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30c



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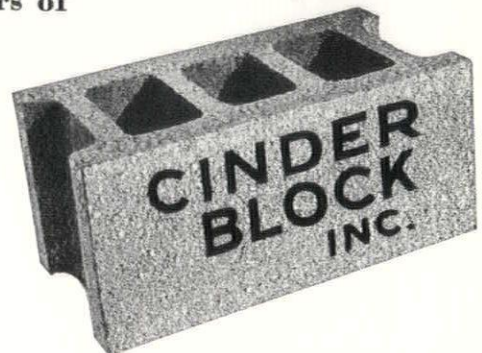
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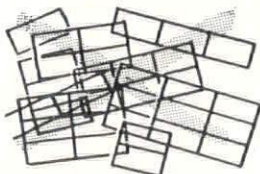
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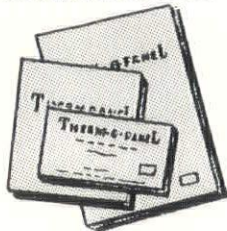


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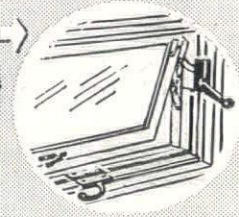
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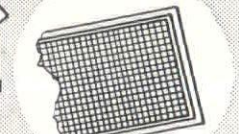
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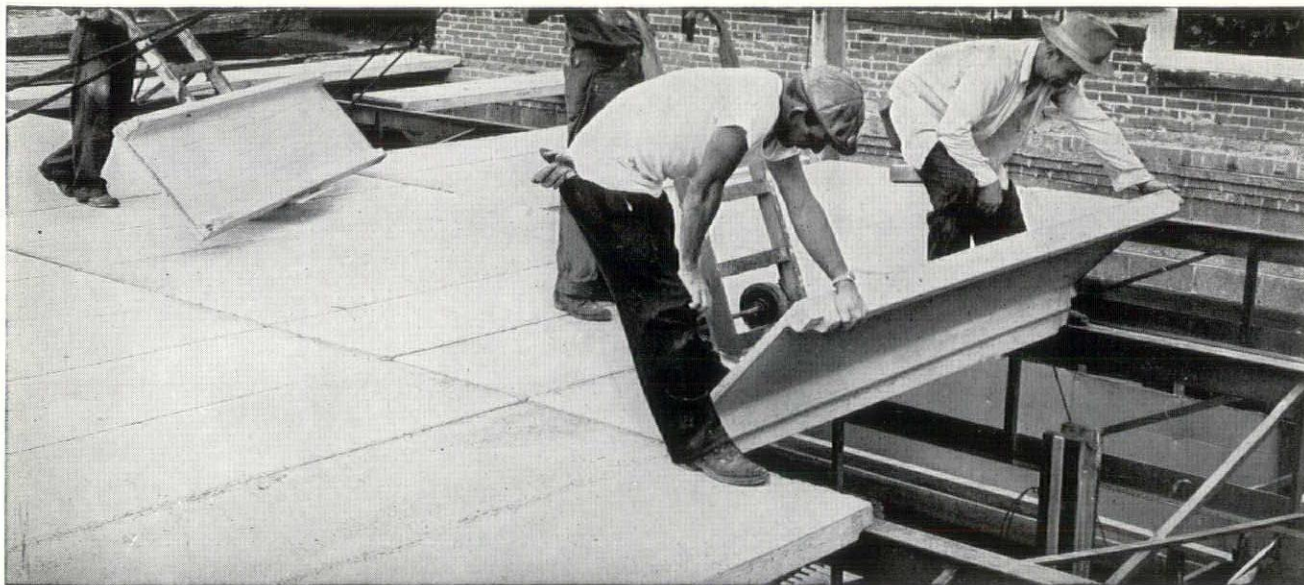


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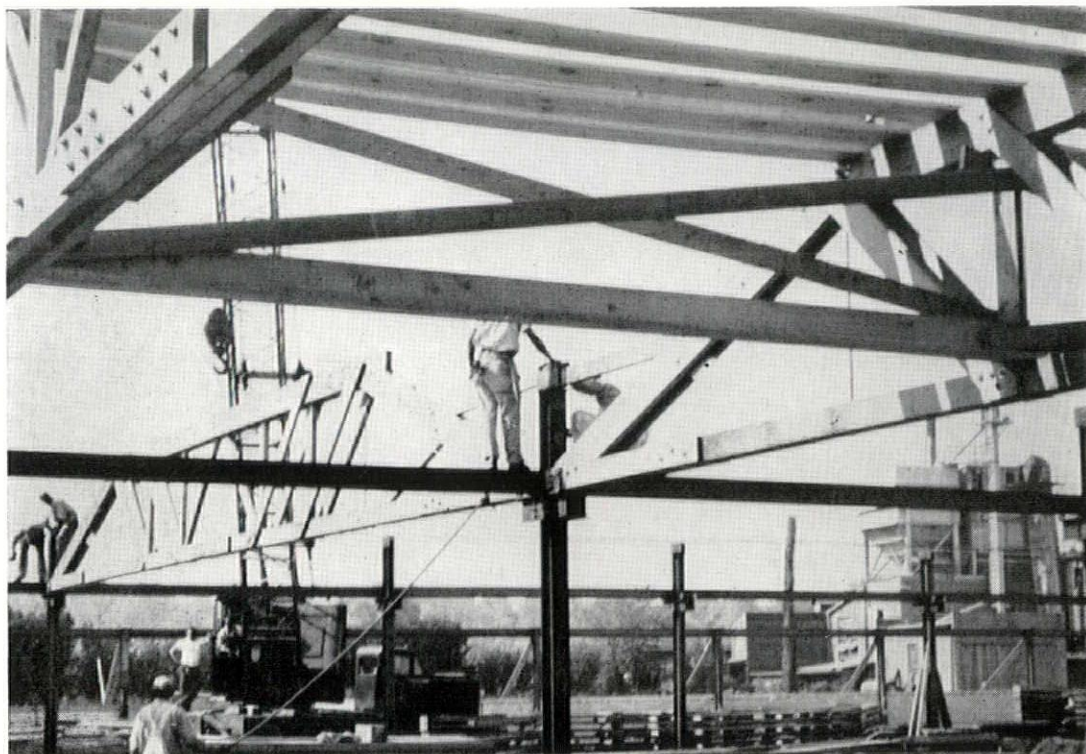
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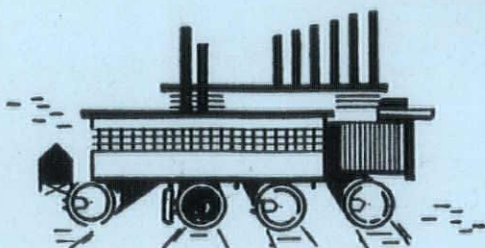
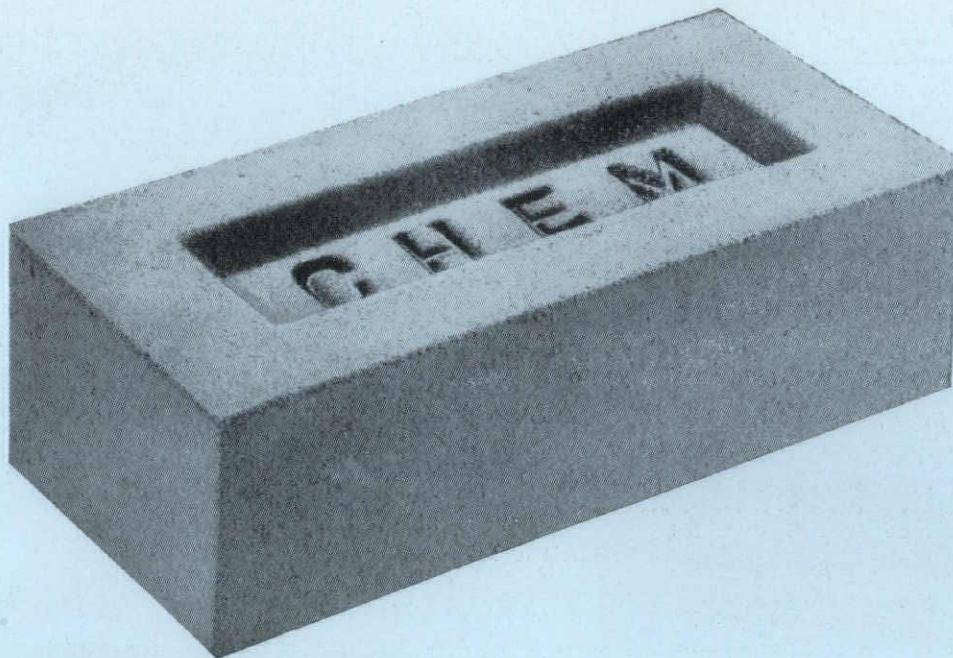


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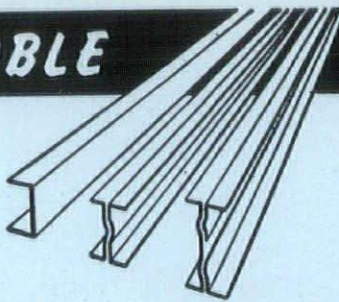
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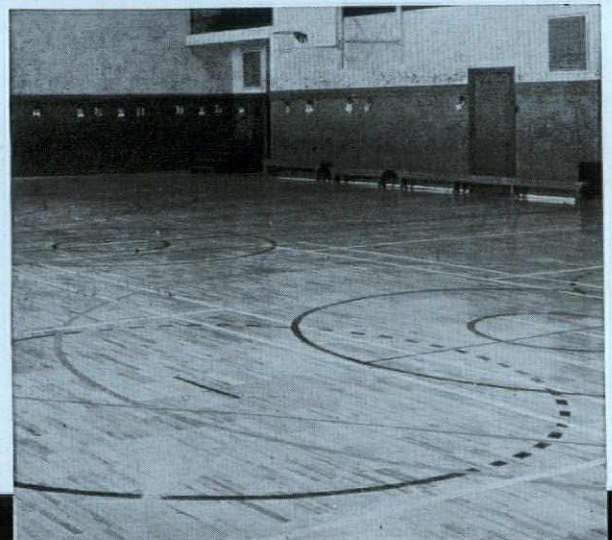
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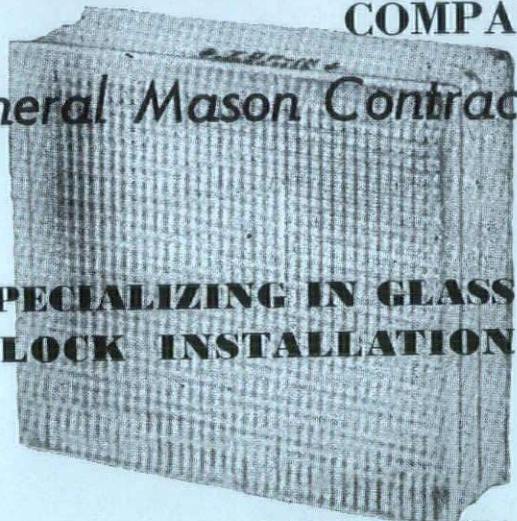


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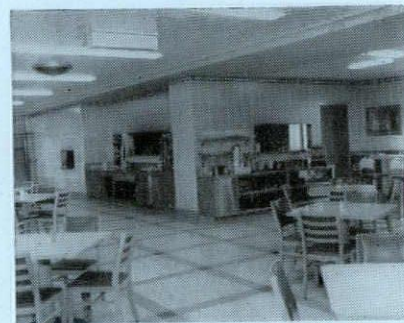
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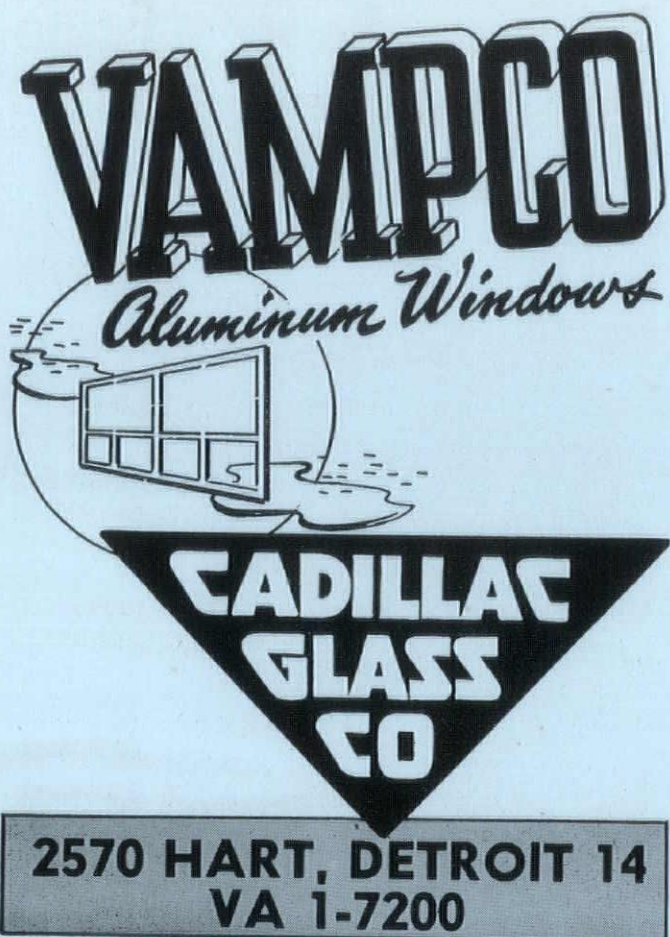
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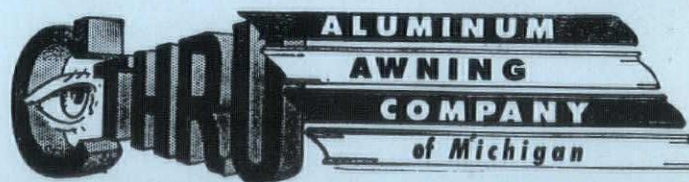
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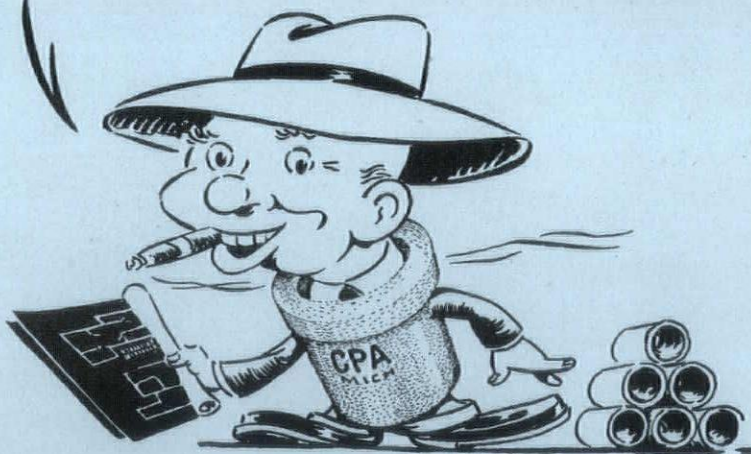
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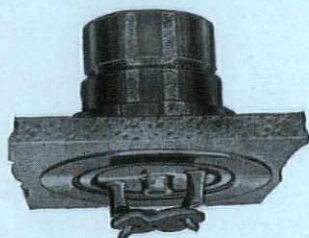
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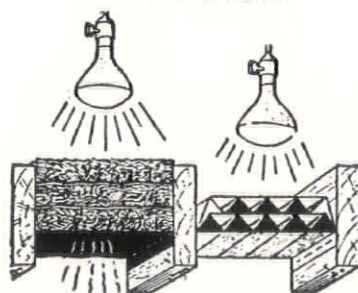
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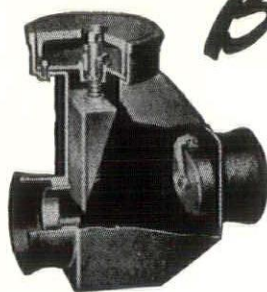
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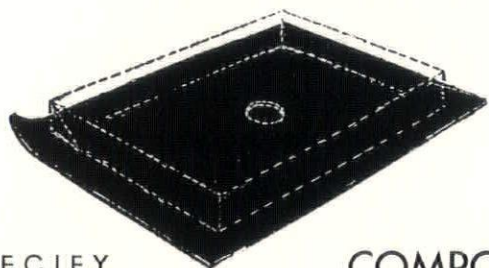
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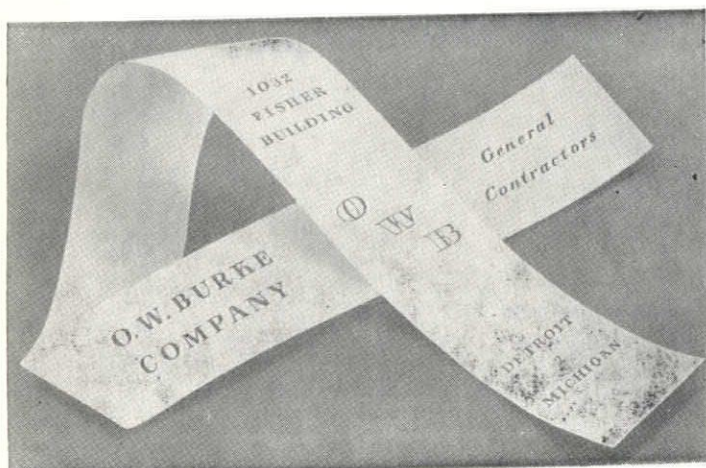
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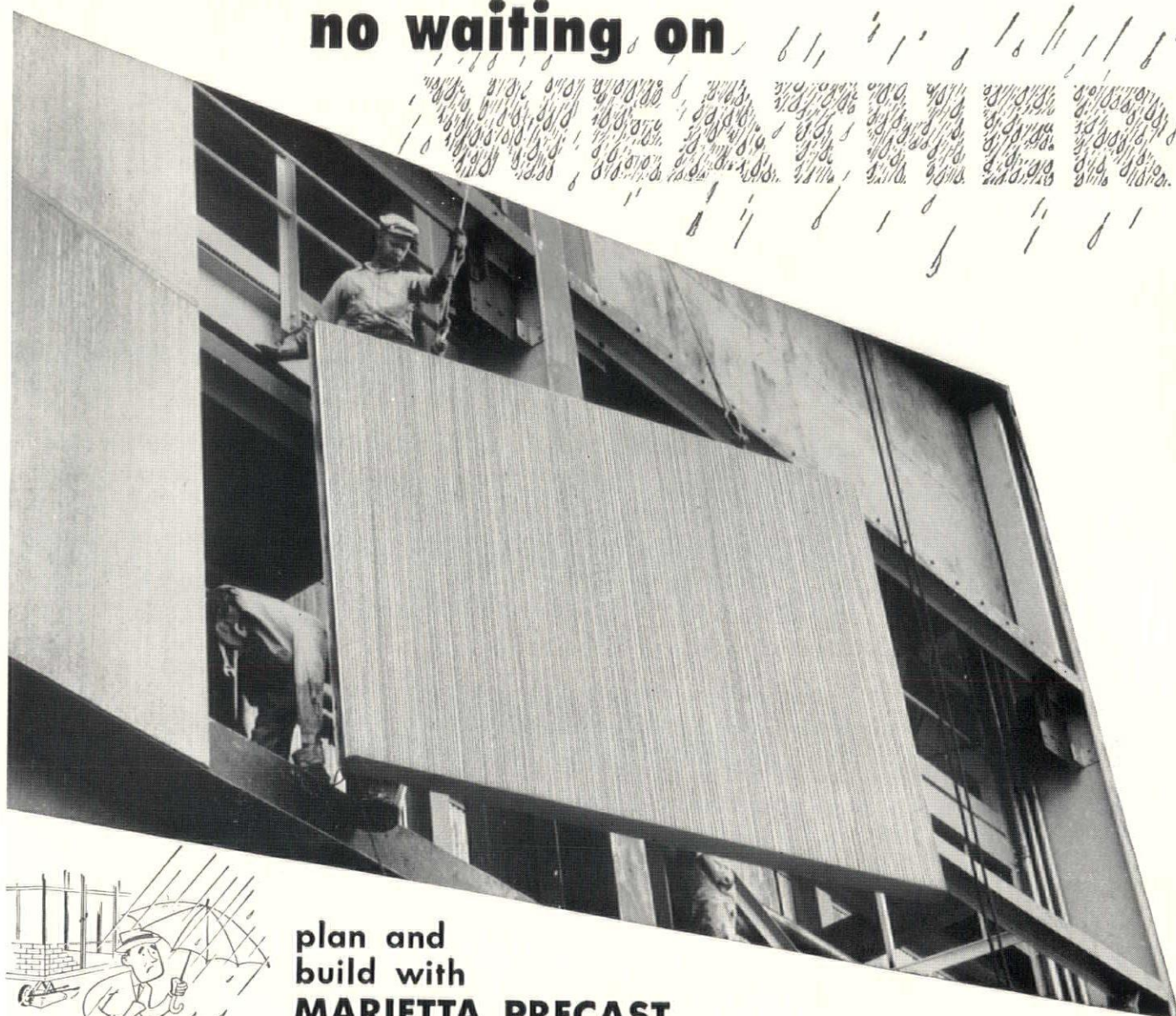
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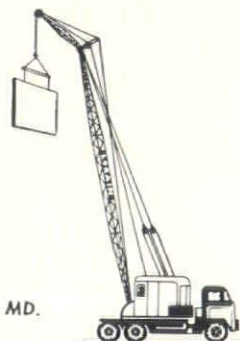
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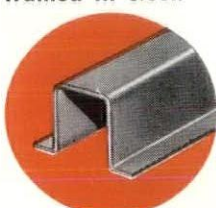


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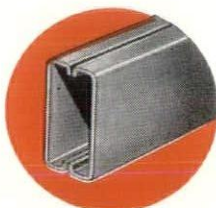
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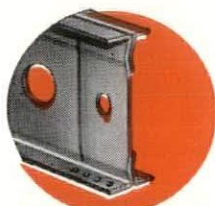
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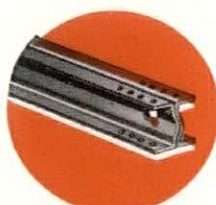
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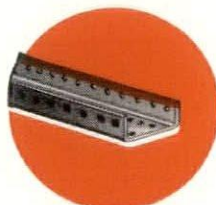
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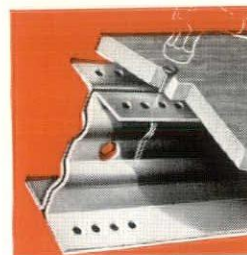
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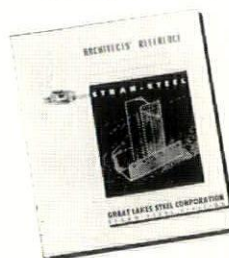
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# beauty versus bookkeeping by roger allen, a.i.a.

There is an ugly rumor going around that I cannot write a serious piece about architecture because I do not know any big words. This is a lie; I know words I've never even used yet. There is another bogus theory that if an architect writes anything even mildly critical of Mies, Corbu and the International Style, this proves he is a neo-Victorian gingerbread-monger, and he should be hunted down with the bloodhounds and forced to spend the rest of his life hiding in a cave, living on roots and nuts. Nuts.

As a matter of fact, the worst that can happen to you if you criticize the people I have mentioned is that you will get a couple of letters from their indignant admirers inquiring, "If you are so bright, why ain't you rich?" A good question, and one to which I and the Old Kent bank of Grand Rapids have devoted considerable thought, I am not rich because I have more fun the way I am, and because I know too many people who are rich. These persons are continually haunted by the possibility that they may become unrich, and well they may be. I do not object to money, of which I seem able to

earn an adequate amount, and in fact I have often publicly endorsed money. Philosophers tell you that money cannot get you friends. This is true, but I think it gets you a better class of enemies.

An anonymous gentleman who writes the department of short paragraphs called "Editorial Pointers" for the Boston Globe recently posed a question that has haunted me ever since. "With so much hogwash flooding the country, why ain't our pigs cleaner?" he inquired. A considerable proportion of writing about architecture is hogwash. This is not because the writers are stupid in the head, because they aren't; but when they attempt to set down what they think about architecture they do not, in fact, put down what they think; they write what they think they should think. This gets you nothing.

The best way to write a good piece about architecture is to get good and mad about something. If you will study the various "Letters to the Editor" departments of daily newspapers all over the country, you will find that it is not the communications breathing sweetness and light

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## coming issues

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**AUGUST**—10th ANNUAL MACK-INAC 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

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**JUNE**—WESTERN MICH., A.I.A.

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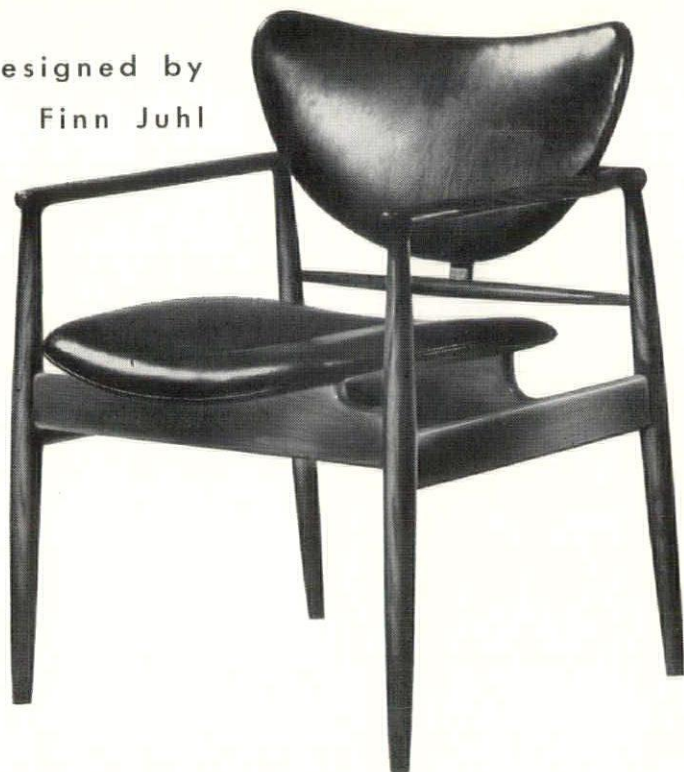
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This doctor had just returned from a visit to Taliesin West and he was bursting with excitement. "I never knew architecture could be so exciting," he kept saying. He had been exposed to beauty and it had shaken him up. He had only one criticism and, naturally, he criticized the wrong thing. He had noticed that one of the interior doors was only about five feet eight inches high, and several 6-footer students had to duck when they went through it. He thought this was a mistake. I explained to him it was nothing of the sort. "If there is one thing a young architect should learn as early in his career as possible," I said, "it's when to duck."

Well, Margaret and I left Arizona and went up to Colorado Springs where I talked to the architects of the Mountain States division of the A.I.A.—lovely people with even lovelier wives—and then we went home. We got into Chicago early in the morning and had all day there, so we called on some old friends whose apartment, on a side street off Michigan Boulevard, had a partial view of Lake Michigan and an impartial view of the back of the widely publicized apartment house designed by Mies. (Get ready to write me a letter and ask me why if I'm so smart ain't I etcetera?) It was no hardship that it was a back view, because the back looks just like the front and neither of them looks as good as Lake Michigan.

Let us get back to Mr. Gutheim's speech. "In the question and answer period the speaker stated that he felt the most significant fact about architecture of today is its becoming industrialized, and he added it was regrettable that architects had failed to control it. He mentioned that Louis Skidmore had told him that his firm employed more accountants than architectural designers, which indicated the trend for architects to save their clients' money by studying their process and items of cost."

This is a morbid idea if I ever heard one. "More accountants than architectural designers." Do you expect me to believe that Lever House could be designed successfully by a certified public accountant doodling on the work sheet for Form 1040?

Let me say again that I am not criticizing Mr. Gutheim. I believe that he presented very fairly the prevalent views of many architects and non-architects. They believe that the architect must fail unless he is surrounded by accountants and technicians and a multitude of engineers and electric typewriters and all the paraphernalia of big business. And I don't believe this.

In "East of Eden," John Steinbeck said something that needed to be said. "Our species is the only creative species, and it has only one creative instrument, the individual mind and spirit of a man. Nothing was ever created by two men. There are no good collaborations, whether in music, in art, in poetry, in mathematics, in philosophy. Once the miracle of creation has taken place, the group can build and extend it, but the group never invents anything. The precariousness lies in the lonely mind of man."

The miracle of creation is not concerned with bookkeeping; it is concerned with beauty.

that grip you; the ones with the authentic zing in them are the letters from "Mother of Four," let us say, who is really burned up about something. This elevates her literary style and the result is excellent. "Mother of Four" turns up all over the North American continent and she's always mad. Just name something and she's mad at it. I love her.

Indignation is foreign to my nature, and I seldom get angry. (This will be news to my wife.) However, a certain amount of smoke drifted out of my ears when I read an account in the April issue of the Bulletin of a speech made by Mr. Frederick Gutheim, of Washington, D.C., to the Detroit Chapter. His topic was "Have We One Architecture or Two?" By the time I finished the synopsis of Mr. Gutheim's talk, I was trying on straightjackets, just for size. I am not mad at Mr. Gutheim, you understand; I like him. What I disliked was the fact that what he said about architecture is what a lot of other people are saying. And I am against it.

We have two architectures today, he says, one exemplified by Corbusier and the other by Frank Lloyd Wright, and the client must choose between them. Wright hates cities and would do away with them, while Corbusier is more interested in skyscraper apartments, characterized by classicism. "Wright's Taliesin West he designated as a symbol of ruins, which in the end goes back to naturalism."

What in the end does Corbusier's building go back to—the Raymond Concrete Pile Company?

If Taliesin West goes back in the end to the Arizona desert from which it sprung,

it could have a worse fate. I know a lot about the Arizona desert, and I go there every March to rest my mind. And watch mountains. I used to watch birds, but now I am a mountain watcher. They do not jump around and make me nervous. The desert is not just a miscellaneous collection of sand; it is fertile but unwatered earth. Bring in the water, drop in a seed and then jump back, or you will get clipped in the chin by a grapefruit tree going places.

The house that Mr. Wright built on the desert, looking off at the Superstitious mountains, has something that many followers of the International School will consider a grave defect. It is beautiful. Naturally this is old-fashioned of it, but there it is. Beauty is a dirty word; book-keeping is the stuff. Taliesin West does not remind you of the shop drawings of a foundry; it is beautiful in line, in color, in its integration into its environment. And it has an extraordinary impact on people who have seldom stopped to think that architecture can provide a profound emotional experience.

A few weeks ago I was sitting peaceably in the patio of the Jokake Inn near Scottsdale, Arizona, keeping a keen admonitory eye on the Camelback mountain and drinking myself some drinks. And a doctor from Chicago burst into my reflections to tell me all about architecture. I do not go around explaining medicine and surgery to practitioners of those arts, but they frequently explain all about architecture to me. So do taxicab drivers, as far as that goes. Some day I must tell you about a cab driver in Rochester, N. Y., but not now.



# **detroit** **chapter** **a. i. a.**

On the evening of May 21, members of Detroit Chapter, A.I.A. heard Gyorgy Kepes, Professor in Visual Design, School of Architecture and Planning, Massachusetts Institute of Technology, speak on the subject, "The Relationship of Arts and Science."

This was the Chapter's annual meeting with members of its three student branches — at the University of Michigan, University of Detroit and Lawrence Institute of Technology. One hundred seventeen were present for dinner and about 50 more for the address.

Following dinner, President Amedeo Leone conducted a short business meeting, and the following were elected delegates to the Institute's Seattle Convention: Messrs. Barcus, Wells Bennett, Blakeslee, Coombe, George Diehl, Alvin Harley, Talmage Hughes, Hyde, Jahr, Leone, Meyer, H. A. O'Dell, Palmer, Redstone, Rush, Scheufler, Eb Smith, Linn Smith and Yamasaki.

Corporate membership certificate was presented to Glenn G. Mastin.

Recognized were guests W. Hawkins Ferry, Honorary Curator of Architecture at The Detroit Institute of Arts, Mr. Wallace MacKenzie, President of Smith, Hinchman & Grylls, and Mrs. MacKenzie.

President Leone presented the Detroit Chapter awards to the following: Richard Zander, Lawrence Institute of Technology; Victor Zampa, University of Detroit, and Gerald E. Harburn, University of Michigan.

Earl W. Pelerin, Head of the Department of Architecture at Lawrence, presented the following awards for his school: most outstanding in his class and for broad interest in architecture, to John Yanick; the student who made the greatest contribution to his chapter, Alfred Petrelli.

Clair W. Ditchy presented the A.I.A. Medal and book, *Mont Saint Michel and Chartres* by Henry Adams to Constance D. Abernathy; the book to George C. Hawlett, and the Alpha Rho Chi Medal to Ellery C. Green.

Roco Polluzzi, president of the U. of D. Student Chapter, presented awards for outstanding design to David Spitznaugle and Ronald Mayette.

Present were Messrs. Robert M. Nelson and Irving H. Yackness of the Builders Association of Metropolitan Detroit, and Mr. Nelson presented awards in the association's competition for the 1954 Builders Show House as follows: First Prize to Louis F. Pacheco of Wayne University and Cranbrook; Second Prize to Charles B. Banaag

of Cranbrook, Third Prize to Theodore D. Daubresse of Lawrence Tech, Fourth Prize to John T. Yanik, also of LIT.

Honorable Mentions went to Joseph F. Savin, George Rusu and Ellery C. Green of the U. of M.; Are Vesterlid and Leon Stein of Cranbrook.

Louis Rossetti, Chairman of the Detroit Chapter, A.I.A., Committee on Education and Registration, paid high tribute to the builders Association for their splendid cooperation in holding the competition, and Mr. Nelson responded in like manner.

Speaker Kepes gave a most enlightening talk, beginning by saying that many people are worrying about the present state of architecture, which he said is undergoing a crisis. Architecture, he said, grew up in a one-sided way and has not always fulfilled its province. In saying that it had not achieved all that it might have, he designated four key issues wherein it has failed.

First, he said architecture had too often not respected the site, landscaping and such considerations. Secondly, he stated that it should be more than just a technical solution of the problem, it should have a message — a human pattern symbolic of action and expressive of the occupants. His third item had to do with standardization and mass production, which he said had dangerous implications. Module-thinking, he asserted, often leads up blind alleys and creates a stereotyped architecture. Fourth, he said that many details are entirely isolated out of context, such as items of kitchen equipment that function perfectly in themselves but often have little relationship, one to the other. There is no orchestration, he said.

Mr. Kepes said that the greatest architecture was produced when the whole population was aware of their responsibility and were anchored in the life of their time.

After showing slides of interesting examples of abstract design and architecture, old and new, there was a spirited question-and-answer period, which was entered into by many.

# **michigan** **society of** **architects**

The Board of Directors of the Michigan Society of Architects met at Hotel Olds in Lansing on the afternoon and evening of May 21. Director Adrian N. Langius was in charge of arrangements. All officers and directors except Ralph Knuth were present.

Frederick Beckbissinger of Saginaw was made a member emeritus of the Society, as was John Schurman of Detroit. The certificates of membership will be presented by the respective chapters.

W. Kent Cooper, the C. Allen Harlan scholar, who has been based at Cranbrook Academy of Art doing his research, gave a progress report. He expects to complete his project by August 1, and results will be exhibited at the Society's Midsummer Conference at Mackinac Island, August 6-8, 1953. Cooper has recently been awarded the Paris Prize by the Beaux Arts Institute of Design, which will enable him

to travel and study in Europe for a year, beginning September 1, 1953.

As recipient of the C. Allen Harlan \$5,000 scholarship sponsored by the Society, Cooper has been making studies of the relation of industrial plants to their communities — what each can do for the other, and the relationship of the individual worker to his environment.

Clarence Rosa, Chairman of the Midsummer Conference Committee, reported that plans for that event are well under way.

Following the meeting, Bob Blakeslee showed his color movies taken at Institute conventions, and Phil Haughey, Chairman of the Society's Publicity Committee, showed a film the Michigan Bar Association had prepared. It was most creditable, and contained much that could be made use of in a similar film for the architectural profession.



## new bauer firm

Leo M. Bauer, A.I.A., announces that he has admitted to a new organization Carl J. Freiwald and William P. Lindhout. Bauer began his general practice of architecture almost thirty years ago, and has maintained offices at 534 Free Press Building, Detroit. The new organization will be known as Leo M. Bauer and Associates, Architects, with offices in the Free Press Building.

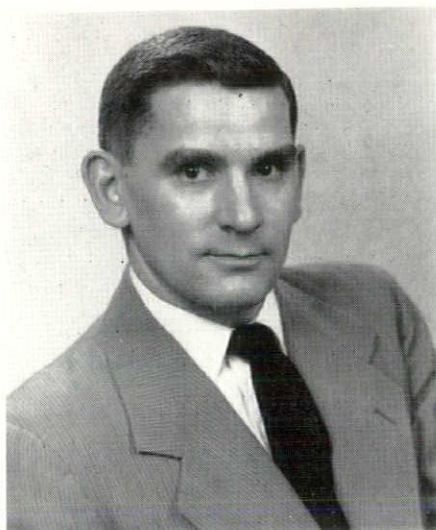
Carl J. Freiwald was born in Detroit on June 24th, 1904. He attended the Zachariah Chandler Elementary School and Cass Technical High School. He attended the University of Michigan and was a member of the class of 1927. He has been associated with Bauer's office almost continuously, except for a period of three years spent in the office of Eliel Saarinen, Bloomfield Hills. He is a Member of the Detroit Chapter of The American Institute of Architects and the Michigan Society of Architects.

William P. Lindhout was born in Grand Rapids, Michigan on September 22nd, 1924 and is the son of the late Pierre Lindhout, Grand Rapids Architect for many years. He was graduated from Ottawa Hills High School in that City, and attended Michigan State College prior to two and one-half years' service with the United States Navy Air Corps. He served as Air Crewman for

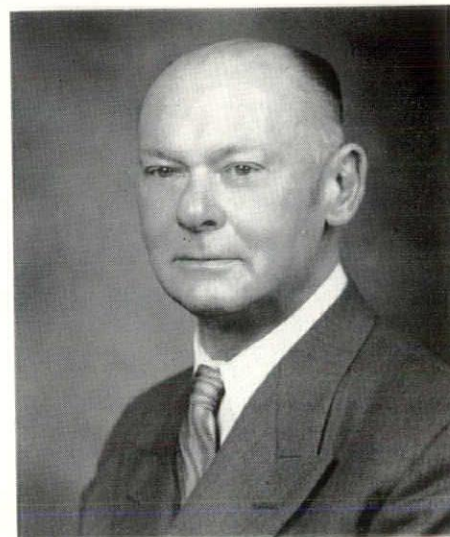
a carrier-based torpedo bomber squadron. Following his military service he enrolled in the College of Architecture and Design at the University of Michigan, from which he was graduated in 1950. His previous experience was with Christian Steketee and J. & G. Daverman Company, both of Grand Rapids, and with Thomas Tanner of Ann Arbor.



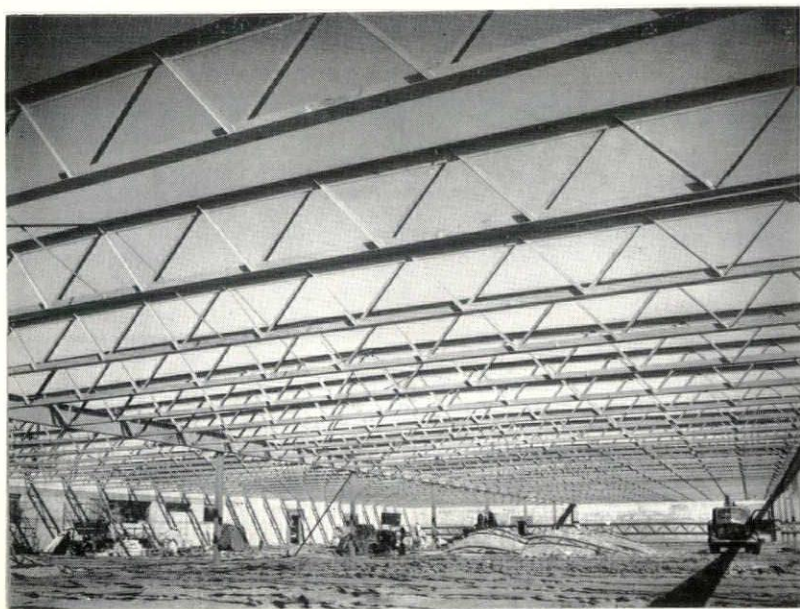
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# architects and producers

G. Frederick Muller of Pittsburgh Plate Glass Co. was elected president of the Producers' Council, Inc., Michigan Chapter, at the annual business meeting held May 11 in the Hotel Fort Shelby, Detroit. Clyde T. Oakley of Truscon Steel Co. and W. A. Snure of Unistrut Detroit Service Co. were re-elected vice president and secretary respectively. Walter G. Sandrock of U. S. Plywood Corp. is the new treasurer.

Out-going treasurer Muller reported the largest balance in the organization's history.

Robert M. Ackerman, chairman of the table-top meeting to be held in conjunction with the Western Michigan Chapter's annual outing at Hotel Macatawa, gave a detailed account of the June 27th event.

Tie of the evening, resplendent as a Turner sunset, was worn by Bill Mulcahy and befittingly matched the eulogy Bill Portland gave in recognition of the retiring president. Mulcahy was given a standing ovation.

Among those attending the dinner were W. M. Taliaferro, Louis Ollesheimer, Ralph J. Roach, R. B. Richardson, B. G. Kuiper, E. C. Baker, Robert Cherry, Joe Fox, Paul Marshall, R. C. Paulwetter, Charles P. Garascia, Fred Warnke, T. C. Schwer, O. F. Preuthun, W. E. Ogden and Dayton L. Prouty.

Gene W. Smaltz of Ceco Steel Products and L. R. Henderickson of H. H. Robertson wore the bow ties of the evening.

Others present were Herbert Broughton, Albert G. Hann, Walter J. Berd, Norman A. Box, James Bowton, John Cassella, Roy Woltz, C. W. Trambauer, Charles E. Kleinbrook, Donald T. Ollesheimer, John F. Finn, Ross Griffith, and Charles Burrows.

## FLEXICORE DEMONSTRATION

The first of a series of planned demonstrations in the manufacture of Flexicore, the precast prestressed concrete slabs, made by Price Bros. Company, at their new Michigan flexicore division plant in Livonia, was held on May 4.

Bob Beerbower, Michigan manager, was host to about 35 architects, engineers and general contractors who viewed the manufacture of Flexicore from start to finish. Other members of the organization who helped entertain the guests were Bill Cory, Jim Thomas, Dick Culver and Phil Snowberger.

Following the demonstration the guests were taken to Arbor-Lill on the Ann Arbor Road for cocktails and a sumptuous dinner.

Among the architects noted in attendance were Bill Palmer, Leo Bauer, Jim Morison, Gustave Muth, Gene Mitton and George Schulz.



FRED MULLER

## BOB CALDER HEADS BOWLERS

Robert F. Calder, A.I.A., architect and songwriter, was elected president of the Detroit Architectural Bowling League.

At the dinner held in the Sheraton-Cadillac, attended by more than 200, marking the close of the 31st season, the Architects' Trophy was awarded to Giffels & Vallet & Rossetti, in recognition of their first place in the league. The presentation was made by Linn Smith, president of the Michigan Society of Architects.

R. E. Leggette Company, acoustical contractors, announce removal of its office and warehouse to new and enlarged quarters at 9535 Stephens Street, Dearborn, Michigan. The telephone number is LUzon 4-2000.

The building supply firm of H. H. Dickinson Company has moved its offices from 5785 Hamilton Avenue to the location of its warehouse, 9940 Roselawn Avenue, Detroit 4. The telephone number remains the same, Webster 3-6263.

Ian C. Ironside has been made an associate of the firm of Warren S. Holmes Co., of Lansing.

Mr. Ironside was born in Hastings, Michigan, attended Albion College one year and graduated from the University of Michigan School of Architecture in 1939. He is registered in Michigan and New York states and holds the Jr. NCARB Certificate. He is a member of the AIA and the MSA. Also the Alpha Tau Omega fraternity.

Frederick Stanton, A.I.A., of 307 N. Michigan Avenue, Chicago, Ill., has become a non-resident member of the Michigan Society of Architects, it is announced by Linn C. Smith, Society president.

Harry M. Denyes, A.I.A., formerly with Swanson Associates, Architects, of Bloomfield Hills, has re-established his own office at 164 W. Maple, Birmingham.

Denyes received his professional education at the University of Illinois and the University of Michigan, and he became registered to practice architecture in Michigan in 1943. He is a member of the City Plan Commission of Birmingham.

## BOAT CHRISTENING

A large number of architects attended the christening of Huron Portland Cement Company's new motor vessel, Paul H. Townsend, at the Veterans' Memorial Building dock in Detroit on April 30.

The Townsend, named after Huron's president, will engage exclusively in the transporting of bulk cement from the World's largest cement mill in Alpena, Michigan to Huron's auxiliary distributing plants located in Detroit and ten other Great Lakes ports.

Among the speakers at the river-front event were Emory M. Ford, board chairman; Paul H. Townsend, president, and Charles M. Adams, superintendent of plants and vessels.

Mrs. Richard E. White, daughter of President Townsend, carrying a beautiful bouquet of red roses, christened the green-hulled boat.

First to board the ship after the ceremonies were architects Neil Gabler, Lynn Fry, Dave Williams, Ray Perkins and Carl Marr. Others noted at the dock were Bill Kapp, Paul Tilds, John Cross, Bob Calder, Art Schmidt, Walter Rozycki and Henry Abrams.

In the Veterans' Memorial ballroom, where cocktails were served: Frank Wright, John Thornton, Jim Morison, Gus O'Dell, Carl Scheuffler, Al Leone, Bob Hastings and many others.

Passing down the line at the buffet luncheon held in the Memorial dining room were Art Hyde, Gerry Diehl, Emil Jehle, Al Schoerger, Dixon Kellogg, Elmer Kiehler, Ivan Dise, Homer Fowler, Fred Fairbrother and Clair Ditchy.

Mrs. Richard E. White, who christened the motor ship Paul H. Townsend, is shown with her husband, Lieutenant White (left) and John K. Cross, A.I.A. Mrs. White is the daughter of Huron's President Paul H. Townsend.







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## **public relations**

The Facts Package just distributed by The A.I.A. is an encouraging indication that its public relations program is taking definite form under the direction of Ketchum, Inc., public relations counsel.

In an era in which publicity has become a principal activity of governments, science and industry, education, the professions, and institutions of every kind, it is imperative that architects go forward more aggressively with the work of public relations.

Nations are utilizing propaganda as a major instrument for peace—and for war, cold or otherwise. The profession of architecture also has a war on its hands—a war for survival. The architects must be sold to the country on the basis of the new realism that must govern the architect and his job.

Nothing can be done well unless it is properly planned. There is ground for the belief that architects, in general, have looked upon such activities with too much complacency. Such lack of cooperation is not to be found among other professions.

It is not our belief that it is the field of a public relations committee to initiate projects to make news, but rather to properly publicize activities that are taking place continuously.

In any such endeavor, the first consideration is to properly inform the members. We hope that National Architect, a section of Monthly Bulletin, will in some measure serve this purpose. We need the help of our subscribers in informing the profession of the functions of NCARB, what it is and what it can do for architects throughout the nation.

## **architects in the news this month**

Alexander H. Girard, A.I.A. architect, of Grosse Pointe, will move to Santa Fe, New Mexico the latter part of June. Girard has sold his home at 222 Lothrop and is closing his office at 16841 Kercheval Place in Grosse Pointe.

The architect, who is also active in product design, advertising and magazine layouts, will continue to serve his clients in these fields, as well as in the design of contemporary buildings.

Girard has been the design consultant for the Monthly Bulletin of the Michigan Society of Architects, having created the new format of that magazine which has been in effect since last January.

The A.I.A. has announced the personnel of its jury for the Fifth Annual Exhibition of outstanding American Architecture, a feature of the 85th Convention at Seattle, Washington, June 16-19, 1953, as follows:

Architects H. Abbott Lawrence and Rollin H. Boles, both of Portland, Ore., and Lawrence G. Waldron and Arthur P. Herman, both of Seattle, Washington.

Non-architects: Charles H. Gordon, V.P., Seattle First National Bank; V. O. Stringfellow, Secretary, National Association of Home Builders; Frederick H. Hunter, Honorary Chancellor, Oregon State System of Higher Education, and Walter L. Doty, Editor, Sunset Magazine, Menlo Park, Calif.

Kenneth E. Wischmeyer, A.I.A., of St. Louis, Missouri, has been hospitalized, because of the recurrence of an old ailment. On advice of his physician, he has announced that he will not attend the Seattle Convention or be a candidate for President of the Institute.

Ben John Small, AIA, an associate in the firm of Alfred Hopkins & Associates, Architects, of New York City, has been elected president of the Metropolitan New York Chapter of the Construction Specifications Institute.

Small, an authority of specifications, and author of the book, "Streamlined Specifications Standard," was a speaker at the 39th annual convention of the Michigan Society of Architects at Hotel Statler in Detroit last March.

Frederick Gutheim planner and consultant, has been engaged to study the life factors of school buildings, at the College of Architecture and Design, University of Michigan, it is announced by Wells I. Bennett, FAIA, Dean of the College.

Conducting research under the Michigan Memorial-Phoenix Project, Gutheim's Studies will be directed toward better school design to the end that such buildings may have more flexibility and longer life.



## California

A. Quincy Jones and Frederick E. Emons, architects of Los Angeles, shared honors with S. Robert Anshen and William Stephen Allen, both of San Francisco, in the 1953 national Arcadia Achievement Awards. The awards were for outstanding achievement of home design as executed by Eichler Homes.

Douglas Honnold and John Rex, both A.I.A., of Los Angeles, have merged their organizations and located at 306 N. Doheny Drive. L. A. Honnold has won two honor awards from the A.I.A. for restaurant designs. Rex, former president of the California Council of Architects and of Southern California Chapter, A.I.A., has designed many Southland schools. He is a member of the Board of Zoning Appeals, of Los Angeles.

William Shinderman, A.I.A., announces the establishment of his offices for the practice of architecture and related design at 110 N. Doheny Drive, at Wilshire Blvd., Beverly Hills, California.

Welton Becket & Associates are architects for a new hotel to be built in Havana, Cuba, in which a switch in the usual procedure will be that a labor union will hire a corporation as its employee. Hilton Hotels International, Inc. will operate the building for the Culinary Workers Union of Cuba, owners. Hilton has similar agreements for operating the Caribe Hilton in San Juan, Puerto Rico, and the Castelana Hilton in Madrid, but in those cases the owners are capitalists. This will be the first time the Hilton organization has worked for a labor union.

## Washington D. C.

Certificates of merit were presented to owners, builders and architects of 12 Washington, (D.C.) area structures at the biennial awards program of the Washington Board of Trade architectural awards committee. Presentation was made by Charles Goodman, A.I.A. chairman of the Board's awards committee.

The jury was composed of O'Neil Ford of San Antonio, Texas; Philip Will of Chicago, and Edward D. Stone of New York City.

Architects of the prize-winning buildings were Aubinoc, Edwards & Berry; Harry Barrett, Walter D. Byrd, A. R. Clas; De-Young, Moscovitz & Rosenberg; Bernard Lyon Frishman; Keyes, Smith, Satterlee &

Lethbridge; Joseph Miller, Howard R. Robinson; Smith, Satterlee & Lethbridge; and Ian Woodner.

The Jury reported: "the general impression gained by the jury is that the Washington community is architecturally in a state of flux with a strong sincere wave of effort to express itself in the idiom of the 20th century.

"It is the firm belief of the jury that civilization expresses itself through its architecture. It is, therefore difficult to comprehend how a thriving, progressive community, such as Washington, expresses itself so ineffectually in its physical environment . . . The destiny of Washington has been and is leadership for the rest of the nation. It is hoped that this leadership will eventually include architecture that expresses our time and place in history."

## Indiana

Frank Lloyd Wright was speaker at the recent convention of the Indiana Society of Architects, A.I.A. at the University of Notre Dame. The lecture was sponsored also by the Architects of St. Joseph Valley.

The famed architect was selected by the National Institute of Arts and Letters to receive one of two gold medals the Institute awards annually for achievement in the arts. An exhibition of his work was held in New York in connection with the award.

At the recent convention of the Association of Western Hospitals held in Salt Lake City, Wright said:

"The typical American hospital is a combination cloister and packaging institution, where the merchandise is stacked like cordwood so the doctors can march past and go jab, jab, jab. We need a hospital having an atmosphere that is benign, one where a man couldn't believe himself sick, where he is not forever seeing crowds of sick people."

## Illinois

Walter Gropius was honored in Chicago at a luncheon at which he was the speaker, on the occasion of his 70th birthday, May 18.

Sponsoring organizations were Chicago Chapter, A.I.A., American Institute of Planners, Metropolitan Housing and Planning Council, South Side Planning Board, and Michael Reese Hospital Planning Staff. A retrospective exhibition of his work was

held at Illinois Institute of Technology, and it will continue through June 15.

Jerome Robert Cerney of Lake Forest, Ill. has had some interesting publication recently in House & Garden, including the cover in color, and in H & G Book of Building. His work is most creditable.

Ralph H. Syverson, architect has opened offices at 1804 Hinman Ave., Evanston, Ill. A graduate of the University of Texas, he was formerly associated with Ralph C. Harris, architect of Chicago.

## Louisiana

Moise H. Goldstein, F.A.I.A., of New Orleans, La., received the "Architect of the Year" award as an outstanding practitioner in the Gulf States, a selection by the faculty and students of the College of Architecture at Tulane University.

## Massachusetts

Five Boston architects have formed the "Boston Center Architects" to serve the Stevens Development Company on a \$75,000,000 project to be built on the 28-acre site of the Boston & Albany Railroad yards in Boston's Back Bay area. Included in the group are Pietro Belluschi, Walter Gropius, Walter F. Bogner, Carl Koch and Hugh Stubbins, Jr.

The project which will be built on an area twice the size of New York's Rockefeller Center, is expected to include more than a million square feet of office space, 850 square feet of store space, a 750-room hotel and a convention hall.

## Nebraska

R. G. Gillespie has opened his office for the practice of architecture under the firm name of R. G. Gillespie & Associates, in Lincoln Neb. He will specialize in the design of retail stores.

## New York

Andrew Weggeman, engineer was honored by 220 of his colleagues on May 11, the occasion of his 50th year with the architectural firm of Voorhees, Walker, Foley & Smith, of New York City. Mr. Weggeman has had an important part in the planning of numerous specialized buildings, largely structures for the New York Telephone Company. The firm of VWF & S has been designing telephone buildings since 1885, when it was first established. The firm's offices are at 101 Park Ave., NYC, and it has a branch in Long Island City, where Mr. Weggeman holds forth.

Dean Lemuel C. Dillenback of the College of Fine Arts, Syracuse University, announces the appointment of three architects Cooperating Committee of Architects for the College. They are Donald Q. Faragher of Rochester, Robert A. Jacobs of New York, and Laonzo J. Harriman of Auburn, Me. Established in 1936 the Committee acts as an advisory board and coordinates the academic program at the school with the professional field of architecture.

Two architectural students at Pratt Institute, Brooklyn, Joseph d'Amilia and Ri-



chard Moger, won first and second prizes, respectively, in the N. Y. Section of the Illuminating Engineering Society's 11th regional competition for lighting a suburban library. Judges were Richard Kelly, I.E.S. and Alfred Easton Poore, A.I.A.

The annual Franklin X. McCormick awards given by "Church Property Administration" to winners in the parish church architectural competition sponsored by The Architectural League of New York drew 36 entries from Catholic University of America and 13 from the University of Notre Dame.

Winners included Thomas B. Corgan, C. U., first prize; Richard Baker, Notre Dame, second, and Donald A. Hinshaw, N. D., third.

The jury consisted of Robert J. Reilly, Sr., Henry J. McGill, J. Sanford Shanley, Jed Stowe Reisner, Robert A. Green, Viggo Rambusch and Stephen Nolan.

## Ohio

On the occasion of his retirement as dean of the School of Architecture at Western Reserve University in Cleveland, Ohio, Francis R. Bacon, A.I.A. was guest of honor at a dinner given by the School's Alumni Association. On his retirement (June 1), he becomes professor emeritus. He has been the School's only dean, and during his tenure some 200 WRU graduates have launched their careers as architects. Bacon was brought to Cleveland in 1923 through the efforts of the Cleveland Chapter, A.I.A.

Jerry Weiss has been made an associate in the firm of Michael M. Kane & Associates, 12381 Cedar Road, Cleveland Heights, Ohio. Prior to joining the Kane firm two years ago, Weiss practiced for a year in Copenhagen, Denmark, where he designed that City's first skyscraper. He also worked with architects in New York and Chicago.

## Pennsylvania

Edward Horrocks, engineer, of the Hunter Douglas Corporation, of New York, was the speaker at the recent technical meeting of the Central Pennsylvania Chapter, A.I.A. in Hershey, Pa. One hundred and thirty were present, the largest attendance in the Chapter's history, including members of the Philadelphia Chapter and the Producers' Council.

Horrocks, who was introduced by Milton S. Osborne of the Department of Architecture, Pennsylvania State College, and president of the Chapter, spoke on "Light Control and Radiation Control by Venetian Blinds."

Announcement was made of the Pennsylvania Society of Architects Convention to be held in Lancaster Sept. 18, and 19, 1953.

Scheeren & Rittenhouse, Kittanning, Pa., architectural firm, has opened a new office in the Chamber of Commerce Building, Pittsburgh, to expedite plans for the many building programs in the area. The office space is designed to accommodate up to 10 draftsmen to augment the six employees of the Kittanning office.

## Died

L. Van Arsdale Abbott, 68, of Louisville, Ky., while on a business trip in Gulfport, Miss., May 9. Designed Louisville Colonels baseball stadium, breweries, Masonic Home at Shelbyville, Ky. and many other structures.

William D. Coates, A.I.A., 72, at his home in Fresno, Calif., April 26. Was California State Architect in 1913-14.

Nathaniel Courtland Curtis, F.A.I.A., 72, in New Orleans, April 15. Educated at Univ. of North Carolina and Columbia Univ. Headed Dept. of Architecture at Ala. Poly. Inst., Auburn, Ala., and at Tulane University, 1912-17. From 1917 to 1920 he was professor of design at the Univ. of Ill. He had been associated with Goldstein, Parham & Labouise since 1920, while teaching at Tulane.

H. Mortimer Favrot, A.I.A., 58, in New Orleans, May 3. Senior partner, Favrot, Reed, Mathes & Bergman. Graduate Tulane; post graduate, M.I.T., and Fontainebleau (France) School of Fine Arts.

Theodore (Ted) Kautzky, 56, in Yonkers, N. Y. General Hospital, May 19. Born Budapest. Royal Univ. of Hungary. Specialized in architectural delineation, renderings. Won many prizes, medal of honor. Author of four books.

Edward P. Mellon, 78, in Philadelphia, April 11. Nephew of former Secretary of the Treasury, Andrew W. Mellon. Had been a member of the A.I.A.

Staley Signs, Inc., 515 Park Ave., Indianapolis 6, Ind., will circularize the members of The A.I.A. with regard to the standard project sign for architects, which has been approved by the Institute. First designed by the Pasadena Chapter, it has been approved by the Indiana Chapter, Michigan Society of Architects and Detroit Chapter.

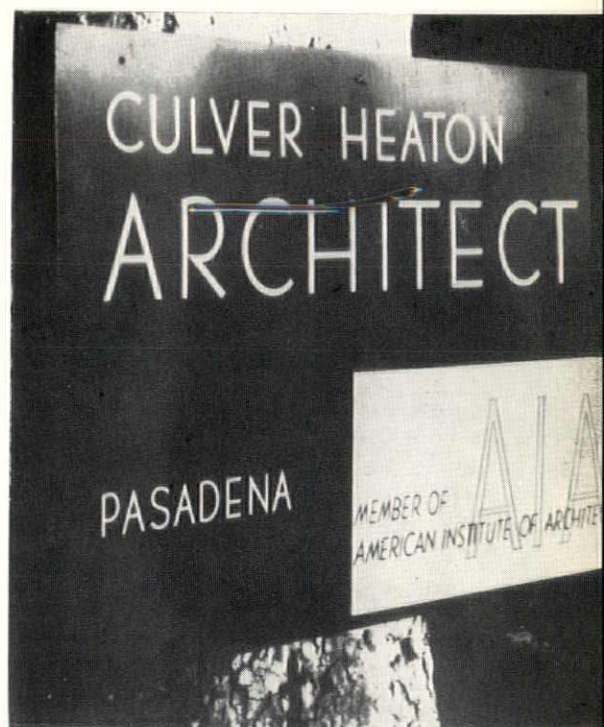
Samuel M. Morino, A.I.A., 60, in Providence, R. I. Pres. Rhode Island Chapter, A.I.A. Secretary R. I. Board of Examiners & Registration of Architects.

Fred W. Pohlmeier, 68, in Fort Wayne, Ind., April 13. Had been Chairman, Ft. Wayne City Zoning Board and member Ind. State Bd. of Architects Registration.

G. Tandy Smith, 62, in Paducah, Ky. May 8. Senior member of the firm of G. Tandy & Lee Potter Smith, Architects.

Leon C. Weiss, 70, in New Orleans, April 1. Grad. Tulane, member firm of Weiss, Dreyfous & Seiferth; in recent years, Weiss & Silverstein.

Below is shown a reproduction of the winning design for Pasadena Chapter's uniform sign.





# NOW...RUSCO

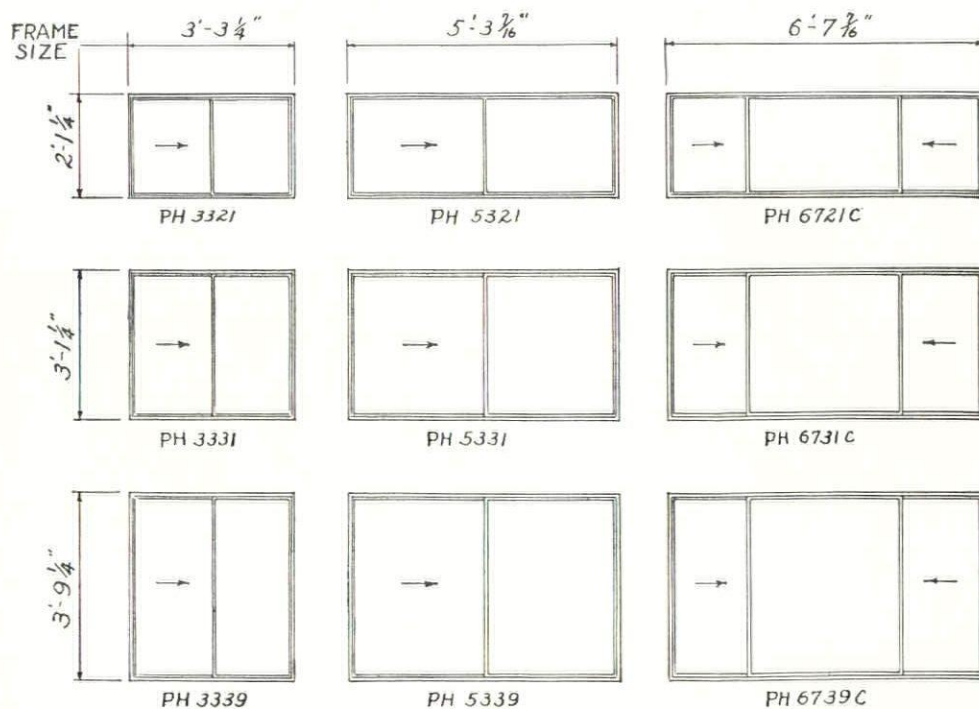
# HORIZONTAL SLIDE



Rusco Horizontal Slide Windows are available in a range of sizes to fit conventional window openings. The standard unit consists of one horizontal slide glass insert with Lumite

screen panel and one fixed light. Also available in posite unit with fixed picture window and sliding right left hand ventilating flankers illustrated above.

## STANDARD RUSCO HORIZONTAL-SLIDE TYPES AND SIZES



IMMEDIATE DELIVERY  
from  
WAREHOUSE STOCK

Now Distributed Exclusively

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**FRIENDSHIP  
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The American Institute of Architects

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KARL KRAUSS JR. ARCHITECT  
RTE. NO. 1 BOX 888 TRAVERSE CITY MICHIGAN

ILTON C. MAJOR  
ARCHITECT  
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WILLIAM A. STONE  
Architect  
1507 American National Bank Building  
KALAMAZOO, MICHIGAN

JAMES K. HAVEMAN  
Architect  
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RALPH E. SEEGER  
Architect and Structural Engineer  
55 LAKEVIEW DRIVE S. E.  
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ARCHITECT  
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BATTLE CREEK, MICHIGAN

RUS O. EASH  
REGISTERED ARCHITECT  
109  
TRAVERSE CITY, MICHIGAN

HAUGHEY & BLACK  
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823 POST BUILDING  
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LANSING, MICHIGAN

HARRY E. MEAD and CHARLES M. NORTON  
ARCHITECTS  
341 Michigan Trust Building  
GRAND RAPIDS 2, MICHIGAN

CHARLES V. OPDYKE, A.I.A.  
1616 N. GENESEE DRIVE  
PHONE 9-3332

ARCHITECT  
LANSING, MICHIGAN

STEKETEE  
ARCHITECT A.I.A.  
Murray Building  
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Architect  
1507 American National Bank Building  
KALAMAZOO, MICHIGAN  
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153 EAST FRONT STREET  
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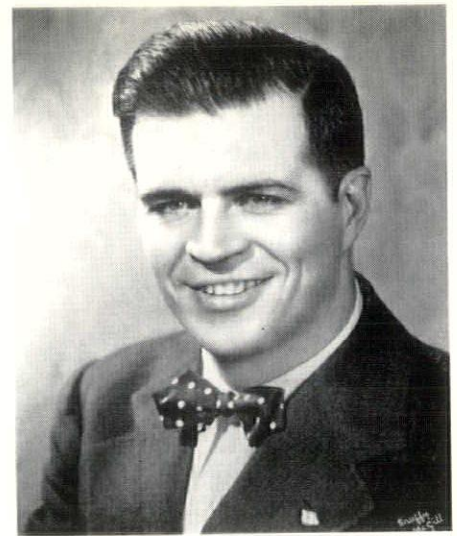
STATE OF MICHIGAN

OFFICE OF THE GOVERNOR

LANSING

G. MENNEN WILLIAMS  
GOVERNOR

May 12, 1953



GOVERNOR WILLIAMS

To the Architects of Michigan:

As I travel through our state, I am constantly impressed by the extensive building programs now being carried out by our Michigan towns and cities, our industries, and state and municipal governments.

Most of us, on first inspection of a fine new home or an imposing public structure, are ready to acknowledge that the builders have done a splendid job. Frequently, however, we fail to give deserved consideration to the architects who, through endless hours at their drawing boards, have striven to design a building which will at once be functional and attractive to the eye. We give no thought to the exhaustive studies of every use to which the contemplated building will be put made by the architect even before he starts his plans.

In a world where, with every passing week, new facilities for our comfort and convenience are being introduced, the architect today, if he is to be successful, must be far more than a drawer of plans. He must have a working knowledge of every phase of the complex building industry.

Michigan has many successful architects of whom the people of our state may well be proud. Since I first took office in January, 1949, I have seen several state-owned buildings grow from carefully developed plans to efficient, operating plants. In these years classrooms, dormitories, and laboratories have been erected at the University of Michigan, Michigan State College, Ferris Institute, Wayne University and our State Colleges of Education. Several units of the

new Northville Mental Hospital have been completed, and work is progressing at other institutions, among them the State School for the Blind in Lansing.

In Lansing, too, a remarkable job of rehabilitation has been done in the old State Office Building, which in February, 1951, was destroyed by fire. Now, named the Lewis Cass Building, it is a new and modern structure, except for the limestone walls. Also in Lansing, the Stevens T. Mason Building, named for Michigan's first Governor, is soon to be completed, the first in a proposed group of state-owned buildings which will include a second and larger office building, an archives building, the State Library, and the Supreme Court. All of these structures have been designed by Michigan architects.

The contributions you architects of Michigan are making to our state are also contributions to our national life. In a very true sense, you are the architects of Democracy, for in every village and city in our state and throughout America you have left your mark in structures, large and small, which will stand until they are erased by time.

Sincerely,

Governor



# **western michigan chapter**



## THE WESTERN MICHIGAN CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

PRESENTS THIS

**1953**

### **HONOR AWARD CERTIFICATE**

FOR EXCELLENCE IN

**RESIDENTIAL ARCHITECTURE**

TO

**WILLIE LUMP-LUMP**

**ARCHITECT**

IN RECOGNITION OF MERIT IN THE DESIGN AND EXECUTION OF

**A DWELLING**

FOR

**THE THREE LITTLE PIGS**

CONSTRUCTED BY

**IMA GOOD ONE**

**GENERAL CONTRACTOR**

*A. B. Cdefghi*  
PRESIDENT

*J. K. Lmnop*  
SECRETARY

### **third honor award**

The Chapter's Third Honor Award program was intended 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 at large.

The Annual Honor Awards Program followed, to a large extent, those of the preceding years with respect to classification of entries, purpose, and manner of presentation.

These awards are for the best buildings of 1948-52, located within the Chapter area, or designed by Chapter members.

In view of the presence in Grand Rapids of the M.S.A. Board members, the Committee felt it would be fitting to have President Linn Smith, with fellow Board members Sol King and Ralph Hammett, serve as the Jury for judging the entries. These gentlemen graciously contended to serve and came to Grand Rapids in the forenoon to discharge their duties as the Jury.

The April meeting of the Chapter, the climax of its Honor Awards Program, and the annual meeting of the Board of the Michigan Society of Architects with the Chapter were scheduled to coincide on April 20, 1953.

The acknowledgement of the Honor Award recipients, the Jury's report, and the discussion of statewide architectural matters by M. S. A. President, Linn Smith, constituted the program of the evening meeting held in the Ballroom of the Morton House, Grand Rapids, with sixty one persons in attendance.

The Jury's selections were as follows:

#### **RESIDENTIAL**

**Honor Award** To Roger Allen for his own Home, Grand Rapids

**Mention** To Malcolm M. Williams for his own Home, Lansing

#### **COMMERCIAL AND INDUSTRIAL**

**Honor Award** To Louis Kingscott and Associates for Branch Bank Building, Industrial State Bank, Kalamazoo

#### **INSTITUTIONAL**

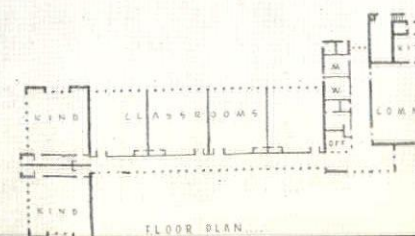
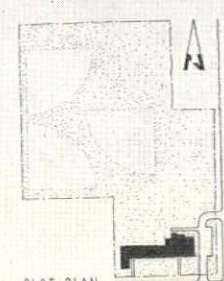
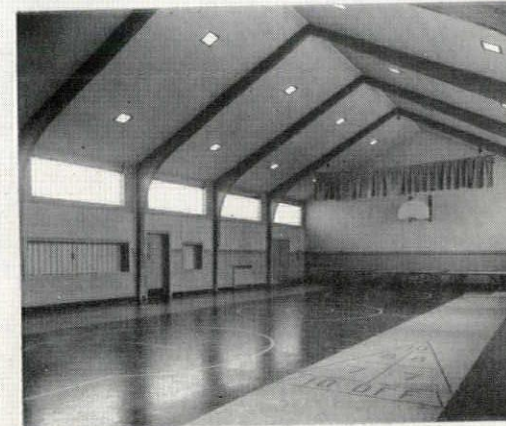
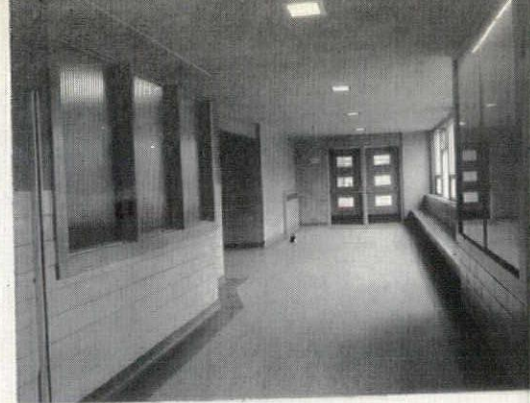
**Honor Award** To Manson and Carver for Marble Elementary School, East Lansing

**Mention** To Clark R. Ackley for Whittier K4 School, Bay City





MARBLE ELEMENTARY SCHOOL  
LANSING MICHIGAN  
MANSON & CARVER  
ARCHITECTS  
LANSING MICHIGAN



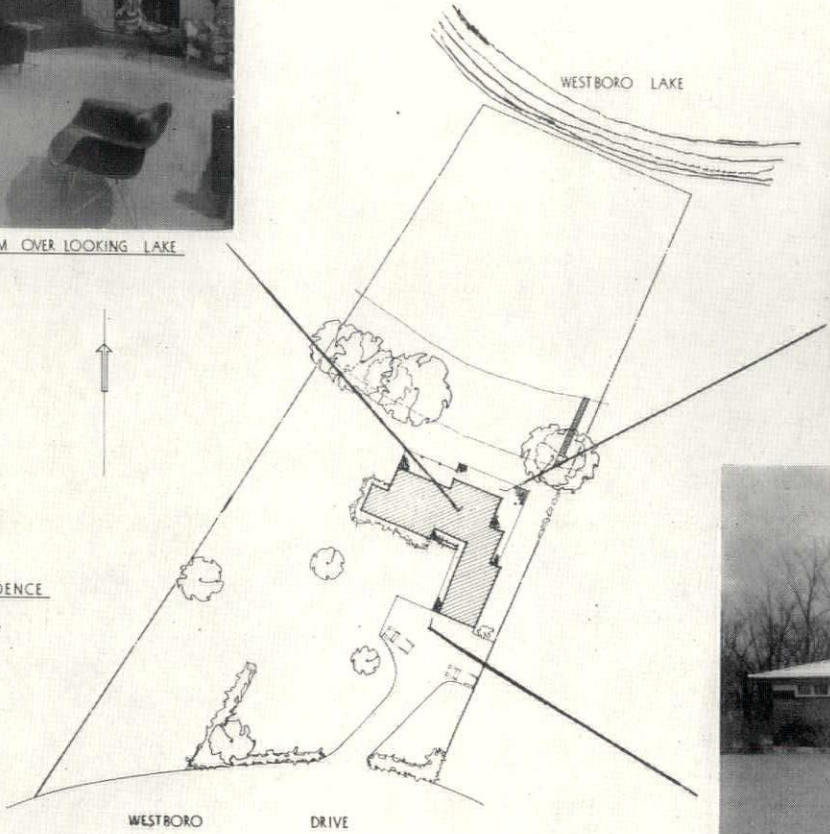
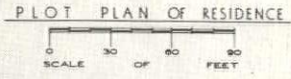




INTERIOR ELEVATION OF LIVING ROOM OVER LOOKING LAKE



EXTERIOR ELEVATION OF TERRACE AREA

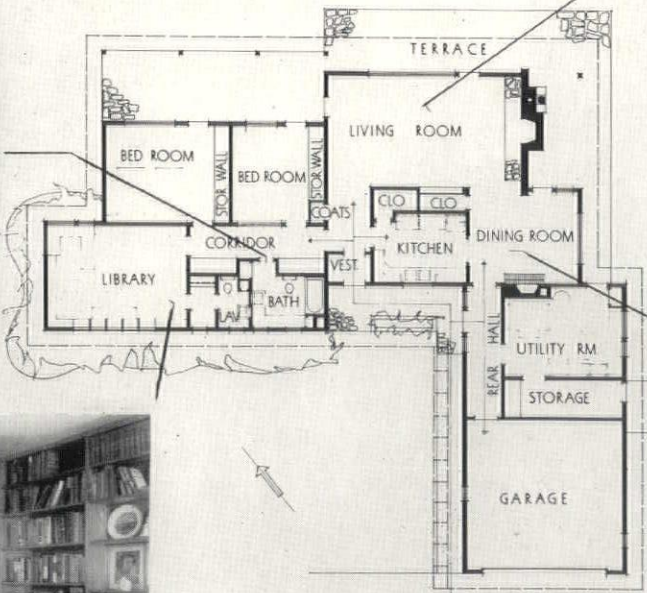


EXTERIOR ELEVATION OF MAIN ENTRANCE



INTERIOR ELEVATION OF BATH ROOM

ROGER ALLEN RESIDENCE  
GRAND RAPIDS MICHIGAN  
ROGER ALLEN & ASSOCIATES  
ARCHITECTS  
GRAND RAPIDS MICHIGAN



FIRST FLOOR PLAN

SCALE OF FEET



INTERIOR ELEVATION OF DINING ROOM

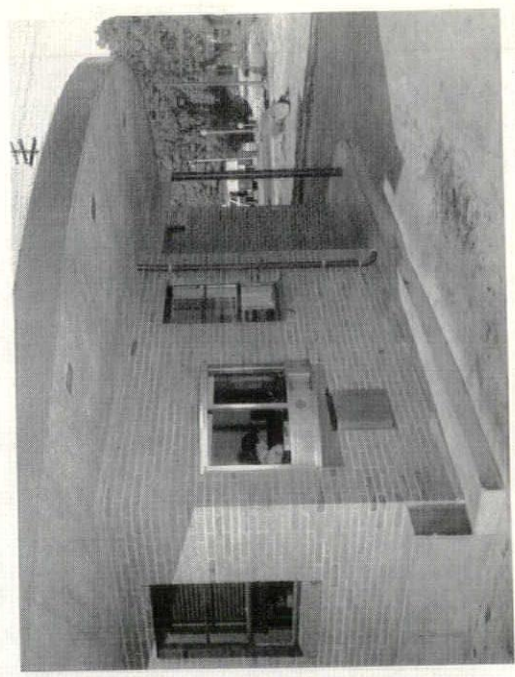
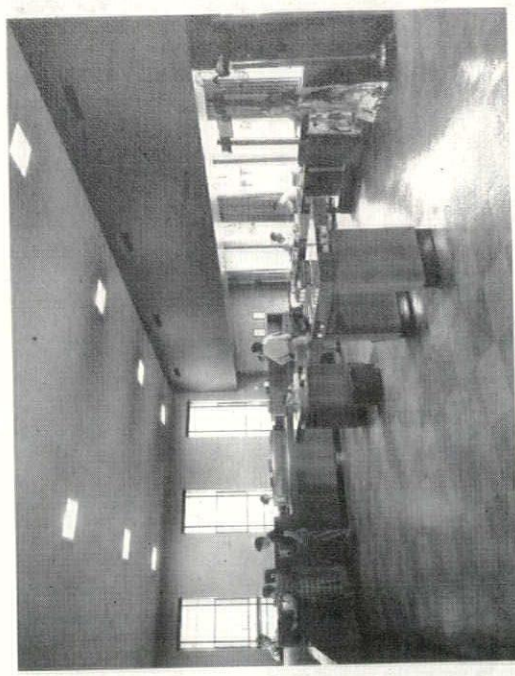
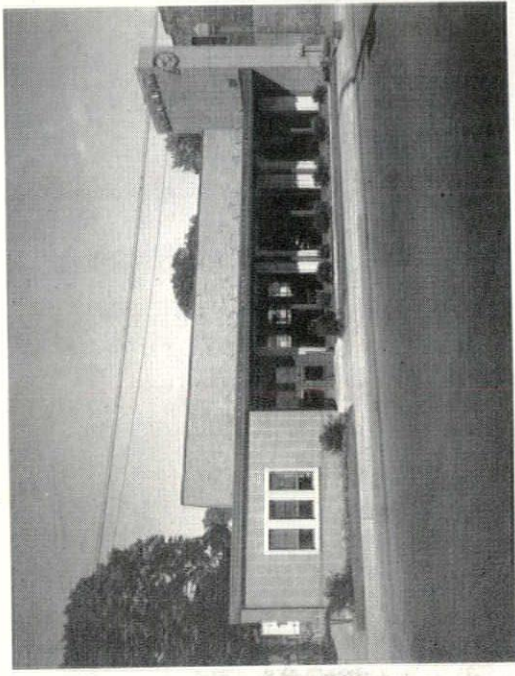


INTERIOR ELEVATION OF LIBRARY LOOKING TOWARDS NORTH CORNER OF ROOM



INTERIOR ELEVATION OF KITCHEN





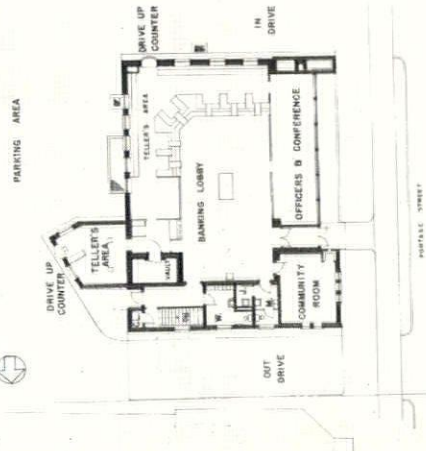
BRANCH BANK

The problem of this bank was to serve a busy, outlying shopping center in a heavily trafficked residential neighborhood.

The building site was located in virtually the center of the business area with customer parking and convenience a very basic consideration.

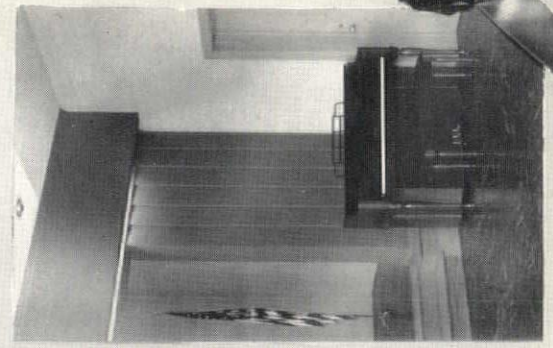
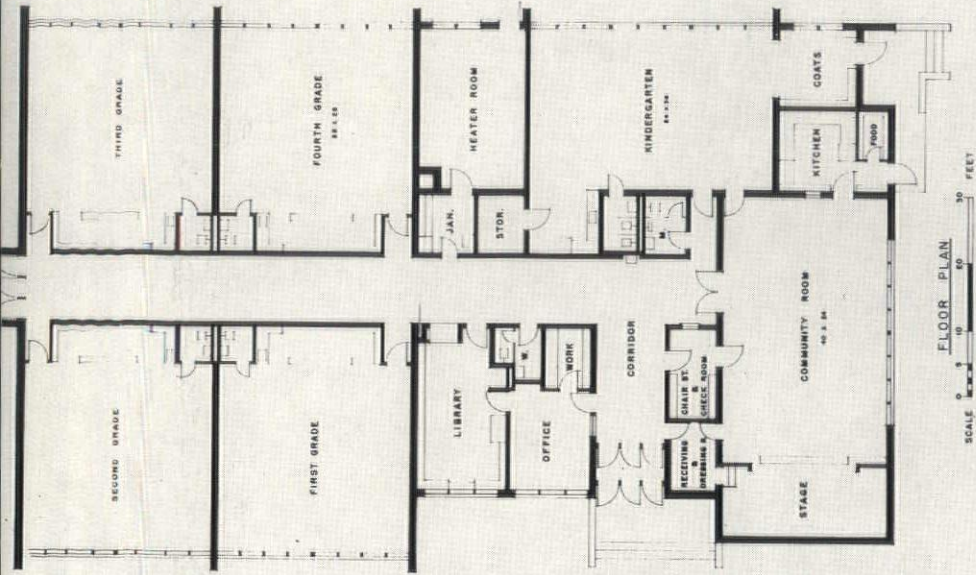
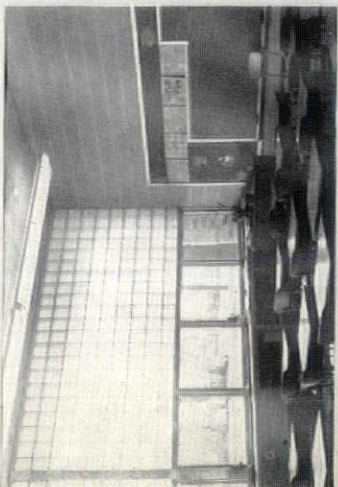
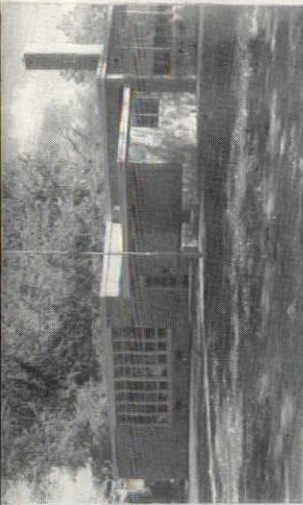
Since the mechanics of banking procedure could be handled at the parent institution located in the downtown area, services in the branch bank need consist only of initial customer requirements, such as deposits, withdrawals and small loans.

It had to be a friendly, definite part of the local community, informal in design and be able to offer a small degree of community service.



INDUSTRIAL STATE BANK  
KALAMAZOO MICHIGAN  
LOUIS C KINGSCOTT & ASSOCIATES INC  
ARCHITECTS  
KALAMAZOO MICHIGAN





**WHITTIER SCHOOL**  
BAY CITY, MICHIGAN

OWNER - BOARD OF EDUCATION, BAY CITY, MICHIGAN  
SUPERINTENDENT OF SCHOOLS - CHARLES R. PARK  
CONTRACTOR - CONSOLIDATED CONSTRUCTION CO., BAY CITY, MICH.  
GRADES - KINDERGARTEN-1-2-3-4 PUPIL CAPACITY-180  
COST - \$122,975.00

FLOOR AREA - 10,310 SQ. FT. CUBIC SPACE - 142,850 CU. FT.

**BUILDING FEATURES** - TO REPLACE OLD SCHOOL WITH NEW K-4 SCHOOL IN LESS POPULATED AREA WITHIN 1/2 MILE WALKING DISTANCE FROM HOME OF MOST PUPILS. BUILDING TO BE SERVED BY COMMUNITY ROOM AND KITCHEN FACILITIES.

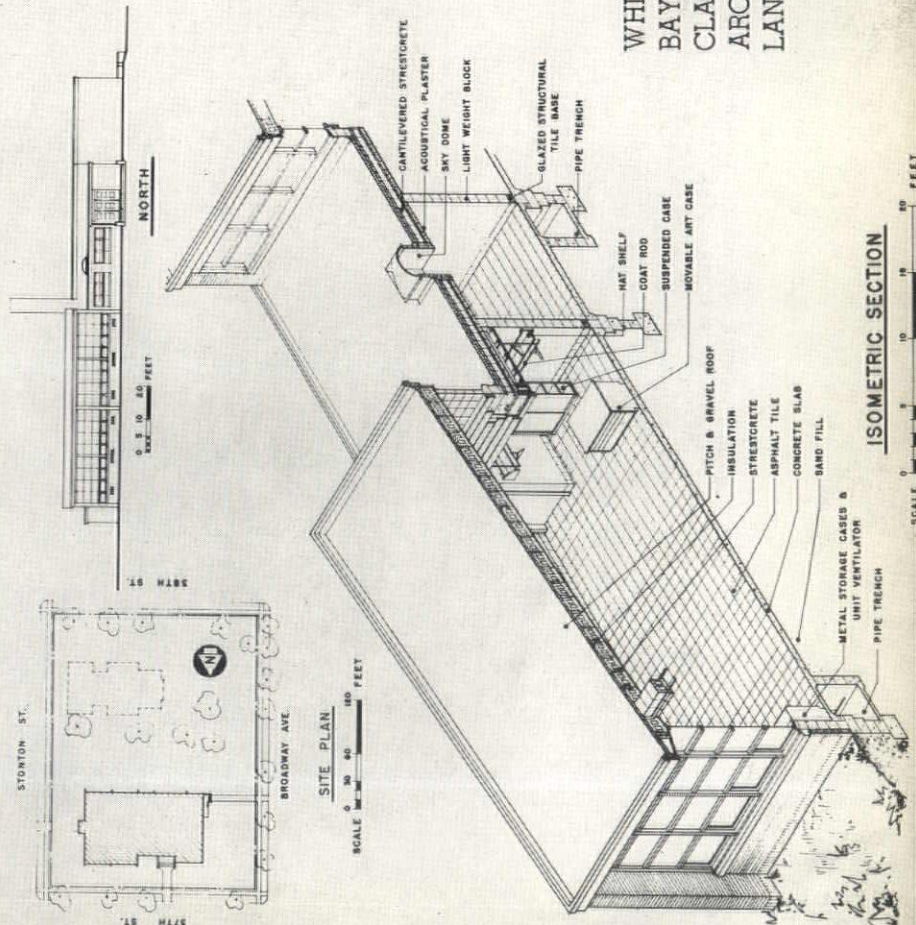
**SPECIAL PROBLEM** - TO CONSTRUCT THIS SCHOOL USING A STEEL FRAMEWORK AND CONCRETE WALLS AND ROOF OF STEEL, ELIMINATING DELAYS IN CONSTRUCTION OR POSSIBILITY OF INADEQUATE DEFERMENT.

**SOLUTION** - PRE-STRESSED CONCRETE PANELS WERE USED FOR EXTERIOR WALLS. CONCRETE WALLS WERE COMPARABLE TO STEEL JOINTS. NEW SCHOOL WAS SO LOCATED THAT OLD SCHOOL COULD BE USED DURING CONSTRUCTION.

**TECHNICAL DATA**

BRICK EXTERIOR - UNIT-WEIGHT BLOCK WALL INTERIORS  
WOOD TRUSS ROOF PLANES - REIN INSULATION  
WOOD WINDOWS - OAK DOORS, TRIM & CLOSET  
CONCRETE FLOORS - ASPHALT TILE COVERING  
LOW PRESSURE STEAM HEATING - GAS FIRED  
UNIT VENTILATORS - MATCHING WINDOW WALL CASES  
BLADE STEEL HEATING PIPES - COPPER WATER PIPES  
FLUORESCENT GLASS ROOM LIGHTING

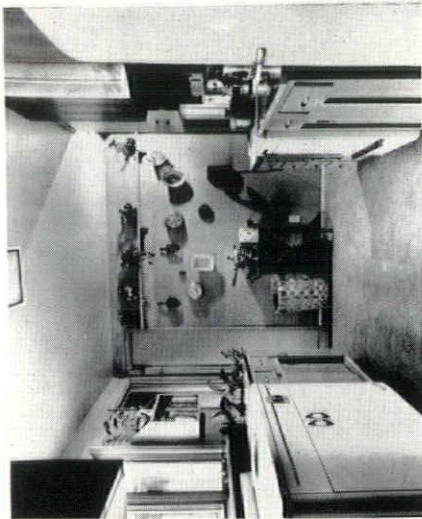
**WHITTIER K 4 SCHOOL**  
BAY CITY MICHIGAN  
CLARK R ACKLEY  
ARCHITECT  
LANSING MICHIGAN



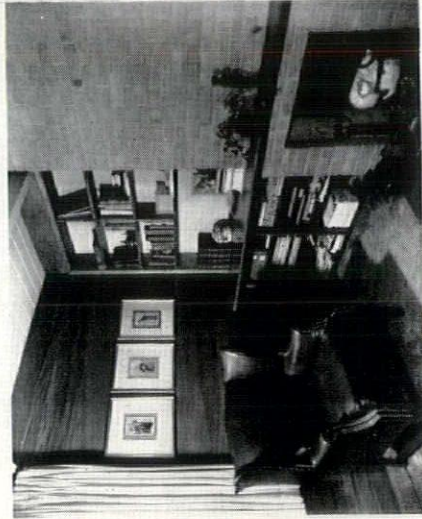




girl's bedroom



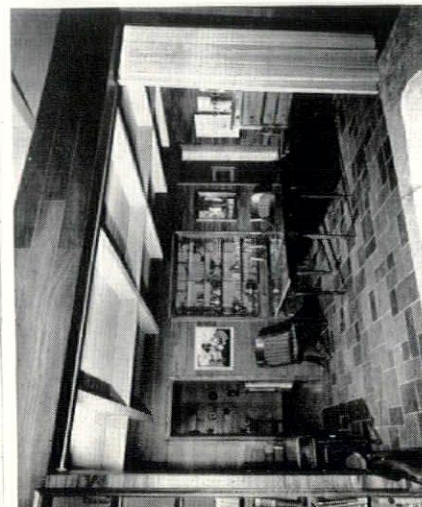
kitchen



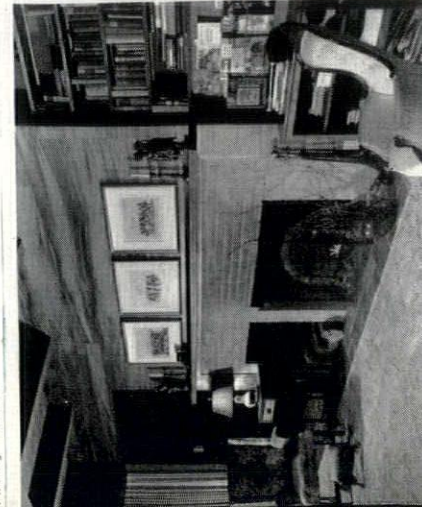
library



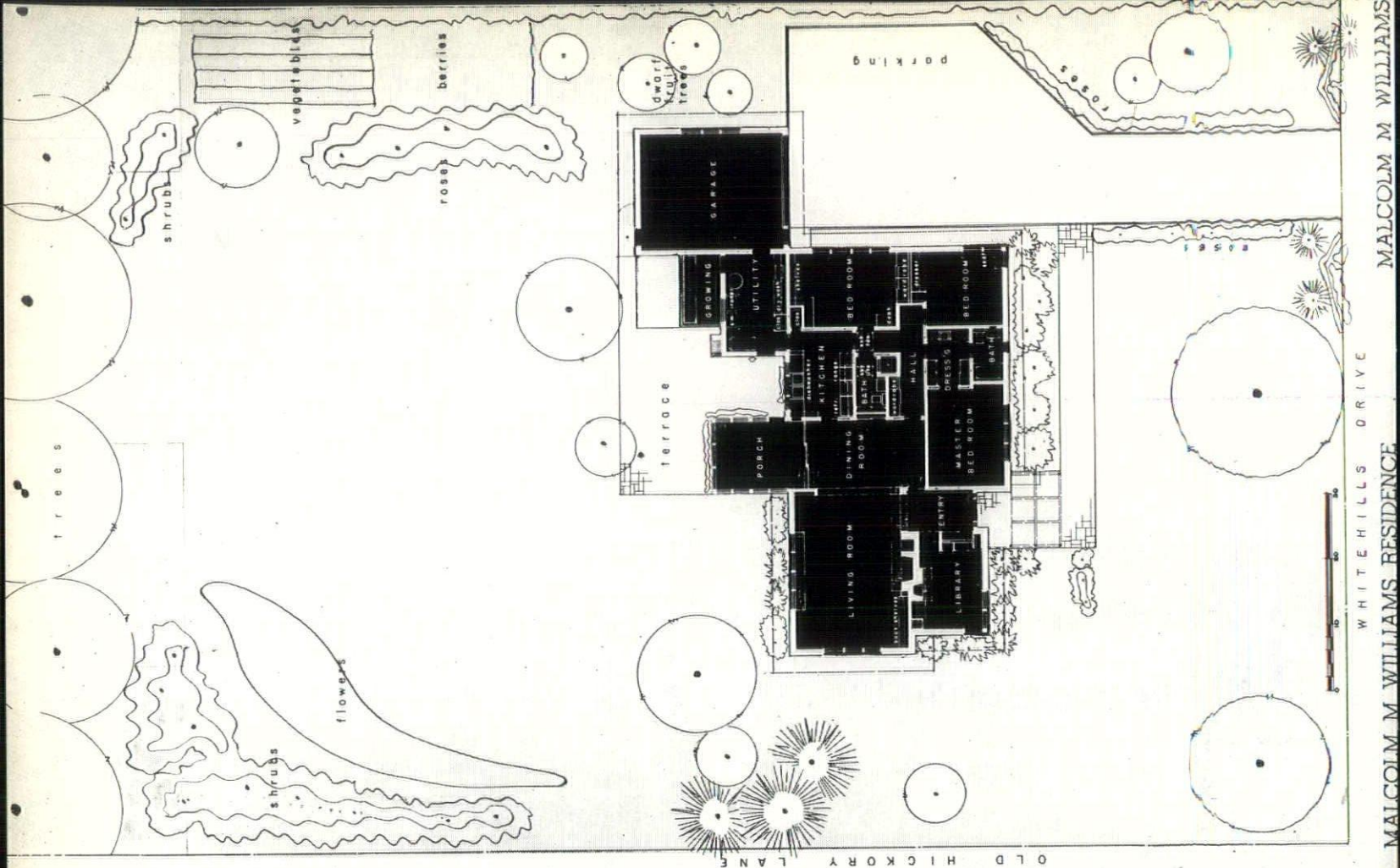
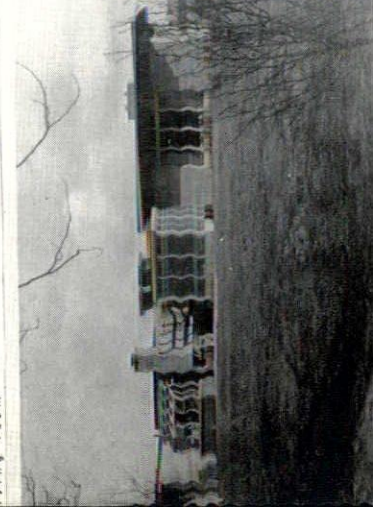
boy's bedroom



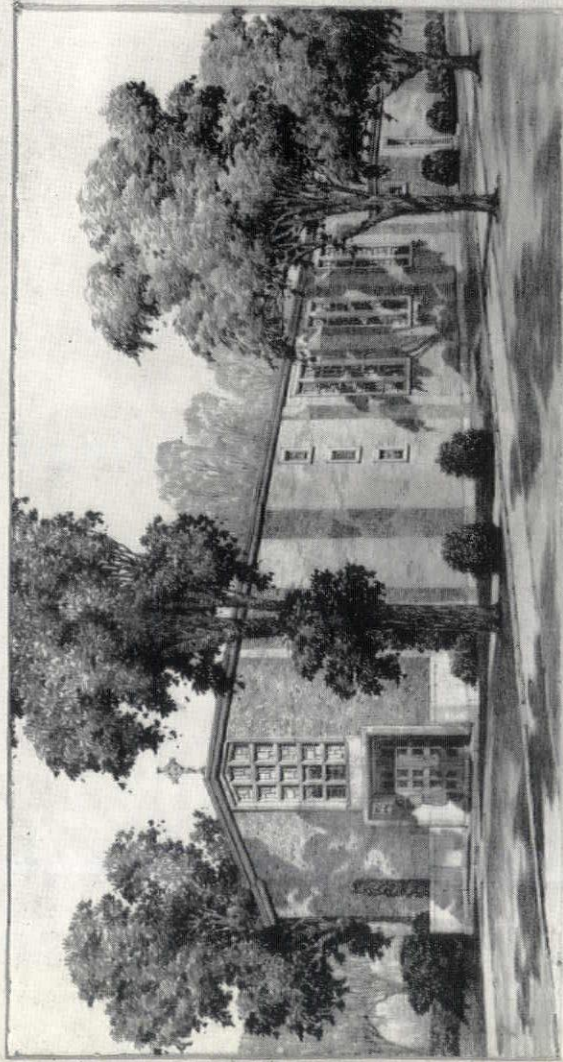
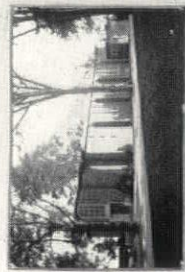
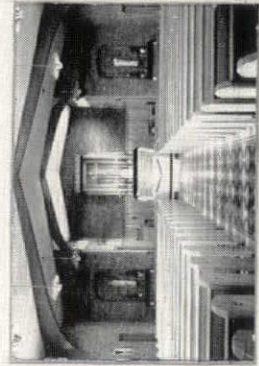
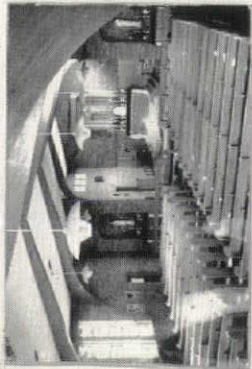
living room



dining room







HOLY FAMILY CATHOLIC CHURCH  
GRAND BLANC MICHIGAN

SIMPSON & HARTWICK  
ARCHITECTS  
LANSING MICHIGAN



A. GARCIA CHAPEL

Grand Blanc, Michigan

LOCATION: (On Highway D. S. 10 South of Flint)

CONSTRUCTION NOTES:

Sealing Capacity 400

Interior and Exterior Walls,

Wood Laminated, Windows

Wood Laminated, Windows

Aluminum Projected Sash, Balcony Glass

Aluminum Projected Sash, Balcony Glass

Aluminum Projected Sash, Balcony Glass

Aluminum Projected Sash, Balcony Glass

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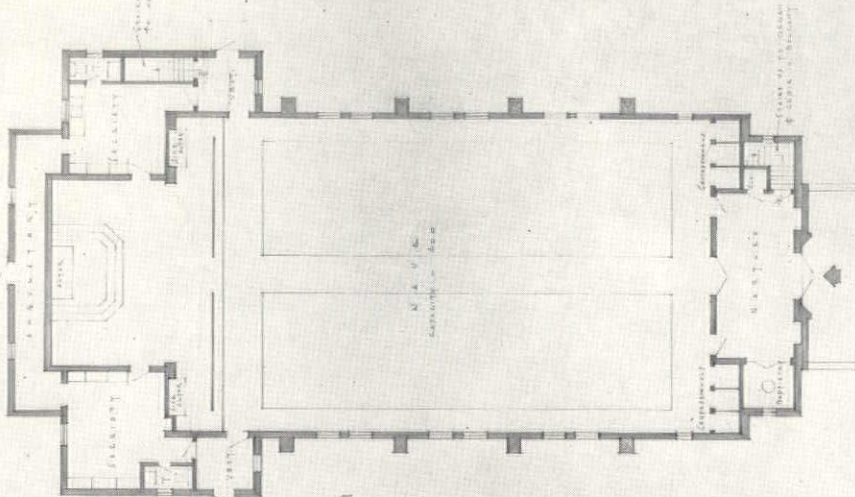
Aluminum Projected Sash, Balcony Glass

Aluminum Projected Sash, Balcony Glass

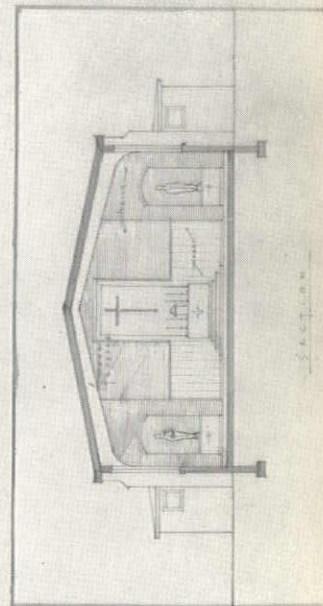
Aluminum Projected Sash, Balcony Glass

Aluminum Projected Sash, Balcony Glass

Aluminum Projected Sash, Balcony Glass



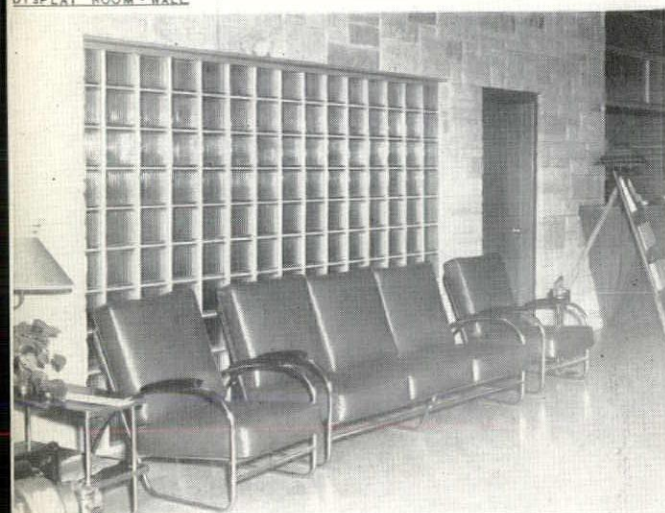
FLOOR PLAN  
1/4" = 1'-0"



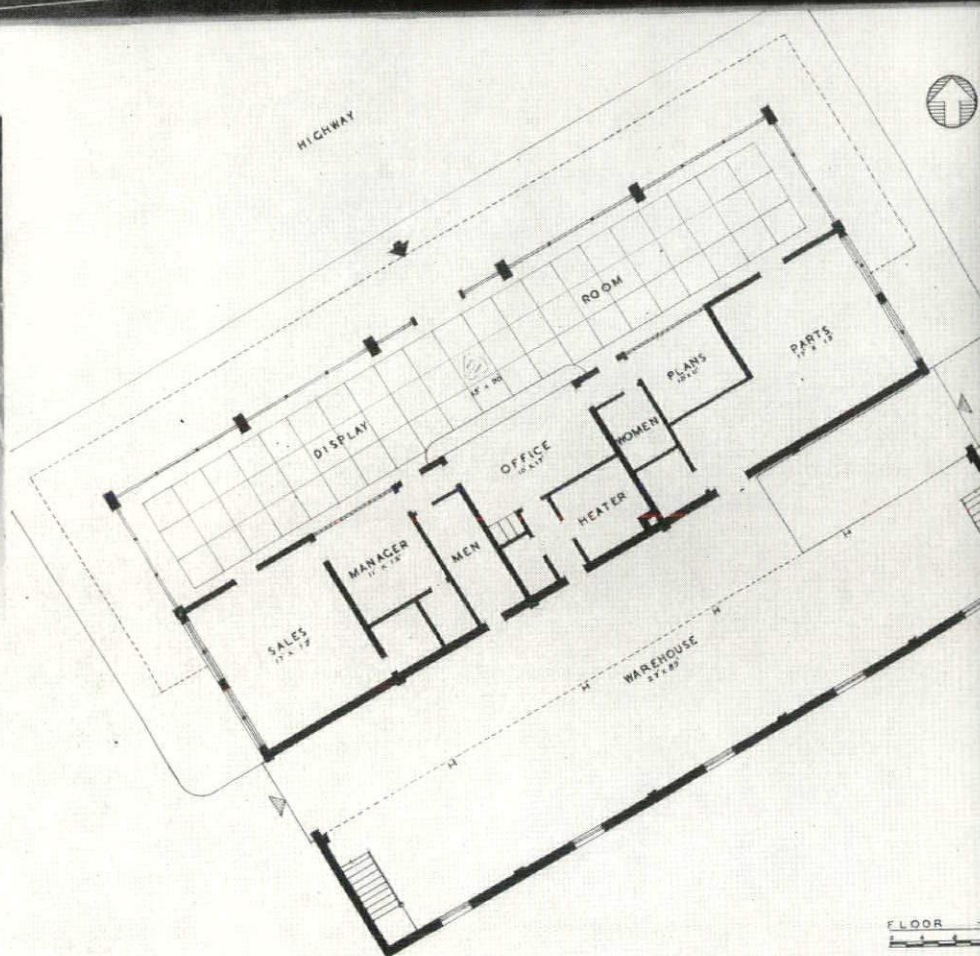
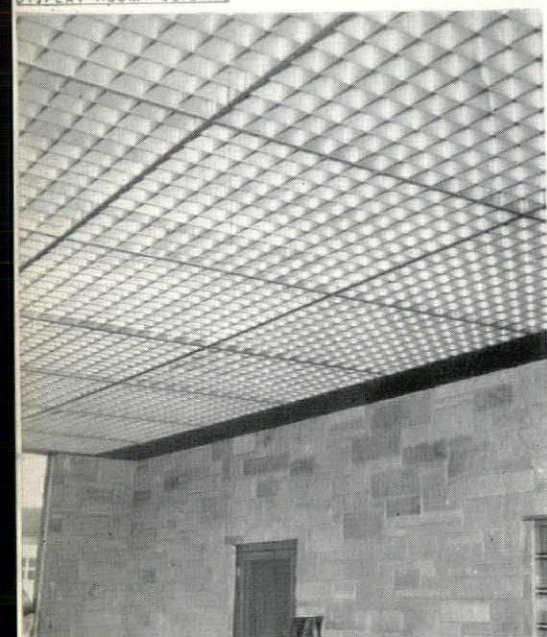




DISPLAY ROOM - WALL



DISPLAY ROOM - CEILING



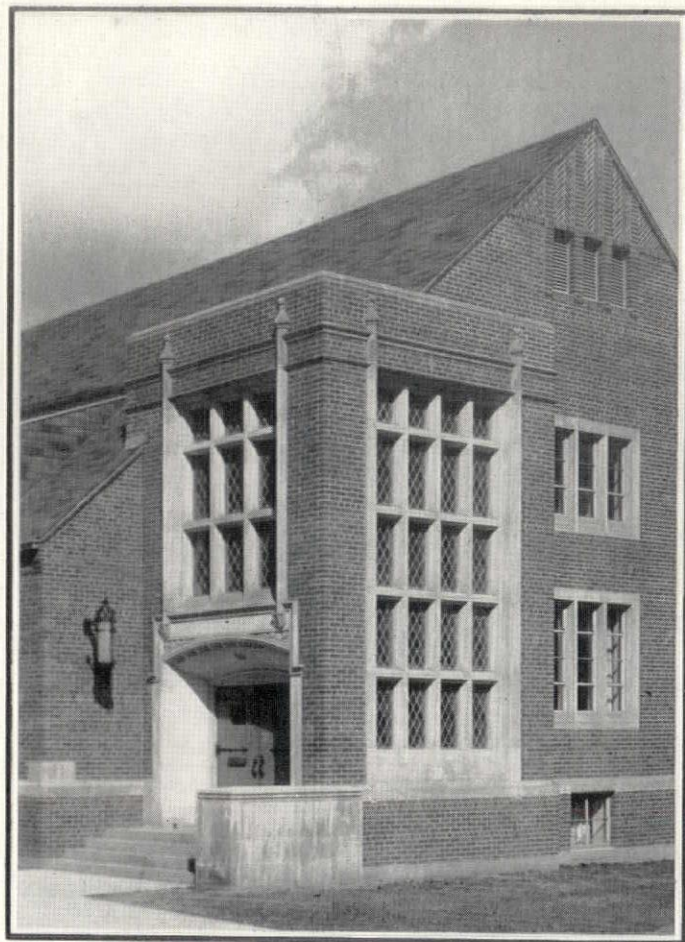
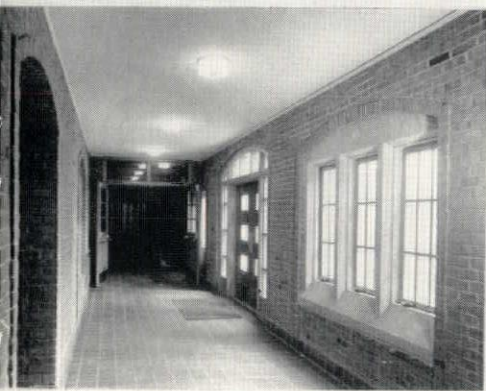
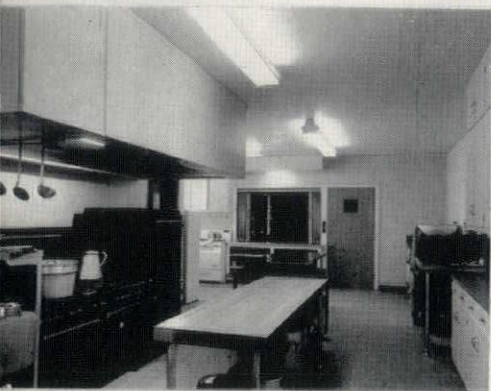
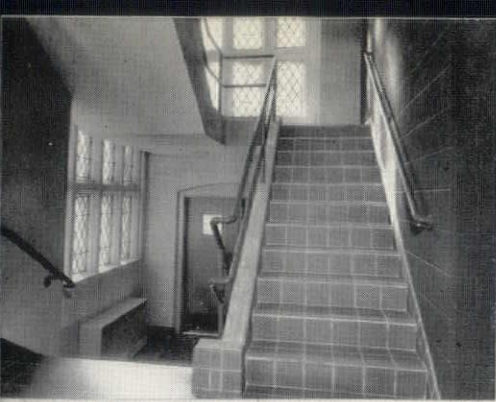
HOLLAND FURNACE COMPANY  
BRANCH OFFICE  
HOLLAND MICHIGAN  
ALWIN S KOLM  
ARCHITECT  
LANSING MICHIGAN

WEST - EXTERIOR



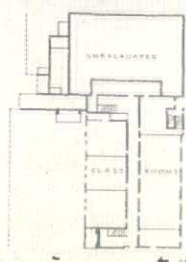
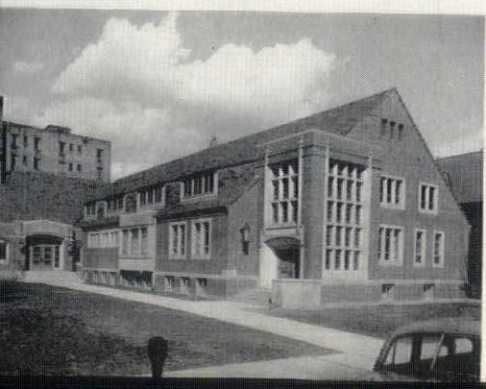
NORTH - EXTERIOR





PHOTOGRAPHS BY DALE

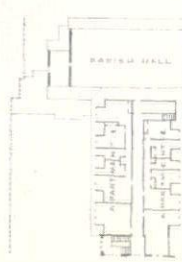
ST PAULS EPISCOPAL CHURCH  
PARISH HOUSE  
LANSING MICHIGAN  
MANSON & CARVER  
ARCHITECTS  
LANSING MICHIGAN



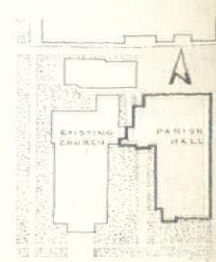
BASEMENT



FIRST FLOOR

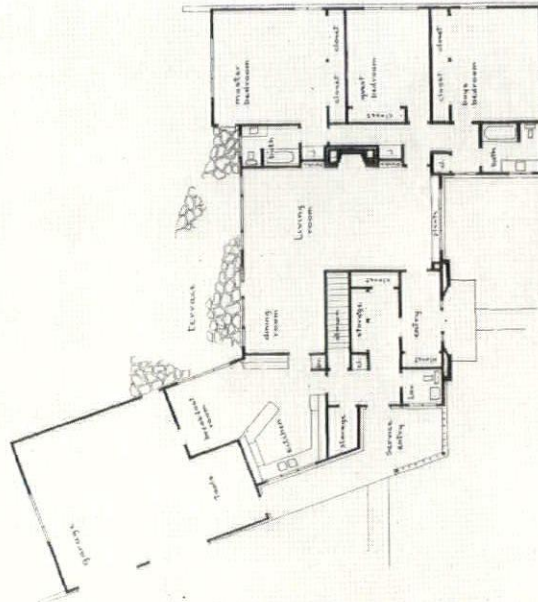
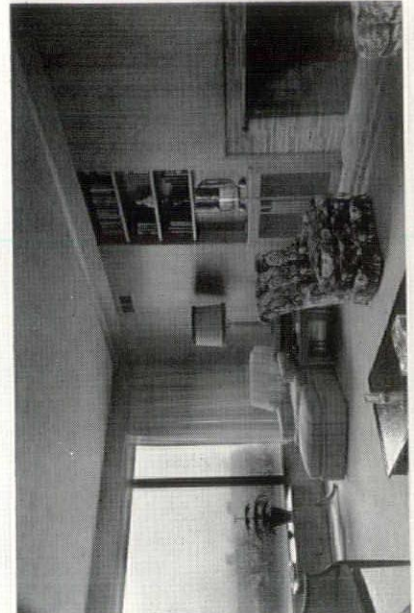
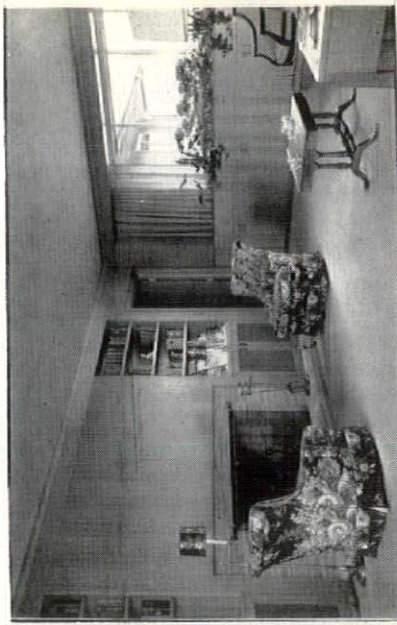
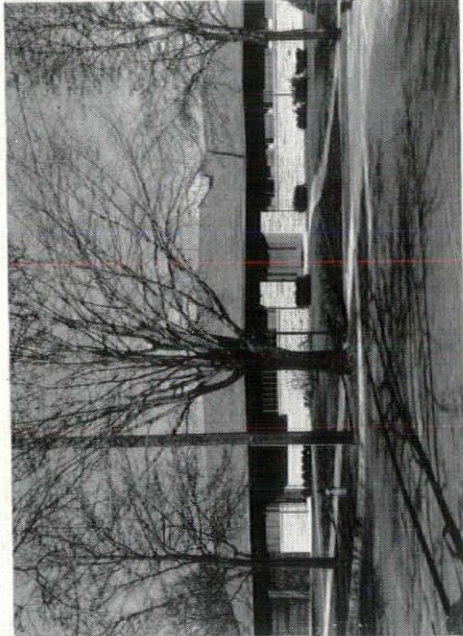
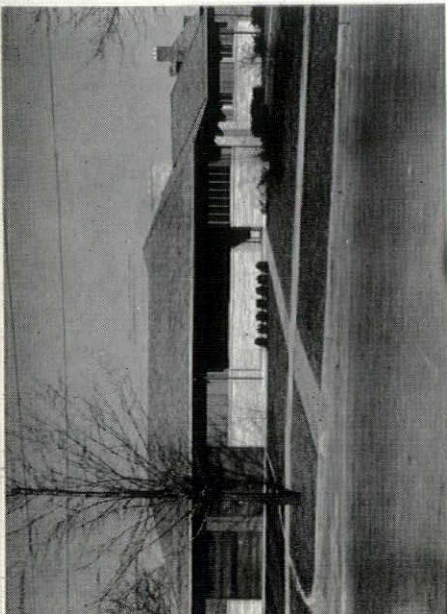


SECOND FLOOR



PLOT PLAN





the plan

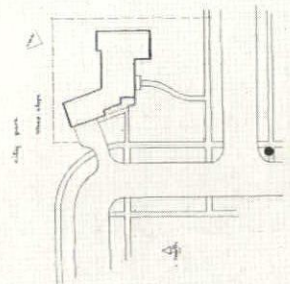
the problem

a residence for a family of mother, father and two boys. Property is on a high hill overlooking the city. The city park to the north is undeveloped due to the steep slope. Privacy is thus assured. Solution provides entrance facing the street. Principal rooms open to the north. Solution was required to be in keeping with existing residences to the south east and west. The owner requested the use of some masonry but did not want the entire house to be stone. There is a partial basement under the central part of the house. It contains facilities for heating, laundry room, recreation room, and storage space.

the materials

stained redwood board and batten siding; Tennessee quartzite stone; asbestos shingle roof; frame sewer construction on block foundations.

the site

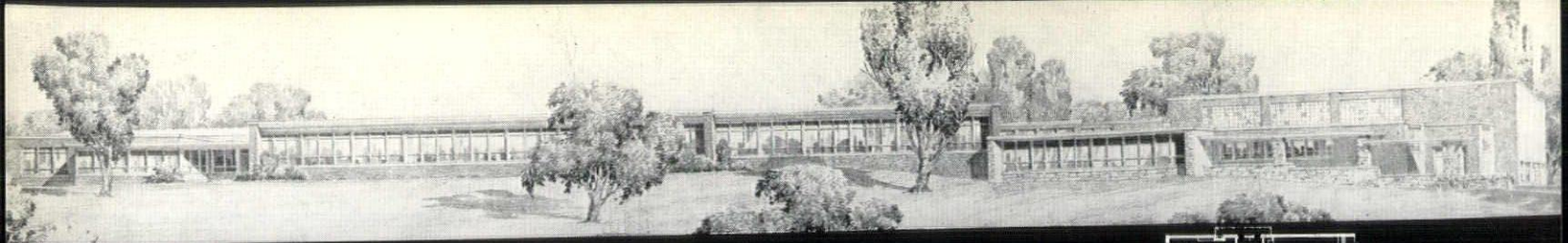


JAMES M VANDER SALM RESIDENCE  
KALAMAZOO MICHIGAN  
WILLIAM A STONE  
ARCHITECT  
KALAMAZOO MICHIGAN



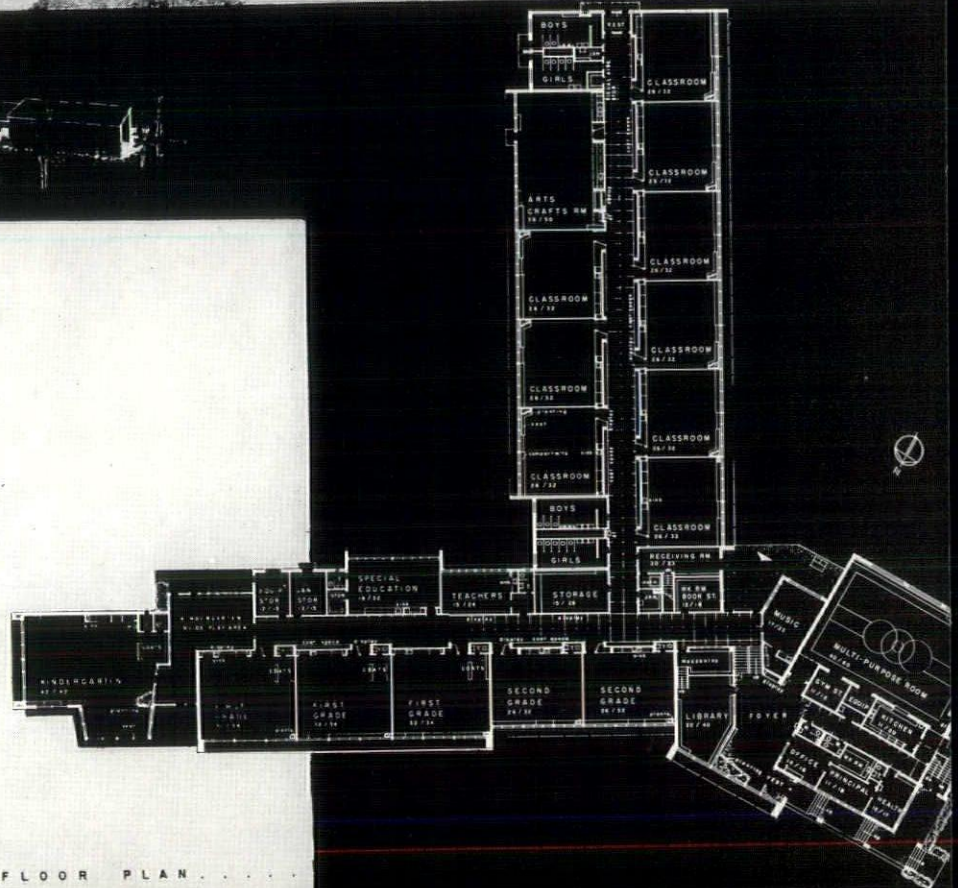




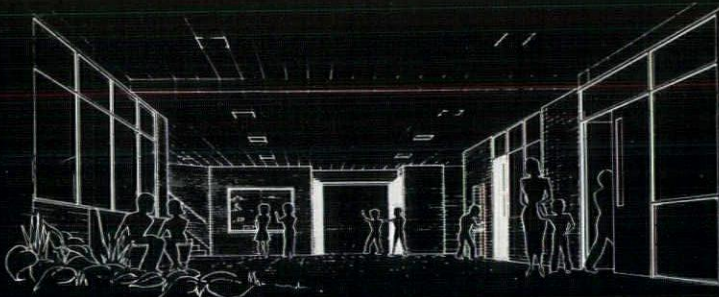


VIEW FROM SOUTHEAST

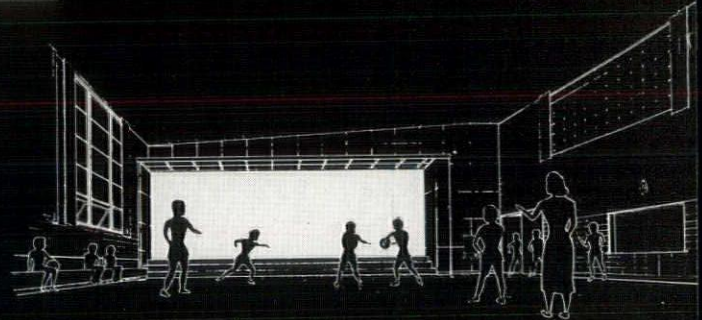
FAIRMOUNT ELEMENTARY SCHOOL  
GRAND RAPIDS MICHIGAN  
WARREN S HOLMES COMPANY  
ARCHITECTS  
LANSING MICHIGAN



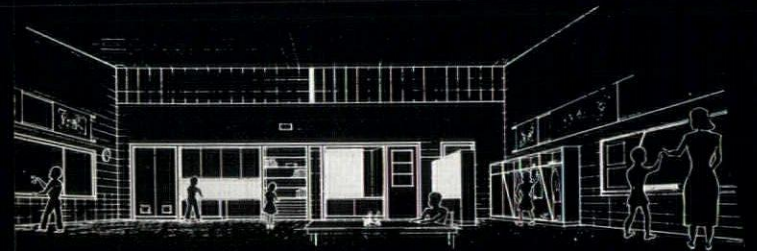
FLOOR PLAN



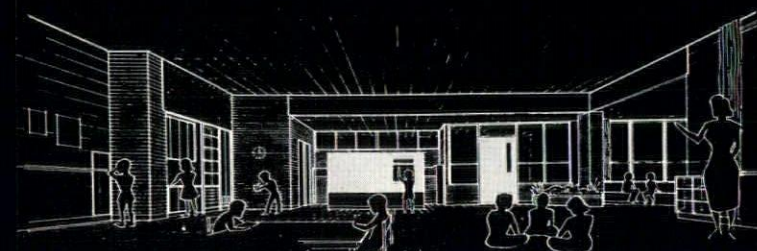
MAIN FOYER



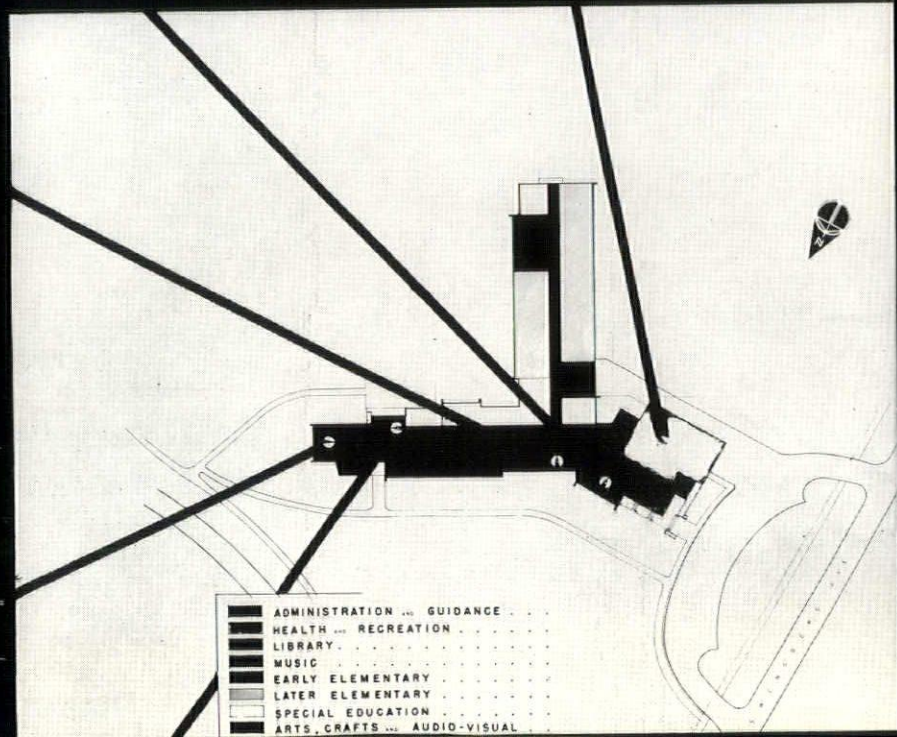
MULTI-PURPOSE ROOM



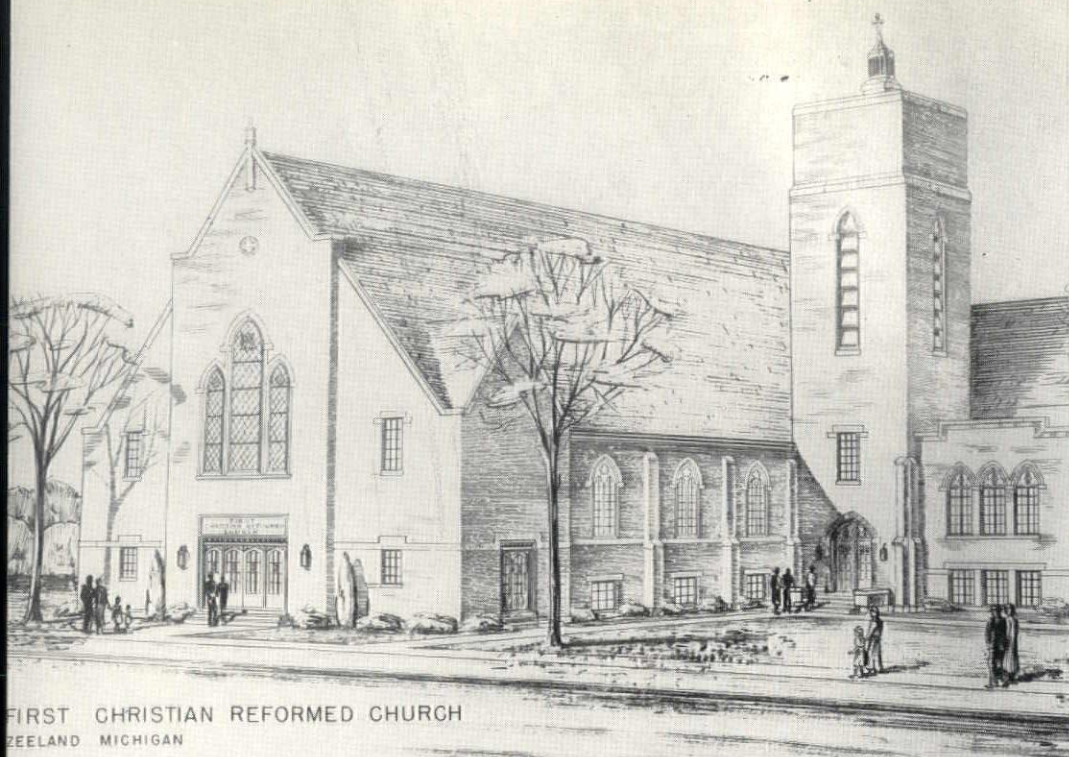
TYPICAL FIRST GRADE



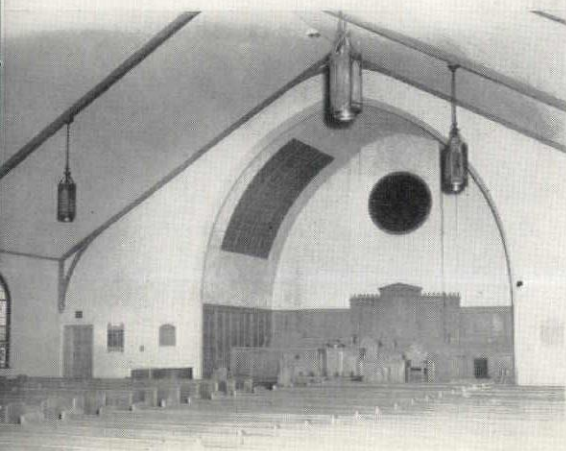
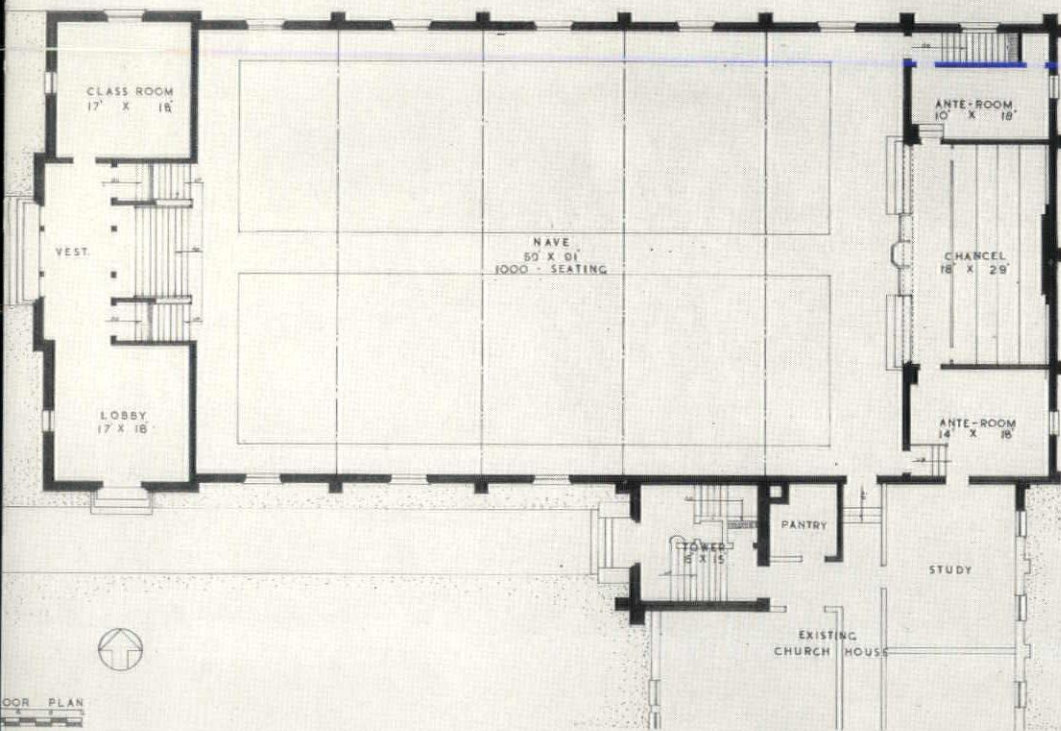
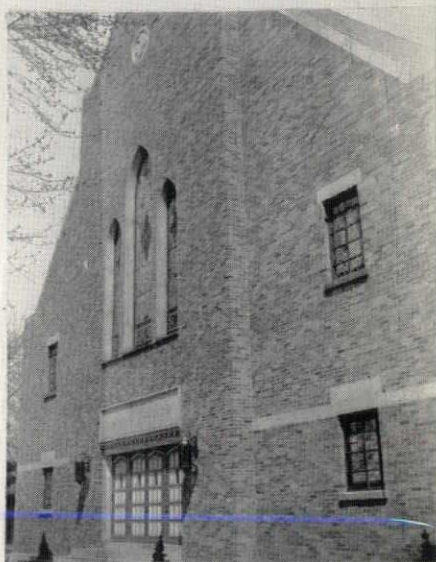
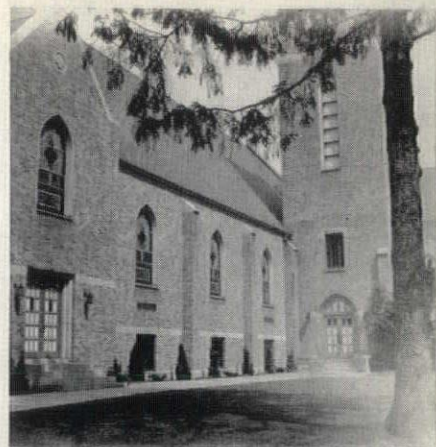
KINDERGARTEN



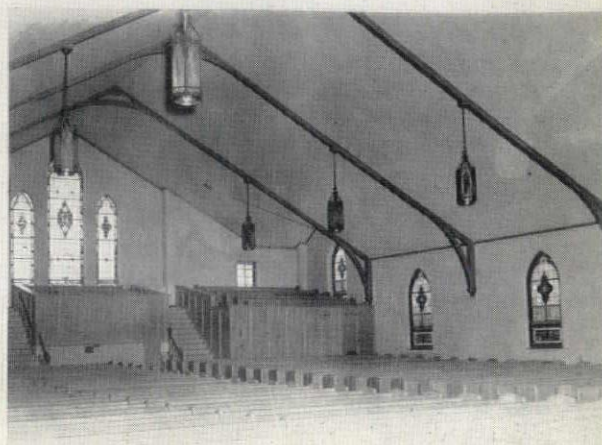




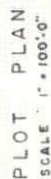
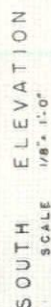
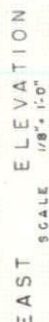
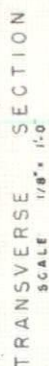
FIRST CHRISTIAN REFORMED CHURCH  
ZEELAND MICHIGAN



FIRST CHRISTIAN  
REFORMED CHURCH  
ZEELAND MICHIGAN  
ALWIN S KOLM  
ARCHITECT  
LANSING MICHIGAN





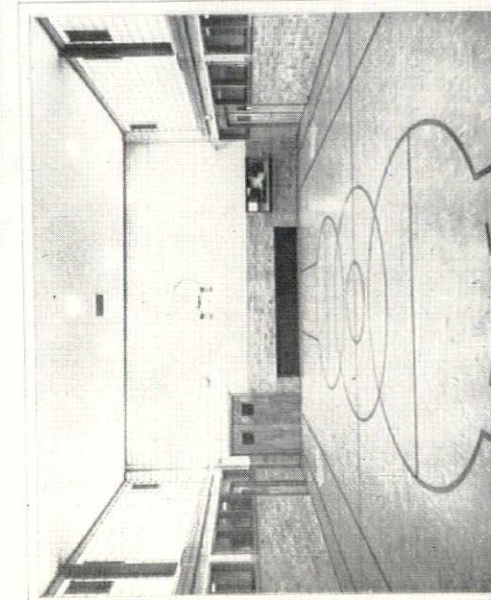


## GENERALIZATION OF PROBLEM

the school is one of three built in a city which is divided into three wards. Since each building site is limited by necessity, the school sits by a gorge. Since the town has been made to develop a small, compact, comfortable, attractive town center, the school is a landmark. The school is a landmark in the town center, and the town center is a landmark in the town.

The plan also provides a Principal's Office, Teachers' Lounge, Public Restrooms, a Storage Room, and a rest area for storage of folding tables, chairs and a fold-down bench.

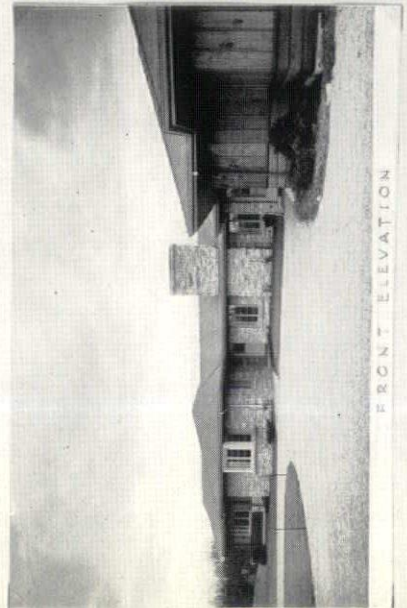
classrooms have bi-lateral lighting, while corridors and the Kindergarten corridor are lighted by plunging domes overhead. A barrowed light strip along the ceiling of the corridor between the Kindergarten and the Gymnasium is lighted by plunging domes overhead. A barrowed light strip along the ceiling of the corridor between the Kindergarten and the Gymnasium is lighted by plunging domes overhead. A barrowed light strip along the ceiling of the corridor between the Kindergarten and the Gymnasium is lighted by plunging domes overhead.







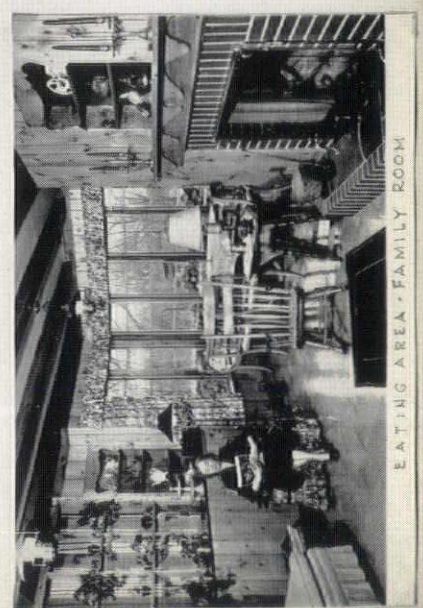
GENERAL VIEW



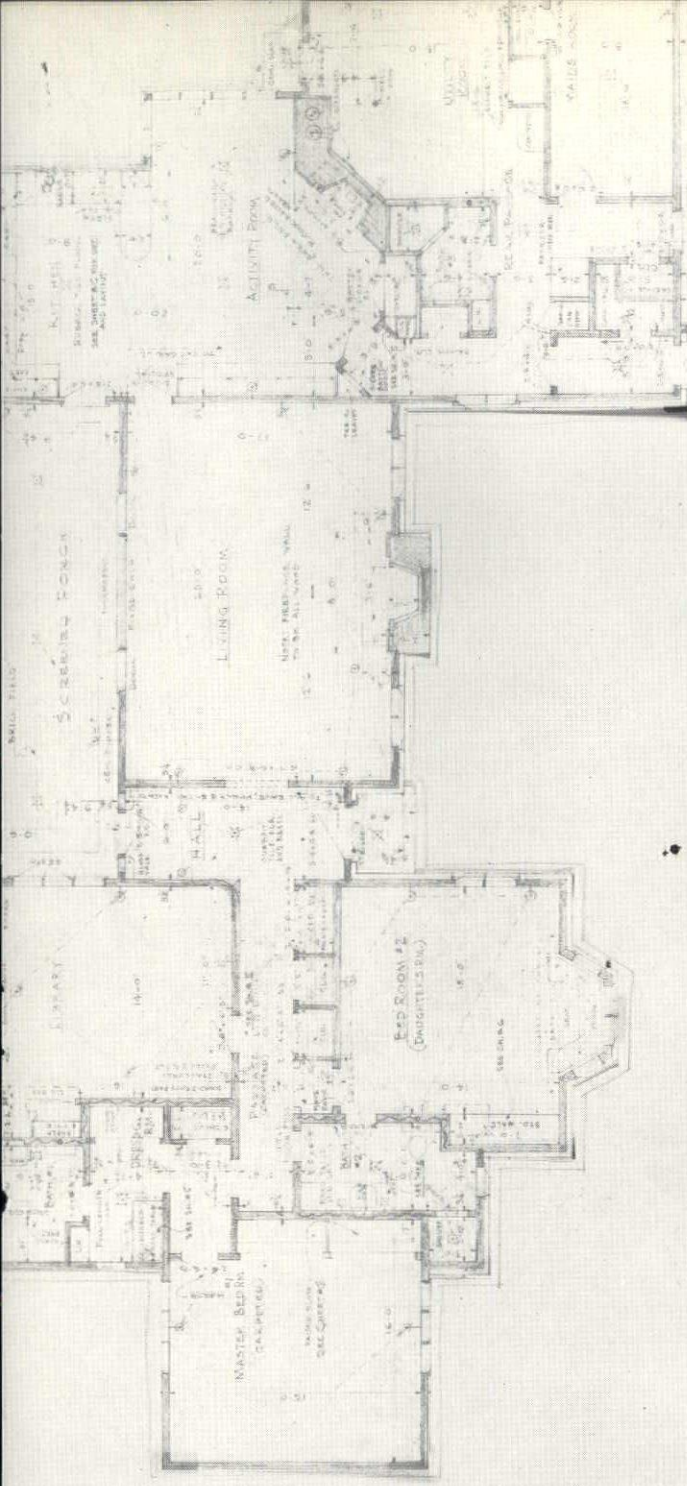
FRONT ELEVATION



REAR ELEVATION



EATING AREA - FAMILY ROOM



GROUND FLOOR PLAN  
SCALE 1/4" = 1'-0"

ALLEN CHURCH RESIDENCE  
GRAND RAPIDS MICHIGAN  
W P McLAUGHLIN  
ARCHITECT  
GRAND RAPIDS MICHIGAN

**NOTATIONS**  
BUILDERS OF ALLEN CHURCH, INC.  
GRAND RAPIDS, MICHIGAN

The site and requirements of this residence made for freedom and interest in layout. The lot is of rather high elevation above the lake located at the rear. This made the living areas of the residence location logically towards the rear. A second line not on owners property is visible from the axial point of the entire area of the Family Room.

Internal living habits of the family consisted of the average and one grown daughter situated informally. This was recognized by the use of a Family Room, large porch from the living room and combination library or third bedroom. These rooms to well as the Masters bed room were visible to the lake.

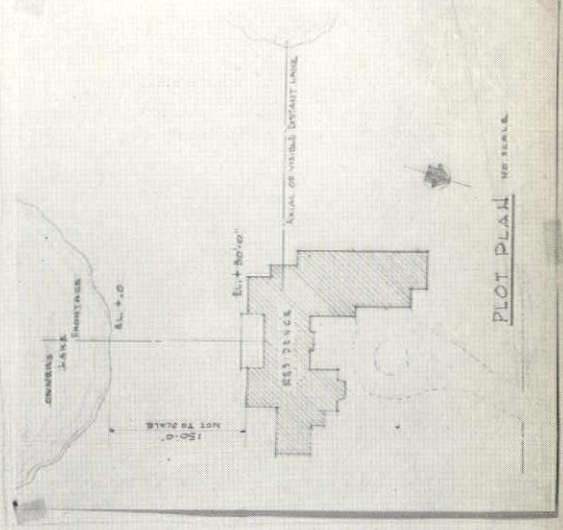
The circulation of the plan makes for good livable and the position of the outside side to the construction, which may be required.

The exterior is rendered in rough river and ledge limestone in groups with ribs with the frame areas of the exterior in red wood. The roof is of shingled shingles of neutral and green.

The library and Family Room have side walls of masonry plan. The masonry are uniformly painted, but all other areas are of joint in horizontal bands.

The heating plant is ceiling radiant heat.

ample service, waste quarters, utility room etc. makes for a complete set-up without a basement to meet service requirements. The slab floor of the entire structure has foundation under the concrete slab.



PLOT PLAN  
NOT SCALE







# The following firms are identified with the work featured

## **Marble Elementary School Lansing, Michigan**

Builders' Hardware Co., East Lansing  
Nobel F. Carr, Detroit  
Dart & Cady, Mason  
Grand Rapids Screen Co., Grand Rapids  
Grand Rapids Tile & Mosaic Co.,  
Grand Rapids  
Haven-Busch Co., Grand Rapids  
Unit Structures, Inc., Peshtigo, Wisc.  
Vandenburg Construction Co., E. Lansing

## **Roger Allen Residence Grand Rapids, Michigan**

Baker Furniture, Inc., Holland  
Grand Rapids Screen Co., Grand Rapids  
Grand Rapids Tile & Mosaic Co.,  
Grand Rapids  
Nachtegall Mfg. Co., Grand Rapids  
Pipe & Raap, Grand Rapids  
Glendon A. Richards Co., Grand Rapids  
Strom Construction Co., Grand Rapids

## **Industrial State Bank Kalamazoo, Michigan**

Electric Construction & Machinery Co.,  
Kalamazoo  
Lincoln Brick Co., Grand Rapids  
Nachtegall Mfg. Co., Grand Rapids  
Ray Stevens Co., Kalamazoo

## **Malcolm M. Williams Residence Lansing, Michigan**

Andersen Corporation, Bayport, Minn.  
Grand Rapids Sash & Door Co., Lansing  
Keith Hicks Building Co., East Lansing

## **Holy Family Catholic Church Grand Blanc, Michigan**

Noble F. Carr, Detroit  
Unit Structures, Inc., Peshtigo, Wisc.

## **Holland Furnace Co. Branch Holland, Michigan**

Grand Rapids Steel & Supply Co.,  
Grand Rapids

## **James M. Vander Salm Residence Kalamazoo, Michigan**

Bouke Venema & Son, Kalamazoo

## **St. Paul's Parish House Lansing, Michigan**

Builders' Hardware Co., East Lansing  
Noble F. Carr, Detroit  
Dart & Cady, Mason  
Hager-Cove Lumber Co., Lansing  
Unit Structures, Peshtigo, Wisc.  
Van Dam Iron Works, Grand Rapids

## **Meijer's Supermarket Grand Rapids, Michigan**

Grand Rapids Steel & Supply Co.,  
Grand Rapids  
Hoge-Warren-Zimmermann Co., Detroit  
Holwerda-Huizinga Co., Grand Rapids  
Wierenga Brothers, Grand Rapids

## **Fairmount Elementary School Grand Rapids, Michigan**

Elzinga & Volkers, Inc., Holland  
Lincoln Brick Co., Grand Rapids

## **First Christian Reformed Church Zeeland, Michigan**

Grand Rapids Acoustical Co., Grand  
Rapids  
Grand Rapids Steel & Supply Co.,  
Grand Rapids  
Nachtegall Mfg. Co., Grand Rapids

## **West Ward Elementary School Allegan, Michigan**

Bell & Gossett, Morton Grove, Ill.  
R. T. Brundage Roofing Co., Kalamazoo  
R. L. Deppmann Co., Grand Rapids  
Grand Rapids Screen Co., Grand Rapids  
Grand Rapids Tile & Mosaic Co.,  
Grand Rapids  
Hoge-Warren-Zimmermann Co., Detroit  
Mulcahy & Collins, Grand Rapids  
Nachtegall Mfg. Co., Grand Rapids  
Strom Construction Co., Grand Rapids  
Van Dam Iron Works, Grand Rapids  
J. A. Zurn Mfg. Co., Erie, Pa.

## **Allen Church Residence Grand Rapids, Michigan**

Grand Rapids Screen Co., Inc.,  
Grand Rapids  
Holwerda-Huizinga Co., Grand Rapids  
Sidney Rosema & Son, Grand Rapids



# **schools and parks**

**Frederick C. See, A.S.L.A., Superintendent of Parks, City of Grand Rapids**

Our present-day concept of living, our modern methods of teaching, our greater understanding of the value and benefits of community-wide recreation, have brought about changes and problems which are reflected in every town, city and hamlet throughout the country and beyond.

Previous generations managed to solve each one of these problems individually and without much difficulty. To the average wage earner, living meant a 60-hour week and rest on Sundays. Elementary education consisted of the teachings of the "three R's," with little opportunity afforded for individualism. Community recreation generally meant a large city park with as many walks and paths as could be laid out with a French curve; possibly a band shell for Sunday afternoon concerts, a ball diamond, if the community was really recreation-conscious, and a sandbox or two for the small children.

During the past 30 or 40 years, however, tremendous sociological changes have taken place, which have completely altered our pattern of living. Instead of 60 hours a week, most wage earners work 40, leaving considerable time for some form of recreation, or pursuit, other than making a living. Instead of the rigid and mechanical form of teaching, methods have been substituted which tend to bring out the individual aptitude of children.

School buildings and surroundings are being created, which will make it fun and a pleasure for a child to go to school. Every responsible community in the country is cognizant of these changes and every conscientious public or private agency is trying to conform.

Education and recreation are now largely a public function. Funds are being provided by taxes, of one form or another, and the people entrust their public officials with the proper application of these funds.

It is from here on that many roads are being taken. Some school administrators will cause the most modern and up-to-date school building to be erected, without considering its use beyond the requirements of the school curriculum. Some park authorities will build playground and recreational facilities, which may be excellent in themselves, but will have no physical relationship to existing or contemplated school plants. Recreation departments will formulate beautiful programs without coordinating them with either park or school activities.

As good and as well conceived as these projects may be, they are almost useless, unless they are completely integrated. Their value to the children and to the public and taxpayer is only fractional of what it could be. In planning any of these facilities — schools, parks, playgrounds and recreation programs — all of these agencies will have to work and plan together if the result is to provide the services the public expects and is entitled to receive.

Until about a year ago, Grand Rapids was in the same position as many other towns in Michigan; we did not have enough schools, we did not have enough neighborhood playgrounds and recreational facilities. It would have been far too costly for the city to purchase sufficient land for park and recreational facilities to satisfy the needs of the community. A great many of our schools, however, were located on rather large tracts of land, which were not intensively developed for recreational purposes, nor were the old school buildings designed for much more than conventional use by school children.

In order to overcome the shortage of schools, the citizens of Grand Rapids have voted a two-mill tax for 20 years to launch a new school building program. In order to overcome the shortage of park and recreational facilities, the City Commission and the Board of Education have agreed to institute the park-school program.

The park-school concept is, in essence, nothing but a combination of school facilities and city facilities to provide sufficient educational and recreational opportunities for everybody. This, of course, required a high degree of co-operation by all agencies concerned.

Conversion of existing schools into park-schools required cooperation between the city government and the Board of Education. Constructing new schools along the lines of the park-school idea required close co-operation among the Board of Education, City Commission, the Planning Department, the architects and landscape architects.

Long before the architects were commissioned to design the structures, the Board of Education, the site committees, the Planning Department and the Park Department selected the future school locations, keeping in mind the potentialities of the site for neighborhood use. After the selection and acquisition of the sites and after the award of the commissions to the several

architects had been made, specific plans and recommendations were formulated for each school.

Several points had to be considered aside from the general aesthetic, architectural and engineering considerations. To make the structure suitable for community use and for neighborhood recreation, much consideration was given the location of the school on the site.

It is necessary to locate the building in such a manner that sufficient space is available for playgrounds, ball fields and other recreational facilities. Not only is it essential that sufficient space be provided but also that it is in proper functional relationship to the school itself. It would be unwise to provide play space and play equipment for kindergarten, first and second grade children, say 100 yards from kindergarten wings. It would be just as unwise to provide a basketball court, for use by the higher grades, underneath the library windows.

Since all the playground facilities are to be used by the entire neighborhood during the off-school hours and during summer vacation, it is necessary to arrange them in such a manner that they will not be hidden behind the school building in such a way that the children could not be seen or observed from at least one of the public streets passing the school.

The tendency of modern school building design is in the direction of one story, functional structures with more or less independent and separated wings for lower and higher grades. This is an excellent solution from an architectural point of view, as well as from a school administrative point of view, but to carry a design of this type to its logical conclusion would result in a playground for lower grades separated and quite removed, or even on the other side of the structure, from the playground for the higher grades.

This may be desirable while school is in session, and the playgrounds are used only during recess. However, if the facilities of the school are to be used by the neighborhood, certain difficulties become evident immediately. One of the greatest costs in the operation of the park-school program, aside from the initial capital outlay, is the cost of supervision. It does make a great deal of difference in the annual operating cost if two supervisors are needed during the off-school hours when one would suffice. It may not mean much when only one school is concerned, but with 30 or 40 schools the cost involved for supervision is considerable.

Two widely separated areas cannot be efficiently supervised by one person. It is, therefore, essential that playgrounds for higher and lower grades be located in one general area and that the egress from the schools to the playground be so located that it is possible to channel the children into this general play space. Facilities for the different age groups should still be separated, but not so far removed from each other that one person may not exercise control over both sections.

Complete understanding and appreciation of these problems by the architects and



close co-operation with the design office of the Park Department resulted in what we believe to be proper solutions of these difficulties in all the five park-schools so far designed.

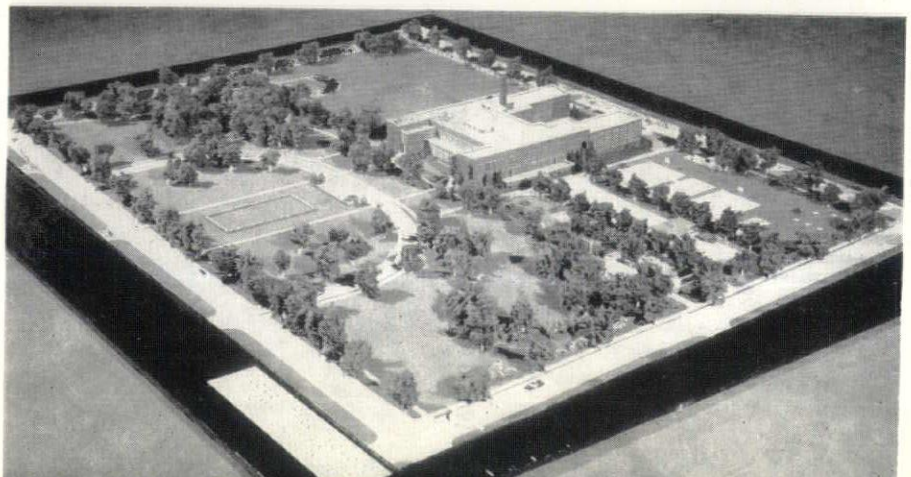
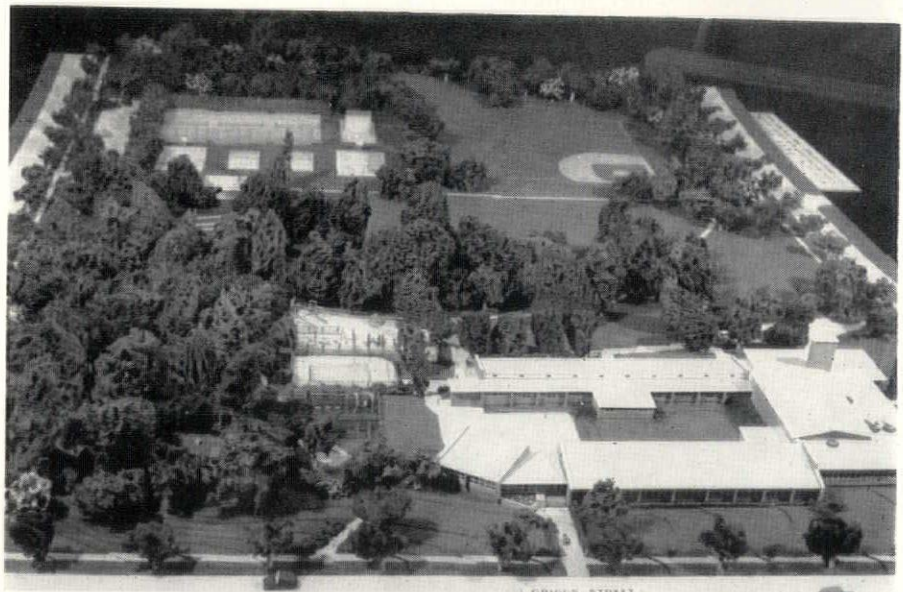
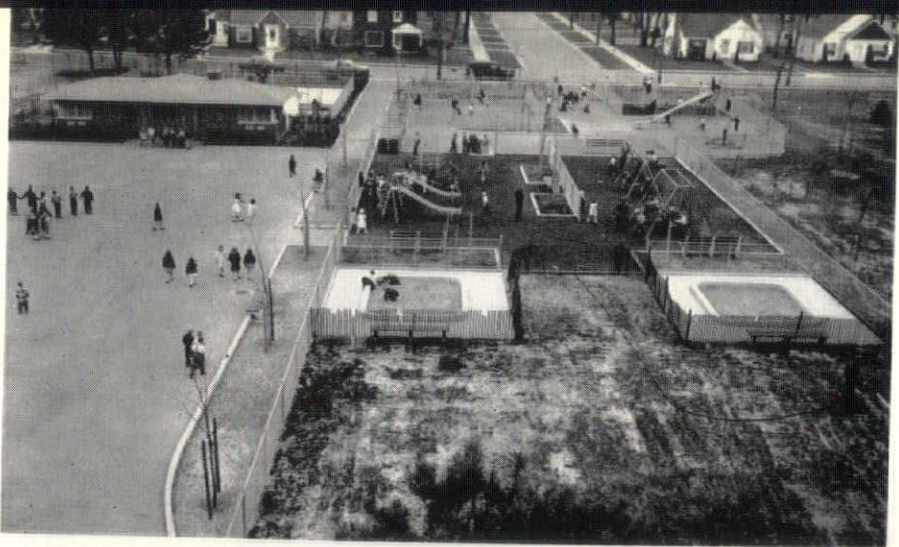
To make a school building serve as a neighborhood center necessitated several other departures from the conventional school design. For instance, toilet rooms, arts and crafts rooms, music rooms and others had to be made accessible from the outside. It would be impracticable to permit children to roam through the school building during the off-school hours and during vacations, in order to reach the restrooms, or the arts and crafts rooms. It was essential, therefore, to locate those facilities, which would serve a public or recreational function, in such a way that direct access could be had from the play areas.

The solution of this problem was not an easy one in all cases, since these rooms were a necessity, or performed a function during the school hours, and, therefore, had to be located and designed with that purpose in mind. At the same time, however, these facilities had to be made available for recreational purposes to those people who were not supposed to enter the rest of the school building.

Special consideration had to be given, also, to the parking problem. On all our new school grounds, parking is provided for teachers, but additional areas had to be designed for general parking. The overall plan of the park-school includes not only playgrounds for children, but also facilities for all age groups such as tennis courts, handball courts, horseshoe courts, picnic areas and so on.

Including existing schools into the park-school plan was in many cases quite difficult, since the original plans were not conceived with the community-wide use of the school plan in mind. We have so far converted two old schools into park-schools and in one case a separate, small structure had to be erected on the site, because it was not possible to provide outside entrances to restrooms and other facilities. This extra expenditure was well justified, since it aided in the transformation of older, practically unused, school grounds into active and useful neighborhood recreation areas.

I am certain that a great many municipalities are in the same position as we were a year ago and that co-operative planning will make it possible for school buildings and school grounds to serve well not only for education but also for community-wide recreation.



At top is shown Alger Park - School playground, with various areas, auxiliary buildings and skating shelter.

Next below: Existing old-type Oakdale Park School, with areas separated for different age groups.

Next: Model of Mulick Park-School. Both higher and lower grade playgrounds are in the same general area.

Bottom: Model of Alger Park - School, an old one converted.



# design of little theatre

by j. wesley olds

J. Wesley Olds, of Lansing, Mich., has been an associate member of the Western Michigan Chapter, A.I.A. Now a registered architect, he is applying for corporate membership.

I was pleased recently to hear in a speech to a group of newly licensed engineers and architects, that it is thought wise for the professional man to spend more time in some civic program helping to better his community by expending his efforts elsewhere than in his profession. The speaker further implied that not enough professional people in the various communities were engaging in some of the outside activities available. Not only, he felt, would they help whatever particular organization they joined, but would find endless stimulation for themselves and the expanding of their own individual, well-rounded personalities. I was particularly happy, not only in finding an idea being expressed concurrent with mine, but because I felt that I was already working along those lines in my recently discovered extracurricular activity. Some years ago finding myself a little at loose ends, I stepped into our local "Little Theatre" and obtained a small part in a play that was just starting rehearsal. From that time to the present I have found myself deeply absorbed in this civic avocation and enjoying the payless work immensely. Today my wife and I are handling the publicity program of this organization as co-chairmen. Therefore, I now feel that I am somewhat qualified to discuss the design of the working areas of this type of building.

As a result of my roles in the land of make-believe and, as all architects, always observing anything to do with architecture, good or bad, I feel that I have unearthed some things about little theatre design I would like to pass on to the rest of you designers. The ideal set-up for any architect would be an ability to live in, or with, those types of buildings they are called on to design. Since we don't know all about everything, let me pass on such knowledge as I have acquired in this line of building design.

While most architects today are busily designing schools, still many of these have stage and auditorium facilities which will be used for amateur productions. So even in this field some of the things mentioned in this article may prove important.

After thinking of my subject, I decided to consult Mack Collins, our Production Manager, to confirm some ideas I had concerning the certain intricacies of producing a show, and back-stage work in particular. Even as architect-amateur actor,

I found I was wrong. (How can we architects do any job without consulting the proper people for complete information based on their experience?) One item I felt positive of as a "must," after visiting the London Little Theatre in Ontario, Canada, was the location of the workshop at stage level and at one side, where sets could be built and wheeled right out on the stage proper. It seemed the top solution to me, especially since our theatre has always had to build their sets in a separate building and haul them across town to one of the school auditoriums. Mr. Collins disagreed, I'll discuss his thought on this a little later.

The first item we touched on as the most important for theatre art is proper lighting. Border lights, whether in one or three rows, should be such that they can be laid on the floor and raised in place in sections, as many, and where needed, for individual productions. Fixed border lights can drive a lighting man daft. The switchboard is usually the biggest problem. The proper place for this important item should be at one side of the stage, preferably stage right and twelve feet up, with a platform so placed that the lighting man can observe all stage action and properly get cues for lighting changes. The absolutely wrong place is flat against any wall at stage level (where switchboard seems always to be placed). The twelve-foot height is established because that is the height of the flats used on stage. Incidentally, the widest of these flats are usually 69". There should be at least six balcony lights located on the front face, tilted at least 35° to properly light the action on the stage. Ceiling beam lights should be able to hit the stage at a spot six feet back from the apron. While there is a lot of talk about "new theatre" and no need for footlights, they're an absolutely necessity for musical shows (you never know when there'll be some) and the pleasing effect they make on front curtains prior to shows can make them an asset to the auditorium. The balcony lights should be of the Leica type with controlled beam so the light can be readily pin-pointed and brought down gradually on the object desired. The biggest trouble with most stages is the great lack of electrical outlets and plug-in strips. It would be impossible to have too many. At least three groups of three outlets each should be well placed on side walls (both sides) and four groups of three floor-type outlets (each side), thus saving the necessity of bringing in outside, temporary equipment or stringing extension cords all over the place. A continuous plug-in strip at the front of the stage at the orchestra pit is an essential item also.



A word should be said about the size of the stage. We are speaking here of the ideal little theatre stage. While the widths behind proscenium can vary to suit building conditions, the proscenium opening should be from 32 to 42 feet wide and probably at the most 12 feet high below proscenium curtain or arch. The stage should be as deep as the opening is wide. It is not possible to get a stage too deep. During productions there is so much traffic with stage hands, and actors, properties and furniture behind the flats that this can be a rat maze, unless roomy enough. Behind the side curtains and beyond the proscenium opening; there should be a lot of space—all that's available for storage and scene-changing furniture and the many activities again going on during a show. The stage house should be once again as high, at least, as the proscenium opening to permit completely raising back and side curtains out of sight when not needed. The floor should not be hard wood because of the screws necessary to hold brackets that support the flats.

A most outstanding idea, which I don't believe has ever been done, is the utilization of the back wall of the stage as a background for sets. Usually it is felt the interior stage house can go unpainted and pipes and sewer lines and all other necessary equipment can be run up along this wall exposed, since cyclorama, etc. hide all this. A great asset to the theatre would be the routing of all this out of sight of the proscenium opening to the sides of the rear stage and a fine plaster coat applied to this wall, thus creating a natural sky drop used for many outdoor sets. It even provides a place for possible projected filmed backgrounds or even to add to the simple clean-cut modern stage sets quite often used today.

The workshop is not best situated at one side, as I had supposed, unless, of course, the finances are no problem and the site permits it. The preferred location seems to be under the stage. Of course, this will have to be deep enough so that again the 12' flats can be used upright in the building and designing. The stage floor should be "trapped" with at least six different trap doors, and it would even be better if the whole floor could be opened up anywhere to fit various plays and thus provide visible below-deck exits, etc., as well as openings through which to bring up the flats and other stage equipment con-



structed in the workshop. When this area is below, there should be a driveway down to a loading dock directly to this working space and as all loading docks, at the level of the truck load level. If a side workshop or rear one at stage level, then the loading dock should open into that room with a high opening, twelve feet, if possible.

Incidentally, catwalks at sides of stage and inside the curtains, above and out of sight, where spot lights can be worked, is a seldom-found item, but one which can be very useful, and, of course, there's the fly gallery before mentioned up at the switchboard. Great thought and care should be given proper placing of the P. A. System also.

Dressing rooms are best below stage or up above and to the rear, but not at stage level. I was wrong there too. I felt having these rooms right off the stage would make things convenient, but such locations for actors add to the stage confusion. An adequate buzzer system to the various rooms should amply handle this dressing location. Amateur theatres don't usually work on the "star" system, so large community dressing rooms—one for men and one for women naturally, should suffice. However, the architect should determine if such a "star" system is used and provide separate rooms accordingly. In connection with each room should be adequate toilet facilities, and mirrors galore, particularly above make-up counters, placed high enough so no squatting and squinting is necessary to see oneself. A few mirrors might be placed for the standees also. A full length mirror in each room would seem necessary too. These rooms should be kept simple

and easy to clean. A separate make-up room may be planned, keeping it away from the costume changing and with several lavatories. A room should also be planned somewhere backstage for storage of costumes—proper temperature and not of a cellar-like quality. One very important consideration is proper heating and ventilating of dressing rooms—separate controls from the rest of the theatre might help. An overheated room is especially agonizing in grease paint and heavy costume, when one is in a sweat anyway. A significant consideration backstage is a means of egress to and from the stage to dressing rooms, from both sides of the stage and some way also to enter the auditorium.

Another pertinent backstage item is a storage rack for unused flats. This should preferably be on the side opposite the switchboard, also twelve feet up, and twelve feet high and in vertical divisions, not too widely divided as flats tend to warp and then become useless—about two feet divisions.

Mechanical curtain operators are not necessary, in fact not desirable but the pulling spot should be where stage hands can be cued for the curtain, and work with other technical advisors, and should not be placed on the least used side of the stage.

In this article, I will not attempt to discuss the acoustic problems of the auditorium, the sight lines, the slope of floor, the auditorium lighting, number of exits, etc. necessary even though these certainly are all standard requirements in theatre design and must be considered. The only other thing I would like to touch on is the necessity for the "green room". The

exact derivation of this expression, I am unable to find. This is the room where rehearsals, casting, and socializing is done. It should be somewhat larger than the workable stage as seen from the audience, because in rehearsals the actual stage set is assumed for play blocking and developing so the same space must be provided. It is here also that cast parties may be held and so some kitchen facilities should be considered. While most large meals may be catered—casts in rehearsals are coffee fiends and a definite must is provision for gas or electric plates. At cast parties some decorating is done and lighting effects are desired; so again a lot of receptacles for light plugs should be installed. This room should have its own outside entrance and toilet. One other feature that would add to the enjoyment of the audience at intermission periods would be a room to be used as an art gallery for display of various and sundry art. Here again, some arrangements should be made for a coffee bar and concession stand. This green room should be placed for easy access to the stage also and for the hauling of stage equipment from the workshop.

So, architects, in your next theatre problem may some of these suggestions seem valuable enough to warrant your adoption of a few of these new progressive ideas. My foremost suggestion is to consult with the properly informed persons and particularly the owner, to get the requirements in each case for the individual theatre problems at hand. While my main subject has been "The Little Theatre," many of these suggestions are certainly adaptable to the school stage and workshop also.

Western Michigan AIA—A one-day family outing for Western Michigan Architects, members of the Producers Council and guest chapters, Detroit & Saginaw Valley.

#### Program—

Western Michigan Chapter A.I.A.	
Business Meeting	11:00 A.M.
Luncheon	12:30 P.M.
Activities—Afternoon	
Boating Rides	
Golf	
Shuffle Board	
Horse Shoes	
Fishing	
Hiking	
Sightseeing	
Loafing	
Producers Council Table-Top	
Displays	4:30 P.M.
Cocktails	5:30 P.M.
Banquet and Speaker	6:30 P.M.
Entertainment	9:30 P.M.

Arrangements have been made with the hotel for accommodations for those who would like to arrive Friday and stay for the week-end. Many Producers Council Members took advantage of these arrangements last year and enjoyed their

stay so much that they requested these arrangements again this year. The hotel rates are \$11.00 per day per person American plan, (with meals), including a service charge. The lunch and banquet on Saturday are included in this rate for those who stay at the hotel. For those who will be in attendance for the day only, the lunch and banquet charge will be \$6.00 per person (children half price).

Arrangements have been made with the Holland Country Club for the golfers. Tickets may be purchased at the hotel at \$1.75 per 18 holes.

The speaker at the banquet will be Elliott Cowgill Spratt, National President of the Producers Council. Mr. Spratt hails from St. Joseph, Missouri. His list of accomplishments is long and impressive, and he is a most interesting speaker.

Make reservations early - with C. A. O'Bryon, 300 Fulton St. E., Grand Rapids (deadline June 25), stating number of persons, time of arrival and departure, and if you will play golf.

## annual outing

hotel macatawa

lake macatawa

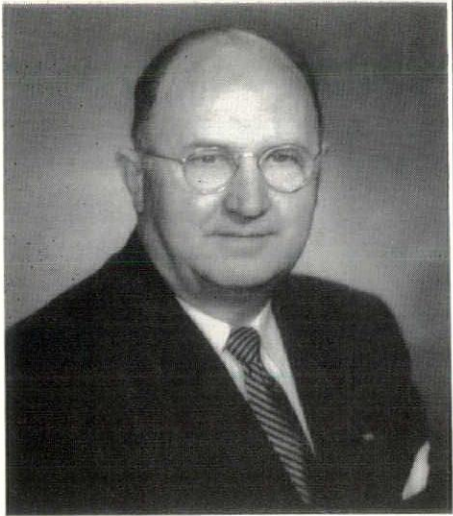
holland, michigan

saturday, june 27, 1953



ELLIOTT C. SPRATT





KARL B. FOSTER

## cooperative advancement

By Karl B. Foster, President, Michigan Chapter,  
Associated General Contractors of America

May I extend to the Michigan A.I.A.-A.G.C. Joint Cooperative Committee the sincere congratulations of the Michigan Chapter of the Associated General Contractors of America for their splendid contribution to the building industry, namely, the Specification Outline.

The Western Michigan Chapter and Saginaw Valley Chapters, A.I.A. and all members of the Michigan Chapter A.G.C. who have given so freely and unselfishly of their time, energy and invaluable experience to this fine work, have most certainly started the ball rolling toward a better understanding and a more thorough cooperation among Owner, Architect and General Contractor. These men and their organizations have combined their talents and experience to produce a tool which, with the continuance of their efforts in the fields of unit prices, bond and insurance standardization and other important phases of the building industry, will eventually save a great deal for all concerned.

The Outline is certainly no panacea for all of the familiar architectural and construction ills, but it is definitely a step in the right direction, a foundation for a program upon which all will be able to build safely, securely, economically and intelligently.

In his keynote address at the 39th Annual Convention of the Michigan Society of Architects, which I was privileged to attend, Mr. Leo M. Bauer stressed the value of publicity as it concerned the architect. I fully agree that it should be the ethical right of the architect to have his name published without restraint or disparagement and I see in the work of this splendid committee a distinct medium leading toward that end. I further believe that any architect, after checking the Specification Outline with his client, discussing the numerous methods of construction, the great variety of materials and the relative life-expectancy of each, will find his client better pleased, more confident and most certainly less inclined toward the criticism, both just and unjust, that has been prevalent in the past.

The uniformity of specifications which is the ultimate goal of the Specification Outline, will provide the added advantage of the savings of untold hours of painstaking search on the part of estimators for both contractor and sub-contractor for those hidden and sometimes costly items which have oftentimes in the past, been discovered only after the contract was awarded.

It is my belief also that the inclusion of all other trades in the Outline will serve as a definite deterrent to so-called jurisdictional disputes and that the coordination between the architectural and contracting fields will tend to eliminate the old-fashioned 'policing' policy. A better understanding and a more cooperative exchange of thought between the members of these two organizations will bring about an even greater degree of good-will than we now enjoy.

Having operated intermittently in both the architectural and construction fields for

approximately 40 years, I feel qualified to express my sincere opinion that the Specification Outline is truly a great step forward toward future cooperative advancement and will help us to a greater fulfillment of our A.G.C. motto: "Skill, Integrity and Responsibility."

## specification frustration

By Elmer J. Manson, A. I. A.

Specifications are one of the most frustrating activities in the typical architectural office, and that frustration often follows thru the materials suppliers, the sub-contractors, the prime contractors, and into construction.

Among the palliatives that have been developed thru the years are specs from cards, specs from master copies, specs without grammar, and even specs by reference to a master spec. As years roll by this list will become larger.

The fundamental purpose of the specs is to describe accurately the materials which shall be used in the proposed structure. They also serve as a guide to the Contractor in estimating the job, and as the basis for subs to quote on their services. They are an integral part of the service which the building industry gives to its clients.

Two different lines of development offer improvements in specs. First, the wording of the actual articles; Second, the general organization. The outstate A.I.A.-A.G.C. Joint Committee has worked on the second method. The new Specification-Outline is an attempt to organize the principal building operations into standard "sections" which are consistent with trade practices in the area. (Interesting variations from Detroit practices were discovered during the meetings.)

By using the standardized sections a ready organization is at hand for the spec writer, the materials salesman knows where to find his materials, the Contractor can prepare his bid easier, and job supervision is helped considerably.

The main feature of the scheme is to always place the same material in the same section for every job. It may seem superfluous to have a complete Tile and Marble Section No. 26 for only a few quarry tile stools (if there is no other tile and marble) but it is better than trying to decide whether to put them in with masonry or into the Asphalt Tile Linoleum Counters Section—and then get on the job and try to remember where they were placed.

Another important idea is to always give the same number to the same section. This is easily done by listing all the section numbers in the index. Those that are used are filled in. Others are simply marked "Not Used." This permits the typing of section 21, Roofing and Sheet Metal, before the decision is made on whether there will be some metal wall panels which would require a separate section.

Many offices have expressed their approval of the new organization, and its consistent use should be of help to all the architects.



## progress report

of the Michigan Joint Cooperative  
AGC - AIA Committee by Joint Chairmen,  
Ben Hertel, AIA, and Donald Maxwell



From left to right, members of the Joint Committee shown here are Arthur Read, Morse Heineman, Robert Babcock, Clarke E. Harris, Glenn M. Beach, George Combs, Jack Barnes, Donald Maxwell, Benjamin W. Hertel and Elmer J. Manson.

At a meeting of the Western Michigan Chapter, AIA, held in January 1951, Harry L. Conrad of the Christman Company, general contractors of Lansing, as guest speaker, called attention to some of the problems of the building industry and mentioned, particularly, the troubles caused by involved and ambiguous specifications and general conditions. This was the beginning of joint AGC-AIA specification studies.

It was the opinion of the speaker that much could be done to improve architect-contractor relations to the benefit of architect, contractor and owner.

"Some Architects," Conrad said, "do not properly segregate the various trades and subcontracts.

"'Miscellaneous Iron' becomes a catch-all for everything from jamb guards and pipe railings to mail chutes, bronze tablets, weather stripping and toilet stall partitions.

"'Tile work' includes asphalt tile, rubber tile, ceramic tile, marble, terrazzo, and ceiling acoustical tile.

"Most confusing are the specifications which under the various divisions have 'General Requirements,' with numerous items mentioned and not found on the job, as a prelude to 'Specific Requirements.'

"Many contractors feel that they should not be expected to furnish any or all items not shown or specified, but which the architect might or might not have had in mind."

After proper and extended discussion, members of the Western Michigan Chapter, AIA decided to do something about these matters. In consultation with the Michigan Chapter, AGC, and the Saginaw Valley Chapter, AIA, the Michigan Joint Cooperative AGC-AIA Committee was born.

This Joint Committee, with appointed delegates from the two outstate AIA chapters and the Michigan AGC chapter, has now been meeting for more than two years.

At the first meeting held May 28, 1951, several subjects were discussed as de-

serving serious study. Among these were such items as:

- A Specification Outline
- Temporary Heating Clause
- Temporary Lighting Clause
- Excessive number of alternate bids
- Unit prices
- Approval of shop drawings
- Percentage of payments withheld
- Unreasonable general conditions

As the first order of business, the joint committee decided to place special emphasis on the development of a satisfactory specification outline.

This outline was printed in February, 1953 and copies were sent to all members of the Michigan Society of Architects, to members of the Michigan and Detroit Chapters, AGC, and it was published in the April, 1953 Monthly Bulletin.

If this outline were adopted generally by the Michigan architects, all specifications would have the same division number for the same item. The Joint Committee's specification outline was tested on actual construction projects as it was being developed by the committee and it is based also on a study made by the Joint Committee of similar outlines developed by the architects, engineers and contractors in Ohio and Minnesota, as well as the very comprehensive specifications outline published by The American Institute of Architects. A great deal of interest has been aroused in Michigan in this work and more and more construction projects are now being specified here as recommended in the Joint Committee's outline. Copies of the outline are available from the Committee's Secretary at 127 N. Cedar Street, Lansing, Michigan, at 50c per copy.

In addition to the Specification Outline, the Committee also made a thorough study of "General Conditions," with special attention given to clauses on "Heating dur-

ing Construction" and "Temporary Wiring."

General contractors are particularly concerned with these items and the recommended clauses included as an appendix to the Specification Outline place the responsibility for these necessary power and heat items with the subcontractor more conversant with the problems.

Space does not permit the listing of all of the contractors and architects in the State who have helped with advice and counsel on this work but the membership of the Michigan Joint Cooperative AGC-AIA Committee now stands as follows:

For the architects — Benjamin W. Hertel, Clarke E. Harris, Robert Babcock, Arthur Read, Glenn M. Beach, Donald A. Kimball, Elmer J. Manson.

For the contractors — Donald Maxwell, Morse Heineman, Jack Barnes, Max Reniger, John Potter, George Combs.

The Joint Committee is now turning its attention to other items in the relationship of the architect-contractor-engineer.

"It is the sincere hope of the members of the Western Michigan Chapter, AIA, who were instrumental in initiating this work, that the adoption of the specification outline, and the support of chapter members in the considerations of this Committee will help to bring about more progressive relationships than even now exist," Hertel says.

"Thus can we as architects continue to play our national leading role in the protection of the owners' interest. Thus can design and execution be brought closer together to produce more economical and more efficient construction."

The Architects of the Western Michigan Chapter, A.I.A., are to be saluted for their efforts in this direction.



# shopping centers

## RELATIONSHIP OF MARKETING STUDIES TO HIGHWAY ACCESS AND TRAFFIC FACILITIES OF LARGE REGIONAL SHOPPING CENTERS.

Paper presented on January 15, 1953 at 32nd Annual Meeting, Highway Research Board, Washington, D. C.

By KENNETH C. WELCH, A.I.A.

A more descriptive name, but too long, for this entirely new retail mechanism might be Suburban Regional Shopping Goods Centers. They are different from 98% of the many shopping centers being currently constructed.

The words 'shopping goods' are important. They are seasonal lifetime needs, and comprise two kinds, fashion and service. However, the regional shopping center we are discussing deals with the fashion type of shopping goods, both apparel and home furnishings. One or more department stores with their unbelievable pulling power are a necessity as a nucleus for the shopping goods center.

Convenience goods, on the other hand, are daily and weekly needs, and the modern super market with its comparatively limited market area is the important nucleus of this kind of a center. Convenience goods stores have comparatively minor seasonal peaks, but have in some cases rather severe daily peaks, often producing more than 60% of their sales on Fridays and Saturdays.

On the other hand, fashion shopping goods outlets must plan for seasonal peaks, especially in December, an important factor in the type of parking areas required.

The region which we are considering is primarily a segment of the periphery of our urbanized areas, towns, and the rural population especially, that they intercept.

Our cities started with a small compact high-density area wherein walking and the horse and buggy were the important means of transportation. When we look back from the standpoint of tranquility this was rather a delightful era.

The second stage of growth depended upon the streetcar whose fixed routes determined all of our major thoroughfares today with their many ribbon commercial developments which with their abutting interference are impeding the flow of traffic.

The last stage which has taken place most-

ly since 1920, is that of the virtual explosion of our cities about in direct proportion not only to the registration of automobiles but in proportion to their expanded use as urban transportation because of the spread of family and individual incomes.

This migration to the suburbs is not only one of numbers but also of income. The average income in large central cities is around \$3,200, as compared with \$4,200 in the suburbs. This is an important factor in merchandise planning for these new regional centers.

This low-density population in the suburbs can never be economically served by mass transportation, and is accordingly quite dependent upon the private automobile, especially for the great majority of shopping trips. This fact is one of the basic reasons why all mass transit systems are today having economic pain.

By the same token, the central business district, which has heretofore had a monopoly on the presentation of shopping goods, can never be served by the private automobile. This large presentation of shopping goods is the key to traffic generating power as I will explain later.

Shopper's World, Framingham, which was really the first proof of the pudding, as far as these large regional centers are concerned, has proved that a parking index of 15, that is, 15 car spaces per thousand gross square feet of building, is necessary to handle the December seasonal peak.

Incidentally, a great many reports are circulating to the effect that Shopper's World has not been too successful. The usual mistakes that seem to be inevitable when you constructively pioneer, were made, many of which can and have been corrected at some expense. Even so, the development company made a net profit the first year, they produced the planned retail sales, and December business in 1952 was about 25% ahead of 1951.

Assuming an average definition of a central business district, it is interesting to compare its parking facilities with Framingham's parking index of 15. It is impossible economically in any central district in a city of 200,000 and over to achieve a parking index of over .72 or .50, or, in other words, over 1/20 to 1/30 of the proved parking demand in relation to structures as exist in Framingham. Though possible to increase it materially, it would be im-



KENNETH C. WELCH

possible with all the tricks of your trade to provide ample access.

The former king of retailing, the department store, in the main, has fought decentralization, tooth and nail, for twenty years. As a result many have made too great an investment in their plants in the central districts, all of which has delayed the inevitable too long.

They have steadily lost ground. The recent decade of inflation and the greater spread of incomes have saved many a department store. However, today the great majority of merchants concede that branches in the suburbs are necessary if only to maintain their prestige and render a needed service to the suburban communities.

As an indication of the considerable shift that has taken place in retail sales by types of stores during the time of the automobile, I'd like to cite a few figures. Using just the percentage of disposable income of individuals and comparing the year 1929 with the last quarter of 1951, all retail stores have succeeded in getting about 12% greater share of disposable income of individuals. This is an index, in a way, of the changed economic conditions primarily due to a greater spread of family income.

In the same period the general merchandise group decreased 26% in relative share of the consumer's dollar. The apparel store group only decreased about 14%, but the men's stores, which is a part of this group decreased about 37% in their dollar take.

On the other hand, the eating-out and drinking places have increased about 93% in relative business, and the super market has increased from 8.9% to 13.5% of disposable income,—more than a 50% increase. While the redistribution of incomes, the changing age groups, social habits, and other factors have been important causes of this shift in retail sales, it is not entirely coincidence when you consider that the 1951 sales do reflect a certain number of branches and dispersion, especially in apparel stores, that all the stores which have been congestion-bound in the central district and difficult to reach, are losing out in comparative sales, and those which have been able to disperse as the automobile has permitted the dispersion of people, have had material increase in relative percentage of sales.



Accordingly the problem becomes how best to provide for the branch store. It is by far the best, in my opinion, to make it part of an integral regional shopping center. In the development of these centers certain basic factors are emerging as being definitely desirable to a maximum degree. Briefly, they are: first, they must be composed of a balanced group of shopping goods stores. Preferably, they should be branches of established shopping goods stores using a high degree of regional publicity, primarily, newspaper space. They consist in the main of branches of one or more department stores, all kinds of apparel and specialty stores, variety stores, and the necessary convenience outlets, such as restaurants, package goods drug stores and the like. As such, the new regional center becomes a branch of the central business district shopping goods area but designed for the motor car, not the street car.

The second factor, and one being neglected in the great majority of centers currently being built, is that it must have ample access, without congestion, at the period that the local shopping habits demand it. Planning can do much to control this factor.

Third, the site design must be based primarily on the organization of the traffic, private and public vehicles, trucking, and, last but not least, the organization of the pedestrian traffic in the center. It is possible to minimize the interference between vehicles and people and provide the maximum pedestrian access to all stores; creating all 98% to 100% locations.

Fourth, the necessary protection of the surrounding community by voluntary zoning of buffer areas, which can be residential or industrial to protect the planned highway capacity, and to prevent the pirating of your superior parking facilities, and to protect the surrounding community.

Fifth, there should be an enlightened property management, primarily merchandise, rather than real estate minded. Percentage leases are an instrument for good in this connection.

Last, an economic survey should be made to determine the potential sales and the types and character of the stores for a given site or area.

A number of systems of marketing studies have been used. The growth of the chain stores, a product of and accordingly designed for decentralization, but selling convenience goods primarily, have a comparatively simple problem because their market areas are generally limited to four or five or six minutes time-distance. However, the regional suburban center pulls easily from 30 minutes away, depending upon its size and presentation of goods. In the case of the Shopper's World, Framingham, subsequent checks have shown that over 30% of the number of customers are coming from beyond the 30-minute time-distance market delimitation.

However, the most logical method of analysis is what we have called a refinement or modernization of Reilly's Law of Retail Gravitation. This law, which has been tested a great many times, in market analyses, has proved to be substantially

correct. It was developed by Dr. William J. Reilly in 1929. It says, "Two cities attract retail trade, primarily shopping goods, from an intermediate city or town in the vicinity of the breaking point, approximately in direct proportion to the populations of the two cities and in the inverse proportion to the square of the distance from these two cities to the intermediate town."

Today the 1950 census breaks down unrelated individuals and families, which we call expenditure units, into income groups by census tracts in cities and by small civil divisions, counties and the like in the outer areas. We group together from four to twenty census tracts, creating a zone of approximately the same number of expenditure units and when possible, with a homogenous economic character. These zones, or groups of census tracts, become the intermediate towns in Reilly's Law.

Next, because limited access highways can be safely driven at 50 miles an hour, whereas we are slowed down today to 10 miles an hour or less in congested areas, it is necessary to substitute time-distance for distance.

While numbers of expenditure units in a given zone and the quantity of presentation of shopping goods and the time-distance are primary factors, these forces are vitally influenced by the income status of purchasing power of a given group, by the type of transportation facilities available, and by the quality of the stores.

With the considerable variation in time to reach one point of an urban area to another, it can be seen that access becomes a most important factor in the application of Reilly's Law.

In a large metropolitan area such as Philadelphia or Baltimore, the number of computations and the field work necessary to realistically apply this law are considerable. It is necessary to determine the amount of sales in any given area or concentration of sales in shopping goods. In some cities retail sales by types of stores have been broken down into census tracts and when this is available it makes the problem comparatively simple.

We use as a basis for shopping goods the sales in all general merchandise stores, which are primarily department stores and variety stores; in all apparel stores, men's, women's, accessories, shoes, etc.; and in furniture, home furnishings, appliance, and similar stores. To arrive at total fashion shopping goods, or what might be called department store type merchandise, we add about 10% additional sales for such stores as jewelry, stationery, books, luggage, etc.

## CHART POPULATION — INCOMES

This chart illustrates, by the area of the circles, the number of unrelated individuals and families in a certain basic economic area within 25 minutes from Flushing, N. Y. It can be noted that they have broken down into 3 incomes, high, medium and low, and by the tone of the circles the economic character of the area can be easily seen.

## POPULATION SELECTED SALES

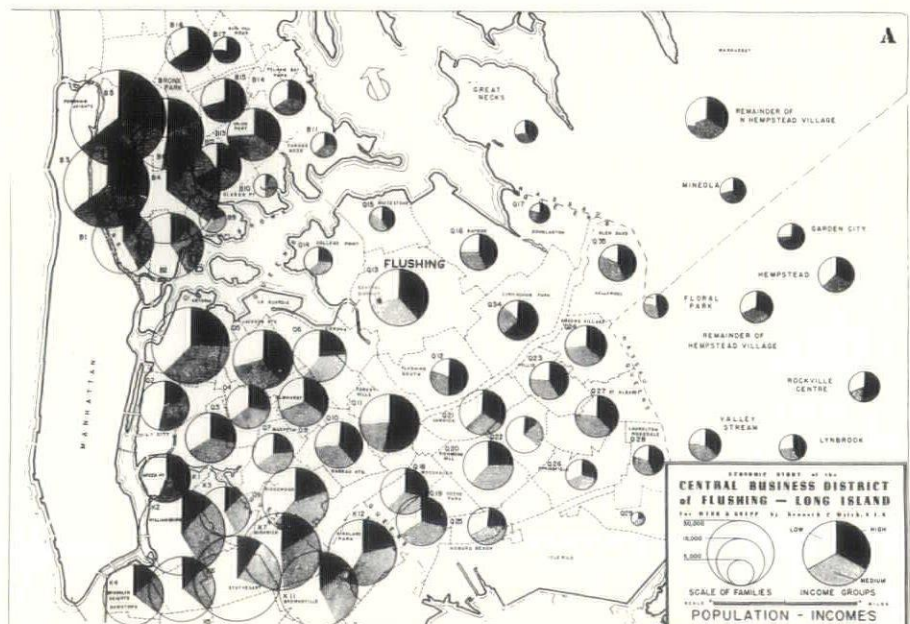
This shows the sales in all general merchandise, apparel, furniture, home furnishings stores and all food stores where a break-down of the combination grocery and meat units is superimposed on the population circles shown on the previous chart. It is easy to see in this chart the concentration of shopping goods centers by the area of the white of the pie. For example, note area K 4 which includes downtown Brooklyn.

## TRANSPORTATION TIME DISTANCE

This shows the transportation system including the bus lines, which are the most important means of transportation for this area, and shows the highways and parkways and the subway system. These factors are all used in the application of Reilly's law to the area.

This is an entirely different problem from that of determining the potential of the regional suburban shopping center but the same principles apply.

In our central cities the important thing is to prevent the decentralization of office space and other central district functions that are equally important to the community, and perhaps more important than the shopping section. The clerical force that





works in the central district is one of the best markets for fashion apparel and accordingly should be preserved.

These branches of downtown providing complete parking, can take some of the pressure off of the parking difficulties in the central district and better preserve them for these other important functions.

It is interesting to analyze some of the current designs and plans for regional shopping centers in the light of certain basic factors. Most of them are providing approximately 70% of the total gross building area for rentable space including sales and service. Such plans are deficient and closer to 80% of the structural area should be rentable.

Too many centers are being planned with too little parking in relation to the rentable area. When they are planned for the automobile driver, as most of them are, it is pretty difficult to justify a lesser parking index. (namely the number of parking spaces per thousand gross square feet of rented area) than 10, and even then there must be some mass transportation.

There has also been considerable discussion of the basic site layout as to the organization of the traffic, the terminal areas and their relation to the structures and the pedestrian circulation within the center.

One of the basic factors in land and structural economics, as far as commercial property is concerned, is that values are generally in almost direct proportion to the pedestrian traffic or pedestrian purchasing power per front foot of a building. In central districts vehicular traffic of considerable amounts can be detrimental, as of course it can be contiguous to business centers.

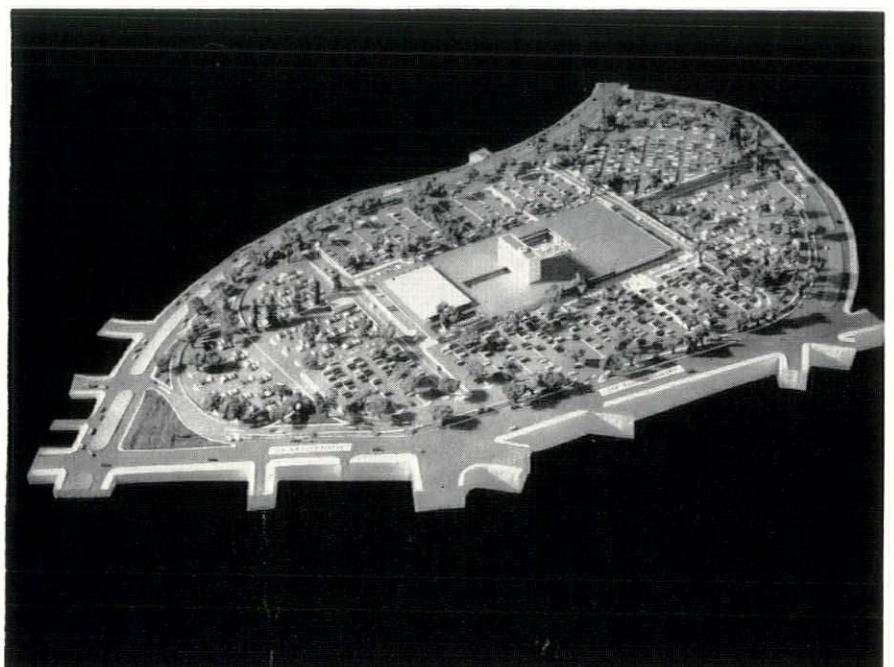
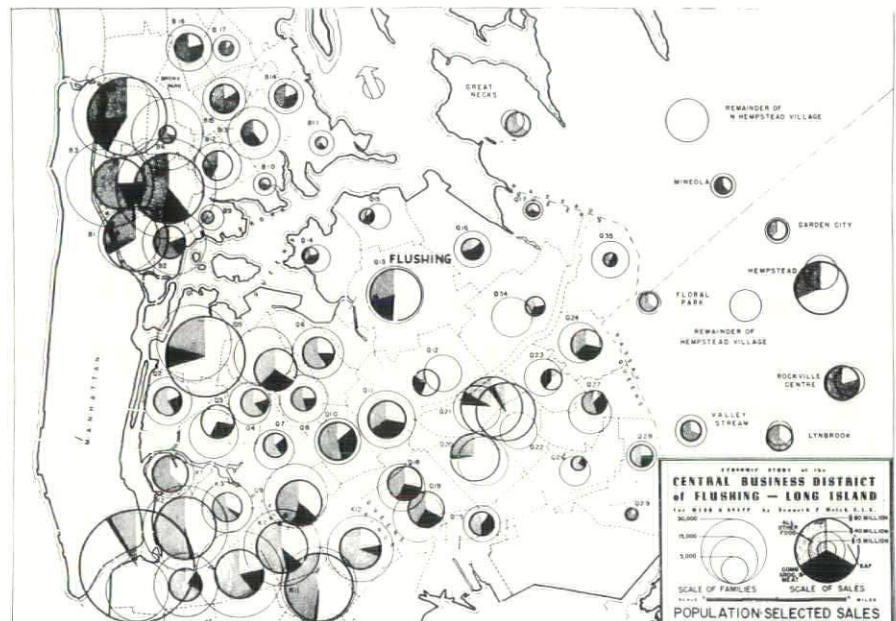
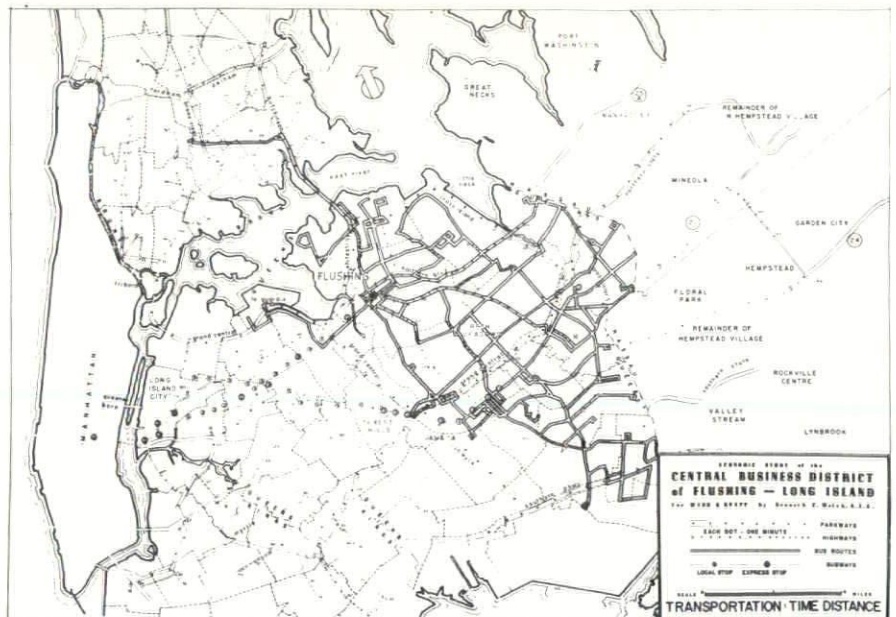
If this factor is so, it is very important to create an equal concentration of pedestrian purchasing power in these new centers.

One index of the success of the plan in doing this is the ratio of the rentable area in a structure to the lineal feet of passageways leading from parking to a central point or to a puller. These so-called duster plans that are the result of a single department store as a generator often produce less than a 100 sq. feet of rentable area per lineal foot of passage and even the best of the cluster plans can produce as little as 300.

In the planning of Mondawmin (see picture of model\*), we have been able to produce more than 650 sq. ft. of rentable area per lineal foot of passageway leading to the important concentrated frontage.

Shopping goods stores depend and live on traffic particularly for the maximum number of impulse sales. These impulse sales can often make a difference of not only a profit and loss to the merchant but can add materially to the return of the investment in the center from the standpoint of the developer.

\*Architects Kenneth Welch; Pietro Bel-luschi; Fisher, Williams, Nes & Campbell. Dan Kiley, landscape architect; Wilbur Smith, traffic consultant; Seward Mott, operations consultant; Moss-Rouse Co., economic analysis and research.





# improvements i would like to see in school building planning

By Wilfred F. Clapp,  
Assistant Superintendent,  
School Organization Plant,  
Dept. of Public Instruction, Lansing

In November, 1948, the people of the State of Michigan voted a revision of the 15-Mill Amendment, making it more easily possible to finance needed school construction. During the sixteen years prior to this date, school construction had been practically at a standstill because of the financial restrictions in the 15-Mill Amendment, consequently, a tremendous backlog of needed school construction was built up. This, together with the additional construction needed because of the sharp increase in the birth rate, has resulted in an unprecedented volume of school construction. Each year approximately 350 sets of building plans go through our office, representing total expenditures of some fifty to sixty million dollars annually. We also have the opportunity and the responsibility of meeting with hundreds of people interested in planning buildings, including school board members, superintendents, parents, teachers and architects. Naturally, as a result of our experience in fulfilling the functions of our office, we are able to observe strengths and weaknesses in the school building planning process. We therefore welcome this opportunity to mention a number of areas where we think there is room for marked improvement.

1. We would like to see improvement in the observance of ethical standards by the members of the architectural profession. We have the opportunity to see many really professional architects operate professionally. We also have the opportunity to see others who are licensed practitioners in the field operating in ways which are not professional. It is not too uncommon for architects to try to sell themselves to boards of education by stating that they will work for a lesser fee than the usual architectural fee, or to state that they will work for a flat fee. If I were a member of a board of education, I would immediately tell such an applicant to move on because we were not interested in cheap services. Quite a number of architects also try to sell themselves to boards by intimating that they have some magic method of constructing school buildings cheaper than anyone else. Again, if I were a board member, I would send this applicant on his way, because it is certainly apparent that when an architect cuts his fee he is going to cut his service, and when he promises to build a building cheaper, he is going to cheapen the structure and leave out essential and desirable features which make a school building a pleasant place for children to learn.

Unfortunately, many boards of education, especially in the smaller communities, and especially those without the advice of experienced superintendents, are all too ready to fall for the siren song of the person who wants to cut fees and who says "he can build it cheaper." This is especially true in this period of high building costs and bulging enrollments, when any board of education is naturally interested in getting the maximum amount of instructional space for the dollars available.

I also wish that architects would not try to sell themselves on the basis of highly imaginative drawings of what the exterior of a building might look like. How can one possibly know what the exterior should look like until one has thoroughly studied the problem from the inside out? The practice of offering free preliminary sketches also seems quite prevalent and should certainly be frowned upon. How can an architect hurriedly prepare preliminary sketches without first having spent hours in studying the problem in cooperation with the school staff? In this office we continually advise boards of education to hire architects on some more professional basis than this, but unfortunately we do not always meet with success.

## 2. Improvement of planning processes.

All too often the planning of school buildings is entirely too hurried. In most cases this is not the fault of the architect. In all too many cases the architect is asked how quickly he can prepare drawings for, let us say, an elementary school to house 300 children. In many cases he is not given much more information than this by his client, and even though he tries to get such information, he has a hard time doing it. Certainly, in such a case it is not the fault of the architect if the building falls short of meeting the educational needs. I believe that the school people have to take the responsibility of furnishing architects with much more complete educational specifications than is usually the case if they wish to obtain buildings which really fit their needs. I believe furthermore that these educational specifications should be cooperatively developed by the active participation of all of those who are going to use the building. When this is properly done, better buildings will result, especially if architects with creative ability are employed to interpret these educational specifications into building plans.

Unfortunately, some architects appear to want practically no information about the needs of the client, and seem to want to get out a stereotyped plan in the shortest possible time. It is part of the

selling technique of these architects to say that they are experts in school design, that they have all the answers, and that the client can just turn over the problem to them. This again is attractive to some clients.

3. I wish that we could avoid stereotyped design. We are proud of the developments in school design which are taking place in Michigan. We think that our state is one of the leaders in this field. Certainly this is a great credit to the creative ability of the architects, to their willingness to consider every problem as a new problem, and continually to evaluate realistically the buildings which they have built. Many of our new elementary school buildings are, we think, exceptionally good, in that they are friendly and inviting to children, safe, healthful, and flooded with daylight. Many of the new buildings contain self-contained classrooms, and in some of the new ones with self-contained classrooms, it has been found successful not to include little-used corridors.

On the other side of the picture, however, there is too much blind copying. There is too much adoption of certain techniques just because others have adopted them. There is too much unthinking use of a standard design in any community to solve any problem on any site and with any orientation. Let us use bilateral lighting as an example. The problem is really not whether to use bilateral lighting, but rather one of how can we admit adequate daylight to a certain space, with good distribution throughout the space, and with the avoidance of shadows and objectionable high brightness within the visual fields of the occupants. Bilateral lighting, properly designed, is certainly one answer, yet many have adopted bilateral lighting designs without adequate thought as to how to control sunlight and daylight. Sometimes a cross-sectional design, which will work well with a north orientation of the main windows, is used apparently unthinkingly for any orientation regardless of the environment of the school. No wonder in such cases that dissatisfaction is expressed by the clients with the results.

4. We would certainly like to see each school building problem, whether for an elementary or secondary school building, approached "from scratch." We would like to see this problem solved cooperatively by close association and hard thinking on the part of the architect, the school administrators, the school staff, the board of education, and parent committees. Such a method will take longer, but properly done with the right kind of leadership, will result in school buildings each one of which is an improvement over every other one, friendly to children, non-institutional, adapted to the site, and fitting the educational program. Such planning will take the highest professional behavior of the architectural profession. Most architects in Michigan are ready and willing to operate in such a fashion. Frankly, most school districts, due to lack of leadership, are not able to cooperate in this way. All of us have a lot to learn. Let's all work together professionally toward better school buildings.



# architects as oldtimers

By Chris Steketee, A.I.A.

For the first time in my life I have been called an "old timer," not only in public but in print by none other than my good friend Bill Cory, and surprisingly in our rejuvenated bulletin. Yet it felt like a promotion. Same feeling I presume as the other Fellows (only with the small f.) So an "old timer" is one who might have belonged to the class of 1911 as described in the April number of the A.I.A. Journal. We sure studied (three modern languages, mathematics and many other subjects. It helped a great deal when we were selected to become reserve officers in those world wars and helped to save those younger generations of today.

However, a good many of us "old timers" were blessed by mother Architecture with success, including a traditional bank account without contemporary social adjustments. True, we did not all reach fame or fortune, but we lived a full life, sometimes with more friends than money. We believed in God and self reliance and sung with the poet Malloch,

"If you can't be a pine on the top  
of the hill,

Be a scrub in the valley, but be

The best little scrub by the side of  
the rill.

Be a bush, if you can't be a tree."

Of course we have tales to tell. Do you remember when we received a phone call to conduct a foreign visitor thru our town? Yes! he was from Belgium and not too familiar with our language. He was from the city of Antwerp, a professor of Architecture, and spoke Flemish, German and French. He wanted to see our most contemporary buildings. So we took him to a new synagogue designed by our friend, Eric Mendelsohn. Ah—yes, I knew him years ago in Germany where the Nazi's drove him out. Arriving at the synagogue we actually bumped into Mr. Mendelsohn who was making one of his inspection trips. After introductions, my guest did not understand the technical English and tried to switch to the German language which Eric absolutely refused to use. They finally got together in French, while I interpreted some Flemish between my guest and the Chairman of the Building Committee who asked me what the h... they were discussing. That class of 1911 again shined.

A real pleasant visitor was the Director of Public Education, Dr. Goslinga from Curacao, a Dutch colony in South America. This visit was in February and the good doctor had been told about the terrifically cold climate in our good State. Again I was honored to receive the distinguished guest whose purpose was to buy a supply of school furniture. When I met him at the train on his arrival, he had been provided by a New York concern with a regular North Pole outfit of fur coat, cap, earmuffs, lines boots and wool shirt and to top it off he possessed a very modern-cut beard of sizeable dimensions and created not a

little sensation on our main street. Pictures and stories appeared in the newspapers. However, he was wine and dined and in turn, he spoke well of our city in scholarly English, ordered his school furniture, claiming it was "tops" and left us as "persona grata" back to his tropical island. The columns of publicity never harmed the visitor, the furniture company or the architect. All of them were on the front page and some good business was the result. That brings us to the much-spoken subject of public relations. All young architectural students or graduates like to know how we architects "land the jobs in the office." Our answer is usually—know people and make yourself known. Be active in your church, your community, join all the organizations you can, be friendly and learn to talk the language of your prospective clients.

We knew a man who owned a foundry and it seemed he wanted to build an addition. It was not a very clean place, but he gave the job to the architect who came dressed in overalls and old shoes to measure the old building and who looked like an Indian before they came to terms.

We heard of an architect who was called into a board meeting of a little country church not far from where Gus Langius was born. One of the farmers opened his copper tobacco box, took a chew and offered one to the architect.

Well, what would you do? So, this architect had some anxious moments before he landed the job.

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## western michigan chapter meeting

The city planner is concerned with the same considerations that make for good architecture — beauty, utility and economy — Sam Steelrecht, resident engineer for Bartholomew and Associates of St. Louis, told members of the Western Michigan Chapter, A.I.A. at their meeting in the Hart Hotel, Battle Creek on May 18, as he presented the twenty-five-year replanning program for Battle Creek.

A native of Iowa, the speaker graduated from Iowa State College before becoming planning engineer for Battle Creek. He showed long-range plans which include all phases of the City's facilities. Schools would come in for the most immediate treatment, because of population shifts and industrial growth, he said, as he pointed out that many existing schools were once in residential areas that have now become commercial or industrial. New schools, he said, are taking into account population shifts, and they are being coordinated with adjacent park areas.

Mr. Steelrecht stated that contemplated changes would be gradual but that the ultimate goal is an "Ideal Battle Creek."

Following dinner and before the address, president Peter Vander Laan conducted

Then, there was the architect who played the pipe organ as a hobby and induced the church committee to test the acoustics when they were thinking of enlarging the building. The best public relationship is by your own efforts: gain confidence, do everything the best you know, no matter what it is, a chemical warehouse for fertilizer or a tea-room. The world is full of prospects to be discovered and that is your own part to play.

About a year ago, one of my friends, a well-known and successful architect from the Netherlands made a trip to New York, Chicago, etc. and finally landed in my town for a visit. He told me after looking at the minimum recommended fee system in the little red book that our fees were moderate compared with those abroad. That was news to me. Those visitors! I told him he was overheated, had looked too much at the U. N. building in New York and that I knew better places in the midsummer than Washington and Chicago. "My friend," I said, "Relax, put on your slacks and we are on our way up North to my old hunting grounds. I will teach you the use of the "boiler maker and his helper." We are going to see wild-life, real deer and strange birds. I'll take you to cozy restaurants and we'll sleep in a real log cabin. My good fellow, we architects know how to live." We did all of these things and he really began to know America. He sure liked the "boiler maker," and said we architects were O. K. Dear fellow, I fibbed. If you only could attend one of our conventions in Detroit we absorb more spirits in three days than the Dutch ever paid the Indians for New York. And so, we said our prayers and went to sleep.

So-long and until next year,

Yours,

Youngest "old timer."

a business meeting, heard reports from secretary Dick Snyder and Charles Opdyke, the latter on the June issue of the Monthly Bulletin devoted to the W. M. Chapter. Charles O'Bryon gave a preview of the Chapter's outing to be held at Macatawa June 27, and emphasized that all those interested throughout the State are invited to attend.

Delegates elected to the Seattle A.I.A. Convention are Van Dongen, Chairman; Allen, Christenson, Harris, Langius and Welch.

Elected associate member of the Chapter was Robert Converse Smith, of the William A. Stone office in Kalamazoo.

John Burgess had charge of arrangements for the meeting which was attended by Messrs. Blank, DeWolf, Fitzpatrick, Fuller, Manson, Olds, Opdyke, Siefert, Smith, Snyder, and Stuckman, all of Lansing; Albert, Bennett, Bultius, Major, Sprau and Vander Laan of Kalamazoo; Niephaus and Van Dongen of Benton Harbor; Kolm and Kressbach of Jackson; Belson, A. M. Black, H. C. Black, Burgess, Chandel and Haughey of Battle Creek; Christenson and Loebach of Niles; O'Bryon and Knapp of Grand Rapids, and Kolm of Holland.



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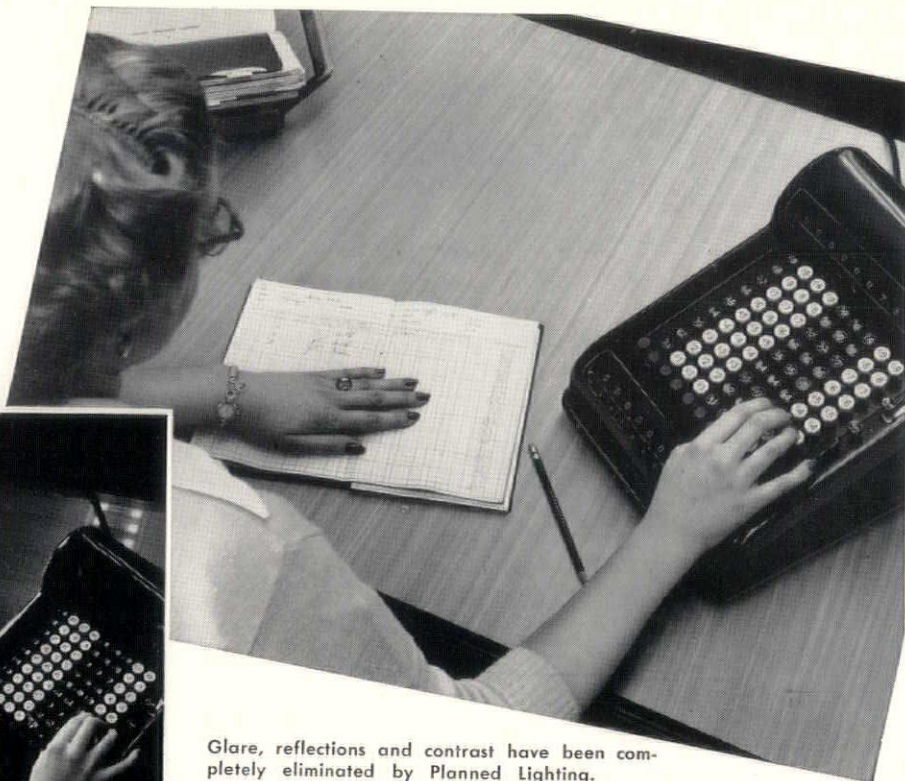
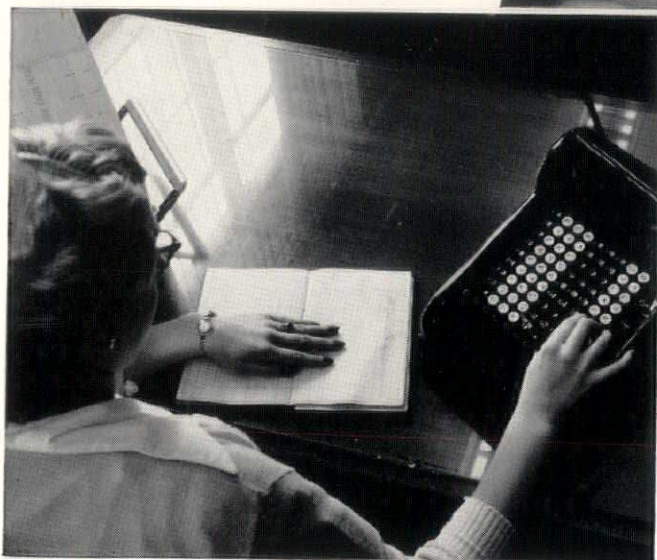
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## Case Study No. 8



Glare, reflections and contrast have been completely eliminated by Planned Lighting.

Light from ceiling fixture, right, and windows, left, is "beamed" into worker's eyes by desk finish and glass. Also note harsh contrast between dark wood and the white of the order book.

# Planned Lighting protects working eyes

## PROBLEM:

At Jersey Rosebud Creamery, Detroit, dark desktops covered with glass made near-perfect reflectors for overhead and outdoor light. Such strong reflections, in workers' eyes, cause undue fatigue; increase the possibility of clerical errors.

## SOLUTION:

Management—acting on Edison recommendations—removed the glass; resurfaced desks with a light colored, non-reflective covering; modified the fixtures to make them more effective. Eye-tiring reflections and strong contrast between dark desks and paper were abolished.

## *It takes knowledge and experience*

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# Detroit Edison



# INSULATED METAL WALLS

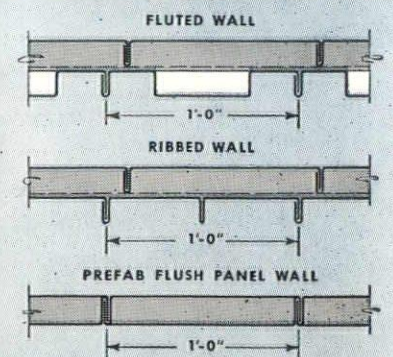
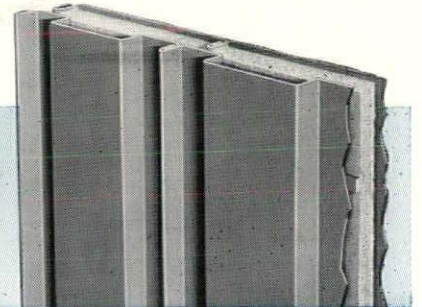
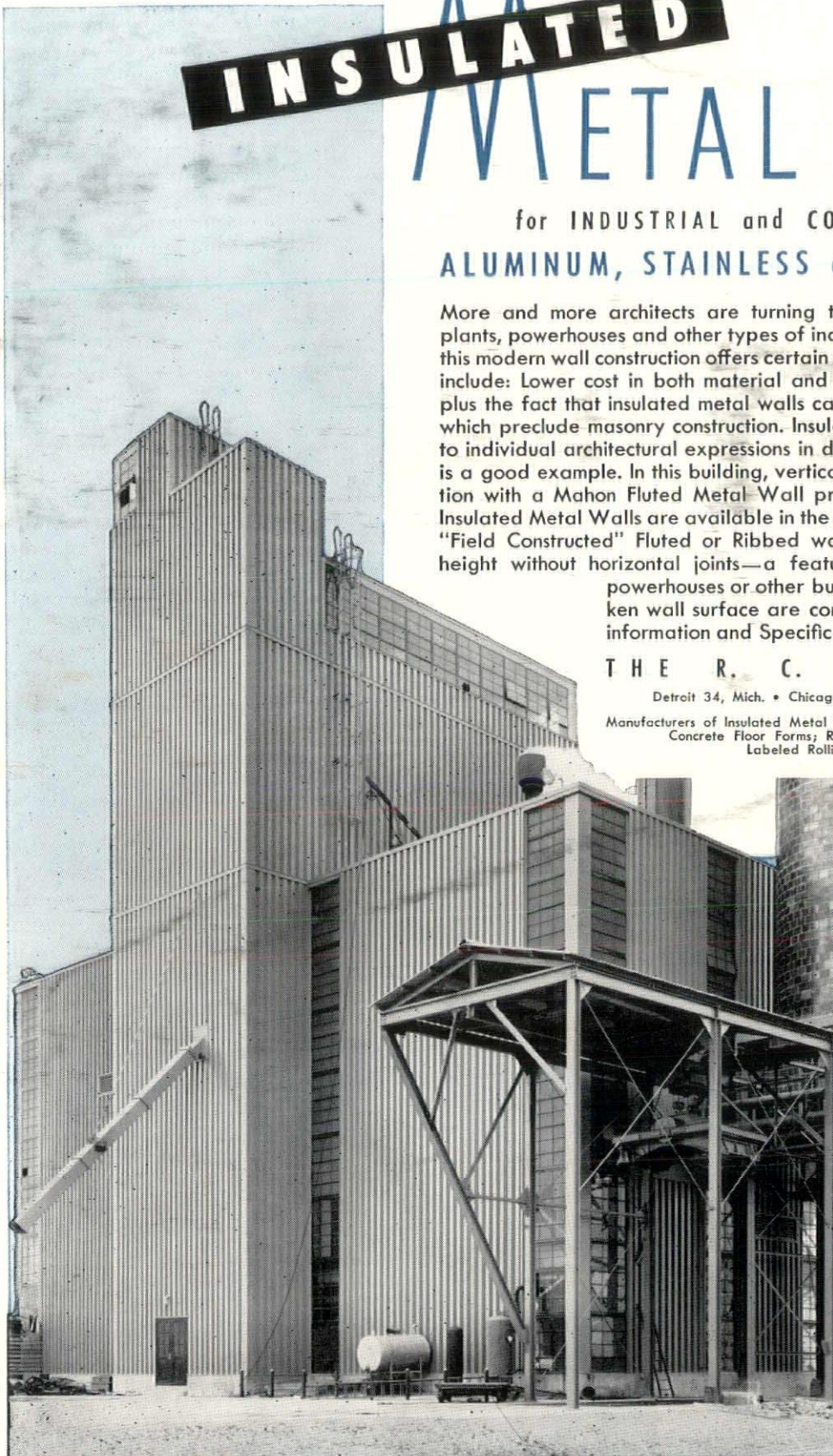
for INDUSTRIAL and COMMERCIAL BUILDINGS  
ALUMINUM, STAINLESS or GALVANIZED STEEL

More and more architects are turning to insulated metal walls for industrial plants, powerhouses and other types of industrial and commercial buildings where this modern wall construction offers certain definite advantages. These advantages include: Lower cost in both material and labor, reduction in construction time—plus the fact that insulated metal walls can be erected under weather conditions which preclude masonry construction. Insulated Metal Walls also lend themselves to individual architectural expressions in design—the powerhouse illustrated here is a good example. In this building, vertical panels of continuous sash in combination with a Mahon Fluted Metal Wall produces a striking appearance. Mahon Insulated Metal Walls are available in the three patterns shown below. The Mahon "Field Constructed" Fluted or Ribbed wall can be erected up to sixty feet in height without horizontal joints—a feature which is particularly desirable in powerhouses or other buildings where high expanses of unbroken wall surface are common. See Sweet's Files for complete information and Specifications, or write for Catalog No. B-53-B.

THE R. C. MAHON COMPANY

Detroit 34, Mich. • Chicago 4, Ill. • Representatives in All Principal Cities

Manufacturers of Insulated Metal Walls; Steel Deck for Roofs, Partitions and Permanent Concrete Floor Forms; Rolling Steel Doors, Grilles and Underwriters' Labeled Rolling Steel Doors and Fire Shutters.



The Over-all "U" Factor of the various Types of Mahon Insulated Metal Walls is Equivalent to or Better than a Conventional sixteen inch Masonry Wall.

In the Powerhouse above, the Insulated Metal Walls up to the first eave line are constructed without a horizontal joint. Continuous Exterior Wall Plates 56'-10" long were employed in these wall areas.

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