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BULLETIN:
May I offer my congratulations on the fine December, 1959 issue of AIA Monthly Bulletin, MSA, containing an excellent presentation of some of Frank Lloyd Wright's Michigan work. The makeup, layout, photography, comments and design of this material is outstanding. Of course, this issue becomes a collector's item. May I have one extra personal copy.

— KARL KAMRATH, FAIA, Chairman FLW Memorial Committee, Houston, Texas

BULLETIN:
Phil Feddersen sent me a copy of the December, 1959 issue of the AIA Monthly Bulletin, MSA, featuring Frank Lloyd Wright, which looks interesting. Will you please give me your discount schedule on this issue.—HENRY HABOR, Kroch's & Brentano's, Inc., Chicago

Table of Contents

| National Architect | 5 |
| Detroit Chapter | 11 |
| U of M Student Chapter, AIA | 13 |
| MSA Items | 15 |

BULLETIN:
May I make a couple of suggestions toward improving the visual quality of the BULLETIN?

First, I would abandon the practice of permitting individual firms to design the cover for "their" issues. Some of these attempts have been most unsuccessful. But more to the point, I think it is important to establish continuity and recognition. This could best be done by sticking to one cover for at least a year. The way to get this cover might be through an annual competition. Incidentally, the covers you have frequently used this year (AIA at top, superimposed on a photograph, with lower 2/3 of cover plain) is a very good one.

Second, I think a major improvement could be made by changing the typeface used in the body of the publication. The present face is too small and too delicate, particularly for the size of the page. It makes for difficult reading. I am enclosing typical pages from three other architectural publications to support my argument.—WILLIAM LYMAN, Secretary, Detroit Chapter AIA.

WALD

Producers' Council 39

The Architect In Our Industrial Age 41

The Greenbrier 44-47

Builders & Traders Exchange 53

Products News 55

Bulletin Board 56

OFFICIAL PUBLICATION—Detroit Chapter of the American Institute of Architects; Robert P. Hastings, President; Paul S. Brown, Vice President; Walter G. Blanding, AIA, Treasurer; Gerald G. Diehl, General Manager, Executive Director; Talmage C. Hughes, Executive Secretary.

OFFICIAL PUBLICATION — Western Michigan Chapter, AIA 36

Saginaw Valley Chapter, AIA 37

Bowling League 38

Golf League 38

BULLETIN:
Recently I received through the Detroit Chapter, AIA office the name of an architect to speak before the Home Economics Federation of Greater Detroit.

On November 18 he spoke to our group in the Henry Ford Hospital Auditorium.

I should like to express our pleasure and appreciation for your suggestion of Mr. Frederick G. Stickel, AIA. His talk was beautifully written and presented. We enjoyed his views immensely but most of all we realized that an architect is a person willing to help the home owner and not someone out of the reach of the average family. And what better public relations for the AIA?

Mr. Stickel is an asset to your organization and we thank you and him for his time and effort.—GERTRUDE M. HASSE, Program Chairman.


Monthly Bulletin, Michigan Society of Architects, Volume 34, No. 4

including National Architect

OFFICIAL PUBLICATION—Detroit Chapter of The American Institute of Architects, Robert P. Hastings, President; Paul S. Brown, Vice President; Walter G. Blanding, AIA, Treasurer; Gerald G. Diehl, General Manager, Executive Director; Talmage C. Hughes, Executive Secretary.

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Saginaw Valley Chapter, AIA 37

Bowling League 38

Golf League 38

PUBLICATION OF — Builders & Traders Exchange of Detroit, Grand Rapids and Lansing.

OFFICIAL PUBLICATION—Women's Architectural League of Detroit, Mrs. LaVerne J. Nelson, President; Mrs. Frederick J. Schootstey, Treasurer; Mrs. William H. Odell, Historian; Mrs. George F. Diehl, Parliamentarian.

OFFICIAL PUBLICATION — National Council of Architectural Registration Boards.


Executive Committee consists of President, Secretary, Treasurer, 1st Vice Pres. (alternate), Council Board of Review: Uzgell S. Bronson, Chairman; Martin Luther Beck, Frank M. Larcher.

Addres all inquiries concerning National Council of Architectural Registration Boards to the Council's headquarters at 418 Commerce Exchange Building, Oklahoma City 2, Oklahoma.

PERSONNEL—Theodore G. Baarsma, Jr., Editor and Advertising Director; Gerald H. LaPline, Advertising Manager and Associate Editor; Nick DePino, Circulation Manager; Ann Sturz, Secretary.

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The purpose of this Report is to give you a few of the many important items considered during the Council Board meeting held at Phoenix on February 12 and 13. In attendance were all of the officers, the directors and the executive director, excepting Morton T. Ironmonger who was absent.

Possibly the most important of the 38 items on the agenda was completion of plans and program for the San Francisco Convention. Each of you will have by this time received from Jim Sadler an invitation to attend our THIRTY-NINTH ANNUAL CONVENTION, together with information on hotel reservations. We hope that it will be possible for most of you to attend, for completed arrangements promise a most interesting and helpful program, in an excellent hotel and in the center of a city of charm and culture. Later you will receive a copy of our printed Convention program but in the mean time here are a few details as planned at the Phoenix Board meeting:

There will be scheduled on the Saturday afternoon session a full two hour period for STATE LEVEL DISCUSSION. These sessions in the past have usually been held at evening meetings aside from the regular convention program, but the keen interest shown by so many of you, particularly at New Orleans, has prompted your Board to make this a Convention program feature, again under the capable chairmanship of C. J. Paderewski. So bring your questions and problems to this discussion.

The Annual Luncheon and Banquet for the first time will be the responsibility of our new Committee on Arrangements rather than as in past years of the Society of Architectural Examiners. At the Luncheon we will have an interesting address by Dr. Donald McKinnon of the University of California on "What Makes An Architect Tick?". The Banquet, preceded by a cocktail hour, will feature fine foods, background music by a string quartette and several variety acts. The ladies are again invited to attend both the Luncheon and Banquet (Formal dress).

The Convention Theme this year will be "YOUR COUNCIL AT WORK," for with the many advances made, as emphasized at New Orleans, all our officers, directors and committees have been very active during the past year. The annual reports of Secretary Mott and Treasurer Brenner will this time be furnished in printed from with opportunity for discussion on any phase if you should so choose. The Committee on Examinations will present at the Monday morning session drafts of Examinations "B" and "T" plus a report on the status of the Objective Type Examinations, under the chairmanship of Fred Markham and co-chairmanship of Roger Kirchhoff. Each of our other standing committees will present its annual report as will also the Board of Review.

In addition to such reports by our own organization we expect also to receive reports from The American Institute of Architects, Association of Collegiate Schools of Architecture and the National Architectural Accrediting Board, each presented by a representative of those three organizations.

FOUR-POWER CONFERENCE... The three organizations joined by the N. C. A. R. B. upon invitation of President John Noble Richards of the A.I.A. will again meet in a Four-Power Conference scheduled at the Octagon on March 11. Your Council president and first vice-president will represent the N.C.A.R.B. at that Conference.

BUDGET FOR 1960-61... Back again to the Phoenix Board meeting, another important item here considered was the adoption of Council Budget for the fiscal year 1960-61 which will be reported at the Convention.

N.C.A.R.B. — CODE OF ETHICS... The question as to an N.C.A.R.B. Code of Ethics was again considered at Phoenix. Should we adopt such a code and if so, how to enforce it? This subject will be presented for consideration at the Convention and the Board invites your thoughts and comments at that time.

N.A.A.B. VISITATION COMMITTEE... At the Phoenix meeting Director Drake read a letter received from N.A.A.B. Secretary Whitaker asking for names of Board members of N.C.A.R.B. Member Boards who would serve as members of the visitation committee for one or more of the following scheduled schools:

- University of California on "What Makes An Architect Tick?"
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April '60 Monthly Bulletin
Sherley W. Morgan, FAIA

The 38th Annual Report of the National Council of Architectural Registration Boards has been dedicated to Sherley W. Morgan, FAIA, for his outstanding service to the architectural profession.

The Dedication read:
"Over 2,000 years ago Aristotle said, "All men desire by nature to know." Men continue to climb to be enabled to sit at the feet of one who does know. This is one of the reasons why we are dedicating this annual to "one who does know," and, who like Saul, "stands head and shoulders above the rest."

"Sherley Warner Morgan was born in Cincinnati. He received his academic training at Princeton and Columbia. During 1917-19 he served the cause of Freedom with the A.E.F.; being Captain of Infantry and Commanding Officer of the U. S. Army student detachment at the University of Montpellier.

"For only a short time he served as a draftsman; then, even before World War I, he began, what was to be a Life Work of Instruction. Upon his return from France he became successively: Assistant Professor; Associate Professor and Professor of Architecture at Princeton. He was Director of the School of Architecture at Princeton from 1928 to 1952, when he became Emeritus Director.

"His other activities include leadership in the Princeton County Day Schools. He was Secretary of the National Architectural Accrediting Board from 1943 to 1949. He is a Past President of the Association of Collegiate Schools of Architecture and while president of that organization in 1938, he had the honor of sponsoring before the A.I.A. convention in New Orleans the endorsement of the NCARB by the A.I.A.

"For twenty-five years Mr. Morgan headed the Examining Board which prepared and marked the registration examinations for the State of New Jersey. Since 1956 he has served as Secretary-Director of the New Jersey State Board of Architects. His broad background of experience has fitted him uniquely to serve his profession so ably.

"Where the members of the NCARB have known him best, of course, is at the Annual Meetings. There his timely counsel on all matters pertaining to the NCARB is always welcomed. We respect his outstanding ability and leadership. He has honored us with his presence. We desire to dedicate this issue to a great leader and Fellow."

SHERLEY W. MORGAN, FAIA
CHARLES R. COLBERT, AIA, senior partner of Colbert, Lowrey and Associates, New Orleans architectural, design and city planning firm, has been appointed dean of the Columbia University School of Architecture, it is announced by Dr. Grayson Kirk, president of Columbia.

Mr. Colbert, who succeeds Leopold Arnaud, will assume his Columbia duties April 1. Dean Arnaud retired in January, 1959. In the interim, James Grote Van Derpool, head of the Avery Memorial Architectural Library at Columbia and professor of Architecture, has served as acting dean.

Mr. Colbert, who is a graduate of the Columbia School of Architecture and a nationally known practicing architect, has been granted a leave of absence for the first three months of his new deanship to inspect other centers of architecture in the United States and Europe and to compare and evaluate educational techniques.

Mr. Colbert will be the sixth head of the Columbia school, one of the nation's oldest schools of architecture. Courses in architecture were established at the University in 1881. Previous directors and deans of the school were William R. Ware, Austin W. Lord, William A. Boring, Joseph Hudnut, and Leopold Arnaud.

VOORHEES, WALKER, SMITH, SMITH & HAINES, ARCHITECTS, of 101 Park Avenue, New York City, announce the addition of six associates to their firm. They are Benjamin Bailyn, John Pine Delavan, Leonard Économides, John Loughname, Robert S. Lundberg and Allen Nathanson.

THE BELL TELEPHONE SYSTEM, the nation's biggest private builder, is taking a new approach to the problem of how to get good architecture at an economical price.

Having 15,000 buildings and constructing new ones or adding to old ones at the rate of 1,000 a year, the company has begun a program of making awards to architects for particularly good work. It hopes this will spur present and future architects to even better efforts.

A panel of eleven Bell System architects and engineers was picked to review pictures of 281 post-war telephone buildings. They ranged from simple equipment "huts" to multi-storied office buildings. Honor awards were given for seventeen examples of good design at low cost. Sixty-five others received merit awards.

It might be charged by extremists, I suppose, that registration is undemocratic because it sets up a board with administrative functions combined with judicial and sometimes legislative functions. Furthermore, the board members, being appointed, need not be receptive to the demands of the people. Is it a step toward the "corporative state?" Are architects thereby made subject to the whims of dictators?

Some board members have been very much disturbed by the necessity of combining the three functions of government in a single agency. Some have contended that boards should be purely judicial, leaving enforcement to states' attorneys, and leaving all details and rules and regulations to the legislatures. A registration board simply can not function in that manner. The only effective enforcement has been in states in which the initiative is taken by the boards, or by professional societies (and the latter tends to be spasmodic). Rules and regulations are too technical to be understood by legislators and it is too difficult to get them changed when the need for change arises. But let's see where the danger is. The three functions of government are separated generally to avoid placing too much power in the hands of an individual or group.
and thus provide an impediment to the rise of a would-be dictator. But is there really any danger of a member of a registration board or a group of members assuming a dictatorship? Their power is limited to too small an area. And within that area it is not necessary to tolerate arbitrary or unreasonable action. Charges can be brought and quick action secured against any board member who is guilty of either malfeasance or misfeasance. The architects in most states could secure better administration of their registration laws, if they made their influence felt when appointments are due and if they showed a greater interest in the activities of their boards. The boards are just about as democratic as the architects want them to be.

If it is agreed that (1) any small loss of freedom resulting from architectural registration is more than compensated for by having competition from only qualified architects, (2) that registration has increased the prestige of the profession, (3) that the trouble caused by the registration procedure is offset by advantages, (4) that limitations to the rate of growth of the number engaged in architectural practice does no harm to the profession, (5) that the advantages of economic position are not heightened by architectural registration and (6) that there is no danger of dictatorial powers being assumed by registration boards, it would seem that, even now, registration is advantageous to individual architects and to the profession as a whole. When the imperfections of our present system are contemplated, and the possibilities of future development are visualized, it should be even more evident that registration should receive the active support of every architect.

The examination procedure has been criticized and many impractical suggestions have been advanced. It has been improved greatly during the past twenty years, and will doubtless be improved further. Possibly a way may yet be found for the N.C.A.R.B. examinations to be conducted and graded by a specially constituted national board instead of by the state boards. If such a national board were composed of architects who are well known and respected, it is probable that the certificate of the N.C.A.R.B. would be respected even more than it now is.

At present many state registration laws are obeyed more by common consent than as a result of enforcement. In some areas, violations are flagrant. Enforcement efforts in some states are futile because of a lack of a legal definition of architectural practice. In some states the courts have interpreted the registration laws as covering so much ground that if enforcement were based upon those interpretations, the opposition to the registration laws would be ominous. In other states, court decisions have greatly restricted the application of the registration laws. In a few states reasonable and practical definitions of architectural practice have been included in the legislation, but much further progress is possible in this direction. Many states also lack proper machinery and adequate funds for enforcement. These things can be corrected by concerted action on the part of the architects in any state.

Another thing which makes practice as a certified architect less than perfect is the necessity of certification of the so-called "grandfathers." As everyone knows, when registration laws are adopted, it is necessary to provide for the automatic registration and certification of all persons who were engaged in the activity covered at the time the laws were passed. Many of these persons are incompetent, and their being certified makes the certification of those who are competent appear less valuable. Only time can cure this situation, but in many states in which registration has been in effect for many years, "grandfathers" are disappearing.

With further improvements in examination procedure, better enforcement of registration laws, conditions of practice under architectural registration laws may be so improved that their desirability will no longer be questioned by architects.
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APRIL MEETING

At its meeting on Thursday, April 14 in Detroit's Rackham building, the Detroit Chapter, American Institute of Architects will show four films made recently by the Institute, in order to acquaint members with what films are available for loan at no cost.

The films, all of 16 mm sound, are "A School for Johnny," "A Place to Worship," "Buildings for Business," and "What is a House?"

The film on schools addresses itself to the problem of filling the need for more schools without overstraining community resources. It explains in detail how the architect goes about designing a school, and some all-too-prevalent misconceptions about costs are cleared up in showing examples of outstanding schools from all parts of the country.

"A Place to Worship" explains the manner in which religious architecture should be approached, the relationship between the client and the architect, and the architect's role and function throughout the project.

"Buildings for Business" is meant mostly for business men, and emphasis is placed upon the duties of the architect and those of the owners. The architect's function is described in three situations involving a factory, a retail store and an office building.

"What is a House?" traces the evolution of the American house from the "carpenter classic" to residence of the future. It briefly acquaints the audience with the many problems to be considered to make a house a home. Its purpose is to explain today's design and the architect's interest in satisfying the needs of function rather than the whims of fashion.
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Our first evening meeting of the second semester was held at the home of Assistant Dean Herbert Johe, on February 24th. It was most successful with a large attendance and much enthusiasm from the members. New membership blanks were passed out for the coming year. A business meeting was held in which new officers for the coming year were elected. They are:

President—Anthony A. Foust, 4th year student from Washington, Indiana.
Vice-President—Ronald E. Polniaszek, 2nd year student from Depew, New York.
Secretary—James L. Haecker, 4th year student from Hamburg, New York.
Treasurer—James J. Sticos, 3rd year student from Racine, Wisconsin.

Appreciation was expressed for the work of the out-going officers over the past year in building up the membership and interest of the organization. Special recognition was given to James Budd, retiring president, a senior student from Flint, Michigan.

Suggestions for improvement of the organization were presented by a group of interested members. This resulted in the establishment of a permanent “Improvement” committee to continuously study how we can make the organization more effective. The other committees for this year have been established and members selected.

Following the business meeting and refreshments, Professor William Johnson, of the Landscape Architecture Department, talked about his trip through Europe last Summer. He had a large collection of unusually perceptive and interesting colored slides. The main theme of Professor Johnson’s lecture was the articulation of space, urban, rural, and architectural. His approach to viewing Europe, and to the general perception of space, was both fresh and stimulating.

On March 1st, a lecture was given by Oskar Stonorov, FAIA and AIP, a Philadelphia architect and town planner. Mr. Stonorov is well known for his work in designing major housing projects. Most recently he has completed the Schuykill River Homes of Philadelphia, and the Grotto-Orleans Project of Detroit. The latter, worked by the collaboration of Architects Yamasaki, Stonorov and Gruen, remains an un-built, gold-medal-award project. Subjects of Mr. Stonorov’s lecture were the contributions to architecture and social philosophy made by the late Mr. Olivetti, and the “Society Hill” Redevelopment Project for Philadelphia.

Plans are now being made for the third annual College of Architecture and Design Open House. Dates set are May 13th and 14th, the event to be known as “A & D Open House ’60.” Co-Chairmen for the open house are: Rosemary Angel, second year design student from New Boston, Michigan; A. Frederick Kolliat, 5th year architecture student from Wilmette, Illinois; and Leland Welsh, 5th year architecture student from Albion, Michigan.

Committees are organized, chairman selected, and work begun on what we hope will be the biggest and best open house yet. The program will include extensive exhibits of student work in all fields, demonstrations, lectures by prominent guests, and entertainment. All people interested in the fields of art and architecture are encouraged to attend.

Mr. Abraham Beer, well known French architect in this country under the sponsorship of the Ford Foundation, lectured in the College of Architecture and Design auditorium on March 16th. Mr. Beer at present holds the appointment of Visiting Professor at the Institute of Contemporary Arts in Washington, D. C.

Three representatives from the Student Chapter attended the Great Lakes Regional Conference of the AIA held at Cincinnati, Ohio. The following report of their participation was written by James Budd.

For the past three years, the Great Lakes Regional Conference of the AIA has included the student chapters of the region in its activities. This has brought the students into closer contact and understanding of the aims, objectives and activities of the Institute. This past March 3, 4 and 5 three students from the University of Michigan attended the program in Cincinnati, Ohio. They were: James Budd, 5th year student and ex-president of the Student Chapter; Anthony Foust, 4th year student and new president; and Ronald Polniaszek, 2nd year student and the new vice-president. Also attending from the Architectural Department were Dean Philip N. Youtz, Assistant Dean Herbert Johe, and Professor William Muschenheim.

The students were warmly received Thursday evening by the director of the region and his wife, Mr. and Mrs. Linn Smith, and other Michigan representatives at an informal meeting. Friday morning the Professional Relations Assistant in charge of chapter and student affairs, Charles Belinley, AIA, led a stimulating and informative meeting which included the definition of the aims of the AIA, with an emphasis on the current ethical situation facing the profession. He outlined many forms of student chapter improvements, stressing not only internal affairs, but also the public relation possibilities of the chapters. The meeting was climaxxed with a discussion of problems incurred in the different chapters.

The theme of the conference was, “Pleasure in Architecture,” which was the basis for the presentations by the five principle speakers. Friday afternoon Philip Will, Jr., FAIA, first Vice-President of the AIA, and Professor John Walley, of the University of Illinois, were the speakers. Professor Walley’s speech was of particular interest to the students. He described his unusual approach to teaching the fundamentals of architecture at Illinois.

Friday evening the three students were the guests of Dean Youtz at the banquet honoring President John N. Richards, FAIA. At this time President Richards gave an inspiring address which pointed out the great demands of the architectural profession in the next 40 years.

The theme was again stressed at the Saturday morning session by G. Holmes Perkins, Dean, Department of Architecture, University of Pennsylvania, and Mr. Grady Clay of the Louisville Courier Journal. Dean Perkins stressed the new forms in architecture and the Philadelphia redevelopment program. Mr. Clay discussed the extreme need for good city planning by the architects for the future. The conference was terminated with the Saturday noon luncheon.
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April '50 Monthly Bulletin
SOL KING, AIA, PRESIDENT OF ALBERT KAHN ASSOCIATED ARCHITECTS AND ENGINEERS, INC., announces that the firm's Board of Directors has elected the following employees as Associates in the organization: R. Hudson, C. M. Labunski, I. Nachbar, J. S. Pettitt, and S. D. Popkin. This action is consistent with management's policy of providing for the enhancement of the stature of the firm and assuring its continuity for service by the admission of new Associates from time to time. This policy has been in effect since 1948 when membership in the firm was first opened to others than those admitted to partnership in 1940 by Albert Kahn, the founder.

J. S. Pettitt and S. D. Popkin are registered architects and members of the AIA, specializing in institutional and commercial work. R. Hudson is a registered civil engineer in the firm's engineering division, C. M. Labunski is an electrical engineer, and I. Nachbar is a mechanical engineer.

King also announced a realignment of administrative responsibilities in the firm's Mechanical division.

Saul Saulson, a Vice President in the firm, has relinquished the duties of Chief Mechanical Engineer, which he has discharged with great distinction for more than 40 years, to devote his efforts and engineering experience to his position of Director of Mechanical Engineering. Mr. Saulson will be responsible for the advance analysis of all projects with respect to mechanical requirements and projected suitable mechanical engineering designs.

G. S. Whittaker, a vice president and director of the firm, has been named Chief of the Mechanical division and assumes full responsibility for its operation and administration. Mr. Whittaker has been in charge of the Heating department since 1931 and for the past two years served as assistant to Mr. Saulson.

Other promotions in the Mechanical division include: Charles Allen, Chief Heating Engineering; Homer Yaryan, Chief Plumbing Engineering; Norton Taylor, Assistant Chief Ventilating and Air Conditioning Engineering. All three are registered engineers and are Associates in the Kahn organization.

AN EXPLANATION of how an architectural firm operates and the services it performs was afforded the general public during a television interview on Shiple Hall, new University of Detroit 8-story Men's Dormitory. Pictured at the telecast on Channel 56, Detroit educational television station, are (from left) James E. Gibson, AIA, project administrator, and Paul B. Brown, AIA, vice-president in charge of educational projects. Both of Harley, Ellington & Day, Inc., Architects and Engineers, of Detroit, and Dick Ramos, U. of D. Public Information Department. Gibson and Brown covered the many steps involved in the complicated planning required even before the first earth can be turned. They emphasized the point with some of the 30 master drawings and the 275-page specifications book required for this project. They also corrected the false impression that "once the construction begins, the architect's job is finished."

THE STATE OF MICHIGAN, BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS announces its next examinations as follows:

Engineer-in-Training, morning and afternoon sessions, June 14, 1960
Land Surveying, morning and afternoon, June 14
Architectural Design, 12 hours beginning at 8:00 A.M., June 15
Land Surveying, Part II, morning and afternoon, June 16
Architecture, mechanical equipment, morning of June 16; Composition examination of June 16
Professional Engineering, Part I, morning and afternoon, June 17
Architectural, structural, morning of June 17; specifications, afternoon of June 17
Professional Engineering, Part II, morning of June 18; Part III, afternoon of June 18
Architecture, Supervision, morning of June 18; History, afternoon of June 18
Architecture, Part III, Design is to be given only at the University of Detroit and at Michigan College of Mines and Technology in Houghton.

All other examinations will be given at the Rackham Building in Detroit; University of Michigan, Ann Arbor; Michigan State University in East Lansing; Jackson High School, Jackson; Central Michigan High School, Bay City; University of Michigan Extension Center, Grand Rapids.

Applications must be in the State Board office by May 1, 1960. For further information, apply at the State Board office, 1604 Cadillac Square Building, Detroit 26. Telephone WOodward 2-0217.

FOUR MICHIGAN BUILDINGS have been nominated for the 1960 Reynolds Memorial Award. Bearing a $25,000 prize, it is the largest single award in architecture.

The American Institute of Architects has announced that the four buildings in Michigan were nominated together with 95 other structures located elsewhere in the U. S. and overseas.

The nominated buildings are Cranbrook House Motel, by Louis G. Redstone, AIA, and Allan G. Agree, AIA, Associate Architects, of Detroit; McGregor Memorial Community Center at Wayne State University, by Minoru Yamasaki & Associates, Architects, of Birmingham.


The winner was the noted Swiss architect, Prof. Jean Tschumi, for his dramatic design of the "Y" shaped seven-story Nestle's International Head-
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MSA Items

quarters building in Vevey, Switzerland.
The prize will be awarded at the AIA convention in San Francisco, Calif., April 22.

LITERATURE AND ADVERTISING prepared by Clark & Bobertz, Inc. was a winner in The American Institute of Architects 1960 Building Products Literature Competition.

The winning design was a four-color, 32-page book containing photographs and other information on toilet compartments, shower stalls and hospital cubicles manufactured by the Sanymetal Products Co., Inc.

The award will be presented at the AIA convention in San Francisco, April 18.

C & B also won an honorable mention in the category of space advertising primarily to architects for a Sanymetal ad, and a second honorable mention for a brochure entitled "Architectural Porcelain Covers all the Bases," for Davidson Enamel Products, Inc.

C & B's headquarters are in Detroit.

A CITATION from The American Institute of Architects for 1960 will go to the General Motors Corporation for its Technical Center, designed by Eero Saarinen, FAIA, with Smith, Hinchman & Grylls, Inc., as architects and engineers.

In the announcement the Institute says:
"The General Motors Technical Center has been widely acclaimed for its excellence and for its contribution to, and influence upon, architecture, planning and construction techniques. These creative achievements would not be possible without a close and sympathetic collaboration of client and architect. The citation to General Motors Corporation is in recognition of its contribution to these achievements in the role of client."

SEYMOUR H. MANDELL, AIA is both an architect and a lawyer. He recently became associated with the law firm of Gurwin & Katz, 1264 Penobscot building, in Detroit.

Mandell has a bachelor of arts in architecture from the University of Michigan and an LL.B from Wayne State University. He had been employed by the firm of Smith, Hinchman & Grylls Associates, Inc. and Fred Brauning & Associates, both of Detroit.

He became registered as an architect in Michigan in 1959 and became a member of The American Institute of Architects the same year.
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BLOOMFIELD TOWNSHIP, MICHIGAN
The All New 46th Annual Convention of the Michigan Society of Architects lived up to its billing at the Sheraton-Cadillac in Detroit, March 30, 31 and April 1, 1960.

One hundred and forty-five members were registered, with a total registration of seven hundred and eleven.

The MSA board of directors met at a noon luncheon, Wednesday, the main committees meeting separately and then joining together in a board meeting that lasted all afternoon.

Monthly Bulletin, Inc. elected Gerald G. Diehl, President; James B. Morison, Vice-President, and Frederick G. Stickel, Secretary-Treasurer. Roger Allen, FAIA, the other director is Consultant.

At the business meeting Thursday morning, reports were heard from President Charles A. OBryon; First Vice-President, Charles H. MacMahon, Jr.; Second Vice-President, Clarence L. Watkins, and Third Vice-President, George B. Savage. First Vice-President of the A.I.A., Phillip Will, Jr., spoke interestingly, with slides, on "A New American Institute of Architects for the 1960s."

We were honored to have present also Institute President John Noble Richards, FAIA; Treasurer, Raymond S. Kastendieck, FAIA and Linn Smith, AIA, Great Lakes Regional Director.

The two main seminars of the Convention, on "Housing and Problems of the Aging," moderated by Robert F. Hastings, of Smith, Hinchman & Grylla Associates, Inc., President of the Detroit Chapter, AIA, were participated in by leading authorities on the subject from Michigan. It is believed that much valuable information was disseminated and a great deal of good will result.

Both the architectural and products exhibits were well arranged and attracted much attention.

At the Awards Dinner, Alden B. Dow, FAIA was awarded the Society's 1960 Gold Medal. Harvey C. Allison, Vice-President of the Dow firm, received the medal for Mr. Dow who is in Japan. Report of this award is on the Saginaw Valley page of this issue. LaVern J. Nelsen, Chairman of the Convention Committee, was awarded a certificate, making him a Fellow in the order of "Unsung Heros." Results of the draftsmen's competition are given elsewhere in this issue.

At Thursday's noon luncheon reports were heard from Robert F. Hastings, President, Detroit Chapter, AIA; Charles V. Opdyke, President of the Western Michigan Chapter, AIA, and Vincent T. Boyle, President of the Saginaw Valley Chapter, AIA. We learned of proposals for additional chapters at Lansing and Flint. All but five architects registered in the Saginaw Valley area are AIA members. AIA President Richards gave a most interesting talk about the Institute.

The Michigan Building Industry Banquet, crowning event Friday evening, heard Justin Wilson, of Baton Rouge, Louisiana, tell his cajun stories. William Gillett performed very well indeed as toastmaster. The trip to Bermuda was won by Mr. & Mrs. Earl G. Meyer. Second prize of two tickets to the Shubert Theatre was won by the Samuel D. Popkins, third prize of two tickets to Cinerama was won by the Edwin F. Noths. Special prizes were awarded to Mrs. Noth as chairman of Ladies Activities, and to Mrs. Hurless E. Bankes, who served at the registration desk.

In the architects sketch competition, conducted by the Producers' Council, a team headed by John Noble Richards, FAIA won first prize and one headed by Charles V. Opdyke, AIA won second prize.

William M. Fernald, AIA, won a Polaroid Land Camera kit in a drawing held by the Owens Illinois Thinlite Division, who had an exhibit at the Convention. MSA marches on.
Dean of the College of Architecture & Design, University of Michigan, Philip Newell Yeats and Mrs. Yeats; 6th annual M.S.A. Convention Chairman LaVern James Nelsen and Mrs. Nelsen; Mr. & Mrs. Edwin Francis North. Mrs. North was Chairman of the Convention's Women's Activities.

Seated: Mrs. William Henry Odell, Mrs. Talmage Contee Hughes, Mrs. Walter Benjamin Sanders. Standing: Prof. Sanders, Mr. Hughes, Marshall Fredericks. Mr. Odell. Ralph Russell Colter.

Mr. & Mrs. Russell Herbert Lee, Mr. & Mrs. Merle Claude Weaver, Mr. & Mrs. Joseph Frank Dworski.

M.S.A.
CONVENTION

General Design Chairman Frederick J. B. Sevald and Mrs. Sevald and Architectural Exhibits Chairman Robert W. Yokom and Mrs. Yokom stand before one of the architectural exhibits at the Convention.

Mr. & Mrs. Daniel W. Toshach, M.S.A. 2nd Vice President Clarence L. Waters, Mrs. Vincent T. Boyle, Mr. & Mrs. Jackson B. Hallett, Mr. Boyle.

Mr. & Mrs. Carl A. Scheufler, Mr. & Mrs. Peter Vander Lampa, Prof. & Mrs. Walter B. Sanders, Mr. & Mrs. Erroll R. Clark.

Donna C. Ruble, Director, Michigan Bureau for Lathing & Plastering; Producers' Exhibits Chairman Byron H. Becker; Russell McMillen, Promotion Director, Bureau for Lathing & Plastering of the Detroit Area, are seen in the exhibit which won first prize.

April '60 Monthly Bulletin
1960 MSA--SMCAD INDUSTRY FUND DRAFTSMEN'S
COMPETITION WINNERS RECEIVE $1000. IN CASH AWARDS

GRAND PRIZE
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FIRST PRIZES
Architectural
Larry W. Woehlke

Structural
C. Dino Gavras

Mechanical
John R. Titus

Electrical
Frank J. Martilotti

SECOND PRIZES
Architectural
Charles W. Andres

Structural
Stanislaw Sulich

Mechanical
Walter E. Kallmes

Electrical
Edward Moy

AWARD WINNING PRINTS NOW ON DISPLAY AT
SHOWCASE INC., BIRMINGHAM, MICHIGAN
WESTERN MICHIGAN CHAPTER, AIA, and the Grand Rapids Metropolitan Architectural League held a joint dinner meeting on February 22. There was a large turnout. Carl H. Zillmer, President of GRMAL, and program chairman, presided.

Zillmer gave a brief resume of the background of GRMAL—tracing its beginning in January 1957 by local architects as a civic spirited group and assisting, on request, the local board of education in programming architectural services for forthcoming school building; and attempts to get an area adoption of the BOCA code with some success. The organization provided speakers for lectures on architecture to schools and associations in the area and recently participated in the development of GR CBD.

Among those who spoke during the evening were: City Commissioner Arlon G. Ley, Chairman of the Downtown Development Committee, who spoke on the "Story of the Downtown Problem;" MSA President Charles A. OBryon on "Architects' Representative Downtown Study Committee;" J. Paul Jones, Planning Consultant for the central business district of Grand Rapids, Senior Planner, Ebasco Services, Inc., on "Market Analysis of the CBD;" Keith M. Honey, Director of Grand Rapids City Planning Commission, on "Solutions to the CBD Problem" with maps; George B. Savage on "The Administrative Area" with renderings; E. John Knapp on "The Cultural Area" with renderings; and Malcolm B. McMullen on "Circulation and Services."

Zillmer summed up the discussion with a suggested CBD plan rendering: emphasizing more consideration for the pedestrian while solving all of the "practical" problems; pointing to teamwork of government, business and profession on a metropolitan level of planning; and advocating that architects as citizens in their communities and therefore clients in downtown or community planning should use their abilities to generate interest, enthusiasm and support for civic improvement.

A film on the reorganization possibilities of the AIA followed a short comment by Mayor Stanley J. Davis of Grand Rapids, supporting the CBD planning.

Among other prominent officials and individuals attending the meeting were: Alex T. McFadyen, Executive Secretary. Grand Rapids Chamber of Commerce; Donald W. Steketee, President, Downtown Council; John J. Foley, Vice President, Downtown Council; Ivan E. Hull, past President, Grand Rapids Real Estate Board; Martin E. Hoogerhyde, Chairman of Grand Rapids City Planning Commission; Richard A. Courter, Technician, Grand Rapids City Planning Commission; Robert W. Topping, Grand Rapids Press; Leonard Bridge and Richard Scheverton, WOOD-TV, Grand Rapids.

Western Michigan Chapter announces the following new Corporate members: Charles E. Handloser, 611 Fourth Street, Jackson, Michigan; Eugene J. Harmsen, 1424 Lake Drive, Grand Rapids, Michigan, and former associates: Walter S. Hanson, Grand Rapids; Calvin D. Lane, Grand Rapids; Keith M. Honey, Grand Rapids; Richard J. Newport, Lansing.

New Associate member is Thomas M. Bombassei, Battle Creek.

MSA past President Elmer J. Manson, Arthur J. Zimmermann, MSA Treasurer George W. Sprau, Miss Joyce Manson, MSA 3rd Vice President George B. Savage, Mrs. John Noble Richards, AIA National President Richards, Mrs. Charles Austin OBryon, MSA President OBryon. Mrs. Manson, Mrs. Robert Fullen, Mrs. Sprau. Mr. Fuller. Mrs. Charles Victor Opdyke. Mr. Opdyke. Mrs. John Harold Burgess, Mr. Burgess

Photo Illustrators, Inc.
HIGHLIGHTS of our Saginaw Valley, A.I.A. meeting of March 21, at Empire Steak House in Bay City were as follows:

The Saginaw Valley Chapter A.I.A. at the 1960 American Institute of Architects Convention April 18-22 at San Francisco will be represented by the following delegation: Fred E. Wigen, Saginaw, Chairman; Samuel C. Allen, Saginaw; Paul A. Brysselberg, Bay City; James A. Spence, Saginaw; Auldin H. Nelson, Flint.

The Chapter, as represented and comprised essentially by Flint, Bay City, Saginaw and Midland, delegated each area to promote Michigan Week May 15-21, on a local basis in order to acquaint the public with Architecture as well as Architects.

The Program presented at the March 21 meeting was "Tri-County Comprehensive Planning Development."

This was a panel-type presentation of the Tri-County Area of the Saginaw Valley, namely: Saginaw, Bay and Midland Counties. The participants were Raymond Mills, Planning Consultant of Midland; Maurice Chandler, City Planner of Bay City, William Day, City Planner of Midland, John Dempsey, City Planner of Saginaw and Doyle Singleton, County Planner of Bay County.

This is the first time the Architects and Planners of the Tri-County area reviewed the many common and complex problems between the architectural and planning professions and how it is reflected and dictated in political and governmental jurisdictions.

Mr. Mills acted as moderator and each participant spoke on the different aspects of Tri-County regional studies. Mr. Chandler reviewed the country side scope of The Saginaw Valley Area while Mr. Day pointed out the potential recreational facilities that may and could well be developed. Mr. Singleton pointed out and reviewed an illustrated transportation criteria including railroads, highways, airways and the potential of the water ways which takes great advantage of the St. Lawrence Seaways System.

Further, Mr. Dempsey reviewed the cultural aspects presently enjoyed separately in the Tri-County area with a further thought extended toward a regional Cultural Development that would encompass and enhance and compliment the new Tri-County College.

This Program is identifiable with The Saginaw Valley Chapter and the Michigan Society of Architects.

ALDEN B. DOW, FAIA

Alden B. Dow, FAIA, of Midland, Michigan, was awarded the Michigan Society of Architects Gold Medal for 1960 at the Society's Annual Awards dinner, in connection with its 46th Annual Convention, in Detroit's Sheraton-Cadillac Hotel, Thursday evening, March 31.

His citation read:

"To Alden Ball Dow, FAIA.

"Distinguished in design and winner of national and international awards, he has brought great credit to our profession.

"His creativeness and ability have been notable in producing imaginative and progressive architecture.

"Through his endeavors, numberless people, by being introduced to good design, have acquired a feeling for better architecture that has enriched their lives.

"His civic contributions and philanthropies have been many and thus he lifted architecture to a new order of magnitude.

"For these and many other contributions, the Michigan Society of Architects is proud to award its 1960 Gold Medal.

Other recipients of the medal, awarded annually since 1953, have been Leo M. Bauer, Roger Allen, Clair W. Ditchy, Adrian N. Langius, Emil Lorch, Talmage C. Hughes, and Eero Saarinen.

Dow, was born in Midland and there he received his early education. He later attended the University of Michigan, and graduated from Columbia University's School of Architecture. He traveled and studied in Europe and the Far East, then with Frank Lloyd Wright at Taliesin, Wisconsin.

His early experience was gained in the offices of Frantz & Spence, of Saginaw. He entered his own practice in Midland in 1933. In 1937 he was awarded the Grand Prix in Residential Architecture at the Paris International Exposition. He has served on the Planning Commission of Midland, Michigan Housing Study Commission, as Director of the Midland Federal Savings & Loan Association, and Director of Midland County Club.

Since becoming a member of the American Institute of Architects in 1938, he has made distinct contributions to architectural organization in this state and in the nation. He served as President of the Saginaw Valley Chapter, A.I.A., after being one of its organizers. He also served as President of the Society. In 1947 he was made a fellow of the Institute "for his distinction in design".

His writings have been published widely in the architectural press and he has lectured to many groups throughout the nation.

His hobby is photography, and he has produced many fine colored movies.
THE DETROIT ARCHITECTURAL BOWLING LEAGUE is planning a gala 38th Annual Banquet at the Detroit Le­land Hotel, Friday, May 6.

According to League President, Earl Roberts, this year’s affair has all the indications of being a big success.

Entertainment is in the hands of Chairman W. J. Smolky and his committee.

Smith, Hinchman and Grylls are the defending champions and at this writing are still clinging to first place.

Other teams in the league are: Smith, Hinchman & Grylls, Lester H. Davies, McGrath & Dehmen, R. J. Davis, Albert Kahn, Snyder & McLean, Diehl & Diehl, Boddy, Benamin & Woodhouse, Albert Smith, Eberle M. Smith, Giffels & Rossett, Norm Krecke, Herman & Simons.

THE DETROIT ARCHITECTURAL GOLF LEAGUE will tee-off its opening tournament on Tuesday, May 10 at the sporty Washtenaw Country Club, Ypsilanti, Michigan.

JUNE 21 — EDGWOOD COUNTRY CLUB
Commerce Lake

JULY 19 — GROSSE ILE COUNTRY CLUB
Grosse Ile

AUGUST 9 — LAKE POINTE COUNTRY CLUB
St. Clair Shores

SEPTEMBER 20 — WESTERN GOLF & COUNTRY CLUB
Detroit

OCTOBER 11 — DEARBORN COUNTRY CLUB
Dearborn

OCTOBER — 8th ANNUAL DINNER DANCE
(Date to be announced later)
Mrs. Earl Gustav Meyer, who with her husband won the trip to Bermuda; Mrs. William Henry Odell, Mrs. Hurlee Edward Bankes, Vice Chairman of Women's Activities; Mrs. Edwin Francis Noll, Chairman; Mrs. LeVern James Nelsen, wife of the General Chairman of the Convention; Mrs. Frederick John Schoettley

Mrs. Charles Austin OBryan, wife of the President of the Michigan Society of Architects; Mrs. John Noble Richards, wife of the President of the American Institute of Architects; Mrs. Philip Newell Youts, wife of the Dean of the College of Architecture & Design of the University of Michigan; Mrs. Raymond Stone Kastendieck, wife of the Treasurer of the American Institute of Architects

Mrs. Allan George Ager, Mrs. Suren Pilafian, Mrs. Frederick J. B. Sevold, Mrs. C. Russell Wentworth, Mrs. Ernest James Deliar, Mrs. Walter Benjamin Sanders

Mrs. Malcolm Roderick Stirton, Mrs. George W. Sprau, Mrs. John Tighman Hildahl, Mrs. John Herbert Burgess, Mrs. Henry William Bullard, Mrs. Peter Vander Leen

Mrs. George Frederick Diahl, Mrs. Gustave Muth, Miss Myrtle Labbitt, Mrs. Werner Guenther; Mrs. Linn Smith, wife of the AIA Great Lakes Regional Director

Mrs. Charles Victor Opdyke, Mrs. Augusto Bini, Mrs. Amedeo Leone, Mrs. William M. Fernand, Mrs. James Barr Morison, Mrs. L. Robert Blakelee and in right foreground Mrs. Jack Mills
THE PRODUCERS' COUNCIL, Inc.

COCKTAIL PARTY MSA CONVENTION
SHERATON-CADILLAC HOTEL, DETROIT

Vice President & Mrs. C. Russell Wentworth, Miss Producers' Council (Jessie Atkins), President & Mrs. Maxwell Eugene Hannum

MSA President & Mrs. Charles Austin O'Bryan, MSA Secretary and Mrs. Gerald George Ditchy, Mr. & Mrs. G. Walter Scott, AIA National President and Mrs. John Nobel Richards, Paul Marshall, Producers' Council elder statesman Mr. & Mrs. Charles William Andres; Mr. & Mrs. James Barr Morison

James Nelsen; Convention Chairman & Mrs. LaVern James Nelsen. AIA National Treasurer & Mrs. Raymond Irene Kustodian; Convention Vice Chairman & Mrs. Arthur Orton Moran, Jr., Mr. & Mrs. Frederick Wehle, Jr.

Mr. & Mrs. Walter Milo Dole. AIA National past President Clair William Ditchy and Mrs. Ditchy, Mr. & Mrs. Donald Francis Johnson

Leo M. Bauer, Mr. & Mrs. Paul Tilds, Mr. & Mrs. Karl Domino, Werner D. Anderson, Sam Burtman

MSA Director & Mrs. Malcolm Roderick Stirton. Mr. & Mrs. Paul Bradley Brown, Frank E. North, Mr. & Mrs. Clifford Neil Wright, Producers' Treasurer Edward S. Parker
The Architect
In Our Industrial Age

By Philip Newell Youtz, AIA
Dean, College of Architecture and Design
University of Michigan

Talk given before the Detroit Architectural Sales Representatives' Institute and the second in a
series of six to appear in this publication during the following months.

YOU MAY RECALL the Chicago World's Fair which celebrated a Century of Progress. In that fair the largest crowds was a "transparent woman". The leading lady in question was a plastic model which revealed all of the inner mechanisms of the female of the species. To be sure, her designers had been able to see through a woman, so the public flocked around the medical exhibit in large numbers. I suppose my function is to present to you a transparent and mechanical view of the world of plan production through the office, on the taking of bids, perhaps on financing on the dollars and cents, on the scheduling bringing to their clients and their clients' functional satisfaction which their buildings of its work to the human eye, on the emotions which his firm must compete on the appeal of. Today few of these men, there is the realtor, the planner representing the city, the banker or mortgage man, the engineer, the manufacturers of structural and mechanical components, the suppliers of basic materials, the architect, the contractor and subcontractors, the interior designer, the landscape architect, the furnishing manufacturer, and the renting agent. Titus with his travel has become a group undertaking requiring the pooling of many types of technical skill and of specialized knowledge. The advantages of this new organized approach to the business of the building are the responsibility and the competent assistance on all phases of the work. The disadvantages are the well-known frustrations of committee action. A good many buildings are war memorials reflecting the bottles of experts.

The image of the architect has changed radically in our century. For one thing his clients are different. He rarely works for an individual unless he has decided to build a house and even in domestic design he must satisfy the woman as well as the man and perhaps the children, the grandparents, the in-laws, and the aunts. In most jobs he is commissioned by a corporation of some kind, the board of directors of a bank or store or real estate company. Where formerly he worked directly with the school principal, the city superintendent, he now meets with the school board and explains his ideas to the Parent-Teachers Association. The problem of communication is multiplied by this change from the local to the national. The young architect must learn to talk the same language as his colleagues.

In addition to being an applied art and a practical science, architecture is also becoming a business. In both small and large offices, the salesman encounters men who are managers and who may do very little designing or calculation. This group of architects has specialized on the performance and functions of architecture and its members talk the same language as the business men who are their clients.

This new architect is cost-conscious to a high degree. Often he seems oriented as it were toward economics as toward aesthetics or structures. Underneath may be an appreciation of design, a conviction that his firm must compete on the appeal of its work to the human eye, on the emotional satisfaction which their buildings bring to their clients and their clients' customers. But the thinking and language of this new type of architect concentrates on the dollars and cents, on the scheduling of plan production through the office, on the taking of bids, perhaps on financing the new structure, on supplying or checking the shop drawings, and on supervising the work.

The modern architect is the leader of a growing number of specialists whose knowledge is needed for the successful planning and construction of a modern building. Many of this group work outside the architect's office so that the task of coordinating their efforts on the project may demand considerable diplomacy. To mention a few of these men, there is the architect, the planner representing the city, the banker or mortgage man, the engineer, the manufacturers of structural and mechanical components, the suppliers of basic materials, the contractor and subcontractors, the interior designer, the landscape architect, the furnishing manufacturer, and the renting agent. Today few of these men are devoted men seeking his patterns in the past. This was the first time any one so the public flocked around the medical exhibit in New York. I found scholars, linguists, and experts on chronology, but no architects. Today few of these men are devoted men seeking his patterns in the past.

The architect as recently as the turn of the century was a great variety of craftsmen whose skill and sensitivity transformed raw materials such as stone and wood and clay into the beautifully worked components of a handmade building. Today few of these men can be found. Handmade buildings began to disappear in the twentieth century and have become rarities in the twentieth. Occasional examples, like the group iPhone Cranbrook, delight us. But most of our modern architecture is machine made. Today fewer and fewer raw materials are delivered at the job for fabrication. In stead, most architectural components are factory-made and are simply assembled on the job. Building erection still is far from automation but it is moving in that direction. Less and less man hours are utilized on the job.

The literature of architecture reeks with nostalgia for the good old days of hand-craft construction. Some of you who have been longest in the industry may share this feeling. But handmade buildings are only possible in a social order in which labor is underpaid, materials plentiful, and time of little import. In the old fashioned buildings before the machine nothing was standardized, no modules were used, few columns were exactly plumb and no components were interchangeable. Untold hours of skilled labor were required to construct window frames and fit them to them. Doors were of all heights and widths.

Wood paneling had to be mitered around beams and girders that were positioned by eyes uncorrected by glasses or instruments. Manufacturing the parts and adapting them to the handmade building would be a nightmare for the modern architect accustomed to dimensional control. The costs of such a lavish use of skilled labor would bankrupt private enterprise. Handmade buildings if they were designed and conscientiously built, had great individuality and charm. But we must recall that only the best of them survived. Many others fell down because of primitive engineering, or burned up because little was known about fire-resistant construction. Many collapsed because building materials were not uniform in grade and hence unreliable.

The contemporary architect owes a great debt to the machine. It produces components that are standardized and of uniform quality. The cost of these is many times less than the same items made by hand. The result is that the modern building can be assembled economically and rapidly. Of course parts sometimes do not fit in spite of the best of factory inspection. The man who writes the lavishly illustrated catalogues may turn out to be a thwarted creator of fiction, who has never seen the product which the architect designed and conscientiously built, had great individuality and charm. But we must recall that only the best of them survived. Many others fell down because of primitive engineering, or burned up because little was known about fire-resistant construction. Many collapsed because building materials were not uniform in grade and hence unreliable.

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But such incidents become rarer with each decade of the machine age. Building tolerances are generous and parts, unlike those that go into a motor, can have a modicum of individuality without causing trouble. The architect today relies very heavily on the technical catalogue of the manufacturer in choosing his materials. In
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April '60 Monthly Bulletin
pose most architects regret that they no longer have the first-hand acquaintance with materials and products concerning which so many of the older men were connoisseurs. Take paint, for example. What is paint today? A polymer married to a pigment? In the old days when it was boiled linseed oil, white lead or zinc oxide, pigment, a little turpentine to make it spread and a dash of drier, an architect could rely on his own experience and knowledge to create a new environment for industrial invention.

Design takes a lot of work, knowledge and imagination. A technical assistant to the architect. There is no time in an architect's office for salesmen whose only assets are their friendly approach to all mankind. Also, the architect is likely to resent the high-pressure sales talk. In the end, architects have to decide on what is to go into a new building. But salesmen who bring in materials and components about which they know a lot about the building industry and the materials which it uses. The best modern salesmanship in our field is the ability to communicate this knowledge.

What sort of information does the architect need from the salesman? Cost, dimensions, design, color, materials, durability, maintenance. In my experience most manufacturers will give the architect reliable cost figures. But when we come to dimensions, we are entering a dangerous area of variables. The architect's working drawings are no better than the dimensions of the fixtures given in the technical catalogue. Here is a field where the salesman can be of the greatest help. A competitive line may be more compact, and he may therefore lose the order. But the salesman has time to visit the plant and inspect jobs where the product has been applied, he still is dealing with abstractions. If the designer of buildings specifies only the products he himself knows and has successfully used, he fails to keep abreast of the times, to take advantage of improvements and to utilize new inventions. We all are aware of the rapid deterioration of offices which continue to copy old specifications, job after job. Good salesmanship is like good reporting because it keeps the client informed.

The modern architect has become a research chemist and laboratory technician, the mechanical engineer, the architect, and the maintenance engineer (non-professional).

The architect of our times has the difficult responsibility of preparing working drawings for buildings that reveal the future, not the past. Until our century the art and science of architecture consisted largely in copying historical buildings. The new third edition. When you have read "Time and Architecture" and it was written by Sigfried Giedion. I recommend the new third edition. When you have read it, you will know the directions in which modern architecture is advancing and be able to do your part in its progress.

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The Greenbrier

A NEW ERA OF SPLENDOR

By GUSTAVUS ARNOLD

RENAMED ASHFORD GENERAL HOSPITAL, with General Beck in charge, the former Greenbrier now became a center for vascular surgery, neurosurgery and general medicine. It was later converted into a replacement center for the training of medical officers. By November 1945 more than 20,000 patients had been treated at the hospital from practically every battle front.

The war was hardly over when Ashford was put up for sale as suddenly as it had been purchased. After four years and five days and millions poured into it to make it into a first-rate institution, it was now found to be too remote for a hospital and newer ones in urban communities were being built to take its place.

Many buyers came to look — even "Hollywood" — but no one made a down payment. Finally, in desperation the Chesapeake and Ohio Railway, its former owners—through the perseverance of Mr. Walter J. Tuohy, an executive of great patriotic bent and today President of the Railway—bought it back in January 1947 for four million dollars, since the Company could not bear to see this great American heritage pass into oblivion, and hoped to preserve it as a "way of life" unduplicatable anywhere else in the world.

Small, Smith and Reeb were immediately requested to revamp it—to undo what they had so recently done—for resort use again. The services of Mrs. Dorothy Draper of New York, a woman of vast experience and of the most extraordinary capacity in the interior decorating field, were secured at a fee of $120,000 to do what her predecessor, Maude Sterner, had done thirty-five years before.

Mrs. Draper was given carte blanche on the interior and she went into it with artistic vengeance, ripping out whole walls to put in doorways and putting in fireplaces where doorways had been. The long vista through the center of the structure vanished and in its place the intimacy of our present era was promulgated with remarkable artistic effect.

One whole year was spent in ordering the furnishings. No two bedrooms would be alike in the whole six hundred. Designs and orders were given for over 15,000 rolls of wallpaper, 30 miles of carpeting, 35,000 different items of furniture and decorative pieces, and 45,000 yards of fabric. It was a tremendous undertaking but Mrs. Draper was up to it. She did not miss a trick even to scarlet wash cloths that startle the guests into "rapted exclamations."

In the ballroom, a magnificent 1800-pound Czechoslovakian drop crystal chandelier by Wendell & Co. of New York was hung. It is patterned after an old Russian print and has all the glitter and glory of those found in Catherine the Great's Winter Palace in old St. Petersburg. In the ballroom are also dainty, stiff, gold leafed, chaperon chairs resurrected from the "Old White."

In the President's Parlor, in the North Wing, was placed a magnificent circular 150-year-old Aubusson rug that came from one of the royal palaces of Louis Philippe, King of France.

In the dining-rooms are oil paintings, on loan, that give the scene a distinguished serenity. Of the nine paintings in the Colonnade Dining Room the largest is of Dr. John T. White, Col. of the 4th Georgia Battalion, during the Revolutionary War.
and painted by John Singleton Copley (1747-1815). In the Georgian Room are seven paintings. The most important there is one of Charles, 3rd Duke of Marlborough, advocate of Colonial Right and illustrious ancestor of Sir Winston Churchill. It is by Francis Hayman (1708-1776).

A $40,000 collection of house plants was also brought in to give accent to the interiors.

In all, the Chesapeake & Ohio Railway laid out the tidy sum of $12,413,871.00 before they were ready to open the doors to the enraptured public on April 19, 1948.

The place was taken by storm but not without some repercussions — especially from the Old Guard, who had treasured back in elation, but sad to say, in somewhat diminished numbers. For times had changed, War, the Great Leveler, had taken its toll. The personal wealth of many of America’s first families had been sluiced away by taxation and the new laws of the land. The day of the private railroad car and its symbol of exhausted wealth was dead.

The management was agreed that times had changed and that a great institution the size of The Greenbrier could not possibly count on the wealth of its former clients to continue its existence in the way to which they had been accustomed. The decision was made that no red ink must ever desecrate the chaste white accounting sheets of the establishment’s exchequer. And so, accordingly, the red carpet from now on was to be rolled out to the American corporations, the American associations, and the American unions — the new harbors of the wealth of the nation.

The day of the Conventionist had arrived. American enterprise, flush with money, needed a place to foregather its top echelon from time to time where they might confer and reap the bounty of a smart social hiatus so necessary in keeping modern day employees satisfied and happy in these times. And what better place could they pick than The Greenbrier which had everything.

Recently 88 railroad carloads of executives were brought to confer at a three-day session at The Greenbrier by a large corporation. When they left the corporation also left about a half million dollars. That is big business. What private individual could match that for three day’s spending?

It was reported, by a wag of the day, that when the first Conventionists made their appearance, and came huddling into the confines of the stately dining-room, the Old Guard, appraised of their approach, suddenly rose en masse outflanking the oncoming invaders on both sides with as withering an onslaught as ever glared through a battery of raised lorgnettes. The front lines of the Conventionists taken back by this icy blast, first froze in their tracks. But those coming up in the rear, not knowing of the stalemate in front, kept shoving forward until the line finally broke, fanned out, and completely inundated the whole dining-room. The Old Guard, steadfast to its last diamond dog collar, foundered in all its glory under this terrific impact, but like the Old South still holds its head high even in defeat.

Be that as it may, there is now an amicable truce between the two factions and through the years each has accepted the other as part of democracy’s new regime in the resort business.

The Tylers of Virginia still come to The Greenbrier. Miss Reba Tyler of Monument Avenue, Richmond, wouldn’t think of going anywhere else, and Mrs. Arthur Farnsworth Elliot of Fifth Avenue, New York, and a dowager of the first magnitude, has been coming to the resort for over thirty years, and Mrs. Lorenzo E. Woodhouse, on her yearly circuit from Easthampton to New York to Palm Beach, always makes a long stay at The Greenbrier, and Mrs. Woodhouse is a lady of about ninety.

Afternoon tea is served in the lobby each day at The Greenbrier, with the music of Meyer Davis’ orchestra swelling the majestic room with such throbbing music of Meyer Davis’ orchestra swelling and through the years each has accepted the other as part of democracy’s new regime in the resort business.

The social director is comely Mrs. Marie Henderson of New York whose radiant enthusiasm for the appointments of the establishment spreads like a happy epidemic among the guests. She is a great asset to The Greenbrier.

Coffee is served to the guests on arrival when registering in the lower lobby, which gives one the feeling of a warm welcome.

Two of the most significant aspects of The Greenbrier that immediately impresses the guest are its magnificence and its cleanliness. The serenity of its beauty that prevails throughout the resort and the spotlessness of its upkeep in every realm gives one the assurance that he could eat off the floor, and what’s more enjoy it.

The elaborate cuisine of The Greenbrier is under the direction of Hermann G. Rusch, member of the “Order of the Golden Dozen,” a select group made up of the world’s greatest chefs. The superb TYPICAL DINNER MENU

**Paradise Row** — This promenade alleys flanks east side of dining room and leads to Virginia Wing and “Old White Club.”

**Bed Room** — One of six hundred of which no two are alike. Each has its own individual decor to suit personality of guest.
service in the dining-room is under the supervision of headwaiter Paul Thioudet.

Most of the employees have been there for many years and come from all over the world. For a background of service at The Greenbrier is open sesame to any other resort in the country.

Virgil Digle, affectionately known as Papa Caruso, because his voice resembles that of the great artist’s, has been head of the kitchen’s Service des Rotis for 46 years and can still render an aria with appropriate gusto as he turns out a roast beef that is “fit for the gods.”

The length of service in the dining-rooms runs from white-haired and efficient, tiny Christine McDonald from Dublin, Ireland, who has been at The Greenbrier for over thirty years, to young Otto Maier who arrived from Munich, Germany, just last April.

In the lower arcade of The Greenbrier there are twenty-two exclusive shops which cater to the guests of the resort. One of the most fabulous of these is the one on antiques over which Mrs. Kay Bolger presides. Here are treasures from all over the world ranging from seventy-five cents up to three thousand dollars. One of her choice articles is a hand basin and water pitcher having belonged to Marie Antoinette and rumored to have been used by that ill-fated queen to tidy up a bit just before she boarded the tumbrel on her last ride— to the guillotine. It was priced at only $250.00.

Mrs. Bolger, who looks more like a poetess than an antiquary when she puts on her horn-rimmed glasses and sits at her desk bending over her salesbooks, is a sister of the late Daniel N. Driscoll, once consulting engineer for The Greenbrier and later designer of all the wrought iron work at Radio City, New York, and the United States Supreme Court Building in Washington, D. C.

The Greenbrier always has been famous for its numerous sports activities. The Golf and Tennis Club is the rendezvous for its sports enthusiasts in spring, summer and fall. Panning out from it are the two 18-hole championship courses of Old White and Greenbrier and the 9-hole Lakeside course which is presently being made into an 18-hole course with one sporty green on a peninsula jutting out into a lake as a hazard. At The Greenbrier, golf pro Sam Snead has reigned for over 25 years.

In 1884 the first organized golf club in America came into being on the “Oakhurst” estate of Mr. Russell W. Montague just three miles from the present Greenbrier layout.

Tennis is also a major sport. Five fast-drying courts are scenes of many tournaments. During the fall of 1959 Victor Seixas, Ham Richardson and Greenbrier pro Ray White put on a series of exhibition matches before a large gallery.

The Greenbrier has both indoor and outdoor swimming pools. The indoor mosaic pool is one of the largest in the country and strikingly designed with sixteen black Corinthian columns supporting the roof.

The beautiful 135 ft. long outdoor swimming pool, designed by landscape architect Richard Webbel, is adjacent to the Golf and Tennis Club. The filtered mountain spring water is maintained at a perfect swimming temperature through an automatic, thermostatically controlled heating system.

Custodian of the swimming pools is gentlemanly Clarence “Buster” Williams who was born at White Sulphur and has served The Greenbrier for over seventeen years. Buster recalled that the Duchess of Windsor always used the indoor pool while the Duke played golf when they came to the resort.

A stable of fine riding horses is maintained throughout the year and more than 200 miles of well-kept trails skirt the golf courses and penetrate the woods of the 6000 acre estate. The mounting ring is at the north entrance of The Greenbrier.

For the non-equestrian there are the delightful, old-fashioned down-to-earth Buckboard carriages for an afternoon drive.

There is also hunting and fishing; horse-shoes and shuffleboard for the aged, and bicycling for the more energetic, with skeet and trap shooting at The Greenbrier Gun Club up at Kate’s Mountain which before World War II was the well-known Kate’s Mountain Club, famous for its Southern fried chicken dinners with hot biscuits and strawberry jam.
The Greenbrier has its own airport with a 3500 foot concrete runway with a 1500 foot sod extension, what was once The Greenbrier polo grounds, and before that, the old track before the War Between the States.

In 1954, the West Wing, designed by architects Small, Smith and Reeb, was built at a cost of $3,000,000. It houses the Mural dining-room which formerly was the theater, built in 1931, and the commodious Chesapeake Hall where every year on New Year’s Eve an elaborate ball is held for one thousand guests. This wing was especially built to accommodate conferences with attendance up to one thousand persons. Included in the new air conditioned wing is a theatre on the lower floor with cinemascope screen where first-run pictures are shown nightly throughout the year.

In 1956 the Old White Club addition, designed by architects Small, Smith, Reeb and Draz of Cleveland, was opened. Here members may have cocktails before dinner. There is also dancing every night before and after dinner with entertainment by the Populars, a recording orchestra of note, and The Harveys of the Arthur Murray dancers.

In 1957, an addition, all in vinyl furnishings, was added to the Club, so popular has it become with The Greenbrier guests. Outside in the beautifully landscaped grounds of the Club are statues and lovely flower gardens surrounded by a serpent wall whose brick came all the way from Charleston, South Carolina.

For the nature lover a walk through the well manicured grounds of the beautiful Greenbrier estate with the resident naturalist is most rewarding. Some of the boxwood at The Greenbrier are over 160 years old.

After a vigorous day of activity at the resort, guests may relax in The Greenbrier Spa. Sulphur baths, famed since Amanda Anderson’s day, which restore energy and relieve high tension are found here to be some of the best in the country.

“For about a century now the waters have been used with ever-increasing reputation; and peculiarly suited as they are to the nervous and other diseases resulting from the headlong pace of modern life, it is probable that they will be sought after more and more in the future.” Thus wrote someone in 1878 who was extolling the blessings of the Spa, but they are just as appropriate today—82 years later.

Also at The Greenbrier, but not associated with The Greenbrier operation, is the Clinic begun in 1948 which is equipped to carry out diagnostic health examinations on individuals and groups of business and industrial executives. It is manned by an outstanding, competent and experienced staff of physicians and technicians.

The Greenbrier is now in the process of building a new wing, designed by Small, Smith, Reeb and Draz, to the west and up the hill from the present West Wing and which is to be called the West Virginia Wing.

This handsome white building will capture all the lovely grace of The Greenbrier’s Georgian architecture and will make available America’s 100 most beautiful guest rooms—built to a new concept in resort guest room planning.

The Greenbrier Clinic — the most modern in America

A management triumvirate of such caliber cannot but assure a successful and enduring enterprise “where the season never ends.”

A memorial marker, probably overlooked by most people, stands at the entrance to the lovely formal garden which marks the site of the “Old White” in front of the North Wing of The Greenbrier, which seems to express so beautifully the American heritage of this great resort. It reads: “Here stood a famous Hostelry affectionately known as The Old White” once the pride of the old Dominion whose gracious hospitality, beautiful surroundings and healing waters gained national renown and made it the object of many a pilgrimage.

“The lower levels of the wing will have exhibit areas supplementing present facilities for Greenbrier guests and will house the famous Greenbrier Clinic.” It is expected to be completed in the spring of 1961.

The tremendous operation of an institution of The Greenbrier’s size is carried out smoothly and flawlessly under the expert executive direction of E. Truman Wright, vice president and general manager, and general Richard E. Holtzman, resident manager, both Cornell University graduates.

and through the capabilities of Joseph W. Coleburn, Jr., executive assistant manager, who has been with the resort for many years.

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“Here gathered from the North and South great Generals, famous statesmen and philanthropists, lovely ladies and reigning belles who left upon the silent shore of memory images and precious thoughts that shall not die, and cannot be destroyed.” —THE END
**Letters**

**BULLETIN:**

The article concerning The Greenbrier in your March issue is one of the best I have read. This splendid historical account is greatly appreciated. I am looking forward with pleasure to reading the next installment. — WALTER J. TUOHY, President, The Chesapeake & Ohio Railway Co., Cleveland, Ohio

**BULLETIN:**

The Monthly Bulletin for March, of the Michigan Society of Architects, arrived in this morning's mail, and we were delighted with your article on The Greenbrier. Your verbal picture of this beautiful estate, plus the illustrations you used, combine to make one of the most interesting reports that we have ever read about our Hotel. — E. TRUMAN WRIGHT, Vice President & General Manager, The Greenbrier, White Sulphur Springs, West Virginia

**BULLETIN:**

You have hit another bullseye in presenting the article so well depicting the magnificent history of The Greenbrier and its predecessors. My friend Truman Wright should have a special reprint made of this great study for their publicity and advertising purposes.

I was a guest at The Greenbrier in late August 1914 and the memory of it and those days is forever with me.

Another memory is of the spring of 1929, when I visited there with the intention of beginning negotiations to buy the property—.

Another matter of interest to me, in your article, is mention of Commodore Matthew Fontaine Maury of Richmond whom you mention having been one of those who in 1857 bought the property. He is an ancestor of the wife of my nephew, Mrs. R. Daniel Musser, Mr. Musser as you know now associated with me at Grand Hotel.

In the lower hall of Grand Hotel, you may have observed a framed menu that I have placed on those walls, a party menu of The Greenbrier, a menu and party that I enjoyed as the guest of Mr. Wright a few years ago, and on it personally inscribed: “The finest dinner I have ever enjoyed.”

This is the best report on a great institution that I have ever read, and I am eagerly looking forward to the second installment. — W. STEWART WOODFILL, President, Grand Hotel, Mackinac Island. Winter address: Scottsdale, Arizona.

April '60 Monthly Bulletin
I am sending it to my sister Constance and her husband who live in Shrewsbury, England.—FRANCES DUNNING STANLEY, Ferndale, Detroit, Michigan

BULLETIN: The March issue arrived containing your wonderful description of The Greenbrier. I thoroughly enjoyed reading every detail, and shall put this among my treasured articles to be kept.—M. LOUISE EWELL (Mrs. Nathaniel McGregor, Sr.) Charlottesville, Virginia.

BULLETIN: I enjoyed your Greenbrier story so much. I only wish all our guests might have it. For you certainly cover such a lot of ground and in such an interesting way.—(MRS) MARIE HENDERSON, Social Director, The Greenbrier, White Sulphur Springs, West Virginia.

BULLETIN: It is a beautiful story and probably one of the most correct factually that we have. You will now find that at The Greenbrier you have also become the encyclopedia source of Architectural Greenbrier information. We are looking forward with tremendous interest to the second article on The Greenbrier.—(Miss) JERRI BOSTWICK, Public Relations Director, The Greenbrier, White Sulphur Springs, West Virginia.

BULLETIN: We enjoyed reading about The Greenbrier and of course about Lady Stanley, and her husband who live in Shrewsbury, England. —FRANCES DUNNING STANLEY, Ferndale, Detroit, Michigan.

BULLETIN: The chairman of the AIA Committee on Human Safety, John C. Thornton, of Royal Oak, Michigan, told a St. Paul audience recently that “fireproof” and “fire-retardant” used in connection with building materials today have created a “fire apathy” among Americans which is very dangerous. “He said a five-year study by his committee showed that many lives are lost because human safety is neglected in the planning of homes, supermarkets, churches, hotels, department stores and other buildings.”

“[The American people are not safety-minded. They are willing to take chances. We have an apathy toward fire.... We think we will always have fires and that there is not much we can do about it,” he asserted. “Fireproof” and “Fire-retardant” construction doesn’t make buildings ‘safe’. You can be killed by the gases of combustion in a fire-retardant building just as quickly as in an ordinary building.” He criticized many design practices in both old and new buildings, pinpointing them this way:

“Windows — so-called modern windows are of ‘thoughtless’ design because many don’t permit escape or rescue in case of fire. Small high windows, popular in bedrooms, make the rooms firetraps. Worse, Thornton added, are windows in many modern schools. The recent fire in Chicago’s Our Lady of the Angels School, which cost more than 50 lives, would have caused three times that many deaths if the building had had modern small louvered sash for windows, he said.”

“Doors — Thornton criticized the ‘open plan’ of few doors. Closed doors, he said, can save lives by slowing the advance of gases from combustion. Where possible, there should be a door separating the bedroom portion of a house from the living quarters.”

“Air-conditioning — It took us years and many deaths to eliminate the open stairway in certain new buildings but today we are installing air-conditioning systems that can spread fire and smoke throughout a building faster than the open stairway ever did. Many such systems are really designed for death.”

“Building Materials—These are one of the most serious problems, said Thornton. Manufacturers selfishly put materials on the market without knowing much about them, especially how they act under fire conditions. Building codes are trying to take care of this but the fact remains that thousands of buildings have walls and ceilings covered with materials that carry fire with lightning rapidity.”

**From Engineering News Record**

**PROFITS CUT — COMPETITION GROWS— (Excerpts—Engineering-News Record) In the face of increased construction activity, contractors across the nation are continuing to meet competition ranging from “stiff” to “murderously cutthroat.” Result: Slim profits.

So severe is the competition, that in many areas bids are consistently running below engineers’ estimates on almost all types of work. Low bids are ranging from 5% to 20% below estimates.

Most of this bid-price chopping is coming out of profit margins. All of this despite higher costs of labor, materials and working capital. Contractors are no longer absorbing all cost boosts. Some are resulting in slightly higher bids. But it appears the rise is in almost direct proportion to the rise in costs—still no help for profit margins.

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And despite the large number of contractor failures last year, the over-all number of contractors continues to rise.

Most reports indicate contractors handling jobs of under $1 million are being hit the hardest.
J. Leonard Rush

JOHN LEONARD RUSH, AIA, a prominent architect and member of the Detroit Chapter, The American Institute of Architects, died suddenly at his home, 4094 Fairlane, Birmingham, Michigan, April 4. He was 61 years of age.

Mr. Rush was born April 28, 1898 at North Tarrytown, N. Y., where he received his early education. His higher education was received at State Normal School, Normal, Ill., the University of Illinois, University of Michigan extension courses, the Wicker Art School and Atelier Derrick, both in Detroit.

After employment in architects' offices in Ohio and Michigan, he became registered as an architect in Michigan in 1939, following which he was with the Detroit office of the Federal Housing Administration, and General Motors Corporation. He entered his own practice here in 1947.

His other affiliations include the Michigan Society of Architects, The Engineering Society of Detroit and the Scarab Club, of Detroit.

Surviving are a daughter, Karen Rush of Birmingham; a son, William of Cuyahoga Falls, Ohio; two sisters, Mrs. Beatrice Snyder of Durham, N. C., and Mrs. Armin Moratz of Bloomington, Ill., and two brothers, William R. of Bloomington, Ill., and Lawrence of New Brunswick, N. J.

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NEARLY FOUR HUNDRED MEMBERS of the Builders' & Traders' Exchange of Detroit braved snow and bitter winds to the Rackham Memorial Building the evening of March 3rd for one of the most unique meetings in the history of the Exchange. The meeting was set by the Education Committee of the Exchange to explore, as a group, the role of education in an industry beset by price-cutting, shrunken markets and an increased number of competitors.

R. L. Deppmann, President of the Exchange, pointed to 1955 as the record year for construction in the Detroit metropolitan area with contract awards, exclusive heavy engineering, amounting to $763,600,000. Since that time, construction volume in the metropolitan area has continued to decline. In 1959, contract awards fell to a low of $513,400,000, approximately $250,000,000 under the 1955 peak. While Detroit and Michigan continue to suffer, construction nationally has reached new records each year.

Mr. Deppmann stated that 6.5% increase was expected in 1960, but that this figure would still be 29% below the 1955 record year. He pointed out that the decrease in volume is even more serious considering that there are 30% more contractors doing business today than in 1955.

Principal speaker of the evening was Dr. Edward T. Raney, Wayne State University Professor of Management and noted business consultant. In his talk that evening, Dr. Raney called the construction industry "immature" and pointed to an oversupply of firms, many of them poorly qualified, unethical practices, and slim or nonexistent profits as the benchmarks of all immature industries. He defined a mature industry as one which has established a "climate" in which it can successfully operate both to the benefit of the public and the industry. Dr. Raney stated that the key to a better business climate lies in adequate standards of competence, performance, and ethics, developed by and policed by the industry, and he pointed to architects and engineers, doctors, accountants and real estate as being typical of mature business groups.

No short-run solutions to the situation which confronts the construction industry in Michigan were offered by Dr. Raney. He suggested that the answer lay in long range planning. "You must begin to develop standards," Raney said, "then begin to control entrants. To make standards effective, training courses have to be set up. You members must take the courses yourselves, and then demand that others take them."

At the conclusion of Dr. Raney's talk, questionnaires developed by the Education Committee were distributed to those who attended. In these questionnaires, the advice of the membership was asked concerning the desirability of further study and programs in the five following areas: (1) The functions and responsibilities of construction management including its important role as a large employer of labor. (2) Construction accounting and finance. (3) The law of contracts, including liens, retentions, bonding, insurance, escrows, and joint ventures. (4) The impact of local, state and federal tax statutes on construction. (5) Professional and trade licenson, and methods improvement.

In addition to the questionnaires, over 100 written questions submitted by the audience were compiled, analyzed and have been turned over to the Education Committee of the Exchange for further evaluation. The information obtained from this meeting will become the basis of future Exchange activities designed to assist the industry in establishing a sound, profitable economy for itself.

Following the March 3rd meeting, the directors of the Exchange voted to establish a special Construction Industry Standards Study Committee to explore the development of standards for the industry, and the effect of such standards on the industry and in the community. In addition, Chairman Edwin L. Salkowski and his Education Committee plan a more immediate program of similar meetings and forums to tackle the more specific problems contributing to the current situation, such as credit, bonds, liens, finance, accounting methods, professional and trade liason, and other general management problems.

It is expected that these short-run activities of the Education Committee will contribute to its long range goal of an Adult Education program planned specifically for construction management to be offered through one of the major universities.

Pictured below Right to Left: Edwin L. Salkowski, Christopher Construction Co., Chairman, Education Committee, Builders' & Traders' Exchange; William C. Dennis, Exchange Director; John L. McGarrigle, Assistant Secretary-Manager; and Robert E. Wunderlich, The Wunderlich Co., Exchange Director.
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April ‘60 Monthly Bulletin
FIFTY TWO FINNISH ARCHITECTS visited Detroit March 7 and 8. They were accompanied by two guides from Finland and while in Detroit by Enzo Kainlauri, AIA, of Ann Arbor.

While here they visited the General Motors Technical Center, the architectural offices of Minoru Yamasaki and Eero Saarinen, both of Birmingham, and several examples of Detroit's recent architecture.

On March 8 they visited the Ford Motor Company.

DONALD L. HORTON, AIA, 1415 Adrian Lane, Montgomery 6, Alabama, has been named Executive Director of the Alabama Chapter, the American Institute of Architects, it is announced by Allen M. Northington, Chapter president.

Horton formerly worked with the Montgomery firm of Pearson, Tittle & Narrows, Architects. He had been in private practice in Montgomery since 1954.

EDMUND ARBAS, AIA, formerly of Birmingham, Michigan, now of Sacramento, California, has won First Prize in a competition for the Lithuanian Embassy in Brazilia, the new capital of Brazil. Arbas is now employed by Starks, Jossens & Nacht, Architects, of Sacramento.

ALFRED H. BERR, JR., AIA has opened his office for the general practice of architecture at 7016 Euclid Avenue, Cleveland 3, Ohio. The new telephone number is Express 1-3380.

Formerly associated with the Osborn Engineering Company, he will continue to be a partner in that firm, under the firm name of The Osborn Company.

Berr is registered in six states and by the National Council of Architectural Registration Boards. He is active in the Cleveland Chapter, A.I.A., the Architects Society of Ohio and the Cleveland Engineering Society.

NEW OFFICE

JOHN W. JICKLING, AIA, announces the opening of his office for the practice of architecture and planning at 261 Daines Street, Birmingham, Michigan. The new telephone number is Midwest 7-1050.

Mr. Jickling, a graduate of the University of Michigan, College of Architecture and Design, became registered as an architect in Michigan in 1950. Formerly with Swanson Associates, Inc., Architects in Bloomfield Hills, he had been with that firm since 1948 as designer, chief designer and project architect. He is a charter member of MAP, Michigan Association of the Professions, a member of the American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

His home is at 600 Shepardbush in Birmingham.

Mr. and Mrs. Jickling returned last fall from a month in Europe visiting seven countries.

"This was our first trip," Mr. Jickling reports, "And we were tremendously impressed by both the old and the new. Westminster Abbey is being cleaned and with centuries of dirt and grime washed off her face she's a different building, white and bright and with subtle shadows once again carefully delineating her fine Gothic forms. Europe was at its best last fall for the tourists and the wine industry (1959 will be a vintage year like '49 and '53) but everyone else hoped for rain. We drove from Paris to Versailles, south through the Chateau country and then on to Venice (the Matisse Chapel) in the French Alps. The Riviera was beautiful and we were in Frejus before the dam broke, flooding the town. We followed the coast through Cannes and Villefranche (Fisherman's Chapel decorated by Cocteau) and into Italy driving as far south as Rome (Nervi's wonderful Sports Palace) and then back north again through Florence, Venice and Milan (tremendous building activity—skyscrapers-Nervi's is the newest). We swished through Switzerland (every moment a delight) and then back into France again (Ronchamp and Corbusier's chapel) before driving along the Rhine on the way to Heidelberg. From Germany we went to Luxembourg and Belgium and then back to Paris by way of Reims and Fontainbleau. It was a planned-unplanned trip. No reservations, no guided tours, just a road map and a list of places and buildings we wanted to see. We drove over 3000 miles and every mile of it was delightful."
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April '60 Monthly Bulletin
Absenteeism is reduced. Employees are in air conditioned plants and offices. There is overwhelming evidence, amassed by great industrial establishments, that air conditioning is the key to increased health, efficiency, and productivity. The story, he said, has finally got across to housewives that their air conditioning units will last longer. He pointed out that patients recover faster in air conditioned hospitals.

One of the prime reasons why residential air conditioning has not grown as rapidly as industrial and commercial air conditioning, according to Mr. Taubeneck, is that mothers were unaware until recently of the health advantages of air conditioning. "Many felt that it was an unnecessary extravagance," he said. The story, he said, has finally got across to housewives that their air conditioning units will last longer.

W. RODMAN TURNER, vice president of Turner Engineering Company, electrical contracting firm, was elected president of the Detroit Electrical Contractors Association, Inc., at the group's recent annual meeting. Turner has been vice president of the Association and active on the Joint Management Negotiating Committee.

Other elected officers include vice president, Francis A. Bell, secretary-treasurer, Gray Electric Company, Inc.; re-elected treasurer, Roy C. Spaulding, president of the Spaulding Electric Company. Jack A. Frost, president, Jack A. Frost electrical contracting organization, was elected National Governor.

Two vacancies on the Board of Governors of the Association were filled by election of D. W. Albright, secretary-treasurer, Triangle Electric Company and D. E. C. A. past president E. M. Hudson, vice president. Marion, manager of Industrial and Commercial Sales, has been appointed to the position by six representatives of gas air conditioning firms of the Midwest for the coming year.

Haven-Bush Company, structural steel designers, fabricators and erectors of Grandville, Michigan, has established a new record length for Langspan steel joists with the introduction of a 175 ft. T-Chord Longspan Joist. According to John H. Busch, vice president, the new 175 ft. joist opens new horizons for architects in planning larger clear-span, column-free interiors. It was conceived under the company's long-term development program which has increased the length of the longest Haven-Bush joist from 65 ft. in 1950 and 125 ft. in 1955 to today's record 175 footer.

The joist, expected to be used primarily in construction of shopping centers, bowling alleys, warehouses and other structures requiring column-free floor areas of maximum width, meets all AISC specifications.

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A new brochure with full technical data, including load tables, on the 175 ft. joist and information on other Haven-Bush joists is being made available to architects and engineers. Requests for copies should be directed to Haven-Bush Company, 3443 Chicago Drive, S.W., Grandville, Michigan.

LAMINATED GLASS CORPORATION 9797 Erwin Ave., Detroit, Michigan has appointed Bert C. Cooper automotive and industrial sales representative for Ohio. Associated with the Detroit glass industry for five years, Cooper will also assume promotion responsibilities for the company's expanded new line of decorative and architectural safety glass.

AIR CONDITIONING offers great health advantages and is not just an unnecessary extravagance, an expert in the field told 150 Detroit architects and engineers recently.

George S. Taubeneck, editor and publisher of Air Conditioning, Heating and Refrigeration News, predicted vast expansion in the residential air conditioning market at a seminar on the subject presented by Michigan Consolidated Gas Company.

He said that housewives, always a powerful influence on household spending, have gradually discovered the numerous health advantages that air conditioning offers.

He pointed out that numerous surveys show the importance on health of the air we breathe. He cited research by General Motors and other companies that show the effect of the air on the heart and on general health. He stressed the reduction in respiratory and other airborne diseases where air conditioning is available.

Taubeneck said that air conditioning today is a "must" in most industrial and commercial establishments. There is overwhelming evidence, amassed by great corporations and independent surveys, showing that workers are more productive in air conditioned plants and offices. Absenteeism is reduced. Employees are healthier, happier and more efficient. He pointed out that patients recover faster in air conditioned hospitals.

One of the prime reasons why residential air conditioning has not grown as rapidly as industrial and commercial air conditioning, according to Mr. Taubeneck, is that mothers were unaware until recently of the health advantages of air conditioning. "Many felt that it was an unnecessary extravagance," he said. The story, he said, has finally got across to housewives that their air conditioning units will last longer.
A CUSTOMER called the Polly Prim Laundry in Milwaukee and reported that it had sent her six pairs of men's socks with her laundry. "I'm not even married," the customer explained. "Thank you for calling," Mrs. Margie Klatt, told the customer, and then absent-mindedly added, "I'll send a man right out."

WHAT WE NEED is a giant telescope to view other planets and see if they need any foreign aid.

TWO YEARS AGO President Eisenhower wanted to send a man into space, but Orville Frubus wouldn't go.

THIS MONTH'S TACT AND DIPLOMACY AWARD goes to a Boston society lady who spotted an invited guest at her debutante daughter's exclusive coming-out party. Approaching the culprit, she extended her hand graciously and said in a pleasant voice, "I heard you were looking for me — because you wanted to say good night."

READER'S DIGEST quotes the late Cass Gilbert as saying that when Augustus Saint-Gaudens, the sculptor, was commissioned by a wealthy lady when he was still a student in Paris, to create a statue for her garden, Saint-Gaudens was entertaining a group of young friends in his studio when his patrons arrived to inspect the clay model of her statue. The sculptor hustled his friends out the back door and told them to wait. As soon as the lady left, Saint-Gaudens' friends rushed back into the studio, where they found the young sculptor dancing wildly in front of his statue. "She liked it then?" one cried. "No, thank God, she didn't," said the artist. "Now I know it's good."

IN DUNCAN, OKLA., Lavernes Parks, bank teller, developed a strange rash on her hands. Tests showed she was allergic to money.

Not so allergic was Mrs. Mildred Baughman of Chicago, whose husband Max makes $18,000 a year as a bank vice president. She complained in court that he refused to work around the house unless she paid him union wages.

PHIL LASKY, San Francisco radio executive, and his wife, during a tour of Japan, checked in at a resort hotel. The next day their names, along with those of other guests were posted on the bulletin board as "Mrs. Lasky and friend."

Lasky mentioned it to the manager, "I'm really amused," he added. The manager apologized and promised to fix it.

Next day on the bulletin board Lasky found this: "Mrs. Lasky and Mr. Muse."

TOOTS SHOR, New York restaurateur, hailed a taxi a while ago and asked the driver, "knnow a decent restauran? I'm a stranger here."

"Yes sir," said the cabbby, "one of the greatest eating places in the world is Toot Shor's on 51st Street. I'll drive you straight there."

At the end of the journey, Toots was so pleased he slipped the cabbby a ten-spot, saying, "Keep the change."

"Thanks," said the driver. "Thanks indeed, Mr. Shor."

F. JAMES LYNCH, AIA, has announced the opening of his office for the practice of architecture at 100 Kercheval Avenue, Grosse Pointe 56, Michigan. The new telephone number is TXusedo 4-9107. Working with Lynch is John R. Politzer, architectural draftsman. Both were formerly with Diehl & Diehl, Architects, of Detroit.

Lynch, who received his professional education at the University of Detroit and Lawrence Institute of Architecture, also worked for Earl L. Confer, Charles D. Hannon, Cornelius L.T. Gabler, architects and for the Building Division of the State of Lansing.

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