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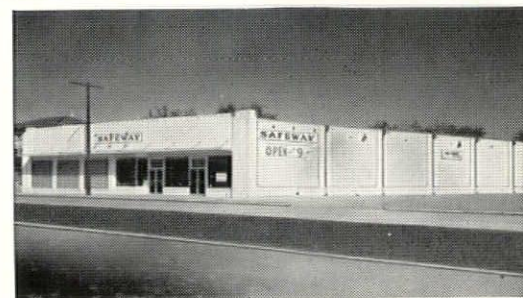
Forms for door and window openings are positioned in the walls before placing the concrete. Walls can be sized to meet a wide variety of requirements. After panels have been tilted up into position they are tied into one integrated unit with cast-in-place piers and beams.

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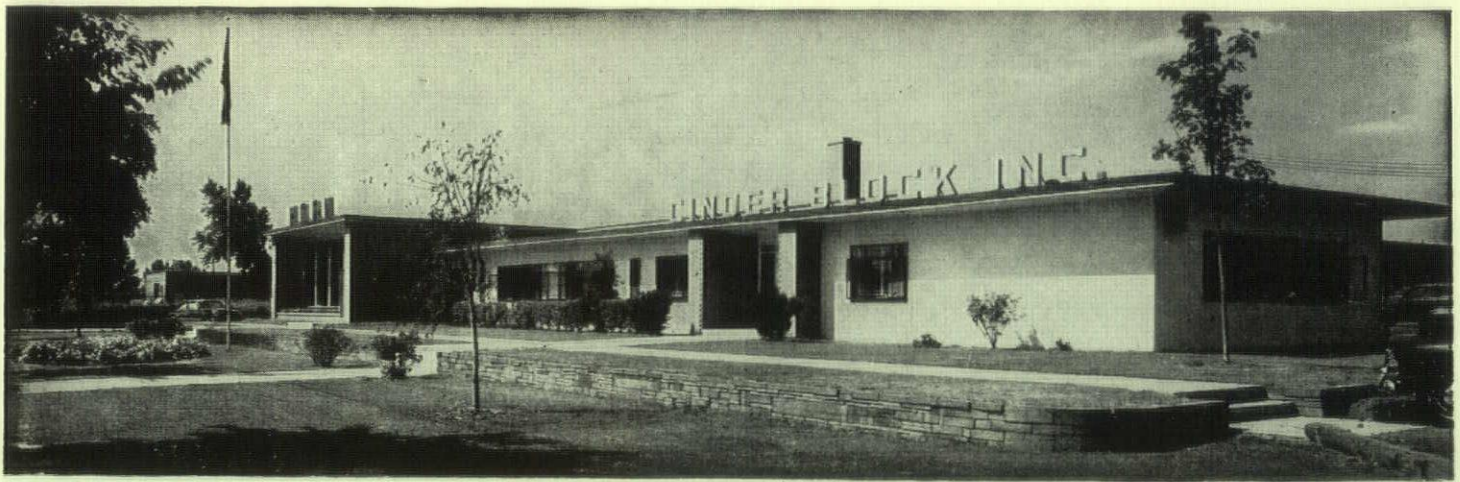
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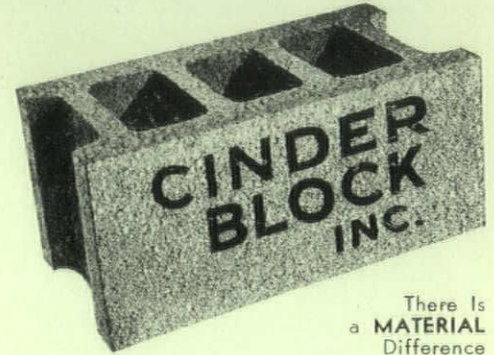
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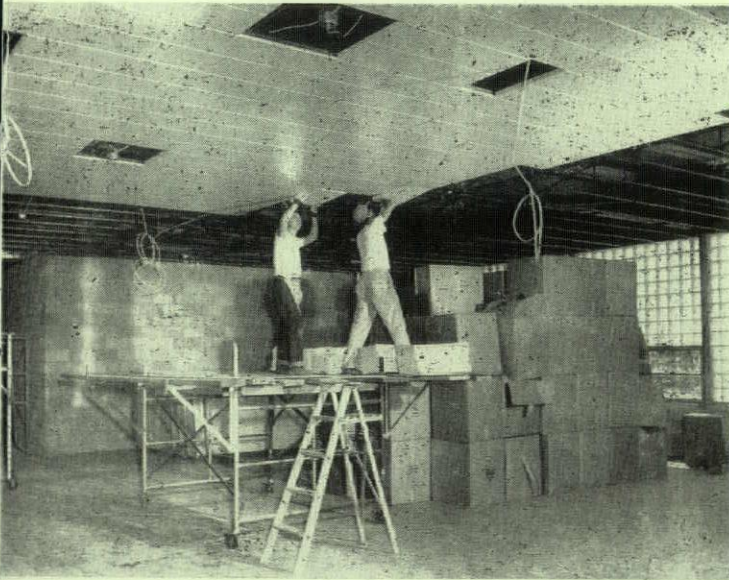
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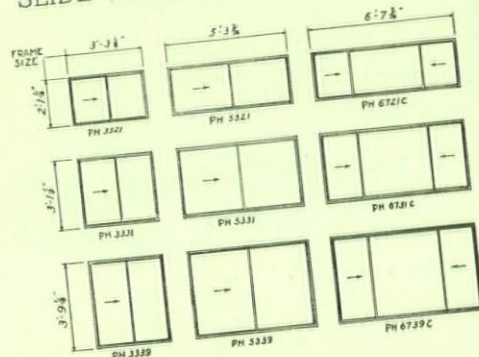
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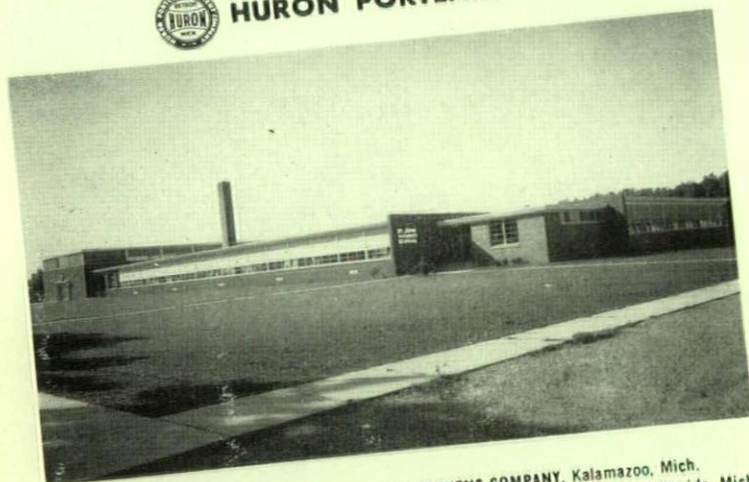
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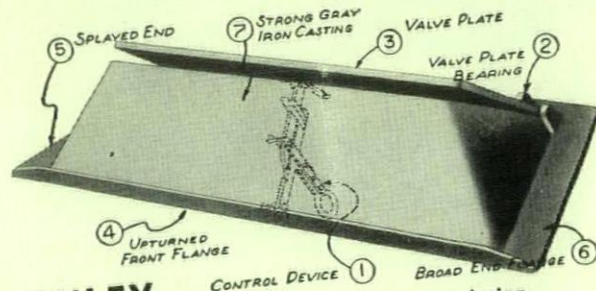
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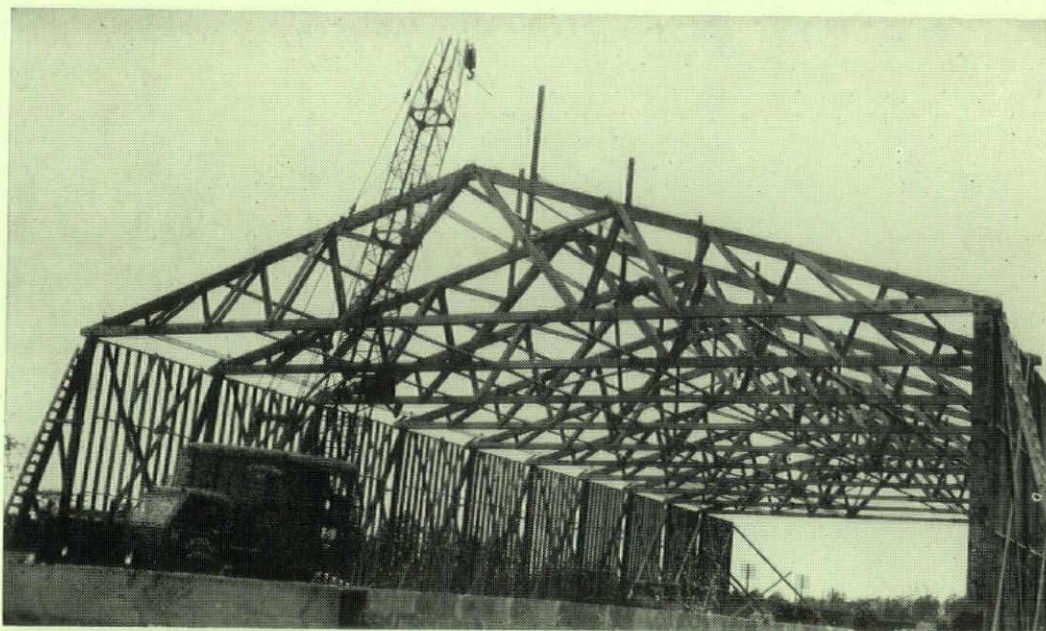
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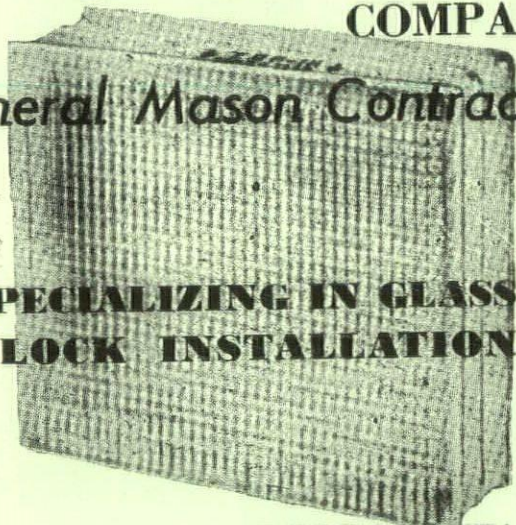


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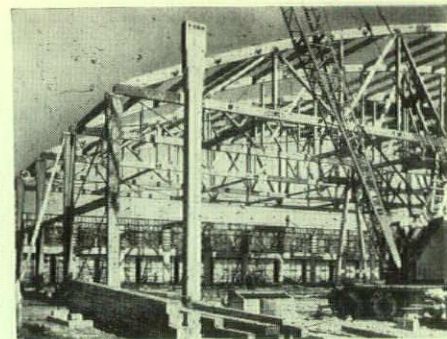
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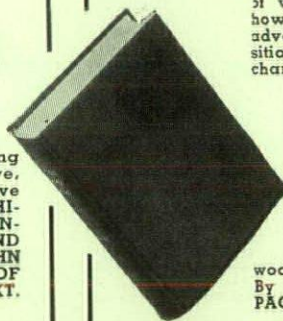
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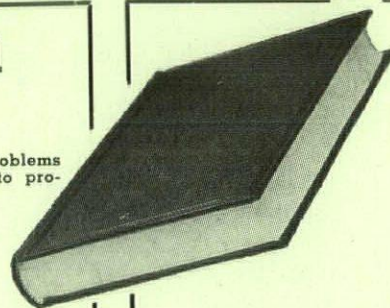
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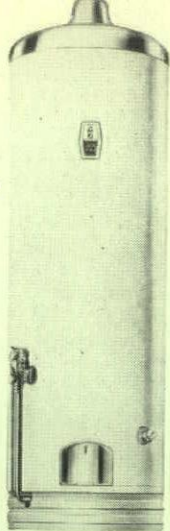


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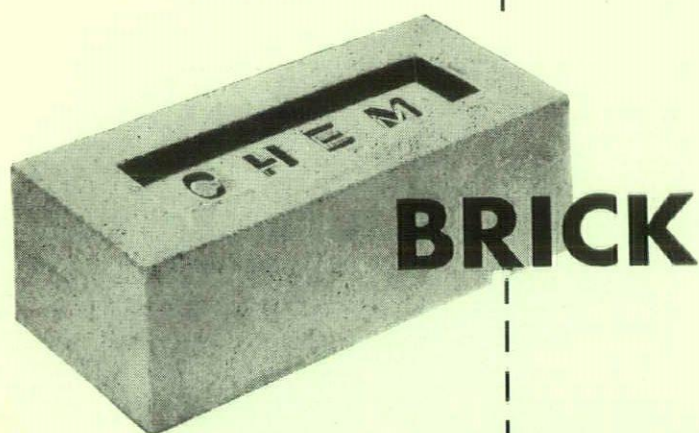
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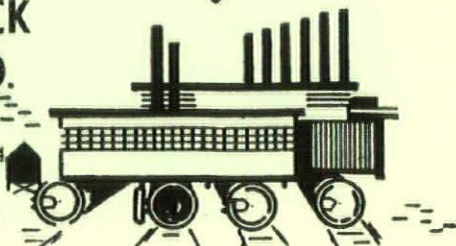


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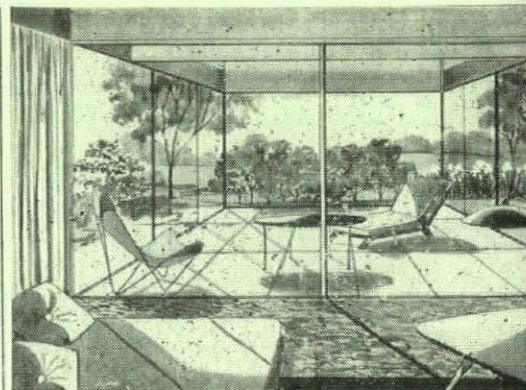
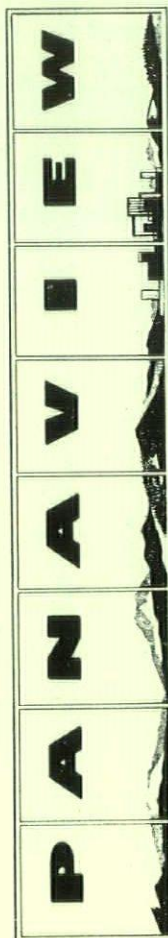
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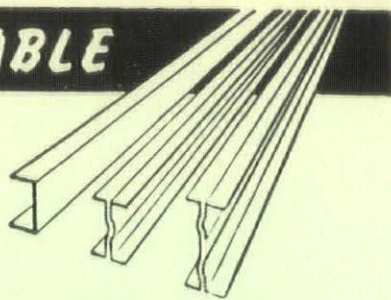
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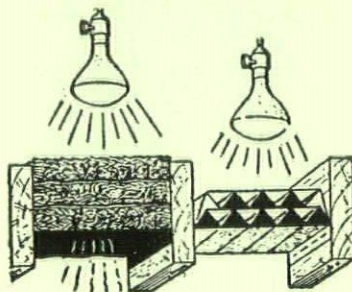
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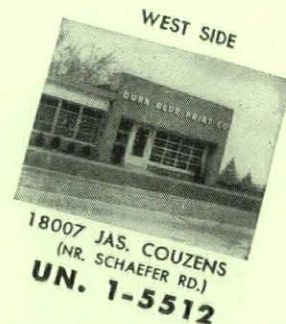
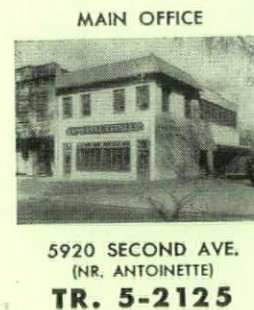
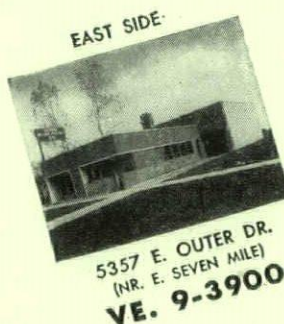
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story of architectural organization in michigan

The archives of the Detroit Chapter of The American Institute of Architects were enriched by the finding of a copy of an old Detroit newspaper recently.

This will be useful in writing the 'Story of The A.I.A. in Michigan,' which has been in preparation for some years.

Ruby Preston, Bulletin secretary found the paper, dated January 20, 1918, wrapped around pipes in the basement of her home at 40 W. Nevada. In the issue was reported the annual meeting of the Michigan Chapter of The American Institute of Architects, at which Charles Kotting succeeded Marcus R. Burrowes as president. Mr. Burrowes, a fellow and member emeritus of the A.I.A., passed away last July 16 in London, Ont. Kotting has retired and

resides in Colorado Springs.

The issue also reports H. Augustus O'Dell, architect as being a captain with the construction division of the aviation section of the signal corps, in France. O'Dell is now senior member of the Detroit firm of O'Dell, Hewlett & Luckenbach.

Interesting as this information is, it is not very old as Michigan A.I.A. history goes.

We have rather complete records going back to the charter of the Michigan Chapter in 1887. The few gaps that are missing can be filled in from the files of the Institute in Washington.

It is not our intention to write a documented "history" of architectural organization in Michigan, but rather a story that will be readable though factual.

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coming issues

DECEMBER—LEINWEBER, YAMASAKI & HELLMUTH

1954, JANUARY — WILLIAM EDWARD KAPP

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MAY—SAGINAW VALLEY A.I.A.

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JULY—ROGER ALLEN & ASSOCIATES

AUGUST—11th Annual Mackinac Mid-summer Conference

SEPTEMBER—CORNELIUS L. T. GABLER

OCTOBER — DETROIT CHAPTER, A.I.A.

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

monthly bulletin, michigan society of architects including national

architect

MONTHLY BULLETIN

Michigan Society of Architects
120 Madison Ave., Detroit 26, Mich., WO. 5-3680
Official Publication of the Michigan Society of Architects: Linn Smith, President; Charles B. McGrew, 1st Vice-president; Adrian N. Langius, 2nd Vice-president; Paul A. Brysselbout, 3rd Vice-president; James B. Morison, Secretary; Elmer J. Manson, Treasurer; Directors — Roger Allen, L. Robert Blakeslee, Phillip C. Haughey, Sol King, Ralph W. Knuth, Leo M. Bauer.

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40th Annual Convention—Hotel Statler, Detroit, March 10-12, 1954—Lyall H. Askew, Chairman.

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TALMAGE C. HUGHES, Editor and Publisher

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(My comm. expires Feb. 13, 1956) Notary Public

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The Vancouver office, a sleek plate glass, pine-paneled, steel-beam building, has won first prize in Canada's biennial Massey Award presentation. The Hon. Vincent Massey, the Dominion's Governor General, gives a silver award every two years for the best architectural design in nine classes of buildings.

The Tilden structure is 14'x28', with flat roof supported by steel columns, and glass walls. Shrubbery surrounds the building, and on one side the overhanging roof has been extended to cover the gas pumps.

The building's exposed structural members give it a modern appearance.

Samuel F. Tilden, president of the firm, says that not only is the new building extremely functional for conducting a drive-yourself type of business, but its advertising value is tremendous.



school exhibit

The 1954 School Building Architectural Exhibit, to be held in Atlantic City, February 13-18, 1954, in connection with the annual convention of school superintendents under the sponsorship of the American Association of School Administrators and The American Institute of Architects, is announced by Dr. Shirley Cooper of the Association.

This promises to be the best exhibit we have yet had, Dr. Cooper says, and he urges architects to avail themselves of this opportunity to enter exhibits of their school plant planning, and also to attend the convention.

Additional information and entry blanks may be obtained by writing American Association of School Administrators, attention of Dr. Shirley Cooper, 1201 - 16th St., NW, Washington 6, D. C.

alabama

ALABAMA COLLEGE, at Montevilla, Ala., a distinguished school for girls, held a Conference on "Art in Our Surroundings" on October 29-30, 1953.

Much of the conference was devoted to architecture. A session on "Considering the Architect" included such subjects as Who is an Architect, The Architect and the Client, was led by Dr. Richard Powers, Dean of the College.

Martha Allen, of the College, conducted a panel on Planning—What is the Planning Process, What is New in Design, What is New in Materials.

Robert W. Talley, A.I.A., of Alabama Polytechnic Institute, gave an illustrated lecture on "Architecture and Civilization".

School buildings also came in for discussion, with a panel led by Dr. T. H. Napier, Dean Emeritus of the College, and now President of the Merchants and Planters Bank in Montevilla.

Other architects participating were Charles F. Davis, A.I.A., of Birmingham; Moreland Griffith Smith, A.I.A., of Montgomery, and Arch R. Winter, A.I.A., of Mobile. An exhibition on architecture was arranged by Mr. Talley.

Says Miss Margaret McCall, Head of the Department of Health, Physical Education and Recreation at the College, "Aim of the Conference was to bring together the architect and those responsible for fitness of our homes, our schools and our communities."

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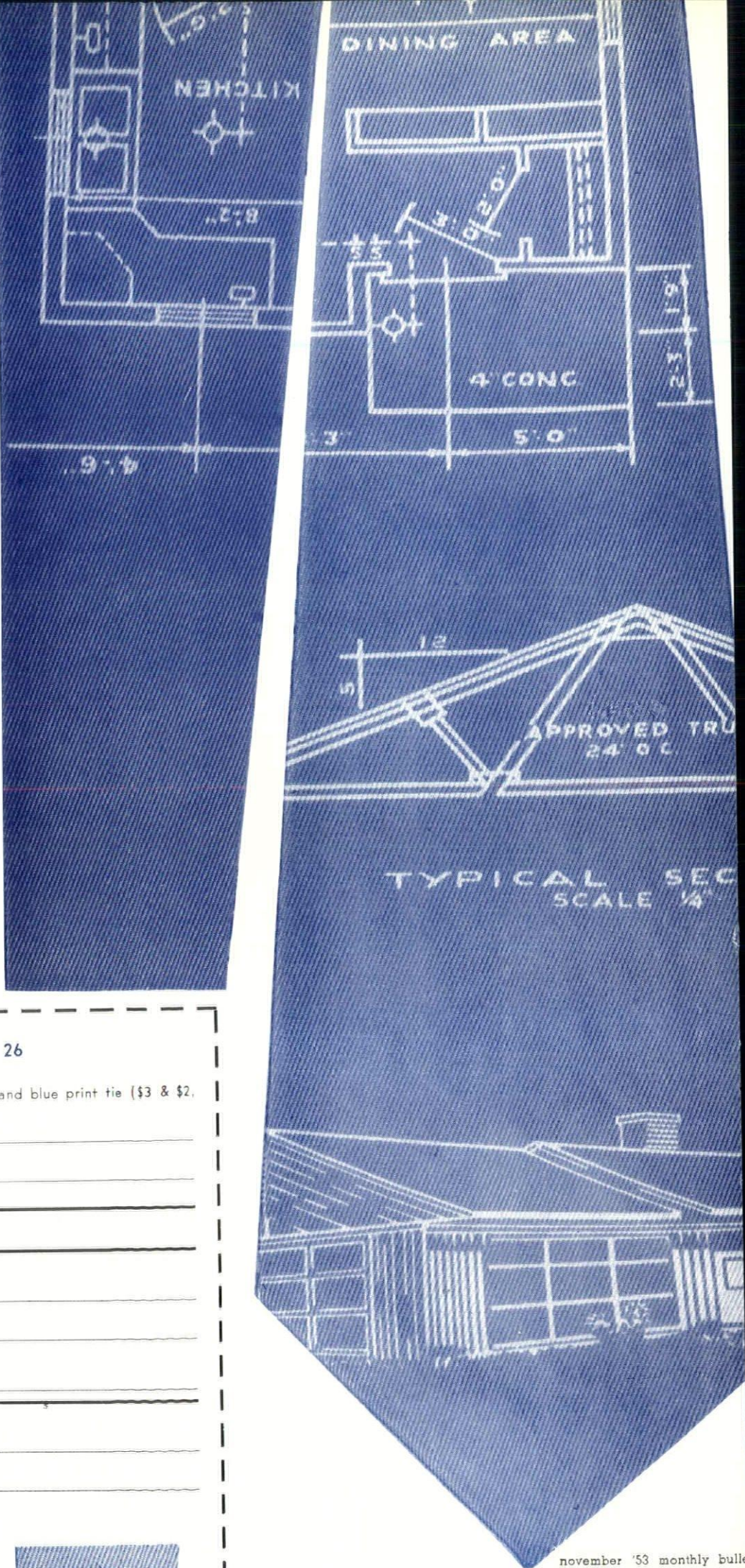
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architects in the news

california

CALIFORNIA COUNCIL OF ARCHITECTS convened at Hotel del Coronado in San Diego, Oct. 15-17. Feature was a forum on "Architect-Client Relations — Better Buildings for People and how to get them." Architects on the panel included Charles Luckman, Victor Gruen, George Vernon Russell and Norman Blanchard. Architects of Nevada and Hawaii joined with members of California's ten chapters in a regional conference Saturday, Oct. 17, with Charles O. Matcham, Regional Director, presiding. California's eight chapters of the Women's Architectural League met concurrently.

JACK H. MacDONALD & CEJAY PARSONS, ASSOCIATED ARCHITECTS & ENGINEERS, is a new consolidation of the individual practices of these two men. Parsons is an architect and MacDonald is architect and engineer. Offices are at 8943 Wilshire Blvd., Beverly Hills. A Los Angeles office will be established at 3123 W. 8th Street.

DONALD F. NEPTUNE AND JOSEPH F. THOMAS, ARCHITECTS have combined their practice and are now located at 567 E. Green, Pasadena.

ANDERSON & KING, ARCHITECTS have moved into new offices at 125 W. 3rd St., Pomona. Firm members are B. H. Anderson and Robert M. King.

colorado

"ARCHITECT" is the name of a new publication of the Colorado Chapter, A.I.A. Format was designed by Thomas E. Moore of Denver, and the publication board is composed of Norton Polivnick, James S. Sudler and John B. Rogers.

COLORADO CHAPTER, A.I.A. has honored four senior Chapter members. At a special Chapter dinner meeting these members were cited for long and distinguished practice of architecture: Arthur A. Fisher, Robert K. Fuller, Charles E. Thomas and Lester Varian.

EARLE A. DIETZ, ARCHITECT was among those who had their offices destroyed by fire, in the Central Bldg., Colorado Springs. Dietz was engaged on planning a new Air Force base at the Pueblo Municipal Airport, but he had duplicate copies of the work for this project.

connecticut

DAVID C. BAKER, ARCHITECT has opened offices at 50 State St., Hartford, Conn. A graduate of Yale in 1936, Baker was archi-

tectural adviser to the Indonesian Government on many large projects there. He also saw service during World War II in England, Manila and Japan, supervising construction of military installations. After release from the Army, he remained in Japan as a civilian architectural engineer for the U. S. Government. One of his most interesting assignments, he said, was the reconstruction of a portion of the Imperial Hotel, damaged by fire and replaced by Japanese carpenters who did not follow the original designs of Frank Lloyd Wright.

d. c.

MIDDLE ATLANTIC STATES REGION, A. I. A. held its conference in Washington, D. C. Oct. 21-23, with architectural and products exhibits, and the week proclaimed by District Commissioners as "Architects' Week". Among speakers: Jose Louis Sert, Carl Feiss, Louis Justement, George Howe, Nathaniel A. Owings, Henry S. Churchill, G. Holmes Perkins, Richard Steiner, John Searles and Alexander S. Cochran. Clair W. Ditchy, president of The A.I.A., was guest of honor.

HARRISON & ABRAMOVITZ, ARCHITECTS, of New York, have been retained for a \$75 million development in Washington, D. C. The 10-acre project will include hotel, office building, garage, etc.

georgia

OSCAR M. HANSEN, ARCHITECT, of Savannah, has been appointed Danish vice-consul at the Port of Savannah. He is a graduate of the University of Virginia and the University of Pittsburgh. His father is a native of Denmark, and so was his late mother.

JACKSON R. HOLLIDAY, ARCHITECT has opened offices at 847 Riverside Drive, Macon, Ga. A graduate of Ga. Tech, he is a member of the Georgia Chapter, A.I.A.

E. H. KUHLE, ARCHITECT was speaker recently before the Exchange Club of Augusta, Ga. He pointed out the manner in which religion and climate have influenced architecture.

COMMISSION ON ARCHITECTURAL EDUCATION OF THE SOUTHERN REGIONAL EDUCATION BOARD, meeting in Atlanta recently, predicted the need of 50 per cent more architects in the next seven years — three for every two now practicing. The Commission recommended that the 17 existing schools of architecture in the South recruit more students, select better students and receive better financial support. To the three states which do not have

schools of architecture, the Commission recommended a careful consideration of future needs.

idaho

NORTHWEST REGIONAL COUNCIL, A.I.A. was held in Sun Valley, Idaho, Oct. 9-11. On the program were Frederick C. Hummell, John S. Detlie, Frank Roeher, Charles T. Pearson, Holman J. Barnes, Waldo B. Christenson, Frederick T. Hannaford, Glenn Stanton and Thomas F. Hargis.

C. V. WAYLAND has been elected president of the Idaho Chapter, A.I.A.; Cecil Jones, vice-president; Thomas M. I. Leake, Sec.-Treas.; and Anton Dropping, director.

NORMAN J. HAMILL & PAUL A. SCHOFIELD announce the opening of their offices for the practice of architecture at 210 Pioneer Bldg., Pocatello, Idaho. Both are members of the A.I.A.

illinois

ELMER C. JENSEN & EDWARD GREY HALSTEAD announce the partnership of Jensen & Halstead, with offices at 228 N. LaSalle St., Chicago. Mr. Jensen designed Chicago's first skyscraper, forerunner of the many built later in the U. S.

LEO S. HIRSCHFELD & HAROLD S. PAWLAN, ARCHITECTS have formed a partnership, with offices at 327 S. LaSalle St., Chicago. Hirschfeld has designed many of Chicago's large apartment buildings; Pawlan has had 15 years experience on commercial and industrial work.

NORMAN C. MILLETT, ARCHITECT has opened his office in Wilmette, Ill. A graduate of the University of Illinois, Millett was formerly with Childs & Smith, architects, of Chicago.

LIVERGOOD & CALDWELL, ARCHITECTS is the name of a new firm composed of Don R. Livergood and Harry N. Caldwell, at 130 W. Main St., Decatur, Ill. Both are graduates of the University of Illinois School of Architecture.

HOWARD L. CHENEY, F.A.I.A. has retired from Government service and resumed private practice as consulting architect at 23 E. Jackson Blvd., Chicago. Mr. Cheney is a past president of the Chicago Chapter, A.I.A., and he prepared the program for the Tribune Tower competition. He was architect for Washington National Airport, federal buildings in several cities, and the U. S. Government building and the Court of Peace at the New York World's Fair.

Mr. Cheney is a non-resident member of the Michigan Society of Architects. It is regretted that through error his name was omitted from the Society's last roster.

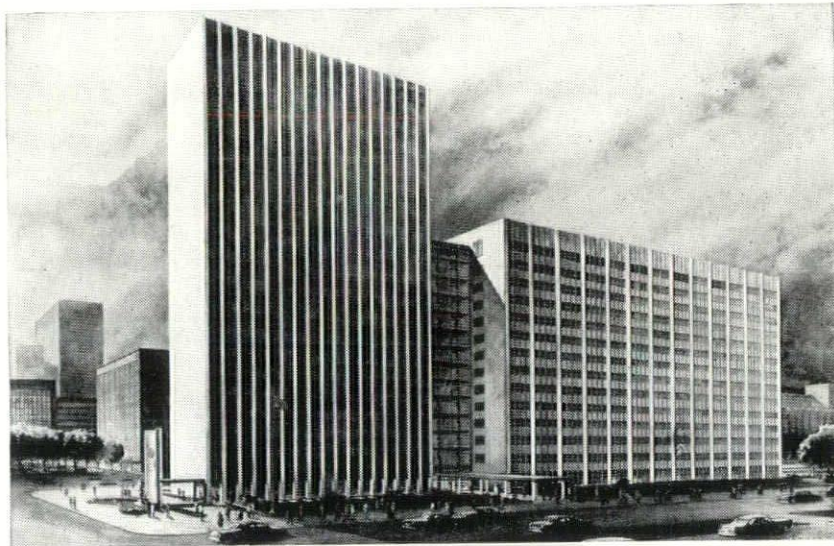
indiana

D. A. BOHLEN & SON, ARCHITECTS, the architectural firm of Indianapolis, Ind., that celebrated its 100th anniversary last April, is said to be the second oldest architectural firm of its type in America. Present head is A. C. Bohlen, third member of the family to serve as president of the firm. He has been with the firm since

1910. His son, R. L. Bohlen, has been with the firm since 1946. Founder was D. A. Bohlen, a native of Hamburg, Germany, who came to Indianapolis before the Civil War. He was succeeded in 1891 by O. D. Bohlen, father of the present president. The City of Indianapolis is 132 years old.

WARREN D. MILLER AND WALTER SCHOLER have been re-appointed to four-year terms on the Indiana State Board of Registration for Architects, by Governor of Indiana, George N. Craig. Miller has served on the Board continuously since 1929.

PAUL FRANK JERNEGAN was re-elected president of the Architects Society of St. Joe Valley (Ind.); Paul Godollei was named secretary-treasurer, and Forrest West was chosen as director on the board of Indiana Society of Architects, A.I.A. The Society co-sponsored with the University of Notre Dame a lecture by Willem Dudok, noted Dutch architect, on Nov. 30. The Valley architects recently heard a talk by Louis C. Chapleau, president of the St. Joe County Bar Association on "Related Ethical Problems of Law and Architecture."



CITY-COUNTY BUILDING DETROIT, MICHIGAN

Architects—HARLEY, ELLINGTON AND DAY, INC.
General Contractor—BRYANT AND DETWILER, INC.

For the second building in the development of Detroit's notable Civic Center, Vermont marble was again chosen for the exterior stone work. The Veterans' Memorial was constructed three years ago in Danby marble. The City-County Building exterior is being completed in marble from the same quarry. It calls for 190 carloads of Highland Danby, as well as 17 carloads of dark green Ver-Myen Serpentine for contrast in spandrel areas.

22 varieties of colored marbles, domestic and foreign, will be used in the interior.

All finishing of both exterior and interior marble will be done in the plants of Vermont Marble Company.

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Brooks Marble & Tile Company, Ltd., Toronto, Ontario • Continental Marble Company, Ltd., Vancouver, B. C.



THE GEORGE CALEB WRIGHTS are added to our repertory of back-yard theatre, following our last-month's display of the John Richard's accomplishments. In addition to shows the Wright's back yard in Indianapolis, the "Mud Creek Players" have given three performances to full barns. Besides the "play actors", the players have a group of painters, some with ceramic ambitions; gardeners; a children's dancing class, and "just some fun-loving guys and gals." The group recently presented "Jane", by S. N. Behrman, directed by Sol Blumenthal. Says the Creed, "a group of escapists from soot, asphalt odors and clamor, bound together by the common impulse of self-expression and the will to have some fun, by gosh."

iowa

Central State District, A.I.A. held its eighth annual conference in Des Moines Oct. 15-17, with Iowa Chapter, A.I.A. as sponsor. This was in celebration of the Chapter's 50th anniversary. Theme was "That Human Being Called the Client". Taking part were Institute president Clair W. Ditchy; John T. Murphy, Kansas City Chapter; Turpin C. Bannister, Edmund R. Purves, Anson B. Campbell, Buford L. Pickens, Earl H. Behling, George C. Huff, Kenneth E. Wischmeyer, Leonard H. Bailey, Leonard Wolf, John Woolson Brooks, Philip C. Johnson, Frank Latenser, Oswald Hagen Thorson, Lester C. Haeckel, James Thomas Freeman, Elmer R. Weaver, Joe M. Bohlen, Dr. Lester S. Pearl, Edward Joseph Sessinghaus, Glen H. Thomas, Hiram Hunn, L. L. Daubert, Rev. P. M. Casady, Arthur Sanford, Wm. L. Parish, Nicholas D. Boratynski, David George Murray and Allen Whiteside.

Featured, besides business sessions, were tours, ladies' program, and Producers' Council activities. J. Woolson Brooks was general chairman of the committee on arrangements.

EUGENE C. O'NEIL has opened his architectural office at 6510 Sunset Terrace, Des Moines. A graduate of Iowa State College, he had been with the firm of Tinsley, Higgins and Lighter for the past seven years.

kansas

CHARLES L. MARSHALL, A.I.A., of Topeka, formerly State architect, has been elected president of the Kansas Builders Forum, an organization composed of 500 Kansas architects, general, electrical, plumbing and heating contractors.

kentucky

PROF. WALTER CREESE of the University of Louisville, told the recent Gulf States Region, A.I.A. conference at Biloxi, Miss. that the pioneer log cabin is not a native of Kentucky, but really a North European structure brought to the American colonies around Delaware Bay, by the Swedes. "It took about 200 years for the log cabin to move to Texas," the professor said, and he added that most of them are built to a measure of 24 feet, because that was the length of log that could be handled best.

WILLIAM M. WICHMAN, A.I.A. has established an office at 114 Dantzler Court,

Lexington. A graduate of the University of Kentucky, he is registered as an architect in his home State and by NCARB. He had been with the firm of Franklin & Curtis.

louisiana

M. ROBERT SHERMAN, INC., ASSOCIATED ARCHITECTS is the name of a new firm located in the Toggery building, Hammond, La. The firm is engaged in an extensive program of a variety of projects.

massachusetts

J. R. HAMPSON AND JOHN H. FISHER of Pittsfield, Mass., announce the dissolution of their firm formed in 1945. Mr. Hampson will retain the offices at 30 Backman Ave., Pittsfield, Mass. Mr. Fisher has opened offices at 29 Wendell Ave. in the same City.

ALDERMAN & MacNEISH, ARCHITECTS & ENGINEERS have moved their offices to 594 Riverside Road, West Springfield, Mass. They were formerly at 54 Canal St., Holyoke, Mass.

michigan

University of Michigan recently observed the 100th anniversary of its engineering instruction. U. S. Secretary of Defense, Charles E. Wilson, a principal speaker, was recipient of an honorary degree, along with Dr. Robert Moses, Lou Revere Crandall, of George A. Fuller Co., and others.

Citations went to a number of distinguished alumni, including Louis C. Kingscott, A.I.A. of Kalamazoo, Mich.; Clyde R. Paton, engineer; Frederick A. Boddy, president Boddy, Benjamin Associates Inc., Detroit architectural and engineering firm; Walter L. Couse, of Detroit, past president of A. G. C.; George Edgar Hubbel, consulting engineer, Detroit; Howard P. Seelye, manager of engineering. The Detroit Edison Co., and William E. Striton, vice-president of Wayne University, Detroit.

The Mortimer E. Cooley Building on the new North Campus was dedicated. It was designed by Cornelius L. T. Gabler, A.I.A., an alumnus. Eero Saarinen is consultant for the new campus plan.

AMERICAN SOCIETY OF PLANNING OFFICIALS 1953 National Planning Conference was held in Detroit October 11-15. Among the speakers were A.I.A. president Clair W. Ditchy, Morris Ketchum, and Lawrence B. Perkins.

minnesota

LeROY GARDNER has moved into his new office building at 1645 Massee St., Albert Lea, Minn. He had been so busy designing buildings for others that it took him 33 years to get around to his own.

missouri

GUY STUDY, F.A.I.A., of St. Louis, is one of six first cousins who may share in the \$300,000 estate of the late Mrs. Theresa Study Porter, Evanston, Ill. recluse who died Sept. 12. Mr. Study is a member of

the architectural firm of Study, Farrar & Majers.

NATIONAL ASSOCIATION OF REGISTERED ARCHITECTS is a new organization that has filed a petition in Missouri for incorporation. According to the petition, the organization will be located in Jefferson City with the purpose of promoting better understanding among registered architects throughout the United States and other countries; assembling and disseminating architectural information to the general public; recommending changes in architectural registration laws, and cooperating with architectural registration authorities. Among the signers are Harold A. Casey, A.I.A., president; Rex L. Becker, A.I.A., secretary, and William R. Bovart, treasurer.

JULIAN E. TARLING, ARCHITECTS has moved his offices from 2827 North Grand Blvd., St. Louis, to new and larger quarters at 8230 Forsyth Blvd., Clayton, Mo.

montana

BILLINGS ARCHITECTURAL ASSOCIATION has been organized, with Orval Graham as president; John Toohey, vice-president, and Tom Regan, secretary-treasurer. At its first meeting, Harrison Fagg conducted a discussion of the structural theories of Buckminster Fuller, using slides and models.

nebraska

NEBRASKA ARCHITECTS ASSOCIATION, A.I.A. is sponsor of the Concrete Masonry Association's house competition, with \$1,750 prize money. Winning designs are to be exhibited at the architects' fall meeting in Omaha. Lew Anderson is president of the Concrete Masonry Association; Edward J. Sessinghaus is president of Nebraska Architects Association.

new jersey

PASSAIC SOCIETY OF ARCHITECTS was recently re-organized with the election of John Baldino as president and John F. Meyer, Jr. as secretary. The Society was organized some 15 years ago by the late John F. Kelly and John F. Jackson.

EUGENE REILLY, City Architect of Bayonne, N. J., was honored with a surprise party by City Hall employees on his 90th birthday, Sept. 25. He has been an employee of Bayonne for more than half a century, "on an on-and-off basis, because of political upheaval that have marked the City's government throughout the years."

new york

NEW YORK STATE ASSOCIATION OF ARCHITECTS, in annual convention at Lake Placid, Oct. 8-10, elected Adolph Goldberg president; G. Morton Wolfe, 1st

V-P; Harry M. Prince, 2nd V-P; John W. Briggs, 3rd V-P; Trevor W. Rogers, secretary, and Martyn N. Weston, treasurer. Goldberg is past president of the Brooklyn Chapter and the New York Society of Architects. Weston is past president of the Brooklyn Chapter and Brooklyn Society of Architects.

BROOKLYN CHAPTER, A.I.A. installed new officers and honored its past president, E. James Gambaro, F.A.I.A. at its meeting on Sept. 29. Institute president Clair W. Ditchy made the presentation to Gambaro of a leather-bound portfolio of letters from architects throughout the country attesting to his 28 years of service to the Institute and the profession, which merited his elevation to Fellowship in The Institute at its Seattle Convention. Harry Silverman was elected president; Joseph Levy, Jr., V-P; Irving P. Marks, secretary; Vincent Pellegrino, treasurer, and the following directors: Charles Spindler, Jacob Sherman, Anthony Amendola, Harry Yarish, Gabriel Avallone and Andrew Camillo.

NORTHEASTERN NEW YORK CHAPTER, A.I.A. has elected Donald J. Stephens president; Fay A. Evans, vice-president; John A. Link, secretary, and Paul Benedict, treasurer.

QUEENS CHAPTER, A.I.A. was one of the sponsors of "Building Awards Entry Month," designated in October by Borough president James A. Lundy.

KETCHUM, GINA' & SHARP AND ADDISON ERDMAN announce their new association for the practice of architecture in the field of hospital design. Addison Erdman was formerly associated with the late Robert D. Kohn and the late Charles Butler, both Fellows of The A.I.A. Offices of the new firm are at 227 E. 44th Street, N. Y. C.

ohio

ARCHITECTS SOCIETY OF OHIO held its 20th annual convention in Youngstown, October 14-16, elected John W. Hargrave, president; C. Melvin Frank, 1st V-P; Leon M. Worley, 2nd V-P; John P. Macelwane, 3rd V-P; Charles J. Marr, secretary; Eugene F. Schrand, treasurer. Continuing as directors are Harold W. Goetz, Edward A. Ramsey, David M. Ward, James A. Reed, Frank F. Smith and Karl H. Becker. Representing The Institute were president Clair W. Ditchy and secretary George Bain Cummings. Principal speaker was Talbot F. Hamlin, F.A.I.A. A display of Ohio's historic buildings marked the State's sesquicentennial.

oregon

OREGON CHAPTER, A.I.A. has made its influence felt with regard to the proposed new State Supreme Court building on the State Capitol Hall in Salem. The Chapter opposes a "tightly enclosed quadrangle."

(See Page 26)

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The professional services of your Architect, acquired by extensive research and practical experience, consist of advice and counsel, incorporating your ideas and personal living requirements into a properly executed and integrated plan adapted to your comfort.

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NO. 8 OF A SERIES

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THE ACCOMPLISHMENTS of this well-known Greater Miami architect have been noted since 1931, when Edward H. Baxter received his Bachelor of Architecture degree from the University of Miami. A member of the Florida South Chapter, American Institute of Architects, his designs include many local residential and commercial buildings.

Remember that tomorrow's America is being conceived by the architect — a professional advisor of undisputed integrity who uses specialized training to your advantage.

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TESTIMONIAL to individual architects designed to build good will for advertiser

1949 sales: \$300,000
1952 sales: \$3,000,000
1953 sales: over \$5,000,000

How jalousie window manufacturer goes after new market with expanding advertising and distribution

BY EDWARD J. DEVER, JR., Associate editor

Jalousie windows will eventually replace all other types of windows now in use, says Charles Silvers, president of Adams Engineering Co., Miami, manufacturers of ABC jalousie windows.

Adams Engineering is going after its share of that potential market by expanding its advertising and distribution from a strictly local basis to a more national basis with complete national distribution as the eventual goal.

Jalousie windows, in case they haven't become popular in your area yet, look something like an exterior venetian blind with glass slats that can be opened or closed to match weather conditions. A screen on the inside of the window protects against insects. The ABC window also has a storm panel that can

be substituted for the screen.

Advantages are that they don't cost any more than conventional windows, they are more durable because of the use of aluminum, and they eliminate the need for and the expense of separate screen and storm windows or combination windows that must be used with ordinary windows.

Jalousies are gradually coming into wider use in other parts of the country but in the Greater Miami area and in some countries in South America about 95% of all windows installed are jalousie windows. The ABC version is of all-welded construction and has a patented spring and clip that seals the sides of the window and eliminates the space between the glass and the frame.

Between 1949 — the year the company first entered the jalousie window manufacturing business — and 1952

Editor's note

After the Adams Engineering article on these pages was prepared for publication, *Printers' Ink* received a letter (opposite) from Henry H. Saylor, editor of the *Journal of the American Institute of Architects*, enclosing a statement by Clair W. Ditchy, president of the AIA.

Mr. Ditchy's statement raises an important point that applies not only to architects but to many other professions that have codes of ethics forbidding members to advertise or be advertised. On a number of occasions *Printers' Ink* has expressed its editorial opinion that such codes constitute a suppression of advertising — particularly when they go so far as to even forbid advertising that is dignified and in good taste.

Architects saluted in the Adams Engineering series appear to be violating the AIA code of ethics, even though the ads contain no endorsement or recommendation by them of the company or its product.

Read the article and the statement and then let us know how you feel about this case in particular and the suppression of advertising by professional codes of ethics in general.

Eldridge Peterson, Editor

Adams invested \$125,000 in advertising. The 1953 budget is \$100,000.

The company did a gross volume of \$300,000 the first year, selling only locally in competition with five other manufacturers in the Miami area. Last year, volume hit \$3,000,000. Sales this year are running 72% ahead of 1952.

Back of these statistics is the interesting and unusual story of the head of the company — Mr. Silvers — who went into a short-lived retirement eight years ago but today is only 42 years old.

Mr. Silvers came up the hard way.

After graduating in 1929 from high school in Somerville, N. J., he studied pre-law at the University of Alabama. He tried to work his way through by waiting on tables and repairing radios but had to quit due to lack of funds. In 1932 he entered the oil burner business in Somerville, selling, installing and

servicing, but this lasted only a year. In 1933 he attended Herkimer Institute and studied refrigeration engineering. After hours he worked for a refrigeration firm installing butcher fixtures.

In 1934, with a capital of \$275, he went into business in Mount Vernon, N. Y., with R. W. Adams, who had even less capital, as the Adams Engineering Co. The company bought and repaired old refrigerators and went after refrigerator repair work. Adams stepped out after six months, but Mr. Silvers kept plugging away and built the company into one of the largest refrigerator repair-service organizations in the New York area. He joined the Coast Guard in 1942 and three years later sold the business to three employees.

Then 34, he thought he'd retire and settle in Florida. He built his own home in Miami Beach, but restlessness turned to boredom, and within a few months he tackled the construction business and erected 25 homes and six apartment houses. For the next three years he taught architectural construction at the University of Miami.

Revived company in '49

In 1949 he revived the Adams Engineering Co. to manufacture jalousie windows. He rented 5,000 square feet in the rear of a laundry and employed six people. A year later, the company moved to a suburb of Miami, rented 26,000 square feet and jumped its pay roll to 75 employees. The sales staff was expanded, and the company began to ship to other parts of the U. S., to South America, Cuba and Hawaii.

Last year the company moved to its present location on Biscayne Boulevard, Miami, where it has a modern factory covering 95,000 square feet and employing 150 people. Earlier this year, it completed and opened a \$125,000 assembly plant at So. Hackensack, N. J., which employs 40 people. This is designed to take care of the company's expanding northern market.

One of the company's newest advertising activities is attracting widespread comment because of its adaptability to professions such as law, medicine and dentistry bound by codes of ethics that forbid advertising by individual members of the professions.

This activity consists of a series of institutional ads Adams is running in the Sunday editions of the Miami Daily News and the Miami Herald. Prepared by Mr. Silvers and the company's ad-

(Continued on following page)

American Institute of Architects' comments on advertising

Editor, PRINTERS' INK

I am told . . . that you are planning to publish an article dealing with the use of architects' portraits in advertising, particularly in a campaign designed by Charles Silvers, head of Adams Engineering Company, Inc. You will be interested in this connection in the [following] copy of a statement by the President of The American Institute of Architects to be published in the Journal for October.

Henry H. Saylor,
Editor, Journal of the
American Institute of Architects

ARCHITECTS' PORTRAITS IN ADVERTISING

A Question of Ethics, with a statement by the President
Clair W. Ditchy, F.A.I.A.

The rules or standards of behavior of The Institute are constantly undergoing revisions to meet the impact of modern customs and innovations, and to clarify the meaning and intent of the various regulations. But no matter what changes are made, there is always present some provision to sustain the dignity and prestige of the architect.

With the comparatively recent expansion and exploitation of magazine advertising, there has appeared a type of advertisement which grossly violates the intent of the standards of professional conduct as promulgated by The Institute. We refer specifically to the type of advertisement which sets forth with glowing candor the admirable qualities of a particular building product and accompanies the text with a picture of a prominent architect who has used this particular product and who usually testifies or infers, in the body of the text, that the material is unapproachably good.

If an architect is to maintain his professional dignity, his freedom to act and judge; if he is to "respect punctiliously the hall marks that distinguish professional practice from non-professional enterprise," then he must eschew participation in such types of publicity.

If an architect's picture appears in an advertisement, with his recommendation, there is an implication, whether justified or not, of something akin to bribery which renders his judgment suspect and may be detrimental, not only to him but to his advertiser as well. If an architect's picture appears in an advertisement, without any quoted comment from him, it is still in bad taste, and sets a precedent for more flagrant transgressions against the tenets of good professional taste.

This statement is issued because of a present widespread tendency for advertisers to indulge in this type of publicity and the thoughtless cooperation of some of our members. Since this constitutes a deviation from the broad principles of good practice, a member may thus render himself liable to discipline.

pennsylvania

M. EDWIN GREEN has been elected president of Pennsylvania Society of Architects; Thomas K. Hendryx, V-P; Charles S. Conrad, Jr., secretary; L. Adrian Doe, treasurer. Present at the annual meeting were Mr. and Mrs. George B. Cummings, Edmund R. Purves, Charles M. Stotz, of Pittsburgh, and Marcellus Wright, Jr. Regional Director. The meeting was held in Lancaster, and closed with a banquet on Sept. 19. The week had been proclaimed by Mayor Kendig C. Bare as "Pennsylvania Architects Week."

GORDON C. PIERCE, ARCHITECT, mentioned in our last issue as having opened his offices at 219 S. Pennsylvania Ave., Greensburg, Pa., was incorrectly designated as George C. Pierce. Our apologies.

south dakota

SOUTH DAKOTA CHAPTER, A.I.A. has elected L. Earl McLaughlin president; Adrian L. Forrette, V-P; Roland Robel, secretary-treasurer, and W. E. Bentzinger, director. Taking part in the annual meeting were Edgar H. Berners, regional director of the A.I.A., Walter H. Dixon, of Mitchell, and Harold Spitznagel of Sioux Falls.

tennessee

MALCOMB H. RICE A.I.A. has joined the University of Tennessee staff as University architect. He will conduct long-range master site planning for the campus.

texas

KARL KAMRATH, Architect, of Houston, and LOUIS SOUTHERLAND, of Austin, have been named by Texas Governor Allan Shivers to the State Planning Commission, "for study and orderly planning of the State's physical properties."

SIR ALFRED BOSSOM, Britain's Member of Parliament for 22 years, and formerly a practicing architect of New York City, was a recent visitor to Houston. Sir Alfred was knighted during the recent coronation week in London. He stopped briefly in Houston on his way from the Belgian Congo to Mexico, "trying to learn what people who live in hot countries do to their buildings to keep cool."

utah

UTAH CHAPTER, A.I.A. seems to have the better of an argument charging that members have been writing "closed" specifications. Says a Chapter statement: "We invite you to substantiate and document your charges, not by statements of generality, but by sound evidence of persons, places and events."

The University of Utah has announced the accrediting of its Department of Architecture. This establishes the first accredited school of Architecture between the mid-west and the Pacific coast. The first professional degrees were given at Utah in 1952. James C. Richie of that class was awarded a Palmer Fellowship at Princeton and has been given a research assistantship at Princeton for 1953. Alan Fowler, a 1953 graduate at Utah was awarded a Langley grant of \$2,300 and has been accepted as a graduate student at M.I.T. for this year.

Staff members of the department have also won honors. Professor James H. Acland is studying at Cambridge University in England this year on a Ford Foundation grant and Professor Gordon Heck is in Finland and Scandinavia for the year on a Fulbright Scholarship.

Recent additions to the staff include Professor Donald Panushka, B. Arch. Minnesota M. Arch. M. I. T., Alfred M. Moffett, B. Arch. Illinois M. Arch. M.I.T. and Professor Stephen L. Macdonald, Utah and M.I.T. and a practicing architect in Salt

Lake City for the past ten years. Student enrollment is 115 this year and will probably be limited to 130.

washington

WASHINGTON STATE CHAPTER, A.I.A. has, by resolution, proposed to the State the formation of a Puget Sound Regional Planning Council. John Detlie, Chapter president states that "a strong indication of the growing awareness is that Puget Sound cities must develop the region together."

LANCE, McGUIRE & MURI, ARCHITECTS has been dissolved as a firm, and McGuire & Muri are continuing the practice of architecture at their new address, 231 Broadway, Tacoma, Washington.

died

RUSSELL A. ALLEN, 64, in Jackson, Mich., Oct. 17. A Grad. of the Univ. of Mich., he began practice with his father, the late Claire Allen, who died in 1943 at the age of 89, after practicing 52 years in Jackson. Clair Allen was a life member of the A.I.A., Russell Allen had been a member.

PERCY CROWLEY ADAMS, A.I.A., 84, at his home in Washington, D. C., Sept. 8. Before his retirement in 1951, he was the oldest practicing architect in Washington. Designed many Government buildings. Former partner of Frank L. Averill, and later of Frank Upman. Past president Washington Metropolitan Chapter, A.I.A.

JOHN ASHTON, 92, in Lawrence, Mass., Sept. 30. A native of England, he came to this country at the age of 14, had practiced for 50 years.

L. KENT ASHFORD, 61, in Washington, D. C. He graduated from George Washington University, had been architect for Woodward & Lothrop's department store for 40 years.

VERNON HOWE BAILEY, 79, in New York City, Oct. 28. Renowned for his drawings of architectural subjects in the U. S. and Europe.

GEORGE WASHINGTON BIRD, 99, in Los Angeles, where he had gone in retirement in 1916. Former Des Moines architect, partner of Proudfoot, Bird & Rawson.

OSCAR BRENOT, A.I.A., 57, Oct. 1, in Erie, Pa. Past president Northwestern Pa. Chapter, A.I.A. Native of Oil City, Pa., he went to Erie 15 years ago, designed many schools, churches.

HAYWARD LOGAN BURTON, 86, at his home in New Orleans, Aug. 31.

ROSARIO CANDELA, A.I.A., 63, at his home in Mount Vernon, N. Y., Oct. 7. A native of Sicily, he came to the U. S. in 1909, graduated from Columbia Univ., 1913. Partner of Candela & Resnick, did many fine apartment bldgs. and other structures in N.Y.C. Authority on codes and their deciphering. Served the U. S. as specialist in cryptography, and he wrote books on the subject.

CLARENCE DeARMOND, 73, in Philadelphia, Sept. 18. Grad. U. of Penn., 1903. Worked for Frank Miles Day, formed partnership of DeArmond, Ashmead & Bickley.

ALBERT WALLACE DRENNAN, 75, in New Orleans, Aug. 31. Long associated with the firm of Muir & Formherz, became a partner, firm was later changed to Formherz & Drennan.

OLIVER O. GAUVIN, A.I.A., 58, in Providence, R. I. Lived and practiced in Cran-



ARCHITECTURAL
PHOTOGRAPHY

William E. Bradley

14361 ROYAL GRAND
DETROIT 23, MICHIGAN
KENWOOD 2-4450

3513 WOODWARD AVE.
DETROIT 1, MICHIGAN
TEMPLE 1-7152

ston, R. I. At the time of his death he was a member of board of appeals, Cranston Bldg. Dept.

FRANK WHITCOMBE GRIFFIN, A.I.A., in Fort Dodge, Iowa. Grad. U. of Chicago. Opened his own office in Fort Dodge in 1901. Following World War I, his son Stanford joined his firm. Designed many gypsum industry Bldgs. throughout the U. S. Was an expert on gypsum and he had invented many machines for its manufacture. He was active in civic affairs.

ALBERT S. HADLEY, A.I.A. (emeritus), 78, in Rochester, N. Y. Grad. Syracuse Univ., established his office in 1920.

EUGENE S. JOHNSON, A.I.A., in East St. Louis, Mo., Aug. 28. Former partner of Saunders & Johnson, he retired early this year.

WALTER T. KARCHER, F.A.I.A., 72, in Philadelphia, Sept. 4. Member of firm of Walter T. Karcher and Livingston Smith, Architects. Grad. U. of Penn., won Penn. Alumni Fellowship in 1906. Past Pres. Philadelphia Chapter, A.I.A.

STANTON P. LEE, 79, in Troy, N. Y., Sept. 26. Won nationwide acclaim for his work in the restoration at Saratoga Battlefield.

JOHN MARIN, 81, at Cliffside Park, N. J., Oct. 1. Celebrated watercolorist and etcher. In 1948 he received The A.I.A. Fine Arts Medal. Having early training and experience as an architect, his work was influenced largely by music and architecture. His work has been shown in leading galleries, the largest at the Museum of Modern Art in New York in 1936. He is represented at the Metropolitan Museum in N. Y. C. and the Phillips Memorial Gallery in Washington, D. C.

ERWIN A. PRACK, 57, at Osage Beach, Mo., Sept. 17. Formerly practiced in Chicago and St. Louis before moving to Osage Beach.

HOMER RICE, A.I.A., 54, in Hollywood, Calif., Oct. 9. Born in Niles, Mich., he went to Los Angeles 23 years ago.

BENJAMIN LEO STEIF, A.I.A., 59, in Chicago, Sept. 20. A Grad. of Armour Institute, he designed many large apartment Bldgs. and other structures in the Chicago area.

HERMAN WICK, A.I.A., 71, at his home in East Orange, N. J., Oct. 4. His N. Y. firm of Crow, Lewis & Wick, designed many hospitals and public Bldgs. here and abroad.

LESLIE ALEXANDER WILLIS, 48, in Washington, D. C., Sept. 18. Former Minister of Works to the British Embassy in Washington. With the British Government for 20 years, as architect on restoration of ancient monuments, he restored the roof of Westminster Abbey, he had charge of upkeep of all British Bldgs. in this country.

G. FRANK WITMAN, A.I.A., 70, in York, Pa., Oct. 9. Member of firm of Witman & Royer, had been an architect in York for 50 years. Designed Yankee Athletic Association building, St. Peter's Lutheran Church, both in York, and Eagles home in Waynesboro, Pa. Member of Pennsylvania Society of Architects, and many other organizations.

western michigan chapter, a.i.a. saginaw valley chapter, a.i.a.

At its annual meeting in the Pantlind Hotel, Grand Rapids, October 19, Western Michigan Chapter, A.I.A., re-elected Peter Vander Laan president; Hubert W. Van Dongen, vice-president; Elmer J. Manson, Adrian N. Langius, Roger Allen and Philip C. Haughey (all incumbents), directors on the board of the Michigan Society of Architects. Manson and Langius will serve for one year, Allen and Haughey for two. Newly elected are Raymond I. Olson, secretary-treasurer, who succeeds Richard G. Snyder, and Charles A. O'Bryon, Chapter director, who succeeds James K. Haveman. Manson now enters the second year of his two-year term as Chapter director.

Before the election, president Vander Laan, presiding, heard a discussion of the proposal from the Institute in Washington that architects be included under social security. By vote, a majority favored the proposal.

After reports of committee chairmen, the president introduced the speaker of the evening, Prof. Walter B. Sanders of the College of Architecture and Design, University of Michigan, who outlined the new courses at the College, illustrating his talk with slides of student work. Sixty-five members and guests were present.

It was announced that Clair W. Ditchy, F.A.I.A., president of The American Institute of Architects, had accepted an invitation to be the guest of honor and speaker at the Chapter's next meeting in Lansing on November 16. Ladies and other guests will be invited.

SAGINAW VALLEY CHAPTER, A.I.A. met at the Bancroft Hotel in Saginaw Wednesday evening October 21, it is reported by Auldin Nelson of the office of S. A. Nurmi, A.I.A., of Flint.

The meeting which was held jointly with the Producers' Council, Michigan Chapter, was attended by more than a hundred people. President Paul A. Brysselbout presided and welcomed the Producers, stating that he hoped the joint meeting would become an annual event. The table-top displays set up by the Producers created much interest on the part of architects attending, and many expressions of appreciation were heard. There were twenty-nine exhibits.

A Ramset gun was donated by the Ramset Company, as a door prize, and after dinner President Brysselbout was asked to draw a number out of a hat. He drew his own.

Only one thing marred the otherwise interesting business meeting: Treasurer George S. Hawes forgot to bring his books, so members were deprived of hearing his usual colorful and interesting report.

CLEAR CONCISE COMPLETE

Editor's Note:

The Joint AGC-AIA Committee has requested comments on the "Specification Outline" developed by that group and published earlier this year. The following is a report by the Warren S. Holmes Company, Architects, Lansing, Michigan.

Regardless of how his specifications are written, every architect desires to have them Clear, Concise and Complete. If these "Three C's" of specification writing can be maintained, accuracy is likely to follow.

The first adoption of the new form required about a week's extra time for correlation and checking; but the resultant saving of time on each successive job has been much more than that. It is obvious that by the end of a year this will result in real economy in project costs.

In our use, sub-headings have been rearranged or changed to suit different job conditions but the main division headings are always employed unless noted in the index as "not used."

The definite separation of content into "trade divisions" has been of equal benefit to the specification-writer and to contractors.

The development of preliminary planning notes based on the Outline has proved to be of great value to draftsmen, and has materially aided closer coordination of plans and specifications.

The physical setup of the outline permits easier and closer checking which results in a reduction of errors and inconsistencies.

Just as good drawings demand an orderly evolution of carefully planned steps of progress, so do good specifications require a logical sequence of content divisions.

It is this outline of fundamentals that makes the "Specification Outline" so helpful. No restrictions or limitations are placed on descriptions of materials or installations, but a comprehensive guide is furnished for the inclusion of all needed items.

After using the "Specification Outline" on more than a dozen projects of different sizes and types, we have found it a very definite step in the right direction.

ARTHUR READ



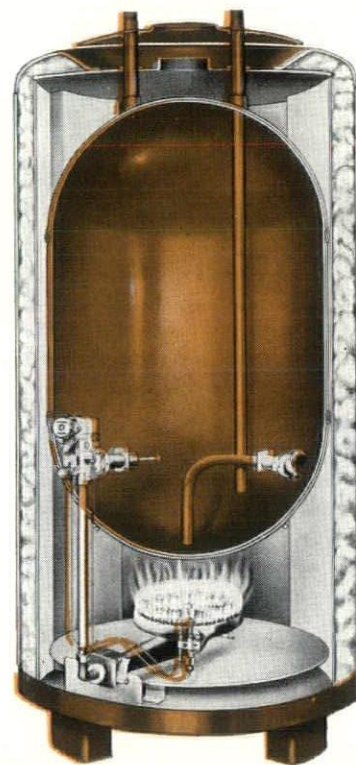
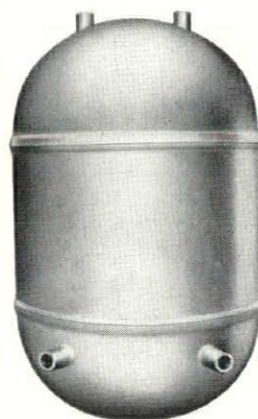
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water is the business of the plumbing industry

BY H. O. NELSON

Water, as Mr. Nelson states in his article, is, indeed one of life's most important components and deserves the most careful consideration in all buildings used for human habitation. We in the architectural and engineering profession appreciate this fact.

Water, its supply and safe disposal for domestic service, is the most important item that goes into the modern home. A great deal must be known about its qualities and character before it is installed for general use. This is important, for its effect on health is much greater than the average person realizes.

Four-fifths of the earth's surface is water and its nature to mix and absorb almost everything it comes in contact with keeps it in a high state of adulteration. There is probably no natural pure water in the world and, therefore, that which is piped into the home must be first examined and treated for its safe use.

So important is water that we sometimes hear the statement "No Water No Life." Not even germs could exist without this marvelous compound. An article on this subject that I read recently had this to say, "To tell all known facts about water would require several large books and the author would need to be an expert in almost every branch of human knowledge."

Water becomes an excellent breeding place for germ life and is probably one of the world's greatest mediums for spreading disease. This is evidenced by the epidemics caused in the past by contaminated water. An article that appeared in the journal of New England water works association regarding an epidemic at Salem, Ohio, said, in part, "The population of Salem at that time was about 10,000—884 cases of typhoid fever were reported and investigated. A check-up of 2,630 cases was made by the Ohio State Department of Health in a thorough sanitary investigation. In final, it was definitely established that the public water supply was the cause."

Science tells us that all life had its origin in water. Its constant use is next in importance to the air we breathe.

If we knew more about water, its wide range of uses and its effect on our lives, it would probably add much to successful living.

"Cleanliness," said John Wesley, "is indeed next to Godliness." Those who contribute to the supply of safe water for their fellow man perform a great and indispensable service.

While both hot and cold water are made up of the same elements, under high temperatures it becomes very active and its explosive power is tremendous. Water gas, or steam, as it is commonly called, has become one of the world's greatest sources of power. Its wide range of uses has played a very important part in world progress—from warm water and steam for heating homes to the vast amount of power generated to drive the power plants of the world. In a recent article on powerful steam turbines it stated that the stainless steel pipe that carried super-high steam became so hot that it glowed a dark red color. Steam under pressure can be heated to a temperature where it will kindle a fire.

In our every day use of hot water for the home, it becomes a responsibility on those who specify, recommend and install heaters for domestic service to keep in mind the efficiency and safety factor. A cheap inefficient heater in use becomes an expensive investment for the user. Long life, large heating surface, dependable thermostatic equipment, good insulation and copper to all water surface for reducing rust and corrosion is very desirable for maximum and the most economical service. Here is a place where the best is cheapest in the long run.

The best buy for the consumer is the heater that will give him the most hot water for his dollar with long life and trouble-free service.

Yes, water, both hot and cold, is the business of the plumbing industry. Its importance is so great to every living person that we just cannot know too much about its good and bad characteristics.

msa board

The board of directors of the Michigan Society of Architects, meeting at the Park Shelton Hotel in Detroit October 14 approved a layman to receive the Society's honorary membership, and a Society member to receive its medal.

Names of recipients will not be made public until the day of the banquet in connection with the Society's 40th annual convention, scheduled at Hotel Statler in Detroit March 10-12, 1954, at which the awards will be presented.

Lyall H. Askew, chairman of the convention committee, announced the appointment of sub-committee chairmen as follows:

Werner B. Anderson, arrangements; Arthur H. Messing, program; Joseph H. Dworski, design; Stewart S. Kissinger, product exhibits; Edward G. Rosella, exhibit hanging; Frederick J. Scoettley, entertainment; C. L. T. Gabler, publicity, and Mrs. James B. Morison, ladies' activities.

A feature of the convention will be an exhibition and competition, with prizes, for the best examples of working drawings. The competition, intended to encourage better draftsmanship, will be open to architectural draftsmen, rather than architects.

President Linn Smith announced the appointment of Henry Chase Black, Jr., as chairman of the Society's 1954 Midsummer Conference to be held at the Grand Hotel on Mackinac Island August 5-7.

Next Society board meeting will be held in Flint on November 11, with Saginaw Valley Chapter as hosts, and Society director Ralph K. Knuth in charge of arrangements. The board will meet at the Detroit Athletic Club on December 16, when officers for 1954 will be elected.

Those attending the Society board meeting at the Park Shelton in Detroit, October 14, shown above, are: L. to R., Hughes, Morison, King, Brysselbout, president Smith, Haughey, Bauer, Manson, Blakeslee and McGrew.—Bradley Photo



resolutions

Resolution of the Michigan Society of Architects concerning the restoration of the Beaumont House on Mackinac Island, passed at Mackinac Island Conference, August 6-8, 1953

WHEREAS, The Michigan Medical Society, through its Beaumont Memorial Committee, has restored as a memorial to Dr. William Beaumont a structure on Mackinac Island known as the Early House which structure was of particular significance to the medical profession, and

WHEREAS, such restoration has preserved for not only the medical profession, but for all the citizens of Michigan and others, a noteworthy and historic building.

NOW THEREFORE BE IT RESOLVED, that the Michigan Society of Architects, a state organization of the American Institute of Architects, in conference assembled on Mackinac Island this 8th day of August, 1953, hereby commends the physicians and surgeons of Michigan who by their public and philanthropic interest have made such a worthwhile contribution toward the preservation of historic structures in this country.

BE IT FURTHER RESOLVED, that the timeless research and outstanding professional judgment exercised by Architect Emil Lorch in connection with the execution and completion of the project be recognized, and that copies of this resolution be transmitted to the officers of the Michigan Medical Society and to Architect Emil Lorch.

Resolution of the Michigan Society of Architects concerning the restoration of the Biddle House on Mackinac Island, passed at Mackinac Island Conference—August 6-8, 1953

WHEREAS, There is on Mackinac Island a structure known as the Biddle House, constructed in 1818, which structure was the residence of Edward Biddle, an early and respected trader in the Northwest Territory, and

WHEREAS, said structure is in serious need of repairs and restoration, and

WHEREAS, Mackinac Island has an important place in the history of North America and particularly in the history of Michigan, this history being reflected in the early buildings on Mackinac Island forming an additional attraction for the citizens of the state and others.

NOW THEREFORE BE IT RESOLVED, that the Michigan Society of Architects organize a committee to be known as the Biddle House Restoration Committee whose purpose shall be to restore on Michigan's historic Mackinac Island a noteworthy structure for the citizens of Michigan and others. The Committee to consist of at least one representative from each of the elements of the building industry of Michigan, including the architects, general contractors, home builders, producers and others interested in the design and construction of buildings.

EDITOR'S NOTE: Adrian N. Langius, F.A.I.A., has since been appointed Chairman of this Committee.

amedeo leone reelected

Amedeo Leone, vice-president of Smith, Hinchman & Grylls, Inc., Architects and Engineers, was re-elected president of the Detroit Chapter, American Institute of Architects at its annual meeting on October 14. Other officers re-elected to serve during 1953-54 are Suren Pilafian, vice-president; Gerald G. Diehl, secretary, and Leo I. Perry, treasurer.

Maurice E. Hammond was elected to a three-year term as Chapter director, to succeed L. Robert Blakeslee, whose term expired.

Elected to serve on the board of the Michigan Society of Architects were Eugene T. Cleland, Sol King, Charles B. McGrew, James B. Morison and Linn Smith. All but Cleland are incumbents.

Leo M. Bauer, Kenneth C. Black, L. Robert Blakeslee and Talmage C. Hughes were elected delegates to the Great Lakes Regional Council of the A.I.A. Bauer, Black and Hughes were re-elected. Blakeslee replaces Clair W. Ditchy, now Institute president.

Leone, a native of Italy, was educated at Cooper Institute, Beaux Arts Institute of Design and Don Barber Atelier, all in New York City. He traveled and studied in Europe, and after gaining experience in leading architects' offices in New York, he came to Detroit in 1913. He is registered to practice in twelve states and by the National Council of Architectural Registration Boards.

Hammond, a newcomer to the Chapter board, is a member of the Detroit firm of Malcomson, Fowler & Hammond, Inc., Architects and Engineers. He graduated from the College of Architecture and Design, University of Michigan with the degree of bachelor of science in architecture. He is Detroit Chapter representative on Architects, Professional Engineers and Land Surveyors Council on Registration (APELSCOR).

Cleland, while new to the board, has served as secretary of the Detroit Chapter. Since 1946 he has been a member of the firm of George D. Mason & Company. He was born in Waterford, is a

graduate of the University of Michigan.

Blakeslee has just served as director of both the Chapter and Society. Continuing on the Chapter board are directors Paul B. Brown, Louis Rossetti and Eero Saarinen.

The board of the Society had met in Detroit during the afternoon, and they joined with Chapter members for dinner. Chapter president Leone called upon Society president Smith, who introduced board members present.

President Leone mentioned the good response from committee chairmen in submitting reports for publication in the Bulletin, and he mentioned three in particular whose committees had been especially active the past year. They are John K. Cross, on Relations with the Construction Industry; Joseph W. Leinweber, Practice, and Suren Pilafian, Civic Design. Leinweber and Cross reported on developments in their committees since reports were published. Guests of Cross were Mr. Robert Olp of Marsh & McLennan, Insurance Counselors, and Mr. H. Thomas Stock of Arthur J. Stock Insurance Agency. These two, as consultants to the joint committee of contractors and architects, spoke on the proposed changes to insurance clauses in the A.I.A. General Conditions, intended to more adequately protect the owner, contractor and architect.

Benjamin Linsky, chief of the Bureau of Smoke Inspection and Abatement, Department of Buildings and Safety Engineering, City of Detroit, said that each generation of architects has to learn all over again that taller stacks are a factor of safety. Speaking of those factors that can reduce air pollution—soot and smoke—he said that adequate facilities for the proper combustion of fuel are essential, and he added that too often boiler rooms are designed too small, in many cases making it necessary to dismantle them to make repairs. There should also be proper facilities for removal of ashes, he said, and he emphasized the importance of incineration. Linsky concluded that the heart of the City is much cleaner than it was five years ago.



CHARLES B. FORBES

Next Speaker

Detroit Chapter, A.I.A., has scheduled its meeting of Friday, November 13 as the "Telephone Hour," and the speaker will be Mr. Charles B. Forbes, Engineer of Buildings for the Michigan Bell Telephone Company.

Following dinner in the Rackham Memorial Building, the meeting will adjourn to the auditorium of the same building, where Chapter President Amedeo Leone will collaborate with Mr. Forbes in a discussion of "Building Design with Respect to Telephone Installation, and other Related Problems."

The Company has erected more than a hundred buildings since the war, and Leone's firm, Smith, Hinchman and Grylls, Inc., have been architects and engineers. Mr. Forbes will outline the Company's building program, past present and future and tell something of why a telephone building is designed as it is.

The program will be illustrated by slides, and it is expected that there will be on display sketches, photographs, drawings and models of recent projects.

Last year the Chapter circularized its members to find out what type of program they liked best. Near the top was the program devoted to specific types of buildings. One of the best programs of recent years was when Leone and others spoke on the State Capital group. This will be a similar program.

We need not tell you about Mr. Leone, for you must know that as a speaker on a subject about which he is so well qualified, there is none better.

Mr. Forbes is a colorful engineer, a dynamic speaker. He received his bachelor of science in architectural engineering from Pennsylvania State College, and his master of science in architecture from the same institution. Following employment by leading architects and engineers of Pennsylvania and Illinois, he came to Detroit and was structural engineer and field superintendent for Smith, Hinchman & Grylls. For the past 16 years he has been associated with the Engineer of Buildings Department of Michigan Bell Telephone Company, and he has headed the department since 1949. He rendered a valuable service as Major in the Corps of Engineers, U. S. Government, for a four-year term of duty during the last war.

"People like to talk," says Forbes, "and it's nice to be in a business where you make it easy for them."

BRADLEY PHOTO: Leone, Diehl, Perry, Blakeslee, Hughes.



C. ALLEN HARLAN, President of Harlan Electric Company, Chairman of the Building Industry Division of the Torch Drive of United Foundation of Metropolitan Detroit, began organizing his workers during the past summer, and when the campaign opened October 12 the ground work was done and solicitation preceded with dispatch. The drive closes on November 12.

GERALD G. DIEHL, A.I.A. is Chairman of the Architects' Division, and his quota is something more than \$41,000. Assisting him are Arnold Agree, Joseph N. French, Henry Haberkorn, Burt Harrison, Talmage Hughes, Frederick Sevald, Eberle M. Smith, Malcomb R. Stirton and Vic Vallet.

This is Harlan's second year in succession as Chairman of the Building Division. Last year he raised \$195,270, or 230 per cent more than the previous year. Another \$48,000 from the industry in suburban communities brought the grand total to \$243,390, or 238 per cent increase. This year the quota is even more. The Committee deserves your support and our thanks.

NELSON COMPANY invites architects to attend an open house at their new plumbing and heating display rooms, 2604 Fourth Avenue, at Grand River Avenue, Detroit, Tuesday, November 24, 1953. Cocktails will be served from 5:00 to 6:30 P.M., followed by dinner in the Colonial Room, Masonic Temple, at 7:00 P.M. A program at 8:00 P.M. will begin with a film, "A for Atom", after which Dr. Henry Gonburg, Assistant Director, Phoenix Memorial Development, University of Michigan, will speak on "Peacetime Uses of Atomic Energy", and Mr. E. E. L. Nugent, Assistant Director, Nuclear Development Department, The Detroit Edison Company, on "Atomic Energy in Industry". Cards will be sent for reservations.

BAKER FURNITURE—For the first time, the entire showroom of famous Baker Furniture, of Grand Rapids, Michigan, comes to The J. L. Hudson Company's Eight Floor Furniture Galleries, to remain during November. Architects are cordially invited to attend this exhibition, unique in department store history.

Smith, Hinchman & Grylls of Detroit, Michigan—one of the country's oldest and largest architectural-engineering firms—will officially celebrate its 50th anniversary in December of this year. To summarize its activities, the firm has issued a "Fiftieth Anniversary" booklet.

Recent Smith, Hinchman & Grylls' projects include: Atomic Energy installations for the government, the General Motors Technical Center (with Eero Saarinen & Associates, architects), an office building for the Ford Motor Company, manufacturing and office facilities for the General Motors Corporation in Antwerp, Belgium, and an Ice-Research Project for the U. S. Air Force.

Metropolitan Art Association announces a lecture by Ben Shahn on the subject, "The Function of Painting," in the auditorium of The Detroit Institute of Arts, Wednesday evening, November 4, at 8:30 p.m.

This is the first in the Association's series of five lectures on architecture and the allied arts, scheduled for the current season.

Born in Russia, Ben Shahn studied at New York University, the City College of New York, and the National Academy of Design. After a stay in Europe, he was at first influenced by the School of Paris masters, but he soon rejected pure estheticism in favor of story-telling and social commentary. As an employee of various governmental agencies, he has done numerous murals for public buildings. In 1947 a retrospective exhibition of his work was held at the Museum of Modern Art in New York City. Currently he is teaching at the Brooklyn Museum.

Tickets for the Shahn lecture may be obtained from William A. Bostick, vice-chairman of the Metropolitan Art Association, % The Detroit Institute of Arts. Season tickets for the five lectures are also available. Other lectures will be on the subjects of architecture, sculpture, movies and education.

Architects, Professional Engineers and Land Surveyors Council on Registration (APELSCOR), in cooperation with the State Registration Board, will conduct presentation ceremonies for those who were passed for registration at the June examinations—about 480. There are 16 architects, 43 architects in training.

The ceremony, to be held on the evening of November 14, 1954, in the auditorium of The Engineering Society of Detroit, will have as speaker Mr. Kenneth A. Meade, of the public relations staff of General Motors Corporation.

Mr. Meade received his B.A. degree in education from Michigan State Normal College, and his M.S. degree in physics from the University of Michigan in 1929. He has taught at G. M. Institute and at Lawrence Institute of Technology. He was president of The Engineering Society of Detroit, 1952-53.

John J. Uicker, of the engineering faculty, University of Detroit, is chairman of APELSCOR. Ray W. Covey, consulting structural engineer is vice-chairman, and Donald Trefry, of The Detroit Edison Company, is secretary. Trefry is chairman of the committee on arrangements for the presentation ceremonies. Members of the State Board of Registration will attend.

Susan Girard and Eleanor Bedell have announced the opening of The Shop at 113½ East Palace Avenue, Santa Fe, New Mexico.

Mrs. Girard is the wife of Alexander H.

Girard, A.I.A., noted architect and industrial designer, until recently of Detroit and Grosse Pointe Farms.

In the announcement, The Shop expresses an aim and a hope:

"To encourage the enjoyment of beautiful and useful articles, hand-crafted or machine-made, old or new, that vividly and imaginatively express their time and purpose. To offer for sale these works by different men of different times, related by the universal and timeless language of quality, in order that the individual message of each will enrich the experience of living."

Through Mr. Gerald M. Merritt, A.I.A., of Merritt & Cole, Architects, of Detroit, the Bulletin has come into possession of a copy of Vol. 1, No. 1 of Pencil Points, dated June, 1920. The 12-page magazine contains nine pages of advertising, and, says an introductory editorial: "The demand for a journal such as Pencil Points was suggested by the interest that was shown throughout the country in the reproductions of work by master draftsmen in the leaflet issued under the same title for the past year and a half in the interest of The Architectural Review."

Anne Catherine Krebs, 71 Radnor Circle, Grosse Pointe, has been elected to membership in The American Institute of Architects and assigned to the Detroit Chapter.

Miss Krebs, a native of Belleville, Ill., received her bachelor of science in architecture from the University of Illinois in 1946. She was registered by examination as an architect in Illinois, and she practiced there from 1947 to 1951. She is also registered to practice in Missouri, where she had been engaged in architects' offices of St. Louis.

At present, Miss Krebs is with the Detroit office of Leinweber, Yamasaki & Hellmuth.

"A picture Story of The R. C. Mahon Company," 46-page, two-color, illustrated book designed to portray the company's extensive metal fabricating and production facilities, its products and services, and its capacity to serve industry, has been produced by The R. C. Mahon Company, 6565 E. Eight Mile Road, Detroit 34, Michigan.

In this book, the activities, products and production methods of the eight divisions of the Company are treated separately. It unfolds a picture-story of the Company's over-all operation which is interesting, impressive and educational.

WANTED—Architect for General Office. Prefer man with several years diversified experience including industrial buildings, offices, schools. Could lead to partnership. Submit detail of experience and rate desired. Our men know about this advertisement. Monthly Bulletin. Box 141.

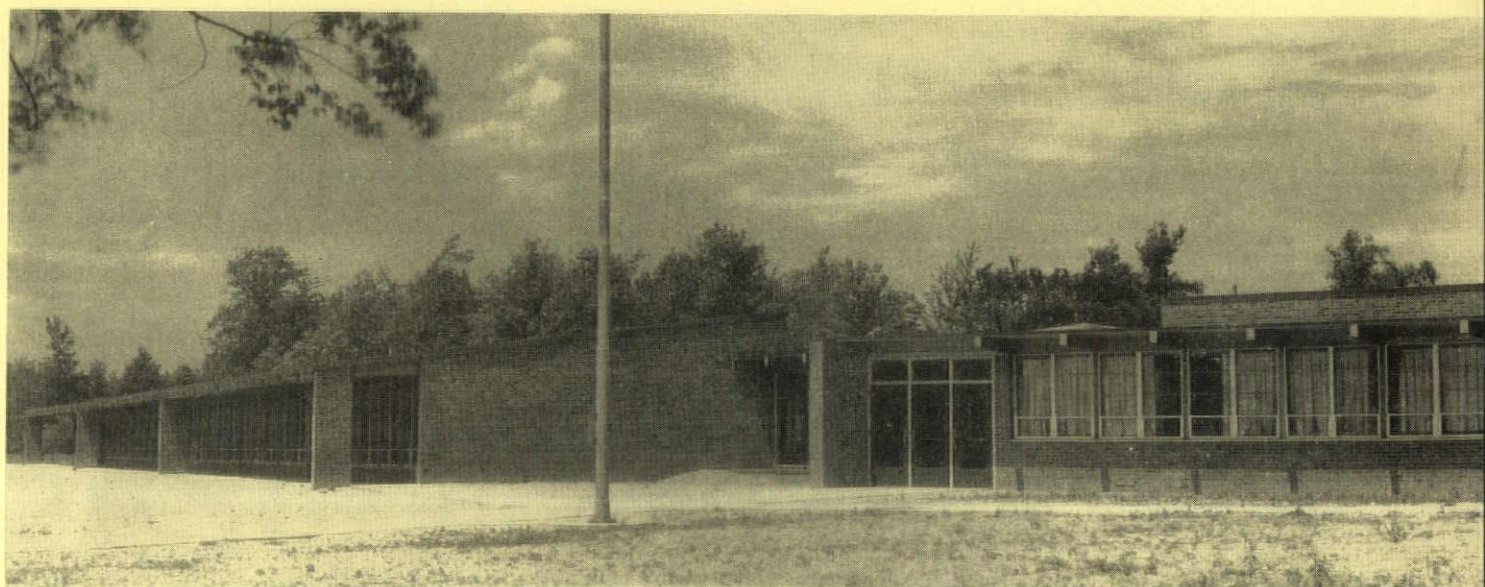
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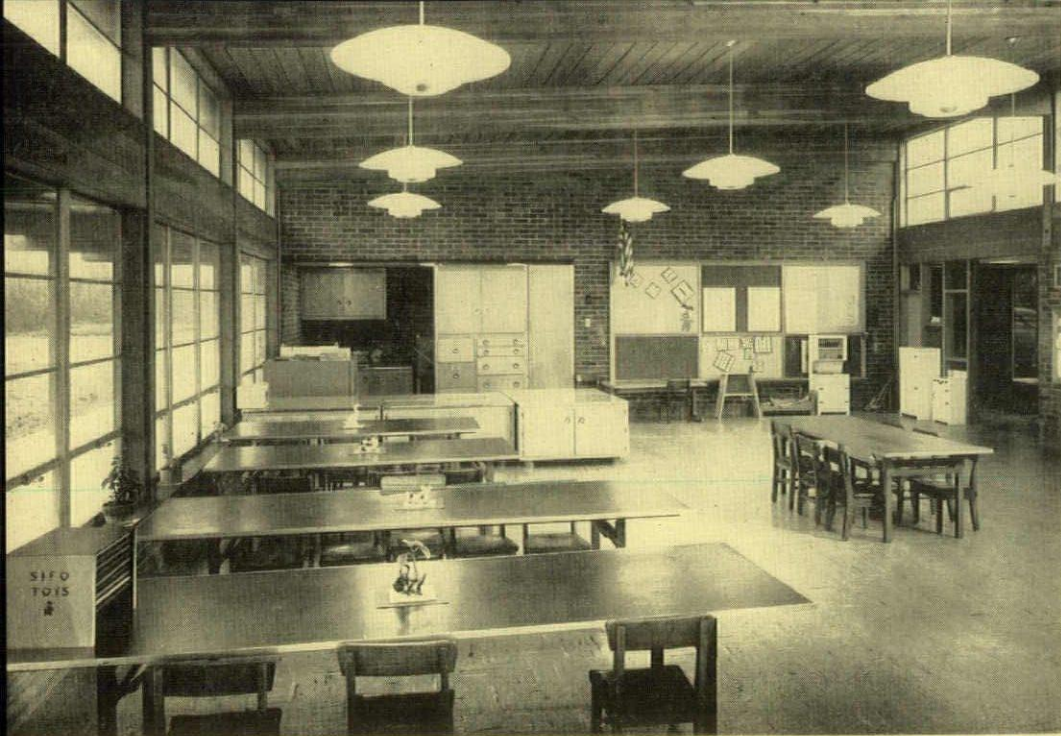


richard shirk

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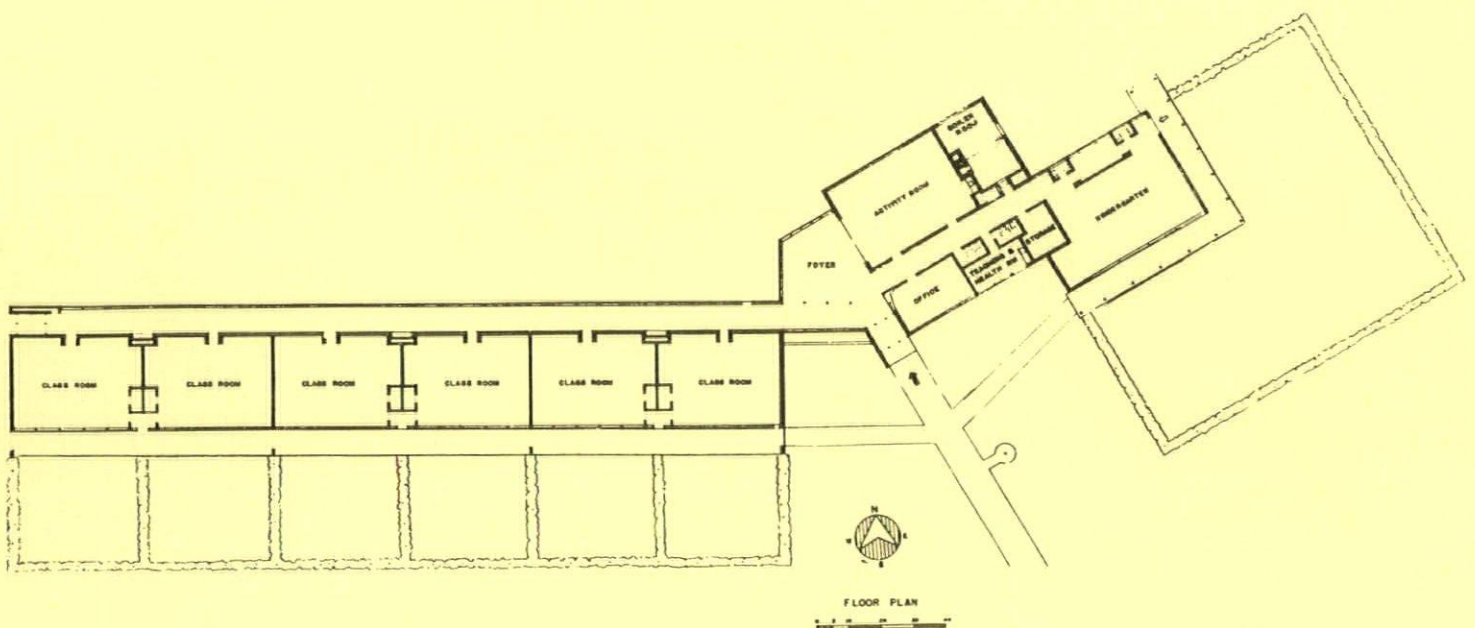
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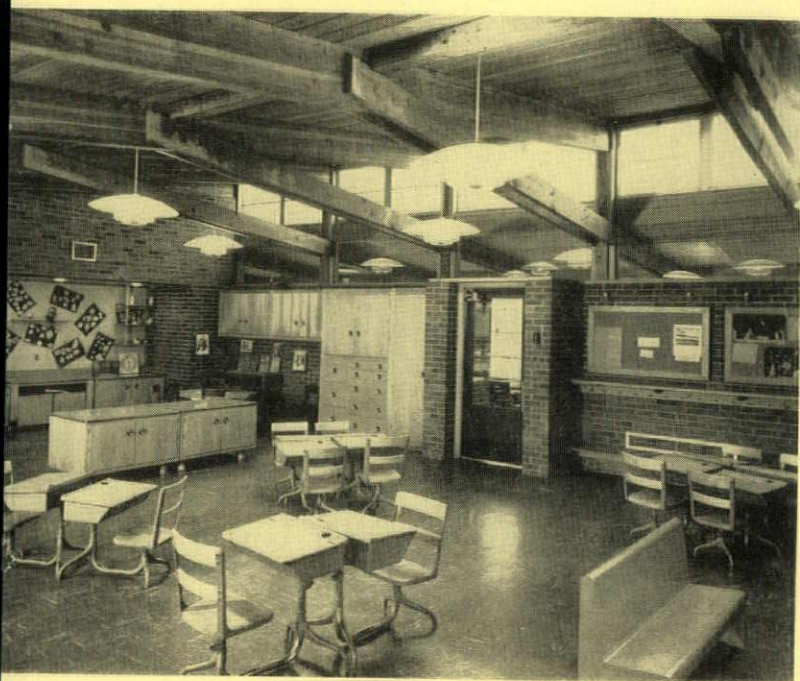
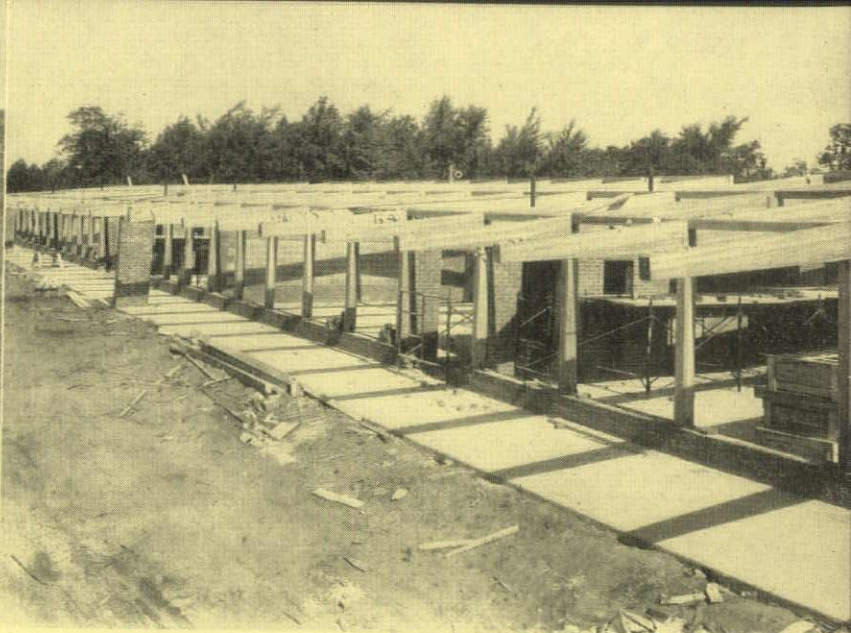
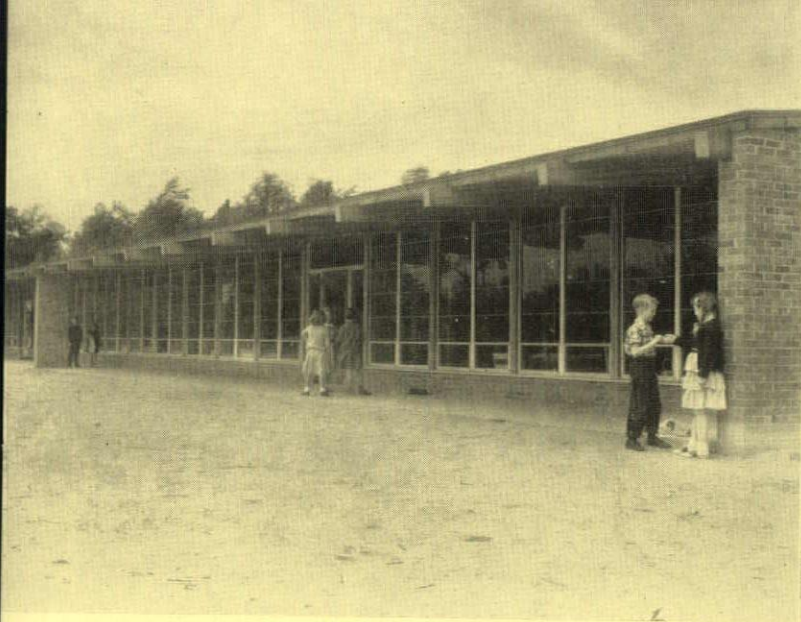




detroit free pr

richard shirk





richard shirk

The David P. Lapham School was planned as a small neighborhood unit for grades kindergarten through 3rd grade. The program was drawn up by a committee consisting of school administrators, school teachers and community representatives working under the direction of the architect. One of the prime requisites of the committee was to provide a friendly informal atmosphere to "introduce small children to school life and help them to adjust to life away from home."

In designing the David P. Lapham School, the architects have accomplished their purpose by skillful ex-

pression of natural construction materials accented with color detail.

The classrooms are self-contained type oriented north and south with overhanging roof to shield the south exposure and provide covered outdoor play area. Natural light is also admitted from the north through clerestory over corridor and glass between corridor and classroom.

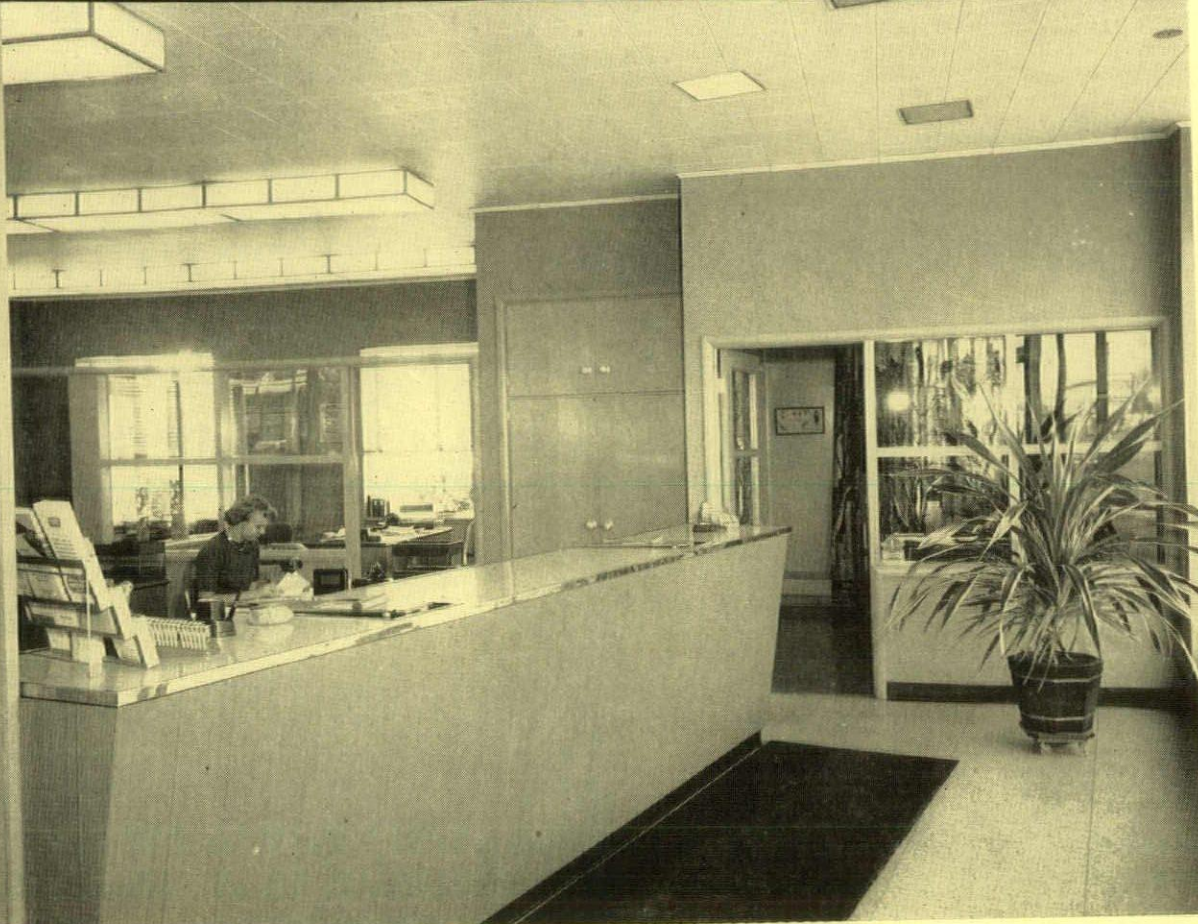
Glued laminated wood beams and underside of wood roof deck are exposed and finished natural, providing a warm informal appearance while saving the cost of ceilings.

Interior walls are natural brick.

Split system of heating and ventilation is provided with hot water radiant heating in the floor and central ventilating system with final individual room temperature control on booster coils in the air supply.

The building contains 16,400 square feet and cost \$14.94 per sq. ft.

Among the firms identified with this school were: Birchard & Roberts, Chaffee Roofing Co., Concrete Plank, Inc., Darwish Brothers, Hunter & Co., Huron Portland Cement Co., R. E. Leggette Co., Thomas Brick & Tile Co., Timber Structures, Inc., Frank Toth & Sons.



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ERROLL R. CLARK, A.I.A.

Architect

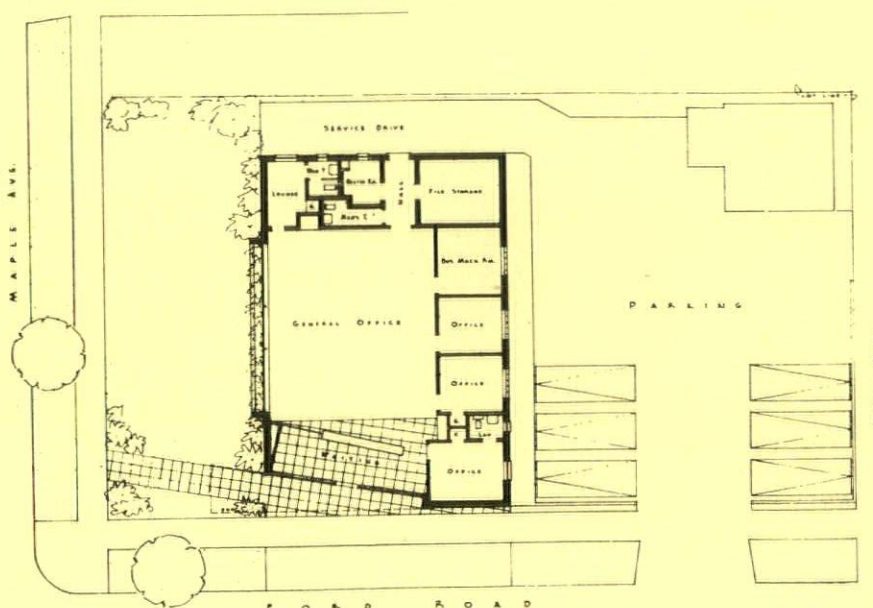
Detroit, Michigan

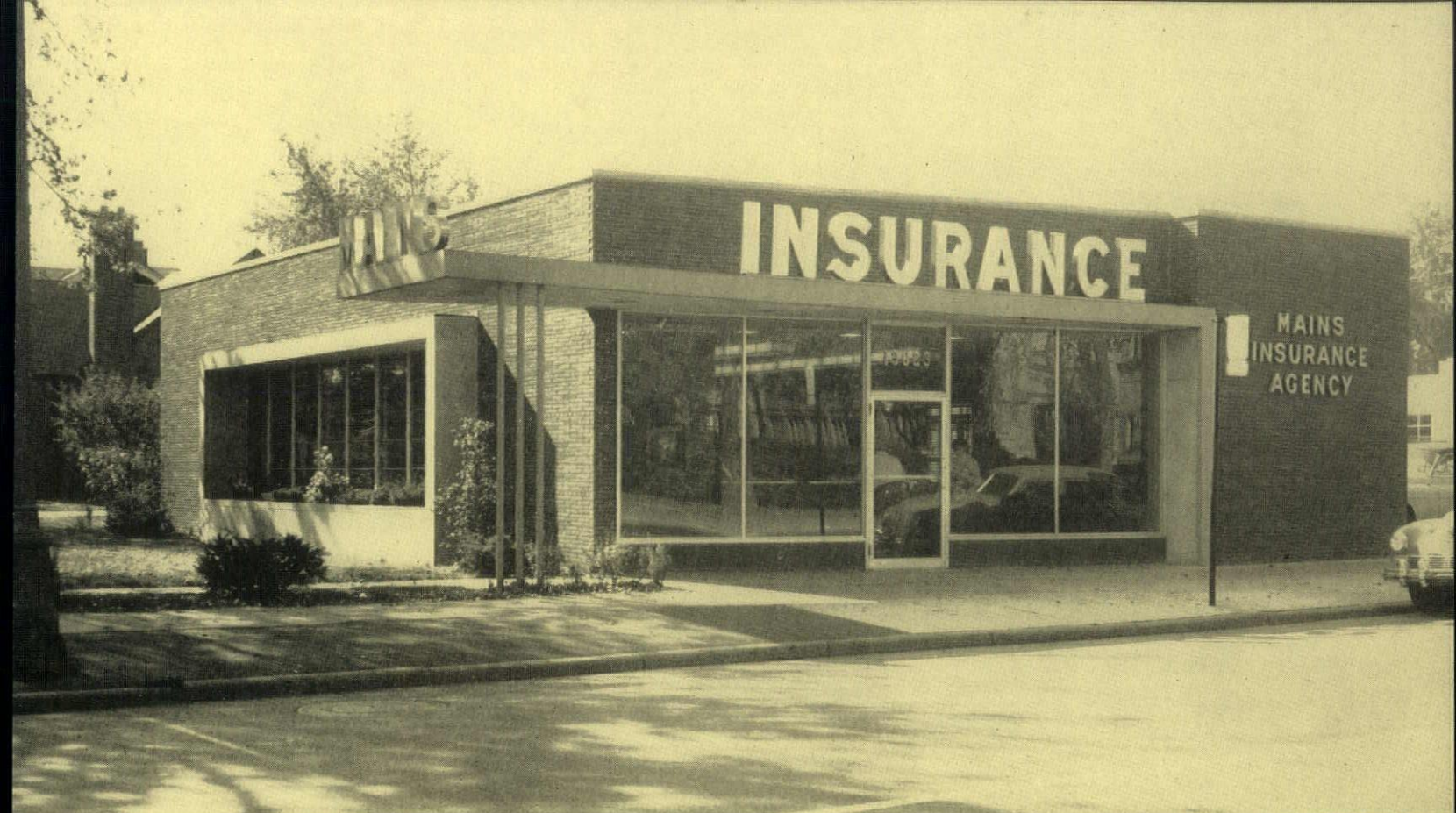
The Mains Insurance Agency is a well established business, having been in this same location since 1927. The need for larger and more improved facilities prompted Mr. Mains to build the new building, and the increased traffic on Ford Road made the need for customer parking felt.

This property, originally zoned as residential, is composed of two 35 ft. lots facing Maple Avenue. The building, in order to face Ford Road, had to be built across both lots, and to comply with residential restrictions on the side street, had to be set

back 25 ft. to line up with the adjoining residences. This fact enabled the architect to use this space for landscaping. From the other side of the building to the alley parking lot was built for customer convenience.

The building requirements were fairly simple. Adequate waiting space for customers. An accessible private office for Mr. Mains. He wanted it to be open to the waiting space so that no one would feel that they could not talk to him about their insurance problems. The salesmen's offices and the office manager's office are also easily accessible to the pub-





all photos by william e. bradley

lic. The business machine room, due to the extra noise there, was sound deadened by carrying the acoustical tile down the walls to a four foot wainscoting.

The large general office area is served electrically by a double under-floor duct system, one for electric service and one for telephone.

The general lighting throughout is Mitchell Module fixtures. Outside lighting over the planting box, under the canopy and the waiting room are on two time clocks. This allows all the lighting to be on until the pre-

set time and then half of it to go off, the remaining half can go off at a later hour.

The heating is oil-fired hot water base heating with a 500-gallon tank buried in the rear. The air conditioner is a package Carrier unit with ducts to the lounge, business machine room and the private office.

The general office is served directly. The exterior is red Roman brick with limestone trim. On the interior, the corrugated plastic next to the counter is yellow with the walls empire

green and the floors tan. The wall next to the corrugated plastic is of cork and has been used extensively to feature occasions as well as insurance advertising. The west wall of the two sales offices is rust color while the private office in front is panelled in Birch plywood with green asphalt tile floor.

Among the firms identified with this building were: Cinder Block, Inc., Congress Steel Products Co., Felker Construction Co., Hanley Co., Peter Jonik, Restrict Lumber Co., Turner-Brooks, Inc.





THE SPORTSMAN SHOP
Birmingham, Michigan

HARRY M. DENYES, JR., A.I.A.
Architect
Birmingham, Michigan

The assignment presented was one of remodeling an existing store building into a small shop for the sale of sports equipment and gifts. From the outset the architect endeavored to create a setting which would appeal to masculine tastes and a suburban environment. To accomplish this, he elected to use materials such as natural wood, leather, terra-cotta, linoleum, and burlap, to which was added a dash of color. The overall effect is one of muted simplicity pro-



photos by richard shirk

viding an excellent background for the display of this type of merchandise.

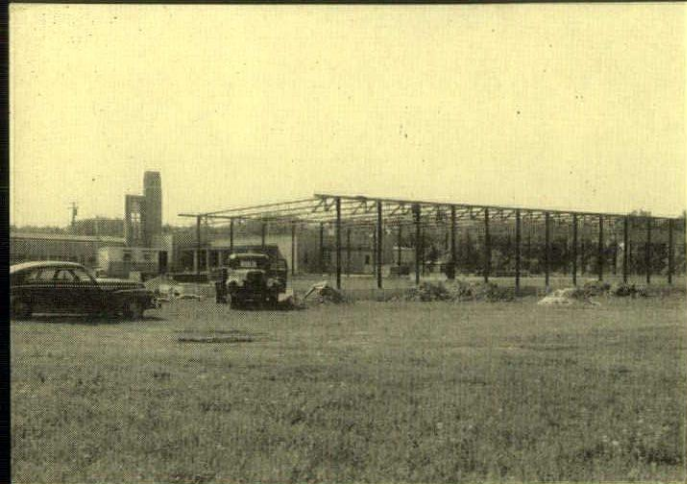
A by-product of this approach was a reaction against the usual all-glass store front which so often becomes nothing more than a billboard and leaves nothing to the imagination. The display windows, although small, furnish a good view of the interior and an effective means of presenting an interesting display to the window shoppers. These two

windows, plus a leather door, terracotta replicas of a pheasant and a rainbow trout, lighting, and natural finish cedar paneling are the principal ingredients of this facade.

This theme was carried through into the interior by means of natural cedar, color, and texture relationship. All cabinet and casework was built to the architect's design. Here it was mandatory that these units be as flexible as possible to facilitate the seasonal changes in merchan-

dise inherent to this type of shop. This flexibility of use has been carried throughout in the lighting, lettering for departments, and peg-board type backs in wall cabinets. The "Fabricona" burlap paper on the walls over the wall cabinets adds a fine texture and backdrop for the entire ensemble.

Among the firms identified with this shop were: Detroit Acoustical Contracting Company, Restrict Lumber Company, Robert Zannoth Agencies.



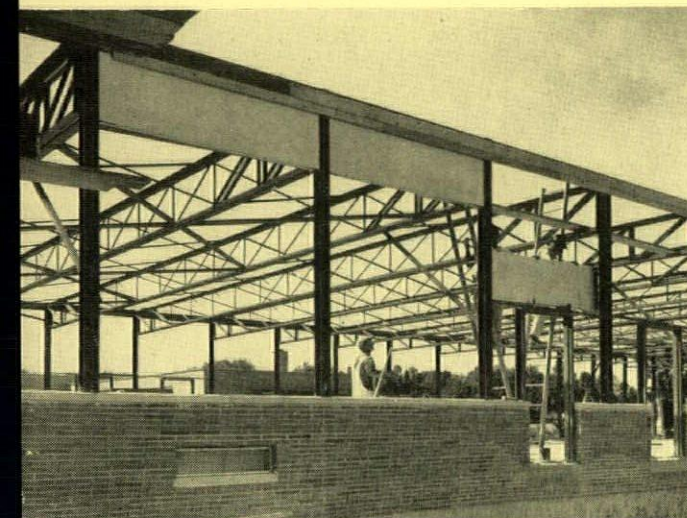
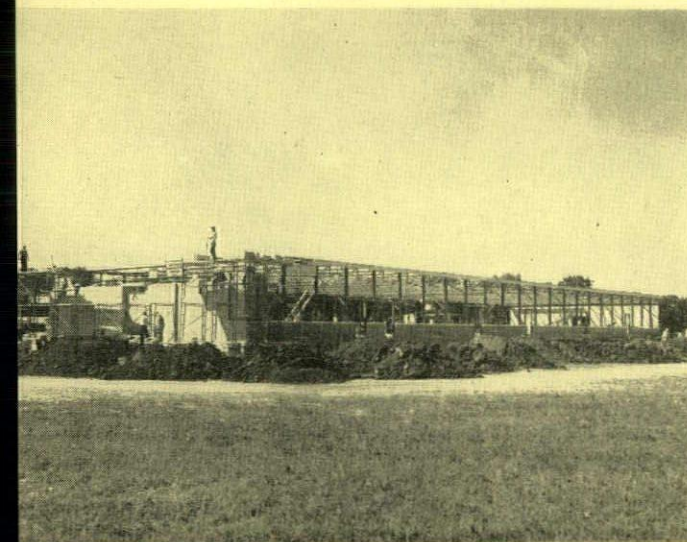
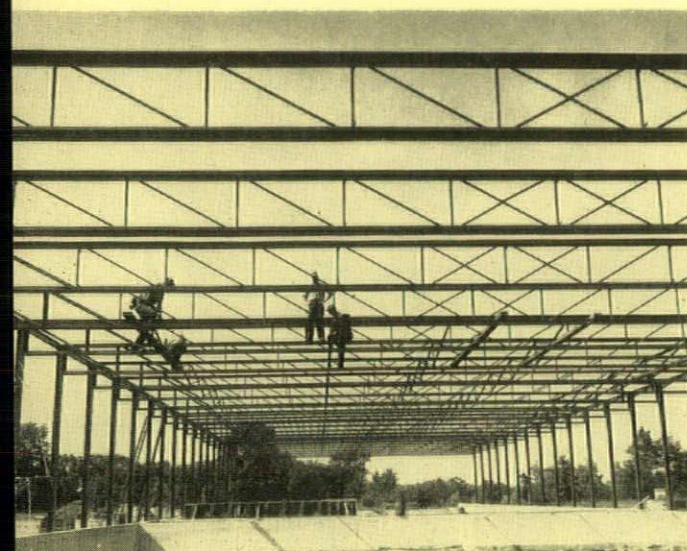
NOKOMIS ELEMENTARY SCHOOL

Port Huron Township, Michigan

CHARLES M. VALENTINE, A.I.A.

Architect

Marysville, Michigan



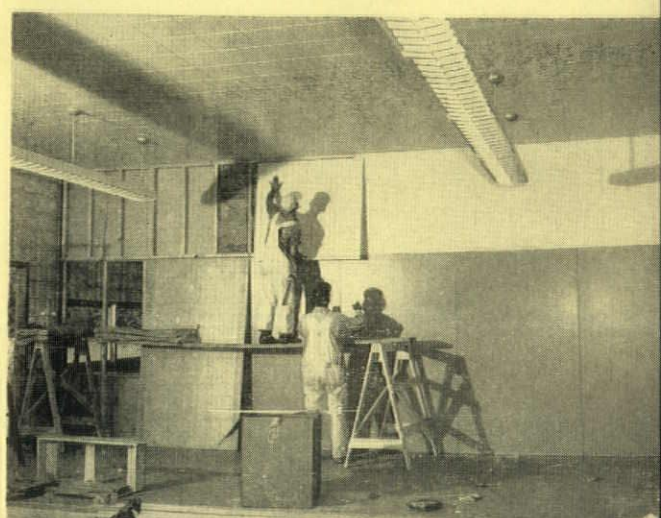
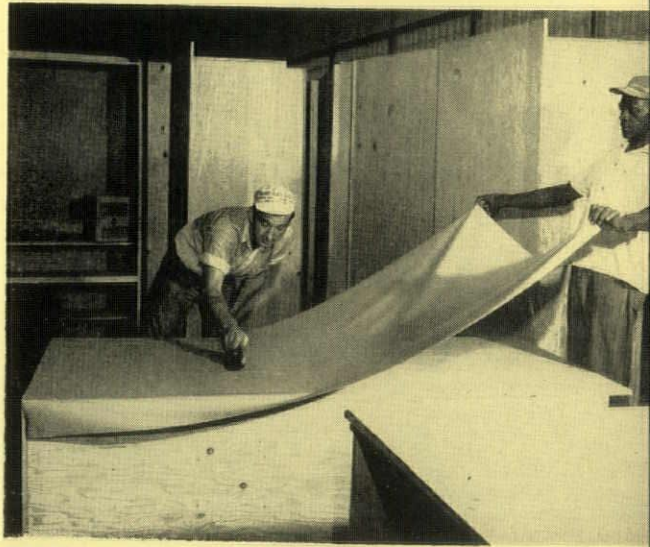
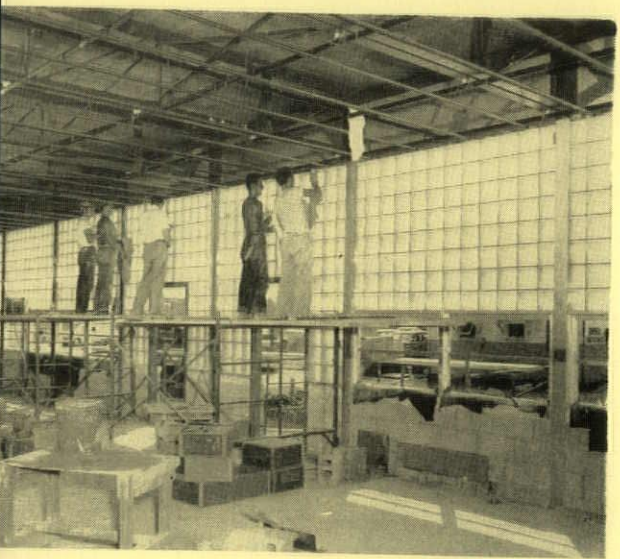
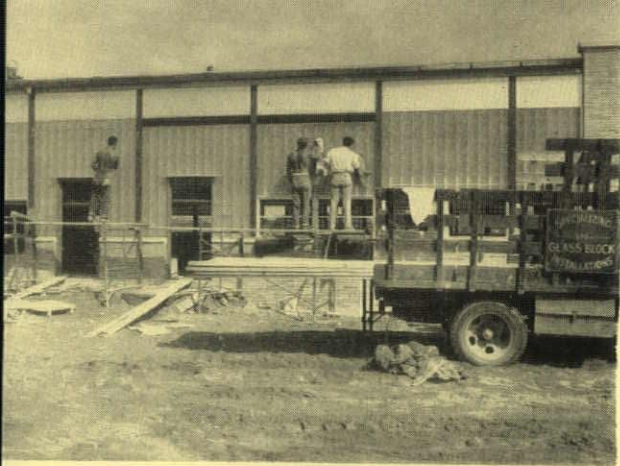
all photos by askar-shain

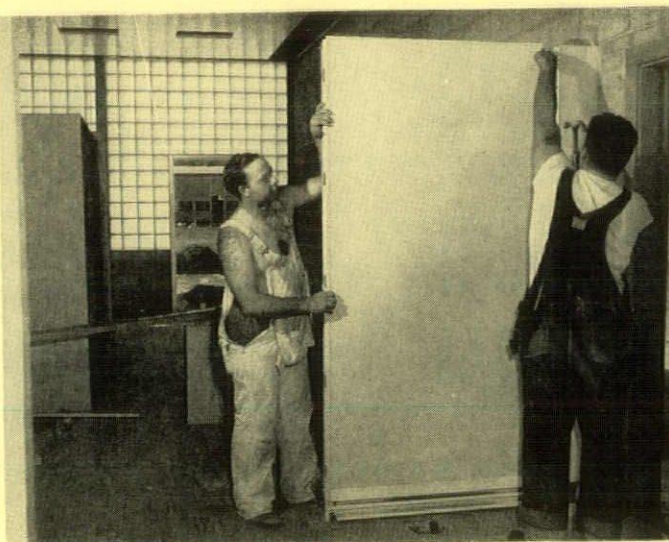
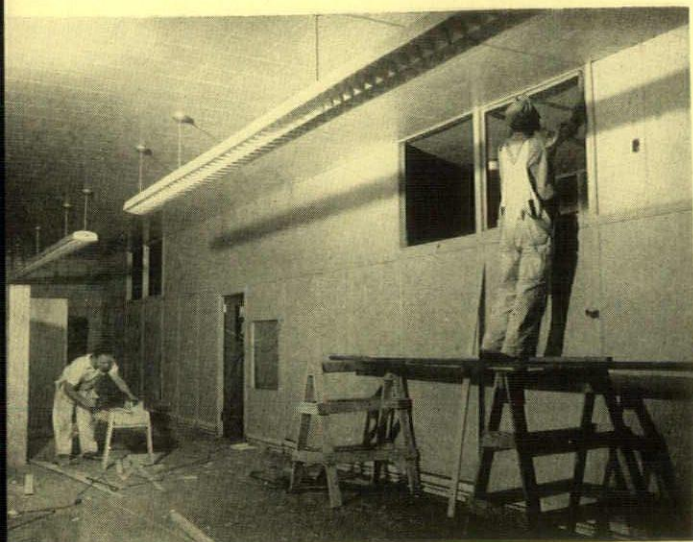
The Chippewa Jr. High School and the new elementary school are located on a 159 acre site bordering on a branch of the Black River N.W. of Port Huron, Michigan. At the far end of the lot is a beautiful wooded area. The level area to the N.E. of the school buildings contains the football field, the baseball field and is being laid out for tennis courts.

Ground was broken for the Nokomis Elementary School, a ten-classroom addition to Chippewa Jr. High School, Port Huron Township, Michigan, on July 20, 1953. The keys to the completed building were turned over to the school board September 15, 1953.

The overall site plan required that the new elementary school be connected to the present Jr. High school where the administration offices and cafeteria are located, with a wide covered porch. This porch serves as a sheltered recreation area in inclement weather. The bus turn-around is in front of the present Jr. High school and forms a core of access to the present and future buildings. It provides additional parking space for the citizens of the township since the buildings are widely used as a community center as well as education.

The building has a poured concrete foundation and is framed with long span steel trusses. It has no interior columns or bearing walls. This method of construction enables the asphalt tile to be laid throughout in one operation effecting a real savings by eliminating the expensive cutting and fitting around walls and columns. The metal acoustical pan is installed in the same time-saving manner. At this stage the structure is completely enclosed ready for the partitioning walls. (Continued on Page 42)





The exterior construction is of buff Roman face brick with a limestone trim and a Waylite block wall to be removed at the time of future expansion. Windows are aluminum ventilated sash. Above the sash is built-in directional glass block. The wall above the glass block is formed with Reynocell insulated aluminum spandrel panels. The roof deck is reinforced gypsum with a 20-year bonded roof.

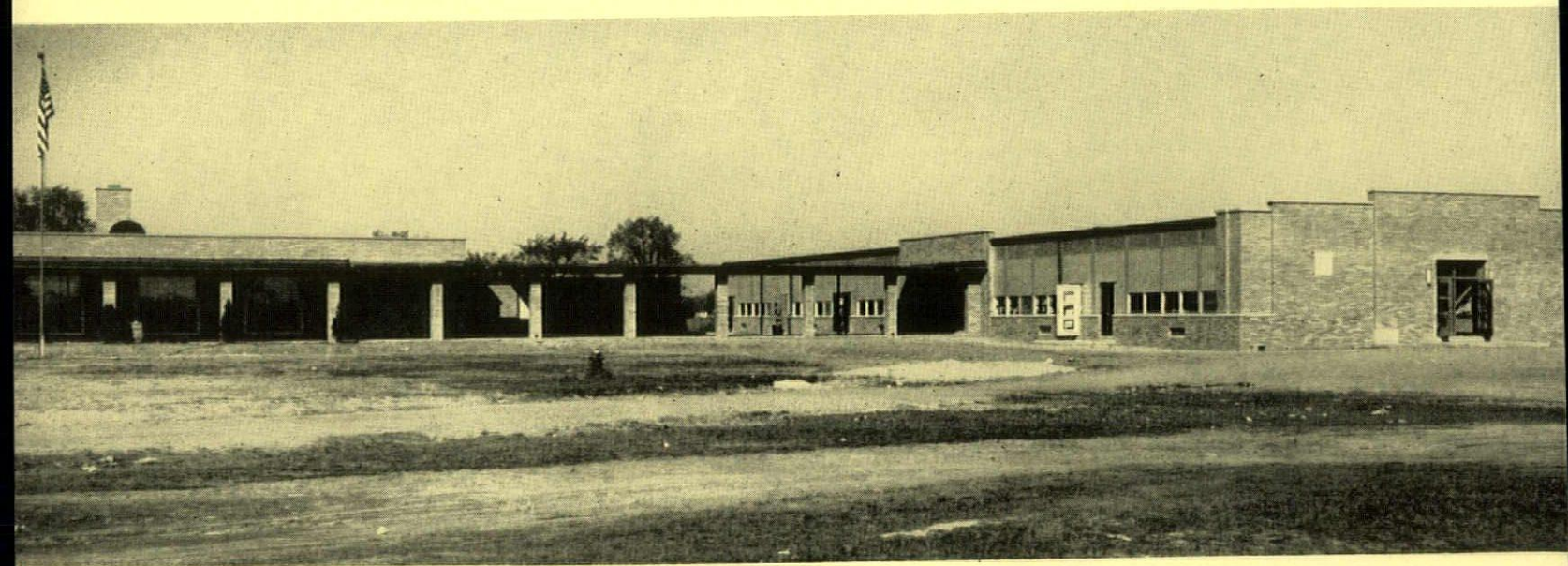
The interior of the school is completely flexible.

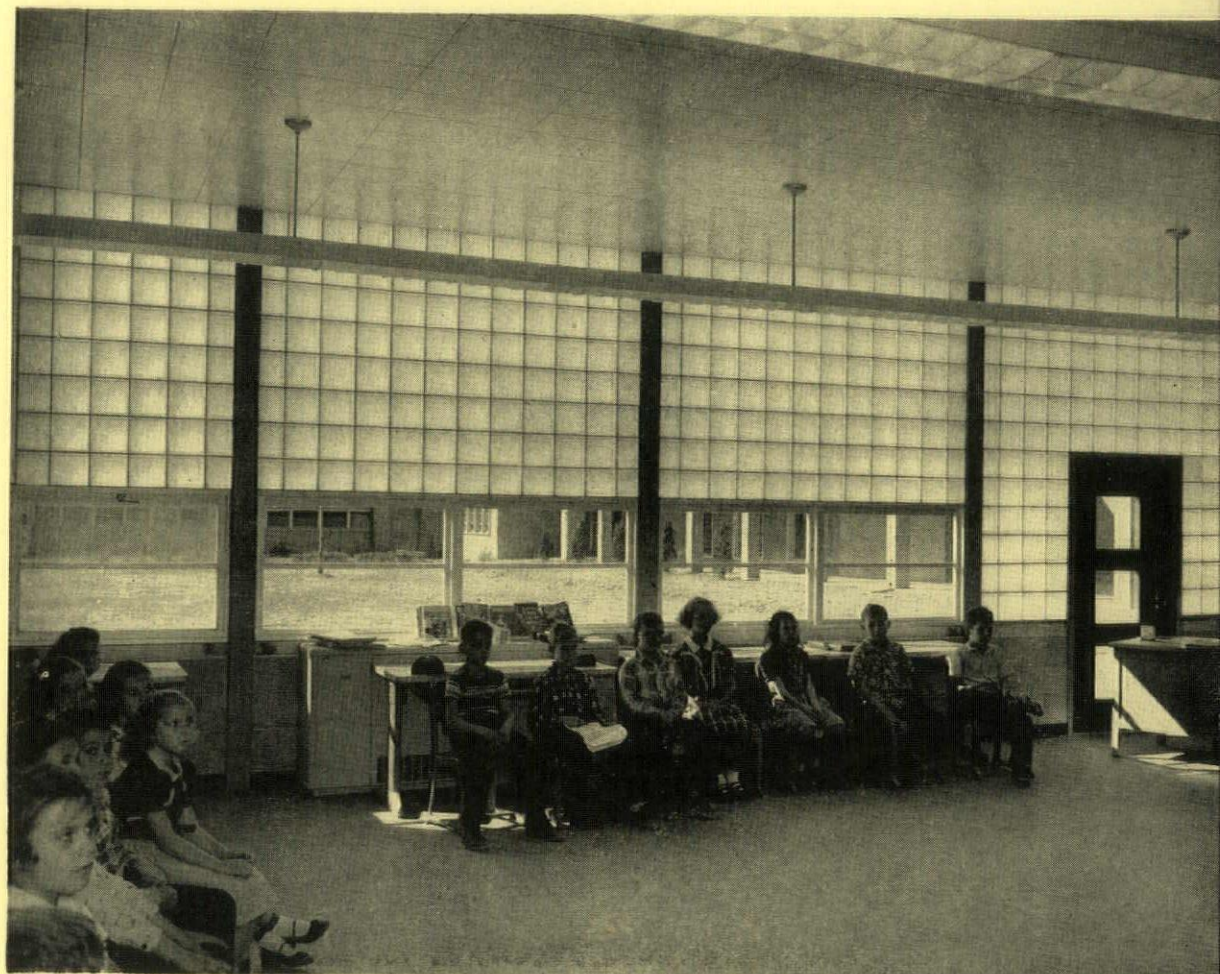
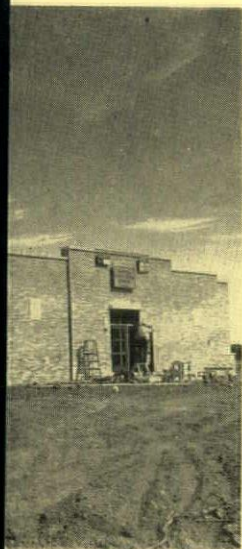
Metal movable partitions form the corridor walls. Classrooms are separated with shop assembled storage wall cabinets, the backs of which are covered with a plastic fabric. The backs of the storage units form the chalkboard and tack board base for the adjoining room.

Continuous fluorescent fixtures extend the length of the building. Each room has an individually controlled unit ventilator providing a constant flow of tempered outside air for each classroom.

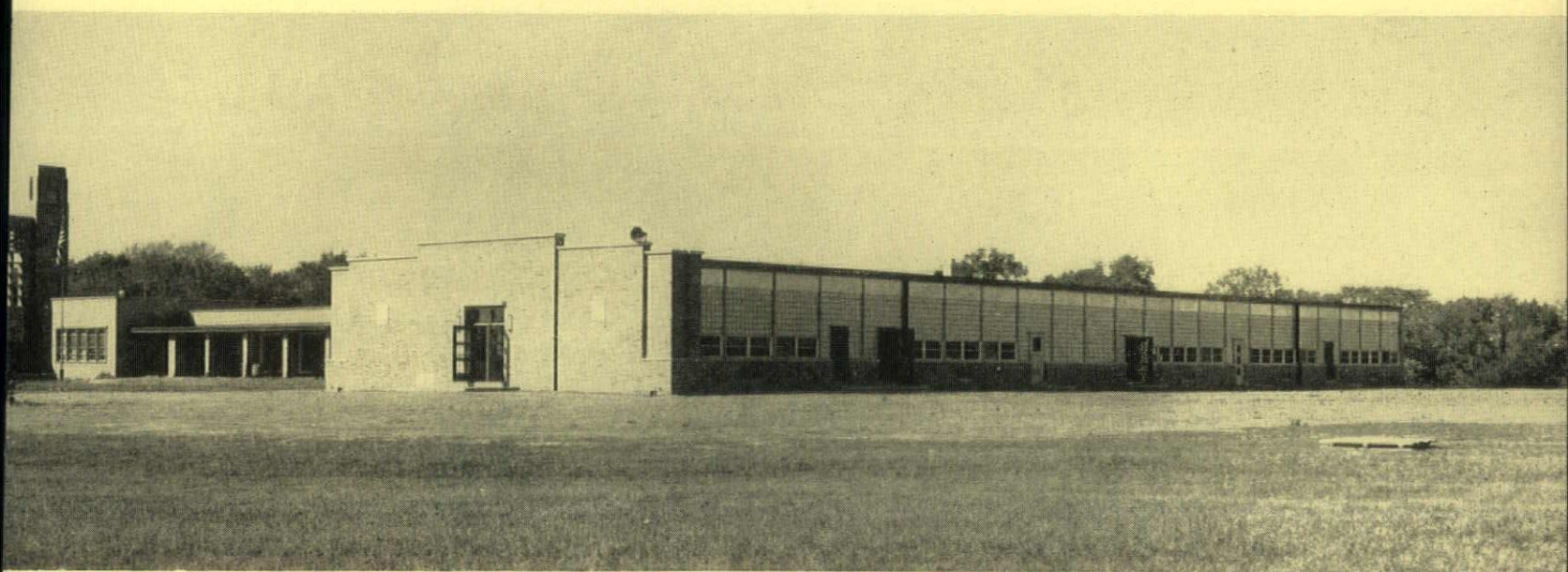
All classrooms have outside doors opening to outside classrooms.

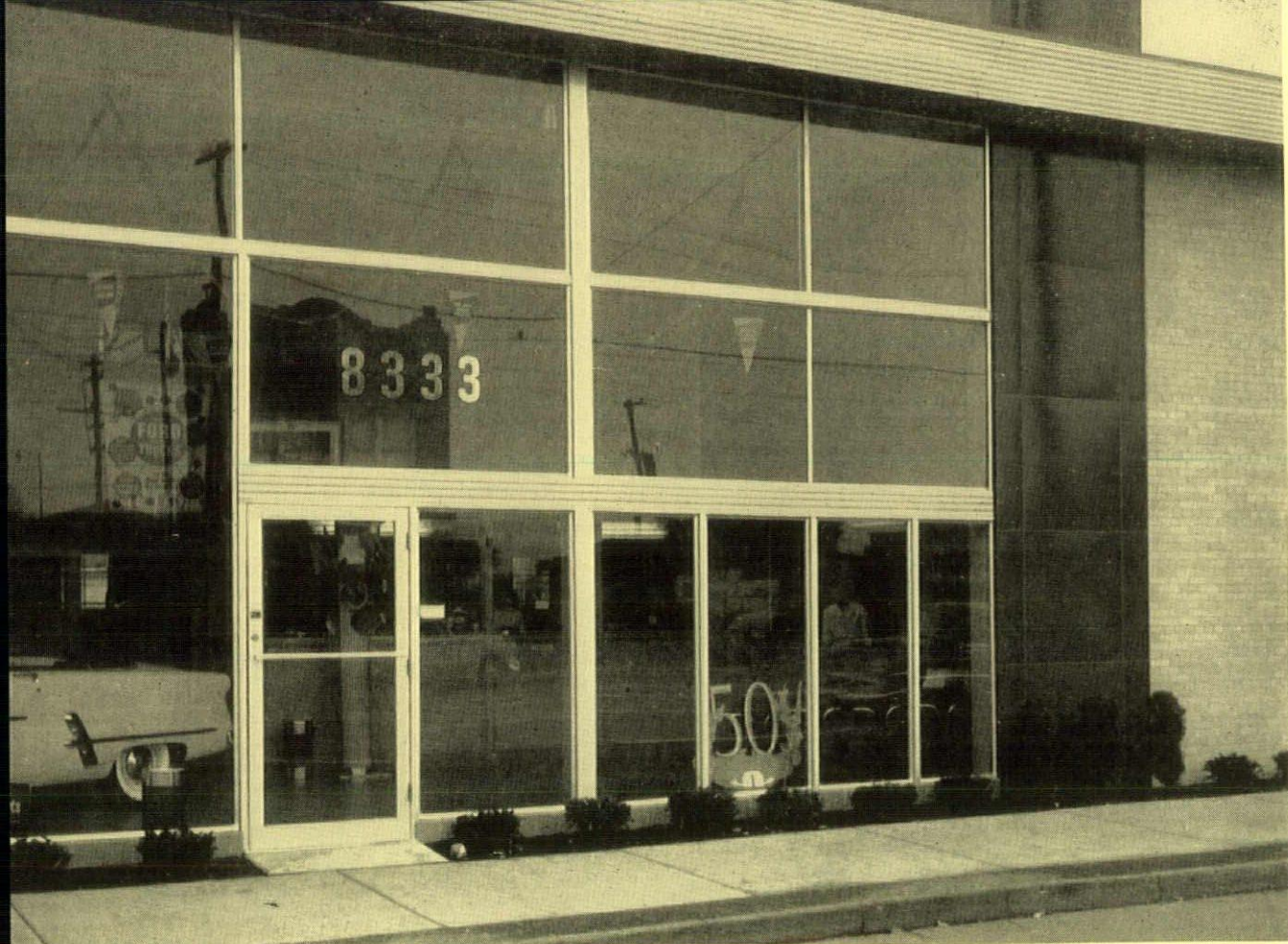
Among the firms identified with this school were: Campbell Construction Co., Cement Enamel of Michigan, Inc., Corliss Brick Cleaners, Detroit Fiberglas Insulation Co., James G. Ferguson & Son, Flint Lumber Co., G. Forte Co., Foster Builders Supply Co., Gypsum Constructors, Inc., Home Roofing & Siding Co., Inc., Huron Portland Cement Co., Peacock Lumber Co., Plastic Products Co., Watson Bros.





—all photos by askar-shain





william e. bradley

JERRY BIELFIELD COMPANY
Detroit, Michigan

J. LEONARD RUSH, A.I.A.
Architect
Detroit, Michigan

locke photographic



william e. bradley





locke photographic

The new sales and service building for the Bielfield organization covers the entire block at Lonyo Rd. and Michigan Ave. on the industrial west side of Detroit. The building has a dual purpose of serving the large trucking industry using Ford trucks and the passenger car business in the area. This made it imperative that the building have clear high ceilings for trucks to be serviced as a first consideration. The complete area of the building comprises 26,000 sq. ft. of floor space. The service wing is 68 ft. by 212 ft. long, and has facilities for 25 working stalls, 2 wash racks, Fordamatic room, and tool room.

The parts dept. covers together with the receiving room a total combined

area, including first floor and mezzanine, of approximately 10,000 sq. ft., being about the largest Ford dealer parts dept. in the Detroit area. The show room is 18 ft. high and 75 ft. long.

The color scheme is yellow with orchard rose, and all wood paneling limed Birch finish.

The general offices are on the second floor to the rear of the show room, easily reached by an aluminum railed stairway covered with rubber treads.

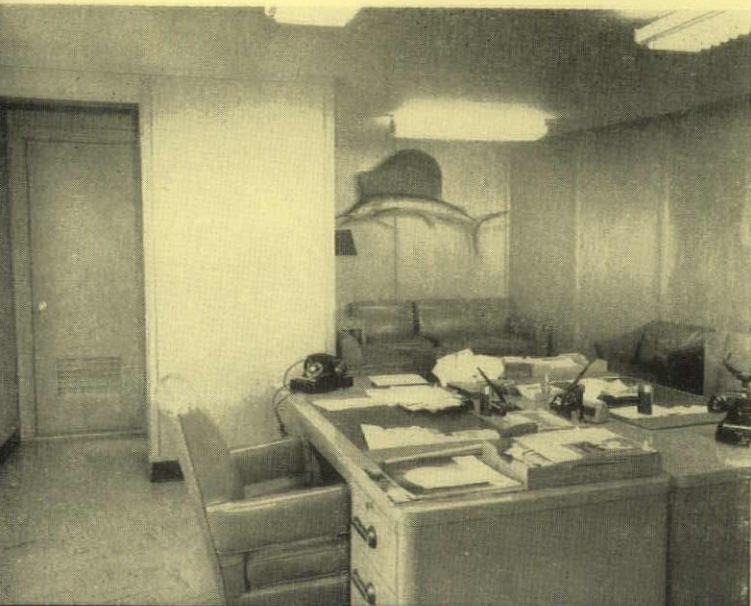
The closing offices, cashier, and information desk are adjacent to the show room as also are the executive offices of the Bielfield brothers, all are air-conditioned.

Officials of the Ford Motor Co. advertised this building in their full page advertisement in all the Detroit papers at the formal opening with this caption:

"The sweeping front is a masterpiece of modern beauty, the space inside has been planned to furnish the maximum of comfort and display. The functional decor blends with the overall design to make it an outstanding building."

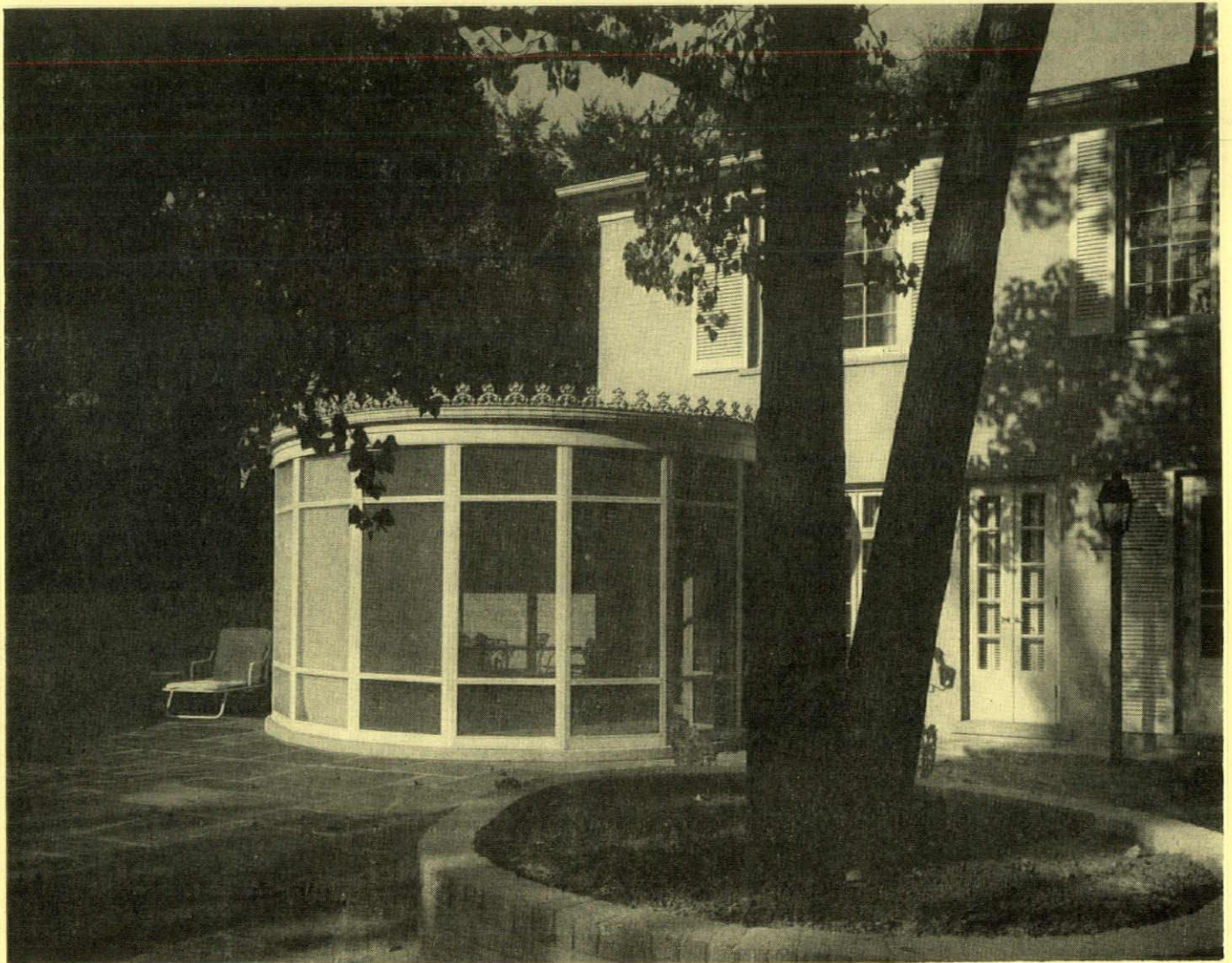
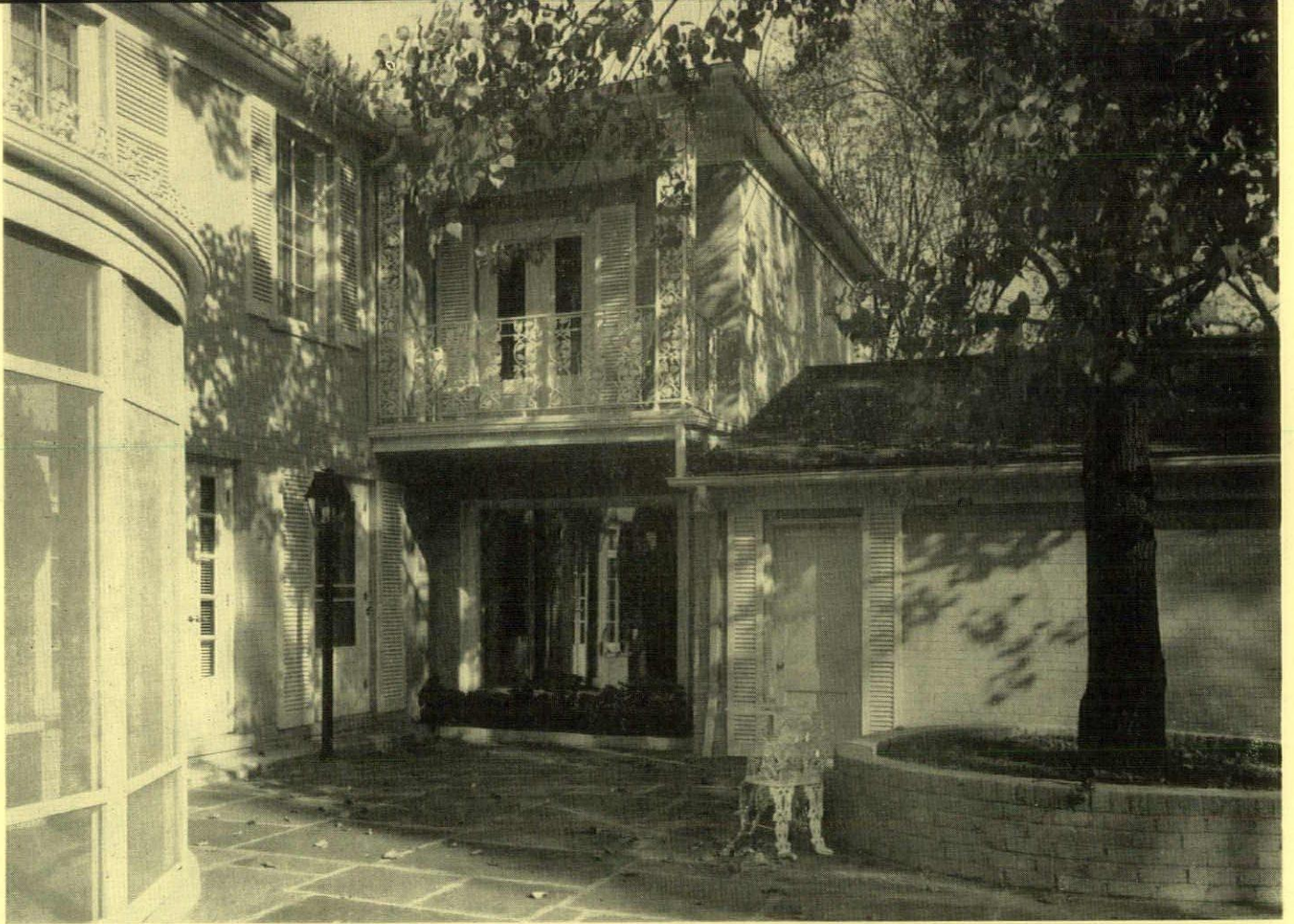
Among the firms identified with this building were: Century Brick Co., Detroit Acoustical Contracting Co., The Dunn-Rainey Co., Federal Pipe & Supply Co., John A. Mercier Brick Co., Paul's Painting & Decorating, Peterson Window Corporation, Stanley Ratcliffe.

locke photographic



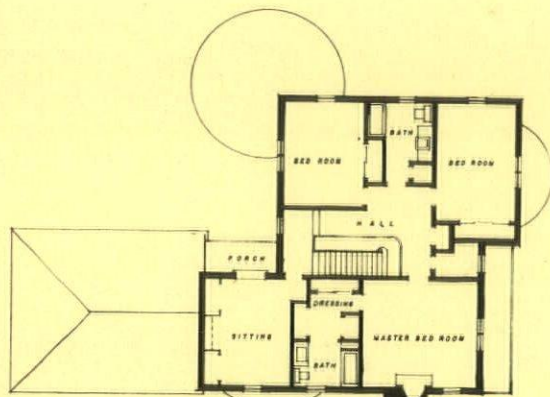
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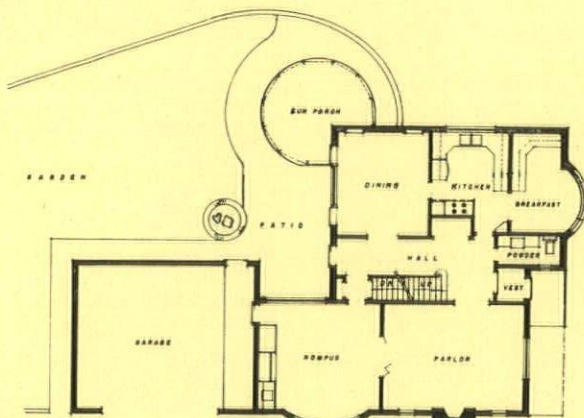


Residence of
MR. AND MRS. ALFRED WILLIAM PAYSON
Sherwood Forest
Detroit, Michigan

PHILIP J. FUNKE & ASSOCIATES
Architect
Detroit, Michigan



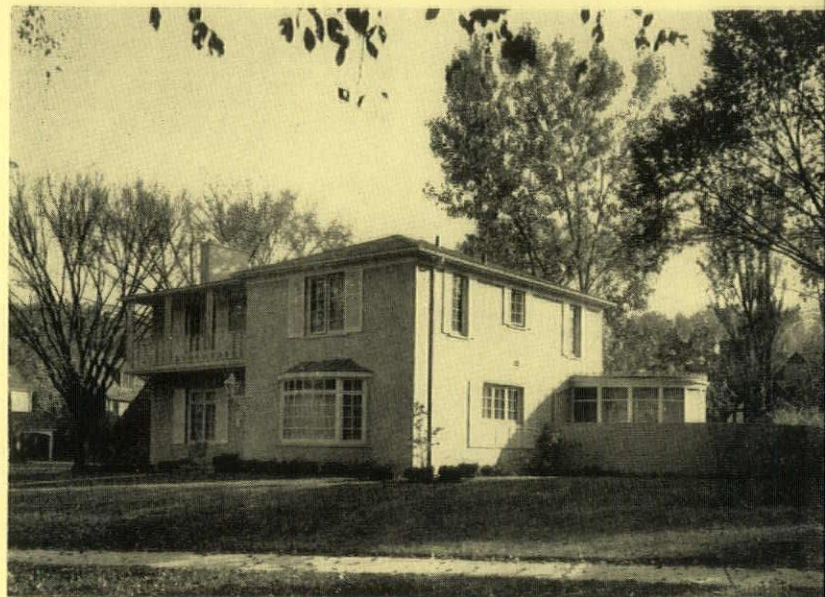
SECOND FLOOR PLAN



FIRST FLOOR PLAN

The Alfred William Payson residence was designed in New Orleans tradition to fit the personalities of the owners. The Payson's have lived in New Orleans as winter residents for many years, and naturally have acquired a taste for the deep South's traditions, habits, and gracious living.

The problem of the architect was to blend old New Orleans with modern contemporary requirements of everyday living and entertaining. The plan of this home uses the typical center hall and stairway. On the left is the parlor, so called because of its formal atmosphere, and to the rear of the parlor is the real living room. This room is equal in size to the parlor; its most contemporary feature is a built-in bookcase, bar, and television. To the right of the hall is the breakfast room, kitchen, and dining room, each having distinctive built-in features such as: cupboards, copper hoods, mirrored walls, etc. The second floor has three bed rooms, an upstairs sitting room, and two baths. A dres-



all photos by william e. bradley





all photos by william e. bradley

sing room and private bath is connected with the master bedroom. All doors on the second floor have louvered panels, and many of the windows are adorned with interior adjustable shutters.

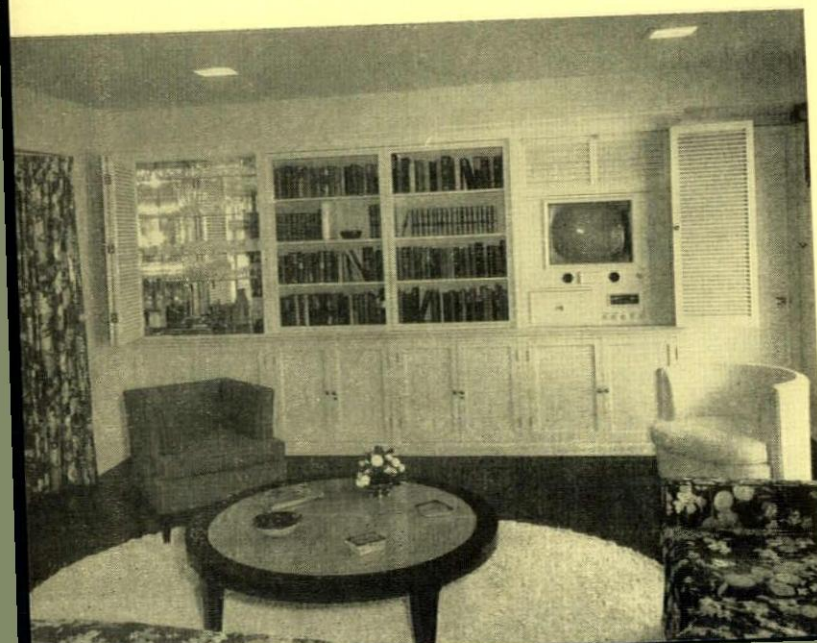
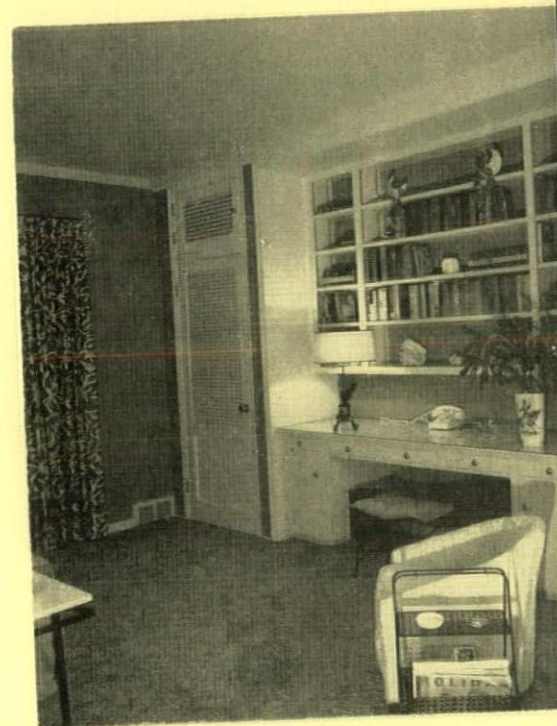
The parlor mantel is a Victorian marble fireplace from an old Detroit mansion. The master bedroom mantel is of new Camelia pink marble facing.

The basement contains a laundry, heating room, and other all-purpose rooms which can be easily put to use at any time.

Wrought and cast iron have been used extensively throughout to complement the New Orleans motif. A rear porch entirely screened in, and circular in shape is attached to the house at a rear corner. It adds a gay informal note to the house and garden which is walled in for privacy, and summer living.

The combination of the old and the new in architecture and decoration makes this home unique and a thoroughly enjoyable place in which to live.

Among the firms identified with this residence were: Allied Home Equipment Co., Detroit Brick & Block Co., Detroit Mantel & Tile Co., Felix Torri, Modern Sound, Turner-Brooks, Inc., and Wallich Lumber Co.

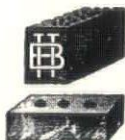


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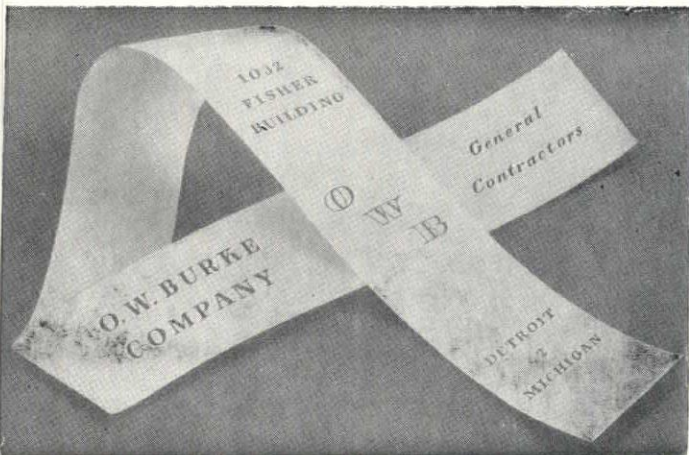
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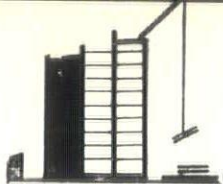
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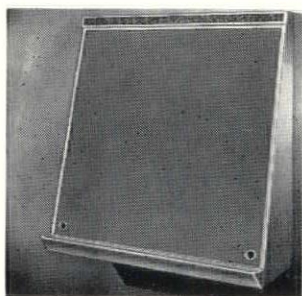
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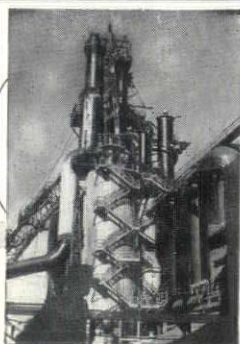
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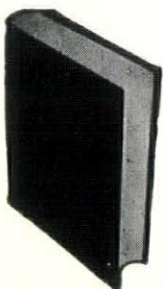
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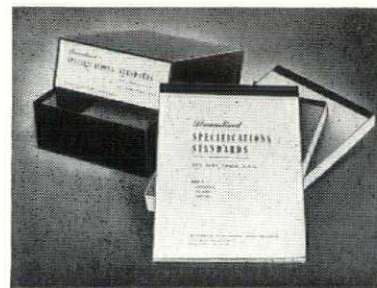
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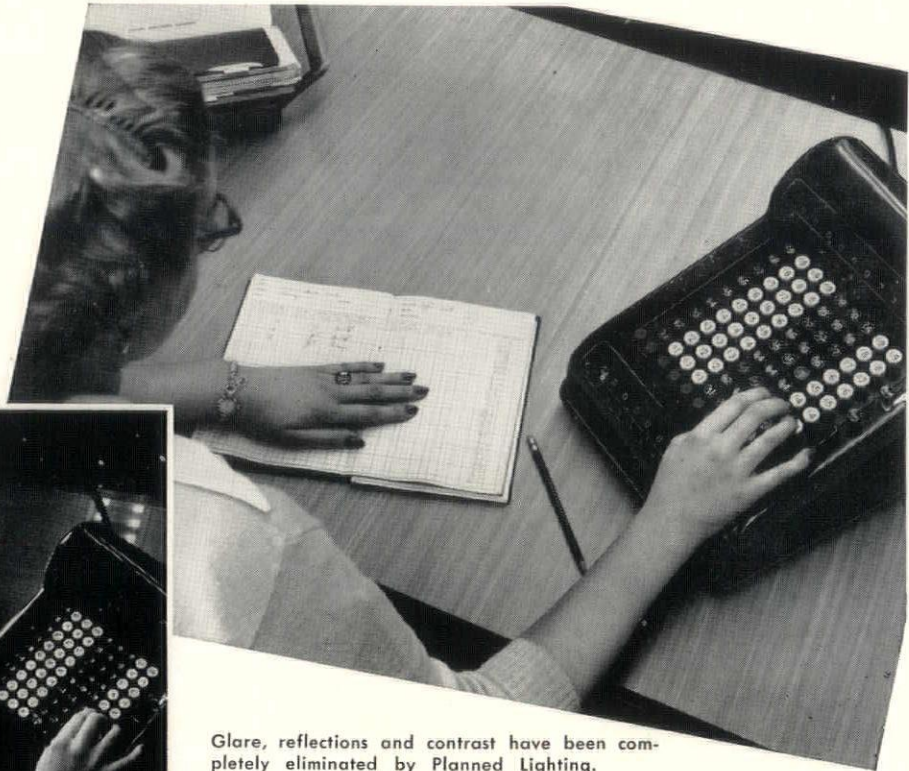
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Case Study No. 8



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

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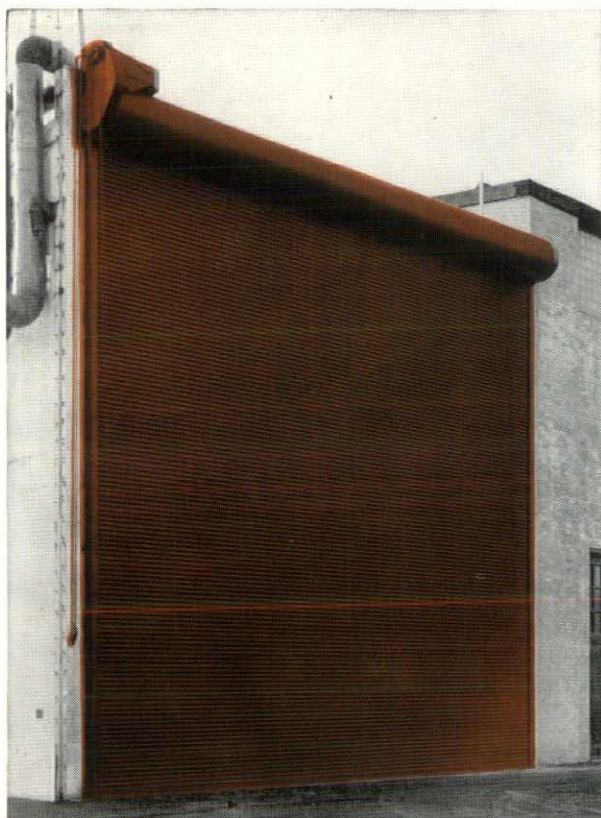
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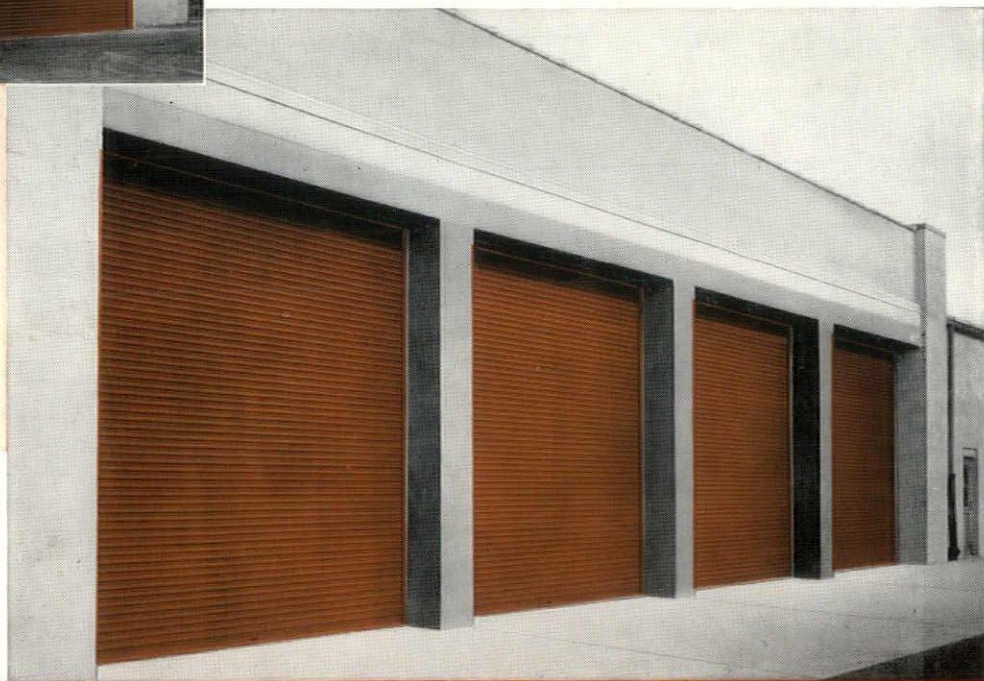
Above you see one of two Mahon Power Operated Rolling Steel Doors 30'-0" x 30'-0" installed in a General Electric Test Cell. At right are four Mahon Power Operated Rolling Steel Doors installed in truck openings of an enclosed shipping dock in a new plant for the Detroit Hardware Company.

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