

BULLETIN

monthly

michigan society of architects february 1964 50¢

Cooperation

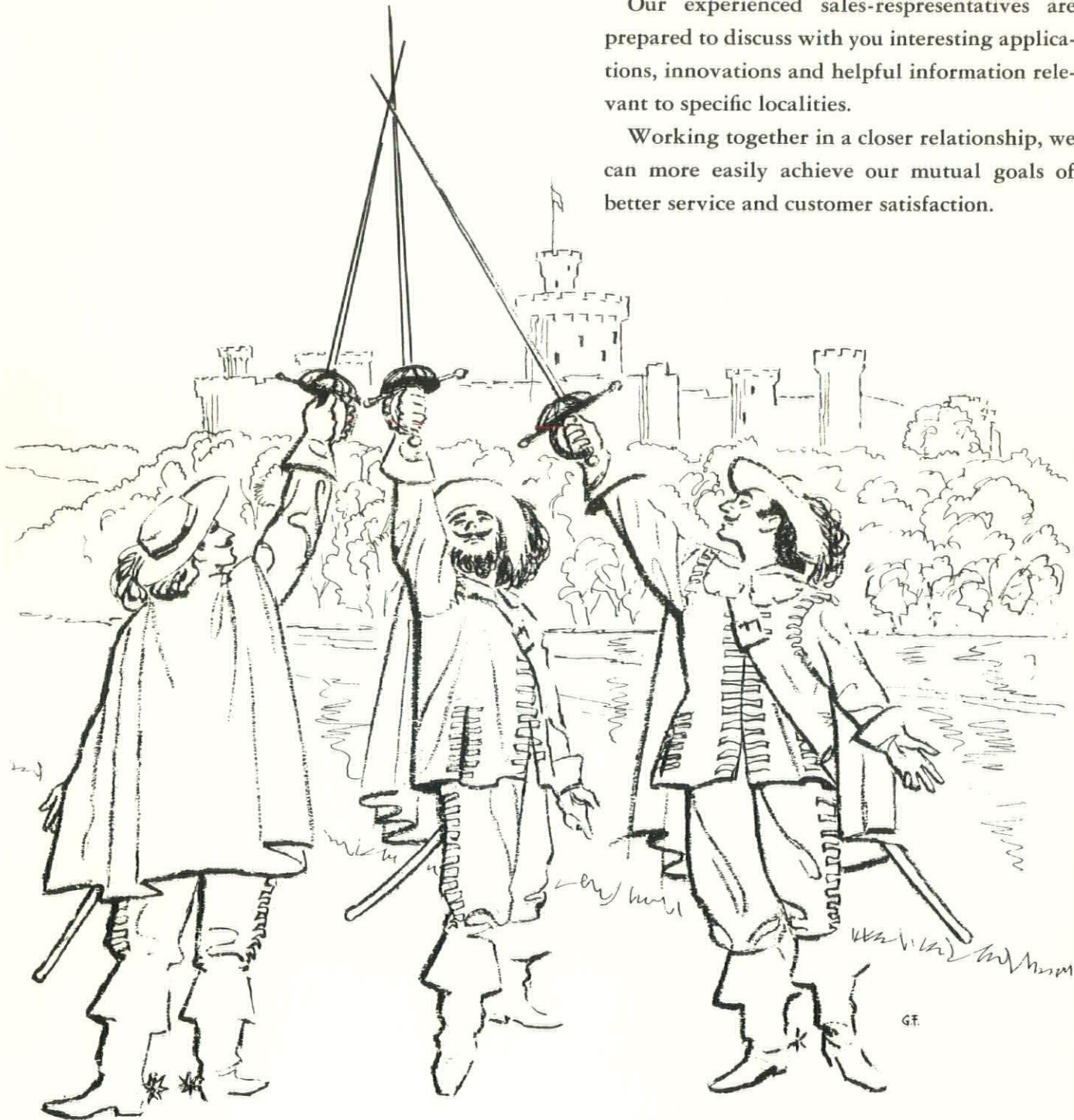
FOR BETTER SERVICE

In many fields of endeavor, cooperation offers benefits that cannot be achieved individually. Through the years, Consumers Power Company has welcomed opportunities to cooperate with Michigan's architects and consultant engineers with regard to utility service.

As a combination gas and electric utility, we know the characteristics, requirements and adaptability of both types of energy.

Our experienced sales-representatives are prepared to discuss with you interesting applications, innovations and helpful information relevant to specific localities.

Working together in a closer relationship, we can more easily achieve our mutual goals of better service and customer satisfaction.



CONSUMERS POWER COMPANY
Electric and Natural Gas Service in Outstate Michigan

Monthly Bulletin, Michigan Society of Architects, is published monthly at 28 West Adams, Detroit 26, Michigan. Entered as second-class matter January 15, 1946 at the Post Office at Detroit, Michigan under Act of March 3, 1879. Subscription price, \$4.00 per year (members \$2.00). 50 cents per copy.

Second Class Postage Paid at Detroit, Michigan.

BULLETIN

monthly

michigan society of architects february 1964

THE MONTHLY BULLETIN
IS PUBLISHED FOR THE
MICHIGAN SOCIETY OF
ARCHITECTS TO ADVANCE
THE PROFESSION OF
ARCHITECTURE IN THE
STATE OF MICHIGAN.

EDITOR—
James B. Hughes, AIA
ASSISTANT EDITOR—
Ann Stacy

ART DIRECTOR—
Edward Hutcheson
GRAPHIC ARTS
CONSULTANT—
Gary R. Grout
Ann Arbor Press

ADVERTISING
DIRECTOR—
Charles O. Irvine
CHAPTER ASSOCIATE
EDITORS

Detroit . . .
Wallace Cleland, AIA
Flint Area . . .
Dale A. Suomela, AIA
Grand Valley . . .
Jay H. Volkers, AIA
Huron Valley . . .
Henry S. Kowalewski, AIA
Mid-Michigan . . .
Alvin L. Farnsworth, AIA
Northern Michigan . . .
Richard H. Greenless, AIA
Saginaw Valley . . .
William Stenglein, AIA
Western Michigan . . .
Donald W. Stearns, AIA
MSA BOARD LIAISON . . .
George W. Sprau, AIA

EDITORIAL
CONSULTANT . . .
Nancy M. Houston

Monthly Bulletin, Michigan Society of Architects, the official publication of the Society; all Michigan Chapters of the American Institute of Architects; Women's Architectural League of Detroit (WALD); Producers Council, Inc., Michigan Chapter; Builders & Traders Exchanges of Detroit, Grand Rapids and Lansing is published monthly by the Michigan Architectural Foundation; Editorial and Advertising Offices—28 West Adams, Detroit 26, Michigan, Phone: 965-4100.

Volume 39—No. 2

3 New State Chapters

6 Maccabees Mutual Life Insurance Company

8 Haley Funeral Home

10 Sheller Manufacturing Corporation

12 News

20 Calendar

20 Advertisers Index



WM. MOORS, INC.

are you
thinking

BIG by using DoxPlank for long span strength?

Over twenty five years of use has conclusively demonstrated the structural and esthetical qualities of the Doxplank floor and roof framing system. This unique system of pre-cast segmental construction makes possible long span design carrying maximum floor or roof loads. Spans in excess of thirty feet are economically obtained by means of this superior system which combines unusually high load carrying capacity with a minimum of its own dead weight. The weight reducing hollow core becomes a raceway for plumbing, heating, air-conditioning and electrical systems, eliminating the need for expensive conduit and duct work.

Because of its exclusive segmented construction, Doxplank alone provides the manufacturing control that assures uniform product quality in addition to attractive appearance.

On your next project THINK BIG by using Doxplank as the most economical and attractive long span framing system available.



DoxPlank FLOOR AND ROOF SYSTEM

31457 utica road fraser, michigan phone 293-2600

American Institute of Architects

Charters Two New Michigan Chapters

The Board of Directors of The American Institute of Architects, meeting in Salt Lake City, on Friday, September 20, 1963 approved the formation of two new A.I.A. Chapters within the Michigan Region of the Institute. Jurisdiction over Lenawee, Livingston, Monroe and Washtenaw Counties, formerly in the Detroit Chapter area, was given to the new Huron Valley Chapter. A total of thirty counties which lie in the northern portion of the lower peninsula and all of the northern peninsula of the state became the jurisdiction of the Northern Michigan Chapter, being removed from the area which formed the Western Michigan Chapter.

Charters were formally presented to the Huron Valley Chapter on November 26, 1963 and to the Northern Michigan Chapter on January 8, 1964.

Presentation of the Huron Valley Charter was made by Charles H. MacMahon, Jr., then President of the Michigan Society of Architects. Walter B. Sanders, FAIA, Chairman of the Department of Architecture at the University of Michigan acted as Master of Ceremonies. Principal speaker

of the evening was M. Elliott Carroll, AIA, Administrator of the Institute's Department of Professional Services who congratulated the 25 Charter members of the Chapter and charged them with their responsibilities within the scope of the Institute.

Adrian N. Langius, FAIA, Director, Michigan Region, A.I.A., presented the Northern Michigan Charter to the Chapter's 15 Charter members. Robert F. Hastings, FAIA, Treasurer of A.I.A. keynoted the Chapter's inauguration in a very challenging address. Jim Lucas, Director of Public Relations, Herman Miller, Inc., gave an inspirational, illustrated talk, "The Personal Consequence of Architecture."

Civic leaders, officers and members of other A.I.A. Chapters in Michigan and the Michigan Society of Architects joined members of the new Chapters and their wives and guests to celebrate the expansion of the Institute within the Michigan Region.

The addition of Huron Valley and Northern Michigan now gives the Michigan Region a total of eight Chapters.



Northern Michigan President Harold C. Cunningham talks with MSA Executive Director James B. Hughes and Chapter Treasurer Norman A. Kline.



Officers and Directors of Huron Valley Chapter examine their charter.



MSA President C. H. MacMahon, Jr. congratulates Huron Valley President F. Huston Colvin; Speaker M. Elliott Carroll, seated.



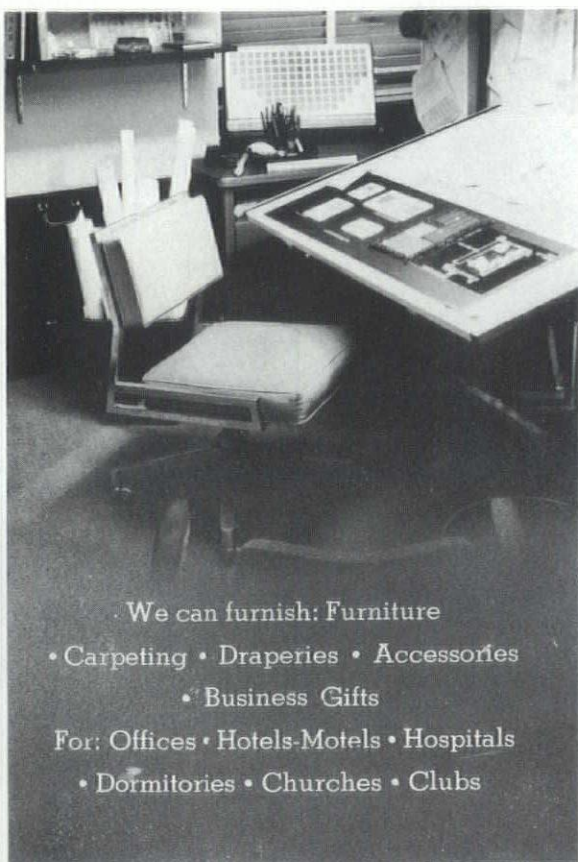
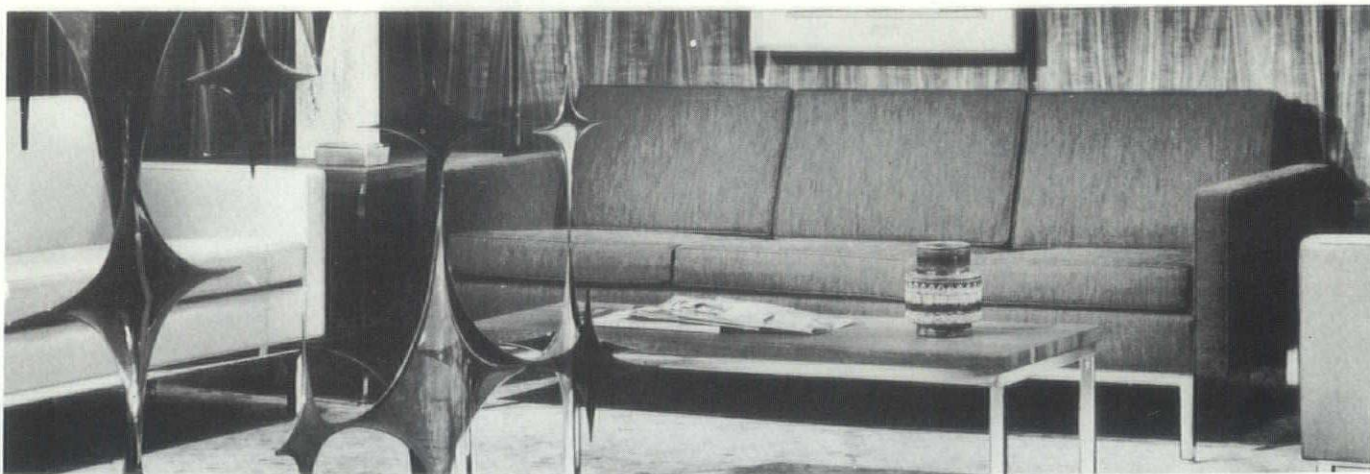
Facing camera: A.I.A. Treasurer Robert F. Hastings; Robert G. Bell, Chapter V. Pres. and Charter Night Chairman; Claude D. Sampson, Pres. W. Mich. Chapter and Harford Field at Northern Michigan Charter Night.



A.I.A. Director A. N. Langius with Sampson and Mr. and Mrs. Harford Field during Northern Michigan festivities.



Planning Committee for the Huron Valley Chapter Charter Night: Edward V. Olencki, Chairman, Donald F. Wright, Keith F. Weiland and Pres. F. Huston Colvin.

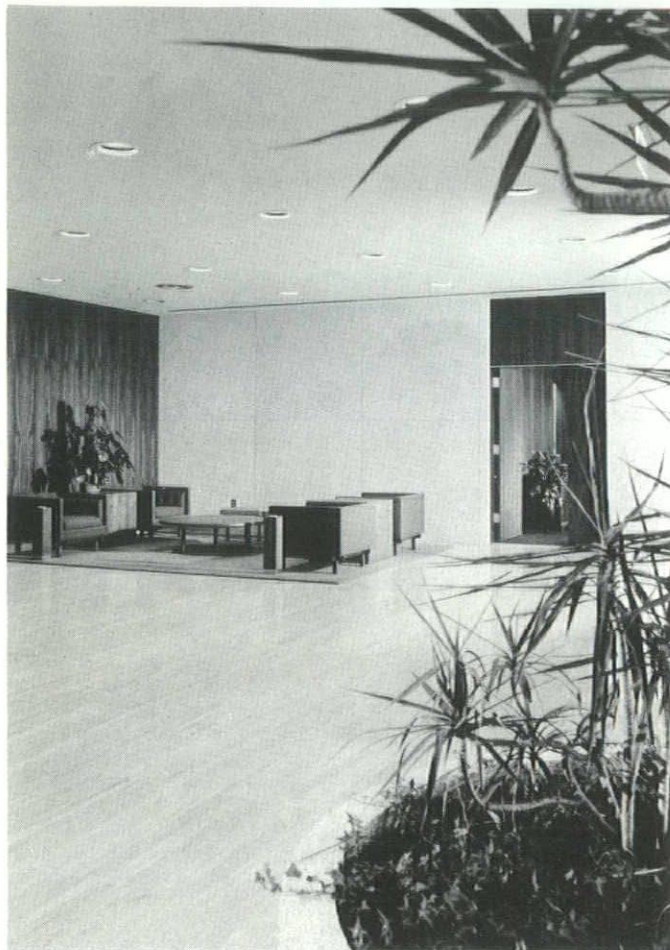


Hudson's Contract Division specializes in commercial interior design for business and industry. Our service includes design and specifications plus the selection and placement of furniture, carpeting, draperies and accessories. We'll even assist with major remodeling—working with your own contractor. Visit our new showroom at Hudson's Downtown, 13th Floor, or call us now at Capitol 3-5100.

HUDSON'S CONTRACT DIVISION



We can furnish: Furniture
• Carpeting • Draperies • Accessories
• Business Gifts
For: Offices • Hotels-Motels • Hospitals
• Dormitories • Churches • Clubs



Maccabees Mutual Life Insurance Co.
Southfield, Michigan

*Harley, Ellington, Cowin & Stirton, Inc.,
Architects and Engineers*

Johnson, Johnson & Roy, Landscape Architects

Stephens-Bangs, Inc., Food Service Consultants

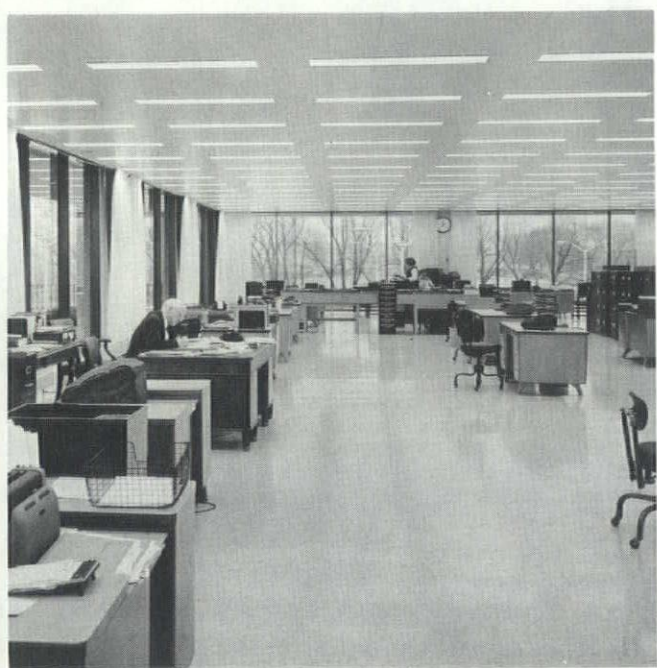
J. L. Hudson Co., Interior Finishings

The original Maccabees Building on Woodward Avenue, because of its location in the heart of Detroit's cultural center, was sold to the Detroit Board of Education. While providing the City with an ideal headquarters facility for its educational program, the transaction also allowed Maccabees Mutual to shed its role as a landlord and to concentrate fully on its own field of activity. The new office building is used solely by Maccabees Mutual and houses approximately 250 employees.

The new home office, a 90,000 square foot, three-level plus penthouse, steel frame structure, was designed to take fullest advantage of the natural, rolling topography of the site on the southeast corner of Northwestern Highway and 10½ Mile Road. It has a first level public entrance and a ground level employees' entrance adjacent to the parking lot.

The exterior of quartz-faced, pre-cast concrete panels, gray glass and duranodic finished aluminum sash curtain wall and entrance glitters in the sunshine and is dramatically floodlighted after dark. A 10-foot cantilevered overhang on the second floor serves the dual purpose of providing the additional space required in the general office while serving as a sun shade for the main level.

The public entrance on the main level opens onto a spacious lobby with travertine marble floors and pre-cast, quartz-faced walls, together with a combination of select walnut paneling. The paneled walls continue through the



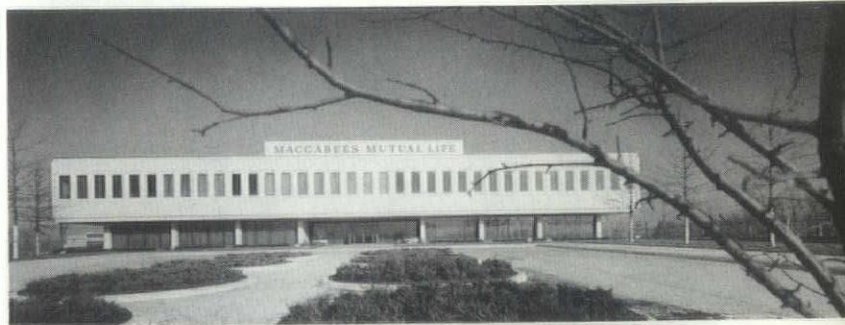
executive office area and into the legal library—gradually blending into the vinyl-covered walls.

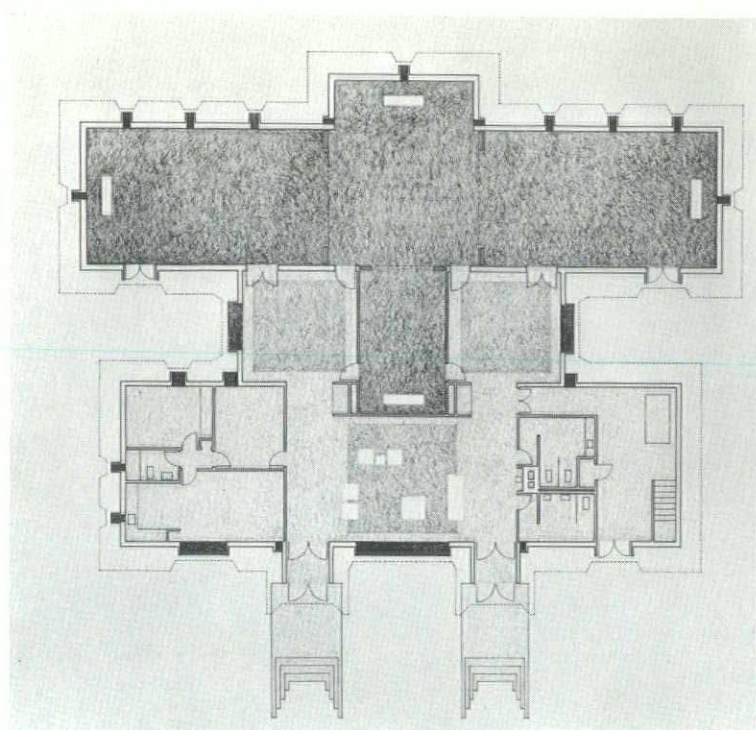
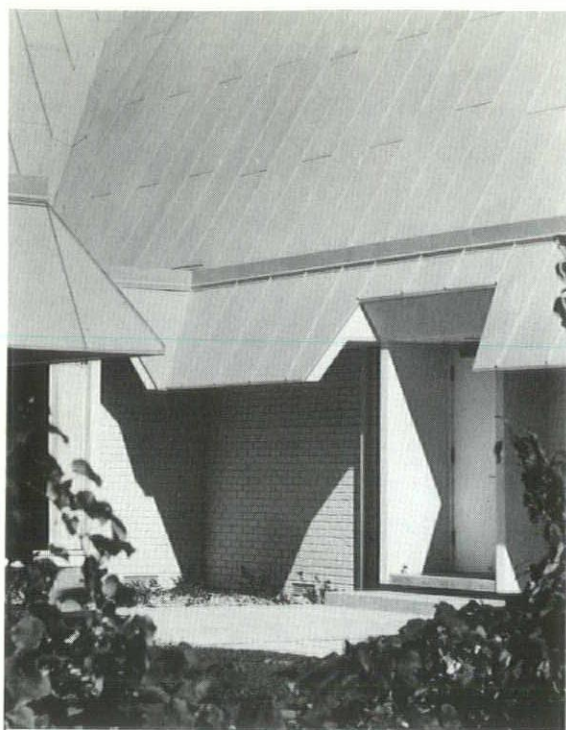
Administrative departmental offices are adjacent to the service core on both the main and upper levels. General office areas are open, but divided by files, equipment, etc. All partitions in these areas are a moveable type.

A cafeteria and private dining room (which can be opened into one large room) and twin lounges (which can also be combined into a single lounge) are located on the ground level. The cafeteria provides a striking view of the River Rouge, the eastern bank of which is being landscaped as a picnic and recreational area.

A first aid station, complete with hospital beds, laboratory and nurse's office, as well as areas for office services, boiler and refrigeration equipment, electrical equipment and dead file storage are on the ground level. An enclosed receiving dock with dock levelers is at the rear of the building.

Unique combination fixtures provide both lighting and air conditioning outlets. Special air conditioning and sound attenuation materials, preventing transmission of sounds to other departments, are provided in the IBM and computer rooms. These same areas have double floors to accommodate electrical cables directly to each machine. Elsewhere, lighting, power and telephone lines are carried through hollow core, pre-cast concrete floors—allowing outlets to be placed alongside individual desks.

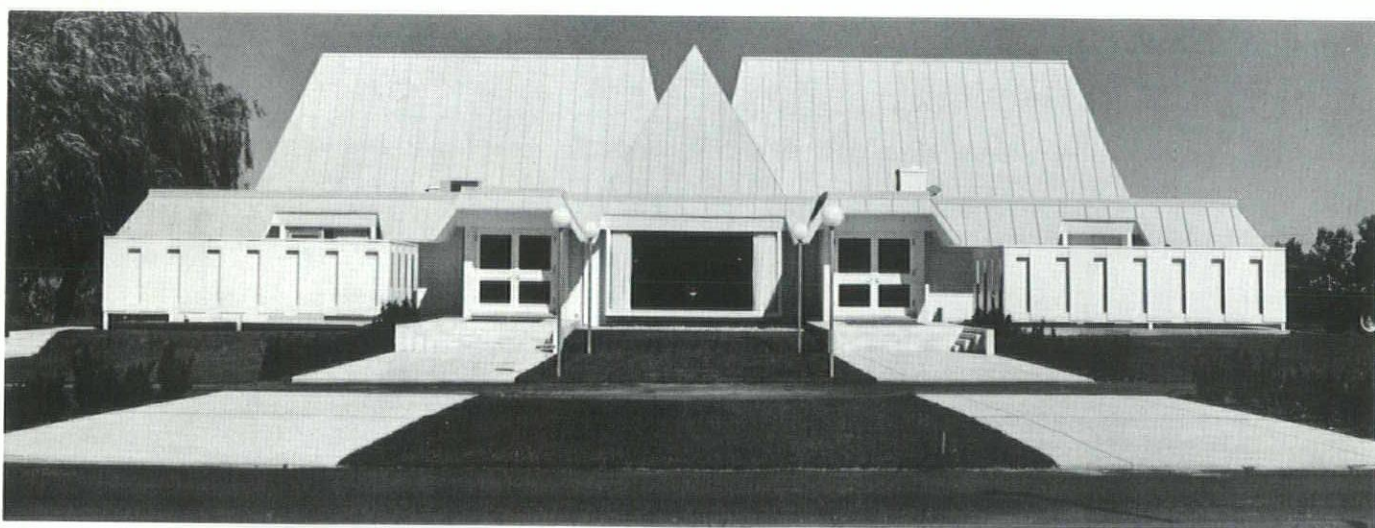




Haley Funeral Home
 Southfield, Michigan
Birkerts & Straub, Architects
Clifford Holford Associates, Inc., Structural Engineers
E. G. Siegel & Associates, Mechanical Engineers
Walter H. Desimpel Co., General Contractors

The building is located on a major thoroughfare in an area which is changing from residential and idle farm land to commercial use, along the expressway which will connect this area with downtown Detroit. The building faces a street with parking and main entrance area located in the rear, thus avoiding the familiar "inviting" facade of funeral homes and the rather dubious back yard area of such buildings.

The program was to design a funeral home with four chapels (slumber rooms) that could be joined together in combinations of two, three, and four for larger services. The plan departs from the usual arrangement where all the chapels open from a large common lobby, or circulation area. The architects provided a central entrance and waiting lobby, further connected to two small side lobbies. Since only two services will be held in the building at one time, this allows two families to have private lobbies of their own and visitors are easily separated and directed at the entrance. Service area is on the side of the building,





screened by a wood fence. Preparation rooms are in the basement along with storage and mechanical space.

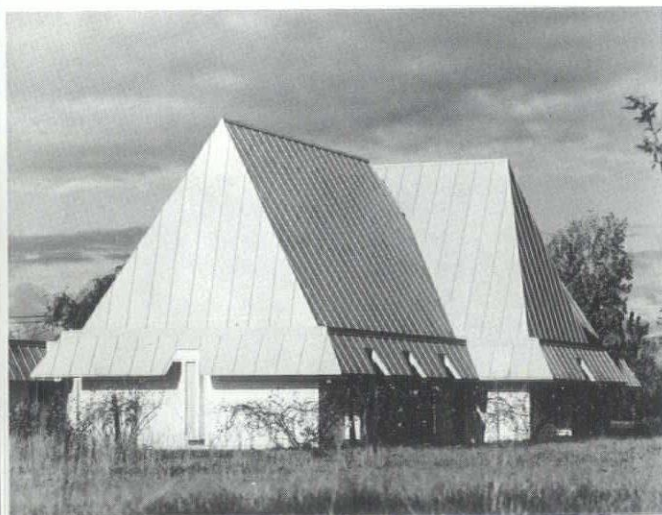
The owner, not very sympathetic to contemporary buildings, requested a design that would appeal to the traditionally-minded person as well. The prime concern in design was to create a building that would function well for the owner, and would truly express its very special function. The very steep roof is articulated in the form to express the slumber rooms. Lobby areas, office, apartment, and service areas have a low flat roof with a projecting "awning roof." This roof was intended to pull down the roof line and to throw a very deep shadow on the walls. It also is the unifying horizontal element extending all the way around the building. The other consideration for the awning roof was to give this building the serene and weighted down, shaded, shielded atmosphere.

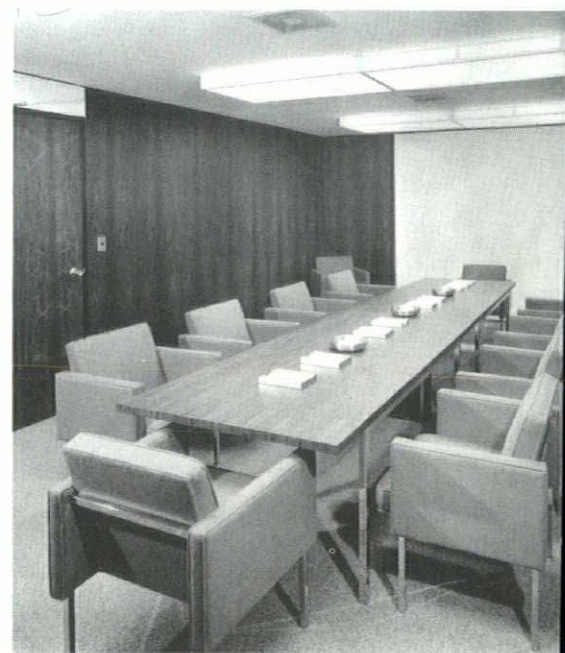
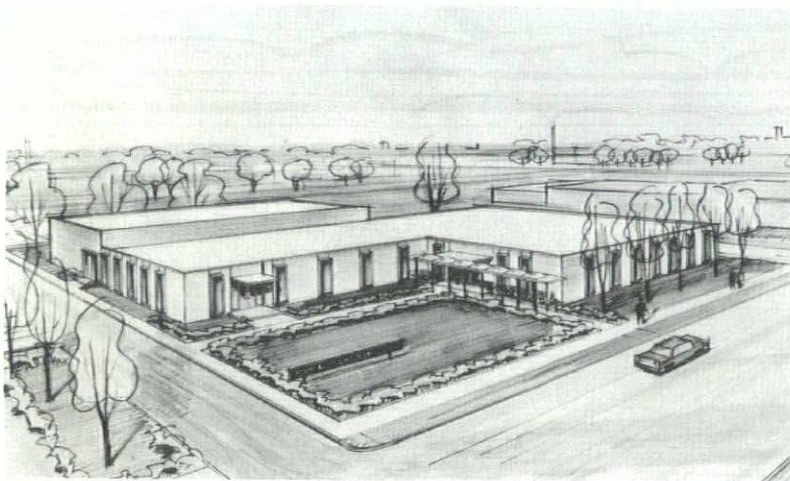
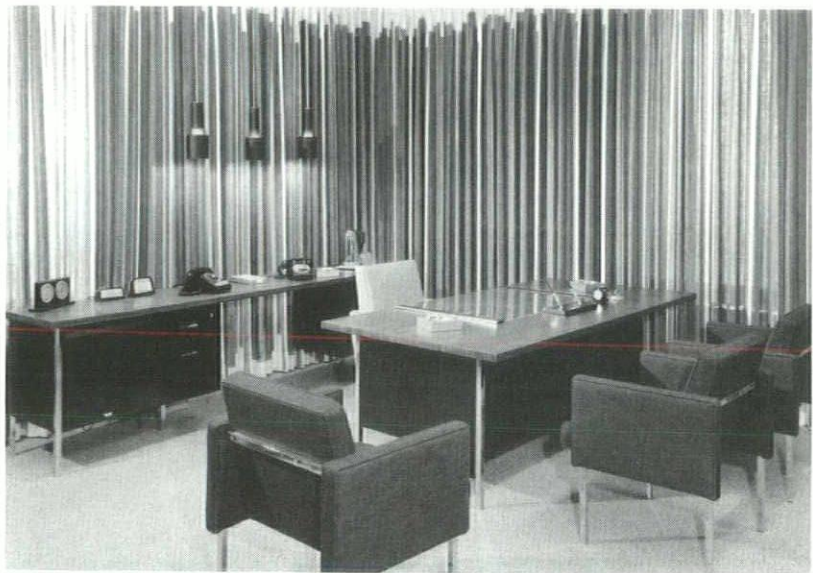
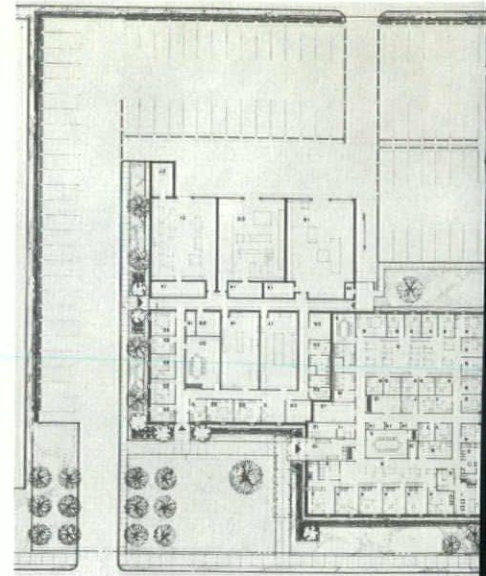
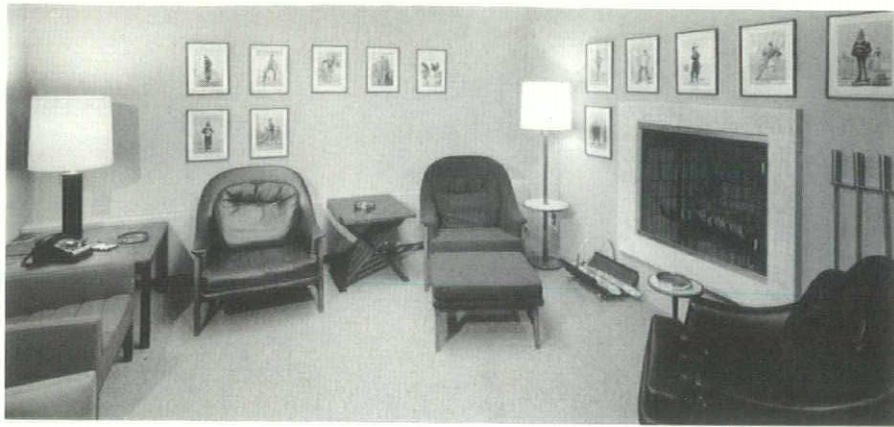
An important consideration was how to admit light to the slumber rooms. The owner desired very little natural

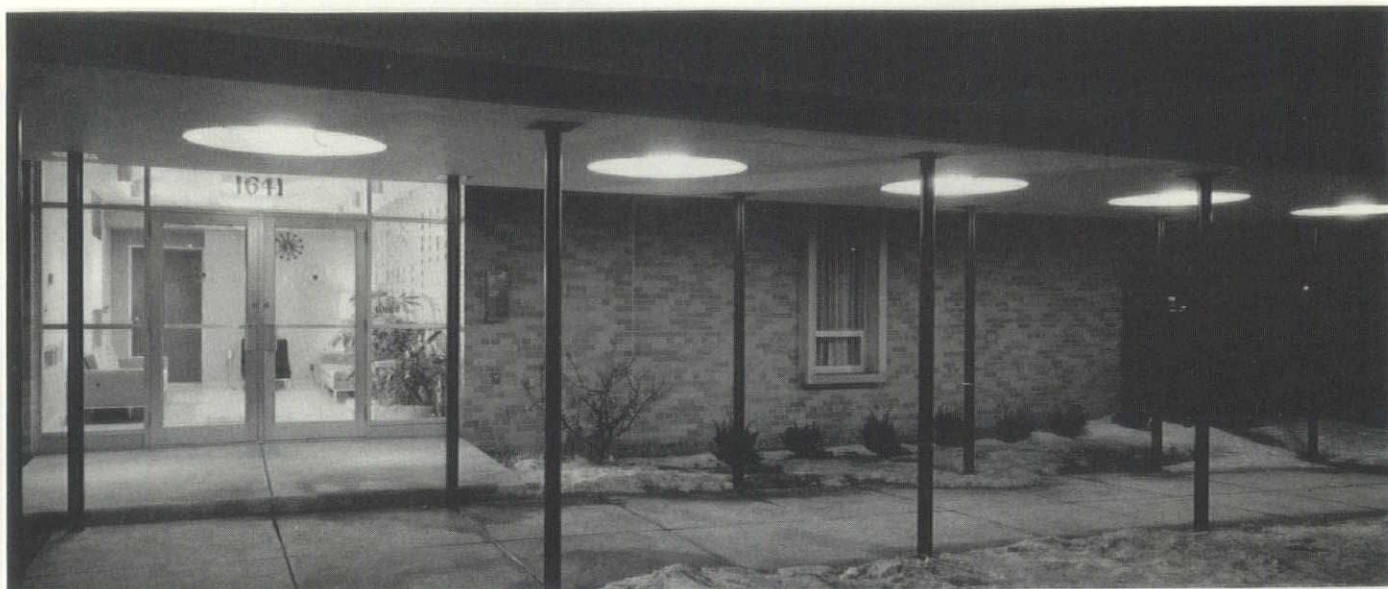
daylight. It was felt that there should be some reference made to the outside, but not in the form of conventional windows in the wall. Also, that no one should be close to the light source or close to the glass. Glass was held out by the one foot wide and three feet deep bay, giving the feeling of being remote and, in a way, protected from the outside impressions.

On the exterior the bay window becomes an important design element. The roof recognizes this with a cut-out and the stucco soffit folds to tie the window element to the building. The bay window is repeated on the residential wing and the lobby windows. The sides of the bay act as "blinders", not permitting view into spaces by passersby or vision from one space into another.

The exterior materials are brick and stucco painted white, with terne roof painted grey-green. Brick and stucco form a combination of contrasting rough and smooth textures.







Sheller Manufacturing Corporation

Detroit, Michigan

Diehl & Diehl, Architects, Inc.

*McClurg, McClurg, Paxton & Mickle,
Structural Engineers*

*Hyde & Bobbio, Inc., Mechanical &
Electrical Engineers*

Eichstedt & Grissom Associates, Landscape Architects

Darin & Armstrong, Inc., General Contractor

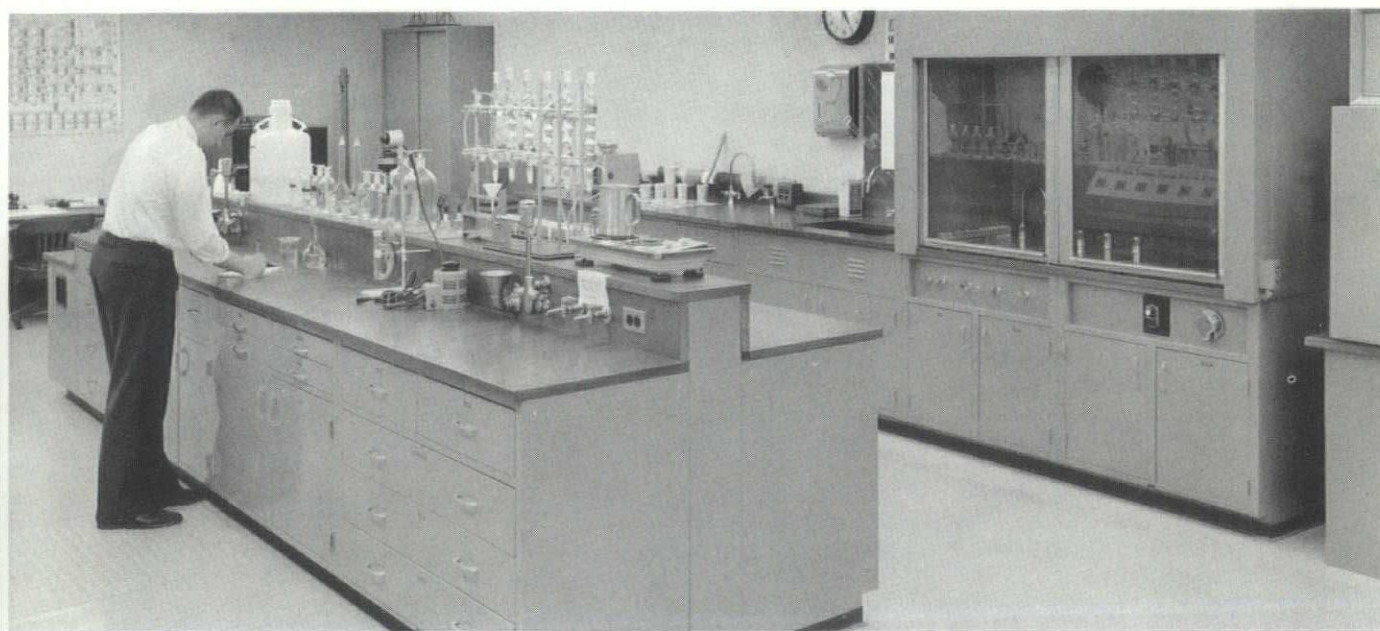
The Sheller building, combining Executive and Sales Offices and Research Laboratory facilities, is located at 1641 Porter Street in the heart of Detroit's West Side Industrial Redevelopment area.

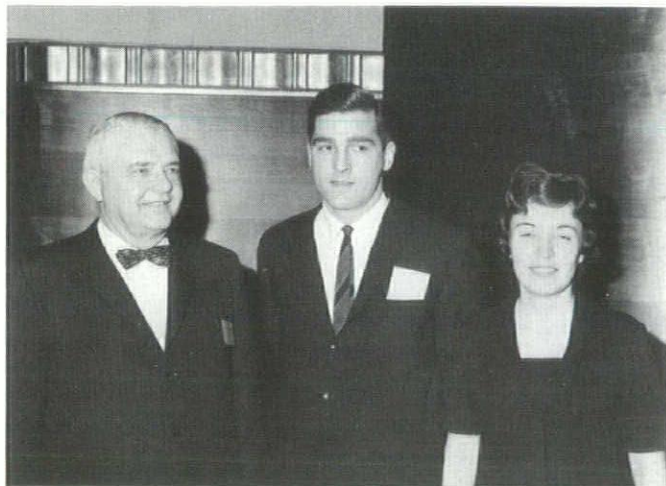
Mr. Januarius A. Mullen, President, believed that this would be an ideal site for many reasons. The location provides easy access to expressways, airports and motels for the many employees who travel to and from the home office and the company's nine plants. It is a controlled area where building and land use are subject to the direction and approval of the City Plan Commission. All utilities,

including central heat, are close at hand. Service roads facilitate avoiding the confusion and annoyance of trucking mixed with normal traffic.

The structure is literally two buildings under one roof. Research facilities are completely separated from Administration in order to have isolation and control so necessary for product development.

In accordance with the owner's wishes, ample space was allotted for green areas and planting around the building in addition to providing adequate parking.





APELSCOR Chairman Frederick J. Schoettley, A.I.A., with newly registered Architect Thomas E. Hanawalt and Mrs. Hanawalt.



Highway Commissioner John C. Mackie and State Board Member Thomas J. Sedgewick, A.I.A., with Mrs. Mackie and Mrs. Sedgewick at the APELSCOR presentation ceremony.

APELSCOR Honors New Registrants

Newly registered Architects, Professional Engineers and Land Surveyors were honored by APELSCOR (Architects, Professional Engineer and Land Surveyors Council on Registration) at the Engineering Society of Detroit with a special presentation of registration certificates. All new registrants, their families and friends were invited to attend.

Presiding at the meeting was Frederick J. Schoettley, AIA, Chairman of APELSCOR. Certificates were presented by members of the State Registration Board from each of the three professions. Principal address of the evening was delivered by State Highway Commissioner John C. Mackie.

Following the presentation ceremonies, the new registrants and their guests were entertained at an informal Coffee Hour.

Michigan Firms Win FHA Honor Awards

Two Michigan firms were among the 28 winners in the Federal Housing Administration's 1963 Honor Awards Program for residential design. The program was instituted in 1963 to give recognition to homes, multifamily housing and subdivisions of superior design; to promote wider understanding of the principles of good design and to further the National Housing Act objective of encouraging improve-

ment in housing standards and conditions. Awards were made in three categories: single-family homes and subdivisions; multifamily housing — rental, cooperative and condominium; and housing for the elderly and nursing homes.

In the Multifamily Housing category, King & Lewis, Architects, Inc., Detroit, won a First Honor Award for the design of Nelson Towers, Jackson, Michigan.

Wold & Bowers, Architects, Inc., Grand Rapids, received a First Honor Award in the Elderly-Nursing classification for their Pilgrim Manor Home for Senior Citizens, Grand Rapids.

Nelson Towers was featured in the August 1963 issue of *Monthly Bulletin*; Pilgrim Manor will be presented in a forthcoming issue.

Van Osdol Opens California Office

N. K. Van Osdol, Jr., AIA, has announced the opening of his office for the practice of architecture at 8263 Hollywood Boulevard, Los Angeles 69, California. Well known in the Detroit area, Van Osdol was a member of the Detroit Chapter, AIA, and maintained his membership in the local Chapter after moving to California.

With the establishment of his own practice, he has requested transfer by the Institute to the Southern California Chapter.

Detroit Named to Building Products Literature Jury

LaVern J. Nelsen, AIA, member of the Detroit Chapter, will serve as a juror for the Building Products Literature Competition sponsored by The American Institute of Architects and the Producers' Council. Nelsen is also a member of the Institute's AIA-PC Liason Committee.

Purpose of the competition is to encourage producers of building products and equipment to adopt a more technical approach in the preparation of building products literature directed to the architect and to recognize literature which meets this approach and, because of its informative value, is of material assistance to the architect in the selection and specifying of building materials.

Entries in five categories are being received by Producers' Council, Inc., 2029 K Street, N. W., Washington, D. C., 20006, until March 16, 1964. Awards will be announced at the A.I.A. Convention in St. Louis in June.

Agreement Reached On Detroit Code Inspection

Representatives of various interested groups met recently with Commissioner Clyde E. Dougherty and members of his staff at the Detroit Department of Buildings and Safety Engineering to review the new, proposed

section of the Detroit Building Code requiring inspection of construction by the designing architect and/or engineer. Agreement was reached on the wording of this section as follows.

SECTION 125.3 INSPECTION BY ARCHITECT OR ENGINEER. For all buildings or additions required to be of Type 1 (fireproof) construction, and also for Classes C, D, E2 or E3 use buildings or additions over two (2) stories high of any type of construction, the Owner shall retain the designing firm of architects or engineers to provide such fulltime inspection during all phases of architectural and structural construction as will assure conformity with the general intent of the approved plans and specifications.

An architect or a civil engineer, registered by the State of Michigan may be retained by the designing firm of architects or engineers to be responsible for such inspection. Government agencies with their own inspection staff may be exempt from the requirements of this Section when approved by the Building Official.

Prior to the issuance of the building permit, and subsequently if a change in responsibility for inspection is made, the designing firm of architects or engineers shall file with the Department a letter naming the registered architect or civil engineer who is to be responsible for the inspection. The architect or civil engineer so designated shall countersign this letter.

At the end of each month during construction and at the conclusion of construction but before a certificate of occupancy is issued, the firm of architects or civil engineers responsible for the inspection shall file with the Department a signed statement that it has provided the inspection required under this sub-section and that to the best of its knowledge and belief, the construction and materials used relating to the architectural and structural integrity of the building have been according to the general intent of the approved plans and specifications and any approved modifications thereof.

The inspection required herein shall not relieve the builder of his responsibility to so perform and supervise his work that the complete structure will be in accordance with the approved plans and specifications and any approved modifications thereof.

The requirements in this sub-section shall in no way obviate or be construed as limiting the authority of the Building Official and his authorized assist-

ants to make inspections whenever deemed necessary.

The above Section will be incorporated in the proposed, revised Building Code which will be submitted to Common Council for enactment in the near future.

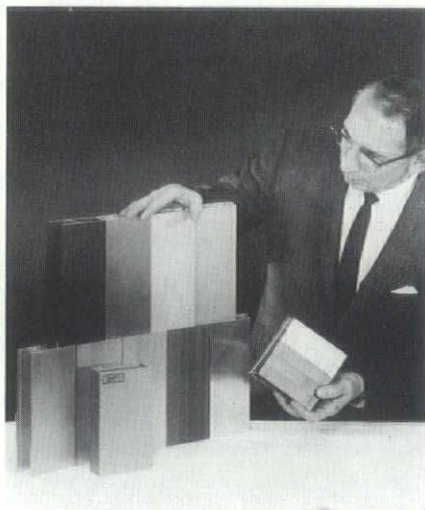
NAAMM Sets Seminar on Metal Finishes, Sealants

The Tenth Regional Seminar and Workshop on "Metal Finishes" and "Sealants," sponsored by the National Association of Architectural Metal Manufacturers will be held in Detroit, March 24, 1964. The Finishes Seminar covers not only aluminum but also copper and all its alloys, and stainless steel.

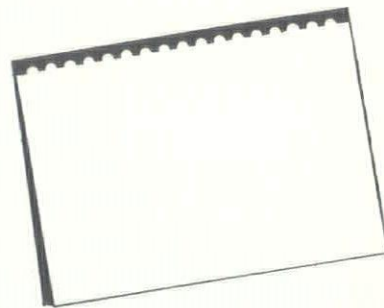
Architectural interest in this subject has prompted NAAMM to encourage members of NAAMM to bring architects as their guests, and to open the March 24 Seminar to all architects and their representatives, at a nominal registration fee of \$10.00 which includes the coffee breaks, the luncheon, and the NAAMM cocktail party.

The seminar is an excellent opportunity for architects to get unbiased answers to their questions about sealants and finishes. People who have attended previous meetings in Washington, New York, etc. have been enthusiastic about the value of the seminar to architects.

Answers to such questions as—"Why would an expensive finish like NA2-CE1A be cheaper in price than some of the finishes that are cheaper to produce?"—can be had at the seminar. Architects are urged to circle the date of March 24 on their calendars and discuss attendance with the NAAMM members of their acquaintance.



Ed Pomranz, Desco Metals Co., examines examples of some of the many available metal finishes which will be discussed at the NAAMM Seminar and Workshop.



CALL US FOR SPECIFICATION INFORMATION & DETAILS

We have many illustrated brochures demonstrating interesting applications of the products we distribute which you may wish to add to your reference file. They include authentic colonial woodwork, interior doors of all types, decorator Marlite and Masonite paneling and Andersen windows.

Bring your clients to our showroom at any time.



KIMBALL & RUSSELL INC.
WHOLESALE BASH AND DOOR DISTRIBUTORS
2127 FENKELL AVE. DETROIT 38, MICH. UN. 13480

K & R will work directly with you in providing all the information you require for writing specifications on products they distribute.

AGC Elects 1964 Officers, Directors

At their 48th Annual Meeting, The Associated General Contractors of America, Detroit Chapter, Inc., elected officers and directors for the coming year.

Richard F. Brennan, President of the Brennan Company was re-elected President of the Association for 1964. Other officers are Alex J. Etkin, A. J. Etkin Construction Company, First Vice President; Leonard P. Cooley, John Cooley Company, Second Vice President; and R. D. Pettis, Walter L. Couse & Company, Treasurer.

Directors elected for a one-year term are: Edwin Salkowski, Christopher Construction Company; Thomas Dailey, R. E. Dailey & Company; Arthur Shmina, A. Z. Shmina & Sons Company and Charles Reisdorf, Jr., C. H. Reisdorf & Sons, Inc.

Directors elected for a two-year term are: R. D. Pettis, Leonard P. Cooley, and Edward Chase, Jr., The Chase Company.

Directors serving until 1965 are: Richard F. Brennan, Alex J. Etkin and William A. Maddock, Darin & Armstrong, Inc.

On the Association Staff are William

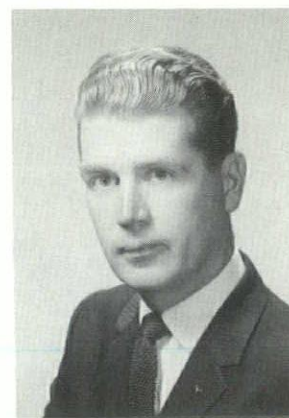
E. Stewart, Secretary, and Stanley E. Veighey, Manager of Labor Relations.

Civic Design Committee Reviews Art Institute Sign

At the request of Charles A. Blessing, City Plan Commission, the Civic Design Committee of the Detroit Chapter, A.I.A. met recently with the Board of Directors of the Detroit Art Institute to review a proposed, illuminated sign for the Institute grounds.

After seeing the proposed design for the sign and being informed of its size and location, the Committee recommended that the Architect responsible for the design of the addition to the building be more directly involved in studies of the sign's size, location and design. The Committee stated that it did not believe that the best interests of the City were being served by independent action on the part of an individual or a sign company without coordination by the Architect responsible for the appearance and location of the building.

To aid in establishing criteria for the design of this sign, it was agreed that a subcommittee should be set up consisting of two members of the Art Institute Board and two members of the Civic Design Committee with Mr. Willis Woods, Director of the Art Institute as Chairman.



James H. O'Neill

O'Neill Joins Holforty; Firm Name Changed

James H. O'Neill, P.E., has joined the firm of Clifford Holforty Associates, Inc., as a principal associate. The firm name has been changed to Holforty Widrig O'Neill Associates, Inc., with offices at 249 North Hunter Boulevard, Birmingham.

Mr. O'Neill is a 1947 graduate of the University of Detroit. He is a registered civil engineer and a member of the Michigan Association of the Professions, the National Society of Professional Engineers, the American Society of Civil Engineers and the American Welding Society.

M. Den Braven

Our 52nd Anniversary

SHEET METAL

VENTILATING

AIR CONDITIONING

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

MICHIGAN DRILLING CO.

for

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

14555 Wyoming Ave.
Detroit 38, Michigan
WEBster 3-8717

JAY INSULATIONS, INC.

"Always quality in any quantity"

Quality of materials, workmanship & service has been responsible for our growth.

INDUSTRIAL

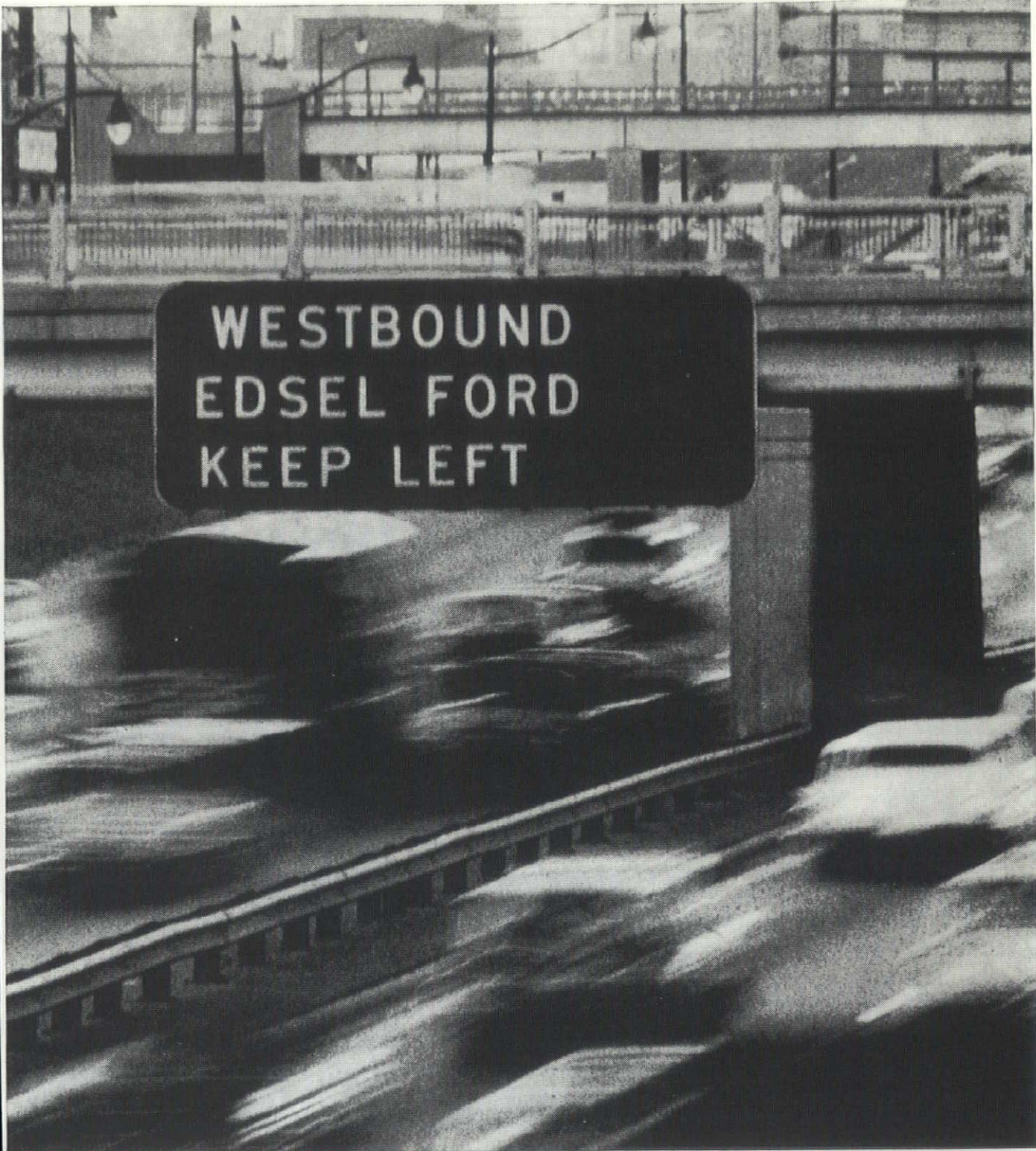
COMMERCIAL

INSTITUTIONAL

Insulation for Plumbing, Heating & Ventilating.

PIPE COVERINGS

John Yasaitis, Pres.
23207 Lahser Rd.
Southfield, Mich.
442-5610



WESTBOUND
EASEL FORD
KEEP LEFT

Michigan is on the move

We're surging ahead in the Water Wonderland. New communities are appearing on the map. New buildings are rising. New industries starting. New ideas cooking.

This just had to happen in Michigan, because here in the heart of the Midwest are all the ingredients of opportunity.

The world's largest supply of fresh water . . . a matchless location on America's "Fourth Seacoast" . . . skilled labor qualified for new production techniques . . . the nation's finest

network of freeways . . . and Natural Gas unlimited, brought from three of the largest gas fields on the continent.

These are just a few reasons why Michigan is on the move.

Get the real story of Michigan in "The Michigan Story," color film available for private showing on request. Write our Industry Development Division in Detroit.

MICHIGAN CONSOLIDATED GAS COMPANY



J. B. CAIN CO.



Mechanical Contractors

FOR
SHELLER MANUFACTURING
CORPORATION

OFFICES AND LABORATORY



14850 LIVERNOIS
DETROIT 38, MICH.
UN. 1-2936

Acorn Iron Works INCORPORATED



FABRICATORS & ERECTORS OF

STRUCTURAL STEEL AND

MISCELLANEOUS IRON

9260 Freeland Avenue, Detroit 28

TEexas 4-9090

Moors Appoints New Representative

Wm. Moors, Inc., Michigan manufacturers of the Doxplank Floor and Roof System, have selected the Architectural Building Products Company of Kalamazoo, Michigan as their southwestern Michigan Sales representative. Mr. Ivan Moerman, president of Architectural Building Products Company, and his staff of Sales Engineers, will serve ten Michigan counties including Allegan, Barry, Van Buren, Eaton, Calhoun, Kalamazoo, Berrien, Cass, St. Joseph and Branch.

Mr. Moerman, who has been actively engaged in architectural sales during recent years, was previously associated with Louis Kingscott, Kalamazoo architect, for more than ten years.

Wm. Moors, Inc., producers of the Doxplank Floor and Roof System, which is widely used throughout Michigan and the Midwest, has recently expanded its manufacturing facilities to meet continually increasing use of their product.

The appointment of Mr. Moerman, as regional representative, will provide additional Doxplank sales and installation services to the architects and contractors in the southwestern Michigan area.

Committee Continues Fee Schedule Study

The M. S. A. Administrative Study Committee, chaired by Bruce H. Smith, is continuing its study of a new document on Architectural Services and Recommended Minimum Fees. Copies of a rough draft of this document were sent to all MSA firms in the late fall with a request for comments and suggestions.

Those replies which have been received from individual firms have been reviewed and evaluated. In addition, Chapter Committees on Office Practice have met with the Administrative Study Committee to discuss the document.

It is hoped that it will be possible to put it in final form for the consideration of the membership at the March Convention of the Society.

Mid-Michigan Chapter Hears U.R. Director

On Wednesday, January 8, the Mid-Michigan Chapter, A.I.A., met at Tarpoff's for a luncheon meeting to hear Winston Folkers, Redevelopment Director for the City of Lansing, discuss the urban renewal area. He covered the kind of buildings expected to be designed in this area, the kind of tenants interested in establishing

themselves in the new development, the peculiar site and parking problems to be solved, and the progress hoped for in the renewal program.

The forty-five local Architects present were especially interested in the planning work proposed, the size of the various projects and especially the great interest the city is showing in beautifying its downtown depressed areas in creating new business developments. Architects are developing expanded services and skills in the designing of urban projects everywhere and interest in land use and building design is especially evident among Lansing area architectural firms.

Special guests were Russell H. Fink, Chairman of the Planning Board, and Malcolm Milks, Chairman of Urban Renewal and Planning of the City Council.

Interior Designers Speak to Grand Valley Chapter

Thirty-nine members of the Grand Valley Chapter, A.I.A., met at the Athletic Club in Grand Rapids on January 20th to hear Mrs. Jo Shirley and John Ducey speak on the subject "Are Architects Really Necessary?". A discussion followed the talks by the guest speakers, both of whom are members of the National Society of Interior Design.

During the business portion of the meeting, H. Rodger Stroop, Secretary, gave the results of the survey of membership among registered architects in the area. He reported that the Chapter currently has 57 Corporate members—7 of whom have Emeritus status—13 Associate members and that there are 26 registered architects who are not A.I.A. members.

Fusco Opens Office

Jude T. Fusco, AIA, has announced the opening of an office for the practice of architecture at 22610 Rosewood Avenue, Oak Park, Michigan 48237.

Fusco, son of J. Alden Fusco, AIA, became a member of the Institute and the Detroit Chapter in 1963.

Covey Associates Move Offices

Ray W. Covey and Associates, Inc., Consulting Structural Engineers, have announced the opening of new and larger offices at 530 Michigan Building, 220 Bagley Avenue, Detroit, Michigan 48226. Formerly located in the same building, the Covey organization has expanded their offices to meet the needs of their architect clients.

MSA European Tour

Space Available

Accommodations are still available for the MSA-sponsored European study tour planned for July 1964. Twelve days will be spent on a group tour of England and France with an additional twelve days allowed for individual tour extensions at moderate cost.

Basic cost of the trip will be \$625 per person for the tour portion, including transportation by jet to London and return from Paris, meals, accommodations, special events, etc. Not included are costs of individual tour extensions from the 12th thru the 23rd day, personal services, beverages, etc. Departure is scheduled for Tuesday, June 30th, return for July 23rd.

A minimum of twenty-five persons is required in order to obtain the low rate for the trip. Interested persons should return the form on this page to the MSA office.

No Dates for Hearings on Public Safety in Buildings

Despite the announcement some months ago that the Senate and House Committees set up to investigate all phases of public safety in buildings would hold public hearings on the subject, no such hearings have been held to date.

The House Committee hearings scheduled for early December were postponed and have not been rescheduled.

Architects throughout the state will be advised when dates for hearings are determined and will be asked to participate.

ARCHITECT-DESIGNER

Chrysler Corporation offers immediate opportunity for designers with professional experience in architectural design of industrial and commercial buildings and facilities. Bachelor's Degree and a minimum of two years experience required.

Please call 883-4500, extension 3187, or submit resume to Management Employment Department, Chrysler Corporation, P.O. Box 1919, Detroit 31, Michigan.

An Equal Opportunity Employer



MR. JAMES B. HUGHES
Michigan Society of Architects
28 West Adams
Detroit 26, Michigan

I am interested in joining the MSA Study Tour of Europe next summer and would like more detailed information about the Tour () and the Tour Extensions ().

The number in my party will be _____.

Name

Street

CityZone

State

WANTED

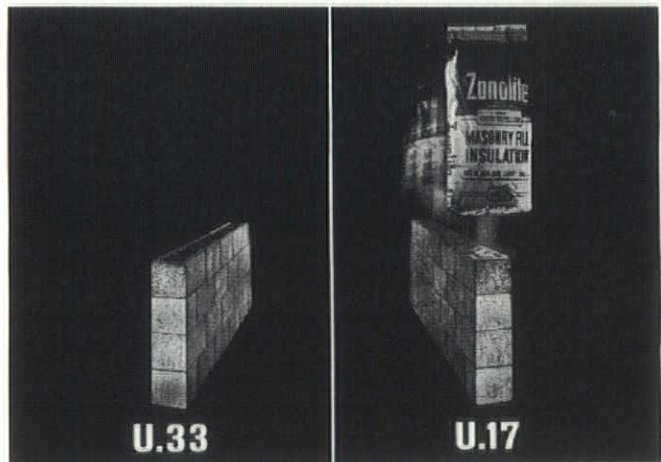
REGISTERED ARCHITECT JOB CAPTAIN

ROBINSON, CAMPAU & CROWE, INC.

738 Michigan Trust Building

Grand Rapids, Michigan

Telephone 459-4149



Need any more reasons for insulating masonry walls?

We have them. Zonolite Masonry Fill Insulation often pays for itself before the building is begun, because it reduces thermal transmission so effectively that smaller heating and air conditioning units can be used. Cuts fuel bills thereafter, increases comfort, reduces sound transmission. For complete information, write:

ZONOLITE

TURNER-BROOKS, INC.

Contractors for
Resilient Flooring
in

THE MACCABEES MUTUAL LIFE INSURANCE CO. BUILDING

—Since 1933—

9910 Dexter Detroit 6, Mich.
TO 8-2470

**for effective
sealing,
cushioning,
insulation
and protection
for masonry
and concrete
construction...**

See the WESCO man!

Sales Representatives and Distributors of:

Dow Corning Silicone Rubber Sealant
Empire Emery Aggregates for Floors
Everlastic Corner Protectors
Everlastic Polyurethane Sealing Compounds
Mastercraft Precast Terrazzo
Pacific Sealants, Compriband
Plastic Mastic Epoxy
Stairbuilders Prefabricated Stair Forms
Williams Efficiency Waterstops
Williams Masonry Coping and Panel Seals
Williams Isolation & Control Gaskets

wesco, inc.

486 W. Eight Mile Road • Hazel Park, Michigan

Telephone: JO 4-6452 & LI 6-2467

Affiliated with Williams Equipment and Supply Co., Inc.

Highway Department Sets Site for New Building

State Highway Commissioner announced recently that the Highway Department's new headquarters building will be built in Lansing's Capital Development Area. He stated that the Department had decided to remain in that area after considering several possible alternative locations. Construction of the \$6.8 million building is expected to start early next summer.

Sedgewick, Sellers and Associates, Flint, Architects for the building have been instructed to complete preliminary plans as early as possible, according to Mackie. The Flint firm is doing the preliminary design work under provisions of a \$100,000 appropriation by the Legislature last year to plan the new Highway Building.

Educator Addresses Western Michigan

Dr. Harold Boles of the Education Department of Western Michigan University spoke to the members of the Western Michigan Chapter, A.I.A. on curriculum planning and program development from the educator's position, on January 21st.

Members of the Chapter met at the Holiday Inn, Battle Creek, for a social hour at 5:30, dinner at 6:30 and program at 8:00.

Service Art Plastering Co.

—Spray Craft—

Sprayed-on Fire Proofing

used on

Beams and Decks

for

**THE MACCABEES MUTUAL LIFE
INSURANCE COMPANY BLDG.**

4612 Woodward Avenue

Detroit 1, Michigan

TE 3-9013

Hunt Named Publisher for A.I.A. Journal

Wm. Dudley Hunt, Jr., AIA, of Port Chester, N. Y., has been appointed publisher of the JOURNAL of The American Institute of Architects.

"Hunt's appointment to the newly created position of publisher is a logical step at this stage of the JOURNAL's growth," said Executive Director William H. Scheick, AIA. The publication of the JOURNAL has become an increasingly more complex operation with the growth in AIA membership and with the increasing amount of publishable material developed by new projects of the Institute. "The appointment of a publisher will enable us to continue to improve the JOURNAL's value to its readers and integrate its operations more effectively. With his broad background as an architect, consultant and journalist, Hunt is eminently qualified for the position."

Joseph Watterson, FAIA, will continue to serve as editor of the JOURNAL, a position he has held since 1957. He established a completely new format for the magazine, brought many new editorial innovations to its pages and thereby has been largely responsible for the JOURNAL's excellence as a professional magazine.

Hunt already is well known to

SMCAD

INDUSTRY FUND

SHEET

METAL

CONTRACTORS

ASSOCIATION

OF DETROIT

WM. J. RETTENMIE

Exec. Secretary

2411 Fourteenth St.

Detroit 16, Mich.

WO 3-1209

readers of the JOURNAL. For the past two years he has edited a series of JOURNAL articles on "comprehensive architectural practice," dealing with the new services that architects are developing to meet the expanding needs of today's clients. In 1961 he also acted as consultant to the Institute's Committee on the Profession.

Since 1951 Hunt has been engaged in private architectural practice and has served as a consultant to manufacturers, associations and others connected with the building industry, in such areas as design, construction, research and development, marketing and publishing.

Building Products Register Publication Date Announced

The 3rd Edition of The American Institute of Architects' BUILDING PRODUCTS REGISTER will be published in March, 1964, according to a statement issued by William H. Scheick, AIA Executive Director.

Developed after 12 years of study, the REGISTER was created as a technical reference for architects, engineers and other construction industry specifiers. It provides a fingertip-fast source of factual product data at the initial stage of material selection, prior to research into more detailed informational areas.

A new look will introduce the 3rd REGISTER edition. It will be in the standard 8½" x 11" size with a hard cloth-bound cover. This change from the previous editions makes it easier to handle and, for example, to keep with Sweet's Architectural Catalog File and other bound product literature. In addition to AIA File Numbers, the REGISTER also uses Sweet's 1964 File Numbers for quick cross-reference. Product data, within 27 different categories, paralleling those of Sweet's, are condensed into three-line listings across two pages under an average of two dozen pertinent criteria headings.

Other REGISTER features include: Abstracts of Technical Standards, Testing Methods, Specifications and Manufacturer Association Standards and Literature; general information on proper product usage; a Product Type Index; and Index of Manufacturers; a Trade Names Index; a Directory of Organizations and a List of Abbreviations. Heavy stock dividers between categories, also indexed, will further assist the speed of search.

The Board of Directors of the Institute has approved free distribution of one copy of the REGISTER to each AIA Corporate Member requesting it. Additional copies are available to members at the prepaid price of \$15 prior to publication February 29, 1964. Thereafter the price will be \$20.

The AIA Board has also approved sale of the REGISTER to non-member architects, engineers, specifiers and others in the construction industry, as well as to the public, on the same basis—\$15 prepaid prior to publication, \$20 after February 29. All orders of five or more copies will receive a 25% discount. Each Manufacturer-Lister will receive one complimentary copy.

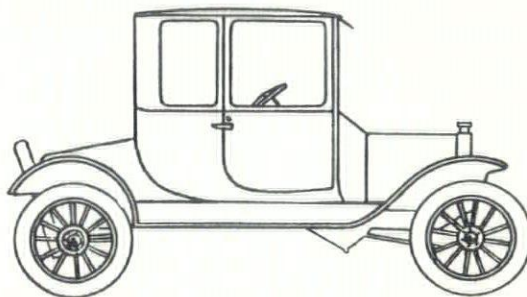
For copies of the REGISTER, write the AIA BUILDING PRODUCTS REGISTER, The American Institute of Architects, 1735 New York Avenue, N.W., Washington, D. C., 20006. Make checks payable to "The American Institute of Architects—BPR."

CLASSIFIED

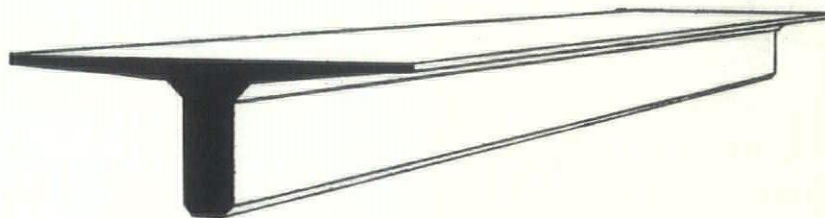
Field Superintendent-Architectural & mechanical; 20 years experience; has handled projects to \$13,000,000. Available immediately. Don Albright, 3816 Mannhall, Flint. CE 8-9523.

Stencil specification typist available. Please call LI 6-4185.

Call ALLEN STROSS, your photographer. 24 hour service. 962-5010.



**THE "T" THAT
put America on wheels**



**THE "T" THAT
revolutionized
long span construction**

Introduced in the U. S. a little over a decade ago, Prestressed Concrete has become a prime construction component. In addition to "T" members, it is available in a variety of shapes and sizes for a wide range of structural applications.

Today, all over the country Prestressed Concrete is being used for all types of structures by architects, engineers and builders. Buildings, churches, motels, schools, bridges and amusement centers throughout Michigan stand in testimony to the economy, strength, maintenance freedom, fire proofness and aesthetic values of American Prestressed Concrete.

AMERICAN PRESTRESSED CONCRETE, INC.
Subsidiary of DeClerk Industries

6419 E. 10 Mile Rd., Centerline, Mich. • SLocum 7-3815

CALENDAR

February

- 5 Mid-Michigan Chapter—Tarpoff's—12:00 M—"Total Energy Plants", Martin W. Bever.
- 11 Detroit Chapter—The Harmonie—7:00 PM—Business Meeting.
- 12 Northern Michigan Chapter—Shield's Restaurant, Traverse City—"Professional Photography in Architecture", Warren Reynolds.
- 17 Flint Area Chapter—Mr. C's Playboy Lounge—7:30 PM—program sponsored by Lee Iron Works and Macomber, Inc.
- 17 Grand Valley Chapter—Grand Rapids—"Environmental Design", George Reinheol.
- 17 Saginaw Valley Chapter—Holiday Inn, Saginaw—Chapter Honor Awards Program.
- 18 M. S. A. Board—Ann Arbor—12:00 M—followed by meeting with Huron Valley Chapter.

March

- 3 Mid-Michigan Chapter—Tarpoff's—12:00 M—"Structure in Architecture", Prof. Willard Oberdick, AIA.
- 11 Northern Michigan Chapter—Shield's Restaurant, Traverse City—Film, "The Japanese Carpenter".
- 16 Saginaw Valley Chapter—Rodeitcher Hotel, Freeland—New A.I.S.C. Handbook, Charles Lee.
- 18 M. S. A. Board—Sheraton Cadillac Hotel, Detroit—12:00 M.
- 18 thru 20—M. S. A. 50th Annual Convention—Sheraton Cadillac Hotel, Detroit.
- 20 Building Industry Banquet—Ballroom, Cobo Hall—7:30 PM.
- 23 Grand Valley Chapter—location to be determined—Public Relations Program.

May

- 26 thru 29—State Board of Registration Exams for Architects.

June

- 14 thru 18—A.I.A. National Convention—Chase Plaza Hotel—St. Louis, Missouri.

August

- 6 thru 8—M. S. A. Mid-Summer Conference—Grand Hotel—Mackinac Island.

ADVERTISER'S INDEX

Acorn Iron Works Inc.	16
American Prestressed Concrete, Inc.	19
Blumcraft of Pittsburgh	Cover 4
Cain, J. B. Co.	16
Chrysler Corp.	17
Consumers Power Co.	Cover 2
Den Braven, M.	14
Detroit Edison Co.	Cover 3
Hudson Co., J. L.	5
Jay Insulations, Inc.	14
Kimball & Russell, Inc.	13
Michigan Consolidated Gas Co.	15
Michigan Drilling Co.	14
Moors, Wm., Inc.	2
Service Art Plastering Co.	18
SMCAD	18
Spitzley Corp.	20
Turner Brooks, Inc.	18
Wesco, Inc.	18
Zonolite	17

CALL SPITZLEY FIRST



for
**Plumbing
 Heating
 Industrial Piping
 Power Piping
 Pipe Fabricating
 Ventilating
 and
 Air Conditioning**

•
**INDUSTRIAL AND
 COMMERCIAL SYSTEMS
 INSTALLED — REPAIRED
 REMODELED**

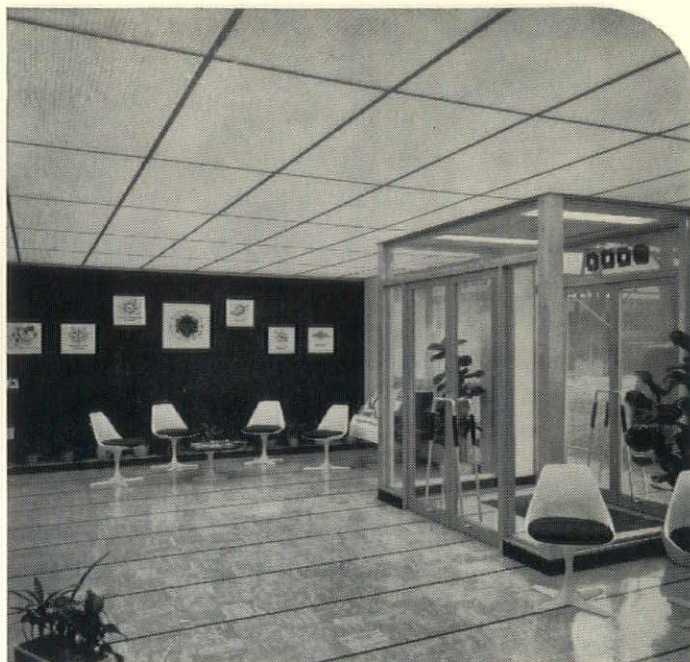
SPITZLEY CORPORATION

1200 W. Fort St., Detroit, Mich. 48226 • 313 961-0840
 P.O. Box 1206, Lansing, Mich. 48904 • 517 677-3171

PLUMBING • HEATING • INDUSTRIAL PIPING • PIPE FABRICATING • VENTILATING • AIR CONDITIONING



before



after



HOW NEW LIGHTING HELPS PUT NEW LIFE INTO A 40-YEAR-OLD BUILDING

The pictures tell the story. They show how the Jervis B. Webb Company used lighting as a part of its modernization-renovation plans for the 40-year-old office building at 9000 Alpine in Detroit.

In what used to be a poorly lighted high-ceiling manufacturing area, you see a drafting area that's now just the opposite. The luminous ceiling puts 120 to 150 foot candles of illumination at working levels.

The same ceiling system puts the lobby (and the impression of the company) in a new light, too.

Detroit Edison will gladly work with you, your engineer or architect to come up with a modern solution to lighting problems in your present building, a new structure, or an outdoor area such as a parking lot or loading dock. In metropolitan Detroit call WO 2-2100, ext. 2875. Elsewhere call your Edison Office.

DETROIT EDISON

THE OCTAGON
1735 New York Avenue, N.W.
Washington 6, D. C.



Blumcraft
OF PITTSBURGH

NEW

classic tapered aluminum
post 149-S. Sculptured pattern
shown. Available with a plain
surface or inlaid natural wood.

Complete catalogue of railings
and grilles available upon request.

Permanent display - Architects
Building, 101 Park Ave., New York, N.Y.