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INSTITUTE OF ARCHITECTS
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WEEKLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

The American Institute of Architects

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M.S.A. 36th Annual Convention, Hotel Statler, Detroit, March 9-10, 1950

Committee is Planning an Outstanding Event for Your Enjoyment and Edification—Plan Now to Attend

Now that we have turned the corner into 1950, it is time to take heed of your Committee's admonition and lay plans to attend the Society's Convention scheduled for Detroit, Thursday and Friday, March 9 and 10. Chairman Carl Marr and his Committee have met several times already and have matters well in hand.

It has been decided to reduce the time to practically a one-day convention, with an entertainment feature the night before. This, in itself, should encourage attendance, and that is not all. The offices, large and small, will be asked to allow the architects and draftsmen in their organizations a half day off to attend the one informational session—Friday afternoon. So, the slogan will be "A Half-Day With Pay".

The following editorial, taken from The Bulletin of The Indiana Society of Architects, was written to spur attendance at the Great Lakes Seminars at Indianapolis last September 30 and October 1. It expresses our purpose so well that we have changed the wording to so apply:

I was instructed by the Board of Directors to make this issue of THE BULLETIN a "Whoop-er-upper" for the M.S.A. 36th Annual Convention to be held at Detroit's Hotel Statler March 9-10, 1950. In approaching that job, I suddenly discovered my literary impulses (such as they are) in serious revolt. A surge of disgust took charge of my pencil, and the honeyed words of "whoop-la", which the instructions of the Board seemed to indicate, just wouldn't flow. So here goes—and this may cost me my job. I'm going to indite, as nearly as the facile American language permits just what I feel in my innermost "innards" relative to these sessions.

The PROFESSION OF ARCHITECTURE is fundamentally a profession of community service. As such its prime attribute is unselfishness—or better perhaps—selflessness. Those men in the profession of most satisfying achievements are those who have discarded the "self" motive, and substituted that of service. Not only is their perspective that of "What can I do to be of service to my community" Their outlook is more "What can my profession do to be of service to our communities?"

All of the above preachment (and I suspect I dislike preaching as much as you dislike reading it) leads to this:—The guy who divorces himself from his brothers in the profession; who shuts himself up in his own little bailiwick; who goes out to get as nearly all of the work in his locality as he can, regardless of what he does to his brothers or the profession; who, in brief, doesn't fraternize; that guy may prosper financially, but he's a pauper in so far as the largest return the profession has to offer is concerned. For the greatest joy in this business, comes from a sense of having contributed a bit to permanent community betterment.

Does all of that seem to be a far cry from the Convention? Well it's not so far away. These meetings are, first of all, a chance to sit down with your brothers of the worn elbows, and to yammer together. That, I think, is one of their greatest values. They serve to draw us together so that in a fraternal spirit we can attack our common problems.

Then, too, you just can't equip yourself for service shut up in your own office. Here's a chance to really learn, to broaden your horizon, to gather a real chunk of inspiration. If you don't leave the Convention a much better architect it's just because you spend too much time the wrong way, and not enough listening to the sparkle which will come out of the discussions.

Finally, the Convention will give you a chance to broadcast your own ideas, and what architect doesn't love to do that? Who knows, you may make a real worth-while contribution.

And so, with disgust, I discard an appeal to your patriotism. Of course, Detroit architects are hosts and should attend one hundred per cent. Sure here's a chance to show our neighbors how WE can do a job of entertaining. Bunk!!!! If you don't see in this association with your brothers the great possibility of increasing your serviceability, and the serviceability of your profession—stay home you poor benighted punk!

DINNER MEETING
DETROIT CHAPTER, A.I.A.

Rackham Bldg., Detroit

WED., JAN. 18, 1950, 6:30 P. M.

Following Dinner, the Meeting will adjourn to the Small Auditorium, for Mr. Stonorov's Lecture. Lecture Free, Open to the Public.

Keep this Date Open for the Chapter's First Meeting of the New Year. Hear this Distinguished Architect, Planner, Housing Authority.

Reservation Cards will be Mailed in the Near Future.

Oscar Stonorov Speaker at Detroit Chapter Meeting, January 18

Lecture in Auditorium, Free and Open to the Public, by Distinguished Philadelphia Architect

Oscar Stonorov, A.I.A., of the Philadelphia firm of Oscar Stonorov and Louis I. Kahn, Associated Architects, will be the speaker at the Detroit Chapter's monthly meeting on January 18. He will be a guest at dinner in the Rackham Memorial Building and the lecture will take place in the Small Auditorium at 8:00 P. M. The lecture will be free and open to the public.

This holds promise of being one of the most interesting lectures the Chapter has had and is timed to begin the New Year with an outstanding program, setting the pace for those to come. It is hoped that a goodly number of associates and student associates, as well as corporate members and the public, will take advantage of this opportunity to hear a message from one of the most distinguished members of our profession.

Mr. Stonorov was born in Germany, educated in Italy and Switzerland. He came to the United States in 1929 and has practiced here since. He has done exceptional work in the fields of public housing and city planning as well as in architecture in general. He is a member of many state and local, as well as national, civic groups. His firm was one of three engaged on the Willow Run housing project.

He is author of many magazine articles and such books as "Le Corbusier, His Work", "You and Your Neighborhood" (with Mr. Kahn), etc.

Announcement of Mr. Stonorov's acceptance of the invitation to appear before the Detroit Chapter was made by Suren Pilafian, Chairman of the Chapter's Program Committee, at the Chapter's Board meeting held on December 20. Attending were President Morison, Vice-President McGrew, Secretary Cleland, Treasurer Blair; Directors Stirton, Hewlett, Pilafian and Williams. This represented a 100% attendance. Talmage Hughes attended as Executive Secretary.

The application for corporate membership of Robert William Yokom was approved and forwarded to Washington. Robert is an associate member of the Chapter, was educated at the University of Michigan, and is employed in the office of George D. Mason and Company. He is the son of A. E. Yokom, consulting engineer.

Treasurer Blair presented the names of several Detroit Chapter members who will be under suspension for non-payment of 1949 dues, beginning with January 1, 1950. Some memberships will also be terminated as of December 31, for non-payment of 1948 dues. While it is to be expected that, with a membership of 400, there are bound to be some casualties, we hate to lose any members. Certainly, the number does not represent an unusual condition. The Chapter Board, the Membership Committee and the Treasurer have done everything possible to prevent the loss.

The Board approved the moving of the Chapter's records from The Engineering Society of Detroit to the office of the Executive Secretary, where they will be placed in a safe cabinet, together with those of the Michigan Society of Architects.

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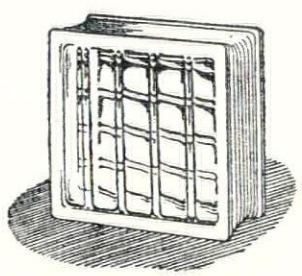

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OUR CANADIAN COUSINS

International relations between Canada and the United States have always been the best, members of the architectural profession not excepted.

Steps have been taken toward cooperation between the two countries in working out the details for the Soo Locks Centennial Celebration scheduled for 1955, with an international architectural competition as a feature, and in which the Michigan Society of Architects will cooperate.

Another celebration is that of the approaching 250th birthday of Detroit. In fact, reports George W. Stark, in his column, TOWN TALK, in The Detroit News, they are further ahead across the river than we are here in Detroit. According to George, it was a toss-up whether Cadillac landed on one side of the river or the other, and so Canadians feel they have a big stake in the birthday party.

The Canadian Committee includes **Col. George Y. Masson, A.I.A.** (Detroit Chapter), as Chairman of the Committee on Architecture, Engineering and Decorations. Windsor's representative, naturally, is its mayor, Arthur J. Reaume.

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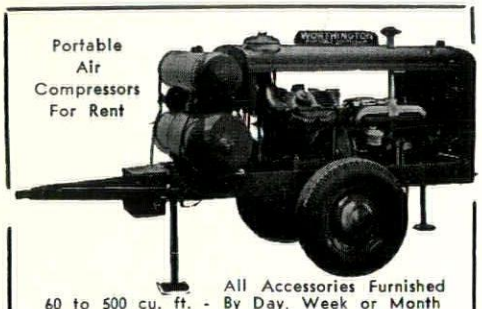
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PRODUCERS' CHRISTMAS PARTY

By Theodore G. Seemeyer, Jr., Weekly Bulletin Staff

The Producers' Council, Inc., Michigan Chapter, held its annual pre-Christmas cocktail party on December 16 at the Hotel Sheraton, Detroit.

Amidst the refreshments and conversation, the first people we saw were Chuck Kleinbrook and his boss, Dayton Prouty, of Zonolite. Chuck has one of the nicest personalities for a sales executive in these parts, and we still remember the fine talk he gave at one of the Producers' informational meetings.

Standing over near the window were Wayne Mohr of Thomas Brick & Tile, who furnished all the exterior brick on the new School of Business Administration at University of Michigan, and Louis Ollesheimer of Fiat Metal, another staunch member of the Council. Louis said his son, Don, was unable to come because there were so many orders to write up. Sounds like there's good business these days for them.

Bob Ogden, who was in charge of the party, and Paul Marshall and Sam Knowlton of Aluminum Company of America, were handing out aluminum gadgets for fastening on your new car license plates. Very nice gesture, and if you missed them, maybe you might phone and they'll give you a couple. Saw Bob Richardson, who gave such an informative talk at Mackinaw, and John Ball, also of Spencer Turbine, and over in the corner Bill Portland of Armstrong Cork was telling Barney Bernard of Chamberlin Company of America and Jim Gillman of David E. Kennedy some of his latest droll stories. Patronizing the refreshment table also was genial Edwin J. Anderson (no relation to the Goebel Anderson) of Josam. Eddie is one of the best-liked guys in these parts.

Dave Kingman of Unistrut, who came all the way from Wayne, implied it would take hell and high water to make him miss a Producers' party. And looking very much like Calvert's "man of distinction" was our old stand-by Walter Torbet of Detroit Steel Products. Asked by one of the more rotund imbibers how he was able to avert a bay window, Walt replied, "just a brisk finger-tip-to-toe exercise before an open window every morning before breakfast does the trick." And there you have it; try it on a cold wintry morning—it ought to be good!

Fred Muller, who furnished all the glass block on the Edward Everett School, and J. R. Nicholson of Pittsburgh Plate Glass were among those lapping up the high-high-ball together.

Of course, Bill (Houdini) Cory, without whom a Producers' party would be unofficial, was there with a full bag of new tricks, and kept the gang bug-eyed with his convolutions. Ralph Dewey, District Manager of Celotex, and young 6'4" Art Devitt, their new architectural representative at the Detroit Branch, were in evidence. Art helped Bill Cory with some of his tricks.

Also, among those in attendance, were C. J. Snodgrass and Harold Armstrong of American Radiator and Standard Sanitary; and Clyde Oakley, new District Sales Manager of Truscon Steel, made it more or less his coming-out party. Ernie Baker wished everyone a "Merry Christmas" from the American Gas Association.

Gordon Baskwell of Ceco Steel Products and Walter E. (Pick) Thulin, A.I.A., of C. L. Ibsen Co., were early arrivals, and Architect Bill Palmer dropped in, along with numerous others. It is the opinion of this reporter that Bill Ogden should get a nice hand for attracting such a good attendance in view of so many seasonal activities.

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WHO WRITES THE PRICE TAG?

The Cost of the Building Starts with the Owner

By Myron L. Matthews, Vice President
The Dow Service, Inc., 420 Lexington Ave., New York 17, N.Y.

The big problem in the construction business is, and always will be, trying to give the customers custom-built jobs at assembly-line prices. Of course, some of the assembly-line jobs in the private home building field approach for efficiency and low cost some of our larger industries' streamlining. Notwithstanding this, there are still many prospective home owners who prefer to have their homes built to their own private order, largely because they have some pet ideas that have become rooted in them during their adult years and whose attainment would not be possible for them any other way. The surprising thing is that these custom-built jobs, stick for stick, and brick for brick, do not come higher than they do.

The home building part of the construction industry, however active and important, is only part of the problem. No one has yet undertaken to mass produce office buildings, theaters, hospitals, or any other type of structure—except residences. Therefore, in all sections of the construction industry, except the large scale home development field, it is imperative and smart to consult an expert in design and layout. Even if one has no other motive than to save some money it is imperative and smart to do this.

Strange as it seems, the man who can perfectly well understand if he orders a custom-built automobile, it will cost at least five times more than one of the standard makes, cannot or will not make the slightest concession in this direction to the building industry. Maybe this is because he has read in the press a great deal about prefabricated homes and has permitted his thinking to become confused to the point that he has ideas that the same principle can be extended to the entire construction industry for office buildings, theaters, hotels, hospitals, etc. If he would stop to think about it, he would know better.

The first thing that a large-scale private home developer does, after assembling the land upon which the houses are to be built, is to draw, redraw, and redraw several times more the plans and rewrite the specifications for the basic house he intends to build and the variations in outside appearance thereof. He figures and refigures until he gets all of the unnecessary costs out of the plans and specifications. The point to remember here is that the home builder knows perfectly well that the cost of the sales price of his finished product starts with the blueprints and the specifications. There are several other steps after the blueprints and specifications are completed where costs can get out of line, but he pays attention to that also when he arrives at that point. For his purpose he is his own owner, designer and builder.

Except for home builders, this combination of circumstances does not usually prevail. It is true, of course, that once in a while an owner for other than a home will attempt to take unto himself several of the construction functions—much to his later regret and sorrow. But no one can say that the owner is not rightfully exercising his prerogatives in dreaming about the kind of a building he wants whether it is an office building, a theater, or something else. The trouble is that so often such dreams become just as wild as nightmares. There is probably not a single owner who would not like to have for his business the most complete and modern of structures with all of the facilities, gadgets, and fixings. If the architect and engineer permit the owner's dreams to run hogwild all over the field, when the cost is made known through competitive bidding later on, the owner charges the construction industry with pure unadulterated highway robbery.

For this reason, architects and engineers customarily have painful times with the more unreasonable owners, when they tell them at each step of the way that they can have what they want but they must be prepared to pay the price. Unfortunately, many owners are unable to understand the warnings that they receive. By force of circumstance this sometimes results in a compromise. The compromise is probably a more expensive job than the architect or the engineer could have done had they been left to their own devices.

Who writes the price tag? It is plain

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Rackham Bldg., Detroit

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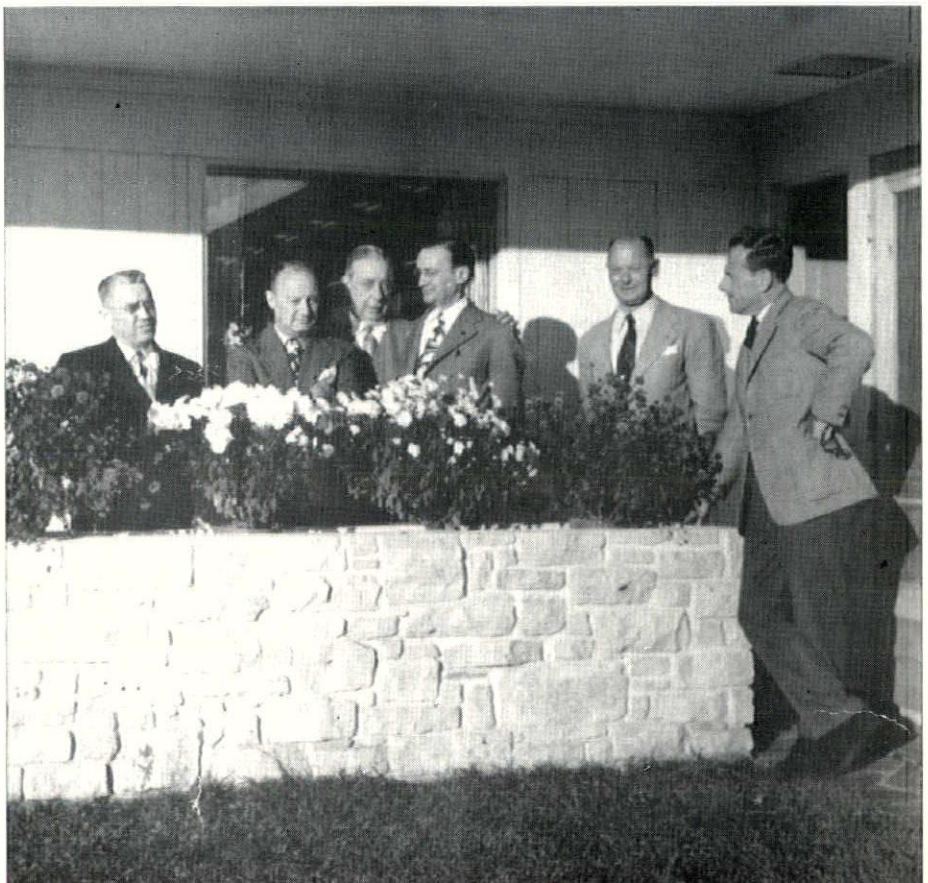
that it starts with the owner. From there on a lot more depends on the owner, as well as on the architect and engineer whom he employs. So it is plain that the cost of a building is not merely a matter of prices for materials and hourly wage rates for labor. A good architect or engineer, as well as a good contractor-engineer, will usually save an owner varying amounts up to, equal to, or exceeding the charge for his services. This does not even take into account the extra advantages to accrue in the future from careful layout so as to secure the maximum utility of the space or from the proper design and specifications conceived with upkeep costs in mind. These are the bonuses which continue to pay off for many years into the future. Size, shape, height, bulk, and space, are things in construction of which the average owner is little informed.

What happens in the construction of a building, in the final blueprints and specifications, is always the focal point around which the entire construction processes as well as the cost thereof later revolves. Therefore, it behooves owners with construction budgets beyond which they cannot go, and it also behooves architects and engineers, as well as contractor-engineers, to keep these points in mind lest all of the action be later found out to be mere shadow-boxing. There is no reason why an owner shouldn't be brought into line by being informed of the facts. He must be made to understand the basic things with which construction cost commences. We understand the way a percentage works, and, knowing this, we suggest a percentage of a job that goes ahead because it comes within the budget is better than a dozen of them that do not because they exceed the budget.

Now, of course, no matter how astutely and efficiently the owner and his designer work together, their efforts can be brought to naught by the builders, subcontractors and suppliers thereafter. However, competition being what it is, the chances are that the job will go ahead within the budget, assuming that it is a reasonable one, providing the design and layout has been properly conceived and brought into alignment in advance with the amount of money to be expended.

Generally speaking, the design and layout profession, that is, architects and engineers, as well as others having an influence upon these things, are fully cognizant of the bearing their blueprints and specifications have upon ultimate cost. If the investing owners could be made to have an equal amount of confidence in the designing profession it would simplify the problems of the latter considerably. Consider the numerous cases where in recent months bids received from builders have not exceeded the budgets, and in some instances have come materially below the budgets. A case in point is an institutional building on the Atlantic side of the country, where a $6 million budget was involved and, due to expert design and layout, the total bids amounted to a million dollars less than anticipated. The yardstick of measuring the cost in this instance was the price of the cubic foot of space and when measured against other buildings of similar nature it was found that the cube price was 25% lower than estimated. Maybe the budget was too generous, maybe the contractors were hungry for business, or maybe the owner and his designer got together, between them producing a building that would do all that was expected of it at reasonable cost. They wrote the price tag in advance.

Below is photo of some directors of the Society taken at a recent meeting at the new home of Roger Allen in Grand Rapids. Photo is by Bob Frantz, snapped by Carl Kressbach.



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WAYS WITH WATERCOLOR

A Book by Ted Kautzky, Published Dec. 15, 1949, Reinhold Publishing Corp., 330 W. 42nd St., New York, N. Y., $10.

This treatise by a well-known authority will delight the architect—for what architect does not love watercolors? It contains 114 pages 9" x 12", with 47 illustrations ranging from the first pencil sketch through the build-up to the finished full-color rendering. It is handsomely bound with plastic ring binder. The author has not sought so much to give an exhaustive treatment of the subject as he has to cover by illustration and text his own method of working and to point out what he believes to be the important objectives to strive for in making watercolors.

The plan of the book is simple and logical, as one would develop an architectural problem, beginning with the three material items needed for making watercolors—the pigments, the paper and the equipment for applying the color. He then leads one through the exercises of laying the washes and the manipulation of the brush for special strokes.

In what might be regarded as Part 2 of the book, Mr. Kautzky has provided a graduated series of exercises in the making of complete landscape pictures; at first with limited Palette of two or three pigments, then with as many as may be required by more elaborate subjects. With each example reproduced, he has included also the preliminary thumbnail sketch to show how he first established the arrangement of values. He also demonstrates his own painting procedure by means of black-and-white reproductions of the pictures half completed.

Says Ted Kautzky, "there is an old saying that you have to make a hundred watercolors before you know how to make one properly. Essentially true—but don't let it scare you. You will find, as I did, that though the work of learning is thought of as hard, it is really pleasurable; that each technical point you conquer brings its own separate satisfaction; and that the final mastery you win over the brush and color will give you an unequaled thrill."

CONVENTION REPORT

Since last month's report was submitted, your chairman, Alden B. Dow, Talmage Hughes and Malcolm Stirton have had one meeting for the Industry Banquet Committee. At that time Mr. Paul Marshall was designated as Chairman and supplied with a list of suggestions for appropriate speakers for the banquet, Friday, March 10.

Edward Rosella has accepted chairmanship for Thursday evening activities in the form of smoker, entertainment, etc. and should have things pretty well worked out by the middle of January.

Your Chairman has had a meeting with William Ogden, President of Detroit Chapter, Producer's Council, G. G. Bernard and Robert J. Ogden. These gentlemen are formulating an afternoon program for March 10. This is to be in the form of a correlated presentation of new products by representatives of various firms of the Producer's Council. It was explained to the committee that we would like to have this as a broad presentation rather than from the sales approach and they are now working up the program. As mentioned earlier, I expect a report for approval from them the first week in January.

The morning program for March 10 has not been definitely decided other than having the convention open with an address by President Dow at 9 a.m. I would like to see a program of speakers on architectural subjects, preferably by architects.

Luncheon following the morning meeting to be a subscription affair attended by all persons registered at the convention. This would tend to knit the convention together as the banquet is attended by many persons outside the profession.

Respectfully submitted, Carl B. Marr, Chairman, MSA 1950 Convention, Detroit, Mich.

LOUIS CHESNOW, A.I.A., has moved to 519 W. Willis Ave., Detroit. TEmple 2-3965.

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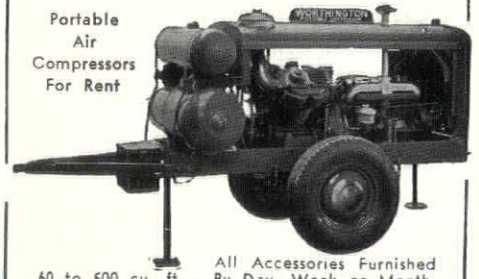
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Builders & Traders

Edited by E. J. Brunner, Secty.-Mgr., Builders & Traders Exchange of Detroit

NEW SUBFLOOR BY D.S.P.

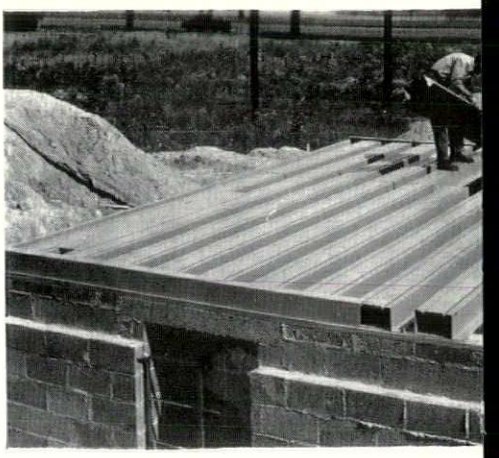
A strong sub-floor and an important part of the heating system are installed simultaneously in the 1950 Detroit Builders' Show Ideal Home, thru the use of Fenestra steel cellular panels. Use of these floor panels permits easier and faster construction of sub-flooring, and the panel cells serve as ducts for hot air distribution and cold air return. In the Detroit Ideal Home, concrete will be laid over the steel panels to provide a solid floor that is proof against fire, vermin and squeaks.

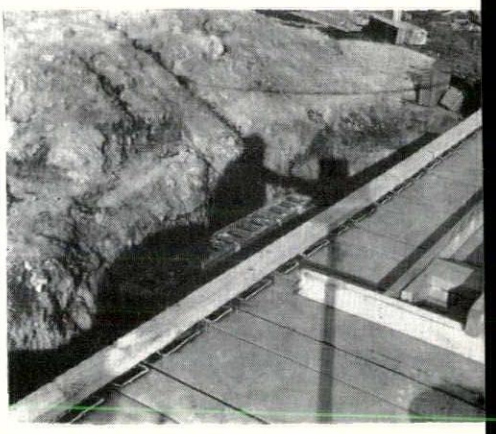
Heat passing into the panel cells is radiated thru the floor and also flows out of registers at the baseboards. Efficient use of fuel is claimed, as well as more comfortable living conditions in cold weather.

The Fenestra steel panels give the basement ceiling a flat, continuous surface that is pleasing in appearance; there are no ugly hot air ducts in view in basement recreation rooms and the work of finishing or plastering the basement ceiling is eliminated. Panels can be laid from beam to beam, eliminating joists, and a special interlocking feature joins the panels as they are laid. Pipes and wire can be enclosed in the panel cells.

Cutting of panels to fit around bays, stair wells, fireplaces, etc., a quick and simple operation on the job, as is the cutting of openings for the heating system.

According to E. A. Miller, Manager of the Building Panels Division of Detroit Steel Products Co., the manufacturers, the panels have been used with considerable success in homes, schools, hospitals and other types of buildings throughout the country. This type of panel is the result of 25 years of research, development, and manufacture of steel building panels.





At right of the top photo, the open ends of panels show the cellular construction that m it possible for Fenestra steel building panel serve as heating ducts.

* * *

Lower photo shows holes cut into the pa along the baseboards, which permit heat to out of the registers at these points; heat is radiated through the floors as warm air f through the panels.

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WEEKLY BULLETIN

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A State Organization of The American Institute of Architects

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PRESIDENT DOW ANNOUNCES COMMITTEE APPOINTMENTS

Board Meeting in Lansing also hears Report of Convention Committee

The Board of Directors of the Michigan Society of Architects met at the City Club in Lansing on the afternoon and evening of Wednesday, January 4. Present were Messrs. Dow, Fry, Gabler, Hughes, Kimball, Langius, McGrew, Thornton, Van der Laan and Zimmermann.

The Board approved President Dow's committee appointments for the year 1950 as follows (first named is Chairman):

ADMINISTRATION—John C. Thornton, Arthur J. Zimmermann, Carl C. F. Kressbach, Leo M. Bauer.

PUBLIC AND PROFESSIONAL RELATIONS—Charles B. McGrew, Adrian N. Langius, Lynn W. Fry, Peter Van der Laan.

EDUCATION AND RESEARCH—Ralph W. Hammett, Cornelius L. T. Gabler, Donald A. Kimball, Peter Vander Laan.

SUMMER CONVENTION—Arthur J. Zimmermann, Donald A. Kimball, Adrian N. Langius, Lynn W. Fry.

APELSCOR—Charles B. McGrew, Carl C. F. Kressbach; Alternates, Carl B. Marr, Eberle M. Smith.

A written report from Carl B. Marr, Chairman of the Society's 36th Annual Convention Committee indicated that considerable progress has been made in working out a program that will be of interest to the entire building industry in Michigan. Some details of the program were given in the January 10 issue of the Weekly Bulletin. Members are urged to make room reservations with Hotel Statler in Detroit at an early date in order to insure getting the accommodations they desire. The question arises: why are we able to get so much better attendance at Mackinac Island than we are in Detroit? For one thing, the midsummer conference is something more than a convention. It is also a delightful outing that the whole family can enjoy. Says Carl Marr, this convention will be that too.

The Board received a communication from the New Orleans Chapter, A.I.A. enclosing a resolution passed by that Chapter relative to architectural fees to be paid by the Public Housing Administration, which they believed to be too low. Copies of the resolution had gone to The Institute and to PHA. The New Orleans Chapter had requested all other chapters and state associations to take similar action. The idea back of this is good, as it enables the national bodies to know how the various chapters regard such matters. However, the chapters did express themselves on the subject at the Houston Convention and out of that came a special committee appointed by The Institute Board to meet with representatives of PHA and deal with the matter. In view of this, it does not seem wise for chapters to take individual action until the Committee has completed its deliberations. Further, the Committee on Fees has just rendered a report, which would seem to make further action unnecessary. While the fees may not be all that could be hoped for, they are higher than those originally proposed, and we should be grateful to the Committee for its contribution.

The three main committees of the Society correspond in name, duties and functions to those of The Institute. The names are self-explanatory. In general they are made up of members of the Board. This enables the Board to have direct contact with committee personnel at all times.

One of the duties of the Public and Professional Relations Committee, for this year, will be the preparation of a brochure on the architect's fees, his duties, etc. which can be distributed to state and local officials and other potential clients. This will be in line with and a continuation of the beginning made with the November 22 special issue of the Weekly Bulletin which was mailed to a list of more than 5,000 city, county and state officials. It explained the proper minimum charges and what an architect should deliver for his fee. This had been brought about by recent developments wherein some architects were competing on a basis of price, undercutting their fellow architects. This is most unfortunate, for it results in one of several very bad situations: it confuses the client, indicates disunity within the profession and tends to lower the standards of practice. In some cases the low "bidder" does not obtain the commission but succeeds in lowering the fee of his fellow architect. Of course, there is nothing to prevent one from giving away his services if he chooses to do so—just so long as he does not do so in an effort to supplant another. It is true that in most cases a lower fee contemplates lower service, which in the end is penny-wise and pound-foolish from the client's standpoint.

Your architectural organizations are not price-fixing unions, but, after all, there is reason in everything, and why should not some degree of order obtain in our profession, just as in any other legitimate endeavor? Think this over and think twice before you go in to undercut your fellow architect and member of The A.I.A. If appealing to reason is not effective, then there must be some other way. The United States

Supreme Court has ruled recently that a schedule of recommended minimum charges is not illegal and is not in restraint of trade. One who violates the principals of decency set down by his profession can be held as guilty of unprofessional conduct.

The Committee on Education and Research, among other duties, this year is charged with developing ways of securing articles from members for publication in the Weekly Bulletin, relating to the practice of architecture, and with particular reference to the problem stated in the foregoing paragraph.

The Summer Convention Committee is, of course, "to make the 1950 Midsummer Conference at the Grand Hotel on Mackinac Island the best we have ever had".

APELSCOR has become so well established in the minds of architects of this state and has done such outstanding work that it needs little build-up here. It is, of course, Architects, Professional Engineers and Land Surveyors Committee on Registration. Its integrity has been so profound that its word has become law with those interests concerned.

This Lansing meeting, being the first after the new administration took office, heard annual reports from the Treasurer, Executive Secretary, the Weekly Bulletin, and others. The state of the treasury is good indeed and the Society is in a strong financial position. The Bulletin, too, is doing all right. The Society pays to the Bulletin annually the sum of 50c per member as subscription to the Weekly Bulletin. The Bulletin pays to the Society the sum of $200 annually for the use of the name, for the support of its members and for contribution of articles, etc. The Society pays to the Executive Secretary the amount of his actual expenses incurred on behalf of the Society, which this year amounted to $108.45, or about $100 less than last year.

President Dow reported that, according to the Board's action at its December meeting, he had written Governor G. Mennen Williams, endorsing the candidacy of Mr. James H. Foote for reappointment as a member of the State Board of Examiners of Architects, Professional Engineers and Land Surveyors. The Governor had replied in a most cordial manner, stating that every consideration would be given Mr. Foote's candidacy. Mr. Foote has served one seven-year term and is eligible for reappointment. All who have worked with him agree that he has done an outstanding job and his continuance is deserved.

The next meeting of the Board will be in Detroit on February 1.

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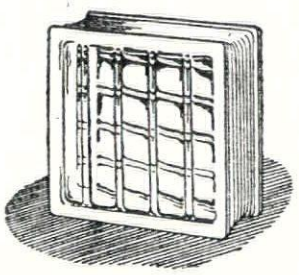

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COURT VOIDS AIA STANDARD FORM OF CONTRACT

SANDUSKY, MICHIGAN, Jan. 9, 1950—Architects cannot draw up legal contracts between owner and architect or owner and contractor, Circuit Judge Shirley Stewart, of Port Huron, ruled in a suit brought here by Gordon A. Sheill, A.I.A., of Royal Oak, Michigan, against Reginald Howard, of Lexington, Michigan.

If the ruling is upheld by the State Supreme Court, lawyers say it will invalidate the standard contract forms issued by The American Institute of Architects and long used by architects throughout the United States.

Judge Stewart said he based his verdict on the general principle followed by the State Supreme Court that a layman is not allowed to practice law.

The judge granted a motion by Howard's attorney to dismiss the suit in so far as it is based on such a contract.

The contract called for Sheill to draw up contracts between Howard and builders of a home for Howard. Sheill sued for $7,000 which he claimed Howard still owed him on a $14,000 fee.

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I would be glad to discuss this matter further with you or your Organization.

We feel confident that your co-operation would long have been forthcoming had this matter been brought to your attention.

James S. Nonen, President, National Association of Letter Carriers, 705 Park Avenue Bldg., Detroit 26, Mich.

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The Detroit Civil Service Commission is announcing the extension of daily examinations in the city planning series for the following positions:

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Residence requirements for application have been waived. Consequently, when conditions warrant and where arrangements can be made, the written examinations will be administered in cities other than Detroit.

Full information may be obtained from the Commission, Water Board Bldg., Detroit, WO. 1-3195.

ROGER ALLEN will be toastmaster at the annual banquet of the Detroit Real Estate Board to be held at Hotel Statler in Detroit on January 19.

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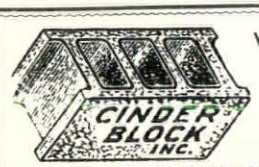

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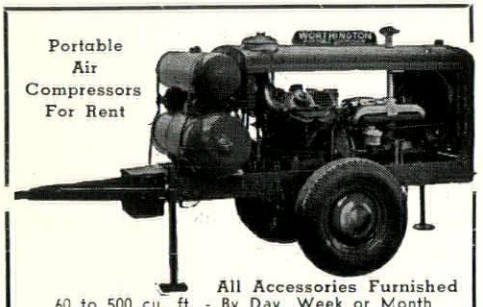
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LATHING SPECIFICATIONS

We wish to call your attention to a condition existing in our industry which we feel should be corrected.

While it is the practice of some architects to specify all of the metal furring and lathing work, whether to receive plaster or acoustical tile, in the Lathing and Plastering Specifications, others split the lathing work, putting part in the Lathing and Plastering and part in the Acoustical Specifications. It is the opinion of this Association, that it would be more economical and efficient to have all Architects specify that all metal furring and lathing work required in a project, and coming within the jurisdiction of the journeyman lather, be included in the Lathing and Plastering Specifications. To illustrate:

1. It places the responsibility for the entire lathing job on one contractor. This will result in better job-progress. The lathing for both plastering and acoustical work can proceed at the same time and on the same scaffold; whereas, if the work is divided, one group of lathers completes the work of plastering contractor and another group of lathers, after having to haul in and rebuild the scaffold, starts in to do the work of the acoustical contractor.
2. It is the custom of most acoustical contractors to sub-let their lathing work. Sometimes this is let to the plastering contractor on the job but more often to another lathing employer. This may result in friction between the different lathing crews as working conditions and wages paid by different employers in a similar line of work are not always the same. The question also arises as to where one contractor's work starts and the other contractor's work ends, particularly where plaster cornices, light coves, or flat plaster ceiling bands adjoin the acoustical tile.
3. The lathing and plastering contractor, having played a major part in the development of the lathing industry, has greater knowledge, which results in lower job-cost and stricter supervision.

Please give this matter your serious attention, and see if you agree with us that all lathing work should be specified in the Lathing and Plastering Specifications. Such action on your part should result in a more satisfactory job to you, more economical for the owner, and better for the Industry in general.

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WEEKLY BULLETIN

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THE DETROIT CHAPTER, A.I.A., HEARS OSCAR STONOROV

Institute Honor Award presented to O'Dell, Hewlett & Luckenbach

A well-filled auditorium at the Rackham Memorial Building in Detroit heard Oscar Stonorov, distinguished architect and city planner speak on "Towards a Social Architecture" on Wednesday evening, January 18. The lecture was preceded by a dinner meeting, which was preceded by the usual Chapter Board meeting.

Following dinner, Chapter President Andrew Morison reported briefly for the Board and introduced the honored guest, Mr. Stonorov. He also recognized the ladies in the audience, Miss Helen Fassett, member of the City Plan Commission, and Mrs. Suren Pilafian. The latter was asked to introduce other ladies present who are members of her committee planning the ladies' activities for the Michigan Society of Architects' Annual Convention at the Hotel Statler in Detroit, March 9 and 10, 1950. Mrs. Pilafian introduced Mrs. Eugene T. Cleland, Mrs. David H. Williams, Jr., Mrs. Morison, Mrs. John O. Blair and Mrs. Talmage C. Hughes. Mr. Morison stated that the Board had concluded that the Chapter members were not being kept properly informed about Board matters, and he suggested an old fashioned membership meeting between this meeting and the February meeting, scheduled for February 15. The agenda, he felt, should be made up of not too many items and the time for discussion of each should be limited, in order to avoid getting off the track.

The President called upon Clair Ditchy to report on the case of Sheill vs. Howard, reported in the Bulletin of January 17, in which the court ruled out the contract between architect and owner on the ground that the architect was practicing law illegally when he prepared contracts between owner and contractor. Mr. Ditchy reported that The Institute in Washington had definitely entered the case and its counsel will enter an appeal.

Following dinner, the meeting adjourned to the Small Auditorium, where President Morison called upon Mr. Ditchy to make the presentation of an award to one of our distinguished architectural firms and to the representative of their client. Mr. Ditchy stated that it was significant that in The Institute's first national competition for fine examples of American architecture a Detroit firm had been the recipient of one of the awards. He also pointed out that the distinction was not for bigness, as the selection was for a one-room addition to an existing school building, that of the Wing Lake School, Bloomfield Hills School District No. 2. The building, he said, was more than a hundred years old and of traditional architecture, yet the architects were able to design an addition of new materials and of modern design that fitted in with the old perfectly.

Mr. Stonorov has distinguished himself not only as an architect but also as a city planner. He believes that architecture and city planning are more and more becoming inseparable.

He pursues a hobby of breeding cattle on his farm near Philadelphia.

Mr. Frank Arnoldi, Chairman of the School's Building Committee, accepted the certificate on behalf of the school board. He listed three objectives which he felt had been accomplished: first, the providing of ideal conditions for the school children; second, the raising of the sights of the people of the district, and third, the gratification which he felt at being able to take the award back to his people.

In introducing the speaker of the evening, Mr. Suren Pilafian, Chairman of the Chapter's Program Committee, mentioned the distinguished career Mr. Stonorov has had, both as an architect and as a city planner, emphasizing these professions as a tool for the well-being of society.

Detroit has one of the best city governments, as well as city plan commissions in the country, in the opinion of Mr. Stonorov. However, he emphasized the importance of an awareness on the part of the public to the problems of civic design, saying that physical planning alone cannot solve a situation wherein physiological and biological conditions have become intolerable.

"We must convince the man in the street", he said, "that city planning is something more than a fancy, that it is the analysis of the way of life of a city and its people. The solution depends first upon local initiative, then upon the architect who must be the three-dimensional interpreter of his city's needs. City planning and architecture are becoming more and more inseparable. This means cooperative

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effort by the community and the planners.

"In the scheme of things, man has a great desire to be the master of his environment, so, the human element must be kept uppermost. A cul de sac with but a dozen families, if well done, can be of more importance than a great mass project of no imaginative conception. When there is a successful solution of urban planning, the people therein are bound to be better for it."

Mr. Stonorov expressed the belief that the 1949 Housing Act can mean a revolution in our urban civilization, inaugurating a period which he designated as the renaissance of our age. He mentioned in this connection the "Detroit Plan" recently announced by our Housing Commission, saying that practically every city has a similar plan to take advantage of the new act. In his own city of Philadelphia, he said 20,000 units had been allotted. This will mean the acquisition of about 800 acres of land, he said, with possibly 400 acres of vacant land to relocate the families from a like number of slum units.

"From this there is emerging a new architecture," the speaker concluded. "America is beginning to understand its daring, dynamic force. In these new housing schemes, buildings are of two stories or towers, widely separated. The three-story or six-story building has no meaning."

Mr. Stonorov touched upon plans for the sesqui-centennial celebration being planned for the Nation's Capital, in which it has been proposed to erect three buildings with plans in the shape of U S A. He called upon the President to stop this movement and instead to carry out an exhibition of planning and the American way of life.

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MEMO FROM THE OCTAGON

CHAPTER PRESIDENTS: Although the MEMO from The Octagon is intended as a report to members of The Board, A.I.A. committee chairmen, and chapter officers, from time to time chapter presidents will find items of general interest which could well be passed on to the membership at regular meetings or through a chapter publication.

PUBLIC HOUSING FEE AGREEMENT: While every A.I.A. member has been supplied with the terms of the new agreement with PHA, which was worked out on a basis of fixed fee plus reimburseable contract, we are pleased to be able to add the informal note here that the most auspicious support for the new method has been forthcoming from top PHA officials in Washington. In his public statement, PHA Commissioner John T. Egan declared: "The PHA is convinced that the successful conclusion of these negotiations will result in securing the wholehearted cooperation of the architectural profession in designing housing projects of high architectural and site planning caliber. PHA is confident that it will have the hearty support of The American Institute of Architects in achieving this objective".

While The A.I.A. Committee on Fees has recommended the new optional method (Option No. 2), there is no evidence in any quarter that local housing authorities will insist on the use of either optional fee contract. The original lump sum contract, based on PHA schedule 216.2, will be retained as Option No. 1; and architects will, it is felt, be given freedom of choice in selecting either basis for contracts with local authorities.

COOPERATION: **Progressive Architecture,** at its own suggestion, has discontinued its annual awards program in favor of The A.I.A. program of National Honor Awards. This cooperative step was conditioned on some changes being made in The A.I.A. program, including the submission of **all** entries here to the national juries. These have been agreed to by the Committee on Honor Awards for Current Work. All members of the Committee, headed by Albert F. Heino of Chicago, participated in a conference by telephone hookup last week in working out the new arrangement, which assures one national awards program of highest distinction and prestige.

WAGE AND HOUR LAW: We have been receiving many inquiries lately from practitioners as to whether the Fair Labor Standards Act of 1938 (commonly known as the Wage and Hour Law) applies to professional men like architects. This Department has advised the membership on several occasions (the most recent in the September, 1949, **Bulletin**) that in practically all cases where the architect has employees he is subject to the provisions of the Act (and the amendments passed October 26, 1949).

The Act is basically a simple law, yet it has become one of the most misunderstood statutes on the books. It is well to remember that the coverage of the Act extends to employees, not employers, and that it is the nature of the employee's occupation which governs, not the employer's business or profession. Exemptions provided by the law are numerous and complicated. Definite activities covered are equally so, one specific example being "employees of a local architect preparing plans to alter buildings in the state".

We are seeking further clarification on the exact status of the architect-employer and -employee with respect to this Act. In the meantime architects would be well-advised to consider the Act as applying to their employees. Some governing requirements: Minimum wage, 75c an hour for a forty-hour maximum workweek with time-and-a-half for overtime.

NEW MEMBERSHIP DIRECTORY: Now being printed for release late this month is the new A.I.A. **1950-51 Membership Directory** which has been prepared for the first time using a slightly different format, a new type of offset printing, and a red cover. Listed will be the names and addresses of 8,375 corporate members, including 333 Fellows. Mrs. Louise S. Miller, Head of the Accounting Dept., where current membership records are maintained, is in charge of preparation of the Directory.

STANDARDIZED ACCOUNTING SYSTEM: This new simplified system of accounting is now ready and selling fast. Some sort of record has been set in that over 100 members had sent in orders for the new system, sight-unseen, with full payment. This fact probably demonstrates better than anything that our practitioners have greatly needed a uniform and readily usable system of accounting; also, that they had confidence in the ability of The A.I.A. Committee on Standard Accounting Methods for Architects to produce one that will do the job. Much credit is due this Committee and its able Chairman, David C. Baer of Houston.

A.I.A. BULLETIN PREVIEW: Now being printed for mailing January 20, the January A.I.A. **Bulletin** will contain many items of unusual interest to the membership and the profession

(Continued on Page 6)

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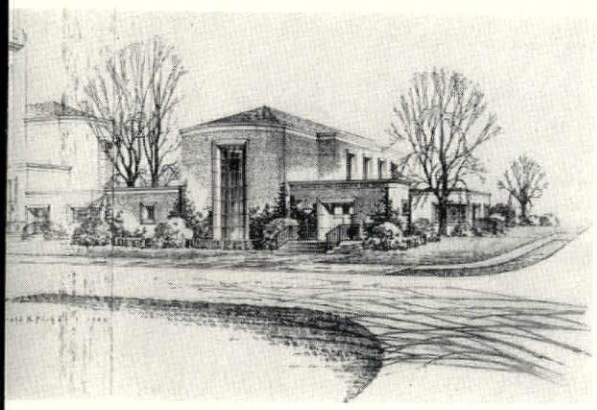


BY HAROLD HAFER FISHER, A.I.A.

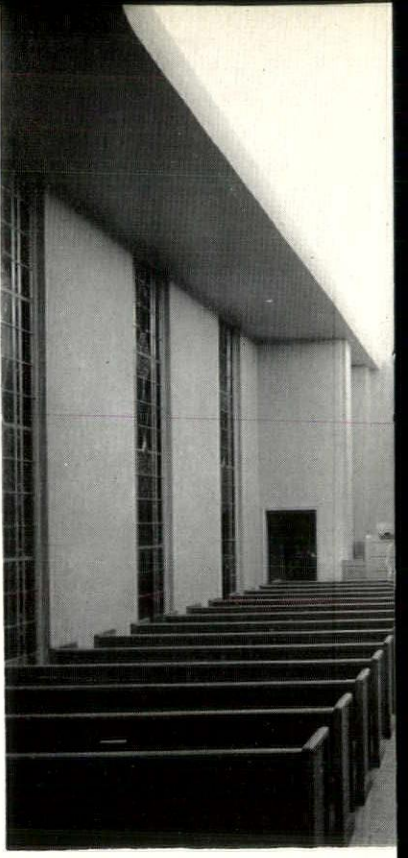
We are presenting herewith the Chapel which is the first unit of a large building project being developed by the Westminster Presbyterian Church on their new 8½ acre tract of land located at West Outer Drive and Hubbell Avenue, Detroit, Michigan.

This Chapel with the additional church school facilities was erected by the Westminster Church to accommodate the new group that has formed in this section and which has been worshipping in Winship School.

The Chapel is contemporary Georgian in design and as requested by the owners, stresses a note of reserved simplicity. The exterior is of Harvard-type face brick laid in Flemish bond with limestone trim. The roof is of multi-colored slate, random thickness laid with graduated exposure over 4" thick poured gypsum slab.

The large Chapel windows are unique in that they extend from ceiling to floor. The leaded glass set in aluminum armatures was designed and executed by Henry Lee Willet of Philadelphia, one of the country's foremost stained glass artists. The general design of the windows, the armatures, and selection of the hand blown slab glass was under the direction of Lewis W. Simpson, who was affiliated with the architect's office at the time.

Concerning the iconography of the



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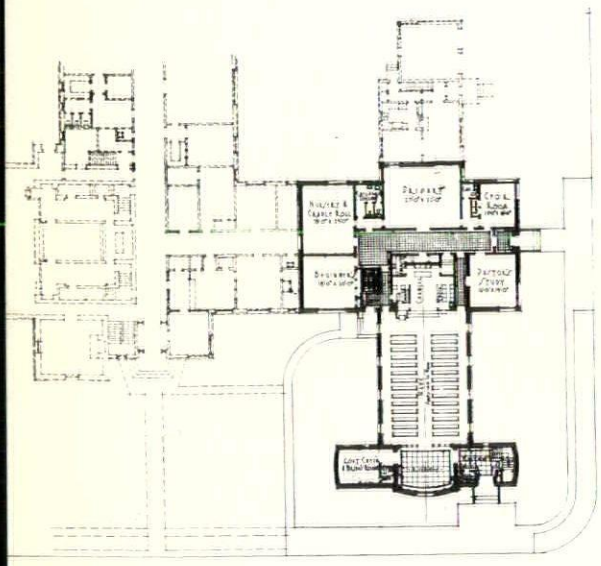

HAROLD HAFER FISHER, A.I.A.
ARCHITECT
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Chapel side windows, there are scenes from the Parables of our Lord in the oval-shaped upper medallions, and scenes from the Life and Ministry of Christ in the square-shaped lower medallions. These are all executed in a brilliant, modern fashion and are extremely jewel-like in appearance.

The stained glass window over the altar portrays Christ the Teacher. The front window portrays Christ flanked by his desciples, bestowing his blessing upon the worshippers leaving the Chapel. The field glass in this front window was imported from France and England. With this exception, all other glass was blown in this country.

The subjects for these windows were selected by Rev. John A. Visser, D.D., L.L.D., pastor of the Westminster Presbyterian Church.

The low wing to the left at the front of the Chapel accommodates a coat room, ladies' room, and ladies' toilet room.

The Chapel seats 168 in pews and an additional 70 in chairs in the lobby space at the rear, and including the 15 in the choir, accommodates a total of 253. The church school rooms at the rear of the Chapel shall in the future become the choir practice room, robing rooms, each with a toilet, choir director's private office and teaching studio, and pastor's private study.

The walls of the Chapel nav
painted French gray with a sligh
of rose, the chancel deeper gray
a stronger tint of rose, the begi
department, pastel yellow, nu
powdery gray blue, primary de
ment, pastel chartreuse, junior de
ment, gray rose.

The ceiling throughout the c
school rooms and corridors is A
tone tile. The flooring of the C
and educational departments is
asphalt tile. The corridors and ves
floors are terrazzo. The toilet
have ceramic tile walls and floo

All woodwork throughout is n
oak with white filler.

The chancel furniture designe
the architect, and the pews, were
structed by the American Seating
pany and are finished natural oak
white filler.

The dossal curtain was spe
woven by the Talbot Studios, Phi
phia, specialists in ecclesiastical
ing and fabrics.

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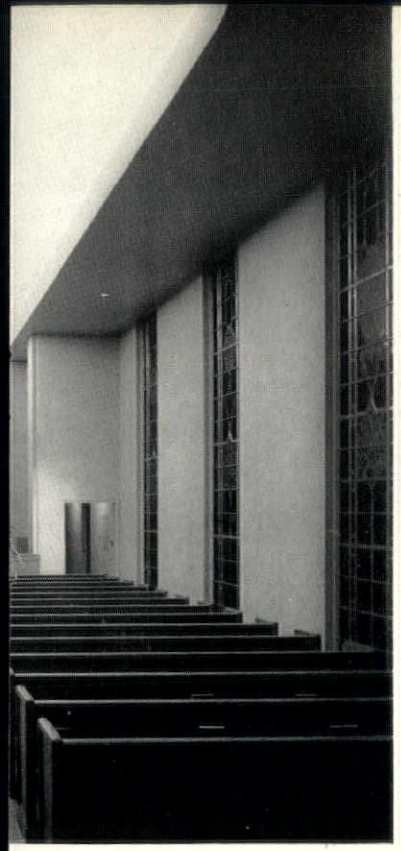

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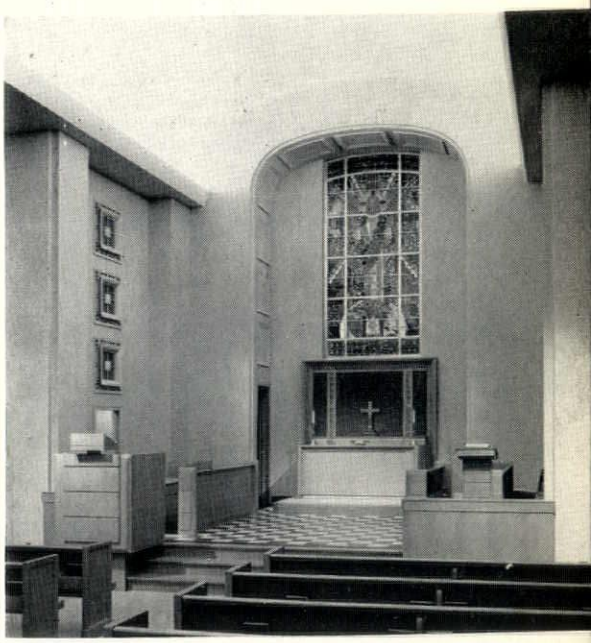
ers. An Echo organ chamber is
ed at the rear of the Chapel for
installation.
lighting of the nave was accom-
l with four continuous cold-ca-
tubes concealed above a cornice,
the cove ceiling as a reflector.
ghting of the chancel and nave is
lled separately by motor-oper-
immers.
altar window, in addition to be-
hted by daylight has two batter-
flood lights installed at the rear,
lled by motor-operated dimmer.
ghting during the service is op-
by the organist at the console.
ed C. Sangster, church and school
g specialist, and Donald E. Tre-
aff engineer, both of the Detroit
n Company, counseled with the
ect, and N. B. Hubbard, mechan-
ngineer, in the design of the cold
le lighting of the Chapel as well
e down lighting of the church
rooms.
heating is a gas fired split steam
n, completely automatic. Filtered
air is blown into the major rooms with automatic convectors supplying heat to the toilets, kitchen and vestibules. The warm air is admitted into the Chapel through registers out of sight above the lighting cornice.

The program for the entire project was developed under the leadership of Earl M. Doig, chairman of the new church committee. The members of the new church committee, Earl M. Doig, Charles B. Van Dusen, Elihu Geer, Mrs. Clyde K. Hasley, Robert F. Hastings, Mrs. Alexander MacDonald, Amos R. Shields, Frederick D. Sickelsteel, and Peter Tazelaar, devoted many hours to the analytical study of their church requirements. Valuable technical guidance was accorded the church committee by Mr. Robert F. Hastings, registered architect. Mr. Hastings is a member of Westminster, and served in the capacity of chairman of the church construction committee.

Great credit must be given to the new church committee for their decision to venture into contemporary design. It is their belief that changes in church design must come, and with caution may contribute much to the effectiveness of their church in the future. They were aware that religion has little to do with novelty for the sake of startling effect. It has much to do with reassurance, peace of mind, sanctuary.



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generally. The table of contents includes: "1950 Convention Arrangements", "Report of the Executive Director to The Board at the Meeting in White Sulphur Springs", "Offices and Institute Directorships to be Filled at the 1950 Convention", "Interstate Architectural Practice", "Opportunities for Architects in 1950", "Atomic Projects", and "Displaced Professionals". In addition to the regular technical features under the Department of Education and Research, there is a "Technical Reference Guide on "Color" and a "Regional Climate Analysis and Design Data for the South Florida-Miami Area".

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WAYNE UNIV. MEETING

On February 2, 1950, the Engineering Mechanics Department of Wayne University will sponsor a meeting of the Detroit Section of the Society for Experimental Stress Analysis at State Hall, Wayne University. The meeting will feature an exhibit of the latest in stress analysis equipment.

The afternoon technical session will consist of a lecture demonstration on the fundamentals of strain gage application, which should be of particular interest to novices in the field of stress analysis.

The evening session features a program of talks and demonstrations on topics associated with experimental stress analysis. These include elements of stress determination by x-ray diffraction, demonstration of new electronic equipment, applications of high speed motion pictures, and the basic principles of model analysis.

The Society extends an invitation to all engineers and other interested persons to come over to State Hall on February 2 and get acquainted with experimental stress analysis. The exhibit will open at 12:00 p.m. the afternoon technical session is scheduled for 4:00 p.m., and the evening session will begin at 8:00 p.m.

JOHN SCHURMAN, A.I.A., retired member of the Albert Kahn Organization, was featured in The Detroit News Pictorial, for Sunday, January 15. His interesting and unusual hobby is making artificial flowers from the plastic salvaged from B-17 turrets. "Mr. Schurman heats, bends and cuts the plastic to the shapes he desires. He also gains an additional use for the turrets by employing them as hot houses for his real flowers".

ADVANCED PLANNING

Andrew R. Morison, President of the Detroit Chapter, A.I.A., has received information relative to the Second Advanced Planning Program sponsored by the National Government, in which money is available for advanced planning.

Application blanks are available and can be obtained by writing to Mr. R. C. Ashton, Division Engineer, Bureau of Community Facilities, General Services Administration, Room 1112, Post Office, Chicago 7, Ill. They may also be obtained from Mr. Don Hatch, District Engineer, Room 311, U. S. Customs House, 100 West Larned St., Detroit 26, Mich.

ANNOUNCEMENT

Mr. Melville D. Eames, L.L.B., Attorney and Counsellor at Law, member of Michigan Bar and American Judicature Society, Head of Building Contract Division for Thirty Years for Smith, Hinchman & Grylls, Inc., Architects and Engineers, is now available to Architects and Engineers for consultation and advice pertaining to their building construction contracts, and for the drafting of those instruments. WOodward 2-8825. Residence, 106 Connecticut. Telephone evenings TOwnsend 7-0767.

KAMPER RECUPERATING

LOUIS KAMPER, A.I.A., now at his home, 2150 Iroquois Avenue, Detroit, spent some time this summer confined to a hospital in Madison, Wisconsin. He has for some years spent the winter seasons at Mission Inn, Riverside, California. This winter he has not done so, as he expects to return to Madison for a check-up.

Mr. Hawkins Ferry, in his book on Detroit architecture, has shown some of Mr. Kamper's handiwork—the lighting, islands and park strips on Washington Boulevard. Mr. Ferry has also included the Hecker House, which was Mr. Kamper's first job.

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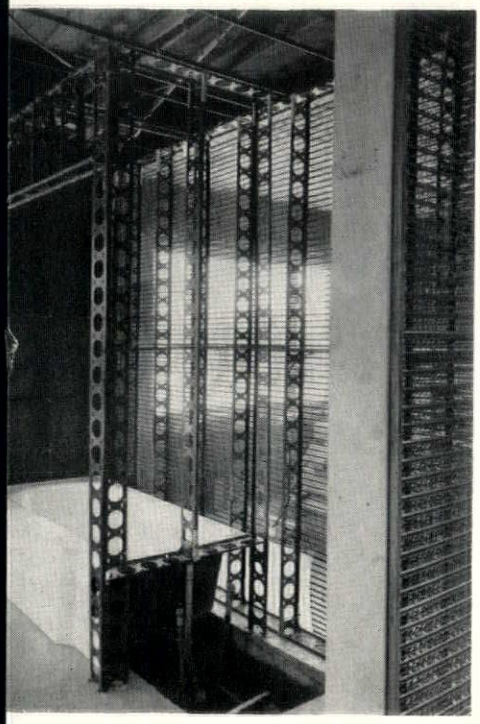

GOOD CONSTRUCTION

Note the steel studs and metal lath in this five-room apartment, ready for the plastering contractor.

This apartment was originally designed as a low-cost living unit and would have been built using wood studs, etc., had not Frank Dean of the Detroit Lathers Local No. 5 sold the owner on steel studs and metal lath, which is the outstanding steel fireproofing, plaster reinforcing material that can be had.

According to Dean both the plumbing and electrical contractors not only saved time but were well pleased with the way this construction facilitated their work.

TALKING PICTURE

Bulletin:

If a photograph could speak I am sure that the one appearing in the January 10th issue of the Weekly Bulletin showing the Society directors meeting at Roger Allen's new house would say plenty. This is what my copy of the Weekly Bulletin told me:

ALLEN (Notice his confidential and solicitous pose):—"Fellows, sure it's a beautiful job but it sure cost a helluva lot more than I estimated—now—".

HUGHES (Jumping the gun in anticipation of what Allen is leading up to):—"Rog, old fellow, your last subscription has not been pa—".

FRANTZ (Interrupting for fear he is next on either Hughes' or Allen's list):—"Boys, what does one have to do around here to get a drink?"

BAUER says nothing for he had a couple of drinks downtown before coming out to Allen's house. He has been to Allen's before, and knows.

McGREW is in a daze and is wondering what this is all about and is at a loss to understand why he ever agreed to come. Well, there is always a first time for everything.

THORNTON is thinking that if this "lean-to" is architecture then maybe a concerted move should be made to improve the requirements for architectural practice.

KRESSBACH was smart. He took the picture in order to stay as far away from Allen as possible.

E. D. Ainslee, Jr.,
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EDWIN KRIEGHOFF, General Contractor, and C. ORA WALPER, retired architect, were prominent in the recent 50th Anniversary Celebration of Eastern High School in Detroit, at which many leaders of the city's professions, business and industry took part.

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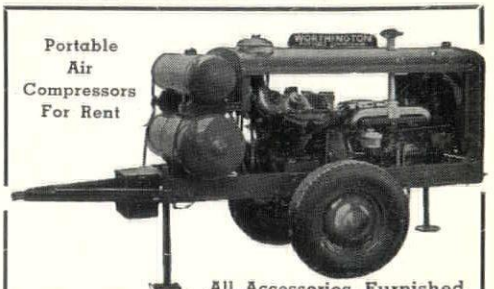

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The cooperative engineering program is one in which industry and education work together for the mutual benefit of each other. This is accomplished by industry training the students, and the teachers benefit by employing technically trained men to do tasks of an engineering nature at an economical saving.

The cooperative system is designed to serve as a period of architectural and engineering training. This period is often skipped by graduates of continuous engineering colleges and as a consequence one phase of their education may suffer. One noted educator has said that "the average graduate on leaving college is of an age and habit of mind that prevents him from going back to learn the elementary things of the practical and business side of his career. He is ashamed to ask the foolish questions that alone draw out the knowledge possessed by others".

The majority of architectural engineering graduates eventually become supervisors or owners of their own firms and should have some understanding of labor management problems. Students can read about these problems but they will learn much better by actually being members of the laboring group. Actually the best preparation for leadership is to be subordinate for a time.

This program enables the student to discover his aptitude or lack of aptitude for an architectural career. As often happens the student may be quite competent in his studies but this does not constitute the final criterion of engineering success because there is a wide difference between every day life and conditions of the college and of engineering industry.

The student in a cooperative engineering program is able to adjust himself to the routine of engineering work. The student, as Charles F. Kettering says, "is given the entire time of four years, three years, or two years, depending upon the particular cooperative program in which to become acquainted gradually with the problems he must meet on the outside rather than confronting him suddenly with all the problems of adjustments when he graduates from school".

Many architects look upon the cooperative plan as a training program out of which they can develop future architects. The student working for an architect specializing in residential work will no doubt show more interest in all academic work pertaining to residential planning and construction and as a consequence will become much more proficient in that particular field. From an economic standpoint the architect can benefit. He has working for him carefully screened men of a technical nature who recognize their lack of training and will work for a wage commensurate with their ability.

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LADIES COMMITTEE PLANS MSA CONVENTION PROGRAM

The Michigan Society of Architects Thirty-Sixth Annual Convention scheduled at Hotel Statler in Detroit, March 9 and 10 will be particularly attractive to the ladies, it is announced by Grace Pilafian, Chairman of the Ladies Committee. Assisting her in planning the event are the wives of officers of the Detroit Chapter, A.I.A.—the host Chapter. They are Mrs. Andrew R. Morison, Mrs. Charles B. McGrew, Mrs. Eugene T. Cleland, Mrs. John O. Blair and Mrs. Talmage C. Hughes. The Committee has selected as hostesses Mrs. Malcolm R. Stirrton, Mrs. Thomas H. Hewlett and Mrs. David H. Williams, Jr.

In their planning, the ladies have taken a leaf from the Midsummer Conference at The Grand Hotel on Mackinac Island, where attendance has been even better than at our Annual Convention. The reason is, they believe, that the Summer Conference has become something more than a convention. It is an opportunity for an architect to take his wife, family and friends to one of the most delightful spots in Michigan for a week-end vacation. This Convention at the Statler will be equally appealing.

Mrs. Pilafian

The Ladies Committee has included in its plans a luncheon on Friday noon in The Terrace Room at the Statler, where a style show will be staged. Following the luncheon there will be bridge or other card games. Besides this, the event on Thursday evening will be in the nature of entertainment that the ladies will enjoy, and they are especially invited to attend. Also, what's wrong with their attending some of the business sessions and panel discussions? There will be subjects that should be of interest to them.

Finally, there is the banquet, one of the most important events in Michigan. Last year the ladies attended in large numbers. And, of course, what is more colorful than the ladies at cocktail parties? It just wouldn't be the same without them.

At the Producers' Council meeting Monday evening, January 23, the principal item of discussion was the Society's Convention. President Ogden reported that Carl B. Marr, Chairman of the Convention Committee had asked the Producers to take charge of the afternoon program on Friday, March 10. Ogden called upon Bill Portland, Chairman of the Council's Program Committee to inform the members of what plans had been made so far.

Portland said that the Producers headquarters in Washington had arranged for three or four panel discussions on such subjects as "Indoor Climate Control", "More Effective Classroom Daylighting", "Modern Standards of Sanitation", and "Modern Attachment Methods". The last named has to do with adhesives, metal devices, etc. Top-flight speakers of national standing will develop the subjects.

In addition, the Producers' Council will have tabletop displays, some 24 having already reserved space.

Ogden also announced that the roster of the local chapter of the Producers is now in preparation and will go to press about the first week in February and will be distributed at the Convention. Unless members are heard from by that time regarding changes of address, etc. the information given in last year's roster will be repeated.

Portland also said that Suren Pilafian had invited the Council to participate in a joint meeting with the Detroit Chapter, A.I.A., devoted to building materials and equipment, on April 19.

PRODUCERS' COUNCIL DINNER

By Ted Seemeyer, Weekly Bulletin

The Producers' Council, Inc., a Michigan Chapter, held a special dinner meeting at the Hotel Sheraton on January 23 to formulate plans for the Council's participation in the forthcoming Convention of the Michigan Society of Architects at the Hotel Statler, March 9 and 10.

Both Council president, Bill Ogden of Marsh Wall Products, and Council secretary, Bill Portland of Armstrong Cork, gave informative talks concerning the preparation now being made for the coming event.

Louis T. Ollesheimer of Fiat Metal, Council treasurer, and one of the chief pillars of the organization, was kept busy during the pre-dinner cocktail hour.

Noted among the throng were Chuck Kleinbrook and his boss, Dayton Prouty of Zonolite. Chuck just moved into his new house and said one doesn't appreciate the modern convenience of a telephone until he has to do without it while waiting for an installation.

Saw handsome Barney Bernard and Roy Woltz and Frank Sansom of Chamberlin Co. of America sitting together. Barney has promised to write an article for the Bulletin soon, so watch for it.

"Tie of the evening" was the snappy red number worn by Tom (Gary Cooper) Moore of Detroit Steel Products.

Tom sat with Gordon Baskwell of Ceco Steel Products and Bob Richardson of Spencer Turbine.

Harry Fritzam of Otis Elevator kept the diners amused with his constant choice remarks for more and higher "vertical buildings".

Seated together were W. F. Mulcahy of J. A. Zurn; J. R. Nicholson and Fred Muller of Pittsburgh Plate Glass; L. D. Yager of Reynolds Metals; Phil Lee and Floyd Clise of Johns-Manville, and young D. G. Saunders of Otis Elevator.

"Bow tie of the evening" was the black and orange worn by Doug Ainslie of Armstrong Cork who sat next to Gene Reuther, also an Armstrong Corker.

Newcomer Al Frost, who hails from Seattle, Washington and now has taken over the duties of Bill Hunt at U. S. Plywood, remarked about the friendliness of Detroit as compared to the west coast. He said in Seattle you have to know a guy six months before you'd be called "Al" by a native. Al (we just met him) was with D. D. Temple of U. S. Plywood.

The Aluminum Co. of America was well represented by Paul Marshall and Bob Ogden.

Some of the guys who lent distinction to the dinner were W. R. Sherman of National Fireproofing, Clyde Oakley of Truscon Steel, L. A. Watson of Rolscreen and R. C. Faulwetter of U. S. Quarry Tile.

Architect Tal Hughes of M.S.A. was there and we also noted Ken Kaiser of Kimberly-Clark, Kimsul Div., who brought along Bob Hubbert of Quality Materials.

J. F. Busse of Libbey-Owens-Ford Glass was present along with Art Devitt of Celotex and W. A. Snure of Unistrut, Wayne, Mich.

We saw Jim Gillman of David E. Kennedy and J. R. Macauley and F. H. Smith of Roddis Lumber and Veneer, and, last but not least, that swell guy, John Hartnett of Owens-Corning Fiberglass, but where the h—— is Wright Hitt?

In addition to the regulars, there were several new faces among the attendants. Can't understand what was keeping Walter Torbet from attending. So handy for him to just come down stairs.

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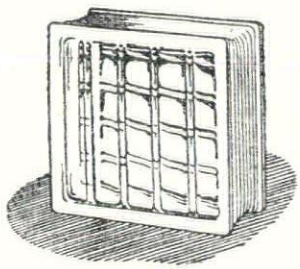

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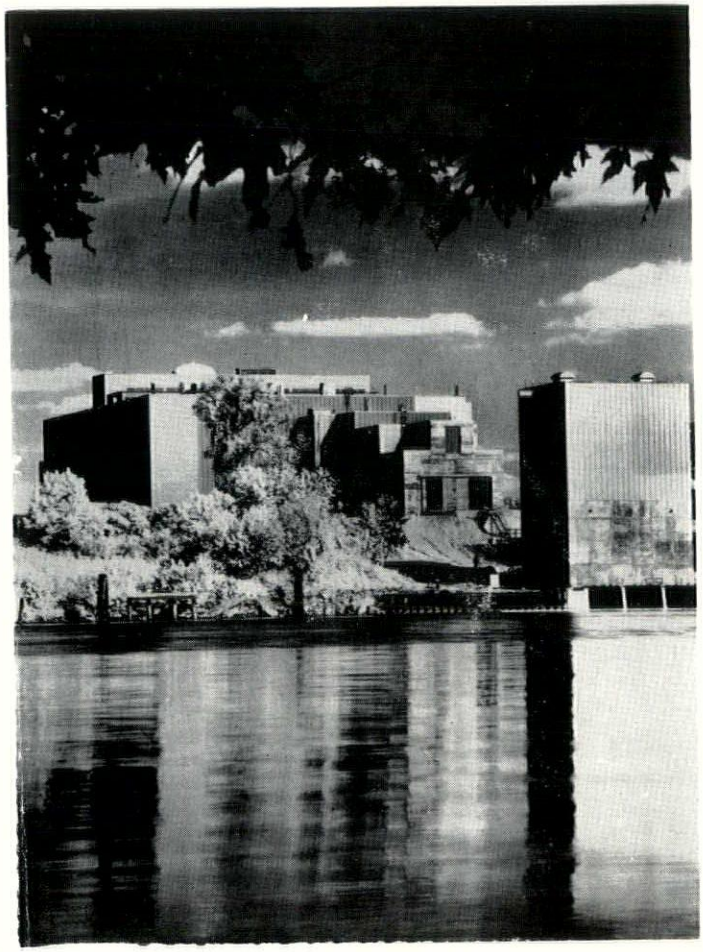


AT RIGHT is shown the new $12 million laboratory at East Hartford, Conn. It is for the United Aircraft Corp. (Pratt & Whitney), for testing jet engines. Albert Kahn Associated Architects and Engineers, Inc.

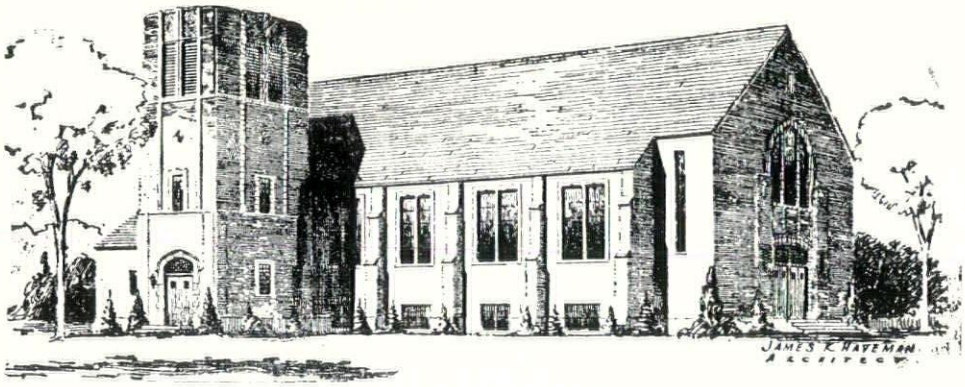
It's usually the new office girl who's assigned the desk in the drafty corner which office oldtimers have always avoided. Despite its shortcomings though, it's *her* niche in the business; one she could be proud of, given half a chance. But instead, she's chilly all day . . . finds excuses to be somewhere where it's warmer . . . is home a lot nursing a seemingly endless series of colds.

While at her desk she looks like a queen, with her coat flung over her shoulders, *but queens don't work!*

The solution? Place a "gift" at her feet; an electric heater. Then watch how fast she'll warm up to her job. How quickly she'll catch up on her filing. How much more productive time she spends at her desk.

Electric heaters pay their way in increased office efficiency; pave the way to better office morale. They're portable—unplug here and plug in there and they meet any weather or room condition. They're fast—begin radiating welcome warmth the minute they're connected. A 1000 watt heater costs the average commercial user about 3c an hour to operate. That's small cost for such an effective foot- and heart-warmer.

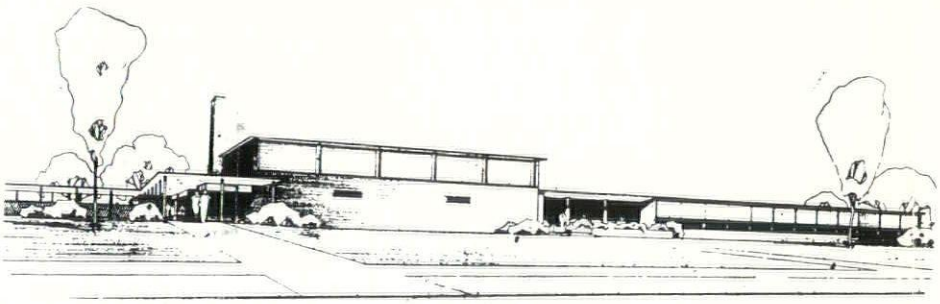
DETROIT EDISON COMPANY

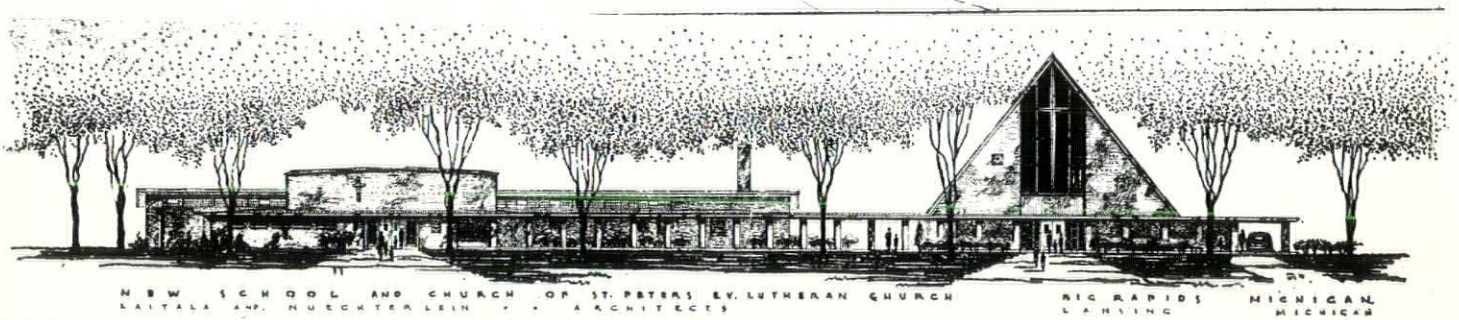


AT LEFT: Architect James K. Haveman's new Central Park Reformed Church in Holland, Michigan.

BELOW: New enlarged Henry High School in Dearborn by Eberle M. Smith Associates, Architects.

LAITALA & NUECHTERLEIN, Architects announce the removal of their offices to 600 Hollister Building, Lansing 8, Mich. Below is shown their new School and Church of St. Peters Evangelical Lutheran Church.





Modern Gas-Fired Kitchen Equipment

The Four Dukes Supper Club, Wyoming and Jas. Couzens Hwy., has found the answer to wholesome, economical food preparation in this modern stainless steel kitchen equipped with three ranges, two fryers, two hotel broilers, griddle, roasting and baking oven and steam table —all Gas-fired. To provide plenty of dependable, piping hot water for all purposes, this club uses an automatic Burkay Gas Volume water heater with storage tank.

The Burkay commercial Gas hot water heater, designed for high-capacity, two-temperature use.

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SCHOOL CORRIDORS LINED WITH WHITE MARLITE MARBLE PATTERN

Shown above is corridor in the Saint Ferdinand School, Chicago, of which McCarthy, Smith & Eppig were architects.

In Detroit it's Bill Ogden, President of the Producers' Council, Michigan Chapter, who represents Marsh Wall Products. He is in the forefront of everything that is for the good of our profession and the building industry in this state. His talk before our Midsummer Conference at The Grand Hotel on Mackinac Island will be well remembered.

HAROLD H. FISHER, member of the Detroit Chapter, The American Institute of Architects, won First Prize for his entry of the new First Presbyterian Church in Birmingham, Michigan, at the joint meeting of the North American Conference on Church Architecture and the Church Architectural Guild of America, held at Columbus, Ohio, January 21-22

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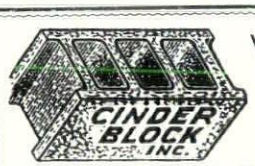

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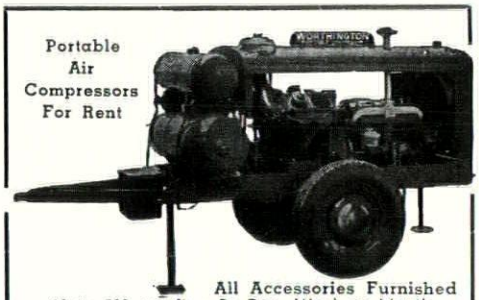
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LONG SIGN COMPANY NOW OCCUPIES NEW BUILDING

Long Sign Co., Neon Electrical Sign Contractors, have purchased the building at 6209 Hamilton, near Baltimore. The building comprises 66,800 square feet of floor space, formerly occupied by Peter Smith Heater Co., and purchased from Kling Estate of Chicago. The building is located close to new John Lodge Highway and Milwaukee Bridge intersection, and extends to Wilbur St. on the west. Parking facilities and deliveries are made on the Wilbur St. entrance. This real estate transaction was handled by Woodrow Nelson of Nelson Realty, 16157 Hamilton, UNiversity 4-9000.

The sign displays manufactured by this firm are used by theatres, department stores, industrial and retail establishments. Modern machinery, adequate floor space and the latest type of equipment, make for economic construction and adequate facility of design and layout of neon signs.

The new home of the Long Sign Co. provides room for expansion and the handling of their expanding sales.

This firm was founded in 1931 by Edward A. Long and constantly under his control except for a 3 year period of duty overseas in the Navy. Mr. Long served at Guadalcanal in 1942, and in the Solomon Islands campaign for 30 months. During this period Archie C. Mills became the General Manager. Mr. Long resumed management in 1945.

The firm has a progressive record since its inception and is well known to Architects and Engineers in Michigan.

Edward A. Long, President; Archie C. Mills, Secretary; and Harry G. Schmiel, Treasurer. These men have had a lifetime of experience in contracting operations.

Servicing, repairing and maintaining neon signs is a branch of this company's business, and the new central location adjoining New Center District will make for quick access to all parts of Detroit for service and maintenance.

This firm does repair work on advertising signs, on high radio towers, retail stores, industrial buildings, theatres and drive-in outdoor movies.

Neon signs are an important and colorful advertising medium in modern city life. Well designed and artistic displays make our metropolitan city attractive and interesting to visitors and tourists. To do the high climbing and electrical maintenance requires highly trained and experienced craftsmen.

A.I.A. STANDARD ACCOUNTING

The Bulletin is in receipt of "Instructions, Standard Accounting for Architects", issued by The A.I.A., which is a bound volume of the instructions together with the various forms. There are also order forms for the use of those interested. Architects may examine this complete file at the office of the Weekly Bulletin.

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