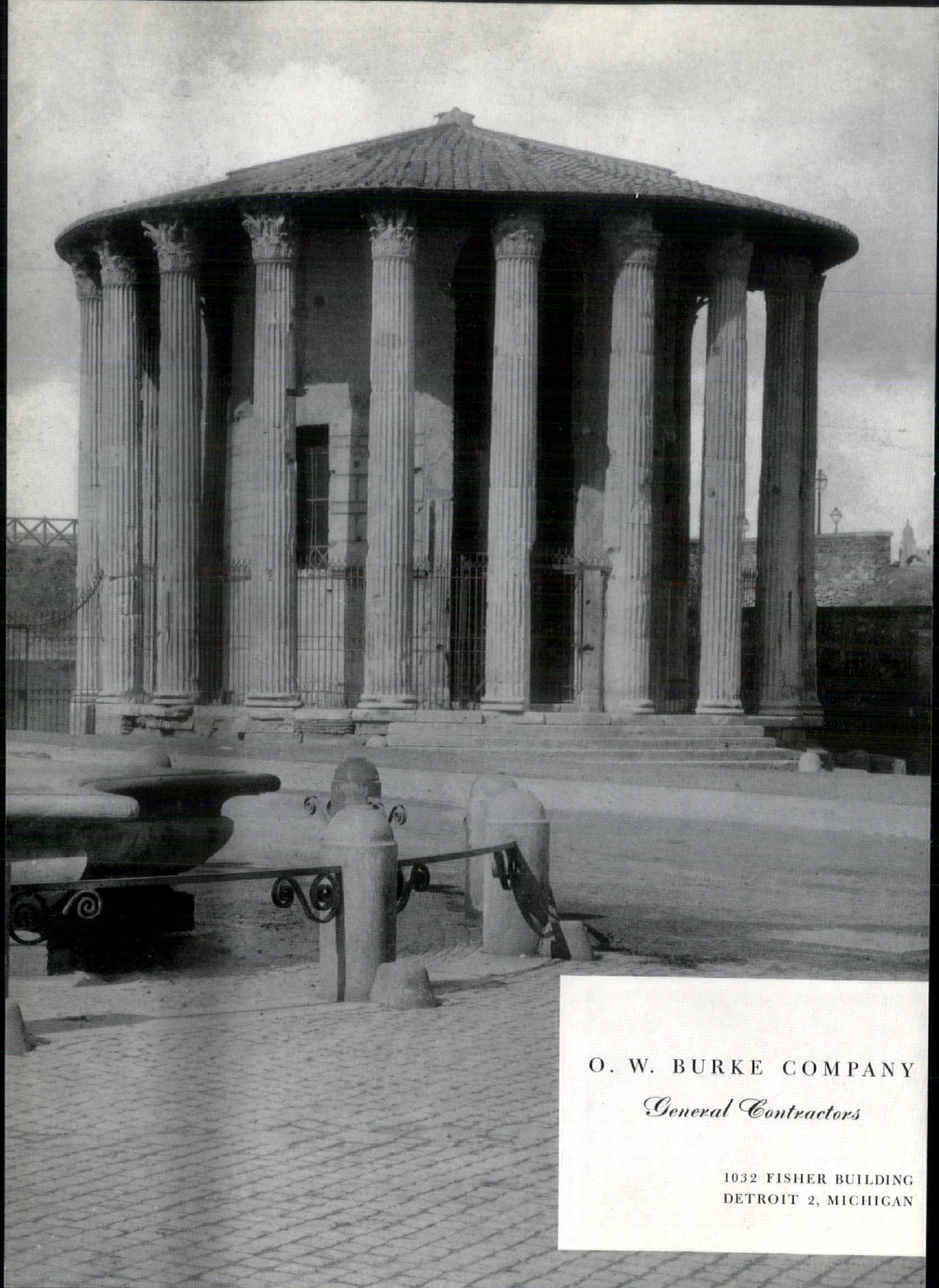




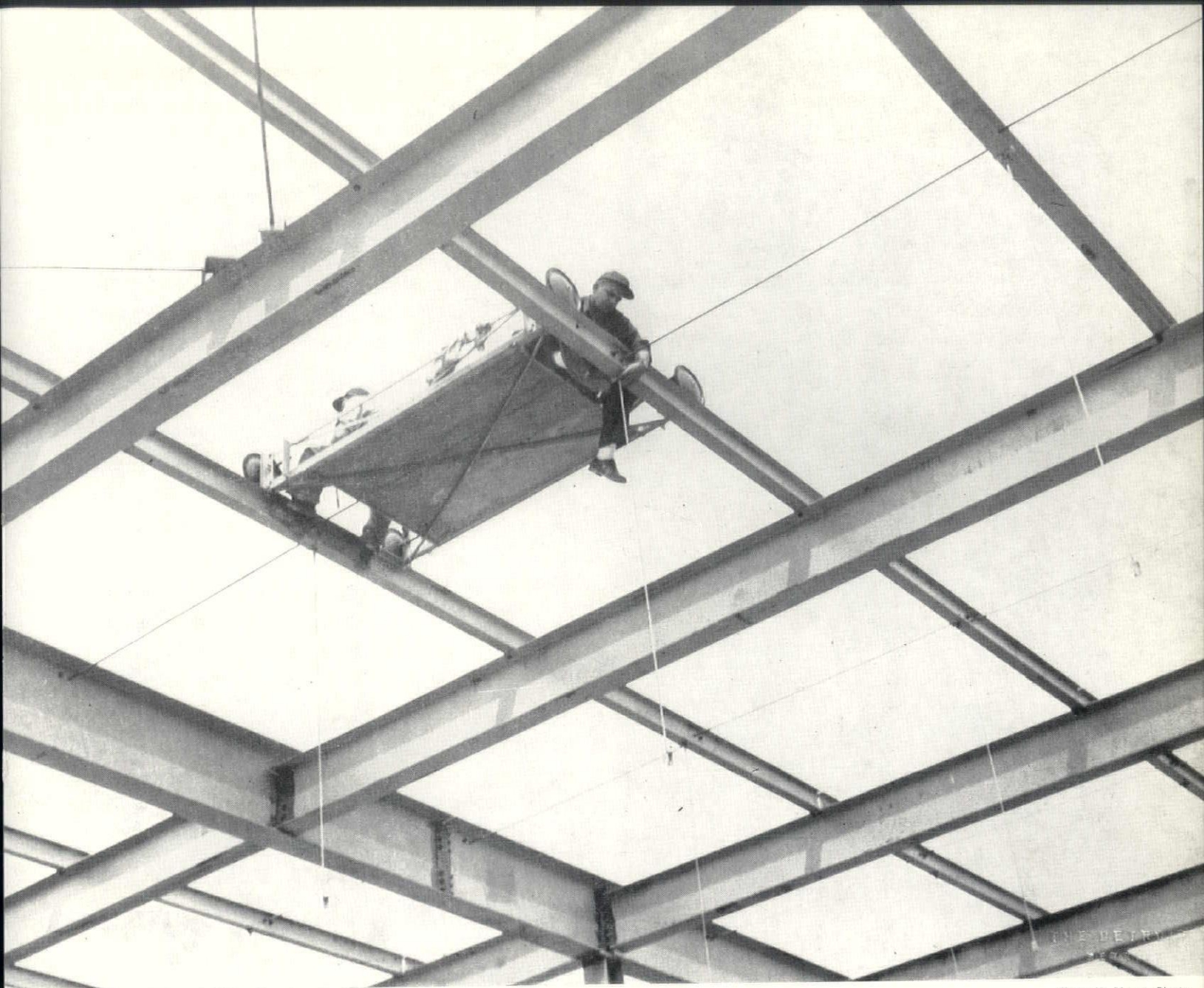
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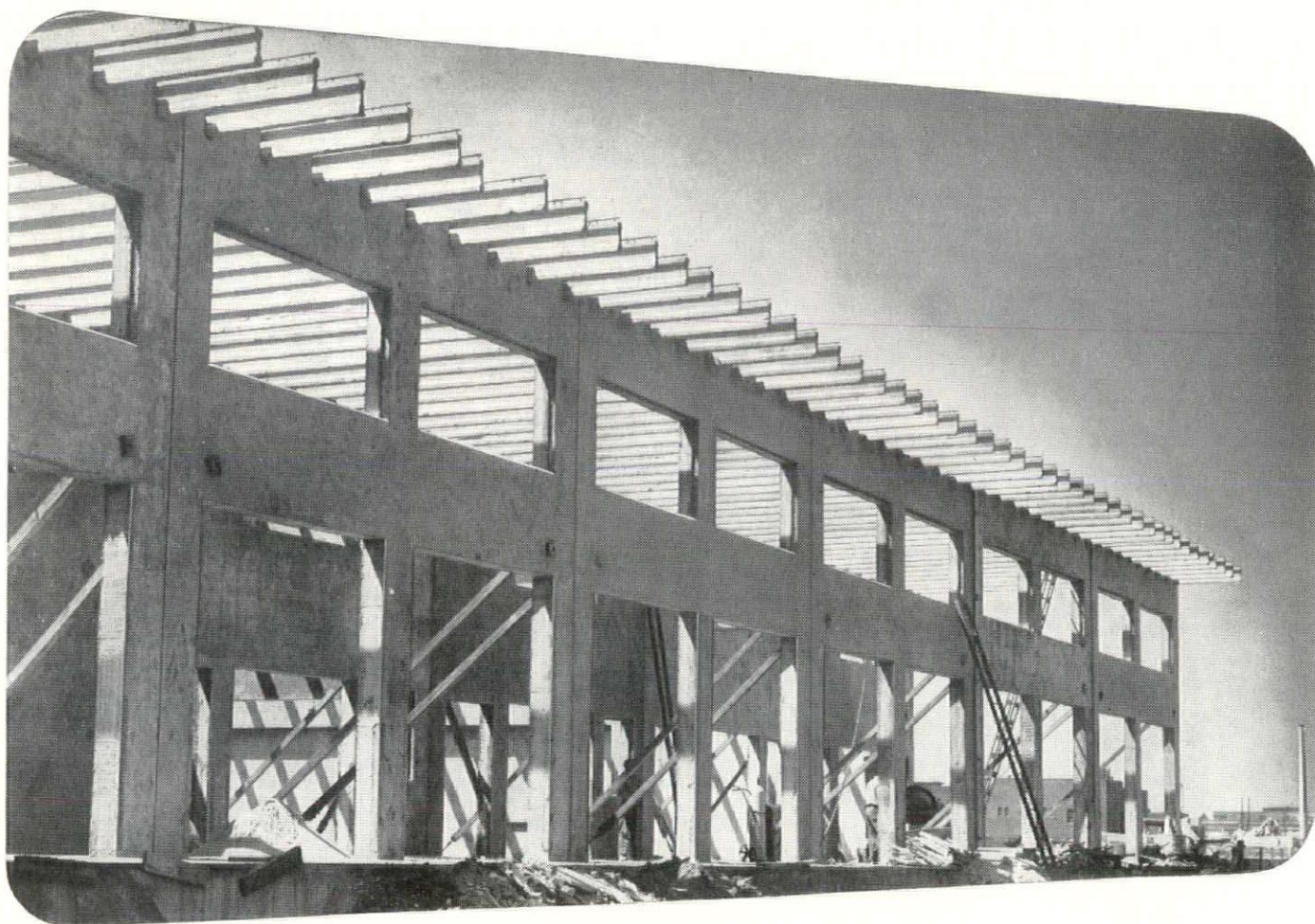


Detroit News Photo

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crete, uniform surface textures and attractive appearance.

- 6** Centering precasting operations in one place and casting several different units simultaneously permits "assembly-line" efficiency and economy.

- 7** If wide spans are needed, structural elements or assemblies can be prestressed on the site.

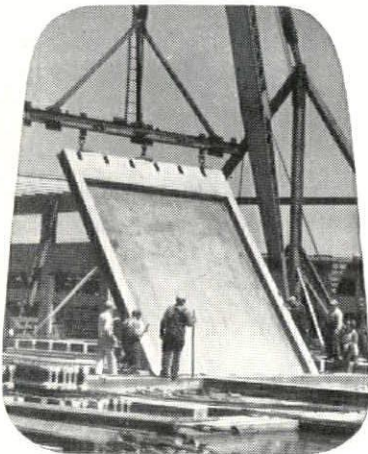
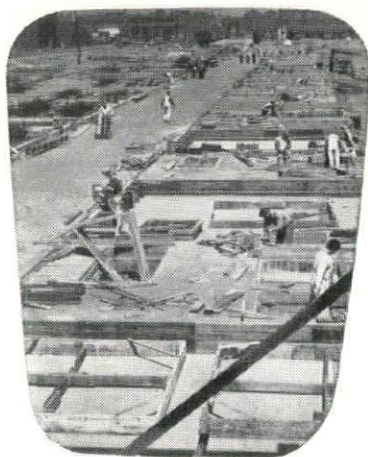
- 8** If tilting operations are needed, small crews can do the job. The precast units can be held in place with simple bracing.

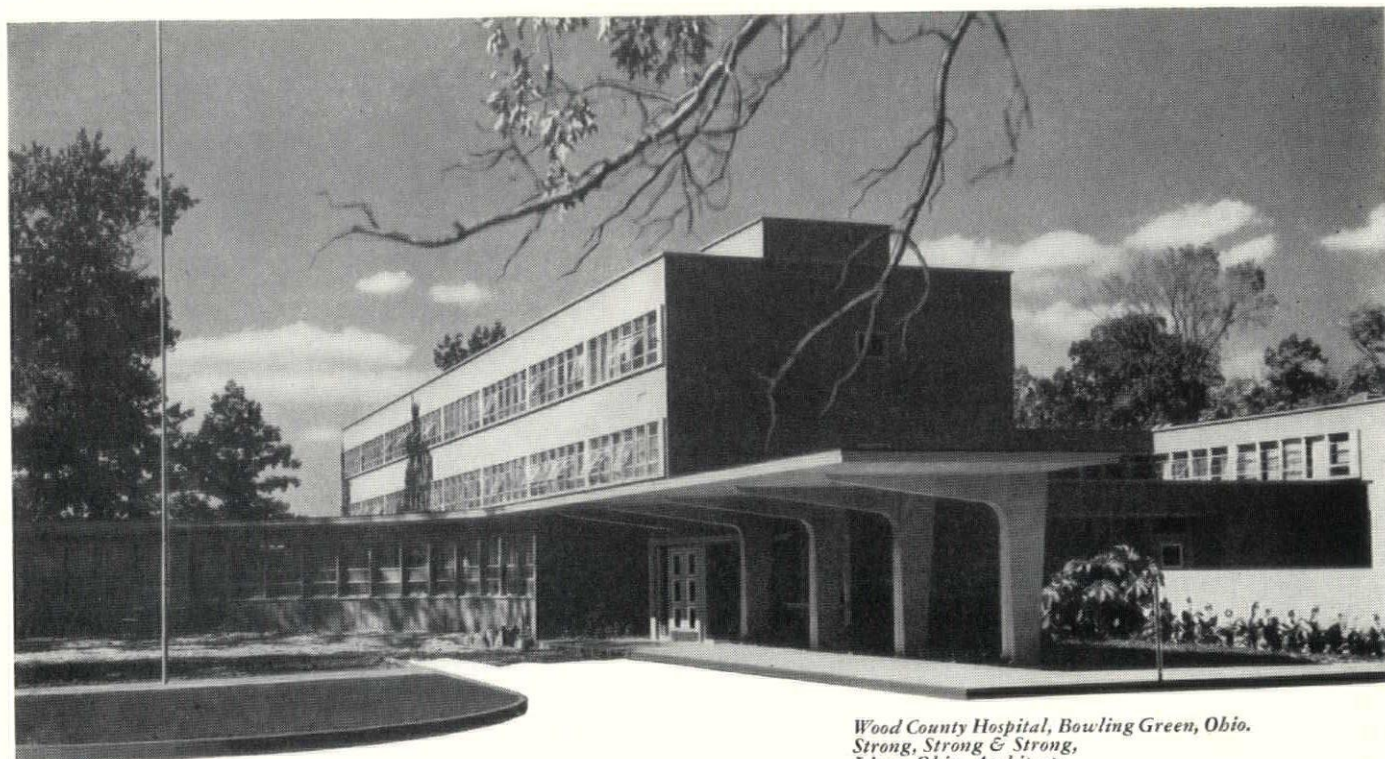
If you desire more information, send for free literature. It is distributed only in the United States and Canada.

Photos are construction scenes at St. Louis Produce Market. The concrete floor of the two 114 x 1235 ft. one-story buildings was a giant casting platform (center). Precast concrete wall panels were tilted into place (bottom). More than 23 miles of precast concrete joists went into the roof (top). L. Roy Bowen & Associates, of St. Louis, were the architects and engineers. Robinson Construction Company, of St. Louis, was the contractor.

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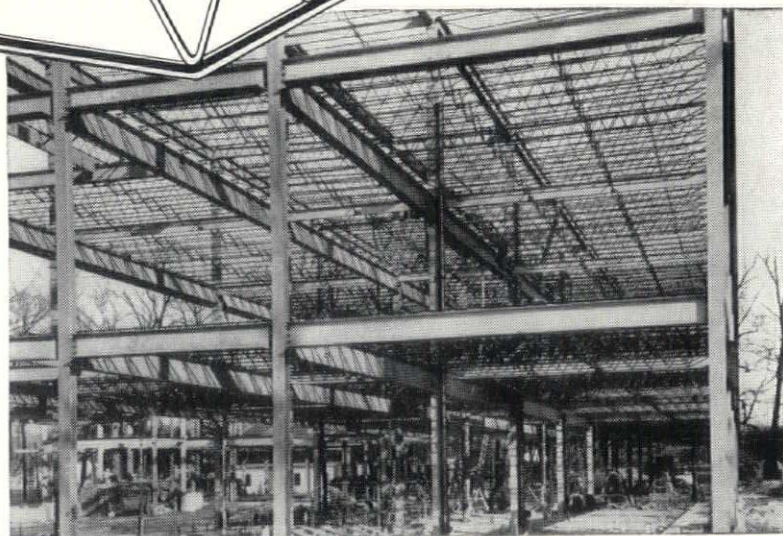
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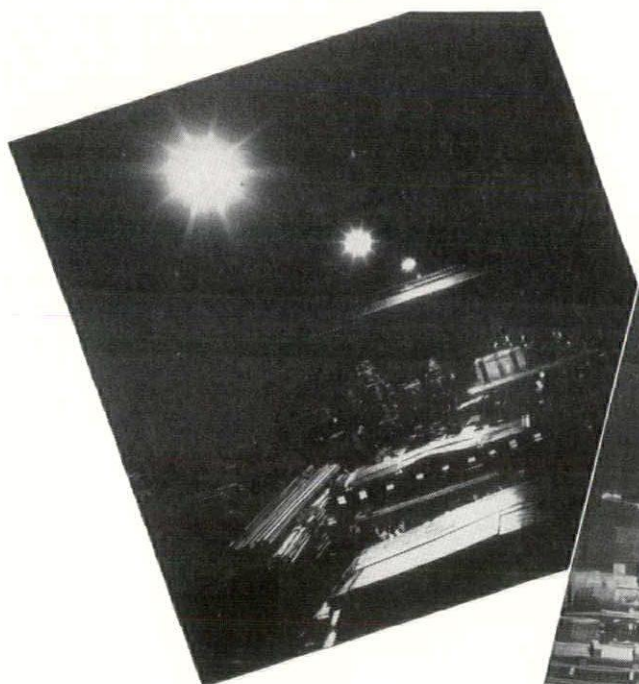
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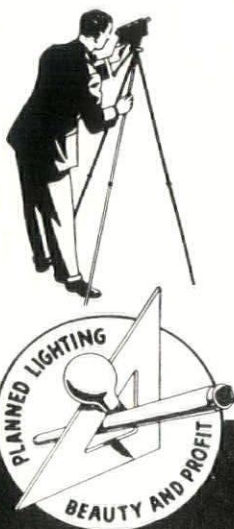
Steel storage and fabricating area, Newburgh Steel Co., before Planned Lighting was installed.



Same area after Planned Lighting was installed by Casey Electric Co.

Case Study No. 5

Planned Lighting checks industrial accidents



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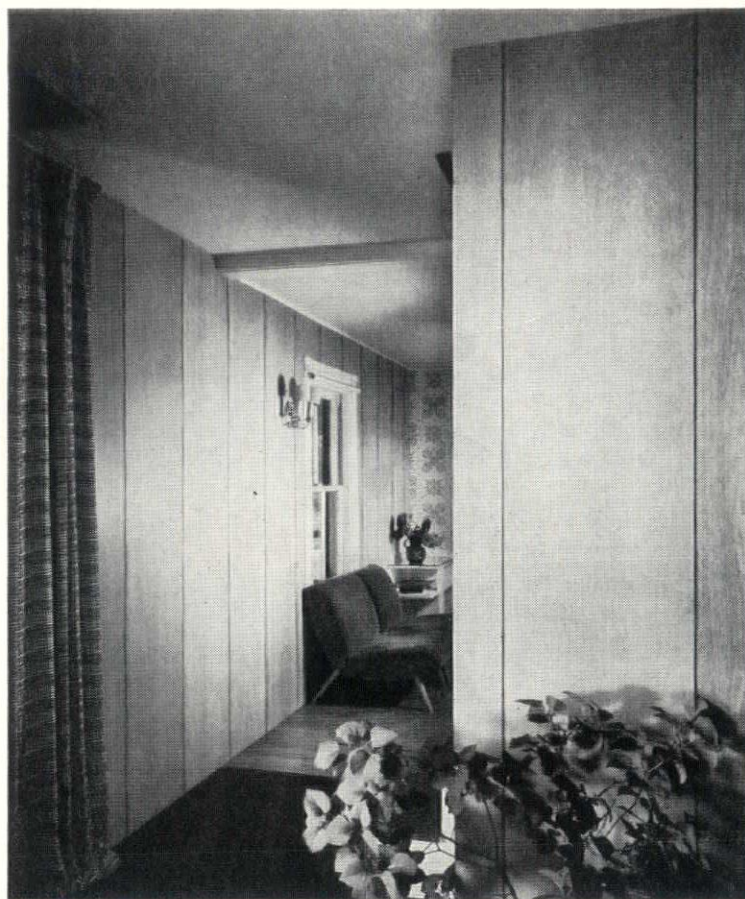
Detroit Edison



Kitchen of Mr. Schladermundt's home. Oak Plankweld is used for one wall. Weldwood Plywood, painted, is used for other walls. Cabinets are also of Weldwood Plywood.

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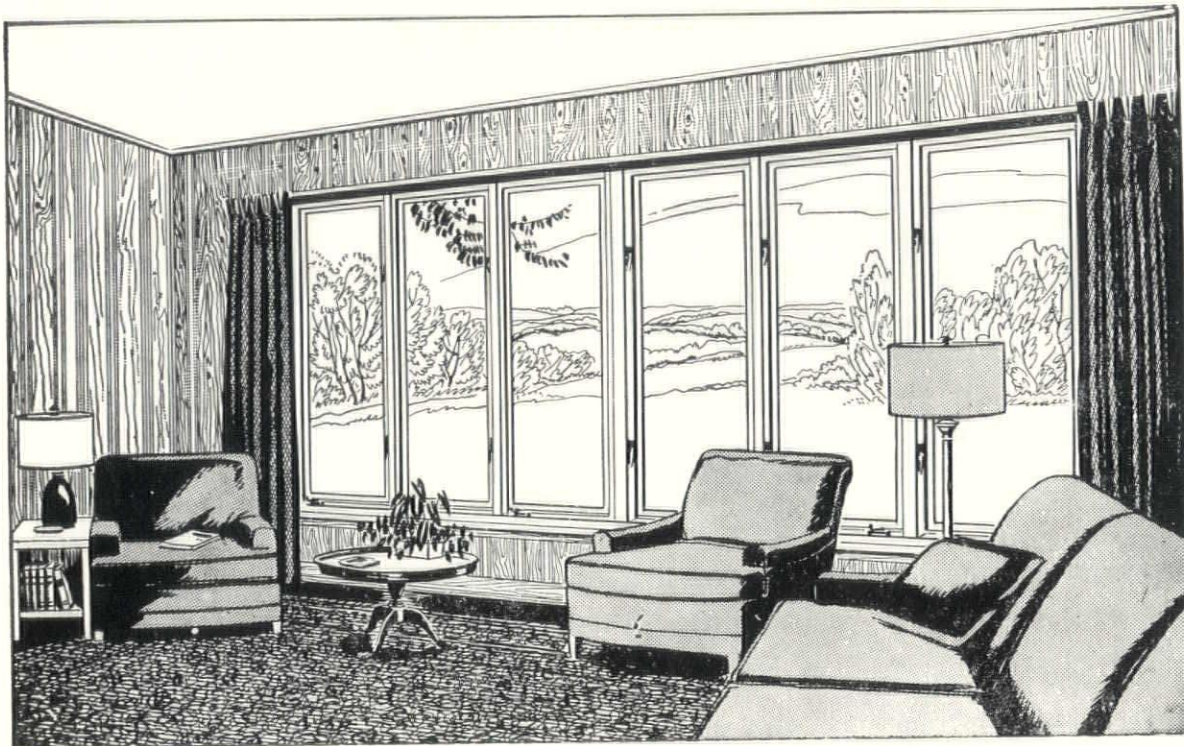


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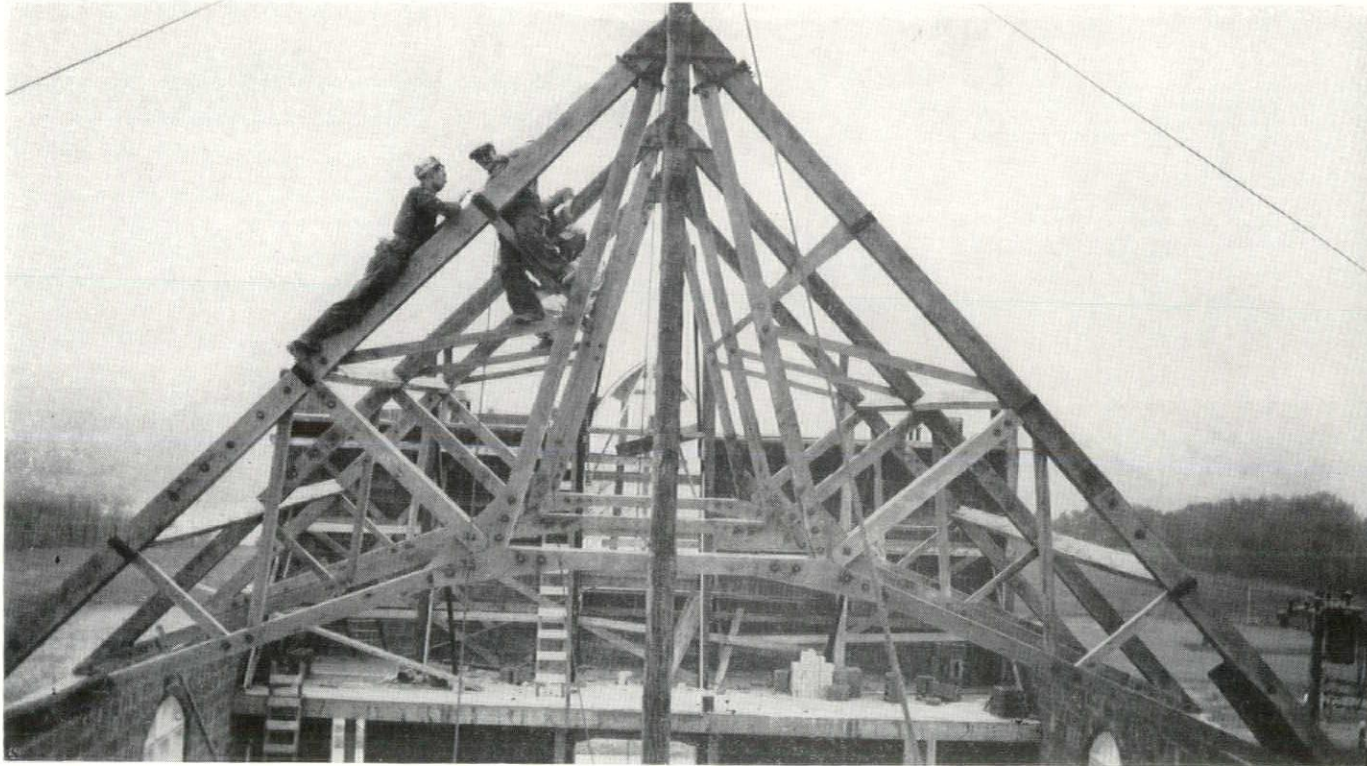
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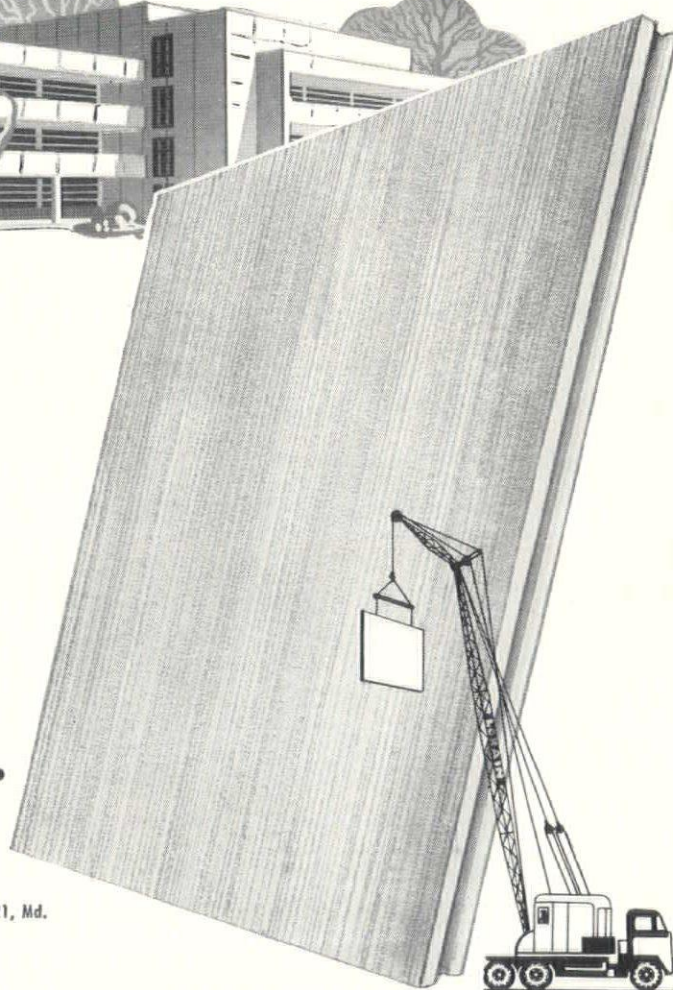
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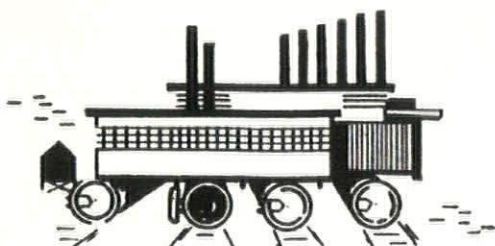
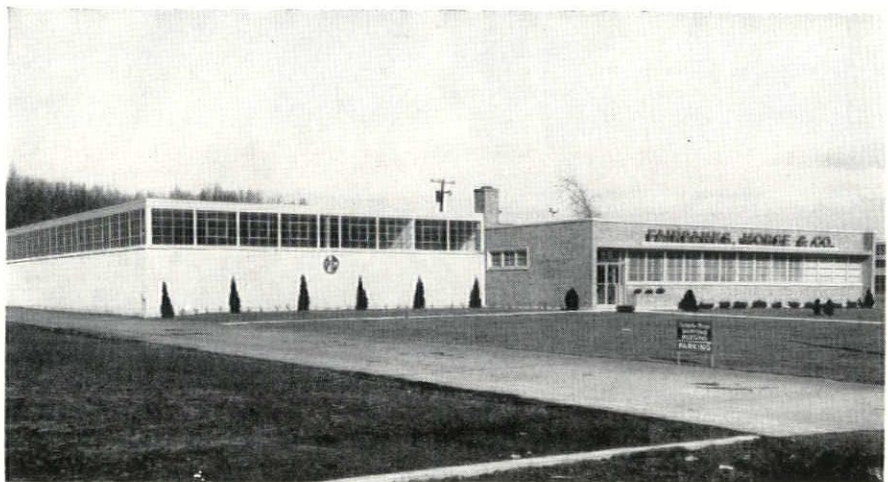
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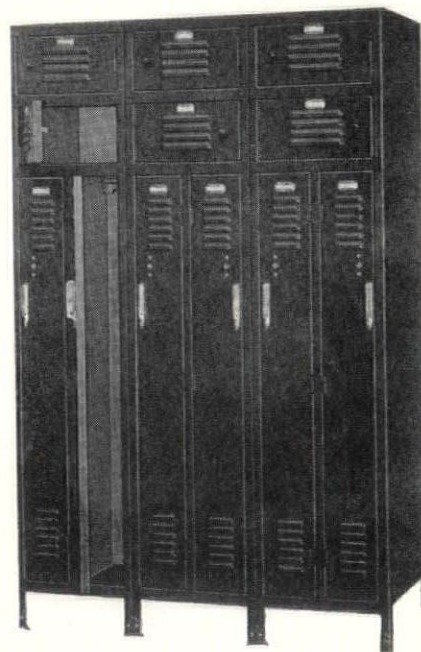
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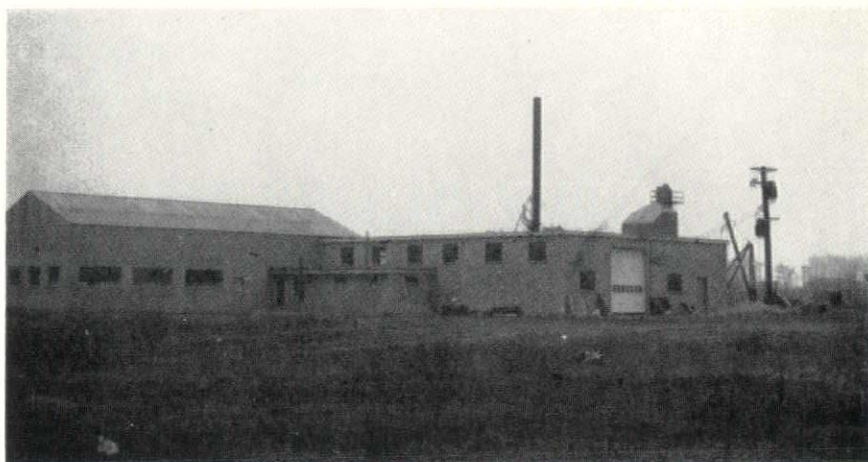
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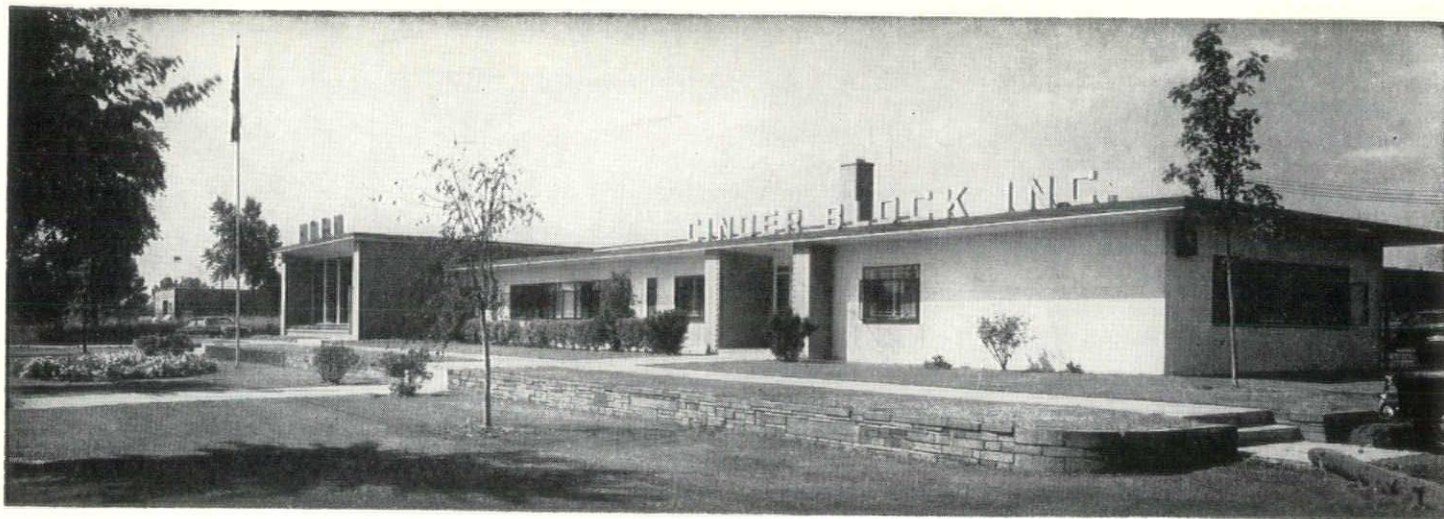
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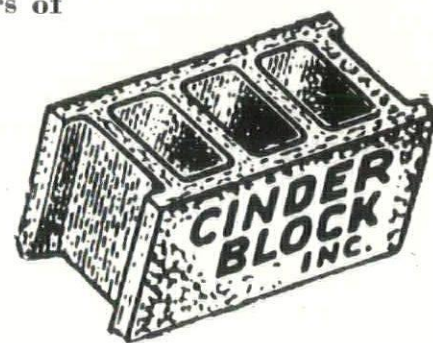
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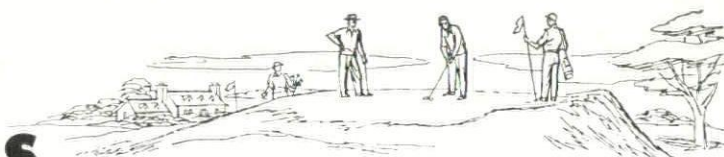
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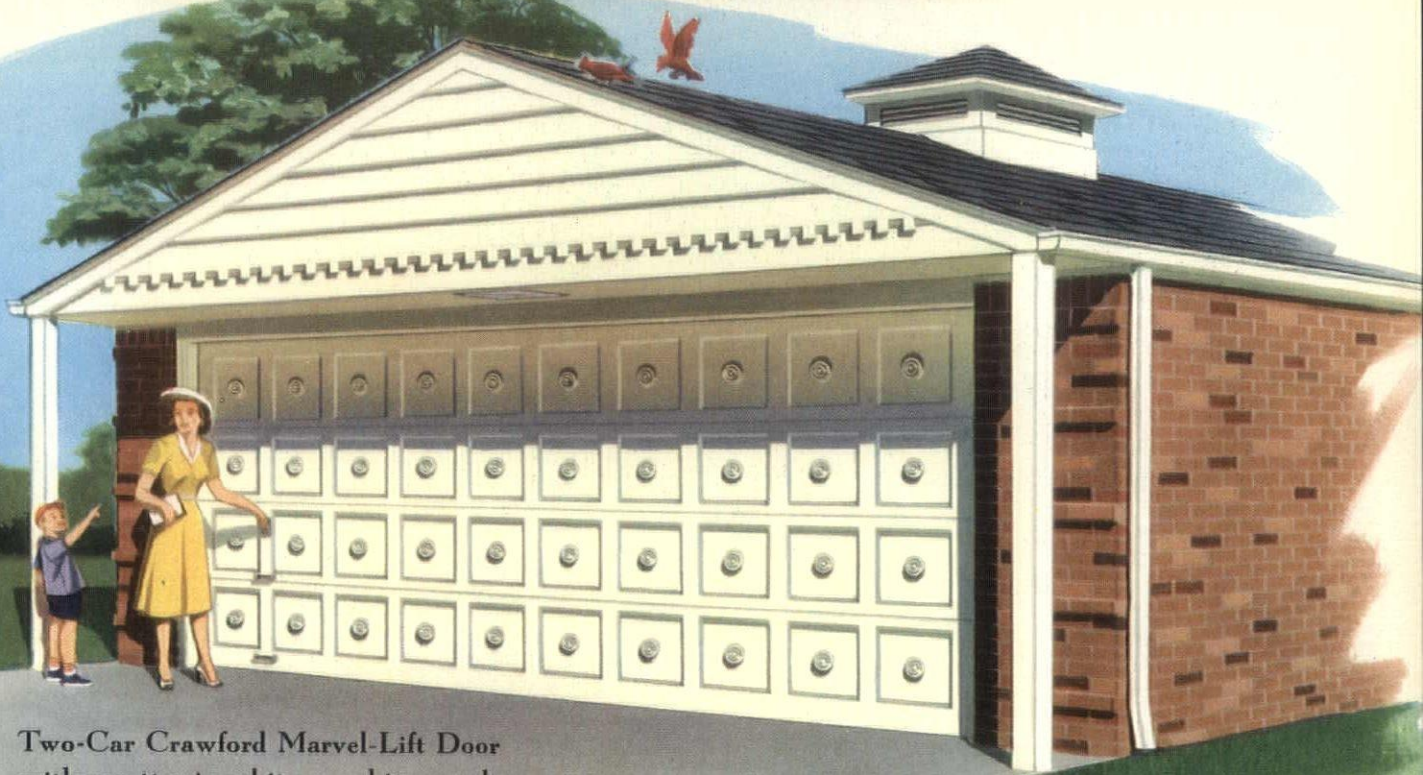
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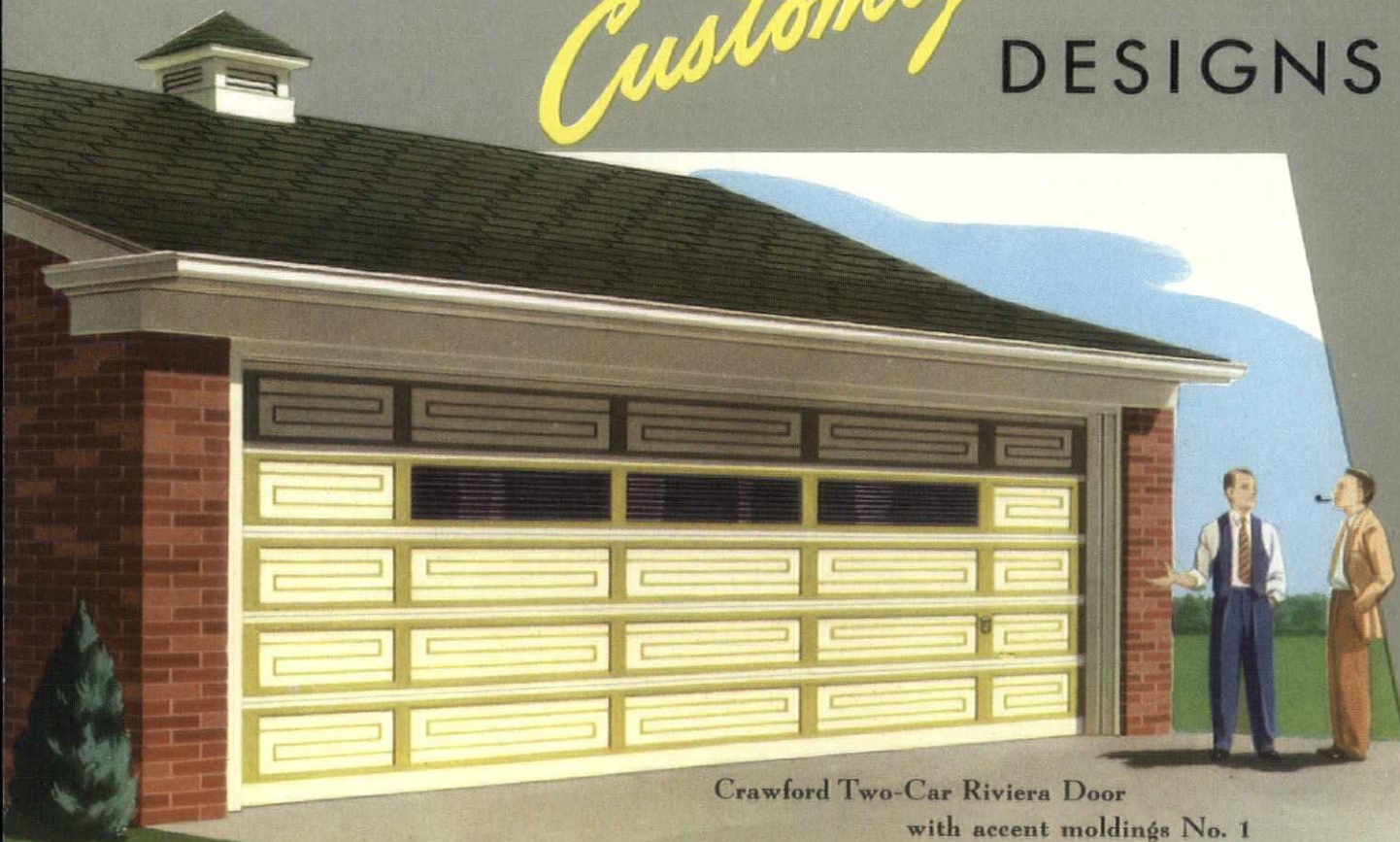


Two-Car Crawford Marvel-Lift Door
with rosettes in white on white panels

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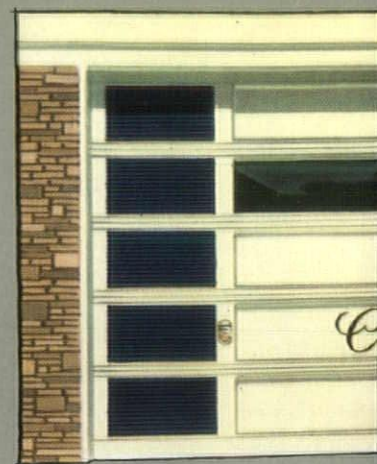


Crawford Two-Car Riviera Door
with accent moldings No. 1

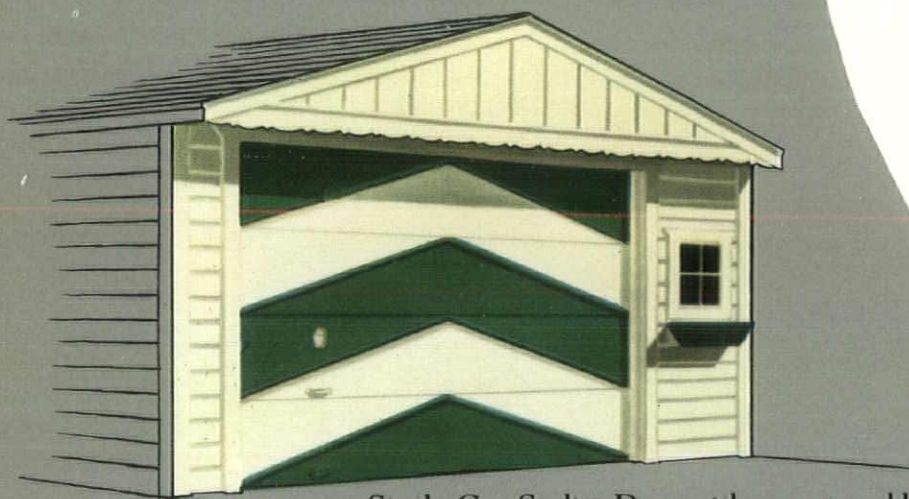
You are invited to visit us at our suite and at our booths 17 and 18,
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Single-Car Door with rosettes in white on contrasting colored panels. Design is repeated on service door.



Single-Car Rivet
contrasting color
gran



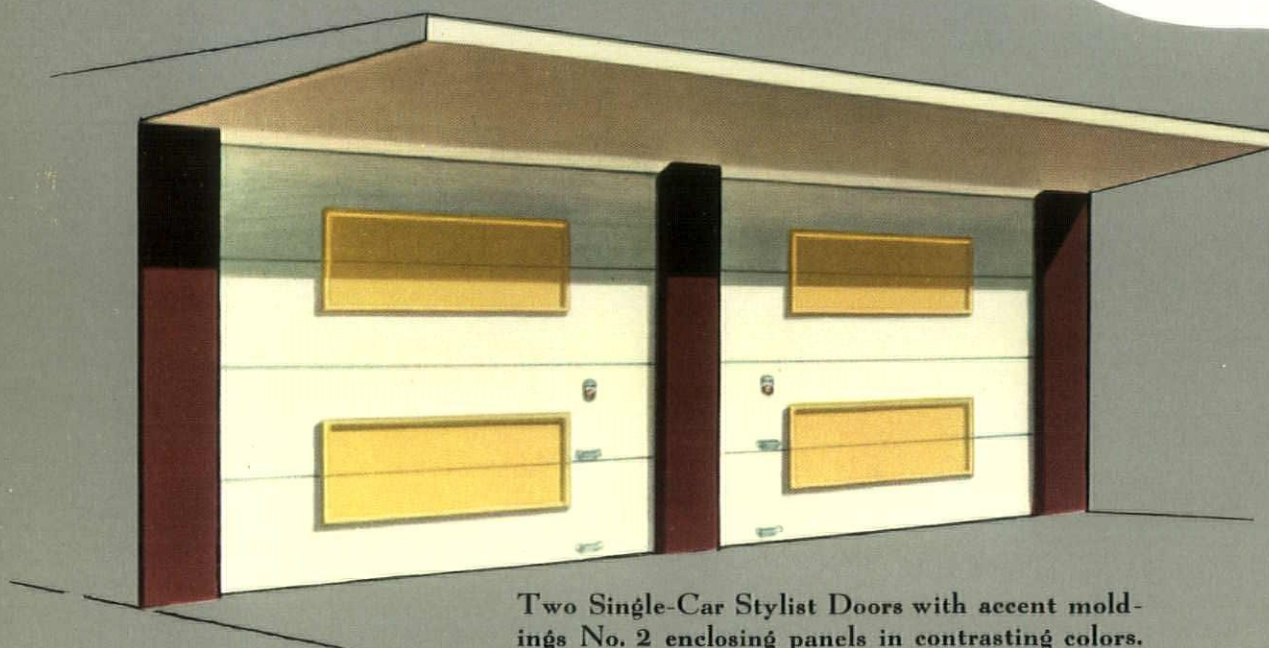
Single-Car Stylist Door with accent moldings No. 2 applied in a chevron design and panels painted in contrasting colors.

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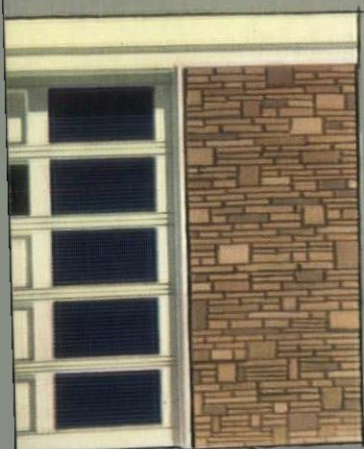
This demand arises from the fact that the door is, in effect, their "front door" because they drive up in the driveway.

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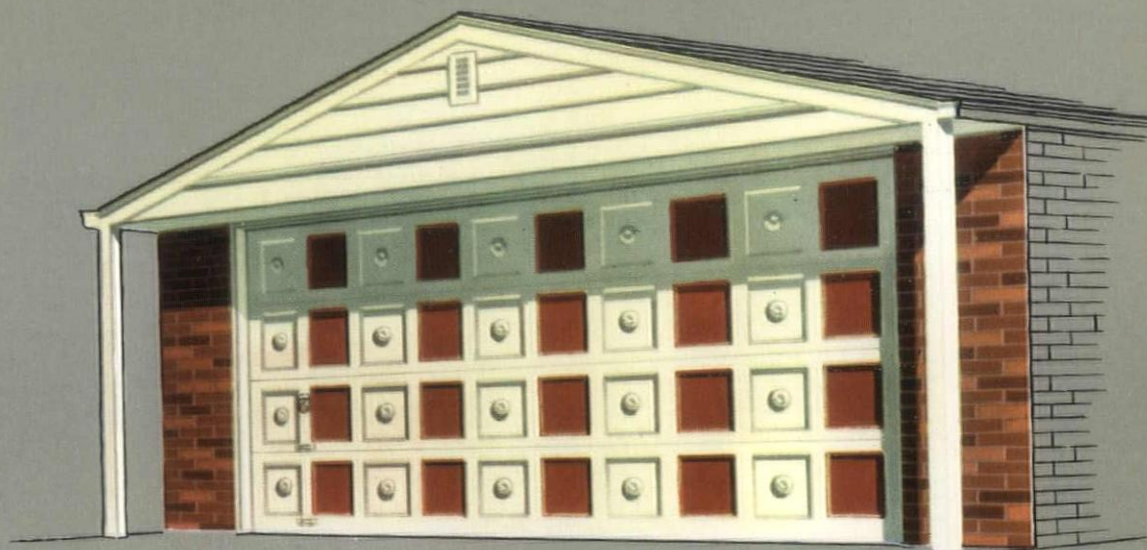
We'll be glad to offer suggestions and



Two Single-Car Stylist Doors with accent moldings No. 2 enclosing panels in contrasting colors.



or with false louvers in side panels and mono-center panel.



Two-Car Door with accent moldings No. 1 and rosettes in white on white panels. Contrasting color in alternating panels.

been introduced to meet the demand for a garage door—without the "custom

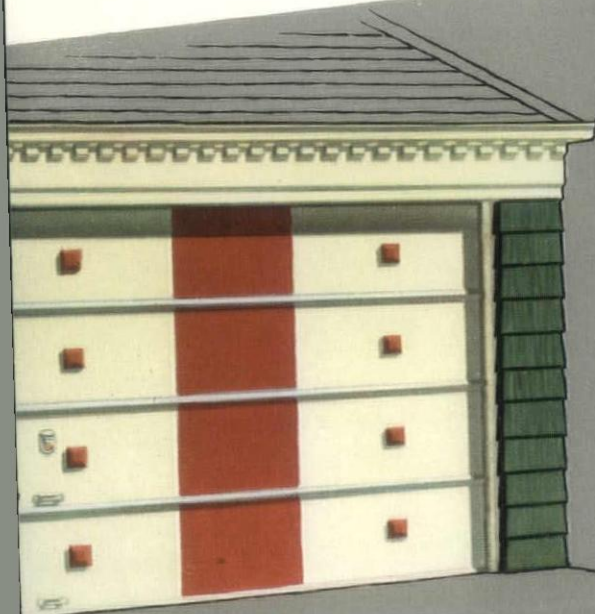
owners realize that today their garage door is the first thing that people see when

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Single-Car Stylist Door with accent moldings No. 3 applied in diamond design with rosettes inset.



Single-Car Stylist Door with rosettes on panels in contrasting colors and accent moldings No. 2 at each section.



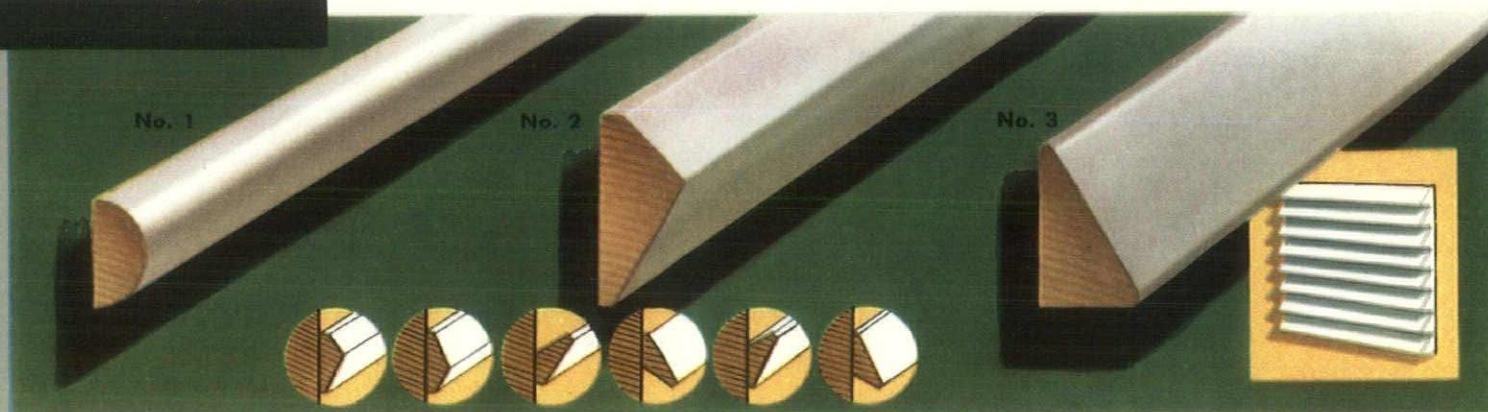
Single-Car Muntin Door with false louvers in harmonizing colors in side panels.

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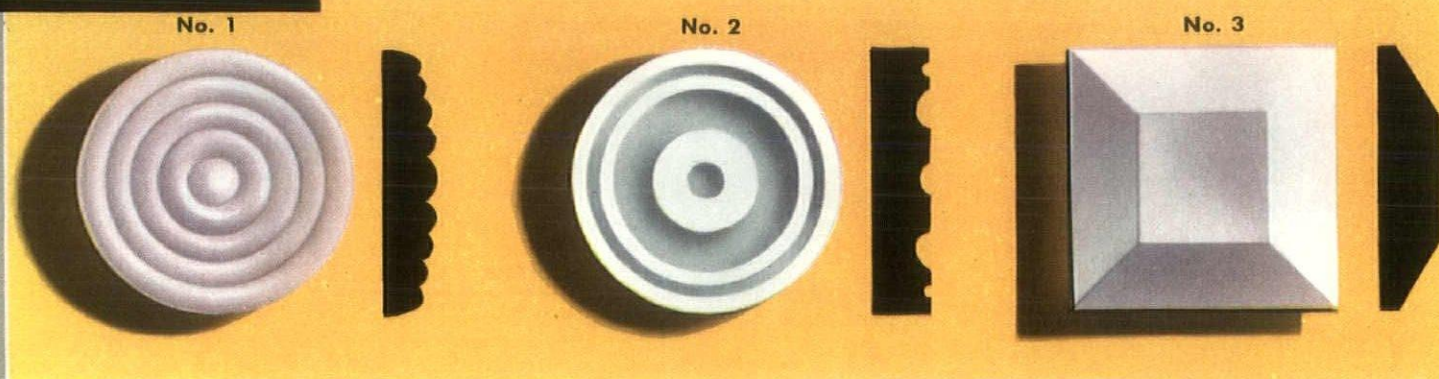
No. 1 molding is a half-round accent molding, $\frac{3}{4}$ " wide.

No. 2 molding is a beveled accent molding and is $1\frac{1}{2}$ " wide. It can be applied in six different positions, as shown.

No. 3 molding is triangular with two rounded edges. It is $1\frac{1}{4}$ " x $\frac{3}{4}$ " wide and is used to produce the effect of false louvers, as shown. It can also be used as an accent molding.



Rosettes are designed to give interesting shadow effects and various units can be combined on the same door. For example, rosette No. 1 could be used on alternate panels with rosette No. 3. And, rosette No. 2 could be used with rosette No. 3, the latter being positioned as a diamond rather than a square. Any of the accent moldings can be used with any of the rosettes. Rosettes are five inches in diameter.



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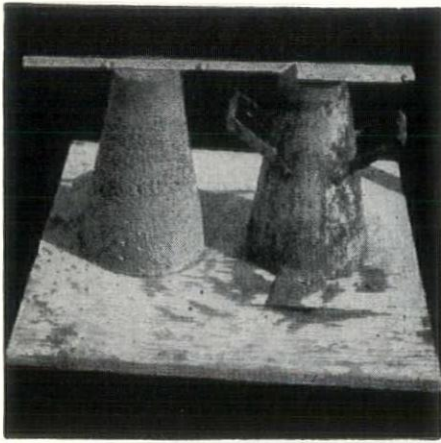
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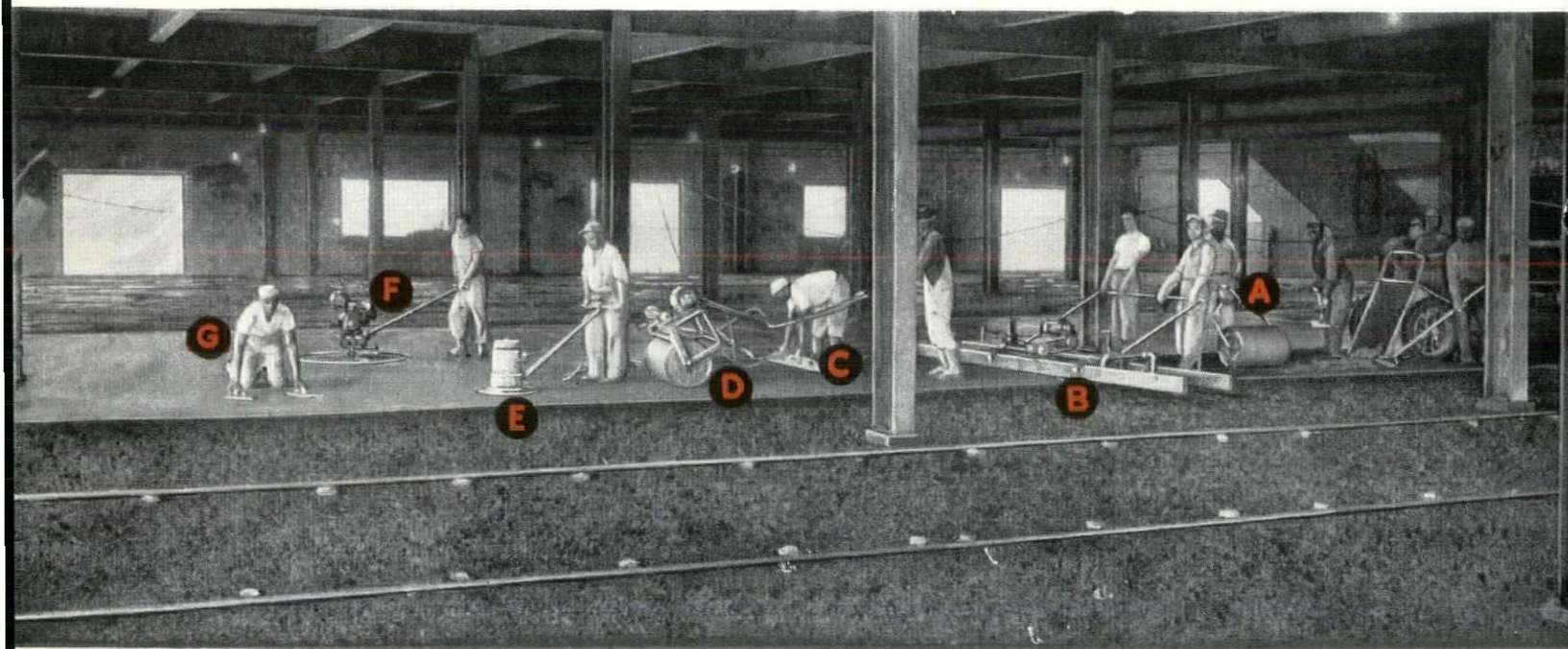
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'redesign hughes,' urges allen, as thousands cheer

"The new format unveiled by the January issue of the Bulletin of the M.S.A. is brilliantly successful, and reflects great credit on the taste and talents of Alexander Girard, Morris Jackson and Editor Talmage C. Hughes," said Roger Allen today in a press conference attended by a fellow who stopped in to see did we want any asphalt shingles. We didn't. Mr. Allen, I need hardly tell you, is the eminent architect, columnist and public speaker, also wet wash called for and delivered. "But the very perfection of the job done on the Bulletin raises a complex question—what about redesigning Tal Hughes?"

"The Bulletin is now very contemporary and Hughes ain't. We must proceed instantly to give Hughes a new facade. No doubt you will point out that Hughes is

better looking than I am. This is silly. Everybody is better looking than I am. When I pass along the street, small children clutch their parents and demand, 'Mommy, why is the man looking like that, huh, Mommy? Is it Hallowe'en again already, Mommy?' I laugh good naturedly at the tiny toddlers and kick their feet out from under them.

"Talmage, to be blunt about it, is not as pretty as his wife Margaret. By an odd coincidence, I have a wife named Margaret, too, and she is prettier than I am. I should hope so.

"First I thought we should redesign Hughes to look like a non-representational design by Piet Mondrian. And then I thought not. Next I thought perhaps we could make him look like one of the primitives by

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Michigan Society of Architects, 1953

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MAY—SAGINAW VALLEY A.I.A.

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JULY—EERO SAARINEN & ASSOCIATES

AUGUST—10th ANNUAL MACKINAC MID-SUMMER CONFERENCE

SEPTEMBER—O'DELL, HEWLETT & LUCKENBACH

OCTOBER—ANNUAL M.S.A. ROSTER (Geographical)

NOVEMBER—DETROIT CHAPTER, A.I.A.

DECEMBER—LEINWEBER, YAMASAKI & HELLMUTH

1954, JANUARY — WILLIAM EDWARD KAPP

FEBRUARY—FRANTZ & SPENCE

MARCH—40th ANNUAL M.S.A. CONVENTION

monthly bulletin, michigan society of architects

MONTHLY BULLETIN

Michigan Society of Architects

120 Madison Ave., Detroit 26, Mich., WO. 5-3680

Official Publication of the Michigan Society of Architects: Linn Smith, President; Charles B. McGrew, 1st Vice-president; Adrian N. Langius, 2nd Vice-president; Paul A. Brysselbout, 3rd Vice-president; Ralph W. Hammett, Secretary; Elmer J. Manson, Treasurer; Directors — Roger Allen, L. Robert Blakeslee, Phillip C. Haughey, Sol King, Ralph W. Knuth, James B. Morison.

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1953 Midsummer Conference—Clarence H. Rosa, Chairman.

Monthly Bulletin is also official publication of the Detroit Chapter of The American Institute of Architects: Amedeo Leone, President; Suren Pilafian, Vice-president; Gerald G. Diehl, Secretary; Leo I. Perry, Treasurer; L. Robert Blakeslee, Louis Rossetti, Paul B. Brown, Eero Saarinen, Directors; Talmage C. Hughes, Executive Secretary.

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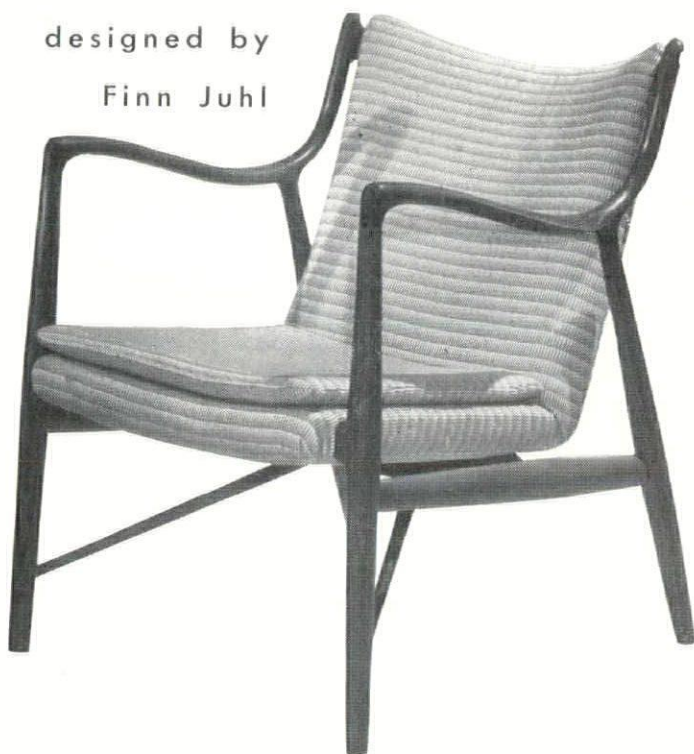
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Georges Roualt—St. Francis, perhaps—but it occurred to me that if Talmage showed up with one eye six inches lower than the other it might have a depressing effect on the advertisers.

"Next I thought we should rebuild Talmage to look like Charlie Firestone of Canton, who is a very sightly fellow indeed, but if we did this, it would leave Charlie nobody to look like except me or Hughes, and Mrs. Firestone would not like this. Mrs. Firestone is better looking than Mr. Firestone. There must be some kind of a law that architect's wives must be better looking than their husbands. This is one of our better laws.

"Right in the middle of this quandry I met a fellow representing something called Nu-Grain, who goes around taking old beat-up hotel furniture of a depressing walnut shade and reprocessing it in blonde finishes. This is the deal for us, boys. We will send Hughes to Chicago and give him a limed oak finish. If this works he can send me to Chicago and get me a prima vera finish.

"This may be the biggest step towards the beautification of Michigan since Kim Sigler bought that baby blue Tuxedo," concluded Mr. Allen, throwing another asphalt shingle salesman on the fire and plying the bellows.

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detroit chapter's next meeting

Minoru Yamasaki, A.I.A., of the Detroit and St. Louis firm of Leinweber, Yamasaki & Hellmuth, Architects, was the speaker before a meeting of the Detroit Chapter, A.I.A. in Detroit's Rackham Memorial Building on the evening of February 19. His subject was, "Is Architecture a Business or a Profession?" The speaker divided his program into three parts; slides of contemporary architecture, done recently by his firm, a paper on his subject, and a question-and-answer period. President Amedeo Leone presided.

In pointing out that the architect has economic, social and esthetic responsibilities to his client, Yamasaki lamented the fact that Detroit is far from the city beautiful. In fact, he said, "It is downright ugly."

The discussion which followed the talk was one of the most spirited we have had for a long time, and altogether this was one of the Chapter's best programs.

chapter march meeting

Frederick A. Gutheim, A.I.A., of Washington, D. C., will be the speaker at a meeting of the Detroit Chapter, American Institute of Architects in the Rackham Memorial Building on March 25. His subject will be "What's happening to American Architectural Design?" His address in the auditorium will follow a Chapter dinner in the same building.

Gutheim, until recently assistant executive director of The A.I.A., in Washington. He was author of "Frank Lloyd Wright on Architecture," published in 1941, and of "The Popomac," published in 1949.

Marcus R. Burrowes, fellow and member emeritus of The American Institute of Architects, formerly of 24300 Locust St., Farmington, Mich., is now located at 226 University Crescent, London, Ontario, Canada. Burrowes, who until recently practiced in the Architects Building, 415 Brainard St., Detroit, is a past president of the Detroit Chapter, A.I.A. and of the Michigan Society of Architects. For many years he and the late Richard H. Marr, architect shared offices at the Brainard St. address. The practice is now being carried on by Richard Marr's son, Carl B. Marr, A.I.A.

Daniel C. Bryant, A.I.A., formerly of Port Huron, has transferred his membership from the Detroit Chapter to the Chicago Chapter.

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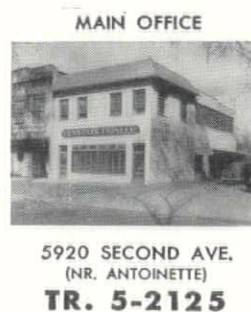
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convention will have many features

Linn Smith, President of the Michigan Society of Architects, announces that the program of the Society's Thirty-ninth Annual Convention to be held at Detroit's Hotel Statler, March 11-13, 1953, will be outstanding in many respects.

General Chairman, James B. Morison, A.I.A., has had the support of committee members, headed by some of the most able workers. Featured will be an exhibition of architects' own homes, or what the architect does when he has himself for a client. There will also be a showing of winning designs in the Kirlin lighting competition and a comprehensive display of building materials and products.

The show will open Wednesday afternoon, March 11, and the ladies committee will be on hand to serve as hostesses during registration and the social evening to follow. At this complimentary function there is to be a practical demonstration of architects as craftsmen, and a jury of tradesmen will award prizes for the best brick-laying, carpentry, etc.

Committee Chairmen for the various events are Suren Pilafian, Arrangements; Sol King, Publicity; Edward G. Rosella, Registration; C. L. T. Gabler, Entertainment; Lyall H. Askew, Program; Stewart S. Kissinger, Product Exhibits; Jack K. Monteth, Architectural Exhibits; Louis G. Redstone, Architect's Own House Competition; E. John Knapp, Design; Sol King, Leo M. Bauer, Talmage C. Hughes, Advisory.

Complimentary breakfast meetings for the Society's Board of Directors and for delegates from the three chapters will be held Thursday morning. At the business meeting Thursday morning Leo M. Bauer, past president of the Society, will be the keynote speaker. At the two luncheons, Thursday and Friday, and at dinner Thursday evening Society vice-presidents will preside.

The Eleventh Annual Michigan Building Industry Banquet, concluding event, Friday evening, will, as usual, tax the facilities of the hotel. At this event the Society's medal will be awarded to an architect who has made an outstanding contribution to the profession. Also an honorary membership will be awarded, and there will be announcements of awards in the competitions at the convention. President Linn Smith will preside and Adrian N. Langius will be toastmaster. Cal Tinney will be the speaker.

Cards for reservations for the various events are being mailed to all members, and they should be returned promptly in order that committees may make reservations. Banquet tickets are to be obtained through the Banquet Committee, care of Builders & Traders Exchange, 2210 Park Avenue, Detroit 1, Mich. Room reservations should be made direct with the Hotel Statler.

During Convention the exhibit, "Italy at Work" will be at The Detroit Institute of Arts. This is an outstand-



James B. Morison

ing show and should be of interest to architects and guests.

The map of Michigan with cartoon calling attention to the Convention is the second done by Maximilian Jaeger, of the Albert Kahn organization. It was secured through the cooperation of our director Sol King of that office. This year Max Jaeger has been active in the field of art, having exhibited at the Kirk of the Hills and at the Scarab Club. He feels there is much to be gained by closer coordination of architecture and the allied arts. He is following in the footsteps of the late beloved Albert Kahn who was an active member of the Scarab Club.

program for 39th annual convention

WEDNESDAY, MARCH 11, 1953

- 5:00-8:00 P.M.—Registration, Foyer of Grand Ballroom—Men \$2, ladies free. And viewing of exhibits
- 8:00 P.M.—Social Program and Refreshments, Grand Ballroom
Complimentary—Host to be Announced

THURSDAY, MARCH 12, 1953

- 8:00 A.M.—Breakfast, Ivory Room
Board of Directors (Complimentary)
- 8:00 A.M.—Breakfast, Wayne Room
Delegates Caucuses (Complimentary)
- 9:00 A.M.—Registration and Viewing of Exhibits
- 10:00 A.M.—Annual Business Meeting, Wayne Room
Keynote Address by Leo M. Bauer, Past President
- 12:30 P.M.—Luncheon, Ballroom (\$3.25)
Complimentary Cocktails — Host to be Announced
First Vice-President, Charles B. McGrew, presiding

- Report of John N. Richards, Regional Director, Great Lakes District, A.I.A.
- 12:30 P.M.—Ladies Luncheon, Detroit Athletic Club (Complimentary)
- 2:00 P.M.—Address, Ballroom
Second Vice-President, A. N. Langius, presiding
Speaker: Ben John Small, A.I.A.
Subject: "Specifications, Servant or Master?"
Discussion following address
- 4:30 P.M.—Viewing of Exhibits
- 5:30 P.M.—Cocktail Hour, Bagley Room
Host—Producers' Council
- 6:30 P.M.—Dinner, Wayne Room (\$4.75)
- 8:00 P.M.—Address, Ball Room
Speaker: William Lescaze, F.A.I.A.
Subject: "Viewing of Exhibits"

FRIDAY, MARCH 13, 1953

- 8:30 A.M. sharp—Tour, General Motors Technical Center
By ticket only (complimentary)
Ladies invited
- 11:30 A.M.—Ladies Cocktails, President's Suite

- Host—Michigan Society of Architects
- 12:30 P.M.—Luncheon, Bagley Room (\$3.25)
Cocktails—Host to be announced
Third Vice-President, Paul B. Brysselbout, presiding
- 12:30 P.M.—Ladies Luncheon and Fashion Show, Terrace Room (\$3.25)
- 2:30 P.M.—Address, Bagley Room
Speaker: Philip N. Youtz, A.I.A.
Subject: "Architecture with a Lift"
- 4:30 P.M.—Viewing of Exhibits
- 7:00 P.M.—Michigan Building Industry Banquet (\$7.00)
President Linn Smith, Presiding
Adrian N. Langius, Toastmaster
Speaker: Cal Tinney
Subject: "Famous People I have Third-degreed"

Note: Reservations for Banquet should be with the Banquet Committee, c/o Builders & Traders Exchange, 2210 Park Ave., Detroit 1. Woodward 2-5500.

the convention speakers

Ben John Small, A.I.A., a partner in the New York firm of Alfred Hopkins and Associates, Architects, will be a speaker at the Society's 39th convention at the Statler the afternoon of March 12.

Architect Small, an authority on specifications, and author of "Streamlined Specifications Standards," published last year, will speak on that subject, "Specifications — Servant or Master?"

A specialist in specifications for 24 years, Mr. Small is co-author of "Architectural Practice," a lecturer at Columbia, Princeton and V.P.I. He currently conducts a feature in Progressive Architecture entitled "Spec Small Talk."

In view of the widespread concern over this subject, it is obvious that all members of the building industry can gain much by attending Mr. Small's lecture, and all those interested are invited to attend.

Following the lecture, a question-and-answer period will enable attendants to express their views.

William Lescaze, F.A.I.A., of New York, designed the world-famous "glass skyscraper" in Philadelphia which is still reaping architectural honors. The Philadelphia Saving Fund Society Building, though built 21 years ago, belies its age with its two acres of plate glass exterior, giving the effect of a gigantic tower of glass overlooking the heart of Philadelphia's shopping district.

Lescaze has crusaded for contemporary architecture through his own outstanding work and in his many books and articles. "On Being An Architect" was published in 1942

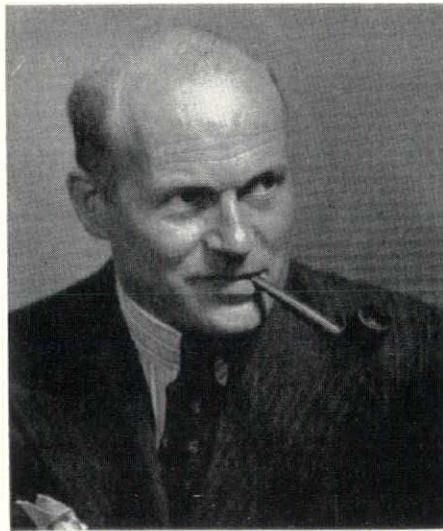


Ben John Small

and "The Intent of the Artist" in 1941. He has lectured extensively at universities, museums and to professional groups, and was visiting critic at Columbia University for two years.

Born in Geneva, Switzerland in 1896, he graduated from the College de Geneve in 1914 and the Federal Polytechnic Institute of Switzerland in 1919. He worked in devastated areas of France for a year prior to his arrival in the United States in 1920. He became an American citizen in 1929.

He was awarded the silver medal at the Paris International Exposition, 1937; medal of the Philadelphia Chapter, A.I.A., 1940; silver medal by Pan American Congress of Ar-



William Lescaze

chitects, and an honor award by the Southern California Chapter, A.I.A. for the Columbia Broadcasting System building in Los Angeles. He will speak Thursday evening.

Philip N. Youtz, A.I.A., a practicing architect, author and teacher, of New York, will be the speaker at the afternoon session, Friday, March 13.

Youtz is a most versatile person, having designed schools in Canton, China, as well as many other structures in this country.

The speaker was graduated from Amherst College in 1918, and he received his M. A. degree from Oberlin College in 1919. He has taught architecture at Columbia University and at Peoples Institute in New York City. In the field of art, he has been curator and director of museums in



Cal Tinney

Philadelphia and in Brooklyn. He served as president of the American Federation of Arts from 1936 to 1938.

Mr. Youtz was Director of Pacific Area, Golden Gate Exposition, San Francisco, 1938-39. He engaged in travel and exploration in South America, 1939-41, and was consultant for the government, on research and development, during World War II.

While Mr. Youtz is also editor and author of many important works, he is perhaps best known for his recent invention of "skyhook" for construction of monolithic concrete floor slabs without forms.

World Travel and a residence on millionaire row in Tulsa hasn't changed him. The fact that he's written for AMERICAN, READER'S DIGEST and LIFE and that his syndicated newspaper column has been read by millions doesn't impress him. It's true he's been heard on three radio networks and a television network — but the homespun humor and whimsical philosophies that have been heard on the air are as much a part of the real Cal Tinney as the large hat he wears.

"The hat is 'Oklahoman'," according to Tinney. "In Oklahoma they're big enough to shade us but not big enough to shade us and the horse."

Cal Tinney looks something like Will Rogers but his lecture bureau doesn't allude to the classic Oklahoman humorist in Tinney promotion.

The colorful Oklahoman gathers material for his platform appearances and newspaper columns by traveling everywhere and talking to everyone. He goes on the theory that every man, woman or child he meets may be the leading character in a story that is worth repeating.



George H. Miehl

construction is everyone's business

An address by George H. Miehl before the Producers' Council in Detroit on February 9, 1953. Mr. Miehl, President of Albert Kahn Associated Architects and Engineers, Inc., is an honorary member of the Michigan Society of Architects. He was recently nominated for the office of Director of The Engineering Society of Detroit.

This evening it will be my privilege, with your indulgence, to talk with you about certain phases of the construction industry, to develop a part of the historic background of that industry, to show how construction is predominant in determining the destiny of nations, and to develop certain thoughts which may perhaps have occurred to many of you, and which are of vital importance not only to the segment of our people who are directly engaged in construction, but of focal importance to our national welfare. In this discussion, we shall recognize the age and dignity of our industry, because the construction industry is the oldest known to man. It began when man began, because when the first eviction case came before the supreme court, and judgment was rendered, it became necessary for Adam to bestir himself to provide shelter and food for himself, his wife and the children who came from that union. Food and shelter have been basic elements of survival ever since, and construction has been essential to their maintenance and development.

We shall recognize also that the construction industry, although an old and important industry and only one segment of our overall economic structure, is nevertheless a very important cornerstone in that economic

structure. What we in the construction industry do, how well we occupy ourselves, how efficiently we do our job, has an effect over an ever widening sphere.

What is our industry composed of — what makes it run — what makes it virile — wherein lies its strength or its weakness? The industry could not function at all if it were not comprised of three integrated branches — all having their root firmly secure in the earth from which the industry derives its basic elements — iron ore, tin, asphalt, cement, aluminum, coal, oil and the thousands of elements which are used in the industry or whose processing is dependent upon the industry. Three main branches, all working in coordinated harmony, lend stature and dignity to the industry: Management — inventive management, imaginative management, with adequate financial and technical resources; Material — adequate material, not limited by artificially created scarcities, and with the virility and confidence of performance instilled by constant research; and Labor — that vast group of people who, by the skill of their hands, their minds and their hearts fashion into physical being the facility that Architects and Engineers design and which the Owner wants and is willing to pay for. The Owner

is, of course, an indispensable part of this business. Without him we should not have a construction industry. He is the fellow with the money and when we consider that under present tax laws, he needs to earn from \$2.00 to \$3.00 before he can lay aside the next dollar for building purposes, we note that the building dollar which he entrusts to you and to me to spend for him is an expensive dollar indeed. It behooves us to spend it wisely.

Another part of the team — the Architect-Engineer — is not entirely indispensable; he can be gotten along without. But the good Architect-Engineer can make it worth an Owner's while to engage him because he more than pays his way; if he doesn't do at least that, he has no business on the team. Too many Architects and Engineers give an Owner only what he initially wants. That is wrong. The true Architect-Engineer shows an Owner what he needs — and makes him want it.

But this evening we are not going to talk at length about the Owner nor about the Architect-Engineer. Nor are we going to discuss at too great length another collective individual who had an idea that he owned the ball and bat and insisted on getting on the team. Government as it was intended to be constituted

in this nation was the agent of the people. It was designed to receive only such powers as are delegated to it by the people. During times of great stress and emergency, it becomes essential that the people temporarily give up some of the rights and privileges inherent in the individual and permit them to be administered in the interest of the common good. The trouble arises that once these individual rights and privileges have been delegated, they are not easily reclaimed. The result of recurrent and continuing stress and emergency has been a stifling of individual enterprise, because you cannot have individual enterprise in its highest form unless the incentive to excel is kept alive. How do we maintain that incentive? By recognizing the true meaning of profits in business; by assuring the people of a sound dollar; by recognizing the force of the law of supply and demand; by a moderation of the tax laws such that the goose which lays the golden egg may not die to lay no more; by recognizing that only men and machines at work are productive of economic health and national wealth; by less government in business and more business in government.

You and I have a stake in this — a big stake. And make no mistake, what affects the building industry affects the nation adversely — because the building industry is basic. We are all allied to it in some form or other, even though we do not build bridges or roads, or dams or buildings — each individual is dependent upon the building industry, because therein lie the basic elements of survival — food and shelter. You cannot have them without construction; you cannot have them in increasingly better form or supply unless construction is unhampered by artificial road blocks in its quality, its quantity and its diversification. Nowhere in history of nations has this been more forcibly exemplified than it has here in America. Upon a virile construction industry depends the welfare of peoples and their standard of living.

If ever there was an American Period of Architecture, I believe that it will be reflective of the constant change with which American Industry and Commerce have imbued it; it will be reflective of the cycle of build, alter, tear-down and rebuild — as exemplified by industry and commerce, particularly over the past half century. Progress and change are nurtured on discontent, America was founded on that premise. The American people were comprised initially of the discontented elements of many nations — men with ambition, men with a desire

for liberty, men who were willing to carve out of the wilderness a place for themselves and their homes by the work of their hands and their hearts. I hope that we shall never lose that discontent, because upon it we make progress, we build commerce, we interchange ideas and products and ownership. It is this incessant and insatiable desire for change and improvement that has given American industry and commerce their stature and has required construction methods to keep pace.

The dead civilizations of past centuries intrigue us, and archeologists have delved into their histories as depicted by their writings, their art, their structures, to determine, if possible, how they lived, what they produced and why they died. Much of this is buried in the unknown, but many of their structures have endured as monuments to them over the centuries. This era in which we are privileged to live will be known in future centuries not by the physical monuments we leave behind, but by the productive imagination of industry and commerce which blazoned a cycle of build, alter, tear-down and rebuild, and a profound faith in the destiny of America and the American people. And the construction industry has been a proud partner.

History will probably also record this era as one of discard and waste. Certainly there is waste in the commonly accepted definition of the word. But the commonly accepted definition is not entirely correct. To denude our forests without reforestation, and permit the fertile soils of our fields to be eroded into the rivers and oceans — that is waste. To take crops from farms with no effort to maintain the fertility of the soil — that is waste. To squander time in useless pursuits — that is waste. To discard the individual know-how and experience accumulated over many years by arbitrary forced retirement from active productive effort — that too, in my opinion, is waste. But waste the commonly accepted definition is not an evil when it is instrumental in providing something better than what has been discarded. If a better engine can be built which uses one-third less fuel than the old one, thereby in fact increasing our fuel reserves, then, by all means, we are justified in throwing the old one away. If a locomotive can be constructed which converts an inexpensive fuel into electric energy, thereby permitting that locomotive to require less weight and greater pulling power — then we are certainly justified in discarding the coal fired steam locomotive. That kind of waste

is not actually waste at all; it is conservation of energy. That is the kind of waste by means of which we have in our homes the automatic washer, the dryer, the electric stove; through that kind of waste we have on our farms the tractor, the gang plow, the combined reaper. That is the American way — wherein man's labor is taken over by the machine, wherein we have been able to produce more and are able to enjoy more of the comforts and conveniences with less manual effort. That is why we have more in America than in any other land under the sun.

The United States with 6% of the earth's land and 7% of its population nevertheless produces food sufficient not only for itself, but for many millions outside its limits. It has 70% of the world's telephones; more than 70% of the world's automobiles. How did all this come about? Certainly not through communal, collective farms or enforced labor as in Russia; certainly not through Socialism and nationalization of industry as in England. No, it came about because men of vision, men of imagination, men of inventive genius were able to work unhampered by artificial controls, in an atmosphere of free enterprise — and were able to enjoy not only the satisfaction of accomplishment, but also a goodly portion of the profit derived therefrom. That has been the American way and, in general, that way has been good. We must never lose sight of the fundamentals upon which it rests and sell that birthright for a mess of pottage.

What can the construction industry do to maintain the strength of the American way? By the virility of true construction service. The most important theme is service. You may be an Architect and Engineer, and you embrace within your organization all the know-how of design of a church or a school or a hospital or a factory — but what you really sell to an Owner is service, personal service. The other attributes modify that service and make it poor or mediocre or superb. You may be a General Contractor or a subcontractor on specialized items, such as roofing or sash or steel or the many other items that are required in a finished structure, but over and above the materials you install in a building, you actually are selling only one important commodity — personal service. You may be a manufacturer's agent or a salesman looking toward the wants of a contractor in the matter of materials, but your salesmanship is not complete and fully rounded unless your products carry with them the all-

important item of personal service. And labor, skilled and unskilled, whose talents and abilities are so indispensable to manufacture and who install the many items required for a building — be they brick or mortar, or finished wood work, or the menial task of moving earth — all such labor is soul satisfying only if done with the motto "I, too, serve."

Some time ago I was invited by Leo Bauer, the then very energetic President of the Michigan Society of Architects, to discuss with a panel of persons engaged in architectural practice, the operations within a large architectural and engineering organization. Other speakers handled the operations in the small and medium sized organizations. I should like to quote one excerpt from my discussion at that time, because it has a bearing on this theme:

"Whether the organization is large or medium or small — the primary function of the organization is service. It is the only commodity we have to sell. If an organization becomes so large in numbers and in operations that the immediate official family cannot have a fairly intimate concept of all projects and be in position to discuss them intelligently with an Owner, then, I am convinced the organization is too large. If the head of such an organization is too busy to have his door open for discussion with individual members of the organization of their intimate problems, their ambitions and to take a personal interest in their progress, then I am equally convinced the organization is too large. The aim must first be for quality of service. It is that and not numbers alone which makes an organization big."

If that is true of the Architect-Engineer organization (and I believe with all my heart that it is), it is equally true of the Contractor who manages construction, of the Supplier who furnishes the materials of construction, and of Labor which furnishes the skills for the integrated whole. Some of us have been prone to forget this all-important element, in a period when our products and our abilities have been in great demand and it has done us no good. Just as the manufacturer who had the foresight to move from an obsolete plant into one with modern up to date appointments will be in a preferred position in the competitive days ahead — so, too, will those in the building industry who have never lost sight of the beacon of service be in a preferred position in the days that will test its calibre. Prosperity is something which is not artificial, something which is not handed to a nation as its constant

diet, but something which needs to be cultivated and worked for. How prosperous are we? How real is the prosperity which we have been told we enjoy? How hard have we worked to achieve it — or more important — how hard are we working to maintain and improve it? Let us see.

First, nearly every one in this nation is handling more dollars than at any time in his career. But if a foot were arbitrarily decreased to six inches instead of twelve, would you thereby become physically taller? No, and neither are we any richer alone because we receive more of the current dollars. So, in our prosperity, we must discount the inflationary phase as an unreal measure.

Are we more prosperous because a varying percentage of the production capacity of men and machines and of raw materials is being expended in the making of munitions and implements of defense and of war? We are, but only insofar as we thereby lay aside and accrue, in our treasury of knowledge, methods or machines, or know-how that may be applied to the enhancement of man's stature. The actual production of tanks and guns and atomic bombs — though virtually essential for our defense — nevertheless is useless in improving the standard of living. Such production may even temporarily depress our standard of living because of its impact on our economic structure. We must therefore place some percentage of discount upon war production or defense production in our measure of real prosperity.

Real prosperity can be measured only in terms of national goods and services which are available to the civilian population and to all sectors of that civilian population. It is the total of such goods and services available and within the reach of each individual which determines whether the individual may have them in increasing amount, whether he may have them in constant amount, or whether they are available in decreased amount. Immediately subsequent to World War II, there was a measurable increase in goods and services available. The improved technique of production developed during the war years, the inventions of the war years, modified for civilian use, gave great impetus to real prosperity. There has been further improvement since then in national production, but it has been slow — so slow, in fact, that when the increase in national population is considered, the actual real value of goods and services available to each individual today

is no more than was available to each individual in the first year following World War II. This is not the progress of which America is capable.

There is no finer symphony depicting the story of success and prosperity than men and machines at work; and the world is in need of more work, not less. The higher we progress in what we choose to call our standard of living, the more work necessary to maintain that progress. You can have more leisure only through more intensive work. We get nothing for nothing. To make a washing machine or a tractor or an automobile or a television set requires just so much labor. You either provide that labor with hand and back, or combine these with more efficient tools, or your brain thinks up more efficient ways of performing that labor through a combination of hand and mind and machine.

There is no more energy in the universe today than there was when the world was created. We do not create energy; we do not increase energy; but, by application, we have found and will continue to find — if we are diligent and aggressive — better and more efficient means of using the energy that surrounds us — in the air, in the sea, from the sun, from the earth — and we have only scratched the surface of some of these sources. But none of the energy which we obtain from the sun, or from the reservoir of energy stored in the air, in the sea and in the earth — none of this energy is automatically good — it must be controlled. It must be developed by man and controlled by man. If we lose the energy of mind and hand and heart, all the energy from the sun, in the sea, the air and the earth will be useless to the improvement of man's stature. The sun's rays falling on a field will not produce wheat unless we first till the soil, sow the wheat and maintain the soil's fertility. Coal will burn, but not usefully, unless its heat is directed to alleviating suffering from cold, or to the cooking of food, or to the making of steam. It will not do these things automatically — man must direct them. Men must work — the basis of our individual economy is work and too many of us have lost the will. Why? I can see many reasons for it. Ever since World War I, the nations of the earth have been threatened with war. Some of the nations cultivated that threat through blind following of their ambitious leaders. Others have sought to counteract this threat by collective methods of security and in both processes the individual delegated or permitted to be delegated certain

of his inherent rights to a state which became more and more socialistic and paternal; and the state relished the role. The expenditures for collective destruction through the medium of war; the expenditures for collective defense against the threat of destruction; and the taxation which is corollary thereto in an ever rising spiral has increased the dependency of peoples upon their centralized government. The result has been, or, if continued, will be, the destruction of individual initiative because individual initiative thrives only on incentives.

Be as idealistic as you wish, but in the final analysis, incentive thrives only on profit — profit in property, in money, in enhanced living standards, in credit, in renown, in satisfaction for serving fellow man — either singly or in combination. Profit is essential to incentive. Money may be the root of all evil — but it is the root of incentive for material advancement too, and, when honestly accumulated and wisely administered, it is not the root of evil at all — it is the life blood of free economy which recognizes individual initiative, individual enterprise, and the rights of all to life, liberty and the pursuit of happiness.

Every individual is entitled to acquire property, to use it and to hold it, safe against seizure as long as he administers that property in keeping with the moral and legal principles of private ownership. And every individual has the right and the duty to work and to produce — and thereby he is entitled to the fruits of his labor to the degree that economic factors permit; and he is entitled to these fruits to the extent

to which he applies his talents. Every man has that responsibility and that right, be he salesman, or engineer, or architect, or carpenter, or bricklayer, or laborer. There is no other way to foster incentive in peacetime than to recognize those individual responsibilities and those individual rights.

In the interest of a healthy and virile building industry, it is essential that incentive be fostered in all its branches. I do not believe that individual incentive can be maintained unless there is recognition that individual skills are proportionate not alone to years of experience, but also, and to a greater degree, to innate ability and a will to apply that ability. The road blocks to that recognition must be removed in all branches of our industry if it is to continue as the bell wether of real prosperity. It cannot maintain that position if individual incentive is stifled by lack of recognition of a basic fact — that even though all men are created equal, they are not all equally able, equally ambitious, equally willing to apply their abilities — and should therefore be not equally rewarded.

In all of our discussions of the economic side of our existence; the acquisition of material goods; the owning of property, and the enjoyment of that ownership; the invention of new and better ways of doing things; the ability to perform our tasks more rapidly and more efficiently, thus permitting more leisure — all of these must be founded not alone on the rock of sound economics; they must be based on the moral principles of right and wrong. Our founding fathers recognized these principles in the Declaration of In-

dependence and in the Bill of Rights. It would be well for all of us to read and to reread these historic documents.

Because an economy delegates all authority to the state and makes man a chattel of the state does not change the moral principle that such a state is not right — but morally wrong. You cannot legislate wrong into right. If a principle is wrong, it remains wrong forever, inalterably, because Truth is eternal and unchangeable. Sin cannot become a virtue because more and more of us commit sin. And laziness and sloth will never become virtues because more and more we lose the will to work.

Any economy which is not founded on the moral principles of right and wrong will not survive. That is why the communistic state will definitely fail to survive — because it disclaims all the moral virtues and bases its existence only on what appears to be immediately of benefit to its materialistic economy. If the state based on the principles of private enterprise and the dignity of the individual, as our founding fathers conceived it, ever fails, it will be because we have failed to reiterate and to reinforce our basic economic structure with moral reinforcement, — respect for the dignity of man, respect for law, nay — respect for the basis of all law, the Ten Commandments of God. Until and unless such moral armament — which must be the fundamental basis of any capitalistic economy — until and unless that moral armament is in good repair, then I say to you that we have no right to go to the far corners of the earth to preach the gospel of our way of life.

western michigan chapter

A panel discussion featured the meeting of Western Michigan Chapter, A.I.A. in Grand Rapids, Monday, Feb. 16th. George Sprau, chairman of the program, had invited Dr. Jay Pyleman, Asst. Supt. of Schools; I. J. Van Kammen, Supt. of Buildings, and Frederick C. See, Supt. of the City Park Dept. to present their views on the school plant expansion plan under way in Grand Rapids.

Dr. Pyleman told of the effective collaboration of the architectural committee, community-citizens advisory group, administrative staff of the Board of Education, and the City Park Department. He praised the Citizens' Advisory Committee in obtaining the additional tax millage to make the school building program possible.

Mr. See outlined the concerted efforts of his department to utilize

present properties surrounding the schools for greatest community advantage. The areas around the schools are being prepared to accommodate recreation, physical education, and inter-school demands. This has been especially successful in Montreal, Canada and other park-school communities.

Mr. Van Kammen pointed out that 1929 was the year in which the last school building had been built in Grand Rapids. He stressed that the new schools would be easier to operate and more economical to maintain. The architects have provided storage spaces that permit easy access to custodians.

Prior to the discussion, President Vander Laan brought the business meeting to order.

The annual Lake Macatawa Sum-

mer Conclave will be held on Saturday, June 27th.

Elmer Manson reported on the latest developments coming from the A.I.A.-A.G.C. meetings. He announced the next Chapter meeting to be at the Skyway Cafe, Lansing City Airport on Monday, March 23rd. The Chairmen from the two State legislative houses will speak to the architects.

Architects and guests attending the Grand Rapids meeting were: Members—R. G. Snyder, A. N. Langius, C. H. Rosa, E. J. Manson, Edmund Meles, C. V. Opdyke, and Ian C. Ironside, all from Lansing. From Kalamazoo: William A. Stone, Jack Matych, George Sprau, and Peter Vander Laan. H. W. Van Dongen and Craig Niephaus came from Benton Harbor. From Muskegon came B. J. De Vries. Battle Creek was represented by A. B. Chanel, Philip Haughey, and Chase Black. Home-towners: Robert Klawieter, Charles Norton, John Vanden Bogert, James Haveman, Chris Steketee, George B. Savage, Brice McMillen, W. P. McLaughlin, James Osborne, Paul Flanagan, Louis Merdzinski, Carl Rudine, Ben Rine, John Knapp, and C. A. O'Bryon. In addition to speakers, guests were: R. B. Warren and C. M. Poppen, Muskegon. Adrian Noordhoek, Terrence Burnett, Howard Kammaraad, and William Leffan, of Kalamazoo and R. S. Siefert of Lansing.

Discussions concerning the problems of specifications and bidding in general have been the basis for eleven meetings held in the last year by the Western Michigan Chapter, A.I.A. and the A.G.C., Michigan Chapter. The committees from each group have completed an outline for specifications. It is felt that if every architect's specifications had the same numbers for architects, contractors, and sub-contractors, a great clarification would result, and the parties concerned would immediately know where to find clauses on temporary heat, temporary

lighting, etc. and under what headings other various items would appear. From these committee meetings has evolved a printed form that will unify specifications. This outline was presented at the Western Michigan Chapter meeting on February 16th, and by Ben Hertel at the A.G.C. meeting on February 19th. Copies will be sent to A.G.C. members, Western Michigan Chapter and Saginaw Valley Chapter members. This is a joint effort on the part of the two groups and the committees will continue to meet. Many valuable points have been brought out by the committee members; these points will be further discussed. Following the discussions, the Monthly Bulletin will publish articles on the specifications and general bidding procedure.

The Board of Directors, Michigan Society of Architects, will hold its April meeting concurrently with that of the Western Michigan Chapter in Grand Rapids, the Chapter's Third Annual Honor Awards program, tentatively set for April 20th. The purpose of the Honor Awards program is to give professional and public recognition to meritorious architectural achievement in the Chapter area to the end that an appreciation of excellence in Architecture may be encouraged both within the profession and by the public.

The Awards Committee is now accepting entries for the best buildings of 1948-52. Any building constructed and completed during these years is eligible provided: it is located within the Chapter area or the architect is a Chapter member. Selected work of the exhibit will be published in the Monthly Bulletin for June, 1953. Entries will be judged in the following general classifications: 1. RESIDENTIAL (single and multiple dwellings) 2. COMMERCIAL AND INDUSTRIAL (Any building used for a profit-making enterprise) 3. INSTITUTIONAL (Any building used for non-profit enterprise)

April 15th is the deadline for mailing entries to:

Western Michigan Chapter, A.I.A.
158 Bostwick Ave., N.E.
Grand Rapids, Michigan

Welcome to Institute membership is extended to Henry Chase Black, Jr., 149 Redner Drive, Battle Creek and Gordon A. Belson, 247 Winter, Battle Creek, who are assigned to Western Michigan Chapter.

Century Brick Company has appointed Lewis Briscoe as sales manager. Briscoe, formerly with Belden-Stark Brick Co. and the Mason Brick Company, will renew old friendships at the Century display in Parlor A at the Statler during the Society's 39th Convention, March 11-13.

C. Allen Harlan, President of Harlan Electric Company, has been appointed by Mayor Cobo to serve as a Trustee of the Detroit Educational Television Foundation, to plan financing, construction and operation of the non-commercial station recently allotted to Detroit by the Federal Communications Commission.

Edward F. Ebbert, A.I.A., formerly of Jackson, now of 23106 St. Clair Shores, has transferred his membership from the Western Michigan Chapter to the Detroit Chapter.

Forrest W. West, A.I.A., 230 W. Washington, South Bend 1, Ind., has become a non-resident member of the Michigan Society of Architects.

Alwin S. Kolm, A.I.A., of Holland, has joined the staff of Adrian N. Langius, Director of the Building Division, State Administrative Department, Lansing.

O'Dell, Hewlett & Luckenbach held open house at their own new office building recently, at 950 Hunter Blvd., Birmingham, Mich. Two hundred fifty attended.

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N.C.A.R.B. Met in Chicago

The Board of N.C.A.R.B. met in Chicago on February 13 and 14. President Charles E. Firestone, F.A.I.A., presided during the two-day session, which was devoted to Council business and planning for the Council's 32nd Annual Meeting to be held in Seattle just prior to the A.I.A. Convention in Seattle.

Besides members of the Board, there were present members of the Syllabus Committee headed by A. Reinhold Melander. Also present was Talmage C. Hughes, editor of Na-

tional Architect, the Council's official publication.

As indicated above, members of the Board are from many states, some far distant from Chicago. These architects deserve much credit for making valuable contributions to the profession.

It is hoped that at the Convention one session will be devoted to reports from the various state boards of registration, for the exchange of ideas that might be of value to all concerned.

architects in the news this month

Edward G. Conrad, A.I.A., of Cleveland, is the new president of Ohio's State Board of Examiners of Architects. He succeeds Russell L. Potter, A.I.A., of Cincinnati. Besides Potter, other members of the Board are Ralph W. Carnahan, Charles H. Conrad, Charles E. Firestone and Harold H. Munger.

Architect Lloyd W. Larimore has been reappointed to a four-year term as a member of Fort Wayne-AlLEN County (Pa.) Humane Commission. Mr. Larimore was one of the founders of the Society for the Prevention of Cruelty to Animals and served as chairman of its board of directors. He has practiced architecture in Fort Wayne for the past 33 years. First appointed by Fort Wayne mayor Harry W. Baals a year ago, Mr. Larimore succeeded his wife who resigned.

Jose Louis Sert, distinguished Spanish architect and painter, more recently practicing architect and city planner of New York, has been appointed professor of architecture and dean of the Graduate School of Design at Harvard University.

He succeeds Joseph Hudnut who is retiring. Mr. Sert is president of the Congress International d'Architecture Moderne (CIAM), and in 1944-45 he served as professor of City Planning at Yale University.

Wells I. Bennett, F.A.I.A., dean of the College of Architecture and Design, University of Michigan, has been reappointed a member of Michigan's Board of Registration for Architects, Professional Engineers and Land Surveyors. The appointment by Michigan's governor G. Mennen Williams is for seven years.

O'Dell, Hewlett & Luckenbach, Architects held open house at their own new office building, 950 N. Hunter Boulevard, Birmingham, Mich., on January 24. Two hundred and fifty were present.

George J. Haas, A.I.A., has been confined to Jackson Memorial Hospital in Miami, Fla., where it is reported that he is "responding favorably to treatment."

Louis G. Redstone, A.I.A. has moved into his own new office building at 10811 Puritan Ave., Detroit 26.

CHARETTE

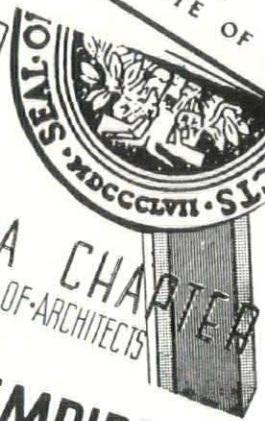


BULLETIN
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NORTHWEST ARCHITECT BULLETIN
JULY-AUGUST 1952

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Bulletin
The Florida Association of Architects
of the
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VOL. 1

EMPIRE STATE
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The BLUE
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SOUTHERN CALIFORNIA CHAPTER
AMERICAN INSTITUTE OF ARCHITECTS



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A RECORD OF THE ACTIVITIES OF THE SOCIETY

VOLUME XXXVII OCTOBER, 1951

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A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

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BULLETIN

chicago chapter bulletin

the chapter publication

It is obvious that the first step in the furtherance of a professional organization is a vigorous and vital publication. Most of the problems of architectural bodies are affected by public relations. Reports to conventions generally come to the conclusion that ills of the profession could be remedied by an informed membership and an informed public. Certainly, we cannot expect to properly inform the public until we have first informed ourselves. How else, then, can this better be done than through the organization's own publication?

This is by way of expressing the conviction that, while the publication is by no means the whole program, without it much progress would be well nigh impossible. It is hard to conceive of an organization doing an outstanding job without such a voice. So much good work is being done by executive committees and those who are willing and interested enough to "labor in the vineyard," yet too often little is done to inform members of this. It cannot be denied that we are all selfish, in the sense that one is inclined to ask what the organization is doing for him and what he is getting for the dues he pays, as small as they might be. If he is not informed of this it cannot be expected that he will react favorably. There is a selling job to be done by the organization. Members must be sold and kept sold. It is not sufficient to build up membership and rest, feeling that the job has been done once and for all.

Younger men are coming into the profession constantly and it is not only desirable from the organization's standpoint to enlist them but there is a definite obligation to take them in hand, guide them and see that they do not get started in the wrong way. Such mis-steps may be made innocently enough, but how easily it can happen. The young man is out of a job and has an opportunity to go with non-registered people who are in competition with architects. There are cases of such men who later became architects, but continued with the opposition.

This is not likely to happen if the way is made easier for them to join with members of the profession and hear what is considered proper and what is improper practice. We have a firm belief that anyone who has graduated in architecture and determined on it as a career loves it, wants to do right by it, and it is only when he is not given the proper opportunity that he fails to do so.

There is a prodigious amount of good material for publication constantly coming from our profession. Many of its members are good writers. They have something worth while to say. Much of this material might be used by such publications as "Readers' Digest," or the real estate sections of a newspaper. How often have we heard officers or committee chairmen present reports that are masterful, only to be filed and forgotten.

Publication of a better class of material focuses attention on the better element in the profession, which is most desirable. Those outside the profession can only judge it by what they see and read, and if we do not put our best foot forward we are doing ourselves an injustice.

In its publication the organization can provide a vehicle for bringing out new talent. This encourages members to become more articulate, an important asset to a program of public relations. Thus new ideas and new talent are uncovered which would otherwise not have been discovered. This is true of the younger men in the profession as well as of many who have arrived, as is often the case in architectural competitions.

By articles, personal notes, pictures, etc., we get to know each other better, just as from the publication of one's work we form an opinion of his ability as an architect. This removes the cloak of mystery and opens the way for closer personal contact, under which condition unfair relationship is not likely to exist.

Perhaps one of the most valuable features is that the organization publication forms a permanent record.

By heralding the important happenings, volumes bound and preserved constitute a running history for easy reference in the years to come.

The publication should be of interest first to members, but also to other professions and the public, in so far as possible. To accomplish this the editor should conform somewhat to newspaper style; that is, find the news value and feature it, while at the same time bringing out details that are also important but not always so interesting. A safe procedure is to follow the newspaperman's creed of who, what, where, when, and why. Most every newspaper article follows this in the opening paragraph, so that if one doesn't read more he has, at a glance, the gist of what the article is about.

Example:

"Before and after the last war, our country became the world's architectural center of gravity," according to world-famous architect Eric Mendelsohn of San Francisco, California, who addressed the annual convention of the Michigan Society of Architects at Hotel Statler on Thursday evening.

State or chapter activities, while local in nature, have their national aspects, providing reason for intercommunication with other sections of the country. Every effort should be made to extend circulation as much as possible to non-members, for herein lies the opportunity of expansion. Then, in addition to exchanges, the publication should reach libraries, schools, colleges, newspapers and consumer magazines, our friends the producers and key men throughout the building industry. It would be good if all officers, directors and committee chairmen of the Institute, its chapters and state societies could be kept informed of what is being done and the trend of thought in every other group of architects in the nation. Such material should be considered required reading for students in our architectural schools. Such wide-spread exchange of ideas would greatly increase the interest and activity of various local groups. A few copies will fall on barren ground but this is to be expected. I know of only one such case. An architect in Brooklyn wrote on a postcard, "Dear Sir: Please discontinue sending your pamphlet, as it is of no interest for me. It takes up room in my apartment house mail box so that more important mail cannot be inserted." And to this Roger Allen cracked, "No doubt he means large pictures of the Brooklyn Dodgers."

air conditioned home contest

A nation-wide architectural competition to obtain designs for homes planned around air conditioning and providing prizes totalling \$27,800 has been announced by Carrier Corporation, of Syracuse, N. Y., residential air conditioning leader.

The contest — the Carrier Weather-maker Home Competition — will offer 31 prizes, including a national grand prize of \$5,000, plus six prizes of \$2,000 each distributed in three geographic regions, and eight additional prizes for each region.

The competition opens February 2 and closes April 10. Its purpose is to stimulate practical, economical, well-planned designs for homes using year round air conditioning.

The regional grand prizes will be offered in two size categories — houses of 1,000 square feet in area and under, and of 1,800 square feet in area and under. Awards will also be made for both pitched roof and flat roof houses in both size categories.

Awards will be based on esthetic considerations and on suitability and adaptability for use in a home builder's development. Particular stress will be given to good planning for house and site, taking advantage of year-round air conditioning. Another important consideration will be skill in achieving economies in plan, design and equipment due to the inclusion of air conditioning.

The contest is expected to stimulate the best thinking of the nation's architects and result in drawings showing how this goal may be reached.

Although prizes will be awarded in the two size classes, no limitation will be placed on number of rooms or floors or the type, period, or style of the house. It is expected that submissions will represent all sections of the country, reflecting local tastes and individual idioms and styles as they may be applied to the design of better homes through air conditioning.

The contest has been approved by the Committee on Secondary Competitions of The American Institute of Architects. It is open to registered architects, architectural draftsmen, and architectural students.

Professional Advisor is Harold R. Sleeper, a Fellow of The American Institute of Architects. The board of judges will consist of three prominent architects, a builder, and a housewife.

Carrier officials said they believed the contest would be a long step forward in developing the Weather-maker Home concept, which the company pioneered as a means of freeing home design from the arbitrary restrictions of ventilation problems and providing added conveniences and livability.

The Weathermaker Home visualizes a new way of living with complete year-round comfort provided by air conditioning. It provides new possibilities in the arrangement of walls, windows, and other design features for better light and view, greater convenience, and more privacy and flexibility.

died

James R. Edmunds, Jr., F.A.I.A., 62, past president of The American Institute of Architects, at his home in Baltimore, Md., on February 4. Distinguished practice in Baltimore since 1915. Honorary Corresponding Member of Royal Institute of British Architects.

Noel Ross Safford, Sr., A.I.A., 56, in Green Bay, Wis., Jan. 13. Practiced in Green Bay for 35 years.

Edward M. MacMillin, A.I.A., 51, on Dec. 2, at St. Luke's Hospital in Cleveland. He was a past president of the Architects Society of Ohio. From 1946 to 1948, he was architect-engineer for the National Air Races.

Hugh Tallant, 82, retired, at his home in Savannah, Ga. He had belonged to the New York Society of Architects and The Architectural League of New York. Among his works are the Brooklyn Academy of Music and several of the leading Broadway theatres.

Boyd Phelps, 51, on Dec. 8, at his home in Michigan City, Ind. He was founder and president of Boyd Phelps, Architects and Engineers, who designed the Norman Beatty Memorial Hospital plant in Westville, Ind.

Henry P. Merrick, 73, in Maplewood, N. J. He was a former secretary of the Merrick Scale Mfg. Co. and a member of The Architectural League of New York.

William H. Hayes, 61, professor of architecture at Columbia University. He had been a member of the faculty since 1934 and lived at 106 Morningside Drive.

William D. Sherman, 72, retired, in Overlook Hospital, Summit, N. J. He was a member of the New Jersey Society of Architects.

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RALPH B. FORTNEY, 18982 Coyle Avenue, Detroit 19. Born Clyde, Kansas, April 23, 1901. University of Michigan, College of Architecture. Special evening courses in structural steel and reinforced concrete, at Detroit Institute of Technology. Employed in various offices in Detroit, including Verner, Wilhelm & Molby; S., H. & G.; Angell & Shreve; N. O. Gould, and Albert Kahn. Experienced as architect and engineer. Partnership: Vogle & Fortney, 1008 Park Avenue Building, Detroit 26, Michigan. Registered in Michigan by examination, A.I.A., Detroit Chapter and M.S.A., December 12, 1942.



HOMER A. FOWLER, 925 W. Hazelhurst Avenue, Ferndale. Born Kansas City, August 5, 1888. I.C.S. Course and Specification Courses. Advanced experience with Malcomson and Higginbotham. Registered in Michigan, November 19, 1946, A.I.A. Present partnership: Malcomson, Fowler and Hammond, Inc.



MAURICE E. HAMMOND, 26110 Dundee Rd., Huntington Woods, Mich. Born in Pontiac, Michigan. Two years in a Business Administration course at Olivet College, College of Architecture, University of Michigan, B.S. in Architecture. Registered in Michigan, 1936. Became associated with Malcomson, Higginbotham & Palmer in 1921. Firm's name was changed to Malcomson, Calder & Hammond, Inc., 1936. Present name of Malcomson, Fowler & Hammond, Inc. was assumed in 1945. Member Detroit Chapter, A.I.A., Engineering Society of Detroit, Kiwanis Club No. 1. Vice-Chairman APELSCOR.



CARL B. MARR, 415 Brainard Street, Detroit. Born Detroit, Michigan, August 28, 1912. University of Michigan Architectural School, B.A. R. C. H. 6 months' European travel and study in 1936. Alden B. Dow's office. Registered in Michigan, 1937. Entered own practice 1946. A.I.A., M.S.A. Chapter. A.I.A. (Secretary 1949).



THOMAS S. TANNER, 308-10 South State Street, Ann Arbor, Michigan. Born Dwight, Illinois, September 5, 1893. University of Illinois, BSAE, 1917. University of Michigan, MSA. University of Grenoble, France. Registered in Michigan 1928. Entered own practice 1928. A.I.A., M.S.A. Michigan Engineering Society. Assistant Prof. part-time, Department of Architecture, University of Michigan. Service in France, U. S. Army, QM Sgt., World War I. Service in South Pacific, Lt. Cmdr., U. S. N. R.—Construction Battalion, World War II.



CHARLES J. VOGEL, 2310 Edison Avenue, Detroit 6, Michigan. Born September 19, 1890. Educated at Eastern High School and Detroit Institute of Technology. With John Scott previous to 1915; Albert Kahn as job captain, 1915-1921; George D. Mason & Co., job captain and superintendent, 1921-1927; C. Howard Crane & Associates, Inc., 1936-1942. Giffels & Vallet, Inc., L. Rossetti. Registered in Michigan by examination, 1922. Formed partnership of Vogel & Fortney, 1008 Park Ave. Bldg. Became member of The A.I.A., Detroit Chapter and M.S.A., February 6, 1944.



architects of the month



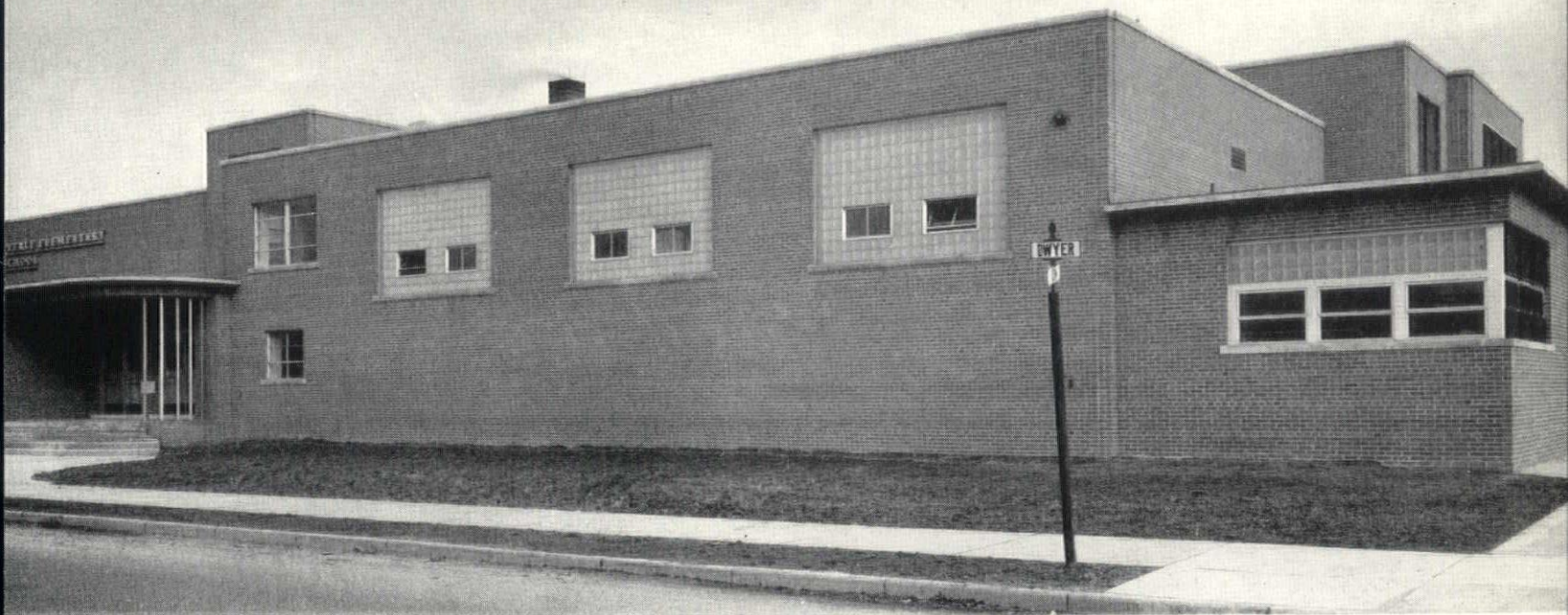
Pierce Elementary School
Detroit, Michigan
Architects: Malcomson, Fowler
& Hammond, Inc., A.I.A.

The first unit of the Pierce Elementary School was constructed in 1912 and was only a two-story four-class room semi-fireproof structure. At that time the building was not within the city limits of Detroit but was a township school. In 1921 a wall bearing reinforced concrete slab addition was added.

The original school was of the type popular at the turn of the century. Class rooms were placed in the basement as the first floor level was more than five feet above the finish grade. This presented a problem regarding floor elevations, ceiling

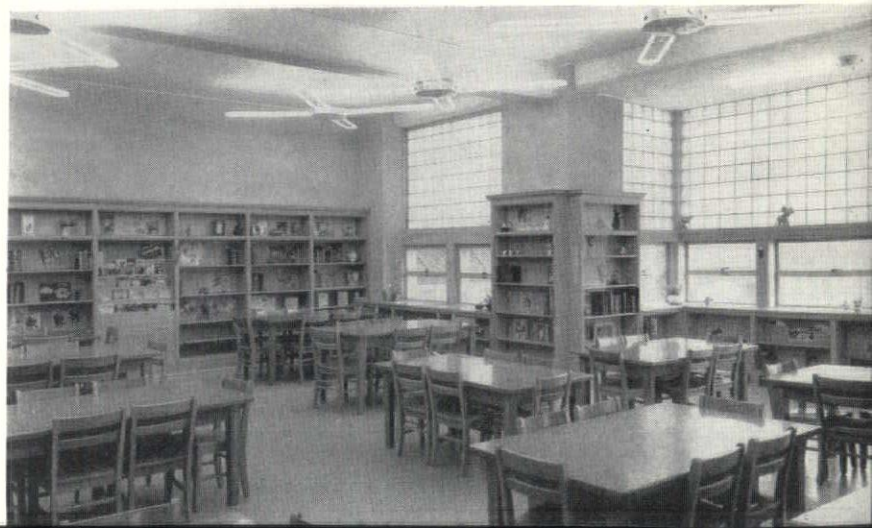
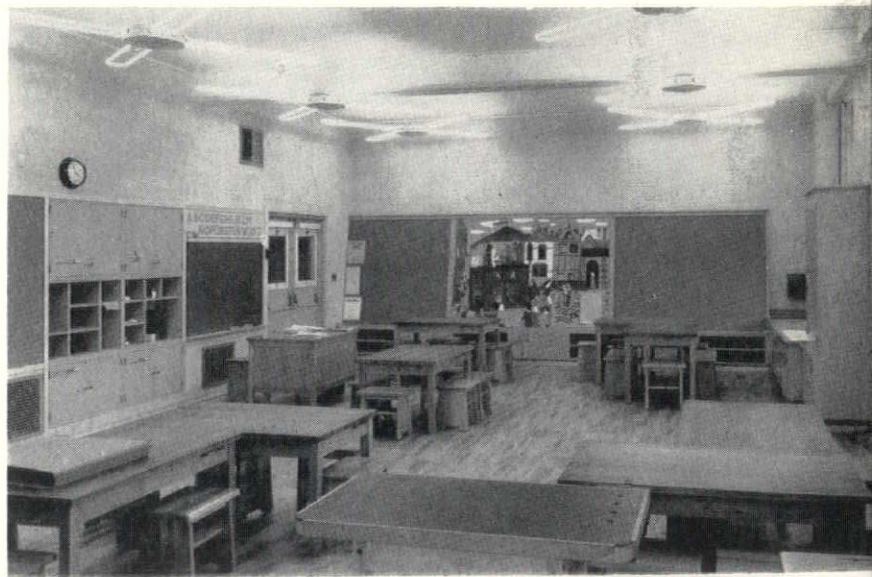


photographs by elmer astleford



heights, window size and spacing, and exterior wall treatment. The architects collaborated with the Detroit Board of Education's Architectural Planning Division and finally decided to place the first floor of the new school near grade level. A fire-wall separates the new building from the old structure. Concrete stairs connect the first and second floor corridors of the two buildings and they can be completely shut off and protected by fire doors.

The new addition consists of class rooms, auditorium, multi-purpose room, library, art room and administrative service areas. The auditorium and multi-purpose room are located on the west end of the new building, each having a separate lobby opening into the two exterior entrances. As a result the public does not wander through the remainder of the building in using these as community facilities. The auditorium seats 254 pupils. It contains a stage, proper storage space, dark curtains for the large exterior windows and is connected with the activities room. The multi-purpose room is 40 feet by 60 feet. This is an appropriate name for this area as it is used as a gymnasium, play room and lunch room. Metal folding tables





photographs by elmer astleford

and benches concealed flush in recessed wall pockets convert this into a large efficient lunch room. Adjacent to the south end of the room is a well equipped kitchen having ample cupboards and food storage rooms. The finish floor is constructed of hard maple laid on one inch thick cork insulation. The class rooms and art room have floors of continuous pattern hard maple laid in mastic. These rooms have glass chalkboards with aluminum chalk rails. All

chalkboard, corkboards, bulletin boards, display cabinets and fixtures in these rooms and corridors have extruded aluminum trim of satin finish.

The new building was recently completed and all areas are in continuous operation. The children and teachers alike are enjoying the new addition with its light spacious well equipped rooms after spending many years in the old units.



Among the firms identified with this school were: Acme Wire & Iron Works, American Roofing Co., Wm. Bortolotti & Sons, Chap- per Iron Works, Inc., Cinder Block, Inc., H. B. Culbertson Co., Detroit Acoustical Contracting Co., Fogo Electric Co., Gyp- sum Constructors, Inc., N. W. Hamill Co., Long Sign Co., The R. C. Mahon Co., James A. Moynes & Co., The A. L. Oppenheimer Co., Schroeder Paint & Glass Co., Tinsey Iron & Stair Works, Turner-Brooks, Inc., Western Waterproofing Co., Whitcomb- Bauer Flooring, Inc., W. Wilbur White, Wolverine Marble Co., Ben T. Young Wat- erproofing Co.



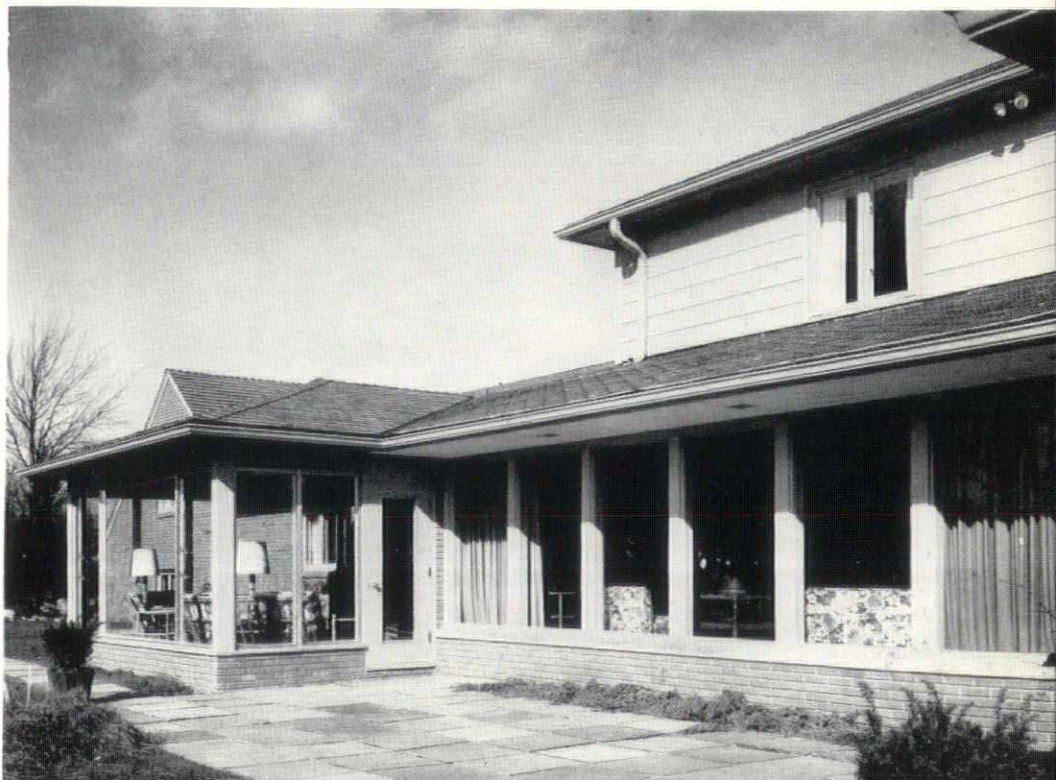
photographs by richard shirk

**Residence of Mr. & Mrs. Magnus
Mallory Burgess, Bloomfield Hills,
Michigan**

Architect: Carl B. Marr, A.I.A.

The site secured for this residence in Bloomfield Hills was approximately 450 x 250 feet. The southerly half of the property is on high ground with fine views in three directions, which suggested the location of the principal rooms. The client's requirements were for a comfortable home of traditional character, but incorporating the various useful and attractive devices which have been developed in the past twenty years. Also, to provide a home which would be in scale for a single family needs, as well as a background for entertaining.

The living room, dining room and entrance hall have been designed with an eye to traditional forms, while the all-purpose room was developed with a harmonizing contemporary treatment of limed oak paneling, acoustical ceiling, cork





floor and window wall. This room with its southern exposure is a spacious area, which can be used for informal dining and other family activities. Bar space has been provided at one end of this room, which can be opened to the room at will for convenience in entertaining.

The client wished the master bedroom suite to be on the first floor and this is oriented to two principal views and the southern exposure. A large bath and dressing room with numerous built-in features is adjacent. This suite is entirely separate from the other first floor rooms and yet has been laid out to be convenient to them. Two other bedrooms and baths are on the second floor, together with upstairs sitting room for use of guests and members of the family. Two maids rooms and bath are located over the garage area.

The owner's fine traditional furnishings enhance the formal living room and dining room, which were designed as backgrounds for these furnishings. Three paintings for the living room were prelocated and are softly illuminated by recessed concealed spots.

A large kitchen, complete with double Thermidor ovens, Mix-master cabinet, stainless steel sinks, etc. is the focal point for service facilities and is flanked by pantry and utility room. The latter is complete with planning desk, space for deep freeze and washing and ironing equipment. The cabinets in these rooms are Coppes Napanee in a soft shade of dusty pink with Formica countertops and full backsplash.

The entire house was glazed with Thermopane sash in either fixed units or Pella casements. The house is completely summer air conditioned with three Chrysler Airtemp units. The blowers on these units circulate warm air during the winter months. The principal source of heat to these units being a hot water boiler. Inasmuch as the various portions of the house are rather spread out an intercommunication system has been provided.

The exterior of the house was developed with a brick having a soft rose tone, gray trim and blue-green heavy asphalt shingle roof. The wall treatment has been broken by the introduction of Tennessee ledge stone. The south garden area in front of the all-purpose room incorporates a large screened porch enclosed with jalousies and a terrace paved with New York blue stone.

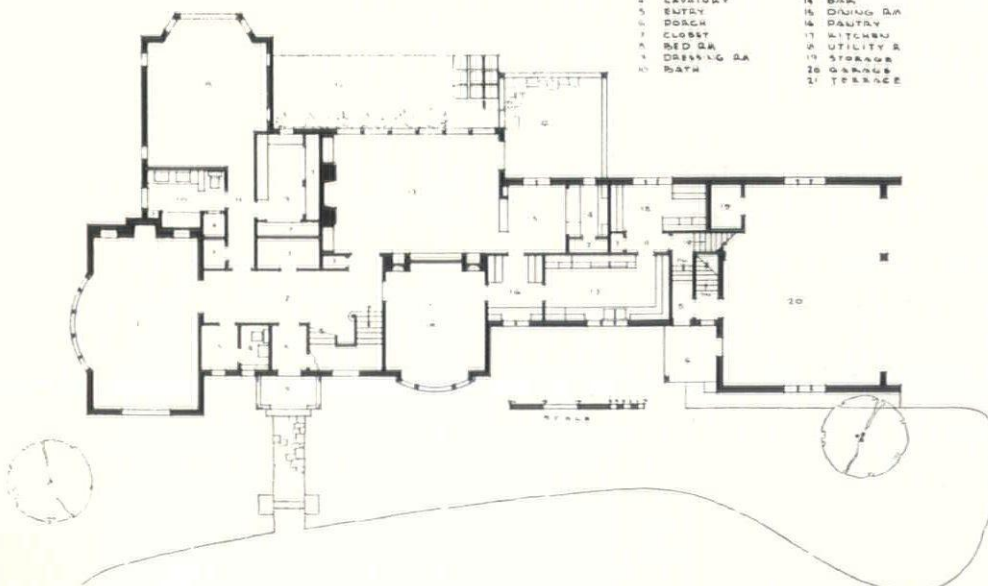


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photographs by richard shirk

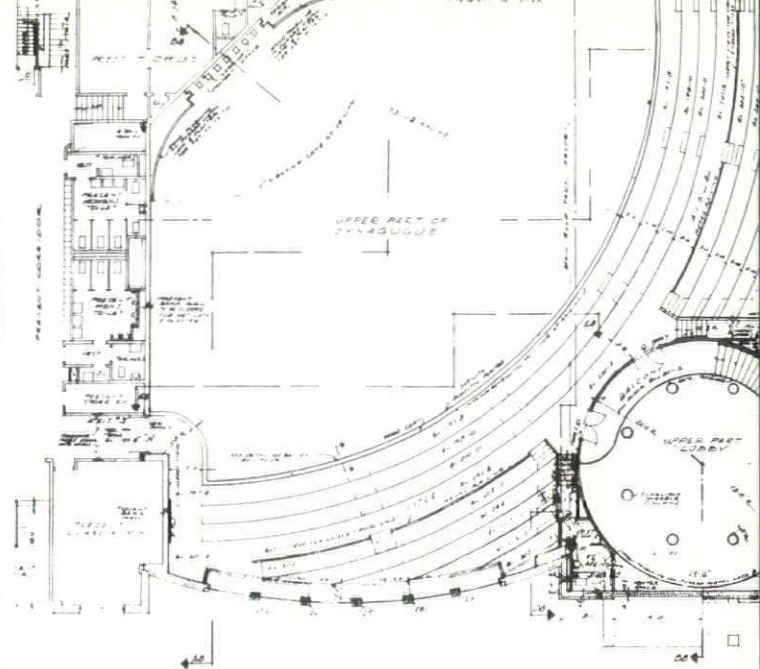
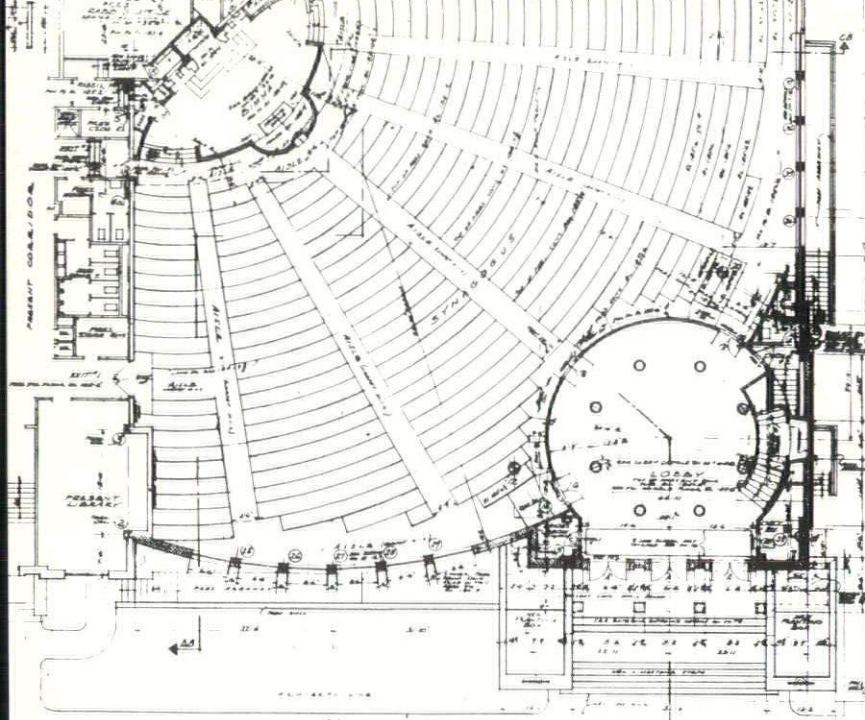


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| 1 LIVING RM | 11 HALL |
| 2 RECEPTION HALL | 12 ALL PURPOSE RM |
| 3 POWDER RM | 13 BREAKFAST SPACE |
| 4 LAVATORY | 14 BAR |
| 5 ENTRY | 15 DINING RM |
| 6 PORCH | 16 PANTRY |
| 7 CLOSET | 17 KITCHEN |
| 8 BED RM | 18 UTILITY R |
| 9 DRESSING RM | 19 STORAGE |
| 10 BATH | 20 GARAGE |
| | 21 TERRACE |



The successful completion of this residence was due in no small way to the cooperation of Neil K. Barber, and to the various sub-contractors, and decorators, who worked closely with this office on furnishings and fabrics, etc., and to Mr. H. F. Klein on lawns and gardens.

Among the firms identified with this residence were: Allied Home Equipment Co., Neil K. Barber, Charles R. Beltz & Co., Colloid Asphalt Products Co., Crawford Door Sales Co., Duro Products, Grace Harbor Lumber Co., Huron Portland Cement Co., H. F. Klein, Palombit Tile Co., Plastic Products Co., Routledge Electric Shop, Sterling Structural Steel Co., Frederic B. Stevens, Inc., United Block Co., Inc.

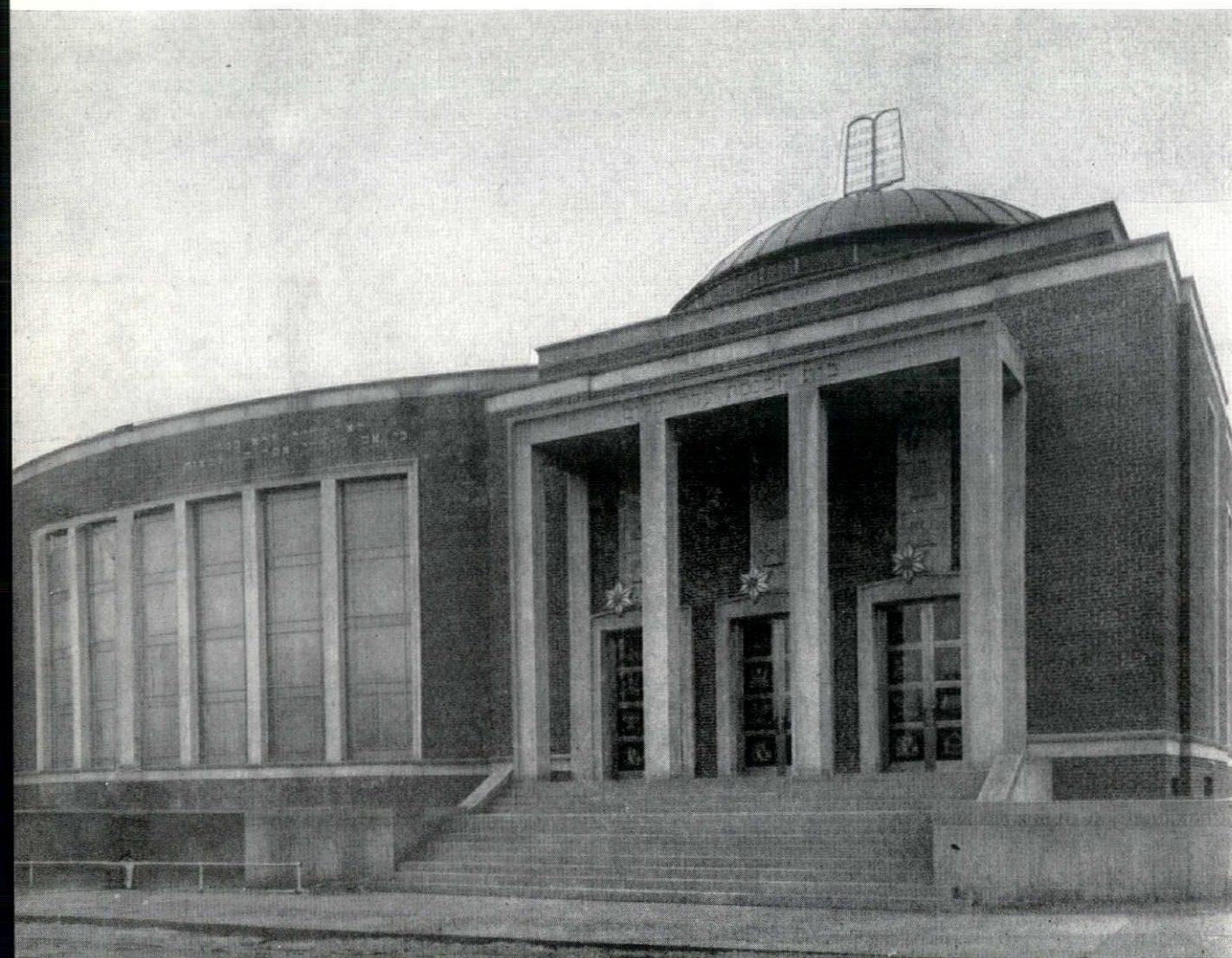


Adas Shalom Synagogue
Detroit, Michigan
Architects: Vogel & Fortney, A.I.A.

The Adas Shalom Synagogue plans and pictures of which are shown herewith, was erect-

ed upon the existing basement which temporarily housed the congregation's activities.

The form of the building was largely dictated by the outline of the structure previously built under another contract.



photographs by spencer photographers



The design is in a contemporary manner modified in part by problems of the budget.

The interior is finished with striped African mahogany. The imitation marble grille at Bima and columns in entrance lobby are Verde Antique Scagliola (simulated marble).

The scagliola at the Ark is of Red Numidian color.

The symbolism of the Jewish religion has been drawn upon for developing various features, such as the grille at rear wall of Bima.

The lighting fixtures on main ceiling are developed from the Star of David motif.

The entrance doors are further embellished with etched glass panels of traditional symbols.

The building seats approximately 1600.

The architects were especially indebted to Mr. Charles Charlip of Allied Painting & Decorating Co. for his fine cooperation in the decorating of the Synagogue.

Among the firms identified with this Synagogue were: Acorn Iron Works, Allied Painting & Decorating Co., American Tile Co., Albert Beever, Belden-Stark Brick Co., B & L Electric Co., Durako Paint & Color Corp., Gypsum Constructors, Inc., R. E. Leggette Co., Lerner-Linden Construction Co., Mechanical Heat & Cold Co., Mercury Roofing & Sheetmetal Co., Plastic Products Co., Whitehead & Kales Co.





**Residence of Dr. & Mrs. Harry Cook
Ann Arbor, Michigan**

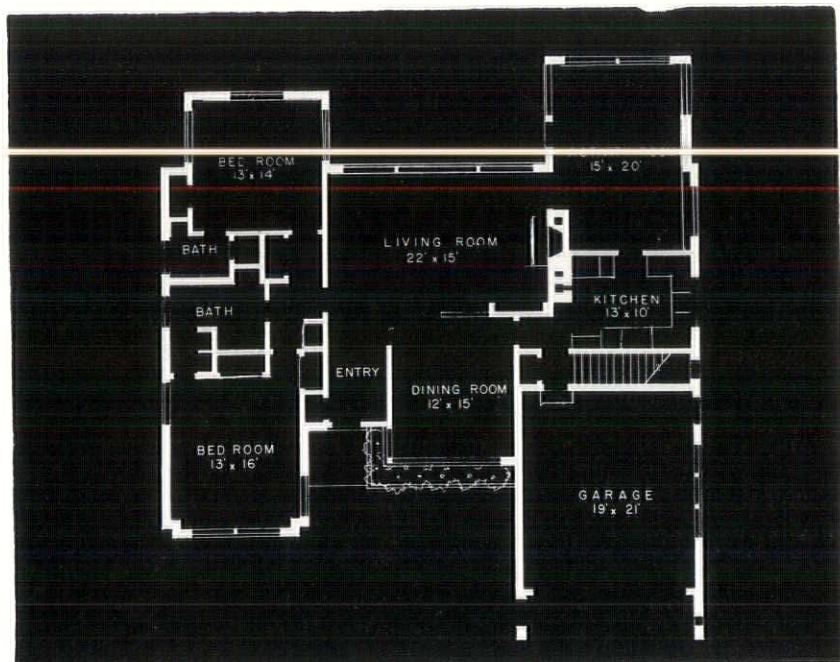
Architect: Thomas S. Tanner, A.I.A.

The principal problem in designing this residence was to get a spacious house with double garage on a comparatively narrow lot. The architect was forced to put the garage entrance on the street but recessed the garage door to give it less prominence.

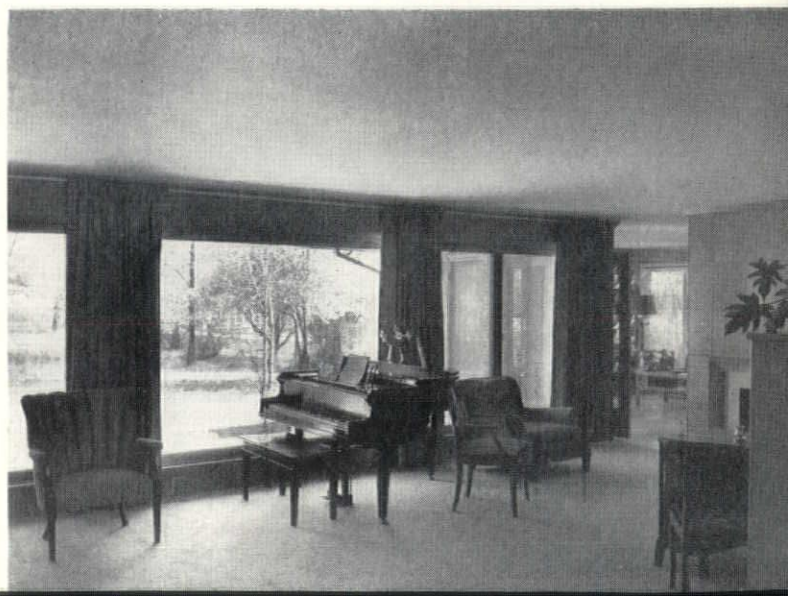
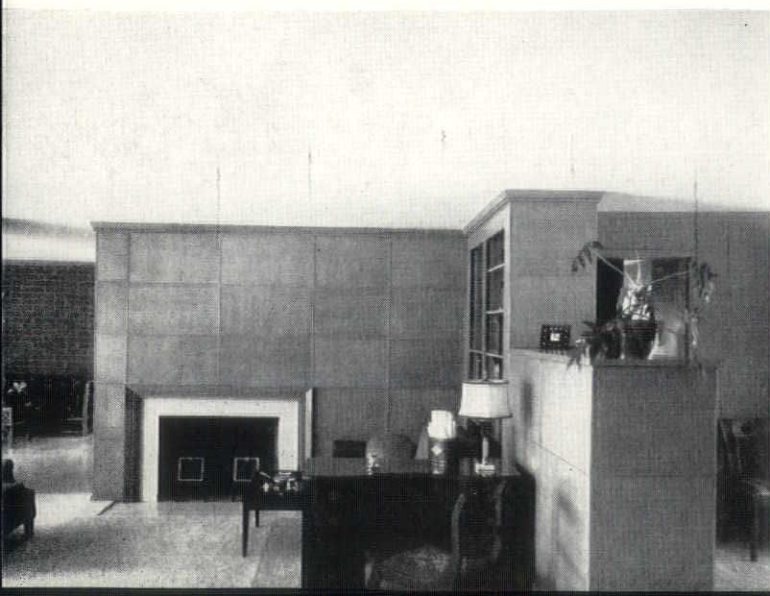
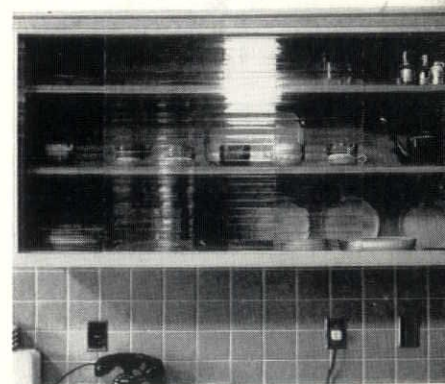
The activity room has proved to be a very interesting and popular room with the owners. This is also used as a breakfast room. The finish in this room is rift-sawed white oak plywood which contrasts with the green Brick-Crete used on one wall. The fireplace end of the living room and cabinets between living and dining space are rift-sawed white oak plywood also, with Roman travertine fireplace mantel and hearth. The ceilings of the living room, dining room and activity room are all flush without doors between the rooms to give an open spacious feeling and flow of space.

All windows are Andersen gliding windows. Exterior walls are Roman brick; plant box walls are crab orchard stone.

The partial basement contains utility room and laundry, playroom with fireplace, and maid's room with bath.



photographs by david h. reider



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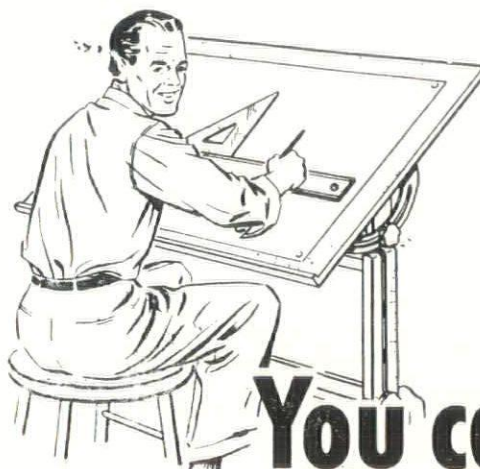


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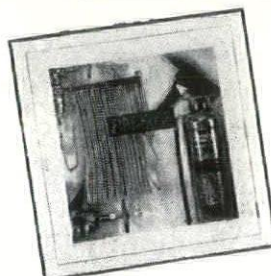
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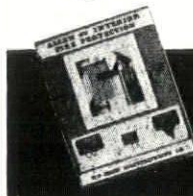
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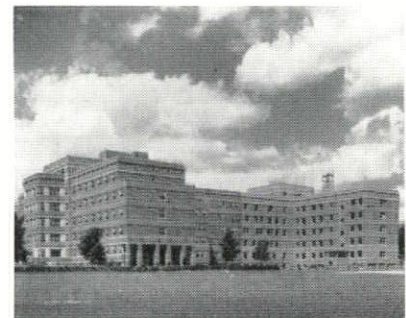
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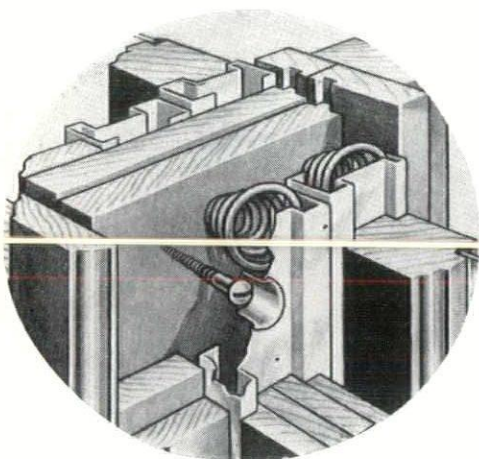
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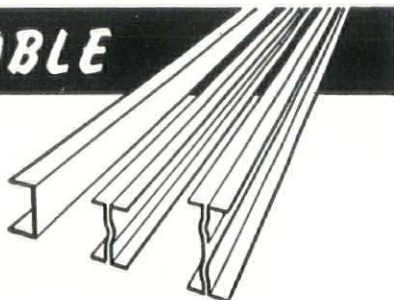
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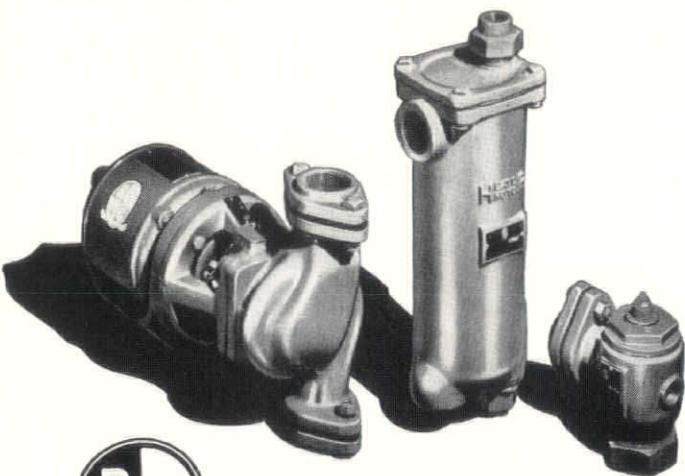
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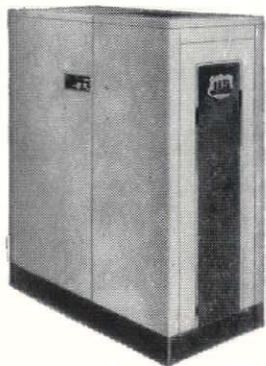
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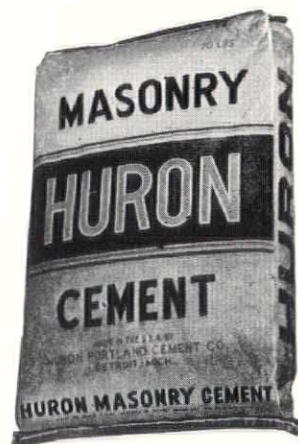
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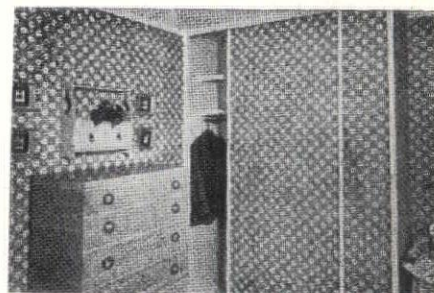
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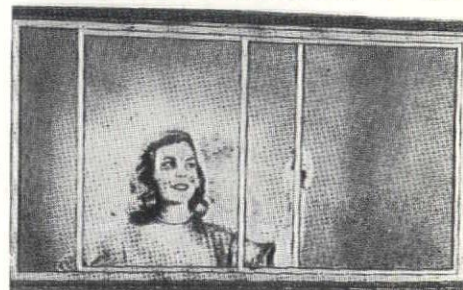
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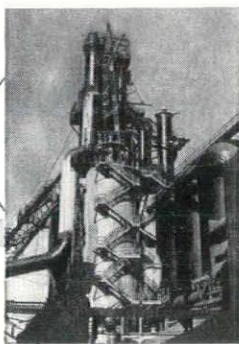
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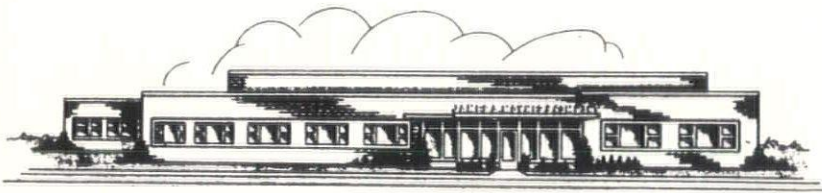
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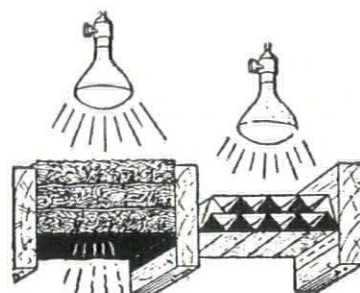
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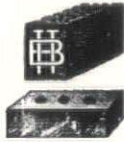
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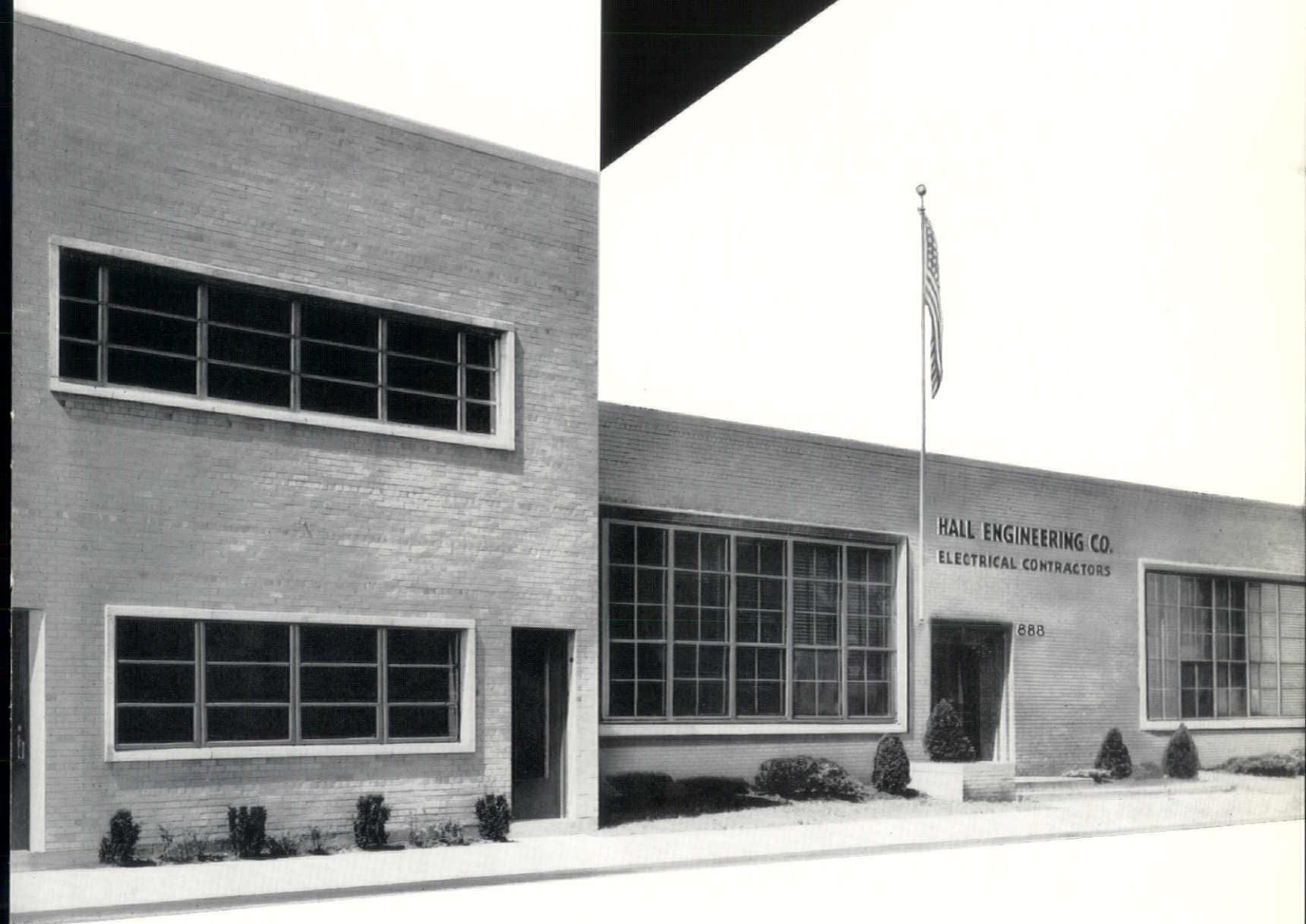
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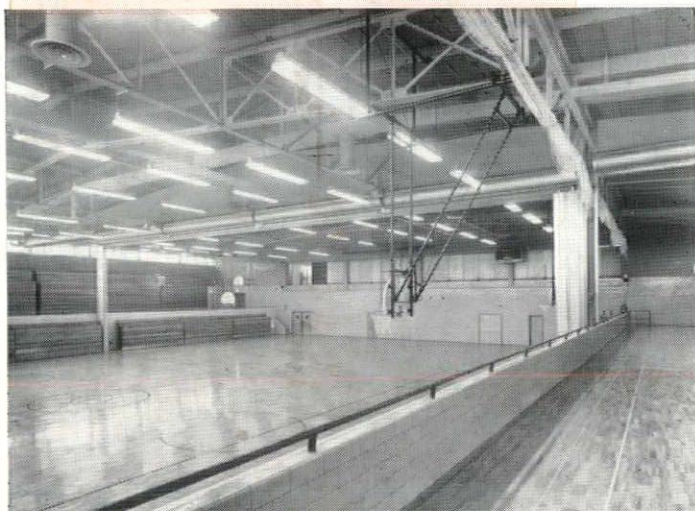
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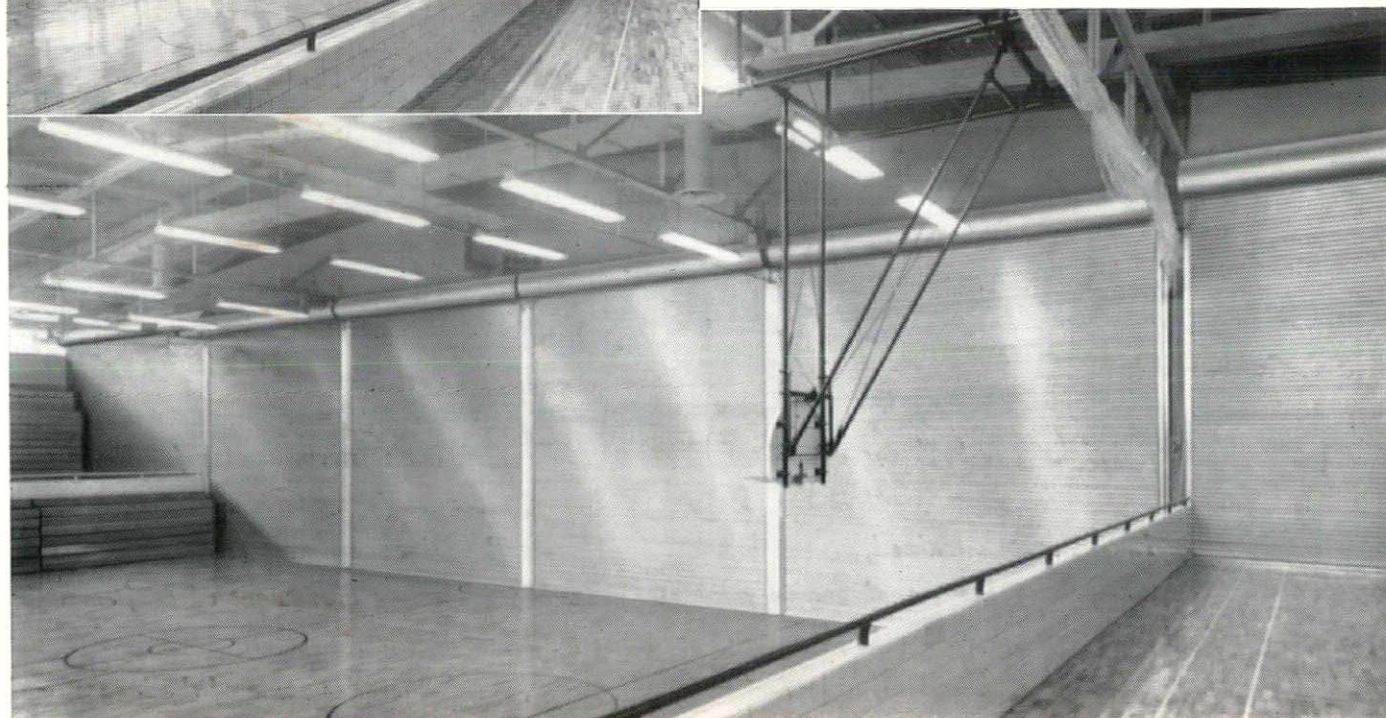
The six aluminum rolling doors illustrated here, which form a dividing wall in a school gymnasium, are electrically controlled by push-buttons on a single panel. When the doors are fully opened, the mullions between doors on the main floor are moved out of the way by means of an overhead track and nested at either side, leaving the entire gymnasium floor clear.



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