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January '59 Monthly Bulletin
Recently a school board in the Detroit Chapter area wrote as follows: "This initial letter is being directed to 8 architects from whose return correspondence and information the Board of Education will select a more limited number for interviews and review of recent projects.

"The Board is interested in the following information from architects at this time:

1. Would you sign a contract with the Board offering consultant service in the formation of a bond issue and campaign with the provision that if the bond issue fails, the school district incurs no financial obligation to the architect? If your answer is affirmative to number one, above..."
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of your firm which you will also give the City Clerk .'.

In both instances, many architects replied, declining to enter such unauthorized competitions and pointing out why they could not ethically do so. The A.I.A., Detroit Chapter headquarters received copies of such letters, as well as telephone calls, with the result that we believe, in both cases, the boards have changed their proposed methods of selecting architects. The City Commission called the Chapter office, stating they had considered their proposed method must be wrong, and asking what method should be used.

The answer, of course, was that an architect should be selected on the same basis as one would select a doctor, lawyer, dentist or any other professional person. We furnished the boards information on the subject, a copy of the Standard Questionnaire for the Selection of Architects, and the Mandatory Standards of Professional Practice. On the latter was marked Mandatory Standard No. 2—"An Architect shall not render professional service without compensation."

We are glad to say that we believe this settled the matter, and it is gratifying to know that such instances are becoming fewer as boards are more informed and architects realize that to accept such requests would only be hurting themselves and lowering the standards of their profession.

Letters:

BULLETIN:

A note of thanks to you for publishing the wage scales, etc., in the September issue of the Monthly Bulletin. We appreciate the information such a survey furnishes and commend you for making such information available.—WILLIAM D. BLACK, Kenneth C. Black Associates, Lansing.

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As architectural registration has become an accomplished fact in all of our states, the District of Columbia, Hawaii, Puerto Rico and the Canal Zone, it is perhaps largely taken for granted, particularly by younger architects.

However, to oldsters among us, there is recollection when conditions were not so simple. In fact, there may still be among us some who look upon architectural registration as needless restriction. Some early presidents of the National Council of Architectural Registration Boards recall that this opposition represented a substantial segment of the profession. Some such opponents said they would not lower themselves by submitting to any kind of examination, oral or otherwise.

For this reason, it is probably a true statement to say that at first The American Institute of Architects was not enthusiastic about architectural registration. And, incidentally, it might be added that The Institute, until comparatively recent years, was not so enthusiastic about increasing its membership. We believe also that it is correct to state that during those earlier years The Institute was controlled by an older group of architects who felt that membership should be an honorary acknowledgment that one had "arrived" in his profession.

However, all this was changed when state societies showed their strength in no uncertain way. As a result, The A.I.A. brought into its fold such societies as State Association Members, with a director representing them on the Board. By payment of nominal dues, state associations could be affiliates and thus The A.I.A., at least indirectly, represented members of state societies as well as its own corporate members.

This undoubtedly prevented the establishment of another national organization of architects. In more recent years, The Institute has attained the goal of having as members a majority of architects of the U.S. Thus has been greatly minimized the possibility of more than one national organization, though there has been, and there are now attempts to form others.

But, to get back to registration: in England and in Canada architectural registration is national and the same with membership in the architectural organizations. There can be no national registration in our country because this would be contrary to states' rights.

NCARB has rendered a valuable service in facilitating registration, particularly that by reciprocity. However, there is still much to be desired in this field. There are certain requirements in the various states that amount to technicalities. The requirement of experience before taking written examinations varies from none to four years (in addition to acceptable schooling). Then the laws generally state that reciprocity shall be granted only to those registered in other states where requirements and qualifications are not lower than those of the state where reciprocity is sought. A board may feel that it is complying with the letter of the law in refusing reciprocity to an applicant who has passed the written examination of another state that requires less experience, even though the applicant has subsequently acquired much more than the required experience. But in such cases, the fact remains that a ruling is being made based on a technicality rather than on one's qualifications.
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CIRCULAR OF ADVICE NO. 5 — Suggestions Regarding Inquiries to Professional Societies

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

Architectural societies and individuals should recognize that it is of the utmost importance to the profession that real competency shall be promoted and incompetency and dishonesty discouraged. Standing in a profession is rated by the way in which a man is regarded by his professional compères. High regard may be evidenced by direct testimony, by election to important posts, by honors conferred, or by election to membership in professional societies. Unfavorable regard may be evidenced by expulsion from societies, refusal to elect to societies, honors denied, or by direct testimony.

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

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

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

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YAMASAKI, LEINWEBER & ASSOCIATES, of Birmingham, Mich., has been dissolved. A formal announcement will be made in the near future.

CHARLES LUCKMAN, A.I.A. has acquired the interest of William L. Pereira, F.A.I.A., in the Los Angeles firm of Pereira & Luckman and henceforth each will practice separately.

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Also, chapters are being formed in Tampa and St. Petersburg in Florida and Denver, Colo.

Thomas S. Holden

Thomas Steele Holden, 72, Vice Chairman of the Board of F. W. Dodge Corporation, of New York, died suddenly of a heart attack at the Engineers Club in New York City on November 3.

Mr. Holden, who graduated from the University of Texas and Massachusetts Institute of Technology, had practiced architecture in Boston and Akron, Ohio. He joined the Dodge organization in 1919, was President, 1941-53, and Vice Chairman of the Board since then.

Tom Holden was one of the best friends the architects ever had, and his entertaining at conventions of the American Institute of Architects had become happy events looked forward to by many.
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January '59 Monthly Bulletin
developing a mutual understanding of the problems involved between the legislators and the architects must be given much consideration. It is difficult to change laws without a strong program. This again is where an individual needs the support of the entire profession. There are 50 to 60 present bills that affect architects. There are around 1,000 of these introduced each year. Most people do not know how to read a bill. That is one of the duties of a public relations counsel.

Professional men do not concentrate on these bills that are introduced and many times they are passed and may not be in the interest of the public.

The business man is very conscious of this legislation and many business monopolies have been formed because of the lack of interest shown by the professional man.

I would recommend that you form a class to learn how to read these bills, for your own protection. Legislators meet every year in January. The time is right for you to make plans to become better acquainted with them.

Your fee schedule is a good example of the action that can be taken with a good program, properly presented. The new fee schedule will mean more money to the entire profession. There are 50 professions has been formed to assist you and the profession. It will strive to give the professional man equality with the business man in representation in the government and public opinion.

A good example of this can be explained by a recent survey taken by the government concerned in enlisting more income tax. They interviewed business men, union leaders and farmers and ignored the professional man because 'he has no power.'

'MAP is going to tell the government and the public what a professional man is, and keep the story before them. It will find the gifted student prior to graduation and encourage him to follow a profession before he becomes interested in the propositions of the business world.'

"A personnel service will be available to assist members, and many more benefits will be introduced. You have unity within your Chapter, your Chapter must have unity with the MSA and the MSA must have unity with MAP."}

RICHARD FRANK, of Okemos, newly appointed Program Committee Chairman, for the Western Michigan Chapter, has scheduled the January 26th meeting to be held in Lansing. The speaker will be a representative of the Producers' Council, Michigan Chapter.

Mr. Frank reports the following program for 1959:

- February 16th—at Grand Rapids

Subject: Millwork & Plastic Surface Coating

March—at Detroit

MSA 45th Annual Convention

April—at Ann Arbor

A Chapter meeting will be held in conjunction with the Great Lakes Regional Conference

May 18th—Lansing—

Warren Holmes Open House

June—Annual Summer Outing

August—Mackinac Island

Summer Conference

September 21—at Battle Creek

Honor Awards

October 19th—at Grand Rapids

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November 16th—at Lansing

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December 14th—at Kalamazoo

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INGHAM CHEST HOSPITAL  
LANSING, MICHIGAN
HEALTH CENTER, MICHIGAN SCHOOL FOR THE BLIND
LANSING, MICHIGAN
We wish to express our appreciation for the work of the contractors, suppliers and mechanics who cooperated in the construction of these buildings. The coordinated efforts of all are essential for the completion of a successful building project.

Elmer J. Manson
William W. Carver
Edward Jackson
Dixon S. Wilson
William Kane
Hugh H. Keller, Sr.
Leon Schell
Roger Stoppel
Roger Zona
Marcia Waldron
Nancy Dolph

MANSON
CARVER
ASSOCIATES
Dear Friend,

The BHR circular you received recently was mailed to approximately 4100 people in the construction industry in Michigan. The list covered Dodge Reports subscribers, and all members of the Michigan Society of Architects.

We wanted to get the story of the Biddle House again in front of the people in the industry. You will notice from the new list, of this month's contributors, that the response has been good. However, we are still urgently in need of funds to complete the project. HAVE YOU DONE YOUR SHARE?

Gus Langius and I appeared on WXYZ-TV, Channel 7, in Detroit, December 4th, 11th and 16th, on the Michigan Society of Architects sponsored television program, with the story of Biddle House. Similar programs will be scheduled periodically through June, when the house will be dedicated.

We hope that each of you will continue your efforts and will promote this project at every opportunity.

Yours truly,

Marvin J. Brokaw,
Executive Director
BIDDLE HOUSE
RESTORATION COMMITTEE

Contributors since November Issue

AAA Electric Co., Inc., Austin & Blue, Atwood Development Co.
Bay City Roofing Co., Edward E. Biswell, Bowman Manufacturing Co., Henry J. Brennan (W. E. Wood Co.).
Lowell G. Olsen, Irving E. Palmquist, Peterman Machine Shop & Foundry, Leo P. Richardson (W. E. Wood Co.).

THE STORY OF BIDDLE HOUSE and the progress of its restoration was featured on WXYZ-TV, Channel 7, December 4th. Jean Loach, moderator of the program, invited Gus Langius and Marvin Brokaw to return the following two weeks, to tell her audience more about the romance of the project.

Progress pictures of the house were explained and pictures of the Mackinac Bridge and Straits were viewed to clarify its location. Mackinac Island is predicted to become the most popular vacation spot in the Northwestern States, because of the Bridge and the national publicity that it has received. The building industry of Michigan could not have chosen a better location to build a monument for the citizens of Michigan.

With all eyes focused in that direction, one great surge of effort on the part of everyone in the Industry would put the program across and have a proud monument standing to welcome the lilacs at dedication time.

... THIS IS IMPORTANT AND IT CONCERNS YOU!!!
BECAUSE you are part of a great industry and we have a job to do.
AN EXHIBITION
M ID L A N D, M I C H I G A N
JANUARY 11TH THROUGH 31ST 1959
The Midland Art Association will present a comprehensive exhibition of the work of Frank Lloyd Wright at the Grace A. Dow Memorial Library in Midland, Michigan from January 11th through January 31st, 1959. This exhibition has been personally selected by Mr. Wright, and places special emphasis on his extensive work in the state of Michigan. Included are numerous original presentation drawings, working drawings, models, photopanels, and furnishings from Michigan homes. A feature of the exhibition is the 22 foot high original painting of "The Mile-High Illinois." The major portion of this exhibition will proceed to the Corcoran Gallery in Washington, D.C.; under the sponsorship of Time magazine, and then to the Metropolitan Museum of Art in New York City where it will open on Mr. Wright's 90th birthday...The Saginaw Valley Chapter of the A.I.A. invites all architects, staffs and wives, to a private showing on Sunday, January 18th from 2 p.m. until 5 p.m., at which time Alden B. Dow, F.A.I.A., will show his personal films taken at Taliesin.

Co-Chairmen Architects Robert Bell (left) and Phil Pedersen (right) are shown viewing a model from the exhibition.
Detroit Chapter, American Institute of Architects' Board of Directors has approved the appointment of committees for 1958-59, it is announced by Robert F. Hastings, Chapter President, as follows (the first-named on each committee being chairman):

MEMBERSHIP—Frederick G. Stickel, Talmage C. Hughes, Bruce H. Smith, Thomas P. McEvilly.


MICHAEL A. BOGGIO, of Detroit has become an associate member of the Detroit Chapter, American Institute of Architects.

Boggio, received his professional education from Carnegie Institute of Technology. He is presently employed by the Detroit Board of Education.

REGISTRATION AND APELSCOR—Maurice E. Hammond, Morris Webster, Frederick J. Schoebeley.


CIVIL DEFENSE—Werner B. Anderson, Alex Linn Trout, William S. Quinlan.


Liason with Producers' Council, Inc., Michigan Chapter—LaVerne J. Nelsen; Director on the Board of the Michigan Society of Architects—Earl G. Meyer; Executive Secretary—Talmage C. Hughes; Administrative Secretary—Mrs. Arleen Montford.

REPRESENTATIVES ON NATIONAL COMMITTEES—Awards and Scholarships—Philip N. Youtz; Chapter Affairs—Talmage C. Hughes; Collaboration with Design Profession—Anthony R. Moody; Education—William Muschenheim; Home Building Industry—Earl W. Pellerin; Hospitals and Health—Adolf H. Rosebrough; Office Practice—Charles H. MacMahon, Jr.; Preservation of Historic Buildings—William E. Kapp; Research—John C. Thornton; School Buildings—Peter Tarapata; Urban Design and Housing—Charles A. Blessing; Advancement of the Profession—Talmage C. Hughes; Collaboration with the Department of Education and Research—C. Theodore Larson; Ex-Officio Member of all committees—Robert F. Hastings.

RICHARD L. ROCHON has been elected an associate member of the Detroit Chapter, American Institute of Architects.

Rochon, of 2220 Jonas St., Lincoln Park, is a 1954 graduate of the University of Detroit, with experience in leading architects of the Detroit area.
Lighting And Architecture

By LYALL H. ASKEW, A.I.A.

It is a pleasure to see this representative group for our two organizations, marking as it does a further instance of our growing cooperation. It is my intention to discuss briefly some of the steps that have been taken to increase this cooperation, and some of the reasons it can be of great benefit to both the architect and the illuminating engineer.

First I would like to point out that this meeting is the latest of several joint meetings we have held, and they have led to a proposal to the Chapter Board, from the IES Board, that a more continuous form of cooperation might be of advantage. After a number of meetings, the Chapter Board approved the formation of a joint committee. This committee, to be called the AIA - IES Joint Committee on Lighting, has been formed, and will hold an organizational meeting on the 25th of this month.

The committee as finally organized consists of four subcommittees of four members, two from each organization, with a co-chairman from each organization.

The appointments to the committee were made from members of each organization who are concerned with actual lighting design, and who feel that a contribution can be made.

The considered plans for operation will allow each subcommittee to determine its own direction of investigation and research, and the co-chairmen will coordinate results and arrange for their dissemination to the members of both organizations. It is the intention to make the results available by news letter, the Monthly Bulletin, by joint meetings such as this one, or by such other means as are appropriate.

The following have agreed to serve on this committee:

OFFICE LIGHTING—
For the IES—Lawrence Genise and Steve Squillace
For the AIA—Philip Meathe and John Dickling

COMMERCIAL LIGHTING—
For the IES—Albert Migdal and James Finn
For the AIA—William E. Kapp and Arthur O. A. Schmidt

INSTITUTIONAL LIGHTING—
For the IES—Earl Domoney and Leonard Gussow
For the AIA—Frederick G. Stickel and Joseph F. Dworski

INDUSTRIAL LIGHTING—
For the IES—Floyd Sell and Lester Sever
For the AIA—Ernest Dellar and Urban Woodhouse

At the joint meeting of Detroit Chapter, American Institute of Architects and the Illuminating Engineering Society, Michigan Section, November 11, Lyall H. Askew, A.I.A. and Frank E. North, I.E.S. were co-chairmen. Mr. North opened the meeting and called upon the Chapter's new President, Robert F. Hastings, who welcomed members and guests, presented the Chapter's other new officers and directors, and reported briefly on the Chapter's Board meeting of that afternoon.

Mr. Askew spoke on "Lighting and Architecture," Mr. C. L. Crouch, I.E.S. on "The New Recommended Levels of Lighting."

A talk before the joint meeting of the Detroit Chapter, A.I.A. and Illuminating Engineering Society, Michigan Section, Nov. 11, 1958.—Editor.

Frank North and I will serve as co-chairmen.

The formation of this committee is one method of coming to grips with our greatest mutual problem, that of communication and the development of better ways of bringing it about.

We are all aware of outstanding examples of fine coordination between the architect and the lighting engineer, and it should be our concern to make this type of unified effort the usual rather than the unusual case, and to this end develop a closer integration of our joint efforts.

To define the role of lighting in architecture, and determine our approach, we can state that architecture provides the enclosure in which human activities are accommodated and does this by enclosing and giving form to space. At its best, lighting can intensify and make clear this form, and in so doing become an integral part of architecture. The three dimensional form, and the effects of color and texture should be enhanced by the lighting used, and not, as is so often the case, destroyed by it.

The proper use of lighting adds a new dimension to design, the establishment of a mood or atmosphere for interior space. This choice of atmosphere can cover the wide range from the high level, low contrast, uniformly lit area where critical seeing tasks are performed, to the low level, high contrast, dramatically lighted areas, suitable for the night club or fine restaurant.

One criteria that may be used in judging the success of lighting in a space, is that the reaction on seeing it for the first time should be, "what a beautiful room," rather than, "what a fine lighting job!" An ideal coordination of lighting and architecture would reveal no source or fixture, but make one aware of light only by its exposition of the enclosed space.

Although the development of light sources and fixtures has reached the stage where it is possible to integrate lighting and structure as never before, the complete utilization of these factors requires the cooperation of the architect and the lighting designer from the very early stages of the design.

In view of the foregoing, we might try to draw up specifications for the ideal illuminating engineer and the ideal architect. This of course is a projection into the realm of conjecture and imagination, in the case of our ideal architect, about as far into the imaginary as it is possible to get.

The ideal illuminating engineer would have a background in electrical engineering, a wide knowledge of available light sources and fixtures, and their possibilities, coupled with training in the field of design and color sufficient to enable him to interpret the architect's design in terms of lighting.

The ideal architect from the illuminating engineer's point of view would have sufficient knowledge of the use of the lighting tools to be able to interpret the desired mood or atmosphere and to make the spirit of the design evident to the lighting designer.

As we are speaking of a cooperative verbal interpretation of a visual art, the complications are many. Perhaps the only perfect solution to the problem of communication between the two is to have them born identical twins.

To illustrate the integration of a lighting device into architectural form, we may take the example of the luminous ceiling. This is no longer a lighting fixture, it is a ceiling, and as such limits and defines the space.

This type of lighting has been widely used for applications requiring high-quality, high-intensity illumination for critical seeing tasks. Unfortunately, the blessings it brings are not completely positive—difficulties with maintenance of the translucent medium and the deep ceiling required are drawbacks in some cases, but we have at least solved the mystery of where the flies go in winter—they return to the space above luminous ceilings to die.

This method of lighting, like any other, is not specific for all cases. Although the quality of light obtained is superior for critical seeing and reduction of glare, it would be a poor solution for an application in which contrast is desirable as a psychological stimulus—for example, a fine restaurant.

An interesting sidelight on lighting research is the preliminary investigation of desirable lighting levels in restaurants, being pursued by one of our committee members. He has gathered enough data to be able to see the outline of a possible empirical formula. Although the data is not as yet conclusive, the general proposition may be stated this way:

The foot candle level of illumination in any restaurant is inversely proportional to the size of the dinner check. This relationship, if borne out by further research, may well become known as Kapp's law.
We look forward to the development of some of the new methods and devices to a point where they will be architecturally usable. One of these is luminous surfaces. If this material, only a fraction of an inch thick, can be made economically feasible, and available in a color range, it would have a very wide use. It would eliminate most of the objections to the present methods of producing a large area luminous source.

Another thing we wish for is continued improvement in the design of lighting fixtures, insofar as their architectural appearance is concerned. In spite of what I have been saying about the desired disappearance of the lighting fixture, it will be with us for a long time to come. From present evidence, it seems that most of them are designed by the blood brothers of the automobile designers. The one rule seems to be, no plain surface without decoration. I await, with trepidation, the addition of fins.

In conclusion, the illuminating engineer, if he truly understands and can interpret lighting requirements in terms of their architectural correlation, is essential to any sizable architectural project.

Further, he should be included in the planning at an early stage in the design process, so as to enable proper space allowances to be made for equipment.

On the other side, the architect must be familiar enough with what is possible in lighting to establish the mood and interpret the architectural factors for the illuminating engineer in a way that will make possible an integrated design.

When both these paragons work together we will have a wider use of lighting that is truly architectural.

WILLIAM MAITLAND, JR., of Garden City, has become a member of the American Institute of Architects and assigned to the Detroit Chapter, A.I.A.

Maitland received his professional education at the University of Michigan and is presently a designer with Bennett & Straight, Inc., architects of Dearborn.

I. C. O. M. C. (INDEFATIGABLE CONGRESS OF MASTER CRAFTSMEN) held their Annual (KKK) Kris Kringle Krismas Party, December 10 at noon in the Wolverine Room, Wolverine Hotel, Detroit.


MICHIGAN SOCIETY OF ARCHITECTS announces its schedule of Board of Directors meetings for 1959, as follows:

Tuesday, January 13 at Botsford Inn, Farmington
Thursday, February 13 at Lansing
Friday, March 12 at the MSA Convention in Detroit
Thursday, April 23, Ann Arbor
Tuesday, May 12 at Botsford Inn
June, none
Tuesday, July 14, Detroit
Friday, August 7 at the Grand Hotel, Mackinac Island
September, with Western Michigan Chapter
Wednesday, October 14 with Detroit Chapter
November, with Saginaw Valley Chapter
Tuesday, December 15 in Detroit

NEW CORPORATE MEMBERS OF THE DETROIT CHAPTER, A.I.A., are Oliver S. DeLancy, of Ann Arbor; Gilbert W. Savage, of Royal Oak, and Andrew S. Wrublovsky, of St. Clair Shores.

DeLancy received his Bachelor of Architecture at the University of Michigan. He received his professional experience in architectural offices in and around Ann Arbor. He presently is employed by Charles W. Lane and Associates of Ann Arbor.

Savage received his professional education at Clemson College, South Carolina. He has received his early experience in architectural offices in the Detroit area and is presently a practicing architect.

Wrublovsky, a native of Hungary, received his Master of Architecture Degree from the Royal Hungarian University of Technics and Economics.

He has been employed in architectural offices in both Hungary and in Italy. In 1956 he was employed by the General Motors Corp. and later joined the Detroit architectural firm of Smith, Hinchman & Grylls. He is presently employed as a draftsman with Diehl & Diehl architects.

THE AMERICAN INSTITUTE OF ARCHITECTS GREAT LAKES REGIONAL CONFERENCE, scheduled for April 23-24, 25 at the University of Michigan, Ann Arbor, promises to be outstanding in education and entertainment. Chairman Joseph W. Leinweber, A.I.A. reports that his Committee on Arrangements has secured outstanding speakers for the occasion.

From the "Curtain-Raiser" Thursday evening, through the final research panel on Saturday, the Michigan Society of Architects will welcome and play host to the Chapters of the Great Lakes Region—Michigan, Ohio, Indiana and Kentucky. Further information about the program and speakers will appear in future issues of the MSA Monthly Bulletin.

Four new appointments to the Committee on Arrangements were made by MSA President, Frederick E. Wigen, They are Thomas S. Tanner, Ann Arbor; Claude D. Sampson, Lansing; Harvey C. Allison, Midland and Auldin H. Nelson of Flint. They will join the original Committee members: Chairman Leinweber, Dean Philip N. Youz, Ralph W. Hammett, Walter B. Sanders and Talmage C. Hughes, in future planning for the Conference.

FORTY-FIFTH ANNUAL CONVENTION OF THE MICHIGAN SOCIETY OF ARCHITECTS, scheduled at Detroit's Statler Hilton Hotel, March 11-13, 1959, will have for its theme, "Around the World with MSA," it is announced by Jack K. Monteith, A.I.A. Chairman of the Convention Committee.

In addition to product exhibits, a feature of the three-day Convention will be an architectural exhibition of award-winning projects by Michigan architects.

Members who have won awards in recent years, nationally and locally, are invited to submit such entries. An explanatory letter with entry blank addressed to MSA member-firms has been mailed, and further information on this and other Convention items will appear in the February and March issues of the Society's Monthly Bulletin.

THEODORE G. SEELEYER, JR., Editorial and Advertising Director of the Monthly Bulletin, Michigan Society of Architects, was recently awarded the Old Timers' Medallion of the Adcraft Club of Detroit in a ceremony held during its recent 53rd Annual Banquet at the Statler Hilton Hotel.

SITUATION OPEN — For registered architect, 35-50 years of age, as administrator with Midwest architectural firm, on public buildings and other important projects. Good salary and excellent opportunity for advancement. Applicants should submit complete resume, including their education, background, experience, etc., to Mr. Jack Frost, Sinclair Associates, Personnel Consultants, 1965 Guardian Building, Detroit 26, Woodward 5-5992.

JAMES B. HUGHES, A.I.A., formerly of Detroit, now with Hunter, Campbell & Rea, Architects, Fifth Avenue & 36th Street, Altoona, Pa., writes that the firm is in need of two senior draftsmen, capable of serving as job captains. The firm, largest in Pennsylvania, has an ever-increasing volume of work, primarily in schools.
ARCHITECTS O’DELL, HEWLETT & LUCKENBACH held an open house and reception on November 14th in their offices in Birmingham, Michigan. An exhibition of their past, present and future work was shown in models, renderings and photographs, to the many guests who attended the event.

**You and Your Public**

*By Hugh W. Brenneman*

*Public Relations Consultant*

*Michigan Society of Architects*

Help!!

Last month in the first edition of this column I asked you to send your PR problems and I would amalgamate them with those of other architects and come up with some answers that might be valuable to you.

Obviously, sufficient time has not elapsed since you read that column and I wrote this one, to permit an outpouring of correspondence. However, I want to reiterate the invitation, for in so doing, the emphasis of repetition may benefit all of us by revealing latent PR problems which are not impossible of review and solution in this small space.

I was talking with Pete Vanderlaan the other day and an idea popped up that may be interesting to you.

The idea: To inaugurate, formally, the concept of the Architectural Audit.

I’m equally sure that the Architect might have replied: “Mr. Owner, that isn’t easy. I must know a great deal about your business, how it operates, who works where, what is done, how it is done, etc. I can help, however, and turn my findings over to you, if you say so.”

And what happened? The architect conducted an “Architectural Audit,” only he probably didn’t call it by that name.

There occurs to me, at the moment, no reason why the profession as a whole should not promote this idea of an “Architectural Audit.” It certainly is a service needed by owners. It is a professional service that only the architect is capable of offering.

It should be mutually profitable!

As I said, this isn’t new. Vanderlaan pointed out that this procedure is used by churches that are trying to determine whether to expand their building, change its size, shape or interior, or build anew elsewhere. And I’m sure that every manufacturer has been forced to do it as his business expanded.

No, it isn’t new, but it’s in a new package.

Actually, there is precious little that’s really new but there is a great deal of new packaging going on.

For example: prior to the advent of the supermarket, foods were displayed in bulk, i.e., potatoes and apples came out of barrels, beer from kegs and meat was sliced off a carcass by a behattted butcher. Now potatoes and apples are in cellophane sacks, beer is respectable in gay cans and pretty bottles, and meat comes in so many forms that its origin is often dubious.

Here’s my point: because of better packaging, more is sold. BECAUSE OF BETTER PACKAGING THE PRODUCT ITSELF IS OFTEN IMPROVED, FOR THE PUBLIC CAN SEE IT, FEEL IT, JUDGE IT.

Why can’t this same principle be applied to the packaging of professional services.

Wait a minute—don’t get me wrong. I’m not talking about package builders. I’m talking about “packaging” the services that every architect offers or that only architects can and should offer. And the architect himself does the packaging so that the service “sells”—because it can be better visualized by the prospective owner and therefore better understood.

The idea of the “Architectural Audit” may be a good example of what I mean because it uses semantics to reveal to the public a service that every architect, worthy of the name, has—namely, judgment to render an opinion on building that is worthy of a fee.

Giving it a name and formalizing it as a procedure might even improve the service itself! Or is that les majeste?

CLARENCE E. NOETZEL, A.I.A., has taken over the architectural firm of W. Roy Akitt. The office is located at 2407 National Bank Bldg., Detroit 26.

Akitt, who started practicing architecture 42 years ago, will go into semi-retirement, but will remain available for consultation.

Noetzl received his education at the Detroit Institute of Technology. He had his experience with Giffels & Vallet before he joined the Akitt firm in 1953.
Do You Know?

By Marie Nolh

That busy Edna Morrison made the favors for the lunchbox on December 8th at the Woman's City Club for the Christmas meeting of the Women's Architectural League, of Detroit. Several guests were present and enjoyed the traditional exchange of gifts. The door prize, donated by the Michigan Consolidated Gas Co., a shrimp cocktail service for eight, was won by Mrs. Ralph W. Hammatt of Ann Arbor.

Edna also took time from Christmas preparations to be hostess to her neighborhood Garden Club which traditionally meets in December to pack gift boxes for the patients at Northville Hospital.

That Blanche Nelsen, the President has received receipts for the three tool kits sent to the Philippines and a surplus food package sent to a Greek orphanage as Christmas remembrances from WALD.

Fran Dellar is the assistant public relations director of the Goodwill Industries. If you belong to a group that would like a tour of the agency, supported by United Community Fund and your donations, Fran would be your guide. She also points out the need at this time for discards of clothing, electrical goods and household equipment to provide continued employment for the handicapped. Many of us learned for the first time that they are equipped to do custom repair and upholstery of your best furniture, providing materials if desired. Give her a call.

That the WALD had a 15% increase in membership during the past year. New faces are seen at each meeting but we are missing many of the "OLD FAITHFULS." such as Ruth Redstone, Beth Pilafian and Berneice Ditchy.

That the Joe Leinwebers of Rivard Blvd. had a family reunion and bon voyage party for their son and daughter-in-law, Mr. and Mrs. Roy James Leinweber, on December third, prior to their departure for a three-year stay in Geneva, Switzerland as representative of one of our large manufacturers. Guess where Hazel and Joe are going to spend their next vacation?

The Christmas meeting as guests of the Tuesday Musicale in the Auditorium of the Art Institute was the highlight of the year. The program included an outstanding choral programme of Christmas music followed by a delightful ballet fantasy, "Portrait of a Ball" by the Sevora Ballet, beautifully costumed and expertly danced. A vote of thanks is due Program Chairman, Vicki Bini, who arranged the program.

HANDBOOK OF ARCHITECTURAL PRACTICE has been completely revised by The American Institute of Architects. Edited by Clinton H. Cowgill, F.A.I.A., this 420-page standard work includes comprehensive coverage of building and architecture, legal problems, owner-architect agreements, office procedures, and project procedures. The appendix includes all pertinent AIA documents.

Bound in cloth and printed in a new, attractive format, the 8½” x 11” work is available at $9.00 from the Institute, 1235 New York Avenue, N.W., Washington 6, D.C., or from Detroit Chapter headquarters.

GLASSON W. COOMBE, A.I.A. announces the opening of his new offices for the practice of architecture at 14233 Michigan Avenue, Dearborn, Michigan. The new telephone number is LUzon 2-6134.

Coombe, a graduate of the College of Architecture and Design, University of Michigan, has practiced in Dearborn since 1949. His offices formerly were in the Calvin Theatre building. He is a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

JACK S. FRIEDMAN, of 1715 South Telegraph Road, Pontiac, has become a member of The American Institute of Architects and assigned to its Detroit Chapter, it is announced by Robert F. Hastings, Chapter President.

Friedman, a 1952 graduate of the College of Architecture and Design, University of Michigan, received his experience in the offices of architects in the Detroit area. He is now a partner in the new firm of Eroh & Friedman, in Pontiac.

JUST ABOUT THE TIME you teach your kids that you can't put more in a container than it will hold, along comes a woman in slacks.

CLIFFORD N. WRIGHT, A.I.A., Chairman of the Residential Committee, Detroit Chapter, American Institute of Architects, announces the selection of a jury for the student competition for the 1959 Idea Home of the Builders Association of Metropolitan Detroit, as follows:


MRS. AGUSTO BINI

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Each year, prior to Thanksgiving, The American Institute of Architects, has invited student representatives from each of the accredited schools of architecture in the United States to come to Washington and participate in a two-day forum of student activities.

The purpose of this Forum is to give the student representative from each school an opportunity to familiarize himself with the operations and functions of the A.I.A. which will represent his interest at the national, regional and local levels through his professional life.

By discussing the objectives of the A.I.A. with practitioners, deans, staff members and fellow students and with first-hand inspection of the A.I.A. headquarters, each delegate is enabled to return to his school prepared to answer many of the questions about his profession which normally arise during his academic training.

The representative from the University of Michigan at the recent forum, at the Octagon, in Washington, on November 24th and 25th, was Bernard Remer, of Ox Park, Michigan. Remer is Secretary of the Student Chapter at the University of Michigan and a graduating senior.

By the opening remarks of Alexander S. Cochran, A.I.A., Chairman of the Institute's Committee on Education, and the welcoming address by President John Noble Richards, F.A.I.A., the organization had reached 62 students representing 65 architectural schools.

Paul Ricciuti, student at Kent State University and this year's president of the student organization, shared the welcoming honors.

Edmund R. Purves, F.A.I.A., Executive Director of the Institute, described the organizational structure of the A.I.A. and the role of the student in preparing for professional work. Following this discussion, Alfred Ben- diner, F.A.I.A., added a bit of humor to the scene with his talk "In and Out of Martini Glasses." During that afternoon, talks were given by Byron C. Bloomfield, Executive Director of Modular Building Standards Association, on the subject of "Modular Measure"; by Thomas T. Crenshaw, A.I.A., of Sargent, Webster, Crenshaw & Folley, on "The Expanding Universe," and by Phillip J. Daniel, A.I.A., of Daniel, Mann, Johnson & Mendenhall, Architects & Engineers, on "Unusual Opportunities to the Architectural Profession."

The Forum ended with the Summing-Up, by Chairman Cochran.

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IRONBOUND FLOORS are installed by franchised floor contractors only and guaranteed by both manufacturer and installer.

Architects like Mr. Brysselbout call for Ironbound floors in job after job. For example, he has specified Ironbound in many installations, including two high schools and a community building in Merrill, Mich., three school gymnasiums and Y.M.C.A. in Bay City, plus several high school gymnasiums in other Michigan cities.

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CHRISTMAS PARTY
DETOIT YACHT CLUB
DECEMBER 12, 1958

Annual Dinner Dance of
American Institute of Architects,
Detroit Chapter
and
Producers' Council, Inc.,
Michigan Chapter

January '59 Monthly Bulletin
Mr. & Mrs. Joseph Curran, Mr. & Mrs. C. Russell Wentworth, Mr. & Mrs. LaVern James Nelsen, MSA ex-president James Barr Morison and Mrs. Morison and Mr. & Mrs. Earl Gustave Meyer

Mr. & Mrs. Donald Francis Johnson, Mr. & Mrs. Charles Easy Thornton, Mr. & Mrs. Gardiner Chandler Vose; and Prof. & Mrs. Ralph Warner Hammett of Ann Arbor.

Seated: Mrs. Leonard Herman Gussow, Mrs. E. Burton Wolf, Mrs. Theodore Edward Anderson, and Mrs. George Frederick Muller, party co-chairman. Standing: Mr. Gussow, Mr. Anderson. Producers' President Frederick Muller and Mr. Wolf

Seated: Mrs. Wayne Mohr, Mrs. Paul Marshall, Mrs. Robert Dale Mosier, and Mr. & Mrs. Rex Marshall. Standing: Mr. Mosier, Mr. Mohr. and Producers' ex-president Paul Marshall

Paul Bradley Brown, Mr. & Mrs. Jack Keightley Monteith, Mrs. Clifford Neil Wright, Eugene Maxwell Hannum. Mrs. Brown. Mr. Wright and Mrs. Hannum

Mrs. Lyall Henry Askew, party co-chairman; Mr. & Mrs. Charles Johnson Mock, Mr. Askew; AIA, Detroit Chapter, immediate past president Gerald George Diehl and Mrs. Diehl; Mrs. Charles Wolfgang Tram-bauer, wife of the Producers' immediate past president; and Leo Irwin Perry
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January '59 Monthly Bulletin
ARCHITECTURAL FINISHES FOR ALCOA ALUMINUM—By Henry Clay Hall, Aluminum Company of America

UNFINISHED—Mill or As-fabricated Finish—The surface which naturally results from extrusion, rolling, casting or other metal processing practice. It will vary somewhat for different alloys and tempers. Such surfaces are not unpleasant and subsequent weathering grays the pers. Such surfaces are not unpleasant somewhat for different alloys and tempers. It will vary chemical means. These effects may be created by vibrating metal installations, which must first be deadened undesirable ducts are actually flat pressed insulation boards, ready for folding into duct sections they both deaden undesirable noise and permit high velocity of heating and cooling air.

The aluminum foil, bonded to the exterior of the ducts, serves both as a vapor barrier and as a tough exterior finish.

Because these ducts absorb the noise created by vibrating metal installations, they remove one of the common objections to forced air heating and cooling.

Another advantage is the low heat transfer coefficient of the material, which means that the distributed air remains at a nearly constant temperature while flowing through the ducts. Since the duct and insulation are one and the same, the home owner is assured of a completely insulated system which reduces cost of operation of the heating and cooling units. Also, extra capacity is provided for days when temperatures are extreme.

Fiberglass ducts may be installed with a minimum of tools. A sharp knife, clips, tape and a stapler are all that are required. The light weight of the material makes it easy to handle and simple to install.

Manufactured by Owens-Corning Fiberglas Corporation the new duct materials are being introduced for use in both residential and commercial construction.

ALUMILITE SPECIFICATION GUIDE

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TRINITY 2-4500 — Extension 48
Products News

WELSH PLYWOOD CORP., Memphis has recently announced the first completely prefinished line of hardwood moldings to match all species and finishes of hardwood plywood wall paneling.

Produced in nine patterns and eight finishes, PlyWelsh Pre-finished Molding completely eliminates messy, hit-or-miss hand staining and finishing on the job, and assures a perfect match for all prefinished wall panels now on the market. All moldings are prefinished by Welsh-invented process that utilizes a 200-foot straight-line production machine to automatically sand, burnish, tone, fill, seal, apply a synthetic plastic top coat, then actually bake the finish into the wood for the most complete finishing job possible. The manufacturer says the finish thus attained cannot be equaled by on-the-job finishing methods.

As the molding leaves the machine, it is sealed in individual polyethylene tubes to assure that the user receives it in "factory new" condition.

The following moldings are available in eight PlyWelsh decorator finishes for a perfect panel match: Casing and apron, stool, million and chair rail, stop, base, shoe, cove, cove and inside corner, and outside corner. Lengths are 8 to 16 feet to eliminate problems encountered with short pieces of molding.

Welsh Plywood Corp is a recently acquired, wholly owned subsidiary of E. L. Bruce Co., Memphis, "world's largest maker of hardwood floors."

PlyWelsh prefinished plywood paneling and moldings are distributed by the

LYLE EISERMAN and JOHN PERRONE ciation, welcomed the residential contractors into full membership in the C.C.A.

John Perrone, former president of the Greater Detroit group, stated that the newly combined strength of the C.C.A. should attract many other employer firms regardless of the particular field of specialization. "If they employ carpenters they are welcome," he concluded.

Left: ROBERT D. MOSIER

Recognizing the importance of Michigan construction 4th Region Office of the Structural Clay Products Institute, Canton, Ohio, recently appointed Robert D. Mosier full time, exclusive Michigan Area Educational Manager.

Mosier has had extensive technical and practical experience in the manufacture and application of all types of clay brick used in construction. He is available to consult with architects and their staffs, throughout Michigan, individually or in staff and other group meetings. Prompt personal cooperation and literature are available (without cost) by telephoning area office headquarters in Detroit: Kenwood 4-0633 or address your requests to Robert D. Mosier, Area Manager, Structural Clay Products Institute, 12870 Dolphin St., Detroit 23, Michigan.

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EMBASSY STEEL CONVECTOR ELEMENTS have been meeting with unusual favor by architects because of their quality and adaptability to all heating systems. The elements are engineered and manufactured under rigid standards to make certain they will deliver high heating efficiency and will require no maintenance or service call backs.

The elements are constructed of steel tubing with steel fins bonded to the tube by mechanical expansion. The fins have die-formed collars to assure efficient fin and tube contact and even spacing throughout. The headers are deep-drawn steel, welded to the tubing to assure leakproof operation. Each element is individually hydrostatically tested for this purpose with 120-130 lbs. of air pressure.

The elements are used on all heating systems, and are particularly suited to one pipe steam systems. On hot water systems, their larger tubes and low friction is an asset to the engineer. The result of all the care, detailed construction and testing, puts a high quality element on the market which will not leak.

Further information on this steel convector element may be secured by contacting Michigan Representative, Stuart Davis & Company, 2300 North Woodward Avenue, Royal Oak, Michigan, or telephone Lincoln 8-0011.

JOHN F. HAMILTON, Penn Metal Company’s Michigan Representative, reports that they have moved their offices to 18450 Livernois, Detroit 21. Penn’s new telephone number is UNiversity 3-3340.

E. J. COVENEY, President of Bryant & Detwiler Co., Detroit, general builders, has been appointed chairman of the construction group of the Governor’s Committee on Economic Development.

Coveney and his group plan to work out an evaluation of Detroit and Michigan construction that will tie in with the over-all program of attracting industry to Detroit.

Bryant & Detwiler were in charge of the construction of the newly completed Greyhound Terminal and Parking Garage in downtown Detroit near the Civic Center and across from the City-County Building, which they also built.

DECRO-VIDER, a new decorative fiber-alas panel screen and room divider, has captured the hearts of decorators for its beauty and adaptability for indoor and outdoor uses. Made of polyester plastic reinforced with fiber-alas, the highly decorative quality of Decro-vider is truly endearing. Its translucent quality allows for the diffusion of light to adjacent areas. The panels are made in a variety of beautifully attractive designs, such as imbedded metallic gold and silver weaves, natural leaf and butterfly arrays, and other smart delicate silk screen hand prints. The overall effect is truly spectacular, creating an aura of sheer elegance to virtually ever decor. All colors are fast so that Decro-viders can be used indoors and outdoors, too. Square aluminum, spring type floor to ceiling tubing holds Decro-vider fast in any position, eliminating the necessity of permanent fastening to floors or ceilings. This complete flexibility and simple installation permits the home and store decorators to move Decro-viders about at will. These aluminum frames, finished in a choice of gold, silver or black, will not crack, chip, corrode or peel in any weather.

The Decro-vider 3’ x 6’ panels are framed so that the bottom is 6” above the floor and the top about 22” from the ceiling of an average height 96” to 106” room. Special framings for higher ceiling rooms are available. The square tubing permits Decro-viders to be set side by side or at angles with the appearance of continuity, and the slim lines of the tubing adds to its sleek, modern effect.

Decro-vider is manufactured by Styline Products Co., 3361 La Cienega Place, Los Angeles 16, California.

Four Decro-vider Designs Shown Below
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“Temperatures in our new addition don’t vary two degrees summer or winter. Besides, our new heat pump is so automatic and quiet, we don’t know it’s there,” says J. W. Albright, secretary-treasurer of Triangle Electric Co., Detroit electrical contractor.

When Triangle built an addition to its offices, year-round comfort conditioning was specified. To expand the old heating system and add air conditioning would have required extensive ductwork. This proved impractical and expensive.

Installation of a heat pump solved the problem easily. The 2½-ton unit was placed on a balcony of the storage area adjacent to the addition, which consists of an executive office and combination employee dining room and conference room. Year-round temperatures are maintained within two degrees regardless of heat load or outside weather conditions. Plus factors, according to Mr. Albright, are minimum maintenance costs, substantial space savings. Heating and cooling are combined in a single unit at less initial cost than separate systems.

See how a dependable heat pump can answer your heating and cooling problems. For information call WO 2-2100, Ext. 2223. Outside Metropolitan Detroit call your Edison office.

Remote installation of heat pump on balcony saves floor space.

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present no problems in the curing of HORN-CLAVED Light-Weight Concrete Masonry Units.

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