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# MONTHLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

*A State Organization of The American Institute of Architects*

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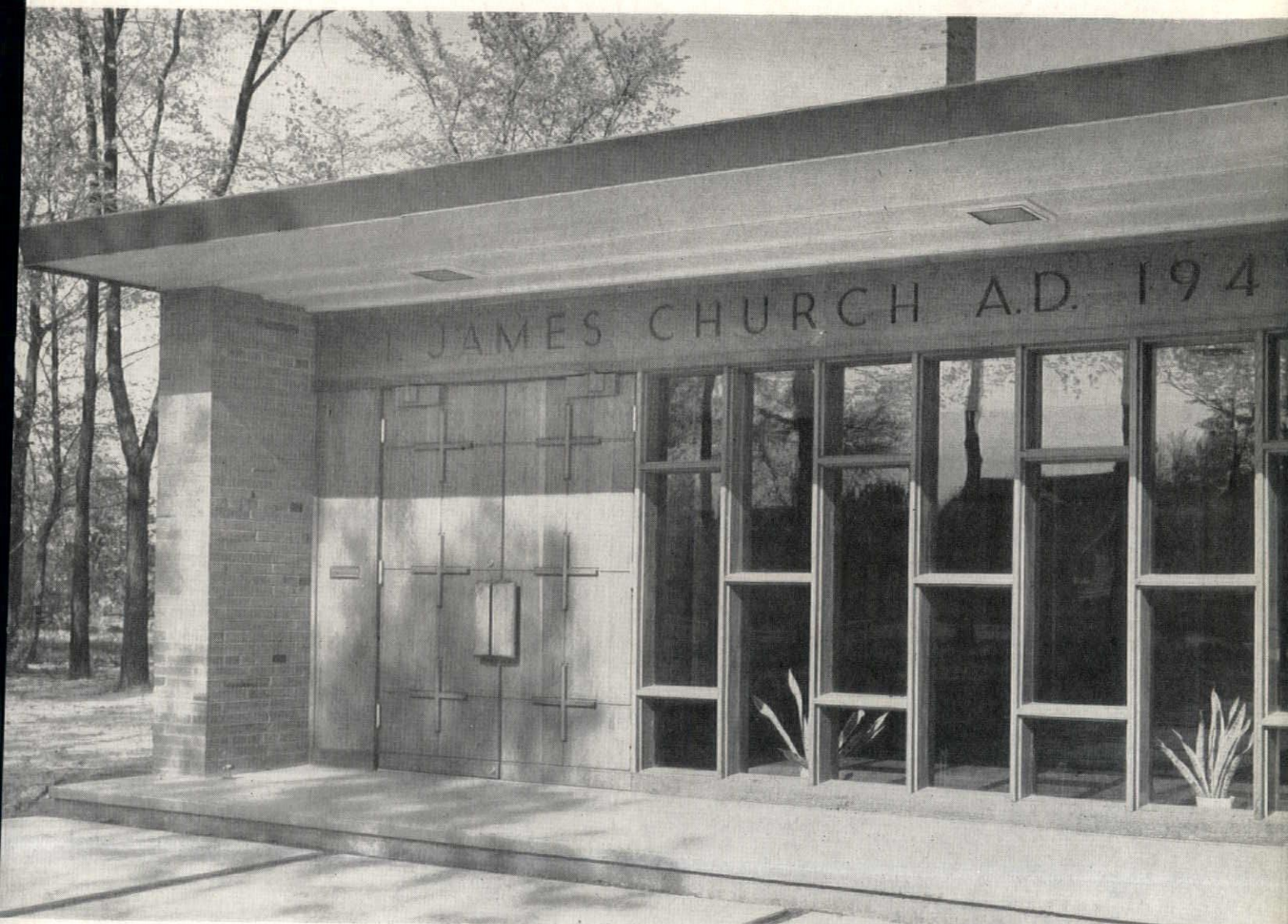
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## ST. JAMES EVANGELICAL AND REFORMED CHURCH



EARL W. PELLERIN, A.I.A., JOSEPH F. DWORSKI, A.I.A., ARCHITECTS





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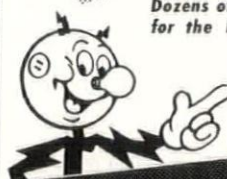


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10TH ANNIVERSARY



# MONTHLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

120 Madison Avenue Detroit 26, Michigan  
(Formerly Weekly Bulletin)

Owned by Monthly Bulletin, Inc., a subsidiary of the Michigan Society of Architects, a Michigan non-profit corporation. Founded (1926), edited and published by Talmage C. Hughes, F.A.I.A., Executive Secretary of the Michigan Society of Architects and of the Detroit Chapter, The American Institute of Architects, under the direction of Monthly Bulletin, Inc.; Alden B. Dow, President; James A. Spence, Vice-President; Carl J. Rudine, Secretary-Treasurer; Talmage C. Hughes, Resident Agent.

## Other Society Committees:

**Executive**—Leo M. Bauer, Chairman; Alden B. Dow, Ralph W. Hammett, Charles B. McGrew.

**Administrative**—Alden B. Dow, Chairman, Carl J. Rudine, James A. Spence, Arthur J. Zimmermann.

**Education and Research**—Ralph W. Hammett, Chairman; John O. Blair, Alden B. Dow, Sol King.

**Public and Professional Relations**—Charles B. McGrew, Chairman; Adrian N. Langius, Linn C. Smith, Peter Vander Loan.

**38th Annual Convention**—Hotel Statler, Detroit, March 5-8, 1952—Linn C. Smith, Chairman.

**APELSCOR**—Charles B. McGrew, Linn C. Smith; Alternates, Carl B. Marr, John O. Blair.

**Monthly Bulletin** is also the official publication of the Detroit Chapter of The American Institute of Architects: Eero Saarinen, President; Amedeo Leone, Vice-President; Raymond C. Perkins, Secretary; Paul B. Brown, Treasurer; Suren Pilafian, L. E. Robert Blakeslee, Louis Rossetti, David H. Williams, Jr., Directors; Talmage C. Hughes, Executive Secretary.

**Official Publication—SAGINAW VALLEY CHAPTER; A.I.A.**: James A. Spence, President; Paul A. Brysselbout, Vice-President; Carl G. Schulwitz, Secretary; Ralph W. Knuth, Treasurer; Alden B. Dow, Director; Willard E. Fraser, Correspondent.

**Official Publication—WESTERN MICHIGAN CHAPTER, A.I.A.**: Elmer J. Manson, President; Charles A. O'Bryon, Vice-President; Richard G. Snyder, Secretary-Treasurer; James K. Haveman and Christian Steketee, Directors. Charles V. Ondvke, Correspondent.

**Theodore G. Seemeyer, Jr.**, Advertising Director, 120 Madison Avenue Detroit 26, Michigan. Telephone Woodward 5-3680.

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## This Month

Mr. Leo M. Bauer, President:

As you know, I sent in my \$100.00 check as requested in your letter of June 20th. It is disappointing to see that the smaller offices have failed to take advantage of protecting themselves at such reasonable cost, and in view of the fact that men like you are willing to contribute time and effort in their behalf. I doubt if they would consider driving their cars without adequate insurance, and what you and your committee are doing, certainly is to be classed as insurance against the encroachment of illegitimate operators. I have one suggestion, however. I believe all members of the Michigan Society of Architects should not be so politely asked to contribute. I think they should be BILLED when the need arises for something as important as this, and if they refuse to pay, they should no longer be classed as members in good standing.

Carlton P. Campbell.

## Society Appoints Special Representative

The board of directors of the Michigan Society of Architects has appointed Robert C. McCormick as special representative of the Society, it is announced by Leo M. Bauer, Society president. The appointment was approved by the Society's Board meeting held at the Detroit Athletic Club on November 14.

McCormick will be assistant to the executive secretary, Talmage C. Hughes, at 120 Madison Avenue in Detroit, Bauer said. His duties will be the general administrative work of the Society, including visiting members throughout the State, and especially to attend meetings of the two out-state chapters—Western Michigan and Saginaw Valley, and to report them in the Society's Monthly Bulletin, and the public press.

The Society, a coordinating body for the three chapters of The A.I.A. in Michigan, has in recent years increased its membership to about 80% of registrants in the State, and is by far the leading state society in the country. It is, therefore, desirable, Bauer said, to maintain closer contact with members than has heretofore been done.

McCormick, a veteran of World War II, lives at 9642 Sussex Street in Detroit. He graduated from the School of Journalism at Michigan State College in 1950. While in college he was on the staff of the Michigan State News, as reporter and editorial writer. He was also employed by the Detroit Times during vacation and later served as circulation manager of the Wyandotte Tribune.

He also served as press agent for Mills Brothers Circus and liaison with the sponsors who were generally service clubs such as Lions, Kiwanis and Optimists.

At the board meeting, Leo M. Bauer, Society president, appointed Arthur J. Zimmerman of Lansing, James A.

Spence of Saginaw and John O. Blair of Detroit as a nominating committee to prepare two slates of officers of the Society for 1952. Election will take place at the board meeting in Detroit on December 12.

The board also approved a change in the dates for the Society's Midsummer Conference at the Grand Hotel on Mackinac Island from the second weekend in August to the first weekend—July 31, August 2 and 3.

It was announced that Eero Saarinen, president of the Detroit Chapter, A.I.A., had reappointed Sol King, of the office of Albert Kahn Associated Architects and Engineers, Inc., to serve on the board of the Society during 1952. This returns all six of Detroit's directors on the Society board, as the Chapter had previously reelected Bauer, Blair, Ralph W. Hammett, Charles B. McGrew and Linn C. Smith.

Smith, who is general chairman of the committee for the Society's 38th annual convention scheduled at Hotel Statler in Detroit, March 5-8, 1952, announced the appointment of his subcommittees as follows: Suren Pilafian, program and speakers; Stewart S. Kissinger, materials exhibits; Sol King, publicity; Louis G. Redstone, architectural exhibits; Paul A. Brysselbout, brochure; Edward G. Rossella, registration and reception; Elmer J. Manson, attendance; Charles A. O'Bryon, entertainment, and James B. Morison, arrangements.

The tentative program contemplates opening with an evening of entertainment on Wednesday, March 6.

Michigan Society of Architects Board of Directors, meeting at the Detroit Athletic Club, November 14, 1951.

Photo by Wm. E. Bradley





## Richard Kelly Speaks to Detroit Chapter

Richard Kelly, eminent lighting designer and engineer of New York City, spoke at a meeting of the Detroit Chapter of The American Institute of Architects in the Rackham Building, 100 Farnsworth Avenue, Wednesday evening, November 21. His subject was "Lighting as an Integral part of Architectural Design."

Dinner was served at 6:30 p.m. and the lecture was at 8:00 p.m. in the auditorium of the same building. The lecture was free and both dinner and lecture were open to the public, including ladies. Two members of the Detroit Board of Education, Mrs. Betty Becker and Miss Louise C. Grace, were guests at the dinner and lecture.

Kelly is outstanding in his field. He collaborated with Saarinen and Associates and Smith, Hinchman and Grylls, on the new General Motors Research Center, and also with Saarinen on buildings for Brandeis University, and the Rockefeller Town House in New York by Philip Johnson, architect.

"Color is color because of light," Kelly says, "and light—whether natural or artificial—has infinite variations, many of which you can control to make the colors in your home more flattering and more expressive of the mood you desire."

"Color in daylighting varies at different hours and in different climates. Color under artificial light varies according to the nature of the light source, responding differently to candle, oil, gas, and diverse electric lights. To be successful in choosing colors for your home—or, for that matter, for your clothes—and to know how to light your rooms so that they will be restful or as sparkling as you desire, it is important to know something of the effect that light has on color."

At the dinner meeting, president Saarinen, who had only recently returned from a six-weeks visit to Europe, presided, and reported briefly on the Board meeting which preceded the Chapter meeting. He announced that the Board had approved the appointment of committees to serve the Chapter during 1952.

The proposed changes to by-laws to take care of increase in dues, as reported in the last Bulletin, were approved by the membership.

Certificates of membership in The American Institute of Architects and the Detroit Chapter were presented to J. Charles Burns, Morris Jackson, C. Theodore Larson and Stephen S. Page.

Attendance at the lecture was not up to standard, perhaps because principally of the meeting occurring on the evening before Thanksgiving.

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## COMMITTEE APPOINTMENTS

Eero Saarinen, president of the Detroit Chapter of The American Institute of Architects, has announced that his board of directors has approved the appointment of Chapter committees to serve during 1952.

In the following list of appointments, the first-named is chairman:

**Membership:** Paul B. Brown, John K. Cross, Harry M. Denyes, Talmage C. Hughes, James B. Morison, Robert W. Yokom.

**Professional Practice:** Clair W. Ditchy, Frederic A. Fairbrother, Joseph N. Lacy, Arthur H. Messing.

**Relations with the Construction Industry:** John C. Thornton, Gerald G. Diehl, Eliud J. Knapp, George L. W. Schulz.

**Public Relations:** Leo M. Bauer, Kenneth C. Black, Helen L. Fassett, Cornelius L. T. Gabler, Owen A. Luckenbach.

**Education:** Louis Rossetti, L. Robert Blakeslee, Earl W. Pellerin, Walter B. Sanders, Robert H. Snyder.

**Public Information:** Talmage C. Hughes, Stanley W. Fleischaker, C. Theodore Larson, Joseph W. Leinweber.

**Allied Arts and Sciences:** Alexander Girard, Talmage C. Hughes, Morris Jackson.

**Civic Design:** Amedeo Leone, James H. Barr, Eugene T. Cleland, Clair W. Ditchy, Earl W. Pellerin, Louis Rossetti, Henry F. Stanton, Minoru Yamasaki.

**Program:** Suren Pilafian, Talmage C. Hughes, Edward G. Rosella, Wilhelm H. Von Moltke.

**Liaison with Producers' Council:** C. William Palmer; Carl B. Marr, alternate.

**Affiliate Council of Engineering Society of Detroit, and Interprofessional Council:** L. Robert Blakeslee, Julian R. Cowin, Maurice E. Hammond.

**APELSCOR:** Emil Lorch, Maurice E. Hammond; Robert F. Hastings, alternate.

**Civilian Defense:** Talmage C. Hughes; Eberle M. Smith, alternate.

**George D. Mason Memorial:** Emil Lorch, William E. Kapp, David H. Williams, Jr.

**Michigan Society of Architects Board:** Sol King.

**Executive Secretary:** Talmage C. Hughes.

## Saginaw Valley, AIA

The last two meetings of this Chapter have been more alimetary than parliamentary. The food has been excellent but little business has been transacted. The October meeting was put on by one of the leading Manufacturers of insulation, and there were more non-architects in attendance than A.I.A. members and, in deference to this, the meeting was turned over to the Manufacturer's representative. The November meeting, held November 13 in Frankenmuth, attracted only a handful of the faithful, it being a cold, windy, rainy night.

Glenn (Red) Beach has recently acquired and moved into one of the largest and most unusual houses in Saginaw. Built in 1878 by one of Saginaw's pioneer lumbermen and extensively remodelled since, it occupies a half block near the Saginaw West Side business district. It has a score or more rooms, a fair number of fireplaces (including the one which Red says doesn't draw in spite of a three story chimney), walnut, mahogany and cherry trim, ornamental plaster and plaster coves, parquet floors, portecochere, carriage house; in short, the full Victorian treatment.—Willard E. Fraser.

## SALI FRANTZ WINS AWARD

The Art Appreciation Group of American Association of University Women, Detroit Branch, has announced that its 1951 Annual Award went to Mrs. Sali Frantz, wife of Saginaw architect, Robert B. Frantz, A.I.A. The prize this year was given in memory of Ethel Benny Burden.

Mrs. Frantz won the award with her painting, "Cloverly, Village Clinging to a Cliff," which she did from memory of a visit to the locale of the painting two summers ago.

## MEETING OF THE DETROIT CHAPTER, A.I.A.

Rackham Memorial Building, Friday, December 14, 1951

Board Meeting, 4:00 P.M.; Dinner 6:30, Program 8:00

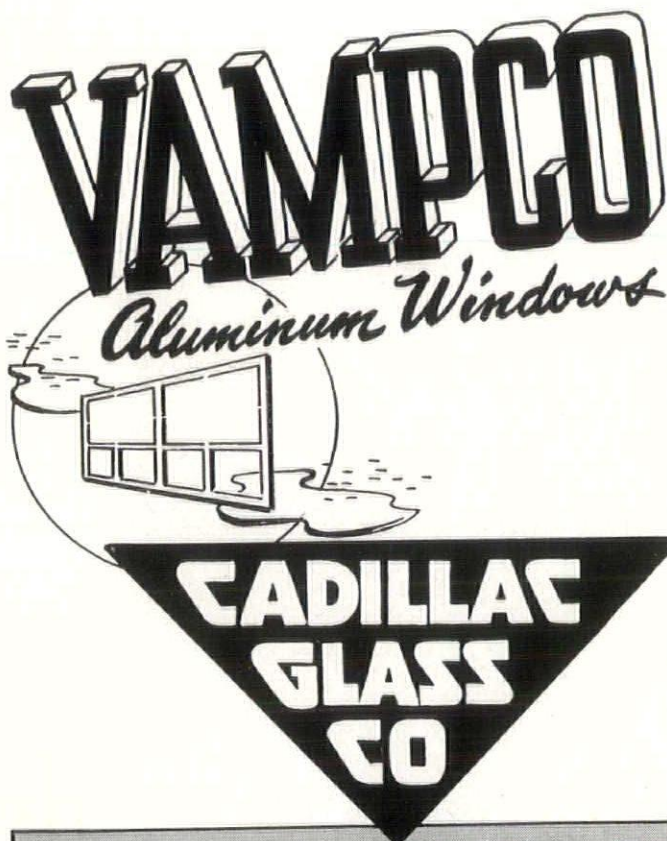
**SUBJECT:** Aluminum and Steel in Building Construction," a series of motion pictures, some in color, and consisting of the following three films:

1. "Aluminum Fabricating Processes"—by Aluminum Company of America.
2. "The Davenport Story"—by Aluminum Company of America.
3. "Building for the Nations"—by United States Steel Corp.

The program will take place in the same room as the dinner. The public, including ladies, are invited to both dinner and lecture. The lecture will be free.

E.S.D. has increased the dinner charge to \$2.50, and the Chapter has discontinued subsidizing any portion thereof.





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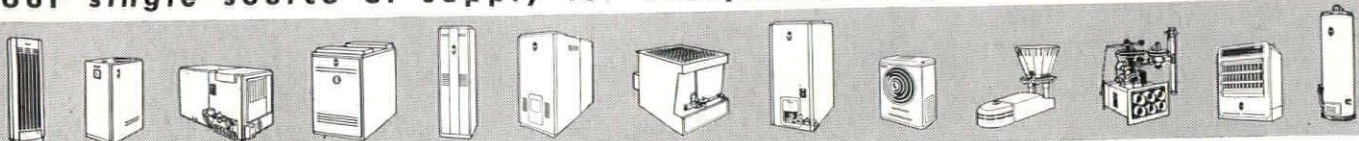
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# WESTERN MICHIGAN CHAPTER A.I.A. RE-ELECTS ELMER MANSON

Western Michigan Chapter of The American Institute of Architects held its Annual Meeting and election of officers at the University Club in Grand Rapids on the evening of November 19, 1951.

Elmer J. Manson, of Lansing, was reelected President. Charles O'Bryon was elected Vice-President; Richard G. Snyder, Secretary-Treasurer, and James K. Haveman, Director. Christian Steketee continues in his second year of a two-year term.

Directors to serve on the Board of the Michigan Society of Architects are Adrian N. Langius, Carl J. Rudine, Peter Vander Laan and Louis C. Kingscott. The Board's Annual Report was approved.

## ANNUAL REPORT OF BOARD WESTERN MICHIGAN, A.I.A.

*ELMER J. MANSON, President*

Your executive committee during the past year has endeavored to discharge its duties in such a manner as to advance the prestige of the profession among the members and the public. We sincerely hope that you support our actions in carrying out the trust which was thrust on us.

The executive committee met for three separate meetings during the year to establish policies for the chapter. All meetings were attended 100%, with the members paying for their meals and transportation.

The broad scope of Chapter affairs is reflected in reviewing the activities of the year. Because of the difficulty in listing all those who have so generously given of their time and talents, credit is given only to the committee chairmen.

1. **PROGRAM** . . A total of ten meetings were held, nine in the Grand Rapids, Kalamazoo, Lansing loop, one at Holland. The programs included visits to recent buildings, meetings with contractors, movies, and some presentations by manufacturers' representatives. Offers of free meals were accepted from two manufacturers.

Jim Haveman, vice-president and program director, and the various program chairmen are to be commended for the high quality programs which the Chapter has enjoyed.

2. **HONOR AWARDS:** An attempt was made to initiate a general honor award exhibit for buildings of merit to serve: (a) as a local public relations activity; (b) as recognition for good architecture; (c) as encouragement for Chapter members to enter the national Honor Award program.

A fine exhibit program was arranged and carried out by Brice McMillan and his committee. A Jury of distinguished architects judged the entries and made the awards. One entry was forwarded to the national competition, at chapter expense.

The entries were exhibited locally and considerable publicity was given in the newspapers.

3. **BUILDING COST DATA:** Following the suggestion of Louis Kingscott at a discussion of "Estimating," a project for the exchange of building costs was initiated under the direction of Bill Stone, as Chairman of the Committee on Professional Practice. A form



MANSON



SNYDER



HAVEMAN



STEKETEE



RUDINE



LANGIUS



VANDER LAAN



KINGSCOTT

for submitting data was compiled, arrangements made for editing the returns, and with the recent issue of *Architectronics*, the initial distribution of forms was made.

4. **AIA-AGC JOINT COMMITTEE:** This was suggested at a chapter meeting by Harry Conrad, then president of the Michigan Chapter, AGC. A committee was formed with Ben Hertel as Co-Chairman for the architects. The first project is an outline for specifications in an attempt to standardize them in accord with local trade practices.

5. **PROMOTION & PUBLICATIONS:** The Chapter has received improved coverage in the Society's *Monthly Bulletin*, largely through the efforts of Chuck Updyke, chairman of the Public Relations Committee. He also secured good publicity for the Chapter in the *Lansing State Journal*.

The *Monthly Bulletin* was designated as the official publication of the Chapter at the October meeting. The full effect of this will be determined by the policy of future officers. However, the

reorganization of the *Bulletin* should place it in a position to give better service for our Chapter.

The position of "ARCHITECTONICS" also will depend on the policies of future officers. During the past year it has served primarily as announcement for coming meetings. The total cost for publication and mailing was nearly \$200.00. This includes some \$30.00 for a new set of address plates. The cost per issue is approximately \$17.00. Of the total cost of publication, over \$100.00 was contributed by the Grand Rapids Builders & Traders Exchange as a service project.

6. **ADMINISTRATION:** The Chapter membership has jumped in the past few years from approximately 60 to nearly 100. At the same time, the increased activity of the Institute brings more work to the officers, particularly the Secretary.

Under similar circumstances, many organizations might either pay the Secretary, or retain a professional Executive Secretary. There is considerable



merit in the latter scheme, but as the office of Secretary may be expected to rotate from city to city, the problem of coordination becomes quite a major one.

At the present time, it is customary to reward the Secretary for his labors by a free trip to the National Convention, and provide a modest secretarial allowance. (This year however, the secretary preferred to allot this secretarial money to the ARCHITECTONICS.)

7. FINANCES: The treasurer's report states the details of our financial position. But to support a later recommendation, I wish to summarize briefly: Our budget was slightly exceeded by our expenditures, principally because of the rising food costs and the broader program of activities. A deficit was avoided only by the activities of our treasurer to collect delinquent dues. This, as you realize, is not a continuing source of income.

The Executive Committee wishes to thank all the members who assisted in many ways throughout the year and we hope that the Chapter has been helpful to the members, collectively and individually.

We fully realize that each Executive Committee must adapt its program to the needs of the members at that particular time. However, we wish to leave the following recommendations to make available our experience for our successors:

(A) We feel that the Honor Award Program is worthy of continuance.

(B) The AIA-AGC Joint Committee should be continued.

(C) The Building Cost Data be pushed as an important part of the Chapter activities.

(D) The Chapter subscribe to the Institute Bulletin and Journal for all associate members, as they are the future corporate members and need help to understand the complete scope of Institute activities. This would be \$2.50 per member.

(E) The publication of "ARCHITECTONICS" should continue in its present form until either an editor other than the secretary is found, or it is established that the Monthly Bulletin can adequately serve all the Chapter's needs.

(F) The present program of food subsidy be continued; \$2.00 per member collected for each meeting, with the Chapter paying the difference. The majority of the Executive Committee believe that an increase in assessment for meals would tend to reduce attendance by younger members.

(G) After careful consideration, the Committee recommends that the annual dues be increased not less than \$2.00 per year. This would permit a balanced budget for the coming year without curtailing chapter activities. At the present, our Chapter dues are considerably less than many comparable professional societies and other AIA chapters. The Detroit Chapter has just in-

creased its dues from \$10.00 to \$12.00 per year.

It has been a great pleasure for me to work with the Executive Committee during the past year, and I know they join with me in thanking you all for the splendid support which we have had during our tenure in office.

## LANSING ARCHITECTS MEET WITH TWO FROM GERMANY

By CHARLES V. OPDYKE, Chairman,  
Committee on Public Relations,  
Western Michigan Chapter, A.I.A.

Two German architects, on tour of the United States met informally with a group of Lansing architects for a dinner discussion, Tuesday, Nov. 20, at Lansing.

Erwin Gurlitt and Heinz Arndt, German school architects, are sponsored by the U. S. Dept. of State.

Mr. Gurlitt is a member of the Bavarian school district, and Mr. Arndt is a member of the Berlin school district.

This meeting was arranged through the efforts of Wilfred Clapp of the Michigan State Dept. of Public Instruction and Malcolm Williams of the Warren S. Holmes Co. Attending were the following Lansing architects: William Carver, Ian Ironsides, Walter Laitala, Elmer Manson, Robert Mattern, W. F. Nuechterlein, Charles V. Opdyke, Stanley Simpson, Richard Snyder, Gordon Stowe, and Malcolm Williams.

Mr. Gurlitt, who acted as spokesman for the two, said that school buildings in Germany are hampered by shortage of materials, a problem that is also shared by this country.

He mentioned that there is an acute shortage of class room space in Germany today, which is the result of the high birth rate during the war years. In addition to the schools now in use, classes are being held in every available building, including ball rooms, hotels and old taverns. Even by using this extra space, he pointed out, the classes number about 80 children, compared to their normal of 30 to 35. Also, in most areas of Germany, he said, the children go to school half days.

Both Mr. Gurlitt and Mr. Arndt have visited a number of new schools in the United States, including several in the Detroit area. They both remarked that the new schools in Germany are of the same general character as those in this country, namely, simplicity of design, both in mass and in use of materials. They were greatly impressed, however, in two ways: the use of exposed painted cinder block walls, and the self-contained class room. They mentioned that they intend to introduce these features on their return to their homeland.

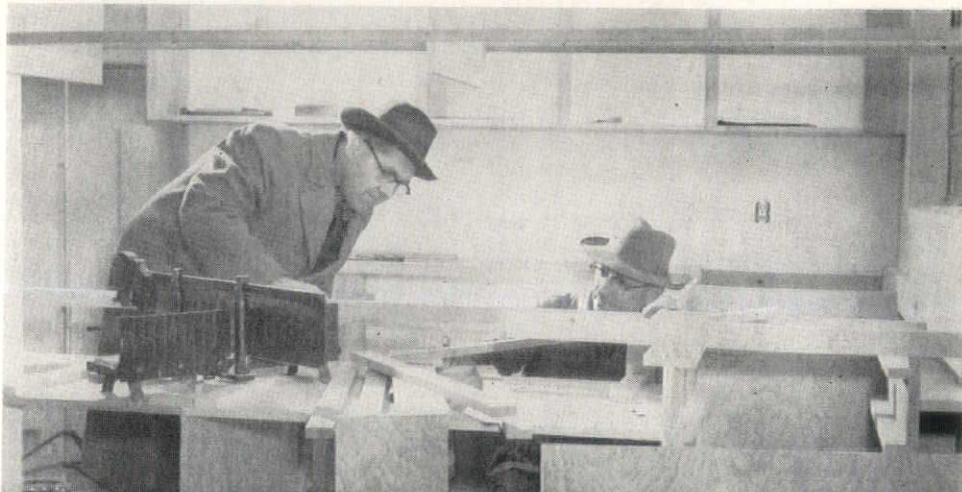
During the discussion, Mr. Gurlitt pointed out that in Germany there is no government qualification for architects. Anyone who chooses may open an office and call himself an architect. However, getting a commission presents another problem. Most commissions are secured by competition with several cash awards, the winner receiving both a prize and the commission for the project.

The plans and specification are prepared and a quantity survey of all materials is made. Each sub-contractor quotes a price for doing his portion of the work based on the quantity survey prepared by the architect. The cost of the building is determined by the sum aggregate of each of these sub-contractor quotations. This method is quite common throughout Europe.

Mr. Gurlitt brought up one interesting point. He stated that when the architect finishes his plans they are submitted to a local authority (comparable to our building inspector) who reviews and passes on the work. Once the plans are approved by this authority, the architect is relieved of all responsibility, regardless of whether the building fails or not. He cited one example where an industrial building had a structural failure after having stood for 12 years. The owners of this building brought legal action and placed responsibility for this failure upon the authority that reviewed and approved these plans.

Mr. Gurlitt and Mr. Arndt left for Chicago the following day. They plan on visiting Dallas, Atlantic City and Richmond.

BELOW: C. A. O'BRYON supervising a residential job. Recently he was the subject of an important article, with 8-column head, "Architect, the new Home Builder's best Friend," in the Grand Rapids Herald.





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Our membership extends best wishes to the Michigan Society of Architects for a Merry Christmas, and pledge their cooperation to make 1952 a prosperous year for your society and its members.

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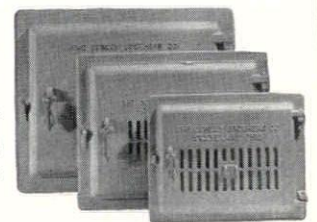
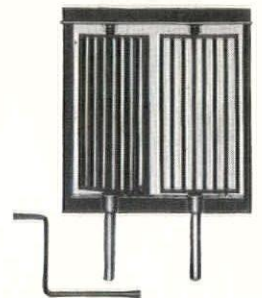
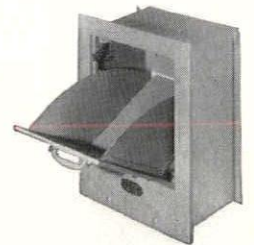
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# Howard T. Keating Architectural Competition, Sponsored by MSA

A statewide architectural competition for the best designs of small houses, under the sponsorship of the Michigan Society of Architects, is announced by Leo M. Bauer, of Detroit, Society President. Prof. Ralph W. Hammett of Ann Arbor, Society Vice-President, is architectural advisor for the competition.

Howard T. Keating, real estate developer of Birmingham, Mich., has made available \$1,400 to be awarded as first, second and third prizes of \$750, \$400 and \$250, respectively.

Some 500 members of the Society, whose places of business are within the state, are eligible to compete. Architects desiring to enter the contest must file such intentions with the Society's Executive Secretary, Talmage C. Hughes, 120 Madison Ave., Detroit 26.

The competition closes on February 11, 1952. A jury, to be named later, will judge the competition in time for design to be exhibited at the Society's 38th annual convention at Hotel Statler in Detroit, March 5-8, 1952, and awards will be made at the Michigan Building Industry Banquet, concluding event of the convention, March 7. Winning design will be published in the Society's Monthly Bulletin.

The purpose of the competition is to stimulate better-designed houses in the medium-size class and to interest more architects in recognizing their obligation to solve the problem of better planning and design of houses for present-day living.

The program calls for a house of not more than 1,400 square feet in area, intended for owners whose annual incomes are between \$8,000 and \$12,000, described as a "three-bed-room, two-car-garage house."

"It is not to be construed that the donor or the Society is suggesting that modified colonial or other eclectic designs be adapted to the so-called ranch-type house," the program states.

"There are no restrictions on the use of glass, or on the type of construction or styling, but it should be borne in mind that these are to be suburban houses in Michigan."

## PART ONE

### Article I. PURPOSE OF THE COMPETITION:

The purpose of this competition is to stimulate better-designed houses in the so-called middle bracket, and to interest more architects in the problem of solving the house for present-day living.

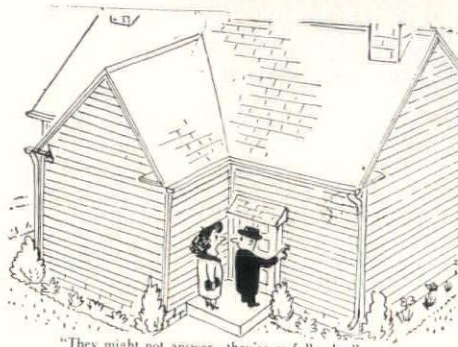
### Article II. PRIZES:

Mr. Howard T. Keating of Detroit has generously offered prizes to the amount of \$1,400.00 as follows:

First Prize	\$750.00
Second Prize	\$400.00
Third Prize	\$250.00

### Article III. COMPETITORS:

Participation in this competition is limited to architects who are registered in the State of Michigan, and who are either principals or employees and whose places of business are located in the State. It is open to all such architects except the president of the Michigan Society of Architects, Mr. Leo M. Bauer; the executive secretary of the Society, Mr. Talmage C. Hughes; the



professional adviser, Mr. Ralph W. Hammett; and the jury who will be hereafter named.

### Article IV. RIGHT TO REPRODUCE AND EXHIBIT DRAWINGS:

The donor of the prize money and the directors of the Michigan Society of Architects reserve the right to exhibit any or all drawings within a period of one year after the drawings have been received for judgment; and the donor further reserves the right to keep in his possession for all time, the three prize-winning drawings, and seven others which the donor shall select. (It is understood that where original drawings are kept by the donor, the authors of said drawings will be supplied with photostatic copies.)

It should be further understood that should the directors of the Society wish to publish or reproduce any or all of the drawings in the Society's Monthly Bulletin, or in book form, they may do so with the understanding that no drawing will be reproduced or published without the architect's name and address being attached thereto.

All drawings, except the ten reserved original drawings mentioned above, will be returned to their authors within thirteen months after the close of the competition; providing the authors signify that they want their drawings returned and send postage at that time. (A notice will be published in the Bulletin.)

### Article V. WORKING DRAWINGS AND CONTRACTS FOR SERVICES:

All competitors must be willing to prepare working drawings and specifications for their designs if called upon to do so; however any architectural service rendered or contract for services on an individual basis will be handled by the competitor on a direct client-to-architect basis. Persons interested will be expected to consult the architects directly and will be referred to the respective architects by the donor or by the executive secretary of the

Society if and when inquiries are made.

In entering into contracts for architectural services after the competition, and on the basis of designs submitted, the donor and the directors of the Society agree not to ask other than the architects of the designs to enter into contracts for services. If, as a result of this competition, however, the popularity of any design or group of designs might call for a proposal for working drawings and specifications on a quantity basis, then the architects of the designs chosen shall negotiate with the prospective clients as to how such work shall be done, and what the proper and equitable compensation shall be. The directors of the Society shall give advice as to proper fees and services if such instances arise. The competitors must agree to abide by the decisions of the directors in such matters.

### Article VI. DELIVERY OF DRAWINGS:

The drawings in this competition shall be securely wrapped, and addressed to the Professional Adviser, c/o Mr. Talmage C. Hughes, 120 Madison Avenue, Detroit 26, Michigan, and must be delivered, postmarked, or expressed not later than 12:00 o'clock noon, Monday, February 11, 1952.

### Article VII. ANONYMITY OF DRAWINGS:

The drawings submitted shall bear no name or mark which could serve as a means of identifying the author, nor shall any such name or mark appear on the wrappers of the drawings, nor shall any competitor, directly or indirectly, reveal the identity of his design, or hold communication with the professional adviser which would reveal the identity of the author, or with any member of the jury or with the donor.

With each set of drawings must be enclosed a plain, opaque, sealed envelope without any superscription or mark of any kind; such envelope to contain the name and address of the competitor. These envelopes shall be opened by the professional adviser after the selection has been made, and in the presence of the jury. Subsequently all names and addresses will be typed on uniform labels and securely attached to the drawings in the lower right hand corner.

It is understood that in submitting a design, each competitor thereby affirms that he has complied with the foregoing provisions in regard to anonymity, and agrees that any violation of them renders his submission null and void as to competition and any agreement





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#### Article VIII. EXAMINATION OF DESIGNS:

All drawings shall be taken from their original wrappings in the presence of the professional adviser and will be numbered, arranged and checked by the professional adviser for the jury. After checking the submissions, any failure to comply with the mandatory requirements of the program will be reported to the jury, who shall thereupon decide whether or not such drawings shall be judged or placed out of competition.

#### Article IX. JURY OF AWARD:

It is agreed that there will be a jury of award consisting of five architects chosen at large from the state by the professional adviser, the president and the executive secretary of the Society. The names of this jury of award will be announced in the Society's Monthly Bulletin immediately prior to the closing date of the competition.

The professional adviser will call the jury together and be present throughout the jury session. The donor of the prize money, the president of the Society and the executive secretary may also be present at their own discretion; however, it is understood that these jury attendants may only be present as observers, and shall not undertake to influence the jury in their decision. The professional adviser shall act as the arbitrator in case of any dispute or irregularity on the part of the jury, and shall have the right to disqualify any jury attendant or member of the jury.

The jury of award shall take at least a full afternoon and part of an evening to examine the drawings, to fully consider the merits of each design, and then to premiate the three best in order of merit by secret ballot, and by majority vote before the envelopes which contain the names of the competitors are opened by the professional adviser.

#### Article X. AUTHORITY OF THE JURY:

The donor agrees that the jury will have authority to make the awards and that its decision in this matter shall be final. The jury will select the three designs which appear to it to be the most meritorious; and will submit a written report to the donor and to the Directors of the Michigan Society of Architects, designating these designs arranged in order of merit; and setting forth a few salient criticisms as to why they have been so credited above the other designs submitted.

#### Article XI. PRIZE AWARDS:

The donor agrees that the awards of the jury will be made within twenty days after the date set for the submission of the drawings, and that the checks to the three prize winners will be given out in person at the banquet concluding the Michigan Society of Architects 38th annual convention to be held at the Hotel Statler in Detroit on the evening of March 7, 1952.

The prize-winning drawings and as many of the other designs as space will allow will be exhibited for the first time during the 38th annual convention.

#### Article XII. COMMUNICATIONS:

In view of the necessarily restricted time allowed for the preparation of the competition drawings, any changes in the content or meaning of this program would work hardship upon competitors who had by that time partially developed their designs.

It is hoped that this program is explicit enough so that no questions will be necessary and, therefore, none will be answered individually. If there are complaints, they may be made to the executive secretary of the Society, who may refer them to the professional adviser; and in case said complaints seem to be significant and to affect all of the competitors, a duplicated letter to all members of the Society may be put out.

All competitors are asked to comply with the intent and spirit of the program, which it would seem is quite clear.

#### Article XIII. NUMBER OF ENTRIES:

A competitor may submit more than one drawing if he wishes; however, only one prize may be awarded to any one competitor. Therefore, if the case should arise that after balloting, the jury finds that it has awarded two prizes to the same person, they shall eliminate the drawing with the lesser prize and give it an "Honorable Mention," and ballot again for another drawing for the prize.

### PART TWO

#### Article XIV. SITE:

The area under consideration for this competition is a five-square-mile tract that is located north of Detroit, and which is or will be divided into suburban lots. It is a country-club type of property that is flat in areas and in others rolling with shallow ravines, pebble brooks, and with open and wooded spaces. The soil is light and sandy, and the general site appearance can be described as typical southern Michigan landscape. Surrounding areas are occupied by small estate-type homes of conservative eclectic designs; all of these homes are beautifully landscaped, and are owned by people in the higher income brackets.

The homes contemplated by the competition are to be owned by people whose annual incomes range between \$8,000.00 to \$12,000.00. It is desired that these newer homes be designed so as not to form a break that is too radical between the new and older contiguous neighborhoods.

The competitor is advised to imagine and to choose a lot to his liking that is approximately 150 ft. x 250 ft., and to develop such a parcel of property for his design. It can be readily understood that with a tract of land of the size and topography described that a variety of conditions will exist. All contestants are asked to consider a set-back line from

the street which will be between 50 and 75 feet, at the designer's discretion. The designer should work out and present a landscaping scheme for the particular lot that he has assumed.

#### Article XV. LIVING REQUIREMENTS AND AREA:

The house to be designed can be described as a three-bed-room, two-car-garage house for an average American family. It is desirable that the bed rooms be so arranged that one might be used as a study or guest room.

The living area of the house is to be restricted to 1,400 sq. ft. and is to be designed on one level; i.e. not more than three steps difference in level (approximately 18 inches) will be allowed between any two parts of the living area.

The calculated floor area of 1,400 sq. ft. means the total floor area measured to the outside surfaces of exterior walls that includes the finished habitable portions of the house, vestibules, corridors, halls and closets, also utility rooms and storage spaces if they are included within the main body of the house; i.e. space which is set up for year-round use and continuous winter heating. Garages, open porches, terraces, utility rooms, heater spaces and unfinished storage rooms outside the main body of the house or in unfinished basement or attic may be excluded from the "calculated floor area."

Each house should contain easily accessible, dry storage space of at least fifty square feet area for clothing and luggage; this space to be in addition to the usual closets and wardrobes that should service the living areas of the house.

There shall be a utility space to take care of washing, drying and ironing of clothes as conveniently as possible; and a heating plant for each house, gas or oil fired, either hot air or hot water; also there shall be provision for automatic hot water conveniently located for proper hot water distribution.

The two-car garage may be made slightly oversize, 24 ft. x 24 ft., in order to allow for storage of lawn mower, bicycles, and other outdoor implements. The garage must not open to the front but must be so arranged that the doors open to the side or rear so that they will be screened from the street. (This latter requirement is a subdivision restriction that cannot be altered.)

The kitchen shall be arranged for efficient work space for an average family who will require the usual equipment somewhat as follows: a four-burner table-top stove, 9 cu. ft. refrigerator, dishwashing sink, and sufficient cupboards and cabinets. Whether there shall be a breakfast space in the kitchen, or dining alcove, or dining room will be left to the discretion of the designer.

#### Article XVI. CONSTRUCTION:

Any type of construction will be allowed that is appropriate to the climate, and any type of finish may be



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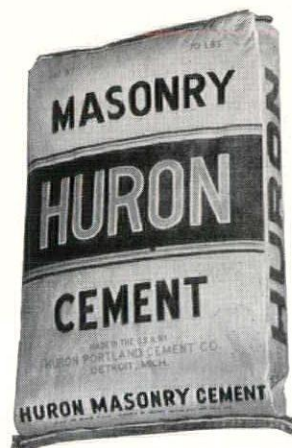
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considered that is serviceable. The competitor is asked to include a brief legend along with his drawing that will state the type of construction, exterior finish, and interior finishes of the principal rooms.

#### Article XVII. FLAT ROOFS ARE NOT ALLOWED:

Flat roofs over the main body of the house and garage will not be allowed in this subdivision. They may be used over porches, breezeways or bay windows at the designer's discretion. Also, "butterfly" and "shed" roofs, though within the law, should be avoided.

Note: It is not to be construed that the donor or the directors of the Society are requesting that modified "colonial" or other eclectic designs be adapted to the so-called "ranch type" house. There are no restrictions on the use of glass, nor on the type of construction or styling, except that it should be borne in mind that these are to be suburban houses in Michigan. If clients are found, these houses may be custom-built, but they may also be reproduced several times for different clients in the same subdivision.

#### PART THREE

#### Article XVIII. DRAWINGS:

The drawings submitted shall be made according to the following list, at the scale designated, rendered as noted, and no drawings other than these shall be submitted. All drawings shall be on one sheet of white illustration board, 20" x 30", and so arranged that the long axis of the sheet will be in a vertical position when the sheet is hung for exhibition. Mounted tracing paper will not be allowed.

**PLOT PLAN** of house and lot at scale 40 feet equals one inch. Indicate points of the compass on this plot plan, with garden and landscaping scheme.

**PLAN OF MAIN FLOOR** at scale  $\frac{1}{8}$ " equals 1'-0"; include a graphic scale clearly marked in five-foot divisions.

**PERSPECTIVE** from street side at suitable scale, showing the front and one side. This perspective should be rendered to give an idea of the setting, materials and landscaping of the immediate surroundings.

**REAR OR SIDE ELEVATION;** one or the other, at competitor's discretion, but one not shown on the perspective. This is to be a line drawing at  $\frac{1}{8}$ " scale with simple shadows but only the least, if any, indication of the landscaping.

**SECTIONAL OR INTERIOR VIEW** of the living room. This may be a line drawing or rendering at suitable scale, not smaller than  $\frac{1}{4}$ " equals 1'-0".

**LEGEND** (See Article XVI): A simple legend is called for, and though explanatory notes may be made if necessary, such notes should be kept to a minimum; legend to include computation of living area in square feet.

**TITLE:** The sheet should have a title in simple, single-line lettering:

THE HOWARD T. KEATING HOUSE  
COMPETITION

SPONSORED BY THE MICHIGAN  
SOCIETY OF ARCHITECTS

(It is suggested that this lettering be in two lines of approximately the same length, top line with letters  $\frac{5}{8}$ " in height, second line  $\frac{1}{2}$ " in height.)

**NAME SPACE:** Leave a space 2" x 5" in the lower right-hand corner of the sheet for envelope containing name and address of the contestant (see Article VII).

#### Article XIX. PRESENTATION:

The medium used for presentation is to be left to the competitor; however, the medium chosen should be one that will reproduce easily. These drawings will be greatly reduced for the printed page of the Monthly Bulletin of the Michigan Society of Architects, therefore, it will be best to use rather sharp and strong contrasts, and to draw and letter with rather bold lines.

Walls on the plan shall be filled in solid in the medium used, except where openings occur. Furniture and equipment should be drawn in plan where pertinent to explain the use of the space.

## Products News

The Producers' Council, Inc., Detroit Chapter will hold its annual Christmas party on Monday, December 10th (6 to 9 P.M.) in the Sky Room of the Hotel Fort Shelby, Detroit. From all advance reports it will be one of the largest and gayest affairs that the Producers have put on in recent years—what with cocktails, strolling musicians, dramatic skits put on by members, and a huge buffet supper that would make even old Nero turn green with envy. And brother, it is all for free. Yippee!

Working like mad on the entertainment committee are Ernie Baker, chairman, Don Ollesheimer, Ed Simms and Doug Ainslie.

At the November business meeting the Producers voted on a proposal made by John Hartnett and seconded by Bob Ogden to increase the dues next year to \$100. The amount is payable in advance and covers a minimum of six meetings through the year 1952. There will be no charge for dinners to the members. Alternates, however, will pay for their dinners unless they substitute for regular members not present. The funds will provide for better speakers, and programs to encourage greater attendance, and to pay for the organization's guests. Members bringing their own guests will pay for them.

President Bill Portland announced that a "Table-Top" meeting will be held on January 14th, 1952. Bill Mulcahy is chairman of all program committees.

Among those at the November meeting were Louie Ollesheimer, Bert Kuiper, Jack Machin, Chas. Houff, R. C. Faulwetter, Bob Richardson, Jack Murray, Walt Sandrock, Bill Ogden, Treasurer Fred Muller (and is he trying to

hang on to the purse strings for the Christmas party—but to no avail!).

Tie of the evening went to John Owen for his handsome green-and-white checked number. Sitting next to him was Tom Moore and Harry Fritzam. Others present were Dayton Prouty, Al Hann, W. H. Beeby, Bill Snure, Dave Kingman, Ed DeYoung, T. C. Schwer, Don Johnson, John Ockun, J. E. Carr and Roy Smith.

It was the "little wife" who was responsible for Chuck Kleinbrook's winning of the bow tie of the evening. She herself tied the perky red and white number, said he, much to the envy of the others present.

Don't forget the bang-up Christmas party Dec. 10th.—Ted Seemeyer.

#### ARCHITECTS IN NEW OFFICE

**POLLMAR, ROPES & LUNDY, ARCHITECTS** have moved their offices from 2539 Woodward Avenue to the Architects Building, 415 Brainard Street, Detroit 1. The new telephone number is TEmple 2-3047.

F. Carl Pollmar, senior member of the firm, is, this year, celebrating his 50th year in architectural practice. He



LUNDY



POLLMAR

was born in San Antonio, Texas, educated there and at Columbia University in New York City. After traveling and studying in Europe, he spent two years with the Detroit contracting firm of Varney & Company, then he went with the City architect of New York City.

Mr. Pollmar entered his own practice here in 1901. In 1902, with George H. Ropes, he formed the firm of Pollmar & Ropes, and in 1931 Willmer H. Lundy, who had been an employee, joined the firm which became Pollmar, Ropes & Lundy. Mr. Ropes passed away in 1937.

The firm specializes in commercial and industrial buildings.

Leo J. Cowley, architectural delineator, who, for a number of years has been engaged with the firm of George F. Diehl and Gerald G. Diehl, architects, announces that he has completed his assignment with that firm, and is now available for other connections. He may be reached at the Heather Hall Apartment Hotel, 2444 Second Avenue, Detroit 1, Mich. Telephone TEmple 1-6600.



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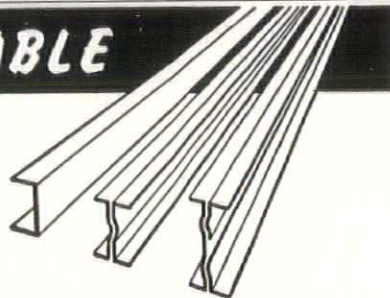
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# Professional Outlook For The Architectural Graduate

By TALMAGE C. HUGHES

When Major Bowes was to speak at a dinner given in his honor by Mark Twain, he remarked to his host that he felt nervous, whereupon Mark Twain said, "Young man, just remember one thing, they don't expect much."

I'd like to take for my text a passage from the 127 Psalm; "Except the Lord build the house, they labor in vain that built it; except the Lord keep the city, the watchman waketh in vain."

No, I'm not going to deliver a sermon, for sermons always seem to fit somebody else to a T. What I would like to state is that one aspiring to be an architect must have something deeper in feeling than is found in the average businessman. He must be imbued with a spirit, a love for his work that is profound.

Hugh Walpole, noted English author, once said, "My supreme piece of luck was in being completely fascinated by the work I was doing. I adore writing. If you can be absorbed in something you're doing, find enough in it to live on, then I think you're inevitably a happy man."

It seems to me that one of the principal reasons for student chapters of the A.I.A. is the opportunity they afford for training students for service to the profession and to the public. After all, the practice of architecture is only going to be as good as you make it, and you can't expect to take much out of a profession, without putting something into it. That's true of a social club, a professional group, or any other organization, and if anyone thinks differently he hasn't got what it takes to be an architect.

Robert D. Kohn, past president of the Institute, tells of a boy who came to him for advice, as to whether or not he should study architecture. He was questioned as to his likes and dislikes, what he had done toward finding out his fitness, and he replied that he liked to draw, was interested in construction, that he had had some drawing in high school and had made good grades. He was advised to continue his studies for a while, in night school if necessary, and to work in an architect's office, even as an office boy. Within the year he returned and reported that he had done everything told him, that he had not made as much money as he might have at something else, but that he was satisfied, because he liked the work.

Mr. Kohn said, "Then by all means become an architect, for you have the spirit, you will be happy to even 'touch the hem of the garment' of architecture, and with that nothing can stop you."

There comes to every architectural draftsman a most discouraging period, between graduation and the time when he is an experienced draftsman. There are times that seem hopeless, but to those who live it through a reward is bound to come, and when it does it will seem to come all at once.

I can recall when as a draftsman the profession was struck by a depression



and I was all but ready to give it up, and suddenly the tide turned and from then on the going was easier. Graduates in the years ahead, undoubtedly, more than ever before, are going to be tempted to accept other work, as being more remunerative. My advice is "don't give up the ship," for America is going to need you. Recently a man told me that his son had been interested in architecture, but had taken a job in a tool shop. He left it and became a blueprint boy in a large Detroit office, drawing in his spare time, but the temptation became too great, for while the architects' office paid \$18 per week, he went back to the factory and got \$60 per week.

It must be obvious to anyone that any job that pays such wages, after such short training does not have a great future. Certainly, no profession can be learned in a few weeks, nor does it pay well to start. On the other hand, I have in mind a blueprint boy of some years ago who is now a member of one of our largest architectural firms.

Don't expect too much at first. Be willing to demonstrate your ability and, when asked how much salary you expect, don't think of it so much in terms of how much you should have to live on, as in how much you are able to earn for your employer. Your standard of living may have little relation to your earning power, to start with.

Whatever you can do to help the architects will be helping yourselves. Try and understand their problems, for tomorrow they will be your problems, and it will be your duty to help the younger men.

Even more important is your becoming interested in civic affairs, and in your architectural organization, for in that way can you be of service to your profession and to the public. Become interested in public information for the profession, for it is needed. Student branch chapters afford excellent opportunity for such training.

Become registered as soon as pos-

sible. The longer you wait the more difficult it will be, and there is too much chance of getting started in the wrong way, with the opposing interests, and even becoming antagonistic to the profession — a most unfortunate circumstance. It is said that a successful architect is one who marries wealth and influence. Of course, that helps, but if you can't do that don't marry too soon.

Don't become an "architect and contractor." Don't be lacking in loyalty to your employer, for most of them are fair, and all are human.

No set of rules can be applied to all. However, I would like to make the observation that, in general, there is a greater opportunity for architects in small towns than has been realized. There are many counties, and large areas where no architects reside. Architects in such localities would do a great deal to bring architecture to the public with a resulting benefit to the profession in general.

You will be faced with the problem of whether to work in a large office or a small one. Again this depends upon the individual. I've seen it work out both ways. Perhaps because if one has it in him he will succeed either way. If one expects to establish his own practice it would be better to get general experience, which favors the office not too large. On the other hand, this is a day of mass production and a high degree of specialization, and if, after years of experience, you become an important part of a large office, you could hardly hope for anything better.

Certainly, the value of the large office has become doubly apparent in large government work. New and unusual things are happening to architecture as a result, and the graduate will do well to take notice of them.

Mr. W. Pope Barney has said he believed that, we face the greatest rebuilding program the world has ever known, and that the architectural graduate of the years ahead had a most promising prospect. Eero Saarinen quoted his father, the late Eliel Saarinen as saying architecture includes everything from an ash tray to a city plan.

Certainly the public has become more conscious of the problems of rebuilding the slum areas of our cities, of large-scale and small houses, zoning, city planning and many others which, if not new, at least are newly faced, and require energy and imagination for their solution.

The students now in the architectural schools are bound to take important parts in this coming rehabilitation. They can become a vital part of the mechanism necessary in the moral, aesthetic, and economic renaissance which, in the light of past experience must surely come.



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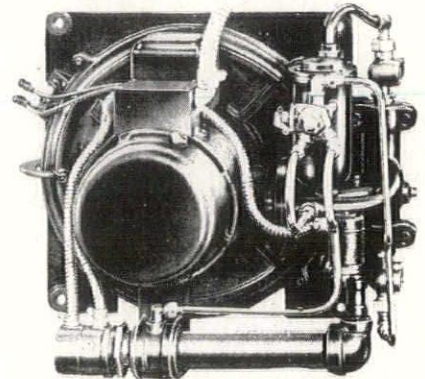
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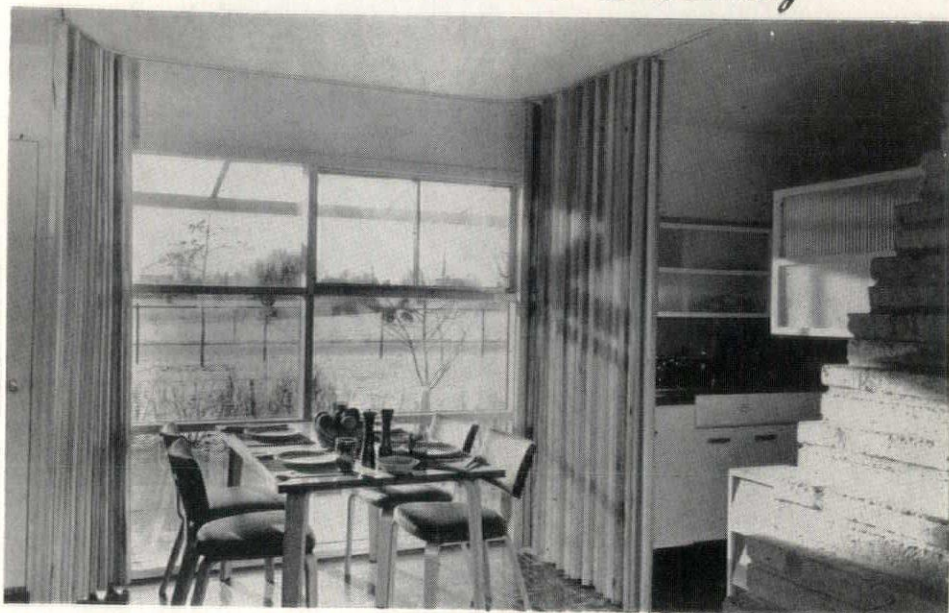
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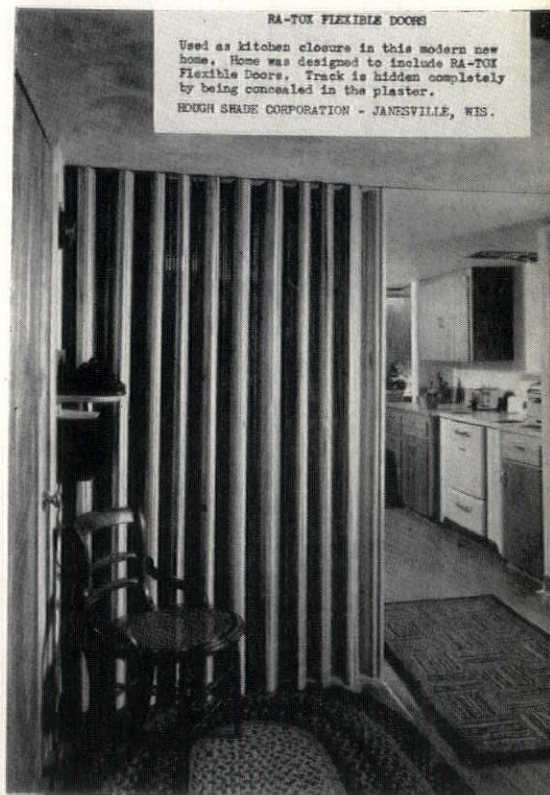
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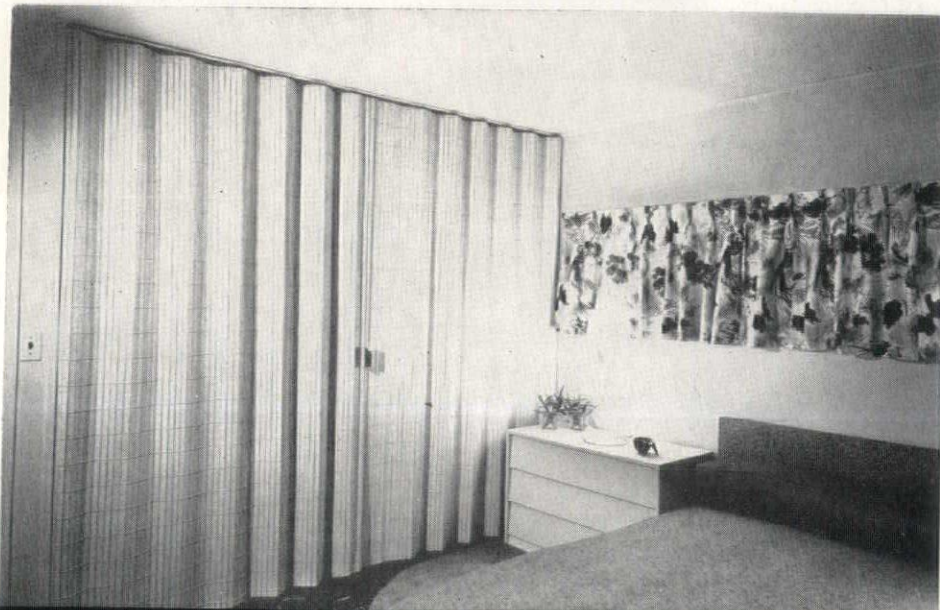
ABOVE: Ra-Tox used on curved track — as closure for dining area as window curtains. In most instances the traverse track is embedded in the plaster.



LEFT: Used as a double wardrobe closure, Ra-Tox takes up little room, affords ventilation, is a modern decorative feature.



ABOVE: This kitchen closure shows the possibility of opening one room to another without sacrificing privacy. Note the neatness of traverse track.



LEFT: A "curtain wall" of Ra-Tox makes bed room private—when privacy is desired.



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**DETROIT CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS** has a committee charged with writing the Chapter's history. It is composed of Emil Lorch, chairman, Marcus R. Burrowes, Clair W. Ditchy and David H. Williams, Jr.

The project, requiring considerable research, both locally and at A.I.A. national headquarters in Washington, D.C., while not nearly complete, has already brought to light some interesting facts.

The Detroit Chapter was founded in 1887. As the only chapter in Michigan, it was first known as the Michigan Chapter. Its name was changed to the Detroit Chapter in 1923, when the Grand Rapids (now Western Michigan Chapter) was formed.

In 1945, the Saginaw Valley Chapter was established.

In 1914 the Michigan Society of Architects was formed as an independent organization, its chief purpose being to obtain the passage of a State Registration Act for Architects. The Society grew and eventually had six divisions throughout the State. The separate organizations caused much confusion as to their prerogatives and limitations.

About a decade ago, when the Detroit Chapter had approximately 100 members, a movement to unify the different organizations was begun. Now the Chapter has 400 corporate members, 100 associate members and 275 student associates, a total membership of 775. The State Society is made up of members of the three chapters, numbering about 80% of architects registered in the State. This is by far the largest percentage of any state in the Union.

\* \* \*

**ALBERT KAHN ASSOCIATED ARCHITECTS AND ENGINEERS** take pride in announcing the successful completion of their 1951 drive for the United Foundation's Torch Fund. This year's contribution of \$9,779.00 is a 20 per cent increase over the 1950 gift of \$8,130.00. \$4,500.00 of the amount was contributed by the firm, the balance of \$5,279.00 by the organization's employees. This amount represents 92 per cent employee participation and totals approximately \$21.00 per person.

This new high total for the Kahn Chapter of the United Foundation was accomplished by means of written appeal to each employee which read in part: "Give Once for All" was a new idea in 1949. Detroit's success through your support of this idea has been given nation-wide publicity. The Plan has been adopted in many communities over the nation and they look to Detroit for continued success of this plan. Detroit looks to YOU.

"Even as we herald the success of our '51 campaign we set our goal for '52 as 100 per cent employee participation in this most worthy cause."

## SCHEDULE OF SPECIAL ISSUES MONTHLY BULLETIN

Michigan Society of Architects  
For 1952

- JANUARY—MICHIGAN MUTUAL LIABILITY BUILDING, Harley Ellington & Day, Inc., Architects
- FEBRUARY—ARCHITECT LEO M. BAUER NUMBER
- MARCH—M.S.A. 38th ANNUAL CONVENTION NUMBER (Hotel Statler, Detroit, March 5-8, 1952)
- APRIL—ANNUAL M.S.A. ROSTER (ALPHABETICAL)
- MAY—WESTERN MICHIGAN CHAPTER NUMBER
- JUNE—ALBERT KAHN ASSOCIATED ARCHITECTS & ENGINEERS, INC.
- JULY—GIFFELS & VALLET, INC., L. ROSSETTI ASSOCIATED ENGINEERS AND ARCHITECTS
- AUGUST—M.S.A. ANNUAL MIDSUMMER CONFERENCE NUMBER (Grand Hotel, Mackinac Island, August 1-2, 1952)
- SEPTEMBER—SMITH, HINCHMAN & GRYLLS, INC., ARCHITECTS & ENGINEERS
- OCTOBER—M.S.A. ROSTER (BY LOCALITIES)
- NOVEMBER—DETROIT CHAPTER, A.I.A. NUMBER
- DECEMBER—SAGINAW VALLEY CHAPTER, A.I.A. NUMBER

**DETROIT'S RIVERFRONT DEVELOPMENT AND CIVIC CENTER** take shape with considerable comment, all of which is not favorable.

The Veteran's Memorial building by architects Harley, Ellington and Day has drawn criticism from one observer: "why tear down unsightly warehouses only to replace them with more unsightly warehouses? Detroit has many sightly and graceful buildings—the public library, Institute of Arts, Fisher Building as examples."

Another says, "if all of the riverfront structures please as many people as the Veteran's Memorial already has, we'll have every right to swell out our civic chests and do some high-class bragging to any visiting firemen from any city."

The Detroit, publication of the Detroit Board of Commerce, comments, "foreign visitors love architecture. How they must giggle when they see the UN building in New York! Be thankful that members of our own Memorial Hall Commission are responsible for the architecture of all riverfront Civic Center buildings, and are gentlemen of discernment. They enhance, not mar, our town's beauty."

\* \* \*

**DETROIT ARCHITECT, CLAIR W. DITCHY, F.A.I.A.**, national secretary of The American Institute of Architects, announces that the Executive Committee of the Institute Board will meet in Washington, D.C., on December 11 and 12, at which plans will be furthered for the Institute's 84th Annual Convention scheduled at the Waldorf-Astoria hotel in New York City, June 24-27, 1952.

Plans include continuation of building materials exhibits begun at the Chicago convention last May.

The Institute's affiliates, the Producers Council, National Council of Architectural Registration Boards, the Association of Collegiate Schools of Architecture, and the National Architectural Accrediting Board will meet during the two days just prior to the convention proper.

The Institute's eleven districts have been holding district seminars during the year, from which material for agenda of the convention is developed.

\* \* \*

**THE MICHIGAN STATE BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS** announces that examinations for Engineers-in-Training, and Part Four, Structural, for Architects will be held on February 2.

There will be no examination for the professional engineers and other parts of the architectural examination until June, 1952.

Examinations will be held in Detroit, at the Rackham building, at Michigan College of Mining at Houghton, University of Michigan in Ann Arbor, and at Michigan State College in East Lansing.

December 15, 1951 is the deadline for filing applications to take the examinations. They should be sent to the Board offices at 705 Cadillac Square Building, Detroit 26, Mich.

\* \* \*

**ARCHITECT WALTER E. KLOSKE** has moved his office to 1736 Redford Avenue, Detroit 19.

Kloske, who received his architectural and engineering training at Polytechnic Institute in Brooklyn, was for 20 years a member of the Chevrolet Engineering Department in Flint, in which city he still maintains his residence and branch office at 514 E. Kearsley St.

He is registered also as a professional engineer.

\* \* \*

**CAMPBELL LETTER SHOP**, who's secretarial service has long been known to the architects and building industry in the Detroit area, has for the third year in succession been awarded highest honors for the excellence of its multigraphing and offset work.

Announcement was made following the exhibition in connection with the recent annual convention of the Mail Advertisers Service Association in Milwaukee, Wis.

\* \* \*

**CECIL A. PALMER, A.I.A.**, a member of the Western Michigan Chapter, formerly of 1570 W. Ottawa Street, Lansing, Mich., is now with Scott-Palmer & Gregory, Architects and Engineers, 3400-B Camp Bowie Boulevard, Fort Worth, Texas.

**REGISTERED ARCHITECT, A.I.A.**, would like to join forces with another, on commercial and industrial practice. Experienced with architects and engineers and for self. Box 136, Monthly Bulletin.



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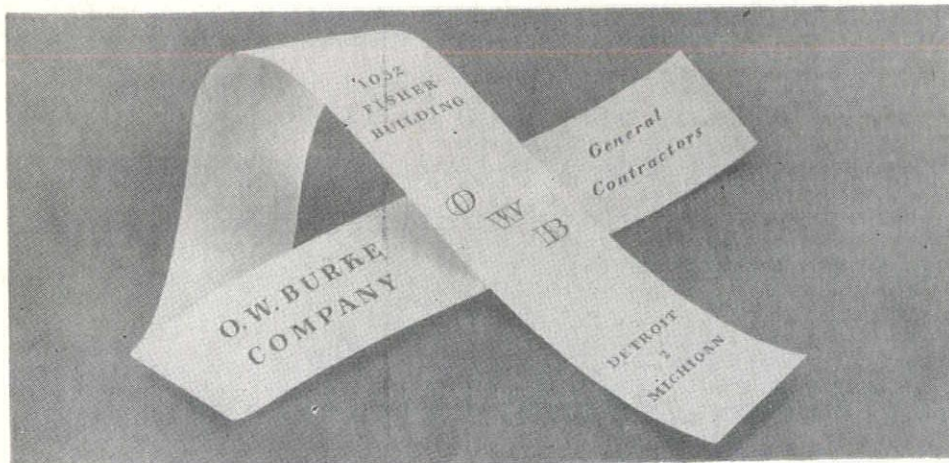
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## DETROIT LETTER

From Monthly Bulletin, Washington State Chapter, A.I.A.

Not for long was I content with the soft beds and lazy hours of Chumley's rest, or with the wind, the dust or the lack of work in Minneapolis. But it was the mosquitoes that finally forced a jail-break. It was a fair and spacious evening, pricked with stars and rich in promise—altogether too fine a night for anything less than high adventure. Loaded with pennies shaken from baby Stanton's piggy-bank, I was presently aboard another aircoach. Its nose pointed Aurora Borealisward, toward Detroit and a fancy job, where old friends waited and welcomed me with wide, admiring arms.

Smith, Hinchman & Grylls, popularly known as Smith, Hirem & Firem, is said to be the largest architectural organization in the world. I'm in one of the smaller branches and that has 150 draftsmen besides engineers, bookkeepers, expeditors and other nuisances, stenographers and other distractions. I'm set up in a private office (fairly private, anyway) with 6 foot walnut desk and all that huey. But I keep the seat pad of my big red leather swivel chair tucked in my pants to cushion the fall when Firem triumphs over Hirem, and I get the inevitable bouncing.

Detroit, my old stamping ground, is now a wild and woolly boom town. Cars go 10 mph faster than in Seattle and twice as fast as in conservative old Mpls. Pedestrians are not required to observe traffic lights and motorists do so only casually. This is a good system. It saves a lot of time and kills off the aged and inform, the dreamers and other undesirables. If it could be made to include the inventors of paper napkins and self-closing faucets and the owners of hotel room radios, it would be perfect.

In one of its articles about W. R. Hearst, "Time" lists Marion Davies' age as 51. Marion, or "Muggins" as we called her in them days, was a fellow student at old L. A. High, class of 1908. She was pretty well contoured even at that early date; I thought her smart, and subsequent events have proved me correct. But I never realized that mathematics would prove that she graduated at the ancient age of eight.

Pretty hot today. Too hot for October. Gotta go splash around in the pool. The stenographic pool, I mean.

—Nilknarf— (Being Franklin spelled backwards, the signature of Frank Stanton.)

## BULLETIN

Belden-Stark Brick Co. announces the opening of new East Side Yard at 22445 Groesbeck Highway (M97), between Eight and Nine Mile Roads. The new telephone number is PRescott 7-1770.

Main office and West Side Yard is at 14305 Livernois Ave. Telephone TEXas 4-4792.

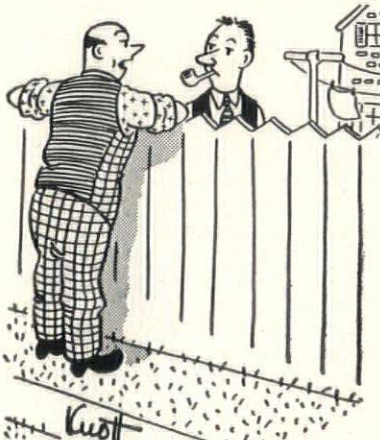
## PRESTRESSED CONCRETE

An advanced short course on the thesis of prestressed concrete will be presented at the University of Detroit by P. F. Rice, structural engineer of the Portland Cement Association.

The lectures are being sponsored by the University and will be given on consecutive Wednesday evenings from seven to nine P.M., beginning on November 28, in the Florence Ryan Auditorium, located in the Commerce and Finance Building, facing the west side of the U. of D. Stadium.

The object of the course is to furnish concrete designers with data on specifications and details necessary for design, as well as information on the materials required to erect prestressed concrete structures. The information will be presented principally through complete reviews of actual designs and will include the necessary theory.

While the courses will be of particular interest to architects and engineers, all interested persons are invited to attend. No registration fee will be charged.



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the Zurn Carrier Catalog, and when so employed, provide a quick, accurate way of selecting and specifying the proper carriers and fittings to use with any type plumbing fixture. All listings in the Carrier indexes have been verified by manufacturing and sales divisions of the fixture manufacturers whose products are indexed. Thus completeness and accuracy of the data is assured.

**HOLDEN CLIFFORD FLINT ADVERTISING AGENCY**, in its advertisement in The Advertiser, states, "In advertising the Plan's the thing. It has been said that 'A skilled Advertising Agency acts as an ARCHITECT for its client's selling program.' In advertising as in architecture, THE PLAN'S THE THING."

We announce that Mr. E. M. Kaake has terminated his connection with this company, effective November 20, 1951.

In acquiring his interest in the company, the remaining associates sincerely hope that his moving to a warmer climate will prove beneficial to Mrs. Kaake's health.

"Eck" Kaake sends his thanks for all the courtesies extended to him by his many friends among our clients, architects and the building fraternity. He hopes that they will continue to give the same fine co-operation to the re-organized personnel.

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# Architecture Today — Industrial Buildings

By A. TRYSTAN EDWARDS, F.R.I.B.A.,  
In *The Financial Times*, London, England

Some factory groups are so extensive that they appear to constitute a small township. The comparison is justified, however, only when the buildings comprising such a group have the attribute of urbanity. It is quite possible for industrial buildings or "structures" to occupy as much as a square mile of land and yet provide so little of formal continuity or visual harmony that nobody would think of predicating of the area the type of civilized development which is associated with a town, using this word in its best traditional sense. In such an instance the area, however large, which is covered by unrelated industrial buildings would merit no other appellation than that of "industrial zone" or "factory estate."

It is a special pleasure for an architectural critic to come upon an immense group of factory buildings laid out in a manner which may be described as stately. The new car assembly building at Longbridge, designed by Mr. C. Howard Crane, architect for the Austin Motor Company, is part of a composition which includes great ranges of building aligned on roadways which are themselves an integral part of long, rectangular courts or urban "places," set out with interesting arrangements of trees, lawn and flowers.

## NATURAL LIGHTING

What contributes more than anything else to the reposeful quality of the elevational treatment of the new car assembly building and adjacent factory blocks is convention adopted for the roof and the provision of natural lighting at high level. Here the ugly "saw tooth" profile associated with the sequence of North lights still adopted in numerous factory buildings in this country finds no place, and instead of it we find a neat array of vertical windows with a horizontal top that is parallel to and echoes the main lines of the facade below, and of the roadway or court upon which the building is aligned.

Yet the main elevation here illustrated, although of great length, is not without the faults often associated with repetitive design for the three office blocks set against the side of the factory, arranged in a trinitarian group, the members of which are linked by single story buildings, occupy only about half the total length of the factory, while in the remainder room is found for the expression of certain other functional elements in the design, such as loading docks and massive entrance doors.

The site was originally in the form of a hill the upper portion of which had been adapted for the building of an aerodrome. Before work could be commenced on the new factory the site was levelled off completely and the earth removed from the top was de-

posited round the periphery. The nature of the ground varies considerably, being rock in the centre and stiff clay, normal ground sand or made up ground in other parts. At the north-west corner piling was used under the main building. As the site is at a high level it is rather exposed.

A dual carriage-way has been planned on the west side of the new car assembly building and other roads are arranged to suit future developments of the site and to take very heavy traffic.

## BUILDING REQUIREMENTS

The scheme entailed the erection of a building to house four assembly lines and to receive axle, engine and body units by conveyor direct from the existing factory at the lower level and also to receive other component parts from sub-suppliers direct by road or rail. It was estimated that 1,000 people would occupy the new building and therefore adequate lavatory and locker facilities had to be provided as well as suitable office accommodation and departments for oil and paint together with main switch-rooms, first-aid rooms, etc.

The paint is received in barrels from suppliers in the unloading bay which forms part of a single-storey building on the west side. Here the paint is stored, mixed and pumped by tubes to the automatic spraying booths on the assembly lines, as is also the oil for production which is received in another section of the same building.

A bridge was constructed over the road between the Trentham building and the aerodrome site which is totally enclosed and this houses the axle, engine and body conveyors connecting the new building to the existing Trentham building. The bridge connects to the main tunnel, which is 45 ft. 6 ins. wide and is located under the dual carriage-way. Subsidiary tunnels lead from the main one and feed the axle, engine and body pit openings in the floor and the conveyors are thus enabled to have direct access to the assembly lines above. In order to economize in steel the tunnels and pits are constructed mainly in reinforced concrete. The sumps and automatic pumps are arranged in the pits for drainage if required. The whole of the tunnel and the pits are tanked in asphalt to prevent water entering from outside.

## 'RISE' AND 'FALL' DOORS

The sequencing of the axle, engine and body units is effected in the Trentham building while other component parts are received by a saw-tooth unloading dock at the north end of the new building, allowing for side and end loading. The "in" and "out" doors of the area in front of the unloading dock are unique in design. They are what is described as "rise and fall" and

are electrically operated. They are so constructed as to avoid all tracks at floor level and automatically stop if an obstruction is in the way of the falling door.

The general design of the building provides maximum day-lighting and natural cross-ventilation. The roof is of monitor form of construction allowing for vertical glazing. The latter and the windows generally are in aluminium, thus eliminating the cost of painting maintenance. Because all glazing is vertical and the roof is insulated there is a minimum loss of heat from inside or heating up from external sources. Special manual gearing makes it possible to open a 58 ft. run of opening light in one section. Nearly all glazing has been carried out with clear glass which, in one architect's opinion, has a favourable psychological effect on the workers.

## PLAN CHANGED

In the original design the lavatory accommodation was arranged in the roof space so as to be in close proximity with the work people, but as the building is a narrow one it was decided to put the lavatories on the outside wall of the balcony on first-floor level. Toilets on the roof would have robbed the floor of a certain amount of natural lighting. Bracket-type water closets leave a clear floor space under for easy cleaning and drains are in special pipe space out of sight. Foot control circular bowls are provided for hand-washing. The flat roof adjoining the toilet blocks have been designed to receive future extensions to toilets if desired.

Two works entrances are situated on the west side of the building and from these entrances immediate access is obtained to separate locker rooms for male and female workers. Individual lockers for valuables are provided for 1,500 people, allowing for overlapping of day and night shifts. Tea stations are planned off the main balcony on first floor level with easy access from all assembly lines by overhead cross gangways.

The general colour scheme for the interior of the new building is in ivory and all decoration is kept in a very light tone, thus affording maximum reflection of natural and artificial lighting. Also this provides a good background to the colours used on the assembly lines and in other places. Artificial lighting generally is of the continuous fluorescent type in troughs over the assembly lines. The heating and ventilation is by a number of unit heaters so placed that they can, if desired, raise the temperature of the incoming cold air, or just bring in fresh air in summer time.

The interior plan is, of course, dominated by considerations relating to the orderly progress of industrial production.

The assembly tracks start in a marshalling yard which contains some 750,000 chassis parts. The requisite num-

(Continued on Page 29)



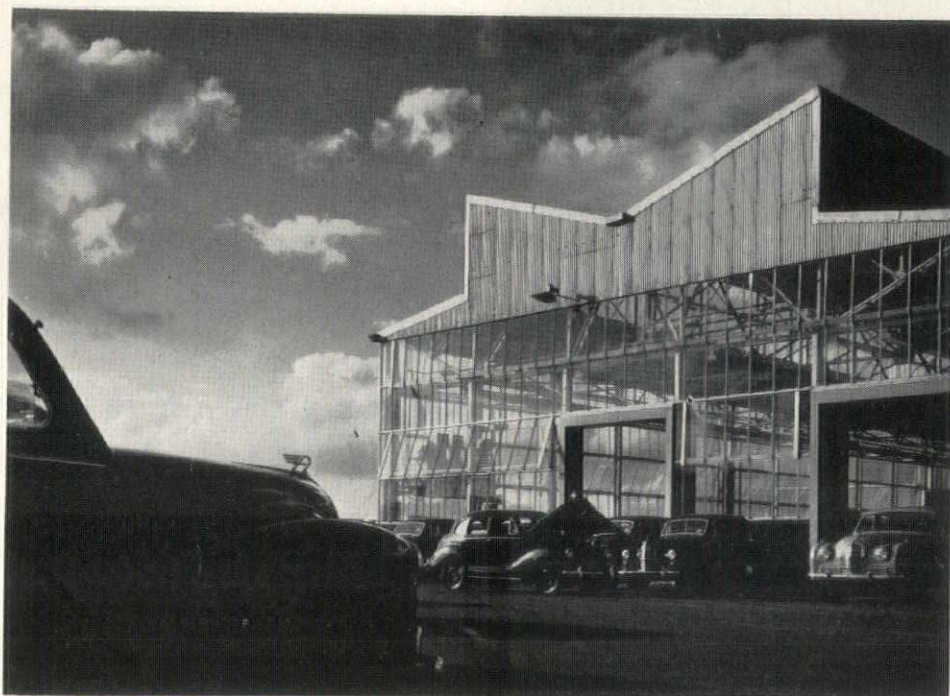
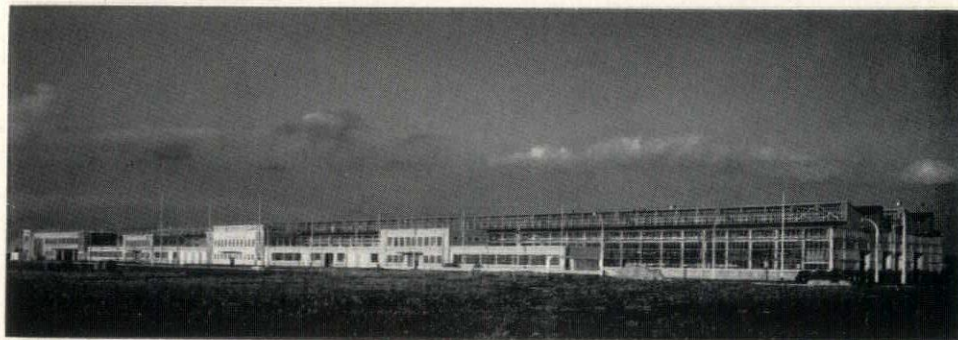
# C. Howard Crane, A.I.A., Architect, of London and Detroit



ABOVE: Car Assembly Building for Austin Motor Company of England, at Birmingham, done by the Crane office.

ABOVE is shown the new building for Austin Motor Company's Export Sales Department, in Birmingham, England, recently completed, for which C. Howard Crane, A.I.A. was architect.

Mr. Crane's principal office is at 7 Buckingham Gate, London, S.W. 1, England.



ABOVE AND AT LEFT: Other views of the Austin factory at Birmingham.

The picture at left shows temporary end, where future addition will be joined to present structure.

Mr. Crane went to London sixteen years ago, on a "temporary" assignment, has practiced there since.

His Detroit office, formerly C. Howard Crane and Associates, Architects, has been changed to Crane, Kiehler & Kellogg, Architects. It is manned by Elmer George Kiehler, A.I.A., and Dixon B. Kellogg, A.I.A.

At various times Mr. Crane has maintained branch offices in various cities and countries where he was commissioned on large projects. These have included Birmingham, England; Bermuda, Honolulu, Nassau.





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## ARCHITECTURE TODAY — INDUSTRIAL BUILDINGS

(Continued from Page 26)

ber of parts are placed on the track in unit sets and are thus immediately available for assembly as the chassis moves forward past the axle and engine automatic delivery. Some half-way down the track are electro-static spray booths where chassis are lowered to the track and enter lubrication bays. They then continue along the track to the body-mounting station to reach the end of the line as complete cars ready for final testing.

Some 20 ft. beneath the ground floor is the 1,000-ft. tunnel already described connecting with another part of the Austin Factory where the major assemblies are produced. This houses a mass of overhead chain conveyors which carry, in continuous procession, engines, axles and complete bodies to underground sidings, where, according to type, they are automatically directed to one of the three sets of delivery conveyors. There they remain until their turn comes to be hoisted through the main floor and lowered on to the assembly tracks.

### "ASSEMBLY" COMPLETED

The construction of the new car assembly building was started in June, 1949, and the work is now completed. It is of interest to record the phenomenal progress which has been made at Longbridge since the first Austin car was built in 1905. Car assembly technique in the early part of the present century was vastly different from that of the present day. The track was in its infancy and production depended more on men than on machines. With modern methods, and specially in the case of the new Austin car assembly building, machinery is predominant.

**THE REFRESHER COURSES** for those preparing to take the State examinations for registration as architects or professional engineers will be given again next year, beginning on January 5, it is announced by The Engineering Society of Detroit.

The courses are sponsored by the constituent organizations of E.S.D., and membership in one of the 38 affiliate societies is a requirement for registration to take the courses.

Registration forms may be obtained at E.S.D. headquarters, 100 Farnsworth Avenue in Detroit, and applications must be filed by December 28.

Following the pattern established during previous years, instructors will review the subjects previously given by the State Board of Registration for Architects, Professional Engineers and Land Surveyors. In order to be eligible to take the examination, one must have had four years experience following graduation, or at least eight years without a degree.

Classes will be held on consecutive Saturdays (morning and afternoon sessions) for about seventeen weeks.

## REGISTRATION BOARD'S INVESTIGATOR

The Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors announces the appointment of Robert L. Roebuck as its chief field investigator.

Roebuck, native Detroiter, who lives at 11710 American Ave., was educated at Detroit's Cooley High School. During



R. L. ROEBUCK

World War II he served in the Pacific area as a master sergeant. After discharge from the service, he attended the Institute of Applied Science in Chicago, studying criminal investigation and identification.

Since then he has been in identification work for Wayne County, Michigan, for the State of New York, and with his own agency.

In his new position he will be charged with investigating violations of the Registration Act and reporting them to the Board.

He also will make recommendations to building and safety engineering departments of cities throughout the State, with respect to enforcing the Registration law, when issuing building permits.

**The Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors** announces the registration in Michigan by reciprocity (on the basis of being registered in other states) of the following architects

Marcel Breuer, Robert I. Carson, Earl H. Lundin, Robert J. Reiley and Robert H. Snyder, all of New York.

Harry A. Fulton, Ben Krinsky and Leon M. Worley, all of Cleveland, Ohio.

William G. Herbst and George W. Zagel, of Milwaukee.

Gerald G. Peterson and Donald P.

Setter, of Minneapolis.

Lyle F. Boulware, Philadelphia; Raymond B. Dela Motte, Painesville, Ohio, and Sidney C. Finck, of Chicago.

The Board also announces that applications for registration by the National Council of Architectural Registration Boards have been approved for Thurston R. Jahr, A.I.A., of Dearborn, and Robert B. Frantz, A.I.A., of Saginaw.

## CERTIFICATES PRESENTED

Architects, Professional Engineers and Land Surveyors Committee on Registration (APELSCOR), held a special ceremony for the presentation of certificates of registration to those candidates who passed the last State Board Examination. The meeting, preceded by a dinner at The Engineering Society of Detroit, was held in the auditorium at E.S.D. and attended by State Board members, Wilfrid C. Polkinghorne, Chairman; Wells I. Bennett, vice-chairman; Robert B. Frantz, Talmage C. Hughes, Clyde R. Paton, William H. Harvie and Henry T. McGaughan.

William Edward Kapp, F.A.I.A., Detroit architect, was the speaker at the presentation ceremonies.

Architects receiving certificates were Philip M. Eckman, 11200 Balfour Road, Detroit 24; T. Neel Eubank, 2430 Mackin Road, Flint; Montgomery Ferar, 3157 Guardian Bldg., Detroit 26; Eliot F. Robinson, 572 Linden Road, Birmingham; Anthony R. Moody, c/o Saarinen Associates, W. Long Lake Road, Bloomfield Hills; Ruard A. Vanderploeg, Hickory Corners, RFD 1, and Ulrich Weil, 17181 Mansfield, Detroit 35.

*BELOW: Architects attending the special ceremony on Nov. 10, for the presentation of certificates of registration, were, left to right, Talmage C. Hughes, Emil Lorch, Leo M. Bauer, Maurice E. Hammond, Wells I. Bennett, William E. Kapp and Robert B. Frantz.*





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## THE CLIENT'S POINT OF VIEW

*Being a portion of a speech delivered before the Producers' Council Spring Meeting  
Tuesday, May 8, 1951, Chicago, Illinois*

By CHARLES LUCKMAN, A. I. A.

It seems to me that we are living in one of the most exciting and significant periods in mortal history. Decisions that spell destiny for the whole future of mankind are being made right under our eyes. Contests between clashing systems of thought—between democracy and totalitarianism, between free economy and collectivism—offer a thrilling spectacle.

You and I are not only witnesses to, but participants in, the greatest show on earth; the unfoldment of an era of abundance that holds promise of a happier life for hundreds of millions. We are involved in a period of fundamental changes of the kind that should stir people with red blood in their veins and a sense of adventure in their souls. For myself, I am glad to be alive in this period of change and challenge.

In accepting your Chairman's invitation to address the Producers' Council, I was careful to select a subject upon which I could speak with some authority. I chose my subject, "The Client's Point of View" because I have had the opportunity of **buying** buildings, of every type, from coast to coast—and in the widely divergent eras of depression, post depression, pre-war, wartime and post war. From this reservoir of personal experience comes a positive conviction, that when a client builds—be it a house or a hospital—he wants four things:

First: The cost to be within his own predetermined budget; or to be within the estimate submitted by the architect.

Second: The plan to meet his requirements in the most efficient manner.

Third: The building, when completed, to have some artistic merit.

Fourth: The designing and building to be done in a manner which will protect him against his own inexperience.

This is what the client wants, but—in all except isolated instances—it is not what he gets. In inquiring into the reasons for this failure, let us examine the four points in reverse order.

As to point 4, we find statistically that 91% of all clients build only once in a lifetime. This very lack of experience among clients is unquestionably what prompted the introduction of the phrase "the architect shall serve as the owner's representative." For the only way the owner can be protected against his own inexperience is for the owner to be properly "represented" throughout all phases of the building operation. This includes the architecture, the engineering, the choice of materials, and the construction itself. The owner's protection must be derived from our own experience. We must fulfill this responsibility. For only through the complete blending of integrity and imagination can the construction industry discharge its **moral** obligations as capably as it discharges its **physical** obligations.

As to point 3, surely the client's problem does not revolve around "artistic merit." For, while there are a few mis-



fits in our profession, it is undeniably true that seven-league strides have been made in the achievement of a handsome and forceful contemporary style. Despite the somewhat raucous debate as to "form and function," and which is the chicken and which the egg, the moving finger of history will point with pride to the architecture of this era.

Nor does point 2, the fundamental requirement of "efficient layout," give us an insurmountable obstacle. For, in this area, too, the combination of brains and imagination has brought measurable accomplishment. Since the turn of the century, the word "integration" has been given tangible connotation.

But, as to point 1,—having the finished building stay within the estimated cost or budget—that is indeed another matter! It is in this area that the construction industry could do with a little soul-searching. In this regard, the blame for failure must be borne equally by the architects, the producers and the contractors. During my own experience as a client, I have heard every possible excuse and justification as to why the final cost of the buildings was so high, and, may I hastily add—some of the blame rightfully falls upon my own shoulders. Until recently, we tried to justify our combined failure to keep within the estimate by the use, and reuse, of all the old, moss-covered excuses.

Now we are the beneficiaries of a new alibi, the Korean "war"—or the Korean "incident"—or the Korean "police action," whichever you prefer to call it. I am, of course, not naive enough to believe that any **one** firm has the special ability to control the effect which Korea has had on prices, materials, and labor. But I hardly think this excuses the general negligence in advising the clients, week by week, of what was actually happening to the cost of their buildings which were being planned. Yes, I am afraid very few

in our industry can honestly say that they changed their own thinking, their office routines, or their cost estimating procedures—despite the inflation of prices. Too many kept right on planning as if there were no war—on the apparent assumption that, somehow, the client could, and would, pay the bigger bill.

No one can deny the inherent difficulty of keeping the cost of a building comparable to the estimate—but it can be done! It only requires a point of view—the client's point of view.

Complete honesty compels us to admit that if we **personally** were paying the bills we would keep the designers within reasonable bounds—we would restrain the engineers from developing unduly complicated or overloaded solutions—we would insist upon accurate and up-to-date product information from members of the Producers' Council—we would persuade the contractors and sub-contractors to diminish the amount of "water" placed in the bids for "insurance purposes," and, finally—if we were **personally** paying for the building, we would demand accurate cost estimates at frequent intervals.

The adoption of this "client's point of view" could have prevented a major tragedy which is being enacted almost daily. I refer to the hundreds, and perhaps thousands, of buildings that are being put on the shelf because the bids exceed the estimates by about the same percentage that Joe DiMaggio bats each year.

Yes, all over the United States, post offices, court houses, hospitals, factories, schools—the list is limitless—all shelved because we momentarily forgot we were the "owner's representative." Behind all this I know there are justifiable reasons and good intentions—but Satan's domicile is paved with these—and they do not alter the fact that the vaults are bulging with working drawings for thousands of buildings which now may never be built.

What a wasteful expenditure of time and talent. What an example of costly negligence. These buildings were needed! There can be no question that, to some extent, the construction industry must bear a part of the blame for inadequate civic facilities, for lack of hospital beds, for overcrowded school facilities, and for housing shortages.

And now, many of us are engaged on war work. Even here I predict, without fear of contradiction, that nine out of ten of the finished plans will be sent out to bids with "deductible alternates." Of these, I predict almost 100 per cent will be built with one or more of the alternates having been deleted from the original program, this being the only way to keep the cost of construction anywhere near the original budgets. Yes, the projects will be partially completed, because they are urgently needed, but they will be built with one less barracks building, one less technical research laboratory, one less airplane hangar, than contemplated in the original concept.

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What, then, is the primary function of the Producers' Council? I think it is a simple one, and one with which I became quite familiar during all of my business experience. It is contained in the single phrase "more and better products at lower cost." I submit to you, that the prime responsibility of the Producers' Council is the devotion of more ingenuity, imagination and determination, to lowering the cost of the materials and products used in building. In the life blood of our economy, the cost of materials and the cost of construction can result either in revitalization or in rigor mortis. Aside from the character of our people, the thing which has made America great is mass production. Every decade, the law of supply and demand has been re-enacted by giving the people better products at lower cost. In this parade of progress, there is some question as to whether the construction industry has kept pace. I am afraid we have forgotten the password "productivity."

In this connection, I think it most important to make a very clear distinction between "production" and "productivity." These are two very different things. Suppose you have an apple tree that produces 500 apples. You can double production by planting another apple tree with the same yield. That is more "production." But if, through added skill and effort, you get that first apple tree to yield 600 apples instead of 500, you have increased "productivity."

That difference is a vital one. Just as it takes years to grow an apple tree, so it takes years to expand a nation's economic system. Time, therefore, is of the essence in the strengthening of our country. We must make the existing trees yield more apples.

Now, without trying to fasten blame on anyone, I want to give an illustration of how this process of productivity has worked in **reverse**. In practically every city there is a need for thousands of new houses. This need is not being filled. And why not? Well, one answer comes from the bricklayer. Before the last World War, he used to earn \$1.71 an hour. Today, he earns \$2.77 an hour. Before the war, he laid 1,000 bricks a day. Today, he limits himself to 600 bricks for the same eight-hour day. Thus, the cost to the home owner of laying each brick has risen from 1 1/3c to 3 3/4c.

So, it is also with plumbers, carpenters, electricians and all the other building trades craftsmen. Since 1940, their average pay has increased 86%. That is good. But the catch is, their average output of work has declined 38% below the prewar level. That is bad. Here is a crying example of decreasing productivity, and its consequences—fewer products, at higher prices, for fewer people.

I believe most of us are well aware that when "pork chops" and "wage earners" get into a race, the wage earner always loses. He is slower on his feet than a pork chop. For the last

seven years, wage increases have always lagged behind a rising cost of living. We cannot break out of that vicious circle simply by blaming each other for getting into it in the first place.

Producers and builders cannot push all the blame onto the high cost of labor, because labor accounts for only a half of the total finished cost. They must, instead, use a certain amount of sack cloth and ashes on themselves. For there are some embarrassing statistics which are hard to negate. For example, in 1915, a suit of clothes cost \$24.00; in the ensuing years the cost



has risen to \$55.00, or 230 per cent. In 1915, the food price index was 81; in the ensuing years it had risen to 195, or 240 per cent. In 1915, a car cost \$550.00; in the ensuing years the cost had risen to \$1,550.00, or 280 per cent. Whereas, in 1915, average construction costs for all types of commercial buildings were \$3.27 per square foot. In the ensuing years this cost has risen to \$13.49 per square foot, or 410 per cent.

Oh yes, I can see by the glint in your eyes you want to remind me of the great improvements which are included in today's building costs—such as fireproofing, soundproofing, air conditioning, and other new mechanical devices. But, and merely for example, I strongly suspect the automobile industry can hold its own with self-starting motors, shock absorbers, four-wheel brakes and automatic gear shifts.

So, what we must really do is all join hands together and keep the vigorous blood of increased productivity circulating through the whole body of our economy. The reason we in the construction industry must do our part is because building is truly one of our country's "big businesses." It is almost hard to visualize how big!

In 1950, in all forms of advertising, American industry spent \$7.2 billion. In the same year, for the promotion and sale of its products, American industry spent \$9.5 billion. In the same year, for its building program, American industry spent \$18.1 billion. Therefore, we who are the architects, producers and builders for this enormous mass of brick and mortar, have vested in us a far reaching responsibility.

To discharge this we need to do a gigantic job of air conditioning the construction industry. We need to circulate fresh air through the cobwebs of habit. We need to rededicate ourselves to the principle which made our country great—"better products for more people at lower prices."

We need to stop philosophizing that simply because we have the highest

living standard in the world, our people have everything they need. Some of us have become complacent through reading statistics about the number of bathtubs and vacuum cleaners, refrigerators and radios owned by Americans compared with the people of other nations.

I do not believe the average American is interested in the number of cars in Ecuador, or in the telephone situation in Sweden. He simply doesn't care about the average number of toothbrushes in India, and he is more or less indifferent to the number of kilowatt hours of electricity sold in Czechoslovakia. What he wants to know is: "When am I going to get modern plumbing?" and "When can I afford a home of my own?" He is interested in the future, as Kettering said, "because from now on I have to do all my living there."

With this in mind, we might take a moment and listen to some shocking statistics:

- (1) 27 million Americans have no kitchen sinks.
- (2) 17 million American families lack indoor laundry facilities.
- (3) 22 million Americans lack indoor toilet facilities.
- (4) 1 million American families need new homes this year.
- (5) 40 million Americans have neither bathtub nor shower.

These are only a few items from a long, long list. So, let's not talk about what we **have** got. Let's be more concerned for two reasons: first, because these are human needs that should be met; and, second, because these needs provide dramatic illustration of the fact that we have not **finished** our economic growth—we are only **beginning**. Yes, we in the construction industry have an almost unlimited horizon—bounded only by our capacity to see, and our determination to do. I sincerely believe that together, we can do more for our country than any other single industry.

Now, I do not mean to imply that we should adopt a social concept wherein we become our brother's keeper. The obligation of people to earn money is entirely their own. Our responsibility is to see they get more for their money when they **spend** it. Let us remember, the immutable law of supply and demand is reflected in the simple phrase "if bathrooms were cheaper, more people could buy them." We have today an unparalleled opportunity to demonstrate the degree of our resourcefulness. Courage, faith and vision will speed our progress. In the years that lie ahead, we need "togetherness" as we've never needed it before. If we have a togetherness of the spirit, a communion of purpose, the material strength will come.

As Woodrow Wilson once said, of all of us only when our spirits are "America is not anything, if it consists of each of us. It is something only if it consists of all of us; and it can consist banded together in a common enterprise."



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## Editorial

MIDLAND DAILY NEWS  
SEPTEMBER 26, 1951

# Royal Oak Editor Lauds Alden Dow Architecture

Often it takes someone from outside a community to register real appreciation for some of the things that community takes for granted each day.

This happened to Midland this week when Floyd J. Miller, publisher of the Royal Oak Tribune, published comments upon Alden B. Dow's influence upon Midland home building. We believe his comments merit editorial consideration here at home and so turn our editorial column over to him for a day. His remarks follow:

— o —

Mention Midland, Mich., or the name Dow and most people will think of chemicals. There's a lot more to it than that. Another side is equally important.

Approaching the city from the south the other day, I could as usual smell the place before I could see it. An acrid odor comes from the wide-flung plant of the famed Dow Chemical Company, which for years has been pumping millions of gallons of brine from the earth's interior and manufacturing it into things we all use. Medicines without end, materials for paint, plastics, magnesium, are some of the products; but I won't go into this. What I want to talk about is the unusual beauty to be found in the residential sections of Midland.

For several years now I have been paying more than ordinary attention to houses and their designs. I have never seen or even heard of a city with such a large proportion of beautiful and modern homes as our neighbor to the north. And this emanates largely from one source — an architect who also bears the name of Dow.

— o —

Alden B. Dow is one of the chemical family, but his inclination was towards the creation of beautiful things. I was going to say "beautiful instead of practical," but on second thought I confess there is nothing more practical than a beautiful building, home, church, factory or office structure. And this man has developed an international reputation for creations of this sort.

Many of the ideas being incorporated in so-called modern houses being erected in the Greater Detroit area are merely faint descendants of the ideas of Alden Dow. The Midland man reflects to a considerable extent the trends of one of his teachers, Frank Lloyd Wright, along with his own definitely individual contributions.

Builders and architects (some genuine, some so-called) are slapping vast areas of glass into the new home. Obviously many have little idea what it is all about. They have merely seen so-called modern houses, have been impressed by the practical features which accompanied the new look and have copied them. Often they have tried changes and with sad results.

The other day I was in the home of a Midland friend

for whom Dow planned and built a house some 10 years ago. It would compare with any modern house in this area, and in its "functional design" and structure is far ahead of most of them.

Midland is a town whose architecture smacks you right in the eye. Take the Midland county court house. It looks more like a country club than a state building where legal proceedings go on. In the plastic cement which coats the side stand gigantic scenes connected with the territory. Dr. H. H. Dow, founder of the chemical company, suggested this unusual feature and paid for the extra expense, including the services of Paul Honore, famous Detroit artist.

Not everybody likes all the features of Dow houses or other modern structures, and I'm no exception; but I'll agree that their combination of beauty and utility in general is unbeatable. Dow was one of the first to use large expanses of brick for interior walls or floors of homes.

Never is this used too freely. Generally it ties the exterior of the house with the inside, just as do plantings which start outside and continue inside. If you want a sample of that, just look at The Daily Tribune's own lobby, where our architect carried out this same idea.

My friend took me over to Dow's office, explaining this was the ultimate in the carrying out of the architect's ideas. I'll admit it. Nothing I ever saw looked less like an architect's office, or like any office, or even any other place I had ever seen. One feature was a glass-enclosed portion jutting out into a great pool whose surface was several inches above the level of the inside floor. Just another Dow touch.

The First Methodist church is another amazing creation. Its sides are largely glass, so the communicants may look through into the outdoors to trees, shrubs and a large pool.

— o —

But let me quote you Dow's own words about the church. He said:

"Here in our town, and in the United States, we prize above all else individual human growth. And rightly so, for growth is the fundamental objective of all things — be it a simple cell, a mountain, or a universe — progressive change or growth is with them all. We believe man has a potential of growth beyond ourselves, which is not enjoyed by any other form of life. A simple proof of this belief lies in the fact that man possesses an imagination capable of foreseeing growth continue beyond this life, and we know that nature always gives capabilities, possibilities.

"The architecture of the First Methodist Church of Midland is striving to inspire this concept of growth. The transparent doors and walls tell us that beliefs must not be concealed from any man. Nor inside does the building care to confine itself within four walls, for growth cannot be confined. Within the glass areas there are colored glass squares to be filled as time pleases with impressions or symbols representing fundamental truths as interpreted by individual members growing in this church."



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## **ARCHITECTS OF THE MONTH**

**JOSEPH F. DWORSKI, A.I.A.**

**PHILIP J. FUNKE, A.I.A.**

**ARTHUR H. MESSING, A.I.A.**

**EARL W. PELLERIN, A.I.A.**

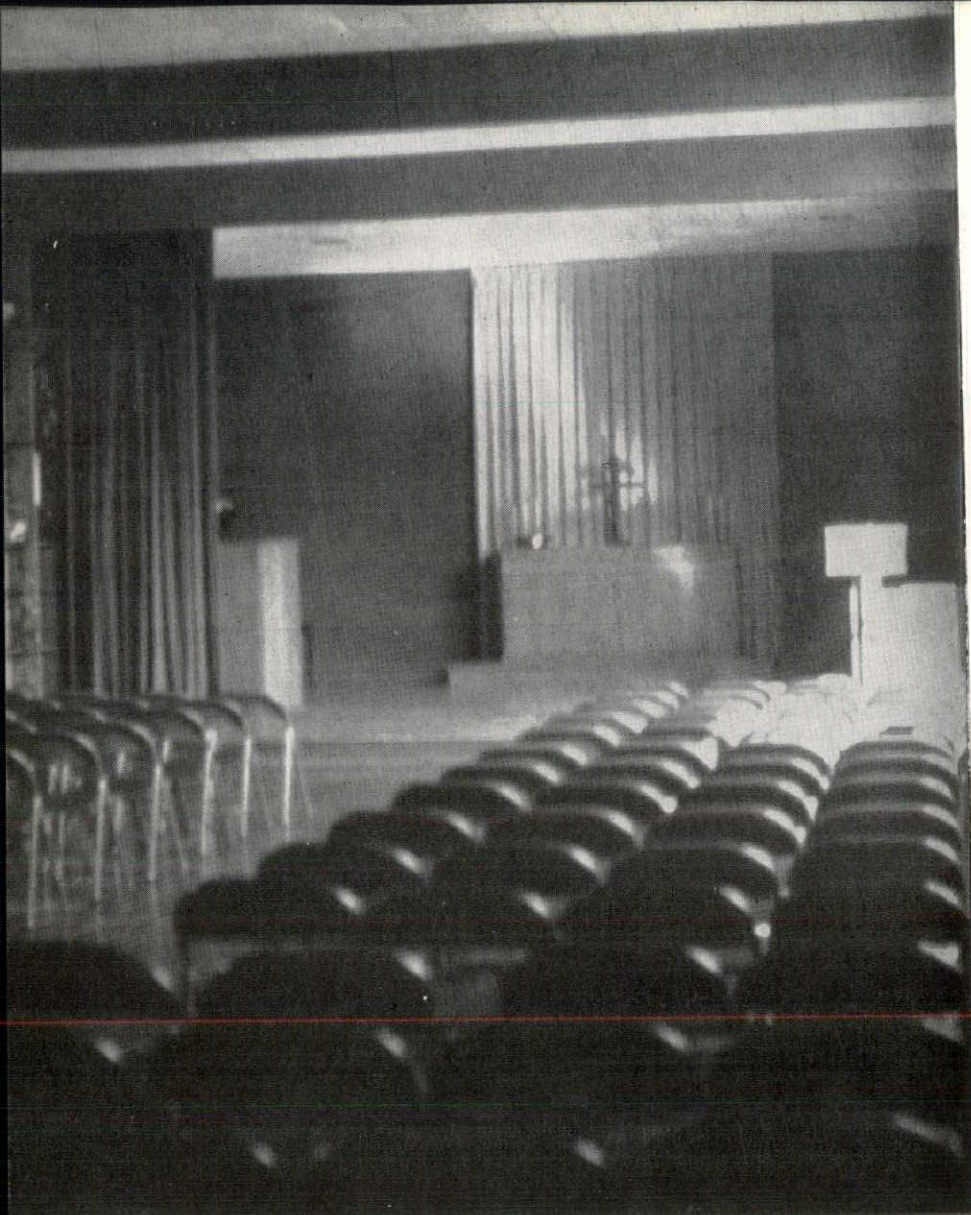
**J. LEONARD RUSH, A.I.A.**

**NEIL E. WARREN, A.I.A.**

**FRANK H. WRIGHT, A.I.A.**

**LLOYD H. WRIGHT, A.I.A.**





# GROWING CONGREGATION PLANS FOR

ST. JAMES EVANGELICAL AND REFORMED CHURCH, DEARBORN, MICH.  
EARL W. PELLERIN, A.I.A., JOSEPH F. DWORSKI, A.I.A., ARCHITECTS

In 1948 a small congregation of 82 members met each Sunday to worship in one room of a Dearborn school. It was a small group but one with a lot of spirit and courage. Those representing the church worked hard and effectively with the architects and soon a master plan was devel-

oped that pleased everyone.

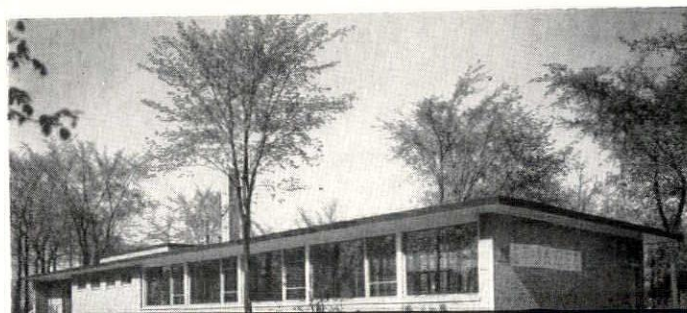
The social and educational units were completed in 1949 and answer present requirements. The new surroundings have developed an enthusiastic interest, whereby the congregation already numbers approximately 250 members.

The master plan includes the church and parsonage which will be built in the future to complete the program. Meanwhile, the Social Hall is used for worship. A curtain drawn across the Sanctuary when other functions occur in the Social Hall.

Front Cover and Photo Below by Astleford, Detroit



**JOSEPH F. DWORSKI**, 4661 Chatsworth, Detroit. Born Cobalt, Canada, May 9, 1912. Cass Tech. Lawrence Institute of Technology. Registered in Michigan 1944. Entered own practice 1947. Chosen by the Detroit Chapter of A.I.A. "Architect of the Month," 1946.



**EARL W. PELLERIN**, 16855 LaSalle Boulevard, Detroit 21. Graduate University of Michigan BSA, 1927; advance study in 1932. Offices of Albert Kahn, and Smith, Hinchman and Grylls. Awarded Edward Langley fellowship for study and travel in Europe in 1939. Officer or Director in Michigan Society of Architects for nine years. Private practice since 1935. Head of Department of Architecture, Lawrence Institute of Technology. Member Rho Delta Phi, M.S.A. and A.I.A.





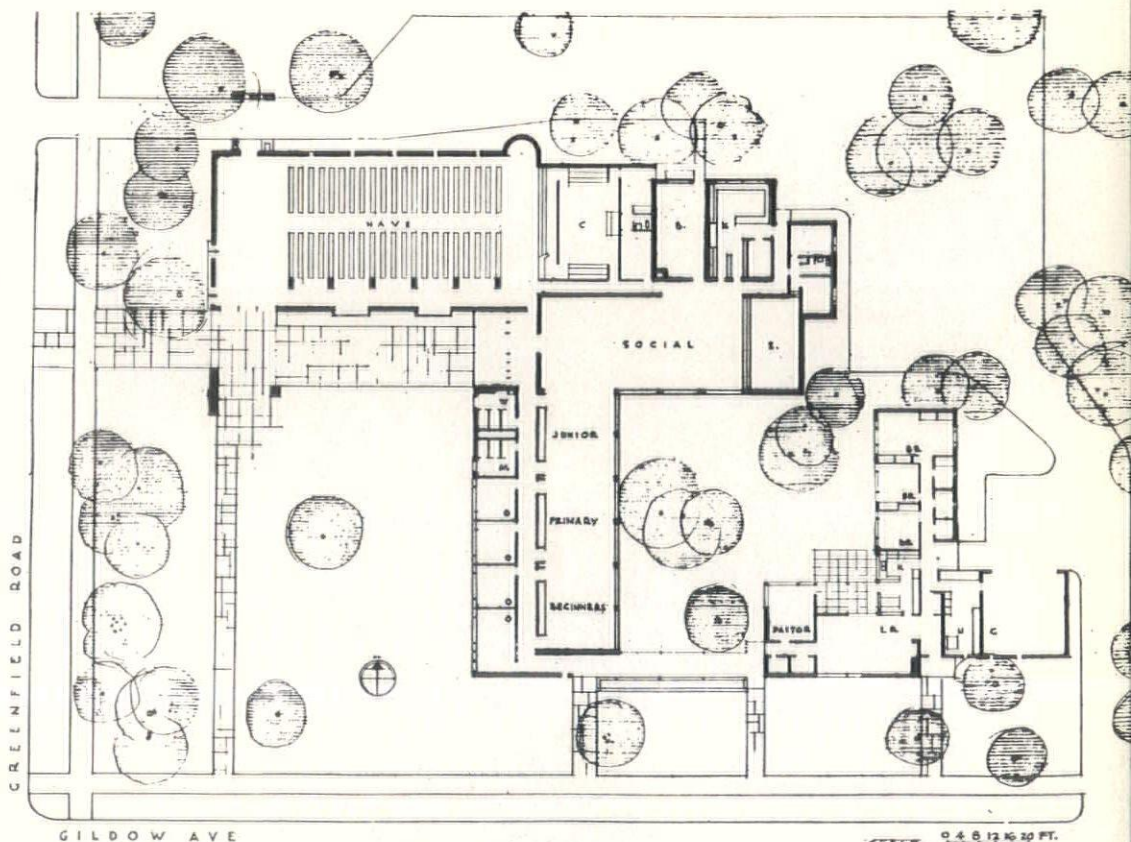


# THE FUTURE

URN, MICHIGAN  
DETROIT, MICHIGAN

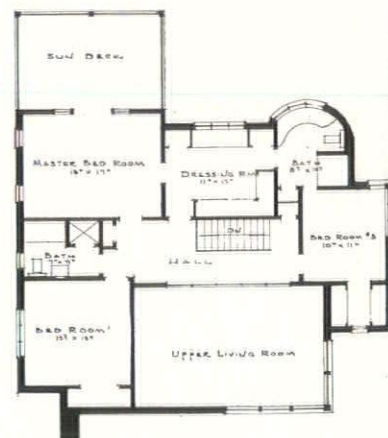
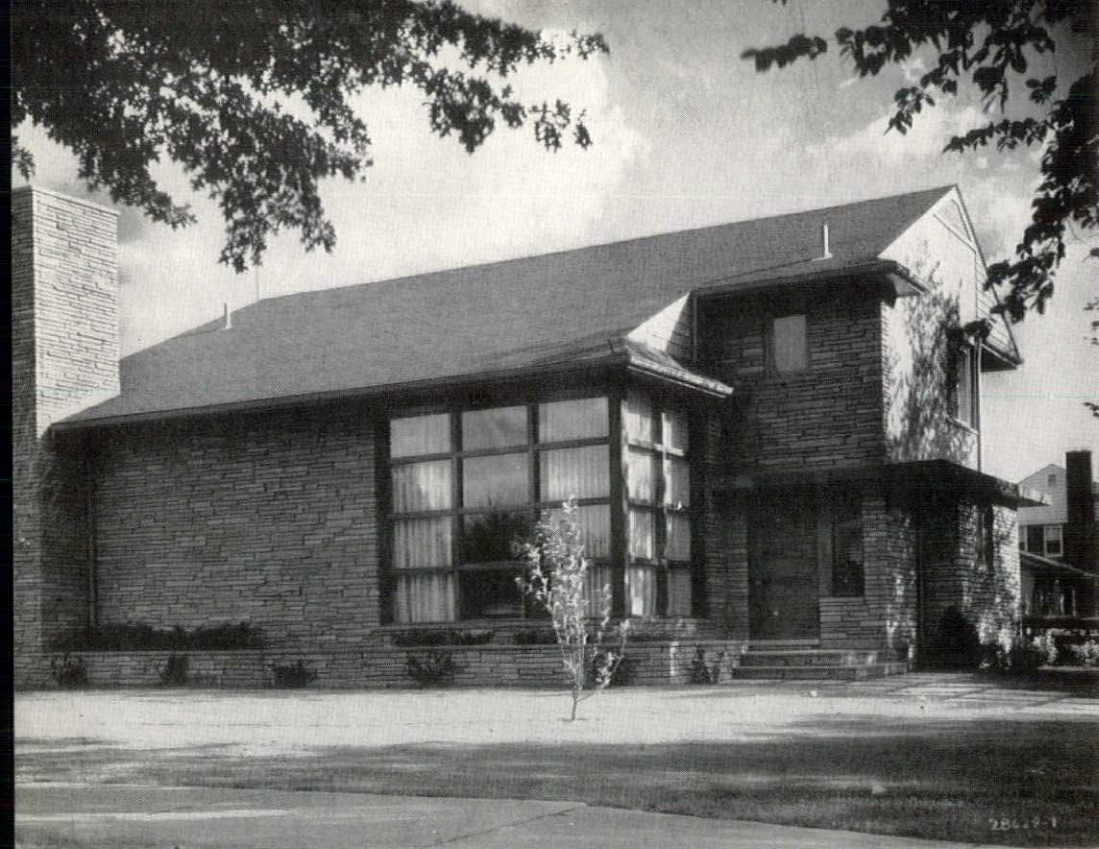
Rev. Glenn Baumann and the Building Committee were always helpful and encouraging and had complete confidence in the direction of the project. In turn, the building was built for less than the original estimate and everyone thoroughly enjoys a new atmosphere on this pleasantly wooded property.

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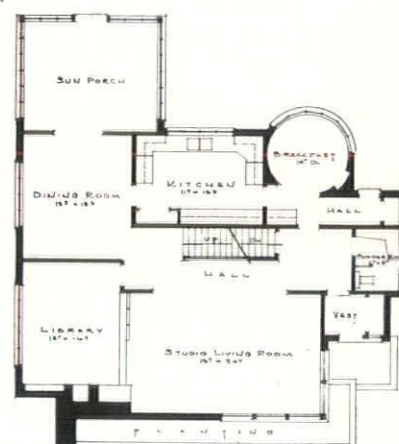


PLAN OF ULTIMATE GROUP, FIRST UNIT: SOCIAL AND EDUCATIONAL BUILDING, SECOND UNIT: CHURCH, THIRD UNIT: PARSONAGE





SECOND FLOOR PLAN



FIRST FLOOR PLAN

## ELEGANCE AND DIGNITY PERVADES DETROIT HOME

The feeling of elegance and dignity is the impression gained on entering the Solomon residence. The two-story baronial living room, the unusual open hall on the first floor and dramatic balcony on the second floor, give a feeling of space. This was one of the main requirements voiced by the owners.

The exterior of the house has buff brick and Tennessee Ledge stone. The living room window which is a dominant feature of the front corner is made of oak and has Thermopane units. The front door is a solid 2½" oak door with horizontal lites.

The house was designed for gracious living and superb entertaining. For living—the living room, library and all year round porch; for entertainment, besides the rooms mentioned, a large recreation room with adjoining bar serves party needs. For dining, there is a dining room and circular breakfast room.

The color decor of the living room is dramatic. Cafe au lait' toned walls act as a foil for the arresting amethyst carpeting and draperies. The fabric for the furniture is of the same color combination with

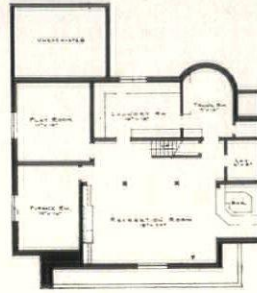






**PHILIP J. FUNKE**, 3831 West Eight Mile Road, Detroit 21, Michigan. Born in Detroit, January 26, 1905. Educated at Ohio Military Institute, Cincinnati College of Architecture, University of Michigan, B.S.A., 1930, Wayne University, and Detroit School of Applied Art. Employed by G. A. Mueller, Bingham & Davison, New Center Development Corp. Registered in Michigan, 1931. Private practice.

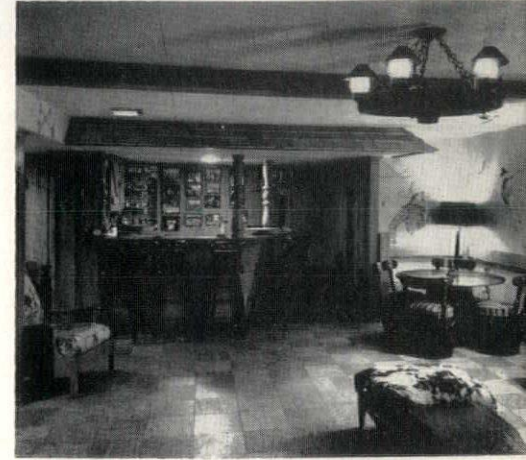
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Basement Floor Plan



All Interior Photos by Bradley, Detroit



## DESIGNED WITH BARONIAL TWO-STORY LIVING ROOM

RESIDENCE OF MR. & MRS. CHARLES ROBERT SOLOMON, 4151 WEST OUTER DRIVE, DETROIT, MICHIGAN

a striking dash of dark Oregon green for accent. Lovely old world bronze lamps and rare Staffordshire figurines give a final touch of elegance.

Each room is individually designed for the distinct purpose for which it serves; such as the dressing room with its wardrobes, drawer space, etc., and adjoining bath.

The boy's bedroom has oak paneling and doors, sloping ceiling, built-in cabinets for toys and trophies.

The master bed room has no closets in the room itself but is adjoined by an adequate dressing room with wardrobes on three sides of the room.

The guest bed room also has a separate alcove which has wardrobes.

The all year-round porch is enclosed on two sides with Pella casement sash which were also used throughout the house. The ceiling and walls of the porch are covered with split bamboo, in pattern, painted white. The floor is black and white rubber tile, laid checkerboard style.

All bathrooms and powder rooms are tiled and have the built-in Dresslyn lavatories.

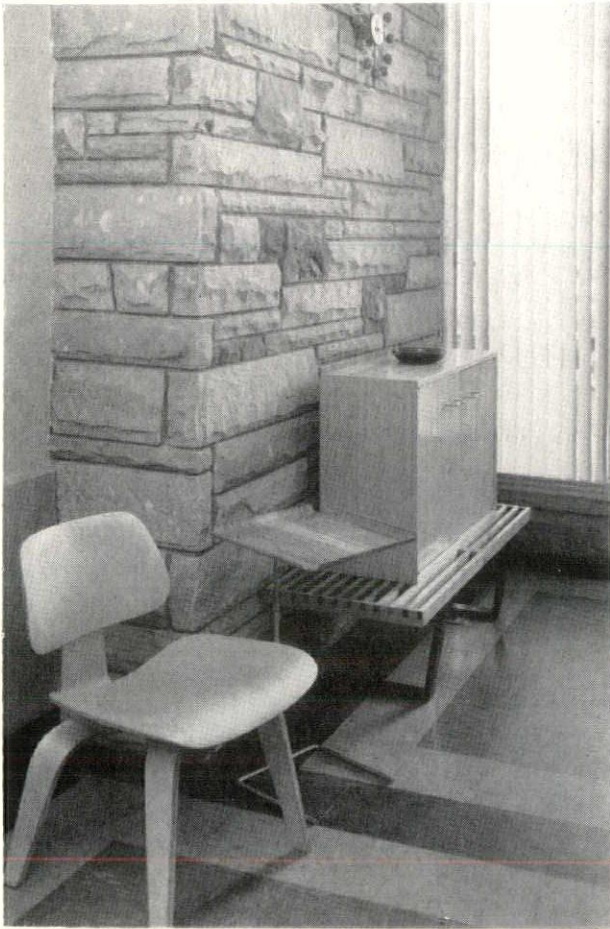
The kitchen has enameled woodwork and cupboards. Countertops are of Formica.

The recreation room, designed in a western motive, has a beamed acoustical plaster ceiling, wood parqué floor, simulated rail fence, pine planking, wagon wheel lighting fixtures for ornaments as well as recessed lighting for emphasis.

The lighting throughout the house was given careful attention and was publicized as an example of proper and adequate lighting, not only from lighting fixtures, recessed and surface, but also from table lamps and other portable lighting sources.







## THIRTEEN - FOOT STORE FRONTS DESIGNED FOR OUTLYING AREA WITH DOWN

### Problem:

To design an architect's office on the first floor of a forty-foot-wide building in a limited space, so that valuable area could still be attained for profitable rental, and to afford easy observation of the rentable area.

Second floor to be designed with

stairs located so that when future addition is built to the south the same stairway could be used.

### Solution:

It was first decided to have a fire-proof building, from a standpoint of maintenance, insurance and mortgage value, and to eliminate all wood. This

was achieved, as only the doors, paneling in architect's office, and three front offices on second floor are of wood.

The exterior of the building on the front is of Briar Hill sandstone, aluminum spandrel, with aluminum sash, and front work, including all front doors. The two side walls are of cinder block, as is the rear wall. All three walls were waterproofed and painted a light buff to match the sandstone.

The first floor is of concrete, resting on the ground, covered with asphalt tile with Koroseal base. Ceiling is of acoustic tile fastened to rock lath which has metal suspension. Exterior walls are waterproofed and plastered. Interior walls are of gypsum block plastered, all walls being painted a flat color. Heating is by oil-fired air conditioning furnaces, with return cold air under floor. Summer cooling is by Carrier cooling unit.

The second-floor construction is of two rows of junior beams running from front to back on thirteen-foot centers. A 3" concrete floor slab was laid over steel-tex lath, over this is the asphalt floor. All sash are sliding aluminum, screened and storm sashed. The ceiling is the same as the first-floor ceiling, with a roof construction of two and one-







## TYPE ALUMINUM AND GLASS MOTIF

BUILDING AT 18718-24 GRAND RIVER AVENUE, DETROIT, MICH.

half inches of gypsum on tees, covered with a four-ply built-up roof.

The decision of stone and aluminum for the front was decided after it was found that the architect could use these materials at about 15% more than face brick which at the time was in short supply, and bricklayers asking \$115.00 to lay 1000 brick, which would cost \$50.00 per thousand.

In the design of the front it was felt that by setting back the first floor beyond the already set back second-floor windows, which were setback under the canopy to shade the windows, a three-fold purpose could be accomplished. The first to eliminate awnings, second, to get doors way back out of the weather, and third, to cut the glare from the south exposure on the clear visual

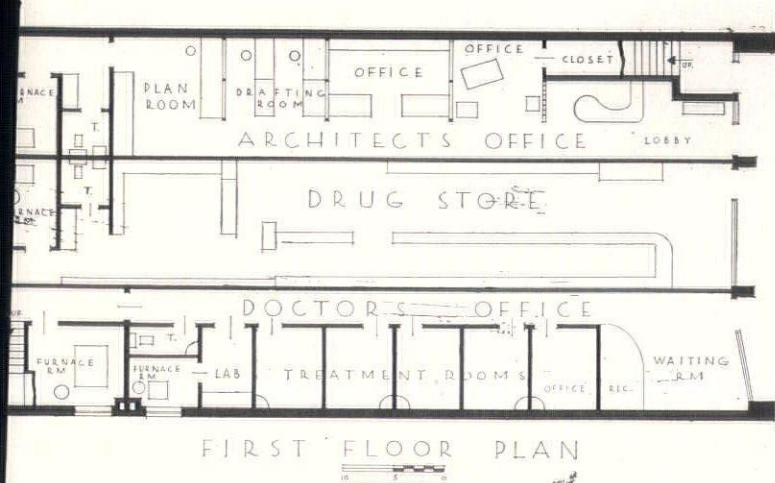
front high windows.

The daring approach to the thirteen-foot shop front, seldom used in outlying store developments in Detroit, gave the architect confidence that he could design a downtown type aluminum and glass front at fairly good rentals in this location. Proof of this is in the new addition to be built later on next year on this spacing.



Photos by William E. Bradley, Detroit

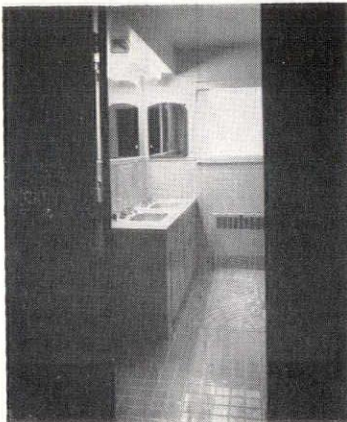
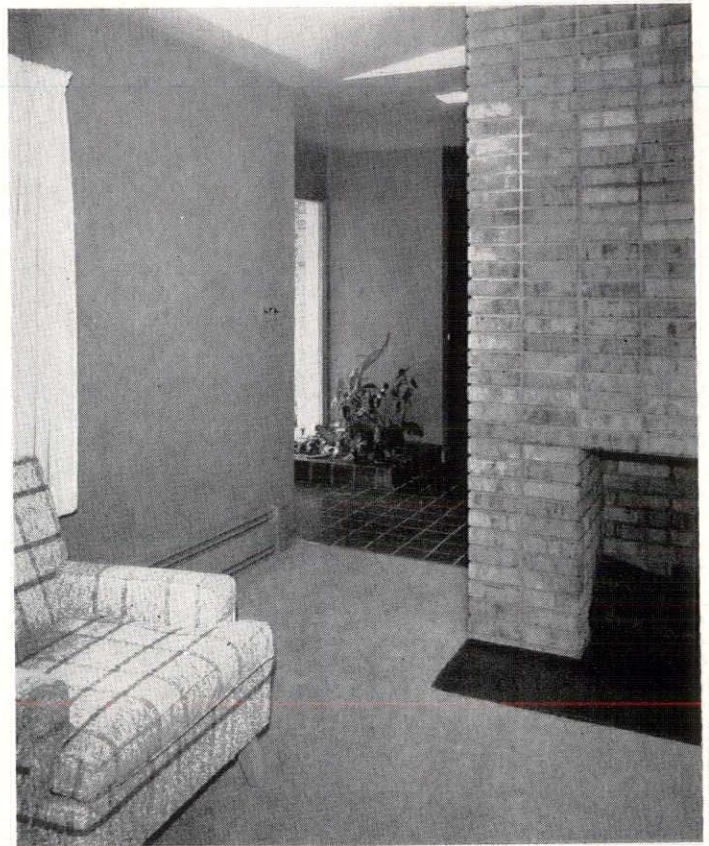
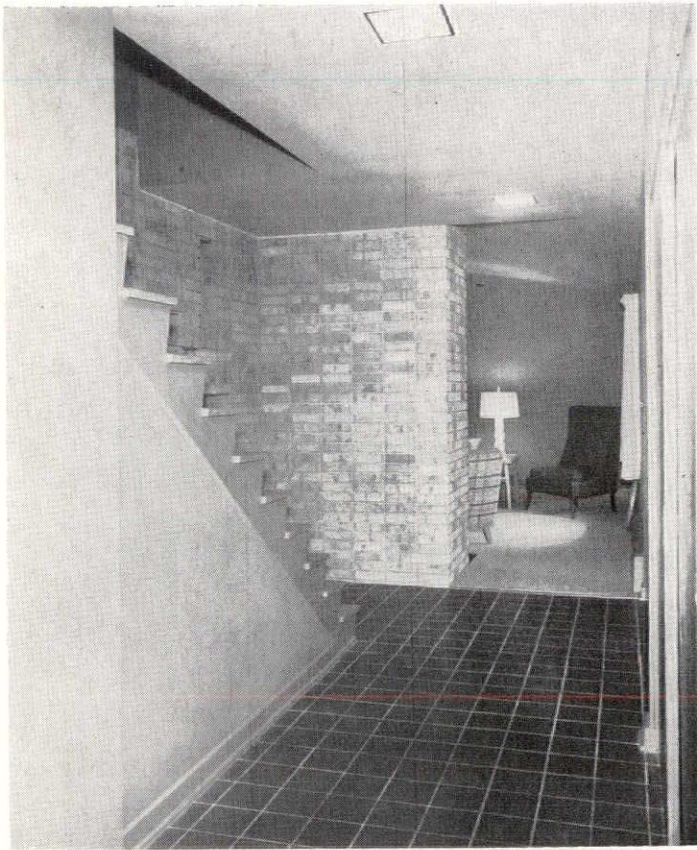
**JOHN LEONARD RUSH.** 14300 Abington Road, Detroit. Born North Tarrytown, N. Y., April 28, 1898. Wicker Art School, Detroit; Atelier Derrick, Detroit; Beaux Arts Study; University of Illinois; State Normal School, Norman, Illinois; University of Michigan. Registered in Michigan 1939 by examination. Entered own practice 1947. A.I.A., M.S.A. Michigan Engineering Society, Engineering Society of Detroit, and Scarab Club. Honorable Mention 1923. House Beautiful House Competition. Merit Mention, Chicago Tribune House Competition 1927. Design published in The Detroit Free Press House Competition 1928.



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# OPEN PLANNING PRODUCES FEELING OF SPACIOUSNESS



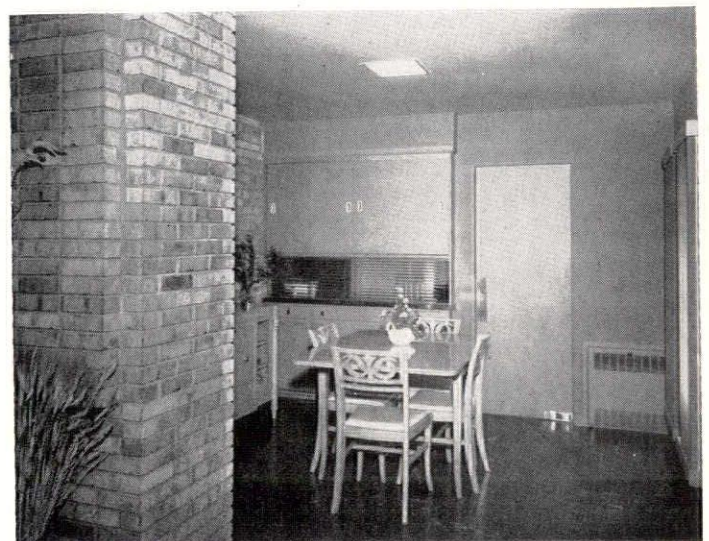
The accompanying photographs of a residence on a city lot illustrated the product of complete cooperation between an open-minded client and an architect striving for no affects but an honest expression of sturdy materials. The requirements, as written for the architect by the owner, were definite yet entirely unproscribed in arrangement; but design of surrounding homes dictated a degree of conformance to

convention in exterior design.

Although all rooms in this residence are relatively small, there is a definite atmosphere of spaciousness because of elimination of partitions. The out-of-doors and entrance hall seem integral because of glass wall panels and planting areas, the entrance hall opens expansively into the living room and the living room flows easily into the dining room.

LEFT:

First floor bath

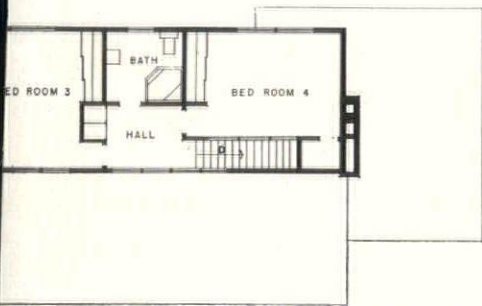


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FIRST FLOOR PLAN



SECOND FLOOR PLAN



Photos by William E. Bradley, Detroit

## IN CONTEMPORARY GROSSE POINTE RESIDENCE

HOME OF MR. & MRS. DONALD LESLIE McCONACHIE 272 MT. VERNON, GROSSE POINTE FARMS, MICHIGAN

Space has been gained in the dining room by building storage room into a pass-through cabinet between dining room and kitchen.

A large fireplace and incorporated brick wall between entrance hall and dining room and kitchen form a "spinal column" and at the same time repeat exterior material on the interior for unity of design. The brick wall has been pierced by an opening of abstract design between entrance hall and din-

ing room to allow a slight glimpse of the dining room and rear of house as one enters from the front, at the same time maintaining a high degree of privacy in the dining room.

Heating is accomplished by baseboard radiation throughout the house, augmented at strategic points by recessed convectors.

Interesting interior features are: wall-to-ceiling sliding partitions across one entire end of each bedroom to form

closets with an unusual amount of dead storage space, arrangement of two flush-rim lavatories in a continuous counter in the first-floor bathroom to handle morning off-to-school rush periods easily, horizontally sliding aluminum windows, a separate entrance to the basement from the exterior, quarry tile paving in entrance hall areas, and a separate entrance from the driveway to the front of the house for children and deliveries.



LEFT PAGE, UPPER LEFT: Special stair railing yet to be installed in entrance hall.

LEFT PAGE, UPPER RIGHT: Entrance hall from living room.

LEFT: Dining room as seen from living room.

IMMEDIATE LEFT: Dining room looking toward entrance hall.

**ARTHUR H. MESSING**, 438 Madison, Grosse Pointe Farms 30, Michigan. Born—Detroit, May 26, 1912. University of Michigan, B.S.A.E. Experience in Detroit Offices. Registered in Michigan, 1940, member of the American Institute of Architects and the Michigan Society of Architects.







Two operating rooms were a necessity, to allow for a waiting period during treatments and to provide for emergency treatment. These two rooms, with a small laboratory between, form the core of the building. North light, of course, is essential. A large panel of glass block in the operating rooms gives good light without distracting the patient's eyes and head in many directions. An inset ventilating sash with clear glass attracts the patient, keeping his head in one direction yet permitting him to see out and take his mind off his teeth. These three rooms have double-acting doors. A small dark room off one operating room provides space and equipment for X-ray development.

The waiting room took the most study, for it is really the "preparation room." An intimate home-like surrounding was

## AN OFFICE FOR BOTH DENTIST AND PATIENT

DENTAL OFFICE OF DR. ANDREW A. FROSTIC, 2218 BIDDLE AVE., WYANDOTTE, MICH.

Despite improved modern dental techniques, most patients approach the dental office with a certain amount of tension. In the planning of this dental clinic, the architect set out to brighten the patient's viewpoint, ease his mind and quiet his nerves. A relaxed patient is a good patient.

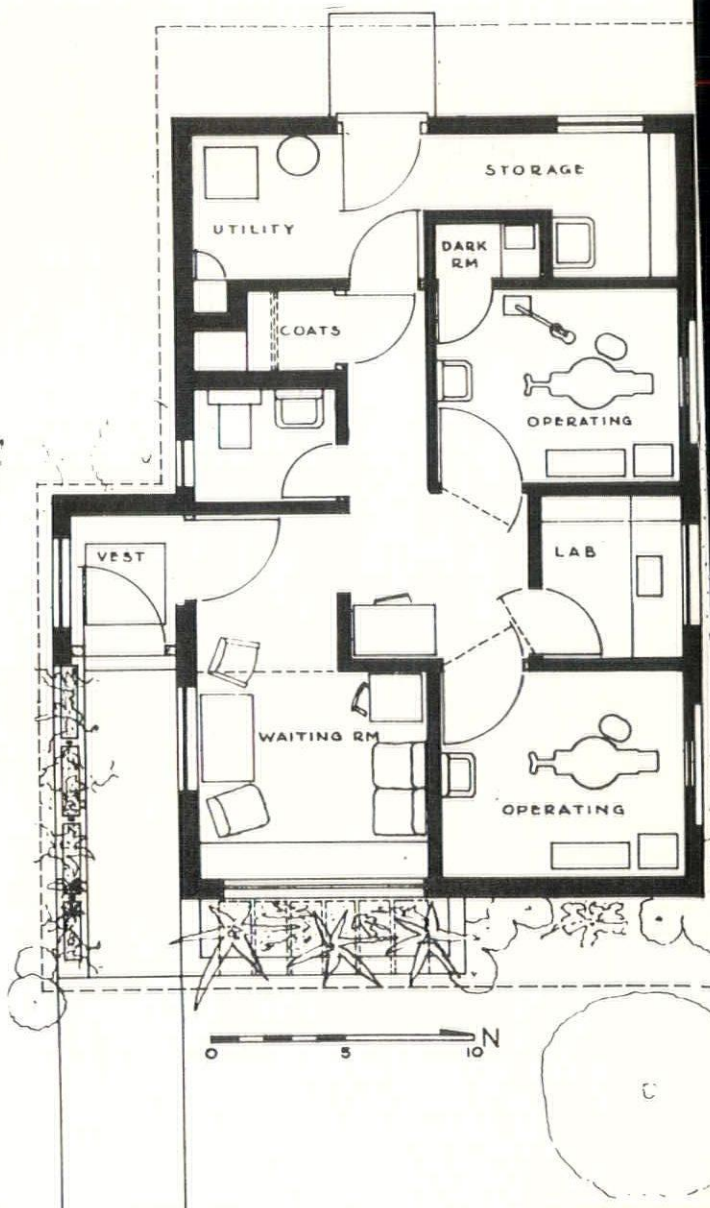
The owner had no desire to take another dentist or doctor into his office. He does a great deal of child dentistry and wanted to make some provision for the needs of these small patients. These two factors indicated that a small, intimate office group was the apparent basis of design. Another factor influencing the design was the owner's interest in flowers. A small greenhouse at home is a great source of pleasure and relaxation to him. The architect wished to take advantage of this interest and ability in developing centers of interest in the office. Another fine quality of the doctor, which is a factor contributing to his popularity, is his strict adherence to his appointment schedule. This allows a small waiting room. Conservation of the doctor's time and energy practically determines the exact size and shape of the operating rooms. Four years' service as a dentist in the army limited his capital so that economy of construction was a must.

All of these factors combined to make this an interesting and thoroughly enjoyable job for the architect, who worked with the dentist from the selection of the property to being the first patient in the new building.

The location was selected on a main street with a bus line, but far enough from the main shopping area to allow convenient on-street parking. This also permitted the design to be of residential character.



**NEIL E. WARREN**, 34 Maplefield Road, Pleasant Ridge, Michigan. Born Ann Arbor, Michigan, August 20, 1909. University of Michigan. B. S. in Architecture. Registered in Michigan, 1947. Employed at present, Detroit Edison Company. E.S.D., A.I.A., M.S.A. South Oakland County Torch Club. Treasurer, Board of Directors, Ferndale-Pleasant Ridge Community Center. Lt. Com., U.S.N.R. Active duty 1943-1945, Pacific Theater.





desired to avoid the cold atmosphere generally associated with "clinic" or "hospital." Since there are rarely more than three people waiting at one time, a small living room was the answer. A large double-glazed front window looks out over the flower box onto the street. The ceiling follows the low pitch of the roof, which terminates in a trellis over the window. Opposite the window is a "children's corner" with suitable furniture where the small patients can entertain themselves with well-selected literature while waiting.

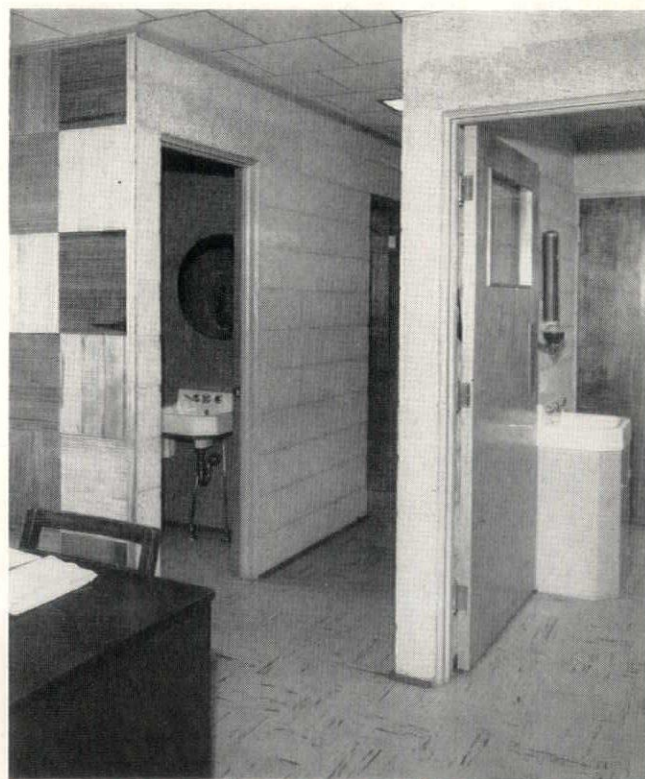
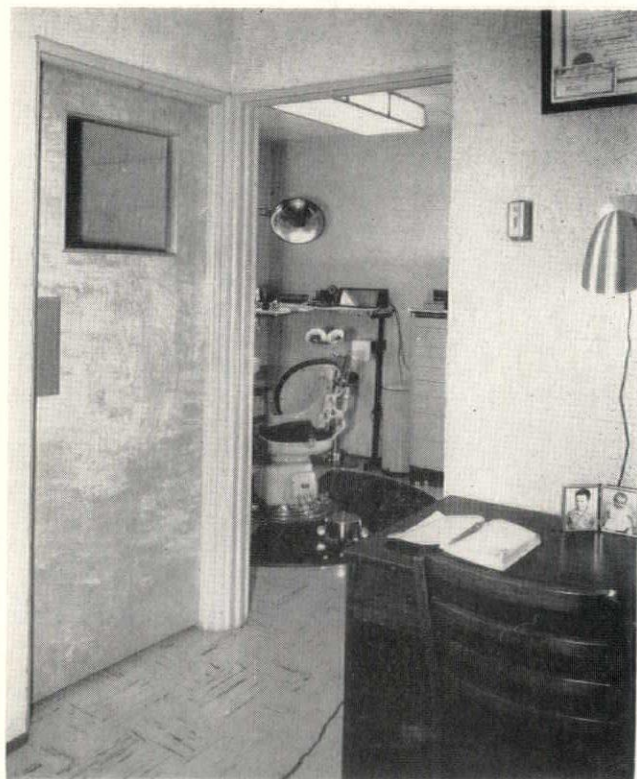
The desk for the office girl is located in the hall where she is convenient to all work spaces and the waiting room, yet does not give the waiting patients the feeling that they are being observed by a nurse. The desk situated where the patients must pass it on leaving the operating rooms also encourages them to pay the bills—this pur-



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Photos by William E. Bradley, Detroit



pose the dentist will emphatically deny—it was the architect's idea.

A lavatory is convenient to the waiting room and operating rooms with privacy still maintained. A closet for coats and storage and a utility room complete the plan. The utility room has a furnace, incinerator, water heater, janitor's sink, air compressors, meters etc. and still provides room for storage shelves.

The building is cinder block through-

out with asphalt tile over a concrete slab for the floor. The walls are painted in warm tones of varying colors to relax the patient. The birch trim is finished natural to add warmth and a homelike atmosphere.

This was truly one of those jobs which make the practice of architecture a pleasure. The owner has been in the new quarters for nearly a year and still can find nothing he would have changed. He calls our attention to the fact

that the effect of such a building on the dentist is not to be overlooked. The great convenience, simplicity of design and the light throughout provide ideal conditions under which to work. He mentions, further, that a one-story building, with no steps to climb, is particularly appreciated by many of his patients. The cost of the entire building, including the setting, plumbing, and wiring of the dental equipment, was under \$16.00 per square foot.





## REFINED SIMPLICITY KEYNOTES CIVIC C

When the owners of the Norton Hotel commissioned the architectural firm of Wright and Wright to remodel the main floor of their existing building, the keynote desired was refined simplicity. With this in mind, the architects worked out a design that would blend smart accoutrement with a distinctive home atmosphere, and yet, considering the times, be within the realm of sensible economy.

Thus the new cocktail room has a decidedly restful living room informality that gives the guest the feeling of being in his own home. The floor is carpeted and the walls are mirrored and papered. The ceiling is of acoustic tile with flush lights which are controlled from dim to bright with an autotransformer-type dimmer. The bamboo window curtains on traverse rods, furniture, and other appointments were se-



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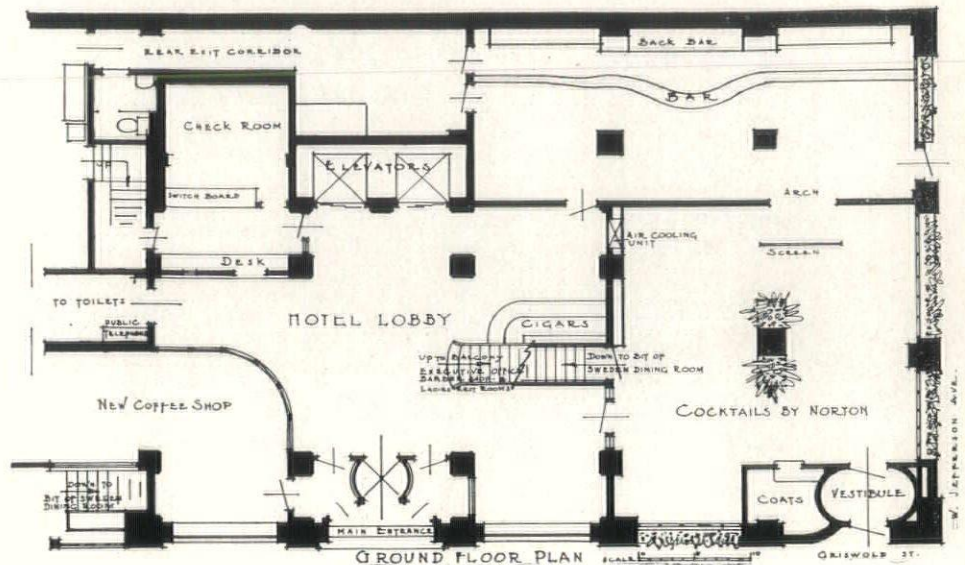


THE NORTON HOTEL, LOCATED AT JEFFERSON AVE. AND GRISWOLD ST., IS THE ONLY HOTEL IN DETROIT THAT OVERLOOKS THE CITY'S MAGNIFICENT RIVER FRONT CIVIC CENTER DEVELOPMENT.

lected with the owners cooperation.

The cocktail room is adjoining the bar and is entered through a wide arch protected with a corrugated glass screen. The existing bar was modernized slightly in conformance with the materials available. The cocktail room and bar are both air cooled and ventilated.

The lobby was modernized by removing the iron railing around the bal-



## HOMELY ATMOSPHERE HOTEL ALTERATION

cony and installing a plain plaster wall with a birch top rail. The old heavy chandeliers hanging from the ceiling were removed and new fluorescent, slender streamline-design lights were installed on existing columns.

A new coffee shop built in a portion of the lobby is accessible from the street as well as from the lobby.

A new door and stairway to "A Bit of Sweden" dining room below was provided and also a door to the main lobby.

On the building's exterior, alterations were made to eliminate the former plate-glass-store-window effect. Instead, small window panes were installed with boxed planting to carry out the prevailing homey atmosphere found inside.

All work on the building was done before the National Production Authority was promulgated.



Photos by William E. Bradley, Detroit



**LLOYD H. WRIGHT**, 18449 Westover, RFD 1, Detroit 19, Mich. Born in Detroit, Feb. 18, 1916. Educated at Cass Tech. High School, Central High School, and the University of Detroit. Employed by Detroit architects, including father, Frank H. Wright, Giffels & Vallet and others. Partnership of Wright & Wright.

**FRANK H. WRIGHT**, 120 Madison Avenue, Detroit. Born Adrian, Michigan, April 8, 1891. Chicago Art Institute. Registered in Michigan, April 1, 1916. Entered own practice 1919. Now partnership as Wright & Wright.





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## Collaboration of Arts and Architecture Feature of Exhibition

This year's Michigan Artists Show, now current at The Detroit Institute of Arts, is an innovation in that, for the first time, Mr. Edgar P. Richardson, Director of the Museum, has introduced a very handsome arrangement of sculptures, representing important commissions connected with architecture.

An entire wall of the show is devoted to the work of Marshall Fredericks, sculptor, of Birmingham, Michigan, which Mr. Richardson reports, has been very well received by the public.

It is hoped that this may become an annual feature and expanded to include, painting, landscape architecture and the other arts, wherein there has been collaboration with the architect.

The examples, which have been limited to work executed during the past three years, includes many of Detroit's well-known new buildings.

It can probably be said without qualification that the best of the modern architecture is more and more making use of the arts, rather than attempting to adorn buildings with ornament for ornament's sake, such as was so widely used in traditional architecture. Thus, the designer does not hesitate to use wide sweeps of plain wall as a background, with sculpture as accents.

The same might be said about the interior of buildings, where murals are used to tell a story, and to replace the highly ornate columns and cornices.

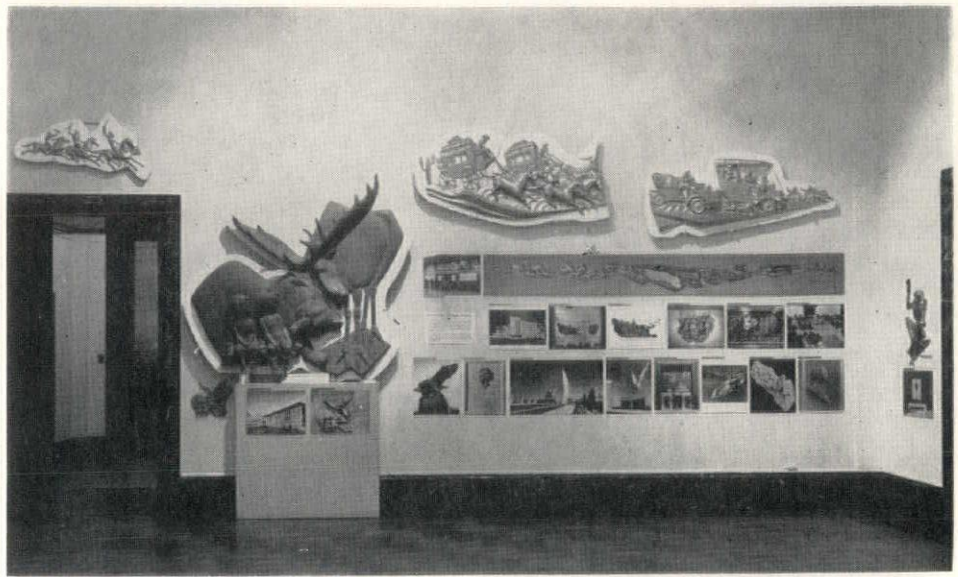
Every one knows the importance of landscape architecture to the setting of a building. One compliments the other, and this trend is a healthy sign of better understanding between the artist and the architect.

The response on the part of the public to this exhibition indicates that there is much of interest for the layman. The show will remain at the Art Institute through December 16.

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### SCHOOL PLANNING PROGRAM

Wells I. Bennett, F.A.I.A., dean of the College of Architecture and Design, University of Michigan, announces the joint sponsorship by the College, the School of Education, and the Michigan Department of Public Instruction of a series of school planning conferences.

The schedule calls for conferences at Northern Intermediate School in Midland on December 11; Kalamazoo, South Junior High School, December 12, and Andrew Jackson Elementary School at Ferndale, December 13.

Each conference will begin with registration at 9:15 a.m., followed by a conducted tour through the new school building, a discussion of the school plant visited, by the architect and the superintendent of the school.

Wilfred F. Clapp, of the State Department of Public Instruction, will conclude each morning session with a talk on "Current Problems and Trends in School Building Construction," following which luncheon will be served.

The afternoon program will include group meetings devoted to conducting a building program and the selection of an architect, cooperative planning of school buildings, legal and financial problems connected with school construction; problems relating to heating, lighting and other technical aspects of construction, furnishing and equipping the new school.

A summary of the discussions will be delivered by a panel, consisting of C. Theodore Larson, professor of architecture, and three others.

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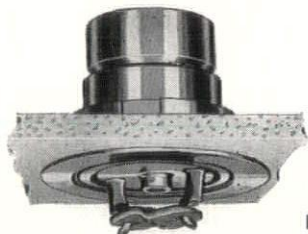
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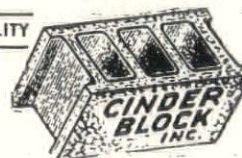
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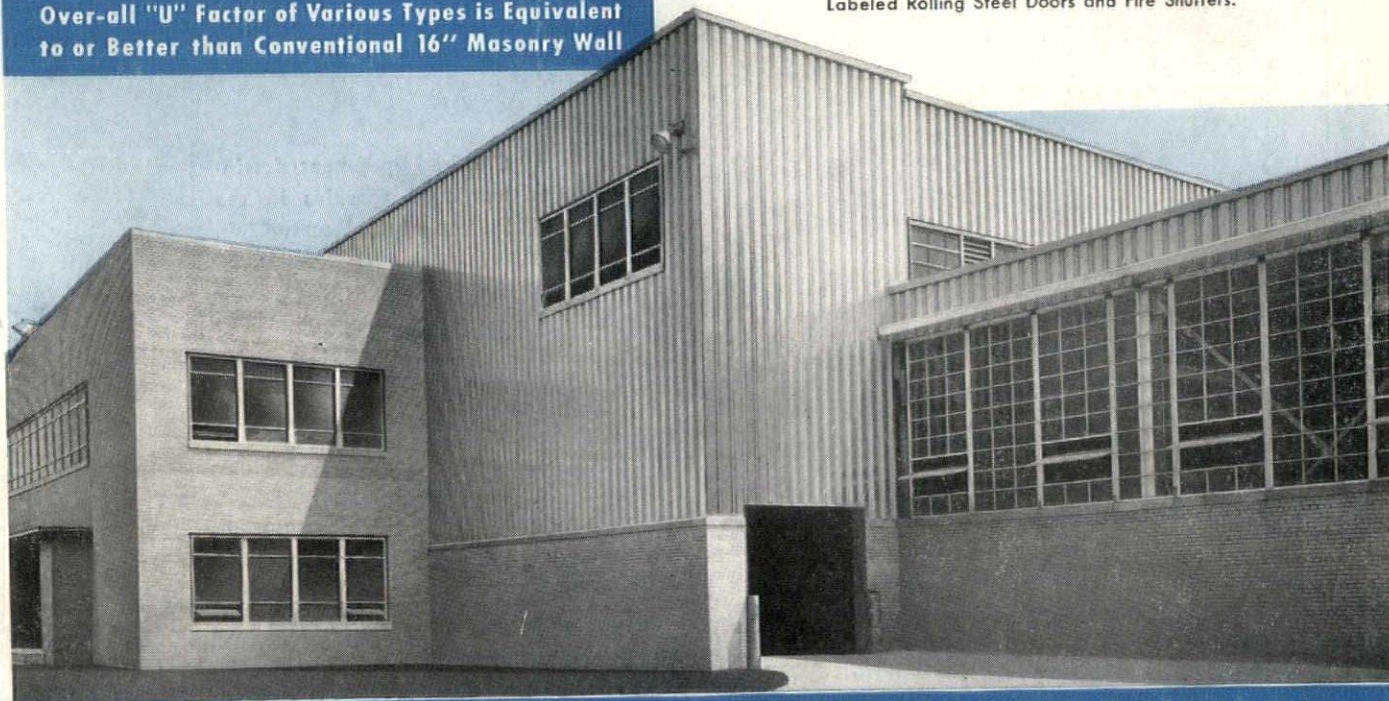
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