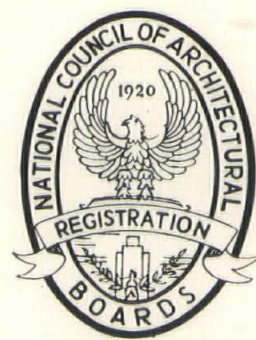


**MONTHLY BULLETIN. MICHIGAN SOCIETY OF ARCHITECTS • APR. 1960 • 50c**



**INCLUDING  
NATIONAL  
ARCHITECT**

**STATE ORGANIZATION OF THE AMERICAN INSTITUTE OF ARCHITECTS**



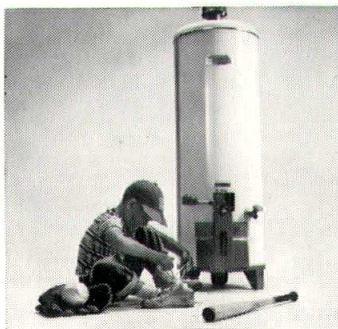


## In Michigan, nearly everybody cooks with gas

**ALL-GAS HOMES MAKE GOOD SALES SENSE.** Let's face it. Features that home buyers know, like and accept help sell homes. And an all-gas home is one of the most important features. Never

forget—more Michiganders use gas for heating, cooking and water heating than any other fuel. Make yours all-gas homes.

**MICHIGAN CONSOLIDATED GAS COMPANY**

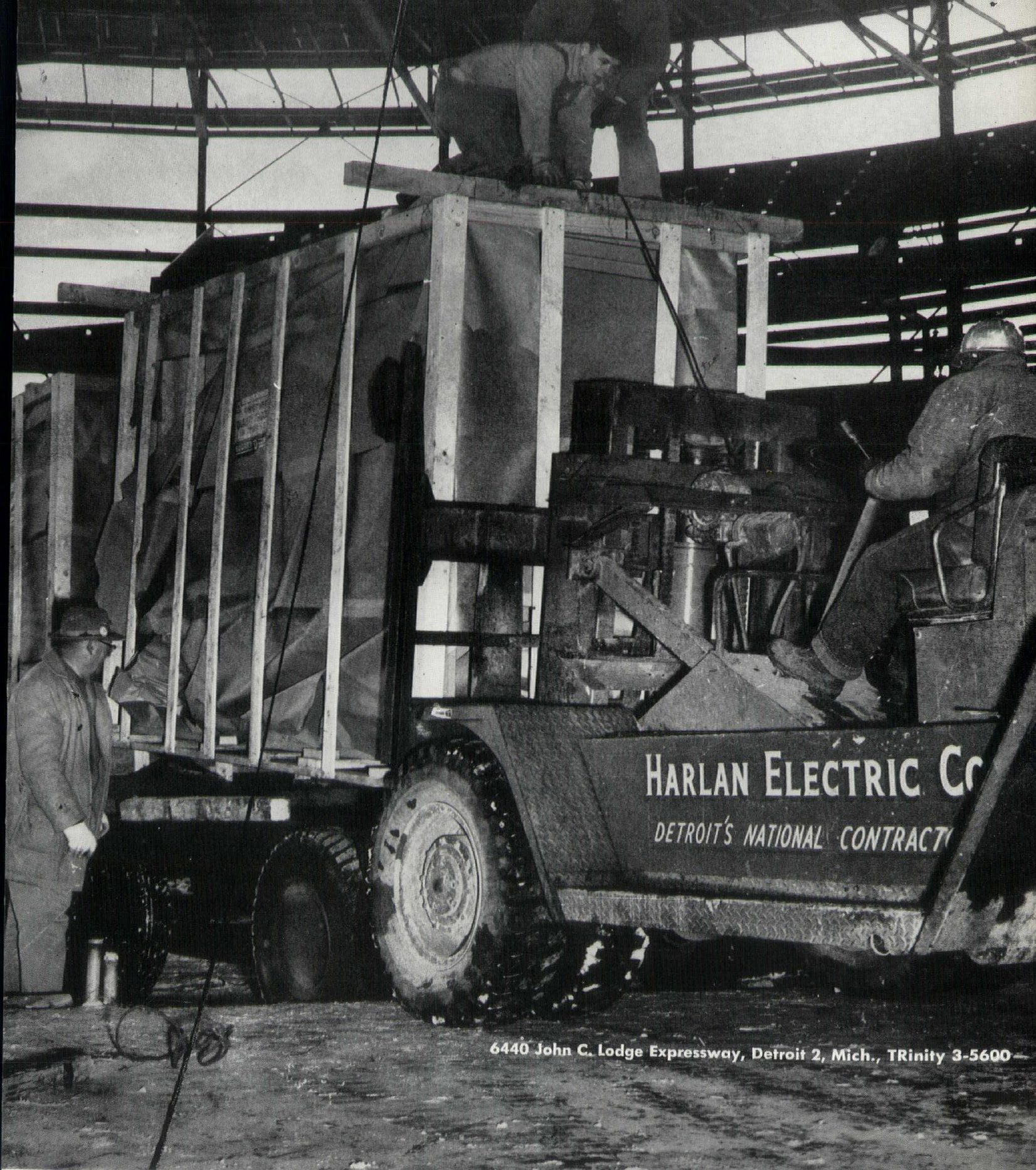


*In heating, cooking, water heating, clothes drying, refrigeration and incineration, you get—*

**So much more for so much less—GAS naturally**

Tune in **"BUSINESS BAROMETER"**—WJR, Monday through Friday—6:50-7:00 P.M.





6440 John C. Lodge Expressway, Detroit 2, Mich., TRinity 3-5600





buted them in this area since 1936. We've worked together as a good team because neither of us has interest in anything but first grade merchandise.

We are prepared to show you that Andersen offers so much more quality than any other window that they are in reality the lowest in cost.

Cut-a-way models of Andersen Casements, Gliders, Flexivents and Double hung windows are on display in our showroom. We think a visit here would be well worth your time.



**KIMBALL & RUSSELL INC.**

Wholesale Sash and Door  
Distributors

**PUBLIC SHOWROOM**

2127 Fenkell Ave. — Detroit UN. 1-3480

Clarence Kimball demonstrates model of Andersen "Beautyline" with narrow meeting rail. Fixed pane above. Ventilating sash below. Available with regular or insulating glass. Easily removable screen and storm. Variety of sizes.

Sold by  
Retail Lumber  
Dealers

*Andersen Windowalls*

## ARCHITECTS and CONTRACTORS

STEVENS PROVIDES QUICK DELIVERY AT REASONABLE PRICES ON THESE TOP QUALITY BUILDING MATERIALS

### BRICK

Michigan's widest selection of face brick

### SOLAR SCREENS

Glazed, unglazed and Terra Cotta

### MASONRY SAW BLADES

A blade for every purpose. Saws on rental or sale

### ANTI-HYDRO

For use in waterproofing, dust-proofing, floor hardening, silicone surfacing and concrete accelerating

### SURE-KLEAN

For all types of masonry cleaning

### SALT GLAZE

Brick size, tile size, partition

### CERAMIC STRUCTURAL GLAZED TILE

From leading manufacturers in all sizes

### ACOUSTICAL TILE

Structural glazed in 5 x 12 or 8 x 16 units

### TERRA COTTA

In both Ceramic Veneer and Architectural

### QUARRY TILE

Wide variety of sizes and shapes. Also with abrasive surface, waxed and safety treads

### HOLLOW METAL DOOR FRAMES AND DOORS

A hollow metal door for every purpose

### SEWAGE UNDERDRAIN FILTER BOTTOM BLOCK

Glazed vitrified

### FLOOR BRICK

A full line—smooth, abrasive, acid-proof, non-skid and other types

### CONCRETE ACCESSORIES

A full line—including wall ties, mesh reinforcement and other items

### CONCRETE COLUMN MOLDS

Round steel or fibre column molds, fibre shaft forms, dropheads, steel clamps

CALL, WRITE OR VISIT TODAY • BUILDING MATERIALS DEPARTMENT

frederic b. **STEVENS**, inc.

1800 18TH STREET AT VERNOR HIGHWAY • Tashmo 5-0725



## LETTERS

### BULLETIN:

May I offer my congratulations on the fine December, 1959 issue of AIA Monthly Bulletin, MSA, containing an excellent presentation of some of Frank Lloyd Wright's Michigan work. The makeup, layout, photography, comments and design of this material is outstanding. Of course, this issue becomes a collector's item. May I have one extra personal copy. — KARL KAMRATH, FAIA, Chairman FLW Memorial Committee, Houston, Texas

### BULLETIN:

Phil Feddersen sent me a copy of the December, 1959 issue of the AIA Monthly Bulletin, MSA, featuring Frank Lloyd Wright, which looks interesting. Will you please give me your discount schedule on this issue. — HENRY HABOR, Kroch's & Brentano's, Inc., Chicago

### BULLETIN:

May I make a couple of suggestions toward improving the visual quality of the BULLETIN?

First, I would abandon the practice of permitting individual firms to design the cover for "their" issues. Some of these attempts have been most unsuccessful. But more to the point, I think it is important to establish continuity and recognition. This could best be done by sticking to one cover for at least a year. The way to get this cover might be through an annual competition. Incidentally, the covers you have frequently used this year (AIA at top, superimposed on a photograph, with lower 2/3 of cover plain) is a very good one.

Second, I think a major improvement could be made by changing the typeface used in the body of the publication. The present face is too small and too delicate, particularly for the size of the page. It makes for difficult reading. I am enclosing typical pages from three other architectural publications to support my argument. — WILLIAM LYMAN, Secretary, Detroit Chapter A.I.A.

### BULLETIN:

Recently I received through the Detroit Chapter, AIA office the name of an architect to speak before the Home Economics Federation of Greater Detroit. On November 18 he spoke to our group in the Henry Ford Hospital Auditorium.

I should like to express our pleasure and appreciation for your suggestion of Mr. Frederick G. Stickel, AIA. His talk was beautifully written and presented. We enjoyed his views immensely but most of all we realized that an architect is a person willing to help the home owner and not someone out of the reach of the average family. And what better public relations for the AIA?

Mr. Stickel is an asset to your organization and we thank you and him for his time and effort. — GERTRUDE M. HASSE, Program Chairman.

COVER: "Montmartre" by French artist Maurice Utrillo (1883-1955). Courtesy of The Detroit Institute of Arts.

## Table of Contents

National Architect .....	5	Smith & Smith .....	17-24	WALD .....	39
Detroit Chapter .....	11	Begrow & Brown .....	25-32	Producers' Council .....	40
U of M Student Chapter, AIA .....	13	MSA Convention .....	33	The Architect In Our Industrial Age .....	41-42
MSA Items .....	15	Architectonics, Western Michigan Chapter, AIA .....	36	The Greenbrier .....	44-47
		Saginaw Valley Chapter, AIA .....	37	Builders & Traders Exchange .....	53
		Bowling League .....	38	Products News .....	55
		Golf League .....	38	Bulletin Board .....	56

## Monthly Bulletin, Michigan Society of Architects, Volume 34, No. 4

including National

## Architect



### MONTHLY BULLETIN

Michigan Society of Architects  
120 Madison Ave., Detroit 26, Mich., WO 1-6700  
Talmage C. Hughes, F.A.I.A., Editor & Publisher.  
Edited and published under the direction of  
Monthly Bulletin, Inc.: Gerald G. Diehl, James B.  
Morison, Frederick G. Spickel, Directors.

**OFFICIAL PUBLICATION** of the Michigan Society of Architects: Charles A. OBryon, President; Charles H. MacMahon, Jr., 1st Vice President; Clarence L. Waters, 2nd Vice President; George B. Savage, 3rd Vice President; Gerald G. Diehl, Secretary; George W. Sprau, Treasurer; Talmage C. Hughes, Executive Secretary; Directors: Harvey C. Allison, Lyall H. Askew, Clifford E. Gibbs, Clark E. Harris, Earl G. Meyer, Auldin H. Nelson, David E. Post, Louis G. Redstone, Walter B. Sanders, Malcolm R. Storton, Frederick E. Wigen.

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

**OFFICIAL PUBLICATION**—Detroit Chapter of The American Institute of Architects; Robert F. Hastings, President; Paul B. Brown, Vice President; William Lyman, Secretary; Bruce H. Smith, Treasurer; Gerald G. Diehl, Earl G. Meyer, Fred J. Schoettley, Philip N. Youtz, Directors; Talmage C. Hughes, Executive Secretary.

**OFFICIAL PUBLICATION** — Western Michigan Chapter, A.I.A.; Charles V. Opdyke, President; David E. Post, Vice President; Robert L. Freeman, Secretary; Gordon A. Belson, Treasurer; F. Gordon Cornwell, Claude D. Sampson, George W. Sprau, Directors.

**OFFICIAL PUBLICATION**—Saginaw Valley Chapter, A.I.A.; Vincent T. Boyle, President; Daniel W. Toshach, Vice President; Robert S. Gazall, Secretary; William A. Spears, Treasurer; Clifford E. Gibbs, Director.

**OFFICIAL PUBLICATION** — Student Chapters of The A.I.A. at University of Michigan, University of Detroit and Lawrence Institute of Technology.

**OFFICIAL PUBLICATION** — Michigan Chapter of The Producers' Council, Inc.; M. Eugene Hannum, President; C. Russell Wentworth, Vice President; Robert D. Mosier, Secretary; Edward S. Parker, Treasurer; Charles J. Mock, Membership; Mary Evarian, Recording Secretary, 17209 Wyoming Avenue, Detroit 21, Michigan. Phone: University 4-2664.

**OFFICIAL PUBLICATION**—Michigan Architectural Foundation; Arthur K. Hyde, President; Suren Pilafian, Vice President; Talmage C. Hughes, Secretary-Treasurer; L. Robert Blakeslee, Paul B. Brown, Gerald G. Diehl and Ralph W. Hammett, Directors. 120 Madison Avenue, Detroit 26, Mich.

**PUBLICATION OF** — Builders & Traders Exchanges of Detroit, Grand Rapids and Lansing.

**OFFICIAL PUBLICATION**—Women's Architectural League of Detroit; Mrs. LaVern J. Nelsen, President; Mrs. Allan G. Agree, Vice President; Mrs. Frederick J. Schoettley, Treasurer; Mrs. William H. Odell, Historian; Mrs. George F. Diehl, Parliamentarian.

**OFFICIAL PUBLICATION** — National Council of Architectural Registration Boards.

Walter F. Martens, President, Charleston, W. Va.; A. Reinhold Melander, 1st V-Pres., Duluth, Minn.; Chandler C. Cohagen, 2nd V-Pres., Billings, Mont.; Ralph O. Mott, Secretary, Fort Smith, Ark.; A. John Brenner, Treas., Phoenix, Ariz. Directors: Edgar H. Berners, Paul W. Drake, Morton T. Ironmonger, C. J. Paderewski.

Executive Committee consists of President, Secretary, Treasurer, 1st Vice Pres. (alternate), Council Board of Review: Uzzell S. Branson, Chairman; Martin Luther Beck, Frank M. Lescher.

Address all inquiries concerning National Council of Architectural Registration Board to the Council's headquarters at 418 Commerce Exchange Building, Oklahoma City 2, Oklahoma.

**PERSONNEL**—Theodore G. Seemeyer, Jr., Editorial and Advertising Director; Gerald H. LaPiner, Advertising Manager and Associate Editor; Nick Demos, Circulation Manager; Ann Stacy, Secretary.

**SUBSCRIPTION**—\$4 per year (members \$2.00). 50c per copy.

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



# THE NEW BYRNOVER DOOR

... opens  
... closes  
**TWICE  
AS  
FAST**  
as other  
industrial  
doors



## No overhead tracks Substantial cost advantages

Here is the industrial door that provides *proven* design features never before offered in a product of this type.

The Byrnover Door travels at a rate of 120 feet per minute—approximately double the speed normally expected of turnover type doors. As a result, the actual opening and closing time is reduced to an absolute minimum.

This door employs an ingenious linkage system rather than overhead tracks. With this design necessary head room has been reduced to 12 inches and jamb requirements between adjacent doors

are as little as 12 inches. Another advantage is that crane runways can be extended to within 18 inches of the door opening.

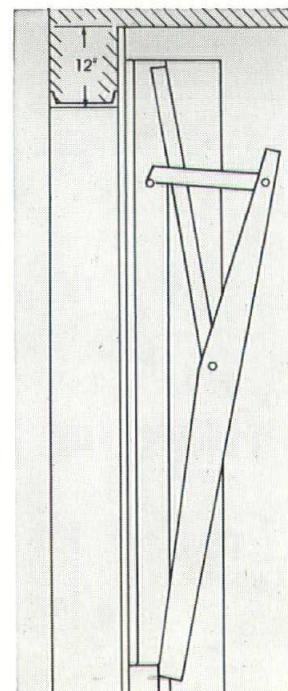
And here are other points to consider. Byrnover Doors are built to sizes up to 32 feet wide by 22 feet high. All are of thoroughly weathertight construction. They incorporate a new, positive safety device which instantly reverses the downward direction of the door when it comes into contact with an obstruction while closing. Of major importance, *they can be supplied at lower cost than any comparable turnover doors.*

## BYRNE doors, inc.

1603 E. Nine Mile Road, Ferndale, Detroit 20, Michigan

101 Park Ave., New York 17, N.Y. • Cafritz Bldg., Washington, D.C.

Byrne Doors of Canada Limited, 4 Collier St., Toronto 5, Ont.



*A fully descriptive bulletin is available on this revolutionary industrial door. Write for your copy today!*

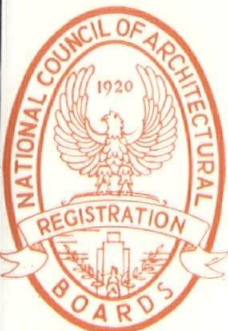
MEMBER OF THE HANGAR AND INDUSTRIAL DOOR TECHNICAL COUNCIL



**NATIONAL**

# **ARCHITECT\***

**Official Publication, National Council of Architectural Registration Boards**



## **OFFICERS**

Walter F. Martens, President, Charleston, W. Va.  
A. Reinhold Melander, 1st V-Pres., Duluth, Minn.  
Chandler C. Cohagen, 2nd V-Pres., Billings, Mont.  
Ralph O. Mott, Secretary, Fort Smith, Ark.  
A. John Brenner, Treasurer, Phoenix, Ariz.

## **DIRECTORS**

Edgar H. Berners, Green Bay, Wis.  
Paul W. Drake, Summit, N. J.  
Morton T. Ironmonger, Fort Lauderdale, Fla.  
C. J. Paderewski, San Diego, Calif.

## **EXECUTIVE COMMITTEE**

Pres., Sec., Treasurer, 1st V-Pres., (alter.)

## **COUNCIL BOARD OF REVIEW**

Uzzell S. Branson, Blytheville, Arkansas  
Frank M. Lescher, Champaign, Illinois  
Martin Luther Beck, New Jersey  
Board Representative: Melander

## **EXECUTIVE DIRECTOR**

James H. Sadler, A.I.A., 418 Commerce Exchange Building, Oklahoma City 2, Okla., CE 2-0468

\*Reg. U. S. Pat. Off.

## **Interim Report Number Eight**

The purpose of this Report is to give you a few of the many important items considered during the Council Board meeting held at Phoenix on February 12 and 13. In attendance were all of the officers, the directors and the executive director, excepting Morton T. Ironmonger who was absent.

Possibly the most important of the 38 items on the agenda was completion of plans and program for the San Francisco Convention. Each of you will have by this time received from Jim Sadler an invitation to attend our THIRTY-NINTH ANNUAL CONVENTION, together with information on hotel reservations. We hope that it will be possible for most of you to attend, for completed arrangements promise a most interesting and helpful program, in an excellent hotel and in the center of a city of charm and culture. Later you will receive a copy of our printed Convention program but in the mean time here are a few details as planned at the Phoenix Board meeting:

There will be scheduled on the Saturday afternoon session a full two hour period for STATE LEVEL DISCUSSION. These sessions in the past have usually been held at evening meetings aside from the regular convention program, but the keen interest shown by so many of you, particularly at New Orleans, has prompted your Board to make this a Convention program feature, again under the capable chair-

manship of C. J. Paderewski. So bring your questions and problems to this discussion.

The Annual Luncheon and Banquet for the first time will be the responsibility of our new Committee on Arrangements rather than as in past years of the Society of Architectural Examiners. At the Luncheon we will have an interesting address by Dr. Donald McKinnon of the University of California on "What Makes An Architect Tick?". The Banquet, preceded by a cocktail hour, will feature fine foods, background music by a string quartette and several variety acts. The ladies are again invited to attend both the Luncheon and Banquet (Formal dress).

The Convention Theme this year will be "YOUR COUNCIL AT WORK," for with the many advances made, as emphasized at New Orleans, all our officers, directors and committees have been very active during the past year. The annual reports of Secretary Mott and Treasurer Brenner will this time be furnished in printed form with opportunity for discussion on any phase if you should so choose. The Committee on Examinations will present at the Monday morning session drafts of Examinations "B" and "I" plus a report on the status of the Objective Type Examinations, under the chairmanship of Fred Markham and co-chairmanship of Roger Kirchhoff. Each of our other standing committees will present its annual report as will also the Board of Review.

In addition to such reports by our own organization we expect also to receive reports from The American Institute of Architects, Association of Collegiate Schools of Architecture and the National Architectural Accrediting Board, each presented by a representative of those three organizations.

FOUR-POWER CONFERENCE . . . The three organizations joined by the N. C. A. R. B. upon invitation of President John

Noble Richards of the A.I.A. will again meet in a Four-Power Conference scheduled at the Octagon on March 11. Your Council president and first vice-president will represent the N.C.A.R.B. at that Conference.

BUDGET FOR 1960-61 . . . Back again to the Phoenix Board meeting, another important item here considered was the adoption of Council Budget for the fiscal year 1960-61 which will be reported at the Convention.

N.C.A.R.B. — CODE OF ETHICS . . . The question as to an N.C.A.R.B. Code of Ethics was again considered at Phoenix. Should we adopt such a code and if so, how to enforce it? This subject will be presented for consideration at the Convention and the Board invites your thoughts and comments at that time.

N. A. A. B. VISITATION COMMITTEE . . . At the Phoenix meeting Director Drake read a letter received from N.A.A.B. Secretary Whitaker asking for names of Board members of N.C.A.R.B. Member Boards who would serve as members of the visitation committee for one or more of the following scheduled schools:

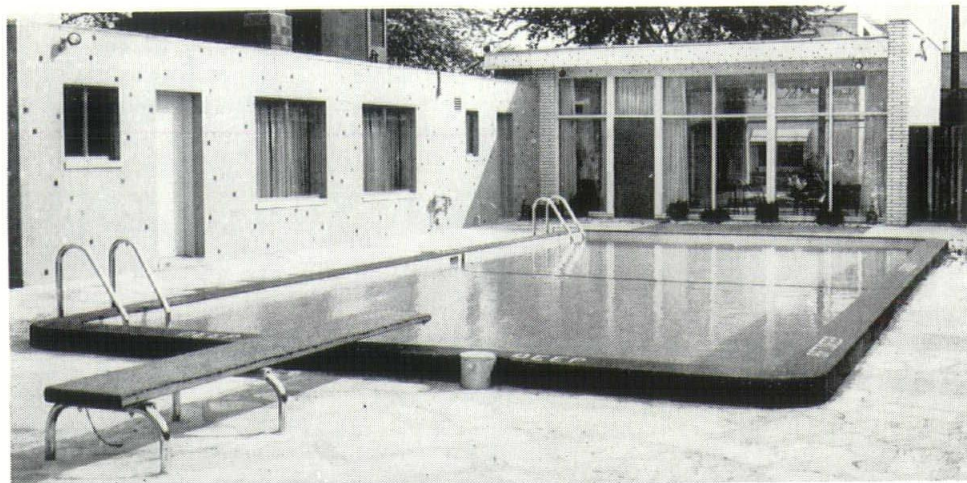
Arizona State College, Tempe, Arizona  
Clemson College, Clemson, South Carolina  
Georgia Institute of Technology, Atlanta, Georgia  
Hampton Institute, Hampton, Virginia  
University of Houston, Houston, Texas  
Massachusetts Institute of Technology, Cambridge, Massachusetts  
University of Michigan, Ann Arbor, Michigan  
University of Minnesota, Minneapolis, Minnesota  
North Carolina State College, Raleigh, North Carolina  
Pennsylvania State University, University Park, Pennsylvania



# MICHIGAN TILE & MARBLE CO.

Tile & Marble Contractors & Fabricators

VISIT OUR  
EXTENSIVE  
DISPLAYS OF  
Ceramic Tile  
•  
Foreign and  
Domestic  
Marbles



CERAMIC TILE INSTALLATIONS for OUTDOOR and INDOOR POOLS

Lasting Beauty — Practically Maintenance - Free

INSPECT THIS MODEL AT OUR OFFICES



9317 FREELAND AVENUE

DETROIT 28, MICHIGAN

WEbster 3-1000

## CALL SPITZLEY... FIRST!

42 years' experience makes Spitzley a leader in the field of installing and servicing INDUSTRIAL and COMMERCIAL plumbing, heating and air-conditioning systems.

Spitzley know-how is your best guarantee of satisfaction.

You may save time, money and future headaches when you ... Call Spitzley ... FIRST!

**R. L. SPITZLEY  
HEATING COMPANY**



and  
SPITZLEY-RETENMIER  
SHEET METAL COMPANY

**WOODWARD 1-0840**

1200 West Fort Street • Detroit 26



PLUMBING • HEATING  
AIR CONDITIONING  
REFRIGERATING • VENTILATING  
PROCESS PIPING

Industrial and Commercial  
Systems Installed  
Remodeled—Repaired



Rensselaer Polytechnic Institute, Troy,  
New York  
Rice Institute, Houston, Texas  
University of Southern California, Los  
Angeles, California  
Washington University, St. Louis, Mis-  
souri  
Western Reserve University, Cleve-  
land, Ohio

Please submit your name to N.C.A.R.B. Director Paul W. Drake, 100 Summit Avenue, Summit, New Jersey, if you could serve on one or more of these visitation Committees. If you have not previously served on one of the committees and would like some information on this very important part of the NAAB procedures, please write to Elliot L. Whitaker, Secretary, National Architectural Accrediting Board, 521 Eighteenth Street, N. W., Washington 6, D. C. and send a copy of your letter to Mr. Drake.

**CANCELLATION OF CERTIFICATES**  
... At Phoenix the Board discussed at considerable length a number of problems with reference to the orderly processing of Certificates and Periodic Review of Council Certification. Due to recent experiences the Board approved for presentation to the 1960 Convention the following ammendment as an addition to Article V, Section 4 of the By-Laws:

"Further, whenever information is made available to the Council by means of a Periodic Review of the Council Record of a candidate or other means, of a nature that would cause a candidate to be ineligible for Council Certificate, then the Record and information shall be reviewed by the Board of Review for recommendations to the Council Board for continuance or cancellation of the Council Certificate."

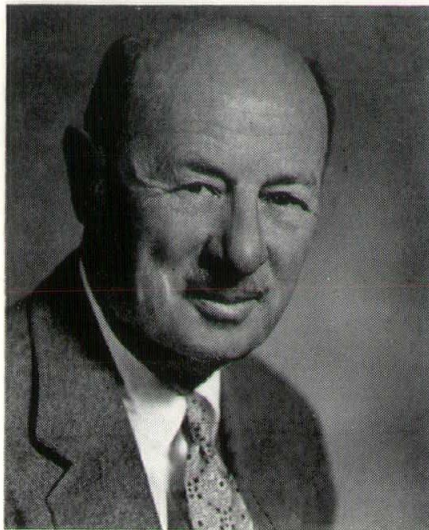
**COMMITTEE ON ADVANCE PLAN-  
NING** ... This Committee as set up in the by-laws is composed of three past presidents. At the Phoenix meeting the Board recommended that this membership be increased to five members, at least two of whom should be past presidents of the Council; such additions to be made after the San Francisco Convention.

Of the many other important items considered at the Board meeting you will be advised in part by communication from our Executive Director, others to be included in Committee Reports at the Convention.

In closing, we hope to see you all, at our Thirty Ninth Annual Convention at the St. Francis Hotel in San Francisco,

April 16th and 18th, 1960, where will be demonstrated further evidence of "YOUR COUNCIL AT WORK."

## Sherley Morgan Honored



**SHERLEY W. MORGAN, FAIA**

The 38th Annual Report of the National Council of Architectural Registration Boards has been dedicated to Sherley W. Morgan, FAIA, for his outstanding service to the architectural profession.

### *The Dedication read:*

"Over 2,000 years ago Aristotle said, 'All men desire by nature to know.' Men continue to climb to be enabled to sit at the feet of one who does know. This is one of the reasons why we are dedicating this annual to 'one who does know,' and, who like Saul, 'stands head and shoulders above the rest.'"

"Sherley Warner Morgan was born in Cincinnati. He received his academic training at Princeton and Columbia. During 1917-19 he served the cause of Freedom with the A.E.F.; being Captain of Infantry and Commanding Officer of the U. S. Army student detachment at the University of Montpelier.

"For only a short time he served as a draftsman; then, even before World War I, he began, what was to be a Life Work of Instruction. Upon his return from France he became successively: Assistant Professor; Associate Professor and Professor of Architecture at Princeton. He was Director of the School of Architecture at Princeton from 1928 to 1952, when he became Emeritus Director.

"His other activities include leadership in the Princeton County Day Schools. He was Secretary of the National Architectural Accrediting Board from 1943 to 1949. He is a Past President of the

Association of Collegiate Schools of Architecture and while president of that organization in 1938, he had the honor of sponsoring before the A.I.A. convention in New Orleans the endorsement of the NCARB by the A.I.A.

"For twenty-five years Mr. Morgan headed the Examining Board which prepared and marked the registration examinations for the State of New Jersey. Since 1956 he has served as Secretary-Director of the New Jersey State Board of Architects. His broad background of experience has fitted him uniquely to serve his profession so ably.

"Where the members of the NCARB have known him best, of course, is at the Annual Meetings. There his timely counsel on all matters pertaining to the NCARB is always welcomed. We respect his outstanding ability and leadership. He has honored us with his presence. We desire to dedicate this issue to a great leader and Fellow."

**THE ANNUAL CONFERENCE ON  
CHURCH ARCHITECTURE**, jointly sponsored by the Church Architectural Guild of America and the Department of Church Building and Architecture of the National Council of Churches will be held at the Leamington Hotel in Minneapolis, Minnesota on May 3-4-5, 1960.

Invitations, mailed together with the MEMO from Washington, will be extended to all members of the American Institute of Architects to participate in the competitive exhibit of Church Architecture.

Further information about the Conference and the rules governing the Exhibition may be obtained from Mr. Harold E. Wagoner, Chairman, Public Relations Committee of the Conference, Suite 1700, Architects Building, Philadelphia 3, Pa.

**TRINITY COLLEGE, DUBLIN**, has announced an international architectural competition for the design of a \$1,400,000 extension to the existing eighteenth century library building on its campus in the center of Dublin.

Details regarding submission of entries will be available in April and will be judged in November. First, second and third prizes in the sterling equivalents of \$4,200, \$2,100 and \$1,400 will be given. Including all fees, the first prize will be worth about \$65,000 to the winner.

Further information may be obtained from the American Council for Trinity College, Dublin, at 53 East 93rd Street, New York City 28.



CHARLES R. COLBERT, AIA, senior partner of Colbert, Lowrey and Associates, New Orleans architectural, design and city planning firm, has been appointed dean of the Columbia University School of Architecture, it is announced by Dr. Grayson Kirk, president of Columbia.

Mr. Colbert, who succeeds Leopold Arnaud, will assume his Columbia duties April 1. Dean Arnaud retired in January, 1959. In the interim, James Grote Van Derpool, head of the Avery Memorial Architectural Library at Columbia and professor of Architecture, has served as acting dean.

Mr. Colbert, who is a graduate of the Columbia School of Architecture and a nationally known practicing architect, has been granted a leave of absence for the first three months of his new deanship to inspect other centers of architecture in the United States and Europe and to compare and evaluate educational techniques.

Mr. Colbert will be the sixth head of the Columbia school, one of the nation's oldest schools of architecture. Courses in architecture were established at the University in 1881. Previous directors and deans of the school were William R. Ware, Austin W. Lord, William A. Boring, Joseph Hudnut, and Leopold Arnaud.

VOORHEES, WALKER, SMITH, SMITH & HAINES, ARCHITECTS, of 101 Park Avenue, New York City, announce the addition of six associates to their firm.

They are Benjamin Bailyn, John Pine Delavan, Leander Economides, John Loughnane, Robert S. Lundberg and Allen Nathanson.

THE BELL TELEPHONE SYSTEM, the nation's biggest private builder, is taking a new approach to the problem of how to get good architecture at an economical price.

Having 15,000 buildings and constructing new ones or adding to old ones at the rate of 1,000 a year, the company has begun a program of making awards to architects for particularly good work. It hopes this will spur present and future architects to even better efforts.

A panel of eleven Bell System architects and engineers was picked to review pictures of 281 post-war telephone buildings. They ranged from simple equipment "huts" to multi-storied office buildings. Honor awards were given for seventeen examples of good design at low cost. Sixty-five others received merit awards.

## REGISTRATION QUALIFICATIONS

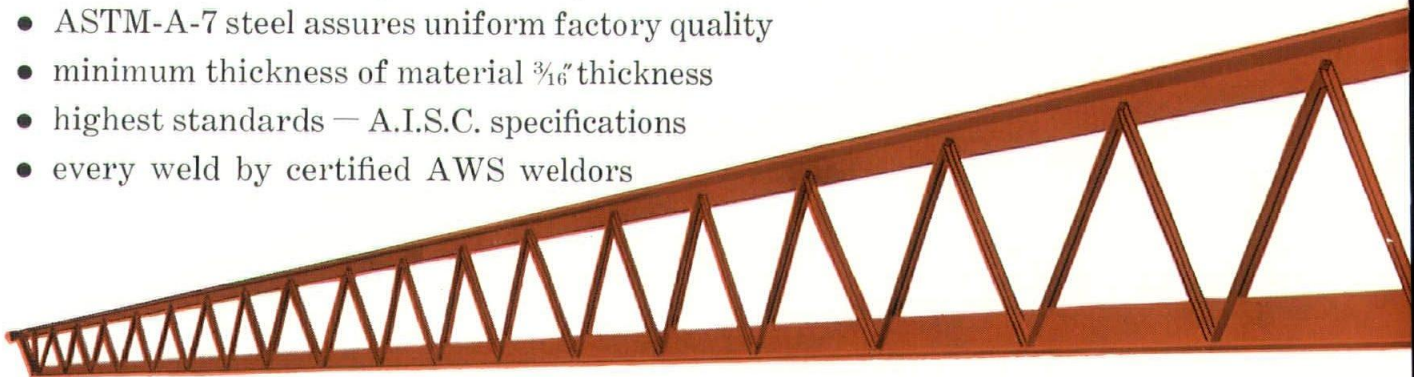
It might be charged by extremists, I suppose, that registration is undemocratic because it sets up a board with administrative functions combined with judicial and sometimes legislative functions. Furthermore, the board members, being appointed, need not be receptive to the demands of the people. Is it a step toward the "corporative state?" Are architects thereby made subject to the whims of dictators?

Some board members have been very much disturbed by the necessity of combining the three functions of government in a single agency. Some have contended that boards should be purely judicial, leaving enforcement to states' attorneys, and leaving all details and rules and regulations to the legislatures. A registration board simply can not function in that manner. The only effective enforcement has been in states in which the initiative is taken by the boards, or by professional societies (and the latter tends to be spasmodic). Rules and regulations are too technical to be understood by legislators and it is too difficult to get them changed when the need for change arises. But let's see where the danger is. The three functions of government are separated generally to avoid placing too much power in the hands of an individual or group

1950: 65 feet long . . . 1955: 125 feet long . . .

## NOW: HAVEN-BUSCH T-CHORD\* LONGSPAN JOISTS

- the longest steel joist made
- one-piece fabrication with matched-fit splices
- modern T-Chord\* construction
- all web members designed for compression stresses
- ASTM-A-7 steel assures uniform factory quality
- minimum thickness of material  $\frac{3}{16}$ " thickness
- highest standards — A.I.S.C. specifications
- every weld by certified AWS weldors



*Opens new horizons for you in planning larger clearspan, column-free interiors.*

\*T.M. Reg.



and thus provide an impediment to the rise of a would-be dictator. But is there really any danger of a member of a registration board or a group of members assuming a dictatorship? Their power is limited to too small an area. And within that area it is not necessary to tolerate arbitrary or unreasonable action. Charges can be brought and quick action secured against any board member who is guilty of either malfeasance or misfeasance. The architects in most states could secure better administration of their registration laws, if they made their influence felt when appointments are due and if they showed a greater interest in the activities of their boards. The boards are just about as democratic as the architects want them to be.

If it is agreed that (1) any small loss of freedom resulting from architectural registration is more than compensated for by having competition from only qualified architects, (2) that registration has increased the prestige of the profession, (3) that the trouble caused by the registration procedure is offset by advantages, (4) that limitations to the rate of growth of the number engaged in architectural practice does no harm to the profession, (5) that the advantages of economic position are not heightened by architectural registration and (6) that there is no danger of dictatorial powers being assumed by registration boards, it would seem that, even now, registration

is advantageous to individual architects and to the profession as a whole. When the imperfections of our present system are contemplated, and the possibilities of future development are visualized, it should be even more evident that registration should receive the active support of every architect.

The examination procedure has been criticized and many impractical suggestions have been advanced. It has been improved greatly during the past twenty years, and will doubtless be improved further. Possibly a way may yet be found for the N.C.A.R.B. examinations to be conducted and graded by a specially constituted national board instead of by the state boards. If such a national board were composed of architects who are well known and respected, it is probable that the certificate of the N.C.A.R.B. would be respected even more than it now is.

At present many state registration laws are obeyed more by common consent than as a result of enforcement. In some areas, violations are flagrant. Enforcement efforts in some states are futile because of a lack of a legal definition of architectural practice. In some states the courts have interpreted the registration laws as covering so much ground that if enforcement were based upon those interpretations, the opposition to the registration laws would be ominous. In other states, court deci-

sions have greatly restricted the application of the registration laws. In a few states reasonable and practical definitions of architectural practice have been included in the legislation, but much further progress is possible in this direction. Many states also lack proper machinery and adequate funds for enforcement. These things can be corrected by concerted action on the part of the architects in any state.

Another thing which makes practice as a certified architect less than perfect is the necessity of certification of the so-called "grandfathers." As everyone knows, when registration laws are adopted, it is necessary to provide for the automatic registration and certification of all persons who were engaged in the activity covered at the time the laws were passed. Many of these persons are incompetent, and their being certified makes the certification of those who are competent appear less valuable. Only time can cure this situation, but in many states in which registration has been in effect for many years, "grandfathers" are disappearing.

With further improvements in examination procedure, better enforcement of registration laws, conditions of practice under architectural registration laws may be so improved that their desirability will no longer be questioned by architects.

UP TO 175 FEET LONG!



Better building begins with structural steel by

**HAVEN-BUSCH**  
*Company*

Write for illustrated brochure  
with full technical data.

3455 Chicago Drive, S.W., Grandville, Mich.

CHICAGO OFFICE: 228 N. LaSalle

DESIGNERS • FABRICATORS • ERECTORS

SINCE 1888

T-Chord\* Longspan Joists — Structural Steel — Miscellaneous Iron



# Congratulations Winners

## MSA . . . SMCAD Industry Fund DRAFTSMEN'S COMPETITION

### GRAND PRIZE

Harvey T. Hendricks

### FIRST PRIZES

Architectural  
Larry W. Woehlke

Structural  
C. Dino Gavras

Mechanical  
John R. Titus

Electrical  
Frank J. Martilotti

### SECOND PRIZES

Architectural  
Charles W. Andres

Structural  
Stanislaw Sulich

Mechanical  
Walter E. Kallmes

Electrical  
Edward Moy

Sponsored by



WILLIAM J. RETTENMIER  
Executive Secretary

224 McKERCHEY BUILDING  
2631 Woodward Ave. Detroit 1, Mich.

## RUBBER and VINYL SEALS

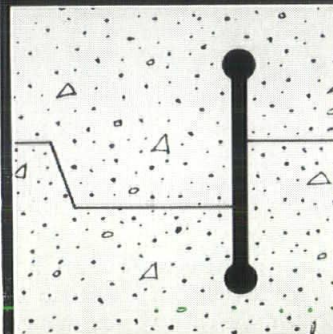
### FOR MASONRY JOINTS

Water Seals for cast-in-place construction joints between concrete footings and walls, walls and floor slab, wall section and wall section, and floor slab and floor slab.

Sealing Gaskets for use between sill and coping stones, brick and stone wall panels, masonry wall panels and structural steel members.

Sealing strips for control joints in block constructed walls . . . watertight seals with an inherent, permanent liveliness for use in Michigan and Besser Control Joints.

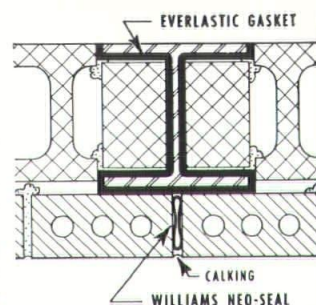
### RUBBER or VINYL WATERSTOPS



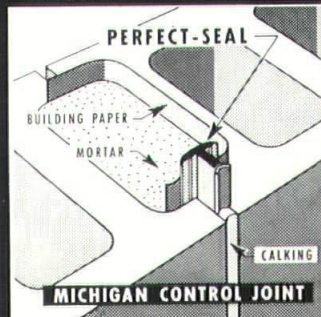
Williams Waterstops are made from Natural Rubber Stock and designed for maximum effectiveness in any type of cast-in-place construction joint. They will bend around corners, and will not crack or tear from shear action. Tensile Test: 395 lbs., Elongation Test: 650%. Available in rolls up to 80 feet in length. Field splicing is simple. Williams Waterstops can also be furnished in Vinyl or Neoprene for industrial uses where resistance to oil and other injurious wastes is desirable.

### EVERLASTIC MASONRY GASKETS

Everlastic Masonry Gaskets are a readily compressible, nonabsorbent Elastomer impervious to water and inert to heat, cold and acids. In masonry joints they permit linear expansion in summer heat, and seal joints against moisture which causes frost damage in winter. Everlastic Gaskets are furnished die-cut to specifications and coated with pressure sensitive adhesive . . . they should be used between sill and coping stones, brick or stone wall panels, and masonry and structural steel members.



### PERFECT-SEAL for CONTROL JOINTS



Williams "Perfect-Seal" (Pat. Pending) is a specially designed seal for use in Michigan Control Joints . . . it provides continuous six-point pressure contact sealing which keeps moisture out of joints and prevents air passage. The T-Section is a high-grade rubber compound; the cross-sealing member at the base of the "T" is a strip of readily compressible, nonabsorbent, expanded closed-cell Neoprene Rubber—it provides an effective pressure-contact seal directly behind the calking.

See Sweet's Files, or Write for Information.

**WILLIAMS**  
**EQUIPMENT and SUPPLY CO.**  
456 W. Eight Mile Rd., Hazel Park, Michigan



# DETROIT CHAPTER, A.I.A.

ROBERT F. HASTINGS, President, 3107 West Grand Blvd., Detroit 2

PAUL B. BROWN, Vice President, 700 Red Cross Bldg., Detroit 1

WILLIAM LYMAN, Secretary, 5395 Hicory Bend, Birmingham

BRUCE H. SMITH, Treasurer, 2908 Woodward Avenue, Royal Oak

FREDERICK J. SCHOETTLEY, Director, 409 Griswold Street, Detroit 31

EARL G. MEYER, Director, 1306 Michigan Building, Detroit 26

PHILIP N. YOUTZ, Director, College of Architecture and Design, University of Michigan, Ann Arbor

GERALD G. DIEHL, Director, 120 Madison Avenue, Detroit 26

HEADQUARTERS, 120 Madison Ave., Detroit

## APRIL MEETING

At its meeting on Thursday, April 14 in Detroit's Rackham building, the Detroit Chapter, American Institute of Architects will show four films made recently by the Institute, in order to acquaint members with what films are available for loan at no cost.

The films, all of 16 mm sound, are "A School for Johnny," "A Place to Worship," "Buildings for Business," and "What is a House?"

The film on schools addresses itself to the problem of filling the need for

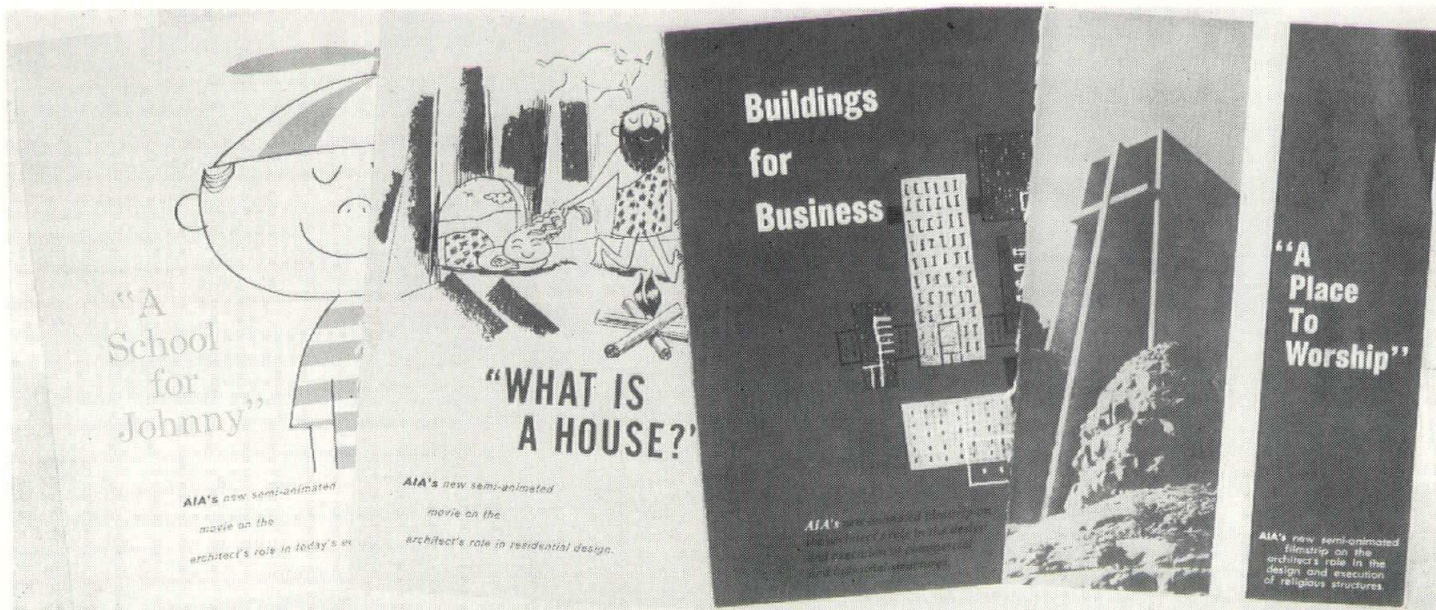
more schools without overstraining community resources. It explains in detail how the architect goes about designing a school, and some all-too-prevalent misconceptions about costs are cleared up in showing examples of outstanding schools from all parts of the country.

"A Place to Worship" explains the manner in which religious architecture should be approached, the relationship between the client and the architect, and the architect's role and function throughout the project.

"Buildings for Business" is meant mostly for business men, and emphasis

is placed upon the duties of the architect and those of the owners. The architect's function is described in three situations involving a factory, a retail store and an office building.

"What is a House?" traces the evolution of the American house from the "carpenter classic" to residence of the future. It briefly acquaints the audience with the many problems to be considered to make a house a home. Its purpose is to explain today's design and the architect's interest in satisfying the needs of function rather than the whims of fashion.



## Congratulations to the Winners of . . .

### MSA . . . SMCAD Industry Fund DRAFTSMEN'S COMPETITION

Sponsored By \*Sheet Metal Contractors Association of Detroit Industry Fund

BLUE PRINTS

WHITE PRINTS

PHOTOSTATS

While You Wait Service . . . Quick Pick-Up and Delivery Service . . . Radio Controlled Vehicles

4 CONVENIENT LOCATIONS TO SERVE YOU

**Multi-Color Co.**

116 Delaware

29 E. Congress

MAIN OFFICE:

Trinity 5-0777

DOWNTOWN OFFICE:

Woodward 1-0666

N. W. OFFICE:

16606 James Couzens Hwy. University 1-0778

OAKLAND BRANCH OFFICE:

4254 N. Woodward, R. O. Liberty 9-3388

## PHOTO ILLUSTRATORS, Inc.

• Architectural

• Commercial

• Complete Photographic Services

OFFICIAL PHOTOGRAPHERS MSA BULLETIN

51 Selden • Detroit, Michigan • Telephone TEmple 3-7600



# AUTOCLAVED MERCRETE *Slag* BLOCK

Established  
1923

- CONTROLLED UNIFORM QUALITY
- Consistent high strength
- Pre-shrunk

## MERCIER BRICK COMPANY

3895 ROULO AVE. DEARBORN 2, MICH. VI 3-2000

Manufacturers of  
Mercrete Autoclaved Slag Block  
Distributors of:

Glazed Brick, Structural Facing Tile, Acid Brick, Face Brick,  
Floor Brick, Quarry Tile and a complete line of Refractories.

# BUNDY CONSTRUCTION COMPANY

## General Contractor

EPPLER JUNIOR  
HIGH SCHOOL  
Utica, Michigan

- INSTITUTIONAL
- COMMERCIAL
- INDUSTRIAL

FEderal 4-4588

1509 South Telegraph Road  
Pontiac 19 • Michigan

MEMBER



MARBLE INSTITUTE OF AMERICA, INC.

## WOLVERINE MARBLE CO.

DOMESTIC & IMPORTED MARBLES FOR ALL FINE BUILDING PROJECTS

BENJ. A. CAPP  
President

Service  
Since  
1923

OFFICE & FACTORY

14269 FLEMING AVE.

AT DET. T. R. R.

DETROIT 12, MICHIGAN

TOwnsend 8-7113



CARGILL-DETROIT CORPORATION OFFICE BUILDING—CLAWSON, MICH.  
FRIEL-DETROIT CO. — Detroit TAYLOR & GASKIN, INC. — Detroit  
General Contractors Structural Steel



## U of M Student Chapter, AIA

By Leland M. Welsh

Our first evening meeting of the second semester was held at the home of Assistant Dean Herbert Johe, on February 24th. It was most successful with a large attendance and much enthusiasm from the members. New membership blanks were passed out for the coming year. A business meeting was held in which new officers for the coming year were elected. They are:

President—Anthony A. Foust, 4th year student from Washington, Indiana.

Vice-President—Ronald E. Polniaszek, 2nd year student from Depew, New York.

Secretary—James L. Haecker, 4th year student from Hamburg, New York.

Treasurer—James J. Sficos, 3rd year student from Racine, Wisconsin.

Appreciation was expressed for the work of the out-going officers over the past year in building up the membership and interest of the organization. Special recognition was given to James Budd, retiring president, a senior student from Flint, Michigan.

Suggestions for improvement of the organization were presented by a group of interested members. This resulted in the establishment of a permanent "Improvement" committee to continuously study how we can make the organization more effective. The other committees for this year have been established and members selected.

Following the business meeting and refreshments, Professor William Johnson, of the Landscape Architecture Department, talked about his trip through

Europe last Summer. He had a large collection of unusually perceptive and interesting colored slides. The main theme of Professor Johnson's lecture was the articulation of space, urban, rural, and architectural. His approach to viewing Europe, and to the general perception of space, was both fresh and stimulating.

On March 1st, a lecture was given by Oskar Stonorov, FAIA and AIP, a Philadelphia architect and town planner. Mr. Stonorov is well known for his work in designing major housing projects. Most recently he has completed the Schuylkill River Homes of Philadelphia, and the Gratiot-Orleans Project of Detroit. The latter, worked by the collaboration of Architects Yamasaki, Stonorov and Gruen, remains an unbuilt, gold-medal-award project. Subjects of Mr. Stonorov's lecture were the contributions to architecture and social philosophy made by the late Mr. Olivetti, and the "Society Hill" Redevelopment Project for Philadelphia.

Plans are now being made for the third annual College of Architecture and Design Open House. Dates set are May 13th and 14th, the event to be known as "A & D Open House '60." Co-Chairmen for the open house are: Rosemary Angel, second year design student from New Boston, Michigan; A. Frederick Kolflat, 5th year architecture student from Wilmette, Illinois; and Leland Welsh, 5th year architecture student from Albion, Michigan.

Committees are organized, chairmen selected, and work begun on what we hope will be the biggest and best open house yet. The program will include extensive exhibits of student work in all fields, demonstrations, lectures by prominent guests, and entertainment. All people interested in the fields of art and architecture are encouraged to attend.

Mr. Abraham Beer, well known French architect in this country under the sponsorship of the Ford Foundation, lectured in the College of Architecture and Design auditorium on March 16th. Mr. Beer at present holds the appointment of Visiting Professor at the Institute of Contemporary Arts in Washington, D. C.

Three representatives from the Student Chapter attended the Great Lakes Regional Conference of the AIA held at Cincinnati, Ohio. The following report of their participation was written by James Budd.

"For the past three years, the Great Lakes Regional Conference of the AIA has included the student chapters of the region in its activities. This has brought the students into closer contact

and understanding of the aims, objectives and activities of the Institute. This past March 3, 4 and 5 three students from the University of Michigan attended the program in Cincinnati, Ohio. They were: James Budd, 5th year student and ex-president of the Student Chapter; Anthony Foust, 4th year student and new president; and Ronald Polniaszek, 2nd year student and the new vice-president. Also attending from the Architectural Department were Dean Philip N. Youtz, Assistant Dean Herbert Johe, and Professor William Muschenheim.

The students were warmly received Thursday evening by the director of the region and his wife, Mr. and Mrs. Linn Smith, and other Michigan representatives at an informal meeting. Friday morning the Professional Relations Assistant in charge of chapter and student affairs, Charles Belinley, AIA, led a stimulating and informative meeting which included the defining of the aims of the AIA, with an emphasis on the current ethical situation facing the profession. He outlined many forms of student chapter improvements, stressing not only internal affairs, but also the public relation possibilities of the chapters. The meeting was climaxed with a discussion of problems incurred in the different chapters.

The theme of the conference was, "Pleasure in Architecture," which was the basis for the presentations by the five principle speakers. Friday afternoon Philip Will, Jr., FAIA, first Vice-President of the AIA, and Professor John Walley, of the University of Illinois, were the speakers. Professor Walley's speech was of particular interest to the students. He described his unusual approach to teaching the fundamentals of architecture at Illinois.

Friday evening the three students were the guests of Dean Youtz at the banquet honoring President John N. Richards, FAIA. At this time President Richards gave an inspiring address which pointed out the great demands of the architectural profession in the next 40 years.

The theme was again stressed at the Saturday morning session by G. Holmes Perkins, Dean, Department of Architecture, University of Pennsylvania, and Mr. Grady Clay of the Louisville Courier Journal. Dean Perkins stressed the new forms in architecture and the Philadelphia redevelopment program. Mr. Clay discussed the extreme need for good city planning by the architects for the future. The conference was terminated with the Saturday noon luncheon."



# L. F. LARGESS CO.

## CONTRACTORS — BUILDERS

SHEPARD OF THE LAKES  
EV. LUTHERAN CHURCH  
Walled Lake, Michigan

- Industrial
- Commercial
- Institutional

**TEexas 4-2310**

9460 CENTRAL AVE. • DETROIT 4, MICH.

# ELLIOTT ELECTRIC

## Electrical Contractors

FOREST LAKE COUNTRY CLUB  
Bloomfield Township, Mich.

•  
IRWIN F. COVENEY RESIDENCE  
Birmingham, Mich.

- COMMERCIAL
- INDUSTRIAL
- INSTITUTIONAL

BRoadway 3-3450  
16803 GREENFIELD ROAD  
DETROIT 35, MICHIGAN

FULL INFORMATION ON THE TWO  
MOST-SPECIFIED\* HARDWOOD FLOORS

**permaCushion** †  
Free-Floating Resilient  
Floor System

**Ironbound**®  
Continuous Strip® Hard  
Maple Floor

\*called for "by name"  
more than any other  
hardwood floors

*yours  
free!*

Write today to Rob-  
bins Flooring Co.,  
Reed City, Mich.,  
Dept. AF-759

†Patented and Trademarked  
in U. S. and Canada.

**BAUER-FOSTER FLOORS, INC.**

10401 Lyndon, Detroit 38, Mich.

Phone: WEbster 3-3623

Showroom: 18400 Woodward

Phone: TOWnsend 8-4940

# S Y L V A N

## PLUMBING & HEATING, INC.

### Mechanical Contractors

*Carl Sandburg and Della Lutes  
Elementary Schools*

*Waterford Township  
School District  
Pontiac, Michigan*

- PLUMBING
- HEATING
- AIR CONDITIONING
- VENTILATING

FEderal 8-9651

2005 Orchard Lake Road • Pontiac 19, Michigan



# MSA

MICHIGAN ITEMS

SOL KING, AIA, PRESIDENT OF ALBERT KAHN ASSOCIATED ARCHITECTS AND ENGINEERS, INC., announces that the firm's Board of Directors has elected the following employees Associates in the organization: R. Hudson, C. M. Labunski, J. Nachbar, J. S. Pettitt, and S. D. Popkin. This action is consistent with management's policy of providing for the enhancement of the stature of the firm and assuring its continuity for service by the admission of new Associates from time to time. This policy has been in effect since 1948 when membership in the firm was first opened to others than those admitted to partnership in 1940 by Albert Kahn, the founder.

J. S. Pettitt and S. D. Popkin are registered architects and members of the AIA, specializing in institutional and commercial work. R. Hudson is a registered civil engineer in the firm's estimating division, C. M. Labunski is an electrical engineer, and J. Nachbar is a mechanical engineer.

King also announced a realignment of administrative responsibilities in the firm's Mechanical division.

Saul Saulson, a Vice President in the firm, has relinquished the duties of Chief Mechanical Engineer, which he has discharged with great distinction for more than 40 years, to devote his efforts and engineering experience to his position of Director of Mechanical Engineering. Mr. Saulson will be responsible for the advance analysis of all projects with respect to mechanical requirements and projected suitable mechanical engineering designs.

G. S. Whittaker, a vice president and director of the firm, has been named Chief of the Mechanical division and assumes full responsibility for its operation and administration. Mr. Whittaker has been in charge of the Heating department since 1931 and for the past two years served as assistant to Mr. Saulson.

Other promotions in the Mechanical division include: Charles Allen, Chief-Heating Engineering; Homer Yaryan, Chief-Plumbing Engineering; Norton Taylor, Assistant Chief-Ventilating and Air Conditioning Engineering. All three are registered engineers and are Associates in the Kahn organization.



**AN EXPLANATION** of how an architectural firm operates and the services it performs was afforded the general public during a television interview on Shipple Hall, new University of Detroit 8-story Men's Dormitory. Pictured at the telecast on Channel 56, Detroit educational television station, are (from left) James E. Gibson, AIA, project administrator, and Paul B. Brown, AIA, vice-president in charge of educational projects, both of Harley, Ellington & Day, Inc., Architects and Engineers, of Detroit, and Dick Ramos, U. of D. Public Information Department. Gibson and Brown covered the many steps involved in the complicated planning required even before the first earth can be turned. They emphasized the point with some of the 30 master drawings and the 275-page specifications book required for this project. They also corrected the false impression that "once the construction begins, the architect's job is finished."

THE STATE OF MICHIGAN, BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS announces its next examinations as follows:

- Engineer-in-Training, morning and afternoon sessions, June 14, 1960
- Land Surveying, morning and afternoon, June 14
- Architectural Design, 12 hours beginning at 8:00 A.M., June 15
- Land Surveying, Part II, morning and afternoon, June 16
- Architecture, mechanical equipment, morning of June 16; Composition afternoon of June 16
- Professional Engineering, Part I, morning and afternoon, June 17
- Architectural, structural, morning of June 17; specifications, afternoon of June 17
- Professional Engineering, Part II, morning of June 18; Part III, afternoon of June 18
- Architecture, Supervision, morning of June 18; History, afternoon of June 18
- Architecture, Part III, Design is to be given only at the University of Detroit and at Michigan College of Mines and Technology in Houghton.

All other examinations will be given at the Rackham Building in Detroit; University of Michigan, Ann Arbor; Michigan State University in East Lansing; Jackson High School, Jackson; Central

High School, Bay City; University of Michigan Extension Center, Grand Rapids.

Applications must be in the State Board office by May 1, 1960. For further information, apply at the State Board office, 1604 Cadillac Square Building, Detroit 26. Telephone WOodward 2-0217.

FOUR MICHIGAN BUILDINGS have been nominated for the 1960 Reynolds Memorial Award. Bearing a \$25,000 prize, it is the largest single award in architecture.

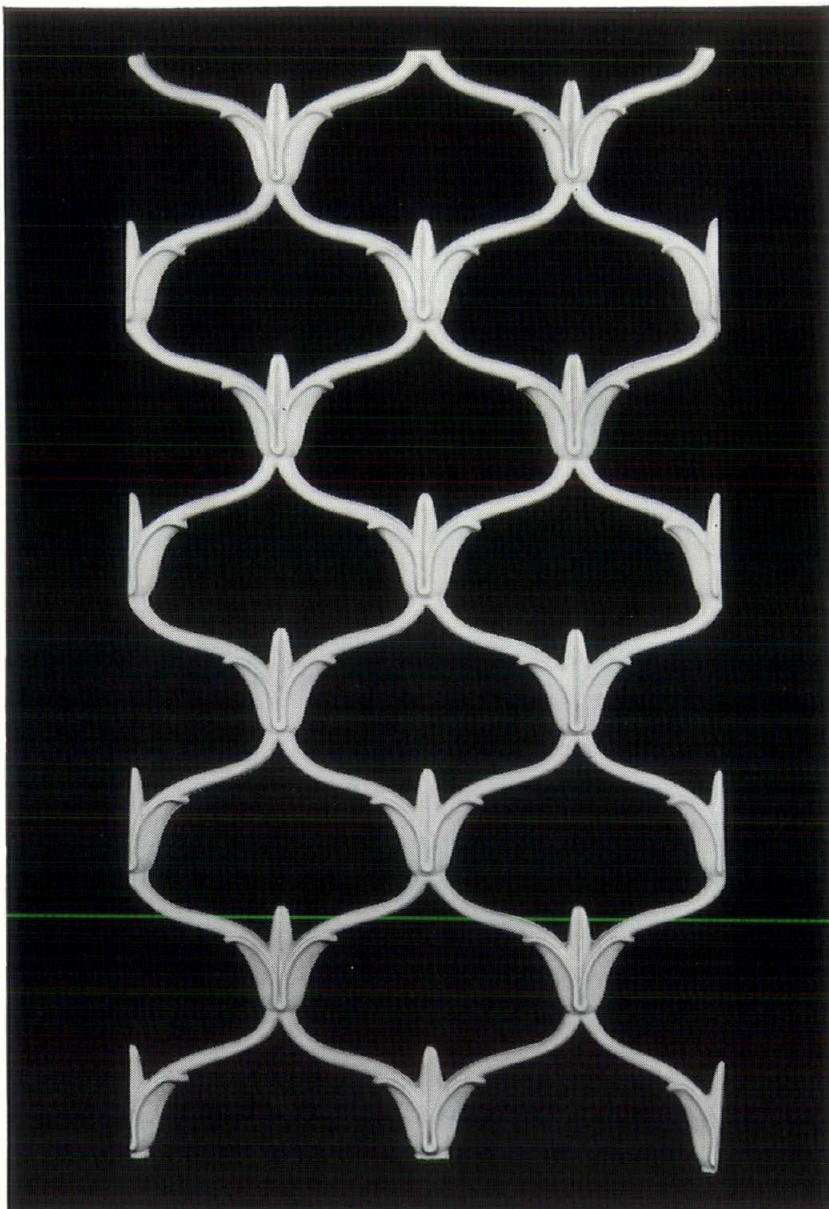
The American Institute of Architects has announced that the four buildings in Michigan were nominated together with 95 other structures located elsewhere in the U. S. and overseas.

The nominated buildings are Cranbrook House Motel, by Louis G. Redstone, AIA, and Allan G. Agree, AIA, Associate Architects, of Detroit; McGregor Memorial Community Center at Wayne State University, by Minoru Yamasaki & Associates, Architects, of Birmingham.

St. Joseph Catholic School, St. Johns, Mich., by St. Clair Padee, AIA, of St. Johns, and General Motors Technical Center, Styling Group, Warren, Mich., by Eero Saarinen, FAIA, of Birmingham, Mich.

The winner was the noted Swiss architect, Prof. Jean Tschumi, for his dramatic design of the "Y" shaped seven-story Nestle's International Head-





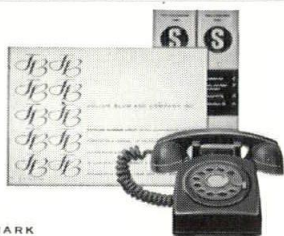
## CONTEMPORARY TREILLAGE: new Amsterdam design

PATENT PENDING

The delicate and graceful Amsterdam pattern, superbly executed in malleable iron, is equally striking in traditional or contemporary environment. Continuous designs are obtained by joining the castings, both vertically and horizontally, to form screens, grilles, columns or railing panels. The non-shattering quality of malleable iron assures permanence, as well as fabricating economy. "Amsterdam" is but one of the many beautiful panels carried in stock by Julius Blum & Co., Inc.

More than 8,000 items in stock. See Catalog No. 8 or Sweet's Architectural File No. 6e/BL. Phones: Carlstadt, N. J., GENEVA 8-4600; Philadelphia, MARKET 7-7596; New York, OXFORD 5-2236

**JULIUS BLUM & CO. INC., CARLSTADT, NEW JERSEY**



*JB\**  
*Fifty Years*  
1910-1960

## MSA Items

quarters building in Vevey, Switzerland.

The prize will be awarded at the AIA convention in San Francisco, Calif., April 22.

LITERATURE AND ADVERTISING prepared by Clark & Bobertz, Inc. was a winner in The American Institute of Architects 1960 Building Products Literature Competition.

The winning design was a four-color, 32-page book containing photographs and other information on toilet compartments, shower stalls and hospital cubicles manufactured by the Sany-metal Products Co., Inc.

The award will be presented at the AIA convention in San Francisco, April 18.

C & B also won an honorable mention in the category of space advertising primarily to architects for a Sany-metal ad, and a second honorable mention for a brochure entitled "Architectural Porcelain Covers all the Bases," for Davidson Enamel Products, Inc.

C & B's headquarters are in Detroit.

A CITATION from The American Institute of Architects for 1960 will go to the General Motors Corporation for its Technical Center, designed by Eero Saarinen, FAIA, with Smith, Hinchman & Grylls, Inc., as architects and engineers.

In the announcement the Institute says:

"The General Motors Technical Center has been widely acclaimed for its excellence and for its contribution to, and influence upon, architecture, planning and construction techniques. These creative achievements would not be possible without a close and sympathetic collaboration of client and architect. The citation to General Motors Corporation is in recognition of its contribution to these achievements in the role of client."

SEYMOUR H. MANDELL, AIA is both an architect and a lawyer. He recently became associated with the law firm of Gurwin & Katz, 1264 Penobscot building, in Detroit.

Mandell has a bachelor of arts in architecture from the University of Michigan and an L.L. B from Wayne State University. He had been employed by the firm of Smith, Hinchman & Grylls Associates, Inc. and Fred Brauning & Associates, both of Detroit.

He became registered as an architect in Michigan in 1959 and became a member of The American Institute of Architects the same year.



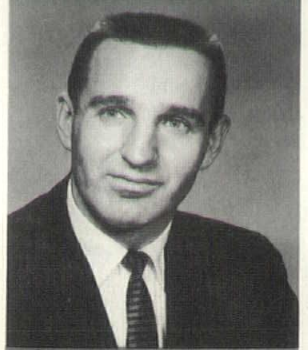
BRUCE H. SMITH  
PARTNER



NEAL B. SMITH  
PARTNER



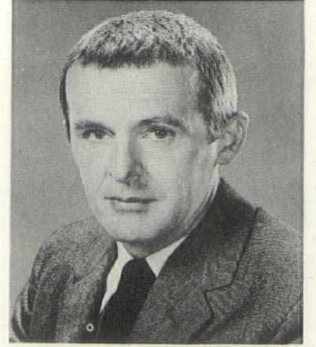
ROY I. ALBERT  
ASSOCIATE



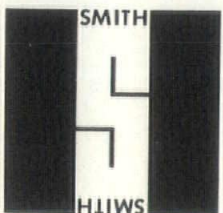
EDWARD W. GABERT  
ASSOCIATE



WILLIAM LYMAN  
ASSOCIATE

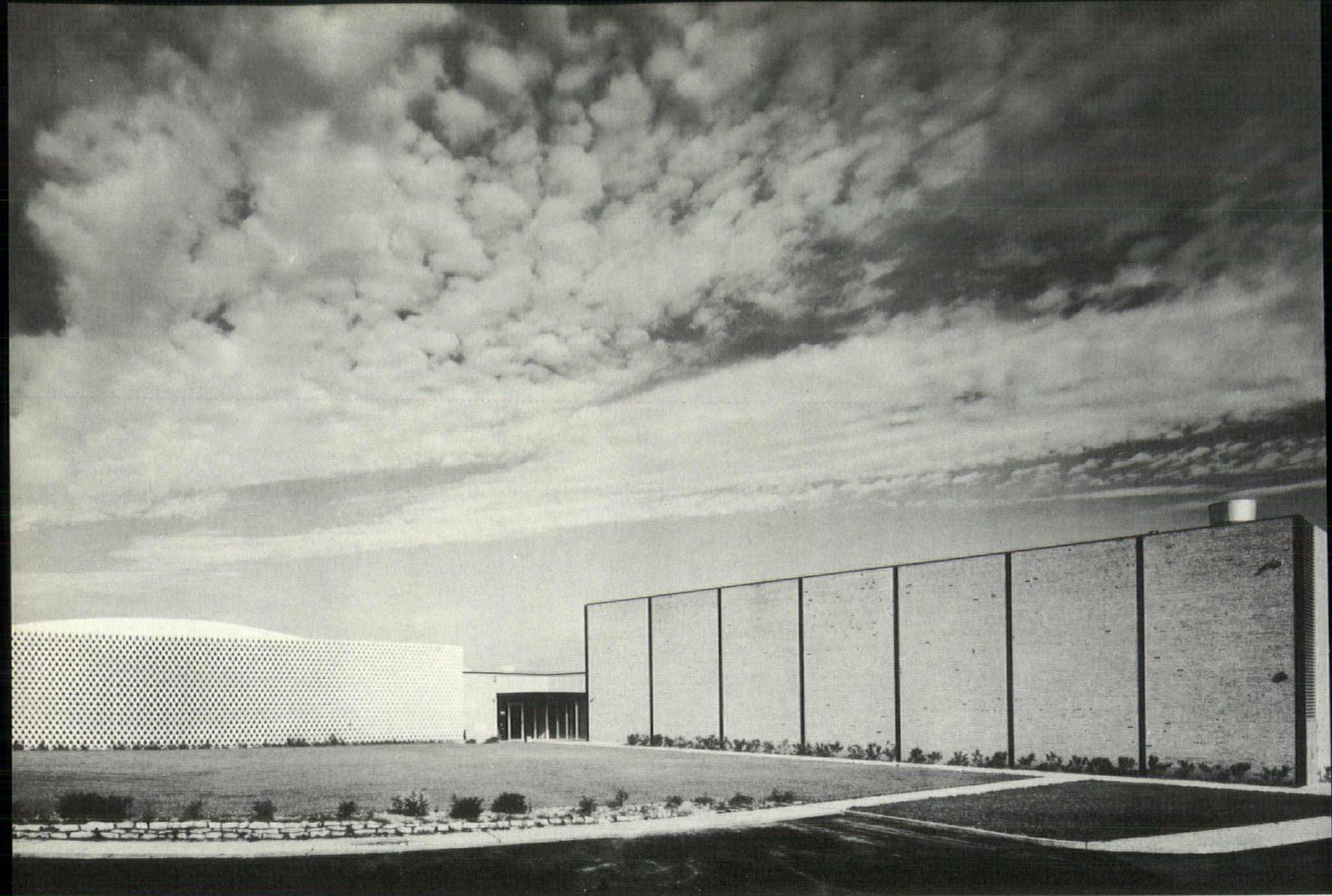


First Four Photos By Eva Briggs



SMITH + SMITH / ARCHITECTS  
R O Y A L O A K M I C H I G A N

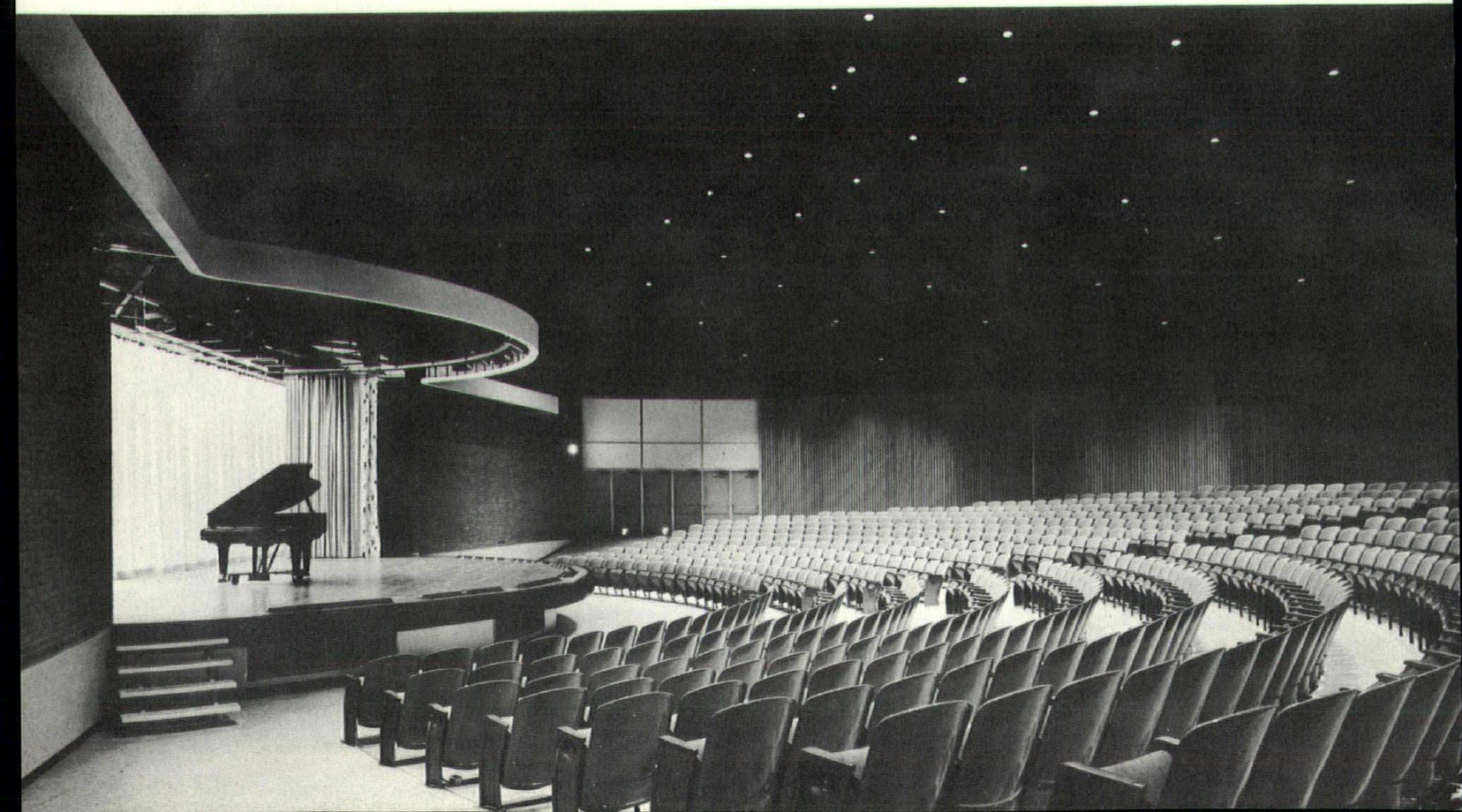




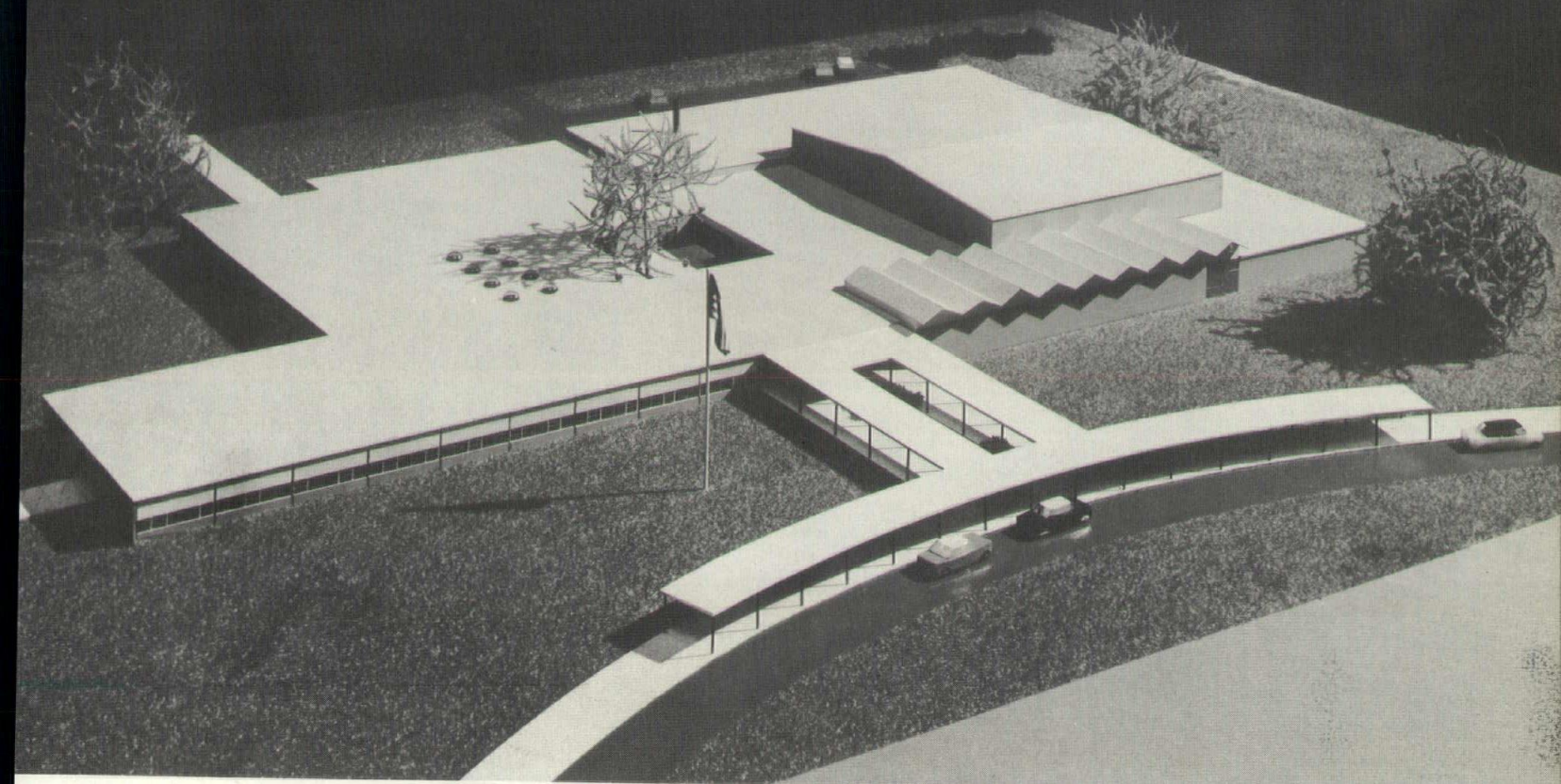
AUDITORIUM AND SWIMMING POOL

All Photos By Lens-Art

UTICA COMMUNITY HIGH SCHOOL, UTICA, MICHIGAN

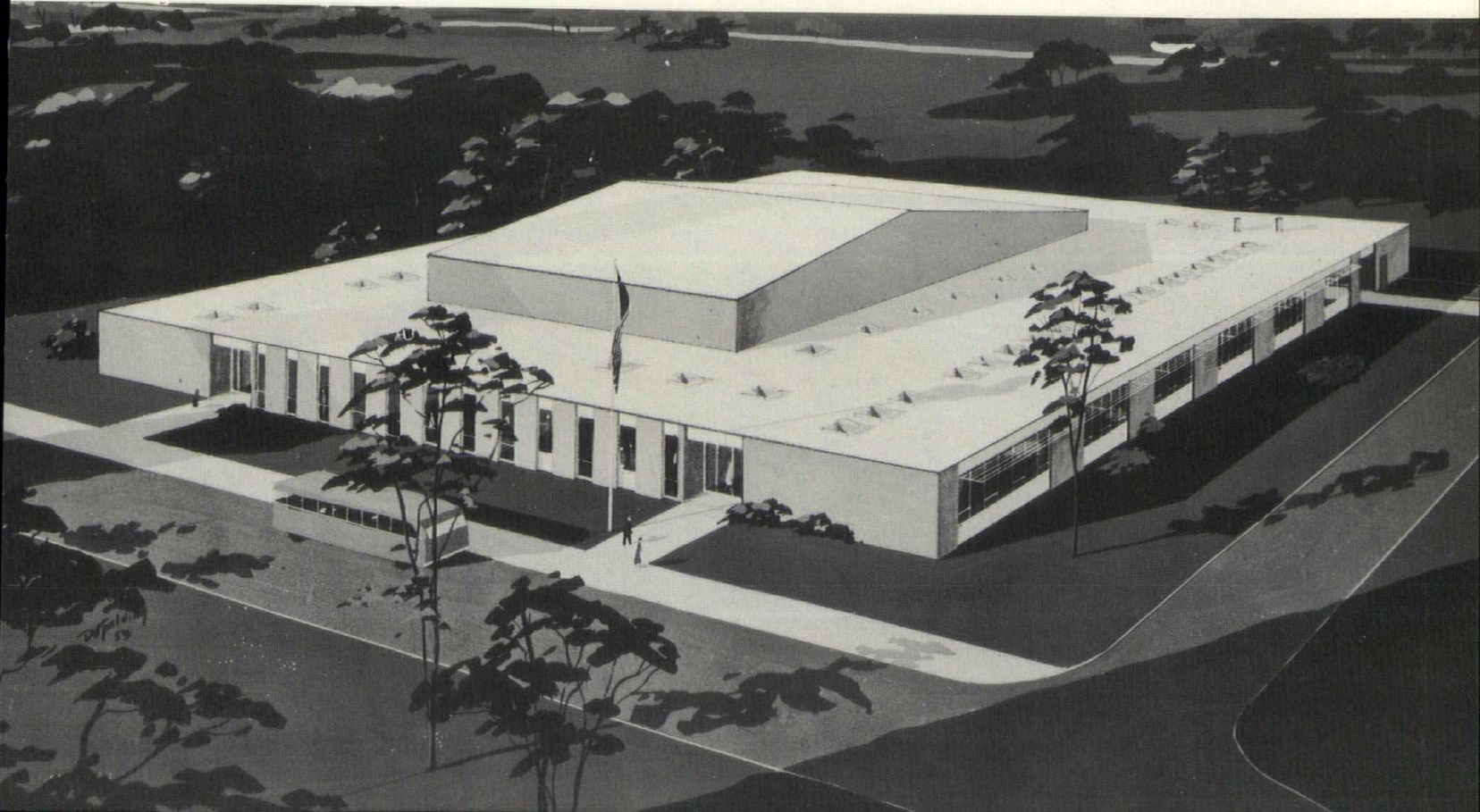






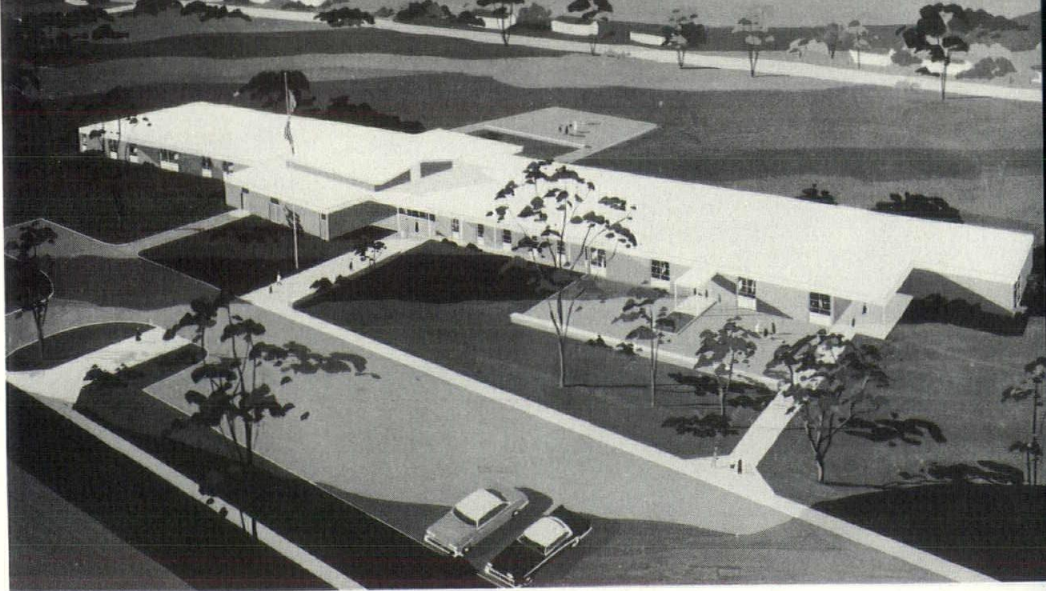
MARINE CITY COMMUNITY HIGH SCHOOL, MARINE CITY, MICHIGAN

BARK RIVER — HARRIS ELEMENTARY SCHOOL, MENOMINEE COUNTY, MICHIGAN

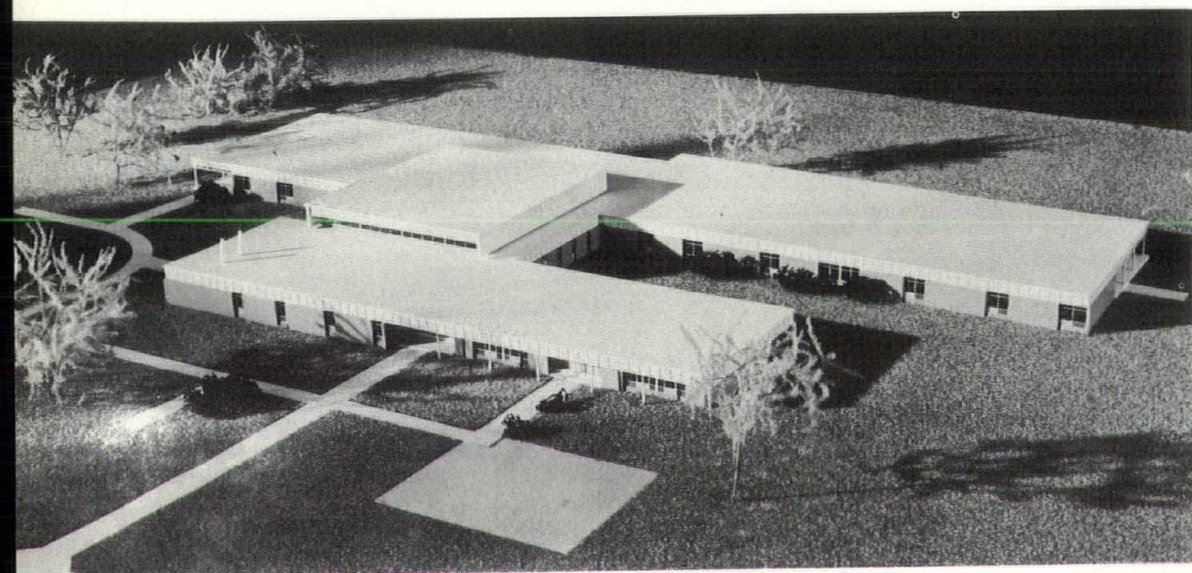




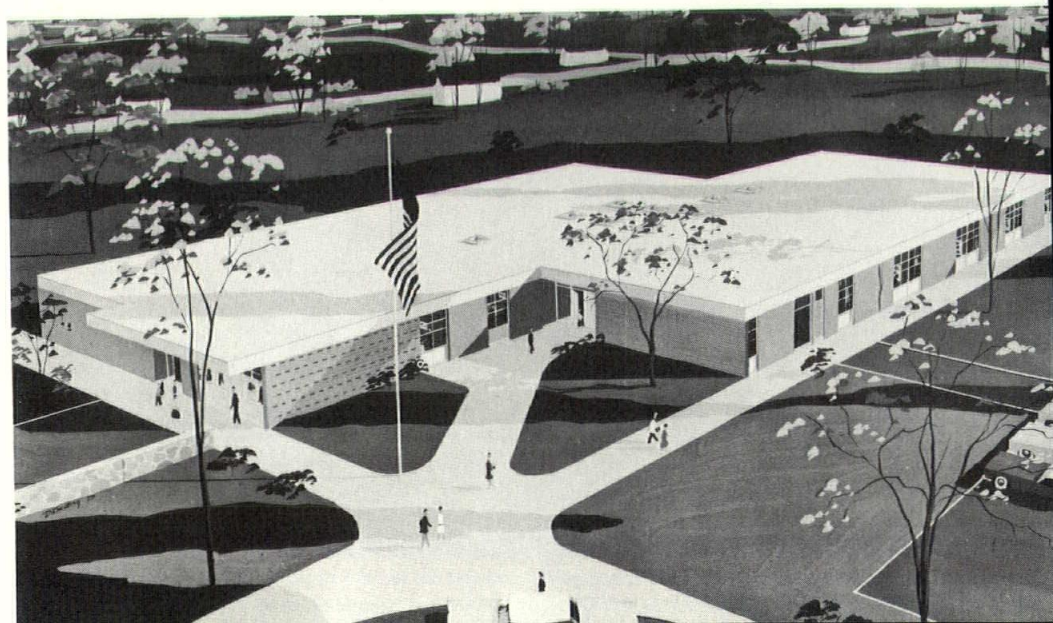
**NANKIN NO. 2  
ELEMENTARY SCHOOL  
LIVONIA, MICHIGAN**



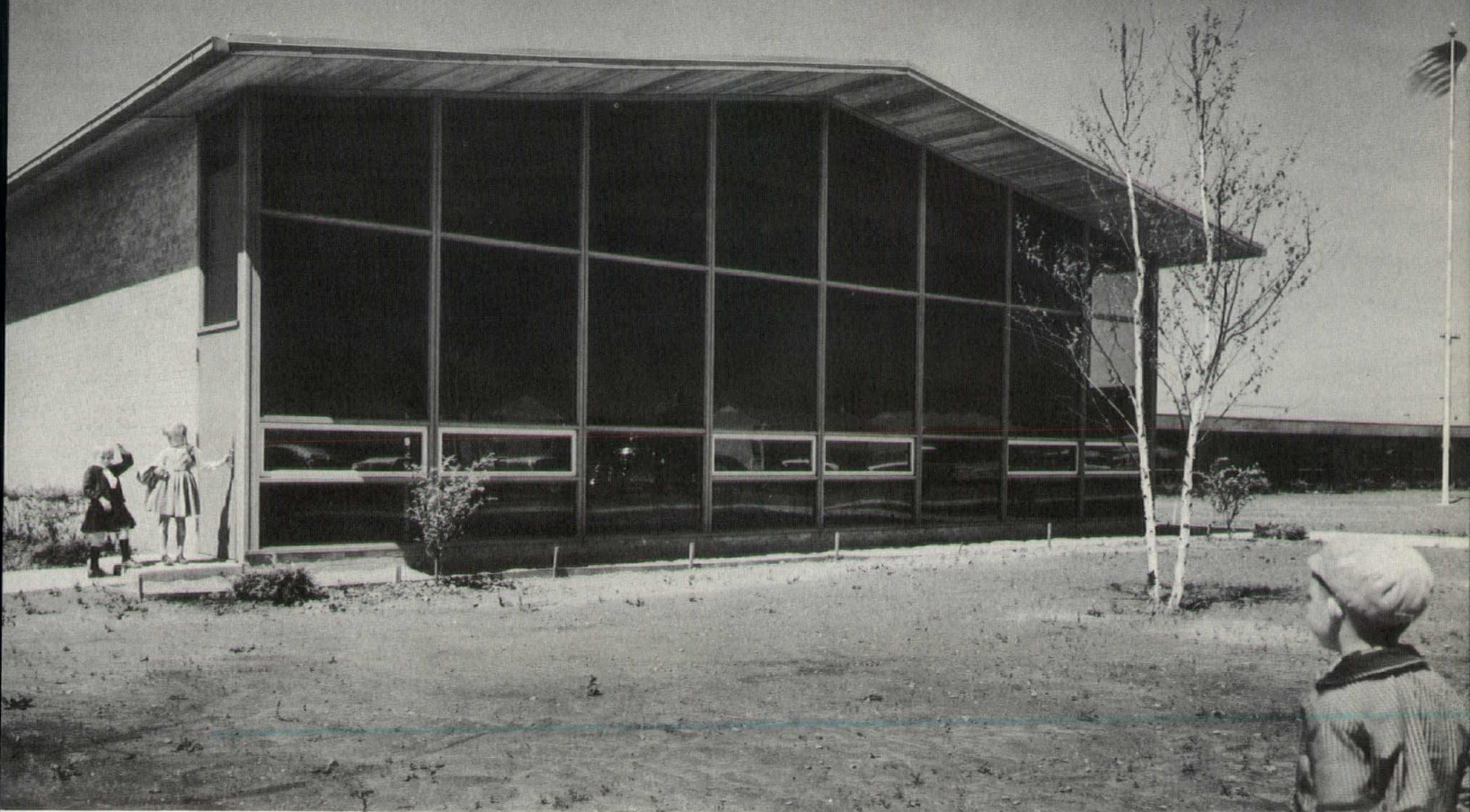
**EUGENE B. ELLIOTT  
ELEMENTARY SCHOOL  
WAYNE, MICHIGAN**



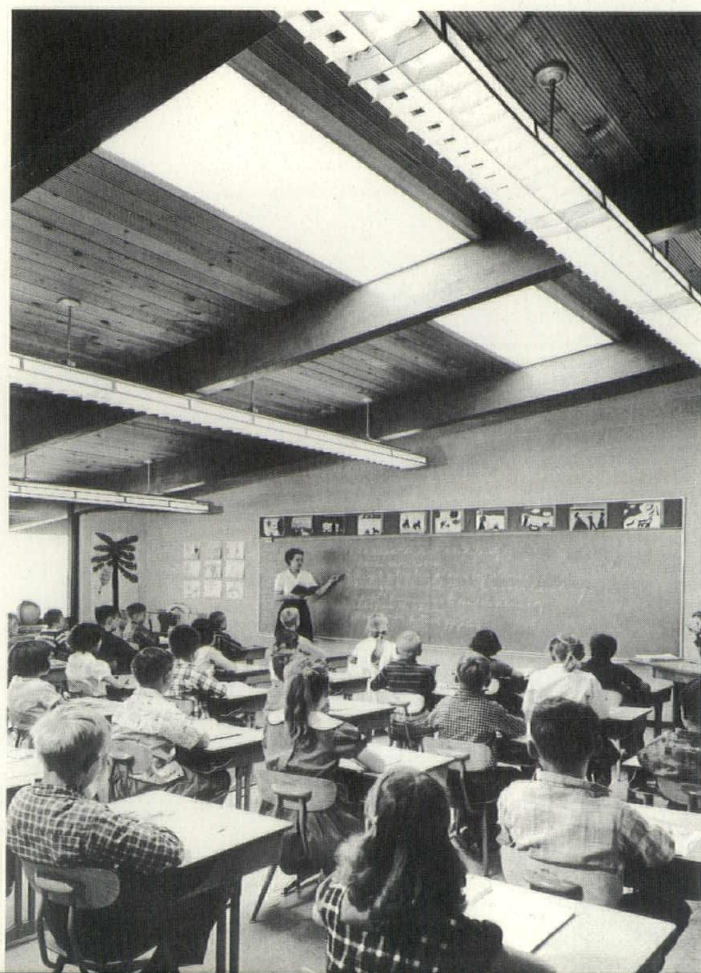
**DELLA LUTES AND  
CARL SANDBURG  
ELEMENTARY SCHOOLS  
WATERFORD, MICHIGAN**



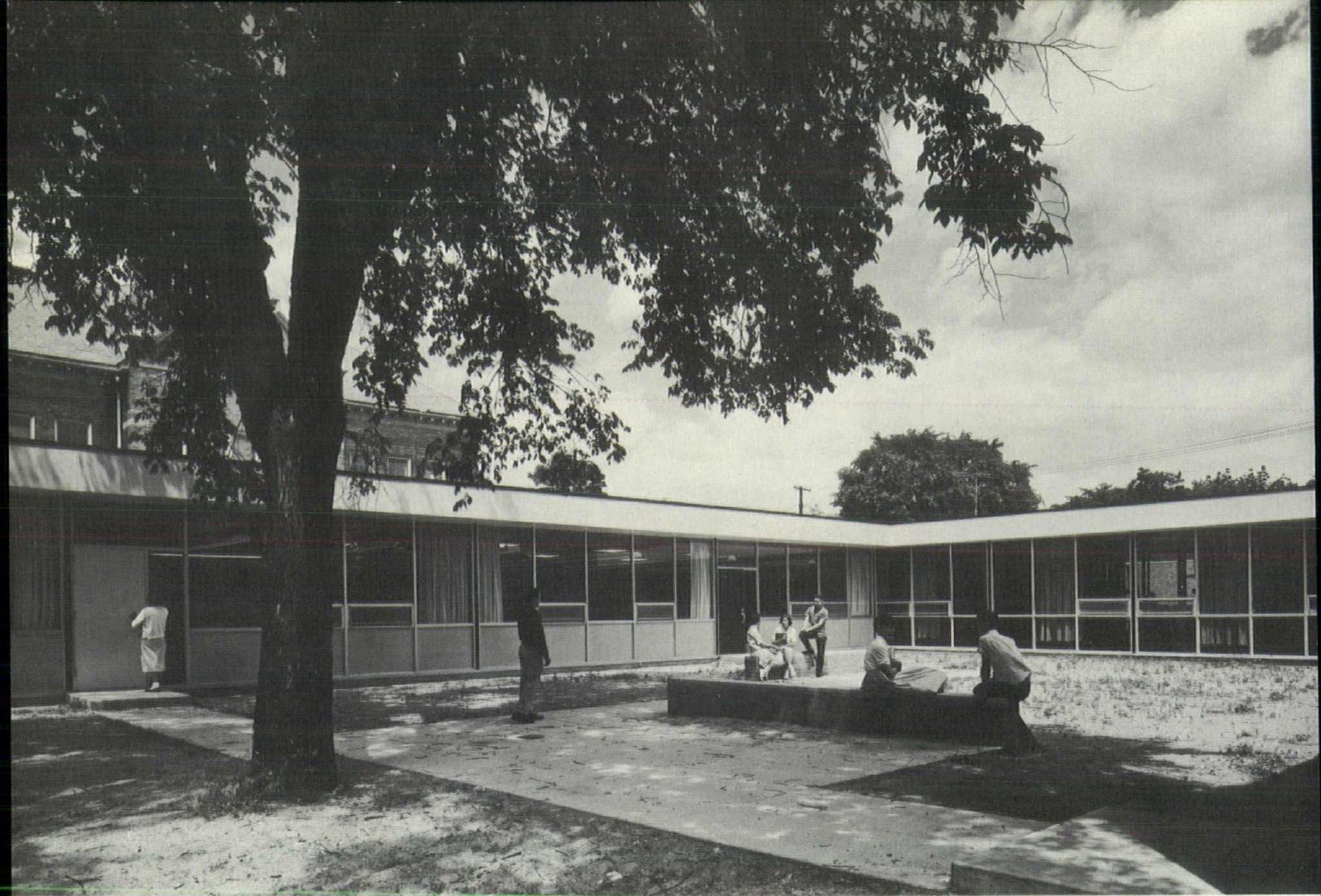




DRESDEN ELEMENTARY SCHOOL  
UTICA, MICHIGAN

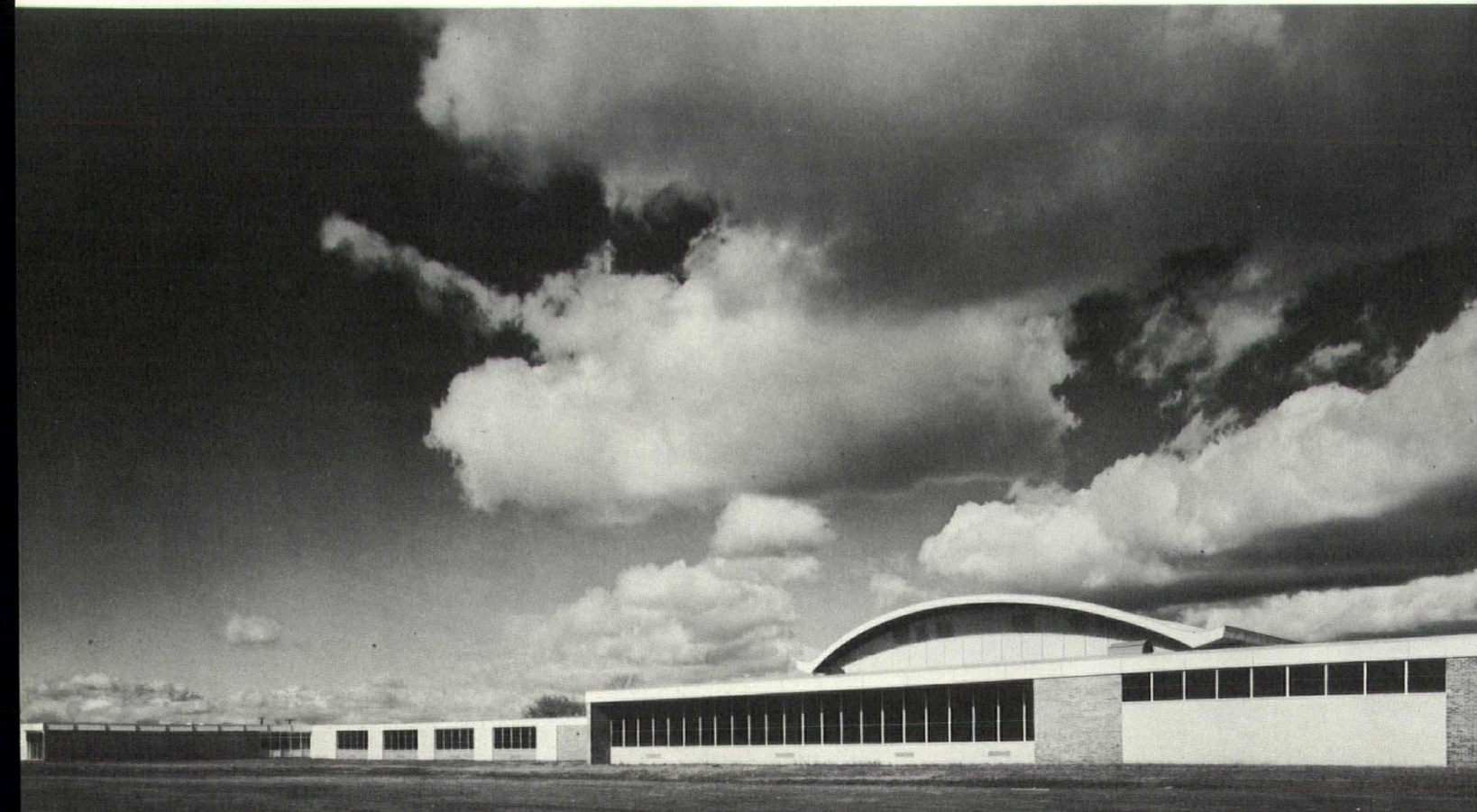






E P P L E R   J U N I O R   H I G H   S C H O O L ,   U T I C A ,   M I C H I G A N

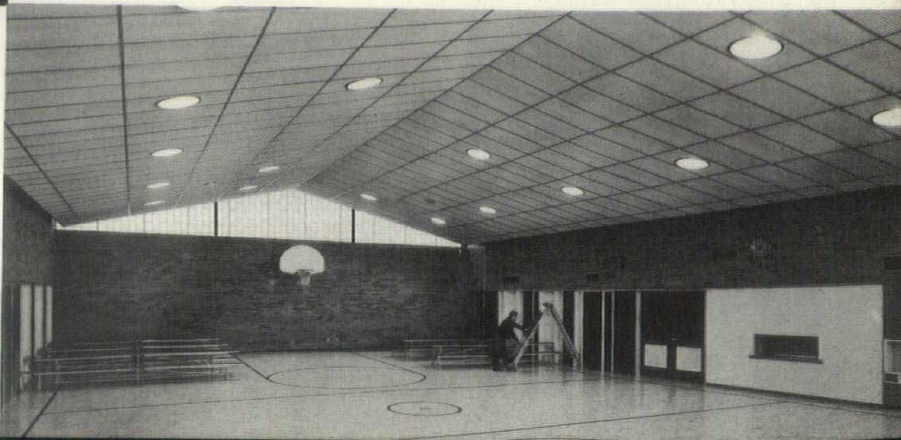
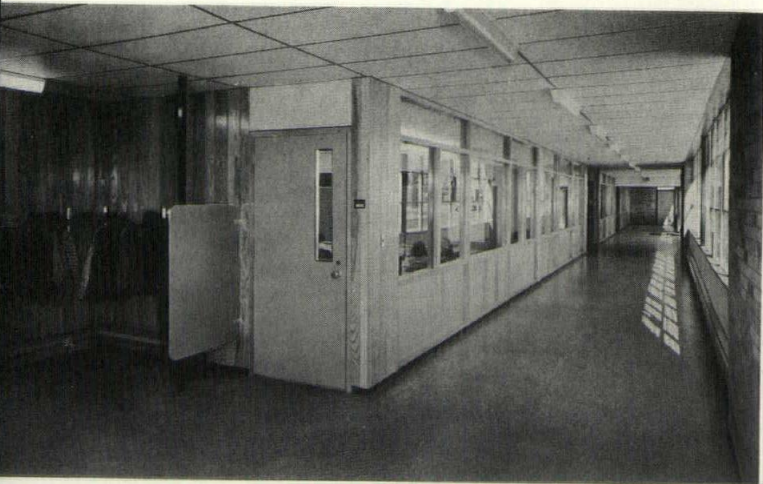
S T E R L I N G   J U N I O R   H I G H   S C H O O L ,   U T I C A ,   M I C H I G A N







**EWELL ELEMENTARY SCHOOL  
UTICA, MICHIGAN**







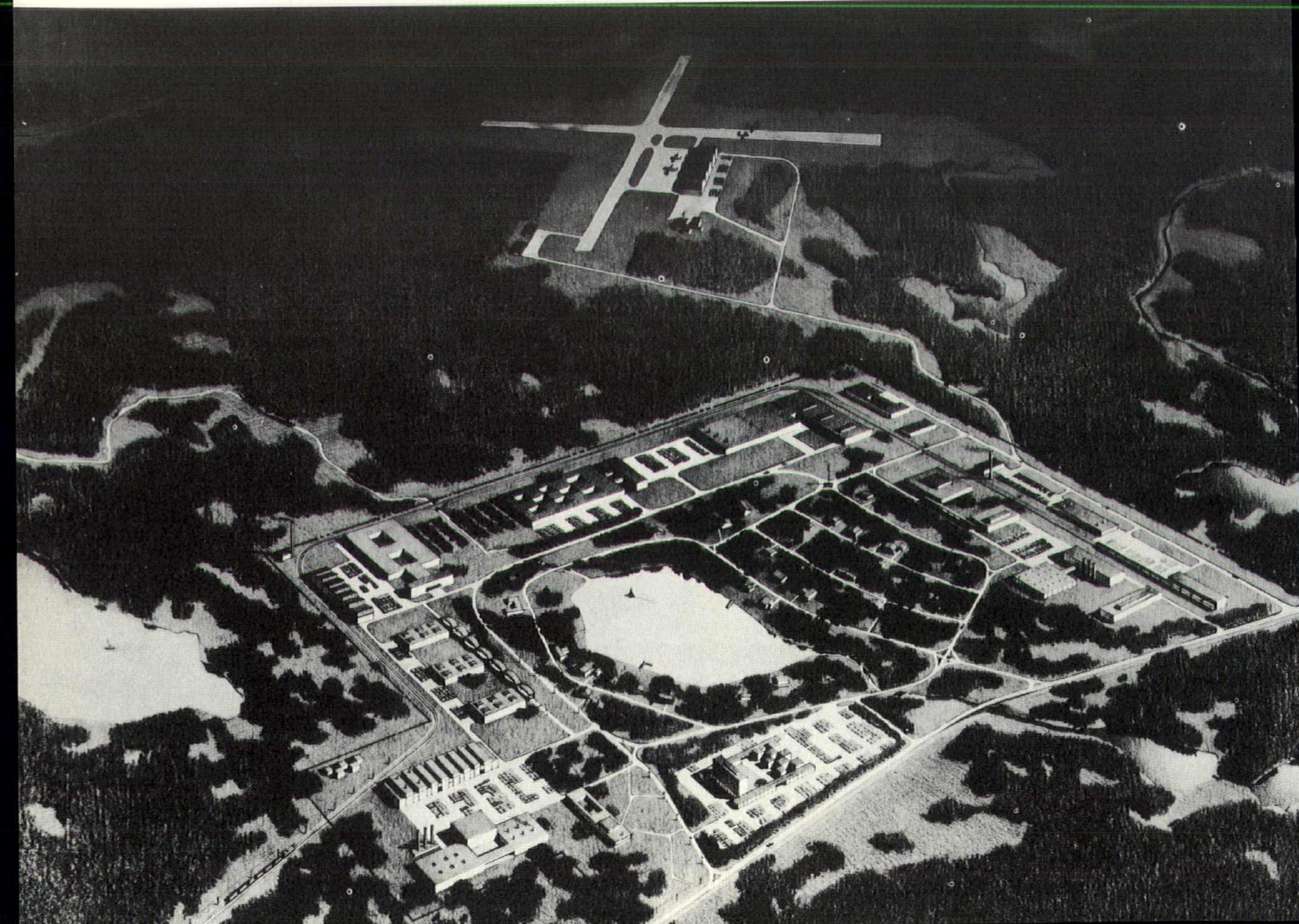
**SHEPHERD OF THE LAKES  
LUTHERAN CHURCH  
WALLED LAKE, MICHIGAN**

**OFFICE BUILDING  
NORTHSITE, INC.  
SOUTHFIELD, MICH.**

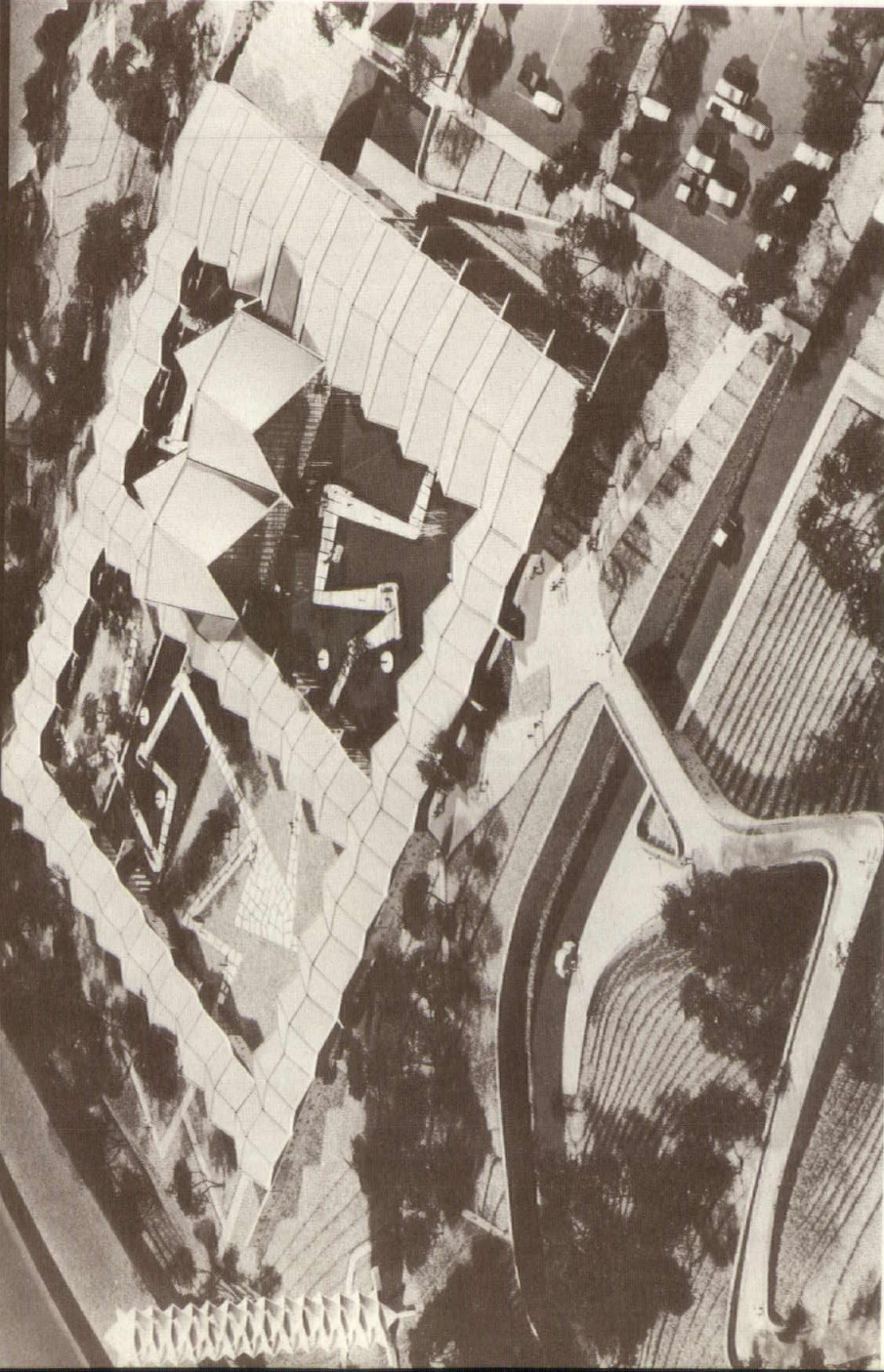
Designed by  
Smith, Hinchman & Grylls Assoc. Inc.



**EAST IRON INDUSTRIAL PARK, CRYSTAL FALLS, MICHIGAN**







NATIONAL COWBOY HALL OF FAME  
AND MUSEUM

OKLAHOMA CITY, OKLAHOMA

SOREY, HILL AND SOREY  
ASSOCIATE ARCHITECTS

CUDDIE ENGINEERS, INC.  
STRUCTURAL ENGINEER

PROF. WILLIARD OBERDICK OF U. OF M.  
STRUCTURAL CONSULTANT

RECENT WORK OF  
BEGROW + BROWN ARCHITECTS  
BIRMINGHAM, MICHIGAN

Jacoby's Photo Service, Oklahoma City

DESIGN STUDIO:

H. JACK BEGROW

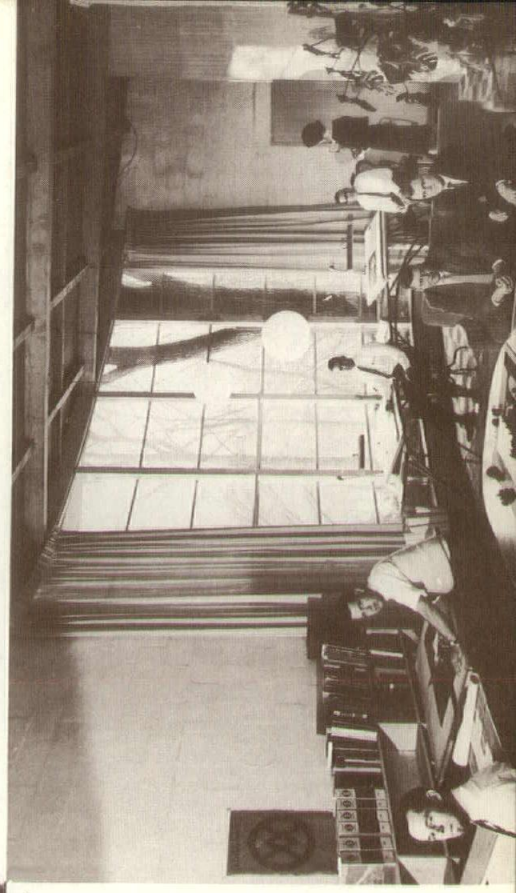
JACK W. BROWN

RAYMOND POELVOORDE

ROBERT H. DEVRIES

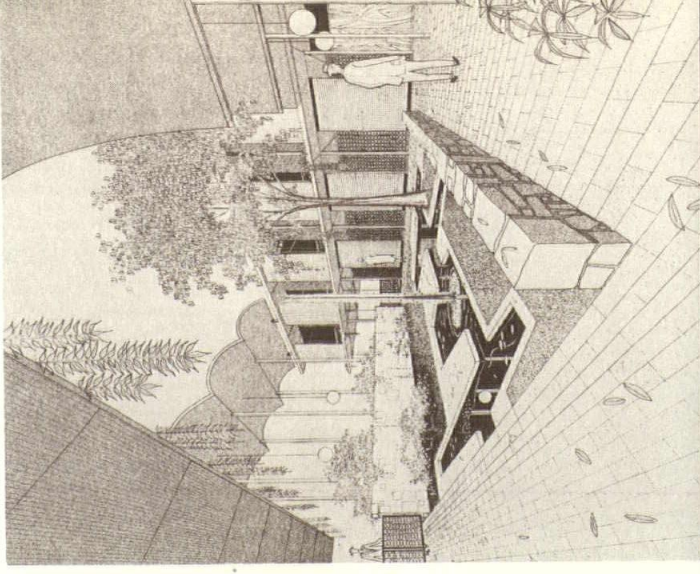
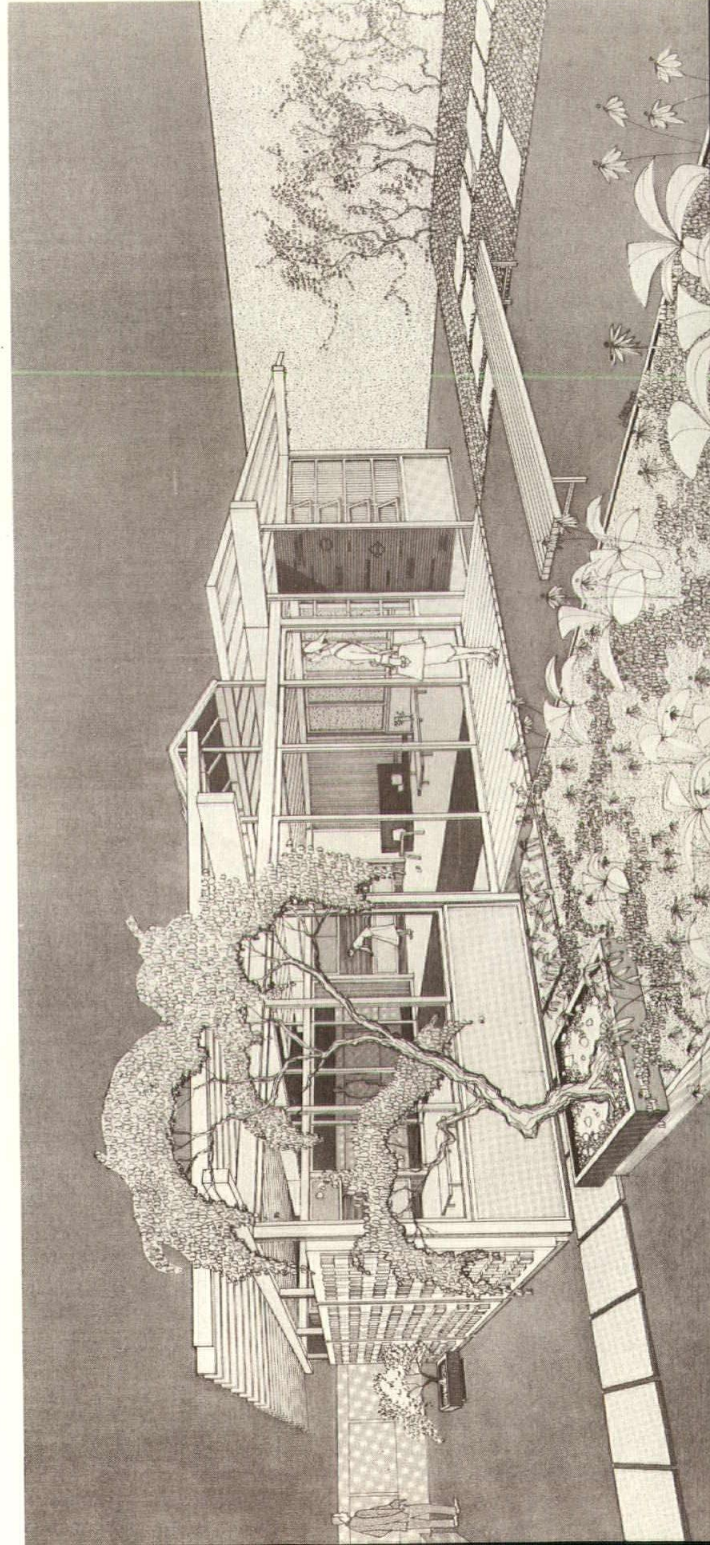
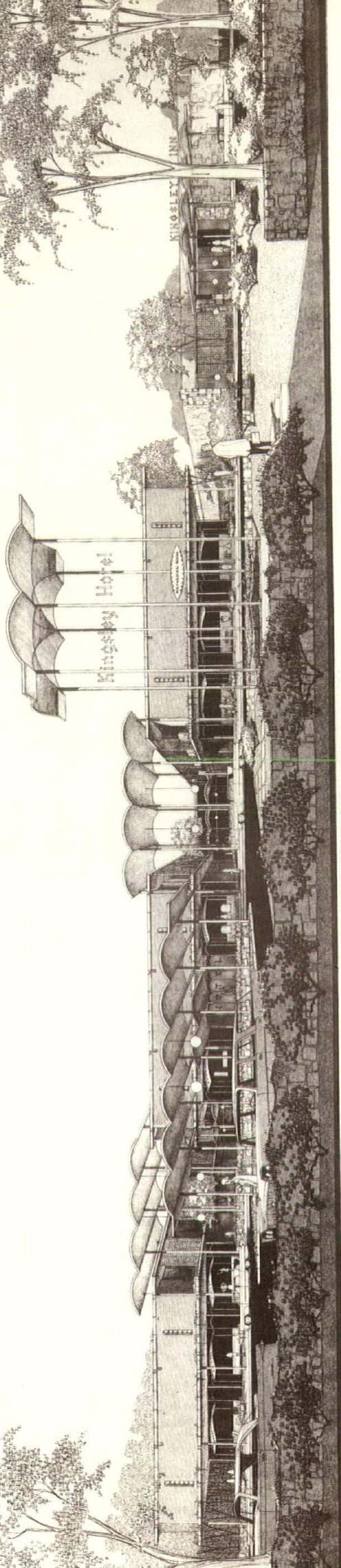
CUDDIE ENGINEERS,  
STRUCTURAL CONSULTANTS

ROBERT CAUGHEY ASSOCIATES,  
MECHANICAL & ELECTRICAL  
CONSULTANTS





# COMMERCIAL - INDUSTRIAL



PROPOSED KINGSLEY SQUARE  
BLOOMFIELD HILLS, MICHIGAN

BLUEPRINT HALL, SHOWCASE, INC., BIRMINGHAM, MICHIGAN

GARDEN TERRACE  
KINGSLEY SQUARE



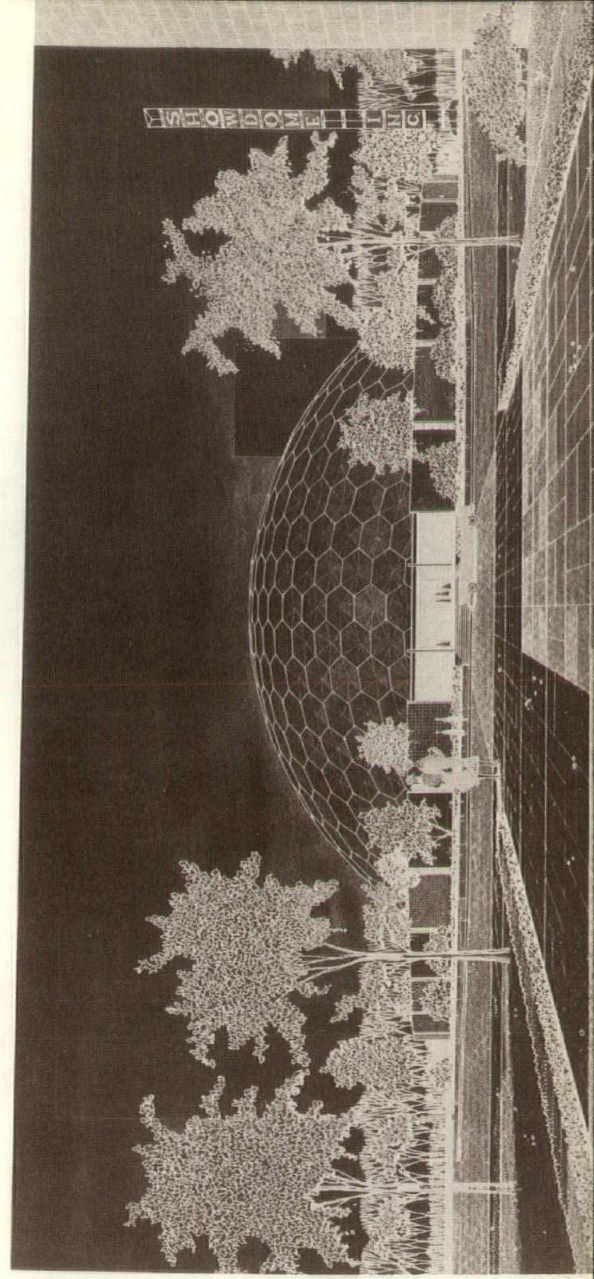
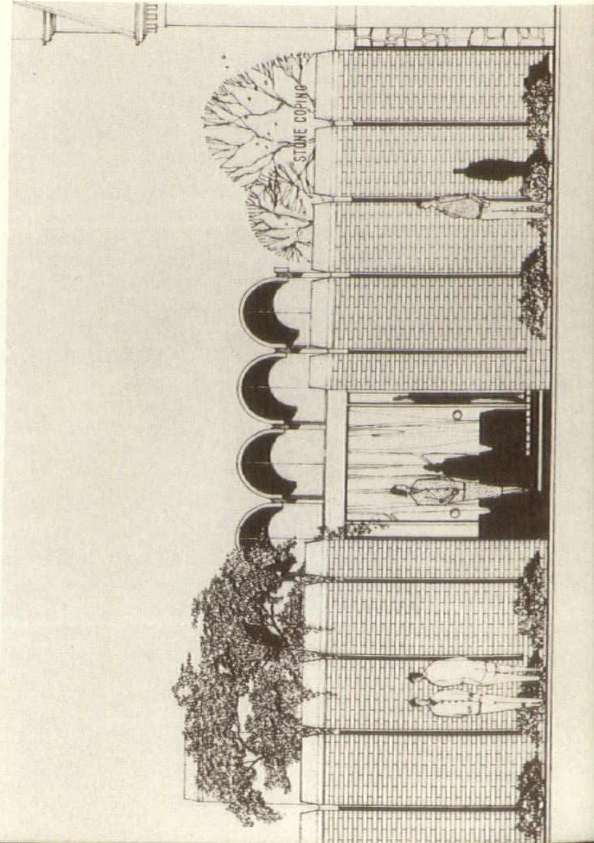
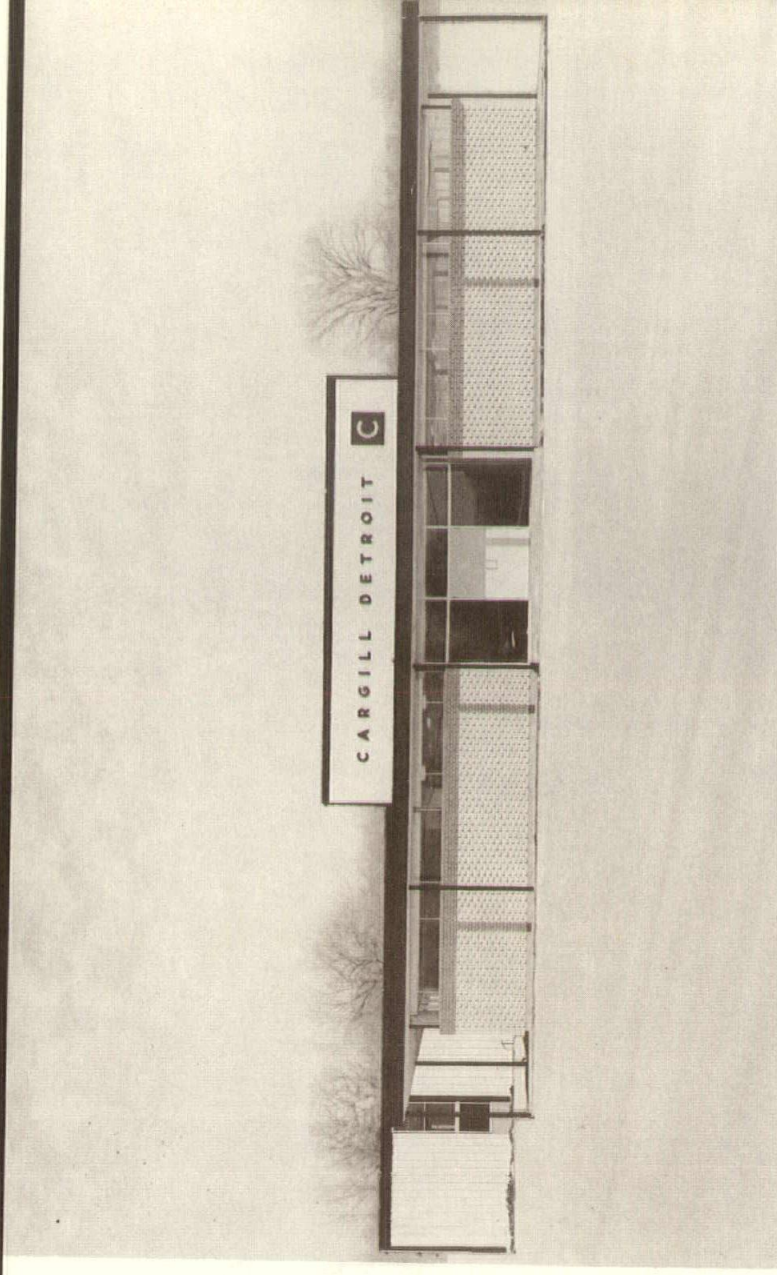
FOREST LAKE COUNTRY CLUB ADDITION & INTERIORS

PROFESSIONAL BUILDING, DETROIT, MICHIGAN



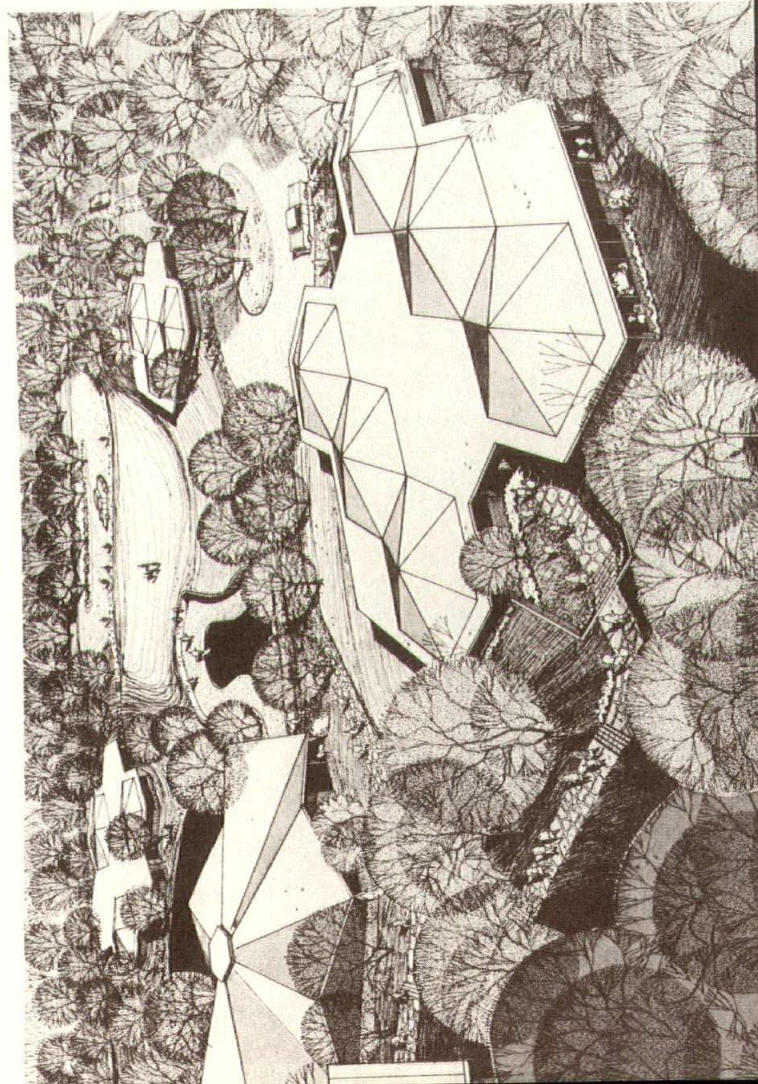
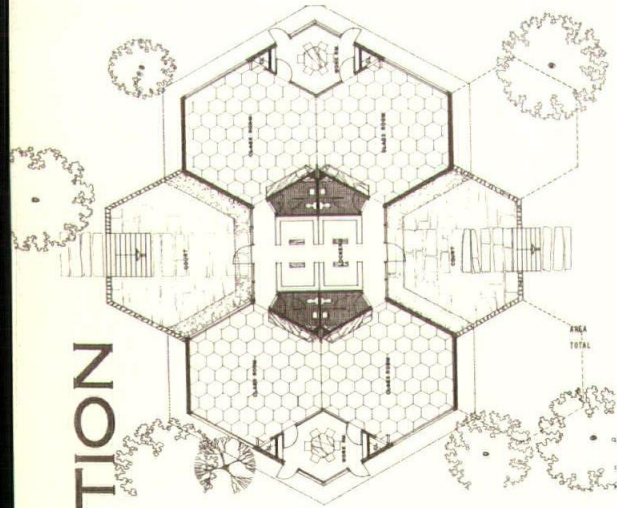
CARGILL-DETROIT CORPORATION, CLAWSON, MICHIGAN

SHOWDOME, INC., PROTOTYPE FOR TWENTY MAJOR CITIES

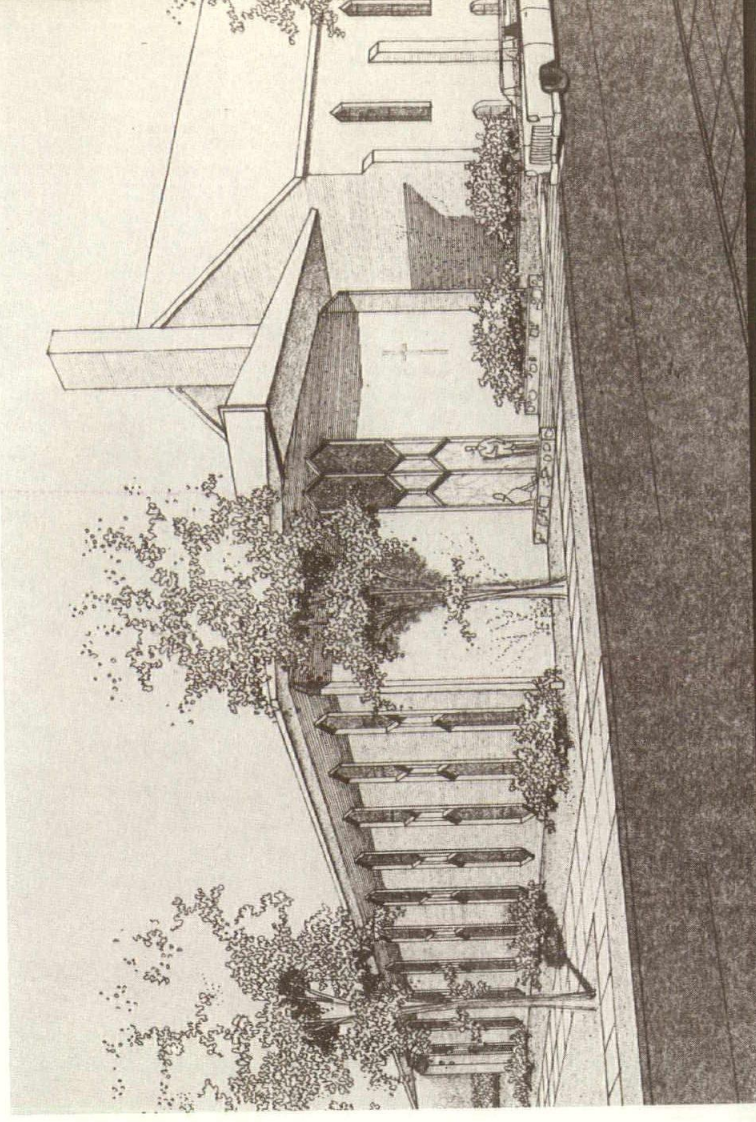
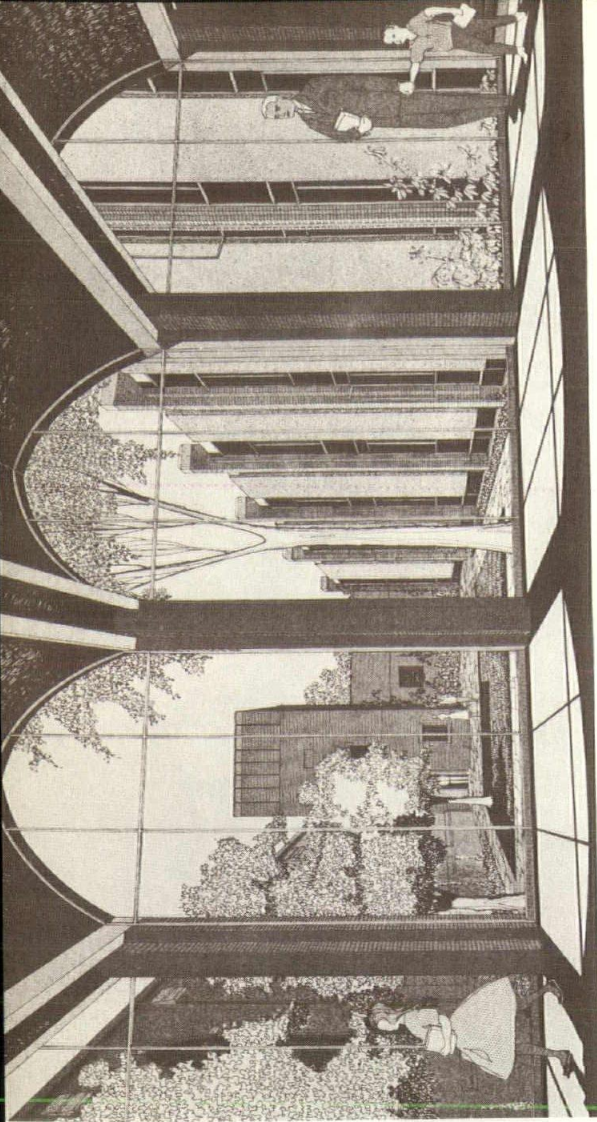




# EDUCATION



CITY AND COUNTRY SCHOOL OF  
BLOOMFIELD HILLS, MICHIGAN

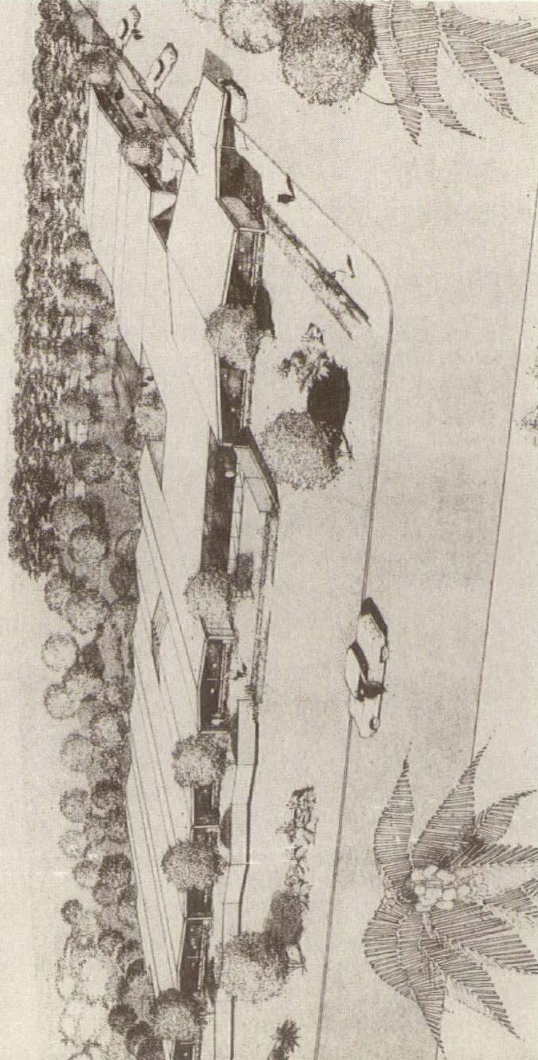


SUNDAY SCHOOL —  
GRATIOT AVENUE BAPTIST CHURCH  
DETROIT, MICHIGAN  
SUNDAY SCHOOL —  
FIRST BAPTIST CHURCH



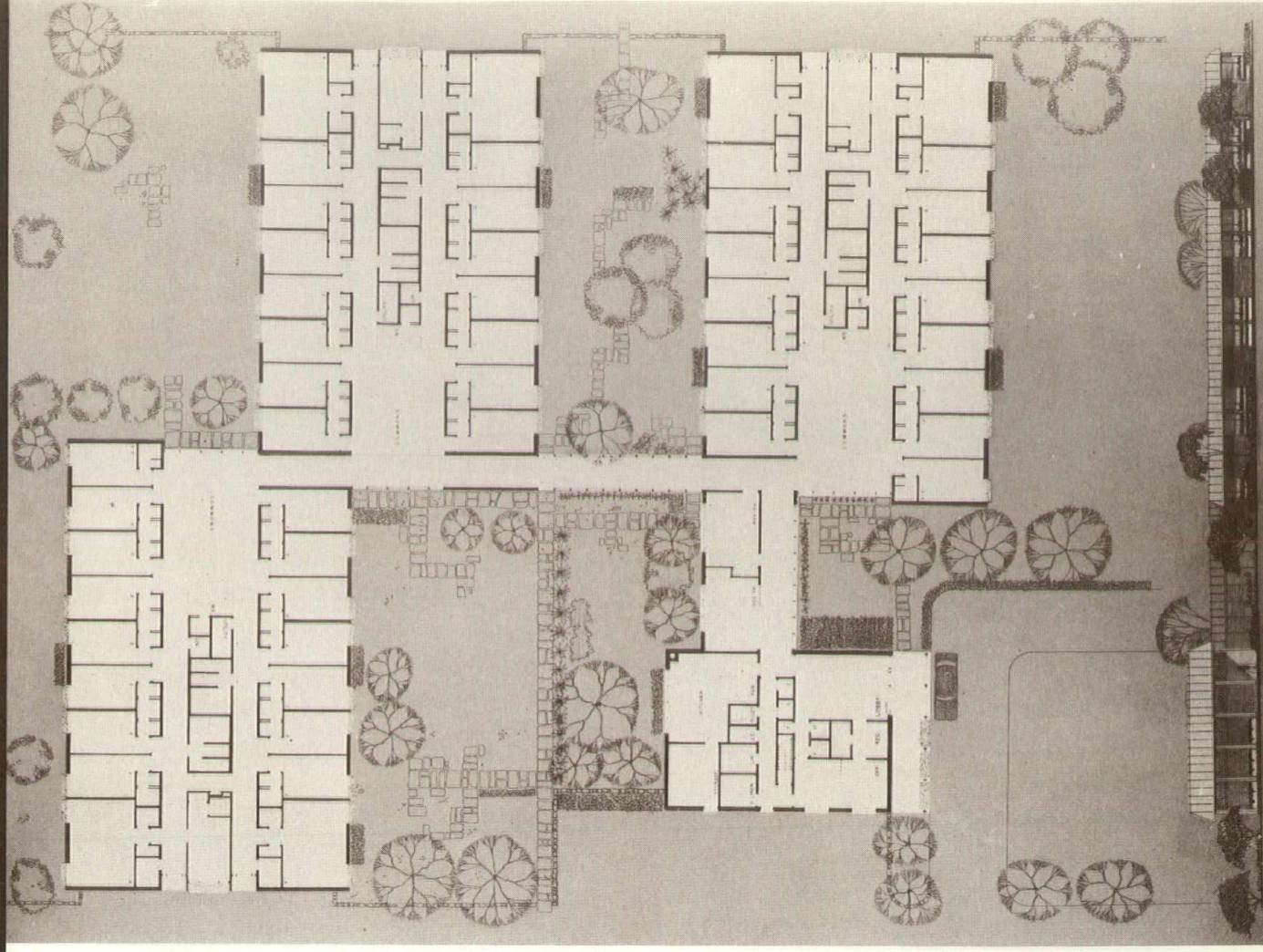
McWILLIAMS NURSING HOME  
SARASOTA, FLORIDA  
SLATER & SCHNEIDER ASSOCIATE ARCHITECTS  
CITATION TWELFTH ANNUAL  
CONFERENCE ON AGING

## HEALTH



JOSEPH M. BRADY CLINIC  
FARMINGTON, MICHIGAN

CLINTON CONVALESCENT CENTER  
CLINTON TOWNSHIP, MICHIGAN  
ANTHONY BRUNNER PROJECT DIRECTOR  
CITATION TWELFTH ANNUAL  
CONFERENCE ON AGING

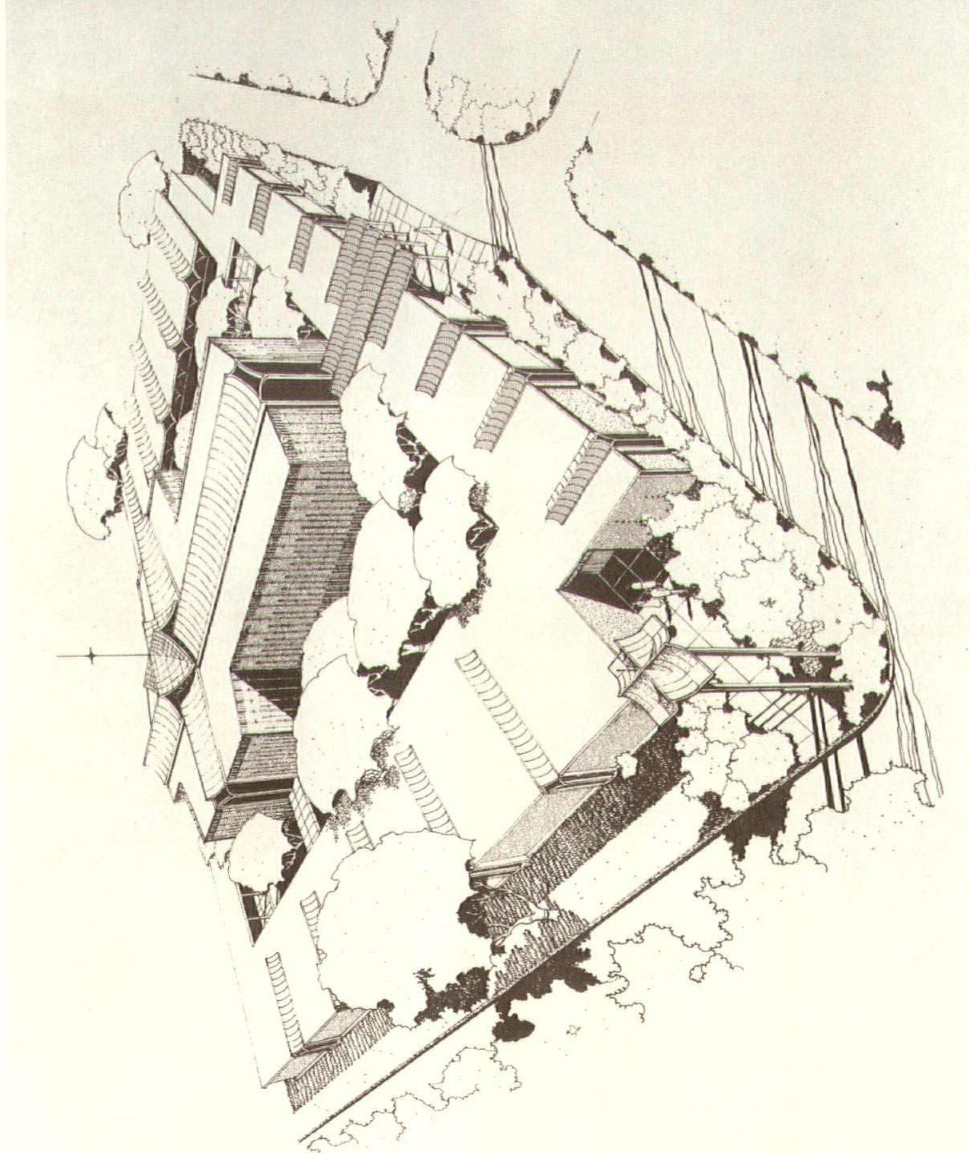


Brown

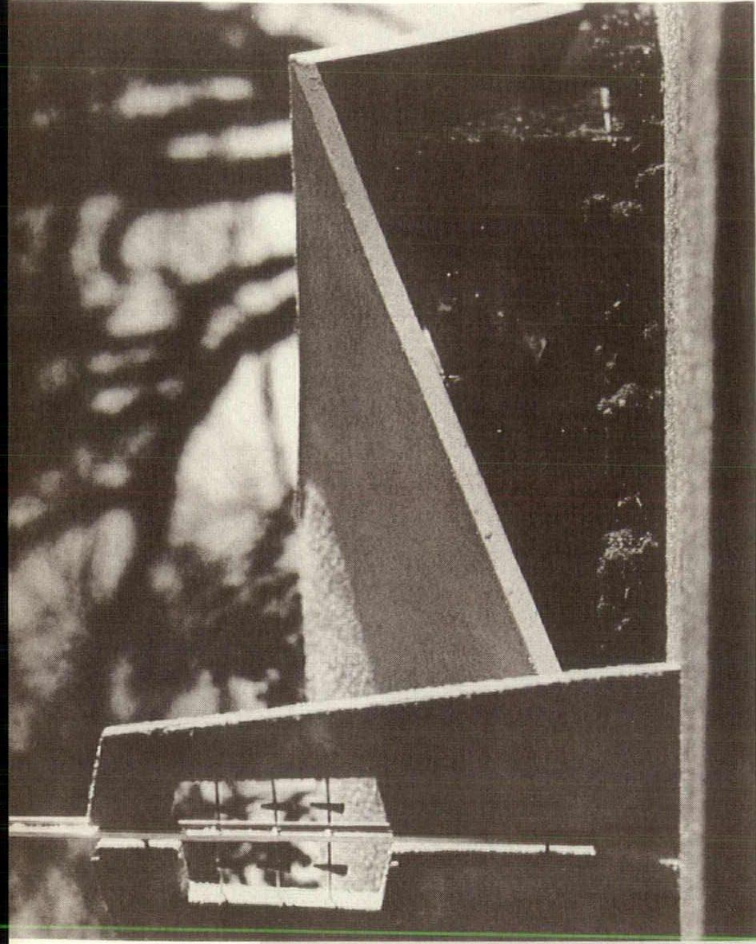




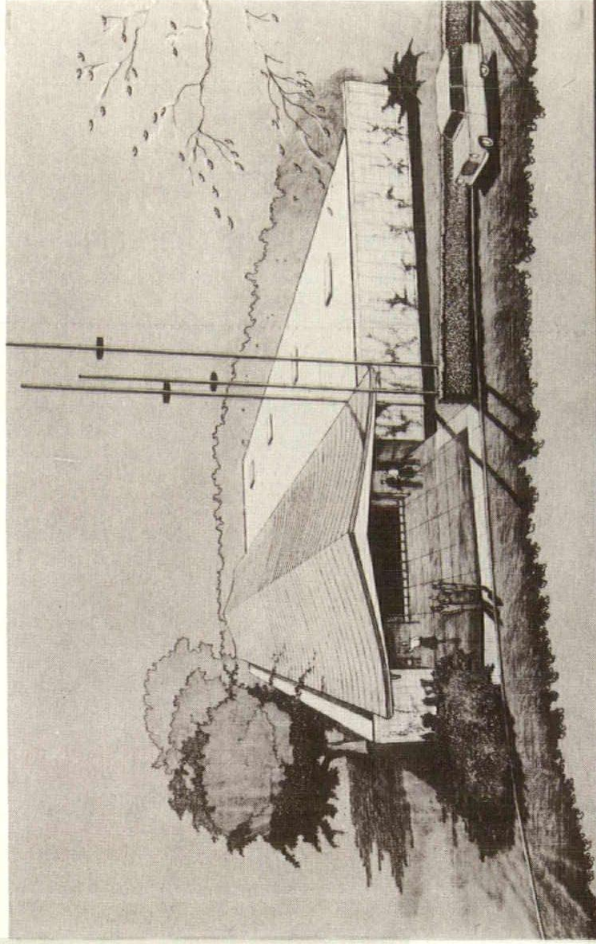
# RELIGION



ANTIOCH EVANGELICAL LUTHERAN CHURCH  
FARMINGTON TOWNSHIP, MICHIGAN



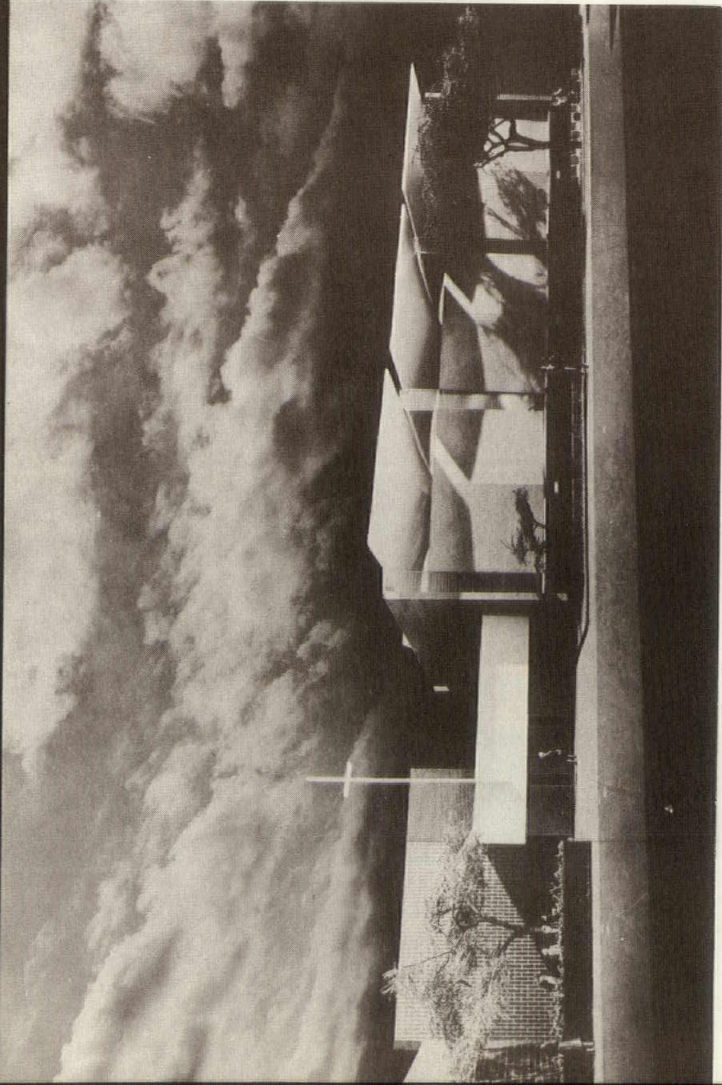
WESTWOOD BAPTIST CHURCH  
WESTWOOD VILLAGE, MICHIGAN



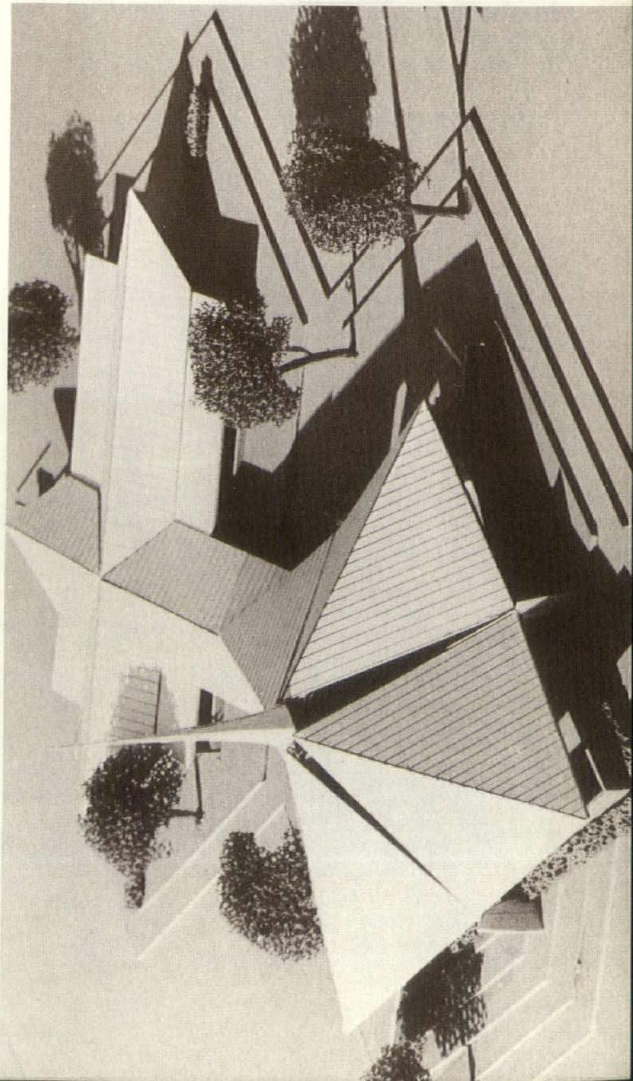
LAKE LANSING BAPTIST CHURCH  
EAST LANSING, MICHIGAN  
BUILT BY MEN OF THE CHURCH



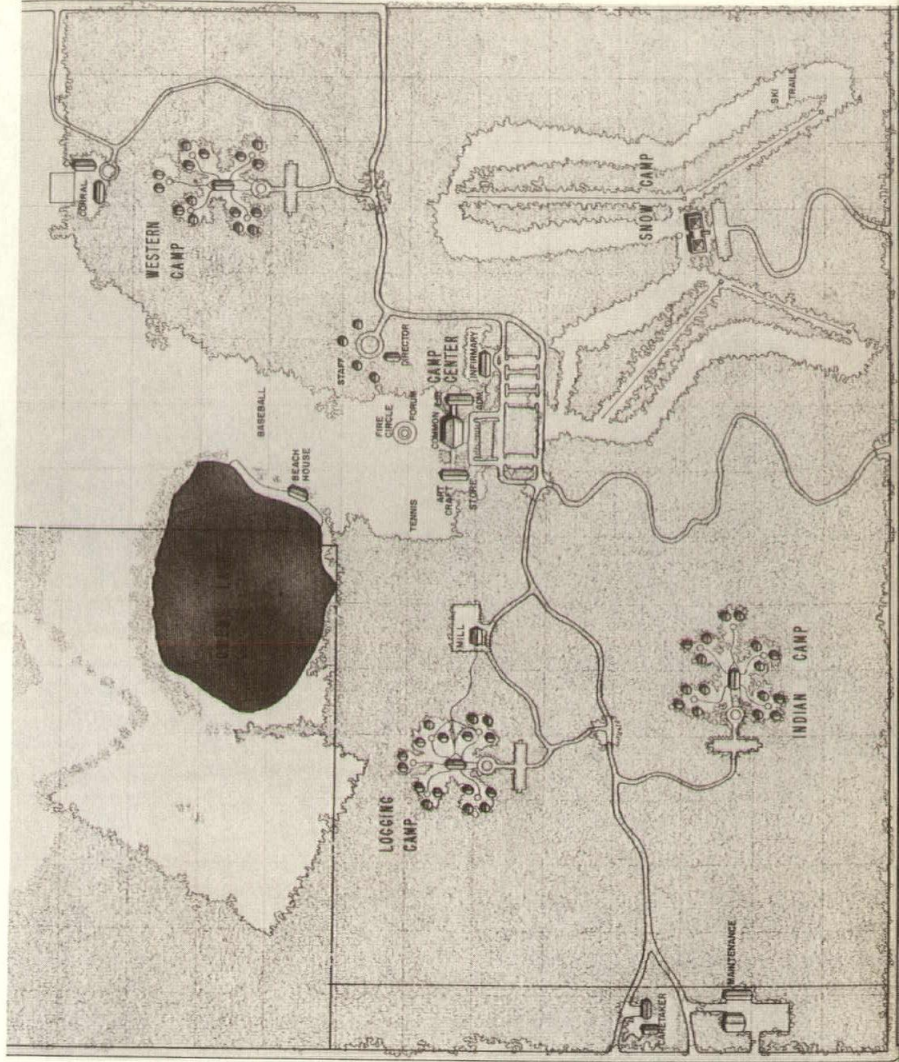
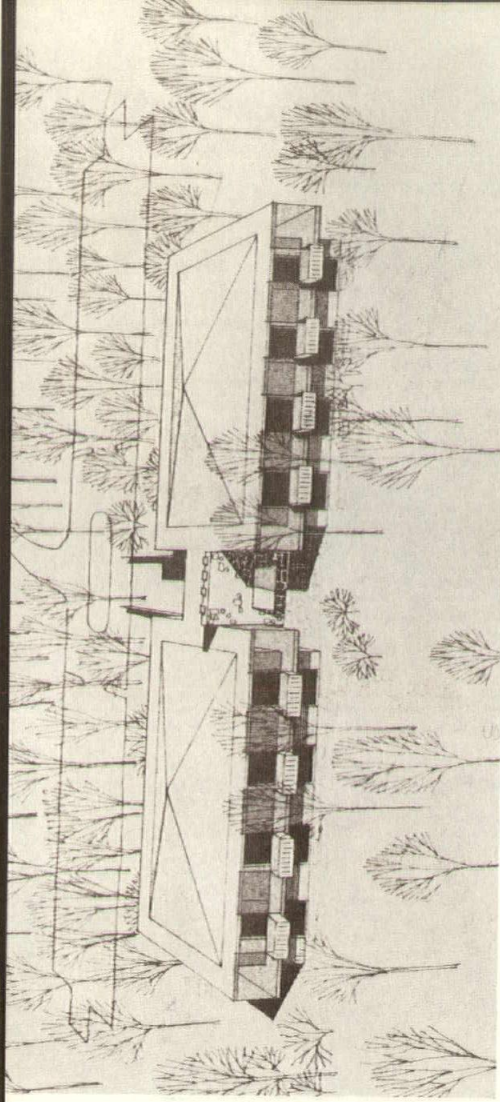
VAN DYKE BAPTIST CHURCH  
WARREN, MICHIGAN  
FIRST BAPTIST CHURCH OF CARO  
CARO, MICHIGAN



Baltazar Korab  
Brown



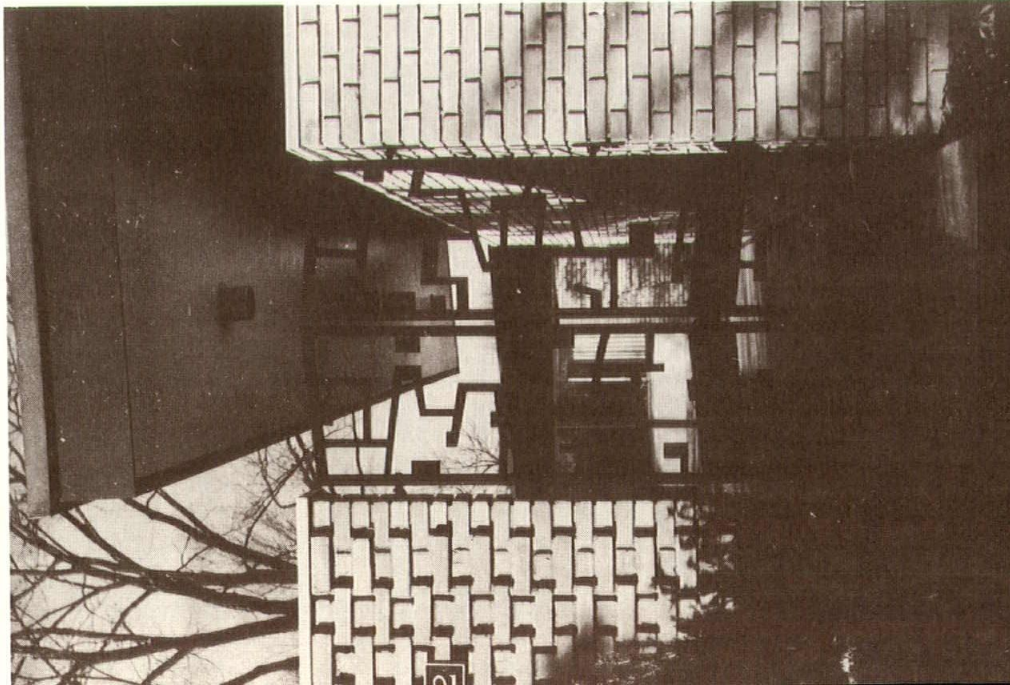
OWENS LAKE BAPTIST CAMP  
HOUGHTON, MICHIGAN  
VIEW OF SNOW CAMP



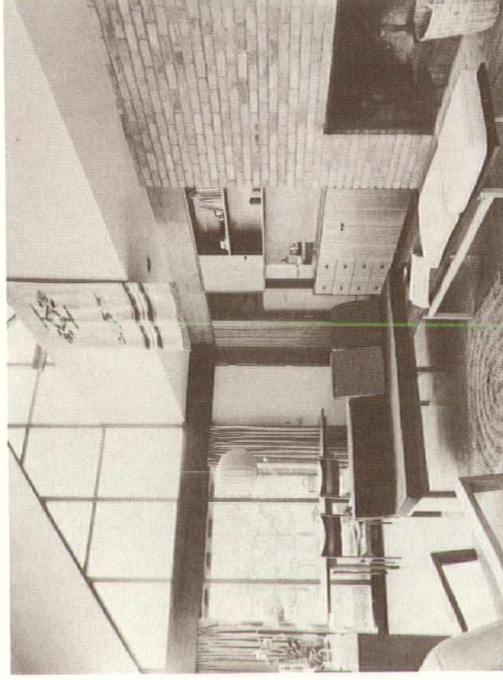
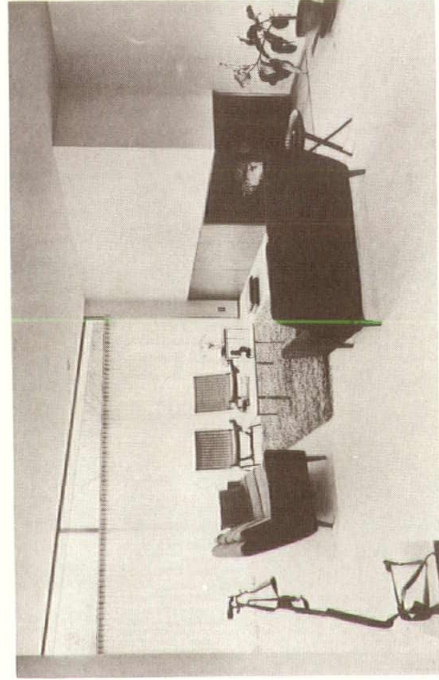


# RESIDENTIAL

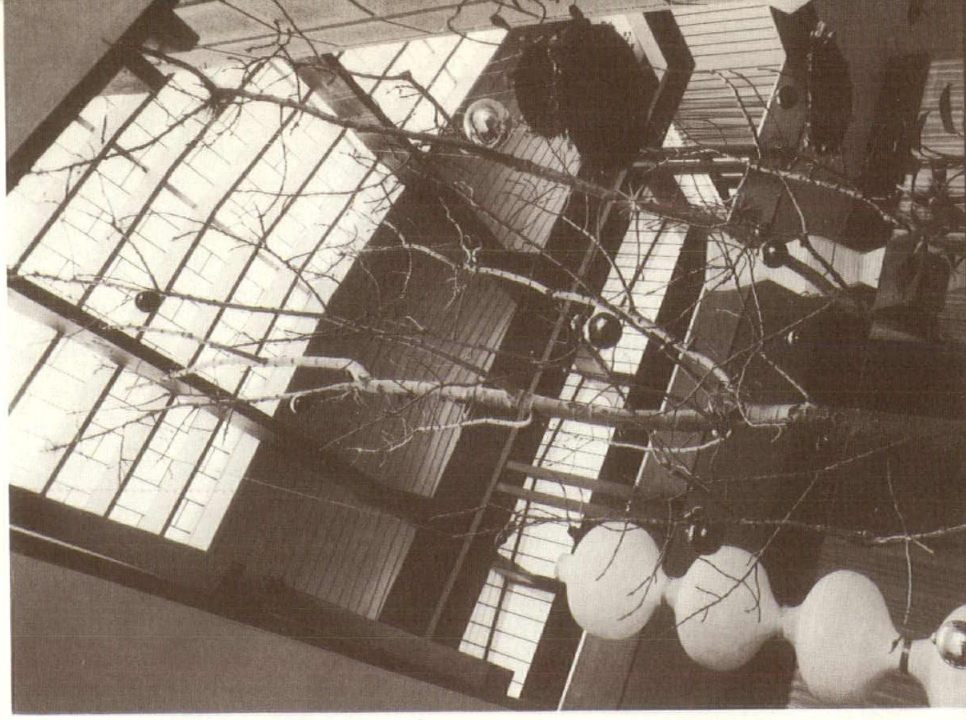
Brown



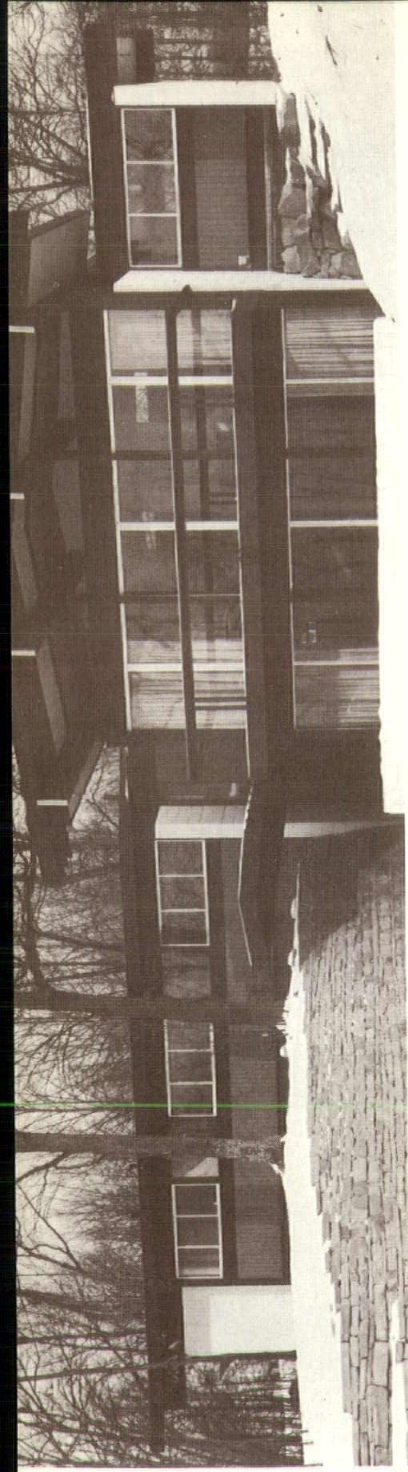
IRWIN F. COVENEY RESIDENCE  
BIRMINGHAM, MICHIGAN



LIVING ROOM, COVENEY RESIDENCE  
LIVING ROOM, JACK BROWN RESIDENCE



CASEY F. AMBROSE RESIDENCE  
BLOOMFIELD TOWNSHIP, MICHIGAN





# 16th Annual Convention, Michigan Society of Architects

## Sheraton-Cadillac Hotel, Detroit, March 30, 31 and April 1, 1960

ALL CONVENTION PHOTOS ON PAGES 33 TO 40 BY PHOTO ILLUSTRATORS, INC., DETROIT

The All New 46th Annual Convention of the Michigan Society of Architects lived up to its billing at the Sheraton-Cadillac in Detroit, March 30, 31 and April 1, 1960.

One hundred and forty-five members were registered, with a total registration of seven hundred and eleven.

The MSA board of directors met at a noon luncheon, Wednesday, the main committees meeting separately and then joining together in a board meeting that lasted all afternoon.

Monthly Bulletin, Inc. elected Gerald G. Diehl, President; James B. Morison, Vice-President, and Frederick G. Stickel, Secretary-Treasurer. Roger Allen, FAIA, the other director is Consultant.

At the business meeting Thursday morning, reports were heard from President Charles A. OBryon; First Vice-President, Charles H. MacMahon, Jr.; Second Vice-President, Clarence L. Waters, and Third Vice-President, George B. Savage. First Vice-President of the A.I.A., Philip Will, Jr., spoke interestingly, with slides, on "A New American Institute of Architects for the 1960s."

We were honored to have present also Institute President John Noble Richards, FAIA; Treasurer, Raymond S. Kastendieck, FAIA, and Linn Smith, AIA, Great Lakes Regional Director.

The two main seminars of the Convention, on "Housing and Problems of the Aging," moderated by Robert F. Hastings, of Smith, Hinchman & Grylls Associates, Inc., President of the Detroit Chapter, AIA, were participated in by leading authorities on the subject from Michigan. It is believed that much valuable information was disseminated and a great deal of good will result.

Both the architectural and products exhibits were well arranged and attracted much attention.

At the Awards Dinner, Alden B. Dow, FAIA was awarded the Society's 1960 Gold Medal. Harvey C. Allison, Vice-President of the Dow firm, received the medal for Mr. Dow who is in Japan. Report of this award is on the Saginaw Valley page of this issue. LaVern J. Nelsen, Chairman of the Convention Committee, was awarded a certificate, making him a Fellow in the order of "Unsung Heroes." Results of the draftsmen's competition are given elsewhere in this issue.

At Thursday's noon luncheon reports were heard from Robert F. Hastings, President, Detroit Chapter, AIA; Charles

V. Opdyke, President of the Western Michigan Chapter, AIA, and Vincent T. Boyle, President of the Saginaw Valley Chapter, AIA. We learned of proposals for additional chapters at Lansing and Flint. All but five architects registered in the Saginaw Valley area are AIA members. AIA President Richards gave a most interesting talk about the Institute.

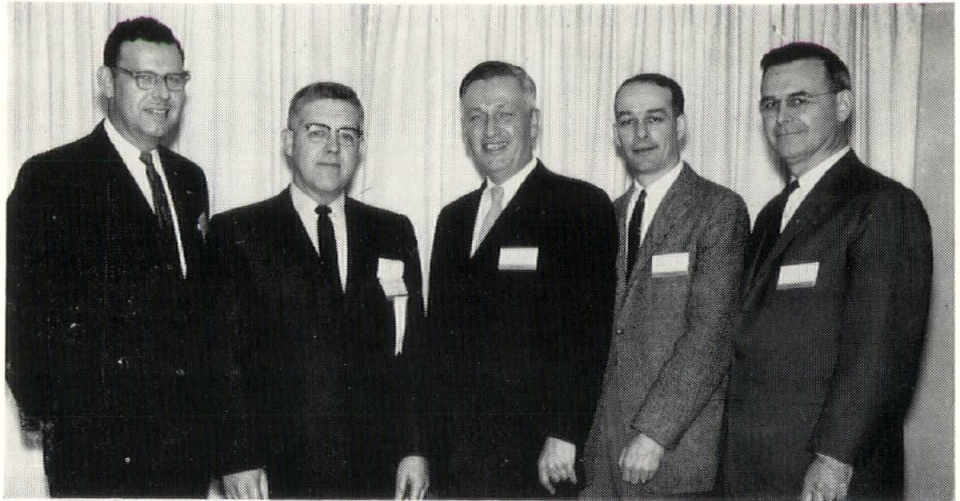
The Michigan Building Industry Banquet, crowning event Friday evening, heard Justin Wilson, of Baton Rouge, Louisiana, tell his cajun stories. William Gillett performed very well indeed as toastmaster. The trip to Bermuda was won by Mr. & Mrs. Earl G. Meyer. Second prize of two tickets to the Shubert

Theatre was won by the Samuel D. Popkins, third prize of two tickets to Cinerama was won by the Edwin F. Noths. Special prizes were awarded to Mrs. Noth as chairman of Ladies Activities, and to Mrs. Hurless E. Bankes, who served at the registration desk.

In the architects sketch competition, conducted by the Producers' Council, a team headed by John Noble Richards, FAIA won first prize and one headed by Charles V. Opdyke, AIA won second prize.

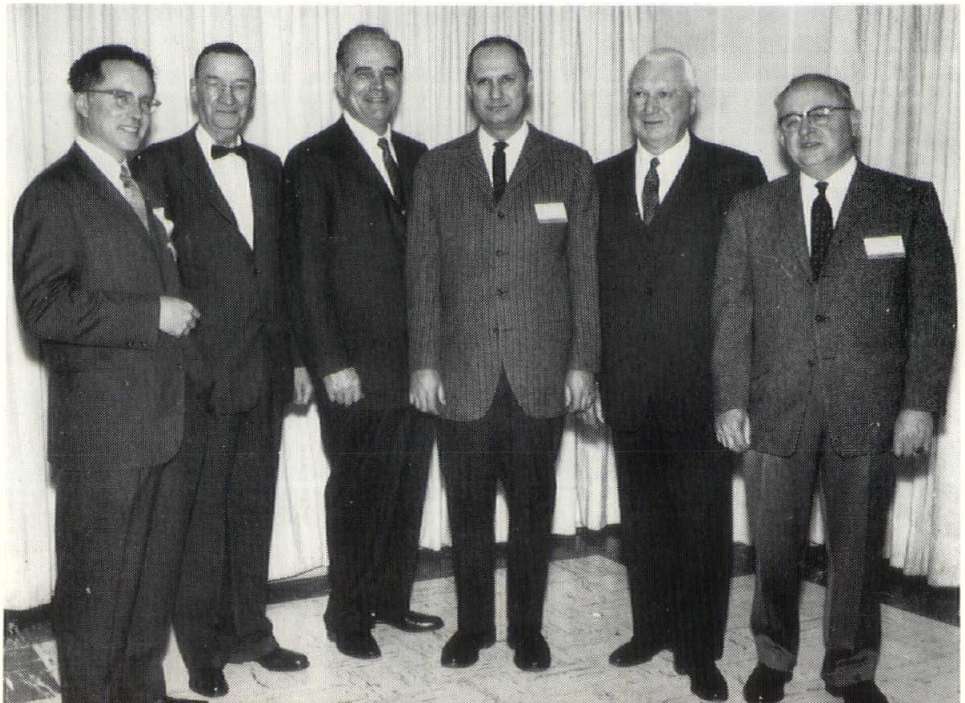
William M. Fernald, AIA, won a Polaroid Land Camera kit in a drawing held by the Owens Illinois Thinlite Division, who had an exhibit at the Convention.

MSA marches on.



FIVE PRESIDENTS — Western Michigan Chapter, AIA, President Charles V. Opdyke, MSA President Charles A. OBryon; AIA National President John Noble Richards, FAIA; Saginaw Valley Chapter, AIA, President Vincent T. Boyle; Detroit Chapter, AIA, President Robert F. Hastings

MSA Director Harvey C. Allison, MSA Executive Secretary Talmage C. Hughes, FAIA; AIA National Treasurer Raymond S. Kastendieck, FAIA; Great Lakes Regional Director Linn Smith, Alvin E. Harley, FAIA; Immediate past MSA 2nd Vice President Peter Vander Laan







Dean of the College of Architecture & Design, University of Michigan, Philip Newell Youtz and Mrs. Youtz; 46th annual MSA Convention Chairman LaVern James Nelsen and Mrs. Nelsen; Mr. & Mrs. Edwin Francis Noth. Mrs. Noth was Chairman of the Convention's Women's Activities



Photo Illustrators, Inc.

Seated: Mrs. William Henry Odell, Mrs. Talmage Coates Hughes, Mrs. Walter Benjamin Sanders. Standing: Prof. Sanders, Mr. Hughes, Marshall Fredericks, Mr. Odell, Ralph Russel Calder



Mr. & Mrs. Russel Herbert Lee, Mr. & Mrs. Merle Claude Weaver, Mr. & Mrs. Joseph Frank Dworski



General Design Chairman Frederick J. B. Sevald and Mrs. Sevald and Architectural Exhibits Chairman Robert W. Yokom and Mrs. Yokom stand before one of the architectural exhibits at the Convention

## M. S. A. CONVENTION



Donald C. Ruble, Director, Michigan Bureau for Lathing & Plastering; Producers' Exhibits Chairman Byron H. Becker; Russell McMillen, Promotion Director, Bureau for Lathing & Plastering of the Detroit Area, are seen in the exhibit which won first prize



Mr. & Mrs. Daniel W. Toshach, MSA 2nd Vice President Clarence L. Waters, Mrs. Vincent T. Boyle, Mr. & Mrs. Jackson B. Hallett, Mr. Boyle



Mr. & Mrs. Carl A. Scheuffler, Mr. & Mrs. Peter Vander Laan, Prof. & Mrs. Walter B. Sanders, Mr. & Mrs. Erroll R. Clark





LEFT TO RIGHT: Ernest J. Dellar, 1960 MSA Competition Chairman; Stanislaw Sulich, Frank J. Martilotti, Edward Moy, Charles W. Andres, Harvey T. Hendricks, Larry W. Woehlke, C. Dino Gavras, Walter E. Kallmes, (George Sprau for John R. Titus) and Kenneth L. Kimmel, President of the Sheet Metal Contractors Ass'n. of Detroit Industry Fund, sponsor of the 1960 MSA Draftsmen's Competition

## 1960 MSA-SMCAD INDUSTRY FUND DRAFTSMEN'S COMPETITION WINNERS RECEIVE \$1000. IN CASH AWARDS

\*Sheet Metal Contractors Association of Detroit Industry Fund

**GRAND PRIZE**  
Harvey T. Hendricks

**FIRST PRIZES**

Architectural  
Larry W. Woehlke

Structural  
C. Dino Gavras

Mechanical  
John R. Titus

Electrical  
Frank J. Martilotti

**SECOND PRIZES**

Architectural  
Charles W. Andres

Structural  
Stanislaw Sulich

Mechanical  
Walter E. Kallmes

Electrical  
Edward Moy

**AWARD WINNING PRINTS NOW ON DISPLAY AT  
SHOWCASE INC., BIRMINGHAM, MICHIGAN**

LEFT TO RIGHT: MSA Competition judges and other officials (seated) Ralph W. Hammett, Earl W. Pellerin, L. Robert Blakeslee, Ernest J. Dellar, Competition Chairman; Gerald H. LaPiner, Competition Publicity; Frank E. North, LaVern J. Nelsen, General Convention Chairman; (standing) Karl F. Kraus, Jr., Leo I. Perry, William J. Rettenmier, M. Eugene Hannum, Ferdinand Bolle, Jr., Edward R. Harrigan, Kenneth L. Kimmel, Maurice V. Rogers, George L. W. Schulz and Robert B. Lytle



LEFT TO RIGHT: Harvey T. Hendricks, Grand Prize Winner; Kenneth L. Kimmel and Ernest J. Dellar





# ARCHITECTONICS

Official Publication of the Western Michigan Chapter of The American Institute of Architects

DAVID E. POST, Vice President, 640 Eastern Ave., SE, Grand Rapids 6

ROBERT L. FREEMAN, Secretary, 2022 Cooper, Lansing

GORDON A. BELSON, Treasurer, 152 Oakland Avenue, Battle Creek

F. GORDON CORNWELL, Director, Anderson Building, Traverse City

CLAUDE D. SAMPSON, Director, 115 Fourth Street, Jackson

GEORGE W. SPRAU, Director, 410 W. Walnut Street, Kalamazoo

CHARLES V. OPDYKE, President, 3526 W. Saginaw St., Lansing 33

WESTERN MICHIGAN CHAPTER, AIA, and the Grand Rapids Metropolitan Architectural League held a joint dinner meeting on February 22. There was a large turnout. Carl H. Zillmer, President of GRMAL, and program chairman, presided.

Zillmer gave a brief resume of the background of GRMAL—tracing its beginning in January 1957 by local architects as a civic spirited group and assisting, on request, the local board of education in programming architectural services for forthcoming school building; and attempts to get an area adoption of the BOCA code with some success. The organization provided speakers for lectures on architecture to schools and associations in the area and recently participated in the development of GR CBD.

Among those who spoke during the evening were: City Commissioner Arlon G. Ley, Chairman of the Downtown Development Committee, who spoke on the "Story of the Downtown Problem;" MSA President Charles A. OBryon on "Architects' Representative Downtown Study Committee;" J. Paul Jones, Planning Con-

sultant for the central business district of Grand Rapids, Senior Planner, Ebasco Services, Inc., on "Market Analysis of the CBD;" Keith M. Honey, Director of Grand Rapids City Planning Commission, on "Solutions to the CBD Problem" with maps; George B. Savage on "The Administrative Area" with renderings; E. John Knapp on "The Cultural Area" with rendering; and Malcolm B. McMillen on "Circulation and Services."

Zillmer summed up the discussion with a suggested CBD plan rendering: emphasizing more consideration for the pedestrian while solving all of the "practical" problems; pointing to teamwork of government, business and profession on a metropolitan level of planning; and advocating that architects as citizens in their communities and therefore clients in downtown or community planning should use their abilities to generate interest, enthusiasm and support for civic improvement.

A film on the reorganization possibilities of the AIA followed a short comment by Mayor Stanley J. Davis of Grand

Rapids, supporting the CBD planning.

Among other prominent officials and individuals attending the meeting were: Alex T. McFadyen, Executive Secretary, Grand Rapids Chamber of Commerce; Donald W. Steketee, President, Downtown Council; John J. Foley, Vice President, Downtown Council; Ivan E. Hull, past President, Grand Rapids Real Estate Board; Martin E. Hoogerhyde, Chairman of Grand Rapids City Planning Commission; Richard A. Courter, Technician, Grand Rapids City Planning Commission; Robert W. Topping, Grand Rapids Press; Leonard Bridge and Richard Schevertson, WOOD-TV, Grand Rapids.

Western Michigan Chapter announces the following new Corporate members: Charles E. Handloser, 611 Fourth Street, Jackson, Michigan; Eugene J. Harmsen, 1424 Lake Drive, Grand Rapids, Michigan, and former associates: Walter S. Hanson, Grand Rapids; Calvin D. Lane, Grand Rapids and Richard J. Newport, Lansing.

New Associate member is Thomas M. Bombassei, Battle Creek.

MSA past President Elmer J. Manson, Arthur J. Zimmermann, MSA Treasurer George W. Sprau, Miss Joyce Manson, MSA 3rd Vice President George B. Savage, Mrs. John Noble Richards, AIA National President Richards, Mrs. Charles Austin OBryon, MSA President OBryon, Mrs. Manson, Mrs. Robert Fuller, Mrs. Sprau, Mr. Fuller, Mrs. Charles Victor Opdyke, Mr. Opdyke, Mrs. John Harold Burgess, Mr. Burgess

Photo Illustrators, Inc.





# Saginaw Valley Chapter, A.I.A.

Official Publication of the Saginaw Valley Chapter of The American Institute of Architects

VINCENT T. BOYLE, President, 315 Post Street, Midland

DANIEL W. TOSHACH, Vice President, 1445 W. Delta Drive, Saginaw

ROBERT S. GAZALL, Secretary, 602 Marquette, Flint 4

WILLIAM A. SPEARS, Treasurer, 406 Thompson Street, Saginaw

CLIFFORD E. GIBBS, Director, 5227 S. Dort Highway, Flint 7

HIGHLIGHTS of our Saginaw Valley, A.I.A. meeting of March 21, at Empire Steak House in Bay City were as follows:

The Saginaw Valley Chapter A.I.A. at the 1960 American Institute of Architects Convention April 18-22 at San Francisco will be represented by the following delegation: Fred E. Wigen, Saginaw, Chairman; Samuel C. Allen, Saginaw; Paul A. Brysselbout, Bay City; James A. Spence, Saginaw; Auldin H. Nelson, Flint.

The Chapter, as represented and comprised essentially by Flint, Bay City, Saginaw and Midland, delegated each area to promote Michigan Week May 15-21, on a local basis in order to acquaint the public with Architecture as well as Architects.

The Program presented at the March 21 meeting was "Tri-County Comprehensive Planning Development."

This was a panel-type presentation of the Tri-County Area of the Saginaw Valley, namely: Saginaw, Bay and Midland Counties. The participants were Raymond Mills, Planning Consultant of Midland, Maurice Chandler, City Planner of Bay City, William Day, City Planner of Midland, John Dempsey, City Planner of Saginaw and Doyle Singleton, County Planner of Bay County.

This is the first time the Architects and Planners of the Tri-County area reviewed the many common and complex problems between the architectural and planning professions and how it is reflected and dictated in political and governmental jurisdictions.

Mr. Mills acted as moderator and each participant spoke on the different aspects of Tri-County regional studies. Mr. Chandler reviewed the country side scope of The Saginaw Valley Area while Mr. Day pointed out the potential recreational facilities that may and could well be developed. Mr. Singleton pointed out and reviewed an illustrated transportation criteria including railroads, highways, airways and the potential of the water ways which takes great advantage of the St. Lawrence Seaways System.

Further, Mr. Dempsey reviewed the cultural aspects presently enjoyed separately in the Tri-County area with a further thought extended toward a regional Cultural Development that would encompass, enhance and compliment the new Tri-County College.

This Program is identifiable with The Saginaw Valley Chapter promotion of The Tri-County Development to collect, correlate and coordinate such planning on a regional basis with both professions working mutually towards the same goals.

The next Chapter Meeting was set for Flint, Michigan on Monday, April 18, at which time a tour will be taken of the Flint College and Cultural Development. Herman J. Klein of Flint will be Chairman for the Meeting.

## Gold Medalist



ALDEN B. DOW, FAIA

Alden B. Dow, FAIA, of Midland, Michigan, was awarded the Michigan Society of Architects Gold Medal for 1960 at the Society's Annual Awards dinner, in connection with its 46th Annual Convention, in Detroit's Sheraton-Cadillac Hotel, Thursday evening, March 31.

His citation read:

"To Alden Ball Dow, FAIA.

"Distinguished in design and winner of national and international awards, he has brought great credit to our profession.

"His creativeness and ability have been notable in producing imaginative and progressive architecture.

"Through his endeavors, numberless people, by being introduced to good design, have acquired a feeling for better architecture that has enriched their lives.

"His civic contributions and philanthropies have been many and thus he lifted architecture to a new order of magnitude.

"For these and many other contributions, the Michigan Society of Architects is proud to award its 1960 Gold Medal.

Other recipients of the medal, awarded annually since 1953, have been Leo M. Bauer, Roger Allen, Clair W. Ditchy, Adrian N. Langius, Emil Lorch, Talmage C. Hughes, and Eero Saarinen.

Dow, was born in Midland and there he received his early education. He later attended the University of Michigan, and graduated from Columbia University's School of Architecture. He traveled and studied in Europe and the Far East, then with Frank Lloyd Wright at Taliesin, Wisconsin.

His early experience was gained in the offices of Frantz & Spence, of Saginaw. He entered his own practice in Midland in 1933. In 1937 he was awarded the Grand Prix in Residential Architecture at the Paris International Exposition. He has served on the Planning Commission of Midland, Michigan Housing Study Commission, as Director of the Midland Federal Saving & Loan Association, and Director of Midland Country Club.

Since becoming a member of the American Institute of Architects in 1938, he has made distinct contributions to architectural organization in this state and in the nation. He served as President of the Saginaw Valley Chapter, A.I.A., after being one of its organizers. He also served as President of the Society. In 1947 he was made a fellow of the Institute "for his distinction in design".

His writings have been published widely in the architectural press and he has lectured to many groups throughout the nation.

His hobby is photography, and he has produced many fine colored movies.

Robert J. Sedgewick, of Flint, has been appointed by Governor G. Mennen Williams to the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors. He succeeds Wells I. Bennett, FAIA, of Ann Arbor, who had served on the Board since 1939. Bennett was made a member emeritus of the Board.

Sedgewick, who heads the firm of Sedgewick, Sellers & Associates, Inc., is the youngest appointee on the Board since it was organized in 1915. Term of office is seven years.

A 1952 graduate of the University of Detroit Sedgewick is a member of The American Institute of Architects, its Saginaw Valley Chapter and the Michigan Society of Architects. He is Chairman



THOMAS J. SEDGEWICK, A.I.A.

Last month we captioned a picture "Thomas J. Sedgewick" and an article about his appointment to the State Registration Board was headed "Robert J. Sedgewick." The name is Thomas and we regret the error.

Of this is what the New York Times would say, "It shouldn't happen."



# Bowling League Banquet

THE DETROIT ARCHITECTURAL BOWLING LEAGUE is planning a gala 38th Annual Banquet at the Detroit Leland Hotel, Friday, May 6.

According to League President, Earl

Roberts, this year's affair has all the indications of being a big success.

Entertainment is in the hands of Chairman W. J. Smolky and his committee.

Smith, Hinchman and Grylls are the defending champions and at this writing are still clinging to first place.

Other teams in the league are: Smith, Hinchman & Grylls, Lester H. Davies, McGrath & Dohmen, R. J. Davis, Albert Kahn, Snyder & McLean, Diehl & Diehl, Boddy, Benjamin & Woodhouse, Albert Smith, Eberle M. Smith, Giffels & Rossetti, Norm Krecke, Herman & Simons,



**BOWLING BANQUET HEADQUARTERS**

Ralph R. Calder, H. E. Beyster, Harley, Ellington & Day.

Architects and engineers who are not members of the league are welcome to attend this affair, Roberts announced. But ticket sales are progressing very well and reservations should be made immediately. Dinner, entertainment and "fabulous" door prizes are all included in the price of admission. For further information call the entertainment committee: W. J. Smolky, Chairman, TA. 5-0725; John Davies, UN. 3-2500; Bob Gustafson, UN. 3-2500; Tom Moore, TA. 6-0050; Earl Roberts, WO. 1-2386.

Photo Illustrators, Inc.



DABL President Earl Roberts, George Diehl, Miss DABL (Nancy O'Dor), MSA Director Lyall Askew, DABL Banquet Chairman Jack Smolky

# Golf League Tournament

THE DETROIT ARCHITECTURAL GOLF LEAGUE will tee-off its opening tournament on Tuesday, May 10 at the sporty Washtenaw Country Club, Ypsilanti, Michigan.

JUNE 21 — EDGEWOOD COUNTRY CLUB  
Commerce Lake

JULY 19 — GROSSE ILE COUNTRY CLUB  
Grosse Ile

AUGUST 9 — LAKE POINTE COUNTRY CLUB  
St. Clair Shores

SEPTEMBER 20 — WESTERN GOLF & COUNTRY CLUB  
Detroit

OCTOBER 11 — DEARBORN COUNTRY CLUB  
Dearborn

OCTOBER — 8th ANNUAL DINNER DANCE  
(Date to be announced later)

Sam Ross, DAGL President Ray McDonnell, Miss DAGL (Gloria Kulburg), Jack Monteith, Leo Perry



Photo Illustrators, Inc.



# WALD

GLAMOUR LUNCHEON  
PAN AMERICAN ROOM  
SHERATON - CADILLAC HOTEL



Photo Illustrators, Inc.



Mrs. Earl Gustav Meyer, who with her husband won the trip to Bermuda; Mrs. William Henry Odell, Mrs. Hurless Edward Bankes, Vice Chairman of Women's Activities; Mrs. Edwin Francis Noth, Chairman; Mrs. LaVern James Nelsen, wife of the General Chairman of the Convention; Mrs. Frederick John Schoettley

Mrs. Charles Austin OByron, wife of the President of the Michigan Society of Architects; Mrs. John Noble Richards, wife of the President of the American Institute of Architects; Mrs. Philip Newell Youtz, wife of the Dean of the College of Architecture & Design of the University of Michigan; Mrs. Raymond Stone Kastendieck, wife of the Treasurer of the American Institute of Architects



Mrs. Allan George Agree, Mrs. Suren Pilatian, Mrs. Frederick J. B. Sevald, Mrs. C. Russell Wentworth, Mrs. Ernest James Dellar, Mrs. Walter Benjamin Sanders



Mrs. George Frederick Diehl, Mrs. Gustave Muth, Miss Myrtle Labbitt Mrs. Werner Guenther; Mrs. Linn Smith, wife of the AIA Great Lakes Regional Director

Mrs. Malcolm Roderick Stirton, Mrs. George W. Sprau, Mrs. John Tilghman Hilberg, Mrs. John Herbert Burgess, Mrs. Henry William Ruifrok, Mrs. Peter Vander Laan



Mrs. Charles Victor Opdyke, Mrs. Augusto Bini, Mrs. Amedeo Leone, Mrs. William M. Fernald, Mrs. James Barr Morison, Mrs. L. Robert Blakeslee and in right foreground Mrs. Jack Mills





# THE PRODUCERS' COUNCIL, Inc.



COCKTAIL PARTY MSA CONVENTION  
SHERATON - CADILLAC HOTEL, DETROIT



Vice President & Mrs. C. Russell Wentworth, Miss Producers' Council (Jessie Atkins), President & Mrs. Maxwell Eugene Hannum



Photo Illustrators, Inc.

MSA President & Mrs. Charles Austin OBryon, MSA Secretary and Mrs. Gerald George Diehl, Mr. & Mrs. G. Walter Scott, AIA National President and Mrs. John Nobel Richards, Paul Marshall, Producers' Council elder statesman; Mr. & Mrs. Charles William Andres, Mr. & Mrs. James Barr Morison



James Nelsen; Convention Chairman & Mrs. LaVern James Nelsen, AIA National Treasurer & Mrs. Raymond Stone Kastendieck; Convention Vice Chairman & Mrs. Arthur Orton Moran, Jr., Mr. & Mrs. Frederick Wehle, Jr.

Leo M. Bauer, Mr. & Mrs. Paul Tilds, Mr. & Mrs. Karl Domino, Werner B. Anderson, Sam Burtman



Mr. & Mrs. Walter Milo Dole, AIA National past President Clair William Ditchy and Mrs. Ditchy, Mr. & Mrs. Donald Francis Johnson

MSA Director & Mrs. Malcolm Roderick Stirton, Mr. & Mrs. Paul Bradley Brown, Frank E. North, Mr. & Mrs. Clifford Neil Wright, Producers' Treasurer Edward S. Parker





# The Architect In Our Industrial Age

By Philip Newell Youtz, AIA  
Dean, College of Architecture and Design  
University of Michigan

Talk given before the Detroit Architectural Sales Representatives' Institute and the second in a series of six to appear in this publication during the following months.

YOU MAY RECALL the Chicago World's Fair which celebrated a Century of Progress. The feature which attracted the largest crowds was a "transparent woman". The leading lady in question was a plastic model which revealed all of the inner mechanisms of the female of the species. This was the first time any one had been able to see through a woman, so the public flocked around the medical exhibit in great numbers. I suppose my function today is to present to you a transparent architect. You will not want me to begin with Vitruvius and present X-ray pictures of the architect in succeeding centuries. Instead you are interested in the modern man whose office turns out the sketches, plans and specifications for the buildings of today and tomorrow.

The image of the architect has changed radically in our century. For one thing his clients are different. He rarely works for an individual unless he is designing a house and even in domestic design he must satisfy the woman as well as the man and perhaps the children, the grandparents, the uncles and the aunts. In most jobs he is commissioned by a corporation of some kind, the board of directors of a bank or store or real estate company. Where formerly he worked directly with the school principal or superintendent, he now meets with the school board and explains his ideas to the Parent-Teachers Association. The problem of communication is multiplied by this change from the individual to the corporate client. More conferences are scheduled, more data on space requirement is assembled, more exact costs and projected incomes must be estimated, and more detailed floor plans, site plans and perspectives must be presented.

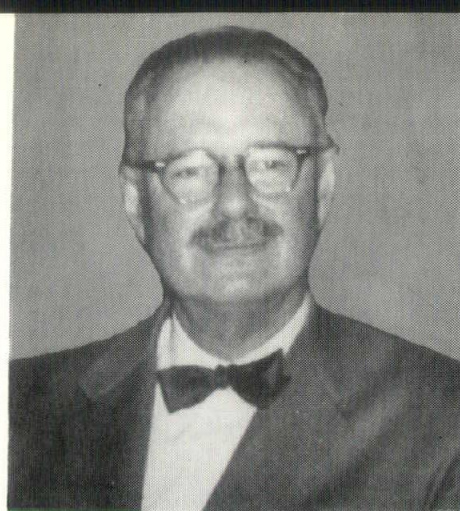
In addition to being an applied art and a practical science, architecture is also becoming a business. In both small and large offices, the salesman encounters men who are managers and who may do very little designing or calculation. This group of architects has specialized on the executive functions of architecture and its members talk the same language as the business men who are their clients. This new architect is cost-conscious to a high degree. Often he seems oriented as much toward economics as toward aesthetics or structures. Underneath may be an appreciation of design, a conviction that his firm must compete on the appeal of its work to the human eye, on the emotional satisfaction which their buildings bring to their clients and their clients' customers. But the thinking and language of this new type of architect concentrates on the dollars and cents, on the scheduling of plan production through the office, on the taking of bids, perhaps on financing the new structure, on supplying or checking the shop drawings, and on supervising the work.

The modern architect is the leader of a growing number of specialists whose knowledge is needed for the successful planning and execution of a modern building. Many of this group work outside the architect's office so that the task of coordinating their efforts on the project may demand considerable diplomacy. To mention a few of these men, there is the realtor, the planner representing the city, the banker or mortgage man, the engineer, the manufacturers of structural and mechanical components, the suppliers of basic materials, the lawyer, the contractor and subcontractors, the interior designer, the landscape architect, the furnishings manufacturer, and the renting agent. The erecting of a building has become a group undertaking requiring the pooling of many types of technical skill and of specialized knowledge. The advantages of this new organized approach to the building job are the sharing of responsibility and the competent assistance on all phases of the work. The disadvantages are the well-known frustrations of committee action. A good many buildings are war memorials reflecting the battles of experts.

The image of the architect has changed to meet the new conditions of our industrial economy. Formerly the architect was a historian and a scholar seeking his patterns in the past. This was true even as recently as when I attended professional school and struggled with Beaux Arts problems. To show you how this has changed, I recently attended the annual meeting of the Archaeological Institute in New York. I found scholars, linguists, and experts on chronology, but no architects. Today, when architects travel they study contemporary buildings and compare notes with their colleagues abroad on the latest new developments. Architecture has become a contemporary profession reflecting the current progress of society. The architect now designs for the future not the past. He travels in North America, Europe, South America, and other continents to see the work of such men as Gropius, Nervi, Torroja, van der Rohe, Wright, Corbusier, Aalto, Niemeyer, Mies, men who have contributed most to the architecture of today.

The architect as recently as the turn of the century supervised a great variety of craftsmen whose skill and sensitivity transformed raw materials such as stone and wood and clay into the beautifully worked components of a hand-made building. Today few of these craftsmen can be found. Handmade buildings began to disappear in the nineteenth century and have become rarities in the twentieth. Occasional examples, like the group at Cranbrook, delight us. But most of our modern architecture is machine made. Today fewer and fewer raw materials are delivered at the job for fabrication. In-

Photo Illustrators, Inc.



DEAN PHILIP NEWELL YOUTZ, AIA

stead, most architectural components are factory-made and are simply assembled on the job. Building erection still is far from automation but it is moving in that direction. Less and less man hours are utilized on the job.

The literature of architecture reeks with nostalgia for the good old days of hand-craft construction. Some of you who have been longest in the industry may share this feeling. But handmade buildings are only possible in a social order in which labor is underpaid, materials plentiful, and time of little import. In the old fashioned buildings before the machine nothing was standardized, no modules were used, few columns were exactly plumb and no components were interchangeable. Untold hours of skilled labor were required to construct window frames and fit sash to them. Doors were of all heights and widths.

Wood paneling had to be mitered around beams and girders that were positioned by eyes uncorrected by glasses or instruments. Manufacturing the parts and adapting them to the handmade building would be a nightmare for the modern architect accustomed to dimensional control. The costs of such a lavish use of skilled labor would bankrupt private enterprise. Handmade buildings if well designed and conscientiously built, had great individuality and charm. But we must recall that only the best of them survived. Many others fell down because of primitive engineering, or burned up because little was known about fire-resistant construction. Many collapsed because building materials were not uniform in grade and hence unreliable.

The contemporary architect owes a great debt to the machine. It produces components that are standardized and of uniform quality. The cost of these is many times less than the same items made by hand. The result is that the modern building can be assembled economically and rapidly. Of course parts sometimes do not fit in spite of the best of factory inspection. The man who writes the lavishly illustrated catalogues may turn out to be a thwarted creator of fiction, who has never seen the product which the architect confidently specifies and the builder tries to wrestle into place by main force. But such incidents become rarer with each decade of the machine age. Building tolerances are generous and parts, unlike those that go into a motor, can have a modicum of individuality without causing trouble.

The architect today relies very heavily on the technical catalogue of the manufacturer in choosing his materials. I sup-



## METROPOLITAN ELECTRICAL CONTRACTORS ASSOCIATION

An Association of qualified electrical contractors dedicated to the continued advancement of the electrical construction industry in the Metropolitan Detroit Area.

C & L Electric Co.  
Darwish Brothers Electric, Inc.  
E. H. Dean Electric Inc.  
Detroit Commercial Electric  
Deweke-Heckinger Electric Co.  
Kasler Electric Co.  
Kramer Electric Co.  
McGarvey Electric Inc.

*You can be sure with a MECA member.*



Fred W. Moote Electric Co.  
Munro Electric Co.

Paas Electric Corp.  
Penn Electric Corp.  
Schultz Electrical Service  
Solar Electric  
Soma Electric Co., Inc.  
Standish Electric Co.  
E. R. Switzer Electric  
Yauch Electric Co.

## DETROIT STERLING HARDWARE COMPANY

COMPLETE HARDWARE SPECIFICATION SERVICE

DISTRIBUTORS:  
RUSSWIN  
and other Nationally  
Recognized Products

10530 PLYMOUTH ROAD

DETROIT 4, MICHIGAN

TELEPHONE: WEBSTER 3-1335

## THE DUNN - RAINEY COMPANY

### THIOKOL!

A Synthetic Rubber Base Sealer.  
AIR-FREE Cartridge eliminates hand mixing.  
AIR-FREE Material assures perfect bubble-free sealing.  
Ready for immediate pressure application.

**SAVES TIME ★ SAVES MATERIAL**

4461 W. Jefferson Ave.  
Detroit 9, Michigan

Telephone TA. 5-7156

## R. STEWART COMPANY, INC.

General Contractors

DRESDEN ELEMENTARY SCHOOL, Utica, Mich.

• Institutional

• Commercial

• Industrial

• Residential

9182 GREENFIELD, DETROIT 28, MICHIGAN • VE. 8-4600

*On Top Since '79*  
**D. W. Candler**  
ROOFING COMPANY, INC.  
551 E. VERNOR HWY. • DETROIT  
D. W. CANDLER •

ROOFING AND  
SHEET METAL  
WORK  
INDUSTRIAL AND  
RESIDENTIAL  
NEW ROOFS—  
ASPHALT  
SHINGLES  
COMPLETE  
ROOFING AND  
SHEET METAL  
REPAIRS FOR  
OVER 81 YEARS





pose most architects regret that they no longer have the first-hand acquaintance with materials and products concerning which so many of the older men were connoisseurs. Take paint for example. What is paint today? A polymer married to a pigment? In the old days when it was boiled linseed oil, white lead or zinc oxide, pigment, a little turpentine to make it spread and a dash of drier, an architect often mixed his own tones and hues for the painter. Nowadays paint comes out of cans and like soup which is found in the same kind of containers, it is difficult to tell what the ingredients may be. Plastics of all sorts bedevil the architect. Some of them are thermo plastic and some thermo setting. Some shed the rain and some don't. To specify the right one by the correct name requires the aid of a research chemist and laboratory facilities for checking. Then there is the field of mechanical equipment which includes many things yet to be mastered by the physicist, the mechanical engineer, the architect, and the maintenance engineer (non-professional).

The architect of our times has the difficult responsibility of preparing working drawings for buildings that reveal the future, not the past. Until our century the art and science of architecture consisted largely in copying historical buildings. There was a pattern to follow. The best designers were the ones who cribbed their sketches from the Greek, Roman, Romanesque, Gothic, Renaissance, Baroque or some more exotic style. Even the engineering was empirical. If a building had stood a few hundred years, it seemed safe to trust its construction. Few efforts were made to calculate more economical and efficient structures. But today the architect attempts to make each new commission a fresh design highlighted by elements from the future. The engineer calculates each structure and often ventures on a new system of static relations such as a thin shell. This fresh design takes a lot of work, knowledge and invention.

The modern architect boldly setting out to create a new environment for industrial society needs friends on whom he can rely, not just well-wishers but knowledgeable men who can advise him on the mul-

titude of new materials components, and operating units which can be relied upon to give long, trouble free, economical service in an up-to-date building. Here is the salesman's great opportunity if he is willing and capable of qualifying as a technical advisor to the architect. There is no time in an architect's office for salesmen whose only assets are their friendly approach to all mankind. Also, architects are likely to resent the high-pressure sales talk. In the end, architects have to decide on what is to go into a new building. But salesmen who bring in reliable and complete information about their products are always welcome.

Many of you were educated as architects and engineers. A few of you have actually practiced architecture. All of you know a lot about the building industry and the materials which it uses. The best modern salesmanship in our field is the ability to communicate this knowledge. Technical catalogues are excellent sources of information. But unless the architect has time to visit the plant and inspect jobs where the product has been applied, he still is dealing with abstractions. If the designer of buildings specifies only products he himself knows and has successfully used, he fails to keep abreast of the times, to take advantage of improvements and to utilize new inventions. We all are aware of the rapid deterioration of offices which continue to copy old specifications, job after job. Good salesmanship is like good reporting because it keeps the clientele informed as to the latest news.

What sort of information does the architect need from the salesman? Cost, dimensions, design, color, materials, durability, maintenance. In my experience most manufacturers will give the architect reliable cost figures. But when we come to dimensions, we are entering a dangerous area of variables. The architect's working drawings are no better than the dimensions of the fixtures given in the technical catalogue. Here is a field where the salesman can be of the greatest help. A competitive line may be more compact, and he may therefore lose the order. But if he has given reliable data on size his service will not be forgotten. The other items, design, color, materials, durability,

and maintenance cannot be judged from a catalogue. Samples help but the only real test is service on the job. Salesman should know where their products have been used with success and satisfaction.

The modern architect has become a paper worker. His office may be far removed from the job. He no longer has contact with the crafts. What he knows of materials and components comes out of books and technical catalogues. His professional instruments are sketches and models, blueprints and specifications. Many of his duties are carried out through conferences and correspondence with others. His imagination must be guided by cost estimates. His obligation to supervise the execution of contracts often creates a barrier between him and the builder. The architect works for one corporate client after another, rarely having the opportunity for continuous employment by any one. He works more and more with components designed and manufactured far from the job.

You as salesmen have it in your power to bring the architect back into intimate touch with the building operation. Actually your interests and his largely coincide. If your products are to fit and to function, they must be incorporated into the plans for the job. They can only be dimensioned and specified if the architect has the benefit of the expert knowledge which you possess. This is the purpose of the close relationship between the Producers' Council and The American Institute of Architects, the sharing of technical knowledge, so as to benefit the client and the public. Your motivation is economic, ours is professional. But toward the goal of improving machine-made architecture so that it will be more imaginative, more economical and more convenient, we are all marching together.

How does the new architecture differ from the old? Instead of answering that question, I will give you a wise book about new forms on both sides of the Atlantic. The book is called "Space, Time and Architecture" and it was written by Sigfried Giedion. I recommend the new third edition. When you have read it, you will know the directions in which modern architecture is advancing and be able to do your part in its progress.

## KOLARIK and CRONK, INC. General Contractors

EUGENE B. ELLIOTT ELEMENTARY SCHOOL, WAYNE  
NANKIN NO. 2 ELEMENTARY SCHOOL, LIVONIA  
MICHIGAN

263 WEST NINE MILE ROAD  
FERNDAL 20, MICHIGAN  
LINCOLN 8-8400

COMMERCIAL • INDUSTRIAL • INSTITUTIONAL





Courtesy The Greenbrier

**PRESIDENT'S PARLOR**—This room in the North Wing is considered by many to be apex of interior decorator Dorothy Draper's most sublime work. Keynote is magnificent 150-year-old circular Aubusson rug from palace of French King Louis Philippe. Marble fireplace is from English manor house. Original large painting of Battle of Fort Ticonderoga was cut in half, reframed into two pictures and placed on each side of fireplace

# The Greenbrier

PART II (Continued from March Issue)

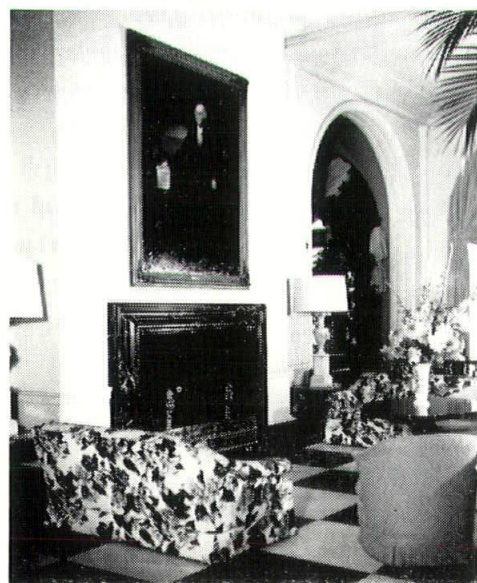
## A NEW ERA OF SPLENDOR

By GUSTAVUS ARNOLD

RENAMED ASHFORD GENERAL HOSPITAL, with General Beck in charge, the former Greenbrier now became a center for vascular surgery, neurosurgery and general medicine. It was later converted into a replacement center for the training of medical officers. By November 1945 more than 20,000 patients had been treated at the hospital from practically every battle front.

The war was hardly over when Ashford

**LOBBY DETAIL**—Full length portrait of George Washington (1732-1799) by Jane Stuart (1812-1888) daughter of celebrated American artist Gilbert Stuart (1755-1828)



Courtesy Chesapeake & Ohio Railway

was put up for sale as suddenly as it had been purchased. After four years and five days and millions poured into it to make it into a first-rate institution, it was now found to be too remote for a hospital and newer ones in urban communities were being built to take its place.

Many buyers came to look — even "Hollywood" — but no one made a down payment. Finally, in desperation the Chesapeake and Ohio Railway, its former owners—through the perseverance of Mr. Walter J. Tuohy, an executive of great patriotic bent and today President of the Railway—bought it back in January 1947 for four million dollars, since the Company could not bear to see this great American

heritage pass into oblivion, and hoped to preserve it as a "way of life" unduplicatable anywhere else in the world.

Small, Smith and Reeb were immediately requested to revamp it—to undo what they had so recently done—for resort use again. The services of Mrs. Dorothy Draper of New York, a woman of vast experience and of the most extraordinary capacity in the interior decorating field, were secured at a fee of \$120,000 to do what her predecessor, Maude Sterner, had done thirty-five years before.

Mrs. Draper was given carte blanche on the interior and she went into it with artistic vengeance, ripping out whole walls to put in doorways and putting in fireplaces where doorways had been. The long vista through the center of the structure vanished and in its place the intimacy of our present era was promulgated with remarkable artistic effect.

One whole year was spent in ordering the furnishings. No two bedrooms would be alike in the whole six hundred. Designs and orders were given for over 15,000 rolls of wallpaper, 30 miles of carpeting, 35,000 different items of furniture and decorative pieces, and 45,000 yards of fabric. It was a tremendous undertaking but Mrs. Draper was up to it. She did not miss a trick even to scarlet wash cloths that startle the guests into "rapt exclamations."

In the lobbies, huge 32-inch square black Belgian and white Georgian marble were laid, giving a dramatic and stunning effect to the whole scene.

In the ballroom, a magnificent 1800-pound Czechoslovakian drop crystal chandelier by Wendell & Co. of New York was hung. It is patterned after an old Russian print and has all the glitter and glory of those found in Catherine the Great's Winter Palace in old St. Petersburg. In the ballroom are also dainty, stiff, gold leafed, chaperon chairs resurrected from the "Old White."

In the President's Parlor, in the North Wing, was placed a magnificent circular 150-year-old Aubusson rug that came from one of the royal palaces of Louis Philippe, King of France.

In the dining-rooms are oil paintings, on loan, that give the scene a distinguished serenity. Of the nine paintings in the Colonnade Dining Room the largest is of Dr. John T. White, Col. of the 4th Georgia Battalion during the Revolutionary War

**MAIN LOBBY**—Arresting interior by Dorothy Draper with black and white marble flooring distills stunning impact of majestic serenity. Four-hundred-year-old brass bowl covered with porcelain from Hong Kong, China, centers circular table in right foreground. Each evening two huge bowls of apples are placed on table for guests to partake of before retiring





and painted by John Singleton Copley (1747-1815). In the Georgian Room are seven paintings. The most important there is one of Charles, 3rd Duke of Marlborough, advocate of Colonial Right and illustrious ancestor of Sir Winston Churchill. It is by Francis Hayman (1708-1776).

A \$40,000 collection of house plants was also brought in to give accent to the interiors.

In all, the Chesapeake & Ohio Railway laid out the tidy sum of \$12,413,871.00 before they were ready to open the doors to the enraptured public on April 19, 1948.

The place was taken by storm but without some repercussions—especially from the Old Guard, who had trooped back in elation, but sad to say, in somewhat diminished numbers. For times had changed. War, the Great Leveler, had taken its toll. The personal wealth of many of America's first families had been sluiced away by taxation and the new laws of the land. The day of the private railroad car and its symbol of exalted wealth was dead.

The management was agreed that times had changed and that a great institution the size of The Greenbrier could not possibly count on the wealth of its former clients to continue its existence in the way to which they had been accustomed. The decision was made that no red ink must ever desecrate the chaste white accounting sheets of the establishment's exchequer. And so, accordingly, the red carpet from now on was to be rolled out to the American corporations, the American associations, and the American unions—the new harborers of the wealth of the nation.

The day of the Conventionist had arrived. American enterprise, flush with money, needed a place to foregather its top echelon from time to time where they might confer and reap the bounty of a smart social hiatus so necessary in keeping modern day employees satisfied and happy in these times. And what better place could they pick than The Greenbrier—which has everything!

Recently 88 railroad carloads of executives were brought to confer at a three-day session at The Greenbrier by a large corporation. When they left the corporation also left about a half million dollars. That is big business. What private individual could match that for three day's spending?

It was reported, by a wag of the day, that when the first Conventionists made their appearance, and came herding into the confines of the stately dining-room, the Old Guard, appraised of their approach, suddenly rose en masse outflanking the oncoming invaders on both sides with as withering an onslaught as ever glared through a battery of raised longnettes. The front lines of the Conventionists, taken back by this icy blast, first froze in their tracks. But those coming up in the rear, not knowing of the stalemate in front, kept shoving forward until the line finally broke, fanned out, and completely inundated the whole dining-room. The Old Guard, steadfast to its last diamond dog collar, foundered in all its glory under this terrific impact, but like the Old South still holds its head high even in defeat.

Be that as it may, there is now an amiable truce between the two factions

Courtesy Chesapeake & Ohio Railway



**BED ROOM**—One of six hundred of which no two are alike. Each has its own individual decor to suit personality of guest

and through the years each has accepted the other as part of democracy's new regime in the resort business.

The Tylers of Virginia still come to The Greenbrier. Miss Reba Tyler of Monument Avenue, Richmond, wouldn't think of going anywhere else, and Mrs. Arthur Farnsworth Elliot of Fifth Avenue, New York, and a dowager of the first magnitude, has been coming to the resort for over thirty years, and Mrs. Lorenzo E. Woodhouse, on her yearly circuit from Easthampton to New York to Palm Beach, always makes a long stay at The Greenbrier, and Mrs. Woodhouse is a lady of about ninety.

Afternoon tea is served in the lobby each day at The Greenbrier, with the music of Meyer Davis' orchestra swelling the majestic room with such throbbing notes as "Waltz at Maxim's" (She is not thinking of me) from Gigi.

The social director is comely Mrs. Marie Henderson of New York whose radiant enthusiasm for the appointments of the

establishment spreads like a happy epidemic among the guests. She is a great asset to The Greenbrier.

Coffee is served to the guests on arrival when registering in the lower lobby, which gives one the feeling of a warm sense of welcome.

Two of the most significant aspects of The Greenbrier that immediately impresses the guest are its magnificence and its cleanliness. The serenity of its beauty that prevails throughout the resort and the spotlessness of its upkeep in every realm gives one the assurance that he could eat off the floor, and what's more enjoy it.

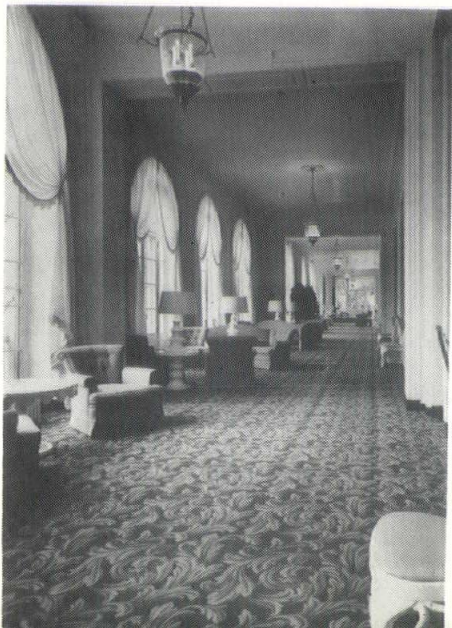
The elaborate cuisine of The Greenbrier is under the direction of Hermann G. Rusch, member of the "Order of the Golden Dozen," a select group made up of the world's greatest chefs. The superb

**TYPICAL DINNER MENU**

Dinner			
Hors d'Oeuvre			
SUPREME of FRESH FRUIT ANGOSTURA	CHARCUTERIE FRANCAISE	CALIFORNIA CRANSHAW MELON	MARINATED HERRING in SOUR CREAM
ARTICHOKE VINAIGRETTE	TREASURE ISLAND SHRIMP COCKTAIL	CHILLED V-8 JUICE	CHERRYSTONE CLAMS on ICE
BLUEPOINT OYSTERS on HALF SHELL	RIFE OLIVES	QUEEN OLIVES	
Soup			
BOULA BOULA CHANTILLY	ILLIED MADRILENE	CONSUME DOUBLE AMONTILLADO	COLD VICHYSOISE
Entrees			
OMELETTE with GINGER SALPICON ST. HUBERT	SHELTER ISLAND OYSTERS FRI. SAUCE EPICUREAN	POACHED PACIFIC HALIBUT	SAUCE MOUSSELINE
IMPORTED DOVER SOLE GRILLE MIRABEAU	ITALIAN RISOTTO with SAUTEED CAPON LIVERS CARUSO	MICHIGAN VEAL CHOP FOLEE with CEPES des ALPES JURASSIENNE	CALCUTTA FASHION SPRING LAMB CURRY with PAPADUMS and STEAMED RICE
AFRICAN ROCK CORNISH GAME HEN BIGARADE	ORANGE SECTIONS SAUCE CURACAO	NEW YORK MUSHROOMS with CANADIAN BACON on EGGPLANT COLBERT	ROAST RIBS of BLUE RIBBON SHORTHORN STEER au JUS
COLD—SMOKED TURKEY and OX TONGUE with MELON SUPREME and CELERY MAYONNAISE	ASSORTED BUFFET GARNI PAR LE CHEF		
Vegetables			
ASPARAGUS HOLLANDAISE	CHATEAU POTATOES	STRING BEANS au BEURRE	BAKED IDAHO POTATO
Salads			
DOCTOR'S SALAD	RED WINE FRENCH ROQUEFORT or THOUSAND ISLAND DRESSING	HEARTS of KENTUCKY BIBB LETTUCE	
DINNER ROLLS	MUFFINS	MELBA TOAST	CORN BREAD
Cheese			
ROQUEFORT	PHILADELPHIA CREAM	SWISS	BEL PAESE
LIEDERKRANZ	GOUDA	PORT-SALUT	CHEDDAR
Dessert, Ice Cream			
STRAWBERRY CREAM CAKE	SOUTHERN PECAN TARTE	SOUFFLE PUDDING CAPUCINE	RUM PUNCH
PARFAIT SUCHARD	POUND CAKE	COMPOSE of FRUIT	VANILLA
ICE CREAMS—PEACH	CHOCOLATE CHIP	COFFEE	PETITS FOURS
RASPBERRY, PINEAPPLE or LEMON SHERBET			
COFFEE	TEA	MILK	SKIMMED MILK
			BUTTERMILK

Saturday, October 17, 1959 "White Sulphur's 181st Year"

**PARADISE ROW**—This promenade allee flanks east side of dining room and leads to Virginia Wing and "Old White Club"



Courtesy Paul Thoudet

Cummins Photo





**INDOOR SWIMMING POOL** — Black Corinthian columns give striking decor to vaulted ceiling. Originally designed by architect Leo H. Pleins of Chicago; redone by Small, Smith, Reeb and Draz of Cleveland

Cummins Photo

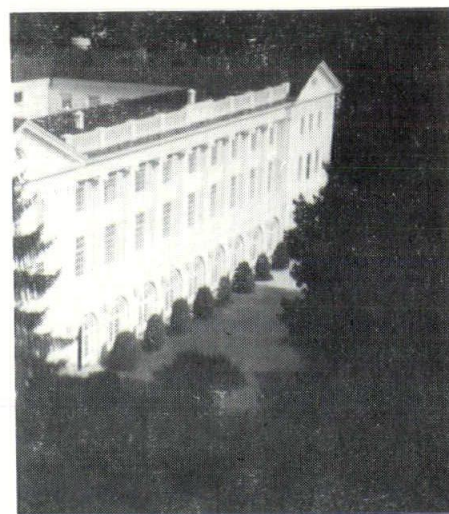


Photo By Author, 1959

**BATH WING** — Originally designed by Harris & Richards of Philadelphia and Westinghouse, Church and Kerr of New York. Redone by Small, Smith, Reeb and Draz of Cleveland

service in the dining-room is under the supervision of headwaiter Paul Thioudet.

Most of the employees have been there for many years and come from all over the world. For a background of service at The Greenbrier is open sesame to any other resort in the country.

Virgil Digle, affectionately known as Papa Caruso, because his voice resembles that great artist's, has been head of the kitchen's Service des Rotis for 46 years and can still render an aria with appropriate gusto as he turns out a roast beef that is "fit for the gods."

The length of service in the dining-rooms runs from white-haired and efficient, tiny Christine McDonald from Dublin, Ireland, who has been at The Greenbrier for over thirty years, to young Otto Maier who arrived from Munich, Germany, just last April.

In the lower arcade of The Greenbrier there are twenty-two exclusive shops which cater to the guests of the resort. One of the most fabulous of these is the one on antiques over which Mrs. Kay Bolger presides. Here these are treasures from all over the world ranging from seventy-five cents up to three thousand dollars. One of her choice articles is a hand basin and water pitcher having belonged to Marie Antoinette and rumored to have been used by that ill-fated queen to tidy up a bit just before she boarded the tumbrel on her last ride—to the guillotine. It was priced at only \$250.00.

Mrs. Bolger, who looks more like a poetess than an antiquary when she puts on her hornrimmed glasses and sits at her desk bending over her salesbooks, is a sister of the late Daniel N. Driscoll, once consulting engineer for The Greenbrier and later designer of all the wrought iron work at Radio City, New York, and the United States Supreme Court Building in Washington, D. C.

The Greenbrier always has been famous for its numerous sports activities. The Golf and Tennis Club is the rendezvous for its sports enthusiasts in spring, summer and fall. Fanning out from it are the two 18-hole championship courses of Old White and Greenbrier and the 9-hole Lakeside course which is presently being made into an 18-hole course with one sporty green on a peninsula jutting out into a lake as a hazard. At The Greenbrier golf pro Sam Snead has reigned for over 25 years.

In 1884 the first organized golf club in America came into being on the "Oakhurst" estate of Mr. Russell W. Montague just three miles from the present Greenbrier layout.

Tennis is also a major sport. Five fast-drying courts are scenes of many tournaments. During the fall of 1959 Victor Seixas, Ham Richardson and Greenbrier pro Ray White put on a series of exhibition matches before a large gallery.

The Greenbrier has both indoor and outdoor swimming pools. The indoor mosaic pool is one of the largest in the country

and strikingly designed with sixteen black Corinthian columns supporting the roof.

The beautiful 135 ft. long outdoor swimming pool, designed by landscape architect Richard Webbel, is adjacent to the Golf and Tennis Club. The filtered mountain spring water is maintained at a perfect swimming temperature through an automatic, thermostatically controlled heating system.

Custodian of the swimming pools is gentlemanly Clarence "Buster" Williams who was born at White Sulphur and has served The Greenbrier for over seventeen years. Buster recalled that the Duchess of Windsor always used the indoor pool while the Duke played golf when they came to the resort.

A stable of fine riding horses is maintained throughout the year and more than 200 miles of well-kept trails skirt the golf courses and penetrate the woods of the 6000 acre estate. The mounting ring is at the north entrance of The Greenbrier.

For the non-equestrian there are the delightful, old-fashioned down-to-earth Buckboard carriages for an afternoon drive.

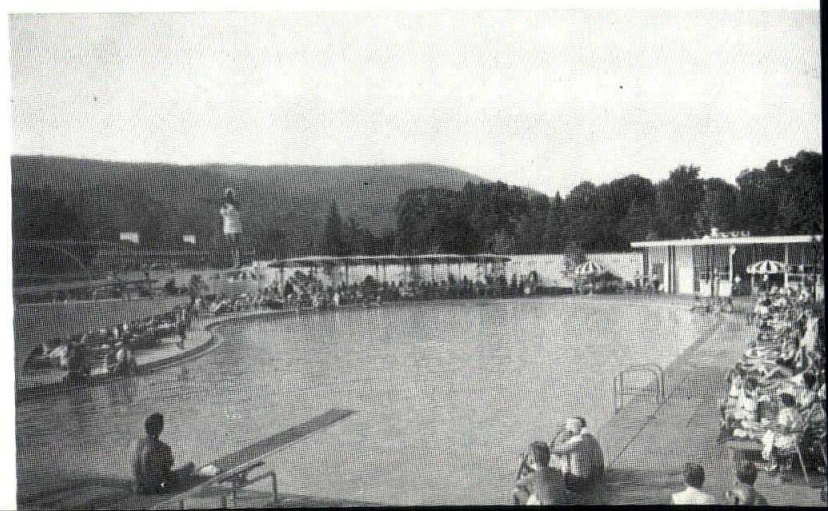
There is also hunting and fishing; horse-shoes and shuffleboard for the aged, and bicycling for the more energetic, with skeet and trap shooting at The Greenbrier Gun Club up at Kate's Mountain which before World War II was the well-known Kate's Mountain Club, famous for its Southern fried chicken dinners with hot biscuits and strawberry jam.

**DINING TERRACE** — Golf and Tennis Club overlooking driving range. Table for two in foreground by rail favored by Duke and Duchess of Windsor



Photo By Author, 1959

**OUTDOOR SWIMMING POOL** — Designed by landscape architect Richard Webbel. Setting gives picturesque view of surrounding mountains







**WEST TERRACE** — Where famous Julep Party was held on August 29, 1942 to ring down curtain for Greenbrier after 164 years. Putting green in foreground (1959) once front lawn of Florida Cottage Row (1942)

The Greenbrier has its own airport with a 3500 foot concrete runway with a 1500 foot sod extension, what was once The Greenbrier polo grounds, and before that, the old race track before the War Between the States.

In 1954, the West Wing, designed by architects Small, Smith and Reeb, was built at a cost of \$3,000,000. It houses the Mural dining-room which formerly was the theater, built in 1931, and the commodious Chesapeake Hall where every year on New Year's Eve an elaborate ball is held for one thousand guests. This wing was especially built to accommodate conferences with attendance up to one thousand persons. Included in the new air conditioned wing is a theatre on the lower floor with cinemascope screen where first-run pictures are shown nightly throughout the year.

In 1956 the Old White Club addition, designed by architects Small, Smith, Reeb and Draz of Cleveland, was opened. Here members may have cocktails before dinner. There is also dancing every night before and after dinner with entertainment by the Populars, a recording orchestra of note, and The Harveys of the Arthur Murray dancers.

In 1957, an addition, all in vinyl furnishings, was added to the Club, so popular has it become with The Greenbrier guests. Outside in the beautifully landscaped grounds of the Club are statuary and lovely flower gardens surrounded by a serpentine wall whose brick came all the way from Charleston, South Carolina.

For the nature lover a walk through the well manicured grounds of the beautiful Greenbrier estate with the resident naturalist is most rewarding. Some of the boxwood at The Greenbrier are over 160 years old.

After a vigorous day of activity at the resort, guests may relax in The Greenbrier Spa. Sulphur baths, famed since Amanda

Anderson's day, which restore energy and relieve high tension are found here to be some of the best in the country.

"For about a century now the waters have been used with ever-increasing reputation; and peculiarly suited as they are to the nervous and other diseases resulting from the headlong pace of modern life, it is probable that they will be sought after more and more in the future." Thus wrote someone in 1878 who was extolling the blessings of the Spa, but they are just as appropriate today—82 years later.

Also at The Greenbrier, but not associated with The Greenbrier operation, is the Clinic begun in 1948 which is equipped to carry out diagnostic health examinations on individuals and groups of business and industrial executives. It is manned by an outstanding, competent and experienced staff of physicians and technicians.

The Greenbrier is now in the process of building a new wing, designed by Small, Smith, Reeb and Draz, to the west and up the hill from the present West Wing and which is to be called the West Virginia Wing.

"This handsome white building will capture all the lovely grace of The Greenbrier's Georgian architecture and will make available America's 100 most beautiful guest rooms—built to a new concept in resort guest room planning.

"The lower levels of the wing will have exhibit areas supplementing present facilities for Greenbrier guests and will house the famous Greenbrier Clinic." It is expected to be completed in the spring of 1961.

The tremendous operation of an institution of The Greenbrier's size is carried out smoothly and flawlessly under the expert executive direction of E. Truman Wright, vice president and general manager, and genial Richard E. Holtzman, resident manager, both Cornell University graduates,

and through the capabilities of Joseph W. Coleburn, Jr., executive assistant manager, who has been with the resort for many years.

A management triumvirate of such caliber cannot but assure a successful and enduring enterprise "where the season never ends."

A memorial marker, probably overlooked by most people, stands at the entrance to the lovely formal garden which marks the site of the "Old White" in front of the North Wing of The Greenbrier, which seems to express so beautifully the American heritage of this great resort. It reads: "Here stood a famous Hostelry affectionately known as 'The Old White' once the pride of the old Dominion whose gracious hospitality, beautiful surroundings and healing waters gained national renown and made it the object of many a pilgrimage.

"Here gathered from the North and South great Generals, famous statesmen and philanthropists, lovely ladies and reigning belles who left upon the silent shore of memory images and precious thoughts that shall not die, and cannot be destroyed." — **THE END**

**EXCAVATION DETAIL** — Huge hole cut into Copeland Hill where foundations for new West Virginia Wing were being laid

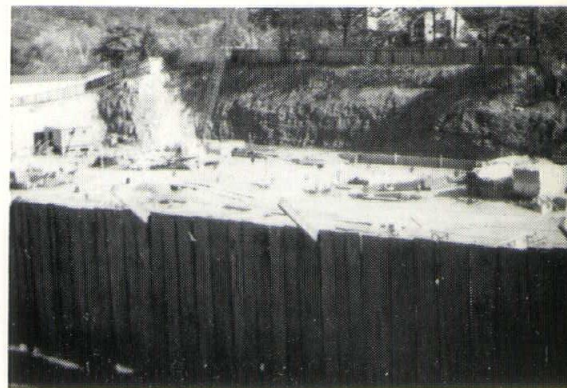


Photo By Author, October 15, 1959

Rendering By Schell Lewis

**NEW WEST VIRGINIA WING** — Now under construction, this one hundred bed room addition will house the new Greenbrier Clinic — the most modern in America

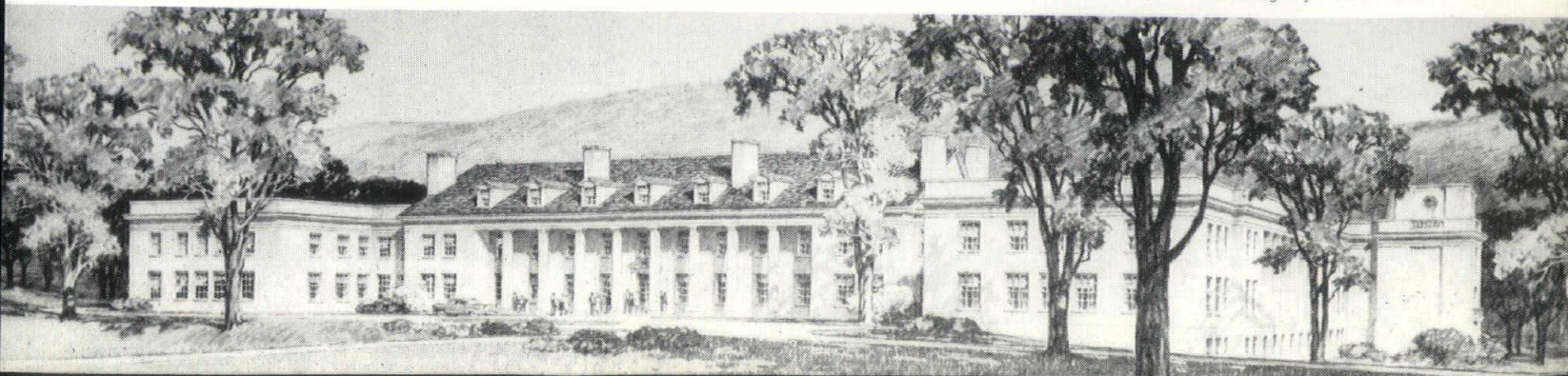


Photo By Author, August 30, 1942



**NORTH WING** — View from Great Park showing lovely grounds of White Sulphur which enchant the nature lover for The Greenbrier





Reg. U. S. Pat. Off. by THE BURNS & RUSSELL CO.

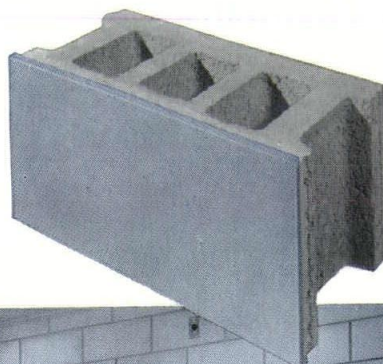
## STRUCTURAL MASONRY BLOCKS

# THE ONE BLOCK

THAT GIVES YOU  
**2** WALLS IN  
**1** OPERATION



Regular load-bearing blocks, modular face size nominal 8" x 16" . . . 2" to 12" thick, permanently glazed in colors.



## FOR EVERY building you design

One operation completes both walls . . . structural and interior . . . No finishing operation necessary. Glazed interior wall has beautiful, colorful satin-smooth finish. Spectra-Glaze will not check or craze.

- BASEMENTS
- SCHOOLS
- OFFICES
- DAIRIES
- STORES
- FACTORIES
- HOSPITALS
- CLINICS
- OTHERS

MANUFACTURED  
BY

# Glazed Products

INCORPORATED

4500 AURELIUS RD. • LANSING, MICHIGAN

### SOLD ONLY BY

John A. Mercier Brick Co.  
3895 Roulo — Dearborn

Mich. Cert. Concrete Prod.  
1235 Hoyt, S.E. — Grand Rapids

R. K. Block & Supply Co.  
901 North 16th Street  
Saginaw

C. A. Campbell Brick & Tile Sales  
6707 S. Third St.  
Louisville, Ky.

Panel Walls, Inc.  
955 Proprietors Rd.  
Box 259 — Worthington, O.

Boice Bros. Supply Co.  
545 Telegraph — Pontiac

Western Concrete Prod., Inc.  
510 Fifth St. — Cadillac

Clay Products, Inc.  
16 Court — 9th Arcade  
Cincinnati, Ohio

SEE YOUR DEALER OR WRITE DIRECT FOR FOLDER

## Letters

### BULLETIN:

The article concerning The Greenbrier in your March issue is one of the best I have read. This splendid historical account is greatly appreciated. I am looking forward with pleasure to reading the next installment. — WALTER J. TUOHY, President, The Chesapeake & Ohio Railway Co., Cleveland, Ohio

### BULLETIN:

The Monthly Bulletin for March, of the Michigan Society of Architects, arrived in this morning's mail, and we were delighted with your article on The Greenbrier. Your verbal picture of this beautiful estate, plus the illustrations you used, combine to make one of the most interesting reports that we have ever read about our Hotel. — E. TRUMAN WRIGHT, Vice President & General Manager, The Greenbrier, White Sulphur Spring, West Virginia

### BULLETIN:

You have hit another bullseye in presenting the article so well depicting the magnificent history of The Greenbrier and its predecessors. My friend Truman Wright should have a special reprint made of this great study for their publicity and advertising purposes.

I was a guest at The Greenbrier in late August 1914 and the memory of it and those days is forever with me.

Another memory is of the spring of 1929 when I visited there with the intention of beginning negotiations to buy the property—.

Another matter of interest to me, in your article, is mention of Commodore Matthew Fontaine Maury of Richmond whom you mention having been one of those who in 1857 bought the property. He is an ancestor of the wife of my nephew, Mrs. R. Daniel Musser, Mr. Musser as you know now associated with me at Grand Hotel.

In the lower hall of Grand Hotel, you may have observed a framed menu that I have placed on those walls, a party menu of The Greenbrier, a menu and party that I enjoyed as the guest of Mr. Wright a few years ago, and on it personally inscribed: "The finest dinner I have ever enjoyed."

This is the best report on a great institution that I have ever read, and I am eagerly looking forward to the second installment. — W. STEWART WOODFILL, President, Grand Hotel, Mackinac Island. Winter address: Scottsdale, Arizona



#### BULLETIN:

Your article in the March issue of The Monthly Bulletin is truly a ten strike! I want to be among the first to tell you how keenly we appreciate the excellent treatment you have given Greenbrier and its history in what is unquestionably one of the most comprehensive and accurate accounts of our hotel and its traditions that has ever been published.—RICHARD E. HOLTZMAN, Resident Manager, The Greenbrier, White Sulphur Springs, West Virginia

#### BULLETIN:

We enjoyed reading about The Greenbrier and of course about Lady Stanley.

I am sending it to my sister Constance and her husband who live in Shrewsbury, England.—FRANCES DUNNING STANLEY, Ferndale, Detroit, Michigan

#### BULLETIN:

The March issue arrived containing your wonderful description of The Greenbrier. I thoroughly enjoyed reading every detail, and shall put this among my treasured articles to be kept.—M. LOUISE EWELL (Mrs. Nathaniel McGregor, Sr.) Charlottesville, Virginia

#### BULLETIN:

I enjoyed your Greenbrier story so much. I only wish all our guests might

have it. For you certainly cover such a lot of ground and in such an interesting way.—(MRS) MARIE HENDERSON, Social Director, The Greenbrier, White Sulphur Springs, West Virginia

#### BULLETIN:

It is a beautiful story and probably one of the most correct factually that we have. You will now find that at The Greenbrier you have also become the encyclopedia source of Architectural Greenbrier information. We are looking forward with tremendous interest to the second article on The Greenbrier.—(Miss) JERRI BOSTWICK, Public Relations Director, The Greenbrier, White Sulphur Springs, West Virginia

## BUILDERS & TRADERS EXCHANGE OF LANSING

LESTER E. SIMMONS, President

B. E. BROWN, Vice President

HAROLD V. MINNIS, Treasurer

J. REVELL HOPKINS, Secretary



DIRECTORS: Albert E. Conrad, Bill E. Hanel, Richard L. Parisian, James F. Labbanicz, G. Edward Madison, George L. Root, Architectural Representative, Robert A. Mattern, AIA.

### Human Safety

*The Bulletin of the Builders & Traders Exchange, Inc., of Lansing, reprinted the following from Northwest Architect:*

The chairman of the AIA Committee on Human Safety, John C. Thornton, of Royal Oak, Michigan, told a St. Paul audience recently that "fireproof" and "fire-retardant" used in connection with so many construction materials today have created a "fire apathy" among Americans which is very dangerous. "He said a five-year study by his committee showed that many lives are lost because human safety is neglected in the planning of homes, supermarkets, churches, hotels, department stores and other buildings."

"The American people are not safety-minded. They are willing to take chances. We have an apathy toward fire . . . We think we will always have fires and that there is not much we can do about it," he asserted. "Fireproof" and "Fire-retardant" construction doesn't make buildings 'safe'. You can be killed by the gases of combustion in a fire-retardant building just as quickly as in an ordinary building." He criticized many

design practices in both old and new buildings, pinpointing them this way:

"Windows — so-called modern windows are of 'thoughtless' design because many don't permit escape or rescue in case of fire. Small high windows, popular in bedrooms, make the rooms firetraps. Worse, Thornton added, are windows in many modern schools. The recent fire in Chicago's Our Lady of the Angels School, which cost more than 90 lives, would have caused three times that many deaths if the building had had modern small louvered sash for windows, he said."

"Doors — Thornton criticized the 'open plan fad' of few doors. Closed doors, he said, can save lives by slowing the advance of gases from combustion. Where possible, there should be a door separating the bedroom portion of a house from the living quarters."

"Air-conditioning — It took us years and many deaths to eliminate the open stairway in certain new buildings but today we are installing air-conditioning systems that can spread fire and smoke throughout a building faster than the open stairway ever did. Many such systems are really designed for death."

"Building Materials—These are one of the most serious problems, said Thornton. 'Manufacturers selfishly put materials on the market without knowing much about them, especially how they act under fire conditions. Building codes are trying to take care of this but

the fact remains that thousands of buildings have walls and ceilings covered with materials that carry fire with lightning rapidity."

### From Engineering News Record

PROFITS CUT — COMPETITION GROWS—(Excerpts—Engineering-News Record) In the face of increased construction activity, contractors across the nation are continuing to meet competition ranging from "stiff" to "murderously cutthroat." Result: Slim profits.

So severe is the competition, that in many areas bids are consistently running below engineers' estimates on almost all types of work. Low bids are ranging from 5% to 20% below estimates.

Most of this bid-price chopping is coming out of profit margins. All of this despite higher costs of labor, materials and working capital. Contractors are no longer absorbing all cost boosts. Some are resulting in slightly higher bids. But it appears the rise is in almost direct proportion to the rise in costs—still no help for profit margins.

And despite the large number of contractor failures last year, the over-all number of contractors continues to rise.

Most reports indicate contractors handling jobs of under \$1 million are being hit the hardest.



## J. Leonard Rush

JOHN LEONARD RUSH, AIA, a prominent architect and member of the Detroit Chapter, The American Institute of Architects, died suddenly at his home, 4094 Fairlane, Birmingham, Michigan, April 4. He was 61 years of age.

Mr. Rush was born April 28, 1898 at North Tarrytown, N. Y., where he received his early education. His higher education was received at State Normal

School, Normal, Ill., the University of Illinois, University of Michigan extension courses; the Wicker Art School and Atelier Derrick, both in Detroit.

After employment in architects' offices in Ohio and Michigan, he became registered as an architect in Michigan in 1939, following which he was with the Detroit office of the Federal Housing Administration, and General Motors Corporation. He entered his own practice here in 1947.

His other affiliations include the Michigan Society of Architects, The Engineering Society of Detroit and the Scarab Club, of Detroit.

Surviving are a daughter Karen Rush of Birmingham; a son, William of Cuyahoga Falls, Ohio; two sisters, Mrs. Beatrice Snyder of Durham, N. C. and Mrs. Armin Moratz of Bloomington, Ill., and two brothers, William R. of Bloomington, Ill. and Lawrence of New Brunswick, N.J.

## Michigan Drilling Co.

FOR

- Soil Test Borings For Foundation and Other Structures
- Complete Laboratory Testing
- Diamond Core Drilling

14555 Wyoming Avenue  
Detroit 38, Michigan  
WEBster 3-8717



**M. DEN BRAVEN**  
established 1912

SHEET METAL  
VENTILATING  
AIR CONDITIONING

9080 Alpine Avenue  
Detroit 4, Michigan  
WE. 3-7494-5-6

## Nelson Company

PLUMBING  
HEATING &  
AIR CONDITIONING  
SUPPLIES

WHOLESALE

Beautiful Plumbing Display Room  
Available for Architects and  
Their Clients

MAIN OFFICE  
and  
DISPLAY ROOM  
2604 FOURTH AVE., DETROIT  
WOodward 2-4160

ROYAL OAK  
GROSSE POINTE  
ANN ARBOR

## VOGEL - PETERSON COAT & HAT RACKS

Furnished In  
EWELL & WEST UTICA SCHOOL  
BARK RIVER - HARRIS SCHOOL  
SHEPARD OF THE LAKES EV. LUTH. CHURCH

By

**JOHN L. MITCHELL CO.**

120 Madison Avenue, Detroit 26, Michigan  
WO. 3-7270

## ZEHNDER & WESSELL Co. Mechanical Contractors

for . . . Forest Lake Country Club  
Bloomfield Township, Michigan

ELgin 6-7773  
28865 TELEGRAPH ROAD, SOUTHFIELD, MICH.



# BUILDERS & TRADERS EXCHANGE OF DETROIT

R. L. DEPPMANN, President  
1120 W. Baltimore Ave., Detroit 2, Mich.  
JOHN J. BRUNY, Vice President  
15500 Beech Daily Road, Detroit 39, Mich.  
ROBERT E. WUNDERLICH, Vice President  
12045—12th St., Detroit 6, Mich.  
LYLE E. EISERMAN, Treasurer  
301 Farwell Building, Detroit 26, Mich.



DIRECTORS: Robert A. Carter, Franklin J. Knight, Peter J. Koenig, Richard J. Kulen, W. Rodman Turner

WILLIAM C. DENNIS, Secretary-Manager  
2210 Park Avenue, Detroit 1, Mich.

JOHN L. McGARRIGLE, Asst. Secty.-Mgr.  
2210 Park Ave., Detroit 1, Mich.

NEARLY FOUR HUNDRED MEMBERS of the Builders' & Traders' Exchange of Detroit braved snow and bitter winds to the Rackham Memorial Building the evening of March 3rd for one of the most unique meetings in the history of the Exchange. The meeting was set by the Education Committee of the Exchange to explore, as a group, the role of education in an industry beset by price-cutting, shrunken markets and an increased number of competitors.

R. L. Deppmann, President of the Exchange pointed to 1955 as the record year for construction in the Detroit metropolitan area with contract awards, excluding heavy engineering, amounting to \$763,800,000. Since that time, construction volume in the metropolitan area has continued to decline. In 1959, contract awards fell to a low of \$513,400,000, approximately \$250,000,000 under the 1955 peak. While Detroit and Michigan continue to suffer, construction nationally has reached new records each year.

Mr. Deppmann stated that 6.5% increase was expected in 1960, but that this figure would still be 29% below the 1955 record year. He pointed out that the decrease in volume is even more serious considering that there are 30% more contractors doing business today than in 1955.

Principal speaker of the evening was Dr. Edward T. Raney, Wayne State University Professor of Management and noted business consultant. In his talk that evening, Dr. Raney called the construction industry "immature" and pointed to an over-supply of firms, many of them poorly qualified, unethical practices, and slim or nonexistent profits the benchmarks of all immature industries. He defined a mature industry as one which has established a "climate" in which it can successfully operate both to the benefit of the public and the industry. Dr. Raney stated that the key to a better business climate lies in adequate standards of competence, performance, and ethics, developed by and policed by the industry, and he pointed

to architects and engineers, doctors, accountants and real estate as being typical of mature business groups.

No short-run solutions to the situation which confronts the construction industry in Michigan were offered by Dr. Raney. He suggested that the answer lay in long range planning. "You must begin to develop standards," Raney said, "then begin to control entrants. To make standards effective, training courses have to be set up. You members must take the courses yourselves, and then demand that others take them."

At the conclusion of Dr. Raney's talk, questionnaires developed by the Education Committee were distributed to those who attended. In these questionnaires, the advice of the membership was asked concerning the desirability of further study and programs in the five following areas: (1) The functions and responsibilities of construction management including its important role as a large employer of labor. (2) Construction accounting and finance. (3) The law of contracts, including liens, retentions, bonding, insurance, escrows, and joint ventures. (4) The impact of local, state and federal tax statutes on construction. (5) Professional and trade liaison, and methods improvement.

In addition to the questionnaires, over

100 written questions submitted by the audience were compiled, analyzed and have been turned over to the Education Committee of the Exchange for further evaluation. The information obtained from this meeting will become the basis of future Exchange activities designed to assist the industry in establishing a sound, profitable economy for itself.

Following the March 3rd meeting, the directors of the Exchange voted to establish a special Construction Industry Standards Study Committee to explore the development of standards for the industry, and the effect of such standards on the industry and in the community. In addition, Chairman Edwin L. Salkowski and his Education Committee plan a more immediate program of similar meetings and forums to tackle the more specific problems contributing to the current situation, such as credit, bonds, liens, finance, accounting methods, professional and trade liaison, and other general management problems.

It is expected that these short-run activities of the Education Committee will contribute to its long range goal of an Adult Education program planned specifically for construction management to be offered through one of the major universities.

Pictured below Right to Left: Edwin L. Salkowski, Christopher Construction Co., Chairman, Education Committee, Builders' & Traders' Exchange; William C. Dennis, Exchange Secretary-Manager; John L. McGarrigle, Assistant Secretary-Manager; Lyle E. Eiserman, The Eiserman Co., Exchange Treasurer; and Robert E. Wunderlich, The Wunderlich Co., Exchange Director.





## THE CHELSEA CO., INC.

MECHANICAL CONTRACTORS

DRESDEN ELEMENTARY SCHOOL  
Utica, Michigan

Plumbing • Heating • Ventilation

1 7 1 4 0 D E N V E R A V E N U E  
D E T R O I T 2 4 , M I C H I G A N  
T U X E D O 5 - 1 3 3 3

## Sheper's Electric

ELECTRICAL CONTRACTORS

STERLING JUNIOR HIGH SCHOOL  
EWELL ELEMENTARY SCHOOL  
Utica, Michigan

- INSTITUTIONAL
- INDUSTRIAL
- COMMERCIAL
- RESIDENTIAL

45145 Cass • Utica, Michigan • REpublic 2-2531

CREATE

BEAUTY

BY USING

# FACE BRICK

BEFORE SELECTING YOURS  
SEE

## CENTURY BRICK COMPANY

14910 LINWOOD AVE. • DETROIT 38, MICHIGAN

See It At *Showcase, Inc.* Birmingham, Mich.

## O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING  
DETROIT 2, MICHIGAN

TRinity 5-0810



## F. J. Temple & Sons, Inc.

Mechanical Contractors

STERLING JUNIOR HIGH SCHOOL, UTICA  
BRADY CLINIC, FARMINGTON  
MICHIGAN

Plumbing • Heating • Power Piping  
462 N. PERRY STREET, PONTIAC, MICHIGAN  
FEDERAL 2-7055

## BRILL ELECTRIC CO.

Electrical Contractor

Carl Sandburg & Della Lutes  
Elementary Schools  
Waterford Township School District  
Pontiac, Michigan

Commercial • Institutional • Industrial  
Lake Orion, Michigan • Telephone MY 3-2865  
ELECTRICAL CONSTRUCTION WELL DIRECTED



# MSA **Items**

FIFTY-TWO FINNISH ARCHITECTS visited Detroit March 7 and 8. They were accompanied by two guides from Finland and while in Detroit by Eino Kainlauri, AIA, of Ann Arbor.

While here they visited the General Motors Technical Center, the architectural offices of Minoru Yamasaki and Eero Saarinen, both of Birmingham, and several examples of Detroit's recent architecture.

On March 8 they visited the Ford Motor Company.

DONALD L. HORTON, AIA, 1415 Adrian Lane, Montgomery 6, Alabama, has been named Executive Director of the Alabama Chapter, the American Institute of Architects, it is announced by Allen M. Northington, Chapter president.

Horton formerly worked with the Montgomery firm of Pearson, Tittle & Narrows, Architects. He had been in private practice in Montgomery since 1954.

EDMUND ARBAS, AIA, formerly of Birmingham, Michigan, now of Sacramento, California, has won First Prize in a competition for the Lithuanian Embassy in Brazilia, the new capitol of Brazil. Arbas is now employed by Starks, Josens & Nacht, Architects, of Sacramento.

ALFRED H. BERR, JR., AIA has opened his office for the general practice of architecture at 7016 Euclid Avenue, Cleveland 3, Ohio. The new telephone number is EXpress 1-3380.

Formerly associated with the Osborn Engineering Company, he will continue to be a partner in that firm, under the firm name of The Osborn Company.

Barr is registered in six states and by the National Council of Architectural Registration Boards. He is active in the Cleveland Chapter, A.I.A., the Architects Society of Ohio and the Cleveland Engineering Society.

**DESIRABLE OFFICE BUILDING 30' x 30' available for Architect or Engineer in fast growing community of Warren, Michigan. Box 184**

**WANTED — Draftsman, Designer with experience on residential work, both contemporary and traditional. Good position in medium-size office for the right man. BOX NO. 183**

**EERO SAARINEN, FAIA**, Birmingham, Michigan architect, will be one of 15 firms competing for the \$9,300,000 headquarters building for the United Nations World Health Organization in Geneva.

Hugh Stubbins, of Cambridge, Massachusetts, is the only other U.S. architect who will compete.

Architects from 13 countries will submit designs to an international jury next year. The winner will receive the architectural commission for the building. Second and third prizes of \$5800 and \$3500 will be awarded.

Mr. Saarinen was recently elected a member of the American Academy of Arts and Letters. He has won many awards for designs of his buildings in this country and abroad. One of his latest designs is for the new American Embassy in London, England.

**THE MACKINAC BRIDGE**, spanning the Mackinac Straits in Michigan, has received the top award in the annual competition to choose the most beautiful bridge in America by The American Institute of Steel Construction.

The jury included four eminent architects and one engineer. In a speech at the ground-breaking ceremonies in 1954, Dr. D. B. Steinman, designer of the bridge, said: "No effort will be spared to make the Mackinac Bridge the finest, safest and most beautiful bridge in the world."

Dr. Steinman has been called "a one-man campaign for beautiful bridges." The Mackinac Bridge is the ninth Steinman bridge honored in the annual artistic bridge awards.

DAVID W. GORMAN, of Detroit, has become a member of the American Institute of Architects, and assigned to The Detroit Chapter. Gorman, a 1943 graduate of Lawrence Institute of Technology, is staff architect with the Wayne County Road Commission.

CLIFFORD N. WRIGHT, AIA residential architect, of Detroit, was the speaker at a joint meeting of the Illuminating Engineering Society, Michigan Section and the Residential Lighting Forum at the Detroit Boat Club Tuesday, December 8. His subject was "New Ideas in Future Home Lighting."

KENNETH C. BLACK & ASSOCIATES, Architects have moved their main offices in Lansing from 706 Capitol Savings & Loan building to 715 Stoddard building, Lansing 23. The telephone number remains the same — IVanhoe 4-3217.

Black Associates also maintain an office in Detroit, at 1213 Majestic building.

## NEW OFFICE

JOHN W. JICKLING, AIA, announces the opening of his office for the practice of architecture and planning at 261 Daines Street, Birmingham, Michigan. The new telephone number is Midwest 7-1050.

Mr. Jickling, a graduate of the University of Michigan, College of Architecture and Design, became registered as an architect in Michigan in 1950. Formerly with Swanson Associates, Inc., Architects in Bloomfield Hills, he had been with that firm since 1948 as designer, chief designer and project architect. He is a charter member of MAP, Michigan Association of the Professions, a member of the American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

His home is at 600 Shepardsbush in Birmingham.

Mr. and Mrs. Jickling returned last fall from a month in Europe visiting seven countries.

"This was our first trip," Mr. Jickling reports, "And we were tremendously impressed by both the old and the new. Westminster Abbey is being cleaned and with centuries of dirt and grime washed off her face she's a different building, white and bright and with subtle shadows once again carefully delineating her fine Gothic forms. Europe was at its best last fall for the tourists and the wine industry (1959 will be a vintage year like '49 and '53) but everyone else hoped for rain. We drove from Paris to Versailles, south through the Chateau country and then on to Vence (the Matisse Chapel) in the French Alps. The Riviera was beautiful and we were in Frejus before the dam broke, flooding the town. We followed the coast through Cannes and Villefranche (Fisherman's Chapel decorated by Cocteau) and into Italy driving as far south as Rome (Nervi's wonderful Sports Palace) and then back north again through Florence, Venice and Milan (tremendous building activity—skyscrapers—Nervi's is the newest). We swished through Switzerland (every moment a delight) and then back into France again (Ronchamp and Corbusier's chapel!) before driving along the Rhine on the way to Heidelberg. From Germany we went to Luxembourg and Belgium and then back to Paris by way of Reims and Fontainebleau. It was a planned-unplanned trip. No reservations, no guided tours, just a road map and a list of places and buildings we wanted to see. We drove over 3000 miles and every mile of it was delightful."



**TERRAZZO**

**CERAMIC TILE  
AND SLATE**

**On Utica Community High School  
Utica, Michigan**

**BY**

**L. PALOMBIT TILE CO., INC.**

**11043 Gratiot Avenue, Detroit 13, Michigan**

**DR. 1-4520**

**THE TAUBMAN CO.**

**I N C O R P O R A T E D**

**GENERAL CONTRACTORS**

**OAK PARK, MICHIGAN**

**J O R D A N 4 - 5 5 4 0**

**TERRAZZO, SLATE AND STOOLES**

**On**

**STERLING JUNIOR HIGH SCHOOL**

**And**

**DRESDEN ELEMENTARY SCHOOL**

**UTICA, MICHIGAN**

**By**

**L. MARALDO CO.**

**20260 Sherwood Ave., Detroit 34, Mich.**

**TW. 2-2200**

**PALMER-SMITH COMPANY**

**GENERAL BUILDERS**



**TEMPLE 3-2114**

**415 BRAINARD STREET**

**DETROIT 1, MICHIGAN**

**Structural Steel and Miscellaneous Iron**

**FOR**

**UTICA COMMUNITY HIGH SCHOOL**

**UTICA, MICHIGAN**

**Engineered, Fabricated and Erected**

**BY**

**De Croupet Iron Works**

**Established 1873**

**509 E. TEN MILE ROAD, ROYAL OAK, MICH.**

**Transit Mixed  
Concrete**

**Face Brick**

**Sand and Gravel**

**Complete Line of**

**Building Supplies**

**and Agents for**

**Ceco Steel Sash**

**BOICE BUILDER'S SUPPLY**

**Manufacturers of Brick — Block — Concrete**

**545 TELEGRAPH ROAD**

**PONTIAC 19, MICHIGAN**

**FEDERAL 5-8186**

**TECTUM DECK, ROOFING AND SHEET METAL**

**For**

**STERLING JUNIOR HIGH SCHOOL**

**EWELL ELEMENTARY SCHOOL**

**Utica, Michigan**

**SHEPARD OF THE LAKES**

**EV. LUTHERAN CHURCH**

**Walled Lake, Mich.**

**By**

**CHAFFEE ROOFING CO.**

**ROOFING CONTRACTORS**

**14300 Meyers Road, Detroit 27**

**TE. 4-0303**

**BILL MUIRHEAD AND BOB MUIRHEAD**

**MECHANICAL CONTRACTOR**

**NANKIN NO. 2 ELEMENTARY SCHOOL**

**LIVONIA, MICHIGAN**

**HUGH LA POINTE CO.**

**11348 ALLEN ROAD**

**TAYLOR, MICHIGAN**

**AVENUE 5 - 2 4 4 4**



# Products News

J. N. HARGRAVE-THOMAS, General Manager, announces that Michigan Testing Engineers, Inc. is the name of the new associated corporation formed by Michigan Drilling Co., who for over thirty years have been outstanding in the field of soils mechanics.

The same registered engineers who have been identified with the parent organization will direct the activities of the new corporation which will undertake the testing, design and control of concrete, quality tests of aggregate and field inspection for compaction control, paving and other construction.

California Bearing Ration studies will be conducted to assist in the design of flexible pavements and plate bearing tests will be made for concrete pavements.

Michigan Testing Engineers, Inc. will operate from the same address, since the laboratory facilities of the Michigan Drilling Co. have been expanded and the combined function of the two firms will offer a comprehensive service to architects, engineers and the construction industry, with special emphasis upon obtaining adequate information to assist clients in designing buildings, roadways, airports, marine and other structures.

The new firm is located at 14555 Wyoming Avenue, Detroit, and the phone is TE 4-2550.

AIR CONDITIONING offers great health advantages and is not just an unnecessary extravagance, an expert in the field told 150 Detroit architects and engineers recently.

George S. Taubeneck, editor and publisher of Air Conditioning, Heating and Refrigeration News, predicted vast expansion in the residential air conditioning market at a seminar on the subject presented by Michigan Consolidated Gas Company.

He said that housewives, always a powerful influence on household spending, have gradually discovered the numerous health advantages that air conditioning offers.

He pointed out that numerous surveys show the importance on health of the air we breathe. He cited research by General Motors and other companies that show the effect of the air on the heart and on general health. He stressed the reduction in respiratory and other air-borne diseases where air conditioning is available.

Taubeneck said that air conditioning today is a "must" in most industrial and commercial establishments. There is overwhelming evidence, amassed by great corporations and independent surveys, showing that workers are more productive in air conditioned plants and offices. Absenteeism is reduced. Employees are healthier, happier and more efficient." He



W. RODMAN TURNER, vice president of Turner Engineering Company, electrical contracting firm, was elected president of the Detroit Electrical Contractors Association, Inc., at the group's recent annual meeting. Turner has been vice president of the Association and active on the Joint Labor-Management Negotiating Committee.

Other elected officers include vice president, Francis A. Bell, secretary-treasurer, Gray Electric Company, Inc.; re-elected treasurer, Roy C. Spaulding, president of the Spaulding Electric Company.

Jack A. Frost, president, Jack A. Frost electrical contracting organization, was elected National Governor.

Two vacancies on the Board of Governors of the Association were filled by election of J. W. Albright, secretary-treasurer, Triangle Electric Company and D.E.C.A. past president E. M. Hudson, vice president, J. Livingston & Company.

pointed out that patients recover faster in air conditioned hospitals.

One of the prime reasons why residential air conditioning has not grown as rapidly as industrial and commercial air conditioning, according to Mr. Taubeneck, is that mothers were unaware until recently of the health advantages of air conditioning. "Many felt that it was an unnecessary extravagance.

The story, he said, has finally got across that air conditioning offers the family great health advantages through the medium of a year around atmosphere of controlled temperature, humidity and filtered air.

The seminar featured a panel discussion by six representatives of gas air conditioner manufacturers. The panel consisted of: Roy Singleton, Arkla-Serve; Fred Outwater, Trane Company; David Hop-pock, Bryant Corporation; Norman Hall, Ready-Power Owen Kuhlen, Carrier Corporation and Ray Johnson, York Corporation.

The discussion high-lighted the advantages of gas as a year around source of energy for heating and air conditioning. Panel experts said that modern gas air conditioning can be installed in any home, regardless of the type of heating system presently employed.

As evidence of the long life and dependability of gas air conditioning units, one expert pointed out that his company

HAVEN-BUSCH COMPANY, structural steel designers, fabricators and erectors of Grandville, Michigan, has established a new record length for Langspan steel joists with the introduction of a 175 ft. T-Chord Longspan Joist.

According to John H. Busch, vice president, the new 175 ft. joist opens new horizons to architects in planning larger clear-span, column-free interiors. It was conceived under the company's long-term development program which has increased the length of the longest Haven-Busch joist from 65 ft. in 1950 and 125 ft. in 1955 to today's record 175 footer.

The joist, expected to be used primarily in construction of shopping centers, bowling alleys, warehouses and other structures requiring column-free floor areas of maximum width, meets all AISC specifications.

Its prime features include all web members designed for compression stresses, modern T-Chord construction, one-piece fabrication with matched fit splices, ASTM-A-7 steel with minimum thickness of 3/16" and all welds performed by certified AWS weldors.

A new brochure with full technical data, including load tables, on the 175 ft. joist and information on other Haven-Busch joists is being made available to architects and engineers. Requests for copies should be directed to Haven-Busch Company, 3443 Chicago Drive, S. W., Grandville, Michigan.

LAMINATED GLASS CORPORATION, 9797 Erwin Ave., Detroit, Michigan has appointed Bert C. Cooper automotive and industrial sales representative for Ohio. Associated with the Detroit glass industry for five years, Cooper will also assume promotion responsibilities for the company's expanded new line of decorative and architectural safety glass.

built 132 such units in 1939 and that 102 are still operating satisfactorily 21 years later.

Service on modern gas air conditioning units, he said, are insignificant, being a mere fraction of one percent.

Modern gas air conditioning units, the audience was told, are compact, attractive, virtually noiseless and have fewer working parts to cause trouble and service expense. Units are available that require "not a single inch of floor space."

Fred A. Kaiser, vice president and general sales manager of Michigan Consolidated stressed that the utility has ample evidence through actual experience that gas is a superior source of energy for air conditioning—on any basis of measurement—that it costs less to install, less to operate, and that gas fired year around units will last longer.

He pointed out that Michigan Consolidated offers "round the clock" service to its 860,000 customers every single day of the year. "We know," he said, "that gas offers 12 month heating and cooling at the lowest cost."

Kaiser told the architects and engineers that Michigan Consolidated's staff of heating and air conditioning experts are available for consultation on any problem at any time.

Chairman of the meeting was William Marion, manager of Industrial and Commercial Sales for the Company.



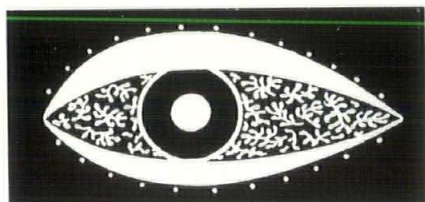
# Bulletin Board

A CUSTOMER called the Polly Prim Laundry in Milwaukee and reported that it had sent her six pairs of men's sox with her laundry.

"I'm not even married," the customer explained.

"Thank you for calling," Mrs. Margie Klatt, told the customer, and then absent-mindedly added, "I'll send a man right out."

WHAT WE NEED is a giant telescope to view other planets and see if they need any foreign aid.



## SEE

**MICHIGAN'S  
LARGEST  
PERMANENT  
BUILDING  
PRODUCTS  
DISPLAY  
AT  
SHOWCASE...  
BIRMINGHAM.**

15 MILE • MAPLE AVENUE 15 MILE

Open every day from 9 'til 5  
— Tuesdays and Fridays 'til 9  
Sundays from 2 p.m. to 5 p.m.

136 BROWNELL MI 6-6900 JO 4-6226

**FREE** ADMISSION INFORMATION

TWO YEARS AGO President Eisenhower wanted to send a man into space, but Orville Faubus wouldn't go.

THIS MONTH'S TACT AND DIPLOMACY AWARD goes to a Boston society lady who spotted an uninvited guest at her debutante daughter's exclusive coming-out party. Approaching the culprit, she extended her hand graciously and said in a pleasant voice, "I heard you were looking for me — because you wanted to say good night."

READER'S DIGEST quotes the late Cass Gilbert as saying that when Augustus Saint-Gaudens, the sculptor, was commissioned by a wealthy lady when he was still a student in Paris, to create a statue for her garden. Saint-Gaudens was entertaining a group of young friends in his studio when his patroness arrived to inspect the clay model of her statue. The sculptor hustled his friends out the back door and told them to wait. As soon as the lady left, Saint-Gaudens' friends rushed back into the studio, where they found the young sculptor dancing wildly in front of his statue. "She liked it then?" one cried. "No, thank God, she didn't," said the artist. "Now I know it's good."

IN DUNCAN, OKLA., LaVerne Parks, bank teller, developed a strange rash on her hands. Tests showed she was allergic to money.

Not so allergic was Mrs. Mildred Baughman of Chicago, whose husband Max makes \$18,000 a year as a bank vice president. She complained in court that he refused to work around the house unless she paid him union wages.

PHIL LASKY, San Francisco radio executive, and his wife, during a tour of Japan, checked in at a resort hotel. The next day their names, along with those of other guests were posted on the bulletin board as "Mrs. Lasky and friend."

Lasky mentioned it to the manager. "I'm really amused," he added. The manager apologized and promised to fix it.

Next day on the bulletin board Lasky found this: "Mrs. Lasky and Mr. Muse."

QUALITY Since 1864 INTEGRITY



**Lumber co.**

MILL  
3741 St. Aubin  
TE 2-6660

YARD  
14541 Schaefer  
VE 8-5151

See It At Showcase, Inc. Birmingham, Mich.

TOOTS SHOR, New York restaurateur, hailed a taxi a while ago and asked the driver, "know a decent restaurant? I'm a stranger here."

"Yes sir," said the cabby, "one of the greatest eating places in the world is Toot Shor's on 51st Street. I'll drive you straight there."

At the end of the journey, Toots was so pleased he slipped the cabby a ten-spot, saying, "keep the change."

"T'anks," said the driver. "T'anks indeed, Mr. Shor."

F. JAMES LYNCH, AIA, has announced the opening of his office for the practice of architecture at 100 Kercheval Avenue, Grosse Pointe 36, Michigan. The new telephone number is TUxedo 4-9107. Working with Lynch is John R. Politzer, architectural draftsman. Both were formerly with Diehl & Diehl, Architects, of Detroit.

Lynch, who received his professional education at the University of Detroit and Lawrence Institute of Architecture, also worked for Earl L. Confer, Charles D. Hannan, Cornelius L.T. Gabler, architects and for the Building Division of the State of Lansing.

## Advertisers

Andersen Windowalls	2
Bauer-Foster Floors, Inc.	14
Blum, Julius & Co., Inc.	16
Boice Builders Supply	54
Brill Electric	52
Bundy Construction Co.	12
Burke, O. W. Co.	52
Byrne Doors, Inc.	4
Candler, J. D. Roofing Co., Inc.	42
Century Brick Co.	52
Chaffee Roofing Co.	54
Chelsea Co., Inc.	52
DeCroupet Iron Works	54
Den Braven, M.	50
Detroit Edison Co.	3rd Cover
Detroit Sterling Hardware Co.	42
Dunn-Rainey Co.	42
Elliott Electric	14
Friel-Detroit Co.	12
Glazed Products, Inc.	48
Harlan Electric Co.	1
Haven-Busch Co.	8 & 9
Kimball & Russell, Inc.	2
Kolarik & Cronk, Inc.	43
La Pointe, Hugh Co.	54
Largess, L. F. Co.	14
Mahon, R. C. Co.	4th Cover
Maraldo, L. Co.	54
Mercier Brick Co.	12
Metropolitan Electric Contractors Ass'n	42
Michigan Consolidated Gas Co.	2nd Cover
Michigan Drilling Co.	50
Michigan Tile & Marble Co.	6
Mitchell, John L. Co.	50
Multi-Color Co.	11
Nelson Co.	50
Palmer-Smith Co.	54
Palombit, L. Tile Co., Inc.	54
Photo Illustrators, Inc.	11
Scheper's Electric	52
Sheet Metal Contractors Ass'n of	
Detroit Industry Fund	10
Showcase, Inc.	56
Spectra Glaze	48
Spitzley-Rettenmier Sheet Metal Co.,	
Spitzley, R. L. Heating Co.	6
Stevens, Frederic B., Inc.	2
Stewart, R. Co., Inc.	42
Sylvan Plumbing & Heating, Inc.	14
Taubman Co.	54
Taylor & Gaskin, Inc.	12
Temple, F. J. & Sons, Inc.	52
Wallich Lumber Co.	56
Williams Equipment & Supply Co.	10
Wolverine Marble Co.	12
Zehnder & Wessell Co.	50



AT TWIN OAKS APARTMENTS, PORT HURON, MICH.,

# BUILT-IN ELECTRIC HEAT



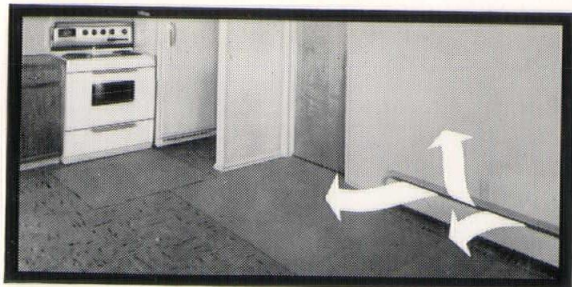
**SAVES SPACE-TAILORS TEMPERATURES!**

*In addition to electric baseboard heat throughout, Twin Oaks Apartments feature all-electric kitchens and laundry center including a high-capacity electric water heater.*

Thanks to built-in electric heat, owner Adolph Seitz has more room for profit and his tenants get extra comfort and convenience in the all-electric Twin Oaks Apartments.

Here's what Mr. Seitz has to say about his electric heat system: "By specifying built-in electric heat throughout the apartments, I have more rentable floor space. There's no furnace room, no fuel storage area and electric heat is so simple to operate! My tenants take care of their own individual heating requirements just by a turn of a dial. Electric heat is cleaner, too. That means a big savings in re-decorating. I'm so sold on electric heat, I've even had it installed in my own home."

These exclusive advantages of electric heat make it your best buy for apartment heating. Choose from several types of electric heating systems: baseboard units, wall panels, forced air, or ceiling cable. Call or stop in at one of our offices. We'll be glad to point out the potential of electric heat for apartments or *any* other commercial or industrial application.



## DETROIT EDISON



modern school design demands

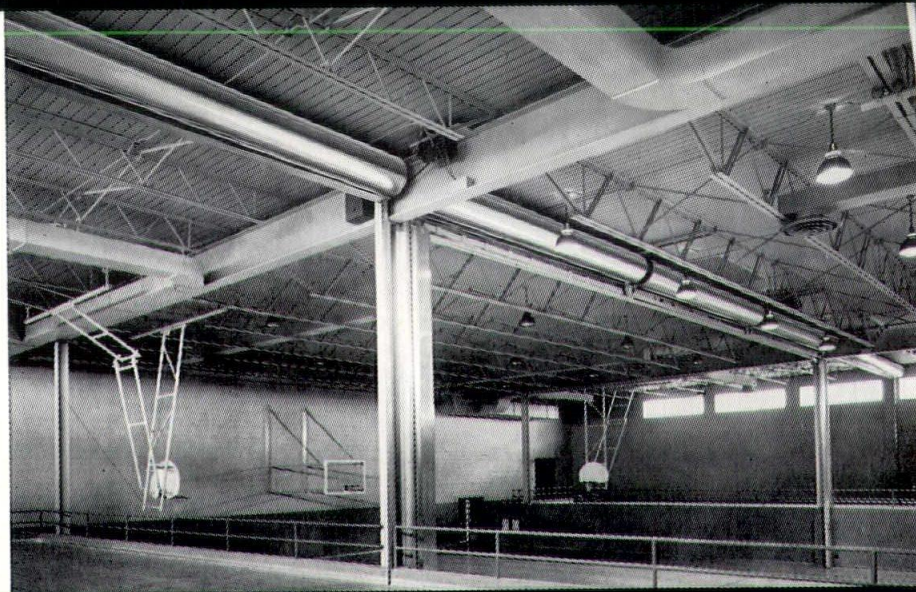


Interior view of gymnasium of the recently built Port Huron (Michigan) High School with divider of five Mahon Rolling Walls. Architect: Louis C. Kingscott and Associate. Contractors: Collins and Catlin, Inc.

# MAHON ROLL-UP WALLS...

... help you solve space, safety,  
supervision and budget problems—  
functionally and attractively

Inherent adaptability has always been a feature of Mahon Rolling Doors—now they prove ideal as 'disappearing walls' in schools where space utilization is of prime importance. They are used as rolling removable dividing walls (of aluminum) for any large indoor area, any size opening. When lowered, they serve as an interior wall; raised, they clear all floor space for unobstructed use and vision. Gymnasiums, auditoriums, cafeterias, and the like can now be designed for multiple-purposes. A flick of the switch and these power-operated Roll-Up Walls (with manually movable mullions) give your schools the variable space they need to match constantly changing requirements.



WRITE FOR FOLDER ON ROLL-UP WALLS FOR SCHOOLS OR ASK FOR CATALOG G-60 ON THE COMPLETE LINE OF MAHON ROLLING DOORS. ALSO IN SWEET'S FILE.

## THE R. C. MAHON COMPANY *Detroit 34, Michigan*

Manufacturing Plants—Detroit, Mich. and Los Angeles, Calif.  
Sales-Engineering Offices in Detroit, New York,  
Chicago, Los Angeles and San Francisco  
Representatives In All Principal Cities

A flick of a switch and the power-operated walls are rolled up, the mullions moved and the gymnasium floor is clear.

QUALITY MADE ROLLING STEEL DOORS, ROLL-UP WALLS, SHUTTERS  
AND GRILLES TO MEET EVERY DESIGN REQUIREMENT, EVERY APPLICATION

# MAHON