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- LABORATORY .............. GEIGER & HAMME
- OPERATION .................. MANUAL
- PANEL CONSTRUCTION ...... 18 GAUGE STEEL
- PANEL SEQUENCE .......... MODEL 510—PAIR
                            MODEL 511—SINGLE
- MAXIMUM HEIGHT .............. MODEL 510—160"
                             MODEL 511—180"
- HANGING WEIGHT .............. 8.3 POUNDS PER
                             SQUARE FOOT

SEE US IN BOOTH 38
Michigan Society of Architects Annual
Convention, Statler Hilton, Detroit, Mich.
March 19-20-21, 1969
- Modernfold of Detroit, Detroit, Mich.—864-2664
- Powell-Modernfold, Grand Rapids, Mich.—361-2012
- Building Products Co., Bay City, Mich.—892-9336
- William Reichenbach Co., Lansing, Mich.—393-1450

Modernfold Division, New Castle Products, Inc.
New Castle, Indiana 47362
Somewhat thought has been given in Lansing recently to the possible enactment of a law that would require Michigan-made products to be used on State government-sponsored building projects. In the discussions of this possibility the further opinion has been advanced that such a law should also cover professional services such as those rendered by architects and engineers. On the surface such a measure would seem quite laudable, by way of standing behind your own resources. Nothing has been clearly enough defined as yet even to provide any indication of the possible net result of such legislation, but certainly the sentiment behind the idea is admirable.

Or is it? There are some factual matters that such a move would present of which we might not necessarily be so proud. Largely these are built around the basic question of why there is a need for such a sentiment to be expressed BY LAW. Obviously someone feels that there is, and we could spend a great deal of time speculating on why he might feel so, probably to no avail at all. He would probably turn out to be a disgruntled proprietor of a small factory in a small town producing some small item or piece of furniture which could have an application in any building project, state sponsored or not, and would have the ear of someone in the State Legislature, giving him the chance to plead his own cause. Certainly we agree that this man’s project, and all such somewhat inconspicuous projects and services, “made in Michigan” should be given equal treatment with those from elsewhere in meeting the requirements of a building program and its solution, but it seems to be going a bit far to include architectural services under such a law, or in fact any sort of professional service. Rather, it would seem that in a nation built on individual and personal initiative in all its enterprises, it is the responsibility of those who make things or do things to see to it that they have not labored in vain—and this means not only that what they have done is worthwhile, but that what they have done is actually used. Statutes should not have to promote his competitive position. Law cannot help the professional whose only “product” is his service, of which his drawings are only tools, and the biggest job in offering this is convincing his customer—his client—of his understanding of the problem and the thoroughness with which he will treat its solution.

Although government requirements for “equal consideration” are used frequently to ensure a fair shake for everyone, there is more and more to spend our time on anyway in our ever-broadening scene, it would seem to be yet another redundancy to add such a law to the vast catalogue of these we now have and to ask papa to look out for our interests. Architects are appointed for the quality of their services and the capability they can show to get the job done, not for their geographic credentials. And of course the capability factor includes the organizational makeup and the size to be able to be ready to do the job at the time it is needed no matter what else is in the works at the same time.

“Him who don’t blow he own horn, his’n don’t get blowed!” is a good maxim to bear in mind, but if that horn doesn’t have enough valves or doesn’t get blowed at the right time, what more can be said? Papa can hardly be expected to require that building projects be scheduled to fit any particular architect’s work load.

PICTURED:
Detroit Municipal Credit Union
Smith, Hinchman & Grylls Assoc., Inc. Architects
Ceramic Tile Installed:
walls and floors of utility rooms and lavatories; floors of employee eating area.
Volume 44—No. 2

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“A Concerned and Responsible Professional”

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Classified
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January Roster Corrections
Detroit Chapter, AIA

Omitted: Jack W. Armstrong from the Honorary Members of the Detroit Chapter, AIA.

Omitted: Maurice E. Hammond, Emeritus member — address: 26110 Dundee Road, Huntington Woods.

Incorrect Address: William Gardner, AIA, 17356 Northland Park Court, Southfield this is Gardner’s correct address.

Misspelled: Odell is the correct way of spelling William Odell’s name not as it appeared in the Roster as O’dell.

Incorrect Address: Carl B. Marr, AIA, 100 W. Seven Mile Rd., Detroit, Michigan 48203 is Marr’s correct address.

Michigan Architect Recipient of AIA 1969 Kemper Award

Philip J. Meathe, FAIA, formerly President of the Detroit firm of Meathe, Kessler and Associates and now Executive Vice President of Smith, Hinchman & Grylls, Inc., was today named recipient of the 1969 Edward C. Kemper Award by The Board of Directors of The American Institute of Architects. The award, to be presented at the national AIA Convention in Chicago, June 22-26, 1969, recognizes an “AIA member who has contributed significantly to The Institute and to the Profession.”

Meathe served as president of the Detroit Chapter, AIA, for two terms, 1962-63 and 1963-64, after serving as chairman of its Chapter Affairs Committee. He was chairman of the Joint Construction Industry Committee at the time he was president of the Chapter. In 1965, he was on the Mayor’s Committee on a City Hall Site, and in 1965, was named vice-chairman of Detroit’s Metropolitan Bid Registry Committee.

In 1965, Meathe was elected Regional Director for the Michigan Region to the national AIA Board of Directors. The following year, he was elected Chairman of the AIA Public Relations Committee. In 1967, he was recipient of the Detroit Chapter Gold Medal Award.

After working for two years with several Detroit Architectural firms, Meathe, and William Kessler, entered private practice in 1955. On January 3, 1969, he joined the firm of Smith, Hinchman & Grylls as Executive Vice President.

While president of Meathe, Kessler and Associates, the firm was the recipient of 14 awards for excellence in Design. The awards have been for the design of school buildings, college structures, low-rent housing, and private residential work.

Kilgore promoted by HEC & S

James A. Kilgore, AIA has been appointed Architectural Department Chief of Harley, Ellington, Cowin and Stirton, Inc. This announcement was made by Malcolm R. Stirton, president of the firm.

For the past two years, Kilgore has served the firm in the capacity of Assistant Chief of the Architectural Department. He was graduated from the University of Michigan in 1951 and is a member of the American Institute of Architects and the Michigan Society of Architects. He has served on the Committee for Public Relations of the Detroit Chapter, AIA, for the past two years. He holds registration certificates for the State of Michigan and the National Council for Architectural Registration Boards.

Since joining the firm in 1965, Kilgore has had broad experience in many varied fields, and recently has specialized in housing, institutional, monumental and high-rise office complex projects.

Reisdorf Elected 1969 President of AGC, Detroit Chapter

Charles H. Reisdorf, Jr. President of C. H. Reisdorf & Sons, Inc. was elected President of the Associated General Contractors of America, Detroit Chapter, Inc. at its 53rd annual meeting held at the Engineering

Society of Detroit.

Reisdorf becomes the 36th president of the fifty-three year old General Contractor Organization.

Arthur A. Shmina of A. Z. Shmina & Co. and Dominic J. Rossi of Darin & Armstrong, Inc. were elected 1st and 2nd Vice Presidents respectively. Robert A. Martin of F. H. Martin Construction Company was elected Treasurer.


Elected to two-year terms as directors were Carl B. Johnson of C. A. Johnson & Son, Edward E. Powell of the E. E. Powell General Contracting Co., Robert J. Spiegel of Palmer-Smith Co., Rolland Wilkening of Barton-Malow Co. and Reisdorf.

Three-year term directors elected were Rossi and Shmina.

William E. Stewart, Executive Director of Labor Relations began their 14th year with the Association.

The Detroit Chapter is one of 136 Chapters in the United States making up the Associated General Contractors of America, Inc. headquartered in Washington, D. C. The National organization has over 8,000 General Contractor Members who perform 80% of the dollar volume of construction annually.

New Architectural Firm

Robert H. Amor, AIA, announces the opening of his office at 12339 E. Fulton Street, Grand Rapids.

Amor, when a Designer and Project Architect with Daverman Associates was in charge of a number of
projects ranging in size from small schools to major regional shopping centers. Prior to that he worked with Gordon Cornwell, Architect and Paul Hazleton, Architect, in Traverse City. His experience includes all aspects of building, design, working with drawings, specifications, and supervision.

Licensed in Michigan and Illinois, Amor is a graduate of the University of Michigan, a member of Tau Sigma Delta, the Architectural Honorary and the American Institute of Architects.

Fleshner Opens Architectural Office

Joseph Fleshner, AIA announces the opening of his office at 287 East Maple, Birmingham, Michigan.

Joseph T. A. Lee named to AIA National Committee

The appointment of Joseph T. A. Lee of Ann Arbor, as contributing member of the Committee on Education of the American Institute of Architects was announced today by Institute President George E. Kassabaum.

Lee a practicing architect, and Professor of Architecture at the University of Michigan, has been a member of the AIA since 1956. His past national committee activity was Chairman of the Great Lakes Regional Committee on Continuing Education.

A graduate of Columbia University and University of Michigan, Lee's professional experience includes work in various architectural offices in Manhattan, New York before locating in Ann Arbor. He was principal of the firms Brigham & Lee, Architects; and Lee & Erickson, Architects. At present he is practicing and consulting under a firm of his own name.

WALD Meetings Announced by President

Mrs. Bruce Smith, President of the Women's Architectural League of Detroit announced the schedule of meetings for the 1969 season and issued a special invitation to non-members to attend as guests to get acquainted with the group.

Friday, February 21, a wine tasting party will be held at the home of Mr. and Mrs. Robert Yokom, (Dotti is Vice President) at 8:00 P.M. For reservations please call Pat Adams — 474-1083 or Elaine Demiene — 646-7730. The Yokoms live in Franklin; road directions will be given by either of the ladies taking reservations. The evening will feature a talk by Mr. Sal Viviano of the Paul Mason Wine Company, a movie, door prizes and, course, the sampling of the finished products. Husbands are especially invited to attend.

Ellis/Naeyaert Executive Elected Chairman of St. Clair Shores Planning Commission

Philip A. Nicholas, Vice President of Ellis/Naeyaert Associates, Inc., Warren, Michigan, has been elected Chairman of the St. Clair Shores City Planning Commission. Mr. Nicholas was first appointed to the commission in 1964 and, until this election, served for three years as Vice-Chairman.

U of M Sets Conference

The Department of Architecture at the University of Michigan is sponsoring a one day conference, 'Education and the Architectural Profession' on Saturday, March 1, 1969.

The conference has grown from the idea that a dialogue between the architectural profession and its educational institutions is essential to the future development of the professional education programs.

The Department of Architecture at the University of Michigan is sponsoring this conference to: 1. Introduce the various educational programs which have been recently developed and introduced by the Department to alumni and members of the architectural profession. 2. Establish a dialogue between the architectural profession and the faculty and students of the Department, directed

Continued on p. 16
The Architect, Engineer and Environmental Design

Creativity, knowledge, experience, comprehensive services are common words in the presentation vocabulary of every design professional. A few select firms do understand these terms in today's context. Their implementation is the challenge confronting the new breed of design professionals such as Ellis/Naeyaert Associates.

The complexity and magnitude of man's present living environment is just a sample of what lies in the future. To foresee and meet advancing standards, to solve complicated environmental design problems and to produce unified and harmonious results, requires the merging of all design services into a collaboration of knowledge, experience and creative thinking among design professionals of all disciplines.

This was the basic thinking shared by a nucleus of professionals which led to the establishment of Ellis/Naeyaert Associates a few years ago. The success of their concept is illustrated by the versatility of their projects, the virtuosity of their performance, and by the acceleration of their impact into the national construction community.
Ellis/Naeyaert of Warren ranks among the 150 largest design firms in the United States. Locally, even considering that Michigan is the headquarters of several nationally top-ranked firms, Ellis/Naeyaert stands as one of the largest design firms in the state. A remarkable attainment for a young company.

The ability to have several complicated design projects under way at the same time is not unusual for a large A/E firm. What makes Ellis/Naeyaert unique is the unusual nature and scope of these projects. Their office has undertaken, simultaneously, tasks that each by itself would require the exclusive attention of most design firms. These projects have included:

- Design of the new $8 million Macomb County Courts Building;
- Design of the first high-rise commercial office building to be built in Warren, Michigan;
- Feasibility studies and design of an industrial waste treatment facility for Chrysler's Mound Road Engine Plant;
- Systems analysis and design of 2,400 lineal feet of automated production line for the Cadillac Motor Car Division, including design of all between-machine material handling equipment and coordination and installation of all production process equipment.
- Design of a meat processing plant;
- Design of a new $1 million public library for the City of Mt. Clemens; and,
- Analysis and design of a bulk storage and handling system for Ford Motor Company.

Development of these programs calls upon the talents of several, and sometimes all, of Ellis/Naeyaert's variety of professional disciplines.
The organization was founded on the belief that only through a single source of responsibility, wherein all necessary design, architectural and engineering disciplines are combined, can a sincere and meaningful expression of architectural philosophy be obtained. Through their departmental structure, Ellis/Naeyaert achieves technical competency while allowing freedom of expression within the confines of functional requirements. Through careful, analytical integration of all disciplines, the one best solution to a client's problem is achieved.

A principal of the firm with a background most compatible to a given project is selected as the Project Director and head of a project team. A Project Manager is selected and charged with the responsibility of overall project coordination between client's staff and in-house activities.

The client himself becomes a vital part of the project team and experiences the design evaluation process and the ultimate justification for the project design solution. Ellis/Naeyaert believes that through this mutual effort and continual interchange all the essential facts will be brought to light.

In the “house”, Ellis/Naeyaert has registered professionals in the civil, structural, design, architectural, mechanical, chemical, and electrical disciplines. Several key personnel hold basic patents for mechanical, electrical and hydraulic devices.
A current project illustrates how creative planning best serves the interests of the client—and Ellis/Naeyaert's working philosophy.

The Macomb County Courts Building, a six-story, 189,000 sq. ft. structure, will be completed in December, 1969. The need for expanded judicial facilities in Macomb County was critical, because the County, as part of the Metropolitan Detroit area, had experienced an amazing population growth. The existing building, built in 1929 could not handle the increased necessity for county services.

After assignment, extensive consultations were held to determine the function of the proposed building and to establish its program requirements. Through discussions with the judiciary, a unique “keyhole” design concept for the nine courtrooms developed. The hearing area will be circular, allowing all litigants—judge, jury, court reporter, plaintiff, defendant, and legal advisors—to see and hear each other while participating in legal processes, unencumbered by traditional environmental limitations. The rectangular bottom of the keyhole is the spectator area.

The building's exterior is pre-cast concrete, framing solar-bronze glass areas. Projecting the future cost of cleaning services, all building materials were selected for durability, appearance and maintenance-free qualities.

Again, looking toward tomorrow, the facility includes space which can be transformed into five additional courtroom complexes as future needs dictate.
Recognizing the new total service responsibilities that the profession must accept, Ellis/Naeyaert offers an advance planning service. Roger Naeyaert, President, explains, "Shortly after our incorporation we conceived the need for a 'Coordinated Advance Planning Service' — a program to do analytical and systematic future planning for clients who couldn't or wouldn't do it for themselves. The Planning Service has many sophisticated aids including analyses of products and markets, facilities, manufacturing and processing operations, management systems and administration.

"A prominent manufacturer of leaf springs for the automotive industry used this service to get advice on whether or not they should stay in business. Faced with declining sales and a dwindling profit picture, and operating in a facility over fifty years old, they wanted to know what the future was for the business they had pursued for half a century."
"We made a detailed analysis of their product, and then a market evaluation to determine the need for the product in the near and long-range future. Armed with these facts, we next conducted a study of the manufacturing process, the equipment and facility required to produce the product, and the manpower requirements. Management personnel were evaluated for the capability to expand operating techniques to encompass the new requirements. Product inventory and process control systems adapted to a computer were outlined and a format for restructure of the organization was established.

"Finally, we made a detailed financial analysis and prepared a pro forma profit and loss statement to show that they could stay in business, make money and would realize a return on their investment within a five-year period." The acceptance of these recommendations by the client will lead to employment of Ellis/Naeyaert's design services.

The internal structure of Ellis/Naeyaert has received the same careful attention and objectivity that is invested in their client's activities. Employees are encouraged to participate in ownership through a stock program, are given assistance in continuation of education, and are urged to secure registration. Because of these inducements, as well as Ellis/Naeyaert's reputation as an organization that encourages and appreciates creative thinking, several well-known area professionals have closed their own practices to join the firm.

Ellis/Naeyaert Associates, Inc., prefers to be known as a team that provides total environmental design services. The ideas, experience and knowledge of their professionals from a wide range of disciplines has produced a synergism which will be needed to solve the complexities of man's future environment.
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Paul B. Brown, FAIA

Among the senior men in our profession in Michigan there are many whose lives portray the story of the successful and significant architect. These are men who have followed a more or less typical path toward prominence within the profession, and whose names are readily recognizable to the general public. But there are those too who have risen to another kind of prominence — a rather low key fame within the profession. These names do not appear in the names of the firms they represent and do not draw the attention of a public which is more and more dependent on ballyhoo and splashy publicity in recognizing who are their real leaders. They are men known to their peers and contemporaries as having quietly authored or pushed contributions to the human scene and to professional betterment which could well have a greater effort for good than any building or complex of buildings in existence.

The Bulletin would like to salute such contributors by reviewing the involvements of one of the most active of these men, Paul B. Brown, FAIA, Vice President, Secretary, and Director of Harley, Ellington, Cowin & Stirton, Inc., of Detroit.

Brown is another Depression era graduate of the U of M where he studied Architecture after earning an AB and a Phi Beta Kappa key at Oberlin College. At Michigan, Brown was taken into three honorary scholastic societies and received the AIA Scholarship Medal and the Booth Traveling Fellowship. This last took him to South America. For a few years he followed the usual route of employ in various architects offices, the last of which, before being commissioned in the Navy in World War II, being the Detroit firm of Harley and Ellington, Architects and Engineers. He returned to this firm after the war and has been there ever since, with continuing emphasis on education and research projects. His AIA membership has been a natural one and a busy one for him. He has held numerous chapter and Society posts and membership on the AIA's national committee on Information Services.

Long convinced that the professional architect has a responsibility to contribute his knowledge and understanding of the physical environment to the total process of developing that environment, Paul Brown has been active for many years on a variety of planning boards and commissions. Under his leadership as president of the Detroit Chapter great strides were made in developing a cooperative approach among the many groups involved in the building industry to the solution of common problems, culminating in assisting in the development of an architect specified Bid Registry procedure. More recently and as a result of this he has served as a member of the Board of Governors of the Metropolitan Detroit Construction Bid Registry.

The list of his activities in the area of community services is prodigious. It includes the Birmingham City Plan Commission; the Metropolitan Detroit Regional Planning Commission; Chairman of the Metropolitan Research Committee; Civic Affairs Council of the Engineering Society of Detroit; Advisory Council on Regional Planning of the Southeast Michigan Council of Governments; Chairman of the Detroit Chapter's Metropolitan Environment Committee; Chairman of the Metropolitan Goals Committee of the Engineering Society of Detroit; and President of the Forum for Detroit area Metropolitan Goals. This last is perhaps the body through which the most community betterment will be realized since it deals not only with the administration of on-going or widely accepted objectives, but in the recognition and definition of specific objectives that must be met in order to realize the great dream of the universal Good Life.

The Bulletin commends this man for the record he has established in the service of the public. Here is where the true Professional can and must put his knowledge and his understand to work, and here is where the people can and will benefit most fully. Paul Brown is a fine example of this and certainly merits wide recognition and praise for his efforts.
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If you’d like to have more information about Total Gas Energy, just write John Turko, Manager, Major Projects Sales, Michigan Consolidated Gas Company, One Woodward Avenue, Detroit, Michigan 48226. Maybe we can turn on your lights for about half the cost, too.
towards the continued development of a progressive educational program.

3. Gain the recommendations and support of the architectural profession in the adoption and implementation of professional and post professional programs in architectural education at the University of Michigan.

The conference will be held at the University of Michigan, Ann Arbor, Michigan, and will present practitioners, educators and students with a unique opportunity to discuss the problems and potentials of professional architectural education. The conference will also present the architectural profession in Michigan and U. M. Alumni with the opportunity to familiarize themselves with the changes in curriculum and teaching methods which are taking place in the Department of Architecture at the University of Michigan.

For further information and registration forms contact Robert M. Beckley, AIA, Department of Architecture, University of Michigan, Ann Arbor, Michigan 48104.

Note: The following statement has been received from the State of Michigan, Department of Licensing and Regulation, Board of Registration for Architects, Professional Engineers, & Land Surveyors regarding the sealing of plans by Architects and Engineers.

Building Plans

All plans submitted to Building Inspectors and/or public authorities must bear an embossed seal of a registered architect or registered professional engineer. Land surveys must bear the embossed seal of a registered land surveyor who is registered in the State of Michigan. This embossed seal must be placed on each sheet of the plans or survey submitted to the Building Inspectors and/or public authorities.

Plans submitted to the Building Inspectors and/or public authorities may be accepted without the seal of an architect or professional engineer registered in the State of Michigan for 2-family flats or duplexes containing not more than 3,500 square feet of calculated floor area as defined in Act 240, P.A. 1937 (as amended). This 3,500 square feet of calculated floor area is for the total square footage of the 2-flats or duplexes. When 3 or more flats or duplexes are involved, plans cannot be accepted if they do not bear the seal of a registered architect or registered professional engineer who are registered in the State of Michigan.

Attorney General letter opinion
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dated August 9, 1968 interprets Act 240 P.A. 1937 (as amended) as it pertains to the acceptance of the seal of an Architect and/or Professional Engineer as follows:

Where overlapping of the professions of Architecture and Professional Engineering is involved, a registered practitioner in each of such professions may perform services in the field of the other without necessity of sealing, or otherwise attesting to such plans as a practitioner in the field of the other, "provided that the rendition of such services is incidental to the architectural or engineering project as a whole.

Calendar

February 21
WALD Evening Wine Testing Party

March 1
"Education and the Architectural Profession", University of Michigan — Conference, School of Architecture

March 19, 20, 21
55th Annual MSA Convention
Statler Hilton Hotel, Detroit

March 19, 20
AIA-CEC Legislative Conference,
Mayflower Hotel, Washington, D. C.

March 21
WALD MAS Convention, Michelle’s
Boutique of Grosse Poitne Fashion Show

Classified

“Registered Architect” to join consulting, engineering firm. Responsible for Architectural Design, Specifications, and coordination of Design Department, Reply to: Mr. Lynn H. Barber, Empire Engineer, 9834 Dixie Highway, Anchorville, Michigan 48004 — 725-9401.

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