The world is roughly divided into three human groups—men, women, and architects. The latter were first brought to my attention five years ago and I have since come to regard them as infinitely superior to the former two. They are the paradoxes of the age—dreamers yet realists, tender philosophers yet shrewd business men.

My earliest encounter with the architects’ unique outlook came in my freshman year at Tech when a professor thoroughly frightened our whole class the first day. If, he snarled, we dared think that some day we might call ourselves architects, we might just as well prepare for an exhausting struggle. I remember at the time how I shuddered at my own hypocrisy. I had never leaped to my feet during puberty and dedicated my soul to architecture. And now they were telling me that people don’t just happen in architecture.

As the years ground by, I saw (by the way of Hamlin) how architects shaped the destinies of countries and continents, how they practically ran the show. It all struck me as being rather significant. I graduated a complete snob.

I must admit that my attitude toward the layman was still condescending when I agreed to answer the public’s questions at the recent Better Homes Exposition in Pittsburgh. I took up my post in the small exhibit home ("The House of Beauutility") and defied anyone to call themselves architects, we might just as well prepare for an exhausting struggle.

Gradually I took stock of the situation and honestly informed myself about the General Public. They were various and sundry easy-going, practical folks who had come to see “that modern house that’s been advertised in the papers.” Some of them were perfectly content in their S80 a month Appliqued Colonial, some were sick of apartments, some were frankly curious, some were intent on stealing ideas for their future homes, and others came merely to scorn the unconventional. There they were—the people architects work for and against. They really run the show!

As I said before, I was prejudiced. For here, in actuality, was a contemporary home—the sort of thing we designed at school, tongue in cheek, knowing full well that we might never design such a house in reality, for a living breathing customer. But once I came off my high horse, once I allowed myself to be objective about the House, I found there was room for criticism.

To me the house was not so much “conservative contemporary” (as it was billed), as it was self-conscious modern. I disliked its cool, crisp sophistication. I felt that the cost was way out of reach of the average family. The use of the different levels didn’t ring true, and a certain conglomeration of cliches made me wince.

But despite these reservations, here was the beginning. Here was a solid tangible example of contemporary architecture for the people to tear apart, to love, to scorn, to talk about. Only by designing and erecting such homes can we jolt the general public from their architectural lethargy. Or is it a coma?

Why this sluggishness on the part of the public? Why is the cultural lag in architecture so pronounced? Greater than the lag in literature, in music, in painting? In such a useful, intimate art, one would expect the gap between advancement and acceptance to be brief indeed.

The reason is, of course, that there are too few good modern homes. Architects may talk among themselves of the wonderments of functionalism and organic design, but unless they bridge the gap between their intellectual snobbishness and the practical considerations of John and Mary Anybody, they cannot hope for an architecturally informed public.

The public must not be allowed to think of contemporary design as the plaything of the rich, the special province of a group of gifted but “kept” architects, and the hobby of the Eames Chair Set. Good modern design must be explained as a new and honest approach to living, one that expresses our age, our mores, the vital tempo.

It has been said that the Greeks had great architecture because every man, woman and child was actually aware of
proportion, material, function. They were interested in and proud of their buildings, giving their builders an invaluable incentive. If today's citizen of the republic were to pause before a building under construction to examine its proportion and examine its meaning, the red wagon would whisk him away quicker than he could say Section Modulus.

The best inoculation against the disease of architectural disinterest is the erection of fresh, new homes for the public to visit and judge. The House of Beauty was just one of the shots of serum the profession needs. Thousands came and these thousands were made aware and this awareness is what counts.

"Is this a California-type house?" a few hundred asked. "Is this what they call a ranch-style?" Of all questions asked and repeated, these two gave me most concern. To a majority of people, any modern home that sprawls leisurely and easily and is open to fresh air and sun is a California or ranch house. True, we do not have the West's wide open spaces that yawn for long, low structures, but the West has no patent on the rambling home that is both liveable and inviting.

"But you can see the dining table from the living room!" one shocked matron informed me. "Yes, indeed," I said, "you can. Since the time spent in eating is relatively short, the allocation of a special chewing chamber has in eating is relatively short, the allocation of a special chewing chamber has in eating is relatively short, the allocation of a special chewing chamber has in eating is relatively short, the allocation of a special chewing chamber has in eating is relatively short, the allocation of a special chewing chamber has..."

Many felt the storage hallway of Beauty House was a "horrible waste of space." Many others thought the use of space throughout the house was extremely sensitive and economic. There were many other differences of opinion.

"So this is modern! Well gosh, it's not what I expected. It's swell!"

"If this is modern, I'll take an old-fashioned!"

"If I had a house like this I'd have reasonable to leave home!"

"Sure, it's nice—for Arizona, say—but no good for Pennsylvania."

"Black is the garage? What? The carport? Uh-uh, it'll never work."

"It's kinda like a Hollywood set. Elegant!"

Quite a few thought the House "too rich for their blood." One man commented that "this sort of thing cut down to the size of the average guy's purse is what's needed." Visitors found the orthodox exposure of brick and stone in the interiors, the galleryway (or winter garden-storage-hallway), and the plywood walls hard to swallow. The bedrooms were thought too small. The kitchen, to a lot of women, was badly planned. To some, the house was comfortably floppy; to others it was too formal. Such were the comments—all varied, all definite, but all for the best.

As a stimulant, the house was highly successful. Visitors definitely went away with a more concrete conception of "modern." They formed opinions on the spot—about a building, a structure. They may not have been aware of it, but they were thinking about architecture.
C. H. CRANE VISITS DETROIT

C. Howard Crane, A.I.A., of Detroit and London, was a visitor to Detroit recently. He stopped at the Hotel Fort Shelby as guest of his good friend E. J. Frawley, the Fort Shelby's manager. He also visited his son and daughter-in-law, Mr. and Mrs. C. Lyman Crane, of Grosse Pointe. He left here for Hartford, Conn. to visit his mother, Mrs. C. E. Crane.

Mr. Crane, who has been in London for the past sixteen years, still maintains offices in Detroit. He is a member of the Detroit Chapter, A.I.A., and on previous visits to Detroit has been a speaker at Chapter meetings. It was hoped to arrange such a meeting this time, but time did not permit, as he made a flying trip in more than one way.

Mr. Crane likes London better all the time. He says he can live better there with half the effort. His offices are directly opposite the entrance to Buckingham Palace, said to be the best-located architect's office in the world. This may be, for Mr. Crane is doing important work in England. He states that factories there are about 95% obsolete and that, in order to compete in world markets, they are hurrying to modernize them.

Top priorities are also given to housing, he states, especially for the middle classes. He notes a tendency away from the prefabricated houses.

CITY PLANNERS

The Detroit Civil Service Commission is announcing the extension of daily examinations in the city planning series for the following positions:

- Junior City Planner $3298 to $3749 per year
- Intermediate City Planner $4067 to $4544 per year
- Senior City Planner $4839 to $6134 per year

Residence requirements for applications have been waived. Consequently, when conditions warrant and where arrangements can be made, the written examinations will be administered in cities other than Detroit.

Official announcement and full information can be secured from Mr. Ralph Mueller, Head Personnel Examiner, City of Detroit, Office of the Civil Service Commission, 15th Floor, Water Board Bldg., 735 Randolph St., Detroit 26, Mich. Telephone WOodward 1-3195.

STATE OFFICE BUILDING SET

Construction of a $4,000,000 eight story state office building will be recommended to the state legislature by a special joint legislative committee. Smith, Hinchman & Grylls are the architects and engineers.

The state is now paying out $260,000 a year for renting office space for various departments and agencies in privately owned buildings in Lansing. The current estimated cost of the building, not including furnishings and equipment, totals $4,971,000.

A. N. Languis, director of the state building division told the committee that construction of the building would require from one and a half to two years.

In line with its report recommending construction of a new office building, the committee also adopted a resolution asking that all boards, agencies and departments of the state refrain from leasing additional space, moving into new offices or vacating quarters which they now occupy except in such instances as they may be required by law to do so.

It was pointed out in the resolution that some state agencies are planning to lease additional office space and that others have been notified to vacate their present quarters. In the interests of economy, however, the committee said that no new obligations should be undertaken or leases entered into unless absolutely necessary.

PONTIAC HOUSING COMMISSION

An invitation is extended to Michigan architects to submit applications for commissions to do housing projects for the City of Pontiac, Michigan. The City has been allotted 600 units to be built over a period of two years. It is expected that about three hundred units will be constructed the first year. Architects who desire to apply should be guided by the regulations as set up in the PHA Manual. Applications should be made on the architect's own letterheads and five copies should be furnished, setting forth qualifications, etc. Applications should be sent to Mr. Henry C. Smith, Temporary Secretary, Pontiac Housing Commission, City Hall, 52 E. Pike St., Pontiac, Michigan, not later than December 12, 1949.

PILAFIAN & MONTANA, Architects, announce their new offices at

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Edited by E. J. Brunner, Sec'y-Mgr., Builders & Traders Exchange of Detroit

NEW PRODUCERS' MEMBERS

Ten companies which manufacture building materials and equipment have recently become members of the Producers' Council, national organization of building products manufacturers, James M. Ashley, Council president, has announced.

The new members and their official representatives in the Council are:


Local representatives of the new member companies are expected to be active in the Council's 30 chapters.

LONG SIGN CO.

MOVES TO NEW HOME

The Long Sign Co., 6209 Hamilton, near Baltimore intersection of the John Lodge Expressway, have just moved into their new quarters. Their new building, which they have purchased, and which has 63,000 sq. ft., enables them to manufacture neon advertising signs economically and efficiently. All the latest machinery and equipment has been provided for, including a new power truck hoist, which saves much time in erecting signs.

This firm is well known among Architects and Engineers, as makers of better types of illuminated and non-illuminated signs, metal letters for theatres, store fronts, industrial and public buildings. The signs are made in stainless steel, aluminum and porcelain enamel finish.
ALDEN B. DOW RE-ELECTED AS PRESIDENT OF THE M.S.A.

Joint meeting of old and new boards elect officers for 1950, hear committee reports, tentative program for 36th Annual Convention.

At its meeting in the Detroit Athletic Club on the afternoon and evening of December 7, the 1949 board of the Michigan Society of Architects wound up its business and turned over the administration to the new board, who then elected officers from among its members.

Present at the meeting were Messrs. Leo M. Bauer, Wells L. Bennett, Alden B. Dow, Robert B. Frantz, Lynn W. Fry, Cornelius L. T. Gabler, Ralph W. Hammett, Talmage C. Hughes, Donald A. Kimball, Adrian N. Langius, Charles B. McGrew, John C. Thornton, Peter Vander Laan, David H. Williams, Jr., Arthur J. Zimmermann and John S. Coburn, photographer.

The board heard reports from the committee chairmen, including that of Carl B. Marr, chairman of a special committee on arrangements for the Society's 36th annual convention at the Hotel Statler in Detroit on March 9 and 10, 1950. Carl has a tentative program which includes registration on the afternoon of Thursday, March 9, followed by an informal get-together. That evening would be devoted to entertainment, possibly movies of past season football games, and dancing.

Friday morning the convention officially opens with an address by the president, Alden B. Dow, committee reports, and other business.

A group luncheon is suggested for Friday noon in order to keep the delegates in continuous attendance throughout the day. A ladies' luncheon will also be planned, with Mrs. Suren Pilafian in charge.

Friday afternoon it is proposed to turn the program over to the Producers' Council to deal with "What's New in the Building Industry," with subjects handled from an analytical standpoint.

The Michigan Building Industry Banquet is scheduled for Friday evening, the concluding event. This has always drawn a capacity attendance. Carl is eager to have the help of members who are willing to work on his committee. There is plenty of work to be done.

At the conclusion of the old board's business the new directors went into session and heard a report of the nominating committee, of which Roger Allen was chairman. In submitting a written report, Mr. Allen, who was unable to attend, wrote:

"It was our unanimous belief that Mr. Dow should be retained in office for another term, both because of his excellent record the past year and because the plans he has in prospect are certain to benefit the Society.

"While there are twelve (12) directors from whom to choose officers, there are actually only ten (10); both Langius and Thornton are former Presidents and have done their part. (The Chairman of the Nominating Committee, an ex-president, is sure of this.) Perhaps we could arrange to let them live in Blair House, fishing in the Potomac and polishing gems like mad.

"Kimball is unopposed because we feel that there should be one vice-president from each of the three chapters and Saginaw Valley has only two, of whom one is unopposed for the Presidency.

"The other nominations are self-explanatory. We feel that either slate would be a credit to the Society. President Dow requested us to contact each candidate and ask him if he would permit his name to be used. We have not done this; in the first place, in the limited time available it was impossible and in the second place, with all due respect to Allen's opinion, we disagreed. It has been our experience that if you ask a man if he wants to be a candidate for office, he will suffer a sudden rush of modesty to the head and say "NO" automatically. The hell with that. Nobody asked us if we wanted to be candidates for anything.

"The members of the Nominating Committee, who are the retiring members of the Board, have enjoyed the work and the associations. As we rock comfortably on the porch, waiting for our annuities (and/or Social Security) to set in, we will often think of you.

"The best of luck to the Society and all of you.

ROGER ALLEN,
ROBERT B. FRANTZ,
JOSEPH W. LEINWEBER."

The report of the tellers was as follows:

Alden B. Dow, President; Arthur J. Zimmermann, 1st Vice-President; Ralph W. Hammett, 2nd Vice-President; Donald A. Kimball, 3rd Vice-President; Leo M. Bauer, Secretary; and Cornelius L. T. Gabler, Treasurer.

Directors are Lynn W. Fry, Carl C. Kressbach, Adrian N. Langius, Charles B. McGrew, John C. Thornton and Peter Vander Laan.

The new board reelected Talmage C. Hughes Executive Secretary.
MICHIGAN GOVERNOR'S HOME

The following is by Howard J. Rugg, Staff Writer for the Lansing State Journal. It appeared in his column, "The Capital Watchtower." Kenneth C. Black, of Lee Black and Kenneth C. Black, Lansing architectural firm, made the survey for the Michigan Society of Architects, referred to in the article.

There's a day coming when Michigan will provide a home for its governors. Right now, however, that day seems to be in the far distant future.

Plans for building a governor's home, which appeared to be making some progress not too many months ago, were brought to an abrupt end by action of the last legislature. The lawmakers, seeking to cut state expenses, recaptured some $70,000 remaining in a $75,000 appropriation voted in 1945 to start work on a governor's residence.

While it now appears that the state's financial picture isn't quite as bad as anticipated in some quarters, neither does it seem rosy enough to warrant the expenditure of funds for a mansion for the chief executive.

ONE GLANCE

A couple of years ago a scale model of a proposed governor's home was made by Alden Dow, Midland architect. It was an elaborate layout. In fact too elaborate. The legislators hardly gave it a second glance after being told it would cost around $200,000 to build.

Then a year ago, came the proposal to reconvert the Barnes mansion on W. Main St. at the foot of Capitol Ave. The state administrative board accepted the property from the city of Lansing on a 50-year lease at a total cost of $1 and the Michigan Society of Architects made a study as to the feasibility of remodeling the old mansion into a suitable governor's mansion.

The report of the architects, in brief, was "no."

They estimated the total cost of renovating, remodeling, necessary additions, architects' and engineers' fees, and landscaping and furnishings at $200,000. The result, they said, would not justify the cost.

SITE O. K.

The architects agreed unanimously, however, that the site is the best available in the city for a governor's home. They recommended that the old mansion be demolished and plans drawn for a more modern structure that could ultimately be expanded into an appropriate and suitable executive's home.

And there the problem rests, not much nearer a solution than it was 70 years ago.

Way back in the days of Austin Blair, Michigan's Civil war governor, it was suggested that perhaps the state should provide a home for its governors. Nothing was done about it.

Hazen S. Pingree, on completing the second term as chief executive, 1901, was extremely bitter about the lack of a governor's residence. In fact, he strongly urged the removal of the capitol from Lansing to either Detroit or Grand Rapids.

FAVORED BY BLISS

Again, in 1903, Aaron T. Bliss, ending his second term as chief executive, told the legislature that the state should build and maintain an official residence for the governor. He even pointed out that a governor's mansion could be built without any additional tax, but nothing was done about that, either.

From time to time since then, various governors, legislators, state officials and even just plain citizens have sought to get some action on providing the governor a place in which to live while performing his duties as chief executive, all to no avail.

But perhaps there is some hope. It required only 70 years to get a suitable site; perhaps during the next 70 something will be done about building on it.

G. & V. OF CANADA, LTD.

Mr. V. E. Vallet, President of Giffels & Vallet, Inc., L. Rossetti, Associated Engineers and Architects of Detroit announces the formation of a Canadian subsidiary under the name of Giffels & Vallet of Canada, Ltd., to serve the rapidly expanding industries and other developments throughout the Dominion.

The offices of the recently formed subsidiary are located at 210 Canada Trust Bldg., Windsor, Ontario, where it will be closely associated with the main office in Detroit with its organization of approximately 80 engineers, architects and technicians.

Since the establishment of the firm twenty-five years ago, the organization has engineered many millions of dollars worth of projects throughout the United States and abroad. During the past ten years, the volume of architectural and engineering projects handled exceeds $1,300,000,000.

Sales offices are also maintained in New York City and Chicago.

PAN AMERICAN CONGRESS

The Executive Committee of the VII Congress of Pan-American Architects takes pleasure to inform you that upon recommendation of the Permanent Committee and with the approval of a majority of the countries partaking it has resolved to definitely set the dates of the VII Congress April 10 to April 16, 1950 to be held in La Habana, Republic of Cuba.

An Architectural Exhibition, as well as an Industrial Exhibition, will be held on the same dates.

We invite collaboration from all the colleagues of the different countries in behalf of the success of the VII Congress.

MICHIGAN SOCIETY OF ARCHITECTS

CHICAGO BUILDING CODE

CHICAGO—Use of substitute materials instead of plaster in home building wouldn’t save anywhere near the amount claimed by advocates, Mayor Kennelly has been told in a report from John O. Merrill, architect and author of a proposed new building code, Building Commissioner Roy T. Christiansen and City Architect Paul Gerhardt.

The plaster issue arose when Merrill’s code originally permitted use of substitutes for plaster in one-story houses. The Plasterers Union protested strongly.

Alderman Robert E. Merriam quoted an expert as saying $900 to $1,000 could be saved by such substitutes in a $10,000 house.

The three who reported on that, however, said an economy of only $250 to $300 could be effected.

Since its first writing, the code has been amended to prohibit the use of virtually all materials but plaster for interior finish.

Kennelly said he was studying the present setup of three fire zones in the city. Under this, a frame house can be built in one section but not in another.

“It seems to me that if a house is unsafe one place, it’s unsafe any place,” he said.

The mayor also declared he plans to confer with Henry T. Heald, member of the Citizens Building Code Committee. The committee is backing the proposed code.

Heald has wired to Kennelly a suggestion that four experts be summoned to evaluate the planned code.

The 25 amendments to the draft of the code have been reviewed behind closed doors by the subcommittee, fire prevention bureau members, Christiansen, Gerhardt and Merrill.

The mayor, who has sat in on some of the conferences, reported that the dry-wall construction is permitted for small houses by codes in 20 cities.

Some of these communities allow wallboard and plywood paneling also in two-story houses.

NEW ARCHITECTURAL OFFICE

Professor Walter B. Sanders, A.I.A., of the University of Michigan College of Architecture and Design, a partner in the New York firm of Sanders & Maslin, has opened a branch office for his firm at 309 S. State Street, Ann Arbor.

Prof. Sanders, a native of Ann Arbor, took his BS in architecture at the University of Illinois and his master of architecture at the University of Pennsylvania. He taught at Columbia and formerly was an architectural design critic at Pratt Institute.

His New York firm, organized in 1938, has specialized in commercial and residential buildings in the East, South and Midwest.

During the war he served in the European Theatre of Operations with the Air Force, leaving the service with the rank of lieutenant colonel.

For the past two years Prof. Sanders has been visiting lecturer at the College of Architecture and Design, and recently was appointed to the faculty.

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BUILDERS & TRADERS

Edited by E. J. Brunnr, Secy.-Mgr., Builders & Traders Exchange of Detroit

CONCRETE MASONRY UNITS

Acting under the leadership of John C. Thornton, Chairman of the Committee on Relations with the Construction Industry, Detroit Chapter, A.I.A. is continuing a joint activity with the Technical Committee of the Concrete Products Association of Detroit in the interest of standardizing the dimensions of concrete masonry units manufactured in this area.

This effort, which gained its start under the direction of former Chairman, George L. W. Schulz, A.I.A., is intended to bring about, to the maximum extent possible, a uniformity of product, with respect to sizes, through the adoption of modular coordinated sizes, developed under the direction of the American Standards Association and sponsored by The American Institute of Architects and the Producers' Council, Inc.

Articles concerned with specific application of these principles will appear in subsequent issues of the Weekly Bulletin, and informative data sheets on this subject for the use of architects and engineers in designing with concrete masonry are being considered by the Association's Technical Committee composed of George Mansfield, William Moors Concrete Products Co., Chairman; Herbert J. Vincent, Cinder Block Inc.; Benjamin Wilk, Standard Building Products Co.; and C. A. Sirrine, the Association's Executive Secretary.

BUILD YOUR OWN

The following is from the column, "On The Line", by Bob Considine, in the Detroit Times:

Somebody must have written a book called "You Too, Can Build a Home." Otherwise, some of the amateurs now hacking away at dream houses than ever before in the history of the country — including the days of the home-grown log cabin.

Some of them may be getting the blueprints mixed so that the kitchen winds up in the middle of the living room, and the bathroom door leads to nothing but a sheer drop down the adjoining ravine.

But they're having a whale of a good time, withal, and, according to the Wall Street Journal, they're saving up to 40 per cent on costs of similar homes.

Man named L. G. Everitt of Kansas City, vice president for a chain of 113 retail lumber yards through the Midwest, says the amateur builders are coming out in such droves that his dealers are reaching out longingly for their business.

Another lumber man, this one from Meriden, Conn., name of Terrell, figures that at least half of the 300 new homes being built in his area are being slapped together with the loving hands of those who'll live in them.

Most of the amateurs work only on week-ends, and spread the work over as much as two years.

Electric wiring is their No. 1 headache. If the wiring isn't done properly, it is impossible to get insurance on the finished product.

A No. 2 headache is literal as well as figurative: plastering. Tons of the goo are dropping off laths into the kissers of the country's Blandings.

Who says we've lost the pioneer spirit?
Merry Christmas To You All

WINTER IN GRAND CIRCUS PARK, DETROIT, MICHIGAN
We are so young a country that we expect things traditional to have come with us from some homeland across the sea. But shake hands with Santa Claus, as American as you or I!

True, the prototype of Santa Claus was ancient Saint Nicholas, but there the semblance ends. The good St. Nick was a thin ascetic, clad in bishop's robes, whose home was deep in Asia Minor. And HIS day is really December 6th.

But Santa Claus, the jolly, apple-cheeked elf, was born in this country. Our first word-picture of him was penned by Washington Irving in 1809. And some 60 years later Thomas Nast, the famous New York cartoonist, closely followed Irving's description in creating the first published drawing of this beloved Christmas character. Now—so famous has Santa become—the course of tradition has been reversed, and many older lands are fast adapting him as their own.

In many countries he still has many names and guises . . . Santa Claus . . . St. Nick . . . Papa Noel . . . Old Man Christmas . . . Grandfather Koleda. Whatever he's called, his meaning is one: the Peace and Goodwill that arise from giving with the heart—

from wishing well to all our friends.

It is in this spirit that we repeat, in these troubled times, this age-old wish:

". . . and on earth peace, good will toward men."

THE DETROIT EDISON COMPANY
THE ARCHITECT'S PUBLIC RELATIONS

By Ralph Walker, President of The American Institute of Architects

at the Great Lakes District Seminars, Indianapolis, September 30, 1949

The other night over the air I heard Roger Baldwin of "Civil Liberties" say he could see no reason why a Communist should not teach architecture in the United States. He added that he believed the same to be true of physics. In other words, so I gathered, he believed that both of these disciplines were so abstract, so far removed from direct human experience as to be beyond the reach of the ordinary man, that one need not ask the teachers of these subjects to be those of higher standing. Comrade Alabyan, the Politburo thinks otherwise, as witness the difficulties Comrade Alabyan and his colleagues find themselves in when they wander, so slightly away, from the "party line"—that strange though powerful religion.

I said once before that I believed every idea, every standard, should be taken out at least every five years and shaken to the moths of complacency and casual acceptance—the two major sins of a creative artist. Now, with no disrespect to anyone, that is just what I am doing. I am a newcomer and my broom is shining bright and I am looking into every corner of The Institute—the new as well as the old—for cobwebs. I once knew an old Welsh woman who said: "Child, if we could only keep the 'speeder-wobs' out of our ideas."

But I am sure that all of us expect in a new officer of The A.I.A. different results from those old Turkish comic philosophers, whose name and distinction I think to be the "Hoja Nazir el Dinn," expected. He, shortly after announcing his approaching wedding day, was seen by his neighbors turning everything in his house upside down. "Hoja," they said, "why all this confusion?" and he replied: "I have heard that a new wife turns everything upside down and now, when she does, they will be back where they belong."

When it comes to thinking of public relations, I wish I could say that the job was so well organized, was going along so well, that no further comment is necessary. Either because we are too new or, at the same time, that we are expecting too much from too little personal effort, a common failing of our time, the results are still somewhat nebulous when we think of the respect in which we are held in the regard of the official public. And yet there is no question that the demand for the architect's services is increasing, and I find no reason why the architect should take a negative point of view as to the contribution we make to the welfare of the country in times of peace, or, for that matter, war. We may be very happy to think that it is incongruous to ever name a war, an architect's war; but, nevertheless, though slow in gaining recognition, the contributions of the architect in the last war were great indeed.

We may not do all the building in the country, but we certainly influence the best.

I do not believe that there are any new or magical ways to approach public esteem. In fact, for us, there are but three well-known levels of activities, in which the goals and incentives are the same: In other words, through the actions and position of the individual practitioner, through planned activities by local chapters or state organizations, and finally, on the national level. In all three, the goals and incentives are to achieve for ourselves a place of earned and marked distinction, in the regard, especially, of our individual communities and thereby lead to a strong influence for the public good. We start off well, for of course, the word "architect" is a word of great respect. God is even called the "Architect" of the Universe.

Now there are, of course, many ways these results may be accomplished, and, in time, no doubt we will attempt to use all the propaganda agencies which, in the modern world, seem so effective in selling Mennen's after-shave lotion, "so he-male in its aroma." Our problem, however, is to make them most responsive and of continuing value to us as a profession. We must first know, and definitely, the audience to whom we wish to address our claims for esteem. There is nothing more disheartening than being merely a seven days' news wonder and then perhaps resurrected in some "Our Time" by a short reference.

It is reasonable to suppose that, were we to try all of them—press, radio, video—on a national level and at the same time, we would need a budget far greater than our own relatively small membership will support; but I think we will all agree that this is not necessary for, after all, what we are selling, to put it bluntly, is always our own individual competence. It is impossible to build up an acknowledgment of national or regional worth unless the majority of our profession, in their normal relations with their own intimate public, are both strong and efficient. Personally, I would prefer to add up in the public mind the work of the many capable men who are quietly and modestly doing honest work—who succeeded by learning of their clients' needs and then earnestly try to accommodate them—than the momentary acclaim which the self-acknowledged genius is accorded in magazine and press. For while we of the profession may, without envy, acknowledge the gifts of genius, we must also painfully, even pedantically, accomplish the world's works.

And there is no reason why we should forget or permit our public to
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On a basis of a fee competition; that and that always the leadership toward this achievement has been through the design efforts of architects like yourselves. The general builder picks up our ideas.

The architectural profession, like the medical, needs the general practitioner with his day-by-day accomplishment as well as the brilliant surgeon—about whose special operations the world waits and wonders. No one wonders at the work the general M.D. does. I would see our profession so well thought of on that level.

It would seem to me the first things that the architectural profession should establish, on the teaching level, as well as on that of professional practice, are the possible differences which exist between it and its related professions. To make a generalization, we might state the differences in this manner: The engineer deals with the resources of materials and their precise use; the landscape architect deals with the resources of botanical nature and their enjoyment; the architect with the resources inherent in human desires and their enlargement and enhancement.

You and I could go on and establish the wide variations between the architects' necessary coordination of structural, mechanical and electrical services for the benefit of mankind and the design of the services themselves. But are we sure that the public, our client, also knows that when these services are brought together everywhere, no matter in whose office it is—architect, engineer, industrial engineer—it is a man trained as an architect who actually does the coordinating. For wherever human occupancy is of prime consideration, when it is not subordinated to the machine, we will find an architect somewhere in the wood pile.

One more thing about individual public relations, and to me, this is an important one: I believe it of vital necessity in our relations to the public that we maintain a position of adequate fees; that we do not seek work on a basis of a fee competition; that at all times, we live up to the code of ethics in this respect. No hocus pocus of words can change the fact that the public will not regard us as professional men if we are in price competition with one another. Here is one way the Chapter can be of great value, and that is in firmly establishing in the public mind the idea that first our services are worthy of reasonable compensation, and then what we believe to be a reasonable minimum. I believe the word profit should be taken out of all references to the compensation the architect receives above the cost of services. For when income taxes, business risks, are considered, the net amount earned by any architect is barely adequate. Generally there is merely a reasonable living but no assured future. We still have to combat again and again the belief on the part of the public that the gross fee goes into the architect's pocket for his own use.

In a recent conference with Commissioner John Egan of the Public Housing Administration, it was apparent that the A.I.A. was in relatively a poor position to argue about professional fees to be paid on Federal housing projects and on which the Authority wished to establish a national maximum based on their idea of two and one-half times technical salaries and one which we knew, that in New York for example, would not work except at a loss. The architects in New York City are faced with this dilemma. The New York Chapter worked out, with the New York City Housing Authority, a reasonable curve of fees based upon the number of dwelling units in the project and that curve was based approximately on two and one-half times the technical salary costs and was very satisfactory for both Authority and architect,—technical salaries being those against which could be allotted definite time card costs. The State of New York, however, without aid of the State Association of Architects, without even the common courtesy of asking their consultation, determined another level of fee curve, again supposedly on the two and one-half times basis, but much lower than that of the New York City Authority, and even the Federal curve.

So we, in New York, with a new Federal determination of fees, are now faced with three different fee levels for the same kind of work; and the unfortunate thing is that there are so many who will continue to foolishly hope to make a go out of these bad fees. Was it Benjamin Franklin who said: "We must all hang together or assuredly we shall all hang separately."

Part of the trouble is that the local chapters and also the A.I.A. have no real data on which to establish the factor one, i.e., the technical salary costs. For you will note that in each case there was a willingness on the part of the Government agency to grant that a two and one-half times the technical salary cost was a reasonable fee. The main difficulty was in establishing what the actual salary costs were and in two of the cases—a non-practicing architect—a too unfriendly bureaucrat if you will, was establishing the base on his own ideas of what the salary total should be. I have proposed, therefore, that the A.I.A. make a survey of housing project design costs when the opportunity is ripe so as to determine whether it is possible first, to develop a national curve of fees; second, if there are regional differences, just where and what they are; and third, ask the local chapters to make and continue to make surveys of their own as to design costs within their jurisdiction. This information seems to me to be an absolute essential for dealing with the Federal Government in any discussion of fees with any and all of these different agencies which build. In so short a time there has been a very great increase in their number. It would also seem essential for all state associations or chapters to be equally well armed in their negotiations with state agencies.

The Virginia Chapter has just such a working arrangement with its state administration agencies. This is an important part of professional public relations and should be firmly established in national organization efforts through chapter aid, and will affect, finally, if successful—most satisfactorily—individual prestige and increased income. It can never be attained, however, if every individual

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practitioner engages in fee competition, a competition which finally will tend to pauperize the profession as a whole—because unless reasonable fees can be earned on Government projects, it will not be long before private jobs will go for similar low levels. Do not kid yourselves. The larger firms are no better off in depressed times than the smallest among us.

The local chapter can do these things to help public relations:

One: learn to know and invite influential people to address your meetings. Do not, ever, because of small numbers, belittle your influence. From the President of the United States down, every important man will confess a secret desire to direct a building enterprise and at the same time wish he were the architect. Invite the heads of other organizations—religious, business and professional, to your annual dinners and be sure you have one good speaker on a live local subject and treat that speaker with respect by giving him an adequate reading lectern and lights. Invite the press and treat them as a friendly profession of great intelligence.

Two: in holding seminars, invite the press whenever there is something which is generally educational and take a general view as to what is in general interest and not private to the organization. Seminars should be of two kinds: one, self-educational; the other directed toward the public. Remember seminars are not lectures. They are opportunities for intelligent cooperation.

Three: if there is any internal controversy within the chapter, do not invite the press. Allay rumors by telling it the truth and ask to have it off the record, especially if it hurts the organization. Name-calling either within, and especially outside, all A.I.A. meetings should be tabu. Name-calling and cheap publicity of this kind are generally based on what Dostoevski in "The Dispossessed," called the "right to dishonor." There is only one proper way to "take over" the running of any part of The Institute and that is in a decent, forthright and honest way, i.e., through experience and hard work and personality. Calling names-publicity is a sign of weakness. If we wish to be critical, do so on the basis of ideas. Out of this type of discussion may come an improvement in understanding.

Four: hold frequent exhibitions of the work of the Chapter. Award medals and mentions. Give out press releases why the awards were made. Invite the local art or building editor, if there is one, to be one of the judges and then attempt to arrange a series of stories rather than one splurge. Never forget the women's page and help to create interest in well designed homes.

Five: if one of the Chapter members has done a real fine piece of work, acknowledge it and spring a party at the building in his honor and again, invite as many bigwigs as will come; and be sure to let the client talk, and do not forget the designer. Do not be afraid to build up your fellow practitioners in public esteem. If you are good, it will be your turn next.

Six: know especially the political leaders in your community. Strive to have an architect on the planning commission—or on the zoning board of appeals—not just any architect but the best you can recommend—and back him up when necessary.

Seven: have planning and community ideas of your own. Every city in the United States needs planning badly; but above all, they need design. Get together and work out programs for needed improvements. If you have gained the confidence and good will of the leaders in the community they will listen with respect; but be sure the ideas are in themselves not too grandioses and that with each idea there is indicated the progressive steps toward accomplishment and a clean and honest idea of what it will cost.

Eight: do not be afraid to take issue with public officials on projects proposed or neglected. First, however, endeavor to find the reasons in back of the proposals or neglect; and definitely give both sides of the argument in any press release and be sure to keep the tone of that release "sincere, factual" and eliminate all "smart aleck" touches.

Nine: in everything the Chapter does publicly, be sure that the job is done thoroughly. A good, sound preparation...
in story, in exhibit, in dinner arrangements, always wins respect and generally wins success.

I stop here, lest I sound like Moses giving the Ten Commandments—except that, instead of proposing "thou shalt not!" I have hopefully suggested "thou shalls." We are all together in an ardent desire to see our profession take an increasingly important place in our community life; and in this sense, I take exception to Frank Lloyd Wright when he says that "professionalism is parasitic—a body of men unable to do more than band together to protect themselves"—so I may still, after all, add a tenth.

Ten: I believe we need another kind of competence than just the technical kind. For no matter how much we know about the science of architecture, no matter how great we may think ourselves as artists, unless there is an underlying competence in philosophy as well, we will fail in making our work other than a parade of fashions—largely because there has evolved no philosophy of a good life in a mass production world. It is a part of the possible influence of the local chapters to undertake and seek results in making urban life more satisfactory and more beautiful than it now is. Nothing seems so forlorn as the statement that I have had given me time and again by architects, in talking of their towns. "Well," they say, "there is not much to be seen here." Isn't it about time we set about as chapters to develop something worthy seeing?

In Washington, we have this kind of job to do, i.e., to argue against possible bureaucratic ukases which try to pack all of us in average compartments, because bureaucracy by its very nature tries to rule everything from a national center. A very fine job is being done by Ned Purves in gaining access for The A.I.A. to the right people,—moreover, in having that entree engendered in good will and respect. I know that on the several occasions when I have felt it necessary to meet with the President of the United States, Commissioner Egan, for example, and others—the doors have been opened with good will.

I have mentioned that we need a better preparation for discussion with Governmental agencies especially in regard to fees; but we also need your support and it is my purpose to see that you and ourselves appreciate that public relations in Washington spring from your grass roots.

We in Washington can not be other than a coordinating agency—except on matters of national policy—such as A.I.A. relations to and the fees on public works,—Federal tax matters,—and so forth; but from our grass roots, in which but lately I have been grubbing around, there has been a strong feeling that more important news might generate from Washington and be sent out—in some miraculous form—to gather attention in the chapter localities. Further, that The A.I.A. might undertake a national advertising campaign in which, and I say this knowingly, some of the more wealthy chapters might participate. Now it is easy to outline methods and means and all the machinery for doing this; but the four most important things to be considered are—one: what subject matter should we develop; two: what audience should we seek; three: what media, out of the many, should be employed—and last, how much will such a campaign cost? And so far we have been given no ideas on these four.

Several chapters have employed booklets to place the qualities of the architect before the general public. At The Octagon we have received no data as to whether the chapters have thought the effort worthwhile or any better of national policy can be guided and we shall make thoughtful attempts to create national ideas.

I said that at The Octagon we were a coordinating agency—except on matters of national policy—such as A.I.A. relations to and the fees on public works,—Federal tax matters,—and so forth; but from our grass roots, in which but lately I have been grubbing around, there has been a strong feeling that more important news might generate from Washington and be sent out—in some miraculous form—to gather attention in the chapter localities. Further, that The A.I.A. might undertake a national advertising campaign in which, and I say this knowingly, some of the more wealthy chapters might participate. Now it is easy to outline methods and means and all the machinery for doing this; but the four most important things to be considered are—one: what subject matter should we develop; two: what audience should we seek; three: what media, out of the many, should be employed—and last, how much will such a campaign cost? And so far we have been given no ideas on these four.

Several chapters have employed booklets to place the qualities of the architect before the general public. At The Octagon we have received no data as to whether the chapters have thought the effort worthwhile or any better
than the ten points I have enumerated. We have been trying now for a year to publish a booklet of suggestions concerning public relations—to serve both the individual and the chapter and I assure you that it is difficult to discover other than time-worn subjects and methods, especially so on our income possibilities. Perhaps we should have someone at The Octagon who writes concerning architecture and so well that it might be syndicated. May I say—any flash of true brilliance would be welcomed. One I am certain about is that we can do a better job of writing for public consumption; but as Disraeli once said: "It is much easier to be critical than correct." It is my idea, however, that before the beginning of the new year when our new schedule of dues becomes effective, we will have had developed a trial public relations program; but more important, a further enlargement of our educational needs.

This brings to mind that we have still, as a profession, to learn that serious papers concerning our ideas, well presented, have some publicity value, whereas careless, even delightful remarks have entertainment value only. I repeat the best job can be accomplished by developing friendly and personal influence at the chapter level. I say to you—get to work as individual architects so that with the bricks you make, we can build the lasting structure of our profession; and don't depend upon push buttons and laziness. Frankly, as I look at it, I am a reed on which you may lean—for a short while—but nevertheless, a reed. Your strength as a profession lies in your own virility and unless you possess it individually, society will pay you no attention. For example: The Biloxi conference and again The Institute owes a

(Continued on Page 20)
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BY KENNETH CHAPMAN BLACK, A.I.A.

In planning the new School of Business Administration at the University of Michigan in Ann Arbor, the following factors were considered in sequence:

1. The relationship of the site to the rest of the campus insofar as student traffic to and from the building is concerned.
2. The relationship of the various functions of the school to each other.
3. Circulation of students within the building.
4. Detailed planning of the functioning of the various departments.
5. Architectural treatment of both exterior and interior, including the problems of acoustics, lighting, etc.

An analysis of the relationship between the site and the rest of the campus indicated that approximately 85% of student traffic to the building would...
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come from the northwest. It was anticipated that about 10% would come from the northeast, with the balance being divided between the other points of the compass. On the basis of this analysis the first major decision arrived at was that the main entrance should be as near to the northwest corner of the site as possible; that a secondary entrance should be located near the northeast corner; that a minor entrance should be placed toward the south end of the site. The relative concentration of students at these entrances were determining factors in the design of the entrance lobby, together with the corridor and stairway system which lead from it.

The requirements of the University were that the building should contain five lecture rooms having a total seating capacity of approximately 750; a library with reading accommodations for 350 to 400 students and stack room space for 80,000 to 100,000 volumes, together with appropriate work rooms and offices for the library staff; the equivalent of 27 classrooms, some of which would be used as laboratories; 8 to 10 seminar rooms; private offices to house approximately 80 faculty members with their secretarial staff; administrative offices for the school including a private office and conference room for the Dean; special facilities for the Bureau of Business Research and for the Bureau of Industrial Relations; two student lounge rooms where smoking would be permitted; a general faculty lounge; and the usual accessory areas necessary for toilets, utilities, mechanical equipment, janitors service etc.

Since the largest concentration of students would be in the lecture rooms and since many of these students would be entering and leaving the building simply for the purpose of attending
lectures, it was decided that the five lecture rooms should be grouped together and placed on the first floor in the area between the main and secondary entrances so that student traffic to and from these rooms would not be mixed up with traffic to other parts of the building.

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because of the fact that the library would be used primarily by students were majoring in Business Ad-

tration and who would spend of their classroom periods in the

ing, it was decided to place these

ties on the second floor in a rather

ed section of the building and in

an area where the principal reading

room would have plenty of north light.

Different methods of providing class-

room and faculty office space were de-

veloped in sketch form and it was

finally decided to group the classrooms
together in a separate wing of the

building and to place the faculty offices

in a tower which would be planned

along the line of a miniature com-

mercial building. It was felt that such

an arrangement would accomplish three

objectives:

(a) The classrooms would be imperson-

al areas which could be assigned

for the use of different professors

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at different hours of the day. In some of the older buildings on the campus where faculty offices have been located adjacent to classrooms, faculty members have often sought to exercise a proprietary right over the classroom as well as their office space. Scheduling difficulties and personnel problems caused by such attitudes have been eliminated in the arrangement of this new building.

(b) Placing of the faculty for a School of Business Administration in the equivalent of a commercial office structure trains the student to approach a member of the faculty in the same manner in which he will be required to approach business men after his graduation from college. It also provides reasonable privacy for the members of the faculty since they are definitely removed from the noise of classroom corridor traffic. Direct access between the tower and other portions of the structure is provided on each floor so that by taking an elevator from their office floor, members of the faculty can readily reach any classroom floor, and students, by using the same elevators, can go from any classroom floor to any faculty office floor in a minimum of time and with a minimum of effort.

(c) The ceiling lights used in the faculty offices could be reduced to or below those normally found in commercial office buildings. In the older buildings, where faculty offices and classrooms are placed side by side, the high ceilings required for the classrooms represent wasted space in the offices. This excess cubage has been eliminated by the tower arrangement. The principal approach to the building is along a diagonal walk leading through the adjacent Law Quadrangle. It was, therefore, decided to place the tower, which would be the principal architectural feature of the building, on approximately the axis of this diagonal walk.

These basic decisions having been made, the only logical development of the plan was one in which a student...
would enter a main lobby near the southwest corner of the site. From this point he would turn left into a corridor leading to the lecture rooms; would proceed straight ahead into a corridor leading to the classroom wing; would go upstairs to the second floor library classroom area; would go downstairs to the basement classroom; or would turn right to the administrative offices of the school and to the elevators serving the faculty tower. After this basic circulation scheme had been developed we then proceeded with the detailed planning and design of the various departments of the school.

The three largest lecture rooms have sloping floors. The benches and chairs are placed on terraces while the aisles are in the form of ramps. Windows are omitted entirely in order to increase the acoustical effectiveness of the room; to avoid expense required for installation and maintenance of automatic curtains necessary to darken the room for visual education programs; and to make the speaker’s platform the only point of visual interest in the room. Each speaker’s platform is equipped with a sliding blackboard and a projection screen. Small storage areas are provided adjacent to the speaker’s platform in each lecture room for equipment and lecture material.

![Image of an entrance lobby]

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The library is arranged with the card catalogue reference section for students adjacent to the left of the main entrance to the library section. The charging desk is immediately adjacent to the card catalogue files. A door directly behind the charging desk provides access to stack space which will ultimately be three tiers high and accommodate 100,000 volumes. The first two tiers of stacks were installed as a part of the original building contract. Library work rooms and offices for the staff are at the rear of the stacks. There are two principal reading rooms. A large room with windows to the north seats approximately 295 people and is intended for general reading purposes. A smaller reading room seating 85 faces east and is used for periodicals, newspapers, and other current publications. A small doorway at one end of the main reading room provides direct access to the librarian's office.

The standard classroom in this building was designed for fifty students and measures approximately 22 ft. x 36 ft. in size. The classroom wing is designed in 12 bays, each of which operates as a unit so far as heating, ventilating and lighting is concerned. It is, therefore, possible to increase or decrease a standard classroom unit in intervals of 12 ft. at any time the University may desire. The special laboratories housed in the classroom wing and upperfloor ducts for electric work have been provided so that automatic business machines can be plugged in at a location desired in the laboratories.

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The second and third floors of the tower have been designed in relatively all rooms to house small groups. Minars are held in these rooms. The Bureau of Industrial Relations housed on the third floor of the tower here it has its own library adjacent the main library stack room. This arrangement provides easy transfer of building materials from the main stacks and the department.
The fourth floor of the tower has been especially adapted to the activities of the Department of Business Research. The fifth, sixth, seventh and eighth floors are devoted to faculty offices. Directly opposite the elevator is a space for faculty members whose offices are located on that floor.
In the center of the north side of the tower on each floor there is a joint conference room for the use of all faculty members on the floor. The ninth floor of the tower contains the general faculty lounge, a small kitchenette, and toilet facilities. There is also an observation roof deck at this level.
Two student lounges are provided, one in the basement and one on the second floor adjacent to the library. The lounge in the basement is equipped with a complete kitchenette, which is extensively used in connection with various student functions. A small locker room for the use of town students is adjacent to the student lounge in the basement.

The structural framework for the
EAST WALL LIBRARY WING

building is of reinforced concrete, up to the fourth floor level. The faculty office tower above the fourth floor is of structural steel construction.

Artificial lighting throughout the structure is provided by recessed fluorescent fixtures with egg-crate louvers set flush with the ceilings. Ceilings themselves are of acoustic material cemented on rock lath. All finished masonry walls throughout the interior of the structure are of painted cinder block, with the exception of corridors and lecture room and library reading room wainscots, where a brick similar to the exterior face brick has been used. Sheet rubber flooring was used in the library reading rooms, cork flooring on the ramps of the lecture rooms, and asphalt tile was used as a flooring material in all other areas of the building.

Most windows are double-hung aluminum. Aluminum is also used for all

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other exposed metal work throughout the building. Interior doors are of wood with metal frames. Toilet stalls are of metal.

All classrooms, laboratories, and lecture rooms were provided with recesses equipped with coat rods, coat hangers and racks for hats and books. No lockers were used in corridors.

Heating throughout the building is by steam through recessed convectors underneath the windows, controlled by thermostats in each room. Some supplemental heat is provided through a fan and blower system. The fans are located in the basement and supply ducts are contained in corridor ceilings. Separate fans are provided for the lecture rooms, library, and classroom sections of the building.

Ray W. Covey was structural engineer, and George Wagschal Associates, mechanical and electrical engineers on the building. Collaborating with the architects during all stages of planning and construction were: Russell A. Stevenson, Dean of the School of Business Administration; Walter M. Roth, plant superintendent; and Lynn W. Fry, supervisor of plant extension for the university. The building contains 1,811,000 cubic feet.

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great deal to an audacious individual—
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As your President I have had two
meetings with Mr. Truman and believe
we have established very friendly rela-
tions with him—something we think
highly desirable. We have asked him
to address the next Convention. I have
set up the idea that every time the
Board of Directors or the Executive
Committee meets we try to meet the
highest political authority in the place
of meeting—and each time we try to
get favorable public comment on our
meeting with him.
I do not believe that press releases
from Washington have much meaning
unless they increase local advantage
and I hope that we, in Washington, will
always think of names in these releases
which have local significance rather
than one with a supposedly national
reputation. I want our staff to be self-
effacing to the extent of seeking always
the enhancement of A.I.A. members.
But I do not think we at Washington
receive information concerning all the
real accomplishments that the chapters
may achieve. We do not need to become
vainglorious; but one thing which can be
of help in establishing public esteem
is to know and spread that knowledge
when a group of men has finished a
good job—in relation to city planning—
in helping a city bureau overcome its
difficulties; and The Institute should
pass on the "how" not only within our
own organization but also see whether
we can build a larger fire outside.
I am trying to say The A.I.A. is a
two-way street: that we who suppos-
edly direct your destinies can do so
only if you give us first: necessary
backing of individual competence. Sec-
ond: well organized chapter and state
association programs which look to-
ward creating friendly relations; and
third, that you furnish sufficient in-
formation for us to meet with Govern-
ment agencies, and if necessary, polit-
ical influence back home. For example,
a strong flow of letters in favor of the
Davis Bill which, if your influence is
granted, will meet only with frustra-
tion. Do you believe in the Silverson
idea of tax equalization? If so, get oth-
er professions to add their sup-
port. How many of you read Senator
George's press statement of the neces-
ity of an expansion which
would ultimately result in a net gain in
revenues?
If you have read this in your own
paper, how many of you thought to
write him, urging him on?
I do not want to leave this subject
on the note of selfish interest, so I
would repeat: We must always present
ourselves as a group of professional
men activated not only by selfish in-
terests but also to benefit the society.
Public relations are much more than
mure plague. They are something which
the soft voice of Laotse indicated
in China some thousands of years ago:
"If you can bear issue and nourish
its growing.
If you can guide without claim or
strife,
If you can stay in the lead of men
without their knowing—
You are at the core of life."
As a renegade architect, I have had an opportunity to make observations from both sides of the fence. In my present capacity as technical advisor to practicing architects on the subject (no advertising), I have called on thousands of these learned gentlemen in their native habitats from Maine to Texas.

Be assured that my comments are being made purely in the interest of good will and should they resemble any architect, living or dead, we mean two other fellows.

Perhaps one of our mutual contemporaries may even see fit to supply a rebuttal, which will require my retreat into the dog house.

In looking upon the architects, I should like to classify them into three groups, with a few possible subdivisions.

Group One will cover a small minority which we will refer to as "Mr. Maybe." He is the architect who greets you with one eye while the other eye continues to read mail. If you are fortunate enough to catch him in a standing position and offer to shake hands, you are not certain whether he is greeting you or bidding you good-bye. However, you are in, so you start your talk. Beginning, during and at the end of your talk, Mr. "Maybe" has failed to move an eyebrow or utter a word. As you leave, you wonder whether or not he remembers your having been there.

As mentioned previously, there are very few of this type.

Group Two is quite different. He is guarded by a receptionist whom we shall call Miss "Brush-Off." It seems that the man you wish to see is either in conference, out-of-town, doesn't work here or is busy. Assuming that we finally get in to see our man, he immediately informs us that it is truly a waste of good time to call on him. He is entirely familiar with the product, has known about it for years, and in fact has been using the same specification for over 20 years and as yet has not had a building fall down. With this type you experience great difficulty in selling the idea that there are new developments in the construction and manufacturing fields. It requires considerable technique to suggest that a 20-year-old specification is exactly twenty years old.

Group Three comprises about seventy-five per cent of our contacts and we will refer to him as Mr. "Regular Architect." It is with this type that we will deal principally. First, Type A. We find that he can be approached if we exercise normal diplomacy. We fully appreciate that a good listener should be kept a good listener and not blow our prospects by telling stories, or otherwise abusing the privilege.

Mr. Regular Architect, Type B, has one characteristic which I feel is worthy of mention. You call at his office, present your card and the receptionist asks you to have a seat. Mr. Regular Architect will see you presently. You examine the seats; one is an Abysinian stool. After a thorough analysis of the structural properties of the seat, you decide to remain standing. Twenty minutes later the girl smiles and says, "Mr. Regular Architect will see you presently." Thirty minutes later your heels become real cool—if you know what I mean. Again, this opinion is obtained from manufacturers' representatives.

We now meet Mr. R.A. Type C, who gives you a very intelligent hearing and appears really interested. You feel very confident that you have sold a bill of goods. Two months later the specifications are released and we find that they are just the "same old specifications" or equal.

Of course, most of the above is based on hearsay. The ...
on the fact that the manufacturer's representative has a thorough working knowledge of good procedure and is not merely a catalog carrier.

With the Regular Architect, we have found that if we have established his confidence, he will call us in when he feels a specific material-saving possibility in both commercial construction and residential building.

The folder, of standard letter-size for quick reference and convenient filing, depicts the advantageous use of this newest contributor to lower-cost, lighter-weight fire-resistive construction for building hollow partitions on wood or metal studs, double partitions on steel or metal lath to an overall 1½" thickness and weighs only about five pounds per square foot. The thinnest and lightest fire-resistant non-bearing wall partition developed to date, it not only provides superior fire resistance but also offers great space-saving possibilities in both commercial construction and residential building.

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PROSPECTS FOR 1950

Total dollar volume of construction in 1950 will equal the 1949 record of $19.1 billion.

Private construction in 1950 will drop about one billion dollars but public construction will be that much greater. Measured in physical volume, total new construction in 1950 will be on about par with 1949. Construction costs will show a slight upward tendency but the average for the year will be about the same as in 1949.

Requirements for lumber and paint may be slightly lower than in 1949, but demand for cement and reinforcing steel will be greater.

The total value of private construction to be put in place in 1950 will be about $13.1 billion or seven per cent less than in 1949. Declines are expected in residential, non-residential, farm construction and public utility construction. Industrial construction will drop about 26 per cent, continuing the downward trend evident in 1949. Churches and recreational facilities will drop.

The value of new commercial construction such as stores is expected to be greater in 1950 than it was in 1949. Expenditures for all types of public construction probably will be greater in 1950 except for military and naval facilities.

Public housing will show the greatest increase. There will be still more school building. Highway construction will increase about 15 per cent.

All the above is excerpted from a report released by the U.S. Department of Commerce and is based on "according to joint estimates of the Department of Commerce and Labor." The editing from their long report is done by the editor of this column.

GEORGE W. WALKER, Industrial Designer of Detroit, has been engaged by United States Radiator Corporation and Pacific Steel Boiler Division, it was announced by Wesley J. Peoples, Chairman of the Board and President.

Walker and his staff have begun extensive restyling of all U. S. and Pacific heating products.

Walker, internationally famous industrial designer, was awarded the Gold Medal for "The Fashion Car of the Year." Many products styled by Walker have set new sales records. Sales stimulation, through product styling, is the prerequisite of the Walker organization.
BULLETIN:

We are sending herewith a copy of the booklet "Housing and Urban Planning—A Statement of Policy and a Program for The American Institute of Architects."

In its report to the 1949 convention the Board of Directors stated that this report would be published, and would be made available to the membership. Copies may be obtained from The Institute's headquarters upon request by individual members or by chapters.

We will appreciate your calling the availability of this booklet to the attention of the members at your next meeting.

J. W. RANKIN
Administrative Secretary

BULLETIN:

Your issue of November 29 publishes a very interesting series of pictures of the Edward Everett Elementary School, of which Mr. Louis Rossetti is the architect, but no plan of the building. Why should any paper primarily intended for architects publish pictures of any new structure without including at least a sketch of the general plan?

Are we drifting back into picture-book architecture, or do we really believe that planning is an essential part of architecture and not just something that is worked out after the exterior is decided upon? None the less. Cordially yours—Robert D. Kohn, New York.

AS EASY TO USE AS IT IS TO LOOK AT!

Attractive gas-fired counter equipment makes modern food service possible. Gas is fast, flexible, dependable, clean, and economical. Gas-fired equipment is compact, easy-to-use, good-looking.

Shown above is the gas-fired equipment at the Town House, 15250 West Seven Mile—two broilers, two griddles, and a deep fat fryer. Not shown are two coffee urns, steam table, and automatic water heater, all gas-fired.

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HARLAN ELECTRIC CO.
Building Trades Apprentice Council Graduates Its Largest Class

By Theodore G. Seeleyer, Jr., Weekly Bulletin Staff

Before a capacity audience of 1250, 551 apprentice graduates representing 18 trades, were awarded certificates at the 4th annual Apprentice Graduation and Testimonial Banquet, sponsored by the Detroit Building Trades Apprentice Council, on December 10th, at Jean Goldkette's Fantasia, Detroit, Michigan. It was the largest assemblage of apprentice graduates ever held in the United States.

The Council is composed of the various management-labor joint apprenticeship committees who represent the building trades in this area.

Representatives of government, management, and labor attended the banquet, which was followed by the ceremonies, after which an excellent floor show was presented, and, finally, dancing in the lush Fantasia until 2 A. M. Practically all stayed to the very end, marking up a big red letter in the calendar of Detroit Building Trades Apprenticeship affairs.

Contribution greatly to the complete success of the occasion were the many fine speakers and distinguished members of the building industry who were called upon to acknowledge special introductions.

Finlay C. Allan, chairman of the Detroit Building Trades Apprentice Council, in his opening remarks, as chairman of the event, stated that these 551 apprentice graduates should eventually become the leaders in the construction field in the years to come, and that there is enough work in the Detroit area for the next 25 years, "providing we have the proper men in the city government".

Judge Ira W. Jayne of the Third Judicial Circuit of Michigan was toastmaster. Among those he introduced were Arthur Dondineau, Superintendent, Detroit Public Schools; Archie Virtue, Frank Riley, Irving Bronson, Vern Lough and Charles Paluska, all members of the executive board, Detroit Building and Construction Trades Council, A. F. of L.; Maurice M. Hanson, Assistant National Director, Bureau of Apprenticeship, U. S. Department of Labor; John J. Harris, Supervisor, Industrial Part-time Education, State Board of Control for Vocational Education; Earl L. Bedell, Divisional Director of Vocational Education for Technical and Trade Schools, Detroit Board of Education; and Joseph O'Laughlin, President, Michigan State Federation of Labor.

Other distinguished guests introduced were L. L. McConachie, President, Heating, Piping and Air Conditioning Contractors' Association, who said that we must "strike a balance" between management and labor and come out of the present "fog"; Rodney M. Lockwood, President, National Association of Home Builders of the United States; C. L. Davis, President, Michigan Chapter, Associated General Contractors of America, Inc.; Welton A. Snow, Secretary, Apprenticehip Committee, Associated General Contractors of America, Inc.; Albert Beever, Secretary-Treasurer, Contracting Plasterers' International Association; and Bert Whitney, Vice-President, Detroit Building Employers' Labor Relations Council.

Andrew R. Morison, President, Detroit Chapter, The American Institute of Architects, brought greetings from the architectural profession and commended the good work of the contractors and highly approved the school.

In his talk "A Salute to Detroit's Apprentice Training History", Andrew McFarlane, President, Detroit Building and Construction Trades Council, A. F. of L., said that the program for the year cost $280,000 and asked the apprentice graduates to help those who, in turn, come after them to graduate.

Ralph A. MacMullan, Secretary, Detroit Building Trades Apprentice Council and Secretary-Manager, Associated General Contractors of America, Detroit Chapter, Inc., spoke on "What of the Future?" and said that it could duplicate the same help that was given the present graduates.

In response on behalf of the Building Trades Unions, Marion Macioce, Vice-President, Detroit Building and Construction Trades Council, A. F. of L., said that membership is restricted only against the incompetent workmen, and that the efficient worker is new blood for the labor movement.

Henry F. Pett, President, Builders' Association of Metropolitan Detroit, on behalf of the Contractors said that "as an employer, speaking for other employers, this graduation is a triumph for free enterprise, and the wives of the apprentice graduates should be given due credit for encouraging their husbands to take the course".

On behalf of the graduates, Alex S. Piepskowski, Carpenter Apprentice graduate, employed by Walter H. Mast, Inc., thanked the sponsors of the course and also the instructors for the way in which they were always ready to help the apprentice in his problems, and for the privilege of speaking out for themselves if they felt they were not getting all that they needed.

Paul M. Geary, Executive Vice-President, National Electrical Contractors' Association, Washington, D. C., was the principal speaker of the evening. He spoke on the "Progress of Apprentice-
Plasti-Glaze, the Post-War Glazing Compound to specify. Made from bodied oils and special pigments. Weatherometer tests prove that Plasti-Glaze when properly applied and maintained will last as long as the sash. Dries rubbery hard, not rock hard, easy to apply, easy to remove.

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Plumbing and Steamfitter Division, was presented a radio.

Chairman Finlay C. Allan, in closing the formal ceremonies, brought to the attention of the audience the fine work that was done by James Whyte, Detroit Field Representative, Bureau of Apprenticeship, U. S. Department of Labor, and the outstanding job of George W. Combs, Administrative Assistant, Associated General Contractors of America, Detroit Chapter, Inc., who so ably supervised the Banquet and Program arrangements to make the whole affair such a success.

Receiving the one millionth bag of vermiculite plaster aggregate produced by the Zonolite Company Detroit division this year is Earl W. Moore, driver for McDonnell Brothers, Inc., pioneer distributors of the material in Detroit. Dayton L. Prouty, Zonolite's Detroit division manager, is shown handing the bag to Moore. Prouty reported a 1900 per cent increase since 1945 in the use of lightweight aggregates for plastering in all types of building construction in the nation. Twenty-seven per cent of the plastering in the U. S. this year was done with lightweight aggregate, including vermiculite, perlite, pumice and others used with gypsum in place of sand, will be about 27 per cent this year in the United States. This compares to about one and one-half per cent in 1945.

“Twenty per cent of the plastering in the U. S. in 1948 was done with vermiculite aggregate,” Prouty said, “and I know the current year will show a marked increase in this percentage figure.”

This week the Zonolite Detroit division shipped its millionth bag of lightweight plaster aggregate, produced in 1949 alone, to lumber and building material dealers in its territory. The territory includes Michigan, Ohio, West Virginia, western Pennsylvania and western New York State.

“These million bags of plaster aggregate, when mixed with the proper proportions of gypsum and water, would plaster more than 40,000 houses,” Prouty pointed out. “This quantity of bags weighs about 33 million pounds and does the work of 400 million pounds of sand. Handling of 188,500 tons of needless water was eliminated in this manner.”

In an annual report to his sales organization, Prouty predicted that the first six months of 1950 would be as good as the best six months ever experienced in his division.
HURON PLANS NEW BUILDINGS

Having just completed a major expansion program which increased his Company's manufacturing and distributing capacity by a good 50%, Emory M. Ford, President of Huron Portland Cement Company, with executive offices at Detroit, announces a new building program that will further expand the Company's production and shipping facilities. The first phase of Huron's post-war construction project, begun in 1946 and completed in 1949, covered the installation of 4 new kilns with the attendant enlargement of all the equipment required for the greatly increased flow of materials from raw to finished state. This expansion program made the Alpena installation the world's largest single cement producing mill. Included in this program was the addition of another steamer of the fleet of the Huron Transportation Company, a subsidiary, bringing the number of self-unloading bulk carriers to 3. These 3 ships, the S. T. CRAPO, JOHN W. BOARDMAN, and SAMUEL MITCHELL, serve the Company's 10 distributing plants located at Saginaw, Detroit and Muskegon, Michigan; Cleveland and Toledo, Ohio; Milwaukee and Green Bay, Wisconsin; Buffalo and Oswego, New York; and Duluth, Minnesota.

1950 will see the second phase in the Cement Company's expansion involving the addition of 2 new kilns at Alpena with the necessary waste-heat boilers, coolers, dust precipitators, coal mills, and so forth; and the erection of a new plant at Superior, Wisconsin. This Superior plant will mark a departure in Huron's customary distribution practice wherein finished cement is carried by vessel from Alpena to the bulk storages of the auxiliary plants. In this case CEMENT CLINKER will be carried from Alpena in standard bulk freighters for finishing at the Superior mill which will consist of the necessary facilities for storing and handling cement clinker together with a grinding plant, storage silos for finished cement, and packing and loading equipment. It is expected that all of these new facilities will be in production in the third quarter of 1950.

Currently under way as additional elements in the Huron Company's enlargement are a modern distributing plant at Green Bay, Wisconsin, and additional storage silos at Muskegon, Michigan. The Green Bay plant will replace portable storage and packing facilities which have been in use there for about 10 years. The harbor, dock and building foundations for this plant were completed last year. Foundation piling for the new Muskegon silos is now being driven. These additional storage facilities at Muskegon will double Huron's present capacity at that port.

Mr. Ford lists several other pieces of new construction that have been authorized by the Directors in their determination to make the Huron Portland Cement Company sufficient in capacity, modern in methods, and quickly responsive to the needs of its customers in the construction industry. These items include installation of radar sets on the 3 ships; new bronze propeller for the S. T. CRAPO; new turbo-generator for the Str. JOHN W. BOARDMAN; revision of the raw material handling machinery at Alpena; 4 new electric precipitator installations at Alpena; increase in boat loading capacity; and installation of the new Airslide conveyors in the boat unloading systems at Milwaukee, Toledo, Saginaw, Duluth and Oswego.

The completion of the expansion program, as outlined above, will assure a much needed increased supply of cement for the current building program which includes housing projects, industrial development and concrete highway construction in all territories served by this company.