

*Monthly bulletin michigan society of architects vol 27 no 12 december 1953 30¢*



*including national architect*



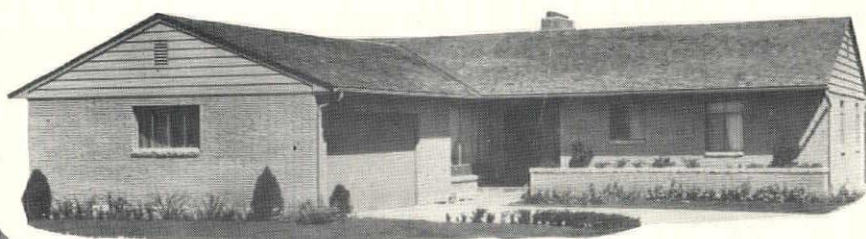
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Dr. George Lechler, German-born anthropologist, is Ass't. Professor of History and Art at Wayne University, and Honorary Research Fellow of Prehistoric Art at The Detroit Institute of Arts. A former Nazi prisoner and world traveler, he is well known as an archaeologist, art-historian, cultural psychologist and museum curator. His most recent activity has been on television.



Marvin Beerbohm, Canadian-born artist-painter, designer and muralist, whose work has hung in Corcoran Gallery, Washington, D. C.; Metropolitan Museum, New York; Carnegie Institute, Pittsburgh; Pennsylvania Academy, Philadelphia; Milwaukee Art Institute; Whitney Museum, New York; Grand Rapids Art Institute and as a one-man show in connection with the 1952 Michigan Artists Exhibition at the Detroit Institute of Arts.

The Harlan Electric Company is proud to announce that it will publish in the Bulletin, beginning with the January issue, a series of paintings prepared by Dr. Lechler and Marvin Beerbohm, illustrating epochs in the rise of Man from a savage 500,000 years ago up to his present attainment.

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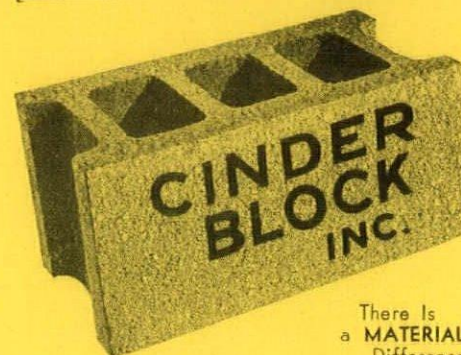
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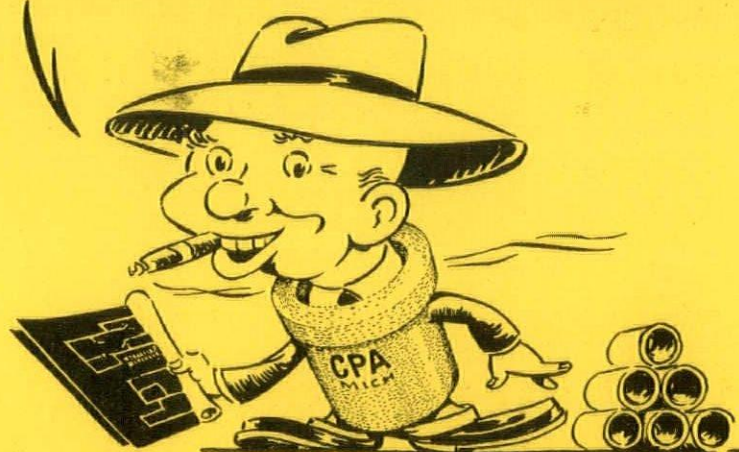
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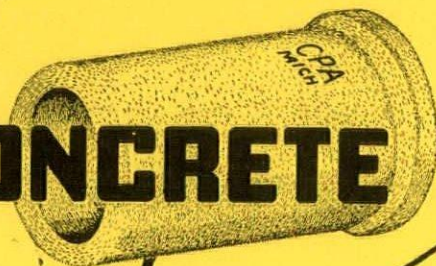
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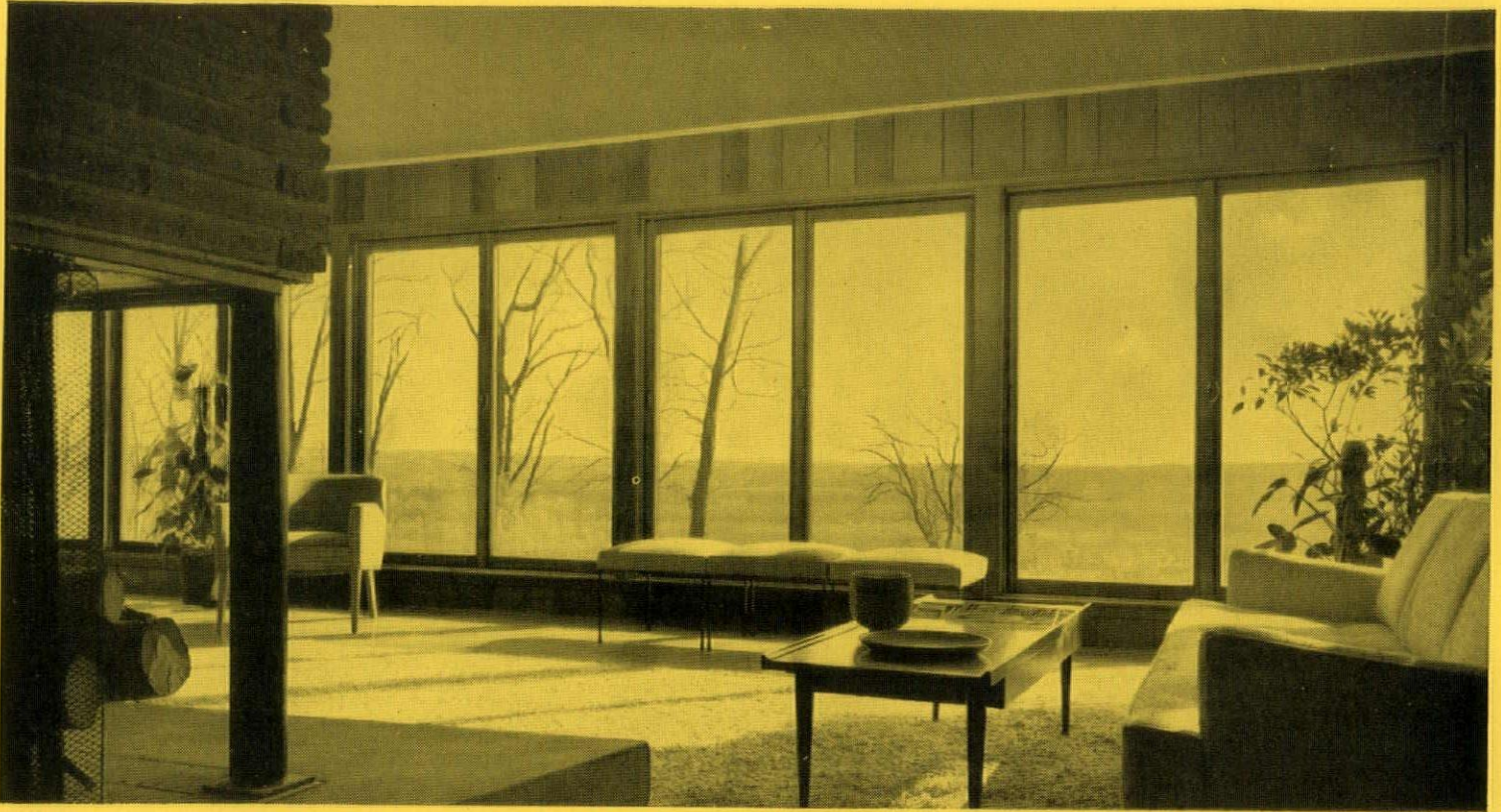


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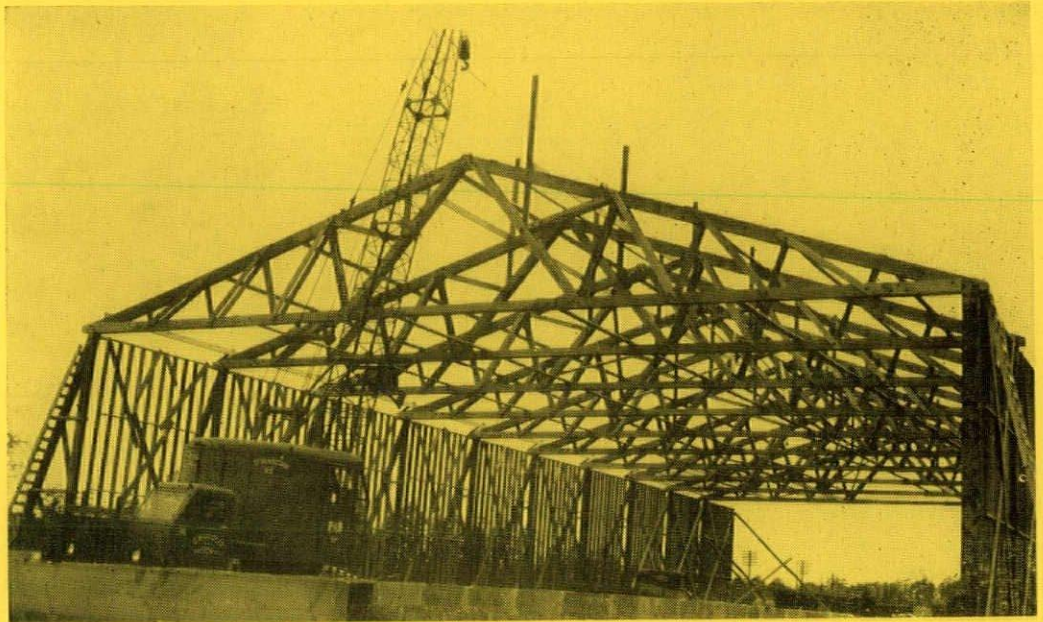
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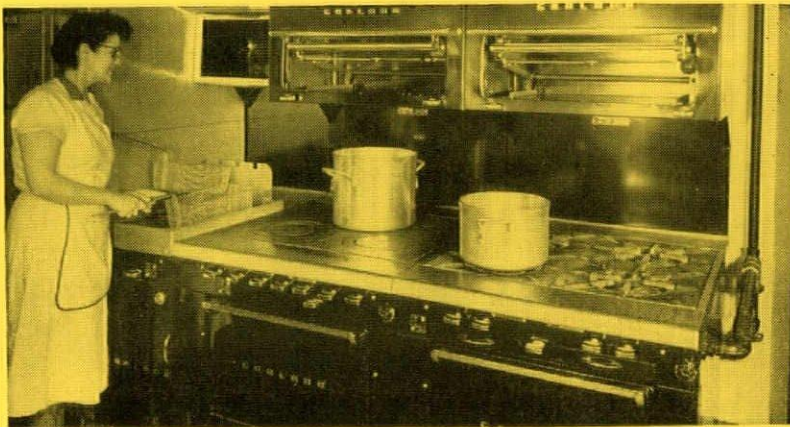


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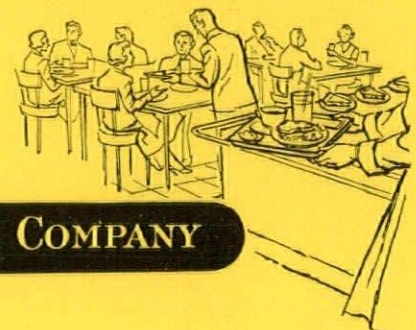
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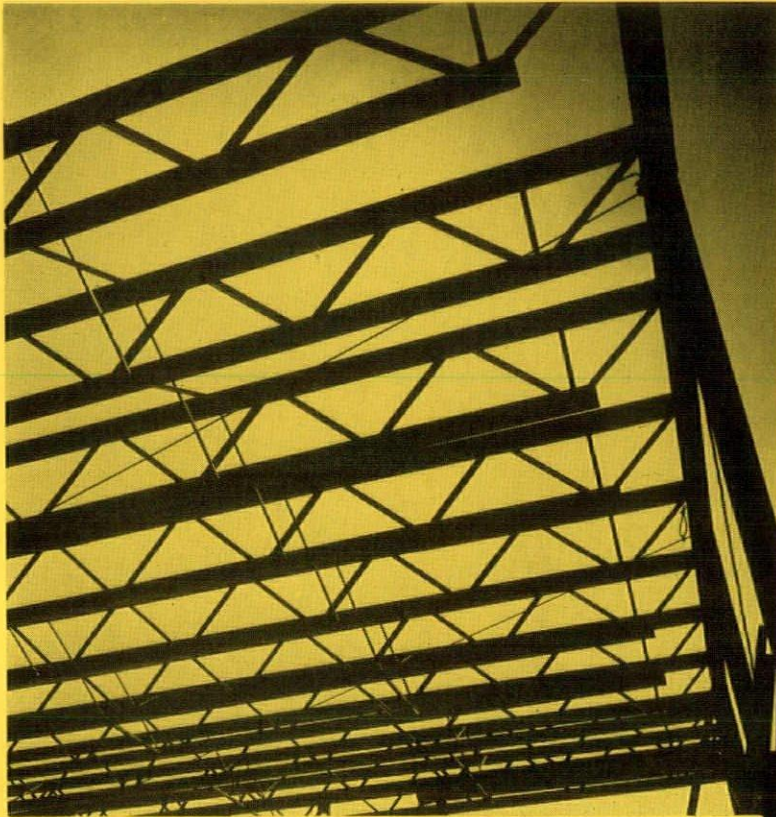
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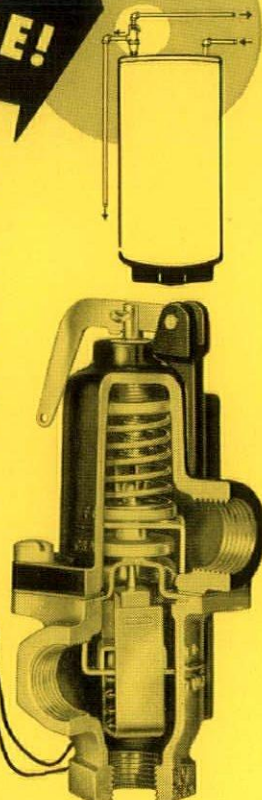
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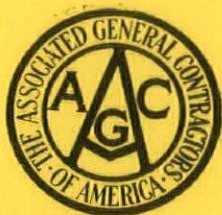
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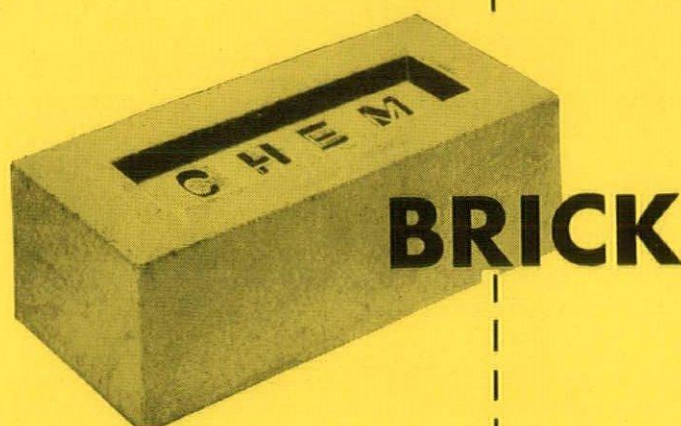
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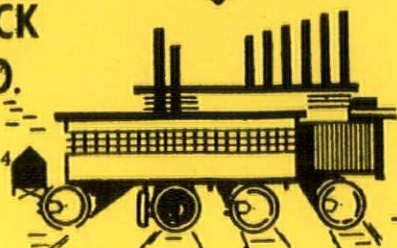


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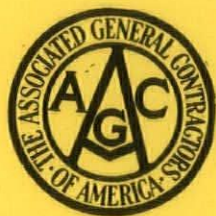
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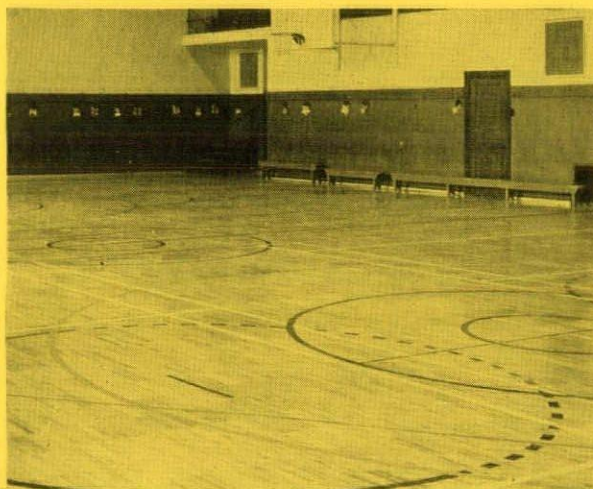
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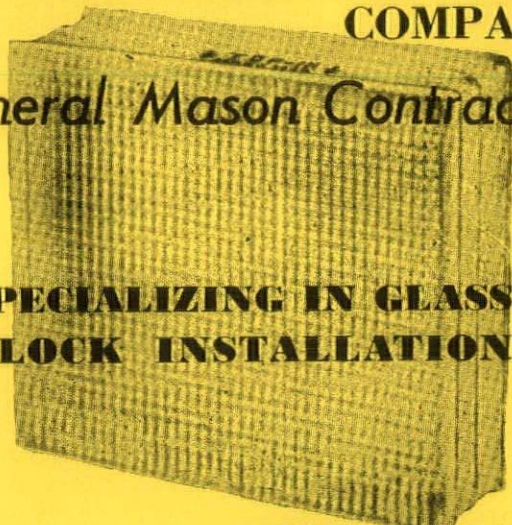




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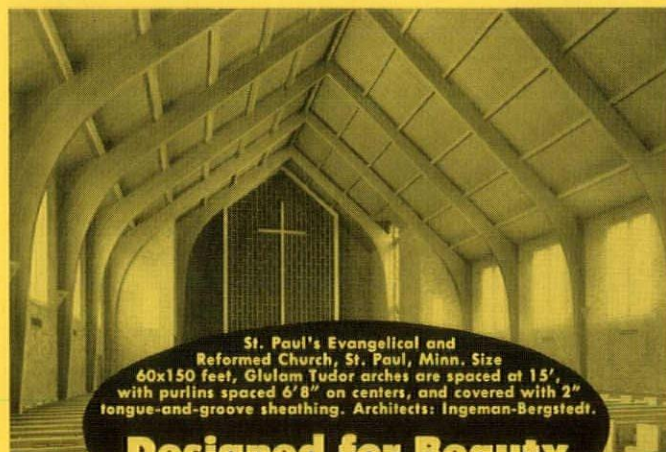
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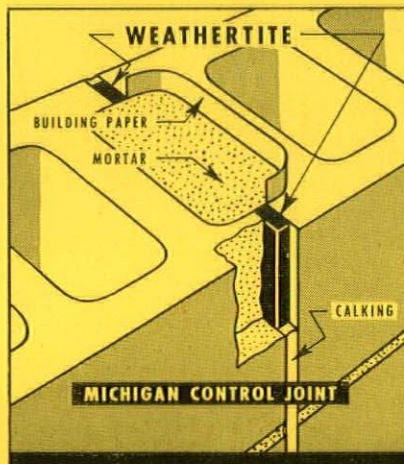
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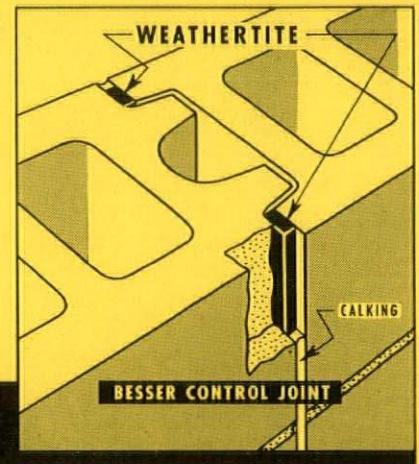
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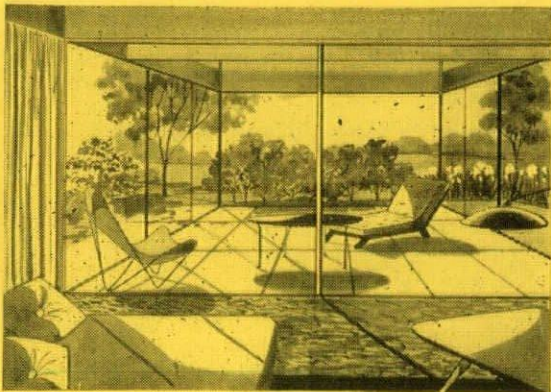
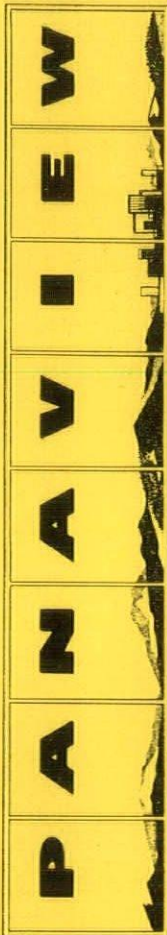
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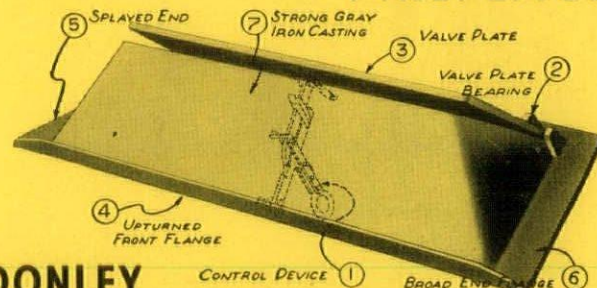
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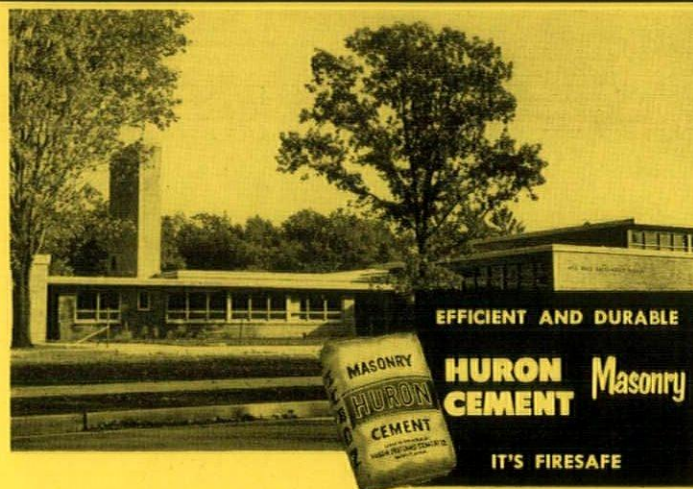
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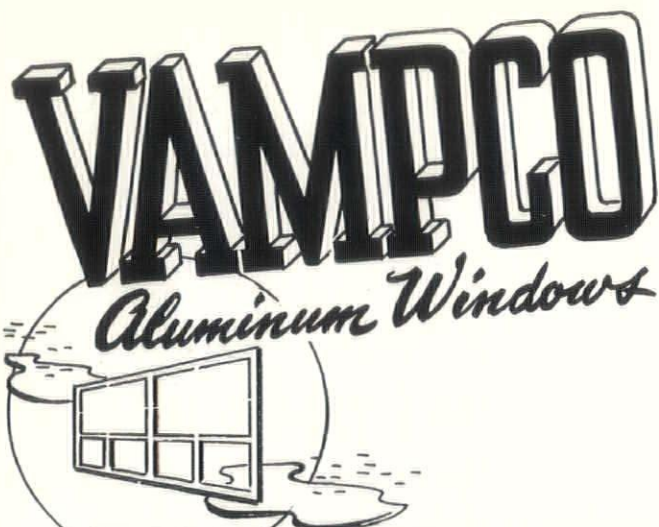
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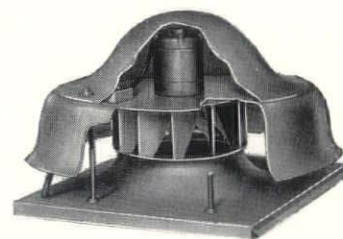
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# AIA approval for ads asked again in michigan

From Architectural Forum, October, 1953

At AIA's Seattle convention in June, the resolutions committee headed by Paul Gerhardt of Chicago was criticized for pigeonholing several proposals, one of them a Michigan recommendation to ease the institute's prohibition against paid advertising.

Last month at its annual conference in Detroit, the persevering AIA Great Lakes regional council blue-printed another attempt to modernize this institute rule. It adopted a resolution to go to the AIA board of directors urging approval for limited advertising under the following substitute rule:

"One may enter into paid advertising in a publication issued on behalf of the owner of a project on which he was architect, provided that copy is devoted entirely to promotion of the interests of the profes-

sion as a whole, is of such a nature as to inform the public of the beneficial services architects can render to society, and that no mention is made of the individual architect or firm, except for the signature."

For background the resolution stated that a similar proposal "was dealt with rather summarily at the Houston convention (1949) despite the fact that opinion, to say the least, was divided." It also declared "the institute should take a more realistic view of this phase of advertising, as it has done with respect to advertising in publications sponsored by it and its components.

In many instances, said the resolution, the present rule creates a condition that "tends to give the impression the institute is not realistic, progressive or businesslike." Example: an architect designed a news-

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## coming issues

**JANUARY, 1954** — ALBERT KAHN, ASSOC. ARCHTS. & ENGRS., INC.

**FEBRUARY**—FRANTZ & SPENCE

**MARCH**—40th ANNUAL M.S.A. CONVENTION

**APRIL**—ANNUAL M.S.A. ROSTER (Alphabetical)

**MAY**—SAGINAW VALLEY A.I.A.

**JUNE**—WESTERN MICH., A.I.A.

**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)

**DECEMBER** — CLAIR W. DITCHY

## 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.

The name "Monthly Bulletin, Michigan Society of Architects" is owned by Monthly Bulletin, Inc., a subsidiary of the Michigan Society of Architects, a Michigan non-profit corporation. Otherwise owned by Talmage C. Hughes, F.A.I.A., founder (1926), editor and publisher, Executive Secretary of the Society and of the Detroit Chapter, The American Institute of Architects.

Edited and published under the direction of Monthly Bulletin, Inc.: Adrian N. Langius, President; Sol King, Vice-president; Paul A. Brysselbout, Secretary-treasurer; Talmage C. Hughes, Resident Agent.

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**1953 Midsummer Conference**, August 6-8, 1953—Clarence H. Rosa, Chairman.

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

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Listed in Standard Rate & Data Service. For further information, see page 1.

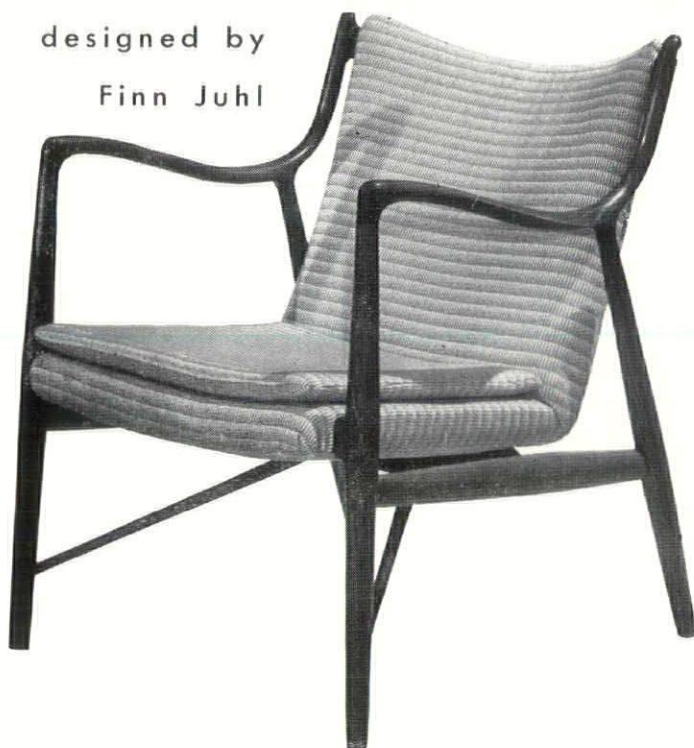
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Address all inquiries concerning National Council of Architectural Registration Board to William L. Perkins, Secretary-treasurer, 736 Lucas Ave., Chariton, Iowa.

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paper plant addition, but when the owner asked the architect if he would take space in a special edition featuring the building, the architect had to reply that he was forbidden to do so. The resolution said the limitation of publications "by or for the owner" should still protect the architect "against solicitation from other publications of a purely commercial nature."

Last May the AIA Journal printed a short, "opinions are solely those of the author" article by Architect Herman Charles Light of Los Angeles: "Is Our Code of Ethics 'Contemporary'?" Wrote Light: "Paid advertising is a real headache. Have you ever really studied this rule? Can the paid public relations counsels of many large offices qualify?"

Or do some of the form letters, mailing pieces, etc., meet the spirit of this rule? Is paid advertising a matter of degree for those who can afford a 'huckster'? . . . Let's make our code consistent with architecture as practiced. What good is a public relations program if the public encounters practices contrary to stated rules or in opposition to the needs and requirements of present-day good business?"

## advertisers

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# **national architect**

**official publication, national council of architectural registration boards**

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## **professions should take dust off codes**

*Reprinted from Printer's Ink, November 13, 1953. Copyright by Printer's Ink, Inc., 205 East 42nd Street, New York 17, New York.*

Is advertising something cheap and vulgar that should be avoided by all professional people? Codes of ethics of many professions practically say that it is.

Members are forbidden to advertise themselves. And some codes go beyond that and forbid members' association with advertising of any type, including recommendations of products or services in advertising by others.

One code—that of the American Institute of Architects—also frowns on advertising that pays tribute to individual members, even though the advertising contains no endorsement or recommendation of the advertiser or his products.

This point was brought out in our October 16 issue in an article telling how Adams Engineering Co., maker of jalousie windows, is saluting architects in the Miami area, including members and non-members of the AIA. With the article we published a statement by Clair W. Ditchy, president of the AIA, which

appeared in the association's Journal for October and stated the group's position on advertising of any kind involving members as something in bad taste, undignified, unethical and in violation of good practice.

With this we heartily disagree. As one of our readers points out, the fraternity of architects when branding advertising as cheap exploitation forgets that it is advertising that has created the demand for modern devices that lead to better living. If it were not for jalousies, sliding glass walls, radiant heating and hundreds of other modern conveniences, anyone could build a home with the help of a common carpenter and without the services of an architect.

We think it's time that professional codes of ethics that frown on advertising should be scrapped or at least revised and brought up to date to acknowledge the important part advertising plays in our modern society and the part it can play in enhancing the prestige of a profession and its contributions to our economy.

JOHN N. RICHARDS, A.I.A. (second from right), of the Toledo, Ohio firm of Bellman, Gillett & Richards, Architects for the Anthony Wayne Library at Defiance College, is shown at the cornerstone laying ceremonies, at which President Eisenhower spoke, marking the Ohio Sesquicentennial. Mr. Richards is past Director of The A.I.A. Great Lakes District.

The presidential stand was built in the Colonial style of old Fort Defiance, but with a modern roof of skylight green, translucent Corrugulux.

Left to right are Governor Frank Lausche, Senator John W. Bricker, President Eisenhower, Dr. Wilson Compton, President, Council of Financial Aid to Education, Inc.; Dr. Kevin C. McCann, President of the College; Richards, and Kenneth Wells, President of Freedom's Foundation, Valley Forge, Pa.





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# AIA

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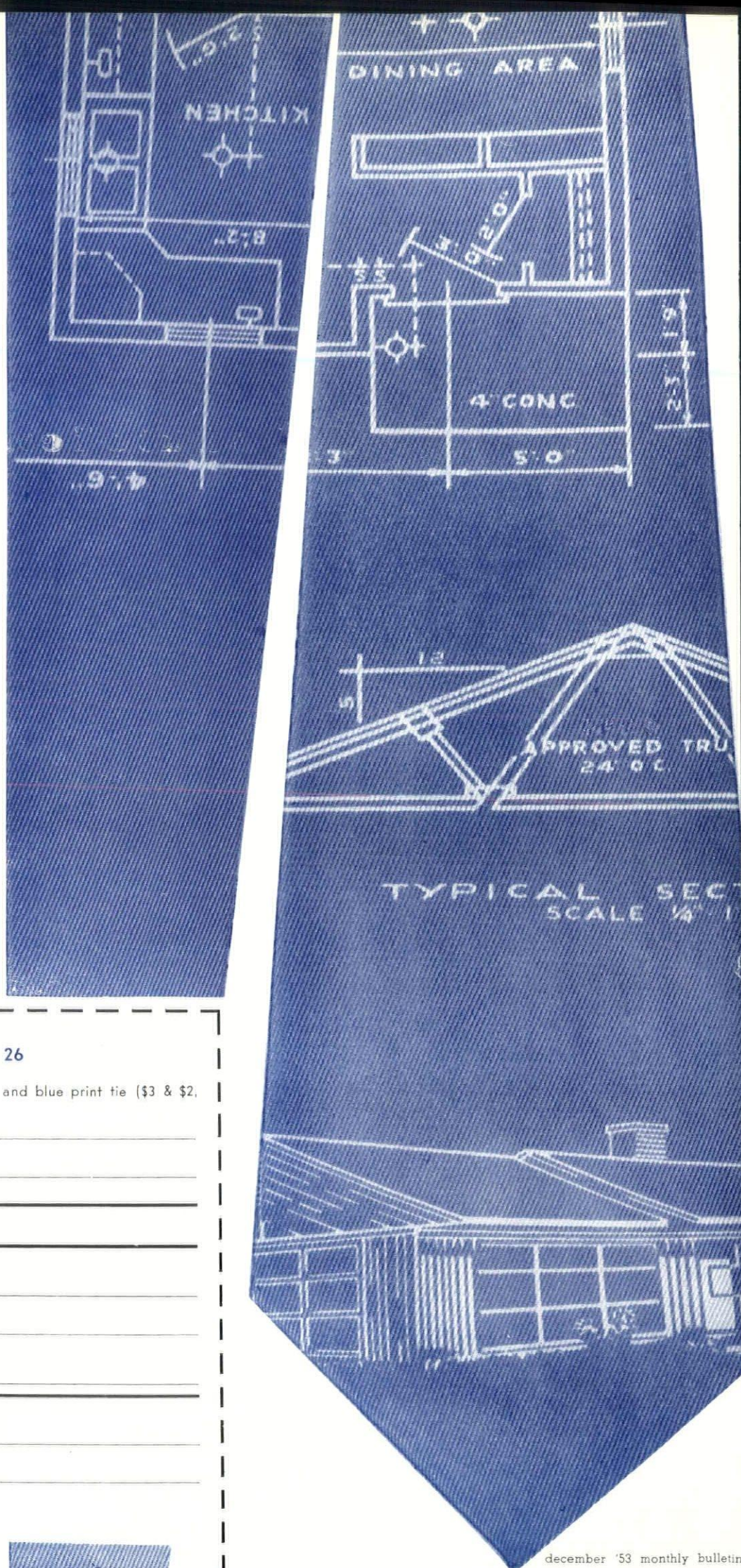
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# architects in the news

## alabama

ALABAMA ASSOCIATION OF ARCHITECTS, A.I.A., at its meeting at Alabama Polytechnic Institute, Auburn, on October 23, heard Dean John E. Dinwiddie of Tulane University's School of Architecture speak on Regional Architecture. Opposing the "International Style," the Dean said that its proponents "present a blanket formula represented as good, even ultimate, for architecture anywhere, regardless of region," and he added that these buildings are appallingly numerous over the world, and they make no concessions to region, climate or people.

## california

WOMEN'S ARCHITECTURAL LEAGUE of California honored newly registered architects at a cocktail party, preceding a dinner meeting of the Northern California Chapter, in Hotel Mark Hopkins, San Francisco, November 10. Frank Lloyd Wright was the dinner speaker. Mrs. Leffler Miller, of Berkeley, is League President.

JOHN VINCENT LESLEY, A.I.A., of Palo Alto, has been appointed architect of the American University of Beirut, Lebanon, to direct a long-range building program. The program is expected to take five or six years, during which time Lesley will conduct a seminar course on architectural subjects.

RAPHAEL S. SORIANO, A.I.A., of Los Angeles, has opened offices in Tiburon, "in an ark on the Tiburon waterfront." Soriano says he finds the location more peaceful for work than in a city skyscraper. His sign reads: "Raphael S. Soriano, A.I.A., Tiburon, Los Angeles, San Francisco."

STURH & HICKS is the name of a new architectural firm at 927 Truxton Ave., Bakersfield, Calif., composed of Robert F. Stuhr and James M. Hicks, Jr. Stuhr is a graduate of the University of Oregon, Hicks of the University of Southern California.

LEONARD FORD, ARCHITECT, has moved to his own new building at 1644 North Main St., Walnut Creek, Calif.

DONALD G. FRENCH has moved his architectural office to 757 Kains Ave., Burlingame, Calif.

## colorado

EDWARD L. BUNTS, A.I.A., of Colorado Springs has been re-appointed a member of Colorado State Board of Architect Examiners, by Colorado's Governor Thornton Friday.

UNIVERSITY OF COLORADO, DEPARTMENT OF ARCHITECTURE, announces the appointment of three new instructors: Byron Clayton Bloomfield, Charles Allen Haertling and James H. Kleege. Bloomfield, who has been with T. V. A., graduated from Iowa State College, has an MS degree from M. I. T. Haertling has a degree from Washington University, Kleege from Syracuse University.

## connecticut

DOUGLAS WILLIAM ORR, F.A.I.A. of New Haven, has been commissioned as architect for a new \$3,800,000 State Office Building at Hartford. Orr has designed numerous buildings for Yale University, Mt. Holyoke College, home office of the New York, New Haven & Hartford RR, Southern New England Telephone Company's administration building at New Haven, and Connecticut Light & Power Company's office at Berlin, Conn.

## delaware

MILTON D. LOWENSTEIN, of New York, has been appointed in the building construction division of the State Agricultural and Technical Institute at Delhi, Del. A graduate of Columbia University, Lowenstein has taught at Kansas State College and Hunter College. He designed the International YMCA in Shanghai, China, has done work in other foreign countries as well as in the U.S.

## georgia

MISS JUNE WOOD WICKER, A.I.A., of Atlanta, was named by the American Business Woman's Association as "American Business Woman of the Year," at the group's annual convention in Fort Worth, Texas, Oct. 25. Miss Wicker is a graduate of Oklahoma A. & M. She went to Atlanta several years ago to help with Georgia Tech's expansion program, remained to open her own office.

EVE & STUBB, OF ATLANTA, are architects for refurbishing the Eisenhower vacation cottage at the famed Augusta National Golf Club. Mrs. Robert T. Jones, Jr., wife of the Club President; Mrs. Edith Mansfield Hills, and Mrs. S. C. Porter, owner of Porter & Porter, decorators, Atlanta, put the finishing touches on the furnishings and decoration.

D. COLLIER HOUSTON has opened his architectural office in Albany, Ga. The firm, in the Bank of Albany Bldg., is under the name of D. Collier Houston & Associates, Architects. Houston is a graduate of Alabama Polytechnic Institute.

## illinois

LUDWIG MIES VAN DER ROHE, A.I.A., famed architect, who is planning the Illinois Institute of Technology campus, has been invited to design a proposed convention and exhibit hall for Chicago. The one-story building would be 700 feet square—larger than two average city blocks—with the world's largest hall, to seat 50,000.

ROBERT BABBIN has opened his architectural office at 3744 North St., Chicago. He is presently engaged on a series of additions to the Surf Towers Apartments on Sheridan Road.

FLORIAN A. KAITIS, A.I.A., formerly of the Chicago Building Department, has opened his offices at 38 S. Dearborn St., and 4950 Marine Drive, in 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.

## iowa

EUGENE C. O'NEIL, ARCHITECT, has opened an office at 6510 Sunset Terrace, Des Moines, Iowa. He is a graduate of Iowa State College, in architectural engineering.

## kansas

UEL C. RAMEY, A.I.A., of the firm of Ramey & Himes, Schaefer & Schirmer Associates, has been elected secretary-treasurer for the Committee on Church Architecture of the Lutheran Church, Missouri Synod. The committee considers plans submitted for Lutheran denominations from the U. S. and several foreign countries.

ROBERT FRANCIS MAJOR, ARCHITECT, has opened an office at 338 Brotherhood Building, Kansas City, Kan. For five years he was with John Maultsby & Co., and prior to that with architectural firms in Kansas City, Mo.

RAYMOND E. MEYN, ARCHITECT, has opened a new office at 602 Minnesota, Kansas City, Kan. With Meyn will be James E. Fennell, a graduate of Washington University.

JACK HANKAMMER, formerly of Topeka, has joined the staff of Arthur M. Scott, Architect, 403 N. Locust St., Pittsburg, Kan. Hankammer graduated from Kansas State College in 1950.

## louisiana

AIA NEW ORLEANS CHAPTER BULLETIN, Vol. 1, No. 1, appeared in October, 1953, and a most creditable publication it is. Printed, eight pages, 8½"x11", with color, it contains advertising and much valuable information in the way of text and illustrations. James B. Blitch, A.I.A., is editor. Publication office is at 1220 Carondelet Bldg., New Orleans 12.

WILLIAM S. EVANS, of Shreveport, has been elected President of the North Louisiana Chapter, A.I.A. He succeeds Marshall H. Walker, also of Shreveport. Others elected are Lester C. Haas, V.P.; G. Scott Smitherman, Secretary, and Jesse O. Morgan, Treasurer.

## maryland

BALTIMORE CHAPTER, A.I.A., has set up a small house consulting panel, to make partial architectural services available to the public, on a consulting basis, at an hourly rate. The panel has established an office at 2301 N. Charles St., where a book showing the work and background of panel members is available for examination by prospective clients. Some 32 architects are members of the panel.



## massachusetts

EERO SAARINEN, F.A.I.A., was the speaker at the first meeting of the Boston Society of Architects fall season at the Harvard Club in Boston, Oct. 6. Isadore Richmond, Chapter President, presided.

COL. WILLIAM W. DRUMMEY, ARCHITECT, of Boston, was presented the Massachusetts Institute of Technology Distinguished Alumni Award, by Dr. Julius Adams Stratton, M. I. T. Vice-President, at Boston's Sheraton Plaza, on the evening of October 27. More than \$1,000 from the dinner attended by 500 civic leaders went to charities.

ALDERMAN & MacNEISH, ARCHITECTS, have closed their offices in Holyoke and Springfield to consolidate their practice at 594 River Road, West Springfield, Mass. The firm is composed of Bissell Alderman and Archibald S. MacNeish.

## minnesota

R. BUCKMINSTER FULLER AND ARTHUR B. GALLION have been engaged to serve as visiting critics in the School of Architecture at the University of Minnesota. Gallion, Dean of the University of California, School of Architecture, will work with third-year students on their current problem: "A Planning and Rehabilitation Study for Downtown St. Paul."

## montana

MONTANA CHAPTER, A.I.A. held its convention at Great Falls, October 17. At the banquet, closing event, Cyril Conrad, head of the Department of Applied Art at Montana State College, was the speaker. His subject: "Relationship of Art and Architecture." Oscar J. Ballas, of Missoula, Chapter President, presided. Also in attendance were Sigvald Berg, Vice-President, and H. C. Cheever, Secretary-Treasurer. Cheever heads the Department of Architectural Engineering at Montana State College.

## missouri

ST. LOUIS CHAPTER, A.I.A. and the Chamber of Commerce of Metropolitan St. Louis have awarded prizes for the best designed buildings built in that City since 1941.

Two Gold Medals and two Silver Medals went to Harris Armstrong; other Gold Medals to Leo A. Daly; Hellmuth, Yamasaki & Leinweber; and Joseph D. Murphy. Silver Medals went to Frederick Wallace Dunn; Froese, Mack & Becker; Robert Ellington; Albert Kahn Associated Architects & Engineers, Inc.; Charles King; Eugene Mackey; Rathman, Kroell & Carroll; Isadore Shank; Kenneth E. Wischmeyer.

Jurors were Hugh Ferriss, Chairman; Richard M. Bennett, and Samuel E. Homsey.

## new york

BROOKLYN CHAPTER, A.I.A., has sponsored a movement to have the letters R. A. appear on the license plates of registered architects in the State of New York.

MILLARD F. WHITESIDE, A.I.A., has opened offices at 334 Mamaroneck Ave., White Plains, N. Y. A member of the Westchester Chapter, A.I.A., he formerly practiced in Mount Vernon.

## north dakota

PAUL GROSZ, of Grand Forks, was elected President of the North Dakota Association of Architects. He succeeds Harold Bechtel of Fargo. Others elected are H. L. Hoeffel, Vice-President, and Robert Ritterbush, Secretary-Treasurer. Formation of the North Dakota Chapter of The A.I.A. brings every state in the Union into the Institute. The new Chapter's officers are Knute Henning, President; Harold Brunner, Vice-President; Wallace Fiefert, Secretary; Paul Gross, Treasurer; Gilbert E. Horton and Myron Denbrook, Directors.

## ohio

J. MILTON DYER, F.A.I.A., of Cleveland, now 83, is a master builder whose career began at the age of 7. He likes to recall his adventures with tools in his father's hardware store in Pennsylvania and later in Cleveland. Mr. Dyer has rich memories of his architectural career, which should be recorded for posterity. For more than fifty years he practiced in Cleveland and has to his credit many of Cleveland's landmarks, including its City Hall. A few years ago, we had the privilege of a visit to his more recent Coast Guard Station there, with Mr. Dyer as tour conductor.

Commenting on Cleveland's recent architectural show, Mr. Dyer said, "Don't let modern architecture fool you, and don't be afraid of it. It's good, it's creative, and it also borrows from the past."

UNIVERSITY OF CINCINNATI was host recently to the regional meeting of the Association of Collegiate Schools of Architecture. Represented were schools in Ohio, Indiana, Illinois, Michigan and Pennsylvania.

## oregon

OREGON CHAPTER AND SOUTHWESTERN CHAPTER, A.I.A., are sponsors of The A.I.A. Honor Awards Housing Development Traveling Exhibit, in cooperation with the University of Oregon. Speakers at the dinner opening the exhibit were Robert Anshen, A.I.A., of Anshen & Allen, San Francisco, and Elmer Gabello, a development builder of the Bay area. They spoke on the importance of the development builder and the architect working together as a team.

## texas

TEXAS SOCIETY OF ARCHITECTS annual convention last month was called to order by President Albert F. Goleman, wielding a gavel made from wood taken from the White House remodeling in 1950-52. The gavel was presented to the wife of R. Max Brooks, A.I.A., by U. S. Senator Lyndon B. Johnson and Mrs. Johnson. The Senator and Willem M. Dudok, noted Dutch architect, were speakers at the convention. Also heard were Governor Allan Shivers and Dr. William Spriegel, Dean of Business Administration, University of Texas. Arthur Fehr, A.I.A., was convention chairman.

OTIS F. JOHNSON was elected President of the Texas Coastal Bend Chapter, A.I.A.; Walter Wilde, Vice-President; Vernon Smith, Secretary-Treasurer; Needham B. Smyth, Director. Johnson succeeds Joe G. Smyth. Carroll V. Tanner continues on the Board.

RIDJELL LEE AND E. PAUL KING, Texas Tech graduates, have opened their architectural office at 3304 Flint Ave., Lubbock, Texas.

## died

EDGAR OVET BLAKE, 87, in Evanston, Ill., Oct. 9. Designed many homes and business buildings along the North Shore.

EDWIN E. CLARE, JR., 62, of Mansfield, R.I. Nov. 1. Had been employed by Varney & Pike in Boston until his retirement two years ago.

GARDNER C. COUGHLIN, 65, at his home in Green Bay, Wis., Oct. 29. Educated at the University of Illinois, he formerly practiced in Indianapolis, Ind., where he was associated with the late Herbert Foltz. Mr. Coughlin was registered as an architect in Indiana, Michigan and Wisconsin.

ROBERT A. CROMBIE, 61, in Chicago, Oct. 31. He was a partner in the firm of Henschel, Everds & Crombie.

GEORGE P. DIEMER, 68, at his home near Rochester, N. Y., Oct. 13.

FRANK T. GEORGESON, A.I.A., 64, at his home in San Francisco, Calif. A native of San Francisco, where he lived for 58 years. He maintained offices at 355 Stockton St., San Francisco.

HERBERT C. HOWARD, 70, in Los Angeles, Calif., Nov. 4. A native of Chicago, he had lived in Los Angeles for 65 years.

ARTHUR WILLIAM McFARLAND, A.I.A., 63, of Bar Harbor and Boston, in New York, Oct. 23. Educated at Columbia, Art Students League and Beaux Arts in Paris. During World War II, he was with FHA in Washington and in Boston.

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

ARTHUR WYLD, 80, in Winnetka, Ill., Nov. 1. Until his retirement 16 years ago, he had been long associated with Schmidt, Garden & Erikson. Born in the Isle of Wight, he came to this country in 1900 for the Lipton Cup Race and remained.



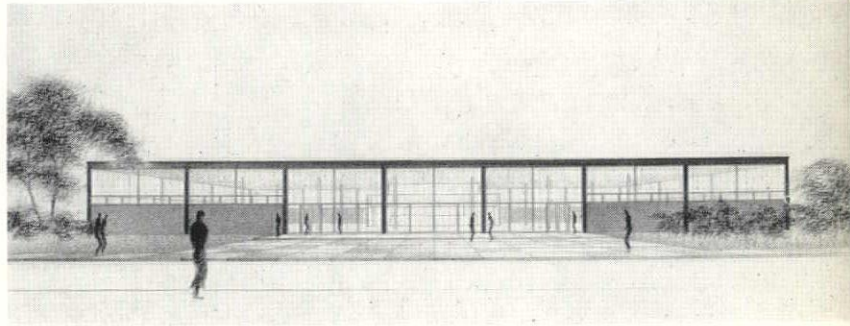


John J. Flad & Son, of Madison, Wis., are architects for the new Arrow Park manufacturing plant of the Parker Pen Company, Janesville, Wis. Unique is the 18-inch white rock-face Roman brick. Bordering the front of the plant is a "Path of Nations," made up of stone from 85 nations. Behind each stone is the flag of the nation.



The new offices of Pereira & Luckman, Architects and Engineers, are at Sunset Boulevard and Cory in Los Angeles, Calif. On a two-acre site, the building has two units—for architectural and engineering—separated by a landscaped patio. Main building was added to what had been the oldest ranch house in Southern California.

Ludwig Mies van der Rohe, director of the department of architecture at Illinois Institute of Technology, Chicago, is architect for this newest addition to the Tech campus, for various service and recreational facilities. It will be an exposed structural steel frame building with exterior walls of brick and plate glass.



Kelly & Gruzen, of New York, are architects for the new Albert Einstein College of Medicine, Yeshiva University, to be built in the Bronx, New York. Shown here is the first unit of the \$25,000,000 center to include colleges of Dentistry, Nursing, Public Health and Post-Graduate Studies.



## Architects' Trek 'Round South America

Jan. 19-Feb. 20, 1954

Harold R. Sleeper, Trek Leader,  
25 W. 44th St., New York 36, N. Y.

Plans have been completed for the entertainment of architectural societies in the countries to be visited by members of the A.I.A. and their wives. These parties will be held as follows:

At Lima, Peru, with the Sociedad de Arquitectos del Peru, at the Gran Hotel Bolivar, on Saturday, January 23rd.

At Graneros, near Santiago, Chile, at a barbecue with the Chilean architects and other guests, on Friday, January 29th.

At Buenos Aires, Argentina, with the Sociedad Central de Arquitectos at a cocktail party at the Hotel Victoria Plaza, on Monday, February 8th.

At Rio de Janeiro, Brazil, with the Instituto dos Arquitetos do Brasil, at a cocktail party at the Copacabana Palace, on Tuesday, February 16th.

The South American architects have asked to be allowed to plan and conduct the trips in their cities so that the A.I.A. members may see the best architecture, both old and new.

Fortunately the trek will reach Sao Paulo,

Brazil in time to attend the opening festivities of the IVth Centenary of Sao Paulo. These will include the 2nd Biennial of the Museum of Modern Art of Sao Paulo and the 2nd International Exhibition of Architecture. The exhibitions will give a world review of modern and contemporary art and architecture, and will include many works from this country.

The members of this group, led by Harold R. Sleeper, F.A.I.A., will include some of our leading architects. It is anticipated that this tour will give those who join the party not only an enjoyable trip, but also lasting social and professional benefits.



# products news

The Detroit Steel Products Co. sponsored the Producers' dinner-meeting held on November 9 in the Coral room of Hotel Fort Shelby, Detroit.

At the Speakers' table were Leo Bauer, Detroit Board of Education architect George Schulz; William Gillett, Vice president of the Detroit Steel Products Co. and 1st Vice president of National Producers' Council; President G. Fred Muller, William Snure, Walter Sandrock, Clyde Oakley, William Beeby, Michigan Sales Manager of Detroit Steel Products, dinner host, and Ed Miller, manager of Building Panel Division of Detroit Steel Products Co., the speaker of the evening.

Miller illustrated his talk with motion pictures and slides showing the advantages of light gage steel as the building material for the future.

A case in point was the installation of Fenestra Nepco Electrifyfloor, the new electrified cellular sub floor, in Detroit's City-County building now under construction in the Civic Center.

It was estimated that with the use of this light weight floor construction and fire-proofing, a saving of 1,000 tons of structural steel was made.

Among the architects in attendance were Lyall Askew, Allan Agree, Stan Bragg, Hurlless Bankes, Bud Budzynski, Cyril Cox, Stan Fleischaker, Homer Fowler, Carl Freiwald, Morry Hammond, Bill Kapp, Otto Kavielf, Bill Kuni, Joe Leinweber, Bill Lindhout, Alex MacGregor, Jim Morison, Gus Muth, Ray Perkins, Carl Pollmar, Louie Redstone, Phil Sherman, Carl Scheuffler, Cyril Schley, Art Schmidt, Al Schoerger, Fred Schoettley, Gordon Sheill, Fred Strauss, Alex Trout, Dirk Van Reyendam and Ray Ward.

The Producers' Council will hold its annual Christmas party this year at the Detroit Yacht Club on Belle Isle, Detroit, Michigan, Dec. 9, at 6:30 p. m.

John F. Finn of Pittsburgh-Corning Corp., Charles W. Trambauer of American Air Filter Co. and Walter G. Sandrock of U. S. Plywood Corp. are in charge of arrangements.

**Robbie Robinson Company**, manufacturers' agent, representing companies in the building field, announces removal to 18068 James Couzens Highway, Detroit 35. The new telephone number is University 4-1108. The company was formerly at 306 Murphy Bldg., Detroit.

**H. A. Manley Marble Company** announces that on December 1, its new location will be at 2033 Park Avenue, Detroit 26.

The company was formerly located at 155 West Congress St. The telephone number remains the same: Woodward 1-6343.

**Follansbee Steel Corporation**, Pittsburgh 30, Pa. offers books of architects' Certificates, for payments to contractors. The name of the company appears only on the stubs. A book of certificates will be sent free to architects who write for them.



MR. SCHEMM

## H. Ripley Schemm Honored by U. of M.

Mr. H. Ripley Schemm, Vice-President in charge of Operation of the Huron Portland Cement Company, was cited by the University of Michigan during their centennial celebration, as "being responsible for improved manufacturing methods used in the cement industry."

Born 1902 in Saginaw, Michigan, Mr. Schemm graduated from the College of Civil Engineering at the University of Michigan in 1925.

He began his career with the Huron Portland Cement Company as Assistant Superintendent of Plants and Vessels in 1925. Mr. Schemm is a registered inventor of several new and revolutionary devices for handling and conveying finely divided materials, among which are the air-feeder and the air-slide.

Airfeeders and airslides are the result of experiment in an endeavor to take advantage of the long known property of fluidization in an attempt to attain regulation of feed of materials throughout the plant flow. The airfeeder consists essentially of an irregular duct through which material moves under one baffle and then over another baffle to reach the outlet. When aerated, the material will flow through the airfeeder, and when aeration is stopped, the obstruction to flow will halt the movement of material almost instantly.

The fact that material has some movement horizontally through an airfeeder led to further experiments which later resulted in development and perfection of the air slide—the development of a continuous porous fabric through which low-pressure air could be introduced uniformly over the entire length of a conveyor to permeate the material resting on the porous fabric.

He was appointed Assistant General Manager in 1941 and Vice-President in charge of Operations in 1951. Mr. Schemm is married and has one daughter.

AIRXPELER roof exhausters, with low silhouette design, give the architect five different type units, all having similar appearance, to meet any air-moving problem, whether for roof exhausters or on chimneys for draft induction.

Engineered for high efficiency AIRXPELER has been thoroughly tested in thousands of installations in all parts of the world. The design eliminates turbulence by allowing air to enter the wheel freely, thereby lessening noise to a minimum.

Architects who attended The American Institute of Architects 85th Annual Convention at Seattle, Washington last June, have responded with high praise by indicating their interest in AIRXPELER, according to C. L. Ammerman, President of the C. L. Ammerman Company, Minneapolis, Minn., manufacturers of AIRXPELER.

**KNOLL ASSOCIATES, INC.**, of New York, manufacturers of contemporary furniture and textiles has opened a branch at 1080 North Woodward Avenue in Birmingham, Mich., in charge of Joseph Dworski, A.I.A., architect, and Edward Elliott, with Ted Best as sales manager.

Attending the opening and social hour on September 30, were architects Eero Saarinen, Clair W. Ditchy, Linn Smith, Ralph R. Calder, Owen Luckenbach, Malcolm R. Sturton, Earl W. Pellerin, Lyall H. Askew and D. S. Budzynski.

**The Multi-Color Company** announces removal of its headquarters to new and larger quarters at 116 Delaware Avenue. The Company's blue print and photostat departments will remain at 126 Delaware, next door.

The new headquarters will house the Company's photographic department as well as other operations of its complete reproduction service.

Multi-Color's downtown blue print and photostat departments will remain at 629 Woodward Avenue. The Company also maintains a branch at 4254 N. Woodward Avenue in Royal Oak.



## **m s a board meeting**

Michigan Society of Architects Board of Directors met at El Rancho Inn in Flint on the afternoon of November 11. All but three directors were present. Amedeo Leone, newly elected by the Detroit Chapter Board as its representative on the Society Board, was also present, though he does not officially take office until the December meeting.

Reports were heard from the various committees, indicating a great deal of activity: King on Administration, Hughes on the Monthly Bulletin, Haughey on Public Relations program, McGrew on Group Insurance, Askew on 40th Convention, and a written report from John Cross on proposed additions to the General Conditions, arrived at by a joint committee.

Askew announced that he had added two to his Convention Committee: Werner B. Guenther on Registration, and E. John Knapp on Brochure. It was decided that there might be two tours this year, to include the J. L. Hudson Company's new shopping center, and a manufacturing plant.

Elmer Manson reported for the Western Michigan Chapter and invited the Board to attend that Chapter's Honor Awards meeting next April. Brysselbout stated that the Saginaw Valley Chapter had its largest attendance recently when they met jointly with the Producers' Council and viewed their table top exhibits.

Secretary James B. Morison reported that Prof. Jean Hebrard, F.A.I.A., of Ann Arbor, is now a member emeritus of The Institute, its Detroit Chapter and the Society.

Neil Bertram, Society special representative, gave an account of his activities for the past month, on insurance matters, publicity, and work on a proposed television program.

Society directors joined with members of the Saginaw Valley Chapter for dinner, arrangements for which had been made by A. Charles Jones, A.I.A., and director Ralph W. Knuth, both of Flint.

The next Society board meeting will be held at the Detroit Athletic Club, December 16, at which officers will be elected to serve during 1954.

## **western michigan**

With Clair W. Ditchy, F.A.I.A., president of The American Institute of Architects, as guest of honor and speaker of the evening, one hundred and one members, wives, and guests of the Western Michigan Chapter met for the dinner and meeting, Monday, Nov. 16th, at the Porter Hotel in Lansing. Cocktails were served before the dinner, enabling members and guests to greet the new president of the Institute in an informal social hour.

Chapter president Vander Laan dispensed with the formal part of the business meeting and he invited introduction of the new associate members and special guests of the Chapter. He called on Adrian N. Langius, F.A.I.A., to present the evening's speaker. Langius outlined background highlights of Ditchy's full and accomplished career, then turned the meeting over to Clair Ditchy.

Ditchy spoke of modern Mexico's architecture, bringing in the native lore and heritage of the ancient that can be seen in

the new buildings. The colored slides shown indicated the lavish use of color and raw materials abundant in Mexico. His talk included striking slides of the arenas, stadiums, churches, and public buildings, in and around Mexico City. Of particular interest to the architects were photographed drawings of the various buildings and areas shown in completed form. Interspersed with the architectural and topographical slides, were shots taken at the bull fights which were most dramatic and well photographed.

As evidenced by the enthusiastic applause that followed the talk and slides, the group indicated how much it enjoyed having the new president, hearing his interesting commentary, and viewing his excellent slides. The President's informal manner and warmth of personality suffused this dinner-meeting and was reflected in the gala atmosphere that prevailed. Program chairman, Clark E. Harris, is to be congratulated for this evening's program arrangements.—N. C. B.

## **saginaw valley**

SAGINAW VALLEY CHAPTER, A.I.A., met at El Rancho Inn in Flint on the evening of November 11. Members of the Board of Directors of the Michigan Society of Architects met at the same place during the afternoon and joined with Chapter members for dinner.

Chapter President Ralph W. Knuth presided and presented the Directors. He

called upon Society President Linn Smith, who reported briefly on the Board meeting and what the Society is doing in general.

Reports were heard from officers and directors indicating that the Chapter is in an active state. A matter of practice was discussed and it was decided to poll the membership and consider the matter further at the next meeting of the Chapter.



# detroit chapter meeting

DETROIT CHAPTER, A.I.A.  
COMMITTEES, 1953-54

First named is chairman.

\* Indicates Associate Member

\*\* Indicates Junior Associate

MEMBERSHIP: Leo I. Perry, Werner B. Anderson, Werner Guenther, Talmage C. Hughes, George J. Bassett\*, Harold Binder\*, Thomas P. McEvilly\*\*.

PRACTICE: Joseph W. Leinweber, Paul B. Brown, Erroll R. Clark, Sol King, Earl G. Meyer, Raoul R. Hubel\*, Donald F. Johnson\*, Jack K. Monteith\*\*.

RELATIONS WITH THE CONSTRUCTION INDUSTRY: Raymond C. Perkins, A. Arnold Agree, John K. Cross, Gerald G. Diehl, Paul J. Ketelhut, George L. W. Schulz, Herman Gold\*, William D. Black\*\*.

ALLIED ARTS: Morris Jackson, Talmage C. Hughes, Louis G. Redstone, Lawrence G. Linnard\*, Ulrich Weil\*.

PUBLIC RELATIONS: Alex Linn Trout, Maurice E. Hammond, Helen L. Fassett\*, Paul F. Schelp\*, James V. Dirkes\*\*.

EDUCATION AND REGISTRATION: Suren Pilafian, Wells I. Bennett, L. Robert Blakeslee, Earl W. Pellerin, David Hamilton\*, Marco Nobili\*, James E. Gibson\*\*.

PUBLIC INFORMATION: Talmage C. Hughes, Carl B. Marr, S. Howell Taylor, Theodore V. Bacon, Jr., Horace G. Colwell\*, Francis G. Auer\*\*.

CIVIC DESIGN: Malcomb R. Stirton, J. Henderson Barr, Clair W. Ditchy, Richard B. Fernbach, Amedeo Leone, Suren Pilafian, Louis Rossetti, Henry F. Stanton, Minoru Yamasaki, Edward H. Laird\*, Lawrence G. Linnard\*.

PROGRAM: Earl G. Meyer, Wells I. Bennett, Richard B. Fernbach, Talmage C. Hughes, Suren Pilafian.

LIAISON WITH PRODUCERS' COUNCIL: Maurice E. Hammond, Jack K. Burns, H. Augustus O'Dell.

AFFILIATE COUNCIL AND ENGINEERING SOCIETY OF DETROIT: L. Robert Blakeslee, Julian R. Cowin, Robert F. Hastings.

APELSCOR: Maurice E. Hammond, James B. Morison, (Alternate: Albert E. Schoerger).

CIVILIAN DEFENSE: Theodore Rogvov, Hurless E. Bankes, Otto Kavielf, Donald F. White, Herman Gold\*.

PRESERVATION OF HISTORIC BUILDINGS: Emil Lorch, S. Howell Taylor, Frank Barcus.

DIRECTOR ON THE BOARD OF MICHIGAN SOCIETY OF ARCHITECTS: Amedeo Leone.

GRATIOT - ORLEANS REDEVELOPMENT: Clair W. Ditchy, Victor Gruen, Eero Saarinen.

GEORGE D. MASON MEMORIAL: Emil Lorch, Wm. E. Kapp, David H. Williams, Jr.

Willem M. Dudok, distinguished Dutch architect and town planner, will be the speaker at a meeting of the Detroit Chapter, American Institute of Architects at 8:00 p.m. in Detroit's Rackham building, December 4, following a dinner meeting of Chapter members, at which Dudok will be guest.

Dudok, who is making a two and one-half month's lecture tour of U. S. architectural colleges and chapters, sponsored by The American Institute of Architects, in an internationally known pioneer in the modern movement in Holland and a leader in his profession for more than 30 years. His principal works are in Hilversum, Amsterdam, where he contributed to that City's rapid growth prior to World War I.

Throughout the years, Dudok has maintained an extensive practice, and he was responsible for town plans of many other cities in his native country. His lecture will concern his own practice, "with ample illustrations of buildings and designs, showing how I found my own way through the years."

In his conception of architecture, Dudok proceeds from the plan of the town and its surrounding countryside to the individual building, or vice versa, but always thinking of each in terms of the other. He declares himself for the "restricted town,"

Charles B. Forbes, building engineer, Michigan Bell Telephone Company, told members of the Detroit Chapter, A.I.A., something of the gigantic business of his company, at the Chapter's meeting, Friday evening, November 13. The only product the company has to sell is telephone calls, he said, and he added that any subscriber could be connected with any one of the 50,000,000 others throughout the United States and Canada.

Mr. Forbes explained in his talk, which was illustrated by slides, how Birmingham, Michigan, the second City in the U. S. to have long-distance dialing, can be connected in a matter of seconds with any other telephone in the two countries.

In introducing the speaker, Chapter president Amedeo Leone stated that his firm, Smith, Hinchman & Grylls, did its first telephone building in 1906. It was a shed, and this led to bigger things—a building for the sale of second-hand materials. Then came the enlargement of garage doors. In the light of the vast amount of work his firm has since done for the company, Leone advised the young architects, faced with small commissions, to not sell their clients short.

Speaking on the subject, "Building Design with Respect to Telephone Installation and other Related Problems," Mr. Forbes stated that equipment cost six times as much as the building. In answer to a question as to what the future holds, he said that Mr. Harold S. Osborn, former chief engineer of A. T. & T., had predicted that eventually when a baby is born anywhere in the world he will be given a telephone number which will be his for life. With it will



WILLEM M. DUDOK

prevented from unlimited expansion by a surrounding greenbelt on which all building is forbidden. In support of this, Dudok says:

"I maintain that building becomes art only when it is sublimated by beautiful and harmonious space proportions, which ingeniously express the purpose and especially the cultural significance of the building."

go later a device something like a wrist watch, with which he will be able to talk with and see any one in the world. All this and color, too!

After dinner, before adjourning to the auditorium, president Leone reported on the Chapter board meeting held that afternoon. He stated that Joseph Leinweber had submitted a proposal to hold a competition of working drawings at the Michigan Society of Architects Convention in Detroit March 10-12, 1954, and this proposal was approved by the Chapter board. Leinweber's committee had also approved proposed changes to A.I.A. Document 177 and 177-A, which have to do with practice and fees. The president called upon Suren Pilafian who reported as chairman of the Committee on Education, and Talmage Hughes, who reported for the Allied Arts Committee, of which Morris Jackson is chairman. Leone reported that on December 9 the Chapter would join with Michigan Society of Professional Engineers in a program to develop closer cooperation between the two professions. Leo M. Bauer and William E. Kapp will represent the architects. There is in process the revival of Detroit Chapter's Honor Awards program. John Cross' Committee on Relations with the Construction Industry will soon have additional insurance clauses to include in specifications. The Chapter has been offered \$1,000 for scholarship awards. Mr. O. W. Osborn, of the Michigan Life Insurance Company, explained the features of the Michigan Society of Architects group insurance plan.

President Leone urged members to attend the next Chapter meeting, December 4, at which Mr. Willem Dudok, eminent Dutch architect, will be the speaker.



# architecturalities

Architects, Professional Engineers and Land Surveyors Council on Registration (APELSCOR), conducted certificate-presentation ceremonies for the State Registration Board in recognition of those who successfully met the requirements for registration at the June examination.

A dinner prior to the program at The Engineering Society of Detroit, was attended by APELSCOR officers, Board members and their ladies. At the ceremonies in the large auditorium, John J. Uicker, Council Chairman, presided, and after introducing Board members, he called upon Mr. Kenneth M. Meade, of the Public Relations Department of General Motors Corporation, who spoke on "The Engineer and Architect and their Professions." Mr. Meade is past president of E. S. D.

Talmage C. Hughes, Board Chairman, assisted by Henry G. Groehn, Executive Secretary, presented the certificates. Donald E. Trefry, Secretary-Treasurer of APELSCOR, was program chairman.

Mr. Meade told the new registrants that 20,000 graduates in their fields will come out of the colleges in 1954, whereas 35,000 are needed, and 30,000 more each year for some time to come, in building for peace and the age of the atom. He pointed out that the United States with but 7 per cent of the world's population has from 30 to 90 percent of the world's goods that make for a high standard of living.

The following received certificates as architects:

Byron H. Becker, 1455 Penniman, Plymouth; Robert Brodie, 275 Harrow Road, Birmingham; Herman G. Gold, 1000 Marquette Bldg., Detroit; Robert Goodall, 405 E. Pine St., Midland; Ernest King, 1041 Parmelee, Grand Rapids; Richard C. Lane, 130 Sunset Blvd., Battle Creek; William P. Lindhout, 870 Seward, Detroit; Philip J. Mathe, 4859 Chatsworth, Detroit; Robert C. Metcalf, 1052 Arlington, Ann Arbor; Gwen Carl Morhous, 1303 Collegewood, Ypsilanti; Douglas C. Morris, 55 Bay Shore Drive, Bay City; Charles A. Schoen, 229 N. Wismer St., Jackson; Karl O. Van Leuven, Jr., 1905 Industrial Bank Bldg., Detroit; Clarence L. Waters, 20219 Stoepel Ave., Detroit; Harold E. Whiting, 31109 Shiawassee Rd., Farmington; Egon Wiltsciek, 18665 Schaefer Rd., Detroit.

CLIFFORD B. WEST, muralist, is back at Cranbrook Academy of Art, after seven months spent on commissions in California and Colorado.

West's work is well known in Detroit, and they include the murals in the dining room of the Rackham Memorial Building, and those in the Veterans' Memorial Building, both by Harley, Ellington & Day, Inc., architects and engineers. His work is also to be seen at the Fox and Hounds restaurant and in the City Bank in the Penobscot Building. The bank was done by Smith, Hinchman & Grylls, Inc.

**Metropolitan Art Association**, of Detroit, announces a lecture by Naum Gabo on the subject, "Sculpture in the World Today," in the auditorium of The Detroit Institute of Arts, Wednesday evening, December 9, at 8:30 p.m.

Emerging from the Russian Constructivist movement following World War I, Naum Gabo did not concern himself with living or organic phenomena but with the mystical and mathematical elements of space, which he defines with glass or plastic combined with harp-like gut stringing. Following a scientific education at the University of Munich, he worked in Norway, Russia, Germany, France and England. He now lives in Connecticut and is teaching at Harvard University. An exhibit of his work was held at the Museum of Modern Art in 1948.

Tickets for the Gabo lecture may be obtained from William A. Bostick at The Detroit Institute of Arts, at one dollar each, including tax, or they may be purchased at the box office the night of the lecture.

**A. GORDON LORIMER, A.I.A.**, of 254 W. 54th St., New York City, has become a non-resident member of the Michigan Society of Architects, it is announced by James B. Morison, Society secretary.

A native of Scotland, Lorimer, a member of the firm of Lorimer & Rose, Architects and Engineers, attended Harris Academy, Dundee, Scotland, St. Andrews University & Glasgow School of Architecture, from which last named he received his diploma and the Sir Bowand Anderson Traveling Scholarship.

His early experience was gained in the Scotland office of MacLaren, Soutar & Salmon. He then came to New York, where he was employed by leading architects, and he later became architect for the Port of New York Authority, and chief architect for the Department of Public Works in New York City. He is registered to practice architecture in five states.

Lorimer received the joint citation of The American Institute of Architects, Producers' Council and American Standards Association for "advancement of modular coordination." He was consulting architect on the Delaware Memorial Bridge, which won first place in the American Institute of Steel Construction's annual bridge award for the most beautiful bridge built during 1951.

**Schley & Ward, Architects**, announce the removal of their offices to 18079 James Couzens Highway, Detroit 35, Mich. The telephone number remains the same: UNIVERSITY 4-2327.

The firm was formerly located at 16851 James Couzens.

Composed of Cyril E. Schley and Ray F. Ward, the firm is now engaged in an extensive program of commercial, industrial and institutional buildings.

**Herbert Murray Bentley** has been elected to membership in The American Institute of Architects and assigned to the Detroit Chapter, it is announced by Amedeo Leone, Chapter president.

Bentley, a native of Saginaw, Mich., received his bachelor of architecture degree from the University of Michigan, College of Architecture and Design in 1946. Following experience in architects' offices in Saginaw and Ann Arbor, he became a draftsman in the Detroit offices of Harley, Ellington & Day, Inc., Architects and Engineers.

After his military service in World War II, he traveled and studied in Europe. At present he is with Swanson Associates, Architects, of Bloomfield Hills.

**Alex Linn Trout, A.I.A.**, chairman of the committee on Public Relations for the Detroit Chapter, American Institute of Architects, is establishing a speakers' bureau in which Chapter members volunteer to serve as speakers before various groups when invited to do so.

Architects who are interested in this activity are requested to list their names with Trout at 141 Puritan Avenue, Highland Park 3, telephone TOWNSEND 8-5314.

**The Smith, Hinchman & Grylls**, scholarships at the University of Michigan have been awarded to four students: Donald Lawrence and James W. Bauer, both of Michigan, and Robert Vogel and James Wong, out-state students.

Besides the four tuition scholarships, SH&G have made two others available to sixth-year students at the University, who are majoring in building equipment. These awards will be made for the academic year of 1954-55.

**Gerald G. Diehl, A.I.A.**, chairman of the architects' division of the recent Torch Drive of the United Foundation, reports that his division exceeded its quota of \$41,800 by about \$1,000.

C. Allen Harlan, president of the Harlan Electric Company, was chairman of the building industry division of the fund-raising campaign, which accounted for more than a quarter of a million dollars.

**ARCHITECTURAL RECORD**, of July, 1915, Vol. 38, No. 1, has been added to the Bulletin's collector's items, through the courtesy of Herman Gold, A.I.A., of Giffels & Vallet, Inc., L. Rossetti Associated Engineers and Architects. It is from the library of Mr. George R. Long, 4020 W. Lafayette Ave., Detroit 9, Mich.

The 7"x10" paper-back book contains 384 pages, one-half of which is advertising. The issue is devoted principally to Daniel Hudson Burnham and the work of Burnham & Root, D. H. Burnham & Co., and Graham, Burnham & Co., articles on which are by A. N. Rebori. Also included is an article on "Burnham as a Pioneer in City Planning," by William E. Parsons. Other material includes an article on "Spanish and Mexican Themes," by Bertram G. Goodhue.

Advertising is by firms many of which are well known today. One advertisement contains a picture of Mr. Burnham, which indicates that one of our current problems is not new.



# daylighting laboratory

College of Architecture and Design, University of Michigan, has set up a laboratory for the study of day-lighting, it is announced by Dean Wells I. Bennett, F. A.I.A.

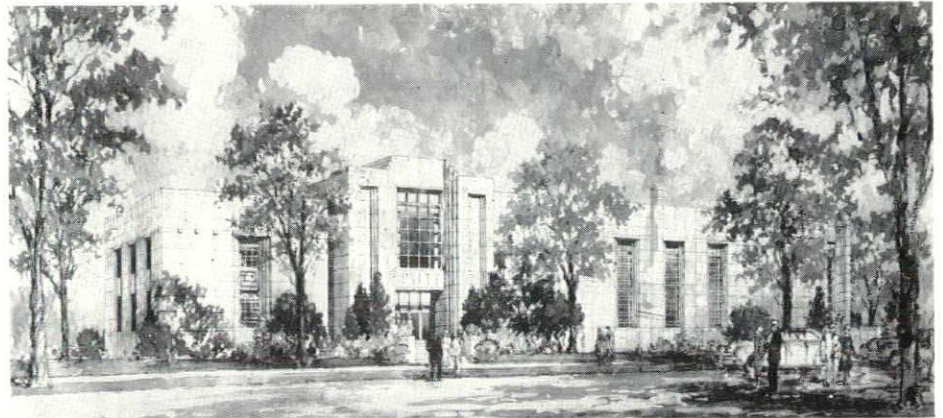
The illumination laboratory is intended to be used in connection with structural design studies currently being conducted by the College's architectural research staff. It will also be used for classroom demonstrations in the architectural design courses.

Equipment consists of a light-diffusing box to simulate the sky and a lamp mounted on a curved track to simulate the sun. Small-scale models of buildings are used to study the amount of light coming through various combinations of translucent roof and ceiling materials. After light intensities have been measured with a brightness meter, the number of foot-candles or

foot-lamberts likely to occur in various parts of the building interior on cloudy days or on bright sunny days can be accurately predicted.

The laboratory has made use of the model of a top-lighted classroom in a new school designed by Leinweber, Yamasaki and Hellmuth, architects undergoing laboratory tests.

Other architects who may wish to experiment with skylighted building designs are also welcome to use the laboratory facilities, Dean Bennett states. All that is required is a scale model of the proposed structure, preferably one inch to the foot, together with samples of the light-transmitting and light-diffusing materials under consideration. A small service charge will be made to cover only the cost of the actual testing.



Unity Temple, for the Detroit Unity Association, on Second Avenue between Covington and Whitmore. Arnold & Fuger, Architects. Rendering by Frederick Crowther.

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a c c e s s o r i e s

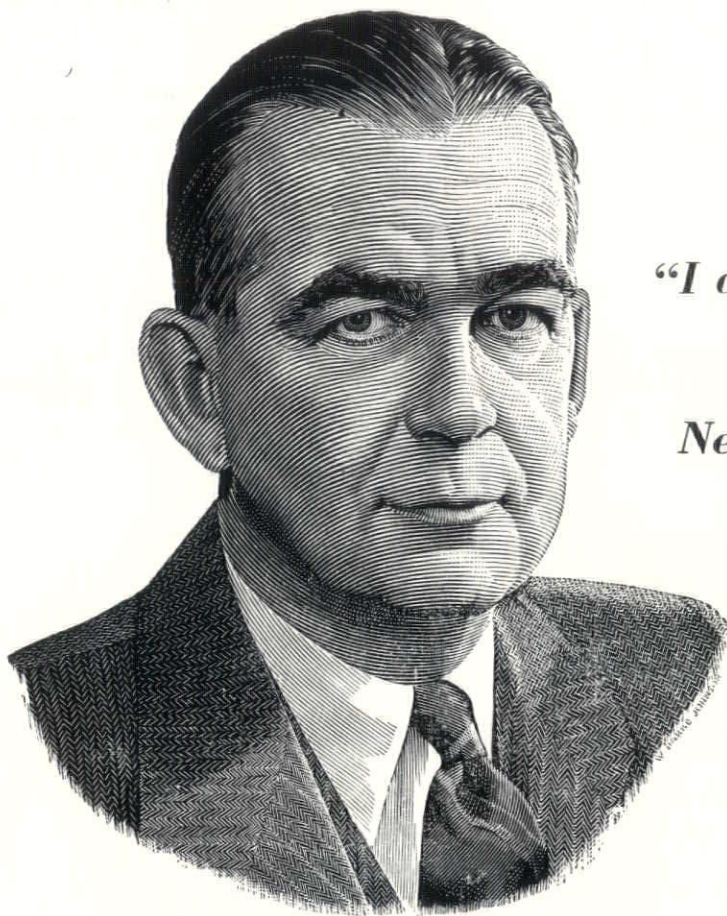
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Fortunately for America, industry and business recognize that "the security of the Nation rests upon the security of the individual."

More than 45,000 companies offer their employees the Payroll Savings Plan. In many of these companies more than 60% of the employees are Payroll Savers—in some, participation is 75%, 80%, and higher. But, in others participation is low—sometimes less than 25%.

Why does Company A have an employee participation of 75% while Company B—about the same size, in the same industry, with the same wage scales—has less than 25% of its employees enrolled in the Payroll Savings Plan? Is it because the employees of Company B are not concerned about their future, have no interest in personal security?

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Currently, upwards of 8,000,000 men and women are enrolled in the Payroll Savings Plan. The 1954 goal—9,000,000—can be exceeded if you and other executives will take a personal interest in your company's Payroll Savings Plan. Any information and all the help you need to build a successful Plan can be obtained promptly from Savings Bond Division, U. S. Treasury Department, Washington Building, Washington, D. C.

*The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and*

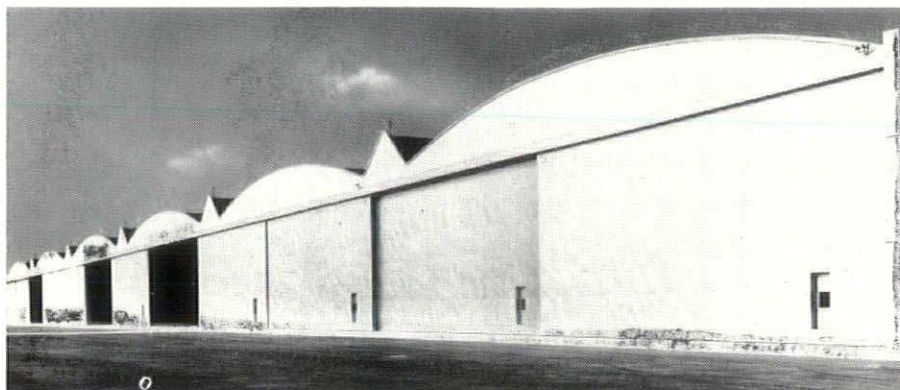


**Monthly Bulletin, Michigan Society of Architects**



**26,880** Square Feet

**of Door Opening in 12 Leaves**

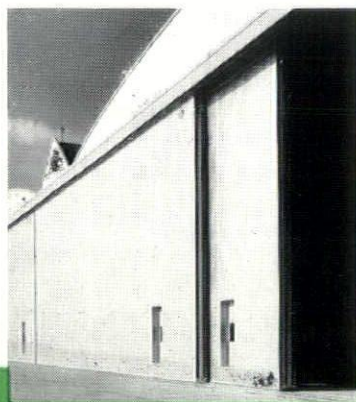


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The solution can be noted in the picture above. Twelve steel leaves 70 feet wide and 32 feet high. Each leaf individually motorized and providing each hangar with a 140 foot opening. Finished leaves weigh over 20 tons, yet each opens at a rate of 60 feet per minute.

All hangar door openings present problems involving specialized technical skill. To assure a door that is structurally sound . . . easy and economical in operation . . . fast acting . . . dependable and weather tight . . . a competent and experienced manufacturer is the first requisite. Byrne engineers are qualified by 25 years of progressive development with doors of all kinds.



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**FOR INFORMATION** regarding Byrne doors and facilities consult Sweet's Catalog or write direct for our brochure.

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The Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors will hold examinations on January 30, 1954, for the Engineers-in-Training and Part IV, Structural, for the Architects.

There will be no examinations held until June 1954 for the Professional Engineers and the other parts of the Architectural examination. The Engineer-in-Training examination is an 8 hour written examination and the Part IV, Structural, for Architects is a 4 hour examination.

The examinations will be held in Detroit at the Rackham Building, Michigan College of Mining and Technology at Houghton, Michigan, University of Michigan in Ann Arbor and at Michigan State College in East Lansing, Michigan.

All applications to write this examination must be in the State Board office no later than December 15, 1953. Applications received after this date will not be accepted for the January 30, 1954 examination. The applications must be signed and notarized and returned to the State Board with \$15.00 application fee. If the applicant has his degree, a transcript must accompany the application. If the applicant is receiving his degree in January or February, 1954, the transcript must be forwarded to the State Board before the grade will be released. Applicants who are graduating after February 1954 would not be eligible for this examination. June 1954 graduates must wait until the June 1954 examination.

Additional information may be obtained from the Board offices, 705 Cadillac Square Bldg., Detroit 26, telephone WOodward 2-0217.

The College of Architecture has awarded tuition scholarships, two others will be awarded to sixth-year students.

Donald M. Lawrence and James W. Bauer, both of Michigan, and Robert Vogel and James Wong, outstate students, are the recipients.

Smith, Hinchman & Grylls, Detroit architects and engineers, recently established six scholarships at the University of Michigan for students in the College of Architecture and Design. Besides the four tuition scholarships, two others will be awarded to sixth year students majoring in building equipment. These awards will be made for the academic year of 1954-1955.

KARL F. KRAUSS, JR., A.I.A., has opened his own architectural office at 306 S. Capitol Ave. in Lansing.

A graduate of the University of Michigan College of Architecture, he became registered in Michigan as an architect in 1952. He is a member of Tau Sigma Delta international honor society.

Krauss had practiced in Traverse City, was employed in other architects' offices in Lansing, St. Johns and Spokane, Washington.

Last January he was awarded a top prize in a competition for the 1953 model house of the Indianapolis Home Show.

Krauss is a member of the Western Michigan Chapter, The American Institute of Architects, and the Michigan Society of Architects.



# harlan scholarship

W. Kent Cooper, winner of the \$5,000 C. Allen Harlan Scholarship, sponsored by the Michigan Society of Architects, last year, gave a final report of studies he made while based at Cranbrook Academy of Art, at the Michigan Society of Architects tenth annual midsummer conference at Mackinac Island, August 6-8, 1953.

Since then Cooper has gone to Europe, as winner of the Paris Prize, offered by the Beaux Arts Institute of Design.

Cooper, who took for his thesis "A Comprehensive Study of Industrial Architecture," accompanied his report with color slides and an exhibition of graphs, charts and other drawings. The scholar's studies were to determine the relation of industrial plants to their communities, what each can do for the other, and the influence environment has on the individual worker.

Among other considerations, the report presents evidence to support the tendency of industry to decentralize, and it states:

"Our industrial building design firms are currently doing a proficient job of applying the most advanced techniques of lighting, ventilation, sanitation and safety in a highly conscious manner. The result is the industrial plant which is nearly perfect as a machine for housing machines. But as environment for the social and creative phases of work it is a meagre example indeed. Prototyping leads to formulization, and technics has brought about the modern factory type. When the process of building design itself has been stifled, and bereft of positive expression, no wonder the resultant spaces are devoid of any quality that will evoke a positive response from both worker and manager. And is this positive response not what management is currently paying millions to restore, through 'human engineering' programs?"

Environmental influence does not stop at the factory gates, but extends into the community and even into the region, the report states, as it continues:

"In proposing a positive method of architectural activity, let us accept the discipline of a total environment of man, land and community as the most fundamental of all building blocks for our use. A knowledge of each of these phases and an understanding of how they may be used and integrated is probably the most important and beneficial aid we can have. As a result, it may be possible for us to build factories and communities in a manner that will breed well-adjusted, strong individual citizens."

In dealing with the question of size of plants, the report points out that industrialists can harness as many machines together as desired and have them run efficiently, but it adds:

"Getting humans to pull together in the same robot-like manner is another problem. Operational theorists expound our ability to make any size group operate efficiently, but plant managers have been trying for years to get 200-300-man plants, ones they can comprehend and control. A survey in Britain showed the 100-employee mark to be the turning point in the operational structure. Beyond that

point a multitude of human engineering and employee-relations programs become necessary to replace that which occurred spontaneously below the 100 mark. We have the technical facility to make plants any size. Why not put this ability to work? Today the bulk of our production comes from plants over the 1000 mark."

Touching upon technological advances, the report states that lighting, heating, ventilating, color, noise-control and the like have undergone much scientific analysis in the past few decades, and it adds regarding safety:

"Excellent standards for the promotion of industrial safety are available, but with every precaution short of constant surveillance being taken, we have not reduced our industrial fatalities in the past six years. What is responsible for this? Nine chances out of ten it is the same old problem—men are not stimulated to think. The plant is just too overscaled. Lethargy prevails against survival. The 300-man plant can be made safer, in the final analysis, than the larger plants we have today."

In dealing with the question of claustrophobia, the report states that by far the most important psychological effects of the animate environment on the worker is the problem of isolation. First there is the morning rush to work over congested highways. Then from a sea of parked cars the worker progresses daily into a hall of time cards and lockers, finally to arrive in the production area, which is either closed entirely from the outside world, or screened with frosted glass, transmitting light but not vision. While it is necessary to guard against distractions from the outside in the interest of safety, there is no scientific way of duplicating the quality of natural light, or restraining the human desire to retain contact with the outside world. The unrest resulting from such isolation may actually be a greater hazard than distraction. Thankfully, positive architectural steps can be taken to alleviate this problem.

"And finally, when the typical trade publication deals with better environment for the individual, it does so in terms of modern locker rooms, cafeterias, recreation rooms, playfields, movies and the like. Business' job is production, and when management ices the cake with unproductive facilities, no wonder labor is skeptical. Present-day architects are not the least in the promotion of this concept. Give the individual a well-scaled plant environment, designed to fill his work needs and he will take care of his entertainment and recreation, along with his family's, very naturally and effectively. This approach offers the most positive method of relating the individual to his industrial environment. As such it is the architect's opportunity to give this conception physical implementation."

The report concludes that the essential difference between the pattern of the future and the one we know today is in the difference of centralization, and it foresees no need for centralization in the future, as material and energy resources will be collected and processed in geographically separated areas and centralized only in final processing or fabrication stages.



# harlan scholarship

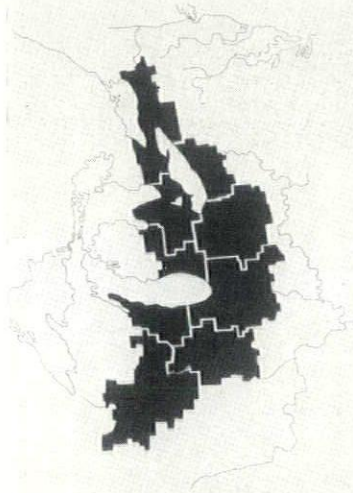
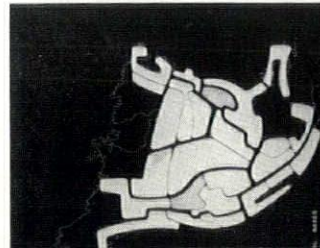
With a little time and a great deal of distance between us now, I'd like to report to the members of the Michigan Society on the C. Allen Harlan Scholarship, which was undertaken by me last year.

It takes time and distance to fully realize the dynamic civilization in which we Americans live. There are certainly things that we should be doing to make our society a better one, but one has only to cross the ocean to grasp the full impact of the advance that our country has made over its ancestors.

At this point we might easily lapse into a "laissez faire" attitude toward our cities and buildings. But that is just the thing that we must guard against with all our energy. Perhaps that is just the same attitude which has brought so much of Europe to its present impasse.

The need was never so urgent, nor the time so ripe, for our profession to awaken and seize its responsibility for a continual searching examination of the very roots of our activity.

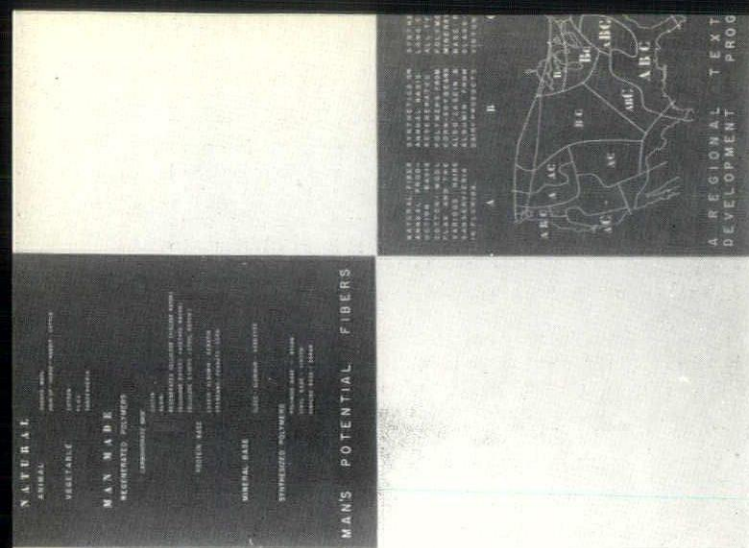
Our buildings are statements of our civilization, emotions, and times. It was with this in mind that the Harlan Industrial Architecture study was undertaken. The project is more than a building-type study. It is a basic environmental study of one very important section of our contemporary activity: WORK. The



**WHY HOLLY**  
HOLLY WAS NOT AN ARBITRARY SITE. IT WAS THE LOGICAL OUTGROWTH OF A REGIONAL STUDY OF NATURAL & CULTURAL FORCES. AS THE CHART ON THE CORN INDUSTRY INDICATES, REGIONAL DESIGN CONSIDERATIONS FINALLY FIXED THE SITE AT HOLLY.



**WHY CORN**  
CLOTH WAS CHOSEN FROM A MULTITUDE OF POSSIBLE PRODUCTS BECAUSE OF ITS BASIC NATURE IN OUR EXISTENCE. A SEARCH OF THE FIBER MATERIALS AVAILABLE TO MAN DISCLOSES THE CORN FIBER VICARIA. BUT DOES IT ALONG WITH THE OTHER FIBERS HAVE TO BE PRODUCED IN ONE "TEXTILE REGION" INSTEAD OF WHEREVER THE RAW MATERIALS ARE FOUND. HERE IS A PROGRAM FOR REGIONAL PRODUCTION.



study springs from the premise that the work activity (PRODUCTION) must fulfill basic human needs; physical, social and creative. The industrial architect plays a critical role in the degree of this fulfillment.

A factory building is more than a tool of production. It is also housing for human beings for one-half of their active hours. A strong case could be developed here for the fact that we, for the most part, have stripped ourselves of the aesthetic and replaced it with the scientific in our industrial building design. But let us not labor that point here, but rather examine the positive steps that may be taken.

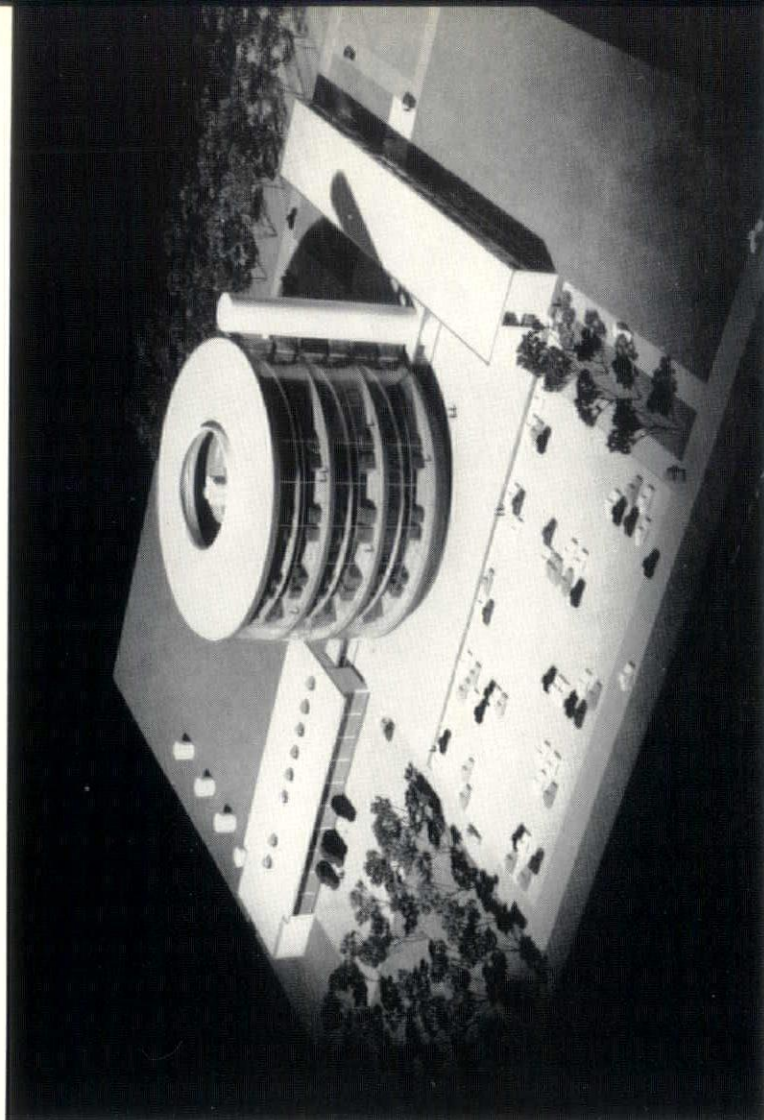
Our primary interest centers about the individual who inhabits the plant, the worker. For producing goods at the expense (physical or psychological) of the person for whom they are ultimately intended is a false economy indeed. This individual worker operates constantly under the influence of the animate and inanimate environment that surrounds him. This influence neither commences nor ends at the factory gates, but rather extends far into the community and region. With industrial development and planning, there is an unequalled opportunity for influence of environment both without and within the factory.

But this is true only if we as architects will truly accept our full responsibility. In the project presented here: CORN TO CLOTH, an attempt has been made to trace this total environmental influence for a specific industry; showing its regional influence, community integration, and finally, its physical form man-

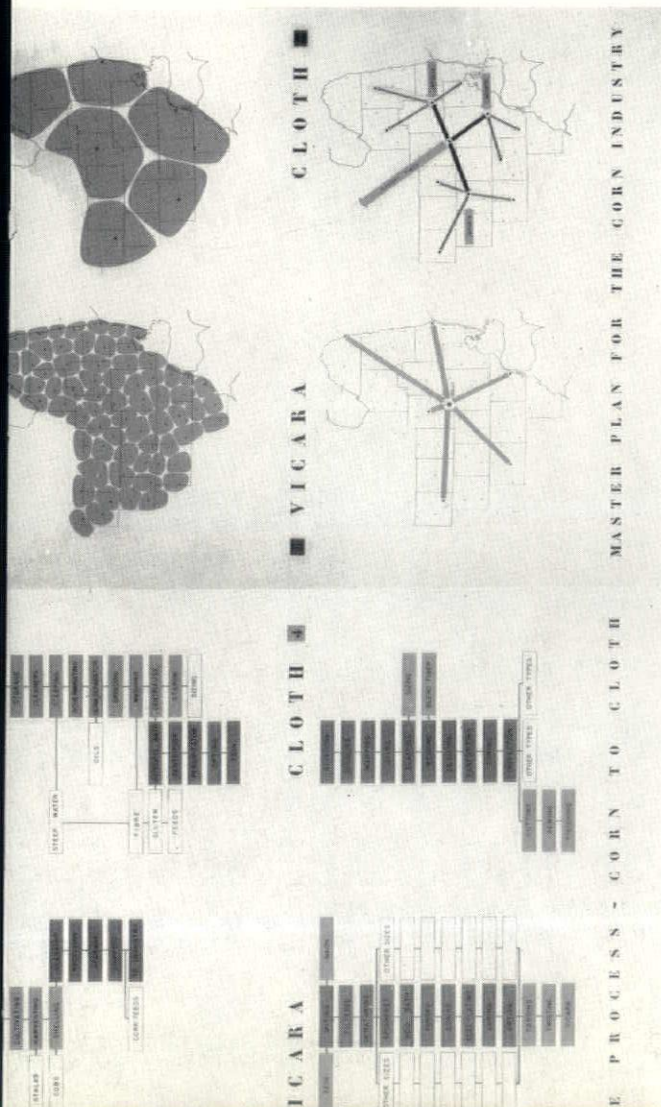
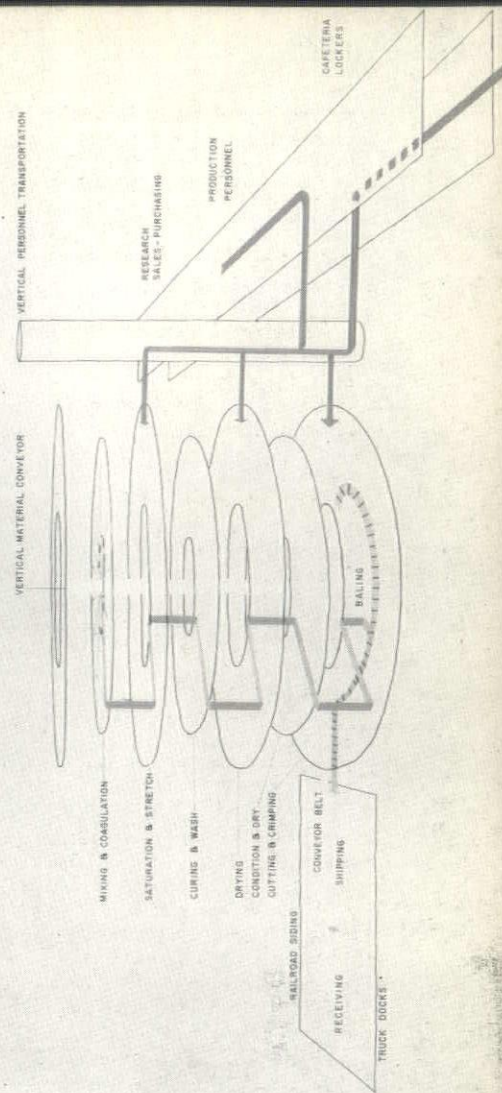


I firmly believe that this type of comprehensive study offers the strongest contribution that we as architects can make to the design of better industrial installations in the future.

W. KENT COOPER



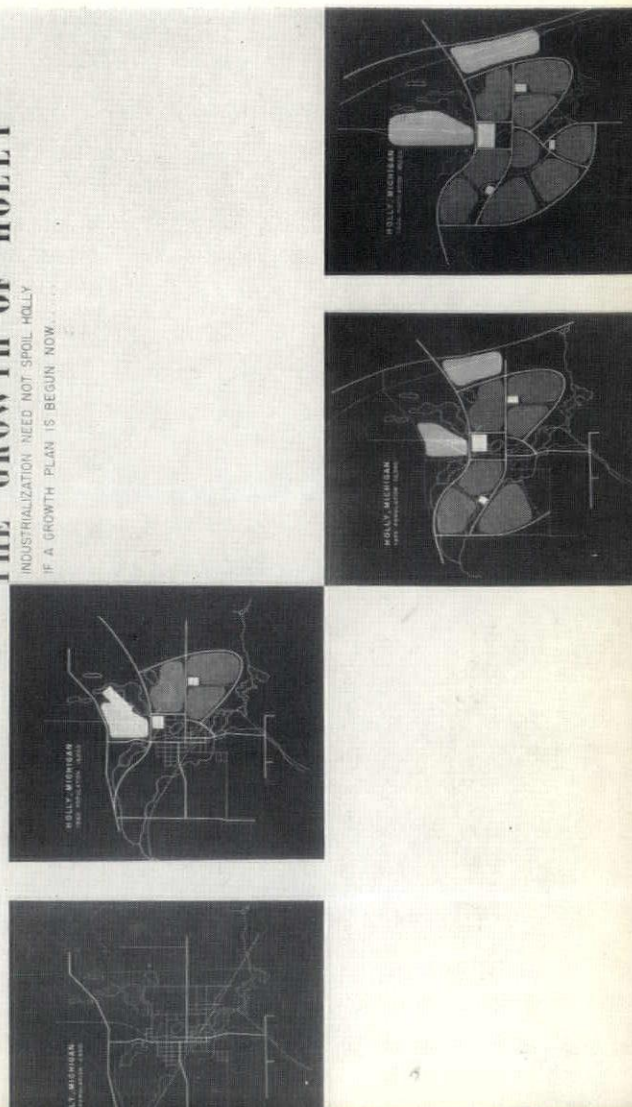
## THE ARCHITECTURAL SOLUTION



The scholarship won by Kent Cooper was one of five given by C. Allen Harlan, President of Harlan Electric Company, of Detroit, at the end of 1951. The others were to University of Michigan, University of Detroit, Wayne University and the University of Tennessee. Cooper won his scholarship through a competition conducted by the Michigan Society of Architects.

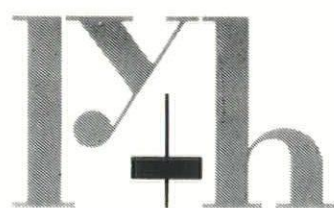
## THE GROWTH OF HOLLY

INDUSTRIALIZATION NEED NOT SPOIL HOLLY  
IF A GROWTH PLAN IS BEGUN NOW

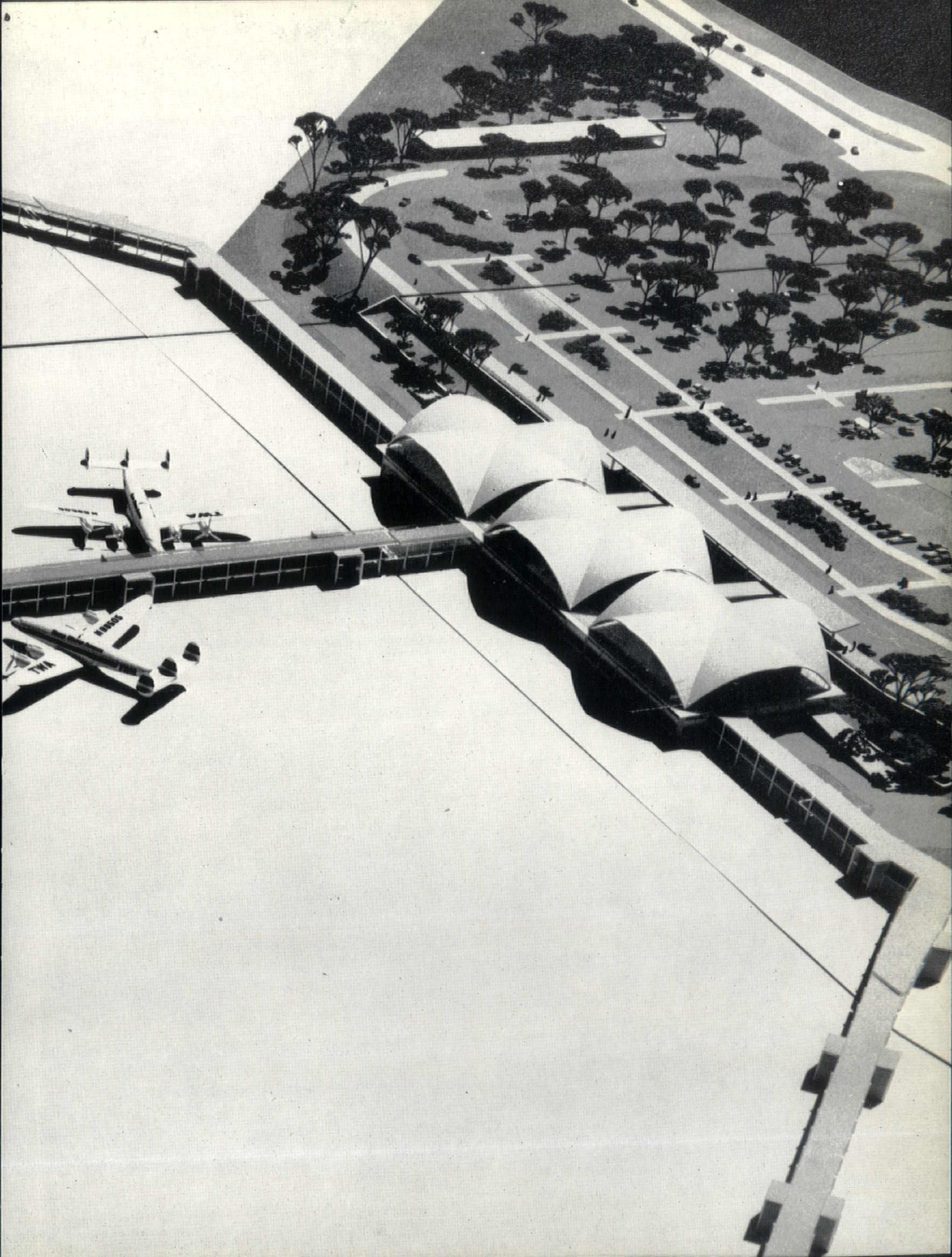




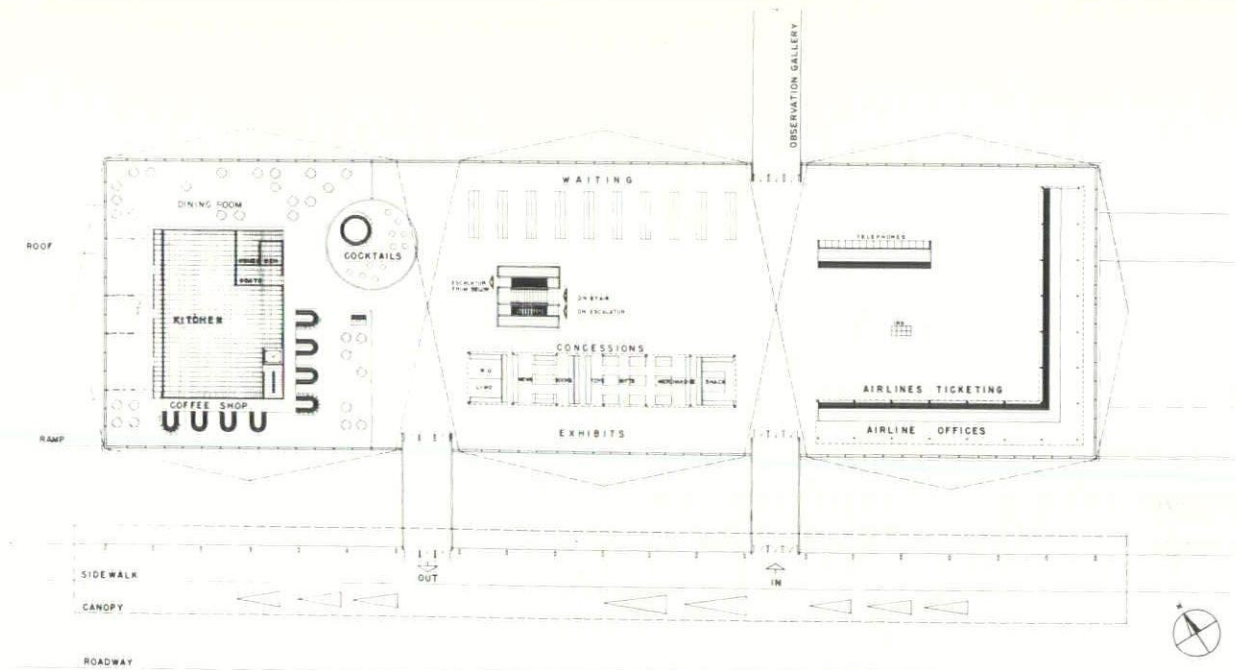
LEINWEBER YAMASAKI AND HELLMUTH





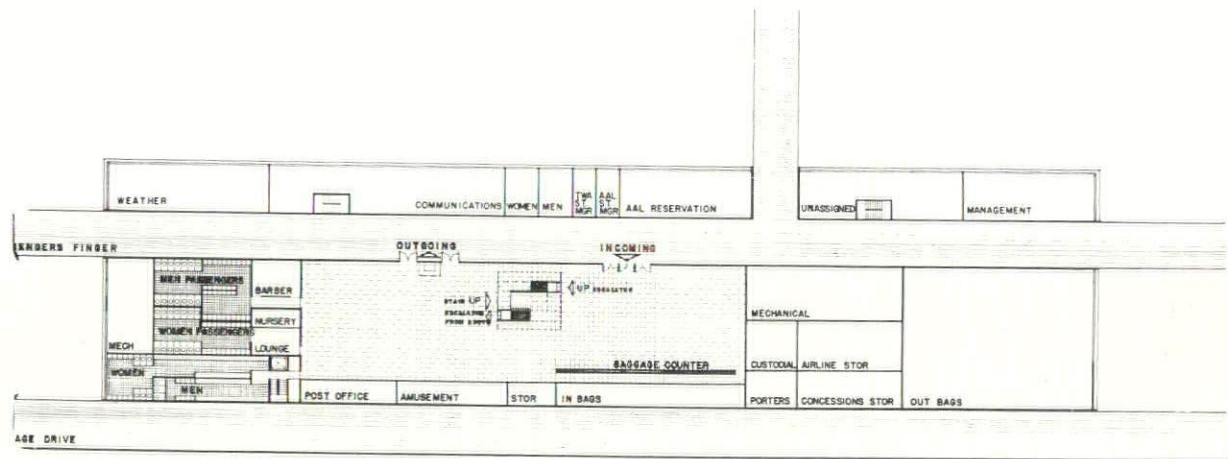






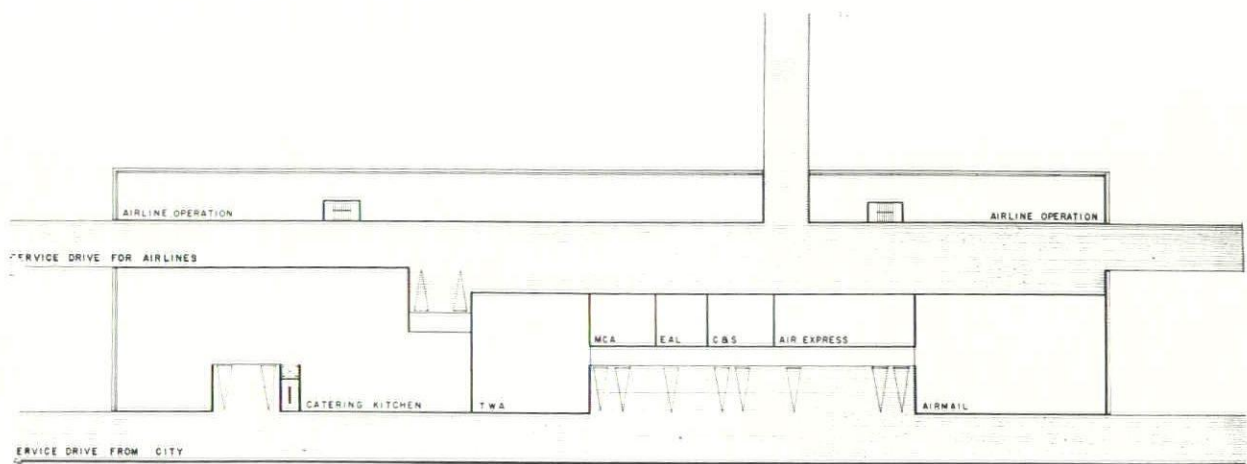
PASSENGER LEVEL PLAN

SCALE 0 10 20 30 40 50  
PROJECT SCALE 1/4" = 1'-0"



FINGER LEVEL PLAN

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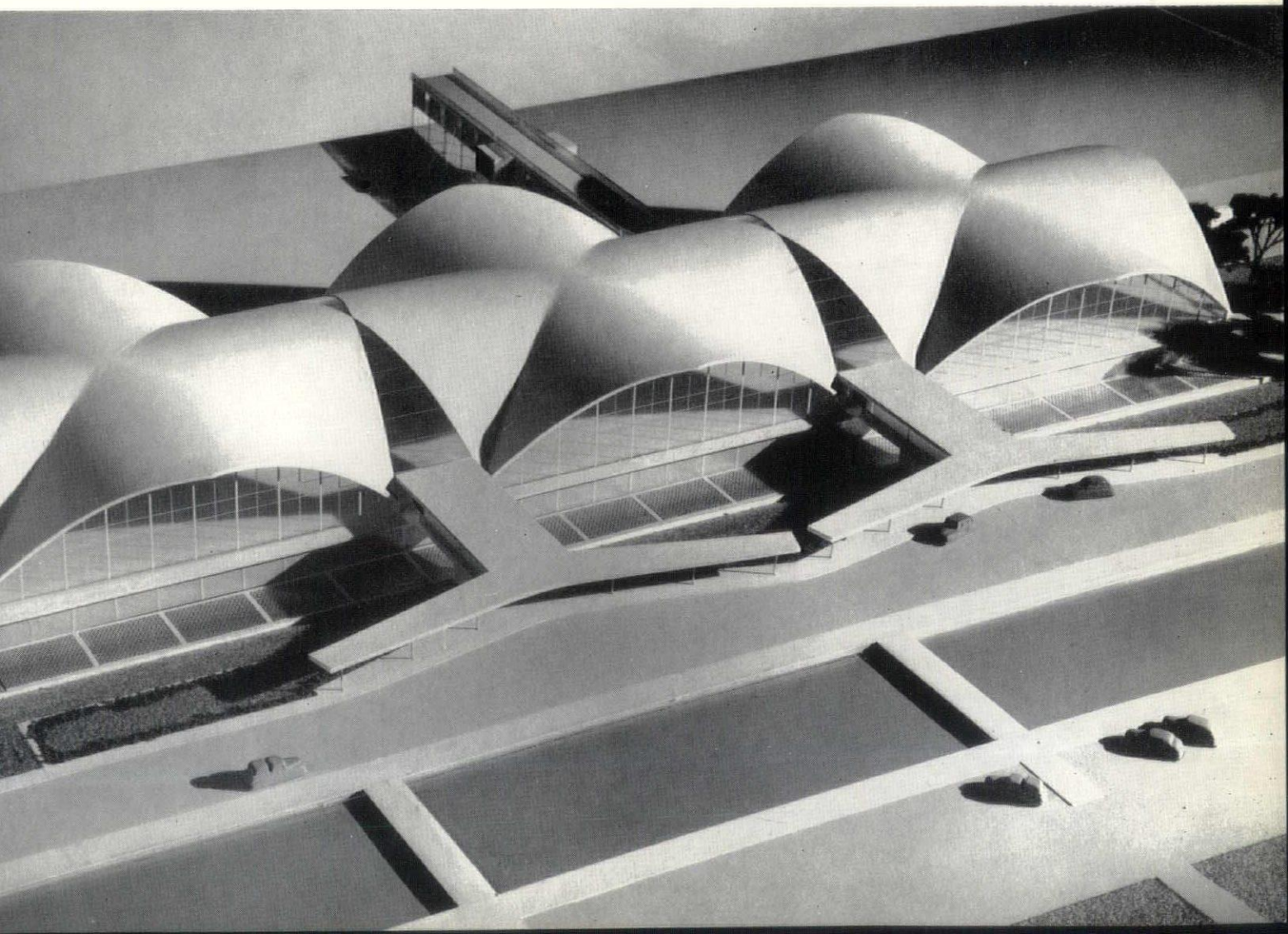


APRON LEVEL PLAN

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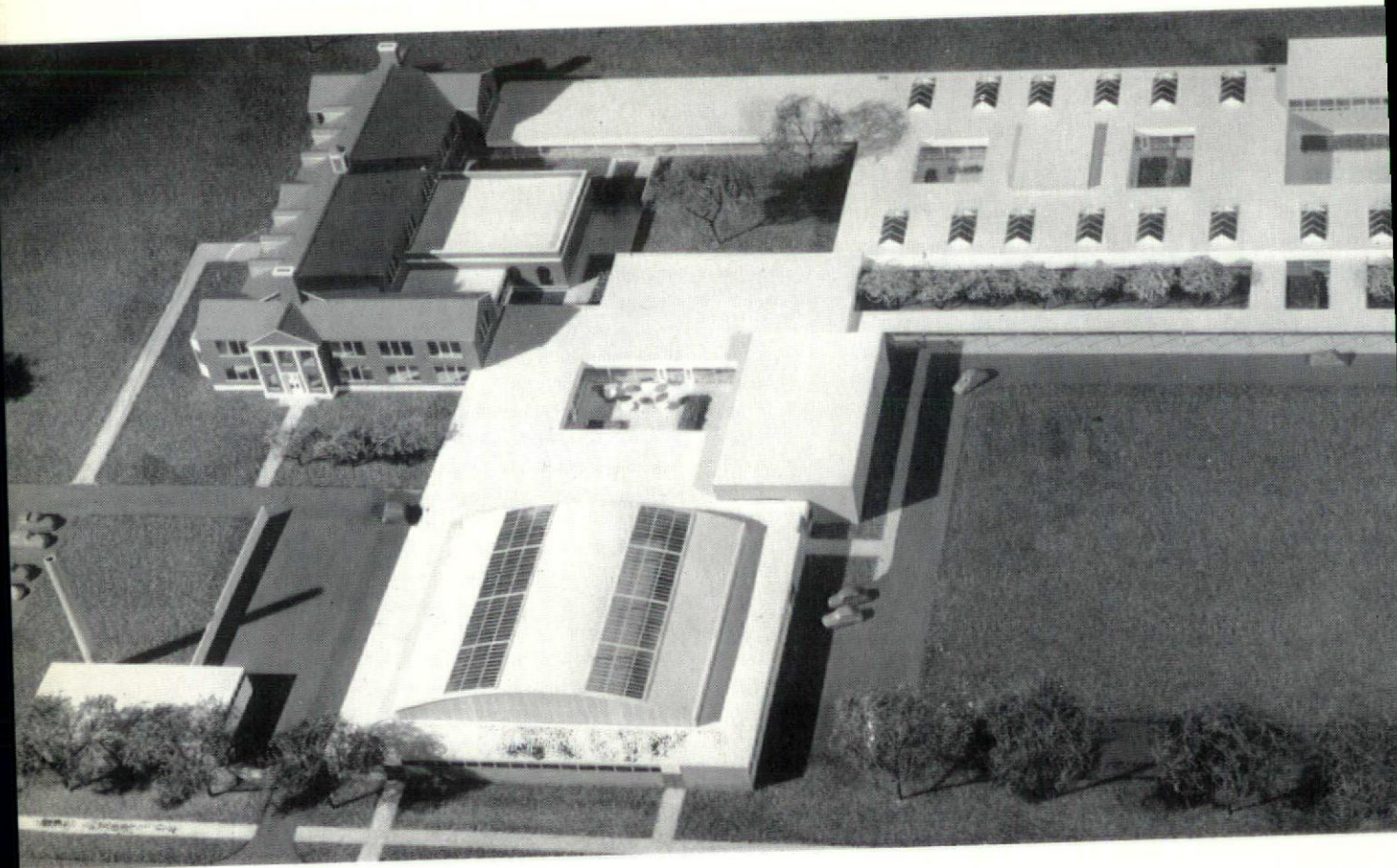


*Terminal-Administration Building, Lambert-St. Louis Municipal Airport, St. Louis, Missouri. A tri-level building routing passengers from service facilities. Vaults of concrete span passenger level. Presently under construction.*





*Addition to Detroit University School, Grosse Pointe Woods, Michigan. A private school from nursery through high school. Elementary grades have skylighted classrooms. Construction to be completed by September, 1954.*











lens-art photos

*Addition to St. Paul's School, Grosse Pointe Woods, Michigan. A sixteen-classroom school addition with cafeteria.*

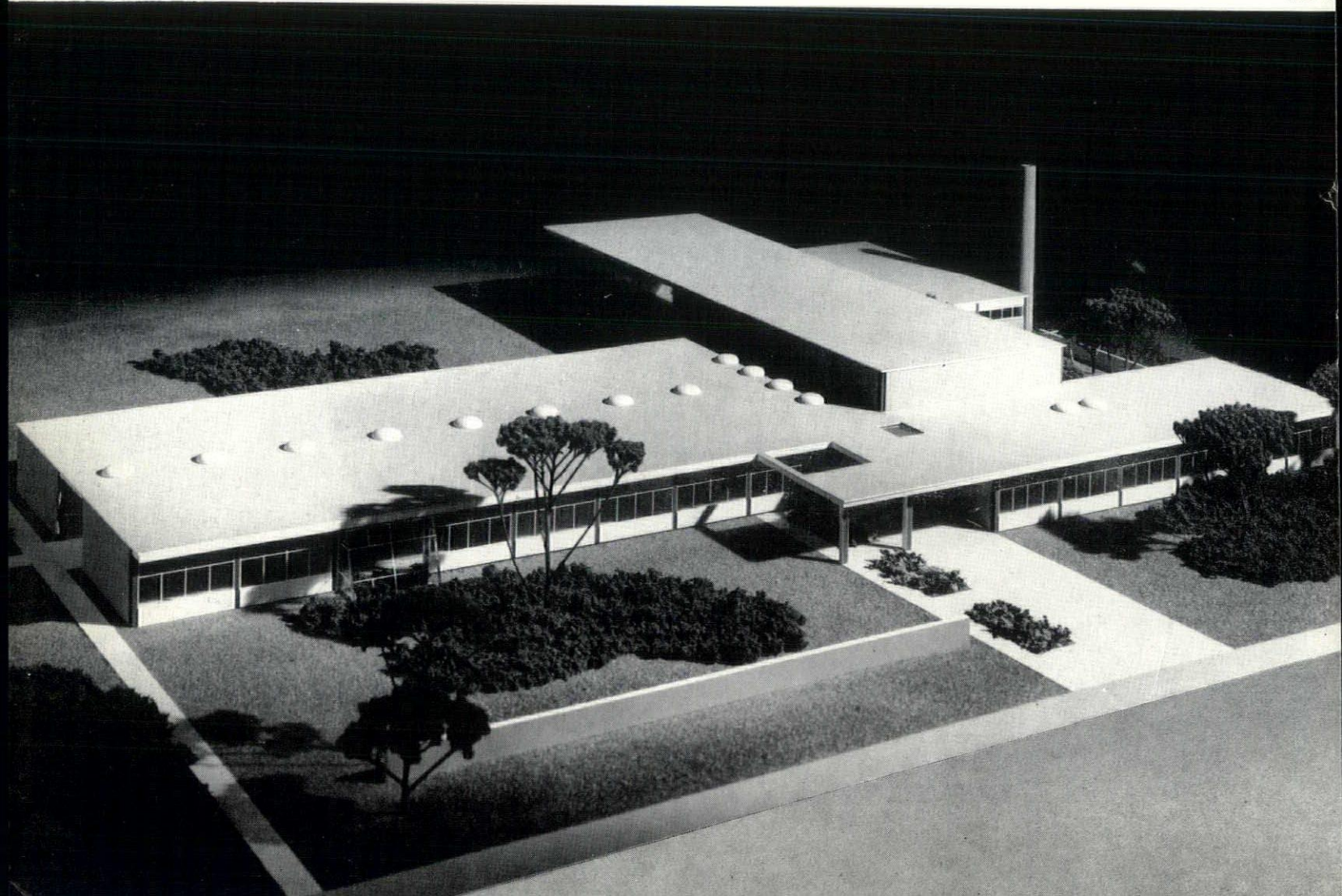






*Abner E. Larned Elementary School for the Detroit Board of Education. A seven-classroom school including an auditorium and combination lunchroom and gymnasium. Construction to be completed by September, 1954.*

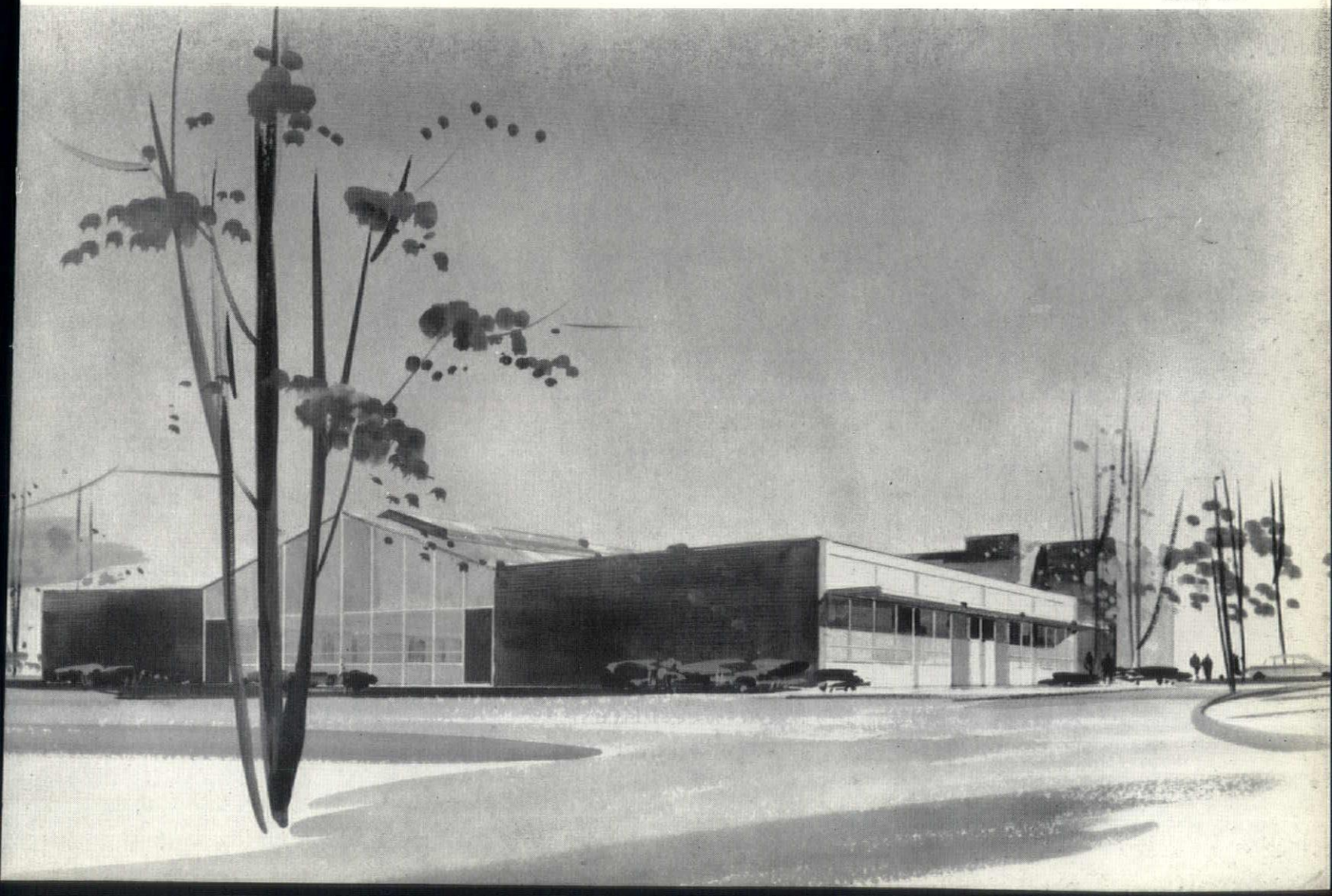
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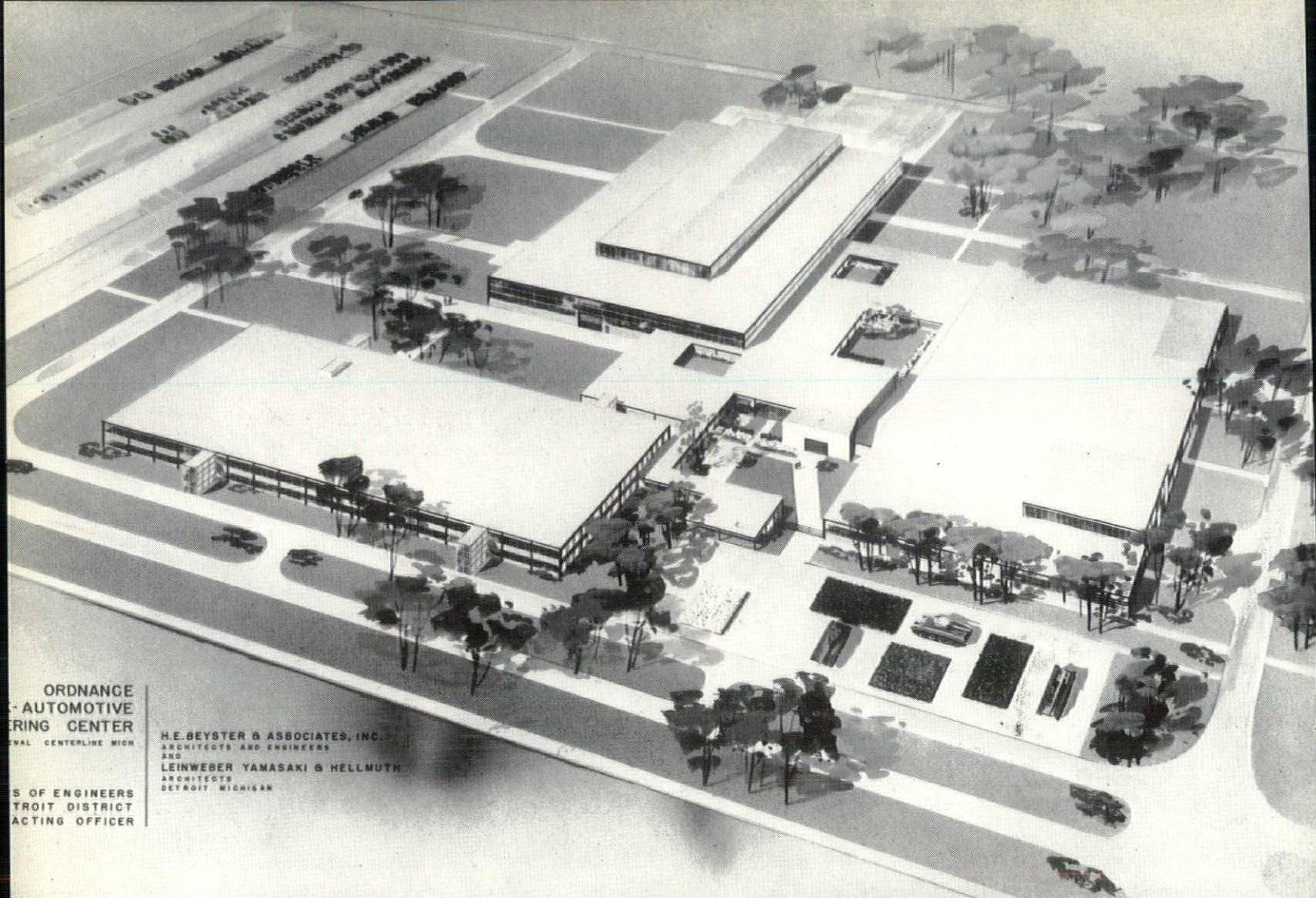


*Elementary School, Troy Township School District, Oakland County, Michigan. One of three similar additions to existing buildings, containing four classrooms and an all-purpose room.*

florez, inc.







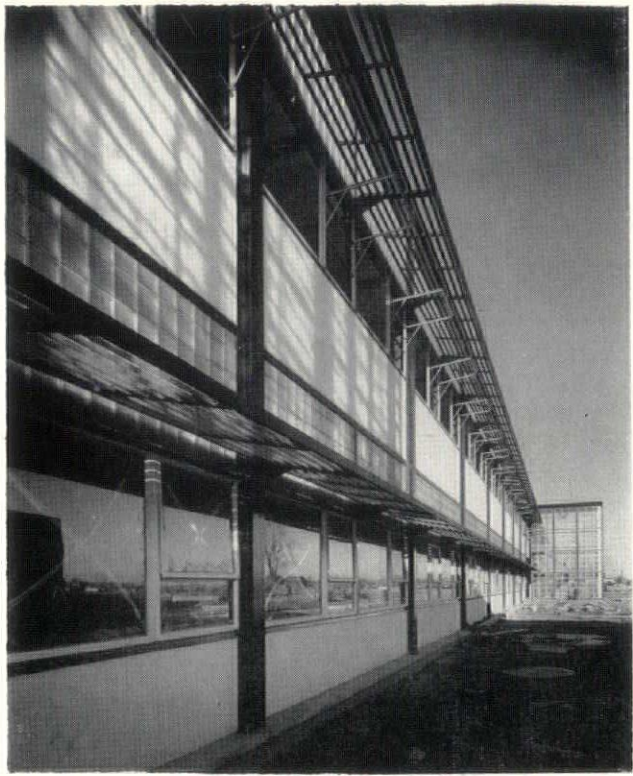
ORDNANCE  
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CHIEF OF ENGINEERS  
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ACTING OFFICER

H.E. BEYSTER & ASSOCIATES, INC.  
ARCHITECTS AND ENGINEERS  
AND  
LEINWEBER YAMASAKI & HELLMUTH  
ARCHITECTS  
DETROIT MICHIGAN

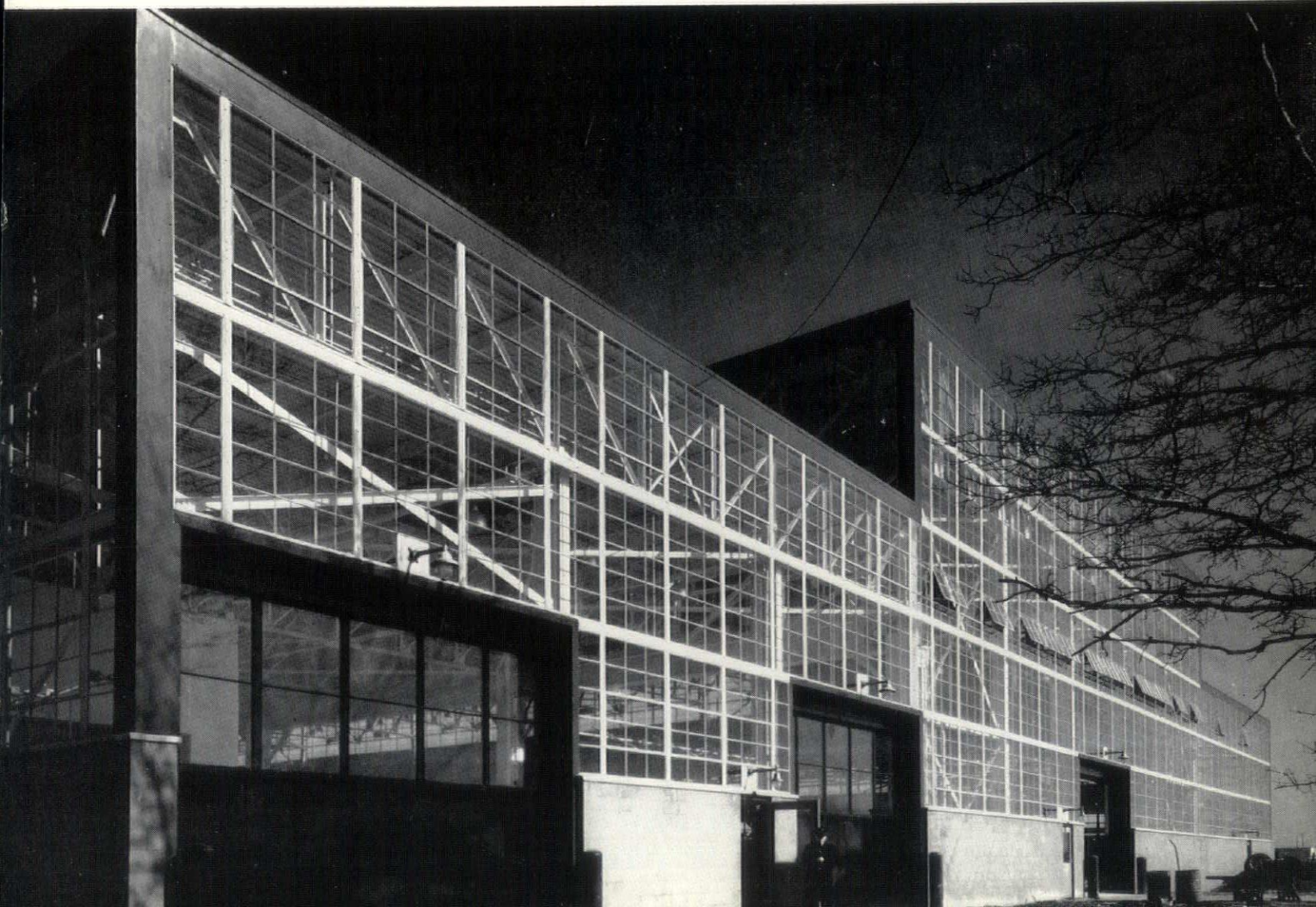
florez, inc.

*Army Ordnance Tank-Automotive Engineering Center, Center Line, Michigan. Nearing completion, these buildings house research and engineering facilities, administrative offices, cafeteria and auditorium.*



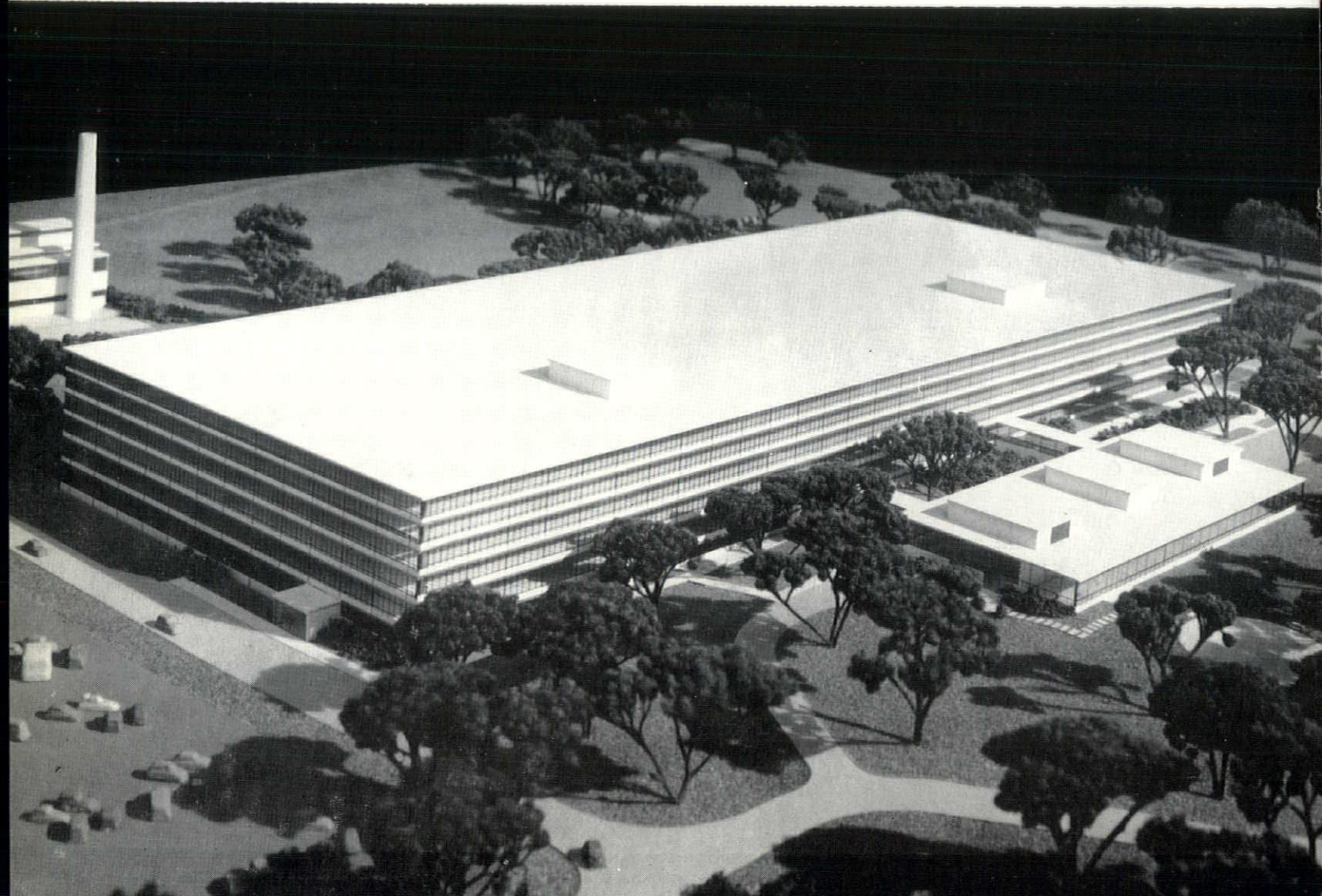


lens-art





*Military Personnel Records Center, St. Louis County, Missouri. 1,280,000 sq. ft. of floor area to centralize all armed service personnel records. Under construction.*

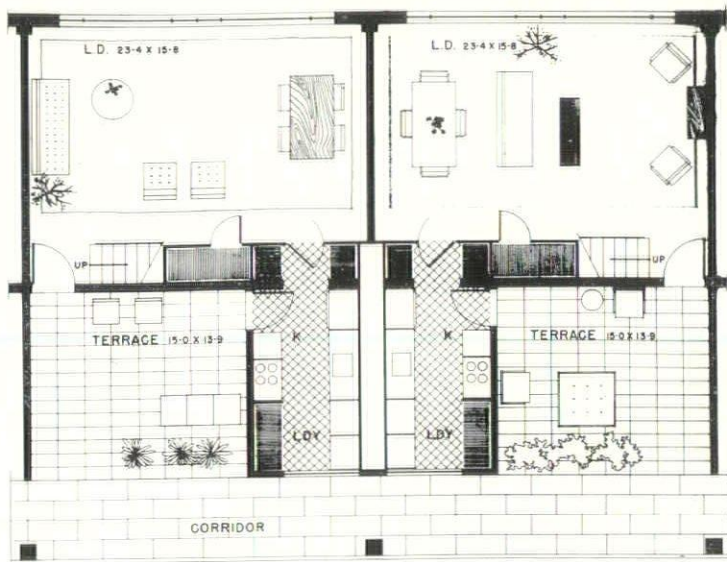






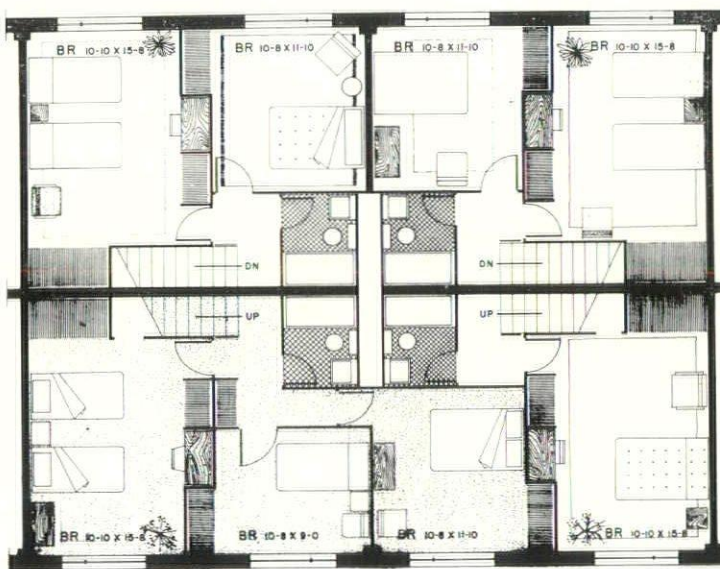
*John J. Cochran Garden Apartments, St. Louis, Missouri. A low-rent public housing development containing 704 dwelling units. Awarded the Gold Medal by the St. Louis Chapter of the A.I.A.*





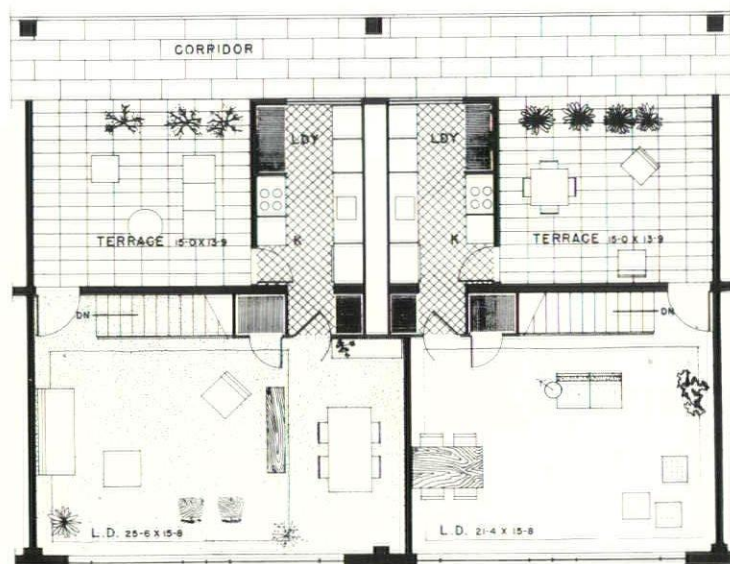
TYPICAL 2 BEDROOM UNITS

TYPICAL 2 BEDROOM UNITS



TYPICAL 1 & 3 BEDROOM UNITS

0 5 10 15 20 FT.



TYPICAL 1 & 3 BEDROOM UNITS

*Multi-story apartment building. Skip-stop elevator design with open galleries on alternate floors of building.*









*Public housing development for Benton Harbor, Michigan. Two-story frame and brick veneer buildings provide housing facilities for 94 families.*



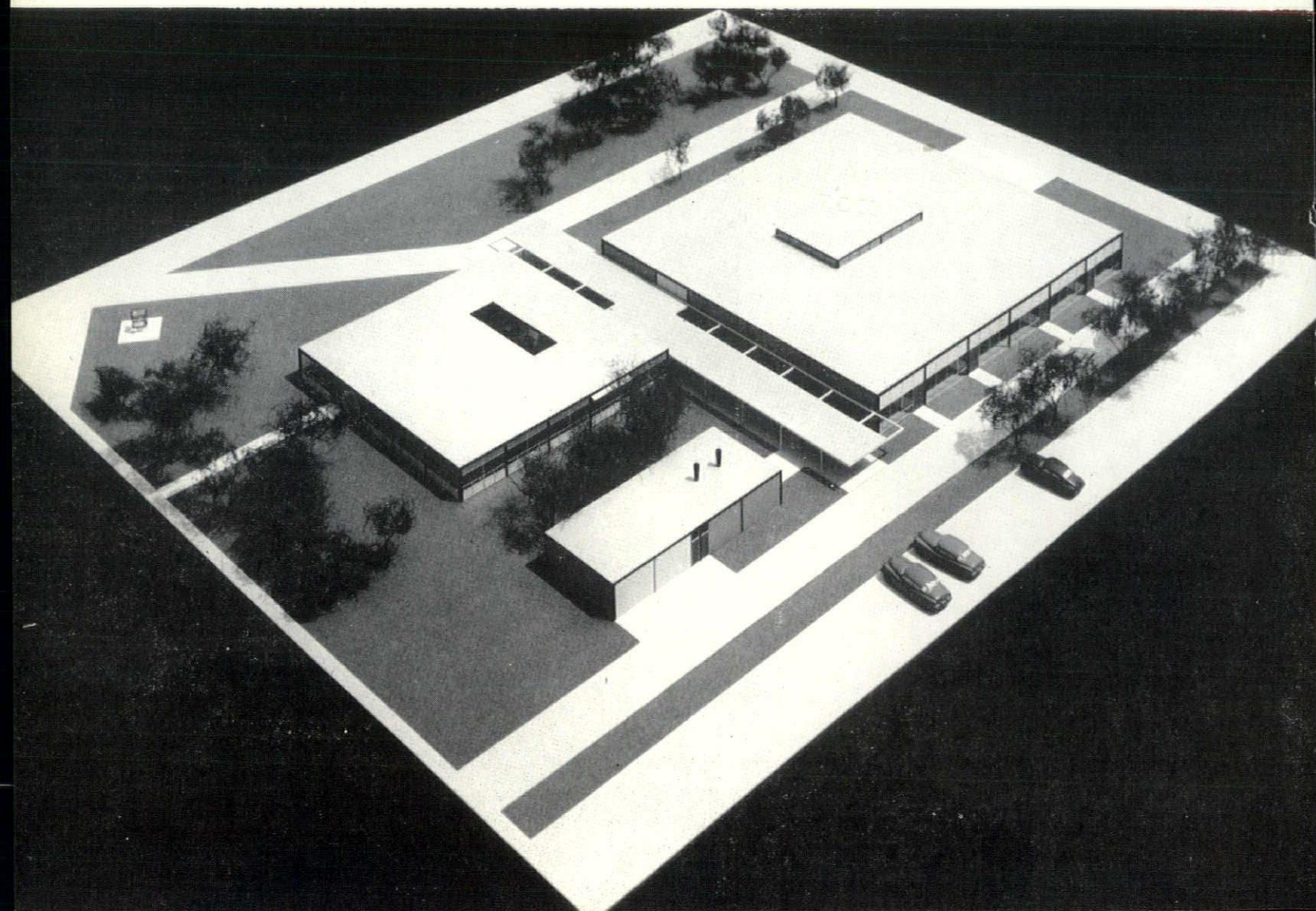


*Captain Wendell Oliver Pruitt Homes, St. Louis, Missouri. The first stage of a public housing development ultimately to cover 20 city blocks and contain 5,700 dwelling units. At present, 3,200 units are under construction.*

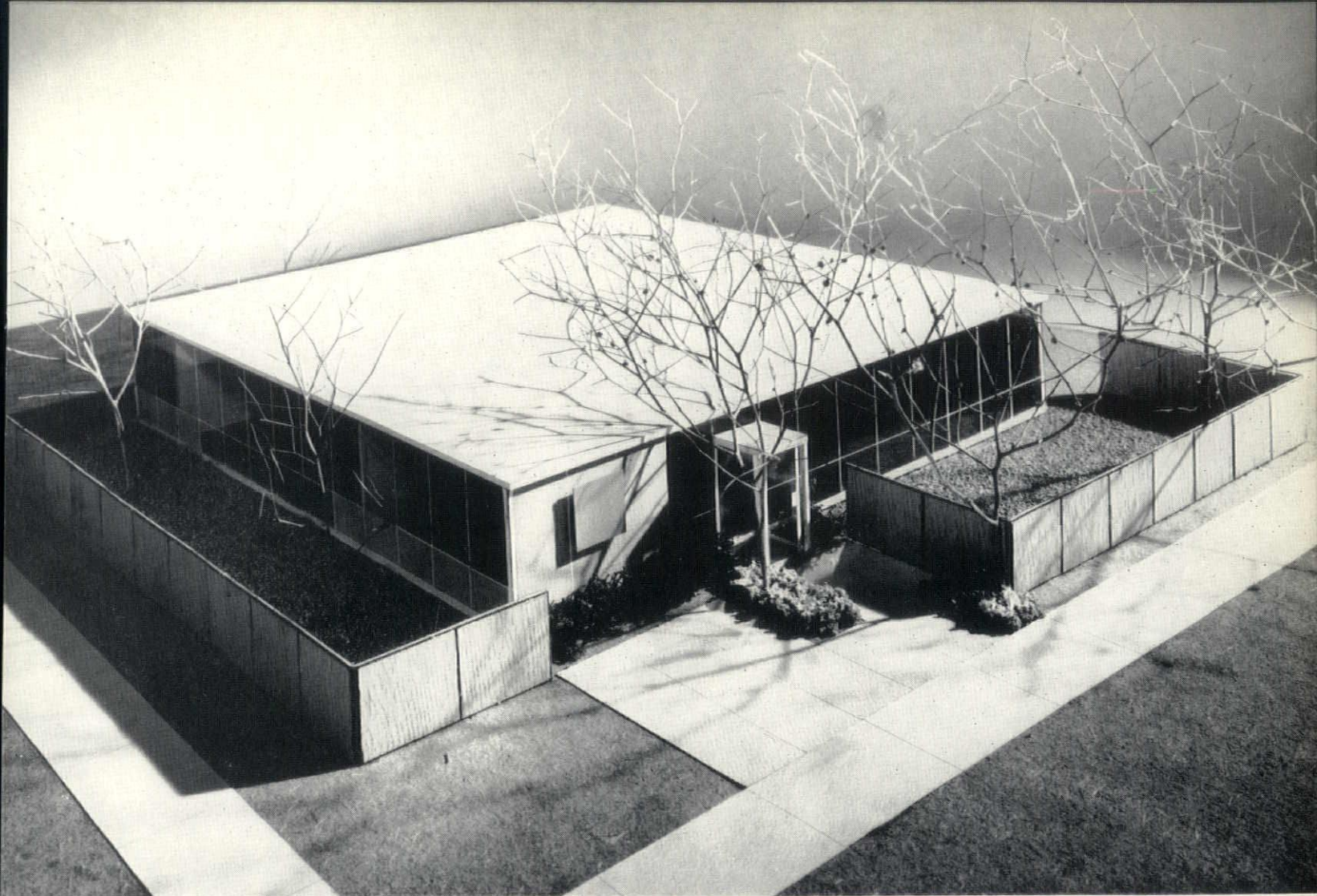


*A group of buildings comprising administrative offices, meeting rooms, garage and maintenance facilities for the U.A.W.—C.I.O., Local 174, Detroit, Michigan. Shortly to be in the construction stage.*

mitchell models







lens-art

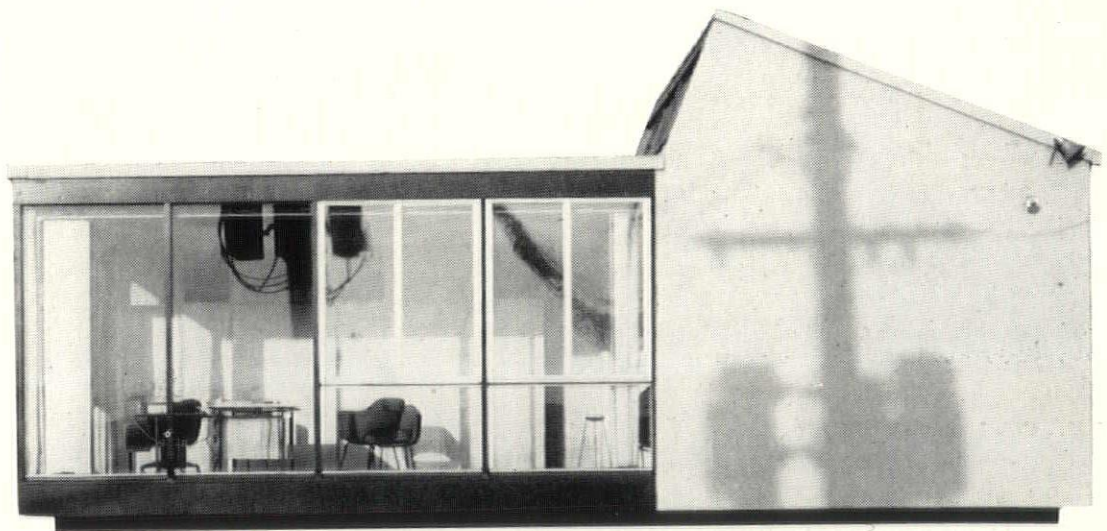
*Medical Clinic for Drs. H. Weisberg, D. Feld and J. Weisberg, Detroit, Michigan. Presently under construction.*







*Executive office for the Jones Iron and Metal Company, Detroit, Michigan.*



eller



*A private residence in Greenwich, Connecticut. Completed in 1951.*







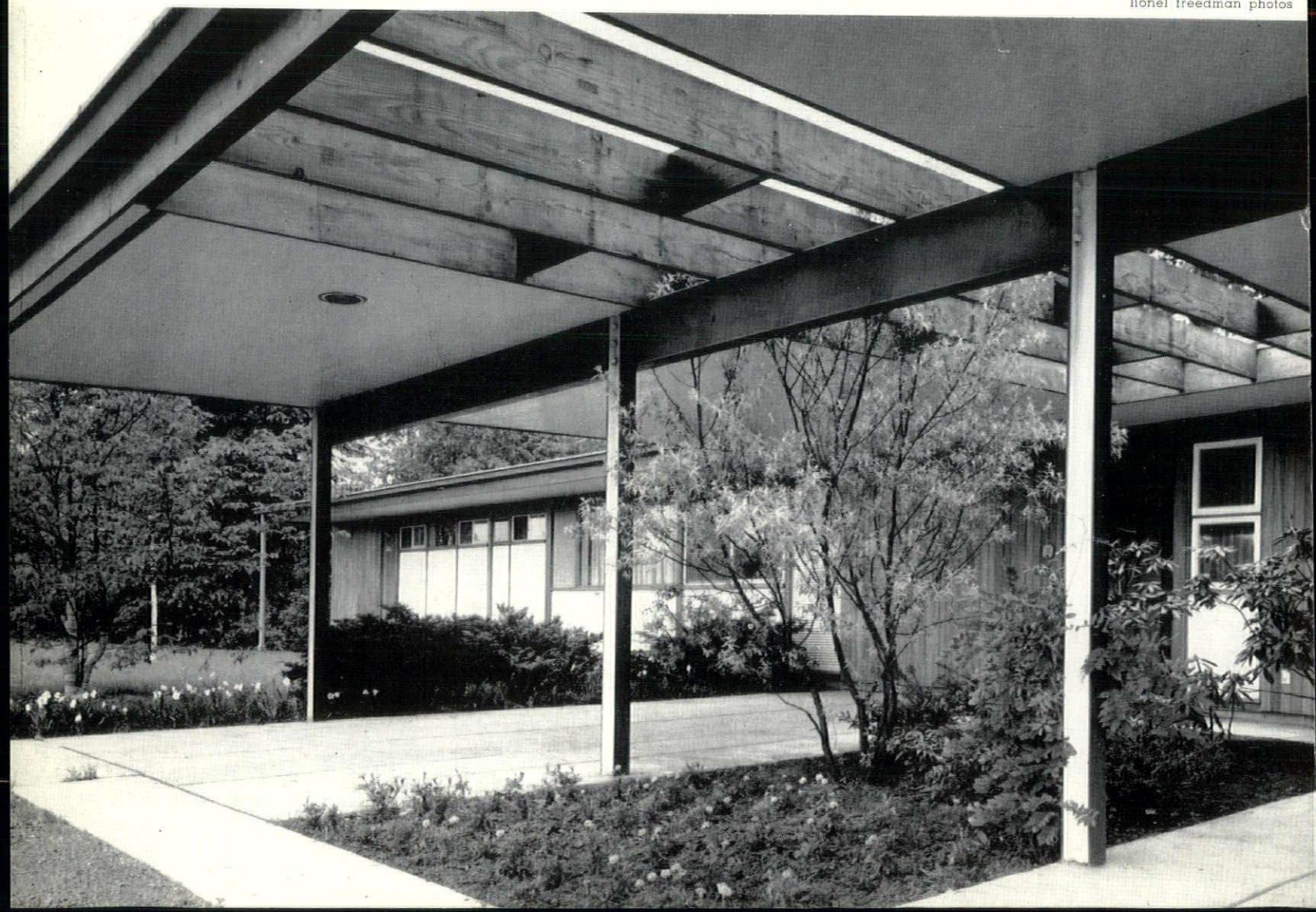
ezra stoller





*House for Mr. and Mrs. Ben Goldstein, Bloomfield Township, Michigan.*

lionel freedman photos







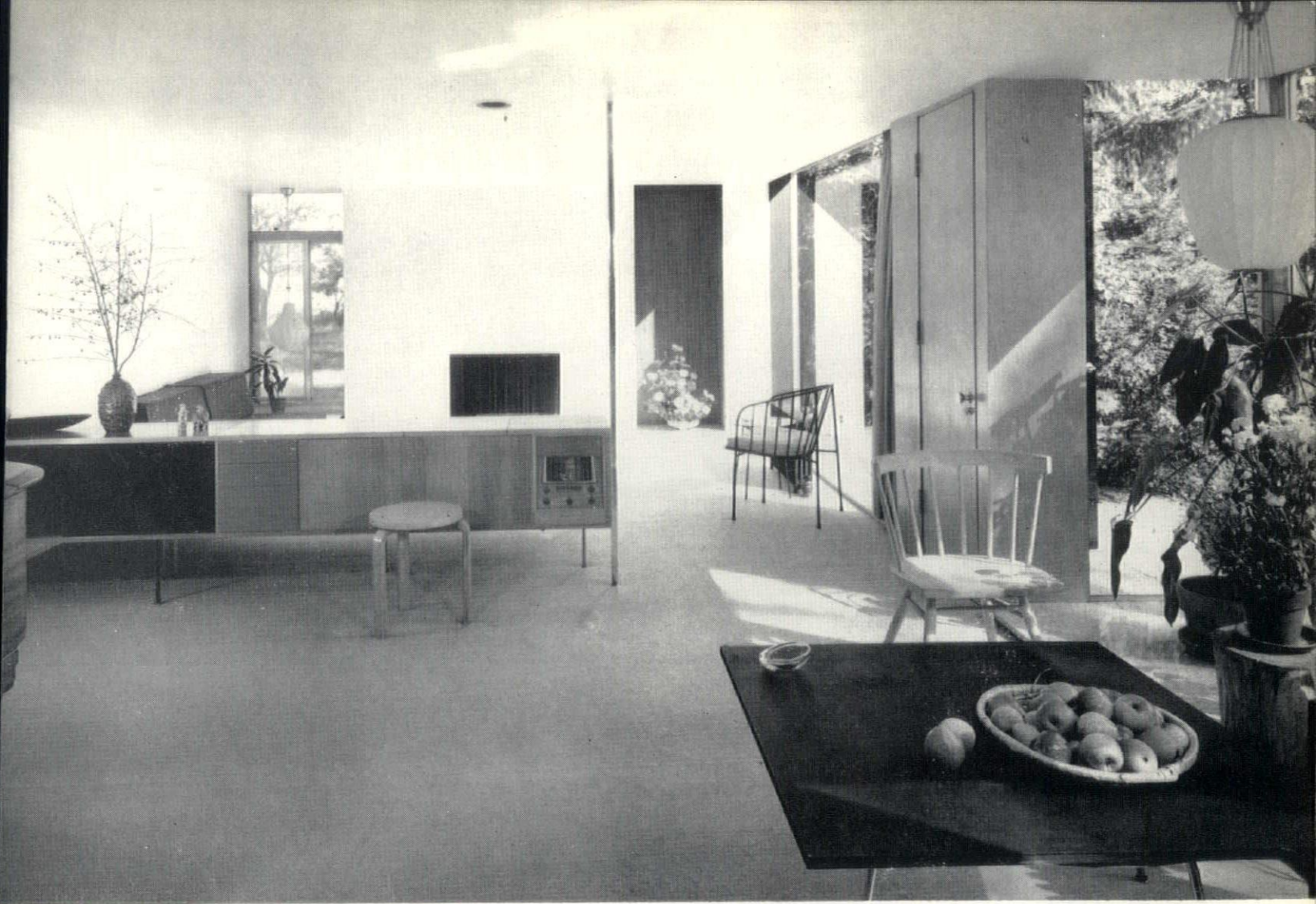




ezra stoller

*House for Mrs. Grace Robinson, Shoreham Road, Grosse Pointe Woods, Michigan.*





ezra stoller

*Living room of M. Yamasaki House, Troy Township, Michigan.*



# The following firms are identified with the work featured

## **Detroit University School Grosse Pointe Woods, Mich. Page 40-41**

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W. J. Rewoldt Co.  
Frederic B. Stevens, Inc.

## **St. Paul's School Grosse Pointe Woods, Mich. Page 42-43**

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N. H. Malow Co.  
Plastic Products Co.  
Frederic B. Stevens, Inc.  
Turner-Brooks, Inc.  
Western Water Proofing Co.  
Wolverine Marble Co.  
W. E. Wood Co.

## **Engineering Shop Building Detroit Arsenal, Center Line, Michigan. Page 46-47**

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Boston Tile & Terrazzo Co.  
Byrne Doors, Inc.  
Chapper Iron Works  
Daelyte Service Co.  
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Schreiber Roofing Co.  
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Frederic B. Stevens, Inc.  
F. H. Taylor Co.

## **Grace Robinson Residence Grosse Pointe Woods, Michigan. Page 62**

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Cinder Block, Inc.  
Maurice V. Rogers Co.

## **Abner E. Larned School Detroit, Michigan. Page 44.**

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Century Brick Co.  
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Whitcomb-Bauer Flooring Co.  
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Ben T. Young Waterproofing Co.

## **Office-Laboratory Group Detroit Arsenal, Center Line, Michigan. Page 46-47**

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Daelyte Service Co.  
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John H. Freeman Co.  
Great Lakes Hotel Supply Co.  
N. W. Hamill Co.  
Hardy Doors, Inc.  
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Nardoni Cement Floor Co.  
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Frederic B. Stevens, Inc.  
Western Waterproofing Co.

## **Jones Iron & Metal Co., Exec. Office Detroit, Michigan. Page 56-57**

Shelman Construction Co.

## **Storage Warehouse & Flammable Warehouse Detroit Arsenal, Center Line, Michigan. Page 46-47**

Acorn Iron Works, Inc.  
The Clyde Bickel Co.  
Byrne Doors, Inc.  
Daelyte Service Co.  
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John H. Freeman Co.  
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John A. Mercier Brick Co.  
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Western Waterproofing Co.

## **Weisberg-Feld Clinic Detroit, Michigan. Page 55**

Wm. F. Back Lumber Co.  
The Dunn-Rainey Co.  
Norwood Electric Co.  
Trowell Construction Co.  
M. H. Wilkins Co.

## **Ben Goldstein Residence Bloomfield Township, Michigan. Page 60-61**

Boston Tile & Terrazzo Co.  
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The Dunn-Rainey Co.  
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## **Public Housing Project Benton Harbor, Michigan. Page 52**

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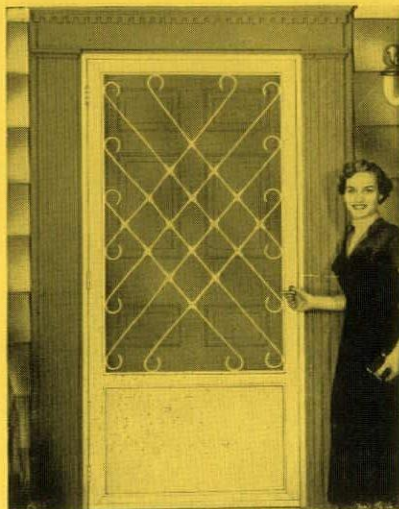
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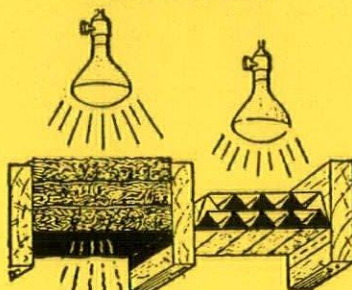
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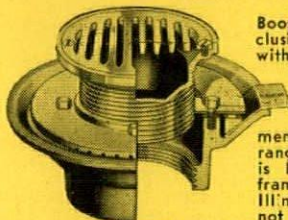
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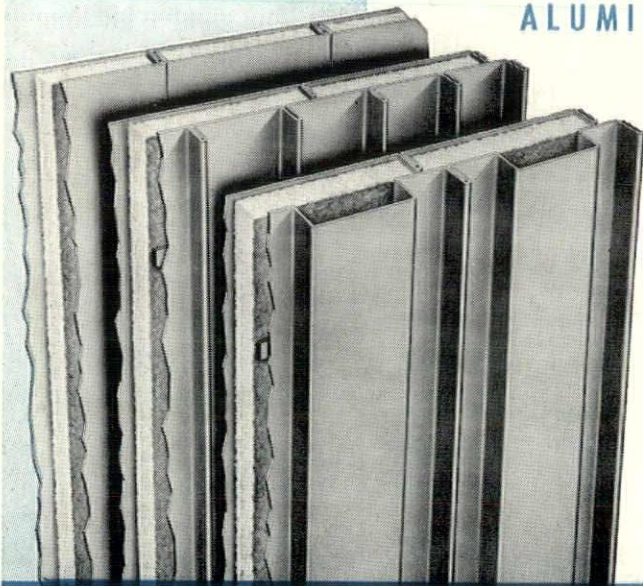


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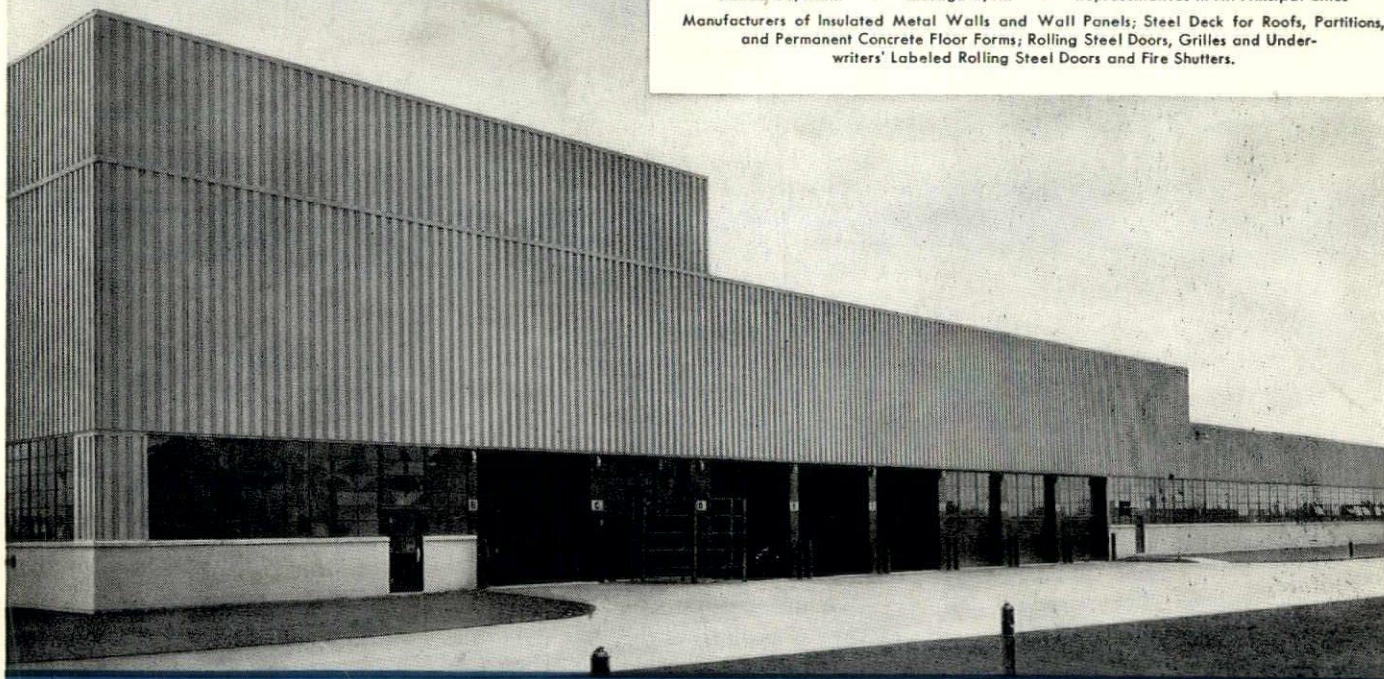
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Over-all "U" Factor of Various Types is Equivalent  
to or Better than Conventional 16" Masonry Wall

New industrial and commercial buildings constructed with insulated metal walls are appearing in every section of the country. Bright Aluminum and Stainless Steel exterior surfaces in complete manufacturing plants, powerhouses and office buildings clearly indicate the trend in modern construction. Enthusiasm of architects and owners is not confined to design effects obtainable and the over-all appearance of such structures . . . important economies in lower material cost, lower labor cost, and the accumulative advantages of reduced construction time resulting from rapid erection—even in sub-zero weather—were quickly recognized. Buildings can be quickly enclosed with insulated metal walls under low temperature conditions which would preclude masonry construction. Mahon Insulated Metal Walls are available in the three exterior patterns shown at left. The Mahon "Field Constructed" Fluted or Ribbed Wall can be erected up to sixty feet in height without a horizontal joint—a feature of Mahon walls which is particularly desirable in powerhouses or other buildings where high expanses of unbroken wall surface are common. See Sweet's File for information, or write for Catalog No. B-54-B.

## THE R. C. MAHON COMPANY

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

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



In the new plant illustrated above, built for an Appliance Manufacturer, 71,000 sq. ft. of Mahon Insulated Metal Walls of the Fluted Pattern were employed. John B. Pike & Son, General Contractors.

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