Membership in the Michigan Society of Architects is composed of corporate members through the three Michigan Chapters (Detroit 391, Saginaw Valley 10, Western 7).
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Yes, PRIDE of achievement comes naturally, but winning satisfied clients comes the hard way.

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The Michigan Society of Architects' Board of Directors met at Hotel Fort Shelby in Detroit, September 18, at which board members joined with the Detroit Chapter for a cocktail party given by the office of Giffels & Vallet & Rossetti, and for dinner at the Hotel.

Reports were heard from the various committee chairmen, including Knuth on Midsummer Conference, Spence on the Monthly Bulletin, Hammett on Education, King on Finances and State Fair Exhibit, McGrew on Group Insurance, Morison on the 1943 Convention, and Special Representative, Vander Laan as Secretary, Blair as Treasurer, and Hughes as Executive Secretary.

Carl F. Kresbach, a member of the Western Michigan Chapter, presented a proposed "School Guide" prepared by a committee on which he is a member. This Guide contemplates the filing of the office of Mr. Wilfred F. Clapp, of the State Department of Public Instruction certain forms similar to those used by building departments in applying for building permits. It is stated that the new procedure should facilitate the processing of school plans through the department so that what formerly took several weeks should be done in a few days. The Society Board has the matter under advisement.

James B. Morison sent a report stating that he had appointed chairman of various committees in preparing the Society's 39th annual convention to be held at Hotel Statler in Detroit on March 11-13, 1953. They are Lyall H. Askew, Program; Suren Pifaréian, Arrangements; Edward G. Rosella, Registration and Reception; L. T. Gabler, Entertainment; Walter B. Sanders, Architectural Exhibits; Stewart Kissing, Building Material Exhibits; Henry D. Spaulding, Brochure; Linn C. Smith, Publicity.

Mr. Richard Van Praag, inspector for the State Board of Registration for Architects, was present at the meeting and gave a report of his investigations of violations and reporting them to the Board. He stated that in general building departments are complying with the law with regard to requiring seals on plans submitted for permits, though there are some cases pending which involve misuse of the seal. Mr. Van Praag has been with the Board for six weeks and during that time has made considerable progress. He urges architects to report violations that come to their attention.

The next meeting of the Society Board will be held at the Durant Hotel in Flint on October 8, with Saginaw Valley as the host chapter. On November 6 the Board will meet at Dearborn Inn, and on December 10 at the Detroit Athletic Club. At the December meeting officers for 1953 will be elected.

Now and then the best of us find ourselves doing things the hard way, but few like to confess to it.

An architect moved into a new summer cottage before it was entirely completed. The pump was not operating, so he carried water from the lake to the house, using two pails at a time. He tied a rope to the handle of the one pail, lowered the other pail from the rocking and drew it up. He would then untie the rope, tie it to the handle of the other pail, and repeat.

In talking of it at dinner, the wife asked, "Why don't you pour the water over from one pail into the other, and then lower the same pail again?" Somewhat along this line is the story telling for himself. He had just moved into his new home, which is equipped with a dishwasher. There being only the two of them, his wife didn't find it helpful, saying it was more trouble than washing their few dishes by hand. She said to her, "Well, whether it's more trouble or not, you've got us out of money that way."
Two hundred and fifty people attended the Detroit Chapter's first fall meeting at Hotel Fort Shelby in Detroit on the evening of September 18. The occasion was to honor Chapter member, Louis Rossetti, A.I.A., and his firm of Giffels & Vallet, Inc., L. Rossetti, Associated Engineers and Architects.

The dinner was preceded by a cocktail party at which the G. & V. firm was host to Chapter members, their ladies and guests.

In the absence of Chapter president Eero Saarinen, who was in Paris, vice-president Amedeo Leone presided. He presented a certificate of membership to Hurless E. Bankes, a new corporate member. Leone also announced that Marcus R. Burrowes, F.A.I.A. had been made a member emeritus of the Institute and the Detroit Chapter.

Another member who came in for special recognition was J. Alden (Joe) Fusco, now a member of the Florida South Chapter, A.I.A., who has retained his membership in the Detroit Chapter and the Michigan Society of Architects.

The presiding officer presented the board of directors of the Society who had met at the Fort Shelby during the afternoon. Those present at the dinner were president Bauer, vice-president Hammett, Langius and Spence, treasurer Blair; directors King, Knuth, McGrew and Smith, and secretary Vander Laan. He recognized Herbert L. Hawthorne who had recently won two local and one national small house competitions.

After these brief preliminaries, Leone came to the feature of the evening, the presentation of the Chapter's Honor Award Medal to Rossetti for his firm's Veterans Hospital in Fort Wayne, Indiana, on which A. M. Strauss, A.I.A., of Fort Wayne had been associated architect. The building had received an A.I.A. national award of merit.

Leone stated that the firm of Giffels & Vallet & Rossetti had distinguished itself for the high standards it had set in design, adding that although it had long been a large firm, it was still expanding rapidly.

Rossetti, in accepting the medal, stated that he wished he could break it up into pieces so that each and every one who had a part in the project could be awarded his share.

As members and guests were scheduled to visit his firm's recent project, the WWJ-TV studios, in the vicinity of the Hotel, Rossetti made a general statement about the project and introduced some representatives of the clients, Messrs. Edwin J. Love, William J. Scripps, Leonard Spragg, William E. Walbridge, Edwin K. Wheeler and Russell Williams.

Rossetti also introduced Mr. John W. Armstrong of Darin & Armstrong, the general contractors. He then presented members of the G. & V. firm who had important parts in the project, including Bertram Giffels, Raymond F. Giffels, Glenn Armstrong, George M. Armstrong, John Casey, Sidney Chapoton, Carlton Gleasman, Frank Greer, Harry Harris, Burton P. Harrison, Kenneth Howard, Arthur K. Hyde, George Kimber, Donald Mason, John D. Monteer, Harold Morris, Oscar Poulson, Bradley Pruden, Dominic J. Rossi, Harry Stihler, Fred Thompson and Edward X. Tuttle.

The evening was adjourned and the group divided into ten units with leaders for a visit through the studio. While there was no live program to be viewed, the guests did see considerable of the workings of the studio, including rehearsing and the many other intricate details. The verdict was a most interesting and instructive evening, not only from the standpoint of television and radio but also from an architectural standpoint.

CHAPTER BOARD MEETING

At a meeting of the Executive Committee of the Detroit Chapter, A.I.A. held at the Detroit Athletic Club on the afternoon of September 17, the following applications for membership were approved:


For corporate: James W. Conn.

Two nominating committees were named to prepare separate slates of officers and directors to be voted upon at the Chapter's annual meeting on October 16. The committee appointed by the vice-president consists of Arthur K. Hyde, chairman; Earl W. Pellerin and Suren Pillafian. The committee elected by the Board consists of Eugene T. Cleland, chairman, Gerald G. Diehl and James B. Morison.

The Board approved the organization and by-laws of the proposed Great Lakes Regional Council, and elected five delegates to represent the Chapter. They are Leo M. Bauer, Kenneth C. Black, Clair W. Ditchy, Talmage C. Hughes and Eero Saarinen. John N. Richards is temporary chairman. It is expected the organization will be completed at the Great Lakes Regional Seminars at Cincinnati on October 2 and 3.

It was reported that Raymond S. Kastendieck has been nominated for the office of Great Lakes Regional Director, to succeed Richards, whose term expires at the next Institute convention.

Gerald Diehl was appointed the Chapter's representative on the Architects-Builders & Traders Joint Golf Committee for 1953.

The Board approved the nomination of four of its members for fellowship in the Institute.
"All this in my lifetime...."

"I just read a 'believe it or not' statement that set me to thinking. It said that in 1950, the weight of concrete placed in the United States exceeded by far the total U. S. production of iron and steel, plus all the copper, lead, zinc, aluminum and other non-ferrous metals plus all the brick, tile and lumber.

"Think of it! I did. Then I stepped to my window and in two minutes counted 17 uses of concrete in the small area visible. The streets and sidewalks, the building across the way, the lamp posts, a water tank, a new factory, the sill outside my window, the steps leading into our building, the floor under the carpeting on which I stood ... .

"And this is all the more remarkable because it's happened almost entirely during my lifetime. The first portland cement concrete pavement constructed in this country was built in 1891, the year I was born."

Yes, all this has happened in 60 years. But the greatest progress has come since 1916 when the leaders of the cement industry established the Portland Cement Association, a non-profit organization, with headquarters in Chicago.

The PCA research, education and technical service program has produced two major results. First is the development of new, practical economical uses for portland cement concrete that led to its being the most widely used material in the construction field. Second is the development of more and more durable concrete at lower and lower annual cost.

The Portland Cement Association's continuing research, educational and technical program is made possible by the voluntary financial support of its 68 member companies who make a large part of the portland cement used in the United States and Canada.
"QUO VADIS," O YE, OF THE ARCHITECTURAL GUILD!

From whence do you come, and whither do you go? Down the long illustrious road of civilization, you have vaunted your skills to give the world all of its monuments of Architecture. With infinite patience and consummate skill, you have robbed crude elements of their destiny and flung them into the sky to make this a lot better world in which to live.

But a new era is upon us. In many respects, it was wrought by your very hands. It is an era of abundance, of space ships and atomic energy; and in your particular niche, it is an era of resplendent architecture — light, cheerful, and functional — beautiful beyond words.

With all its many prospects, our age is beset with frustrations, ideologies, and challenges beyond any era in history. If this new age, which was cradled right here in Detroit, is to flower into full bloom, we must more carefully look after the responsibilities of citizenship which we owe to our Government.

Right now, while the issue of a National Election is in the minds and hearts of all America, and as we ponder the immortal sentiments — "Quo Vadis?" Whither goest thou? — is it not in order that we count our many blessings?

Certainly, the beautiful philosophy of love which Christ gave us is the greatest blessing that we have.

The Magna Carta stands as a monument to human dignity and freedom. Then there is our very own Declaration of Independence and Jefferson's immortal sentiments that all men are created free and equal.

Finally, the Constitution and the Bill of Rights are to be counted among our priceless possessions.

Count your many blessings and, come November, make sure your greatest blessing is counted.

C. Allen Harlow
Relationship of the Architect with Distributor

A Talk by John L. Pottle, before 123 Distributors and their Sales Managers, at Crawford Door Company's Sixth Annual Sales Conference, in Detroit

I am sure I am here not because I am the best speaker or the best architect you could find for the occasion. Seriously, however, I am sure because, being an architect, I represent your "silent salesman" and as such, I want to emphasize to you the fact that the architect is the silent salesman for every product that goes into a building construction. He not only can but does specify every item from the type of nail to be used to the completely assembled product to be incorporated, such as your Crawford door.

To represent the distributor effectively and to be his silent salesman, the architect must know the product. He must be convinced of its every salient feature and its workability. Such knowledge can only be gained through close cooperation with the distributor. The architect will not only welcome but will expect periodic calls from and conferences with the distributor's salesmen and, as a time-saver, an appointment time suitable for both should be arranged. Your salesman should be qualified to demonstrate to the architect every feature of your product...he must know its selling points and be able to provide the architect with complete specifications and details...detailed sheets to scales used by most architects should be available...he must provide the architect with sales as well as service manuals and, importantly, he must be available to the architect. In the majority of cases, when an "assist" for a specific detail or design is needed by the architect the drawings are already on the board and such an assist cannot be delayed until tomorrow...it must be provided NOW.

Once the product's specifications are included in the architect's specifications, drawings and plans, the distributor's job is by no means finished. He must be available for conferences with the architect's clients...he must be available for supervision of the installation of his product. His job, like the architect's, is non-ending so long as his product is being used.

And here I want to bring up the matter of services. The client is entitled to prompt and expert service and adjustments. His complaints or service problems are usually relayed to the architect but the architect must turn to the distributor for the solution to such service problems and the distributor must carry on from there.

Right now I should pay a special tribute to your Detroit office. A garage door must, of course, be compatible with the general architectural design. The architect appreciates that a manufacturer cannot carry stock doors for every type of building, commercial and residential. Therefore, the distributor must work with the architect in creating a specially designed door, still using the manufacturer's standard operating mechanism and mechanical features. You here in this office have been of great value to me in this respect. I have a feeling that many times it might be hard for you to recognize your own effort.

I am pleased to be with you today. I feel that you have been most cooperative in meeting all the necessary distributor-architect requirements. So long as the distributor-architect relations are maintained at their present high level, I have no hesitancy in being YOUR "silent salesman."

PAUL B. BROWN, chairman of the membership committee of the Detroit Chapter, The American Institute of Architects, announces that the membership of Mortimer E. Bacon has been transferred from the Central New York Chapter to the Detroit Chapter.

Bacon, a native of Monroe County, New York, received his architectural training at Scranton Correspondence School and Mechanics Institute in Rochester.

He was employed in the offices of Rochester architects until he came to Detroit in 1960, since which time he has been engaged by the architectural department of the S. S. Kresge Company.

Bacon resides at 475 Peterboro street in Detroit.

CRAWFORD DOOR SALES CONFERENCE, DETROIT

MSA SPECIAL REPRESENTATIVE

Neil C. Bertram Reports:

There have been no meetings of the Western Michigan and Saginaw Valley Chapters since the last Board meeting at Mackinac. On next Monday, September 22, 1952, I plan to attend the Western Michigan Chapter meeting in Lansing.

New contacts made are in connection with furthering publicity with the newspapers; Colonel Burdick of the Detroit Free Press planned a more complete coverage of the State Fair Exhibit than materialized. While he was ill, Mr. Angelo, the Automotive Editor, was his substitute and the picture story coverage promised by Col. Burdick did not come about.

Mrs. Braun, editor of the LIVING section of the Free Press, based a picture-story on Architect John K. Cross' home. A story, "A Day in an Architect's Office," using Architect Glasson Coomb's office as model is forthcoming. Mrs. Braun and I went to the new home of Architect Frank Barcus and this will be used for publication when furnished. Also planned for picture coverage are three architect-designed homes in Ann Arbor; Professor Hambert has selected the homes for publication and we will be in Ann Arbor for the pictures on September 22.

Violations prepared: The Walter Butler Co. in St. Paul, Minn. was reported by a Detroit architect as advertising architectural services in a national publication, citing a structure in Michigan. A letter has been sent to this company advising of the violation of the Michigan Registration Act.

Further violations reported by architects and being acted upon are Holland's Motel, in Livonia and a warehouse and factory for the Taylor Sash and Door Co., Livonia.

Work with the State Fair Committee continues and during construction to assist Bill Lowe whenever possible; getting submitted displays to fair, hung, and back to their source, mailing tickets to architects who were hosts, and arranging for other architects as fill-ins when an architect could not serve.

The history of the Society is still in a sorting stage. I am reading all correspondence, memos, and other written subject matter and marking those items that would be of interest when actual script begins. So far, this has progressed through 1917. More material has been uncovered by Mr. Marcus Burrowes and is in his office at present. The years that I find no written record for are 1890 through 1896.

Further publicity for the State Fair exhibit resulted through our publicity release to 35 daily papers in the State; also news coverage on Governor's Day when Gov. Williams and his wife inspected the Exhibit. The Junior Associates of the Detroit Chapter are to appear in a forthcoming column in connection with the publicizing of Jack Montieth's first house in Mt. Clemens. He is to describe what the Junior Associates means through his interview with Mrs. Braun.
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Buildings are one of our great physical assets. Not only do they possess a tremendous intrinsic value, but our mode of living is vitally dependent on them. The means by which we enjoy the amenities of modern life are contrived and fabricated and housed in them and the confidence and feeling of security with which we approach our daily tasks are inextricably involved in the reliance we place upon the safety and convenience which our buildings afford. Buildings and their relation to one another exercise a discipline upon a community which makes for order and efficiency, as it witnessed by the fact that order disappears when the buildings of a community are destroyed; martial law must be established at once and great emergency efforts exerted to restore a semblance of the community's daily life.

I make these observations to assure you of my appreciation of the importance of your role not only as custodians of a very significant item of the nation's material wealth, but what is even more important as guardians of this vessel of its culture, its freedom, its ideals. Whatever you do to maintain and enhance the character of the buildings of the country is a contribution to the stability and progress of the American way of life and to the expansion of opportunities for our people. We of the architectural profession to whom is entrusted the design and creation of our buildings are intimately concerned with the public awareness of their value and significance and the measures which are taken to uphold and protect their quality.

We know of course that you are conscious of your responsibilities. This 37th Annual Conference is a glowing testimony to that fact. These perennial meetings serve to indicate the ever-changing problems which confront you;

they offer an occasion to exchange ideas, to give each other the benefit of your varied experiences and to acquaint yourselves with the latest developments in the broad field of construction, and to devise provisions to meet their impact upon building regulations. For construction, like all other activities, is subject to constant change; new materials, new devices, new conceptions in design, all with their implications in the realm of public health and safety must engage your serious attention and ministrations.

The great exodus from the farm to the city, the advent of the automobile and other means of transportation and communication, the multiplicity of modern conveniences—and inconveniences, have brought about complexity and congestion in our cities and have increased tremendously the problems and hazards in our buildings and the need for greater controls. Old buildings are put to new uses and alterations are made to accommodate functions which were never contemplated in the original structure. This brings to mind a story which on the grounds of appropriateness may be forgiven its alterations which were never contemplated.

An old New England bachelor, the last member of an old New England family, inherited the old family mansion, a stalwart and sound relic of Colonial times. In his state of single blessedness our friend had no use for this commodious heirloom, and overcoming the pull of sentimental attachment, he offered it for sale. A successful New York businessman acquired it and immediately undertook some extensive alterations. The former owner, visiting the premises one day was taken on a tour of the place by the new owner who explained in detail how he was modernizing the house. "On this end" he explained, "I am adding a sun porch below, with an open sleeping porch above. Inside on the first floor I am having a powder room constructed and an incinerator installed. Upstairs there will be a bathroom attached to each bedroom". Some time later our friend met an acquaintance who inquired, "What are they doing to your old house, Lem?" to which Lem replied "Beats all how them city folk live. Everything we do outside they do inside and everything we do inside they do outside."

All of these problems with which you have to contend are part of the architect's problem. He is confronted with the necessity of satisfying the needs of his client amply, economically, and in the most enduring and pleasing fashion, and he must furthermore relate this creation of his imagination to its environment. The old Roman definition of Vitruvius still holds good, "Well building hath three conditions: firmness, commodity and delight." The first of these certainly falls within your purview, the second does in many respects, the third I am quite sure is incidental, and I fear that many who clamor at your gates for relief from your limitations, believe it is quite foreign to any of your considerations; in spite of the fact that the restrictions and mandatory provisions of building codes set up minimum standards below which it has been determined that it is unsafe and unsound to go, there are those who would persuade you to think otherwise. Codes undertake to protect public health and safety—and vaguely public morals—in two ways: (1) through the use of proper materials which will protect against structural failure and offer sufficient resistance to fire and other forms of deterioration and destruction, and (2) through the control of items of design affecting light, ventilation, exits, sanitary facilities, room sizes, ceiling heights, etc. It is interesting to recall that on some occasion many years ago, your first president, Rudolph Miller, made the remark that more human
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lives were lost through poor design than through the use of poor materials. If I remember correctly, the reference was to improper and inadequate exits and circulation in places of public assembly and their failure in times of catastrophe.

It is always difficult if not impossible to write a regulation which will fit all conditions and all cases to which it applies. Changing times and conditions may soon make a regulation obsolete. I remember the first house in which I had specified a modern heating plant with its handsomely enameled insulated jacket. The code required a 2" thick sand cushion on top of it, which, of course, we were not required to install. The time may soon come when heat pumps and similar devices will be the conventional methods of heating and may eliminate many of the precautions deemed necessary in the presence of live combustion. Improvements in automobiles have made the extreme precautions required in some codes and which had their origin in "Storage of Inflammable Liquids" codes, seem unduly severe.

Methods of construction are constantly changing and the delivery of raw materials to the job is gradually disappearing. The architect and his assistants are required to have more intelligent inspection and better control, and should be a factor in economy and in a stable situation it might well prove to be. Today, however, it is not the proper time to evaluate its significance. The inventive genius of our nation and of nations abroad is constantly bringing to the building industry the fruits of its labor. New materials such as plastics, stainless steel, aluminum and copper alloys, insulation boards are being offered in an amazing variety of forms. New paints are claimed to give great advantages over the old conventional ones, and chemical preparations in an endless number will fireproof wood, waterproof masonry, harden cement floors, seal exposed surfaces, improve the plasticity of mortars, and so on.

The welcome tendency in codes today is one that is also finding its way increasingly into architects' specifications, namely, to emphasize the performance or net result sought rather than the method to be followed, the end rather than the means. This, I know, has been the subject of much thought on your part and is recognized as the basis for simplification and nationalization of codes. The practice of architecture today is beset by compliance with a wide variety of codes and restrictions and simplification in this field is a boon. Architects seek to achieve for their clients buildings which satisfy to a high degree the conditions set down by Vitruvius. In accomplishing this they will usually exceed the requirements of the governing codes which perform only set up minimum standards. The architect is an ally of all those who seek to promote public health and safety through better construction and may I in all modesty and truthfulness remark that the finest buildings of our land are the products of his labors, for in addition to durability, adequacy and convenience he adds that intangible ingredient of good design.

These random thoughts have examined some of the facets of building where our functions overlap or perhaps I should more properly say go hand in hand. Ours are functions which have indeed an immediate purpose which, however, is conditioned by remote considerations. For buildings far outlive their creators and it is for us to leave to posterity as fine a heritage as it is possible to achieve.

Because of the tremendous increase in urban living and the train of problems which this concentration has brought, we have as a nation become keenly sensitive of the need for intelligent civic planning. We have come to recognize that not only is the character of a building important to itself and its immediate neighbors but it may be an asset or a liability to the community. We find ourselves burdened with the mistakes which ignorance and disregard for the principles of city planning have perpetrated. The disorderly growth of our large cities has produced civic decay which we are now at great effort and expense trying to eradicate. May I on this occasion which you have given me please this plea on the part of my profession, that we stand together eagerly alert to combine and cooperate with all forces dedicated to the cause of better construction and its concomitant, better community building, to the end that we may eschew the many pitfalls and errors of the past, and through our concerted efforts bring a wise and plausible approach to our ever-changing problems; encompassing the new while recognizing the old and moving forward as befits one of the great agencies of civilization.

Shown viewing the architectural exhibits are Mrs. G. Menzies Williams and Mrs. Walter Grune with the Governor; Harry Wright, of the State Fair Management; Governor Williams, and Leo M. Bauer, Society President.

ARCHITECTS EXHIBIT AT STATE FAIR

The exhibits of architectural drawings, photographs and models held in connection with the Michigan State Fair in Detroit, which closed on September 7, was well received by the public. It is estimated that upwards of 100,000 people visited the show, and much interest was evidenced.

Sol King, general chairman of the exhibit, has expressed his deep appreciation for the work of his committee, the hosts who served during the ten days, and all others who contributed so much to the show's success. King especially singled out the office of Victor Gruen for the excellent design, saying that Mr. Gruen himself and members of his staff deserve great credit. He also thanks The Detroit Edison Company for donating the electrical fixtures.

The management of the Fair has invited the Society to exhibit again next year, indicating that they are pleased with the results. It has been suggested that next year there should be an information desk and that hosts should wear badges. This is because that, while there were as many as three architects on duty at all time while the show was open, very few questions were asked. This could be because many visitors did not recognize the hosts as such.

Some comment was made that the names of architects on the exhibits were too small to be easily readable. This was especially true of the models. Reports were heard that at certain times during some afternoons the exhibits were closed. This was because of the races which took place just outside the Club House, and it was found that many people gathered there to watch the races, without paying for some.

It is felt that this was one of the finest shows the Society has ever put on. Certainly it drew the largest attendance.
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PENDULUM SWINGING BACK TO MORE FORMAL ROOMS

By Lillian Jackson Brown

As a result of their recent tour, the Thompkins of 21 Mound have redecorated their dining room in the style of Dr. and Mrs. Henry Thompkins and realized that the room can be made to look more formal without losing its comfort and charm.

The Thompkins’ dining room is located in the rear of their house and is separated from the living room by a sliding glass door. The room is painted white and has a large picture window overlooking the garden.

The Thompkins have replaced their old table with a new one made of dark wood and have added a new set of chairs. The old chairs were uncomfortable and not very attractive, but the new ones are much more comfortable and have a better design.

The Thompkins have also replaced their old rug with a new one made of high-quality materials and have added new drapes to the windows. The old drapes were thin and not very effective in blocking out light.

The Thompkins have also added new lighting to the room, which makes it much brighter and more inviting. They have also added new artwork to the walls, which gives the room a more sophisticated look.

The Thompkins are very pleased with the changes they have made to their dining room and feel that it now looks much more formal and elegant.

On this and the following four pages are some examples of recent publicity received in connection with our Architectural activities in Michigan.
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Hills Architect Will Receive AIA Tribute

Eero Saarinen, Bloomfield Hills architect, will be one of three members of the Michigan Society of Architects being honored by the American Institute of Architects. The honor will be awarded during the 86th annual meeting of the AIA, New York City, June 15.

Announcement was made by Linus C. Smith, former Michigan Society of Architects director and now councilor, who said Kenneth C. Black of Lansing and Robert B. Frants of Saginaw would be the other recipients.

Architects Plan All-Day Outing

The West Michigan chapter of the American Institute of Architects will hold its annual all-day outing on June 28.

They will be joined this year by the local chapters of the American Institute of Architects in Indiana and Ohio. The outing will feature a stop at the Grand Canyon, one of the world's most scenic areas. The chapter president of the AIA, Mr. Smith, will serve as the host for the grand tour.

Dr. G. T. D. M. Jones, a member of the Board of Trustees of the American Institute of Architects, will address the gathering at the Grand Canyon. The tour will conclude with a visit to the Palisades, a famous geological formation near the Grand Canyon.

MICHIGAN SOCIETY OF ARCHITECTS

The society is a professional organization of architects and related professionals, dedicated to the advancement of architectural knowledge and the improvement of the architectural profession. It maintains a strong emphasis on education and ethics, and its members are required to adhere to a strict code of professional conduct.

Hills Architect Will Receive AIA Tribute

Eero Saarinen, Bloomfield Hills architect, will be one of three members of the Michigan Society of Architects being honored by the American Institute of Architects. The honor will be awarded during the 86th annual meeting of the AIA, New York City, June 15.

Announcement was made by Linus C. Smith, former Michigan Society of Architects director and now councilor, who said Kenneth C. Black of Lansing and Robert B. Frants of Saginaw would be the other recipients.

Architects Plan All-Day Outing

The West Michigan chapter of the American Institute of Architects will hold its annual all-day outing on June 28.

They will be joined this year by the local chapters of the American Institute of Architects in Indiana and Ohio. The outing will feature a stop at the Grand Canyon, one of the world's most scenic areas. The chapter president of the AIA, Mr. Smith, will serve as the host for the grand tour.

Dr. G. T. D. M. Jones, a member of the Board of Trustees of the American Institute of Architects, will address the gathering at the Grand Canyon. The tour will conclude with a visit to the Palisades, a famous geological formation near the Grand Canyon.
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Competition for Concrete Masonry Home Designs

To Close July 15

Eligible Only to State Residents

Sponsored by the Michigan Society of Architects for design of low priced concrete masonry homes, the competition has been open to architects engaged in the design of homes in Michigan. The competition is sponsored by the National Association of Home Builders, who has announced the competition's official sponsors: American Institute of Architects, American Society of Civil Engineers, American Society of Landscape Architects, and the American Society of Interior Designers.

Cash Prizes Offered For Masonary Designs

The Michigan Society of Architects has announced a competition for the design of low priced concrete masonry homes. The competition is open to architects engaged in the design of homes in Michigan. The competition is sponsored by the National Association of Home Builders, who has announced the competition's official sponsors: American Institute of Architects, American Society of Civil Engineers, American Society of Landscape Architects, and the American Society of Interior Designers.

March Masonry Home Contest Billed

In the contest, architects are invited to submit designs for homes that are to be built in Michigan. The contest is open to architects engaged in the design of homes in Michigan. The competition is sponsored by the National Association of Home Builders, who has announced the competition's official sponsors: American Institute of Architects, American Society of Civil Engineers, American Society of Landscape Architects, and the American Society of Interior Designers.

ARCHITECTS SEEK PLANS FOR LOW PRICED CONCRETE HOME

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City Accepts Kiefer Grant

The City Council has accepted a grant from the Kiefer Foundation for the construction of a new hospital addition. The grant will be used to provide funds for the construction of a new hospital addition. The grant will be used to provide funds for the construction of a new hospital addition.

Architects Seek Plans For Low Priced Concrete Home

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Detroiters to Attend Architects' Convention in New York

MICHIGAN SOCIETY OF ARCHITECTS

Detroit: July 24—The Detroit chapter of the American Institute of Architects has announced that a delegation to the American Institute of Architects convention will be held in New York at the meeting of the architectural society's eighty-fourth annual convention in the Metropolitan Opera House in New York on June 18. The delegation will be led by the vice-president of the Michigan Society of Architects, Robert A. Moore.

Detroit Times

Concrete Home Contest Planned

St. John's to Sponsor Competition for Design in Low-Price Field

The Metropolitan Art Association of Michigan has provided $1,000 in prize money for the selection of the most outstanding student design for a concrete home sponsored by St. John's Architects. The competition is open to all students of architecture and design in Michigan. The purpose of the competition is to encourage students to consider concrete as a building material and to provide an opportunity for students to develop their creative abilities. The design must be a single-family house, not exceeding 5,000 square feet in area, and constructed entirely with concrete materials. The contestant must be a bona fide resident of the state of Michigan.

Detroit Times

Architect Gets $5,000 Award

Magazine of Architecture of United States

The Architectural Journal Award

The Architectural Journal of the United States has announced the winner of its annual architectural award. The recipient is John J. Smith, an architect from Detroit, for his design of a new office building.

Detroit Times

Retain Architects to Design Swimming Pool for U. of M.

Garage Glass Squares

The University of Michigan will retain the services of an architect to design a new swimming pool on its campus. The pool will be a rectangular structure with a capacity of 500 spectators. The architect will be responsible for the overall design of the pool and its surrounding area.

Detroit Times

How to Make House a Real Home Is Told

MICHIGAN SOCIETY OF ARCHITECTS

Detroit: June 18—The Detroit chapter of the American Institute of Architects held a discussion on the theme of "How to Make House a Real Home." The discussion was moderated by Walter J. Hammett, head of the Michigan Society of Architects. The panel included architects, contractors, and builders, who shared their insights on creating a comfortable and functional home.

Detroit Times

Coast Architect Long

Three-Award Winner

The American Society of Architects has announced the winners of its annual architectural awards. The winners include architect John J. Smith, who received the Best of Show Award; architect John J. Smith, who received the Emerging Architect Award; and architect John J. Smith, who received the Residential Architecture Award. The awards are given to architects who have demonstrated exceptional talent and creativity in their work.
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Architects Plan State Fair Exhibit

Detroit News

Architects Models
To Be Displayed at Fair

Detroit Times

There will be an exhibit at the Michigan State Fair, Aug. 25 through Sept. 7, for the Michigan Society of Architects. The exhibit will be open to the public and will be located in the building housing the State Fair's main office. The architects have been invited to submit models of their work for display. The exhibit will feature the work of architects from all over the state, including plans for new buildings and existing structures. The models will be displayed in a special exhibition area, which will be open from 10 a.m. to 5 p.m. daily. The exhibit is being organized by the Michigan Society of Architects and sponsored by the Detroit News.

Detroit Free Press

State Fair Show

The Michigan Society of Architects is sponsoring an exhibit of architectural models at the Michigan State Fair, Aug. 25 through Sept. 7. The exhibit will feature models of buildings designed by architects from all over the state. The exhibit will be open to the public and will be located in a special exhibition area at the fairgrounds. The architects have been asked to submit models of their work for display. The models will be displayed in a variety of materials, including wood, plaster, and cement. The exhibit is being organized by the Michigan Society of Architects and sponsored by the Detroit Free Press.

Architects To Have Exhibit

State Board of Architects

The Michigan Society of Architects is sponsoring an exhibit of architectural models at the Michigan State Fair, Aug. 25 through Sept. 7. The exhibit will feature models of buildings designed by architects from all over the state. The exhibit will be open to the public and will be located in a special exhibition area at the fairgrounds. The architects have been asked to submit models of their work for display. The models will be displayed in a variety of materials, including wood, plaster, and cement. The exhibit is being organized by the Michigan Society of Architects and sponsored by the State Board of Architects.

Architects Plan Exhibit

Lansing State Journal

A large exhibition, featuring architects, is being planned for the Michigan State Fair, Aug. 25 through Sept. 7. The exhibition will feature architectural models, drawings, and photographs of buildings designed by architects from all over the state. The exhibition will be open to the public and will be located in a special exhibition area at the fairgrounds. The architects have been invited to submit models of their work for display. The models will be displayed in a variety of materials, including wood, plaster, and cement. The exhibition is being organized by the Michigan Society of Architects and sponsored by the Lansing State Journal.

Architects To Have Exhibit

Lodging News

All Michigan architects who have been invited to submit models of their work for display at the Michigan State Fair are being asked to participate in a large, dramatic exhibition of architectural models. The exhibition will be located in a special exhibition area at the fairgrounds. The architects have been invited to submit models of their work for display. The models will be displayed in a variety of materials, including wood, plaster, and cement. The exhibition is being organized by the Michigan Society of Architects and sponsored by the Lodging News.

Architects Plan Exhibit

Society of Architects

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Architects To Have Exhibit

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Architects Plan Exhibit

Architects To Have Exhibit

Local Architects

Two Area Architects Will
Represent Michigan At Fair

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Cheap gas for home heating is bringing a disposal problem for a great number of households that, under previous conditions would have burned refuse in the coal furnace . . . For new homes, this creates an imperative need for a dependable incinerator built in with hopper door in the kitchen. For the older home that has converted to gas, there are several types of incinerator solution, all described in Donley literature.

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ARCHITECTS' TORCH DRIVE

Gerald G. Diehl, A.I.A., of Diehl & Diehl, architects, has been named chairman of the architects' division of Detroit's torch drive. C. Allen Harlan is general chairman of the architects and building industry group.

The aim of this group is to raise $500,000. Harlan stated. To do this employees will be asked to give the equivalent of one hour's pay per week for eight weeks.

Large architectural offices, besides the firm's gifts, handle their own employees' gifts, and the smaller offices will be organized by groups and solicited by a corps of architects as volunteer workers.

The drive will open on October 15 and continue through November 6.

Architects and their employees in the Detroit area are alerted to expect calls from solicitors. Let's put the drive over in a creditable manner.

PR TOPIC AT WM CHAPTER

The Cupples Products Company, of St. Louis, Mo., was host at a social hour and dinner at Archie Tarpoff's restaurant in Lansing, for the Western Michigan Chapter, A.I.A. first fall meeting on the evening of Monday, September 22.

Forty-one members and guests were on hand to view the displays, fraternize and dine a la Cupples.

After dinner President Elmer Manson opened the meeting and called on the speaker, Dr. Raymond Hatch, Head of the Department of Guidance and Counseling Training at Michigan State College, who spoke on Public Relations for Architects.

The speaker laid down what he considered the three important facets of a good public relations program: 1) the newness of the endeavor, 2) interpretation of the product and sales angles, and 3) human relations aspects. The speaker considered point three as a positive starting point for the architect.

He said that architects could directly improve conditions by first gaining better relations with their own profession. Each architect, he said can be his own public relations counselor, on an individual basis, by putting his client at ease, thereby providing an atmosphere conducive to free and open discussion of problems, and encouraging the flow of ideas. He advised allowing the client to first tell his own story, and the architect to then bring his own thoughts in subtly.

Doctor Hatch continued, "if we can work with people, make them feel they are accepted, their ideas recognized, then the basic job of good public relations is fostered."

The speaker further recommended talking about what interests the client, primarily, praising his good ideas, and, when necessary to criticize, do it in an indirect manner. He also stated that good public relations result from cooperating service, showing young people the value and need for architectural services, through the schools, for instance.

"Let the ultimate consumer see the merits of the profession," he said, as he emphasized that a public relations program has to start with the "ground floor of an individual's learning," and should be inculcated over a long period.

Following Dr. Hatch's talk, President Manson conducted the business portion of the meeting. Secretary Richard S. Snyder reported his impressions of the June Convention of the A.I.A. in New York, and Gus Langius spoke on the Society's Midsummer Conference at Mackinac Island.

Clark Harris gave report of the joint effort of the local A.I.A. and A.G.C. committees and the proposed forms to simplify specifications.

The Chapter's next meeting is scheduled for October 27 in Kalamazoo. The speaker will be Mr. Raphael of Holland, and his topic will be "Fabrics and their Relationships to Architecture."

Attending from Grand Rapids were Roger Allen, C. A. O'Bryon, John Knapp, Paul Flanagan, George Savage, Louise Merdzinski, E. Ernest King, Irving Hunzberger, and Ben Rine.

From Jackson: Ed Ebert and Claud Simpson.

From Kalamazoo: Peter Vander Laan, Alfred Bultvhs, John Lattiin.

From Battle Creek: Phil Haughey, and John Chamberlain.


Blank, as program chairman for the meeting, was given a vote of thanks for his excellent work.

Thanks were also extended to Howard Wilson, General Manager of the Cupples Company; Ernie Liebetrab, Midwest representative, and George Parsian, of Standard Block & Supply Co., local dealer.

WANTED: Architects, architectural engineers, construction engineers. Michigan Civil Service Commission classified positions requiring technical education and experience in design and specification work for construction supervision.

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There are openings in Detroit, Michigan and other states, as well as with the United States Government in Europe.
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DETROIT  GRAND RAPIDS

Originally the site had been chosen for the building just outside of the Champs Elysees Militaire, but this has been abandoned and a new location selected in Bois de Boulogne, Saarinen states.

On several visits to Paris this year, Saarinen has met with consultants from other countries to consider preliminary sketches. On this trip the American consultant will meet with and discuss with representatives of the project: Marcel Breuer of New York City, Pier Luigi Nervi of Italy, and H. Bernard Zehrfuss of France.

A review committee for the project consists of Gropius and Harward University, chairman; Le Corbusier of France, Markelius of Sweden, Rogers of Italy and Casta of Italy.

Howard Morley Robertson, F.R.I.B.A., of London, has the consulting committee, was recently elected president of the Royal Institute of British Architects. Robertson was born in Salt Lake City, Utah, and, as a young architect, served his apprenticeship in New York City and Boston, Mass. He represented Britain on the international team that designed the United Nations Headquarters Buildings in New York.

Saarinen is expected to return to the United States August 24.

* * *

In its monthly building cost report for June, the Detroit chapter of the American Institute of Architects and Engineers, of Detroit, the building cost index is placed at one point above that of a month ago. Chief factors: a two per cent for materials; M. D. Eames of S. H. & G, who compiles the report, states "there seems to be a feeling in the air that settle­ment of all the worker strikes and results of the two Chicago conventions have been taken by business to mean that it will be good in the months to come.

"New plants and expansion are the usual cause for high labor costs and one per cent for materials.

* * *

EARL L. CONFER, A.I.A. Detroit architect, was elected lieutenant governor of the Michigan District of Kiwanis International at its recent 55th annual convention in Detroit.

The district comprises 135 clubs in Michigan's lower peninsula and three counties of the Upper Peninsula.

Confer, with offices at 14900 Strat­mouth, was graduated from the University of Illinois. He became registered to practice architecture in Michigan in 1929 and began his own practice in that year. He specializes in religious build­ings.

* * *

ARCHITECT EDWARD X. TUTTLE, A.I.A., formerly of the New York office of Giffels and Valley, Inc., L. Rossetti Associated Engineers and Architects, has joined the G. & V. home office in Detroit, as vice-president.

Tuttle, who formerly practiced in Battle Creek, Michigan, is a graduate of the University of Michigan. He is a member of The American Institute of Architects, its Detroit Chapter, the Michigan Society of Architects, and the American Society of Civil Engineers. He is registered as an architect in Michigan, New York and New Jersey.

* * *

MARCUS B. BURROWES, F.A.I.A., of 24500 Locust St., Farmington, Mich., has been a member of The American Institute of Architects and its Detroit Chapter.

Burrowes, whose offices are at 700 Architects Building in Detroit, is a past president of both the Detroit Chapter, A.I.A. and the Michigan Society of Architects. He has practiced in Detroit for the past forty years.

* * *

W. HAWKINS FERRY of 17100 E. Jefferson Avenue, Grosse Pointe, Mich., sailed from New York on August 6 for Genoa, to visit Italy, Austria, Switzer­land and France. He will return on October 15.

Ferry, Honorary Curator of Architecture at the Institute of Arts, is president of the Metropolitan Art Association of Detroit.

* * *

I was very much pleased with the May issue. It has received favorable comment on all sides. Since Bob and Nell have been covering the meetings so enthusiastically, I have more or less retired from active duty.

Bob gave excellent coverage of our Moesatta meet and he should be congratulated for recording the facts in such well-informed detail.—Charles V. Opdyke.

* * *

RALPH R. CALDER, A.I.A., 1212 Kales Bldg., Detroit, has a new telephone number: Woodward 1-1760.

The Calder firm is now engaged on several large school and college building programs, in addition to a variety of other projects.

O'Dell, Hewlett and Luekenbach, Architects have moved their offices from 2300 Dime Building in Detroit to their own office building at 950 Hunter Boulevard, Birmingham, Michigan. The new telephone number is Jordan 4-5697.

HARRY W. BERTRAM

Harry W. Bertram, 66, of 14651 Rutland Avenue, Detroit, died suddenly on September 23.

Mr. Bertram was the father of Neil C. Bertram, special representative of the Michigan Society of Architects, who is the only survivor.

Born at Alpena, Mich., he had lived in Detroit for 40 years and was a retired real estate broker. He developed Log Cabin Park at Cooley Lake, Mich., in a tamarack area.

He was past master of Redford Lodge 152, F. & A. M.

ALBERT KAHN ASSOCIATED AR­CHITECTS & ENGINEERS, INC., has appointed E. H. Eardley chief structural engineer succeeding the late Joseph Matte, Jr.

SETTERBERG SUCCEDS KNOX

Successor to the late Robert V. Knox, A.I.A. and the late Homer Harper, A.I.A., the firm, which has been operating as Robert V. Knox Associates, St. Joseph, Mich., announces the dropping of Mr. Knox's name as the title.

In the new organization, the prac­tice of architecture will be headed by William N. Setterberg, A.I.A., and staff members will be Donald McGrath and Alexander A. Jakubowski. The firm will be under the title, William N. Setterberg, A.I.A., architect, successor to Robert V. Knox A.I.A., and Homer Harper, A.I.A. .

Following the death of Ralph B. Herrick, A.I.A. the firm of Herrick & Simpson, of Lansing, Mich., has been terminated, and Stanley G. Simpson and Bruce Hartwick are in business at 1003 Bauh building, Lansing, under the firm name of Simpson & Hartwick, Architects.

CLARENCE J. WHITNEY


Born in Reedy City, Mich. on June 16, 1890, he was educated at Fenton, Mich., Michigan State College, School of Fine Arts in Detroit, Detroit Tech, and Al­exander Hamilton. He was employed in the offices of John Stahl, Dalton Wells, Eliei Saarinen; Smith, Hinch­man & Gyllis; Albert Kahn, HOLC and FHA. He was also in his own practice in Michigan, 1936-1940.

Mr. Whitney became a member of The American Institute of Architects and its Detroit Chapter in 1944, transferred his membership to the Wyoming Chapter in 1949. He was a partner in the architectural firm of Cook and Whitney, of Sheridan, Wyoming.

Surviving are his wife, Gertrude; two sons, Robert W., of Billings, Mont., and Donald E., of Sheridan, Wyoming, and three daughters, Mrs. Ralph DeMorgan, Mrs. Jack Greenwood and Mrs. Carl Olin, Jr., all of Royal Oak, Mich.

E. A. MILLER, manager of the Fenestra Building Panels Division of Detroit Steel Products Company, has been elected to the board of directors of the Acoustical Materials Association.
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Residence Conforms to Contour of the Land

The home of Mr. and Mrs. Ben Goldstein at 80 Judy Lane in St. Joseph, Mich., is an example of a contemporary house that makes use of the site. The architect, Mrs. Goldstein had ideas about the styling of the home she wanted, and the architect worked out the details together. She explains: "It was all very enjoyable. I had explicit confidence in the architect we chose."

She feels that, if one is going to build a house satisfactorily, it is best to make use of an architect's knowledge and guidance in the planning of a residence. Tamaoka made it conform to the contour of the land. For example, one corner of the dining area is set back.

By PAT DENNIS

Stone steps leading to the terrace off the dining area. The terrace provides warm weather enjoyment. The railed balcony at right looks over a densely-treed ravine. Utility area is at left.

The ravine side is on "a cliffside" because the site dips at that particular point. As one approaches on the two-carport side of the dwelling, he observes how the structure blends in with the handwork of nature. Tamaoka does not compete with what nature brought; he does blend in with the house a part of it.

With its exterior mostly in natural colors, the Goldstein house is a good demonstration of success. The house is not open for inspection.

While all the landscaping hasn't been completed yet, one is amazed immediately as he comes into the winding lane that a beautifully flower-banked terrace, Typo, outdoor enthusiast, can cool his thoughts and gain a breath of fresh air on a summer's day. In front of the building, there are several native trees, and the site is one of the few that has been a natural preserve for 10 years.

The house is oriented properly for the view of the lake and it is built to harmonize with nature. The builders made the house as it is by itself in the woods and to blend it into the scene.

The aim of this group is to bring together architects and associated engineers and to establish a medium of contacts between the architectural and the building industry groups. This group is too small to be economically practical.

Architectural X. Tuttle, formerly editor of the New York office of The Architect, is a member of the Chicago Architectural Group. The office is a member of the University of Michigan Group, the AIA chapter, for the state of Michigan, and the American Society of Civil Engineers.

Edith R. Poore Talks

The opening session of the Midwest Conference of the American Institute of Architects was held on Saturday, Sept. 13, at the University of Michigan's gymnasium. The meeting was attended by members of the Institute and guests from outside the state of Michigan. The conference was held in conjunction with the annual convention of the American Institute of Architects.

E. T. Tuttle Becomes 6 & V Vice President

President E. T. Tuttle of the AIA, who formerly practiced as an architect in Detroit, was recently named as the new vice president of the American Institute of Architects, the official organization of architects in this country. He is the first Michigan architect to be named as a vice president of the Institute.

Life Members Elected

The session was held at the request of the architects in the state of Michigan, who wanted to extend their own interests in the work of the Institute. The meeting was attended by the architects in the state of Michigan and guests from other states.

A. J. White, who is a member of the AIA, was named as the new president of the Institute. He succeeds E. T. Tuttle as the new president of the Institute.

The meeting was held at the request of the architects in the state of Michigan, who wanted to extend their own interests in the work of the Institute. The meeting was attended by the architects in the state of Michigan and guests from other states.

By PAT DENNIS

September 26, 1952

DETROIT TIMES

List Chairman for AIA Session

James B. Mortgage, AIA, general chairman of the Michigan Society of Architects' 15th annual convention, announced the appointment of committee chairmen for the various sessions of the convention. The chairman of the session on "Architectural X. Tuttle," which was held on Saturday, Sept. 12, at the University of Michigan, was Mr. E. T. Tuttle. The session was held at the request of the architects in the state of Michigan, who wanted to extend their own interests in the work of the Institute. The meeting was attended by the architects in the state of Michigan and guests from other states.

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DETROIT TIMES SEPTEMBER 26, 1952

Gerald G. Diehl

Gets Torch Post

Heads Architects' Group for Campaign

Gerald G. Diehl, AIA, of Diehl and Diehl, architect, has been named chairman of the Michigan Society of Architects' group for the 1953 campaign for the AIA's Designs Board.

"This is in contrast to a few years ago when the principal concern of most architects was for more proper ways and a way to build on the basis of the American Institute of Architects."

Mr. Diehl announced that he will make a large effort in the Detroit area to establish his firm's office in the state of Michigan, to open a new office in Detroit, and to establish a new office in the state of Michigan.

CALIFORNIA SOCIETY OF ARCHITECTS

Delegates Named

Los Angeles, Calif.: Dr. E. K. Brown, president of the University of Southern California, and Dr. E. K. Brown, president of the University of Southern California, have been named as delegates to the AIA's 13th annual convention. The convention will be held in Los Angeles, Calif., on April 26-28, 1953.
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New Quarters Still Unfinished

Detroit AIA Honors Louis Rossetti

Marcic, new quarters at the Detroit Brewing Company, has just completed the new quarters for the American Institute of Architects in Detroit. The building is located on the former site of the old building of the institute, which was destroyed by fire in 1927.

Architects to Honor Rossetti

The Detroit AIA has announced that it will honor Louis Rossetti, who recently completed the new quarters of the institute, with a special dinner and dance on September 25.

School-Planning Conference Slated

On the subject of school-planning, a conference is being planned for the fall of this year. The conference will bring together architects and educators from all parts of the state to discuss the problems of school-planning.

Exhibit Opens

Plan Meeting of Architects

The exhibit of design work will open on September 15, with plans for a meeting of architects to follow on the same day. The meeting will be held at the institute's new quarters and will be open to the public.

Prize-Winning Designs of Homes to Be Shown

The exhibit will feature prize-winning designs of homes, selected by the institute's design committee. These designs will be on display for two weeks.

New Job Comes for AIA

The American Institute of Architects has been given a new job by the state legislature, to study the problem of school-planning. The institute has been asked to prepare a report on the subject, which will be presented to the legislature in the fall.

Higher Incomes, Quitting Cities

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Producers Greet Mulcahy

At the first fall dinner meeting of the Producers' Council at Detroit's Hotel Fort Shelby on September eighth a large group welcomed William F. Mulcahy in his first appearance as president of the Michigan Chapter. Under the chairmanship of Bill and his efficient executive board the coming season augurs one of great promise.

Others at the head table were vice-president Clyde Oakley who is also program chairman for the year; Gene-flying Bill Snure, the new secretary; and that tight-fisted treasurer re-elected because he did such a good job last season — Fred Muller. Fred announced plenty of mazuma in the Kitty. "But just try and get any of it," said he.

Ernie Baker added zip to the meeting by wearing the bow tie of the evening a snappy red number that you could hardly stay away from here.

Because he did such a swell job on the table-top program last season, Walt Sandrock was unanimously reappointed chairman for the one to be held next Spring. As might be expected, good old thespian Doug Ainslie heads the Christmas party again this year. Ex-prexy Bill Portland, now entitled to sit among the elder statesmen — although actually he looks younger this year than last — is chairman of the educational committee.

"Onery" member, Bill Cory, arrived early and made the meeting official. He introduced billion-dollar-contract-getters Ray Giffels, also A. F. Saunders of Security Fire Door and Jule Schweig of Fiat Metal.

Erb. of Commodore Neil Gabler's office; Don Johnson, Ed DeYoung, Elmo Liddle, Frank Sander, Tom Branom, Al White, Walter Sherman; and H. D. Wagoner, arranged the dinner.

Dining on the Fort Shelby's succulent roast chicken were John Finn, Chuck Keaton, R. B. Richardson and son, Jr.; Burt Kuiper, Andy Plattner, Larry Bornstein and David Malle.

Last but not least, was that debonair princeling Tom Moore who bounced in at the last minute and got a rousing cheer that would have made the heart of Walter Torbet glad, had he been there, and maybe his spirit was who knows?

TO ATTEND ANNUAL MEETING

WILLIAM F.MulCAHY, President of the Michigan Chapter, Producers' Council, Inc., attended the Council's Annual Meeting and Chapter Presidents' Conference, held September 23 to 26 in St. Louis, Mo.

There he met with presidents of the Council's 33 other Chapters located in the nation's largest cities.

The Council is affiliated with The American Institute of Architects, and also has joint committees with the National Association of Home Builders, the Associated General Contractors of America, and the National Retail Lumber Dealers Association.

ZONOLITE TO BE HOST

Approximately 300 architects and other representatives of the building industry in the Detroit area will be guests of the Michigan Chapter, Producers' Council, Inc. at a dinner meeting to be held Monday, Oct. 13, in the Coral Room, Ft. Shelby Hotel, it was announced by W. F. Mulcahy, president.

The purpose of the meeting is to present an educational program on modern plastering and sound conditioning techniques, according to C. E. Kleinbrook, district manager for the Zonolite Company, sponsor of the program.

Highlights of the program will be the presentation of the new Zonolite color movie, "Lightweight Champion," and a comprehensive display of sectional view lath and plaster constructions. The displays are being sponsored by the Detroit Plastering Industry Joint Conference Board, and constructed by the Detroit Apprentice Training School. Brief talks by representatives of the Zonolite Company and the Conference Board also are scheduled.

"The program is planned as a practical and easy way to see the step-by-step process of modern steel construction. The displays include color movies of actual application in America's newest and finest buildings. It is informal and up-to-date."

KLEINBROOK

JOHN LEAVITT succeeds J. H. Hess, who has moved to Zephyrhills, Florida, where he joins the Central Supply Company, Bryant distributors.

INFRA NEWS

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INFRA Insulation is distributed in this territory by the Reflective Insulation Co., 2768 E. Grand Blvd., Detroit 11.

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John Leavitt, formerly of Washington, D. C., is the new manager of the Detroit office of the Zephyr Division, affiliate of Gas Equipment Inc., 1627 W. Fort St.

Leavitt succeeds J. H. Hess, who has moved to Zephyrhills, Florida, where he joins the Central Supply Company, Bryant distributors.
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Relationship of the Architect with His Client

An Address of Leo M. Bauer Before the Michigan Conference of School Board Members, Officials and Laymen, Rackham Building, Ann Arbor, Michigan, September 25th, 1952.

Mr. Chairman: Members of the Michigan Conference of School Board Members, Officials and Laymen; Distinguished Guests; Ladies and Gentlemen; and very Dear Friends:

At the onset may I bring you greetings and the greetings of the profession in Michigan. May I express to you our sincere appreciation for your having permitted one of our number to address this splendid meeting. Through such conferences we architects become better acquainted with the problems of you in the educational field, and through such association we reach a better understanding of our mutual problems.

I have been asked to discuss briefly the "Relationship of the Architect with his Client." These relations are so numerous and so varied that it is difficult to appraise them all in the time at my disposal.

The profession of architecture is about as old as the ages, and it is as vibrant as "sounding brass and the tinkling cymbal." I need not remind you of the great changes which have taken place in the design and construction of all types of buildings, and will continue so, in this onward march of progress. We have only to look about us for comparison of the design and construction of school buildings of twenty years ago, or even ten, and it is apparent at once to you, of the tremendous trend which is all about us.

Many of our critics say that the field of architecture has not kept abreast of the times and the trends of this mechanical and atomic age. But I am sure that you will agree that the school buildings of recent design which you occupy today, bear hardly any semblance to those in which you attended classes for the first time. In defense of the architectural profession, may I emphasize to you that the competent architect is probably the most highly trained and educated individual of our present day system, for he it is who has long become obsolete be we must commence building anew, in the replacement of those buildings which have become obsolete because of the changes in methods of education, changing curricula, more recreation, and advanced methods of design and construction.

Because of these many and recurrent changes, opinions are being formed that school structures should be built not to last more than twenty years, and so that such construction may be entirely amortized concurrently with the bond issue. I question the wisdom of such opinions by reasoning that if our school construction proceeds on the same level of quality as that of today, that these same buildings could last well beyond twenty years, and with proper maintenance even much longer, and that as much change will take place in the next fifteen years as has taken place during the last quarter century. In addition to that, there is the matter of curtailment of our economy, which might again result in defaultation of bond issues, re-financing and re-funding, as you may remember was necessary in many school districts of Michigan during the depression. I would say, therefore, and with this statement this profession is in agreement, that school construction should be built to last a minimum of twenty-five years.

The architectural profession in this state is keenly alert and alive to the problems of school construction that face it today. As a matter of fact, we believe that the profession in Michigan is ahead of most any other section of the nation in the design and construction of modern school structures. Dr. Walter Cokking, eminent school authority, made the statement that of the five best school buildings constructed in the United States during the year 1951, two of such buildings are located in the State of Michigan. This results from the fact that in Michigan is found the finest aggregation of architectural and engineering minds ever assembled in the history of mankind. In Detroit we have four of the largest architectural-engineering organizations in the world.

This has resulted from the tremendous impact the automotive industry has had on the city. You officials and members of school boards, then, are fortunate in being able to draw on such a reservoir of talent as this State holds out to you.

In Michigan we have the second largest architectural organization in continental United States, that it will be necessary to maintain the present rate of school construction for at least fifteen years just to keep abreast of the expanding school population. That may result at the end of that time is a matter of conjecture, but I believe you will agree that then we must commence building anew, in the replacement of those buildings which have become obsolete because of the changes in methods of education, changing curricula, more recreation, and advanced methods of design and construction.

Because these many and recurrent changes, opinions are being formed that school structures should be built most assuredly the architects of Michigan could not have performed their assignments without his most able advice, consultation and direction. The people of Michigan are to be congratulated on the public officials of such high caliber.

In 1951 the Michigan Society of Architects published a brochure entitled "Organizing to Build," which was mailed to every leg of the State, every mayor, every township, every school district; and in fact to every political division of the State of Michigan. That brochure conveys in every sense the relationship of the architect to the client, and I am sure that most of you are acquainted with its contents.

Apropos to this occasion is the story of the three elderly spinsters who were in attendance at a baseball game, and oddly enough an empty bottle formerly containing spirits, we must assume, lay at their feet. In the box next to them Pat and Mike were watching the game, as well as the spinsters. Said Pat to Mike: "I bet nothing that what is the play is, and what part of the game it is." Mike said, "Sure, Pat, them bloaks mean nuthin to me, and I can't tell ye." "What do ye say it is?" Pat said, "three bags loaded and the end of the fifth."

For the health, safety, and welfare of all the people, all public bodies, such as your own, in this state are required by law to retain the services of registered architects under the building Act 306, P. A. 1937, and the Registration Act No. 240, P. A. 1937, are authority for such procedure, excepting that architects are not required on school buildings, the cost is less than $15,000. My own observation is that school boards do employ architects for capital expenditures in most every instance, and such is indeed a wise procedure, and at the same time, most commendatory.

How should a board of education select its architect? His selection should be made on the basis of honesty, experience, competence and performance, just as you as an individual would seek out the best surgeon that you might find for an operation which you would consider critical. It is a well-known fact that usually an individual (and a school board for that matter) employs an architect perhaps but once in his lifetime. The premise should be to select those architects who have a record of achievement, based on performance, as general practitioners. Such a board of architects who are supposedly school architects will provide you with the best building obtainable. Such seems to be a natural consequence. The man who has not had previous architectural experience, by reason of the challenge, might well spend more time in research and bring a freshness of ideas and design to produce a better building than the architect who has for years been a specialist.

I think it most appropriate to mention here that in at least some of our large cities that have employed school specialists during many years, are now arriving at the conclusion that better school buildings result from engaging the services of good architects who are
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general practitioners rather than specialists only.

I emphasize that the architect should be selected on the basis of his experience, honesty, competence, and his fresh attack to the problem.

I know it to be a fact, as you also know, that many boards in making the selection of an architect, do invite numerous of the profession to a general meeting for their ideas. Some boards even go so far as to request an architect to submit sketches at this first meeting. You members of the educational field may be unaware of the fact that no architect may submit free sketches to any owner. Our canons of ethics emphatically forbid such practice. Of course, members of school boards are enthralled by so-called pretty pictures, as represented by a perspective drawing, but they may be meaningless because they do not suit the particular site or requirements. While school boards certainly have a legal right to request no moral right whatsoever in requesting architects to submit free sketches in competition. These same sketches represent countless hours of time and effort on the part of the architect, which is a very costly item, and the architect submitting these sketches does so with the knowledge that may be just another contender, and is, or was not seriously considered for the commission in the first instance. These same free sketches have brought about the downfall of many architects, and have misled many public bodies, such as your members. Architects are entitled to and are encouraged to, submit photographs of their executed work for such a meeting. The boards of education should separately consider these exhibits, and make their selections on the basis, I repeat, of experience, honesty, competence, and freshness of ideas.

Members of the boards of education should not overly concern themselves with the matter of fees which architects render, for architects represent only a very small portion of the total cost. As a matter of fact, I do know that in most every instance the fee of a good architect is entirely absorbed in competitive bidding, as represented between the high and low bids. Moreover, well-prepared drawings and specifications are tangible evidence of cost reduction, as most everyone knows. The schedule of recommended minimum fees, as always, in appreciation of this Nation is ever anxious to make our America more progressive, and our buildings more beautiful, more intellectual, and they do make mistakes; just as you, for no one is perfect. Yet with a complete understanding in the very beginning on the services which an architect is to perform, and with the help and counsel of the owner, together with a good builder, only can good buildings result. Architects are interested in building better buildings for all America.

The Michigan Society of Architects is proud of its members. It is proud of the architects whose names are legend in this State and throughout the Nation. It has been a distinct pleasure for me to be here, and I am particularly happy of this association.

Let me assure you that the profession in Michigan is ever anxious to extend itself in providing better functional buildings for our youth, so that when they of tomorrow take our places, it may be said that we of this generation provided well for them in making our America more progressive, more beautiful, more intellectual, and, as always, in appreciation of this Nation as God's gift to mankind.
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The new entrance to the B. Siegel store on State Street west of Woodward Avenue in Detroit was designed and its construction supervised by H. H. Esselstyn, Engineer. The Richard Eiserman Company was the General Contractor.

This distinctively new and efficient entrance which is the first portion to be completed in the program of the B. Siegel Company's modernizing of its more than seventy-year-old building features the use of Swedish Imperial Red Granite Veneer facing. It is 5/8" thick, each piece being securely anchored to the masonry which it covers. The Granite was furnished by the Brown & Raisch Company, 17125 Van Dyke Avenue, Detroit, Michigan.

The reflection of lights and adjacent objects gives testimony to the highly polished finish in the granite facing which imparts a rich interest to the modern design unparalleled by other facing materials. Its texture and color provide a valued permanence unaffected by the elements of nature or the carelessness of man. No picture here, unless it were in colors rather than half tone illustration could do the effect full justice.

Granite, being the hardest of nature's stone deposits, will resist moisture and acids present in the atmosphere, especially in industrial areas, and provide a finish and color that will be permanent for the life of the building. Extraordinary richness in color in the living surface of this natural stone is revealed, in the gorgeous, yet restrained effect of the polished surface.

The Brown & Raisch Co. have furnished granite for many other projects notably among them being the Kresge Science Library and the Wayne General Library on the campus of Wayne University designed by Suren Pilafian and the Wyandotte Chemical Company's new Research and Engineering Building in Wyandotte, Michigan designed by Stanton and Hiller.

Brown & Raisch advises that there are twenty granites covering a full range of colors, quarried in Sweden and Norway. They offer the services of their technical staff to any Architect in Michigan. Samples of granite and architectural specifications are available upon request.

The general construction division of the Commercial Contracting Corp. of Detroit, a member of the Associated General Contractors of America, Detroit Chapter, Inc., has moved to offices at 12865 Cloverdale.

The construction division of the company was added in 1949. The organization will continue to serve industry in heavy machinery installation (its original business), machinery moving and warehousing.

Its officers are A. D. Beveridge, president; Ernest D. Cole, vice-president; and Leo A. Greenup, project manager of the construction division.

TOM A. ELLINGTON, son of Harold S. Ellington, of Harley, Ellington & Day, Inc., Architects and Engineers, has been appointed manager of the sales promotion department of Detroit Steel Products Company, it is announced by E. C. Hodges, Company vice-president.

Ellington is a former sales executive of the Jam Handy Organization, and was advertising manager for S. C. Hadley, Inc., Detroit real estate and building concern.

ROBERT C. WAKELY, A.I.A., is architect for the office building and warehouses for the A. J. Etkin Construction Company, located on Capital Avenue between Eight and Nine Mile Roads.

In rear of the office building a two story warehouse will be erected.

The office building will be one story structure of brick and block. The inside walls, in the engineering section, will be plastered. Redwood Panelling will be used in the offices and reception room. Full-height glass doors and windows along the front of the building will insure a maximum of natural daylight lighting. Plans call for indirect lighting in offices and fluorescent lighting in engineering departments. A small kitchen, electric-cooled drinking fountain and spacious sized rest rooms will be provided for the convenience of the employees. A unique feature will be the "planting bench" and the "Wascolite" skydrome which will flood the reception corridor with natural light. The building site provides ample space for future expansion.

Below is shown the new office building of the E. J. Etkin Construction Company, for which Robert Charles Wakely was architect.

WILLIAM B. COMMONS has been made District Manager of the H. H. Robertson Company in Detroit, with offices at 635 New Center Building.

Commons received his education at Chicago Tech, was a general contractor for eight years, then went with the Robertson Company's Chicago office in 1940. He comes here after four years as District Manager for the H. H. Robertson Company in Cincinnati, where he was active in the Cincinnati Chapter of the Producers' Council, Inc.

Commons succeeds Walter Nichols, former manager of the Detroit office, who has retired after 28 years with the Company.

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Storage and operating space of the Hall Engineering Company will be increased by a full third with the addition of this 30 by 100 foot structure adjacent to the main building at 888 W. Baltimore.

Styled functionally in the yellow brick of the main building, the addition will house a great proportion of the up-to-date equipment and materials of the electrical contracting firm, as well as providing some office space. Its front is of two stories, set back to a single story at the rear. C. Tough was the designer.
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**LANSING**

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**MENOMINEE**

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**MIDLAND**

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**MONROE**

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Services for Edward A. Schilling, 80, pioneer Detroit architect who died Sept. 11 at his home, 1438 Iroquois avenue, were held at St. Charles church, Baldwin and St. Paul avenues at 9:00 A. M., Saturday, Sept. 13.

Interment was in Mt. Olivet cemetery.

Born in Auburn, N. Y., November 7, 1871, Mr. Schilling received his early education here and at Ishpeming, Michigan. He came to Detroit in 1887, to study architecture, began his practice here, and later traveled and studied in Europe.

In 1895 he was one of the founders of the Detroit Architectural Sketch Club, and served as its first secretary. Other charter members were the then prominent Detroit architects, Richard Milden, Alex Blumberg, Emil Lorch, George H. Ropes, R. Gies, Fred Barnes and Louis Risher.

In 1915, when the State's architects registration act was passed, he became its first secretary.

Mr. Schilling formed a partnership with the late Edward C. Van Leyen in 1917, which firm became Van Leyen, Schilling and Keough in 1921, and continued until 1933, since which time Mr. Schilling practiced alone. His firm's offices are at 728 Michigan building.

One of the first to promote city planning in Detroit, Mr. Schilling advocated a riverfront drive at an early date. When the Detroit City Plan Commission was formed in 1919, he became a member, later its president, and served until 1940. In that year he was appointed a member of the City's Zoning Board of Appeals, and was its president at the time of his death.

He was a member of The American Institute of Architects and of the Michigan Society of Architects, of which latter he was president in 1918 and 1919.

Among the better-known Detroit area buildings designed by him are the Belle Isle Casino, Elk's Temple at Cass and Lafayette avenues (now American Legion building), Knights of Columbus at Woodward and Forest Avenue, Fordson high school, St. Theresa, St. Agnes, St. Thomas and St. Rose churches.

He was also architect for many important buildings throughout the State, including St. Peter's cathedral at Marquette, and the Newberry Hospital, now under construction.

Surviving are two sons, Bernard A. of Keego Harbor and Maj. Donald K., AAF, of Fort Worth, Texas; three sisters, Mrs. Arthur Vieux of Minneapolis, Mrs. May Wiggins of Laurier, Washington, Mrs. Joseph Fitzpatrick of Cassopolis, and a brother, Joseph, also of Saginaw.

Honorary pall bearers were Emil Lorch, C. William Palmer, Talmage C. Hughes, Dr. A. H. Whittaker, Frank Burton and W. A. Cory.

Active ball bearers were L. Robert Blakeslee, Paul B. Brown, Suren Pilafian, James B. Morison and Edward G. Rosella.

Three years ago we had the pleasure of his company at the A.I.A. convention in Houston, Texas, as well as on the tour of Mexico afterward. He was one of the most active and keenly interested, straight and erect as a soldier — the good soldier that he was, in the army of his God, his country and his profession.

HENRY F. HORN

Henry F. Horn, 68, president of Horn Fuel & Supply Company, and of Cinder Block, Inc., both of Detroit, died in his home in Hessel, Mich. on September 7.

Mr. Horn was born in Ann Arbor on July 3, 1883. He moved to Detroit at an early age and attended Eastern High School from which he was graduated in 1901. He entered the building industry in 1908, as a bookkeeper, founded the Horn Fuel & Supply Co. in 1934. He acquired Cinder Block, Inc. in 1944.

He was a member of the Detroit Athletic Club, Detroit Optimists and Grosse Pointe Rotary Club.

Survivors are his wife, Clara, sons Robert and Walter W.; and a brother, William; a sister, Mrs. Roy Williams, and a granddaughter, Marilyn Horn.

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We also invite your inquiries regarding any book. Give title, author, publisher, if possible.

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"That chorus is very, very good," film and radio star Jack Benny is reported to have said Saturday night in the Grand Hotel on Mackinac Island concerning the Besser Male Chorus of Alpena while it was presenting a concert to the Michigan Society of Architects at the annual MSA convention.

Benny reportedly was sitting in the hotel's cocktail lounge adjoining the dressing room in which the Besser Chorus was performing when he made the remark to an individual who later relayed it to choir director Ralph E. Michaud and his celebrated vocalists.

Mrs. Glen Seymour and Gene Michaud appeared in a well-received duet. Lillian Roberts was accompanist. The delegation included 63 persons, including wives of choir members.

FIRST PRIZE WINNER

A 21-year-old University of Michigan architectural graduate has been named the winner of the $800 first prize for the 1953 Builders Show Ideal Home. Richard C. Donkervoet of 14364 Faust, who graduated from the University of Michigan, College of Architecture and Design in June, plans to use the prize money to get his master's degree at the Massachusetts Institute of Technology.

In addition to the Builders Show first prize, he also earned an honorable mention in the recent small concrete masonry home design competition sponsored by the Concrete Products Association of Detroit and the Michigan Society of Architects.

Donkervoet is following in the footsteps of his father Cornelius Donkervoet, who is an architect for the Detroit Housing Commission.

The younger Donkervoet is a member of the architectural design staff at the Detroit office of Smith, Hinchman and Grylls, Inc., architects and engineers.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACTS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)


2. The owner is: (If owned by a corporation, its name and address must be stated and immediately thereafter the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock, if not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)


3. Paragraphs 2 and 3 include, in cases where a corporation is the owner, a statement of the names and addresses of stockholders owning or holding 1 percent or more of total amount of bonds, debentures, or other securities are: (If there are none, so state.) NONE.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation, other than the corporation as trustee, holding such stock or other securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

TALMAGE C. HUGHES, Editor
Sworn to and subscribed to before me this 16th day of September, 1952, (SEAL)
RUBY D. HODGIN ATKINS
Notary Public

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another ALL-GAS kitchen...

In the neat kitchen of the Wyandotte Boat Club, at the foot of Mulberry Street, gas equipment was selected for its efficiency, speed, reliability, flexibility and economy. Shown in the photograph above is the all-Gas cooking equipment—a four-burner range, hot top, deep fat fryer, and combination griddle and broiler. Not shown is the steam table and the coffee urn, both gas-fired, and the automatic gas water heater which supplies ample hot water for all uses.

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How would you light a Banana?

**PROBLEM:** Badalament, Inc., are quality processors of bananas. Their plant was designed throughout to bring the green fruit to its delicious best at shipping time. Equally good engineering—this time in lighting—was also needed on the inspection and grading line. True fruit color must be easily seen.

**SOLUTION:** Establishing the light-level was not too hard; 40 footcandles does a fine job. But determining colors, for lamps and wall-paint, meant skillful, persistent analysis. Each step was closer to the right answer, of course, for Edison Lighting Specialists have the know-how. In this case, deluxe cool white fluorescents were selected to make fruit blemishes easy to see.

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