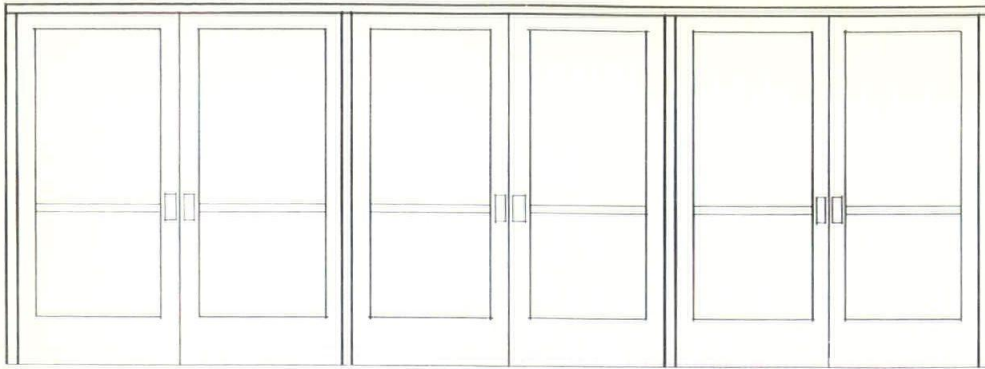


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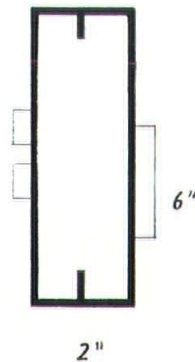
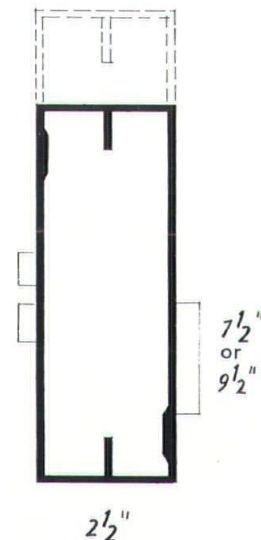
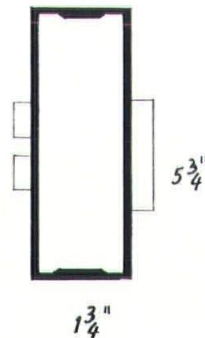
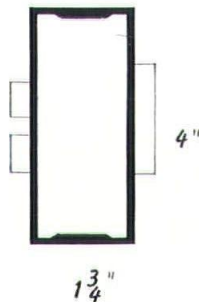
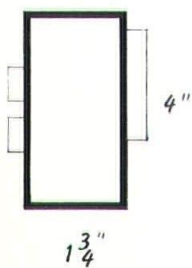
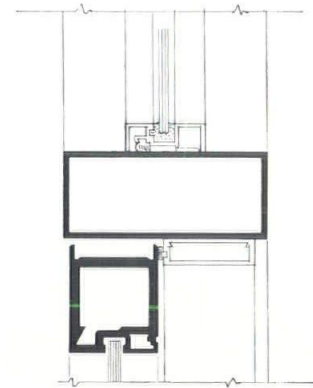
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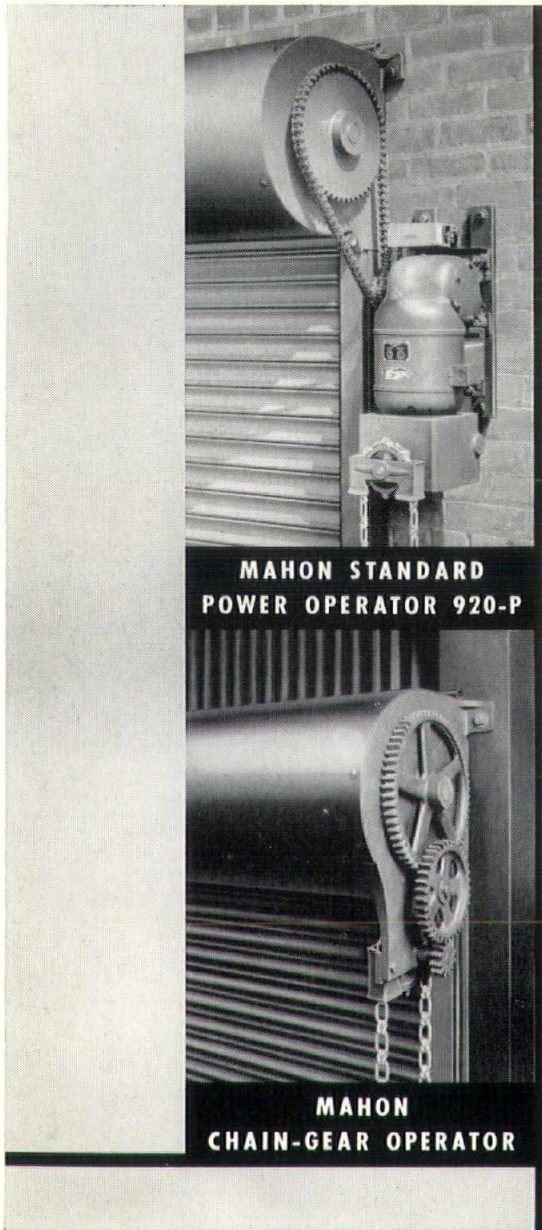
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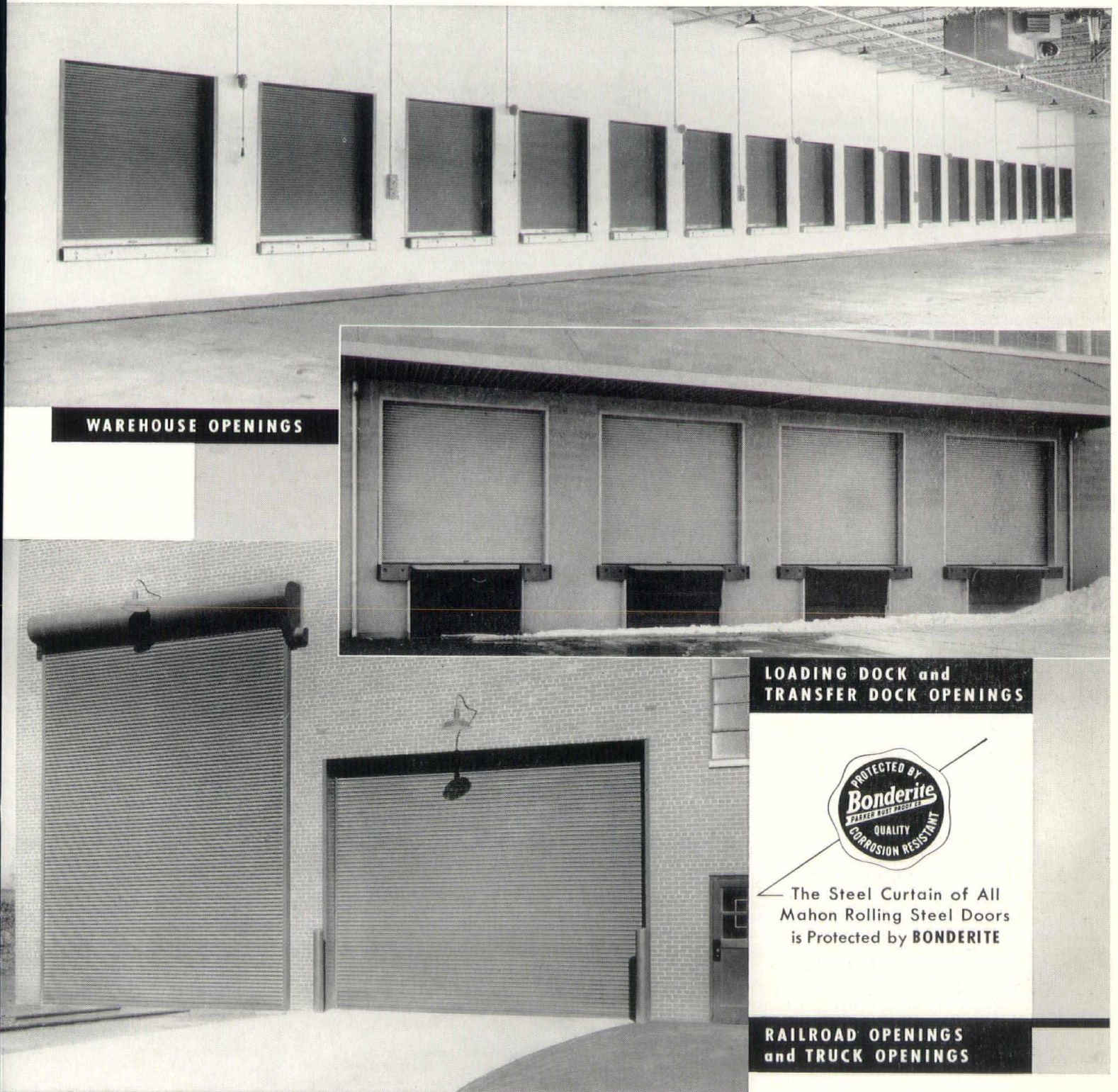
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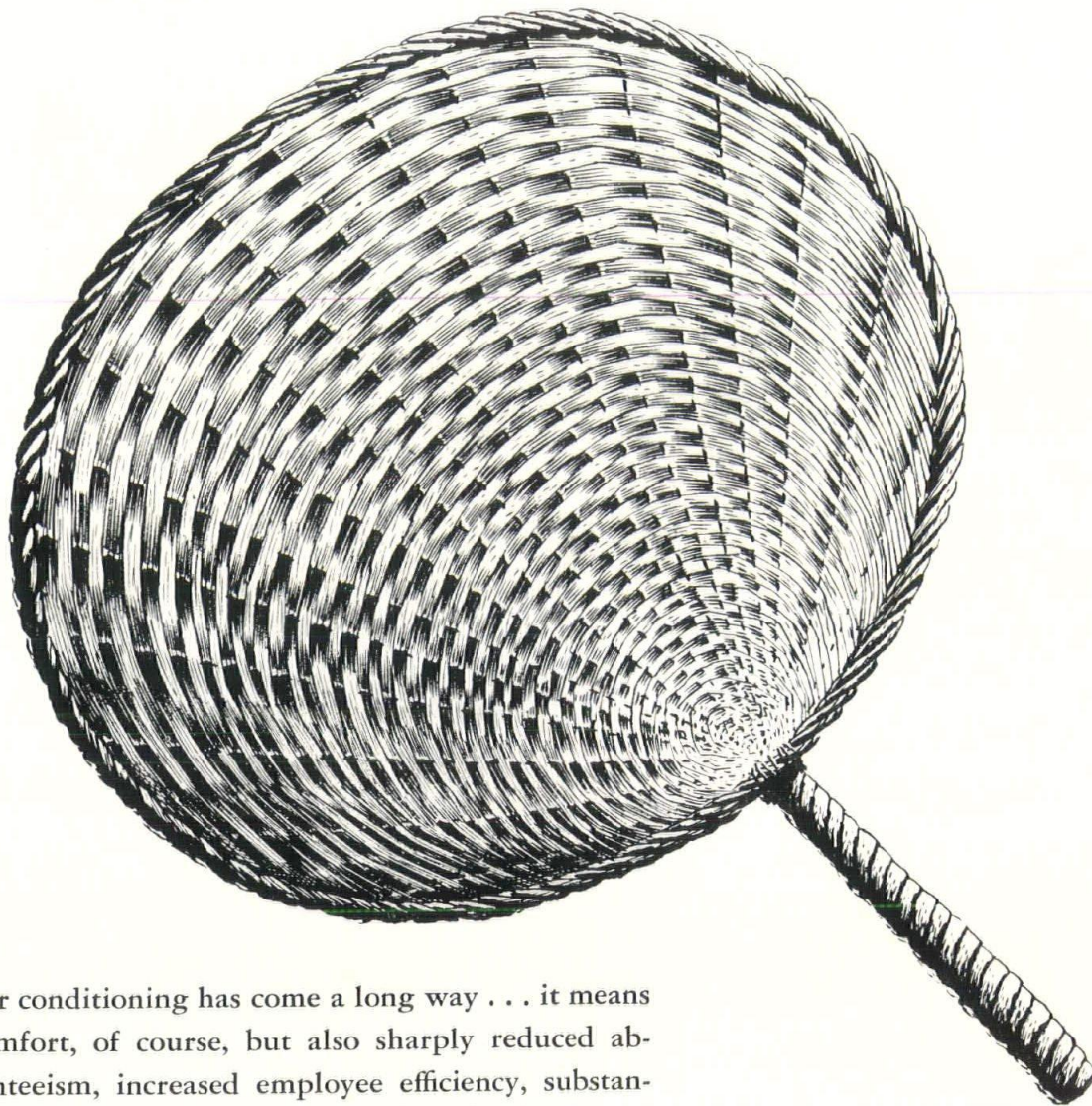
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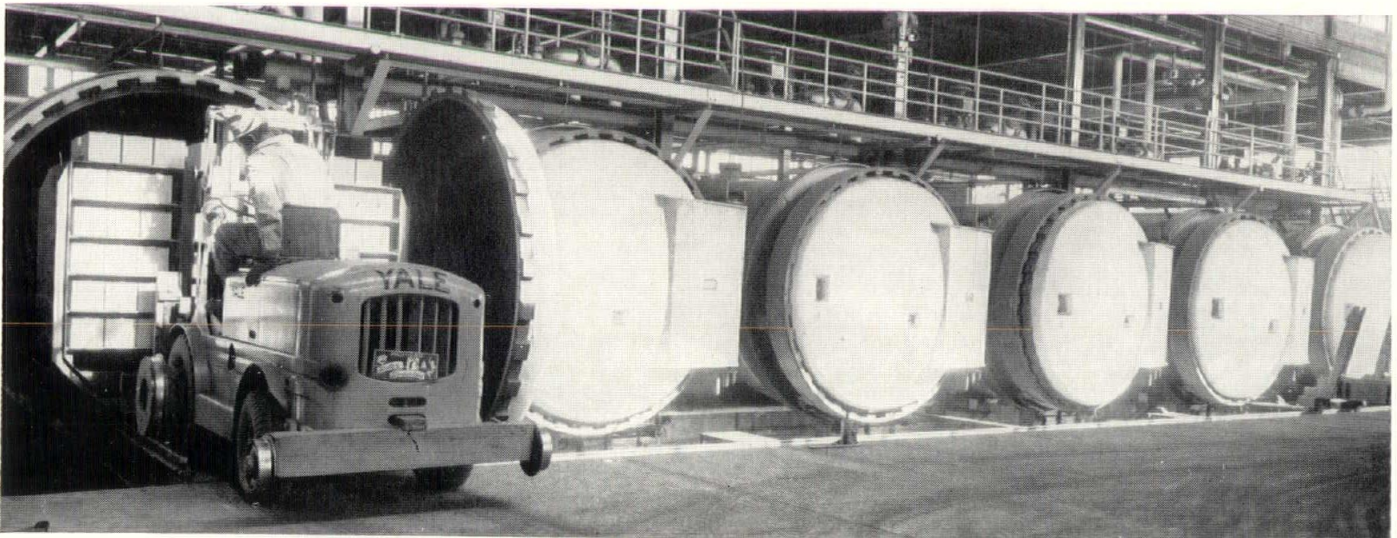


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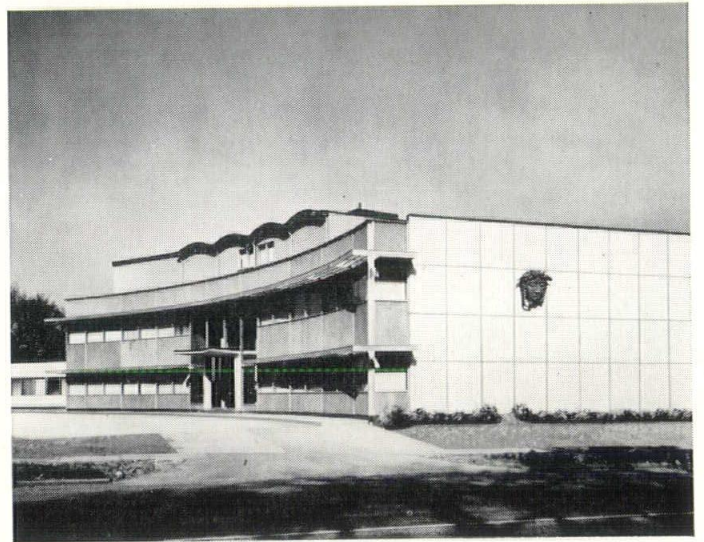
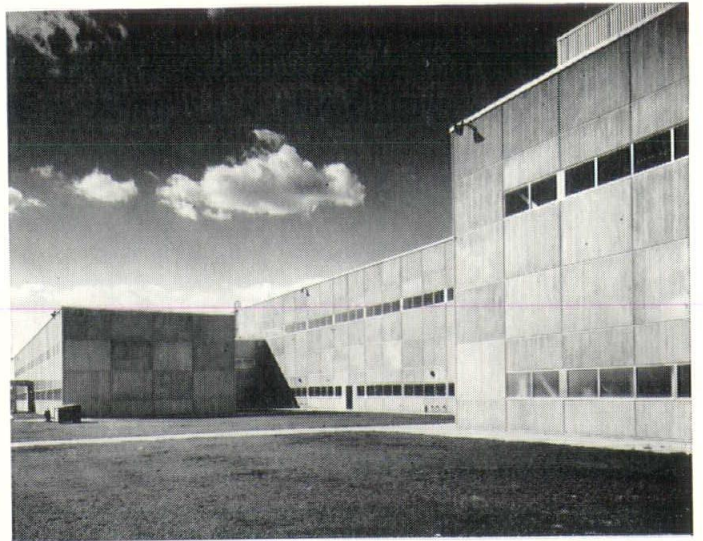
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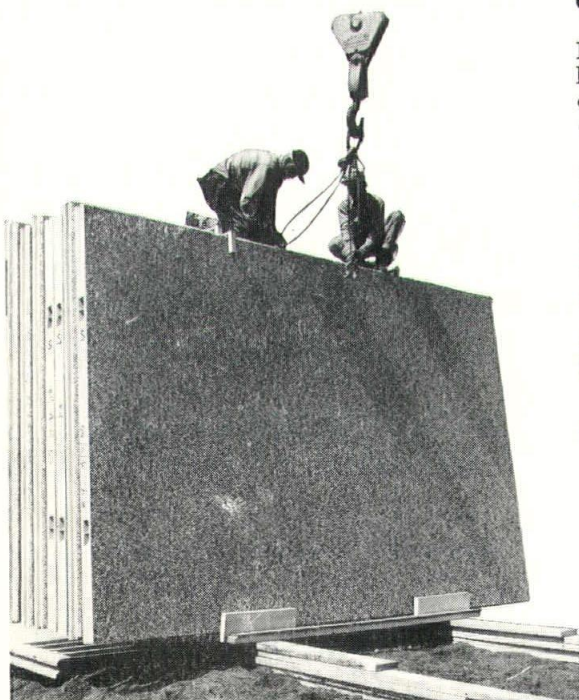
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# Is Fee-Cutting Sound Policy?

What do architects' services cost? Architects' services don't cost, they pay!

Fees are generally from 6% to 10%, depending upon the complexity of the building. These fees have been established from experience over the long history of architectural organization, as being fair to both architect and owner. They represent so small a part of the total project cost that trying to lower them is being penny-wise and pound-foolish.

Yet there are owners, both public and private, who, misguided or otherwise, try to break down the Schedule of Recommended Minimum Fees, as

prescribed by the architectural organizations.

And it should be pointed out that the Schedule is only recommended. No attempt is made to make it mandatory, or to discipline one for non-compliance. That would be in violation of anti-trust laws.

The Federal Bureau of Investigation has been, and still is, investigating the architectural organizations, both national and local, including our own Chapter, to see if there is violation. We are happy to say that we are not vulnerable.

One of the most difficult problems is the small number of architects who seem to feel it necessary to lower the stand-

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## Coming Issues

**MAY**—OBryon & Knapp, Associates

**JUNE** — Annual M. S. A. Roster (Alphabetical)

**JULY** — Leo M. Bauer

**AUGUST** — 15th Annual Mackinac Mid-summer Conference

**SEPTEMBER** — Earl W. Pellerin

**OCTOBER**—Public Officials

**NOVEMBER**—Charles N. Agree, Inc.

**DECEMBER**—Annual M. S. A. Roster (Geographical)

**JANUARY, 1959**—Manson & Carver Associates

**FEBRUARY** — Frederick E. Wigen & Associates

**MARCH** — 45th Annual M.S.A. Convention

**APRIL** — Jahr - Anderson - Machida Associates

## Monthly Bulletin, Michigan Society of Architects, Volume 32, No. 4

### including National Architect

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Michigan Society of Architects  
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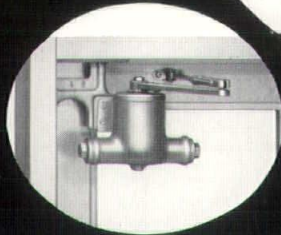
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**Rixson 225**, fully concealed, overhead closer with built-in hydraulic back check plus strong steel bumper springs for extreme back pressures. Manually set hold-open allows this closer to be set for fully automatic or single action hold-open operation.

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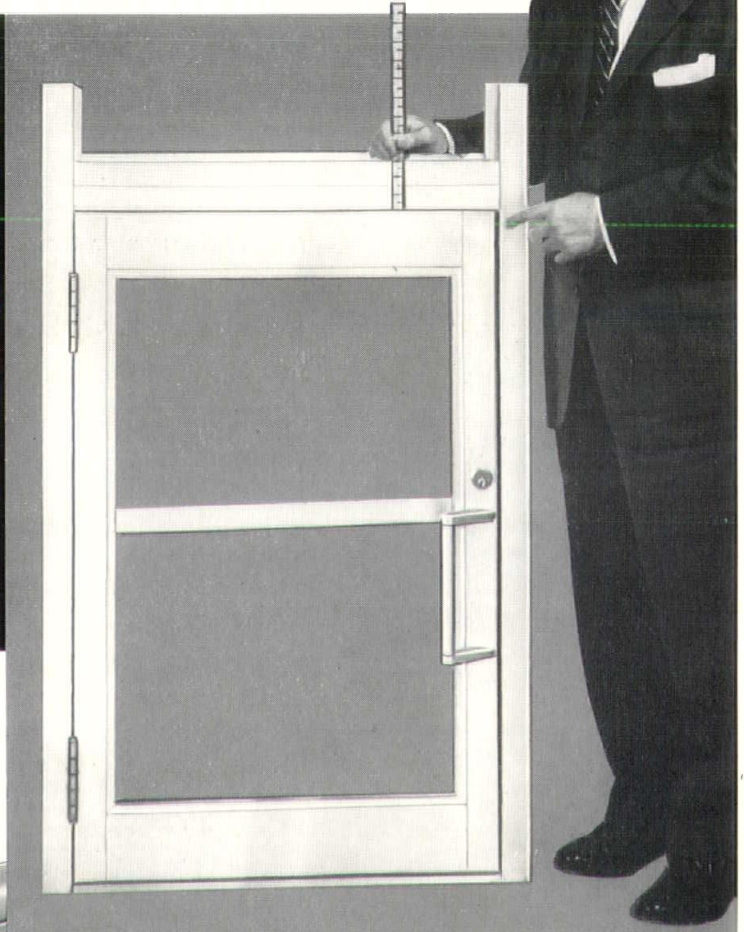
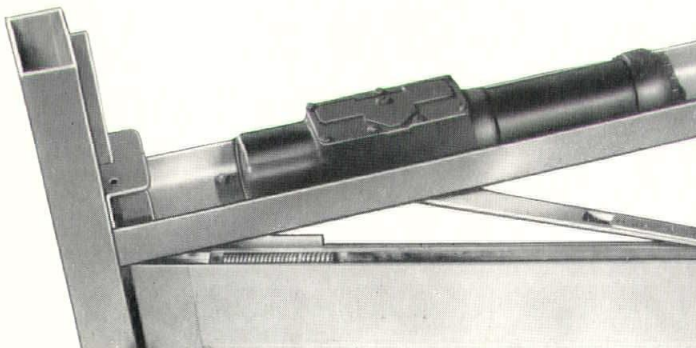
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ards of their own profession by cutting fees in order to secure commissions.

Since such standards have been fairly arrived at, there is only one reason why one architect can quote a lower fee than another—by furnishing less service.

When an owner interviews several architects and each one quotes a different fee, imagine the confusion! If architects can't agree among themselves, how can they command the respect of clients?

To select an architect on the basis of fees alone is the height of false economy.

No one should censure an official for trying to conserve public funds, but it is no economy to sacrifice quality by pinching pennies on so important a matter.

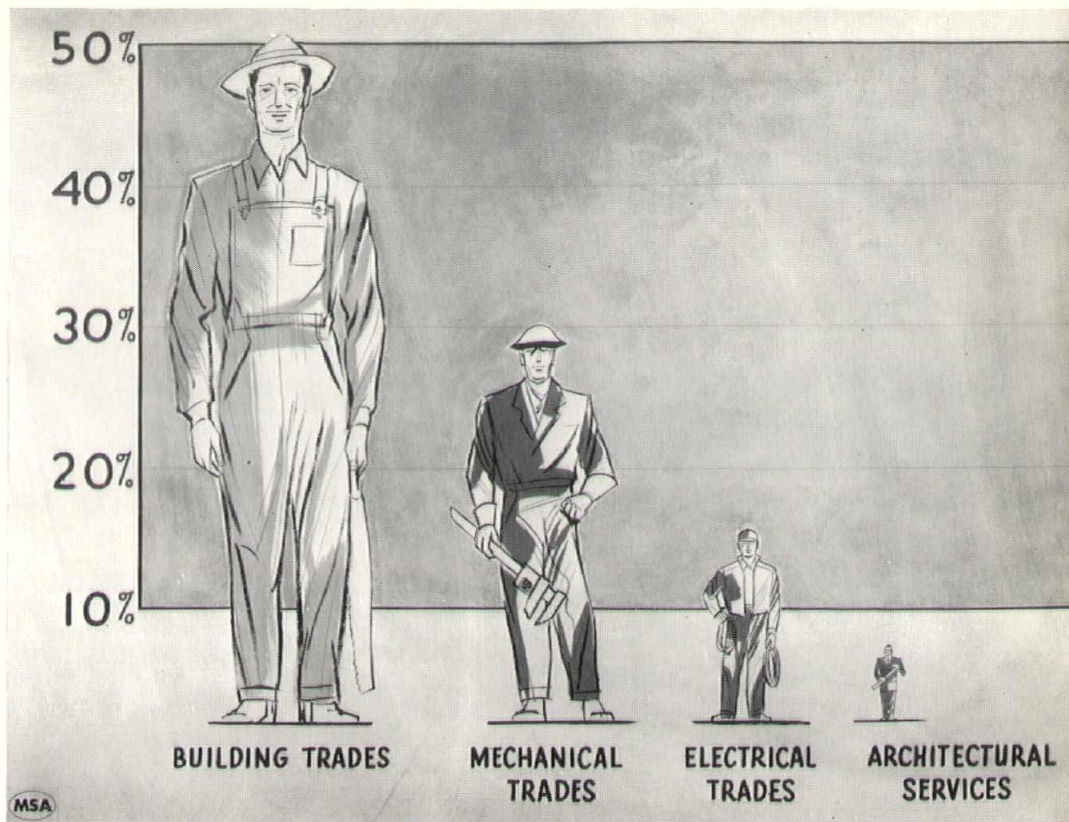
The services of an architect are not comparable to a manufactured product, built to a known standard of quality. The architect furnishes tangible plans, to be sure, but they are conceived in human minds.

There is no such thing as absolute equality among architects, any more than there is among doctors or lawyers. Yet no self-respecting professional person who has attained any favorable reputation in his field can justify accepting from one client a fee that is lower than he feels should be charged another.

The way to select an architect is not to start by shopping for the lowest fee. Rather the owner should seek the architect who can produce the best building for the amount appropriated, a building that will best serve the client's needs for the longest time.

The owner should consider the architect's background, his work, how well he has served his clients and how well his buildings have endured.

Such an architect should be worth many times his fee.



Reproduced above is one of the many charts prepared by Robert F. Hastings, A.I.A., a member of the MSA Committee on Fees.

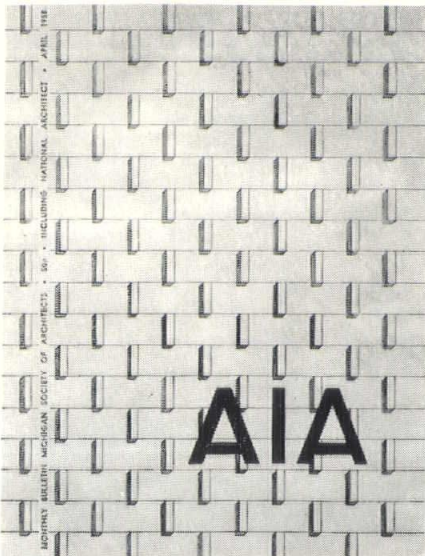
In studying the fee schedule to be included in a new brochure to replace the Society's "Organizing to Build," the Committee, of which Peter Vander Laan, of Kalamazoo, is Chairman, has made use of some very effective charts for use in their presentation to the Society Board, the Chapters, State officials, the recent Michigan Society of Architects Convention and others.

This particular chart illustrates graphically what a small part of the total building cost is the architect's fee, as mentioned in the accompanying article.

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**THE COVER:** Shadow Wall, designed by King & Lewis, Architects; a symbol of that firm's work featured in this issue.

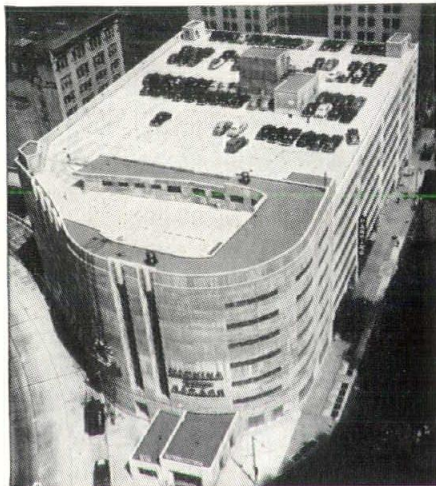


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## 1958

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IN RECOGNITION of his unfailing efforts on behalf of others, and for his many other noteworthy attributes the Michigan Society of Architects is proud and happy to award its Honorary Membership to PAUL ROBESON MARSHALL.

Signed and sealed this 13th day of March in the year One Thousand Nine Hundred and Fifty-Eight—FREDERICK E. WIGEN President.

Talmage C. Hughes was awarded the Society's 1958 Gold Medal. His citation read:

TALMAGE C. HUGHES has served faithfully the Michigan Society of Architects, the Detroit, Western Michigan and Saginaw Valley Chapters of The American Institute of Architects since the year Nineteen Hundred and Twenty-Six.

HIS CONTINUOUS DEVOTION to the affairs of our profession in this State has benefitted the Society and the Institute alike.

IN RETROSPECT, we are mindful of the modest but effective beginning of the Society's Monthly Bulletin. His perseverance in that endeavor has resulted in the proud position we now hold, with one of the most outstanding architectural publications in our country.

THE BULLETIN has served not only to inform and instruct the members of the Society, but it has attained a high character and success that is an inspiration to others.

FOR THESE CONTRIBUTIONS, for his fine character and his friendly and helpful attitude, the Michigan Society of Architects awards its 1958 Gold Medal to TALMAGE COATES HUGHES.

Signed and Sealed this 13th day of March in the year One Thousand Nine Hundred and Fifty Eight—FREDERICK E. WIGEN, President.



Chairman Bill Lindhout and his Committee deserve our thanks for a real service to the profession in arranging the MSA 44th Annual Convention at Detroit's Hotel Statler, March 12-14.

The program was well balanced and it was a happy circumstance that Morgan Yost could carry over his residential panel discussion into a more comprehensive program Thursday evening. Likewise, Thomas Creighton, also on the Thursday afternoon panel, gave an excellent talk at the banquet, concluding event, Friday evening.

Our most optimistic estimate of 500 registered at the Convention was exceeded, and attendance, even at business sessions and panel discussions was better than ever before. The City Planning seminar was especially delightful.

Pete Vander Laan was brilliant as toastmaster at the Thursday evening Awards Dinner. Paul Marshall's citation as Honorary Member read:

PAUL R. MARSHALL, for three score years, has been so devoted to unselfish service to the architectural profession and the building industry of Michigan that we owe him gratitude beyond measure.

CHAIRMAN of the Michigan Building Industry Banquet Committee ever since he led in its formation in 1937, he has also contributed notably to the success of the Michigan Society of Architects Annual Conventions by first establishing its Products Exhibits.

FROM THE BEGINNING of the Society's Biddle House Restoration Committee, he served as its Executive Director.

A FOUNDER and Past President of the Producers' Council, Inc., Michigan Chapter, he is now an Honorary Member of that organization.

AS VICE PRESIDENT of the Builders

A new citation was inaugurated, that of "Fellow of the Order of Unsung Hero." It went to William P. Lindhout, the citation reading:

ORDER OF THE UNSUNG HERO. Be it known to all men: BILL LINDHOUT, Chairman of the MSA 44th Annual Convention Committee, is that gifted citizen without whom no major cause can succeed, and is named an Unsung Fellow of this Order in recognition of the talent he provided when it was most needed.

Signed, Frederick E. Wigen, Grand Unsung Hero; Charles A. OBryon, Vice Grand Unsung Hero; Attested this 13th day of March, 1958.

Ninety-five entries were received in the annual Draftsmen's Competition, as against 55 last year. Winners were as follows:

Irene Smokoska, of Albert Kahn Associated Architects and Engineers, Inc., was awarded the Grand Prize.

The competition, an annual feature of the Society's convention, is sponsored by the Michigan Blue Print and Reproduction Association.

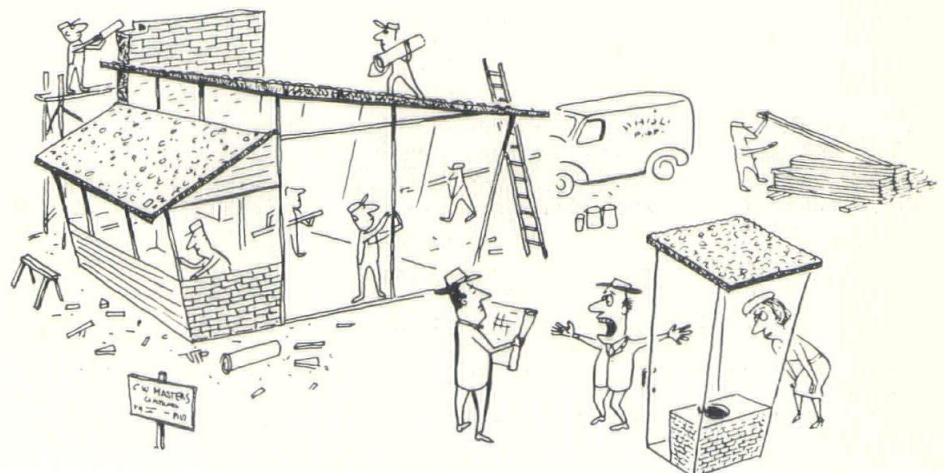
William L. Demine, of Smith, Tarapata, MacMahon, Inc., architects, of Birmingham, won First Prize in the Architectural Category.

Other winners, all from the Kahn office, were: Guy L. Dinges, Second Prize, Mechanical; Richard A. Cascaden, Second Prize, Mechanical; Arthur Gallagher, First Prize, Electrical; Laverne J. Oparka, Second Prize, Electrical; Ellsworth Clos, First Prize, Structural, and Kenneth W. Davis, Second Prize, Structural.

Grand Prize carried a stipend of \$150; First Prize, \$75, and Second Prize \$50.

Gerald G. Diehl, as Chairman of the Resolutions Committee, brought in the following thanks:

To speakers Youtz, Yost, Creighton; to Moderator, Clifford N. Wright and all of his Residential Panel; to Charles A. Blessing and panelists on the City Planning program;



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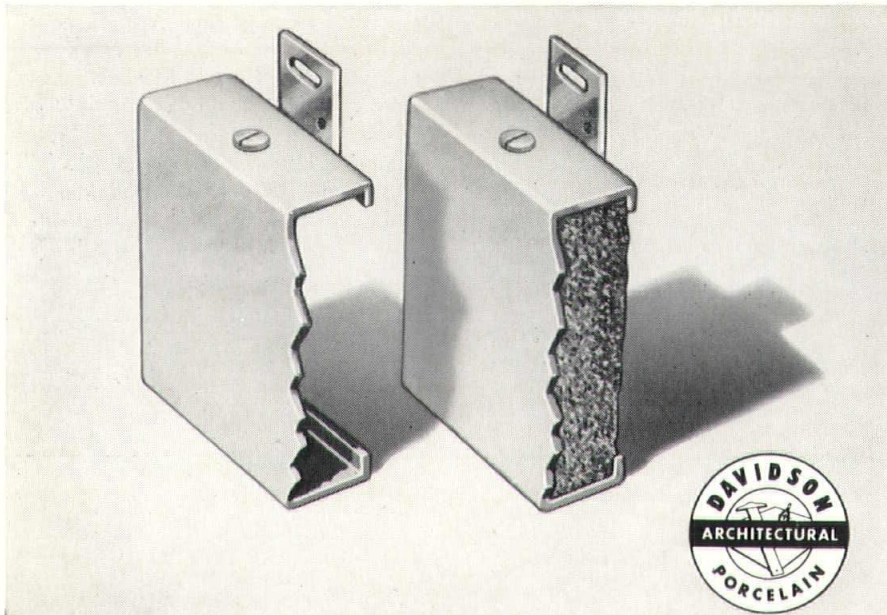
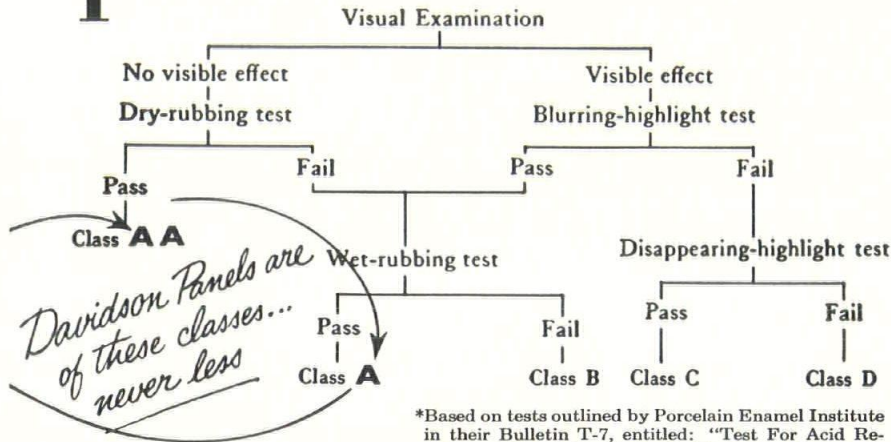
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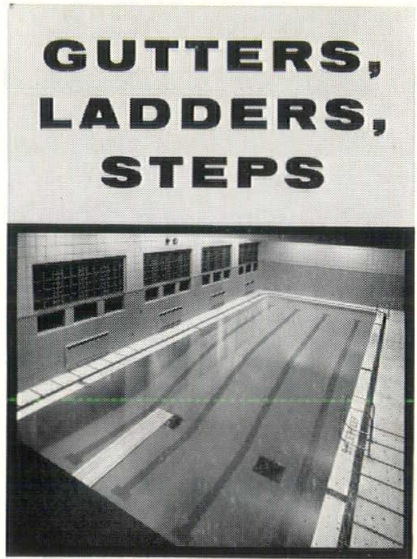
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To the Woman's Architectural League for their assistance at the Convention; to Detroit Convention and Tourist Bureau for publicity and assistance in registration;

To the Society officers and directors for their contributors to the profession;

To Michigan Blue Print & Reproduction for sponsoring the Draftsmen's Competition;

To all exhibitors who made the Convention possible; to Paul R. Marshall and his Michigan Building Industry Banquet Committee;

To John N. Richards, F.A.I.A. for serving as toastmaster at the Banquet; to Producers' Council, Michigan Chapter for sponsoring the Thursday evening cocktail party; to Hotel Statler, the press of Detroit and Michigan for their cooperation; to Mr. Leon Chatelain, Jr., F.A.I.A., President of The American Institute of Architects for honoring us with his presence, and to the following for sponsoring the Wednesday evening program:

Modu-Wall, Inc.; Century Brick Company, Pittsburgh Corning Glass Company, Price Brothers Company, Fenestra, Inc., Builders & Traders Exchange, of Detroit.

The drawing in connection with the prize for attendance at the exhibits was a new feature, which created a great deal of interest. Louis Menk, A.I.A. won First Prize; Earl G. Meyer, A.I.A. Second Prize, and Irving E. Palmquist, A.I.A. Third Prize. First Prize was all expenses paid for two people on a sight-seeing trip to New York City.

Second Prize was two tickets to the Cass Theatre; Third Prize, two tickets to Cinerama.

A special Grand Prize was won by Paul Tilds, A.I.A.—two tickets to the Gayety Burlesk.

Louis Menk also won a prize at Wednesday night's contest, so he says he feels like a sweepstakes winner.

## MSA

### CONVENTION RESOLUTION

WHEREAS, the Building Industry is the largest industry in the United States, and

WHEREAS, the President of the United States has called upon the people of this nation to increase residential building as a deterrent to a recession, and

WHEREAS, the time is appropriate for increased residential building from the standpoint of cost, and

WHEREAS, Architects are, by the virtue of their profession, responsible for leadership in the building industry;

THEREFORE, BE IT RESOLVED: That the Michigan Society of Architects call upon the Architects of Michigan, all segments of the building trades and industry, and all organizations directly affiliated with the building industry, to join

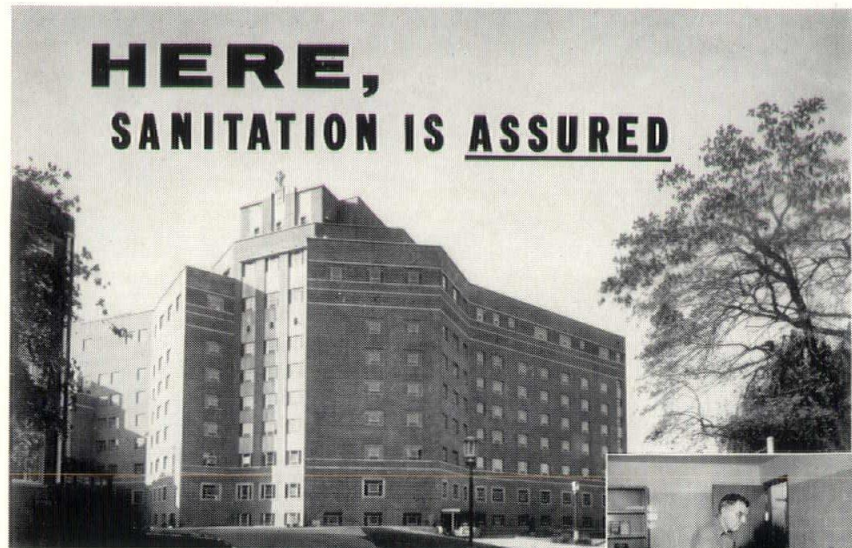
in the development and implementation of a MICHIGAN PLAN FOR THE ENCOURAGEMENT OF RESIDENTIAL BUILDING to consist of, but not be limited to the following factors:

1. Joint planning, on a voluntary basis by these responsible organizations within the building industry to provide direction to the plans; such services to be rendered, gratis, by those properly selected by such organizations.
2. Necessary architectural, engineering and economic surveys to determine areas of greatest likelihood for increased building.
3. Stimulus through recognized educational channels and through all media of communications to an understanding of good architecture, good plan-

ning, and good financing of residential construction.

4. Requests for immediate legislation providing for federal income tax reductions, allowable to those persons who are building homes for the purpose of living therein, based upon a percentage of the total cost but limited to the first sums paid for construction up to a reasonable limit; and

BE IT FURTHER RESOLVED: That copies of this resolution be dispatched to the President of the United States, the Governor of the State of Michigan, the legislative bodies of the federal and state governments, the responsible organizations within the building industry and such other persons or groups as can aid in the carrying out of this Plan.



New Wing, St. Vincent's Hospital, Toledo, Ohio

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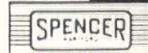
Dry mops are vacuum cleaned at Mop-Vac cabinet connected to Spencer central vacuum cleaning system.



Bulletin #157 describes Spencer vacuum cleaning systems for hospitals. Color Movie illustrates use of systems.

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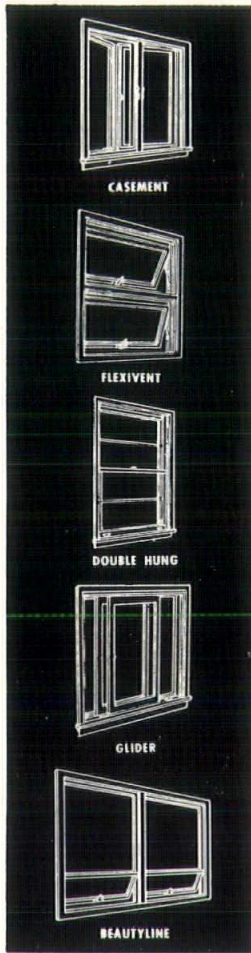




CONVENTION PICTURES: 1—Registration Desk—Fred Muller, Charles Mock, Charles Sestok, Mrs. Arleen Montford, Nick Demos, Mrs. Helen Davis. 2—Fun Night. 3—Sestok, Mrs. Hammett, Mrs. Youtz, Earl Meyer, Mrs. Meyer, Henry Hall, Mrs. Hall, Jack Monteith. 4—At the banquet—Margaret Hughes, Talmage Hughes, Ruth Calder, Clair Ditchy, Berenice Ditchy, Ralph Hammett, Gladys Hammett, Bill Odell, Georgie Odell. 5—The Residential Panel—Sappington, Pratt, Moderator Cliff Wright, Yost, Creighton. 6—City Planning Panel—Hammarskjold, Stirton, Moderator Earl Meyer, Blessing, Van Leuven. 7—Paul Marshall receiving Honorary Membership. 8—Talmage Hughes receiving Gold Medal. 9—Bill Lindhout receiving Fellowship in the "Order of the Unsung Hero." 10—Irene Smokoska receiving Grand Prize in Draftsmen's Competition from Harold Haering, President of the Michigan Blue Print and Reproduction Association. 11—John Richards. 12—Tom Creighton. 13—Morgan Yost. 14—Dean Youtz. 15—MSA President Fred Wigen presiding. All Photos by DeWitt Bush, of Photo Illustrators, Inc., Detroit

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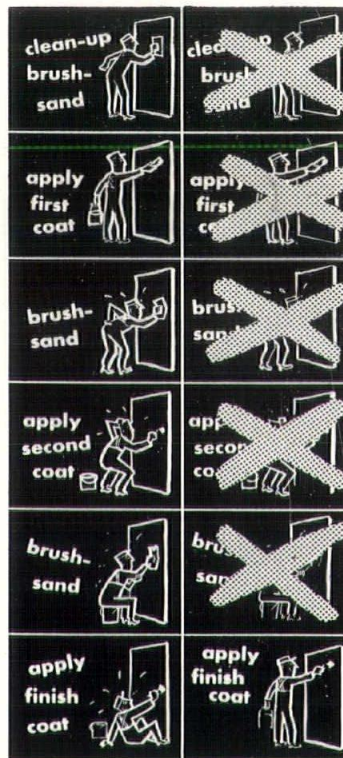
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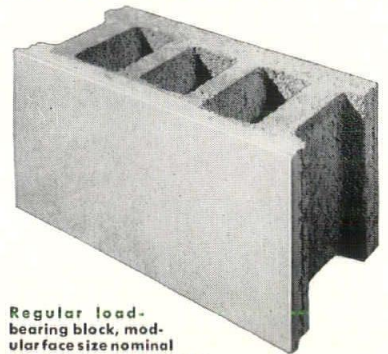
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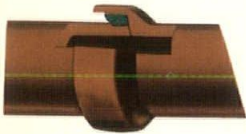
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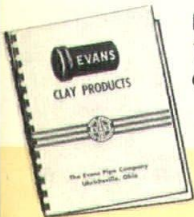
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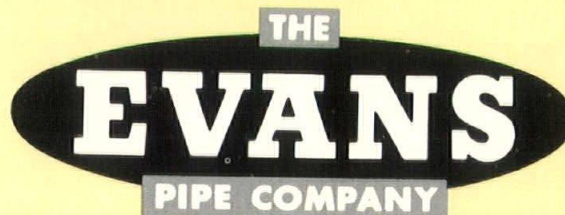
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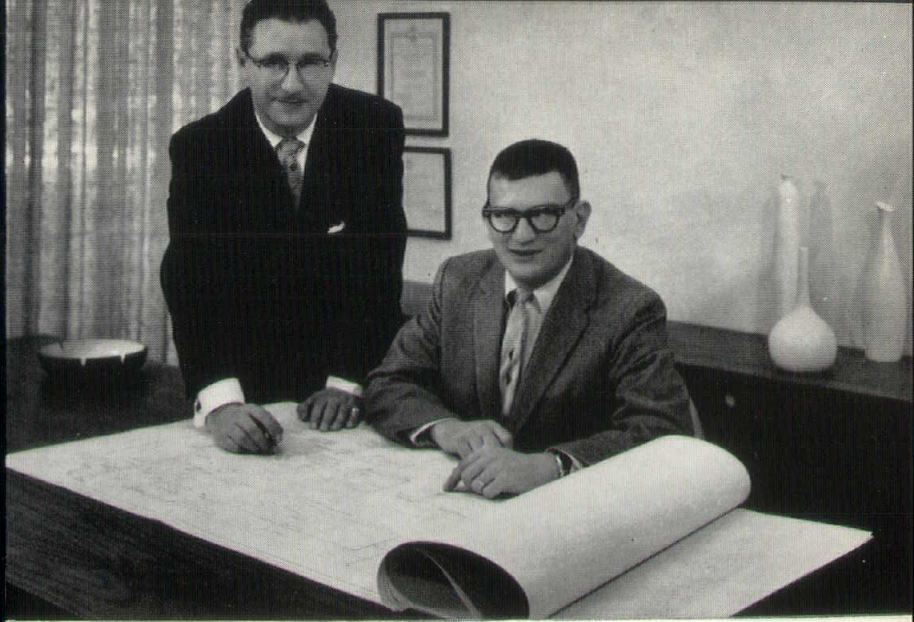
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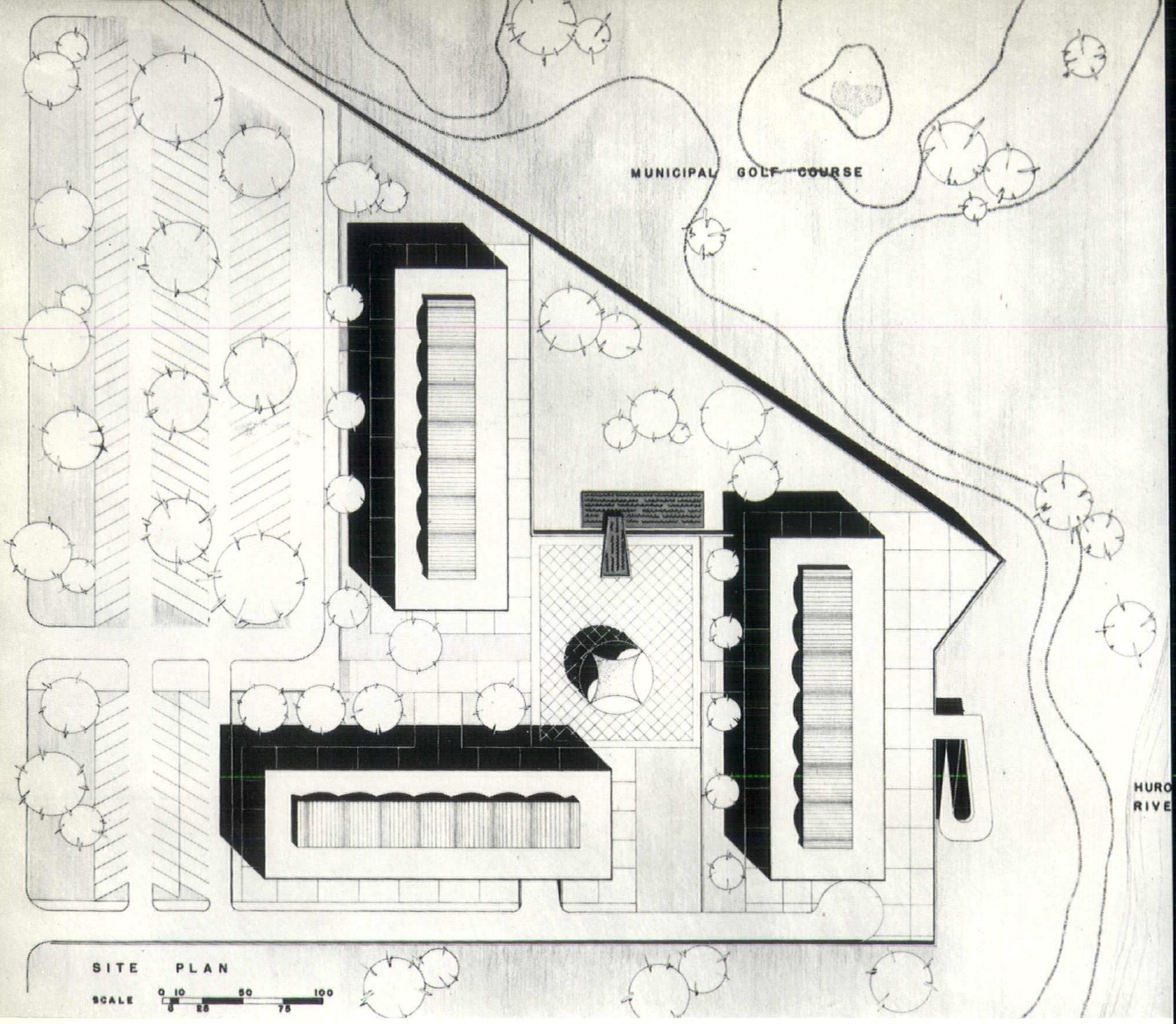


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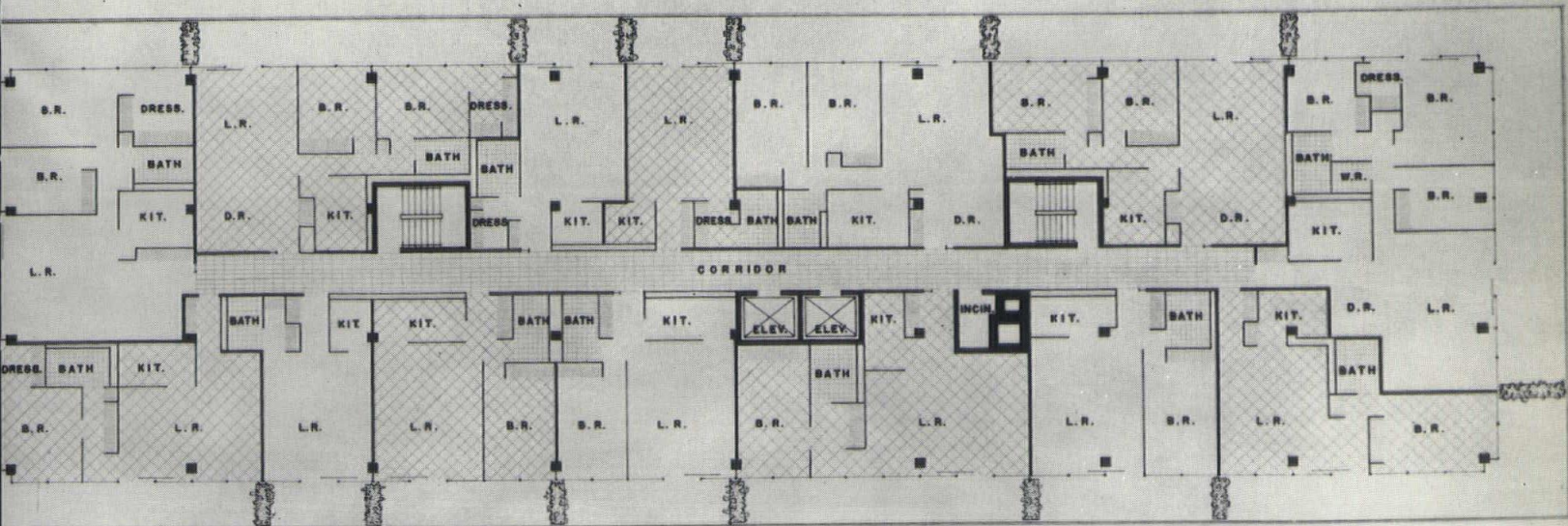
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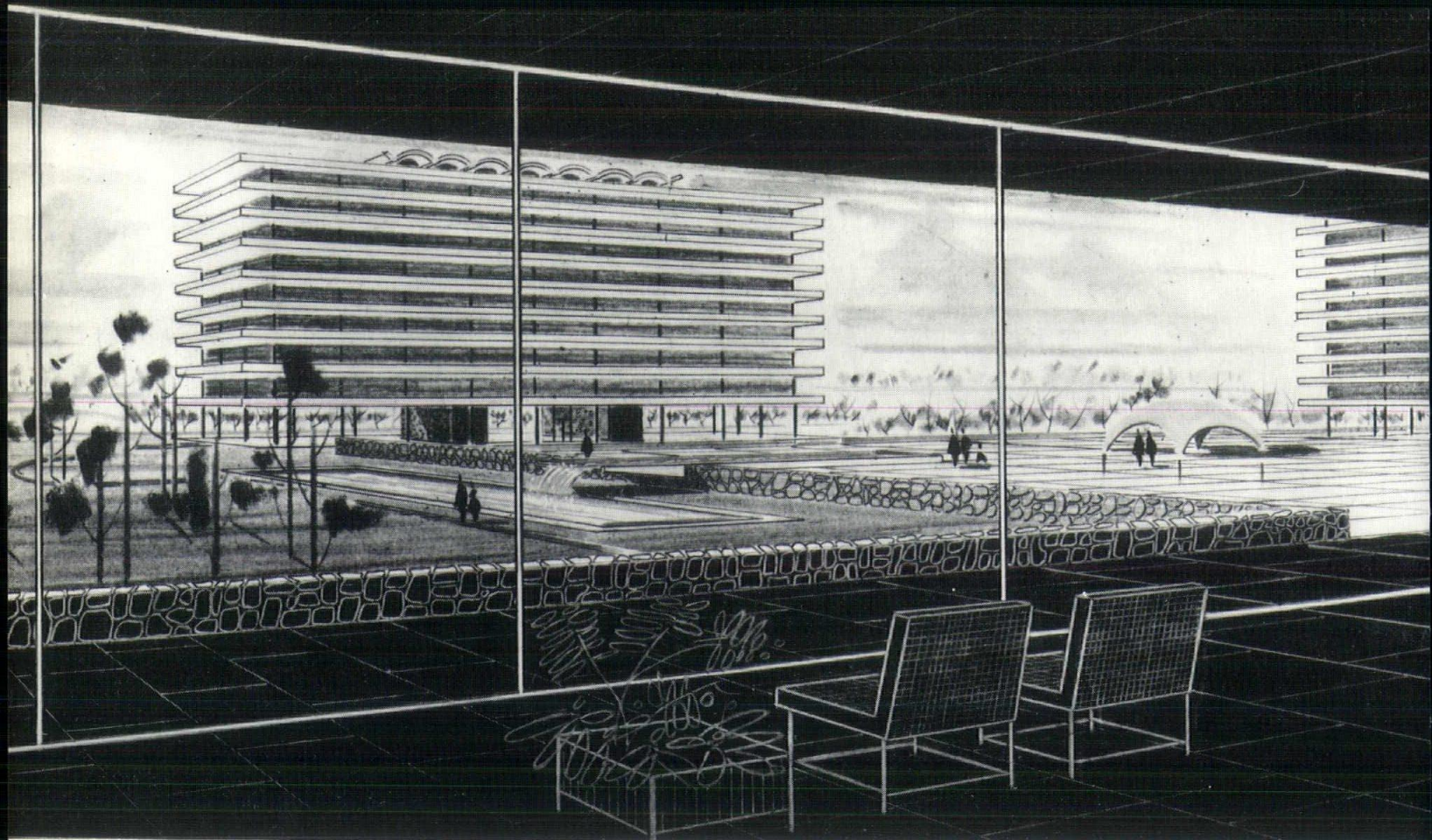
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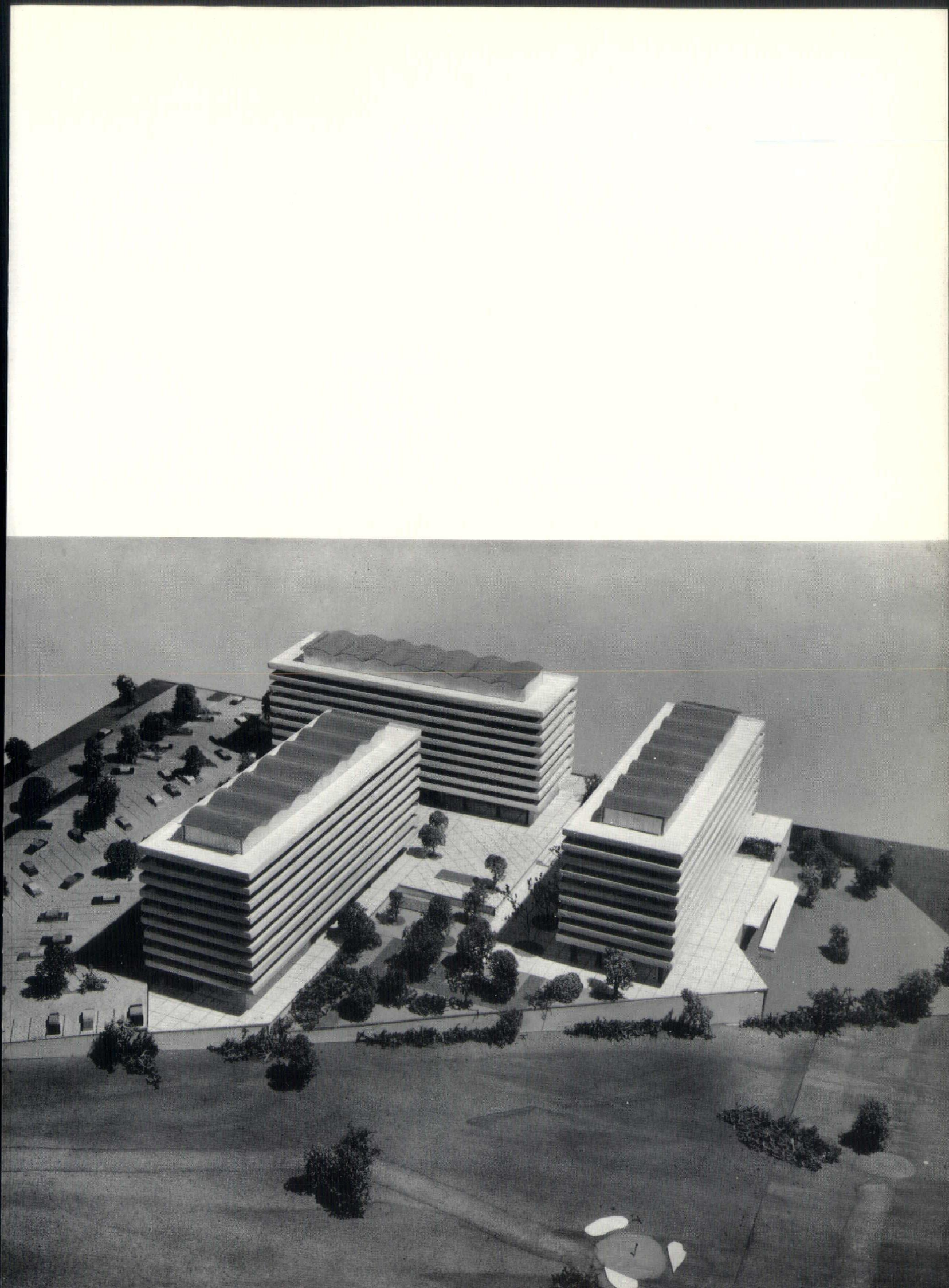


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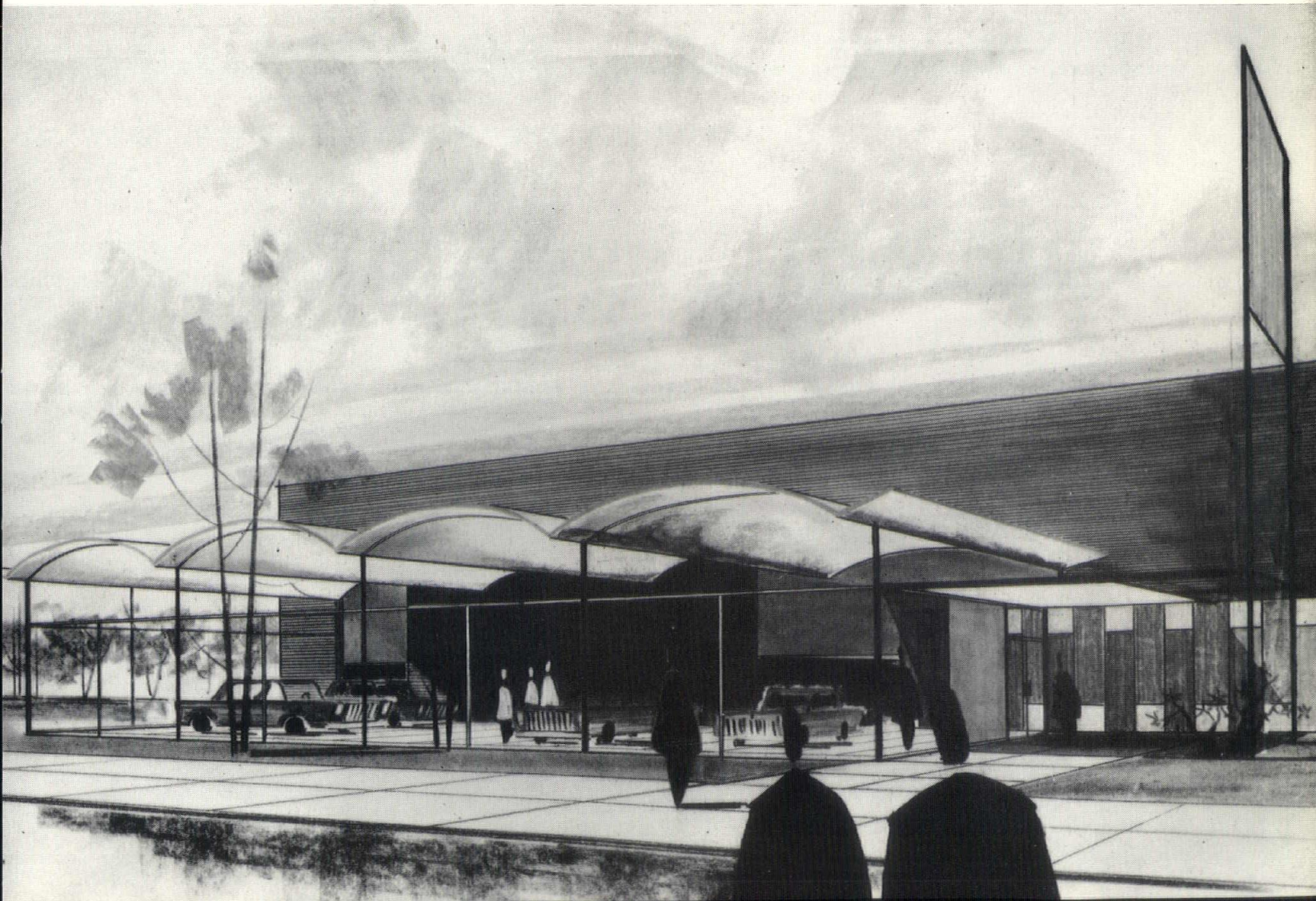


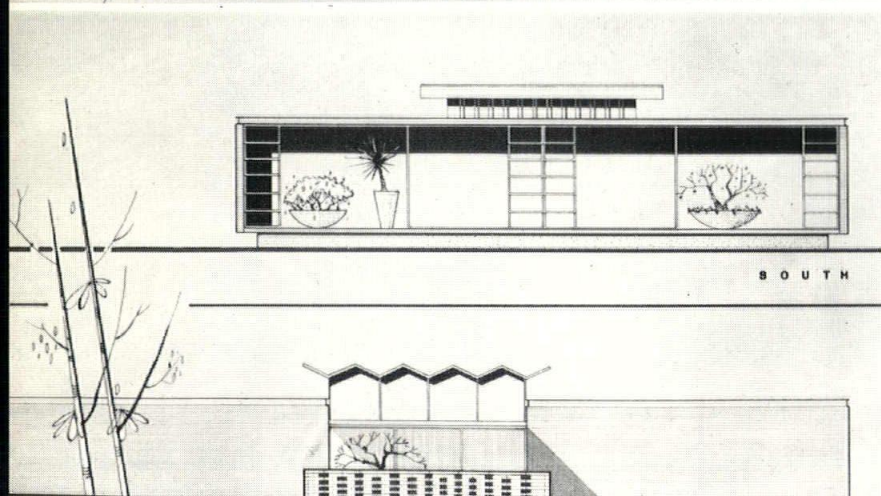
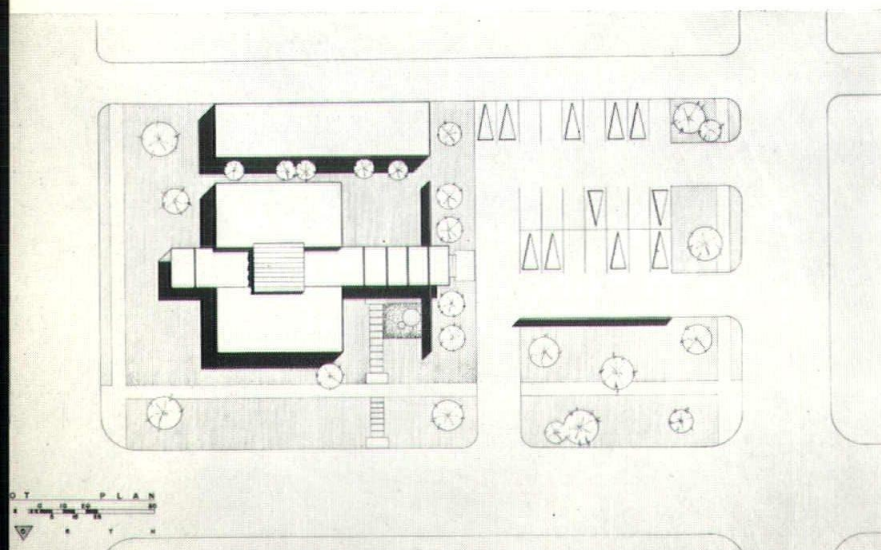
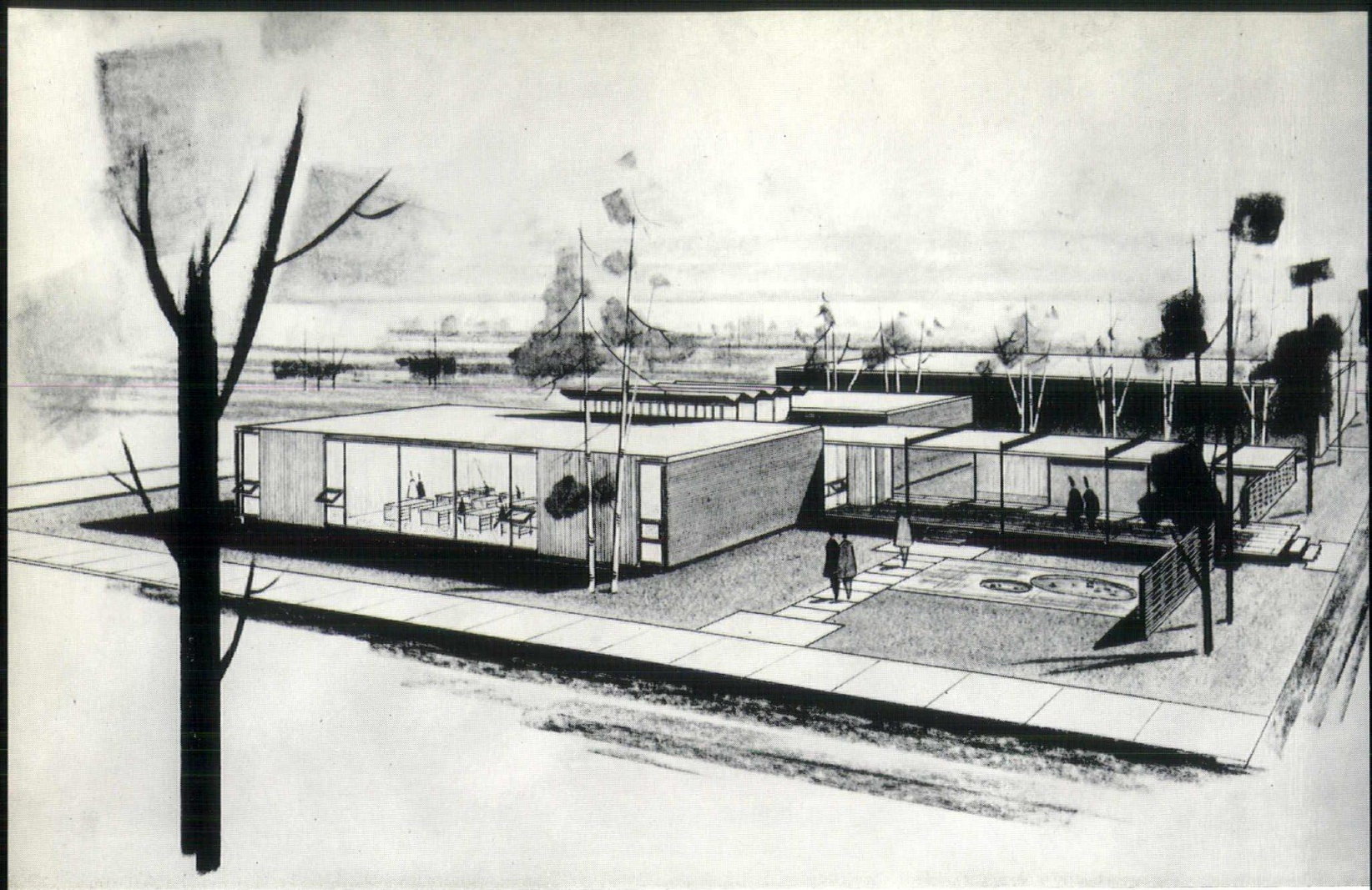




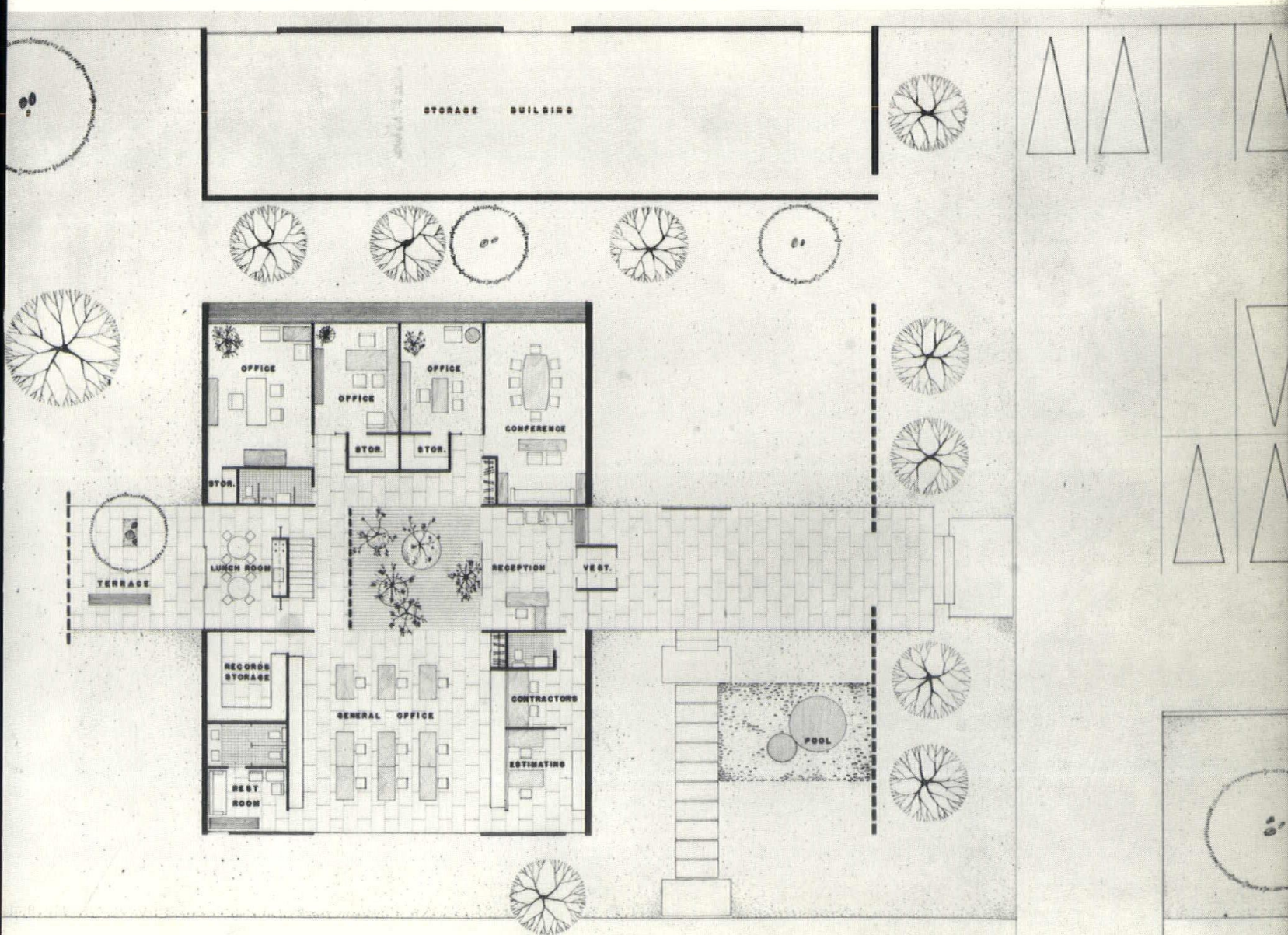
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ABOVE RIGHT: ROBINSON FURNITURE CO. GENERAL OFFICES, WARREN, MICH.  
RIGHT: SLATKIN'S DEXTER CHEVROLET COMPANY, DETROIT

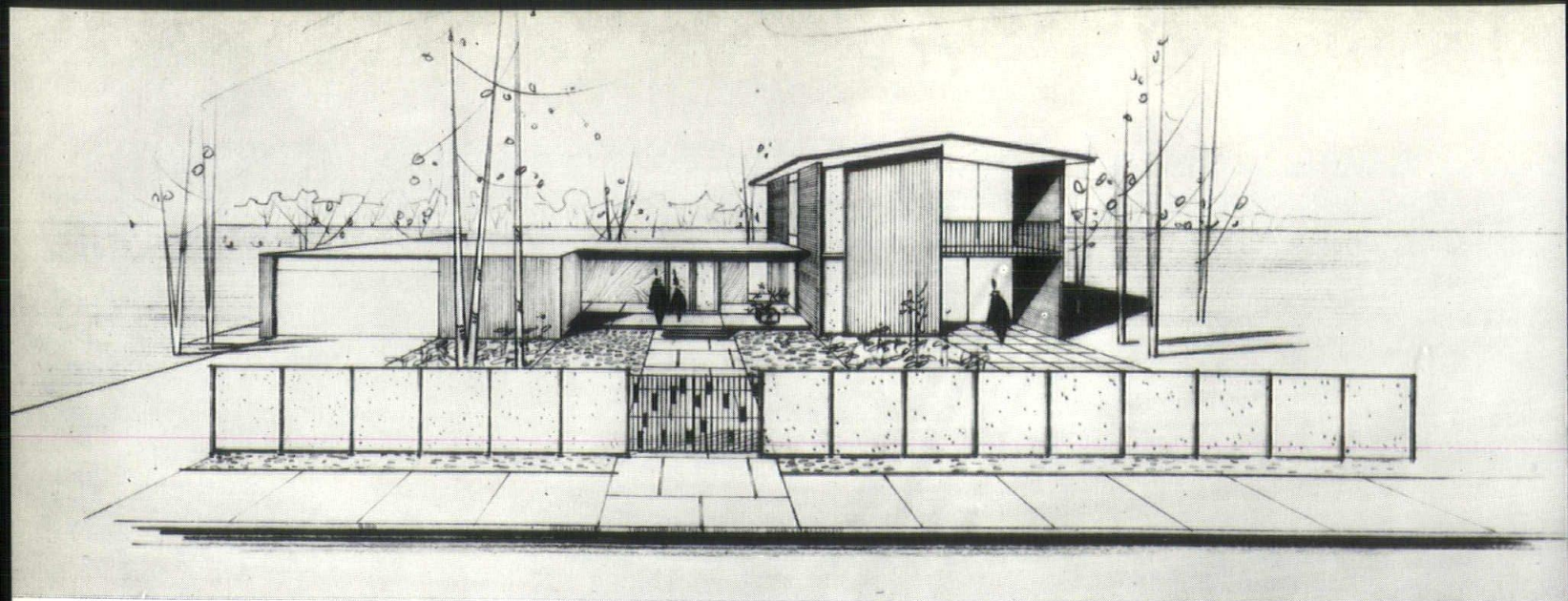
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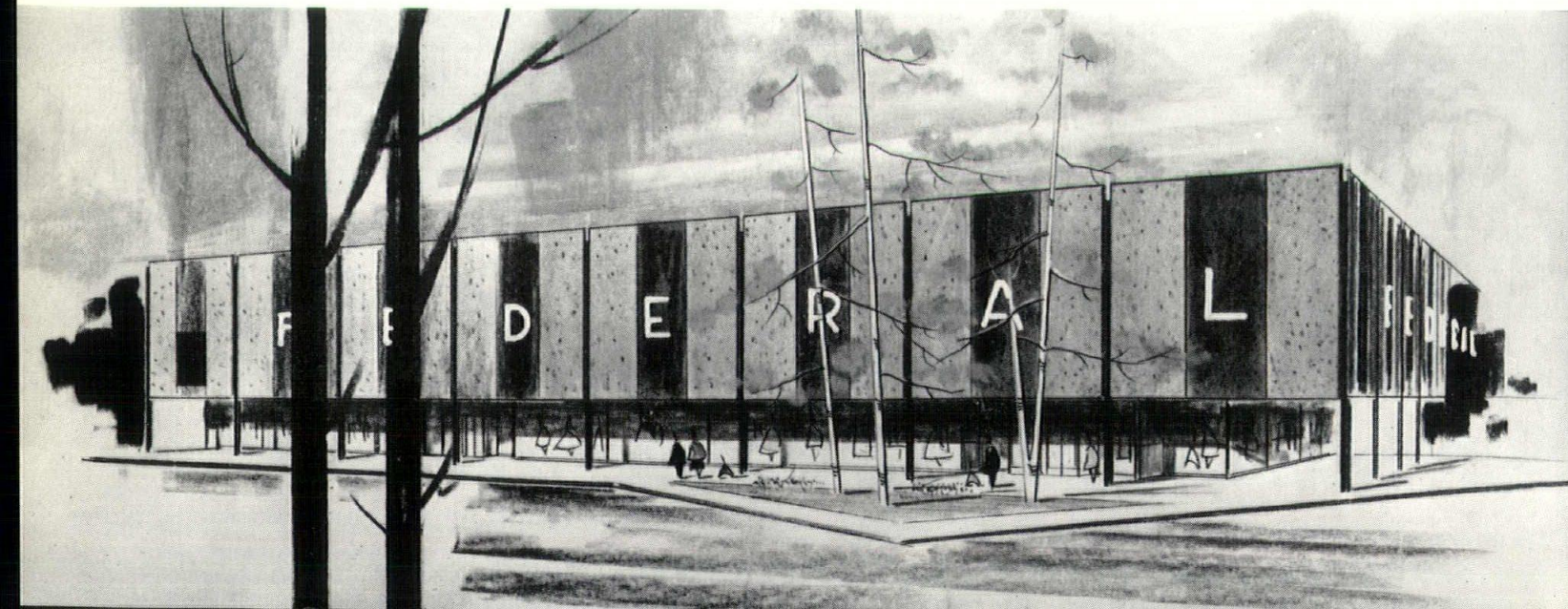
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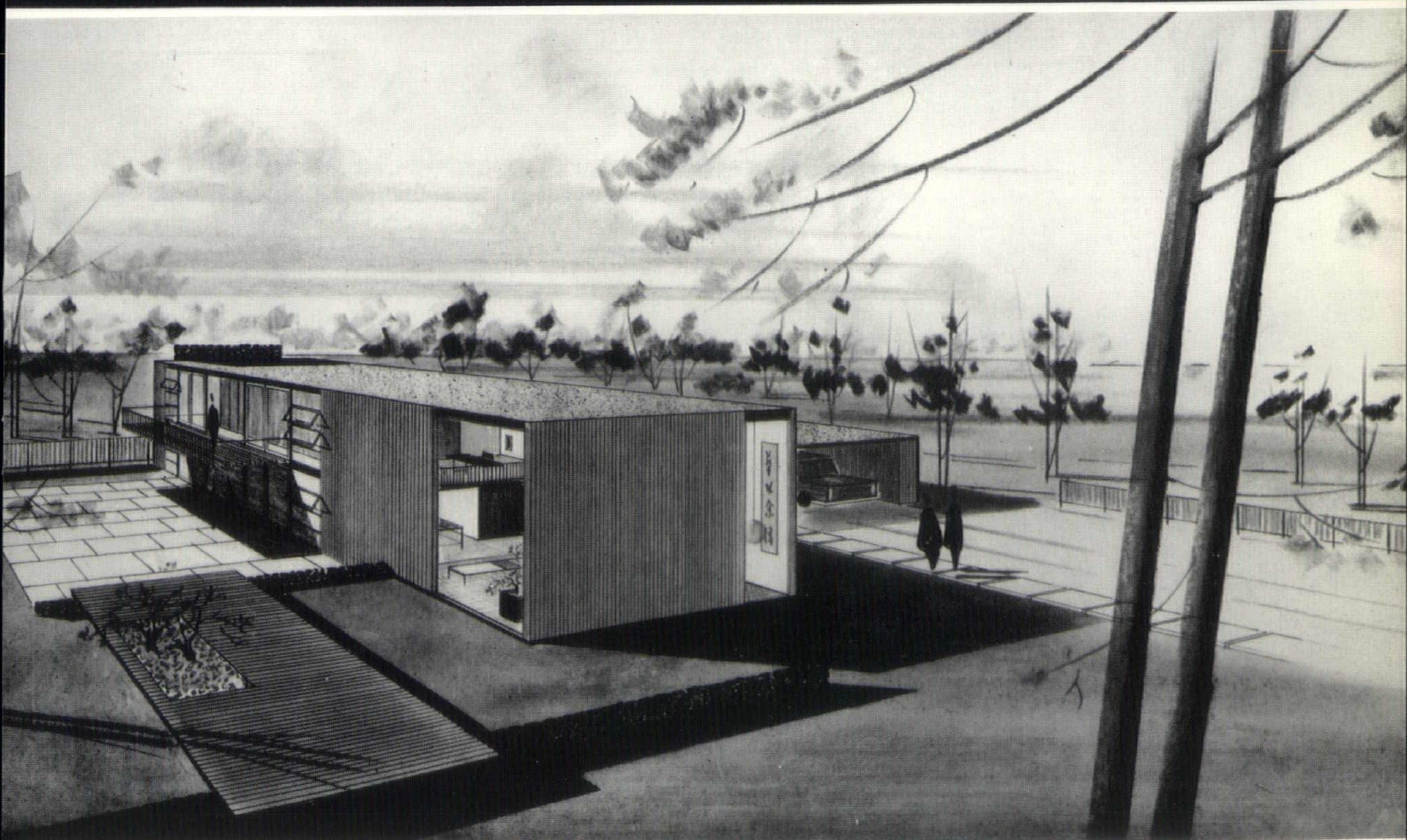
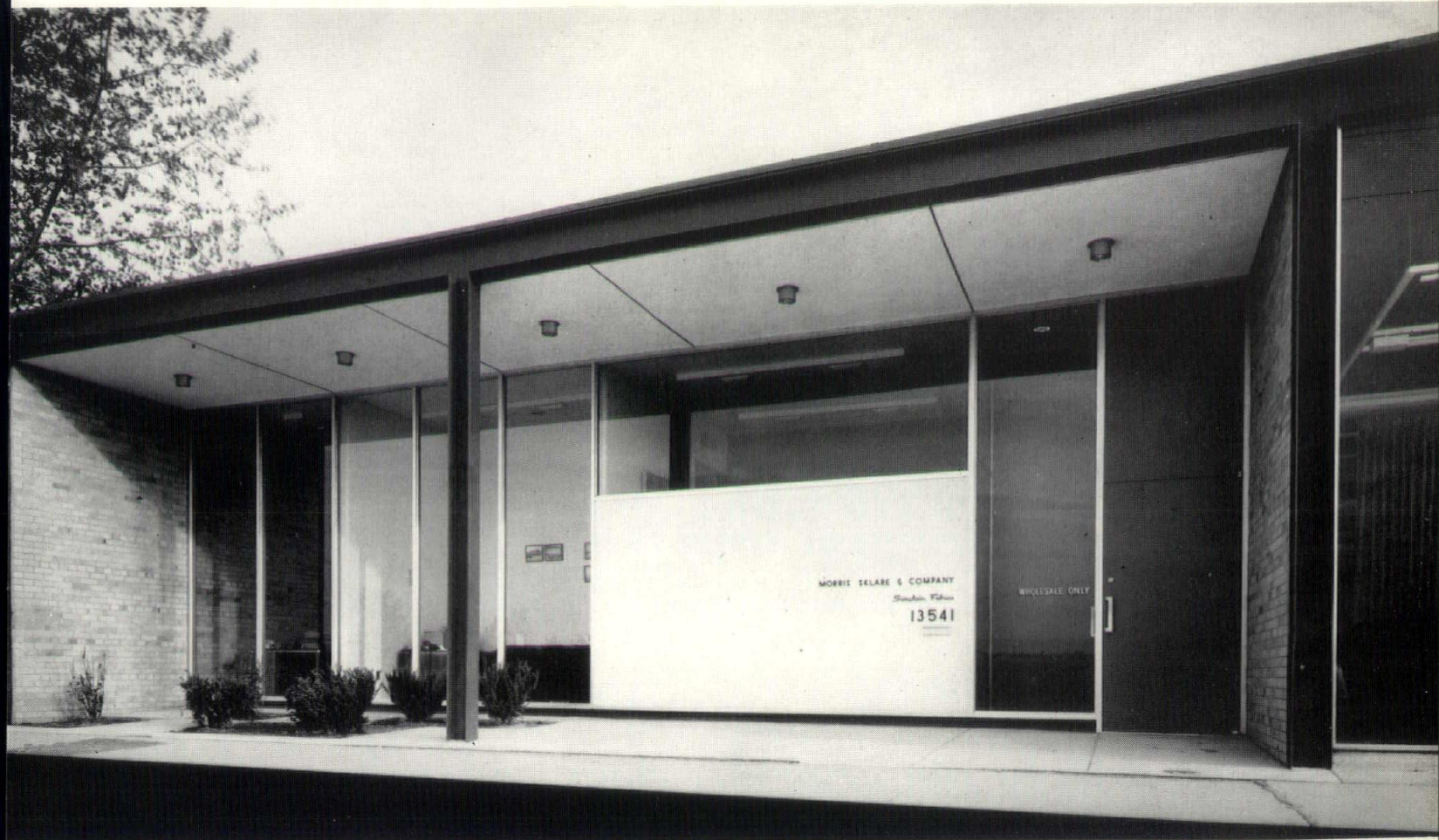




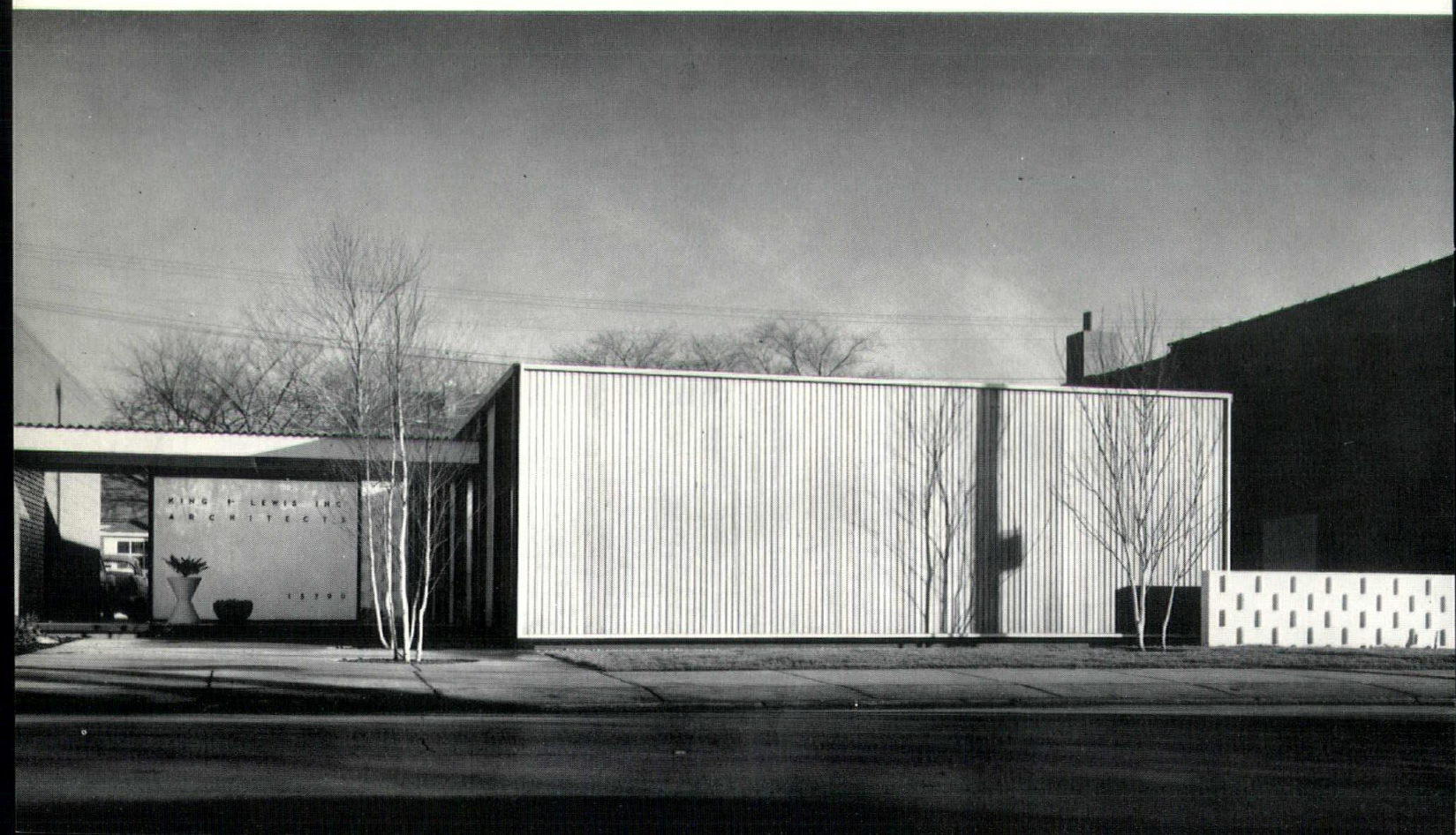
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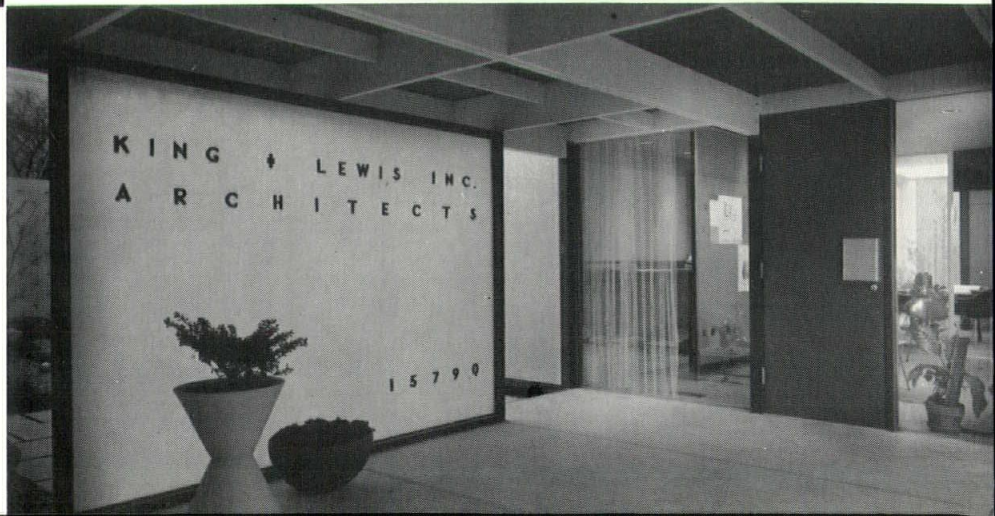
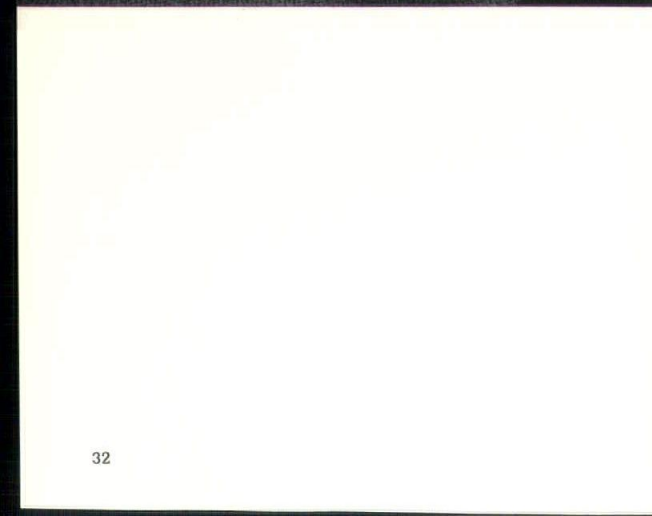
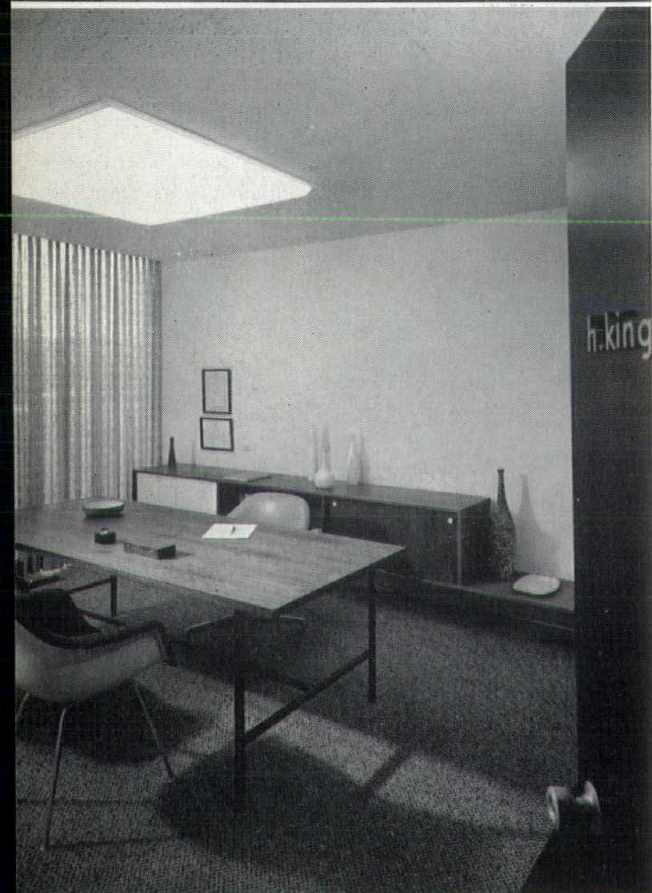


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# Saginaw Valley Chapter

SAGINAW VALLEY CHAPTER, A.I.A., met March 17th at the Wenona Hotel, Bay City. A cocktail hour preceded the dinner at 7:00.

Members were anticipating an informative evening with Mr. Erhard Stoettner as guest speaker. However, shortly before the program started Mr. Stoettner had to inform the group that, because of weather conditions in Wisconsin, his plane had been grounded.

The Program Committee hastily set up plans for a panel, consisting of several members, and a round-table discussion on chapter problems, thus saving the day and turning the evening into a stimulating and interesting one.

The Chapter's April meeting has been scheduled for Monday, the 21st in Flint. Auldin Nelson will be Program Chairman.

THE U.S. STATE DEPARTMENT has notified Alden B. Dow, F.A.I.A., of the hanging of two photographs of his work at the International Exhibition in Brussels. These are of his office and of a residence in Midland.

RECENT ARTS AND CRAFTS EXHIBITIONS, procured and shown in Midland by the Midland Art Association, were designed by Midland Architects and their associates. Included were "Craftsmanship in a Changing World," sponsored by the American Federation of Arts, designed by Robert Bell; "Sculpture Midwest," Kalamazoo Museum of Art—Phil Fedderson, Robert Hammerschmidt and Robert Kostus; "Arts of Norway"—Jackson Hallett and "A Visit to Michigan Museums"—Morris Finisy.

CHAPTER SECRETARY, VINCENT T. BOYLE, reports there are five new corporate members assigned to the Chapter. They are James L. Kretchmer, Flint; James Tomblinson, Flint; Robert Hammerschmidt, Midland; Thomas J. Sedgewick, Flint and Daniel W. Tosach, Saginaw. Marcus G. Reed of Flint is a new associate member.

New committees appointed by the executive committee are as follows: CHAPTER AFFAIRS COMMITTEE includes William Wesolek, Chairman; Sulho Nurmi, Francis E. Warner and Paul A. Brysselbout. PUBLIC RELATIONS made David Oeming Chairman of that committee. He will work with Donald Humphrey, Jackson B. Hallett and Clifford Gibbs. William Spears and A. Charles Jones were appointed to RELATIONS WITH THE CONSTRUCTION INDUS-

TRY. Robert Frantz was made Chairman of PRESERVATION OF HISTORIC BUILDINGS and Alden B. Dow, Chairman of URBAN DESIGN AND HOUSING.

CHAPTER MEMBERS enthusiastically participated in Flints, 1958 Builders Show, held March 4th through 9th.

Thomas J. Sedgewick, A.I.A., who recently opened his own office at 1803 N. Saginaw St. in Flint took an active part in the show. Mr. Sedgewick said, "We feel that with the Society's cooperation in this type of event we are strengthening our Chapter's public relations program and bringing the architect's message closer to the public."

Firms that directly contributed to the planning and success of the booth were MacKenzie, Knuth & Klein; Gibbs & Tomblinson; T. Neel Eubank; S. A. Nurmi & Associates; A. Charles Jones; and Walter Kloske.

DEAR SAGINAW VALLEY CHAPTER: The office of Frantz & Spence has been very kind in making room for me in their Saginaw office. There will be desk space and a phone so that you will be able to leave messages or send correspondence there. It will be headquarters for me when I am in your area a few days each month. This should increase our efficiency and be a great aid in helping the society to better serve you. Remember, no suggestion or item is too small or too big for our consideration. YOU are the society and it can only benefit you if the membership knows what your sentiments are. If anything comes up between meetings direct it to my attention % Frantz & Spence, 326 N. Washington, Saginaw, or call PLeasant 2-8133.

Sincerely,  
ARLEEN MONTFORD,  
Administrative Sec'y.

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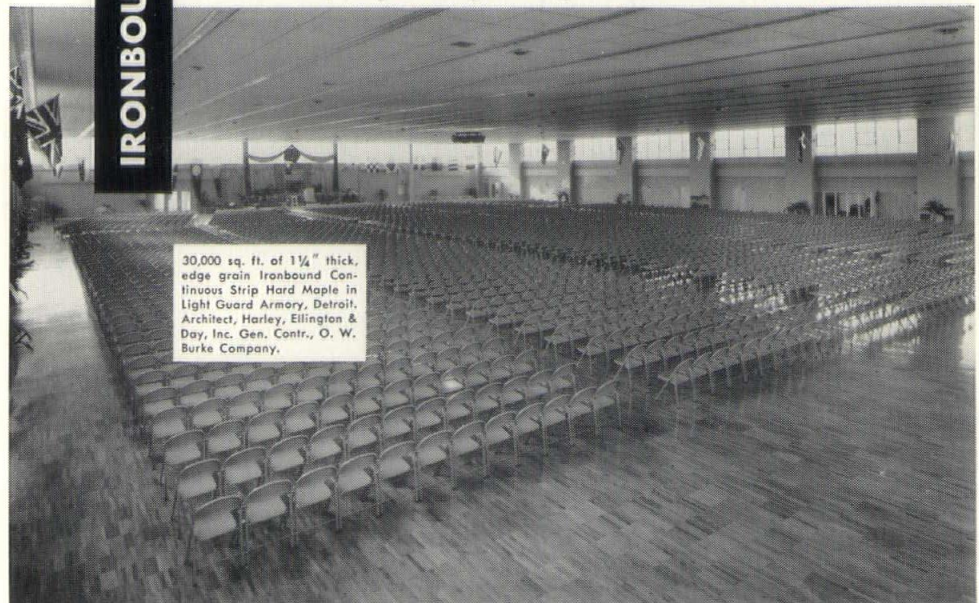
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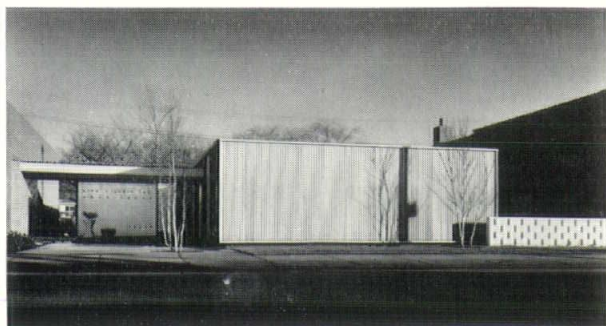
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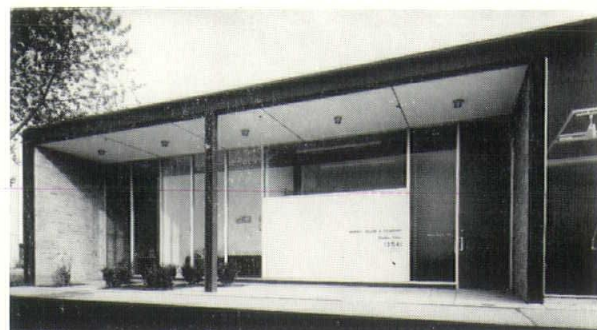
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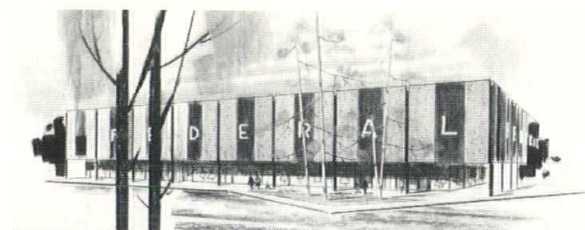


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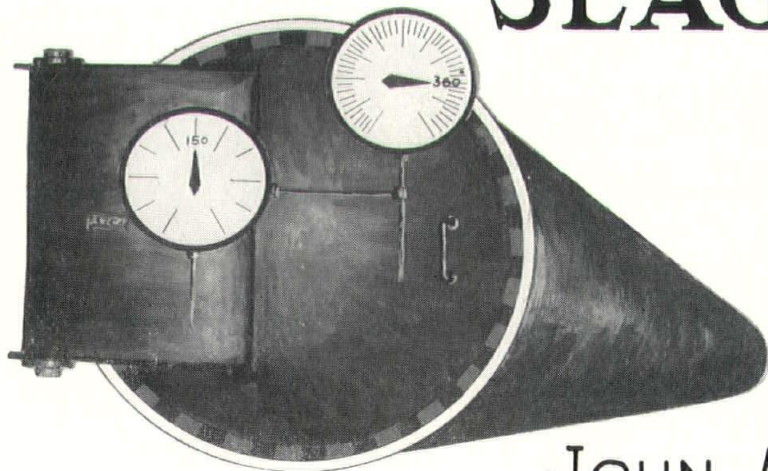
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## What Is Design?

Excerpts from a speech

By ALDEN B. DOW, F.A.I.A.

What is Design?

Frank Lloyd Wright says that good design of any kind must be organic. By this he means a form developing out of the honest use of materials in which all parts cooperate and coordinate with each other.

Webster says that design is to give lasting expression to an ideal. This, of course, raises the question—what is a lasting expression?

My father had a thought along this line that has been a real inspiration for me. He said if you can see all of a thing from one position, it lacks appeal, or in other words, lasting expression. He used this idea in landscape gardening. Lawn areas were always arranged so that they disappeared behind planted areas. A pool of water was never a rectangle, but a ribbon path winding its way through planted and open areas. The effect of this is to lead you on because that is the only way to see it or understand it.

It is amazing how this principle increases the apparent size of an area. It seems to destroy dimensions. I have found it most useful in the planning of buildings. Never make a room a simple rectangle where all is understood at the first glance.

Now, Louis Sullivan had something to say about this subject of appeal or lasting expression. He said take care of the extremities and the rest will take care of itself. He illustrated this by saying that a man could dress in old clothes and with a new tie, new hat, new gloves and shined shoes, appear like a well dressed man.

This idea I have found to be a most useful thought in the field of design. A straight line alone doesn't begin to have the appeal that is accomplished by adding an angle or a dot on the end of it. A minus sign is not nearly as intriguing as an exclamation mark. A line always needs something at its end to hold your attention. I had a teacher at Columbia who had a good word for this "something." He would say, "wake up the end of that line, make it say something, or make it smile, tickle it." How often I would like to do this to many of the new buildings I see today. They have long lines ending in nothing to hold your attention or give a lasting impression.

Clients often have interesting thoughts on this subject of design. Recently I had one who said that to him a well designed house should handle organized clutter. I think this is a wonderful expression and is a true reflection of the American view of a home. These days in many of our publications we see pictures of house interiors that leave you with the feeling that if you moved a chair, or even the ash tray, you would destroy the house. Personally, and I feel that I speak for many humans, I prefer the kind of a living room where

you can drop a broom in the middle of the floor and it will look as if it belonged there. Wright is famous for this quality.

Briefly, a good design or a thing of lasting value, must respond to three qualities. First, it must be honest. Next it must have humility, and finally, it must possess enthusiasm.

We all understand what is meant by honesty, but it is a complicated subject and every man will put his own interpretation on it.

Humility, apparently the least understood of the three qualities, means the ability to give or take gracefully. It means that one part must take from another part and at the same time contribute to the other part. It is a kind of collaboration. A building that has humility adds something to the land it sits on and the land in turn contributes to the building. The hardware on the door is not merely a piece of machinery but it contributes an appealing quality to the door itself. Or the bouquet on the table—if it has humility, it gives a new quality to the table and the table in turn contributes to the bouquet. Mr. Wright refers to this quality when he says most of our buildings look like men standing at attention rather than at ease.

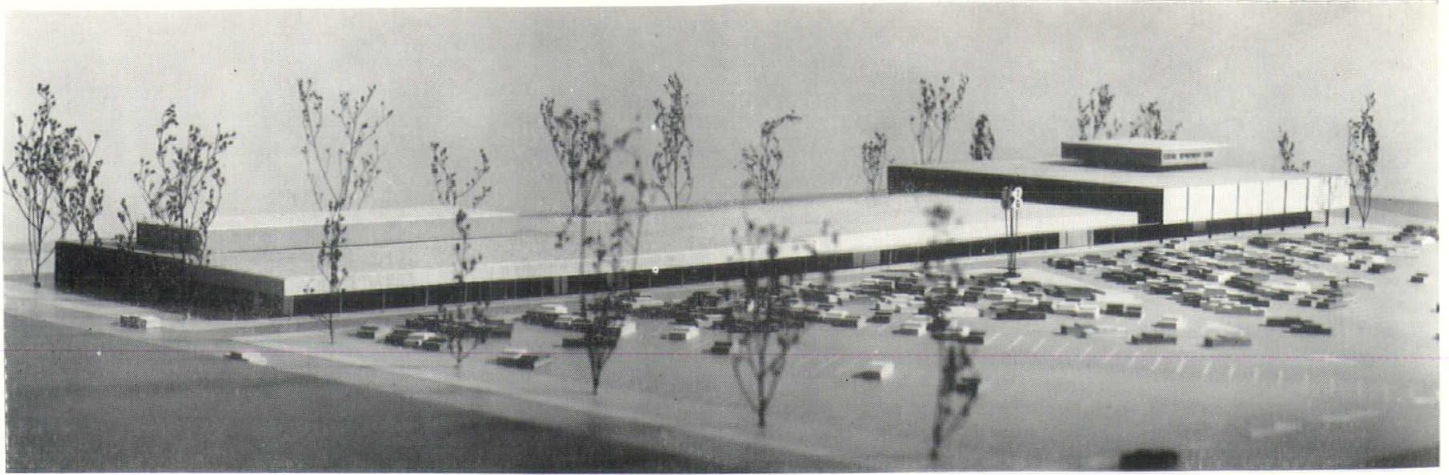
The last quality—enthusiasm—means ardent pursuit of expression. It means that an entrance is not just a hole in the wall, but an elaboration of forms all saying, "This is the entrance."

I have found in our office that when these three qualities are answered, we are thinking in the direction of a good building.

First we should realize that a work of art must bear the mark of human care. You might say, well my client is not asking for a work of art. All he wants is a roof over his head. Still I say that roof should bear the mark of human care, and the only way this can be accomplished is for the architect to start with this quality of care, and realize that what he is doing is contagious. When you give a thing care it results in a kind of love for it and this kind of love always produces a kind of beauty.

In these pieces of pottery it is obvious that the artist took great care and his attachment or love for them was so great that he parted with them only with the idea in mind that they would be treated with the greatest respect.

We visited the Interlochen Camp last week end and Mrs. Dow heard a ballet instructor tell his pupils that art was never a natural thing. This is another way of saying that a work of art must bear the mark of human care. You never call a sunset or a rose a work of art. A work of art must have the human touch, and when it has this with the greatest sensitivity, it becomes one of our most cherished belongings. It becomes a part of us.



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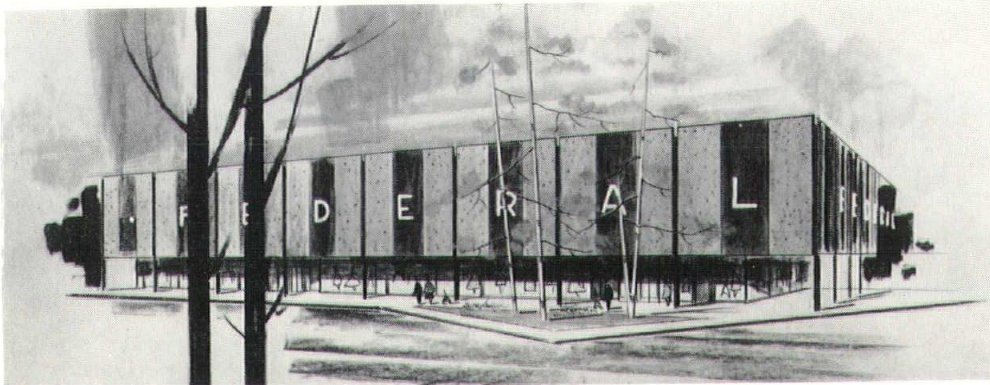


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Western  
Michigan  
Chapter

DEAN PHILIP N. YOUTZ, A.I.A., of the College of Architecture and Design, University of Michigan, addressed the Western Michigan Chapter, A.I.A. on Monday, March 17th, at Dines restaurant in Lansing, following a social hour at 6:00 p. m., and dinner at 7:00.

The subject of his talk was, "New Directions in Architecture." The dean urged students and architects to be daring and imaginative. "Architecture of today has a new concept, and the power to shape the tastes and culture of society," he told the group.

Chapter President, George W. Sprau reported that plans for the Annual Summer outing are being furthered, and that members will be informed of these plans in the near future.

Jay H. Volkers asked the membership to support the exhibition being held at the Grand Rapids Public Museum, through April 12th. Its theme is "Structural Steel in Today's Architecture."

The exhibition is being sponsored by the Chapter, and the Museum. Haven-Busch Company assisted in the arrangements.

Chapter members had been invited to submit panels of photographs of their work to supplement the national exhibition of outstanding architectural examples.

THE CHAPTERS NEXT MEETING will be held at the University Club in Grand Rapids, April 14th, with a 6:00 social hour and dinner at 7:00. An economist from Michigan State University, contractors from light and heavy construction, and James S. Hornbeck, Senior Associate Editor of Architectural Record, will participate in what the program committee believes will be an interesting and informative panel discussion.

CHAPTER SECRETARY, DAVID E. POST expressed a desire to have more information and follow-up on Violation Reports. He believes it is important that the complainants be informed as to the final disposition of cases. Mr. Richard Van Praag of the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors, is most cooperative in this respect. Your administrative secretary, Arleen Montford, 120 Madison Avenue, Detroit, will check monthly with his office and see that you receive a complete report on any case that would be pertinent to your office.

DEAR WESTERN MICHIGAN CHAPTER: Thank you for your hospitality at your March meeting. The dinner was wonderful and the program was interesting, but I had to leave without much news. One of my duties is to gather information from you to report in the Bulletin. Please, don't hesitate to give me news items from your office, even a little good "gossip" or humor, if you like. A new project is always good news. This is the channel we use to give the society better service, and suggestions are in order on how the society can better serve you.

Roger Allen has graciously given me desk space and a telephone to use in his Grand Rapids office when I am in your area, which will be at least a few days each month. If anything comes up in between please mail in or telephone it to the Bulletin, or the Allen office, 1126 McKay Tower, Grand Rapids. The telephone number is GL. 6-1527. It will receive my attention in a few days and will increase our efficiency.

I'm looking forward to dinner with you again next month—and, please, lots of NEWS!

Sincerely,  
ARLEEN MONTFORD,  
Administrative Sec'y.

PHILLIP C. HAUGHEY, A.I.A., of Battle Creek, has been appointed by Governor G. Mennen Williams to JOBS (Joint Operation to Build Soon). Purpose of the Committee is to facilitate the letting of contracts and getting under way with those projects that have already been authorized.

WESTERN MICHIGAN CHAPTER MEMBERS appointed to the MSA's new Professional Advisory Committee: Roger Allen, Louis C. Kingscott, Adrian N. Langius, Charles V. Opdyke and George W. Sprau. The Committee, with representatives from each of the three Michigan Chapters of the A.I.A., will cooperate with the schools of architecture in the State.

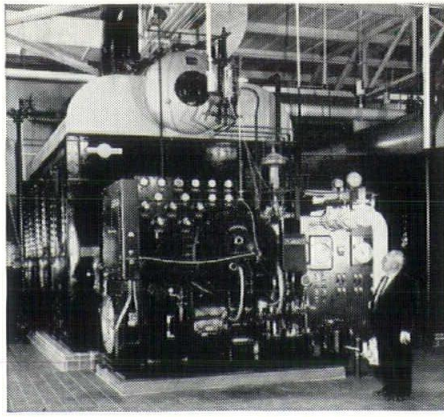
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## Codes . . . Why! What! Where!

By C. A. OBRYON, A.I.A.

1st Vice-President—Michigan Society of Architects.

Immediate Past President—G. R. Metropolitan Architectural League. Reprinted from Program of the 1958 Greater Michigan Home Show.

In the home building industry, as in most others, there have been tremendous strides in the development of new materials and methods. In our city a building code adopted long before today's technological advances were dreamed of, 34 years ago to be exact, is still in force. Many of the Townships and Villages forming the metropolitan area are in still worse condition with the lack of any building ordinance or, at best, a completely inadequate housing ordinance of "do's and don'ts." Building laws to basically prevent the spread of fire were first enacted in the United States as early as the 17th century by various colonies. Not until the 19th century, when numerous conflagrations occurred, including the fire of Chicago in 1871, was any general action taken to adopt requirements for fire-retarding and fire-resistant construction. In the early 20th century, building codes of the type in force in Grand Rapids were accepted by cities all over the country. Just prior to this time, associations of fire insurance underwriters formulated their first building codes. Although they had no force as law, compliance was obtained by prohibitive insurance rates on buildings not meeting the requirements of their code. The insurance underwriter's code served as a guide in enactment of many city building laws.

Most early codes contained regulations resulting in the freezing of methods and materials. They contained, in some cases, rules established by special interests including manufacturers of products in the area involved, the pet ideas of engineers, architects, builders, and even sometimes law-makers and attorneys.

Building officials, associations representing manufacturers of building products, professional groups, technical groups, testing laboratories, etc., began meeting in the early part of this century. Out of these meetings came the idea of a performance-type code to replace the obsolete specification code of "do's and don'ts." The late Mr. Rudolph P. Miller, engineer, in charge of the revisions of the New York Building Code, stated the following principal of building regulations that forms the basis of specification type codes:

"So far as possible, the laws should prescribe only the purpose to be accomplished and not the method to be followed. In this latter, all possible freedom should be left to the designer. In this way development will not be hampered. When necessary, it may be well for

the building official to supplement the law by rules designed to fix the minimum safe practice, but those rules should be made only as the need for them arises, and then they should be framed with the same principal in mind that controls the making of the laws, namely, to provide only for the safety of the otherwise but helpless occupants or neighbors."

Basically, a good code should cover administration and enforcement, structural protection against fire and strength, sanitary plumbing, safe heating, ventilating and air conditioning, safe electrical work; and in those communities without zoning ordinances, the code may contain zoning protection.

A performance code not only cuts construction costs by sound building, but gives builders and architects freedom to exercise ingenuity and creativeness, and selection of materials and methods. Such a code tends to check depreciation and raise property values. It has received enthusiastic support from bankers, real estate people, government officials, insurance people and homeowners.

The performance-type code is of real value to manufacturers and developers of new materials because it removes the handicaps and concomitant expensive process of obtaining approval of their materials and construction methods in communities in which they are prohibited by specification-type code requirements.

Uniformity of building requirements in metropolitan areas, counties, states or even country-wide is facilitated with the performance-type code. It would certainly eliminate many problems for builders, manufacturers, architects and all facets of the building industry if there were uniformity of codes from one community to another.

Performance-type uniform codes in the Grand Rapids Metropolitan area has been under study for several months initiated by the Grand Rapids Metropolitan Architects League. Many of the townships and cities should adopt their codes this year. Mr. Fred Veltman, Building Inspector of Paris Township, is the General Steering Committee Chairman. All subcommittees have reported to the steering committee, who are now preparing the full report that will be used by the various building inspectors for presentation to their respective boards or commissions. The code, to be adopted by reference, is the "Building Officials Conference of America Basic Code" for large cities, and "Abridged Code," for smaller communities. Naturally, the mere issuance of standard codes, such as the "B.O.C.A. Code," isn't going to produce any revolution in metropolitan building practices overnight, but it certainly is an indication that we live in a community aware of the need to press forward with the task of removing legal obstructions to provide our people with modern housing at reasonable prices.

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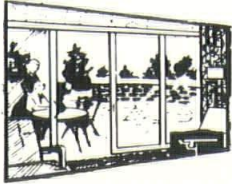
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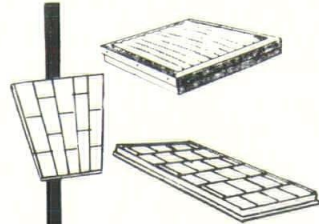
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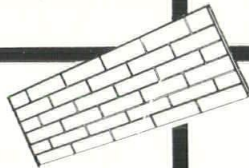
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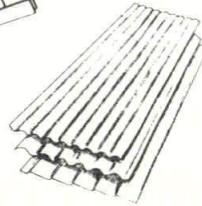
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# Detroit Chapter's Next Meeting

## Automotive Design and Styling



WILLIAM BROWNLIE

William Brownlie, Manager of Chrysler Corporation's Imperial Exterior Studio, in the Styling Section, Engineering Division, will be the speaker at the dinner meeting of the Detroit Chapter, American Institute of Architects, in Detroit's Rackham Building, April 22.

The program at 8:00 P. M. will be preceded by a social half hour, with refreshments, at 6:00 P. M. and dinner at 6:30.

Since the automobile-buying public is more style-conscious today than ever before, and vast sums are being spent to satisfy customer demands, it is believed that this program will prove to be of genuine interest to architects, as well as the public, including ladies. All of them are cordially invited to attend at only the cost of the dinner, or the program only at no cost.

Architecture and industrial design are allied arts, and certainly automobile styling is one of the highest arts today in the industrial design field. Architects have much to gain by learning more about their co-workers and "The Forward Look."

Mr. Brownlie, a native Detroiter, became Manager of Chrysler's Imperial Exterior Studio in 1956, after serving with the Corporation's Styling Section, beginning in 1954. He transferred from the Briggs Manufacturing Company when that firm was purchased by Chrysler. He previously had been engaged as a stylist at the Ford Motor Company, 1949-52, and as designer at Joseph Buegeleisen Company, 1948-49.

He graduated from Detroit's Eastern High School and attended Detroit Institute of Technology. During World War II, he served in the U. S. Navy aboard a destroyer escort in the Asiatic Theater.

Mr. Brownlie, 32 years of age, is married and has two children. The Brownlies live at 1201 Falcon Avenue, Detroit. His recreational activities include sports cars, automobile racing and painting.

As Detroit Chapter's season of programs is drawing to a close, it is hoped that members will respond to this opportunity to attend an outstanding program, and bring their ladies and friends. Last meeting of the season will be in Ann Arbor, as the annual joint meeting with members of the three A.I.A. student chapters.

## Added Attraction

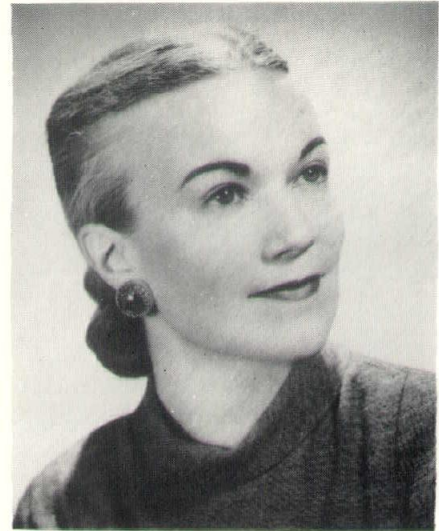
Mrs. Lilian Jackson Braun, Editor of Living Section, The Detroit Free Press Roto Magazine, has just been awarded \$500 First Prize in The American Institute of Architects Fifth Annual Journalism Competition.

The Certificate and check will be presented at the April 22 dinner meeting of the Detroit Chapter, A.I.A. Mr. Frank Angelo, Managing Editor of The Free Press, will also be present to receive a citation.

Mrs. Braun's top award in the newspaper class was for her special A.I.A. Centennial section of the October 27, 1957, for furthering public interest in architecture. She won First Prize in The Institute's Competition in 1954 and 1955. In 1957, when Free Press staff writer Frank Beckman won top honors in the Newspaper class, Mrs. Braun too was among the prize winners.

Also in 1957, Mrs. Braun was the recipient of the Michigan Society of Architects Journalism Award.

## Four-Time Winner



MRS. LILIAN JACKSON BRAUN

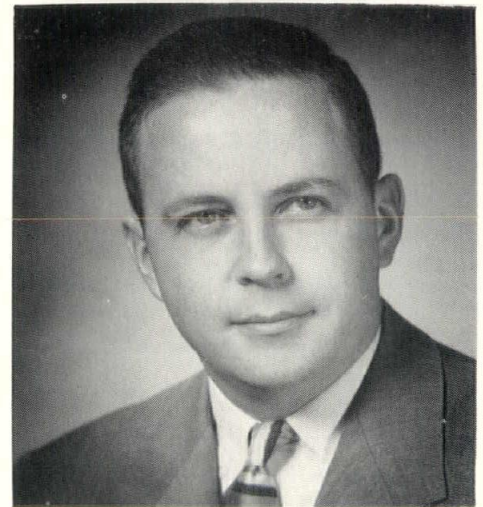
## Detroit Chapter Meeting Report

Detroit Chapter's meeting on Public Relations, held on March 21, was most informative and interesting. Charles MacMahon, Chairman of the M.S.A. Publicity Committee, Mr. John McKeivitt, of the University of Michigan, and Hugh Brenneman, Public Relations Counsel of the Michigan Society of Architects, gave their audience valuable information, not only about what is being done for the architectural organizations but also what architects' offices can do for themselves.

Mr. MacMahon, who led the discussion, stated that people have reservations about architects, perhaps because they are interested in the preservation of historic buildings and the like. This, he said, is a carry-over from almost a century ago. He added that people will accept mediocrity in architecture more than in most anything else.

The speaker said that many think of an architect as an artist, yet it is not so important for an artist to be a good business man. In referring to the recent surgical operation on TV, he suggested that something of the sort could be presented by the architectural profession, such as the moving of the Mariners Church or the raising by helicopter of the spire of the Kirk in the Hills.

Mr. McKeivitt, assistant to Mr. Wilbur K. Pierpont, U. of M. Vice President in Business and Finance, represented the client's point of view. He laid down four basic concepts an architect should have: programming, structural, economical and aesthetic. He added that not so many years ago the architect's client was an individual, or a "patron," while today the client is more likely to



JOHN G. McKEVITT

be a corporation, or at any rate a board of directors or building committee. Often, he said they are a bit timid, because they represent the "stockholders." In such a condition, Mr. McKeivitt pointed out, the group constitutes a "team," with experts on finance, the users of the building, aesthetics, etc., and the architect is an important member of the team, as coordinator.

Mr. Brenneman said that public relations is practical, in that it does for the profession what advertising does for business—increases income. In touching upon the Society's recent appearance before State officials in an effort to adjust architects' fees to a more equitable basis, he said that was evidence that our public relations had been neglected, otherwise we would not be **asking** but would be **telling**. Conditions should never have been allowed to get into such condition, he concluded.

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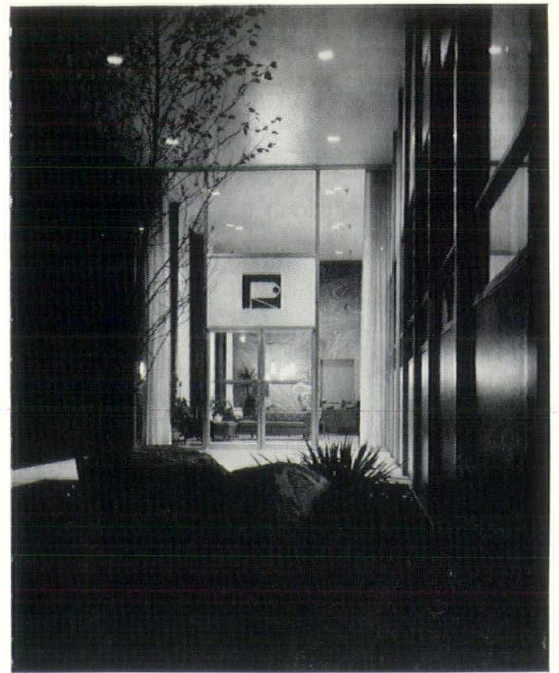
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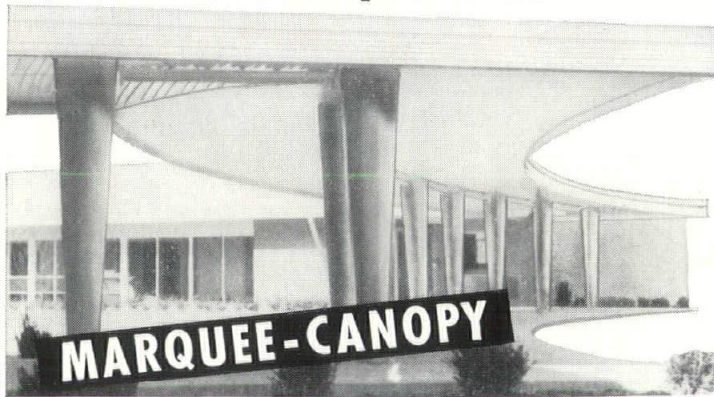
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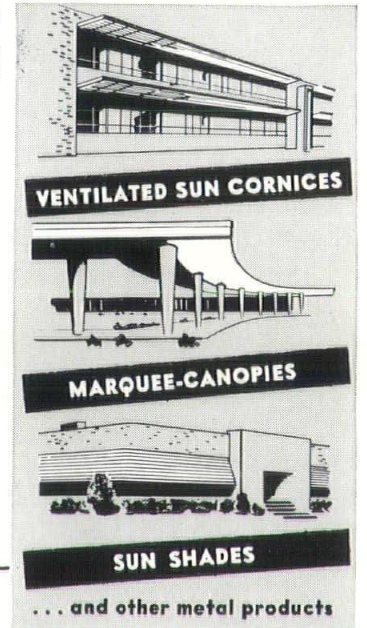


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## New Secretary

MRS. ARLEEN MONTFORD has been named administrative secretary of the Michigan Society of Architects, as well as of the three Michigan chapters of The American Institute of Architects—Detroit, Western Michigan and Saginaw Valley.

Mrs. Montford, who has had experience in public relations, will serve the architects' offices throughout the State in connection with the Society's many activities. She will also gather news from the offices for publication in the Society's Monthly Bulletin, and arrange for featuring their work in the publication.



MRS. ARLEEN MONTFORD

MICHIGAN STATE BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS & LAND SURVEYORS announces that examination for architects will be held on June 11, 12, 13 and 14, 1958.

The June 14th examination (Architectural Design) will be held at the University of Detroit and Michigan College of Mines & Technology, Houghton.

All other examinations will be held at the Rackham Bldg., Detroit; University of Michigan, Ann Arbor; Michigan State College, E. Lansing; Michigan College of Mines, Houghton; Jackson High School, Jackson; Central High School, Bay City; and University of Michigan Extension Center, Grand Rapids.

Applications must be received at the State Board office, 1604 Cadillac Square Bldg. by May 1, 1958.

FREDERICK E. WIGEN, A.I.A., of Saginaw, President of the Michigan Society of Architects, has been named the Society's delegate to the 85th annual convention of The American Institute of Architects to be held in Cleveland, Ohio July 7-11, 1958.

THE DETROIT CHAPTER, A.I.A. exhibit at the recent Builders Show, which won a First Prize in its classification—10' x 20', was arranged for with the Show management by Clifford N. Wright, Chairman of the Chapter's Committee on Residential Architecture, and it was designed by Joseph F. Dworski, Chairman of the Chapter's Committee on Allied Arts.

Cooperating and contributing for the booth were Unistrut, Corp., U. S. Plywood Corp., Aluminum Co. of America, Anocolors Engineers, Inc., Plasticles Corp., Madison Electric Co., Bill Elliott, Cadillac Glass Co., Cranbrook Academy of Art, Metal Shop-Dick Thomas, and Larry Charity.

Since the booth was designed to be used again, arrangements have been made to exhibit it for a time at Showcase, Inc., in Birmingham.

JOSEPH GOLDFARB, A.I.A., of Oak Park, Mich., has been appointed to the newly created post of City Planning Director of the Warren (Mich.) City Planning Commission.

Goldfarb was formerly in a similar position with the City of Dearborn.

## Future Meetings

### MSA BOARD

Wednesday, April 16—Ann Arbor

Wednesday, May 14—Flint

June—None

Thursday, July 17—Bottsford Inn

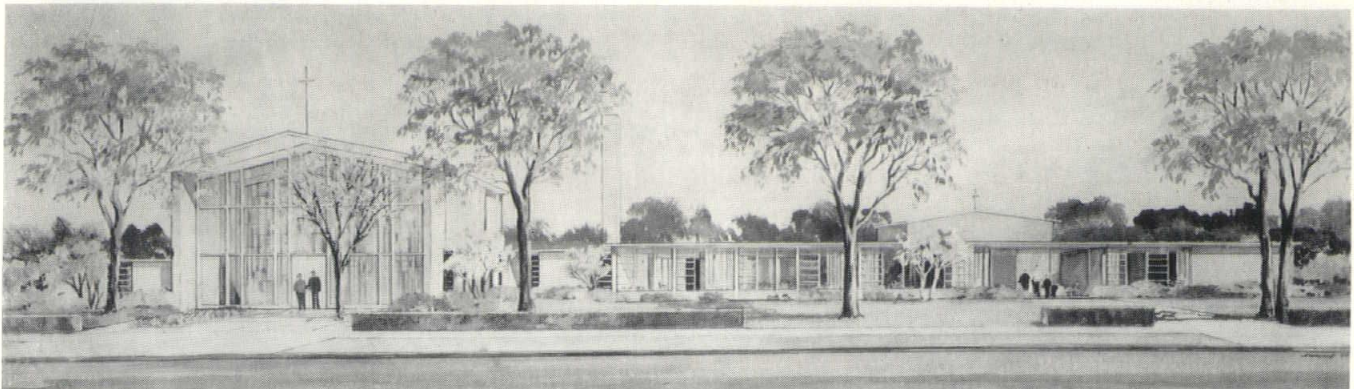
Friday, August 8—Mackinac Island

Monday, September 15—With Western Michigan Chapter

Thursday, October 16 — With Detroit Chapter

Thursday, November 13—Lansing

Thursday, December 18—Detroit



CORRECTION—The Press release of the Church Architectural Guild of America had the wrong caption appended to the picture shown above. It should have read: 2nd Award Class 4—First Bethany Evangelical and Reformed Church, St. Clair Shores, Michigan. ARCHITECTS: EARL W. PELLERIN and JOSEPH F. DWORSKI, Detroit, Michigan

SMITH, TARAPATA, MacMAHON, INC., ARCHITECTS, of Birmingham, was honored by having its Bloomfield Hills Junior High School and John N. Fuhrmann Junior High School in Warren accepted for the Exhibition of the American Association of School Administrators Annual School Building Architectural Exhibit in St. Louis, Mo., February 22-25, 1958, and also the same two schools to be exhibited in Cleveland, Ohio, March 29-30, 1958.

The Bloomfield Hills school has received a special citation as follows:

"A noteworthy interpretation of the client's educational concepts for a junior high school. Clean design. Good relationships between different parts of the buildings. Logical and appropriate arrangement of spaces. Evidence of economy of space as well as suggestion of spaciousness in the visual environment. Outstanding for the atmosphere of friendliness in the total plan."

The Bloomfield Hills Junior High School is under construction and scheduled for occupancy in September of this year. Mr. Eugene L. Johnson is Superintendent of Schools. This school also received a special citation from PROGRESSIVE ARCHITECTURE magazine in its annual awards competition recently and a citation from the Michigan Association of School Boards last fall.

The John N. Fuhrmann Junior High School is also under construction and scheduled for occupancy in September this year. Dr. Paul K. Cousino is Superintendent of Schools. This school was a citation winner at the Michigan Association of School Boards competition last fall.

J. ROBERT F. SWANSON, A.I.A., President of SWANSON ASSOCIATES, Inc., Bloomfield Hills, participated in the recent dedication ceremony of the new EDWIN A. STRONG PHYSICAL SCIENCE BUILDING at Eastern Michigan College in Ypsilanti. The building is named in memory of the late, Dr. Edwin Atson Strong who, from 1888 to 1919, served the then Michigan State Normal College as head of the department of physics and chemistry.

Swanson Associates, Inc. are architects for the \$2,800,000 project of which the laboratory-lecture hall units are the first to be completed. A classroom wing, a planetarium and an observatory are the future units to be part of the college science center.

The distinguished scientist, Dr. Harold C. Urey, nobel prize winner and member of the Enrico Fermi Institute for Nuclear Studies at the University of Chicago was the principal speaker—subject: "Intellectualism or Materialism—the modern dilemma" to a most enthusiastic audience of approximately 600 people.

Earlier in the afternoon, another member of the Swanson firm, John W. Jickling, A.I.A., participated in the rededication of the original science building constructed on the campus in 1902 which has now been named, the William H. Sherzer Hall.

THE FIRST TWO in a series of semi-animated movie shorts on architectural subjects have been completed by The American Institute of Architects as public relations aids for chapters and state societies.

"What's a House?", the first of these 15-minute cartoon films, traces the evolution of the American house from the "carpenter classic" to the residence of the future. By acquainting the audience with some of the problems of site planning, orientation and building technology the film indirectly points up the essential role of the architect in residential design.

"A School for Johnny" addresses itself to the problem of filling the increasing need for schools without overstraining community resources. The film relates some of the primary factors the school architect must consider in designing for today's education and attempts to clarify some misconception about comparative costs and economy in school design.

Both films are done in simple Disney-like cartoons and charts on a minimum budget. Both include color photographs by outstanding architectural photographers. The films may be either purchased or rented from AIA. The purchase price is \$65 per film.

Future films in the series will deal with churches and business buildings. Intended primarily as discussion aids for adult and youth groups, the films are also suitable for television use.

JAMES W. SMITH, a Lawrence Institute of Technology junior from Walled Lake, won first prize in the 1959 Builders Show Idea Home competition, it was announced by Clifford N. Wright, architectural adviser of the architectural design committee of the Builders Association of Metropolitan Detroit, the sponsoring organization.

Second prize was taken by the husband and wife team of Kellogg and Nancy Wong, students at Cranbrook Academy. And third prize was won by Harry Der Boghosian, another Cranbrook student. Winning in this competition is no new experience for the Wongs, for they won second prize in last year's competition too.

First prize is \$1000; second \$500; and third \$300. Six honorable mentions of \$50 each were awarded to Lawrence Tech students Elmer Reinke and Richard Rochon; Cranbrook students John L. Offutt, Charles Halzhog and William Hopkins; and University of Michigan

LOUIS ROSSETTI, F.A.I.A., a partner in the Detroit architectural-engineering firm of Giffels and Rossetti, will participate in a seminar on April 10 at the New York Coliseum. He will join a contractor, researcher, and an editor to discuss the topic, "Building Tomorrow's Plant Today."

The seminar is one of four to be conducted in connection with the second annual National Industrial Development Exposition, April 7-11. In addition to the building phase, the other topics on the program are site selection for new plants, financing, and the profit potential.

Rossetti will speak on the architect's responsibility to the client and community, the evolution of design, and expectations for tomorrow.



graduate Indulis Liepins.

The panel of judges that selected the winners was made up of four architects, three BAMD members, and two others.

The architects were John N. Richards, F.A.I.A., of Toledo, First Vice President of The American Institute of Architects; L. Morgan Yost, F.A.I.A., of Kennelworth, Illinois; Gerald L. Diehl, President of the Detroit chapter of the A.I.A., and Clifford N. Wright.

BAMD members on the panel were Webb H. Coe, Robert M. Nelson and Paul Robertson, all directors of the association.

Rounding out the group were G. Hugh Tsuruoka of Chicago, architectural and design editor of the magazine *Living for Young Homemakers*; and L. J. Sappington of the J. L. Hudson Company.

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THE MICHIGAN SOCIETY OF ARCHITECTS has named a committee to cooperate with the University of Michigan College of Architecture and Design.

Known as the Professional Advisory Committee, the members are Louis G. Redstone, chairman; Roger Allen, Harvey C. Allison, Kenneth C. Black, Charles A. Blessing, Gerald G. Diehl, Clair W. Ditchy, Frederick M. Harley, Louis C. Kingscott, David F. Oeming, Charles V. Opdyke, Eero Saarinen, Eberle M. Smith, George W. Sprau and J. Robert F. Swanson.

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FRANK J. McKENNA, of 718 N. Mil-dred, Dearborn, has become an associate member of the Detroit Chapter, American Institute of Architects.

McKenna received his professional education at Massachusetts Institute of Technology and the Catholic University of Washington, D. C. He presently is a coordinator with Darin & Armstrong of Detroit.

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CHARLES V. OPDYKE, A.I.A., of Lansing, a director of the Michigan Society of Architects, has been named vice-chairman of the Society's 15th annual midsummer conference to be held at the Grand Hotel on Mackinac Island August 7-9, 1958. Opdyke will assist Samuel C. Allen, A.I.A., of Saginaw, chairman, and he will become chairman of the 1959 conference committee.

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R. M. DUNBAR, A.I.A., of Monroe, Mich., has added to his firm Donald H. Dunbar. Donald, younger son of R. M., is a graduate of the University of Michigan College of Architecture and Design. He became registered to practice architecture in Michigan on October 25, 1957.

The firm name has been changed to Dunbar & Dunbar, Architects, and offices will remain at 209 Reisig Building in Monroe.

ROBERT WAKELY, A.I.A., of St. Clair Shores, has been appointed by Governor G. Mennen Williams to the Detroit Area Regional Planning Commission. Edmund Kuhlman, president of Detroit's City Plan Commission, succeeds Helen Fasset for a term expiring in 1960. Milton Wagnitz, Detroit City Engineer, was reappointed, and Gerald J. Remus, general manager of the Detroit Water Department, was appointed for a term ending June 26, 1958. C. P. McGrath, of Mt. Clemens, was appointed for a term ending in 1960.

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THOMAS W. MOSS, a member of the Detroit Chapter, A.I.A., has been elected a member Emeritus of the American Institute of Architects.

Moss, received his professional education in England, and is at present a member of the architectural firm of Gould, Moss & Joseph, Inc., of Plymouth, Michigan.

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PHILIP J. MEATHE, partner in the Detroit Architectural firm of Meathe, Kessler & Assoc., Inc., has become a member of the American Institute of Architects, and assigned to the Detroit Chapter, Gerald G. Diehl, A.I.A. chapter president, announced.

Meathe, a native of Grosse Pointe, received his professional education at the University of Michigan.

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WILLIAM HENRY KESSLER, partner in the architectural firm of Meathe, Kessler & Associates, Inc., of Grosse Pointe, Michigan has become a corporate member of the American Institute of Architects and assigned to the Detroit Chapter.

Kessler, was born in Pennsylvania and received his professional education at the Institute of Design in Chicago and the Harvard Graduate School of Design.

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ROBERT E. JOHNSON of 13620 Ludlow, Oak Park has become an associate member of the Detroit Chapter, American Institute of Architects, it is announced by Talmage C. Hughes, executive secretary.

Johnson received his professional education at University of Michigan. He is presently employed as Job Captain with Eberle M. Smith Associates, Inc., of Detroit.

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JOHN K. CROSS, A.I.A., formerly of Detroit, has moved to Jacksonville, Fla., where he has become connected with the architectural office of Kemp, Bunch & Jackson.

Cross states that the firm has a large program ahead and is in need of additional help in the architectural field. The firm's offices are at 33 S. Hogan St., Jacksonville 2, Fla. The telephone number is ELgin 6-6821.

## Letter

### BULLETIN:

Many thanks for your kindness and hospitality while I was in Detroit in February. My stay at the Detroit Athletic Club was most pleasant.

It was good to see Gerry Diehl and Werner Guenther again and compare notes on what has transpired in the past ten years since I left the Detroit area. It was also good to note that the Detroit Chapter was as active as ever and conducted its meeting on a high level. As a student at Cranbrook, I was impressed with the meetings of the Detroit Chapter, noting that they get around to talking about architecture, which is important.

I don't know how you manage, but I believe that congratulations are in order.  
—GEORGE MATSUMOTO

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## F. J. Herrick

FRED J. Herrick, A.I.A., 89, a veteran architect and businessman, of Albion, Michigan, died in a Marshall, Michigan hospital March 3, following an illness of more than a year.

Mr. Herrick, born in Baldwinville, New York on August 6, 1868, moved to Albion in 1879 and attended school there.

He became registered as an architect in Michigan in 1916 and entered his own practice in 1934. He was elected to membership in The American Institute of Architects in 1944, and assigned to the Institute's Detroit Chapter. Prior to that, Mr. Herrick has been a member of the Michigan Society of Architects, when the two organizations were separate. In 1953 he was elected a member emeritus in the Institute, Detroit Chapter and the Society.

Surviving are his widow, Carrie; one son, Donald F., of Oak Park, Ill.; three grandchildren, six great grandchildren, and one sister, Mrs. Isabel Perry of Albion.

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## H. O. Nelson

Harry O. Nelson, 77, founder and board chairman of Nelson Company, wholesale plumbing and heating supply house, of Detroit and other Michigan cities, died March 10.

A leader in his field, he was president of the Central Supply Association and past president of the Plumbing and Heating Industries Bureau. He also served on a National Recovery Administration committee.

He came to Detroit in 1900 and founded his own company in 1920.

Surviving are his wife, Margaret; two daughters, Mrs. Wilfred A. Steiner and Mrs. Edward Diegel; five grandchildren, three sisters, and two brothers.

H. E. BEYSTER & ASSOCIATES, INC., of Detroit and Grand Rapids, architects and engineers are award-winning school designers chosen by the American Association of School Administrators.

The \$1,500,000 Lamphere High School, Madison Heights, has been selected for exhibition at the associations convention beginning at Cleveland, March 29.

The school has been cited ". . . for effective blending of a broad education program with an economical school."

HAROLD J. BEGROW, of 28 Maywood Rd., Birmingham, has become a corporate member of the American Institute of Architects, and assigned to the Detroit Chapter.

Begrow, received his professional education at the University of Michigan and was recently awarded 1st prize in the Cowboy Hall of Fame Competition. He is a partner in the architectural firm of Begrow & Brown.

JOSEPH W. LEINWEBER AND EARL G. MEYER have been named as Michigan Society of Architects representatives on the Architects, Professional Engineers and Land Surveyors Council on Registration (APELSCOR). They will be assisted by Peter Vander Laan, Society vice president in seeking cooperation with the professional engineers.

HENRY S. ORBACH, of 19776 Littlefield, Detroit, has become an associate member of the Detroit Chapter, American Institute of Architects.

Orbach received his professional education at the Northern Polytechnic School of Architecture in London, England. He came to Michigan in 1955 and is presently employed by Earl G. Meyer, A.I.A. of Detroit.

EDWARD X. TUTTLE, JR, A.I.A., formerly of Lansing, Mich., has transferred his membership in The American Institute of Architects from the Western Michigan Chapter to the Detroit Chapter.

Now a resident of Birmingham, Mich., Tuttle is the son of Edward X. Tuttle, Sr., A.I.A., Vice President of Giffels & Rossetti, Inc., Architects and Engineers, with which firm he is now employed.

Marvin D. Kahler, of 17870 Pierson, Detroit, Michigan has become an associate member of the Detroit Chapter, American Institute of Architects.

Kahler, received his professional education at the University of Nebraska. Upon graduation he came to Detroit where he has been employed as Architectural Field Engineer with the Sun Oil Company in Detroit.

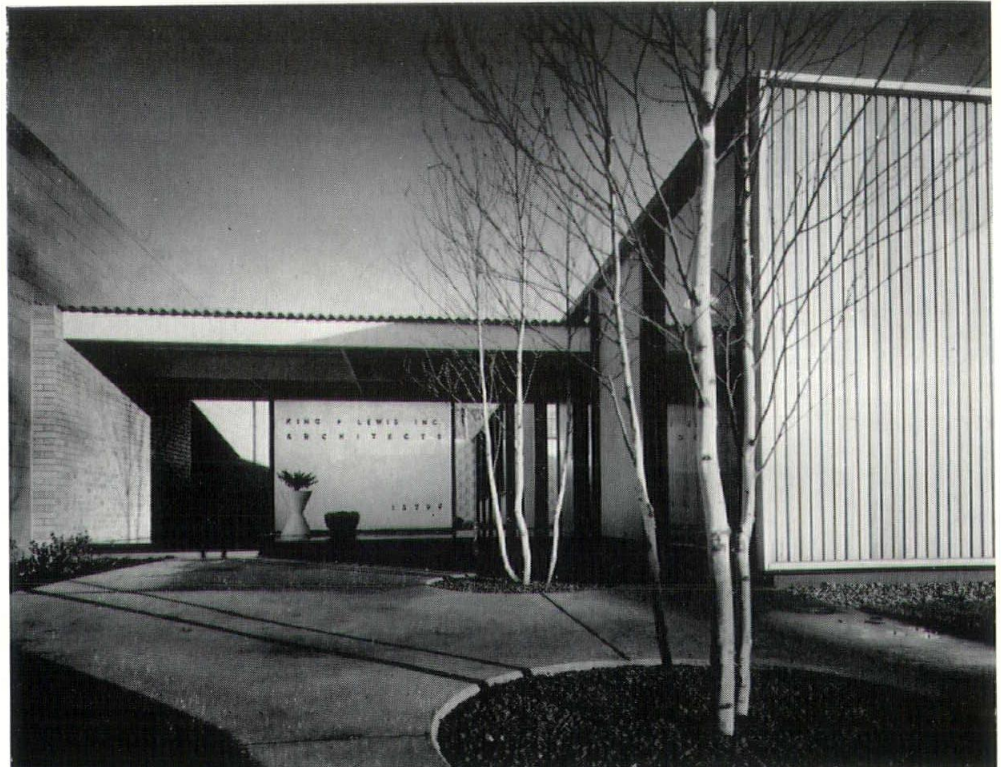
PARK & SANDER is a new firm of consultants in mechanical engineering, electrical engineering and control systems, located at 16579 James Couzens Highway, Detroit 21, Mich. The new telephone number is UNiversity 3-8553.

Members of the firm are James A. Park and Frank L. Sander, both registered professional engineers.

**SITUATION WANTED — Construction Superintendent and Project Manager with 30 years experience in all phases of light and heavy construction, available on reasonable notice for responsible position in the Detroit area. — ERNEST E. MENTER, 1685 North River Road, St. Clair, Mich.**

**WANTED — Experienced architectural draftsman, to work toward a partnership. Prefer one experienced in commercial buildings, churches and schools. Age 30 or older. Salary open. Location: Flint, Mich.—Box No. 172**

**SITUATION WANTED — by architect, college man, experienced in engineering, construction, planning, scheduling, estimating, administration, both in office and field. Desire responsible position. Will relocate.—Box No. 173**



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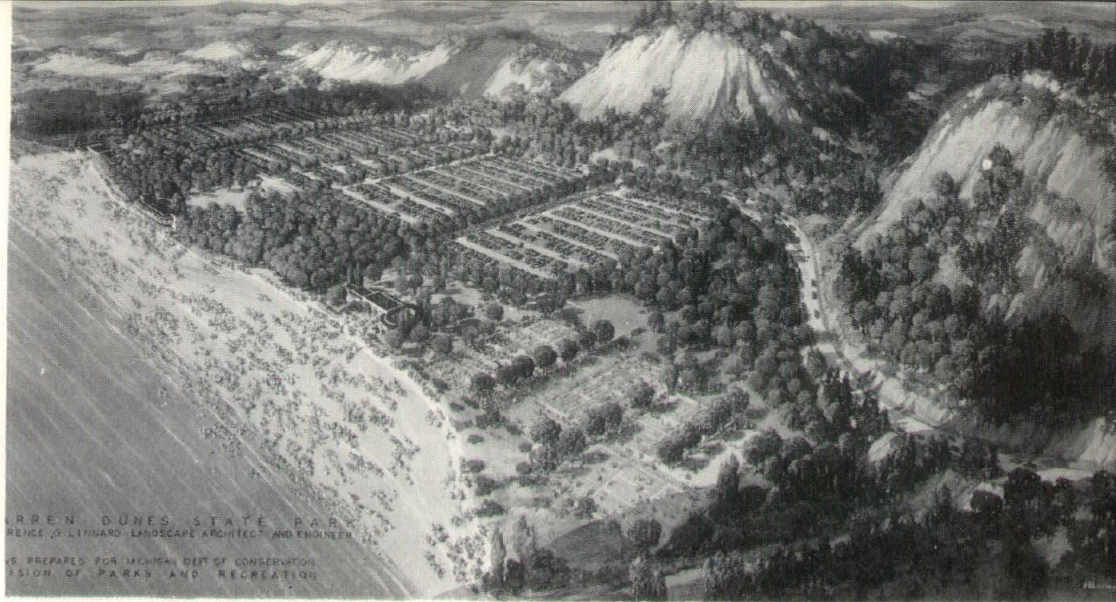
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# SITE PLANNING

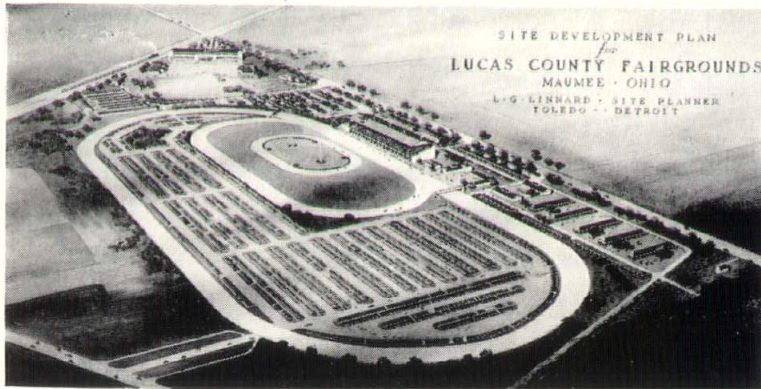
by

L. G. LINNARD

Site Planner and  
Landscape Architect



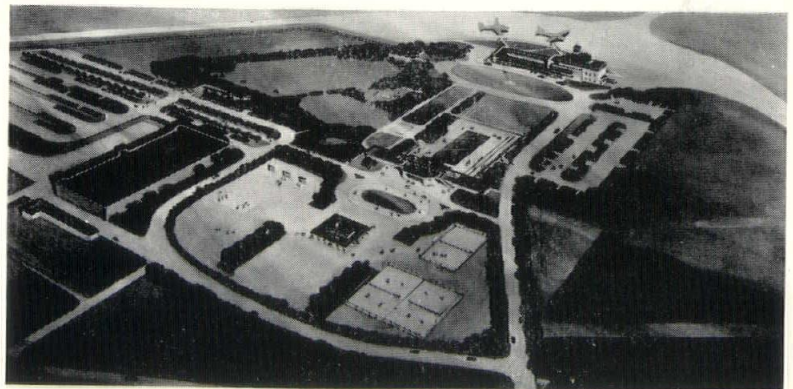
Warren Dunes State Park  
Benton Harbor, Mich. for  
Mich. Dept. of Conservation



Lucas County Fairgrounds  
Maumee, Ohio

Evansville Indiana Memorial Airport Park  
Evansville, Indiana

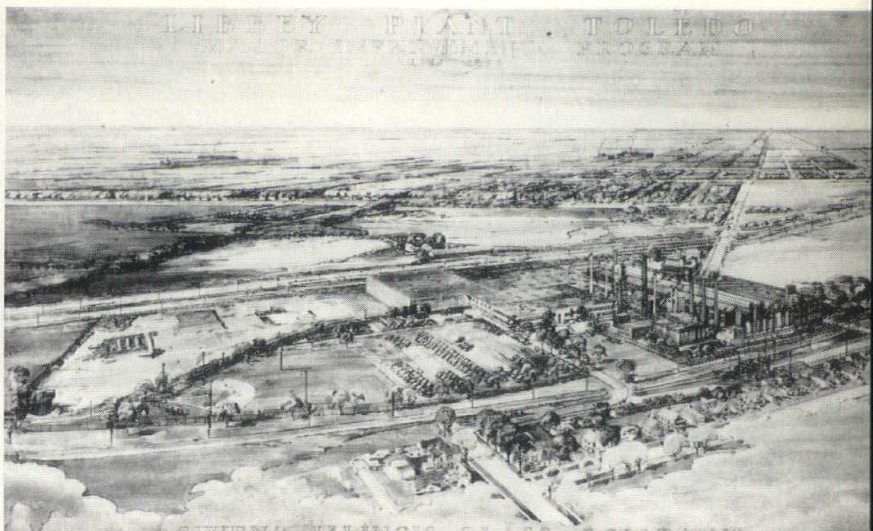
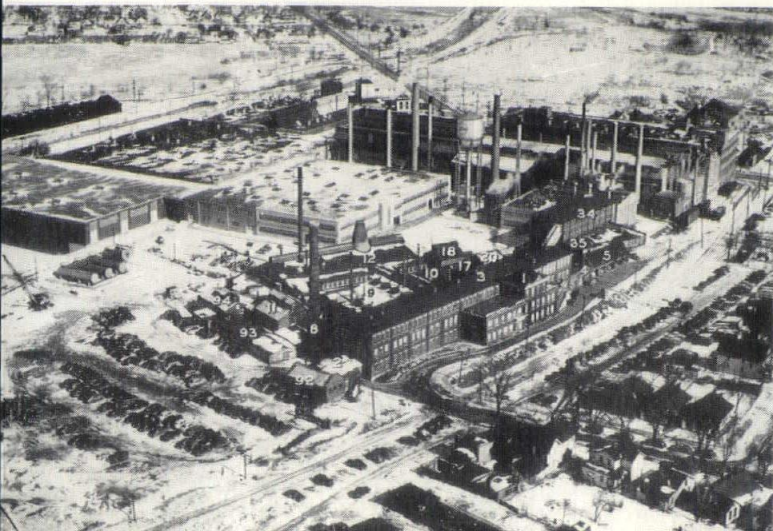
Architect: Albert Kahn Asso. Architects & Engineers, Inc.



Libbey Glass Plant — Owens-Illinois Glass Company, Toledo, Ohio. Wernert, Taylor, Sanzenbacher & Morris, Architect & Engineers

BEFORE

AFTER



COST PER CUBIC FOOT IN CENTS

Table with columns for years (1915 to 1958) and rows for various building types and materials (e.g., Factories, Schools, Hospitals, Steel Buildings, Apartments, Residences, Warehouses, etc.). Each cell contains a numerical cost value in cents per cubic foot.

Classification of Buildings... Annually since 1915, the Detroit Real Estate Board has produced and distributed a schedule of unit costs employing cubical contents of buildings as the basis for determination of costs. The schedule, revised as of Jan. 1, 1958, is presented herewith. The schedule of costs was produced primarily as a service to members of the Detroit Real Estate Board, as a guide in estimating construction or reproduction costs and as a possible guide to appraisers. Within recent years, scores of requests for copies have come from all parts of the United States and numerous trade publications have asked permission to publish the schedule. It has been and continues to be the policy of the Detroit Real Estate Board to authorize reproduction of the schedule by recognized trade publications and by banks, trust companies, insurance companies, building and loan associations, mortgage companies, appraisal organizations, etc., for the personal use of members of those organizations but no permission is given for reproduction of the schedule for sale. Additional copies may be purchased from the Detroit Real Estate Board at 50 cents each. The willing and painstaking cooperation of the Department of Buildings and Safety Engineering in the preparation of this schedule is appreciated. In using this schedule, the rules established by Commissioner Joseph P. Wolff and his department heads, follow: "The cubical volume of a building for the purposes of determining the fees shall be measured as follows: "From the outside of the walls and from the basement floor to the mean point of a pitched roof shall include all dormers, enclosed porches, pent houses, and other enclosed portions of a building, but shall exclude open porches.

(Copyright 1958 by the Detroit Real Estate Board)

1857



1957

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The Octagon, 1735 New York Avenue, N. W., Washington 6, D. C.

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How to Select an Architect by Direct Selection <sup>1</sup> .....	(A. I. A. Doc. No. 300)	.02
A Suggested Guide to Bidding Procedure .....	(A. I. A. Doc. No. 333)	.05
The Value of the Architect (Eight Reasons for the Employment of an Architect) <sup>1</sup> .....	(A. I. A. Doc. No. 308)	.02
Arbitration Procedure, Standard Form <sup>1</sup> .....	(A. I. A. Doc. No. 305)	Free
Functions of the Consultant .....	(A. I. A. Doc. No. 356)	.02
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(Rev. 8-1-57)

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Recommendations for Building Product Films <sup>1</sup> ..... (A. I. A. Doc. No. 350) .02  
Circular of Information on Insurance Requirements <sup>1</sup> ..... (A. I. A. Doc. No. 355) .02  
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These contract forms have stood the test of time, have reduced to a minimum lawsuits and misunderstandings, have made for good will among Architect, Owner and Contractor. They expedite business.

Editor's Note: The books and documents listed herewith are kept in stock at the office of the Monthly Bulletin, M. S. A., as are the accounting forms. The film must be ordered direct from The Institute in Washington.

## FROM SCHOOL PROGRAM TO SCHOOL PLANT

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1956 482 pages \$6.00

*"a deeper, more thoughtful analysis of the important group relationships involved in building a community school"*

—ARCHITECTURAL FORUM

## NATIONAL ARCHITECT

120 MADISON AVENUE, DETROIT 26, MICH.



Making plans for Banquet are Bill Covey, Earl Roberts, Jim DuRoss, entertainment chairman; and LaMont Van Dell, League president

## **Detroit Architectural Bowling League**

### **Banquet**

The Detroit Architectural Bowling League will hold its 36th annual banquet in the Book Casino of the Sheraton-Cadillac Hotel on Friday evening, April 25th.

The League expects a record turnout for the affair, according to President LaMont Van Dell. He reports that the entertainment committee, headed by Jim

DuRoss has planned a very stimulating and amusing program for that night.

A fine "live" show is being arranged by committee member Bob Larsen. Iner Peterson, a gourmet extraordinary, is planning a lip-smacking menu with the Sheraton-Cadillac chef.

Other members of the committee working on the program are: John Hilbery and Bill Covey.

Tickets are being sold to architects, engineers and guests at \$7 each, which includes entertainment, dinner and plenty of door prizes. For further information call Jim DuRoss at Smith, Hinchman & Grylls, WO. 2-8825; John Hilberg at H. E. Beyster & Assoc., Inc., WO. 1-7182; Bob Larsen at Giffels & Rossetti, Smith, WO. 5-8-80; and Bill Covey at WO. 1-2084; Iner Peterson at Eberle M. Ray W. Covey Associates, Inc., WO. 3-7330.

A NEW SLATE OF OFFICERS was elected at the 5th annual meeting of the Detroit Architectural Golf League, March 6th. LaMont Van Dell, who is current president of the Architectural Bowling League, was elected to the Golf League's vice-presidency. Gene Majka was elected secretary and Anthony Kross, treasurer.

Newly elected committee chairmen were: Dick Miller, tournament; Joe Starkey, membership; Loren Cosens, rules; Joe Obey and Ed Grabowski, co-chairmen of the entertainment committee; and Art Lewis, finance committee.

Joe Starkey, new membership committee chairman announced that although last year's membership was approximately 150, his committee hopes to add another 50 members to the roster. Members in the League entitles mem-

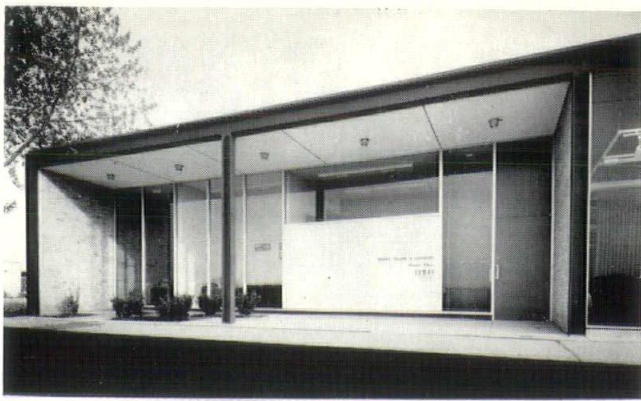
bers to play golf at some of the surrounding private golf clubs. Also qualified members could vie for some coveted flight prizes and trophies.

Applications for membership should be in the hands of the membership committee prior to May 1st. The first outing will be in May, probably Tuesday the 13th, but the final selection of clubs has not been approved by the Tournament Committee.

For membership application write to: E. E. Majka, Secretary, 643 Free Press Bldg., Detroit 26, Michigan.

A yearly membership to the League costs \$10.

Some of the courses to be played by the league this year are: Western, Orchard Lake, Pine Lake, Dearborn and Farmington Country Clubs.



Morris Sklare & Company Building, Detroit  
Architects: King & Lewis

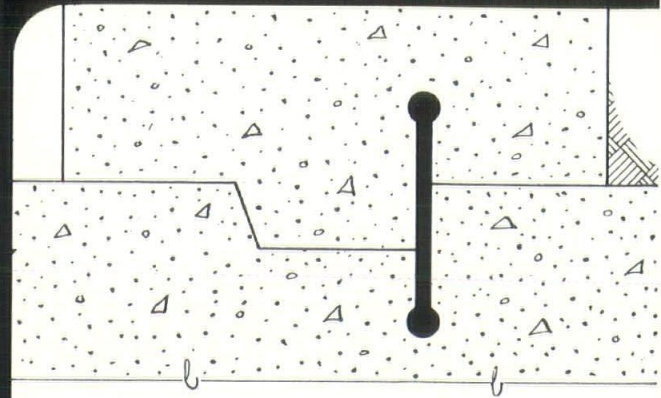
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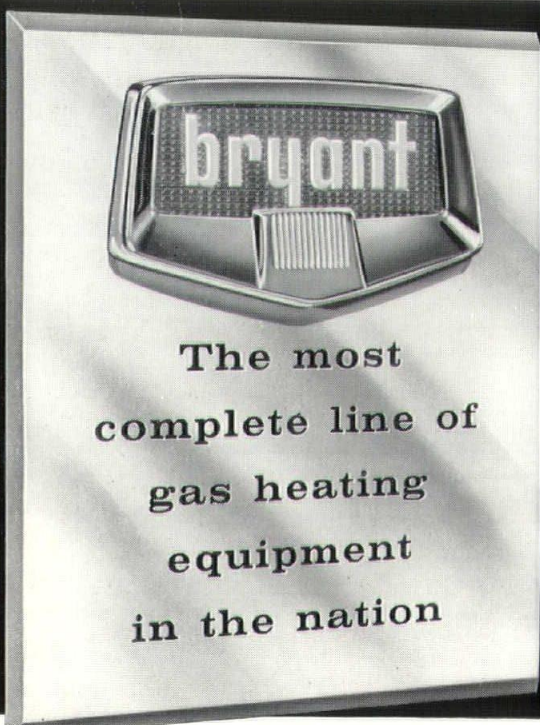
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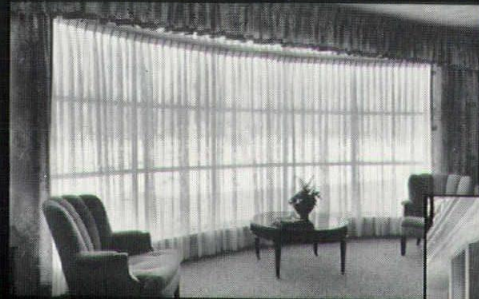
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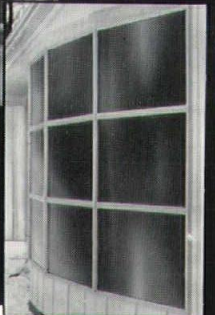
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### Resilient Flooring: Initial Cost vs. Total Cost — By R. G. PASS

Although initial cost is sometimes of prime importance in deciding on the floor material to be used in a project, forethought in determining the operating cost of a floor should be exercised. While asphalt tile is lowest in initial cost, it is a relatively expensive floor after a few years service. For example, one large user of flooring materials has found—by maintaining close cost studies—that each maintenance job on a floor—washing, waxing, and buffing—costs .03 cents per square foot, regardless of the type of flooring material. They find they must clean asphalt tile once each month, for a total yearly cost of .36 cents per square foot. Obviously, this makes asphalt tile a very expensive floor in a few years time. Linoleum, on this same scale, maintains for .09 cents per square foot per year, rubber tile for .6 cents, and Linotile for .03 cents. Although this user

has no vinyl or vinyl-asbestos floors, studies would indicate that vinyl maintains for about the same price as rubber tile, and vinyl-asbestos costs about .18 cents per square foot per year.

By using this rough cost scale, we see that if asphalt tile installs for .20 cents per square foot, and Linotile, for example for .80 cents, that in about two years the two floors carry the same cost. Even assuming most users won't maintain their floors as well as in the case described above, the more expensive floors become progressively less expensive each year they are in use.

Unless initial cost is the absolute controlling factor in the selection of flooring materials, it would be wise to study the advisability of upgrading the floor material to save money over the long haul.

### CALENDAR OF COMING EVENTS:

Apr. 8—Dinner Business Meeting and Election of Officers  
Fort Shelby Hotel, Detroit

PRODUCERS COUNCIL — ALL MEMBERS. A committee has been appointed by President, Mr. Trambauer, to edit articles submitted by members for insertion in the "Producers Council Page" of the Bulletin, Michigan Society of Architects.

Articles should not be more than 200 or 300 words, and can be about your company's products, or about any problem or suggestion that would benefit the architects, The Producers Council, The construction industry, or the clients.

It is requested that articles we sent to Committee Chairman, A. C. Hann, Hill-yard Sales Co., 28700 Eldorado, Lathrop Village, Michigan at the earliest possible moment, so that the committee can schedule the material into the next twelve monthly issues of the magazine.

This is a rare opportunity for you, your company, to get information in this magazine.

COMMITTEE MEMBERS: Mr. D. Burford, D. D. Burford & Co.; Mr. J. W. Davies, Truscon Steel Division; Mr. Wm. Snure, Unistrut Detroit Service Co.; Mr. C. R. Wentworth, Modern Fold Door Sales; Mr. Dick Pass, Armstrong Cork Company.

### What's Wrong With Terrazzo? — By A. G. HANN

Terrazzo floors can be beautiful, can be very permanent in nature, can be economically maintained, and the initial cost of installation is comparable with other flooring. However, terrazzo floors can be no better than the original specification of the architect, the skill of the terrazzo contractor and the method of maintenance used by the client.

Architect specification writers should write specifications that will explain exactly what is wanted in the finished floor, and have a field man follow up to see that the results are as specified.

Some important points for terrazzo floor specifications are . . .

1. Allow for a minimum thickness of 1¾" for bonded terrazzo and 2½" for unbonded terrazzo. (Unbonded terrazzo is less likely to crack from building strains.)

2. Specify carefully the blend and type of marble chips and the minimum cement allowable. If terrazzo is to be used in ramps, pool edges, shower or locker rooms, specify 40% abrasive chips and 60% marble chips at the surface.

3. Pure white Medusa cement grout should be avoided in public school buildings, because of the abuse of floors and the added cost of desired maintenance. Always specify tinted grout and contrasting marble chips.

4. Specify that all terrazzo must be "wet" ground including the bases, with 120 grit final finish in corridors—80 grit final finish in shower and locker rooms and on steep ramps.

5. Specify 1" radius floor to base and 1" radius at corners to insure easy maintenance.

6. Specify that after the terrazzo has been laid and rolled, it be kept wet for at least 4 days.

7. After the floor has been grouted and dried for a minimum of 4 days, it should be fine stoned with 120 grit stone. After polishing with 120 grit, clean terrazzo thoroughly with a neutral non-scumming cleaner, allow to dry.

8. Final Treatment: A terrazzo floor specification is not complete unless it calls for careful sealing by the terrazzo contractor, with a deep penetrating—non-discoloring—permanent sealer approved by the Terrazzo Association Institute.

9. "Conductive" terrazzo must be mixed, laid, ground, and sealed as per the Terrazzo Institute's instructions.

10. Architects should be in a position to recommend to the client that he maintain terrazzo floors only with NEUTRAL detergents that will not attack and damage the floor, or cause scummy slipperiness.

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# Products News

A THREE MILLION DOLLAR Shopping Triangle including 15 stores and a 1,140-car parking area will open this summer at Grand River and Seven Mile, Detroit.

The half-million square foot shopping triangle includes an 81,380 square foot Federal Department Store which is being built by a new, low-cost process using giant 9600 pound precast concrete panels that serve as both the finished outside and inside walls. Each of the 24-by-8 foot decorative panels can be installed in 20 minutes, according to Trevor Hall, vice president of Panel Engineering Corporation, Clawson, Michigan, which is supplying the 48 panels necessary to enclose the store on two sides.

In addition to the Federal Store, the 7 Grand Shopping Triangle contains a 19,200-square foot supermarket, 13 stores for clothing, appliances, jewelry and furnishings, a seasonal sales area and 398,300 square feet of parking space. The buildings cover a total of 121,075 square feet.

The two-story Federal Store building embodies a new design concept called "floating suspension," made possible by the design flexibility of the low-cost concrete panels. The building will have the appearance of floating in air.

The panels were cast by the Marietta (Ohio) Concrete Corp., in an assembly line process and shipped to the store site on large trucks. From the trucks, the panels were lifted into place by a large crane at a cost 20 per cent lower than conventional construction. They can be put up in all kinds of weather. Additionally, the panels, which are only 5 inches thick, provide extra interior sides of the wall panel were selected to fit the overall contemporary design of the building.

Architects for the project were King & Lewis, Inc. of Detroit.

R. DORT PETTIS, of Walter L. Couse & Co., was elected president of the Mason Contractors' Association, Inc., at the annual meeting. Charles N. Board was chosen vice president and Louis A. Scheich, secretary-treasurer.

The board of directors is composed of two newly elected members, Fred Rohn Jr., and William C. Hein, with seven retained members: Roy E. Pickett, Stephen D. Butts, Lyle E. Eiserman, W. Keith Damske, Board, Scheich and Pettis.

The association will reach its 50th birthday Nov. 8 of this year.



Spacious "Showcase" Lobby Makes Ideal Place to Meet Clients

## New Exhibit Center Now Open for Architects and Contractors

SHOWCASE, INC., the new exhibit center in Birmingham, Michigan is being whole-heartedly acclaimed by architects and contractors as a most effective method of centralizing the display of building material products under one roof.

The Showcase has a sphere of influence covering a radius of 100 miles and reaching approximately 7 million people. It provides extensive and comprehensive facilities to architects and their staff members to view and select various products they wish to specify or examine.

Ordinarily, basic material samples are usually so bulky and space-consuming that they are a nuisance in any architect's offices, where they have to be stored on the floor or occupy valuable space in cabinets, etc. Now, at Showcase, professionally-designed displays dramatize the availability of new building products as well as a diversified variety of construction and decorative materials.

The architects, particularly, those whose jobs are numerous and varied, must provide variety and originality in designs and must, from time to time, review a variety of materials available for their purposes. The primary function of SHOWCASE is to "integrate and streamline" the selection of building materials and products for the convenience of architects and contractors. Complete information and samples of these newest,

up-to-date products and materials are available without the necessity of traveling to several locations to investigate them.

Showcase provides a technical and research library where architects may conduct private conferences with their clientele while making selections or discussing their projects (be it with a school board, church committee or industrialist).

To further assist architects with the complex and ever-changing progress taking place in the building industry, exhibitors have provided films or 35mm slides to adequately depict an entire line of products.

Virtually, Showcase is SWEETS in 3-D . . . a living catalog of building materials and a definite factor in helping architects form their specifications by supplying complete technical information.

The new Showcase Exhibit Center is open daily. Weekdays: Monday through Wednesday 9 A.M. to 5 P.M.; Thursday and Friday 9 A.M. to 9 P.M.; Saturday 9 A.M. to 5 P.M. and **Sunday from 2 P.M. to 5 P.M.**

Officers of Showcase are: Mildred E. Puddington, President, Thelma Shain St. Amour, Executive Vice President and Treasurer; George Puddington Vice President; and John A. Gilray, Jr., Secretary. These individuals plus Charles J. Roney, make up the Board of Directors.

VAN DAM IRON WORKS, Grand Rapids, Michigan, one of the most complete plants in its industry, offers architects and contractors, particularly those locating in Western Michigan outstanding advantages of service and quality products. They furnish custom built and standard commercial, industrial and residential ornamental iron, aluminum

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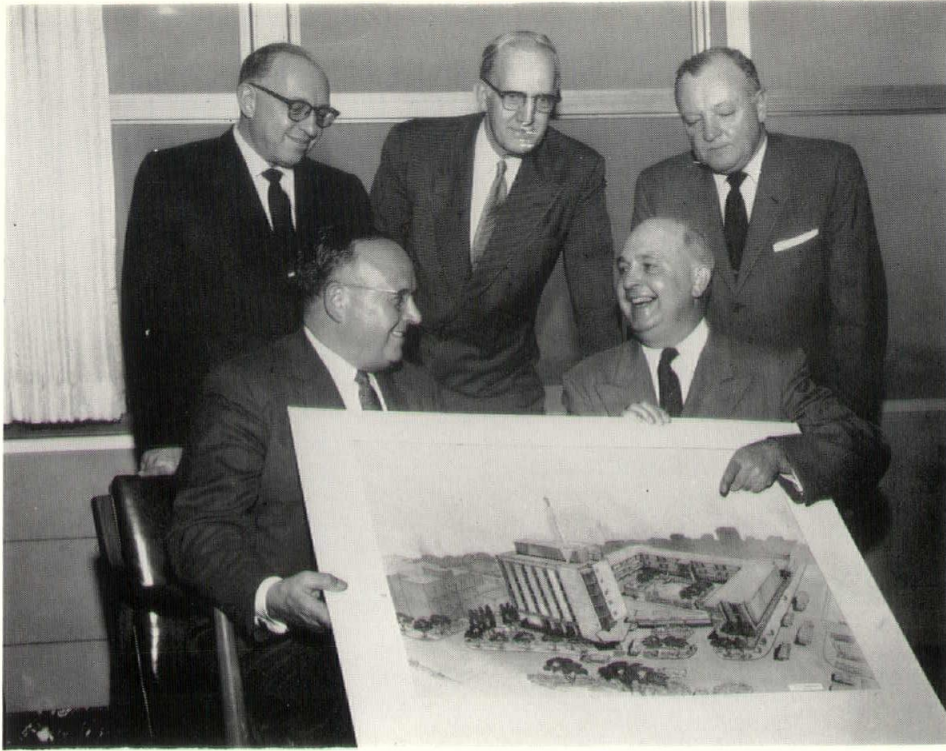
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Detroit civic leaders interested in new Harlan House Hotel-Motel. Standing, left to right: Samuel Gershenson, William Edward Kapp, FAIA, William Gershenson; Seated, left to right: Mayor Louis C. Miriani and C. Allen Harlan

HARLAN HOUSE, the new \$1,750,000 hotel-motel designed by Detroit architect Edward William Kapp, F.A.I.A., being built on the northeast corner of Milwaukee Avenue overlooking John Lodge Expressway, Detroit, will be the first of its kind in the Midwest.

The 125-room grey brick and glass structure will consist of a 5-story hotel and a 3-story motel. All rooms will face on a center garden court that will include a huge heated swimming pool and a wide variety of plantings in a landscaped area.

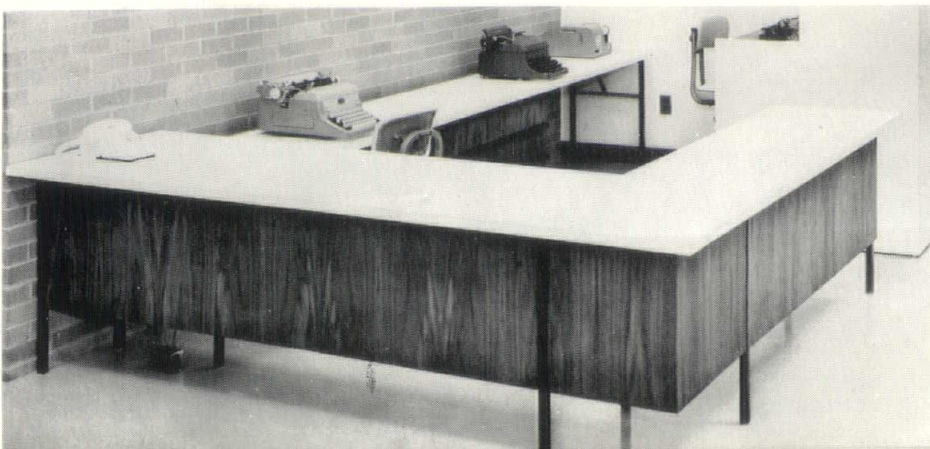
Other Harlan House features are full air-conditioning, fire-proof construction, cocktail lounge and dining room, complete hotel service, and conference and banquet rooms for the use of businessmen using the hotel because of its close proximity to the General Motors and Fisher Buildings in Detroit. Also, each room will be carpeted, completely sound-

proofed, have a bath and dressing room, 24-hour telephone service and a television set. In addition to these deluxe accommodations, under-roof parking will be provided for all patrons.

The project is being built by C. Allen Harlan, Michigan Chairman of St. Lawrence Seaway Commission, Detroit civic leader, philanthropist and electrical tycoon, in association with the four Gershenson brothers who made a fortune in Ned's Auto Supply Stores.

Detroit's Mayor Louis C. Miriani commenting on the erection of this ultra-contemporary motel-hotel in the very heart of his city said, "The face of Detroit is daily undergoing major changes that make our city a better place to live. Harlan House and the men behind it are typical of the dynamic driving force that is re-molding Detroit into one of the nation's most beautiful cities with the very finest of service and facilities."

BELOW: Lobby desk designed by Detroit firm of Pepczynski Pierce, color consultants for the interior of the new Coon-DeVisser Building recently completed in Detroit. Erroll R. Clark, A.I.A., was the architect



WOOD HAS BEEN ADDED TO ALUMINUM to create a new concept in aluminum railing design. Blumcraft of Pittsburgh has combined the warmth and elegance of natural-finished wood with the structure of aluminum to develop their new post style #170.

A choice of select birch or American walnut trim is available to the Architect to relate the railing design to the surrounding decor and color. The wood-trimmed post will be furnished to the metal fabricator in rubbed-satin finish. All of the Blumcraft adjustable features are contained in this post, which can be used with any of the stock handrail shapes.

By making their components available to all metal fabricators, Blumcraft has provided the architect with the element of competitive bidding that is required for public projects as well as for private work.

With the advent of the Low-Cost Tube-Line the architect now has available two price lines of Blumcraft railings. A survey which Blumcraft made among fabricators in various parts of the Country indicates that Tube-Line is in a price range of aluminum pipe railing. The De Luxe line, because of its labor saving



adjustable features, is less costly than a quality custom-built railing.

Some Michigan Blumcraft installations which have been built by local metal fabricators include:

U. S. Graphite Company, Saginaw; Chevrolet Major Supply Depot Office, Flint; Calhoun Country Court House, Marshall; Hawthorne Center, Northville; Hartfield Store Building, Eastland Shopping Center, Eastland; Down River Bank, Wyandotte; Bay City Jr. College, Bay City; Ford Chassis Parts Division, Detroit; Woodrow Wilson Jr. High School, Wyandotte; Shaw-Walker Co., Muskegon; General Motors Institute, Flint; Bay Osteopathic Hospital, Bay City; Briggs Mfg. Co. Showroom & Lobby, Warren Township; Fordson High School, Detroit.

Architects desiring a copy of the new 1958 catalogue M-58 may write to Blumcraft of Pittsburgh, 460 Melwood Street, Pittsburgh 13, Pennsylvania.

HERBERT J. VINCENT, of Cinder Block, Inc., Detroit, was re-elected president of the Concrete Products Association of Michigan.

George A. Mansfield, of Wm. Moors Concrete Products, Inc., Fraser, Mich., was elected to his first term as secretary. Ivan N. Bernson, Western Concrete Products Co., Cadillac, as re-elected vice president, and Raymond A. Berger, Berger Bros. Concrete Products Co., Detroit, was re-elected treasurer.

New directors are Robert M. Bonus, Hay-Con Tile Co., Detroit; Morrie J. Menderlson, Friendship Block & Brick Co., Detroit, and John Oosterbaan, Kalamazoo Block & Pipe Co., Portage.

THE ELECTION of Samuel F. Shawhan as President of Bryant Manufacturing Company, a division of Carrier Corporation, is announced by Lyle C. Harvey, Executive Vice President of the parent corporation. He succeeds Ronald N. Campbell, who has resigned.

Associated with Carrier since 1929, Shawhan has been assistant to the President since 1955. A graduate of the University of Kentucky, Shawhan's career with Carrier included important work on the early self-contained air conditioning units. Later he directed development of residential combination heating and cooling equipment.

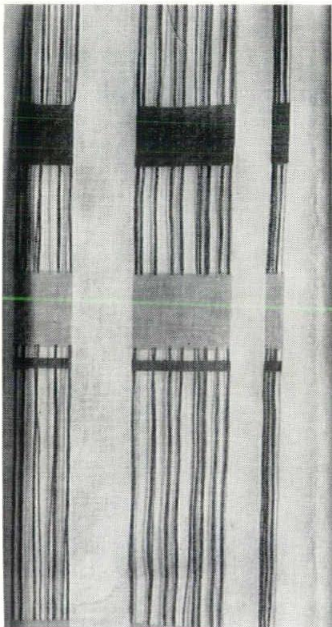
Well known in the industry, Shawhan is a member of the American Society of Heating and Air Conditioning Engineers and has been active in the programs

of the Air Conditioning and Refrigeration Institute.

THOMAS J. EVANS, III, leading Ohio industrialist and sportsman, and president of the Evans Pipe Co. and the Evans Brick Co., Uhrichsville, Ohio, has been elected to the Board of Directors of the Cleveland Browns, eastern division National Professional Football League champions.

RICHARD EISERMAN COMPANY, general contractors, announce the firm's removal from 6464 Epworth Blvd. to 2611 W. 14 Mile Road, Royal Oak.

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## Bulletin Board

BACK IN 1883 Fredrick H. Ecker wrote the following letter in answer to an ad for a \$4-a-week office boy. Mr. Ecker was hired and rose to be chief executive of the same company—the giant Metropolitan Life Insurance Co.

Dear Sir:

Knowing that you know of a situation for a boy and being desirous of obtaining one, I will with your permission apply for it. I have graduated from Wilson Street School and have my diploma. I would like to get a position where I would have a good chance of advancement.

Yours Respectfully,  
FRED H. ECKER

Columnist H. I. Phillips—suggesting how times have changed—composed this letter as it might have been written by a modern youngster applying for a similar position. (As seen in the Youngstown **Vindicator** by Henry M. Reich of that city.)

Dear Sir:

Knowing that you at times have an opening on your staff for a boy, and having given the matter of going to work some consideration, I might be interested. When could I give you an interview?

I have no diploma, but can show you school pictures of me at rock-and-roll shindigs, class banquets, etc. I am looking for a position where the hours and wages are right and I could not start at less than \$50 a week. This means take-home pay. As for hours I am a late riser and do not get up much before 9 a.m. I like to knock off the day

around four in the afternoon, so I can get home and make sure mother has mowed the lawn.

What would be my pension rights with your company? Would the Social Security and unemployment compensation money be paid by you? How about a bonus? And do you provide incentive pay?

I would want the five-day week and all holidays off including Cole Porter's birthday (and) the anniversary of the first hot-rod race . . . When I get in to talk it over with you, we can discuss fringe benefits.

I hope your corporation has a big parking lot, as I would drive to and from work. How big an office would I have to start with, and could I bring my Hi-Fi records? Let me know by return mail. I could not start until after the World Series.

Respectfully yours,  
BUSTER BROWN

## AND THE KREOLITE NEWS SAYS:

"Today you don't interview an applicant for a stenographer's position. She interviews you about hours, air conditioning, coffee breaks, insurance, vacations, etc., etc."

FORMULA FOR SUCCESS, according to one of our correspondents:

"Be the first in the office every morning, the last to leave at night, never take a day off, slave through the lunch hour and the day will dawn when the boss will summon you and say, 'I've been watching your work very carefully, Ulmer. Just what are you up to?'"

RAYL'S, Detroit's 82-year-old hardware firm, is out of business. As our fellow townsman and historian says, "I remember when . . ." The late L. K. Wood, another beloved fellow townsman, was a fixture at Rayl's and served the architects with the firm's builders' hardware.

On an occasion when Rayl's was having a sale, with all manner of hardware displayed on tables, dime-store fashion, I asked L. K. how much I would get off for quantities. L. K. came right back in his razor-sharp fashion, "Oh, gad, don't take any more than you have to. We lose money on them."

A HOBOKEN, NEW JERSEY, resident bought himself a goat. His next door neighbor, the local tax assessor, eventually grew tired of the goat being around his under his picture window all the time and levied a \$4.00 tax on the animal. The owner of the goat complained bitterly, and finally demanded to know under what law the tax assessor made his levy.

"The levy is strictly in accordance with the laws of the State of New Jersey," said the tax man.

"I demand proof of that!" snapped the goat man.

"Here it is right in the law book—'All property abutting and abounding on the public street shall be taxed at the rate of two dollars per front foot.'"

AND PETE VANDER LAAN tells of the burglar whose wife was badgering him for money.

"OK, OK, stop nagging," grumbled the man, "I'll get you some as soon as the bank closes."

JOE OLIVER, an eight-year-old, asked Little Rock teacher Betty Henson how to spell the word "sex." Odd, thought Miss Henson, but she told him.

Later Joe read the story he had written. It concluded:

"I like turtles and in-sex."

Miss Benson explained how "insects" was spelled.

"I already knew how to spell 'in,'" he said. "I asked you how to spell 'sects.'"

DETROIT'S MAYOR LOUIS C. MIRIANI tells the story of his appearance before a women's club recently when he was introduced as follows:

"Mayor Miriani will now speak on 'The City Beautiful,' after which the club will be closed for three weeks for repairs."

THE NEW COMMANDER of the Army's missile research program is a left-handed banjo-player. Well, we've tried everything else.

AND GERRY DIEHL reports receiving a direct-mail announcement from an ornamental metal company: "We furnish everything, including shopping drawings."

# NCARB

## Circular of Advice No. 5

The purpose of inquiries sent out by the National Council of Architectural Registration Boards with reference to applicants for reciprocal transfer of registration credit from one state to another is to establish professional standing in the community where the applicant lives and practices his profession. It is intended to accomplish two main purposes: First, to make up a good record which can be tangibly presented, and second, to prevent practitioners who have dissipated their standing in their home communities from going to other communities and imposing on them.

Architectural societies and individuals should recognize that it is of the utmost importance to the profession that real competency shall be promoted and incompetency and dishonesty discouraged.

Standing in a profession is rated by the way in which a man is regarded by his professional compeers. High regard may be evidenced by direct testimony, by election to important posts, by honors conferred, or by election to membership in professional societies. Unfavorable re-

gard may be evidenced by expulsion from societies, refusal to elect to societies, honors denied, or by direct testimony.

Professional contacts are necessary to well-rounded professional equipment. The man who neglects or refuses to identify himself with the established societies of his profession is open to the imputation of being afraid to meet his equals on common ground. Such men are very likely to be behind the times in the knowledge of current practice. The same imputation applies if they do not follow with care the material presented by the professional press.

In answering inquiries, the secretary of a society can help State registration boards to estimate an architect's standing by making one or more of the following statements:

- (1) A statement that the person referred to is or is not a member of the society in good standing;
- (2) An enumeration of any offices which he may have held in that society;
- (3) A statement as to his efficiency and faithfulness in committee work;
- (4) Reference to any contributions to the professional press; and
- (5) A statement of any professional honors won.

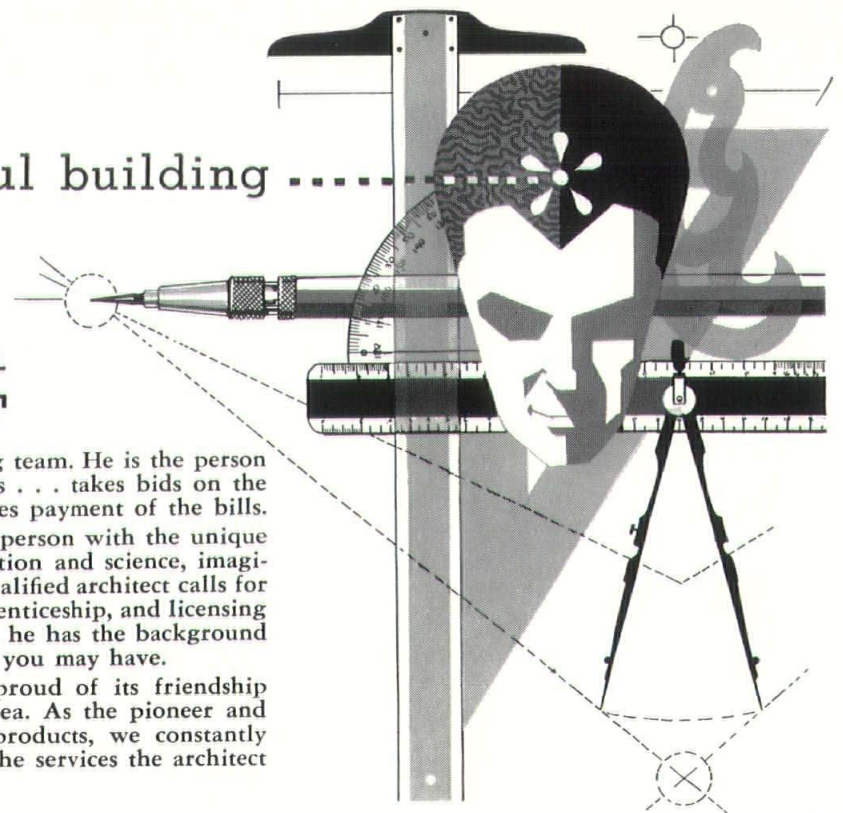
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# Architects In The News

## California

L. F. RICHARDS, has been elected president of the California Council, A.I.A. Also elected were: Lee B. Kline, vice president; Edward H. Fickett, secretary; Allen Y. Lew, treasurer, and Corwin Booth, member-at-large.

MALCOLM REYNOLDS, has been elected president of the California State Board of Architectural Examiners. Kenneth Wing, F.A.I.A. was named Board secretary. Frank B. Cronin was appointed executive secretary.

## Florida

SOUTH ATLANTIC REGIONAL CONFERENCE, A.I.A., will be held in Sarasota, on April 17-19. The Conference Headquarters will be at the Orange Blossom Hotel. Rolland W. Sellow is the general chairman and reservations can be made at the Conference Headquarters, 12 South Pineapple Ave., Sarasota, Florida.

## Georgia

CECILIA ALEXANDER, president of the Georgia Chapter, A.I.A. recently told a large meeting of interior decorators how most architects feel about decorators who wait until architectural plans are complete before offering suggestions: (a) they might be useful if introduced in time, (b) they can be perfectly disastrous as an after-thought.

## Illinois

UNIVERSITY OF ILLINOIS, announces its sixth "For Your Home" exhibit of the department of architecture in the Architecture Building galleries to continue thru May 4. Included in the exhibit are more than 400 items of furniture, rugs, lamps, fabrics, wallpapers and accessories, all selected as representing the best of contemporary design. Chairman of the exhibit committee is Prof. H. C. Young.

## Indiana

GREAT LAKES REGIONAL CONFERENCE, will be held at the Morris Inn on the University of Notre Dame campus on April 17-19. This year's conference theme will be "Urban Planning and the Architect."

A stimulating program is planned. Interesting and educational exhibits will be there for all to see. Excellent food and accommodations are waiting for you. Nationally known professionals in

architecture, planning, engineering and city development will speak.

A fine new film just completed by Architectural Forum will be shown for the first time. Participation by architectural student chapters is an important contributing feature.

There is a special "Ice Breaker" Thursday for those who come early. If you remain long enough, there will be conducted tours through the picturesque campuses of Notre Dame and St. Mary's College on Saturday afternoon.

Wives, families and friends are welcome.

Rooms should be reserved at the Morris Inn on the Campus. Other rooms may be secured at the local Pick-Oliver, LaSalle, and Hoffmann hotels in South Bend. Send your reservation in soon so that we can plan for your coming!

We'll expect to see you under the Golden Dome of Notre Dame in April! —FRANK MONTANA, President, Indiana Society of Architects, A.I.A.

## Kansas

JOHN T. MURPHY, has been elected president of the Kansas City Chapter, A.I.A. Also elected were: Henry D. Krug, Jr., vice president; William M. Conrad, secretary; Conrad J. Curtis, treasurer. Directors named were: William H. Simon, Angus McCallum and John M. Hewitt.

## Maryland

MIDDLE ATLANTIC REGIONAL CONFERENCE, will be held at the Belvedere Hotel, Baltimore, on April 18 and 19. Archibald C. Rogers, chairman, announces this year's theme as "The Architect and Tomorrow's City."

## Michigan

WAYNE STATE UNIVERSITY, College of Engineering announces its second "Engineering Showcase" which will be held on April 25th and 26th. "Showcase" is a college-wide exposition, displaying to the public the tools and techniques by which engineers receive their education. It will include exhibits of both classic and recent engineering achievements responsible for so many of the technological wonders of our age.

"Showcase" is planned as part of the Silver Anniversary Commemoration of the Engineering College.

## New York

ARTHUR A. SCHILLER, has been re-elected president of the Queens Chapter, A.I.A. Others elected were: George A. Young, vice president; Ingram S. Carner, secretary; Stanley H. Klein, treasurer; John T. Kelleher, Richard Lukowsky, executive committee members.

## Ohio

BERNARD SHORR, A.I.A., has been named a partner in the firm of Pepinsky, Grau and Schrand, architects. The new firm, with offices in the Fifth-Third Bank Building, Cincinnati, will be known as Pepinsky, Grau, Schrand and Shorr.

Mr. Shorr has been with the firm for twelve years and was formerly an associate member.

JAMES J. MONTALTO & DON W. WILLIAMS announce the formation of a partnership for the practice of Architecture with offices located at 1701 State Rd., Cuyahoga Falls, telephone SWandale 4-7196.

## Pennsylvania

FRANCIS SULLIVAN, has been elected president of the Pennsylvania Society of Architect's Central Chapter. Elected to the vice-presidency was Walter Zarfoss. John Rea, Jr., was elected secretary and Clifford S. Coleman was elected new director.

## Tennessee

VICTOR GRUEN, internationally famous architect, with offices in Detroit, New York and Los Angeles, has been awarded the Gold Medal of the Memphis Chapter of The American Institute of Architects, for "Outstanding Achievement in Architecture and City Planning."

Gruen's firm, Victor Gruen Associates, Inc., Architects, designed both Northland and Eastland shopping centers in Detroit, as well as many other important centers throughout the U. S. The firm is presently preparing a revitalization plan for the City of Kalamazoo, Michigan.

The Chapter's Gold Medal award was inaugurated in 1957, and the Gruen firm is the second recipient of the honor.

## Wisconsin

ROBERT CASHIN, has been elected president of the Madison division of the Wisconsin Architects Association. Robert Torkelson was named vice president, and Harold Ames was chosen secretary-treasurer.

## In Memoriam

HARRY CLYMER, A.I.A., 84, in his home city of Jackson, Miss., on Feb. 17th.

KENNETH M. DAY, A.I.A., 57, in his home city of Philadelphia, Pa., on Feb. 20th.

RAYMOND GLEESON, A.I.A., at his home in Philadelphia, Pa., on Feb. 4th.

LANCE E. GOWEN, A.I.A., 63, in his home city of Seattle, Wash., on Feb. 10th.

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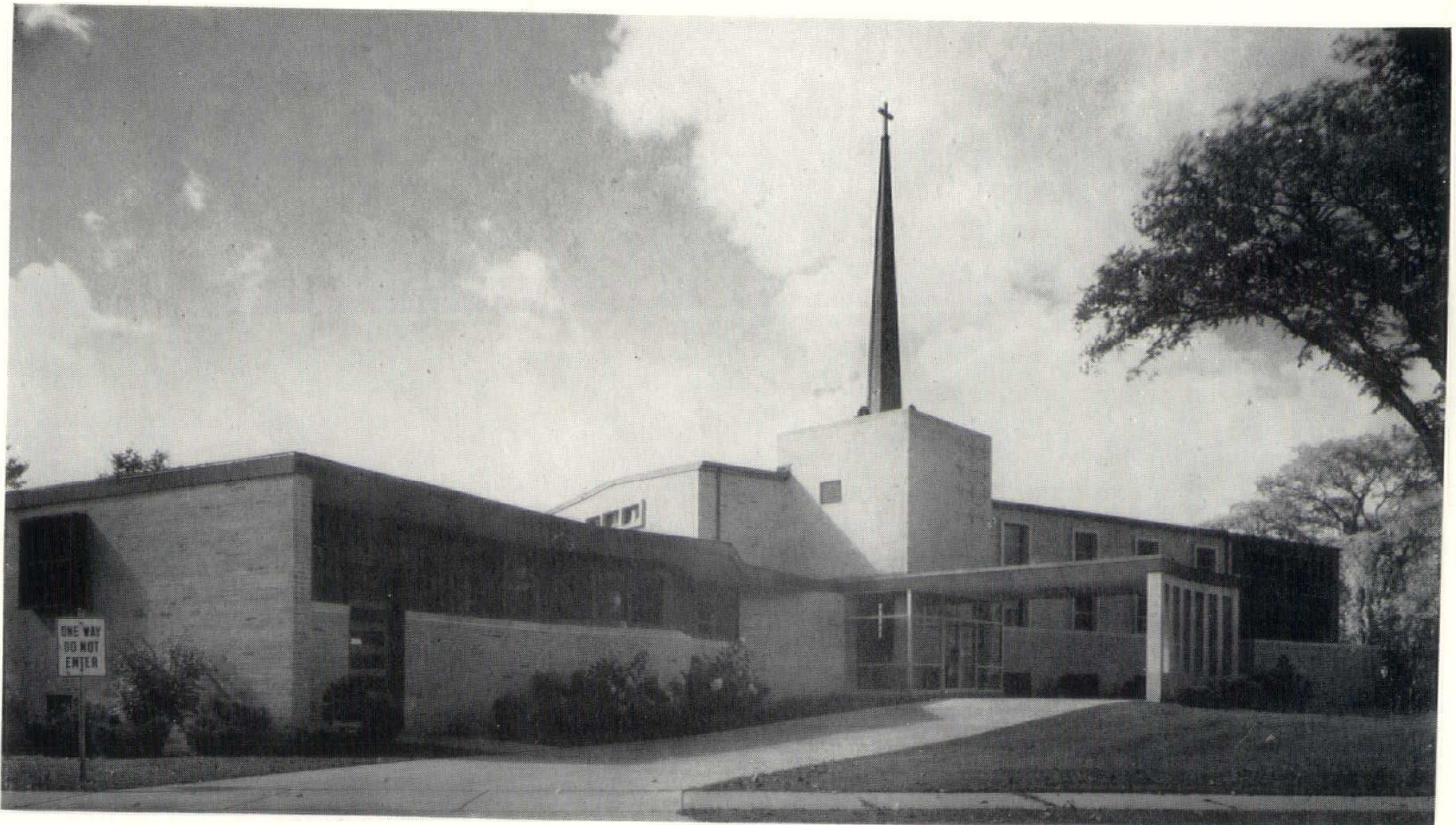
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