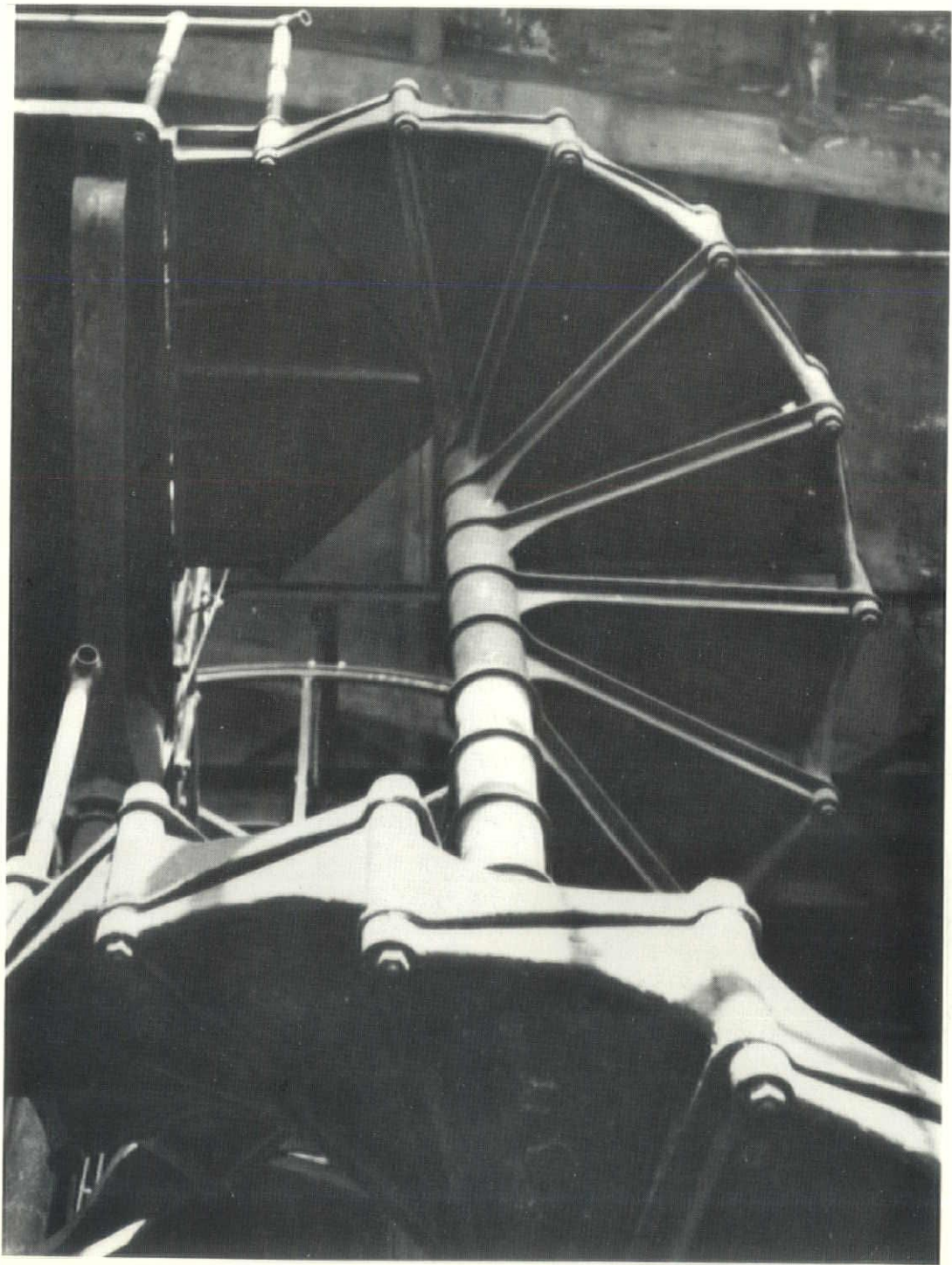


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BULLETIN



michigan society of architects *october* *1966* *50c*

4

Naarco teams up with architect to achieve custom look on hospital

When the C. F. Murphy Associates designed the addition to the Mercy Hospital in Chicago, Ill., they did it right. After capturing the look they wanted, they designed the windows to fit their building instead of building around standard windows.

The result is a massive, beau-

tiful, custom window wall. The windows are floor-to-ceiling with a unique combination that uses one large fixed, double glazed window with small, single vents in each section.

NAARCO, who supplied the windows, took the architects' design and completed the total job; including extruding, machining, finishing, assembly, and erection. For information on custom windows, circle No. 4 on the coupon.

5

Naarco files for patent on new etching process... key to better finishes

Patents on a new etching process, which results in more uniform color and finish on aluminum windows and curtainwall, have been filed for by NAARCO.

NAARCO Vice President, Ross Griffith, says the new process called NAAR-ETCH gives a "continuity of finish over an entire surface" here-

to-fore difficult to achieve. The process produces an etching during pre-treatment permits better control of materials during anodizing. The result is a better quality finish for all standard Naarco architectural tones.

The process, developed during research in NAARCO's laboratories will be made available to qualified licensees in the U.S. and industrial parts of Europe.

For more information "NAAR-ETCH" circle No. 5 on the return coupon.

NAARCO

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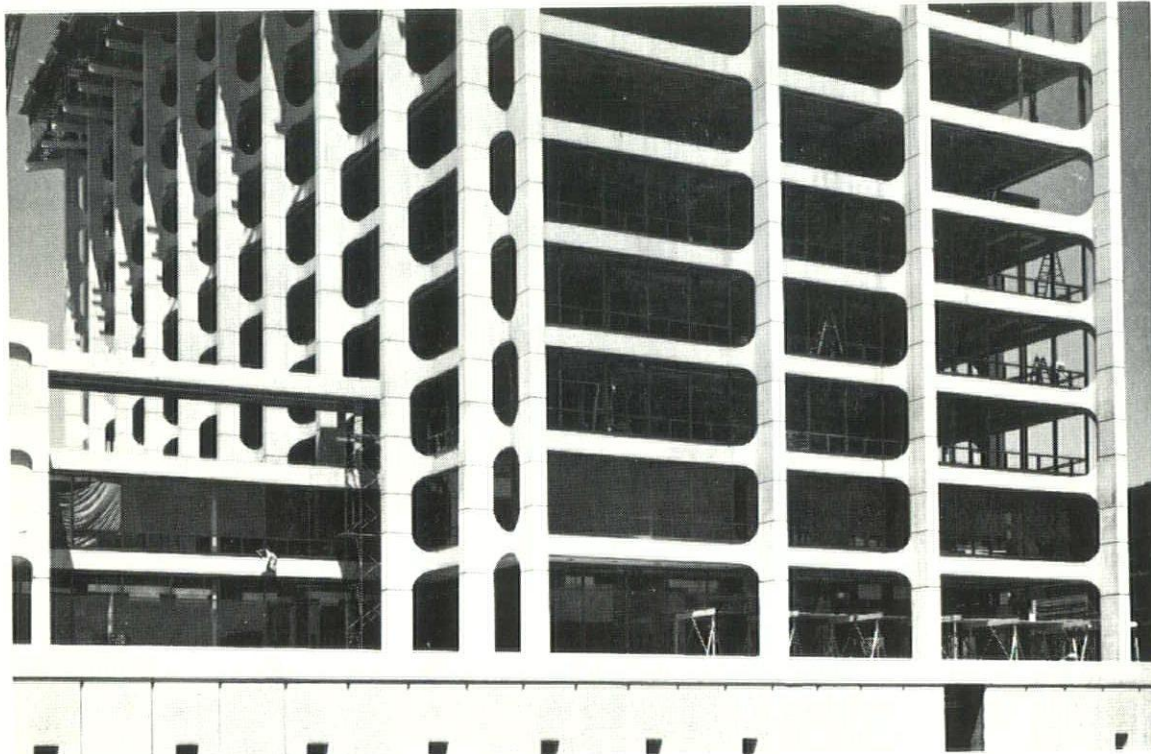
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NAARCO

T.M.

NEWS

1

Naarco Curtainwall passes strenuous water, air-leak tests

The Detroit Testing Laboratory recently created a man-made storm to see how well NAARCO curtainwall would perform under extreme weather conditions.

The test, performed on a full sized curtainwall section, simulated an 8-inch per hour downpour with 50 mph winds, with the help of fifteen spray nozzles. Structural strength was measured at the equivalent of a 100 mile an hour wind.

The tests, made in accordance with curtainwall specifications of the National Association of Architectural Metal Manufacturers, were sponsored by NAARCO, to insure performance specified by the architect who designed the building. Thanks to NAARCO's unique drainage system and precision fabrication, the tests were successful. For additional information on the results circle No. 1 on the return coupon.



2

Naarco has research firm ask architects to rate future of curtainwall

An independent research firm recently completed a study of architects across the country in which respondents were asked to forecast the future of curtainwall.

The project, while sponsored by NAARCO, was done anonymously over 1,000 architects in order to keep results unbiased.

The question was asked: "What, in your opinion, is the future of curtainwall that can

incorporate lights, vents, and panels of precast concrete, aggregate, porcelain and many other materials?"

The results indicate most architects know the value and scope of modern curtainwall. The breakdown is as follows:

RESEARCH RESULTS

"Excellent . . . has a good future"	36%
"Good . . . has a few limitations"	38%
"Fair . . . has quite a few limitations"	13%
"Poor . . . passe, already overused"	12%
No opinion	1%

For additional information on the findings, circle No. 2 on the coupon.

3

Naarco expands plant to handle zooming building product sales

Because of the soaring demand from architects for more custom effects through the use of curtain and window wall, along with popular standard shapes, NAARCO has increased their manufacturing capacity by 33%.

President Bob Barnard also says that along with the increased capacity, NAARCO has converted their production concept from a "job-flow" method to a modern "task-synchronization" method.

The difference is that the "job-flow" method, used by most fabricators, finds equipment and labor tied to a single job from the time it comes in the door until the day it's shipped, on a first-come, first-serve basis.

NAARCO's new concept, which has been in effect for six months, now has most jobs being completed on a production-run basis, with departmentalized labor performing multiple operations and with all departments synchronized to produce the product more quickly and more economically. For more data, circle No. 3 on the coupon.

THE THOMAS ALVA EDISON HOUSE AT CRANBROOK INSTITUTE

BLOOMFIELD HILLS
MICHIGAN

AN ALL-ELECTRIC HOME FOR VISITING FACULTY

In the academic world, visiting faculty are often dined, much applauded and appreciated—but not always so well housed. This latter certainly won't be the case at Cranbrook Institute of Science in Bloomfield Hills, Michigan, just north of Detroit.

Detroit Edison, with a group of public-minded firms, has built this ultra-convenient residence for visiting faculty at the Institute. Located adjacent to the Eliel Saarinen-designed

museum, it will serve as their guest home

for anywhere from six months to two years.

The house, appropriately named we think, is an outstanding demonstration of the application of science to everyday living. It

is all-electric, naturally, which is the way we'd want it to be.

But more important, *because it is* all-electric, the home's faculty occupants will have more time in which to teach, inspire and challenge.

EDISON

ARCHITECT: William P. Smith, Jr., A.I.A.



The Thomas Alva Edison House was constructed with the products and services of these firms: American Aggregates Corp., American Olean Tile Co., Anaconda Wire & Cable Co., Andersen Corporation, Armstrong Cork Co., Barrett and Baxter Mfg. Co., Berry Door Co., William Beyster, Inc., Bolce Builders Supply, Cadillac Glass Company, Century Brick Co., Walter L. Couse & Co., Crane Co., Delaware Clay Co., Detroit Cut Stone Co., Detroit Sterling Hardware, Distagraph, Dow Chemical Co., Dow Corning Corp., Elehstedt & Grissim Assoc., Frigidare Sales Corp., W. D. Gale, Inc., General Electric Supply Co., Gulistan Carpets Div., Hamilton Humidity, Inc., Igenfritz Nurseries, Inc., I. T. E. Circuit Breaker Co., Kimball & Russell, Inc., Knight Construction Co., Knoll Associates, Inc., Kuhlman Electric Co., Edward C. Levy Slag Co., Lewco Products Co., Libbey-Owens-Ford Glass Co., Madison Electric Co., B & M Research & Sales, Halo Lighting Products, Kim Lighting, Lithonia Lighting Products, MOE Lighting, Prescolite Mfg. Co., A. W. Pistol, Inc., Progress Mfg., Shalva Lighting Products, Sterling Industries, Inc., Stone Co. Mfg., Wiremold Co., McGraw-Edison Co., Michigan Bell Telephone Co., Michigan Security Systems, Inc., Midland Brick Co., Herman Miller, Inc., NuTone, Incorporated, Owens-Corning Corp., Peerless Cement, Radio Distributing Co., Rosenthal China Corp., Simpson Timber Co., Swanson Manufacturing Co., Turner-Brooks, Inc., U.S. Plywood Corp., Wayside Gardens Co., Westinghouse Corp., Whitson Insulation Co., Edwin L. Wiegand Co., Zonolite Division.

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cover photograph by Jack Murchie

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.

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cracked up to be...**

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UNDERLYING
REASON**



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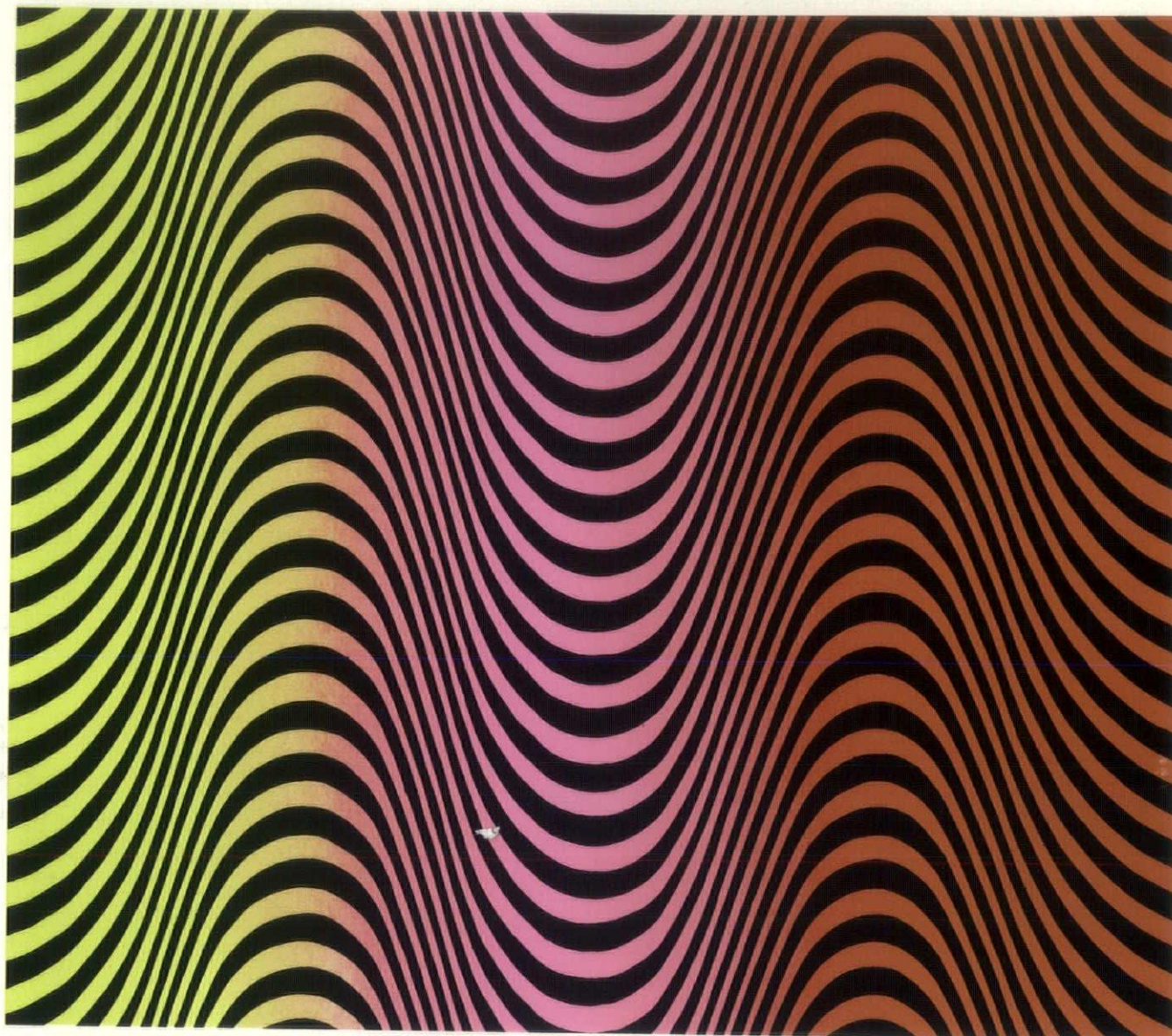
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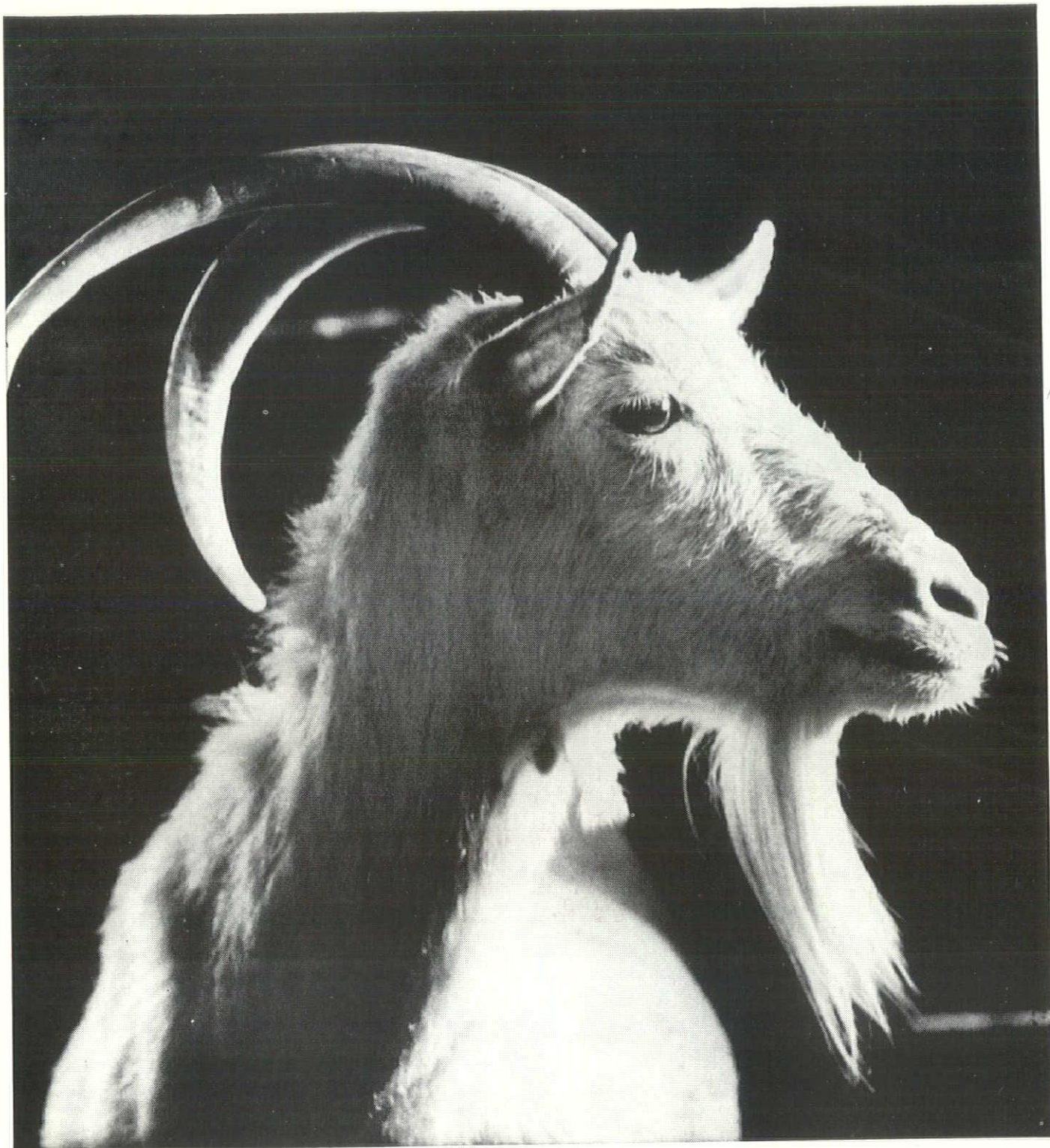


think a color

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Well, it turns out goats don't eat tin cans. Or bottles, either. So if you've been thinking about buying a herd of goats to end your garbage and waste disposal problems, forget it.

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Shelter Design Publication Available

The Office of Civil Defense, City of Detroit, announces the publication TR-37 is available upon request to architectural and engineering firms.

The booklet contains descriptions, photographs, drawings and cost analyses of various types of new buildings with built-in fallout protection. The buildings shown illustrate what is now being accomplished to help overcome the deficit of shelter spaces. These are actual buildings that have recently been completed or are now under construction; they are not hypothetical designs.

To obtain a copy of this booklet, contact Mr. Walter A. Jenkins, Operations Coordinator, City of Detroit, Office of Civil Defense, 900 Merrill Plaisance, Palmer Park, Detroit 48203. Telephone 313-864-1800.

Daverman Promotes Three to Associates

The Board of Directors of Daverman Associates, of Grand Rapids, has named three employees as Associates within the firm.

Those promoted are: Glen Garrison, head of the Telephone Engineering Department; Dennis Sawinski, Architectural Job Captain; and Earl Van Allsburg, designer and Project Architect.

Garrison, a Registered Professional Engineer, is a graduate of Purdue University School of Engineering and has been with Daverman Associates for the past 10 years. Sawinski, a Registered Architect, is a graduate of Notre Dame University's School of Architecture and has been with the firm since 1955. Van Allsburg, also a Registered Architect, has been with Daverman's for 12 years and is a graduate of the University of Michigan's School of Architecture and Design.

This brings to 17 the number of Associates at Daverman's which is

controlled and operated by an 8-man Board of Directors.

Registration Board Announces Exams

The Michigan State Board of Registration for Architects, Professional Engineers, and Land Surveyors announces the date of the next Architect-in-Training and Engineer-in-Training examinations.

These examinations will be held on Saturday, January 7, 1967, only at the following locations:

Detroit — Rackham Building

Houghton — Michigan Technological University

Ann Arbor — University of Michigan

East Lansing — Michigan State University

The Architect-in-Training examination covering the Exam G, Structural portion of the Architect examination, is a 5-hour examination, which will be held from 8:00 A.M. to 1:00 P.M. The Engineer-in-Training examination, which covers fundamental engineering problems and design problems, is an 8-hour examination, which will be held from 8:00 A.M. to 12:00 Noon and from 1:00 P.M. to 5:00 P.M.

The deadline date for filing applications by new applicants to these examinations is November 15, 1966. Call or write the Registration Board, 200 Lafayette Building, Detroit 48226, 313-222-6340.

Correction

Two buildings which appeared in the Building Technology article of the August issue of the MSA Monthly Bulletin were improperly identified. It should be noted that Tarapata-MacMahon Associates, Inc. were architects for the General Motors Institute in Flint, Michigan and East Hill Junior High School. Hickson-Costigan, Inc. served as general contractor for the East Hill Junior High School.

"Marching Along — Together?"

Address by George E. Kassabaum, A.I.A., Vice President, The American Institute of Architects, at the 23rd Mid-Summer Conference of the Michigan Society of Architects, Mackinac Island, Michigan, August 5, 1966.

I suppose if enough architects attended enough meetings of architects and heard enough speeches about architects, they would all come to the conclusion that the profession's condition is largely hopeless. A speaker may not be gloomy by nature, but over the years someone has decided that no one wants to spend their time listening to sweetness and light.

In Mackinac, on a wonderful night in August, it takes effort to be pessimistic about anything. When the year is 1966, this is especially true when you think about today's practice of architecture. Most of us are busier than we have ever been before, and the experts tell us that we are going to get even busier as the population grows. We have a rich palette of new materials and techniques where just a generation ago there were only a few. We live and work in the richest country of all time. And on, and on, and on. Truly, today's architects should be among the world's most satisfied men.

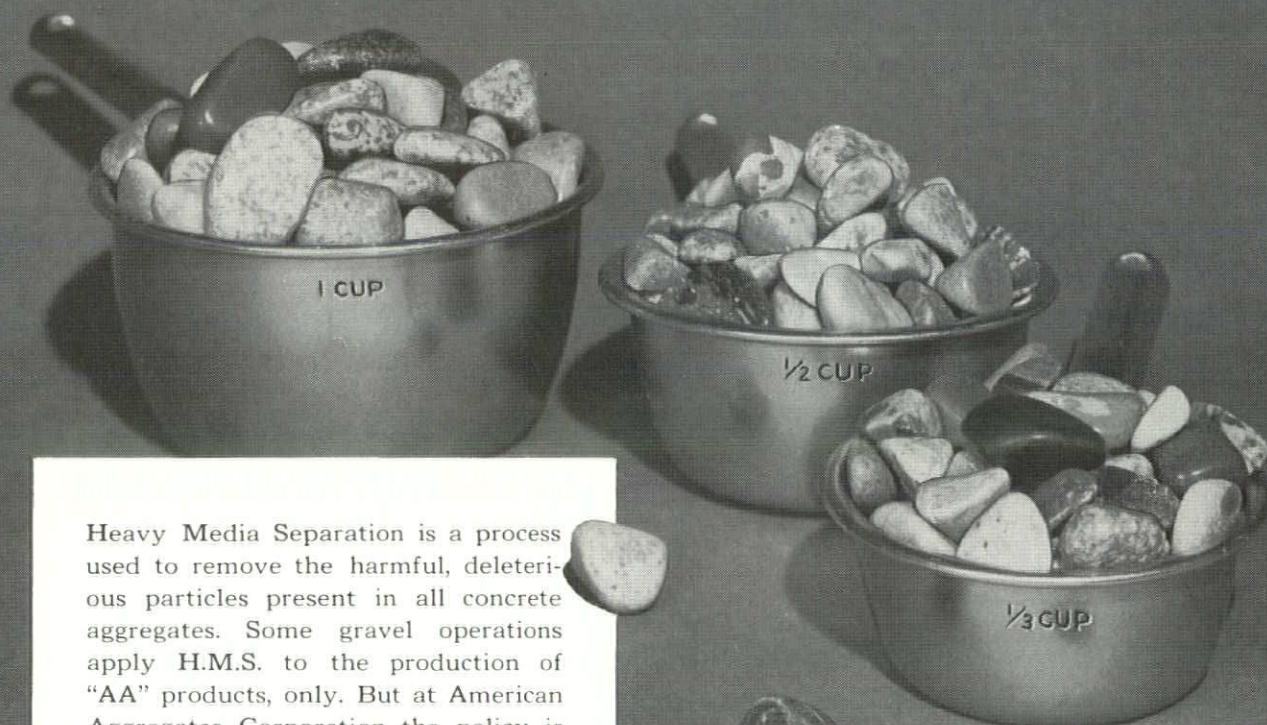
But of course, we aren't. We are really quite frustrated. So, where the conditions are right and the results are wrong, maybe there are things that justify our being uneasy in a time of apparent sweetness and light.

I don't know most of you well enough to know whether you spend any time thinking about the future of the profession or not. Maybe, as an individual architect, you feel you can afford not to. I sometimes feel that if my national participation had not exposed me to the experiences of so many other architects, I would be included to think only of the immediate problems of next week's prac-

Continued on Page 30

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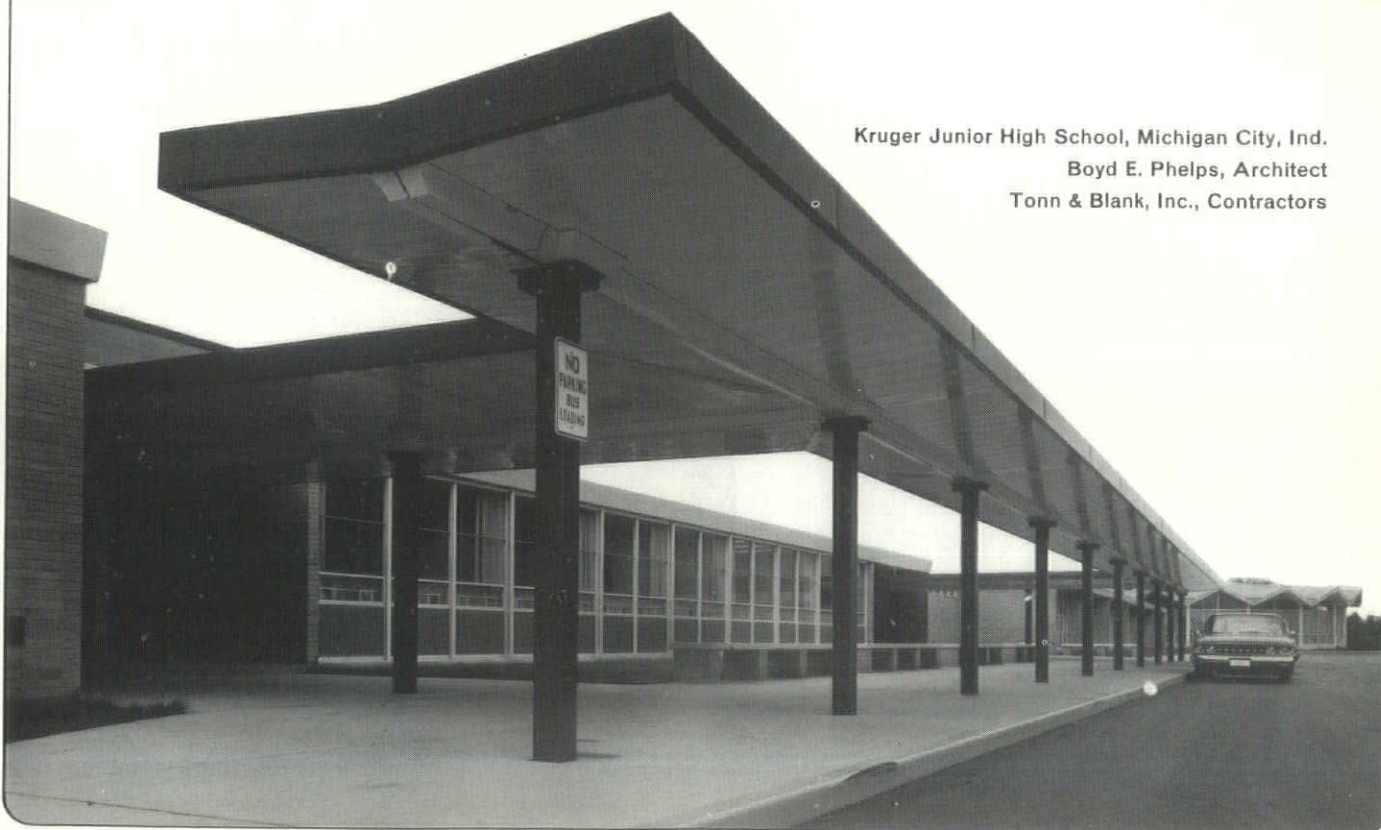
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ARCHITECTURE OR ORGANIZED SPACE?

This month's guest editorial was written thirty seven years ago by K. Lonberg-Holm for publication in the Architectural Record. It was rejected for publication at that time because it was deemed too controversial, even though Lonberg-Holm was given a position on the staff of the magazine. Lonberg-Holm was born in Copenhagen Denmark in 1895. Educated as an architect he came to the United States in 1923 to study American industrialization and after visiting New York and Chicago he settled in Michigan. Lonberg-Holm spent six years in Michigan and during that time taught architecture at the University of Michigan, and was employed by Smith, Hinchman and Grylls in Detroit and the Detroit Edison Company. It is interesting to note that Lonberg-Holm's emmigration preceded that of the other great European architects by some fifteen years.

After his work in Michigan, Lonberg-Holm was hired by Architectural Record and later by Sweet's Catalog. His article written while in Detroit in 1929 is as pertinent today as it was then and it is noteworthy that his thoughts were written after six years in the industrial heart of the United States. Lonberg-Holm's work with Sweet's-Catalog has done much to affect the nature of architectural practice and product design in the United States. Now a resident of New York he continues his quest concerning the changing nature of architecture. His 37 year old article reminds us, however, of the very slow progress that has been made in developing an architecture suited to our technological capabilities.

Our increased understanding of social morphology and human affinities to time, space, and matter has not yet been methodically applied to the building problem. It is generally assumed that this problem will be able to solve itself, left to the self-interests of business, politics, real estate and owner.

The result is discouragingly evident. Our cities are impressive only in mere size of amorphous form. We have progressed mechanically and structurally; but our housing is expensive and inadequate, our architecture an escape from reality. Only purely utilitarian structures show unity of purpose, function and form.

The malady is recognized by the architectural profes-

sion, but the true cause is not understood. Consequently the architect resorts to the most immediate expedients and offers superficial remedies in "modernized" architecture and in increased architectural service.

An unsatisfactory solution of a given problem may be caused by an unclear or contradictory program, inadequate instruments and working methods, or both. More architecture cannot change the anorganic structure of our cities. The solution lies in appropriate city-planning; but a new conception of city-planning based on a clearer understanding of the organic functions of a community must lead to a reorganization of the tools and agencies engaged in the building process.

The building activity of a human society is a continuous space-organizing process, determined by the cosmic orientation of the social group—its religion or philosophy, and its space-time conception. The continuous change in the social order is accompanied by a corresponding change of the tools and methods employed. Arts and crafts become science and industry. An organic social structure is possible only when social functions and building process are guided by related fundamental laws.

Science has changed man's relation to nature and to society. The individual and society alike are forced to find a new balance, a new synthesis. Relations to a visible world have become relations to invisible energy. We have discovered the close relations between phenomena apparently unrelated and gained a new understanding of the growth of a civilization. Illusions have been destroyed. New needs exist, particularly the necessity for a reorganization of life and society to deal with the new reality. We enjoy form as a demonstration of function, and have extended and deepened our conception of beauty. We are sensitive to new qualities.

Matter, light and color we conceive as visible energy that can be measured and harnessed. Ornament and decoration have lost their value as symbols and have become atavistic exhibitions. We have discovered new relations between our physical surroundings and our physiological and psychological reactions. Aesthetics has become psychology; time, a new dimension.

The speed of mechanical transportation has been increased; consequently our sense of distance, our spatial scale, has been altered. The illusion of matter as a solid

1929-1966

has been destroyed. Our space is an open space, a space we conquer and penetrate—not a space we close off. Instead of cities closed in by fortifications we have the metropolitan region existing as a sum of relations between individual units; instead of solid stone construction, metal tubes and trusses; instead of pressure, tension; instead of steam, electricity.

The architectural ideology based on aesthetics has lost its validity in the industrial society. The conception of architecture as a fine art in contradistinction to the creations of science and technique, and the resulting conception of form as a value in itself, has brought the architect to exhibit an instinctive antipathy toward the industrial society's mass-production and toward its negation of arbitrary and absolute form, mass, gravity, and of buildings as monuments and media for self-expression.

For him the law of economy applied to time, space, and form—types and norms—become restrictive instead of creative. Afflicted with this antipathy toward his actual environment and with a related desire to beautify, i.e., escape the new reality, he deals with form instead of space, ignoring the form-creative process. His form is consequently insignificant and amorphous. Design is limited to the surface, and deteriorates to mere decoration in his concessions to the fleeting fads of the hour.

The victim of aesthetic inhibitions, the architect has lost his leadership. From a professional man with a professional ethics he has become a business man subject to the whims of the buyer.

The progressive architect acutely realizes that his problem means ultimately the negation of his profession. He has no power to meet his dilemma through his architectural work. As an individual business man, he cannot afford the research work necessary for the proper execution of his ideas; moreover, he is confronted by the gulf which separates him from a client unsympathetic toward an experiment at his expense. The rare exceptions from this do not alter the general aspect of the situation. And professional organizations have the problem's solution still less within their command since they are primarily interested in the protection of professional interests.

Collective problems require collective thinking and collective work. Industrial organizations are logical instruments for an industrial age. They function rationally in

several distinct divisions, namely, scientific research; social contact or sale, dependent upon the establishment of a basis of understanding between the laboratory and the consumer; production based on modern machinery and economy, the striving for types and norms, the constant elimination of superfluous matter and obsolete form, thereby attaining the material achievements of our day and simultaneously creating a new plastic reality. We must learn to apply these modes of an industrial age to the building problem.

Our cities and buildings are organized space, space-machines to facilitate the free function of human and social needs: working, playing, mating, resting, thinking, and creating—needs and human relations seen in the light of contemporary knowledge. These spatial structures must be flexible and always conform to the functions of life. They have no independent value in themselves. The plastic elements—material, light, and color—should be organized in accordance with social, physical and psychological determinants. The utilitarian factory differs from the living quarters and the emotional stage-setting only in the intended function. The creative process is the same.

Acknowledging the full scope of its implications, it must be admitted that this is a complex social problem. Its successful solution must depend upon the collective efforts of:

research,

planning,

Building industries, specialized according to types.

The organization of progressive forces in architecture, engineering, industry, and sociology would be the logical procedure for a conscious transition from the present division of work to the inevitable future. The functions of this organization would be:

To act as a clearing house for individual research,

To create an economically independent research institute.

The research work—analysis of problem, the determination and definition of types and norms, collection and organization of material—would provide the basic factors for:

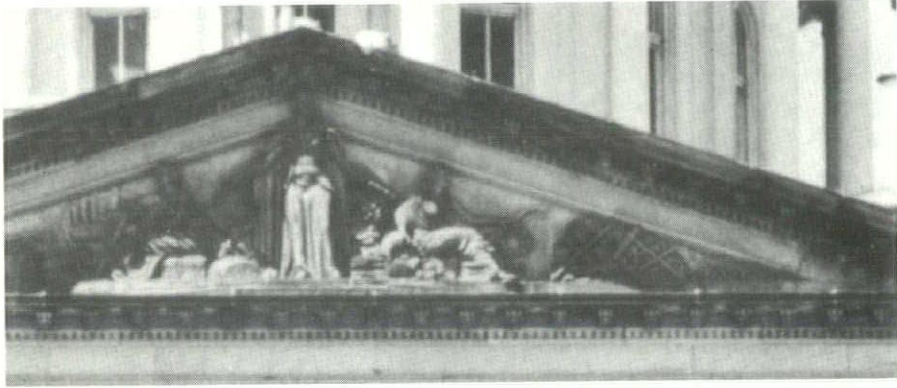
The public instruction—the use of contemporary publicity instruments to create a new attitude in the public.

An experimental school—to develop new builders.

Detroit, September 1929,

K. Lonberg-Holm.

preservation



1966 * The age of the "throwaway."
Throw away cans, throw away bottles,
KLEENEX, throw away paperbound
knowledge, throw away high fashion
papermade dresses, throw away auto-
mobiles, throw away houses, throw
away people.

Preservation is remembered as a
nostalgic idea grandmother had con-
cerning the keeping of peaches, pears
and strawberries (before freezing and
artificial coloring were added to our
technological arsenal).

Architects, something like grand-
mothers, are traditionally concerned
with preservation. Usually, they are
concerned with preserving the work
of other architects. Perhaps this con-
cern is derived from a dormant hope
that someday someone will, in turn,
be concerned with preserving their
work. But to the contrary, in our
hurry to get things "up" we have no
time to concern ourselves with preser-
vation, instead we fear that what we
have designed may be obsolete before
it is occupied.

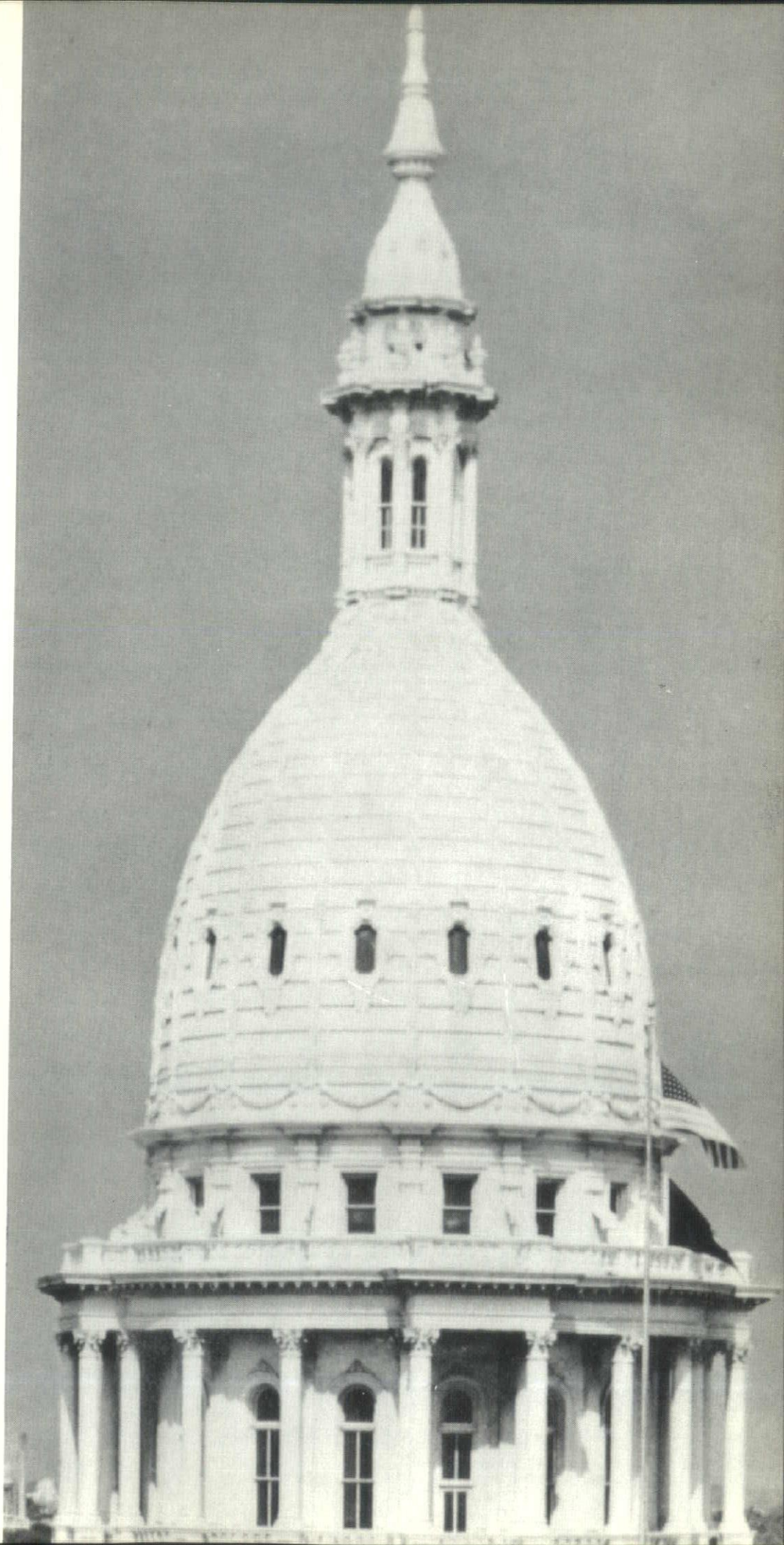
There was a time when obsolescence
could hardly have seemed a factor in
building. And yet as we increase our
standards of comfort and performance
we push more and more buildings
into the dispensable category.

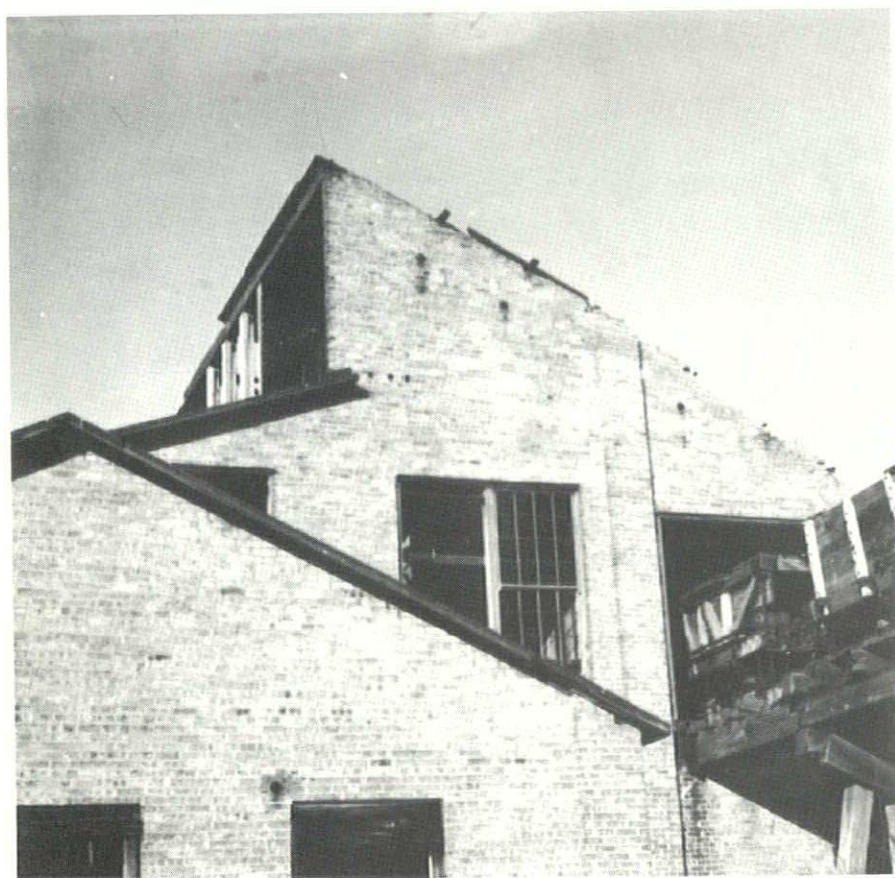
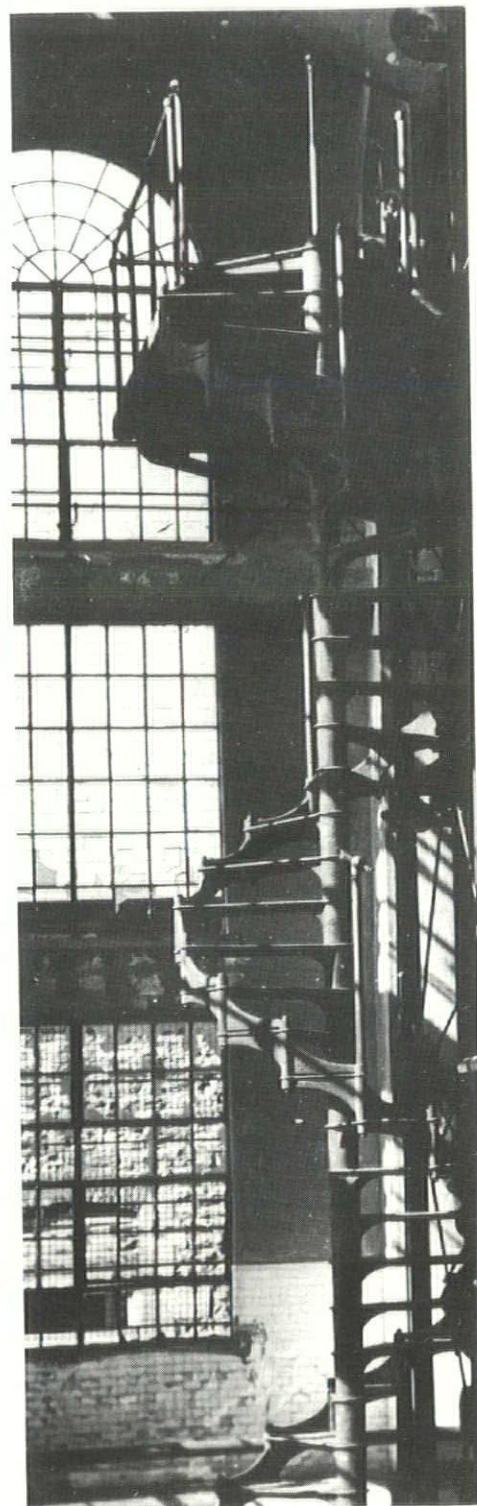
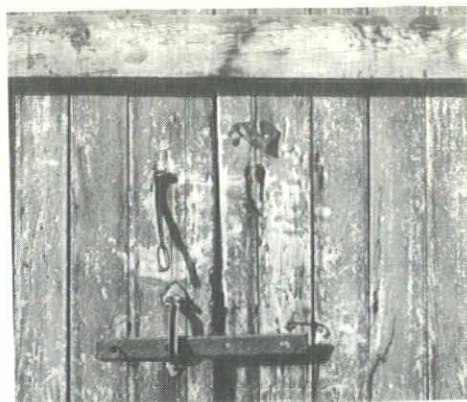
Most of the buildings we would con-
sider preserving for our children's chil-
dren to wonder at are technologically
obsolete, but it is the quality of ob-
solescence that makes the *old* precious
and valuable.

There is a scarcity of buildings built
before the electric age or the sanita-
tion age or the elevator age. Those
which have survived have been run
through by our technological swords,
and sometimes the scars are totally
disfiguring.

There is one building in Michigan
which has faced the sword and has
still maintained its character, the State
Capitol Building. Michigan has the
distinction of having one of the oldest
existing capitols in the States and it
is one which has been altered the very
least. *A REPORT ON THE STATE
CAPITOL BUILDING OF THE
STATE OF MICHIGAN, LANS-
ING**, prepared by the MSA Com-
mittee on the State Capitol, (Gordon
Bugbee, William Kapp, Amedeo
Leone, Kingsbury Marzolf, Warren L.
Rindge, Kenneth C. Welch, David L.
Williams, Richard C. Frank, Chair-
man), bears testimony to the worth of
this building as an object to be pre-
served. The building is one which time
has treated well and one where tech-
nology has only recently touched the
people who use it daily.

**This report will be reviewed in a
later issue of the BULLETIN.*





Ironically, the obliteration of history is one of the prime characteristics of our time. Who might imagine that Detroit had a pre-automotive history. It would seem the concept of the throw away building is an industrial mid-western concept, developed in Detroit. This city with a history that dates to 1701 does well to find a building, still standing, that is more than eighty years old.

Charles Blessing, Detroit's Director of City Planning has noted the scarcity of architectural heritage remaining in Detroit. What is left of even recent history is scattered hither and yon. These buildings can be preserved, however, as demonstrated by Mr. Blessing's proposal for the Forest Park Community. "One of the most significant ties to the past will lie in the preservation, wherever possible, of a rather large group of fine old churches

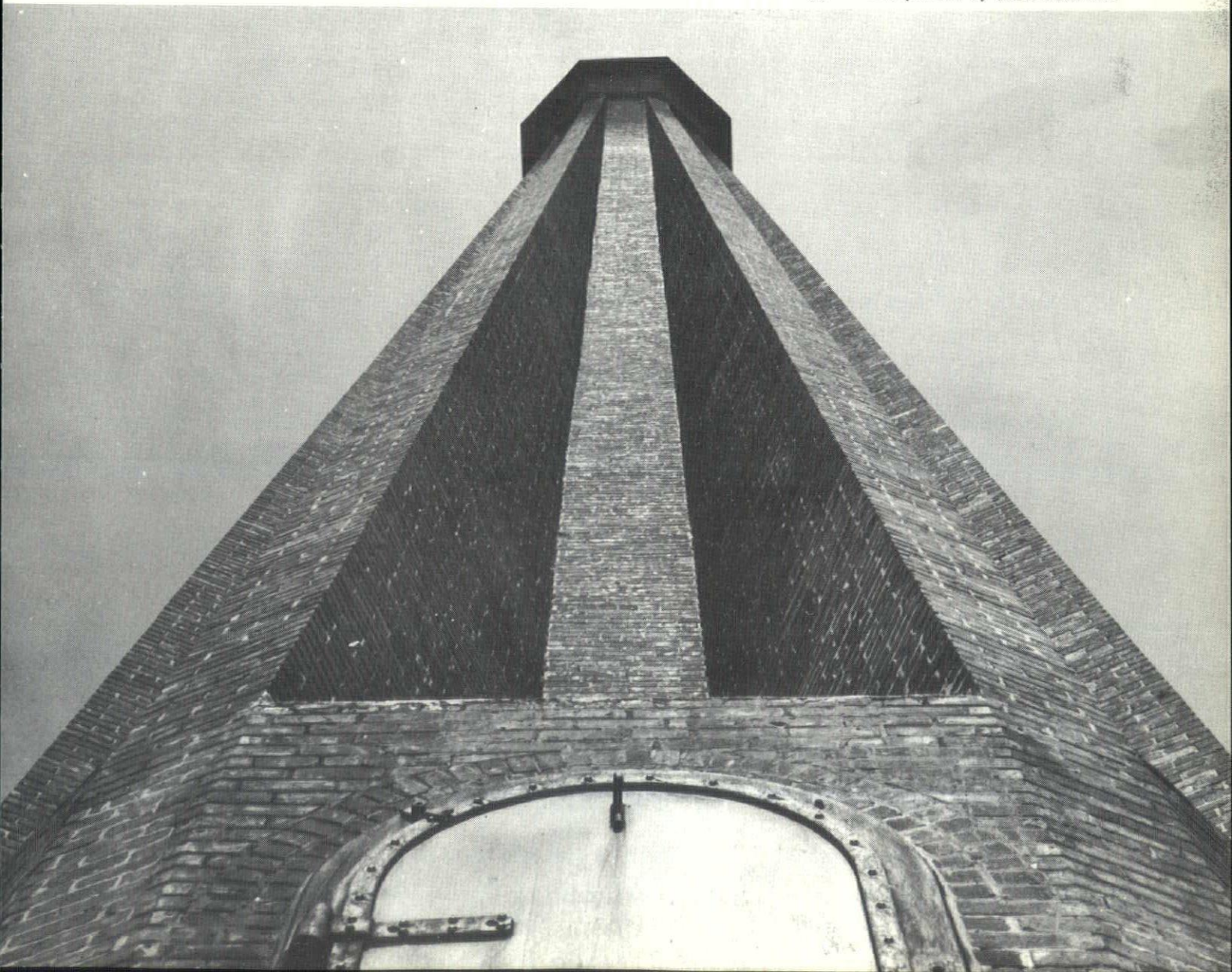
such as the parish churches extending along Canfield Avenue from the Chrysler Freeway to Mt. Elliott. These include: 1. St. Josaphat's, 2. Sweetest Heart of Mary, 3. St. Albertus, 4. St. Elizabeth's. In the present design studies of the Forest Park Community, each of these churches will play an important role in the future community." As each year brings new improvements to the building industry and the art and science of architecture so too does the value of history and old things increase.

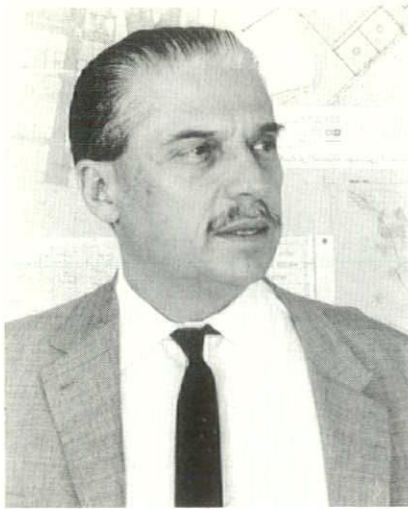
Perhaps even more precious than a single building is a total environment which has been created, used and idled by our fast changing society. In Michigan such environments exist in the Upper Peninsula. The copper mines, now abandoned, were not built as architectural monuments, yet, the integrity and sense of purpose built

into these structures is testimony to that era of American life, now passed, when faith in doing things well was a part of daily existence.

As these structures continue to stand, despite the ravages of time and weather, one's admiration for them grows. The buildings present a curious juxtaposition of forms, sometimes urban, sometimes rural, brutal, delicate, hand and machine made, simple and complex. They have all the ambiguities of great architecture. We cannot, again, produce its kind. To preserve this environment which represents an important epoch in the history of Michigan and American development would be both a credit to the men and ideas who built it and our own time. To the next generation and the next it could serve as an example of throw away architecture, too sensitively done to be thrown away.

copper mine photos by Jack Murchie





PRESENTATION OF THE DEVELOPING URBAN DETROIT AREA RESEARCH PROJECT: BY DR. C. A. DOXIADIS

Dr. C. A. Doxiadis is an internationally recognized authority on planning and urban development. He started his career as Chief Town Planning Officer of Greater Athens Area in 1937 and later served as Head of the Department of Regional and Town Planning in the Greek Ministry of Public Works. From 1945 to 1951 he served as Minister of Public Works. From 1945 to 1951 he served as Minister and Permanent Secretary of Housing Reconstruction and as Minister-Coordinator of the Greek Recovery Program. Dr. Doxiadis founded in 1951 Doxiadis Associates, an international consulting firm for planning and development. His services have been used by the United Nations, the International Bank of Reconstruction and Development, the governments of Ghana, Greece, India, Iraq, Jordan, Lebanon, Libya, Pakistan, South Vietnam, Spain, Sudan and Syria, as well as by many private organizations around the world. Doxiadis is founder and Chairman of the Board of Directors of the Athens Technological Institute and teaches ekistics in its Athens Center of Ekistics.

Dr. Doxiadis has been awarded the Sir Patrick Abercrombie prize of the International Union of Architects (1963), the "Cali de Oro" award of the Society of Mexican Architects (1963), the award of excellence of the Industrial Designers' Society of America (1965), and the Aspen award of the Aspen Institute of Humanistic Studies (1966). He is the author of several books and has received honorary degrees by several educational institutions such as Swarthmore College (1962), Wayne State University (1964), Northern Michigan University (1965), The Detroit Institute of Technology (1966), and University of Rhode Island (1966).

Of great significance to all who are partners in the future of an ever growing Detroit is the research project in which Doxiadis Associates is now engaged. It is sponsored by Detroit Edison in cooperation with Wayne State University.

The study concerns an area of more than 20,000 square miles in Southeastern Michigan, Northern Ohio and the Province of Ontario—the region that is influenced by the economic dynamism of Detroit. The research will require a total of some five years to complete.

Part One was begun in January 1965 and the results will be published this November in a solid and profusely illustrated volume. This will present the inventory and preliminary analysis of data, gathered from many sources, on the geography, geology, climate, natural resources, energy, economic development and urbanization of the developing urban Detroit area.

Part Two of the project is completed and the results will soon be published. This phase of the study concerns the formulation of alternative projections of urban growth and establishes the methodology for the studies that will make up Part Three.

During Part Three the project people will develop specific and acceptable plans for concerted action in Southeastern Michigan for planning the course of urbanization to the year 2000. Dr. Doxiadis believes, quite rightly, that this is a fairly short period for looking ahead, but at least a substantial start in the right direction. Ideally, urbanization should be planned 100 and 200 years ahead.

At our meeting Dr. Doxiadis will present the most significant results of Parts One and Two of The Developing Urban Detroit Area Research Project, which has been described as the most extensive and ambitious endeavor of its kind ever undertaken in the world. It is justified by the tremendous potentiality of Detroit, Southeastern Michigan and the Lower Great Lakes Region.

Tickets for the presentation at the Engineering Society of Detroit on October 25, may be purchased at the office of the Detroit Chapter American Institute of Architects, 28 West Adams, Detroit. Single reserved seats in the auditorium are \$5.00 each. The public is cordially invited to attend.

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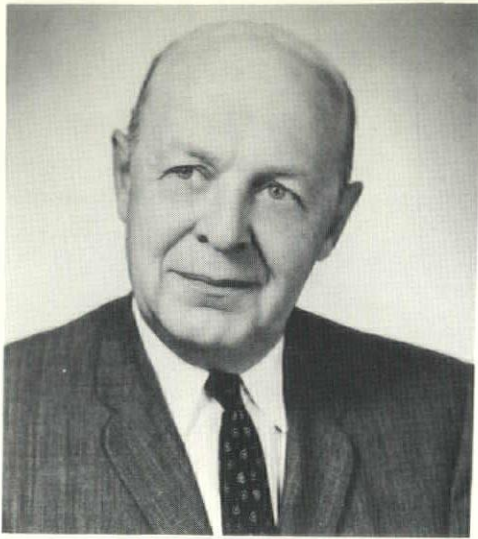
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Editor's Note: Please advise the Monthly Bulletin office of any corrections or additions to this Roster.



Leslie B. Butler

LEGISLATIVE ADVOCATE

The MSA has a voice in Lansing. The appointment of a legislative advocate should mark a mile stone in the role architects may play in the affairs of the State of Michigan. It will now be possible to effect a dialogue with the State Legislature which can clarify our hopes, aspirations and concerns for the State and its future.

The amount of legislation which will affect architects or the architectural profession, directly or indirectly, has grown considerably this last year. Robert Wold, AIA, MSA President, has noted an increasing number of communications from the Governor's office and the legislature asking advice on matters relating to the State. The increase in communication is encouraging but, at the same time it must serve as a warning. As the legislature and executive office of the State continue to explore matters which concern the design and preservation of our environment, so too does our responsibility grow in providing our state representatives with proper insight into the problems they confront.

The legislative advocate is our voice. It is now our responsibility to take the initiative in those matters which concern us most.

Leslie B. Butler, of the law firm of Cummins and Butler, Lansing, has been appointed Legislative Advocate for the Michigan Society of Architects, effective August 1966.

Mr. Butler, a graduate of University of Michigan Law School, is a long-time resident of Lansing and an active influence in many areas of government. He has been Executive Secretary to Governor Fitzgerald and to Governor Dickinson, and Chairman of the Republican State Central Committee for the years of 1939 thru 1941.

Currently representing the Certified Public Accountants, and the Life Insurance Companies in Michigan, Butler is well versed in the activities of professional associations and well qualified to represent the Architects of Michigan.



FRANCIK

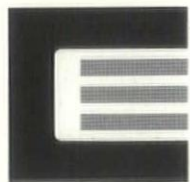
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ENVIRONMENTAL CONDITIONING

THE CONDITIONED ENVIRONMENT TODAY AND TOMORROW was the title of a conference for Architects and Consulting Engineers held in the late Spring of this year and jointly sponsored by the MSA, Michigan Electric Association and The U of M Department of Architecture.

The conference presented two specific points. One, our understanding of man's reaction to his environment is still incomplete. Two, the technological means at our disposal for controlling environment are becoming increasingly sophisticated. The integration of heating, cooling and lighting systems can be seen as a major technological break through. The advantages of considering lighting and air-conditioning as one system were illustrated in two presentations made at the conference.

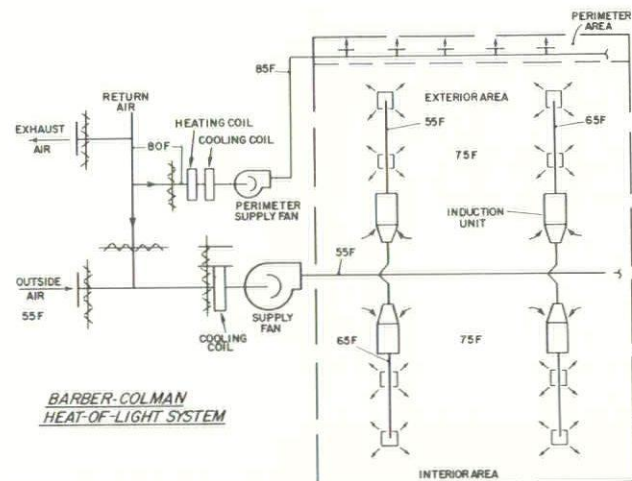
HEAT OF LIGHT

Robert B. Darling, Executive Sales Director of Barber-Colman Company presented the concepts which are employed in his Heat-of-Light system. The concept is quite simple. Light energy is also a source of heat energy. With the increased amount of illumination within buildings the heat energy from the light source can provide most of the heat needed during the winter if used in the right way. The lamp heat is free since it is a by-product of light, making the cost of the small amount of auxiliary heat inconsequential regardless of the type of fuel used. As lighting levels increase, especially in structures such as office buildings this concept seems to be, in fact, quite a practical one. For every unit of energy produced by fluorescent lamps only 1/6 results in light, the other 5/6 being generated in the form of heat.

As used by the Barber-Colman Heat-of-Light system the first step toward minimizing the effect of lamp heat on the space, and consequently on the air conditioning system, is to keep as much heat of light as possible from entering the occupied space. To accomplish this, lighting fixture manufacturers have developed a new line of fixtures called "Heat Extractors". Each fixture is provided with an opening at one end permitting return air to enter the lamp cavity, pass over the hot lamps picking up heat, and then pass through a top opening at the opposite end, carrying heat into the ceiling cavity. Fixture manufacturer's tests proved that as much as 85% of the heat generated by the lamps can be extracted from the fixture and deposited in the ceiling plenum.

As mentioned before the lamp heat now in the ceiling cavity is free heat. It is the by-product of energy purchased for another use. One way to keep this heat free—as an asset—is to use it for reheat or tempering purposes in the local zone systems, in place of hot ducts or reheat coils.

To accomplish this, an all-air induction unit is installed right in the ceiling cavity, directly over, or as close as pos-



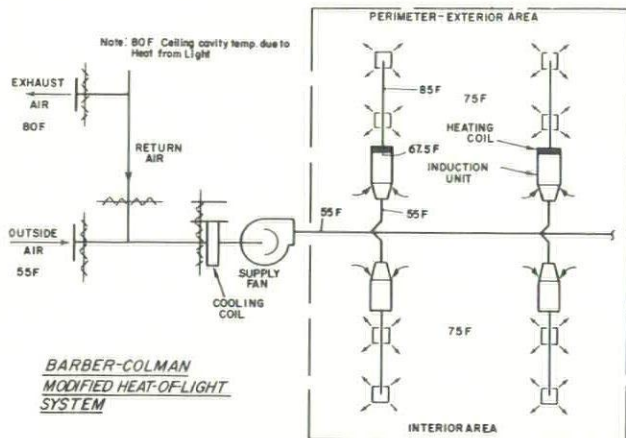
A typical Heat-of-Light system is shown above. In the HOL system, 55F outside air is fed to all induction units through a single duct. When tempering is needed, the Jetronic units mix warm air containing Heat-of-Light with cool primary air. Heat is introduced only at the building perimeter (where heat losses occur) through a perimeter air "skin" system. Warm return air at 80F-85F (with light heat in it) is available for transfer directly to the perimeter air system for heating. Compare this system with conventional economizer systems which require heat to reheat the interior air, plus large amounts of additional heat to warm supply air from 55F to 80F-85F for exterior areas.

sible to the zone it is to serve. This unit is connected to a single, cold air, medium pressure duct. It is capable of inducing varying quantities of the hot cavity air to provide a comfortable space temperature; even during the summer cooling season, some heat for tempering is needed to satisfy changes in solar effects and occupancy variations.

When the space thermostat calls for full cooling, only primary cold air is delivered to the diffusers. When the thermostat calls for less cooling, the primary air damper within the unit starts to close and the induced air dampers start opening, allowing the hot cavity air to be induced and internally mixed with the cold primary air, and then delivered to the diffusers.

Flexibility of design is not just the ability to change occupancy use economically. Flexibility can also include the capability to economically change air conditioning requirements as well.

Frequently tenants will demand more zones than were included in the original design. Added executive space or conference rooms are typical examples of this. The units just described require only a single cold air duct connection, so they become an economical way to change air conditioning to suit tenants' demands.



A modified Heat-of-Light system is shown above. This modified system is similar to the standard Heat-of-Light package, except that there is no perimeter or "skin" system. This modified system is designed to accommodate two conditions . . . (1) A building where a perimeter air system cannot be used, or (2) a geographic area where weather conditions are so mild that no perimeter heating system is needed. This modified system uses Barber-Colman Jetronic units with heating coils attached to allow for economical economizer cycle operation. In this system the Jetronic induces Heat-of-Light as a 1:1 ratio . . . one-part warm air (80F) from the ceiling cavity with one-part cool primary air (55F). Mixed air up to 67.5F can be delivered before it is necessary to supply heat from the heating coils. With this approach heat is not added until the cool primary air is mixed with warm plenum air. With conventional systems, heat must be added to 55F air for interior tempering and exterior heating.

Although the Heat-of-Light concept has many applications, it is not a cure-all for every air conditioning problem.

In order to eliminate the possibility of misapplying the system, a computer feasibility system is available to eliminate otherwise tedious and time-consuming calculations on the part of the mechanical engineer, to determine beyond question whether the system will perform satisfactorily on a particular project. The feasibility study also provides the architect and engineer with fundamental system information such as: Air quantities and air temperatures needed, glass shading and insulation, tonnage requirements. As an example, a recently conducted feasibility study of a building using 6.6 watts showed that the planned use of thermopane glass and extra insulation was unnecessary.

LITE-THERM

A second system was presented to the Conference by

Gershon Meckler, Vice President of Environmental Systems Corporation, a subsidiary of Lithonia Lighting, Inc. The Lite-Therm system intercepts radiant heat from luminaires and the sun to provide a comfort conditioning system which responds automatically to changes of climate assuring complete control through a twelve month cycle. The technique used by the Lite-Therm system uses non-refrigerated water to control heat gains from the sun and lighting fixtures before that heat enters the occupied space. Non-refrigerated water is circulated through louvers located inside the building adjacent to exterior glass areas and through the lighting fixtures. Because the heat from these two sources is generated at high temperatures, the use of non-refrigerated water is an extremely effective and economical method of absorbing that heat. The heat thus absorbed can be rejected when cooling is required or utilized when heating is needed.

Heat Removal

Non-refrigerated water circulates continuously through lighting luminaires and vertical window louvers. The water captures up to 70% of the lighting input energy and 88% of the solar heat and rejects it through an evaporative cooler located outside the building. Result: A major reduction in the amount of refrigeration and air distribution normally required to cope with these heat loads.

Heat Utilization

Since heat losses normally occur at the perimeter of a building, the heat from the lighting fixtures is transferred through the non-refrigerated water to the louvers at the perimeter glass areas to offset these losses. Result: The heat from lighting fixtures is not wasted, but is used to heat the building.

Economics

The system removes large amounts of heat before it can enter a room . . . and when necessary, uses it to heat the building.

In comparison with conventional all-air systems, the use of non-refrigerated water as a heat-transfer means reduces the amount of air required by as much as *two-thirds* and refrigeration by approximately *one-half*. Net result: Significant savings in first cost and operating cost through economies in duct capacity, building volume, conventional refrigeration and heating equipment, and fan refrigeration horsepower and energy utilization.

Lite-Therm Louver

The Lite-Therm louvers are mounted inside the building adjacent to the perimeter glass areas. The louver blades are made from extruded aluminum and have a hollow center core through which water is circulated. The blades are

connected to concealed manifolds which are in turn connected to the water-transfer system.

In operation, the louvers are automatically controlled from the open position by a solar cell which rotates the louver blades so that they intercept the sun rays, absorbing heat and controlling glare. Positioning of the louvers can also be accomplished manually.

Lite-Therm Luminaire

The Lite-Therm luminaires are similar in exterior appearance to any conventional fluorescent lighting fixture. They differ from conventional fixtures in that they have embossed water tubes integral with the reflector housing through which the non-refrigerated water is circulated. As the water circulates, it absorbs the heat from the lamps and ballasts, achieving greater light output (approximately 12%).

Lite-Therm luminaires can be furnished for either recessed or surface mounting, with a variety of shielding mediums.

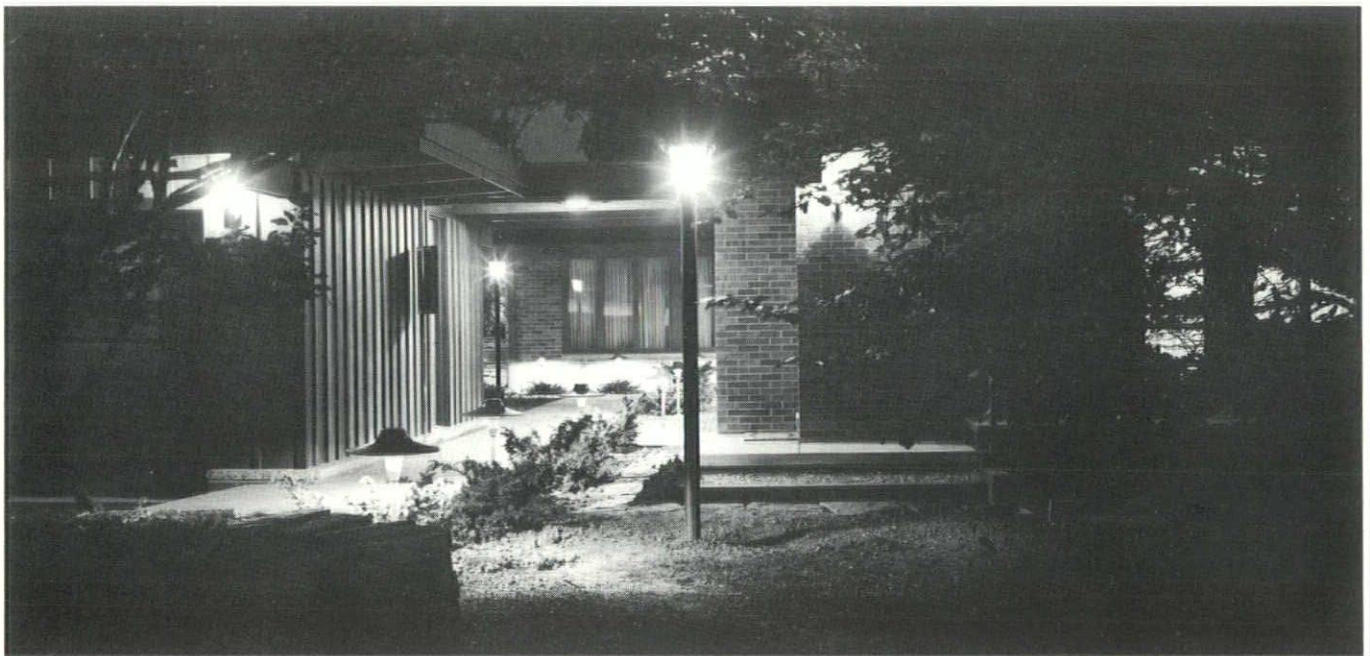
ing a great range in comfort control that can be related to the specific tasks being performed by persons within the controlled environment. The design liaison staff of Environmental Systems Corp. is prepared to evaluate the design variables of any project including the preparation of energy balances and cost analyses with technical assistance in the application of Lite-Therm to system design.

THOMAS ALVA EDISON HOUSE

The Thomas Alva Edison House was recently built for visiting scientists, educators and scholars at the Cranbrook Institute of Science through the cooperation of a number of nationally known and local business firms whose efforts were coordinated by The Detroit Edison Company. Designed by William P. Smith Jr., AIA, Detroit Edison architect, the house utilizes a number of environmental control innovations appropriate to residential construction.

"Comfort Conditioning"

A Chromalox Season-Aire system, manufactured by the



The exterior of Thomas Alva Edison House can be illuminated from a single control.

Control

Simultaneous heating and cooling is accomplished through the use of valves in the water system controlled by room thermostats. Humidity control is maintained independent of the temperature control or heat gain thus allow-

Edwin L. Wiegand Company provides year round comfort conditions. Air is heated, cooled, and humidified or dehumidified as necessary, filtered, deodorized, circulated and ventilated continuously.

The operation of the Season-Aire is 100% automatic.

A master heating/cooling thermostat, automatically switches the entire system from heating to cooling operation and back again to meet any weather condition or inside activity.

Fresh outside air and recirculated air are introduced together into the Central Air unit and tempered by a thermostatically controlled electric heating element. An electrostatic filter purifies even as a charcoal filter deodorizes the conditioned air. The air is both cooled and dehumidified as necessary by circulation through a large, four row cooling coil.



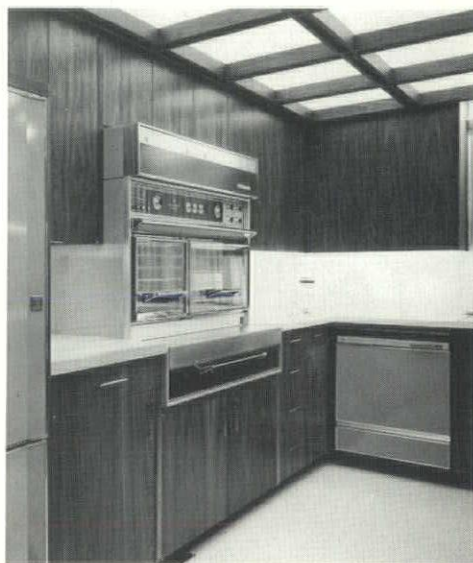
Low velocity conditioned air is distributed at the floor perimeter by Smooth-Aire diffusers. Dimmer controlled lighting is concealed behind valances above the windows.

Low velocity conditioned air is distributed into the living space through patented Smooth-Air diffusers located at the floor perimeter of outside walls. Electric heating elements within these diffusers, controlled by sensitive individual room wall mounted thermostats, provide the exact comfort level desired in each room. These individual room heating elements make it possible to reheat chilled air for a "cool but dry air" effect and thereby offer the ultimate in individual room comfort control during the cooling cycle.

Lighting

The variety of lighting provided by Madison Electric Company. Detroit exemplifies almost every desirable approach to lighting that sets moods, enhances decor or illuminates areas where seeing tasks are difficult.

The kitchen is a good example of light for seeing.



Bright lighting for the kitchen counters is provided by strip lighting under the cupboards. General illumination is provided by a luminous grid overhead.

Recipes must be read, tasks at the sink and at the counters demand good illumination, yet the overall effect must be pleasant and attractive.

Ceiling lighting is of luminous design, using fluorescent strip lighting by Lithonia Lighting Products between the actual ceiling and decorative plastic panels which diffuse the light and give the kitchen a soft glow that eases the eyes as they turn from demanding tasks to general vision.

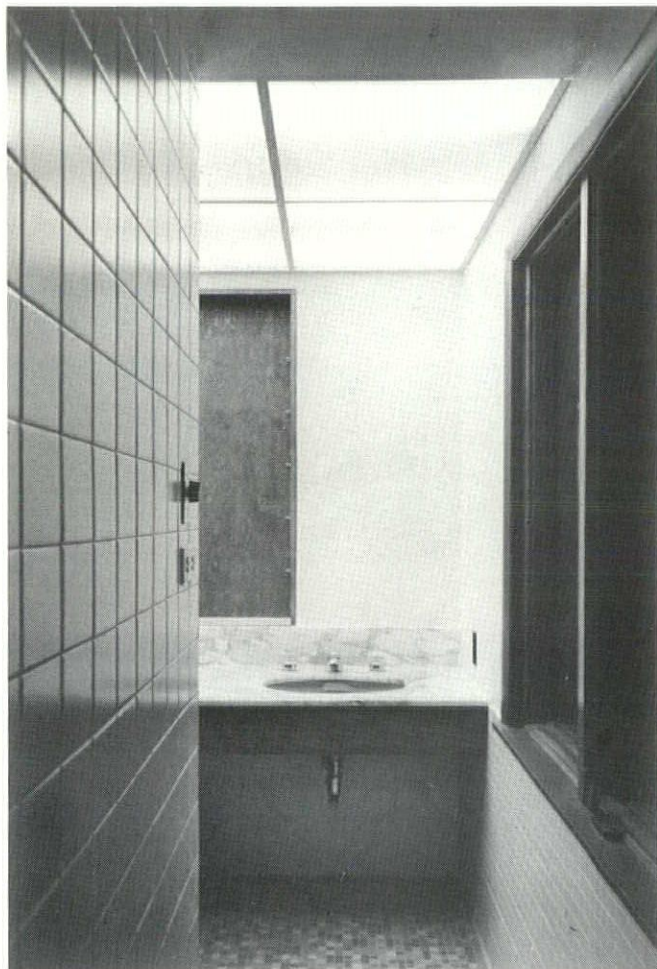
Bright lighting for the counters is provided by strip lighting which is placed under the cupboards to shine on the counters. Two types are used, one manufactured by Wire-mold Company, the other by Sterling Industries.

In the Thomas Alva Edison House dining room three kinds of lighting are installed. Gentle lighting for soft moods is provided by Thomas Industries' MOE channel lighting behind the valances above the windows. It is dimmer controlled.

The sparkle of fine silverware, gleaming tablecloths and luxurious china is brought out in all its beauty by dining room chandelier and pendant fixtures built by A. W. Pistol, Inc. of New Rochelle, New York.

Another example of lighting designed to bring out the nighttime best in decor is in the living room where ceiling cylinder fixtures, built by Progress Manufacturing Company, highlight the handsome furnishings.

Other lighting, by Prescolite Manufacturing Company, is installed in the steps for safety's sake.



Overall illumination is provided in the lavatory by a luminous ceiling.

Wiring

Hidden and unseen, yet the life-blood of Thomas Alva Edison House, are the electrical wiring and service entrance equipment.

Electric service panels by I-T-E are equipped with I-T-E's EQB Circuit Breakers for the utmost in safety and dependable protection. Provision is made for all electrical circuits required in the home now and extra space is available for additional appliances which may be installed at a later date.

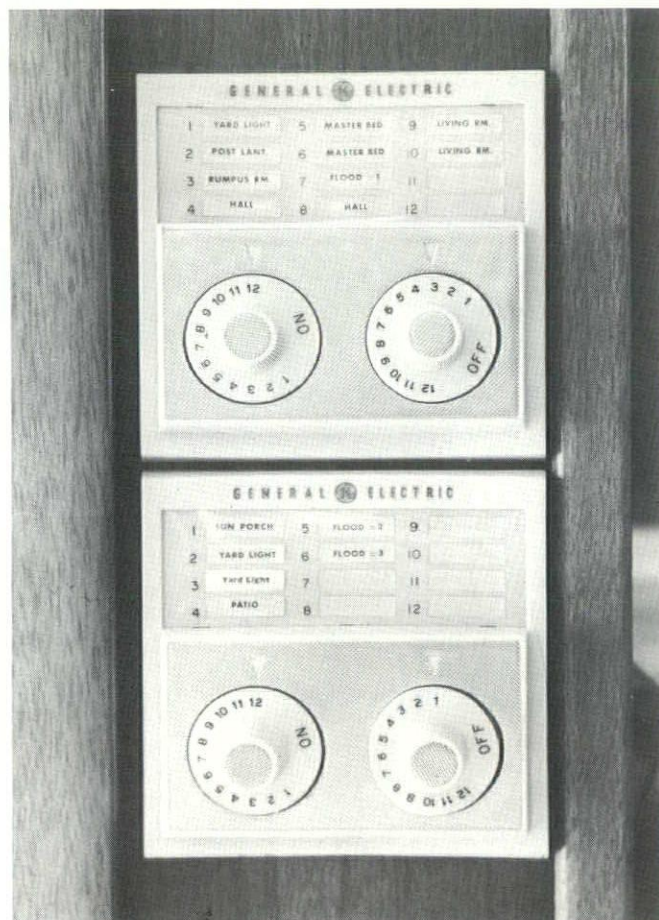
EQB Circuit Breakers are universally accepted everywhere in the United States by local Electrical Inspection Authorities. They meet and exceed all the requirements of

the National Electrical Code and are listed by Underwriters Laboratories, Inc. They provide modern electrical protection with low instantaneous tripping on short circuits and give the dependability of bolted connections.

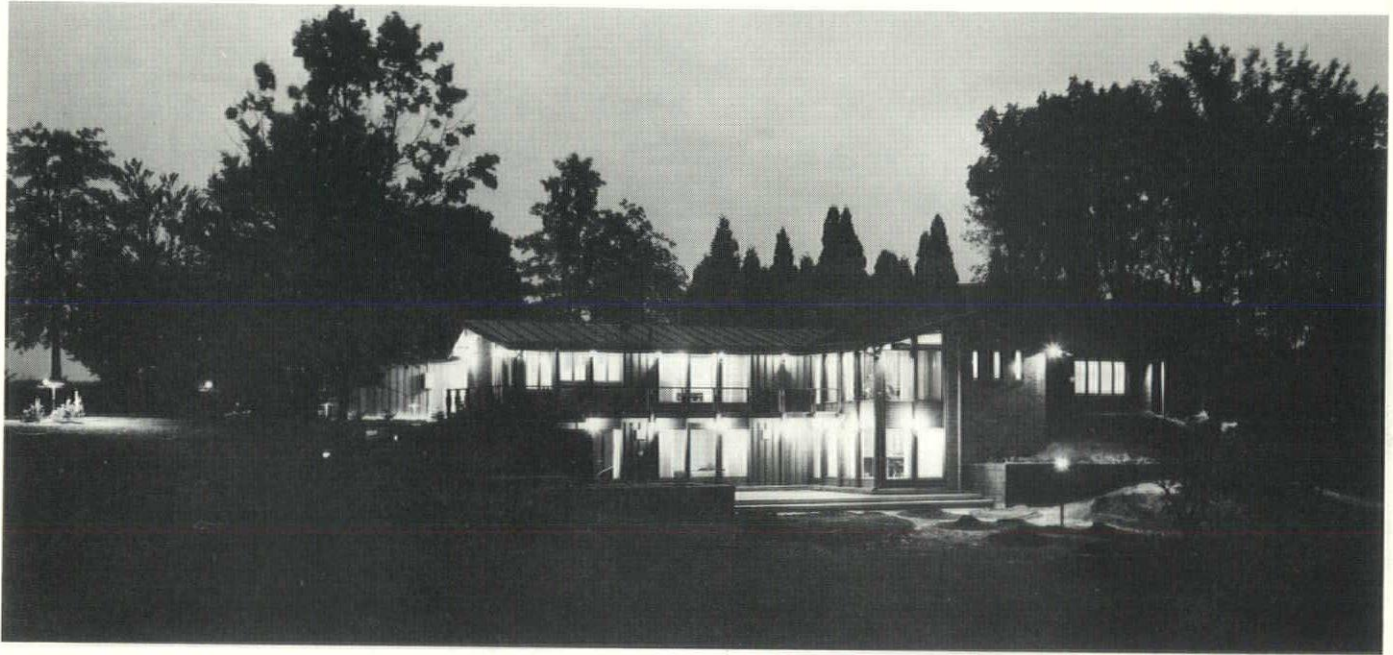
Residential wiring has kept pace with the demands of modern times. And probably nowhere will you find the wiring more modern than in Thomas Alva Edison House.

While many of the requirements could be met by conventional wiring, General Electric Remote Control Wiring is used to provide a flexibility that meets every demand of the modern family.

When the homemaker, for example, is alone she can illuminate from a single control the exterior of Thomas Alva Edison House with reassuring light should she hear a noise during the night. Or she can light a pathway to her



General Electric Remote Control panel for the low voltage wiring system used in the Thomas Alva Edison House.



GE Remote Control wiring system makes it possible to turn on or off every light in the home by pressing a single switch.

kitchen for a nighttime snack or for preparing the baby's formula without even disturbing her husband.

With GE Remote Control Wiring it is possible to turn on or off every light in the home by pressing a single switch, without making the necessary rounds when leaving for the evening or retiring for the night.

The GE Remote Control wiring system uses two circuits: the regular 120-volt circuit which supplies the lighting fixtures and wall outlets, and a 24-volt control circuit using lightweight inexpensive low-voltage wire (similar to a bell-type wire) for all switches and relays.

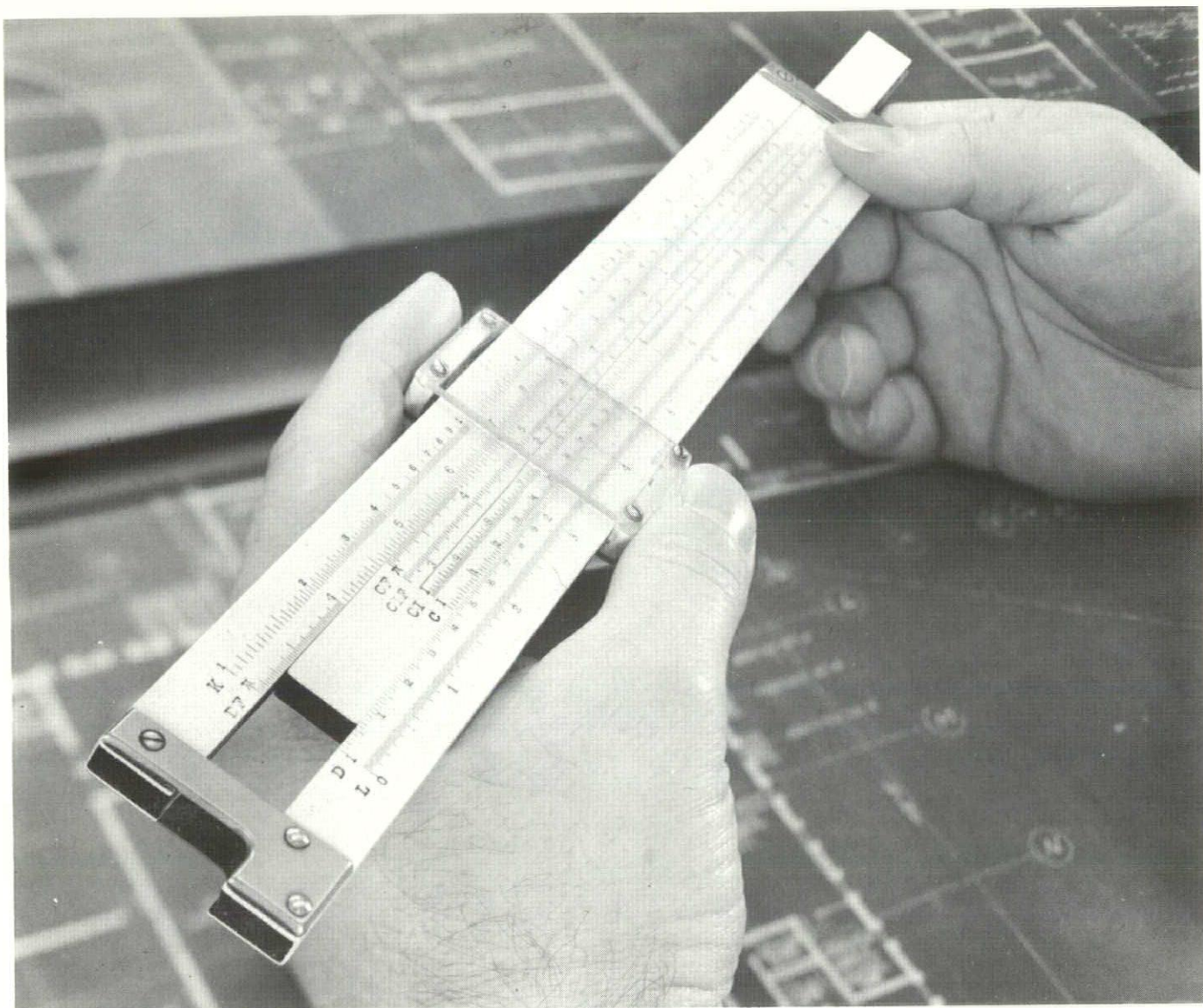
Participating Firms

Firms participating in the development of the Thomas Alva Edison House include:

American Aggregates Corp., American Olean Tile Co., Anaconda Wire & Cable Co., Andersen Corporation, Armstrong Cork Co., Barrett and Baxter Mfg. Co., Berry Door Co., William Beyster, Inc., Boice Builders Supply, Cadillac Glass Company, Century Brick Co., Walter L. Couse & Co., Crane Co., Delaware Clay Co., Detroit Cut Stone Co., Detroit Sterling Hardware, Distagraph, Dow Chemical Co., Dow Corning Corp., Eichstedt & Grissim Assoc., Frigidaire Sales Corp., W. D. Gale, Inc., General Electric Supply Co.,

Gulistan Carpets Div., Hamilton Humidity, Inc., Ilgenfritz Nurseries, Inc., I.T.E. Circuit Breaker Co., Kimball & Russell, Inc., Knight Construction Co., Knoll Associates, Inc., Kuhlman Electric Co., Edward C. Levy Slag Co., Lewco Products Co., Libbey-Owens-Ford Glass Co., Madison Electric Co., B & M Research & Sales, Halo Lighting Products, Kim Lighting, Lithonia Lighting Products, MOE Lighting, Prescolite Mfg. Co., A. W. Pistol, Inc., Progress Mfg., Shalda Lighting Products, Sterling Industries, Inc., Stone Co. Mfg., Wiremold Co., McGraw-Edison Co., Michigan Bell Telephone Co., Michigan Security Systems, Inc., Midland Brick Co., Herman Miller, Inc., NuTone, Incorporated, Owens-Corning Corp., Peerless Cement, Radio Distributing Co., Rosenthal China Corp., Simpson Timber Co., Swanson Manufacturing Co., Turner-Brooks, Inc., U.S. Plywood Corp., Wayside Gardens Co., Westinghouse Corp., Whitson Insulation Co., Edwin L. Wiegand Co., Zonolite Division.

This article has been prepared from material supplied by Mr. Frank North, Detroit Edison Company, Mr. Robert B. Darling, Barber-Colman Company, and Mr. Gershon Meckler, Environmental Systems Corporation.



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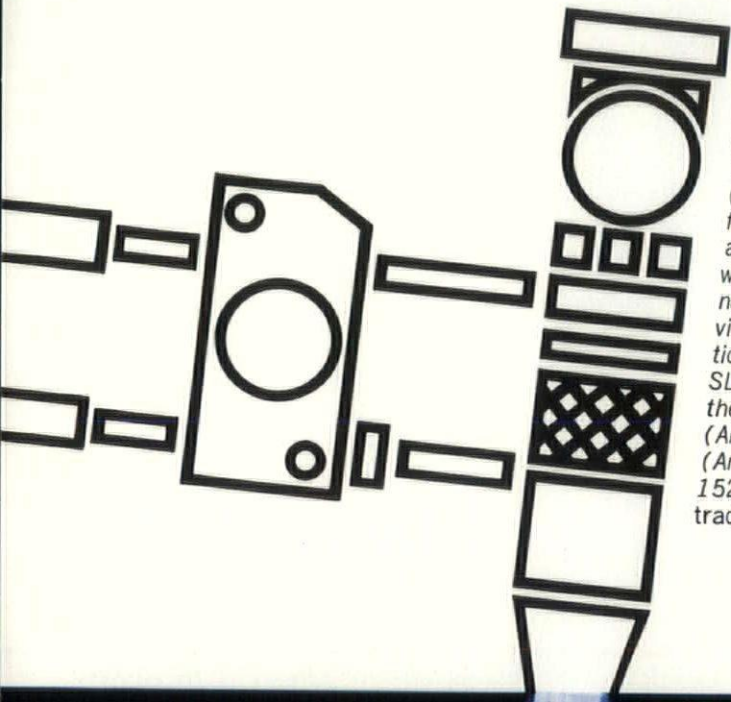
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United States Steel

tice. However, I have had this experience, and I become more and more concerned that the profession, if not each architect, had better take a *long* look, for it appears that it is quite possible that the architectural profession's history book might be about finished.

So tonight it seems appropriate that we should spend a few minutes together thinking about what we can do, today, to keep the book from closing. Obviously, we need a coordinated effort, for, professionally speaking, each architect's experience is a

fragment — like one piece of a jigsaw puzzle with its own size, shape, color — its own individuality, and yet fitting in with other pieces, each individual in their own right as well. To make the most of this fragment, two things are required:

First, there must be enough pieces to complete the picture. So each architect must be willing to share his experience. If we try and keep our little lessons and secrets all to ourselves, we can only remain so badly fragmented that there is no hope of finding a solution to the profession's problems. But, even with enough pieces, a jigsaw puzzle dumped on the

table makes no sense, even though you know that a complete picture is there.

So, a second thing is needed — someone to put the pieces together in a meaningful way. It seems obvious to me that, if the profession didn't have such a putter-togetherer, it would have to invent one; if we didn't have an AIA, we would have to invent one.

My purpose tonight is not to beat all sorts of drums for the AIA. It is imperfect and probably always will be. Any organization that relies primarily upon the work of committees that in turn depend upon the volunteer service of busy members is bound to seem slow and inefficient. But if this is your complaint, then I submit that the correction lies in more volunteers and less critics. Tomorrow's profession needs the thoughtful help of today's architects, for today's practitioners — not today's editors or today's educators — but today's practitioners are the best qualified to find the best solutions to the profession's problems. We need the pieces of the puzzle that only you can give, for I am convinced that there is a need to see the big picture.

And to get really basic, you have to examine the very nature of architecture. Practically every argument that I have ever heard about the importance of architecture has, at one time or another, said that it is important because it is a culture's most all-inclusive statement about itself. Archaeologically speaking, wise interpreters say they can tell us more about a people's



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taught in the schools, said in the marketplace, debated in the legislature and worshipped in the temples. He was a vital part of his community.

Whether I am right or wrong in my historical assumption is not the question you should ask yourself—you should ask if it is true of the great majority of today's architects. Are today's architect's—are you—actively enough involved in today's activities to say that you do what you do because it is a statement of the values of our time rather than a personal expression? I doubt if you can honestly answer yes.

Maybe this is sensed by all of the non-architects who make up the rest of our society. At the beginning I mentioned that we were frustrated, and this seems to me mostly because we feel that our age refuses to allow its architects a serious role. Maybe we have ourselves to blame. If this is right, we have a choice to make. We can retreat into our laboratories and be content with producing architecture for architects—and some will—or we can reconsider our own values and make the tremendous effort that it will take to move out into the main stream of things—and the profession's hope /is/ that enough will.

Only the second course seems to offer any hope. If you agree, then, in turn, we have two directions. The first is to set about to change the scale of values of our time. This is not impossible, for there have been other ages when a merchant would rather buy a new painting than a new carriage. I believe it was Buddha who said that if he had two pennies, he would spend one for bread and one for flowers. So you can't say that it is impossible for an age to place great value on intangible things, but I haven't the slightest idea where to start, and it looks like an impossibly long road. The second choice seems more likely because we have fewer people to convince. We have only ourselves—today's architects.

Perhaps, there are many things we can do, and I hope you will be able to think of things that have not occurred to me. I see four that can and, I think, must be done.

FIRST, we must speak up on important matters, and especially if they affect the development of the environment. Now I know that architects are not unanimous on anything, and perhaps we disagree among ourselves more than others, but we have let this lack of unanimity discourage us from taking a position on *anything*. This just has to be interpreted as a form

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OBITUARIES

Albert E. Williams, AIA, member Emeritus of the Detroit Chapter, died August 15, in Harper Hospital. Born in Bristol, England in 1877, Williams had been an architect for 58 years in the Detroit area. He had been in practice with his brother in 1901 as Williams Brothers, until his retirement in 1958. He was a member of Detroit Commandery No. 1 of The Knights Templar, and Palestine Lodge No. 357, F. & A. M. Williams had been a member of The American Institute of Architects, Detroit Chapter and The Michigan Society of Architects since 1942. A daughter, A. June Williams, survives.

Herbert D. Schmitz, AIA, died on the 22 of August in Detroit. A member of the Detroit Chapter since 1962, he had been in practice with his wife Frances for many years, and both had been members of The Michigan Society of Architects in the early days of its formation. Born in Maguoketa, Iowa in 1896 he graduated from the School of Architecture & Design, University of Michigan, and was a member of Alpha Rho Chi and Tau Sigma Delta.

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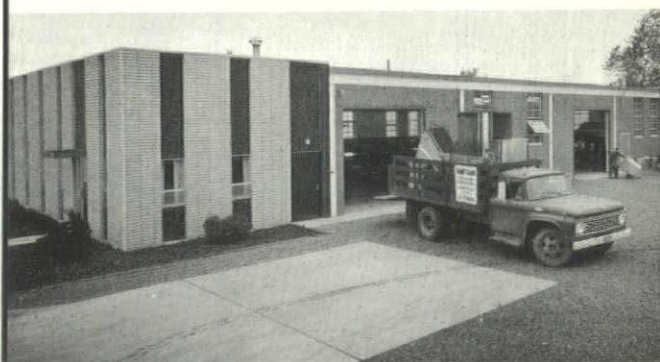
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of weakness. One can certainly not hope to show leadership by meekly keeping quiet. Even when we have spoken out in the past, it has too often been only a negative way of opposing the ideas of others. Is this leadership? Is only being against things having our fingers on the pulse of our time? If we are the experts and *everything* is apparently acceptable to the experts, how can we hope to develop a quality-conscious society?

We minimize the importance of our opinions to the point that we think no one is likely to be affected by what we say. *This is not true.* On the national level, we have become increasingly effective on matters of legislation to the point where, for the first time in ATA history, we have been asked to help write legislation—not just comment on it. I think this is a significant step, and it is one that can be repeated at the State and local level, if the effort is made. It is the effort that has been lacking in the past. Legislative advocate, so no need to dwell.

A SECOND thing I will only touch upon because others have said it before this is that we must become more active in the affairs of our communities. At lunch today I found out that several of your members are Mayors. This is great, but there should be even more activity, for government is one area where important decisions are made. I am not sure that an architect's reluctance can be justified on business reasons. Engineers are certainly more active in these areas than we have been, and their profession has benefited without apparently causing the individuals to suffer.

However, even if no architect wishes to go into politics, there are still many boards of directors of businesses of all community activities and many, many sizes where much influence can be exerted. If we want to keep our fingers on the pulse of our society, we can accomplish it primarily by involvement in that society.

My THIRD suggestion is that more than just a few architects, maybe not you as an individual, but more than just a few must become promoters. Vision and planning are basic to our profession, and there is no reason that exciting changes in our cities, or imagination on a large scale, should primarily come from outside of the architectural profession. Every improvement in our environment must begin in the mind of one man, and I urge that you see that that one man is an architect.



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I am afraid that our basic fault is that we are used to having clients conceive the projects and then employ the architect that we have lost the technique of stimulation, of excitement, of inspiration. Who is better qualified than you to see what is needed to make your community a better place to live? If your answer to each of these questions is someone other than yourself, then he is a better architect, regardless of the way he earns a living.

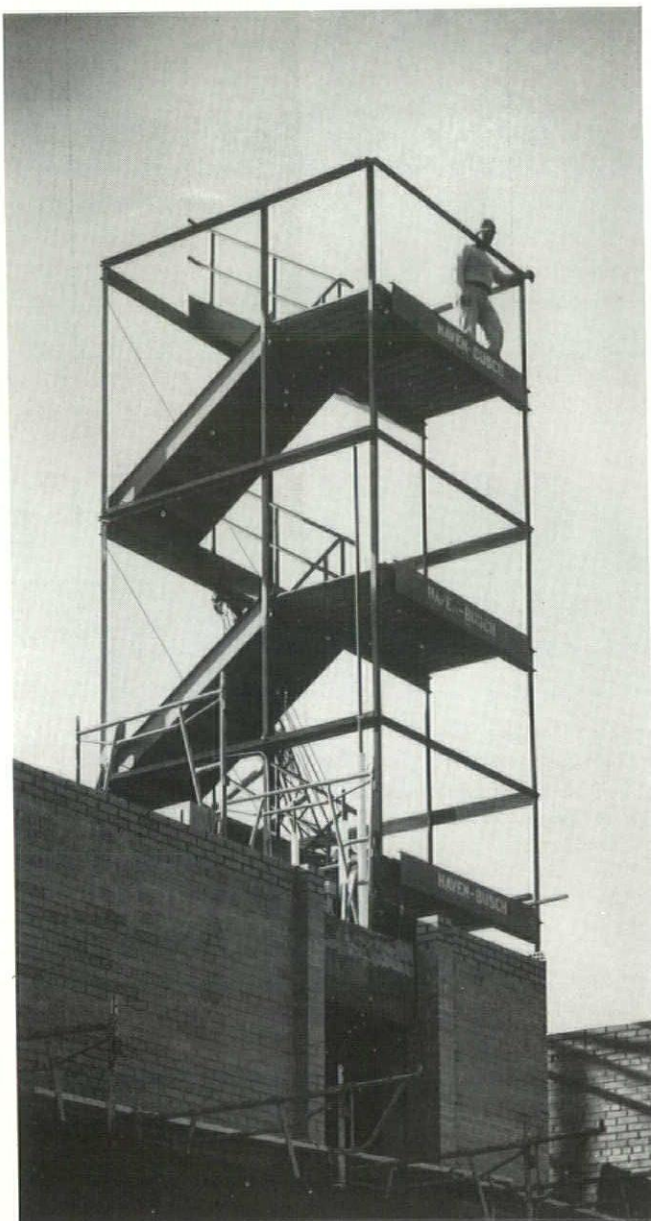
And I believe this is most important for another reason. Not because we are jealous of someone else's getting an idea first, but because of one other

thing — my fourth necessity. I have to be very careful here, for I can easily be misunderstood. So, let me say right now that there is no hope for the profession unless we constantly strive for excellence—excellence in the buildings we design and the services we perform. Without this, we cease to be. None of the three changes will do any good, nor will the fourth, unless they are built on top of such a foundation. Keep this in mind as I mention the fourth thing that I feel today's architects must do.

So, number FOUR. It seems to me that becoming the creator of the idea — the promoter — as well as the creator of the structure, holds out the best hope of making the architect reasonably influential in his community by

providing the most likely opportunity for at least some of the profession to become reasonably rich. We have to figure out something to do about our own income.

This is more important than it used to be, and I do not believe we can rely on an increase in a percentage fee to bring it all about. In the first place, in times of inflation and shortage of help, about all we can hope to do is to increase fees fast enough to keep up with our own cost of doing business. In the second place, there always seems to be someone around who will do the job for less. If we look solely to fees, we are going to have enough trouble keeping even, and keeping even is not good enough if we are going to increase the stature



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of the profession.

It's time that the architectural profession became a little more concerned about money — their own, and not just their client's. *Not because any of us are greedy*, but because it is the *one* thing by which our society measures *success*, and *success* is the *primary* thing our society *respects*, and with *respect* comes the *power* to exert influence.

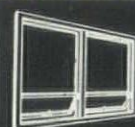
Now most architects live well, and so, in a time of sweetness and light, there is nothing wrong with this. It is just that the rest of the community places its *power* where there is more wealth than that. Take your own city, and list the ten or twenty most influential people. Any architects among them? I don't know too much about Michigan cities in this respect, but I doubt if there are many. So tonight we can probably say that the future of your city is being decided without the benefit of *intimate* architectural advice. The new projects, the new areas of expansion and other changes that will take place are being planned by those men who have either spoken out on issues and have been elected, or those whom the community has given such power because they have been successful, by society's standards, in their own business.

We have talked about the necessity of an architect's having his fingers on the pulse of his time, and yet I suspect we are out of step with a society that puts its confidence in the hands of those who have only succeeded in business. From the day that a student begins his training until the day most architects die, there is an uneasy, sinful feeling about making money. I submit that, in this respect, we are out of step with our time, and that this is one of the reasons that our society listens to others when the future of the world is discussed.

Naturally, I have no secret for making you rich or getting you elected, and this isn't the point. The point is that I seriously doubt if most of you really care about either of these things. The profession has to understand and appreciate the relationship between money and power.

Well, beyond tomorrow there is going to be a great need for building many things. Someone is going to meet it — for better or for worse. Just as someone other than the architect met the challenge of the subdivision and the single-family low-cost house. Just as someone other than the architect met the challenge of the automobile. Just as someone other than the archi-

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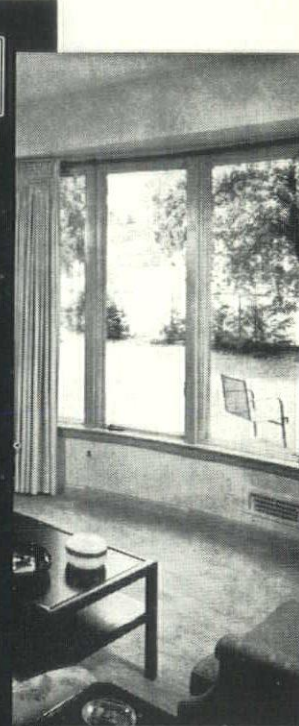
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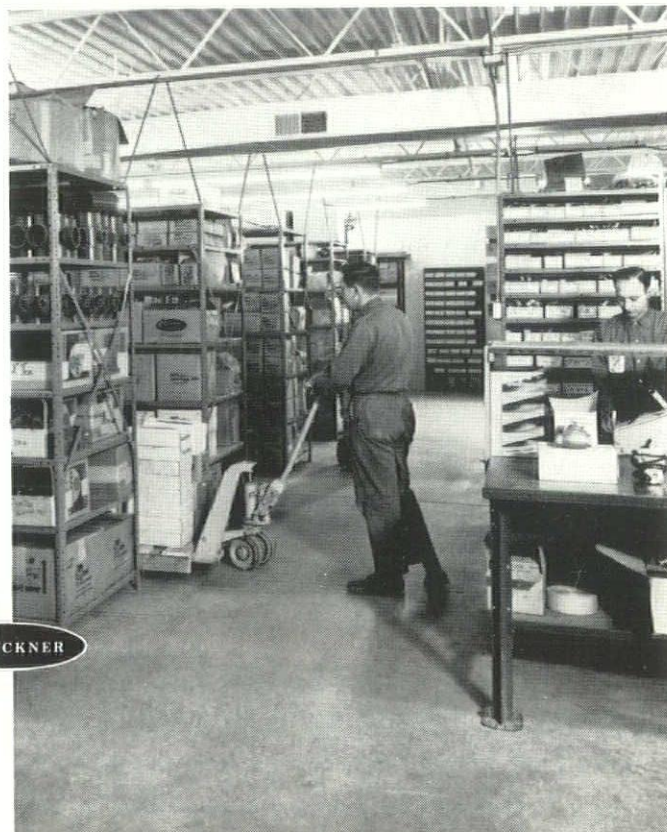
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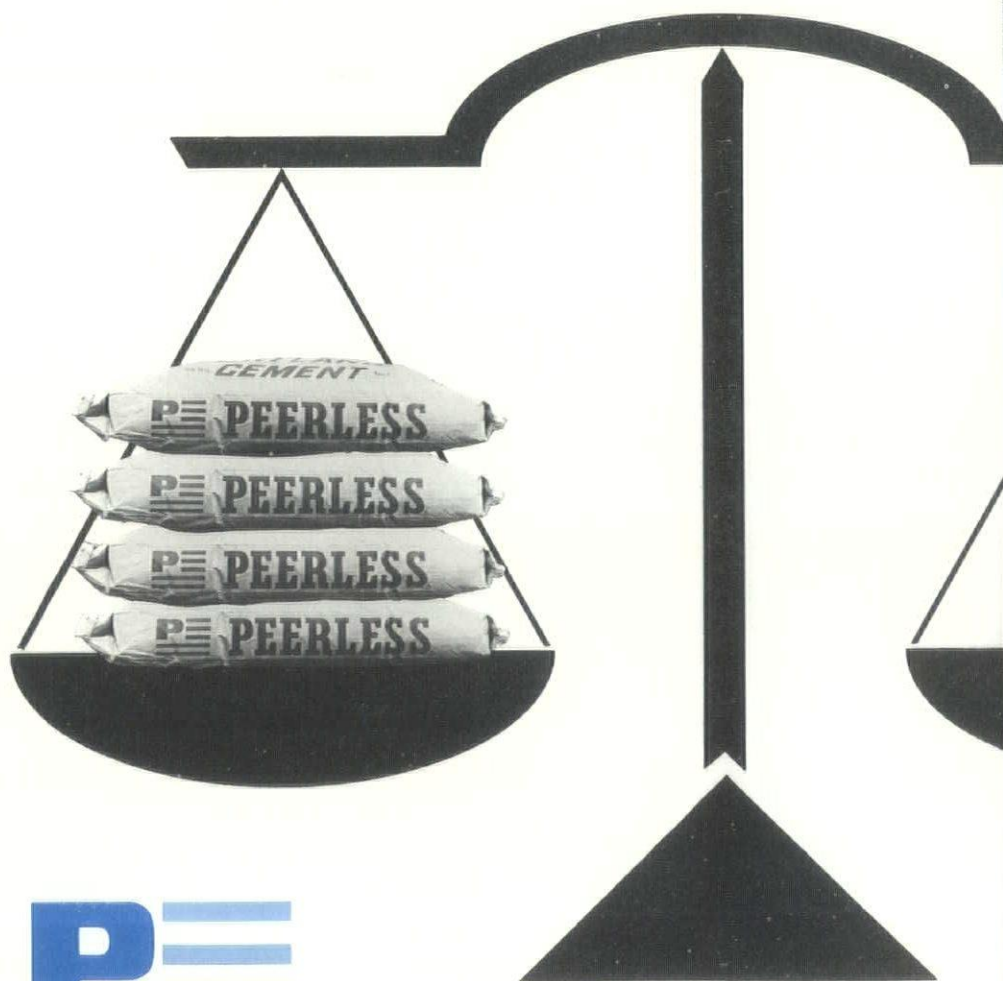
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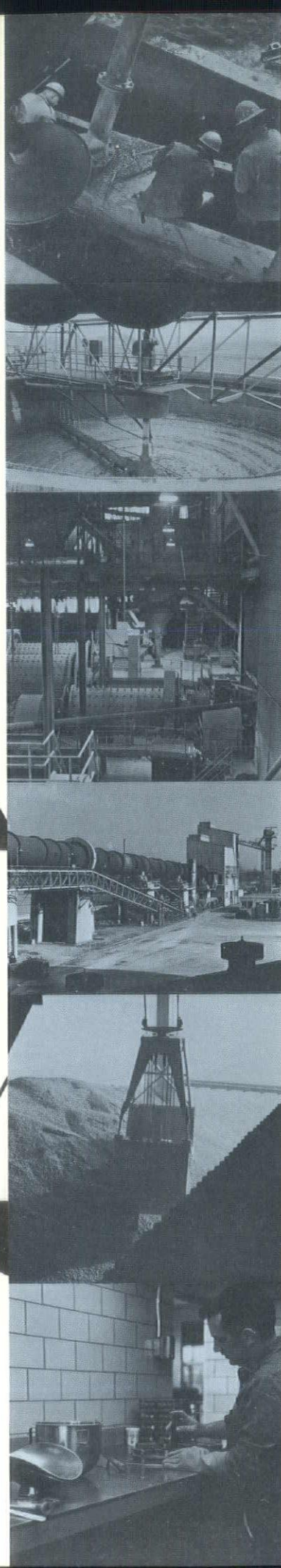
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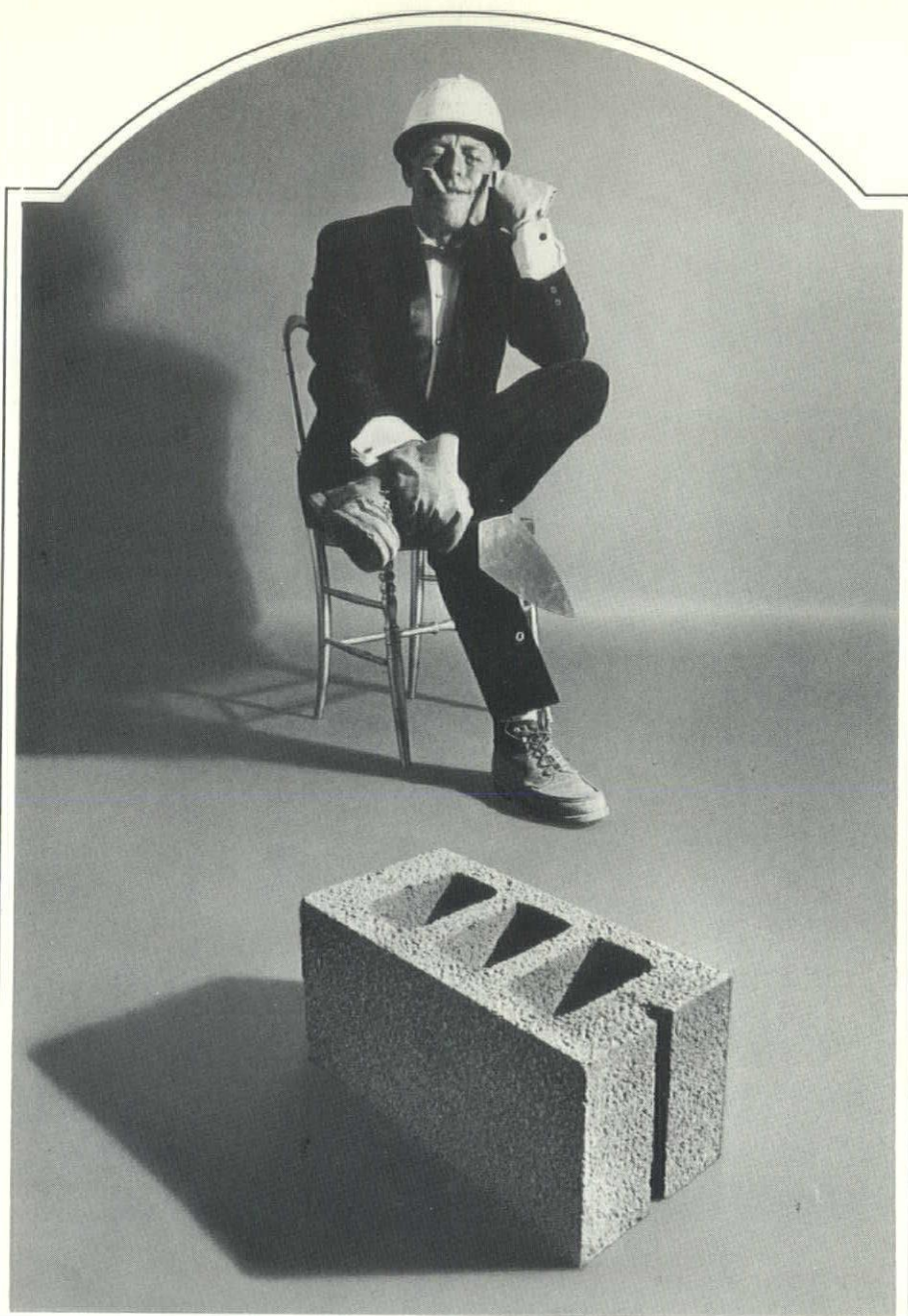
NEWS

tect met the challenge of providing places to shop through strip developments. If architects are satisfied to let the challenge be met by others who are willing to be more forceful, exciting and dynamic, then we cannot rightly point the finger at others when our cities get worse rather than better, and our profession declines in power and prestige.

In closing, I want to return once more to the general theme of being a part of our time. I suppose one of our age's most unique developments is the big industrial corporation. For various reasons the public gains or loses confidence and invests or withdraws their money—so these giants are excellent barometers of a society's feeling. Those that are in favor are those that refuse to settle for today's product, no matter how salable, and those that diversify and look for better things to do tomorrow. If the architectural profession was a corporation, would you invest in it today? If your answer is "yes", then maybe we've more or less wasted these few minutes together. But I believe I could find a better investment, and that's why I think changes must be made. What do you think?

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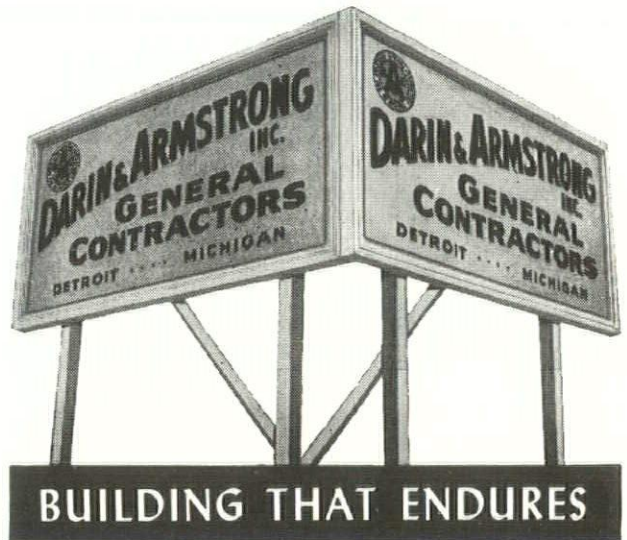
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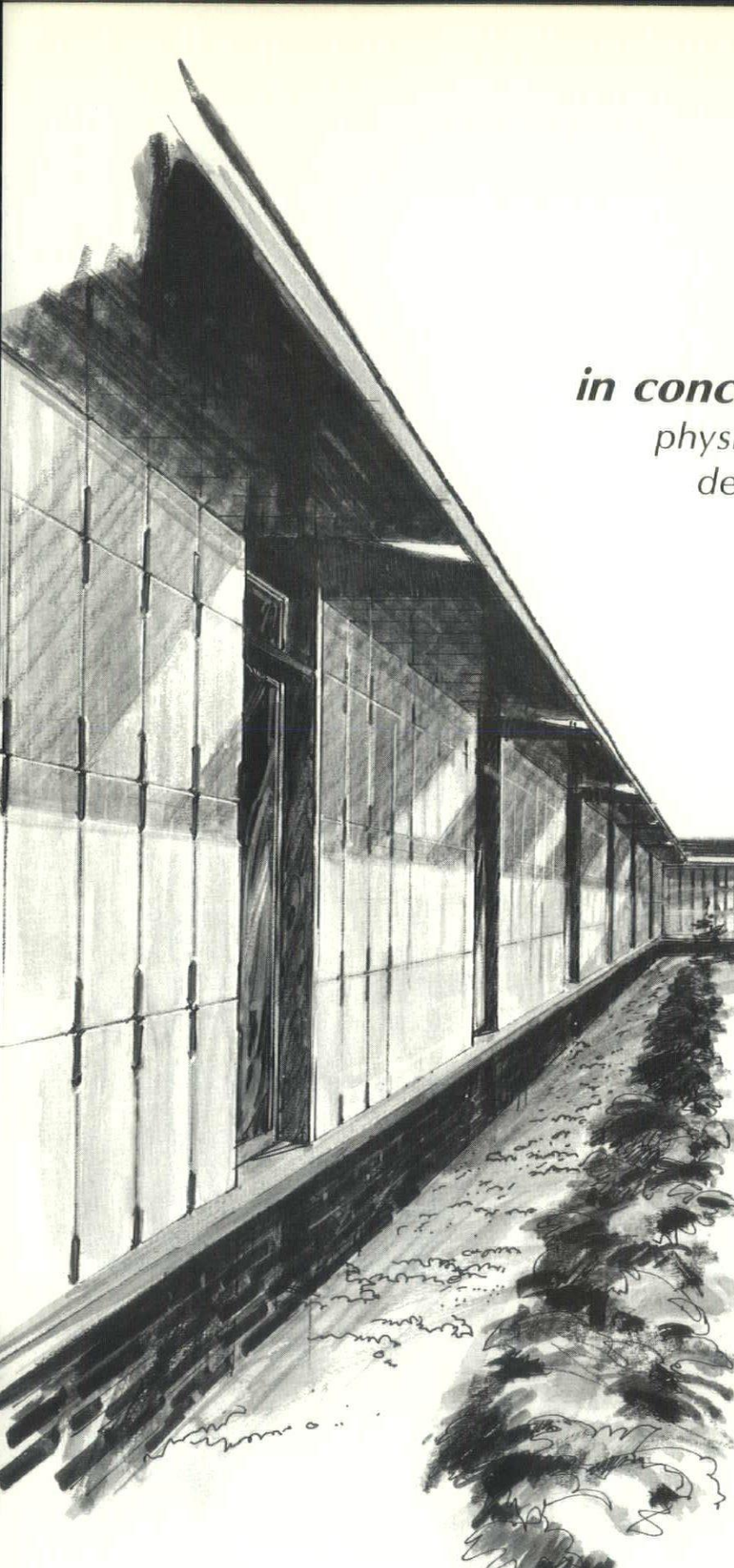
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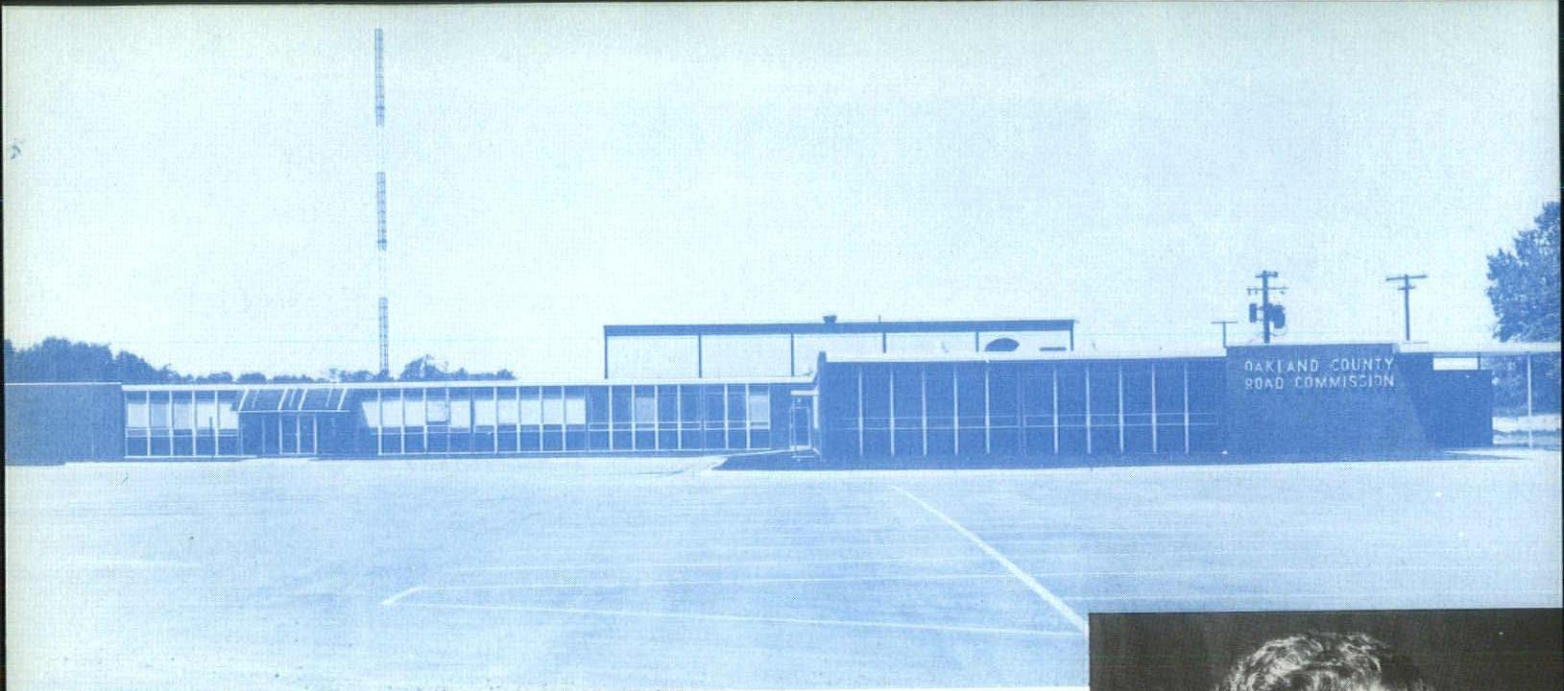
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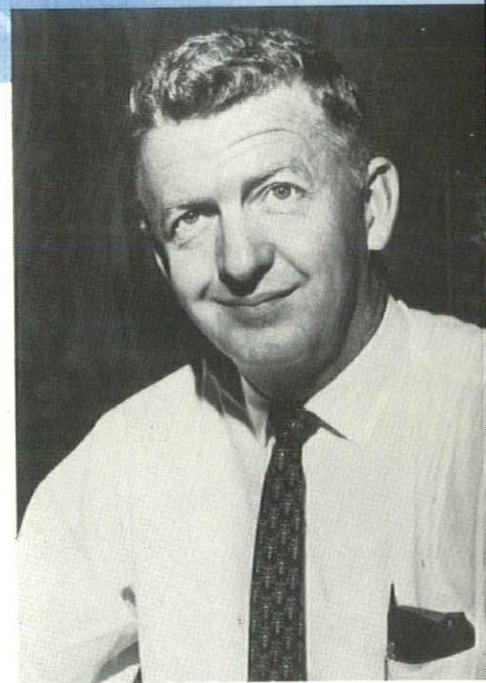
WHY OAKLAND COUNTY REQUIRES PREQUALIFIED CONTRACTORS

"Two years ago the Oakland County Road Commission adopted a policy of requiring prequalification of bidders on construction projects estimated to cost over \$50,000. Bidders must meet the current prequalification regulations of the Michigan Department of Highways for the types and amount of work involved, which is determined prior to advertising for bids.

"We believe that prequalification provides us with additional assurance that well qualified contractors with experience, manpower, the right equipment and adequate financial backing will be constructing our projects."

* * *

These MAPA member contractors are all prequalified and guarantee you the highest standards of workmanship.



MR. PAUL VAN ROEKEL

Mr. Van Roekel has been County Highway Engineer for the Oakland County Road Commission for the past nine years and is a registered professional Civil Engineer.



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