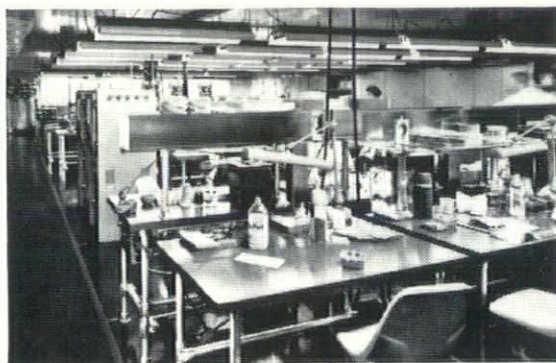
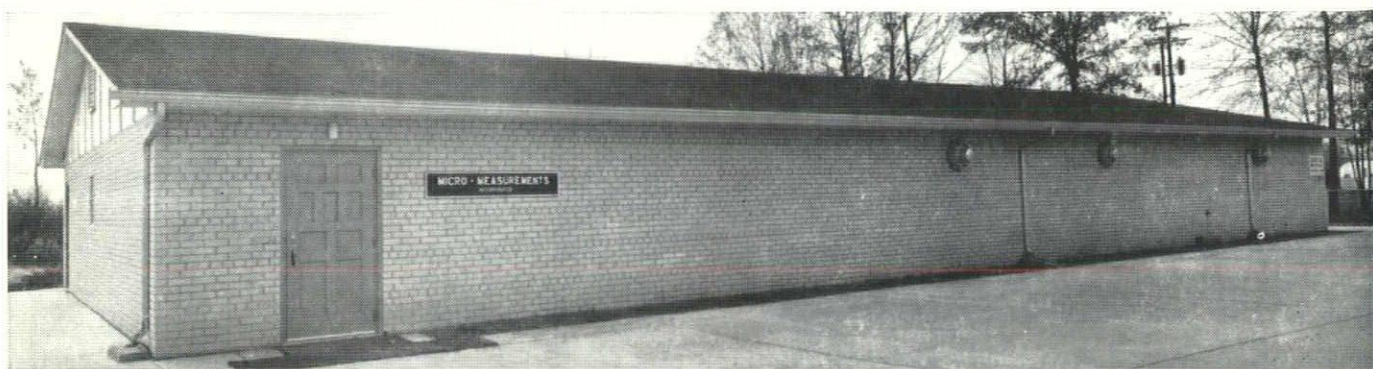
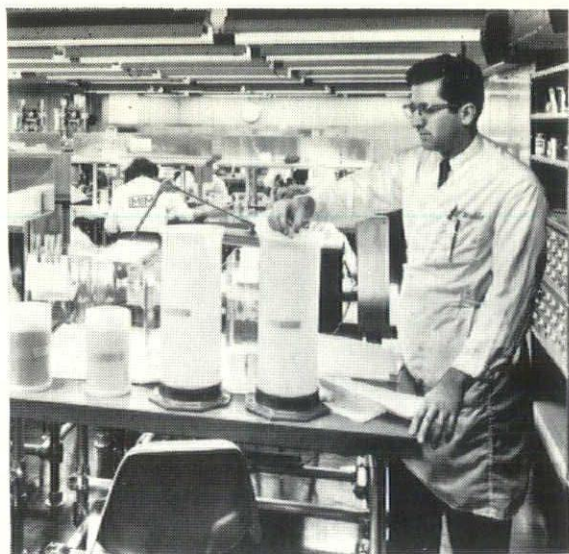


# BULLETIN

AMERICAN INSTITUTE  
OF  
ARCHITECTS  
JUL 20 1965  
LIBRARY

*michigan society of architects*    *july*    *1965*    *50c*





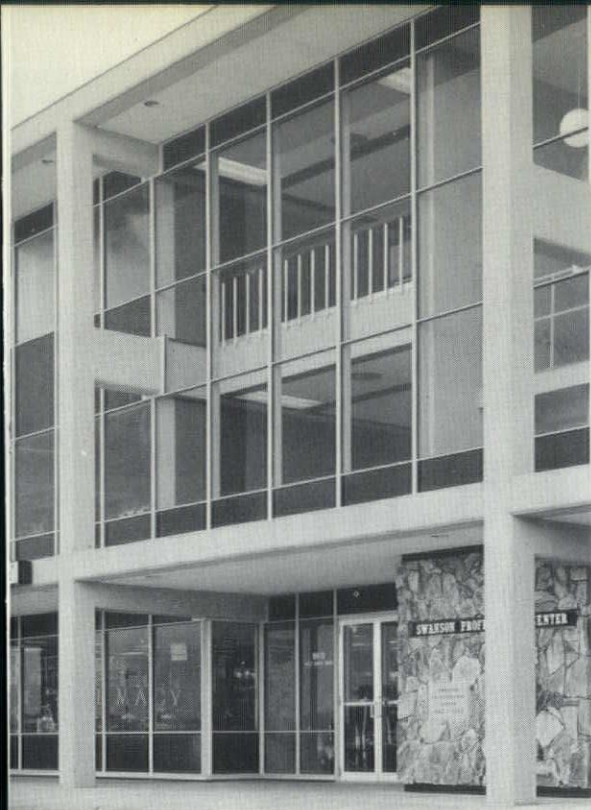
## PRECISION INSTRUMENT FIRM NEEDS EXACT CLIMATE CONTROL ... GETS IT ELECTRICALLY!

Absolute temperature control is essential at Micro-Measurements, Inc. That's why the company, manufacturer of precision strain gages for the automobile, aircraft and missile industries chose electric heat. With electric heat, temperature is easily and accurately controlled. At the same time, air changes in the building are kept within controllable, cleanable limits—an important feature in the near-sterile conditions needed here. Duct heaters maintain a constant temperature of 76 degrees during the heating season. In summer, electric

air conditioning keeps the temperature at the same 76 degrees. Constructed to Edison recommendations the Romulus plant has performed to the complete satisfaction of the owner.

What about you? Before you decide on any heating system for a new or modernized building or addition, talk to an Edison Electric Heating Specialist about the many advantages of flameless electric heat. For more information just call WO 2-2100, ext. 2223 in Metropolitan Detroit. Elsewhere call your Edison office. **EDISON**





## YOUR DESIGN IN A GUARANTEED WATERTIGHT GRID SYSTEM

Fenmark grid wall systems offer unmatched design freedom: massive areas of glass, striking structural effects, and narrow sight lines. The professional center shown here, designed by Architect Leo A. Daly, presented an unusual problem in weather integrity—penetration of the support beam through the facade. Fenmark provided the answer. It is available in load-bearing and non load-bearing, prime painted or permanent color finish, clad with stainless steel or bronze, in an endless variety of sizes and shapes. Work with Fenestra—60 years of engineering experience is at your service.

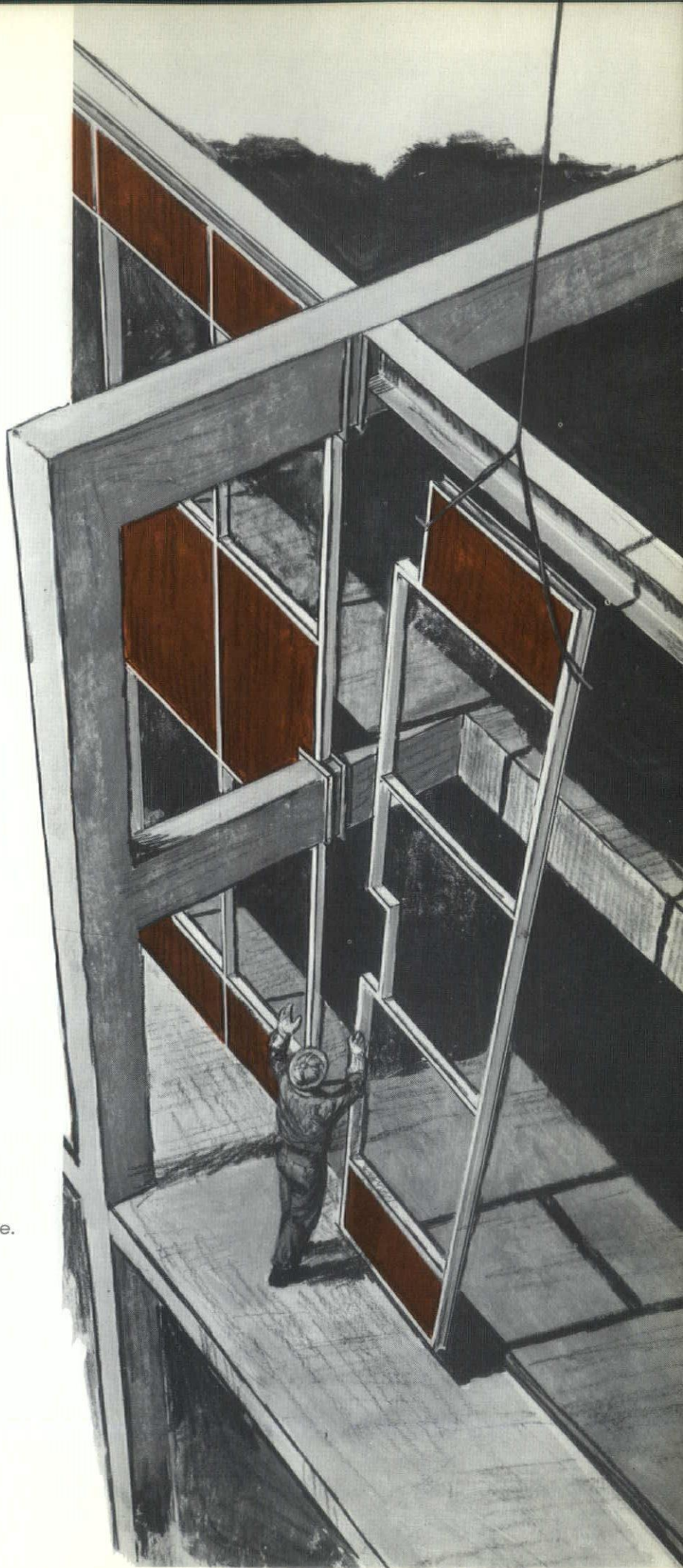
Fenestra, Inc., Architectural Products Division;  
101 E. Kibby Street, Lima, Ohio 45802.

Composite floor systems, D-panel roof systems,  
metal wall panels, Davidson architectural porcelain,  
hollow metal doors and frames.

### FENESTRA SALES OFFICES IN MICHIGAN:

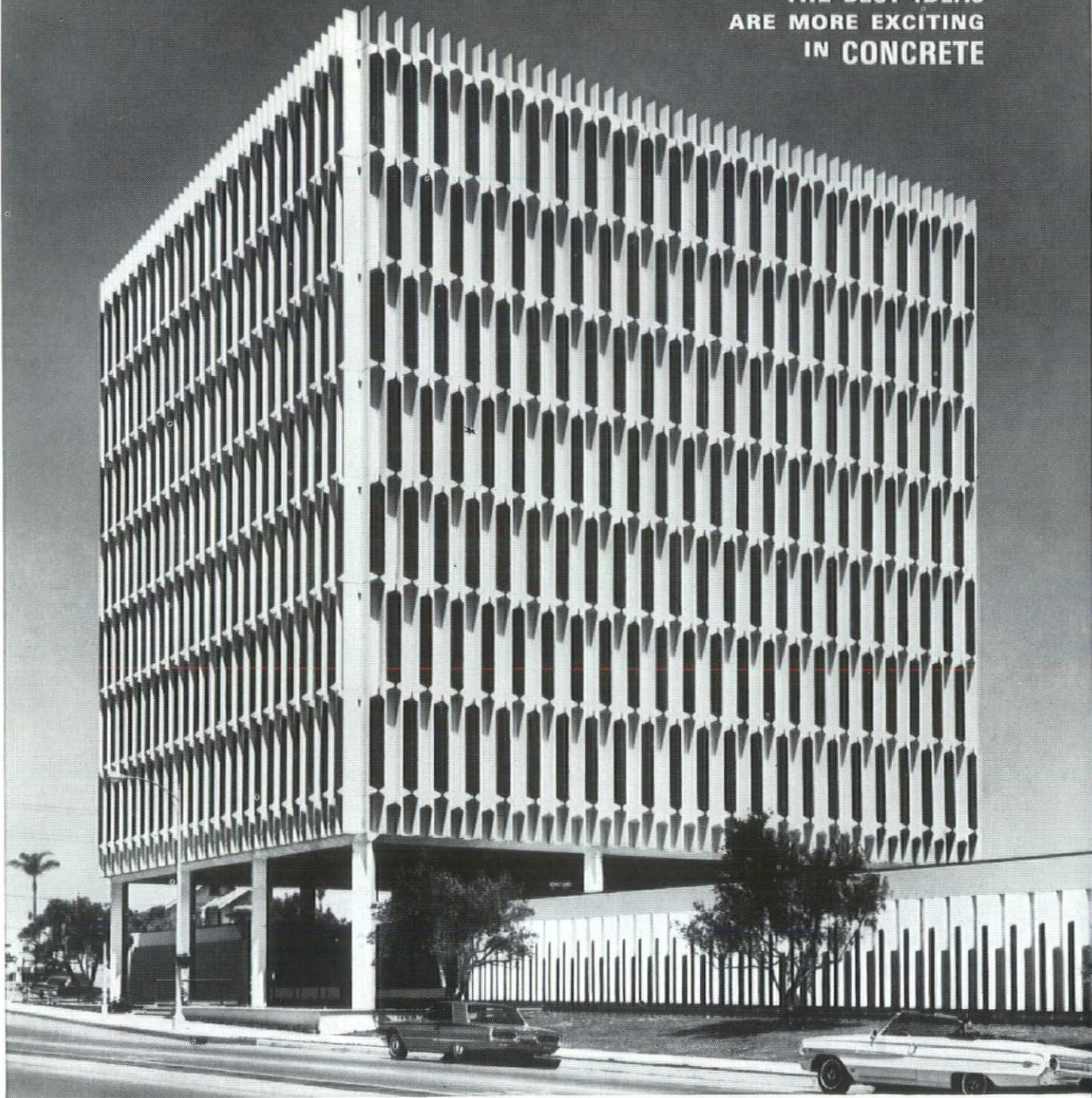
1700 West 8 Mile Rd.	506 N. Washington Ave.
Detroit, Mich. 48075	Lansing 30, Michigan

# FENESTRA





THE BEST IDEAS  
ARE MORE EXCITING  
IN CONCRETE



Owner: The Whitson Company, San Diego, Calif. Architect: Deems-Martin, Associates, San Diego, Calif. Structural Engineer: A. J. Blaylock and Associates, San Diego, Calif. Contractor: Peter Kiewit Sons Company, Arcadia, Calif.

## OUT OF THE GEOMETRY OF STRENGTH... a dramatic pattern in beauty for walls of precast concrete

The new 8-story Hillcrest North Medical Center in San Diego achieves exceptional wall interest. The imaginatively-designed wall panels, with tapered sides and wedge-shaped spandrels, provide multiple facets that catch the light in ever-changing patterns. □ This striking effect grows out of the structural design itself. The panels, of structural lightweight concrete, are actually vertical load-bearing channels which also enclose space. Panels

are anchored integrally with the structure by cast-in-place connections. In this way, beauty is combined with high structural efficiency and economy. □ Such stimulating ways of using concrete are opening up a whole new field of architectural design. More and more, you see the beauty of concrete expressed in buildings of all types and sizes.

### PORTLAND CEMENT ASSOCIATION

Stoddard Building, Lansing, Michigan 48933

*An organization to improve and extend the uses of concrete*



# BULLETIN

michigan society of architects july 1965

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

Volume 40—No. 7

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 . . . John E. Crouse, AIA  
Northern Michigan . . . Richard H. Greenless, AIA  
Saginaw Valley . . . William Stenglein, AIA  
Western Michigan . . . Donald W. Stearns, AIA

- 5 News
- 9 Symbols, Signs & Signatures  
(Second of a series of articles prepared  
exclusively for the Bulletin)
- 21 Schoolcraft College
- 25 Advertisers' Index
- 28 Calendar

*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.*

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.

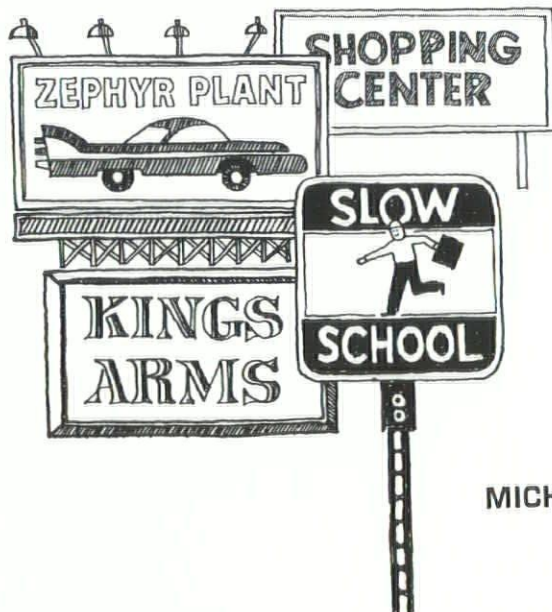


## Natural gas total energy systems for on-site power generation

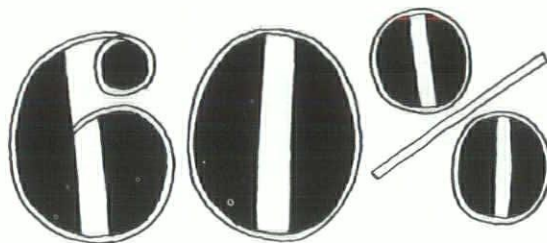
Now natural Gas total energy systems are providing on-site power generation, heating and air conditioning in schools, commercial buildings, industrial plants, apartment buildings and others from coast to coast.



How? Through the Gas total energy concept, where natural Gas engines or turbines are used



to power electric generators, while heat that otherwise would be wasted is recovered and put to work in meeting all heating and air conditioning requirements.



Economical? These natural Gas total energy systems are operating at efficiencies of 60% or more. And their versatility and dependability of operation are winning hands down over other competitive-type systems.

As an added bonus to Michigan users, special rates are available which contribute



still further to the attractiveness of natural Gas total energy systems. Isn't it worth your while then to find out more about Gas total energy systems and how they can benefit your planned or present projects? Just write or call Michigan Consolidated Gas Company, One Woodward Avenue, Major Project Sales Division, Detroit, Michigan. 965-8000, ext. 2975.

MICHIGAN CONSOLIDATED GAS COMPANY





## Michigan Represented at Architects Congress/Convention

The Architectural spotlight of the world was focused on Washington during the recent Pan-American Congress of Architects held in conjunction with the 97th National Convention of the American Institute of Architects. This was the first meeting in the United States since the founding of the Congress in 1920. Held every three years, the ten previous Congresses have met in major capitals of South and Central America. It was an opportunity for the American Architects to reciprocate to their 1500 Latin guests the warm hospitality extended to them over the years.

The theme of the Congress was "Cities of the New World." More than twenty outstanding speakers from the U.S. and Latin America participated, with simultaneous translation facilities provided in three languages; English, Spanish and Portuguese.

Delegates from Michigan to the Pan-American Congress were: Bruce H. Smith, AIA—President, Michigan Society of Architects; Louis G. Redstone, FAIA—President; Detroit Chapter; Charles A. Blessing FAIA; Clair W. Ditchy, FAIA; Robert F. Hastings, FAIA; Adrian N. Langius, FAIA; Linn Smith, FAIA and Richard R. Stadelman, AIA.

Michigan delegates to the AIA Convention, in addition to the above were: Ralph W. Hammett, AIA; James B. Hughes, AIA; William R. Jarratt, AIA; Sol King, AIA; Amedeo Leone, FAIA; James R. Livingstone, AIA; Charles H. MacMahon, Jr., AIA; Philip J. Meathe, AIA; Louis Menk, AIA; Earl W. Pellerin, FAIA; Adolf H. Roessling, AIA; John V. Sheoris, AIA; Victor J. Shrem, AIA; and Robert W. Yokom, AIA from the Detroit Chapter; Thomas J. Sedgewick, AIA, Flint Area Chapter; Roger Allen, AIA and David E. Post, AIA, Grand Valley Chapter; Howard E. DeWolf, AIA; Melvin Reiter, AIA; Charles W. Strieby, AIA and Richard H. Stuckman, AIA, Mid-Michigan Chapter; Edward V. Olencki, AIA; Richard M. Robinson, AIA; Walter B. Sanders, FAIA and Keith F. Weiland, AIA, Huron Valley Chapter; H. Chase Black, AIA and James L. Parent, AIA, Western Michigan Chapter.



## Youtz' Visit Rhodes

Dean and Mrs. Philip N. Youtz, visited the Island of Rhodes recently on their tour around the world.

With the accompanying photograph taken on Rhodes, the Youtz' sent the following greeting: "Best wishes for the MSA Mid-Summer Conference on Mackinac."

Having started their tour in August of last year, the Youtz' are expected to return to Ann Arbor early this fall.

## Twenty-five Years of U-M Architecture

The University of Michigan, Ann Arbor, recently held an "open house" in connection with an impressive display of architectural models, photographs and drawings on display de-Five Years of Architecture on the University of Michigan Campus," exhibited in the Michigan League Ballroom.

In addition, to the exhibit, a dinner was held in the Ballroom, in celebration of Education Day during Michigan Week and in honor of Lynn W. Fry, who is retiring after 25 years of service as University Architect.

The eight models and 200 photographs and drawing on display depicted the growth and development of the U-M from its collegiate orientation of the last century to the vital and dynamic institution it is today.

## Mid-Michigan Chapter June Meeting Report

The regular monthly meeting of the Mid-Michigan Chapter was held June 2 at Tarpoff's Restaurant. Seventeen guests joined 15 Corporate and 9 Associate members for lunch.

Howard DeWolf gave a report on the recent Seminar/Workshop on Construction Documents after which Terrence J. Boyle and Richard J. Julin, East Lansing landscape architects presented their solution entered in the competition for the enhancement of the San Francisco Civic Center Plaza.

## Reynolds Award Goes to London Architects

An English university building of striking design brought architecture's largest award to its creators. For their design of the Engineering Building at Leicester University, London architects James Stirling and James Gowan were named recipients of the 1965 ninth annual \$25,000 R. S. Reynolds Memorial Award.

Announcement was made in Leicester on May 31 at a luncheon for university and city officials given by The American Institute of Architects, which administers the international award "for distinguished achievement in architecture with significant use of aluminum." Attending the announcement meeting were Morris Ketchum, Jr., FAIA, President-designate, A.I.A.; R. S. Reynolds, Jr., Board Chairman of Reynolds Metals Company, which sponsors the Award; William H. Scheick FAIA, AIA Executive Director; William Stephen Allen FAIA, San Francisco, Chairman of the AIA jury which made the award and architects Stirling and Gowan.

Formal presentation of the award was made June 1 at a dinner attended by officials of the Royal Institute of British Architects.

In touring the Engineering Building — while classes were in session — the distinguished American group joined a notable throng dating back to opening of the building in the fall of 1963. In its first two school terms the structure drew more than 5,000 visitors, mostly architects and designers. It has been averaging one organ-



**BARBER  
COLMAN**

*uni-flo*  
Engineered  
Air Distribution

---

ELECTRIC • ELECTRONIC  
**Automatic  
Controls**

**Complete Service Coverage  
Throughout Michigan**

**R. L. DEPPMANN CO.**

GRAND RAPIDS

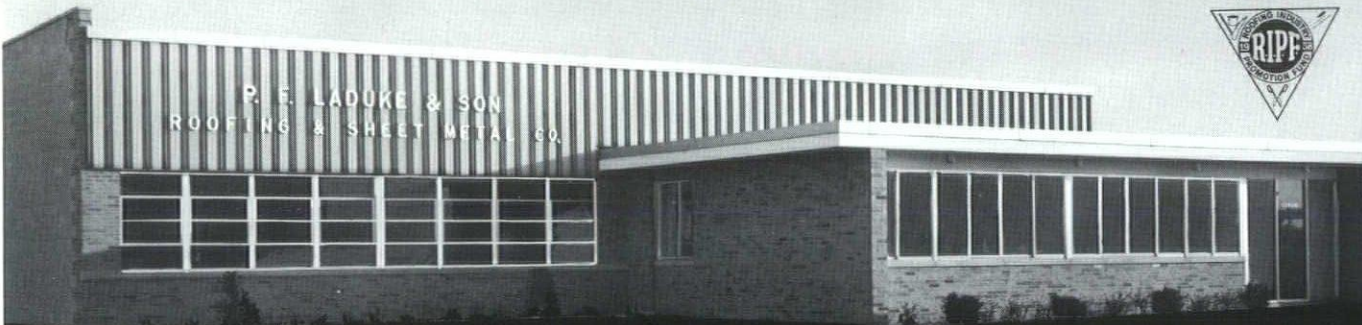
6197 JOHN LODGE EXP.  
DETROIT

SAGINAW


**WE CUT  
ZONOLITE® DYFOAM®  
TO YOUR EXACT NEEDS**

You don't pay for waste with Zonolite Dyfoam expanded polystyrene insulation. It's cut to your exact specifications. We can score it to any size. Ship-lap or tongue-in-groove the edges for better joints. Or laminate it to foil, Kraft or other materials to fit your needs. Rigid, light-weight Dyfoam is available in regular or self-extinguishing formulations. Call your Zonolite representative for details.

**ZONOLITE**  
 **ZONOLITE DIVISION**  
 W. R. GRACE & CO.  
 135 SO. LA SALLE ST., CHICAGO, ILL.



Member



GENERAL OFFICES — P. F. LaDuke & Son Company


Roofing or Sheet Metal  
Problem Affecting  
Your Completion Date?

Our highly competent staff of engineers can eliminate delays that cost you time and money.

To do this, may we suggest that our engineers be present during the planning stages of your next project. We know that you and your client will benefit by our many years experience in this specialized field.

P. F. LaDuke & Son

ROOFING & SHEET METAL CO.





ized architectural party a day from all over the world, plus uncounted numbers of casual sightseers.

Built under rigid rules of cost and function on a left-over campus site, the building consists of an expansive base of low-lying engineering workshops with eye-catching roof-lights, two cantilevered towers with snubbed-off undersides to clear obstructions below, and glistening arrays of glass to provide natural light for laboratories, classrooms and offices.



The architects credit standard aluminum glazing bars with making possible much of the unusual configuration required by the design. The building is famed for its rigidly functional design, and the industrial-type glazing bars are a key expression of this concept which has aroused so much interest—and debate—among architects.

Leicester University's Engineering Building has been hailed in British architectural reviews as "the first world-class building to be put up in England for a great many years" and "one of the more extraordinary spectacles contemporary architecture has to offer."

The AIA jury called it "a distinguished work of architecture, a powerful expression of both the art and technology of our time."

#### **SMEAD Hosts Detroit Architects & Engineers**

More than 150 Detroit area architects and engineers attended a dinner meeting in the Veterans Memorial Building in Detroit's Civic Center May 27th to discuss the newest method of ventilating and air conditioning large commercial buildings, hotels, apartments and industrial plants.

Sponsored by the Sheet Metal Em-

ployers Association of Detroit, the meeting featured a slide presentation on a new construction manual called "High Velocity Duct Systems." Speaker of the evening was Lawrence Paul, president of Narowetz Heating and Ventilating Company, Chicago. Mr. Paul was a member of the committee of the Sheet Metal and Air Conditioning Contractors National Association which prepared the 100-page manual.

Host for the meeting, at which the eagerly awaited manuals made their first appearance in Detroit, was Tony Asher, executive secretary of the

Sheet Metal Employers Association of Detroit.

The high velocity duct system for ventilating and air conditioning buildings employs dual systems of pipes for both hot and cold air, thermostatically controlled. Individual mixing units for each room provide the desired temperature of air.

Copies of the construction manual are available through the Sheet Metal Employers Association of Detroit, 15139 West Eight Mile Road, Detroit, Michigan 48238.

**STANDARD  
AND CUSTOM  
ENGINEERED  
METAL  
BUILDING  
PRODUCTS**

**Versatile design element,  
as attractive as it is  
functional . . . McKINLEY  
FASCIA and INSULATION STOP**



**Sun Shades  
Marquees  
Walkway and  
Dock Covers  
Sun Cornices  
Wall Facing  
Fascia  
Roof Vents**

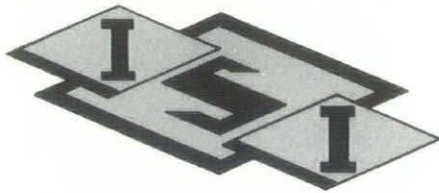


**Architectural  
Metal  
Specialties**

Heavy aluminum McKINLEY Fascia and Galvanized Insulation Stop, available in many standard shapes or custom-engineered to meet your specifications, assures attractive straight line roof appearance. Floating-action design allows for ample expansion and contraction, yet provides positive weather-tight roof. Any color . . . any finish. For complete information, call 317-LI 6-1573 collect, or write direct to:

**o. o. McKINLEY co., inc.**  
4350 North Keystone Avenue • Indianapolis 5, Indiana





**A Complete Structural Steel Service  
To Satisfy Your Most Demanding  
Clients.**

•  
**Engineering**

•  
**Fabrication**

•  
**Erection**

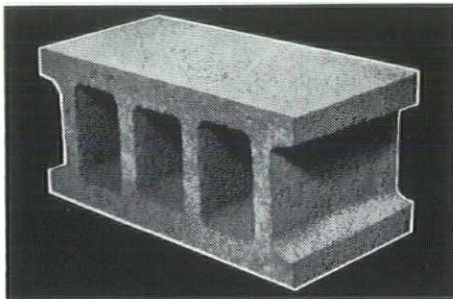
## **INDUSTRIAL SERVICES INC.**

18450 LIVERNOIS  
DETROIT, MICH.

863-3353

MR. RAY LITRICHIN—President

**seal it. cushion it.  
insulate it.**



**your Wesco Man has  
the products to help you.**

*Sales Representatives and Distributors of:*

**ANTI-HYDRO Emery Aggregates for Floors**

**B. F. GOODRICH Vinyl Flashings  
and Water Barriers**

**DOW CORNING Silicone Rubber Sealant**

**MASTERCRAFT Precast Terrazzo**

**REVERE Dryseal Copper Flashings**

**STAIRBUILDERS Prefabricated Stair Forms**

**WILLIAMS Seals, Gaskets and  
Everlastic Products**

## **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.



### **DeVries Honored by Secretary's Association**

Bernard J. DeVries, AIA, past president of the Grand Valley Chapter, A.I.A., was named "Boss of the Year" by the local chapter of the National Secretary's Association.

Also honored was his secretary, who was voted "Secretary of the Year."

### **Urban Transportation Training Announced**

The Polytechnic Institute of Brooklyn will offer a new Master's Degree Program in Urban Transportation Planning, beginning in the Fall Semester, 1965.

"Our Purpose," says Dr. Ernst Weber, President of the Polytechnic, "is to begin training now the planners who will be needed to anticipate the transportation needs of an estimated 72.5 million Americans who will be living in 290 urbanized areas (those with over 50,000 population) by 1980."

"By the year 2000," he says, "it is expected that 85 per cent of our population will be living in urban areas. In the New York metropolitan area, and in the nation's other major cities increased congestion due to rising population densities will be greatly aggravated in the foreseeable future. All of these factors lead to the indisputable conclusion that lack of individuals adequately trained to cope with the problems of urban transportation planning could result in catastrophic conditions for urbanized areas."

Continuing, comprehensive advance planning of transportation will be required after July 1, 1965 for federal aid highway projects in any urban area of more than 50,000 population, Dr. Weber point out. "Such projects will not be approved unless requirements for highways are coordinated

*(Continued on page 21)*

## **TURNER-BROOKS, INC.**

**CARPETING**



**RESILIENT**

**FLOOR COVERINGS**

**AND**

**ACOUSTICAL MATERIAL**

— SINCE 1933 —

**9910 DEXTER DETROIT 6, MICH.  
TO 8-2470**

**offering . . .**

**a wide range of products and  
services to architects who demand  
quality, service and dependability.**

- Supersines
- Bronze and Aluminum Tablets
- Cast and Fabricated Letters
- Custom Designed Signs and Symbols
- Traffic Control and Street Signs



Manufacturers .. Distributors

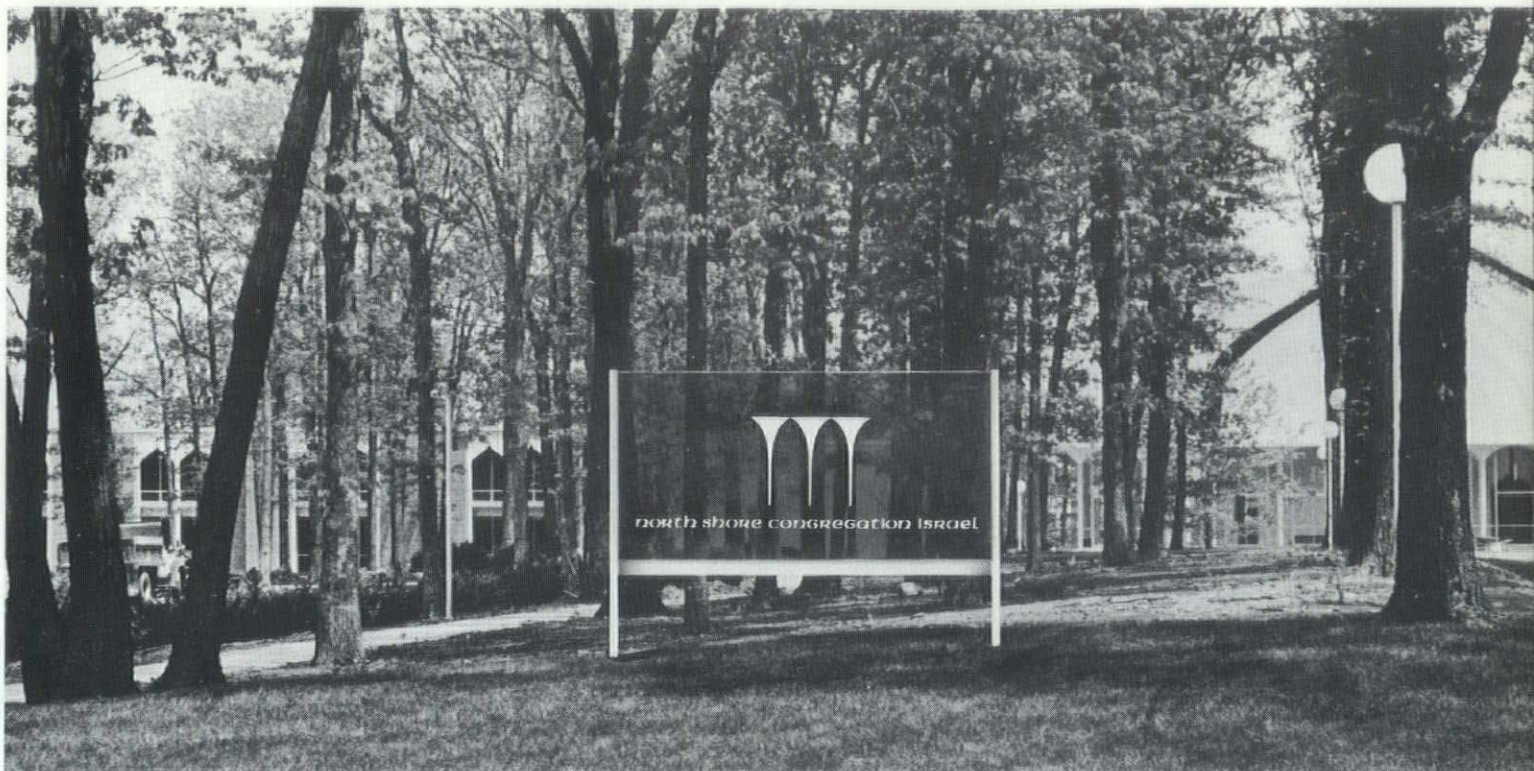
## **THE SUPERSINE COMPANY**

17131 Van Dyke Ave., Detroit 34, Michigan

Associated with Brown and Raisch Co.

Twinbrook 2-6200





*Identification sign designed by Morton Goldsholl Design Associates for the North Shore Congregation Israel Temple by Minoru Yamasaki & Associates, Architects. Bronze glass panel has symbol and name of temple etched and lined in white. Building is visible through glass which is edge lit. Standards are stainless steel #5 finish.*

# *SYMBOLS, SIGNS & SIGNATURES*

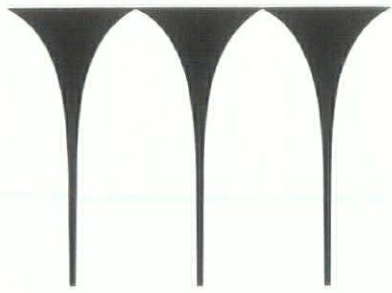
## *Problems of transition in corporate image programs*

TRADEMARKS, brand marks, logotypes, symbols, identification programs, signatures, corporate image and signage are some of the many overlapping forms of terminology that have now become a part of the language used by corporations today. These words spring, in part, from the new comprehensive design concepts embraced by companies seeking to communicate with their audience thru the media of sign/symbol language. To implement these concepts, counsel is sought from specialists in the communication and design field such as architects, graphic and industrial designers, advertising and research experts, etc. Vast amounts of technical knowledge separate these fields with the result that without a clear understanding of original concept the communication message in transition can become confused and diffused. Truly the "Renaissance man" could not comprehend all these areas of highly technical information. Perhaps Buckminster Fuller comes closest to being the "comprehensive designer" so much in need today to comprehend and relate, thereby bringing into focus new conceptual information.

The sum total of all communications from a company as reflected by its audience can be termed its image. At any one point the message from the image communicator can be broken. A particularly key area is the one of signage, a relatively new word coined to express those areas of design involved in communicating by means of signs and symbols, especially as related to our exterior environment.

*by SUSAN KARSTROM KEIG, designer,  
Fellow 1964 Society of Typographic Arts,  
Chicago. Contributor to professional  
journals and recipient of numerous  
awards in graphic design. Associated  
with Morton Goldsholl Design Associates,  
design and film organization in  
Northfield, Illinois.*





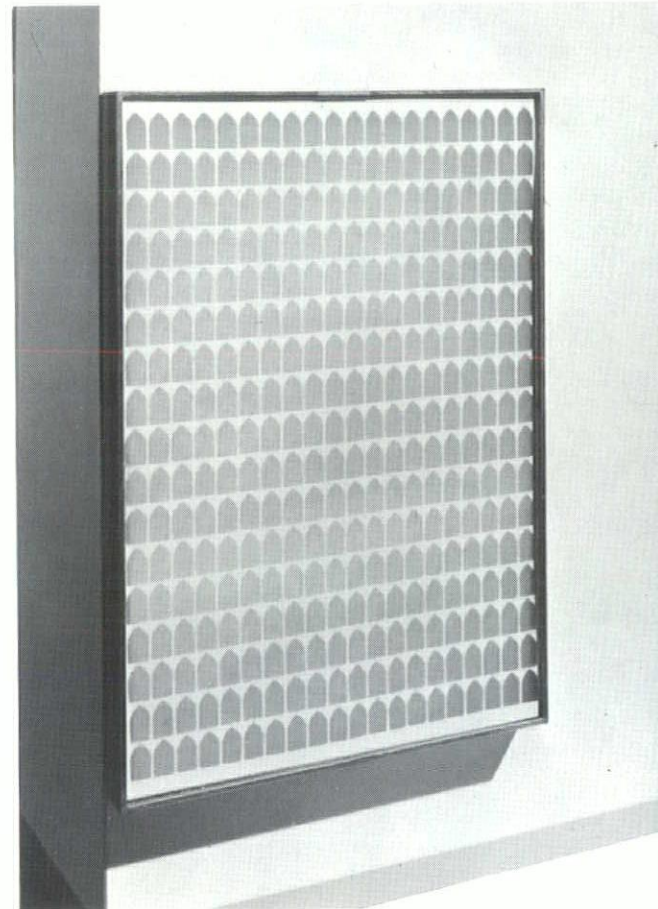
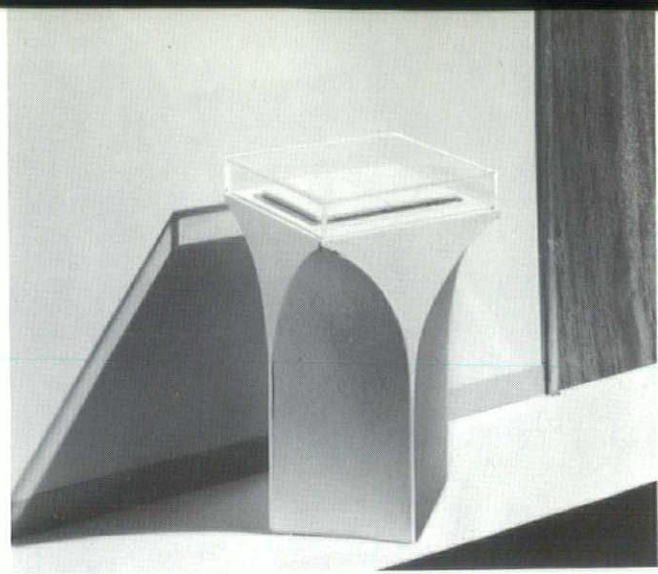
**north shore congregation israel**

The face of signage is multi-faceted. Ranging from a simple statement in modest typographic style over the company door to giant three dimensional figures on top of buildings, the height and breath of signage possibilities is enormous. It is this very diversity of materials that perhaps helps make for unknowledgeable solutions. More often than not decisions are not made by the design experts but rather by the manufacturer of signs, lighting equipment companies and merchandising consultants who conceive, sell and execute what often turns out to be the image "breaker."

In the interest of continuity and for protection of the original design investment, signage is conceived as an integral part of the total corporate design program by those companies who have the insight to perceive the potential of this media.

Some directions on signage can be found in *SIGN LANGUAGE* by Jacobsen and Constantine, while Peter Blake delivers a biting commentary in *GOD'S OWN JUNKYARD* on the current state of affairs at home. Abroad, our technical expertise rather than design skill is evident in the "American-style" signage found everywhere. In Tokyo, due to the absence of street names and numbers, visitors look to the neon monstrosities in the sky for guidance in finding their way to various parts of the city.

Signage in the more complete sense does not pertain solely to signs, billboards, spectaculars, flashing news reports, etc., but to the very necessary informative labeling found on entrance doors and directional signs, for building identification and recognition of company. All these should reflect the care with which the original design program was conceived. Lack of awareness of substitution in styles of typography, inappropriate letter forms and uses can be found in an otherwise controlled program. Also color variances, not by intention, are rampant, thereby confusing the original message.



*Top left, logotype designed by Morton Goldscholl Design Associates for the North Shore Congregations Israel Temple in Glencoe, Ill. This basic design motif is being interpreted by Goldscholl in various ways in fulfillment of signage projects: top right, model of teak pedestal for a book; lower right, model of memorial plaque in glass and aluminum with ingenious system of changing light patterns. These design solutions complement the architecture and carry through the rhythm of arches echoed in various way throughout this structure designed by Minoru Yamasaki & Associates, Architects. The persistence of the design motif does not bore the viewer due to the subtle nuances and interpretations; thus an ever-changing view is presented of the basic theme.*



The careful execution of the original design concept into various media demands that the designer be acquainted with materials and processes. Signage design is usually unique and of a limited production run, therefore one of a kind molds is often the case.

In some instances, as in the Westinghouse design program, designer Paul Rand devised a completely new alphabet for the logotype and symbol. Used throughout the company buildings and printed literature, on vehicles, uniforms and equipment, the word Westinghouse in its unique type style consistently builds in image potential. The letter "W" shows a relationship to the logotype but functions alone as the symbol. Because of its special design characteristics this symbol says in a cryptic style all that the company represents. This is an excellent solution to a difficult problem, and shows the exacting relationship between signage and image.

Illustrated here are some of the special problems encountered by Goldsholl Design Associates in fulfilling the signage project for a synagogue, where understatement of message and harmony with a dominant style of architecture were especially important. The type style chosen was American Uncial for its legibility, and decorative style which indicated its derivation. The symbol with its architectural feeling is entirely adaptable to a large roadside sign or to the printed page, in cut out brass or etched in glass.

In contrast industry, as demonstrated by the Marquette Corporation illustrations, demanded entirely different feeling. The use of the strong primary color red with black and white adds impact to the Microgamma type style. Here the name of the company as in the Westinghouse example functions as the logotype, the letter "Q" giving the name a special character and personality always unique to this particular company. When the graphic symbol, based on the letter "Q", was designed for the letterhead and other business forms the concept was tested for versatility and ease of transition into other media. Comprehensive design schemes are therefore a requirement for various needs of signage.



*Top photo, manufacturer in Minneapolis, Minn., of automotive equipment required a signage logotype suggesting strength and progress. The development of the logotype and symbol, shown below in graphic form, from two dimensions to three dimensions demanded a versatile and adaptable design, powerful enough to communicate in various signage needs, yet entirely suitable in smaller version for printed material. Basic color scheme is black and white with inner circle red. Corporation name on building shown was interpreted in aluminum with symbol in baked enamel. Corporate image designed by Morton Goldsholl Design Associates.*

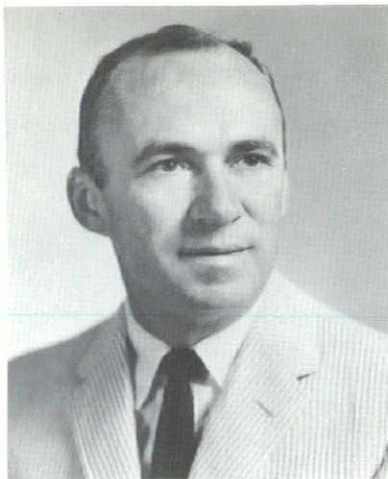
**MARQUETTE**  
CORPORATION







*Marshall M. Fredericks*



*Irving G. Hunsberger*



*Lt. Col. Wayne S. Nichols*

## 22nd MID-SUMMER CONFERENCE

### Michigan Society of Architects

---

GRAND HOTEL, MACKINAC ISLAND  
AUGUST 5, 6, 7, 1965

#### THURSDAY, AUGUST 5

10 to 5:00 P.M. *Registration, Main Lobby\**  
12:15 P.M. *Lunch, Main Dining Room*  
3:00 P.M. *M.S.A. Board Meeting*  
6:30 P.M. *Reception—Grand Hotel Terrace*  
*Sponsor—NAARCO (formerly Modu-wall)*  
7:30 P.M. *Dinner, Main Dining Room*

6:30 P.M. *President's Reception, Club Room*  
*Sponsor: Portland Cement Association*  
*Annual "Arkie" Award*  
7:30 P.M. *Dinner, Main Dining Room*

#### FRIDAY, AUGUST 6

10:00 A.M. *M.S.A. Business Meeting—Club Room*  
10 to 5:00 P.M. *Registration—Main Lobby.*  
10:30 A.M. *Ladies' Coffee Hour*  
12:15 P.M. *Luncheon Buffet—Casino Room*  
*Speaker: Lt. Col. Wayne S. Nichols*  
*Topic: Great Lakes Water Conservation*  
2:00 P.M. *Golf Tournament (Men and Women)*  
*Register at desk.*  
*Swimming, conducted tours, etc.*

#### SATURDAY, AUGUST 7

10 to 12:00 M. *Registration—Main Lobby\**  
10:00 A.M. *Golf Tournament continues throughout the day*  
12:15 P.M. *Lunch, Main Dining Room*  
6:30 P.M. *Reception—Grand Hotel Terrace*  
*Sponsor: Valley Metal Products Company*  
7:00 P.M. *Midsummer Conference Banquet—Casino*  
*Toastmaster: Roger Allen, FAIA*  
*Speaker: Marshall Fredericks, Sculptor*  
*Topic: Sculpture and Architecture*  
*Award of Golf and Door Prizes*  
11:00 P.M. *Afterglow Party*

*\*Registration Fee: Members and Guests—\$15.00;*  
*Wives and Children—Free.*

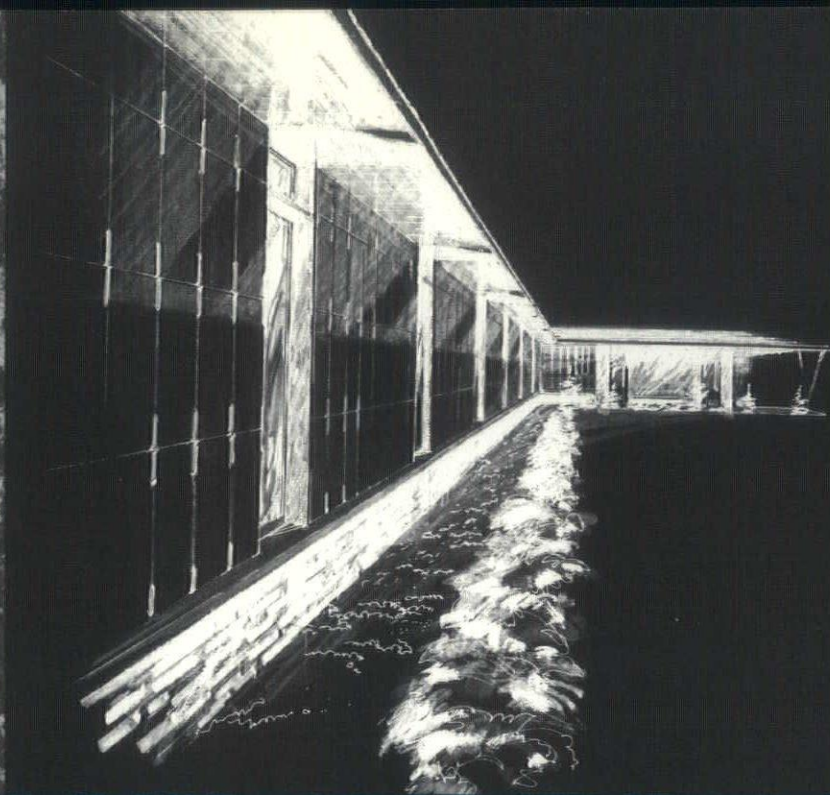
---

#### CONFERENCE COMMITTEE:

Irving G. Hunsberger, *AIA Conference Chairman*  
Irving E. Palmquist, *AIA Conference Vice-Chairman*  
Mrs. Irving E. Palmquist, *Women's Activities Chairman*  
Marvin Brokaw  
Frank E. North  
Walter Scott  
James B. Hughes, *AIA Executive Director M.S.A.*

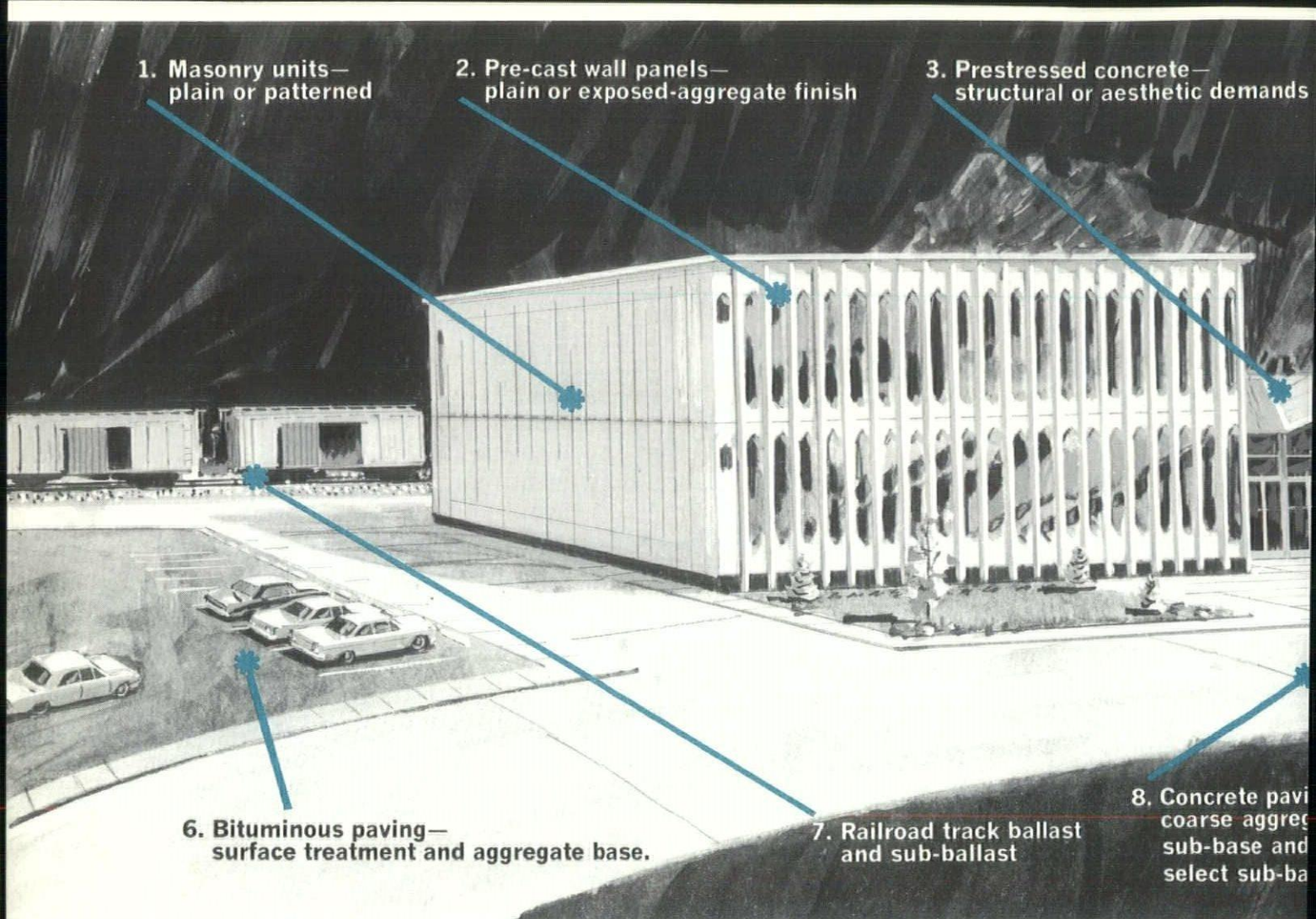
---





*the many  
many  
material  
benefits  
of.....*





# blast \* slag! prefe furnace const

\* is defined (by A.S.T.M.) as the "non-metallic product consisting essentially of silicates and aluminosilicates of lime, and other bases, which is developed simultaneously with iron in a blast furnace." Simply stated: Blast-furnace Slag is a result of the iron-refining process. Its useful characteristics have been known for centuries. In recent years this 'by-product' has fathered a vital and strong industry. Crushed Slag is a highly versatile construction material. Its application is limited only to the imagination of the user. We offer examples:

1. Concrete masonry units made with expanded Slag aggregate mean weight savings for easier handling, more economical masonry work. The Slag aggregate also provides a cellular structure that imparts excellent sound-absorbing, heat-insulating properties. Slag blocks are available and nail-hold. Their natural color and texture is attractive, or they can be readily finished to enhance any architectural design concept.

2. Slag aggregate concrete panels (either pre-cast or cast in place) can be designed to provide unusual texture, color, or design treatments to interior walls—particularly in exposed aggregate applications.

3. Pre-stressed concrete applications are a prime example of the contribution Slag aggregate can make to a project. Slag is hard, tough, and highly resistant to weathering. The comparative light weight of Slag aggregate in concrete effectively reduces the dead load of the project and permits substantial savings in the design and use of steel or other supporting members.

4. Slag must be considered the best aggregate for built-up type roofing because of its shape, texture, weight and surface area. Slag forms a long-lasting bond with the bitumen, provides maximum protection against the severest climatic changes.



## material benefits

- **product purity**—is assured. Blast-furnace Slag is practically free of any deleterious substances.
- **acceptability**—is high. Slag aggregate is acceptable under all pertinent building codes.
- **fire resistance**—is maximum. Slag provides substantial increases of protection as compared to other aggregates—confirmed by Underwriters' tests.
- **durability**—is great. Slag is virtually unaffected by temperature variables—highly resistant to weathering, has a lower soundness loss than other aggregates.
- **color tone**—is pleasing. Slag is light in color, a neutral gray. Slag block can be easily painted—even in pastel colors.
- **strength**—is excellent. Slag concrete has high bond and shear strengths. Masonry units have exceptional resistance to chipping.
- **weight**—is low. An outstanding feature of Slag is its lightweight. This effectively reduces a building's dead load—permits savings in design, load and transit.
- **quality**—is controlled. Slag is carefully screened and blended to exact gradation requirements—the result: uniformity in appearance, color, texture and properties.

Roofing aggregate—  
surfacing for built-up roofs

5. Structural concrete—  
coarse aggregate, Portland slag cement

9. Terrazzo—for functional  
and decorative applications

10. Landscaping—soil conditioner and  
accent to planting areas

d for all  
tion uses / ... and in your building  
projects it can be used  
in many, many ways

One of the most important uses of slag in construction applications is as the coarse aggregate in Portland cement concrete. Slag has an irregular vesicular nature which provides greater surface area and therefore, a better bond with mortar. Other advantages: high resistance to freezing and thawing and lower weight per cubic yard. Blast furnace Slag is also used in the manufacture of one type of Portland cement.

Slag's angular shape makes it particularly well suited for types of bituminous construction. As aggregate base course, 100% crushed aggregate provides maximum interlock; the hardness of Slag results in an extremely durable construction. In bituminous concrete, the use of Slag aggregate imparts maximum stability and greater skid resistance. These characteristics make Slag first choice as the aggregate for parking areas, roadways, walk ways, etc.

Slag is the preferred railroad track ballast and sub-ballast. Slag ballast is durable, hard, clean and sound and it admirably withstands severe weathering. The lightweight of Slag also reflects itself in cost savings in transporting, placing and maintaining. Slag's rough-surface holding action prevents track shifting and contributes to high impact strength.

8. Slag finds ready use in all types of concrete paving such as roads, runways and parking areas. Slag is used as the subbase and as the coarse aggregate in concrete paving. Slag's characteristics assure a sound and durable construction with minimum maintenance.

9. An interesting example of Slag's broad versatility is its increasing use as an aggregate in terrazzo treatments. A variety of terrazzo textures from fine or close-grained to coarse, open grained is obtainable by varying the gradation and proportion of Slag in the mix. The addition of color pigments makes possible unique decorative efforts.

10. Slag finds ready use in landscaping and agricultural applications. It is ideal as a soil conditioner—in addition to neutralizing acid soil it also provides elements essential to plant nutrition. The appearance of planting areas can be attractively enhanced by the use of Slag.

Slag, with its material benefits and construction versatility, offers a basic tool for architects and engineers.



no wonder  
Slag is preferred  
as a construction  
material...

Slag is a pure material, introduced in the blast furnace as high quality limestone—deleterious material is burned out in the process. It is a completely proven material—proven over many years in many different construction applications. Slag is preferred for its physical advantages: its rough, angular surface provides more surface area than round natural aggregates resulting in a better bond with cement mortar and greater stability in bituminous mixtures. It produces a high-density packing when used alone.

Slag aggregate is highly resistant to the severest climate conditions of wetting and drying, freezing and thawing. It has a relatively low, very uniform rate of expansion to make it highly compatible with cement and reinforcing steel in concrete.

Slag has no equal for fireproofing encased girders and beams.

Its cellular composition also gives Slag weight savings that result in less weight in finished structures and provides greater ease and economy in handling and transportation.

no wonder  
Slag is specified  
as a construction  
material...



Again, Slag's purity is of primary importance. Slag surpasses top-quality aggregate specifications which permit not more than 3% deleterious material. Slag meets the requirements of every major Federal, State and Municipal specification-writing body.

And from a local source you have the end product of the nation's largest and most modern aggregate processing plant. The giant facility is backed by constant in-

spection, quality control and testing methods, implemented by a complete laboratory and inspection staff.

The Company stockpiles only the basic, semi-finished sizes of Slag—it is re-screened and blended to exact gradation requirements as it is loaded for delivery.

In addition, technical information services for any application of Slag is always available. Consultation available without obligation.

for architects,  
engineers, builders,  
there are other  
material benefits!

*Slag is economical.* In the metropolitan Detroit area, its price per ton compares favorably with that of other aggregates. With its lighter weight, Slag yields more aggregate per ton.

*Slag is available.* Recent developments in steel-making techniques, i.e. the Basic Oxygen Process with its attendant greater demand for 'hot' metal from blast

furnaces, have generated more-than-usual supplies of Slag. This is particularly true in the Detroit area.

*Slag provides user benefits:* superior fire resistance and insulation; low shrinkage; pleasing natural color; artistic texture; structural strength; excellent acoustical properties; and beauty, durability and cost savings.



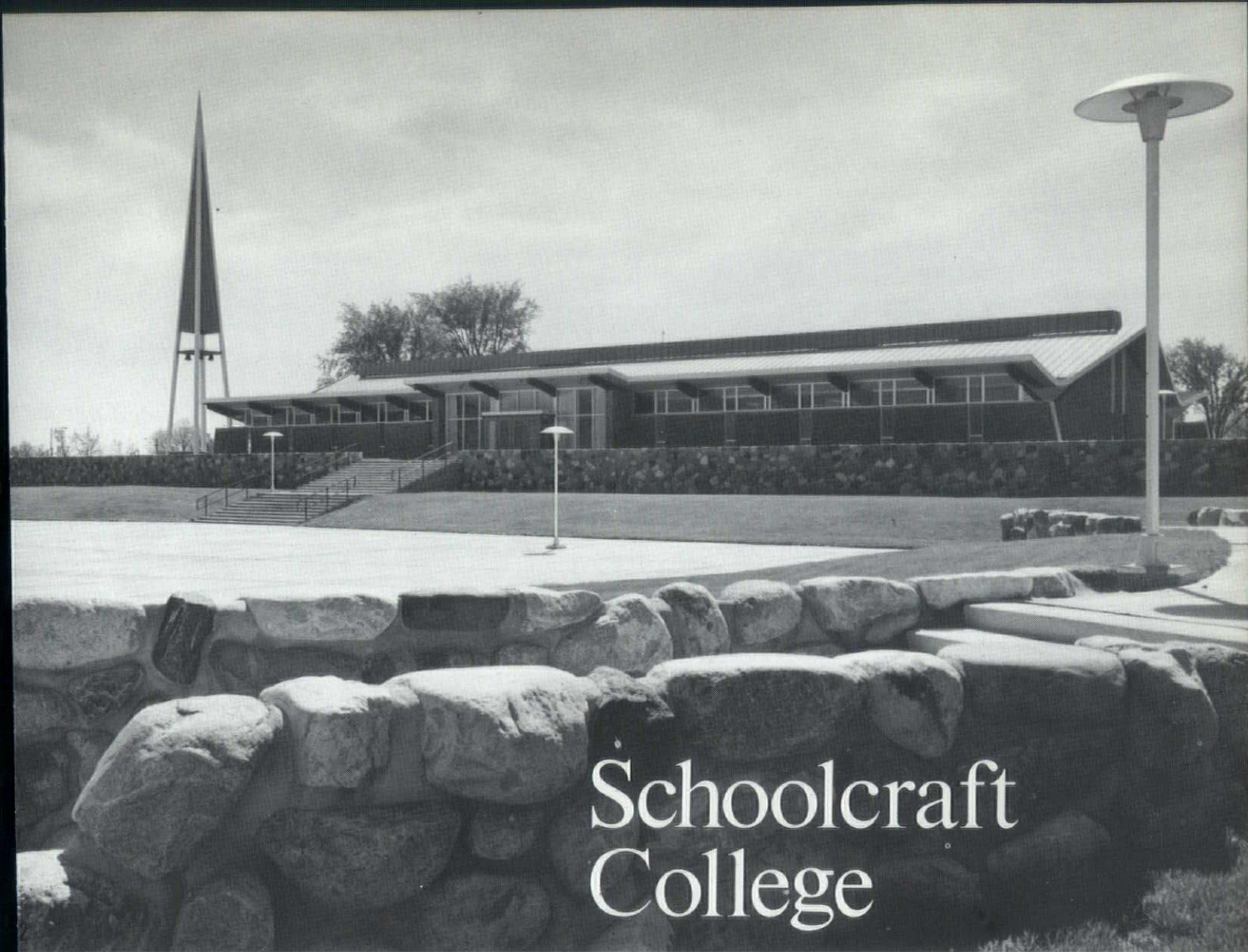
**EDW. C. LEVY COMPANY**

PIONEERS IN  
QUALITY  
AGGREGATES



8800 DIX AVENUE  
DETROIT, MICH. 48209  
PHONE: (313) 843-7200





# Schoolcraft College

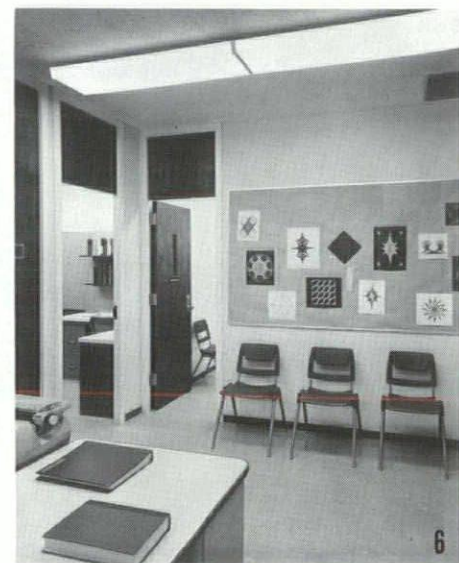
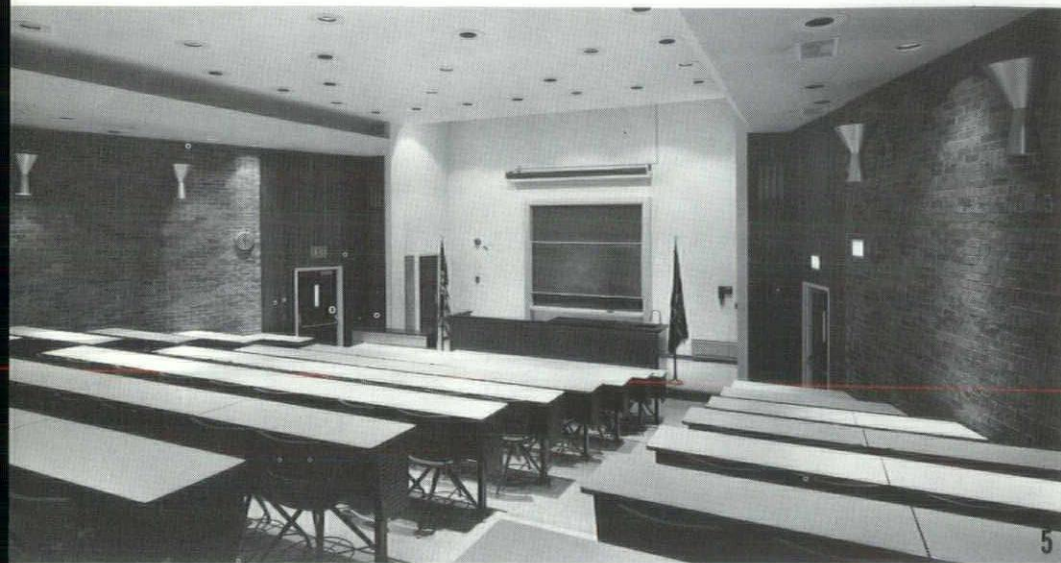
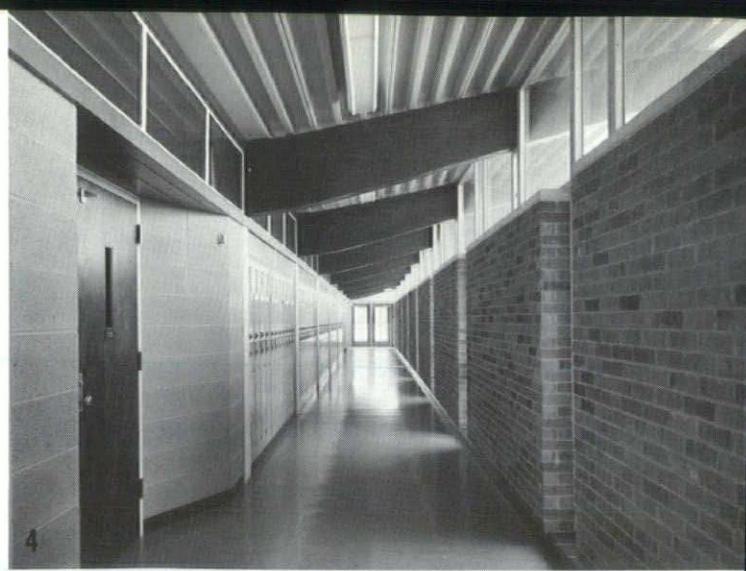
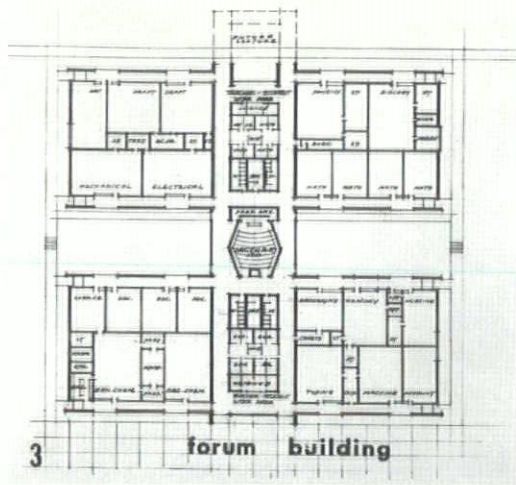
**A Community College  
Livonia, Michigan**

*Eberle M. Smith Associates, Inc.  
Architects & Engineers*

Recently dedicated were the first units of a Community College which will provide higher education for 2,600 high school graduates. Ten buildings will eventually rise on the 140 acre site. These buildings will be grouped around a quadrangle. They will be located on a hillside overlooking a large midwestern industrial city and the locations will coincide with the natural terrain adding interest to the architectural composition.

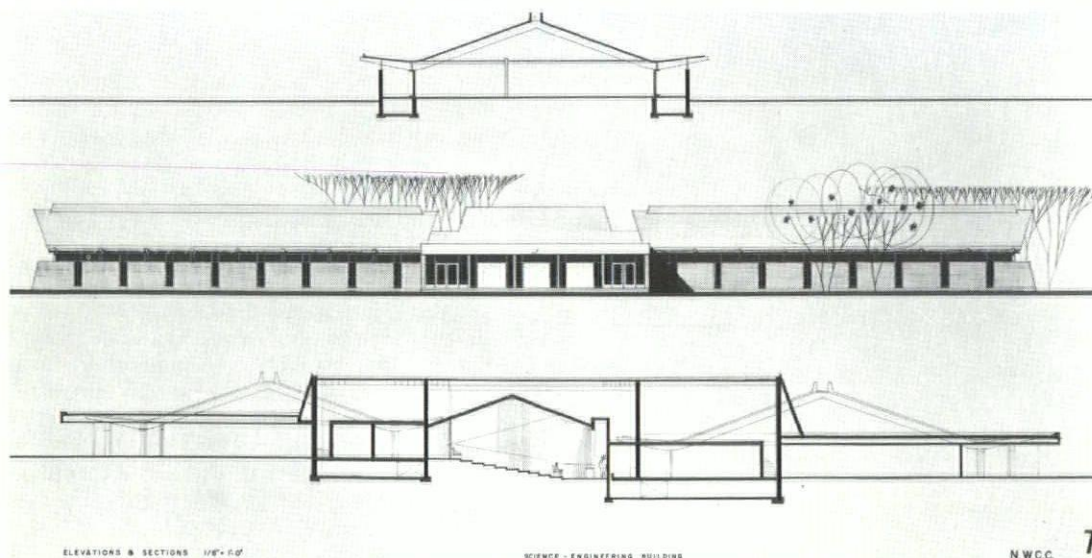
The primary educational purpose of the College is to make education beyond the high school level available to all students interested in, and capable of, benefiting from such an educational program. This program provides terminal programs for students not going on to four year programs, provides transfer programs for students who do wish to complete college programs, provides a technical institute for the community, and provides opportunities for interested persons to achieve vocational and cultural needs through evening classes.



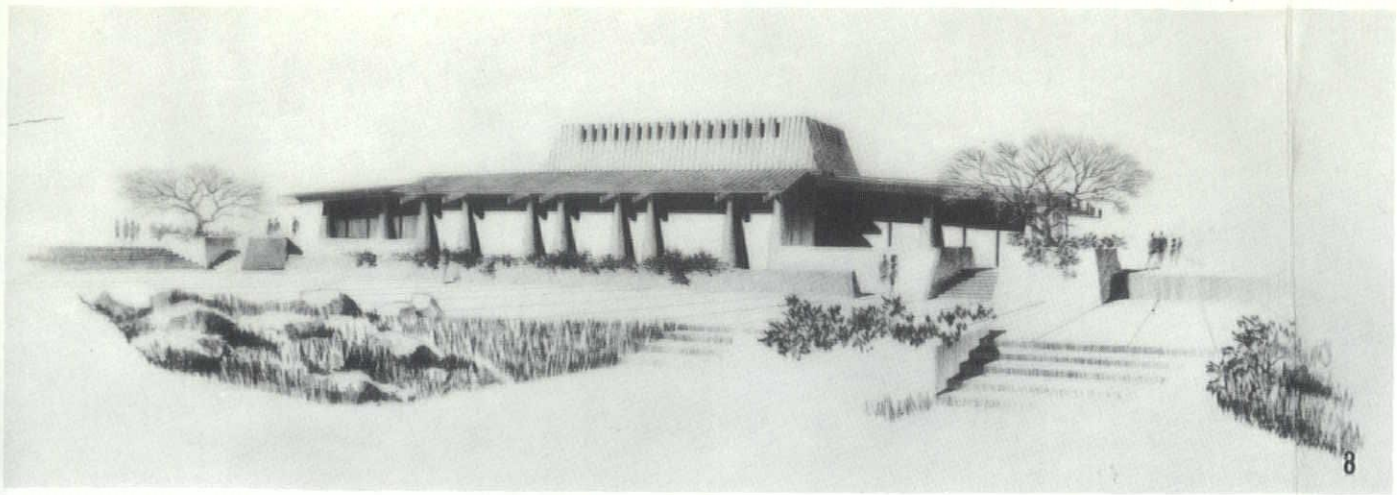


2. thru 7. Forum Building

Four one-story buildings; library, administration, forum and temporary campus center, are the first to be completed. The library will provide a large reading and reference room, individual study carrels, typing rooms, and listening and viewing rooms for all types of audio-visual work.



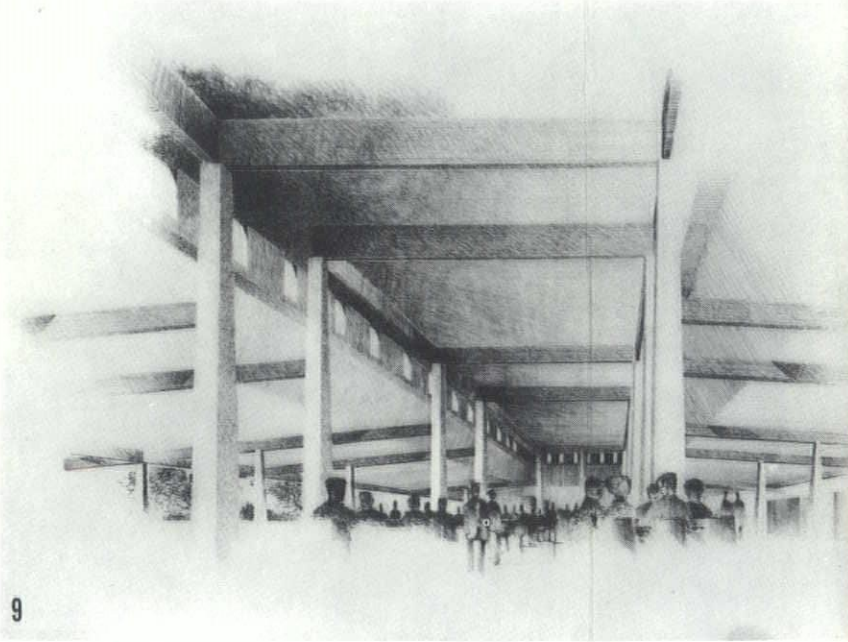




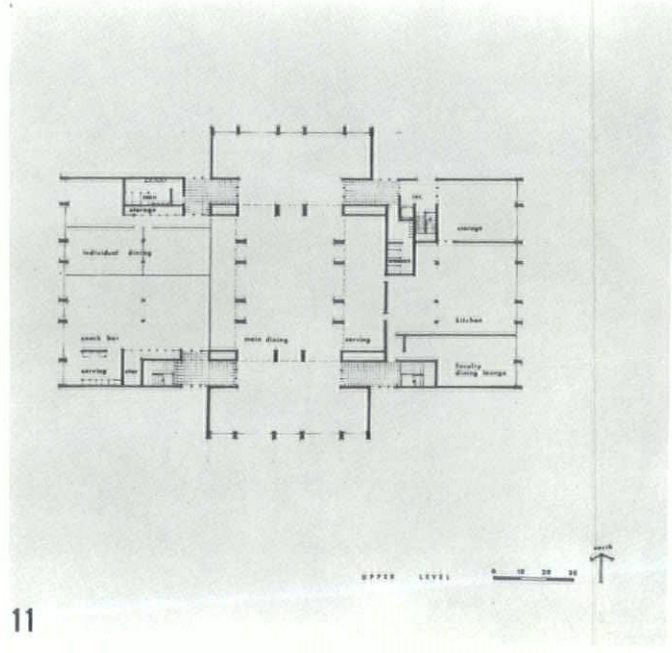
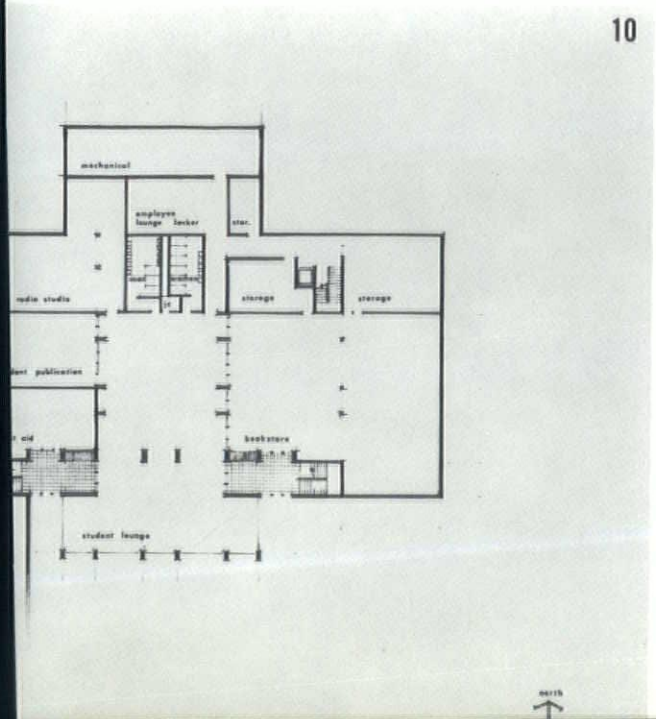
The second floor houses classrooms, a listening laboratory, and a group of faculty offices. In the administration building are facilities for student counseling, testing, admissions, registration, and the health service. The offices of the president, the academic deans, and the business manager are also situated in this area. The forum, the largest of the four buildings, will be used as a general instructional area. It will provide not only laboratories but also classrooms and faculty offices. One unusual feature will be the forum, a lecture hall seating approximately 150, equipped for all types of audio-visual instruction. The temporary campus center houses food services, bookstore and offices. In the future this center will be used for other purposes when the permanent campus center is built.

Structural systems utilized are either laminated wood or steel frame construction, with brick exterior walls, aluminum windows and standing seam terne roofs. Walls in general are painted block. In most cases floors are resilient except in utility, toilet and kitchen areas where ceramic tile is used.

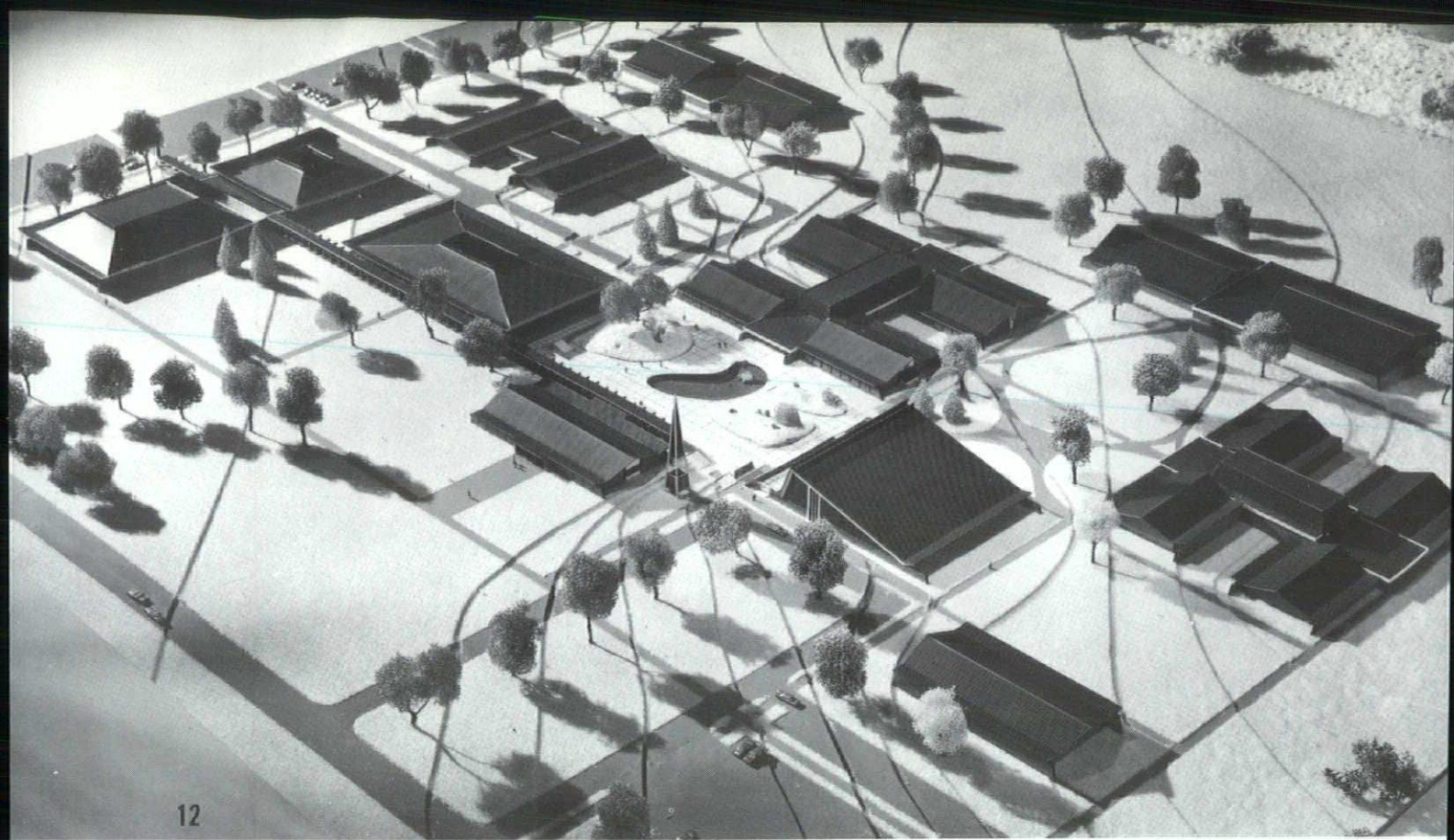
The buildings on this campus are heated with electric resistance heaters and cooled with electrically driven refrigeration compressors. 13,200 volt underground electrical lines distribute power to strategically located pad mounted transformers. From these transformers, 480-277 volt electricity is supplied to each building. The supply air is either heated or mechanically cooled to a base temperature in central multi-zone supply fans from which it is distributed to the occupied areas.



8. thru 11. Campus Center

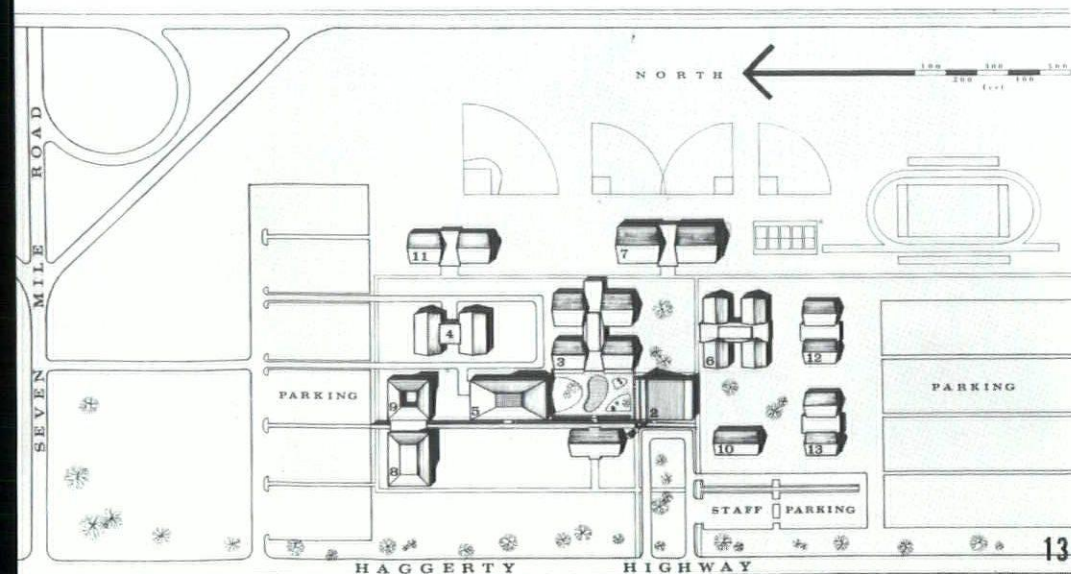






12. thru 14. Campus Plan

Each supply fan is provided with a separate refrigeration compressor and evaporative condenser. Multi-room zones have individual room control through the use of a room thermostat, and wall radiant panels and duct heaters. Console unit heaters are used in the corridors. All resistance heaters including the fan coils are wired to provide demand limit control. Electric water heaters strategically located furnish domestic hot water. Public water and sanitary sewage serve the site. Storm water is drained by sewers to a ravine. Bottled gas is provided for laboratory use. Perimeter corridors were used in planning as a result of utilizing an electric heating system.



1. ADMINISTRATION
2. LIBRARY AND ENGLISH
3. ENGINEERING AND SCIENCE
4. SERVICE AND VOCATIONAL ARTS
5. CAMPUS CENTER
6. ACADEMIC
7. PHYSICAL EDUCATION
8. AUDITORIUM
9. ART AND MUSIC
10. BUSINESS EDUCATION
11. ENGINEERING TECHNOLOGY BUILDING
12. FUTURE
13. FUTURE



# JOHN H. FREEMAN COMPANY

*specification assistance*

- ✓ Distributors
- ✓ Builders' Hardware
- ✓ Contractors' Supplies

3627 CASS at BRAINARD  
DETROIT 1, MICHIGAN  
TEMPLE 1-6760

## 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

with plans for improvements in all other affected modes of transportation."

In connection with the new degree offering, the Polytechnic will also establish a Visiting Professor's program under which leading experts in Urban Transportation Planning will be brought to the campus for periods of from two months to one year. A \$45,000 grant has been made to the Polytechnic by the New York State Science and Technology Foundation to support the Visiting Professorships. World-renowned authorities will thus be available to guide the development of the new M.S. program; to assist in organizing and presenting a series of conferences and seminars for State and City participants; to help in initiating a program of graduate research in Urban Transportation Planning; and to aid and advise the Institute on liaison with State and City transportation officials, Dr. Weber says.

Topics studied in the M.S. program will include highway economics and planning, geometric highway design, traffic engineering, elements of probability, mathematical statistics, computer techniques in engineering, city planning, airport engineering, forecasting, political science, sociology, anthropology, psychology, operations research, traffic flow theory, dynamics of industrial systems, and stimulation principles and techniques.

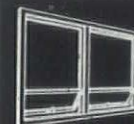
### Dow Chemical Announces Plastics Sales Realignment

Realignment of Dow Chemical's plastics field sales management to enable field sales to achieve the growth goals set for 1970 and to make possible closer planning and coordination with Plastics Sales Department group managers has been announced by Fred K. Quigley, Jr., sales manager, Plastics Department, and Leo B. Grant, Dow general sales manager.

The restructuring involves the appointment of individual district managers for the three departmental marketing groups—molding and extrusion, coatings, and construction materials. The growth of the plastics business and the necessity for more rapid and effective implementation of plans for new products and markets prompted realignment.

Among the new district managers named for the product groups is Joseph J. Panella, construction materials district manager for Detroit, Cleveland and Pittsburgh.

## WINDOWS SPEAK FOR THE QUALITY OF THE ENTIRE STRUCTURE



BEAUTYLINE



GLIDER



FLEXIVENT



CASEMENT



DOUBLE HUNG



why you  
should specify

### Andersen Windowalls

- "Custom" appearance
- Design flexibility
- General public acceptance and recognition supported by National advertising
- Trouble-free operation—no call backs
- Uniformity of design that guarantees easy and fast installation
- Local representation to assist you with any questions you encounter

Visit our showroom. See the complete display of the many products we distribute.



**KIMBALL & RUSSELL INC.**  
WHOLESALE SASH AND DOOR DISTRIBUTORS  
2127 FENKELL AVE. DETROIT 38, MICH. UN. 1-3480





# Thomas Edison Club of Detroit

An Electrical Contractors Association

3035 East Grand Boulevard

Detroit, Michigan 48202

## OFFICERS 1965

### President

BEVERLY H. FRENCH

### Vice-President

JOSEPH KUCHARSKI

### Secretary

CLARENCE M. GATES

### Treasurer

CLIFFORD McCARTNEY

### Sergeant at Arms

JOHN THOMAS

### Executive Board Secretary

ALFRED J. SHAHEEN

### EXECUTIVE BOARD

KENNETH HECHINGER

BEVERLY H. FRENCH

KELSEY BIRD

ALFRED SHAHEEN

FRANK ZEEGERS

FRANK CINDER

GEORGE PIRTLE

JOSEPH KUCHARSKI

CHARLES YOUNGBLOOD

### BOARD OF TRUSTEES

GORDON ZEEGERS

CLARENCE TAMER

JULIUS GEBAUER

### COMMITTEE CHAIRMAN:

Membership and Attendance

ROBERT J. KELLY

VE 9-7026

### Entertainment and Recreation

G. PIRTLE

### Wholesale Relations

JULIUS GEBAUER

LA 7-9565

### Code and Utility

JOSEPH E. KUCHARSKI

535-3188

### Educational and Program

JOSEPH E. KUCHARSKI

535-3188

### Sick Committee

THEODORE J. CHARLEBOIS

PR 5-7621

### Blood Bank

THEODORE J. CHARLEBOIS

PR 5-7621

### Publicity

JAMES E. KRAUSMANN

TU 4-2738

### Legislation

KELSEY M. BIRD

TU 2-5962

### Labor

BEVERLY H. FRENCH

DR 1-9100

### Electric Heat

HUBERT SMITH

WE 1-1234

### Architects

M. E. BOWERS

VE 7-8163

### Business Manager

N. J. BIDDLE

TR 5-0630

Gentlemen:

In an effort to more clearly define the higher aspirations of responsible electrical contractors and their proper function in the economy of construction, the Thomas Edison Club has adopted this Code of Ethics.

We hope to instill in the minds of our members, other electrical groups, associations and individuals this higher concept of service to the end that it may engender greater pride of craft and an upgrading of the industry.

A considerable portion of our efforts will be directed to the accomplishment of this purpose.

Your comments in this regard would be sincerely appreciated.

Very truly yours,

THOMAS EDISON CLUB  
OF DETROIT

*M. E. Bowers*

M. E. Bowers, Chairman  
Architects Committee



## Thomas Edison Club of Detroit

An Association of Electrical Contractors

### Code of Ethics

We believe that electrical contracting offers one of the greatest opportunities for public service in protection of the lives and property of persons and the promotion of their comfort, convenience and welfare. Therefore, we believe it to be our duty as electrical contractors to maintain and enhance the quality of service and the prestige of the industry to the extent possible and permissible by:

Assuring to such extent as we may through good licensing and inspection practices that only well trained persons of good moral principles shall be allowed to engage in the business of electrical contracting;

Promoting adequate safety rules for the installation of electrical wiring and equipment;

Complying fully with all applicable laws and ordinances governing the installation of electrical work or in the absence of such, with good standard practices; and

Associating with other electrical contractors in efforts to upgrade and expand the industry and to keep informed on the latest developments, thereby being able to give our customers all benefits and advantages which may accrue therefrom.



**SUPPLIER OF ALL BLOCK  
& MASONRY SUPPLIES FOR:**

**SCHOOLCRAFT COLLEGE**

**Architects:  
EBERLE M. SMITH ASSOCIATES**

•  
**Complete Line of  
Building Supplies**



**BOICE**

**BUILDERS' SUPPLY**

**MANUFACTURERS OF  
BRICK—BLOCK—CONCRETE**

545 Telegraph Road Pontiac 19, Michigan  
Telephone Federal 5-8185

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

DEARBORN, MICH.

**MANUFACTURERS OF**

**A U T O C L A V E D**

**L I G H T W E I G H T**

•  
**M E D I U M W E I G H T**

**SLAG**

**AND**

**CONCRETE**

**BLOCK**

Distributors of:

Glazed Brick, Structural Facing Tile,  
Acid Brick, Face Brick, Floor Brick,  
Quarry Tile, and a complete line of  
Refractories in the Metropolitan  
Detroit Area.

**Netherlands Visitor  
Entertained by AKA**

As the request of the Royal Netherlands Embassy, Washington, D. C., Albert Kahn Associates recently entertained A. R. Harmsen, scientific attache for the A.K.U. Company of the Netherlands. Mr. Harmsen, is on a tour of the U. S. to study industrial construction in general and buildings to house the textile and chemical industry in particular.

Mr. Harmsen's visit follows an earlier one by a 14-man Soviet delegation under U. S. State Department auspices, also a recent AKA citation "for outstanding contribution to . . . international goodwill" by the International Relations Committee of the Association of Collegiate Schools of Architecture.

**Zebrowski Brothers Merge**

Richard W. Zebrowski and Edward J. Zebrowski, Demolition Contractors, operating under corporate names of Zebrowski & Associates, Inc. of Indiana and Zebrowski & Associates, Inc. of Michigan, announce that they have merged the two corporations.



*Richard Zebrowski*



*Edward Zebrowski*

Both have been engaged in the demolition of buildings since 1946.

The firm will operate as a national demolition organization, with offices in Detroit, Indianapolis, the West Coast, and major cities from coast to coast.

**Turner  
Engineering  
Company**

•  
**DEPENDABLE  
ELECTRICAL  
CONSTRUCTION  
FOR 48 YEARS**

•  
464 Brainard Street  
DETROIT 1, MICHIGAN  
TEmpLe 1-0470

**M. Den Braven**

■ *Our 52nd Anniversary* ■

— **SHEET METAL** —

— **VENTILATING** —

— **AIR CONDITIONING** —

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



### Staggered Terms For AKA Directors

At their recent annual meeting, held in the Rackham Building, the stockholders of Albert Kahn Associated Architects and Engineers elected Sol King, Paul G. Fleck and Daniel H. Shahan to serve on the firm's Board of Directors for a period of three years; Louis Menk and Virgil C. Wagner were elected for two years; and Charles J. Allen and Sheldon Marston were elected for one-year terms to expire in April, 1966. This action implements a new policy of "staggered" terms for Board members adopted by the firm's shareholders in December, 1964. According to Sol King, president, "the adoption of 'staggered' terms will ensure greater continuity and stability of management's policies."

Officers re-elected by the Board for the ensuing year are: Sol King, president; Sheldon Marston, executive vice president; Messrs. Allen, Fleck, Wagner and John C. Haro, vice presidents; Louis Menk, treasurer and Daniel H. Shahan, secretary.

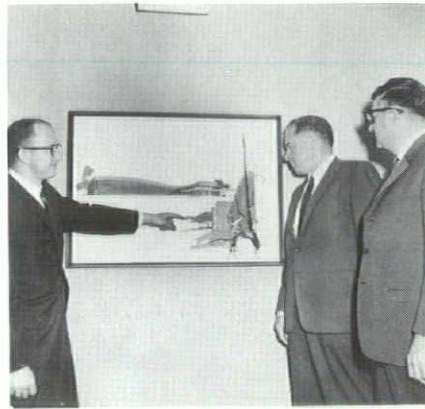
Messrs. King, Haro and Menk are registered architects; Fleck, Shahan, Wagner, Allen and Marston are registered professional engineers.

### Theater to be Built at Northland Center

Ground will be broken August 1st for the 1460 seat theater to be located on the north side of J. L. Hudson Drive just east of Northwestern Highway. Designed by T. Rogvov and Associates, Inc., the theater is scheduled to open in the spring of 1966. The ultra-modern theater will be equipped for every existing and contemplated process including 70 mm. Todd-AO and Cinerama, giving Northland Cinema a range beyond that of any other movie house. The idea of a theater of

this design at Northland Center has been researched for years according to Mr. Carpenter. Negotiations for the theater were through the direction of Foster Winter, Vice President of Shopping Centers, Inc.

Northland Cinema will be managed by Suburban Detroit Theaters whose president is Richard Sloan.



G. Bruce Boore, AIA (left) of T. Rogvov Associates, Inc., explains some of the unusual design features of Northland Cinema to Horace Carpenter, Jr. (center) Vice President and General Manager of Shopping Centers, Inc. and Eugene Sloan (right) president, Northland Cinema, Inc.

### A.I.A. Commends G.S.A. Policy Report

The American Institute of Architects gave its enthusiastic approval of a recent U. S. General Services Administration report promising GSA use of the "finest contemporary architectural thought."

The report was made to President Johnson by Lawson B. Knott Jr., GSA

acting administrator, appointed to the administrator's post by the President. Knott was immediately praised for his statement by Arthur Gould Odell Jr., FAIA, then Institute president.

"The American Institute of Architects stands ready to support and encourage the intent and spirit of your report as it represents a significant element of President Johnson's desire to improve the urban environment for the benefit of the American people," Odell said in a message to Knott.

The message, a copy of which was sent to the President, said, "The stimulation and leadership of the federal government in providing high standards of architectural excellence will serve as inspiration to the people of our entire nation . . ."

The Knott report said that "in planning and constructing of public buildings in Washington and other American cities emphasis must be placed on designs that embody the finest contemporary architectural thought, carefully avoiding an official style . . ."

It also made known that Knott is taking steps toward the creation of an advisory panel on architectural services in GSA.

The panel of "at least three distinguished architects" would develop criteria for the selection of architects for public building projects. It would also make direct recommendations of such selections for "projects of national significance."

"We enthusiastically endorse the creation of an advisory panel of architectural services and will be most pleased to offer counsel no nominations for appointment to the panel," Odell said.

In his report, Knott told the President the panel "will strengthen us as we move forward in our determination to achieve the standards of architectural excellence which you have so strongly supported."

# MACOMBER

## STANDARDIZED STEEL BUILDING PRODUCTS

THE LEADER FOR OVER 42 YEARS

MACOMBER DETROIT SALES  
DETROIT & LANSING, MICH.

LEE IRON WORKS, INC.  
SAGINAW & FLINT, MICH.



AKA Associate Speaks  
at Unistrut Meeting

Joseph F. Ebenhoeh, Jr., chief of architectural specification writers for Albert Kahn Associated Architects and Engineers and an associate of the firm, addressed the Unistrut Corporation's Annual District Manager/Technical Representative Meeting on Tuesday, June 8th, at the Dearborn Inn.

Subject of Mr. Ebenhoeh's talk was "Architecture." He defined an architect's activities; discussed his relationship and responsibility to a client; pointed out the services required of a Technical Representative including how such services can best be rendered; and discuss the development of material specifications. A question and answer period followed the talk.

Ebenhoeh is a registered architect and holds a B.A. degree in architectural engineering from the University of Detroit School of Engineering where he was graduated in 1951. He joined Albert Kahn Associates in 1963 and was made an associate in March of this year.

\* \* \*

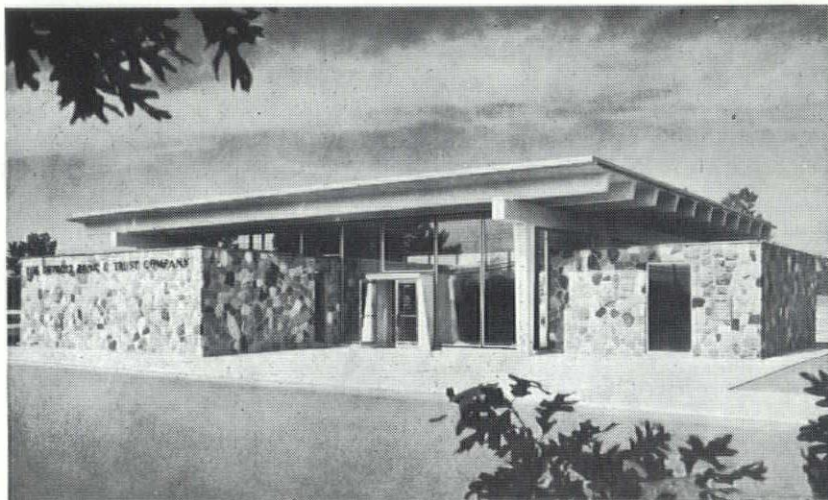
ADVERTISERS' INDEX

American Prestressed Concrete, Inc.	25
Architectural Arts	26
Belden Brick Co.	C4
Boice Builders' Supply	23
Century Brick Co.	27
Darin & Armstrong, Inc.	30
Den Braven, M.	23
R. L. Deppmann Co.	6
Detroit Edison Co.	C2
R. Dykstra Co.	28
Erb-Restrick Lumber Co.	30
Evans Brick Co.	29
Fenestra, Inc.	1
Freeman, John H. Co.	21
Gooderham & Worts Ltd.	31-32
Hillyard Chemical Co.	27
Industrial Services, Inc.	8
Kimball & Russell, Inc.	21
LaDuke, P. F. & Son	6
Lee Iron Works	24
Lenawee Peerless, Inc.	28
Levy, Edward C. Co.	13-16
Mercier Corporation	23
Michigan Consolidated Gas Co.	4
Michigan Drilling Company	21
Miller, J. M. Corporation	30
McKinley, O. O. Co., Inc.	7
Plumbing & Heating Industry of Detroit	C3
Portland Cement Association	2
Republic Steel Corp.	30
Roofing Industry Promotion Fund	27
Sprinkler Irrigation & Supply	26
Supersine Co.	8
Turner-Brooks, Inc.	8
Turner Engineering Co.	23
Vesco, Inc.	8
Webrowski & Associates, Inc.	26
Woolite	6



Members of the Detroit Chapter of Producers' Council, Inc., have elected their officers for the coming 1965-66 season. The new president is Richard G. (Dick) Grinnell, U.S. Plywood Corp. Other officers are Fred H. Blackwood, Beaver Distributors, Inc., first vice president; Donald M. Howell, Jr., Owens-Corning Fiberglas Corp., second vice president; Galen D. Robbins, Armstrong Cork Co., secretary; and Don Blake, Stylon Corp., treasurer. (From left to right—Robbins, Blake, Grinnell, Blackwood, and Howell.)

PRESTRESSED CONCRETE  
built a better place to do business



DETROIT BANK & TRUST CO. BRANCH OFFICE  
Eberle M. Smith Associates, Architect

Three different forms of prestressed concrete structural components were used in this modern banking office. These included the single tee members, of which the roof and interior ceiling are entirely composed, and the supporting beams and columns.

The versatility and good looks of prestressed construction are evident in the clean-cut lines of the exterior. Just another example of why this material is winning such great acceptance with architects and engineers.

Prestressed concrete is available in a variety of forms and shapes to accommodate a wide expression of design. It also cuts construction costs by permitting more efficient, speedier erection and keeps on paying dividends over the years. These pile up in the form of lower insurance rates and reduced maintenance costs — plus greater returns from more usable space.

AMERICAN PRESTRESSED CONCRETE, INC.  
Subsidiary of DeClerk Industries

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



# ZEBROWSKI

& ASSOCIATES, INC.

DEMOLITION CONTRACTORS

LICENSED BY CITY OF DETROIT  
AND THE STATE OF MICHIGAN



STACKS



COMMERCIAL



RESIDENTIAL



BOILERS



INDUSTRIAL

WE GIVE HIGH ALLOWANCE FOR SALVAGE

COMPLETE INSURANCE PROTECTION  
WRITTEN BONDS AVAILABLE  
NO JOB TOO LARGE OR TOO SMALL

**532-9000**

30870 W. 8 MILE RD.

ACTIVE MEMBER GREATER DETROIT BOARD OF COMMERCE



IF LINE IS BUSY  
FARMINGTON

**474-6734**

**Objective:** To enhance and influence favorable design decisions...



**Method:** Utilize the skills of specialists in architectural art and photography



Now entering our second decade of outstanding service to American Architects.

**Architectural Arts**

5332 S. Pennsylvania Ave., Lansing, Michigan  
Phone: 517-882-2408 Division of Grafek Arts, Inc.



## 12 APRILS

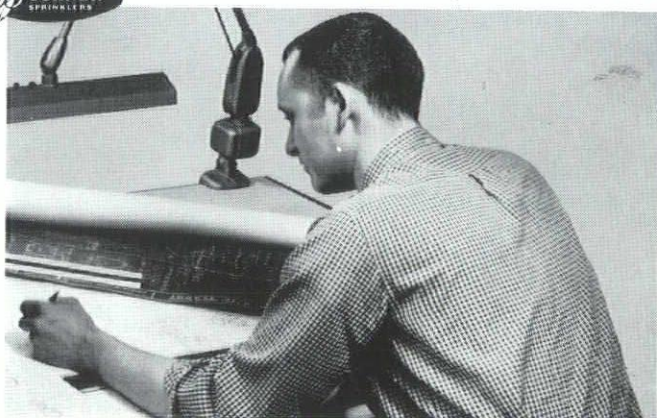
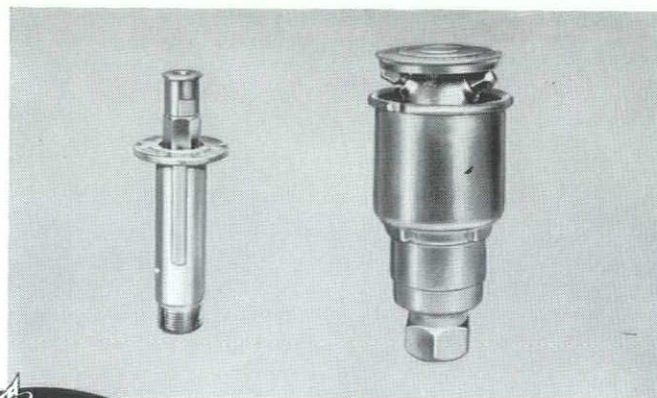
... That is what you can offer your customers when you work with SISCO! Twelve months of controlled rain, . . . . any time they want it. SISCO also offers a complete design service backed by over 40 years of experience. Such quality materials as Buckner rotary pop-up sprinklers and automatic controls are recommended and stocked by SISCO and its distributors. Choose materials by SISCO and be an irrigation expert by proxy!!



**SPRINKLER IRRIGATION SUPPLY CO.**

Division of A. J. Miller, Inc. 1316 North Campbell Road • Royal Oak, Michigan  
Detroit Phone: 313, 548-7272 • Chicago Phone: 312, 346-9355

Look under BUCKNER Sprinklers in the Yellow Pages





For Variety  
and Quality  
and Uncommon Brick

## CENTURY BRICK COMPANY

Rely on Years of Experience  
and Service

14910 Linwood Ave.  
Detroit 38, Mich.  
861-8200

### Fremont, California Opens Competition

The City of Fremont, California is conducting an AIA approved competition to select an architect for the City Government Building, for the Hall of Justice, and for the Master Plan for a new Civic-Cultural Center.

The Jury will be Pietro Belluschi FAIA, Paul Rudolph FAIA, John Merrill AIA, Lawrence Halprin ASIA, and former mayor Raymond Tucker of St. Louis. The Professional Advisor is Jacob Robbins AIA. The Civic-Cultural Center will be built on 70 acres, next to a 430 acre Park and Lake, adjacent to the Central Business District, and served by Freeways and Rapid Transit. Fremont is a rapidly growing new city on the east shore of San Francisco Bay, whose population is now 85,000 and will be 220,000 by 1980.

The competition is a single stage. Prizes are \$4000 first; \$3000 second; and \$2500 third. Programs will be available after July 15. Applications for programs must be received by September 15. Registration closes October 1. Deadline for design submissions is December 15, 1965.

Address communications to the Professional Advisor, City Hall, Fremont, California 94538.

PLAY IT SAFE, ALL WAYS, SPECIFY  
AND DEMAND

### HILLYARD QUALITY FLOOR TREATMENTS

"TROPHY" FINISH (Epoxy) or "STAR"  
for Gym Finish.

"SUPER ONEX SEAL" for Terrazzo and  
Marble Seal.

"CEM-SEAL" a perfect cure for Cement floors.

"SUPER HIL-BRITE" wax, 100% #1 Carnauba,  
the best that can be made.

"SUPER HILCO LUSTRE" floor coating, with  
Ludox, extra anti-slip for ramps, etc.

### HILLYARD FLOOR TREATMENTS

Al Hann  
18525 Roseland Blvd.  
Lathrup Village, Mich.  
Elgin 6-2550

## DO YOU HAVE A ROOFING PROBLEM?

Call on any of the R.I.P.F. contractors listed below for expert advice. Better yet — ask them to review your plans and specs BEFORE you send them out for bids. An ounce of prevention —

American Roofing Co.  
Anchor Roofing Co.  
Bailey-Zummo Waterproofing Co.  
Ballard Roofing Co.  
Bauer-Foster Floors, Inc.  
T. F. Beck Co.  
Blondo Roofing Co.  
Cadillac Roofing Co.  
J. D. Candler Roofing Co.  
Wallace Candler, Inc.  
Chaffee Roofing Co.  
H. B. Clifford Roofing Co.  
Clinton Roofing Co.  
Robert E. Densmore, Inc.  
Detroit Cornice & Slate Co.  
E. R. S. Roofing & Sht. Metl. Co.

Ettinger Roofing & Sht. Metl. Co.  
Wm. Ewing Company  
Firebaugh & Reynolds Roof. Co.  
Fisher Roofing Co.  
Garbe Roofing & Sht. Metl. Works  
Great Lakes Cement Tile Co., Inc.  
Hugus-Marsh Roofing Co.  
R. S. Jamison Roof. & Sht. Metl. Wks.  
William H. Kelly Co.  
Kolasa Products  
P. F. La Duke & Son Roof. & Sht. Mtl. Co.  
A. G. Marx Co.  
Milbrand Maintenance, Inc.  
Dave Pomaville & Sons, Roofing  
& Sheet Metal, Inc.  
A. Ramsay Roof. & Const. Co., Inc.

Royal Roofing Co.  
Ryan Roofing Co.  
Schreiber Corporation  
Charles Sexauer Roofing Co.  
Shaller Roof. & Sht. Metal Co.  
Duane Smelser Roofing Co.  
Steyer Roofing Co.  
Albert Taylor Roof. & Sht. Mtl. Co.  
Thomas Roofing Service Co.  
Tri-County Roofing & Sht. Mtl. Co., Inc.  
Wallace Roofing Co.  
Western Waterproofing Co.  
Wittstock Bros. Roofing & Sht. Mtl. Wks.  
O. D. Wood, Inc.  
Wright-Brown Roofing Co.  
Ben. T. Young Co.

### Roofing Industry Promotion Fund

Burleigh Grime  
Executive Secretary

8469 E. Jefferson Ave.  
Detroit 14, Mich.

Area Code 313  
822-0700

July, 1965 | 27



## CALENDAR

- July 22-24—National conference on Higher Education Facilities — University of Omaha, Omaha, Nebraska.  
 Aug. 5-7 —MSA 22nd Annual Mid-Summer Conference —Grand Hotel—Mackinac Island.  
 18-21—Northwest Region, Glacier National Park, Montana.  
 Sept. 9-11—New Jersey Society of Architects, Essex and Sussex Hotel, Spring Lake  
 Oct. 1-3 —New England Region, Colony Motor Hotel, Providence, R. I.  
 6-10—California Region, Yosemite National Park  
 14-16—Ohio Region, Atwood Lake Lodge, New Philadelphia, Ohio.  
 21-23—Pennsylvania Region, Hershey; Western Mountain Region, Mountain Shadows Resort, Scottsdale, Arizona.  
 Nov. 3-5 —Texas Society of Architects, Austin



All in one low contour package...  
 exhaustor, curb and back draft damper...



insist on  
 the new  
**UNITARY**  
**VINYL (PVDC)**  
**SERIES**

by

**JENN-AIR**

**R. DYKSTRA & COMPANY**  
 DETROIT - 6400 Mt. Elliott Avenue, (313) 921-5630  
 GRAND RAPIDS - 822 Cherry St., S.E. - (616) 454-7097

**WAL-LOK NOW IN 3 GRADES!**

### STANDARD

No. 9 ga. Siderods,  
 No. 10 ga. GALVANIZED Crossrods

### SUPERSTANDARD

No. 8 ga. Siderods,  
 No. 10 ga. GALVANIZED Crossrods

### EXTRA HEAVY

3/16" Siderods,  
 No. 9 ga. GALVANIZED Crossrods

No other reinforcing has all these features—  
 found on all three grades of WAL-LOK—WAL-  
 LOK is double deformed for maximum bond •  
 The tensile strength of WAL-LOK is retained  
 after welding • WAL-LOK has rectangular de-  
 sign for stronger welds and more steel in the  
 mortar • WAL-LOK Crossrods project for 4  
 extra strong mortar locks at each weld •  
 Crossrods hold WAL-LOK up off the blocks for  
 complete embedment in the mortar. Write for  
 free brochure today.

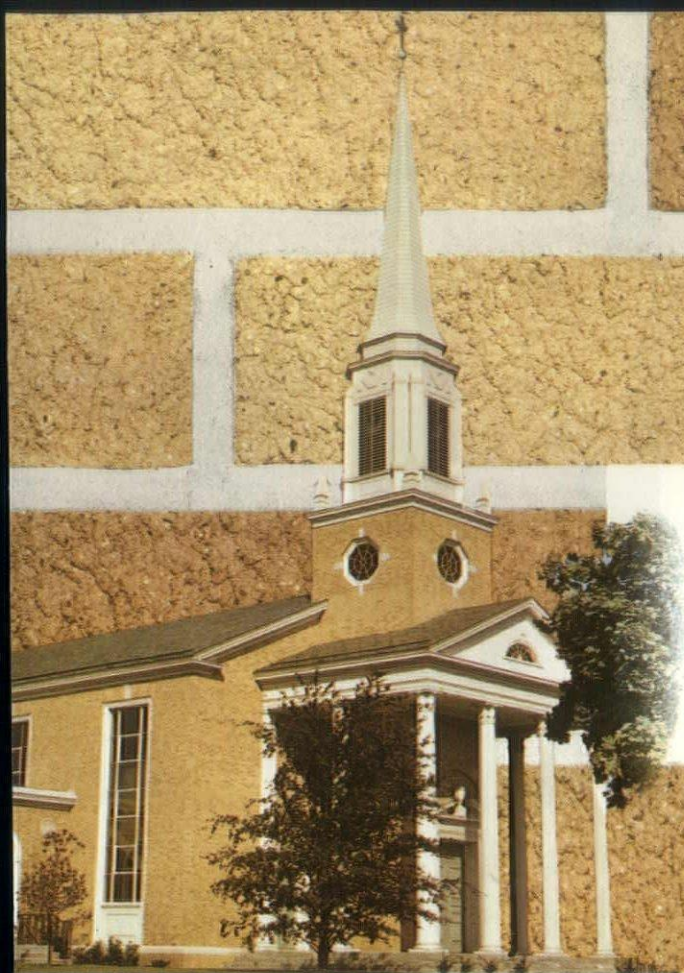


P. O. BOX 516

DIVISION OF  
**LENAWEE**  
**PEERLESS,**  
**INC.**

ADRIAN, MICHIGAN





Grace Methodist Church—Valley Stream, N. Y.

Architect: Frederic P. Wiedersum Associates,  
Architects-Engineers, Valley Stream, N. Y.

General Contractor: Willart Associates, Inc., East Rockaway, N. Y.

Masonry Contractor: Sorrentino Contractors, Inc., Inwood, N. Y.

Tebco Face Brick Supplied by: Andrew Miles Stone Co.,  
Lynbrook, N. Y.

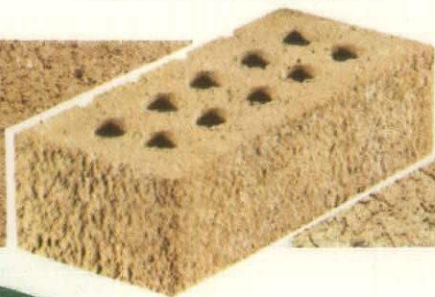
# *Tebco Face Brick*

**DEPENDABLE DELIVERY, COLOR AND TONE MATCHES**

The outstanding jobs are going Tebco! And for good reason. No matter what type of building—municipal, commercial, industrial, residential—Tebco Face Brick offers limitless design possibilities. Evans' big million-brick-a-week production assures fast, depend-

able delivery of the colors, sizes, and styles you need. For lasting beauty that never loses its appeal, design and build with Tebco. It meets all ASTM and FS standards. Write for new full-color Tebco Catalog.

*Tangerine Blend, Standard, 45 K.*



## **THE EVANS BRICK COMPANY**

General Offices: Uhrichsville, Ohio • Telephone: WALnut 2-4210  
Sales Offices: Cleveland, Ohio • Columbus, Ohio • Pittsburgh, Pa. • Detroit, Mich.  
Bay City, Mich. • Fairmont, W. Va. • Toledo, Ohio • Philadelphia, Pa.

*One of the nation's largest producers of Clay Pipe, Clay Flue Lining, Wall Coping, Plastic Pipe and related construction materials, with over 50 years of faster, friendlier service.*

EB-765-17



WE ARE PROUD TO HAVE BEEN  
SELECTED TO INSTALL AIR  
CONDITIONING EQUIPMENT  
MANUFACTURED BY —



FOR THE BUILDING OF THE NEW  
**SCHOOLCRAFT COLLEGE**  
**LIVONIA, MICHIGAN**

EBERLE M. SMITH, ASSOC., INC.  
(ARCHITECTS)

**J. R. MILLER CORPORATION**  
REFRIGERATION & AIR CONDITIONING CONTRACTORS  
DETROIT

**Airtemp**  
REPRESENTATIVE

**DAVID S. FALK CO.**  
1460 HOLDEN AVE.  
DETROIT

# DESIGN

WITH THE CHARACTER,  
WARMTH and CHARM ONLY  
**WOOD** CAN GIVE

The classic natural beauty, warmth and unique personality of custom mill work will give your project the enduring appeal of crafted quality. When you require unmatched individuality for an original design, Erb Restrict's Eton Mill is your source. Everything is made to the order of the discriminating architect.

For your convenience, we will provide complete specification assistance for all the mill work you require. There is no obligation of course.

At Erb-Restrict, high quantity buying assures you the most reasonable prices without sacrificing top workmanship.

Think of wood when you reach for genuine, lasting beauty.

**ERB** **RESTRICT** **ETON MILL DIVISION**  
SINCE 1884 **LUMBER COMPANY**  
425 S. Eton Road, Birmingham, Mich. • Telephone MI 4-5300

**Sure, Freedom Windows have passed tests for Air Infiltration and Water Infiltration and Icing and Condensation. But that's not even the half of it.**

## Freedom Windows are Stainless Steel.

No other window material even comes close to stainless steel. That's fact. Only **FREEDOM WINDOWS** of Stainless Steel, in the natural unpainted state of the metal, will *never* discolor. Or pit. Or corrode. Or stain adjacent materials.

They don't need painting, repainting, and repainting *ad infinitum*. They don't need anything but regular window cleaning to maintain their pristine luster. And we mean *luster*, not a dull gray finish.

Nothing blends with other materials like stainless steel. And no other material lasts so long or requires so little maintenance.

**FREEDOM WINDOWS** cost a bit more, naturally. But that's first cost only. Through several years of service they *save* money. After all, they can outlive *any* building.

We know you've been swamped with blurbs on aluminum, and aluminum is fine in its place. But here's how it compares with stainless:

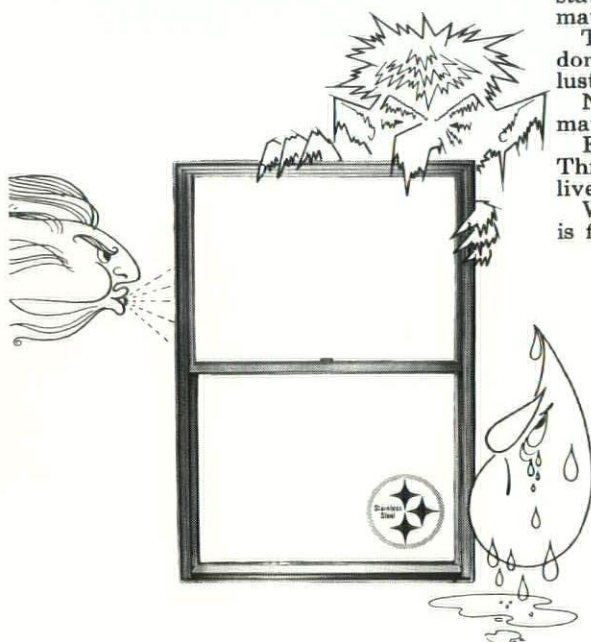
	Stainless	Aluminum
Ultimate tensile strength	90,000 psi	22,000 psi
Yield point (2% offset)	40,000 psi	16,000 psi
Melting point	2,570°F	1,270°F
Modulus of elasticity $\frac{(E)}{10}$	28	10
Thermal conductivity (Btu/sf/hr/°F/in)	113	1,393
Thermal expansion (°F x 10 <sup>-6</sup> )	9.4	12.1

**We rest our case.**



**MANUFACTURING DIVISION**  
**REPUBLIC STEEL CORPORATION**

Dept. ML-1772-A, Youngstown, Ohio 44505





# Just like getting 3 Bottles of fifths LAUDER'S Extra Light Scotch **FREE!**



NOW you can order a case of 12 Full Quarts ... the equivalent of 15 Fifths of LAUDER'S for \$25.62 LESS than the regular advertised price of 15 Fifths.

LAUDER'S Michigan Liquor Control Price per Fifth	-	\$6.90
Cost of 15 Fifths @ \$6.90 each	-	\$103.50
*Matching case ... 12 Full Quarts (Same amount of LAUDER'S as in 15 Fifths)	@ \$6.49 each	- <u>\$ 77.88</u>
	Savings	- <u>\$ 25.62</u>

\*\*\*\*\*

This is the same full 86 Proof ... the same high quality ... the same Extra Light Lauder's with nothing changed but the price. How many Scotches can you name that have been around for over 131 years? Lauder's Extra Light Scotch has ... Since 1834.

\*A case of 12 quarts is 3 gallons ... A case of 12 fifths is only 2.4 gallons.

\*\*\*\*\*

NOTE! This is for a limited time only - available ONLY on "special order." Anticipate your Holiday requirements ... GIVE BIG QUARTS instead of fifths and SAVE!

FOR MORE INFORMATION - see your favorite liquor dealer or contact:  
Gooderham & Worts Ltd., 8325 E. Jefferson, Detroit, Mich. 48214 VA 3-0050

0% Blended Scotch Whiskies, Imported & Bottled by Gooderham & Worts, Detroit, Mich.



*how many Scotches  
can you name  
that have been around  
for 131 years?*

---

*start with extra light Lauder's  
\$6.90 for a 4/5 quart*

# LAUDER'S



86 PROOF, 100% BLENDED SCOTCH WHISKIES, IMPORTED & BOTTLED BY GOODERHAM & WORTS LTD., DETROIT, MICH.



## SEPARATE BIDS

*...the only smart  
way to go*

**Plumbing & Heating Industry**  
*of Detroit*

14901 Meyers Road • BRoadway 3-4700



# *A Communion with Nature*

Brick is nature's most natural building material. Belden Brick communes with nature . . . and adapts perfectly to its natural surroundings. That's why creative architects call on BELDEN for the most imaginative selection of brick . . . over 100 variations in color, texture and size. BELDEN provides the largest selection in the industry to free the imagination for limitless scope of design. Your nearest BELDEN Dealer will be happy to provide you with samples and our new, 4 color brochure specially designed with the architect in mind. Eight Modern Factories Located At CANTON, SOMERSET, PORT WASHINGTON, SUGARCREEK & UHRICHSVILLE

