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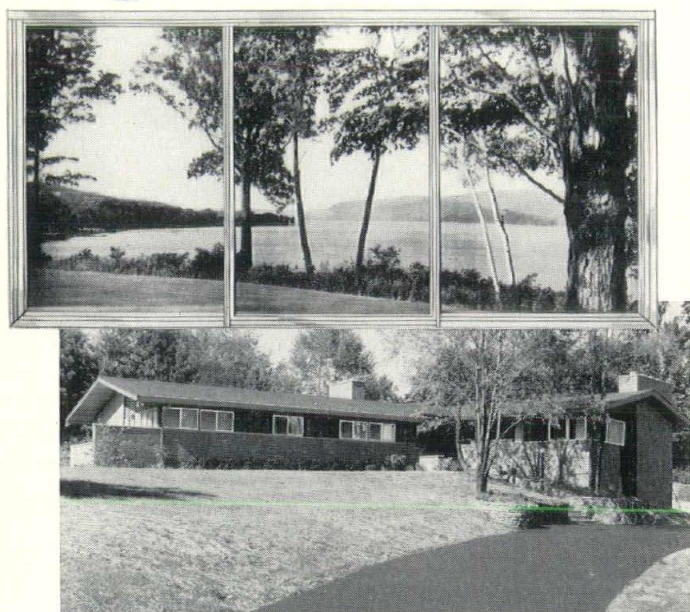
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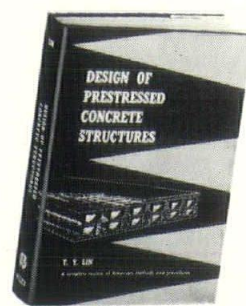
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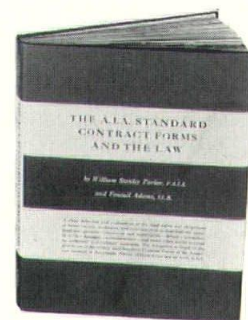
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# PR Director

Michigan Society of Architects Board of Directors, at its meeting at the Birmingham Country Club on April 11, voted to implement immediately the action taken at the Society's recent Convention to put into effect the public relations program which has been under consideration for the past year.

Eberle M. Smith, Chairman of the Society's Administrative Committee, presided at a meeting of the Committee just prior

to the Board meeting, which resulted in a report and recommendation to the Board that a public relations director be employed at once. This is to obviate a seeming stalemate—as to which should come first, the employee or the funds from the sustaining membership.

The Committee recommended that, since the Society has sufficient funds available to employ a man for a limited period, such a man should be engaged to help put the plan into effect.

At the Convention Charles H. MacMahon, Jr., Chairman of the Society's Publicity Committee, gave a comprehensive report, with recommendations, as did Leo I. Perry, Chairman of the special Committee

on the proposed new type of membership to be known as Sustaining Members. The Convention approved these reports and proposed changes to the Society's by-laws pertaining to the new membership, with annual dues as follows:

One to five employees, \$25; 6 to 10, \$50; 11 to 20, \$100; 21 to 30, \$200; and more than 30, \$500. This would apply to architectural personnel only.

It was at first felt that a letter should be addressed to the architectural offices in Michigan, outlining the program, and asking them to signify their willingness to cooperate, and to indicate the category of their offices. However, it was decided that, at best, this would result in only a

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## Coming Issues

**JUNE**—Annual M. S. A. Roster (Alphabetical) & Marshall Fredericks

**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.

**FEBRUARY**—Swanson & Associates

**MARCH** — 43rd Annual M.S.A. Convention

**APRIL**—Arthur O. A. Schmidt

**MAY** — James B. Morison

## Monthly Bulletin, Michigan Society of Architects, Volume 30, No. 5

### MONTHLY BULLETIN

Michigan Society of Architects

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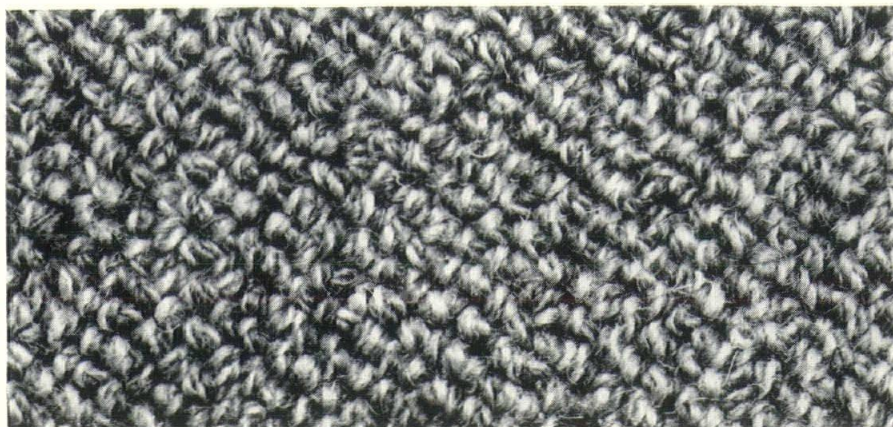
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limited response, and, therefore, more vigorous and positive action should be taken. The Board approved the Committee's recommendation to engage a man and have him help organize and direct ways and means of effecting this membership.

Consequently, the Society is in need of a man as Executive Director, whose duties will be to direct not only a public relations program but many other related activities of the Society. He should have initiative and be capable of carrying out a comprehensive program to advance the profession of architecture, the building industry and the Society. A background of public relations and the ability to organize promotional programs are essential. The Executive Director is to be based in the office of the Executive Secretary, and accountable to the Board through him. The Executive Secretary will receive applications, which will be prepared for presentation to the Administrative Committee and then to the Board.

### AT A RECENT MEETING OF THE ADCRAFT CLUB OF DETROIT

Adcrafter James Cope, vice-president in charge of public relations for Chrysler Corporation, told members "public relations is not just an adjunct to advertising—even though it often uses advertising. Nor is it just a device to get free space. If it were, it could be making enemies for business in some of the very areas where business most needs friends.

"Public relations has its place in the business community because we are living in a time and in a society where it is helpful, advisable, and often necessary to have the approval of your neighbors for what you do . . . The sum total of their action or inaction towards any institution or organization spells its fate—not just in whether they buy the organization's goods or not, but also in whether they help or hinder its functioning.

Cope surveyed the surprising mushrooming of public relations awareness in American business and cited figures to show that budgets for public relations have about tripled since 1942.

"The personality and visible sense of public responsibility of a company can serve as definite and vigorous spurs to buying habits. If I may use the automobile industry as an example, we know that the quality of a 'manufacturer's reputation' is the reason why 44.6 percent of the subscribers to Fortune Magazine said they finally settled on their latest model cars. And, again, through a survey of auto owners in New York, Chicago, and Los Angeles conducted by McCann-Erickson last July, we find that the manufacturer's name strongly influenced 44 percent of car owners in their selection of their latest automobiles.

"This world in which consent is so necessary—in which cooperation and support obtain many times the efficiency to be had through domination and control—is going to have a growing dependence on skill in reaching the public with actions and messages people will receive sympathetically, and will be willing to adopt as their own. That is the field in which public relations sets out to work.

"In that kind of competition, whether in the field of public affairs or business, success can have no price tag," he concluded.—The Adcrafter



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**DRAFTSMEN TAKE NOTICE** — If you think you are being imposed upon, hear ye what "Chapter Chatter," bulletin of the West Virginia Chapter, A.I.A., reports regarding a "New Business Code for Clerical Workers," issued by a large Chicago furniture company, dated January 1, 1870:

"Sweep floors; dust furniture, shelves and showcases—remember 'Cleanliness is next to Godliness.' Trim wicks, fill lamps, clean chimneys; make your pens carefully (but you may whittle the pens to suit your individual tastes). Each clerk shall bring in a bucket of water and a scuttle of coal for the day's business."

This schedule of chores had to be completed before the day's duties began. There was a slight reduction in working hours. Employees could "sleep in" each morning until 5:30. The revised schedule of office hours made it possible.

"This office will open at 7:00 a.m. and close at 8:00 p.m. This house will remain closed each Sabbath. Men employees will be given an evening off each week for courting purposes or two evenings a week if they go regularly to church."

What was an office clerk with time on his hands to do after such a day? The Code was quite specific:

"After any employee has spent 13 hours in labor in the office, he should then spend his leisure time reading books, and contemplating the Glories of the Building up of the Kingdom."

The Code was precise concerning forbidden activities:

"Any employee who smokes Spanish cigars, uses liquor in any form, gets shaved at a barber shop, or frequents pool halls or public halls will give his employer every reason to suspect his integrity, worthy intentions, and all-around honesty."

This glance backward at the office environment of 86 years should restore perspective and stimulate faith in free enterprise and the potential of scientific management.

**WRITE BETTER LETTERS** — "Common Sense in Letter Writing" is the title of a new book by William H. Butterfield, who has written 16 books on the subject, and who has taught business communications at the University of Oklahoma. The new book is published by Interstate Printers and Publishers, Danville, Ill., at \$2.25.

Be sure you say what you mean, the book advises; don't do like the clothing store manager who wrote: "If you buy a suit from us, you will soon want one of our top coats to wear over it."

Say it—don't take half a day. A good example, says the book, is the man who received a letter from the city tax clerk saying, "Dear Sir: Your dog license has expired," and he replied, "Dear Sir: So has the dog."

Remember the "tact" in "contact," the book advises—don't be like the program chairman who wrote asking a prominent person to speak at a Memorial day ceremony. He wound up his letter this way: "The program will include a talk by the mayor, recitation of Lincoln's Gettysburg Address by a high school student, your speech, and then the firing squad."

**ARCHITECT LAVERN J. NELSEN, A.I.A.**, was celebrating the occupancy of his new offices at 16316 W. Seven Mile Road, Detroit when in came Lynn N. Green, architectural representative of the Sherwin-Williams Company.

Said Vern, "You're just the man I want to see. I'm very proud of these color panels I have on one wall of my reception room. See, they're two-foot squares of orange, blue, green, yellow, orchid and brown. What do you think of them?"

Green, who was celebrating his 35th year with the Sherwin-Williams Company, said:

"Now, I congratulate you. I'm sure the wall is as beautiful as you say, but I'll have to take your word for it. You, see, I'm color-blind."

**A VERY FRIENDLY LETTER** from a subscriber in Montana, says we ought to have more technical articles—on say, the lein law, what to do until the architect arrives, and what an architect is to do when the owner orders extras and then expects the architect to pay for them. If I hear anything I'll let you know.

## Doors

Some classic doors stand closed and barred,  
As if their beauty might be marred  
If any sought admittance there,  
Save king or prince or millionaire.

Some doors are weather beaten, gray,  
Swing open in a listless way,  
As if they wished you had not come—  
Their stony silence leaves you dumb.

Some doors have hearts, it seems to me,  
They open so invitingly,  
You feel that they are quite kind—akin  
To all the warmth you find within.

Oh! may mine be a friendly door;  
Where all who cross the threshold o'er,  
May find within content and rest,  
And know that he's a welcome guest!

(Author unknown)

**FREDERICK C. O'DELL, A.I.A. AND MRS. O'DELL**, of Ann Arbor, were traveling in Europe, when, on a train in Norway, a group of Americans were having a congenial visit. One gentleman seemed rather mysterious because he kept somewhat apart from the others.

This aroused the curiosity of the group, and so Fred was delegated to find out something about the lone wolf. Fred eased himself into a seat beside the stranger and started a conversation, came to find out that he was a salesman for umbrella handles. He immediately opened up his sales kit, took out an assortment of his wares and tried to sell them to all who would listen.

**HUGH D. SPATZ**, of Cleveland, Ohio, received bills from the East Ohio Gas Company addressed to Huah D. Spatz.

He wrote the company saying that, while the error might seem trivial, if he did the same the company's name would come out East Ohio Ass Company.

We recently gave an order over the telephone and it arrived addressed to Talmage Shoes.

**PLAGERISM** is when you copy one person's stuff. But when you copy several, that's research.

So, if you want to steal any of this, please feel free to do so. I stole it myself.



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Oregon	224
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Vermont	29
Virginia	374
Washington	278
West Virginia	78
Wisconsin	379
Wyoming	35
Alaska	8
Canal Zone	2
Hawaii	24
Manila	2
Total	21782



# Architects in the News

## Arizona

FRED H. JOBUSCH, has been elected president of the newly formed Tucson Chapter, A.I.A. Also elected were Santry C. Fuller, vice-president; Edward H. Nelson, secretary; Gerald I. Cain, treasurer; Ellsworth E. Ellwood, E. D. Herreras and Emerson C. Scholer, board of directors.

## Illinois

The UNIVERSITY OF ILLINOIS has graduated more registered architects than any other U. S. college or university, according to a survey by the A.I.A. Nearly 7 per cent of the nation's 22,000 registered architects are Illinois graduates.

## Kansas

RAYMOND A. COOLIDGE has been re-elected president of the Topeka section of the Kansas Chapter, A.I.A. Also re-elected were Oscar S. Ekdahl, vice president; and William R. Kiene, director.

J. Howard Compton was newly elected secretary-treasurer, and John A. Brown, director.

## Louisiana

RICCIUTI ASSOCIATES, Architects & Engineers announce the relocation of their offices to 521 Royal, New Orleans 16.

## Nebraska

EMIL J. CHRISTENSEN, A.I.A., has been appointed by Gov. Victor Anderson to the State Board of Examiners for professional architects and engineers.

Christensen replaces Frank N. McNett, whose term expired.

## Ohio

Bellman, Gillett & Richards of Toledo have been named architects and engineers for the \$11,000,000 Medium Security Prison to be built at Lebanon by the Ohio State Mental Hygiene Department.

The architects are developing a master plan for the entire prison which will be designed and constructed in three phases.

The first phase will include the administration building, a hospital, kitchen and dining room areas, segregation building, custodial building and a laundry.

Phase two and three will include shops, cell blocks and the gymnasium.

The structure, which will be completed early in 1959, will house 1,500 inmates and provide employment for about 200 administrative and staff personnel.

## Texas

PHILIP D. CREER, A.I.A., a leading Rhode Island architect and educator, has been named University of Texas School of Architecture director.

Mr. Creer has been head of the Rhode Island School of Design's architectural department and is a senior partner in the firm of Creer, Kent, Cruise and Aldrich.

He is expected to take over his new duties this summer. Prof. Hugh L. McMath has been serving as acting director, following the resignation of Harwell H. Harris.

## Virginia

PROFESSOR CLINTON H. COWGILL, F.A.I.A., who for 28 years has been head of the department of architecture at Virginia Polytechnic Institute, will retire at the end of the summer term.

He will be succeeded by Leonard J. Currie, A.I.A. Mr. Currie has been head of the Inter-American Housing Center at Bogota, Colombia.

## Washington

PAUL THIRY, F.A.I.A., Seattle architect has received one of two honorable mention awards granted at the 59th National Gold Medal Exhibition of the Architectural League of New York.

Thiry's award was for his design of the Seattle Public Library's northeast branch building. The other honorable mention award went to Eero Saarinen, Bloomfield Hills, Mich., for his design of his domed auditorium and church building on the campus of the Massachusetts Institute of Technology.

Top award, the league's gold medal, went to Architect Giorgio Cavaglieri, New York, for his design of a showroom for the Olivetti Co. of San Francisco.

## Died

EDWIN E. CULL, A.I.A., 64, in his home city of Providence, R. I., on March 19th. Mr. Cull was an authority on the restoration of Colonial structures. He was a past president of the Rhode Island Chapter, A.I.A., and began his practice in Providence in 1920 and later became associated with the firm of Cull & Robinson. That firm, since his retirement in 1952, has been known as Cull, Robinson & Greene.

ELLERY L. DAVIS, A.I.A., 69, in his home city of Omaha, Nebr., on March 21st. Mr. Davis was a member of the firm of Davis & Wilson, with which his son, Ellery H. Davis, is associated. Buildings on which Mr. Davis worked include the University of Nebraska Coliseum and Stadium, Naval Science Armory, Student Union, Love Library, Ferguson Electrical Engineering Bldg., Selleck Quadrangle, Burrett Hall, Morrill Hall and Historical Society.

ALEXANDER S. DESERTY, after a brief illness at his home in Greenville, S. C., on March 2nd. Mr. Deserty was born in Rome, Italy and before going to Greenville, S. C. he had made his home in New York City. When a young man he designed the New York State Building for the San Francisco World's Fair, which was awarded the Gold Medal, and as consulting engineer he designed the Ritz Tower in New York City and many other commercial buildings there and over the country.

WILLIAM H. HARROLD, a life member of the A.I.A., 68, at his home in Pittsburgh, Pa., on March 29th. Mr. Harrold was associated with the Westinghouse Electric Corp. Before that he served as architect for the Pittsburgh Board of Public Education. He was past president of the Pittsburgh Architectural Club.

GEORGE C. KEISER, A.I.A., 55, in Washington, D. C., on March 24th. Mr. Keiser was the founder and chairman of the board of governors of the Middle East Institute, which was organized to furnish Americans with factual, unbiased information of the Middle East and to further understanding between Americans and the peoples of the Middle East. He was a trustee of the Foreign Service Educational Foundation and a member of the visiting committee of the Dept. of Middle East Studies at Harvard.

WILLIAM H. KNOTT, 93, an early Dallas architect and builder, on March 26th. Mr. Knott went to Dallas in 1889 and designed and constructed many of the older buildings in downtown Dallas and residences throughout the city before his retirement a decade ago.

HARRY T. LOCKWOOD, 81, in his home city of Glendale, Calif., on April 11th. Mr. Lockwood was a native of New York and was a retired architect and decorator and a founder of the Los Angeles Chapter of the American Institute of Decorators.

ARTHUR C. MEMMLER, 81, for many years an architect for the State of California, in Oakland, Calif., on April 4th. While still in his teens he helped prepare plans for Milwaukee City Hall and other buildings there. He later followed similar architectural work in Madison, Wisc., and Chicago, Ill. After he went to California he took charge of a large metal working firm and later served with the California Dept. of Architecture.

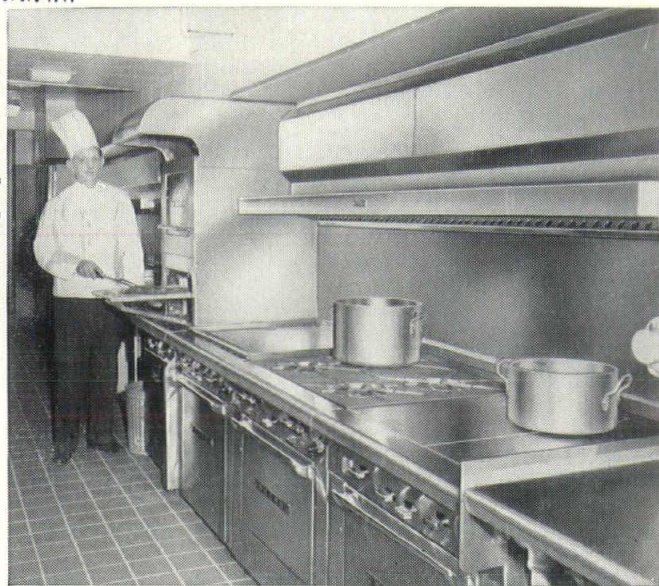
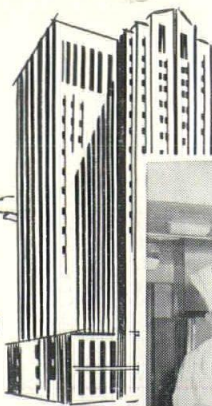


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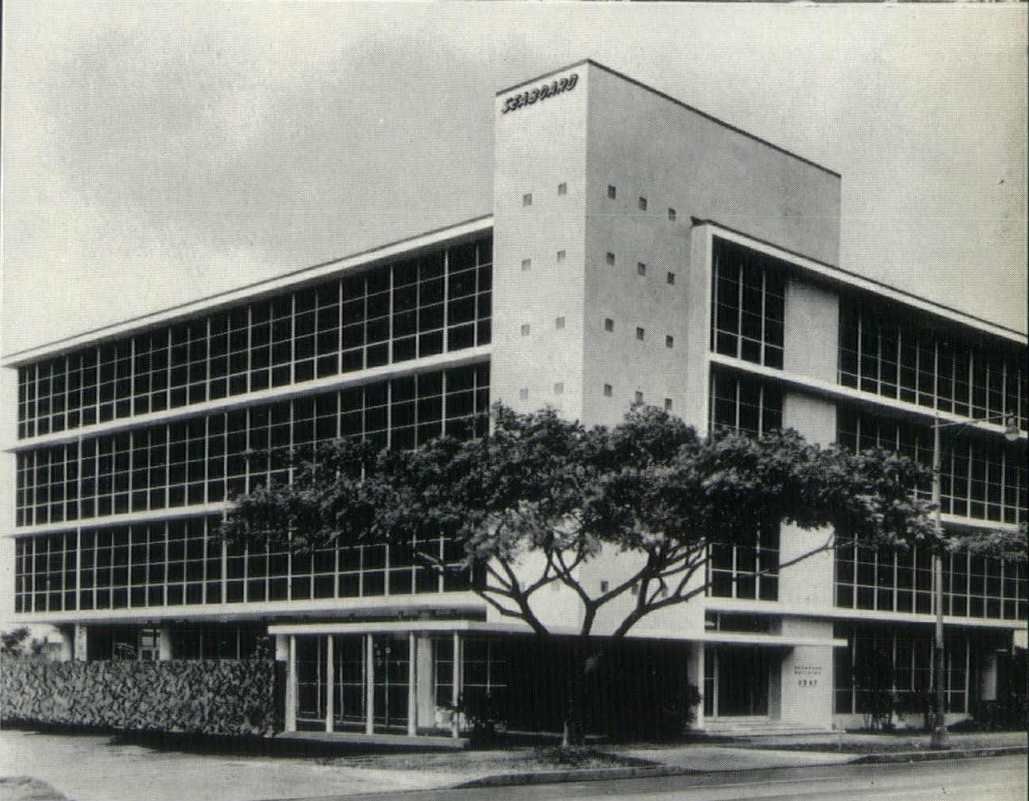
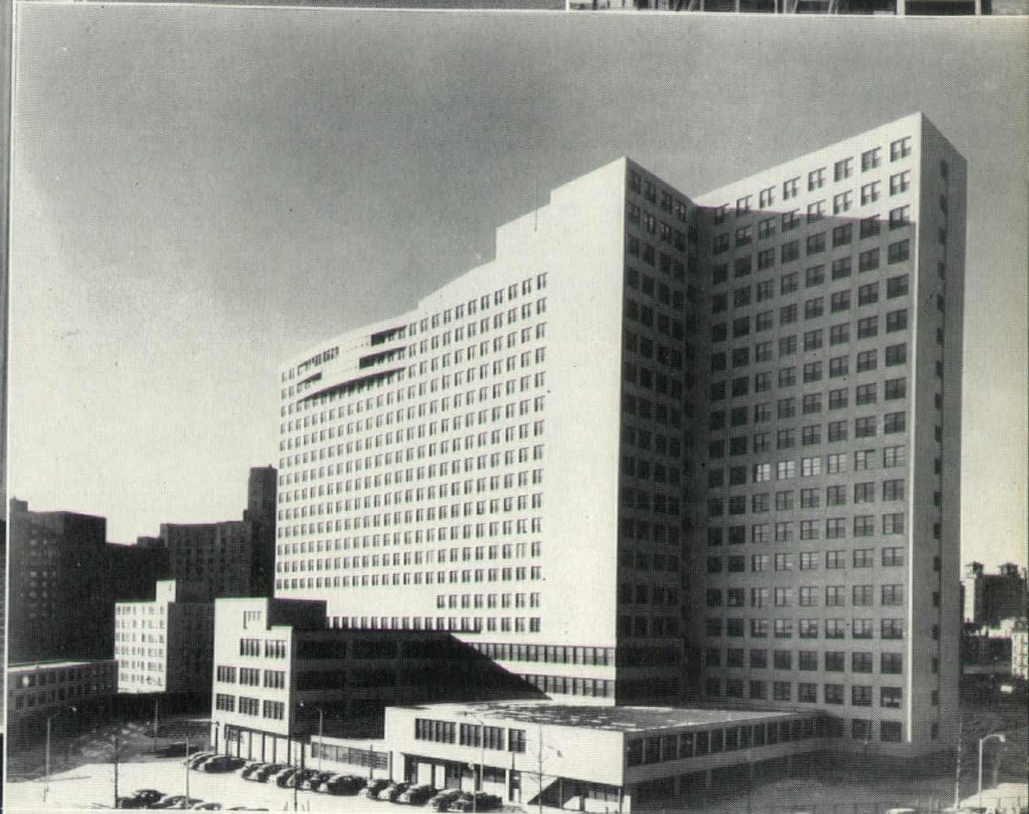
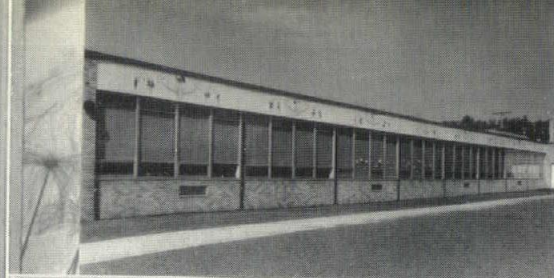


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**ROMAN PLUNGE** (upper left), the newest in bath trends, as designed by Welton Becket, F.A.I.A. & Associates, Architects, uses products of the Mosaic Tile Company, of Zanesville, Ohio. Model is actress Sue Hastings.

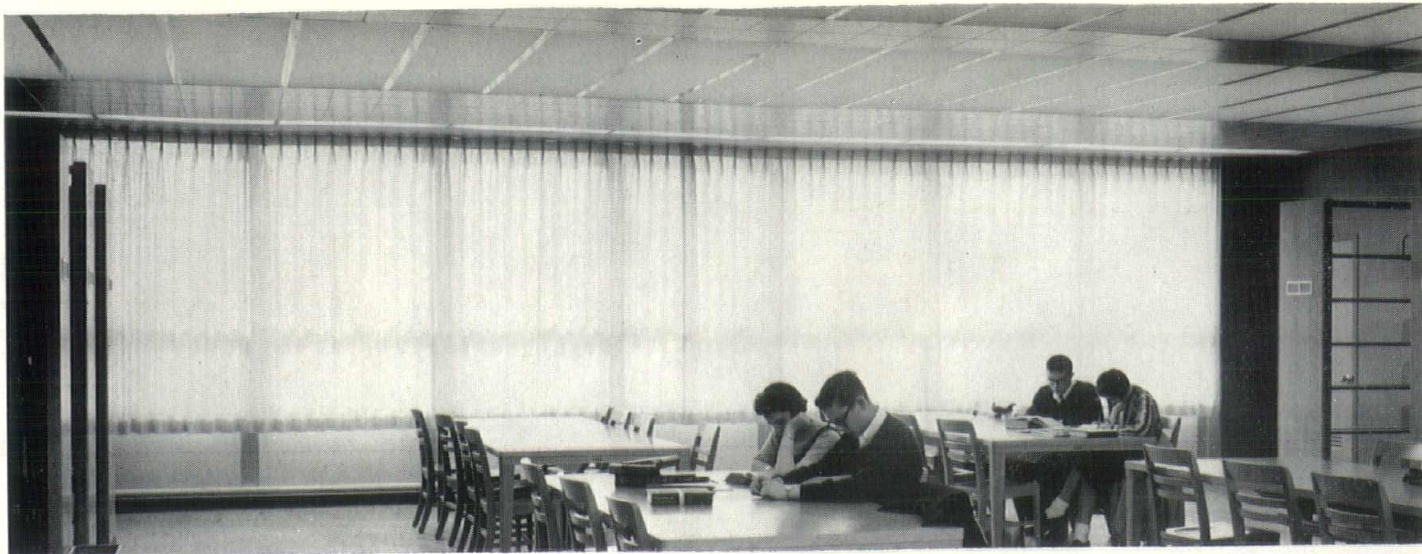
**CAPITOL TOWER** (lower left), also by the Becket office, is the world's first circular office building—for Capitol Records, Inc., in Los Angeles.

**ARTS AND CRAFTS IN ARCHITECTURE** (upper right), as used on the River Falls (Wisc.) Elementary School, designed by Ellerbe & Co., Architects, of St. Paul, Minn., uses panels furnished by Davidson Enamel Products Co., of Lima, Ohio.

**VETERANS ADMINISTRATION GENERAL HOSPITAL** (center), at 23rd St. and First Ave., New York City, marks a world's record for its use of cavity wall building technique—two walls separated by a two-inch air space. LaPierre, Litchfield & Partners, Architects.

**SEABOARD FINANCE COMPANY BUILDING** (lower right), in Honolulu, uses new Lo-tran glass for "balanced brightness," to eliminate glare so common to Hawaii. Merrill, Simmes & Roebrig, Architects, Honolulu.





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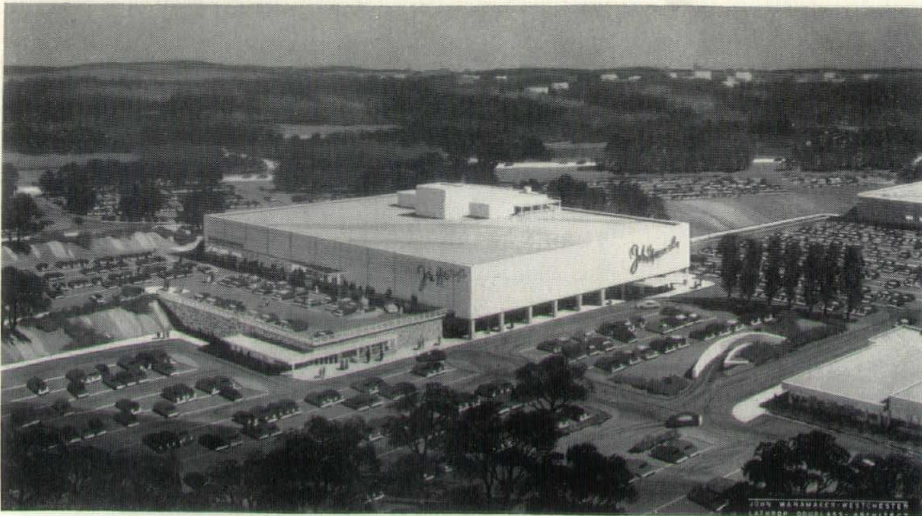
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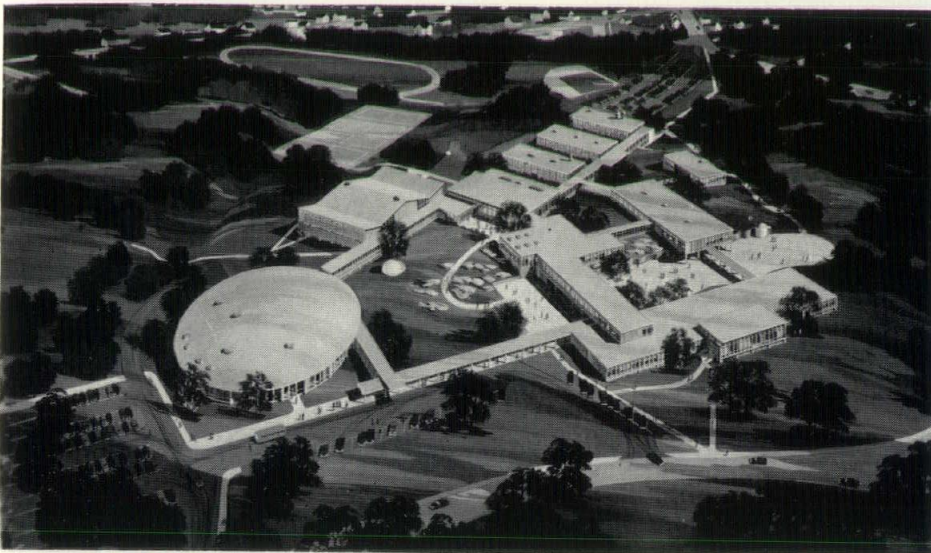
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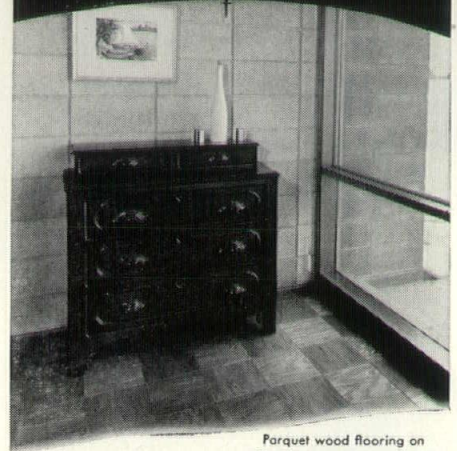
"University-plan" High School for Newport, Rhode Island; Kelly & Gruzen, Architects, of New York and Boston. The ten separate buildings are to be connected by covered walks.



Uris Brothers Office Building, Park Avenue at 50th Street, New York City. Colgate-Palmolive-Peet Company will be the principal tenant. Emory Roth & Sons, Architects, New York City.

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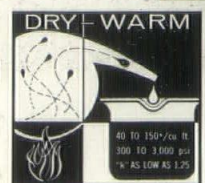
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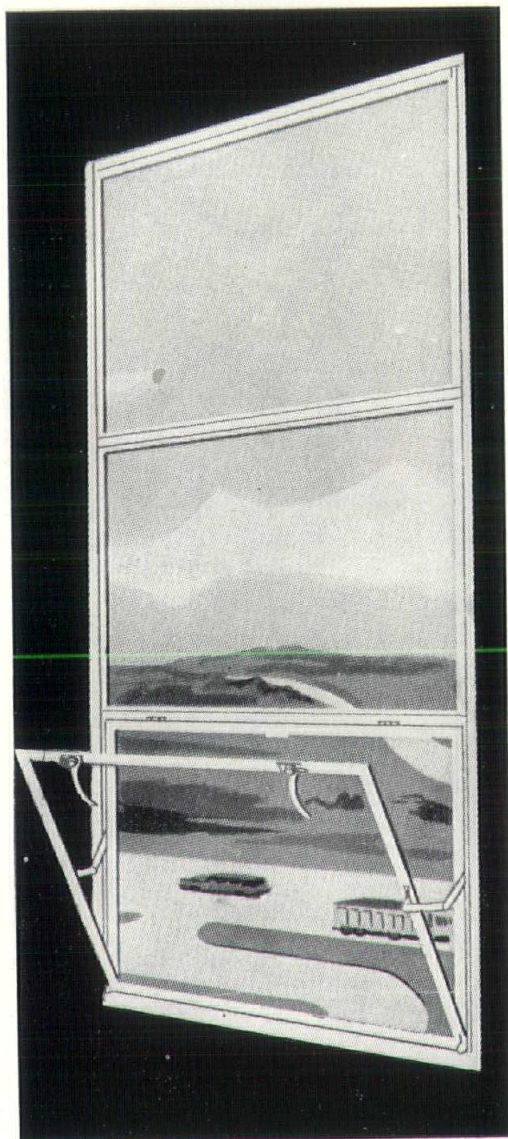
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# Curtain Wall Specifications

By Ben John Small, A.I.A.  
Before MSA 1956 Convention

Three years and four days ago I was privileged to stand before your august body and make sounds like an expert—you know, a guy who avoids the small errors as he sweeps on to the grand fallacy. At that time, among the pearls of wisdom that rolled from this podium, I made reference to a multi-million dollar air base my office designed. Since we are discussing curtain walls today, my remarks could very well be in the nature of a progress report. For the benefit of those who were not in attendance at the 1953 meeting, may I again bring up the air base job, only because it represents an extreme condition from which lessons may be learned in terms of structures here in the states.

Back in January of 1951 my partner came panting into my room bursting with the intelligence that we were just commissioned to design Thule Air Base in Greenland, 900 miles from the North Pole, and the lowest temperature there was minus fifty and the highest plus fifty and I had darn well get busy and produce a performance specification for some 8 million square feet of prefabricated floor, wall and roof panels.

When Herb Johnson of Alcoa told me about today's program I immediately excavated from my files some papers I penned in 1951 pertaining to prefabricated panel performance. Now, I want you to know that these files of mine are quite unique. As a specification writer I would be wholly sterile without them. It took me twenty-five years to develop them to a point where the problem has to be on the order of an intercontinental ballistic missile to stump me. This kind of talk may appear to you as somewhat immodest but I am deliberately exposing my inner soul to give you a clinical view of one man's technological tantrum.

In my files you will find precious material on how to write a convincing sounding performance specification without really knowing what you are talking about, how to get the most out of grandfather clauses, weasel words for every occasion, a package of re-treaded punctuation marks, a nice assortment of guarantee clauses guaranteed to impress lay juries in court, 10 tips to hard-pressed contractors on how to create extras, 11 tips to hard-pressed architects on how to wiggle out of them, for those who claim that there's nothing to writing specifications a years supply of old envelopes upon which to write on the back of, and a do-it-yourself "or approved equal" kit.

Finally I came to the file marked "Prefab Panels". I hardly know where to begin in describing the contents of this folder. It was not exactly a shining example of orderliness as befits a man of formal training. I found a collection of notes written on the backs of old envelopes snatched from that other file and written mostly while attending panel discussions.

I would guess that the most effective way of boring you would be to recite some of the tips, self-warnings and yearn-

ings for the perfect panel which we needed so desperately to create rapid enclosure within the frighteningly short Greenland summer construction period. Remember this was in 1951 and to prove to you how brilliant we were, note how many of these groping considerations are applicable today. End of commercial.

I must apologize because these diary-like notes have never been edited—some of them ain't even in good English. Nevertheless here they are in their naked splendor.

Item Thank goodness the Greenlandic Eskimos don't have a building code, although I'd love to turn to something for guidance even if I had to pay 6 sealskins for it.

Item No matter what the panels are ultimately they just got to be extremely easy to install. They tell me it ain't fun to work outdoors in heavy winds and low temperatures. Better recruit U. S. workers coming from the cold states. Come to think of it the panels should have fasteners workable with heavy gloves on large hands. Since we will be having heavy gloves on large hands belonging to large workers panels better be rugged for rough handling. It's awfully hard to be tender when one's ears are brittle.

Item Since the panels are going to be virtually "slapped" in place better design the structures for less than jewel-like precision and build in more field adjustment tolerances.

Item Since we have one story structures only, maybe we ought to try stringing a series of panels together on the ground first thereby erecting larger areas quicker.

Item In case the foremen's head freezes and puts the right panel in the wrong place, better make provision for easy removability without disassembling the whole works.

Item Since some of the panels are going to be shipped up and others flown up, better think of a design that stacks well in transportation and requires minimum cubage. Maybe some panels could be collapsible to avoid shipping air from here to there. (This later turned out to be the floor panels.)

Item I wonder if the panels need to be waterproof for transit purposes, in case they are dumped in the sea by accident? Anyway, they ought to be capable of easy repair. I guess the finish could be somewhat resistant to damage and certainly no vandalism-minded character should be able to take out his bad luck on the poor defenseless panels because he was assigned to this deep freeze dungeon.

Item For speedy enclosure the panels better come from the states complete with triple glazing therein. Exterior light should be plastic, to ward off the blows of windblown gravel. Better hang the doors in them, stateside, complete with hardware. Don't forget to sheathe the door handles in plastic instead of metal for the benefit of forgetful Joe who insists on touching metal with his bare hands to see if his skin really comes off.

Item Try to keep down to a minimum panel types and sizes. We need the

standard floor, wall and roof panels, panels with complete doors and windows in them, corner panels, roof panels with prepared holes in them for penetrations by ventilators, pipes and the like and panels to receive utility connections.

Item For the smallest buildings, panels should be load-bearing both vertically and horizontally.

Item Since insulation is probably the most important part of the panel, find a vapor barrier with as nearly close to zero permeability as possible. Even God's instructions to Noah warned him about the vapor barrier. The Lord said: "Make thee an ark of gopher wood: rooms shalt thou make in the ark, and shall pitch it within and without with pitch." Wet or frozen insulation is fatal here so better wrap it in its own envelope of sheet vinyl, or something capable of sealing against vapor transmission. Check fiber glass verses rock wool for hygroscopic characteristics.

Item Should we use metal, watch out for corrosion — mostly in transit—it's pretty dry around Thule. I am told you could ignite a 2" x 4" with a single match!

Item Now our panel shapes up to be 4" thick. We need 3½" of insulation for the proper "U" value. We decide to use 3¼ lbs. density fiber glass in batt form for the walls and roofs and a 6" thick blanket for the floors.

Item One thing we have just got to watch like mad. Avoid metallic through wall conductivity. Litchfield (my partner) who just came back from Thule reports that in some of the Danish buildings roofing nails showed long icicles in the attic, as well as powdered snow which developed as a result of accumulated moisture. This has to be swept out regularly to prevent ceiling leaks during the late spring and summer thaw. Therefore, through-wall metal fastenings are out as well as attic spaces.

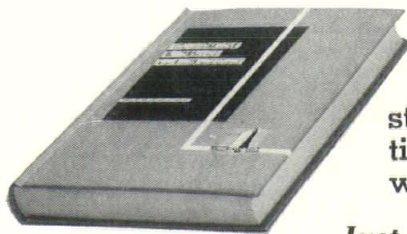
Item We don't want any screw or bolt heads showing on the exterior, or for that matter any projection since these spawn icicles some ten to twelve feet long.

Item To breathe or not to breathe is a rough question for our panels. If they breathe then the very fine powdery blow snow will penetrate through the nostrils into the deep dark panel interior and liquify under summer solar heat and then start weeping all over the place. If this happens in our roof panels we are in a mess. If our panels don't breathe and if our vaporproof insulation envelope remains unpierced then we need fear no internal diastrophism.

Item If we have anymore office discussions on the subject of joints between panels, I am going to take to the bottle with a vengeance. What a vexing problem this is! Joints prevent absolute continuity of the vapor barrier, we cannot hope for a material that will retain adhesiveness and flexibility through all our extremes of temperature; we cannot hope for perfect workmanship to obviate the inevitable caulking holidays; we know nothing of what the special problems of oxidation at low



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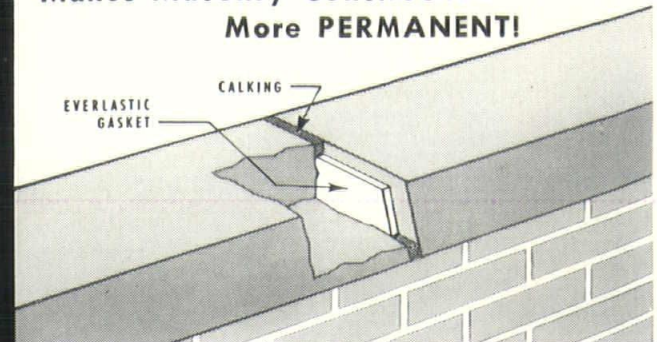
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temperatures will do to the compound; we know nothing of the deteriorating impact of the sun's actinic rays in this region; we know nothing about prolonged exposure to the relentless frigid aridity of the North on caulking compounds never heretofore compounded; laboratory tests are meaningless, and I wish I stuck to fiddle playing.

So much for the notes. I have only touched upon some of the design problems and have little time left here to recount them all. In retrospect, now, 5 years later, it can be said we were just lucky for actually there is much to be learned. Design blunders are made—look what big business caulking has become—and will continue to be made, unless there is established some sort of central repository for recorded experience, good and bad.

All of us who have employed panels in the last decade should be conscientious contributors to the repository if we are to advance this important architectural and technical renaissance. I don't agree with C. F. Kettering who said, "If you want to kill any idea in the world today, get a committee working on it."

Just as the Aluminum Window Manufacturer's Association has made important strides in promoting good window specifications on a performance basis, so can the curtain wall people through joint action by its manufacturers and architects. The Princeton Study concerning stainless steel curtain walls would make a splendid starting point insofar as design objectives are concerned. An industry wide performance specification should establish the area of interest for the curtain wall contractor with special attention given to "Work Not Included."

Let's stop here for a moment and with bowed heads acknowledge that curtain walls have come to stay. Even the Sweet's Catalog people this year have created a special category under the heading of "Curtain Walls" in Section 3. I looked up the roster of manufacturers represented and thought I had blundered into the window section. Every window manufacturer I had ever heard of, and few I hadn't are in there pitching with their "U" values waving in the breeze. Sweet's has seen fit to categorize the curtain wall craft as follows:

#### Curtain Walls—Aluminum or Bronze

Frame, glass—8 companies

Frame, window, aluminum or bronze spandrel—28 companies

Frame, window, composition spandrel—11 companies

Frame, window glass spandrel—5 companies

Frame, window marble spandrel—1 company

Frame, window, porcelain enamel spandrel—23 companies

Frame, window, steel, stainless steel spandrel—16 companies

Panel—11 companies

Curtain Walls—Asbestos—Cement Panel—1 company

Curtain Walls—Marble spandrels and panels—any marble company

Curtain Walls—Porcelain Enamel

Panel—11 companies

Spandrels and Panels—15 companies

Curtain Walls—Steel or stainless steel

Frame, glass—1 company

Frame, window, aluminum or bronze spandrel—4 companies

Frame, window glass spandrel—1 company

Frame, window, porcelain enamel spandrel—6 companies

Frame, window, steel, stainless steel spandrel—8 companies

Panel—6 companies

Of course, many of these companies are listed in several of the aforementioned categories, but nevertheless there remains heavy representation. All would be well if only these people would get together to make less regemented confusion out of orderly chaos. Listen to this.

Manufacturers "A" says in effect he does not furnish structural steel, back-up walls, convector covers, metal stools, glazing materials (except continuous glazing bead), glazing, finish calking, wall cleaning after erection and preparation for attachment of mullion anchoring clips—this refers to punching structural steel and to installing inserts in concrete.

Manufacturer "B" excludes only structural steel supports, eave flashings and sash girt flashings.

Manufacturer "C" excludes only structural steel supports and all field painting.

Manufacturer "D" suggests to the specifier three choices as follows:

"All fastening materials shall be (1) furnished and installed by this contractor, (2) furnished by framing manufacturer and installed by this contractor, (3) furnished and installed by the framing manufacturer."

Manufacturer "E" includes calking and gasketing material and so on. See what I mean?

In the view of one prominent New York General Contractor, he thinks the architect should not tie the hands of the General Contractor with respect to "who does what." If the General Contractor wishes to father a joint venture between a cross-eyed window sub-contractor and a ravishing beauty of a panel subcontractor in the interest of job economy he should be permitted to do this, since to do otherwise would be obviously inconsistent with the cardinal principle of the performance specification.

A good performance specification for curtain walls would cover, among other factors, such things as Callender included in the Princeton Study namely, durability, size, thickness, weight, insulation factor, fire resistance rating, wind resistance, weatherproof and vaporproof requirements, internal ventilation and drainage, expansion and contraction provisions, removability, sound transmission, sound deadening against rain and wind, erection criteria, anchorage characteristics, handleability, shipping characteristics, fabrication requirements, appearance restrictions, maintenance data, and so on.

I am quite mindful of Mark Twain's admonition "Nothing so needs reforming as other peoples habits" but I do hope sincerely that labor jurisdictional disputes regarding curtain walls do not become a hindering factor in the days to come. For every new type of prefabricated wall panel that appears on the architectural scene a new type of hassle is sure to shadow it.

Take for instance an innocent little plywood panel faced with light-gage aluminum. I know of an instance where the iron workers claimed it because the panel was to be set in metal window frames, but since the panel had a wood core and facings were of light-gage metal the carpenters protested only to have the whole shebang settled by the calkers who installed it on the grounds that the panels were required to be set in calking. It is a good thing the panels did not have one face of porcelain for the glazers would have been heard from, since porcelain is glass.

A short while ago I told a leading curtain wall manufacturer about our meeting today and asked him to say something brilliant on the subject. Before one could say "whoinhell designed that panel" he gushed forth with the paraphrased following:

"Here we are about the oldest established curtain wall makers and suddenly we find ourselves competing with jokers who buy a window here and a panel there and get someone else to do the erection and off they go dividing responsibility all over the lot and stigmatizing our trade as a bunch of opportunists. First thing you know architects will throw us out as they have other trades where difficulties had become unbearable. No legitimate curtain wall manufacturer should permit any erection gang to put up his stuff other than the manufacturer's own trained crews. For true economy the curtain wall assembly must be fabricated in its entirety in the manufacturer's plant. Architects should become increasingly aware of the fact that the biggest bugaboo in curtain wall construction is leaks first, then for the erection crews problems of proper alignment, then proper allowances for field tolerances to accommodate the inevitable construction inaccuracies and then a thorough recognition that buildings are not static and therefore require ample provision for expansion and contraction in all directions."

In my office on a recent large curtain wall project we called in two reputable manufacturers, made sure we were talking to their technical "low pressure" people and squeezed their best advice out of them. We think it well to talk to more than one manufacturer just to double check several approaches to a given problem. On our public and private work our specifications stress performance objectives not unlike the approach we take in waterproofing specifications. We all know it is foolhardy to specify each and every grunt in a waterproofing system and then blithely require the Contractor to furnish a guarantee.

When the shop drawings for our curtain wall system come in these are viewed with excitement paralleling a ship launching. We study these to see what is being offered and how well they comply with the requirements of the Contract Documents. The sample examination stage is important too. We usually take the assembly apart and perform an autopsy that would make a medical examiner beam.

Gosh, do we take ourselves seriously at this point. The background of the proposed curtain wall subcontractor is also examined with great care. In the main we exercise more than reasonable care from birth to "in situ" of the curtain walls for if we don't on this increasing complex phase of practice it could be curtains for us.





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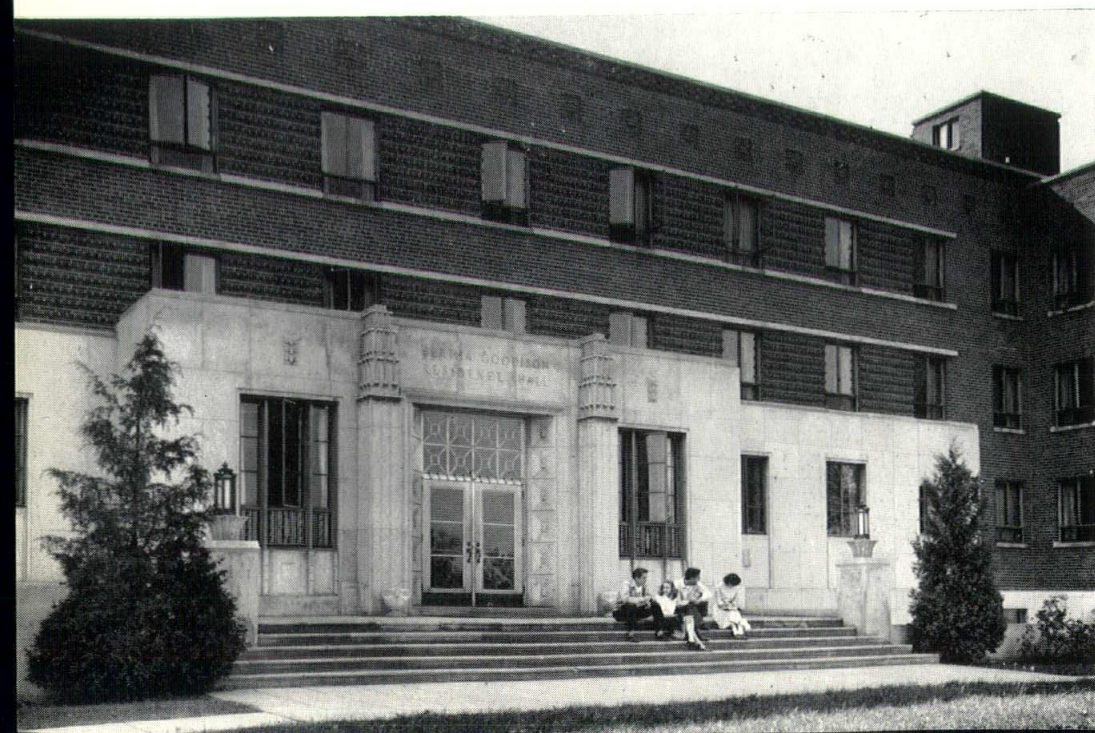
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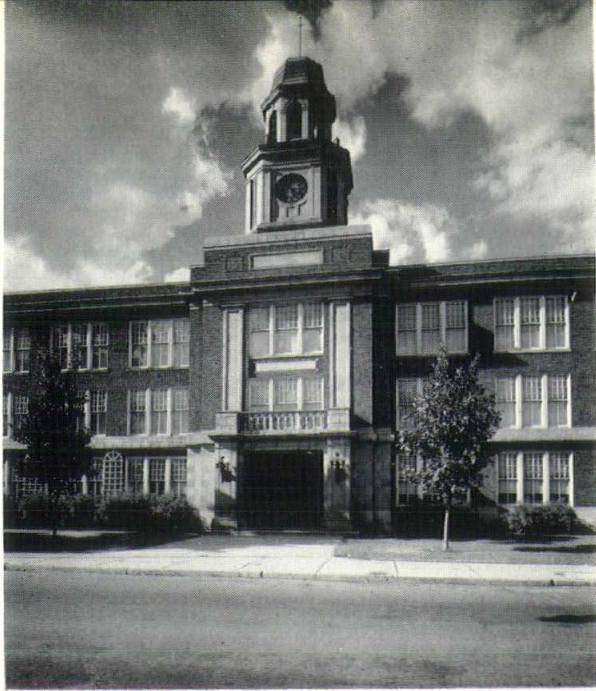
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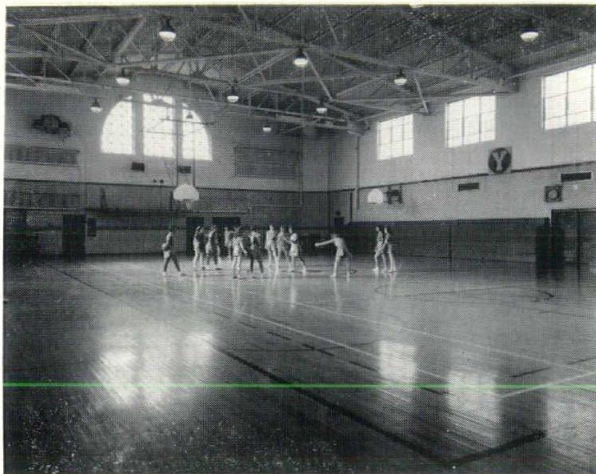
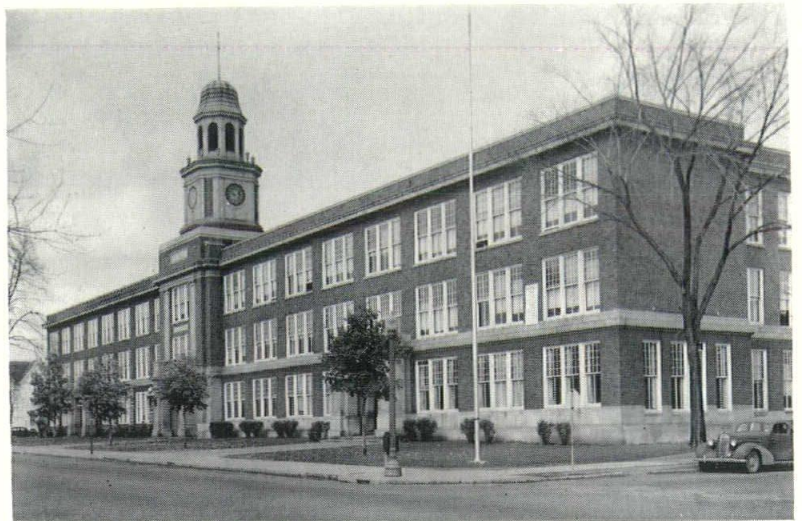
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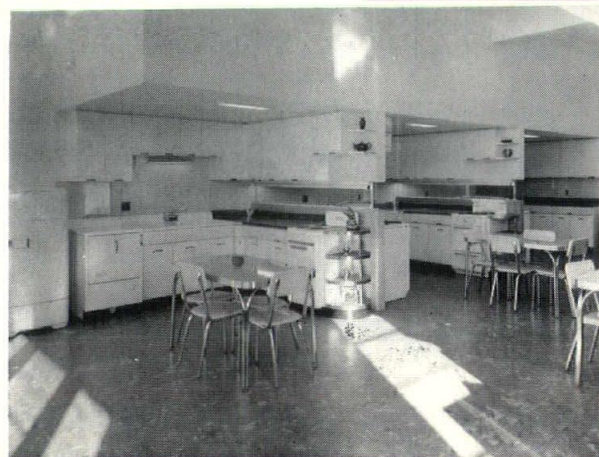
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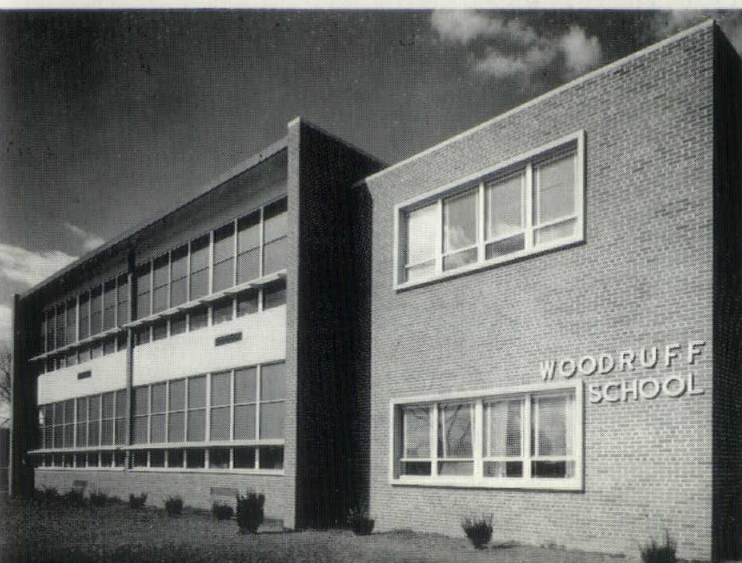
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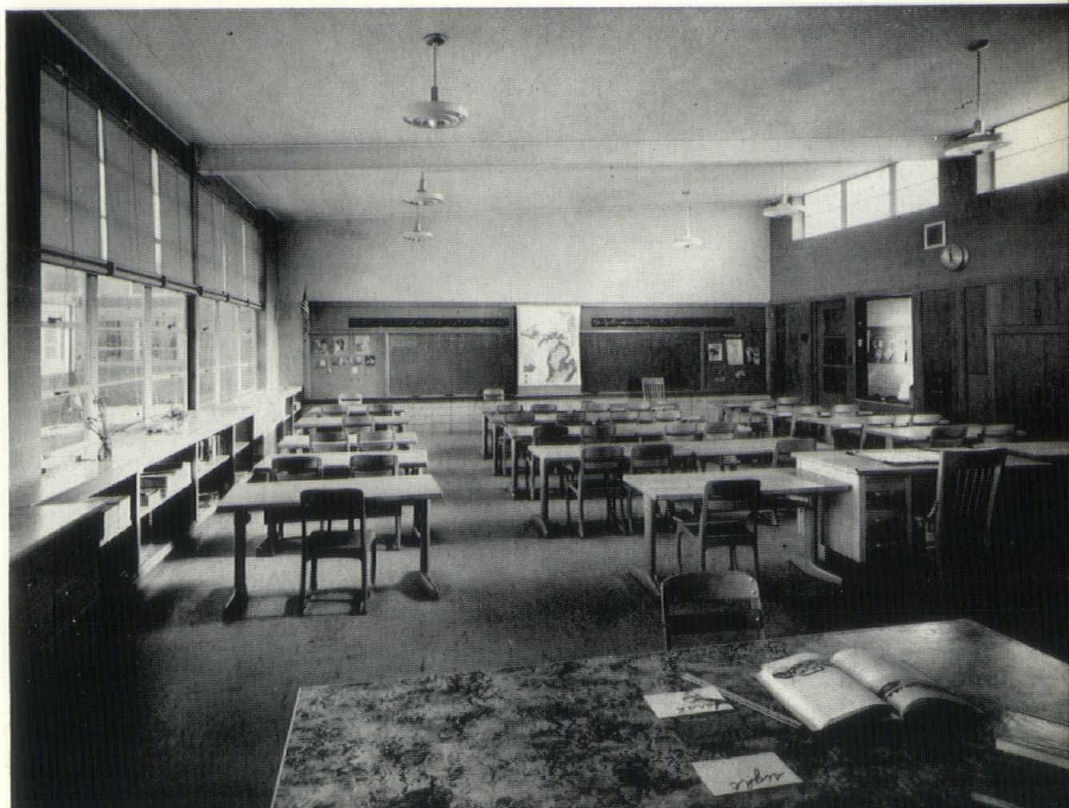
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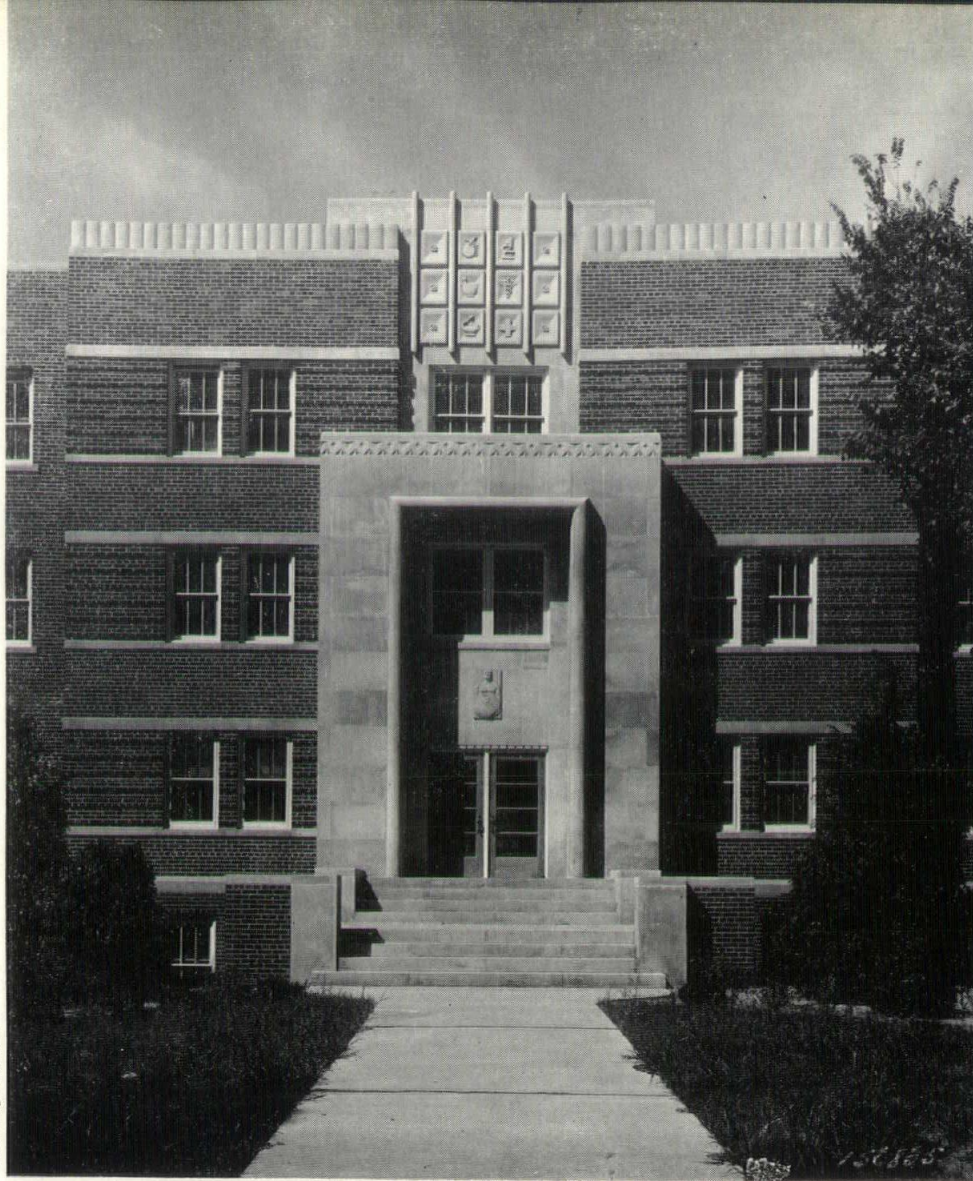


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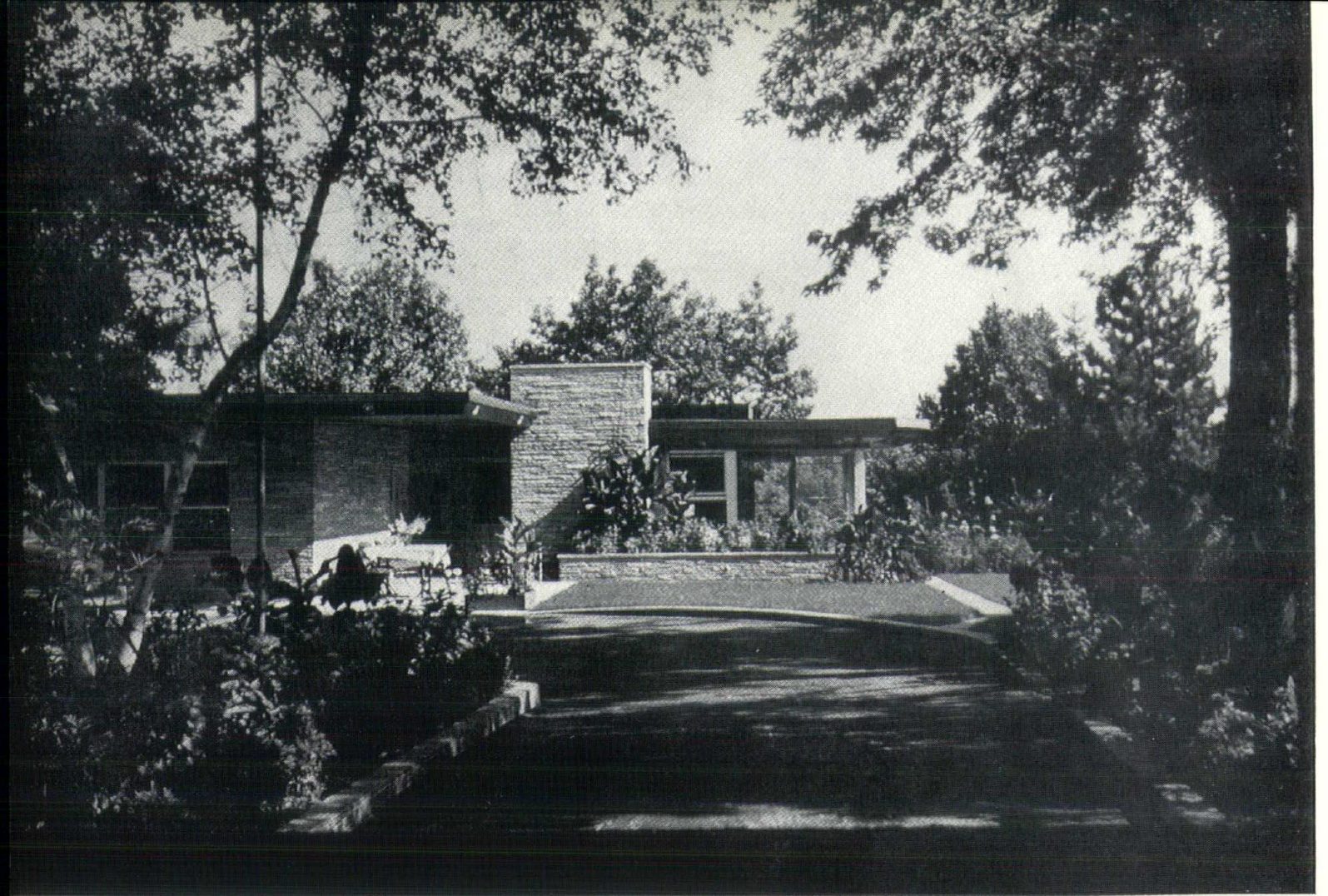
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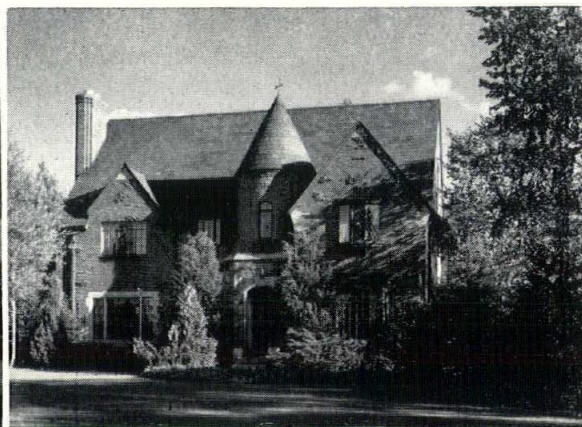
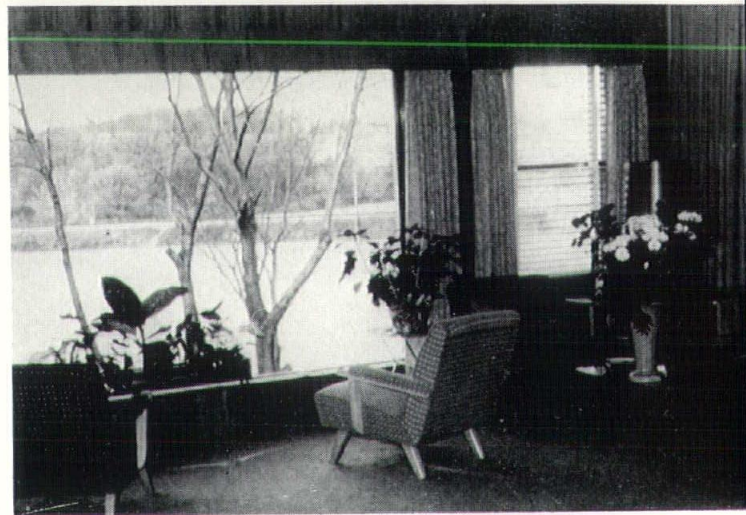
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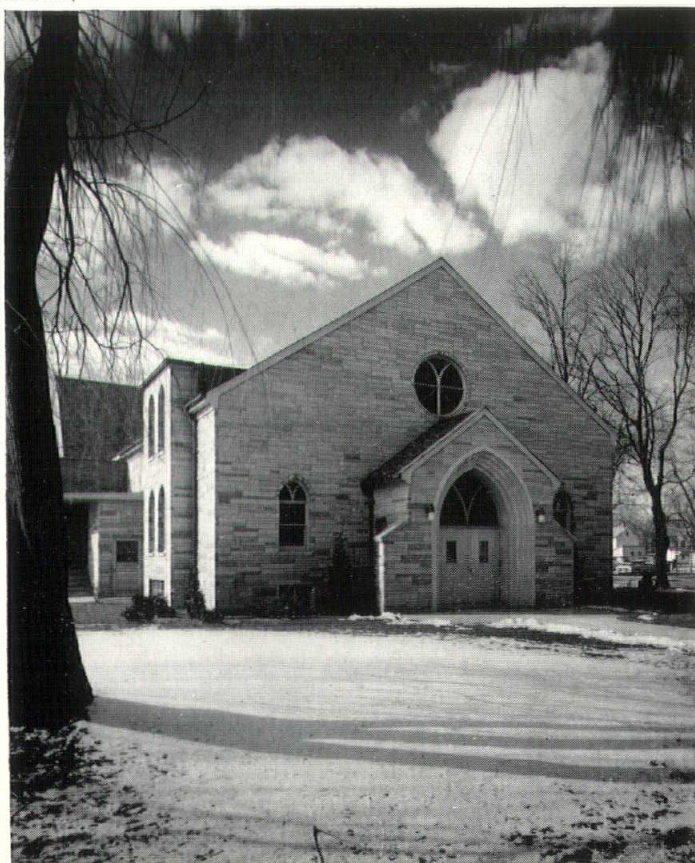
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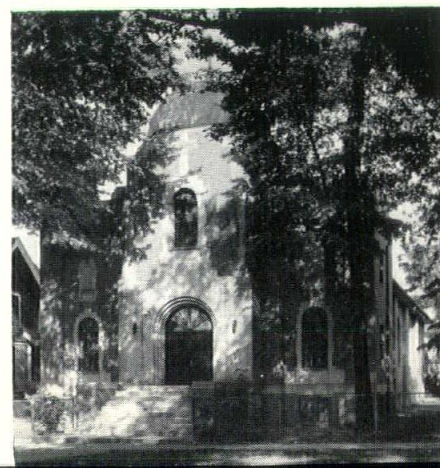
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# AIA

## CONVENTION

Los Angeles, May 15-18

Seminars on architecture for safety, integration of the arts with architecture and better design for homes will be features of the 88th Annual Convention of The American Institute of Architects to be held in Los Angeles, California, May 15-18. All relate closely to the overall Convention theme "Architecture for the Good Life."

On May 15, participants on the safety seminar will discuss the protection of lives and property against such hazards as hurricanes, fire, flood and earthquake, through planning and the incorporation of proper safeguards in the basic design of homes, schools and other buildings.

Panel members include the chairman of the AIA Committee on Hurricane Resistance, Clinton Gamble of Ft. Lauderdale, Florida; the chairman of the AIA Committee on Human Safety, John C. Thornton of Detroit, Michigan; AIA Regional Director Austin W. Mather of Bridgeport, Connecticut; and Ulysses Floyd Rible of Los Angeles. Cornelius M. Deasy of Los Angeles will serve as moderator.

Participants in a panel discussion, May 16, on aesthetic satisfaction through collaborative design include architect John Knox Shear of New York, editor of the *Architectural Record*; Joseph L. Young, muralist, president of the Southern California Chapter of Artists Equity Association; Garrett Eckbo, landscape architect, and Millard Sheets, painter, both of Los Angeles. John S. Detlie, past president of the Washington State Chapter of AIA and the Seattle Arts Council, will describe the council's program of collaborative action. Moderator will be Dean Sidney Little of the University of Oregon's school of architecture and applied art.

The third seminar, scheduled for May 17, will take up the architects' big new challenge—better design for a million new homes each year. Among those appearing on the panel will be the chairman of the AIA Committee on the Home Building Industry, L. Morgan Yost of Chicago, Illinois; a member of Yost's committee, A. Quincy Jones of Los Angeles; Pierrepont Prentice of New York, editor of *House & Home* magazine; Proctor Mellquist, editor of *Sunset* magazine; and Mary Hamman of New York, *Modern Living* editor of *Life* magazine. Moderator will be AIA President Cummings.

The convention will, for the first time, be covered in part by television.

NBC-TV's "Home" and "Today" programs will be devoted to portions of the convention, it is announced by Ted Rogers, producer of the two programs. He explains:

"In line with continuing interest in the

home-building industry by the American family of today, the programs will endeavor to present the designs for homes which are winners in the A.I.A. Homes for Better Living Awards.

"We also hope to present the story of family living in these pace-setting homes, and tell how their lives have been improved through better architecture."

In addition to the three major seminars several AIA national committees are holding round table discussions. A member of the Committee on the Preservation of Historic Buildings, Lutha Maria Riggs of Santa Barbara will act as moderator for a round table that will include talks on Early Southern California Architecture by Henry T. Withey of Los Angeles, and on Progress' Dilemma by Paul Thiry of Seattle.

John Lyon Reid of San Francisco will conduct the round table on school building trends. His speakers will be the Washington State Superintendent of Public Instruction, Mrs. Pearl Wanamaker of Seattle whose subject will be Changing Education; and Dr. Charles Bursch, an educational consultant from Sacramento who will speak on Regulation without Standards.

Walter R. Hagedohm will moderate a round table on architectural specifications. Participants include F. Bourn Hayne, Construction Specification Institute editor; Peter Vogel, chairman, Education Committee of the Southern California Chapter of CSI; Norman Hunter, National Director, CSI; Albert E. Barnes of the San Francisco Chapter of CSI; and the president of CSI, Joseph A. McGinniss.

Round tables also are being planned by the AIA Committees on Education and Office Practice. Institute secretary Edward L. Wilson of Ft. Worth, Texas, will conduct a discussion about the role of the state organization in the Institute.

In addition the Southern California Chapter is planning a series of seminar tours in the Los Angeles area, visiting schools, tract housing, churches, hospitals.

Clarence S. Stein of New York will be the principal speaker at the banquet of The American Institute of Architects held in connection with the organization's 88th Annual Convention in Los Angeles, May 15-18. Stein, a distinguished architect and planner, has been selected to receive the Institute's highest professional honor this year—the Gold Medal.

John E. Burchard, Dean of Massachusetts Institute of Technology's School of Humanities and Social Studies, will make the keynote address on the convention theme "Architecture for the Good Life" at the opening session on May 15.

At luncheon on the opening day Mayor Norris Poulson of Los Angeles will welcome the visiting architects, and the retiring president, George Bain Cummings of Binghamton, New York, will report on the state of the Institute.

During the morning session on Wednesday, May 16, Justin Herman of San Francisco, who is the Housing and Home Finance Agency's regional administrator, will speak on government housing programs. The Mexican architect and planner, Carlos Contreras, will give the final convention address at the closing session on May 18.

The convention talks will be keyed to the convention theme. In addition, three major seminars and a number of round-table discussions relating to "Architecture for the Good Life" are scheduled throughout the convention program. All sessions will be held at the Biltmore Hotel, the AIA convention headquarters.

Thomas S. Holden, vice-chairman of F. W. Dodge Corporation, of New York, has been elected to Honorary Membership in The Institute. Others so honored this year are Brigadier General Thomas North of Washington, D. C., secretary of the American Battle Monuments Commission; Leon Zach, Washington, D. C., president of the American Society of Landscape Architects; and John F. Lewis, Jr., Philadelphia, a civic and cultural leader in his community who is president of the Pennsylvania Academy of the Fine Arts.

Mr. Holden has been associated with F. W. Dodge Corporation, leading publishers of construction and architectural information, since 1919. He is past president of the organization whose far-flung publications and services include Dodge Reports, Sweet's Catalog, *Architectural Record*, *Real Estate Record & Builders' Guide*, Dodge Statistical Research Service, Chicago Construction News, The Daily Journal (Denver), the Daily Pacific Builder (San Francisco), Dodge books and bulletins.

Brigadier General Thomas North has been secretary and executive officer of the American Battle Monuments Commission since 1946. The commission is responsible for execution of designs by sixteen architects and their associated artists for World War II military cemeteries and memorials. Previously he served as assistant to the Executive Officer on construction of World War I chapels and monuments.

Landscape architect Leon Zach has been the principal adviser to the Department of the Army on selection of sites, master planning, and mobilization planning of Army installations throughout the world since 1941. His present title is chief, Planning Branch, Engineering Division, Military Construction, in office of the Chief of Engineers.

John F. Lewis, Jr., a Philadelphia lawyer, has a distinguished record of civic and cultural activities in his native city. He is president of the Pennsylvania Academy of the Fine Arts, the Union Library Catalogue, and past president of the Philadelphia Art Alliance and the American Academy of Music.

Honorary Fellowships are to be given to Jean Maunoury, Chartres, France, architect for the Chartres Cathedral; Gustavo Wallis, Caracas, Venezuela, past president of the IX Pan American Congress; Ernesto N. Rogers, Milan, Italy, architect and editor; and Edmundo G. Lucero, president of the Philippine Institute of Architects.





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# Detroit Chapter's Next Meeting

Ernesto Rogers, architect and editor, of Milan, Italy, will be the speaker at a dinner meeting of the Detroit Chapter, American Institute of Architects at the Michigan Union in Ann Arbor, May 24.

This will be the Chapter's annual joint meeting with members of its three student branch chapters — at the University of Michigan, University of Detroit and Lawrence Institute of Technology. The Chapter will award its annual scholarships to outstanding students in the three branches, and the schools will also make awards of their own. The school awards will be presented by the heads of the three schools — Wells I. Bennett, of the U. of M.; L. Robert Blakeslee, of the U. of D., and Earl W. Pellerin, of L. I. T.

Rogers will be made an honorary fellow in The American Institute of Architects at its 88th annual convention in Los Angeles May 15-18. In addition to practicing archi-

ture, he has been a visiting lecturer at the University of London, Harvard University and in Argentina. His firm has taken a vigorous stand against the rigid academic position prevalent in Europe, and its influence has become a symbol of the independent development of new ideas in architecture.

At present the Rogers firm is planning a large skyscraper in Milan for offices and apartments, and an art gallery for Peggy Guggenheim in the Palace of the Lions on the Grand Canal in Venice. Last year it completed the Olivetti showroom in New York City.

As editor of the magazine *Casabella*, Mr. Rogers has made it the standard-bearer of the modern movement. To the masthead he has added the word "continuità," which expresses his position as a critic in a long tradition of thought, recognizing the basic principles of design without copying superficial mannerisms.

# Detroit Chapter Meeting Report

Detroit Chapter, A.I.A. held one of its largest and most valuable meetings at Dearborn Inn on April 18, when The Detroit Edison Company was host to some 160 Chapter members plus a number of key personnel from its own organization.

The meeting began when Chapter members boarded buses at the Inn for a visit to the Company's new River Rouge Power Plant, and this was followed by a cocktail party and viewing of the Company's exhibits at the Inn, dinner and a program on the future of electrical uses.

Chapter President Suren Pilafian opened the meeting and thanked the Edison Company for its fine cooperation. Mr. Lee E. Tayler was master of ceremonies and also one of the speakers. Other speakers were Edwin O. George, Manager of Sales; George B. Catlin, Senior Industrial Sales Manager; E. J. Hurley, Director of Residential Sales, and Frank North, Sales Promotion Supervisor.

Subjects covered were "How We Are Organized to Help You," "The Future in the Industrial Outlook," "The Future in the Residential Field," "The Future of Commercial Electric Uses," and a Summary by Mr. North. Chapter Vice President Gerald G. Diehl responded on behalf of the Chapter, saying that the program had been most interesting and instructive.

An announcement of interest was that our member Charles D. Hannan, who was present, had done paintings in the coffee shop at the Inn, as well as the etchings in the lobby, and the design of the dinner ware.

The Chapter Board met during the afternoon and transacted considerable business, since the March meeting had been omitted because of joining with the Michigan Society of Architects in its 42nd annual convention.

Emil Lorch, F.A.I.A. was reappointed as the Chapter's Chairman of its Committee on the Preservation of Historic Buildings. Professor Lorch has rendered a service to the Chapter and the Institute that is not surpassed any where in the country.

Proposed changes to the Michigan Society of Architects by-laws providing for its sustaining membership were approved.

Earl G. Meyer will represent President Pilafian at the Chapter Affairs meeting at the A.I.A. Convention in Los Angeles May 15-18.

Elected to associate membership in the Chapter were:

Robert J. Baughman, Walter M. Braun, Richard J. Deibele, Donald P. Gustafson, Ervin Hartge, Jacqueline M. Joseph, Ervin E. Kamp, Avner Naggat, James B. Shane, Albert Unger and Vaino M. Wiitala.

DETROIT CHAPTER, A.I.A. has accredited 19 delegates to the Institute's 88th annual convention to be held in Los Angeles, Calif. May 15-18, 1956. The Chapter is entitled to 21 delegates, and other members planning to attend the convention are invited to serve as delegates.

Those accredited so far are:

Henry J. Abrams, Frank Barcus, L. Robert Blakeslee, George F. Diehl, Clair W. Ditchy, Lynn W. Fry, Talmage C. Hughes, Norman Levey, Earl G. Meyer, Edmund E. Primeau, Louis G. Redstone, J. Leonard Rush, Bruce H. Smith, Eberle M. Smith, Clair A. Stuchell, John C. Thornton, Frank H. Wright, Robert F. Hastings and Minora Yamasaki.

LYALL H. ASKEW, A.I.A., secretary of the Detroit Chapter, American Institute of Architects, announces the election to membership in the Institute and assignment to the Detroit Chapter of:

E. Altan Baltas, of Ann Arbor; Roger T. Johnson, George K. Matsuda, Richard G. Millman and Adolph H. Roessling, all of Birmingham; Melvin Reiter, of Bloomfield Hills; Tivadar Balogh, Arthur F. Bassett, Donald W. Date and Nathan Johnson, all of Detroit; Glenn W. Schneider, of Franklin; Jack Lee Hardy, of St. Clair Shores, and Andrew J. Smith, of Tecumseh.



# Zug Island Adventure

by Frank A. Barcus A.I.A.

Yes I was excited, and small wonder. Here was an opportunity to get away from the T-square and pay a visit to one of the world's largest steam-electric generating stations.

As Ted Seemeyer pulled up in his blue horse-powered chariot to pick me up I strapped on my goggles, climbed in and almost burst with impatience. I didn't want to be late. It seemed like we had only gone a dozen miles when I realized that I had forgotten my powerhouse attire so I waved for a left turn and ran back for my smock and Windsor tie. Arriving at the Dearborn Inn, we were photographed right and left, name-plated and registered for the coming adventure. Right on schedule, we were taken away on three 37-passenger Greyhounds for a trek to the southern area of the Zug Island region. Ah—all thought you-all's would like to hear the details.

Zug Island! I rolled the rich syllables over on my tongue and thoroughly drank in the tenebrose beauty of the scene before me. The atramentous smoke of the steel mills and chemical plants draped over the barren landscape. The picturesque belching smoke stacks were clearly defined as through a forest in the hazy atmosphere. Gad! It was beautiful.

The weather is always capricious in Michigan's Southeast corner and although it was mid-April the air was positively raw. We were segmented into groups of six under the wing of an experienced Edison supervisor who was always ready to expound his story of plant operation. Our group was favored with an energetic camera fan from Edison who was out to capture the world's record for the mostest number of Verichrome rolls to be shot at one session. It was really a novel idea. I managed without any difficulty to get into many pix although I was hardly vain enough to believe this photographic spree had anything to do with my visit.

The great size of this Edison River Rouge Power Plant is just unbelievable. It must be experienced. While only one unit is finished, it will be, when finally completed, the most modern and the biggest steam-electric power plant in the world. Just want to emphasize the fact that one of the units, the number three turbine-generator, will develop 400,000 horsepower. I believe that is the way they say it. This will make it the biggest machine of its kind in the world.

Consistent with the size of the plant is the size of the coal pile—it looks like the Alps at midnight—1,800,000 tons—just 110 day's supply. This, of course, is just half the winter consumption plus about 60 days reserve. This coal is brought to the plant during the navigation season by the long ships of from 5,000 to 10,000 tons capacity. The remainder of the winter supply is delivered by rail.

Coal handling is by rubber-belt conveyor system, two-thirds of a mile long, moving from dock to storage, to the breaker house at a rate of 2200 tons per hour.

Each boiler has six 20-tons-per-hour coal crushers. The coal is ground to talcum-powder consistency—fine enough to go through a screen that would hold water.

The framework of the plant's superstructure contains 14,000 tons of structural steel. Outer walls are insulated aluminum paneling on the exterior—you really should see this—and galvanized steel on the interior—no masonry.

Six stacks—one to each unit—will discharge the gases to atmosphere, 425 feet above grade, at a velocity of 120 fps. The steel stacks are conical, gunite-lined, 30 feet OD at the bottom and 12 and a half feet OD at the top,—98 percent collection efficiency too.

This new Rouge plant began producing electricity Feb. 20, 1956, two years after ground-breaking. The big machine was turned on and brought up to operating speed by Chas. T. Fisher, Jr., of Edison's board of directors. The first generator—260,000 KW—produces enough electrical energy to take care of the entire light and power needs of 400,000 people. This additional power goes into a pool fed by all six of Detroit Edison's plants—Trenton Channel, Delray, Conners Creek, St. Clair, and Marysville, plus the new Rouge station. Total KW to date — 3,800,000.

Such are some of the facts, gleaned at random, listening to a smart guide through the hum of all that KW being manufactured. If I were an electrical engineer I would really pile it on technically all about the cycle arrangements, turbines, transformers, condensers—uses one percent of the water in the Detroit River—boilers, burners, and balanced draft units—you just have to hang on to your hat—excitation, auxiliaries, switching stations and the centralized controls—I thought I was in the control room of the Queen Mary.

Leaving the Rouge plant two hours later, our Greyhound pilot lost his way through the unfamiliar maze of the downriver roads but by well-advised detours we arrived happy and wiser at Dearborn Inn. I felt sorry for all the board members who missed out on a memorable trip.

Soon we were back in the General Dearborn Room exchanging gay banter over mellow Manhattans, laughing as we dipped fastidious fingers in delicious Mushroom Thermador. Before long, 154 architects, along with 36 Edisonites, were on the verge of reeling and shouting greetings to all the old timers.

I washed sparsely, curled my mustache with a heated hairpin, fixed my smock and tie and rejoined the gay colleagues making a beeline for the Alexander Ballroom. After a copious dinner, Mr. Lee E. Tayler, master of ceremonies, introduced the speakers: Edwin O. George, Edison's Manager of Sales; George B. Catlin, Sr., Industrial Sales Manager; E. J. Hurley, Director of Residential Sales; and Frank North, Supervisor of Sales Promotion,—who kept the audience on their toes with some amazing predictions of things to come.





PICTORIAL STORY OF DETROIT CHAPTER, A.I.A. - DETROIT EDISON CO. MEETING  
DEARBORN INN AND RIVER ROUGE POWER PLANT, APRIL 18, 1956

Top row, left picture: Frank North & John Blair at Registration Desk

Bottom row, left picture: Lee E. Tayler pointing to exhibit; right picture: Edwin O. George at podium



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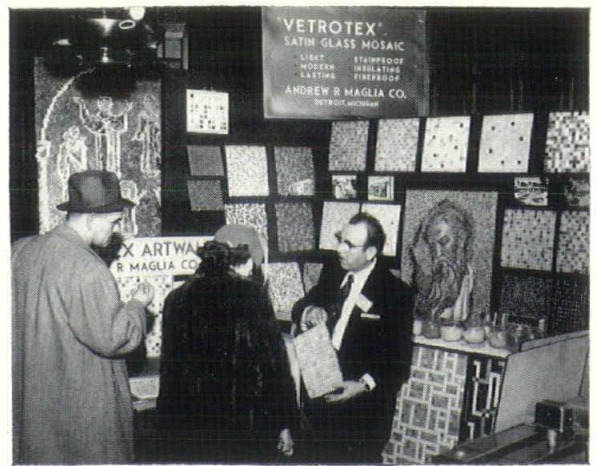
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Mrs. LaVern James Nelsen

Quintet of early arrivals at "Pretty Party" Tea given by the Women's Architectural League of Detroit on April 18th in the Women's City Club, Detroit

## Women's Architectural League Tea

It was one of the most beautifully appointed teas of the season.

The tea table, covered with a Venetian lace cloth, was centered with a striking floral bouquet of lavender and golden hued flowers, flanked on both sides by crystal candelabra with white, lighted tapers, surrounding which were huge circular silver trays filled with delicious canapes, sandwiches and cakes, and at each end of the table was a gleaming silver tea and coffee service.

Mrs. Henry James Keough, Mrs. Joseph William Leinweber, Mrs. Frederick Gordon Stickel and Mrs. David Hampson Williams, Jr. poured during the afternoon.

As a delightful surprise each guest was given an exquisite package of rare, imported French perfume.

Mrs. William Henry Odell and her committee should be given credit for a most successful "Pretty Party" tea.



Mrs. Suren Pilafian



Mrs. James Barr Morison

All Photos by William E. Bradley





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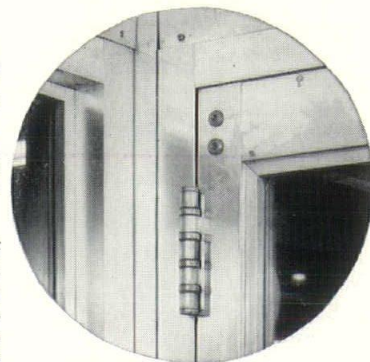
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## Happy Landing Dinner Dance

The Women's Architectural League of Detroit will give its second annual dinner dance on Friday evening, June 1st at the Women's City Club, Detroit.

Because so many of the members are planning on European travel this summer it was felt quite appropriate to utilize that motif for the party and to bid each other "bon voyage" until next fall.

Mrs. Frederick Gordon Stickel, general chairman of the dinner dance, is being assisted on her committee by Mrs. Edwin F. Noth, program chairman, and Mrs. Allan G. Agree, Mrs. L. Robert Blakeslee, Mrs. Frederick W. Fuger, Mrs. Joseph W. Leinweber, Mrs. Amedeo Leone, Mrs. James B. Morison and Mrs. Karl O. Van Leuven, Jr.

Cocktails will be served at 6 o'clock in the auditorium of the Club which will be transformed into a bower of continental gaiety and carnival with huge travel posters masking the walls and other travel accoutrements reminiscent of the sidewalk cafes of Paris and the quay at Monaco.

Dinner will be served at 7 o'clock in the

main dining room at long tables reserved for the guests. To add to the gala festivities there will be favors for both men and women.

Following the dinner there will be a TWA color travelogue to Europe—a Mary Gordon film which will have its premier showing at this occasion. There will also be a model demonstration on how to pack your luggage most efficiently when going abroad.

Dancing in the auditorium ballroom will be from 9 until 11:30 o'clock with music furnished by a well known orchestra.

The hostess committee for the Happy Landing dinner dance includes Mrs. Hurlless E. Bankes, Mrs. Eugene T. Cleland, Mrs. Ernest J. Dellar, new president of the League; Mrs. Joseph N. French, Mrs. Werner Guenther, Mrs. Maurice E. Hammond, Mrs. Jean Hebrard, Mrs. Henry J. Keough, Mrs. Russel H. Lee, Mrs. Alfred H. Mitschke, Mrs. Ralph W. Hammett, Mrs. Talmage C. Hughes, Mrs. LaVern J. Nelsen and Mrs. Suren Pilafian.



Photo by William E. Bradley

Above: Chairman Mrs. Frederick Gordon Stickel wishes to remind you that June 1st is the date of the Women's Architectural League of Detroit dinner dance.

## Western Michigan Chapter

Western Michigan Chapter, A.I.A. met at Schuler's in Marshall, Mich., Monday evening, April 16.

Chapter President Ian C. Ironside presided and welcomed 56 members and 18 guests. He extended a special welcome to the ladies present, and thanked George Williams and Chase Black for arranging the meeting.

Announcement was made that Peter VanPutten had become a new associate and Rodger Stroop a new corporate member.

Elmer J. Manson, President of the Michigan Society of Architects, reported that the TV programs sponsored by the Society over station WKAR-TV were being well received. He reviewed the Society's plans for its public relations program, saying that as soon as the by-laws changes were approved by all concerned the Society would interview candidates for a

new Executive Director to conduct the public relations program and other activities of the Society.

President Ironside called upon Program Chairman, Howard DeWolf, who stated that programs for the Chapter's July and August meetings had not yet been determined. He suggested that there might be a picnic or banquet planned by each of the various localities within the Chapter area. C. A. OBryon pointed out that summer outings of the Chapter in the past had not been well attended. However, he expressed the belief that they could be made successful if some changes were made in such programs.

Howard called upon John Knapp, who introduced the speaker of the evening, Mr. Marshall Fredericks, distinguished sculptor of Royal Oak. John pointed out that Mr. Fredericks had been awarded The American Institute of Architects Fine Arts Medal in 1952, and that just recently he had received the Gold Medal of The Architectural League of New York, for his bas reliefs in the Beaumont Memorial Hospital in Royal Oak and in the Ford Rotunda at Dearborn.

Mr. Fredericks gave an interesting talk, illustrated with color slides of some examples of his work, and he gave an insight into the phases of their development. He invited members and guests to visit his studio. There was an interesting question-and-answer period.

## Saginaw Valley Chapter

Since the transfer of a row of counties in the lower Peninsula of Michigan from the Detroit Chapter to the Western Michigan Chapter, there are nine counties north of the Saginaw Valley Chapter area that still belong to the Detroit Chapter, though they are isolated from it.

Consequently, the Institute has been requested to assign those counties to the SV Chapter. They are Presque Isle, Montmorency, Alpena, Oscoda, Alcona, Ogemaw, Iosca, Baldwin, and Arenac. To the best of our knowledge, there is only one architect in the area, and he is Richard P. Rase-man, a member of the Detroit Chapter. He is in Harrisville, Alcona County.

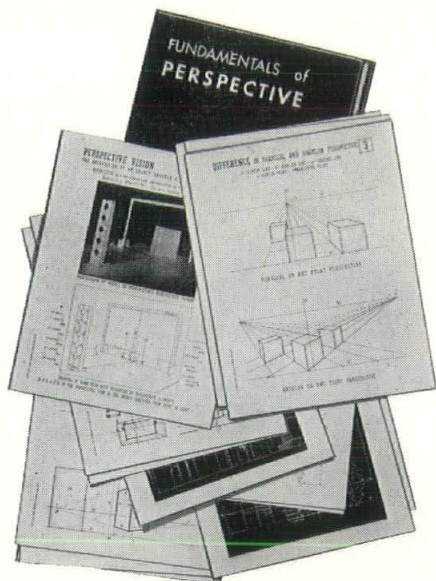
This new alignment of territory will make the chapter areas more realistic, since most members in the area transferred to Western Michigan were already members of that Chapter. Members should belong to Chapters nearest their homes.



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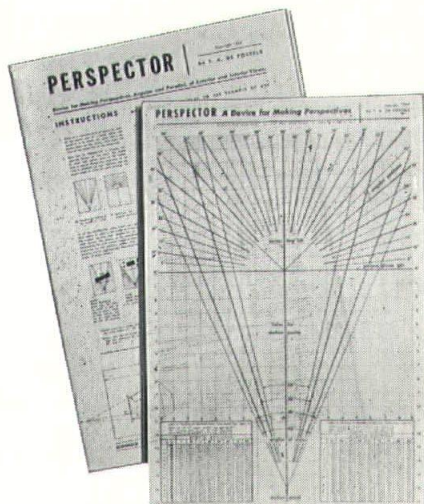


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## The MONTHLY BULLETIN

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"REPORT ON STATE CONSTRUCTION PROCEDURES" is the title of a 16-page document just issued by The American Institute of Architects.

Information contained in the booklet results from a questionnaire sent to all states, resulting in replies from all but two.

The information sought was what state agency is responsible for state construction, how architects are selected, what method of providing architectural services are used, what form of architectural contract is used, and what fee schedule is used.

In Michigan, all architectural work is done by private practitioners, rather than in a state bureau, as in the case of eight states. In Michigan, selection of architects is made by the regents of the University of Michigan for that work, by the Board of Agriculture for Michigan State University, and all other selections are made by the State's Department of Administration through its Building Division, of which Adrian N. Langius, F.A.I.A. is head.

Copies of the Report are available without charge through the office of the Detroit Chapter, A.I.A., at 120 Madison Avenue, Detroit.

ROBERT C. METCALF, A.I.A., of Ann Arbor, was the speaker in one of a series of lectures being presented at the Grosse Pointe War Memorial, on the evening of April 23. His subject was "Trends in Modern Architecture." He was introduced by Frederick G. Stickel, A.I.A., a partner in the firm of Victor Gruen Associated Architects and Engineers, Inc.

Metcalfe, a native of Nashville, Ohio, received his bachelor of architecture degree from the University of Michigan in 1950. There he was a member of Phi Kappa Phi and Tau Sigma Delta fraternities. He traveled in England, Belgium, France and Germany. He is a part-time lecturer at the College of Architecture and Design at the University of Michigan, and he practices architecture in Ann Arbor.

This year he won an Award of Merit for his own house in Ann Arbor, in the Detroit Chapter's Honor Award competition. Recently, he also won a \$500 Honorable Mention in the Porcelain Enamel Design Competition sponsored by the Ferro Corporation and conducted by Architectural Forum.

LEO A. DALY, A.I.A., of 633 Insurance Bldg., Omaha, Neb., has become a non-resident member of the Michigan Society of Architects.

Daly received his bachelor architecture degree from Catholic University, in Washington, D. C., and in 1939 he joined his father's firm as a draftsman. He was made a partner in 1941, vice president in 1948, and president in 1952. He is registered to practice architecture in 16 states and by the National Council of Architectural Registration Boards. The latter enables him to practice in any state by applying and paying the fee.

He is a member of The American Institute of Architects, its Nebraska Chapter, Society of American Military Engineers, American Association of Engineers, Nebraska Engineering Society, Exchange Club, Omaha Chapter of Commerce,

American Institute of Management, Young Presidents' Organization, Advisory Committee of the National Rivers and Harbors Congress, and Board of Directors of the U. S. National Bank, of Omaha.

JAMES B. HUGHES, A.I.A., has moved his architectural office from 1021 Hammond Bldg. to 643 in the same building.

The move was made, Hughes states, to afford more room for his expanding practice.

Hughes, a graduate of Carnegie Institute of Technology, began his own practice in 1947, following a period of employment in the offices of Albert Kahn Associates and the Saarinsens in Bloomfield Hills. He is registered to practice architecture in Pennsylvania, Ohio and Michigan.

He was general chairman of the Michigan Society of Architects 42nd annual convention committee, that planned the event here last month.

ARCHITECT JOSEPH L. CYR, A.I.A., of 4801 Williamson Avenue, Dearborn, has been granted a certificate by the National Council of Architectural Registration Boards, which qualifies him to practice architecture in any state or possession of the U. S., by applying and paying the fee.

Cyr, a 1953 graduate of the College of Architecture and Design, University of Michigan, also received his master's degree from the University's Horace H. Rackham Graduate School.

He will soon have published in *Better Homes and Gardens* his design for the Five-Star Holly Hills Farms house in Franklin, Mich.

BERJ TASHJIAN, A.I.A., announces the relocation of his architectural office at 16949 James Couzens Highway, Detroit 35. The new telephone number is UNiversity 2-2695.

A native of Massachusetts, Tashjian was educated and experienced there, including a scholarship at Harvard University. He was engaged in his own practice in Boston before coming to Detroit six years ago.

HAROLD S. ELLINGTON, President of Harley, Ellington & Day, Inc., Architects and Engineers, was the speaker at a luncheon meeting of The Engineering Society of Detroit, on April 16.

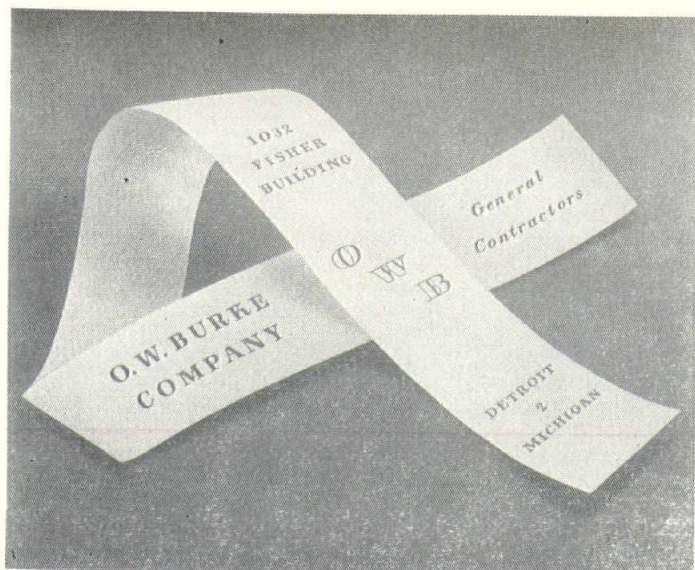
Speaking on "ESD Grows with Detroit," Ellington gave an historical account of the development, the largest of its kind in the world, now celebrating its 20th anniversary.

Ellington is one of the founders and a past president of ESD.

MR. HARLOW H. CURTICE, President of General Motors, has issued invitations to dedication ceremonies of the G. M. Tech Center on the outskirts of Detroit, May 16, for which Eero Saarinen & Associates were architects and Smith, Hinchman & Grylls, Inc., were architects and engineers.

Leaders in the professions and in business will attend the historic event, which will be carried to other meetings from coast to coast by closed-circuit TV.





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**IDEA HOUSE OF THE YEAR** student architectural competition, conducted by the Builders Association of Metropolitan Detroit for its 1957 Builders Show house has awarded four prizes and six honorable mentions.

First Prize of \$1000 went to Thomas Lam and Jack Cross, graduate students at Cranbrook Academy of Art; Second Prize of \$500 to Manuel Dumlaio, also of Cranbrook; Third Prize of \$300 to Richard V. Rochon of Lawrence Institute of Technology, and Fourth Prize to Mrs. Somthavil Urasyanandana of Cranbrook.

Honorable Mentions of \$50 each went to Hugh C. Koptur of Lawrence Institute of Technology; Louis F. Pacheco, Peter S. Staughton, Victor Tiotuyco, Lert Urasyanandana and George Zonars, all of Cranbrook.

**SMITH, HINCHMAN AND GRYLLS, INC.**, Architects and Engineers, announces the appointment of Russell F. Stem as head of its mechanical engineering department and Jay P. Kurtz as assistant.

Stem, 36, was assistant department head. He has been with the firm for nine years, and for 33 months was its project engineer on the Oak Ridge atomic project.

A graduate of Lawrence Institute of Technology, he became a captain in the field artillery in World War II and after the war joined SH & G.

Kurtz, 40, was a mechanical engineer for four years with The Detroit Edison Co., before joining SH & G, where he has been for 15 years. He was graduated from the University of Pittsburgh.

**MICHIGAN SOCIETY OF ARCHITECTS** Board of Directors will meet in Grand Rapids on the afternoon of May 28, it is announced by Elmer J. Manson, of Lansing, Society President.

The Board will meet jointly with members of the Western Michigan Chapter, American Institute of Architects for a social hour and dinner, when the Producers' Council will present its table-top displays.

A program following dinner will consist of a panel discussion on The Aspects of School Design, with Eberle M. Smith, A.I.A., of Detroit, Society First Vice President, as moderator.

C. A. OBryon, A.I.A., of Grand Rapids, Society Director, is in charge of arrangements.

**ARCHITECT LINN SMITH, A.I.A.**, is now located in his new and larger offices at 894 S. Adams Road in Birmingham. The new telephone number is Midwest 6-3700. He was formerly at 114 S. Woodward Avenue in Birmingham.

Smith, a native of Flint, Mich., graduated from the University of Michigan, College of Architecture and Design, where he won the George G. Booth Traveling Fellowship, providing him with a year's travel and study in Europe.

He became registered as an architect in Michigan in 1947 and he entered his own practice the same year. He served two terms as president of the Michigan Society of Architects, and he is now a director of the Society.

**MICHIGAN ENGINEERING SOCIETY** will hold its 76th annual convention at the Pantlind hotel in Grand Rapids May 11 and 12, it is announced by D. Bradford Apted, secretary of the Society.

Beginning with registration and a reception Friday morning, May 11, members and guests will attend a luncheon that day and in the afternoon visit the plant of the American Seating Company. Following dinner Friday, Harry Ansoorge, engineer with the Michigan Bell Telephone Company, will speak on "Transistors—Their Application and Use."

Saturday will be given over to a business meeting and a luncheon at which Professor Donald L. Katz will speak on "By-Product Aspect of Atomic Energy." Saturday afternoon John F. Anderson will address the group on "Application of Atomic Energy to a Steam Generating Power Plant," and Harold M. Weber on "Powering Man's First Earth Satellite Vehicle."

At the banquet concluding the convention Saturday evening, Howard W. Wickett will speak on "Stress, Strain and Resistance."

**MARSHALL FREDERICKS, SCULPTOR**, of Royal Oak, has been awarded the Gold Medal in Sculpture by the Architectural League of New York for his bas reliefs in Beaumont Hospital, Royal Oak, and in the Ford Rotunda, Dearborn.

Marshall, an Honorary Member of the Michigan Society of Architects, will have his work featured in a special section of the Monthly Bulletin, MSA for June, 1956.

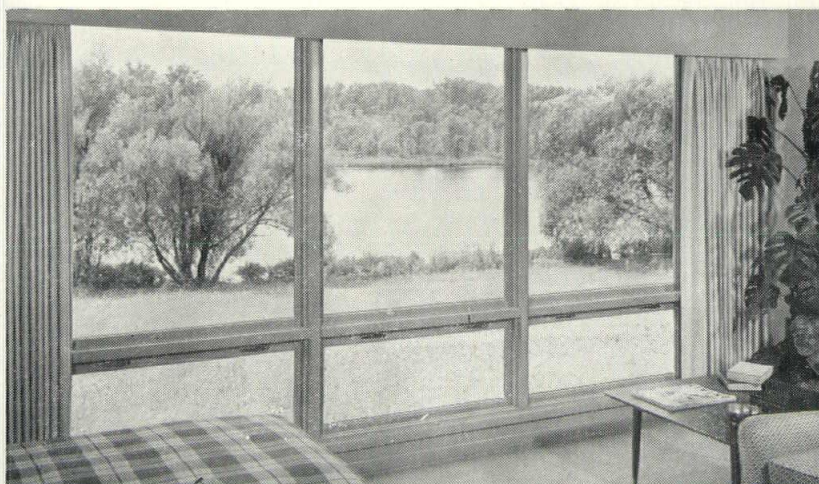
**HELLMUTH, YAMASAKI & LEINWEBER, ARCHITECTS**, of St. Louis and Detroit, have won a First Honor Award in The American Institute of Architects Eighth Annual Competition for outstanding American architecture, for the firm's Lambert Municipal Airport Terminal in St. Louis.

**YAMASAKI, LEINWEBER & ASSOCIATES**, of Detroit, won an Award of Merit for its Field Clinic in Detroit.

**ALDEN B. DOW, A.I.A.**, of Midland, Mich., won an Award of Merit for his First Methodist Church in Midland.

The designs will be exhibited at the A.I.A. Convention in Los Angeles.

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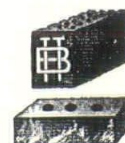
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FREDERICK J. SCHOETTLEY, A.I.A., a partner in the Detroit firm of Sewell & Schoettley, Architects, has been installed as Warden of Detroit Commandery, No. 1, Knights Templar.

Under normal conditions, he is in line to become Commander within six years.

Schoettley, a native of New Bremen, Ohio, attended the public schools of Toledo, and he graduated with the degree of bachelor of science in architecture from the University of Michigan. After working for Detroit architects, he became registered to practice in Michigan in 1947 and entered partnership with Paul R. Sewell, A.I.A., the same year.

He is a member of The American Institute of Architects, its Detroit Chapter, the Michigan Society of Architects and The Engineering Society of Detroit. At present he is serving as director of the Society.

H. E. BEYSTER & ASSOCIATES, INC., ARCHITECTS AND ENGINEERS, of Detroit, have been commissioned to design and supervise construction of the Wayne County Juvenile Detention Home, to be located on a two-block site adjoining the present home on East Forest Avenue, in Detroit.

County Budget Director, Alfred M. Pelham, coordinator for capital improvements, states that the new facility, estimated to cost \$3,200,000, is expected to be completed within the next two years.

NATHAN K. VAN OSDOL, JR., A.I.A. has transferred his membership in The American Institute of Architects from the Chicago Chapter to the Detroit Chapter, it is announced by Arthur O. A. Schmidt, Detroit Chapter treasurer.

Van Osdol is now located at 507 E. Liberty Street, Ann Arbor, where he is a partner with James H. Livingston, A.I.A. in the firm of Livingston & Van Osdol Associates, Architects.

## Letters

### BULLETIN:

Sorry I did not see more of you at the Convention. Events went rapidly and the attendance was large. I returned to Tucson and back on the job Friday, March 23, after visit with relatives in Milwaukee and Racine. Temperature here about 88. Congratulations on the outstanding convention, and many thanks for the opportunity of having a part in it.—R. J. PFEIFFER, A.I.A., Tucson, Ariz.

### BULLETIN:

I wish to thank you sincerely for the copy of your April Monthly Bulletin, and for the generous coverage afforded the new mail facility in the issue.

Your kind cooperation, both in the present matter and in past instances, is deeply appreciated. In constantly endeavoring to improve the postal service, such success as we have had can be attributed to a considerable extent to the cooperative efforts of organizations such as yours.

We are indeed grateful for your repeated kindness and cordiality.—E. L. BAKER, Postmaster, Detroit

**WANTED**—Expanding company, specialized in architectural design and construction, needs project engineer to take charge of design and supervision of store and hotel fronts and interiors. He will work with a variety of materials and will be assisted by a staff of trained draftsmen and detailers. Prefer a man in his late thirties, with proved record of at least ten years experience. Acceptable experience can have been gained in the design of airplanes, railroad sleeping cars or home trailers. Ability to handle bids and negotiations will be helpful. Starting salary in the \$15,000 range, with excellent possibilities for advancement. Location, New York City.—Box 160, Monthly Bulletin, 120 Madison Ave., Detroit 26.

**WANTED**—Architects and Architectural Draftsmen. New, small firm with diversified work.—Oeming & Waters, 218½ S. Hamilton St., Saginaw, Mich. Tel. 7-7711.

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**WANTED**—Architectural draftsman and specification writers who would like to join a stimulating office with a variety of good work and live in a wonderful community.—ALDEN B. DOW, ARCHITECT, Midland, Michigan.

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# Obituaries

## R. C. Mahon

Russell C. Mahon, 65, Founder and Chairman of the Board of The R. C. Mahon Company, died suddenly at his home in Detroit on March 30th. Mr. Mahon was born in Columbus, Ohio, in 1890 and moved to Detroit as a child with his parents. His father, the late William D. Mahon, was widely known as a "statesman of the labor movement".

The large multi-division company bearing his name was started by R. C. Mahon as a small roofing business in 1912 at Detroit. In 1919 he started producing metal-clad fire doors. In 1921 an industrial sheet metal department was formed to take care of the growing needs of the automobile industry for exhaust, ventilation and paint finishing equipment. About this time, Mr. Mahon acquired a corporation known as the Detroit Steel and Conveyor Company. In 1925, the name of this company was changed to the Mahon Structural Steel Company and it later was brought into the parent company as the Structural Steel Division.

Today the company is comprised of eight divisions which engineer, fabricate and erect a large variety of items in the building products, industrial equipment and structural steel fields.

The main offices and manufacturing facilities for this company today are housed in an ultra-modern plant on a 75 acre site on the outskirts of Detroit, and they maintain sales-engineering offices in New York and Chicago, and sales representatives in all principal cities of North America.

From the little roofing business he started with \$2900 at the age of 22, Mr. Mahon created and developed an organization, serving industry, that today employs 3,000 people and does an annual business of nearly \$50,000,000.

In 1951 Mr. Mahon formed the R. C. Mahon Foundation for scientific, education and charitable purposes. Since then, this foundation has made notable contributions to medical research and education as well as to charitable institutions.

Surviving Mr. Mahon are his wife, three daughters, three grandchildren, two brothers and a sister.

The industrial leadership of the Company continues under the direction of Walter F. Sheetz, President, and a close associate of Mr. Mahon since the earliest days of the business.

## Barton D. Wood

Barton Dixon Wood, A.I.A., 65, Detroit architect, died in a Dearborn hospital on April 11.

Born in Merced, California on September 5, 1890, he was educated there, at Stanford University where he studied architecture and engineering, and at the University of Michigan where he studied architecture.

Mr. Wood became registered as an architect in Michigan in 1916, by examination, and he is also registered as an engineer.

His affiliations include The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects. Upon his retirement last year, he was made a member emeritus of the three organizations. In 1925-26 Mr. Wood served

as Secretary of the Society, and later as Director.

During World War I Mr. Wood served as 1st lieutenant in the U. S. 310th Engineers in France, Germany and Russia.

He practiced architecture in Detroit with Samuel F. Abraham, and later alone. In recent years he was engaged in his own business of engineering application and product distribution of mechanical equipment. However, his interest in architecture never waned and he was one of the most loyal supporters of his professional organizations throughout his life.

Mr. Wood is survived by his wife, Justine; a son, Barton C., of Riverside, Calif.; three brothers, all of California; Dallas, of Palo Alto; Kenneth, of Carmel, and Melville, of San Luis Abisbo. He is also survived by two sisters, also of California: Mrs. L. G. Mackie, of Los Angeles, and Carol Wood, of Merced.

The family home is at 695 Rivard Blvd., Grosse Pointe.

## Joseph A. McGrath

Joseph A. McGrath, A.I.A., 69, senior member of the Detroit firm of McGrath and Dohmen, Architects, died suddenly of a heart attack while at work on April 23.

Mr. McGrath was born in Edinburgh, Scotland on August 7, 1886. After being educated there, he came to America and began his architectural career in 1902. He was with Malcomson & Higginbotham, Architects, of Detroit, from 1905 through 1923, except for a period during World War I, when he served with the 40th U. S. Engineers, Camouflage Division, 1917-18.

He was a partner in the Malcomson & Higginbotham firm from 1921 through 1923, when he formed the firm of McGrath, Dohmen & Page, which existed until 1928. Since that time he has practiced with Anton G. Dohmen, A.I.A., specializing in institutional buildings. The firm's offices are at 2631 Woodward Avenue in Detroit.

Mr. McGrath was registered in Michigan also as an engineer. His professional affiliations included The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

Surviving are four sons: Joseph, Robert, John and Thomas; a daughter, Mrs. Mary Atkinson, and six grandchildren.

## Merle W. Hogan

Merle William Hogan, A.I.A., 64, died in Henry Ford Hospital on April 13.

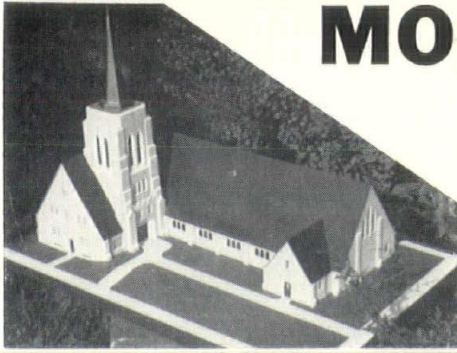
Born in Randolph, N. Y., July 18, 1891, he was educated in the public schools of Harbor Springs, Mich., at Clary Business College and Michigan State University. He traveled and studied the architecture of Latin American countries.

Mr. Hogan entered his own practice in Detroit in 1926 and he had specialized in residential work. His designs were for a time published regularly in The Detroit Free Press and elsewhere. He was registered as an architect also in Florida.

Surviving are his wife, Ruth; a daughter, Mrs. Florence Sternberg; two granddaughters, Patricia and Susan, and a grandson, David, all of Daytona Beach, Fla.

The family home is at 31990 Bingham Road, Birmingham.





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## Golf League Tournament

### DETROIT ARCHITECTURAL GOLF LEAGUE SCHEDULE:

May 15—Washtenaw Country Club, Ann Arbor, Mich.

June 26—Grosse Ile Golf & Country Club, Detroit.

July 10—Washtenaw Country Club, Ann Arbor, Mich.

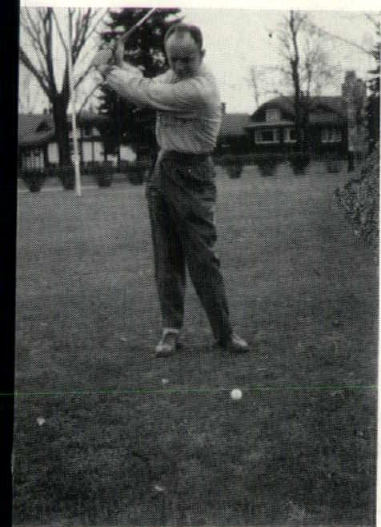
August 14—St. Clair Country Club, St. Clair, Mich.

September 11—Plum Hollow Country Club, Detroit.

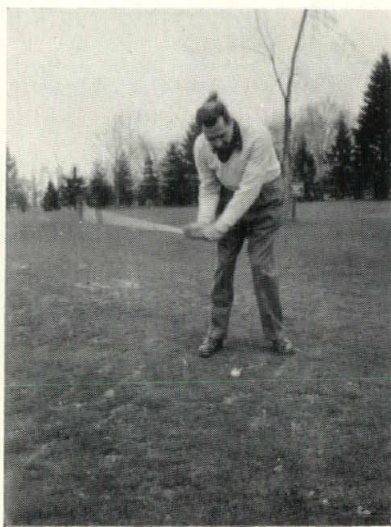


Washtenaw Country Club—scene of next tournament

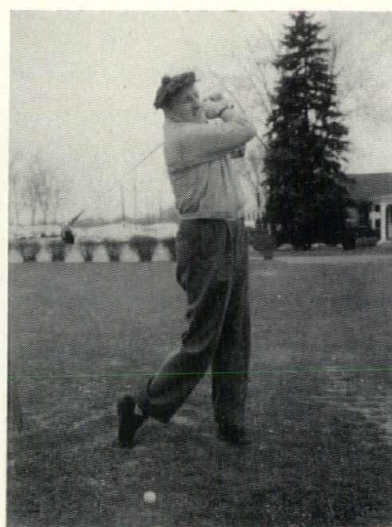
Photos by Sam Ross



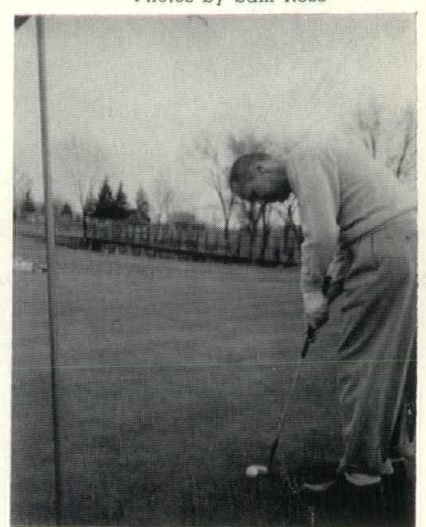
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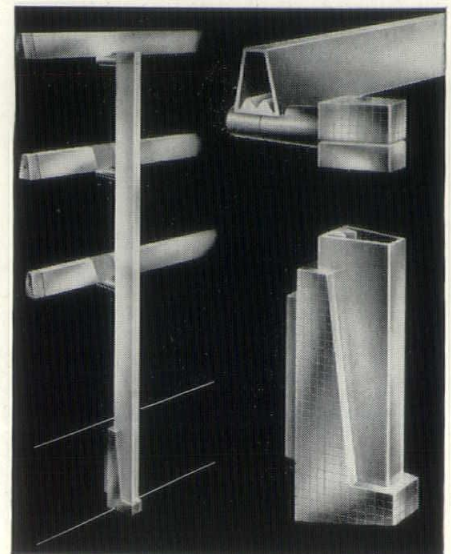
from shipment to shipment and makes possible accurate matching of future additions.

BLUMCRAFT OF PITTSBURGH has developed a low-cost aluminum railing which is suggested for use in place of pipe railing for service stairs, exteriors and other locations where cost is a limiting factor. Blumcraft does not build the railings but supplies the material to all ornamental metal fabricators. Competitive bidding is thus provided for public work as well as for private work.

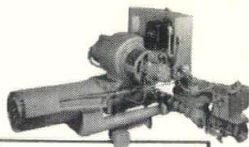
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Photos by William E. Bradley

Upper left picture: Bill Boeschstein, Detroit Branch Manager of Owens-Corning Fiberglas Corporation, points out built up roofing exhibit to architects Stanley Fleischaker, Carl A. Scheuffler and Frank L. Greer of Giffels & Vallet, L. Rossetti, while sales representative Wright Hitt looks on, at the special meeting, cocktails and dinner given at the Sheraton-Cadillac Hotel on April 5th by Owens-Corning Fiberglas Corporation. This was one of a series of exhibit meetings planned by the firm to familiarize the architectural profession with its diversity of products.

Bottom row, Owens-Corning's young and handsome personnel in attendance, left to right: Bill Ball, Scott Farmer, Hugh Williams, Howard Cusic, Bill Boeschstein, Max Jensen, Dick Brown, Jack Plaisted, Wally Oliver, Ken Nickell, Bob Rosenfield, Wright Hitt and Dan Morganroth.

## Solving Air Conditioning and Sun Problems

People living and working in "glass houses" may have many other problems besides remembering "not to throw stones". Indoor temperature control and disturbing sun glare are two problems the modern architect must take into consideration when designing today's business structures. Air conditioning has certainly been a boon to the white collar worker. However, when 12,000 B.T.U.'s of heat require one ton of refrigeration for removal and the average cost per ton of air conditioning equipment is \$500, it represents a sizable investment to management. According to mechanical engineers, the solar heat load per 100 square foot of window glass per hour on unshaded east and west windows soars to 14,700 B.T.U.'s. The minimum solar heat load at noon, mid-summer on unshaded south windows reaches 4,700 B.T.U.'s per hour. It therefore stands to reason that by reducing solar heat load on the glass a savings can be made in the amount of air conditioning equipment needed as well as the general cost of indoor temperature control.

Following a series of tests by reputable air conditioning engineers, it was discovered a nearly 85% reduction in solar heat load was achieved by installing ventilated aluminum awnings over formerly un-

shaded exterior glass areas. This reduction enables firms to eliminate one ton of refrigeration or a savings of approximately \$500 per 100 square feet of window glass on the original amount of refrigeration equipment needed. Savings in operation costs range from \$12.00 per month per hundred square feet of window glass in summer to \$3.00 per month per hundred square foot during the winter. Even in buildings without air conditioning, indoor temperatures were reduced 10 to 15 degrees by installation of ventilated aluminum awnings. Recently one of Detroit's larger industrial plants was faced with solving an interesting air conditioning problem. In order to maintain a comfortable indoor temperature in their front offices with solid glass windows (western exposure), it was necessary to boost their air conditioning units so high that the personnel in the rear offices felt like they were working in the Arctic. Upon installation of ventilated aluminum awnings over the glass area with western exposure, the solar heat load was lessened to such a degree that a savings of 50% resulted immediately in the cost of operating the formerly over-loaded air conditioning units and the indoor temperature control problem was solved. Since then the plant has made four additional installations over other office as well as factory window areas.

On another occasion, a Bloomfield Hills architectural firm was faced with solving

the sun problems of the Birmingham National Bank. Employees complained about the harsh sun glare reflecting through the large glass areas and despite sufficient air conditioning units it was difficult to maintain pleasant room temperatures. In this case, ventilated aluminum awnings were installed over the windows with eastern exposure diffusing the harsh sun glare into a soft bright light and at the same time because solar heat load on the exterior glass areas was lessened, the air conditioning units were able to perform their proper function.

Harris-Ellman Inc. with general offices and plant at 14637 Meyers Road, Detroit, Michigan, is the world's largest manufacturer and installer of industrial aluminum awnings. They invite architects to consult with them on solar heat load and air conditioning problems. Their industrial sales department will install a sample section of ventilated aluminum awning over any window area without charge and also retouch a photo of any building to show how the addition of colorful aluminum awning will add to its modern horizontal architectural beauty.

So while today's architects may not be able to solve the problem of "throwing stones in glass houses" they can materially reduce the size of their client's required air conditioning plant, greatly simplify the controls, as well as reduce the monthly operating costs.



## Producers' Council

### Calendar of Coming Events

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

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

Emphasizing the better knowledge of products and the greater cooperation within the industry which the Producers' Council, Inc. has striven to attain in the construction field for the past 30 years, William Gillett, national President of the organization and vice president of Fenestra, Inc., spoke at the Producers' Council dinner

held at the Fort Shelby Hotel, Detroit on April 9th.

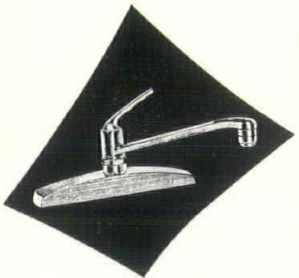
In stressing the growth of the Council, Gillett mentioned that the 38 chapters in the principal cities of the country are comprised of 300 groups in the construction industry representing a cross section of 150 separate manufacturing entities of building manufacturers of 23 trade associations.

Among those at the speaker's table beside Gillett were Charles Trambauer, Ralph Roach, Walter Sandrock, William Snure, Donald Ollesheimer, Paul Marshall-Florida tanned and ten pounds lighter, and Frederick Muller.

Observed at the dinner were John Cross, Byron Becker, Dayton Prouty, Frank Wright sporting in startling sartorial splendor a dollar-bill-bow tie, Ralph Eldred, Homer Fowler, Frederick Schoettley, Lyall Askew, "Christopher Columbo" Faulwetter, Harold Brook and William Odell.

Orla Varney, Albert Hann, Ted Anderson, Leo Bauer—receiving compliments on his revamping of the old Detroiter Hotel into the outstanding Carmel Hall for the aged; George Schulz, Henry Hall, Frank Barcus, William Beeby, Herman Gold, Charles Thornton, Sam Burtman, Rex Marshall, Albert Genga, Roy Smith, Walt Cetlinski, Charles Garascia and Larry Jameson.

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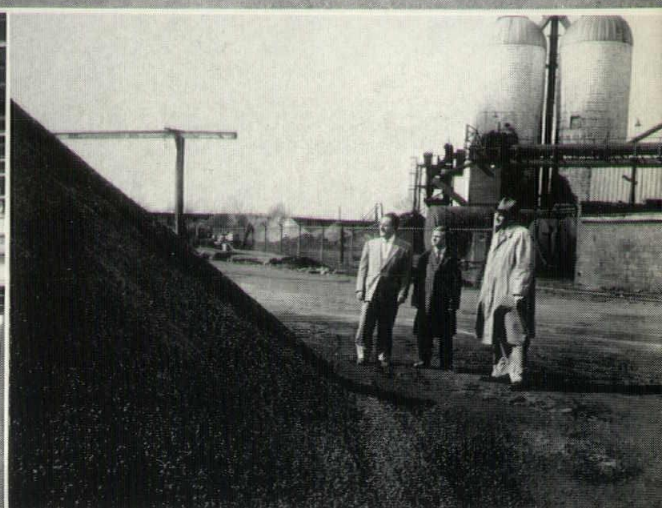
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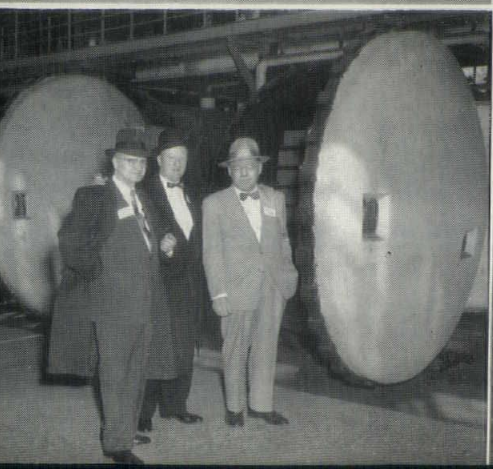
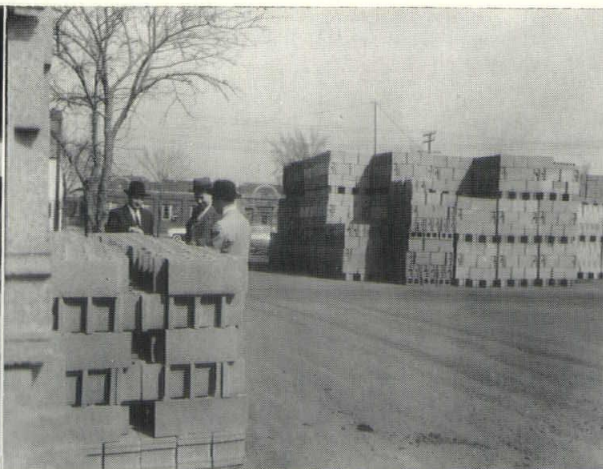




Photos by William E. Bradley

More than 100 architects were present at the formal opening of Cinder Block, Inc.'s new \$500,000 Autoclaving Plant in Detroit on April 14th, 1956. Through these new facilities, all of the company's light-weight concrete masonry products are being high-pressure steam cured.

Top row, left picture: Herb Vincent explaining new product to architect George Schulz, Bert Giffels and others. Right picture: Jesse Besser, who flew in from Alpena for the event, extreme right, standing next to Walter Horn, smiling host.





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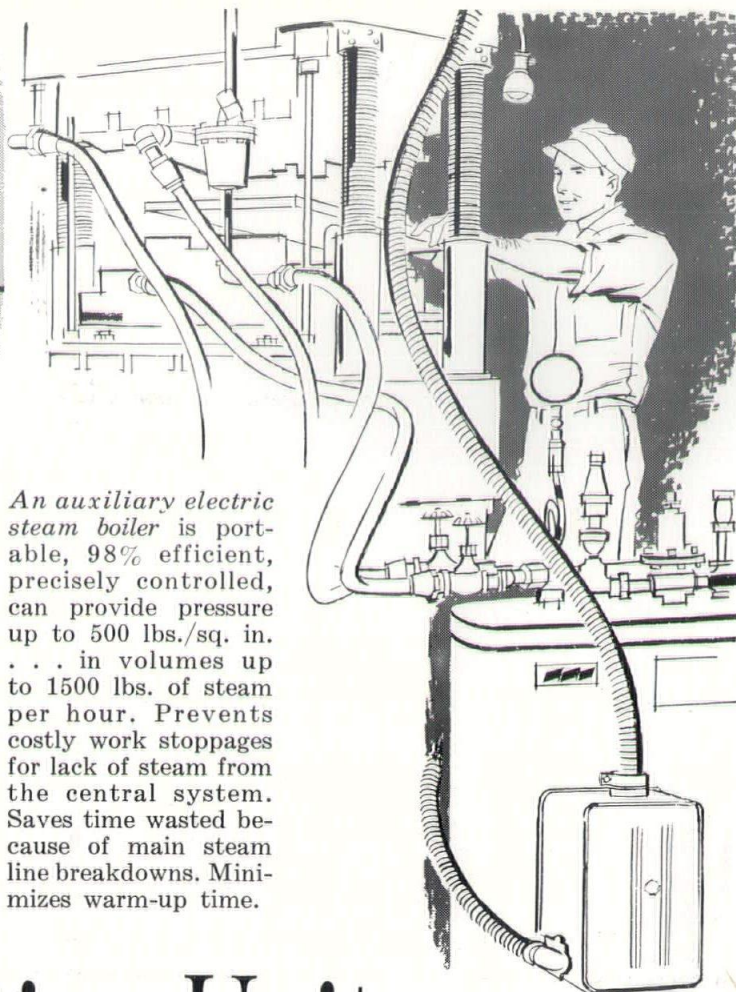


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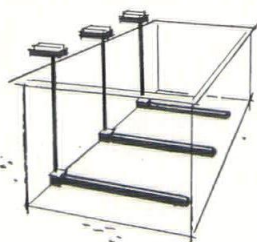


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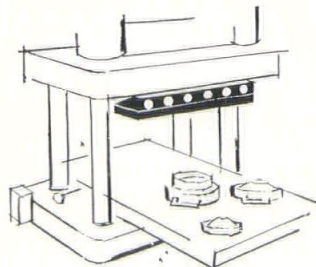
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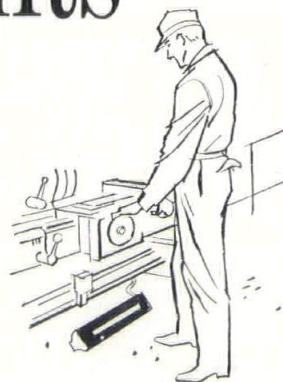
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