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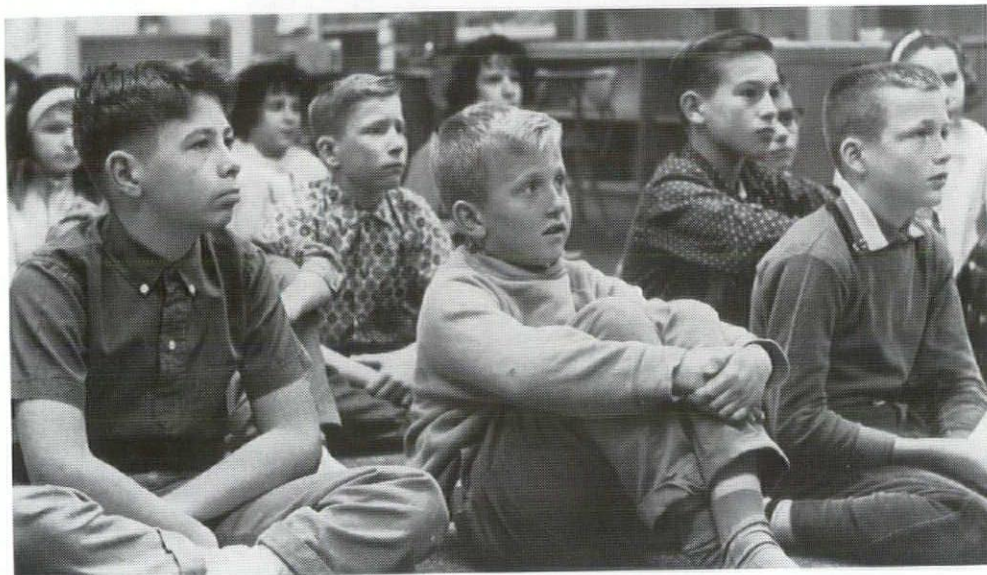


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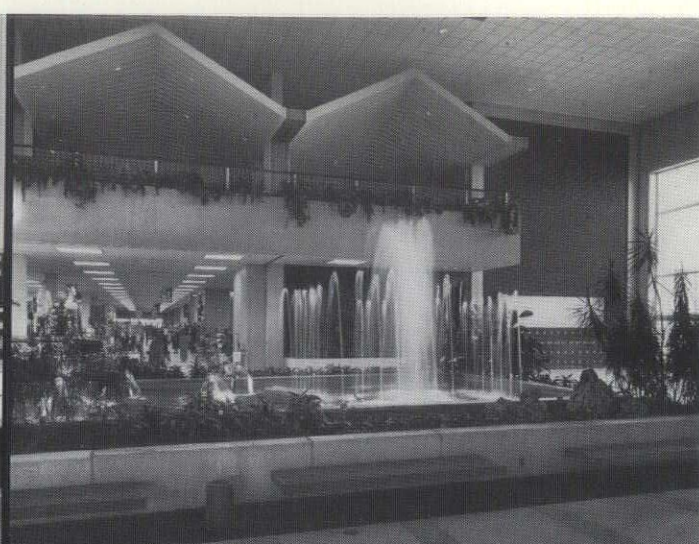
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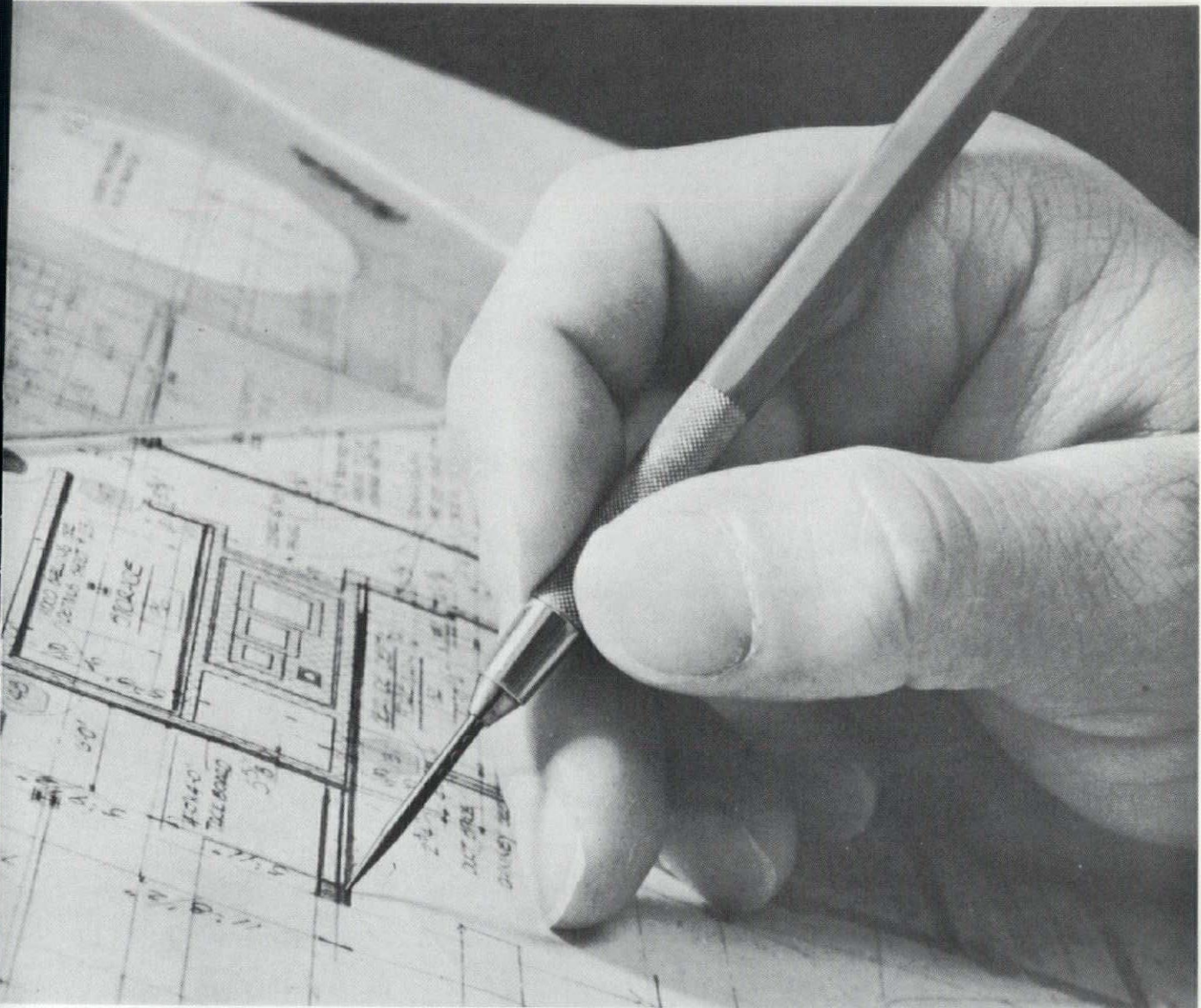


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EDITORIAL

The Future of the Small Office

by Carl Luckenbach AIA

When I was first asked to write this editorial, my immediate reaction was to decline on the grounds that my actions last year in merging with a larger firm constituted a statement by example of a lack of optimism for the future of a small office. Readers might with justification find it unbecoming to have the presentation of the high quality works in this issue marred by pessimism, stated or implied, about the futures of their authors and others in practices of a similar scale. However, less than an hour's rumination was required to clarify the point that if indeed the future of the small practice is cloudy, the reasons are as much in the mind of the practitioner and their clients as they are in the reality of architectural practice.

None the less, there are serious concerns about the future of the small office, particularly as it relates to major work. The scope and complexity of major projects grow daily along with a tendency toward fewer but larger entities. Witness the growth of corporate conglomerates, the continual mergers of railroads, and the development of giant vertically integrated housing entities in what was once considered a hopelessly fragmented industry; an almost insignificant part of our food production comes from the traditional family-run farm; seven million automobiles are produced annually by only four U.S. auto makers. "Big business", although increasingly criticized for insensitivity, is an absolute reality and very much a part

of American mystique.

Big business (and big government) can have a voracious appetite for professional services. Not only can the projects be large, but the increasing recognition of the importance of time leaves no alternative but to apply manpower in large quantities. Furthermore, technically complex projects can require specialists that can be supported only by large firms. Large clients usually cannot be bothered assembling and coordinating teams of consultants to handle their projects; they are frequently skeptical of a small firm's ability to extract performance from an assemblage of consultants, and usually opt for obtaining their professional services from a single source of predictable performance, namely a large, integrated, A-E firm. On a somewhat less objective level, this preference is reinforced by the highly debatable proposition that success, as exemplified by size, is equatable with quality. A final deciding factor may be that the corporate executive client may feel most comfortable dealing with his own kind; he may relate best to a firm with numerous departments, a rigid organizational chart, a hierarchy of titles, and similar carpet and stereotyped corporate modern furniture as his own company. Common memberships in the same business-oriented clubs are hardly a detriment.

The momentum acquired by the large A-E firm can be awesome. The sheer size of commissions results in wide-spread publicity, if not always in the professional press, frequently in the popular press, and regularly in prospective clients' trade publications. Funds are available for extensive promotional efforts, political contributions, speculative ventures, and, most significantly, research and development, all of which contribute to the generation of new work.

Perhaps the most ominous trend for the small office is the steady erosion of potential commissions in precisely those areas that have traditionally supported the smaller firms. The private architect's role in housing is dwindling as industrialization enters the industry and the large producers increasingly rely on in-house architects. Franchise and chain stores standardize to a point where the private architect merely sites the building and specifies utility connections. Small warehouses and factories can be purchased from a catalog for predetermined prices and delivered every time. One-of-a-kind buildings can be put together out of component systems and frequently the architect is retained primarily because he is the possessor of the registration seal required by the local building inspector.

In the face of such momentum, conventional wisdom, and societal trends, the prospects for a small firm becoming involved in significant commissions are not bright. This is indeed unfortunate, for it represents missed opportunities by the clients, a waste of human resources within the profession, and a lower quality level of our man-made environment. There are numerous commissions awarded every day on an almost automatic basis to the larger firms that could be handled every bit as professionally, and perhaps with more distinction, by smaller firms.

Too often the benefits of prior experience accrue not to the owner but to the architect through his ability to produce the job more expeditiously, and hence, more profitably.

In spite of all good intentions to the contrary, what is a small or medium-sized commission to the A-E giant may fail to excite management or stimulate the staff since it can do little to enhance either reputation or treasury. Yet this same project can assume major proportions in the eyes

of the smaller firm and may receive study and attention far beyond any conventional time criteria precisely because it can significantly affect a reputation, and possibly, financial position.

Finally, there is a potentially vast difference in the working climate at the extremes of the scale of architectural practice. In the more extreme examples, the giants are split into departments, each with its own staff and head. These departments vie with each other for even larger slices of the budget, undoubtedly to insure sufficient "fat" to guarantee that at review time at least *their* department made money. A variety of nationalism develops, with allegiances developed first to oneself, secondly to the department, thirdly to the firm, and finally, if at all, to the excellence of performance on any given project. Departments deride each other and terms of denigration such as "ivory tower designers" and "green eye shade brigade" proliferate. Rigid procedures, forms, memos, timeclocks and similar tools amalgamate into an ossified structure that implies an attitude that everyone below the executive suite is semi-competent and a cheat. Not only is the climate totally inimicable to maximizing personal contribution and creativity, but such firms are apt to be about as responsive and flexible as the Federal Bureaucracy. Obviously, such is not the case in all large firms, but the danger is always present, and occasionally we are treated to a public eruption of the more violent internal warfare.

Conversely, the smaller firm has the potential to function far more effectively as a cohesive entity. Its individual members can know each other, their respective strengths and roles, and can understand and pursue a common objective. Such an organization can be highly efficient and responsive,

and can address itself to problems with a vigor seldom found in organizations with precisely drawn internal boundaries.

It would be absurd to claim that all large firms are organizational horrors; it is equally erroneous to assume that all smaller firms are finely tuned machines. The issue is one of tendencies and potentials, and the potential for superior performance in a well-integrated group is enormous. It is unfortunate that this potential, and the energies of so many capable people, are improperly directed.

The rapid growth of package builders in recent years has not been an accident. It is because they have understood, better than a large segment of our profession, what the client perceived to be his real problems, and have addressed themselves to a solution. They offer a product (generally undistinguished, sometimes visually offensive) of predictable performance, for a cost known from an early stage, and to be delivered within an acceptable time period. These are real concerns of the majority of construction purchasers. If their project can be handsome too, so much the better. But they cannot and will not assume enormous financial risks to permit an architect to take an ego trip that might culminate in having his design extravagance published in the slick paper magazines.

The future of small offices that do not address themselves vigorously to total performance is indeed bleak, and is so for valid reasons. The cohesive, aggressive and responsive firm that is dedicated to solving real problems for its clients is not assured of success, but at least it is properly equipped for survival and can undertake an assault on the conventional wisdom that glorifies bigness. The paradox is that if successful, the small firm probably will not remain long in that state.



David W. Osler Architect

I believe my feeling toward my profession was shaped by my life experiences as a child — my parents, my older brother, walking the creek in the Spring, the daily trek to the swimming hole, the ancestral farmstead in Southern Ohio, the sounds and smells of the earth, the spring house, pony rides, straw mattresses, the morning fog, the sound of the school bell across the valley floor, harvesting, the family struggles so apparent in the hilltop church yards. I'm not suggesting that exposure to the value system of those who work the soil with their hands is essential to a creative soul for I am sure — to another — the mystique of growing up in a large city can be just as impression filled. The ability to observe — to look inward for those personal pleasures — to gain insight from ones' fantasy filled journeys in reverie — this excitement is open to all who will reach out.

To be confident in the evaluation of the solution — to be merciless in self criticism — to be continually struggling for improvement — seems to me to be what it's all about. I know I'm a better architect today than 10 years ago — I feel confident that 10 years from now we will be still better. If this progression stops, then the crisis of conscience will become acute — but I'm not going to worry about that possibility — for little we are doing satisfies very long. There is always room to improve — whether it be in the conception, details of execution. That's the great thing of this profession — the built in assured and constant change.

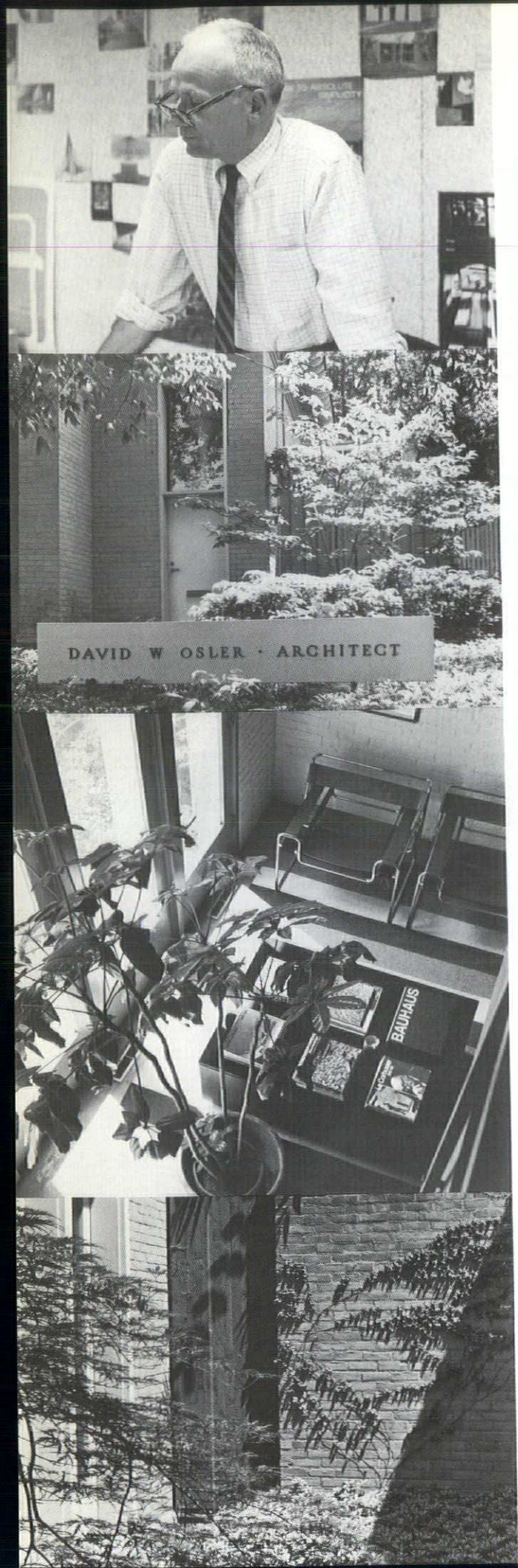
Having spent most of my life in small office surroundings I have grown up in architecture solving relatively small problems — with limited budgets — on a personal basis — in a very personal manner. My early experience shaped these solutions in a direct and simple way. I don't think that I would be terribly concerned over a large complicated commission for I am sure, they are but a series of small problems — but I do believe that there are certain solutions that we can handle better than others. I want our buildings to weather well — to be uncomplicated, to be adaptable, to over the years present themselves with a persuasive, yet quiet confidence.

Siting is generally the weakest link in most solutions although it seems to me, we — here in the United States, are getting better at this as a degree of maturing takes place. I keep harping on it to the young. We work very hard on this particular aspect of our problem solving. I believe the result is the sum of ones' experience — a personal reaction to the symbols, relationships and freedoms of a lifetime — this can help you toward a sensitive solution — the intimate relationship of building to land, building to building, light, growth, texture, sound, movement — we have to do better.

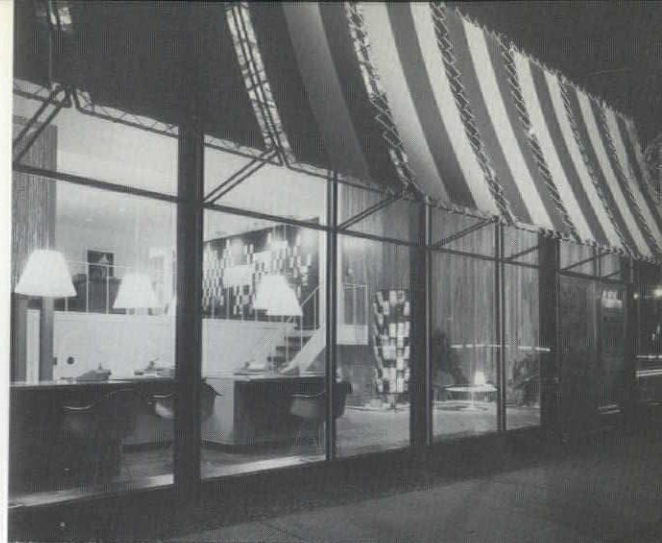
I've never thought of financial gain as an end in itself — and God knows there are a limitless supply of places and things I wish that I could see acquire, feel and cherish — but the daily problems seem more important. I guess I'm one of those who still believe success to be a natural outgrowth of serious dedication.

I have no illusions as to our abilities — we struggle very hard to accomplish the small satisfactions we have been able to achieve. I envy and admire those fellow professionals who I feel have fulfilled my continuing frustrations.

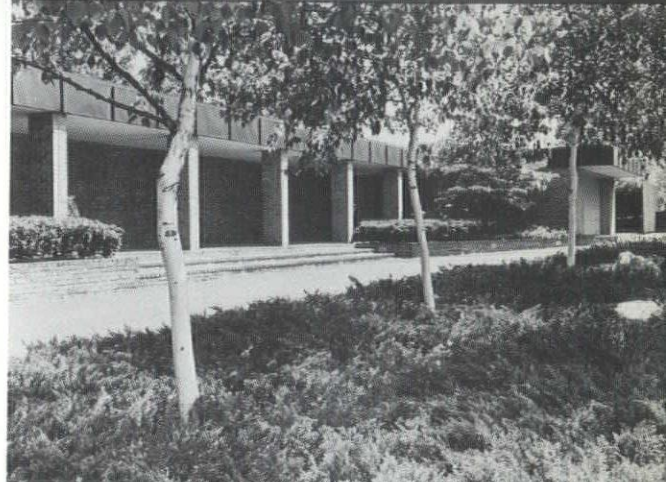
David W. Osler



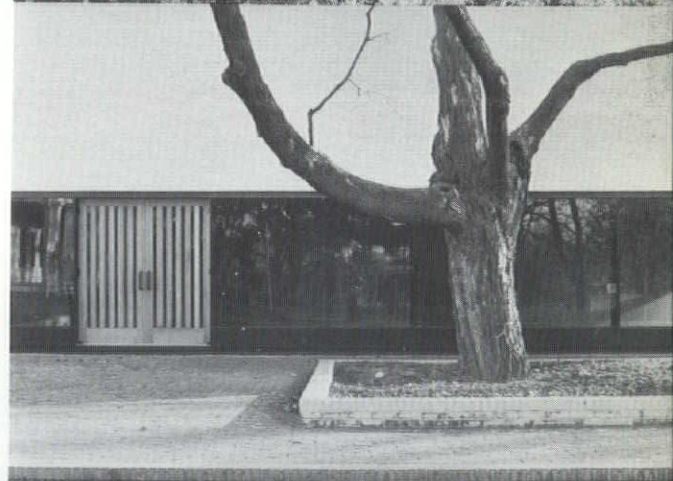
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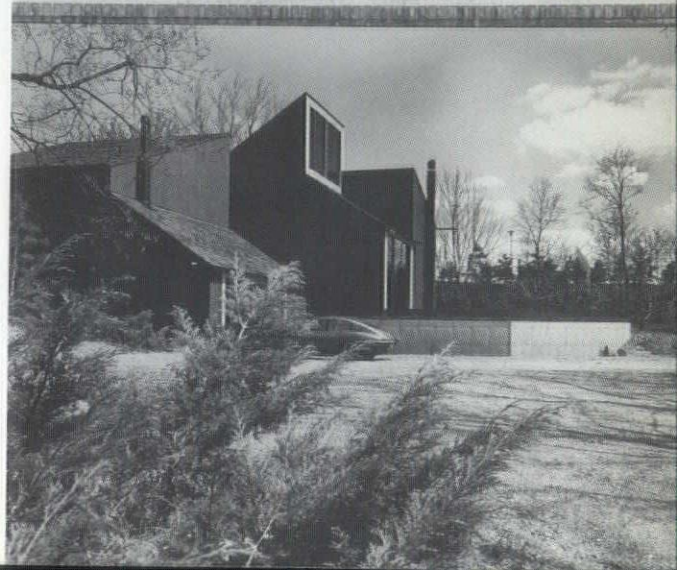
Mr. & Mrs. John Airey, Jr. Residence
Ann Arbor



St. Clares Episcopal Church
Ann Arbor / 1969 MSA Award

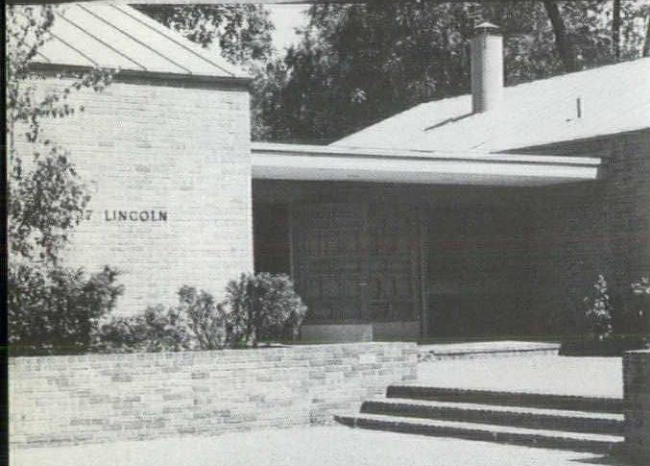


Dr. & Mrs. Robert Rapp Residence
Ann Arbor

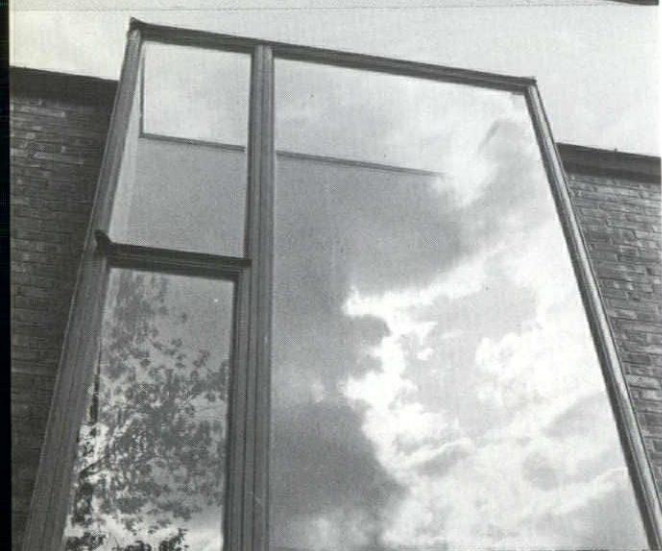




Nellie S. Loving Branch Library
Ann Arbor / 1966 MSA Award



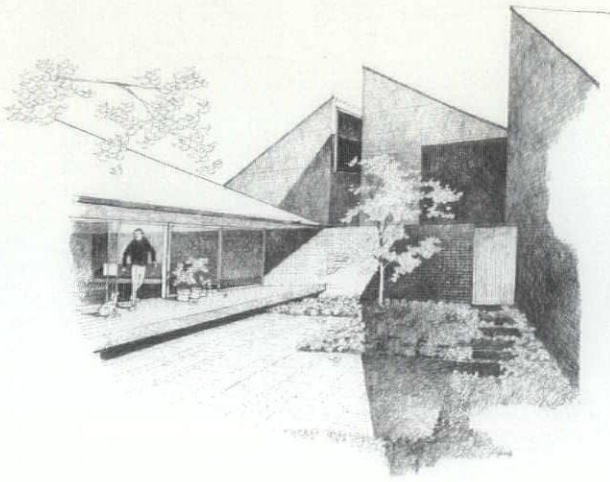
Alpha of Michigan of Sigma Phi Corporation
907 Lincoln Ann Arbor / 1966 MSA Award



International House
Albion College, Albion, Michigan

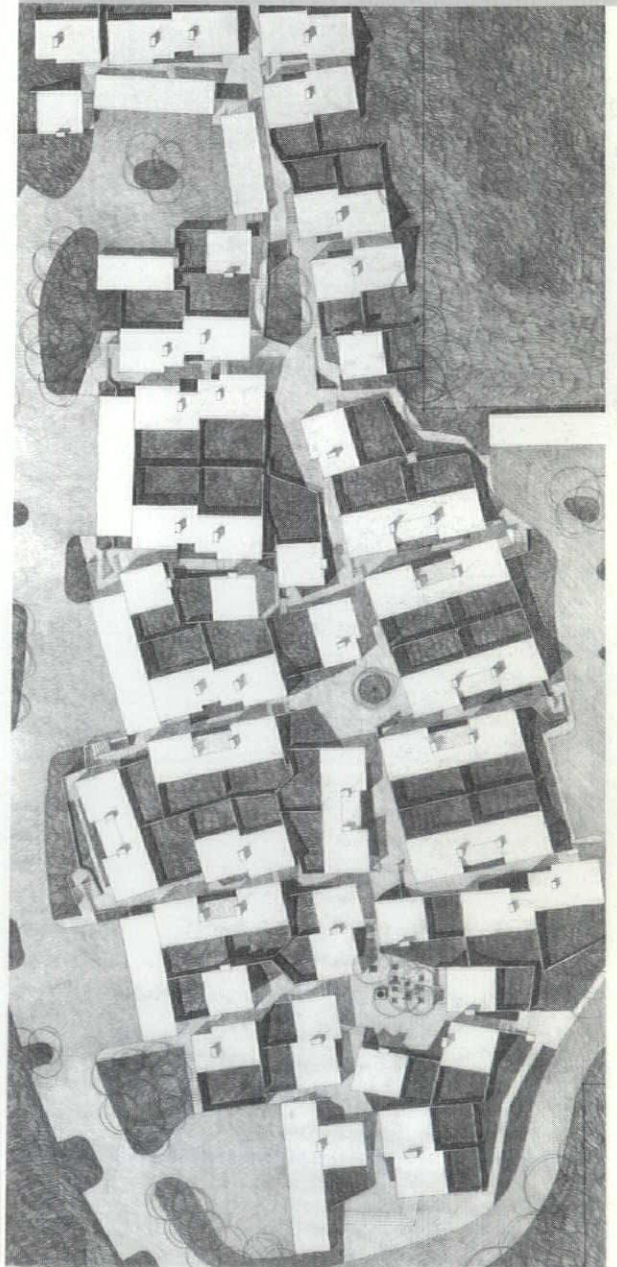
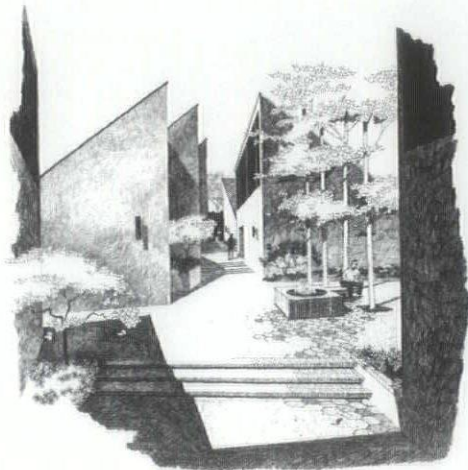
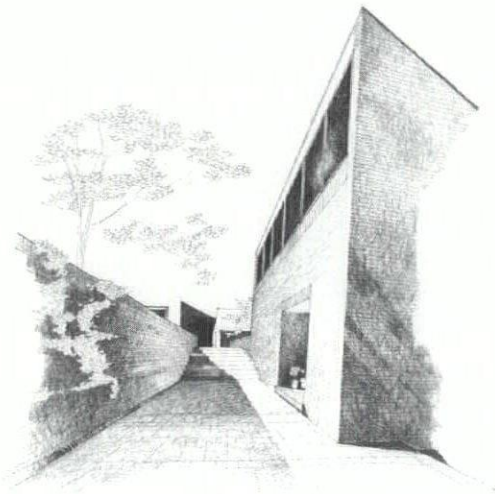


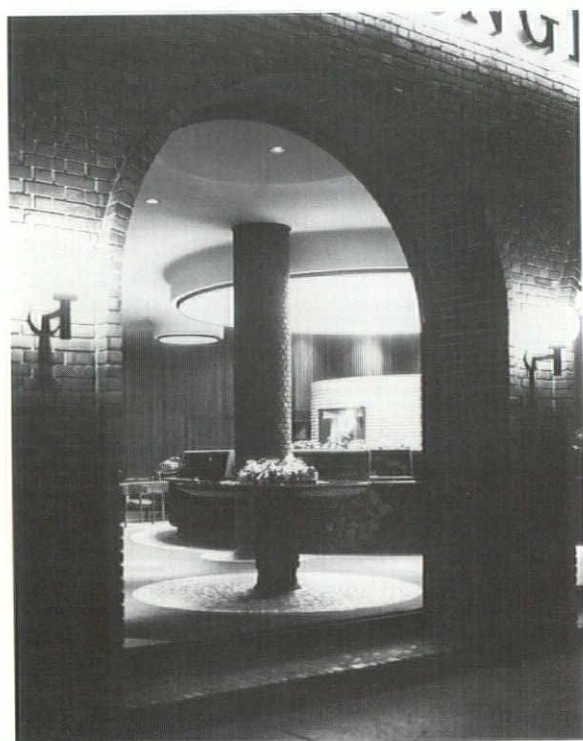
Dr. and Mrs. Karl D. Malcolm
Ann Arbor



The site plan shows clearly how introverted our individual unit, and indeed, the entire project is. We have tried to locate the garages on the periphery but still within convenient walking distance. This puts the automobile we feel, in proper perspective and leaves the interior "streets" free for the pedestrian. The residence itself arose from the desire to create a basic plan that could be repetitive; that would be private from both within and without; that would adapt itself to the site and the function for which it was created yet, by placement maintain a great degree of individuality, atmosphere, elegance and excitement.

The progression — from community walkway and plaza to private courtyard creates a series of humanly scaled, landscaped outdoor spaces that abound with the patina of natural growth. We wanted to create a living climate where the Christmas ritual of community participation in the decoration of the central plaza spruce became truly an event to warm the holiday season.





Ziegelman and Ziegelman, Architects Inc.

Our desire is to create an environment which is derived from the site elements, structure, and spacial needs that affect human use and reactions.

Our approach is to use modern technology and research for developing the physical envelope. We are dedicated to providing a humanized environment within this framework.

Site

All problems are developed in the context of the environment where a building or group of buildings is to be placed. That environment may be a city, neighborhood, college campus, or rural area. We try to take existing conditions on any site and use them as a design criteria. The problems of unusual site or building program are often the generators of a design solution.

Structure

The problem of arranging structural elements that can be recognized as integral to the building design is basic. The honesty of the architecture begins at this point.

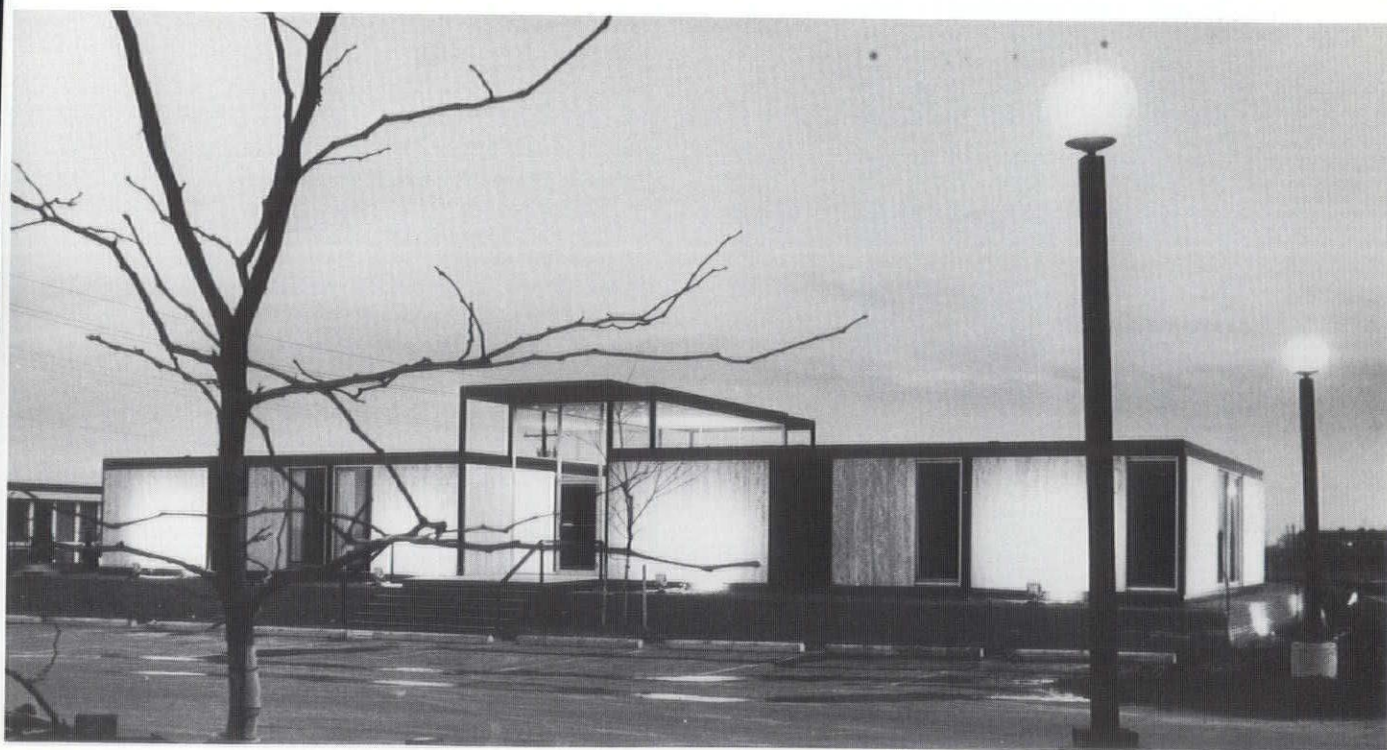
An example of this, is our development of a building module in 1964. A local bank wanted to test new branch locations housed in a structure that was movable and inexpensive, but of permanent quality, rather than the trailer-like structures then in common use for that purpose.

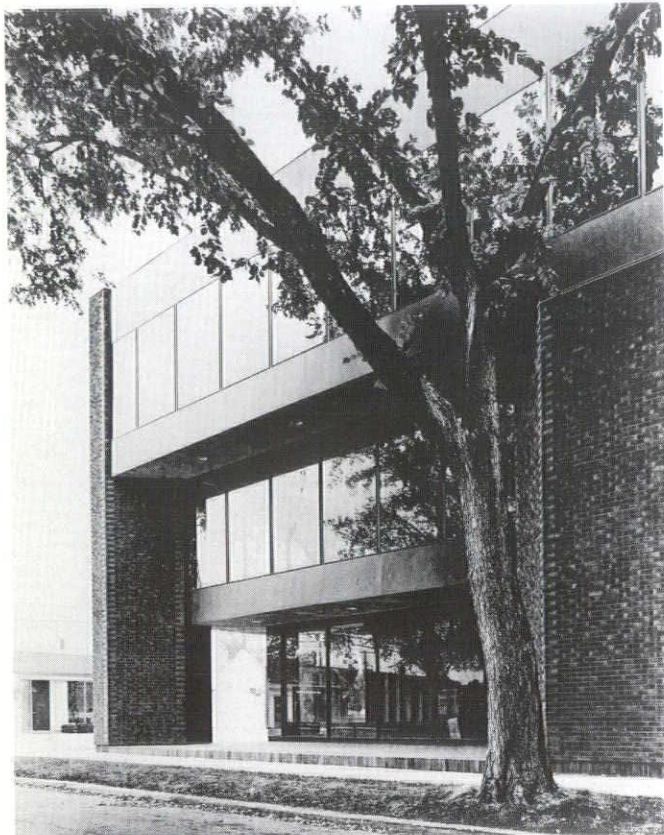
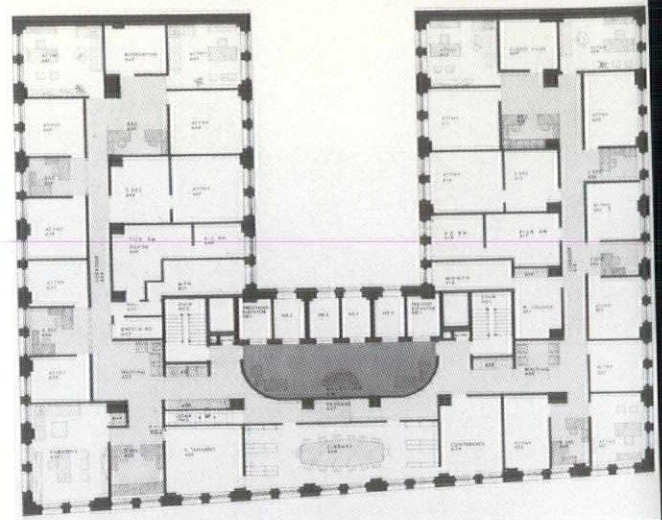
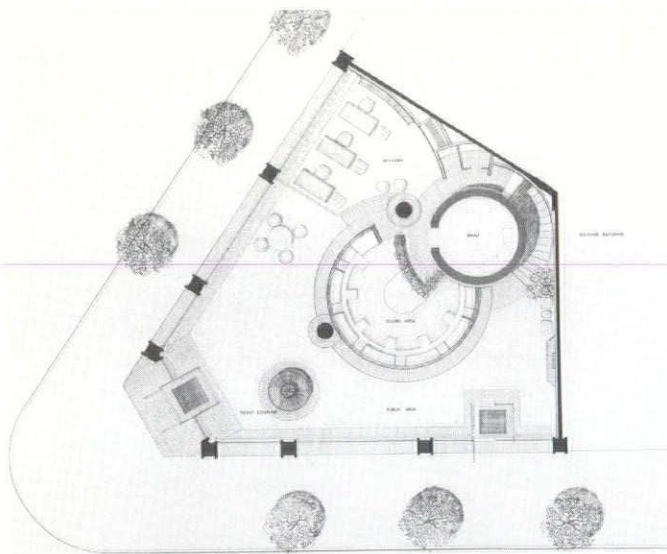
Our solution was to control cost and quality by building the completed modules in one location, using standard components and assembly-line techniques.

The 12 by 8 by 36 foot modules could then be transported by truck to any location in the region. The rigid tubular steel frame is expressed very clearly and acts as the shipping container and frame for all interior and exterior finishes.

We have continued to adapt this module to school buildings, college classrooms, clinics, offices and are presently developing the module for housing.

A new manufacturing industry has sprung from this development.





Space

One of our primary design considerations is space. Whether it be exterior or interior, a spacial quality, or character are really the result of architectural and urban design. Materials, structure, light etc. all contribute to this outcome.

We feel a hierarchy of space exists in all urban and building design. That is, a series of linear movement spaces connecting rectilinear or passive spaces in order to create an excitement of anticipated happenings. This excitement can be further heightened from the proper use of light, materials, accessories, and scale. The smallest detail such as graphics, texture, etc. can enhance the overall delight of any given space. It's mis-use can destroy an illusion of comfort or well being.

We can illustrate this development of space in the law offices of Parsons, Tennent, Hammond, Hardig & Ziegelman in Detroit, and a Computer Center in Kalamazoo.

In each case, we tried to develop an inner street system, connecting a series of interior spaces. In the case of the law offices, there is a series of spaces leading from the main lobby, or major space, to secretarial areas of varying size. All these areas have natural light that flows into the connecting links.

A remodeled bank in Birmingham was designed to create an open pavilion where the interior activities can be easily seen. Each banking element is clearly expressed, and materials, furniture, graphics, were all carefully chosen to create a total atmosphere.



Participation

The architect must take a greater role of leadership in all phases of building and building development to keep abreast with a fast changing civilization.

Our office participates in landscaping, planning, interiors, graphics, building development and building research.

It is through this total participation that we feel the role of the architect will render a service to the public, and ultimately to the profession.

Our own office building is an example of our involvement as owner, developer and architect.

We wanted to build a competitive rental office building in Birmingham and at the same time, provide ourselves with office space that could reflect our own standards.

This was achieved through the use of a highly efficient truss system that was made of standard steel shapes that formed the exterior glass walls. The final cost of the building was competitive with its neighbors.

Our experience in construction began when we started our office in 1962, by designing small residences and managing the construction of several buildings.

When we developed the Instant Bank in 1964, it marked the beginning of a steady growth into larger work.

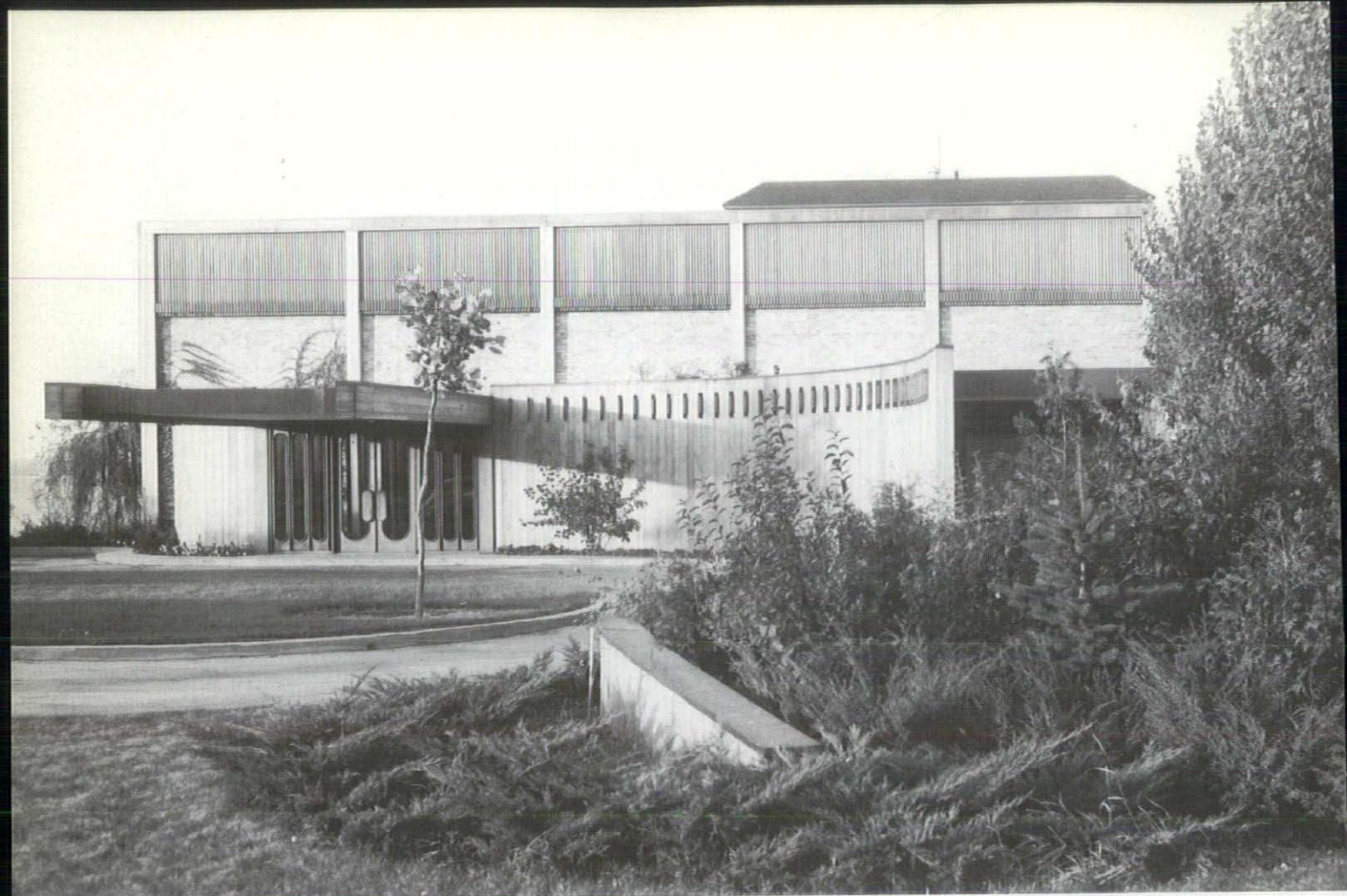
As a relatively small office, we have been able to maintain our belief that either one of the principles be totally involved in each project from design through construction.

Norman Ziegelman holds a Bachelor of Architecture from the University of Michigan, and also a Masters of Architecture from the same place. He is registered in the state of Michigan, and with the National Council of Architectural Registration Boards.

Robert Ziegelman has a Bachelor of Architecture from the University of Michigan, and a Masters of Architecture from the Massachusetts Institute of Technology. He is also registered in the state of Michigan.

A great deal of the work in our office is the result of a team effort. Our associate — Ron Kaliszewski, who is in charge of research and production, Barbara Bos in interiors, and Katherine Steel in cost accounting all contribute to the final results.



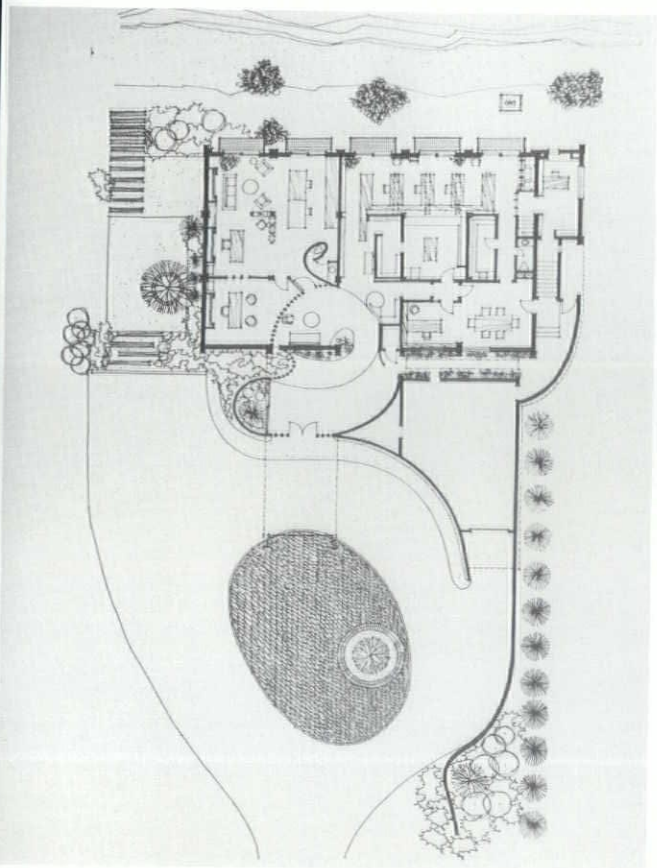
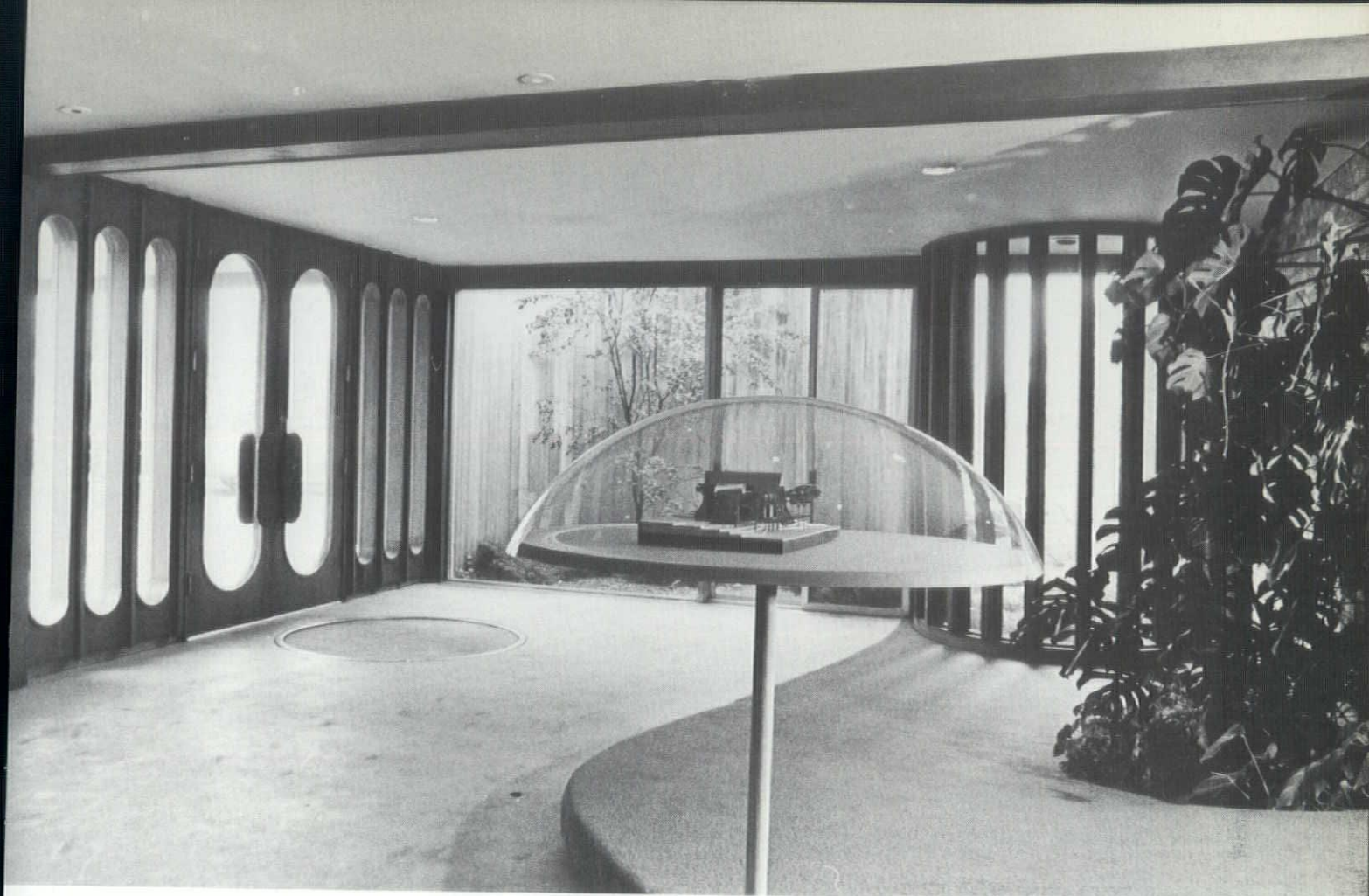


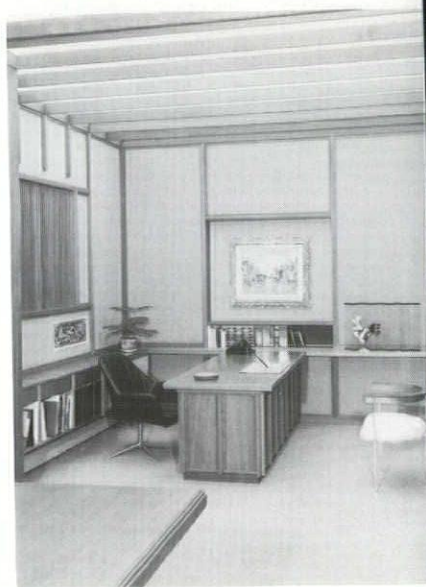
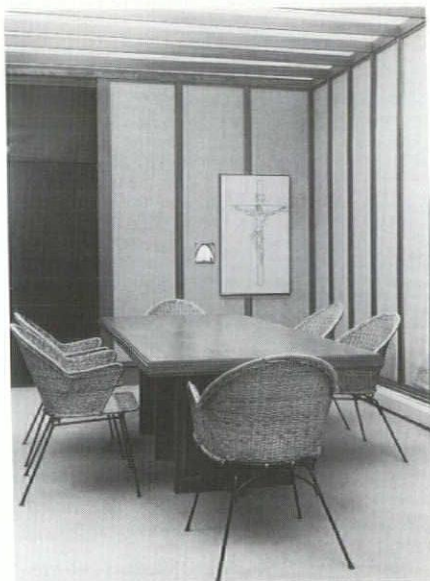
From Starch Factory to Architect's Office

David L. Stiffler, AIA

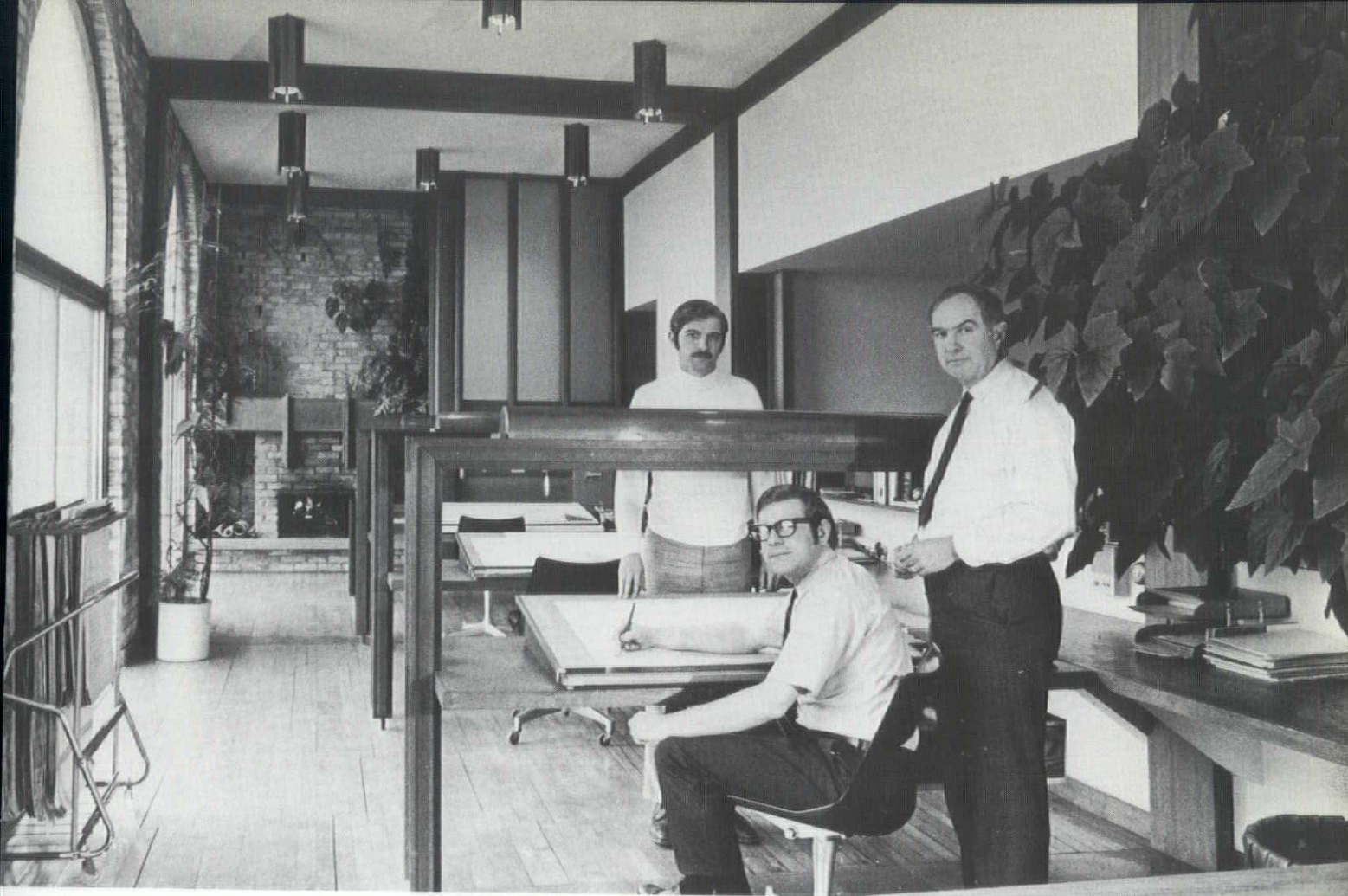
Around the turn of the century, industrial buildings built of native brick and timber lined the bay shore of Traverse City to take advantage of water and rail transportation. Through the years patterns of use have changed. Presently, a park-lined boulevard follows the shoreline. Most of the old factories and warehouses have recently been demolished. However, one which once housed a factory involved with processing Northern Michigan's potatoes into starch still remains. About seven years ago it was purchased by David L. Stiffler, A.I.A. and remodeled to accommodate his architectural office and the offices of The John T. Parsons Company, specialists in computer guided industrial processes.



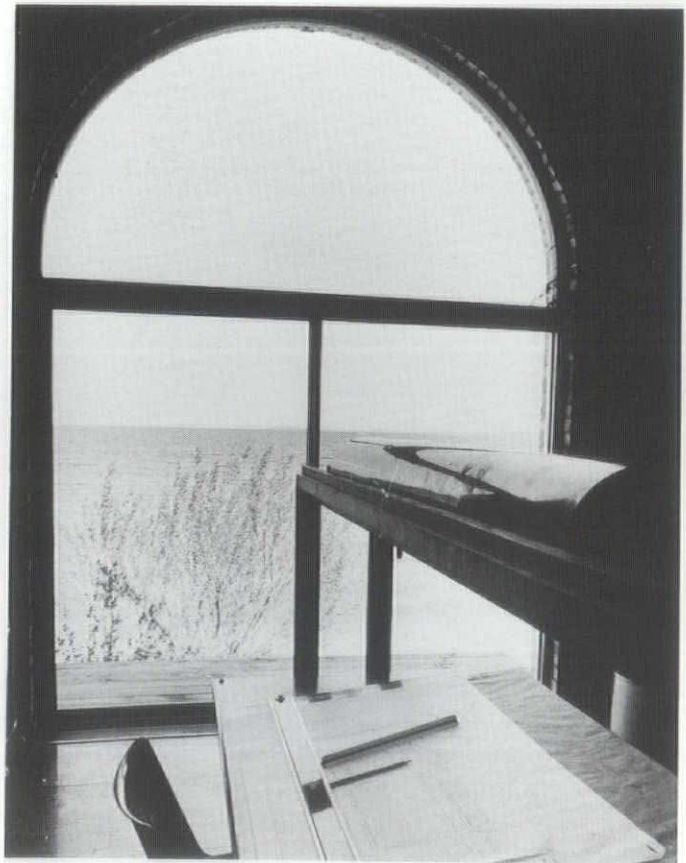




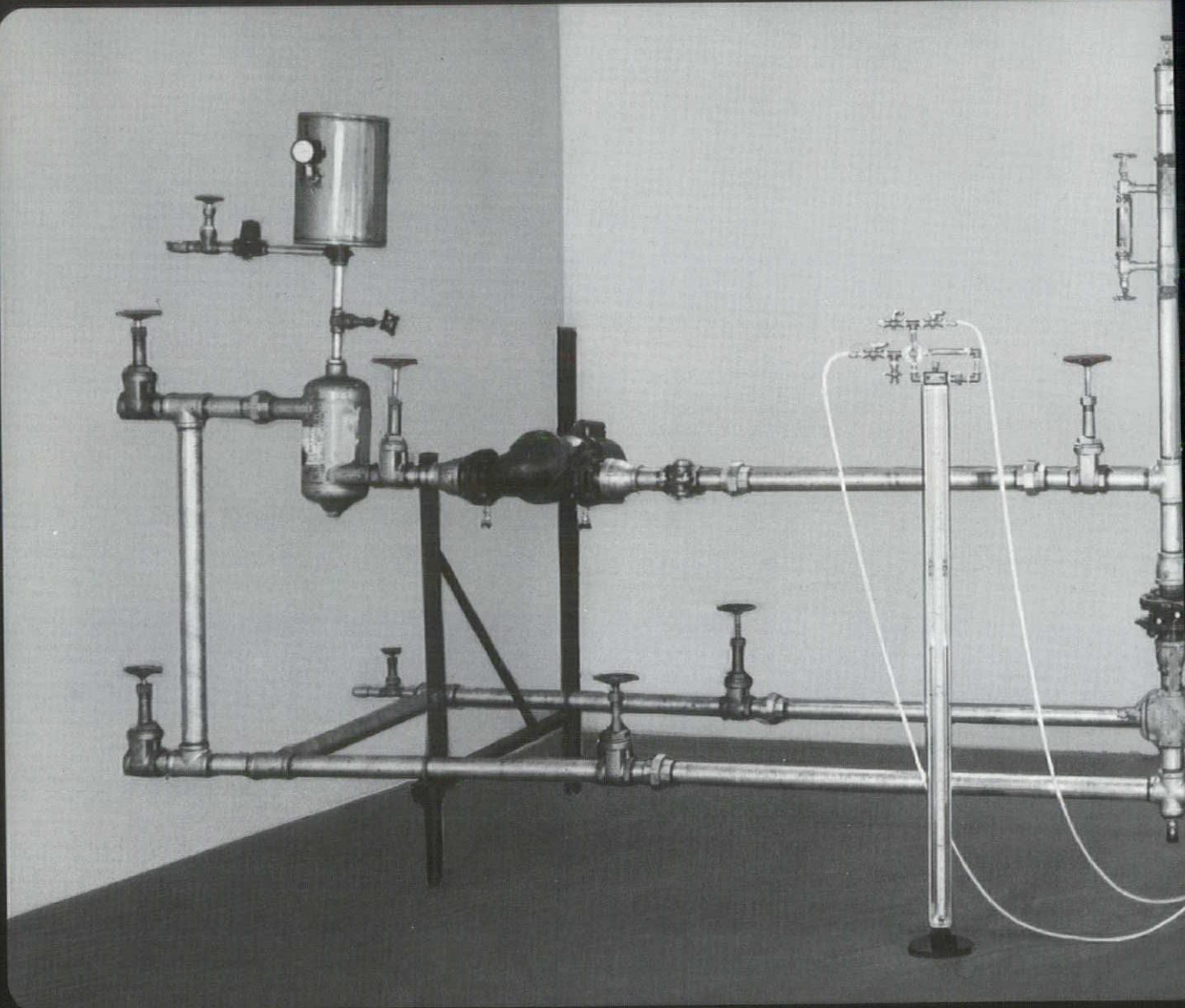
The original structure was a 72' x 45' rectangle with several appendages. It had 13' high ceilings and was situated with its north side on the beach. To this was added a lower element containing a foyer, carpentry shop, printery, vehicle storage and a skylighted garden corridor. A penthouse apartment and roof garden command a view out the bay toward Marion Island. Gently curving lines begin as drive, curb, walk and garden wall; flow through the building as exterior and interior walls, ramps, screen walls, carpet shapes and furniture; serve as a foil to soften the rigid form and harsh proportions of the old building. Detail and scale have been manipulated to enhance a sense of humaneness and warmth. Redwood, mahogany and copper are used liberally against the rosy buff blend of the old brick. Growing plants are always visible.



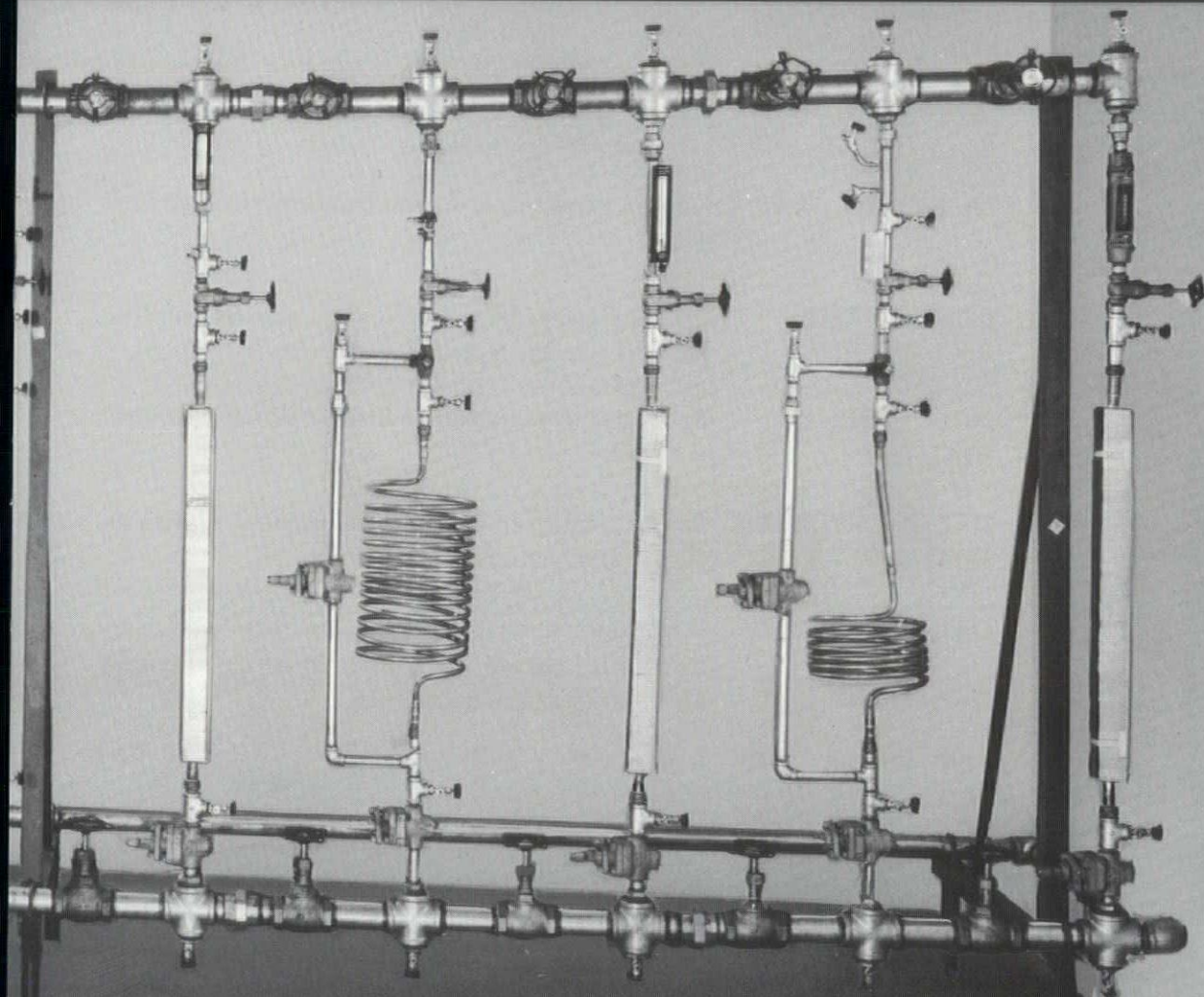
Arched doorways yielding to balconies over the beach line the north wall of the drafting room which still has the original hard maple floors and a fireplace to temper the northern winters. Shown above from the left are associates Robert Sommerville, Robert Holdeman and David Stiffler.



$t_{sr} = t_{ba}$



$$GPM = \frac{BTU/hr.}{500 \times (T_2 - T_1)}$$



It's a far cry from the little red school house. Or a college campus. But it's an important learning center.

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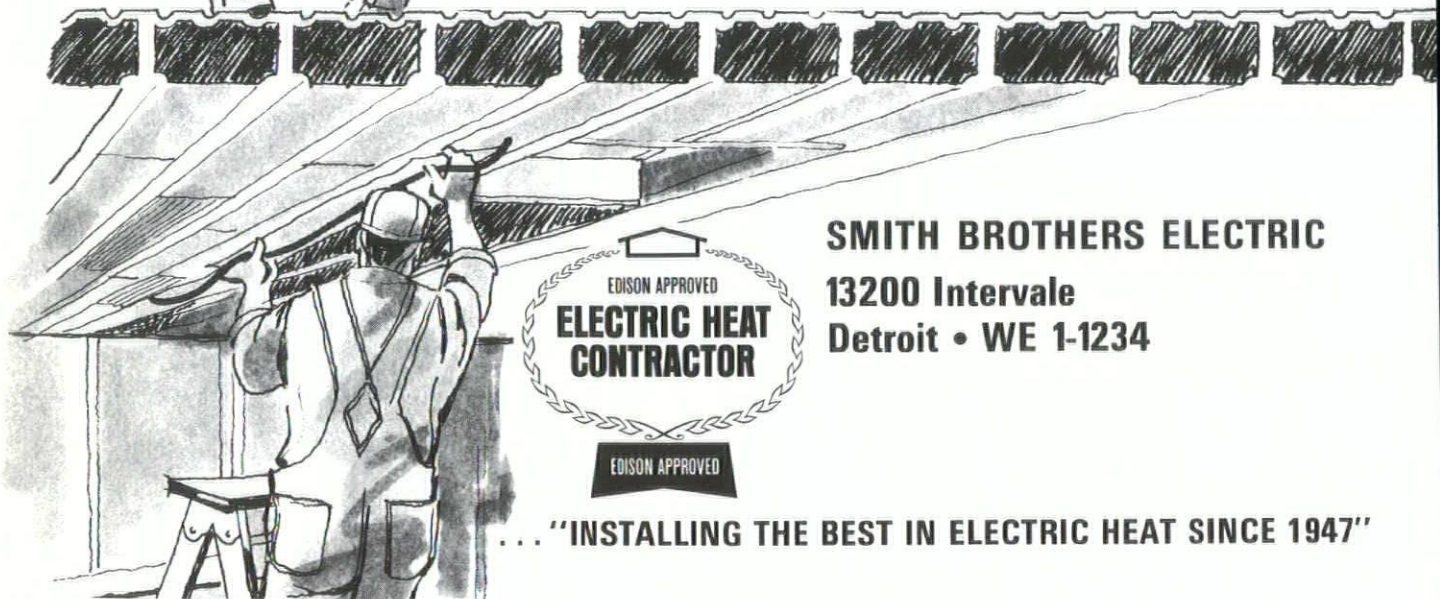
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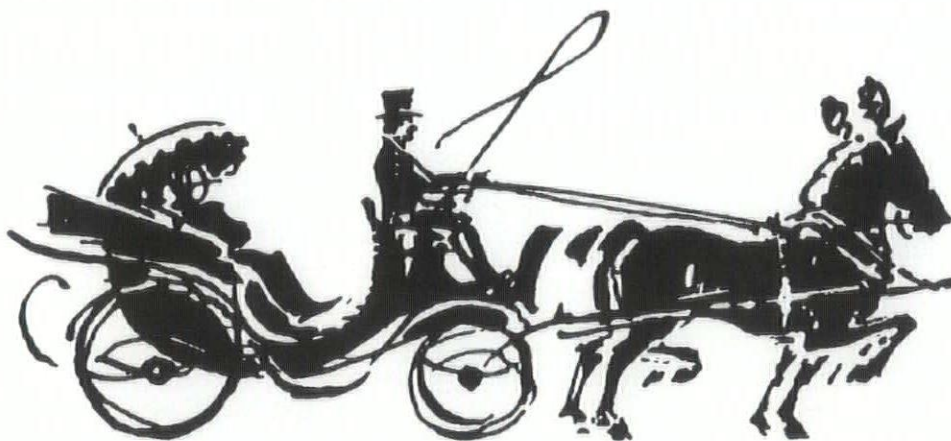


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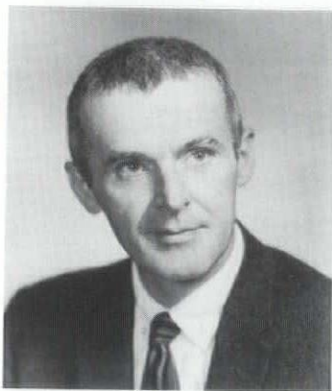
Michigan Society of Architects

27th Mid-Summer Conference



Grand Hotel, Mackinac Island

August 6, 7, 8, 1970



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President MSA*



*Ralph Bergsma, AIA
Chairman*



William Diamond, AIA
Vice Chairman



Mrs. William Milliken



Edgard (Bud) A. Guest

THURSDAY, AUGUST 6

Adult Activities

- 9:00 A.M.-
- 5:00 P.M. Registration, Main Lobby
- 12:15 P.M. Luncheon, Main Dining Room
- 2:00 P.M. MSA Board Meeting
East Dining Room
- 6:00 P.M. Reception, Lobby
- 7:00 P.M. Dinner, Main Dining Room
- 8:00 P.M. "Fun with Deano" Family Mixer
Pro Shop/Club Room

Youth Activities

- 12:15 P.M. Luncheon, Main Dining Room
- 6:00 P.M. Coke Party Lower Lobby East
- 7:00 P.M. Dinner, Main Dining Room
- 8:00 P.M. "Fun with Deano" Family Mixer
Pro Shop/Club Room

FRIDAY, AUGUST 7

Adult Activities

- 9:00 A.M.-
- 5:00 P.M. Registration, Main Lobby
- 10:00 A.M. MSA Business Meeting Open to all
Chapter Members, Club Room
- 10:30 A.M. Ladies' Coffee Hour
West End of Lobby
- 12:15 P.M. Luncheon Main Dining Room
- 2:00 P.M. Golf Tournament (first good
day, tabulate early)
- 6:00 P.M. President's Reception Club Room
- 7:00 P.M. Buffet Dinner Serve Terrace Room
East Casino Room
- 8:00 P.M. Program, Casino Room
- 9:00 P.M. Adult Party Club Room
- 11:00 P.M. Dancing, Terrace Room
Music by Grand Hotel Orchestra

Youth Activities

- 10:00 A.M. "Ice Breaker" Lower Lobby
- 12:15 P.M. Luncheon Main Dining Room
- 2:00 P.M.- Swimming and Games
- 4:00 P.M. Pool and lawn
- 6:00 P.M. Coke Party Lower Lobby East
- 6:45 P.M. Dinner Serve Terrace Room
East Casino under balcony
- 8:00 P.M. Games Party Lower Lobby East

SATURDAY, AUGUST 8

Adult Activities

- 9:00 A.M.-
- 12:00 Noon Registration Main Lobby
- 12:15 P.M. Luncheon Main Dining Room
- 3:30 P.M. Mother-Daughter Tea
Governor's Residence
- 6:00 P.M. Reception Porch or Club Room
- SPONSORS:
Great Lakes Fabricators & Erectors
- 7:30 P.M. Annual Mid-Summer Conference
Banquet Casino Room
- 8:30 P.M. Dinner Program Casino Room
- GUEST SPEAKER:
Mr. Edgar (Bud) A. Guest, WJR
"Sunny Side of the Street"
- Announcement of Golf Prizes
- 11:00 P.M. Dancing, Terrace Room
Music by Grand Hotel Orchestra

Youth Activities

- 10:00 A.M.- Bike Hike (Rallae)
Meet in Lower Lobby
- 12:15 P.M. Luncheon Main Dining Room
- 2:00 P.M.- Swimming and Games
- 4:00 P.M. Pool and Lawn
- 6:00 P.M. Coke Party, Lower Lobby East
- 7:00 P.M. Youth Dinner, Marine Room
- 8:00 P.M. Youth Dance, Lower Lobby East
Band: "The Steinsmen"

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New Concept Uses Reliable Asphalt



ARCHITECT: Howard E. DeWolf, East Lansing

A new concept in "gas stations" was unveiled in East Lansing at the corner of Abbott Road and M-78. The service area is covered to protect it from inclement weather and the design and landscaping are such that it blends into the area, unlike most stations. Spartan Asphalt put in a 5½" hot mix base and a 1½" wearing course for this unique University Standard Service Center. You, too, can be assured of quality work when you call in a prequalified MAPA contractor.



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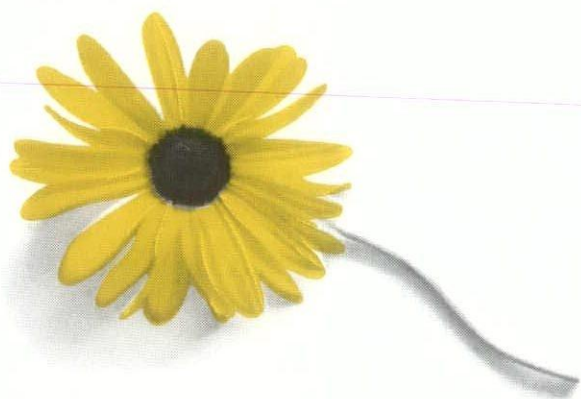
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New Registration Board Appointed

Bernard J. DeVries, FAIA, Frederick G. Stickel, AIA and James Tomlinson, AIA will be joined by John MacMahon, Land Surveyor and Edwin L. Young, PE as the members of the new State Board of Registration for Architects. The appointments were made by Gov. Milliken on June 4.

The new Board has reviewed the situation concerning the examinations scheduled for June of this year and concluded that the legal complications of recent months have made it impossible to hold the examination as scheduled.

The next scheduled Architect examinations will be held in December 1970.

The new Board will finalize the results of the December 1969 Architects examination and the candidates will be notified of their grades.

Gallagher Joins SH&G

The appointment of James P. Gallagher as Director of Public Affairs of Smith, Hinchman & Grylls Associates, Inc., has been announced. The appointment became effective June 1. Mr. Gallagher is presently Senior Editor of House & Home and has been an editor on the housing industry publication since January, 1952.



In accepting the appointment of the Detroit firm, Gallagher is returning to the city of his birth. He was raised on Detroit's East Side, attended the University of Detroit and spent 3½ years in India and China as a cipheranalyst with the Air Force. He was employed by the Detroit Free Press for 11 years before he went to New York City in 1952 to join the newly-created magazine, House &

Home. For 12 years, the magazine was published by Time, Inc., and in 1964, it became a part of the McGraw-Hill group of trade publications.

Benson J. Wood Named "Professional Engineer of the Year"

The Michigan Society of Professional Engineers at their annual meeting named Benson J. Wood "Professional Engineer of the Year", for 1970. The award is given as a tribute to the engineer in Michigan who manifests high ethical conduct in his field, strives for the betterment of environment for humanity through engineering skills, and works toward the improvement of the stature of the engineer in the community.



neer in the community.

Wood received his Bachelor of Science degree in Civic Engineering from the University of Michigan. Since that time he has been active in the field of engineering with a number of well known Michigan firms. He joined Harley Ellington Associates, Inc., in 1946 as Chief Structural Engineer. Since that time he has served the firm as Production Manager, Project Administrator and Vice President of the Engineering Projects Division. He is presently Vice President, Treasurer and a member of the Board of Directors.

Better Ways to Manage Firms, Build Profits, Told by AIA

"Financial Management for Architectural Firms", a 163-page book detailing accounting and other business procedures has been published by the AIA.

In order to serve clients and the public, an architectural firm "must be managed as a profitable going concern" able to attract top professional talent and resources, noted Murray

Slama, AIA, Lafayette, Calif., chairman of an AIA Task Force which prepared the new book.

The financial management book includes a guide to profit planning and yearly profit goals, project budgeting and billing rates, payroll and cost accounting, compensation to principals and staff, and other subjects.

It replaces "Standardized Accounting for Architectural Firms" first published in 1954. Accounting procedures in the new book can be done manually and later can be adapted to computerized data processing for which AIA is now developing procedures.

Copies of "Financial Management for Architectural Firms" are available from the MSA office, 28 West Adams, Detroit 48226.

Fortunski Challenges Michigan Engineers

In an address to the Michigan Society of Professional Engineers, Anthony C. Fortunski, PE, challenged the group to accept responsibility for preserving the nation's well-being.

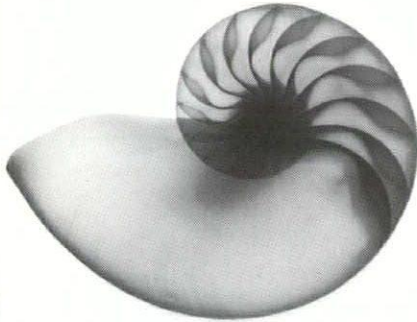
"As our population constantly becomes more dependent on technology, it becomes ever more dependent on the skills of the professional engineer to develop and conserve our natural resources. The professional engineer now has the responsibility for managing the actual essence of life", he said.

The speech was Fortunski's inaugural address to the Michigan Society of Professional Engineers, at that group's meeting in Boyne Highlands. The meeting installed him as the society's new president.



Fortunski is president of Fargo Machine & Tool Company and Brown-Hutchinson, Inc. of Detroit. He is also a director of Liberty State Bank

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According to Dr. Karl Haas, world renowned music expert, the intimate relationship between structural form and sound exists between many architectural and musical works. Dr. Haas, who was recently honored by the Michigan Society of Architects, has just completed a stereo album designed to demonstrate this relationship.

Entitled *Structures and Sound*, this new collection illustrates how architectural works can have the "look" and "feel" of a particular work of music. In this comparison, Dr. Haas concentrates on three attributes which the two sister art forms have in common: structure, geographic origin, and the era's stylistic preferences. It's a fascinating program... and it's dedicated to you, the professionals of the building industry. You are sure to find it both enjoyable and enlightening.

The album is available in 12" LP, 8-track cartridge, or compact cassette... all are in full stereo. It is offered to readers of this magazine at the special low price of just \$5.95 for the LP, or \$6.95 for either 8-track or cassette. (Michigan residents please add 4% tax.) Your satisfaction is fully guaranteed.

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and Trust of Hamtramck. He received an engineering degree from Lawrence Institute of Technology in 1939 and was honored with Lawrence Tech's Alumni Achievement Award in 1964.

He is affiliated with the National Society of Professional Engineering and Michigan Association of the Professions, the Engineering Society of Detroit and the Society of Manufacturing Engineers.

As president of the Michigan Society of Professional Engineers, Fortunski represents the 2,200 registered engineers in the civil, electrical, mechanical, structural, industrial and other disciplines. The Michigan chapter is affiliated with the National Society of Professional Engineers.

Firms Announce Merger

Harley Ellington Associates, Inc., and Pierce, Wolf, Yee & Associates, two of Michigan's major architectural and engineering firms have merged.

The merger was effected through the purchase of Harley Ellington stock by members of the firm of Pierce, Wolf, Yee, a partnership, and the admission of Wood and Stirton to partnership in Pierce, Wolf, Yee and Associates. For a time, both of the merging firms will operate under separate names and will retain considerable autonomy in their activities with the total facilities of both organizations mobilized to meet the requirements of their clients.

Ralph Pierce, Anthony J. Wolf and Warren W. Yee have become vice presidents and each will serve on the board of directors of Harley Ellington Associates, Inc. Malcolm R. Stirton

continues as president of Harley Ellington with Benson J. Wood as vice president and treasurer, Paul B. Brown as vice president and secretary, and Robert C. Cunov as vice president of operations.

Harley Ellington Associates, Inc., located at 26111 Evergreen Road, Southfield, Michigan, adjacent to the existing offices of Pierce, Wolf, Yee & Associates who are at 21311 Civic Center Drive, Southfield, Michigan. Pierce, Wolf, Yee & Associates also have an office in Canada at 1922 Wyandott Street, East in Windsor, Ontario.

Kawneer Advances Voreis

Richard D. Voreis, formerly Philadelphia Territory Sales Representative, has been named Product Manager for sliding doors and AMS window system, according to a recent announcement by Kawneer Director of Marketing, James H. Mitchell, Jr.

Voreis attended both Indiana University and Michigan State University and holds the degree of Bachelor of Science in Business Management and Administration. In 1964 he joined the Kawneer Company as a credit assistant and later was assigned to special projects within the Corporate Marketing Department. After completing Kawneer's sales trainee program in 1966 he was assigned to the Philadelphia position which he held until his recent promotion.

As Product Manager, Voreis will make his headquarters at Kawneer's Niles, Michigan corporate offices. Kawneer is a subsidiary of American Metal Climax.



With the merger of Harley Ellington Associates, Inc., and Pierce, Wolf, Yee and Associates, the members of the new board of directors of Harley Ellington Associates, Inc., will be: seated (L to R) Malcolm R. Stirton, Dr. Warren W. Yee, Anthony J. Wolf, standing Paul B. Brown, Benson J. Wood, Ralph Pierce and Robert C. Cunov.

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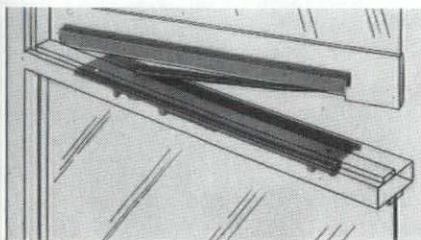
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Eulogy as given by
Eberle M. Smith, FAIA



Arthur K. Hyde, Rotarian, Architect, Christian, 1895-1970. On June 19, he would have been 75.

Born in Detroit of immigrant English parents, he made this city his homeplace for his entire life. Entering Rotary in 1942, he soon achieved five years of perfect attendance. However, sickness plagued him most of his life and his many confinements in hospitals interrupted his attendance on several occasions. He believed in Rotary and lived up to its principles. On a prominent place over his office desk was always the Rotary Four Way Test which served as his constant guide in all his activities. He served faithfully and well on the Vocational Service Committee, the Community Service Committee, the House Committee and as Chairman of the Attendance Committee and Rotary Information Committee. Art served also as a member of the Board of Commerce and the Economic Club as well as being a member of the Detroit Club and University Club.

He was a man of great dignity, courage, integrity, and he was a friend of all people he came in contact with.

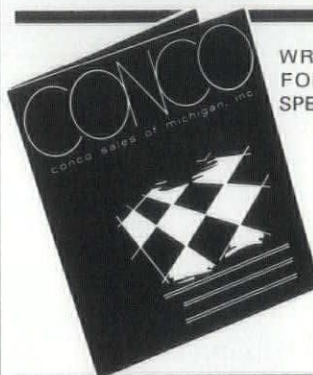
He started work in his chosen field of Architecture as a draftsman at the age of 19. His work was interrupted during the First World War when he entered the service of his Country as a volunteer in the Red Arrow Division during 1917-18-19. In 1924 he graduated from the University of Michigan School of Architecture and began his career as a Professional Architect. He was proud of his work as Architect of the Broadhead Naval Armory, the Restoration of the Mariners' Church in downtown Detroit, Christ Church in Dearborn, St. Michael's Church in Grosse Pointe and the St. Martha's Church for Mrs. Henry Ford.

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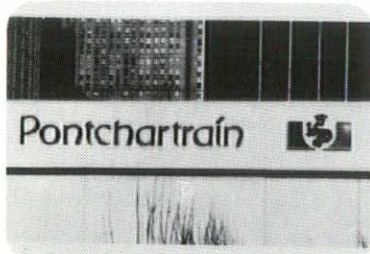
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Again in the Second World War, his practice was interrupted and he joined the firm of Giffels & Vallet where he became Vice President. He next joined Harley, Ellington & Day and 4 years later he joined the firm of Eberle M. Smith in 1962. He was our associate and a source of great inspiration to me personally and to other members of our staff. Art was elected a Fellow in the American Institute of Architects in 1947, and served as President of the local chapter. He was active in the Michigan Society of Architects, the Engineering Society of Detroit, the Michigan Association of the Professions and Public Relations Society of America.

In all his associations, his friendly generosity was only surpassed by his gracious demeanor toward his fellow man.

Art was a member of the St. James Church of Birmingham for many years. Formerly he was a member of the St. Joseph Church of Detroit where he served as vestryman. His church work led him to be active in other churches such as the Church of Incarnation and the St. Peters Church, and to undertake speaking tours for churches throughout the State.

Art was married in 1949 to Florence Moore who survives along with two stepsons, Alex W. and James H. Moore; a sister, Mrs. Helen Dunn; and two brothers, Harold and Elder.

E.J. Otis Honored

A Toledo architect and resident of Ypsilanti is one of four University of Michigan alumni to earn the U of M's Distinguished Alumni Service Award for 1970.

E.J. Otis, Jr., partner with Samborn, Steketee, Otis and Evans, Toledo architects-engineers-planners, was recipient of the award at the annual meeting of Michigan's Alumni Association in Ann Arbor.

The award is presented annually to alumni who have given outstanding service to the University and its Alumni Association.

He was cited for his service as an Alumni Association director; international vice-president and director of Camp Michigan at Lake Walloon; chairman of the Association's Development Committee; member of its Executive Committee, and membership chairman in Northwestern Ohio for the U of M President's Club.

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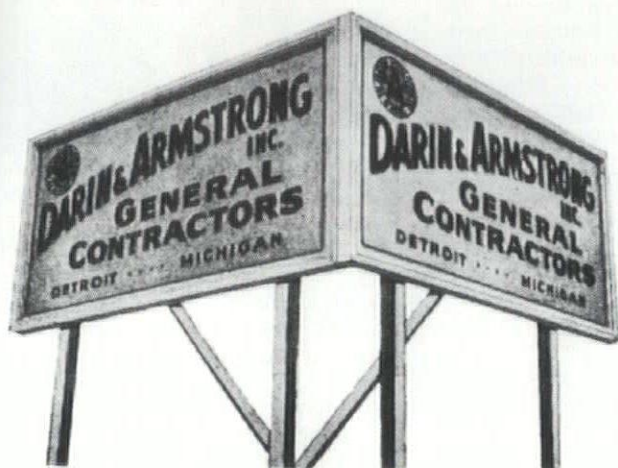
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The American Institute of Architects Honor Michigan Architects

Glen Paulsen, Bloomfield Hills architect for 16 years, has been elected to the College of Fellows of the American Institute of Architects, a lifetime honor bestowed for outstanding contributions to the profession.

Paulsen was born in Spooner, Wisconsin in 1917, and received his B. in Arch. cum laude degree from the University of Pennsylvania and has been a member of AIA for 12 years.

In 1958, he became a member of the Detroit Chapter, AIA, and has since served on the MSA Board of Directors, the Civic Design and Education Committees. He also has been ac-

tive in civic and cultural affairs, participating in Governor's Advisory Committee for the design of Michigan State Capitol and the Architectural Commission, University of Washington.

A principal in the firm of Tarapata-MacMahon-Paulsen Associates, Inc., Paulsen's work has been devoted to educational, residential, religious, and commercial. His major projects are: Christ Church Lutheran Addition, Minneapolis; Shapero Hall of Pharmacy, Wayne State University, Detroit; Our Shepherd Lutheran Church, Birmingham; Ford Life Sciences Complex, University of Detroit; Student Housing Complex, University of Detroit; and, Birney Elementary School, Detroit.

He numbers among his awards:



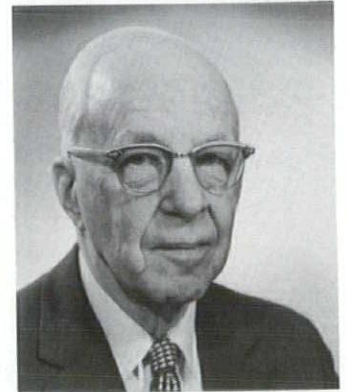
Four Honor Awards — Detroit Chapter, AIA, and the Michigan Society of Architects; Special Paris Prize; Princeton Prize in Architecture; Gold Medal and "Prix D'emulation", American Group "Societe Des Architects Diplome's Par Le Gouvernement (France)"; Traveling Fellowship for study in Sweden, American Scandinavian Foundation, New York.



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George Bickford Brigham, an Ann Arbor architect for 40 years and professor emeritus from the University of Michigan, has been elected to the College of Fellows of the American Institute of Architects for his outstanding achievements in design, education and research.

Professor Brigham, 80, received the honor during the annual AIA convention in Boston.

Professor Brigham joined the faculty of the U-M College of Architecture and Design in 1930. He insisted that his students get a solid grounding in materials and building methods at a time when the traditional approach to architecture started with the outside instead of the inside of a structure.

He combined professional practice with his teaching duties, and today continues research on prefabricated housing in which he pioneered 20 years ago.

Professor Brigham's architectural interests lie mainly with residences. His designs have been described as direct and contemporary, blending into surrounding environments quietly and with dignity. His most significant works in Ann Arbor are the Walter Badger and William Kennedy res-

ences, and the First Unitarian Church.

Born in Westboro, Mass., Professor Brigham received his professional education at Massachusetts Institute of Technology. He taught at MIT, Tufts College and California Institute of Technology before coming to the U-M.



Gunnar Birkerts, an architect in Birmingham for ten years, has been elected to the College of Fellows of The American Institute of Architects, a lifetime honor bestowed for outstanding contribution. He was formally invested during special ceremonies at the annual convention of the AIA in Boston, June 21-25.

Of the 23,300-member national professional society of architects, only 957 members have been advanced to Fellowship. Other than the Gold Medal, which may be presented to a single architect from any part of the world, Fellowship is the highest honor which The Institute can bestow on its members.

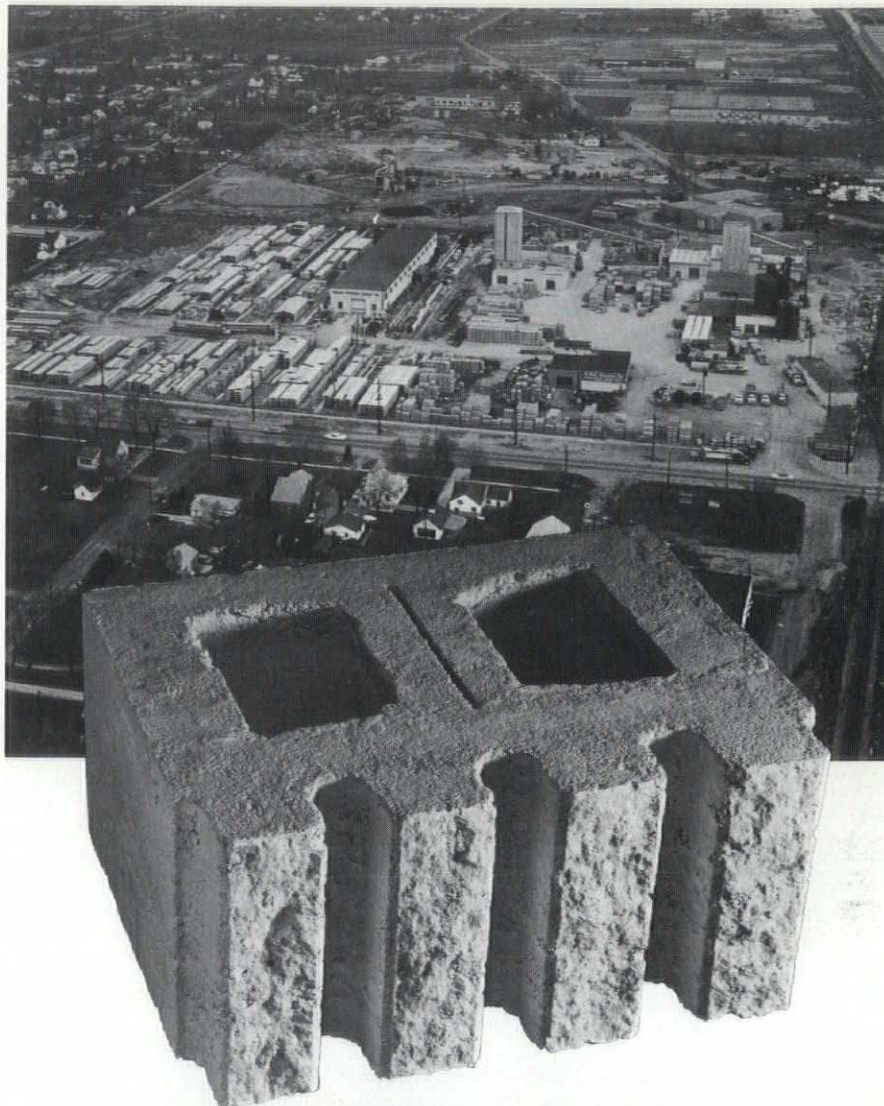
Born in Riga, Latvia, in 1925, he received his Architectural degrees from the Technische Hochschule, Stuttgart, Germany.

In 1960, he became a member of the Detroit Chapter, AIA, and has served on the Civic Design Committee. He has been active in civic and cultural affairs, and is also Professor of Architecture at the University of Michigan.

A principal in the firm of Gunnar Birkerts and Associates, his work has been devoted to institutional, commercial and residential projects. Major projects are: University Reformed Church, Ann Arbor, Michigan; 1300 Lafayette Apartments, the Fisher Administration Center at the University of Detroit, the Detroit Institute of Art Addition, Detroit; Lincoln Elementary School, Columbus, Indiana; Glen Oaks Community College, Centerville, Michigan; Federal Reserve Bank in Minneapolis; and the IBM Computer Center in Sterling Forest, New York.

His awards include AIA First Honor Award in 1962; four Merit Awards from the Detroit Chapter, AIA; "Progressive Architecture", "Architectural

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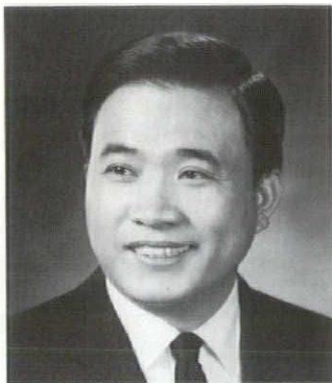
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Record" Design Awards, among numerous others. His work has been published in international architectural magazines, as well as American publications.

Three New Associates at TMP

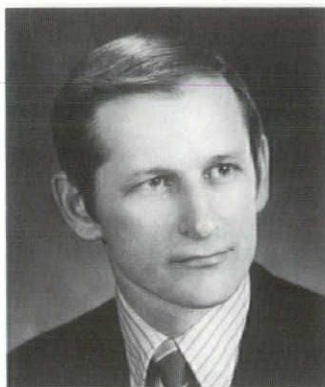
Andrew An, Clarence E. Bentley and Alfred S. Kochanowski, Jr. have been named Associates of Tarapata-MacMahon-Paulsen Associates, Inc.



Andrew An's appointment to Associate in the area of Electrical Engineering has come after three years of employment with the firm. Bentley and Kochanowski, named Associates in Design and Planning, joined the firm in 1965.

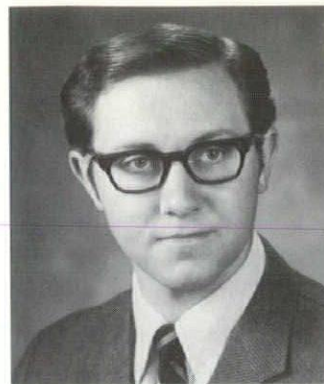
Born in China, An received a Bachelor of Science degree from Chung Shing University, Taiwan. After com-

ing to the United States in 1957, he received a Bachelor of Arts degree from Calvin College in Grand Rapids, Michigan and attended the University of Michigan for his Bachelor of Science degree in Electrical Engineering.



Clarence Bentley, AIA, Associate Member of AIP and Registered Community Planner, came to the firm as planner and architectural designer. He received a Bachelor of Architecture from the University of Michigan and attended the Michigan College of Mining and Technology (presently Lake Superior State College). He was the recipient of the Daverman Award Scholarship for Graduate Study in Architecture or Planning in 1961 and received a Master's Degree in City Planning from the Horace Rackham Graduate School which is located at

the University of Michigan.



Alfred Kochanowski, Associate Member of the AIA, has had major responsibility in designing the Hiller Elementary School in Madison Heights, Michigan and the St. Mary's Preparatory School Dormitory, Orchard Lake, Michigan. He has also been involved in the design of additional facilities for New Horizons of Oakland County, Inc., a sheltered workshop project which offers technical training for the handicapped. Kochanowski received a Bachelor of Architecture from the University of Michigan.

Marvin DeWinter Associates has relocated their offices at Camelot East Building, 3445 Lake Eastbrook Drive, Grand Rapids, Michigan 49506. Telephone 616-949-9400.

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Report of the MSA Committee on Mandatory Firm Membership

The MSA Mandatory Firm Membership Committee was organized in March 1970, pursuant to action taken at the Grand Rapids Convention. The Committee is composed of one representative from each chapter, appointed by his chapter president.

President Lyman gave the Committee the following charge:

"It will be the responsibility of this Committee to develop a recommendation or recommendations in time to be published in the July issue of The Bulletin (June 1 deadline) to the end that any recommendation can be brought to a vote in August in Mackinac."

"It is recognized that full discussion of this matter may lead to a re-examination of the basic role of MSA, its staff organization, and even the location of its offices."

I. Committee Findings

The Committee has gathered available facts regarding firm membership and firm membership dues, and each Committee member has gathered the suggestions and opinions of his local chapter members insofar as he was able. Certain additional information was provided through contacts with members of the MSA and Institute staffs.

1969 income from the voluntary firm membership program totalled \$17,725.00 contributed by 134 Michigan firms. This amounts to 45 per cent of the total MSA dues for the year, and represents participation by approximately 2/3 of the State's firms. The Committee believes that this substantial portion of annual income must not be left to the uncertainties of a voluntary dues program. Nor should the burden be carried solely by the volunteering firms. If the program is justified, it must apply to all.

It is the opinion of the Committee that the right to levy dues on Architectural or Architectural-Engineering firms does not exist at the local, state, or national level. Membership in the AIA, and therefore the MSA also, is limited to individuals. However, the Institute and several state and local organizations have recognized the special interests and obligations of those corporate members who are principals in firms in private practice, and have instituted supplemental dues programs which levy additional dues for special purpose programs of particular concern to firm principals. The Committee concludes from this that the MSA has no right to institute a mandatory firm membership program but that the same ends can and should be achieved by the development of a supplemental dues program.

The right of MSA to levy supplemental dues on its members derives from the By-Laws of the Institute which state:

VI Article 1 STATE ORGANIZATION

Section 4 ANNUAL DUES

"State organizations may fix and collect dues from the chapters within the State or from its members. . . ."

The general concept of mandatory firm membership has been endorsed by the following Chapters: Flint, Huron Valley, Saginaw Valley, Western Michigan.

In the opinion of the Committee, the present Firm Membership Dues Schedule is inequitable. It does not allow sufficient gradation between the smallest and largest firms. The Committee concludes that a supplemental dues sched-

ule should provide a graduated scale which takes into account the member's proportionate share of ownership in his firm and the level of business activity of the firm.

It is the unanimous opinion of the Committee that if a supplemental dues program is instituted that the collection of regular and supplemental dues should be performed by the MSA and not the local chapters. This would have the advantage of placing the collection under the supervision of the MSA Treasurer, as well as making the dues revenues immediately available to the Society which at the present time must wait for quarterly remittances from the chapters.

The Committee unanimously supports the concept of a supplemental dues program with the burden to be shared proportionately by all corporate members who are principals in private practice. The income thus provided is essential to the development and maintenance of effective programs for professional growth and development. We therefore offer the following . . .

II. Recommendations

A. Amend the By-Laws of the Michigan Society of Architects as follows:

Article V MEMBERSHIP

Delete Section 11, FIRM MEMBERSHIP

Article XII FINANCE

Section 2

Amend paragraph (a) by adding the word "regular" before the word "dues".

Amend paragraph (a) by adding a second paragraph as follows:

"Each corporate member whose principal occupation consists of architectural practice as a principal in a Michigan Professional Services firm shall pay, in addition to the dues described above, such supplemental dues as may be fixed from time to time by the membership at a regular or special meeting of the Society. Supplemental dues shall be assessed on a graduated scale which takes into account the member's proportionate share of ownership in his firm and the level of business activity the firm experienced in the preceding calendar year."

Section 3

Amend Section 3 to read as follows:

(a) On or about the first day of each calendar year the Treasurer of the Society shall invoice each corporate member, professional associate member, associate member, and non-resident member of the Society for his regular and supplemental dues.

(b) Every corporate member, professional associate member or associate member who has not paid the entire amount of his regular and supplemental dues for the calendar year on or before Dec. 31, of that year shall be in default for the unpaid amount.

B. Establish an equitable Schedule of Supplemental Dues by enacting the following:

"Every corporate member of the Michigan Society of Architects whose principal occupation consists of architectural practice as a principal in a Michigan Professional Services firm shall pay, in addition to his regular MSA dues, supplemental MSA dues computed in accordance with the following formula:

$$SD = T \times .02 \times MS$$

Where SD is the dollar amount of supplemental dues to be paid by the member.

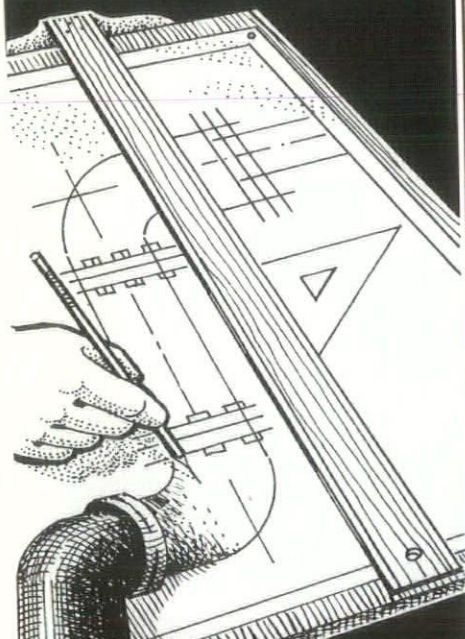
T is the total amount of FICA tax paid by the member's firm in the preceding calendar year.

MS is the member's proportionate share in the ownership of the firm.

Respectfully submitted, Mandatory Firm Membership Committee.

John Dawson, Jack Feagley, Robert Gazell, Richard Greenless, Clarke Harris, Richard Koprowski, Robert W. Yokom, Chairman.

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Trustee Named to Urban Design and Development Corporation

Philip Hammer, president of Hammer, Greene, Siler Associates, economic consultants with headquarters in Washington, D.C., and a regional office in Atlanta, has been elected to the Board of Trustees of the Urban Design and Development Corporation. UDDC is the non-profit corporation chartered with funds from the American Institute of Architects in February, 1969, to help improve life in America's urban centers.

Hammer served, by Presidential appointment, as chairman of the National Capital Planning Commission in Washington in 1968 and 1969, and was president of the American Society of Planning Officials at the same time. His firm's work covers a broad range of urban economics in commercial and industrial real estate, housing, urban renewal, regional development, capital improvement programming, downtown redevelopment, and public finances.

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