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may 1964
michigan society of architects

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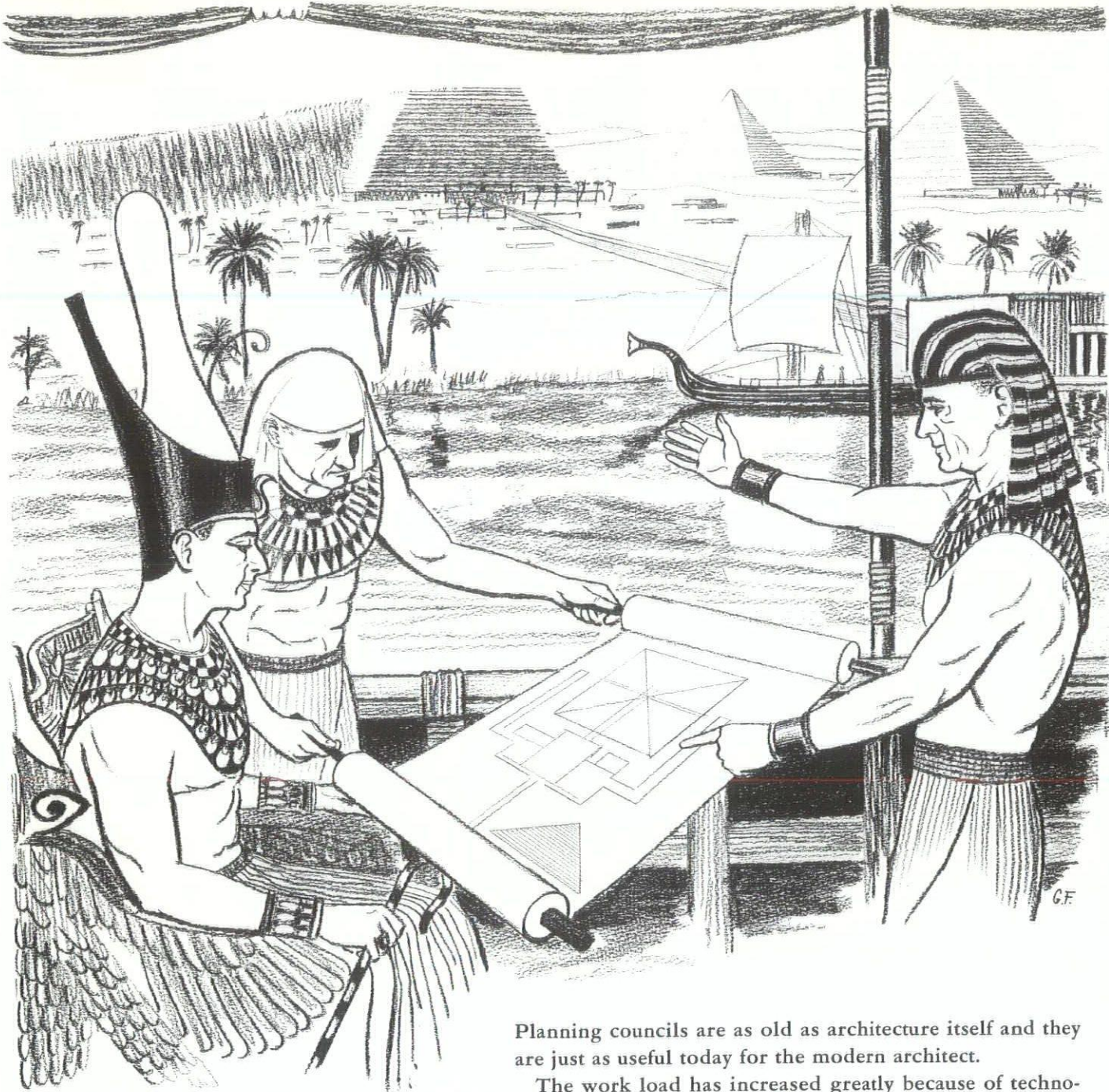
CONSULTANT . . .

Nancy M. Houston

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MILLIONS FOR MICHIGAN

by James B. Hughes

The late, great architect, Albert Kahn, is credited with having observed "Architecture is 10% art, 90% business." Understandably, this remark was denied and heatedly debated by many of Mr. Kahn's contemporaries—some of whom, presumably, would have reversed the percentages, perhaps excluded the business aspects of architecture completely. Regardless of the arguments as to the ratio of art to business, the practice of architecture today is big business—a notable contributor to the economy of the country and the State of Michigan.

Directly, or indirectly, Michigan architects are concerned with expenditures of many millions of dollars—in the overall construction cost of projects they design—and in their payrolls to the men and women they employ in their offices.

A recent survey conducted by Monthly Bulletin polled Michigan Society of Architects member firms on four points:

1. Volume of work—all stages (preliminary design, working drawing, under construction and/or completed)—during 1963.
2. Estimated volume of work—all stages—1964.
3. Average number of employees—all classifications, including principals.
4. Annual payroll.

The results of the survey are significant.

During 1963, the volume of work amounted to \$3,113,000,000; estimated volume for 1964 is \$3,721,000,000. Since work in all stages is included, there are many projects which are tabulated in both the 1963 and 1964 figures. Notable, however, is an anticipated increase in volume of 19.529%.

Not all offices anticipate an increase in volume during '64. Eleven per cent expect their work to remain at the

same level as '63 and 18% predict a drop in volume. Seventy one per cent estimate increases ranging from 1/2% to 500% more than '63. Two-thirds of these firms are above the overall average increase of 19.529% and one-third fall below that amount.

In order to provide architectural services for this volume of work, Michigan firms employ approximately 7,900 persons at an annual payroll of \$63,000,000. Employers each year pay out a similar amount for rent, light, heat, taxes, insurance, supplies, etc., ad infinitum. Assuming that most of the employees in architectural offices are supporting families, it can be estimated that approximately 30,000 depend on the practice of architecture in Michigan for their living.

The number of employees—in all classifications—in Michigan offices ranges from a single principal, practising alone, to some of the largest in the country. In its recent list of the 100 largest architectural firms in the U. S., Architectural Forum named seven Michigan firms. Based on dollar volume of construction put in place during 1963, two offices are in the \$75,000,000 or more bracket, one in \$60-75,000,000, one in \$30-40,000,000, one in \$25-30,000,000 and two in \$19,500,000 to \$25,000,000.

Not all work reported to this magazine or Forum is for buildings in Michigan. Many architectural firms in the state do work in other states and other countries.

However, reliable sources report that construction contracts within the state during 1963 numbered almost 4,000 with a dollar value of \$713,000,000, exclusive of any one or two-family residences. Of the total, commercial buildings accounted for \$156 million; manufacturing—\$101 million; education and science—\$158 million; other non-residential \$144 million and apartments, hotels and dormitories—\$154 million.

The forecasts for 1964 and future years are bright. Architecture will continue to be big business and will continue to mean millions for Michigan.

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CONSTRUCTION REVIEW AND OUTLOOK FOR 1964

Construction, the nation's largest industry, after setting another record for dollar volume of work put in place in 1963, will again reach a new all-time high mark in 1964, according to the Associated General Contractors of America.

The national organization of general contractors forecasts that total construction activity, including both new construction and maintenance and repair work, will closely approach \$88 billion next year, as compared with an estimated \$83.9 billion this year, an increase of almost 5 per cent.

Total new construction in 1964 is expected to amount to \$65.8 billion, up more than 5 per cent over the 1963 total of \$62.6 billion. The volume of maintenance and repair construction in 1964 is placed at \$22 billion or more, compared with an estimated \$21.3 billion in 1963.

The AGC divides its new construction forecast of \$65.8 billion into \$46.4 billion in private expenditures and \$19.4 billion in public outlays. The corresponding estimates for 1963 are \$43.9 billion private and \$18.7 public construction. Thus new private construction is expected to rise by about 5.7 per cent in 1964 over 1963, and public construction by 3.9 per cent.

(A breakdown of construction estimates by categories

for 1962, 1963 and 1964 is given in the accompanying table.)

Construction activity in 1963 was marked by substantial gains in most private categories and in state and local public works. Private residential construction showed an even greater increase than most observers had expected over the 1962 volume, which itself was unusually large. Residential building activity, which accounts for more than one third of total new construction normally, is expected to continue its upward trend in 1964. A strong surge in apartment buildings contributed heavily toward the total of nearly \$26 billion in private residential construction. In recent years there has been a notable increase in the volume of multiple-unit residential buildings, and the AGC expects this trend to continue.

A continued rise in highway construction, to a record \$6.6 billion, was another feature of the past year. The building of highways is expected to go substantially higher in 1964, to a total of \$7.1 billion, under the spur of efforts by the Bureau of Public Roads and the state highways departments to complete half of the new interstate highway system by the end of the year, which will mark the halfway point in the time scheduled for the interstate system. The long-range highway program was started in 1956 and is scheduled for completion in 1972.

TOTAL CONSTRUCTION ESTIMATES FOR 1962, 1963 and 1964

Type of construction	Value in millions of current dollars		
	1962 ⁽¹⁾	1963 ⁽²⁾	1964 ⁽³⁾
TOTAL NEW CONSTRUCTION	\$58,766	\$62,595	\$65,815
Private construction	41,208	43,920	46,405
Residential buildings (non-farm)	23,904	25,865	27,500
Nonresidential buildings (non-farm)	11,362	11,850	12,360
Industrial	2,857	3,100	3,350
Commercial	5,023	5,120	5,300
Other nonresidential buildings	3,482	3,630	3,710
Religious	1,035	1,030	1,100
Educational	654	680	700
Hospital and institutional	875	915	975
Social and recreational	632	720	650
Miscellaneous	286	285	285
Farm construction	1,294	1,250	1,300
Public utilities	4,371	4,640	4,920
All other private	277	315	325
Public construction	17,558	18,675	19,410
Residential buildings	938	785	700
Nonresidential buildings	5,115	5,515	5,680
Industrial	392	395	380
Educational	2,984	3,150	3,300
Hospital and institutional	397	470	500
Administrative and service	676	800	800
Other nonresidential buildings	666	700	700
Military facilities	1,269	1,300	1,200
Highways	6,156	6,600	7,100
Sewer and water systems	1,754	1,965	2,150
Public service enterprises	478	470	470
Conservation and development	1,465	1,640	1,690
All other public	383	400	420
Maintenance and repair ⁽³⁾	20,500	21,300	22,000
TOTAL CONSTRUCTION	79,266	83,895	87,815

(1) Revised estimates of Bureau of the Census

(2) Based on Bureau of the Census estimates for first 11 months

(3) Estimates by the Associated General Contractors of America

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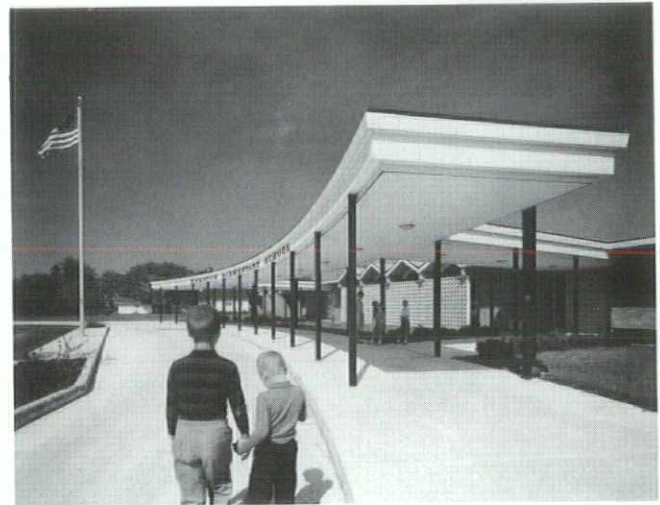
Saginaw Valley Chapter Honor Awards Program

Winners in the 1963-64 Honor Awards Program of the Saginaw Valley Chapter, A.I.A. were announced at a recent Chapter meeting.

From a dozen entries submitted, awards of merit were conferred upon the firms of Wigen-Tinknell and Associates for the design of the Kempton Elementary School, Saginaw, Michigan and Alden B. Dow Associates, Inc., for the design of the Ann Arbor City Hall.

The judges for the program were Ralph W. Hammett, AIA of Ann Arbor, Bruno Leon, AIA and William Kessler, AIA of Detroit.

Theodore Gwizdala of Midland was chosen as recipient of an award for constant excellence in craftsmanship.



*Kempton Elementary School,
Saginaw, Michigan
Wigen-Ticknell and Associates, Architects*

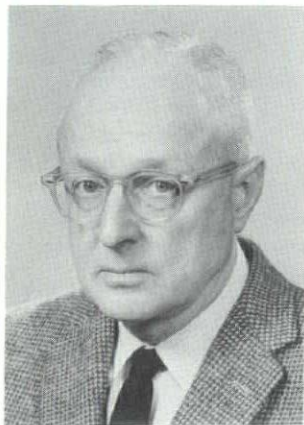


*Ann Arbor City Hall,
Ann Arbor, Michigan
Alden B. Dow Associates, Inc., Architects*

M.S.A. Members Advanced To Fellowship by A.I.A.

Three members of the Michigan Society of Architects will be advanced to Fellowship in the Institute at the 1964 A.I.A. Convention Annual Dinner in St. Louis on Thursday, June 18th.

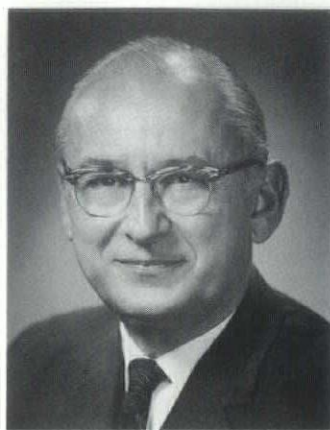
Prof. William Muschenheim, recently transferred to the Huron Valley Chapter, and Prof. Earl W. Pellerin and Louis G. Redstone, Detroit, Chapter members, will receive the medals and rank of Fellow during the Investiture Ceremony.



William Muschenheim

Prof. Muschenheim, advanced to Fellowship for his achievement in Education, was born in New York City in 1902. He studied at Williams College, M.I.T. and the Behrens Master School of Architecture, Academy of Fine Arts, Vienna, Austria, from which he obtained a Master of Architecture degree in 1929. Prior to establishing his own practice in 1934, he was associated with Peabody, Wilson and Brown and Joseph Urban in New York. He has been the author of numerous articles on Design and Architectural Education. From 1934 till 1941, he was a Visiting Critic at the Beaux Arts Institute of Design in New York. He has been a Professor of Architecture, College of Architecture & Design, U. of Michigan since 1950. He became a member of A.I.A. in 1943.

Earl W. Pellerin, Director of the School of Architecture, Lawrence Institute of Technology, has been granted Fellowship in the Institute for achievement in Design and Education.



Earl W. Pellerin

Prof. Pellerin, who was born in Detroit in 1905, received his B.Arch. degree at U. of M. in 1927. During 1931-32, he did specialized graduate work at Michigan. In 1939, he was awarded a Langley Fellowship to study Church Architecture in Europe. Prof. Pellerin was made an Honorary Doctor of Architecture by L.I.T. in 1961. His early experience was gained in the offices of Albert Kahn, Lancelot Sukert, W. E. N. Hunter and Smith, Hinchman & Grylls. He started his own practice in 1935 and has designed numerous churches, residences, offices and college buildings. He established the Department of Architectural Engineering when L.I.T. was founded in 1932, served as Chairman from 1932-1961; Director, School of Architecture since '61. Prof. Pellerin joined M.S.A. in 1933, A.I.A. in 1941. He has served as an officer and director of M.S.A. and on numerous Detroit Chapter committees.



Louis G. Redstone

Louis G. Redstone, who heads his own firm, Louis G. Redstone Architects, Inc., is being advanced to Fellowship for Service to the Profession and Public Service. Born in Grodno, Poland, in 1903, Mr. Redstone received his early education there, graduating from Real Gymnasium, Grodno, in 1920. He received a B.S. in Arch. from U. of M. in 1929 and a Masters in Arch. and Urban Design from Cranbrook in 1948. After working with Albert Kahn and Frederick J. Howell, he established his own practice in 1933. He became a member of A.I.A. and M.S.A. in 1938. Mr. Redstone has been extremely active in Institute affairs at all levels. He served as a director of M.S.A., 1958-59. He was a motivating force in the Architects Civic Design Group, 1943-46 and the Architects Urban Design Collaborative, 1951-59. He has chaired the Allied Arts Committee, 1955-56, and since 1961. He was appointed a member of the Governor's Cultural Committee in 1961. Since 1956, he has been a member of the Executive Committee, Pan American Federation of Architects and served on the A.I.A.'s Committee on International Relations.

He has represented the Institute at international meetings of architects in Caracas, Tokyo, Moscow, Puerto Rico and Buenos Aires. He has been a frequent contributor to magazines, including the Bulletin, illustrating his articles with his own drawings and photographs.

High School Art Exhibition Feature of Michigan Week

The second Annual State-wide High School Art Exhibition will be held in Flint this year as part of a Michigan Youth Achievement Festival.

The exhibit will become part of a program within the framework of the Festival which will be held in Flint on Saturday, May 23, designated as "Our Youth Day" of Michigan Week.

The High School Art Exhibition will be held at the DeWaters Art Center of the Flint Institute of Arts on the invitation extended to the Fine Arts Committee of the Michigan Week Cultural Activities Board and the Michigan Art Education Association by the Flint Board of Education and the Mott Program in Cultural Development.

The Exhibit will open on May 17.

1964 Detroit Chapter Honor Awards Program

All corporate members of the Detroit Chapter AIA are invited to participate in the 1964 Honor Awards Program. Intended to honor members of the profession for distinguished accomplishment in architecture, entries for buildings completed since May 1, 1961, will be judged by three prominent architects in a major city other than Detroit.

The Honor Awards Program is one of the most important of the Detroit Chapter's programs to promote the profession of architecture. Its prime purpose is to make the public aware of outstanding buildings developed by architects locally, nationally or internationally.

Those who are responsible for outstanding accomplishment will be the recipients of awards to signify the respect their professional colleagues pay to them for the service they have rendered to the profession. Owners of the award winning projects will be presented with companion awards.

Corporate members in good standing will be eligible to submit as many entries as they desire at a fee of \$15 for each entry.

Award winners will be required to prepare exhibition mounts for display at the annual chapter meeting in October when presentation of awards will be made. These mounts will also be featured in exhibitions to be arranged in prominent locations throughout the city and eventually throughout Michigan and other states.

Detailed information will be mailed to all Corporate Members of the Chapter about May 15th.

Grand Valley Chapter Meeting

The March meeting of the Grand Valley Chapter, A.I.A., was held at the American Legion Country Club, Holland, Michigan. President, Bernard DeVries presided over the Executive Committee Meeting at which time the following changes in committee chairmen were announced:

Carl Rudine, Chairman Membership Committee

John Knapp, Chairman Aesthetics Committee

Don Palmer, Chairman, Honor Awards Program

It was also announced that the entire architectural registration examination will be given in Grand Rapids at the Grand Rapids Junior College, May 25 thru 29. The Grand Valley Chapter is to furnish proctors for all examinations.

The speaker of the evening, Mr. Donald Bruggink of Western Theological Seminary, was introduced by

Howard W. Kammeraad. Mr. Bruggink gave a very informative lecture on "Ecclesiastical Design" and pointed out the inter-relationship of church doctrine and planning. He used slides of many European churches taken during two recent visits to Europe to illustrate many points of his discussion.

Carl Rudine, Membership Committee Chairman, introduced nine new members and welcomed them to the Grand Valley Chapter.

Mid-Michigan Chapter Meetings

The Mid-Michigan Chapter, A.I.A., met at noon on April 2nd at the Harmonic Bar to hear Ralph Pike give an interesting lecture on "Illumination for Color." 21 Corporate members, 11 Associates and 26 guests attended.

On the 15th, 20 Corporates and 4 Associates gathered at Tarpoff's to hear Committee reports by the following:

- Chapter Affairs
Howard Dewolf
- Civic and Gov't Affairs
Clarence Rosa
- Education
Robert Smith
- Office Practice
Dick Newport
- Program
Mel Reiter
- Professional Practices
Bob Freeman
- Public Relations
John Crouse
- Relations with Home
Don Ross
- Building and Construction
Industry

Langius Named MAP Vice-President

At the recent Annual Meeting of the Michigan Association of the Professions, Adrian N. Langius, FAIA, was elected Vice President. Langius is also the current Director of the Michigan Region, AIA and a Director of the Michigan Society of Architects.

Other officers elected were: Henry L. Homan, DDS, President; Edwin H. Young, PE, Secretary and G. B. Saltonstall, MD, Treasurer.

The Michigan Association of the Professions includes the professions of architecture, dentistry, education, engineering, law, medicine, pharmacy and veterinary medicine. Board members are selected at the Congress of the Professions, in February, and by nomination of their respective state professional societies.

In addition to Langius, other architect members of the MAP Board are Elmer J. Manson, AIA; Charles A. OBryon, AIA; and George B. Savage, AIA.

State Board Meeting Report

The following are excerpts from the minutes of the February 21st meeting of the State Board of Registration for Architects, Professional Engineers and Land Surveyors.

Officers elected for the year 1964 were Chairman, Robert B. Frantz; Vice Chairman, Kenneth E. Long; Secretary, Thomas J. Sedgewick and Executive Secretary, Henry G. Groehn.

21 Architects and 29 Professional Engineers registered by reciprocity.

8 Architects-in-Training and 62 Engineers-in-Training certified.

Motion made and passed to approve reciprocity policies with States of Ohio and Wisconsin.

Report made by Sedgewick on Architects' meeting held at Cincinnati, Ohio on February 14, 1964.

Motion made and passed Sedgewick and Groehn be delegates to Annual N.C.A.R.B. Meeting in St. Louis, Missouri, June 11, 12, 13 and 14, 1964.

Motion made and passed that Michigan Society of Architects assist the State Board through their membership in the preparation of certain parts of the Architect Examination.

Motion made and passed that beginning with May 1964 State Board Examinations, Part III, Aeronautical, Part III, Agricultural, and Part III, Mining, of Professional Engineering Examination be discontinued.

Motion made and passed that Part III, Design Problem be held in Grand Rapids as well as Detroit and Houghton.

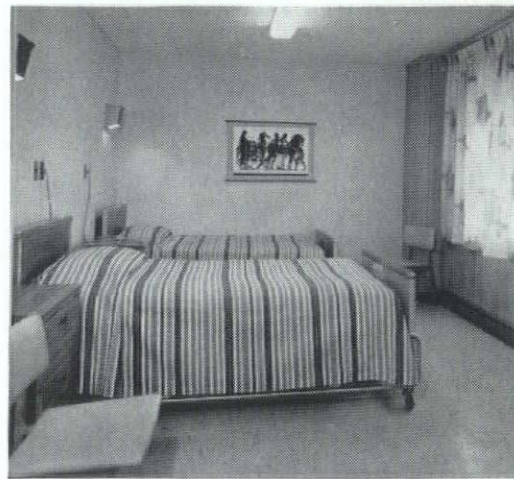
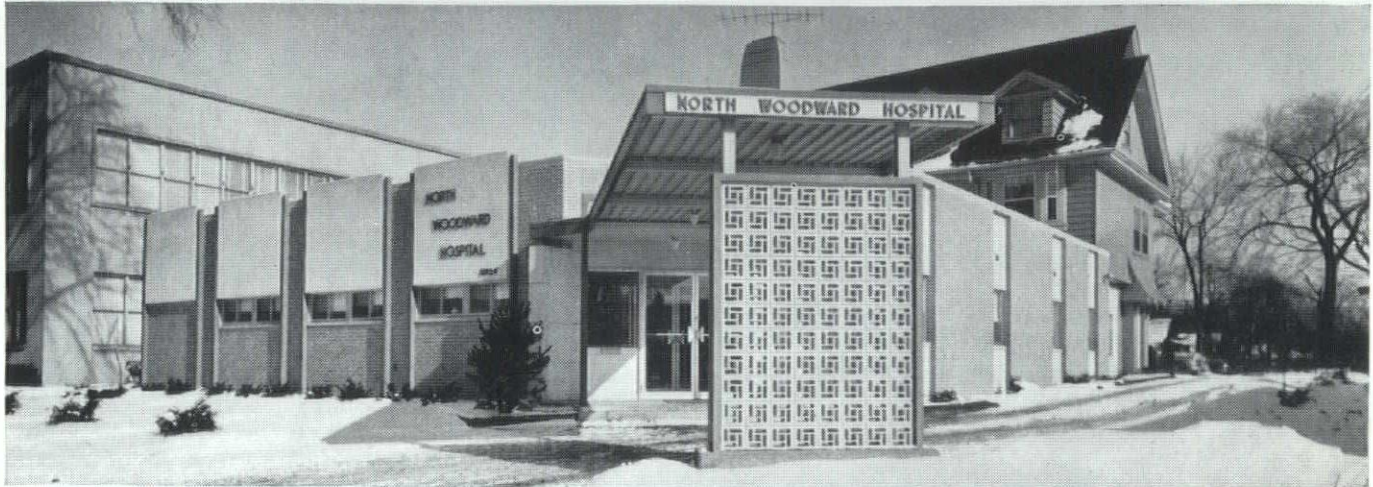
Motion made and passed that Michigan Board recommend that Citizenship should not be a prerequisite for N.C.A.R.B. Certification.

Paulsen Featured in Church Art Festival

S. Glen Paulsen, AIA, Birmingham architect was one of the featured speakers in the recent religious art festival conducted by Riverside Lutheran Church, one of Detroit's "inner city" parishes. Paulsen was the principal speaker on April 24th, the evening devoted to Architecture.

With the general theme, "Religious Art in the City", the week-long festival was described as "a little dessert" for his parishioners by the vicar, the Rev. Joel Nickel.

In addition to Architecture, other subjects of discussion were "Experiencing Christian Art", "Contemporary Art" and "Children's Art". A film on Van Gogh, a trip for children to the Detroit Institute of Arts, drama and choral programs and a Bach piano recital augmented the week-long exhibit by area artists.



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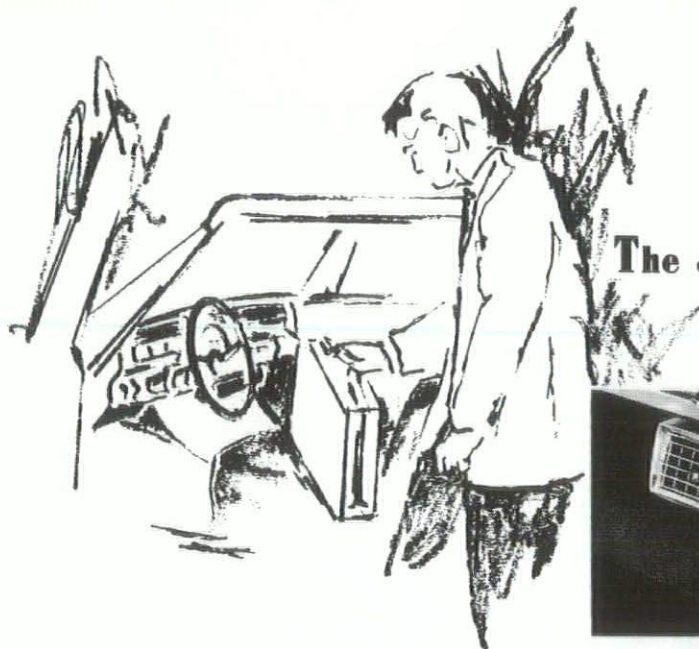
When the directors of North Woodward Hospital in Highland Park, Michigan, added a new hospital wing, they chose electric heat. In doing so, they not only saved \$7,000 in construction costs but got the extra bonus of better-than-average sound insulation—an important factor on a busy highway.

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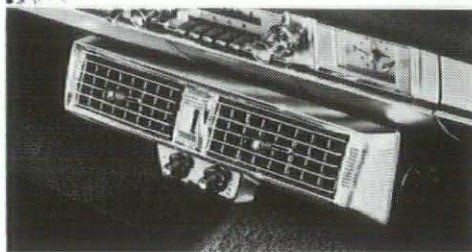
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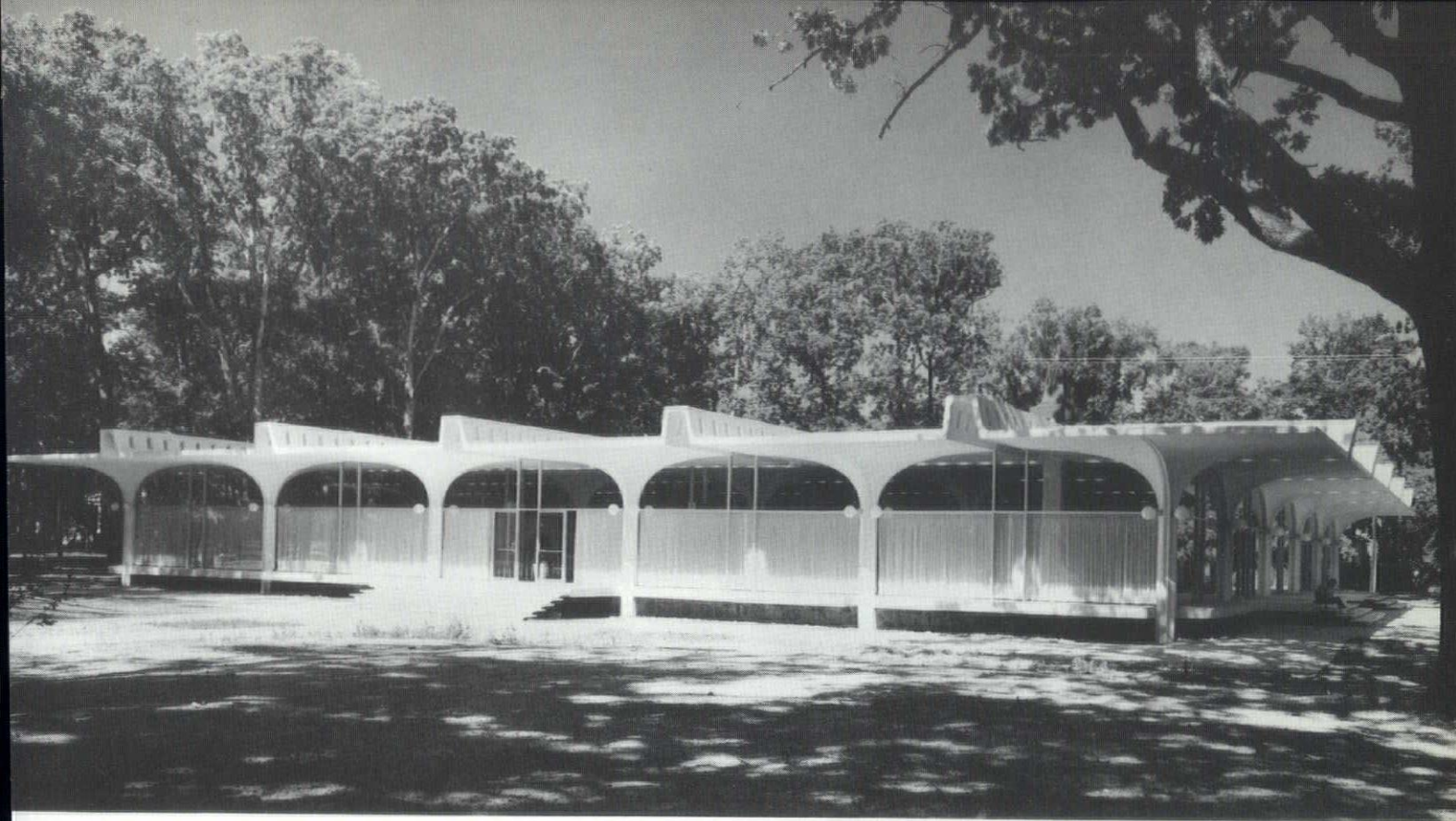


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Collegiate Center

Olivet College
Olivet, Michigan

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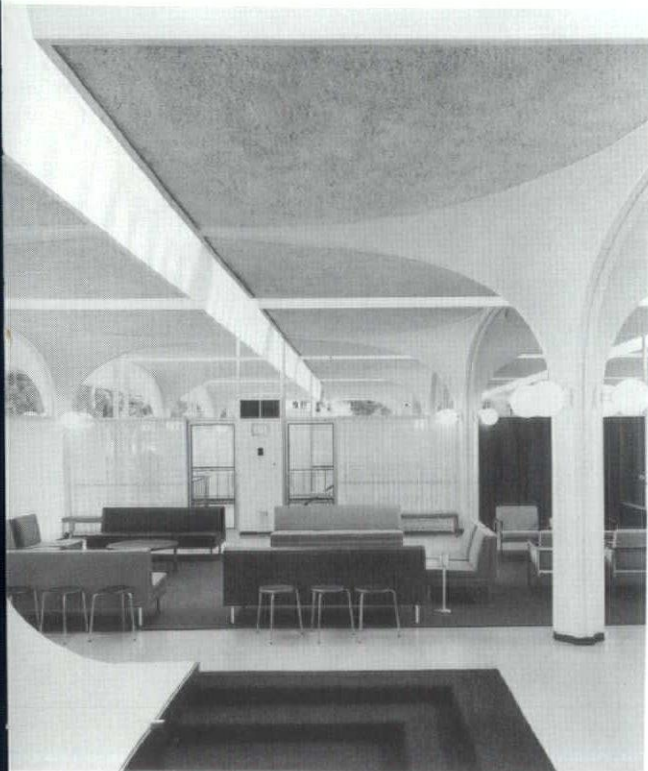
The theme for Michigan Week, 1964 is "Michigan—Great in Resources and Opportunities". Undoubtedly, one of Michigan's greatest resources is manpower—men and women trained to meet the challenges of the opportunities presented by the ever-increasing complexities of time in which we are living.

Educational opportunities in Michigan are abundant in their availability and the quality of training given our students ranks with the best in the country.

Michigan colleges and universities, like those throughout the United States, have been faced with a tremendous problem in providing adequate buildings to house and teach the constantly growing numbers of young people seeking higher education.

An example in point is Olivet College. Small by comparison with the state universities, Olivet is located in the town of Olivet on Route 27, north of Marshall and southwest of Lansing. The Collegiate Center, here presented, is the first unit to be completed in an ambitious program to increase the school's facilities.

Dr. Gorton Reithmiller, President of the college, said in a letter to the architects: "The new Collegiate Center Build-





ing is more than an added facility which we have badly needed. It is a unique structure. It is much more than a box of cubicles with a roof on it. The nature of the design of this building enables it to serve not only its stated functions but also to provide an inspirational environment. On our campus we have nineteenth and twentieth century structures: this suggests the twenty-first century.

We are gratefully indebted to the donors, the architects, and the builders for providing us with this fine facility. It should serve as a valuable asset toward the nurture of creative minds."

The architects for the building furnished the following facts about some of its features:

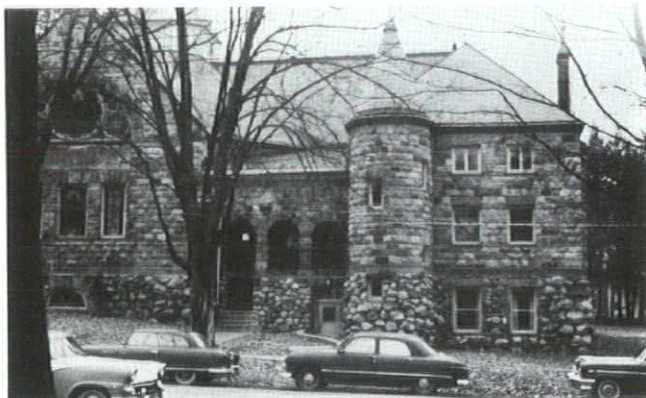
Facilities with the Structure:

- a. At the basement level the building consists of three lecture rooms, a games area, a bowling alley, mechanical rooms, a bookstore, a student newspaper office and the student year book office. In addition to this there is a display area and the necessary toilet facilities for the structure.

- b. On the first floor of the building there is a dining facility, kitchen facilities, student snack bar, student lounge area, and the necessary vestibules, coatrooms, etc.

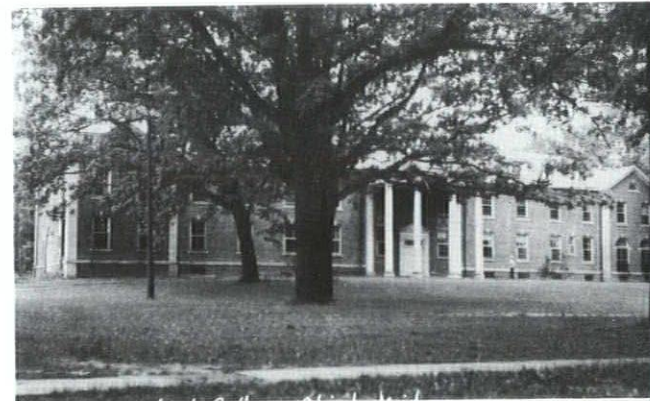
Building Materials:

- a. The structure is a reinforced concrete frame with reinforced concrete walls and floors.
- b. The exterior wall on the first floor is an aluminum curtain wall with 1/4" plate glass.
- c. The flooring material generally throughout the building is asphalt tile with the exception of quarry tile in the kitchen and ceramic tile in the bathroom.
- d. Wall finishes for the building are plaster on masonry block or walnut panelling around office facilities on the first floor.
- e. The ceiling material is a sprayed asbestos sound absorption material applied directly to the concrete roof.

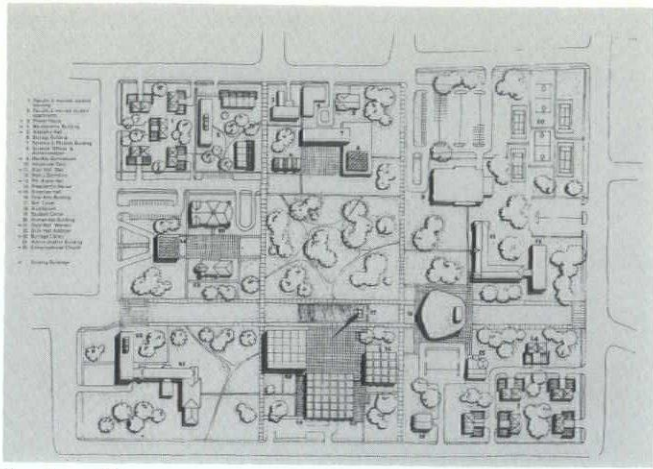


Existing Campus Buildings

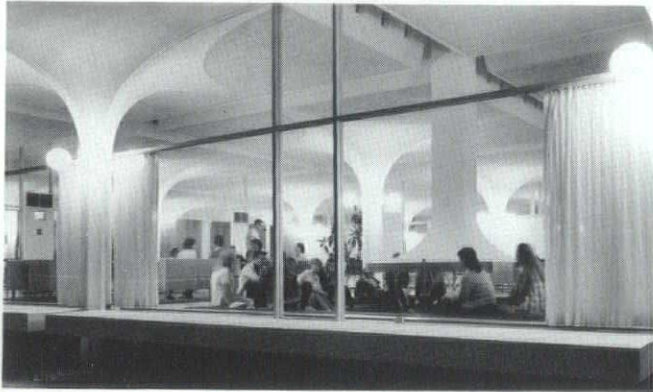
a. Burrage Library



b. Men's Dormitory



Campus Plan



Cost Information

- a. The building cost was approximately \$700,000 which included all kitchen equipment, air conditioning and site work.

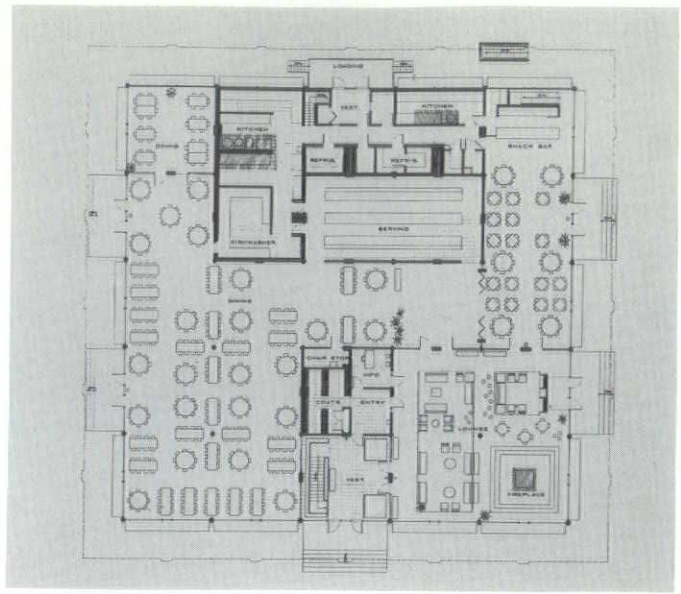
Special Construction:

- a. The roof of the structure consists of a 22 foot square concrete slab which is poured integral with a finished concrete column. In order to achieve maximum economy in the use of the concrete, special fiber glass plastic forms were developed which allowed the rapid fabrication, erection and removal of concrete forms as the job developed. This is one of the first structures in the State of Michigan that has used reinforced plastic as a forming material to receive poured concrete. In the past, normally plywood or other timber served this purpose.

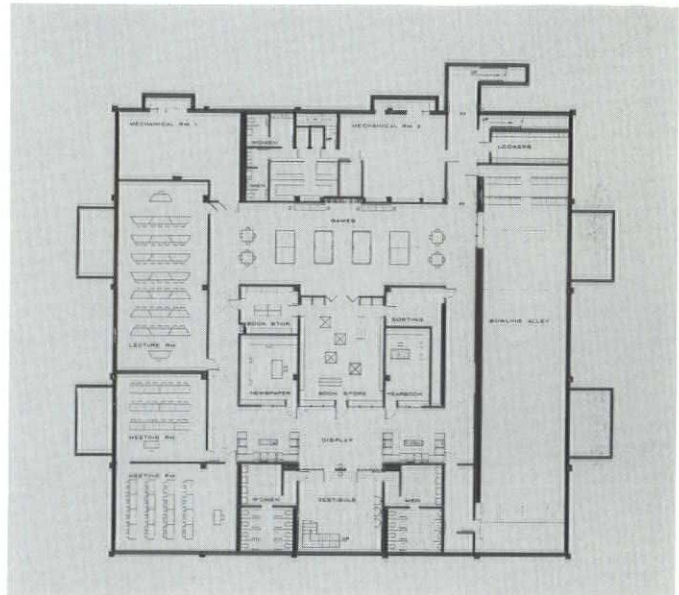
Olivet's Collegiate Center was one of two projects selected for First Honor Awards in the Detroit Chapter, A.I.A. 1963 Honor Awards Program.



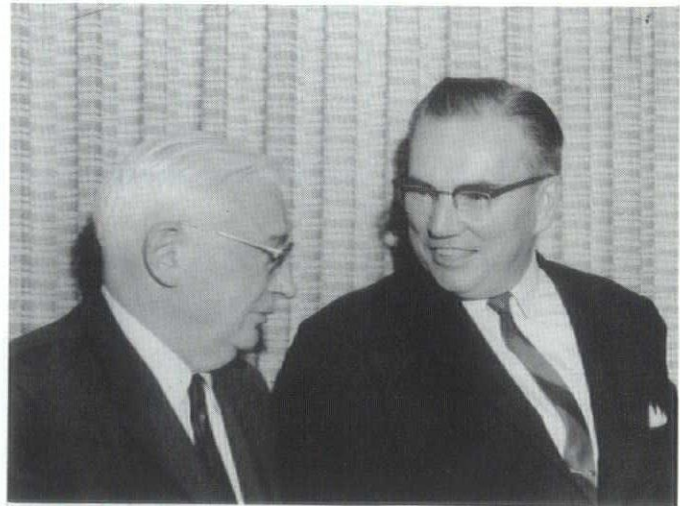
Plastic Form for Roof Slabs



First Floor Plan



Basement Plan



Lester Kirk, Board Chairman & Gorton Reithmiller, President at Detroit Chapter Honor Awards Presentation.

Metropolitan Goals Conference June 3rd

A second community-wide conference on metropolitan goals, sponsored by the Forum for Detroit Area Metropolitan Goals, is scheduled for Cobo Hall on Wednesday, June 3. The conference theme "Goals for our Exploding Metropolis" indicates that emphasis will be placed on the urgency of finding guidelines for the development of the Detroit metropolitan area.

A nationally prominent speaker will serve as keynoter, while four local leaders will discuss the implications of the

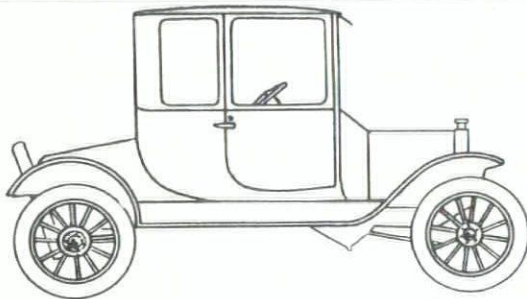
region's rapid population growth in the formulation of physical, economic, social-cultural, and governmental goals. As at the first goals conference last May, discussion sessions in each of the goals areas will provide opportunity for conference attendants to participate in exchanging ideas on practical goals for our metropolitan community. This year's conference program will focus attention more specifically on goals for the Detroit region. The following conference statement outlines the basic concerns of the June meeting.

"The surging growth of our metropolitan area presents both challenge and confusion. Social, cultural and economic problems of great complexity

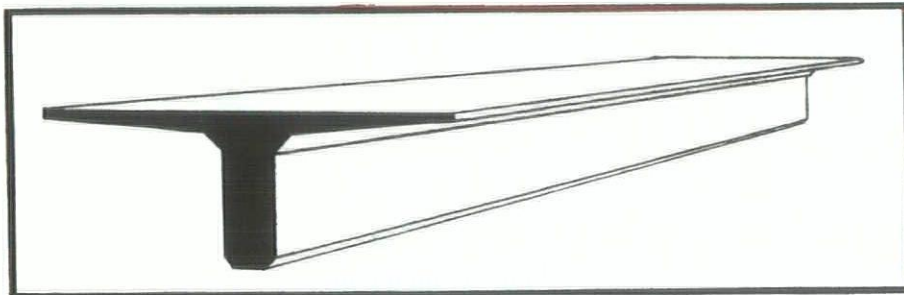
demand attention and offer opportunities for creative solutions. In our physical environment, increasing congestion and deterioration require long-range solutions. The fragmentation of governmental units heightens the need for cooperation in the provision of facilities that are essential to a good living and working order.

As the population of our region swells from four million to an estimated eight million over the next thirty-five years, we must develop progressive solutions to these pressing problems. What shall be the guidelines that will encourage a more satisfactory and vital metropolitan community? What bold concepts will inspire all the people to a united effort for a better future for our children and grandchildren? Here are the challenges of our generation!"

As one of the founding organizations of the Forum for Detroit Area Metropolitan Goals, the Detroit Chapter, AIA maintains a close interest in the metropolitan goals program. Members are encouraged to attend the June Conference.



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Conference on Regulating Homes for Aged & Nursing

A public hearing held in East Lansing on February 28, 1964, to review the proposed regulation for Homes for the Aged and Nursing Homes. About 250 people attended including several architects. Samuel D. Popkin, AIA, Chairman, MSA's Committee on Hospital Architecture was the official representative of the Society.

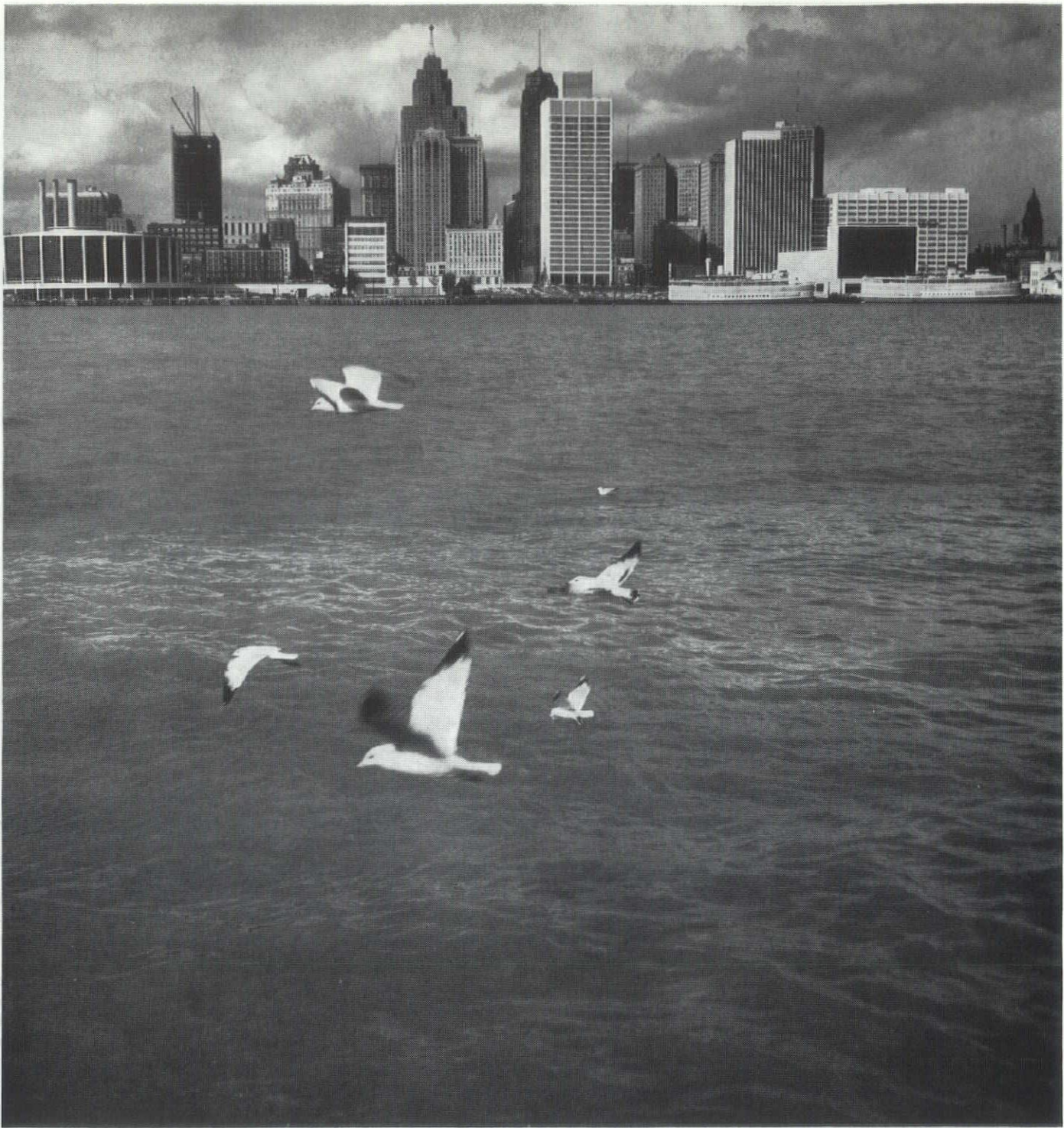
Captain Glenroy M. Walker conducted the meeting and made the sole decisions regarding the acceptance, rejection or deferral of modifications to each section of the proposed regulation as they were reviewed, page by page.

The assemblage was told that these fire safety standards as applicable to existing structures would be pushed to go into effect at an early date with considerable more time allocated for review of the items of new construction.

The fire marshal acknowledged receipt of Popkin's recommendations and revised a number of paragraphs to reflect the accepted changes. The remainder of the items have been taken under advisement with the statement made that they are not controversial items and therefore likely to be accepted.

This new regulation, the fire marshal stated, is necessary because the previous regulation was not broad enough to spell out clearly the various design requirements.

The MSA Committee will be advised in the near future of the action to be taken as a result of this hearing.



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A.I.A. Producers' Council

Cooperative Effort Toward A Mutual Goal

For many years, the Producers' Council, the American Institute of Architects and the State and Chapter components of the Institute have been working together on problems concerning the improvement of building materials and of using them to their best advantage.

To clarify the relationship of the Council and the Institute, we invited L. J. Nelsen, AIA, member of the Institute's Committee on AIA-Producers' Council liaison, and Joe J. Panella, president, Michigan Chapter, Producers' Council, Inc., to discuss the affiliation from the viewpoints of each of the two organizations. Bruce H. Smith, president of M.S.A., has contributed a concluding statement.

To preface the articles of our guest writers—in my multi-hatted position as Executive Director of M.S.A. and the Detroit Chapter, A.I.A., and Editor of Monthly Bulletin—I recall the many instances in which I have had the pleasure of association with Council members—collectively and individually—and express my appreciation for their never failing assistance to me. The masthead of this magazine carries its stated policy “—to advance the profession of architecture in the State of Michigan.” With cooperation from Producers' Council and other organizations within the construction industry, we cannot fail in that goal.—*J. B. Hughes*

Nearly all architects are acquainted with the Producers' Council and the function it performs as related to the AIA but it is only when the architect uses the Council's service that he has first hand knowledge of the real worth of P.C.

The Producers' Council's affiliation with the architect goes beyond the point of selling a product. The service rendered to the architect is of a nature which is of real, worthwhile, practical assistance. It extends into the areas of manufacturers' responsibilities, practical proof of product uses and certain rules and codes by which the Producers' Council members abide. These points are excellently expressed in Mr. Panella's discussion of the Producers' Council activities.

It might be beneficial to list some of the areas in which liaison has played an important part and to outline some of the high spots of liaison in action. Specifically, we are speaking of the very fine programs presented by PC for architects in which members of PC present their products.

Before each joint AIA-PC program a review is held between the liaison officers and the agenda is discussed in detail with particular attention focused on:

- Time and location of meeting.
- Length of program in general.
- Type of presentation.
- Length and type of visual aids.
- Question and answer period.
- Screening of movies to be presented.

When a panel type meeting is held, assistance is rendered in selecting panel members best qualified for the particular product under discussion.

It is through careful consideration and exploration of these points that a program is packaged to go smoothly and to be favorably received.

I am sure that the various MSA Convention chairmen will attest to the excellent cooperation of PC in connection with our Convention. PC members play a major role in exhibits and displays at the conventions and joint meetings.

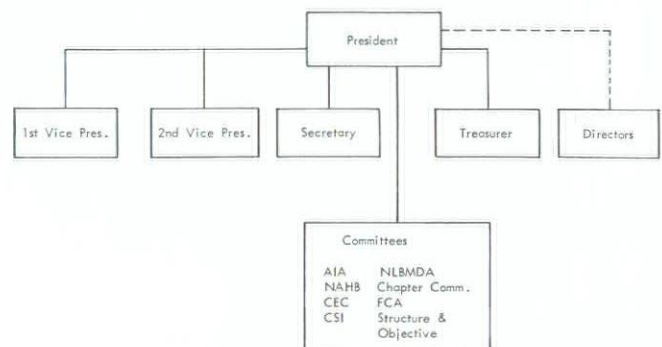
PC has consistently brought the architectural profession before the public in a manner worthy of continued affiliation with AIA. In addition to local affairs this affiliation of PC and AIA is also very active on the national scale.

The National Liaison Committee of the AIA and PC under the very able chairmanship of D. Kenneth Sargent, Dean of the School of Architecture of Syracuse University, Syracuse, New York, is working on the draft of “Recommendations for Production of Films and Slides for Presentation to the Architects and Professional Schools.” This paper will make films and slides more effective as supplements to published and written data and will lift the films and slides to a higher plane than mere entertainment.

Another paper being prepared on the National level is “A Guide for Building Products, Development and Usage.” This paper surveys in depth the principles of presentation of building products to the architectural profession.

Many other important papers and documents are being prepared on the National level by the joint AIA and PC committees. I bring out these points to show the extent of the cooperation work being done between AIA and PC. After several years as liaison officer between AIA and PC on both the local and the national level, I can personally observe that the PC is truly, “Affiliated with the AIA” in both words and deeds. This fine cooperation will continue between AIA and PC to the unquestionable benefit of our profession. I feel that we owe a vote of thanks and our full cooperation to the Producers' Council.—*L. J. Nelsen, AIA*

PRODUCERS' COUNCIL
Organizational Chart

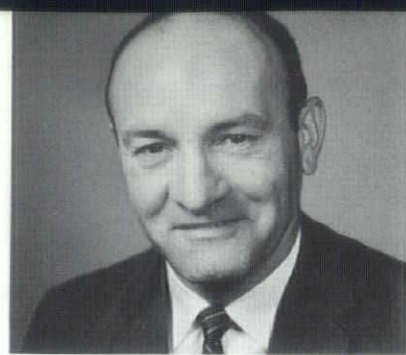


The Michigan chapter of Producers' Council welcomes the opportunity to discuss the functions of the Council.

The Producers' Council is a national organization of manufacturers of quality building materials and equip-



C. J. Nelsen



Joe J. Panella

ment. It has grown from a manufacturers' committee, formed in 1921 at the insistence of the American Institute of Architects, to its present status as a national trade association of nearly 200 manufacturers and 30 product-trade associations. The Council, the only commercial organization affiliated with A.I.A., was formed to improve the quality of advertising and sales promotion literature directed to the architect. The Council's original objective is only a part of what has become the Association's overall purpose—to promote the sale and the proper use of quality building materials. To achieve this, the Council now engages in cooperative activities with the National Association of Homebuilders, the Consulting Engineers Council, and the Construction Specifications Institute as well as the A.I.A.

The Council has grown and now provides the architect a wide range of services through its members. Some of the functions of the Council are:

1. Special educational seminars presented on such subjects as curtain wall, roof construction, and year round air-conditioning. A ceiling seminar will be forthcoming in 1964. All seminars are based on the fundamental concept of using materials in combination, pointing out the compatibility of their use in relation to each other.
2. Since 1925, the Producers' Council Technical Bulletin has been a source for reliable product data. This bulletin is published quarterly and is distributed as a Council service to the 16,000 members of A.I.A.
3. A distribution study on the sale of construction materials, commenced in 1960, has been completed. This study will be of interest not only to the Council as a whole, but to those organizations which function in cooperation with the Council.
4. The annual Building Products Exhibition is held in conjunction with the National A.I.A. Convention. Exhibits are of quality products by reputable building materials manufacturers and the audience normally consists of more than a thousand architects and specification writers each year.
5. The Architectural Sales Representatives' Institute has been held on a yearly basis and is an intensive orientation course for manufacturers' representatives. The course is a supplement to a manufacturer's own sales training programs. Close relationship with architects, educators and executives provides the Council with a natural framework for administering these institutes.
6. The Producers' Council in conjunction with the American Association of College Schools of Architecture as a visual aids program which includes slide sets and informative presentations of products. These slide sets, edited by the Audio Visual Center at Syracuse University, have proved to be an economical method for reaching students in the nation's top architectural schools.
7. A.I.A./P.C. Building Products literature competition is an effective way of achieving some of the objectives of the Council and A.I.A. An A.I.A. jury evaluates material

submitted. Awards are made during the A.I.A. Convention. Award winning literature is displayed and receives wide publicity in trade press and special brochures.

8. The Council has many other cooperative activities. Joint meetings of representatives of Producers' Council and the A.I.A. have been taking place since the Council was founded. The Michigan Chapter has seven or eight programs directed toward the architect each year. Informational meetings on new products, new systems and technical matters with table top displays provide the architect with a look at what's new in the building materials field. Programs for the young architect at the University of Michigan, Lawrence Tech and the University of Detroit are well received.

Having an opportunity to socialize on the golf course at our annual outing, or dancing during the Holiday Season in a jointly sponsored evening of fun, is most pleasant and ties the architect and the producer more closely together in a common endeavor.

Joint planning as a result of our affiliation has helped both organizations. Producers' Council is proud that the M.S.A. asks us to help plan its mid-summer conference at Mackinac Island and the annual M.S.A. Convention in Detroit. Frank North, our A.I.A./P.C. representative, and LaVern Nelsen, A.I.A.'s representative to the Council, should be lauded for their fine work in promoting and developing the excellent rapport that now exists between our groups. The M.S.A. Bulletin also has been a most effective tool in getting our program before the architectural groups.

Producers' Council has shown fine growth the past several years, and I have great confidence that the future holds many things which are good not only for the Council and its members but for those organizations with whom the Council has joint affiliation. There will be new products and new systems developed. Many of these products and systems will be developed because of the close affiliation between the producer and the architect. I am sure that Producers' Council, the American Institute of Architects and the Michigan Society of Architects will go forward to a greater tomorrow.—*Joe J. Panella*

From the State Organization standpoint, I can express appreciation and support of the program of cooperation between the Michigan Chapter of Producers' Council and the Michigan Society of Architects as well as the numerous Chapters of the Institute in the State of Michigan. The Institute—and its components—are constantly striving to better our profession in improving our service to our clients.

This aim can be achieved only through the reaching for perfection at the grass roots level—by the individual practitioner. It is to him that the joint efforts of P.C. and the A.I.A. are directed. These efforts have borne fruit in the past. As we advance into eras of increasingly complex environmental structures, the ultimate cooperation of all of us will be mandatory. I know this will be a reality

—*Bruce H. Smith*

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Yamasaki Wins '64 Horatio Alger Award

Birmingham architect Minoru Yamasaki, FAIA, is one of 10 Americans selected to receive the 1964 Horatio Alger Awards in New York's Waldorf Astoria Hotel.

The name of the award is taken from the "rags to riches" success stories of the fictional Alger novels. Winners are chosen by ballot of 3,000 campus leaders in 500 colleges and universities throughout the country.

The awards, to be presented May 14, are dedicated to the free enterprise system and the American tradition of equal opportunity that enable a youth to overcome humble beginnings and achieve success through work and determination.

They are sponsored by the Horatio Alger Awards Committee of the American Schools and Colleges Association, a nonprofit organization.

Yamasaki, who was born in Seattle 51 years ago, is responsible for architectural projects throughout the United States and has been commissioned for trade fairs and consular buildings in Iran, India, Saudi Arabia, Japan and Canada.

Three Architects Join Kingscott & Associates

Louis C. Kingscott, Jr., President, announced that Richard C. Lane, AIA, Adrian R. Noordhoek, AIA and Frank E. Arens have joined the staff of Louis C. Kingscott & Assoc., Inc.

Lane, who formerly maintained his own architectural office, received his Bachelor of Architecture from U. of M. in 1949 and his Masters in 1963.

Arens received his Bachelor of Architecture from U. of M. in 1953 and his Masters from Yale in 1960. Before joining the Kingscott firm, he was a designer with Minoru Yamasaki & Associates.

Noordhoek, began the practice of architecture in Kalamazoo in 1951 after receiving his Bachelor of Architecture from U. of M. He is registered in Michigan, Illinois, Colorado and Ohio.

Review of Plans for Health Care Facilities

Albert E. Heustis, M.D., Commissioner, Michigan Department of Health has announced that the Hospital and Medical Facilities Division will now be responsible for review and consultation on all architectural plans involving health care facilities, and for securing consultation from other Divisions of the Health Department, and other State Agencies. The engineers serving as consultants to the hospital and nursing home licensure programs have transferred from the Engineering Di-

vision to the Hospital and Medical Facilities Division. A Design and Evaluation Unit has been established within the Division.

Plans shall be submitted as follows: **HOSPITALS:** Four copies of plans at the Schematic, Preliminary and Final stages should be mailed to the Hospital and Medical Facilities Division, Michigan Department of Health, Lansing 48914. There will be no change in procedure for Hill-Burton projects.

NURSING HOMES: In those counties where local health department review procedures have been approved, the review of plans will continue to be handled locally for the present time.

In all other areas, four copies of plans at the Schematic and Final stages should be mailed to the Hospital and Medical Facilities Division, Michigan Department of Health, Lansing 48914.



James R. Livingston, AIA, admires the set of Ben Hogan clubs he won in the Vampco drawing during the '64 MSA Convention. Harry F. Jablon, president of Valley Window Sales Co., made the presentation.

Detroit-Huron Valley Meet With Students

The first joint meeting of the Detroit and Huron Valley Chapters with the Student Chapters from U. of D., L.I.T. and U. of M. was held in Ann Arbor on Monday, April 20th. Following an exhibition and reception in the College of Architecture and Design, members of the five groups and their guest moved to the Michigan Union for dinner and the meeting.

Speaker for the meeting was Douglas Haskell, FAIA, Editor of The Architectural Forum, who captivated his audience in what he termed his last appearance on the U. of M. campus saying, "You'll probably never invite me back to speak; since I'm retiring as Editor of Forum."

Awards to students of the three a

chitectural schools represented were presented following dinner.

Bruno Leon, Chairman, Dept. of Architecture, U. of D., presented the Alpha Rho Chi medal to Dennis Dundon, a graduating senior. Departmental Awards were presented to the following students: Special Students—Maurice Sauriol and Paul R. Uimari; 1st Year—Peter L. Kusnerz and Louis A. Stippich; 2nd Year—John J. Hellman, Ronald T. Gillen and Gary Lahey; 3rd Year—Anthony D. Mielke, Charles J. Van Slambrook and Thomas M. Anglewicz; 4th Year—Donald Smith and John K. McCauley; 5th Year—Thomas P. Moran and Harvey A. Shapiro and 6th Year—Dennis F. Dundon and James J. Abernethy.

Awards to Lawrence Tech Students were presented by Earl W. Pellerin, Director, School of Architecture. They included the Louis Klei Memorial Award to Ronald Winebrenner, the Marshall Fredericks Award to Thomas O'Connor and the Departmental Awards for outstanding achievement in Design to Joseph Deinek and James Dodge. All recipients are seniors.

Edward V. Olencki, Acting Chairman, Dept. of Architecture, U. of M., presented the A.I.A. Medal to Judith Van Hamm, the runner-up book award to William Buursma and the Alpha Rho Chi Medal to Richard Botti, all senior students. Olencki announced the following winners of graduate fellowships: Alumni—Grant Hildebrand; Booth Traveling—Kent Johnson; Albert Kahn—Floyd Brezavar and Daverman—A. Andonyadis. Freshman student Richard Fitts received the Iktinos Chapter, Alpha Rho Chi scholarship.

Philip J. Meathe, Detroit Chapter president, who was presiding, presented certificates of service to the officers of the three Student Chapters.

Certificates of appreciation for service to the U. of D. Student Chapter were presented by Tom Moran, president. In addition to awards to several students, Moran presented special certificates to Meathe and Leon for their encouragement and inspiration to the students.

Dean Philip N. Youtz was given a standing ovation by the more than two hundred Students and Corporate members attending in recognition of his impending retirement.

State Architectural Students Awarded A.I.A. Scholarships

Three students of architecture at Michigan Schools have been granted scholarships for 1964-65 under the program conducted by the American Institute of Architects.

Lorrin Lingee Lee, who will be a

fourth year student at the University of Michigan was awarded a \$500 grant donated by the Ruberoid Company.

Anthony David Mielke and Charles Joseph Van Slambrook, now completing their third year at the University of Detroit, will receive \$400 and \$300 scholarships, contributed through the A.I.A. by Desco International Association and Blumcraft of Pittsburgh.

Roy M. Snyp Inc. Introduces Co-Ray-Vac

Roy M. Snyp, Inc. of Detroit, representing the Roberts-Gordon Appliance Corporation has announced the introduction of a new, more efficient heating system for industrial and commercial buildings. The system is called Co-Ray-Vac and employs the radiant heating principle. Design flexibility is one of the more outstanding, of many, features incorporated in the new unit, eliminating boiler room, chimney and roof vents. You are invited to a 10 minute demonstration in your office at your convenience. See page 23 of this issue for complete details.

Planning Officials Set Annual Conference Dates

The annual conference of the Michigan Society of Planning Officials which will be held at the Jack Tar Hotel in Lansing on May 21st and 22nd.

With the theme, *The State and Planning—The Stake of the Local Community*, a series of panels, general sessions and clinics of compelling interest have been arranged. The two-day conference will have planning significance for both the community and for the State. In addition, displays will be of interest to all attending.

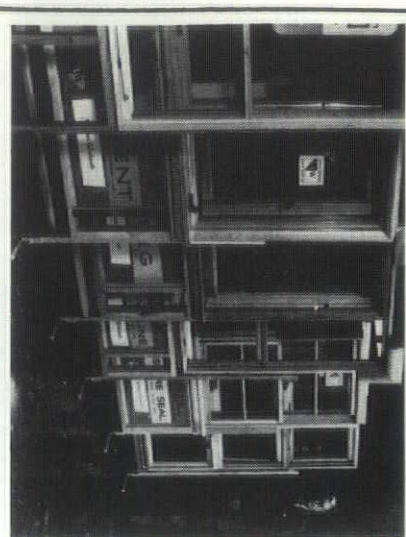
Rossen Remodeling Featured In Small Building Review

Boulevard West, Detroit office building recently remodeled by Sanford Rossen, AIA, was featured in the latest issue of American Saint Gobain's architectural magazine CREATIVE IDEAS IN GLASS, devoted to the "unsung small building." The review stresses, "Huge, big-city skyscrapers may steal all the praise in the press, but the backbone of the construction industry in the United States is the small project."

Showing and describing recently built small structures, the quarterly review points out that glass contributes to good architecture in buildings of any size.

Competition Announced for Fountain in Philadelphia

A national competition for the design of a monumental fountain on the Benjamin Franklin Parkway in Philadelphia has been announced by its Sponsor. This is a national competition



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in one stage, open to architects, sculptors and designers. The site, one of the most important locations in the City, is in the new plaza being constructed at the southeast terminus of the Parkway, adjacent to City Hall and the burgeoning Penn Center. The mile long Parkway, a wide, tree lined, grand avenue, extending from City Hall with its great tower to the Art Museum on an eminence at the edge of Fairmount Park, is lined by many great institutions in monumental buildings. The new plaza is bordered by skyscrapers housing such companies as Bell Telephone of Pennsylvania and the Insurance Company of North America. This Fountain will be the sixth monumental fountain on the Parkway.

The Sponsor of the competition is the Fairmount Park Art Association, founded in 1872, donor of numerous art works to adorn Fairmount Park and the City, initiator and promoter of urban design, and trustee of large funds for these extraordinary purposes.

The competition is approved by, and will be conducted in accordance with the Code for Class A Architectural Competitions for the American Institute of Architects. Sculptors are especially invited to compete. A sculptor or designer must associate himself with a registered architect. The architect will be required to register or associate in Pennsylvania.

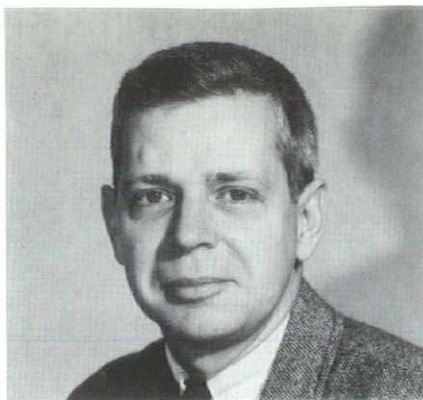
The time schedule is: 15 June 1964 last day for accepting registrations; 1 September 1964 last day for accepting questions; 30 October 1964 last day for shipping submissions. The Jury will convene on or about 13 November 1964. Registration: Programs will be mailed upon receipt of completed registration form and registration fee. The registration fee is \$15, check or money order, made payable to the Fairmount Park Art Association, and is not refundable.

Further information and Registration forms may be obtained from Norman N. Rice, AIA, Professional Adviser, Fountain Competition, P.O. Box 8366, Philadelphia, Pennsylvania 19101.

Kump To Speak At U. of D. and Detroit Chapter

Ernest J. Kump, FAIA, noted Palo Alto, California, architect, will speak on May 13th on the U. of D. campus, sponsored by the Department of Architecture and again on the 14th at Northland Inn at the regular meeting of the Detroit Chapter.

Kump, a graduate of U. of California and Harvard, has been the recipient of many awards for his work. Notable among recent projects is his campus plan and buildings for Foothill College, Los Altos, California.



Burton Tysinger

Tysinger Named SH&G Interior Design Chief

The appointment of Burton Tysinger as head of the Department of Interior Design of Smith, Hinchman and Grylls Associates, Inc., Detroit architectural, engineering and planning concern, has been announced by Robert F. Hastings, FAIA, president.

Mr. Tysinger, who received the degree of Bachelor of Architecture from Penn State University in 1948, has, since 1954 operated his own firm, Burton Tysinger Design Associates in partnership with his wife in New York.

AISC Announces Jury

The American Institute of Steel Construction has announced the names of members of the Jury of Awards who will select the prize-winning structures in the 1964 Architectural Awards of Excellence Program.

The five eminent architects and engineers who will judge the entries this year are:

J. Roy Carroll, FAIA, Carroll, Grisdale & Van Alen, Philadelphia, Pa., national president of the American Institute of Architects

Leo A. Daly, AIA, president of Leo A. Daly Company, Omaha, Nebraska

Paul Weidlinger, consulting engineer, New York City

Henry L. Wright, FAIA, Kistner, Wright & Wright, Los Angeles, Calif., past president of the American Institute of Architects

Philip N. Youtz, FAIA, dean, College of Architecture & Design, University of Michigan, Ann Arbor, Mich.

Purpose of the competition, which is open to all registered architects in the United States, is to recognize outstanding esthetic design in steel construction. Buildings of all classifications, completed since January 1, 1963, are eligible for entry.

Closing date for submissions is June 10, 1964, and judging will take place on June 30. Details and entry information can be obtained from AISC at 101 Park Avenue, New York.

DPC Named Rep For Neslo Clip-Grip System

Donald T. Brann, Vice President, has announced that Detroit Partition Co. has been appointed distributor-installer for Neslo Manufacturing Co.'s Clip-Grip steel partitioning system for the state of Michigan.

According to Brann, "Clip-Grip is a high quality steel framing system which uses any type of facing material varying from 1/4" to 3/4" in thickness, giving the customer a chance to select materials not only for appearance but also for control over total cost.

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ANNOUNCEMENTS

Edward H. Holowchak, AIA, has announced that E. W. Holowchak Associated Architects, have opened offices at 8125 Dale Avenue. Holowchak, who attended L.I.T., was formerly employed by Smith, Hinchman & Grylls, Bennett & Straight and Boddy, Benjamin & Woodhouse.

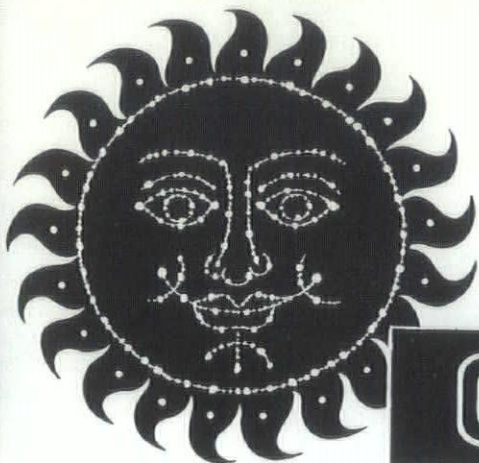
Air Conditioning & Heating Contractors of Metropolitan Detroit and The Better Heating & Cooling Bureau, formerly at 450 First National Building, and the Sheet Metal Contractors Association of Detroit and the Industry's Fund, formerly at 303 CPA Building, are now located at 15139 West Eight Mile Road, Detroit, Michigan 48235; phone: 864-6833.

Gerald J. Christ, 18514 Mack Avenue, Grosse Pointe Farms, Michigan 48236, phone: 886-0240 has been named District Manager for the Detroit-S. E. Michigan area by Glazed Tile Sales, Inc., distributor for Arketex Ceramic Corporation.

Henry C. Hedlund has been appointed Manager, Detroit Building Products Sales Department of the Building Products Division by The R. C. Mahon Co.

W. J. Rewoldt Co., Mechanical Contractors, are now located in their new building at 29563 Northwestern Highway, P. O. Box 206, Southfield, Michigan; phone: 353-2040.

McFadden Corporation, 2822 North Logan Street, Lansing, has been appointed executive distributor by E. H. Sheldon Equipment Company, Muskegon, Michigan, of its school equipment products in the state of Michigan.



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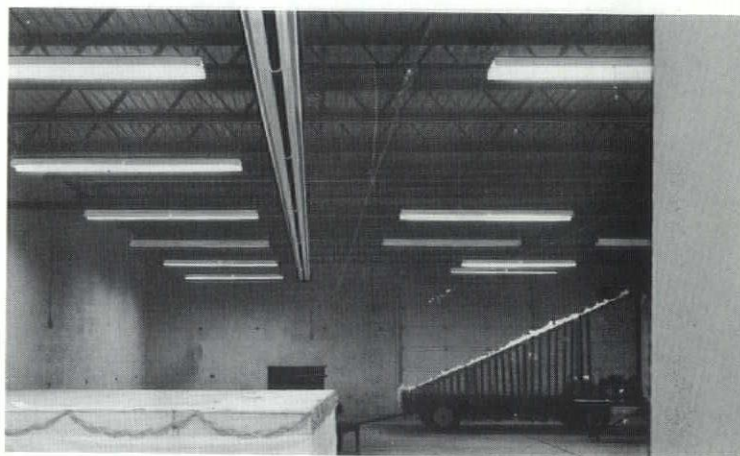
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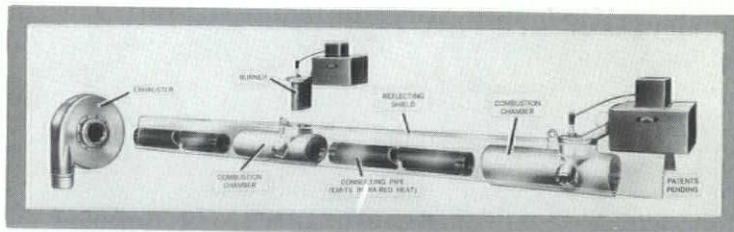
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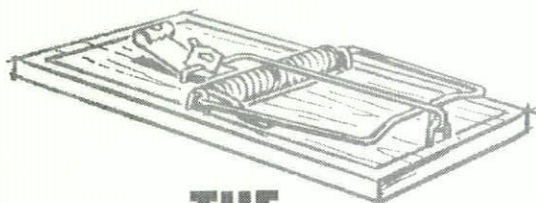
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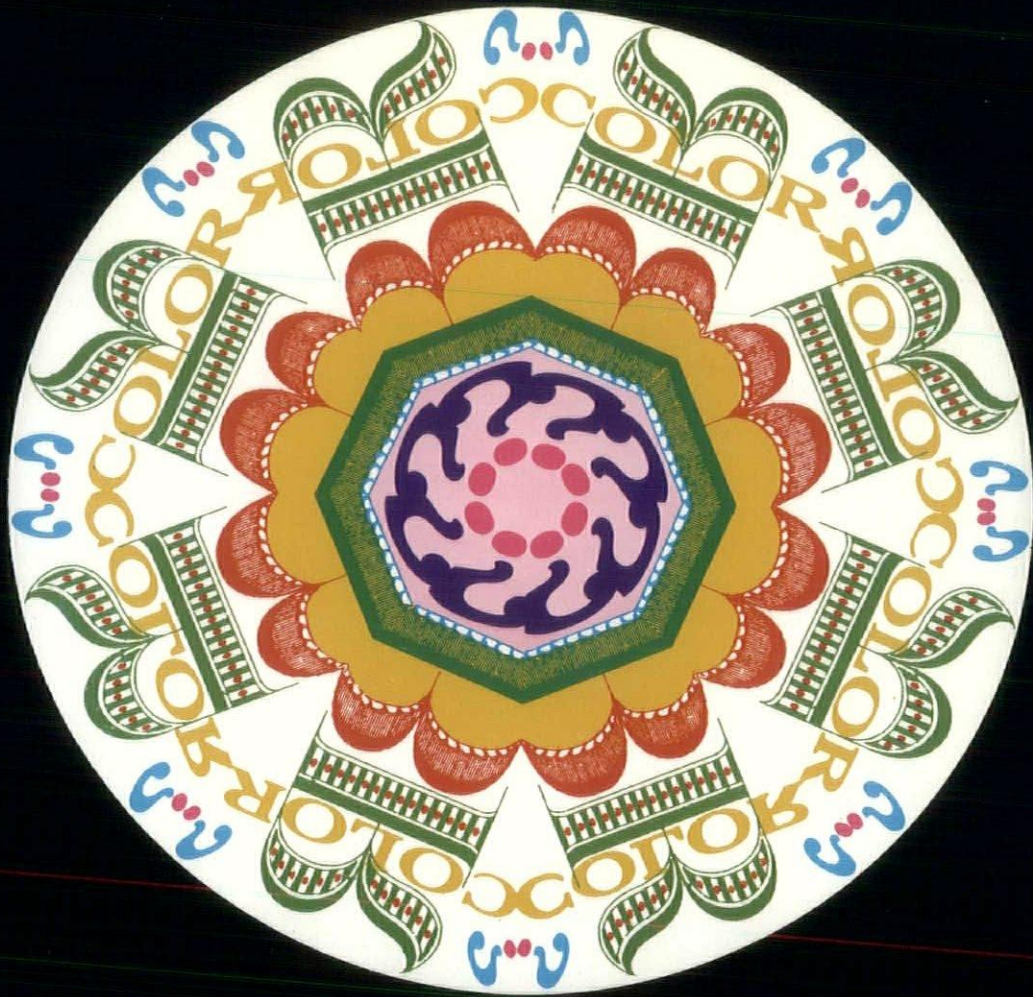
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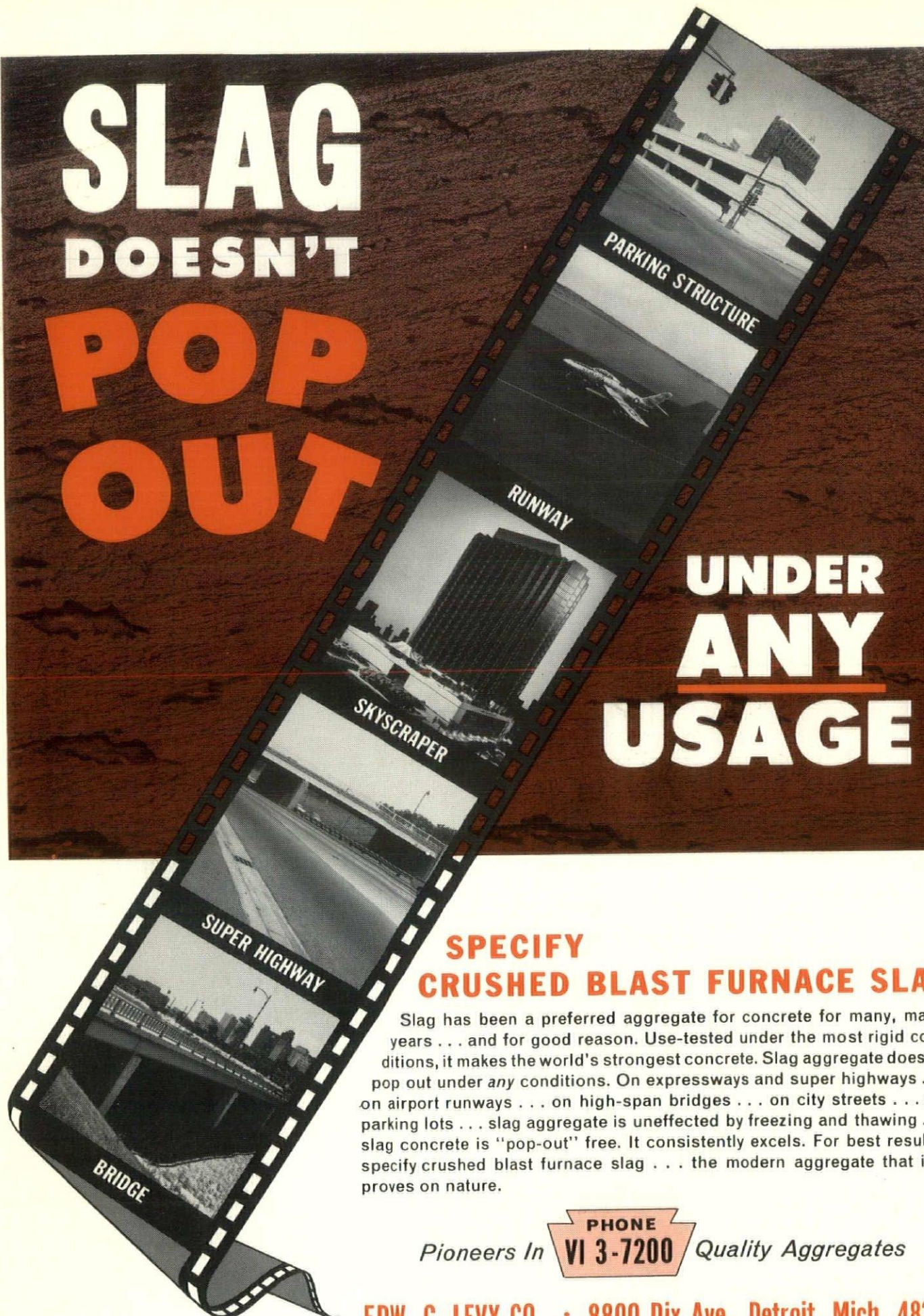
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