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TO "OBY" OBRYON:

One of the pleasures of taking an extended trip is getting back home. To arrive and find your M.S.A. Board had awarded you the 1961 Gold Medal has indeed compounded that pleasure for me. I am sincerely grateful, a bit flattered and, I trust, humble in acceptance. I suspect behind this award, lies an effort sometime ago to put life in the humdrum work of a routine Chapter committee of which I had the pleasure of being chairman. From this committee emerged a series of seminars on technical subjects for the junior architects and draftsmen from the various Detroit offices. This program later got much impetus through the work of the Producers' Council. From this same committee the first "Draftsmen's Competition" was developed. I note this has now become an annual affair at M.S.A. Conventions, and has also been accepted nationally by a number of chapters. So, in a great measure, I share the honor of this Medal Award with the members of that early Committee, and I accept it with this condition in mind.

When an American becomes a member of the Korean mission, where "Haze" and I have been for two years, he is required to spend some time in a class for "cultural shock." The word shock is perhaps a bit harsh, since the general idea is an indoctrination with the local customs, past and present, history of culture and government of the host country, American objectives in the country, etc. Most Americans also attend classes for speaking the native tongue. This procedure is common for missions in other countries too. This is all very important and extremely interesting, and I believe contributes greatly to the good relations American personnel has with their host country—the "ugly American" not withstanding. Incidentally, this label is wholly unfair to the great number of devoted Americans who are doing a conscientious job abroad and who, from my own observation, devote much of their spare time and money to the orphanages, hospitals, language classes and charitable projects.

Perhaps two years is too long to be away from the U.S. at one time, since "Haze" and I are just about convinced a similar "cultural shock" program should be started for returnees to the States. We are now in the process of getting acquainted with: Rusty and unsightly cars on the highways, a rare sight indeed in the Far or Middle East. There seems to be a greater pride of ownership there and cars are not scrapped so quickly. With your traffic volume and speed, "Mammy" hasn't driven on the expressway yet. I have, but only in the outside lane. Perhaps next week, I shall try the middle lane. Everybody seems to be "Hell bent for somewhere." But why so fast? Of course, the Toyko taxi drivers go like the proverbial "Bat out of —." They are the exception in the Far East. They are still living the kamikaze days of World War II. One driver put us out of his cab because we protested too much, But I had to do something because "Mammy" kept muttering, "I am too young to die," "I am too young to die." But the driver was very polite about it—all people in the Orient are polite and courteous—he said he "wanted to go home."

Another shock we experienced on our return are the number and confusion of signs on the highways. Have you driven Telegraph Road lately? Wow! Can you imagine what our foreign visitors think of American culture?

In a more serious vein, there is the shock of the American back here who is an expert of Communism or on foreign aid, because he or she has read a book. We should have been warned about these. To them the words of an author are more authoritative than the statements of a responsible government. We must back up our President and our Government.

The need for national unity and strength must be obvious to all. The Commies did not fool in Korea, nor do they elsewhere. The threat is real.

Again, my heartfelt thanks to the Board members of M.S.A. for the Medal Award. Architects and particularly M.S.A. Board members always seem to be the grandest bunch of guys!

Remember Hazel and me to your good wife Sue. The next time we come to Grand Rapids we shall surely call and regale you with the story of Korea and our long trip home. It has been a wonderful adventure for both of us.—JOSEPH W. LEINWEBER, AIA

BULLETIN:

I am so pleased with the WALD page in the Bulletin! In fact I think the program pages for the MSA conference are most enticing. Wonderful to get that nice write-up about the Island following our page. I feel sure the conference will be a success.

One reason I am particularly glad to have the photographs of the furnishings shown is that I sensed at the Convention that people were a little weary about hearing of Biddle House. Their pocketbooks had been appealed to so often! So it is nice that they can see what has been done and no requests for money

People who have nice antiques of the right period and no appreciative children to whom they can pass them on would do well to consider Biddle House. This was the case with several of our donors.—FRANCES YOUTZ

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Monthly Bulletin, Michigan Society of Architects, Volume 35, No. 9

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ALLIED ARTS FORUM

The following is the second in a series of articles by artists and craftsmen which the Allied Arts Committee is sponsoring in order to stimulate the use of art in architecture in all of its varied phases. This article, written exclusively for the Bulletin, stresses the need of close collaboration between the graphic designer and the architect. The author, Mrs. Susan Karstrom Keig, is a graphic designer, art director, painter and teacher. Mrs. Keig, who taught graphic design at the Institute of Design, Illinois Institute of Technology, won numerous awards in national and local exhibitions, such as American Institute of Graphic Arts, Art Directors Club of New York and others, was official delegate to the World Design Conference in Tokyo in 1960, and was Chairman of the 1961 Artists Guild of Chicago, Commercial Art Exhibition. Mrs. Keig is presently connected with the Morton Goldsholl Design Associates. The Allied Arts Committee is anxious to receive comments and reactions from architects and other interested readers. These will be published in the forthcoming issues of the Bulletin.—LOUIS G. REDSTONE, A.I.A., Chairman, Allied Arts Committee

Graphic Communication and Architecture

By SUSAN KARSTROM KEIG

The complex nature and needs of architecture today have a certain dimension that threatens to overwhelm the excellent planning and building that is being done. While our cities are in the process of being replanned, our traffic problems predicted and planned for, our use of new materials unique and inventive, very little has been said about the signage or graphic communication problem. How often is a singular new building erected only to have an enormous sign erected on it totally out of relationship with the building and in most instances appearing as a monstrous, appendage . . . blazing with neon light, twirling in the air, flashing on and off, and in most instances so badly designed as to affront the reader.

As to a solution of these problems—what can be done to integrate the structure with the message? Working on the premise that visual identification is necessary, let us plan together, not independently, a welding of ideas. Let the planning of the signage problems be as carefully thought out as the architecture. Let it enhance, decorate and add an exciting new dimension to the building, and be conceived as a part of the total, from the initial stage.

Graphic communication as related to architecture is a relatively new problem for business. A far cry from the days when a minimum of identification was sufficient in a non-mobile community, today's competition is forcing all businesses to state and restate their products and services through many media, visual and audio. Now everyone everywhere is saying a message to someone else. The corporation by repetitious use of its logotype is keeping its name and product in the public eye by identifying all that comprise its complex structure. Not only its production plants but corporate office, railroad cars, flags, uniforms, road side signs, water tanks, machinery, airplanes, instructional signs, packages, printed literature, advertisements, trucks, etc., are identified with the company name and trademark, and often with a slogan.

The complexity of the problem can only be solved by simplification. In order to achieve uniqueness, relatedness and remembrance, a message must be reduced to those essential elements that tell the reader at a moment's glance that this company and no other is being identified. It is rather amazing how many companies adapt each other's trademarks—one design that has been overused is the "two winged bats" design in which two overlapping bat-like...
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forms supposedly representing progress, speed, electronic age—you name it—are found flying over camera equipment, automobiles, and cigarettes. In the desperate race for business to appear contemporary these "bats," in retrospect, may become a symbol of the '50's. Now how ridiculous can we get!

There has been some direction in this plethora of identification problems. Increasingly the communication problem has been placed in the hands of the expert, the graphic or communications designer who works to carry through the intention of the architect, to extend his interpretation and to give added emphasis to the company's business. Superimposing a trademark on a building can be a grievous error unless done with esthetic judgment, knowledge of graphics and an understanding of materials. What looks so simple is often so difficult. Where the trademark fits one situation, how often it looks out of place in another. Adaptation is essential to identification, making an appropriate designation seem compatible with the surroundings.

We can no longer desecrate our visual landscape with symbols that offend rather than attract. Responsibility must be assumed to see to it that the unique design of a company is consistent, from architecture to advertisement, in the use of symbols, typography, color schemes and all signage media.

A product of our decade, the shopping center, offers the architect the unusual opportunity to create from the beginning an esthetically pleasing whole—a nucleus of businesses that are subordinate to a basic plan in which architecture, signs, landscaping and sculpture can be related as seldom before.

DIFFICULT LOCATION PROBLEM was overcome by this 70 ft. high expressway sign. Erected on the main building grounds, this sign rises above an overpass to be visible both night and day. Since the source of much fertilizer is minerals (the main products of this company), the crystalline structure of these minerals was expressed by the hexagonal trademark, and in this instance by the simulation of crystal structure. Lighted internally and also by floodlights, this sculptural sign complements the architecture.

A product of our decade, the shopping center, offers the architect the unusual opportunity to create from the beginning an esthetically pleasing whole—a nucleus of businesses that are subordinate to a basic plan in which architecture, signs, landscaping and sculpture can be related as seldom before.

WILLIAM W. CAUDILL, AIA, partner of Caudill, Rowlett and Scott, of Houston, Oklahoma City and Stamford, has been appointed Chairman of the Department of Architecture, Rice University, by Dr. Kenneth S. Pitzer, President.

Caudill will assume full responsibility for the teaching program and administration for the department September 1. He will continue to practice architecture, and there will be no major changes in his firm. Caudill, a former teacher and research architect at Texas A & M and a visiting critic at such schools as Princeton, Cornell and Washington University, says his job is to make the Rice Department one of the top schools of architecture in the country. Caudill holds a Bachelor of Architecture from Oklahoma State University and a Master of Architecture from the Massachusetts Institute of Technology. He was awarded an honorary Doctor of Laws Degree by Eastern Michigan University in 1957.

He advocates "Architects teaching architects-to-be," and points to the direction taken by medical educators as the solution for architectural education. He states, "Architectural education should parallel that of medicine in that practitioners should be involved in the educating process. I hope to give the Rice students a blend of scholarly, imaginative theory and hard-nosed practice."
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New Madison Square Garden

A new $75 million Madison Square Garden Sports and Entertainment Center, designed by the architectural firm of Charles Luckman Associates, will be built over Pennsylvania Station in the heart of Manhattan, it has been announced by Graham-Paige Corp., owner of the present Madison Square Garden, and the Pennsylvania Railroad.

The Luckman firm, which made the engineering feasibility studies for the site, is now preparing the detailed drawings for the 3½ million square foot Center, one of the largest single construction projects in the nation.

The joint announcement was made by James M. Symes, Pennsylvania Railroad chairman, and Rear Admiral John J. Bergen, USNRF, Ret., and Irving Mitchell Felt, chairman and president, respectively, of Graham-Paige, and of the new Madison Square Garden Center Inc., which will build and operate it.

The project will comprise a new, larger Madison Square Garden to seat 25,000, a 4,000-seat auxiliary arena and roof-top ice palace, a 750-room hotel rising 28 stories, a 34-story commercial building which will include a major bowling center, and peripheral shopping areas—all served by the vast transportation network that centers in Pennsylvania Station.

Complete facilities of the station will continue to function at concourse level, providing uninterrupted service for commuters and other travelers on Pennsylvania, Long Island and New Haven trains.

The site of nearly nine acres and air rights over Pennsylvania Station facilities and tracks will be acquired by the new company from Pennsylvania Railroad on a long-term lease with renewal options totalling 99 years.

Architect Luckman stated that, "to develop this unusual sports, hotel, and commercial center on the site of the Pennsylvania Station offers a most exciting and challenging opportunity to create a dynamic architectural concept. We must not, however, let the size of the project interfere with the fact that utmost consideration must be given to the people who are to use and occupy this tremendous complex. We are, therefore, 'humanizing' the architectural concept of the Center through the use of attractively landscaped areas, sculpture courts, fountain patio-alcoves and interconnected plazas, because we feel that fine architecture must be reflected as much in the faces of the people as in the facade of the buildings."

What Makes the Boss the Boss?

Before probing into that question, it is only logical to state who the boss is. Actually it isn't necessary to identify him. Our readers already know that when any project is properly handled, the professional in charge of it is not the architect, not the engineer, not the landscape architect, not the color consultant, and not the furniture designer, but the interior designer. This is as true in the big job as in the little one; it applies not only to the private residence but to the theater, the hotel, the office building, the hospital, and the school. It does not imply that the interior designer must also do the architecture, the landscape architecture, the furniture, and so forth; neither does it imply that he may not perform one or another of these tasks himself. What it means is that if the interior designer is not in on the project from the outset, then he will be forced to correct, adjust, or undo some part of what these collaborators have done. The interior is the reason for the building's existence. Therefore, its requirements must come first.

Occasionally the primacy of the interior is obscured by the fact that the person who designs it may not call himself an interior designer but something else. But when Morris Lapidus, architect, designs a hotel inside and out, and Raymond Loewy, industrial designer, does a complete department store, the problem does not become a problem in architecture or industrial design. The problem of the interior continues to dominate the assignment.—From Interiors.

D. A. BOHLEN & SON and BURNS & BURNS announce the consolidation of their offices under the name of Bohlen & Burns, Architects and Engineers, at 1308 Meridian Street, Indianapolis 2, Ind., telephone MElrose 4-5702. Principals are August C. Bohlen and David V. Burns.

PRODUCERS' COUNCIL, INC. will hold its 40th Annual Convention at the Pittsburgh-Hilton Hotel September 20, 21 & 22, 1961. Elmer A. Lundberg, AIA, of Pittsburgh Plate Glass Co., is President.

PC has grown from a manufacturers' Committee formed in 1921 by The AIA to its present status of a national trade association comprising some 200 manufacturers and 30 product trade associations. It is the only commercial organization affiliated with the AIA. National headquarters are at 2029 K Street, Washington 6, D. C.
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September '61 Monthly Bulletin
The 18th Annual Midsummer Conference of the Michigan Society of Architects at the Grand Hotel on Mackinac Island was attended by more than in previous years, and, for the first time, there were more architects than producers.

Bernard J. DeVries, Conference Chairman provided innovations in the program that were most successful—good speakers, instead of panels and seminars.

The business meeting seemed "Crowded," compared to former years. The Institute was well represented by President Philip Will, Jr., FAIA; Raymond S. Kostendieck, FAIA, Treasurer; Linn Smith, AIA, Director, Michigan Region, and William H. Scheick, AIA, Executive Director, President, Charles A. OBryon, AIA, president at the business meeting and some other functions. Bylaw changes were adopted, as amended.

We are indebted to Al Fuchs of Multicolor Co. for offering to reproduce them gratis. Meeting concurrently was the Lake Michigan Region Planning Committee.

Mr. Scheick was the speaker at the Friday morning session. He gave an excellent report on Institute activities, including several new department heads.

Conference Chairman, DeVries presided at a luncheon meeting Friday, at which the speaker was Paul Frank Jernegan, AIA, of Mishawaka, Ind., Chairman of the Lake Michigan Region Planning Committee.

A highlight, as always, was Portland Cement Association's President's Cocktail Party and "Man of the Year" Award, Friday evening. Taking part were J. Gardner Martin, Honorary MSA, and Michigan District Engineer of PCA; A. M. Davis, Regional Manager, and W. C. (Bill) Krell, of the Michigan office. Much fun was had, as our own President, C. A. OBryon was named "Man of the Year," with a suitable model symbolizing the event.

A second award was made this year as the result of a contest for the last line of a poem:

A bunch of the boys were whooping it up in Stew Woodfill's saloon.

The kid who handled the music box was playing a mournful tune.

Stratched on the floor and pinned at all fours was the bard of Grand Rapids,

While wielding the knife with fiendish delight, knelt Wright, tattooing Allen.

And so, Frank H. Wright, AIA, of Detroit, was named "Man of the Year," as architect, artist and specialist in tattooing. Amy Davis explained that this was the 15th Annual Award by PCA. The first, she said was when Roger Allen was MSA President. Upon PCA's offer to sponsor the President's cocktail party, the MSA Board agreed provided it become an annual event. The Board asked Allen to get it in writing. Allen replied that he would not only get it in writing but he would have it tattooed on his chest. Hence, the award to Wright.

Adrian N. Langius, FAIA, was toastmaster Friday evening, and he was very good indeed. Mr. Elmer Lundberg, AIA, of Pittsburgh Plate Glass Company, and President of Producers' Council, Inc., gave an excellent talk.

At the luncheon Saturday Mrs. Philip N. Youtz was marvelous as toastmistress. She was awarded an engraved key to the Biddle House, complete with ribbon. Speaker was Mr. W. Stewart Woodfill, Chairman, Mackinac Island State Park Commission, and President of Grand Hotel.

A fine message was brought by the Honorable John B. Swainson, Governor of Michigan. Mrs. Youtz showed a film on the Biddle House, prepared by the University of Michigan. After lunch the ladies were entertained at tea by Mrs. Swainson at the Governor's mansion, while others visited the Biddle House.

The crowning event of the Banquet Saturday evening. Roger Allen was bril- liant as toastmaster, and Harry A. Stuhldreher, one of the "Four Horsemen," as speaker. Mr. Stuhldreher is assistant to the Vice President, United States Steel Corporation.

Frank North and Charles Mock rendered a wonderful service in conducting the golf tournament, with many prizes. Grace Smith arranged an interesting program for the ladies. Weather was good and so another MSA Conference was a huge success.
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Tashmoo 5-0725 1800 18th STREET AT VERNOR HIGHWAY
(1.) Frank H. Wright, AIA (right), his daughter Mrs. Mary Jane Rickling and her daughter Corinne and son, Robert. (2.) Gardner Martin and A. M. Davis of Portland Cement Association and Frank Wright receiving his award. (3.) The Wright award. (4.) Suzanne O'Bryan, Joyce Frank and Margaret Allen. (5.) Paul Brown says Grace Smith and Albert Fuchs. (6.) Margaret Poliakinit and Walter Horn. (7.) Gardner Martin is dubious about Frances Youles' congratulations, but Helen North and Larry Hume are not. (8.) Chuck Fuch's son, Frank Rickling, Linn Smith, Marvin Brokaw and Grace Smith. (9.) Mr. and Mrs. William H. Schiek. (10.) Gladys Belzner, Amy Belzner and Chuck Belzner. (11.) Betty Brown, Joyce MacMahon, Laura Smith, Marvin Brokaw and Grace Smith. (12.) Mrs. and Mrs. William H. Schiek. (13.) Grace Smith, Governor Swanson, Frances Youles; the Governor is shaking hands with the Smith's son Ken and John Fuch's son of the A. M. Davis. (14.) Treasurer George Sorensen saying to President O'Bryan, "But you can't do that." (15.) Members of Lake Michigan Region.
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Have You Heard?

BY EDNA MORISON

FRANK NORTH AND CHARLES MOCK. Co-chairmen of the Prize Committee at Mackinac Island, announce the names of winners:

Door prizes were won by the wives of Paul Tilds, Al Fuchs, Irving Pahnquist, Robert Smith, John Thornton and Walter Wikol.

Door prizes won by men: Arthur Acker, Dick Anderson, James Arkin, Paul Brown, Al Fuchs, Kenneth Kimmel, William Krell, Oris Optholt and Bob Wold.

Golf prizes won by women: Ellen Wikol, Bernice Hume, Marge Wigen, Marion Kastendieck, Nora Inman, and Marion Pierce.

Golf prizes won by men: Al Fuchs, Ed Grabowski, John Davis, Jim Risdon, Walter Scott, Don Brunson, Francis Faulhaber and Robert Wold.

September is here and you have often heard people say, "Fall is in the Air." I like the word Autumn. "Fall" suggest decline, diminution and dispirit. But with the arrival of September and the Autumn season, it clearly suggests another new season and rather inspires one to begin anew.

The new season of 1961-1962 for WALD begins with the opening meeting scheduled for September 19th at the Women's City Club of Detroit. Luncheon will be at 12:30 p.m. in the main dining room. The program will be held in Room C on the fourth floor. The program will be devoted to WALD and Biddle House.

Speaker Frances Youtz, Chairman of Biddle House Furnishings Committee for WALD. This will include a complete, concise and comprehensive report on the work of the committee during the past year. There will be pictures of the interiors, now that the first floor has been furnished and opened to the public. Plus a two-minute film on the Biddle House prepared by the television studio of the University of Michigan for Michigan Week. This will include pictures of the Restoration of Biddle House and a description of what was accomplished.

Biddle House (opened July 4th) has become one of the highlights and points of great interest on the tour of the Island. Mackinac Island now has a registered landmark certificate. This was presented by Mr. Allen Edmonds, the regional chief of Recreation and Resource Planning of the National Park Service.

This places us with such notable historic monuments as Fort Ticonderoga. In presenting this certificate, Mr. Edmonds said, "The State of Michigan, the Mackinac Island State Park Commission, the City of Mackinac Island and the Michigan Historical Commission, as well as many other groups and individuals, who have given of their time and energy to see that these great moments in history will forever be preserved—all deserve the Nation's thanks." WALD should be proud to have had a part in this history.

I think our President, Margaret Blakeslee's Dedicatory Legend of Biddle House was very aptly stated when she wrote:

The Biddle House, restored, now stands
A gift of generous hearts and willing hands
May future generations come to see
This landmark in Michigan's history.

This poem has been beautifully inscribed, framed and placed in the entrance hall of Biddle House.

NOTES AND QUOTES on the Mackinac Island Conference:

Perfect weather—remember we had rain in Detroit, flowers and scenery at their peak. The program was excellent and very well received thanks to Chairman DeVries and his committee. WALD had charge of the Saturday luncheon. Guests of honor at the speaker's table were mostly Mackinac Islanders. The newest residents: Governor and Mrs. John B. Swainson; Mr. and Mrs. Eugene Petersen, he being director of special projects for the Mackinac Island State Park Commission, and both of them being most gracious and helpful to the "Ladies of Biddle House," (as we were called while on the Island "putting the house together"). Also present were Mr. and Mrs. Myron Orr. He is author of the book The Outlander. Thanks to Mr. Orr for being our "Curator" of Biddle House, thereby enabling us to open it to the public this summer. The speaker was Mr. W. Stewart Woodfill a longtime resident of the Island and Mr. Grand Hotel himself.

The immediate past President of WALD, Mrs. Philip N. Youtz was toastmistress for the Saturday luncheon and just before closing the meeting Mr. Adrian N. Languis asked her for "permission to speak." It seems in June while working on the furnishings for Biddle House she lost the key to the House, and a few times had to climb through the window. Mr. Languis presented her with a silver key to Biddle House which is engraved and hung on a red satin ribbon. I would think now, Frances, you could consider yourself rather an honorary AIA.

Our thanks to Grace Smith, Chairman of Ladies Activities and also her co-chairman Joyce Frank of Lansing. Mrs. Frank had charge of the Ladies get-acquainted Coffee Hour—a memorable occasion. Theme of the table decorations was the marriage of AIA and WALD. Beautiful decorations, name tags and poems, all very artistically done.

Its good news that Clair and Bernice Ditcy are on the mend after their automobile accident. Will be looking forward to seeing both of you soon.

We hope to announce our complete program for the coming season in the next Bulletin. In the meantime, remember our September 19th luncheon meeting.

Have you heard it said, "Ignorance is not bliss—just an expensive and costly investment."
Registration Act Amended

Amendments to Michigan's Registration Act for Architects, Professional Engineers and Land Surveyors was signed into law by Governor John B. Swainson on June 2, 1961.

The amendments, sponsored by the Michigan Society of Architects, Michigan Society of Professional Engineers and Michigan Society of Registered Land Surveyors, were proposed as a result of a ruling by Federal Judge Ralph N. Freeman on December 30, 1960 that the Act was unconstitutional because it was vague, “wherein the public welfare, or safeguarding of life, health, or property is concerned or involved . . .”

The new section omits from the law the foregoing reference.

Arthur A. Weber

Arthur A. Weber, AIA died at his home, 160 Market Street, Mt. Clements, on July 27. He was 70 years of age.

Mr. Weber was born on July 12, 1891 in Mt. Clements, where he received his early education. He attended business college and the Pennsylvania Academy of Fine Art and graduated from Cornell University in 1921. He was awarded the Pupin Prize at Cornell.

He served about two years in the armed forces during World War I. He also traveled and studied in Europe. His experience was gained in leading architects’ offices of Detroit, the last eight years with Donaldson & Meier. He became registered as an architect in Michigan in 1928, entered his own practice in 1931.

Arthur Weber became a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects in 1944, became an emeritus member of those organizations in 1959.

Surviving are his wife, Julia L. Weber, and a son, John William.

WQRS-FM Radio Station

Tune in WQRS, Detroit’s FM radio station, 105.1 mc, 6:15 to 6:45 p.m. every Saturday for a series of programs devoted to architects and architecture, sponsored by the Detroit Chapter, The American Institute of Architects, through the cooperation of Harlan Electric Company, of Detroit.

September 9 will feature Louis G. Redston, AIA, speaking on “Art in Shopping Centers.” Other speakers and subjects each Saturday evening.


The Administrative Study Committee began at 10:00 a.m., the Board meeting followed with a luncheon and continued through the afternoon.

Reports were heard from officers and committees, including Arthur O. Moran, of the 47th Annual Convention; James B. Morison, of the Building Industry Banquet; Frederick J. B. Sevald, Sustaining Membership; Harold Binder, Tile Contractors Association Competition; Earl G. Meyer, APELSCOR; Louis G. Redstone, Urban Renewal Seminars; Clark Harris, Education and Research, and Robert S. Gazzall on Changes to By-laws.

Proposed by-laws changes have been mailed to all MSA members, preparatory to voting on them at Mackinac.

It is probably true that the membership of the Society does not know of the vast amount of work done and good accomplished on behalf of the profession by the Society’s Board.

ERROLL R. CLARK, AIA announces the removal of his office for the practice of architecture from 4130 W. McNichols Road, Detroit to 13726 W. Warren Avenue, Dearborn, Mich. The new telephone number is 846-9290.

Clark, a native of Canada, received his BS in architecture from the College of Architecture and Design, University of Michigan. He was registered as an architect in Michigan in 1944, began his own practice in 1945.

ROBERT F. HASTINGS, FAIA, President of Smith, Hinchman & Grylla Associates, Inc., of Detroit, announces that Norman Finzel has been named head of the firm’s architectural department; Lin Huang, head of its structural department, and Peter Petkoff, coordinator of production.

Seventy-five years of combined service in architecture and engineering is recognized with the awarding of Silver Anniversary Certificate by Engineer, Harold E. Ellington Honorary Member, Detroit Chapter, AIA. (right), President of Harley, Ellington, Cowin & Stirton, Inc. Receiving the certificates marking the completion of their 25th year in the profession are, from left, Alfred H. Mitschke, Malcolm R. Stirton, and Louis B. Huesmann, all AIA.
Inside or outside the sanctuary, wall patterns do much to establish a spirit of worship. By his personal design skill, the architect creates this feeling of reverence. The one building material which assures the architect complete scope of expression comes from the earth itself. It is the imaginative material...CLAY & TILE.
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**Next Meeting**

Detroit Chapter, AIA, will join with the Michigan Society of Architects Committee on Urban Renewal in a meeting at The Engineering Society of Detroit, on the afternoon and evening of Thursday, September 21.

This will be the first in a series of such seminars sponsored by the Michigan Society of Architects.

Dean Philip N. Youtz, of the College of Architecture and Design, University of Michigan, will moderate a panel at a meeting from 4:00 to 6:00 p.m.

Mr. Jack T. Conway, Dept. Administrator, HHFA, Washington, will be the principal speaker.

Mr. Matthew L. Rockwell, AIA, Director, Division of Public Affairs, The American Institute of Architects, will speak on the Institute's role in urban renewal projects.

At 6:00 p.m. there will be a reception and at 6:30 p.m. dinner will be served.

At 8:00 p.m. Mr. Charles A. Blessing, AIA, Detroit's City Planner, will point out the opportunities and progress in urban renewal in the Detroit area.

Other speakers on the evening program will be Mr. Gerald Crane, Architect for Detroit's Medical Center development, and Mr. Robert F. Hastings, FAIA President of Smith, Hinchman & Grylls Associates, Inc., Architects and Engineers, who will describe the architect's contribution to successful renewal, through reference to the Medical Center and the International Village.

Mr. Francis Bennett and Mr. Carl Almblad, both of Detroit City Plan Commission will also speak on the subject.

Committee members for this first session include Eberle M. Smith, FAIA, and Louis G. Redstone, AIA, co-chairmen; John V. Sheorin, AIA, of Harley, Ellington, Cowin & Stirton, Architects and Engineers; Lyn Graziani, of Eberle M. Smith Associates, Inc.; William Lyman, AIA, of Smith & Smith Associates; Carl Almblad, Francis Bennett, Eric Svenson of Detroit City Plan Commission.

The Committee plans to have the other seminars in November, January, February, and March.

Committee members in other chapters are William D. Black, Mid-Michigan; Bernard J. DeVries, Western Michigan; Vincent T. Boyle, Saginaw Valley, and James E. Tomblinson, Flint area.

Charles A. OBryon, President of the Michigan Society of Architects, heartily endorsed the program.

Paul B. Brown, AIA, President of the Detroit Chapter, says: "We all know that the unbridled growth of our metropolitan areas is causing a breakdown in their economy and in their effectiveness as a place in which to live and work. We are also aware that these developments are of direct concern to our profession, and that in years immediately ahead our value to society will be measured, to a great extent, by the initiative and competence with which we attack this problem of urban decay. It is quite possible that our continued existence as a vital profession, as well as our individual success as practitioners, will depend on how well we are prepared to meet this challenge.

'The program for these seminars is planned to acquaint the architects with this basic problem and help them determine their role and position in it. In general the seminars will study basic problems of the city's growth and its decline, the principles of urban renewal and comprehensive metropolitan planning.

"It is hoped that these seminars will prove of real value and assistance in the self-education which most of us, I believe, feel we need in order to properly deal with this problem. President Philip Will, has carried word of our program to Washington, and the Institute is planning to use it as a guide in developing similar programs across the country. This is further indication of need for this type of workshop training. The success of the meetings will depend on active participation by members of your Chapter.

Louis G. Redstone, A.I.A. Chairman of the M.S.A. Committee on Urban Renewal, had these comments to make:

"Our cities have reached a point where we can no longer afford to be apathetic and let things take their unguided course. The reconstruction of our cities must become everyone's concern, not only the architects' and planners'! In the preliminaries of renewal operations, large sections in many American cities look like the aftermath of a bombing raid—with brick rubble, foundation skel-
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etons and abandoned houses! Symbolically speaking, it is a 'war' of survival. We may lose this 'war' unless we establish farsighted goals and understand what we are striving for. Ahead of the bulldozer must come a keen public awareness, sound basic research and encompassing recommendations by the planners, and an unselfish approach and dedication of the leaders of every walk of life. It is time for us to realize that we have to stop running away from the cities, that the only solution lies in eliminating the causes of decay and in supporting an adequate renewal program of the affected areas.

"Thus the seminars will serve a double purpose,—the self education of the architects and an awakening of the public to the problem that affects their existence. The valuable information gained from seminars, when conducted throughout the States, could very well be channeled through the national offices of the AIA and governmental agencies to every city engaged in urban renewal. The problems everywhere are fundamentally similar and whatever experience we can gain through a common and concerted effort could be utilized for the benefit of all.

ROBERT W. YOKOM, AIA, Vice President of George D. Mason Company, Architects, of Detroit, has been named Chairman of the Michigan Society of Architects 48th Annual Convention, to be held at the Sheraton-Cadillac Hotel, April 4, 5 and 6, 1962.

Yokom will succeed Arthur O. Moran, AIA, of Giffels & Rossetti, Architects and Engineers, who was General Chairman of the Society's 47th Annual Convention in 1961.

Richard Holtz Honored

E. RICHARD HOLTZ, president of Desco Metals Company, a pioneer Detroit manufacturer of aluminum doors and entrances, has been elected by the Class Officers Council to the University of Michigan Alumni Association's board of directors for the three-year term ending in 1964.

At the meeting held at the Michigan Union in Ann Arbor, Mr. Holtz was awarded an engaged citation executed by Halsey Davidson, former classmate and now a vice president of the Campbell Ewald Company.

Frank J. Ortman, Alumni president, made the presentation.

Mr. Holtz is a past director of the Class Officers Council and resides at 12 Briarcliff Road, Grosse Pointe Shores, Michigan.

Planning School Exhibition

Flint Area Chapter

Arthur J. Kaulfuss was accepted for Corporate Membership in the Institute and requested to be assigned to the Flint Area Chapter. Mr. Kaulfuss is a resident of Clio, Michigan, residing at 11343 Jennings Road. His Birthplace is LaCrosse, Wisconsin, where he attended Preparatory Schools. Upon graduation from the University of Illinois with an Architectural degree he was employed in Architectural capacities in the Chicago and Cleveland Areas. He ventured to Detroit and worked in the office of Albert Kahn and Harley, Ellington and Day. Currently he is a member of the office of A. Charles Jones and Associates of Flint.

The Chapter Delegates to the MSA’s Midsummer Conference at Mackinac Island, August 3rd to the 5th last, reported that much Michigan Society Business was transacted and a wonderful time was had by all members as well as their families.

The Chapter's Awards, Scholarship and Allied Arts Committee, under the Chairmanship of S. A. Nurmi, AIA presented the Final Plans of the Chapter Merit Awards Program. This program will be an Annual Event of the Chapter.

The Chapters September Dinner Meeting will be held at the Town House Restaurant, Flint, on Monday Evening September 18, 1961. Mr. William Hubler of the American Institute of Steel Construction and Vice-President of Macomber Inc., will speak on "High Strength Steel in Construction." Mr. Hubler will present a non-technical discussion on the proposed new AISC Code.
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The Flint Area Chapter, A.I.A. announces an annual awards program for buildings completed during the previous five calendar years.

**Purpose**
To recognize and publicize good design by Chapter members.

**Eligibility**
Any building designed by a corporate member firm of the Chapter and constructed in Michigan during the preceding five years.

**Deadline**
All submissions must be received at the office of Nurmi, Nelson & Associates by 4:00 P.M. September 29, 1961. Judgement will take place October 2 and 3, 1961.

**Awards**
Awards will be based on excellence of design, with no limit in any category. Awards will be presented at the Chapter Dinner Meeting on October 3, 1961.

**Submissions**
Entries shall be mounted on a 20” x 30” heavy weight sheet of illustration board used horizontally. Each submission shall include and be limited to the following:

A) 8” x 10” photographs of the site plan.
B) 8” x 10” photograph of the floor plan or plans.
C) 8” x 10” photograph of the exterior of the building.
D) 8” x 10” typewritten sheet containing information the architect considers pertinent.
E) Optional—one additional 8” x 10” photograph of either the interior or exterior of the building.
F) Photographs may be black and white or color.

**Categories of Submission**
1. residential
2. educational
3. religious
4. public use
5. commercial

**Jury**
The jury will be composed of:
- Prof. Walter Sanders, AIA
- Mr. Peter Vanderlaan, AIA
- Mr. Frederick Wigen, AIA

**Entry Fee**
There will be an entry fee of ten dollars for each submission. Checks should be made payable to the Flint Area Chapter, A.I.A. and sent under separate cover to S. A. Nurmi, AIA, Nurmi, Nelson & Associates, Inc., 415 Lewis Street, Flint, Michigan.

The submission fees will be used to pay for all expenditures incurred for the program with any remaining balance being used to initiate a Flint Area Chapter Scholarship Fund.
Why Belong to a Builders Exchange?

Why should I join the Builders Exchange? What will I get out of it?

Questions like this can still be heard in construction circles, surprising as it might seem. In short the answers are that there are many good reasons for joining an Exchange and that members get a great deal out of it.

Builders Exchanges are useful. If they were not, they would not exist.

Indifference to the Builders’ Exchange is due in most instances to lack of knowledge of the objects of such an organization, and hence a failure to appreciate the advantages to be derived from the privilege of membership.

MEMBERSHIP A PRIVILEGE. It may be remarked that membership in any well conducted Builders Exchange is a valuable privilege, far greater than the cost of fees or dues paid into the association. The advantages accruing from an Exchange could not be obtained by an individual at any price, because it is the association of members that creates the advantages.

CONTACT WITH OTHERS. A member is brought into contact with other members in a social as well as in a business way; he knows that there are committees appointed for the purpose of keeping a constant watch over legislation and all other matters affecting the building industry in the interest of its members, and consequently his interests are well guarded.

Here are some additional reasons why every individual connected with the building industry should be a member of a Builders Exchange.

1. For obtaining information on subjects relating to building, operations, etc.
2. For correcting trade abuses.
3. For upbuilding the city.
4. For improving the standard of construction.
5. For exerting your influence on building laws and ordinances.
6. For united action in legislative matters.
7. For united action on labor matters.
8. For cultivating business relationships.
9. For social intercourse with fellow members of the building fraternity.

Your name in the Exchange Buyers Guide is an excellent advertisement.

RAISES STANDARDS. The Builders Exchange elevates the calling of the industry. Its aims are high; its record is one of progress, both educational and commercial.

The prestige of its members is of a high standard giving confidence to architects and owners alike. There are many other benefits in the form of personal inquiries made through the Exchange relative to members, etc., which would be too numerous to list here, but which result in a direct benefit to them each year.

If two people exchange a dollar, they still will each have only a dollar. If however, two people exchange ideas, each will have two ideas. This example illustrates the basic principle on which associations and conventions operate—the dividends for the investment in time and effort can be most rewarding.

Your problems are the industry’s problems, except on a different scale. If you help your Association solve some of the big problems, the relatively smaller, individual problems won’t be so hard to handle.

Every city where there is any considerable amount of building, organizes and uses its Exchange.

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W. E. HANEL, Vice President
R. E. PARISIAN, Treasurer
J. REVELL HOPKINS, Secretary


THE GENTLE ART OF CRITICISM

There is a definite art to criticizing others. If you want your criticism to yield positive results, observe these five rules, say the experts:

1. GET ALL THE FACTS—Only then are you prepared to appraise the situation fairly. Best way to get a man to give you the facts: ask, “What happened?” It boils down the whole issue to WHAT went wrong rather than WHO is to blame.

2. STAY CALM. You’ll create a climate of “Let’s-find-the-solution-together” in which you ally yourself with the other fellow against the common enemy—a mistake. He’ll respond in kind.

3. DO IT IN PRIVATE. Test after test has proved that private criticism gets better results than criticism given in public.

4. COMMEND BEFORE YOU CRITICIZE. That way, you take the sting out of what is to follow. You provide assurance that you still have great regard for the person you are criticizing. And you subtly suggest that you recognize the error as merely a departure from the norm—his customary high-calibre performance. In short, you help him “save face.”

5. KEEP IT CONSTRUCTIVE. The purpose of criticism is to “teach better ways.” Collaborate with the other fellow, therefore, to discover “what happened” and indicate ways to prevent “it” from happening again. That’s positive, purposeful criticism, the only kind that gets lasting results.

GOOD WILL

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How to Kill
An Association:

We know this doesn't apply to you, but maybe you know someone in your local association to whom you'd like to send the following check-list on how to destroy your local group. It originally was published by the Associated Plumbing and Heating Contractors of Texas:

1. Don't come to meetings.
2. But if you do come, come late.
3. If the weather doesn't suit you, don't think of coming.
4. If you do attend a meeting, find fault with the work of the officers and other members.
5. Never accept an office or committee appointment as it is easier to criticize than to do things.
6. Nevertheless, get sore if you are not appointed on some committee; but if you are, do not attend committee meetings.
7. If asked by the chairman to give your opinion regarding some important matter, tell him you have nothing to say. After the meeting tell everyone how things ought to be done.
8. Do nothing more than is absolutely necessary; but when other members roll up their sleeves and willingly and unselfishly use their ability to help members along, howl that the Association is run by a clique.
9. Don't bother about getting new members. Let a committee do it.
10. When a banquet is given, tell everybody money is being wasted on blow-outs which make a big noise and accomplish nothing.
11. When no banquets are given say the Association is dead and needs a can tied to it.
12. Don't ask for a banquet ticket until all are sold.
13. Then swear you were cheated out of yours.
14. If you do get a ticket, don't pay for it.
15. If when asked to sit at the speaker's table, modestly refuse.
16. If you are not asked, resign from the Association.
17. Defy your dues as long as possible or don't pay at all.
18. If you don't receive a bill for your dues, don't pay.
19. When you do receive a bill for your dues postpone paying until the Secretary writes for the money — then get sore because you've been dunned.
20. If you received a bill after you've paid — resign from the Association or at least suggest to some of the members that the Treasurer tried to work you or is manipulating the accounts.
21. Don't tell the Association how it can help you, but if it doesn't help you, resign.
22. If you get service without joining, don't think of joining.
23. If the Association doesn't correct abuses in your neighbor's business, howl that nothing is done.
24. If it calls attention to abuses in your own, resign from the Association.
25. Always think about and don't fail to talk about the "mote" in the other fellow's eye — never consider the "beam" in your own.
26. Keep your eyes open for something wrong and when you find it, resign.
27. At every opportunity threaten to resign and then get your friends to resign.
28. When you attend a meeting, vote to do something, then go home and do the opposite.
29. Agree to everything said at the meeting and disagree with it outside.
30. Always delay replying to communications from the Association, or better, don't answer at all.
31. When asked for information, don't give it, then.
32. Cuss the Association for incomplete information.
33. Get all the assistance the Association gives but don't give it any.
34. Talk cooperation for the other fellow with you; but never cooperate with him.
35. When everything else fails, cuss the Secretary.

Group Insurance Program

The Builders & Traders Exchange of Grand Rapids has embarked on a new Group Insurance Program for its members and associate members effective August 1, 1961.

The program will be underwritten by the Nationwide Insurance Co. of Columbus, Ohio and will cover Hospital and Medical benefits and group life insurance. This program is limited to members of the Exchange and will be an added service which the Exchange has to offer the Construction Industry of Western Michigan.
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FLINT, MICHIGAN
LINN SMITH ASSOCIATES, INC., ARCHITECTS-ENGINEERS, BIRMINGHAM, MICHIGAN
ST. PAUL OF THE CROSS RETREAT HOUSE, DETROIT, MICHIGAN
I welcome with open purse the first stockholder in Rollercaster of Cloudland, Ltd., a proposed corporation dedicated to the relief of traffic congestion and financial stringency (mine). This company, capitalized for 30 (thirty) cents, proposes to build a two-way roller coaster between what once was Milneburg and what still is Eads Plaza.

There will be 30 shares of damned uncommon stock at a penny each—but only one to a customer—and one share of preferred stock which has all the voting, management and other rights, including distribution of the profits. (That share goes to me for thinking up the idea.)

The first stockholder is Mrs. James F. Muller of Kenner, who is hereby made vice-president of the company. (To save all this jazz about who takes over when the president is unable to act, we simply won’t have a president; just a vice-president—and Mrs. Muller is it.)

The next share of stock was subscribed for by someone who simply signed him (or her) self as H. F. H. H. of Metairie. Since H. F. H. H. is unidentifiable, he or she is ideally qualified as treasurer. Inasmuch as he (she) will be unable to collect or receive the capital investment, profits, or other moneys, he (or she)—can’t possibly abscond with funds he or she can’t lay his hands on. (That sentence ends with a preposition, but what the hell, this isn’t the Academie Francaise, it’s a simple—and you can say THAT again—scheme to relieve traffic.)

The next purchaser is an outlander from Lafayette, one F. J. Warren, whom I refuse to identify merely by initials on account of he says in his letter he admires me for my for-reaching vision in this Rollercaster of Cloudland, Ltd., project. Well, I always was a sucker for a straight compliment to the chin, but since F.J.W. lives in Lafayette, and the only other regular office open is secretary, we’ll have to think up another job for him. To supply this, I hereby create a stinking-fund (just to be different from those nasty, mean, corrupt, vicious and ugh-how-I-hate-them surface transit corporations which have sinking funds); F.J.W. of Lafayette is hereby elected unanimously to the only corporate office of its kind: Keeper of The Stinking Fund.

The Fourth Stockholder is no doubt a spy infiltrating our ranks from NOPSinCo; but she’s a swell gal and used to be secretary to A. B. Patterson when he headed the Public Service Co., so she’s a natural for secretary of Rollercaster of Cloudlands, Ltd. She is Irene Bowker (Mrs. Frederick C.) Matthews, whose husband—a paint manufacturer and hardware dealer in Metairie—is a friend of mine from way back.

That leaves only 25 shares, at a penny each, still open for subscription, and for a while I was puzzled no end as to how each of these prospective shareholders is to be a board of directors. But I’m a resourceful type business beatnik; the answer was surprisingly simple. (There’s that word again!)

The remaining 25 shareholders will all be chairmen of the board. That’s the position to which retiring presidents of corporations are always being promoted, and if we had a president or a board it might be something of a chore to figure out how to cut this melon 26 ways. But inasmuch as we are not going to have a president, and do not have a board, we can have as many board chairmen as we like. Their object all sublime (which they’ll achieve in time) is just this: They are to take members of the city council as soon as these shall have returned from distant Disneyland where—so help me!—they went to see for themselves how feasible monorail transportation for urban transportation was, to Pontchartrain Beach and demonstrate the practicality of rollercoasters.

As for economic feasibility that’s simple too. The Good old Force of Gravitation, which is strictly for free, will furnish 96.34% of our power. Moreover, negotiations are under way to acquire by lease or purchase the unused employed roulette wheels idled by all the gambling joints which are no longer—it says here—operating in St. Vitus parish. (Fooled you, didn’t I? You thought I was going to say Jephcote parish. Oh, I’m a slicker, for true!) These wheels can readily be modified for use on our rolling stock—and think of the innocent amusement derived from guessing on which number which wheels will stop at the end of each run. Of course there will be no pay-off in cash—perish forbid! Only in free rides.

Well that’s it for this week, kiddies, and so until next time, this is the Old Business Beatnik like signing off—and I do indeed mean “off.”

QUENTON REYNOLDS, in his book, “Police Headquarters: "Madden had a naive defense. He was only a minor, he said."

"This was tantamount to the whooze of the boy who, after killing his parents, pleaded for clemency on the grounds that he was an orphan."

THIRTY-FOUR PERCENT of people interviewed in recent surveys by the Opinion Research Corporation and by Public Steel Corporation believe the electorate to be a special school for congressmen’s children.

WHEN A. L. MORAGNE, of Nashville, Tenn., looked into his dresser drawer for a white shirt, he found a penciled note from his wife, who was visiting relatives in Florida: “Where do you think you are going that you need a white shirt?”

OPTIMIST: An old guy who gets married to a young thing and begins to look around for a location near a school.

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September '61 Monthly Bulletin
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