depend on HAY-CON BLOCK
now made with GARYLITE
EXPANDED SLAG
AGGREGATE

these corners are tough—not a brittle one in the lot
cuts easily and evenly with a mason hammer

look at the beautiful texture and light color

why not, the aggregate is electronically controlled

HAY-CON TILE COMPANY
33RD YEAR (1928-61)
12627 GREENFIELD AVENUE
DETROIT 27, MICH. • VE 5-7117
THE HARLAN WAY:
Job Engineered Equipment
Speeds Installation

HARLAN ELECTRIC COMPANY
6440 John C. Lodge Expressway, Detroit 2, Mich., Trinity 3-5600
MAHON M-FLOORS MEAN architectural advantages

- FUNCTIONAL STRENGTH
- SPEEDY ERECTION
- EXTRA-CAPACITY CELLS...

PLUS EASY LOW-COST FIREPROOFING

Sectional view of typical M-Floor construction used 'flat plate down' to offer a ready surface for spray-on fireproofing.

- Architects and engineers appreciate the proven advantages of Mahon M-Floors—application-designed for today's projects and tomorrow's demands. M-Floors are lightweight, high-strength steel cellular sections, in depths, spans, gages, and types to economically meet most criteria. They provide an ideal steel sub-floor for any kind of floor covering and have a high raceway capacity for the efficient electrical servicing of every square foot of floor space. Used flat-plate down, Mahon M-Floors permit full-depth concrete fill for maximum structural strength at supports, at the same time offer an even surface for easy and effective low-cost spray-on fireproofing. Find out what versatile M-Floors from Mahon can do for you... your designs... your budgets. Write for technical Catalog M-61 or see Sweet's Files.

other Mahon building products • Aluminum or Steel Curtain Wall • Metalclad Fire Walls • Rolling Steel Doors • Long-Span M-Deck • Steel Roof Deck • Acoustical Metal Walls, Partitions and Roof Deck Mahon construction services • Structural Steel—fabrication and erection • Steel Fabrication—Weldments • Geodesic Domes—fabrication and erection.

SPEEDING AMERICAN CONSTRUCTION WITH METAL BUILDING PRODUCTS, FABRICATED EQUIPMENT AND ERECTION SERVICES

THE R. C. MAHON COMPANY
DETROIT 3, MICHIGAN
Manufacturing Plant—Detroit, Michigan and Torrance, California
Sales-Engineering Offices in Detroit, New York, Chicago, Torrance and San Francisco
Representatives in all principal cities.

MAHON
Michigan Society of Architects

1962 ANNUAL CONVENTION of the Michigan Society of Architects will be held March 28, 29, & 30 at Detroit's Sheraton-Cadillac Hotel.

Robert W. Yokom, General Chairman announces the following committee chairmen appointments: Philip A. Nichols, Vice Chairman; Richard K. Albiny, Registration; Frederick G. Stickel, General Design; Neil E. Warren, Producers Exhibits; James R. Livingston, Arrangements; Arthur K. Hyde, Publicity; Wallace B. Cleland, Architectural Exhibits; John A. Allen, Jr., Draftsmen's Competition: Mrs. Ralph W. Hommet, Ladies' Activities; Talmage C. Hughes, Arthur O. Moran, Jr., and James B. Morison, Advisory Council.


GEORGE H. MIEHLS, Chairman of Albert Kahn Associated Architects and Engineers, Inc., Detroit, addressed the opening session of the sixth annual Industrial Fire Control Seminar held November 7 and 8 in the Rackham Amphitheatre at the University of Michigan, Ann Arbor.

Subject of Mr. Miehls' talk was "Our Industrial Image." In it he discussed industry's expanding role in research and education; the concern of industry for human engineering in the design of its plants; the relationship of productivity to the modern industrial complex; and the transformation which has occurred in the industrial facility over the past 50 years.

The University of Michigan Industrial Fire Control seminars are conducted by the University's Extension Service in cooperation with national, state, and local organizations. They are designed to assist progressive plant executives and those having the responsibility of developing and maintaining safety by supplying workable information relevant to efficient fire control.

CHARLES J. ALLEN, Associate in the firm of Albert Kahn Associated Architects and Engineers, Inc., has been appointed Assistant Chief Mechanical Engineer it is announced by Sol King, President.

Mr. Allen joined Albert Kahn Associates in 1955. Three years later he was admitted to membership in the firm and in 1959 was named Chief Engineer of the Heating Division which he will continue to head in his new position.

Mr. Allen was graduated from Drexel Institute, Philadelphia, in 1943. Following graduation, he entered the U. S. Army Infantry, rose to the rank of First Lieutenant, and served in the European Theater of World War II as a paratrooper. In 1946 he returned to Drexel Institute where he taught Chemistry and Chemical Engineering for several years prior to joining the Kahn organization.

Mr. Allen is a registered professional engineer in both Mechanical and Chemical Engineering. He also holds Certification from the National Board of Engineering Registration.

LENS-ART PHOTOGRAPHERS, are now official photographers for the Monthly Bulletin, MSA. Mr. Mason Pawlak and Mr. Wynn Holman, co-owners of Lens-Art have rented valuable service to the architectural profession hereabout for 13 years and have won many prizes nationally and locally. The Bulletin will appreciate consideration of our members when they are in need of architectural photographs. The Company's offices are at 15743 James Couzens Highway. The telephone number is UUniversity 4-5134.

Practicing Architect near Detroit desires association with small active firm, preferably one doing some residential work. Will consider investing. Confidential— Box No. 190, Monthly Bulletin


The name "Monthly Bulletin, Michigan Society of Architects" is owned by Monthly Bulletin, Inc., a subsidiary of the Michigan Society of Archi-
in our office, you can't beat electric heat!

HARD-TO-HEAT BROKER'S OFFICES WARM UP TO ELECTRIC HEAT!

When Manley, Bennett & Company, stock brokers, moved into their present Bloomfield Hills branch offices, the central heating system couldn't meet the changed heating requirements—several locations were chilly. Electric heat solved the problem quickly and easily, even in such hard-to-heat areas as the vestibule and the receptionist's office. Besides keeping the offices warm and comfortable, the electric baseboard units fit in unobtrusively with office decor, take up minimum space and require no supervision other than the turn of a dial.

Manley, Bennett & Company chooses supplemental electric heat for its new offices at Woodward and Long Lake Road.

ONLY ELECTRIC HEAT OFFERS SO MANY ADVANTAGES: Whether it's used to add extra warmth to a hard-to-heat area or as the main heating source for an entire building, electric heat provides definite economies in installation, maintenance and supervision. First, it practically cares for itself. You get pinpoint control over zone and room temperatures—dial one temperature here, another there, and if you wish, turn it off completely in still another zone. And because it's flameless, electric heat often means savings in space and construction costs. It's much cleaner—there are no products of combustion to soil walls and furnishings. So, give electric heat a chance and it can solve your heating problems, too... at home or in your business.

DETROIT EDISON
ROOM 350, 2000 SECOND AVENUE, DETROIT 26, MICHIGAN
I'd like to know more about electric heat. Please send booklets on ( ) COMMERCIAL HEATING ( ) RESIDENTIAL HEATING

NAME__________________________
COMPANY_______________________
ADDRESS_______________________
PHONE_________________________
CITY___________________________
ZONE_________________________

December '61 Monthly Bulletin
Groucho Marx answered a questionnaire as to how he felt about a company's Annual Report:

Q.—Do you own other stocks? A.—Two dry holes in Texas.
Q.—How capable do you consider the present management? A.—Good golfers.
Q.—Comparing this company's Annual Report with others, how would you rate it in terms of completeness, clarity, reader interest? A.—Tops in fiction.

On this page Osborne-Kemper-Thomas, Inc. of Cincinnati indicate that they believe American business is not so stuffy as a lot of people think. O-K-T., Inc. produced this as a 'Progress Report' for advertising purposes. Any resemblance to Detroit Chapter Annual Reports is purely intentional.

"OUR HOME OFFICE—A paragon of modern architecture . . .
our completely air-conditioned, executive headquarters resides majestically amidst elegant and lush outdoor gardens . . ."

"OUR SALES FORCE is probably the most highly trained, well-equipped and alert of any in the world. Here our sales manager prepares to hit the road."

"OUR EMPLOYEE RETIREMENT PLAN—Two generations can attest to the beneficence of our retirement plan—assuring permanent peace and dignity."

"OUR TREASURER . . . rose from the ranks to trusted executive responsibility by prudent reinvestment of annual profits."

"YEARS AGO our labor relations department recognized that productivity is enhanced by comfortable rest rooms."
New Forms and Systems Achieve Striking Effect of Soaring Grace

AEROFIN INSTALLED

to temper the air delivered to the unique new variable volume reheat window units.

Modern smooth-fin design of Aerofin coils permits ample heat-exchange capacity in limited space. Where desired, it also permits the use of high air velocities without turbulence or excessive resistance.

Aerofin performance data are laboratory and field proved. You can safely specify Aerofin coils at full published ratings.

Aerofin hot-water heating coils (illustrated) and chilled-water cooling coils contribute to the year-round comfort of this outstanding new building.

AEROFIN CORPORATION 101 Greenway Ave., Syracuse 3, N. Y.

Aerofin is sold only by manufacturers of fan system apparatus. List on request.
Office Practice
LaVern J. Nelsen, Chairman

While your committee has not held a formal meeting for some time, we have none the less been active in certain areas.

Your chairman has taken an active role in the Draftsmen’s Competition both from the standpoint of advisory to the sponsor and from the chapters’ participation in the judging.

We have requested that this year’s Draftsmen Competition Chairman appoint at least two members of our committee to the role of judges for the selection of the winners.

We are awaiting reports from the national vertical committee and will try to pattern our activities to fit with that program. This is important since Michigan is now a region.

There will always be local problems which are truly akin to the Detroit area. Your chairman welcomes any comments from the membership relative to such problems.

I have attended several C.S.I. meetings with the thought in mind that since specifications fall within our committee’s realm that we could perhaps arrange a joint committee meeting with their organization and discuss our mutual specification problems.

I also feel a general meeting with the Chapter president would be in order and new charges of a more definite program could be issued to the committee and perhaps we could better concentrate on the most urgent needs.

Relations with the Construction Industry
Gustave Muth, Chairman

During the season your committee held monthly meetings at which time reports were given of sub-committee meetings with contractors, research and with the newly formed Joint Construction Industry Committee.

The perennial subject of clean-up was again thoroughly studied and reviewed. The sub-contractors thought the architects should be concerned with the general contractors sometimes excessive back charges. Since this item is part of the contractors’ responsibility, we see no reason for the architects to become involved therein. The subject has been covered in our reports book page 51. Where there are several prime contractors the following paragraph is recommended:

“However, where there are several prime contracts, each prime contractor shall be responsible for clean-up of his own identifiable debris. Clean-up of unidentified debris shall be pro-rated among all prime contractors on a mutually agreed upon basis.”

The sub-committee on temporary heating had several meetings with contractors’ representatives. Various avenues of diverging ideas were explored to find a solution of the problems presented. The Joint Sub-Committee finally accepted the plans as outlined in the reports book page 1 to 9 inclusive.

A bid depository to eliminate so-called bid shopping and bid peddling was subject to considerable time and discussion, however, the Joint Construction Industry Committee report should cover activities and results obtained.

The subject of shop drawings was investigated regarding submittal, checking and return to contractors. While the methods employed by the various offices functions quite well and efficiently, a new technique has developed whereby transparencies and one print are delivered to the architect for correction or approval. If approved, the transparency is returned to the contractor with architects’ approval. Prints are then distributed in the normal manner.

If corrections are made on the transparencies the architect obtains prints for his record and the transparency is returned to the contractor for correction. After the drawings are finally approved, prints are distributed in the normal manner.

While the architect may pay a few cents for a print he will be saving hours of time correcting three to six copies of each drawing, plus the possibility of missing a correction on a vital print.

The committee recommends that architects specify transparencies when contractors are submitting shop drawings for approval.

A report on “Approved Substitute” was forwarded to the Executive Secretary for the Directors of the Detroit Chapter for further action.

Education
John A. Allen, Chairman

Your committee initiated a request for a grant for funds in order to prepare slides to be distributed for the use of high schools in vocational preparation.

Members of the Committee prepared an annotated bibliography of books, etc., for use in introducing an understanding of the art of architecture at the high school level.

We sponsored and conducted an Honor Awards Exhibit. We prepared awards and displayed plaques recognizing the outstanding work of Chapter architects.

We participated in the Detroit Adventure Series by assisting in obtaining speakers and conducting tours for the architectural phases.

Several of us participated in the vocational guidance meeting sponsored by the Engineering Society of Detroit.

We sponsored an annual workshop, which met at the McGregor Memorial, Wayne State University, on May 6, 1961. Approximately thirty practicing architects participated in discussing this year’s topic, “Problems of Cost.”

We participated in discussions with educators and students regarding the preparation of students for a vocation in architecture, recognition of the skills of architecture and student participation in the A.I.A. Detroit Council.

Your Committee meets regularly each month. This year we submitted a proposed budget for future activities, which would enable the Board to anticipate financial requirements and enable this Committee’s participation in these matters to become more effective.

Public Relations
By William W. Lyman, Chairman

Your Public Relations Committee has met twice during the past year. Three projects were initiated.

First, a questionnaire was sent to all members of the Detroit Chapter to determine which new and old buildings should be included in the revised “Visitor’s Guide to Detroit Architecture” to be published this winter. All photographic and descriptive material has been assembled and layout work is underway.

Second, a series of Institute-prepared articles on the A.I.A., various building types, school costs, etc., edited to fit the local situation and augmented by photographs of significant local work, were
David H. Murdock, owner, Murdock Development Co., builder of Guaranty Bank Building, says: "With multiple forms and a systematic method of placing, stripping and reshoring, we were able to cast one story every 5 days. Nothing can match the efficiency of modern concrete construction!"


For the tallest building in Phoenix they chose modern concrete!

The beautiful new 20-story Guaranty Bank Building rates two special distinctions. It is not only the tallest building in Phoenix, but it is also one of the tallest concrete buildings in the entire West.

Economy was the basic reason for choosing concrete. With concrete frames and light-weight pan joist floors, construction moved along with record speed—better than one floor per week. Further economies resulted from the multiple use of forms, and scheduling went along smoothly because concrete is always available on short order. It's there when you need it—another big saving in time and money.

Both front and back shear walls were faced with precast panels, with unusual exterior beauty achieved through the use of pure white portland cement. Even in the lobby of the bank, the functional beauty of concrete is seen in floors of gleaming terrazzo.

For impressive construction efficiency plus structural strength, beauty, and low maintenance costs, economy dictates the choice of concrete for structures of all dimensions and concepts.
of modern art in Detroit. No action was taken on this proposal, because of limitation of time necessary to devote to such an ambitious undertaking.

Civic Design

Suren Pilafian, Chairman

Your Civic Design Committee acted as the Architects Advisory Committee for the Detroit City Plan Commission on three occasions during the past year, and held two meetings to discuss general city planning problems.

As the Advisory Committee, it reviewed and commented on:

1. USE OF THE OLD CITY HALL SITE

The committee recommended the demolition of the Old City Hall and its replacement with a landscaped terrace designed by the winner of an architectural competition, which it recommended be held.

2. TREE PLANTING PLAN FOR THE LOWER WEST SIDE OF WOODWARD AVENUE

Your committee recommended planting two rows of trees now, and removing one row when the trees have grown large enough to serve the desired end with only one row.

3. USE OF THE NARROW SITE EAST OF THE GUARDIAN BUILDING

Your committee recommended a low structure, or no building at all, to be placed on the site so that it could be better integrated with surrounding structures.

We held a luncheon meeting last November, discussed several subjects for meeting programs and agreed that the committee should do more than serve as an advisory committee to the City Plan Commission—should undertake the reviewing and commenting on other civic design problems, as a public service. Plans were discussed to hold luncheon meetings regularly, each devoted to the presentation and discussion of a particular phase of civic design.

The first such meeting was held last April when Messers. Mark Herley and Joseph Starrs of the Detroit Housing Commission's staff presented the story of their plans and activities to members of our committee and to other architects and guests.

Several other meetings with similar purposes have been planned tentatively for the 1961-62 season, including discussions of Downtown Detroit, Lafayette City, University City, FHA, Metropolitan Area Regional Planning, Medical Center, and the planning being done in neighboring communities.

Preservation of Historic Buildings

William E. Kapp, FAIA, Chairman

For two public structures reviews were requested of your Committee.

On The Wayne County Court House Tower, opinion was sought "on the aesthetic value of the tower in relation to the main portion of the building" and its preservation. The Committee, by a four-to-one vote, recommended its retention and repair. Action depends on decisions by the County Board of Auditors and its architects—H. E. Beyster & Associates.

On Detroit's Old City Hall, the Committee's 1959 recommendations on the worthiness of its preservation as historic architecture differed from the Chapter Board's opinion and report to the City Plan Commission. The question has been disposed of by responsible parties.

The Detroit Chapter committee is a special one, with no stipulated activities other than its relation to the aims of the National Park Service-Mission 66 program, which is included under the National American Buildings Survey, with its aims on conservation and recording of historic architecture.

We in Detroit are fortunate in having three official and tax-supported organizations engaged in similar activities—The Detroit Institute of Arts; The Detroit Public Library Burton Historical Collection, and The Detroit Historical Commission. Their closely related programs are arranged for reciprocal services and the avoidance of duplication in their collections.

In addition to the Detroit Historical Society, with more than 3000 members, there are at least twenty-six other civic and patriotic organizations with special interests in the preservation of historic objects.

The special phases of architectural significance in Detroit history obviously deserve the attention of the Detroit Chapter of the A.I.A., but I believe our Chapter efforts should be coordinated with those of our three official organizations by assisting them in turn when they request our help on architectural phases of their historic subjects.

For the National Program—I believe that an effort should be made to provide the State committees and the local chapters with some lists of the Michigan material included in the "26,000 measured drawings, 30,000 photographs of some 7,600 structures important to the cultural and economic history of the United States" now in the Historic American

Michigan Society of Architects
OUR GENERAL CONTRACTING FACILITIES INCLUDES
A WELL EQUIPPED EARTH-MOVING DIVISION

J. A. FERGUSON CONSTRUCTION CO.
13560 AUBURN AVE., DETROIT 23, MICHIGAN
VE. 8-0166
Building Survey, available to the public at the Library of Congress.

Such a list would simplify chapter committee procedures, avoid duplication of recordings already made at great expense, and permit joint efforts of the Michigan chapters where the historic structure has more than local significance. From such listings, we could extend our architectural observations and recordings where the subjects are worthy of the historic architectural classification.

France and England have their recording and note—the preservation of Historic Monuments—primarily architectural. In our own country—so many historic buildings have little architectural significance—the historic appellation being applied because some important event occurred therein, or because somebody was born or died or slept there. There are exceptions of course where the event and the building are both worthy of recording and preservation.

The basis of judgment on the historical worth of the architectural subjects will be one of different opinions. We need guidance or interpretation on the definitions that determine whether our efforts are directed to historic examples of good architecture or just good examples of historic architecture. The former are few and undoubtedly already recorded. The latter are many, but how many are worthy of record architecturally?

Your committee chairman, having been appointed to the A.I.A. National Committee on the Preservation of Historic Buildings, is attempting to secure its opinion.

If this Committee is to provide architectural opinion on Detroit historical subjects, we recommend that its Chapter duties be defined and coordinated with Detroit's Historical, Public Library and Art Commissions.

Program

Philip N. Youtz, FAIA, Chairman

Early in the fall the Committee met for luncheon at the Detroit Athletic Club at which time the discussion centered on the problem of devoting a program which would attract a larger proportion of the membership to the regular meetings. The Committee was particularly anxious to interest young members of the Chapter. Another goal was to develop programs which would appeal to the various localities represented by the Chapter. The resulting program was as follows:

December 1960—Mr. Arthur Row, Assistant Executive Director, Philadelphia City Planning Commission.


May, 1961—Professor Thomas Howard, Director, School of Architecture, University of Toronto, Toronto, Canada.

The most popular of these programs proved to be Mr. Dow's beautifully illustrated talk on his trip to Japan. The younger group of members particularly enjoyed Craig Ellwood's critical comments on the designs of leading American architects.

For the coming year the Committee consists of: William W. Lyman, Philip J. Meather, John W. Beckling, Talmage C. Hughes, Paul B. Brown, ex-officio, and Philip N. Youtz, Chairman.

A good many useful suggestions have been offered to the Committee. One of these is that we have more shop-talk and discussions of current trends in architecture. Another is that the successive programs be developed by different regional groups such as those in Oakland County and Ann Arbor. Another is that we have some high-level engineering lectures on construction. Some of our members would like to hold a post mortem on recent building failures. A frequent suggestion is that we have a musical or dramatic feature to liven up our programs. Because of the strong government interest in fallout protection, the suggestion has been made that we have another lecture on this subject. At its first meeting, the committee will study all of these suggestions and add to them its own proposals.

The primary problem faced by your Program Committee is to secure larger membership attendance at the meetings.

A good deal of discussion has taken place among the members as to the advisability of varying the place and time of meetings. The difficulty is to secure good food and an inviting atmosphere at a price to which all the membership will agree. One solution which worked out very well last year was to hold one or more luncheon meetings. These have the advantage of moderate cost and also of not breaking into the evening schedule.

Executive Secretary

Talmage C. Hughes

Our President, Paul B. Brown has rendered valuable service to the Chapter the past year. He has been ably assisted by other members of the Board and Chapter committees.

The public relations program of the Chapter continues to improve each year. William Lyman has served as Chairman most effectively. Members are more and more realizing the news value of their own projects, for illustrated items in the newspapers.

Suren Pilafian arranged a continuing weekly program on radio station WQRS entitled "Architects and Architecture," from 6:15 to 6:45 p.m. each Saturday. The program is now sponsored by our good friends, the Harlan Electric Company.

Louis Redstone is Chairman of the Chapter's Urban Design and Renewal Committee, conducting a series of seminars on that subject in conjunction with the MSA.

John A. Allen, Chairman of the Education Committee has held Workshops on the subjects of Building Costs, Office Practice, etc.

The Committee's next workshop will probably be devoted to the subject of Control of Climate in Buildings, to coordinate with a series of meetings planned by the Chapter and the Sheet Metal Contractors Association of Detroit Industry Fund.

The weak of the MSA Convention April 2-8, 1961 was proclaimed "Architects Week" by Governor Swainson.

The MSA has available for loan six AIA films, running 15 minutes each. They are "A Place to Worship," "A School for Johnny," "What is a House?" "Building for Business," "A Second United States," and "Designing a Better Tomorrow." The last-named is a film on architecture as a career. These films are being used almost constantly.

Also available are numerous pamphlets on architecture and all of the standard forms widely used by the profession.

The Women's Architectural League of Detroit has been valuable to the Chapter, as has the Producers' Council, Michigan Chapter.

The Chapter's Gold Medal for 1961 went to Gerald G. Diehl, AIA, its Honorary Membership to Arton E. Yokom, consulting Engineer.

Three of our members, Robert F. Hastings, Eberle M. Smith, and Philip N. Youtz, were advanced to Fellowship in The Institute at its last Convention. Four others have been or are being nominated.

Michigan now is a self-contained region of the Institute. Our Regional Director, Linn Smith, has most ably represented us.

Our Registration Act was ruled un-
HORN-CLAVED 8x8x16 Lightweight Concrete Masonry Units have a full 1-1/4" face shell. 1-1/4" shell offers several distinct advantages over competitive units that have only a 1" face shell.

1. HORN-CLAVED 1-1/4" face shell Units have a fire rating in excess of 2 hours. 1" face shell units have only a 1-hour rating.

2. Wall reinforcing is ineffective with units that have less than a 1-1/4" face shell. The drawings illustrate how the reinforcement breaks into the open core of the 1" face shell unit whereas in the 1-1/4" face shell HORN-CLAVED Unit it does not. Exposed reinforcement, even if only partially, is practically worthless.

3. 1-1/4" face shell units provide a stronger mortar joint than 1" units. Quite often with 1" units cross-webbing is necessary to achieve the necessary mortar joint strength, and cross-webbing increases the cost of laying the units. Even lateral stability is reduced as the result of a smaller face shell, leading to unsightly and weakening wall cracks.

Why risk your reputation on an inferior Unit? Always insist on HORN-CLAVED Lightweight Concrete Masonry Units. They are the best and will stand-up as the best should.
constitutional by a Federal judge, but architects and engineers were successful in having the questionable part of the Act eliminated. The Board has asked the Attorney General for opinions as to how it can legally facilitate registration of architects by reciprocity, both to and from Michigan.

The Chapter, together with the MSA, is in the process of reorganization, whereby a new executive will be employed and trained to take over the executive duties for both organizations as well as editing and publishing the Monthly Bulletin. Your present Executive Secretary will continue.

Many architects from other countries, as well as our own, are visiting Detroit from time to time, singly and in groups. The Chapter endeavors to assist them in making their visits pleasant and successful. We have members who speak foreign languages and who are willing to devote some time to entertain such foreign groups.

Our Visitor's Guide is now in its fifth printing and William Lyman is preparing a completely new edition. Because it is in such demand at least 100,000 will be printed.

The Chapter now has 541 Corporate Members, 266 Associates and 192 in the three Student Chapters, a total of 999. There are 330 firms in Michigan, 228 of which are in the Detroit area.

Detroit Chapter lost one of its most distinguished members during the year—Eero Saarinen, FAIA. His untimely passing at the age of 51 was a shock to Detroit, to the Nation and to the world.


**AIA**

**Detroit Chapter**

**Next Meeting**

Detroit Chapter, American Institute of Architects will meet jointly with the Sheet Metal Contractors Association of Detroit Industry Fund at 12:00 M., Monday, December 18, at Detroit's Harmonie Club. Cocktails and Lunch will be compliments of SMCA.

Speaker will be Mr. Herbert Z. Ziel, ME, Associate, Albert Kahn Associated Architects and Engineers, Inc. His subject will be "Architectural Considerations for the Installation of Air Conditioning Systems."

A 1915 graduate of Michigan State University, with the degree of bachelor of science in Mechanical Engineering, Mr. Ziel is Chairman of the Committee on Industrial Air Conditioning of the American Society of Heating, Refrigeration and Air Conditioning Engineers. Mr. Ziel will speak on the various types of air conditioning systems suitable for different kinds of buildings. These programs are intended to enable the architects to be conversant with the best systems without having an engineer at his side. The speaker will discuss relative costs, maintenance, noise, dust and many other factors.

Offices are requested to grant their employees an hour's extra time. Luncheon will be served at 12:00 noon; there will be a half-hour talk, then a question-and-answer period. Adjournment will be at 2:00 p.m. sharp.

This series of meetings is the result of requests from members for more informational meetings, that will be valuable to offices. It is a combined effort on the part of our Board, the Program Committee and the Chapter's Committee on Education. It is believed to be an excellent opportunity for members to gain good information that will be of inestimable use in their practice. Moreover, this program is sponsored by SMCA. It will not cost the Chapter or its members anything, and will afford an educational opportunity as well as social. The first meeting in this series was held on Halloween, which accounted for a rather small attendance. It is sincerely hoped that this December 14 meeting will draw hundreds of members.

**SMCAD**

Detroit Chapter, AIA and Sheet Metal Contractors Association of Detroit Industry Fund held a joint meeting at the Harmonie Club Tuesday evening, October 31.

The meeting was preceded by a cocktail party, compliments of SMCAD, and dinner at 6:30 P.M.

LaVern J. Nelsen, Chapter Treasurer, presided and introduced those at the speakers' table, including Mr. Ferdinand Bolle, Jr., President of SMCAD and Trustee of its Industry Fund; Mr. Kenneth Kimmel, President of the Fund; William J. Rettenmier, Executive Secretary of both organizations, and Mr. Albert Petronis, Michigan District Manager for the Carrier Company.

Also introduced were Charles H. MacMahon, Jr., AIA, First Vice President of the Michigan Society of Architects and John A. Allen, Chairman of the Chapter's Committee on Education and of the MSA Draftsmen's Competition sponsored by the Industry Fund, and Talman C. Hughes, Executive Secretary of the Chapter and MSA.

The speaker was Mr. Maurice J. Wilson, Market Promotion Specialist of Carrier Air Conditioning Company, who spoke on "Thermal Environment in Schools." His talk was illustrated with slides of many examples of modern school buildings and supported by cost analyses and the effects on both teachers and pupils of proper environment control.

This was a most valuable informational program for architects and it is regrettable that more could not have heard it.

Chapter President, Paul B. Brown says:

"An Architect's responsibilities today are broad. Among the many aspects of building design with which he is expected to be conversant, as consultant to his client and as coordinator of design, are the basic principles and economics of the various heating, ventilating, and air conditioning systems.

"The Board of Detroit Chapter feels that a presentation, in architects' vernacular, of these principles would be of interest to our members. A series of four meetings has accordingly been planned for this season to fill in background information on this subject. We have the cooperation of the Sheet Metal Contractors Association of Detroit Industry Fund in underwriting the expenses involved in securing qualified speakers."

Other such meetings, their speakers and subjects, will be announced in the near future.
Church Organs

DIOCESE OF MICHIGAN
COMMISSION ON CHURCH MUSIC

This report is designed to assist Church Building Committees and Architects in providing for the installation of the organ in the churches they contemplate to construct.

Contrary to much thinking, pipe organs can be purchased for a price comparable with the larger electronic instruments, with this added feature, that they can be added to later if desired and the initial cost is not wasted.

The ideal location for an organ is in the room itself, elevated well above the heads of the congregation. This allows the tone to mix, and at the same time requires less organ than when it is deep in a chamber.

A chamber if necessary should have as large an opening as possible, and steel girders should project from the wall in front of the opening, this would carry the open section of the instrument, as large an opening as possible, and in a chamber.

The upper part of a church is the sound-mixing area and the tone should be free to move in its natural course.

This use of sound absorbing material spoils the natural effect of an organ, and even makes a larger organ necessary. The upper part of a church is the sound-mixing area and the tone should be free to move in its natural course.

The file of data on organs is available to all architects, and can be perused at the Diocesan Book Shop in the Cathedral Center on Woodward Avenue, Detroit.

It is the hope of the Commission that this material will be made use of, and thus improve the conditions of music in the churches of the future.

ARCHITECTS REGISTERED
IN MICHIGAN, NOVEMBER 3, 1961

Willis W. Andrews, Kalamazoo; Edward L. Barnes, New York; David A. Blanchard, Detroit; Michael A. Bogojo, Southfield; Anthony T. Buzzkowski, Detroit; William G. Chichekian, Roseville; John P. Curran, Dearborn; Arthur Q. Davis, New Orleans; Joseph P. Evangelista, Birmingham; Alvin L. Farnsworth, Holt; Alex Feydenko, Detroit; Clarence H. Fong, Honolulu; William R. Fritz, Ann Arbor; Roger E. Gaffther, Connecticut; C. Dino Gavras, Southfield; Charles F. Geisler, Ann Arbor.

Grant Hildebrandt, Birmingham; Robert S. Howald, Toledo; Vincent G. Kling, Philadelphia; Michael M. Klokan, Detroit; Richard J. Knoph, Plymouth; Jack M. Levin, Chicago; Robert A. MacPherson, Allen Park; Jaye R. Miller, Holland; Gordon H. Mitton, Dearborn.

George M. Notter, Jr., Birmingham; John V. Owen, Connecticut; Richard J. Penney, Royal Oak; Norman K. Pettitula, Ohio; Richard J. Rafferty, St. Paul; Thomas R. Richmond, East Detroit; Louis A. Rossetti, Royal Oak.

Dennis C. Sawinski, Grand Rapids; Charles E. Smith, Kalamazoo; Chester R. Stemplein, Detroit; William C. Stenglein, Saginaw; Billy D. Stewart, Detroit; Sylvester E. Stone, Warren; Eugene T. Tanke, Oak Park; Kenneth L. Terry, East Detroit; David P. Trautman, Ann Arbor; Donald E. Van Curler, Ann Arbor; William W. Wells, Ohio; Gerald C. Whiteford, Southfield; William W. Wichman, Kentucky; Thomas M. Williamson, Illinois.

Selling Key to Architect's Success

Organize your selling campaign the same way a company organizes its marketing program and then carry it through in a systematic, imaginative manner. That's the gist of a speech by marketing expert George N. Kahn, made before an architect audience at the Coronet Restaurant in Irvington. Mr. Kahn, whose talk was sponsored by the Rusco Division of the F. C. Russell Co., is president of a New York market development firm bearing his name.

In selling your architectural services, Mr. Kahn suggests that the first element is the organization of a “marketing presentation” that effectively tells the story of your services. “Just as an architectural rendering gives a client a visual image of the ultimate structure, so you, via your marketing story, must present a complete image of your firm and its services,” Mr. Kahn said.

A marketing story, Mr. Kahn says, “is first and foremost your philosophies and attitudes as they relate to all phases of architecture — government, schools, hospitals, commercial, industrial, etc. It is a photographic record of the work you have done to date. It is your memberships in various architectural societies and organizations. It is your awards and commendations. It is your letters of recommendation from past clients. It is your concepts of competitive bidding through which you seek to obtain the best price for your clients.”

The marketing story should be presented via the pages of an easel portfolio, one that can stand upright on a table or even on a client's desk. It should contain photographs, textual materials and other supporting data.

After organizing and preparing his presentation, the architect should practice his story until it is mastered. Even though some architects may be better at selling than others, Mr. Kahn believes that “there's not a man who can't make a presentation of this type if he really believes in it and works at it.”

Mr. Kahn also pointed out that advantages of systematically calling on prospects instead of going after nebulous contacts at country club, political organization, rotary luncheon, etc. Even though the architect will be spending a greater amount of time out of the office, the new business he develops will probably permit the hiring of additional personnel to take over some of the internal work.—Jersey Architect
LOOKING FOR THE BEST AGGREGATES?

YOU JUST CAN'T
MATCH THESE
Introducing...

A NEW DIMENSION IN ILLUMINATION

ACOUSTI-POLRIZED

Translucent Ceiling Panels by Cepco, Inc.

with

MULTI-LAYER POLARIZATION

ACOUSTI-POLRIZED CEILING PANELS INCREASE OVERALL VISUAL EFFICIENCY 150% TO 200%

NEW LIGHTING PRINCIPLE GIVES YOU MORE LIGHT AT LOWER COST!

- More vision per footcandle through polarization
- Less reflected glare
- Less direct glare
- Truer color rendition
- Greater comfort at higher illumination levels


THE NICHOLS COMPANY

3240 PURITAN

DEMENT 38, MICHIGAN

December '61 Monthly Bulletin
AIA
Detroit Chapter

Detroit Chapter, AIA heard a splendid address by Mrs. Florence Willett, Mayor of Birmingham, at its annual meeting in Northwood Inn, October 18.

It also honored itself with several presentations. President Paul B. Brown presented the Chapter's 1961 Gold Medal to Gerald G. Diehl. His citation read:

"Loyal Member of our Chapter and a partner in the distinguished firm of Diehl & Diehl, Architects, has gone far beyond the call of duty in his preoccupation for the good of his profession.

"He has served as Director, Secretary, Vice President and President of the Detroit Chapter of The American Institute of Architects, Secretary of the Michigan Society of Architects, President of Monthly Bulletin, Inc. and Director of the Michigan Architectural Foundation.

"His contributions to the United Foundation of Detroit for the past ten years have been outstanding, reflecting great credit on our Chapter.

"His Other Activities on various committees of his Chapter and Society, his civic and community spirit, as President of the Ecclesiastical Arts Guild of Detroit, his educational and church participation are of no lesser importance.

"In Recognition of these accomplishments, by power vested in me by the Board of Directors of Detroit Chapter, AIA, I bestow on you the honor that accompanies the award of our 1961 Gold Medal."

Arton E. Yokom received the Chapter's Honorary Membership for 1961. His citation read:

"A Person of esteemed character who has rendered the profession of architecture signal and valuable service within the territory of this Chapter and has conspicuously upheld its aims.

"A native of Canada, he came to Michigan at an early age, and after graduation from the University of Michigan, he went to the Canal Zone for a year.

"His contributions have exerted an influence which assures his position in the annals of our profession.

"In appreciation of his many fine qualities, we do ourselves honor in awarding Arton Emery Yokom this Honorary Membership in the Detroit Chapter of The American Institute of Architects."

Mervyn G. Gaskin, on behalf of the American Institute of Steel Construction, presented that Institute's 1961 award to Eberle M. Smith. Mr. Gaskin, himself, received an award from AISC.

Mr. E. H. Talbert presented the Award of Mastic Tile Division of Ruberoid Company to John V. Sheoris, AIA, William Johnson and Clarence Roy, the two last-named being landscape architects from Ann Arbor. Mr. Talbert presented other mastic tile awards to Messrs. Masao J. Itabashi and Harutun Vaporiyan.

All officers were re-elected and Dean Philip N. Youtz, FAIA, of Ann Arbor, was re-elected to a three-year term on the Board of Directors. Charles H. MacMahon and Philip J. Meathe were elected to the Board of the Michigan Society of Architects.

This was the annual joint meeting of the Chapter with the Board of MSA. About 150 members and guests were present.
In Michigan, nearly everybody insists on gas

More Michigan people heat, cook, and heat water with Gas than with any other fuel. And modern Gas appliances are what new-home shoppers look for. Example: the single cooking unit that looks like a built-in (eye-level ovens with table-top burners), yet slides into a pre-planned cutout. This, and other modern Gas appliances, can be the winning features that make your homes move!

MICHIGAN CONSOLIDATED GAS COMPANY

Live modern...for less...with GAS
charge and all the donors, we say, "Thank you for your generosity."

December 19th is the date of our Christmas party and gift-exchange. Mrs. Joseph Leinweber, one of our charter members, recently returned from two years in Korea, will speak on "Christmas in Korea." I think it is always interesting to learn how peoples of different lands celebrate the Christmas season. Please make your reservations early.

January 16th will be the first meeting of the New Year. The title is intriguing—"Afghanistan, the Land of Mystery." The program will be presented by Mrs. Herbert Penzl. She accompanied her husband to Afghanistan while he was visiting Professor of Linguistics at the University of Kabul.

They were in Afghanistan eleven months and traveled extensively throughout the country. She will show slides of their travels.

Christmas Thoughts

C is for CHRIST, the King of Man
H is our HERITAGE, part of God's plan
R is the RADIANCE surrounding the stall
I is INSPIRATION He gives us all
S is the STAR that brightly shown above
T is for TOLERANCE that leads to peace and love
M is for the MANGER in which he lay
A is for the ANGELS bringing glad tidings this day
S is SERENITY for which we all pray

Merry Christmas everyone!

Western Michigan Chapter, AIA

GRAND RAPIDS has started the planning of a $9,000,000 downtown urban renewal program. Contracts were recently approved for appraisal work on 64 parcels, and J. Paul Jones, planning commission director, also announced the selection of Giffels & Rossetti, Inc. of Detroit as the architectural design consultant on the proposed 17-acre Civic Center.

Within the past year civic projects of G & R design totaling $70,000,000 have been completed. They are Cobo Hall and the Convention Arena which, coincidentally, are situated on a 17-acre site; a County-City complex for Sarnia, Ontario; and Detroit's new Post Office.

Louis Rossetti, FAIA, will direct the planning of the Grand Rapids Center. He has served since 1952 on the Detroit Civic Design Committee and recently was appointed to the Michigan Cultural Commission.

G & R's planning assignments have also included consulting services to the Board of Design of the Inter-American Center Authority of Miami and on the planning board of the District of Columbia Auditorium Commission.

John Vanden Bogert

John Vanden Bogert, AIA, prominent architect of Grand Rapids, Mich., died in Butterworth Hospital, Grand Rapids, on October 14, after a long illness. He was 75 years of age.

Mr. Vanden Bogert was born in Grand Rapids on November 28, 1885. He was educated at Olivet College, Chicago Art Institute, and North Western University. After working as a draftsman in Chicago and Grand Rapids offices, he entered his own practice in Grand Rapids in 1925.

He was a member of Valley City Lodge, No. 86, F & AM; The American Institute of Architects, its Western Michigan Chapter and the Michigan Society of Architects. In 1961 he was made an Emeritus member of the architectural organizations.

Surviving are his wife, Maude; a brother, Herbert of Grand Rapids, and three sisters. Mrs. Joe Valkier and Mrs. Joseph Davis, both of Grand Rapids, and Miss Frances Vanden Bogert, of Washington, D.C.

The family home is at 619 Madison Avenue, S.E., Grand Rapids.
CHOOSE YOUR KURTZ BRICK FOR "BUILDING BEAUTIFUL"
from the finest and largest brick display in the world

Mr. Paul Kurtz extends his personal invitation for you and your client to browse through this extravaganza of the finest in building brick. You will find it an educational and pleasing way to select your brick. If you wish a guided tour through this unique display, call Mr. Kurtz.

YOU'RE ALWAYS WELCOME AT THE

KURTZ BRICK CO.
14183 WYOMING TExas 4-4411 DETROIT 38
4 Blocks South of John Lodge X-way, Wyoming Exit

Imperialine
EXTRUDED ALUMINUM GRILLES
TUTTLE & BAILEY, INC.

- SNAP IN CORE
- CONCEALED FASTENERS
- EXTRUDED ALUMINUM
- ANODIZED FINISHES
- SIX DIFFERENT MARGINS

ROGIND • PARKER, INC.
MANUFACTURERS REPRESENTATIVES
366 PURITAN AVE., DETROIT 3, MICHIGAN
SUPERIOR 8-7510
Saginaw Valley Chapter, A.I.A.

By Robert S. Gazall

Flint Area Chapter, AIA has elected officers and directors for the forthcoming year as follows: Herman J. Klein, President; Robert S. Gazall, Vice President; Gerald E. Harburn, Secretary; S. A. Nurmi, Treasurer; James E. Tomblinson, MSA Director; Clifford E. Gibbs and Robert G. Mengel, Chapter Directors.

Lawrence A. Robbins of Flint was elected an associate member of the Chapter. At the Chapter's November meeting Mr. John Thomas, Flint Attorney, spoke on "Laws and Court Decisions Affecting Building and the Practice of Architecture." He also reviewed some of the recently amended AIA documents and their legal ramifications. There was an interesting question-and-answer period following Mr. Thomas' most informative talk.

Responsibility for the development and destiny of the West Michigan Chapter changed hands this month with the election of a new slate of officers.

Officers elected at the October meeting of the Chapter, which was held at Galesburg Restaurant in Galesburg, Michigan, are as follows: President, Robert C. Smith; Vice President, Robert Wold; Secretary, Adrian Nooedhock; Treasurer, Peter Van Putten; Chapter Director, George Williams; Chapter Director, Bernard DeVries (2 yrs.); and MSA Director, George Sprau.

Jim Parent was Chairman of the Day for the Galesburg meeting which featured a guided tour of the new Upjohn Office Building in Kalamazoo. Following the tour, President Gordon Belson presided at the business meeting of the Chapter. A report of the By-Laws Committee study, as prepared by Joe Daverman and Dave Post, was read and approved. The study recommended that the dues for each chapter member be increased to $25.00 per year.

Secretary George Williams then gave his annual membership activity report for the year 1961. During the past year, the Western Michigan Chapter has accepted nine new Corporate Members and three new Associate Members. Three members transferred out of state.

A new Mid-Michigan Chapter was formed in the Lansing metropolitan area. Their new roster contains 42 Corporate Members and 17 Associate Members from the Western Michigan Chapter. This mass transfer was made effective January 1, 1961, a substantial membership loss to this chapter.

However, as previously stated, a total of twelve new members were accepted into the Western Michigan Chapter bolstering our membership to the current total of 102 Corporate Members and 23 Associate Members.

Two chapter members were officially nominated as candidates for Fellowship in the Institute. They are Lewis Sarvis and C. A. Obryan. At the close of the October meeting, outgoing President Belson was unanimously commended for a "fine job well done during the past year."

The November meeting of the Chapter was held at the Athletic Club in Grand Rapids. It was the occasion for the annual Chapter Honor Awards Program. A complete report on the results of this meeting will be published in a later issue of the MSA Bulletin.
GENERAL CONTRACTORS  • INSTITUTIONAL  • INDUSTRIAL  • COMMERCIAL
8345 LYNCH ROAD • DETROIT 34, MICHIGAN • WALnut 3-8585
MEMBERS OF THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA

WILLIAM J. RETTENMIER
Executive Secretary

SMCAD INDUSTRY FUND SHEET METAL CONTRACTORS ASSOCIATION OF DETROIT

2631 Woodward Ave. • Room 224 McKerchey Building
Detroit 1, Michigan • Telephone: WOodward 3-1209
Producers' Council
Michigan Chapter

FRED H. BLACKWOOD

FRED H. BLACKWOOD is the Producers' Council's Liaison with Michigan architects. A sales representative for the United States Ceramic Tile Company with offices at 124 S. Woodward Avenue, Birmingham, Michigan, he is well known to many Detroit architects as well as those outside, where he worked for four years. "Romany-Spartan" ceramic tile for floors, walls and exteriors and "Ceramaflex" floor tile, which is a resilient, rubber-mounted ceramic mosaics application are his products.

Fred, his wife Sue and their children Kriss, Betty and Fred III, have lived at 460 Henley Drive, Birmingham, Michigan for the past one and one-half years coming here from Grand Rapids. A native of Detroit, he attended Redford High School and Michigan State University. His hobby is sailing.

A REVOLUTIONARY NEW SYSTEM in which air is distributed from the ceiling silently, uniformly and draft free has been installed in the one-story East Pointe Plaza Office building recently completed at 19959 East Eight Mile Road in Harper Woods, near Detroit.

It is the first such installation in Michigan of this new product, known as an Acousti-Flo System and manufactured by Owens-Corning Fiberglas Corporation of Toledo.

KING & LEWIS, of Detroit, architects for the structure, designed the heating, cooling and ventilating system for complete flexibility for future tenants' office partitions. Acousti-Flo introduces into rooms, air for heating, cooling and ventilating through metal bar diffusers which are integral with the ceiling. The bar diffuser also is used to partially support the ceiling.

A tube of Fiberglas insulation, installed around the bar, conveys the conditioned air to the various rooms and also absorbs system noise and insulates against heat loss or gain.

Insulation

Urethane

A new type of roof insulation, said to be twice as efficient as any ever developed for flat built-up roofs, has been introduced by Allied Chemical's Barrett Division.

The new roof insulation is based on rigid urethane foam, a new material honeycombed with tiny closed cells that provide an insulating value better than still air, said James B. Prendergast, executive vice president.

Panels of the new insulation, which consist of rigid urethane foam to which tough roofing membranes have been laminated on both sides, were produced after development and extensive testing at Allied Chemical's research laboratories at Morrislown, N. J.

"One inch of Barrett urethane roof insulation has the same insulating capabilities as two inches of polystyrene or fiberglass or two-and-a-half inches of fiberboard roof insulation," explained Prendergast. "This means urethane panels are thinner and easier to handle than conventional roof insulating materials. Urethane roof insulation weighs only about one fourth as much as the fiberboard needed to provide comparable insulation."

A PREFABRICATED STEEL FALLOUT SHELTER mounted on a trailer has been made available for community Civil Defense orientation programs by the Byrne Plywood Co. of Royal Oak.

The shelter, a product of the Kelsey-Hayes Co., was covered in a recent feature by Life magazine on the problem of defense against fallout.

Byrne Plywood was recently appointed Eastern Michigan distributors for the shelter.

"This truck-mounted shelter," explains James Byrne, president of Byrne Plywood Co., "is open on one side and may be used to show how shelters should be equipped; to demonstrate shelter-living techniques; or simply to familiarize the public with the nature of fallout shelters.

"Community leaders in the Detroit area may consult us at 67100 concerning booking of the exhibit," Byrne said.

KAUFMAN CORP., long outstanding leaders in the home improvement field have entered the Industrial and Commercial Improvement Industry according to Marshall Noecker, President.

John Tuharsky, Associate Member of the Detroit Chapter, AIA, has been named by Noecker to head this new division which will operate under International Aluminum, Inc. a subsidiary of Kaufman Corp.

For the past 20 years, Tuharsky has been associated with the commercial and industrial building field and has covered all phases from drawing board to supervisor of construction.

The people at Kaufmann Corp. have noted with interest and sadness the millions of square foot of small store, office, manufacturing and commercial property which is vacant in the Detroit area. Practically all of this property must undergo commercial improvement before it can be again occupied. The people at Kaufmann Corp. know that this modernization of commercial property will begin in earnest in the very near future and that architects, builders and contractors will need help in designing and perfecting the modernization of this vacant property.

To promote the development of this work, Mr. Tuharsky will draw heavily on the talents and abilities of the Kaufmann Organization who are already experienced in this type of work abroad and at home.

Some of the outstanding commercial modernization jobs in our country have been done by the Kaufmann people and the appointment of Mr. Tuharsky elevates this construction to prominence in the Kaufmann line of products.

It is believed that this department and the work that it will do, will be a great help in lifting the face of the city of Detroit by making modern aluminum-faced entrances, facades, fronts and modernistic windows. In addition, this accelerated department plans to do a great deal with the building covers developed by Reynolds Metals which are designed to sheath the entire brick work of old obsolete buildings.

In addition, Mr. Tuharsky will draw heavily on the engineering and designing talents of the Reynolds Metals Company.
When bidding is confined to pre-qualified Mechanical Contractors, you can be sure that less supervision will be required . . . that the firm selected will require less guidance and have a better understanding of the installation. By pre-qualifying mechanical bidders, the possibility of having an entire project delayed by some cut-rate sub-contractor, who has been selected solely on the basis of a cheap price to the middleman, is eliminated.

The pre-qualified Mechanical Contractor, working with the architect and engineer, is best equipped to interpret and implement their designs in such a way as to preclude future major problems. His skill can assure a sound workable installation for the owner.

Both short and long term savings for the owner can accrue through the use of pre-qualified contractors. And satisfied owners help build the architect's and engineer's reputation, and client list.

Plumbing & Heating Industry
of Detroit
1510 Mutual Building
Woodward 3-8623
Conn, James W., 30855 Southfield Rd.
Bissell, Edward E., 1184 Edgewood
Birkerts & Siraub, 287 E. Maple
Niephaus, Craig A., 1125 Pipestone WA. 5-0821
Hatfield, Wayne C, 204 Fidelity Bldg WA. 5-7200
Jickling, John W., 261 Daines

BIRMINGHAM
Birkerts & Straub, 287 E. Maple
Bisell, Edward E., 1184 Edgewood
Conn, James W., 30655 Southfield Rd.
Frost, Wallace, 277 N. Bates

BLOOMFIELD HILLS
Begrow & Brown, 20 E. Long Lake Rd.
Dezur and Reese, 1542 N. Woodward
Swanson Assoc., Inc., W. Long Lake Rd.

BRIGHTON
Musch, Max A., 4533 Filbert Dr.

CHELSEA
Lindauer, Arthur L, 260 Fletcher Rd.

COLDWATER
Fair, Jerry, 2 W. Chicago St.

DEARBORN
Bennett & Straight, Inc., 22234 Ford Rd.
Clark, Erroll R., 13726 W. Warren
Coumbe & Lyman, 1940 Michigan
Calder, Ralph, 22208 Ford Rd.
Davis, Stanley J., 23499 Michigan

Jahr-Anderson-Machida Assoc., Inc.,
15011 Michigan

DEARBORN
Kissinger, Stewart & Assoc.,
1310 N. Telegraph Rd.

DETROIT
Agree, Charles N., 14330 W. McNichols,
Bankes, Hurless E., 3010 Puritan, 38
Basso, Victor J., 301 W. 8 Mile Rd., 3
Bauer, Leo M. & Assoc., 534 Free Press Bldg., 26
Becker, Byron H., 1210 David Stott Bldg., 26
Beyster, H. E. Assoc., Inc.

Keyes, Hugh T., 269 Daines
LaRoy, Wesley E., 4691 Haddington Lane
Loizor, John W., 240 Park
O'Dell, Hewlett & Luckenbach, 950 Hunter Blvd.
Paulsen, S. Glen, 176 N. Woodward
Sachs, Melvin H., 6052 Northfield Rd.
Schowalter, Leo J., 1582 Fairway
Smith, Linn, Associates, Inc., 894 S. Adams
Stickel, Moody & Associates, 380 E. Brown St.
Yamasaki, Minoru & Assoc.,

Editor's Note: we solicit the assistance of the architectural offices in Michigan for corrections or additions to this list.

Michigan Society of Architects

ADRIAN
Faulhaber, Francis A., 128 E. Maumee
Palmer & Schoettley Assoc., 402 College Ave.

ANALBION
Dean, Frank E, 219½ S. Superior

ANN ARBOR
Alban & Olencki, 1158 Pomerne Rd.
Anicka, W. T. & Assoc., 2300 Washenew
Colvin, Robinson, Wright & Assoc.,
206 E. Huron
Daniels & Zmack Assoc., 3372 Washenew
Davis, William K., 2300 Washenew
Hammarskjold, Edward, 336 Nickels Arcade
Hammert, Ralph W., 201 E. Liberty
Kainlauri, MacMullen, Millman, Assoc., Inc.
2311 Shelby
Kasurin & Kasurin & S. R. Bragg, State Bank
Lane, Charles W. & Assoc., 3396 Washenew
Livingston, James H., 3394 Washenew
Loree, Douglass, 120 N. 4th St.
Metcal, Robert C., 1052 Arlington Blvd.
Munshenham, William, 1251 Heatherway
Sandra, Walter B., 99 Barton North Dr.
Tanner, Thomas S., 309-10 S. State St.
Van Osdol, Nathan K., Jr., 1810 Granger Ave.

BATTLE CREEK
Binda, Guido A., 231 Capital Ave., N.E.
Broecker, Erwin L., 327 Capital, N. E.
Burgess, John H., 125 Lakeview
Haughhey, Black & William, 616 Post Bldg.
Lane, Richard, 11 N. Washington Ave.
 Sarvis, Belson & Vanderploug, 286 Champion

BAY CITY
Bryceson, Starke & Hacker, Inc.,
720 Livingston Ave.
Goddeyne, Joseph C, 417 Bay City Bang Bldg.
53 Bay Shore Dr.

BENTON HARBOR
Hattfield, Wayne C, 204 Fidelity Bldg.
Niehaus, Craig A., 1125 Pipestone
Van Dongen, H. W., 250 Colfax

BIG RAPIDS
Sleeper, Charles E., 312 Oak St.

BIRMINGHAM
Birkerts & Straub, 287 E. Maple
Bisell, Edward E., 1184 Edgewood
Conn, James W., 30655 Southfield Rd.
Dworski, Joseph, 1090 N. Woodward
Frost, Wallace, 277 N. Bates

BLOOMFIELD HILLS
Begrow & Brown, 20 E. Long Lake Rd.

BRIGHTON
Musch, Max A., 4533 Filbert Dr.

CHELSEA
Lindauer, Arthur L, 260 Fletcher Rd.

COLDWATER
Fair, Jerry, 2 W. Chicago St.

DEARBORN
Bennett & Straight, Inc., 22234 Ford Rd.
Clark, Erroll R., 13726 W. Warren
Coumbe & Lyman, 1940 Michigan
Calder, Ralph, 22208 Ford Rd.
Davis, Stanley J., 23499 Michigan

Jahr-Anderson-Machida Assoc., Inc.,
15011 Michigan

DEARBORN
Kissinger, Stewart & Assoc.,
1310 N. Telegraph Rd.

DETROIT
Agree, Charles N., 14330 W. McNichols,
Bankes, Hurless E., 3010 Puritan, 38
Basso, Victor J., 301 W. 8 Mile Rd., 3
Bauer, Leo M. & Assoc., 534 Free Press Bldg., 26
Becker, Byron H., 1210 David Stott Bldg., 26
Beyster, H. E. Assoc., Inc.

Keyes, Hugh T., 269 Daines
LaRoy, Wesley E., 4691 Haddington Lane
Loizor, John W., 240 Park
O'Dell, Hewlett & Luckenbach, 950 Hunter Blvd.
Paulsen, S. Glen, 176 N. Woodward
Sachs, Melvin H., 6052 Northfield Rd.
Schowalter, Leo J., 1582 Fairway
Smith, Linn, Associates, Inc., 894 S. Adams
Stickel, Moody & Associates, 380 E. Brown St.
Yamasaki, Minoru & Assoc.,

Editor's Note: we solicit the assistance of the architectural offices in Michigan for corrections or additions to this list.

Michigan Society of Architects
it's not only easier...

it's CHEAPER to operate your door by FINGER than by HAND

That big door of yours cost quite a bit but, it isn't the first cost that counts, it's the cost per year. If you can stretch that door investment over 10—20—30% more time, you're just that much ahead. And, it's easy—here's how:

INSTALL A POWER OPERATOR WITH REMOTE CONTROLS. Hand operation bangs and racks the daylights out of any door and takes years off its life. We know, because we repair such doors every day and much of this cost is avoidable. PUSH-BUTTON OPERATION cushions the ups and downs of even the biggest door, so gently, that (if it's a good door to start with, and barring accidents) it should last the life of the building.

THOSE HANDY BUTTONS do a lot of other things, too—save workmen's time running back and forth to open and close the door and standing around waiting for trucks to go out and in; make it easy to keep the door closed; save heat in winter and keep the people who are closest to the door a lot happier. And, over the years, those benefits add up to a real good deal.

Crawford Mainline Operators are available for any type and size door and you can have nearly a dozen different control arrangements. Your local Crawford dealer sells, installs, guarantees and services, stocks parts and even provides emergency service nights, Sundays, holidays. (Classified Pages under DOORS and DOOR OPERATORS.) Call him or write us. Crawford Door Co., 20263-17 Hoover Road, Detroit 5, Michigan.

Another Example of Racine Custom Craftsmanship
EXTRUDED ALUMINUM SCREEN WITH WALNUT INSERTS. DESIGNED BY, AND FABRICATED AND ERECTED FOR
W. B. Ford Associates, Inc.
ofices at 600 Woodward Avenue, Detroit

Custom-produced, precision-built creations for architecture in brass or bronze, aluminum, and steel—interior and exterior.

RACINE CUSTOM METALWORK COMPANY
6463 E. Warren Avenue, Detroit 7, Michigan
Phone: Area 313; 921-6570

December '61 Monthly Bulletin
WALLACE CONSTRUCTION
General Contractors
COMPANY, INC.
30550 W. 8 Mile Rd. • Farmington, Mich. • Greenleaf 4-2424

COMMERCIAL • INDUSTRIAL • INSTITUTIONAL

GLANZ & KILLIAN CO.
Mechanical Contractors

- PLUMBING
- AIR CONDITIONING
- HEATING
- PROCESS PIPING
- FIRE PROTECTION
- SPRINKLER SYSTEMS

1761 West Forest Avenue • Detroit 8, Michigan • Temple 1-7820

MEMBER

MARBLE INSTITUTE OF AMERICA, INC.

WOLVERINE MARBLE CO.

DOMESTIC & IMPORTED MARBLES FOR ALL FINE BUILDING PROJECTS

BENJ. A. CAPP
President

GRANITE — SLATE — MARKWA

Service Since 1923

OFFICE & FACTORY
14269 FLEMING AVE.
AT DET. T.R.R.
DETROIT 12, MICHIGAN
Townsend 8-7113

Timber Structures, Inc.
LAMINATED WOOD MANUFACTURERS

950 NORTH HUNTER BOULEVARD • BIRMINGHAM, MICHIGAN • JO 4-6157 • MI 4-2022
THE DONALD MILLER COMPANY
Mechanical Contractors

3250 Bellevue Avenue • Detroit 7 • Michigan
Walnut 4-9800

Walter L. Couse & Co.
GENERAL CONTRACTORS • INDUSTRIAL • COMMERCIAL • PUBLIC BUILDINGS
12740 Lyndun Avenue
Detroit 27, Michigan

Skill – Integrity – Responsibility

SHAW, WINKLER, INC.
PLUMBING & HEATING
POWER PLANT INSTALLATIONS
VENTILATING AND AIR CONDITIONING

14855 Ward Ave., Detroit 27, Michigan • Vermont 8-0500

Univac
Engineered Air Distribution
ELECTRIC • ELECTRONIC
Automatic Controls

Complete Service Coverage Throughout Michigan
Leopold Eidlitz was born in Prague in 1822, he had already seen his aegis he needed under his father, with the environment, and he quickly made his ambition that caused him to emmi-

the United States, "land of op-

An informed practice of Cyrus L. W. Eidlitz, the actual founder of the firm is dated from 1885. Up till that time, however, he had worked mainly in his father's office, and the history of the firm would be incomplete without some account of the elder Eidlitz, its literal progenitor.

Leopold Eidlitz was born in Prague in 1823 and trained at the Vienna Polytechnic for the profession of land steward. During the course of his studies he had become inspired with the ambition to design edifices more lofty than mere estate buildings. It was probably this ambition that caused him to emigrate to the United States, "land of opportunity." Arriving in New York in 1843, Eidlitz had the good fortune to find American architecture on the verge of a Gothic revival. No style could have been better suited to the temperament of this flamboyant man or more reminiscent of the buildings of his own native environment, and he quickly made his name. Not surprisingly in that era, his first work was mainly ecclesiastical buildings, the most famous of his churches being the present Episcopal Cathedral (Christ Church) at St. Louis. He had an equal success with private residences, designing several handsome so-called "cottages" in the Gothic style. The most spectacular of his secular work was his last significant achievement, his design for the Assembly Chamber and the House Staircase of the New York State Capitol Building at Albany on which he collaborated with two other well-known architects, H. H. Richardson and F. L. Omsted.

One of the founder members of The American Institute of Architects in 1857, Leopold Eidlitz was prominent not only in his own profession but also in public affairs. He was admired for his wit and personality, and his collaborator Olmsted spoke of him as "the most outstanding individuality I have ever met." Writer of several professional articles and a book on the nature of art, his knowledge of both architecture and engineering was considered prodigious. And he was a man of ideas besides. Objecting to the elevated railroads over the city streets, as early as the 1850s he urged construction of a surface railroad to run on a solid ground embankment between Fifth and Sixth Avenues, a scheme which at that time would have been perfectly possible to execute because of the sparse settlement in that area.

It is interesting to note that two years after Eidlitz had arrived in the United States, his younger brother Marc followed him to New York — no doubt encouraged by news of Leopold's excellent prospects. Choosing to be a builder rather than an architect, he started his own prosperous construction company in 1854, executing — amongst others — some of his brother's designs and later those of his nephew, Cyrus. Marc Eidlitz & Son was the direct business ancestor of the present construction company of Vermilye-Brown which today executes a number of the designs done by our firm — just as it did in the days of the Eidlitzes.

Leopold Eidlitz lived on into this century; dying in 1908 at the age of eighty-two, he had already seen his son more than successfully established in his footsteps.

D. H. Burnham

Daniel Hudson Burnham, FAIA, 75, scion of an architecturally famous family, and his wife, Martha, 73, both of Evanston, Ill., were killed in an automobile accident near Chicago on November 3.

A prominent architect in his own right, Mr. Burnham was the son of the late Daniel H. Burnham whose architectural plan for Chicago in the early 1920s is in evidence today in Chicago's development. But the younger Burnham did not live in the shadow of his father in things architectural.

Mr. Burnham was secretary and director of public works for Chicago's 1933 Century of Progress World's Fair. He followed the lead of his father, who was director of works for the World's Columbian Exposition in 1893. He got the aegis he needed under his father, with whom he was associated as partner.
ARCHITECTS
CONTRACTORS

Stevens provides quick delivery at reasonable prices on these top quality building materials

BRICK
Michigan's widest selection of brick. Large local stock.

SOLAR SCREENS
Glazed, Unglazed and Terra Cotta.

MASONRY SAW BLADES
A blade for every purpose. Saws for rental or sale.

ANTI-HYDRO
Waterproofing, floor hardening, dustproofing, silicone surfacing and concrete accelerating.

SURE KLEAN
For all types of masonry and stain removing.

SALT GLAZE
Brick size, tile size and partition.

CERAMIC STRUCTURAL
GLAZED TILE
From leading manufacturers in all sizes and colors.

ACOUSTICAL TILE
Structural glazed in 5 x 12 and 8 x 16 units.

TERRA COTTA
In both Ceramic Veneer and Architectural. Robco Vitri-Neer.

QUARRY TILE
Wide variety of sizes and shapes. Also with abrasive surface, waxed and safety treads.

HOLLOW METAL DOORS,
FRAMES AND HARDWARE
A hollow metal door for every purpose. New Stev-a-Dor package door unit including door, frame and hardware is immediately available from stock in a wide range of standard sizes.

SEWAGE UNDERDRAIN FILTER
Glazed vitrified.

FLOOR BRICK
A full line — smooth, abrasive, acidproof, non-skid and other types.

CONCRETE ACCESSORIES
Full line includes wall ties, mesh reinforcement and other items.

CONCRETE COLUMN MOLDS
Round steel or fibre column molds, fibre shaft forms, drop heads, steel clamps.

METAL PARTITIONS
A complete line of metal toilet partitions in a variety of sizes and styles.

CALL, WRITE OR VISIT TODAY. BUILDING MATERIALS DEPARTMENT

frederic b. STEVENS, inc.
T Ashmoo 5-0725 1800 18th STREET AT VERNOR HIGHWAY

services you can plan on

An important element in every Price precast concrete unit is the dependable service that goes with it. This includes sales representatives whose job is 90% service and 10% selling; engineers who are available to you for consultation without charge; production specialists who manufacture your products under optimum factory conditions and deliver when your schedule demands; and technicians who will install these products faster, reducing building time, and at lower cost. When the job depends on service, you can depend on Price.

PRICE BROTHERS CO.
12651 NEWBURG ROAD LIVONIA, MICHIGAN
ROSTER
MICHIGAN SOCIETY OF ARCHITECTS
Membership Roster — By Localities

Active Membership in the Michigan Society of Architects is composed of corporate members of The American Institute of Architects through the five Michigan Chapters: Detroit 541, Flint 22, Mid Michigan 47, Saginaw Valley 42, Western Michigan 102 and Non-Resident members 87, total 841.


Michigan Society of Architects

ROSTER
MICHIGAN SOCIETY OF ARCHITECTS
Membership Roster — By Localities

Active Membership in the Michigan Society of Architects is composed of corporate members of The American Institute of Architects through the five Michigan Chapters: Detroit 541, Flint 22, Mid Michigan 47, Saginaw Valley 42, Western Michigan 102 and Non-Resident members 87, total 841.


Michigan Society of Architects
Kelsey Hayes Prefab
Steel Fallout Shelter

- Accepted Civil Defense Design.
- Compactness—basic 9' x 12' floor area comfortably accommodates 4-6 adults, yet can be installed in any average size basement.
- Flexibility—by increasing number of panels, basic design can be extended to shelter additional people.
- Portability—if you move, the shelter can be disassembled and moved to your new basement.
- Versatility—can be used as a storm shelter, photographic dark room, game room, den, library, storage or small office.
- Low Cost—backed by no down payment, FHA insured loan.

EASTERN MICHIGAN DISTRIBUTORS
BYRNE PLYWOOD CO.
Wholesale Only
Jordan 6-7100

Now on standard concrete block shapes...
1/8" THICK GLAZED FACES
in 44 Colors

With the perfection of new S-G glass silica sand forming a continuous surface, SPECTRA-GLAZE exceeds requirements of ASTM-C-126 for glazed surfaces. However, the glaze of SPECTRA-GLAZE units is more than just a surface. It's a full eighth-inch thick—the same all the way through.

© See SWEET'S CATALOG 49/86 for details or write for "Construction Details" and "Test Reports."

MFG.
BY Glazed Products INCORPORATED
4500 Aurelius Road
Lansing, Michigan
 THEREFORE, when we build, let us think that we build forever. Let it not be present delight, nor for present use alone, let it be such work as our descendants will thank us for, and let us think, as we lay stone on stone, that a time is to come when those stones will be held sacred because our hands have touched them, and that men will say as they look upon the labor and the wrought substance of them, 'See! this our fathers did for us.'—JOHN RUSKIN

Our building creed since our beginning, over fifty years ago

GEO. W. AUCH COMPANY
GENERAL CONSTRUCTION
ESTABLISHED 1908
3646 MT. ELLIOTT AVENUE DETROIT 7, MICHIGAN

Michigan Drilling Co.
FOR

• Soil Test Borings For Foundation
  and Other Structures

• Complete Laboratory Testing

• Diamond Core Drilling

14555 Wyoming Avenue
Detroit 38, Michigan
WEBster 3-8717

JONES-SHERMAN, INC.
Electrical Contractors

INSTITUTIONAL • COMMERCIAL • INDUSTRIAL
18838 Beech Daly Road, Detroit 40, Michigan
KEnwood 7-6860

FREEMAN- DARLING, INC.
GENERAL BUILDERS

8120 W. McNichols Road
Detroit 21, Michigan
UNiversity 4-4788

ARROW STEEL CO.
STRUCTURAL STEEL
12115 CLOVERDALE AVENUE, DETROIT, MICH., WEBSTER 3-0026
CREATE BEAUTY BY USING

FACE BRICK

EBONY FACE BRICK FURNISHED ON A. DOUGLAS JAMIESON ELEMENTARY SCHOOL, DETROIT, MICH.

BEFORE SELECTING YOURS SEE

CENTURY BRICK COMPANY
14910 LINWOOD AVE. • DETROIT 38, MICHIGAN

Nelson Company
PLUMBING
HEATING &
AIR CONDITIONING
SUPPLIES

WHOLESALE
Beautiful Plumbing Display Room
Available for Architects and
Their Clients

MAINTENANCE ENGINEERS, INC.
INDUSTRIAL AND COMMERCIAL PIPING
MECHANICAL CONTRACTORS

MAIN OFFICE
and
DISPLAY ROOM
8880 HUBBELL AVE., DETROIT 28
BROADWAY 3-4600
ROYAL OAK
GROSSE POINTE
ANN ARBOR

M. DEN BRAVEN
established 1912

SHEET METAL
VENTILATING
AIR CONDITIONING

9080 Alpine Avenue
Detroit 4, Michigan
WE. 3-7494-5-6

Maurice V. Rogers Company
GENERAL CONSTRUCTION

UNIVERSITY 3-3171
15849 WYOMING AVE.
DETROIT 38, MICHIGAN

On Top Since '79

JD Candler
ROOFING COMPANY, INC.
551 E. VERNOR HWY. • DETROIT
D. W. CANDLER •

ROOFING AND
SHEET METAL
WORK
INDUSTRIAL AND
RESIDENTIAL
NEW ROOFS—
ASPHALT
SHINGLES
COMPLETE
ROOFING AND
SHEET METAL
REPAIRS FOR
OVER 82 YEARS

December '61 Monthly Bulletin
modernfold door sales co.
of detroit
the doors that fold like an accordion
Complete Specification Service

- Complete Selection of Folding Partitions & Doors
- Soundmaster Operable Walls

17209 Wyoming
Telephone: UNiversity 4-2664
Detroit 21, Michigan

THE DUNN - RAINEY CO.
MANUFACTURERS
DURA-GLAZE Elastic Glazing Compounds
DURA-SEAL Elastic Caulking Compounds
MIRACLE-GLAZE Elastic Glazing Compounds
"THE ADMIRAL" Marine Seam Compounds

4461 W. Jefferson Ave. Detroit 9, Michigan
Telephone TA. 5-7156

WALBRIDGE, ALDINGER COMPANY
GENERAL CONTRACTORS
1916—1961

409 GRISWOLD STREET
DETROIT 26, MICHIGAN

THE JOHN H. BUSBY COMPANY
ELECTRICAL CONTRACTORS

Woodward 1-1681 826 Cherry Street
Detroit 1, Michigan

109 YEARS OF CONTINUOUS BUSINESS
HARRIGAN & REID CO.
MECHANICAL CONTRACTORS
Specialists in Stainless Steel Custom Work

1365 BAGLEY AVENUE • DETROIT 26, MICHIGAN • WOODWARD 1-0243

KOLARIK & CRONK, INC.
General Contractors

Commercial • Industrial • Institutional
263 LIVERNOIS AVENUE • FERNDALE 20, MICHIGAN • LINCOLN 8-8400
Season's Greetings...

JOHN L. MITCHELL CO.
JACK...JIM and BILL
VOGEL-PETERSON CO.
Hat & Coat Racks for Schools, Aud, etc.
EQUIPMENT MFG. CO.
School Wardrobes & Folding Partitions
SANDELL MFG. CO.
Thru-Wall Flashings
AMERICAN FLOOR PROD. CO.
Rubber & Vinyl Link Mats & Treads
120 MADISON AVE., DETROIT, WO. 3-7270

RAY W. COVEY ASSOCIATES INC.
RAY W. COVEY AND WILLIAM W. COVEY
Registered PROFESSIONAL ENGINEERS
STRUCTURAL ENGINEERS
Structural Engineering Service
Capable and Dependable
626 MICHIGAN BUILDING
DETROIT 26, MICHIGAN
WOODWARD 3-7330

KERR PUMP & KERR SERVICE
Since 1905
Complete Sales and Service Facilities For Contractors and Industry
KERR MACHINERY CO.
1060 W. Fort Street, Detroit 26, Mich.
WO. 1-0590

DETROIT PARTITION COMPANY
MOVABLE PARTITIONS
WOOD - STEEL - ALUMINUM - FABRIC - GLASS
DESIGN — ENGINEERING
FABRICATION — ERECTION
15850 Wyoming
Detroit 38
UNiversity 4-7708

Ace Sprinkler Company
ENGINEERS AND CONTRACTORS
Automatic Sprinkler Fire Protection In Commercial & Industrial Properties
12125 CARONI AVENUE
HIGHLAND PARK 3, MICH.
TULSA 3-0511

Detroit Acoustical Contracting Company
Representing
CELOTEX CORP.
OWENS-CORNING FIBERGLAS CORP.
WOOD CONVERSION CO.
NEW ENGLAND LIME CO.
ROLLFORM, INC.
21795 WEST 10 1/2 MILE ROAD
SOUTHFIELD, MICHIGAN
KENWOOD 8-2750

offering...
a wide range of products and services to architects who demand quality, service and dependability

manufacturers .. distributors

THE SUPERSINE COMPANY
17131 Van Dyke Ave., Detroit 34, Michigan
Associated with Brown and Raltech Co.

W. J. REWOLT CO.
Mechanical Contractor
PLUMBING • HEATING
VENTILATING • AIR CONDITIONING
POWER PIPING
Walnut 3-8374
4220 Grandy Avenue • Detroit 7, Mich.
TAYLOR, D. CODER 500 Green Rd., Kenilworth
TOURLETOY, EDWARD M., JR. 36 S. State St., Chicago (3)
WILL, PHILIP, JR. 309 Jackson Blvd., Chicago (6)

INDIANA
BACHMAN, WILLIAM I. 5116 Homan Ave., Hammond
COLLINS, FRED 400 W. Fifth Ave., Gary
EASH, OHIO C. 6028 U. S. Hwy. 24, Fort Wayne
JEREGAN, PAUL 223 Lincolnway, E., Mishawaka
LIEBENZIG, ROBERT L. 515 Massachusetts, Elkhart
MATHES, JOSEPH L. 800 E. Jefferson, South Bend (17)
MILLER, CALIX E. 234 Christiana Blvd., South Bend (1)
MONTANA, FRANK 1015 Hudson St., South Bend (16)
PANZICA, ANTHONY J. 1242 Mishawaka Ave., South Bend (15)
WILLIAMS, KENNETH W. 205 Transportation Bldg.
WORDEN, ROY A. 222 S. Williams, South Bend (25)

KENTUCKY
ARRASMITH, W. S. 501 Park Ave., Louisville (8)

LOUISIANA
FARRENS, JOHN H., JR. 2600 Government St., Baton Rouge (6)

MARYLAND
DONKERVOET, RICHARD C. 1215 W. Belvedere Ave., Baltimore (16)

MINNESOTA
LUCAS, ARTHUR C., JR. 800 Alworth Blvd., Duluth (2)
MELANDER, A. REINHOLD 603 Alworth Bldg., Duluth (2)
SAVAGE, LOGAN G. 3877 McKnight Rd., White Bear Lake (10)
TOWNSEND, GEORGE B. 1437 Marshall Ave., St. Paul (4)

MISSOURI
HELLMUTH, GEORGE F. 315 N. 10th St., St. Louis (1)
KIMBALL, EDGAR R. 915 Olive St., St. Louis (1)
MAGUOLO, GEORGE J. 20 Berkshire, St. Louis (17)
MANO, YOKO 6410 San Bonita, Clayton (5)

NEBRASKA
CARVER, WILLIAM W. 603 Dell Pl., Box elder

NEW MEXICO
Daly, LEO A. 8600 Indian Hills Dr., Omaha (14)

NEW YORK
GIRARD, ALEXANDER F. O. Bozeman 707, Santa Fe
PFEIFFER, REUBEN J. 114 Placita De Oro, Santa Fe

OHIO
BARBER, CHARLES L. 2313 Madison Ave., Toledo (2)
BERN, ALFRED H. JR. 7016 Euclid Ave., Cleveland (3)
BRITSCHEL, CARL C. 2448 Sylvania, Toledo (13)
DALTON, ROBERT 976 The Arcade, Cleveland (14)
DELA MOTE, R. B. 6014 Euclid Ave., Cleveland (3)
FELSTEIN, HERMAN H. 1023 Spitzer Bldg., Toledo (4)
FULTON, HARRY A. 6014 Euclid Ave., Cleveland (3)
LUTZ, ROBERT M. 561 Cleaver Lane, Perrysburg
MUNGER, HAROLD H. 601 Security Bldg., Toledo (4)
PAYER, ERNST. 2008 Keith Bldg., Cleveland (15)
PEPINSKY, BERNARD 1701 Fifth Sixty Bldg., Cincinnati (2)
RICHARDS, JOHN N. 1600 Madison Ave., Toledo (2)
SPIETH, OTTO A. 814 Ninth Chester Bldg., Cleveland (14)
WALTERS, ALBERT V. 707 Race St., Cincinnati (2)
WILLIAMS, MILTON R. 2600 Far Hills Ave., Dayton (9)

PENNSYLVANIA
PRICE, BERYL 121 S. 19th St., Philadelphia (3)

TENNESSEE
TOUR, HARRY B. 517 Union Bldg., Knoxville (2)

TEXAS
DAHL, GEORGE L. 2101 N. St. Paul St., Dallas (1)
MARCELLUS, PHILLIPS B., JR. 10563 Marquis Lane, Dallas (29)
VAIL, SAMUEL U. 3625 Hamilton, El Paso

WASHINGTON
JOHNSON, RAYMOND A. 3243-32nd Ave., W., Seattle (99)
RUEHL, BENJAMIN K. ... Old Natl. Bank Bldg., Spokane (8)

WEST VIRGINIA
LEE, IVAN R. Suite 17-18, Capitol City Bldg., Charleston (1)

WISCONSIN
AMES, HAROLD R. 2020 University Ave., Madison (5)
BRANDT, PERC 104 N. 8th St., Manitowoc
ESCHEWILER, THEODORE L. 720 E. Mason St., Milwaukee (2)
ESTENSON, HILLMAN A. 1832 W. Iron River Rd., Green Bay
GRASSOL, HERBERT L. 734 N. Jefferson St., Milwaukee (2)
HOUGEN, DONN Wood Block, Wisconsin Rapids
JAHN, CLARENCE O. 310 Pine St., Green Bay
KEMP, THOMAS L. 7218 W. North Ave., Wauwatosa (10)
LEFEBRE, GREGORY G. 6408 W. Santa Monica Blvd, Los Angeles (12)

NORTH CAROLINA
PERKINS, RAYMOND C. 3153 Charyl Dr., Greensdale, Hendersonville

Canada
GOODING, PERCIVAL 1860 Broadway, New York (23)
HIGGIE, CHARLES C. 1119 Westview, Longacre Gardens, White Plains
KETCHUM, MORRIS, JR. 227 E. 44th St., New York (17)
STEIN, LEON I. 1437 Carroll St., Brooklyn (15)
WHITE, WILLIAM L. 175 Main St., White Plains
WHITE, CORNELIUS J. 101 Park Ave., New York (17)
WHITE, DONALD F. 4 Veeder Dr., Albany (5)
WOOD, ALBERT 1 Pleasant Ave., Port Washington

Michigan Society of Architects

MAP on TV

Several MSA members have "starred" in the MAP televised series, "Decision: The Moment of Truth," this year.

Alden B. Dow, F.A.I.A., Midland, was the first to appear in the series. Using pictures and slides to illustrate his remarks, Mr. Dow spoke on the essentials of successful architecture.


Informal and informative, "Decision" gives the viewer the illusion that he is being accorded the privilege of a first hand what the professional man is doing, how he does it, and why he does it. Visual aids seldom seen by the lay-person are used, and the general effect is like listening in on a private conversation between experts who are having a friendly discussion of "trade secrets."

Initiated over WPBK-TV, Channel 2, Detroit, in February, the program is shown each Sunday morning from 9:00 to 9:15 a.m. Each program features outstanding individuals of MAP's member professions, lay-persons with special knowledge in related fields, or leaders associated with the Michigan Health Council, co-sponsor of the series.
The September meeting of the University of Detroit Student Chapter AIA was held on the 14th at 7:30 P.M. in the Engineering Building. Its primary purpose was to welcome the incoming freshmen, of which all were present. Prof. Bruno Leon, new Chairman of the Department of Architecture, outlined for the freshmen their course of study for the next six years and the aims and reasons of the courses to be taken. Prof. Leon concluded by introducing each member of the faculty. Pete Danzer, President of the Student Chapter, explained the purposes and functions of the A.I.A. and the Student Chapter and introduced its officers.

After a break for refreshments, two movies were shown: one on visual communication and one on Venelco.

We feel that this meeting was very successful and valuable in breaking down the tensions of the incoming freshmen by presenting them with a cordial, welcome atmosphere. The excellent attendance shows the interest of the freshmen, and we feel that this meeting was a step in cultivating this interest.

Our October meeting was held on the 10th at 8:15 p.m. in the Student Union. After a short business meeting Dr. Frederick Manzara, Assistant Professor of Marketing in the College of Commerce and Finance, gave an informal talk. "It should be pointed out that Dr. Manzara's views do not necessarily represent those of the Department of Architecture."

Mr. Manzara's talk was titled "Marketing of Architectural Services," or "Huckster of Genius". He was concerned with architects who attempt to go into business for themselves but fail. Why? Architects usually are not salesmen. They should take a look at marketing. Marketers can sell almost anything and in great quantity but the architect is lucky if he can get enough commissions to stay in business. Marketers do aggressively what architects do timidly, if at all—they sell. Architects should regard their services as a commodity and market it. There is nothing immoral or unethical with marketing in itself.

"Genius is cheap, and many potentially great architects die away and are forgotten. Any great architectural contribution must be made within the framework of a business society. "Why don't architects aggressively seek commissions and present their ideas to potential clients?" Mr. Manzara asked. They should hire marketing experts as consultants or employees to sell their services. After all, great architecture does nobody any good if it stays on the drawing board. Architectural firms would pay more attention to the markets and the trends of the buying public. If the public does not accept or appreciate good architecture, it is their right not to. And who is to say, anyhow, what is really good for the public? If an architect can't have his fondest dreams realized, then he should settle for his second fondest or his third fondest, unless he is a pure artist and is willing to sacrifice himself for the cause of art; and perhaps, at some future date, the public will change its attitude so that the architect can then make his great contribution.

Mr. Manzara was challenged by the students on many of his points, especially on the question of selling the public an inferior product just to make money and stay in business. He observed that architectural students must be idealists—and not too concerned with money problems; however, not to be concerned with money problems later would label them as poor business men.

AIA Ruling on Suspended Members

Strange as it may seem there exists what appears to be a general misunderstanding of the rights and privileges of members of the AIA who, for one reason or another, have been suspended. To clarify this matter, James O. Kemp, Secretary of the Jacksonville, Fla. Chapter, recently sought and obtained a ruling from the Secretary of the Institute, J. Roy Carroll, Jr., FAIA. The Jacksonville Chapter has made this ruling available for publication for the helpful information and guidance of other Chapters.

The AIA Bylaws indicate that only corporate members in "good standing" may enjoy the rights and privileges of Institute membership. Good Standing is defined as follows:

"A corporate member is not in good standing in the Institute or in any of its component organizations if it is under suspension. Immediately upon the suspension of a corporate member, its rights in the Institute and in any of its chapters or state organizations shall be withdrawn until he is restored to good standing."

According to the AIA Secretary, the AIA Board of Directors has adopted the following rules with respect to corporate members under suspension:

1. They shall not use the initials 'AIA'.
2. They shall not hold themselves out to the public as members of the Institute.
3. The Institute shall not classify them as members.
4. They shall be removed from the mailing list of The Institute for the period of their suspension.
5. They will be required to pay dues.
6. They shall not be allowed to attend meetings or to participate in any way in Institute activities.

Advertisers

Aune Sprinkler Co. 6
American Aggregates Corp. 14-A
Arrow Steel Co. 34
Auch, Geo. W. Co. 34
Blunecraft of Pittsburgh 4th Cover
Brown & Raisch Co. 30
Busby, J. H. Co. 38
Byrne Plywood Co. 32
Candler, J. D. Roofing Co., Inc. 36
Century Brick Co. 36
Crawford Construction Co. 20
Cinder Block, Inc. 12
Couse, Walter L. & Co. 28
Covey, Roy W. Assoc., Inc. 40
Crawford Door Co. 34
Darin & Armstrong, Inc. 32
Dan Braven, M. 36
Deppmann, R. L. Co. 28
Detroit Acoustical Contracting Co. 40
Detroit Edison 4
Detroit Partition Co. 40
Dunn-Bayney Co. 38
Ferguson, J. A. Construction Co. 10
Freeman-Darling, Inc. 34
Gale, W. D., Inc. 34
Glenz & Killien Co. 36
Glicko Products, Inc. 32
Harlem Electric Co. 30
Harper & Reid Co. 36
Hey-Con Tile Co. 2nd Cover
Haysman-Lovett Co., Inc. 43
Jones-Sharmar Inc. 34
Kerry Machinery Co. 40
Kotzack & Crenk, Inc. 38
Kurtz Brick Co. 18
Legato, R. E. Co. 43
Len-Art Photographers 42
Long Sign Co. 42
Mahon, R. C. Co. 2
Majors and Majorco Engineers, Inc. 36
Michigan Consolidated Gas Co. 16
Michigan Drilling Co. 34
Miller, Donald Co. 28
Mitchell, John L. Co. 40
Modernfold Door Sales Co. 38
Nelson Co. 36
Nichols Company 14-B
Overhead Door Co. of Detroit, Mich. 3rd Cover
Palmer-Smith Co. 42
Park Foam, Inc. 42
Plumbing & Heating Industry of Detroit 22
Portland Cement Assn. 39
Price Brothers Co. 30
Rogers Construction, Inc. 34
Rogers, Maurice V. Co. 36
Roy rolls, Inc. 18
Shear, Winkler, Inc. 28
Sheet Metal Contractors Association of Detroit Industry Fund 20
Southeastern Electric Co., Inc. 32
Stevens, Frederic B., Inc. 30
Supersine Co. 40
Timber Structures, Inc. 20
Van Dam Iron Works 42
Viking Sprinkler Co. 42
Wallbridge-Aldinger 58
Wallace Construction Co., Inc. 26
Wolverine Marble Co. 26

December '61 Monthly Bulletin