at Rochester, where he designed the New York Central Railroad Station and the Chamber of Commerce Building. He also devised the plans for numerous Colonial homes in the East and mission-style dwellings in the West.

In 1923 Mr. Bragdon went to New York

as art director for Walter Hampden, the actor. Thus began an association of fifteen years. Mr. Bragdon designed the sets for Mr. Hampden's productions of "Cyrano de Bergerac," "Hamlet," "Macbeth," "Othello," and "The Merchant of Venice."

In all, Mr. Bragdon was the author of sixteen books on such subjects as architecture, the fourth dimension, ornament and theosophy. He also published an autobiography, "More Lives Than One." His hobby was the study of Oriental philosophy.

Mr. Bragdon lectured on architecture at the Art Institute of Chicago and Princeton University and gave a course on scenic design at New York University. He was a Fellow of the American Institute of Architects.

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The Architect and The Apprentice

By WELLS I. BENNETT, Chairman,
Sub-Committee on Apprentice Training

Probably all offices and most individual architects are informed as to the Apprenticeship Program for the training of draftsmen. The candidate applies to the architect for training, and if agreeable the architect undertakes to give employment. In addition to elementary routines of daily work, the young apprentice is required to obtain training in certain subjects at night school or by an occasional semester or year period in an architectural school. Compensation is provided partly by the employer and partly by the Veterans Administration, working with the Department of Labor on a sliding scale in accordance with local rates.

Response, as reported, has been favorable in the several months that the system has been in operation. Many offices have taken one or more men or women as apprentices. A considerable number of applicants, however, are not placed.

The undertaking recalls a somewhat similar activity launched under more tranquil conditions some years ago. This was the "Mentor System", developed and specifically approved by the American Institute of Architects. Here the young man was on his way to becoming an architect under the mentorship of an experienced and interested guide. Its adoption by practitioners, however, was definitely limited. Unfortunately there appears never to be an ideal time to inject such innovations as these training devices into the accepted routines of a majority of our architectural offices.

At present architects are extremely busy and many firms have been desperately looking for trained staff. They have come to realize that they are confronted by a scarcity resulting from the war. Wages of capable men are very high, making the time of the architect and his staff extremely valuable and the getting out of jobs very costly. More good draftsmen are badly needed. The main source of supply to meet this need lies in the great body of returning veterans, young men who were obliged by the necessities of war to give up or postpone training for a vocation. A significant number of these men wish to become draftsmen. The compensation provided by the government under the apprenticeship program is an acknowledgment of a debt, to be paid by aiding veterans in vocational training.

Both the need for draftsmen and the raw supply of applicants thus exist, but the architect, so busy that he hardly knows where to turn next, sometimes feels that he cannot afford to give time to the training of a beginner who will be a liability to the office for many

months and who may finally prove to be miscast as a draftsman. The applicant, on the other hand, is likely to be much concerned with immediate, and what seems to him adequate pay. As a beginner he sometimes cannot see that because of the technical skill expected of a competent draftsman he, as a novice, is worth much less in an office than he could obtain as a common laborer.

It appears that architectural draftsmen will be in increasing demand for some years. Men from the architectural schools are again gradually coming into the picture, but there will probably not be enough of them to fill the need. Encouragement of apprentices now may pay off well in the days when building gets really under way.

It has been suggested that the apprentice should be screened at the time of application and in the first trial month of apprenticeship. Latent ability, genuine interest in drafting as a career, and desirable qualities of personality should come to the surface in interviews and office contacts so that the apprenticeship would terminate or proceed to the mutual advantage of the office and the applicant. If promising apprentices can be selected they should be worth the cost of training to the employer. The alternative of increasing scarcity of men with mounting competition for senior draftsmen does not offer a pleasant perspective to the architect with a growing practice.

Detailed information on the apprenticeship program appeared in the WEEKLY BULLETIN. Copies may be obtained from Mr. Talmage C. Hughes, 120 Madison Avenue, Detroit 26, Michigan.

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SMITH—(from Page 1)

classroom, some secondary lighting in the classroom can be achieved.

A great many deviations from these schemes have been devised, some using a sloped ceiling to reflect light into the interior of the room and others using reflectors with mirror-like surfaces to reflect the light of outside surfaces upward through the windows to reflecting surfaces on the ceiling and then being reflected down to the interior of the classroom. These have all achieved some degree of success in more even distribution of light.

However, as indicated to you before, the introduction of light into the rooms is only one of the two problems involved. Even though we better the intensity and distribution of light through the adoption of the clere-story or bilateral lighting, we still have the difficult problem of avoiding high brightness ratios between the source of light on surrounding surfaces. Brightness ratio may be as high as 3000 to 1 if the surfaces of floors, walls, woodwork and furniture are of dark finish. A practical brightness ratio should be a ratio of 100 to 1; a much better ratio would be 10 to 1.

A great many solutions have been devised to control this glare, the most common being the ordinary window shade.

It has the obvious handicap of reducing a great deal of light entering the room. If this method of control is to be used, it should be all means be installed in two sections so that the upper few feet can be controlled separately from the lower portion. With the upper few feet left unshaded and the lower portion shaded, a mediocre solution is attained.

Perhaps the next most common method is that of installing Venetian blinds. Again Venetian blinds prevent a good deal of the light from entering the room. It does break up the light however, and the glare is reduced. There are two disadvantages to the use of Venetian blinds. First, when in an open position the blinds close the upper foot or so of the window and as the upper part of the window provides most of the light into the classroom, the best source of light is removed. Second, they are difficult for teachers to manipulate properly and hard to maintain.

Locked type of louvers have been devised to build in front of the windows so that they can be locked into position to properly deflect the light into the rear of the room and cut out the glare. Similar louvers have been devised for the exterior. Both of these have disadvantage of being fixed and will not meet the change in requirements of bright and cloudy days.

Overhangs on the outside of windows have been used with success. These may be in the form of a solid canopy extending beyond the head of the windows throwing the windows into a shadow, or they may be in the form of a slated canopy or trellis which will allow light to filter through and yet prevent direct rays of sunlight from entering.

There is also the awning type of louvers. These are constructed a great deal like an awning and are built of a series of angle louvers extending diagonally out and down from the head of the windows.

More recently a reflecting type of glass block has come out which when built into the wall as a window will reflect the rays of light upward towards the ceiling which will in turn reflect them back towards the rear of the classroom. This is achieved by constructing the interior of the glass block with a series of prisms to bend the rays of light. The Detroit Board of Education is constructing several schools using this glass block in which they are used in the upper two-thirds of the windows, the lower one-third being constructed with clear glass with a protecting canopy extending over the head of the glass. It is hoped that the use of shades will be eliminated by this construction and that they will provide a more even distribution of light over the whole classroom.

Most of these methods for diffusing and controlling the glare of light in windows are rather crude and clumsy. I feel that there is a very definite need and a probability that some type of glass will be evolved which will solve the problem of high brightness of the window source of light. There are several glass on the market now which are called "heat-absorbent" or "anti-glare" glass which are slightly colored. Some of these are produced in a thick type of glass and have been quite successful in reducing the glare of the windows.

Perhaps you are aware of the thermopane glass which is a double thickness of glass hermetically sealed to provide high thermo-insulation glass. I hope it will be possible that this double glass construction can be constructed with prisms on the inside to reflect the light upward in a similar manner to the glass block. This would allow the use of sheet type of glass. Some experiments have been made in constructing into the glass itself a very fine louver of plastic or metal which will act very much in the same manner as a Venetian blind. As it is confined to the interior of the glass it is similar in construction to wire glass. Personally, I feel that technical advancement of glass in the next few years should solve this problem in a much more satisfactory way than it has been to date.

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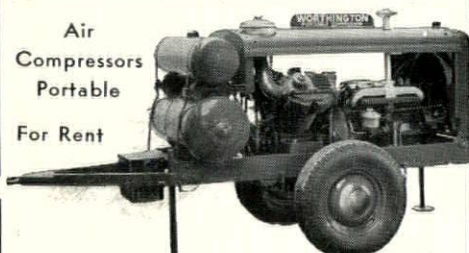
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Wirt C. Rowland

Wirt C. Rowland, AIA, prominent Detroit Architect, passed away on Nov. 30, the day before his 68th birthday, at the home of his cousin, Mr. Frank Burroughs, in Grand Rapids, where he had been taken by ambulance on Nov. 27. He was unmarried. Services were at Clinton, Mich. on Tuesday, Dec. 3.

A year ago in September he became ill, necessitating his retirement from business, and confinement to his home, with Mrs. C. F. Ritchie, 1536 Pennsylvania Ave., in Detroit, where he had lived for 35 years.

Born in Clinton, Mich., Dec. 1, 1878, he received his education at Harvard Univ.

He began his architectural experience in the office of George D. Mason, the "Dean of Michigan Architects", in 1901, continuing until 1909. He was designer for Albert Kahn from 1909 to 1911; designer and associate with Malcomson & Higginbotham, 1911 to 1914; with Albert Kahn again, 1914-1922, and with Smith, Hinchman & Grylls, 1922-1930. From 1930 to 1938 he was a partner with H. Augustus O'Dell. For three years, during the war, he was with the firm of Giffels and Vallet, Inc., L. Rossetti, Associated Engineers and Architects, during most of which time he was at the Naval Ordnance Base, Norfolk, Va.

Wirt Rowland was one of the foremost modernists, yet steeped in tradition. His versatility was exemplified by his work—the Union-Guardian Bldg., Greater Penobscot Bldg., the Jefferson Ave. Presbyterian Church and many other structures. He was in charge of design for Detroit's leading firms during periods of the city's greatest building activity.

Rowland was a profound scholar, musician and artist. Some of his black and white drawings illustrating the music of Brahms and Bach are marvels. Recently he had been engaged, at his home, on the Edwin S. George Foundation project for church sculptures and windows.

He was a member of the Detroit Chapter of The American Institute of Architects, had served as Chapter Director in 1934-35, and was recently made a member emeritus of both the Chapter and The Institute. His devotion to his profession was shown by the time he gave voluntarily toward helping the younger men. In 1918 he was president of the Thumb Tack Slub of Detroit. In 1938 he was on the city's Civic Center Committee.

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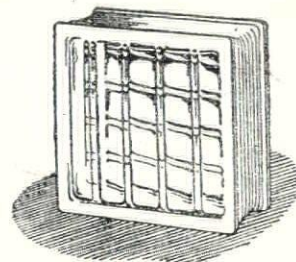
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DETROIT, MICHIGAN, DECEMBER 17, 1946

No. 51

PUBLIC RELATIONS FOR YOUR INDUSTRY

a talk by

John E. Wiley, Chairman of the Board, Fuller & Smith & Ross
at the Fall Meeting of the Producers' Council, Inc.
New York, N. Y. — September 25-26, 1946

I am supposed to give you some advice and some suggestions on the public relations problems of a highly ramified industry which is difficult to reduce to simple terms even in ordinary times, much less times like these.

Now, when I began to think of the thing I had taken on, (In a light-hearted moment I said I would come over here and talk to you folks) trying to tell you how you can get a unified public relations campaign is a staggering thing.

As I think of the construction industry with its different interests, it seems to me that you are the most "public" industry I can imagine. You affect the public more concretely than any other industry I can think of. Everybody is affected by your welfare, by your wisdom, by your development, by your manufacturing facilities, by your distribution skill. You have a problem that borders on statemanship in its challenges.

I would like to name some of the obstacles to a unified public relations program that occur to me. First, there are political difficulties. You affect so many people that your political relationships are paramount problems. However, you had them after the last war, too.

During the boom of the twenties, I know that the construction industry had political difficulties, and we can all re-

NOTICE

This is to state that E. B. Fauquier has not been connected with the Weekly Bulletin of The Michigan Society of Architects or National Architects since Nov. 12, 1946—
Editor

member what happened in the depths of the thirties: the veterans' march on Washington, the loss of homes through foreclosures, and the various other things that had started in the construction industry in the twenties but came to a climax in the thirties. It was the repercussion from such problems that brought in the

New Deal and almost brought us dictatorship.

As an approach to the political problems involved, I asked a friend of mine, who is a political correspondent in Washington, to write me a little memo as to what he thought about some of the obstacles that face you. It will take me only a moment or so to read what he says. I am going to read it in two parts, part now and part as it relates to another problem later on. This is what he said: "Go back to the early New Deal and what have you got — FDR running a political machine frankly designed to appeal to the bottom third. A housing program was set up which was openly subsidized by the Government, providing houses for these fellows who could never get one of their own through any private operation,

See WILEY—Page 2

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Wiley—from page 1

and which private builders under any circumstances could not supply on a normal commercial basis. All there was in this Government-subsidized housing for commercial builders was the profits of construction and they got that.

"O.K., so then you come up with a situation in which the lower middle class, on the fringe of the commercial market, isn't as well housed as those slum dwellers who managed to get into Government-subsidized housing.

"So just before the war, the administration faced a political situation in which the low-middle-class fellow, who is self-supporting, was demanding that something in a housing way be done for him—something that would enable him to be as well sheltered as the subsidized citizen.

"This created an irresistible economic pressure from people who may turn against the administration unless they can live as well as subsidized slum dwellers. This is now intensified by the fact that most of the people who want middle level housing are veterans, which means they are in special need of housing and are inclined to organize to get it."

Obstacle number two is short supply. I am not going to talk very much about it, because you know more about it than I do, and if you didn't, you read the same newspapers as I, and you can surely see the same things I see.

I think the chief reason I was asked to talk to you is that everybody is worried about how the construction industry can keep its friends, keep its friendly relationship with the public when headlines are talking about houses that don't have enough nails in them . . . when the impression is given through headlines that every house is being built of green lumber . . . that prices are too high—as I guess we know—on existing houses . . . that the construction industry won't put up any houses because they can't get high enough prices . . . that the veterans are sleeping in the parks . . . that ladies are having babies in trees. There are pictures to prove it.

How do you keep your friends when you are the object of headlines that scream that kind of things?

In addition, like mosquitoes buzzing around the heads of people who are trying to think straight, are problems of price control, regulation and directives. They

induce a hysteria that affects clear thinking. As a result of that hysteria, the construction industry is apt to say and do things that make the wrong kind of newspaper headlines.

Those are just a few of the obstacles that are to be faced. I think I can speak for all of you in saying that I don't believe they can be solved in Washington. I have to admit that I don't believe they can be solved in New York any more than they can be solved in Washington.

Your relationship with the public is too complicated to approach on the basis of some simple formula that I tell you about and you put into effect.

I don't think you can get at it that way. I don't think you had that in mind when you asked me here.

You do represent an industry that reaches every block in every city and town in the United States, and into every farm. Everywhere there is a house . . . you folks built it! Everywhere there is a repair job going on . . . you folks are doing it! You have an access to the public that no other industry has.

Therefore, your best approach to public relations, to keeping your friends in the face of difficulties, is to realize that you are already personal friends with a large percentage of the nation.

If you can mobilize your representatives who have friends in every neighborhood of America, you will be starting to answer your problems.

People ARE going to be inconvenienced, they ARE going to lose money. You can't stop that. You can't create houses out of nothing, and you can't stop people from selling a commodity for more money than it is worth. If they lose that dough, they are going to be madder at you than the fellow who doesn't have anywhere to sleep now. How can you offset that?

It seems to me that you can offset it as far as it can be offset by telling your industry's side of the story coherently. Now, public relations is just a matter of making friends and holding them. It is possible for a friend to lose some money as a result of something that I do and still not lose his friendship to me, provided that he understands I was acting in good faith when he lost money. I think that is where we can get at a simple approach to this problem, by looking at it from the standpoint of a national effort to make friends, but realizing that friends

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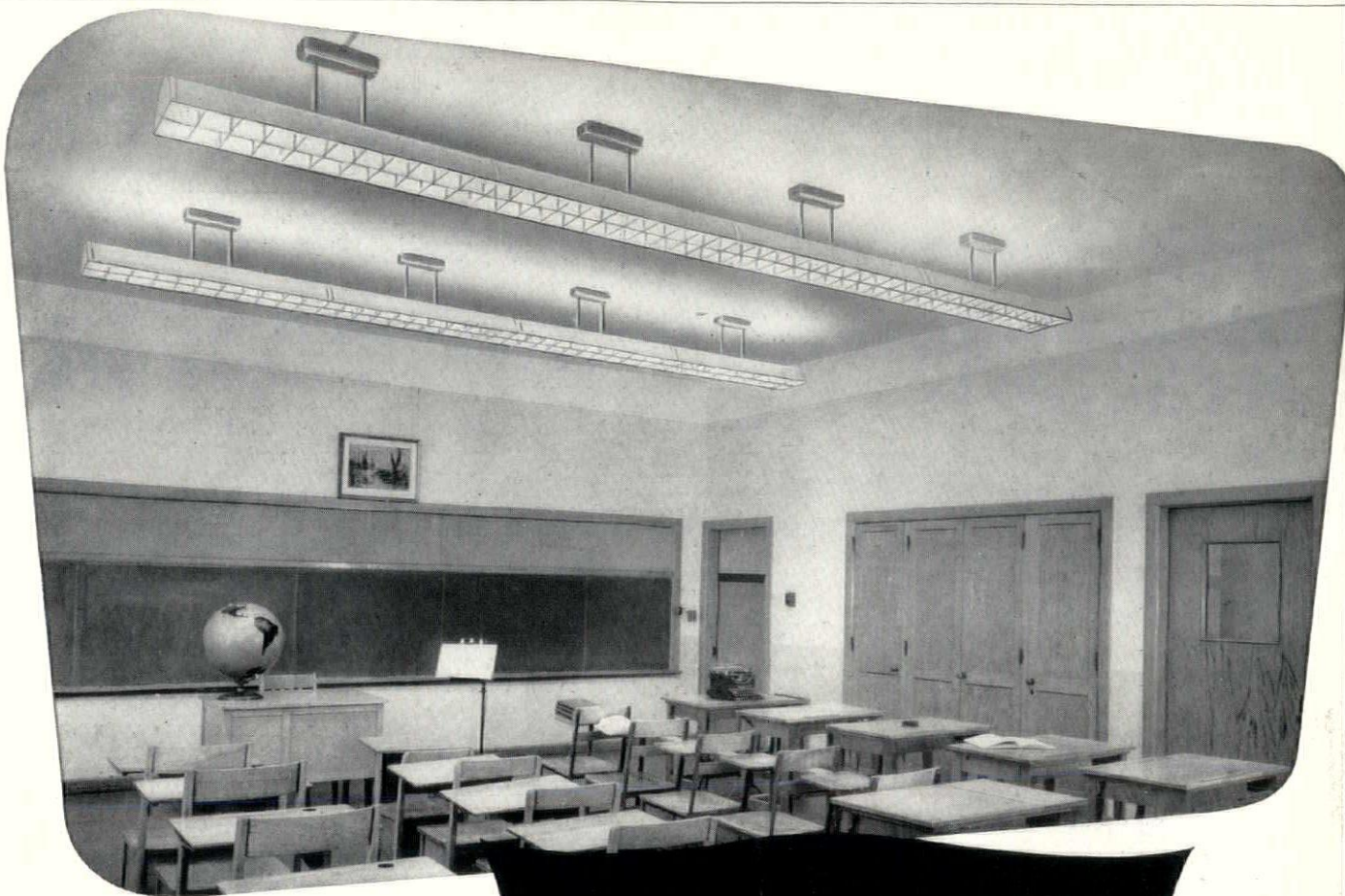
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architectonics

the bulletin of the Grand Rapids Chapter of the American Institute of Architects

THE DECEMBER MEETING will be a dinner meeting at the University Club in the Michigan Trust Building, Ottawa and Pearl Streets, Grand Rapids, on Monday, December 16th. Dinner will be served about 7 p.m., but if you get there earlier you can have a cocktail, singular or plural, which you will pay for out of your own allowance.

PAUL FLANAGAN, Chris Steketee and Emil Zillmer are the committee in charge. They kindly allowed Mr. Allen to make all the arrangements with the University Club about the dinner and they even more kindly permitted Mr. Allen to be the speaker. Now if they will eat Mr. Allen's dinner for him, he will be all set.

MR. ALLEN will give a lecture entitled "How To Build a House". Inasmuch as Mr. Allen has already inflicted this technical paper on the Iowa Chapter, the Detroit Chapter, the Chicago Chapter and the New York Association of Architectural Societies, there was no reason to believe that his home chapter could escape forever. A chapter has just so much luck and then blooey.

RETURN CARDS are intended to be returned. Surprised?

THE ROSTER has been checked by Phil Haughey, Clarence Rosa and Roger Allen, and no doubt will be obsolete by the time it gets mimeographed. It was ever thus. However, it will not be as obsolete as the last one now is. Surprising how people keep moving around considering the housing shortage. Keep the roster handy, as it is useful to settle bets with.

THE 1947 CONVENTION of the Michigan Society of Architects will be held in Grand Rapids. The Board of the MSA accepted the very nice invitation of the Grand Rapids Chapter. Preliminary plans call for a two day convention, probably March 7th and 8th, with an exhibit at the Home Show in the Civic Auditorium. The Board will work out further details at a meeting in Detroit on December 11th, and they will be announced in the Bulletin. As the undersigned is retiring as president at this convention, we should all put our shoulders to the wheel to make this a gala occasion. It'll mean some work if we have an exhibit. Getting rid of Allen is worth some work, ain't it?

YOU DIDN'T have to agree quite so loud.

THE ELECTION of officers is the big business of the December 16th meeting. The nominating committee (Warren Rindge, John Baker, Bill Stone) have prepared the following slate: for President, Phil Haughey; for Vice-president, Carl Kressbach; for Secretary-Treasurer, Bernie DeVries; for Chapter Director, Clarence Rosa; for MSA Director, Paul Flanagan. Nominations can also be made from the floor.

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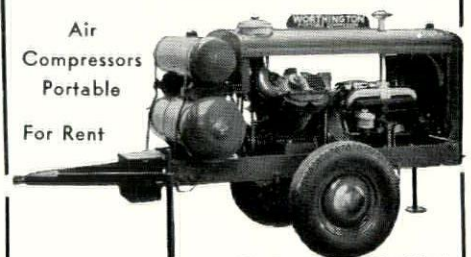
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are never made on a wholesale basis. They are made on a personal basis.

The liars and the cheats and the thieves monopolize the headlines. Newspapers don't send a reporter around to cover the story if your wife sits up all night with your baby. If you sacrifice your life, maybe you will get into the newspaper headlines, but good things don't make newspaper headlines very often. It is the bad things that make the headlines. If the newspapers were full of a lot of stuff about how good everybody was, their circulation would drop.

Honesty, and uprightness and fair dealing don't make headlines, but they correct all bad conditions eventually.

You know you are going to cure the housing shortage, you know you are going to cure everything that is wrong some day. Who is going to cure it? Good people working away in every town and community; the good people of the construction industry will cure it. You know it is going to happen. So why not get some credit for it?

There are more good people than bad. There are more dealers who will sell quality or nothing, than there are who will sell bad. There are more contractors and builders who want to build only the things that are fit to live in than ruthless jerry-builders. That is good. They get no credit for it though, and they should.

Then there are the bankers, who are helping correct this thing by discouraging loans on people who want to go overboard for too much house. The bankers, through their loan advice, help to keep things from going hog wild.

The architect, what does he do? He is helping to detect frauds. He is one of the good, corrective forces at work within your industry.

Yes, the good forces and local contacts are the final answers to public relations. So, we might as well anticipate their benefit by synchronizing those voices, the voices of the good people.

The story can be told in such a way that we may begin to get some of the benefits now of the things that are going to happen in the future.

Who are the people that can make friends for us? Well, you have stockholders. I don't know how many you have, but I would say tens of thousands. These stockholders are disposed to be friendly to you. They live everywhere. They have a neighbor on each side of them and across the street and on the block in back of them. They play bridge and go to clubs and belong to churches and are members of the community of the United States on a local basis. They can tell you their story.

Dividend enclosures, annual reports, meetings can take on a new significance. They have not carried enough of the story to enable the stockholder to tell it to the fellow across the street. They should be broadened and improved. Every stockholder must have one hundred friends and acquaintances. Let's get at the mathematics of this thing and see how many

people we can reach just through dividend enclosures and letters to stockholders and a more thorough explanation of the good side of the construction story.

Employees are another source of improved public relations. In spite of the strikes, in spite of conflicts, every employee has a reason to support his industry. The reason must be there. It is up to management to state the reason in such a way that employees believe it, understand it, accept it, and tell it to their friends.

Employees hear the adverse side of it every single day, in every newspaper they read, every radio commentator, at every union meeting. Everywhere they go they hear that industry is selling black market, hasn't got enough nails, sells green lumber. They hear that all the time. Why not tell them the other side?

There are hundreds of thousands of employees to be influenced. They are reached today through house organs, through bulletins, through meetings. A still more potent medium would be "plant-city" newspapers. Every manufacturer should undertake in his own plant-city to run a newspaper campaign designed chiefly to keep his own employees advised of the wholesome things that are happening every day to correct the shortages and maladjustments. Keeping employees informed makes each of them a personal force for good in your behalf.

Then there are your manufacturers' agents, distributors, jobbers, retailers, contractors, sub-contractors. They have a direct interest in helping the construction industry to make friends and keep them. Those people should be made to work together—knowing the story, telling the story, spreading it in their newspapers.

In other words, difficult as it is to distribute materials these days, it is still easy to distribute ideas. All you have to do is have the ideas and put them into the mail or in publications, or into the minds of people who belong to your vast industry.

Newspaper editors, particularly local newspaper editors (the editor in a small town in Ohio, up in Rochester, New York, or out in Kansas) are getting one point of view over the wire. Whether it is the Government's point of view or a scare-story point of view, they get that and plenty of it. Why not give them another?

If we can organize this industry in such a way that editors can get a better understanding of the construction industry from people they know in their own home towns about some good things that are going on, so that once in a while there can be a story in there that something good is happening, that is building public relations where it counts.

What can the good people say for themselves and for the industry? For one thing, we can say that the war is the reason for the housing shortage, not the construction industry. People are forgetting that the industry has been bled white of its materials and its backlog of supply

for 5 years. The short public memory needs to be reminded.

Also, the time element needs to be reduced to its proper size. After all, we have only been back at work for the home folks for a year.

As I look back to the year after the last war, it seems an awfully short time. I don't know what happened within a year after World War I. A year is a short time. The corrective influences have not had a chance to be seen.

Another thing that I think is important is an exchange of experience. I would like to suggest that the Producers' Council set up some machinery for bringing in the good experiences from all communities, coordinating them and sending bulletins to all members, so that instead of a few things you can dig up yourself that are on the credit side of the ledger, you have it multiplied by the many members of the organization. The service that you would get from pooling of good experiences would give you an opportunity for sending out floods of good things, good news to your own distributors and your own local contacts.

We should remember in making friends that we should reach everybody. You cannot do that on one plane. That is why I suggest that every manufacturer use his own plan, coordinated through some central organization . . . that he mobilize his stockholders, his employees, people in his distribution system, to tell the good things, the constructive things that are being done on a day-by-day, week-by-week, and a month-by-month basis.

M Students Visit H, E & D

Offices of a Detroit firm of architects and engineers became an auxiliary classroom for a University of Michigan advanced class in architecture, and the new administration building at the University, designed by the Detroit firm, will be used as an object lesson in architecture as construction advances.

The class of 20 seniors, taught by Prof. Ralph Hammett and Prof. Jean Hebrard, paid a recent visit to the offices of Harley, Ellington & Day, Inc., Architects and Engineers, where, under the direction of Malcolm R. Stirton, chief of design for the firm, they were given a comprehensive view of the manifold activities in a modern architectural office.

Construction of the building under the supervision of Harley, Ellington & Day, has just begun, and as it progresses toward completion during the year, the class will make frequent trips to observe development in actual practice of varied services given by an architect.

The building was designed by Mr. Stirton, himself a graduate of the U of M school of architecture and a former student of Prof. Hammett.

After the meeting, a complimentary luncheon was served the class by the architects, at the beautiful Engineering Society dining room at the Horace H. Rackham Educational Memorial, another example of the firm's work.

A. W. Balle

August W. Balle, 64, Detroit architect, died at his home in the Parkhurst Apartments, 1130 Parker Ave., on December 6.

A native Detroit, he received his education in the schools here and at the Detroit Institute of Arts. In beginning his architectural career, he applied for a position with the late Frank C. Baldwin of the firm of Stratton & Baldwin and was referred to Alpheus Chittenden at a time when Charles Kotting was his only draftsman. The firm soon became Chittenden & Kotting, with Gus Balle later admitted to the firm.



A. W. Balle

Balle later practiced alone and with Dalton R. Wells, as Wells & Balle, Architects and Engineers. After being with Smith, Hinchman & Grylls during World War I, he went with the Detroit Board of Education, doing mostly research work. It was there that he met William G. Malcomson and joined the firm of Malcomson & Higginbotham as associate architect. During the depression he again went with the Board of Education, in the Department of Buildings and Grounds. Since August, 1945 he had been associated with Ralph R. Calder.

He had been a member of the MSA, AIA, and Detroit Chapter (Director).

He is survived by seven sisters: Mae Balle, Mrs. Seymour R. Haworth, Mrs. Gerald Atkinson, Mrs. John R. Ide, Mrs. Cheslie Parrish, Mrs. Elmer E. Tuttle and Mrs. Ralph Haas.

Society Board Meets in Detroit

A meeting of the Board of Directors of the Michigan Society of Architects on the afternoon of December 11 was followed by a dinner of the group at the Detroit Athletic Club. Attending were officers and directors: Roger Allen, L. Robert Blakeslee, Ralph W. Hammett, Talmage C. Hughes, William E. Kapp, Adrian N. Langius, Joseph W. Leinweber, Kenneth Michel, Earl W. Pellerin, Warren Rindge, Paul R. Sewell and Eberle M. Smith.

Attending a portion of the meeting were the Society's attorney, Mr. John P. O'Hara and members of its Publications Committee, Messrs. George F. Diehl and Thomas H. Hewlett. William E. Kapp is also a member of this committee.

Chief topic of discussion was the Society's 33rd Annual Convention to be held at the Morton Hotel in Grand Rapids, March 7 and 8, 1947. Talmage C. Hughes was named convention manager and a committee will be appointed to work with him.

The Grand Rapids Home Show will be at the Civic Auditorium all that week and an architectural exhibition will be planned as a part of the Show. It is expected that the exhibit will be shown in other Michigan cities after the Convention.

A banquet will be planned, probably as a concluding event on Saturday evening. Other features suggested, besides the usual business sessions, are a visit to the Grand Rapids Furniture Museum and other points of interest.

President Allen has appointed a No-

minating Committee consisting of Clair W. Ditchy, Chairman; Kenneth C. Black and Branson V. Gamber. The Board elected a second Committee consisting of Clarence Rosa, Chairman; James A. Spence and William A. Stone. Each Committee will prepare a slate of officers for 1947-48. Balloting will be by mail and election at Convention.

Correction

In the report of Malcolm R. Striton, Chairman of the Chapter's Committee on Fellowship, carried in our issue of October 22 the name of Marcus R. Burrowes was inadvertently omitted from the list of those who are now Fellows. We regret this error and offer Mr. Burrowes our apologies.

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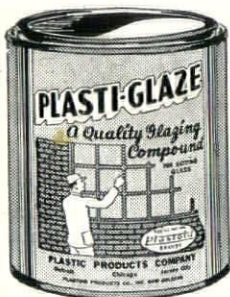
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Volume 20

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No. 52

Industry-Engineered Housing Program Planned

Nationally known architects and engineers are completing work on plans and specifications for an industry-engineered housing program being designed to bring substantial savings in building costs, Tyler S. Rogers, President of the Producers' Council, national organization of building product manufacturers, has announced.

"These homes are being developed jointly by the Council and the National Retail Lumber Dealers' Association," Rogers said. "They will be presented to the public as one of industry's answers to the demand for good quality homes at reduced cost. Work has been under way for more than six months.

"The savings will result from economy in design and from standardization, precutting and sizing, and more efficient assembly of the parts which make up the home and can be realized whether the dwellings are built one or 1000 at a time. The homes will in no sense be standardized because each basic design can be built with a wide variety of treatments so far as external and interior appearance and detail are concerned. Several variations in floor plan will be possible.

"The first industry engineered houses will contain one, two, or three bedrooms, kitchen, bath, and living room, plus other usual conveniences. They represent a carefully studied effort to provide veterans and others with thoroughly liveable and comfortable houses at a cost lower than is attainable by customary methods of building homes of the same size and quality. This is in no sense prefabricated housing, but homes built by the orthodox factors of the industry — the manufacturers, dealers and contractors.

"When the houses have been completely designed and engineered,

manufacturers will be able to provide all of the component parts in sizes which will fit into the houses with little or no waste of time and materials in assembly. It is anticipated that some major units, such as bathrooms, kitchens, and heating units may be especially designed for the engineered houses in cases where existing lines do not fit.

"Manufacturers will be able to provide the exact number or quantity of pipes, boards, nails, bricks, insulating materials, windows, doors, hardware, and other items such as kitchen, bathroom or heating equipment in special packages or assortments, engineered or built to the exact requirements of the house.

"The outstandingly new aspect of industry engineered housing is that it brings together a large number of money-saving ideas which have been developed and thoroughly tested in the past but which have not been combined into a workable plan.

"In addition to saving time and labor by reducing the amount of costly cutting and fitting on the site, the plan will bring further savings in the form of greater mass production in manufacture, lower inventories for manufacturers and mate-

rials dealers, and lower cost of assembling and distributing the hundreds of parts needed for a complete home.

"Dealers will save money in buying, handling, and distributing the standard parts, many of them prepackaged. The parts can be kept continuously in stock and can be delivered to the building site on short notice, thus avoiding costly delays in construction.

"Owners or builders will be able to add further conveniences to the houses in any way they wish and still retain all of the savings inherent in the basic plans.

"No estimates of the total savings have yet been made.

"It is anticipated that plans and specifications will be complete by the end of this year and that manufacturers will require several additional months to adapt their individual products to the engineered house.

"Complete details will be made available to the entire building industry and to the public as soon as the engineering is complete. Every building products manufacturer, materials dealer, and builder will be free to utilize the plan in any way he sees fit."

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Carrol A. Klein, Architect, Artist and Interior Designer, passed away November 14, 1946 in Davenport, Iowa. He was born in Washington, Iowa, in 1894, of German parentage and attended grade and high school in Davenport and thence to the University of Illinois.

Carrol Klein was an artist through and through. Those of us who remember him in his academic days can testify to his fine talents and to his studious and conscientious effort with which he concentrated upon the architectural problems of his student years. In recognition of his record he received the school medal of the American Institute of Architects in 1916. A meticulous draftsman, penman and fine water color artist, he served as Art Editor and Designer of the University of Illinois Magazine the "Siren" in the years 1915 and 1916. He was graduated from the University in 1916 and received the degree of Bachelor of Science in Architecture.

After graduation he worked with the firm of Clausen & Kruse, Architects, of Davenport, Iowa. World War I interrupted his architectural career for a short time, when he served with the Navy forces. Upon his return he was made a partner in the firm of his former association which then became Clausen, Kruse & Klein. During his 18 years of architectural practice, he designed many important structures in connection with the professional practice of the partnership covering the state of Iowa and Western Illinois.

In 1938 he purchased controlling interest in the firm of W. S. Holbrook & Co. of Davenport to devote his remaining years to interior decoration and furniture.

Always the artist, tho modest to the core, he was deeply devoted to his cause and to the interests with which he was entrusted.

Although deprived of his physical presence, he will be remembered by his faithfulness to his friends and associates in many civic and philanthropic organizations and to his untiring willingness to help wherever his assistance was needed—a truly public spirited citizen.—B. Leo Steif.

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**Hanson Heads
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Thomas C. Hanson, director of the University of Detroit civil engineering department, has been elected president of the American Society of Civil Engineers' Michigan section. Other officers named are Prof. Ferdinand N. Menefee, University of Michigan, and George E. Hubbell, Detroit consulting engineer, vice-presidents, and Leo V. Garrity, assistant general superintendent of the Detroit Water Board, secretary-treasurer.

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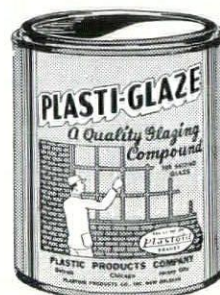
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Cornwall's Pit-Heap Houses

By Joan Littlefield

Feature writer and film critic whose work has appeared throughout the U.S., Canada and Australia.

Cornwall is coping with Britain's housing shortage by manufacturing the Cornish Unit House, a prefabricated permanent house which can be built either in a two-storey or bungalow type. The main ingredients of the house, concrete, is made from the huge mounds of waste of the St. Austell china-clay industry.

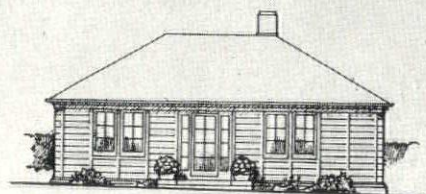
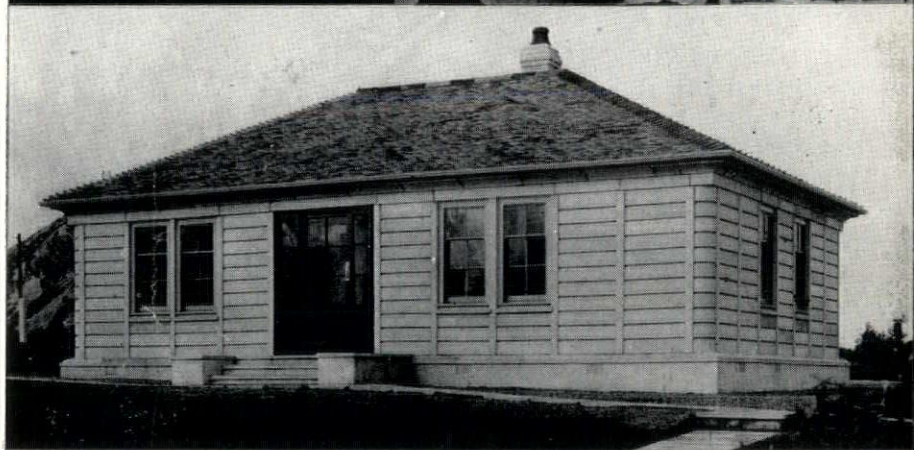
The house, which is the result of three years' experiments, can be built at least twice as quickly as any traditional type, with a much smaller percentage of skilled labor. A foreman and five men can complete the first storey in eight days and if the timber-type upper storey is required this can be added in another fourteen days. The bungalow type, however, has proved the more useful.

The building is of Post and Panel construction, the panels being slid into grooves provided in the posts, and the horizontal joints weathered with cove on top edge.

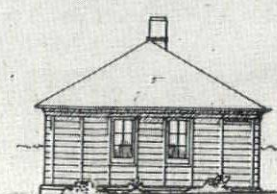
The posts are grouted into the Plinth Course, the top Lintel Course spanning from post to post, and the whole surrounded by a cast cornice. The posts are bolted together by bolts passing through a steel tube, the correct length for rigidity. This makes for quick and easy erection. The Units are rebated and holed to receive windows, doors, etc. The walls, when finished, comprise inside and outside panels each three inches thick, with a two-inch cavity.

The manufacturers, the Central Cornwall Concrete and Artificial Stone Company, Limited, are shortly opening a second factory and hope to complete units for 50 houses a week in the new year.

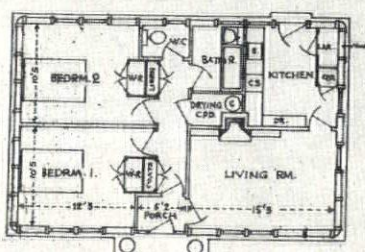
Exploring all possibilities to solve her housing problem, Britain now produces the prefabricated Cornish Unit House. Picture at top shows girl assembling pedestal bird at the Royal Worcester ceramics factory in Staffordshire, where huge mounds of waste supply the principal ingredient for these houses. At center is shown the house complete and ready for occupancy. Below are plans and elevations of the Cornish house. Details are shown on page 6.



• FRONT



• SIDE •



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1946-1947
*A very Jolly Xmas
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for a Happy New Year
from
C. Howard Crane*

The Cranes' Christmas Card

On the facing page is reproduced a pictorial map, a part of London, England, which is this year's Christmas Card of the C. Howard Cranes. Of course, in the reproduction the map loses much of its charm, since the original is in full color. Mr. Crane writes:

I am enclosing one of our Christmas cards and I extend all the good wishes that the cover implies.

As you know, the etching on the front is the building where I have my offices and the location is directly across the street from the Ambassadors Courtyard of Buckingham Palace. I have been told that this is the finest location in the world.

The map on the inside is a bit of nonsense but it does contain many things that Americans are familiar with, such as Rainbow Corners, Big Ben, Houses of Parliament, the Tarts on Piccadilly, the Nightingale in Berkeley Square, etc. You will also notice how close Mrs. Crane and I live to the whole business, in fact we are up to our waists in history.

It occurred to me that you might like to publish this map, as I am told nothing quite like it has ever been made before. If you should decide to do so I should like to extend with it to all my friends in our profession my best wishes for a happy and free-from-controls New Year. — C. Howard Crane, AIA.

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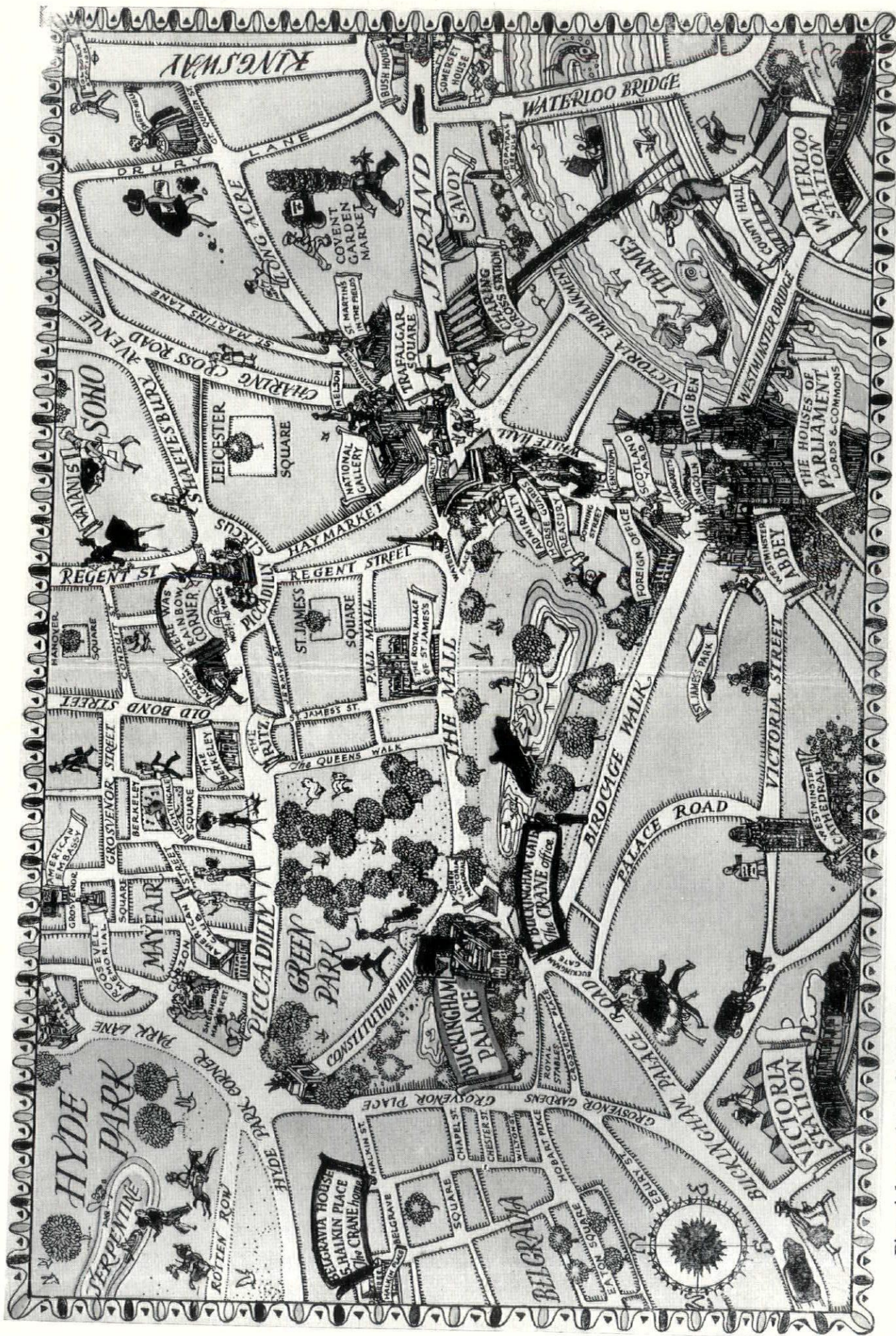
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Pictorial map, from the inside of the Crane Christmas Card. On the front was an etching of Seven Buckingham Gate, and the greeting.

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WEEKLY BULLETIN



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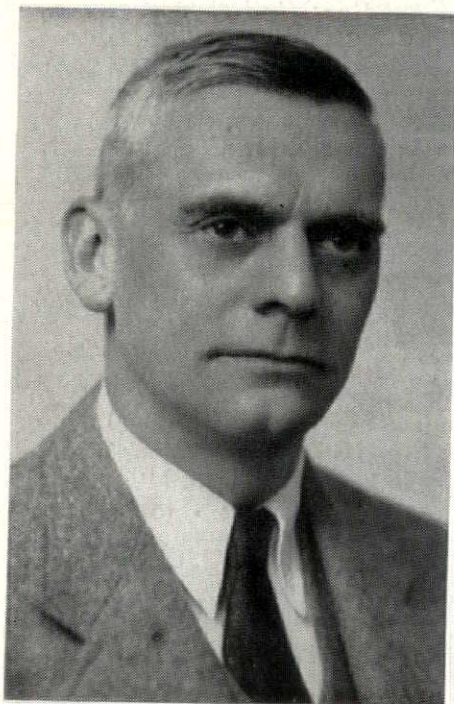
Volume 20

DETROIT, MICHIGAN, DECEMBER 31, 1946

No. 53

EDMUNDS WILL SPEAK IN DETROIT

Institute President Will Be Accompanied by A. C. Robinson, Sec.



JAMES R. EDMUNDS, JR., FAIA

Mr. James R. Edmunds, Jr., F.A.I.A., President of The American Institute of Architects, will be guest of honor and speaker at the January meeting of the Detroit Chapter, A.I.A. on the evening of Thursday, January 23, in the Rackham Building. Accompanying him will be Mr. Alexander C. Robinson, III, F.A.I.A., Institute Secretary.

Mr. Edmunds, who is rounding out his second term as Institute President, has during the past year traveled throughout the land, visiting Institute chapters and state associations and speaking to them on problems of the profession. On this occasion he will discuss the position of the architects in the light of present-day conditions. President Wells I. Bennett, of the Chapter, urges members to attend this meeting and hear President Edmunds' message on what the future holds for them.



A. C. Robinson, FAIA

DINNER MEETING, DETROIT CHAPTER, A. I. A.

Rackham Memorial Building, 100 Farnsworth Ave., Detroit

Thursday, January 23, 1947

Board Meeting 4:00 p. m., — Dinner 6:30 — Program 8:00

Speaker: Mr. James R. Edmunds, Jr., FAIA, President, The American Institute of Architects

Subject: "The Architects' Position Under Present Conditions"

Also in attendance will be Mr. Alexander C. Robinson, III, FAIA, Secretary of The A.I.A., and our own Branson V. Gamber, FAIA, State Association Director of The Institute.

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Lorimer Consultant

A. Gordon Lorimer, Chief of the Bureau of Architecture, Department of Public Works, New York City, has been named technical consultant to the Producers' Council, national organization of building products manufacturers, according to an announcement by Andrew L. Harris, the Council's executive secretary.

Lorimer will coordinate the Council's research and technical activities and also will serve as chairman of the organization's Committee on Building Codes. In addition, he is supervising the designing of the Industry-Engineered homes being developed cooperatively by the Council and the National Retail Lumber Dealers Association.

As New York City's chief architect, a position he held since 1940, Lorimer supervised the designing of the City's vast post-war building program, running into hundreds of millions of dollars. The program includes huge hospitals, health centers, prisons, libraries, and other public buildings.

Lorimer was born in Scotland and studied at St. Andrews University and the Glasgow School of Architecture, graduating from the latter institution as a gold medalist. He practiced his profession briefly in Scotland and came to New York in 1928. After being associated with Bertram Goodhugh Associates and the office of John Russell Pope, Lorimer in 1934 joined the New York City Triborough Bridge Authority and later the Port of New York Authority. He also participated in the planning of the City's exhibits at the New York World's Fair.

The Council's new technical consultant was among the first architects to plan buildings on the basis of dimensional coordination, on which he is a leading authority. He is a member of the American Institute of Architects and of Committees of American Standards Association and the New York Chapter of the AIA.

Lorimer will make his offices in New York City, where he will engage in private practice.

Leone Speaks to Engineers

Amedeo Leone, AIA, Vice-President of the firm of Smith, Hinchman & Grills, Architects and Engineers, of Detroit, addressed a meeting of the Broome Area Chapter of Professional Engineers in Binghamton, N. Y. December 10. His topic was "Modern Trends in Architecture."

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SYRACUSE ADDS TO FINE ARTS STAFF

College Is Keeping Pace With Business Methods

The fine arts are keeping pace with business methods, technology, and science in the interests of students at Syracuse university, where an enrollment of more than 13,000 reflects the nation-wide boom in education.

Although the veterans who have thickened the ranks of America's universities show greatest interest in "practical" courses, Syracuse's College of Fine Arts is steadily expanding its program through organization of new studies and acquisition of talented instructors.

In painting, architecture, and sculpture, the expansion is marked by additions to the faculty of internationally known figures in the field of art.

Ivan Mestrovic, renowned Yugoslav sculptor, will arrive at Syracuse early in 1947 and plans are being made to organize a department of sculpture under his leadership in the fall of the same year.

To direct a new industrial design department, the university has gained the services of Antonin Heythum, Czechoslovak architectural engineer of international reputation.

Mestrovic's appointment is considered one of the most important in the College of Fine Arts' 73 year history. Ranked among the foremost artists in the world, the sculptor has exhibited his works throughout Europe. Critically designated as an expert in carving and modelling, he is known particularly for his work on a mortuary chapel for a Racic family at Cavtat on the Dalmatian seacoast, described as one of the most beautiful religious buildings in Europe. Equally famed are his portraits of Rodin, Sir Thomas Beecham, and George Eumorfopoulos; the

memorial to France at Zagreb; and the colossal figure of Bishop Gregory of Nin in the peristyle of Diocletian's palace.

Heythum, designer of several Czechoslovak world fair exhibits, one of which won the international grand prize, has joined the Syracuse faculty to organize an industrial design department.

He began his career in theater work, becoming one of Czechoslovakia's foremost stage designers as well as co-editor of several architectural and design publications. Vice-president of the Czech Werkbund, he maintained an architectural office in which he designed a variety of projects including the grand-prize-winning Czechoslovak pavilion at the Brussels' world fair in 1935. Coming to the United States in 1939 with his wife, who works with him, he was commissioned chief architect for his country's exhibit at the San Francisco Golden Gate Exposition. In 1940, he was assigned the job of re-planning the Czechoslovakian exhibit at New York World's Fair and in the fall of the same year, he accepted appointment as associate professor of design at the New School for Social Research in New York.

Organization and supervision of war training in plastics, and design of a military housing project in California occupied Heythum's time during the war. Since then he has taught design at the California Institute of Technology and Columbia University.

Feeling that properly equipped universities "are necessary to give adequate preparation for a profession which calls for extremely diversified abilities and knowledge," Heythum is planning a five-year course at Syracuse which will lead to a professional degree.

Three recently appointed assistant professors will bolster the College of Fine Arts' classes in painting and drawing. As a recipient of the James Nelson Raymond fellowship studying in France, Merlin Pollock won the Fontainebleau hospital prize of 1,000 francs for his mural painting and fresco techniques.

In 1939 Pollock traveled in Alaska, making a pictorial record of the area for the U. S. Department of Interior. Production of training aids for the army and navy and execution of murals for public institutions and military bases occupied his time until he was commissioned in the Navy. He left service in August 1940 as a lieutenant commander.

Also a winner of a Raymond fellowship, Douglas H. Wilson has produced a number of ceramic mural decorations and has exhibited his paintings and prints in numerous art shows.

Winner of a Carnegie scholarship to Harvard university and a grant from the Belgian-American educational foundation, Harry H. Hillberry has conducted courses in architectural history and the history of prints.

Phil Haughey Heads Grand Rapids Chapter

At the Annual Meeting of the Grand Rapids Chapter, A.I.A., held at the University Club in Grand Rapids, on December 16, Phillip Cowles Haughey, of Battle Creek, was elected President. Others elected are Carl C. F. Kressbach, of Jackson, Vice-President; Bernard J. DeVries, of Muskegon, Secretary-Treasurer and Clarence H. Rosa, of Lansing, Director. Paul E. Flanagan, of Grand Rapids, was elected director to serve on the Board of the Michigan Society of Architects.

Certainly, this appears to be a well-rounded Board, representative of the Chapter's area.

Haughey, who succeeds Clarence Rosa as President, was born in Battle Creek and educated at the College of Architecture, University of Michigan, where he was Alpha Rho Chi Medalist in 1937. He then traveled extensively in the United States and foreign countries. After working in offices of Detroit, Battle Creek, Washington, D. C. and Canada, he established his own practice in Battle Creek, where his offices are at 412 Post Building.

Letter to Mr. Ditchy

I learned last week of the recent passing of Wirt C. Rowland. In view of his failing health in the past several years, this was no surprise.

As far as I know, Wirt had no immediate family and so I am writing you, in a sense as being next of kin, to offer my humble tribute to his memory.

In the days when I knew Wirt best, some twenty or twenty-five years ago, he was a great help and friend to the young architects and draftsmen in Detroit. His sincerity and complete integrity influenced us. His kindness and guidance encouraged us and his ability as a designer inspired us.

He was a great friend and a fine architect.

Sincerely,
John L. Skinner,
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Foley Clarifies Housing

President Truman's appointment of Raymond M. Foley, of Detroit, as the nation's new Housing Administrator is the best news the building industry has had for many years.

Already the whole housing program is being reorganized and this will affect the entire building industry. Mr. Foley has long been an advocate of private industry and he believes in putting the task in the hands of those best qualified to do it—the architects and builders of the nation.

Mr. Foley had made a name for himself and for Michigan when he was head of the Federal Housing Administration here.

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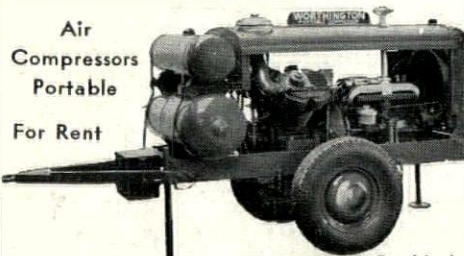
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Lorch Named Consultant at Mackinac

Professor Emil Lorch, FAIA, of Ann Arbor, has been named Consultant for the restoration of the Biddle House, first building on Mackinac Island, and the early Cape House, scene of historic medical experiments by Dr. William Beaumont, it has been announced by the State Administration at Lansing.

Professor Lorch is well qualified for this work, having made extensive studies, not only of the Island, but of Michigan architecture in general.

Forum Features Detroit Firms

The December Architectural Forum devotes its cover and an important section to the George Washington Carver School in Detroit, by George D. Mason & Co., and Eberle M. Smith Associates. Also shown are the Douglas Intermediate School and the Heintzen School, from the Smith office.

The text states that the buildings were built during war time, under great difficulties, and reflect credit to the architects.

Midwest's New President

Harry J. Brown, newly elected president of the re-organized Midwest Decorating Company, located at 61-63 Commerce S. W., Grand Rapids, Michigan, succeeds James C. Dunne. Brown is also president of the Grand Rapids Paint & Enamel Company (Dutch Kraft Paints) and is sole owner of both corporations.

The Midwest Decorating Company employs a large crew of painters and specializes in industrial, commercial and institutional work. The firm recently completed the decorating of the R. V. Gay Memorial Unit of the Michigan Veterans Facility in Grand Rapids, the first new structure to be completed on the State of Michigan Building Program. Roger Allen, of Grand Rapids, was the architect and Spence Brothers, of Saginaw, the contractors.

Brown represents the fourth generation of his family in the paint industry. His father, the late Wallace E. Brown, was founder and president of the Grand Rapids Varnish Corporation.

Outside of the paint business, Mr. Brown finds time for civic interests. He is president of the West Michigan Tourist and Resort Association, heads the Boy Scouts, serves as Chairman of Rotary's crippled children work and is active in alumni affairs of Northwestern University. Frank (Stubby) Overmire of the Detroit Tigers is his protege.

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