I believe that the Conference of the Society at The Grand Hotel on Mackinac Island this summer is going to be of unusual interest to the profession.

In view of the tremendous defense effort that has been organized within the last few days, some last-minute changes in our program have been made. It is important that we get together and discuss the part we can play in this all-important program.

Don Leonard of the Michigan State Police will be present at the business session Friday morning to discuss this problem as a whole. In addition, your Board has several business questions that must be settled by the membership.

On Friday afternoon we are going to hear from two gentlemen of my own home town, Messrs. Robert Tucker and Earl Kropcott, who are going to present the subject of Plastics. Naturally enough, I imagine they will want to do a lot of talking about products of the Dow Chemical Company but their approach will be plastics in general and they plan to have examples and demonstrations showing all kinds of uses and properties of materials, some of which are so new that no one knows what to do with them. I am sure that you will find this a most important and worthwhile demonstration.

At the banquet Friday evening Harvey Campbell, Executive Vice-President of the Detroit Board of Commerce, has consented to be our toastmaster, and introduce former Senator Prentiss M. Brown, who is now Chairman of the Board of The Detroit Edison Company and Chairman of the Mackinac Bridge Authority. He is going to speak to us on developments in his new assignment and its effects on Michigan. This is a project that involves planning on a huge scale and all architects of this state should naturally be familiar with it.

Saturday morning Louis T. Ollesheimer, President of the Producers' Council, Inc., Michigan Chapter, will be moderator at a session at which a number of Producers will present a symposium on what's new in building materials and products. This again is a subject of vital importance to all architects.

Saturday evening Messrs. Gardner Martin and C. J. Kirchgessner of the Portland Cement Association will again be our hosts at a cocktail party. Those who have attended their events in the past know they are always highly entertaining.

In the evening Saturday we will work off our surplus energy at a square dance.

As you see, this Conference involves not only National Defense, which is of vital importance to all of us, but also new ideas in the building field. For these reasons I do not see how any

(See DOW, Page 4)
RECORD ATTENDANCE TO BE AT MACKINAC

Reports from The Grand Hotel on Mackinac Island indicate a new high in attendance at this event, scheduled for August 3-6, it is announced by Alden B. Dow, of Midland, Society President.

Guest of Honor and speaker at the banquet Friday evening will be Prentiss M. Brown, former senator from Michigan, now Chairman of the Board of The Detroit Edison Company, and recently appointed Chairman of the Mackinac Bridge Authority.

The Society's Board of Directors will meet at 4:00 p.m. on Thursday and this will be followed by a reception in President Dow's suite at 6:00 p.m. A business session Friday morning will be devoted to reports of the Board and committees. A report will also be heard on the Society's 27th annual convention scheduled for the Hotel Statler in Detroit, March 7-10, 1951. Carl G. Sedan, of the Detroit Convention and Tourist Bureau, will speak on the $15,000 international architectural competition in connection with the Soo Locks Centennial for 1955, which competition will be sponsored by the Society. Joseph P. Wolff, Commissioner, Department of Buildings and Safety Engineering, City of Detroit, will explain the Basic Code being prepared by the Building Officials Conference of America.

Friday afternoon the business session will be devoted to the subject of "New Developments in the Field of Plastics" under the sponsorship of the Dow Chemical Company.

Saturday morning the Producers' Council, Inc., Michigan Chapter, will present a symposium on "What's New in the Building Industry," with Louis T. Ollesheimer, Council President, as Moderator.

Saturday evening a cocktail party will be followed by a square dance with President and Mrs. Dow as hosts.

The Conference has grown from some fifty delegates to over two hundred.

LETTER FROM ALPHEUS W. CHITTENDEN, Member Emeritus, Detroit Chapter, A.I.A., of First St., Broadmoor, Colorado Springs, Col.:

I was indeed glad to hear from you, and also somewhat embarrassed, as I have been intending to write you for some time. Have been working on an inventory of my treasures and books and came across some old letters that I had laid aside to answer but never did. Among them was one from you which pleased me very much. I thought at the time I had little to offer of real value. But it is very flattering to me that you wish to send you. Please forgive my seeming lack of appreciation of your thought of me, and I shall write you again as soon as I can get hold of the stenographer who helps me with my mail.

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FLORENCE LOUISE KNAPP  
(March 12, 1918—July 20, 1950)

Louise is gone. She slipped away some time during the night. They say it was her heart. There was no sign that she suffered, yet we do not know, for she was not one to complain.

You may not know Louise, unless you know the Weekly Bulletin. She had been with us for more than three years and during that time she had assumed responsibilities that were undreamed of. She seemed happy in her loyal devotion, in ever striving to be more helpful to others.

Yesterday one of her last acts was the preparation of this issue—that is most of it. After her pleasant “good night,” it seems strange this morning to see her pencil beside the telephone, and the notes in her familiar hand, on things she intended to do today. But Louise was like that. Her capacity for getting things done properly seemed unlimited.

Louise was born in Belding, Michigan, where she graduated in 1936; then moved to Detroit with the family. Surviving are her parents, Mr. and Mrs. Clifford H. Knapp; three brothers, E. John, A.I.A., of Detroit; Bruce C, of Adrian; Robert H., a senior at the University, and six nieces.

She will be laid to rest in a country churchyard near Belding.

Sunset and evening star,  
And one clear call for me.  
And may there be no moaning at the bar  
When I put out to sea.

But such a tide as moving seems asleep,  
Too full for sound or foam,  
When that which drew from out the boundless deep  
Turns again home.

Twilight and evening bell,  
And after that the dark!  
And may there be no sadness of farewell,  
When I embark.

For though from out our bourne of time and place  
The flood may bear me far,  
I hope to see my pilot face to face  
When I have crossed the bar.

Alfred Tennyson

GLASS BLOCK for YOUR PLANT—Now!  
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DOW, from page 1

architect in these parts can afford to

upon your arrival at the hotel Thursday evening drop in at your President's suite for a cocktail before dinner. I am looking forward to seeing you.

Alden B. Dow

BASEMENTLESS HOUSE FOUNDATIONS STUDIED

When is it necessary to extend the foundation of a basementless house below frost-line?

To determine the answer to that question, the Small Homes Council of the University of Illinois is undertaking a one-year research project in cooperation with Levitt and Sons, Inc., builders and developers of the Levittown subdivision of Manhasset, New York. A research grant has been given to the University by Levitt and Sons, Inc. to carry out the project.

Announcement of the grant was made today by J. T. Lendrum, acting director of the Small Homes Council, who will supervise the investigation.

While it is customary in northern areas to extend the foundation of a basementless house below the frost-line, the merits of this practice have never been subjected to research scrutiny. Since such construction is a major cost factor in a small house, it is believed that research might show how costs can be cut. In some areas, grade beam foundations (those which do not extend below frost) have been used successfully, but not under controlled conditions or scientific observation.

Under this project, weather action will be observed on a group of floor slabs which will be maintained under controlled drainage conditions. Data to be collected will include accurate measurements of vertical and horizontal slab movement. The relation between movement, weather, moisture and soil type will be determined, these being essential factors in establishing design criteria or construction requirements.

A series of house-sized floor slabs and foundation walls, typical of those being used in small house construction, will be built at the Small Homes Research Center for purposes of the study. These will include concrete-block rim-walls with footings below frost-line, and thickened edge slabs or grade beams.

The slabs and foundations will be built in three identical groups. The first of these groups will represent recommended drainage practices, (gravel fills, surface drainage.) These will be on a well-drained area; the water table will be held below the frost-line. The second group of floor slabs and foundation walls will be identical in construction, but will be in an area protected by dikes and provided with water supply so the water table can be held close to the ground surface and above the frost-line.
MACKINAC BRIDGE AUTHORITY

Most persons within 100 miles of the Straits of Mackinac, and many beyond, have firm convictions on the feasibility of connecting Michigan's two Peninsulas, and these convictions are not wanting as to type of structure either. A proponent (on one side or the other) of a bridge, tunnel, skyway, or pontoon connection will recite for recommendation is sound and the others not.

This is a good thing, for only through the welter of discussion will eventually emerge the correct answer. Whether prompted by politics, economics, patriotism, or the great challenge involved, all discussion concerned with bridging the Straits of Mackinac is manifestly helpful toward the ultimate solution of the issue.

Evidence of this is legislative concern for the problem. Once again representatives in Lansing sense the importance of arriving at some solution. However, the present effort shall be different from past efforts in that once and for all we shall get the answers, objective and complete.

This we are promised by former Senator Prentiss M. Brown, now Chairman of the Board of The Detroit Edison Company, and Chairman of the recently created Mackinac Bridge Authority.

"It is the obvious intention of the Legislature that the Authority should study from a detached viewpoint the problem of bridging the Straits of Mackinac. It is our duty to ascertain the engineering and economic facts. We approach the problem from that viewpoint and will report to the legislature on that basis. The facts produced will determine whether or not a bridge should be built," said Mr. Brown, speaker at the recent Architects' Mackinac Conference.

With this statement as a guiding principle, and with an understanding of the men who are serving on the Mackinac Bridge Authority, one can rest assured that at long last we are going to get somewhere in regard to

bridging the Straits. We who dream and then see our dreams built into reality are naturally in favor of this great undertaking. However, we would not urge it, if we knew it were economically unfeasible at this time.

So it is with the newly appointed Bridge Authority. Compliment-grudging capital newspaper correspondents at Lansing have stated that this Board is one of the finest ever named in modern history of state government. The extremely sensitive Rules Committee of the Senate, which judges appointees usually after lengthy hearings, recommended a suspension of the rules so that the members of the Bridge Authority appointed by Governor Williams could be approved without hearings or even a committee meeting. The Senators voted for the appointees unanimously.

Serving with Prentiss M. Brown are Fred M. Zeder, Van Wagoner and Ziegler, William J. Cochran, Jr., auto mobile distributor; and State Highway Commissioner Charles M. Ziegler.

Obviously, this is a body that can get things done, and done well. Proof of this lies in the activity of the Authority to date. The Board was confirmed by the Senate on June 20, 1950. The first official meeting was held on June 24, and an engineering committee comprised of Zeder, Van Wagoner and Ziegler was appointed to negotiate with the engineers recommended by Dean Ivan Crawford of the University of Michigan School of Engineering. This is the procedure outlined in the legislation creating the Authority. Incidentally, Dean Crawford appeared at the first meeting with his recommendations all prepared. The second official meeting of the Authority was held on July 12, 1950, just 18 days later. In the meantime, the engineering committee had communicated with the three top consultants recommended, and arranged for them to be at the meeting at Mackinac Island. This was a coup of the first order, especially since at this meeting these men were retained as the board of engineering consultants to advise the Authority regarding the physical and economical feasibility of bridging the Straits.

Othmar H. Ammann, New York City, has been identified with some of the greatest bridge structures in the world: Queensboro Bridge, Hell Gate Bridge, N.Y.; Golden Gate Bridge, San Francisco; Kill Van Kull, Bayonne; Bronx-Whitestone, N.Y.; and a score of others.

David Barnard Steinman, New York City, has won nearly every prize for design and beauty of bridge structures. His Florianopolis Bridge in Brazil is the largest in South America. He is author of numerous treatises on bridge design.

Mr. Steinman has been associated with

WANTED—By old, well-established architectural office in Western Michigan, a draftsman who can earn $5,000 or more per year. Box 129 Weekly Bulletin.

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just as impressive a list of long-span bridges as Mr. Ammann, and both are
doing design work on a bridge across
the Narrows in New York which will
be some 4620 feet in span. He is also
working on plans for a bridge across
the Straits of Messina connecting Italy
and Sicily requiring a span of 5,000 feet.

The third consultant is Glenn B.
Woodruff, who has been design engi-
eer on the San Francisco-Oakland
Bay Bridge, The Golden Gate, the re-
built Tacoma Narrows Bridge, The Am-
assador Bridge and many others. These
three men have been identified with
practically every long-span structure
built in this country and most of those
abroad.

Thus it is obvious that once and for
all we are about to find out whether
or not a bridge at the Straits is feasible.
We shall find out where the best pos-
sible line for such a bridge is located,
get some recommendations as to de-
sign, structures, cost of construction,
maintenance and operation. We shall
find out about traffic, present and pro-
jected, with or without a bridge.

Our Legislature, before another year
rolls by, will have in its hands the un-
biased, factual, carefully considered
recommendations of one of the finest
bodies of men ever to serve this State,
and one of the greatest combinations
of consulting engineers ever assembled.
We anxiously await their decision.

ARCHITECTURE OF LIGHT

By C. L. Crouch, Technical Director,
Illuminating Engineering Society

Light is a medium of expression.
Consciously or unconsciously the light-
ing designer creates an atmosphere by
his planned lighting design. Will that
atmosphere produce the desired effect
upon the occupants? Will there be a
warmth of reaction to the designed in-
terior? If so, happy is the lighting de-
signer in the knowledge that he has
made a worthy contribution to the val-
ues of living and working.

For years the lighting engineer has
been a slave to his concepts of effici-
cy. While he was diligently and la-
boriously harnessing the lumens to do
their duty at the point of work, he was
not prepared to comprehend fully the
influence of the surroundings on per-
formance of the task at hand. Recently,
due to the availability of a more liberal
supply of lumens produced from sources
more flexibly adapted to room condi-
tions, he has been emancipated from
the rigors of his previous economy and
is becoming increasingly conscious of
the total room effect. Then, too, he
learned during the early stages of the
application of the new-found sources
that the brightness relationships in the
field of view had become critical as the
levels of illumination were in-
creased. He discovered that to elim-
nate glare he had to keep the bright-
ness differences in the room within
limits.

With the advent of the new sources,
the lighting engineer was confronted
with color problems. The color schemes
used with incandescent filament lighting
appeared strange and unnatural
under fluorescent lighting. Soon it was
learned that other color schemes could
be used to supplement or complement
the light source color. New light sources
were developed, resulting in a series
giving predominant portions of the spec-
trum — the blues and greens for coldness
of feeling, and reds and yellows for warmth, with several steps
between. Thus, moods and appearances
of people could be changed at will with
suitable combinations of interior fin-
ishes and lighting systems. The lighting
planner was challenged by a new hori-
zon of color. This growing conscious-
ness of the effect of the total illuminated
environment, including both
brightness and color, has opened up
already before the lighting man a revolution-
ary vista of new possibilities. What will he
do with the situation? Will he continue
to deal with just so much "brass, glass,
and chain"? Will he dully consider light-
ing a matter of "filling a box with
light" or perfunctorily getting an order
for "whatever the traffic will bear"?

Now is the hour for every lighting
man and woman to look to the am-
bition of becoming an architect of light.
We are dealing with the most power-
ful, dynamic, and dramatic medium of
the universe. We can sway the reac-
tions of the multitudes. We can set the
mood of every interior — we can set up
a brisk, efficient interior for work; or
we can warm and relax the occupants
in a sense of well-being.

What tools we have at our command!
We have spot sources, linear sources,
area sources, and control equipment
of every kind. We have all the varieties
and subtleties of color in sources, filters
and room finishes. Do we have the skill
or are we frustrated in the midst of every facility at our command. Skills come from patient attempts to execute the dreams of an inspired mind. Let us study the effects of light and color. Let us start now with every room plan that comes before us. Let us answer the questions: first, what is the purpose of this interior? And second, what combinations of light and color will carry out the feeling required? Let us design all the elements as an integrated whole. When the interior is completed and in operation, let us drop in and stay long enough to assess critically both the efficiency and effectiveness of the design. Slowly these experiences will develop skill in design “know-how” and a trained judgment.

JOHN E. MATTHEWS’ appointment as District Sales Manager for the Detroit Metropolitan Territory has been announced by Clarence L. Laude, Vice-President in charge of sales in the Huron Portland Cement Company. Mr. Matthews has been active in the cement industry for the past twenty-five years in the New York and Pennsylvania area where he is well known throughout the building and construction industry, and has wide experience in cement marketing and uses. Eight of these twenty-five years have been with the Huron Portland Cement Company.

Suggestions Regarding Inquiries to Professional Societies
NATIONAL COUNCIL OF ARCHITECTURAL REGISTRATION BOARDS

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

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

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

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

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

1. a statement that the person referred to is or is not a member of the society in good standing;
2. an enumeration of any offices which the person has held in that society;
3. a statement as to his efficiency and faithfulness in committee work;
4. reference to any contributions to the professional press, and
5. a statement of any professional honors won.

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HEAND D. S. P. STRAND DOORS

BOB KIRKMAN has been named manager of the Strand Garage Door Division of Detroit Steel Products Company of Detroit, Michigan. This announcement comes from E. C. Hodges, vice president in charge of sales. Kirkman for some time has been representing the Strand Division in the southwest area. Previously, he was associated with Hunter Fun & Ventilating Co. of Memphis, Tenn.

The Strand all-steel garage door is sold through lumber dealers in all sections of the United States.

VICTOR E. THEBAUD

Victor Emile Thebaud, A.I.A., died at his home at 604 North Park Street, in Grand Rapids, on July 19, after an illness of two months. He was 78 years of age.

Mr. Thebaud was born on July 3, 1872, at Buffalo, New York, where he received his early education. He graduated from the College of Architecture at Cornell University in 1896, moved to Cleveland, Ohio in 1903, where he was employed in the offices of F. S. Barnum, Hubbell & Benes, and Charles S. Schneider.

He was owner's representative on the construction of the Cleveland Museum of Art, and worked under F. S. Barnum in charge of architect's office of the Cleveland Board of Education.

Victor Thebaud moved to Grand Rapids in 1920 and became associated with H. H. Turner. In 1930 he entered into an association with Colton, Knecht and McCarty. He became a member of the American Institute of Architects in 1967.

Surviving are his wife, Evelyn; three sons, Robert L. of Coldwater; Harold, of Wilmette, Ill., and Paul V. of Lombard, Ill.; a brother Frank, of Buffalo; two sisters, Mrs. George Kehr, of Lake Worth, Fla. and Mrs. Carolyn T. Adams of Buffalo, and seven grandchildren.

BULLETIN: By unanimous action of our Board, I am authorized to write you to express the Board's appreciation for the fine publicity which you and your paper gave us on the occasion of our inaugurating a system of self-governing of the Plastering Industry for its improvement and expansion. With the aid of the cooperation which we have received from the press, the industry, and the trade, we believe that considerable improvement has been made in the quality of work which is being performed.

Over 5,200 Stickers have been issued covering both commercial and housing units since our program began on June 1st of this year.

Again expressing our thanks for your support, we are,
Very sincerely yours,
PLASTERING INDUSTRY JOINT CONFERENCE BOARD, INC.
By F. VanDenBranden,
President of the Board.


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W. S. WOODFILL, President of The Grand Hotel on Mackinac Island, liked George Stark's Detroit News article about the Hotel's new "$32,000,000 Barber Shop" so much he had it framed and placed on the wall of the shop along side the plaque.

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MIDSUMMER CONFERENCE AT THE GRAND HOTEL

One hundred and ten were registered at The Grand Hotel on Mackinac Island for the Michigan Society of Architects Seventh Annual Midsummer Conference, August 3-6, a number somewhat less than last year. What was lacking in quantity was made up in quality of the program. A meeting of the Board of Directors preceded the Conference proper and President Dow entertained at cocktails in his suite Thursday evening.

Friday afternoon Messrs. Earl Kropscott and Robert Tucker, of the Dow Chemical Company, presented a program on New Developments in the Field of Plastics. The speakers gave a good idea of the processes used in the manufacturing of the material and showed samples of this fast-growing industry. Of particular interest to architects were illustrations of how various plastic products can be used in the building industry. Styrofoam, a cellular material, used for low-temperature insulation, weighs about 1½ to 2 pounds per cubic foot. Other materials shown were screen mesh and paint products.

At the Banquet President Dow recognized two Indiana couples who have attended the conference for several years past. They were architects Ray Kastendieck and William Bachman and their wives.

Harvey Campbell, Executive Vice-President of the Detroit Board of Commerce, was brilliant as toastmaster. He stated that architecturally Michigan is on the verge of a tremendous development. He stated that, while Los Angeles had replaced Detroit as fourth city, Detroit is going ahead with huge developments, such as the Civic Center, The J. L. Hudson shopping center, Lincoln-Mercury plant at Wayne and many others. He made reference to the labor unions' opposition to decentralization, saying that there should not be fewer jobs as a result, but more.

The Honorable Prentiss M. Brown, former Senator from Michigan, now Chairman of the Board of The Detroit Edison Company, and recently appointed Chairman of the Mackinac Bridge Authority, gave one of the most interesting talks on the history of Michigan and particularly of the Straits area that we have ever heard. He spoke without notes and for nearly an hour kept his audience attentive, regaling interesting facts that we should have known but didn't. Mr. Brown also touched upon the 250th Birthday Celebration scheduled for Detroit next year. He made the first public announcement that the firm of Coverdale and Colpitts, consulting engineers of New York City, had been commissioned to make a survey of traffic conditions for the Bridge Authority. The Chairman considers this firm the leading one in its field in this country and one whose findings will be acceptable in the financial world. It will be the firm's job to survey traffic conditions from 1923 to the present and to appraise future increases.

Saturday morning Prof. Ralph Hammert, Society Vice-President presided and Louis T. Ollesheimer, President of the Producers' Council, Inc., Michigan Chapter, was moderator. The program was presented by Mr. O. M. Mader, head of the Architectural section of Aluminum Company of America. His subject was "Light-Weight or Curtain-Wall Construction". An excellent report of it was given by E. A. Baumgarth, Realty Editor of The Detroit News, in that paper's edition of Sunday, August 6. Mr. Baumgarth was in attendance throughout the Conference.

Our Grand Rapids bard, Roger Allen said he went to the Island fully intending to promote the bridge project but gave up the idea when he realized that, since the Straits are entirely in Michigan, it would amount to building and inside straight, which any architect knows is practically impossible.

As in the past, a delightful feature of the Conference was the President's Reception and cocktail party, at which the Portland Cement Association was host. The Association's 1950 Special Award went to yours truly. A telegram from Governor Williams expressed his regret at not being able to attend, as he did last year. However, Mrs. Williams was present.

We are indebted to Mr. Arthur H. Molitor, of The Detroit Edison Company and Mr. Harry Robins, of General Electric Company, for the excellent exhibition of student drawings at The Grand Hotel.

Adding a great deal to the enjoyment of the meeting were our newly elected Great Lakes Regional Director, John N. Richards, and his charming and talented wife, Norma.

The square dance, concluding event, was much fun, with Alden and Vada Dow directing—of course under the guidance of a professional caller. Ar...
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300 Riopelle  WO. 1-4131  DETROIT 7, MICHI.
SAINT AGATHA SCHOOL & AUDITORIUM-CHURCH

This combination auditorium-church and elementary school is the first unit of the new Saint Agatha Parish building program. Saint Agatha's is a very rapidly expanding parish with a large enrollment of school children which necessitated the building of an elementary school. Church facilities were also required with a seating capacity of approximately 700. Being a new parish the budget was very slim so the pastor and his architect had to solve this problem in the most economical and practical manner possible. The accompanying photographs of the executed work along with the scale model showing
The ultimate set-up of the auditorium, elementary school and kindergarten will portray how this problem was solved.

The buildings are of one-story construction. The classrooms receive the maximum natural daylighting with clerestory windows over a low corridor roof. Over the classrooms the roof slopes to an outside window wall. This wall contains Thermopane plate glass and ventilating sash. Natural ventilation is accomplished by opening these windows and the windows in the clerestory section. The teachers and pupils have found this to be ample ventilation and have shown great enthusiasm for this feature plus the radiant floor panel heating which is used throughout the building. An added feature of this school which has received great favor is the "walk-in" type of student wardrobes paralleling the corridor, ventilated top and bottom with open louvres and screened off by a
wood tackboard. It is sufficiently wide for students to walk through comfortably and is equipped with coat hooks, a shelf for lunch boxes, and a sturdy bench for removal of rubbers.

The auditorium serves at present as the parish church and although it is frankly designed as a gymnasium the parishioners have accepted the dignified simplicity which was achieved by the use of building material used in a natural and honest manner. The ceiling of this building consists of Benjamin Sky-glo louvre panels supported on the bottom flanges of the roof trusses with fluorescent lighting above. At the time of completion this was said to be the largest installation of Sky-glo ceiling in Michigan.

A scale model of this job is now on display in Rome, Italy, being one of a few American samples of contemporary Catholic architecture to be shown during the Holy Year. It was selected by the National Catholic Welfare Conference after a nation-wide survey.

The building was completed at a total cost of $187,624.02. It contains 15,685 square feet at a cost of $12.01 per square foot and 239,161 cubic feet at a cost of 78c per cubic foot.
Small House With Roof Lines

Remember when roof lines were considered important in the design of a house? The Prof would take a plan with jogs and breaks, and ask, "how would you roof this building?" Then he would proceed to illustrate several solutions — some good and some bad.

Here is an example from the American Builder magazine, with much merit — we believe.

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GENERAL CONTRACTORS VS. SEPARATE CONTRACTS

By Ralph A. MacMullan, Secretary-Manager, Associated General Contractors of America, Detroit Chapter, Inc.

Of late there has been some talk of separate contracts on construction, particularly on the heating, plumbing and electrical work. In some states a drive is being made to have legislation enacted to that end and even to extend it to other trades.

At the Associated General Contractors Annual Convention in San Francisco in February of this year, this matter was of major importance and interest to our Joint Cooperative Committee working with the American Institute of Architects.

A resolution was adopted condemning this practice of awarding separate contracts, not under the control of the general contractor, because it leads to confusion, lack of coordination, delay, and it increases both the general contractor's and owner's costs, while imposing added burdens on the architect.

Earlier (September 10, 1949) the National Joint Cooperative Committee American Institute of Architects—Associated General Contractors, with reference to a study of certain conditions which had arisen under the Federal Aid Hospital Program went on record as follows:

"The Committee believes the practice of awarding separate contracts is not conducive to the best results and that where public funds are involved, the contractor shall be selected on the basis of competitive biding and the work shall be let under an all-embracing contract, but not necessarily including the equipment such as kitchen equipment, sterilizers, refrigerators or other such specialized equipment."

The general contract system has been in existence many years, and its merits certainly have won it the position it holds.

In its recent program of Veterans' Hospital construction the Army Engineers took separate bids on mechanical and electrical work. Only a few jobs were let on the basis of separate contracts as on the other jobs lower bids were received for the complete job. On the jobs that were let separately they had so much difficulty and delay trying to coordinate the work they abandoned this system entirely and for the past year are taking only one general bid for the entire project.

The wish of the general contractor to retain the general contract system is not personal selfishness, and what self interest he has is to preserve a system which has proved the most efficient, which wage acknowledge makes it easier for him to operate, but which works in the long run for the best interest of all involved.

The general contract system came into being to satisfy certain needs of the owner. Those needs are many. They include:

Some agency to purchase very many types of materials and services and to incorporate them into the finished structure.

Some agency to assume certain legal responsibilities in tying all the elements of construction together.

Some experienced agency to assume and care for the risks and duties attendant upon construction—accident prevention, public liability, property protection, protection against the elements, a knowledge of wage and jurisdictional question or disputes in connection with labor.

A knowledge of sources of supply of labor and materials, transportation, a myriad of questions which experience answers.

The correlation of the job is essential. Experience has shown time and again that even one direct contractor operating to suit his own convenience and failing to correlate his work with that of other trades, may cause heavy damage and delay to others, eventually to himself, and finally even greater cost to the owner.

Many specifications have a provision that if the work of a contractor is delayed because of the work of other contractors an extension of time of completion may be granted; but frequently there is no provision for reimbursement for the additional cost to the general contractor on account of such delays. The general contractor takes full responsibility for delays when he has complete control of the job.

It may be claimed that the owner may assume the responsibility of correlation of trades. It is not likely that he can do that as efficiently as the general contractor who spends his life at that, any more than the general contractor can successfully assume the customary functions of the architect or owner whether private or public body. And, if the owner could, it costs in both direct cost and in overhead a great deal more than it would the general contractor with an organization tuned up to that type of work.

The saving of a few on the sub-
contractor's work is sometimes argued. Again whatever fee may be charged is justified by the service rendered and will in general be less through the general contractor than the costs as outlined in the paragraph above, if all the overhead is figured in.

One of the important functions of a general contractor is to screen out subcontractors who have little chance of successfully carrying out their part of the work on the particular project involved, and to select specialty contractors best qualified to carry out parts of the work at the most economical cost, and coordinate their work.

The usual reasons given for wishing separate contracts are so called “bid shopping,” or perhaps to a lesser extent because general contractors may not pay the subcontractor on time. We frankly admit that “bid shopping” exists in some cases. We hold no brief for it. We believe it is less than it was in years past, but where it exists the subcontractors are certainly a party to it.

A subcontractor’s price cannot be cut without his consent, and we understand many times this happens at his own urging.

“Bid peddling” by the subcontractor, rushing in to cut his own bid because he fears someone else has outbid him, exists about as much as “bid shopping.” Owners or architects attempt to shop bids with the general contractors. They can attempt to shop bids with separate contractors. We do not say that is prevalent but we do say it is done quite frequently.

Neither do we have any brief for the occasional case where a general contractor withholds money from the subcontractor when he has been paid for approved work. But we believe that is not too prevalent and many, many times general contractors pay subcontractors for work performed before they themselves collect on that work.

There is no automatic solution for such situations. It is a long term proposition of continually urging the best preparation of plans, full competition and a single bidding so that bids are not disclosed and then become a target for a second bidding.

The industry can keep at its job of eliminating as much as possible the minor evils which exist along the way, as they exist in all industries or professions, but we do not want to see a system which has produced the best
results for everyone concerned torn
down.

We firmly believe that the general
contract system is the most responsible
and economical, the smoothest running,
the quickest, and the least troublesome
to the owner and to the architect.

In those states where it is not pos-
sible to include all work under a single
general contract until these laws are
changed, it is our opinion, contracts
separately awarded should be placed
under the direction and control of the
general contractor with appropriate
compensation.

If a general contract cannot be
awarded and if the separate contracts
are not to be placed under his direc-
tion and control, then the general con-
tactor should not be required to ac-
cept a liquidated damage clause for de-
lay in completion or bear the added ex-
 pense of delays in such matters as
watchmen service, temporary light and
power, temporary heat, builder's risk
insurance, sanitary facilities, etc.

In order to obtain the most efficient
job with minimum costs and smooth,
undelayed procedure, the Detroit Chap-
ter, Associated General Contractors,
strongly recommends that construction
contracts be let to a general contractor
in their entirety.

C. HOWARD CRANE, A.L.A., a mem-
er of the Detroit Chapter, has offices
in London, Detroit and Birmingham,
England. While still maintaining his De-
troit offices, under the direction of El-
mer George Kiehler and Dixon B. Kel-
logg, he has practiced in London for
the past 15 years.

Mr. Crane was in Detroit for a day
on July 27. This was the second visit
ago he was speaker before the Detroit
Chapter, at its Ann Arbor meeting. It
is hoped that he can be our guest speak-
er in Detroit again later this year.

Mr. Crane in London has 33 active jobs through-
out the British Empire. Many of his clients are
American concerns with branches in Brit-
ain, such as Briggs Manufacturing Com-
pany, S. C. Johnson & Son, Inc., and many
others.

When Mr. Crane
here a few years
ago he was speaker before the Detroit
Chapter, at its Ann Arbor meeting. It
is hoped that he can be our guest speak-
er in Detroit again later this year.

HARLEY, ELLINGTON, & DAY won
the 1950 champions of the Detroit Ar-
chitectural Softball League. They de-
feated Wayne County Road Commissi-
on and Giffels & Vallet in the playoffs.
RADIO BROADCAST

The true life story of a promising young member of a local architect's staff will be dramatized on the "Mark Adams" radio program Tuesday night, August 22, at 7:30 PM, over station WWJ.

The subject of the drama, Mark Jaroszewicz, is employed by the architectural firm of Saarinen, Saarinen & Associates in Bloomfield Hills. His life story is one of dramatic and terrifying escape from war-torn Poland. The son of the Governor of Warsaw, he joined the Polish army as it fled through Poland and France in an effort to regroup for counter-attack against the Nazi war machine. His harrowing experiences throughout the war will be portrayed in a vivid manner.

In a personal interview at the end of the drama Mark Jaroszewicz will explain to "Mark Adams" how he came to this country at the end of the war, almost penniless, and found a new start in life. The "Mark Adams" program is sponsored in the public interest by the Employers' Association of Detroit in conjunction with many local business firms vitally concerned in preserving our democratic way of life. The "Mark Adams" series has been on the air every Tuesday without interruption for two years. It seeks through the portrayal of true-life stories of interesting Detroiters to re-sell the democratic, American way of life — under the free enterprise system.

GEORGE G. ZANNOOTH, A.I.A., has moved his offices from the Buhl Building to 714 Fox Building, Detroit 1. His telephone number remains the same—Woolward 3-7712.

Mr. Zannooth studied at the University of Michigan and the University of Pennsylvania. He was with the Albert Kahn organization for more than 20 years, and has practiced under his own name since 1946.

MODERN GAS COUNTER EQUIPMENT USED IN S & C DINERS

These popular restaurants, well known in Detroit and the Detroit area for good food and quick, pleasant service, use modern gas counter equipment.

In the attractive new Sutton & Clements—S & C—diner shown above, at 19180 Liver-
ON GETTING PUBLICITY FOR THE ARCHITECTS

By SAM WEINER
Houston Post Building Editor
From The Texas Architect

Algorithms and the work they do are news. All the newspapers ask is cooperation of the architects. A veteran newspaper man explains that cooperation helps to promote better relations between the press and architectural profession.

The architect serves his client, the public and himself when he publicizes projected building.

His client, except in the rarest of instances, benefits from the free publicity the project receives. The public benefits to the extent that it learns of the progress being made in the community—and progress is an infectious thing.

The architect benefits himself because he is identified with the project and because his perspectives are examples of his work placed in a show case, so to speak, for prospective future clients to see.

Getting publicity for his projects is sometimes easy, sometimes difficult. Knowing the best way to go about it is helpful.

The time element is important. When a project is in its early stages, and the public's interest is keen, it is to a newspaper's advantage to satisfy that interest.

Later, after the building is almost finished, or finished, it is ridiculous for a newspaper to run a perspective and tell the public, "Here is what the building will look like." By this time, the public has already seen the shape of the building and does not have to be told what it will look like.

Unfortunately, newspaper advertising departments sometimes run those perspectives, even with the building already finished, as a service to the advertiser.

But the newspaper in doing so, does not best serve the public or the advertiser. The owners of buildings must be made to realize that once a building has taken shape, the public's interest wanes. They get their best publicity—and it's free—when the ground is still bare and untouched, when the public is keenly interested in what will be done on this site.

Many merchants wait until their buildings are finished before they want publicity, thinking it is best to advertise the building when it is ready for business. When those merchants, or their architects, come to me at that time, with their perspectives, I refer them to the advertising department. They missed their chances for free publicity. Of course, the ideal combination is to get free publicity while their building is still news—in the early stages—and later to advertise their store opening, so the public can come in to buy.

Preparation of perspectives for newspaper publication is simple. Just remember that black and white perspectives, with sharp lines and a maximum of contrast always produce well. Colorized perspectives will reproduce, but not as well as black and white. Blue-print elevations should not be submitted to a newspaper for reproduction.

With the perspective, send along a memo with information about the project: Its owner, or owners (spell their names CORRECTLY—look it up in the telephone book to be sure it is correct); the number of stories; an estimated cost, even if only an approximate cost; the dimensions; type of exterior and interior walls; when bids are to be received, or to whom a contract has been let; when work is expected to be started, and when it is expected to be finished; any noteworthy unusual features or unusual twist in construction; and other data pertinent to the news story. Also, of course, send along your full name, or architectural firm name, although building editors, of course, should know them.

If the name is unusual, or some fact about the building very unusual—so unusual as to tax the newspaper's or reader's credibility—write the word (CORRECT) in parentheses and capital letters after the fact. Then the editor and type-setter will not question it. For instance, after a name such as Jim Reptile: The owner of the building is Jim Reptile (CORRECT), who is president of the Titanic Tile Company, etc.

An editor should always check names himself providing a double-check for accuracy, but some editors are careless.

Observe a newspaper's deadline. If the newspaper in your city has a Sunday building page and your sketch will not be ready until the latter part of the week, telephone the editor early in the week to let him know it will be available if he can use it. The editor can then make his plans for his art work accordingly.

Sometimes he will have to leave out your sketches, and usually it cannot be prevented. He frequently has to give up some of his space at the last minute because of incoming advertisements, sometimes because a heavy run of general news is breaking.

When those things happen, bear with him. He wants as much as you do to let the public know of new buildings that will soon start rising. If he does not run the sketch one week, he usually will the following week.
J. ALDEN (JOE) FUSCO, A.I.A., is architect for the $120,000 residence pictured at right. It is now under construction, will have swimming pool, circular glassed-in porch and many other features.

Joe is a member of The A.I.A., its Florida South Chapter, Detroit Chapter, Michigan Society of Architects, New York Society of Architects, and Engineering Society of Detroit.

CONFERENCE SPEAKER

Kenneth C. Welch, A.I.A., Chairman of the Grand Rapids City Planning Commission discussed "Planning for Central Business Districts" at the National Planning Conference of the American Society of Planning Officials held at Los Angeles Hotel Biltmore, Aug. 13-16. Some 500 key planning officials from the United States and its territories, and from Canada and South America attended the meeting. The National Planning Conference is the most important annual gathering of city, regional and state planners.

The invitation to Welsh represents nationwide recognition of his work and of the work of the Grand Rapids City Planning Commission. Other agencies participating on the program included the city planning commissions of New York, Los Angeles, Pittsburgh, Dayton, Miami, San Francisco, Seattle, Boston and many others.

Keynote of the 1950 conference was sounded by Richard L. Neuberger, Chairman of the Municipal Affairs Committee of the Oregon State Senate and nationally known writer. Major topics considered at the meeting included private investment in urban development, water and the future of cities, the advance planning of public works by cities, and public relations in planning.

A highlight of the four-day conference was a report on Latin-American Planning Progress. Architects and planners from Argentina, Chile, Cuba, El Salvador, Mexico, Peru, Puerto Rico and Venezuela participated.

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Grosse Pointe Park’s newest commercial building is the divisional office of the Automobile Club of Michigan, by O’Dell, Hewlett and Luckenbach. Located on East Jefferson Avenue at Somerset, it is the terminus of the business district.

Immediately east of Somerset Avenue lies one of the finest residential areas in Michigan. Bounded on the south by the Detroit River, on the east by Lake St. Clair, one half-hour’s drive from the heart of Detroit, the district is geographically ideal. This area of many square miles has profited by rigid control of commercial areas, the complete absence of industrial activity, and a high standard of residential construction.

The eventual transition from this residential area to the active commercial area immediately west of Somerset Avenue has long been the concern of property owners, city officials and civic-minded persons. The acquisition of the northwest corner of this intersection hinged on the proper solution of the problem. It was obvious that the building must give evidence of its commercial and institutional nature and at the same time share the pleasant qualities of the homes off Jefferson Avenue. As the last building of the commercial area, the Automobile Club branch office stands literally as the transition piece.

The architectural style of the build-
ing was determined by the owner's policy and city regulations. The requirements of the style, the problems of off-street parking and property line restrictions, were carefully studied to eliminate interference with the owner's major problem: most effective correlation of departments for unified operation and maximum service to Club members.

Each branch provides Automobile Club members and member of the affiliated Insurance Exchange with three primary services:

1. Tourist information and travel arrangements, including route maps and reservations;
2. Insurance claims;
3. Sales of Club memberships and insurance.

The integration of these departments has an architectural expression in their grouping around the core of Auto Club service the Travel and Information counter. This deliberate focus of attention and activity is a ninety-foot
counter, from which the Travel Counselor's desk projects at one end and the cashiers' booth at the other. Heavy patronage, especially during the weeks of license plate purchasing, warrant the striking size of this unit.

Directly behind this counter is a spacious work area for the clerical staff, with the manager's office and switchboard immediately adjacent yet convenient to other departments. The claims department, accessible from the public and clerical areas, occupies the west wing of the building. The north wing, divided by a corridor to the rear entrance includes space for the sales manager and twenty salesmen on the east side with shipping dock, stock rooms, elevator and women's rest room and lounge on the west side. The lounge numbers among its conveniences an apartment-type kitchen unit.

This efficient internal arrangement finds exterior expression. The huge counter enclosed clerical area, along with entrance vestibule and lobby are contained in the higher central portion, copper-roofed, topped by the cupola. From this dominant mass are projected the three low, flat-roofed, wings. Entrance and vestibule doors (balanced type, in stainless steel and glass) open directly into the public lobby before the great counter. The ceiling, at fifteen feet, incorporates recessed lighting fixtures and ventilating grills in the acoustic tile pattern. Walls are plaster, painted in two shades of gray; floors are generally of green asphalt tile on a concrete slab supported on open-web steel joists. Counters and cabinets are of oak in a modern gray finish. Desks, files and other office furniture repeat the gray and chrome of walls and hardware.

Equipment and colors of the three wings are similar except that light fixtures are surface mounted at a lower ceiling height of 10'-6". Lighting is predominantly fluorescent, providing thirty-five to forty foot-candles in work areas.

Toilets and janitor closets have terrazzo floors and bases with structural facing tile walls. Toilet partitions are metal of the insulated panel type.

The electric-hydraulic elevator serves the first floor, loading dock, and basement.

The basement contains the receiving and shipping room, active file storage (400 square feet), and dead storage (1650 square feet), maintenance storage, telephone equipment, men's toilet and lounge, and boiler room.

Heating is by gas-fired hot water boiler and fin-type convectors in two zones served by circulating pumps.

Exterior walls are brick and stone with painted wood entrance portico, cupola, and window trim. The cupola, purposeful as well as ornamental, contains exhaust louvres for an elaborate ventilating system, and on the front face a large clock illuminated by concealed lights. Soffit lighting of the portico, the broad striking sign on the frieze, and exterior floodlights are con-
NEW UPHOLSTERY FABRIC

VierteX "Madagaska," a new unusual plastic upholstery fabric is being manufactured by L. E. Carpenter & Co., Inc. of Wharton, New Jersey. It simulates expensive, native Madagaskan straw, but it is an inexpensive vinyl plastic fused with a fabric which retains the look of straw. It is tough enough to top a table, washable, stainproof, and impervious to alcohol. It is so pliable that it can be shaped to cover elaborate pieces of furniture without any chance of cracking or flaking on curved or rounded applications. The table shown covered with "Madagaska" is from the "Madagaska Group" created by Founders Furniture Company of Pleasant Garden, North Carolina.

"Madagaska" is also adaptable for lamps, screens, and other decorator-inspired specialties and displays. It is being introduced in men's belts, women's shoes and a range of other fashion accessories.

Mr. Walker and Mr. Orr both emphasized that the scope of the committee's work was very broad, and work on the most urgent aspects of it had already commenced.

DEFENSE PROGRAM

A comprehensive effort to aid in the expanded national defense program has been announced by Ralph Walker, president of the American Institute of Architects, spearheaded by a strong new national defense committee headed by past president Douglas W. Orr of New Haven. As outlined at an initial meeting in New York early in August, the program will have far reaching effects on the entire program of the Institute and its chapters.

Members of the national defense committee include Howard L. Cheney, Chicago; John Reed Fugard, Chicago; Harold Dana Haff; New York; Harry M. Prince, New York; Perry Coke Smith, New York; Glenn Stanton, Portland, Oregon; Harold Buckley Willis, Boston; Kenneth E. Wischmeyer, St. Louis, Mo. Other members are being added from among the chairman of standing committees of the Institute dealing with architecture and nuclear sciences, government relations, schools, hospitals, urban planning and housing, and related subjects.

A preliminary survey of the field, based on wartime experiences of architects in this country and abroad, indicates that the architectural profession will be expected to make a major contribution to civilian defense, Mr. Orr said. A detailed survey is already under way to determine the capabilities of the architectural profession. He described problems of plant and shelter design, the dispersal of urban populations, and camouflage as among those of immediate importance.

The Committee is also actively at work upon problems relating to government control of building materials, the reorganization of public housing, redevelopment and research programs, and such immediate defense activities as the design of airports and public buildings to house defense activities.
NEW DETROIT STORE FOR RWAY FURNITURE COMPANY

Ground is to be broken soon for a new furniture show room building being erected by Reiss Manufacturing Corporation, of New York, for its subsidiary, Rway Furniture Company, of Sheboygan, Wisconsin, manufacturers of dining room and bed room furniture. The structure, with frontage of 124 feet and depth of 130 feet, is to be located at 2440-50 West Grand Boulevard, just west of Twelfth Street. The building line is to be ten feet back from sidewalk.

Besides a spacious vestibule and lobby for elevator to second floor, the ground floor will contain full-size rooms or booths for showing suites of furniture in their entirety. Above the eight-feet high booths, the treatment will be of the material Weldtex, with acoustical ceiling.

Mechanical features will include forced circulation heating, air conditioning, sprinkler system and other modern equipment.

The exterior will be of three-toned Granux, the main body of which will be Jasper Gray.

A large part of the second floor will be available for rental, with occupancy expected about January 1, 1951.

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