MONTHLY BULLETIN, MICHIGAN SOCIETY OF ARCHITECTS • JAN. 1956 • 30c
INCLUDING NATIONAL ARCHITECT

light-weight Concrete Masonry Units *are completely Cured*

No longer need you worry about the curing of block used in your jobs. "HORN-CLAVING" removes the quesswork as to the status of cure delivered on the job 365 days of the year.

"HORN-CLAVING" is a process by which our block are cured by high-pressure high-temperature steam. This operation, now being done in our new $500,000 Auto-Claving Plant, imparts valuable properties to light-weight units not resulting from any other curing method.

"HORN - CLAVED" units are completely cured and ready for use within 24 hours after molding. These units have a strength surpassing all requirements of the A.S.T.M., federal specifications, and local building codes—and their shrinkage will be at least 50% less than in moist-cured units.

To ensure completely-cured units in your construction jobs, regardless of outside weather conditions, specify "HORN-CLAVED" Light-Weight Concrete Masonry Units — cured with High-Pressure Steam. Descriptive folder, price and delivery information on request.

CINDER BLOCK INC.

9143 HUBBELL AVE., DETROIT 28 • VErmont 8-3200

ROUGE OFFICES, FORD MOTOR COMPANY—EBERLE M. SMITH ASSOC., INC., ARCHITECTS

The First Building Built in Michigan in Which All the Floor Slabs Were Poured on the Ground and Raised Into Place by Hydraulic Jacks

THE HARLAN ELECTRIC CO.

C. Allen Harlan

Monthly Bulletin, Michigan Society of Architects is published monthly at 120 Madison Ave., Detroit 26, Mich. Entered as second-class matter January 15, 1946 at the Post Office at Detroit, Mich. under Act of March 3, 1879. Subscription price $3.00 per year (members $1.50). 30 cents per copy (Rosters $1).

Election

Elmer J. Manson, of Lansing, was reelected president of the Michigan Society of Architects at its annual meeting in the Detroit Athletic Club December 14. Eberle M. Smith of Detroit was elected 1st vice-president; Peter Vander Laan of Kalamazoo. 2nd vice-president; Willard E. Fraser of Midland, 3rd vice-president, and Leo I. Perry of Detroit, treasurer.

James B. Morison and Talmage C. Hughes, both of Detroit, were reelected secretary and executive secretary, respectively.

New directors are Raymond I. Olson of Jackson; Samuel C. Allen and Frederick E. Wigen, both of Saginaw; Ernest J. Dellar and Frederick J. Schoettley, both of Detroit, and C. A. OBryon of Grand Rapids.

Retiring from the board are Roger Allen of Grand Rapids, Paul A. Brysselbout of Bay City, Phillip C. Haughey of Battle Creek, and Charles B. McGrew of Detroit.

Continuing on the board are Adrian N. Langius of Lansing, Sol King, Amedeo Leone, and Linn Smith, all of Detroit.

President Manson reviewed the accomplishments of the Society during the past year. They included two specification projects—one by C. A. Sirrine of the Concrete Products Association of Michigan, the other by John K. Cross, A.I.A., Chairman of the Committee on Relations with the Construction Industry. The President also mentioned legislation action at Lansing, which had improved the profession's relations there, and without a lobbyist. The architects of Michigan have contributed their share toward the Biddle House restoration project, he said, and it is now up to the others in the building industry

Table of Contents

Coming Issues

FEBRUARY—Louis G. Redstone

MARCH — 42nd Annual M. S. A. Convention

APRIL—Carl R. Habermas

MAY—R. S. Gerganoff

JUNE—Annual M. S. A. Roster (Alphabetical) & Western Michigan Chapter, A.I.A.

JULY—Charles D. Hannan

AUGUST — 13th Annual Mackinac Mid-summer Conference

SEPTEMBER — Smith, Hinchman & Grylls, Inc.

OCTOBER—Detroit Chapter, A.I.A.

NOVEMBER—Ralph W. Hammett.

DECEMBER—Annual M. S. A. Roster (Geographical) & Saginaw Valley Chapter, A.I.A.

JANUARY, 1957 — Eberle M. Smith, Associates, Inc.

Monthly Bulletin, Michigan Society of Architects, Volume 30, No. 1

including national

Architect

MONTHLY BULLETIN
Michigan Society of Architects
120 Madison Ave., Detroit 26, Mich., WO 5-3680

Official Publication of the Michigan Society of Architects: Elmer J. Manson, President; Eberle M. Smith, 1st Vice-president; Peter Vander Laan, 2nd Vice-president; Willard E. Fraser, 3rd Vice-president; James B. Morison, Secretary; Leo I. Perry, Treasurer; Directors—Samuel C. Allen, Ernest J. Dellar, Sol King, Adrian N. Langius, Amedeo Leone, C. A. OBryon, Raymond I. Olson, Frederick J. Schoettley, Linn Smith, Frederick E. Wigen; Talmage C. Hughes, Executive Secretary.

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

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

OTHER SOCIETY COMMITTEES:

Executive—Elmer J. Manson, Chairman; Paul A. Brysselbout, Adrian N. Langius, Charles B. McGrew, Linn Smith.

Administrative—Adrian N. Langius, Chairman; Sol King, James B. Morison, Leo I. Perry, Linn Smith.

Public and Professional Relations—Charles B. McGrew, Chairman; Roger Allen, Phillip C. Haughey, Amedeo Leone. **Advisory**—Benjamin E. Rine, Malcolm R. Stirton, Frederick E. Wigen.

Education and Research—Paul A. Brysselbout, Chairman; Willard E. Fraser, Sol King, Eberle M. Smith. **Advisory**—Paul B. Brown, Ralph W. Knuth, Carl C. Kressbach.

Monthly Bulletin—Paul A. Brysselbout, Sol King, Adrian N. Langius, Amedeo Leone, Leo I. Perry.

Movie—Phillip C. Haughey, Chairman; Roger Allen, Talmage C. Hughes, Ferdinand A. Loebach, Charles A. O'Bryon, Clarence H. Rosa.

Inter-Professional Council—Amedeo Leone, Chairman; Leo M. Bauer, Talmage C. Hughes, Leo I. Perry.

Technical Problems—Eberle M. Smith, Chairman; Eugene T. Cleland, Lynn W. Fry, Adrian N. Langius, George L. W. Schulz, John C. Thornton.

Biddle House—Adrian N. Langius, Chairman; Roger Allen, Clarke E. Harris, Louis C. Kingscott, Warren L. Rindge. **Consultant—Emil Lorch.**

Public Relations—Charles H. MacMahon, Chairman; John W. Jickling, Frederick G. Stickel.

MSA 42nd Annual Convention, Hotel Statler, Detroit, March 14-16, 1956—James B. Hughes, Chairman.

MSA 1956 Annual Midsummer Conference, Grand Hotel, Mackinac Island, Aug. 4, 1956—Hubert W. Van Dongen.

APELSCOR—Earl G. Meyer, Chairman; Amedeo Leone, Arthur O. A. Schmidt.

Auditing—Paul A. Brysselbout, Chairman; Leo I. Perry.

Preservation of Historic Buildings—Emil Lorch.

Fees—Charles B. McGrew, Chairman; Roger Allen, Kenneth C. Black, Amedeo Leone, Linn Smith, James A. Spence, Edward X. Tuttle, Peter Vander Laan.

OFFICIAL PUBLICATION — Western Michigan Chapter, A.I.A.; Ian C. Ironside, President; George W. Sprau, Vice-President; Richard Prince, Jr., Secretary-Treasurer; Hubert W. Van Dongen and Ruard Vanderploeg, Directors.

OFFICIAL PUBLICATION—Saginaw Valley Chapter, A.I.A.; Samuel C. Allen, President; Glenn M. Beach, Vice-president; Harvey C. Allison, Secretary; Donald R. Humphrey, Treasurer.

OFFICIAL PUBLICATION — National Council of Architectural Registration Boards.

Fred L. Markham, Provo, Utah, President; Edgar H. Berners, Green Bay, Wis., 1st Vice-president; Joe E. Smay, Norman, Okla., 2nd Vice-president; Walter F. Martens, Charleston, W. Va., 3rd Vice-president; William L. Perkins, Chariton, Iowa, Secretary-treasurer.

Executive Committee consists of aforementioned officers and Charles E. Firestone, Canton, Ohio. Council Board of Review: Lucius R. White, Jr., Baltimore, Md.; Ralph Edward Winslow, Troy, N. Y.; A. Reinhold Melander, Duluth Minn.

OFFICIAL PUBLICATION—Detroit Chapter of The American Institute of Architects;

Suren Pilafian, President; Gerald G. Diehl, Vice-president; Lyall H. Askew, Secretary; Arthur O. A. Schmidt, Treasurer; Maurice E. Hammond, Earl G. Meyer, Lynn W. Fry, Amedeo Leone, Directors; Talmage C. Hughes, Executive Secretary.

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

Theodore G. Seemeyer, Jr., Advertising Director; 120 Madison Avenue, Detroit 26, Michigan. WOodward 5-3680.

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

Subscription $3 per year (members $1.50). 30c per copy (Rosters $1).

to get behind this worthy movement to restore the venerable house on Mackinac Island.

Manson pointed to the Monthly Bulletin of the Society as a prestige publication, bringing credit to the organization, and comparing favorably with state architectural publications of the country.

An outstanding contribution, he said, was that of Eberle M. Smith, the new vice-president, who is Chairman of the School Building Committee, both locally and nationally.

In the matter of public relations, the president said, there has been good coverage throughout the State. The Society has produced a motion picture, "Designs for Better Living," which has been very well received. There is now a need to see that it is properly distributed. It is available without charge to groups desiring it. TV programs are also in the offing, under the direction of C. H. MacMahon, Chairman of a special publicity committee.

Expansion of the public relations program, the President said, has not been carried out as intended because of the resignation of the public relations director. Employment of his successor is contingent upon the raising of adequate funds. Perry has been named Chairman of a special committee to prepare proposed changes to the Society's by-laws to provide for firm membership, with dues based on number of draftsmen. Working with him will be Langius and King.

Other matters of importance dealt with during the past year include fees, by McGrew and Linn Smith; Detroit Building Code, by King, the annual convention in Detroit and the Midsummer Conference at the Grand Hotel on Mackinac Island.

Picture by Besser

On the facing page is a photograph taken at the Michigan Society of Architects Board of Directors Annual Meeting and Election at the Detroit Athletic Club on December 14, 1955.

The Besser Company has generously agreed to send framed copies of the picture to all officers and directors of the Society. Others may obtain copies by writing the Besser Company, Alpena, Michigan. Through the courtesy of our Associate Member, Mr. Clem Mason of Besser Company, there will be no charge.

We wish to take this opportunity to congratulate the Besser Company, its present owners, Mr. Jesse H. Besser and Mrs. Anna Besser, and all of the personnel on the occasion of their 52nd anniversary of service to the building industry and the architectural profession.

The growth of the concrete block industry coincides with the growth of the Besser Company. Fifty-two years ago Besser made the first concrete block machine. Since then the Company has devoted its constant and untiring efforts to producing better block machines, pioneering new types and improving production methods. Today the Automatic Vibrapac is the result of more than a half-century of pioneering development.

Over 50 years of Besser progress provide the background for producing the finest concrete block in construction history on Besser Vibrapac.

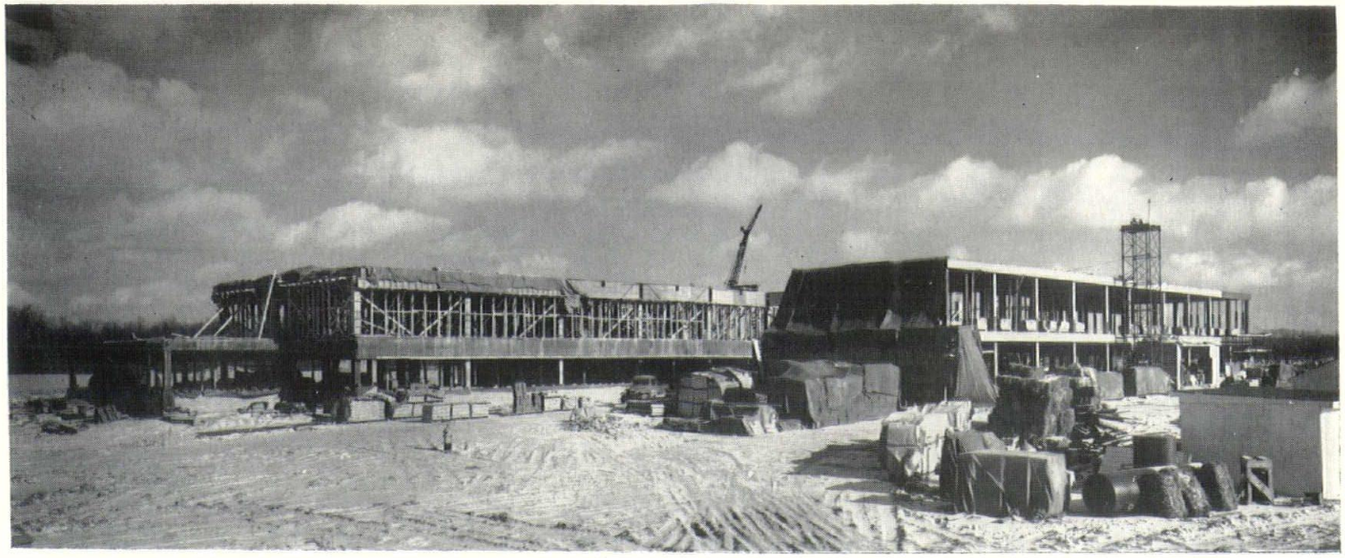
Advertisers

Meeting of old and new Boards of the Michigan Society of Architects at the Detroit Athletic Club, December 14, 1955.

Left to right are Frederick J. Schoettley, Peter Vander Laan, Willard E. Fraser, Phillip C. Haughey, Talmage C. Hughes, Frederick E. Wigen, Eberle M. Smith, Elmer J. Manson, Charles B. McGrew, Sol King, Adrian N. Langius, Amedeo Leone, James B. Morison, Leo I. Perry and Ernest J. Dellar.

Not present were directors Roger Allen of Grand Rapids, Samuel Allen of Saginaw, Paul A. Brysselbout of Bay City, C. A. OBryon of Grand Rapids, Raymond I. Olson of Jackson and Linn Smith of Birmingham.

Photograph is through the courtesy of Besser Company, Alpena, Michigan. Copies are available gratis to those who request them.



BENDIX RESEARCH LABORATORIES

ARCHITECTS, GIFFELS & VALLET, INC., L. ROSSETTI
GENERAL CONTRACTORS, O. W. BURKE CO.

Proudly Associated

MOTOR CITY ELECTRIC CO.

ELECTRICAL CONTRACTORS

DETROIT...FLINT...ANN ARBOR

An Everlasting Guarantee of Satisfaction!

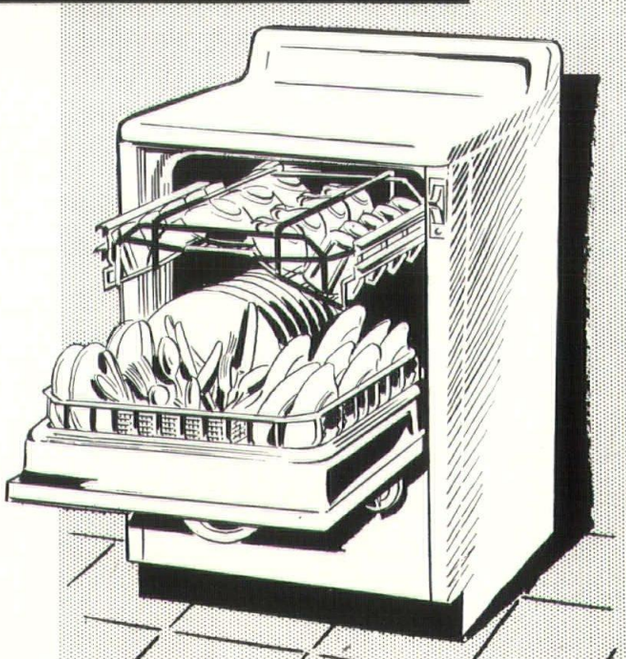
KITCHENAID

The World's Most-Wanted
AUTOMATIC DISHWASHER

There's A KitchenAid Model To Fit Any Kitchen

The nicest kitchen in the world is nicer still when a KitchenAid Automatic Dishwasher is installed. It's the only one whose basic principles have been pioneered, tested and proved unsurpassingly superior in the world's biggest, busiest kitchens. Small wonder, then, that busy housewives want a KitchenAid in their kitchens, too. There are 3 models to choose from, all in sparkling white, gleaming copper or satiny stainless steel, with other colors available.

World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



KitchenAid

The Finest Made...by Hobart

DISTRIBUTED BY RADIO DISTRIBUTING CO., 15600 WOODROW WILSON, DETROIT , PHONE: TO 9-7900

MSA

Public Relations Program

The new Board of Directors of the Michigan Society of Architects has appointed Leo I. Perry, Chairman, Sol King and Adrian N. Langius as a special committee to prepare proposed changes to the Society's by-laws to provide for a new form of membership in the Society to be known as Firm Membership. Upon approval by the Board, the proposed changes will be presented to the Society's Convention in March of 1956.

This is for the purpose of continuing the Society's public relations program which was interrupted when its director of public relations resigned recently. A good beginning had been made on a comprehensive public relations program, but the Board does not believe that a successor to Neil Bertram should be employed until adequate funds can be provided for on a continuing basis.

The plan most favored is the firm membership, with dues approximating ten dollars per draftsman. It is estimated that there are 250 offices in Michigan, with an average of four draftsmen each. This is based on architectural draftsmen only, not engineering. If this estimate is correct, and the offices will respond, a fund of about $10,000 per year should result.

Mr. C. H. MacMahon, A.I.A., of the office of Architect Linn Smith, of Birmingham, Mich., is Chairman of a special Public Relations Committee for the Society. Serving with him are John W. Jickling and Frederick G. Stickel. Mr. MacMahon has prepared a statement on the scope of a program for the Society as follows:

1. What is a good Public Relations Program and what could it do for the profession?

A. What is Public Relations?

1. The "A.I.A. Handbook on Public Relations" has the following to say on this subject:

The Architect will see a brighter future for himself, his profession and his national organization if he thinks and acts in terms of the public.

The big public consists of over 160 million —but this is broken down into thousands of special groups. These groups develop a public opinion. Around this interest in public opinion has evolved an ever-growing profession—public relations.

As in all new and growing professions, there is no shortage of working definitions of public relations. Public relations counsel prefers this definition, as selected by "Public Relations News":

> **The function which evaluates public attitudes, ideas, policies and procedures of an individual or an organization with the public interest and executes a program of action to win public understanding and acceptance.**

But for the Architect—both as a member of a profession and a community—counsel suggests this simple definition:

Public relations is doing good work and taking credit for it. Public relations is not—Pressagentry or the building or encouraging of "notoriety" for the Architect.

A concentration on selling something to someone or advertising something to someone.

A devotion to keeping certain Architects' names before the public.

Once again, public relations is doing good work and taking credit for it; or in other words, good public relations is good performance, publicly appreciated. Architects come in contact daily with the public and each contact helps create good will or ill will for the profession. The public forms opinions of the Architect, his services, his profession and his national organization as a result of these contacts. Whether the opinions are favorable or unfavorable depends upon attitudes and actions of the individual Architect.

B. What is a good Public Relations Program? (Again, I am quoting from the "A.I.A. Handbook" which states as follows:)
1. Purposes of the Public Relations Program
A. To do a good public relations job for himself, each Architect should know about The Institute's national public relations program.

A. Each member of The Institute is a part of that program which has these purposes: (1) To make the ever-changing public realize that the Architect—as an individual and as an organized group—can be of great service to the community.

(2) To make the public aware of what the architectural profession is and what an Architect is trained to do in order to overcome the general misunderstanding about the scope and cost of architectural services. In order to accomplish these purposes: Architects must first fulfill their responsibility to the community through projects and activities in the public interest.

C. What could such a Program accomplish?
1. Expanded opportunities for the Architect and his service in all fields.

a. **Industrial** — in this field particularly package services for design and construction have made substantial inroads.
b. **Institutional**—Federal, State and Municipal agencies have greatly enlarged the scope of their design and supervisory services in this ever-increasing field.

c. **Housing**—we see today contractors and builders dominating this field with the Architect controlling but a minor part.

d. **Schools and Churches** — our profession controls the great majority of design in this field, but prefabricators and contractors are making progress here.

e. **Community Planning** — this field has been somewhat neglected by the Architect and is as vital to the health, welfare and economy of our nation as the design of individual buildings themselves.

2. Benefits to the Architectural profession.
a. Increased potential dollar-volume for the architectural practitioner.

b. Greater employment opportunities in the profession and those related fields dependent on it.

c. Increased stature for the Architect in his community.

3. Benefits to the community and our nation.

a. Establishing city and community plans for organized and planned growth to eliminate or limit:

(1) Slums and blighted areas.

(2) Excessive traffic congestion.

(3) Local labor shortages.

(4) Ghost towns.

(5) Smog conditions and similar health hazards.

(6) Industrial strangulation.
a. and provide:

(1) Better buildings for all functions and phases of public life.

(2) Green belt areas . . . parks and recreation centers.

(3) Logical growth patterns for all communities.

(4) Groupings and segregations of elements not compatible with healthy living.
b. Provide better buildings . . . because more buildings will be designed by Architects.

D. The Michigan Society of Architects should adopt the A.I.A. Public Relations Program as a guide.

MSA Convention

JAMES B. HUGHES, General Chairman of the Committee for the Michigan Society of Architects 42nd Annual Convention, scheduled at Detroit's Hotel Statler, March 14-16, 1956, announces the appointment of sub-committee chairmen as follows:

Paul B. Brown, Vice-Chairman and Program; Werner Guenther, Registration; Arthur O. A. Schmidt, Arrangements; William P. Lindhout, General Design; Stanley Fleischaker, Architects' Exhibits; Henry W. Ruifrok, Producers' Exhibits; William W. Lyman, Brochure; Ernest J. Dellar, Entertainment; Leo I. Perry, Publicity; Mrs. Ernest J. Dellar, Ladies' Activities; Lyall H. Askew, Talmage C. Hughes, Edward G. Rosella, Advisory Council.

Brown reports that the speaker for the Thursday evening program will be J. Walter Severinghaus, of the New York office of Skidmore, Owings & Merrill, Architects, who will speak on the Ford Motor Company's Office Building, in Dearborn, Mich., for which SO&M were architects. There will be a conducted tour of the building on Friday morning.

Fleischaker announces that the Architects' Exhibits will consist of the premiated designs from the 1955 Honor Awards programs of the Detroit and Western Michigan Chapters, and similar material from the Saginaw Valley Chapter.

Other details of the Convention program are being worked out by the Committee, and more complete information will be contained in our next issue.

1. It is an excellent framework.

2. It would be presumptive on my part to attempt to provide a better guide.

3. The close and fine relationship between the A.I.A. and the MSA encourages it.

E. What is the A.I.A. Program?—The Program is outlined in the publication, "Public Relations for the Architect". This is a folder containing ten separate sections which I have outlined briefly as follows:

1. Policy and public relations.

a. Relating A.I.A. policy to the problem of public relations.

b. Defining public relations and purposes.
2. Community relations.

a. Responsibility to the community and necessity for leadership.

b. How best to serve community interests.

c. How to become active in community life.

d. Advice on relations with law makers.

e. How to solve community problems.

3. Client relations.

a. Reaching new clients.

b. Explaining your services.

c. Improving client relations.

d. Cost estimates.

e. Supervision

f. Salesmanship.

g. Office appearance.

h. Need for brochures.

i. Explaining the firm.

j. Explaining projects.

k. Exhibits.

l. Presentation tips.

m. Letters.

n. Relations with community leaders.

o. Human relations.

4. Publicity.

a. Outlets for publicity.

b. What the public should know about the Architect, his profession, how to engage him and his fee.

c. Facts about the Architect.

5. The press.

a. Understanding the press.

b. Preparing news releases.

c. Photos and illustrative material.

d. Getting credit for published work.

e. Press conferences.

f. Press relations.

g. Press terminology.

h. Preparing fact sheets.

i. News contacts.

6. Magazines.

a. Brief tips on relationships with:

(1) Popular magazines.

(2) Professional publications.

(3) House organs.

7. Radio

a. Radio speeches, tips.

b. Radio interviews.

c. Radio panel shows.

d. A.I.A. Chapter programs.

8. Television.

a. Experience of Dallas Chapter with TV.
b. Opportunities for publicity for the Architect.

c. Procedure and script of actual TV program produced by San Francisco Museum of Modern Art.

9. Speeches.

a. Opportunities and types of public speaking.

10. Advertising.

a. Difference between advertising and news in the public interest.

b. How advertising can and has benefited the Architect.

F. Recommendations.

1. Formally adopt a program.

2. Establish adequate budget.

3. Retain top-notch public relations consultants or firm (If Ketchum, Inc. is available to help us get started, would we desire to have one of their people consult with us in motivating our program?)

4. Hold Public Relations Clinics in principal cities throughout Michigan.

a. Informal question and answer "shirt sleeve sessions".

b. Present outstanding examples of work in other areas, brochures, etc.

c. When possible, get Architects who have performed outstanding Public Relations job to take part.

d. Conduct survey in Michigan to establish key issues and outstanding problems before developing Clinic Program.

e. Use "A.I.A. Public Relations Handbook" as guide.

5. Develop opportunities for TV, radio, newspaper and magazine publicity.

a. Kay Eyde Program, WKAR-TV, Lansing, immediately.

6. Establish and maintain clearing house for all Public Relations matters with Public Relations consultant.

a. Individual Architects and firms keep consultant advised of all newsworthy items.

b. Public Relations consultant keep in touch with Ketchum, Inc. for possible tie-ins and national publicity of local matters.

Because the need for a substantial and adequate Public Relations program is so vital to the progress of our profession, it is imperative that the matters of Budget and Public Relations consultant receive immediate attention. It is recognized that the quality of the results will depend upon the adequacy of the budget which will enable our employing competent talent and ability. It is also recognized that special fund-raising measures may also have to be employed, but it is not within the scope of this letter to outline what measures might be necessary or desirable.

Our Public Relations program is absolutely vital to the livelihood and deserving of our best efforts.

EDITOR'S NOTE: Mr. MacMahon reports that his Committee has had excellent response to its request for sponsors on the MSA TV program. Ten companies have agreed to participate, and three others are possible. With this interest shown, the Committee believes the program can be started in January.

From President Manson

Among the many reasons for an expanded Public Relations Program are:

1. The competition from "package deals", and non-registered designers can be minimized by good promotion.
2. The continued high rate of construction activity can be extended by good promotion.
3. The amount of "missionary" activity by the individual practitioner can be reduced by promotion from a state organization.
4. A hedge against adverse legislation will be established by a strong promotional program.

The program as visualized is essentially the same as we have had but with better material and broader coverage promoted by a full-time public relations director, including:

1. Continued distribution of spot news.
2. Increased distribution of feature stories, with emphasis on heavy construction.
3. Special activity such as the distribution of the MSA movie, the TV Forum, etc.
4. A "protective" legislative program of keeping the legislators informed that our profession is giving a real service to the public.
5. A clearing house on publicity to assist the individual offices publicize their projects.
6. Work to assure that Michigan receives its fair share of the Institute's Public Relations activity.

To adequately carry out such a program requires time and money. A full time public relations person will cost the Society from $8000 to $12,000 a year. Previously this has been on a voluntary contribution basis. For a more stable organization, it is proposed to establish a new type of membership for individual practitioners or firms. This would be based on:

1. Volume of architectural work done by the office. Dues would be related to the social security payments as a factor which would be easily available to all offices.
2. Architectural work only. This provides an equalizer for those offices which do engineering projects such as power houses, and those offices which have consulting engineers on mechanical and structural portions of architectural projects. The dues for the firms would be based on the architectural staff only.
3. This membership would be voluntary. The billing would be directly from the Society, not through the chapters.

To make this attractive to the members we need some inducement such as free copies of the Bulletin which feature work of the "firm members" and emphasis to the "firm members" in publicity releases.

Will you kindly investigate the reaction of your professional friends to such a membership so that we may have a broad base for consideration at our next board meeting?

detroit chapter's next meeting

Detroit Chapter, A.I.A. will be honored to join with Progressive Architecture for a dinner meeting at Detroit's Whittier Hotel on January 20, at which PA will make Annual Honor Awards in its 1956 "Design Trends" program.

The dinner ($4.00 per person) will be preceded by a social hour at 6:30 P.M., with cocktails provided complimentary by Progressive Architecture, and the program will consist of presentations, slides of the awards, and a lecture by Pietro Belluschi, F.A.I.A., Dean of the School of Architecture and Planning, Massachusetts Institute of Technology, Chairman of the Jury of Awards. His subject will be "Design Trends in the United States."

We are particularly fortunate this year in that a Detroit firm is top winner in the PA Awards Program. Last year most of the winners were from the East, and the program was held in New York City. In this instance, all winners, from throughout the U. S. will be invited to Detroit to receive their awards. The names of the winners will not be made public until the night of the awards dinner. Ladies are invited to attend, as this will be a gala program that will be of interest to them. Black ties are preferred. Mr. and Mrs. Thomas H. Creighton will be hosts. He is Editor of Progressive Architecture. She is Katherine Morrow, co-author with Mr. Creighton of the book, "The American Home Today," published recently.

PA's Design Awards Program began three years ago with the idea that there were no awards being given for architecture in the design stage. PA believes this phase of architecture is important, since many brilliant designs are never seen except by the architects and their clients. This is because compromises and changes creep in as working drawings and construction are approached. Many of these good designs might be achieved if the owner, sponsor and community realize how good they are.

The program was planned to allow the jury to choose from submitted designs the ones they thought best in each type of bulding—to choose one top winner in any category for overall greatest excellence—and to preview the best work ahead for the coming year. The holding of the Presentation Dinner in the home city of the First Award winner is primarily for the purpose of drawing attention of the community to the honor which has been bestowed on it through one of its architect citizens.

This year there were more than 700 entries, and an outstanding jury made some 50 awards and citations. The first year the top winner was the Back Bay Center project in Boston, designed by a group of Boston Architects, and the awards dinner was held in Boston. Last year the First Award was won by Paul Rudolph, for a house in Sarasota, Florida, and the dinner was in New York City.

This will undoubtedly provide a most stimulating meeting for the Chapter.

detroit chapter meeting report

Detroit Chapter, A.I.A. held one of its best meetings of the season on December 13, when it joined with the Illuminating Engineering Society, Michigan Section, at the Detroit Yacht Club. Two hundred twenty people attended, about half of them architects and their wives. The dinner was preceded by a social hour and followed by a program in which Mr. H. Creston Doner, Director of Design and Color, Libbey-Owens-Ford Glass Company, of Toledo, Ohio, spoke on "New Horizons of Color for 1956—In the Field of Design, and in the Field of Architecture." During the social hour and intermissions, Mr. William G. Peck, of Allen Organ Studios, provided music on his Allen Electronic Organ that sounds exactly like a pipe organ. Following the program there was dancing.

This program was so successful and delightful that there is talk of making it an annual event. It was good to see so many of our members present who have seldom been seen at meetings before. As this was a joint meeting, no Chapter business was conducted.

The lecture was of particular interest to the ladies as well as to architects and illuminating engineers. The speaker told how color affects us in our daily lives; in our homes, in our business, in our travels—the places wherever we are. His slides were excellent examples of architecture and interior decorating, as well as of the use of color in many other ways.

western michigan chapter

WESTERN MICHIGAN CHAPTER, A.I.A. met at Archie Tarpoff's restaurant in Kalamazoo on Monday, December 12. Chapter member, Edward Jackson was chairman of the committee arranging the meeting.

Chapter Vice-President, George Sprau presided, in the absence of President Ion C. Ironside. Elmer Manson, President of the Michigan Society of Architects, outlined the Society's public relations program and problems in connection therewith.

The dinner was preceded by a social hour and followed by a program at which Mr. Benjamin C. Taylor, Acting Director of Engineering for the Federal Defense Agency, who described the atomic tests which took place at Doom Town, Nevada. He also told about the results obtained and made recommendations regarding the design of buildings to withstand atomic blasts.

Mr. Taylor was director of Program 30 which dealt with structures and shelters. He showed films of buildings inside the blast area, after the blast, and commented upon the findings.

Assisting in the program at the Chapter meeting was Mr. John L. Lynch, structural engineer for the Federal Defense Agency. In its publication, Architectonics, the Chapter calls attention to the A.I.A. National Products Literature Competition and urges members to encourage the submission of useful products and equipment literature. It adds: "We can aid manufacturers in increasing the technical and informative value of descriptive product literature by our recognition of excellence in their printed matter directed to the architects. All entries must be submitted by January 31, 1956. Further information may be obtained from Theodore I. Coe, F.A.I.A., Technical Secretary, The American Institute of Architects, 1735 New York Ave., N. W., Washington 6, D. C."

HOWARD KAMMERAAD, who has been an associate of the Chapter, has been elected a corporate member. He is now employed in the office of Louis C. Kingscott & Associates, Architects & Engineers, of Kalamazoo.

BUILDERS & TRADERS EXCHANGE OF LANSING, has moved to its own new Builders & Traders Exchange Building, at 521 N. Washington Ave., Lansing 33.

NATIONAL
ARCHITECT
Official Publication, National Council of Architectural Registration Boards

Bulletin Board

GOOSE-SHOOTING is a strenuous activity engaged in by only the hardiest of individuals. So, imagine three leading Michigan Architects taking to the marshes for this sport.

When we have the urge to exercise we lie down until it passes. But not so with Thomas H. Hewlett of Birmingham, Adrian N. Langius of Lansing and J. Robert F. Swanson of Bloomfield Hills. They recently hied themselves to Cairo, Ill., via private plane, as guests of Harry Fruehauf, thence to a preserve and lodge on eight-foot stilts at the confluence of the Mississippi and Ohio Rivers, owned by a gent known as "Red Necktie."

To hear them bragging, they were up at 4:00 A.M. to see the sky gray with geese—all 2½ million of them. Don't know who got the exact number, but I suspect it was Gus Langius who counted the feet and divided by two.

The technique, they say, is for the hunters to camouflage themselves in pits covered with corn stalks and wait for the sky to become darkened by the birds, then fire away, getting the quota of five with one shot.

The architects, being the tallest of the group, were, naturally, given the shallowest pits—so they had to kneel. This, in itself, was a unique experience for all three of them.

BROOKLYN BRIDGE was quite a construction project in its day, and much has been written and said about it since the time it was opened. I think it was the late Al Smith who enjoyed the gag about the immigrant who came to this country and worked on the project for years. He enjoyed his work immensely and took great pride in the structure. Then came the dedication day, and, of course, he was present.

Upon his returning home that evening, his wife noticed that he seemed terribly depressed, which she couldn't understand, on the day that should have been such a joyful one. She inquired, and he said, "Everything was going fine until they cut the ribbon, and then it happened." On being asked what happened he replied, "They discovered they could only go to Brooklyn."

It's all in fun, Brooklyn Chapter.

BANKERS are becoming more conscious of the value of good architecture, because it increases their business. Time was when the two had little truck with each other.

The elder J. P. Morgan once received a request for a loan from an architect—on behalf of his client, no doubt, to finance a project. The architect was invited to the House of Morgan, and when he arrived Mr. Morgan put on his hat and the two walked the length of Wall Street, then back again. Upon Mr. Morgan's extending his hand and wishing his guest well, the architect said, "But Mr. Morgan, we haven't discussed the loan." With a wave of his hand down the street, Mr. Morgan replied, "Oh, any of them will lend it to you now. They have seen you with me."

C. ALLEN HARLAN, President of Harlan Electric Company, of Detroit was the recipient of this year's Michigan American Democratic Legacy Award from the Michigan Regional Advisory Board of the Anti-Defamation League of B'nai B'rith, whose Chairman is Benjamin M. Rose.

In accepting the Award, Mr. Harlan said, as an aside, to Mr. Rose, "I am highly honored to receive this recognition, but I think you should know that for generations my folks have been in the ham and sausage business."

Replied Mr. Rose: "Well, now, that's quite all right, but I wouldn't recommend that you try to sell any of your products here."

A PANHANDLER approached an architect on the street and asked for a handout "to get something to eat." The architect, feeling charitable, invited the man into a restaurant, saying he would pay for the meals. When finished, the architect discovered he did not have his wallet with him. Business of fumbling and embarrassment, and the poor man said, "You've been a pretty good egg. I have some money, and I'll pay the bill." He did.

When the two strode out to the curb, the architect said, "Now, we'll call a cab, go to my office and I will reimburse you." The beggar said, "Oh, no you don't. I paid for the meal, but you are not going to stick me for a taxi ride."

BACHELOR ARCHITECTS—Dr. George W. Crane, in his syndicated column, says that what this country needs is a scientific dating bureau. He estimates there are 11,000,000 marriageable women in this country without likely prospects, and he adds there are probably 7,000,000 men in the same boat.

Many of them, Dr. Crane says, are fine men; physicians, dentists, clergymen, lawyers—and architects.

Herb Shriner reveals how his spinster aunt back in Indiana found herself a husband:

"She saw this fellow on a 'wanted' poster in the post office, and offered $500 more for him than the Government did."

SPEED IN BUILDING in this modern age sometimes means that the architect is hard put to it to keep plans abreast of construction.

A general in the last war summoned an American engineer and asked, "How long will it take you to throw a bridge across the river?" "Three days, sir," was the reply. "Good," said the general, have your draftsman make plans right away."

In three days the general asked for a report and was told, "It's all ready, sir. You can send your men across now if you don't wait for those dam pictures. They ain't done yet."

CY COX, A.I.A., member of the Detroit Chapter, and his wife Helen moved into a new house, and their maid was bragging about what fine fittings they had.

"They're so high class," she said, "they even have their own monogrammed faucets in their bath room. Her's is marked 'H' and his is marked 'C.'"

CLAIR W. DITCHY, F.A.I.A., Immediate Past President of The A.I.A., upon being made an Honorary Corresponding Member of the Royal Institute of British Architects recently, saw quite a write-up about it in the Journal of The R.I.B.A. Clair said, "I wish it had been published in the comic books though. I'd kind of like to have my old army sergeant read about me too."

Architects In the News

Alabama

CHARLES KELLEY, has been elected president of the Montgomery Society of the Alabama Association of Architects. Other new officers elected include Al Williams, vice president and Bill Christian, secretary-treasurer.

California

MARIO GAIDANO, A.I.A., of San Francisco, has won first prize in Institutions Magazine's annual interior award program, for his interior design of the new Fior D'Italia Restaurant. Mr. Gaidano also won top prize last year for his design of Piro's, another San Francisco restaurant.

Florida

The Florida Association of Architects is the most recent among several thriving A.I.A. organizations to establish a formal administrative office on a paid, full-time basis. As of January 1st, 1956, the Association will take on an Executive Secretary charged with the job of coordinating state-wide professional activities, representing the F.A.A. in a public relations capacity and publishing the official journal of the organization.

Announcement of the new office, which was formally approved during the F.A.A.'s 41st Annual Convention last November at Daytona Beach, Florida, was made early in December by Clinton Gamble, F.A.A. president, who will start his second term of office in January. The Executive Secretary will be Roger W. Sherman, formerly editor of both Architectural Forum and Architectural Record and for the past three years editor of Florida Living Magazine, Sunday shelter publication of the Miami Daily News. In addition to his regular newspaper activities, Sherman, who was originally trained as an architect, has served the F.A.A. during the past two years as editor and publisher of its official journal, The Florida Architect.

His appointment is the result of a growing need in the Florida Association of Architects for a full-time agency that could work with Association officials in coordinating interests and activities of all A.I.A. chapters in the State. Study of the subject began some five years ago. Since then, growth of chapter membership has mushroomed, registering a 25 percent increase in 1954 and another 24 percent in 1955. Last year a re-districting plan for the State was approved; and two new chapters, formed during the latter part of 1955 brought the total number of Florida Chapters to nine, with Institute membership at an all-time high and representing over 70 percent of registered architects resident in the State.

In addition to his new duties as F.A.A. Executive Secretary, Sherman will continue to publish The Florida Architect. His office will be 7225 S. W. 82nd Ct., Miami 43, Florida.

JEFFERSON POWELL, was elected president of the Palm Beach Chapter, A.I.A. Other officers elected are Hilliard Smith, vice president; William Kessler, secretary and Paul Kohler, treasurer.

G. CLINTON GAMBLE, was reelected president of the Florida Association of Architects, along with Edgar S. Wortman, secretary; Morton T. Ironmonger, treasurer.

Vice presidents named were Frank Bunch, William Harvard and John Stetson.

Directors chosen were Thomas Larrick, Albert Woodward, William Gomon, Francis Walton, Ernest Bowen II, Robert Levinson, William Bigoney, Courtney Stewart, Ed Grafton, James Garland, I. Hersey, Frederick Kessler, George Votaw, Joseph Shifab, Walter Schultz and George Fisher.

Kentucky

WILLIAM W. WICHMAN was elected president of the East Kentucky Chapter, A.I.A. Others who will serve with Mr. Wichman are Granville Coblin, vice president; Jack B. Clotfelter, secretary-treasurer, and Melbourne Mills and Charles N. Bayless, directors.

New Jersey

Princeton University, School of Architecture, announce the following Scholars and Fellowships in the Graduate School to be appointed for the academic year 1956-57. The following scholarships, fellowships, and assistantships will be available:

Voorhees, Walker, Smith & Smith Fellowship	$2000.00
Emil Buehler Foundation Fellowships	1500.00 & 1000.00
Lowell M. Palmer Fellowships (two or more) each	1100.00
Henry N. Young III Scholarship	500.00
D'Amato Prize	500.00
Assistantships in Instruction (two) each	1200.00 - 1800.00
Assistantships in Research (three) each	1200.00 - 1800.00

The above are restricted to graduate students in the School of Architecture. In addition, fellowships and scholarships of the Graduate School generally are available to students in the School of Architecture, as follows:

Advanced Fellowships	$2000.00 - 2200.00
Fellowships	1000.00 - 1600.00
Junior Fellowships	800.00 - 1000.00
Scholarships	600.00

Competition is open to qualified students in the United States and foreign countries.

Assistants in Research will normally devote part time to directed research at the Architectural Laboratory.

Graduate members of the School of Architecture are eligible for residence in the Graduate College.

The Graduate Program in the School of Architecture leads to the professional degree of Master of Fine Arts in Architecture, and in special cases to the degree of Doctor of Philosophy in Architecture.

Applications for admission with or without scholarship aid should be forwarded to the Secretary, School of Architecture, Princeton University, Princeton, New Jersey, before March 1, 1956.

New York

GEORGE F. PELHAM, JR., A.I.A. has joined the architectural and engineering firm of Kelly & Gruzen as an associate.

Mr. Pelham, the third generation of architects by that name, was in private practice in New York City for some thirty years, and has designed many of the City's largest apartment houses. In 1941 he was awarded the A.I.A.'s "Apartment House Medal" for his design of the Dr. C. V. Paterno's Castle Village development.

Rhode Island

DONALD A. JASINSKI & JOHN W. PRIESTLEY, JR., have been appointed to the staff of Rhode Island School of Design's division of architecture. Mr. Jasinski has been named instructor in interior architectural design. Mr. Priestley has been appointed visiting architectural critic.

Texas

BALDWIN N. YOUNG, has been elected president of the Houston Chapter, A.I.A. Other officers elected include Mace Tungate, Jr., first vice president; Ralph M. Buffington, second vice-president; Abel B. Pierce, Jr., secretary, and Charles S. Chan, treasurer.

Died

BENJAMIN C. BAKER, A.I.A., 72, at his home in Ivy, Albemarle County, Va., on Dec. 3rd. He was a member of the firm of Baker, Heyward and Llorens, of Charlottesville until his retirement last year.

RENE CHAMBELLAN, 62, in Jersey City, N. J. on Nov. 29th. Mr. Chambellan was a nationally known architect, sculptor and modeler. His works included sculpture in Rockefeller Center, N. Y., State office buildings in New York City and Buffalo.

WILLIAM E. S. DYER, 75, in Buffalo, N. Y., on Dec. 9th. Mr. Dyer was a consulting engineer and architect for many years in Philadelphia, Pa.

GEORGE H. FISHER, at his home in Plainfield, N. J. Mr. Fisher was connected for many years with Fisher & Brown, architects and engineers. For the past 20 years he had been associated with the post engineers at Fort Dix.

JULIUS GREGORY, A.I.A., 80, in New Hope, Pa., on Dec. 4th. Mr. Gregory was formerly of New York City where he had his office prior to his retirement. Mr. Gregory was architectural consultant for House and Garden and House Beautiful magazines. He designed the Ideal Home for House & Garden and the Pacesetter House for House Beautiful. His homes won several awards from the A.I.A. and other technical groups.

CARL J. KLUGE, 54, at his home in Wauwatosa, Wis., on Nov. 28th. Mr. Kluge had been associated the last 14 years with the Harnischfeger Corp. Previously he was district architect for the federal farm security program.

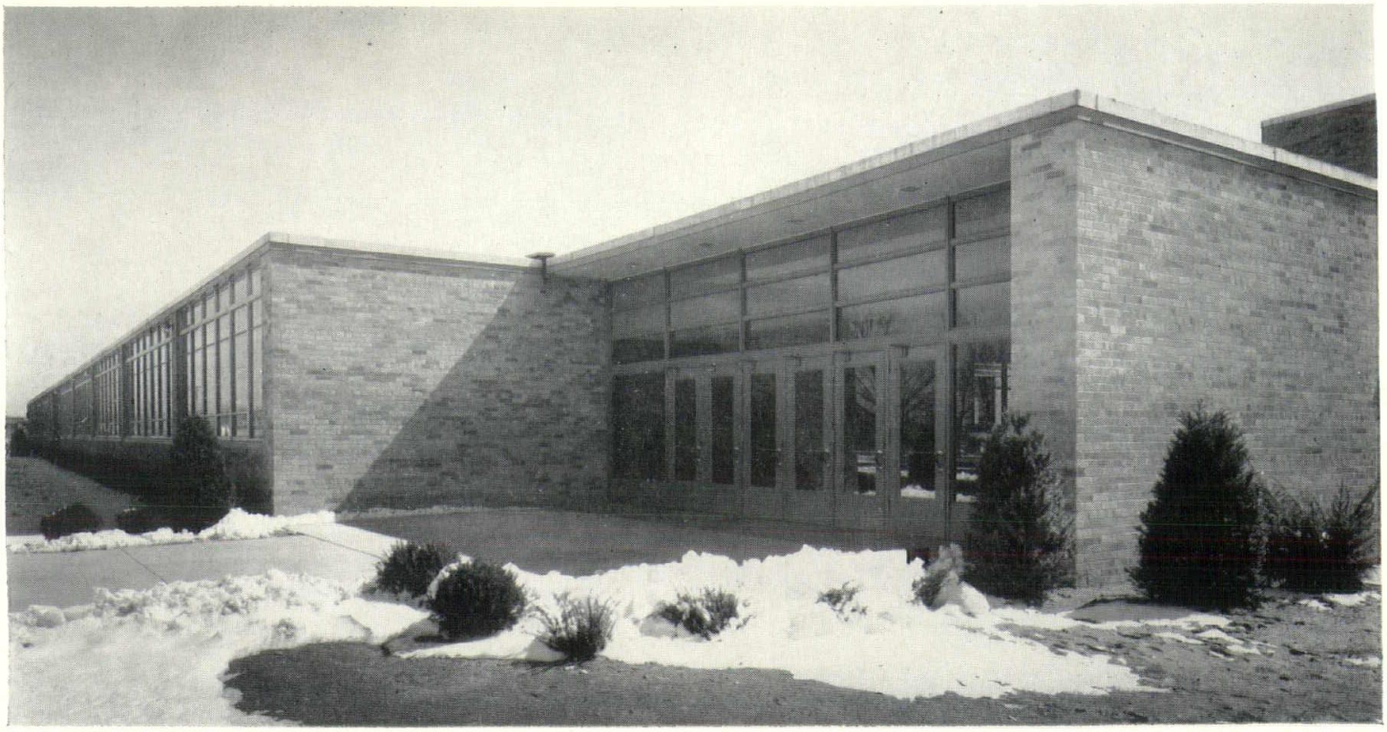
GIFFELS & VALLET, INC., L. ROSSETTI

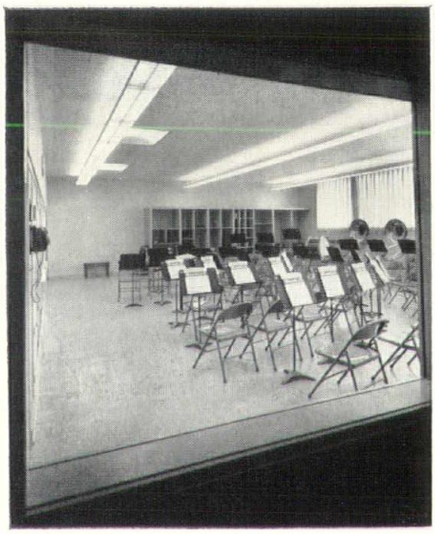
ASSOCIATED ENGINEERS AND ARCHITECTS

All Photos In Feature Section
By Lens-Art, Detroit, Michigan

CONTINENTAL DIVISION
FORD MOTOR COMPANY
ECORSE TOWNSHIP
MICHIGAN

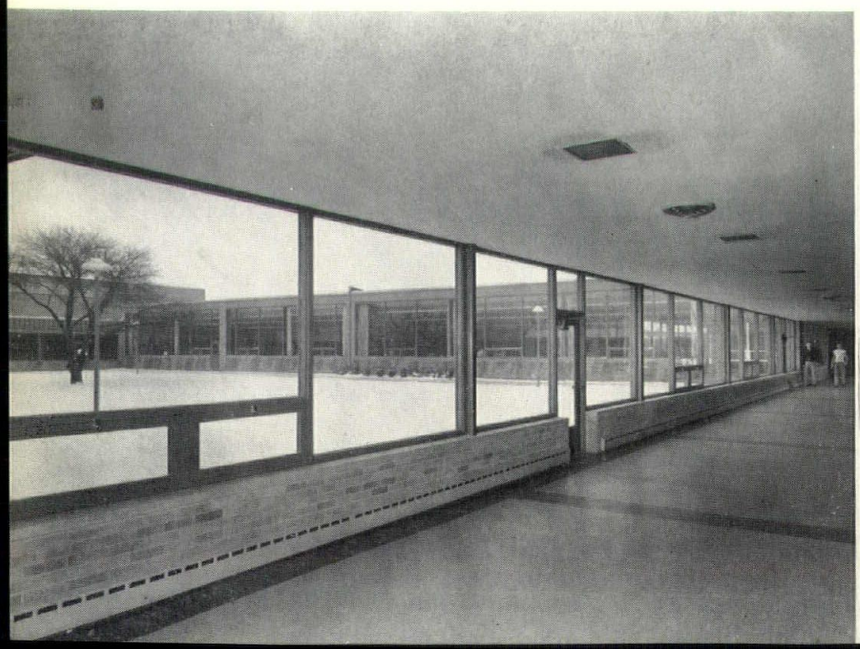
ACROSS PAGE:
UPPER RIGHT: LOBBY
LOWER RIGHT: PRIVATE OFFICE
OF WILLIAM CLAY FORD

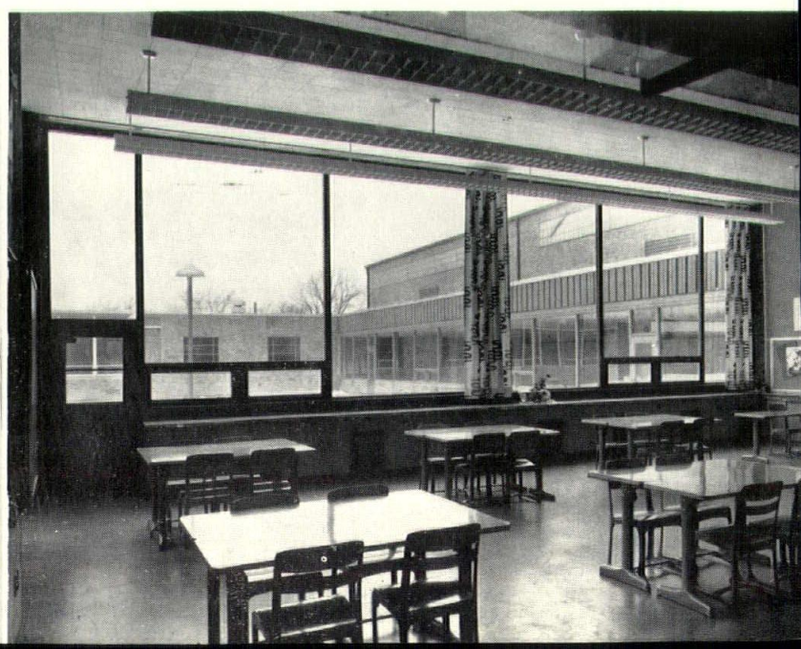




LEE M. THURSTON HIGH SCHOOL

REDFORD TOWNSHIP, MICHIGAN



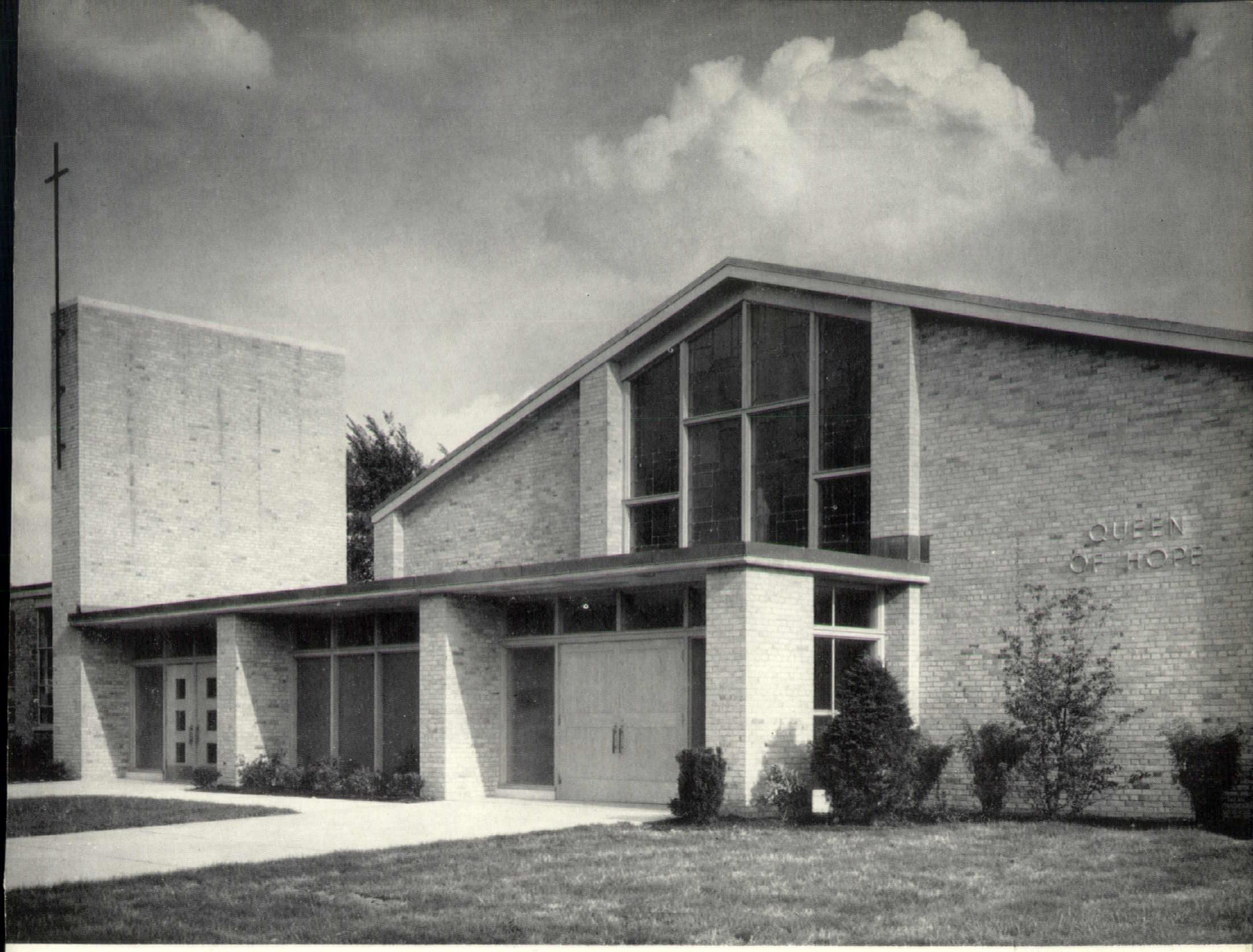


OUR LADY QUEEN OF PEACE

PARISH CONVENT

HARPER WOODS, MICHIGAN

FATHER EMIL A. CAPANO, PASTOR



OUR LADY QUEEN OF HOPE

SCHOOL AND CHAPEL

ST. MARY OF REDFORD PARISH

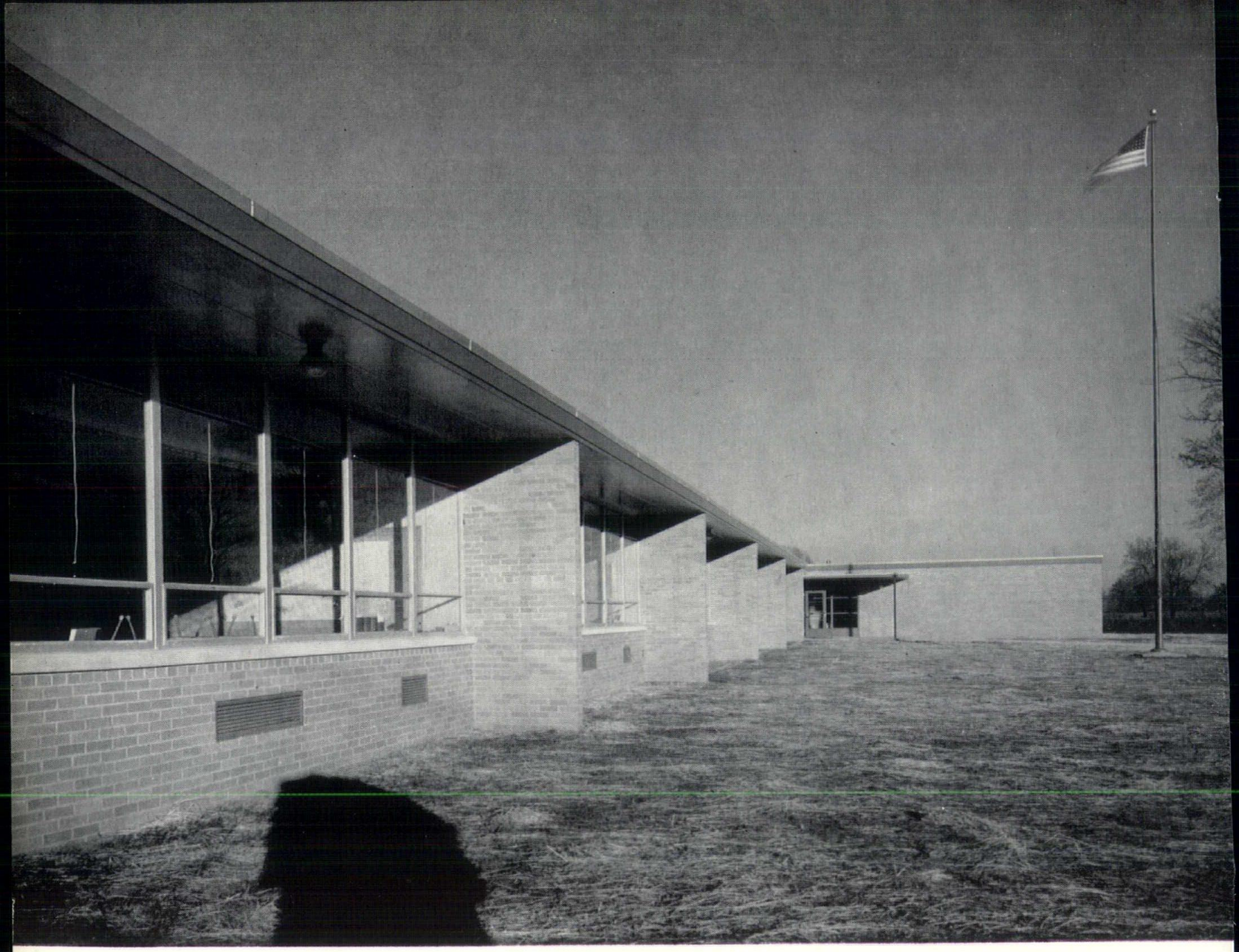
DETROIT, MICHIGAN

MONSIG. EDWARD J. HICKEY, PASTOR

ST. JAMES EPISCOPAL CHURCH

BIRMINGHAM, MICHIGAN

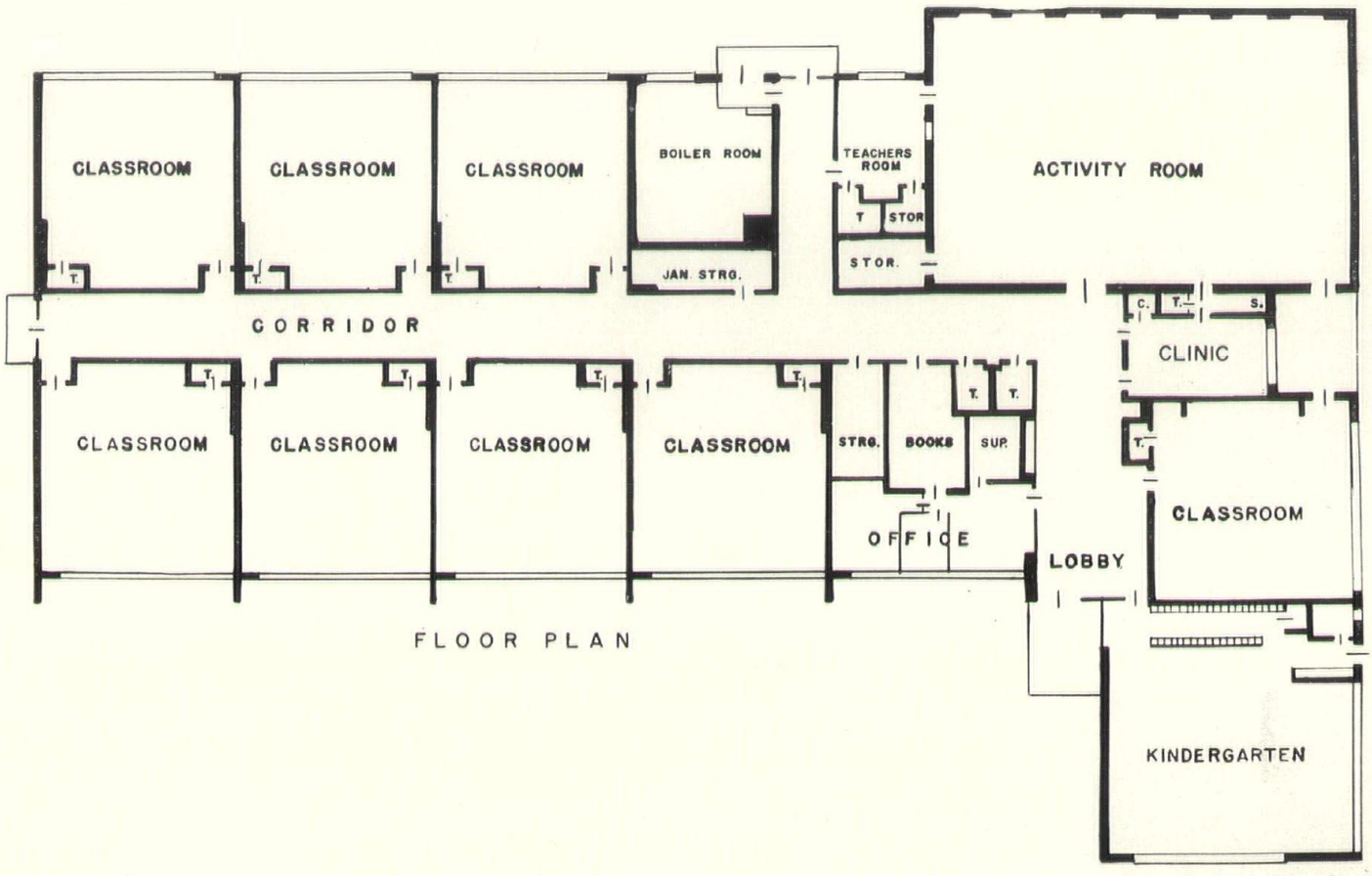
REV. HAROLD E. TOWNE, RECTOR



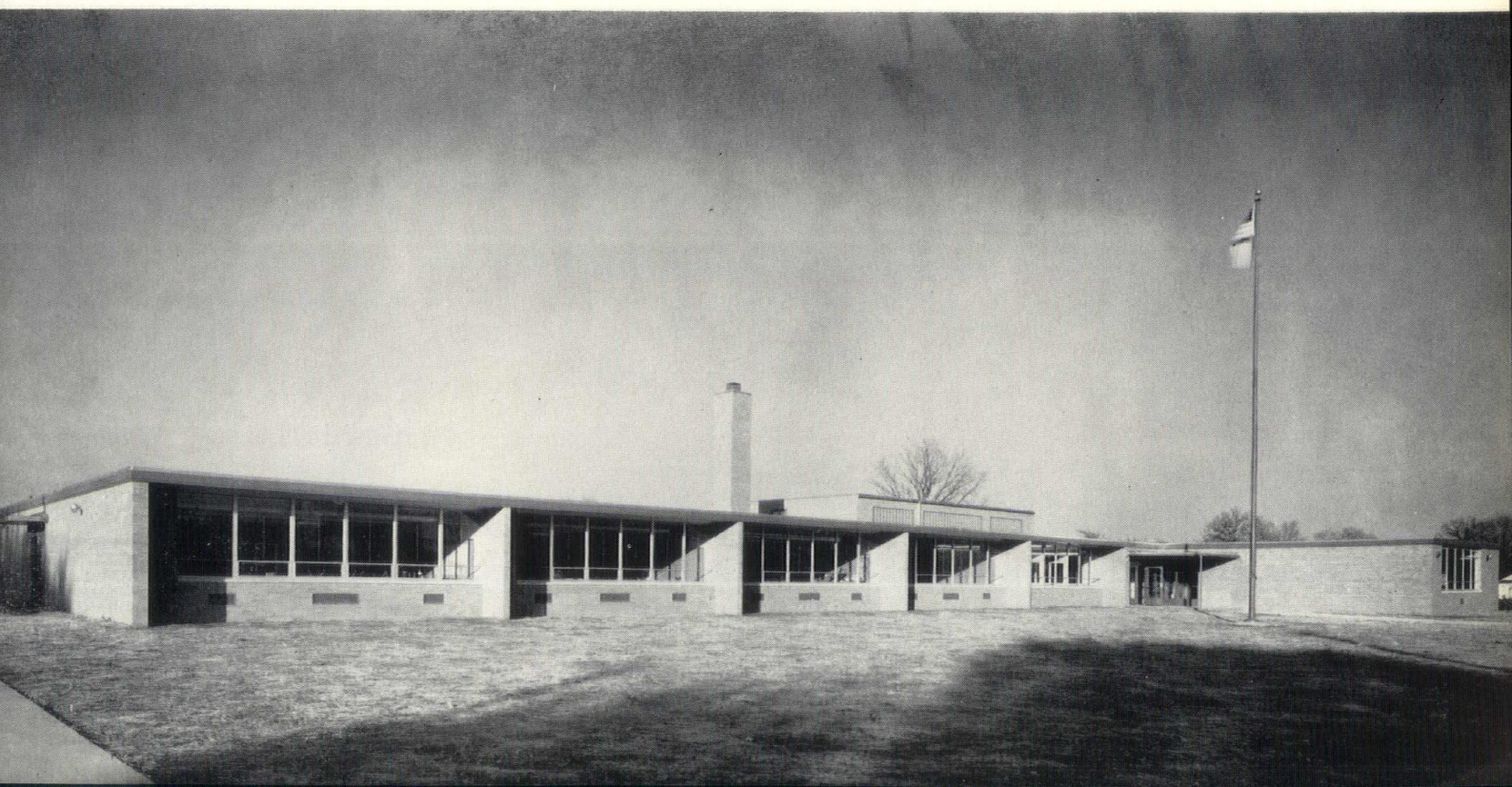
THOMAS A. EDISON

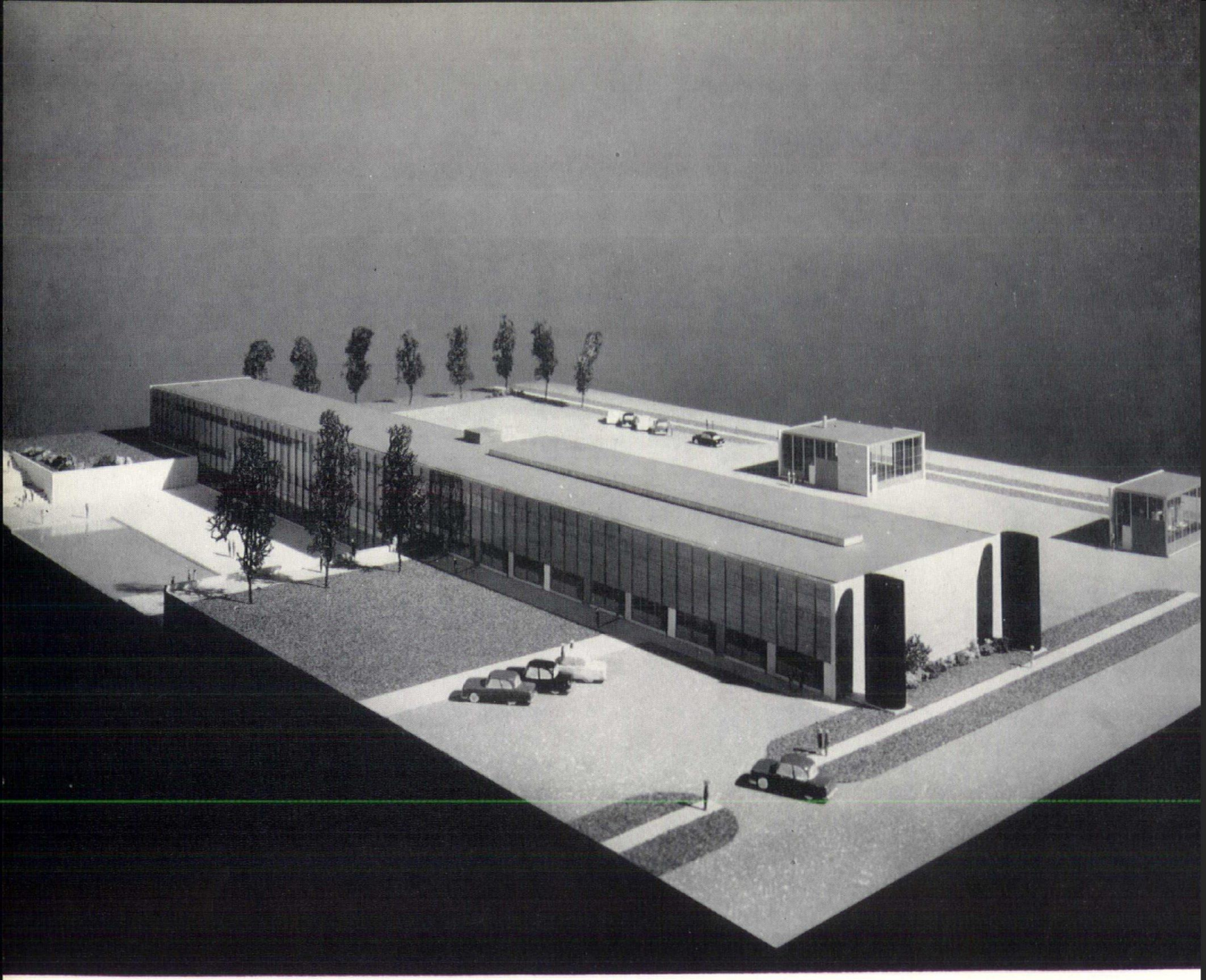
ELEMENTARY SCHOOL

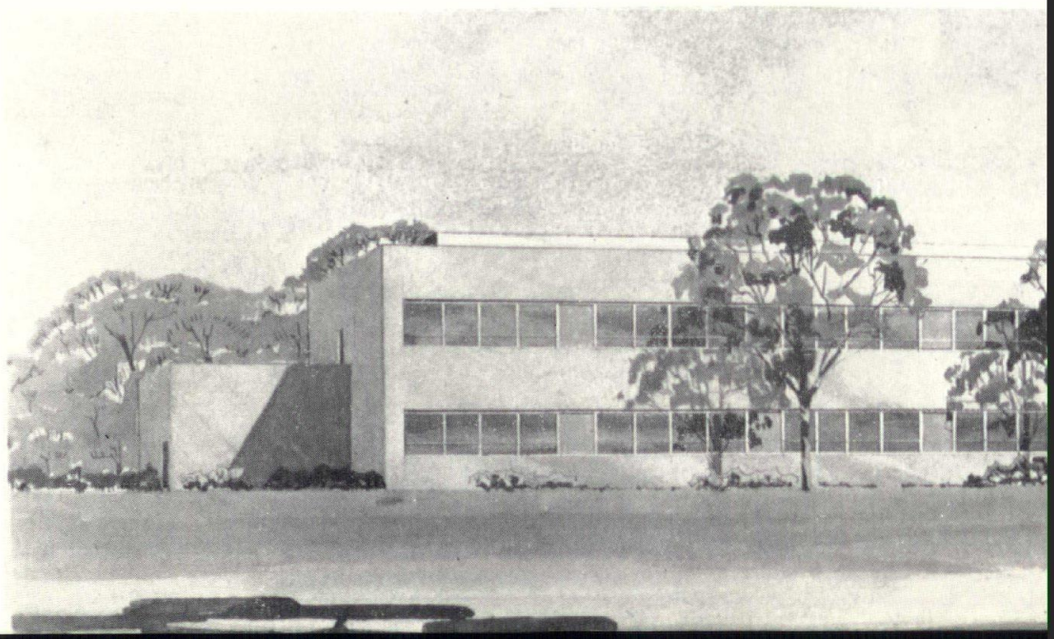
MT. CLEMENS, MICHIGAN


CLASSROOM
CLASSROOM
CLASSROOM
BOILER ROOM
TEACHERS ROOM
ACTIVITY ROOM
T
STOR
JAN. STRG.
STOR.
C.
T.
S.
CORRIDOR
CLINIC
CLASSROOM
CLASSROOM
CLASSROOM
CLASSROOM
STRG.
BOOKS
SUP.
OFFICE
LOBBY
CLASSROOM
KINDERGARTEN

FLOOR PLAN

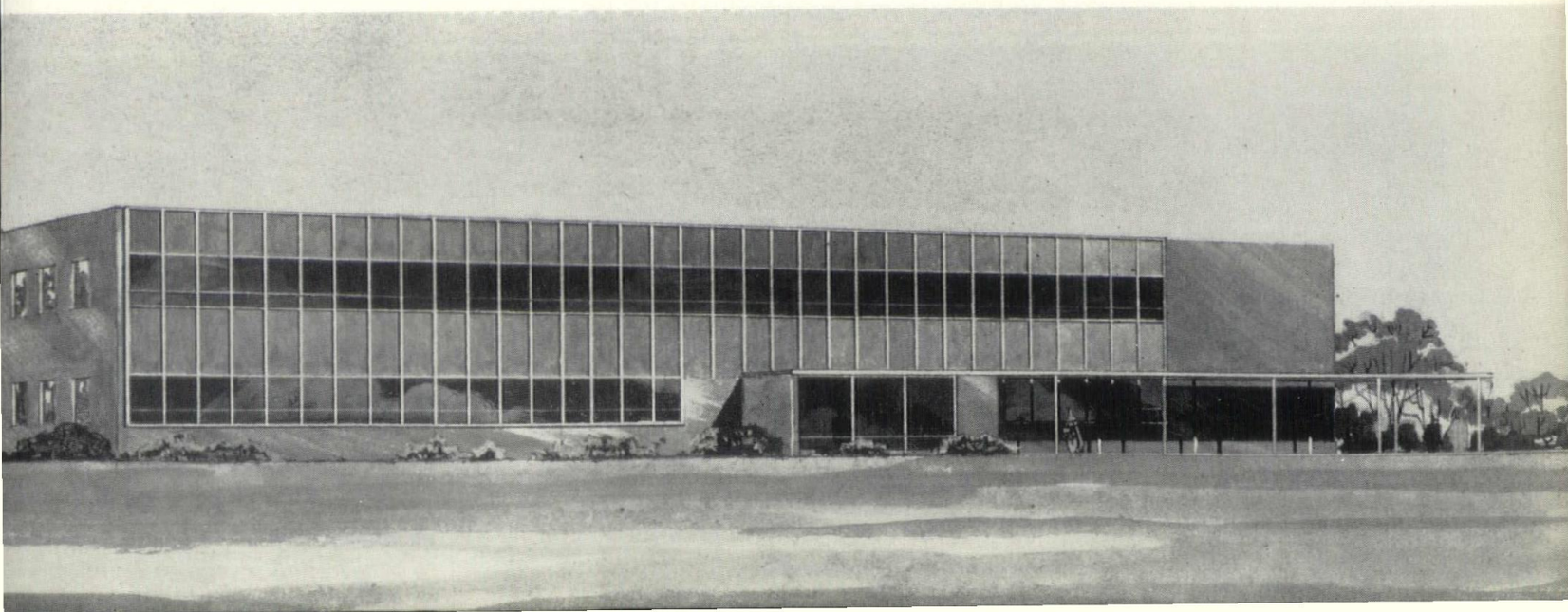


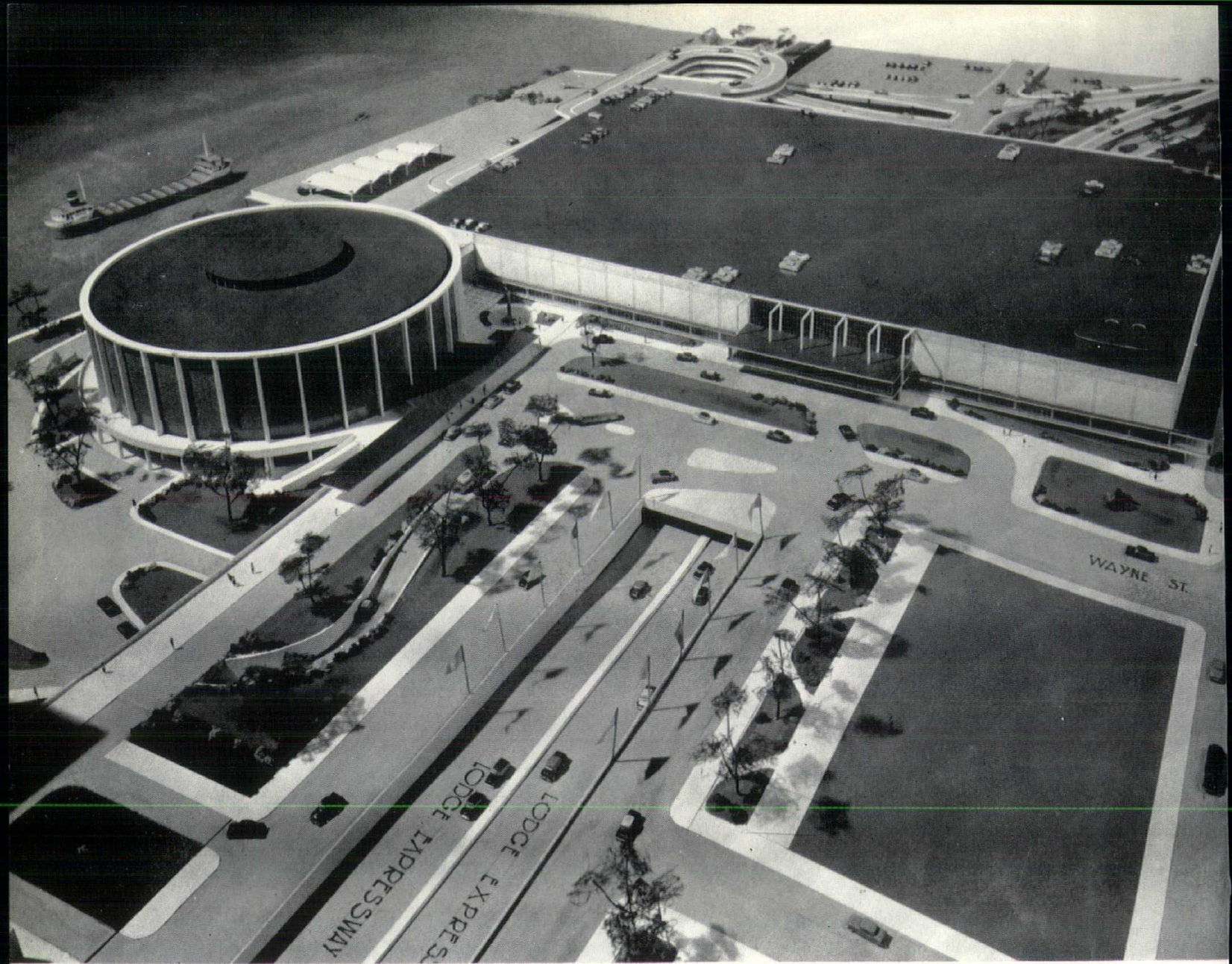




LEFT: **AUTOMOTIVE LABORATORY**
LYNN W. FRY, A.I.A.
SUPERVISING ARCHITECT
UNIVERSITY OF MICHIGAN
ANN ARBOR, MICHIGAN

BELOW: **RESEARCH LABORATORY**
BENDIX RESEARCH LABORATORIES
BENDIX AVIATION CORPORATION
SOUTHFIELD TOWNSHIP
MICHIGAN





CONVENTION—EXHIBIT BUILDING
MEMORIAL HALL COMMISSION
CITY OF DETROIT, MICHIGAN

The Lion Store, Westgate Village. Shopping Center, Toledo, Ohio. Curt A. Esser, A.I.A. Architect. Robert Greenbaum, Associate.

Casein—20x40—Full Color

Architectural Renderings

All Mediums

GEORGE LOYD BARNUM, A.I.A.

8001 Edgewater Rd., Riverside, Ill.

On Top Since '79

J. D. Candler

ROOFING COMPANY, INC.

551 E. VERNOR HWY. • DETROIT

D. W. CANDLER • DR. C. L. CANDLER

ROOFING AND SHEET METAL WORK
INDUSTRIAL AND RESIDENTIAL
NEW ROOFS—ASPHALT SHINGLES
COMPLETE ROOFING AND SHEET METAL REPAIRS FOR OVER 73 YEARS

Painting & Finishing

BY

ALLIED PAINTING AND DECORATING CO.

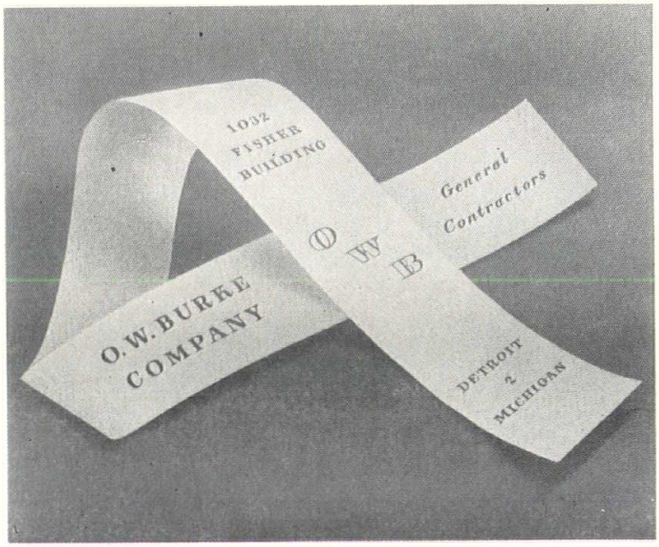
UN. 4-8059
15756 Wyoming Ave.
Detroit, Michigan

OF THE

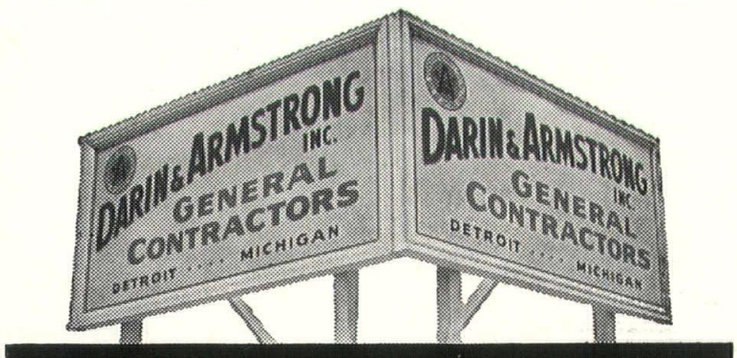
CONTINENTAL DIVISION
FORD MOTOR CO.
ECORSE TOWNSHIP, MICHIGAN

Paint Material Manufactured
By

DETROIT GRAPHITE DIVISION
CERTAIN-TEED PRODUCTS CORPORATION



INDUSTRIAL PLANTS • INCLUDING MACHINERY INSTALLATION • BANKS
SCHOOLS • UTILITIES • SHOPPING CENTERS • HOSPITALS • MILLS



BUILDING THAT ENDURES

We are pleased to
have had the opportunity
to supply the

GLASS & GLAZING

for the

THOMAS A. EDISON
ELEMENTARY SCHOOL
MT. CLEMENS, MICHIGAN

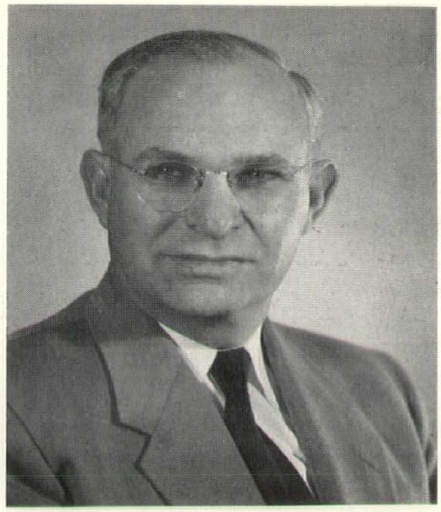
SAINT JAMES
EPISCOPAL CHURCH
BIRMINGHAM, MICHIGAN

Schroeder
Paint & Glass Co.
5914—12th Street
Detroit 8, Michigan

Architectural Integration of Lift-Slab Technique

By EBERLE M. SMITH, A.I.A.

From the Journal of The American Concrete Institute



Eberle M. Smith, A.I.A., A.C.I.

SYNOPSIS

Recognizing a need for greater coordination of the duties of architect and structural engineer, the author explains his experience with lift-slab construction, using as special reference the new Rouge Office Building of the Ford Motor Co., one of the largest structures built using the lift-slab technique. Certain structural characteristics such as the rigid column pattern vertically and the advantage of cantilevers are pointed out. The author discusses footing and slab deflection problems, and explains the advantage of the photo-reflective system of stress analysis in slab design. How a number of other architectural and mechanical features of a building affected by the lift-slab technique must be considered in the architect's planning is discussed. Concluding the article is a summary of the advantages and disadvantages of lift-slab in modern building and a brief appraisal of the future promise of this new method.

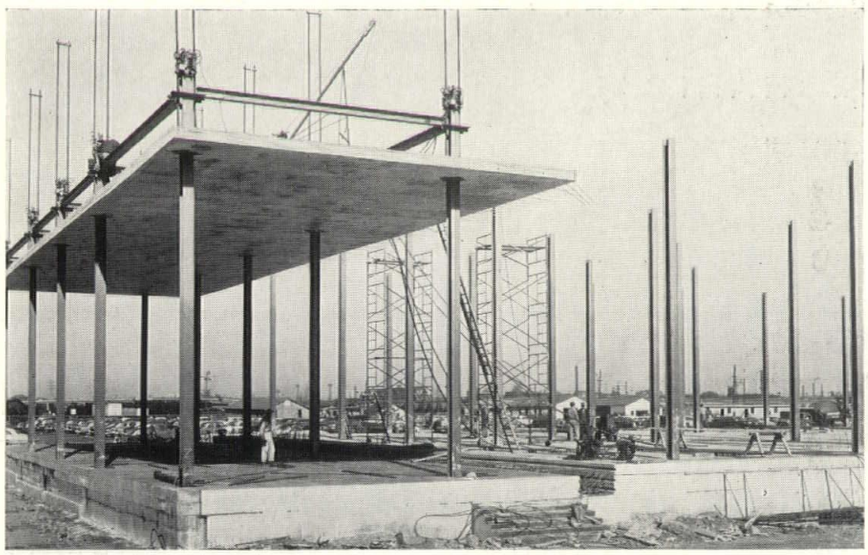


Fig. 2—First slab on way to top. Note hydraulic jack mechanism, lifting rods and temporary steel bracing at top of columns

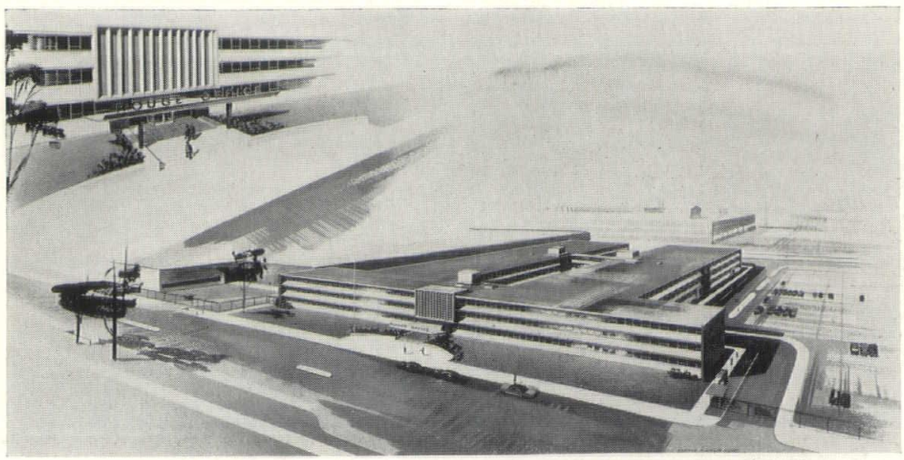


Fig. 1—Overall perspective rendering and close-up of main entrance of Ford Motor Co. Rouge Office Building; Eberle M. Smith Associates, Inc., Architects & Engineers.

INTRODUCTION

In the minds of many there is still the traditional tendency to regard the architect's responsibilities as those of an "exterior decorator." Architecture, to these people, is a matter of appearance; whereas the ability of a building to stand is the realm of the structural engineer. There is, of course, a measure of truth in this differentiation of duties. But though most of us have seen the folly of trying to integrate traditional architectural forms with the advancing concepts of structural engineering, there is, even in contemporary architectural design, too often a lack of understanding between the two fields of endeavor. Good architecture, above all, must provide usable space, and this requires a carefully integrated relationship of structure and function to take full advantage of technological advances in materials, mechanical equipment, and construction techniques.

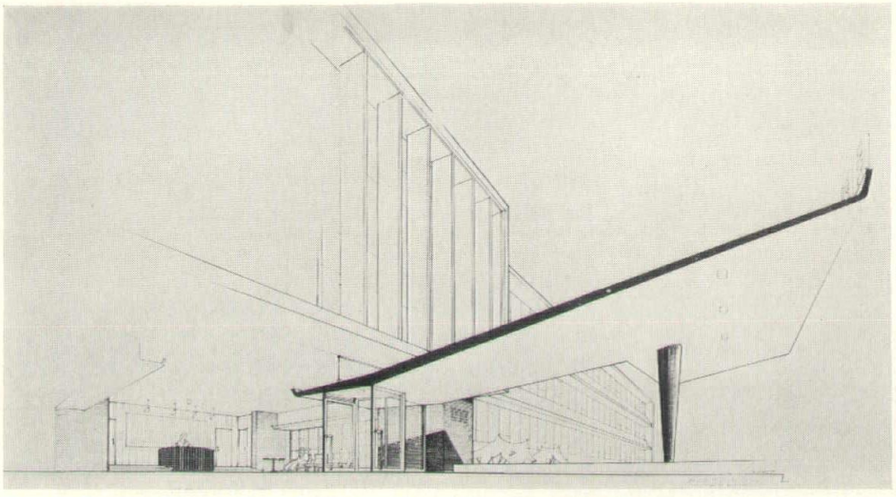


Fig. 3—Perspective section through main entrance canopy

Eb Smith

(continued)

For many years thoughtful people in the building professions have regretted the slow and expensive method of building a timber structure first, within which a concrete structure is then formed. It was not until 1948 that the first trials with the lift-slab method of construction indicated that the traditional falsework for concrete buildings could be largely eliminated. Not only does the science of lifting slabs realize positive savings in materials and time, but because productivity of men is greater at ground level, labor costs are dramatically reduced.

It was a desire for speed and economy that prompted the Ford Motor Co. to choose lift-slab for its new Rouge Office Building in Dearborn, Mich. Planned to house five major administrative divisions of the largest industrial plant in the world, the building will provide nearly 400,000 sq. ft. on three floors. It was the problem of the author's firm to integrate the functional requirements of this vast area with the structural technique, to the maximum benefit of each (Fig. 1).

DESIGN CONSIDERATIONS

Characteristics of lift-slab method

As we begin to examine a lift-slab building, one important design aspect becomes immediately apparent. That is the rigidity of the column layout. The basic method of concreting the upper floors and roof at ground level and elevating them by hydraulic jacks to their proper height (Fig. 2), determines that the method of erection becomes the system of framing. Because the columns are continuous through the height of the building, their pattern is fixed; but because the slabs have no beam or column cap projections, there is great freedom in the location of walls. The Rouge Office Building utilizes this freedom in its exterior walls, most of which are of lightweight insulated aluminum panels; and in its interior walls, the majority of which are movable metal partitions.

Site conditions

For a backyard the Rouge Office Building has the sprawling industrial complex of Ford's River Rouge plant. On what was once river bottom land Henry Ford the elder elected to locate the hub of his automotive empire, and his decision has haunted many a structural engineer with worrisome footing problems. Particularly with this type of three-story building, with fairly high concentrated loads, soil conditions are a matter of major concern. Here the decision was made to keep the building height and weight to a minimum, meeting structural requirements with high-strength concrete. The ground floor slab, partially supported on fill, is 6 in. thick and the lifted slabs measure 10½ in. Due to the thin crust soil conditions, a "floating" pad foundation was at one time considered. However, it was decided that strip footings of 2500 psi concrete up to 10 ft. wide, continuous beneath the rows of columns, would accomplish the same effect with less weight and less expense. Fortunately, prior concept of the building requirements eliminated basements, thus avoiding many foundation problems and saving immeasurably in erection time. For the same reason pipe trenches beneath the building were kept to a minimum. It should be pointed out that, until the lifting of the slabs commences, the first floor slab takes the distributed load of all the floors above. This comprises about 70 percent of the total building weight.

Photo-reflective analysis

After the preliminary scheme of the office building had been determined and such basic characteristics as total area, bay sizes, and slab opening locations had been set, the plans were submitted for a Presan analysis. The solution accomplished by the Presan photo-reflective method is the distribution, both qualitative and quantitative, of moments, shears, or stresses within indeterminate plate systems subjected to bending. This method measures the curvature of neutral surfaces through optical measurement of the lucite model of the prototype under hydrostatic pressure and converts the results into conveniently usable data for amount and distribution of steel. Thus the analysis of flat plate construction by empirical methods is rigidly checked by a physical means. It was felt that use of the Presan analysis distributed the steel more advantageously.

Cantilevers

The advantage of cantilevers is always a consideration in flat plate structures and lift-slab requires of its architectural designer a clear understanding of this advantage. Because cantilevered edges of slabs lessen positive moment in exterior bays, full advantage should be taken of this fact to provide economy of steel and reduce deflection in bay centers. The cantilever is almost an integral part of lift-slab construction and at the Rouge Office Building the soaring cantilever of the main entrance canopy is intended to symbolize this structural character (Fig. 3). In this building the typical exterior cantilever is 4 ft. How this was incorporated into the architectural design while avoiding undesirable free-standing columns within the offices will be discussed in a succeeding paragraph.

Provisions for camber

There is apt to be deflection at the center of spans in plate design and so it was deemed advisable to cast a quilted-type camber into each bay of this building. Bay sizes vary from 22 ft 6 in. x 22 ft 6 in. with a ⅜-in. camber to 30 ft. 8 in. x 30 ft. 8 in. with a ¾-in. camber. Because each slab is the form for the slab above, a permanent convex camber is constructed in the ground floor slab of one half the theoretical total ultimate deflection of floors above. Thus the noticeable deflection is split half in the first floor slab and half in succeeding floors above. The computations for deflections were based on the traditional modulus of elasticity of 3,000,000 psi, but in actuality, deflection will not be as great as expected. Tests by Professor Mayrose, research engineer, University of Detroit, have indicated an actual modulus of elasticity of 3,750,000 psi for the concrete used. This concrete uses a slag aggregate, for the double reason that slag is a Ford Motor Co. by-product and that it is fairly light in weight. This concrete averages 138 lb per

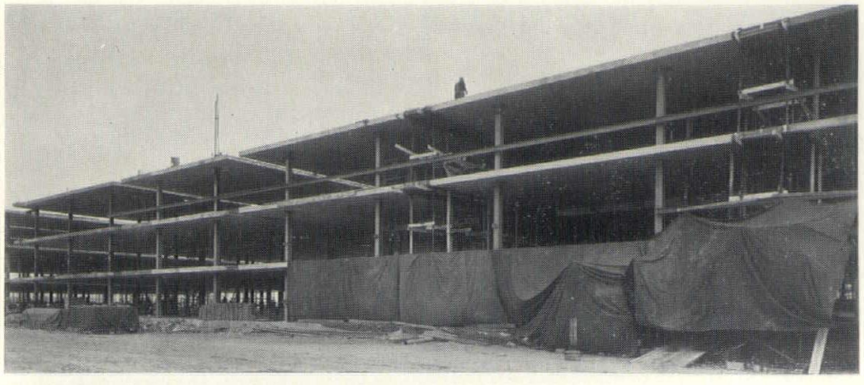


Fig. 4—One wing of lifted slab. Some of the connecting strips are still incomplete but others have been shored up and concreted. Mechanical ductwork has already begun to be located in interior of building. Eight inch steel girt beam can be seen at third floor level

Eb Smith

(continued)

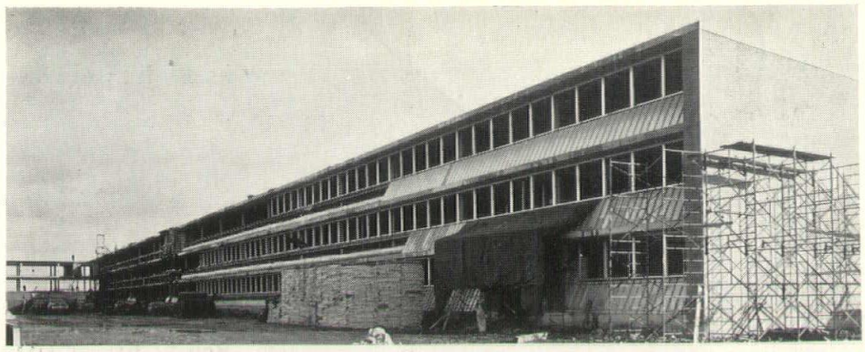


Fig. 5—Sash and sloping ribbed aluminum insulated panel spandrel covers round duct beneath it. Brick end wall at right. Pedestrian bridge will cross about half way down on this wing to matching wing to left Fig. 6 (below)—Typical exterior wall section

cu ft as compared to 150 lb per cu ft for stone aggregate concrete.

Slabs

In certain types of construction, structural strength requirements are met by thickening slabs. Not so with lift-slab. As in other types of flat-plate construction, the floor thickness is consistent throughout. Concrete strength can, however, be varied. In this building, while the superstructure is generally specified to be 3000-psi concrete, certain areas of high positive moment, such as the larger bays and the end bays of the wings, call for concrete mixes up to 4500 psi strength. Here again tests at the job site indicate considerably higher strengths than specified. This is believed to be largely due to the use of the vacuum process of removing excess water from newly placed concrete.

Framing problems

An important structural problem in lift-slab is that of horizontal loads and eccentric loading. The columns are, in effect, cantilevered beams until the top slab is in place (Fig. 2). Thus it is imperative that the columns be exactly plumb. Even after the slabs are in place there are horizontal wind loads and the consequent "raking" tendency. This can be overcome by planning a wide building. It has sometimes been thought that life-slab, or for that matter, any flat plate type structure, was not well suited to office building design because interior space in a wide building is less usable and less desirable. Fortunately, the owner desired large windowless interior areas for file space and certain other uses, and so the four-bay width of the two main wings totals 106 ft 4 in. each. This was adaptable to office function by using a double corridor and offices at the periphery of each wing, leaving a central core. Incidentally, the extensive use of files in this central core is desirable in reducing positive moment in the outer bays. The horizontal wind loads are taken by the columns, but since the slabs are secured to the column only with shear heads, there is no transfer of slab moment to the columns.

This freeing of the columns from any coupling moments is desirable because the L/R ratio is critical in their design. For this same reason the overall height of the building is kept to a minimum. In this building the typical column is 33 ft 7⅜ in. high and rests on a bearing plate secured to the footing with four 1¼-in. round anchor bolts. The vertical distance between slabs is 10 ft. Because in most projects we are more concerned with static load conditions than with moments induced in the column by slabs, it is desirable to use column sections whose moments of inertia about the major axes are equal. This explains why lift-slab has usually been done with pipe columns or boxed angle columns. However, the hydraulic jack mechanism is so designed that the threaded tension rods that raise the slab are spaced 15 in. on center. This dimension somewhat restricts the column shape and the Rouge Office Building columns are 10 in. steel H-sections of several different weights, depending on the loads they carry.

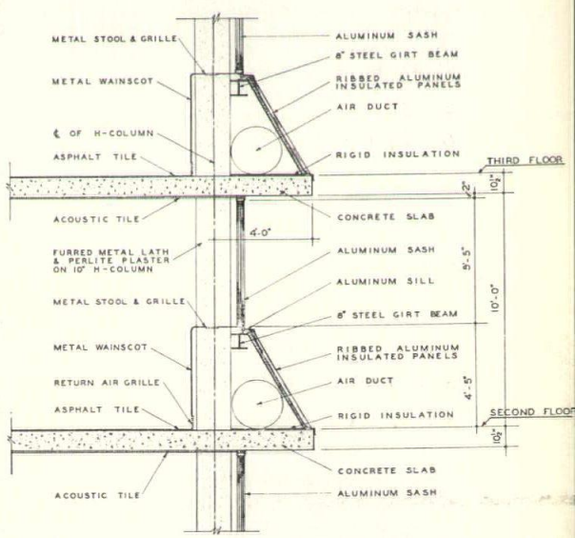
Slab lifting pattern

At the present time the controlling "console" which activates the hydraulic jack equipment is designed to accommodate a maximum of 12 columns at a time. Thus, as far as the actual lifting operation is concerned, a twelve-column slab may be raised almost as quickly as a six-column slab. With this criteria in mind the slab-lifting pattern is laid out. In the Rouge Office Building, while there are several twelve-column lifts, the typical four-bay width lent itself more satisfactorily to ten-column lifts and the majority are of that type. In all, the building is supported by 270 columns and there are 28 individual slabs per floor. The typical slab is about 5000 sq. ft. in area and weighs 600,000 lbs. Each slab is raised at the rate of 3 to 5 ft per hr. Using two sets of lifting equipment, usually two are lifted each day.

Because lift-slabs are limited to twelve-column lifts, it is necessary to join the raised slabs in some manner. All slabs have cantilevered edges extending out a distance of 42.5 percent of the adjoining span. This leaves a space of 3 ft 6 in. between adjacent slabs, which is called a connecting strip. The edges of the cantilever span are shored up to take out some of the deflection and the connecting strip is cast in place with the result that continuity is developed between the slabs (Fig. 4). Not only must the reinforcing bars that project from each slab be lapped and welded, but electric raceways must be joined. The connecting strip must be of sufficient width for the tying together of reinforcing and raceways before they are encased in concrete.

Interior layout and utilities

It has been pointed out that one of the significant advantages of lift-slab, as with any flat plate construction, is the freedom it provides for wall placement. In this building virtually the only fixed interior walls are around such permanently located areas as the toilets, stairs, escalators, garage, receiving and storage rooms, vaults, and kitchen and cafeteria areas. Most of the floor area of the building is devoted to office space and can be subdivided as function dictates by the use of movable metal partitions. Like all the walls, column spacing, sash, lighting, etc., in the building, these partitions follow the governing 4 ft 6 in. module. The exterior walls are generally of the "thin-skin" nonstructural type. Only the end walls of the wings are masonry (Fig. 5).



It was decided to use a relatively short cantilever, 4 ft. at the perimeter slabs, thereby accomplishing several purposes. The sash runs continuously just outside the columns, which avoids free-standing columns within office areas, and the shelter provided by the overhang greatly reduces the air-conditioning load. The sill height of the windows of 4 ft. 5 in. was selected because it permits file placement beneath the windows. Because it was structurally desirable to limit the building height, the offices generally do not have furred ceilings. This fact limited air duct distribution. Thus the space beneath the windows is utilized fully for heating and air conditioning ducts. An 8 in. girt beam connects the exterior columns and serves the multiple function of supporting the continuous sash, the sloping insulated aluminum spandrel panels, the interior metal wall panels and stools containing air supply grilles, and as a supplementary stiffener against lateral wind loads (Fig. 6).

This building with its large interior areas, needed a ventilation system supplementary to the peripheral ducts referred to above. This need was met by dropping the ceiling height in the corridors throughout and in one central strip down the center of the interior bays to 8 ft., thus creating in the furred space adequate provision for air supply and return. This furred ceiling space is of metal lath and plaster suspended from inserts cast in the lifted slab. In lift-slab all electrical outlets, conduits,

(continued)

Eb Smith

(continued)

telephone and intercommunication raceways, and plumbing sleeves are imbedded within the slab. In general the procedure before concreting is for the bottom mats of steel reinforcing to be placed, then the electrical conduits and outlets, communications raceways, and plumbing sleeves, and finally the top mats of reinforcing. Incidentally, the structural engineer's decision to use no bent steel bars in reinforcing somewhat simplified layout of the mechanical equipment in the slab. Twenty vertical electrical utility cores rise in various locations. Among the spaces required for mechanical equipment housing are three cooling towers for the air-conditioning system. These penthouse structures present no special problems. Their supports are merely a longer continuation of the standard column height.

The slabs, concreted one atop the other, must have a separating compound to prevent bonding between upper and lower slabs during lifting. Various methods have been tried, and it has been found that oil or wax separators are not satisfactory because finish materials such as acoustic tile or asphalt tile do not later adhere well to the treated surfaces. Now a silicon separating compound has been developed that solves this problem and finish materials are found to adhere well with mastic. After the slabs are at least 18 hr old, the concrete is thoroughly coated with this separating medium and within 1 hr the electrical and mechanical trades move in to paint the exact location of their outlets and sleeves on the surface. At the same time the masonry partition locations can be marked. It has been found that after the next slab is concreted and raised that these painted indications appear in mirror image on the ceiling. This helps assure perfect vertical alignment of mechanical ducts and walls throughout the height of the structure.

Fireproofing

Fireproofing is always a serious consideration in architectural planning. Obviously, in a lift-slab structure, it is not the slabs but the steel columns that are vulnerable to fire. Usually lift-slab has been done with boxed steel columns or pipe columns. When these columns are filled with concrete, many communities give them a 2-hr fire rating. Since in this building the columns are 10-in. H-sections, fireproofing is provided by a 16-in. square metal lath and 1-in. perlite plaster enclosure on metal furring, which gives a 4-hr rating.

Interior finish

The floor, wall, and ceiling finishes of this building are not unlike any similar office structure, and yet there are certain architectural considerations of lift-slab which ought to be pointed out. The first aspect of this technique that comes to mind is the fact that, since the floors provide the casting deck for the ceiling above, unusual care must be taken to provide a smooth finish on the floors. The acoustic problems are handled, generally, by applying acoustic tile directly to the ceilings with mastic. It should be pointed out that, while the slabs can be adjusted to 1/4-in. variance in vertical height, there are inevitably slight imperfections in concrete screeding and so the masonry opening dimensions between adjacent slabs may vary as much as 3/8-in. Because of this differential and because of deflection problems, it is well for the architect, in designing such things as exterior metal wall panels to allow for minor dimensional adjustments in the field. Similarly, it is wise to allow for the camber of the floor slabs in detailing the interior movable metal partitions. The 7 ft height of these partitions in the Rouge Office Building allows for a mineral board filler above them that is expected to accommodate any dimensional variations. It has been thought by some that a more satisfactory solution to the problem of precamber of the supported first floor would be to use a grout or bituminous concrete of the proper form on the casting floor which could later be removed, exposing the level floor. In practical experience, however, it has been found that, with this method of producing pre-camber, the surfacing material is of such fragile dimension that it becomes damaged by the work that takes place on top of it prior to concreting the next slab.

Another thought for the architectural designer concerns the question of floor finishes. Such materials as asphalt, cork, or vinyl tile are easily handled. Not so simple, because of their added depth, is the use of terrazzo, ceramic tile, or quarry tile. In the permanently fixed first floor, depressing a slab is no particular problem. A type of false work called a "mud sill" can be used as a casting deck and then removed. However, in the upper floors we are more reluctant to borrow from the slab depth and so we usually elevate the floor finish. In the Rouge Office Building 1-in. marble step thresholds lead to the ceramic tile toilet room floors, and 2-in. asphalt tile ramps slope up to the quarry tile kitchen floors. A different, and yet related, problem is that of providing sloping floors to a floor drain in a slab that is the form for its ceiling above. In the executive garage, for example, it was necessary to use a level grout finish for a forming surface. This was later removed to expose a floor with the necessary pitch to the drains.

Roofing

Roofing a lift-slab structure is little different from roofing any other concrete building, except that in this case the top of the roof slab comes to rest 2 in. below the top of the steel columns. This protruding steel is burned off and the column collar is filled with concrete to be smooth with the slab, after which roofing proceeds. To reduce the air-conditioning load, the roof of the Rouge Office Building is to be, during warm months, a 2-in. deep evaporative cooling pond. The roofing material is of built-up pitch and slag on 1-in.-thick rigid insulation, the water being retained by a 4 in. canted aluminum gravel stop.

Floor openings

In any large office building the handling of vertical transportation of personnel and the consequent openings in the floors is a part of planning. In lift-slab, as in any flat plate type of construction, large floor openings and their effect on the structure must be carefully thought out. The usual rule-of-thumb relegates these openings to the middle one-third of the bays, but careful structural analysis will permit locations much closer to the columns. In the Rouge Office Building nine stairways, two hydraulic elevators, and two escalators penetrate vertically through the lifted slabs to provide for pedestrian traffice. The stairways are of steel for the multiple reasons of weight reduction, ease of attachment, and the time schedule advantage of prefabrication. Only the escalators, because of weight and the very large floor openings required, posed unusual problems. Here extra pairs of columns were spotted to help frame the escalator openings, the only places in the project where columns were at variance with the modular grid. Another unusual feature of traffic handling in this structure is the glassed-in double deck pedestrian bridge between the second and third floors of the two main wings. Elevated to permit trucks to reach interior court loading docks and cars to reach the executive garage, the bridge spans over 55 ft between free-standing concrete columns. Formed of precast hollow concrete girders, it will be raised, not by hydraulic jacks as were the floors it connects, but by cranes.

POTENTIALITIES OF LIFT-SLAB

Experience rewards the thoughtful architect with new insight and fresh perspective, and the Rouge Office Building has provided its architects with increased awareness of the potentialities as well as the problems of the up-to-the-minute technique of lift-slab. As we think of its development, several significant aspects loom up in our retrospective view. First is the ingenious simplicity of the structural system with its many ramifications of speed and ease in erection. Almost simultaneously we become conscious of the imperative need for all-around building correlation and a well-organized time schedule. A lift-slab structure, since it is a method of construction as well as a structural system, demands that the first floor be placed earlier than in other types of buildings. On a job with extensive basement and underground work, to be able to do no overhead construction until the first floor is in place could delay progress and be a serious liability. While sliding large boilers in beneath the concreted first floor has been done with lift-slab construction, it leads to complications that cannot be disregarded.

Lift-slab has by no means reached its ultimate development. To date it has been limited largely to flat plate and waffle-type floors, but it could conceivably be used to raise a beam-and-joist type of framing. In flat slab construction the maximum bay size from the standpoint of economy is about 32 ft square; but prestressing slabs could increase this span area greatly. By using inverted or formed beams, spans of 68 ft have already been lifted.

Architecture, we said in the introduction, is the provision of usable space. It is this, certainly, but it is more. It is, in a building, the coordinated entity of inside, outside, and structure; and, if it is to be totally satisfying, it is beautiful as well. Lift-slab provides architects with unusual opportunity to play with gravity by floating great hovering planes on apparently fragile supports and to express shelter with long uncluttered sweeps of roof. And since honesty of structure is virtually synonymous with beauty of form, lift-slab, intelligently used, promises, for those of us who build, new aesthetic values as well as monetary savings.

Letters

Bulletin:

Located as I am some 120 miles east of Detroit, the limitations of your mailing permit have no doubt made it difficult to reach me since I have only recently received my second copy of the Bulletin since 1942, although I have been a member of the Society for fifteen years. I mention this only to explain the importance of an occasion which prompts the following comments.

(1) As an effort of a profession whose very essence is design and composition, the organization of the magazine is awesome in its confusion.

(2) The dashing "modern" affectation of omitted capitals in article headings such as "committee on education" with its grotesque a, period, i, period, a, period, I would pass wordlessly were it not extended to note the permanent departure of six obviously eminent designers. These gentlemen whose ages are listed in the various eighties would, I suspect, rather have had their passing unnoted than listed under the caption "died" in all lower case letters.

(3) The matter, however, to which as a member I take considerable exception, is the use of the magazine as a means of publishing a brochure of any firms work when this facility cannot reasonably be extended to every Michigan architect. What I have just examined is in the main of little interest except for that firm's private use, and forgive me for wondering just how they would use it.

(4) Let the National Magazines present the good work there is, reasonably free from local prejudice and critically edited. Consider the possibilities of the A.I.A. format at a local level or even supplementing it. Look over some old copies of "The Federal Architect" that failed, not on its merits but because of bad times Record some of Michigan's historic buildings and pay thereby a long overdue tribute to the one outstanding figure in architectural education that this state has produced—Emil Lorch.

If you think your advertisers won't support such a change, make a survey of your mailing list reaction, and you all may be greatly surprised. I for one would read and consider every advertisement in an issue that included a feature such as, The Architect Looks at the Shoe Repair Business, by the eminent authority Leo I. Perry, or Wirt Rowland's Detroit by some one who knew him in the twenties—and speaking of the latter, if I could only hear his comments on your "blueprint tie"! Yours Constructively — Frank A. White, R.A.I.C., A.I.A., London, Ont., Canada.

Bulletin:

It has been my pleasure to receive for twelve months your Monthly Bulletin. I have enjoyed it immensely.

The selection of material for publication, the quality of paper, the format and composition, the brilliance of the photography, the splendid cover designs, and the all around high level of advertising copy has produced something of which you should be very proud. It is thought the Bulletin is the finest architectural magazine now published in the United States. It makes one feel glad he is an architect. Best wishes for an even greater 1956.—J. Robert Harris, A.I.A., John Robert Harris & Associates, Architects & Engineers, Studio City, Calif.

Bulletin:

The City of our love has shown the world that it takes more than words to tie together the infinite variety and diversity of our society with the golden sentiment of Brotherly Love.

In the midst of our Torch Drive I had a dream one night of an incident of my youth that I can never forget. My father died and left my mother with a large family. One day the barn burned. A week or so later hundreds of people of all ages appeared at daybreak. The axes began to ring—the barn went up like magic. The women took over the house. I never saw such workers—I never saw such happiness. Before night the barn was finished, then the big dinner and after that out came the fiddles, with music and dancing until morning.

I remember this so well because I never saw so many happy people. I never saw people working so hard—that is until I became a member of the Torch Drive Team. All of a sudden, I knew why I loved being a part of this effort—for right here in our own beloved City this same spirit prevailed upon us, and by doing our bit we captured the kind of happiness that is rare and precious.

At this festive season, when we have so much to be thankful for, may I say to you how much I enjoyed being a part of this great drive, which because of your efforts, has attained a degree of success never before witnessed on earth. Love is not an abstract. Love is action. Love is work. Love is sacrifice. Love is keeping faith—it is setting one's sights high and attaining one's goal, and in these things you were wonderful.—C. Allen Harlan

Michigan Items

HARRY M. DENYES, A.I.A., an associate of the firm of O'Dell, Hewlett & Luckenbach, Architects & Engineers, of Birmingham, Mich., is a member of the City Council of Birmingham. Paul B. Brown, A.I.A., of Harley, Ellington & Day, Inc., Architects & Engineers, of Detroit, is a member of Birmingham's Planning Board.

Gardiner C. Vose, A.I.A. a member of the Detroit Chapter, The American Institute of Architects, is a member of the Zoning Board of Bloomfield Township, Mich.

Other architectural personnel in the area of the Detroit Chapter who have been appointed on planning groups are Ray C. Eastman, Ann Arbor; Richard B. Fernbach (director), Highland Park; J. Robert F. Swanson (chairman) and George J. Bery, Oakland County; Harold S. Ellington, Detroit Metropolitan Area Planning Commission, and Grosse Pointe Park Planning Commission (Chairman); Charles A. Blessing (Director), Eero Saarinen (Consultant), Frances P. Bennett and Frank Barcus (Architects), Edward J. Hustoles Associate, Detroit City Plan Commission; Miss Helen L. Fasset, Detroit Board of Zoning Appeals.

Advisory to the Detroit City Plan Commission is the Chapter's Committee on Civic Design: Louis Rossetti, Chairman; Malcolm R. Stirton, Vice-Chairman; James H. Barr, Eugene T. Cleland, Clair W. Ditchy, Amedeo Leone, Thomas H. Hewlett, Eberle M. Smith, Minoru Yamasaki, Edward H. Laird and Lawrence G. Linnard.

CHARLES W. BABCOCK, a registered professional engineer, of Detroit, was found guilty of violating Michigan's State Registration Act for Architects, Professional Engineers and Land Surveyors, by holding himself out to be an "Architectural Engineer and Builder." Appeal was made and the constitutionality of the Act was attacked.

On December 1, 1955, the Michigan Supreme Court affirmed the conviction and upheld the constitutionality of the Act. The Supreme Court's opinion, among other statements, said:

"While it is a fact that the definitions of architects and engineers are somewhat similar, yet there is a distinction. The services of an architect require the application of the principles of architecture or architectural design, while services of an engineer require the application of engineering principles."

EDGAR R. KIMBALL, A.I.A. (Detroit Chapter) who, since his separation from the Service as Major in the U. S. Army Corps of Engineers during World War II, has been Chief Architect for Severup & Parcel, Inc., Engineers and Architects, 915 Olive St., St. Louis, Mo., has been made Vice-President in Charge of Buildings for the firm.

The organization has been changed from a purely consulting basis to one of engineering and architectural practice. The parent firm has a staff of about 500, and the two wholly owned subsidiaries employ some 1,800 more, making a total of about 2,300, with operations throughout the world.

DAVID C. BOLDIA, JOHN C. HARO AND HAROLD J. ZIGMANTH have been elected associate members of the Detroit Chapter, A.I.A.

Boldia is a draftsman with Twins Cabinet & Millwork Co., while continuing his architectural studies. Haro, a graduate of the College of Architecture & Design, University of Michigan, with a master's degree from Harvard, is now wtih Albert Kahn Associated Architects & Engineers, Inc., Zigmanth, also a U. of M. graduate, is now with Jahr-Anderson Associates, Inc., Architects & Engineers, of Dearborn, Mich.

WILLIAM E. BRADLEY is our official photographer, but you wouldn't always know it—we sometimes forget to credit him, as in the case of the Detroit Chapter Honor Awards presentation ceremonies, published in our last issue.

Any way, Bill is a first-rate architectural photographer, as evidenced by his having served many architects in this area. His studio telephone number is TEmple 1-7152; at home, KEnwood 2-4450.

Correction

MICHIGAN STATE BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS will hold its examinations for Architects-in-Training and Engineers-in-Training on Feb. 4, 1956 at the RACKHAM BUILDING IN DETROIT, Michigan College of Mines & Technology in Houghton, College of Architecture & Design University of Michigan in Ann Arbor, and Michigan State College in East Lansing.

This is as announced in our last issue, except that the place in Detroit was announced, incorrectly, as the Board offices.

A STANDARD FORM OF AGREEMENT BETWEEN ARCHITECT AND ENGINEER has been prepared by a joint committee of the New York Chapter, A.I.A. and the New York Association of Consulting Engineers. Copies are available from the Association at 220 E. 42nd St., New York 17, N. Y., at twenty-five cents each. Sample copies may be seen at the office of the A.I.A. Monthly Bulletin, 120 Madison Ave., Detroit.

EINO O. KAINLAURI, A.I.A. is an assistant teacher in the School Plant Planning, College of Education, University of Michigan. Students of the class recently visited the transportable school buildings in Dearborn, Michigan designed by the firm of Eberle M. Smith Associates, Inc., Architects. The buildings won an award in the Detroit Chapter, A.I.A. honor award program held recently.

MICHIGAN SOCIETY OF ARCHITECTS BOARD OF DIRECTORS will meet at Botsford Inn, 28000 Grand River Ave., in Farmington on January 18. The afternoon and evening business meeting will be preceded by a meeting of the directors of the Monthly Bulletin, Inc., the Society's publication.

WASHTENAW COUNTY SOCIETY OF ARCHITECTS has been formed, with headquarters in Ann Arbor, Mich. Walter T. Anica is President; Charles Wesley Lane, Secretary, and Ward G. Swarts, Treasurer. Three meetings were held—in October, November and December — and three standing committees will be appointed—Practice, Public Relations, and Registration.

Present membership numbers 28, but there are about 40 architects in the area, most of whom are members of the Detroit Chapter, A.I.A.

BARTON D. WOOD, A.I.A. has been made a member emeritus of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects. Mr. Wood, formerly secretary of the Society, is now confined to Veterans Hospital in Dearborn, Mich.

ALOYS FRANK HERMAN AND HOWARD THOMAS SIMONS, Architects, of Detroit, announce the removal of their offices from the David Stott Building to Suite 632, the Lafayette Building, 144 W. Lafayette Ave. The telephone number remains the same: WOodward 2-8788.

WILLIAM G. FRANKENFIELD has become a partner in the firm of William C. Zimmermann Associates, Architects, of 831 W. Huron St., Pontiac, Mich., it is announced by Maurice B. Kimmins, A.I.A., head of the firm.

HARVEY C. ALLISON, the new secretary of the Saginaw Valley Chapter, A. I. A., and Mrs. Allison, are the proud parents of their first offspring—a fine baby boy, born on November 3 in Midland, named Harvey Cleland Allison, Jr. An assistant secretary in charge of sales resistance.

CLAIR W. DITCHY, F.A.I.A., immediate past president of The American Institute of Architects, has been made an Honorary Corresponding Member of the Royal Institute of British Architects. Ditchy was President of the national A.I.A. during 1953 and 1954.

RICHARD P. RASEMAN, A.I.A., of Harrisville, Mich. is Chairman of the School Board in his community, that recently approved placing on the ballot a million-dollar school building proposal.

CARL D. JOHNSON, Associate of Edward A. Eichstedt, Landscape Architect, announces that their office has facilities for making perspective drawings and color renderings of architectural subjects, for architects, from now on through the winter months. Call them at VAlley 2-8334.

WANTED—Experienced Architectural and Structural Draftsmen. Excellent Opportunity.—Wyeth & Harman, 1602 Military St., Port Huron, Mich., YU 2-9523.

Southern California Chapter

How It Operates

By Rita Miller and William Quinn • From the Chapter Bulletin

At the request of THE BULLETIN editor, I started to list the duties involved in being Executive Secretary of the Southern California Chapter. Remembering the many details involved within a group such as yours took longer than even I could imagine. My general duty as Executive Secretary is to act as the Chapter's representative in carrying on the work and managing the activities of the Chapter office. This entails attending and writing minutes for the 52 Executive Committee meetings every year and getting the minutes into the hands of the Board before the next week's meeting. This also means attending and writing minutes for all special or joint meetings of the Executive Committee

It is my duty to attend 12 Chapter meetings in the year, and, if the Secretary cannot attend, I write the minutes for these meetings. During these 12 meetings I must first help with the reservations, sell the tickets before the dinner and pay the bill before the meeting adjourns. It is also my task to handle details and seating of the guests at the head table each month.

The Executive Secretary prepares the membership certificates for all new members and has them ready for presentation at Chapter meetings. The Executive Secretary handles all applications for new members; and notifies the membership chairman when to call a meeting.

It is also my duty to see that all applications are forwarded in the proper manner to the Institute headquarters in Washington; and take care of all correspondence with references to membership between the Institute and the Chapter. Also, membership records are kept up to date with our mailing company and at the office. Each member, junior associate and associate member has a ledger sheet at the office on which records of payments of dues and assessments are kept. This numbers over 500 individual record sheets. Each month a budget report is made up by the Executive Secretary which shows the amount of money used in each budgeted article and the money left in the budget for that activity. The Public Relations office has a separate budget with its income derived from THE BULLETIN, and every expenditure and budgeted item is listed much the same as the Chapter budget is prepared. Each month I balance the books, and once a year the books are audited by a Certified Public Accountant. It is also my job to handle all the commercial and savings account banking, and to purchase supplies and office equipment.

Each year I bill every member of the Chapter, and thereafter on a quarterly basis until all dues are paid. Payroll of Chapter personnel and quarterly reports of the government are my responsibility as well as paying all bills. A list of bills to be paid is made up each month, or at times semi-monthly, for approval by the Board. Following approval, the checks are made out for signature by the treasurer and president of the Chapter.

The Executive Secretary answers all correspondence coming into the office that does not require official Executive Committee action, and sends memos and instructions of the Executive Committee to all Chapter committee chairmen.

Telephone calls answered by the Executive Secretary number over 30 per day, with some days bringing as many as 75 calls.

The Executive Secretary handles the sale of A.I.A. documents to architects, contractors, and anyone wishing to purchase same. Sales this year for the first 10 months have exceeded all previous years. City and Sales tax returns must be made up on these sales at the end of each year.

My duties include interviewing all draftsmen, or personnel seeking employment in architects' offices, and a file is kept on these people so that architects needing draftsmen will find them available.

The job also includes recommending architects to the public to assist them in their building problems. Recommendations have gone out from the office for such work as hospitals, sanitariums, motels, restaurants, apartments, industrial, commercial and residential as well as remodeling jobs.

The Executive secretary also assists the public with information and help relative to the profession; such as, architects' services, fees, ethics and practice problems, arbitration procedures, and recommending members to serve as expert witnesses in legal cases involving architects. This includes working with the American Arbitration Board in selecting architects to serve when called upon.

The job also includes the scheduling of committee meetings (22 active committees and the W.A.L.; Women in Architecture also have meetings at Chapter office). Inquiries concern the California Council of Architects' policies, such as those regarding school contracts, exhibit space at state conventions and recommended schedules of compensation. Also, since the State Board of Architectural Examiner's

Office has moved to Sacramento, we find ourselves answering more and more questions and inquiries relating to that office, i.e., requirements for examinations, etc. My duties also include assisting the members and furnishing them with information as to proper documents, files, and other pertinent matters when setting up their own offices.

A little-known job is that of conferences with visiting architects; outlining itineraries of particular work they are interested in seeing, and contacting offices for them. This is also true with those architects visiting on exchange scholarships from other countries. Duties include conferences with general public, members, representatives of other organizations within the construction industries, and conferences with manufacturers of new materials they wish to bring to the attention of the architects. My job also includes supervision of one part-time girl and public relations director.

This is a brief resume of the daily activities of your Chapter office. It would be impossible for me to try to put into a report all the problems, questions, information, contacts and duties that are handled by the Executive Secretary. In order to keep pace it is necessary to devote much time to study of new A.I.A. policies, document changes, State Board rulings and California Council of Architects' matters.

Because of the size of our Chapter we are able to carry on an office that is open to members and the general public from 8:30 a.m. to 5 p.m. Monday thru Friday. This is the only Chapter with a full time public relations director working strictly on a Chapter level. Bill Quinn gives all of his time to handling the public relations activities and Nancy Cope is our Assistant secretary. We invite the members to stop in and visit our new offices and get acquainted with the Chapter personnel.

By William Quinn

For the past three years this writer has served the Southern California Chapter as public relations counsel and editor, as well as advertising manager of THE BULLETIN, monthly Chapter publication.

From the very first, because of the lack of public relations funds, it was apparent that if the Chapter were to ever have an effective public relations program, THE BULLETIN must be a publication that would not only attract advertisers, but interest the Chapter members as well. This has been the first goal over the years, because to do otherwise would be putting the cart before the horse, and no real public relations effort would be feasible or practicable without the available funds with which to operate it.

Complete renovation of THE BULLETIN has taken place, gradually, slowly, but emphatically. Unless the members looked at those early issues we doubt that they could imagine the complete change that has taken place.

With this change and promotion have come new advertisers—some highly touted national accounts—and long term advertisers. We now have so many contract advertisers that it is no longer a month to month operation.

We know that many of our members have been impatient, but impatience cannot only be unprofitable, but can kill everything that has taken place before.

Public Relations, we are often told (those of us in the field), is a matter of publicity—How many column inches can be obtained in the newspaper or how many television shows can be obtained free of charge. To those of us who have spent every waking moment in this field, it is almost inconceivable that people take this attitude toward our profession. It is just as wrong as to say that "architects draw pretty pictures and blueprints". Our work has as many facets as there are kinds of people. Our job is to look at our client and find out what he has to offer to the general public that the general public needs and wants (whether they know they need it or want it) and then say, "how can we get this message over". There are many ways to do this—through the press, other publications, television, radio, films, lectures, brochures and just plain talking. In my case, I want to show people that hiring an architect is not only a "good" thing, but a real necessity. How I do this must depend on how much money I have to spend. In other words I can be asked to handle a client with $500.00 as well as one with $500,000, but the result must be the same if that client is to be satisfied. As you can see, if you are doing a job of $500.00, it necessarily limits the kinds of things you can do within your field—the kind of communications you can use to get the message over to the general public.

To those critics who think we have gone very slow, let me say this—the public relations program over the past three years has been a paying proposition. My salary and program expenses come out of a budget clearly marked "public relations," and the income from this budget has come only from the advertising receipts derived from THE BULLETIN. This, in itself, puts me in the most unique position my profession has ever encountered. I find myself an editor and advertising manager (and a good public relations man should be qualified to handle both of these jobs because he is NOT a promoter as so often misquoted). This, without exaggeration, takes seeing advertisers, checking on copy, plates, advertising agencies, luncheons with manufacturers and attending cocktail parties that otherwise would be of little value to the ordinary public relations man. I find myself seeking editorial material continuously, for any editor of any publication will tell you that a magazine is like a giant animal that seems to devour material as fast as it can be obtained. I find myself writing stories every month that require research, and those types of stories that are only a matter of information. I have seen issues where not one word appeared that didn't come from this typewriter—a state of affairs which I obviously wouldn't want to encourage since I think it hurts the magazine. I have found myself in the position of being the production man on this publication every issue—a production man for your information is one who does the layout and pasteup, who knows where the cuts are, the sizes, and if they will fit. This is a specialized job that often on most magazines is done by skilled men. Art Director? Well your public relations man must serve in this capacity as well. The covers—whether good or not—have been his responsibility. Designing one requires a knowledge of costs of printing, use of colors, and the main dictator of the design is that old friend called MONEY!

Now, we hear some say, this could be easily solved by using the manpower within the Chapter. Is there a man in the Chapter that can spare some 75 hours away from his own office every month! Is there any architect that can take over another going, thriving business as well as the one he already has? Your answer will be "no," of course, and then we continue to search for the answer.

The answer is plainly simple, yet so complicated. We must make THE BULLETIN an even bigger and better magazine, with more advertising and even better editorial material. We are now in the economic state of diminishing returns. We are at a point where we are making money, but aren't big enough to handle extra costs. But that day will come, and it isn't going to be as far away as you might think.

What are the other duties of a public relations counsel for your Chapter? He must attend some 30 to 40 committee meetings per year, 35 luncheons, 40 dinners and numerous cocktail parties. Some of these in the interest of the magazine and some in the interest of promoting architecure. He must arrange television shows, work on exhibits, arrange radio broadcasts, and at times even write the scripts for these. He must represent his job at numerous meetings and functions that to the layman would seem a far cry from the client he serves. He must work with and know newspaper reporters, magazine editors, magazine bureau personnel, television production workers, television writers (so his client will be written into a script occasionally), radio broadcasters, news columnists. He must be a member of press clubs, publicity clubs, public relations societies.

A public relations counsel must have the ability to interpret the meaning of "reinforced concrete" and at the same time tell the layman in simplest of terms just what it means. For if he doesn't know about the field he represents, then immediately he is looked upon as a "fake". When someone discusses a home he just spotted in a little known publication, the p.r. man for the Chapter must have been exposed to it in some way. He must know if that was done by an architect. If not this gives him a wonderful opportunity, by request, to tell what an architect really does. He must let it be known that he is available for conferences with the general public. If a "hot" columnist finds it good reading to pick on his client, he must find some way to show that man how wrong he is.

He must take a positive approach—Find time to talk to the architects about the work he is doing in his offices so that when an editor needs help and calls, he has this at his fingertips—Which architect to call about a mortuary, a hospital, a residence with a hi-fi set built in, a circular staircase, an unusual entrance.

If this all sounds overwhelming—it is—at times, but most of all the public relations counsel must enjoy his job, believe in his client. I enjoy mine and I certainly believe in the role of the architect. I only wish he could play an even more important role in civic affairs, in the Southern California area and the country. If we keep on plugging, working, without discouragement, this goal will be accomplished.

Education

EBERLE M. SMITH, A.I.A. a vice-president of the Michigan Society of Architects, was a delegate to the White House Conference on Education held in Washington, D. C. recently. Smith is active on The American Institute of Architects School Building Committee, at the local, State, regional and national levels. He announces that a meeting of the State School Committee will be held in Ann Arbor next April.

1. The following recommendations are made in regard to State and Federal Control:

States should pursue research, and provide leadership through consulting services, for school districts on building construction, with special emphasis on new building materials and techniques.

The Federal government should have no control whatsoever over school building plans and specifications.

2. Basic and Advisable Facilities:

Basic facilities for an elementary school: Adequate site, classrooms including kindergarten, office facilities, space for assembly and cafeteria activities or multi-purpose room, physical education and playground facilities, equipment health unit, teachers' room, service and sanitary facilities. toilet rooms, custodial and storage rooms. Desirable, but not mandatory, facilities should include special service rooms, library and visual aid facilities.

Basic facilities for secondary schools: Adequate site, general classrooms, special classrooms for science, art, homemaking, music, industrial arts, and for vocational education, boys' and girls' physical education, offices, library and textbook rooms, cafeteria, auditorium, health unit, teachers' lounge, locker facilities for students. Desirable, but not mandatory: swimming pool, visual aid facilities.

3. Federal Aid for Schools:

The participants approved by a ratio of more than two to one the proposition that the Federal Government should increase its financial participation in public education. Of those favoring such increase, the overwhelming majority approved an increase in Federal funds for school building construction. A very small minority was opposed to Federal aid for education in any form.

The administration of Federal funds should be through the appropriate state agency for education. This state agency should determine the relative needs of local school districts. There was some opinion that Federal administration of financial grants for education should be vested in the U. S. Office of Education.

The delegates almost unanimously opposed any Federal control over educational use of funds in local school districts.

4. Non-Public School Support:

While the participants recognized the right of parents to educate their children in non-public schools in accordance with American tradition, a large majority of the participants did not favor the use of tax funds for support of non-public education institutions.

Don't Overpay Your Taxes

This article is based on information supplied by the American Institute of Accountants, the national professional organization of certified public accountants.

Whether the federal income tax rates are cut or not, you may be able to cut your own tax bill—honestly!

To do this you need to know the tax effect of various choices. Your choice of a method of handling a particular transaction can raise or lower your taxes, and sometimes you can save money by a legitimate shift of taxable income or deductions from one year to another. You are also allowed choices in your treatment of certain items in your tax return, such as depreciation and research costs.

Many businesses could reduce their tax burden if they were aware of the tax considerations affecting a variety of transactions. The most feasible means for many businesses to keep alert to tax saving opportunities is frequent consultation with a properly qualified advisor. If the firm retains a certified public accountant or a firm of CPAs, there should be tax consultations not just once a year when the filing date approaches, but throughout the year as decisions are made which will affect the tax.

Choice of Depreciation Method

Certain tax-saving steps are still possible at tax-filing time. One of them is the proper choice of depreciation method. The first step is to determine the estimated useful life of any asset acquired during the tax year. Every businessman should have a copy of "Bulletin F," which contains tables of "average" useful lives. It is available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 30 cents. The tables provide a guide, but it is not necessary to follow them exactly.

The simplest method is straight-line depreciation. It may also be the best in your particular case. Just divide the cost (less what you expect to sell it or trade it in for when it is replaced) by the number of years of estimated useful life, and this is the amount to be deducted each year. In arriving at the original cost, don't forget to include freight and installation charges in addition to the price paid for the equipment.

The law now specifically permits several other methods of depreciation for new assets having a useful life of three years or more. One of them is known as the declining balance method. In the first year the depreciation rate is twice what it would be under the straight-line method. The next year the same rate is applied to the amount remaining to be depreciated. This process is repeated each year.

The result is that a greater proportion of the cost is depreciated during the early years of the life of the asset.

Another new method, known as "sum of the years' digits," has a similar effect. You should figure depreciation on a new asset in all possible ways so that you can decide which is best for you and make the proper choice.

These methods of rapid depreciation may be particularly helpful to a company which is currently making large outlays for new equipment, but the depreciation left for the later years of the asset's life will be less than under the straight-line method. The best method depends upon the circumstances of the individual company, and is also affected by such imponderables as estimates of future earnings and tax rates during the life of the asset.

Research and Development

Another choice confronting the taxpayer is whether to treat research and development costs as immediately deductible expenses or to amortize them over a period of years. The immediate deduction is certainly a "bird in the hand" and may be very attractive to a company which needs this tax benefit to help finance the undertaking.

The company which can afford to spread the cost over the estimated useful life (or at least sixty months if the useful life cannot be determined) may find it best to do so. This is especially likely to be advantageous for companies whose income is expected to increase.

Being Taxed as a Corporation

There is a provision in the 1954 Internal Revenue Code which allows some proprietorships and partnerships to be taxed as if they were corporations. This choice should not be made lightly, as there is considerable uncertainty about the provision and the proprietorship or partnership desiring corporate tax treatment might find it better actually to incorporate.

Choice of Fiscal Year

Regulations now permit changes of fiscal year in some cases without permission of the Treasury Department. Generally it is wise to use the fiscal year which corresponds most nearly with the annual cycle of business operations, ending at the low point of receivables, inventories and loans, instead of a calendar year. This reduces the area of possible dispute over such matters as value of inventories, and has many advantages apart from tax considerations. The change should be carefully timed, though, to avoid possible adverse tax effects during the changeover period.

Sickness and Accident Benefits

Under the present tax law, payments from your company to employees for treatment of sickness or injury are not taxed as income of the employees. If the company has a plan for continuing all or part of an employee's pay while he is absent for sickness or injury, limited amounts of this "sick pay" are also tax exempt.

This applies whether the payments are made by the company or by an insurance company. In the case of a sickness requiring hospitalization even for one day during the course of the illness, or in the case of **any** injury, the first $100 per week of payments are tax free. In the case of sickness which does not require as much as a day's hospitalization, the exemption begins after the first week of absence.

No great formality is required concerning the "plan" but it should be explained to employes, and appropriate records kept of the amounts paid. Proposed regulations governing tax withholding in 1956 from payments to ill employees were still under discussion when this article was prepared.

Repairs and Improvements

If you contract for repairs and improvements to your business property, be sure that these two types of work are billed separately. Should you lump them together, you may find that the entire cost has to be capitalized for future depreciation. By listing the cost of repairs as a separate item you are allowed to deduct it as an expense of the current year.

For example, you might have a furnace repaired and new radiators added. By separating the charges you can deduct the cost of the repairs in the current year, although the new radiators would be improvements subject to depreciation during their useful life.

Keeping Good Records

Many deductions are lost through failure to keep adequate business records. Be sure that you have good records to show you what deductible expenses you have had, and to back up your deductions in case they are questioned by the Government. This applies particularly to your out-of-pocket business expenses, such as travel and entertainment of customers, and to items which are deductible on your personal income tax return.

Good records and properly qualified professional tax assistance—at tax-filing time and throughout the year—are the keys to income tax savings.

All Photos Courtesy William E. Bradley, Detroit

Architects-Producers' Party

Second Annual Christmas Dinner Dance
Fort Shelby Hotel, Detroit, December 12, 1955

TOP LEFT:
Mr. & Mrs. Albert G. Hann

TOP RIGHT:
Mr. & Mrs. William A. Snure and Mr. & Mrs. Talmage C. Hughes

MIDDLE LEFT:
Mr. & Mrs. William E. Ogden, Mr. & Mrs. Walter G. Sandrock and Mr. & Mrs. Paul B. Brown

MIDDLE RIGHT:
Mr. & Mrs. Gerald D. Peterson

LOWER RIGHT:
Mr. & Mrs. Donald T. Ollesheimer, Mrs. Wayne Mohr, Mr. & Mrs. John O. Blair, Wayne Mohr, Mrs. Herbert E. Schlesinger, Charles W. Trambauer and Mrs. Henry Hall

Products News

Producers' Council

Calendar of Coming Events

Jan. 9, 1956—Architectural Aluminum Dinner, Fort Shelby Hotel, Detroit.

Feb. 13—"Mechanical Trades Night" Heating Dinner, Fort Shelby Hotel, Detroit.

Mar. 15—Cocktail Party, 6:00 P.M., Wayne Room, Hotel Statler, Detroit.
(In connection with M.S.A. Convention)

Apr. 9—Architects Dinner, Fort Shelby Hotel, Detroit.

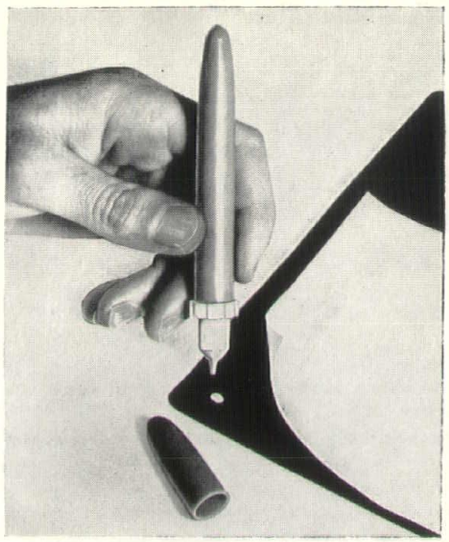
May 14—Harvey Campbell Dinner, Fort Shelby Hotel, Detroit.

June 11—Election of Officers Dinner, Fort Shelby Hotel, Detroit.

POPPET, a new pen-type adhesive applicator is a very handy aid for anyone who has use for mucilage or paste. This pliable plastic pen ejects a dot of rubber cement each time it is tapped where cement is desired. It comes equipped with a cap.

Architects, engineers, artists, writers and students will find it far superior to the use of a paste brush applicator. Poppet is also good for such uses as mounting photos in albums, scrap book entries, or for sealing small parcels. It serves to fasten checks to remittance slips, eliminates clips or staples to make more room in the files, and serves the secretary who wishes to improve appearance of outgoing mail.

Poppet, which retails at $1.00, holds enough adhesive to make about 5000 dots. Refills are available in throw-away plastic ampoules at 10¢ each. To refill, the top of the Poppet is simply unscrewed and the adhesive is poured in. The rubber cement can be rubbed off easily from any surface where it is not wanted and will not soil the fingers. The manufacturer



guarantees that the Poppet will not clog. Distributed by Dept. MBMSA Poppet Corp., North Bergen, N. J.

SHWAYDER BROTHERS, INC., manufacturers of the new Samsonite classroom furniture, are pioneers in the field of manufacturing ingenuity. For almost a half century, Samsonite has been the leading name in luggage. Today, Samsonite has designed a contemporary line of classroom seating—classroom seating that is comfortable, mobile and durable.

In designing this new furniture they have kept in mind the demands of the time and the relationship between furniture and classrooms as a whole. There have been many changes that have taken place in the schools in their teaching methods but the classroom will remain the same.

Samsonite, in this new line of basically proven designs, has introduced, for the first time, color to the furniture. It is available in turquoise, terra cotta, brown and grey. All work spaces are available in three types of finishes, plywood, hardwood and melamine plastic.

Resistance type welding in Samsonite classroom furniture construction is the most advanced method that is used and here, again, Samsonite pioneered the development. They have also incorporated polyester styren—fiberglass plastic backs molded to fit the shape of the growing child. This back pivots to add additional comfort.

The chairs are designed with a cantilever action to insure additional comfort. All metal parts are bonderized to prevent rusting. Durability is incorporated in the design by the use of aluminum "spats" that protect the legs of the furniture during maintenance operations. Swivel glides on chairs, desks and tables insure surface contact at all times.

The educators, designers and architects throughout the country were consulted as to their opinions during designing. All have accepted the final product.

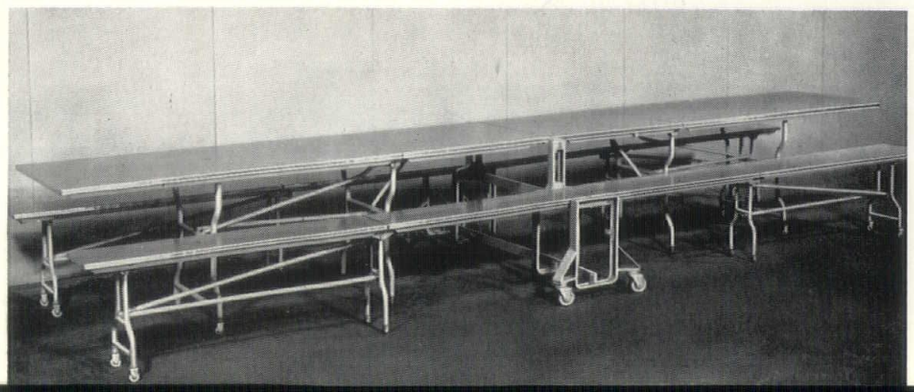
Samsonite classroom furniture, folding chairs and tables for institutional use are distributed in the Michigan area by the C. A. Finsterwald Company, of Detroit, Michigan.

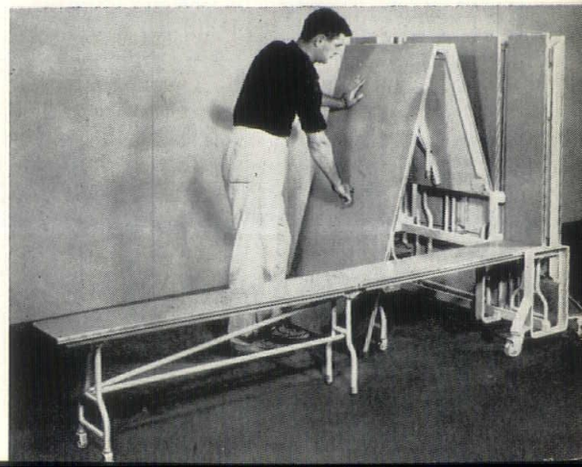
SCHIEBER SALES COMPANY, Detroit, Mich., exclusive distributors for Schieber folding tables and benches, announce "Transi-Fold", a new portable table and bench unit.

Transi-Fold, when unfolded, seats up to 24 persons. The two tables and four benches fold up compactly into an open channel type carrier which is an integral part of the assembly. It occupies an area only 60" by 21" by 64" high and is equipped with 4" oilless bearing rubber casters. The new unit is exceptionally strong and sturdy. Welded steel tubing is used in the understructure. Tops are ¾ plywood with pressured laminated plastic surfaces and extruded aluminum edge trim. Notwithstanding its rigid construction, however, Transi-Fold is priced well below competitive quality units.

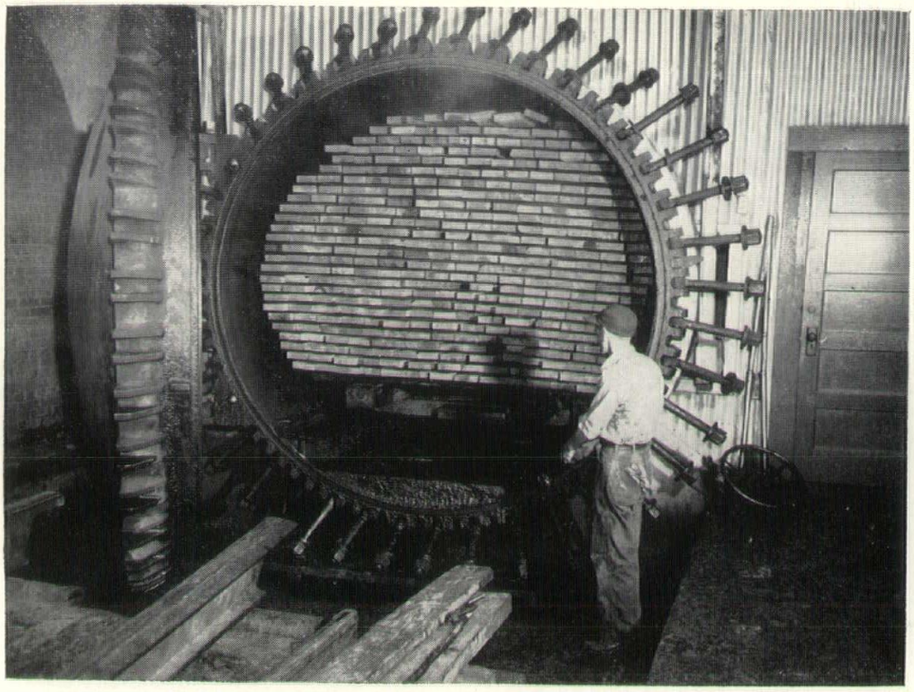
Small storage space requirements, ease and speed of handling and assured long life construction, make this an ideal unit for industrial plant lunch hour use where it can be rolled into the aisle—for supplementing present seating in schools where enrollment has grown, etc.

Schieber now offers four types of folding units. In-Wall which installs permanently in wall pockets; Port-A-Fold which installs in wall pockets but may be detached; Mobil-Fold which is portable and may be detached from its carrier and now Transi-Fold of which the carrier is a part of the unit.





Termites Beware !



Termites don't like the lumber in these pictures because it will poison them if they take a bite. The wood has been treated with the Wolman Salt solution which makes the wood termite-proof, rot-proof, and fungi-proof, thereby extending its life 3 to 5 times beyond untreated lumber.

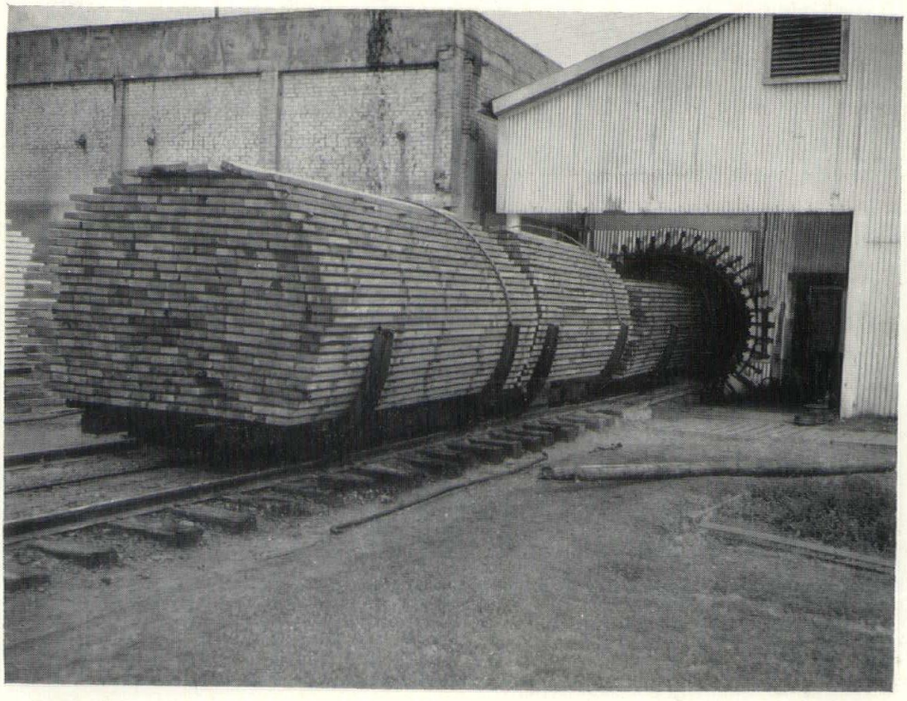
HANSEN WHOLESALE LUMBER CORPORATION of Detroit has been appointed Michigan representative for Olin-Mathieson Chemical Corporation of Shreveport, Louisiana, and is carrying a complete stock of Wolmanized Yellow Pine in all construction sizes. Olin-Mathieson Chemical Corporation, one of the big timberland holders in the United States and the biggest in the South, will treat the lumber in their processing facilities in Shreveport, Lousiana, against rot, termites and fungus. Then they will ship the lumber either directly to the job or into Hansen's Detroit yard for distribution of less than carload quantities for the Michigan area.

The way they make ordinary lumber into Wolmanized treated Lumber is to place it into a 70 ft. long pressure cylinder (picture above). The cylinder is closed tight and most of the air is pulled out of it. When air is sucked out of the cylinder it also comes out of the pores in the wood, so the lumber can more easily soak up the salt solution.

The salt solution—or Wolman Wood Preservative Salts—is heated to 140 F and admitted to the cylinder. When the cylinder is full of solution, the vacuum is broken and a pressure of 175 lbs. per square inch is applied until the solution has worked its way into the lumber.

The lumber is dried in automatic kilns, and after that it's Wolmanized treated wood, ready for the market.

The process itself is not new—the Germans developed it 50 years ago to treat railroad ties—however, Hansen feels there is a big future for it for these four reasons: 1) It is odorless, 2) It can be painted, just as untreated lumber can, 3) It can be handled without gloves because it is nontoxic and 4) It can be glued.



C. ALLEN HARLAN, Detroit electrical tycoon, has been appointed by Gov. G. Mennen Williams to head the Michigan Care Committee—the organization which has done such a splended job in providing food for the starved people in foreign lands.

During the past Christmas season, when Gov. Williams proclaimed Dec. 18 to 25 as Care Week, Harlan, as chairman, gave a great deal of his personal time and effort to promoting the Care cause over radio and television.

It is men of Harlan's stature that this country needs more and more to carry on the gigantic tasks that confront the heads of government in carrying out their duties.

In addition to his work on the Care Christmas Food Crusade, Harlan is on the Great Lakes Seaway Commission and president of the Detroit Educational Television Foundation. He recently gave to the State of Michigan a $10,000 portrait of the famous French explorer La Salle which had been smuggled out of Europe after having been hidden from the world in a private collection for centuries.

ARCHITECTURAL BOOKS

1. THE AMERICAN HOUSE TODAY by K. M. Ford and T. H. Creighton. Here are the special requirements of houses for small and large families. Contains 85 best U.S. houses: Designs, plans, details, etc. 235 pages, profusely illustrated. Single copy $7.95

2. APARTMENT HOUSES by J. H. Abel and F. N. Severud. Contains latest design, engineering, heating and landscaping information on apartment houses. Includes latest developments in the use of concrete, steel and wood framing. 280 pages, profusely illustrated. Single copy $12.00

3. ARCHITECTURAL PRACTICE, revised edition by C. H. Cowgill and B. J. Small. Covers all the professional, business and legal aspects of architectural practice. 430 pages, profusely illustrated. Single copy $12.00

4. ARCHITECTURAL SPEAKING by E. Raskin. Amusing book exploring architectural abstract terms, bringing them down to earth and explaining their concrete and specific meaning. 145 pages. Illustrated by R. Osborn. Single copy $3.50

5. ARCHITECTURAL AND ENGINEERING LAW by B. Tomson. Excellent reference book with over 1,300 court cases. Deals with every type of legal problem in its field that has come before the courts. 430 pages. Single copy $7.00

6. ARCHITECTURAL DETAILING by C. Hornbostel and E. A. Bennett. Complete details of various building types. 170 photos and line drawings of sections, elevations and blow-ups. 230 pages, profusely illustrated. Single copy $12.00

7. ART IN MODERN ARCHITECTURE by E. Bittermann. The use of art in recent architecture, stressing the practical, usable aspects of murals, architectural sculpture and glass. 178 pages with over 300 photographs. Single copy $10.00

8. THE BOMB, SURVIVAL AND YOU by F. N. Severud and A. F. Merrill. Full details of how to protect people, buildings and equipments in the atomic age. 256 pages, profusely illustrated. Single copy $5.95

9. BUILDING CHECK LIST by B. J. Small. Complete check list of building procedure. Boils down entire checking process into 74 categories—ready to use for preliminary and final specifications. 158 pages. Single copy $3.50

10. BUILDING FOR INVESTMENT by C. H. Cowgill. Covers all investment problems in connection with building, such as building management, modernization and appraisal, etc. 482 pages, illustrated. Single copy $7.00

11. BUILDING PRACTICE MANUAL by R. W. White. Complete information for estimating accurately building materials used in houses, small commercial buildings and other common types of structure. 336 pages, profusely illustrated. Single copy $4.85

12. CHURCHES AND TEMPLES by P. Thiry, R. M. Bennett and H. L. Kamphoefner. Beautiful pictorial presentation of religious architecture. Gives complete background and points out the requirements of present-day planning. Over 600 striking illustrations. Single copy $18.00

13. CITIES OF LATIN AMERICA by F. Violich. An authoritative and beautifully illustrated survey of urban, suburban and rural Latin America. Shows many interesting solutions to the problems of contemporary town planning. 253 pages. Single copy $3.75

14. THE CITY by E. Saarinen. Complete coverage of all the problems involved in town planning. Describe the city in terms of growth, decay and future. 379 pages, illustrated. Single copy $5.00

15. CLIMATE AND ARCHITECTURE by J. E. Aronin. Valuable information on how to design for any climatic conditions; describes the influences of sun, temperature, wind and humidity on architecture. 350 pages, profusely illustrated. Single copy $12.50

16. CONTEMPORARY STRUCTURE IN ARCHITECTURE by L. Michaels. Deals with all structural materials, from skeleton frame to exterior shell. Describe how they are used and critical analyzes their effects on architectural design. 229 pages, profusely illustrated. Single copy $10.00

17. DON GRAF'S DATA SHEETS by D. Graf. A superb handbook of simplified information about materials, structural design, mathematics, plans, mechanical and structural details, drafting, furniture. 834 pages, profusely illustrated. Single copy $8.50

18. FAITH BUILDS A CHAPEL by W. G. Boynton. A true-to-life story of how the author and her husband built entirely by hand a 15th century Norwegian chapel. Several full-color plates and many pages of pencil drawings. Single copy $8.50

19. FUNDAMENTALS OF PERSPECTIVE by T. DePostels. A simple and easily understandable method of showing the order in which lines of perspective is drawn. 30 plates. Single copy $6.00

20. FURNITURE FOR MODERN INTERIORS by M. D. Fabbro. Describes and depicts over 200 selected example of modern furniture created by famous designers. 230 photos and 83 scale drawings. Single copy $7.50

21. WALTER GROPIUS: WORK AND TEAMWORK by S. Giedion. Outstanding book on one of the greatest living architects. Describes the evolution of contemporary architecture, with Gropius as the central figure. 253 pages, profusely illustrated. Single copy $10.00

22. HOSPITALS-INTEGRATED DESIGN, 2nd Edition by I. Rosenfield. Complete coverage of planning, design and construction of modern hospitals. 400 pages, profusely illustrated. Single copy $15.00

23. THE HOUSE AND THE ART OF ITS DESIGN by R. W. Kennedy. A penetrating analysis of the architect-designed house, as determined by the needs and activities of it inhabitants. 560 pages, profusely illustrated. Single copy $5.95

24. HOUSING DESIGN by E. H. Klaber. Complete coverage of design in housing—from its simplest to most complex aspects. With designs of over 125 leading architects. 250 pages, profusely illustrated. Single copy $8.50

25. LABORATORY DESIGN by H. S. Coleman. Covers all the aspects of laboratory construction from scientific and architectural point of view. Complete descriptions of various types of modern laboratories. 370 pages, profusely illustrated. Single copy $15.00

26. LETTERING ART IN MODERN USE by R. A. Ballinger. An inspiring book of lettering in traditional and modern design. Shows latest applications of lettering to architecture, display, advertising, etc. Profusely illustrated. Single copy $12.00

27. MODERN FURNITURE, DESIGN AND CONSTRUCTION by M. D. Fabbro. This book offers a vast choice of original designs from which to create new types and styles of furniture. Over 400 furniture designs included. 175 pages. Single copy $5.50

28. MOTELS by G. Baker and B. Funaro. The only complete, up-to-date book available in this fast growing field. All information needed by the architect and builder is explained with over 600 illustrations. Single copy $12.00

29. THE NEW ARCHITECTURE IN GREAT BRITAIN by E. D. Mills. Excellent introduction to recent trend in architecture in Britain. Covers all technical and aesthetic aspect involved. 210 pages, profusely illustrated. Single copy $9.00

30. PENCIL TECHNIQUES IN MODERN DESIGN by W. W. Atkin. Complete study of modern pencil design methods: fine line, pencil painting and broad stroke. Also how to draw equipment, architectural forms, composition, perspective, etc. Profusely illustrated. Single copy $8.25

31. THE PERSPECTOR by T. DePostels. Valuable new device for accurate and rapid construction of perspectives. Guarantees a mathematically correct perspective. Single copy $5.00

32. PLANNING SECONDARY SCHOOL BUILDINGS by N. L. Englehardt, N. L. Englehardt, Jr. and S. Leggett. Explores the educational use of space from a contemporary viewpoint. Includes design problems of each unit in the school; classrooms, administrative offices shops, etc. 252 pages, profusely illustrated. Single copy $10.00

33. PLASTIC ENGINEERING HANDBOOK edited by The Society of the Plastic Industry, Inc. Excellent reference volume on the design processes, equipment, finishing, assembly and standards of plastic and plastic products. 850 pages. Single copy $15.00

34. QUALITY BUDGET HOUSES by K. M. Ford and T. H. Creighton. Contains 100 architect designed houses from $5,000 to $20,000. Each house is described from the viewpoint of what today's home buyer wants to know. 224 pages, profusely illustrated. Single copy $4.95

35. SCHOOLS by L. B. Perkins and W. D. Cocking. Deals with the educational program of studies and services which requires housing; factors which determine the educational plant; and new developments in school architecture. 300 pages, profusely illustrated. Single copy $12.00

36. SEARCH FOR FORM by E. Saarinen. An excellent fundamental approach to art and a lifetime search for form in art and architecture. 354 pages, illustrated. Single copy $5.00

37. SHOPPING CENTERS-DESIGN AND OPERATION by G. Baker and B. Funaro. Over 470 photographs and illustrations, plus detailed essential information. 63 shopping centers are minutely analyzed. 288 pages. Single copy $12.00

38. TV-STATIONS by W. J. Duschinsky. Complete coverage of T.V. planning for everyone, from architects to TV professionals. Covers master planning, construction and operational problems. 135 illustrations of equipment, facilities and layout. Single copy $12.00

39. THEATRES AND AUDITORIUMS by H. Burris-Meyer and E. C. Cole. Theatre design based on function. All types of productions are studied and architectural requisites are drawn therefrom. 230 pages, profusely illustrated. Single copy $10.00

40. THERMAL INSULATION OF BUILDINGS by P. D. Close. Explains the economic and comfort advantages of thermal insulating materials. Describes the various types of insulation used in building. 100 pages, illustrated. Single copy $3.00

41. TOWN DESIGN by F. Gibberd. Outstanding book on how to treat architecture, landscape and road design as an integral part of the urban scene. Describes design of the complete town, central areas, industry and housing. 300 pages, profusely illustrated. Single copy $15.00

42. THE WORK OF OSCAR NIEMEYER by S. Papadaki. Includes all of Niemeyer's better known designs, as well as many works that have never before been published. 220 pages, profusely illustrated. Single copy $10.00

43. WORLD FURNITURE TREASURES by L. Margon. A stimulating study of design and construction of world furniture masterpieces from early 1500's to the present. 200 pages, 53 of the author's famous measured drawings are included. Single copy $7.50

44. YOU WANT TO BUILD A SCHOOL? by O. W. Bursch and J. L. Reid. How to determinate the need for a new school; preliminary planning of a school; and how to use the school. 128 pages, illustrated. Single copy $4.00.

NATIONAL ARCHITECT

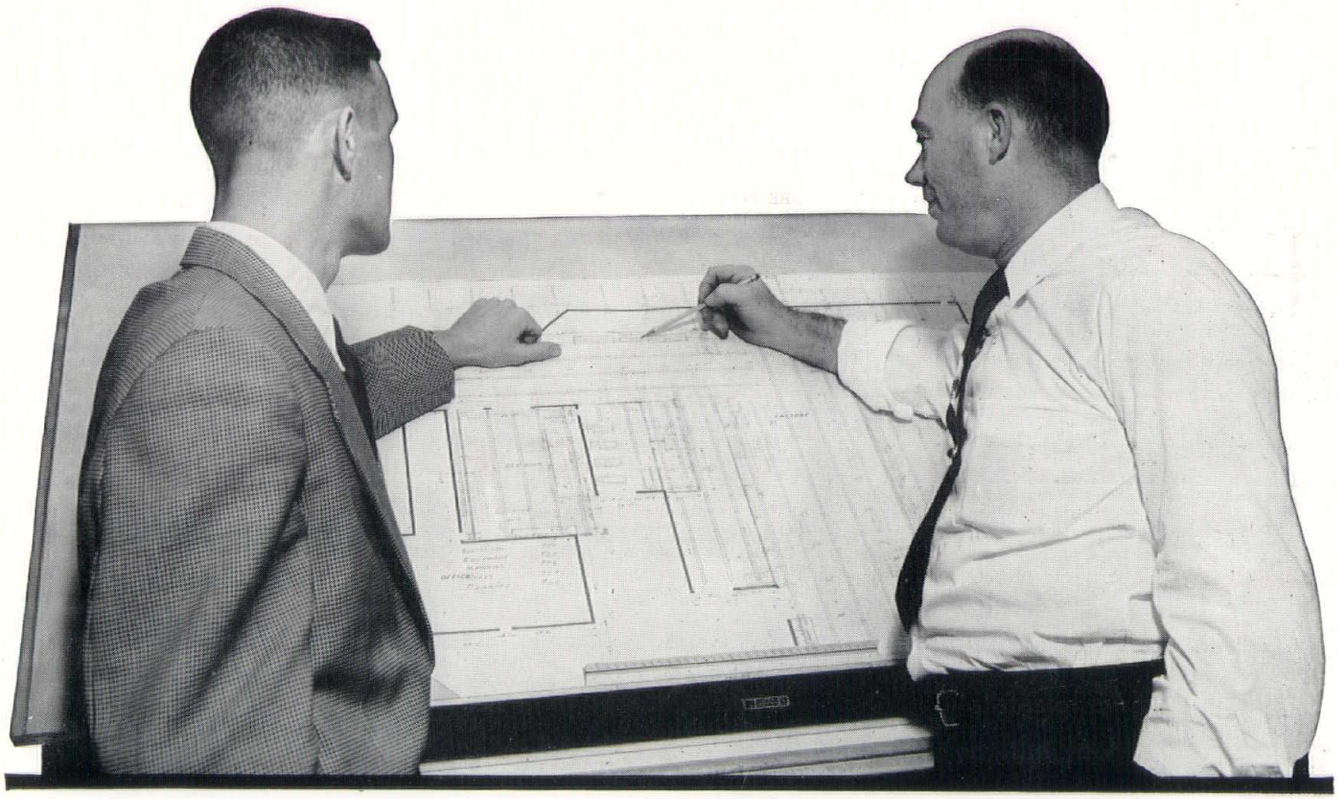
120 MADISON AVENUE, DETROIT 26

PUT POWER IN YOUR PLANNING
with the help of Edison's CBR

Planning's more complete with greater power for success when it includes wise and wide use of electricity . . . for light, for heat, for power.

Your Edison man (Customer Business Representative) will be happy to counsel with you on the best and most effective uses of electricity. Whenever your business, production or processes are altered to meet today's change and growth, electricity can help with more power, greater efficiency.

Ask the CBR to come and talk with you.

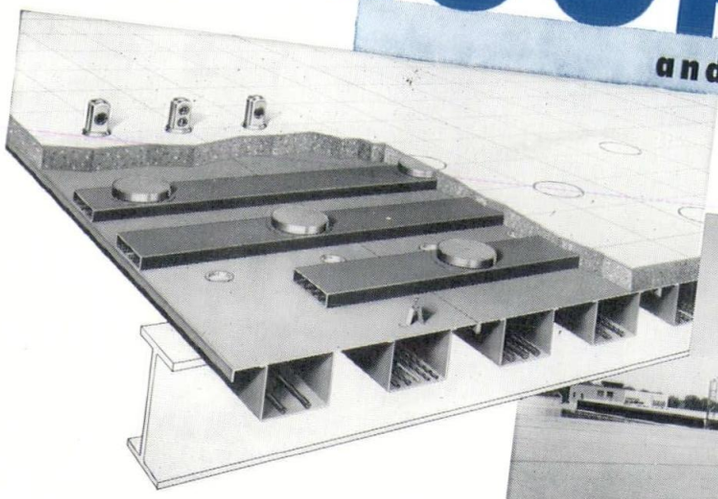


Edison advisory services are available without charge. In Detroit, call WOodward 2-2100, Ext. 9387— elsewhere telephone your nearest Edison office.

- **Lighting**
- **Electric cooking**
- **Air conditioning**
- **Electric space heating**
- **Ultra-violet radiation**
- **Electric Water heating**
- **Electricity on the farm**
- **Plans and materials for electrical promotions**

Detroit Edison

M-FLOORS and LONG SPAN M-DECKS

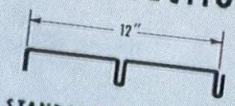


MAHON M-FLOOR

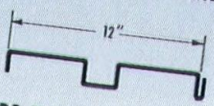
Cellular Steel Structural Sub-Floor constructed with Mahon M-Floor Cel-Beam Section M2. When energized with an electrical distribution system, Cel-Beams are utilized as continuous electrical raceways. In addition, M-Floors have an unusually high strength to weight ratio which, coupled with rapid erection, produces many cumulative and far-reaching economies in both construction time and cost.

M-Deck Roof Construction. Mahon Long Span M-Deck Sections can be furnished with one, two or three Cel-Beams in various Beam Depths from 1½" to 7½" for Spans up to 32 feet.

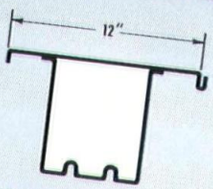
MAHON STEEL DECK and LONG SPAN M-DECK SECTIONS



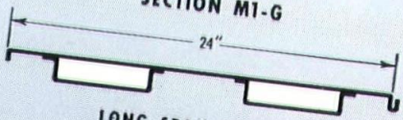
STANDARD DOUBLE RIB



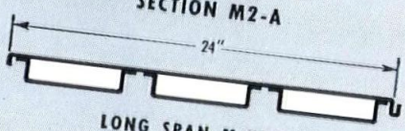
WIDE-FLANGE DOUBLE RIB



LONG SPAN M-DECK SECTION M1-G



LONG SPAN M-DECK SECTION M2-A



LONG SPAN M-DECK SECTION M3-A

New Structural Sections Make Cellular Sub-Floor, Roof, or Combination Roof and Acoustical Ceiling!

Mahon M-Floor Sections and Long Span M-Deck Sections provide designers with a wide range of structural units which have literally dozens of uses in modern construction. In addition to their use in cellular steel structural sub-floors, known as M-Floors, in which the Cel-Beams provide continuous electrical raceways under every square foot of floor surface, these versatile Cel-Beam Sections are used extensively as decking in roof construction. Mahon Long Span M-Deck Sections can be produced with deep Cel-Beam Members to span from truss to truss . . . they can be produced with bottom metal perforated and sound absorbing material inside the Cel-Beams to provide a highly effective acoustical ceiling—in which case, the M-Deck Section serves as the structural unit, the interior finish material and the acoustical treatment all wrapped up in one package. This is the ultimate in economical construction of combination roofs and acoustical ceilings . . . it is permanent, incombustible, indestructable construction which will require no maintenance other than normal decorative painting. For complete information, including engineering data and specifications, see Sweet's 1956 Files, or write for Catalog M-56.

THE R. C. MAHON COMPANY • Detroit 34, Michigan

Sales-Engineering Offices in Detroit, New York and Chicago • Representatives in Principal Cities

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

MAHON