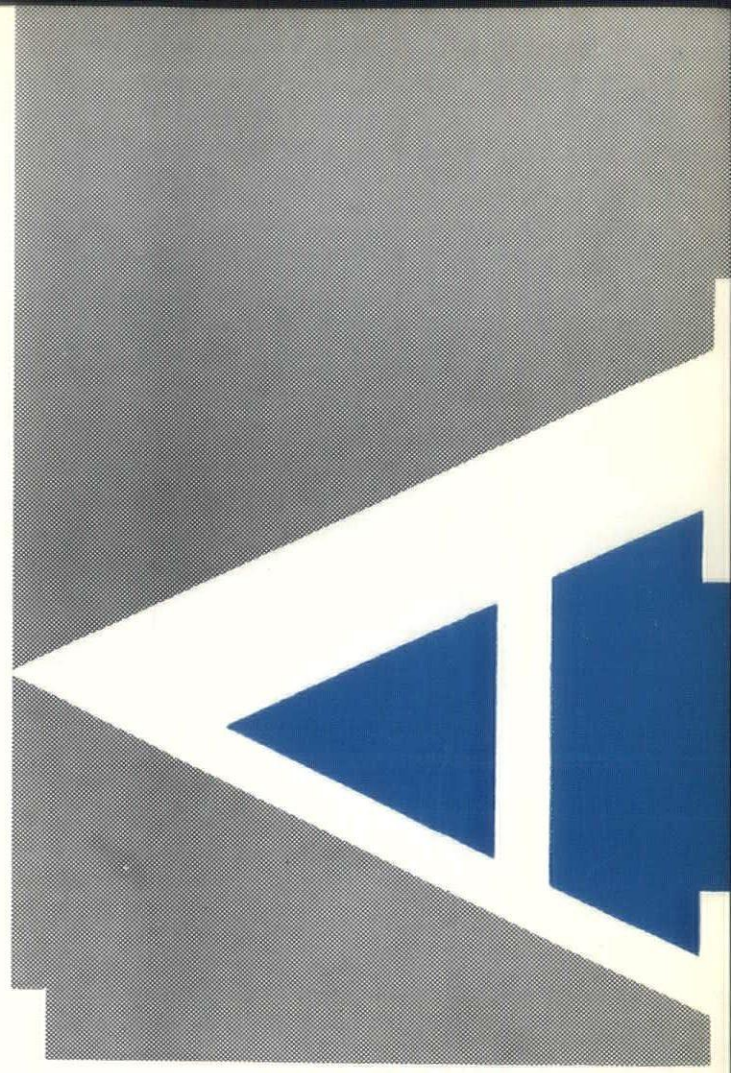
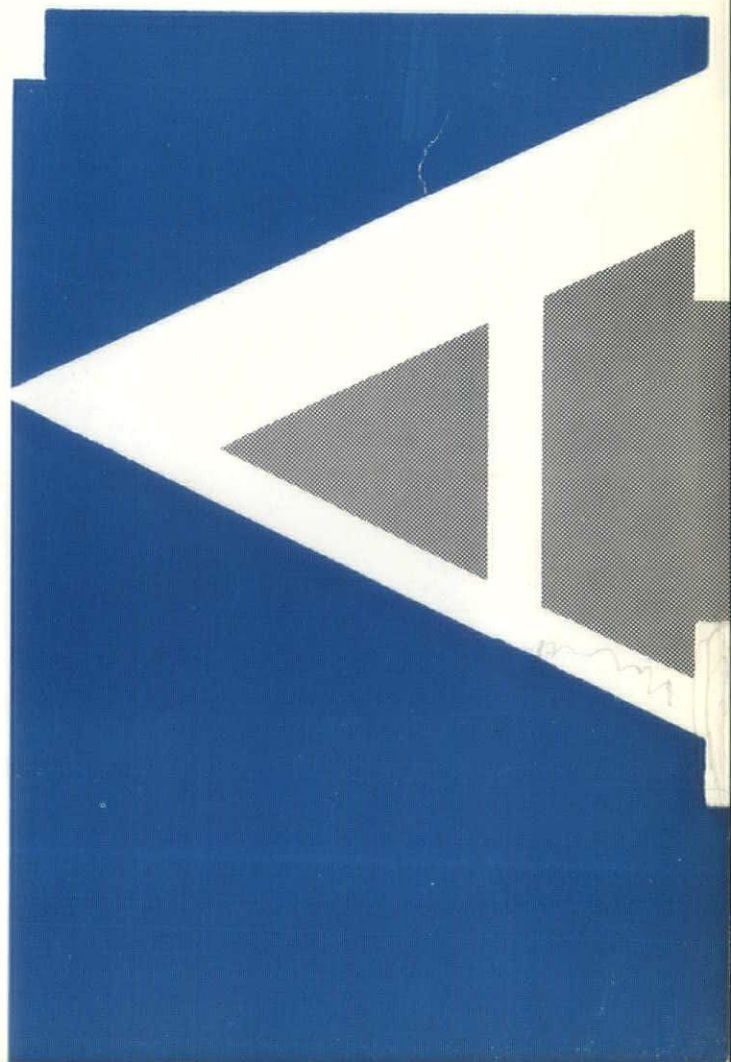


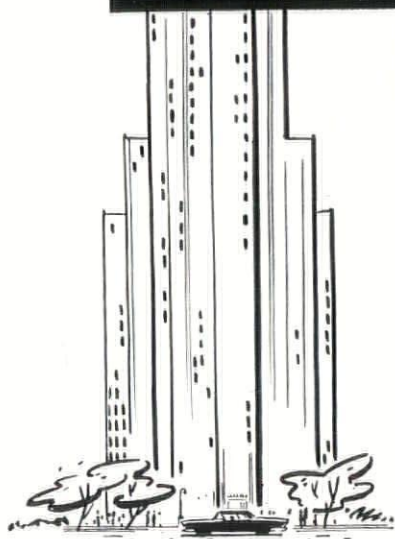
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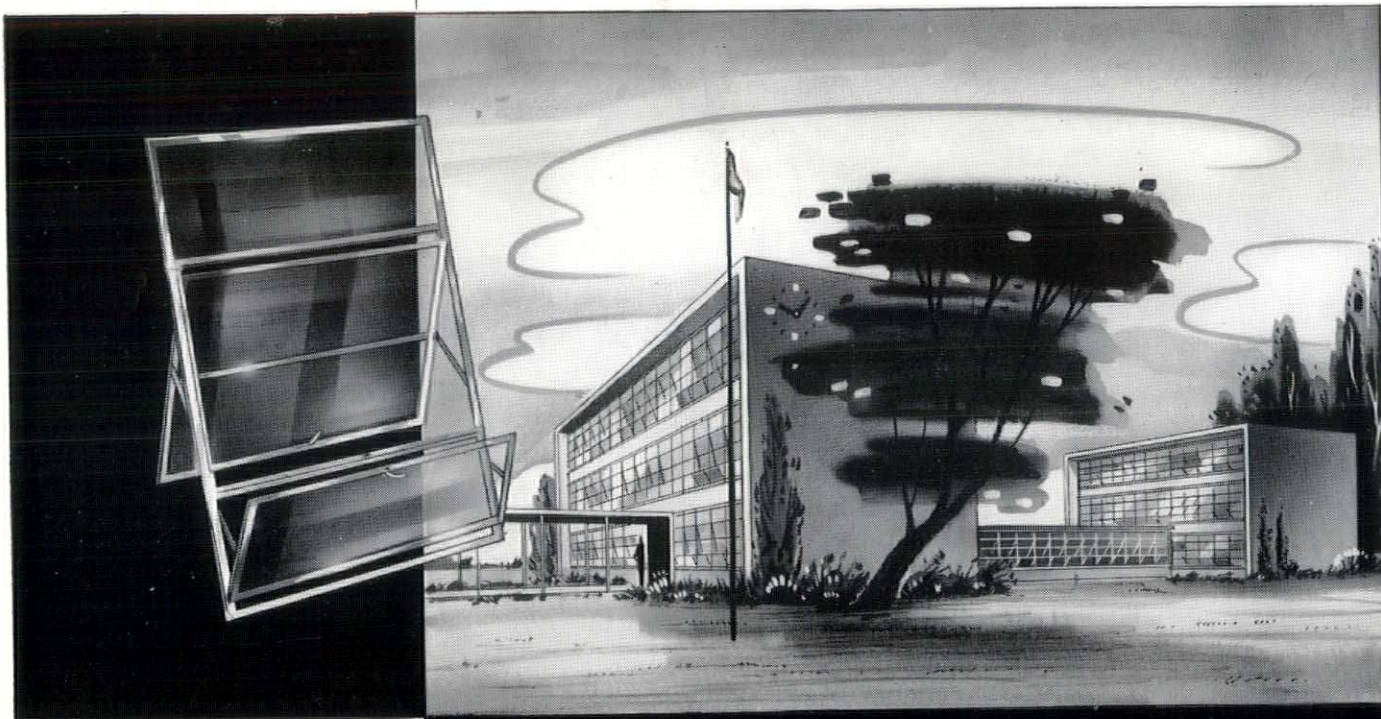


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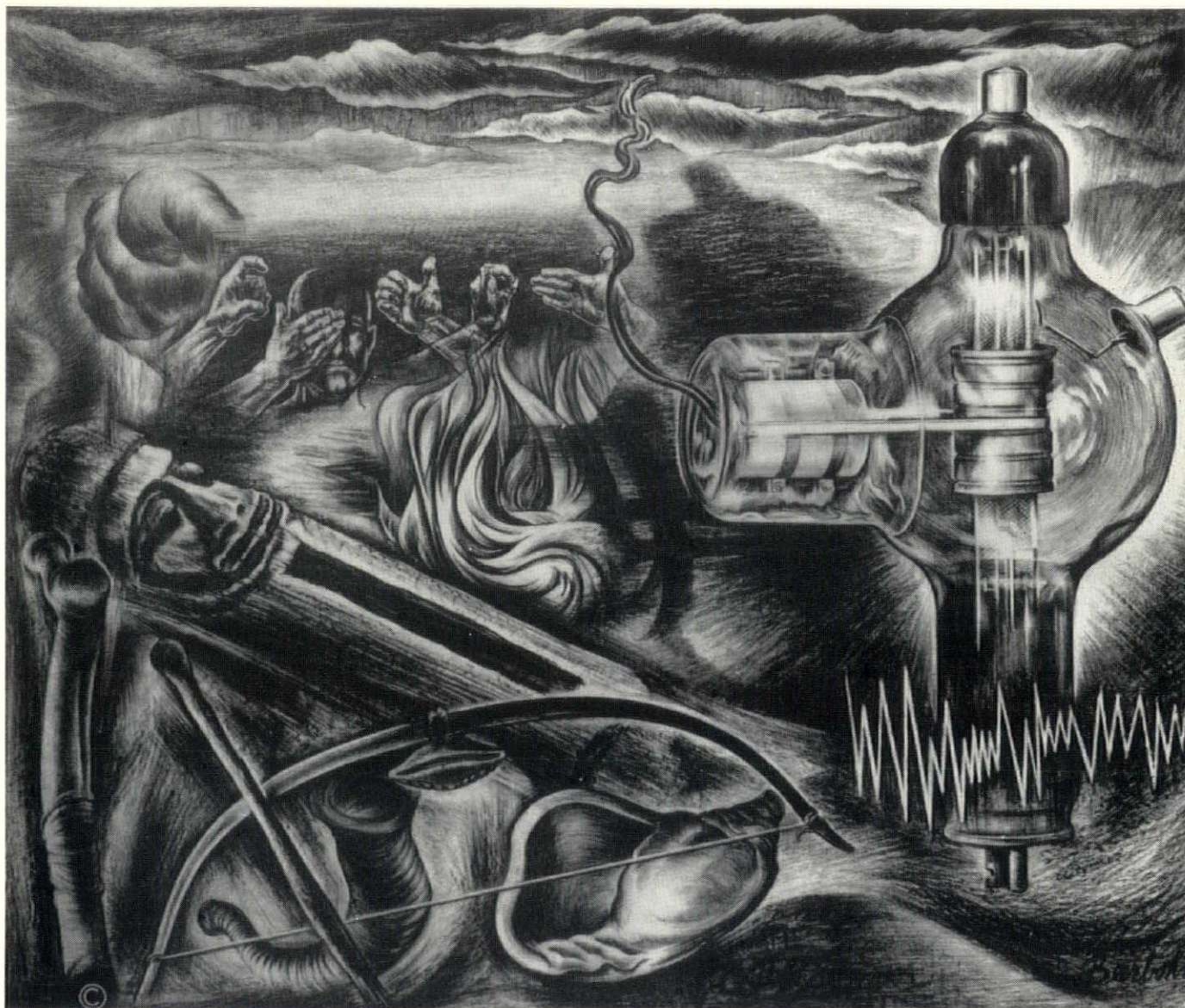
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THE STORY OF COMMUNICATION

Bugles, drums, flags, used until recently by modern armies, are in reality "hangovers" of earlier, much more primitive times.

The Old Stone Age hunter of 60,000 B.C. (Solutrean in France) used whistles made of tarsal bones of wild horses. Small signal drums (left center) tied to the bow were certainly used thousands of years ago to communicate between members of the same hunting tribe or war party. "Drum-language" telegraphy was used throughout Africa most effectively (our picture shows a New Guinea drum). Acoustical devices are now replaced on a higher technical level by electronics like: walkie-talkie serving the same purpose but hundreds of times more effective.

Animal horns and large shells (lower left foreground) were the first musical wind instruments used in rituals and for signal instruments.

"Sign language" was not only used over short distances between hunting Australian bushmen (hands on top) but also across wide canyons by American Indians. Smoke and fire signals (left center) carried messages in relays for hundreds of miles as mentioned by Homer or early historic writers.

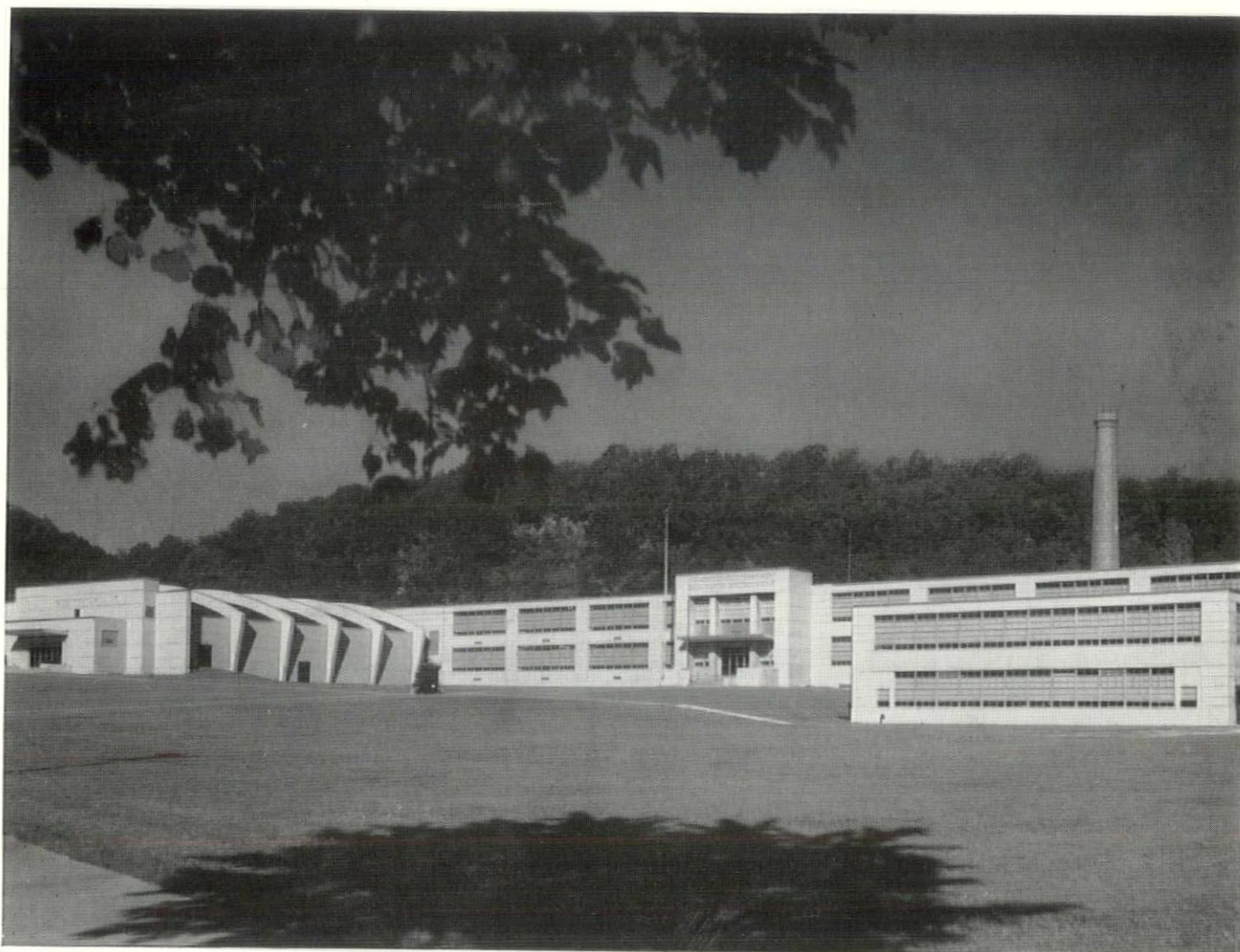
In the last quarter of the eighteenth century, the French developed the optical telegraph. Napoleon I used it quite successfully. Electronics likewise replaced these; the Morse telegraph and the telephone using wire transmission.

But the symbol of the modern age of communication and entertainment by radio and television is the powerful transmitter tube (which is shown to the right).

Detroit, which saw the world's first commercial radio station, is again leading in the promotion of the use of electronic waves in educational television for the enlightenment of the whole community.

* This is the tenth of a series of paintings entitled "Adventures in Time", painted in full color by Marvin Beerbohm, from material prepared by Dr. George Lechler, Wayne University scientist, for the Harlan Electric Company.

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table of contents

Advertising Index	4	M.S.A. Movie	13	Michigan Items	27
National Architect	7	Detroit Chapter	15	Western Michigan Chapter	29
Died	11	Detroit Chapter Reports	17	A.I.A. - A.G.C.	29
Michigan Society of Architects	12	Architects' Offices	25	Products News	51

coming issues

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

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Michigan Society of Architects
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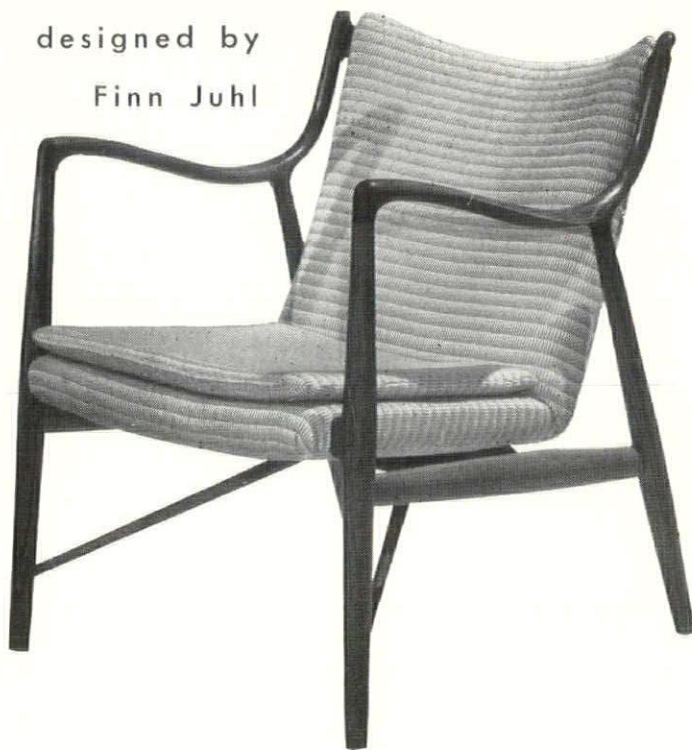
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MICHIGAN STATE BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS reports the recent judgment of one hundred design problems submitted at the June examination.

Members of the jury were architects H. Sanborn Brown, Paul B. Brown, Ralph R. Calder, John K. Cross, Ralph W. Hammett, Adrian N. Langius, Douglas D. Loree, Owen A. Luckenbach, Elmer J. Manson, James B. Morison, Frederick C. O'Dell and Clarence H. Rosa.

The Board announces registration in Michigan, by reciprocity on the basis of registration in their home states, the following architects:

Richard M. Barancik, Joseph Z. Burgee, I. M. Cohen, Richard N. Conte, William Holabird, III, Louis H. Huebner, Fred Daniel Kay, Dwight R. Smith, John R. Todd, and D. J. Veldo, all of Chicago;

Newton P. Bevin, James R. Coleman, David L. Eggers, William Hamby, Frederick H. Voss and Theodore John Young, all of New York City;

Dwight T. Black, Missouri; James A. Burnet and Arthur C. Lucas, Jr., Minn.; Charles S. Buchard, Pa.; Fred Collins, Thomas O. Dorste and Paul B. Godollei, Ind.; Charles Luckman, Calif.; James Justice Souder, D. C.; Charles Edward Stade, Ill.

Three architects, now residing in Michigan, received registration here by reciprocity: Richard R. Drury, Anne C. Krebs and Dixon S. Wilson.

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architects' fees cost state plenty

By Hub M. George, Free Press Political
Writer. From The Detroit Free Press,
September 2, 1954

Architects have reaped a golden harvest for planning and supervising State building projects in the last six years.

Figures compiled by Chairman Elmer R. Porter, of the Senate Finance Committee, show that the State has paid out \$5,900,000 for this service.

The amount is sufficient to have built the Medical Science Building of Wayne University, and the new Hawthorne Center for mentally afflicted juveniles at Northville Hospital, with a sizable sum left over.

Standard architectural fees for planning and supervising new construction are 5 per cent of the cost.

The State has paid out handsomely in each instance, regardless of any similarity between the projects and with no attempt to standardize specifications for similar undertakings.

Indeed, State-sponsored projects authorized by the Legislature involve only a portion of the architectural costs.

Both the University of Michigan and Michigan State College, as well as smaller seats of learning, have gone in heavily for revenue-bond dormitory development.

Legislative rumblings already are heard of proposals to cut down the cost of ornate planning.

One suggestion is the establishment of a State Architectural Division properly staffed to handle all the work.

The Building Division, already established, costs about \$200,000 annually.

It is customary to pay one per cent for preliminary plans, 2½ per cent when plans are complete and 1½ per cent for administrative and supervisory work. The living and incidental costs for supervisory personnel are added as the work goes on.

Here is the summary of the Legislature's efforts to provide needed facilities for Michigan institutions:

1949—Capital outlay appropriations from general fund, \$13,456,710.

1950—General fund outlay for new construction and maintenance, \$11,875,453.

1951—General fund capital outlay, \$15,394,845; mental hospital expansion from \$65,000,000 bond issue, \$12,520,000; tuberculosis hospital facilities in nine counties, from bond money, \$4,600,000.

1952—Hospital Building Fund (bonds)—\$24,360,000; general fund—\$7,179,559.

1953—Hospital Building Fund (bonds)—\$6,873,000; general fund, \$8,882,837.

1954—Hospital Building Fund (bonds), \$9,259,029; general fund—\$11,341,850.

Grand total six years—\$113,868,230.

Planning and supervising at 5 per cent, \$5,693,411.

protests architect fee story

From the Detroit Free Press, Sep. 9, 1954

The article on Page 20 of the Sept. 2 Free Press by Hub M. George headed "Architects' Fees Cost State Plenty" is disheartening to me as an architect, and irritating to me as chairman of publicity for the Michi-

gan Society of Architects. I am surprised to see the Free Press publish this type of story. The tone of the article suggests that architectural fees have been exorbitant, and that the State poured six million dollars down a rat hole, when the facts are the State made an unusually good buy.

The years 1949 through 1954 covered by the story have been years of unusual activity and the volume of State building has been high due to the added impetus of the 65 million dollar hospital construction program, and this makes the total of fees paid sound large.

It is ridiculous to think that buildings could be erected without planning and supervision, and the State will be obliged to buy this service one way or another. Michigan has learned that the best way to achieve good buildings is the present system of employing private contractors. This method has produced simple, functional buildings at minimum overall cost.

Over the six-year period mentioned, the State has employed the services of at least 50 different architectural firms, and has thus received the knowledge and skill of at least 200 registered architects in those firms, and possibly 2,000 draftsmen, engineers, detailers, checkers, specification writers, clerks, stenographers, designers, surveyors, and technicians.

The suggestion to establishment a State architectural staff to design buildings is a socialist idea which is abhorrent to most thinking people. Government design bureaus tend to become stereotyped and muscle-bound and the work they produce shows it. Some governmental units now have their own staffs to produce their buildings, but the contrast of quality in design and in cost with the Michigan system is astounding. A good example of cost incurred in a government program is the cost of postwar Veterans Administration hospital which have run \$55,000 per bed, as compared with \$12,000 to \$15,000 per bed for private hospitals built during the same period.

The present Building Division is the agency which would likely handle the design function on State buildings if the State were to take over all design. This agency now has a staff of around 40 and a cost of about \$200,000 annually. In order to handle all work, this agency would have to increase its staff to about 400, by its own estimate, at an annual cost of around two million dollars. On a six year basis this would amount to 12 million dollars.

While architectural service over the last six years adds up to a lot of dollars, it still is only one twentieth of the cost of the buildings produced and for these fees the State has received reams and reams of specifications, bundles of blue prints, and hours upon hours of expert advice. Only owners who have been through a building program can appreciate the scope of service provided by an architect; only people from other states can appreciate the bonus we are getting in handsome State buildings, compared with other states; only architects appreciate the bargain the State receives, paying less for architectural services than do other agencies and private institutions.

PHILIP HAUGHEY

Chairman, Publicity Committee
Michigan Society of Architects,
Battle Creek, Michigan.

Chem Brick

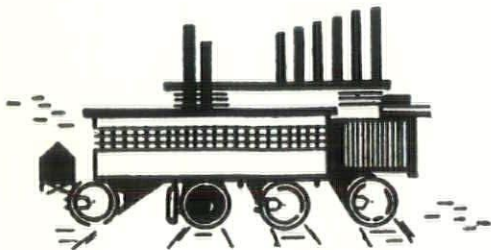
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Architect: Warren S. Holmes

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Charles ("Call me Chuck") Luckman, the eminent soap, detergent, and toothpaste man who, in a dramatic resignation, gave up the presidency of Lever Brothers in 1950 and went back to his original career, architecture, is now busy, as an architect, with plans for the new Seagram building on Park Avenue, just a block south of Lever House, which he erected as the client of an architect. The headquarters of his firm, Pereira & Luckman, are in Los Angeles, where he lives. It has a Manhattan office, though, and he visits it every couple of weeks, so we were recently able to enjoy an East Coast dinner with him. "Gibson on the rocks with Seagram's gin," he loyally commanded, and, at our instance, rehearsed some of his outfit's jobs: the master planning, for the United States government, of five airfields and a naval base in Spain; a jet air base; the Union Oil Company's headquarters building; a Veterans Administration hospital; C.B.S. and A.B.C. television buildings in California; a guided-missile base in Florida; a Bureau of Standards electronic-research station in Boulder, Colorado; a shopping center in Phoenix; a Firestone office building and factory in Los Angeles; the Flamingo Hotel and an air base in Las Vegas. "We operate in seventeen states," he said. "We're one of four firms selected to do the Spanish job, for which Congress appropriated three hundred million dollars last fall. It's a very exciting assignment, and a new experiment in using local talent. We have four hundred and twenty-five Spanish engineers, trained by the University of Madrid, working for us under our own specialized personnel. They're anxious to learn our know-how. They're glad to learn how we operate on large-scale work. It generally takes seven years to put up a building in Spain, because you run out of steel and cement there after a while and have to wait a couple of years. When you come from this land of plenty, a thing like that takes you

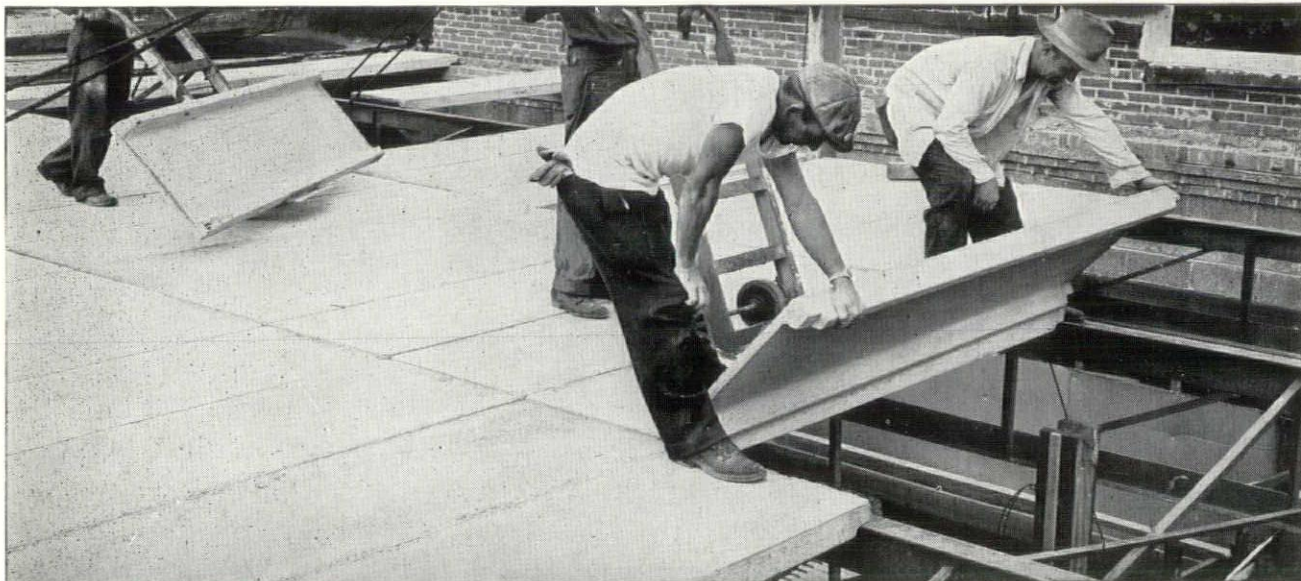
aback. This doesn't apply to our job in Spain, though; we bring over our own materials."

We asked Mr. Luckman about the Seagram building, and he said, "Mr. Samuel Bronfman, president of the parent company in Canada, wanted us to do something memorable to celebrate the company's hundredth anniversary, in 1957. I feel he has one of the finest minds I have ever met, and coming from me, that's a compliment, because I have met some fine minds. He wants a building that will reflect character and integrity, and I think for a pretty good reason, because that's what Seagram's represents in the industry. No deals, no price cutting. I don't often buy stock in our clients' companies, but Seagram is so well managed that I have bought stock in it. I believe we can reflect this integrity through the utmost simplicity. We're still in the consultation stage. I'm sorry that the apartment house we have to tear down to make way for the Seagram building contains Voisin. It's one of my favorite restaurants, but I'm scared to death to go into it now."

We urged Mr. Luckman to discuss architecture in general and his role in it in particular. "I am firm in my belief that architecture is a business, and not an art," he said. "I handle office buildings and Air Force work mostly. I handle the programming of a job. I organize it. What is the problem? What is the client trying to achieve? If we do a project that is mostly engineering, I staff it with engineers. If it is mostly architectural, I staff it with architects. We have three hundred and fourteen architects and engineers working for us—not counting the Spanish ones, of course. During the fifteen years that I was a client of architects—putting up buildings for Lever Brothers—I never bought a building for what the architect said it would cost. I said to Bill Pereira, 'Let me solve this problem.' I set up a cost-control department of fourteen engineers. They never draw a line. Their sole function is to see that nothing goes on the drawing board that will put the project over the budget. I caught hell from our designers at first. They said, 'Chuck is tying our hands. He's putting a dollar sign on the designing board. He's keeping us from being creative.' Finally, they said, 'Maybe Chuck has something.' They found that in order to design within a budget they had to be really creative. The cost-control department reports to me every Friday. If a project is running four per cent over the budget, we catch it then and there. We may make a mistake, but

never for more than a week. So far as I know, no one else in the country does this, but then no other architectural firm has a partner who used to be a client. Every time a client adds something to the original project, we write and tell him precisely how much he is raising the budget. Architecture is very much like an advertising agency; it's a personal-service business. But it's creative, too. In the soap business, the more creative you were, the more it went down the drain. Here it flowers."

Luckman and Pereira were classmates, and friends, at the University of Illinois architectural school twenty-five years ago. Luckman worked in an architect's office in 1930 and 1931, and was driven into soap by the depression. When he left soap, Pereira offered him a partnership. "I honest to God thought he was kidding," Luckman told us, "but then he sent me a design project I'd done at school in 1931—a Swiss monastery—which he'd kept for nineteen years, so I knew he meant it. Well, I had a number of business offers—and boy, were they offers!—so I went to Mexico all by myself to decide what to do. I came to the conclusion that I didn't have to stay in business in order to prove anything to my friends, and I didn't care about my enemies. I went back to my first love. I knew I had to pick up technically again. I studied five and a half months, including Saturdays and Sundays, and took the two-day state exam in California. There was a ten-day interval before the results came in. I have three sons I'd been beating over the head, saying 'Pass your Exams,' and for ten days they asked 'Dad, did you pass?' Well, I passed. I've since taken the architectural examination, and passed it, in the sixteen other states where we do business. I didn't have to do this, but I did. Overcompensation, I guess. Our firm doesn't have a style, because every problem has an individual solution. We don't draw a building the way we think it should be theoretically. For example, we're the supervising architects for the California Institute of Technology and the University of California at Santa Barbara, responsible for the planning and development of their campuses. We might recommend a building with three medium-sized wings, instead of one big one, so that three people could give the wings and have them named after them. I think we're adjusting our art to the realities of life. I've never had a better time. I am personally very happy to come back to Park Avenue for a repeat performance."



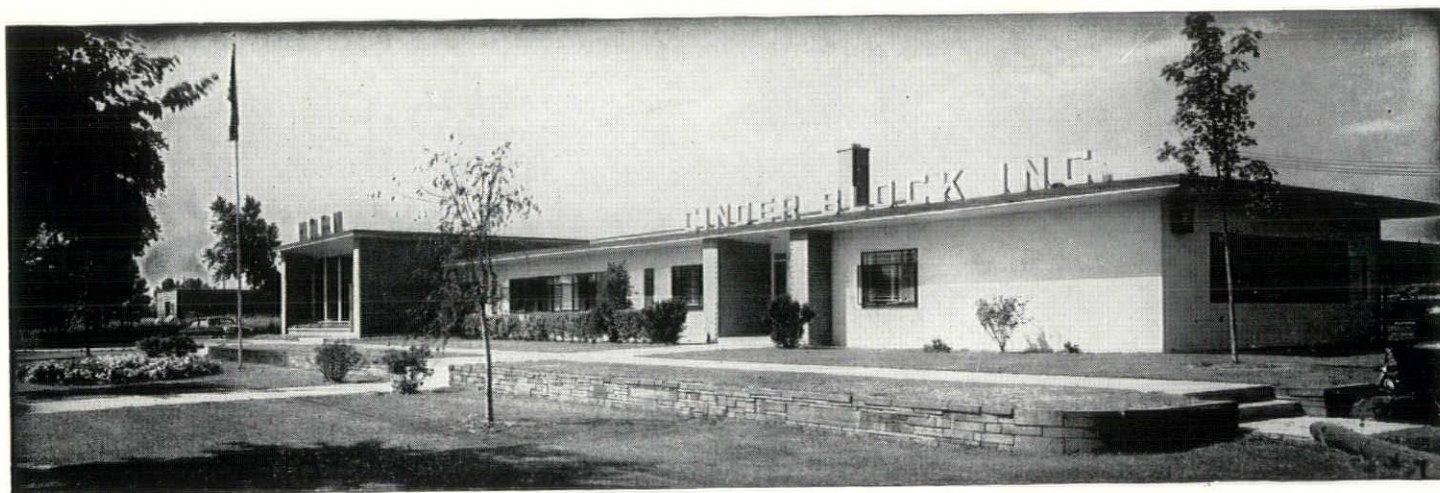
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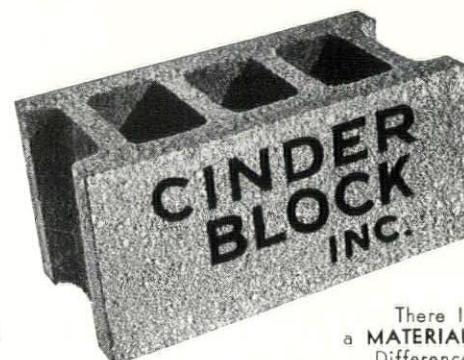
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architects in the news

alabama

AUBURN'S ARCHITECTURAL DEPARTMENT remains accredited by the National Architectural Accrediting Board, following a recent visit by Herbert L. Beckwith, A.I.A., professor of architecture at M.I.T. and other members of the Board: Richard Kock, F.A.I.A. of New Orleans; Thomas Fitz Patrick, A.I.A., of the University of Virginia, and Clyde C. Pearson, F.A.I.A., of Montgomery, president of the Auburn Alumni Association.

FRANK M. ORR, A.I.A., dean of Alabama Polytechnic Institute's School of Architecture, at Auburn, announces the appointment of four new faculty members:

James A. Prestridge, '48, as associate professor, who holds a bachelor's degree from Auburn and a master's degree from Columbia University. He taught architecture at the University of Illinois for five years.

Rufus L. Graves, Jr., associate professor, who taught at California Polytechnic College and the State College of Washington. He holds a bachelor's degree from the University of Kansas and a master's from Cranbrook Academy of Art.

Howell Edward Cobb, A.I.A., associate professor, BS from Georgia Tech, master's from Kansas State College. For the past seven years he has been in the Kansas State architectural department. He spent 1951 in New Zealand as a visiting professor on a Fulbright fellowship.

california

FRANK LLOYD WRIGHT'S exhibit, "Sixty Years of Living Architecture," closed in Los Angeles to go to the Orient in September. It had been housed in a specially designed Wright building constructed adjoining Hollyhock House in Barnsdall Park, in Hollywood, also designed by Mr. Wright, and constructed in 1914, now owned by the City and open to the public. The new structure will continue to be similarly used.

Says Paul Williams, A.I.A., president of the Art Commission: "Mr. Wright's style, which he calls organic, has outlived four or five popular styles. His early work is still an inspiration and his late work has led the modern movement."

Mr. Wright donated his services, both in designing the exhibit building and as lecturer on June 29, for the benefit of the new municipal gallery at Barnsdall Park.

LEONARD F. STARKS, A.I.A., Native Sons Bldg., Sacramento, has admitted Joseph J. Jozens to partnership. The firm is now known as Starks & Jozens. Jozens had been chief draftsman in the Starks office, after serving with Skidmore, Owings & Merrill.

VICTOR GRUEN, A.I.A. announces the removal of his firm's offices from 8460 Santa

Monica Blvd. to temporary quarters at 135 S. Doheny Drive, Beverly Hills, Calif. Gruen also has offices in New York, San Francisco and Detroit.

SOUTHERN CALIFORNIA CHAPTER, A.I.A., is celebrating its 60th anniversary with an exhibition, anniversary dinner, lectures, and other events. The Chapter has grown from a dozen members to 500. Ulysses Floyd Rible is Chapter President.

LESLIE I. NICHOLS, A.I.A., a member of the Coast Valley Chapter, has been re-elected chairman of the San Mateo County Planning Commission.

WELTON D. BECKETT, F.A.I.A., of Los Angeles, was honored at the graduation ceremonies of the University of Washington, as the University's most distinguished alumnus for 1954.

colorado

BRUNO J. CELENTANO, A.I.A., announces the opening of his own office at 660 King St., Denver. Celentano is a member of the Colorado Chapter, American Institute of Architects and the Boston Architectural Club.

florida

A. EUGENE CELLAR, A.I.A., has been appointed supervising architect for the State Hotel and Restaurant Commission's northeast district. Cellar is a member of the North Florida Chapter of the A.I.A. and a member of the National Council of Architectural Registration Boards.

d.c.

AMERICAN INSTITUTE OF STEEL CONSTRUCTION announces the appointment of a jury for its annual prize bridge competition as follows:

John N. Richards, A.I.A. of Toledo, Ohio; Edward D. Pierre, F.A.I.A. of Indianapolis, Ind.; Kenneth E. Wischmeyer, A.I.A. of St. Louis; Rear Admiral Lewis B. Combs, USN retired, Head of the Department of Engineering, Rensselaer Polytechnic Institute, Troy, N. Y., and Bartlett H. Hayes, director of the Addison Gallery of American Art, Phillips Academy, Andover, Mass.

georgia

J. C. NICHOLS FOUNDATION AWARD, sponsored by Georgia Institute of Technology and The J. C. Nichols Foundation of the Urban Land Institute will offer a grant-in-aid in the amount of \$2,000 to be award-

ed during the Spring of 1955. The competition is open to any man or woman who has been admitted to the Graduate Division of Georgia Institute of Technology for study during the academic year 1955-56 in Architecture, City Planning, Civil Engineering, or Industrial Management. A faculty committee will nominate candidates for the award based upon submission of an outline of research aimed at producing a better understanding of the problems of urban growth and development. Mr. Nichols, in whose memory the award is being made, was a ranking authority on city planning and community development in the United States. His famed Country Club District in Kansas City became a model for the finest type of planned communities in the nation. He was an original member of the National Capital Park and Planning Commission of Washington D.C. and was a founder of the Urban Land Institute and was the first chairman of the Institute's Community Builder's Council.

illinois

The Department of Architecture of the University of Illinois announces the appointment of three new faculty members, who assumed their duties in September.

Dr. Chu-Kai Wang, as Professor of Architectural Engineering, was trained at St. John's in Shanghai, at the University of Colorado, and at the University of Illinois. He has had experience with Curtiss-Wright, with Parsons, Brinckerhoff and Co., and is the author of the popular textbook, **Statically Indeterminate Structures**. He will assume the duties of Professor Newlin D. Morgan, who retired this fall.

Linwood J. Brightbill, Associate Professor of Architectural Engineering, received his undergraduate and graduate training at Minnesota, was engaged in architectural and structural work for a number of years in Seattle, and since 1947 has had a teaching position at the University of Washington.

Andrew Verkade, Instructor in Architecture, graduated from the University of Illinois in 1951. He also received training at Purdue and at Illinois Institute of Technology. Before beginning his teaching career Verkade worked for architectural and engineering firms in Chicago and Newark, New Jersey.

ROY T. CHRISTIANSEN and EVERETT F. QUINN have announced they will resume their practice as partners under the firm name of E. F. Quinn & R. T. Christiansen, with offices located at 134 N. La Salle St., Chicago.

UNIVERSITY OF ILLINOIS, Department of Architecture announces its Third Annual Architects' Short Course, on Church Planning to be held in Urbana on November

10, 11, and 12, 1954. An outstanding program is being planned, with architects, churchmen and specialists in various church subjects. In charge of the Short Course for Architecture is Professor Robert J. Smith, and for Extension, Robert K. Newton.

indiana

INDIANAPOLIS HOME SHOW, INC., invites all architects, architectural designers, draftsmen and students of recognized schools of architecture to participate in the 1955 Architectural Competition sponsored by them. Cash awards of \$1,000 are to be presented to the contestants whose designs, according to the jury of awards, made up of three architects and two builders, best suit environment and climatic conditions of the Mid-West. This year marks the 30th anniversary of the event. Contest details can be obtained from the Indianapolis Home Show, 1456 North Del-

aware St., Indianapolis 2, Indiana.

iowa

N. CLIFFORD PRALL, A.I.A., has opened an office at 621 Insurance Exchange Building, Des Moines. Prall is a graduate of Iowa State College and will engage in a general practice with emphasis on the design of schools and public and educational buildings.

kentucky

EDD R. GREGG, A.I.A., was reappointed by Governor Wetherby to the State Board of Examiners for the Registration of Architects.

GEORGE F. SCHATZ, A.I.A., has formed a new firm known as George F. Schatz & Associates, with offices at 309 Ludlow Ave., Indianapolis. He is a graduate of the school of architecture of the Massachusetts Insti-

tute of Technology and the Ecole des Beaux Arts, Fontainebleau, France.

louisiana

WILLIAM B. SMITH, A.I.A., has been appointed to the Chapter Affairs Committee of the American Institute of Architects following the recent National Convention in Boston. Smith is secretary-treasurer of the Gulf States Regional Council and first vice president of the Louisiana Architects Association and member of the board of directors of the Baton Rouge Chapter of the A.I.A.

michigan

O'DELL is a distinguished name among the members of The American Institute of Architects' Detroit Chapter: H. Augustus O'Dell, of O'Dell, Hewlett & Luckenbach, Architects, of Birmingham, Mich.; William H. Odell, a partner in the firm of Derrick & Gamber, of Detroit, and Frederick C. O'Dell, professor of architecture at the College of Architecture and Design, University of Michigan. None is related to the others.

These three are the only ones among the A.I.A.'s 10,000 members.

Bill Odell further distinguished himself by spelling his name in a slightly different way—no apostrophe and no capital D. And so, trying to write the sentence, "there are three O'Dells in the Detroit Chapter is like trying to write the sentence, "there are three twos in the English language" (to, two and too).

WALTER J. ROZYCKI, A.I.A., was recently elected president of the National Alumni Ass'n. of St. Mary's College, Orchard Lake, Michigan.

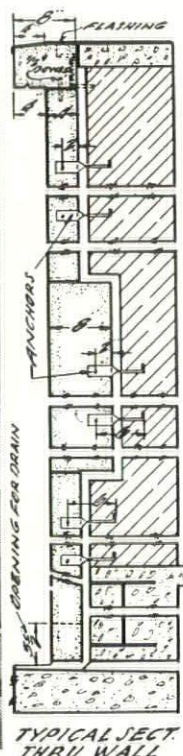
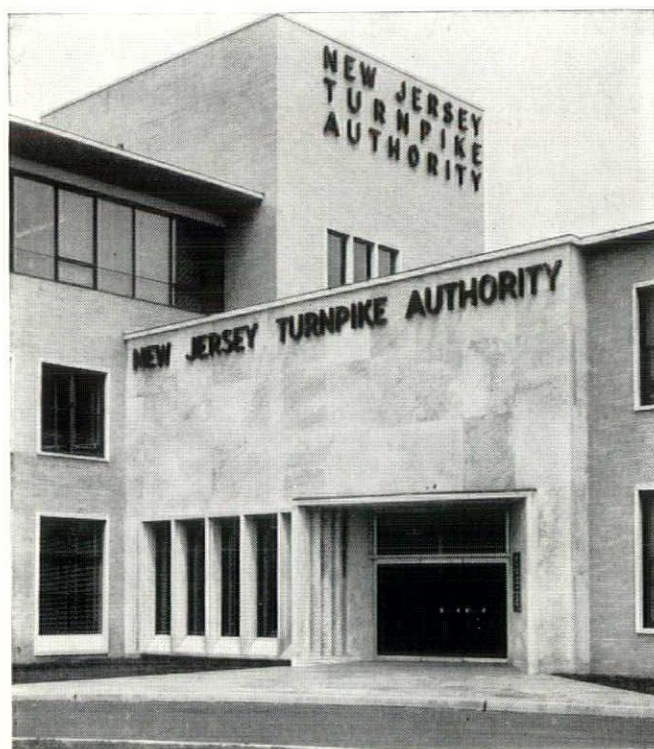
DOUGLAS C. MORRIS, has established a new firm in Bay City, with offices located at 55 Bay Shore Drive. He will be assisted by William G. Wesolek who is a graduate of the University of Detroit.

GORDON H. STOWE, A.I.A., was named international president of the YMCA men's clubs at the 30th annual international conference held recently at Michigan State College.

H. JACK BEGROW was awarded one of two \$1,200 scholarships awarded annually by Smith, Hinchman and Grylls, Inc., a Detroit architectural firm. Begrow is presently a student at the University of Michigan and will continue his studies at U. of M. for his master's degree with the scholarship money.

new york

LESTER S. LaPIERRE, A.I.A. & CLARENCE B. LITCHFIELD, A.I.A. announce the formation of a new architectural firm of LaPierre, Litchfield & Partners with offices at 415 Lexington Ave., New York City. Six architects who formerly were associated with Alfred Hopkins & Associates have been made partners in the new firm. The new partners: W. Frank Bower, Arthur E. Dore, Arthur H. Fuller, Gannett Herwig, Alfred



Architects—Alfred Fellheimer and S. Wagoner. General Contractor—A. A. LaFontaine, Inc.

The coloration of Vermont Pearl marble lends interest and distinction to the main entrance of this building, which is located at New Brunswick, New Jersey. Above win-

dows and doorway, two courses of 4" marble are separated by one course of 8" thickness as shown by detail. Window frames are accentuated by use of the same marble.

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A. Rothman, and Ben John Small, all members of the A.I.A.

north carolina

HENRY I. GAINES, A.I.A., has been named president of the North Carolina State Board of Architectural Examination and Registration. Other members of the board are: Eric Flannagan Sr., A.I.A., Vice-President; Leon McMinn, A.I.A., secretary-treasurer; Ross Shumaker, A.I.A., executive secretary; other members: W. A. Bowles and John E. Ramsey.

oregon

GLENN STANTON, A.I.A., past president of the American Institute of Architects has again been appointed as a member of the Portland city planning commission.

died

HENRY H. GUTTERSON, F.A.I.A., 69, prominent San Francisco architect, at his home on August 23. He attended the University of California and the Ecole des Beaux Arts in Paris. Among his many building designs were six Christian Science Churches and the Salem Lutheran Home for the aged in Oakland, the recreation facilities for the Bohemian Grove in Guerneville, the Hall of Machinery at the State Fair Grounds in Sacramento.

WILLIAM T. HOOPER, SR. 71, at his home in Waukegan, Ill., Sept. 6. He was well known for his design of Chicago's Midwest Club and the Foshay Tower in Minneapolis.

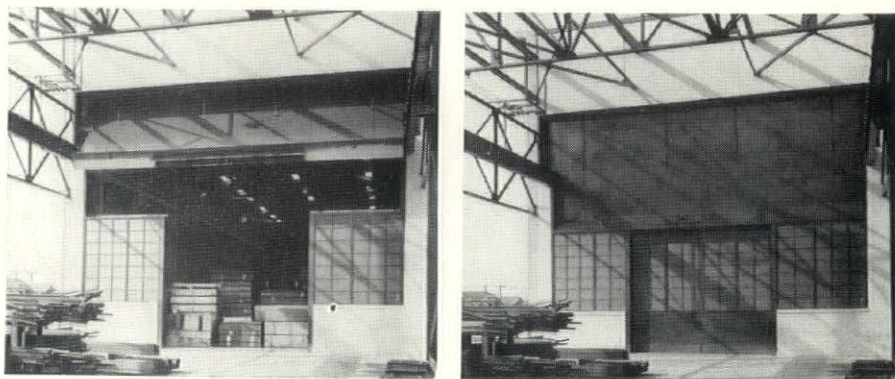
R. KENNON PERRY, A.I.A., 64, in his home city of Atlanta, Ga., August 29. Born in Bullock County, Alabama, he was graduated from the Alabama Polytechnic Institute. He was a director in the Georgia Chapter, A.I.A. and a member of the Atlanta Historical Society, the Shriners, and the Lions.

WALTER L. RATHMANN, F.A.I.A., 74, of St. Louis on July 13. He was head of the firm of Rathmann, Koelle, and Carroll. A former president of the St. Louis Chapter, A.I.A., and also a former member of the Missouri State Board of Registration for Architects and Engineers.

EDWARD R. TAUCH, JR., F.A.I.A., in his home city of New York on August 4. Born in Marquette, Mich., he was graduated from Cornell Univ. and he studied architecture in Paris. He had created the design for parks in Marquette, and served as a Captain in the Marines during World War II, and was one of the first to arrive in Hiroshima after the explosion of the atomic bomb. He was a member of the New York State Association of Architects and the Michigan Society of Architects.

ELLERY K. TAYLOR, A.I.A., 68, of Haddonfield, Pa., in a hospital in Camden, N. J., on July 25. Mr. Taylor attended the University of Pennsylvania and was associated with Jack Steel Co. He was a member of the Historical Society of Pennsylvania, and author of three books: "Descendants of Stephen Flanders," "The Lion and the Hare," and "Welcome Englishmen."

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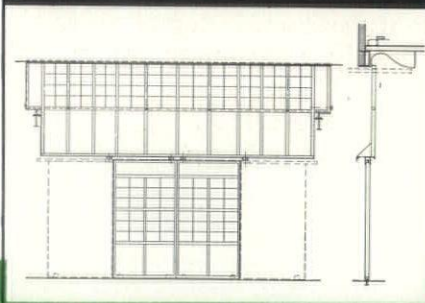
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michigan society of architects

Michigan Society of Architects Board of Directors met at the Birmingham Country Club on September 14, President Linn Smith presiding.

The Board meeting at 2:30 P.M. was presided by a joint meeting of the Chapter's Administrative Committee and officers of Monthly Bulletin, Inc., at a noon luncheon.

The Board heard reports from all of its committee chairmen, including H. Chase Black, Chairman of the 1954 Midsummer Conference Committee; and representatives of the three A.I.A. chapters in Michigan—Amedeo Leone, of Detroit; Frederick E. Wigen, of Saginaw Valley, and Elmer J. Manson, of Western Michigan.

Leo M. Bauer, Chairman of the Special Public Relations Fund Committee, reported on that activity, while Philip C. Haughey, of Battle Creek, chairman of the Society's Publicity Committee, reported on the movie that is being made.

Adrian N. Langius, Chairman of the Biddle House Committee, reported on the restoration project for Mackinac Island.

Talmage C. Hughes, as chairman of a special committee to study chapter boundaries, reported on an effort his Committee is making to realign the areas of the three chapters, to effect a more equitable distribution of members, with particular reference to enlarging the area of the Saginaw Valley Chapter.

Eugene T. Cleland reported for his Technical Problems Committee, stating that, together with the Concrete Masonry Association of Detroit, a specification for concrete masonry units is being worked out. Chester A. Sirrine A.I.A., Executive Secretary of the Association is directing the project for his group.

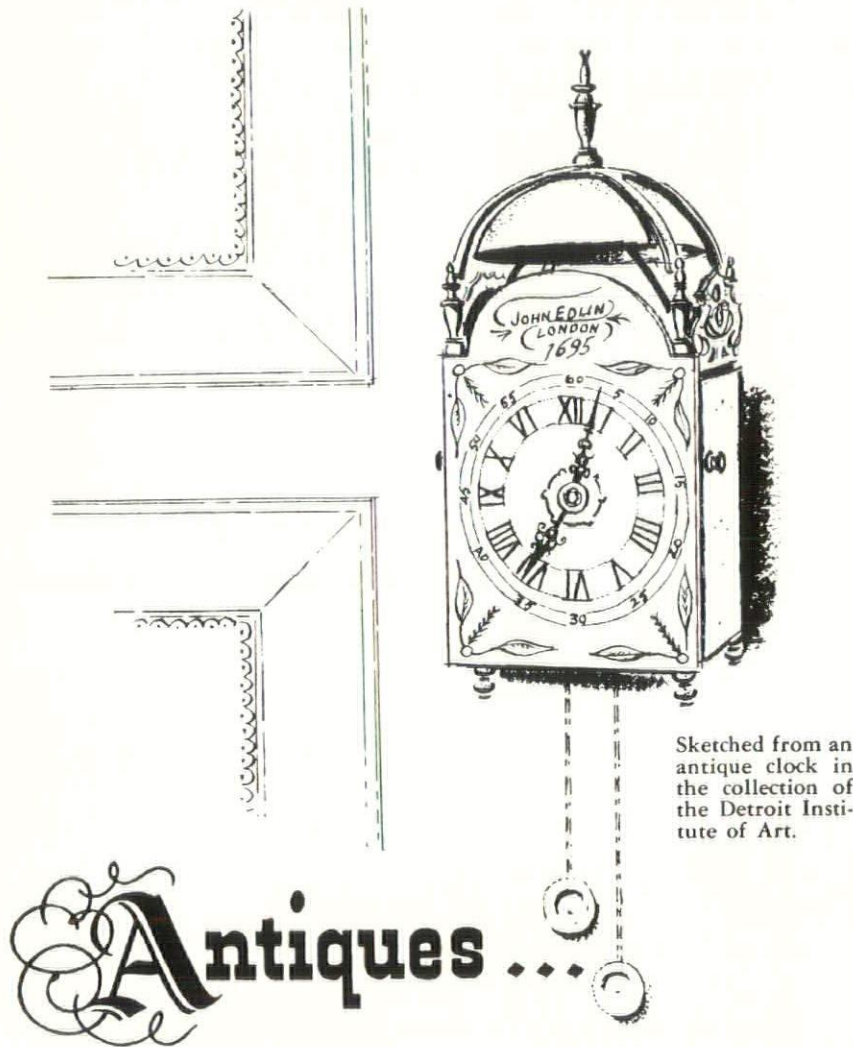
Charles B. McGrew, First Vice-President of the Society, reported for the Committee on Public and Professional Relations, of which he is Chairman.

Others reporting were Secretary James B. Morison, Treasurer Elmer J. Manson, Executive Secretary Talmage C. Hughes, and the Society's Special Representative, Neil C. Bertram.

A special Committee to study a legislative bill to establish a sliding scale for architects' fees on State work was appointed by President Smith, as follows:

Charles B. McGrew, Chairman; Kenneth C. Black, Cornelius L. T. Gabler, Amedeo Leone, Eberle M. Smith, Edward X. Tuttle, James A. Spence and Peter Vander Laan.

The next Board meeting will be held at the Park Shelton Hotel in Detroit on October 13, following which Board members will join with members of the Detroit Chapter, American Institute of Architects, for dinner and their annual meeting in the Rackham Building.



Sketched from an antique clock in the collection of the Detroit Institute of Art.

Antiques ...

are cherished for their intrinsic beauty and identification with the past. The valuable 17th century English clock pictured here is enjoyed yearly by thousands of visitors to the Detroit Institute of Art, although it is clearly impractical in an electrical age.

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m.s.a. movie

The Michigan Society of Architects Publicity Committee is now ready to proceed with the making of a moving picture for use of schools, clubs and other groups, it is reported by Philip C. Haughey, A.I.A., of Battle Creek, Chairman of the Committee.

Copies of the script have been submitted to members of the Society's Board and they are now studying it. Before final approval is given, suggestions of the Board members will be considered. Producer of the film is Hugh W. Brenneman, of Lansing, Public Relations Counsel of the Michigan State Medical Society, who developed a public relations program for that Society, which today is being followed largely by many other state medical societies.

As an outstanding authority in his chosen field, Mr. Brenneman has also served the State Bar of Michigan, Michigan Health Club, Capitol Club, Michigan Rural Health Conference, Michigan Girlstown Foundation, Medical Advisory Board of the Cerebral Palsy Association, and many other organizations. Mr. Brenneman was educated at Alma College and the University of Michigan, following which he was a teacher of public speaking, and a high school principal. He has had extensive experience in radio, as an announcer, commentator and network analyst. He also served in the U.S. Navy, as a public relations officer, in the Pacific theatre, during World War II.

Jack Pickering, a U. of M. graduate and well-known writer and columnist, is author of the script for the M.S.A. movie. He has been with the Detroit Times since 1941, doing medical and atomic energy reporting, and he is now Science editor of the Times. For several years he wrote the column, "Here and Now." Prior to his connection with the Times, he was with The Detroit Free Press, where he conducted a similar column.

During World War II, Pickering was Associate Editor of the Army's "Stars and Stripes," in the Pacific area. He has had television experience, in the preparation of material and as moderator of the program, "It's Your Life," on WJBK-TV, for the State Medical Society. Recently he conducted classes in news and feature-writing at Wayne University.

The title of the Society's movie, "The Least-Known Profession," indicates the need for such a film to explain in an interesting way just what the many facets of an architect's services mean to his clients and the community.

George Reid, of Lansing, cameraman for the highly successful picture, "Living Under Law," for the State Bar Association, has been retained to film the architects' movie. His picture for the lawyers has been used extensively by the State Department in Washington, for overseas showing, to explain the legal profession and U. S. courts.



JACK PICKERING

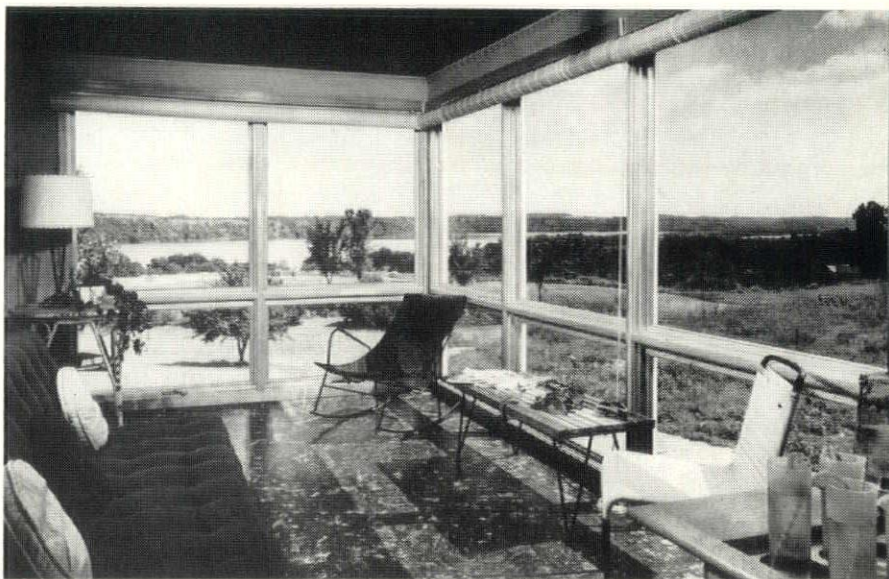


HUGH W. BRENNEMAN

To date this film has been shown to more than 2,000,000 people. Other films made by Reid are "To Save Your Life," "Lucky Junior," "The Story of Immunization," "To Your Health," "The Picture of Health," and "Planning Your Career."

"Lucky Junior" and "To Your Health" were both shown in motion picture theatres and on various TV networks in Michigan. Reid is a top cameraman, rated high for his excellent filming of technical, educational and promotional films.

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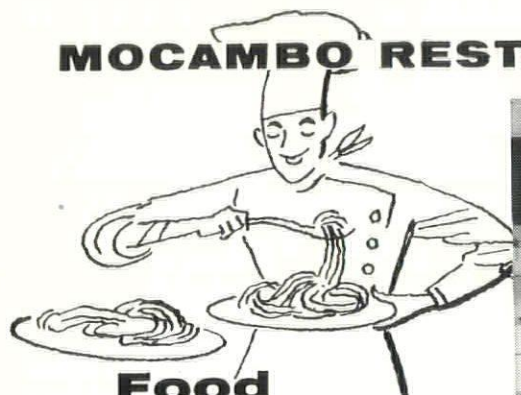
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detroit chapter meeting report

Carl Koch, A.I.A., distinguished architect and City Planner of Cambridge, Mass., told a meeting of the Detroit Chapter, American Institute of Architects, in Detroit's Rackham building September 8, that there is a definite trend toward building over rail road tracks in several cities, by leasing the air rights.

Mr. Koch's lecture was on the subject of Boston's Back Bay Center, which is being planned over the Boston and Albany tracks in downtown Boston. He is a member of a group of architects who are designing the project, which will rival Rockefeller Center in New York City.

Kenneth C. Welch, F.A.I.A., of Grand Rapids, is economic consultant for the project.

The speaker illustrated his lecture with slides showing studies of traffic, economic aspects, etc., as well as preliminary plans, models and surveys.

In introducing the speaker, president Leone stated that there is a definite trend toward decentralization, such as the Northland Center in Detroit, yet no sooner than that project was finished than Detroit's downtown merchants put on a campaign to bring people to the center of the City. He stated that Boston is answering this question with its proposed Back Bay Center.

At dinner preceding the lecture, president Leone reported on the Chapter's Board of Directors meeting that afternoon. He an-

nounced that the next Chapter meeting will be its annual meeting and election of officers, October 13, at which reports will be heard from committee chairmen, and members of the board of directors of the Michigan Society of Architects will be invited to attend.

Chief item of interest at the dinner meeting was presentation of the C. Allen Harlan Awards of 1954. This was a competition to determine the best public relations program for the Chapter, assuming a budget of \$25,000 to be spent over the next five years. One thousand dollars in prize money had been made available by Mr. C. Allen Harlan, President of Harlan Electric Company, of Detroit and other cities.

Mr. Harlan was present and he made the awards as follows: First Prize of \$750.00 to Suren Pilafian; Second Prize of \$100 to Kenneth R. Plank; Third Prize of \$50 to Marco Nobili. Pilafian is Vice-President of Chapter, Plank is a Chapter member who is now located in Savannah, Ga., Nobili is an associate member, on the faculty of Wayne University.

Jurors were John N. Richards, A.I.A., of Toledo; W. Hawkins Ferry, Honorary Curator of Architecture, Detroit Institute of Arts; William Stirton, Vice-President of Wayne University; Linn Smith, President of the Michigan Society of Architects, and Sol King, a Society Director. Wells I. Bennett, F.A.I.A. was architectural advisor.

detroit chapter's next meeting

Officers, directors and delegates to serve on the Board of the Michigan Society of Architects, and The Great Lakes Regional Council. The President's Committee consists of Arthur K. Hyde, Chairman; Wells I. Bennett and James B. Morison. The Board's Committee: Lyall H. Askew, Chairman; Amedeo Leone and Earl W. Pellerin.

Members are urged to read the reports herein and come to the meeting prepared to hear and take part in discussions. There are many facets of the profession that are of vital importance to every architect, whether he be employer or employee. Some of these have to do with practice and they affect the every-day happenings in every architect's office. Here is an opportunity for members to hear and be heard, and to help set matters right, where there is a need for that.

For instance, there is still that problem of architects lowering their fees to secure commissions, and even offering and making free sketches. How about architects who endeavor to supplant others after steps have been taken toward their employment?

What about our public relations, and are they as good as they should be? Do you favor increasing the dues of the Chapter members in order to provide more funds for the program of the Michigan Society of Architects? This question is sure to come up.

Whom would you like to see elected to

guide the Chapter in the year ahead? These and many other questions will be yours to decide, so let's make this, the most important meeting of the season, the best attended.

dinner meetings, detroit chapter

All are at The Engineering Society of Detroit unless otherwise noted. All are on Wednesdays, except May 10—Tuesday.

Oct. 13—Annual Meeting and Election of Officers, Reports and Recommendations; Board of Directors of M.S.A. invited.

Nov. 17—Dinner at ESD, lecture by Jose Luis Sert at The Detroit Institute of Arts, with Metropolitan Art Association.

Dec. 8—"Northville Hospital Project," O'Dell, Hewlett & Luckenbach, Architects.

Jan. 12—Program to be announced later.

Feb. 9—Program to be announced later.

Mar. 16—Dinner at ESD, lecture by Walter Dorwin Teague at The Detroit Institute of Arts, with Metropolitan Art Association.

Apr. 13—Program to be announced later.

May 10—Program to be announced later.

One of the season's most important meetings of the architectural groups in Michigan will be held at The Engineering Society of Detroit on the evening of Wednesday, October 13, when the Board of Directors of the Michigan Society of Architects will join with the Detroit Chapter, A.I.A. membership on the occasion of the Chapter's annual meeting and election.

Annual reports of officers and committee chairmen are being published in this issue of the Monthly Bulletin, so that more time can be devoted to discussion of the significant issues.

Two nominating committees have been named to prepare slates for Chapter of-

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annual reports

detroit chapter

a.i.a.

membership

leo i. perry, chairman

The first meeting of the Membership Committee was held early in November, 1953, at which time the membership status was reviewed. On file at that time were the names of members who had been given notices of suspension by Washington. These names were divided among the committee members and an effort made to contact each one in the hope of preventing the termination of their membership. The effort was partially successful, but even so, five were terminated at the end of the year, by Washington, for non-payment of dues.

The list of associates and junior associate members was carefully checked by the committee chairman and those found to be approaching the end of the second year of being delinquent were sent a formal notice of intent to terminate. Some paid their dues and the others were terminated in accordance with Chapter by-laws.

The State Board of Registration lists were checked for the latest registrations and prospective members invited to submit applications for corporate membership. Also committee members were given the names of eligibles to solicit personally.

An effort was made to advise all new associate members that it is important to give notice of resignation if they do not wish to continue. It is evident from past experience that some associate members think they are automatically dropped at the end of the year if their dues are not immediately paid, which is not the case.

At the January meeting it was decided by a vote of the membership to increase dues of associates from \$5.00 to \$6.50 which would include subscription to the Monthly Bulletin at the group rate of \$1.50 per year. It is noted there has been an increase in associate membership and also that a greater percentage of this group have paid their dues than at the corresponding date a year ago.

This report is issued for publication prior to the actual end of the fiscal year. The complete membership status will be filed with the audited Treasurer's report on October 13, 1954.

The present status is as follows:

	Membership Start of Fiscal Year 1953-1954	Status Sept. 15, 1954
Fellows	11	10
Fellows and Honorary MSA	0	0
Fellows and Emeritus	2	3
Emeritus	4	5
Corporate	357	365
Corporate Unassigned	1	1
Total	375	384
Associates	123	146
Junior Associates	32	28
Student Branches	161	170
Honorary	0	0
Total	316	344
Grand Total	691	728

Other members of the Committee are:

Werner B. Anderson, Werner Guenther, Talmadge C. Hughes, George J. Bassett, Harold Binder and Thomas P. McEvilly.

civic design

malcolm r. stirton, chairman

The function of this committee as stated is "to foster and encourage better city and regional planning, site planning and low-priced housing, to formulate plans for beautifying the communities and roadsides within the territory of this Chapter, and to cooperate with public and other agencies having such matters in charge."

We have been most fortunate in having in Detroit a public agency, the Detroit City Plan Commission, which has given us the greatest cooperation and encouragement in carrying out our duties. We have had a most interesting year with many opportunities to comment on and suggest solutions for improvement of planning problems. We feel that we have been able to be of considerable assistance to the City Plan Commission in representing the viewpoint of the architectural profession in this area in the discussion of city planning developments.

Through the work of committees on civic design which have functioned in the past, there has been established a great deal of

credit and confidence in the minds of the city government concerning this committee's attitudes and suggestions. The excellent work of the preceding committees has made the work of this committee easier and more valuable. We have attempted to follow in their path and report on problems presented to us exactly as the committee decided in an impartial and unbiased review. This attitude is greatly responsible for the value of this committee to the City Plan Commission, and the community and we have tried to maintain this attitude consistently.

The most important project reviewed by this committee was the development of the Convention Hall and Exhibits Building proposed for the Civic Center. This was a carry-through of similar discussions entered into by previous committees which had consistently pointed out the inadequacy of the site and other fundamental circulation and parking problems shown in previous schemes. The final development of the building being planned across Jefferson Avenue was supported by this committee as it embodied solutions for many of the criticisms which this committee had for the earlier arrangements. The report of this committee on this building still points out several suggestions with respect to the site and its treatment, which we hope can be improved as the study progresses. The value of this committee to the City Plan Commission, and as a consequence to this community, was demonstrated in this long discussion of the Convention Hall and Exhibits Building and its site which has absorbed the attentions of previous committees and allied agencies for several years. It is the consensus that the final scheme will be of much greater benefit to Detroit and will be in all ways more suitable for incorporation in the Civic Center.

Other subjects which were presented to us for review range from overall discussions of the development of the Civic Center plaza, its adjacent underground parking garage, Detroit Street Railway Bus Shelter in Capitol Park, a building for primates at the Detroit Zoological Park, a sign proposed at the entrance to Belle Isle and presently a study of the fore-court entrance to the Civic Center. In all of these instances, the cooperation of the City Plan Commission and its staff has been most marked and they are to be complimented on the manner in which they assisted this committee, without at any time dictating a course of action. Their long-range programs which are being developed are most interesting and show both imagination and aggressive attitude toward the problems of rehabilitating our city. The Detroit Chapter is most fortunate, both in having such an agency in the area and in its cooperative attitude with advisory committees.

Your committee's meetings were many times called with very little notice because of the demands of the City Government but were well attended by the members of the committee, many of whom came from considerable distance. The findings of the committee were presented as unanimous agreement.

It has been a pleasure to serve on this committee and take part in the many interesting discussions and I sincerely hope that our efforts have been worthwhile and that the cooperation with the City Plan Commission can be continued.

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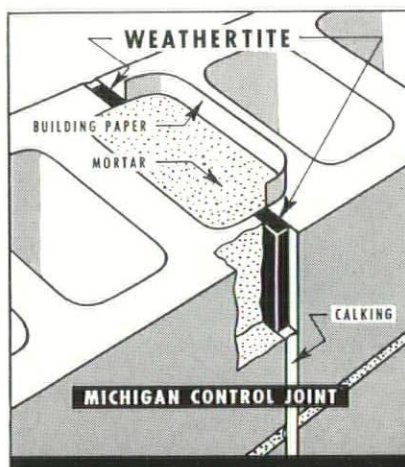
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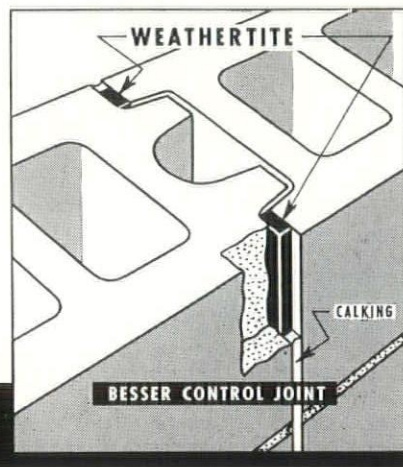
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affiliate council, esd and interprofessional

l. robert blakeslee, chairman

An AFFILIATE COUNCIL OF THE ENGINEERING SOCIETY OF DETROIT meeting was held at the Society headquarters on Thursday, November 12, 1953. Julian R. Cowin represented the Detroit Chapter, American Institute of Architects.

The purpose of this meeting was to discuss some new developments in connection with efforts being made to interest the United Engineering Trustees in establishing in Detroit a new headquarters building for the national engineering societies, now located in New York City.

The National Headquarters Committee, which was appointed by the Affiliate Council on March 10, 1953, summarized its activities, and reported that: "Competition among other cities is keen. Groups similar to ours are working in Washington, D. C., Chicago, Cleveland, Columbus and Pittsburgh. A very substantial sum of money has already been pledged in Pittsburgh. It has also been learned that two different groups are active in Chicago and that one of these has offered a site for the new building, without charge to the Trustees. If Detroit is to succeed in bringing the national engineering societies here, we must raise from \$400,000 to \$1,000,000, depending on the location of the site selected."

The Council passed a motion requesting the Board of Trustees of The Engineering Society of Detroit to appoint a small group of persons to contact the logical sources of funds in Detroit to be used for the purpose of acquiring a suitable site for a new headquarters building in Detroit, and to determine the probable extent of the support that might be forthcoming.

The Annual Meeting of the AFFILIATE COUNCIL OF THE ENGINEERING SOCIETY OF DETROIT was held at the Society headquarters on Thursday, June 3, 1954. Julian R. Cowin represented the Detroit Chapter, American Institute of Architects.

The Chairman of the Affiliate Council reported that the Board of Directors of The Engineering Society of Detroit were of the unanimous opinion that the possible establishment of national engineering society headquarters in Detroit had little or no popular appeal, and that there seemed to be no basis on which the Society could do much to encourage the raising of funds in anywhere near the magnitude required. There has been no further activity on the part of the National Headquarters Committee. The results of a canvass of the 41 Affiliate Societies of The Engineering Society of Detroit to determine their interest in the efforts of the Council to interest the United Engineering Trustees in establishing headquarters in Detroit were: In favor—27; opposed 1; not replying—13.

A report of the Committee On Refresher Course, Paul B. Brown, Chairman, shows a continual increase in enrollment as evidenced by the following figures:

1950—177
1951—183
1952—259
1953—315
1954—403

Increased tuition rates were approved by the Refresher Course Committee as follows:

\$18.50 for Part IV or Parts I, II, III and V for Architects
\$30.00 for all parts of Architectural review.

A total of 51 architects took the course last year.

The Nominating Committee submitted its slate of officers for 1954-1955, and the following officers were elected unanimously:

Chairman: Raymond F. Hanson, Power Engineer, General Motors Corporation.

Vice Chairman: John R. Splitstone, District Manager, Timken Roller Bearing Company.

It was voted unanimously that Frank G. Horton be re-appointed to serve as Secretary of the Affiliate Council for the ensuing year beginning on July 1, 1954.

The INTERPROFESSIONAL COUNCIL held no meetings during the past year.

Other members of the Committee are Julian R. Cowin and Robert F. Hastings.

publicity

executive secretary

talmage c. hughes

Chapter officers, directors and committee members have, during the present administration, rendered a valuable service to the membership. To what extent this has been true, year after year, can be realized only by one who has been actively engaged in such work.

In matters of publicity, the Chapter has been fortunate in having the cooperation of the press. At the Institute's first Journalism Awards last February, Mrs. Lillian Jackson Braun, of the Detroit Free Press, was awarded First Prize for the best feature story on an architect. The subject was "Alden B. Dow, of Midland." John Woerpel, of the same paper, was runner-up for factual reporting on an architectural subject—"The University of Michigan Starts Building New Campus." The jury noted that Detroit and Pasadena were receiving a "terrific amount of architectural publicity."

Such publicity, which is directed toward informing the public of the beneficial services that architects can render, is having its effects in preventing clients from inviting architects to bid on jobs on a basis of fees and free sketches. Many instances have come to our attention in which more and more architects are being selected on the basis of their qualifications, background, past experience and satisfied clients. This is true in all classes of projects from a residence to a large office building for an industrial corporation.

There are still some who do not follow this procedure, but when, brought to our attention, they have been informed by letter and found to be cooperative.

The responsibility is not entirely on the client, but on our own members as well. We find that more use is being made of the schedule of recommended fees, and principles of practice. When an architect finds that a prospective client is proceeding in the wrong way, it is his duty to see that he is properly informed.

The Harlan Award, reported elsewhere in

this issue, was a notable accomplishment for the Chapter's public relations program, and thanks are due to Mr. C. Allen Harlan.

A recent article in the Detroit Free Press about architects reaping a "golden harvest" on State work was promptly answered by Philip C. Haughey, Chairman of the M.S.A. Publicity Committee and the Free Press gave his reply as much prominence as the original article.

The lecture by Frank Lloyd Wright here last May resulted in much favorable publicity. It was a good program, reflecting credit on the Chapter and resulted in some financial profit. Perhaps some similar program might be an annual event.

Chapter programs in general have been interesting and varied. It is hoped that the annual meeting, October 13, will be well attended, for this is an opportunity for all members to take part in discussions, for the guidance of the Chapter.

Our Chapter has been honored by having our member, Clair W. Ditchy, F.A.I.A. re-elected as president of The American Institute of Architects.

Monthly Bulletin, MSA, has continued much the same as in former years, and our employment service has been much in demand. An encouraging sign is that architectural graduates are finding employment much more readily than before.

During the past year, the Chapter was incorporated as a Michigan non-profit corporation.

The Amendments to Insurance Articles of the General Conditions of the Contract for the Construction of Buildings, prepared by a joint committee, on which John K. Cross, A.I.A. was the Chapter's representative are being used by many offices in Michigan, as well as in other states.

The recent issue of the Yellow Pages of Detroit's Telephone Directory contains a greatly improved listing of architects. Of 158 offices listed, 140 have A.I.A. members. Nearly all carry the extra line, "Member, American Institute of Architects." There is no bold type, and no non-registered persons are included. Adjacent to the list, the Detroit Chapter carries an ad which states, "Membership in The American Institute of Architects includes also membership in the Michigan Society of Architects. Members are registered by the State of Michigan, and are pledged to a code of ethics, honesty and ability. When seeking a member of this group, look for the identifying line, "Member, American Institute of Architects." The ad is headed by a large AIA and signed by the Chapter, with address and telephone number.

Altogether, members of the Detroit Chapter, A.I.A. have given a good account of themselves.

treasurer

leo i. perry

The audited report for the fiscal year will be filed with the Board of Directors of the Chapter on October 13, 1954. The following is a general summary of the financial condition as of this date and a comparison with the statement of a year ago, and is

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At the beginning of the fiscal year a budget was recommended and discussed by the Board of Directors. This year, as in the preceding year, a budget of \$4,000 was set up and divided into various categories to cover anticipated expenses for the current year. As of September 15th, the Chapter's financial condition is quite improved compared with the corresponding date in 1953. Our excess of revenue over expenses at this time is \$2,122.71 as compared to \$332.21 in 1953. There are several reasons for this namely; (1) less expenditures in most divisions of ordinary expenses, (2) circumstantial elimination of the telephone directory advertising for this year, (3) activity of the Program Committee whereby the May meeting, instead of being an expense, paid a return and, (4) increased revenue through increased membership.

Entirely apart from the income derived from the Frank Lloyd Wright lecture it appears that the actual revenue collected will be more than sufficient to cover the years expenses, whereas in the previous year the expenses exceeded the income by approximately \$165.00.

During the year the Harlan gift of \$1,000.00 to the Chapter, for which a competition was held, was received and disbursed. Winners of this competition were announced at the September meeting.

program

earl g. meyer, chairman

During the year the Committee held four meetings, and there was 100% attendance at all but one. It was the desire of the group to map out a series of programs that would be of enough interest to promote larger attendance at the Chapter meetings. In some cases we were successful and the success seemed to depend upon how well-known and how popular the speakers were.

The members of the Committee felt that a balance should be maintained between technical and cultural programs, and also that the membership at large should in some way be asked to express opinions as to what type of program is most desired.

The climax of the spring season came on May 27th when Frank Lloyd Wright spoke to us at the Masonic Temple. Approximately 2500 people were in attendance and when all expenses were paid a substantial profit was turned over to the Chapter.

The Fall season started on September 8th with a discussion of Boston's Back Bay Center by Carl Koch. The other meetings for this year have already been arranged, and it is hoped that they will appeal to the membership.

I want to take this opportunity to thank all the members of the Committee for their help and cooperation throughout the year:

preservation of early buildings

emil lorch, f.a.i.a., chairman

In the American Institute of Architects

Inventory of early architecture, considerable progress has been made in recording Michigan buildings. On the national plane, President Ditchy has appointed 70 Preservation Officers who represent many of the Institute chapters.

During the Boston Institute convention a visit was made to the first American iron works at Saugus, Mass., whose restoration is well advanced and in charge of architects Perry, Shaw & Hepburn, of Boston. About 80 participated in the special tour, among them being Messrs. Taylor, Rindge and the writer.

Early buildings in Boston and other cities were also visited, including the Pickering house, Salem, where the eighth generation of the family lives, Mr. Pickering being among those acting as hosts.

Massachusetts has long done, and continues to do, exemplary work in preserving worthy buildings. Great care and large sums have been expended with most appealing results.

torch drive

gerald g. diehl, chairman

The architects in 1953 as in 1952 created a very fine effort in their contributions to the United Foundation Torch Drive. The architects, a division of the building industry, which in turn is a section of the City Business Unit, headed by C. Allen Harlan, pledged and raised over \$41,000 in 1953. This was a noted increase as compared to \$37,000 in 1952 and more amazing when compared to the 1952 quota of \$24,600.00: It was the teamwork from the co-chairmen down to each individual who made this possible.

We can also point with pride to the fact that in the last two years the City Business Unit received the trophy for the unit highest above quota.

education and registration

suren pilafian, chairman

The membership of the Committee on Education and Registration consisted of:

Wells I. Bennett
L. Robert Blakeslee
James E. Gibson
Marco Nobili
Earl W. Pellerin
Suren Pilafian—Chairman

The duties of this Committee, as described in the by-laws, are . . . "to cooperate with the Institute committees on education and on registration and with the State Board of Architectural examiners to promote higher aesthetic, scientific and practical qualifications of those engaged or about to engage in the profession within this Chapter's territory, to formulate plans whereby the public appreciation of the arts of design will be enhanced, and to maintain effective contacts with the schools of architecture within the territory of the Chapter."

The committee continued several projects that had been initiated by previous committees, and embarked on a number of

new ones. Some of these were projects that could be and were completed, while some were survey projects that established the groundwork for their fulfillment by succeeding committees. Each of the seven projects the committee worked on was assigned to one of its members, and is described as follows:

1. BUILDERS HOME COMPETITION

As has been done for a number of recent years, the committee assisted the Builders Association of Metropolitan Detroit in the conduct of a student competition for the selection of a design for the 1955 Builders Show home. Mr. Pellerin handled this project, assiduously, acting as professional advisor for the competition and assisting the Builders Association very substantially. Many of his suggestions for encouraging advanced ideas in the competition were adopted by the Association, the quality of the results being improved considerably. However, continued effort is needed to bring these annual projects to a point that will make full use of the architect's know-how. It may be possible eventually to conduct these competitions as full-fledged professional ones.

2. COMPETITION FOR HARLAN AWARD OF 1954

This project was handled by Dean Bennett, whose report as professional advisor of the competition, follows:

"Among matters referred early in the year to the Chapter Committee on Education and Registration was the information that Mr. C. Allen Harlan had again offered to sponsor an architectural competition open to members of the Detroit Chapter. The Committee discussed this generous offer at length and I was asked to prepare a program and act as professional advisor for the competition.

"The topic chosen for the Harlan Award of 1954 was A PUBLIC RELATIONS PROGRAM FOR A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS. The statement of the program was published in the April issue of the Michigan Society Bulletin. The presentation was required to be in the form of a bound portfolio, 8½" by 11" sheet size. Larger sheets, where used to present illustrated material, were required to be in multiples of the 8½" by 11" size.

"The judgment on the presentations was held in Detroit on Friday, August 27. In accordance with the program, the jury included three architects, a public relations specialist, and a layman: The architects were Sol King, John N. Richards and Linn Smith. William E. Stirton, Vice-President of Wayne University represented the public relations point of view, while, W. Hawkins Ferry, known in Detroit for his activity in public affairs, acted as the layman on the jury.

"After a long and spirited session, the first prize of \$750 was awarded to Suren Pilafian, the second prize of \$100 was awarded to Kenneth R. Plank, and the third prize of \$50 was awarded to Marco Nobili: Honorable mentions were awarded to Alex Linn Trout and Talmage C. Hughes.

"The range of approach was as wide as the number of presentations and the jury found each of them interesting and constructive. It was commented that a statement embodying all the strong points of

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each presentation would be the ideal answer for an AIA Chapter such as Detroit.

"The first prize-winning submission was considered to be an inclusive and well reasoned program, one which could be put into effect in such a Chapter as ours. It aimed at reaching the general public through a positive educational approach. The presentation placed second likewise presented a clear and adequately detailed Chapter program. It was felt by the jury that the amount of the second prize did not do justice to the high calibre of the competitor's presentation. The project placed third featured an architectural exhibition program as the desired procedure. It was commended for effective visual arrangement.

"It was the feeling of the jury that the competition had brought forth a constructive approach to public relations for the profession of architecture. The jury was unanimous in wishing that such a program could be put into effect by the Detroit Chapter."

3. VISITORS GUIDE TO DETROIT ARCHITECTURE

A survey was undertaken to determine what kind of publication could be prepared by the Chapter that would serve as an architectural guide for visitors and incidentally enhance the public's understanding and appreciation of architecture and its profession. Mr. Blakeslee was assigned to this project and made a careful study of three possible types of publications that deserved consideration.

(a) A deluxe type of "Baedeker" for the Chapter area, containing illustrations and data of and about fifty completed buildings, new and old, selected for their interest to visitors and as outstanding examples of good architecture within their types. This would sell for about fifty cents and be financed by advertising and other types of income.

(b) A "throw away" type of leaflet that would describe about a dozen selected buildings and be distributed without charge, the expense to be borne by the Chapter.

(c) A collaborative project with the MSA Bulletin by which selected pages of the Bulletin would be reprinted, and assembled and edited as a guide book.

Of these possibilities, the freely distributed leaflet seems to be the most advantageous. The committee has assembled a large amount of data that should enable its successors to carry this project to completion.

4. SCHOOL INSEMINATION PROJECT

Mr. Nobili was assigned the task of making a survey of how the Chapter could help the administrators and teachers of the local public school systems to give school children a sound fundamental introduction to the elementary principles of good architecture. In collaboration with the supervisor in art of the Detroit Public Schools, several suggestions were made as to the current curricular subjects that would lend themselves to this type of teaching, to the various tools that could be made available to teachers for this work and to the methods by which the program might be effected. Mr. Nobili summarizes some of these suggestions as follows:

"The start of this 'Architectural Campaign' should be rather simple and as time goes by through the experience of contacts, lectures, etc. the intensity of the 'messages' increased accordingly.

"Our organization, after approval of the Detroit Public Schools Art Department directors, should communicate directly with the teachers and get them interested in the subject of architecture. There are many ways of establishing these relationships, such as:

"(a) When the A.I.A. movie is completed it could be circulated to all schools once a semester.

"(b) A slide selection could be planned and suggested to the Board of Education. These slides can be bought by the Board of Education directly from the various sources: Philadelphia Museum, Museum of Modern Art, N. Y., Detroit Art Institute, etc. These slides should be used directly by the teachers in the schools.

"(c) The contact between architects and teachers could be established directly by using a TELEVISION PROGRAM, possibly monthly talks of 30 minutes each, using photographs, models, sketches, slides (among those distributed) and film strips.

"(d) Once every semester one architect, possibly a good lecturer, could deliver an interesting talk with some visible material to a large audience of high school students at the Art Institute. This series of talks should be planned to be varied each year and cover the development of American architecture in general with emphasis on phases of contemporary design, with simple explanations of the elements of structure, such as old buildings with bricks one on top of another (utilizing compression principles) and new buildings with metals (utilizing tension and bending principles). This would bring the architects closer to the children."

5. VOCATIONAL GUIDANCE PROGRAM

Mr. Gibson was assigned this project and reports as follows:

"At the 19th annual Vocational Guidance Program held on May 5, 1954 for high school students by the Engineering Society of Detroit, I represented the committee and counselled students interested in the profession of Architecture. Forty two students expressed such an interest, and furthermore requested reference material or printed brochures on the subject. The pressure of time and the lack of such printed matter permitted only a follow-up letter to be sent to each of these students, but it is strongly recommended that the Chapter undertake the composition or procurement of a suitable pamphlet or brochure to handle this situation in the future."

6. SURVEY OF NEEDS OF STUDENT CHAPTERS

Mr. Gibson was assigned this project also, and reports as follows:

"In an effort to effect a closer tie between the Detroit Chapter and the three student chapters at University of Michigan, University of Detroit, and Lawrence Institute of Technology, a meeting was held with representatives of these student chapters and myself representing the committee. This meeting resulted in the recommendation of a four-point program to be carried on

jointly by this committee, or the Detroit Chapter, and the three student chapters, embodying field trips, panel discussions or lectures, a tour of offices in the Detroit area, and architectural research problems by students, the results of which would be made available to members of the Chapter for office use."

7. OCCUPATIONAL GUIDE

At the request of the Michigan Employment Securities Commission, a manuscript on architecture was prepared by Mr. Pellerin for publication by the Commission as part of its series of occupational guides.

In addition to the seven projects that were undertaken, careful consideration was given to a number of other proposed projects. Among these was the recommendation made by the preceding year's committee that this committee carry to completion the project it had started to prepare as a film strip on "EDUCATION OF THE ARCHITECT." This project was not continued because it seemed to be of more than local value and to be more appropriate for the Michigan Society of Architects or the national organization of the Institute, both of which have already planned to produce this kind of film.

Another suggested project, not undertaken, was an exhibit at the Builders Show, as was done last year. The Chapter, through this committee, declined to accept an invitation to participate in the Builders Show because sufficient funds were not available to make a distinctively meritorious presentation.

The committee recommends the following to the Executive Committee and to its succeeding committee:

1. The publication of a VISITORS GUIDE, in the best form that available funds will permit; and its distribution where it would do the most good.

2. Continued collaboration with the Builders Show, with the aim of demonstrating the superior results that can be achieved in their model homes with greater participation by architects in their design and construction.

3. Continuation of the SCHOOL INSEMINATION SURVEY, and the effectuation of the program that the survey indicates to be most effective.

4. Continuation of participation in the VOCATIONAL GUIDANCE PROGRAM, with the procurement of suitable published material about the profession and about local schools of architecture for distribution to prospective students of architecture.

5. Closer collaboration with the student chapters, aiming to put into effect the recommendations reported in the foregoing.

6. Closer collaboration with the committee on PUBLIC RELATIONS with the aim of coordinating the programs designed to foster better appreciation of architects and architecture.

As chairman of this committee, I would like to credit all its members with the high productivity of the committee and to acknowledge gratefully their devoted interest in its work, their diligent application to their individual assignments and to their congenial collaboration in our lengthy and frequent discussions of the work of the committee.

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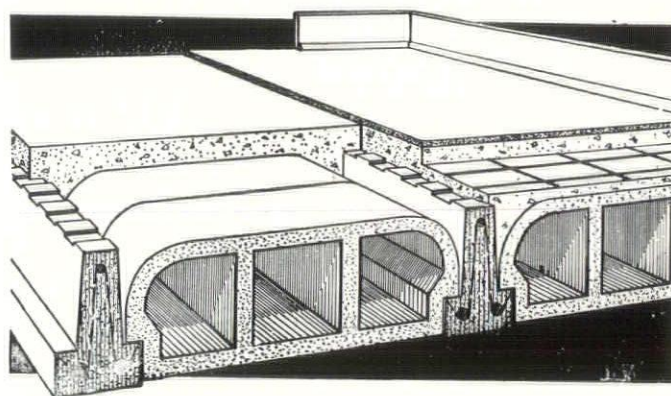
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architects' offices

H. E. BEYSTER, President of H. E. Beyster & Associates, Inc., Architects and Engineers, announces that Mr. Werner Guenther, A.I.A., Chief Architect of the firm, has been appointed to the office of Vice-President.

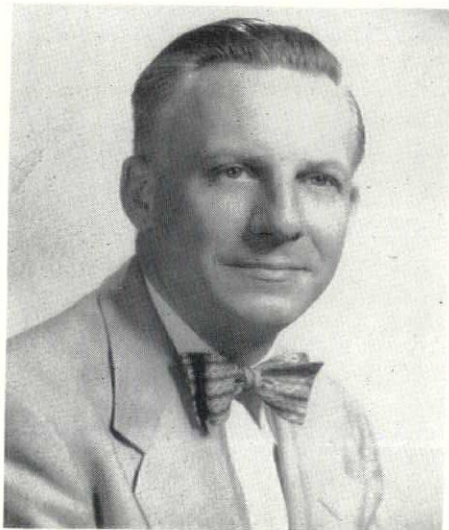
Mr. R. C. Perkins, A.I.A., retains the office of Secretary and Mr. C. H. Haberkorn as General Manager.

Mr. Beyster also announces the following promotions in the Architectural Department:

Mr. H. D. Cutter, registered Architect in the state of Ohio, to Chief Architectural Draftsman.

Mr. J. T. Hilberg, Architect, to Chief Architectural Designer.

Mr. B. T. Lyall, A.I.A., to Project Director in charge of all educational projects.



WERNER GUENTHER

JOHN K. CROSS, A.I.A., formerly of MacKenzie & Cross, Architects, of Baltimore, Md., and project administrator since 1947 for Harley, Ellington & Day, Inc., Architects and Engineers, of Detroit, announces the opening of his office for the general practice of architecture at 911 Kales Building, Detroit 26. The new telephone number is Woodward 2-8251.

The practice of MacKenzie & Cross covered a wide range of buildings, including commercial, industrial and institutional buildings, as well as schools and other types.

Cross, a native of Baltimore, Md., was graduated from Franklin Institute, Philadelphia, as a naval architect, in 1920, and from John Hopkins University, Baltimore as a structural engineer, in 1923. He also studied in the Baltimore Atelier, Beaux Arts Institute of Design, from 1925 to 1928.

His experience was gained in the offices



JOHN CROSS

of Baltimore architects from 1922 to 1928, and he also obtained valuable experience with the Public Buildings Administration in Washington, D. C., on post office and court house projects. His war-time experience was as coordinator of building equipment on a \$40 million Naval Training Station at Bainbridge, Md.

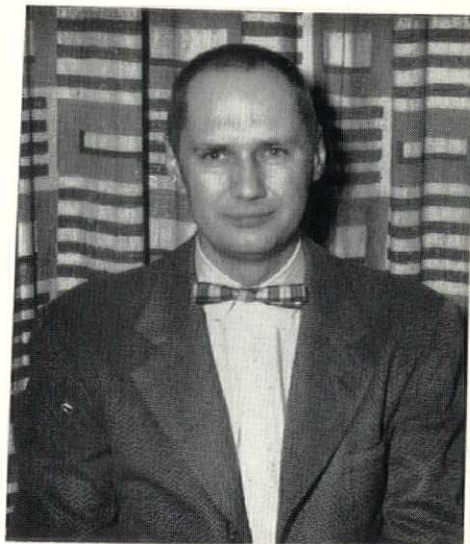
He is registered as an architect in Maryland, the District of Columbia and Michigan. He served as president of the Washington Metropolitan Section of the Maryland Society of Architects. During the past year he has been chairman of a special

committee for the revision of the construction insurance clauses of the contract documents of the Michigan Society of Architects and the Detroit Chapter of The American Institute of Architects.

Cross lives at 349 Stephens Road, Grosse Pointe Farms, Mich.

The School of the Art Institute of Chicago has awarded the Daniel Van Degrift Scholarship for the school year 1954-55 to Miss Karin Rush, daughter of Detroit Architect J. Leonard Rush, A.I.A. Miss Rush was graduated from Cass Technical High School; attended The Society of Arts & Crafts in Detroit, College of Architecture & Design at the University of Michigan, where she was represented in the 1953 Student Inter-Arts Festival and the College's 1953 Annual Art Show. For the last year she has been studying at the School of the Art Institute of Chicago for her degree.

During the vacation periods Miss Rush has been attached to her father's office at 18720 Grand River, Detroit assisting in the general work of the office.



LINN SMITH

LINN SMITH, A.I.A., formerly a partner in the Detroit firm of Eberle M. Smith Associates, Inc., has opened his own office for the practice of architecture at 114 S. Woodward Avenue, Birmingham, Mich. The new telephone number is Midwest 4-4205. He resides at 1823 Pembroke, in Birmingham.

Smith, a native of Flint, Mich., received his bachelor of Science in architecture from the College of Architecture and Design, University of Michigan, where he was a member of Alpha Rho Chi, honorary architectural fraternity.

In 1947 he won the George G. Booth Traveling Fellowship in Architecture at the College, and he traveled and studied in England, Africa and Hawaii.

He became registered to practice architecture, by examination, in 1947, and he entered his own practice the same year. During World War II he was a lieutenant in the U. S. Navy.

Smith is now serving his second term as president of the Michigan Society of Architects, at the age of 36, the youngest to ever hold that office.

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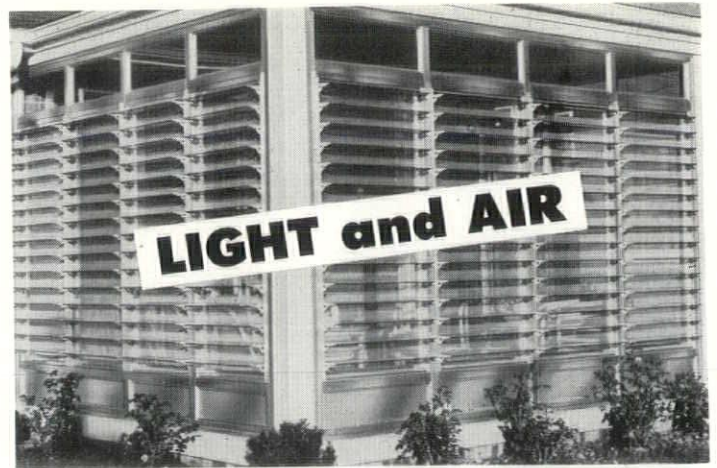
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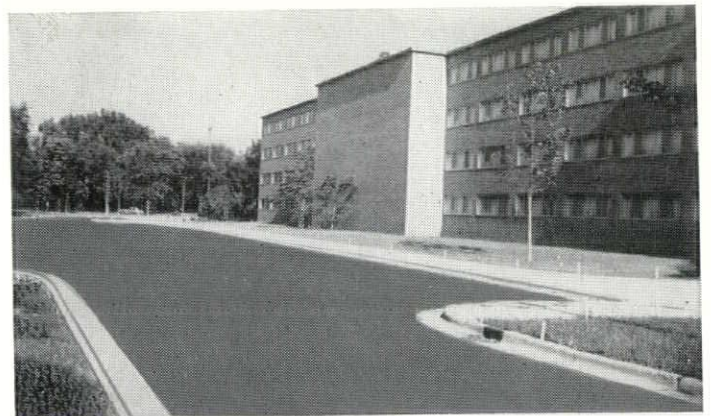
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michigan items

MINORU YAMASAKI, A.I.A., recently returned from a trip to Japan. There he was sent at the request of the U.S. State Department to get some ideas for a new consulate building in the Kobe-Osaka area. Yamasaki is a member of the Detroit Chapter, A.I.A. and the Michigan Society of Architects and has designed many fine homes in his area. He spent a month seeking ideas for the new consulate building but he found some time to think about the "tokonoma" in his Detroit home as well. Tokonoma is the Japanese word for what might be called the artistic focus of a home, the beauty corner, the place to which the eyes can stray when the heart needs a little lift. In the poorest home it can be a vase of flowers; in wealthy homes it can become an elaborately decorated room. In the Yamasaki home it is a room-high niche in the corner of the living room, filled with several evidences of his recent trip. After returning, many of his friends asked him what the Japanese people think of Americans. He answered, "I met an old classmate of mine in Tokyo and asked him the same question. He had returned to Japan from California after graduation. He told of being called in for some architectural work by Japanese generals and colonels before Pearl Harbor. When he appeared at the given time, the young architect would be kept waiting in a corner for hours and then called in peremptorily. He never demurred at their demands, even when they seemed impossible. He had heard of other architects being slapped or beaten when a simple question was treated as disrespect. Then came defeat and the conquering Americans. Shortly afterwards the American military discovered the talents of his friend and called him in for "consultation" on pending building projects. A jeep was sent to his office to get him and when he walked into the American officer's room, the American got up and came toward him with outstretched hand and a smile. In a few minutes they had exchanged cigarets and first names."

Yamasaki heard several stories with the same basic ingredients — Japanese approaching the Americans with apprehension; being treated with good fellowship, sympathy, understanding; learning that the American concept of democracy worked out pretty well in action.

GEORGE H. MIEHLS, president of Albert Kahn Associated Architects and Engineers, Inc., will be the speaker before a joint meeting of the Tennessee Chapter of The American Institute of Architects and the

Tennessee Society of Professional Engineers at Knoxville on October 18.

Miehls, an honorary member of the Michigan Society of Architects, will speak on improved architects-engineers relations.

Upon his election to honorary membership in the Society in 1952, his citation read, in part:

"In recognition and appreciation of his distinguished service in the fields of engineering, building, and particularly to architecture and the allied arts.

"By his sympathetic understanding of the problems of all those with whom he comes in contact, he has reflected great credit upon the profession of architecture.

"A true friend of his profession and ours, his vigilance and untiring efforts in ever striving for higher attainments, within and beyond his own organization, have been an important factor in the high regard which we now enjoy . . ."

GERALD G. DIEHL, A.I.A. has again been named chairman of the Architects Division of Detroit's Torch Drive, it is announced by C. Allen Harlan, Chairman of the City Business Unit of the drive. The unit solicits architects, members of the building industry and other businesses.

Last year the unit raised \$1,037,457, or 107 per cent of its quota. The drive will open Nov. 11.

FLOYD SELL, secretary of the Illuminating Engineering Society, Michigan Section, announces that the first Society meeting of the current season will be held at Greenfield Village the afternoon and evening of Tuesday, October 12.

After a visit to the Henry Ford Museum's Diamond Jubilee Exhibit, "The Light We Live By," members and guests will be conducted through the Village, following which dinner will be served them at Clinton Inn. After dinner the speaker will be Dr. Roger Van Bolt, head of research and information for the museum and the Village. His subject will be "Thomas A. Edison as Henry Ford Knew Him."

Dr. Bolt was formerly historical research editor and director of the Illinois Junior Historian Program of the Illinois State Historical Library.

Reservations for the events should be made with Sell at The Detroit Edison Company.

ALEXANDER GIRARD, A.I.A., has transferred his membership in The American Institute of Architects from the Detroit Chapter to the New Mexico Chapter, it is announced by Leo I. Perry, Detroit Chapter treasurer.

Girard, noted as an industrial designer as well as an architect, moved to New Mexico in June of 1953. In 1952 he redesigned the Monthly Bulletin of the Michigan Society of Architects, which has received wide acclaim throughout the country.

Mrs. Girard has opened a decorator's shop under the name of Susan Girard and Eleanor Bedell, at 113½ E. Palace Ave., Santa Fe, New Mexico.

CLEMENT E. MASON has been elected an associate member of the Detroit Chapter, American Institute of Architects, it is announced by Amedeo Leone, A.I.A., Chapter president.

Mason, whose experience has been in architectural drafting and designing for industrial concerns, is now director of building service for the Besser Manufacturing Company, of Alpena, Michigan. In his present position, he has been in charge of the company's building program, as well as its exhibits and product design.

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f. a. boddy

Frederick A. Boddy, 56, president of Boddy, Benjamin and Woodhouse, Inc., Architects and Engineers, of Detroit, died of a heart ailment in Del Ray Hospital, on Sept. 2.

A graduate of the University of Michigan, Mr. Boddy was a member of The Engineering Society of Detroit, and he had been active on APELSCOR. He was also a member of the Economic Club of Detroit, the National Society of Professional Engineers and its Michigan Chapter, and he was chairman of the American Society of Civil Engineers, Detroit Chapter.

Urban U. Woodhouse, A.I.A., a partner in the firm is chief architect.

Prior to organizing his own firm, Mr. Boddy was with Fisher Body's Engineering Department, and he was also chief engineer for the H. E. Beyster Corporation.

He is survived by his wife, Frances L., of 8100 E. Jefferson Ave., Detroit, and a daughter, Mrs. Muriel Dusel, of Redding, Calif.

in memoriam

The following members of the Detroit Chapter, A.I.A., have passed away since the Chapter's last annual meeting:

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C. Kenneth Bell
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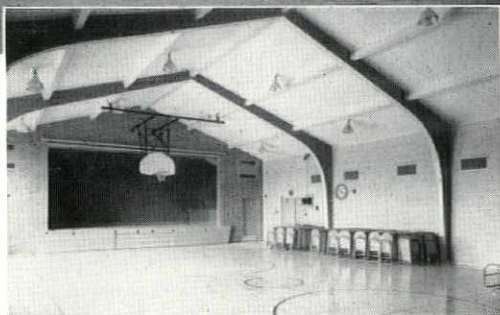
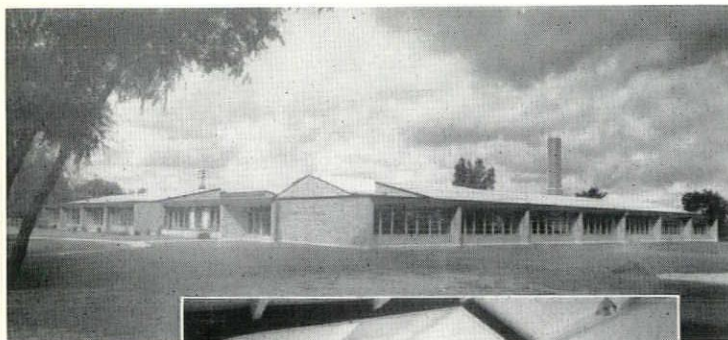
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western michigan chapter

Raymond S. Kastendieck, of Gary, Ind., A.I.A. Great Lakes Regional Director, was guest speaker at a meeting of the Western Michigan Chapter, A.I.A. at Schuler's Restaurant in Marshall, Mich., the evening of September 20. He gave a report on Institute activities at the national level, with particular reference to the public relations program. He explained the many ways in which the Institute serves its members, and he touched upon the recent report of the national Committee on Organization. The Institute, he said is really big business, and he gave an idea of how its activities reach down to the chapter level.

Regarding public relations, the speaker said that heretofore the profession had neglected to inform the public of the valuable services that architects can render, resulting in much competition from unqualified persons. He added that if the "package" threat is a problem with certain chapters then the architects must offer something better.

Mr. Kastendieck concluded that every architect is his own best public relations counsel. He related that there are available exhibits to be shown locally that do much to educate the public. He extended invitations to attend the Great Lakes Regional Council in Cincinnati November 11 and 12. There was an interesting question-and-answer period.

The talk was preceded by a dinner and business meeting at which Chapter President Peter Vander Laan, presided. He appointed a committee to consider the design for a Chapter seal. Elmer Manson, M.S.A. Treasurer, reported on proposed increase in dues by the chapters, in order to provide more funds for the Society's programs. A thirty-day period was allowed for members to express their opinions on the matter. Mr. Manson also reported regarding the Chapter Boundaries Committee, and requested members to express their opinions regarding transfer of memberships from one chapter to another.

Program Chairman John Knapp was thanked for his excellent arrangement of the program. The next meeting will be at the Pantlind Hotel in Grand Rapids on Oct. 18, when Kenneth C. Welch, F.A.I.A. will be the speaker, on the subject of "Shopping Center Planning." This will be the Chapter's annual meeting and election.

biddle house

Adrian N. Langius, F.A.I.A., of Lansing, chairman of the Michigan Society of Architects' Biddle House Restoration Committee, reports that plans were furthered for a fund-raising campaign for the historic building on Mackinac Island, at a recent meeting in Detroit attended by E. J. Brunner, secretary-manager of the Builders and Traders Exchange of Detroit; Paul Marshall and Walter Sandrock, both of the Producers' Council, Michigan Chapter;

Langius explained:

"It is believed that the Biddle House was in existence as early as 1796, making it the oldest house on the Island, and one of the oldest in the Northwest Territory. Emil Lorch, F.A.I.A., describes the house as an outstanding example of the French type of construction, popular in Canada at the time it was built. It is 50 by 20 feet and it consists of one floor and a loft. It is supported by posts spaced three to four feet on center, containing lengthwise slots, which receive short logs with tapered ends, placed one on top of the other to form the walls.

The exterior is covered with wood siding, and the interior is plastered and paneled. The house contains a beautifully modeled mantel, which is an odd refinement for a house in the rough-hewn wilderness of 1796 northern Michigan."

As the house is rapidly deteriorating, Langius said that Warren L. Rindge, A.I.A., of Grand Rapids, had been retained by the committee to plan immediate steps to save it. Rindge believes that the house should be torn down and rebuilt, and he estimates the cost would be \$45,000.

Langius concluded:

"With the admirable rebuilding of the Beaumont House by the Michigan Medical Society and the restoration of the Astor House, the restoring of the Biddle House could encourage the saving of all of the buildings on the Island's Market street, resulting in an accomplishment approaching the restoration of Williamsburg. Another meeting of the committee will be held in October to plan for reaching prospective contributors who want to purchase a share in Michigan's earliest history."

west michigan chapter meetings

Oct. 18 — Grand Rapids
Nov. 15 — Kalamazoo
Dec. 13 — Lansing

the separate contract system

*Statements prepared by Western
Michigan AIA-AGC Joint Committee*

The separate contract system is a procedure whereby a group of firms within like trades bids separately and competitively on the work of such trades on a building project. Usually the trades are separated as follows: building work, plumbing and heating, electrical work, elevators, kitchen equipment, and other special equipment. On certain types of projects, for example a public hospital or school building, it has sometimes proven to be to the owners advantage to award separate contracts on each of the previously mentioned trades. This article will discuss a number of the advantages of the separate contract system; keeping in mind another system whereby the owner awards only one or a single contract for all trades on a building project. Successful achievement is dependent on the ability of men in a democracy to work together. Ours is an age of specialization. No more does an owner want bids on all the individual trades, than he might in some cases only want one contractor to assume all responsibility on a given project. It would seem logical when certain like trades have grouped together because of the character of their work and will assume prime responsibilities to consider the offer.

A first contention is that the separate contract system produces better results; that is, the work is done better. The first building transactions were based on the direct employment of skilled tradesmen to do the work. Although this at first was a matter of necessity, the more direct the employment of skilled tradesmen, the better the result to the owner. The system is particularly true of the mechanical trades. Modern techniques have developed many new methods, the installation of which is only fully understood by specialized mechanics. Take a radiant heating system in a multi-story building wherein the actual placement of pipe and controls from graphic contract plans might not produce satisfactory results unless they are installed in a certain way. If the mechanical skills have the primary responsibility at the time of installation, the owner has a greater assurance of satisfactory results, than if the job were governed by a prime contractor unfamiliar with the mechanical characteristics whose main concern might be speed of installation. Obviously, it would seem to increase efficiency to consolidate the responsibility under a single contractor, but should one sacrifice better results to gain that efficiency?

Secondly, the separate contract system permits the owner better control of the work. When separate bids are to be obtained for grouped trades, the owner can directly select within each group a number of firms in whom he has confidence to bid; as contrasted to the single contract system wherein such selections are made for those groups by contractors submitting one overall bid. By negotiating directly with the grouped trades, the owner can be more familiar with any special services those trades might offer, and can consider a change should one become necessary to answer his building problem. For example

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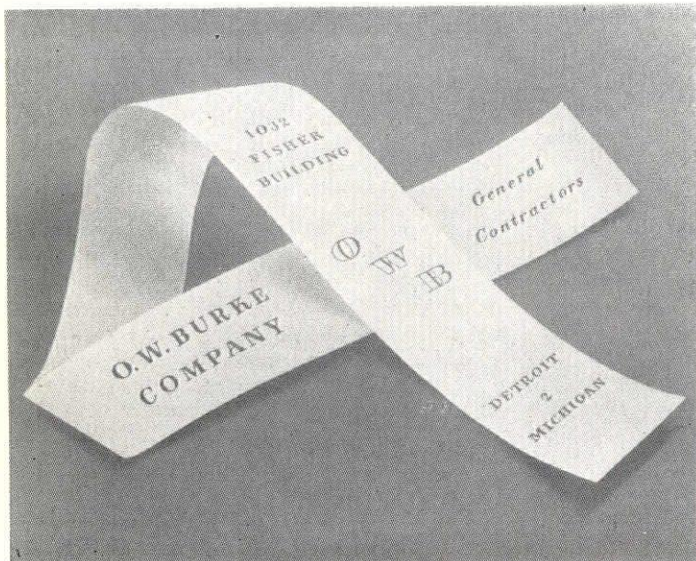
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an elevator, each manufacturer, although submitting bids on the same basic specifications, tries to develop different special features which an owner may wish to incorporate as the project progresses. Once the bidding has established the successful contractor, the owner can better acquaint himself and directly discuss the advantages of a particular kind of an elevator and more advantageously make adjustments to answer his particular problem. Granted most single contractors permit an owner to have direct discussions with the subcontractors, but with the exception that the single governing contract must always be considered.

A third contention is that the separate contract system is less costly. One aim in a building venture is to build well in as economical a way as possible. Firms within the names grouped trades, if permitted to bid separately, will give a better price directly to an architect than when required to bid through a single contractor. A single contractor cannot assure that a sub-bidder will get the business, because he does not know beforehand if it will be his business to give. A firm allowed to bid separately, directly takes his own chance to get the work in competitive bidding. Thereby he has a better assurance of meeting a competitor's price and getting the business, and as a result will quote a better price. This kind of competition many times will produce a less costly structure.

A fourth contention is that the separate contract system can be better financed. Separate bids make it immediately possible for an owner to know the cost of the various grouped trades. If costs are high, the owner can better determine where and what to cut. He can negotiate directly with the affected trades without disturbing the others. Throughout the progress of the work, the owner can by a grouping of the trades better determine at what time a given amount of funds will be required. Separate contracts make it possible to make separate direct timely payments to the group of trades that have earned the right to reimbursement. The opinion has been expressed by the names group trades that they are assured more regular payment than through a single contractor whose other obligations sometimes have priority.

A fifth contention is that the owner and the project is assured more attention from the architect under the separate contract system. The plans and specifications must be drawn to permit separate and independent bidding upon each of the subdivisions of the work. More careful consideration must be given in the preparation of the documents to avoid misunderstanding having to do with cooperation among separate contractors and the co-ordination of the respective contracts. Later, during the progress of construction, the architect must guide and supervise the work of each of the contractors. This means that he must be on the site more frequently, and follow the assembly of materials and the use of labor more closely. Materials must arrive when needed and are joined together by men with separate prime responsibilities; as contrasted to the practice of giving only intermittent supervision under the single-contract system that sometimes permits a single contractor to make single decisions concerning the intent of the documents. The architect must determine who is responsible for items of work

common to more than one group of trades, and specifically follow the sequence in which the items of work are to be accomplished. A building venture requires the putting together of many parts. The manner in which they are assembled determines the usefulness and appearance of a structure. The structure should be built as designed. The more the designer actually guides the work of the various crafts, the nearer do the plans and specifications come to be used as a means to an end, rather than be accepted as the end in themselves. Those experienced in construction know the many differences that arise from the interpretation of plans and specifications. The separate contract system requires a more direct interpretation of the more different and vital parts of a structure, and thereby produces a better structure. The more exacting and specialized the building requirement the more need there is for this directness.

To briefly summarize, this article mainly intends to state what may be considered some of the advantages of the separate contract system. Single contractors sometimes become despotic, a characteristic which is detrimental to the quality of the work. That attitude is objectionable to grouped trade contractors when they work under the single contract system. In public work such objections are heard. The theme of the separate contract system is one of cooperation versus subordination. Like all systems, the separate contract system has disadvantages too. In its comparisons this article is not intended to be too critical of the single contract system. The best system to be used for a building venture must, therefore, be selected for given circumstances.

the general contract system

It should be the aim of the construction industry to produce for the owner a structure in accordance with the plans and specifications at the lowest possible cost. To gain this end maximum efficiency is necessary. Maximum efficiency is possible only when undivided responsibility for the project is placed in experienced and competent hands. This means the award of one contract for the entire structure to a competent general contractor. The State Building Department has tacitly recognized the desirability of having all trades under one head by recently including the following clause in its General Conditions. "It shall be the full responsibility of the architectural trades contractor to coordinate and expedite all phases of architectural, mechanical and electrical work notwithstanding the fact that the State is taking separate bids and awarding separate contracts on these three divisions of work." Of course, in practice it is impossible for the general or architectural trades contractor to efficiently administer a job where there are separate contracts over which he has actually no control.

If the separate contractors choose to proceed at a pace which causes delay to the general contractor there is really little he can do about it. By the time any action is obtained through appeals to the architect or owner the particular crisis is usually

past and another one is at hand. The only way the general contractor can "coordinate and expedite" all trades on a job is to have them included in his contract.

Another undesirable situation which can arise through taking separate bids is the possibility of having union and non-union contractors on the same job. On public work particularly, the owner is obligated to award the contracts to the lowest responsible bidders. If one contract is awarded for the complete job, the non-union contractors can see that they do not use any union sub-bids and the union contractors can likewise see that they do not use any non-union sub-bids.

Many mechanical contractors have stated that if they are assured that the general contractor on a job will push the job rapidly to completion, they can bid lower than they otherwise could. Under the separate bid system they must assume the worst conditions and base their bid on the assumption that the low general bidder may be one who will let the job drag. Likewise, the general contractor can bid lower if he can choose his mechanical contractor from those he knows will not delay his job.

Lastly, some mechanical contractors have stated that they prefer the separate system because it prevents so called bid-peddling and chiseling. It is a fact that a sub-bidder cannot be chiseled if he does not wish to be, and it does not seem that it is the province of the owner to protect the mechanical and electrical bidders against themselves. If it is his province, should not separate bids be also taken on boilers, pumps, controls, etc. to protect these bidders from chiseling? And to carry the premise even further, should not separate bids be taken on all trades such as plastering, terrazzo, acoustical work, etc? This, of course, is contrary to all the customs which have developed in the building business over the years, and undivided responsibility which is so important would be unknown. Why then select certain trades for special treatment?

The following principles have been set up by the Associated General Contractors of America to cover their relations with the sub-bidders.

"1. Proposals should not be invited from anyone who is known to be unqualified to perform the proposed work or to render the proper service.

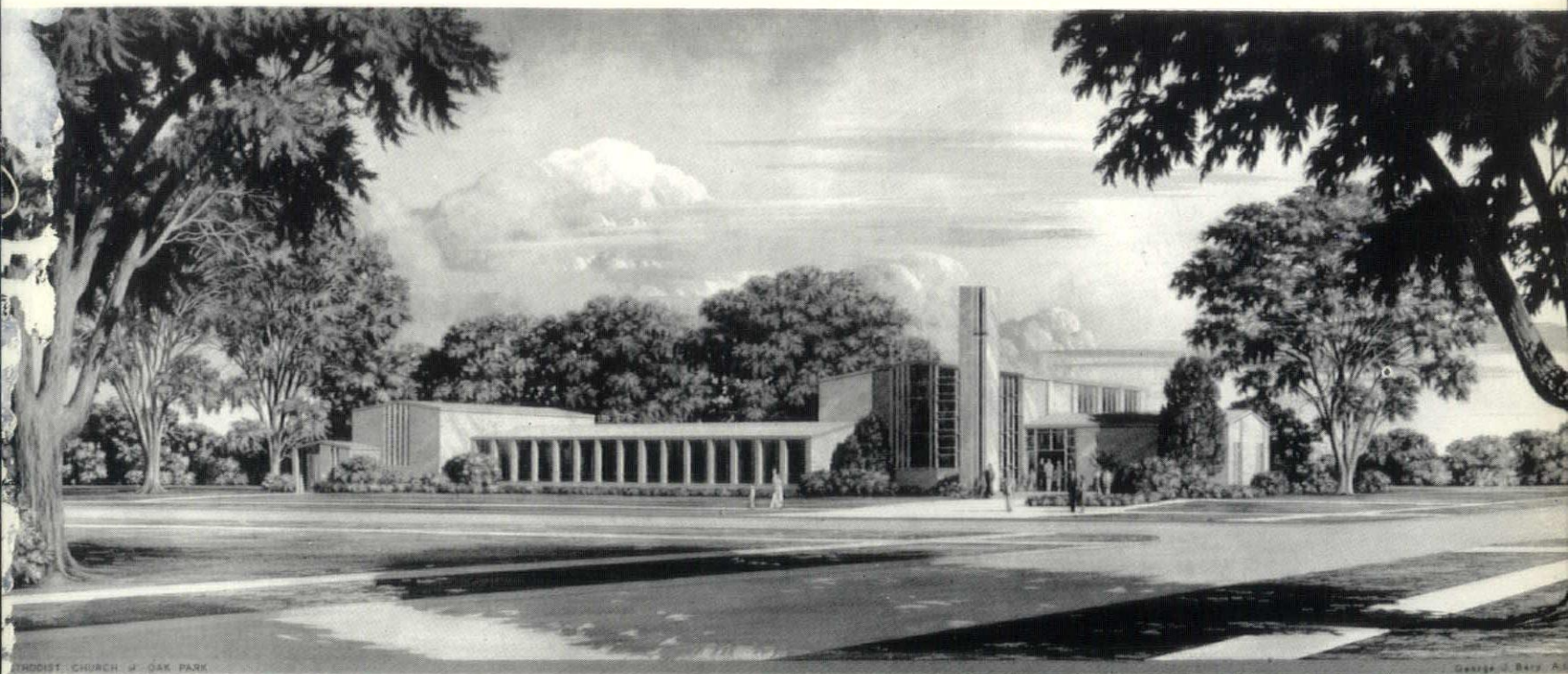
"2. The figures of one competitor shall not be made known to another before the award of the subcontract, nor should they be used by the contractor to secure a lower proposal from another bidder.

"3. The contract should preferably be awarded to the lowest bidder if he is qualified to perform the contract, but if the award is made to another bidder, it should be at the amount of the latter's bid.

"4. In no case should the low bidder be led to believe that a lower bid than his has been received.

"5. When the contractor has been paid by a client owner for work or material, he should make payment promptly, and in just proportion, to subcontractors and others."

Those who do not follow these principles soon find their bidding activities greatly hampered by their inability to obtain suitable sub-bids.



rendering by william eggebrecht

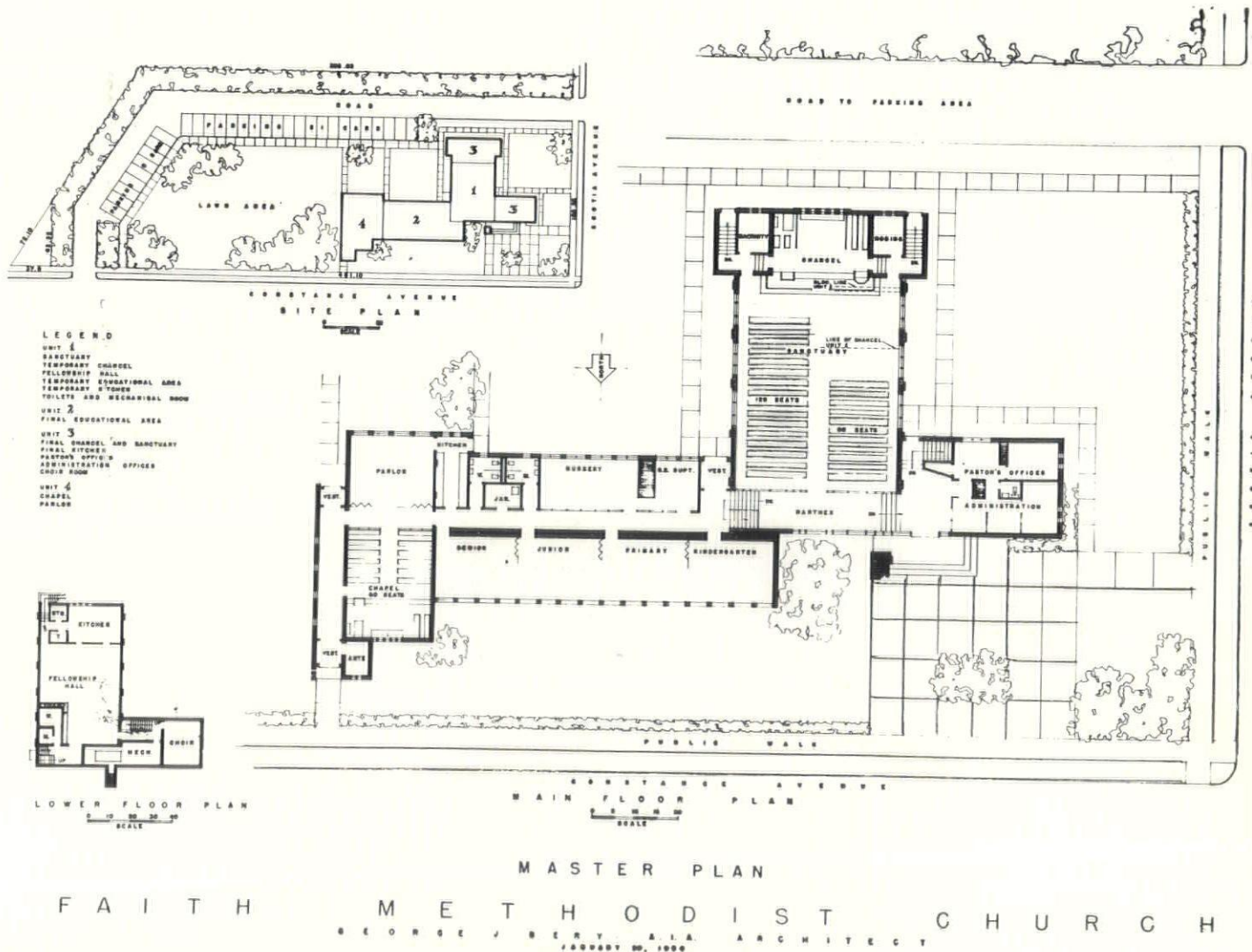
FAITH METHODIST CHURCH, OAK PARK, MICHIGAN

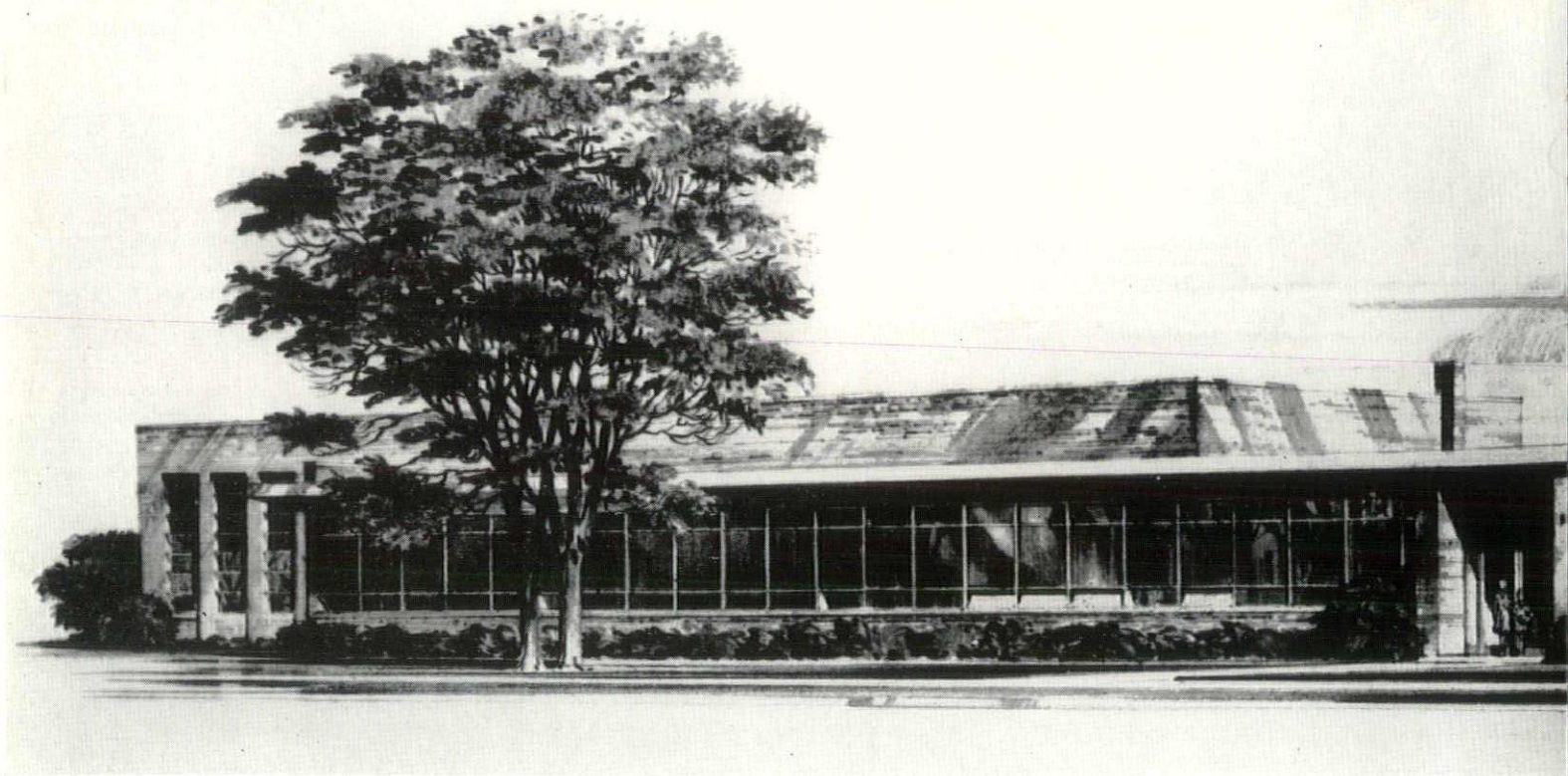
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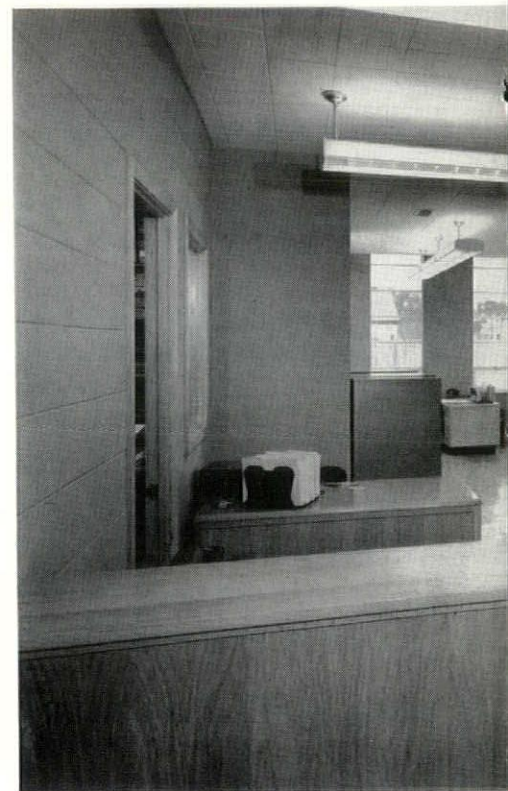




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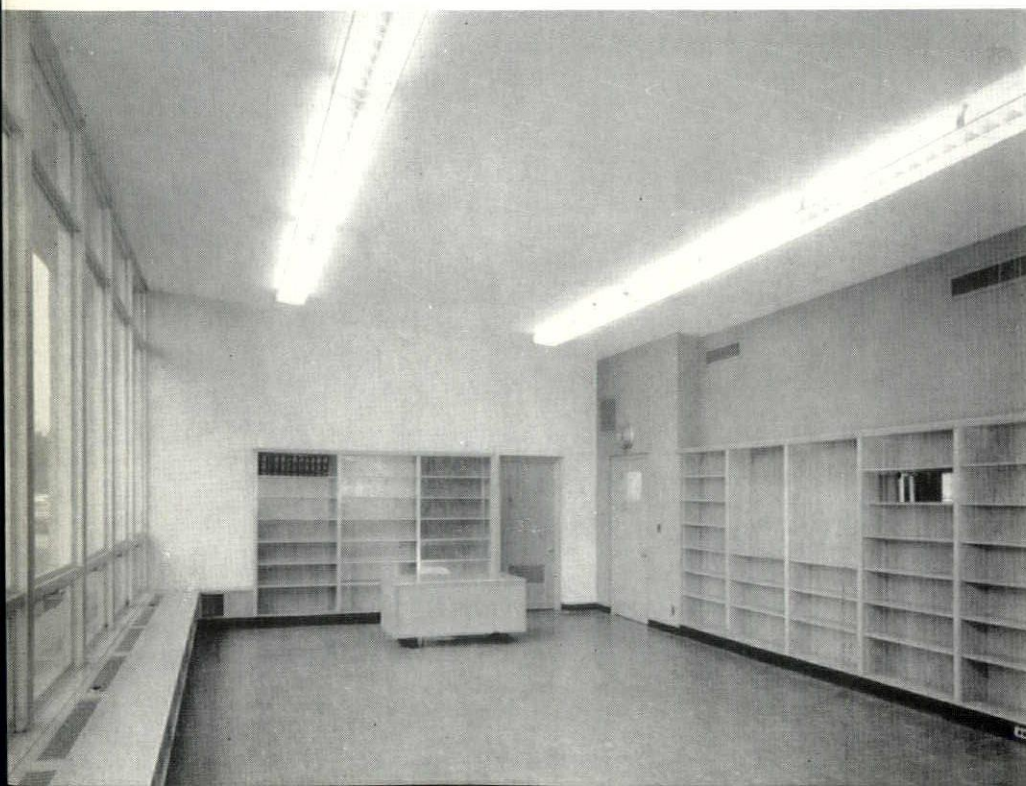
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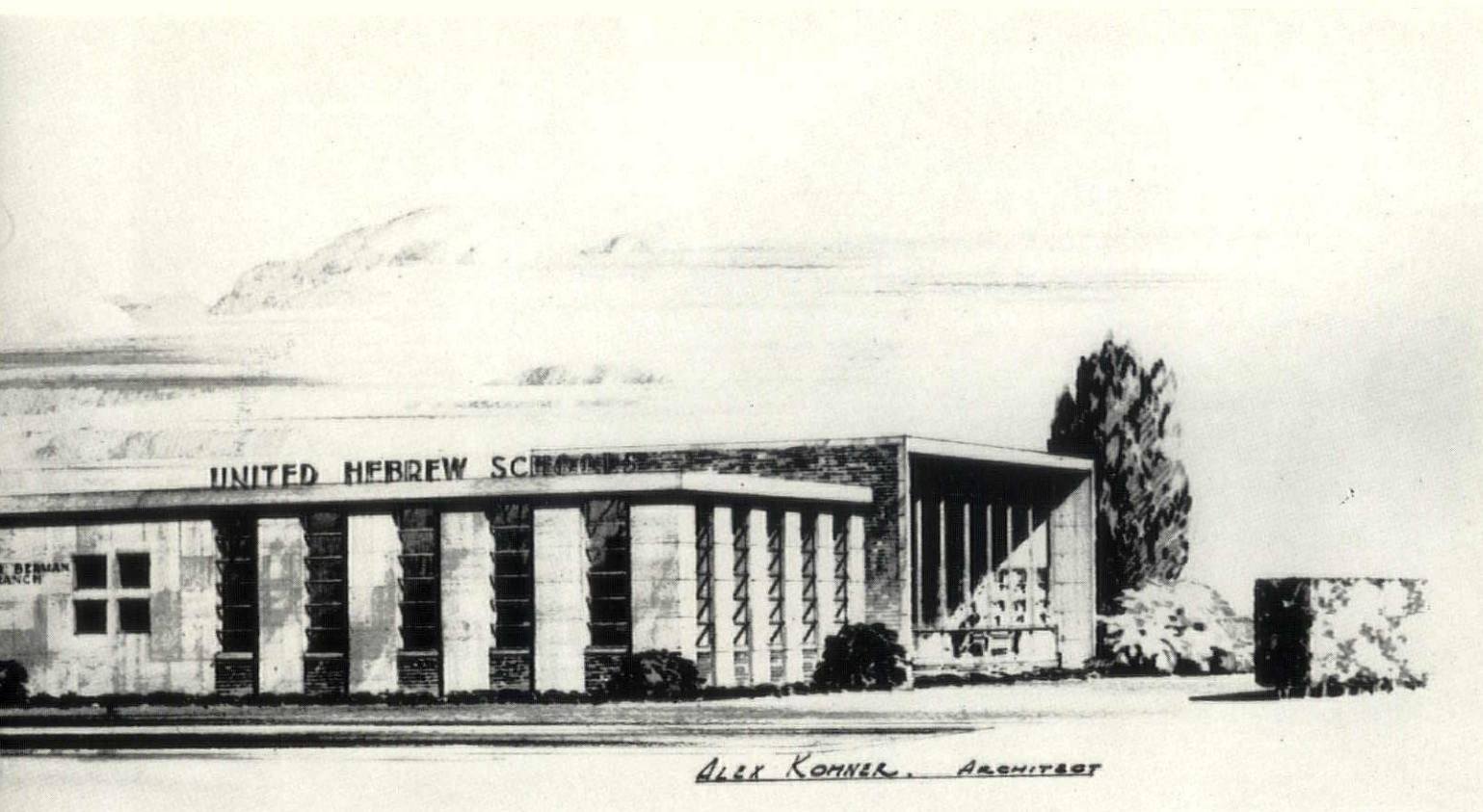


Left: Library

Above: Administration Offices

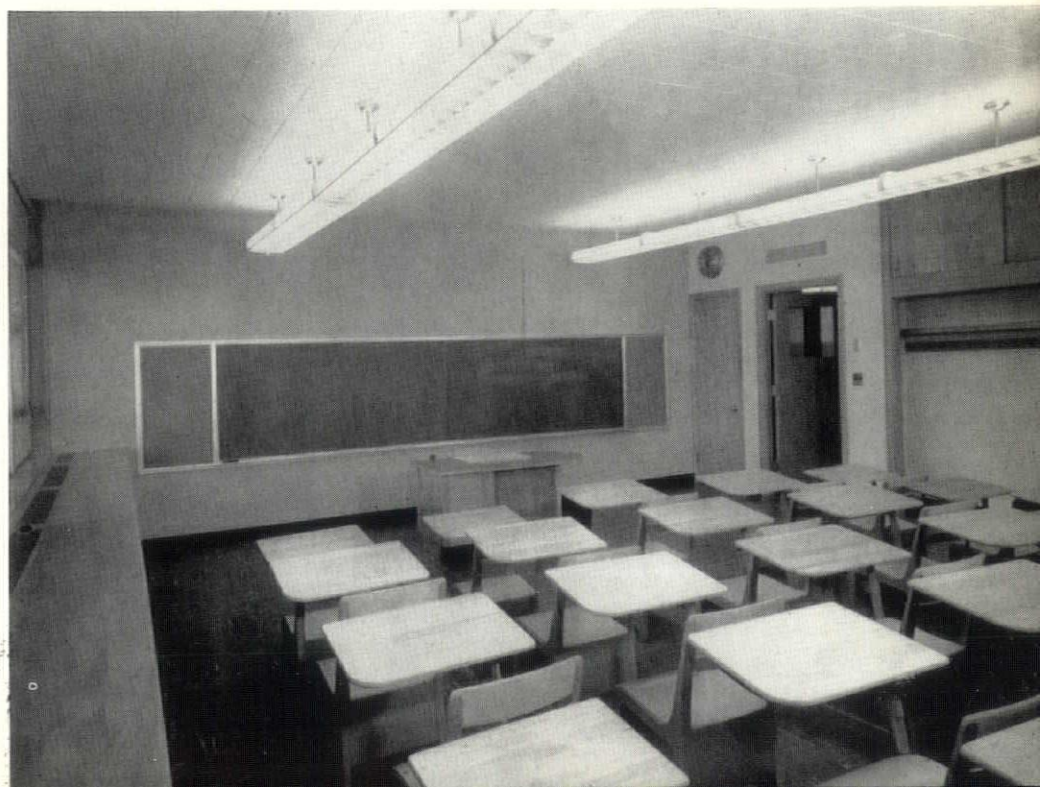
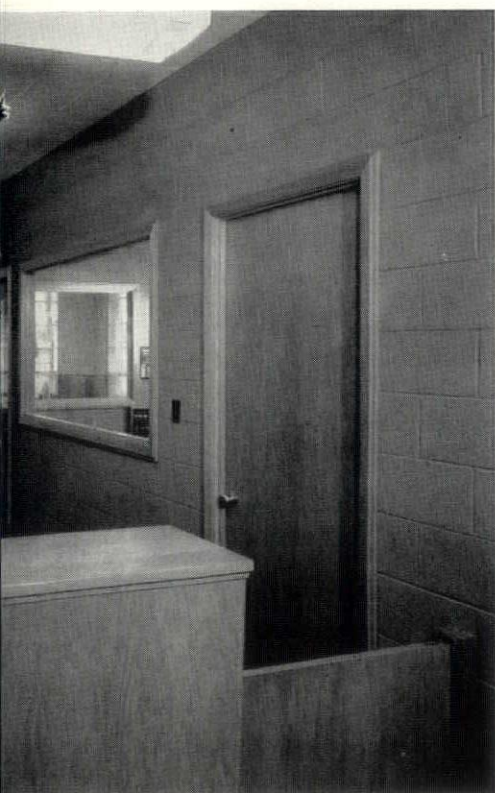
Right: Typical Classroom





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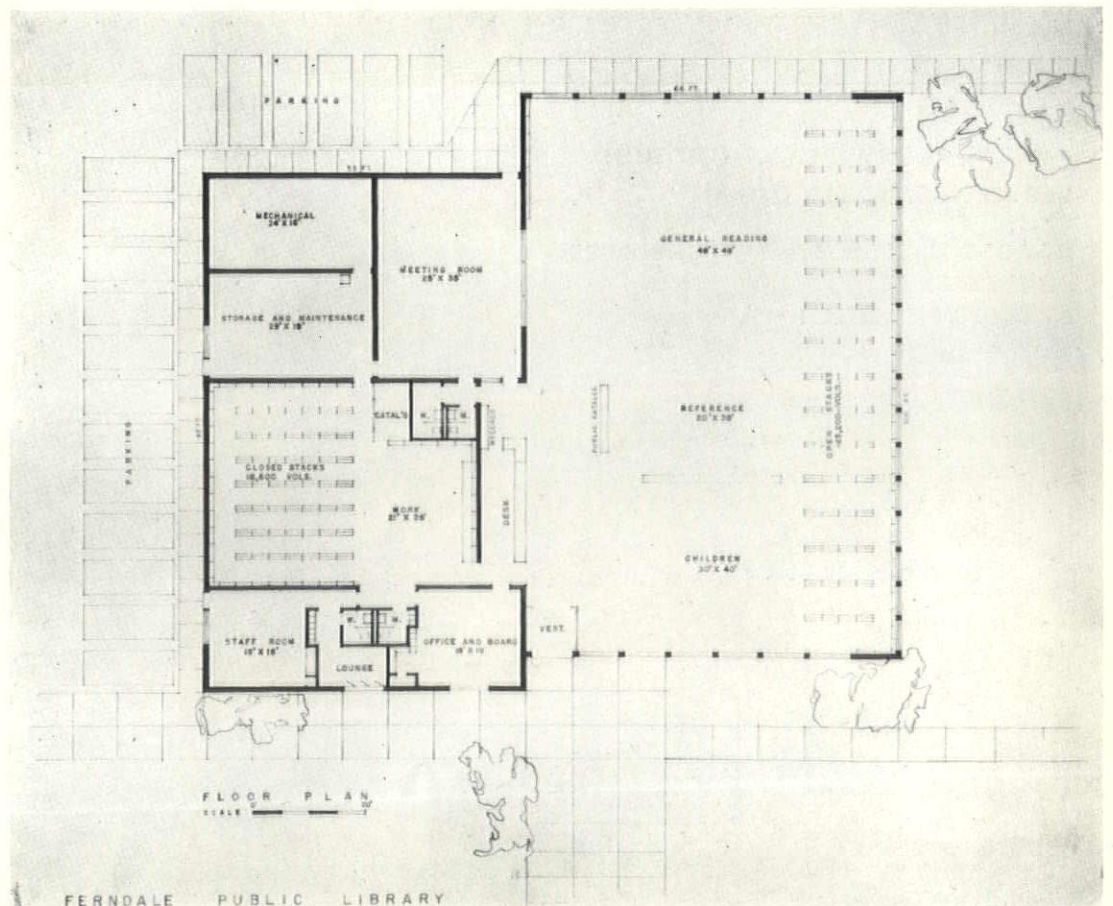
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photographs by william e. bradley



This Contemporary Georgian Church is Modern with Great Reserve. Being entirely Functional, the Plan is Informal. Throughout the Architect has Worked with a Plain Walls and Reserved Detail to Create an Atmosphere Wherein One May Find Reassurance, Peace of Mind
 --- Sanctuary

Upper Left:

Main Entrance and Adult
 Chapel Wing at Left
 Parking Lot in Rear for 310 Cars

Lower Left:

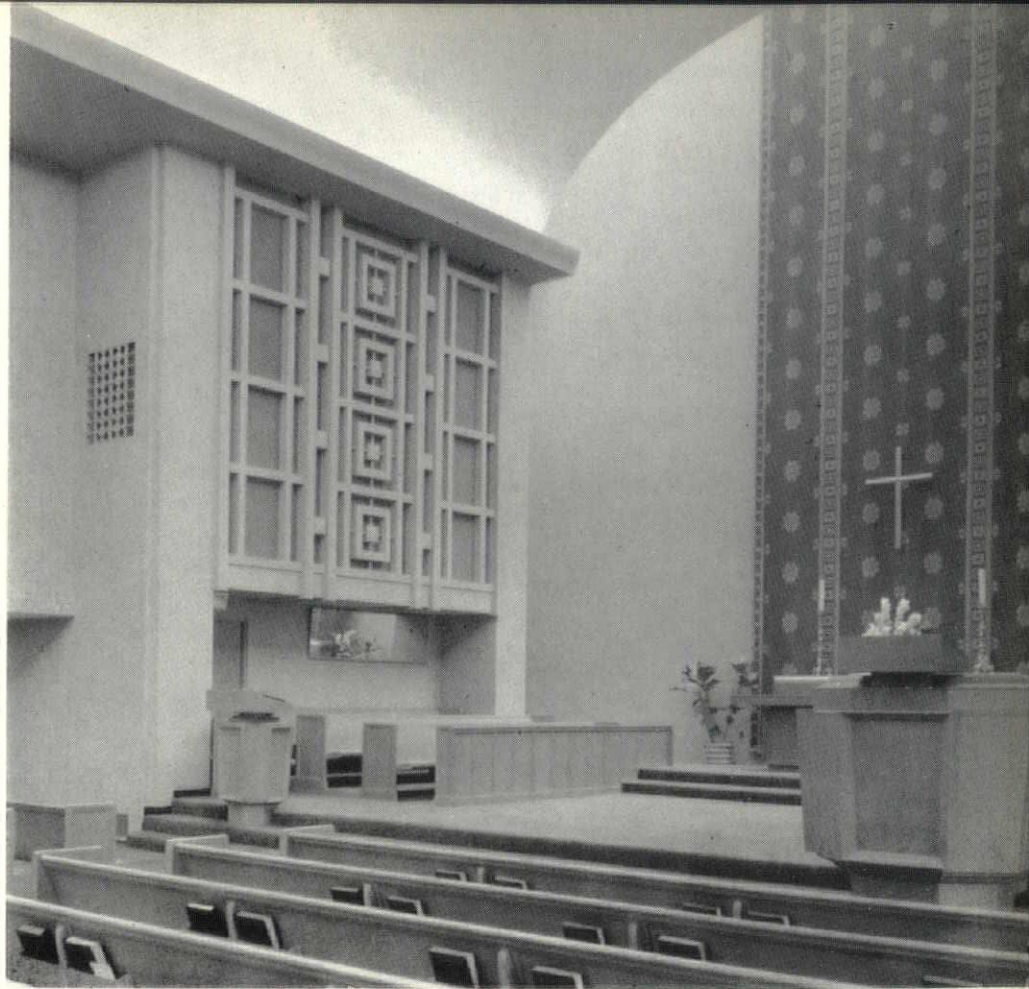
Exterior from Entrance Drive

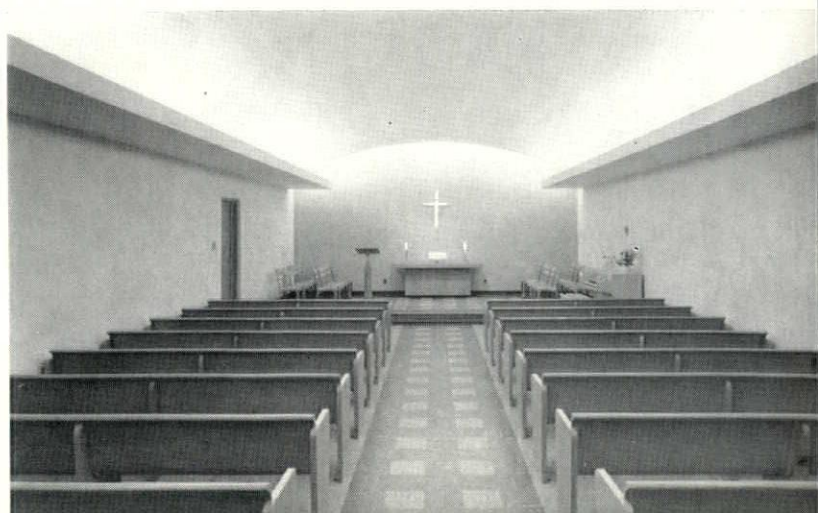
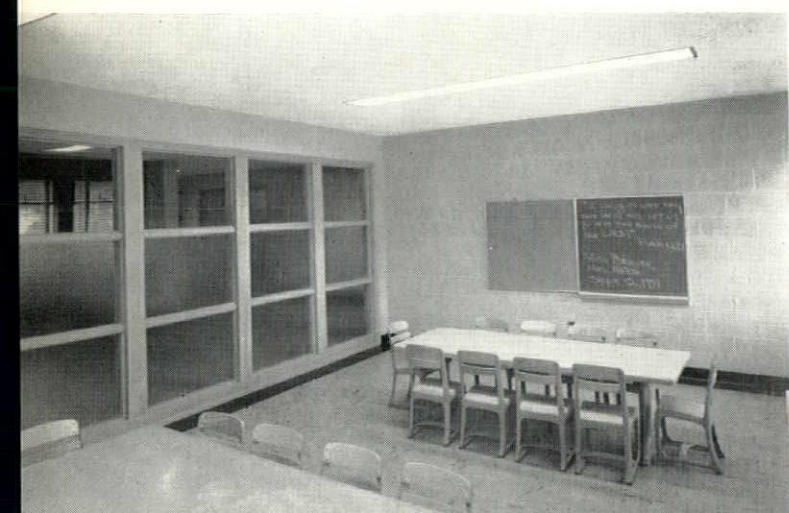
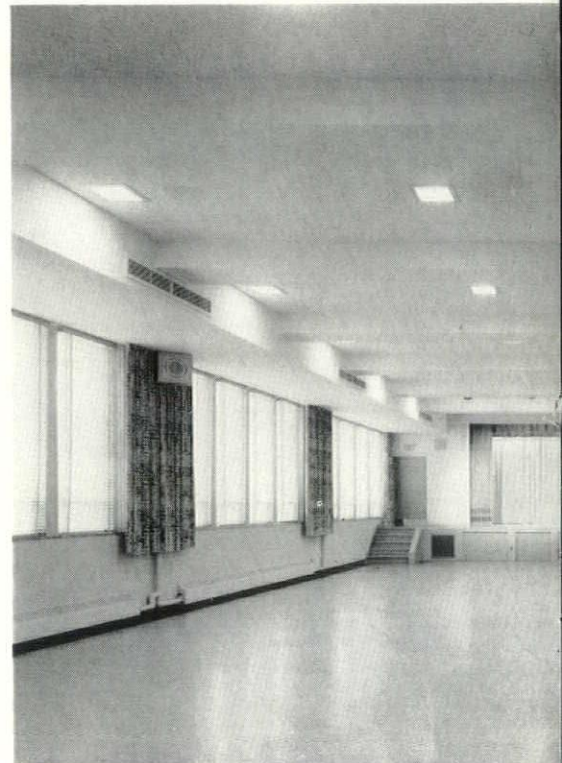
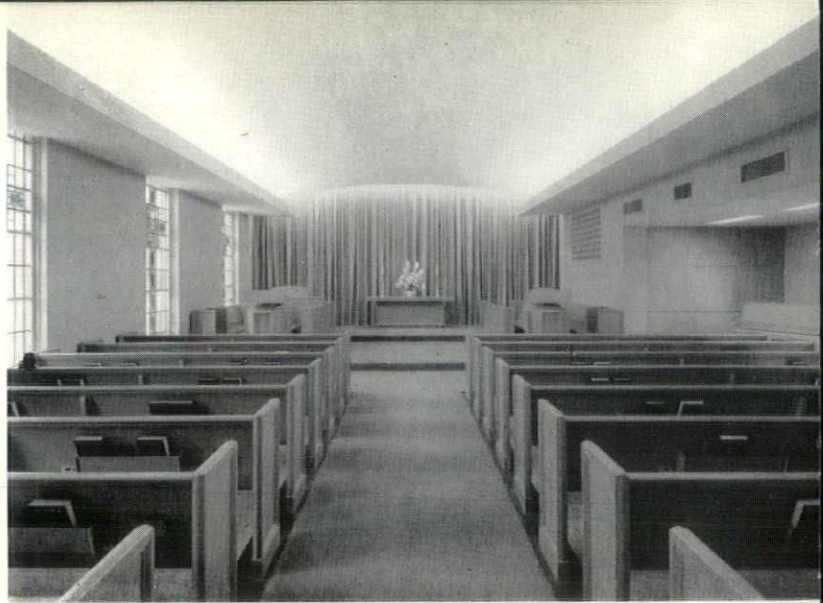
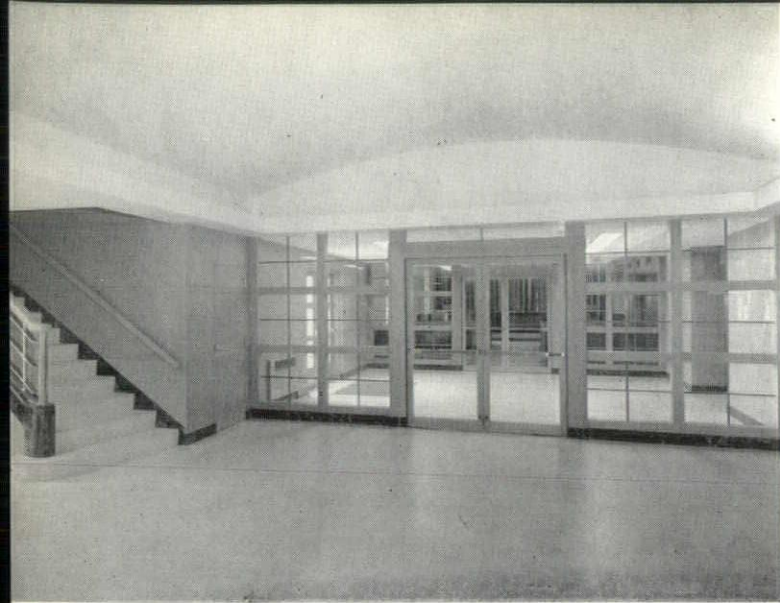
Upper Right:

Chancel Detail

Lower Right:

Nave



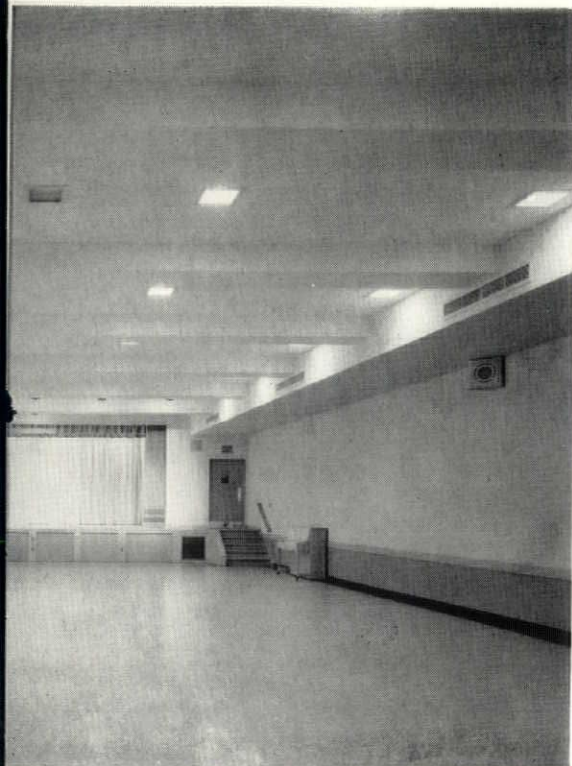


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**FIRST PRESBYTERIAN CHURCH
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photographs by william e. bradley



LEFT PAGE—

Upper Left:
Main Lobby Toward Adult Chapel

Upper Right:
Adult Chapel

Middle Left:
Classroom & Social Activities Room
for High School Group

Lower Left:
Typical Primary Classroom

Lower Right:
Children's Chapel

Center:
Social Hall Toward Stage

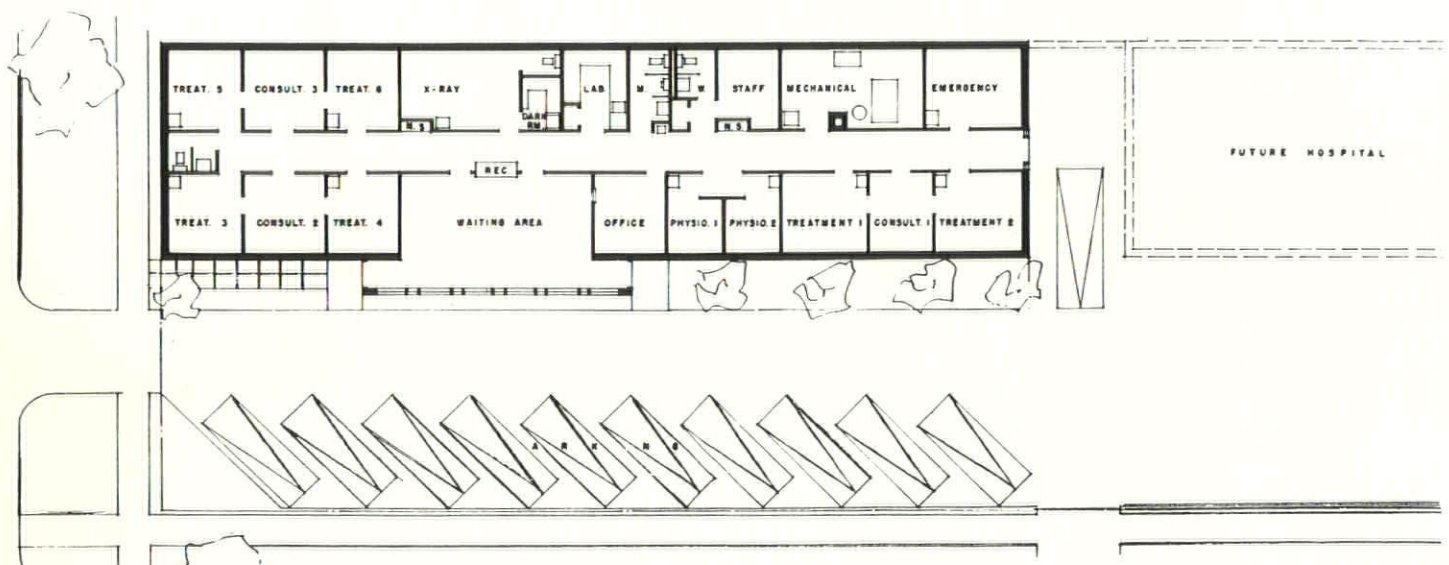
RIGHT PAGE—

Upper Right:
Minister's Study

Middle Right:
Parlor

Lower Right
Kitchen







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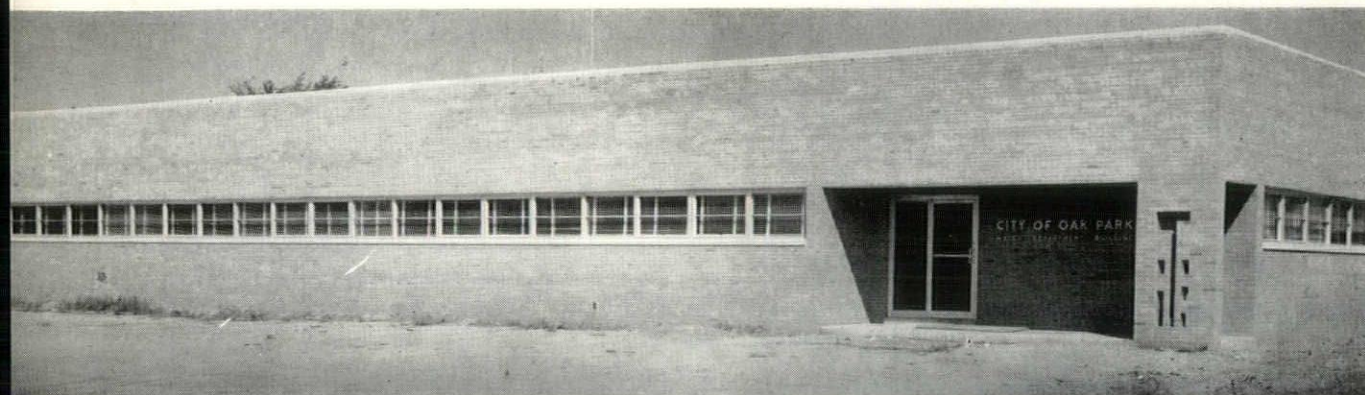
photographs by bayard f. lawes



**MUNICIPAL BUILDINGS
CITY OF OAK PARK,
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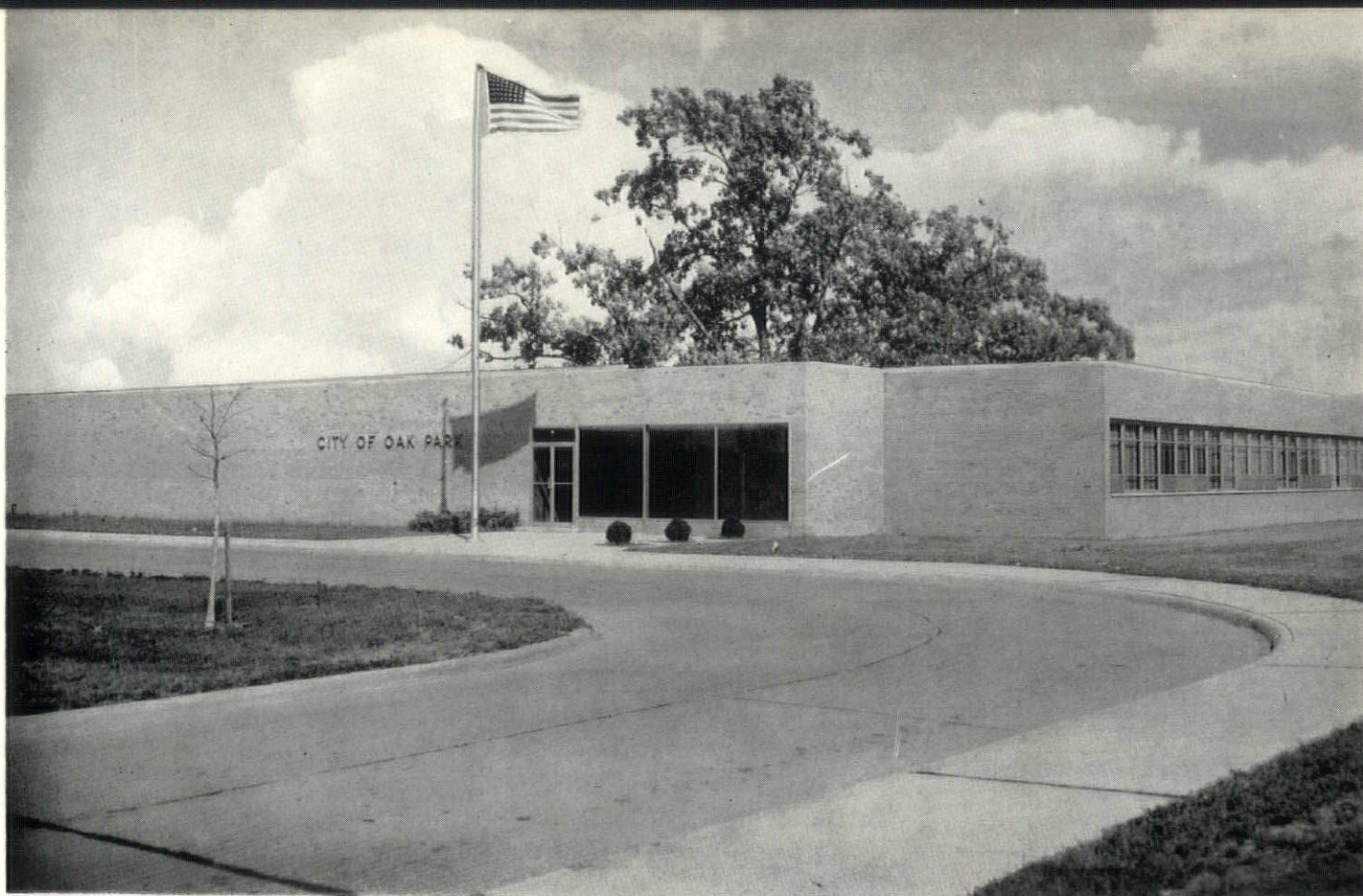
Land Planning

Parks and Recreation



Left: PUMPING STATION

**750 Gal. Minute Water Pressure Booster
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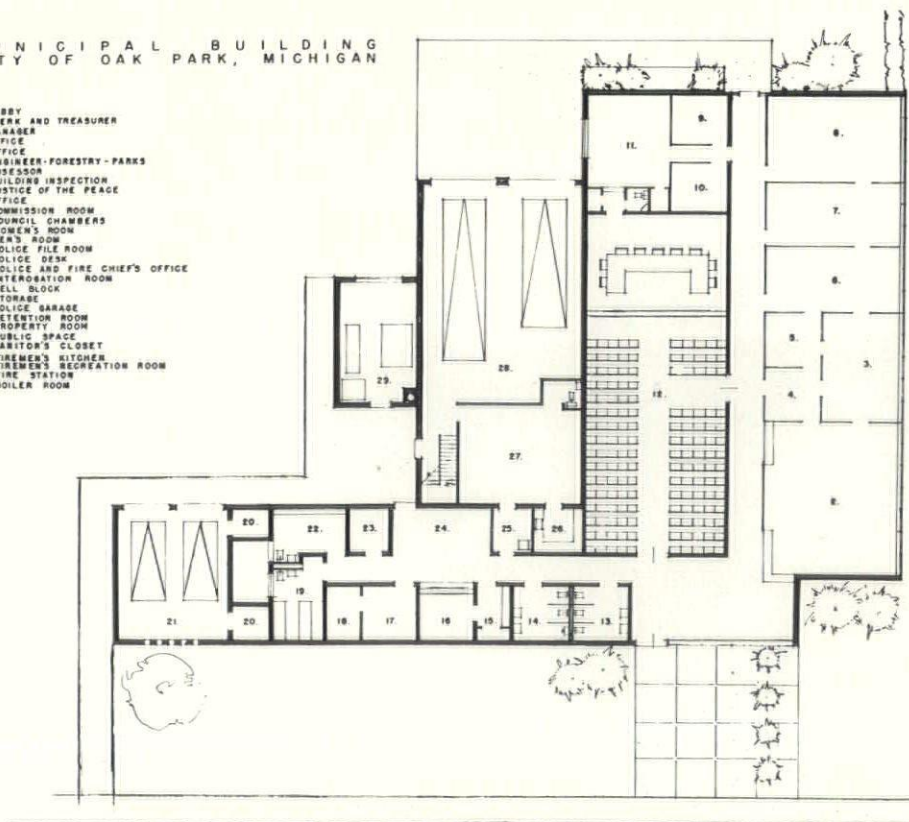
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5. OFFICE
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10. OFFICE
11. COMMISSION ROOM
12. COUNCIL CHAMBERS
13. WOMEN'S ROOM
14. MEN'S ROOM
15. POLICE FILE ROOM
16. POLICE DESK
17. POLICE AND FIRE CHIEF'S OFFICE
18. INTERROGATION ROOM
19. CELL BLOCK
20. STORAGE
21. POLICE GARAGE
22. DETENTION ROOM
23. PROPERTY ROOM
24. PUBLIC SPACE
25. JANITOR'S CLOSET
26. FIREMEN'S KITCHEN
27. FIREMEN'S RECREATION ROOM
28. FIRE STATION
29. BOILER ROOM







**HORDES INSURANCE AGENCY
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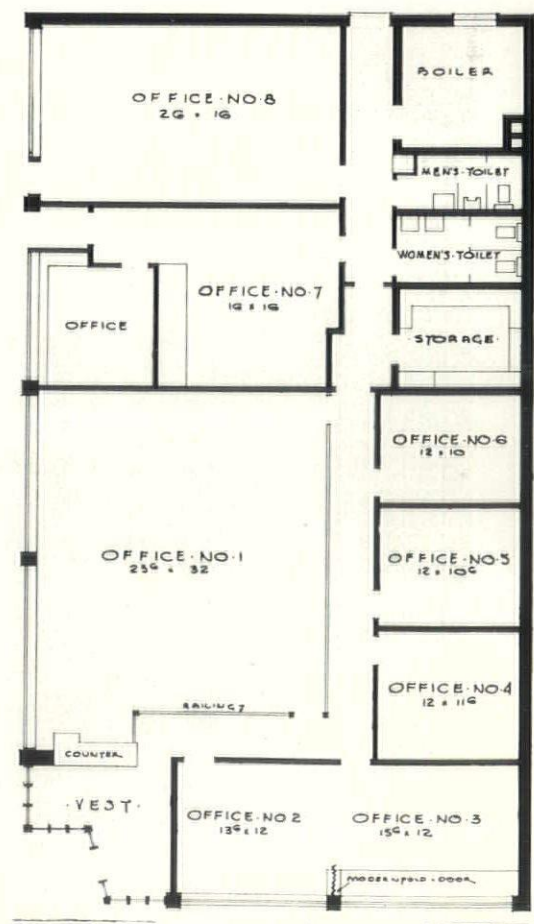
**ALEX KOHNER, A.I.A.
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**This Modern Office Building was De-
signed to Give the Owner Maximum
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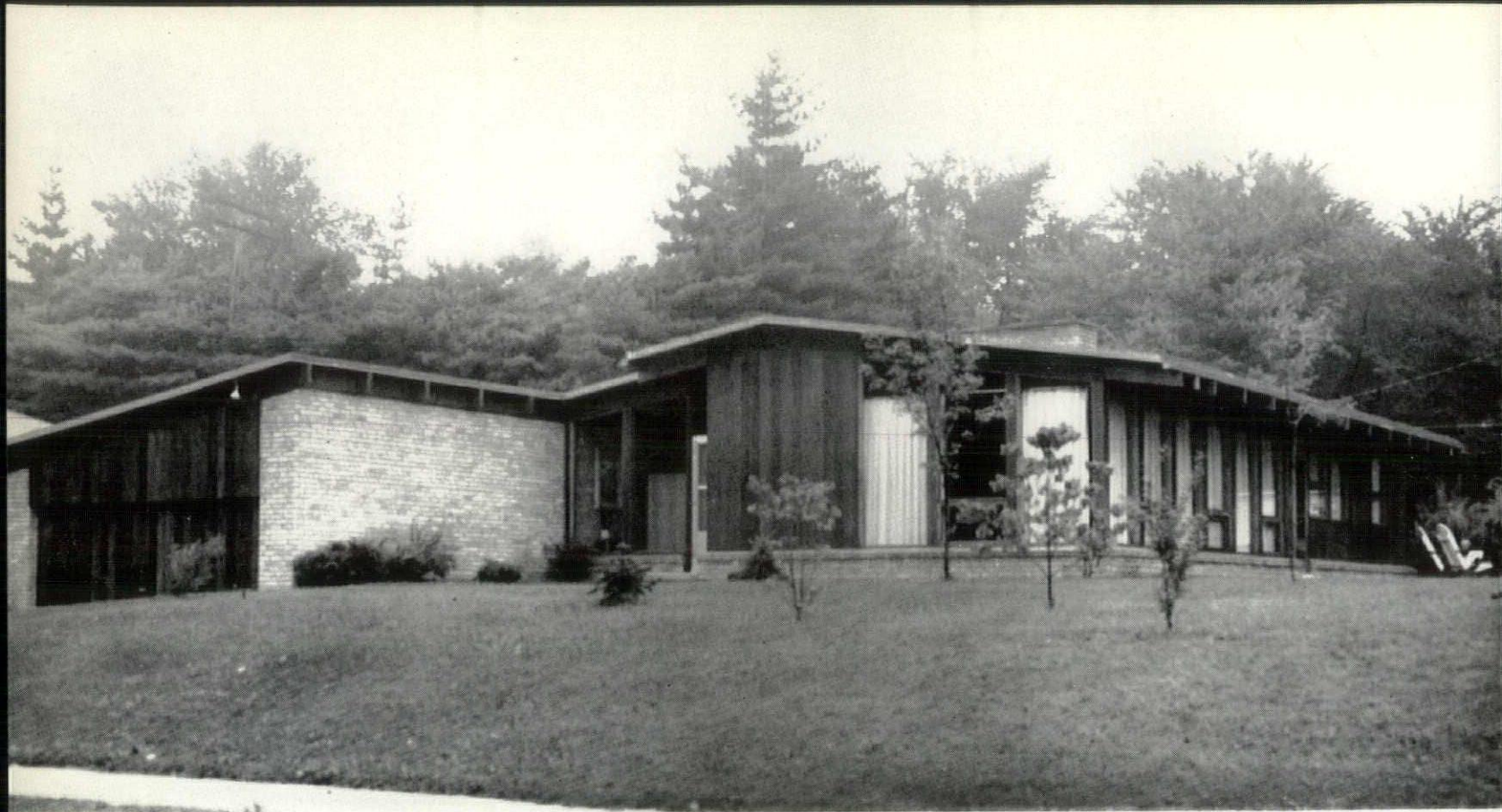
**Upper Left:
General Office**

**Lower Left:
Private Office**

photographs by lens-art



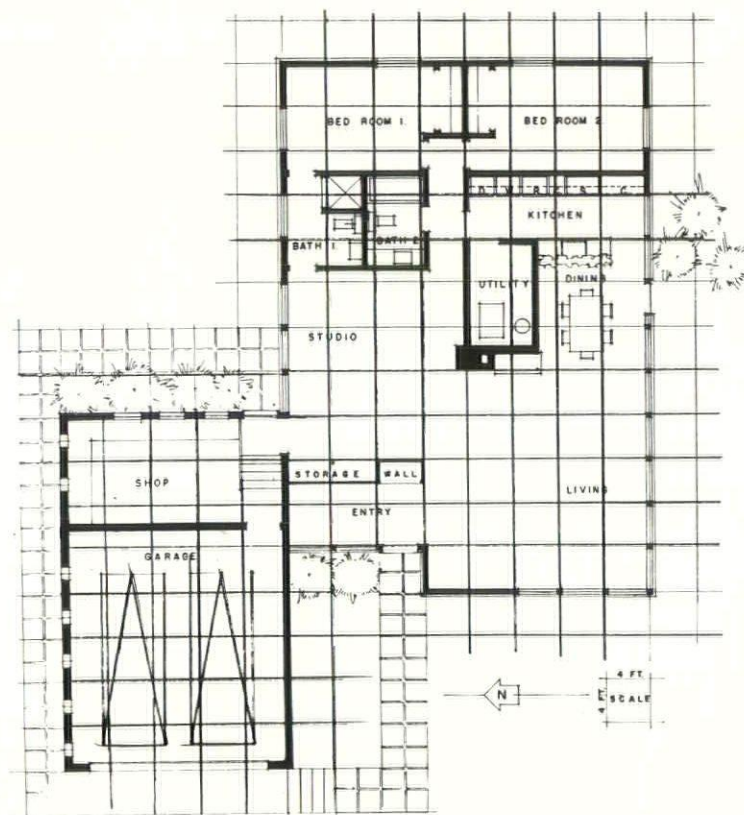
FLOOR PLAN



**RESIDENCE OF
MR. and MRS. THOMAS KILGOUR
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products news

The first fall dinner meeting of the Producers' Council, Michigan Chapter, was held September 13 at the Fort Shelby Hotel, Detroit.

The meeting was sponsored by American Radiator Co., Detroit Controls, Inc., Bell & Gossett Co. and Pittsburgh Plate Glass Co. with a program of colored slides presenting baseboard heating and its relation to controls, circulators and glazing.

At the speakers table were Ray Deppman, H. M. Armstrong, Leo Bauer, Walter Sandrock, Fred Muller, William Hohmeyer, Linn Smith and William Commons.

Among those in attendance were Alfred Emmerling, Paul Calkins, Bud Bentley, James Morison, Ernest Baker, R. B. Richardson, Arthur O. A. Schmidt, Ernest Dellar, Frederick Schoettley, Paul Sewell, Lyall Askew, John Finn, William Ogden, R. J. Collins, Walter Kloske, Albert Hann, William Kuni, Ralph Hammett, Don Johnson, Paul Marshall, J. J. Broughton, Urban Woodhouse, Sam Ross, Leo Schowalter, Carl Freiwald, Louis Ollesheimer, C. William Palmer, Louis Blume, Earl Betts, T. C. Schwer, Fred Cooper, Frank Preuthun, Jack German, Donald Ollesheimer, Harry Wettlaufer and Frank Sander.

calendar of coming events:

October 11—The Aluminum Company of America. Informational Meeting. Coral Room, Fort Shelby Hotel, Detroit.

November—Sometime in November the Producers' will meet with the Saginaw Valley Chapter of the A.I.A. in Saginaw. This will be a Table Top Display.

December 13—Christmas Party.

January 10—Annual Table Top Display.

February—Open.

March 9-11—A.I.A. Convention, Statler Hotel, Detroit.

April—Open.

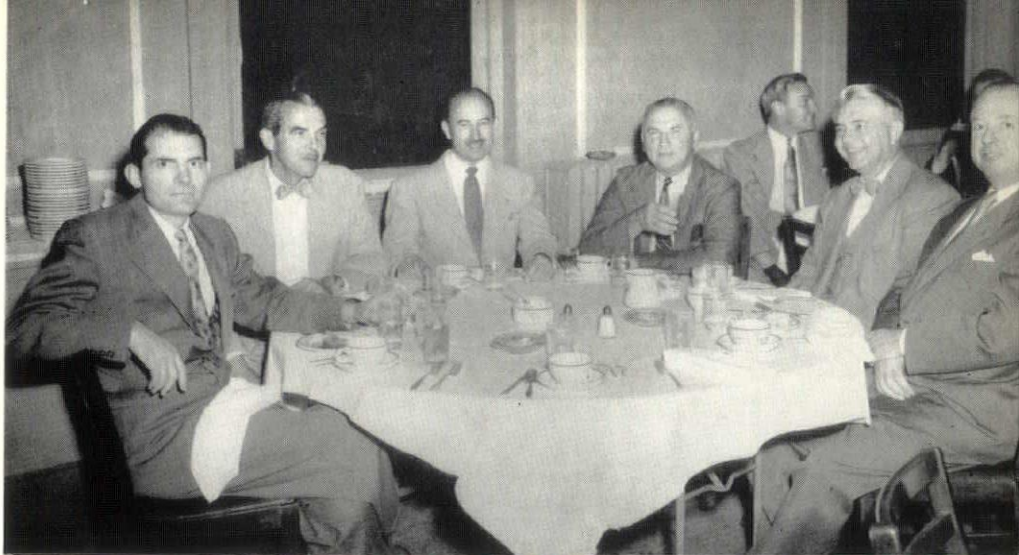
May 9—Business meeting and election of officers.

June—Open.

R. E. WARD, Detroit Branch Manager, Elevator Division of Westinghouse Electric Corp., held a series of invitational demonstrations of the new Westinghouse Operatorless Selectomatic Elevators with Automatic Traffic Pattern Control at the Detroit Leland Hotel during the week of September 20 to 24th.

The thirty thousand dollar demonstration model was a marvel in the mastery of electronics. A question and answer period followed.

Among the architects in attendance the first day of the series were Robert Finn, John Thornton, Clair Ditchy, Lyall Askew, Robert Hastings, Stewart Kissinger, Arthur O. A. Schmidt, Victor Basso, William O'Dell and Delphin Budzynski.



Prominent architects attend "cooking with gas" dinner. l. to r.: H. Sanborn Brown, Leo J. Schowalter, Erroll R. Clark, Frank A. Miles, Frederick J. Schoettley and Merle C. Weaver.

WILLIAM GILLET, vice-president and a director of the Detroit Steel Products Co., was elected president of The Producers Council, Inc., at its 33rd Annual Fall Meeting in New York City, September 14.

In his acceptance speech, Gillett promised to work for a closer cooperation among the many diversified elements of the construction industry, with a view to continuing the present high levels of sales and production now being enjoyed.

Other officers elected by the association were Fred M. Hauserman, E. F. Hauserman Co., 1st vice-president; H. Dorn Stewart, Armstrong Cork Co., 2nd vice-president; T. D. Wakefield, Wakefield Brass Co., secretary; and F. J. Close, Aluminum Company of America, treasurer.

Although the new president does not take office until January 1, he did jointly preside over the Chapter Presidents' Conference with the organization's present chief executive, Elliott C. "Jack" Spratt. In attendance at this session were all of the presidents from the group's 36 chapters. Clyde M. Oakley, president of the Detroit Chapter, was in attendance.

The organization chose Detroit as the site of the 1955 meeting.



WILLIAM GILLET

KIMBLE GLASS COMPANY, Toledo 1, Ohio, offers free a 16-page illustrated booklet entitled "Beautiful Homes," showing how glass block can be used to enhance the appearance and value of the average home.

The very latest in built-in gas ovens and ranges were displayed to 150 architects, and others at a dinner party September 15 given by Michigan Consolidated Gas Company at the Harmonie Club, Detroit.

Chambers, Roper and Coloric equipment were featured.

E. W. Westland, sales manager of Coloric Stove Corp., Topton, Pa., spoke on the advantages, flexibility and beauty of the modern appliances. Hale Clark, vice-president and sales manager of Michigan Consolidated Gas Co., presided.

BRIGGS MANUFACTURING CO., were hosts at a cocktail party preceding the presentation of the motion picture "Million Dollar Castle" at Hotel Statler, Detroit, on September 16.

The picture was premiered in connection with National Home Week and showed the latest in Briggs Beautyware.

Among those in attendance were Clair W. Ditchy, National president of the American Institute of Architects; Detroit Chapter president of A.I.A. Amedeo Leone and Mrs. Leone; Leo I. Perry, treasurer, Detroit Chapter A.I.A., Mr. and Mrs. Walter O. "Spike" Briggs, George Bortz and Mr. and Mrs. John woerpel.

THE R. C. MAHON COMPANY, 6565 E. Eight Mile Road, Detroit announces the completion of another portion of its expansion program—the addition of 130,000 square feet of factory space and 20,000 square feet of office space.

The company's plant, all of which has been constructed since 1942, now provides a total of 1,300,000 sq. ft. of manufacturing, fabricating and storage space, and 132,000 sq. ft. of office space. In addition, the company maintains a sales engineering office in Chicago and sales representatives in 95 principal cities throughout the country.

CHARLES W. GERSTER, Vice President and General Manager of the Louthan Manufacturing Company, East Liverpool, Ohio, a subsidiary of Ferro Corporation of Cleveland, announces the appointment of Fred-eric B. Stevens, Inc. as sales representative for Louthan foundry supplies.

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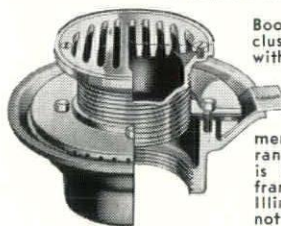
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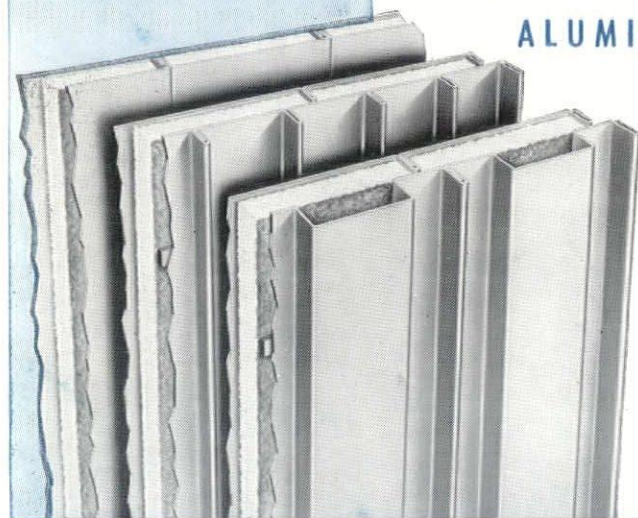
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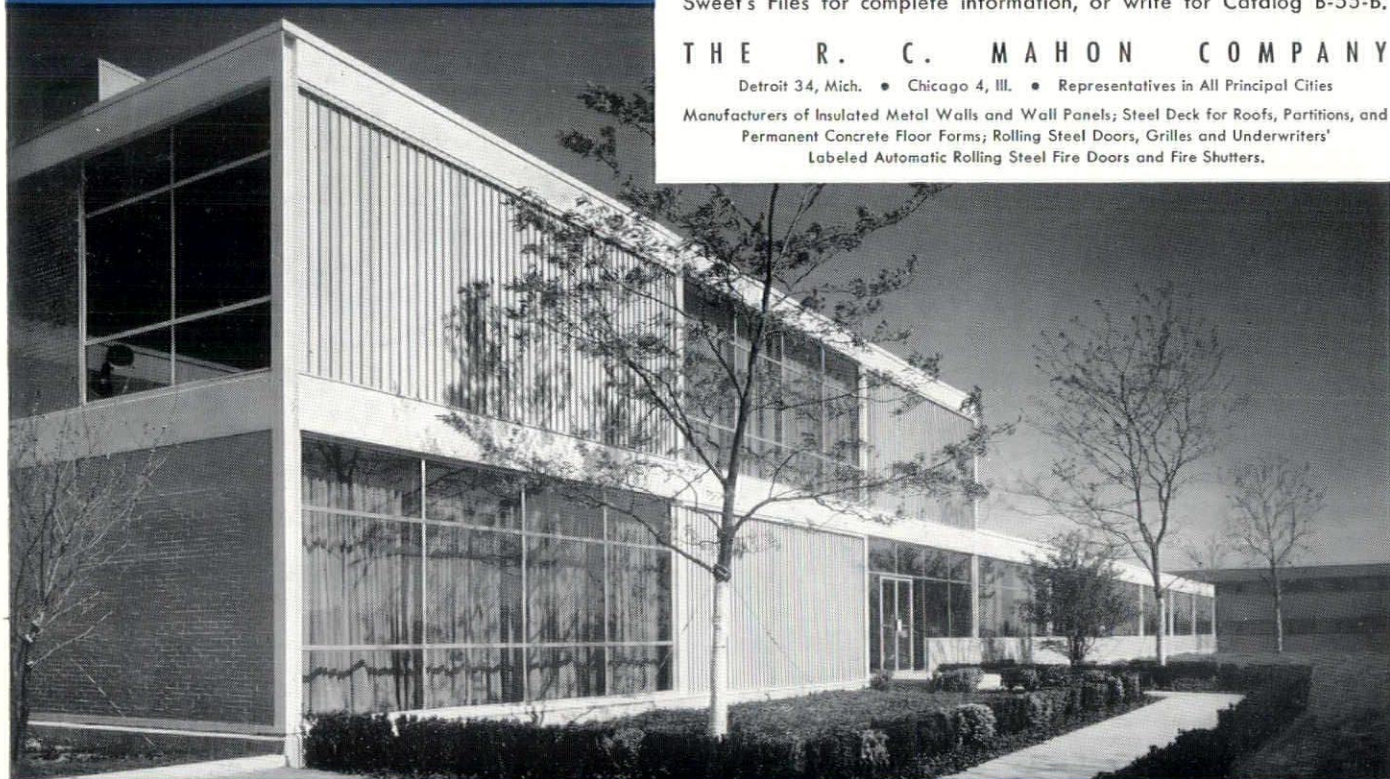
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