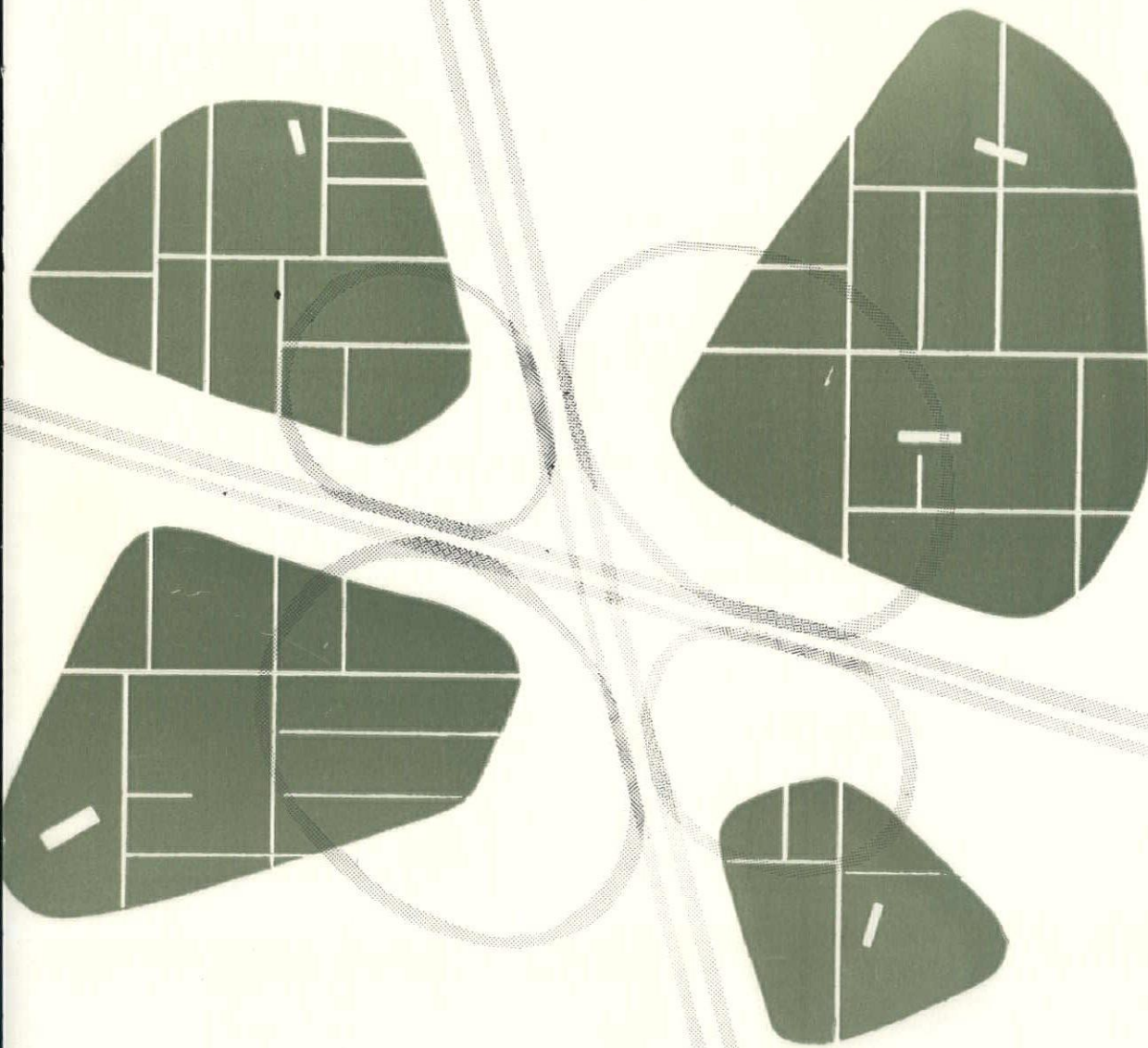


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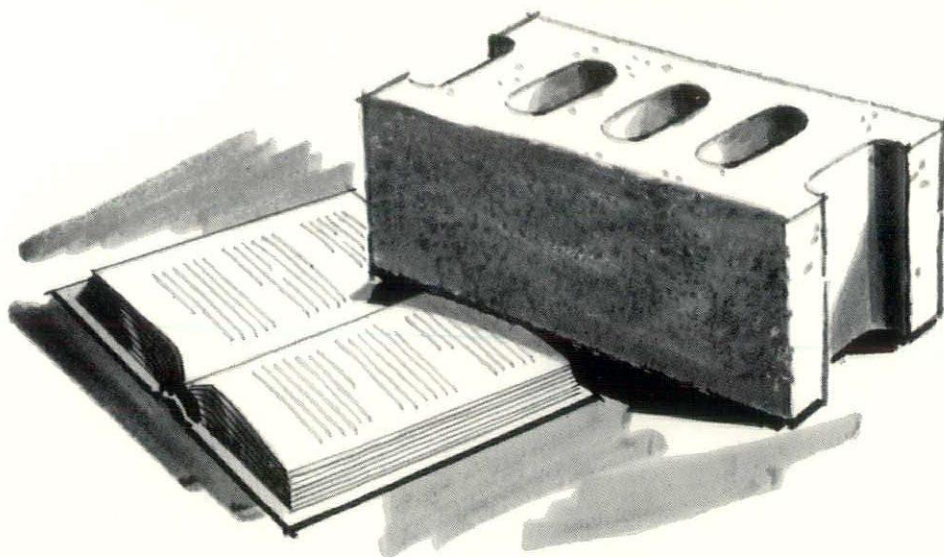
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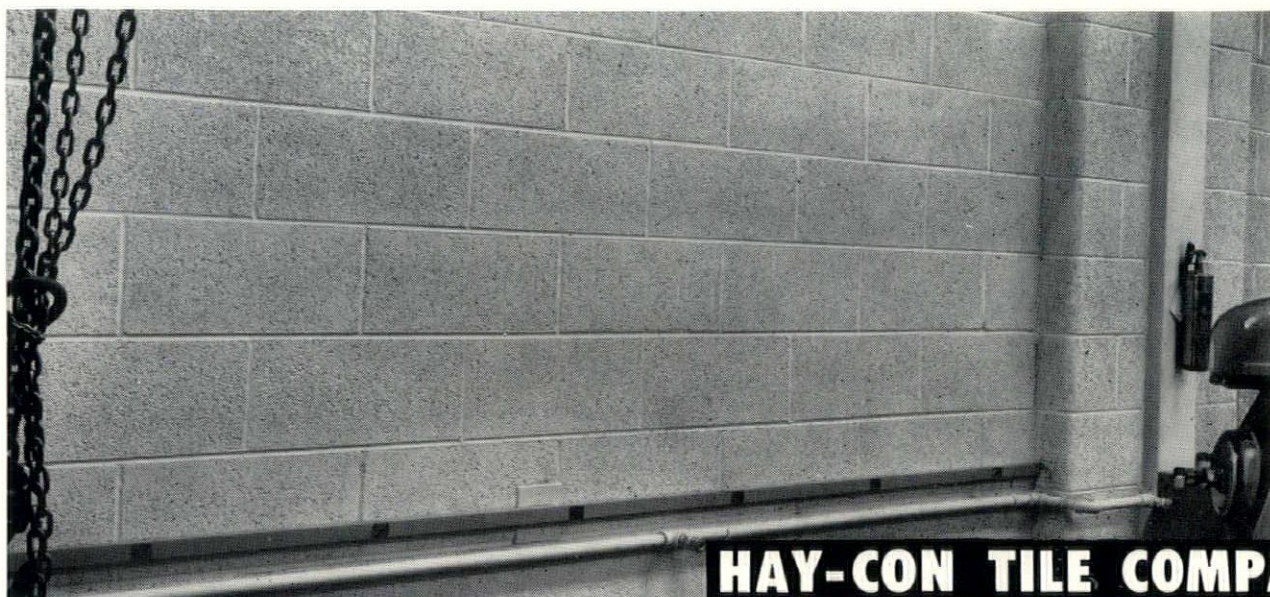


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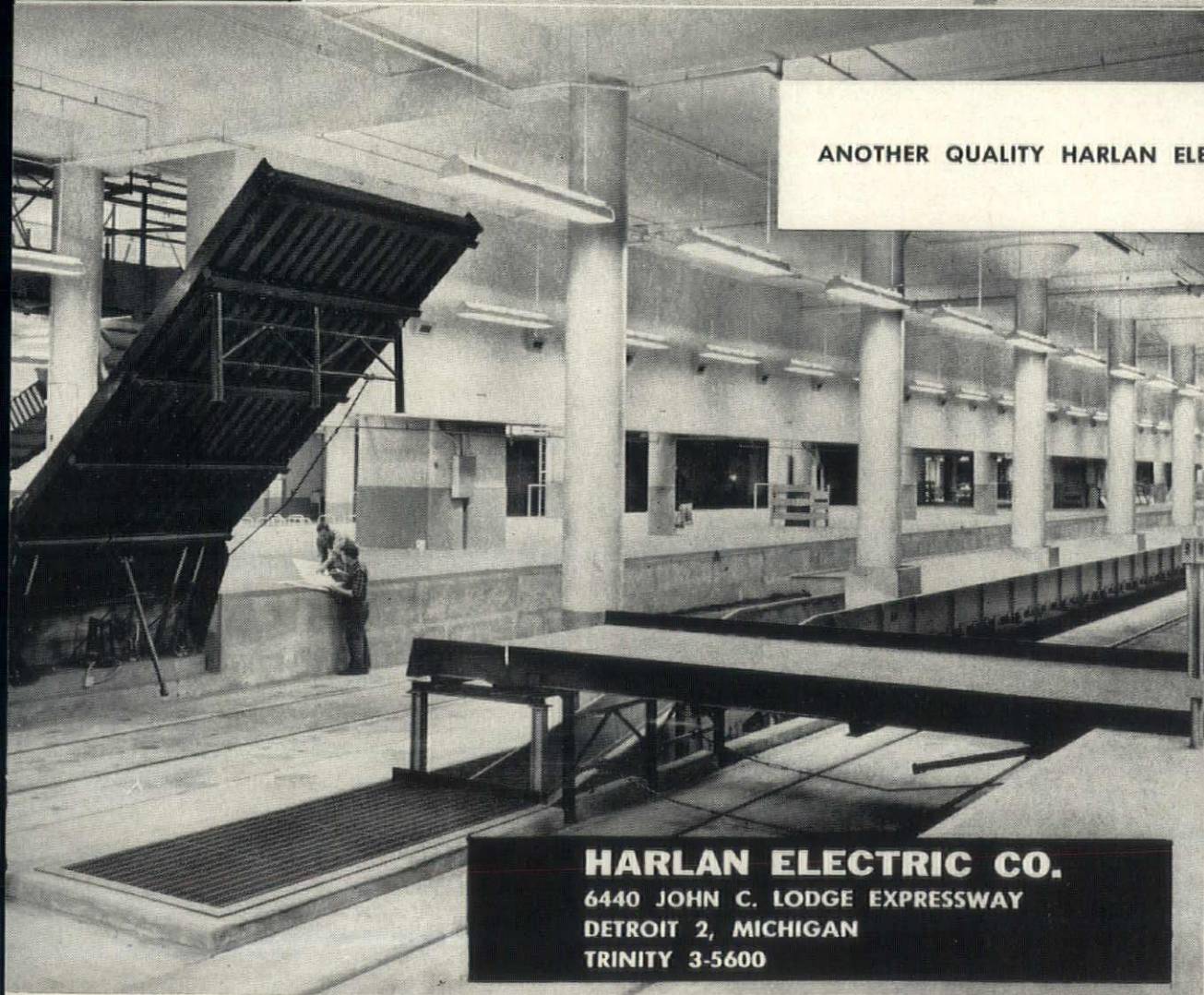
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# PROCLAMATION - ARCHITECTURAL WEEK, APRIL 28, 1961

## STATE OF MICHIGAN

Executive Office • Lansing



PROCLAMATION

MICHIGAN ARCHITECTURAL WEEK

Each of us is aware of the magnificent strides architecture has made in improving the living environment of our people. Yet few of us fully realize the overwhelming magnitude of research and teaching that has been carried on by our architects and architectural schools to bring us to this new threshold of physical comfort and well-being.

Our beautiful state can be made more attractive by the blending of fine architecture with our generous natural resources. Our state is fortunate in having headquartered within its boundaries nationally famous architects who have both complemented the nation with their designing skills as evidenced by the buildings in this and other states and in addition have made this country a better place in which to live.

The Michigan Society of Architects, representing the architectural profession, has encouraged the training of architects, it has emphasized through its publications, the improving nature of our public and private dwellings, and has demanded a high caliber of design from its members. We join with the Society in their efforts in order that the people of our state may receive the stimulus of new design, combined with the advantage of accepted building principles.

THEREFORE, I, John B. Swainson, Governor of the State of Michigan, do hereby proclaim the week of April 2 through April 8, 1961, as

MICHIGAN ARCHITECTURAL WEEK

and call upon all citizens of Michigan to inform themselves of the values inherent in good architecture and the opportunities for improving the beauty and livability of this great state.



Given under my hand and the Great Seal of the State of Michigan this Ninth Day of March, in the Year of Our Lord One Thousand Nine Hundred Sixty-one and of the Commonwealth One Hundred Twenty-five.

*John B. Swainson*  
GOVERNOR

BY THE GOVERNOR:

*James M. Moran*  
SECRETARY OF STATE



Photograph shows Charles A. OBryon, AIA, President of the Michigan Society of Architects receiving the Certificate of Proclamation designating the Week of April 2 to April 8 as Architectural Week, from Michigan's Governor John B. Swainson, as Arthur O. Moran, Jr., AIA, Chairman of the Convention Committee, looks on. The Society's 47th Annual Convention will be in Detroit April 5, 6 & 7, 1961.

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## Monthly Bulletin, Michigan Society of Architects, Volume 35, No. 4

including National

## Architect

### MONTHLY BULLETIN

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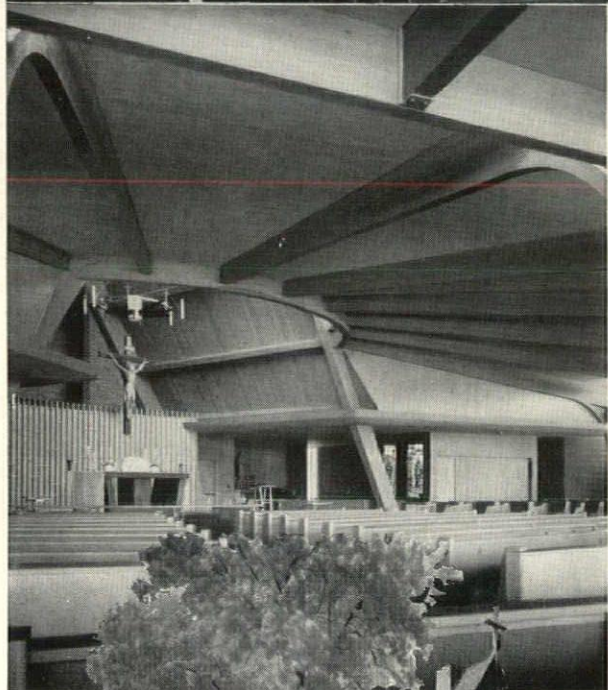
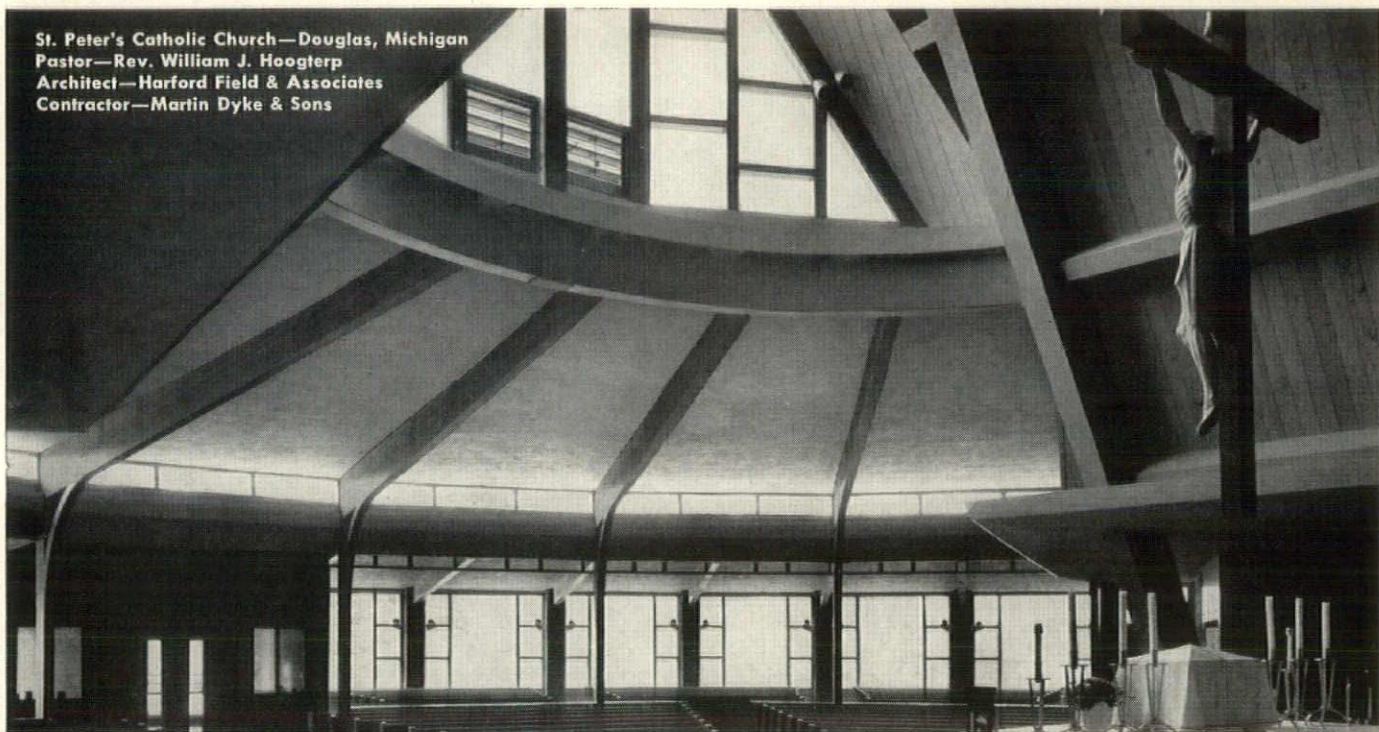
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 Architect—Harford Field & Associates  
 Contractor—Martin Dyke & Sons



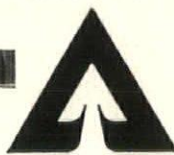
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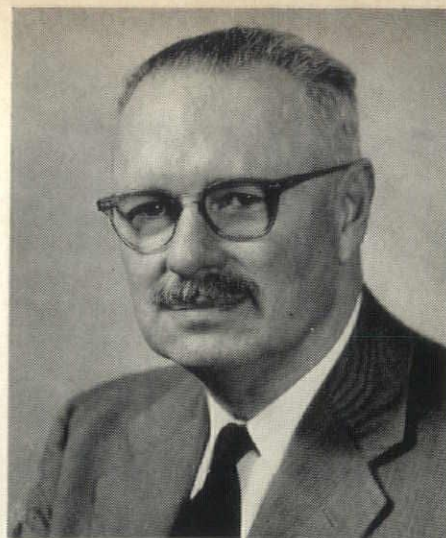




ROBERT F. HASTINGS



EBERLE M. SMITH



DEAN PHILIP N. YOUTZ

## Three from Detroit Chapter elected Fellows of The A.I.A.

ROBERT F. HASTINGS, Eberle M. Smith and Philip N. Youtz have been elected fellows of The American Institute of Architects it is announced by the Institute's Jury of Fellows. Presentations will be made at the AIA Convention in Philadelphia in April.

**Robert Frank Hastings** was born on December 20, 1914, in Kenosha, Wisconsin, where he received his early education. After studying at the University of Wisconsin, he entered the University of Illinois, where he received his bachelor of science in architectural engineering in 1937.

He became employed by Smith, Hinchman & Grylls, Inc., Architects and Engineers of Detroit, in 1937, and he has remained with the firm since except for a period with the Fisher Aircraft division of General Motors Corp. He became Vice President of his firm in 1951, Executive Vice President in 1958, and President in 1961.

His Fellowship was granted for Service to The Institute and Public Service.

He was a member of the Michigan Society of Architects special committee on Fees, and he was largely responsible for the Society's new Schedule of Recommended Minimum Fees.

He is immediate past president of Detroit Chapter, AIA.

Mr. Hastings is a member of The American Institute of Architects, its Detroit Chapter, the Michigan Society of Architects, The Engineering Society of Detroit, American Society of Civil Engineers, Greater Detroit Board of Commerce, Detroit Athletic Club, Detroit Golf Club and the Recess Club. He is active in the Presbyterian Church, both locally and nationally, and particularly interested in its program of housing for the aging. He is President of the Board of Directors of Presbyterian Village of De-

troit, and a member of the Metropolitan Committee on the Aging.

**Eberle Minard Smith** was born in Detroit on November 15, 1905. He graduated in architecture at the University of Michigan in 1927 and after several years' employment in the offices of Detroit area architects, he began his own practice in 1935. Originally a partnership, of Lyndon & Smith, the firm became Eberle M. Smith, Architects and Engineers in 1942, and Eberle M. Smith Associates, Inc. in 1944.

While the firm's work has covered a wide variety of projects, its contributions in design of schools has been most notable, amounting to as much as \$20,000,000 per year.

The Firm's more recent awards have included selection of one of his schools by school Executive Magazine as one of the nation's best; a Gold Medal by the American Association of School Administrators, and Award Citation with Commendation by Progressive Architecture, and two Merit Awards in the Detroit Chapter, AIA, Honor Awards Program.

Eberle Smith has served as officer and director of both the Detroit Chapter, AIA, and the Michigan Society of Architects, as Chairman of the Chapter's Committee on Civic Design and on its School Building Committee. He has served as Visiting critic at the College of Architecture & Design, University of Michigan.

He has been the author of many articles in the architectural press and in school magazines. Besides affiliation in his architectural organizations, he is a member of the Detroit Athletic Club, Grosse Ile Country Club, Greater Detroit Board of Commerce and the Engineering Society of Detroit. He was awarded the Detroit Chapter, AIA, Gold Medal for 1960.

Some of the firm's current projects include the Henry Ford Community Col-

lege in Dearborn; St. Joseph Michigan High School, and studies for the United States Office of Civilian Defense Mobilization. Mr. Smith was advanced to Fellowship for Design, science of construction and public service.

**Philip Newell Youtz** was born in Quincy, Mass. on April 27, 1895. He graduated from Amherst College in 1918 and received his master of Architecture from Oberlin College in 1919, after which he taught at Columbia University, and People's Institute both in New York City. He practiced architecture in New York from 1946 to 1957.

Dean Youtz designed schools and other structures in this country and the Far East. He also is a most versatile person, having distinguished himself in the fields of art, education, literature and invention.

He was curator of the 68th Street Branch of the Pennsylvania Museum of Arts in Philadelphia from 1930 to 1932, and assistant director of the Brooklyn Museum of Art from 1934 to 1938. He was President of the American Federation of Arts, 1936-38; director of the Pacific Area, Golden Gate Exposition, San Francisco, 1938-39. From 1939 to 1941 he was consultant for the U. S. Government on research and development for World War II.

He is the inventor of the Youtz-Slick Lift Slab, a new type of construction consisting of monolithic reinforced concrete floor and roof slabs poured at ground level and hoisted into place by hydraulic jacks, thereby eliminating much costly form work.

Dean Youtz is now on the Board of both the Detroit Chapter, AIA and the Michigan Society of Architects.

He became Dean of the College of Architecture and Design, University of Michigan in 1957. His advancement to Fellowship was for education, science of construction and literature.



# Chrysler Corporation's Assembly Plant

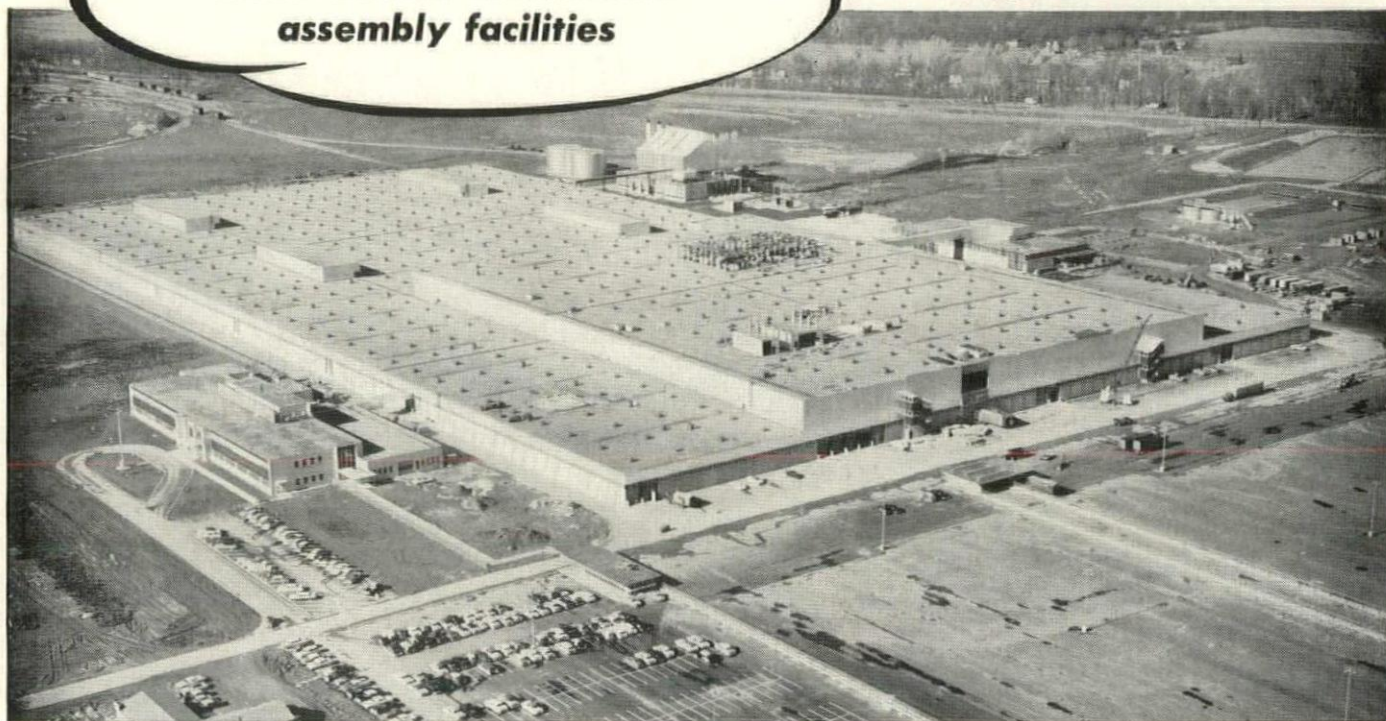
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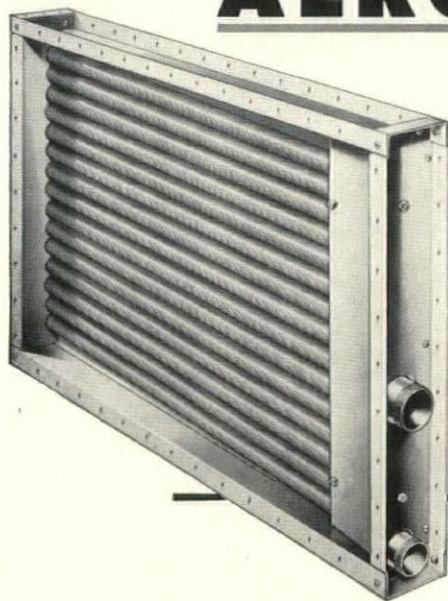
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## Registration Act Unconstitutional?

By DR. MELVIN NORD,  
Registered Professional Engineer, and  
Attorney-at-Law  
From Detroit Engineer

A Federal decision was handed down on December 30, 1960, which reportedly held the Michigan and Ohio professional engineering law to be unconstitutional and invalid. Judge Freeman of the US District Court for the Eastern District of Michigan, Southern Division, at Detroit gave his decision in the case of Modern Engineering Service Co. vs. General Electric Co. This discussion of the case is based on the 31-page transcript of the court decision prepared by the official court reporter.

The plaintiff, Modern Engineering Service Co., is a Michigan Corporation whose personnel are not registered under either the Michigan or the Ohio engineering registration laws. The defendant, General Electric Co., had entered into a written contract on June 25, 1953, under which the plaintiff undertook in general terms to design, manufacture, install, prove, and place in operation a system of automation of a fabricated stator blade line at defendant's plant in Evendale, Ohio. The stator blade line consists of a series of production machines used by defendant in manufacturing stator blades for jet engines which defendant was making for the US government. There were reportedly 27 production machines involved in the project. The contract price was \$181,668.

The work was completed, and the entire amount of the above contract price was paid. Difficulties were experienced in trying to automate all of the defendant's machines on the blade production line, however, and in March, 1955, the project was finally abandoned. Plaintiff claims it was impossible to automate all of the production machines completely because of the breach of certain implied promises on the part of defendant and that, as a result, it spent large sums of money in excess of the contract price in order to effect automation pursuant to the contract. On the other hand, defendant contended that plaintiff failed to perform the contract and that it (defendant) also expended large sums of money in its efforts to complete the project in accordance with the requirements of the contract.

Plaintiff filed suit against the defendant, and defendant filed certain counterclaims.

The principal interest of the public in this case, particularly of the engineer-

ing profession, lies in the judge's disposition of the special defense advanced by the defendant, i.e. that plaintiff's personnel were not registered under the professional engineering law of Michigan (where the plaintiff is located and where it presumably performed most of its engineering services), nor under the corresponding Ohio law (where the plant was in which the equipment was to be installed), and hence could not enforce its contract.

While the engineering registration laws do not expressly provide that a person who provides professional engineering services in violation of the statute cannot recover for his services, numerous cases have so held in many jurisdictions on the basis that the contract is illegal and hence unenforceable.

The plaintiff sought to overcome this defense by showing that the engineering registration laws of both states were unconstitutional and invalid, and to the chagrin of many registered engineers the court held that was actually so.

A principal factor in the court's decision was that these statutes provide criminal penalties, a violation of the statute constituting a misdemeanor. Thus, the court invoked certain rules which are applicable to the language of criminal statutes.

The court expressed concern over the definition of professional engineering services as set forth in Section 2 of the Michigan statute: "The practice of professional engineering . . . includes any professional service, such as consultation, investigation, evaluation, planning, design, or responsible supervision of construction in connection with any public or private utilities, structures, buildings, machines, equipment, processes, works or projects, wherein the public welfare, or the safeguarding of life, health, or property is concerned or involved, when such professional service requires the application of engineering principles and data . . ." (The Ohio statute is substantially similar, containing the expression "are required to protect public health, safety and property.") In analysing this section, the court held that a person in the position of the plaintiff in the present case would have difficulty in knowing whether or not he needed to be registered, because it is not clear what is meant by the term "public" in the above expressions.

The defendant argued that this term does not mean that the services need actually affect the general public, but was simply an expression of the police power (i.e. the power to regulate for the public health, welfare, safety, or morals). On the other hand, the plaintiff contended that this expression was actually

a limitation on the rest of the paragraph, as it appeared on its face to be, and that hence if the general public was not actually involved (as in the present case), plaintiff need not be registered.

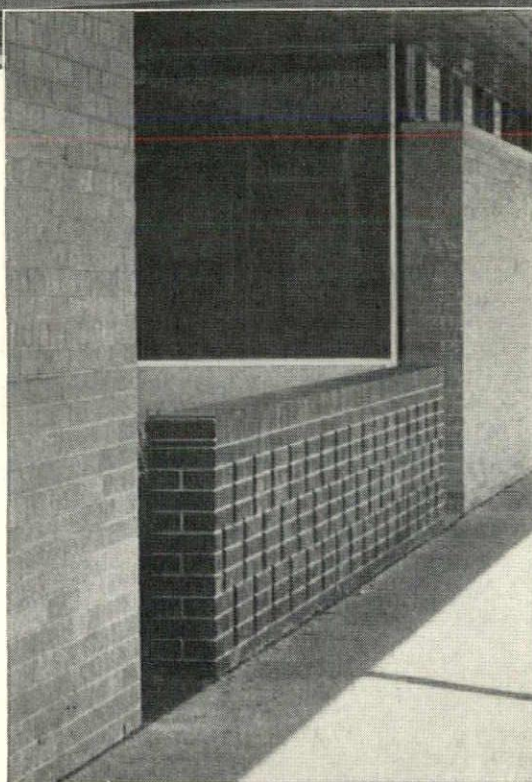
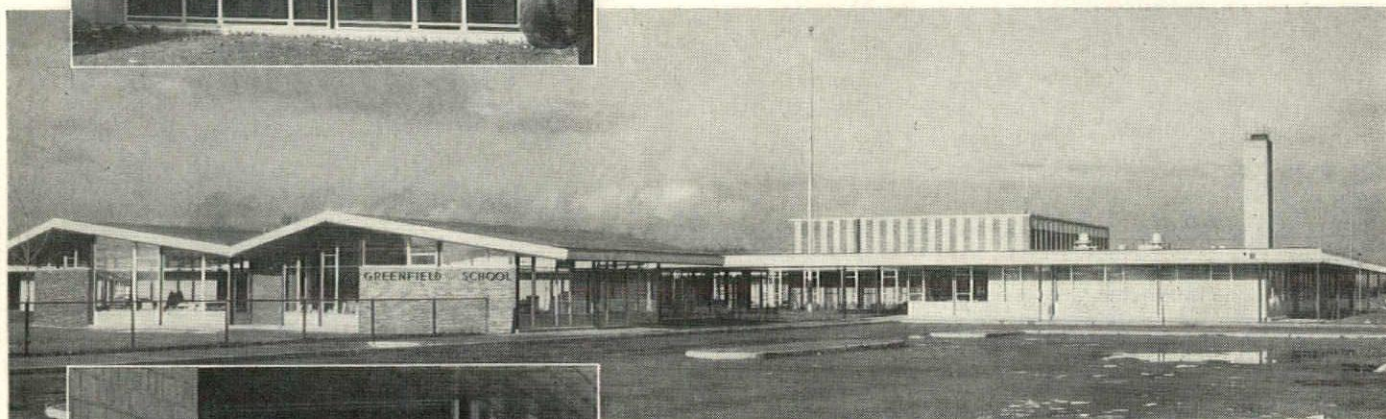
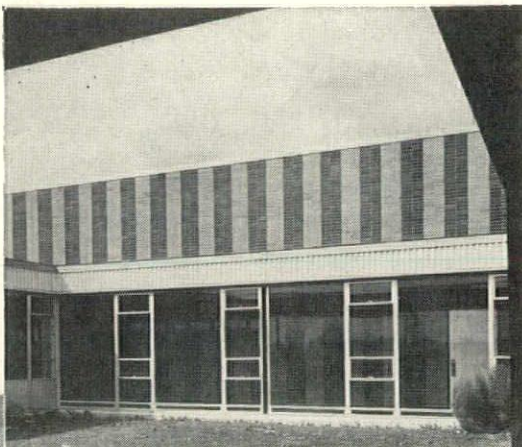
The court held that the use of term "public" in this manner was so vague and indefinite as to make it impossible for an engineer to determine whether or not he is covered by the statute. The court said that, since this is a criminal statute, it should be strictly construed in favor of the accused, so that the expression concerning the public could not simply be ignored or regarded as merely expressing the police power. Thus, the meaning of the word "public" (i.e. the general public as a group, or merely any individual member of the public) was vital, and since there was no way of knowing which meaning was intended, the statute violated the "due process of law" provisions of the Federal constitution, the Ohio constitution, and the Michigan constitution because it required a person to speculate over the meaning of vague and indefinite terms to know whether or not he was committing a crime. The court, therefore, held both the Ohio and Michigan statutes to be unconstitutional on this basis.

The court also expressed concern as to the meaning of certain exemption provisions found in the statutes. The Michigan statute exempts (in Sec. 17e) "Designers of manufactured products for the quality of which the manufacturer thereof assumes responsibility," while the Ohio statute (in Sec. 4733.18) exempts services " . . . for the performance of engineering . . . which relates solely to the design or fabrication of manufactured products." The court held that, since this is a criminal statute, the exemptions should be broadly construed in favor of the persons who might be subject to it. The court then held that the plaintiff was within the exemption of the Ohio statute, but was not exempted under the Michigan statute because the manufactured products "for which the manufacturers thereof assumes responsibility" were not the automation equipment designed by the plaintiff, but rather the blades manufactured on the defendant's production line.

Since the court held that the plaintiff was exempted under the Ohio statute, it follows the decision that the Ohio statute is unconstitutional is so-called "dictum," rather than a binding precedent, because it was actually a moot point—a point not necessary to the decision. The judge recognized this, but nevertheless decided the constitutionality of the Ohio statute, in case of reversal on appeal on other grounds.

(Continued on Page 9)





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## Urban Renewal in Montreal

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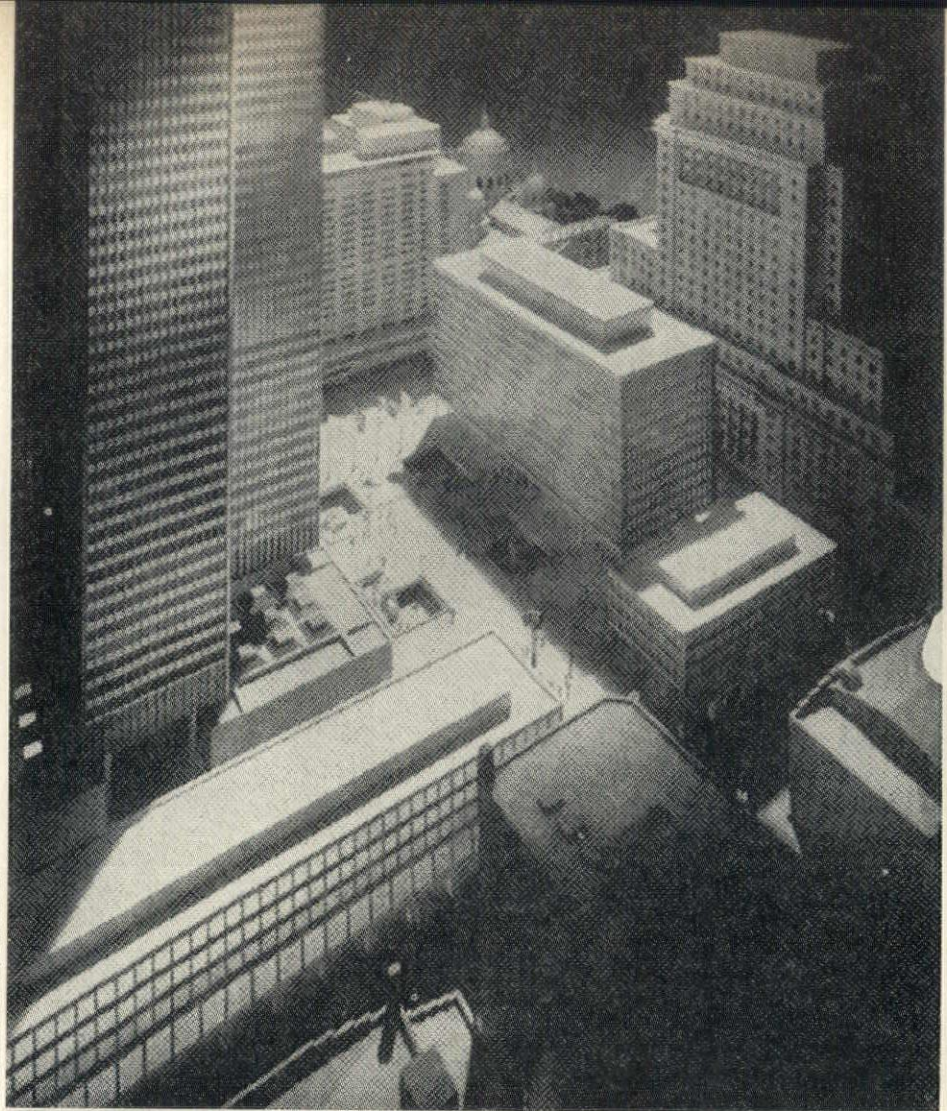
Fronting on Dorchester Boulevard between University and Mansfield Streets, the seven-acre development is destined to become Canada's No. 1 business address. By early 1962, when the two initial phases are complete, Montreal will have an arresting new landmark: Place Ville-Marie's 42 storey Cruciform Building, largest office structure in the British Commonwealth, with nearly an acre of space on each floor.

A vast Plaza, to remain open and removed from vehicular traffic, will serve as a congenial meeting place and showcase for year-around events, as well as set the tempo for Place Ville-Marie. There will be Plaza-level shops in both a second smaller office building lining the northern boundary of the project and in the four quadrants of the Cruciform Building.

Majority of the shops will be concentrated in The Shopping Promenade, immediately below the Plaza but entered directly from the surrounding streets as well as through the CNR Station, the Queen Elizabeth Hotel and the Plaza itself. Air conditioned in summer and heated in winter, the 40-store Shopping Promenade will provide year-around weatherproof shopping. Immediately below, parking space for 1,500 cars on two levels is under construction.

Because of its uninterrupted expanses of floor space and unique design features, the Cruciform Building is rapidly becoming identified as near-future headquarters for a number of major Cana-

Current Events, Montreal



dian corporations. Among its principal tenants will be The Royal Bank of Canada, Trans Canada Air Lines, Aluminum Company of Canada Limited, Montreal Trust Company Marsh & McLennan Ltd., Canada Iron Foundries Limited and The Foundation Company of Canada Limited.

To fill the gaping Dorchester pit that had remained undeveloped for more than thirty years, the contractors excavated hundreds of thousands of cu.

yards of earth and rock.

Steel for the Cruciform tower was installed at the rate of one-and-a-half floors a week. In all, about 40,000 tons of steel is involved in the Cruciform Building and the remainder of the first two phases, which will be completed by March 1962.

Owners-developers of the project are Webb & Knapp (Canada) Limited, Montreal. Architects are I. M. Pei & Associates of New York.

### (Continued from Page 7)

It therefore can be stated that, as of the present time at least, the decision that the Ohio statute is unconstitutional is not a binding precedent.

Since the court held that the exemption provision of the Michigan statute was not applicable to the plaintiff, the question of violation of the statute was ripe for decision. The court then ruled that because of the vagueness and indefiniteness of the statute, it would not be allowed to defeat a claim for services on the harsh ground of "illegality." Indicating that the constitutionality of the Michigan statute need not necessarily be decided, in view of this holding, the court nevertheless ruled the statute unconstitutional for the same reason as mentioned above.

Whether or not this is a binding pre-

cedent as to the constitutionality of the Michigan statute is a close question, because it is difficult to distinguish between the refusal to hold the contract to be illegal and holding the statute to be unconstitutional. For practical purposes, this holding of the court should be regarded as a binding precedent holding the Michigan statute to be unconstitutional for vagueness and indefiniteness in definition.

The court also held that the statutes were not subject to attack on constitutionality on any of the following additional grounds: (1) That the statutes have more than one object (e.g. engineers and land surveyors, etc.), (2) That the statutes involve an improper delegation of legislative power, or (3) That the Ohio statute offends the equal protection clause of

the Ohio constitution and of the Fourteenth Amendment to the United States Constitution (because officers and engineers of corporations engaged in interstate commerce are exempt).

Since it is reported that the case will be appealed, it is premature to comment in detail on its ultimate legal effect. If the holding of unconstitutionality is affirmed, revisions of the statute will undoubtedly be made.

If this occurs, it would be advisable to make other changes in the statute. For example, it might incorporate the provision that an injunction, either with or instead of the misdemeanor penalty, could be obtained to prevent an engineer operating in violation of the statute. Also, it might spell out to what extent a contract should be unenforceable if it violates the statute.





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# CONVENTION PROGRAM

MICHIGAN SOCIETY OF ARCHITECTS 47th ANNUAL CONVENTION  
SHERATON-CADILLAC HOTEL, DETROIT, APRIL 5, 6 AND 7, 1961

## WEDNESDAY, APRIL 5, 1961

- 5:00 P.M. Registration  
Grand Ball Room Foyer  
Members: \$7.50  
Chapter Associates \$2.00  
Non-member Architects \$7.50  
Producers \$7.50  
Architectural Employees \$2.00  
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Noble Wilson's Caribbean Calypsos
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Location Grand Ball Room  
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Orchestra and Tulara Lee  
Complimentary Refreshments by M. S. A.

## THURSDAY, APRIL 6, 1961

- 9:00 A.M. Registration continues  
Viewing of Exhibits
- 10:00 A.M. Annual Business Meeting—Reception Room  
(4th floor)  
Charles A. OBryon, President, Presiding  
Douglas Haskell, Guest Speaker
- 12:00 Noon Luncheon—Grand Ball Room  
Charles H. MacMahon,  
1st Vice President, Presiding  
Keynote Address  
Speaker To Be Announced
- 12:30 P.M. Ladies Luncheon  
Michigan Room—5th floor
- 2:00 P.M. Seminar I—Grand Ball Room  
Subject—"Tools For Urban Renewal"  
This session will discuss the role that  
government's, financial institutions  
and developers play in the pro-  
motion of Urban Renewal projects  
Panelists to be announced.
- 4:00 P.M. Reception for Seminar Members in  
Sheraton Room
- 6:15 P.M. Cocktails—Casino Room  
Courtesy: Producers' Council,  
Michigan Chapter  
Admission by Dinner Ticket

- 7:00 P.M. Annual Awards Dinner—Grand Ball Room  
Clarke E. Harris, 3rd Vice President, Presiding  
Award of Gold Medal  
Award of Honorary Membership  
Philip Will, Jr., Guest Speaker
- 9:00 P.M. Entertainment and Dancing featuring the  
Fenby-Carr Quintet with  
Belinda Blanchard (The School Teachers)

## FRIDAY, APRIL 7, 1961

- 10:00 A.M. Seminar II—Reception Room—4th Floor  
Subject: "The Architects Role In  
Urban Renewal"  
This session will feature architects of national  
reputation with broad experience in this  
field, discussing the architect's approach to  
Urban Renewal.  
Victor Gruen, AIA, Victor Gruen Associates  
Los Angeles, New York  
Don Emmons, AIA, Wruster, Bernardi &  
Emmons, San Francisco  
Douglas Haskell, AIA, Editor Architectural  
Forum  
Wilhelm Von Moltke—Chief Designer Philadel-  
phia City Planning Commission
- 12:00 Noon Luncheon—Michigan Room—5th floor  
Harvey C. Allison, 2nd Vice President, Presiding  
Report from Chapter officers
- 12:30 P.M. Ladies Luncheon  
Presidential Suite
- 2:00 P.M. Seminar III—Grand Ball Room  
Subject: "The City Renewed"  
This session will feature a look into the future:  
at the kind of city which could result from  
Urban Renewal efforts
- 4:00 P.M. Reception for Seminar Members in Sheraton  
Room
- 7:00 P.M. Michigan Building Industry Banquet  
Grand Ball Room, English Room  
President OBryon, presiding  
Toastmaster—Ray L. Deppmann, President  
R. L. Deppmann Co.  
Speaker: Dr. G. Herbert True,  
University of Notre Dame  
Drawing and Award for Exhibit Attendance  
PRIZE: TRIP FOR TWO TO BERMUDA  
Award of Citation to Exhibitors  
Adjournment

## CONVENTION COMMITTEE

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WO. 1-2084

ROBERT W. YOKOM, Vice Chairman  
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JOHN A. ALLEN, JR., Draftsmen's  
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32619 Grand River, Farmington, Mich.  
GR. 4-3350

PAUL TILDS, Finance  
1021 Livernois Ave., Ferndale 20, Mich.  
LI. 8-4343

MRS. HURLESS E. BANKES, Ladies'  
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DI. 1-2594

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ON CONVENTION PROGRAM: Mr. OBryon, President of The Society, will preside. Philip Will, Jr., President of the American Institute of Architects, will bring greetings from the AIA; Mr. Charles H. MacMahon, Jr. will preside at the Thursday noon luncheon; Mr. Allison will preside at the Friday noon luncheon; Mr. Clarke E. Harris will preside at the annual awards dinner Thursday evening. Mr. Arthur O. Moran, Jr. is Chairman of the Convention Committee and Mr. Yokom is Vice-Chairman. Mr. Deppmann will serve as toastmaster and Dr. G. Herbert True will be guest speaker at the Michigan Building Banquet on Friday evening.



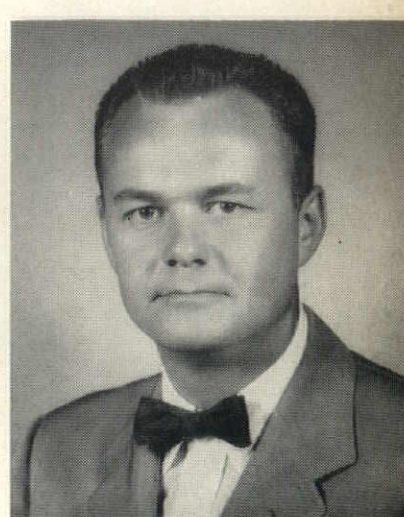
CHARLES A. OBRYON, AIA  
President  
Michigan Society of Architects



PHILIP WILL, JR., FAIA  
President  
The American Institute of Architects



LINN SMITH, AIA  
Great Lakes Regional Director  
The American Institute of Architects



CHARLES H. MacMAHON, JR. AIA  
1st Vice President  
Michigan Society of Architects



HARVEY C. ALLISON, AIA  
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CLARKE E. HARRIS, AIA  
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GERALD G. DIEHL, AIA  
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Michigan Society of Architects



GEORGE W. SPRAU, AIA  
Treasurer  
Michigan Society of Architects



ARTHUR O. MORAN, JR., AIA  
Chairman, Convention Committee



ROBERT W. YOKOM, AIA  
Vice Chairman, Convention Committee

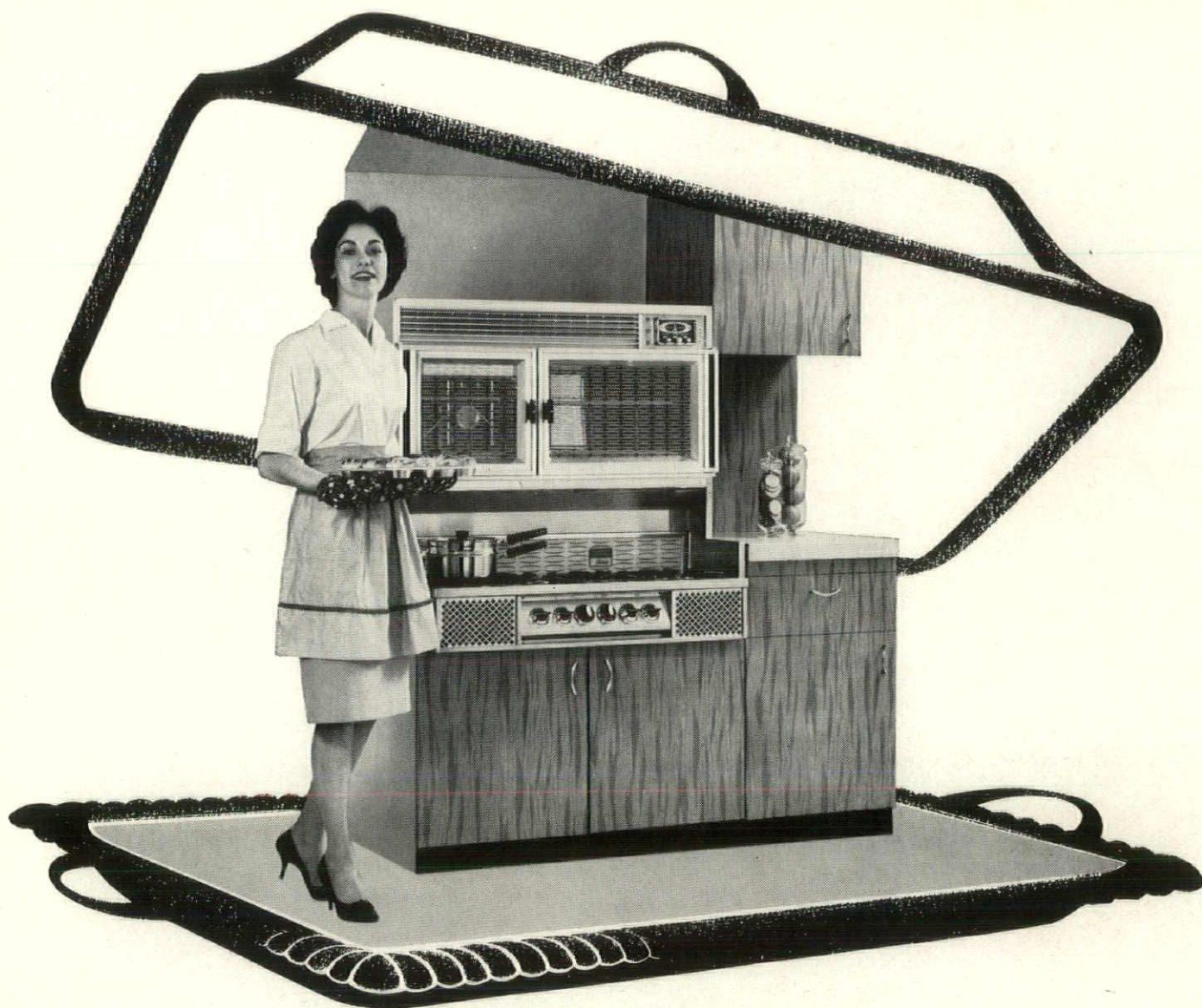


RAY L. DEPPMANN  
President, R. L. Deppmann Co.  
Toastmaster



DR. G. HERBERT TRUE  
Professor & Lecturer

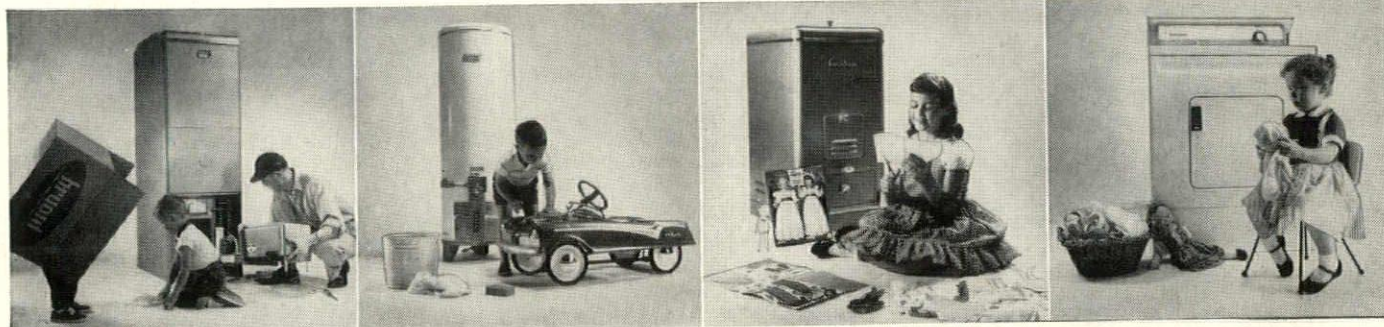





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# THE SEMINARS

Urban Renewal . . . . . Challenge of the Sixties

I Thursday, April 6, 1961, 2:00 p.m., Grand Ball Room.

"TOOLS FOR URBAN RENEWAL"

II Friday, April 7, 1961, 10:00 a.m., Reception Room, 4th Floor.

"THE ARCHITECTS ROLE IN URBAN RENEWAL"

III Friday, April 7, 1961, 2:00 p.m., Grand Ball Room

"THE CITY RENEWED"

Panelists for the Friday Seminars will be . . .



VICTOR GRUEN

**Victor Gruen** is one of the few men in the professional field who combines the activities of an architect and a planner. He is head of the architectural, planning and engineering organization, VICTOR GRUEN ASSOCIATES, the activities of which he directs together with 5 partners. The Victor Gruen organization has offices in Los Angeles, New York and Chicago and functions on a national and international basis.

Among the major projects of Victor Gruen Associates are regional shopping centers such as Northland and Eastland near Detroit, Southland in Minneapolis, Valley Fair in the San Francisco Bay area, South Bay in Los Angeles.

The first private downtown revitalization project actually under construction is the Midtown Plaza project in Rochester, New York, planned and designed by Victor Gruen Associates.

The work of the firm has found national and international recognition. It was shown at the National Gallery in Washington, D. C., the Brussels World's Fair, Moscow Architectural Exhibit, and dozens of museums and galleries. The firm received a gold medal from the Memphis Chapter of the American Institute of Architects and many other awards and honors.



DONN EMMONS

**Donn Emmons** is a partner in the architectural firm of Wurster, Bernardi and Emmons, which was established by William W. Wurster in San Francisco in 1926. During the fifteen years of Mr. Emmons' partnership, he has participated in the growth of the firm from a staff averaging about fifteen to one averaging forty-five, with a highly diversified practice ranging from individual residences to entire communities. He was President of the San Francisco Planning and Housing Association (now the Planning and Urban Renewal Association), from 1947 to 1949, and has continued to serve as a director of that group ever since.

The firm of Wurster, Bernardi and Emmons has won some twenty awards for excellence in design during the past ten years, and their work has been published extensively in magazines and books throughout the world.

The Capitol Towers Redevelopment Project in Sacramento won the First Honor Award in Progressive Architecture's Annual Design Awards Program in 1959. The project is now in the third phase of construction.



DOUGLAS HASKELL

**Douglas Haskell**, Editor of Architectural FORUM, has been with the magazine for ten years and has been called the dean of architectural editors in the United States because he has done architectural editing in one capacity or another since 1925.

He has published material on architecture in a wide variety of magazines here and abroad—from Readers' Digest to the Architectural Review of London—and was editor for Henry Wright's famous book, "Rehousing Urban America;" the 1957 book, "Building U.S.A." by the Editor's of Architectural FORUM; and the Encyclopedia Britannica Yearbook's Chapter on Architecture for the last few years.

Under Haskell's editorship, FORUM has paid special attention to the problems of cities and community planning, and has recently set forth to restore architectural criticism to equality with criticism of the other creative arts, for the informed public as a whole.



WELHELM Von MOLTKE

**W. V. von Moltke** graduated in 1937 from the "Technische Hochschule" (Institute of Technology) in Berlin, Germany, and received the degree of Dipl. Ing. (Bachelor of Architecture).

In 1940 he arrived in the United States, where he worked in the early years in the offices of Alvar Aalto; Hugh Stubbins; and Howe, Stonorov and Kahn. During this time he studied architecture at Harvard University, where he received his degree of Master of Architecture, in 1942.

From 1943 through 1947 he served in the United States Army. After this tour of duty he traveled extensively in Europe and Africa.

From 1948 to 1953 he worked in the offices of Marcel Breuer; Skidmore, Owings and Merrill, and of Eero Saarinen and Associates on a variety of design problems from furniture design to the development of campus plans for Brandeis University and the University of Michigan.

From 1953 to 1960, Mr. von Moltke was Chief of the Division of Land Planning, Philadelphia City Planning Commission.

Since January 13, 1960, he has been Chief Designer of the City Planning Commission.

THE AFTERNOON SEMINARS WILL BE FOLLOWED BY AN INFORMAL COFFEE HOUR IN THE SHERATON ROOM WHERE MEMBERS MAY MEET THE PANELISTS AND VIEW AN EXHIBITION OF MICHIGAN URBAN RENEWAL PROJECTS



# Head

## Women's Activities

WOMEN'S ACTIVITIES for the Michigan Society of Architects' 47th annual Convention, being held at the Sheraton-Cadillac Hotel in Detroit on April 5, 6 and 7, will be under the supervision of Mrs. Edward Hurless Banks, Chairman, and Mrs. Ralph Warner Hammett, Co-Chairman.

Mrs. LaVern J. Nelsen is Registration Chairman and will be assisted by Mrs. Allan G. Agree, Mrs. L. Robert Blakeslee, Mrs. Gerald G. Diehl, Mrs. William M. Fernald and Mrs. Amedeo Leone.

The "Biddle House Table" will be headed by Mrs. Philip N. Youtz. Assisting her will be Mrs. John T. Hilberg, Mrs. James B. Morison and Mrs. Frederick J. Schoettley.

Honored guests will be the wives of presidents. They are: Mrs. Charles Austin OBryon, wife of the President of the Michigan Society of Architects; Mrs. Gordon A. Belson, wife of the President of the Western Michigan Chapter, AIA; Mrs. Paul Bradley Brown, wife of the President of the Detroit Chapter, AIA; Mrs. Richard Calhoun Frank, wife of the President of the Mid Michigan Chapter, AIA; Mrs. Clifford Edgar Gibbs, wife of the President of the Flint Area Chapter, AIA; Mrs. Daniel Wilkie Toshach, wife of the President of the Saginaw Valley Chapter, AIA; and Mrs. Maxwell Eugene Hannum, wife of the President of the Producers' Council, Michigan Chapter.



MRS. RALPH WARNER HAMMETT



MRS. HURLESS EDWARD BANKES

General Hostesses will be: Mrs. Henry J. Abrams, Mrs. Charles N. Agree, Mrs. Donald O. Anderson, Mrs. Lyall H. Askew, Mrs. Alton Balta, Mrs. Frank A. Barcus, Mrs. Robert E. Bingman, Mrs. Augusto Bini, Mrs. J. Charles Burns, Mrs. Ernest J. Dellar.

Mrs. George F. Diehl, Mrs. Clair W. Ditchy, Mrs. Walter Dole, Mrs. Joseph F. Dworski, Mrs. Stanley Fleischaker, Mrs. Joseph N. French, Mrs. Frederick W. Fuger, Mrs. Werner Guenther, Mrs. Carl R. Habermas, Mrs. Maurice E. Hammond.

Mrs. Talmage C. Hughes, Mrs. Arthur K. Hyde, Mrs. Herbert W. Johe, Mrs. Charles W. Lane, Mrs. C. T. Larson, Mrs. Norman J. Levey, Mrs. Maxwell Lewis, Mrs. Yoshizo Machida, Mrs. George Y. Masson.

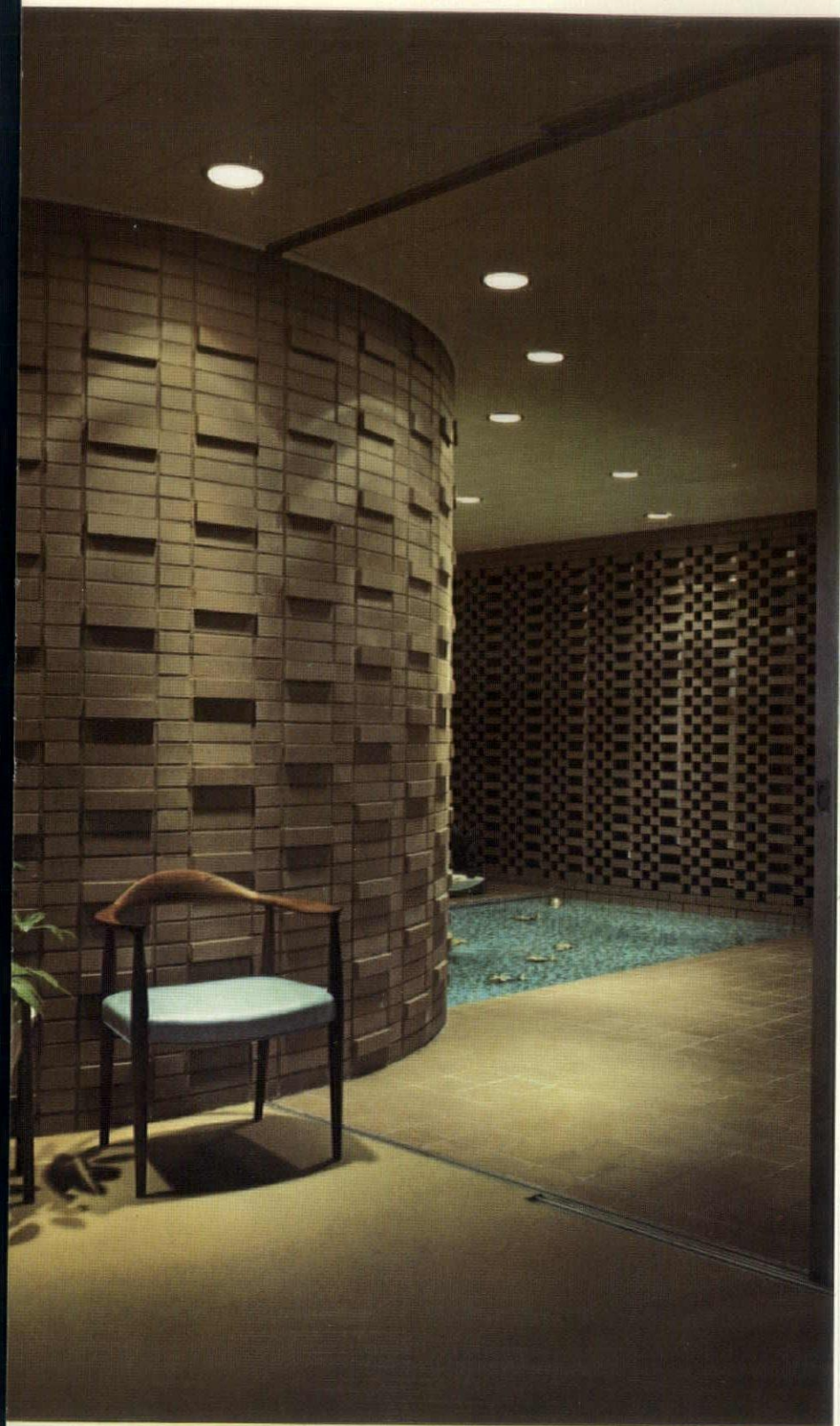
Mrs. Earl G. Meyer, Mrs. Richard Millman, Mrs. Andrew R. Morison, Mrs. Gustave Muth, Mrs. David W. Nesmour, Mrs. John L. Niles, Mrs. Clarence Noetzel, Mrs. Edwin F. Noth, Mrs. Frederick C. O'dell, Mrs. William H. Odell, Mrs. C. William Palmer, Mrs. Suren Pilafian, Mrs. Louis G. Redstone, Mrs. Sanford G. Rossen, Mrs. Clarence Roy.

Mrs. Walter B. Sanders, Mrs. Carl A. Scheufler, Mrs. Manning A. Seder, Mrs. Frederick J. B. Sevald, Mrs. Robert Showfer, Mrs. Linn Smith, Mrs. Eberle M. Smith, Mrs. Berj Tashjian, Mrs. Gaylord Watts, Mrs. Emil Weddige, Mrs. Keith F. Weiland, Mrs. Robert J. West, Mrs. Carlisle H. Wilson, Mrs. Barton D. Wood.

Lovely favors for the Thursday noon luncheon at 12:30 p.m. in the Michigan Room on the 5th floor are being furnished by the Pomona Tile Mfg. Co. of Detroit.

The Ladies Buffet Luncheon on Friday will be held at 12:30 p.m., in the Presidential Suite.





Richard Cohn Memorial Building, Wayne University, Detroit, Mich. • Architects: Harley, Ellington & Day, AIA • Photo by Jack Sterling

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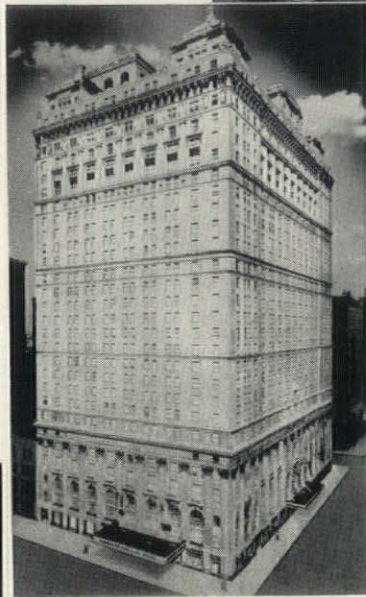
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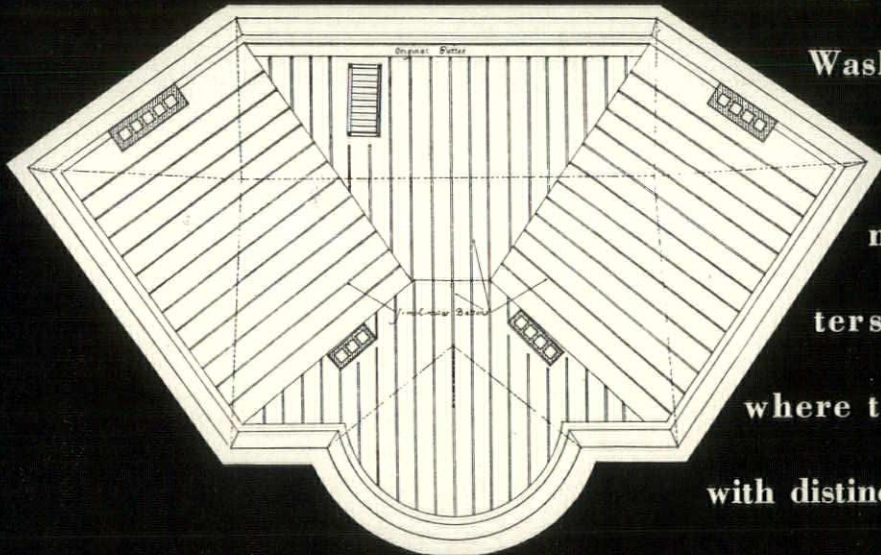
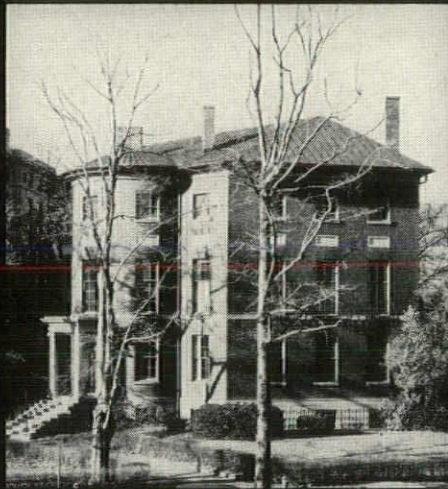
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# MSA

COMMITTEES FOR 1961

Charles A. OBryon, President of the Michigan Society of Architects, announces the appointment of committees to serve the Society during 1961. These committees, whose appointments are with the approval of the Society Board of Directors, are as follows (first-named is chairman):

**Executive**—C. A. OBryon, Charles H. MacMahon, Jr., Harvey C. Allison, Clarke E. Harris.

**Monthly Bulletin, Inc.**—Gerald G. Diehl, James B. Morison, Frederick G. Stickel.

**Administrative**—Charles H. MacMahon, Jr., Gerald G. Diehl, J. Wesley Olds, Frederick J. B. Sevald, George W. Sprau, Frederick E. Wigen.

**Public and Professional Relations**—Harvey C. Allison, Paul A. Brysselbout, Joseph T. Daverman, Earl G. Meyer, Bruce H. Smith, Robert C. Smith, Philip N. Youtz.

**Education and Research**—Clarke E. Harris, Vincent T. Boyle, Herbert W. Johe, Auldin H. Nelson, David E. Post, James E. Tomblinson.

## ADMINISTRATIVE SUB-COMMITTEES

**Finance**—Frederick J. B. Sevald, George W. Sprau, Harvey C. Allison.

**Administrative Study**—Charles H. MacMahon, Jr., George W. Sprau, Bruce H. Smith, Frederick E. Wigen, Peter Vander Laan, Walter B. Sanders, Eberle M. Smith, James B. Morison, Richard C. Frank, Robert S. Gazall, Linn Smith.

**Audit**—Charles H. MacMahon, Jr., Harvey C. Allison, Clarke E. Harris.

**1961 Convention**—Arthur O. Moran, Robert W. Yokom.

**1961 Building Industry Banquet**—James B. Morison, Frederick J. B. Sevald, Talmage C. Hughes.

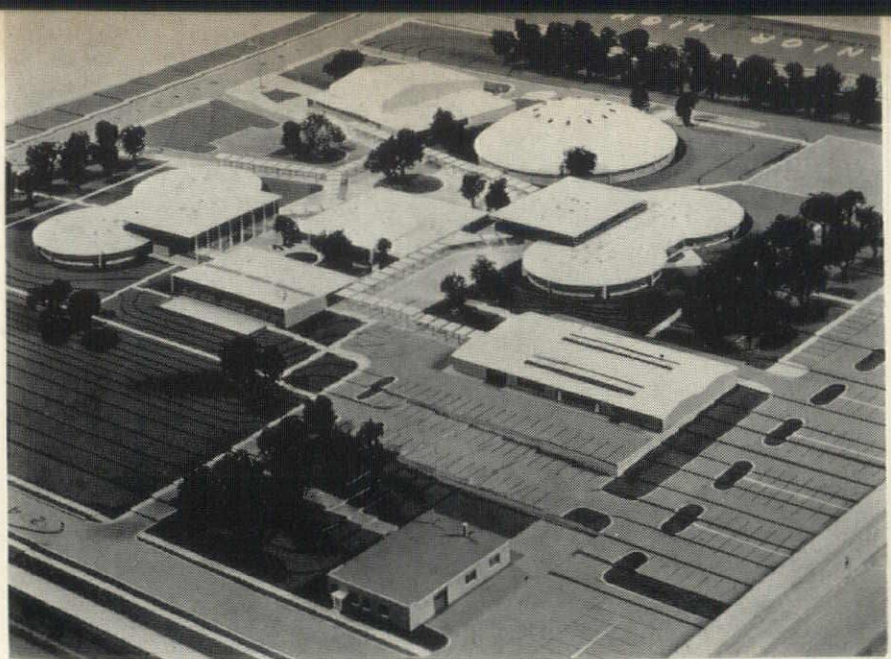
**1961 Mid-Summer Conference**—Bernard J. DeVries.

## PUBLIC AND PROFESSIONAL RELATIONS SUB-COMMITTEES

**Legislative**—Paul A. Brysselbout, J. Wesley Olds, Earl G. Meyer.

**Professional and Industrial Relations**—Joseph T. Daverman, James E. Tomblinson, Frederick E. Wigen.

**Michigan Health Council**—Robert C. Smith, Herbert W. Johe, Auldin H. Nelson.



SUREN PILAFIAN, AIA, of Detroit, was awarded a special citation by the American Association of School Administrators, for his new Senior School building in Holland, Michigan.

The jury of architects and educators also selected the building for exhibit at the National School Building Architectural Exhibition sponsored by The American Institute of Architects and the American Association of School Administrators. It is to be exhibited in three regional locations at conventions this year — San Francisco, St. Louis and Philadelphia." . . . to give people attending the meetings . . . an opportunity to see what the jury believed to be the best ideas and concepts in architecture."

Architect Donald H. Sieg was Pilafian's assistant in charge of planning and Arthur Read, Holland Building Consultant, was co-ordinator of the programming, design, and construction of the project

**APELSCOR**—Earl G. Meyer, Philip N. Youtz.

**Great Lakes Conference**—C. A. OBryon, Charles H. MacMahon, Jr.

**Michigan Association of the Professions**—Elmer J. Manson, James B. Morison.

**Membership**—Philip N. Youtz, Vincent T. Boyle, James E. Tomblinson.

**Chapter Representatives**—Philip N. Youtz, Detroit; Robert C. Smith, Western Michigan; J. Wesley Olds, Mid-Michigan; Auldin H. Nelson, Flint Area; Harvey C. Allison, Saginaw Valley.

**Public Relations**—Bruce H. Smith, Vincent T. Boyle, Robert C. Smith.

**Tile Contractors' Association Awards**—Harold Binder, John A. Allen, Auldin H. Nelson, Paul D. Bowers, Jr.

## EDUCATION AND RESEARCH SUB-COMMITTEES

**Buildings, State Requirements**—Clarke E. Harris, Philip N. Youtz, Joseph T. Daverman.

**Preservation of Historic Buildings**—Charles W. Strieby, William E. Kapp, Emil Lorch, Ralph W. Hammett.

**Education**—Vincent T. Boyle, Frederick J. B. Sevald, Philip N. Youtz.

**Facilities for the Aging**—James M. Bayne, Peter Vander Laan, Jack W. Brown.

**Pan-American Congress**—Louis G. Redstone.

**Research**—Auldin H. Nelson, David E. Post, J. Wesley Olds.

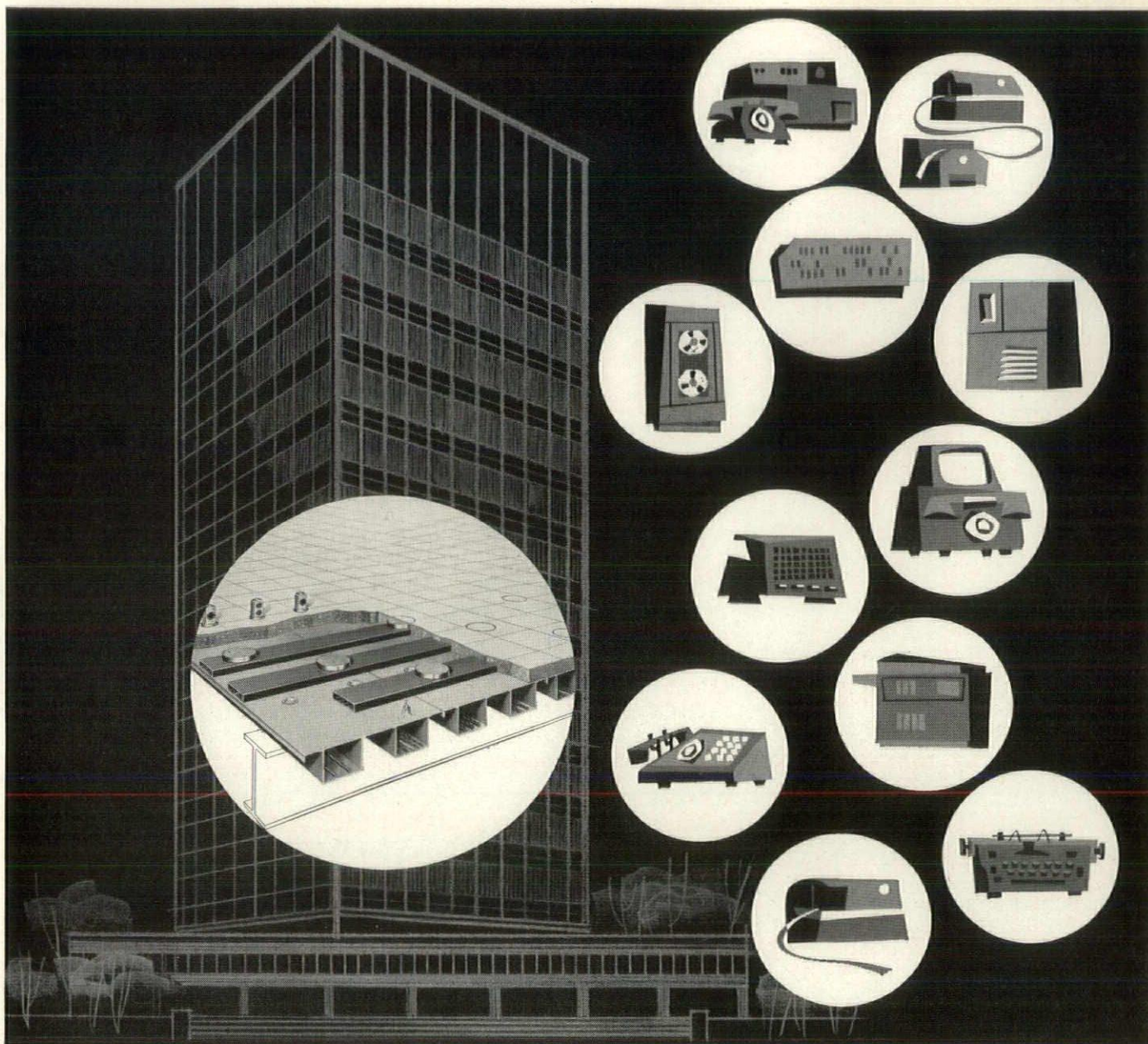
**Awards and Scholarships**—David E. Post, Gerald G. Diehl, Paul A. Brysselbout.

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**MR. HARLAN**

ON WEDNESDAY EVENING, March 8th, C. Allen Harlan, one of Michigan's most outstanding civic leaders and philanthropists, met with a group of teachers, parents and prominent educators to discuss America's, and specifically Michigan's, educational crisis. The meeting was held at the Harlan School in Birmingham, Michigan and took the form of a round table discussion.

Before a large audience, the round table considered the following critical educational areas:

- (1) The educationally handicapped worker who is caught in a squeeze between growing unemployment and increasing demand for highly trained workers.
- (2) Increased need for scholarship funds for today's students to enable them to complete their education.
- (3) Improvement of existing educational plants.

The round table concluded that measures must be taken immediately to retrain and consequently increase the potential of our unskilled workers and that an exhaustive search for additional scholarship funds from both private and public sources was mandatory.

Mr. Harlan has been an active supporter of education for more than 20 years and has assisted some 20 different educational institutions, of all faiths both with advice and donations. He has been a member of the Michigan State University Board of Trustees since 1957.

JAMES A. SPENCE, AIA has been elected a member of the Board of Directors of the Saginaw Museum. He served as President of the Board in 1951.

SIGMUND F. BLUM, GEORGE R. COHAN, JOHN F. DAWSON, JOSEPH L. FLESHNER, STEWART L. McCALLUM, IRVING TOBOCMAN, ELBERT VAN KEMPEN AND HAROLD R. WRIGHT have been elected members of The American Institute of Architects and assigned to its Detroit Chapter.

Blum, of Franklin Village is a 1951 graduate of the University of Illinois where he received a scholarship and the Beaux Arts Institute of Design A.I.A. Award. He was employed in architectural offices in New York City until 1959 when he became the Chief of the Design Dept. of Smith, Hinchman & Grylls of Detroit.

Cohan, of Oak Park graduated from the University of Detroit. In 1958 he joined the firm of Ulrich Weil of Ferndale and is now a partner in the firm.

Dawson, of Ann Arbor is a 1953 graduate of the University of Michigan and is an assistant professor at the U. of M.

Fleshner, of Livonia is a graduate of

Lawrence Institute of Technology. He received his professional training in architectural offices in the Detroit Area and is a draftsman with Levine-Alpern Associates of Detroit.

McCallum, of Lincoln Park is a 1952 graduate of Lawrence Institute of Technology and is senior draftsman with Merritt & Cole of Detroit.

Tobocman, of Detroit is a 1956 graduate of the University of Michigan. He established his own firm in November of 1960.

Van Kempen, of Detroit, received his professional education in The Netherlands. He has been employed in Architectural Offices in the Detroit area and is a project engineer with the Ford Motor Company.

Wright, of Farmington is a graduate of the University of Detroit. He established his own practice as a consulting engineer in 1946 and is a part-time instructor at the Lawrence Institute of Technology.

MEATHE, KESSLER & ASSOCIATES, of Grosse Pointe Farms have won the fourth annual Concrete Achievement Award donated by Huron Portland Cement Company. The award was made recently at the annual dinner meeting of the Concrete Improvement Board at Rackham Building, Detroit.

Presentation of the award was made by Peter Antonich of the Technical Service Department of Huron Portland Cement Company and accepted by William H. Kessler, AIA.

The Concrete Improvement Board announced that Meathe, Kessler & Associates had been selected because it had "elevated the construction material —

— concrete to a level of use and purpose heretofore unattained in construction planning. Their designs, recognized as basically practical and fundamentally sound, have utilized concrete for its esthetic value as well as for its functional purposes."

Meathe, Kessler & Associates has drawn particular praise for the unusual hyperbolic paraboloid concrete roof of the new building it designed for the Mt. Clemens Savings and Loan Association in 1960 shown in the January 1961 issue of the Bulletin. The firm also employed concrete extensively in the design of the recent expansion project of Olivet College and the Fleming Elementary School in Detroit.

LEFT TO RIGHT: Gene McCracken, chairman of the Concrete Improvement Board, William H. Kessler, Vice-President of Meathe, Kessler, & Associates, Peter Antonich, technical service engineer of Huron Portland Cement Company, and Eugene DiLaura, Jr., of Meathe, Kessler & Associates



Photo by Robert P. Thomas, Ferndale





Max Sauer, Montreal

**MURRAY BAY**—where great French explorer Samuel De Champlain, founder of Quebec, anchored in 1608. In left foreground is the celebrated Manoir Richelieu with boat pier jutting out into the mighty St. Lawrence River from rock-cliffed Pointe-au-Pic—once part of the historic Seigniory of Murray Bay. The French town of La Malbaie is at extreme left, at end of Bay. Far shore is Cape l'Agile once part of the vast Seigniory of Mount Murray.

# The Manoir\* Richelieu

## AN HISTORIC SEIGNIORY OF ARCHITECTURAL



AS THE BOAT slowly approaches the rocky headland of Pointe-au-Pic three short whistle-blasts rend the air. High up on the bluff above two men in red livery lower and raise the British flag in three brisk salutes. The big white ship sends up a raucous shriek in reply. Up above, the flag is lowered and raised once more in final salute.

Now, as the good ship Tadoussac proceeds on her way toward the dock, we look back behind the men and the flagpole where rises in all its majestic grandeur and turreted splendor the Manoir

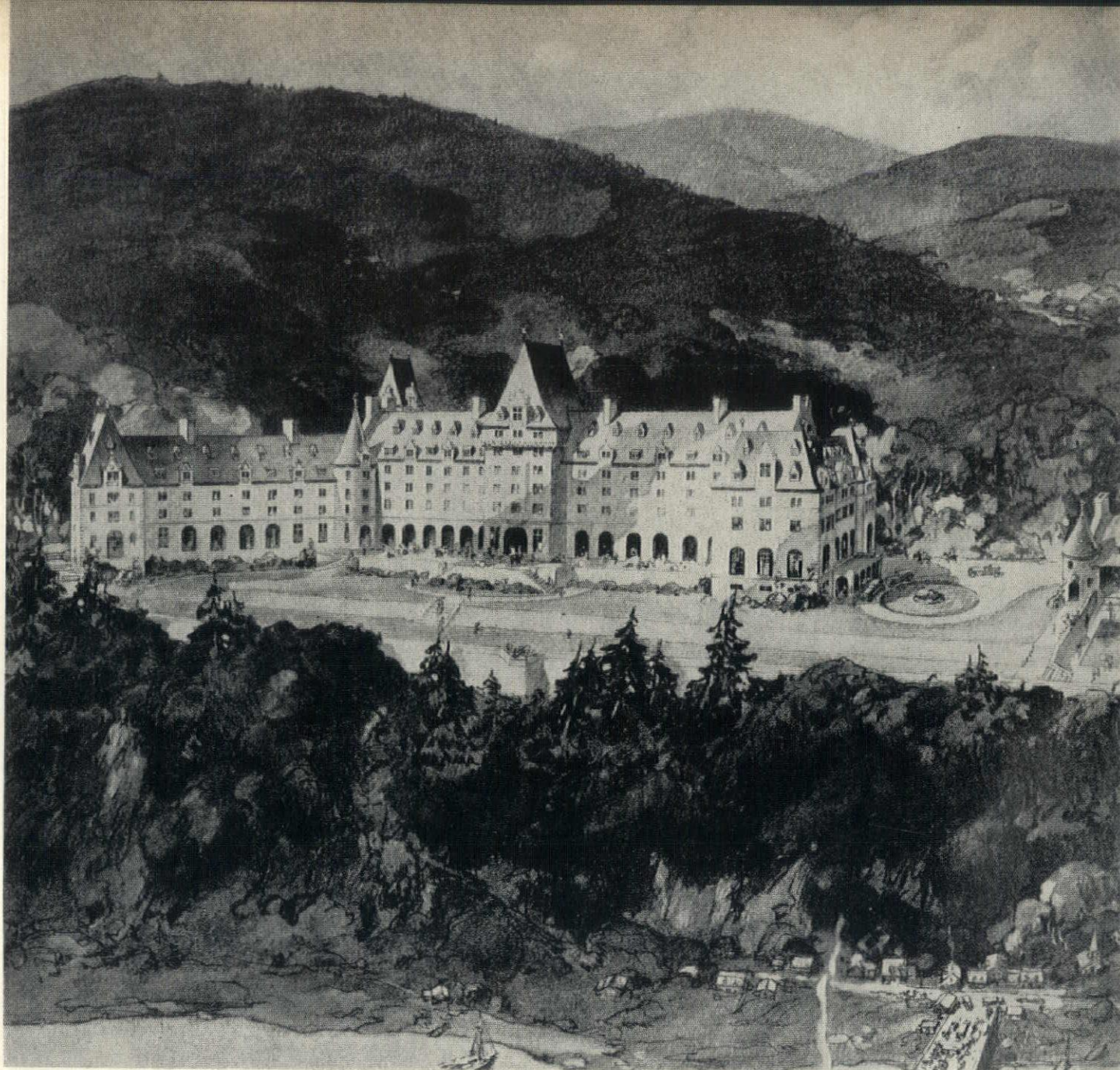
\*Pronounced: Man-wahr

Richelieu. There it stands like a medieval chateau out of a French novel its massive grey castle-like walls basking in the noon-day sun.

The boat churns the waters of the St. Lawrence, reverses its engines, then comes in sideways to dock at the quay under the cliff—with sea gulls screaming and wheeling overhead. We stand at the rail, ready to disembark, and anxiously wonder whether the Manoir and Murray Bay have changed after all these years.

Will the carriage drivers—from whose names you would expect to hear a Scot's burr—still rattle off in French as they





MANOIR RICHELIEU—Designed by the celebrated Canadian Architect John S. Archibald of Montreal in 1928 to exalt the architectural heritage of 17th Century France in the new world. One thousand artisans worked for nine months—through the blasts of an arctic winter—to complete a miracle—for that day—in architectural construction. On its interior walls is the finest collection of Canadiana in existence, and also, a rare and magnificent collection of the work of the distinguished American ornithologist John James Audubon (1780-1851). The Manoir Richelieu Casino (Entrance shown at far right) houses a superb portrait collection of the North American Indian

## GRANDEUR ON THE RAMPARTS OF THE ST. LAWRENCE

drive you up the steep incline to the Manoir? Will Patrick Torpy, born in Tipperary County Ireland in 1879 and major domo of all he surveys, still greet you at the entrance door? Will college boys still take your luggage to your rooms? Will the chambermaids still speak only in French? Will college girls still serve you at dinner? Will the symphony orchestra still play at high noon as you swim in the salt water swimming pool? Will the ancient cannons still command the sweep of the St. Lawrence from their positions on the terrace above? Will Murray Bay still be just a way of life without a village, a post office, a railroad station or a tele-

phone exchange by that name to substantiate its very existence?

This four-hundred-acre baronial domain which is Manoir Richelieu is the protege of the 115-year-old Canada Steamship Lines, Ltd., the oldest and largest fresh water transportation company in the world. Its territory extends from the head of the Great Lakes to the Gulf of St. Lawrence—"the greatest traffic density water route on earth."

The locale of our narrative is in the Laurentides—the most ancient mountains in the world. No fossils have been found in all their historic mass, which "plunge in tumbled capes and rampart palisades"

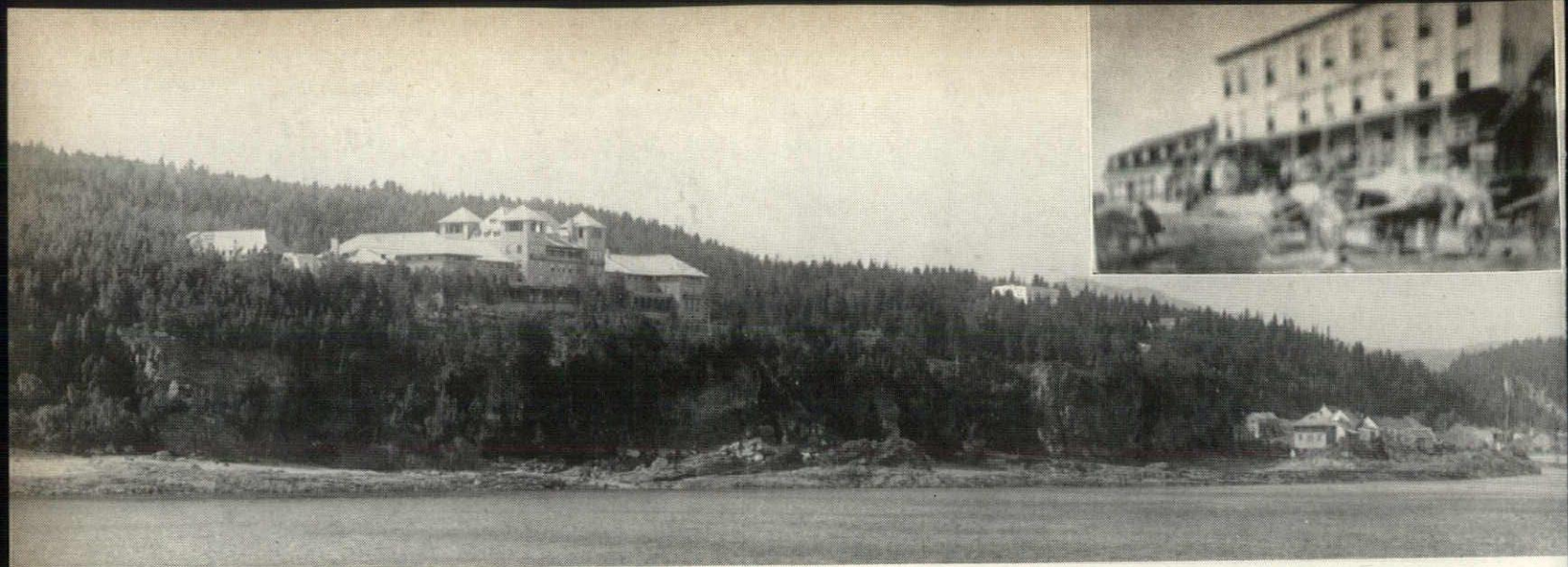
By GUSTAVUS ARNOLD



into the mighty St. Lawrence.

This area first came into the annals of man in 1535 when the famous French explorer, Jacques Cartier, born in Brittany in 1494, ascended the St. Lawrence and passed the wide gap in the mountains which forms the beautiful Murray Bay valley of today. He anchored some miles south of Isle aux Coudres where he "saw an incalculable number of huge turtles" and claimed the exploration in the name





Notman, Montreal

**HISTORIC PICTURE** of the old Manoir Richelieu (first time published) taken in 1900 and also showing upper story of Chamard's Lorne House (named after the Marquis of Lorne who married Queen Victoria's youngest daughter, Princess Louisa) on the bluff a short distance to the right of it. Picture now in the possession of M. Roland Gagne, Pointe-au-Pic, representative of the Hudson's Bay Co., and well-known connoisseur and collector of antiquities, who, with Mme. Gagne, was instrumental in the restoration of the famous Old Jesuit House (1637) at Sillery, Quebec—the oldest house in Canada

of France and the French crown.

Seventy-three years later, in 1608, Samuel De Champlain, son of a sea captain, and when young in the army of Henry IV of France, ascended the St. Lawrence and wrote: "From there we went to a cape that we named l'Agile Cape, eight leagues from Cape Dauphin. Between the two there is a large bay, at the head of which is a little river that dries up at low tide, and we named it Flat River or Malle Baye." (Evidently his boats became stranded at low tide and for that reason named it "Bad Bay.") Later, on July third of that year, Champlain founded the historic City of Quebec on the site of the ancient Indian village of Stadacona.

In the summer of 1629 Lewis Kirke, brother of the English Admiral David Kirke, captured Champlain at Quebec. While taking his famous prisoner to Tadoussac he was waylaid opposite Malle Baye by a French ship sent to rescue Champlain. A terrific cannonading ensued that broke the hereto silent shores of the St. Lawrence for the first time and brought its Indian inhabitants running to the water's edge to witness the spectacle. Kirke emerged from the fray victorious.

At the same spot 330 years later in 1959, Queen Elizabeth the II's royal yacht

Britannia lost its anchor while sailing up the river for the opening ceremonies of the St. Lawrence Seaway. Some of the more superstitious living in the area knowingly nod and smilingly imply that probably one of Champlain's men, still at the bottom of the river, yanked the anchor off in retribution.

In 1627 the "Company of New France" was founded by Armand Jean du Plessis, Cardinal duc de Richelieu, controller of the French colonial policy under Louis XIII. The Company received the whole St. Lawrence Valley and a monopoly of the fur trade for 15 years. In return, it was requested to take 300 colonists to New France each year, all of whom were to be Roman Catholics. The seigniorial system of old France was to be encouraged in the new possession.

In 1653 the first grant was made of the "Seignior of Malbaie" to Jean Bourdon, Surveyor General of the new Colony. Bourdon, however, failed to make use of the claim and let it lapse.

On November 7, 1672 the French crown's Intendant Jean Talon granted the Malbaie Seignior to Philippe Gaultier Sieur de Comporte. The area covered was from Cape aux Oies to Cape l'Agile—a distance of some 18 miles. Comporte had

visions of a great seigniorial chateau to be built on the bluff overlooking the lordly river at Pointe-au-Pic. Although his plans for the chateau did not materialize, little could he foresee then that 257 years later such a structure would stand on that very site.

In 1687, Comporte, for want of funds, sold two thirds interest in the seignior for one thousand livres to Francis Hazeur, Pierre Soumande and Louis Marchand of Quebec. A sawmill was immediately built. In October 1688 Comporte died and his heirs sold the one third interest to Hazeur for five hundred livres. In 1700 Hazeur bought out his partners and became sole owner. On Hazeur's death in 1708, Malbaie was inherited by his two sons, Canon Joseph Thierry Hazeur and Cure Pierre Hazeur de L'Orme.

In October 1724 the French crown purchased the Malbaie Seignior from the brothers Hazeur for 20,000 livres, wishing to make the area into a government reserve.

In 1750 the King's domain of Malbaie was visited by the Jesuit Father Claude Godefroi Coquart who wrote: "This region is the finest in the world."

Then came the British conquest of New France. In the summer of 1759 "thirty-nine

#### SAMUEL DE CHAMPLAIN (1567-1635)

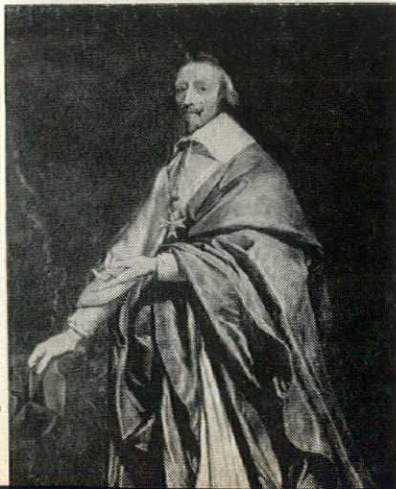
French explorer, colonial pioneer, founder of Quebec, 1608, first governor of French Canada. Born at Brouage on Bay of Biscay. Member of 100 Associates of Company of New France. Discovered Lake Champlain (1609). With Alogonquins and Hurons defeated Iroquois near Ticonderoga. At 43 married Helene Boule, 12, who became a nun at his death



E. Brighton, London, England

#### ARMAND JEAN DU PLESSIS (1585-1642)

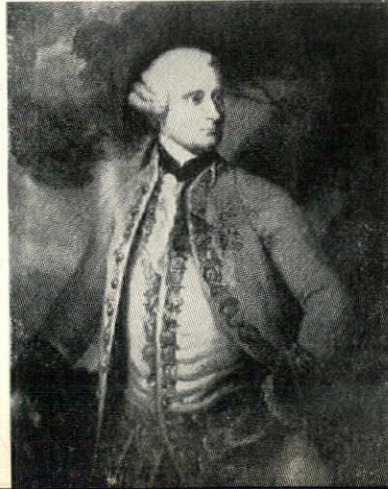
French Cardinal, Duc De Richelieu. For 18 years iron-willed statesman for throne of France. At 21 nominated bishop of Lucon by Henry IV. Chief minister of Louis XIII. Established absolute sovereignty of French King; overthrew Huguenots' political power; established royal printing presses; founded French Academy; patron of literature. Buried in chapel of Sorbonne



Painting by Champaigne, Louvre, Paris

#### JAMES MURRAY (1719-1794)

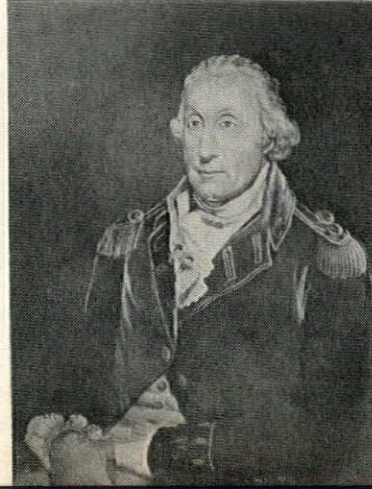
General, and first British Governor of Canada. One of Wolfe's three brigadiers in expedition against Quebec. Commanded left wing of army in famous battle Sept. 13, 1759. Appointed Governor of Quebec (1760); Governor of Canada (1763). Murray Bay named after him. Younger son of Alexander Murray, 4th Lord Elibank whose title he succeeded



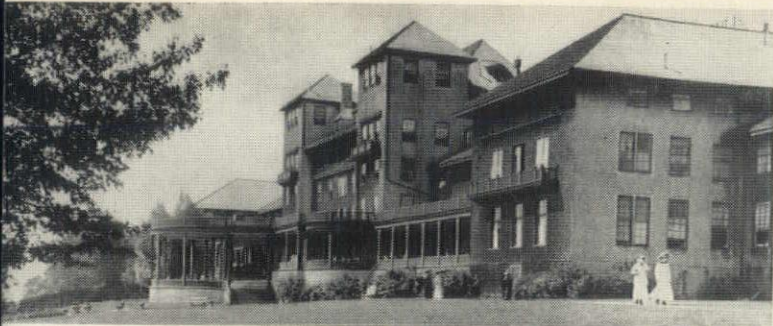
Painting by Adam Sheriff Scott, Manoir Richelieu

#### JOHN NAIRNE (1731-1802)

First Seigneur of Murray Bay (1762) Belonged to well-known Jacobite family of Scotland. Sister mentioned by Walter Scott in "Waverley." Joined 78th Highlanders (1757). Fought under Wolfe at Quebec (1759). Successfully defended Quebec last day of 1775 against American General Montgomery's forces during American Revolution. Became Lieut. Colonel. Buried at Mt. Hermon Cemetery, Quebec







OLD MANOIR RICHELIEU at the turn of the century showing some high-fashion guests out for a lazy Sunday afternoon stroll after a ten-course dinner

Hayward, Montreal



PROGRESS CONSTRUCTION view of the new Manoir Richelieu taken March 20, 1929

## OPPOSITE PAGE

INSERT PICTURE of Chamard's Lorne House where Mrs. Abraham Lincoln stayed in 1873. Picture courtesy Mlle Margaret Lois Chamard, great grand niece of John Chamard, the original builder

men-of-war, ten auxiliaries, seventy transports and many smaller craft, carrying more than 27,000 men, sailed up the St. Lawrence" on their way to attack Quebec. When they passed Malbaie the inhabitants rushed to spread the alarm with signal fires at night on Pointe-au-Pic. Soon the whole shore of the St. Lawrence was kindled with spots of flame leading all the way up to Quebec, announcing the approach of the oncoming invaders.

General James Wolfe, Commander-in-Chief of the British forces, warned the French inhabitants that they must remain neutral and, to make his point clear, sent Captain Gorham on August 15, 1759 to lay waste the north shore of the St. Lawrence. With 300 men, half of them Rangers from the English colonies (now U.S.) and the other half Scottish Highlanders, they burned and pillaged the land and left Malbaie in ruins.

Then in the early morning hours of September 13, 1759, when Wolfe's forces climbed the steep heights above Quebec to the Plains of Abraham, Fraser's 78th Scottish Highlanders led the way. When they charged, on the heights, their wild bag-pipe music, their waving tartans, their terrible broadswords their partially naked bodies so unnerved the defending French that they went down into utter

defeat calling them the 'Savages of Europe'."

At the hour of decision French General Montcalm, 47, mortally wounded, cried: "It is well; I shall not live to see the surrender of Quebec," and British General Wolfe, 33, also mortally wounded, cried: "Now God be praised! I die in peace." Thus with the fall of Quebec, France lost and England won The Canadas.

Among the Highlanders who fought under General James Murray, who assumed command after Wolfe's death at Quebec, were two young Scotsmen named Malcolm Fraser and John Nairne.

Deciding to remain in the new country, which seemed to offer greater opportunities than their homeland, Fraser and Nairne petitioned General Murray for seigniories on the St. Lawrence River.

On April 27, 1762 General Murray, son of a Scottish peer, and who became the first "Governor of Canada," acting for the British crown, divided the Seignior of Malbaie into two parts, granting Malcolm Fraser that portion lying "east of the little river that flowed into the bay and stretching to the Riviere Noire" and that part to John Nairne lying "west of the little river at Malbaie to the Seignior of Les Eboulements."

Both wishing to show their gratitude to General Murray, Fraser named his seignior: "Mount Murray" and Nairne his: "Murray Bay."

A good number of Scottish families settled on the lands belonging to Fraser and Nairne but most of their descendants today, while bearing such names as Warren, McLean, Blackburn, Harvey and McNeil, speak nothing but French and have adopted the French-Canadian faith, habits and customs.

In 1766 General Murray left Canada, and when his brother died in England, he entered the House of Lords, with the title of Lord Elibank.

During the American Revolution Fraser and Nairne fought in the defense of Quebec when on December 31, 1775 Benedict Arnold and Robert Montgomery laid siege to the city. Montgomery was killed and Arnold wounded and the Americans defeated and both Fraser and Nairne continued fighting for the British cause.

In January 1780 General Haldimand requested John Nairne to quarter American prisoners of war at his seignior. In May of that year some of the prisoners escaped across the St. Lawrence in a boat but were later captured and sent to Quebec.

### MARY TODD LINCOLN (1818-1882)

Wife of immortal Abraham Lincoln 16th President of United States. Kentucky Belle. Goaded by ambition and an ill-tempered tongue. Castigated by North for having brothers fighting for Confederacy; reviled by South for not daring to shed tears when they died. Spent last years in unhappy, deranged, disillusionment, hating those who loved her most

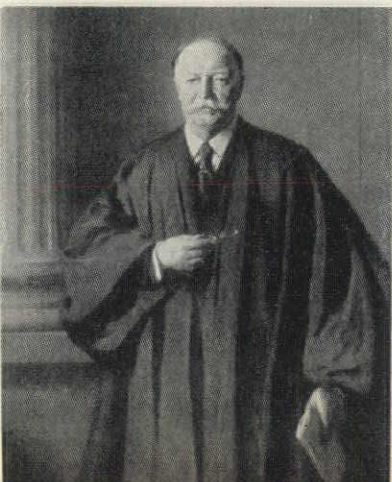
Painting by Ernest L. Ipsen, N.A., 1929, Washington, D. C.



### WILLIAM HOWARD TAFT (1857-1930)

27th President of United States (1909-1913) and 10th U. S. Chief Supreme Court Justice (1921-1930). Only man in American history to fill two highest positions. Yale educated. U. S. Solicitor General (1890); U. S. Circuit Judge (1892); Pres. U. S. Philippine Commission (1900); First Civil Gov. of Philippines (1901); Sec. of War (1904); Administration enforced anti-trust laws

Acme Photo, Dec. 27, 1938, New York



### BRENDA DIANA DUFF FRAZIER (1921-)

Most celebrated debutante of all time. Known for shoulder-length, blue-black hair. Granddaughter of Sir Frederick Williams-Taylor head of Bank of Montreal. Made debut in \$50,000 ball at Ritz-Carlton Hotel, New York, attended by 1,500 guests, including Elsa Maxwell and Mrs. Cornelius Vanderbilt. Lasted until 7 a.m. Now Mrs. Robert F. Chatfield-Taylor



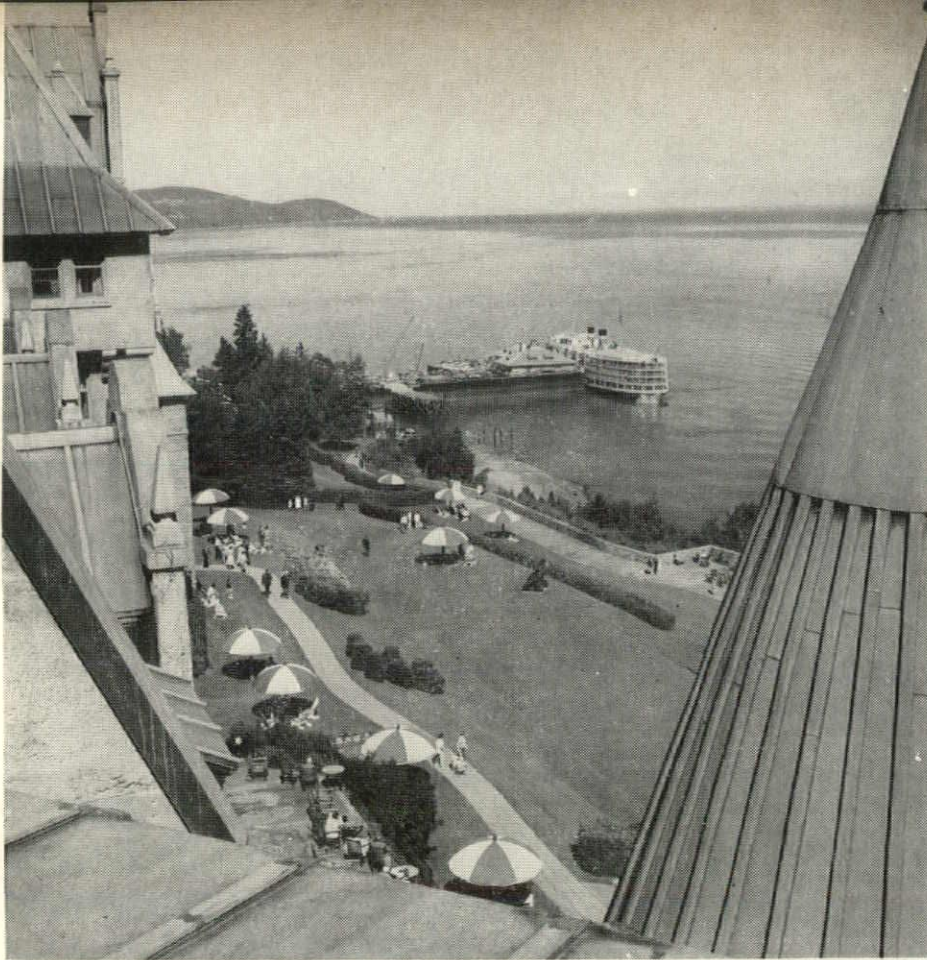
William E. Bradley Photo, Oct. 28, 1957, Detroit

### ROBERT FRANK HASTINGS, FAIA (1914-)

President of Smith, Hinchman & Gryll Associates, Inc., one of America's oldest and most distinguished architectural firms with offices in Detroit, Canada & Korea. University of Illinois graduate. Brilliant young executive architect, engineer and world traveler. Personal forte: concern for proper habitation for the aged now confronting the American economy







Jules Blouin, Manoir Richelieu, Pointe-au-Pic and Montreal, Canada

PICTURESQUE VIEW from the roof of the Manoir Richelieu showing detail of peak-tower copper-roofing striation, and five-deck passenger liner at dock

John Nairne loved the life at Murray Bay. His beautiful daughter Christine cut quite a swath in the social whirl when she visited Quebec. Nairne wrote from Quebec: "I saw her dance at a ball at the Lieutenant Governor's mansion and she seemed at no loss for Genteel partners . . . I am well pleased with her and do not in the least grudge her so long as she is esteemed by the best company in the place."

In April 1802 Nairne wrote to his sister in Scotland his last letter in which he enclosed a poem given to him by his neighbor John Warren who was the ancestor of all those by that name now residing at Murray Bay.

John Nairne passed away July 14, 1802 in Quebec where he had been taken for medical care. His surviving son Thomas was to inherit the Murray Bay Seigniory after his mother's death. But Tom was killed in the War of 1812 at the battle of Chrysler's Farm near Long Sault Rapids on the St. Lawrence, south of Cornwall.

#### MOUNT MURRAY GENEALOGY

Malcolm Fraser of Mount Murray Seigniory, who had been Tom's godfather, died June 17, 1815, the day before the Battle of Waterloo, at the age of 82. His son William inherited Mount Murray and when he died in 1830 his brother John Malcolm inherited it. When John Malcolm died in 1860 his elder daughter, married to a Colonel Reeve, came into possession of it and at her death in 1879 it passed to her husband who died in 1888, when his son John Fraser Reeve inherited it.

In 1902 John Fraser Reeve sold the historic Seigniory of Mount Murray to George T. Bonner whose daughter Mrs. Francis Higginson Cabot inherited the manor house and domain. The Seigniory is now (1960) in possession of the Cabot family and the old manor house still stands in all its glory on the slope of a hill overlooking Murray Bay.

At the death of Mrs. John Nairne in 1828 the Seigniory of Murray Bay passed into the hands of her only surviving daughter Mrs. Peter McNicol and when she died in 1839 her son John inherited the estate and took his grandfather's last name and became John McNicol Nairne so that he might perpetuate the family name.

As years passed many of the historic seigniories along the St. Lawrence were broken up, the habitants becoming freeholders of the lands they had formerly worked.

In 1854, after much controversy, the Parliament of Canada disallowed the seigniorial system.

In 1861 just one hundred years after the original John Nairne had come to Malbaie to found the Murray Bay Seigniory, his grandson John McNicol Nairne, the last of his line, died in the manor house.

In 1884, his widow, Mrs. Maria Catherine Leslie Nairne, died, willing the estate to her lawyer W. E. Duggan who at his death in 1898 left it to his brother E. J. Duggan. When the latter died his daughter Mrs. J. A. Gray inherited the property and upon the death of her husband Mrs. Gray gave it to her son Duggan Gray.

Considered one of the finest and best preserved of all the old manor houses in the Province of Quebec, this historic dwelling was recently demolished so that all that remains of a once lovely home and a way of life that is past, is a huge hole in the ground wherein whose maw one still can see (1960) the rubble of ancient stones that once were part of its famed foundations.

The Province of Quebec should hang its head in shame for allowing this his-

toric monument of the past to be so wantonly destroyed when so many other communities in North America would readily get down on their knees to have such an historic shrine.

In 1846 a yachting party from Quebec came ashore at Pointe-au-Pic and was so entranced with the magnificent view that two of its members by the name of Lambe and Henshaw decided to purchase a large section of the bluff overlooking the St. Lawrence for a summer home-site. The property was owned by the descendants of John Warren, the good neighbor of John Nairne, and which originally had been part of the Murray Bay Seigniory. Time passed and the homes were never built.

However, in 1872, John Chamard, a produce merchant of Montreal, whose wife was a Morrison from Berthier, Quebec, leased the site and erected a small and select hostelry called the Lorne House, in honor of the Marquis of Lorne who had married Queen Victoria's youngest daughter, Princess Louisa, the year before.

Shortly after its completion John Chamard was drowned in a shipwreck during a terrific storm and his broken body cast upon the jagged rocks of Pointe-au-Pic. His younger brother William took over the stewardship of the young hostelry and it became one of the most famous on the St. Lawrence River. Its patronage first came from Montreal and Quebec but soon its fame spread and many noted American families came to spend their summers there. The view was magnificent; the food was superb and William, "mine host," had that rare knack of making each guest feel as if it were his own private establishment.

On August 6, 1873, Mrs. Abraham Lincoln arrived at Chamard's Lorne House. Her precise, small, neat handwriting is still legible on the old, yellowed-paged register of that date. This distraught widow of an American president had fled the borders of her own country in search of peace from the torment of public ridicule which had been heaped upon her bereaved head. In May of 1872, Ward H. Lamson had published the "Life of Abraham Lincoln" in which he flagrantly exposed the supposed love of Lincoln for Ann Rutledge and his resultant unhappy marriage to Mary Todd. Mrs. Lincoln in wild anguish had charged in the public press that this was another in the long list of betrayals by those she had counted as friends.

#### LETTER FROM QUEEN VICTORIA TO MRS. ABRAHAM LINCOLN

Osborne  
April 29, 1865

Dear Madame,

Though a stranger to you I cannot remain silent when so terrible a calamity has fallen upon you and your country, and must personally express my deep and heartfelt sympathy with you under the shocking circumstances of your present dreadful misfortune.

No one can better appreciate than I can, who am myself utterly brokenhearted by the loss of my own beloved Husband, who was the light of my life—my stay—my all—what your sufferings must be; and I earnestly pray that you may be supported by Him to whom alone the sorely stricken can look for comfort, in this hour of heavy affliction.

With renewed expressions of true sympathy, I remain dear Madame,

Your sincere friend  
VICTORIA

April '61 Monthly Bulletin



A Mr. & Mrs. James Scott of Toronto recalled in 1931 that when they first went to Murray Bay in 1891 the "weekly tariff at Chamard's for board and lodging including tea in the afternoon and late supper at night, was \$7.00, and that on the table trout was plentiful as well as partridge in season—and out of season!" For the "gadabouts a carriage and driver were available at \$1.50 for the afternoon."

In 1892 William Howard Taft, who at that time was Solicitor General of the United States, first arrived at Murray Bay with his family. It has since been reported that the arrival was through a prank played by Mr. Taft on his brother, Horace, who had just been married. William found out where Horace was going on his honeymoon and so booked passage on the same boat. Feeling that the newlyweds had been plagued sufficiently the Solicitor General and his family got off at Murray Bay and allowed the Horace Tafts to continue on alone up to the Saguenay. The William Howard Tafts were so charmed with the spot that they eventually purchased a summer home overlooking the St. Lawrence at Pointe-au-Pic.

In 1900 the Pointe-au-Pic property which was owned by Lambe and Henshaw, and which, as we have stated, was once part of the old Nairne Murray Bay Seignior, was sold to the Richelieu & Ontario Navigation Co. The company immediately went ahead and constructed a large, four-

towered, five-story, cedar shingled hostelry of 300-guest-room capacity and named it The Manoir Richelieu after the French Cardinal. The appointments of the establishment were the most elegant of the day, and its view of the River was superb.

Shortly after the Manoir was completed the old 28-year-old Lorne House, which was across a small lake on the bluff to the east of it, was torn down. The Chamard's then built a new Lorne House in the hinterland up on a hill overlooking the village of Pointe-au-Pic and facing Murray Bay.

In 1913 a number of diverse steamship lines together with the Richelieu & Ontario Navigation Co. were consolidated into the Canada Steamship Lines, Ltd. and the Manoir Richelieu henceforth came under its jurisdiction.

Murray Bay for years has been considered the "Newport of the North" but there has always been this great difference. Those who summered at Newport came to splash their wealth in a heady round of elaborate earth-shaking frivolity and lavish hurdy gurdy—always contingent in the process of "social arriving;" while their more select counterparts at Murray Bay came to commune with nature and to rusticate away from the social tumult for the pleasures of the more simple life which seems to appeal to those who know they already "have arrived." In short, Murray Bay became a Shangri-La for the ultra ultra to get away from

the social strife of the world.

On the night of September 12, 1928, a momentous event occurred. At two o'clock in the morning the citizenry of the town of Kamouraska, thirteen miles across the St. Lawrence River from Pointe-au-Pic were aroused by the sight of the red glare of flames shooting up hundreds of feet into the night sky. "It must be the Manoir Richelieu," cried the excited populace, getting out their binoculars.

Nothing like this had happened since 1759 when the great fires had been built to warn the country of the arrival of the British for the attack on Quebec. Yes, now they could see the four towers silhouetted in the roaring flames aided and abetted by their dry, cedar-shingled matrix. Great clouds of smoke billowed skyward in fascinating shapes as they rolled around the flaming towers. "There they go!" went up the cry as the two front towers suddenly fell in a tremendous crash and a shower of sparks, that rose up like a dazzling pillar in the night sky.

Three hours later, in the early morning twilight, all that remained of a once proud bastion of high society was a mammoth wreath of shimmering ash to mark the site of the great Manoir Richelieu.

(To Be Continued)

PART II  
CARTE BLANCHE FOR GRANDEUR  
(1928—1960)

ONE OF THE LAST great strongholds of old world elegance and decor left on the North American continent where gracious living at its best is still considered as a prime prerequisite to a satisfying summer's holiday

Arnott & Rogers, Montreal





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the  
power to*  
**save  
steps  
to  
save  
time**



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## The Challenge and Responsibility of Chartership to Architects

Address by National President Philip Will, Jr., FAIA, to the Mid-Michigan Chapter, AIA, on the occasion of its Charter Night, Lansing, Michigan, January 27, 1961

### FRIENDS AND COLLEAGUES:

I AM HERE, representing the national Board of Directors and the membership of the American Institute of Architects, to present to you, the Charter of the Mid-Michigan Chapter, AIA, to congratulate you on this occasion, and to welcome you into the fold.

Somewhere in the voluminous archives of our one hundred and four year-old organization there is, I am sure, some eloquent statement about the meaning of a charter. It is not for laziness or lack of time that I have not bothered to look it up.

I feel there is no need to read to you a list of your obligations or pontificate some solemn exhortation on the service you as a group of architects are expected to render your profession, your community and society.

You here in the Lansing area have already demonstrated your devotion to our common cause. In your case granting of a charter to form your own, independent organization within our professional society is not a wishful beginning but an acknowledgment of an impressive effort.

To be sure, the twenty-six architects who first banded together—here in Lansing, I believe it was—were all members of AIA. They know, as do the public, the government and the courts in our land—that these three letters stand for the highest standards of professional competence, moral duty and human character any profession can devise.

They also knew that the only test of standards is performance. And they knew that in our day individual performance,—no matter how illustrious, is not equal to the challenge that confronts us.

What is that challenge?

It is, as I see it, to assume for the profession of architecture the responsibility and the leadership for all man-made environment, as the medical profession assumes the responsibility and leadership for public health, and the legal profession assumes the responsibility and leadership for the rule of law.

Like charity, this responsibility begins at home. A better, a more beautiful, a more orderly, a more efficient and more livable man-made America cannot be built or planned in the White House, in Congress, or in the Octagon. It can only be planned and built where the slums and the ugliness are . . . where the poor traffic patterns and the sprawling suburbs

are . . . where the overhead wiring and the bill boards . . . the arbitrary zoning and the restrictive building codes are . . . and where the land pollution and the destructive speculation are—in the neighborhoods, towns, and cities of our country.

And it is in the neighborhoods, towns, and cities of our country where the will and the enthusiasm to do better must be generated and led.

Whether in just those words or merely in a feeling of uneasiness, you, the architects in the Lansing area, knew that you have a collective as well as an individual responsibility toward your community. To discharge this responsibility you formed the Association of Lansing Architects. You organized a number of committees and you went to work.

Even as your application for a Charter was on its way, you studied and submitted proposed revisions to the building code,

\*you got together with city officials to offer your assistance in the solution of problems within your professional competence,

\*you made recommendations to your school board how architects can be of greater service to provide the community with better and more economical schools,

\*you found ways to be of greater service to potential homeowners by providing, together with realtors, builders and lending agencies, useful information,

\*you offered to assist your community planning and urban redevelopment agencies in their vital efforts to make your community a better place to live.

This is an impressive indication of more to come.

It is an indication that the charter of the Mid-Michigan Chapter, AIA, is cause for celebration not only for the architects of Lansing but for the entire community. It holds promise that yours will truly be a valuable, or even essential community organization.

The words "essential community organization" might strike some of you as rather high flying and pretentious. To bring these words down to earth, we should perhaps review what the American Institute of Architects expects of itself and of



PHILIP WILL, JR., FAIA, President, AIA

you, both as a chapter and as individual members.

Our aims are two-fold:

Service to the Profession

And Service to the Public.

As to service to the profession:

Today we take for granted—even if some members of the public do not as yet—that the proper discharge of our responsibility, to our clients and to the public requires devotion to competent, ethical, impartial and fair service.

We take it for granted that architectural competence encompasses more than the ability to make drawings for pretty buildings. Architecture, when we think about it, not only reflects—but also **determines** civilization. It follows therefore that the professionally competent architect must keep pace with social change in a dynamic society to meet new human needs. He must keep abreast of the march of science to capitalize upon new advances in technology.

It is the same with our professional ethics. Ethical conduct can never be merely a matter of negative don'ts and taboos. They are as much a matter of our positive obligation to work toward a constantly improving climate for sound professional practice and good architecture. We don't allow advertising. But the welfare of both architects and the general public demand intensive public and community relations.

Nor is impartial and fair service to our clients a mere matter of acting as good agents in the business of planning and constructing a building. A constantly broadening view of the concept of agency and an increased scope of the architect's services are, again, a demand of both our welfare and that of the public.

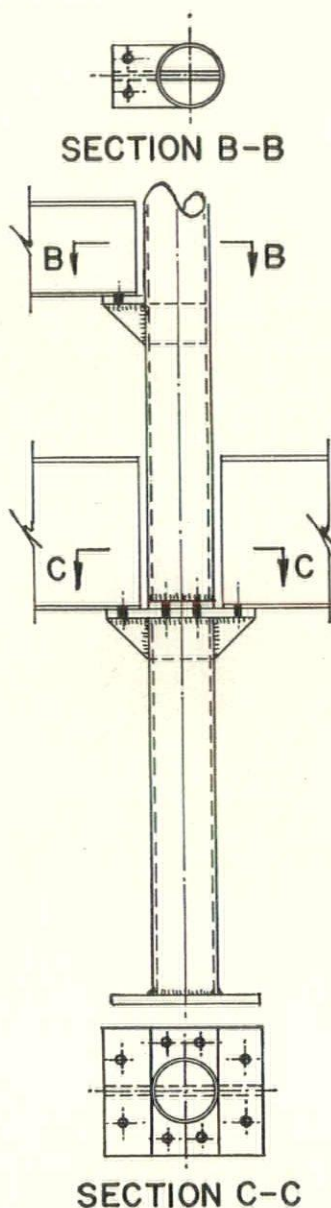
Our technology has not only produced new marvels but also raised our appetite for them. We demand air-conditioning,

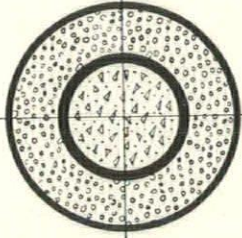
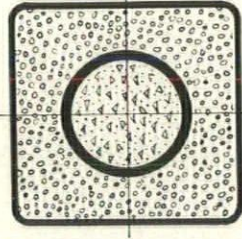
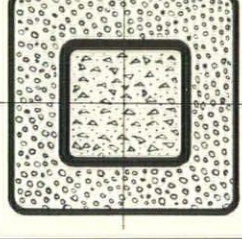



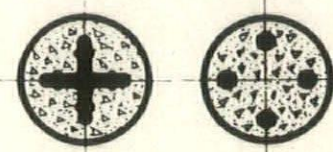
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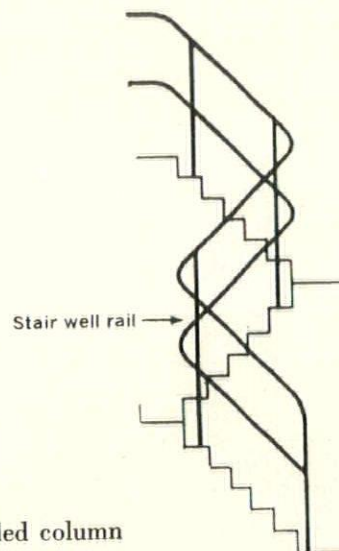
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Today's client is beginning to learn—and all of us agree with him—that the handsomest building facade avails him little if it is obscured by a sea of parked cars; if the landscaping consists of a few shrubs dumped down at random by the friendly neighborhood nursery man; if its interior is decorated by the eager company wives' decoration committee; and if the whole is suitably enhanced by the efforts of the corner sign painter, neon light manufacturer, and so-called art director of his advertising agency.

Many of you will resent the conclusion. But the point is obvious: Architecture has become a team sport. And we must act accordingly and band together into larger firms and put more men on the team. The alternative to working in a team is to lose the game.

This much we must take for granted. It is becoming a prerequisite for turning mere buildings into architecture.

Architecture is more than shelter. It has a bigger job to do: It shapes our civilization.

I am paraphrasing Henry Luce, the publisher of Time, Life and Architectural Forum who told us at our centennial convention:

"The 20th century revolution in architecture has been accomplished. It has been accomplished mainly in America . . . We are at present seized by a broader challenge, namely: the shaping of a civilization.

"We will meet that broader challenge; we will succeed in creating the first modern, technological, humane, prosperous and reverent civilization. This creative response to challenge will be most vividly expressed in and by architecture."

Here is the area of our service to the profession we must still explore. This is what I meant when I said earlier that the architectural profession must assume the responsibility for all man-made environment.

Are we prepared to do so?

I would like to answer "yes."

But in truth the answer must be a qualified "we could be."

For the architectural statesman will not appear automatically. The evident vacuum can readily be filled by others of lesser competence but greater affinity for quick profits and personal gain—perhaps by those others who already must answer for the helter-skelter urban sprawl which now pollutes our land.

What is an architectural statesman?

He is not merely a designer who knows how to provide the answer to a given program. The statesman **writes** the program. He understands not only what needs to be done, but why, how and when to do it.

Such statesmanship does not merely happen by miracle. At least I do not care to count on it. It emanates from the resolve and the will to assume leadership, prepare for it, and carry its burdens.

This resolve and will, as I see it, begins with three practical steps:

The first is that architects should step

out of the anonymity of their drafting rooms into the public arena, into politics. Remember, this word derives from the Greek words "polis" for city and "polites" for citizen. Aren't we citizens particularly concerned with the city?

A second and related step is a greater and more deliberate concern with the people for whom we plan, design and build. We must learn to better understand man, the complex social being, his strange ways, his aspirations, his needs, large and small, tangible and psychological, before pencil can touch paper.

Thirdly, we should examine, or re-examine, the education and training of the architect from recruitment to retirement.

All of which has already led me to the second point in my outline—the second expectation AIA holds of itself, its chapters and its members: Service to the public.

It seems that enlightened self-interest and the public interest coincide. They usually do.

It is, for instance, in our own long-range self-interest that we devote a good part of our time, energy and dues money to public relations. Since the advertising boys on Madison Avenue have appropriated this term to sell us luxuries we don't need for money we don't have to give to people we don't like, I actually prefer to call this important activity public information.

It is an important activity for our Chapters to organize a Speaker's Bureau to inform service clubs, women's clubs, Parent-Teachers Associations, school groups and all who would listen about the meaning of architecture to them.

It is an important activity to make every effort to interest our newspapers and broadcasting stations in a public discussion on the meaning, aesthetics and impact on their lives of the city, neighborhoods, schools, office buildings, churches, homes and spaces in between where people live, work and worship.

I, for one, also would like to see more architectural criticism in our public press. Public opinion on architecture and planning, by and large, still lacks discrimination. There seem to be only two camps, those who like modern design and those who don't. Each camp goes all the way. It's either all bad or all good. Most people lack the information to guide their taste, prepare them for the acceptance of the new and further their appreciation of the old.

If architecture is an art, it should, in my opinion, be subject to the same searching public criticism and review as books, theater and motion pictures. Such criticism would keep us architects on our toes, help the people understand the kind of environment we are trying to create for them and, at the same time, arouse the community to defend our heritage of historic architecture. For this I'll pay the price of an occasional unfavorable review of my work.

Needless to say, qualified architectural criticism requires qualified architectural critics. I believe it to be an important job for our chapters to interest and educate journalists and commentators in their community help qualify them for this important public service.

It is an even more important activity for our chapters to participate actively

in the planning and redevelopment of their communities. This can take various forms, depending on local conditions and circumstances.

Some of our Chapters, as you know, have done an outstanding job by voluntarily contributing their efforts to improve their communities. The Kansas City Chapter donated some 3,000 man hours to capturing the imagination of the people of their city by developing a proposal for an outstanding re-design of the core of their city. This is outstanding but only one example. There are others. Similar efforts were volunteered by AIA Chapters in Nashville, Atlanta, Detroit, Little Rock and a host of other cities too numerous to mention.

Nor is this the only way in which we can be of public service. As the profession most qualified by virtue of our training and vocation to coordinate the often conflicting interests of the traffic experts, the merchants, the conservationists, the realtors, the sanitation people, the selfish and the altruistic, we have a duty not only to speak up on matters of planning and urban design but to actively participate in the planning process itself.

Yes, this is bound to involve us in politics.

It is silly for any citizen to classify politics as a dirty word and to elevate apathy to virtue. For architects it is more than silly. It is cowardly.

Politics and economics are the primary prerequisites for achieving orderly community growth. And if orderly community growth is our business, so is politics.

Nor should we consider politics a mere spectator sport. The political arena needs us—not only on planning, zoning, education and other municipal boards, commissions and agencies, but also as political delegates, councilmen, legislators and participants in the executive branch at all levels of government. Our Latin American colleagues know this and act accordingly.

We may not have the votes to put our spokesman and our viewpoint across. But ours is a respected voice. Let us raise it for the public welfare.

It is shortsighted, I believe, to plead that our clients want us to be politically neutrals. They do want us to fight city hall to get their architectural job done. And we can't have it both ways. There are no half-virgins.

Let us go to city hall. And proudly—through the front door.

Again, these are among the things we have by now almost come to take for granted.

There is more we need to do—both as a national organization and in our local chapters.

I noticed with pleasure that your group has organized a Committee to improve your working relations with different segments of the building industry.

I consider this activity of highest priority. It is important to put our buildings up efficiently and economically. But it is even more important to help unite the building industry so that it may become an effective and strong force to provide leadership in building a better, more beautiful America.

We are all talking about this job of building the second United States. We

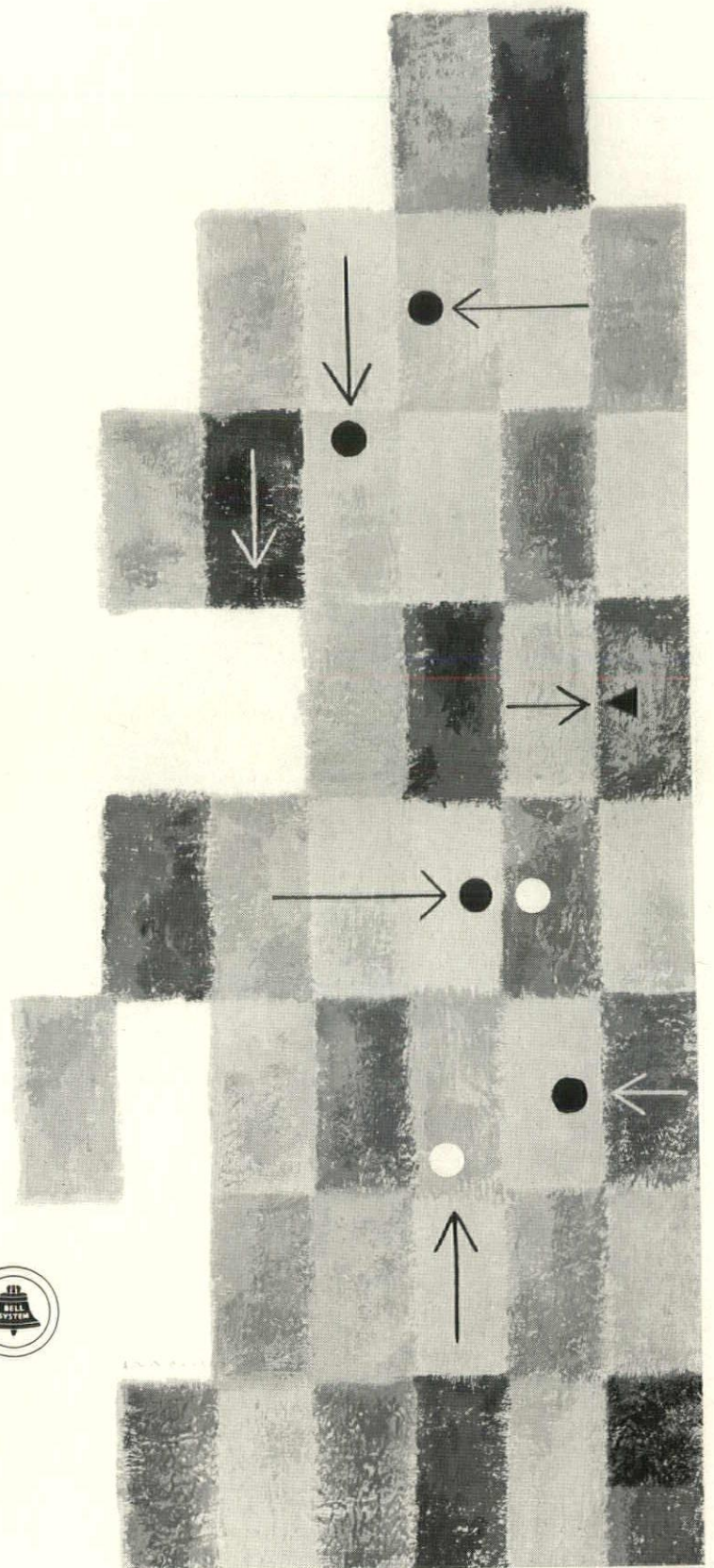


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know that in the next few decades we must build as much as we have built since our country was first settled to accommodate the surge of population and to replace physical obsolescence in all its forms.

To plan this job, committees, commissions, bureaus and departments are mushrooming all over. It is a safe prediction—and a welcome one—that within a year we shall see a Federal Department of Urban Affairs in Washington.

The only important group, it seems to me, that has not yet prepared to deal effectively with urbanism is the group most deeply involved—the building industry.

I believe it is our job, both on the national and the local level, to unite this fragmented industry and prod it into action. It is high time the building trades, the contractors and builders and the building product manufacturers got together to work with the architects, engineers and planners in the interest of better, more beautiful cities for our people.

Only a united and organized building industry can provide the partner our government — and more specifically our proposed new Department of Urban Affairs—will need to get the job done in the traditional American manner of effective cooperation between government and free enterprise.

It's a big job. But it must be done.

I consider the problem of our cities, the problems of building a second United States worthy of the high aspirations of our people the most important single problem today short of national survival.

We are much concerned with our national prestige, with our position of leadership in the world, with our scale of moral values.

Well, here is the test.

Untold thousands of Americans travel abroad each summer to seek inspiration and relaxation in the glories of past civilizations and cultures. They go to see beautiful cities and beautiful architecture. I want people from abroad to come to see our cities. And I want our own people to be proud of them.

Yes, we are the most affluent society in the world. We live in comfort. But do we live in beauty? Rome's leadership in the world was based as much on the splendor of its temples and public buildings as in the might of its army. Is ours?

And is it not a question of our moral values that we clean up our cities and make them more harmonious and more beautiful? Is that not, in fact, a matter of self-respect?

Yes, the large scale, determined urban renewal and development program we need is expensive. But if we can afford billions of dollars for getting up to the moon we should be able to afford the dollars to get downtown efficiently, in comfort, and in beauty.

The question is not can we afford to. It is can we afford not to?

The greatness of America and her people lies in the fact that we can do anything we really want to do. We can make our dreams come true. We have done so in the past and we can do so in the future.

Today's dream is the dream of an America which is not only powerful and

strong, not only prosperous and just, but whose cities and man-made environment live up to the beauty of our land and the aspirations of our people.

We can make this dream come true.

"What makes our dreams so daring," Le Corbusier, the 1961 Gold Medalist of the American Institute of Architects, once said, "is that they can be realized."

I take great pride, President Richard C. Frank, in presenting to you the Charter of the Mid-Michigan Chapter of the American Institute of Architects.

May this Charter help all of us realize our dream of beautiful, livable communities worthy of the highest aspirations of our people.

**COVER: designed by John V. Sheoris, AIA, Chairman of General Design Committee. Executed by Richard Rochon of Harley, Ellington, Cowin and Stirton, Inc.**

LEWIS MUMFORD, American historian and critic, has been awarded the Royal Gold Medal for Architecture for 1961, of the Royal Institute of British Architects, by Queen Elizabeth, 11.

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## Stanley G. Simpson

Stanley G. Simpson, AIA, Lansing architect died on February 20 at the age of 60.

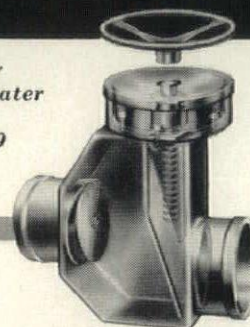
Mr. Simpson, partner in the firm of Simpson and Hartwick, had been a resident of Lansing for 33 years. He graduated from the University of Michigan in 1926.

He was a member of The American Institute of Architects, its Mid-Michigan Chapter, and the Michigan Society of Architects. His other affiliations included the Westminster Presbyterian Church and Lansing Optimists Club.

Surviving are his widow, Beverly; a son, John William Simpson of Lansing; two daughters, Linda Kay Simpson and Mrs. Pat Bawden of Coldwater; a sister Mrs. Charles Yerger of Tucson, Ariz; two brothers, Dr. Donald Simpson of Tucson, and Hawley Simpson of Hartford, Conn.; the father, Rev. H. A. Simpson of Tucson and two grandchildren. The family home is at 2919 Lafayette Street, Lansing.

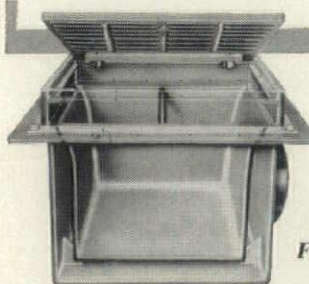
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# THE ARCHITECT--- HUCKSTER OR PROFESSIONAL?

By Charles V. Opdyke, AIA

What course will our future architects follow when seeking their ultimate goal, the establishment of their own practices? Will they pattern their methods from experiences gained in today's offices, will they apply the principles taught in the universities, or will they establish their own standards of professionalism? These questions may seem trivial for the present, but what of tomorrow and the conduct of tomorrow's architect in the performance of his practice?

We should be concerned about the methods being used in our practices and how they relate to students, draftsmen and designers who will become tomorrow's architects. We can be reasonably sure that they will rely on the old adage, "profit from experience." Their habits and methods are being rooted **now**, and they will be motivated by these experiences when they establish their own practices. It's only natural that we would want to bestow on them the wealth of experience and ethical procedures gained in our own practices.

The profession of architecture has many times been paralleled with the medical and legal professions. If we evaluate our own practices and ethics, will they bear close scrutiny, and can we honestly find a professional comparison with these other learned professions?

Some architectural firms **can** find a comparison by reasons of their ethical conduct, but what of the others, some of whom "ride the fence," or are openly defiant at the mention of ethics or professionalism? Does the "almighty \$" dictate our attitudes, our reactions and our procedures in practice, so greatly that ethics and professionalism are for the most part ignored and used only when they suit our needs?

The policies we use today in the business of architecture are being assimilated by our employees, who will be tomorrow's architects. Can we say, "Our policy today will be a credit to the future of the profession"?

Why has the profession of architecture inherited the doctrine of the "Hard Sell"? Why do some firms employ salesmen to "hawk their wares"? Will our future architects follow this pattern and perhaps carry it one step closer to the brink? If doctors chased ambulances in search of patients, or if attorneys appeared at accidents in quest of clients, we would stand aghast at such

methods. Wouldn't we also censure these professions if they resorted to the use of traveling salesmen to "fatten their purses"?

Perhaps the continued and accelerated use of architects' salesmen will necessitate having a special course in our universities as a prerequisite to a degree in architecture—let's hope not. It is indeed pathetic that architectural firms must rely on salesmen to secure their commissions. This "Hard Sell" technique is spreading in ever-widening circles; contaminating the profession, our youthful aspirants, and our future clients.

Architects sell a service. The first meeting of a prospective client with an architectural firm should be, and rightfully so, between **architect** and client. The client is expecting to meet the **Architect** rather than a salesman with a "pitch" about the qualifications of his firm. The morality of sound professionalism is questionable if the architect is not capable of making his **own** presentation before a board or building committee. The reliance upon a salesman indicates a professional weakness in the first link of architect client relationship. The first weld must be the strongest if it is to support the rest of the structure.

It would be interesting to look into the future a few years hence to see a preview of a typical "first meeting" between a client and the "architect's representative" (pitchman):

"Enter the huckster, the super-salesman who is a specialist with any building committee problem; whose firm has made comprehensive studies with their particular needs in mind. He is the winer and diner, the bearer of gifts, the glib-tongued orator with a power-packed presentation by media of sight-sound - film - models - graphs and charts. His presentation is like a "spectacular," well seasoned with "articulation," "space cadence," "equilibrium," "occult balance," "dynamic spectra," and for only \$9.82 per sq. ft., including the setting up of a bonding program and a 10% discount if the contract is signed within seven days. The impact (snow job) of this type of "selling" technique has sold the building committee and they swallow it as P. T. Barnum had predicted. The contract is signed and exit the huckster to the next town."

Let's reopen this scar on our professional vanity and face realistically the potent and highly controversial subject of "Hucksterism vs. Professionalism." Is

the big business of making the dollar robbing us of our virtues? Are we becoming a minority by this nibbling of our tottering professional ethics? This creeping paralysis is draining us of our professional dignity. Perhaps the next step will be open advertising without limitation. The gimmicks, the come-ons, time payment plans, trading stamps, TV time, slump period plan sales and a chaotic confusion of professional decay from within will crush any front of ethical morality. If we are to survive as a profession we must entrench our ideals with deep roots, constantly and diligently maintain our ethical standards, and elevate professionalism to its rightful plateau. This can and must be done through the cooperative efforts of individuals with our professional organizations, by eternal vigilance, by the proper training of our aspiring architects, and through educational channels. Only by the progressive education of the existing profession and the helping hand given to our architects in-training will we ever hope to sustain and maintain an ethical sense of values.

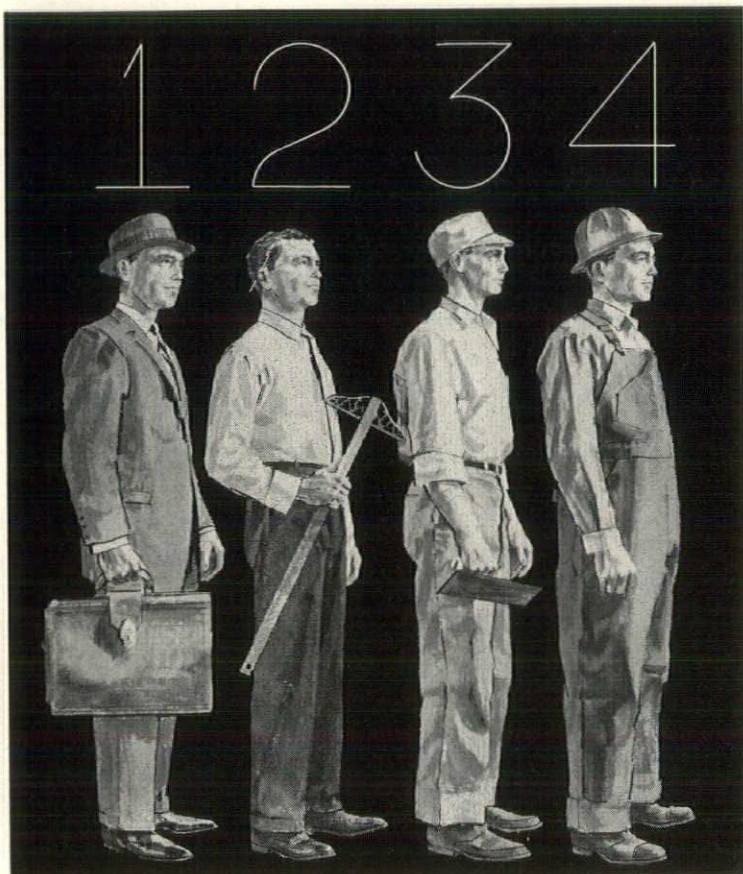
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# ARCHITECTONICS

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

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GEORGE N. WILLIAMS, Secretary, 616 Post Building, Battle Creek

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BRICE McMILLAN, Director, 345 State Street, Grand Rapids

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



By  
JAY H.  
VOLKERS, AIA  
Chapter Correspondent

IT APPEARS that this happens to be a particularly "fallow" season for news from the West Michigan Chapter. This might be an appropriate time however, to remind all our chapter members that if this page is to be newsworthy, the correspondent will have to be kept informed. The purpose of this page is not to create fiction—but to report facts. Please keep us informed of your activities.

We can report, however, that the February meeting of our chapter was held in Lansing at the Civic Center with the Producers' Council again turning in an admirable performance as the royal hosts. The displays were very interesting and informative and the Council's hospitality was, as usual, beyond compare.

The April chapter meeting will be held in Grand Rapids and will feature another special program in the "New Frontier" series . . . "Geriatrics." Mr. John B. Martin of Grand Rapids will discuss the recent White House Conference on the Aging which he attended as Vice Chairman of the Michigan Commission on the Aging and Chairman of the Kent County Coordinating Council on the Aging. Martin, an attorney, is Republic National Committeeman from Kent County and is a former state senator and auditor general.

Our communities' rapidly increasing population of aged citizens creates a variety of new problems and challenges which are of particular interest to the architect. Mr. Martin's observations on the White House Conference should be of interest to all members of our chapter.

It has been announced that the West Michigan representation on the Lake Michigan Regional Planning Committee has been increased from three delegates to six. Newly appointed members are Carl Zillmer of Grand Rapids, Gordon Cornwell, Traverse City, and Donald McGrath of St. Joseph.



MR. OLDS

MR. J. WESLEY OLDS, Okemos Architect has formed a partnership with Morris Stein, Professional Engineer for the continued and expanded practice of Architecture throughout Michigan. Mr. Olds started the office in May 1958 and is located in the Bank Building in Okemos. He is Vice President of the Mid-Michigan Chapter of the American Institute of Architects, a member of the Meridian Township Planning Commission, a member of the Okemos Kiwanis Club and Chairman of Vocational Education for that Club. He is on the Executive Board of the Michigan Society of Architects and is a member of the Okemos Masonic Lodge #252, Okemos Community Church and its choir. He graduated from the Univer-

The chapter's public relations committee is currently setting up the machinery which will implement a Speakers Bureau in each of the areas' communities. The function of this Speakers Bureau will be to solicit speaking engagements from among service clubs, schools, and other organizations in the community and to enlist area A.I.A. members to fill these engagements. A special effort is planned to contact career guidance counselors in all the schools, supplying them with printed materials on the architectural profession and informing them of the availability of speakers and counselors.



MR. STEIN

sity of Michigan College of Architecture in 1941. He is married and has three children.

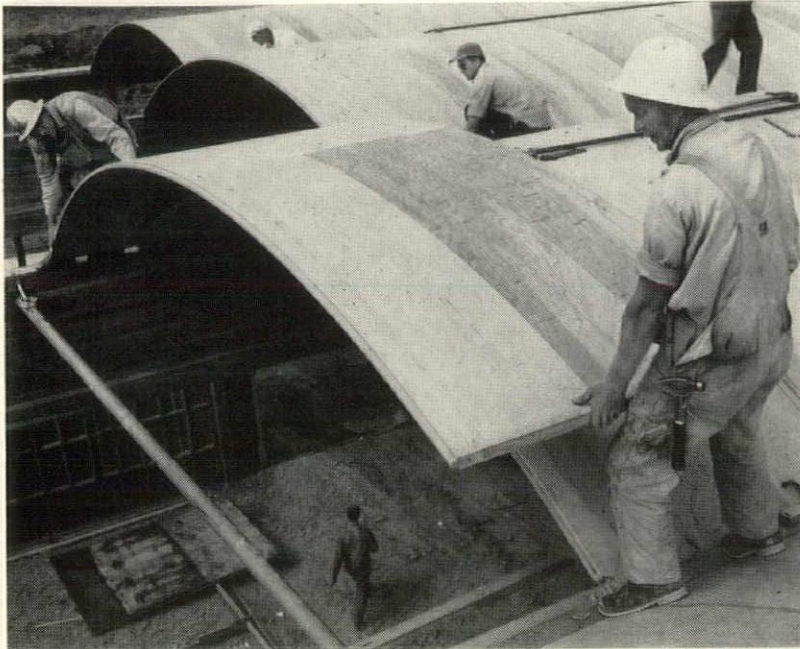
Mr. Stein is a graduate of Michigan State University and received a degree of B. S. in Civil Engineering in 1956. He is a native of the Alma-St. Louis area, and graduated from St. Louis High School. He served for two years in the Army Engineer Corps on a tour of duty in the Far East. He has worked as a structural Engineer in two Lansing firms prominent for consulting work and school planning. He is a member of Grace Methodist Church in Lansing, is married and has four children. The firm will be known as: J. Wesley Olds - Morris Stein, Architect and Engineer and remain in the Bank Building in Okemos.

The WARREN S. HOLMES COMPANY, of Lansing, founded in 1920 by the late Warren S. Holmes, A.I.A., is one of our oldest architectural firms specializing in the design of school and college buildings. More than 750 of its school projects have been completed and others now are under construction or in the planning stage, located in many midwestern and eastern states, as well as in both peninsulas of Michigan.

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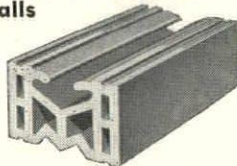
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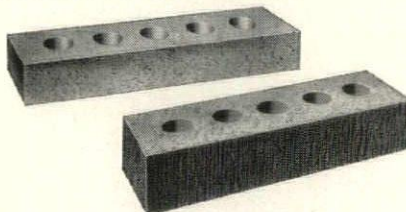
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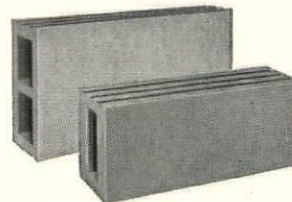
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# Saginaw Valley Chapter, A.I.A.

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

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BY

LESLIE D.

TINCKNELL, AIA

Chapter Correspondent

THE SAGINAW VALLEY CHAPTER held its February Chapter meeting at the Amerwood Restaurant in Saginaw on Monday, February 21, 1961.

After pushing away the empty steak platter, the membership had a fine speaker for the evening in Mr. E. E. Ziegler of the Dow Chemical Company. Mr. Ziegler now heads the fabricated products group in plastics, and has been in plastics for over four years. Before he entered the plastics division, Mr. Ziegler was in the Testing Division.

The subject for the evening was "Plastics in Buildings and New Work in Thin Shell Concrete." The presentation of the subject was aided by colored slides and models of work and products. The plastics in buildings are now a rapidly expanding and improving phase, but the latter part of the subject presented the new developments in forming and pouring concrete shells.

The work presented by Mr. Ziegler was the result of a grant given to Purdue University to investigate the forming of thin shells. The shell used in the experiment was the hyperbolic paraboloid. This shell form was used due to its versatile form and it is generated by straight lines. The foamed plastic planks were placed on wire generators and then wire was stretched over the top of the foamed plastic planks. This eliminated all wood shoring, and the concrete was then poured over this form. This is, of course, a simplified explanation for a fuller explanation seen in August, 1960 Architectural Forum or Record.

The Chapter wishes to thank Mr. Ziegler for the fine evening.

The role of the Chapter in community affairs is a subject of great interest to all members. The more active the A.I.A. is with the public, the more wide spread the understanding of Architects and Architecture.

In this capacity the Chapter hopes to enter community affairs within the

ability and limitations of the finances and membership. Several projects are now underway and several more are up for study.

The project of career counseling in the secondary schools is now needing support. The first program will be in Saginaw and the Architect will be in conjunction with M.A.P. and with Doc Waters heading our area. He will need help in the program and all interested persons, please help. The National A.I.A. has furnished the Chapter with a counseling kit that was prepared by the New York Chapter for just this purpose. This is a vital area and we need good support of this worthwhile project.

Along this same line Bill Prine attended an Eagle Scout dinner in Saginaw, for one of the boys was interested in Architecture and wished some information and guidance. More participation in this type of program is needed.

Another worthwhile project under study is exhibitions at the Museums in the Valley. This came about when the Chapter was asked to help support an exhibit of Swedish Arts and Architecture at the Saginaw Museum. For this same show, the Director of the Museum has asked that the Saginaw Architects present a show of their work.

Since all three cities of the Chapter now have a Museum, the public relations committee under Bob Bell is studying this project. We will need to enter this type of project with more than money, for work will be required from each office to prepare the exhibit.

These projects and others require financial backing by the Chapter. At present all the Societies are investigating the increase of dues. The Chapter has waited for a full decision before entering into the dues increase. The heart of the activity is the Chapter and they receive a fraction of the dues collected. For more and better programs, money seems to be required.

A voice of the membership is always welcome at the Chapter meetings, and this is the best way to express your pleasure or displeasure on any pertinent subject. Our next meeting will be held at Freeland, the center point of the Valley membership. We look for a large group with an open mind and some fine suggestions.

WILLIAM O. PRINE, DANIEL W. TOSHACH AND WILLIAM A. SPEARS have formed the new firm of Prine, Toshach, Spears, Architects and Engineers, in Saginaw, Michigan. Spears & Prine formerly practiced as partners, Toshach as an individual. The new firm has accepted as an associate David E. Walsh, young architect, formerly of Kalamazoo.

Prine, 36, is a 1950 graduate of the College of Architecture and Design, University of Michigan. Toshach, 32, is a 1953 Yale graduate. Spears, 46 is a civil engineering graduate of the University of Detroit of 1940. After becoming registered as a civil engineer in 1948, he became registered as an architect in 1954. All of the principals of the firm are members of The American Institute of Architects, its Saginaw Valley Chapter and the Michigan Society of Architects. Toshach is now President of the SV Chapter.

Walsh, a University of Michigan graduate, has been associated with the Toshach firm since 1958. He was registered as an architect in Michigan in 1960.

**TWO BOOKLETS ON SHELTERS** have been published by the Office of Civil Defense Mobilization. One is entitled The Family Fallout Shelter and the other School Shelter, an Approach to Fallout Protection.

Family Fallout Shelter is being distributed, together with a Detroit Supplement, by Major General Clyde E. Dougherty, Commissioner of Buildings and Safety Engineering, City of Detroit.

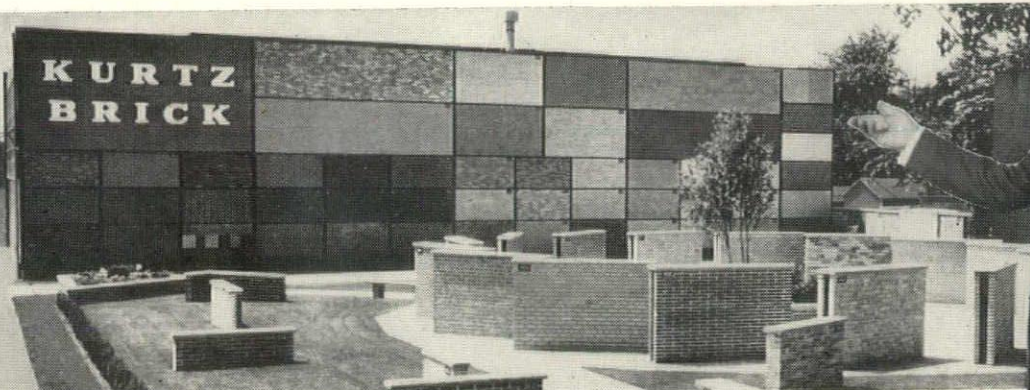
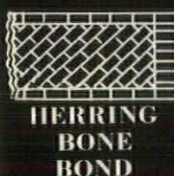
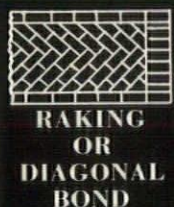
The booklet on School Shelters was prepared by the office of Eberle M. Smith Associates, Inc., Architects and Engineers, of Detroit, for the Office of Civil Defense Mobilization (OCDM) of the United States Government.

**SAGINAW BLUE PRINT & SUPPLY CO.**, Bay City Blue Print & Supply Co. and their President, Mr. Bernard Verhaeghe have our thanks for their cooperation in furnishing prints of drawings to be entered in the 1961 Competition for Draftsmen.



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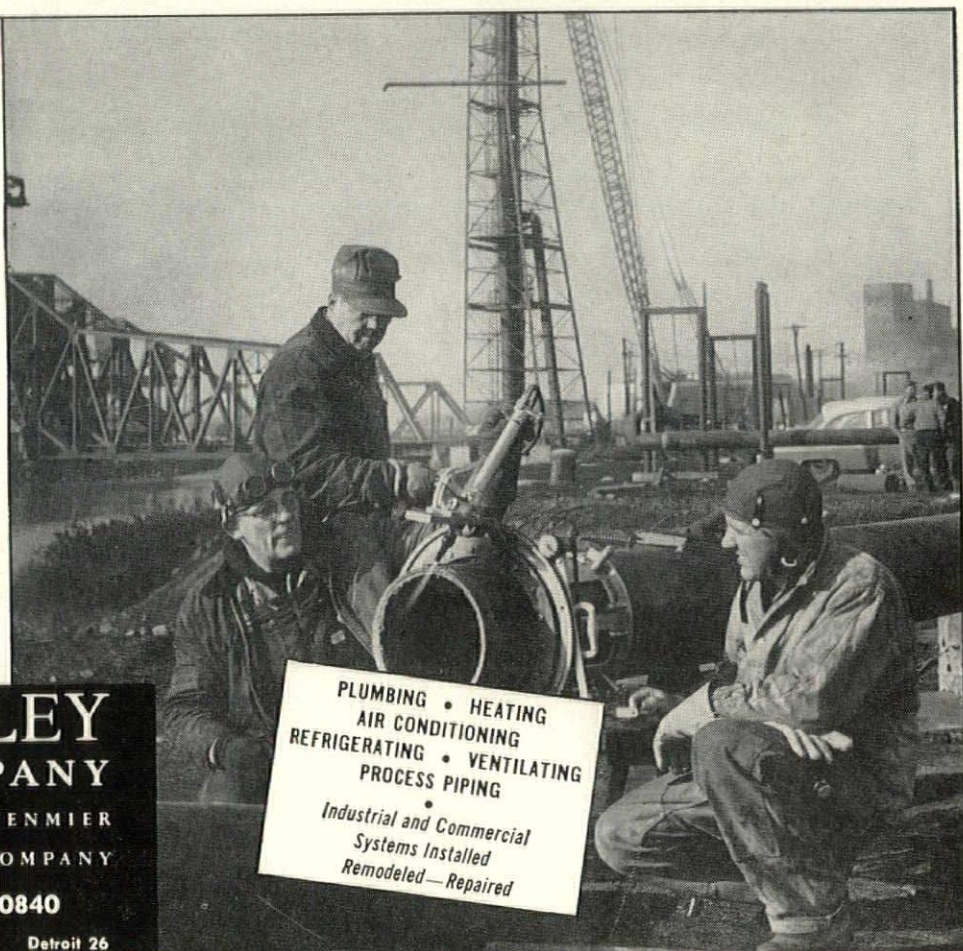
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# FLINT AREA CHAPTER, A.I.A.

Official Publication of the Flint Area Chapter of The American Institute of Architects

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Robert S. GAZALL, Secretary, 602 Marquette Flint 4

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JAMES E. TOMBLINSON, Director, 5227 S. Dort Highway, Flint 7



By  
**ROBERT S.  
GAZALL, AIA**  
Chapter Correspondent

THE FOLLOWING ITEMS are some of the Highlights of the past month for the Flint Area Chapter, AIA:

1. Wessyl A. McKinley was presented and approved by the Chapter Executive Committee for Corporate Membership. Mr. McKinley of 12195 Fish Lake Road, Holly, Michigan was born at Holly. He received his Collegiate Education at the College of Architecture and Design at the University of Michigan, graduating with a Degree of Bachelor of Architecture. Mr. McKinley was employed for many years with the Chevrolet Motor Company in Ohio and Indiana. Currently he is employed by Nurmi, Nelson and Associates of Flint.
2. As a civic endeavor, the Flint Area

Chapter in conjunction with the Flint Junior Chamber of Commerce have developed a Master Plan of a Zoo Facility for the Flint Area and the Genesee County Zoological Society. The Architects and Architects-In-Training of the Chapter have been working on the Zoo Project since last summer. On March 3rd, the first phase of the Master Plan development was released for Public information. Many Flint Area Chapter Members appeared on the Local Television and Radio Networks both for Newscasts and featured programs outlining the total scope of the project. Local Press Relations were very favorable with lengthy articles and photographs. All these sources of Public Relations gave credit to the Flint Area Chapter for the development of the Master Plan.

3. The Executive Committee of the Chapter elected delegates to the AIA Convention in Philadelphia on April 24th through the 28th. Among those selected, include President C. E. Gibbs; Vice President T. J. Sedgewick; Secretary R. S. Gazall and Treasurer G. E. Harburn. Alternates

will include Directors A. H. Nelson and J. E. Tomblinson.

4. The Chapter's March Dinner Meeting was held Monday, March 13, 1961 at the Town House in Flint. Thomas J. Sedgewick, Vice-President was Program Chairman and a most informative discussion and review of the Program was presented. A Film and Handbook both entitled "Sound Control In Design" was offered by the United States Gypsum Company. The Handbook, prepared by U. S. Gypsum in conjunction with Bolt, Berneck and Newman foremost Acoustic Consultants in the United States, was presented to each member present. It is a working handbook of basic principles of sound control for all types of buildings, especially prepared for the Architects Library. Guests of the Chapter included Mr. Max Rood and Mr. Charles Tower, both representing the Flint Board of Education.
5. The Chapters April Meeting was set for Monday, April 10th 1961 with Thomas J. Sedgewick appointed as Program Chairman.

THEODORE DAUBRESSE, 9700 Ruth, Allen Park, associate member of Detroit Chapter, AIA and long-time leader in community, church, youth and Junior Chamber of Commerce activities, has been named one of five "Outstanding Young Men in Michigan" by the State Junior Chamber of Commerce. A 1950 graduate of Lawrence Institute of Technology in the College of Architectural Engineering, he is the first LIT alumnus to receive the honor.

Daubresse was honored at the annual awards dinner in Jackson when the Michigan JCC announced the list of five.

The nominees must be 35 years old or younger and nominations may be made by any city, village or township in the state. The petitions are carefully screened by the JCC committee before the final selections are made. The young men do not have to be JCC members and the nominations need not come from the various chapters but can be made by any group or individual interested in boosting an outstanding young man.

The 34-year-old Daubresse, father of four and a partner of Pellerin and Daubresse Associates, 18317 Westover, Southfield, was named on the basis of community service, leadership and outstanding vocational accomplishments.

He has been a leader in Boy Scout and church work in Allen Park, headed seven top committees for the JCC chapter, served as president of the Allen Park Community Council, was chairman of the Civic Improvement Committee and has been one of the leaders in promoting and supervising the teenage activities at the Allen Park Community Center.

He was graduated from LIT with a Bachelor of Science degree in Architectural Engineering. As the No. 1 student in his class, he received an award for Outstanding Architectural Achievement from the Detroit chapter of the American Institute of Architects.

Daubresse served two years in the Armed Service in 1944-46 in the combat infantry forces and was discharged with the rank of staff sergeant.

## DAYDREAMS SOMETIMES COME TRUE

SAM BURTMAN of Century Brick Co. of Detroit, who grew up with the Cabots and the Lowells in Boston, always was greatly interested as a boy in the exploits of Captain Kidd and as boys do used to day-dream fighting pirates.

Recently while on a Caribbean Cruise with Mrs. Burtman they sailed out of Santa Lucia on the good ship Rotterdam. Sam was standing on deck nonchalantly taking in the breeze and minding his own business when suddenly there hove into sight a huge ship and Sam looked and looked again and his hands froze to the rail and his hair stood on end for, by gum, believe it or not, it was the Santa Maria! — loaded with pirates!

Ask Sam about his experience at his old stand at the MSA Convention (its his 47th year) over a couple of highballs which he'll furnish free with every car-load of bricks you order from him at the Convention.



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# Approved Substitutes

By Charles M. Scripture, AIA-CSI

There has been much discussion in the Construction Specifications Institute, both at the National and Local level, concerning the control over the use of materials as specified. At the National Convention in Chicago in 1959, the "or equal" discussion prompted comment in several technical magazines. In the May Specifier is an article, "Base Bid Specifications," by William Rowe in which he describes a method that permits a bidder to submit alternate prices.

Recently the writer was given the opportunity to learn the particular method used by several architectural offices in the Detroit area in determining the materials to be used. The following records the results of this inquiry. The excerpts from their specifications are published with their permission.

Because this report has been of interest to those who have reviewed it, it is submitted here in the hope that it will help solve the ever-widening problem on "bid shopping," the "or equal" clause, or just plain chiseling.

## METHOD USED BY HARLEY, ELLINGTON, COWIN AND STIRTON, INC.

The method used by the office with which I am connected, namely, Harley, Ellington, Cowin and Stirton, Inc., consists of naming two or more acceptable makes or brands wherever possible, permitting the use of any one at the Contractor's option. Where only one make or brand is mentioned, and sometimes where two or more makes or brands are mentioned, the words "or approved substitute" are added. In the latter case, Article 9 of the A.I.A. general conditions is modified in the supplementary general conditions as follows:

**APPROVED SUBSTITUTES**—If the bidder recommends substitution of any item, article, material, fabrication, assembly or construction, he shall submit with his bid, a separate statement setting forth the net difference in price to the owner between the proposed substitute and the stipulated work.

The statement shall also include the name, brand, catalog number and manufacturer of the proposed substitute, together with complete specification, descriptive matter and other data that may be required by the architects and engineers.

Consideration, acceptance or rejection of any proposed substitute shall rest solely with the Architects and Engineers."

The above quotation is from the "Supplementary General Conditions." There is no provision in the proposal form for substitute bids except in cases where the Architect names a definite alternate.

## METHOD USED BY ALBERT KAHN ASSOCIATES, INC.

This office specifies at least two brands wherever possible and tries to include three brands. Where it is not possible to specify two or more comparable makes, as in the case of moveable interior parti-

tions, a definite product such as Hauserman is named, and the Bidder is invited to definitely state alternate prices of other makes. Where there are two or more products specified, or where there is only one product specified without alternates, the bidder is permitted to suggest substitutes under the "Substitutions of Materials" in the proposal form. The final selection of materials rests with Architects and the Owner. The following is from Albert Kahn's Instructions to Bidders:

## ALTERNATE, SEPARATE AND UNIT PRICES:

(a) Each alternate, separate and unit price requested in the "Proposals Form" shall be clearly stated and shall include all charges for general conditions, incidental expenses, applicable taxes, insurance, overhead and profit.

(b) Unit prices shall govern for net additions to the work and net deductions from the work, as described under Method No. 1 in the section entitled "Alterations and Additions," pages ... to ... inclusive, of the general conditions.

Article, Work or Process	Specified Name, Make, Type or Style in Base Bid	Alternate Name, Make, Type or Style	Add	Deduct
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$

(c) Alternate prices shall give, in each case, the amount which is to be added to or deducted from the base proposal amount.

Proposals shall be based on the employment of subcontractors, fabricators or processes named in the specification and on the furnishing of the makes, types or styles of articles, materials and equipment specified; however

(a) where only one such name, make, type or style is specified in any instance, whether or not followed by the phrase "or other approved" or other words to that effect, proposals shall be based on the name, make, type or style so specified, and the proposal shall clearly state, under the heading "Owner's Options," as provided therein, names, makes, types or styles which the bidder may propose other than those designated in the specification.

(b) where more than one name, make, type or style are specified in any instance there is a difference in price between them, the proposal shall clearly state, under the heading "Owner's Options," as provided therein, the name, make, type or style on which the proposal is based, and shall state the amount to be added to or deducted from the proposal for other specified names, types, or styles and for any not so

specified, in addition thereto, which the Bidder may propose.

(See Owner's Option, Page ... of the general conditions.)

The item "Owner's Options" referred to in the general conditions is as follows: Unless otherwise stated in the Agreement,

(a) Where the specification mentions more than one name of subcontractor, fabricator, or process, or more than one make, type or style of article, material or equipment item, the final selection of the subcontractor, fabricator or process to be employed, or of the make, type or style to be furnished, shall rest with the owner.

(b) Where the Specification mentions only one such name, make, type or style, the contractor shall employ such subcontractor, fabricator or process and shall furnish such make, type or style so specified, regardless of any reference to the phrase "or other approved," or other words to that effect, which may appear in the specification."

In their Proposal Form they insert the following heading:

## OWNER'S OPTIONS

Under the sections titled "Owner's Options," Page ... of the general conditions, and Item ... of "Instructions to Bidders," we offer no alternates to the names, makes, types or styles specified and where more than one name, make, type or style is specified, in any instance, the owner shall have the right to make his own selection from among those so specified, without change in the amount of this proposal, except as follows:

## METHOD USED BY GIFFELS AND ROSSETTI

This office uses a rather elaborate method of controlling materials. Under Article 9 of their general conditions, the requirements for the use of materials are stated. The requirements are controlled by the use of asterisks in the technical part of the specifications. A sample covering specifications for aluminum sash is included. The following is from Giffels and Rossetti's "General Conditions":

## ARTICLE 19. MATERIALS AND WORKMANSHIP:

Unless otherwise specifically stipulated in the Specifications, all workmanship shall conform to the best current practice of the respective trades; and all equipment, materials and articles incorporated in the work under the contract shall be new and of the best grade of their respective kinds for the purpose. The contractor



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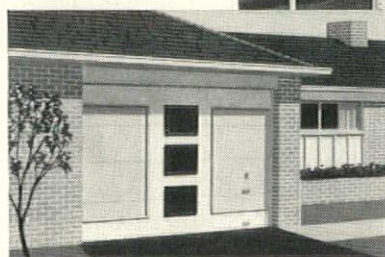
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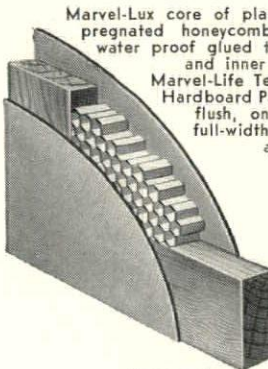
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shall, if required, furnish evidence as to kind and quality of materials.

Should any dispute arise as to the quality and fitness of workmanship, equipment, materials or articles, the decisions shall rest strictly with the architect, and shall be based upon the requirements of this contract; and what is usual and customary in the execution of other work shall in no way enter into any consideration or decision whatsoever.

In general, it is the intent of these specifications to permit the use of materials of any manufacture so long as they are fully consistent, in the opinion of the architect, with the quality and performance requirements of the job. This is indicated by the use of the words "or approved equal" following a specific trade name or manufacture. Where these words are not used after a specific trade name or manufacture, it shall be understood that, in the architect's opinion, no material of other manufacture is suitable for the particular use.

Where the words "or approved equal" are used, it shall be understood that the named material or equipment (including manufacture, brand, model, type, etc.) preceding these words has been used to indicate the quality level which is required by the design. Materials or equipment items of other manufacture may be used, upon, and only upon, the following conditions:

- (a) That, in the opinion of the architect (whose decision shall be final), the proposed material or equipment item is fully equal (in design, materials, construction, workmanship, performance finish, etc.) to the named item. No compromise in quality level, however small, is acceptable.
- (b) That any approval of substituted items by the architect shall be deemed to be granted for the convenience of the contractor, and that **all costs** growing out of the substitution shall be the responsibility of the contractor. None of the extra costs resulting from a substitution proposed by the contractor shall devolve upon the owner, the architect or another contractor.
- (c) That, for all items marked in the specifications by an asterisk (\*), the contractor has indicated **(at the time of bidding)** his intent to substitute, as hereinafter provided.
- (d) That it be understood that the use of materials other than those designated, without the written approval of the architect, shall constitute a violation of contract, and that the architect shall have the right to require the removal of such materials and their replacement with the designated materials at the contractor's expense.

Wherever an asterisk (\*) is used in these specifications in connection with a material or equipment, it shall be understood that:

- (a) If the contractor proposes the use of material or equipment of a different manufacture than that specified, he shall so declare in writing at the time of bidding. This declaration shall include:

The specifications page on which the item appears.

The name of the item (face brick, power roof ventilator, glazing compound, etc.).

The manufacture named in the specifications.

The manufacture proposed as a fully equivalent substitute.

Failure by the contractor to so declare (at the time of bidding) his intent to substitute another manufacture (for the one named in the specifications) for an asterisk-identified item, shall be construed as a declaration by the contractor that he proposes to use the manufacture designated in the specifications. He may not subsequently propose otherwise.

- (b) If a choice of two or more acceptable manufactures is indicated for an item identified by an asterisk, the contractor shall declare, at the time of bidding which of the manufactures he will use. He may not later revert to one of the other named manufactures, nor to any other manufacture. Failure to indicate at the time of bidding which of the acceptable manufactures he proposes to use shall be construed as a declaration by the contractor of intent to use the one which the architect may designate as his preference.

Should the contractor propose the use of an item of manufacture which, in the opinion of the architect, is not fully equivalent to the one named in the specifications, it shall be understood that the architect shall have the right to insist upon the use of the specified manufacture, without change in the contract sum. It is therefore incumbent upon the contractor to be certain of the complete equivalence of a substitution before basing his bid thereon. After having disapproved (for stated reason) a request for substitution, the architect will not gratuitously evaluate further proposals for substitution. If the contractor chooses to submit further substitutionary proposals for the specific materials classification, he shall reimburse the architect for all costs incident to the appraisal of such further proposals to substitute.

The approval of a manufacture other than that named in the specifications shall in no sense relieve the contractor of furnishing an item which is fully equivalent to the one named in the specifications (and used as the basis for design). The contractor, upon request shall submit to the architect detailed information concerning the specific items (of approved manufacture) which he expects to furnish. The architect shall remain the sole judge of the equivalence of the proposed items for the purpose they are to serve in the overall design.

The contractor shall at all times enforce discipline and good order among his employees, and shall not employ on the work any unfit person or anyone not skilled in the work assigned to him. The architect or the owner may require the contractor to dismiss from the work such employees as either of them deem incompetent, careless or insubordinate."

The following is a sample of Giffels and Rossetti's technical specifications concern-

ing the use of their particular method as prescribed.

## MANUFACTURE AND TYPE\*

Aluminum sash shall be outside bead glazing Truscon Aluminum Projected Window Series 900-P as revised, as manufactured by Truscon Steel Division, Republic Steel Corp., or similar sash as manufactured by Fenestra, Inc., William Bayley Co., Michael Flynn Manufacturing Co. or other approved.

\*NOTE: Article 19 of the General Conditions, Part II (Pages GC-9, GC-10, and GC-11) includes important requirements relative to this item.

## METHOD USED BY O'DELL, HEWLETT & LUCKENBACH

This office names two or more acceptable makes or brands wherever possible, any one of which may be used in the contractor's option. Where only one make, or brand is specified, this office insists that the bidder bid on the materials as specified with the option of submitting substitutions if he chooses. This office also insists upon the exact compliance of the base bid requirements; the final selection of materials rests entirely with the architect and the owner. An interesting comment in connection with the award of the contract by this office is that the list of subcontractors must be submitted within twenty-four (24) hours after award of contract. The following is from O'Dell, Hewlett and Luckenbach's "Instructions to Bidders":

## SUBCONTRACTORS 6. SUBCONTRACTORS

The low bidder shall within a period of twenty-four hours after opening of bids, notify the architect in writing of the names of subcontractors for each division of the work and such others as the architects may direct and shall not employ any subcontractors that the architect may within a reasonable time object to as unsatisfactory, unfit or incompetent. The contractors for the mechanical and electrical trades shall also list manufacturer of all equipment proposed for use and shall not use any equipment that the architect may within a reasonable time object to as unsatisfactory.

## 7. SUBSTITUTIONS

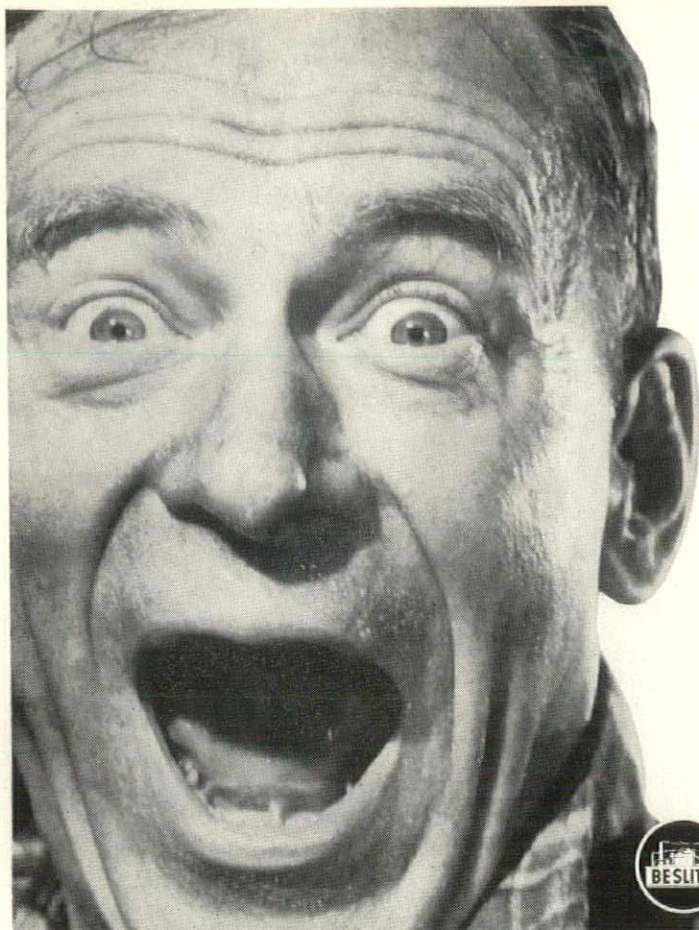
Proposals shall be based on various brands, makes and standards of materials specified and, unless substitutions are authorized by the architect by bulletin during the bidding period, contracts will be so awarded. Each bidder shall state in his proposal the names of substitutions which he proposes to use if approved, and the amount which is to be deducted from or added to the proposed amount for each substitution in the event such substitution is accepted."

The following is from O'Dell, Hewlett and Luckenbach's "Proposal":

## SUBSTITUTIONS

The undersigned proposes the following substitutions for materials or work specified, it being understood that should any such substitutions be accepted the applicable amount or amounts hereinafter listed are to be added or deducted from the base proposal as stated: (About 4" of space left for use of bidder)."





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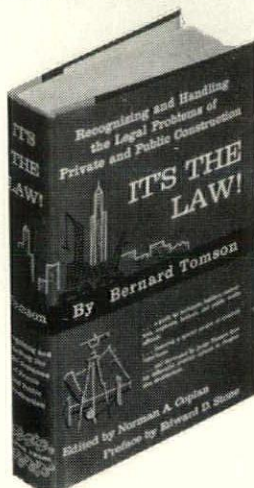
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## METHOD USED BY MINORU YAMASAKI & ASSOCIATES

This office may give the bidder an option of using one of several makes or brands specified, or may specify an item by proprietary name without option as conditions require. However, in any case, the bidder is encouraged to name substitutes with prices for consideration in his proposal. This is covered in Article 1-45 under Substitutions in the general requirements of the specifications, as follows:

### 1-45 SUBSTITUTIONS

(a) The Drawings and Specifications indicate and call for certain materials and work by named manufacturers. The intent of using this device is for convenience, clearness and exactness in the requirements for the work and it is not intended thereby to prohibit or to eliminate competitive work and materials. In order that bid proposals are, in fact, truly competitive and comparable, it is required that they be based on exactly those items and work manufactured and supplied by those so "named".

(b) If the contractor in making his bid proposal, has knowledge of any substitute materials and work which he has thoroughly investigated and is himself assured, they are equal to or better than those so named in the specifications and which will adequately serve the intended purpose, and by the use of which, will benefit the final result and the contractor so desires, he may add such information to his bid proposal, before submitting same, stating adequately the reason for the proposed substitution and further, stating the difference in cost, if any. Any substitutions which the contractor plans to make and which is not so specifically stated in the bid proposal, as above, is entirely at the said contractor's sole risk and the architect has the right to demand exactly the manufacturer named without additional cost to the contract, and without challenge by the contractor.

(c) If, after the execution of the contract, the contractor has reason to request substitution, said matter is considered as and will be handled and adjusted as provided for changes in the work, if approved by the architect.

(d) In any case of request for substitution, either before bid proposal or after execution of the agreement, said request will only be considered by the Architect provided the Contractor complies with the following requirements, and so states in writing:

- (1) He has personally investigated and determined thereby that the proposed substitution is equal in all respects and will serve the intended purpose, equally well or better, and
- (2) Submits accurate cost data, on the proposed substitute as compared with that specified, and in sufficient detail for ready comparison by the architect, and
- (3) Submits complete data, including samples if requested, defining and describing the proposed substitute to the satisfaction of the architect, and
- (4) Assumes full responsibility for the proposed substitutes equality and performance, if accepted by the

architect, and relieves the architect of any and all responsibility in the event said substitution does, in fact, fail to be and perform as equal.

(e) Substitutions indicated or implied on shop drawings or schedules, if not accompanied by all of the above written requirements, will not be considered by the architect, and are sufficient reason for the architect to reject and return said shop drawings and schedules without action, and without prejudice to any other requirement of the contract documents.

## METHOD USED BY TARAPATA - MacMAHON ARCHITECTS

This office names three acceptable materials where possible. It definitely opposes the use of the term "or equal" or "approved substitutes." If the bidder wishes to suggest a substitution, he is invited to do so before submitting his proposal; and, if the suggested substitution is acceptable, it will be covered by an addendum to give each bidder an opportunity to bid thereon.

The following is from Tarapata-MacMahon's "Instructions to Bidders":

### 22. MATERIAL STANDARDS

- (A) Whenever in any of the contract documents any article, material or equipment is defined by describing proprietary products or by using names of manufacturers or vendors, PROPOSALS SUBMITTED AND CONTRACTS AWARDED SHALL BE BASED UPON THE SPECIFIC ARTICLE, MATERIAL OR EQUIPMENT SPECIFIED.
- (B) Articles, materials or equipment not specifically mentioned in the contract documents may be submitted during the bidding period for consideration as equal to those specified providing such submission is made in sufficient time for the issuance of an addendum to the contract documents.
- (C) Should the contractor desire after the award of a contract to substitute another article, material, or item of equipment for one or more specified by name, he shall make a request for such substitution in writing

#### NAME OF PRODUCT

#### ADD

#### DEDUCT


stating the credit or extra involved and shall provide all required supporting data and samples. The request will be processed in accordance with general conditions, 16. Changes in the work, and 17. Claim for Extra cost.

- (D) Whenever in any of the contract documents any article, material or

equipment is defined through the use of any federal, association or other standard specification, the contractor shall present satisfactory evidence of compliance of the article, material, or equipment he proposes to furnish with the particular standard specifications.

- (E) Whenever in any of the contract documents the installation of any article, material or equipment is required to be executed in accordance with manufacturer's printed installation directions, the contractor shall submit two copies of such directions, together with any required samples for approval.

## METHOD USED BY RALPH CALDER ASSOCIATES

This office uses a "SUBSTITUTIONS AND ALTERNATES" instruction in its instructions to bidders, and includes space in its proposal for substitutions by the bidder.

The following is a sample from Ralph Calder's Instructions to Bidders:

### SUBSTITUTIONS AND ALTERNATES

(a) Proposals shall be based on the various brands, makes and standards of materials specified, and unless substitutions are authorized by the Architect all contracts will be so awarded. Each bidder shall state in his proposal the names of substitutions which he proposes to use if approved, and the amount which is to be added to, or deducted from, the proposal in the event that the substitution is accepted.

(b) All alternate prices requested shall be clearly stated by the bidder."

The following is a sample from Ralph Calder's proposal:

### SUBSTITUTIONS

(a) The Undersigned states that the above base proposal is based on the various brands, makes, and standards of materials specified, and unless substitutions are authorized prior to award of contract, the undersigned agrees to use the materials as specified.

(b) However, the undersigned submits the following substitutions for consideration, and states that the amounts to be added to, or deducted from, the base proposal are as follows:

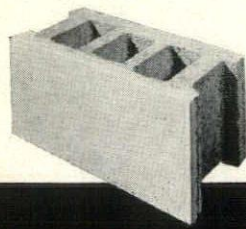
## METHODS USED BY OTHER OFFICES

Other offices contacted use methods that permit more open bidding with the "or equal" used after a descriptive specification or after the use of a proprietary name. This procedure is modified by a request from the owner or perhaps by the design department that results in a closed specification for some particular product.



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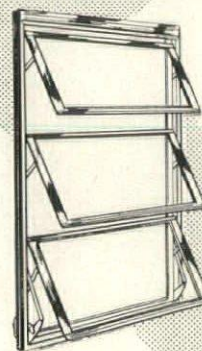
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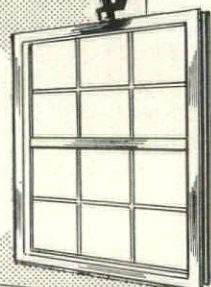
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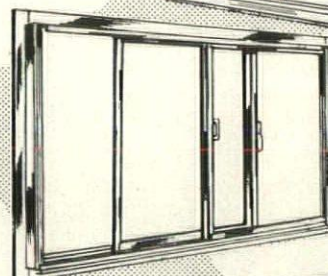
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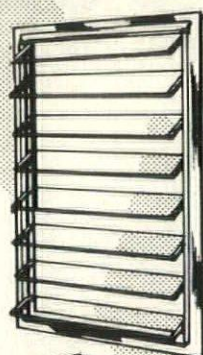
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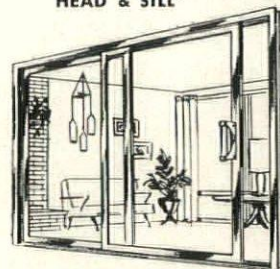
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## Have You Heard?



BY  
EDNA  
MORISON

YOU HAVE ALL HEARD the saying, "Now is the time for all good men to come to the aid of their party." Well, March proved to be the time for all members to come to the aid of WALD. The Benefit Bridge Parties were a huge success in every respect. I am sure all who attended are glad to have had a part in the furnishing of Biddle House.

The tables were appropriately covered with a cloth made of blue print paper with a design showing Biddle House before and after restoration. The center pieces were beautiful African violets in variegated colors which also served as table prizes. And you should have seen the "calories"—I mean the cookies and cakes that were served for dessert.

Thanks to Hurless Bankes for the unique idea in the bridge cloths that he especially designed for us for the party.

One could tell spring was not far behind—it really was a preview of "Spring Fashions"—such colorful "bonnets" and suits being the vogue and a very welcome sight, I might add, after the dullness of winter.

How do you say "Thank you" to the

"Host with the Most?" Showcase Inc., 136 Brownell St., Birmingham, Michigan, was most hospitable and very cooperative in every way in helping WALD with the Benefit Bridge Party that was held in their show rooms.

Our grateful appreciation to all who contributed and worked so hard to make the parties such a success. A special "Thank You" to the following firms who donated door prizes and favors: Century Brick Company, Cinder Block, Inc., Motor City Blue Print Company, Michigan Bell Telephone, Erwin Flowers, Himelhochs, Crowleys. Thanks go, too, to members and friends who made donations but who, however, wish to remain anonymous.

Among those who reserved tables were: Mrs. Clair W. Ditchy, Mrs. Maurice E. Hammond, Mrs. Alvin E. Harley, Mrs. Ernest J. Dellar, Mrs. George F. Diehl, Mrs. Frederick J. B. Sevald, Mrs. Joseph F. Dworski, Mrs. Charles H. McMahon, Mrs. Linn Smith, Mrs. Werner Guenther, Mrs. William H. Odell, Mrs. William M. Fernald, Mrs. Gerald G. Diehl, Mrs. L. Robert Blakeslee, Mrs. Amedeo Leone, Mrs. Gustave Muth, Mrs. John T. Hilberg, Mrs. Andrew R. Morison, Mrs. C. William Palmer, Mrs. James B. Morison, Mrs. Robert Svoboda, Mrs. LaVern J. Nelsen, Mrs. Hurless E. Bankes.

Still others were: Mrs. Frederick J. Schoettley, Mrs. Joseph N. French, Mrs. Lyall H. Askew, Mrs. Talmage C. Hughes, Mrs. Stanley Fleischaker, Mrs. John C. Thornton, Mrs. Carl R. Haber-

mas, Mrs. Robert J. West, Mrs. Carl A. Scheuffler, Mrs. George L. W. Schulz, Mrs. Paul Marshall, Mrs. Wayne Mohr, Mrs. Louis Rossetti.

Thanks go, too, to the Women's City Club of Ann Arbor and the WALD committee that sponsored the second Bridge Party. Among those attending the Ann Arbor Party were: Mrs. E. Alton Balta, Mrs. Ralph W. Hammett, Mrs. Charles W. Lane, Mrs. C. T. Larson, Mrs. Richard G. Millman, Mrs. William Muschenheim, Mrs. Frederick C. O'Dell, Mrs. Walter B. Sanders, Mrs. Emil Weddige, Mrs. Keith F. Weiland, Mrs. Philip N. Youtz, and Mrs. Clarence Roy.

Our next meeting will be held on April 18th at Women's City Club, Detroit. It will be a spring tea, and election of officers. The program will be a showing of the "House of Tomorrow" by Edward Stone; "Spring Tonic for your Home" by Georgeanne Francis, interior decorator from J. L. Hudson Company.

Be sure and check the convention section of this issue for information regarding the women's activities during the convention. Come visit WALD's table and exhibit. We would like to have all the women attending the convention register at this table so that we may become better acquainted with one another and be able to assist you during your visit in Detroit.

Circle the date—It's May 20th, our annual "Husband's Night Party." Detailed information will be mailed at a later date.

See you at the Convention.

**T**HEREFORE, when we build, let us think that we build forever. Let it not be present delight, nor for present use alone, let it be such work as our descendants will thank us for, and let us think, as we lay stone on stone, that a time is to come when those stones will be held sacred because our hands have touched them, and that men will say as they look upon the labor and the wrought substance of them, 'Seel this our fathers did for us.'—JOHN RUSKIN

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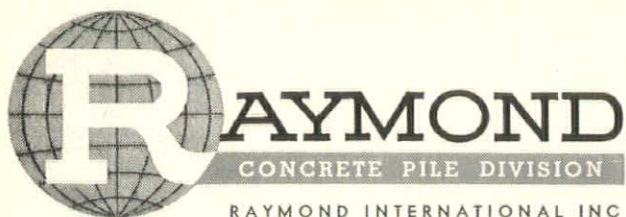


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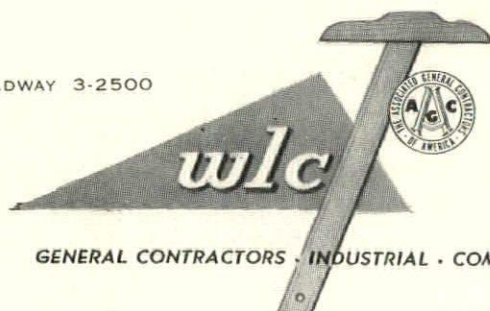
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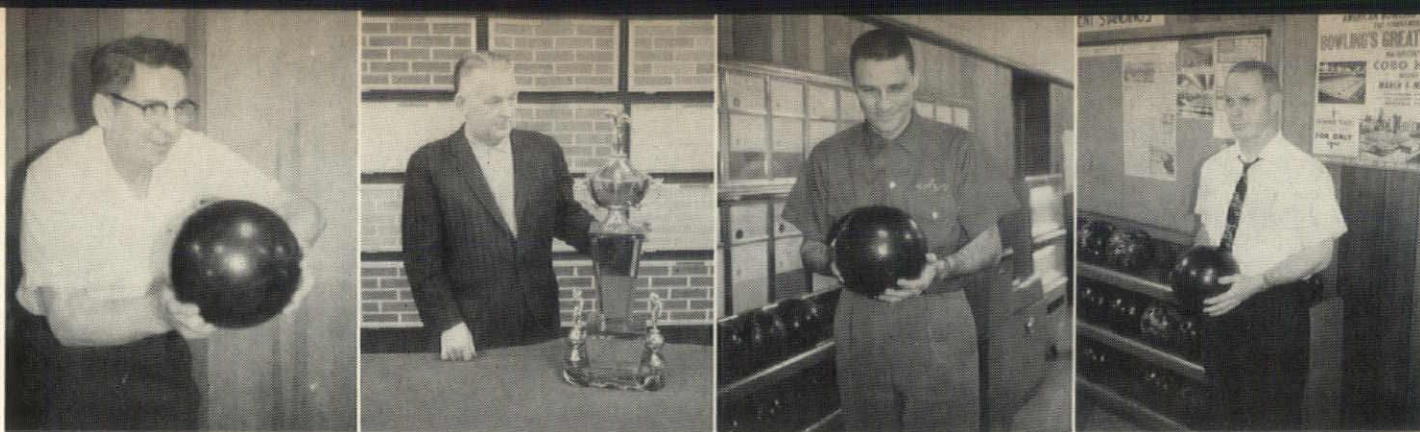
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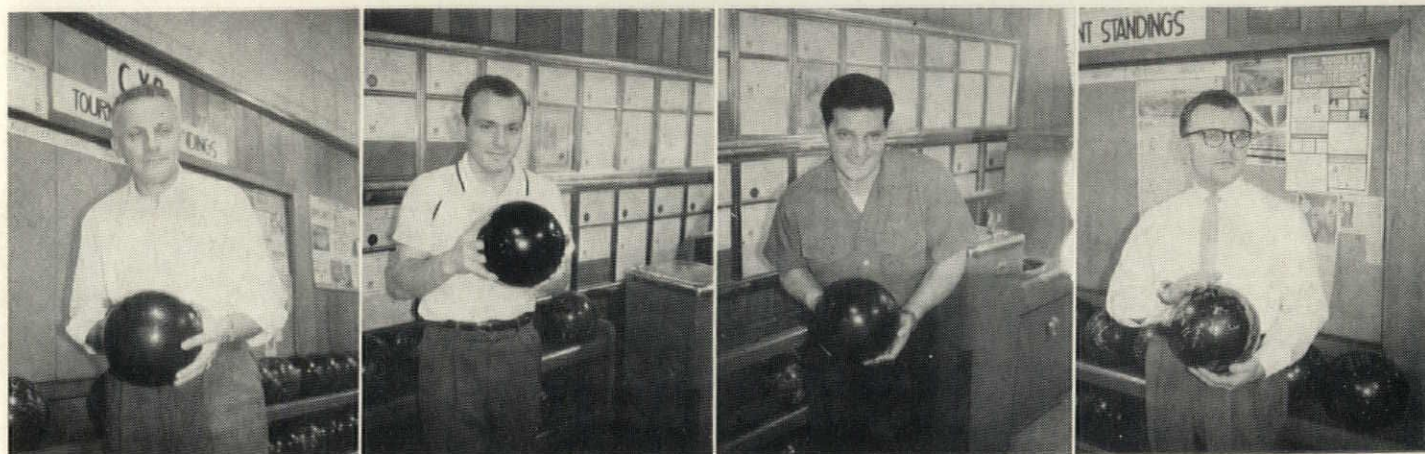
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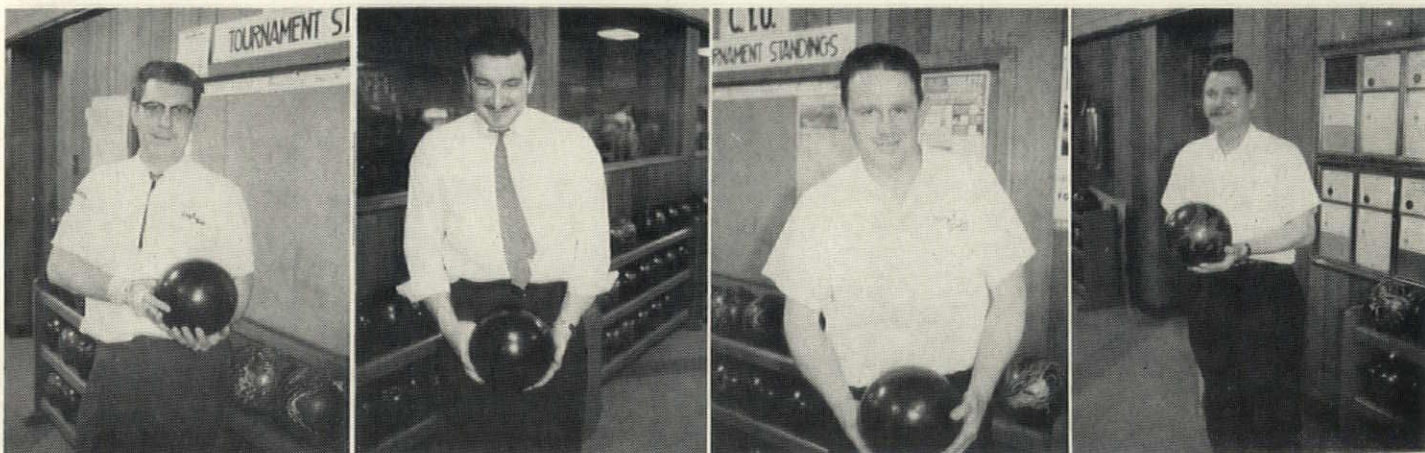
LEFT TO RIGHT: Banquet Chairman John Davies; League President Jack Smolky viewing Frederic B. Stevens Trophy; League Vice President Don Peters and Al Smith

## DETROIT ARCHITECTURAL BOWLING LEAGUE'S



LEFT TO RIGHT: Werner Guenther; League Fledgling Phil Neracher; Nick Poma and Dan Gulaj

## 39th ANNUAL BANQUET TO BE HELD MAY 5, 1961



LEFT TO RIGHT: Bob Gardner, Joe Forte, John McGrath and Lester Davies

## IN INDIA ROOM OF DETROIT-LELAND HOTEL

THE DETROIT ARCHITECTURAL BOWLING LEAGUE is planning a gala 39th Annual Banquet at the India Room of the Detroit-Leland Hotel, Friday, May 5, 1961.

According to League President, Jack Smolky, this year's affair has all the indications of being a tremendous success.

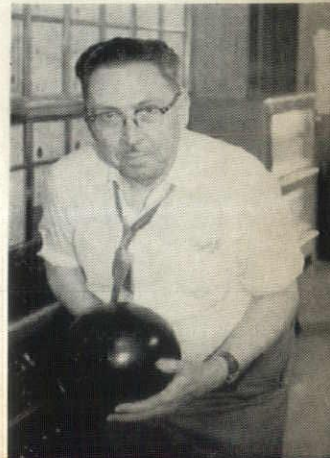
Entertainment is in the hands of Chairman John Davies and his Committee.

Smith, Hinchman and Grylls are the defending and almost perpetual champions, and at this writing (March 1st) are still clinging to first place.

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; Michigan Drilling Engrs.; Giffels & Rossetti; A.I.A.; Herman & Simons; Ralph R. Calder; H. E. Beyster; Harley, Ellington, Cowin & Stirton.

Architects and Engineers who are not members of the League are welcome to attend this affair, according to President Smolky. However, ticket sales are progressing so rapidly that reservations should be made as soon as possible. Dinner, entertainment and "fabulous" door prizes are all included in the price of admission. For further information call the Entertainment Committee: John Davies, Chairman, UN. 3-8065; Gus Jensen, DI. 1-2491; Tom Moore, TA. 6-0050; Sam Ross, KE. 3-2444; George Prentice, WE. 3-8717.

League Past Presidents and Elder Statesmen Urban Woodhouse (left) and George Diehl





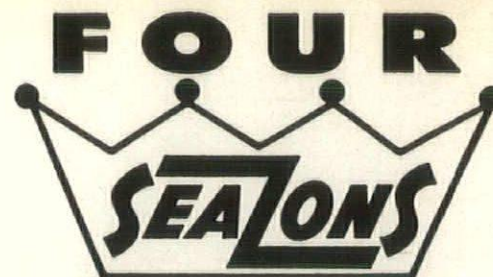
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## FIFTH ANNUAL "CONSTRUCTION SAFETY DAY" TO BE HELD APRIL 13 IN LANSING, MICHIGAN

APRIL 13TH marks the date that the Construction Division of the Michigan Safety Conference will hold its fifth annual "Construction Safety Day." An all day program aimed at familiarizing construction management with proven safety techniques and procedures has been planned. The Construction Division will meet on the last day of a three day program scheduled by The Michigan Safety Conference beginning April 11th at the Civic Center in Lansing.

The theme of this year's Construction Safety Day is "Profit from Safety." The program will include nationally recognized safety experts who will offer new techniques and concepts for making companies more competitive through better safety policies. The program is designed to point out the competitive advantage in bidding enjoyed by contractors with good accident prevention experience through the direct reduction of their workmen's compensation rate. Also involved is the indirect savings which result when down-time and wasted time by all workmen on the job because of an accident is reduced.

The Construction Division is one of ten divisions of the Michigan Safety Conference. The reasons for organizing the Construction Division were to provide and promote accident prevention courses throughout the state; to help construction firms organize safety programs and to improve on existing programs; and to promote education as

an alternative to safety codes being urged upon the Michigan Legislature.

Last year the Construction Division gave Construction Safety Day a new meaning. It served as the "kick off" for an expanded, year round program of education and promotion of safety in Michigan.

The Construction Division feels that publicity of good safety practices and progress in the field of safety education is the best means available to further the cause of accident prevention. It is felt that the construction industry of Michigan has never received the public recognition it deserves for organization and promotion of safety in its field.

Through a series of press releases and promotions, the Construction Division will enlist the aid of the press to see that deserving safety meetings and promotion ideas receive state-wide publicity. Committee members of the Construction Division will work with construction associations and firms to set up safety meetings, obtain material for a successful program, and make every effort to acquaint sponsors with proper publicity steps in achieving good publicity.

The Construction Division, as a result of a recent membership drive, will include over 70 construction associations. These groups serve to promote safety

by disseminating vital information to their individual members.

Restrictive construction safety bills have again this year made their appearance upon Michigan's legislative scene. Two bills already introduced, Senate Bill 1016 and 1017, call for creation of a Building Safety Council and a State Construction Safety Advisory Board within the Department of Labor.

The construction industry has successfully battled proposed safety bills in the past. This year, however, industry efforts will be somewhat complicated. Recently, in Lansing, a workman was killed in an accident involving a material hoist. The accident received considerable space in local newspapers and brought renewed effort for passage of a construction safety bill.

Due to the unusual pressures which are prevalent in Lansing this year regarding the perennial safety bills, state-wide industry support is being called for.

The Builders' and Traders' Exchange representing one group within the industry, is urging its membership to demonstrate an overwhelming attendance on Construction Safety Day. An overflow crowd will point out to the legislators that construction management is always vitally concerned with construction safety and that **Education** not **Legislation** is the answer to Michigan's construction safety problems.

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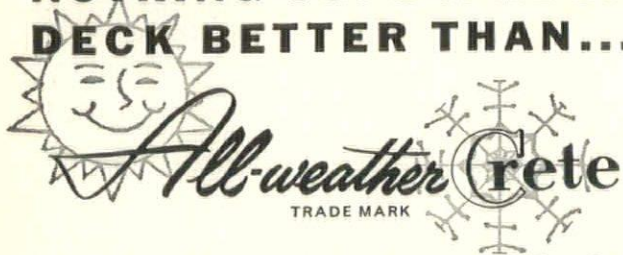
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LEFT TO RIGHT: G. Winston Burbridge, Secretary-Manager; George A. Denner, President; B. J. Walter, Treasurer; H. M. Baxter, Vice President

AT A MEETING of the Board of Directors of the Builders' & Traders' Exchange of Grand Rapids, held on February 20, 1961, the following new officers were elected: President, George A. Denner, Clement Electric Co.; Vice President, H. M. Baxter, S. A. Norman & Co., Treasurer, B. J. Walter, R. L. Deppmann Co. and Secretary-Manager,

G. Winston Burbridge, reelected for the 7th year.

Congratulations are also in order for the newly elected directors of the Exchange: Thomas A. Steel, Leittelt Iron Works; Richard J. Prendergast, Leggett-Michaels Co. and John S. Locke, Post Fixture Co. These men together with the other six directors will be starting

the Exchange on the road toward another 50 years of service to the construction industry in Western Michigan.

The thanks of the organization go to our retiring officers and directors; George A. Busch, Jr.; Grant R. Smith and Jack J. Behler who have done an outstanding job during the past three years.

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## Do Schools Cost Too Much?

THE PROBLEM of getting and paying for public education affects the average taxpayer more than almost anything else in civil life. It affects both his pocketbook and the welfare of his children. On a broader scale, it affects the welfare of both his community and his nation.

Yet, insofar as the planning of school buildings is concerned, almost nothing is surrounded by so much misunderstanding and confusion—to the detriment of both pocketbook and child.

Each year, the community establishes a budget to pay for all of its public services. Each year, some one-half to two-thirds of the budget is earmarked for education. When local taxes are raised, as they have been steadily over the past decade, the property owners who bear the load understandably cast about for some means of relief.

A convenient target for this unrest is often the school building, and this unrest expresses itself in a demand for elimination of frills. If this word is equaled with waste, the community is indeed on solid ground. But often it is not, and the community suffers from a wave of misplaced and costly "economy."

Are we spending too much on our new school buildings? To put the answer in perspective, consider what this money will buy—and what we spend it on. If the average home owner pays an annual community tax bill of \$200 and education takes half of the budget, he pays \$100 for the total school program. Assuming that construction takes 15 per cent of the school tax dollar, he pays \$15 for new school buildings during the year. The same man is apt to spend that much taking his wife to a good restaurant for dinner. Or, to establish another analogy, the cost of a modest television set would pay for a 10-year school construction program, or five years at double that building volume.

In all honesty, we must conclude that school buildings are not too expensive so long as they are not inadequately built. These are not mere opinions; national figures show that the cost of all building has tripled during the past 20 years. The cost of school buildings has only doubled during that period. The fact is that the school building is still the best bargain, dollar for dollar, on the building market.

There is, however, a hidden but very real cost in school building and every citizen should be aware of it. It is the cost of operating and maintaining the school plant each year. This is why a number of authorities state that only the wealthy community can afford a cheap school.

The annual cost of operating and maintaining

school buildings in many communities is as much as the community pays each year to build its schools. This means that the better the materials, and the sounder the construction, the more money will be saved in the long run.

How, then, can money be saved in a school building? There are a number of ways, but significant savings are seldom the result of any one person's action. They depend upon a combination of factors; in the last analysis, they depend upon the community and its understanding of the over-all problem.

Here are a few ways in which money can be saved without reducing schoolhouse quality:

1. Acquire school sites — large enough for long-term building expansion—long in advance of the need, perhaps as many as 10 years ahead. Population increases and shifts don't happen overnight; a comprehensive community land-use and projected population study may be a very good investment. Acquiring land now would be advisable in view of rising real estate costs.

2. Practice sound financing. The difference between economical financing and expensive financing can amount to as much as 15 per cent of the total construction cost. Often as much as one-third of the community's school debt service cost is in interest charges.

3. Design for ultimate use. This means planning for long-range needs so that additional units may be added and such items as utility connections can be made without costly tearing down and re-building.

4. Plan school projects more than the usual year ahead of the need. Haste in building makes a great deal of waste. Give your architects time to study the design problem and weigh comparative techniques and materials. Not only will this save a good deal of money in itself, it will allow more precise preparation of architectural specifications and insure closer bidding by contractors. It will also allow contracts to be awarded on an intelligent basis; prices are often driven up sharply because too many building projects are dumped on a saturated market at one time, when competition is absent.

5. Ask your school board and their architects to insist on use of first-class materials to cut maintenance and operating costs. Poor insulation, for instance, can result in heating costs that are as much as 75 per cent higher than if high-quality insulation were used.

6. Keep an open mind on design. It is the practicing architect's professional responsibility to keep abreast of new techniques, studies, ma-

terials, and changing conditions in the building industry. The "gingerbread" facade of a half century ago is both expensive and a poor way to build. The form of the truly contemporary school is designed from the inside out, both to plan properly for the educational process and to produce economies. Today's school buildings are attractive workshop, rather than the grim monuments of fifty years ago.

You may be startled by some innovations. For example, a number of schools in various parts of the country have recently been planned for central air-conditioning to save money. Comparative bids on several design schemes in one case showed that the cost of the air-cooling system was more than balanced by a reduction in window area. Considerable design changes are also taking place in localities where closed-circuit television is being used to solve the problem of large-class teaching and add a new visual dimension to education.

7. Avoid fast-buck and universal solution schemes. There is simply no one design, proprietary school plan, package scheme, or prefabricated building product available today which can compete—either in quality or price—with a school building designed and built according to local needs.

Nor does the government design provide economies. Authoritative studies, involving public works structures on the federal and state levels, throughout the nation, show clearly that the best results in terms of economy and end product have been produced by private practicing architects rather than by municipal architectural bureaus. In this respect, the fees paid to private practitioners have been found to be a very small investment in the best possible planning by professionals who compete on the basis of talent—as do physicians, lawyers, and other professional persons.

The planning and building of good schools is a professional job whose excellence depends on close teamwork by architect and educator. Yet even this, without effective community understanding and support, will produce less than the best result.

It is the community's job to understand the need, insist upon the best means of satisfying it, and produce the means to finance it. Of more than \$50 billion to be spent on new construction this year, only about \$3 billion is earmarked for schools. When we consider that \$10.5 billion is spent annually on the consumption of alcohol, the comparative cost of something we need as much as good education does not loom quite as large.

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## THE DELINEATOR STORY

By FRED WEHLE, JR., E. F. Hauserman Company

THE E. F. HAUSERMAN COMPANY, world's largest manufacturers of movable interior walls, announces that its newest wall system, Delineator, is now in production.

The result of an intensive two-year program of development and of widespread company experience on custom jobs, the Delineator system offers many advantages formerly available only in custom-made wall systems, at initial costs that reflect mass production economies.

Panels of the Delineator system are available on a four inch module, from two to five feet in width. The precise delineation of modular panel units by a recessed joint, with recessed head and base members, integrates the various elements of the system. Delineator is designed to make possible the use of a wide variety of wall covering materials such as natural woods, silks, grass cloths, vinyls. Panels combine readily with clear and obscure glass to permit architects and designers to achieve an extensive range of individual effects.

The final form of the new system began to take shape about one year ago.

Our Research and Development De-

partment had been assigned the task of creating a product which would meet the needs of our broad commercial and industrial market and at the same time be adaptable for use by architects who wanted individuality in their interiors.

It became apparent that the approach was less than realistic. We would be producing a streamlined version of the traditional movable wall—more attractive, more functional and more economical. It would not, however, meet all the needs of all architects. There would still be a considerable market for a system which offered still more latitude in design choice.

We then set out to design two systems—the first, Signature, would satisfy the demands of our commercial and industrial market and would meet a great many requirements of architects and designers. The components of the second product, Delineator, would be designed expressly for architects and designers and would give them the greater freedom of design and style choice.

Fortunately, many of the components of the Delineator and the Signature systems are identical and the advantages of mass production—precision manufacturing and economy—could be included in Delineator.

Despite the slimness of Delineator its new design provides a greater degree of sound control than many more cumbersome wall systems. New connection methods at panels, ceilings and floors, plus new perimeter sealing techniques, minimize the possibility of sound leaks, Hauserman designers say.

Even doors, door frames and accessories in the new system have been designed to achieve the new trim look. Steel doors are flush and without visible lines to detract from the over-all appearance.

The Delineator system provides for adjustment at both head and base to meet a variety of height requirements. Panels connect easily and quickly by the use of a "V" clip. Walls can be taken down, moved and re-erected in a matter of minutes.

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Product literature on both Signature and Delineator Wall Systems, can be obtained by writing: E. F. Hauserman Company, 485 W. Milwaukee, Detroit 2, Michigan.

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BYRNE PLYWOOD COMPANY of Royal Oak, Michigan was recently presented its third straight award for leading the nation in purchases of Bruce-PlyWelsh Prefinished Hardwood Paneling.

James J. Byrne, president of the firm, accepted the award from J. B. Wiseman, executive vice president of Welsh Plywood Corporation, during ceremonies at the Detroit Athletic Club.

"To continue as the nation's leading distributor of a specialty product despite an economic depression and declining construction in Michigan indicates that your organization hasn't deserted its progressive policies," the Welsh executive told Byrne while presenting the award.

A division of E. L. Bruce Company, Memphis, Tenn., Welsh Plywood Corporation manufactures prefinished hardwood panels and molding and a seal type finish for accessory woodwork.

Byrne Plywood began distributing PlyWelsh paneling in 1957 and a year later became the Memphis corporation's leading outlet. The company has held that position since that time.

"Quality and prices have placed Bruce-PlyWelsh in a class by itself," said Byrne. "Consumer acceptance bears this out."

E. L. Bruce Company is the world's largest producer of hardwood floors and its PlyWelsh subsidiary is among the leaders in the prefinished paneling field.

Wiseman praised the Byrne company for a "job well done" and said both Bruce and Welsh were pleased to have such a progressive organization represent its products in Michigan.



Ten Strong Super Trouper Spotlights are used at the new Kentucky Fair and Exposition Center in Louisville, Ky., the largest multi-purpose public affairs facility in the world. Fred Elswick, Architect.

SPECIFICATION SHEETS AND DESCRIPTIVE BROCHURES on its entire line of arc and incandescent follow spotlights for schools, colleges, arenas, auditoriums, theatres, and stadiums, have been prepared for architectural

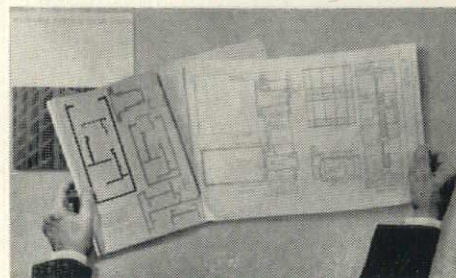
use and will be sent to anyone addressing a request to The Strong Electric Corporation, 42 City Park Avenue, Toledo 1, Ohio.

Foot candle readings and diameters for flood to small spot sizes at various lengths of throws are provided.

BARTON-MALOW CO., one of Detroit's largest general contractors, after seventeen years in the McKerchey Building on Woodward Avenue, will move to their recently completed new office building on April 15. Their new mailing address will be P. O. Box 5200, Detroit 35, Michigan, and their new telephone number will be LINcoln 8-2000. The new office facility will be at 13155 Cloverdale Avenue, Oak Park, Michigan, where their present yard is now located.

R. E. LEGGETTE CO., 9335 St. Stephens, Dearborn, Michigan, have been appointed contractors for Armstrong acoustical materials by Armstrong Cork Co. of Lancaster, Penn.

MICHAELS' CURTAIN WALL INDEX, a new booklet available from Michaels Art Bronze Co., has been designed as a working guide for helping the architect



determine which of the manufacturer's varied wall systems is most applicable to a particular building. Based on extensive actual job experience, the Index provides help both in design and detailing of metal curtain walls, and it may be obtained on request from Michaels Art Bronze Co., Box 668, Covington, Ky.

ANDREW ROSASCO has become Vice President and Patrick J. McCafferty, Secretary-Treasurer, of Wm. Moors Concrete Products, Inc., according to Hubert Moors, president of the company.

Rosasco has represented the company in the architectural field for several years. McCafferty has been associated with E. F. McCafferty & Company as a certified public accountant.

Wm. Moors Concrete Products, Inc. is the Michigan producer of DoxPlank floor and roof systems as well as a manufacturer of Haydite and cinder block for all types of construction.

LEFT TO RIGHT: Stephen MacEachern, Sales Manager, Byrne Plywood Co.; James J. Byrne, President, Byrne Plywood Co.; James B. Wiseman, Executive Vice President, Welsh Plywood Corporation, and Thomas Conser, Sales Representative, E. L. Bruce Company, Memphis, Tenn.





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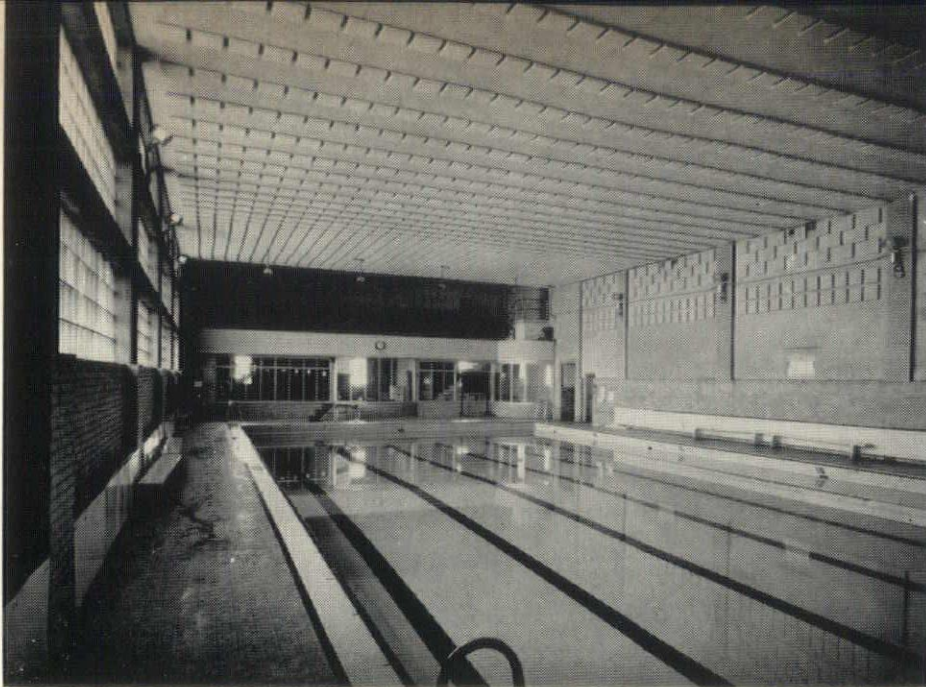
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April '61 Monthly Bulletin





Indoor Swimming Pool Equipped With Geocoustic Units

## NEW CONCEPT IN ACOUSTICAL UNITS

A NEW MATERIAL that makes practical a long-accepted but seldom utilized concept of room acoustical treatment has been developed by Pittsburgh Corning Corporation.

The material is acoustical cellular glass; the concept is distributed or "patch" absorption.

Pittsburgh Corning calls the individual units of acoustical cellular glass material, "Geocoustic."

Developed during ten years of research, the open-celled cellular glass material has unusual properties that open up new possibilities in acoustics. Among those properties are rigidity and dimensional stability that allow the material to be precision engineered. Small holes of precise dimensions can be made to predetermined depths; cavities with extremely accurate dimensions can be designed into the material.

This property of dimensional accuracy permits precise and easy adjustment of impedance — a characteristic of the material that controls its performance as an absorber. This ease of adjustment will permit the production of absorption units that may be precisely "tuned" to specific frequencies.

Russell P. Brittingham, president of Pittsburgh Corning, said: "Acoustical experts have agreed for many years that good hearing conditions in a room could best be achieved by scattering 'patches' of sound-absorbing material around the various surfaces. But with conventional acoustical materials, this treatment was regarded as not only too costly but architecturally unsatisfactory.

"The high absorption efficiency of Geocoustic makes it possible to achieve the desired results both with smaller patches and with fewer patches than were previously necessary. This greatly reduces the cost, and gives the architect a material that is relatively simple to handle from a design standpoint."

Although Pittsburgh Corning research engineers have experimented with Geocoustic in a variety of shapes and sizes, the company is marketing the newly developed cellular glass product initially in

13½-inch-square, 2½-inch thick units weighing only two pounds each. Nearly 2,400 holdes 1/16-inch in diameter are pressed into both the front and back surfaces and the unit is mounted on four square pads so that it sits out one-half inch from the wall or ceiling, thus creating the effect of a resonant chamber.

Absorption is only one part of the problem of acoustical treatment. It is possible to have excellent absorption and very bad room acoustics; resulting in a 'dead' room. What is required is a room with the proper balance of sound absorption and reflection, one in which proper advantage can be taken of the acoustical brilliance of the hard surfaces.

The company's objective was to produce a material that would allow the design of specific acoustical qualities into a room; a material that would assure good communication when properly utilized. Its aim was not something that was primarily decorative; or that was essentially a cheap wall or ceiling covering and only incidentally an acoustical tool.

Geocoustic absorbers provide a broad peak of absorption performance over the audio frequency range. Because of the unit's high absorption per pound of material, a Geocoustic patch installation not only provides much better distribution or diffusion of sound than uniform coverage with an ordinary material but also may be less costly because of the smaller number of units required.

Spacing of the units and the number utilized will vary widely depending on the geometry of the room and the effect desired; it is important only that the units be separated to allow for maximum efficiency of absorption.

Patches of open-celled cellular glass are most efficient when placed at or near the corners of the room; the next best position is along the edges of the walls or ceiling.

Since both reverberation time and diffusion are involved, it is desirable to place the units on more than one surface of the room to break up sound waves rebounding from all six surfaces. However, placement is not critical, and when the room by nature of its size and shape already has good diffusion, and reduction

of sound level is the prime consideration, Geocoustic units may be used on only one surface.

Potential of Geocoustic unit absorbers is not limited to new construction. The units can be readily applied in existing rooms to correct undesirable sound reverberation conditions that may either affect intelligibility or be merely annoying.

Intelligibility in classrooms is of tremendous importance. An adult, through his knowledge of vocabulary and understanding of a subject being discussed, may need to understand clearly only a portion of what is being said. He fills in what he misses from his experience. But to a child, every new word can be a complete mystery if he does not hear clearly the sound of each syllable.

The absorbers have been used successfully in a wide range of test installations, including lecture rooms, meeting rooms, music rooms, offices, studios, classrooms, an indoor swimming pool, a game room, and business machine rooms.

The development of Geocoustic stemmed from efforts by Pittsburgh Corning researchers' investigation of the acoustic properties of the company's glass foam thermal insulating material. The first successful test installation was made in 1955, and substantial refinement and improvements in the product have been realized since then.

Size of the Geocoustic unit was carefully determined to achieve the maximum in absorption efficiency. Each unit is independent and may be spaced to meet the intended needs and use of the room.

Unlike many acoustical materials, Geocoustic is incombustible, a vital factor in institutional buildings. Rigid, strong, and unaffected by moisture, the units will not shrink, warp or change dimension with changes of temperature or humidity. Since each unit is a single, integral, non-fibrous mass, there is no possibility of delamination.

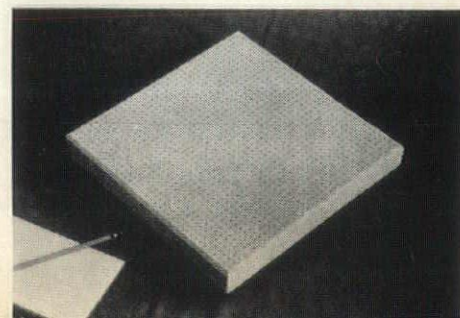
Geocoustic units normally are mounted with special acoustic cement on dry, reasonably smooth and clean surfaces. Best results are obtained with surface temperatures between 65 degrees Fahrenheit and 100 degrees Fahrenheit. The rigidity and stability of the cellular glass assures no peeling or buckling.

Mountings also may be made mechanically, the Pittsburgh Corning engineers presently are developing various types of fasteners that may be made part of the standard production features.

Although available in only two standard colors—white and gray—the units can be painted any desired color by spraying before or after installation.

Geocoustic units are distributed through a nationwide system of franchised acoustical contractors.

### Geocoustic Unit





# Bulletin Board

**ADVERTISING ANECDOTE** — Old Powers was John Wanamaker's first advertising man. He wouldn't tell anything but the truth in his ads. The buyer of neckwear sent for him one day and asked him to prepare an ad along these lines: "You can have these beautiful neckties for 25c, reduced from \$1."

Power looked at the ties, felt them and asked, "Are they any good?" The buyer said, "No, they are not." Powers went back to his office and wrote this ad: "They are not as good as they look, but they are good enough—25c."

The buyer said, "That's an admission that Wanamaker sells poor stuff." Powers reply: "Its the truth, ain't it?"

Wanamaker was buying cheap ties for three weeks to supply the demand.

After Powers was fired by Wanamaker, Rogers Peet & Co. offered him a job as advertising manager. He said, "I'll take it, but my ads have to tell the truth." The store had a lot of old raincoats for sale. Powers wrote this ad: "These raincoats are no good, but you can probably get \$3 worth of wear out of them."

The ad got into the paper without the buyer seeing it. Powers and the buyer got into an awful row. Just as they were about to swing at each other, a clerk in the raincoat department called up and asked: "Have you any more of those raincoats—We're all sold out."

**THE YOUNG VOLUNTEER RECEPTIONIST** at the Charlotte, N. C. Memorial Hospital had noticed an old gentleman sitting in the lobby. Finally he came over to her desk and asked whether Mr. C. E. Jones could receive visitors. The young lady consulted her card index and said, "No."

"How is Mr. Jones getting on?" asked the old gentleman, and he was told that the patient's card showed that he was progressing very nicely.

"I'm glad to know that," said the gentleman. "I've been kept in that room for ten days and I couldn't find out a darn thing from the doctor. So I dressed and came down here to find out. I'm C. E. Jones."

**THE LADY AT THE WHEEL** had just fractured some traffic law and the cop ordered her to "Pull over." She pulled over and got a ticket and the next day was fined \$25. So that her husband wouldn't know about it she entered the item on the check stub as "One pull-over \$25."

A **MOTORIST** had his car painted red on one side and blue on the other. Asked why, he said, "When I have an accident and am hailed into court, you should hear the witnesses contradict one another."

**WILLIAM ROONEY** of Chicago has written a sentence that ends with five punctuation marks. He didn't tell us what the sentence was, but the marks are ?'").

**JUDGE TO LAWYER:** "From your demeanor, I consider that you are showing contempt of this court."

"Quite the contrary, your honor," replied the lawyer, "I was doing my best to conceal it."

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