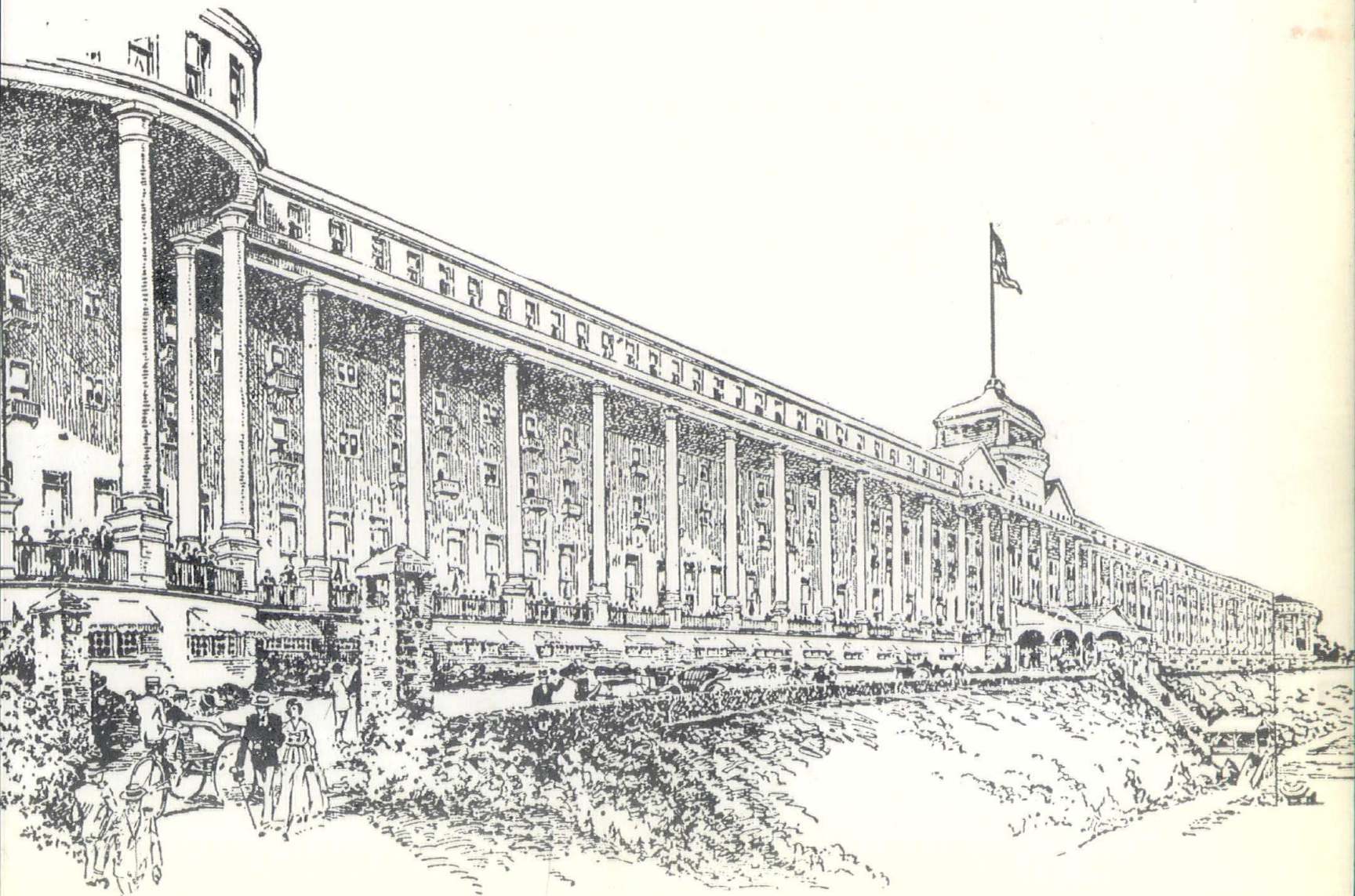


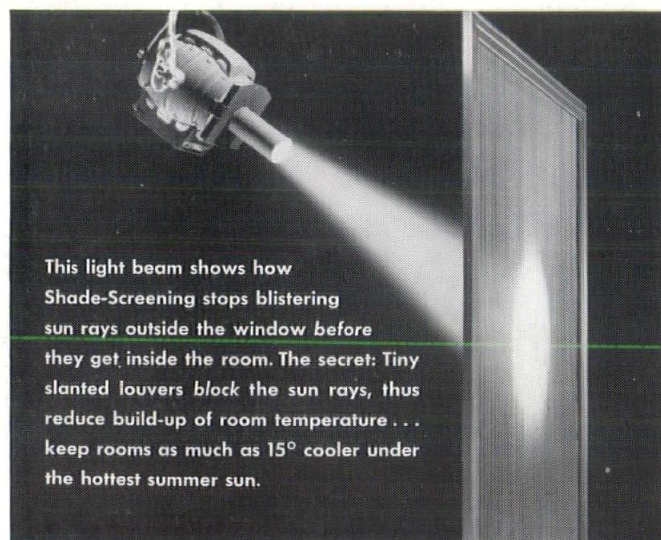
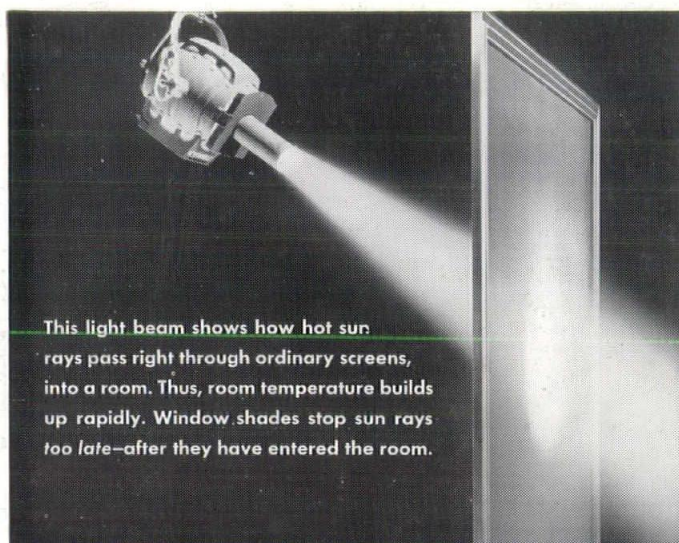
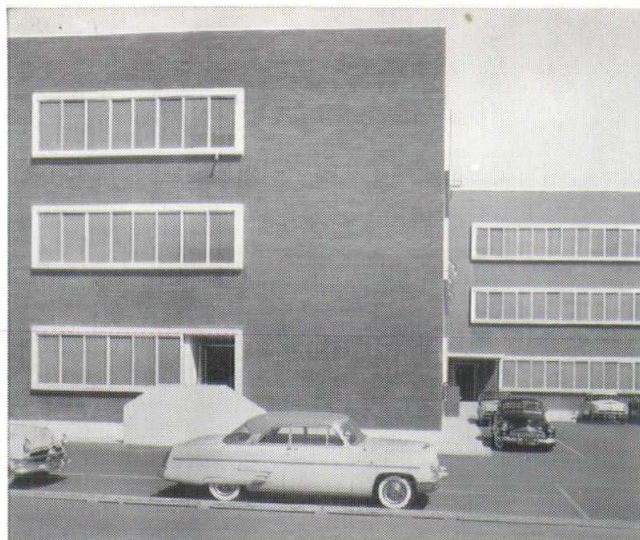
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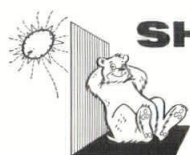
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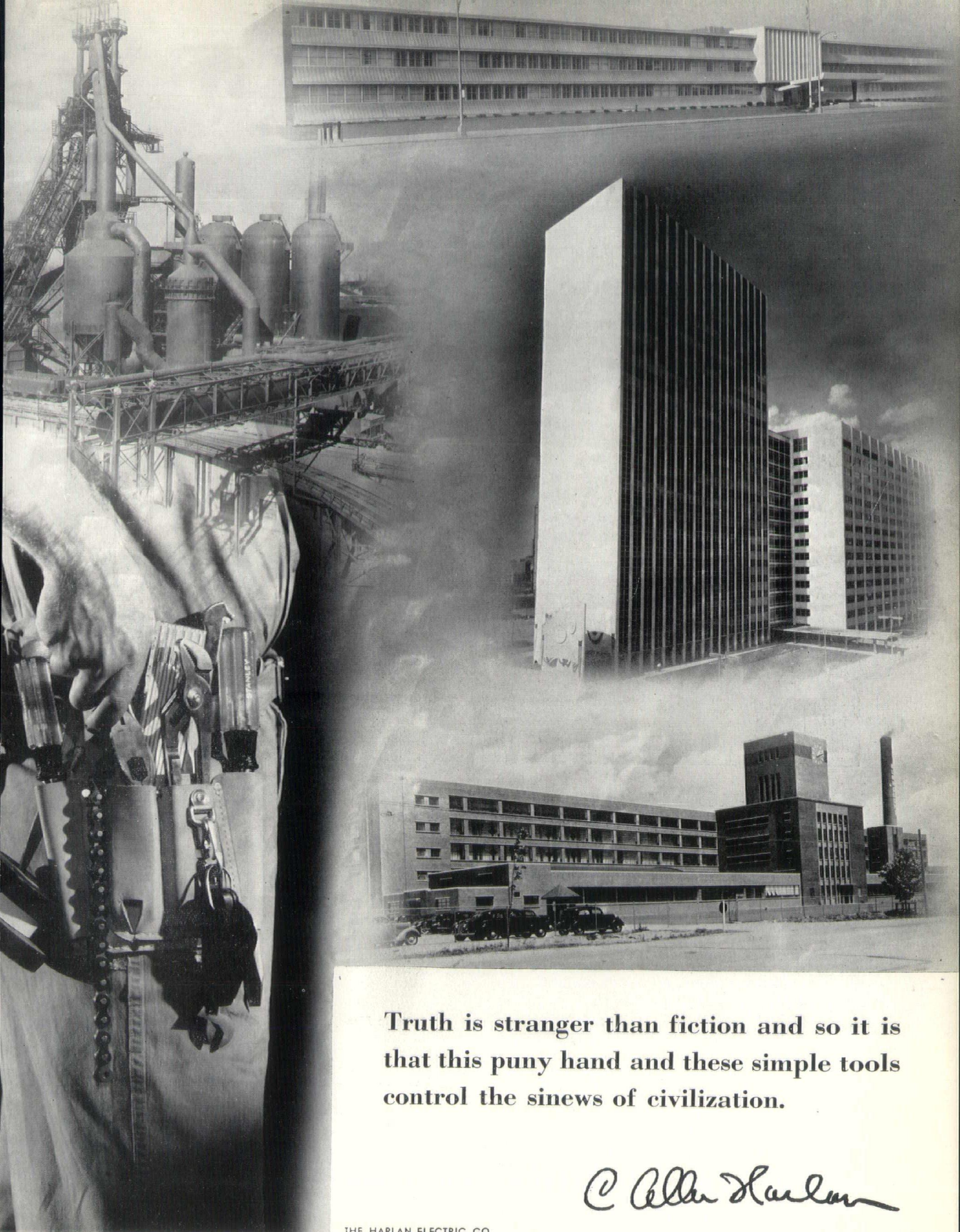
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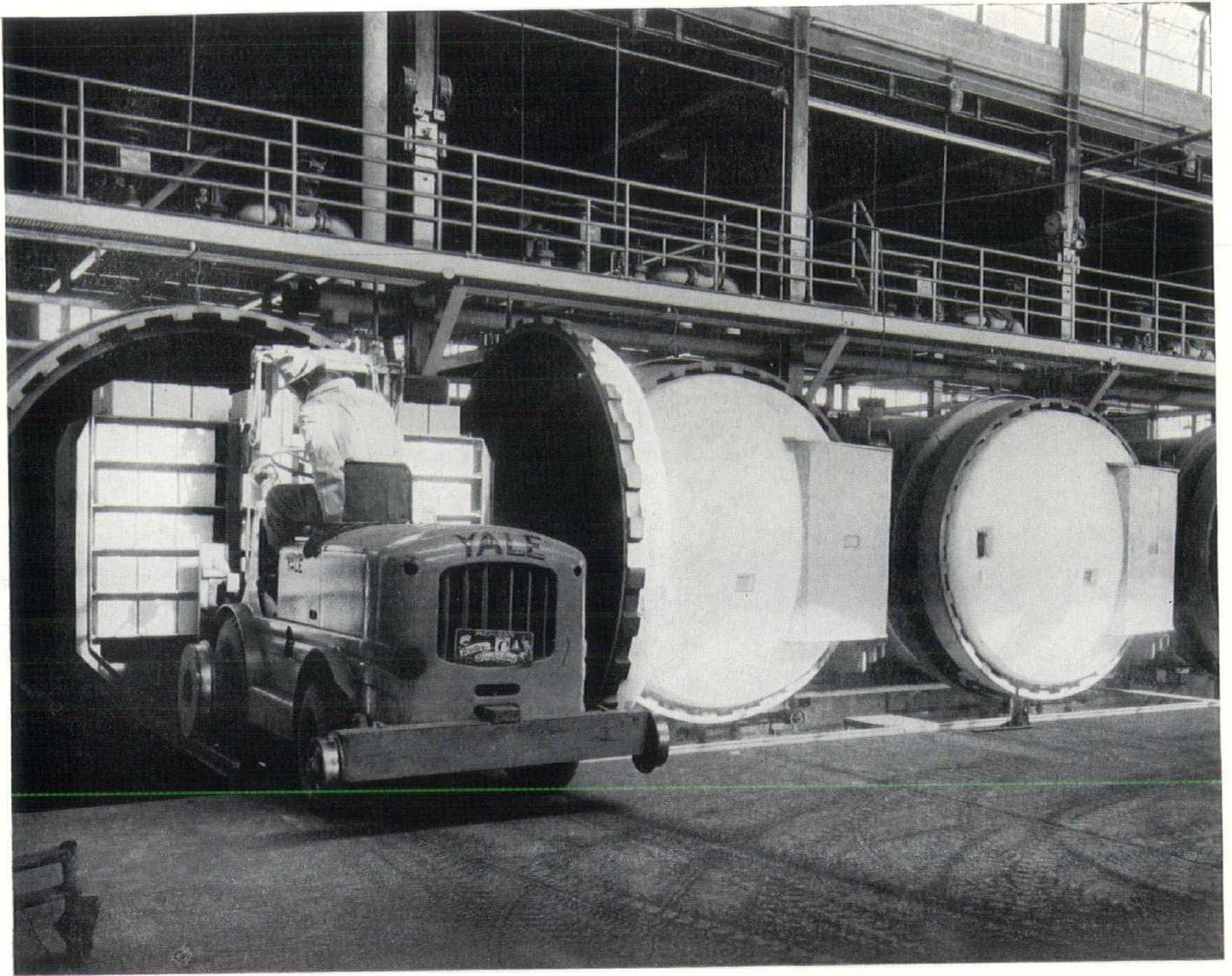
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Roster Project Discontinued

The project of soliciting biographical sketches and photographs of architects of the United States, to be published in twelve issues of the Monthly Bulletin in 1957, has been discontinued.

Those architects who have been good enough to furnish data, and to subscribe to the Bulletin in that connection may have their payments refunded on request.

The reason for this decision is as follows:

In 1939, the MSA's 25th anniversary, and again in 1951, the Bulletin's 25th year, we published such Michigan rosters with photos and biogs. Since they

were effective and served a good purpose, we planned to publish such a national roster in 1956, the Bulletin's 30th year.

Accordingly, we mailed our first request early in 1955, and the response was such as to indicate success of the project. This was before we knew there was to be an "American Architects Directory."

Through the Octagon, there was immediate objection from the Bowker Company, claiming there was "confusion compounded," that our forms were being returned to them and theirs to us, etc.

We never received any of their forms

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Coming Issues

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

JUNE—Annual M. S. A. Roster (Alphabetical)

JULY—O'Dell, Hewlett & Luckenbach

AUGUST — 14th Annual Mackinac Mid-summer Conference

Monthly Bulletin, Michigan Society of Architects, Volume 30, No. 8

MONTHLY BULLETIN

Michigan Society of Architects

120 Madison Ave., Detroit 26, Mich., WO 5-3680

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

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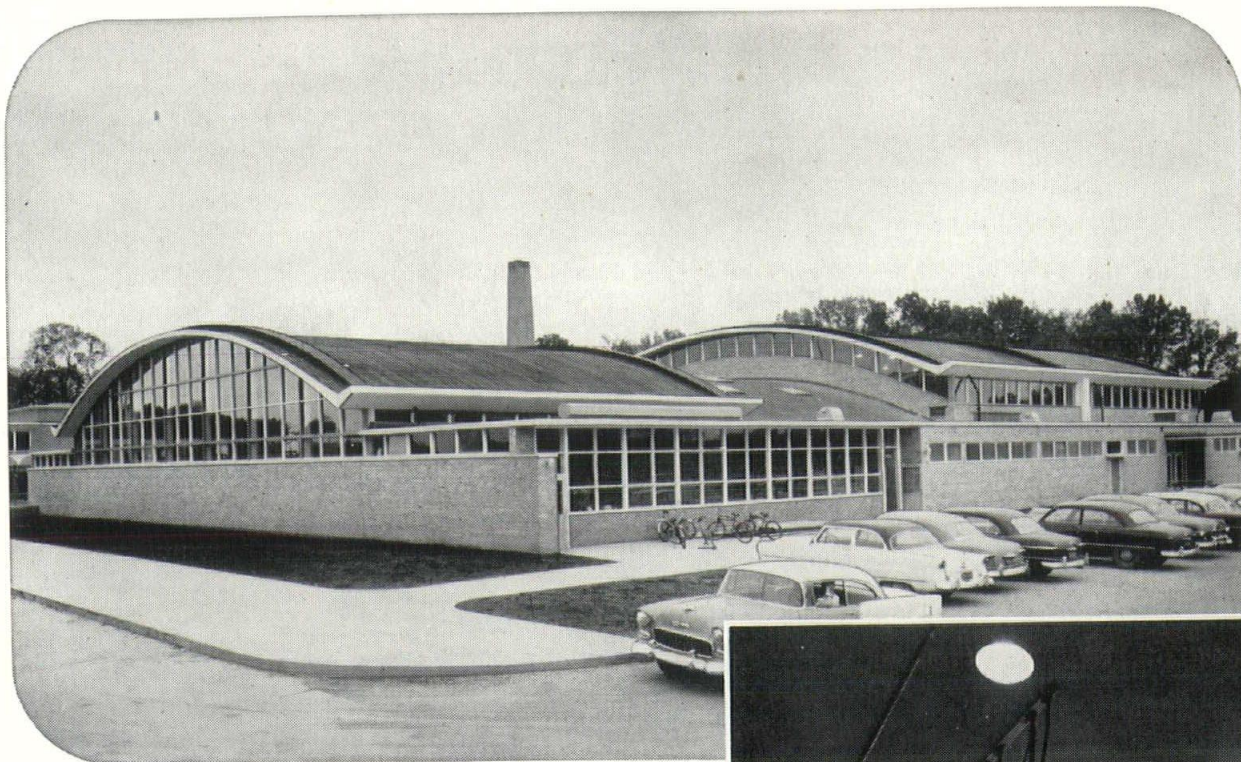
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Address all inquiries concerning National Council of Architectural Registration Board to William L. Perkins, Secretary-treasurer, 736 Lucas Ave., Chariton, Iowa.

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



Design of Edsel Ford High School features distinctive, economical Concrete Shell Roofs

The first concrete shell roofs constructed in Michigan were used in the Edsel Ford High School in Dearborn. Four shell units were built: two over the boys' gym, one over the girls' gym, and a fourth over an intermediate building housing the swimming pool and locker rooms. All four roofs have spans of 100 ft. and identical arches of 121-ft. radius and a rise of 13 ft.

Concrete shell roof construction was selected because (1) it provided unobstructed interiors, (2) it was adaptable to the architectural design and (3) it was economical to build.

Concrete shell roof construction is gaining rapidly in popularity with architects and engineers for buildings requiring large unobstructed floor areas. Roofs with spans up to 300 ft. and more can be built without interior columns. They are ideal for auditoriums, exhibit halls, hangars, train sheds, repair shops and warehouses.

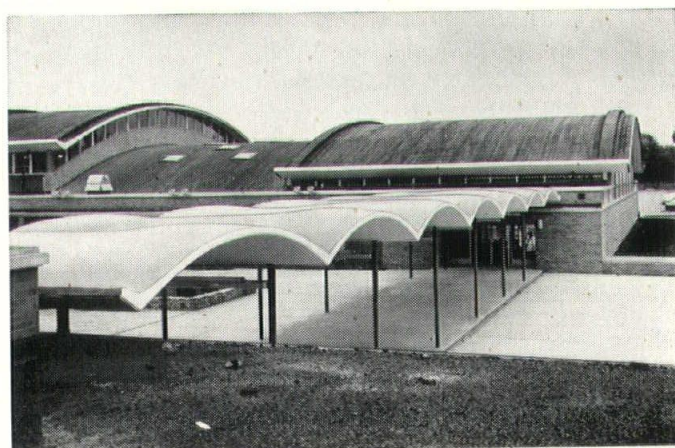
Concrete shell roofs are economical to build, need little or no maintenance, have long life and low insurance rates. They are true *low-annual-cost* construction. Write for free illustrated literature. Distributed only in the United States and Canada.

PORTLAND CEMENT ASSOCIATION 2108 Michigan National Tower, Lansing 8, Michigan

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work



Large photo shows completed structure. Girls' gym is in foreground, boys' gym in rear. Depressed roof between gyms covers swimming pool and locker rooms. Small photo above shows clean, unobstructed interior in boys' gym. Photo below shows how shell roof design was repeated in roof over walk connecting gymnasium wing with auditorium. Architect, Eberle M. Smith Associates, Inc.; engineer, Alfred Zweig; contractor, O. W. Burke Construction Co. All are from Detroit.



and if they received any of ours they never forwarded them.

Nevertheless, by correspondence with Executive Director Purves and Editor George S. Koyle of the Bowker Directory, we agreed to discontinue our solicitation until the Bowker Directory was published. They both agreed this was generous and most satisfactory.

This we considered a commitment and we carried out our part of the agreement.

After the Directory was published we resumed solicitation, only to find there was still objection; this time confusion was not the issue, but it was admitted that fear of competition was the reason.

Since such publications are not directories of A.I.A. members but are lists of architects of the United States, it must be obvious to anyone that no authority exists over such lists—there are scores of them now.

Yet, to a private enterprise, the Board gave Institute sponsorship and opened its files to the publisher. There is now an effort on the part of the publisher to have the Board perpetuate it and make it an exclusive right—Mr. Koyle writes that plans are for "periodic renewal."

I never requested sponsorship of the Institute. Had I done so, I should have expected denial—and rightly so—even though I am a member of the Institute and editor of the official publication of three A.I.A. chapters, a State Association of the A.I.A., and NCARB.

The decision to abandon our roster project is because the "confusion" has resulted in making it, to say the least, doubtful of success.

Perhaps a letter from Mr. Frederick G. Frost, F.A.I.A., of New York City, expresses a prevalent feeling. He writes: "What will the National Architect's Roster do which the American Architects Directory does not also do?"

"Is it not unfortunate to have two such similar publications?"

"Would it not be better to have the two combined?"

Of course, the greatest difference—the crux of the whole matter—is the cost: \$20 as against a \$3 subscription. The value of such a work depends upon its distribution. It's of no use on the publisher's shelves.

Chief concern has been about the Bowker Company's tremendous investment, and the fear that it may not be recovered. Nothing is said about the considerable costs we have incurred, and which we are now expected to write off. But this is not the important consideration. That is only money, that can be regained.

We had hoped and believed that we could publish photographs and biographical sketches of at least 20,000 U. S. architects, and that each would receive the volume at a cost of \$3 for a year's subscription.

It was perfectly possible, but, alas, 'twas not to be.

At any rate, we tried.

We should like to have photographs and biographical sketches just the same.

Letters

I want to take this opportunity to congratulate you and the members of your staff on the 30th anniversary of your fine publication. It was nice to see the anniversary stickers on both the 30th Bulletin anniversary and the coming 100th anniversary of the Institute, so attractively arranged on the cover of a recent issue.

I heard many favorable comments during the meeting of the Institute's Committee on Centennial Observance held in Los Angeles prior to the Convention. — E. JAMES GAMBARO, F.A.I.A., Brooklyn Chapter.

I have long admired your Bulletin and you deserve special congratulations on the last issue. It is beautiful, and it will go into my permanent file along with the others. I used them while I was secretary in an effort to get a better bulletin for our Chapter.—W. N. CHAMBERS, A.I.A., Geer-Holmquist & Chambers, Architects, Birmingham, Ala.

I have enjoyed seeing several copies of your Bulletin, and I am quite proud of your work as its founder and editor. It is a decidedly handsome magazine.

"The work of Marshall Fredericks" as set forth in the June number especially interests me.

Your success has not surprised me; it is what I expected, but I do rejoice in it, as I am sure do others with whom you have associated. I hope that you enjoy as much happiness as mortals are permitted to have.—(MISS) EVANS HARRELL (architecture '10, auburn), West Poine, Ga.

Our office was particularly pleased with the last issue of the Bulletin. Robert, since he studied sculpture under the guidance of Marshall Fredericks while at Cranbrook, felt the presentation of Mr. Marshall's work was splendidly done.

I myself, being so much interested in NCARB, felt that you had rendered an excellent service for the Council in covering the L. A. Convention.

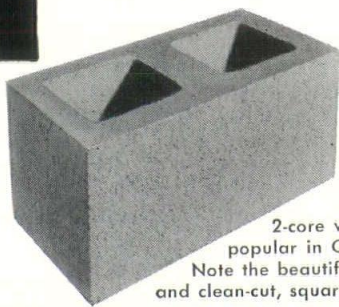
We would like to obtain three extra copies of the June issue, and we also enclose herewith our subscription renewal for two years.—WALTER F. MARTENS, F.A.I.A., Charleston, W. Va.

Went to LA behind the eight ball—returned to find the eight ball had had twins. Need some sympathy (?) and a good draftsman or two. Now, about that ash tray, s'pose we'll just have to forget it.—RALPH C. KEMPTON, F.A.I.A., Columbus, Ga.

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2-core wall block
popular in California.
Note the beautiful texture
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Typical Western home — a tribute to the
beauty and versatility of concrete masonry.



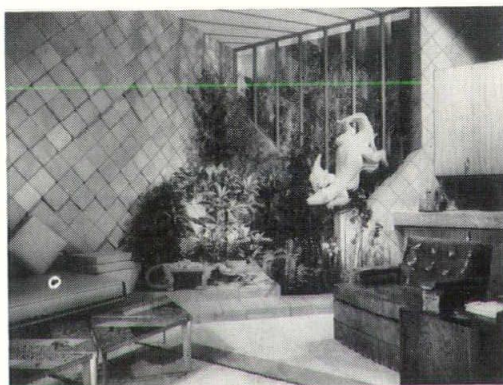
A firesafe community of 475 homes, all built of
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Block is Fast Becoming a Popular Building Material in California

Nowhere are the many advantages of block valued more highly than in California and other western states. In that area, a home or building must be cool during the hot days of summer . . . warm during frosty weather . . . dry when the "dew" falls . . . strong and safe if the earth should shake . . . secure against insects, rodents, fire, flood and storm . . . comfortable and dependable under all conditions.

This is a large order . . . but block fills it admirably. In fact, no other building material so completely meets all of the specifications for an adequate western type home or building.

Vibrapac Block, in particular, has much to offer the architect and builder. Produced automatically with Besser Vibrapac Machines, this popular building material is highly resistant to stress, strain, weather and moisture.



Unusual interior effects obtained with concrete block.

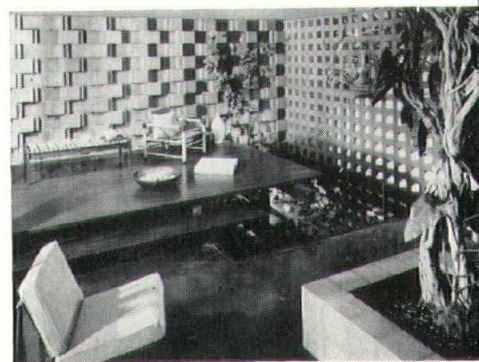
The many patterns, textures and sizes of concrete masonry are of keen interest to creative designers. Its adaptability is a major advantage. Churches, schools, hospitals, commercial and industrial buildings as well as homes can be built of Vibrapac block. So can any part of a building, or the entire building, from roof to basement.

For the western scene, perhaps no characteristic of con-

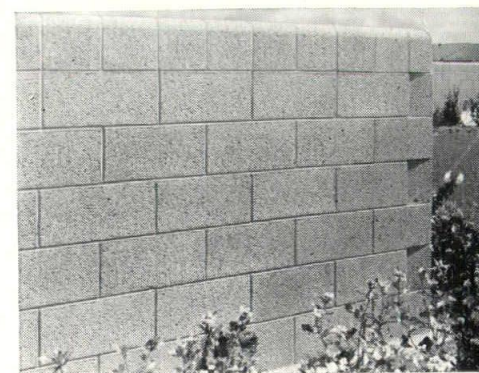
California residence built with 4" high block. This beautiful home provides gracious living in the most modern manner . . . with a lifetime of satisfaction and security for its owner.

crete masonry is as appropriate as its appearance. It blends perfectly with the rugged beautiful scenery for which the west is not . . . fitting in harmoniously with mountain or valley backgrounds or semi-tropic surroundings.

Noted for its beauty, uniformity and long-lasting qualities, Vibrapac Block makes new friends everywhere, not only in the west but throughout the world. Complete literature on request. Write Besser Company, Box 18 Alpena, Michigan, U.S.A.



These exceptionally beautiful block walls
add character to this California patio.



Note the uniform texture and straight, sharp
edges of this beautiful concrete block wall.



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Bulletin Board

VACATIONS ARE IN ORDER. This month, we'll be spending some time in merrie olde England. They say that if you don't take a vacation this time of the year your creditors begin to worry about you. May rent one of those ivy-covered cottages that are so romantic.

But English architects wish it understood that "English" ivy is a weed and they don't like it. They say ivy on a ruin means that the ivy had a good deal to do with the making of the ruin.

AND AT THE GRAND HOTEL on Mackinac Island, where Michigan architects, their friends and families vacation each year the first week in August, they have a casino where 'tis said you can gamble to your heart's content. The catch is you don't bet money, you just make mind bets. That way you don't lose any money—you just lose your mind.

IN GRAND RAPIDS, Roger Allen reports that Chris Steckettee was telling him about an architect friend who was usually late getting home to dinner.

"You see," explains Chris, "he hasn't anything to do at the office so it's difficult for him to tell when he's through."

But maybe this is an indication of genius at work. The late Albert Kahn used to say that an architect when designing should do a lot of looking out the window.

Any way, whether he's looking out the window, vacationing or what, Chris says this same architect has a hobby of collecting antiques. Said he had one he bought from an old lady with curved legs and secret drawers.

I have a hobby, too. It's not doing it yourself. The delicate art of doing nothing (while looking out the window) requires practice and great will power, and only one with a long and rich background is qualified for it. Those who don't agree are just dispicable engineers of mischief.

Chris says his architect friend received a telephone call from one of his many clintets, saying, "Our bathroom caught fire." Upon the architect's asking if the house burned down, the client replied, "No, there wasn't much damage, the fire didn't spread to the house."

When vacationing in the rural areas, there are always those cheerful sounds of frogs, birds, etc.

CORNELL UNIVERSITY PRESS has been experimenting with records of the sounds made by insects, it is reported by Bennett Serf in the Saturday Review, and he adds that "while its 'The Song of Insects' may lack the glamor of a smash Broadway musical, there is a virtue in recording for posterity the noises made by crickets, grasshoppers and katydids. It is worth noting that in this distinguished company it is the males that do all the singing. The females, miraculously, remain silent. Nor is the song of the grasshopper vocal; he makes it by rubbing his legs together. Of course you knew all the time; I'm just reminding you!

"My son Christopher claims that sardines sing, too. According to him a baby sardine frightened by a big submarine gliding by, slithered hastily into the comfort of his mother's fins. 'That's nothing to be afraid of,' she assured him in musical tones. 'It's just a can of people.'"

And as to grasshoppers and crickets making sounds by rubbing their legs together, we might add that they are a little like some radio commentators—noisy heels.

One whose trade mark is "now I'll have more news for you in just one minute," recently said, "now I'll have more noise for you in just one minute."

But we love them still and wouldn't want to miss a single broadcast. We are loyal to that medium, not having television yet. We're waiting for color radio. Also, an architect in Grand Rapids has on his desk a cardboard canister with a slot in the top and a sign reading, "Help Stamp Out TV."

Concerning the kettle of fish, or rather can of fish: during the depression an architect traded some of his sketches to a grocer for a few cans of sardines.

The merchant later claimed he was cheated. The sketches, he said, were only water colors, while the sardines were done in oil.

AN UNKIND CUT about Boston says a Bostonian who vacationed in New York told a friend there he was dying to eat some snails and was taken to a restaurant where he could indulge his appetite for them. After the visitor consumed a huge serving, the New Yorker asked if they didn't have snails in Boston.

"Oh, yes," said the Bostonian, "but we can't catch them."

(It wasn't Stanley Parker.—Ed.)

SOME ARCHITECTS prefer to vacation in Wyoming.

A friend was listening to a drug store cowboy bragging about his horseback riding out there, when the friend said, "I always thought cowboys were bow-legged. How does it happen that you are knock-kneed?"

The answer: "I had a very thin horse."

AND HOW can an architect get away for a vacation when the draftsman situation today is so critical? And what salaries! Not at all like the school teacher who, when cautioned about licking her fingers to count her money, said, "Oh, I'm not afraid. A germ couldn't live on my salary."

Seems that the coffee-break has grown to such proportions that some offices have found it necessary to institute a work-break.

AND THE ANNOUNCEMENT OF SALE of the Detroit Tiger baseball club and Briggs Stadium reminds us of a sign on the bulletin board of an architect's office: "All requests for time off, due to headaches, severe colds, funerals, etc., must be handed in by 10:00 a.m. on the day before the game."

ARCHITECT TO JOB APPLICANT: "So, you want to work here? Are you a designer, draftsman, specification writer?" The answer was "No."

Architect: "Then what can you do?"

Applicant: "Nothing."

Architect: "I'm sorry, but all those high-salaried jobs were taken long ago."

He's probably the same one who said

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he was from Rhode Island, and the architect said, "So you're from Providence, are you?"

"No. I'm from Providence, R. I."

PR—We are informed that Mr. Roger Conant, a curator of the Philadelphia Zoological Gardens, is in charge of reptiles and public relations.

We are impressed because of our interest in both subjects. We are fond of animals, both in the zoo and in the home.

THIS, BY THE WAY, IS A TRUE STORY: We have a tabby that's 17 years old and as spry as a kitten. She goes out doors, catches mice, brings them in the house and turns them loose. One got in the stove and, when I was about to turn it on—so help me—poked its head up through the Calrod unit. Then it scampered away. I had a gun at the time but didn't shoot because it was out of my range.

Architects in the News

Arizona

GEORGE A. LYON, A.I.A., announces the opening of a permanent office located at 1625 Camelback Rd., Phoenix, Arizona. All communications formerly addressed to the Logan, Utah office and to the office at 2933 E. McDowell Rd., in Phoenix should be directed to his new office.

Georgia

PAUL MALCOLM HEFFERNAN, F.A.I.A., Professor of Architectural Design, has been appointed Director of the School of Architecture at the Georgia Institute of Technology, it was announced by Dr. Jesse W. Mason, Dean of Engineering.

Professor Heffernan takes over from Professor Harold Bush-Brown, Director since 1924, who retired on June 30, 1956. These two, together with James H. Gailey, Professor Emeritus of Agriculture, are responsible for the design of many of the recent multi-million-dollar buildings constructed at Georgia Tech., including the Hightower Textile Bldg., Architecture Bldg., and Price Gilbert Library.

Professor Heffernan's work in architecture and design has not only been published in American publications, but also in French, Italian and Cuban architec-

tural magazines. In addition to his teaching and research duties at Georgia Tech, he has served as a consultant to several Georgia architectural firms and governmental agencies.

Illinois

LUDWIG MIES van der ROHE, F.A.I.A., director of the department of architecture at Illinois Institute of Technology, has been elected a fellow in the American Academy of Arts and Sciences, Boston.

Mr. van der Rohe, is considered one of the leading exponents of contemporary architecture and design, he also was recently awarded an honorary doctor of laws degree by North Carolina State College, Raleigh.

Indiana

JAMES M. TURNER, A.I.A. Hammond architect is the newly elected president of the Indiana Society of Architects.

Also elected were: Frank Montana of South Bend, first vice-president; Wesley Martin of Indianapolis, second vice-president; Tom Dorste of Indianapolis, secretary; and Ernst Schaible of Lafayette, treasurer.

Michigan

DONALD O. ROSS, A.I.A., a member of the Western Michigan Chapter, American Institute of Architects, has been appointed supervising architect for Michigan State University, in East Lansing, it is announced by the Michigan State Board of Agriculture, the University's board of trustees.

Ross, formerly on the staff of O. J. Munson Associates, Architects and Engineers, of Lansing, in his new position, beginning September 1, 1956, will be administrative assistant to the University's president, Dr. John A. Hannah, in charge of construction.

Ross resides at 1128 Portage Path, East Lansing.

New Jersey

JAY C. VAN NUYS, A.I.A., has been named by New Jersey's Governor Meyner to a five year term on the State Board of Architects.

Mr. Van Nuys, who heads the firm of Jay C. Van Nuys & Associates, succeeds Robert J. L. Cadien.

Considered one of the leading school architects in the country, Mr. Van Nuys recently received a top award in the School Executive Magazine's fifth annual competition for school design. His winning design was that of the Hanover Park Regional High School in Morris County, N. J.

Ohio

SAMUEL HANNAFORD, has been elected president of the Cincinnati Architectural Society. Other officers elected include Robert Frankenberger, vice president; Joseph Loos, secretary; and Thomas Ragouzis, treasurer. Elected to the board of directors were Woody Bruner, George Seiter, Walter Schneider and Dave Selvar.

CHARLES F. CELLARIUS, F.A.I.A., completing 35 years in the practice of architecture, has announced formation of a partnership with Herbert F. Hilmer, A.I.A. The new firm is known as Cellarius and Hilmer. Other architects with the company are John H. Baker, Hilbert C. Duning, Thomas S. Lewis, and Colvin E. Pyle, all members of the A.I.A. The office is located at 613 Cincinnati Gas & Electric Co. Bldg., Cincinnati.

Oregon

GEORGE WHITTIER, A.I.A., has been appointed as a member of the Oregon state board of architect examiners, it was announced by Governor Elmo Smith. Mr. Whittier took a five-year term to succeed John K. Dukehart.

Mr. Whittier is a member of the architectural firm of Whittier & Fritsch.

Virginia

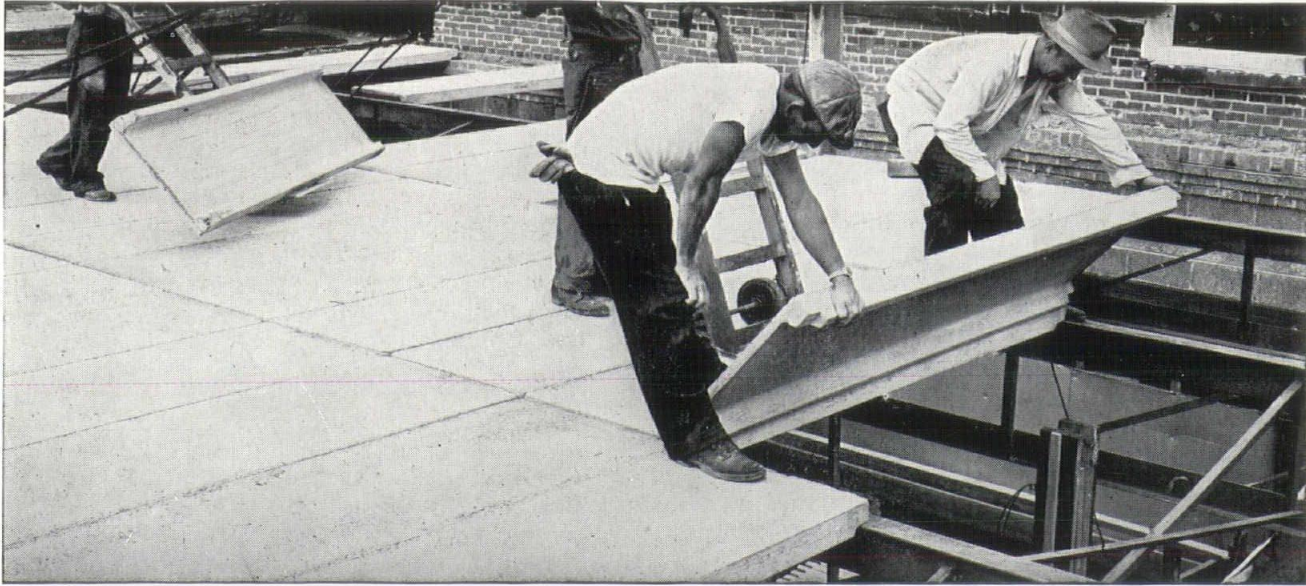
CLINTON H. COWGILL, F.A.I.A., of Blacksburg, Va., Head of the Department of Architecture at Virginia Polytechnic Institute, has been engaged to edit the new Handbook of Architectural Practice for The American Institute of Architects.

Among Mr. Cowgill's many positions and honors are the following: Member of Virginia State Board for the Examination and Certification of Architects, Professional Engineers and Land Surveyors; President, National Council of Architectural Registration Boards; Member for the Survey of Architectural Education and Registration; author of text books on architectural subjects.

Washington, D.C.

JAMES J. CHIARELLI, has been elected president of the Washington Metropolitan Chapter, A.I.A., at its recent annual meeting. Also elected were Edwin T. Turner, first vice president; and members of the board, Arnold G. Gagnes, Harrison J. Overturf and Lloyd J. Lovegren. Retaining their offices of last year are Harold W. Hall, second vice president; John L. Rogers, secretary; Albert O. Bumgardner, treasurer; Robert H. Dietz, director; and Gwyn Myers, executive secretary.

Two architectural study scholarships were presented at the meeting by Charles Landis, representing the Nation-



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al Board of Fire Underwriters. Miss Ching-Hwa Hsia received \$533 to assist in her fifth year of studies in the Univ. of Washington, School of Architecture. Hajime Kinoshita was awarded \$1,600 for graduate architectural study at Massachusetts Institute of Technology.

Washington State

WASHINGTON STATE CHAPTER, A.I.A., chose five outstanding examples of Northwest architecture at its sixth annual honor-awards competition. The five winners included Skyline House, designed by Durahm, Anderson & Freed, architects; the Woodway Elementary School, designed by Waldron & Dietz and an associate architect, Dan F. Miller.

Others were the residence of Thomas J. Graham, designed by A. O. Bumgardner; the residence of Mrs. Paul Schlosser, designed by Eassetti & More; and the Smith Clinic, designed by Paul Kirk.

West Virginia

C. E. SILLING, F.A.I.A., prominent Charleston architect and pioneer in the building industry's modular measure movement, has been named chairman of a conference on Modern Masonry, to be conducted by the Building Research Institute September 19 and 20 in Washington, D. C.

The conference will embrace contemporary design, technology, research and new product development, cost and maintenance, and an analysis of building types. Sponsor of the conference, one in a series of research correlation conferences held under BRI program of the National Academy of Sciences, is the Allied Masonry Council.

The conference will be held in the Hall of Flags of the U. S. Chamber of Commerce building in Washington. Speakers for the sessions will include architects, engineers, government officials, and masonry industry representatives.

In Memoriam

SPEER ANDREWS, 68, an architectural cost estimator for Voorhees, Walker, Smith & Smith, architects of New York City, in Flushing, N. Y., on June 3rd. As an architectural estimator he worked on the Savannah River (Ga.) plant of the United States Atomic Energy Commission; the commission's headquarters building, under construction in Maryland; General Electric Company Laboratories in Schenectady, N. Y., and a General Foods Corp. Bldg. in White Plains.

CLARENCE C. BULGER, A.I.A., 75, at his offices in Dallas, Texas, on May 24th. Mr. Bulger was one of the founders of the Texas State Association of Architects and was a member emeritus of the A.I.A. He gained fame as a church architect, designing churches in 33 states. He also

designed many hospitals, including the Gaston and Bradford Memorial Hospitals in Dallas. He was completing plans for a new hospital in Arlington at the time of his death.

CHARLES F. DEAN, A.I.A., 72, one of Sacramento, Calif.'s leading school architects, in Sacramento on June 30th. Many of Sacramento's best-known buildings stand as memorials to Mr. Dean's skill. They include Memorial Auditorium, Sutter Club, Westminster Presbyterian Church, the YMCA, the city water storage towers and hundreds of school buildings.

LAFAYETTE A. GOLDSTONE, A.I.A., 80, at his home in New York City, on June 22nd. In 1909 he formed a partnership with William L. Rouse, during their association the partners designed the Montana Apts., which began Mr. Goldstone's specialization on large luxury apartments. The firm also designed an apartment in 1914 which won the Gold Medal of the New York Chapter. He was a member emeritus of the A.I.A.

LOUIS GUENZEL, A.I.A., 96, at his home in Chicago, Ill., on May 14th. Among buildings he designed were the Red Star Inn, the Maryland Hotel and the 1100 N. La Salle Apartments. During his later years he devoted much time to writing. On his 90th birthday, his first book, "Medical Ethics and Their Effects on the Public," was published. Since then he had written "Retrospects—the Iroquois Fire," and "How to Grow Old Gracefully."

JOE W. HOLMAN, JR., 41, president of Marr & Holman Architects & Engineers, Inc., at his home in Nashville, Tenn., on May 20th. Mr. Holman had been president of the architectural firm since the death of his father. He had been associated with the firm prior to that for several years. While with the firm he participated in the construction of the new Federal Building there, baseball stadiums in Miami and Clearwater, Fla., and was currently working on the new Cain-Sloan department store.

WILLIAM G. O'TOOLE, an architect who designed several of Louisville, Ky. hospitals and numerous other buildings, died there on May 18th, at the age of 57. Mr. O'Toole was president of D. X. Murphy & Brothers and a former chairman of the board of Strathmoor Manor. As chief designer for his company, he helped create St. Agnes Catholic Church, St. Thomas Seminary, Marine Hospital, the Kentucky Board of Health Bldg., the main building of Waverly Hills Tuberculosis Sanatorium, the Elks Bldg. at Hazlewood Sanatorium and the main buildings at the Norton Memorial Infirmary. He also handled the remodeling of Churchill Downs.

N. MONTGOMERY WOODS, 80, of Wilton, Conn., on June 7th. He had practiced in Memphis prior to going to Wilton a number of years ago. In recent years he had designed and built numerous structures in Connecticut, New York and New Jersey.



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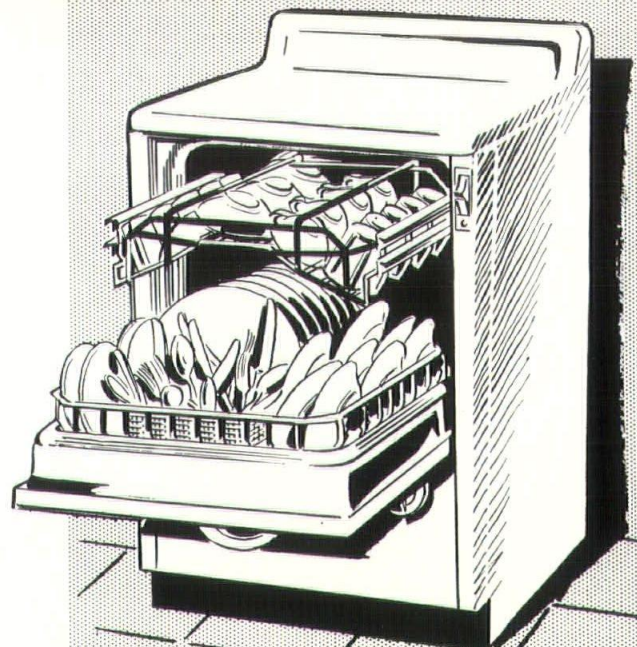
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MSA Grand Hotel August 2, 3, 4

PAUL A. HAZELTON, A.I.A., of Traverse City, Chairman of the MSA 1956 Midsummer Conference at the Grand Hotel on Mackinac Island, issues a last-minute invitation to all architects, Producers, their families and friends to attend this 13th annual event. Request room reservations direct with Hotel.

Supplementing the information about the conference given in the July issue of the Monthly Bulletin and by direct mail, Paul herein emphasizes the importance of the Main Bout, as well as some of the preliminaries, as indicated in the Program below.

We cannot too strongly recommend the Friday morning session, at which our Fellow Clair W. Ditchy will discuss the Reconstruction of Post-War Germany.

Members and guests can also expect a seminar of interest and value Saturday morning, when Mr. Wilfred F. Clapp and Dr. Roland Stolle, both of Michigan's Department of Public Instruction, will speak on "Education as a Basis for Design." The two will discuss what they think is going to happen in education in Michigan in the next twenty-five years.

This presentation is sure to result in friendly discussion and audience participation that will lead to creative thinking as to implications for design.

At the Banquet, concluding event, Saturday evening, Prof. Ralph W. Ham-

Ferry Leaves Mackinac City
A.M.— 8:20, 9:00, 9:30, 10:15, 11:00,
11:30
P.M.—12:30, 1:30, 2:30, 3:30, 4:15, 5:15,
7:45, 9:00

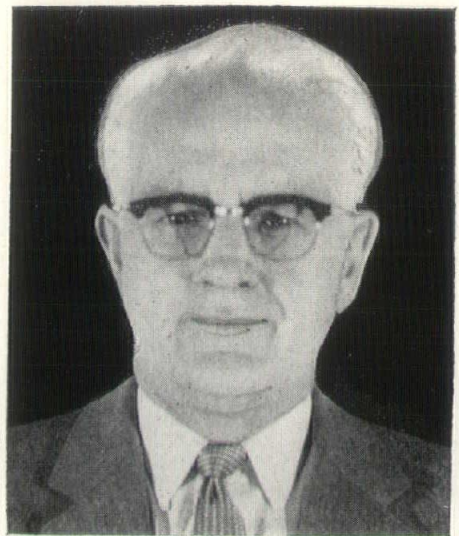
mett will be toastmaster and Mr. Thomas H. Creighton will be the speaker.

Thomas H. Creighton, A.I.A., architect and editor, is a native of Philadelphia, Pa. He received his A.B. at Harvard University in 1926 and continued his architectural studies at the Beaux Arts Institute of Design, in New York until 1929.

After being employed in leading architects' offices, he became senior architect for the Department of Hospitals in New York City, 1938 to 1940,



TOM CREIGHTON
Another good editor



BILL CLAPP
With built-in applause

and he was then associated with Alfred Hopkins & Associates. In 1946 he became editor of Progressive Architecture, which position he has held with distinction.

Mr. Creighton is a member of The American Institute of Architects, its New York Chapter, American Institute of Decorators, American Hospital Association, Architectural League of New York, Municipal Art Society of New York, and Construction Specification Institute. He is author of many books on architecture.

In 1952, he married Katherine Morrow Ford and they co-authored "The American House Today," "Quality Budget Houses," "Designs for Living," and other works.

Program

THURSDAY, AUGUST 2nd, 1956

- 9:00 A.M. to 6:00 P.M. — Arrivals, Registration (Men \$10, Ladies Free)
- 6:00 P.M.—Reception and Cocktail Party, Terrace Room; Hosts: Kimble Glass Co., Division of Owens-Illinois; and Fenestra, Inc., (Detroit Steel Products Co.)
- 7:00 P.M.—Dinner, Main Dining Room (All Meals American Plan)
- 10:00 P.M.—Dancing, Terrace Room

FRIDAY, AUGUST 3rd

- 8:00 A.M.—Open Meeting of Board of Directors, at Breakfast, Pontiac Room
Registration Continues
- 9:00 A.M.—Business Session, Club Room; President Elmer J. Manson, Presiding
Greetings from the National A.I.A.
John N. Richards, F.A.I.A., First Vice President; Raymond S. Kastendieck, A.I.A., Treasurer; Bergman S. Letzler, A.I.A., Great Lakes Regional Director.

- 10:00 A.M.—Seminar, Club Room; Speaker, Clair W. Ditchy, F.A.I.A.
Subject: Illustrated Lecture on the Reconstruction of Post-War Germany, including Views of Soviet-Occupied East Berlin.

- 12:30 P.M.—Luncheon, Main Dining Room

- AFTERNOON—Relaxation, Recreation Games (for which there will be Prizes) Golf Prizes by George Anderson Brick Co., Lansing and Kimball & Russell, Inc., Detroit.

- 5:30 P.M.—President's Reception and Cocktail Party, Club Room; Hosts, Portland Cement Association

- 6:30 P.M.—Dinner, Terrace Room; Besser Male Chorus; Presentation of the Tenth Annual Portland Cement Company's "Man of the Year" Trophy, by J. Gardner Martin

SATURDAY, AUGUST 4th

- 8:00 A.M.—Breakfast, Main Dining Room

Registration Continues

- 10:00 A.M.—Seminar, Club Room; Speakers: Wilfred F. Clapp and Dr. Roland Stolle of the Michigan Department of Public Instruction
Subject: "Education as the Basis for Design"

- 12:30 P.M.—Buffet Luncheon, Terrace Room

- AFTERNOON—Rest, Recreation, Sports, Shopping, Relaxation, sight seeing

- 5:30 P.M.—Cocktail Party, Club Room
Host: Producers' Council, Michigan Chapter

- 6:30 P.M.—13th Annual MSA Midsummer Conference Banquet; Toastmaster, Prof. Ralph W. Hammett, A.I.A. of the University of Michigan
Speaker: Thomas H. Creighton, A.I.A., Editor, Progressive Architecture
Subject: "Ten Years in the Editor's Chair"
Adjournment

- 10:30 P.M.—Dancing, Terrace Room

SUNDAY, AUGUST 5th—

- Breakfast, Church, Departures

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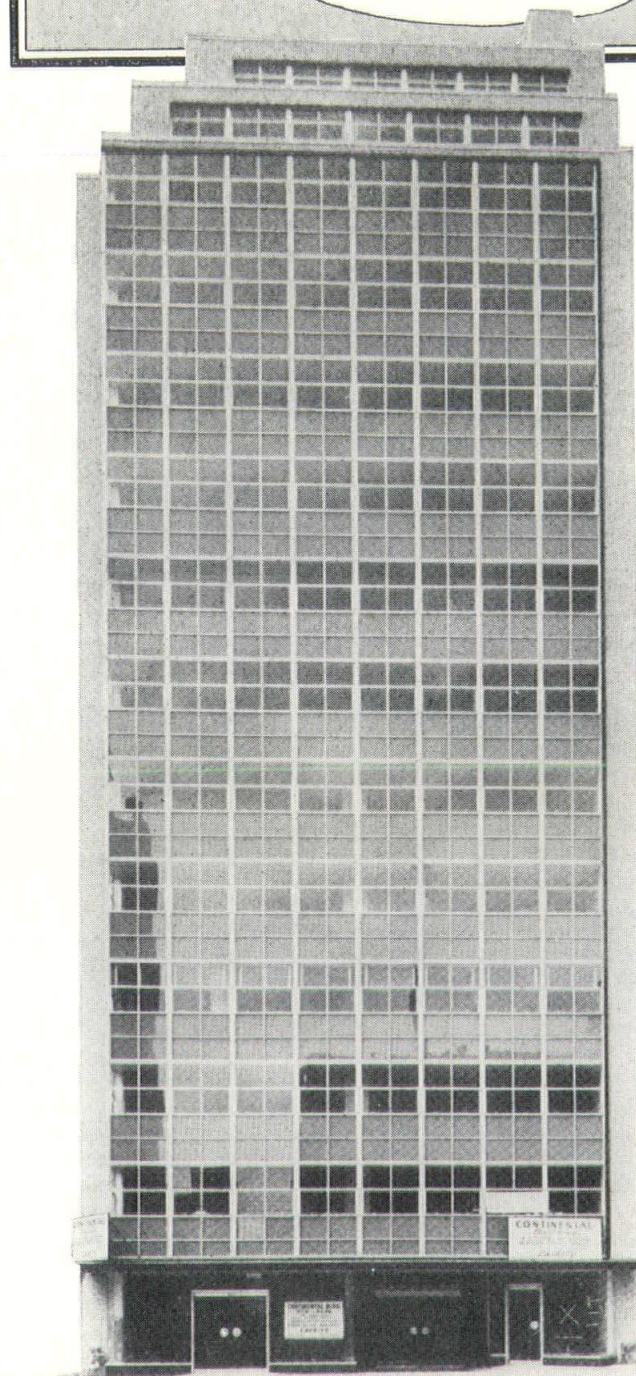
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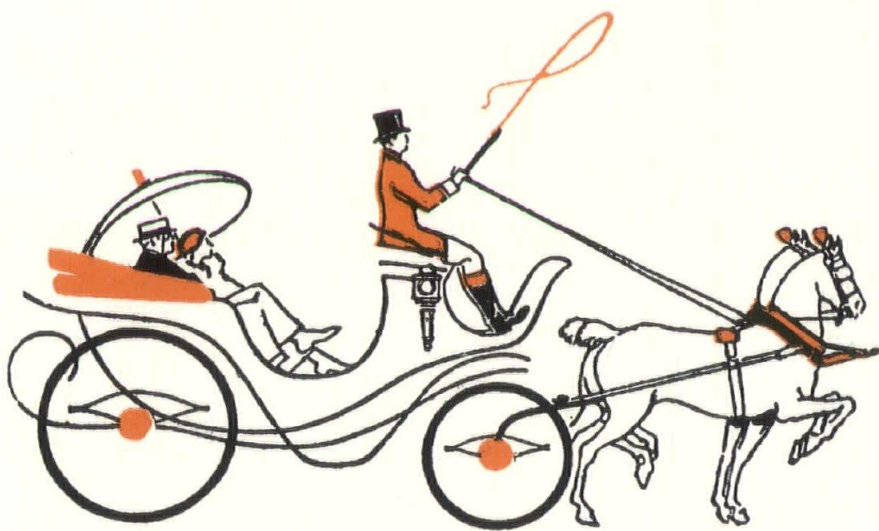
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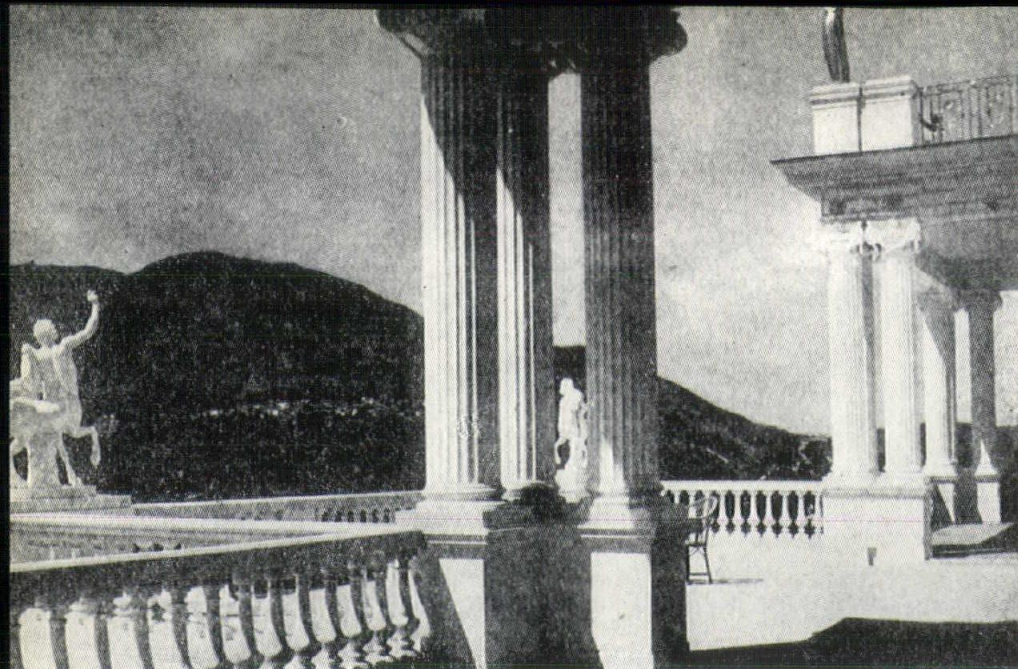


PART II

its romance and its mystery

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By Gustavus Arnold



Hutchinson & Co., London, 1899



Painting by Winterhalter in Emperor's study, Palace of Hofburg, Vienna, Austria

LOWER LEFT:

THE UNHAPPY EMPRESS ELIZABETH OF AUSTRIA and Queen of Hungary was the daughter of Duke Maximilian Joseph of Bavaria and Ludovica Wilhelmina, daughter of Maximilian I of Bavaria, of the eccentric and oftentimes mad, royal house of Wittelsbach.

When a young girl there passed by her father's castle "Possenhofen" on Starnberg Lake a band of Gipsies—one of whom told her fortune. "You will someday rule over a great realm and your beauty will be world renowned but tragedy will follow you and yours all the days of your life even to the very end."

At sixteen she was reported to be the most beautiful princess in Christendom and had caught the eye and the heart of the young and dashing scion of the most ancient royal house of Europe.

On April 24, 1854, at the age of seventeen, she became the bride of Francis-Joseph, Emperor of Austria, in gay and glittering Vienna, before the crowned heads of the world.

Then the prophecy began to unfold:

The Archduchess Sophie, her domineering mother-in-law, took her children away from her soon after birth to supervise their upbringing. Whatever she did, it was countermanded by the Emperor's mother who "knew best."

Her first-born, the Princess Sophie, died of typhus in 1857.

Her cousin, the daughter of immensely rich Archduke Albrecht was burned horribly in Schonbrunn palace when her dress caught fire from a forbidden cigarette and she was transported home in a tub of oil to die.

Her nephew, the Archduke John Salvator of Tuscany, known as John Orth because he had renounced his title to marry an opera singer, went down off Cape Horn in the Santa Margarita during a terrific storm and was never heard from again.

Her brother-in-law, the ill-fated Emperor Maximilian of Mexico, was executed at Queretaro on June 19, 1867.

Her sister-in-law, the Empress Carlotta went mad over the event and was kept shut up in the Castle of Laeken near Brussels, for many long years until her death, her only solace being music.

Her sister's husband, the Count of Trani, committed suicide, June 8, 1886.

Her cousin, the mad King Ludwig II, strangled his physician and drowned himself in Starnberg Lake, June 13, 1886.

Her only son, the Archduke Rudolph and the 113th of his line, was found dead with beautiful Baroness Maria Vetsera in the tragedy at Mayerling, January 30, 1889, while his plain-faced Belgian wife, the Archduchess Stephanie, shrieked through the palace of the Hofburg: "I drove him to it!"

Her youngest sister, the Duchess of Alencon, perished in the holocaust of the Paris Charity Bazaar fire, May 3, 1897.

She became estranged from her husband while he took up with the actress Katherine Schraitt.

From 1890 to 1897 she embarked on a seeming endless odyssey from seashore resort to mountain spa, from Claridge's in London to shipboard, from country to country, sometimes in incognito and sometimes as the Empress of Austria, never staying at any place very long, always as though she were fleeing before the harassing hounds of fate.

And finally, on September 10, 1898, while walking hurriedly with the Countess Sztaray from the Hotel Beauvillage to board a steamer on Lake Geneva, Switzerland (a raven had flown down and brushed a ripe peach she had been eating out of her hand that morning*), the anarchist and assassin, Luigi Luccheni, after lying in wait, rushed upon her and plunged a 4-inch carpenter's file into her heart.

UPPER LEFT:

THE ACHILLEON—Empress Elizabeth's enchanted villa on the island of Corfu designed by the celebrated Neapolitan architect Rafael Charito. It was here that she spent many idyllic hours communing with the Muses in her search for happiness and flight from tragedy and where she built a temple consecrated to her favorite poet Heinrich Heine.

Both Empress Elizabeth and her cousin Ludwig II had mutual affinity for the architectural impulse. Elizabeth went into wild raptures over her Greek-columned Achilleon on Corfu and her Castle Lainz near Vienna while Ludwig designed and built in rapid succession, with such incredible names, the Gothic Castle Hohenschwangau, the Burbon Rococo Castle Herrenchiemsee and the Romanesque-Byzantine Castle Neuschwanstein—the last a tourist Wagnerian delight even today.

*The raven was a bird of ill omen for the Royal House of Hapsburg.

The Mysterious 'Lady in Black'

IN 1891 there appeared in June at Grand Hotel a woman of arresting note. Her entourage included a lady-in-waiting and a footman.

She was always heavily veiled, dressed in black, never frequented the public rooms of the hotel, and never spoke to anyone. She seemed always as if in flight.

One of the striking features of her stay was the appearance of her footman, who at eight o'clock sharp in the morning, came up from the stable of the hotel with a white Russian wolfhound with which the "lady in black" proceeded to stroll up and down the long porch of the hotel for one-half hour constitutional. Then exactly at eight-thirty the footman would reappear and take the dog back down to the stable and the "lady in black" would retire to her suite.

This exact ritual would again take place at twelve noon and at seven in the evening. Always at a time when the guests of the hotel were in the dining room and the porch was generally empty.

There was much craning of necks, especially among the older dowagers at the hotel, who had choice seats by the dining room windows, and discussion ran rife as to whom she might be.

The mysterious "lady in black" seemed especially to enjoy walking in the night air. One time she and her lady-in-waiting were encountered strolling through the gardens of the William Backhouse Astor property where there were magnificent world-famous Mackinac lilacs* in bloom. The delicious fragrance of the lilacs on the June night seemed to mesmerize her.

There was only one incident that might prove a clue to her identity. Toward the end of her stay a chambermaid at the hotel at the time, one Alice Gibney, recalled quite distinctly an occasion when she came upon another chambermaid peering through the keyhole of suite 20 (old number).

She said she exclaimed in no uncertain terms: "Why the idea! What are you peering there? Haven't you any respect for her people's privacy! Do you want me to tell the head housekeeper?" With that the startled maid fled and "when she was out of sight," Miss Gibney continued, "I haunched down myself and looked through the keyhole. The 'lady in black' was sitting in a high back chair and her

veil was off and I saw her face — it was like the face of a sorrowing angel."

The "lady in black" and her entourage evaporated just as suddenly as they had come. The doorman recalled that on that very day he had seen a large black bird perched on the railing near the woman's suite but thought nothing more of it at the time.

In recent years it has been rumored that some of the guests at the hotel have been startled while seated at tables near the windows in the dining room facing the Straits, by the sight of a woman dressed in jet black and heavily veiled with a white Russian wolfhound at her side strolling past on the porch. Yet others, on being called to the attention of the apparition, saw nothing.

*The lilac was first brought to Vienna from Persia by Busbecq, the ambassador of Ferdinand I (1564).



Pagel Archives

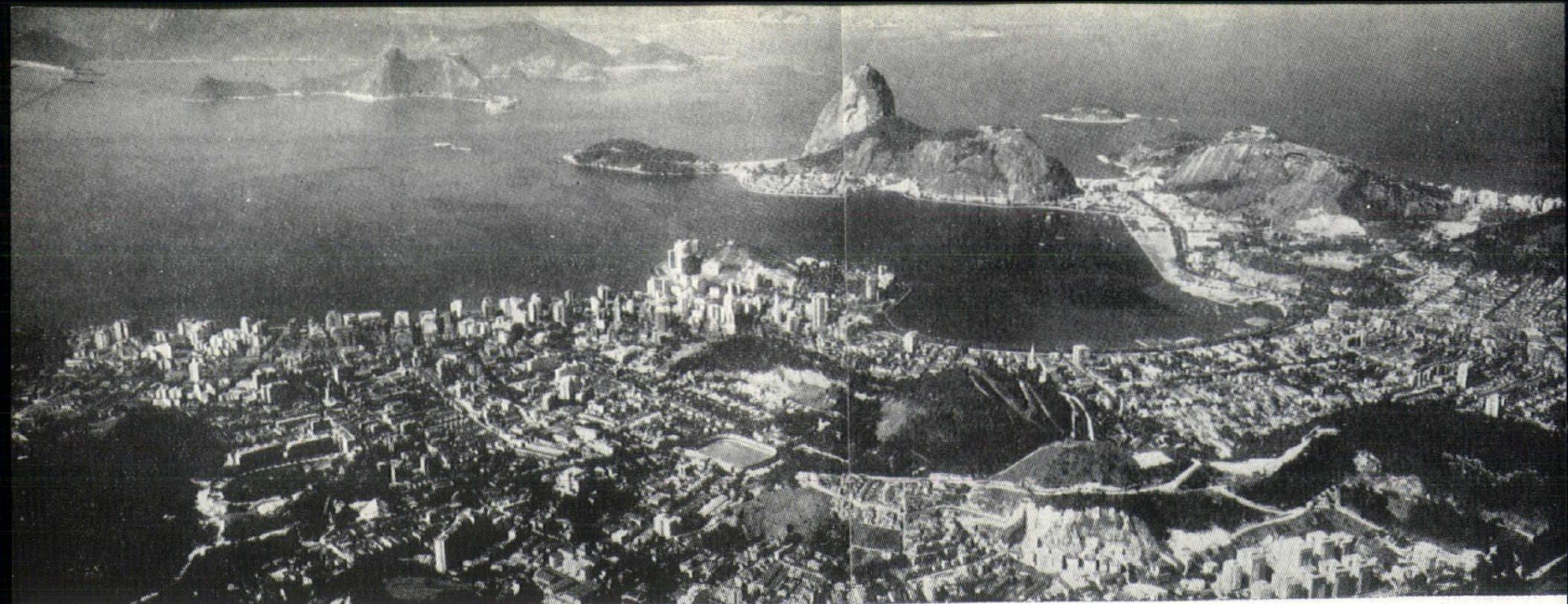


Detroit News

LEFT:

ELISSA LANDI—green-eyed, auburn-haired, internationally famous stage and movie star, pianist, novelist and recluse, who wrote "The Helmers," "House for Sale" and "The Ancestors"; starred in "Sign of the Cross," "Count of Monte Cristo" and "The Great Flirtation," and the Broadway success, "Dark Hammock"—was the daughter of the Countess Zardi-Landi who in 1915 had published by Houghton-Mifflin Co., a book, "The Secret of an Empress" in which she claimed that she was the daughter of the Empress Elizabeth of Austria, thus making Miss Landi the granddaughter of an Empress.

Although the striking beauty of Miss Landi did resemble that of the Empress, the Royal House of Austria never acknowledged the claim and on October 21, 1948 at the age of 43 Elissa Landi died of a malignant malady.



Courtesy Brazilian Embassy

Who Was the 'White Whiskered Gentleman'?

IN AUGUST, the summer of 1889, there arrived at Grand Hotel a white whiskered gentleman of distinguished mein accompanied by a younger man who seemed to be his aide.

While not engrossed in books and periodicals, whose contents they seemed to devour with insatiate relish while relaxing on the porch, they spent their time standing at the railing looking out across the Straits of Mackinac. The view

seemed to transfix them. As if they saw in their minds eye way off to the south in the indigo blue some majestic mirage that transcended a whole continent. What they saw, of course, we do not know—we can only surmise.

The elder of the two would grow pensive at times as if his ears picked up the rumblings of some distant unrest yet to be divulged. Then turning to his companion with a fatalistic shrug he would

continue their conversation where they had left off.

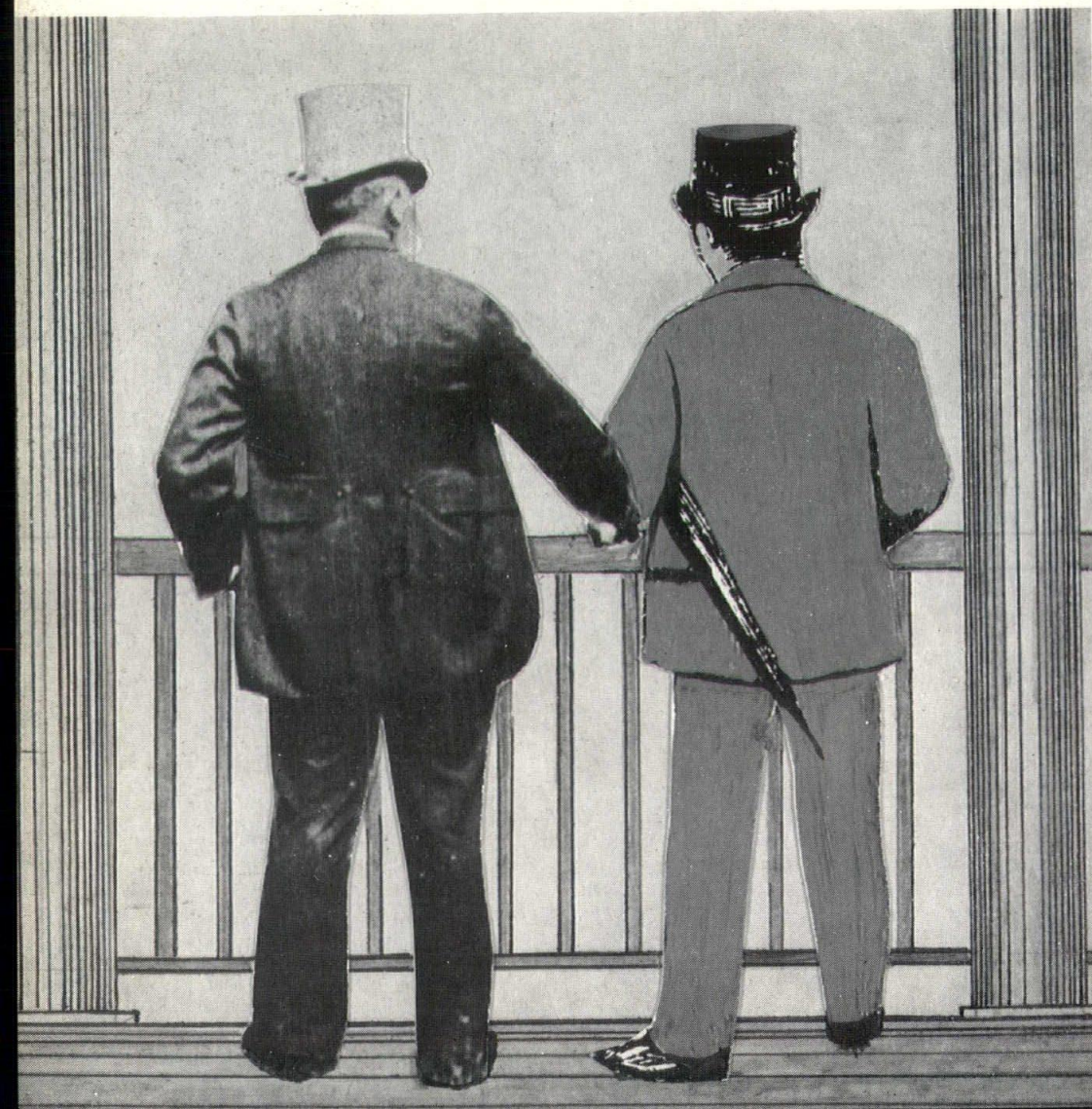
They were keenly taken with the historic background of Mackinac Island and stopped any number of natives in town questioning them about the odd geologic formations, the early days of the Astor trading post regime, the massacre of the old fort's garrison, and especially all about the Indians.

They liked to get up early—sometimes five o'clock in the morning—to take a sunrise constitutional along Chicago row on the bluff, enjoying the bright morning air which is so invigorating on Mackinac Island.

Many of the guests at the hotel queried as to who they were. Among the rocking chair brigade there was quite heated discussion. Some said they were positive they heard them speak in English, others, said French, while still others were quite sure it was German. To top it off, two others said they overheard them speak in Italian. And to confuse the issue, still further, another was positive it was Portuguese.

According to one Buford Washington, a waiter at the hotel at the time, the two gentlemen spoke English with a foreign accent, always sat at a table next to the windows in the dining room which is generally reserved for the more important guests and always took baked Whitefish a la Bechamel, for which Grand Hotel is famous, whenever it was on the menu. The "white whiskered gentleman" then always took with it a glass of Hochheimerberg.

To this day no one knows who they were or what happened to them. They never returned to the hotel again.



Page 1 Archives

TOP OF PAGE:

Panoramic view of Rio de Janeiro and Guanabara Bay, guarded by the Emerald Isles and Sugar Loaf Mountain—like a great sphinx lion.

RIGHT:

PEDRO II, Dom Pedro de Alcantara Joao Carlos Leopoldo Salvator Bibiano Francisco-Xavier de Paula Leocadio Miguel Gabriel Raphael Gonzaga, last Emperor of Brazil, scholar, statesman, world-traveler and humanitarian, was born in Rio de Janeiro, December 2, 1825.

When he was five years old the first responsibilities of an emperor fell upon his shoulders. His father Pedro I had abdicated in his favor. Nine years of regency followed and on July 18, 1841 when he was fifteen he was crowned Emperor of Brazil.

Natural history and astronomy were two of his favorite hobbies. But during the course of his life he studied almost everything under the sun. He could speak fluently in English, German, French, Italian, Spanish or Portuguese. He read Latin, Greek and Hebrew and when he was sixty he learned Sanskrit.

In 1867 Dom Pedro opened the Amazon River to the commerce of all nations and in 1871 a law was passed for the gradual abolition of slavery throughout Brazil.

He constantly sponsored public improvements, fostered public instruction, and earnestly patronized art and science, and traveled widely in Europe and in the United States, affiliating himself closely with foreign intellectual life.

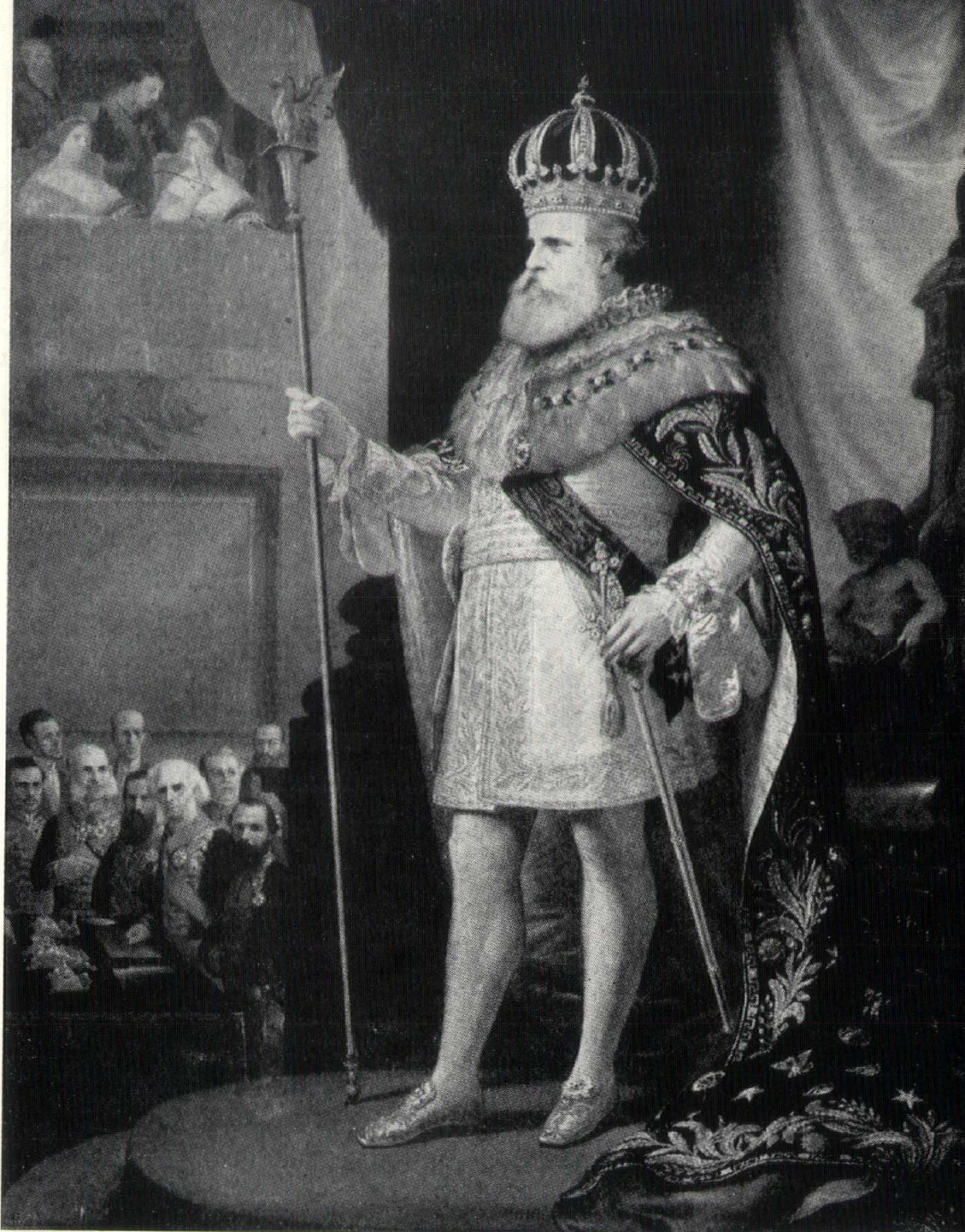
In 1876 he was made corresponding member of the French Academy of Sciences, an honor not often given to kings.

Brazil prospered greatly under the rule of Pedro II. For over fifty years it had an emperor who respected the wishes of his people and whose ideals of government were genuinely democratic. With the blood of Burbons, Hapsburgs and Braganzas in his veins, yet he administered the affairs of the nation like a president. "He was probably the most democratic monarch who ever lived."

But in 1888 the rich planters turned against Dom Pedro when an imperial disposition abolished slavery throughout Brazil. In 1889 a crisis arose. The nobility, alienated by the anti slavery measures aimed at reducing their prerogatives, the military, demoralized by inactivity, joined under Manuel D. da Fonseca in a Republican revolt on November 15, 1889.

The emperor, being a scholar, made no resistance and abdicated the next day. On November 17, 1889 he sailed away forever with his family for Portugal. He died in Paris, France in exile December 5, 1891, but left a record unparalleled in South America for conscientious and enlightened rule.

Painting by Pedro Americo, court painter to Emperor of Brazil



RIGHT:

QUINTA DA BOA VISTA PALACE in Rio de Janeiro where Pedro II was born, and his royal residence during the time of the Brazilian Empire. It was designed by Antonio Lopes, a great admirer of Auguste-Henri Grandjean de Montigny — Brazil's great professor of architecture. It is now the National Museum.

Pan American Union



The Bal Masque Mystery

A MAGNIFICENT BAL MASQUE was held at Grand Hotel in 1892 commemorating the 5th anniversary* of its opening in 1887. This was the first and the last to be held at the hotel because of its catastrophic climax.

For weeks before the event took place the guests at Grand Hotel were in a state of secret consultation regarding the formal dress they planned to wear—each striving to outdo the other in elegance of attire. Worth gowns from Paris streamed up the drive in drays by the trunk-load until the day of the ball.

The hotel was steeped to its white pillared roof with power and fashion and in fact, that very afternoon, a special train from New York pulled in at Mackinaw City, across the Straits, disgorging a final galaxy of celebrities.

That night, the hotel, ablaze with light, redolent with the scent of great bouquets of American Beauty roses and the music of two orchestras—one from Chicago, the other, from Boston—was a veritable Paradise.

Eight hundred and forty-six guests dined and danced, pivoted and whirled over the polished dance floor and under the scintillating chandeliers and the aura and mystery of flirtatious black masks—each trying to fathom the other's identity. It was a night well to remember!

At the magical hour of midnight when the lights were dimmed and the peak of the party's revelation—the unmasking was to begin—a tremulous cry went up from one of the young women guests that her necklace was gone!

To the horror of Grand Hotel a jewel theft to have been consummated right under its glittering chandeliered nose and right at the height of its most spectacular party—was unthinkable! The management trembled right down to the very depths of its most subterranean wine cellar at the thought of even a smidgened taint ever touching the pristine hem of its unblemished escutcheon.

The whole affair was immediately clamped down tighter than the proverbial drum. And, because of the powerful families involved and the glittering array of names that would be scandalized, the American press was made none the wiser.

The young lady involved surmised that a certain rapscallion nobleman of an old and impoverished French ducal house was the culprit. The young woman's family refused to prosecute and the young man was hastily hustled out of the country to forestall an international incident.

An amusing denouement of the whole mystery came to light some years later when it was rumored that the necklace in question was only of paste and that the original lay safely and securely locked in the vault of a New York bank and that the light-fingered gentleman's efforts could have been just as easily rewarded had he used them in a five and dime store.

*Since July 10, 1892 fell on Sunday, the ball was given on Saturday, July 9th.

Painting by Jules L. Stewart—Exhibited at Columbian Exposition, 1893, of well-known people in American society—Mask composite by Arthur John Pagel





The Romance of Grand Hotel and Foreign Parts

Painting by Carolus Duran under which Mrs. Astor held her famous receptions

BELOW:

MRS. ADOLPHUS BUSCH, wife of the founder of Anheuser-Busch and First Lady of St. Louis in her day, whose daughter, Wilhelmina, built the fabulous 76-room, million dollar, onion turret Castle "HoeHENried" on a 1,300-acre estate at Starnberg Lake, Bavaria, Germany, near the girlhood home of the Empress Elizabeth of Austria.

ABOVE:

MRS. WILLIAM ASTOR, wife of the grandson of John Jacob Astor I who wrought out a financial empire in fur trade on Mackinac Island, believed quite emphatically in "old families, old ways, old servants, old operas and old friends." Tracing her descent from James I of Scotland and known as THE Mrs. Astor of American society she invited Mrs. Potter Palmer, Queen of Grand Hotel, to dinner in 1898 which was tantamount to amity between the Capulets and Montagues and bore out the old adage that if you can't vanquish your adversary, join 'em!

Painting by Anders L. Zorn



Women of Pulchritude at Grand Hotel Today

Portrait by William E. Bradley



Portrait by Frye



Portrait by William E. Bradley



LEFT:

MRS. FREDERICK GORDON STICKEL, wife of an associate of the internationally renowned architectural firm of Victor Gruen Associates who have revolutionized the American mercantile scene by initiating the Shopping Center patterned after the old world market place improved with 20th Century technique.

ABOVE, CENTER:

MRS. AMEDEO LEONE, wife of the premier architect of one of America's oldest and most distinguished firms—Smith, Hinchman & Grylls, Inc., who have designed many of the country's foremost residences, leading institutions and advanced industrial enterprises.

TOP RIGHT:

MRS. JAMES BARR MORISON, wife of the well known church architect, whose father the late Andrew Robertson Morison was also one of the country's foremost architects in that domain.

The Romance of High Finance

STRANGE AS IT MAY SEEM, Grand Hotel on Mackinac Island, Michigan, the only spot in America where the automobile has never been able to penetrate and supplant the charm of old tradition enjoyed before its advent, was the setting for the transaction that disposed of one of America's largest automotive empires built on the very fact of the successful penetration of its product all over the world.

On May 1, 1925 a check for \$146,000.00 was given to the Dodge Brothers' estate signed by Dillon Read & Co. to be divided between the widows of John Francis Dodge and Horace Elgin Dodge and their heirs.

It was said at the time to be the largest single industrial transaction in the history of the country. And was the final result of negotiations which had taken place previously at Grand Hotel.

It was the world-wide dealerships of the Dodge Corporation and the splendid integrity and performance of the Dodge product that influenced the Chrysler Corporation to add it to its diadem of outstanding motor cars.



Painting by Kelly which hangs in library of Rose Terrace

BELOW:

ROSE TERRACE—the palatial Louis XV chateau in Grosse Pointe, Michigan of Mrs. Horace Elgin Dodge designed by architect Horace Trumbauer, houses one of the finest collections of French eighteen century art in the world.

ABOVE:

MRS. HORACE ELGIN DODGE—one of the last of the dowagers of the great motor car dynasties which flowered so brilliantly during the first quarter of the 20th Century. Like the late Mrs. Hamilton McKeown Twombly, daughter of William H. Vanderbilt, she lives in regal opulence in her mansion on the shores of Lake St. Clair, and one of the few remaining estates in America where the art of protocol is still enforced. A great patron of the arts and music, Mrs. Dodge divides her time between her magnificent Grosse Pointe home and her villa in Palm Beach when not in pursuant of world travel. A granddaughter was married to a descendant of Mrs. Henry White, sister of Cornelius Vanderbilt II.

Detroit News



BELOW:

MEADOWBROOK HALL—the fabulous English Tudor country seat at Rochester, Michigan, of Mr. and Mrs. Alfred Gaston Wilson designed by the architectural firm of Smith, Hinchman & Grylls, Inc. Because of the family's great interest in prize winning gaited horses the estate also has one of the finest stablerys in America. The Wilsons also have a spacious, winter, ranch home outside of Phoenix, Arizona.

Painting by Louis Betts which hangs in dining room of Meadowbrook Hall



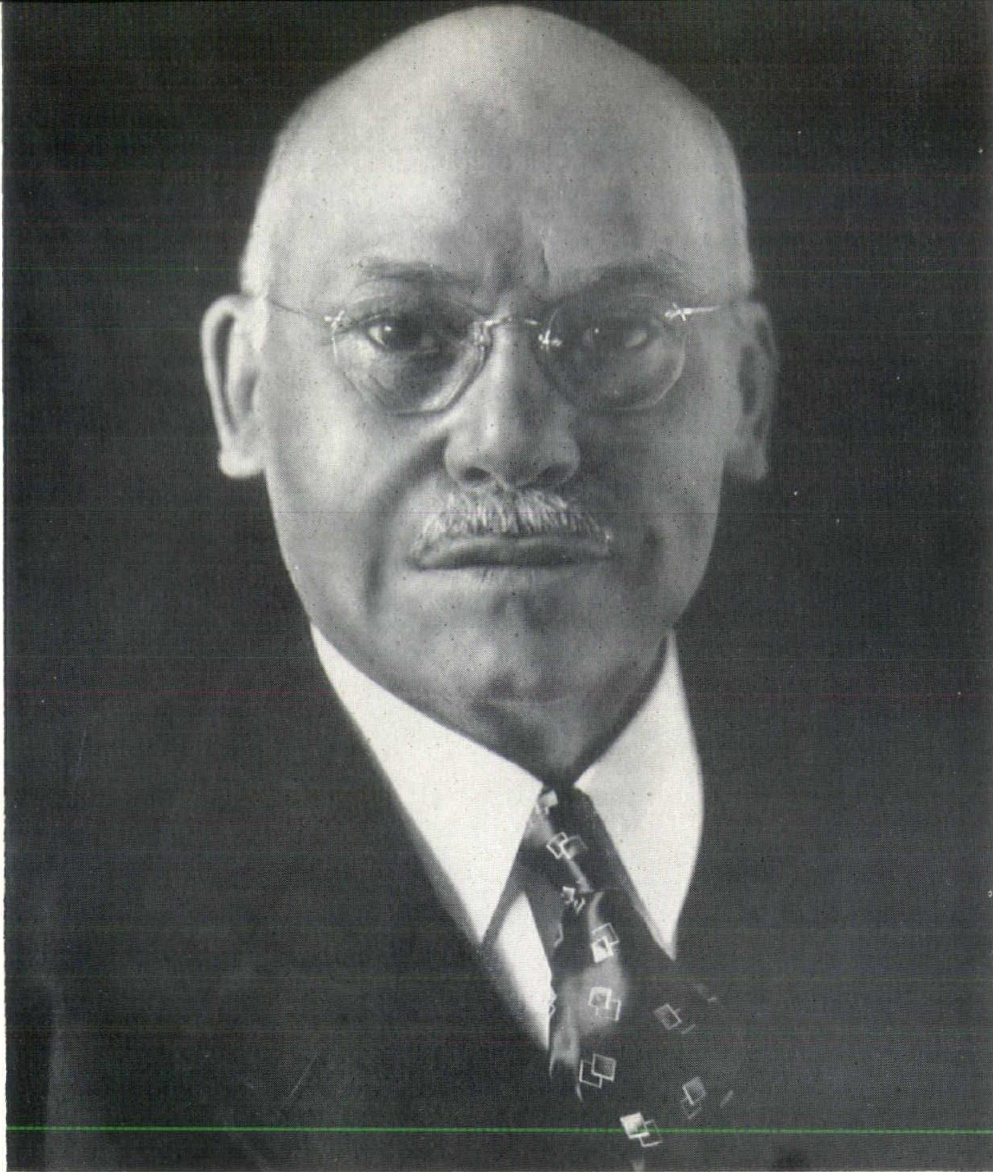
ABOVE:

MRS. ALFRED GASTON WILSON (former widow of John Francis Dodge) a woman of charm and dignity, discerning judgment, religious depth and serenity, a patron of opera and music, steadfast friend of the Salvation Army movement and countless humanitarian projects, was the first president of the Auxiliary of the Salvation Army in Detroit, Michigan, and has spent many years contributing her time and wealth to its benevolence.

A stepgranddaughter was married to John de Braganza, scion of the royal house of Portugal and Brazil.



Lens-Art



LEFT:

WALTER P. MURPHY, who gave \$32,000.00 to found the great Technological Institute of Northwestern University at Evanston, Illinois, was a perennial guest at Grand Hotel for many years. His shy and unassuming manner belied his tremendous wealth and he was the complete antithesis of his business associate James Buchanan (Diamond Jim) Brady.

BELOW LEFT:

JAMES BUCHANAN (DIAMOND JIM) BRADY, America's most spectacular salesman promised his mother not to drink or smoke but showed no inhibitions in his taste for diamonds of which it is said he wore \$250,000 worth at a time without a bodyguard; for food, of which he thought nothing of dining on a 12-course dinner washed down with huge pitchers of fresh orange juice which would have delighted the hearts of the citrus growers of California and Florida of today and made them his devoted friends; and, for beautiful women — Lillian Russell in particular.

BELOW CENTER:

LILLIAN RUSSELL, the Clinton, Iowa, girl who reigned as Queen of Beauty on the American stage for nearly forty years and set the style of women's fashions with her magnificent ostrich plumed picture hats. A glittering star of the musical comedy and light opera world she later became the wife of a United States ambassador to Spain.

BELOW:

MAGIC BARBER CHAIR at Grand Hotel, rumored to have powers of occult persuasion, where it has been said, Walter P. Murphy, while seated in it conjured up the idea to give his vast wealth away, and where innumerable guests of the hotel have reached decisions of great moment. One occupant, in particular, having his hair cut six times in as many days in a row to the bewilderment and consternation of the attendant. But the guest was very well pleased with the result for he made use of ideas that came to him in the chair that later netted him a million dollars.



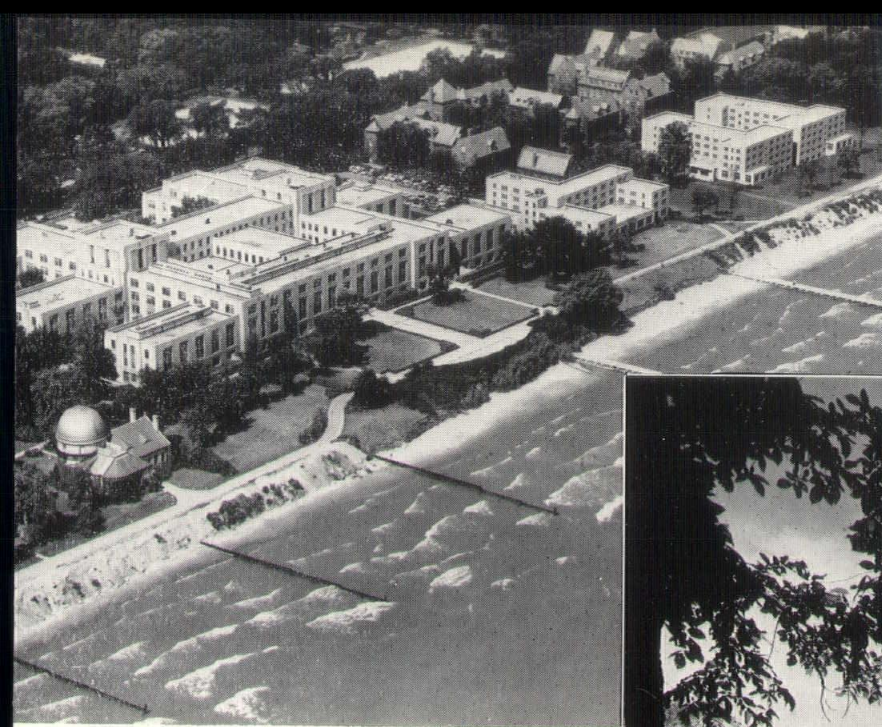
Fortune



Fine Arts—Detroit Public Library



Frye



ndt & Associates

LEFT:
CAMPUS OF NORTHWESTERN UNIVERSITY
Evanston, Illinois

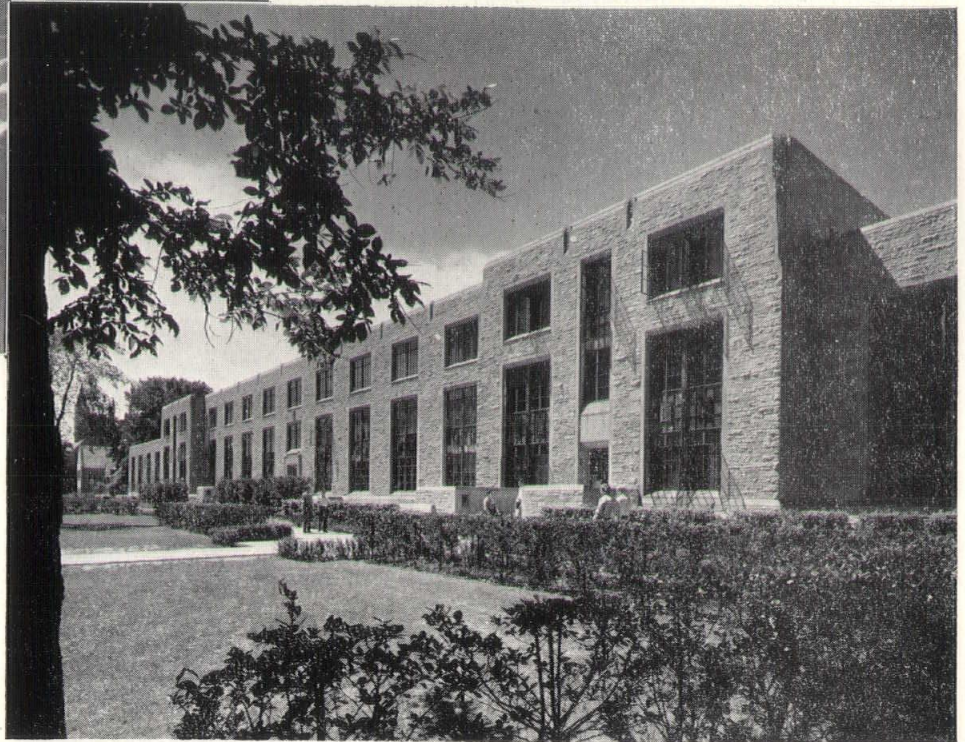
BELOW:
TECHNOLOGICAL INSTITUTE
Designed by Holabird & Root

Romance, Mystery, and Education

BELOW:

WILLIAM ASTOR, great-great-great grandson of John Jacob Astor I who founded the Astor fortune in America with his fur trading post on Mackinac Island; great-great grandson of William Backhouse Astor who built the white frame residence on the approach to Grand Hotel where the mysterious "lady in black" lingered among the lilacs; great grandson of Mrs. William Astor — The Mrs. Astor — who invited Mrs. Potter Palmer, Queen of Grand Hotel, to dinner; and grandson of John Jacob Astor IV who went down with the Titanic, April 14, 1912, is matriculated today (1956) at Northwestern University.

Chicago Architectural



Chicago Architectural



Hedrich-Blessing



Associated Press

ALLIED STEEL AND CONVEYORS



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CRANE RUNWAYS •

KARTSEN'S CAFETERIA

Long-time Users of *Gas* for Cooking

Kartsen's, on Woodward just south of Grand Circus Park, is a familiar landmark. But when the doors first opened to the public in 1915, the location was known as "North Woodward"!

Kartsen's management policy is "no frozen meats, no frozen fish." Their all-fresh food menus are made available in the main floor cafeteria, and in the second-floor "Cascade" Room, with table service.

Kartsen's kitchens are all-Gas equipped, to assure finest cooking. Their management agrees that natural Gas is best for natural cooking—and Gas is so fast!



MICHIGAN CONSOLIDATED GAS COMPANY

Serving 815,000 customers in Michigan

Detroit Chapter's Next Meeting

LOUIS G. REDSTONE, A.I.A., Chairman of the Detroit Chapter, A.I.A. Committee on Allied Arts, announces that the Chapter's first meeting of the 1956-57 season will be devoted to the Allied Arts.

It will be on Saturday afternoon and evening of September 22, 1956. There will be a cocktail party at the studios of Knoll Associates, in Birmingham, and

dinner at Devon Gables, West Long Lake Road.

An outstanding program, featuring the Allied Arts, is being prepared. Those who have attended such Chapter programs in recent years will know what interesting and valuable affairs they can be.

The October issue of the Monthly

Bulletin will feature the work of painters, muralists, sculptors and others in the Allied Arts in this area, and a directory of those interested in working with architects will be included.

**NOTE CHANGE FROM DATE
PREVIOUSLY ANNOUNCED AS
SEPTEMBER 13.**

Oath of the Profession

Most celebrated of oaths subscribed to by professional people is that known as the Hippocratic Oath for the medical profession. It derives from the doctrines of the renowned Greek physician Hippocrates and the school of medicine which took his name:

I swear by Apollo the physician, by Aesculapius, Hygeia and Panacea, and I take to witness all the gods, all the goddesses, to keep according to my ability and my judgment the following Oath:

To consider to me as my parents him who taught me this art; to live in common with him and if necessary to share my goods with him; to look upon his children as my own brothers, to teach them this art if they so desire without fee or written promise; to impart to my sons and the sons of the master who taught me and the disciples who have enrolled themselves and have agreed to the rules of the profession, but to these alone, the precepts and the instruction. I will prescribe regimen for the good of my patients according to my ability and my judgment and never do harm to anyone. To please no one will I prescribe a deadly drug, nor give advice which may cause his death. Nor will I give a woman a pessary to procure abortion. But I will preserve the purity of my life and my art. I will not cut for stone, even for patients in whom the disease is manifest; I will leave this operation to be performed by practitioners (specialist in this art). In every house where I come I will enter only for the good of my patients, keeping myself far from all intentional ill-doing and all seduction, and especially from the pleasure of life with women or with men, be they free or slaves. All that may come to my knowledge in the exercise of my profession or outside of my profession or in daily commerce with men, which ought not to be spread abroad, I will keep secret and will never reveal. If I keep this oath faithfully, may I enjoy life and practice my art, re-

spected by all men and in all times; but if I swerve from it or violate it, may the reverse be my lot.

A recent contribution is the Architect's Oath, written by George Bain Cummings, F.A.I.A., of Binghamton, N.Y., most recent past president of The American Institute of Architects:

Humbly and proudly I profess my competence under the discipline of architecture.

Upon my honor I promise unending devotion to the task of continually studying, learning, seeking, experimenting, that I may become ever better educated and trained for my work.

Upon my honor I promise to my community undeviating adherence to the ideal service to my fellow men as the goal of my effort, that I may honestly and fully earn my living—my right to live among them.

Upon my honor I promise to maintain that integrity in practice which will insure to each client the finest possible stewardship of his interest.

Upon my honor I promise in the execution of every commission to strive to create beauty as well as order, character as well as safety, spiritual value as well as convenience.

Upon my honor I promise to join with my fellow architects to make our profession of greatest possible usefulness and benefit to our society, to share and disseminate all valuable professional knowledge, and to pass on to the succeeding generation the full and fine discipline of our profession, enriched because of my dedication.

Other professions have their oaths, too.

While the following is not an oath, it is a good statement as to the attitude one should assume when considering becoming a truly professional man:

In May, 1954, a twelve-year-old boy living in Alexandria, Virginia, sent a letter to Mr. Justice Frankfurter in which he wrote that he was "interested in going into law as a career" and requested advice as to "some ways to start preparing myself while still in junior high school." He received this reply.

My dear Paul:

No one can be a truly competent lawyer unless he is a cultivated man. If I were you, I would forget all about any technical preparation for the law. The best way to prepare for the law is

to come to the study of the law as a well-read person. Thus alone can one acquire the capacity to use the English language on paper and in speech and with the habits of clear thinking which only a truly liberal education can give. No less important for a lawyer is the cultivation of the imaginative faculties by reading poetry, seeing great paintings, in the original or in easily available reproductions, and listening to great music. Stock your mind with the deposit of much good reading and widen and deepen your feelings by experiencing vicariously as much as possible the wonderful mysteries of the universe, and forget all about your future career.

With good wishes,

Sincerely yours,

Felix Frankfurter

Master M. Paul Claussen, Jr.

—From "Of Law and Men," by
Felix Frankfurter (Harcourt, Brace)

Following is the Oath taken by lawyers in the Detroit area on the occasion of their admission to the Bar:

I DO SOLEMNLY SWEAR:

I will support the Constitution of the United States and the Constitution of the State of Michigan;

I will maintain the respect due to Courts of justice and judicial officers;

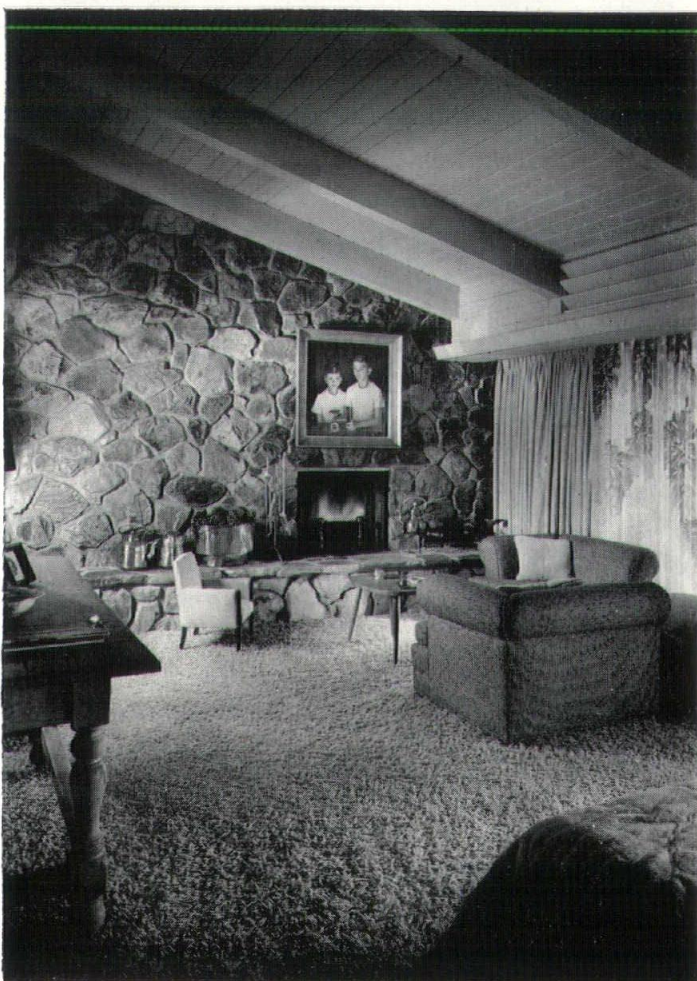
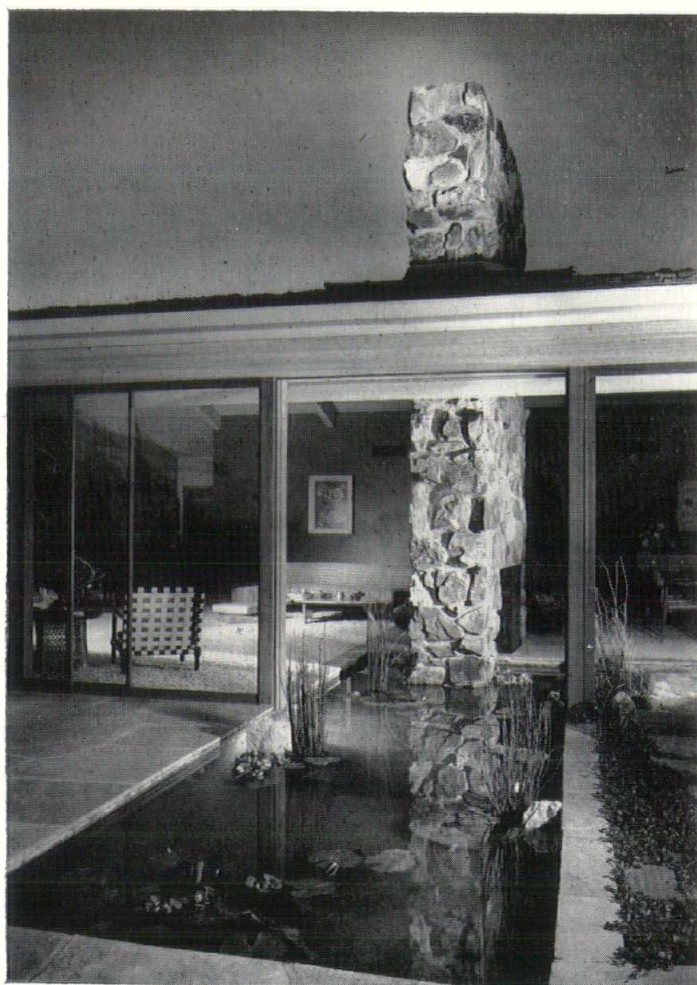
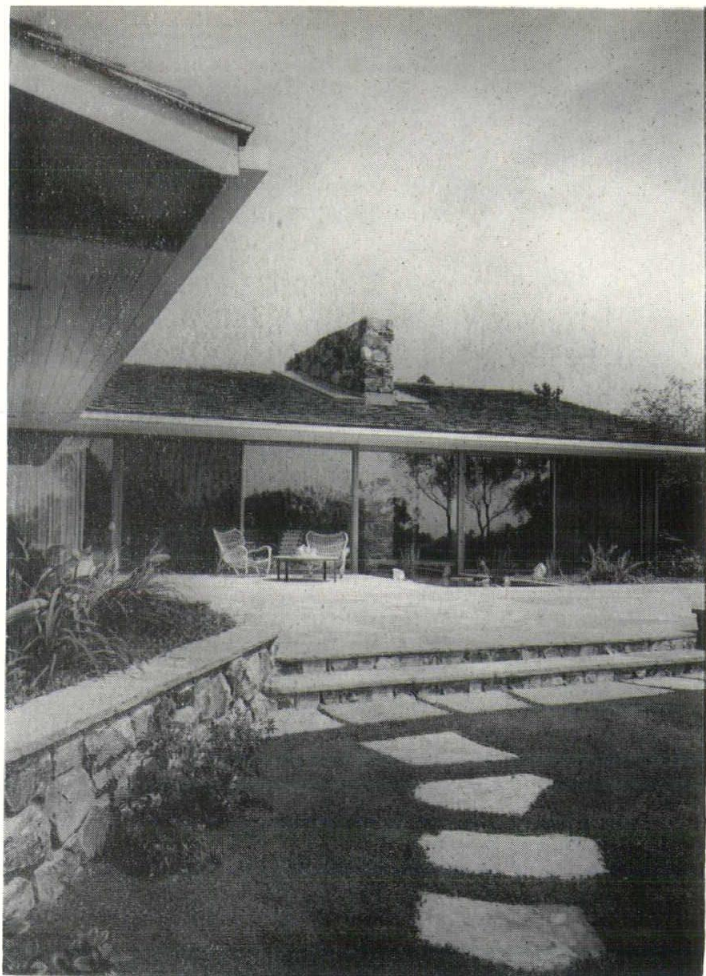
I will not counsel or maintain any suit or proceeding which shall appear to me to be unjust, nor any defense except such as I believe to be honestly debatable under the law of the land;

I will employ for the purpose of maintaining the causes confided to me such means only as are consistent with truth and honor, and will never seek to mislead the Judge or jury by any artifice or false statement of fact or law;

I will maintain the confidence and preserve inviolate the secrets of my client, and will accept no compensation in connection with his business except from him or with his knowledge and approval;

I will abstain from all offensive personality, and advance no fact prejudicial to the honor or reputation of a party or witness, unless required by the justice of the cause with which I am charged.

I will never reject, from any consideration personal to myself, the cause of the defenseless or oppressed, or delay any man's cause for lucre or malice, **SO HELP ME GOD.**



Shown above are views of the home of Welton Becket, F.A.I.A., of Los Angeles, site of the Fifth Annual Convocation of the College of Fellows, A.I.A., in connection with the Institute's 88th Annual Convention

MSA

Board Meeting

Michigan Society of Architects Board of Directors met at the home of Society President Elmer J. Manson in Lansing on the afternoon and evening of July 19. Present were twelve of the sixteen directors, Robert Kates and Talmage C. Hughes.

Principal item of business was the report and recommendation of Eberle M. Smith, Chairman of the Society's Administrative Committee, on the Society's new Sustaining Membership. A copy of the Report is published herewith.

The Executive Secretary reported on the proposed Michigan Architectural Foundation, to receive and disburse gifts, grants, bequests, etc. that would be ruled as exempt from income tax by the U.S. Government. This matter was referred to the Administrative Committee for report and recommendation.

Hughes also reported on developments in the State Board of Registration for Architects, Professional Engineers and Land Surveyors, particularly with regard to the activities of Richard Van Praag, investigator. An item of Van Praag's report is published herewith.

Further reports from the Executive Secretary included the Detroit Chapter's Centennial Celebration in 1957, the publishing of a Visitor's Guide to Detroit Architecture, and that Christian W. Brandt, A.I.A. had been made a member emeritus of the Institute, Detroit Chapter and MSA.

Since the Society has received requests from other states to buy the film "Designs for Better Living," the Board agreed to make it available to all those interested at cost to the Society, which is about \$150.

Peter Vander Laan, Vice Chairman of the 13th Annual Mid-summer Conference at the Grand Hotel on Mackinac Island, August 2, 3 and 4, reported on that activity, in the absence of Paul A. Hazelton, Chairman.

H. Robert Kates, the Society's new Executive Director, reported on his activities to date, indicating that he is becoming oriented and is already rendering a valuable service.

The treasurer's report was received and approved. It shows that the society's financial affairs are in good hands and in good order.

Secretary Morison's report indicates that he does his work quietly and efficiently. He deserves the thanks and commendation of all members.

President Manson and Director Adrian N. Langius, F.A.I.A., reported on the Governor's Housing Code Study Commission, and it was agreed that Governor Williams is to be commended for initiating this needed movement.

Samuel C. Allen, Director of the Society and President of the Saginaw Valley Chapter, A.I.A., reported on his

Chapter's activities. He stated that meetings are being held in various cities in the Chapter area, and committee work is being distributed widely among the members. The next meeting of his Chapter will be in Bay City on September 11, at which time reports from the various committees will be heard. This will be the Chapter's joint meeting with members of the Society's Board of Directors. The December issue of the Bulletin will feature the work of Saginaw Valley Chapter members.

Linn Smith reported on the First Annual School Design Award Exhibition sponsored by the Society and the Michigan Association of School Boards. This is covered by an item in this issue and by a direct-mail announcement to members of the Society.

Following the Board meeting, gracious hostess, Marie Manson had a delightful buffet dinner served for the guests on the terrace of the Manson home. The house is situated on a beautiful site, overlooking a beautiful ravine. It is most interestingly designed and represents architect Manson at his best.

Next meeting of the Board will be at the Mackinac Conference.

Report to Board

The Administration Committee met on June 28th at the Detroit Athletic Club to consider a recommended program for implementing the Sustaining Membership Drive. Present were Eberle M. Smith, Linn Smith, James B. Morison, Leo I. Perry, Robert Kates and Talmage Hughes. Absent were Sol King and Adrian Langius.

It was felt that the best approach in organizing a successful Sustaining Membership Drive would be to make as personalized approach as possible. It was recommended that this personalized approach could be inaugurated by a series of informal luncheons in the home cities of the respective Members of the Board of Directors.

The purpose of the luncheon is to acquaint practicing Architects, and particularly the corporate members of the larger cities, of the purpose of the Sustaining Membership and what is hoped to be accomplished from the funds derived from this Membership. It is suggested that each member of the Board of Directors take it upon himself to organize this luncheon and be responsible for inviting the guests. In those cities where there is more than one Board Member, this could be a joint effort.

It is recommended that a printed brochure be available for these luncheons outlining the purpose of the Sustaining Membership Drive and how it will support a Public Relations Program to further the interest of each architect in the State. The brochure should contain a reproduction of the Certificate of the Sustaining Membership, a Schedule of Dues for the Sustaining Membership, what the Society has done up to now in public relations and what it proposes to do in the future. It is also suggested that the brochure might include the information on what other states are doing in a similar manner.

It is recommended that these luncheons be held during the third or fourth week of August, 1956. Immediately following the luncheons, there should be a general mailing of the brochure to all members of the Society without pledge cards. After a lapse of two weeks following these luncheons, during which time there would be ample opportunity for all corporate mem-

bers to discuss the Sustaining Membership with partners and members of their firms, we recommend that a personal contact campaign be inaugurated and organized by the Board members to reach each corporate member and offer him an opportunity to participate and become a Sustaining Member. At that time, a membership card should be given or mailed to each corporate member.

It is recognized that the success of this Drive will depend upon the Directors' ability to organize this personalized solicitation. It will be up to the Directors to organize within their own communities as they see fit.

ADMINISTRATION COMMITTEE: Eberle M. Smith, Chairman; Sol King, James B. Morison, A. N. Langius, Leo I. Perry, Linn Smith.

School Design Award Exhibit

The First Annual School Award Exhibit sponsored by the Michigan Society of Architects and the Michigan Association of School Boards, is announced by Linn Smith, A.I.A., member of the Society's Committee.

Purpose is to encourage better architectural solutions to educational problems, to disseminate information on good school design to as large a segment of the school board audience as possible and to foster better relationship between architects and those directly concerned with the education of children.

Applications for entry must be submitted to the Michigan Association of School Boards, Room 4, Kellogg Center, Michigan State University, East Lansing, Michigan by August 15, 1956. Winning entries will be announced on October 17. Entries will form the basis of an exhibit to be held in connection with a Conference on School Architecture to be held at the University of Michigan in November, 1956.

The competition is open to corporate members of the Michigan Society of Architects and shall depict public schools constructed in the State of Michigan for any age group below college level.

A complete program and entry blank is being mailed to members of the Michigan Society of Architects. They may also be obtained by request from Michigan Association of School Boards, Room 4, Kellogg Center, Michigan State University, East Lansing, Michigan.

Registration Board

A Building Permit was issued in January 1956 by the Department of Building and Safety Engineering of the City of Detroit for a building of 4 stores and 2 apartments. The Plans had the seal of an Architect.

Upon information and investigation it was found that the plans were drawn by Mr. Leon Skarg, not registered as an Architect in the State of Michigan.

On April 3, 1956 a warrant was issued for Mr. Leon Skarg, for practicing and offering to practice Architecture without being registered, contrary to Section 1 of Act 240, P.A. 1937, as amended. On April 17, 1956 Mr. Skarg waived examination.

On May 24, 1956 trial was held in front of Judge Paul E. Krause in Records Court of the City of Detroit. Mr. Skarg pleaded guilty of practicing and offering to practice Architecture without being registered. Sentence was postponed to June 14, 1956.

Judge Krause on June 14, 1956 sentenced Mr. Skarg to pay a fine of \$100.00 and to make restitution to the client.—Richard Van Praag, Investigator, Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors.

(Editor's note: The architect who mis-used his seal is still to be dealt with by the Board).

MSA

MICHIGAN ITEMS

JOSEPH P. WOLFF, Commissioner of the Department of Building and Safety Engineering, City of Detroit, has just submitted to Mayor Albert E. Cobo and Detroit's Common Council the annual Report of his Department for the year 1955.

The 72-page Report, which is the Department's forty-fifth, contains detailed statements from the eight bureaus within the Department, as well as a report from the Commissioner himself.

The Report shows that in the year just passed 19,254 permits were issued, as against 18,516 during the preceding year. Total estimated cost of construction

was \$142,826,475, as compared with \$126,511,219 in 1954.

An important item in the Report is regarding Detroit's proposed new Building Code, of which the Commissioner states:

"I am pleased to report that meetings of the Code Committee were concluded in January, 1955. This Committee was composed of more than 200 members and a total of 40 meetings were held before the consummation of this work in January, 1955. Since that time the Department has been actively engaged in editing the voluminous document.

Mentioned in the Report are such important projects as the underground parking garage now being built in Grand Circus Park, several buildings in the Civic Center, River Rouge apartments, the moving of the old Mariners' Church, the bridge over Jefferson Avenue at the Chrysler plant, and the tremendous

amount of wrecking for expressways and other developments.

The Report indicates that building costs rose about 4% in 1955 over 1954.

REFRESHER COURSES for Architects-in-Training and Engineers-in-Training will be offered at The Engineering Society of Detroit in the fall of 1956. Applications to take the courses must be filed at the Society's headquarters, 100 Farnsworth Ave., Detroit by September 3.

The courses are for those candidates who desire to take the State Board Examinations in January, 1957, which will cover only Structural Design for Architects and Fundamentals of Engineering for the engineering candidates. The Board's complete examinations will be given in June of 1957.

The architects' course will begin Saturday, November 17, 1956, and will continue for four successive Saturdays.

The engineers' course will begin on Saturday, September 8 and will continue for 14 successive Saturdays.

To be eligible, one must be a member, at least in the associate class, of one of the affiliate organizations of ESD. This includes the Detroit Chapter of The American Institute of Architects.

NATHAN JOHNSON, A.I.A. has opened his office for the practice of architecture at 2041 Lawrence Avenue, Detroit 6, Mich.

A native of Herrington, Kansas, he was educated there and at Kansas State College, where he received his bachelor of science in architecture in 1950. He is registered to practice architecture in the states of Illinois and Michigan and by the National Council of Architectural Registration Boards.

Johnson gained his experience in the Detroit offices of architects White & Griffin, Harold H. Fisher, and Victor Gruen.

At present, Johnson is engaged in designing an office building for the Detroit Metropolitan Insurance Company, projected for the corner of Mack Avenue and Beaubien Street.

WANTED — Senior architectural draftsman, for key position of responsibility. Steady position. Working conditions the best. In suburban location. Overtime as desired. Free parking.—**HAROLD H. FISHER & ASSOCIATES, ARCHITECTS**, 20839 Moross Road (E. 7 Mile), at Harper, Detroit 24. Phone TU. 4-6990.

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JAMES H. LIVINGSTON, A.I.A., has established his office for the practice of architecture at 3384 Washtenaw Avenue in Ann Arbor.

Associated with him are Daniel L. Treacy and Keith F. Weiland, both members of The American Institute of Architects, and in addition the firm has four architectural draftsmen.

The firm currently has under construction the new \$80,000 lodge for the Loyal Order of Moose, in Ann Arbor; 27 houses, plus supervision of all Techbuilt houses in the Ann Arbor area; remodeling of the Ann Arbor theatre; a florist shop, a penthouse, dental clinic, and an 11-unit apartment house.

The Livingston office is also controlling architect for the Alpine Development, west of Ann Arbor, containing 680 lots, lakes, golf course, shopping center and commuters' station.

Also, in the preliminary stage, the firm has on its boards a 100-apartment building for Ann Arbor, designated as the "Mies Style," two modern residences, the remodeling of a Cadillac sales and service building, and a large church and school building of modern design.

The firm is associate architect with C. W. Lane, A.I.A., on two \$800,000 elementary schools, an addition to the University of Michigan East Medical Building, and a remodeling project at Willow Run for the University of Michigan.

Livingston, a 1950 graduate of the University of Michigan, College of Architecture and Design, won the George G. Booth Traveling Fellowship and studied in Europe during 1952.

Frederick J. Winter

Frederick J. Winter, Jr., A.I.A., who practiced architecture in Detroit for more than 60 years, died in Grace Hospital, Detroit, on July 13 after a short illness.

Born in Detroit in 1877, Mr. Winter became registered to practice architecture in Michigan when the original law went into effect in 1915. He became a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects in 1916, and he was made a member emeritus of these organizations upon his retirement in 1954.

For more than 30 years he maintained offices in the Book Tower, Detroit. He practiced alone except for an early period when the firm was Varney & Winter, and again from 1946 to 1951 when he was in partnership with John J. Kallmes, A.I.A.

Surviving are his wife, Margaret, two sisters, Mrs. Margaret Mahoney and Mrs. Clyde J. Manion; a son, Frederick J. Winter, III; a brother, Arthur W., of Evans-Winter-Hebb, Inc., of Detroit; two sisters, Mrs. Theodore Goring and Mrs. Louis Kowatz, both of Detroit, and six grandchildren.

The family home is at 146 Colorado Ave., Highland Park, Mich.

Gilbert P. Jacques

Gilbert J. P. Jacques, A.I.A., 68, of 176673 Manderson Road, Detroit, died at Hotel Dieu, Windsor, Ontario on June 16 after a long illness.

A native of Windsor, Mr. Jacques practiced architecture there for 15 years, before coming to Detroit. He received his professional education at the University of Pennsylvania, his early experience with the Detroit firm of Grylls and Gies. He practiced in Detroit, and in recent years he had also been associated with Frank W. Wiedmaier, A.I.A., at 112 Madison Avenue.

While in Canada, he was a vice president of the Ontario Association of Architects and president of its Boraer Cities Chapter. He was also a member of the Royal Architectural Institute of Canada, and the Engineering Institute of Canada.

His other affiliations included the Royal Society of Arts, of which he was made a Fellow; Michigan Engineering Society; Detroit Chapter, The American Institute of Architects, and the Michigan Society of Architects.

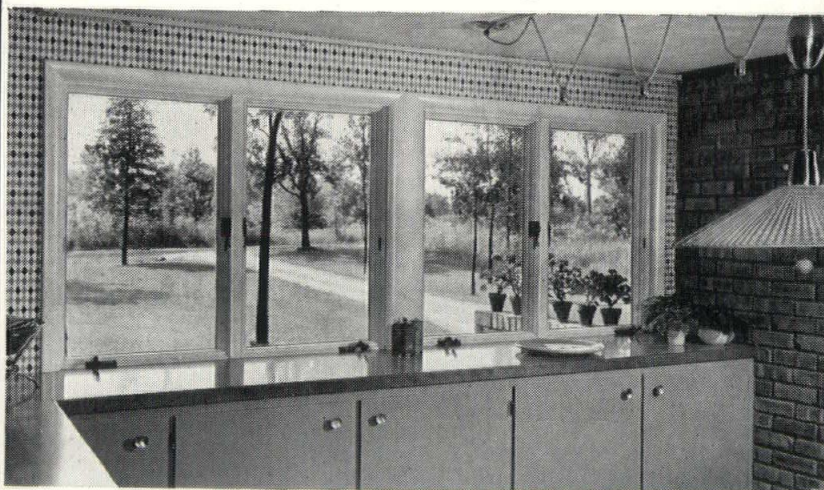
Surviving are his wife, Irene M. and a sister, Mrs. Louise Peters of Los Angeles, California.

H. H. Hallett

Hiram H. Hallett, architect, 84, of 30605 Dawson, Garden City, Mich., died on July 12. He had practiced in Detroit for many years.

Mr. Hallett is survived by three daughters, Mrs. Merle Thomas, Mrs. Ione Wendt and Mrs. Shirley Anderson; two sons, Kenneth and Clifford Hallett; a sister, Mrs. Margaret Culp, eight grandchildren and nine great grandchildren.

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Parking Problem

by Frank A. Barcus, A.I.A.

One thing certain about Detroit is that it is never a place of monotony. It is inexhaustibly dynamic and full of progress in architecture and city planning. Nothing dull, drab or dumpy about downtown Detroit either.

An unusual construction arena for sidewalk superintendents this year is Grand Circus Park—along with the Civic Center area.

Gone overnight is the quiet sanctuary in the heart of the loop. Gone are the 167 old shade trees, some of them as high as 70 feet. Gone are the Edison and Alger fountains, also the statues of sitting Pingree and Maybury. In their place today is a mass of clattering excavation and piling equipment, plus the usual array of timber piles and machinery.

All this is the inevitable result of the growing need for parking facilities in the downtown area. Since downtown properties are so valuable and vacant sites so scarce the potentialities of subterranean garage areas under parks and boulevards is a natural consideration.

Historically, this whole subterranean parking idea began as far back as 1942 in San Francisco, a city that is progressive and robust and one of the most jam-packed of all America's overcrowded cities. To meet its crushing traffic problem a substantial part of the city's parking problem was buried under Union Square. Beneath this block-square green can be stored, on four subterranean levels, some 1700 cars. This became the first underground garage in this country.

This was followed two years ago by the St. Mary's Square garage (1025 cars), making San Francisco the first city in the nation to have two underground garages. In eight years the Union Square garage (\$2,100,000) was grossing more

than a million dollars a year. This gave ample evidence to all cities that there was public acceptance of underground parking—a go-ahead signal.

Chicago, with its slums and parking problems of great magnitude, has constructed a trial subterranean garage for 2,359 cars under Grant Park, a wide expanse of greensward and boulevards in the Loop.

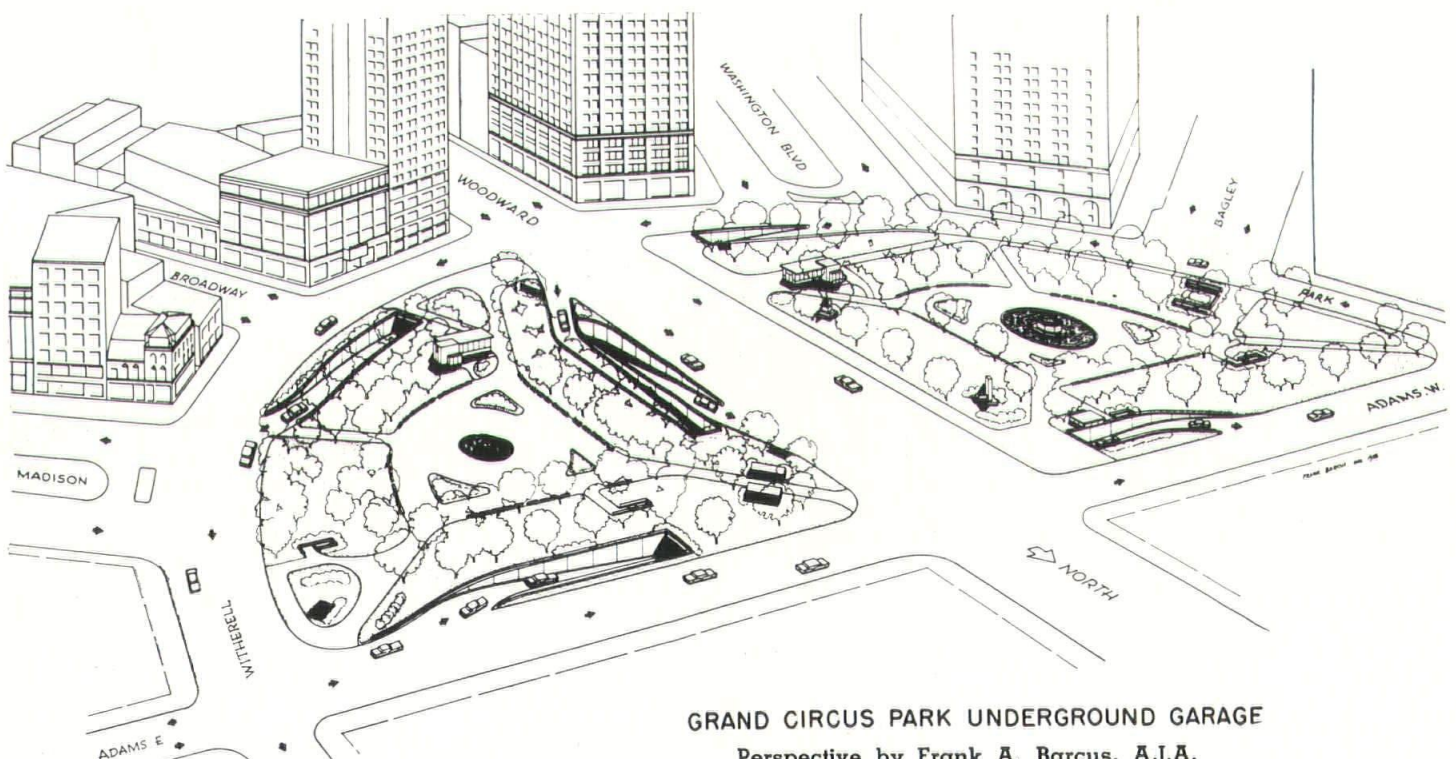
Boston got its start in business when her mariners began peddling fish and ice, and Yankee-trading all over the globe. Her traffic problems of the 2,500,000 people who live in metropolitan Boston today are as great as any city.

Spread out in front of the State House are the 50 acres of the Boston Common, which was first set aside as a place of common pasturage for the townsfolk's cattle. It's still all there, green and lovely, in the city's heart just as it was in Bulfinch's day except that a garage underneath will take care of 3500 cars.

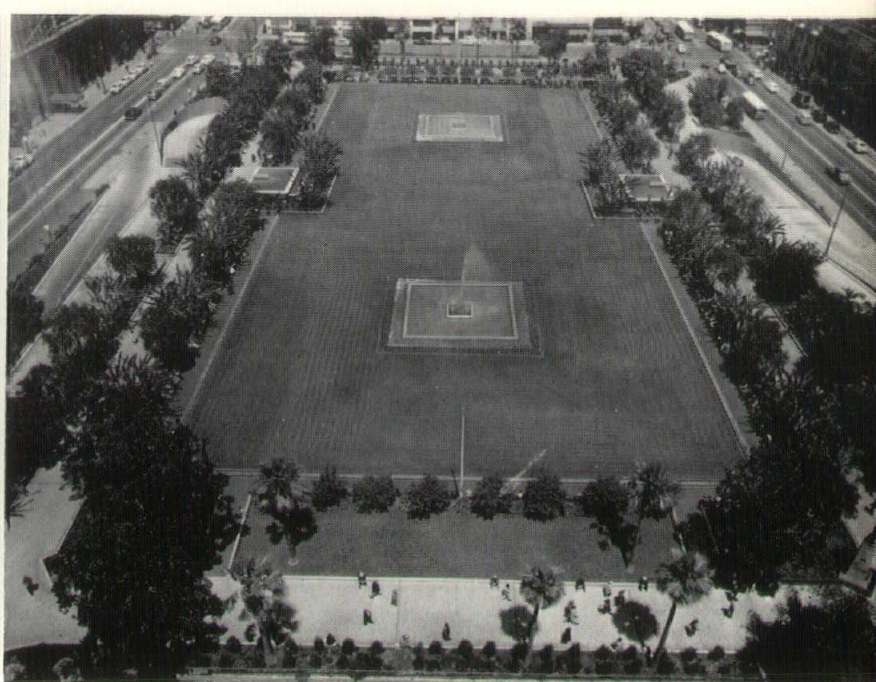
Los Angeles, known as "nineteen suburbs in search of a city" suffers from traffic congestion because of its distance—fifty miles from one limit to the other—without any rapid transit facilities and the fact that one must have a car to get around easily. Here people own more cars (2,000,000 of them) per capita, than any other city, and they drive them right into their favorite places, drive-ins and of course each other.

One-half mile from the Civic Center, under Pershing Square, Los Angeles has provided a subterranean garage for 2000 cars.

Pittsburgh, the gateway to the West, with a metropolitan area of 2,000,000 people, is taking some spectacular steps to solve her parking problem, one of which is the completion of a six-level subterranean garage under Mellon Square for 890 cars.



GRAND CIRCUS PARK UNDERGROUND GARAGE
Perspective by Frank A. Barcus, A.I.A.



Underground Garages: Pittsburgh's Union Square (Left) and Boston Commons (Right)

All this additional parking space thus created, besides being a great convenience to the motorist, results in increased business for all the stores and the office buildings and at the same time guarantees an income to the city, all financed by private capital.

The Grand Circus Park Underground Garage for 1050 cars is strategically located in the heart of the downtown loop and occupies two full blocks. It is bounded by three one-way streets—Adams, Park and Witherell—and bisected by busy two-way Woodward Avenue. Park and Witherell will be widened by 12 feet but the sidewalks are narrowed so the net loss is trivial.

The west side section of the garage will have two levels for car storage connected by a tunnel underneath Woodward Avenue to the east side section which will have three levels. There will be three entrances and three exits without cutting across any traffic lane on any of the five streets.

Cars will flow in and out of the garage by means of six ramps which connect all underground floors. The greater portion of the third level will be devoted to monthly parking which, by its very nature, presents the least amount of vertical travel during the interval between peak periods. Each of the six ramps which spiral through the garage from the third level to the surface is placed along the perimeter of the structure. The ramps are so located as to permit all vertically moving traffic, incoming and outgoing, to pass through the various levels without interfering with the movement of horizontal traffic of each level. This will provide rapid service and easy access instead of a bottleneck which of necessity would be generated at a central terminal.

The driver will step from his car, receive a time-stamped parking check and get to the street level by one of the

two escalators while an attendant parks his car in a stall. Upon returning to the garage to obtain his car he is guided to the proper level and delivery point by the color of his parking ticket.

The H. K. Ferguson Engineering Co., of Cleveland is building the garage—due for completion in 20 months—at a cost of \$4,100,000, and will return at least \$25,000 a year to the city for the next 40 years. Private enterprise has priority in the parking garage business and the city does not want to undertake any needed project unless private enterprise fails or refuses to do so.

Since the deep excavations are surrounded by large hotels and office buildings and with no extra room to work in, it is necessary to drive interlocking steel piles on the perimeter.

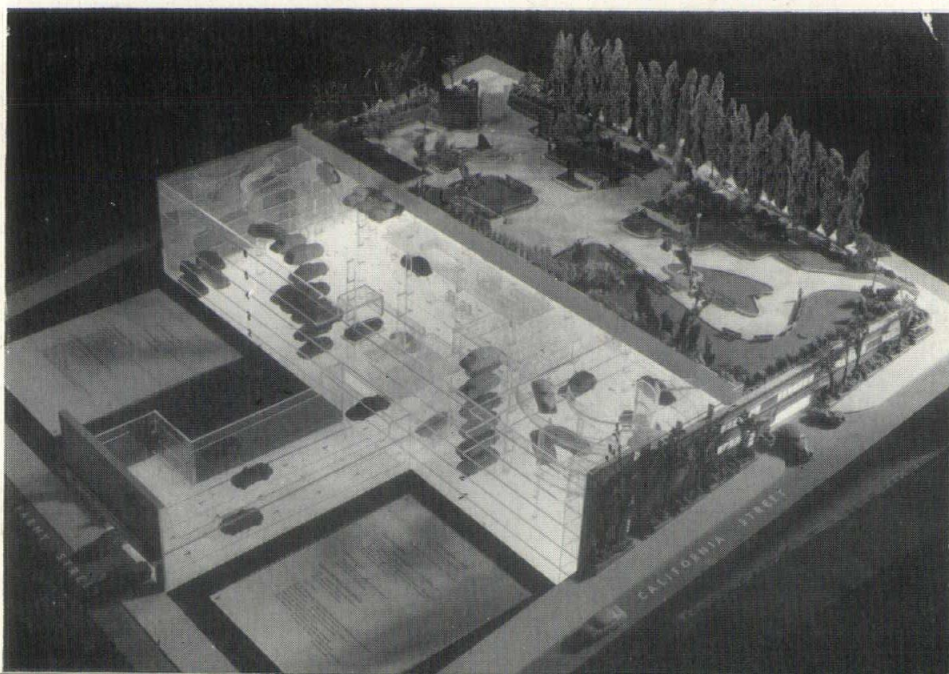
The surface of this garage will be developed and landscaped as a park. Soil depths for park purposes will range from 30 inches in one small section to more than six feet at the center. The new trees will not grow as tall as the

ones destroyed but will be ornamental trees that reach 30 feet. Since large full-grown shade trees cannot be replanted the park for a few years will be much more open.

The excellent restoration that San Francisco showed in its first underground garage at Union Square, rebuilding the public park above the garage, has convinced the general public and the Parks and Recreation Commission that sub-surface areas of public parks and squares can be put to practical use without disturbing their original purpose. Grand Circus Park will be more beautiful and spectacular than ever.

Detroit will soon be the first city in the nation to have three underground garages with the completion of the Ford Auditorium two-level garage for 660 cars and the Convention Hall two-level 415-car garage augmented by a 1150-car garage on the Exhibition Hall roof, a 740-car surface lot to the east and a 740-car surface lot to the west.

(Below) San Francisco



Firesafe Building

By John C. Thornton, A.I.A.
Chairman, AIA Committee on
Human Safety

An Address before the AIA
88th Convention, Los Angeles,
May 15, 1956

Fire in buildings is taking the lives of our people every day. The Board of Directors of the American Institute of Architects became concerned over the high death rate and appointed the Human Safety Committee to study the problem of safety in buildings with instructions to first find what the Architect can do in the design of his buildings toward saving the lives of the occupants if and when fire strikes. This study has brought to light a great many things that will aid the Architect in his determination to help save the lives of his fellow men.

In this country we have been thoughtless about fire. Our heritage of wood construction may have caused us to take fire as a matter of course, rather expecting a certain amount of it and be willing to take chances. We will always have fires because we have the two things that cause fire: combustible materials and people. The materials furnish the fuel and people make the errors that touch off the fires. The Architect can

do things in design that will make fires less dangerous, but he can do very little about the people who will continue to do foolish things. What he can do, among other things, is to so design a building that when fire does come the occupants will not be killed by the lethal gases before they can escape.

When a great tragedy occurs the public demands new laws to prevent a re-occurrence, and then in a short space of time forgets all about it. People in general have forgotten the tragic hotel fires of ten years ago. There are, however, several organizations that are doing their best to improve our chances for a longer life. The National Safety Council, the National Fire Protection Association, the National Board of Fire Underwriters, the International Association of Fire Chiefs and others are doing fine work. The American Institute of Architects has joined in this work. The difficulty is that the public, and that means most of us, has been asleep so long that it is difficult to wake us to the fact that something can be done about it.

We are trying to change the misconception that many people have that a FIREPROOF BUILDING is a FIRESAFE BUILDING. Fireproof does not mean firesafe. They are entirely different terms. Fireproof means that the building structure will withstand a fire for a certain period of time. It does not take into consideration the contents which usually consists of highly flammable fuel. A large steam boiler is fireproof but we scarcely consider it safe for occupancy when burning fuel is present. It is the same thing with the fireproof building when its contents are burning. A fireproof building can be made firesafe more easily than a non-fireproof structure, but there are many things to be done on the drawing board in the early stages of design to make any building firesafe. The word FIRESAFE expresses our goal.

The great killer in a fire is not the fire itself but the lethal gases of combustion which build up high pressures in a closed building, mushrooming throughout the entire structure and killing quickly, often without warning. It does not take a large fire to do this. A burning overstuffed chair or a television set can and has killed occupants of a building.

The profession is making a study of including venting in the design of buildings. Automatic vents are available and are being installed in many factory buildings as the result of a great fire in an automotive plant. We believe that they should be considered at the design stage in every building, especially where people sleep or a large number of people congregate. The problem is fairly easy in single story buildings. In multi-story structures it is much more difficult and will require all the Architect's ingenuity to solve. We know that it will be solved and that in a few years it will be common practice.

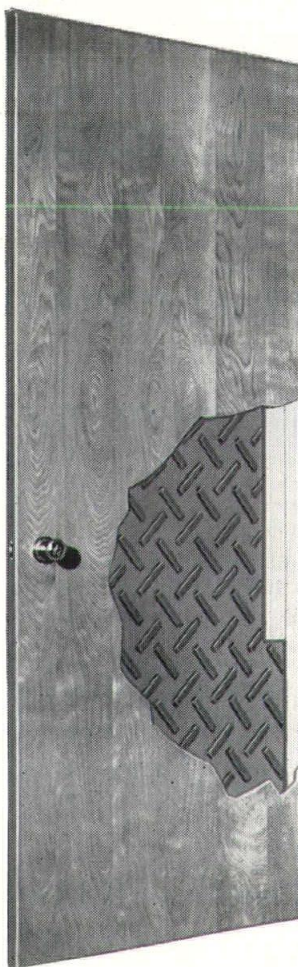
Venting will allow the gases of combustion to reach the out of doors by pre-arranged and directional control before

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they spread to snuff out the lives of occupants. These gases if not vented build up tremendous pressures, ready to explode under certain conditions.

One ton of wood will produce 7,000 cubic feet of gas at 400 degrees C. 40% of this gas is deadly carbon monoxide. If the wood is painted, the amount of gas is increased.

We have learned that an air conditioning or a ventilating system can be a hazard to life in case of fire or a means of venting which will save many lives. If there are no controls to stop recirculation in case of fire, gases will find their way to all sections of the building. On the other hand, a system designed to vent the floor or floors where there is fire and not allow the smoke to reach other floors will save the occupants. Location of vents away from exits is important.

Vertical venting is natural and better than horizontal venting which is influenced by the wind and exposures. Venting must first be arranged to save human life and then to aid in fighting the fire. It must be of the type that allows the gases to reach the out of doors but prevents its spread from floor to floor.

Venting has been required for the stages of theaters as the result of tragic fires, but we have been lax in designing for it in other occupancies.

In some buildings we provide drains and scuppers to drain off water to save valuable property in case of fire, but have done nothing to drain off the deadly gases to save what is far more valuable—human lives.

Many good sound absorbing materials are not suitable for air duct linings. Combustible linings will carry fire rapidly to all sections of a building and produce quantities of gases.

The design of basements is receiving more attention by Architects. A high percentage of fires originate in basements and due to the contents, the gases from such fires are highly lethal. In older buildings we had manholes for coal and ash hoists which provided means for smoke to be removed so that firemen could reach the flames. Now many basements are constructed with no openings to the out of doors and there is no way for the smoke to be drawn off except up the stairway by means of which the firemen must enter to reach the flames. Smoke from such a fire will find its way to other parts of the building. Such a situation is highly dangerous not only to the occupants but to the firemen also. We are now advocating that basements have at least one exit directly to the out of doors and also other openings for the venting of smoke on other sides if possible. There should be automatic vents for certain occupancies. It is also desirable to place other basement stairs as near to building exits as possible. Such exits will save lives and aid in fighting of fires.

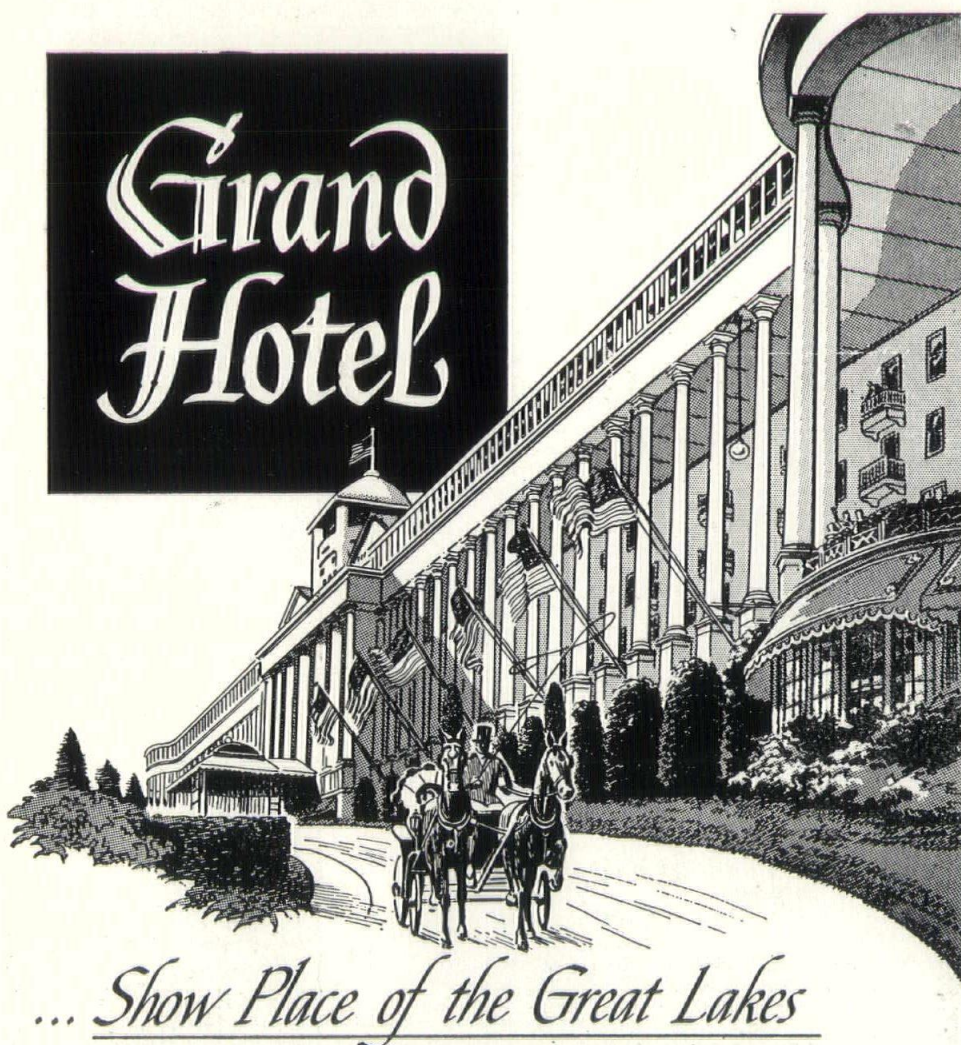
Wood roofs were easy for the fireman to open to vent smoke. We also had skylights, but they are not needed where there is modern lighting and ventilation.

To open a concrete roof takes valuable time and requires special tools. Every roof should have some means for quick venting either for fire department control or automatic vents similar to those used in one story buildings. We believe that for most occupancies the automatic vents are indicated.

Elevators should not be counted upon as exits in case of fire, although some codes permit it. Elevator doors are not smoketight and the power may fail. The shaft should be vented automatically of smoke that enters it if it is not to spread out on various floors. Stair wells must not become vents for the building until all occupants have escaped. Its use then is the decision of the fire department. We must take pains that all doors fit tightly to make them as smokeproof

as possible. Automatic vents at the top of stair wells are recommended by most authorities, although there is some difference of opinion on the subject. We believe that they are necessary but that there should be some means of introducing fresh air into the shaft at a lower level so that the venting will not pull in smoke. All exit stairs should lead directly to the out of doors. Stairways that lead to the outside through rooms that may be filled with smoke are not safe exits. The open stairway should be a thing of the past. They have caused many deaths. Last year there was a case of several deaths in a two story building because the gases went up an open stairway so quickly that the occupants did not have a chance.

The chimney effect of the open stair-



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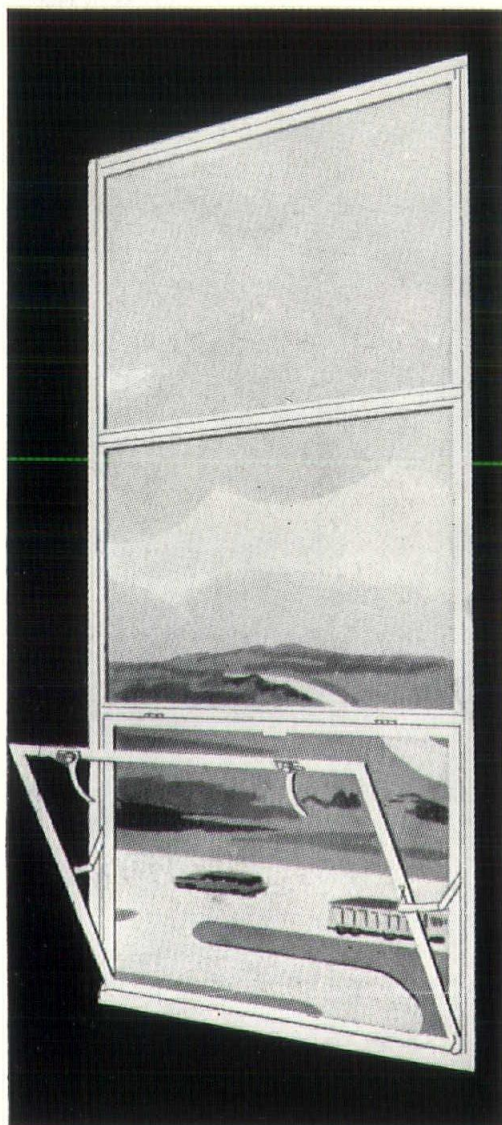
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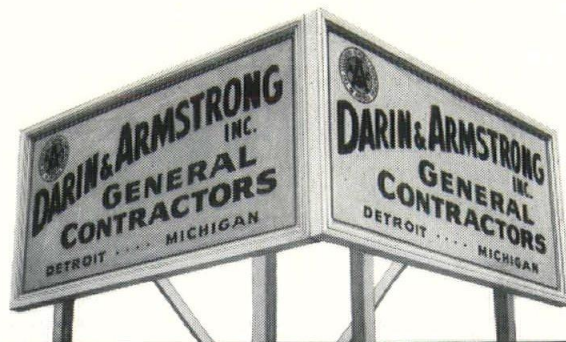


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TAshmoo 5-6000

way was not recognized until many lives were lost. We blame past design for this condition. Let us be careful that we do not do things just as foolish and be blamed by future generations.

The present day Architect is not bound by tradition as was his brother of a few years ago. If he becomes aware of hazards to life in buildings, he will find ways and means to lessen these hazards. Let us break away from the false idea that a fireproof building is firesafe.

In modern design the Architect is eliminating the source of many fatal fires: the inaccessible spaces containing combustible materials. Our present day design does not require such places which were popular in the past. We are looking forward to the time when there will be few of them and when we must have them they will be of noncombustible materials. We include the drop ceilings which have been to blame for the rapid spread of many fires. Fires in these spaces often gain great headway before discovery. The dropping of the ceiling has been known to be the first indication that there was a fire. This was called to the attention of the profession last year. There was a case of such a fire a few weeks ago and several lives were lost.

Fire doors that do not operate fail in their purpose and give a wrong sense of security. It can be said that this is usually caused by poor housekeeping. The Architect can, however, design doorways so that materials piled near them will not interfere with the operation of the doors and he can check to see that the fusible links are in the line of possible fire so that they will operate when needed.

The question of inner courts is being studied. They should be accessible to the fire department for fire fighting, but more important for rescue. They have been listed as the cause of the rapid spread of many fires.

One of the things that the Architect can do in the early stages of design is to locate certain rooms so that their location will not be a hazard to occupants of the building and at the same time provide easy access to them for the fire department. Passing a hazardous room to reach an exit is dangerous. Such rooms as the pin room in a bowling alley, store rooms and shops in hotels and other buildings and the operating rooms in hospitals must receive special attention as to location.

More people die from fire in homes than in any other occupancy. We believe that automatic venting is vital in the modern home. We are building homes so tight today that we are increasing the chance of gases building up pressures that endanger the lives of the occupants. We are making a study of automatic venting for homes. Exits from basement recreation rooms should be directly to the out of doors and occupants should not be required to pass the heating plant to reach the exit. Many people have died because of an open

stairway. A closed door can save lives. In homes the careful selection of materials play an important part in safety.

Few people realize that heating of wood and similar materials is cumulative. While the ignition point of wood is about 750 degrees F, continuous heat lowers this point. It has been known to drop as low as 212 degrees F. This is why it is advisable to keep low pressure steam pipes from contact with wood.

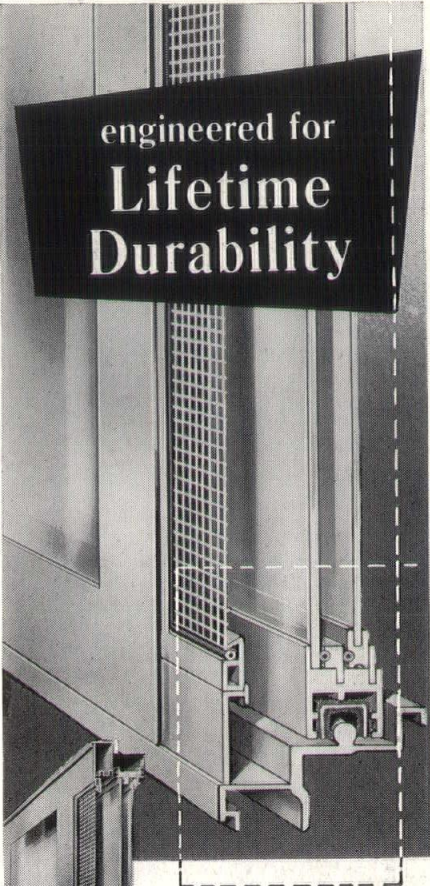
In the proper selection of materials, the Architect can be of great service to his client. The fire ratings of the materials should be considered. Some loosely pressed boards will carry fire more quickly than wood. Drapes vary from fire resistant to those that cause flash fires. Finishes may retard fire or cause it to spread rapidly. There are materials that are put upon the market in two forms, flameproofed for locations where the code requires such treatment and flammable material sold without this treatment.

Many manufacturers are trying to put out safe materials, but we will always have those with us who are willing to take chances with the lives of others. Most plastics are not more dangerous than other materials commonly used in the home but those in the pyroxylin class can be. Architects should check the flame spread of the materials he uses and also for the lethal gases given off when burning.

It should be kept in mind that flameproofing of materials such as drapes is not usually permanent so clients should be warned, neither are they noncombustible after a fire is well started. Their great value is their ability to resist fire in the early stages.

Some day we may have an act requiring that materials be marked with their flame spread rating. It is almost as necessary as the Food and Drug Act.

Panic is the great cause of deaths in many fires. While it probably is not possible to wholly eliminate it, the Architect often has the key to the conditions that cause it and can do as much as any other person to lessen this hazard. In panic human beings become like animals. They no longer think, their only idea being flight with no thought for the safety of others. Discipline such as received in the army or during fire drills will often prevent panic, but most of the people have not had this training or have forgotten it and revert to the animal instinct. The Architect can, however, design buildings to cut down the chances of it happening. He can design to give a sense of security. Exits must not only be adequate but what is more important must give a feeling that exit is easy. They must be well lighted and plainly marked. As people in panic always attempt to leave by the door they entered, it is essential that these doors be more than ample and very easy of egress. Entrance doors that open in only, with no hardware on the inside, such as are often found in super markets, invite panic. The dangers of



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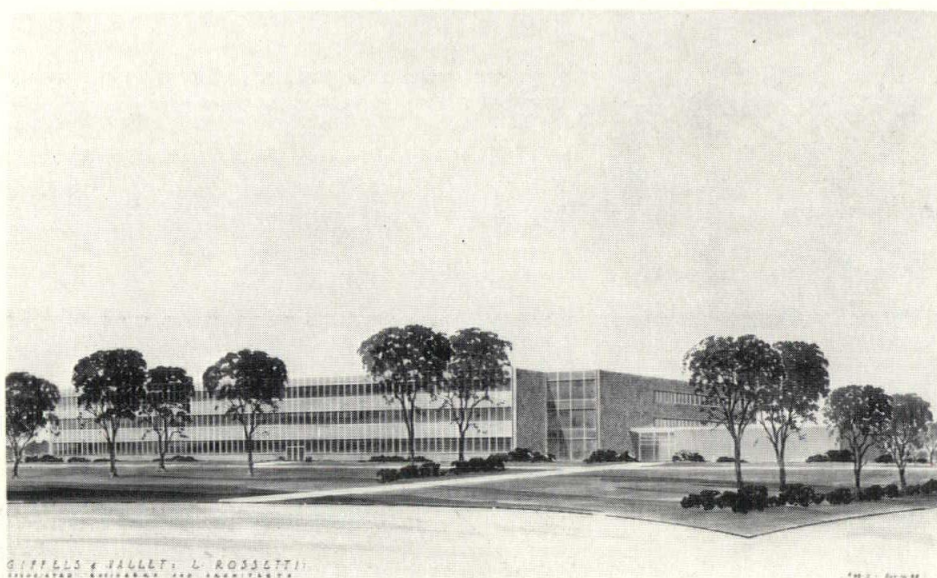
this occupancy were reported to you last year, in order that our members would design to eliminate them and not wait until a catastrophe causes the public to demand greater safety.

If occupants feel that it is easy to get out of a building, know that there is little combustible material present, or can see sprinkler heads, there is less danger of panic. Also, if there are automatic vents for smoke and the ventilating system does not recirculate the air in case of fire, the chances of panic will be reduced. The Architect, by thoughtful design, can contribute a great deal to the sense of security.

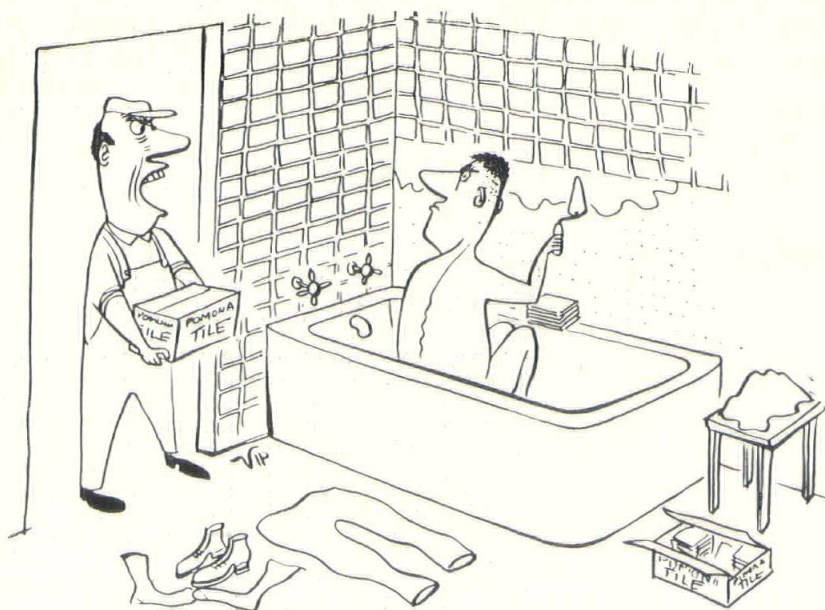
The place to study fire safety is on the building's study board, not after the building is completed. The principles of the action of fire, and its fast growing children the gases of combustion, have not changed. We also know how human beings usually act in panic. The trouble is that everyone has ignored these principles. Codes which are usually mini-

mum requirements cannot cover every kind of design adequately. It often takes a major catastrophe to bring about a demand that codes be changed. The Architect must think beyond the codes as he designs, foresee what will happen in case of fire in the building he is creating and how the occupants will act. In this way he can do more to protect the lives of human beings in case of fire than any other person because he is at the seat of the fire first, before the fire occurs, while the building is being created on paper.

GIFFELS & VALLET, INC., L. ROSETTI, ASSOCIATED ENGINEERS AND ARCHITECTS are designing Michigan State College's new Mechanical Engineering Building, first unit of its \$13 million College of Engineering on its South Campus. Plans call for the project to be developed over the next five years, it is announced by Dr. John D. Ryder, Dean of Engineering at the College.



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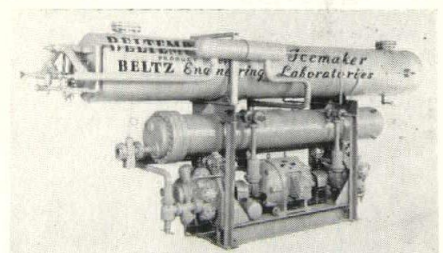
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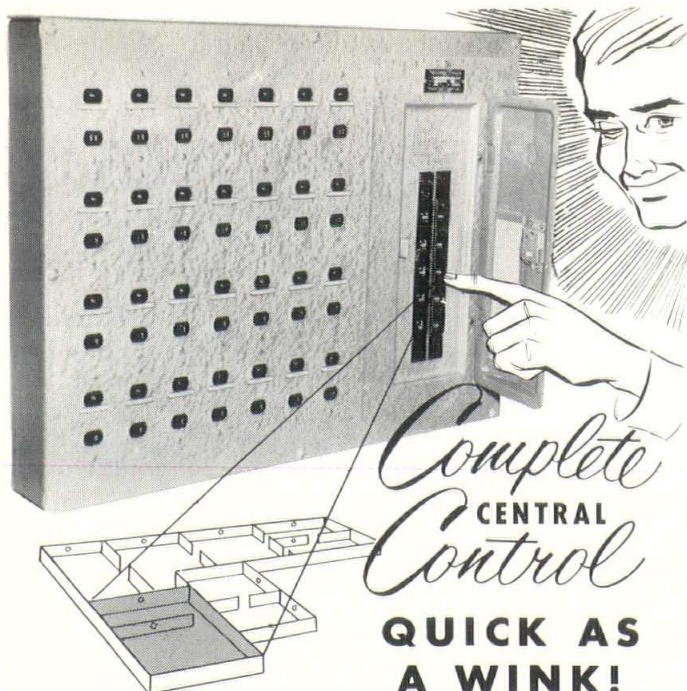
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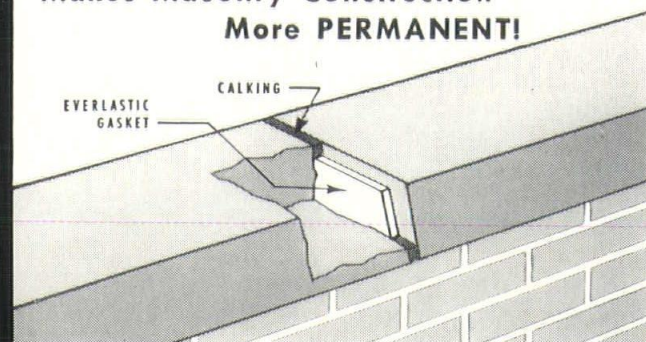
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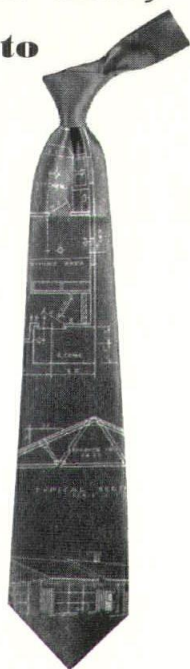
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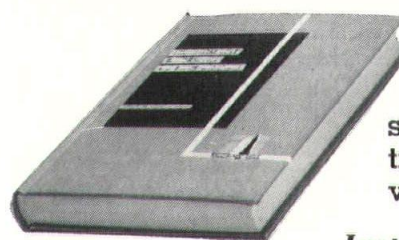
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Advertising

Abstract of address by Will A. Foster, vice president of The Borden Cheese Company, New York, before The Ad-craft Club of Detroit.

We are living in an intensely interesting time. There is perpetual international tension. There is a clash of two forms of life and government.

The Communist viewpoint is that our present prosperity is temporary. They predict the early collapse of our economy. The Communists cannot understand us. They manage by totalitarian order; we manage by persuasion.

In a "Cold War" a filled order book is the best guided missile. When all the tools that influence profitable distribution are coordinated for maximum efficiency, our factories are busy and our economy is dynamic.

Every person in this audience is enlisted in this "Cold War." Upon your leadership depends the outcome.

There are many functions involved today in successful marketing. Well directed salesmanship and well planned advertising are two of these functions of major importance.

Since advertising is an important dialect in the language of distribution, let us now analyze briefly the opportunities and obligations of advertising in the "Cold War."

For the past several decades, we have provided gainful employment for about 40 per cent of our total population. Our present population, including those in military service, is 166 million plus. Our present employed labor work force is 66 million plus made up of 46 million males and 20 million females of whom 12 million are married women.

Some forecasters predict a population of 180 million by 1965. Forty per cent of that figure is 72 million. That means we must create 6 million new jobs within the next 10 years.

This sobering obligation should not disturb you. We've created 9 million new jobs in the U. S. since the end of World War 2. The high birth rate of the early 1940's is now in high school. They will shortly be seeking employment in our offices, factories and shops. Our present high employment in industry has been accomplished while our employment in agriculture has been declining.

In 1925 there were 13 million farm workers; today, there are only 8 million farm workers producing our abundance

of food and fiber.

May I recite just a few figures that dramatize the rapid rate of our post-war evolution. 90 per cent of the prescriptions written by our physicians today could not have been filled in drug stores in 1945 because the products were not then available. 72 per cent of the 1 billion dollar volume of RCA in 1955 was on products not being made in 1945. 22 per cent of the 1955 volume of our food stores was on products not available ten years earlier.

This rapid tempo of change has been stimulated by our capacity to produce more than we immediately need. Advertising can only perform profitably in an economy of plenty.

For the purpose of interpreting the comments I plan to make let us now analyze the role advertising must play in an economy of plenty.

Basically, advertising is communication with intent to persuade. It usually implies the delivery of a uniform message to a large audience at one time. Consequently, great care must be exercised to make certain that the advertising message uses a medium of communication that reaches the persons desired with a message that has appeal to the highest possible percentage of that audience.

Advertising differs from personal selling in this respect. A salesman can adjust his basic selling theme to fit a particular situation or personality. Advertising does not have this flexibility. On the other hand, advertising will deliver its impressions at a much lower cost per message.

The rapid growth of the self-service principle in retail merchandising has created a need for the increased communication of advertising messages to pre-sell shoppers before they reach the place of purchase.

This expanding trend operating in an economy of plenty insures an increasing investment of advertising money in all media in the U. S. for the foreseeable future.

It might be well, at this point to outline some of the functions of advertising. Lest my comments seem simple and elementary I should like to quote from the late Sir William Temple, who, be-

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fore he became the Archbishop of Canterbury, said:

"I may not tell men more than they know. I may only give them occasion to consider."

Advertising has five primary functions. First it is partially defensive in that it helps hold present users and customers loyal to your product or service. Brand loyalty is more difficult to maintain than ever before. There are many forces that tempt consumers to try new products and services.

Secondly, advertising bids for new customers for present products. These new customers are both in existence and are also being created daily. When a marriage occurs, or a child is born, or a new home is built a new customer for many things is created.

Third, advertising suggests new uses for present products. Good examples of some advertising which has accomplished this is the success of man made fibers, the extension of the use of aluminum for packages and labels and the use of "soup on the rocks" as a refreshing drink. Products research is constantly developing new uses for present products. Advertising tells the story of these new uses and creates new users.

Fourth, advertising is essential in the launching of new products. It provides the barrage of information behind which personal salesmanship gives detailed applications of the new product and obtains the order.

The growth and expansion of the auto and tractor industries in a few decades is a good example of the force of advertising in creating a new industry. Today, 9 million persons are employed in the production and use of wheeled vehicles powered by the internal combustion engine. The newly developed electronics industry now employs 1,600,000 people.

The fifth, and possibly the most important function of advertising is to prompt and stimulate "word-of-mouth" salesmanship. I think that the expression "Word-of-mouth" advertising is erroneous. Rather, it is correct to say that advertising stimulates uncompensated salesmanship.

Let us now examine in some detail this vital function of advertising. No business can prosper and succeed without the sales help for which it does not pay and of which it is usually unaware.

If you do not believe that this force is forever at work, please review the conversation at your table during the past hour. You were trying to persuade, or someone was trying to persuade you, that life is no longer worth living unless you buy and use something that has brought pleasure and satisfaction to the user.

Or, do what my wife and I did in preparing for this talk. For two weeks we recorded all comments of our friends in normal social contact about companies, products and professional serv-

ices. No attempts were made to invite or stimulate such comments in conversation.

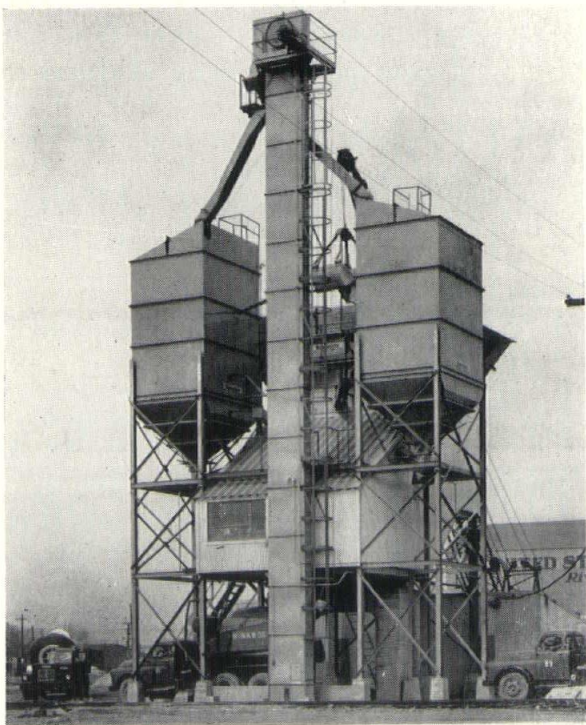
The resulting catalog of uncompensated salesmanship is a study in human research. It proves that women at a bridge table talk about things other than cards.

Friends told us of a delightful place we should stay if we went to Florida. They tried to influence our choice of a dentist, the source of our groceries, a delightful place to eat if we were to dine out, and a new Broadway show that we simply must see.

In all, there were more than 60 examples of uncompensated salesmanship practiced on us. The companies will never know who the people were nor what they said; nor will they ever pay for the salesmanship that helped them. I have a friend in Los Angeles who has influenced 17 persons that an electric chord organ is indispensable for relaxation at the end of a busy day. He is proud of his accomplishment and intends to keep up the campaign of persuasion without a thought of compensation.

Yes, word-of-mouth salesmanship is constantly at work. Without it, a company and its products will shortly be identified by a tombstone in the cemetery of forgotten businesses.

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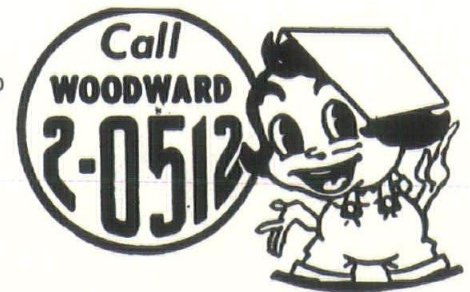
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must agree that this is true, what are the factors that motivate people to practice it and what are the qualities of advertising that stimulate it?

Some of the human motives that are responsible for inducing uncompensated salesmanship are:

1. **A desire to share.**

There is some unselfishness in most people. We like to share the pleasures and satisfactions we have enjoyed by using a product or service.

2. **A desire to help.**

We all like to help a friend with information about things we have used that might be of benefit to him or her. This desire is sincere. The only compensation we expect is a "thank you," or later confirmation that our suggestion had merit. This desire covers everything from the best food for a baby to the best remedy for getting gas off the stomach.

3. **A desire to impress.**

It is a common human trait to impress others that we are alert, live comfortably and are modern in our thinking. We like our friends to feel we have good judgment.

4. **A desire to justify.**

Many times we make decisions and do things on our own initiative. When others follow the same course and report favorable results, we confirm greater confidence in ourselves. We justify the adventure of pioneering a decision.

5. **A desire to belong.**

Each of us likes to belong to a respected segment of society—to do the approved thing that earns the compliments of friends.

This common trait may influence where we live and the organizations to which we belong. It will influence our choice of purchases. We will all admit we send gifts from stores we may not regularly patronize because that store, and its label, identifies us as belonging in the upper strata of society.

6. **A desire to boast.**

The difference between socially acceptable boasting and boring bragging is a narrow one. We appreciate being considered an expert and authority. We seek comments of praise that keep our ego inflated.

Whenever people get together, they will talk. Good advertising primes the tongues to say helpful things about your company, your product or your service.

Now, what are the qualities of advertising that stimulate uncompensated salesmanship? There are many, but, if I were asked to name the most important ones, I would list these six qualities:-

1. Credibility
2. Newsiness
3. Humanism
4. Sincerity
5. Helpfulness
6. Conviction

Once you have made a favorable comment about a product or service, you

immediately accept a responsibility for continued loyalty. After you tell someone else how good a product is and how much you enjoy using it, you feel duty bound to maintain that loyalty unless something happens that causes you to lose the confidence you have previously experienced.

Now, how can you as a member of the advertising profession grow and succeed in your day to day responsibilities?

After careful thought, I find that there are only four ways you can train yourself to greater accomplishments. These procedures are as follows:

1. **By reading.**

General business reading keeps one abreast of the evolution of our fast moving economy. Trade journals acquaint one with the goings-on in an industry and the vocabulary in common use.

2. **By talking with others.**

We attend meetings and conventions to learn what others are doing. We ask questions of fellow workers. We constantly seek to broaden our knowledge through inquiry.

3. **By doing our daily work well.**

Some call this experience. It involves personal observation as to best procedures and critical self-analysis. Experience should increase both the quantity and quality of good advertising effort in a given time.

4. **By observing Nature at work.**

Human nature is an unpredictable thing. However, motivation studies

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Indiana	292
Iowa	123
Kansas	278
Kentucky	167
Louisiana	302
Maine	47
Maryland	343
Massachusetts	676
Michigan	1574
Minnesota	290
Mississippi	95
Missouri	553
Montana	77
Nebraska	209
Nevada	57
New Hampshire	69
New Jersey	984
New Mexico	77
New York	3226
North Carolina	313
North Dakota	36
Ohio	1285
Oklahoma	167
Oregon	224
Pennsylvania	1493
Rhode Island	103
South Carolina	169
South Dakota	30
Tennessee	223
Texas	1216
Utah	77
Vermont	29
Virginia	374
Washington	278
West Virginia	78
Wisconsin	379
Wyoming	35
Alaska	8
Canal Zone	2
Hawaii	24
Manila	2
Total	21782

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give us helpful averages to guide our thinking and our work. It is wholesome and healthful for a person in the advertising profession to observe the manifold wonders of Nature out-of-doors. Observing nature at work tends to keep one's own ideas in the proper perspective that is so necessary for a successful advertising career.

At this point it is well for us to ask the "pay-off" question. What can those of us in advertising do to create 6 million new jobs by 1965? Here are three suggestions of the many that might be made.

1. Merchandise present advertising for greater effectiveness.

Merchandising is basically the application of imagination and originality to the movement of goods and services. From the time we wake up until we retire at night, our ears and eyes are besieged with advertising messages bidding for a share of our disposable income. Merchandising our advertising efforts to our distributors, brokers, clients and customers will pay handsome dividends.

2. Work for closer cooperation between agency and client.

After all, an advertising agency is a creative organization for the client paid on a commission basis. Trends and day to day happenings must be passed on by the client to the agency staff responsible for the production of his advertising if the agency organi-

zation is expected to produce convincing advertising. An agency can be no more successful than the client it represents.

3. Develop creative thinking.

Every new product that is launched creates markets for associated products. New products replace established products. For example, if the Salk vaccine for polio is as successful as scientists hope and predict, the need for all appliances that try to cure the effects of polio will be removed.

Creative thinking spawns ideas. An idea of itself is a naked thing. It cannot appear in public until it is clothed with facts and visualized with illustration.

Let us suppose you have an idea for advertising use. Before it can be successfully developed, you must think of all the angles which may apply to your idea.

Thinking supplies the mental mortar which combines ideas into a useful structure.

As we approach the end of a pleasant visit with you, it might be well to quickly summarize our thoughts as expressed today.

Advertising is an important sales tool in the "Cold Wars." It creates demand for services and products that in turn provide employment. It stimulates uncompensated salesmanship without which no company can succeed.

In our haste and pressure, we some-

times overlook the simple fact that human progress is a slow and tedious process.

There have been only four major events in the history of man that have brought us to our present high social and economic level:

The moral obligation of the individual to society was established by the Jews when Moses defined them in the Ten Commandments. Greek philosophers established the dignity of the individual about 500 B.C.

The Magna Carta of England signed at Runnymede in 1215 laid down the modern concept of the relation of the governed to those who govern.

The adoption of the Constitution of the U. S. and its Bill of Rights completed the structure of our government which insured the permanence of the three previously announced concepts and established our economy of risk and chance, of profit and loss and of reward for good planning and thinking.

In conclusion I would like to read this quotation from Pierre Lorillard, founder of the tobacco company bearing his name, made about 1820:

- "1. Find out what the public wants, then produce the best of its kind.
- "2. Advertise the product so that everybody will know it's available.
- "3. Distribute it everywhere so that everybody can get it.
- "4. Keep making the product better so that more people will like it."

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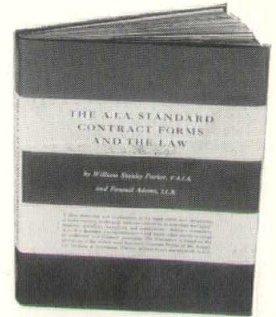
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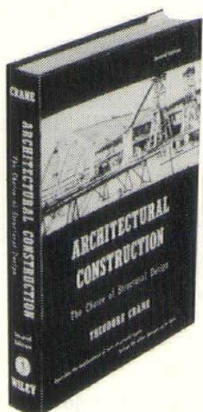
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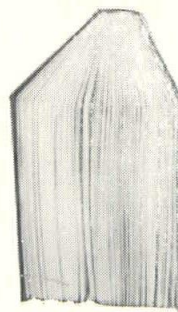
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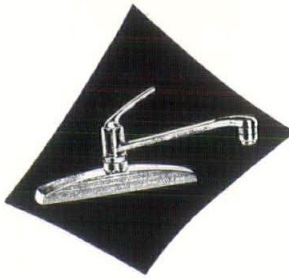
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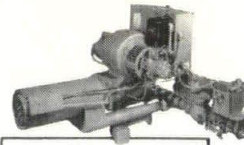
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Golf League Tournament

DETROIT ARCHITECTURAL GOLF LEAGUE SCHEDULE

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

September 11—Plum Hollow Country Club, Detroit.



Right: Architects Maxwell Lewis and Harry King teeing off on the "daily double" in preparation for the next golf outing of the Detroit Architectural Golf League to be held Tuesday, August 14th, at the St. Clair Country Club. Call Carl Smith at WO. 2-1001 or "Skip" Drane at WO. 3-7414, for reservations. Over 80 turned out for the last tournament.

FOURTH ANNUAL D.A.G.L. BANQUET

An opportunity to straighten out from a drawing board slouch is available to metropolitan Detroit architects.

A full day of golfing, swimming and a gala evening of dining and dancing is in the offing for architects who, with their wives or girl friends, avail themselves of the open invitation extended to them by Detroit Architectural Golf League president, Skip Drane.

The outing and dinner-dance marks the conclusion of the fourth successful season enjoyed by D.A.G.L. Plum Hollow Country Club is the site of the festive activities being planned by D.A.G.L. committees for September 11, 1956.

Members will vie for the perpetual trophy which is being held by Al White, who has won this coveted trophy for the past 2 years. The first member who wins this trophy 3 consecutive years is entitled to keep it permanently.

Door prizes and various golf contest awards will be liberally granted to members. A keynote speaker is being selected by Linn Smith, league vice president.

The keynoter should provide an entertaining interlude in a gala program being formulated by banquet chairman Bud Zerga, Jr., and his committee.

Any architect interested in participating in this D.A.G.L. occasion should contact one of the following for further information: Skip Drane at WO 3-7414; Bud Zerga, Jr., at VE 7-3200; Carl Smith at WO 2-1001; Ed Samson at TI 6-8113.

KIMBALL & RUSSELL, INC., Southeastern Michigan distributors of Andersen Windowalls and Morgan doors, are putting up 24 golf balls as prizes for the Friday golf tournament being held at Grand Hotel during the M.S.A. Conference. Six will go to the oldest member participating and six to the youngest member. Six will go to the lowest scorer and six for the highest score.

ARTHUR O. A. SCHMIDT, A.I.A., treasurer of The American Institute of Architects, Detroit Chapter, announces the election to membership in the Institute and assignment to the Detroit Chapter of William H. Gardner, Samuel P. Havis and Arthur L. Lindauer.

Also elected, to associateship in the Chapter, is Richard P. O'Keefe, Schmidt reports.

Gardner a graduate of the College of Architecture and Design, University of Michigan, has been employed as a designer by Eero Saarinen & Associates, Architects, of Bloomfield Hills, and he is now with Elliott F. Robinson, Architect, of Birmingham.

Havis and Lindauer are also U. of M. graduates. Havis is now with Albert Kahn Associated Architects and Engineers, Inc., and Lindauer is with Douglas D. Loree, A.I.A., of Ann Arbor.

O'Keefe, a graduate of the University of Detroit, is employed by the office of Victor Gruen Associated Architects and Engineers, Inc.

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Products News

WILLIAM GILLETT, national president of Producers' Council, Inc., has announced plans for a \$200,000 traveling building products exhibition. The Council is the organization of building products manufacturers and associations. The products showing will be known as the Home Building Caravan, and is intended for viewing by residential architects and subcontracting groups.

In telling about the exhibition, Mr. Gillett said, "The Caravan will travel over 25,000 miles and will be shown in 38 major cities. Each exhibition will be sponsored locally by one of our chapters, whose membership is made up of local sales representatives or distributors for the Council's member-companies. The premiere is scheduled for Washington, D. C. on August 30."

The Caravan is the third traveling products exhibition, which the Council has sponsored since 1954. The two previous Caravans were shown to architectural audiences. The new exhibition is intended to present ideas as well as products. The displays of the participating manufacturers will stress ideas which will help in building and merchandising homes. Construction economies, efficiencies and new products will also be emphasized.

All of the display units will be transported in a large van, and will be set up in hotel ballrooms for the showings. To stimulate attendance, the Council is offering a grand prize of a 21-day, all-expense trip to Europe for two. The Caravan will be on the road for seven months. After the Washington premiere, it will be shown during the remainder of 1956 in Pittsburgh, Sept. 6; Toledo, Sept. 11; Cleveland, Sept. 26; Buffalo, Oct. 2; Boston, Oct. 5; New York (Garden City, L. I.), Oct. 9; Newark, Oct. 12; Philadelphia, Oct. 16; Baltimore, Oct. 22; Columbus, Oct. 25, and Detroit, Oct. 30.

Other cities in which it will be shown are, Cincinnati, Nov. 2; Indianapolis, Nov. 6; Louisville, Nov. 9; Charleston, Nov. 13; Charlotte, Nov. 16; Miami, Nov. 20; New Orleans, Nov. 26; Jacksonville, Nov. 29; Atlanta, Dec. 5 and Birmingham, Dec. 10. The Caravan will be off the road during the Christmas holidays, and will resume its tour in January after the annual convention of the National Association of Home Builders.

JAMES C. NELSON, formerly of Spencer, White & Prentiss of Canada, Ltd., with offices in Toronto, has been named the Midwest Manager for the firm, in Detroit, it is announced by Joseph C. Weaver, company president.

Nelson succeeds Howard R. Gould, who has been named company vice-president, with offices in New York City.

The new Midwest Manager is a graduate of the U. S. Military Academy, and he received his M.S. degree in Soil Mechanics from Harvard University. He is registered as a professional engineer in the Province of Ontario. He is a member of the American Society of Civil Engineers, Engineering Institute of Canada, and the Association of Professional Engineers of Ontario.

Spencer, White & Prentiss, Inc. is a member of the Associated General Contractors of America, its Detroit Chapter and the Detroit Board of Commerce. The firm's major contracts in the Detroit area have included foundations for the Sheraton-Cadillac Hotel, Book Tower, Barlum Tower, Federal Reserve Bank Building, Broderick Tower, Fox Theatre Building, and the Michigan Bell Telephone Building.

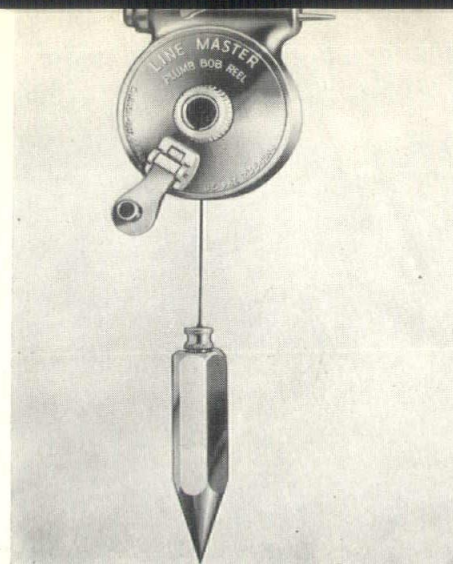
ZONOLITE COMPANY, CHICAGO, has available a new color sound-slide film tracing advances in plastering from the days of the pyramids to modern machine methods.

Titled "New Horizons in Plastering," the 35 mm. filmstrip is 20 minutes in length. The role of plaster machines in the application of lightweight vermiculite plaster and acoustical plastic is emphasized.

Among the machine applications covered are insulating spandrel and panel wall backup; base coat plastering; lightweight solid partitions; sound-conditioning; and fireproofing. The revolutionary new technique of machine-applying vermiculite acoustical plastic to the underside of steel floors or decks is included.

Designed primarily for showing to trade, professional and advanced scholastic audiences, the film is available through over 40 Zonolite plants and sales offices. Speakers are provided for organizations or schools desiring them.

Information may be obtained from Film Section, Zonolite Company, 135 South LaSalle St., Chicago 3, Ill.



LINEMASTER, a new field-tested and precision-manufactured plumb bob, line reel, is now on the market. It features a durable cast alloy case which includes an unbreakable driving point for attaching it to wood surfaces, a fool-proof slotted head for suspending it from a wire or cord, and an adjustable line drag to provide for pin-point setting of a plumb bob. LineMaster makes plumbing, centering and aligning remarkably easy. Its non-fouling reel has a line capacity of 100 feet of 8-lb. test line and a beaded aperture protects the line. Retail price: \$2.95 with 50 ft. line, less plumb bob. Made by LineMaster Mfg. Co., P.O. Box 3821, Seattle 24, Washington.

A GARDEN DISPLAY of genuine face brick, established for the benefit of architects, designers and engineers was formally opened on July 26th at 312 East Brown Street (west of Woodward), Birmingham, Michigan. The garden display is unique because it permits architects to view the unusual face brick under natural conditions. The garden will be illuminated at night to show color values obtainable for interior work.

The colors created and shown are all new and different, being Turquoise, Pastel Pink, Snow White and shades from Cherokee Reds through Black.

E. E. ELLWOOD has been appointed manager of the architect service department of United States Gypsum Company, it has been announced by H. F. Sadler, vice president in charge of sales. Ellwood who has been with the building materials manufacturing firm since 1941, formerly was assistant manager of architect service. Previously, he was manager of the company's New York Sales division.

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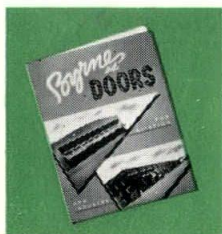
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