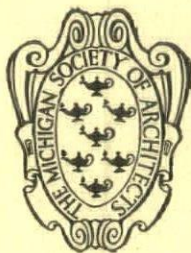


Harold A. Beam  
14200 Woodmount  
Detroit, Mich.



# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

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Vol. 7

DETROIT, MICH., SEPTEMBER 12th, 1933

No. 37

## THE ALLIED ARCHITECTS AND ENGINEERS

I recently heard it stated by an eastern architect that he knew of no city where there was the spirit of comradery among architects as in Detroit. The Tuesday luncheon forums are an example of this. Without that spirit, the idea of the Allied Architects and Engineers group, which is now an assured fact, would have arrived nowhere. It is, also, quite in step with the New Deal.

When this idea was first suggested, a combined meeting was held of the Directors of the Detroit Chapter and the Michigan Society of Architects with the officers of the Engineering Societies. Progress seemed slow until the idea was well discussed and finally a method of procedure was decided upon which was published in the Bulletin of August first. Mr. Gamber, for the Chapter, and I, for the Michigan Society of Architects, were appointed a committee to name a list of Detroit architects to submit to the Directors.

We submitted 30 names, 15 to be voted upon, the combined Directors voting. Since then, the 14 elected have signed an agreement to become the Charter Members of this group. There was a tie for the 15th place and action on that matter will be left for the first meeting of the group.

There is much, it is to be hoped, for this group to do.

The past history of so many public City and County buildings, as seen through the eyes of City Planning and Architecture, leaves so much to be desired.

### Architects' Luncheon

32nd Floor, Union Guardian Building

Private Dining Room,

South Vista

Tuesday, September 12th, 12:30 p. m.

Having in mind the several large projects of an Architectural and Engineering nature contemplated by the City and County of Wayne made possible under the N.R.A., the influence of this group should go far to prevent the previous and still prevailing hit and miss method of building "all over the lot" and with so little conception of a future Detroit. Not only has there been a lack of vision as well as no breadth of plan but the architecture, in many cases, has been so mediocre. The foresight shown by the Cleveland municipality as compared to our own is but one example.

If this group can work together, obtain and execute this contemplated work, it will spread the

work over a greater number of offices and draftsmen, so making it an important forward step from a welfare angle, which is so vital to so many at this time.

Detroit may point with pride to being the first city to attain to this almost altruistic movement and will benefit as no other city could, in that it would have the combined ability of this group. Many Detroit Architects are national figures so that in combining their various judgement, the result should be outstanding and the group action should evolve into something for other cities to pattern after.

Combined, this group could mould public opinion along the lines of broad city planning, water front development and good architecture etc., more than with any individual endeavor.

As soon as the Engineers select their 5 members, the group will be complete and all Architects, it is hoped, will join and add their hearty cooperation.

Below you will find the names of the Board elected, which is truly representative of Architectural Detroit and all, elected, have signed and agreed to serve:

Clair W. Ditchy  
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(Continued on Page 3)



## NONE BUT THE BRAVE DESERVE THE FAIR

Everybody's doing it. Apparently, if one would be numbered among the architectural literati, or even among the illiterati, one must write his opinions of the fair at Chi. Since the architectural mags have gone fair-conscious, Rod Allen and Nertz Ried have gone into the great silence. Whazza matter, they can thumb their ways as well as any one else. God only knows how Frank Wright got there. Some weienheimer said that he'd rather be Wright than precedent—but he was talking about the hermit of Taleisen. It seems to be unprofessional to brag about one's self, so those who had the kale to go to the fair get around it by writing their impressions. One doesn't brag. One is more subtle. One writes the editor, doesn't one? One does. (Hell, they all do.)

The most talked about feature of the fair is the sore-feeture. As a child I recall that my parents went to the big show in 1893, but I don't remember any mention of sore feet at that time. This proves that the Century of Progress requires more foot work, hence must be a bigger and better affair. I know now why they called it that. It would take a century to progress through the whole show. You gotta have cast iron puppies to see it all, coupled with courage and bravery—which gave birth to the expression that none but the brave deserve the fair. You can take a bus if you like, but you can't see the fair from the bus because the busses run down a back alley, sorta behind the scenes. When your Walkovers begin to chafe and feel too tight, and your dogs begin to howl, you look around for a bus coral, (they are wire enclosures which you can enter for a dime and wait for a bus) only to find that the nearest one is about three city blocks away.

The second feature of annoyance is the continual broadcast by radio which one cannot avoid. There's a loud speaker on every lamp-post, and there are more lamp-posts than dogs to use them. Every newsboys', firemens' and legion band from every burg in the land has a burning ambition to play a concert on the plaza I think they call it, but plaza doesn't sound important enough a word so it must be called something much more high-sounding, although its still just a plaza to me, in front of the Hall of Science, and you have to listen to it and like it, and just as you become caloused to it is suddenly stopped right in the middle of a lilting measure to announce that Dr. T. Willie Rockinghorse is wanted at once in the hospital next to the Electricity building, and the thought runs through your head that crazy galoot who is turning cart wheels on one of Raymond Hood's pylons has become vocal, like the perfectly ludicrous robots, and screamed for help.

The main stem is called Lief Ericson Drive, so called because there is no re-lief and the busses don't drive on it. It's chief decoration consists of a confetti effect made up of home-town newspapers which have been cast aside in true American fashion to blow all over the place. Whether or not our architects could evolve a true American style, you can leave it to our great American public to add the American touch by tossing papers and other debris to the four winds. This was the beginning of the N.R.A. movement, providing jobs for paper picker-uppers.

From the air the fair looks as though junior had gotten loose in the paint shop and had tried

out everything on a lot of cardboard models. Modernism in color, as in mass, seems to demand crudity. Why spend all that time trying to get colors that would not fade? Fading would have graced a lot of them. The more clashing the color combination, the more certain it is that you'll find it "daringly used" at the fair. My latin teacher used to say that fools rush in where angels fear to tread. Certainly some of the violent sickish, greeny yellows help the receipts of certain concession. Logic is lost. The Chinese Pagoda of Jehol is left just as the Chinks painted it and it's the only thing that seems right in the whole show. The Mayan building is cheapened by a combination of hideous green and yellow, but I guess there were no Mayans present to defend it.

The transportation building, with its suspended dome looks, when you get inside, like much ado about nothing. The piece-de-resistance, the grand climax, the glorious monument glorified by its centering beneath the dome turns out to be—what do you guess?—a huge red crown advertising Standard Oil. The covered wagon, the stage coach, the first Pullman and the last word in passenger airplanes are dwarfed into insignificance. The sky-ride, with its awe-inspiring towers and zeppelin-like cars seemingly floating in the air on invisible wires, is an impressive sight until the eye is focused on some lettering on the sides of the cars and one learns that they are named, not after the gods of the air, but for Amos and Andy, Madame Queen and the rest of the pepsodent tribe. If anyone made a satisfactory offer, they would probably rent out the tympanum of the Shedd Aquarium, (has it a tympanum?) to advertise barbasole. At any rate, I was astonished by the sacrilege and to me, desecration, by bally-hoo. My own reaction is to definitely turn against those products whose makers stop at nothing to get a little publicity.

Whatever ornament appeared unsatisfactory to the almighty hand of the exterior decorator was painted out. They even painted the charming minaret on Cret's tower of the Hall of Science a deep midnight blue, so that it cannot possibly be seen at night. A scallion to the painter and an orchid to Cret. The base of the Federal building (which, by the way is disappointing after having seen its photograph—because of its too small scale) is painted dead black, thus robbing it of a very necessary support. That may be what is the matter with its scale. All of the buildings look better in the photos than in reality. The chromatic

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screen and verichrome film take shadows and show the mass that has been ruined, in many instances, by crude colors.

I refused to pay a quarter to view the Chalice of Antioch, thought to be the holy grail, not because I didn't have a quarter, but because, like the architect of the pelucid pillar, Malcolm Bin-gay, (he isn't registered and who ever heard an architect refer to a column as a pillar?) I object to the principle of the thing. What a gorgeous chance to work up the climax of an architectural scheme, the glorification of the holy grail! Another opportunity passed up.

But—by night the whole bundle of cardboard boxes is transformed by flood lighting and concealed neon into the most bedazzling, most unbelievable, most gorgeous spectacle of color like nothing on this earth. Standing on the bridge at the upper end of the lagoon, this magnificent sight, of eye-filling beauty, sweeps in a great semi-circle, the spectrum gone crazy. One mass, piling up against another, great fountains, the pylon that, by day is a mere advertising thermometer, wierd shapes and forms, all softened and glorified by an unbelievable chrysochrysa (better look that up, it isn't in my dictionary) of gorgeous colored light, reflecting brilliancy in the lagoon and fairly taking the breath away. The sight by night is worth the trip to Chicago—indeed, one suspects, after seeing it both by night and by daylight, that it was designed only for the night. The gates should not be opened until after dark, when the display puts the aurora borealis to shame. By all means, get your first and last glimpse of the fair by night.

Hey, Eddy! Two more of the same. Lots of ice and a spring of mint, and a lily of the valley to Irving Cobb.

Here's how!

LANCELOT SUKERT.

My dear Talmage:

It is a matter of keen regret to me that you have not, so far, seen fit to throw the vast influence of your great publication behind what is, beyond the shadow of a doubt, the most laudable effort in the field of public affairs that could be imagined. I need scarcely add that I refer to the Bring Back The Old Fashioned Buckwheat Pancake crusade.

This great moral drive opened when Editor Sibley of the Springport Signal (incidentally the Signal is one of the best damn small town weeklies in the state) revealed that he was sending a telegram, collect, to President Roosevelt, urging that no limitation be placed upon the amount of buckwheat flour that could be produced. I consider it a great honor that the Grand Rapids Chronicle was to have a small part in this great forward looking effort; I immediately threw everything else aside and devoted myself to the cause of Buckwheat Pancakes.

You will understand that by "Buckwheat pancakes" we refer to the very brunette kind, that were in our youth made out of batter that had slumbered in a crock behind the coal stove all night. The spurious blonde imitations that debased and vulgar minded restaurant keepers now try to foist upon the public are no more buckwheat cakes than I am Mahatma Gandhi.

At this point I composed a poem on the subject, and while, God knows, I am the last to boast, I have been assured by competent critics that for beauty of imagery, high moral fervor and floating power this poem ranks with Shelley's Ode to the Skylark. Judge for yourself:

Oh Buckwheat Cakes that in my youth  
Were a divine comestible;  
Dark as a stove lid, and in sooth  
Nearly as indigestible—

Come back and tell me what has kept ya,

For you once more I'll brave dyspepsia!

After this things went from bad to worse until finally the movement culminated in the establishment of branch societies all over America. In our local election, which was untainted with any of those scurrilous tactics that have made the proceedings of the Michigan Society of Architects a hissing and a bye-word (what ever happened to Gus O'Dell?) I was elected Supreme Grand Cake Stacker of Grand Rapids Griddle No. 1,873.

Brother Sibley, who occupies the same exalted office in the Springport Griddle, and I are now working on our magnum opus (a magnum opus is something like an Imperial quart, I believe) which is nothing less than a petition signed by 6,897,546 persons to the legislature requesting that the great seal of the state of Michigan be changed to the following design. A Buckwheat Pancake rampant on a field of side pork; below, crossed syrup pitchers surmounting a circle of country sausage on which is engraved the motto "E Pluribus Youm-Yum." I hope that we can enlist the support of your great moral weekly.

Roger Allen.

#### THE ALLIED ARCHITECTS AND ENGINEERS

(Continued from Page 1)

O'Dell & Rowland  
Eliel Saarinen  
Smith, Hinchman & Grylls  
Sukert & Cordner.

Anyone designated by a firm may represent that firm.

It is our earnest request that following an organization meeting, all Architects will qualify promptly by joining. This request will be published in the bulletin.

H. A. O'DELL

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FRIDAY, SATURDAY, SEPTEMBER 15, 16,  
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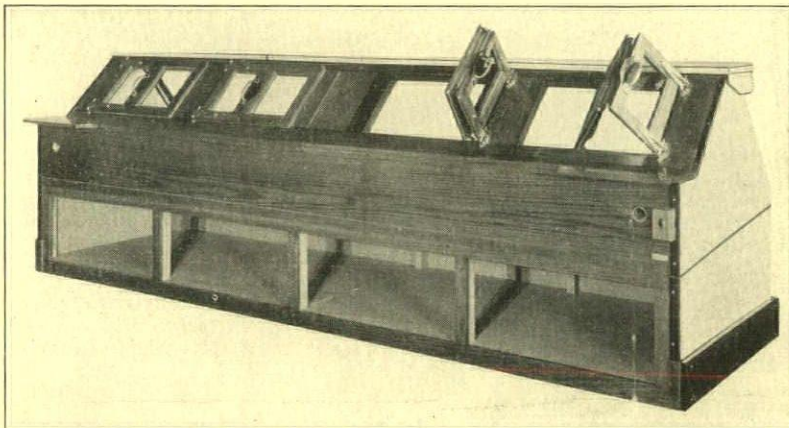
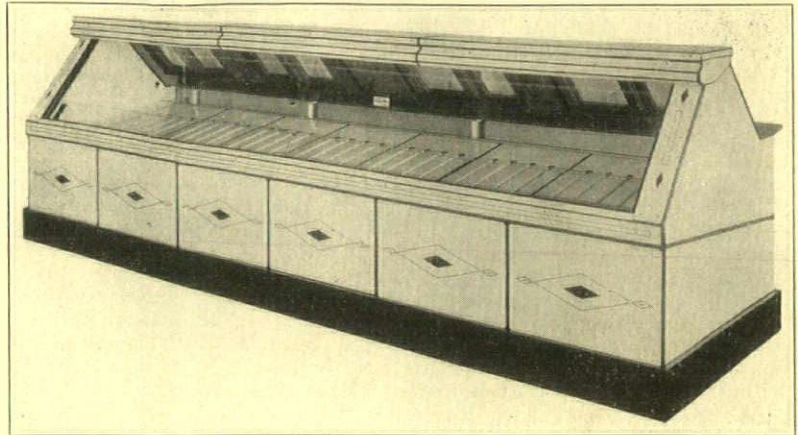
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## JACK ROSE JOINS SANDERS BUTCHER SUPPLY

Our good and well liked friend, Jack Rose, who has been calling on the profession for the past two years in the interest of Glasiron Products, as manufactured by the Wolverine Porcelain Enameling Co. wishes to advise his friends, of his recent connection with the Sanders Butcher Supply Co. where he will become an active member of the firm.

The Sanders Butchers Supply Co. is a Michigan concern with head-

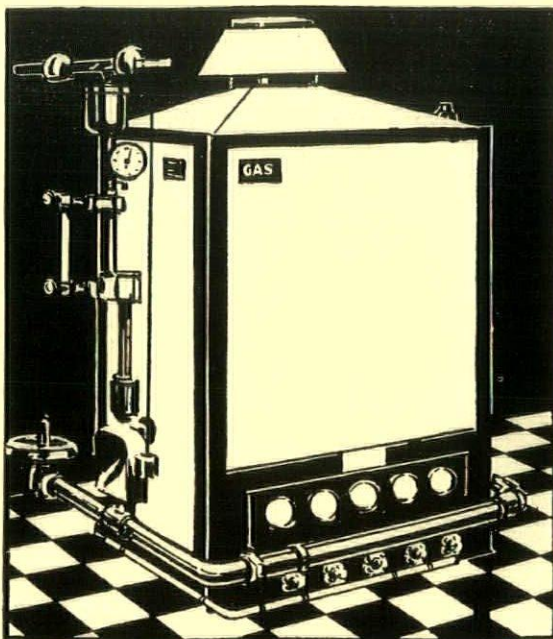


quarters at 2722—18th St. just north of Michigan Ave., Detroit, and are recognized as one of the leaders in refrigerator engineering, manufacturing their modern and popular meat counters and cooler under the trade name of "Chilly Boy."

As we understand the latest "Chilly Boy" creations are real achievements in refrigerator engineering, combining most unusual and desirable practicability, in addition to smart design and durability. Photographs of one of the units is shown herewith, the upper view showing the front and the lower view the rear.

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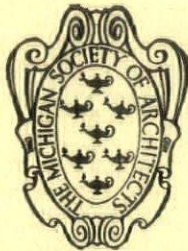
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Harold A. Beam  
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Detroit, Mich.



# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

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Vol. 7

DETROIT, MICH., SEPTEMBER 19th, 1933

No. 38



FRANK H. WRIGHT  
Architect  
TED ROGOY

MEYER JEWELRY COMPANY'S STORE  
1450 Woodward Avenue  
Detroit, Michigan

F. KORNEFFEL CO.  
General Contractors





## FULL MENU AT LUNCHEON

WORLD'S FAIR, EUROPE, WASHINGTON

Attendance continues to mount. Clarence Cowles made an even 40 at the Tuesday luncheon. He arrived two hours late and was accused by George Haas of walking all the way from Saginaw.

George, unanimously elected "chairman of today's meeting," had every one in a laughing mood with what Professor Lorch referred to as a vaudeville show for which we should charge admission. George assured his audience that he meant no harm but was only trying to live up to his reputation.

"Fifteen years ago," he said, "I recall attending such meetings when I hardly knew any one. Today, I feel somewhat similar but because of so many more younger men coming into the profession." He, therefore, called upon each one to introduce himself. Here they are: Messrs. Howe, Hyde, Hofmaster, Keifer, Tilds, Schley, Bennett, F. H. Wright, H. R. Wright, Corder, Kamper, O'Dell, Hughes, Marr, Grylls, Lyndon, E. M. Smith, Stanton, Haas, Wenzell, Trout, Lexen, Gamber, Lorch, Darling, Wetzel, Foster, Funke, Kuni, Eichstedt, Beam, Trysell, Cowles, Lentz, et. al.

## Architects' Luncheon

32nd Floor, Union Guardian Building

Private Dining Room,

South Vista

Tuesday, September 19th, 12:30 p. m.

Louis Kamper, just back from Europe with a healthy sun-tan, gave an interesting account of German beer, French architecture, etc. There is considerable building going on, so he says, particularly in France. It is mostly on housing projects and mostly small units. Very little apartment work is being done at present because the government has found it doesn't pay. There is not the incentive for one to pay for it. A great deal of remodeling of business places is being done in Paris, according to Mr. Kamper. He was high in his praise of the new American Embassy in Paris, the work of Delano & Aldrich. He characterized it as the most beautiful building in Paris.

Herb Wenzell spoke on the World's Fair at Chicago as did Professor Lorch, and so we have two different viewpoints.

H. J. Maxwell Grylls reported on the code hearing in Washington. Both Mr. Grylls and Mr. Wenzell are heard from more fully elsewhere in this issue. But you should attend these luncheons and get the news first-hand. Let's make it fifty this week.

Professor Lorch also spoke on the Housing Conference proposed for Ann Arbor or Detroit, or

jointly, plans for which are under way. Houser Corder reported that the City of Cleveland had obtained government financing to the extent of \$12,000,000 for their housing program. It is understood that it is provisional upon their raising a like amount of private capital.

President O'Dell reported that the Allied Architects and Engineers of Wayne County is progressing in its organization work. The Engineers are expected to elect their five members in a few days and the first meeting of the board will probably take place within the week.

And did you notice the publicity received by two of our members last week? Of the very much oversized telegrams pasted in the windows of the J. L. Hudson Company and bearing congratulatory messages to the leaders of our town, two were addressed to architects, H. J. Maxwell Grylls and Albert Kahn.

LeRoy Kiefer is the designer of those clever posters you see on billboards advertising spark plugs. You know, the picture of a funny horse with the words, "Don't use worn-out Plugs."

Twenty building reports in the Michigan Contractor and Builder last week included eleven breweries and one distillery.

John F. Hamilton, Michigan manager of the Home Owners' Loan Corporation, is quoted as stating that there will be \$7,000,000 spent in modernization of homes the corporation is refinancing.

Malcolm R. Stirton of 14141 Abington Road, Detroit, has just returned from Europe where he spent the past year in study as the recipient of the George G. Booth Traveling Fellowship from the University of Michigan. He also holds the American Institute of Architects' medal at the University for 1932.

The Administration has been searching secretly for something to stimulate building, according to a dispatch from Washington. Two economists have been working on that question. They are about ready to report to Mr. Roosevelt.

They have been inquiring into the feasibility of financing factory-made homes, among other things. Numerous difficulties have been encountered. The chief one is whether it would be better to promote renovation of existing vacant places rather than to try to make cheaper new ones.

The building industry went down farther and has stayed down longer than any other. It is being kept on its feet by the public works program, but the boys backstage would like to give it a real tonic.

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## NEW MEYER STORE IS A TREASURE CHEST

America's Finest Jewelry Store!

That's what the Meyer Jewelry Company think of their new place of business at 1450 Woodward Avenue, Detroit, designed and supervised by Frank H. Wright, architect.

Many stores are being modernized. Today's keen competition demands it, and the progressive merchant is quick to realize the tremendous impetus to the buying urge afforded by modern architecture.

Such a concern is the Meyer Jewelry Company, who has recently moved into their newly remodeled store on the east side of Woodward Avenue just south of John R. Street.

Designed in the modern manner, the store front has that sleek and smart appearance which the new surfacing materials give.

Many architects, contractors and building material dealers share with the owner the view that reconstruction offers an excellent opportunity to bring back business.

"Originally, there were two small stores," says the architect, "which had to be converted into one. An elevator serving the upper floors was removed to make more floor space available. A large new fireproof vault was installed at the rear of the building. Approximately 2600 square feet of floor space on the first floor and 2000 square feet on the mezzanine were provided, making a total of 4600 square feet.

"The basement is used for storage and a full size replica of the store front is built there for the purpose of making studies of the show window displays."

Distinctive in its architectural design and beautifully appointed throughout, the new Treasure Chest Store forms a fit setting for fine diamonds,

watches and jewelry. Modern materials were used for the new front. Aluminum was selected for decorative panels because of its suitability as a medium of expression for a jewelry store. Many of the decorative aluminum panels are hand-carved in beautiful designs.

The beauty of the woods used in the store fixtures must be seen to be fully appreciated.

As is customary in down-town locations, the work was done under pressure of time. Night and day shifts were used and the finished results brought the highest praise from the owner for all who had a part in the operation.

### FROM "LET'S EXPLORE YOUR MIND," IN THE DETROIT NEWS:

Will shortening a working week and reducing hours affect the distribution of the population?

—It surely will. It may even mean the doom of the skyscraping city apartments and make our cities much smaller, because if people have two, or possibly three days each week-end they will probably drift to the country where a man can be in God's out of doors.



## "WELL, WHAT DO YOU THINK OF THE FAIR?"

Some like it and some don't  
Chrysler Building is best — only it isn't a Building  
Belgian Village should have the medal

*The following notes are the result of a visit to the Chicago Fair. The writer of these comments has refrained from expressing strong personal opinions, but in answer to the general question, "What do you think of the Fair?" we are glad of this opportunity to present some memoranda which will perhaps put others in the frame of mind for further expression. The writer, it will be noted, has several of the symptoms of an inferiority complex. The Editor.*

"The photos of the Chicago Fair lured me, they were stunning, but they were trick photographs, the reality was disappointing.

"A scheme for the general plan must have been conceived by the architectural commission, but to the architect of average intelligence, the scheme seems to have been to produce as much confusion as possible.

"Throughout, the idea and precedent of Coney Island is evident, and the result is gratifying — 13,000,000 paid admissions to date — \$6,500,000, not counting the concessions!

"Three methods were used to produce this confusion: 1st, disregard of symmetry; 2nd, disregard of axial relations; 3rd, by the omission of all malls, plazas, courts, etc., wherever these might be effective and tend to unify. The lagoons are too large to lend any help in this matter.

"Up until now certain principles of order have been observed in the 'Grand Plan,' but at the Fair everything is different.

"Dumped out at one of the several entrances, I expected something colossal, stunning, inspiring, actually I bumped into a hamburger stand and a side-show barker and saw before me the 83 degree temperature index of an enormous thermometer. My blood began to boil, even before I saw red.

"The plan, location and setting of the individual buildings carries out the idea of the general confusion. Concentration and abundant leg work are required for an understanding of the plan of most of the Fair buildings.

"In the good old days a plan was a rectangle or a series of rectangles, U-shaped, H-shaped, etc., with an occasional dome and an entrance or entrances which could be identified as such and which very often were interesting in design.

"You are supposed to be led unconsciously to the entrance of these buildings by a sixth sense.

"There are plenty of terraces, convenient and rather nifty. They are indispensable in a modern design, distinguishing features, whether or not they are practical. Try and omit them and you lose the effective line which is essential. If you are lucky to find a place in the shade on one of these terraces you may meditate upon the many inconsistencies about you, only meditation is quite im-

possible at the Fair due to the continued and insistent squaking of loud-speakers announcing irrelevant and uninteresting information, menus of the latest dollar dinner, Ben Bernie or the result of a beauty contest among the waitresses of Pabst's Beer Garden.

"The Chrysler building is excellent but it is not properly speaking, a building at all. It is a refined, charming arrangement of planes and masses, the ultimate in fine advertising. It is in my opinion the most striking and successful building at the Fair.

"General Motors Building got a raw deal, for whereas the Chrysler Building just across the way is almost pure white, cool and attractive, the General Motors Building is quite the hottest for color at the Fair. Involuntarily, I mopped my brow when looking at it and made a quick descent into the Frigidaire air-conditioned auditorium.

"The manner in which color has been used at the Fair smacks of the sign painter's art in its crudest technique. These primary colors have destroyed the form and the intention of the architectural designer. It has been suggested that the color was intended for the night illumination, yet from my observation, these colors, except yellow, absorbed the light to such an extent that on the whole the illumina-

(Concluded on page 6)

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## CODE OF FAIR COMPETITION FOR ARCHITECTS

Mr. H. J. Maxwell Grylls was called to Washington on Wednesday, September 7th, to attend a public hearing on the Architects' Code. His attendance was in response to a telegraphic request from Mr. William Stanley Parker, Chairman of the Code Committee of the American Institute of Architects.

Mr. Grylls reports that Mr. Stephen F. Voorhees, Chairman of the Code Committee of the Construction League of the United States had submitted to the National Recovery Administration a proposed Basic Master Code of Fair Competition to which nine sub-codes were attached, each representing a sub-division of the Construction Industry. The Architects' Code was listed therein as the responsibility of the American Institute of Architects.

Mr. Parker, who was appointed by Mr. Ernest John Russell, President of the Institute, had given wide publicity to the proposed code through publication in the national architectural magazines and by information sent to each Chapter and state society. He explained the N. R. A. requirement that the organization sponsoring the code give a brief history of its activities, purposes, etc.; to show that it is truly representative of its group; that it impose no inequitable restrictions on admission to membership; and that the code is not designed to promote and will not permit monopolies or monopolistic practices, nor oppress or discriminate against small enterprises.

The Architects' Code was filed with the Administration on August 1st supplemented by a revised code submitted on August 24th, and the public hearing on September 7th was on the afternoon of the second day devoted to the Master Code and its sub-codes. The Institute's Code Committee, in addition to Chairman Parker, are Messrs. Frederick Mathesius, Jr., William G. Nolting, Horace W. Peaslee and Francis J. Sullivan. Others in attendance at the hearing included Messrs. H. J. Maxwell Grylls, Stephen F. Voorhees, Charles D. McGinnis, Ralph T. Walker, Abram Garfield, C. Herrick Hammond, M. H. Furbinger, E. C. Kemper and President Ernest J. Russell.

Mr. Parker, who had arranged the program, presented amendments to the Code and President Russell gave an outline of the Institute, what it stands for and the scope of its representation. Everything went off according to schedule in a very business-like way, says Mr. Grylls. The architects in attendance represented various sections of the country and added strength to the Institute's cause.

There will be another hearing between the N. R. A. and the Code Committee before final action.

The Code is quite comprehensive, covering such items as the following:

Hours, wages and age limits of draftsmen, stabilization of employment, unfair competition, charges, bidding procedure, contractual relations, arbitration, administration, recommendations, etc.

One interesting point is that it makes it compulsory for an architect to have a written agreement with owner on work amounting to over

\$4,000, such agreement to be made available on demand for inspection. of the National Central Committee or its delegated representatives.

Suggested by B. V. Gamber:

The thanks of the architectural profession in this city and state are due in large measure to Mr. Grylls for representing this section at the hearings. It is just another item in the long list of services which he has so unselfishly performed in the interest of the architectural fraternity.

Advertising in the Weekly Bulletin is not solicited with any particular reference to the Architect who's work is illustrated.

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**TREASURE CHEST HAS MANY  
INTERESTING ANGLES**

You've heard about the buying movement and the urge to bring back business, but the real reason Detroit was agog last week was so many architects gathered around the Meyer Jewelry Company's brand new store designed by Frank H. Wright.

Little excited squeals of "My dear, isn't that the most *ravishing* front you ever *saw*?" and other similar outbursts. And such an excited buzz of conversation and jealousies! Two members of the Chapter became perfectly *furious* when each learned the other had made sketches of the idea, intending to use it as his own.

The real climax came with the display of the jewelry, itself. This year dame fashion has prepared gew gaws for Mr. Average Architect that are truly chic. Gone are the slave bracelets worn by draftsmen in former years. Instead, under the N. R. A. the man over the board will sport a simple lavalliere at his throat and a cluster of ferns caught up with pellagra or some other quiet disease at the wrist.

A clever little novelty for the bar fly's afternoon wear or whilst stealing apples in front of fruit stores, shows Cupid stealing a kiss from "The Two Presidents" in a woodland glade. Among other intriguing bits of folly for the smart architect is a tiny bejewelled watch which rings a bell to tell when its owner is wanted so that he can slip off into a speak-easy.

All in all, what with the feet pounding at the World's Fair this fall, it looks like a colorful spring. After all, if a client must pay six per cent let it be to one properly attired in lizzard shoes and a gaily colored smock with handbag to match. They may not impress the client with their emerald-studded T-squares and appliqued triangles, but they will certainly slay the peddlers. You *must* come over some time.

**"WELL WHAT DO YOU THINK  
OF 'THE FAIR?'"**

(Concluded from page 4)

tion seemed to me a distinct failure, or it may have been that I was not present when the entire system was in operation.

"I went to the Fair expecting to admire the Hall of Science above all the others. Again I was disappointed for I was unable to comprehend it as a building.

"To me it seems that nearly every important building suffers for want of an adequate setting. The Chrysler structure would have been much more effective with an important axial arrangement and the G. M. Building, with its excellent plan, might as well be on any city street. In any view of the Hall of the States the steel structure of the Sky-Ride tower is in the foreground or the background. The stunning illuminated fountain facade of the Electrical Building is obstructed by concessions



and the best view is from a beer garden more than a half-mile away across the lagoon.

"There is nothing in the nature of an architecturally dominating feature, unless one is willing to concede it to the Amos and Andy Sky-Ride, which actually is the focal point of interest of the whole show. Here the engineer did his stunt, and Amos and Andy become immortal.

"After all it is admitted that architecturally everything was in the nature of an experiment and as such much of it was doomed to failure.

"The only restful place at the Fair is the Adler Planetarium.

"To one interested in painting, the collection at the Art Institute is the most wonderful and representative ever assembled in this country.

"I noted the absence of monumental sculpture at the Fair. I had looked forward to seeing some fine work in connection with the architectural settings.

"In a city devoted to elevating the standards of music, I expected that the real thing would be given somewhere on the grounds. I failed to connect, although I made the effort.

"For romance, poetry and the real old stuff in the way of architecture, the Belgian Village should receive the Medal."

From the Note Book of  
HERBERT G. WENZELL.

## PRODUCERS MEET THURSDAY

Mr. Paul R. Marshall, secretary of the Producers' Council Club of Michigan, announces a luncheon meeting of the Club at the Savoyard Club, Buhl Building on Thursday, September 21st at 12:30 P. M.

At this meeting the Club will be hosts to non-member producers who have been invited to join. Talks will be given by President Bragaw of the Club; Branson Gamber, president of the Detroit Chapter of the American Institute of Architects and C. William Palmer, the Chapter's Liaison Officer. Plans will be laid for joint meetings between the Architects and Producers for the coming season.

## FIRST MEETING OF ALLIED GROUP WEDNESDAY, SEPT. 20TH

H. Augustus O'Dell, Chairman pro-tem of the Allied Architects and Engineers of Wayne County, announces.

An organization meeting of the Allied Architects and Engineers of Detroit for Wednesday, Sept. 20th at 12:15 P. M. in the Aztex Tower, Private Dining Room, Union Guardian Building, for lunch.

Although firms are organization members, it is desired to have as many interested members of each firm as possible attend.

Members are requested to come prepared to act on the following matters:

- 1) Selection of officers and executive committee whether by direct nomination or by nominating committee.
- 2) Preparation of By Laws.
- 3) Measures to be taken to immediately include the election of active members.
- 4) Discussion of methods of contacting city and county officials, and public announcement.

With the election of five engineering firms and one city planner the charter membership of the board is now complete with the exception of a tie

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FRIDAY, SATURDAY, SEPTEMBER 22, 23,  
James Dunn, Joan Bennett "Arizona To Broadway"  
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George Arliss "Affairs Of Voltaire" Charles Ruggles  
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for the 15th membership on the architects' board. It is expected that this matter will be voted upon by the 14 architects elected.

Those elected are as follows:

Messrs: Tracy B. Augur; G. Frank Cordner; Clair W. Ditchy; Robert O. Derrick, Inc.; Dise and Hoffman; Harley and Ellington; Hubbell, Hartgering and Roth; Talmage C. Hughes; Albert Kahn, Inc.; E. R. Little Company; Malcomson and Higginbotham and Trout; George D. Mason and Company; Richard H. Marr; Maul and Lentz; McColl, Snyder and McLean; Andrew R. Morison; O'Dell and Rowland; Pate, Hamann and Hirn; Eliel Saarieen; Smith, Hinchman and Grylls.

### SOLVING THE FLOOR PROBLEM

A difficult problem in flooring seems to have been solved in the Meyer Jewelry Company's new store on Woodward Avenue.

Both architects and owners have found grade level floors that are subjected to heavy in and out traffic to be a very difficult problem. Constant carrying of street dirt onto an interior floor, particularly on rainy days, usually means a soiled and characterless floor surface. The installation of Stedman Reinforced Rubber Flooring by the Nichols Floor & Tile Company, according to both the architect and owner, has successfully solved this difficulty.

The uniform veining of Stedman material together with the strong definite character of the color striations, seem to stand out through any amount of traffic dirt. Instead of an unsightly floor an hour after opening hour, this floor has a clean and cheerful look throughout the day without continual attention. This particular design is of modernistic type in random colors.

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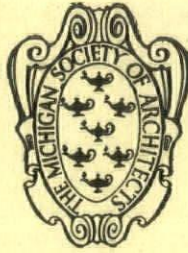
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DETROIT, MICH., SEPTEMBER 26th, 1933

No. 39

## PRODUCERS HOSTS AT SAVOYARD CLUB

### *Its Aims and Objects Outlined*

As an extemporaneous speaker Dick Bragaw always comes prepared, according to his own words, as he presided at a meeting of The Producers' Council Club of Michigan at the Savoyard Club last Thursday.

Three of Detroit's most distinguished architects were guests. H. A. O'Dell, President of the M. S. A., C. William Palmer, the "connecting link" between the Chapter and the Producers and another, whom Mr. Bragaw designated as the "thou witch there is none witcher."

President Bragaw, for the benefit of non-member producers who were guests, outlined the council's purposes, what it has done, what it proposes to do and why building product manufacturers should be members.

He mentioned as one thing the Construction League of the United States and the matter of codes it is sponsoring. "When codes become the order of the day the Construction League was ready," he said, "and the Producers' Council is the only contact we have with the Construction League."

### Architects' Luncheon

32nd Floor, Union Guardian Building

Private Dining Room,

South Vista

Tuesday, September 26th, 12:30 p. m.

C. William Palmer, liaison officer between the Detroit Chapter, A. I. A. and the Producers' Club since its organization was called upon to "pinch hit" for President Gamber of the Chapter, who was unable to attend.

"Two years ago at the Institute Convention in San Antonio," said Mr. Palmer, "I attended a joint meeting with the Producers' Council and become imbued with the spirit of establishing a Producers' Club in Detroit. After some months it became a reality and it has been my privilege to serve as liaison officer."

"I would like to say just a few words on why we need you producers. The architect is faced with many problems of a complex nature. He cannot be expert in every field, but he must know where to turn to get the best information and the best materials procurable. You men as producers fill that

need and it is a relief to the architect to do business with substantial concerns who have sound financial backing."

(Continued on Page 3)

### JOINT DINNER MEETING

A. I. A. — M. S. A.

Detroit Engineering Society

478 ALEXANDRINE AVE., W.

THURSDAY, SEPTEMBER 28th

DINNER AT 6:30 — 75c

Please Notify Ernie Brandt at above address, or call Columbia 5320. A post card will do. Just say you will be there for dinner.

### JUDGE CAMPBELL TO SPEAK

Judge Allen Campbell of the Circuit Court will address this meeting on "The Value of Ethics in Professional Practice." He will also discuss expert testimony and the rights and functions of an expert witness as compared to an ordinary witness.

### CHAPTER TO ELECT OFFICERS

A brief business meeting of the Chapter membership will be held before dinner. This being the meeting just prior to the Chapter's Annual meeting, the nominating committee composed of Adolph Eisen (Chairman), Alvin E. Harley and Herbert G. Wenzell will present a slate and officers for the coming year will be elected.

The meeting will be open to all those interested and it is most desirable to have as many as possible present for dinner.



## LUNCHEON ON A RAINY DAY

*With Pettibone Wielding the Gavel*

Aztecs and architects are not always deterred by rain, though the ranks were somewhat depleted on Tuesday last. It's a poor showing nowadays when there are only 25 present. We have been approaching twice that number at weekly luncheons.

When chairman Pettibone pounded for order the following were present or accounted for: Messrs. Hyde, Walker, Sorensen, Hoffmaster, Kiefer, Tilds, Williams, O'Dell, Lexen, Dise, K. Smith, Wetzell, Wenzell, Wright, Darling, Lentz, Kamper, Malcomson and E. M. Smith, to say nothing of the chairman, the editor and Joe Zilch.

Gus O'Dell had just returned from Chicago and demand was made upon him to explain his World's Fair House wherein an admission fee of ten cents is charged, which dime, it is rumored Lou Hoffman demanded be returned to him. But O'Dell denied all knowledge of such procedure or even of such a house, which made everything seem all right. Seriously, Mr. O'Dell gave us some worthwhile thoughts on the show that are worth passing on. He didn't quite agree with Wenzell, though he did say the magazine version was better than the real thing.

"Perhaps it is unfair to say this," he said, "and perhaps that is why many are disappointed. There has been so much published, even before it was completed and without the color and lighting effects that it is almost impossible for an architect to go there with an open mind.

"However, if we bear in mind the problems confronting the World's Fair architects and what they were trying to do we will come much closer to an understanding of how well they succeeded. Viewed in that light it is difficult to see how they could enclose a lot of exhibits better than was done there."

Mr. O'Dell shared with W. G. Malcomson the view that it could hardly be expected, even by the designers themselves, that the Fair would leave any marked impression on our architecture of the future. He found it interesting, none the less and particularly at night.

Dave Williams speculated on the possibility of a World's Fair in Detroit, which brought on again the question of a Comprehensive City Plan, which Herb Wenzell

has so diligently sponsored. By this is not meant a Master Plan of any one department, some of which have been most creditably done, but a Comprehensive plan taking into account all departments and all activities.

As might be expected, this discussion led to that of educating the public to the necessity of such a plan and Mr. Tilds related what was done in Chicago when the Wacker Manual became a standard text book in the public schools. This manual starts out as a historical sketch of early Chicago and without any break in the narrative depicts the Chicago of the future, so that now when a citizen goes to the polls to vote upon a unit of that plan he has already been educated as to the reasons for it. It has long ago been accepted by him as THE Plan for Chicago.

E. M. Walker reviewed the history of the Detroit City Plan Commission from its inception under Mayor James Couzens to the present. Mr. Walker was an appointee to the first City Plan Commission.

Good news comes to us that our fellow member and most distinguished townsman, Eliel Saarinen, has been appointed by the Federal Government as architectural consultant on the model village to house the workers on the Tennessee Valley development. Mr. Saarinen, who has distinguished himself internationally, needs no eulogy here, but his many friends will rejoice with him at this latest honor.

Associated in the project also will be Tracy B. Augur, Detroit landscape architect and town planner, who was recently appointed by Robert D. Kohn, Federal Housing Administrator, as consultant to the administration in Michigan.

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## ALLIED GROUP HOLD FIRST MEETING

*Nominating Committee, By-laws Committee Named*

An organization meeting of the newly formed Allied Architects and Engineers of Wayne County was held Wednesday, September 20th. The meeting which caled together the charter members of the board of directors consisting of twenty architects, five engineers and one city planner named H. Augustus O'Dell temporary chairman and L. R. Hoffman temporary secretary.

Members present were Messrs. Wenzell, Cordner, Roth, Ditchy, McColl, Morison, Hubbell, Hoffman, O'Dell, Trout, Malcomson, Little, Derrick, Hughes, Gamber, Williams, Mason, Pate and Doctor Emil Rosinger of The Detroit News.

Mr. O'Dell reviewed the progress made to date in forming the group, following which he was authorized to appoint members on a nominating committee and a by-laws committee. He named the following:

Committee on By-laws; Clarence Hubbell, Chairman; J. R. McColl; Alex Linn Trout.

Nominating Committee; Edwin H. Pate, Chairman; Andrew R. Morison; Clair W. Ditchy.

Otherwise the meeting was chiefly devoted to a discussion of the tentative by-laws and method of operation. Another meeting will be held in the Aztec Tower at 12:15 Monday, September 25th, at which it is expected the nominating committee will bring in a slate for officers and the by-laws committee will present a preliminary draft for discussion.

## PRODUCERS HOSTS AT SAVOYARD CLUB

(Continued from Page 1)

Mr. Falmer stressed the importance of fellowship among producers and between architects and producers.

"I have been a member of the Detroit Chapter for the past 15 years," he said, "and I believe you have at the present time in the architectural profession in Detroit as fine a group to deal with as could be found in any city. Besides ability they have the spirit of fellowship. They want to know the man they are dealing with. What better can you ask?"

Without warning the President called upon Mr. O'Dell who did himself proud, as usual. Among other things he told a good story of a New York Banker who became deaf and was told by his doctor that it was probably caused from too much drink. He followed the doctor's orders for a while but later decided he liked the stuff he had been drinking much better than the stuff he heard.

Mr. Fred Weinert of the Chamberlin Metal Weatherstrip Company, a member of the Council for many years, spoke on what his concern had obtained from being members.

"There is nothing else that attempts to do what the Producers' Council is set up to do today," he said, "and its usefulness is going to be extended

even more by contacts with the N. R. A. through the Construction League. A code for our own industry came up and in 48 hours it was in shape because the Construction League was at hand."

Presidnet Bragaw made one grave mistake, that of calling on an architect called Joe Zilch, so designated by Clair Ditchy in his play, "Bally Who's Who," as Mr. Average Architect. The editor is very average, whether or not he's an architect, and so he appropriates the name as his own.

Joe broke a long silence in his public speaking career with a most brilliant address. He said, "Chentlemen, in consideration, the careless vay ve go ad it about it, it's a funny tings we come and so goot like we do."

**"An ODE to ANODE" for CATHODE  
by a HORNTOD architect in the vest**

There may be jobs at irrigation,  
On highway and plantation;  
Roads and dams are in the light  
And the country's coming back alright  
But, tho' signs have told the coming spring,  
Sold grape-nuts and other sort of thing,  
I have yet to see a sign go "fleck"  
And tell who is this guy, the Architect.

Now there's Sukert, Hughes and the Frank Wright  
Who have made the depression seem more light.  
Gamber, Ditchy, Rowland and Grylls  
Who have slewed the wolf and paid some bills.  
Malcomson, Marr, Mason and Hyde

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FRIDAY, SATURDAY, SEPTEMBER 29, 30,  
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They all fit the battle and neversighed.  
But is there anything in this new deal  
That will explain the Architect to the heel?

Who are these men who've carried the load  
When their art seemed up the old ox road?  
Who are these men from Frisco to New York,  
Quite grossly ignored by old man work?  
'This true they were in on the 28 dough,  
And builded buildings without o woe,  
But was anyone partial, when along came the  
crash?

Did anyone say, "Leave that alone: it's Archi-  
tect's cash?"

I'll tell you a secret, when the stubs are all in,  
There's a manner of working among all these men.

They can take it and like it when the world's all  
apart,  
Because their joy of living is alone in their art.  
Each Tuesday noon in the Guardian Building,  
They scheme out the lay of things a-brewing  
Should things go wrong and you catch it in the  
neck,  
I can prescribe nothing better than a good  
Architect

William H. Reid, Jr.

"WITH A 'HELLO' TO YEZ ALL!"  
"THE PHONY COWBOY"

Charles Noble writes that he is still a tem-  
porarily retired architect and is sojourning in the  
country at R. F. D. 4, Pontiac.

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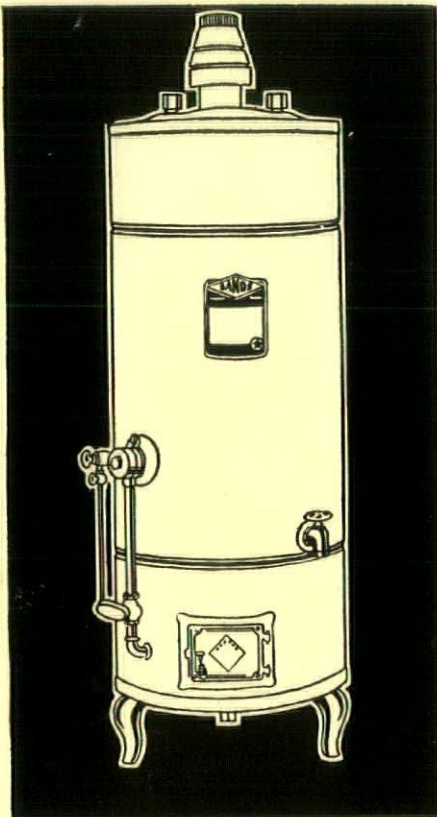
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