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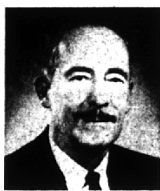
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BIRMINGHAM BUSINESS BRIEFS



Takes Ohio Post

Election of Rolland F. Webber, 164 Baldwin, Birmingham, as director and vice-president of the Denning Co., Salem, Ohio, pump manufacturers, has been announced. With the firm more than 15 years, Webber has been in charge of sales and distribution of Denning products in the Michigan-Wisconsin-Minnesota districts. He will move to Salem to take up his new duties about May 1.

Launderers Elect

Horatio B. Lewis, 729 Lakeside, Birmingham, has been elected vice president of the Detroit Institute of Laundering. He will also serve on the board of directors. Lewis is associated with Dry-Dee Wash, Inc., Detroit.

Is Your Home Well Designed? Try This Test

ANN ARBOR—Here's a four-way measurement to help you determine whether your house—or any building, for that matter—is "good architecture."

Ralph W. Hammett, professor of architecture at the University of Michigan, says: "First, it must have proper coordination of space. Many sum this up in the phrase, 'functional planning' or 'logical space arrangement,' whether the job deals with a house for particular family, or a whole city. Good architecture must be efficient correlation of the necessary spaces of the project.

"Second, good architecture must be proper structural enclosure. This is the science of building, and progresses as our building techniques develop with each new discovery. Time was when man had only stone, brick and wood at his disposal.

"NOW THERE are few limits to what we can do. We have steel that can be used either in compression or tension; we have plate glass, aluminum, plywoods and a thousand plastics. We can hang space, we can cantilever it, we can almost defy the laws of gravity. Our buildings are becoming technical wonders of structure, heating, lighting and air conditioning. Good architecture must be engineering, the proper enclosure of space.

"A third requisite concerns the economics of the project. Whatever the project, there is always a budget which must be reckoned with. Economics, rightly applied,

is a requisite of good architecture. "Then there is the fourth requisite, and possibly the most important one. Some call it 'beauty.' It is the aesthetic quality that comes through line, color and balanced masses, but it can't be figured, or learned through rationalization, or formalized training, or mathematics. It is that quality of a building that causes people to look a second time because they like it. Some people say it is the 'spiritual quality' of the building.

"WELL, WHATEVER it is, it's not planning alone. It is not engineering! It is not satisfying the dollar only.

"Yes, good architecture can be the city beautiful. It's sculpture; it's painting in three dimensions; it's frozen music. And, like opera and ballet, it can be a combination of all these."

Driving Motives

Why do you drive like you do? Safety psychologists are looking for the answers. In a recent research project, undertaken by the Institute for Safer Living, a psychologist uncovered three mental factors that contribute to many safe driving violations:

(1) Widespread concern about being arrested on the highway. (2) Lack of fear of being involved in an accident. (3) A conviction that being required to drive safely or obey the laws is an infringement on personal rights.

A new development in the plating field in 1955 was the production of nickel-plated heavy steel plate for use in the automobile industry. The process involves a new material, processing and handling equipment.

Apr. 17, 1958 THE BIRMINGHAM OMBUDSMAN 3-B

Seek Expression On Taunton Paving

To find out if residents still mean what they petitioned for two years ago, Birmingham city commission set May 5 for an informal hearing. Residents desire an improvement on paving of Taunton south from Lincoln. The city plan board and administration door to Torrey school.



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