

Harold A. Beam  
14200 Woodmount  
Detroit, Mich.



# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

H. Augustus O'Dell, President  
Richard H. Marr, 1st Vice-President  
Lancelot Sukert, 2nd Vice-President  
Russell A. Allen, 3rd Vice-President  
Frank H. Wright, Secretary  
Talmage C. Hughes, Executive Secretary  
Andrew R. Morison, Treasurer

### Editor

TALMAGE C. HUGHES  
120 Madison Ave., Detroit  
Telephone: CHerry 7660  
Business Manager  
E. B. FAUQUIER

### DIRECTORS

G. Frank Cordner  
Clair W. Ditchy  
H. J. Maxwell Grylls  
Alvin E. Harley  
Walter E. Lentz  
Emil Lorch  
William G. Malcomson  
Christian Stoketee

Published Weekly. Subscription Price: \$2.00 per year.

Entered as second-class matter December 9, 1930, at the Postoffice at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 7

DETROIT, MICH., OCTOBER 3rd, 1933

No. 40

### THE NEW ERA

The Chapter and the Society heralded a renewed interest at a joint meeting Thursday evening.

"Welcome all into a new season of activity" was the burden of Branson V. Gamber's remarks at the first of a series of fall and winter meetings at the Detroit Engineering Society.

"It's time to put our shoulders to the wheel for the interest of all Detroit," he said.

Clair W. Ditchy introduced Judge Allen Campbell, who spoke on legal Education, Ethics of the professions and other phases of practice common to lawyers and architects.

President, Gamber afterwards expressed the hope that architects and lawyers might get together once a year as the doctors and lawyers now do.

Aldolph Eisen, chairman of the Nominating Committee of the Chapter, reported that his committee had made the following nominations:

President, C. William Palmer; Vice President, W. G. Malcomson; Secretary, Richard H. Marr; Treasurer, David H. Williams; Director, Alvin E. Harley.

#### Architects' Luncheon

32nd Floor, Union Guardian Building

Private Dining Room,

South Vista

Tuesday, October 3rd, 12:30 p. m.

Present officers were not renominated, according to Mr. Eisen, because it would be asking too much for them to continue in office after three years.

The sense of the meeting, if I am any judge, was "why in hell don't the architects do something about city planning, instead of only talking?"

And it would appear that with all of the farces working the answer to this question is going to be forth-coming at an early date. Practically everyone present expressed himself in no uncertain terms in favor of a really comprehensive city plan and the machinery was put in motion to get it.

President Gamber called attention to section six of the Chapter's by-laws, which reads as follows:

"At any time after the September meeting and not less than five days before the annual meeting, separate lists or nominations may be submitted to the Secretary of the Chapter by any four or more members of the Chapter whose signa-

tures must be appended to such list. Such lists must be complete for each and every office including those in which they may not differ from the list submitted by the Nominating Committee."

He then turned the meeting over to Mr. Palmer, whom he said he hoped would be our next president.

The sentiment with respect to the public enterprises we are interested in is that architects are too modest, and that we need more architects in public life. In Madison, Wisconsin the Mayor, James R. Low, is an architect. Dave Williams has some ideas along that line, not that he is a candidate for any office, but with respect to getting some of the things the architects have been fighting for these many years. Maybe soon the big mystery will come out.

Professor Lorch spoke of the coming Housing Conference scheduled for Detroit in the near future. It is expected that this conference will be held in the auditorium of The Detroit Institute of Arts and supplemented by an exhibit.

Anticipating that Gus O'Dell would be there, and knowing his tendency to call on anybody for a speech, the writer parked his car in an advantageous position to make a quick get-away. This was unnecessary, however as Mr. O'Dell was not present.

It was reported, however, that some of the members, following the meeting witnessed a "flo sho" at which there were present numerous reporters from the morning papers, busy with their note books and flash lights—our political hopes are spoiled!

One of said members is famed as a collector. You know, there are various and sundry kinds of collectors, aside from bill collectors. This one collects cigarette holders. On this occasion he sported a Turkish one, made of a large red dice with a hose attached. The dice he placed on an adjoining table, which resulted in making some good contacts.

We still believe there should be an architect as candidate for Mayor.



## WHY NOT ARCHITECTS AND ENGINEERS LUNCHEON?

Linn Trout was chairman—and what a chairman! He was so good that there were many suggestions that we have been missing a great deal by not having more of the engineers with us. There are so many items in common between the two professions, now that we are taking the broader view of comprehensive planning.

Linn introduced W. G. Malcomson, the youngster who has just been elected president of the Allied Architects and Engineers of Wayne County. Mr. Malcomson said, "Now that I have been elected president of the group, it's a question of how long it will exist." He assured us that no time would be lost in completing the details of the organization and carrying out as far as possible its purposes.

George Haas, who was last week named chairman of the luncheon meeting, came back again for more. Hoffmaster with the Warner Baxter mustache, Fred Crowther, who is doing pictures again, Williams, about whom there is a great mystery, all helped to make a colorful gathering, as well as the also-rans, Messrs. Frank Wright, H. R. Wright, Wetzell, Howe, Tilds, Pettibone, Beam, Schmitz, Kuni, O'Dell, Hughes, Palmer, Kamper, E. M. Smith, Hyde, Howe, Gow and Ditchy.

Lou Hoffman explains that he meant no slur on O'Dell and Rowland's design at the 20th Century, or what ever it is they call the world's greatest fair along the Illinois Central tracks. The truth is, he says, he was in the wrong house and when he discovered it wasn't by the two famous architects he demanded his dime back—which is a good Hoffman alibi, whether it's true or not.

At any rate, Gus was all prepared with a come-back. He says that a friend has just returned with the statement that there are only two things worth seeing at the Fair, the O'D & R House and Sally Rand. You can take this two ways—but, as Sukert says, wait until the American Legion gets there.

Dick Marr is the latest to visit the Fair, and we haven't heard from him yet.

The Detroit Bidding Plan was published in full in the September issue of Building, official publication of the Philadelphia Builders' Exchange and employers' Association.

The sense of loyalty and love for one's work seems to be in no other profession more evident than in that of architecture. The spirit even persists after one's passing and is continued by those who survive.

Mrs. W. H. Valmer of 7249 Goethe Avenue, Detroit writes, "Your publication has been delivered for a time after my husband's death and I have wished that it might continue as I am deeply interested in all of the architects' activities."

Mrs. Arthur T. North of 26 West 27th Street, New York writes, "It was a great comfort to me to have the fine letter of the Michigan Society of Architects expressing sympathy on my husband's death and your admiration of his noble qualities and ability."

"I appreciate the notice you had in the Bulletin and I wonder if you would continue sending it for a time. I am trying to go on with some of Mr. North's plans."

From Washington comes the news that Robert D. Kohn, Federal Administrator of Housing, will speed the Detroit Housing program by sending an investigation here this week. Out of nearly 150 applications, he says, Detroit's is the first in which a city government has proposed to undertake the clearing away of residentially undesirable districts and the building of model low-cost homes. All of the others have been proposed by private interests.

Furniture, designed by Owen A. Luckenbach, Architect, which has all the honesty, simplicity and charm of the pioneer days in America is being made by Royal Oak craftsmen with the white pine of Michigan.

These pieces, executed in the work shop of Gerard Ward, artist, and director of the Detroit galleries, are made in the spirit of the pioneer days when cabinet makers made furniture out of the material at hand to fit the needs of the sturdy American homes which belonged to those times.

To three young collaborators, whose projects were worked out at Cranbrook Academy of Arts, went 10,000 Belgian francs and the distinction of being the only American prizewinners in the recent regional planning competition sponsored by the city of Antwerp for development of an area along the banks of the Escout River. They were James Timpson, East Orange, N. J., William Turnbull, Far Hills, N. J., and Carl Feiss, Cleveland.

## CLASSIFIED BUILDING TRADES

### General Contractors

CORRICK BROTHERS, Inc., 1254 Michigan Theatre Bldg. Randolph 2934

### Painting & Decorating

OSWALD LEITERT, 439 Pemberton Bldg. Randolph 5500.

Patronize our advertisers

### Lumber & Millwork

GRACE HARBOR LUMBER CO.—Four Yards. Hogarth 4913

HURD LUMBER CO., 6425 W. Vernor Highway. Vinewood 1-4120.

C. W. KOTCHER LUMBER CO., 2137 Gratiot Ave., Fitzroy 3390 — Established 1864.

RESTRICK LUMBER CO., 1000 W. Grand Blvd. Lafayette 0500.

### General Floor Contractors

ALBERT GRAUER & CO., 1408-24 Seventeenth St., Lafayette 1950

### Pipe Covering

C. STANLEY MORGAN, 455 West Larned St. Cadillac 6146.

Patronize our advertisers



## ROGER BAILEY'S RENDERING CLASS

### First Session

THURSDAY, OCTOBER 5th, 4 P. M.

Office of George D. Mason & Co.

Those who have enrolled in the sketching class of Roger Bailey are requested to meet for the first session on Thursday afternoon October 5th at 4 P. M. in the office of George D. Mason & Company, 409 Griswold Street.

Mr. Bailey asks that members bring the necessary materials for a pencil sketch, and for his guidance he also requests that each one bring a pencil sketch that he has done.

Herbert G. Wenzell of the office of George D. Mason & Company, who has assisted in organizing the class, announces that the following have enrolled:

Messrs. Calder, Gamber, Howe, Kiefer, Lentz, Leone, McComber, Lexen, Marr, Wenzell, Williams, F. H. Wright and H. R. Wright.

It is hoped that at least ten will be present, as a smaller number would result in discontinuing the class.

It is hoped, therefore, that all those enrolled will attend as it is desirable to have the class not too large and not too small. There is an excellent opportunity, now while we have leisure, to get some excellent training—only don't over-train.

## ALLIED ARCHITECTS AND ENGINEERS ELECT OFFICERS

The second meeting of the board of Directors of the Allied Architects and Engineers of Wayne County was held on September 25th. The following officers were elected: W. G. Malcomson, President; Clarence Hubbell, First Vice President; H. Augustus O'Dell, Second Vice President; L. R. Hoffman, Secretary; Walter E. Lentz, Treasurer.

By-laws were adopted only as to the name of the organization and the officers as named above.

Messrs Wallbridge and Kelly of the Michigan Committee on Trade Recovery were present and urged the group to get behind the movement to speed state projects.

Another meeting was held on Thursday at which, in the absence of President Malcomson, First Vice President Clarence Hubbell presided.

The by-laws were further discussed and adopted with the exception of two paragraphs, which were in controversy. The next meeting will be held at the Aztec Tower Wednesday noon October 4th.

Commenting upon the omission of the figure of Christ from the Frank Brangwyn RCA building's mural, Mr. Raymond Hood said: "Some people here felt that it would not be fitting to put the figure of Christ in a business building." That is understandable. Some people think that once a week is enough to be confronted with an image whose teaching might not be in harmony with their practices the other six days.

## H. G. WELLS WRITES OF LIFE IN 2106 A. D.

From The Grand Rapids Chronicle

No skyscrapers will be standing two centuries hence, prophecies H. G. Wells, British historian and novelist. They will have been demolished to make way for larger, finer, more liveable cities. Social life will be organized around public clubs in which will be grouped sports halls, perpetual news cinema studios and social centers. In the current Rotarian Magazine, Mr. Wells sketches a graphic preview of the world of 2106 A. D. as he will give it in a history written as of that year.

"The twenty-first century," he says, "rediscovered an experience of the nineteenth century and the first centuries of the Christian era, a discovery also made by Alexander the Great, that it is much easier to build great modern cities in new places than to modernize the old centers of activity. And the more vital these old centers remained, the more difficult was their reconstruction. . . . New York was typical of this lag in rebuilding. Up to quite recently lower New York was the world's

### Kelvinator Sales Corporation

Detroit Branch

2842 West Grand Blvd. at Hamilton

Detroit

MADison 9840

### GOOD

HARDWARE FOR OVER 50 YEARS

### RAYLS

1233 Griswold Street

### PUNCH and JUDY THEATRE

KERCHEVAL AT FISHER ROAD NI. 3898

WEDNESDAY, THURSDAY, OCTOBER 4, 5.

Big Crosby "King Of Jazz" and Jean Parker  
"What Price Innocence"

FRIDAY, SATURDAY, OCTOBER 6, 7.

Leo Carillo,—Mary Brian, "Moonlight and Pretzels"

SUNDAY, MONDAY, TUESDAY, OCTOBER 8, 9, 10.

Robert Montgomery,—Helen Hayes, "Another Language"

### JACOB DANIEL BRICK COMPANY

SAND MOULDED FACE BRICK

Jumbo Brick — Crushed Brick — Common Brick

Also brick 2 inch wide for remodeling frame buildings—  
variety of colors.

Wyoming Ave., 2 Blocks S. of Michigan

ORegon 1525

### ROZYCKI BROTHERS CO.

BUILDING CONTRACTORS

TEmple 2-5200

1958 E. Canfield  
Detroit



most old-fashioned city, unique in its gloomy antiquity. The last of the ancient skyscrapers, the Empire State building, is even now under demolition in 2106!"

Mr. Wells foresees a new era of homes, quickly erected and even more quickly demolished. "We no longer think it meet," he writes, "to wear another man's abandoned house than to wear the old clothes of the dead."

And speaking of clothes, he recalls the filthy twentieth century, when "men would wear their underclothes for years, having them painfully washed out, dried, ironed and returned weekly, and they would wear their complex outer garments with all the old fastenings, buttons, straps, buckles and so forth, sometimes for years. They had to be made of dark fabrics with broken patterns to conceal their griminess." But in the new day, he goes on, clothes are scanty and healthful, and are replaced at least every three days by new garments. Nothing is washed. Laundries are forgotten. Cobblers are unknown.

And in the world of 2106 travel becomes the simplest of matters. Mr. Wells sees the ordinary man of that day arranging overnight for a vacation to the ends of the earth. Off he goes in the clothes he wears, armed only with his wallet, his identification papers, and perhaps a memorandum book or something he may desire to read. Whatever else he is likely to need he is likely to find on his way. Everyone moves about freely—and poverty is something about which one reads in history books.—*Birmingham Eccentric.*

## CONFERENCE ON PLANNING AND NATIONAL RECOVERY

The National Conference on City Planning and The American Civic Association will hold a Conference on City Planning and National Recovery in Baltimore, Maryland on October 9, 10, and 11, 1933. Headquarters will be at the Southern Hotel, where there will also be an Exhibit of Planning and Large-Scale Housing.

The Tennessee River Valley Project will be discussed by Dr. Arthur E. Morgan, Chairman of the Tennessee River Valley Authority, as well as by others on his staff.

Frederick A. Delano, President of The American Civic Association will speak on Planning and National Recovery. Other topics will include a wide range of subjects related to planning.

Reduced railroad rates can be secured by communicating with Mr. Flavel Shurtleff, Secretary at 130 E. 22nd Street, New York.

## HOUSING PLANS

From The Detroit News

If the attitude of Secretary of Interior Ickes is a portent, Federal loans for slum-clearance and low-cost housing projects will have a prominent place in the public works program being set under way. Mr. Ickes believes that where such developments are financially sound, they furnish the best possible use to which the money could be put. "Low-cost housing," he said recently, "is needed not only to provide shelter, but to protect the health, safety and morals of the people. It differs from all other types of job-creating activities in that it throws a permanent bulwark against the social dangers of unemployment and depression."

Undoubtedly there are places in the nation where the construction of decent, sanitary and well-lighted quarters on a mass scale would raise the living standards of people now housed in cruelly inadequate tenements. New York's East Side comes to mind, certain sections of Chicago, and the poverty-stricken districts of many of the older cities. The proposal to go into the subject just at this time, however, raises the interesting question, What kind of apartments and multiple houses are to be built?

There are many signs that something of a revolution in housing is not far away. Architects and engineers have been busy for nearly a decade designing home improvements which have not been marketed widely because the "country was caught up" in its building. As the number of improvements and efficiency devices pile up, and the "modern type" of home grows older we are coming closer to a time when it will be possible to resume building, but on a somewhat different scale than in the past. Instead of separately built houses we are to be offered quantity-built homes fabricated in units on the automobile assembly principle at such savings as will bring the comforts of air-conditioning, scientific illumination, sound-proof walls, but likely to be obsolete before paid for? Will they be bold departures into the untried fields of unit service assemblies, metal and glass walls, and mechanical conveniences which will be strange and may be unacceptable to the people they are built for? Or will they represent some compromise between efficiency and tradition, an entering wedge to advertise what designers expect to make common later, being neither as good as architects know how to build for the money, nor as bad as the present average "modern" small-area home. It is at once an opportunity and a puzzle Mr. Ickes faces.

## THE NICHOLS FLOOR & TILE CO.

*We specialize in*

ALL TYPES RESILIENT FLOORS  
ACOUSTICAL TREATMENT  
SOUND REDUCTION

*Some of our accounts*

STEDMAN REINFORCED RUBBER FLOORING  
CALICEL ACOUSTICAL MATERIALS  
PHEMALOID LARGE DIMENSION VENEERS  
LINOLEUMS MASTIPAVE  
ASPHALT TILE X-ITE

*We would appreciate the opportunity of discussing your floor, wall or ceiling problems with you.*

708 Michigan Theatre Bldg.

CAdillac 1006-7



The Octagon  
1741 New York Ave.,  
Washington, D.C.

# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

H. Augustus O'Dell, President  
Richard H. Marr, 1st Vice-President  
Lancelot Sukert, 2nd Vice-President  
Russell A. Allen, 3rd Vice-President  
Frank H. Wright, Secretary  
Talmage C. Hughes, Executive Secretary  
Andrew R. Morison, Treasurer

### Editor

TALMAGE C. HUGHES  
120 Madison Ave., Detroit  
Telephone: CHerry 7660

### Business Manager

E. B. FAUQUIER

### DIRECTORS

G. Frank Cordner  
Clair W. Ditchy  
H. J. Maxwell Grylls  
Alvin E. Harley  
Walter E. Lentz  
Emil Lorch  
William G. Malcomson  
Christian Stoketee

Published Weekly. Subscription Price: \$2.00 per year.

Entered as second-class matter December 9, 1930, at the Postoffice at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 7

DETROIT, MICH., OCTOBER 10th, 1933

No. 41

## GOOD FELLOWSHIP KEYNOTE OF LUNCHEONS

### MALCOMSON AND KAMPER HAVE TILT

That W. G. Malcomson needs roller skates to get around to all of the offices up which he has been elected was the assertion of Louis Kamper, chairman of Tuesday's meeting of architects, engineers and World's Fair visitors.

Kamper called for the secretary's report, he was declared out of order and so he took it out on Malcomson.

"Louis has been in Europe for so long," said W. G., "that he has forgotten that no reports or other cut and dried business are allowed at these meetings.

"They are merely informal get-togethers of architects and their friends, and good-fellowship is the keynote. No one outside can get very far toward running down a member of this group when we all meet here and become better acquainted.

"This is only one of the advantages, however. We come together not by special call but as a regular weekly event open to all. A different chairman is elected for each meeting and he bulls things through in the wrong way, as Kamper has just done."

Regarding the Allied Architects and Engineers of Wayne County, to which Mr. Malcomson has been elected president, we learn that progress is being made toward completion of the organization, its officers, personnel and by-laws.

The World's Fair was again a topic of interest. Now that Sally Rand and O'Dell & Rowland's house have been definitely linked together as the two most worth-while shows, and since Sally got a year in jail, the question arises, what should O'D & R get?

John Stahl furnishes the view point this week. At the suggestion of O'Dell he gave his version as follows:

"I have been very much interested with the impressions, of the Century of Progress Fair, given by our members. I too went over to see it and for four days walked my dogs until they not only barked but yelled murder. Of course, we Architects all understand that the Fair Buildings are temporary and for effect, we must so judge them. It is too bad, that these supposedly monumental buildings cannot, because of sensible economy, be built of a more lasting quality of material. However, I believe, these new thought buildings will leave a more lasting impression of progress, particularly after you see them at night, than their 1893 predecessors.

"I can appreciate the shock that Herb Wenzell got when he entered the 'Hot Dog Gate' instead of

the 'Main Entrance' and considering the great number of visitors accommodated, the visitors could not be expected to carry portable conveniences with them as the Chinese sometimes do, likewise the hot dog stands. The conveniences could not be confined to one hidden spot on nearly 3 miles of 'water front.'

"The two outstanding buildings, I would say were the Illinois Host Building and O'Dell and Rowland's Residence.

"Mr. Ralph Adams Cram in his attack on the Fair Buildings is justified when you consider the class of work he is accustomed to. However Chicago had the intestinal fortitude to do something new and big in Fair Buildings and they certainly got an effect in mass and color that was excellent. Chicago also has men of vision, proven by her improvement of the Lake Front. I also liked Chicago's idea of a Fair Plan, even if they did borrow a park from the City; it was interesting and a few minutes survey from a vantage point and a map, gives one his bearings in this unsymmetrical plan. Only too much of Ben Bernies beverage might make you lose yourself.

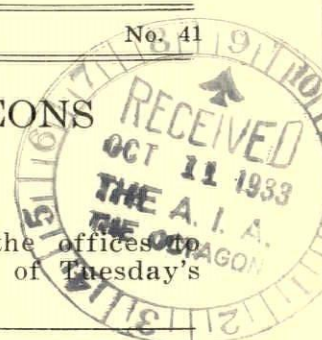
"I saw the Fair just before sunset one day from one of the 640 foot Towers and it is a sight on a clear day which I shall never forget. The light was soft enough to give a most entrancing and animated picture of the fair in almost one view.

"I should like to see more landscaping about the buildings and a little less barking from the loud speakers, but one is certainly kept informed of what is going on. As one of the other writers said, let the last view of the Fair be at night, it will be a lasting and most pleasant impression of a very colorful scene."

After hearing this it was easy to see why O'Dell called upon Stahl.

Interspersed with good stories, the City Plan idea again took front page position. Mr. Trout reviewed the conception of the Wacker Plan in Chicago, stating that following the 1893 World's Fair a Commercial Club was formed in Chicago for the purpose of carrying on the influence of the Fair

(Continued on Page 6)





# HOMES OF YESTERDAY AND TOMORROW

A Radio talk by Miss Josephine Walters, Associate Curator of American Art, Detroit Institute of Arts

Almost everyone is interested in houses and their furnishings. You may or may not care a great deal about paintings and sculpture, and you **can** get along without them, but you cannot very well get along without some kind of house, and you have to have things to put in it. I wonder how many of you realize that if we except our bathrooms and kitchens, with their modern appliances, there has been nothing really new in home building and furnishing for over a hundred years. No century has been so unproductive of original, creative work in architecture and house furnishings as the century through which we have just passed. Each preceding century, from the tenth on, has given us a new and distinct style, so that we refer to the Romanesque, the Gothic, the Renaissance, the Baroque, the Rococo and the Neo-Classic styles. And each of these great styles of the past can be seen to reflect the lives and the thinking of the people who created it. The pointed-arched, tall-spired Gothic cathedral mirrors the mystic, heaven-aspiring soul of the Middle Ages, and in the same way, the frivolous, pleasure-loving court life of Louis XV's reign is indelibly stamped on the dainty painted and gilded chairs and tables made in the first half of the eighteenth century in France. In all of these centuries, of course, the objects that went into the furnishing of the home, whether fur-

nally be called new. Oh yes, I have forgotten. This century did give us rocking chairs, tidies and hair wreaths!

Finally things became so bad that there was nothing left to be done, for those people who liked to be surrounded by beautiful things, but to turn to the genuine old styles themselves; and thus, at about the beginning of the new century, began the fashion for antiques resulting in the expenditure of much time and money in searching out, from garret and cellar, in out-of-the-way places, pieces discarded by several generations as too "old-fashioned" to be longer in use. In many instances enormous sums have been paid for these pieces—sums exceeding hundreds of times their original value. When the genuine antique pieces could not be afforded, the next best thing was to buy good reproductions, so that to-day almost every better-class home boasts of a "Duncan Phyfe" dining room suite, or Queen Anne, Chippendale, or Sheraton living room furniture.

And what in the meantime had been happening to the house itself? Almost exactly the same thing. The hybrid style of the last half of the century, like the furniture a mixture of a half dozen styles of the past, was succeeded in the early days of the present century by more or less exact reproductions of Italian villas, French chateaux, Tudor cottages, or Georgian manor houses.

(To Be Continued In Next Issue)

Some of Britain's most famous architects, including Sir Edwin Lutyens, Sir Reginald Blomfield and Vincent Harris, have been debarred from preparing plans for a new 10,000,000 block of government offices on Whitehall by the condition that no men over 55 years of age may apply.

The government, which has decided to push ahead the work after twenty years of talk, holds that the successful architect should be able to supervise the work from start to finish and believes a man of 55 has not sufficient expectation of life to do so.

Sir Giles Scott, president of the Royal Institute of British Architects, although within the age limit, also was debarred because he had been invited to submit to the government the names of the ten leading architects of England and Scotland from which a selection could be made. Vincent Harris won in 1912 the original competition for the design.

## Architects' Luncheon

32nd Floor, Union Guardian Building

Private Dining Room,

South Vista

Tuesday, October 10th, 12:30 p. m.

niture, rugs, tapestries, curtains, glass, silver, or china, were made by hand, by artist-craftsmen, who took pride and pleasure in their work. And then, early in the nineteenth century, something happened which brought all this to an end. With the discovery of the use of steam, machines were everywhere introduced, taking away from the craftsman his means of subsistence and supplanting the lovely, handmade things with cheap and almost invariably ugly substitutes. The factory manager took the place of the artist-designer; the factory worker with his oil can that of the trained artisan with his chisel, potter's wheel, or hand loom. Unable to create new and beautiful things of its own, the factory had only one recourse, which was to borrow from the styles of the past. Now this would not have been so open to criticism if these styles had been copied truthfully.

The main reason why so much of the furniture, textiles and china of the nineteenth century is so bad, is because it combines in one piece motifs taken from several quite different and even conflicting styles of the past—the worst possible offence against good taste. Most so-called "Victorian" furniture, textiles, or china, may have in it features taken from pieces belonging to any one of the reigns of Victoria's predecessors, from the first of the Tudors down. There was nothing that could

## CLASSIFIED BUILDING TRADES

### General Contractors

CORRICK BROTHERS, Inc., 1254 Michigan Theatre Bldg. Randolph 2934.

### Painting & Decorating

OSWALD LEITERT, 439 Penobscot Bldg. Randolph 5500.

### Lumber & Millwork

GRACE HARBOR LUMBER CO.—Four Yards. Hogarth 4913.

HURD LUMBER CO., 6425 W. Vernor Highway. Vinewood 1-4120.

C. W. KOTCHER LUMBER CO., 2137 Gratiot Ave., Fitzroy 3390 — Established 1864.

RESTRIK LUMBER CO., 1800 W. Grand Blvd. Lafayette 0500.

### General Floor Contractors

ALBERT GRAUER & CO., 1408-24 Seventh St., Lafayette 1950

### Pipe Covering

C. STANLEY MORGAN, 455 West Larned St. Cadillac 6446.

Patronize our advertisers

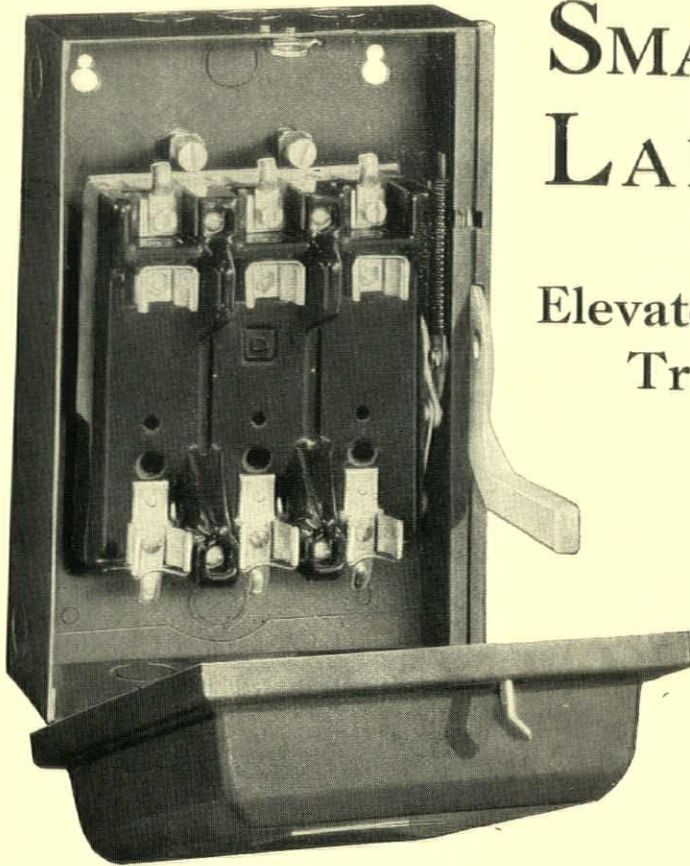
Patronize our advertisers



THE NEW SQUARE D 50,000 LINE OF COMPACT SWITCHES

# SMALL OUTSIDE LARGE INSIDE

## Elevated Base Gives Switch Triple Wiring Area



**H**ERE, at last, is a line of switches with small boxes, but with greater wiring space inside—larger even than many switches of greater external dimensions.

These features are due to a new compact switch mechanism which is elevated from the back of the box by four posts, permitting the entire back of the box to be used for wiring without the necessity of threading the wires or the danger of pinching them.

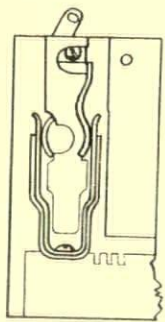
The base is easily and quickly removed by loosening four screws to facilitate wiring.

The line of switches are quick make and quick break, have complete interlock, and front operation—a valuable feature when mounting areas are limited. High rupturing capacity is obtained.

Special attention has been given to the cabinet which is of distinctive design with knockouts available on all four sides.

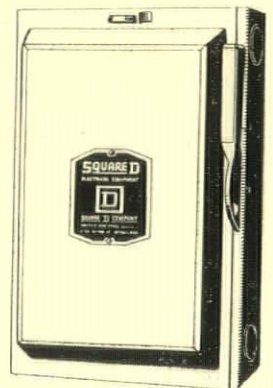
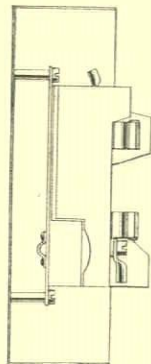
The switch mechanism is double break. There are no hinged contacts. The blades are copper reinforced with resilient rust-resisting steel springs, which provide automatic positive contact and reduce heating by 62½ per cent.

Square D Positive Pressure Fuse Clips are used. The operating handle is drop-forged. This line is manufactured in 30 and 60 ampere sizes for both low and high voltage.



*Showing the double break mechanism and the positive pressure sliding blades, the secret of the new 50,000 line's compactness and efficiency.*

*This shows how the switch mechanism is mounted on four posts to provide ample wiring space between the base and the back of the box.*



SQUARE D COMPANY, DETROIT, MILWAUKEE, PERU, IND.



## BUILDERS' AND TRADERS' PAGE

*Edited by E. J. Brunner, Sec. Mgr. Builders' and Traders' Exchange of Detroit*

Officers and Directors of  
BUILDERS' AND TRADERS' EXCHANGE  
of Detroit, Michigan

President—Edward Horning  
Vice Pres.—Edwin Kriehhoff  
Treasurer—A. F. Pudrith  
Secretary—E. J. Brunner  
Fred Anderson, Otto Sauer, Roy Boomer,  
William Seeley, Harry Culbertson  
Edward Schroeder.

*How This Happens*

How do we come to land Plop in this space? Well it's not a long story. First of all, this is a magazine, that is really read, and we are proud of the courtesy afforded us. We have been reading this product of our friend Tal Hughes for years, and have always thought that the Michigan Society of Architects should have every support from us that we could give.

Now don't start off by getting this wrong. We do not mean that the calibre of this page is going to be support. What I mean is that we propose to support the architects' magazine instead of starting a sheet of our own. In this way, we are giving real support, and making one grow where two might both languish.

Let us be real frank-brutally frank about this magazine business. The Michigan Society of Architects needs a publicity medium. So does the Builders' and Traders' Exchange. Publicity mediums have to be supported by advertisers. That's where the rub comes—a necessary rub. The magazines are not run for the purpose of getting advertising, but it does take a lot of PURPOSE to get enough to run the magazine.

This Bulletin, which from now on will be sent to all the membership lists of the Builders' and Traders' including its contractor lists and supplier lists out in the state, will now possess a virtual blanket coverage of Michigan's construction industry. That is reason number one why it will be a logical advertising medium. Reason number two is that it is just bound to be read.

We can say these things without any reservation because we are not in this on any sort of partnership basis. We will do all in our power to help this magazine, but we have no part in its management or operation except that we from now on will use this page as our own, subject of course, to Tal's Blue Pencil.

We shall endeavor to make this page of interest to the architects as well as to our own readers.

*Codes—Codes—Codes*

There is a tremendous job ahead of us, so let each one of us try to get right about this code business. For years we have tried to bring better practices into our industry. Invariably the plans have been spoiled by either one or both of the following—(1) running afoul of anti trust laws (2) competition of the outsider who saw fit to be a rugged individualist and to knife all effort to set up better conditions.

We have all seen the insider on a plan who at heart is an outsider break a rule giving the alibi, "Well the outsider forced me to do it" This has often been done when if all the insiders had stood together they could have defeated the outsiders. This is all an old story—well known.

Now the government has given a most wonderful opportunity to organized industry. It has promised exemptions, if necessary and approved, to provisions of the anti-trust laws which would make impossible the carrying out of an approved code. Also the government has provided that when an organization gets a code of practice approved its provisions shall bear on the outsider as well as on the insider.

It is a far stretch of the imagination to think that the NRA is going to destroy all brands of rugged individualism. It is merely a plan to make the rugged ones play by the rules which most of us want.

Of course, there can be discerned on the horizon the shadows of a dictatorship which scares alarmists pink. Be it said that dictatorship can come only as the result of organized industry bucking the plan laid down for its preservation.

The important thing after being sold on the idea of codes, is to think, "How can I help enforce them." We all know why prohibition failed. Codes can and will fail if we don't do all in our power to make them succeed. If we don't want them, they will fail. If we do want them—if we really want what we have been talking about wanting for the last fifty years, you and I and every one else must see to it that violators do not go unscathed.

The September issue of The Octagon announces that the Michigan Society of Architects was unanimously elected to the second charter of State Association membership in the American Institute of Architects. The first charter was granted to the State Association of California Architects. The Octagon states, "The Institute welcomes these new members, and counts heavily upon their council and support in these days of social and economic stress."

## PUNCH and JUDY THEATRE

KERCHEVAL AT FISHER ROAD

NL. 3898

WEDNESDAY, THURSDAY, OCTOBER 11, 12.  
Richard Bennett, Ricardo Cortez, "Eij Executive"

FRIDAY, SATURDAY, OCTOBER 13, 14.  
Buster Crabbe, "Tarzan The Fearless"

SUNDAY, MONDAY, TUESDAY, OCTOBER 15, 16, 17.  
Mariene Dietrich, "The Song of Songs"

## JACOB DANIEL BRICK COMPANY

SAND MOULDED FACE BRICK

Jumbo Brick — Crushed Brick — Common Brick

Also brick 2 inch wide for remodeling frame buildings—variety of colors.

Wyoming Ave., 2 Blocks S. of Michigan

O'Regan 1828

## ROZYCKI BROTHERS CO.

BUILDING CONTRACTORS

TEmplo 2-5200

1958 E. Canfield  
Detroit

Patronize our advertisers



STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED  
BY THE ACT OF CONGRESS  
OF AUGUST 24, 1912,

Of The Weekly Bulletin, Michigan Society of Architects, published weekly at Detroit, Michigan, for October 1, 1933.  
State of Michigan,  
County of Wayne ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Talmage C. Hughes, who, having been duly sworn according to law, deposes and says that he is the Editor and publisher of the Weekly Bulletin, Michigan Society of Architects, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher Talmage C. Hughes, 120 Madison Avenue Editor Talmage C. Hughes, 120 Madison Avenue, Detroit, Managing Editor—None. Business Manager E. B. Fauquier, 120 Madison Avenue, Detroit.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Michigan Society of Architects, 120 Madison Avenue, Detroit.

A Michigan Corporation.

There are no stockholders.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in case where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

Talmage C. Hughes, Editor

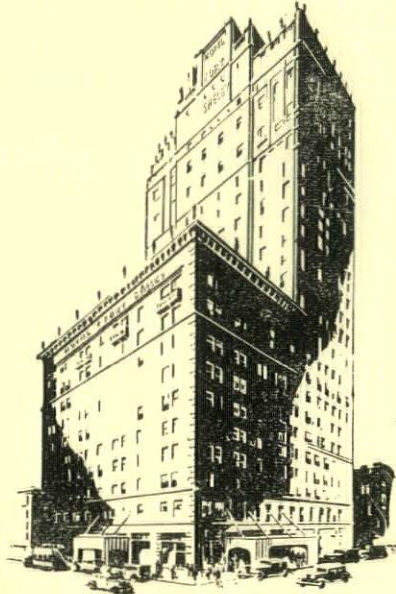
Sworn to and subscribed before me this 26th day of September, 1933.

(Seal)

Albert A. Rupp

(My commission expires July 2, 1934.)

"Aglow with Friendliness"



## ARCHITECTS

Make the Shelby  
Your Home in Detroit

Here's the ultimate in "new deal" values! 900 outside rooms... all equipped with tip-saving servitors, private bath, circulating ice water and box-mattressed beds. Many priced as low as \$2.00. Suites \$6—\$20. Three popular priced restaurants. Garage.

**HOTEL Fort  
Shelby**

DETROIT



# GOOD FELLOWSHIP KEYNOTE OF LUNCHEON (Continued from Page 1)

on a City Beautiful idea. The Club got the mayor to appoint some 320 of Chicago's most influential citizens to a City Plan Commission. They secured donations and among other things published the Wacker Manual.

Mr. Walker stated that the City Plan commission of Chicago has been largely a "Bigger and Better Chicago Association," and that it has spread out to many other organizations. And did you ever visit the Detroit Engineering Society Club rooms and see on the wall's a picture of the Statue of Liberty "Donated by E. M. Walker." He's more public spirited than we ever thought. We always supposed it was donated by the French Government.

The above item was called to our attention by

Lance Sukert, who in the same breath said we were a poor editor because when he sent in an article I printed it verbatim. Following one of his \$2.00 words he had in parenthesis, "better look up this one, it isn't in my dictionary."

I tried to explain that there were different kinds of articles; serious, facetious, and down-right burlesque. His was somewhere in the twilight zone and I thought the parenthesis belonged there. He gave a laugh. And what a laugh! I learned that there are also several brands of laughter; the Ha-Ha, or harmless brand, and the Haw-Haw, which is a member of the razzberry family. Any way, he can blame the proof reader. I'm not one of those comma and dash hounds.

Will some one please make a motion to adjourn to some place or other, probably Tom Wade's?

## THE NICHOLS FLOOR & TILE CO.

*We specialize in*

ALL TYPES RESILIENT FLOORS  
ACOUSTICAL TREATMENT  
SOUND REDUCTION

*Some of our accounts*

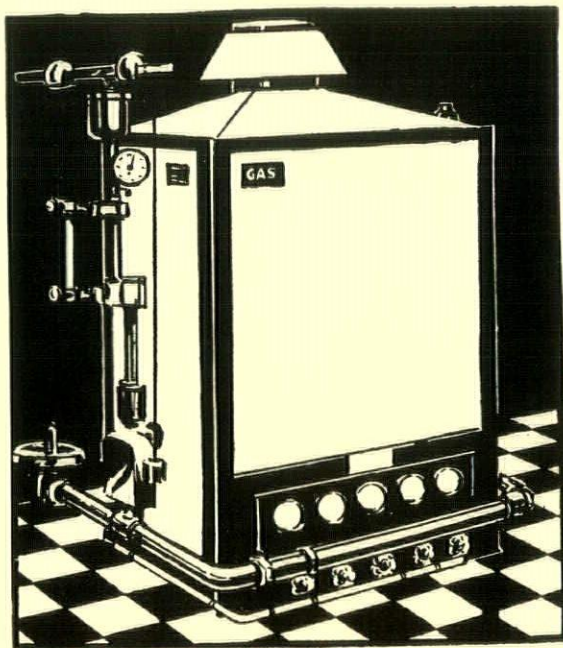
STEDMAN REINFORCED RUBBER FLOORING  
CALICEL ACOUSTICAL MATERIALS  
PHEMALOID LARGE DIMENSION VENEERS  
LINOLEUMS MASTIPAVE  
ASPHALT TILE X-ITE

*We would appreciate the opportunity of discussing your floor, wall or ceiling problems with you.*

708 Michigan Theatre Bldg.

CAdillac 1006-7

## Specify GAS for Maximum Comfort and Convenience



From every standpoint — cleanliness, quietness, freedom from odor, uniformity of operation, and better utilization of basement space — gas is the modern household fuel.

Detailed information, specifications, installation data and prices will be supplied upon request.

### DETROIT CITY GAS COMPANY

CLIFFORD AT BAGLEY

CHERRY 3500

#### BRANCHES:

Boulevard—General Motors Bldg.  
Hamtramck—11601 Jos. Campau  
Wyandotte—3013 Biddle Avenue  
Dearborn—22113 Michigan Avenue



Frank C. Baldwin  
The Octagon  
Washington, D. C.



# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

H. Augustus O'Dell, President  
Richard H. Marr, 1st Vice-President  
Lancelot Sukert, 2nd Vice-President  
Russell A. Allen, 3rd Vice-President  
Frank H. Wright, Secretary  
Talmage C. Hughes, Executive Secretary  
Andrew R. Morison, Treasurer

### Editor

TALMAGE C. HUGHES  
120 Madison Ave., Detroit  
Telephone: CHerry 7660

### Business Manager

E. B. FAUQUIER

### DIRECTORS

G. Frank Cordner  
Clair W. Ditchy  
H. J. Maxwell Grylls  
Alvin E. Harley  
Walter E. Lentz  
Emil Lorch  
William G. Malcomson  
Christian Steketee

Published Weekly. Subscription Price: \$2.00 per year.  
Entered as second-class matter December 9, 1930, at the Postoffice at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 7

DETROIT, MICH., OCTOBER 17th, 1933

No. 42

### ARCHITECTS AND AZTECHNICIANS

Lunching in the Asstec Tower is getting to be quite an adventure because one meets so many important people, such as C. W. (I Cover the Waterfront) Palmer, George J. (Free Sketch) Haas and C. W. (Portugese) Ditchy.

Mr. Ditchy earned his title while out night clubbing and being espied by "The Chaperone," who wrote, "Mr. Ditchy knew some Portugese and could talk a bit with the Senor and Bookie's apparent understanding of his animated conversation made us very envious."

It's a great life if you don't week-end.

And so Ditchy was elected chairman. He called for ponderous business, and Kamper again moved for minutes of the last meeting. He was laughed out of order and Ed Brunner was asked to stand up and tell why he was there.

"It's all very simple," said Ed, "I was on the way to my favorite White Tower and met Andy Morison. I haven't anything to say, except—"

And someone suggested he was good for an hour, but instead he gave a better brief in favor of the Bulletin than the editor could give himself, for which we are truly grateful. And did you ever

#### Architects' Luncheon

32nd Floor, Union Guardian Building

Private Dining Room,

South Vista

Tuesday, October 17th, 12:30 p. m.

meet a man from Delaware?

W. G. Malcomson, being duly called upon, reported that the Allied Architects and Engineers of Wayne County had adopted by-laws and are ready for business. They have already taken definite steps toward the realization of a comprehensive city plan.

By next Tuesday Louis Kamper will have returned from the Fair, and what a treat that will be!

Herb Wenzell reports that the Roger Bailey sketch class was off to a good start. There were seventeen present and a good time was had by all, and all learned something.

Perry Fellows was an honored guest and should be raised to the sublime title of F. A., meaning friend of the architects. E. M. Walker received that title some time ago. And Fred Crowther says a good name for an architect is Morehouse.

A letter from C. F. J. Barnes states that owing to a long illness he has been unable to attend any of our meetings, but that he hopes to take part in such activities in the near future.

### HOMES OF YESTERDAY AND TOMORROW

(Continued from Last Issue)

But even before the turn of this century of bad taste, there were a few architects working in different parts of Europe and America, who began to sense that there was something wrong with their profession, and that this constant plagiarism was simply a confession of dishonesty and impotence. Among these pioneers was Otto Wagner in Vienna, Berlage in Germany, and our own Louis Sullivan. These were soon followed by a number of others. These architects realized that each great building style of the past had been largely determined by the building material which the architect had at hand. That the Greek Parthenon is unthinkable apart from the fine-grained white marble from the vicinity in which it was erected. That it was the soft gray stone which had made possible the great cathedrals of the Middle Ages with their myriad carved sculptures; and that the thatched hut or log cabin of the pioneer settlement came about from the use of the most logical and natural material of the new land. And so these architects came to the realization that steel and concrete, used honestly and not masked and camouflaged to resemble Greek temples or Gothic cathedrals, could produce a style of architecture genuinely expressive of the machine age in which we are living.

Those of you who have had the good fortune to visit the group of modern houses at the World's Fair in Chicago this summer will have seen the results that can be achieved. Most of these houses were not only attractive from the outside, with their interesting window groupings and delightful second-floor balconies, but their interiors were bright, cheerful, healthful, and highly practical. The construction in most cases consisted of a light framework of metal or reinforced concrete posts tied to the floors and filled in externally with some weather-resisting material in thin slabs prepared beforehand by machinery and easily handled. Most

(Continued on Page 2)



## HOMES OF YESTERDAY AND TOMORROW

(Continued from Page 1)

of them were of fine stucco in pastel shades of gray, buff, pale rose or green. Some of them had two "skins," so to speak, that is to say, a second wall attached to "furring strips" which extend back from the outer wall and to which is fixed the reinforcing material for the inner wall. On this metal lath is applied the interior plaster, leaving an air space between the exterior and interior walls, not only making the house sound proof and fully insulated against both heat and cold, but preventing dampness from penetrating and spoiling the walls of the rooms.

It is obvious that with such a system of construction, in which the walls are carried by the framework and do not themselves aid in supporting the building, there is no limit to the number or size of windows, a factor which not only permits of great freedom in design, but—and this is one of the most important points in favor of the new architecture—allows of abundant, health-giving sunshine and of broad view of garden and surrounding country. Another feature of most of the new houses is the flat roof and wide balconies made possible by the steel construction, thus utilizing valuable space that is now given up to the countless steep-roofed gables which you will find by the hundreds in any of the outlying districts of our cities. These flat roofs and terraces may be used for gardens in the city, where garden space is at a premium, or as out-of-door recreation rooms, where various deck games may be played, or gymnasium exercises taken.

Such a method of construction, where no support is needed from inside walls, makes it possible to divide the interior with light partitions which, having no structural function, can be made removable if desired, not only permitting rooms to be thrown open at times when greater floor space is desired, but allowing a complete re-arrangement of rooms, if the original scheme should grow monotonous or unsatisfactory.

The principle stressed by all these new buildings is that form should come as a result of function; that a building should be an organic growth, no longer contrived of a pleasing exterior into which the interior is ruthlessly fitted, but expressing openly and precisely the purpose for which it is destined. Thus the new house is stripped of all the superfluous encumbrances and display which have falsified architecture for the last hundred years, restoring to line its intrinsic value and emphasizing from by means of volume and structure. The new architect feels that a house should be judged by its utility and convenience, by the degree of comfort it provides and the success with which it meets the needs of the family for which it is built, not by any more or less exact resemblance to a Jacobean or Georgian manor house or Italian villa built for an age with living conditions quite different from those of to-day. He argues that just as the machines of to-day have attained external beauty only with perfection of function—we have but to contrast the automobile, motor

boat or typewriter of to-day with those made twenty years ago—so the house that functions most perfectly will be the most beautiful. Let us not deny, he says, that we are living in a machine age, and let us make our house the most perfect of all machines.

Since everything in a house should have a proper relation to the house itself, the same simplicity of line at which the architect aims is repeated in walls, woodwork, lighting fixtures and hardware. A fresh spaciousness and the repose of quiet, restful lines, with an emphasis on beautiful proportions and plain surfaces, are among the characteristic features of the new interiors. Added to this is the increased light and sunshine given by the large windows, and the large part played by harmonious color schemes. What a contrast to the stuffy, over-crowded, gloomy interiors of Victoria's day!

The furniture, textiles, and china are as fresh and different as the house. The main characteristics of the furniture are its simplicity, its honesty of construction, with no attempt to mask already beautiful lines with applied ornamentation of carving, or the fringe, galloon, or tassel beloved of our grandmothers. Emphasis is laid upon beauty of color and material, whether wood or metal. Purged of its early eccentricities, it has become elegant and perfect in technique, comfortable, intimate, and even, if desired, luxurious. On the other hand, it can be extremely inexpensive and many pieces can be designed by the owner and painted or stained to suit the individual taste. With the present trend toward reduced living quarters, there is more and more a tendency toward built-in pieces to conserve space. As soon as the furniture becomes popular enough so that it can be made in large enough quantities, there is no reason why it should not be the least expensive of any style we have had. For with its simple, geometric forms and lack of carving and applied ornament, it is exactly the kind—and really the only kind—that can be made well by the machine. Once again, for the first time for more than one hundred years, it is being designed by artist-craftsmen, men trained in the understanding of line and proportion.

In upholstery, curtain materials, wall papers, and rugs, we find many fascinating new patterns, in keeping with the modern spirit. Much of it is also being designed by artists of note. There is no question that from an esthetic standpoint the best work of to-day is finer than anything done since the eighteenth century. At the present time, in Germany and Holland, there are a number of craft schools which furnish designs and models to the manufacturers, not only making the schools self-supporting, but assuring to the public articles of esthetic merit. There is a similar school at Cranbrook, near Detroit, where instruction is being given in craft work in the modern spirit. An exhibition of its work was held at the Museum a short time ago, consisting of furniture, rugs, fabrics for curtains, wrought iron, and silver, and proved to be one of the most interesting and

(Continued on Page 4)

## CLASSIFIED BUILDING TRADES

## General Contractors

CORRICK BROTHERS, Inc., 1254 Michigan Theatre Bldg. RAndolph 2934.

## Painting &amp; Decorating

OSWALD LEITER, 439 Penobscot Bldg. RAndolph 5500.

Patronize our advertisers

## Lumber &amp; Millwork

GRACE HARBOR LUMBER CO.—Four Yards. HOGARTH 4913.

HURD LUMBER CO., 6425 W. Vernor Highway. VINewood 1-4120.

C. W. KOTCHER LUMBER CO., 2137 Gratiot Ave., FItzroy 3390 — Established 1864.

RESTRICK LUMBER CO., 1000 W. Grand Blvd. LAfayette 0500.

## General Floor Contractors

ALBERT GRAUER & CO., 1408-24 Seventeenth St., LAfayette 1950.

## Pipe Covering

C. STANLEY MORGAN, 455 West Larned St. CADillac 6446.

Patronize our advertisers



## BUILDERS' AND TRADERS' PAGE

*Edited by E. J. Brunner, Sec. Mgr. Builders' and Traders' Exchange of Detroit*

Officers and Directors of  
BUILDERS' AND TRADERS' EXCHANGE  
of Detroit, Michigan

President—Edward Horning  
Vice-President—Edwin Krieghoff  
Treasurer—A. F. Pudrith  
Secretary—E. J. Brunner  
Fred Anderson, Otto Sauer, Roy Boomer, William Seeley,  
Harry Culbertson Edward Schroeder.

### The Michigan Sales Tax

Before this issue reaches its readers, a committee selected at the last conference of associations called by the Builders' and Traders' Exchange will have had another session with the State Board of Tax Administration.

The specific mission at this time is to secure the rescinding of that part of Ruling 38 affecting construction and a clarification of Ruling No. 22. The Committee consists of Herman Banbrook, Waldso Turner, Edward Horning, Ralph MacMullan and E. J. Brunner.

What may be done later in regard to freeing the construction industry from the burden of the sales tax waits upon several considerations. Up to the present the manufacturers have not succeeded in having their desired eliminations granted. There will soon be a session of the legislature.

The Ruling No. 38 has caused a lot of bother although apparently it has not a leg to stand on. It in effect says that a roofing contractor who takes a lump sum contract under a general contractor creates a taxable contract, the tax being on the gross proceeds including labor and materials. The inference is that this is so because the subcontractor is the agent of the general contractor only.

The ruling has not a leg to stand on because when a roofing contractor takes a contract to lay a roof lump sum under a general contractor, he has to lay the roof before his contract is completed. By virtue of that fact the roof has become a part of real estate before the general contractor accepts it, according to the Act 173 (the Michigan Sales Tax Law) he does not make a "sale at retail." The act defines a "sale at retail" as a transaction by which is passed the ownership of personal property. The roofer does not pass personal property.

In spite of the obviousness of the lack of application of Ruling 38, it should be removed from the approved rulings of the tax board because some people are bound to be confused by it as long as it is not rescinded.

Ruling No. 22 needs clarification. The committee has prepared a recommended revision which will do away with the inevitable complication which follows from the fact that while in common practice in construction the contract is not a "sale at retail" in some cases the contractor indulges in forms of business where his sale is a "sale at retail." Of course both conditions have to be taken care of and in the wording of Ruling No. 22 as published July 20th, there is considerable ambiguity.

It is well to remember regardless of the wording of rulings the exact text of the law defining the taxable sale which is called the "sale at retail" which is as follows:

"Any transaction by which is transferred for consideration the ownership of tangible personal property, when such transfer is made in the ordinary course of the transferor's business and is made to the transferee for consumption or use or for any other purpose than for resale in the form of tangible personal property."

Now let us examine this by dissection to find the elements;

- (1) a transaction by which is transferred for consideration
- (2) the ownership of tangible personal property
- (3) in the ordinary course of transferor's business
- (4) the sale being made to the transferee for
  - (a) consumption
  - (b) use
  - (c) for any purpose other than resale IN THE FORM OF TANGIBLE PERSONAL PROPERTY.

No. 1 needs no comment.

No. 2 is what keeps a contract whereby the material becomes a part of real estate before the contract is completed from being a "sale at retail."

No. 3 needs no comment.

No. 4 part (c) is the clause which makes the sale of materials, etc., to a contractor for use on a job where it will become a part of real estate taxable. He does not buy the material for (a) consumption or for (b) use but he does buy it (c) for some other purpose than to sell in form of tangible personal property.

Having these things in mind one can hardly go wrong on the sales tax in spite of rulings which may confuse the layman.

### BIG OCTOBER GOLF OUTING

Bill Seeley of Western Waterproofing Co., chairman of the Architects, and Builders' and Traders' joint golf outings announces a big October "last roundup."

Bill is going to guarantee the weather. To do so, he is not going to announce a date until some good weather comes.

The price for golf and dinner will be \$1.50. Call Bill Seeley, Cadillac 9646 right away to get on reservation list. Then when the proper time comes he will communicate with you. It's going to be a honey.

### PUNCH and JUDY THEATRE

KERCHEVAL AT FISHER ROAD

NI. 3898

WEDNESDAY, THURSDAY,

OCTOBER 18, 19

Lee Tracy, Mae Clarke, "Turn Back The Clock"

FRIDAY, SATURDAY,

OCTOBER 20, 21,

Richard Arlen, Claudette Colbert, "Three Corners Moon"

SUNDAY, MONDAY, TUESDAY,

OCTOBER 22, 23, 24,

Ronald Colman, Elisa Landi, "The Masquerader"

### JACOB DANIEL BRICK COMPANY

SAND MOULDED FACE BRICK

Jumbo Brick — Crushed Brick — Common Brick

Also brick 2 inch wide for remodeling frame buildings—  
variety of colors.

Wyoming Ave., 2 Blocks S. of Michigan

ORegon 1525

### ROZYCKI BROTHERS CO.

BUILDING CONTRACTORS

TEmpire 2-5200

1950 E. Canfield  
Detroit



## HOMES OF YESTERDAY AND TOMORROW

(Continued from Page 2)

stimulating exhibitions of craft work ever shown there. It showed conclusively that though the new styles have been long in gaining a foothold in America, now that they are being recognized, our craftsmen and designers, as well as our architects, are having something definite and original to contribute.

This new style appears to many to be too startling a change, but in reality it is more closely related to the best traditions of the past than the meaningless compromises and dishonest practices of the past century. I was very much interested in hearing the various comments of the throngs of people who were passing through the new houses at the Fair. Almost without exception all the young people liked them immensely, while most of the older people—say people past fifty—disliked them just as heartily or simply said "I am afraid I could never get used to." But if they will only brush the cobwebs of the nineteenth century out of their eyes and realize for a moment that we would never have had the lovely Chippendale, Hepplewhite, and Sheraton furniture, or the interesting Georgian houses, if the people of that day had insisted on using some style several hundred years old, so to-day we cannot expect to have a style that will take its place along with the historic styles of the past if we refuse to patronize our artists and craftsmen who are working in the spirit of their own and not of some past century. Let us be proud of belonging to a generation that is having something really new to contribute to the history of architecture and the crafts for the first time since the eighteenth century!

## Make Your Selection of "Standard" PLUMBING FIXTURES

..... in the most Modern  
Complete Display Rooms in  
the Middle West .....

800 W. BALTIMORE at THIRD

### MURRAY W. SALES & COMPANY

FLINT

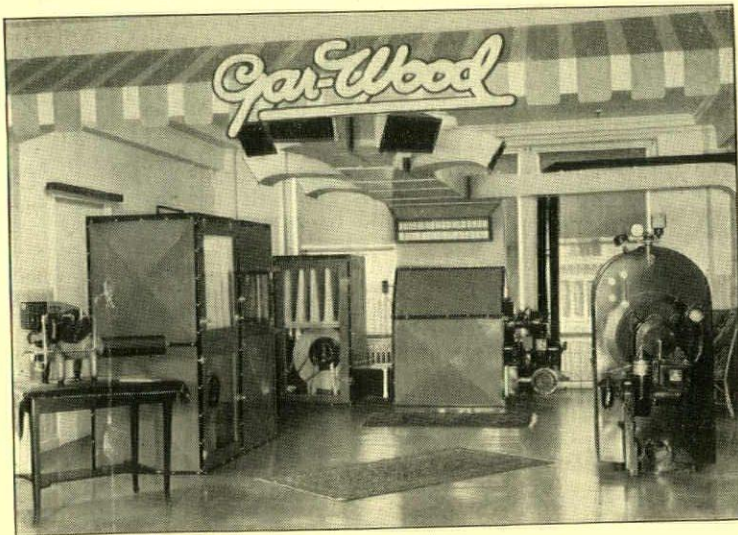
DETROIT

PONTIAC

MAdison 4200

## SEE THE GAR WOOD DISPLAY at HUDSON'S

At the J. L. Hudson Company store is a permanent display of Gar Wood Heating and Air Conditioning equipment. You are invited to visit it and to use it as a down-town exhibit where you can take your clients. Gar Wood oil-fired steam, warm air and air conditioning plants are installed and in operation under natural conditions. The exhibit is under the supervision of the manufacturer and in charge of men who can answer your questions.



## Gar Wood

### WOOD HYDRAULIC HOIST & BODY CO.

7924 Riopelle St., Detroit  
Telephone MAdison 8240



The Octagon  
1741 New York Ave.,  
Washington, D.C.

# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

### OFFICERS

H. Augustus O'Dell, President  
Richard H. Marr, 1st Vice-President  
Lancelot Sukert, 2nd Vice-President  
Russell A. Allen, 3rd Vice-President  
Frank H. Wright, Secretary  
Talmage C. Hughes, Executive Secretary  
Andrew R. Morison, Treasurer

### Editor

TALMAGE C. HUGHES  
120 Madison Ave., Detroit  
Telephone: CHerry 7660

### Business Manager

E. B. FAUQUIER

### DIRECTORS

G. Frank Corder  
Clair W. Irtchy  
H. J. Maxwell Grylls  
Alvin E. Harley  
Walter E. Lentz  
Emil Lorch  
William G. Malcomson  
Christian Steketee

Published Weekly. Subscription Price: \$2.00 per year.

Entered as second-class matter December 9, 1930, at the Postoffice at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 7

DETROIT, MICH., OCTOBER 24th, 1933

No. 43

## REPORT OF ONE WHO DIDN'T GO TO THE "FAIR"

By Wirt C. Rowland

I haven't been to the "Fair." For very well known reasons, I do not expect to go to the Fair. I am too old and not handsome enough to "thumb" my way. I saw it in process of construction three times, last year, in the early winter of a Chicago wind and other demonstrations of the elements for which that city is so justly famed. Hence, my report may be judged as impressions formed by those visits during the time it was even less than half complete. Keep in mind that no fair of such an extensive nature is ever

really complete as planned—that, while they are putting the finishing touches on at one end, they are taking down buildings at the other end!

Added to the impressions mentioned, my contacts with some of the designers in active charge covering a period of three months were of great advantage to me and left me with a wholesome respect as to their abilities. Not one of them but had occupied a position of major responsibility in an accredited office, and it would be odd to think of their reverting after the close of their positions at the fair to the architectural policy and domination of a Cram or a Cass Gilbert!

### Architects' Luncheon

32nd Floor, Union Guardian Building

Private Dining Room,

South Vista

Tuesday, October 24th, 12:30 p. m.

From these men, I got much of what the architectural intentions of the "Fair" were, and some of the underlying ideas, without relying too much on superficial visual evidence.

During the contacts mentioned it was emphasized that the "Century of Progress" was a fair as frankly temporary in aspect as might be a show window back in a department store. This no doubt, any one would agree, was accomplished. But as far as adverse criticism is concerned, from architects who expected it to offer examples of modernized monumental architecture the legs of such criticism are weak because there was no such intention.

The "Fair" stands as a superb attempt at advertisement, the purpose of which we may suspect is more evenly divided between the articles exhibited and the rapidly declining housing interests of the city of Chicago! Some of us may hope that, after such a mighty Rotarian wave of architecture, there may be a more gently descending norm, keep-

ing in mind that products or the individual as over-advertised are usually open to serious criticism. (Of course we exempt the architectural profession!)

It was my privilege to view two tremendous drawings at small scale of the lagoon elevations. These drawings were hung in the low attic corridor of the administration building. In spite of the general chant of admiration and the glistening of pride in the official eye, I was forced to the conclusion that these two sides were as much out of relation to each other as two opposite advertising pages of the Saturday Evening Post. (Perhaps this is a principle of general eye-annoyance of modern advertising). I missed the mighty Roman accents which are characteristic of things Bozartian!

Now this was certainly not true of the World's Columbian Exposition of 1892, which had so many columns that a consistent family resemblance among the mighty and constantly peeling colonades was unavoidable. I hope the younger ones among you may forgive such invidious comparisons between the two expositions. Let me here indulge in the trifling confession that I did not even see the Columbian Exposition! It was not my youth which barred me, but a decision on the part of my father to build a new room on the home, the cost being \$75.00 which sum would have otherwise been sufficient to take himself, my mother and myself to Chicago and return with a week's visit at the fair. Our cat fell into the mortar bed and it took a month to wash him off—and my father said "there's your fair." I cannot say that such an aspect entirely contented me, but I challenge the present depression prices to meet ours either in building or "faring."

Rome was not built in a day. (The pity is that it were built at all!) It's heavy hand was cast upon the architecture of this country after the Columbian Exposition and its superstition still dominates our governmental buildings as the Egyptian builders were held in thrall of centuries of priest prescribed form. Having in mind the influence of this fair over our architecture, the more timid ones quail

(Continued on Page 4)



## BUILDERS' AND TRADERS' PAGE

*Edited by E. J. Brunner, Sec. Mgr. Builders' and Traders' Exchange of Detroit*Officers and Directors of  
BUILDERS' AND TRADERS' EXCHANGE  
of Detroit, Michigan

President—Edward Horning  
 Vice-President—Edwin Kriehoff  
 Treasurer—A. F. Pudrith  
 Secretary—E. J. Brunner  
 Fred Anderson, Otto Sauer, Roy Boomer, William Seeley,  
 Harry Culbertson Edward Schroeder.

## CONSTRUCTION CODES

While no absolute prediction is possible, it looks as if it may be weeks before any codes are approved for the contracting end of the construction industry. Remember that the great aggregation of distinct industries called collectively the construction industry so far as codes are concerned divides itself into two parts, the supplier part and the contracting part. The contracting part embraces engineering, architectural functions, general contracting, and sub-contracting.

It is not strange that it should take more time to devise codes for this part of the construction industry than for most other industries because the contracting part of the construction industry alone has a very complicated mechanism. Therefore, while waiting for a code produces difficulties in the way of planning ahead, we shall simply have to grin and bear it.

There is internal stir among the representatives of the construction industry in Washington relative to distinctions such as the distinction between engineering construction and building construction. And on top of debates upon this subjects, the National Association of Real Estate Boards has thrown its hat into the ring with the pronouncement that house building should be separated from other building construction.

The Basic Code for Construction as was announced in a member bulletin of the Builders' and Traders' two weeks before we began our page in this magazine has been amended in regard to bidding practices, so that as it stands it is decidedly "a new deal." Possibly all readers of this bulletin did not have access to the information contained in our membership bulletin issued September 22 so we give herewith the Proposed Substitution for Paragraph 10 in Code of Fair Competition for the Construction Industry as Submitted to the Administrator August 7, 1933, by the Construction League of the United States.

**10. BID PEDDLING PROHIBITED:** The practice of "Bid Peddling" by any persons as defined herein is an unfair trade practice and is prohibited by this Code. "Bid Peddling" is the giving to any bidder, either directly or indirectly, at any time prior to the publication of the bids, any information, statement, or intimation relative to his own bid, to the bids of others, or to the awarding authority's own estimate. All supplemental codes shall provide for the enforcement of the provisions of this paragraph.

**10A. BIDDING PRACTICE:** The following bases of contractual agreements are recognized as fair trade practices: guaranteed price, cost of work plus a fee, unit price, lump sum, and other contractual methods not inimical to the public interest, providing that the regulations contained in this Code of Fair Competition are met.

It is recognized that the preparation of a bid is a service involving an expense to the bidder, therefore, inviting and receiving of an unreasonable number of bids results in an economic waste. It is recommended that invitations to bid should not exceed six (6) in number.

Wherever the designation "awarding authority" is employed, this refers to architects, engineers, contractors, subcontractors, or other persons who may award contracts or purchase materials for construction purposes and these therefore, are to carry out all requirements enumerated below.

(a) Prequalification of competency of bidders to perform the work involved is imperative. No contractor, subcontractor, furnisher of material or equipment, as the case may be, shall be permitted to bid unless he has demonstrated to the awarding authority that he is competent technically and financially to perform the work.

(b) There shall be no collusion between the awarding authority and the seller, nor between the different sellers in the preparation of any bids, nor shall the awarding authority use any bid which he has reason to believe is at or below cost; but where this question arises, the purchaser must give the seller the opportunity of demonstrating by cost sheets or other methods, the correctness of the bid that he has submitted, if he desires its consideration. Collusion in any form is to be considered an unfair practice under this Code and is prohibited.

(c) An awarding authority inviting bids shall make available complete plans and/or specifications and other pertinent information in order that the bidder may prepare a complete estimate or bid in accordance therewith.

(d) An awarding authority shall designate a specific time and place for receiving and opening of bids. All bids shall be sealed and signed by the bidder or his duly authorized agent. Bids received after the opening of bids shall be returned unopened. Bids received by the awarding authority from uninvited bidders shall be returned unopened.

(e) Supplemental codes shall provide a deposit for the receipt of duplicate bids.

(f) The awarding authority shall make an award or reject all bids, or obtain an extension of time from the bidders, within twenty (20) days after the opening of bids and may make such award to any bidder, at his original bid price, who has complied with these rules.

The right to reject all bids is reserved to the awarding authority. Where all bids are rejected,

(Continued on Page 4)

## CLASSIFIED BUILDING TRADES

## General Contractors

CORRICK BROTHERS, Inc., 1254 Michigan  
 Theatre Bldg. Randolph 2934.

## Painting &amp; Decorating

OSWALD LEITERT, 439 Penobscot Bldg.  
 Randolph 5500.

## Lumber &amp; Millwork

HURD LUMBER CO., 6425 W. Vernor Highway,  
 Vinewood 1-4120.

C. W. KOTCHER LUMBER CO., 2137 Gratiot  
 Ave., Filtzroy 3390 — Established 1864.

RESTRICK LUMBER CO., 1000 W. Grand  
 Blvd. Lafayette 6500.

## General Floor Contractors

ALBERT GRAUER & CO., 1408-24 Seven  
 teenth St., Lafayette 1950.

## Pipe Covering

C. STANLEY MORGAN, 455 West Larned St.  
 Cadillac 6446.



## ASSOCIATED TECHNICAL SOCIETIES OF DETROIT

C. W. DITCHY, Chairman; W. P. THOMAS, Vice-Chairman; E. L. BRANDT, Secretary; W. B. STRATTON, Treasurer  
 Detroit Section, American Society of Civil Engineers; Detroit Section, American Society of Mechanical Engineers; Detroit-Ann Arbor Section, American Institute of Electrical Engineers; American Institute of Chemical Engineers; Detroit Engineering Society; Detroit Section, American Chemical Society; Detroit Chapter, American Institute of Architects; American City Planning Institute; Detroit Section, Michigan Society of Architects; Detroit Chapter, The Society of Industrial Engineers; Swedish Engineers' Society of Detroit; Michigan Chapter, Illuminating Engineering Society; Detroit Section, American Welding Society; Michigan Patent Law Association; Michigan Section, Electrochemical Society; Polish Engineering Society.

Edited by PERRY A. FELLOWS

The Associated Technical Societies, through their council, are making use of the facilities offered by the architects to convey some brief messages of general interest. This opportunity has been afforded us through the kindness of the editor, Mr. Hughes. The question of its continuation will be left for the future to settle. May we have your re-astions?

The Associated Technical Societies plan to present to the members the valid arguments for and against the subway proposal. The suggestion that this be done was made by Mr. W. P. Thomas, president of the Diamond Power Specialty Corporation. Mr. Thomas says, "it seems to be an old Spanish custom that when a fellow makes a suggestion in a meeting he is immediately appointed chairman of a committee to carry out the suggestion he makes." Now you have one guess as to who is the chairman of the Subway Question committee.

The Great Lakes Harbor Association held a two day session at the Book Cadillac Hotel, October 19-20th.

The St. Lawrence Seaway promises to be an important part of the calendar for the next Congress. In Detroit we are particularly concerned because of the fact that we will probably be called upon to vote for or against the creation of a port district. The State law has been recently amended in order to meet the objections that were raised when this was formerly proposed.

President Hammond of the American Society of Civil Engineers and Professor Riggs, of Ann Arbor, spoke at the annual meeting of the local section of the American Society of Civil Engineers, October 19th. The subject of the discussion was the proposed code for engineers.

Mr. Charles L. Spain, assistant superintendent of the Board of Education, spoke before the Associated Technical Societies council, Monday evening, October 9th, on the subject of the unified system of education in Detroit. We were interested to learn that Detroit is the only city where a complete education may be obtained from kindergarten through college under municipal control.

The use of air transportation was recently the deciding factor in the final selection of a consulting engineer by a western city. The saving of four days travel time meant the saving of four hundred dollars in engineer's fees.

Harry Shuptrine, bridge engineer for the Wayne County Road Commission, is candidate for the office of President of the Detroit Section of the American Society of Civil Engineers, to succeed Perry A. Fellows, president incumbent.

At its initial meeting October 11th, in the clubhouse on Alexandrine Avenue West, the Woman's Auxiliary to the Detroit Engineering Society heard a talk on Polish peasant art by Katherine Kosicki and music by Mrs. Robert K. Greaves, contralto, with accompaniment by Mrs. Edwin S. Sherrill.

Appointed to the executive board for the coming year are the following: Honorary president, Mrs. Frank C. Clements; president, Mrs. Harold R. Blackman; first vice-president, Mrs. C. I. Goudey; second vice-president, Mrs. William M. Wallace; recording secretary, Mrs. Floyd Sutherland; corresponding secretary, Mrs. Irving Judd; treasurer, Mrs. William P. Putnam; parliamentarian, Mrs. J. A. Stilson; historian, Mrs. J. P. Hallihan; chairman

membership committee, Mrs. George Fenkell; program, Mrs. J. W. Orton; social, Mrs. W. D. Kimmel; publicity, Mrs. M. R. Fisher; music, Mrs. Edwin S. Sherrill; hospitality, Mrs. E. M. Walker; ways and means, Mrs. A. R. Carr, and house, Mrs. P. A. Fellows.

Planning, in the sense that it is being widely discussed today, does not mean the preparation of blue prints or drawings of a group of related public works projects. Civic planning has a broad significance, of which such drawings are but a minor token. Such plans are desirable, and they should be provided, but an attempt to prepare them without a forecast of the greater destinies of the community would be like attempting to add members to the superstructure because it was without adequate foundation.

Electrical engineers may find that the New Deal results in better cards for them. The emphasis placed on the development of power plants, large and small, is interesting.

Our changing fashions in houses and other products of our hands would seem to dictate less emphasis on permanence, to encourage a decided attempt to secure lower first cost and a design involving less difficulty in later alteration and renewal.

### A. S. M. E. November Meeting

Hotel Ford Shelby

Wednesday, Nov. 1st—Dinner at 6:30, \$1.00

Speaker, Dean Potter, President A. S. M. E. and Dean of Purdue University.

SUBJECT: "The Engineer and the New Deal."

The Detroit Section, A. S. M. E. is fortunate in having such an outstanding man as Dean Potter as speaker for its November meeting, and no doubt there are many from other organizations who would be interested in this important subject—you are cordially invited to attend.

Reservations should be made by calling Mr. E. L. Brandt at COLUMBIA 5320 before noon Nov. 1st.

### Engineering Society Offers Courses

The Detroit Engineering Society is offering to Architects and Engineers a number of extension courses which should prove of interest to members of the professions.

A law course for architects and engineers will be conducted by Mr. Ben H. Cole, former Assistant Prosecuting Attorney and for the past seven years Law Instructor at the Detroit College of Law.

The first meeting, at which details will be explained, will be held on Nov. 2nd, at 7 P. M.

A course in Public Speaking will be conducted by Mr. Leverette E. Pitts, who is out-standing in this field. The first session will be on Wednesday, November 1st, at 7:30 P. M.

A course in Strength of Materials by Professor Herman E. Mayrose will begin on Tuesday, October 31st, at 7 P. M. and continue for twelve weeks.

Complete details as to costs and terms for the various courses can be obtained from Mr. E. L. Brandt, Secretary of the Detroit Engineering Society. All of the courses will be held at the Society clubrooms, 478 Alexandrine Ave., W.







## THE WEEKLY GET-TOGETHER

*Wenzell is Chairman, Kamper, Stratton and Williams talk on World's Fair*

There is little time left to visit the World's Fair but Louis Kamper and Bill Stratton just got in under the wire. Wirt Rowland, who didn't attend, is represented elsewhere in this issue.

"I went to Chicago with great expectation," said Mr. Kamper, "In fact, I think most people go there with such expectations that they can't see the forest for the trees. I couldn't see the architecture for the color. At first I thought it had been stretched too far but when I saw what a great attendance there was I decided there must be something to it."

The hall of science and the electrical display were most interesting to Mr. Kamper. He was not greatly impressed by the homes. However, he does believe that they will leave their impression on future home building.

Mr. Stratton stated that his party was most interested in colors and there they found them in abundance.

"Mrs. Stratton has often talked to me about oxidation but I never knew before just what the term implied. Here I saw the process before my own eyes."

The Art Institute of Chicago has a living history of art, which is worth a trip to Chicago to see, he said.

Dave Williams gave his impressions of the Fair in a few words. His own prize bath room is exhibited there. Williams, contrary to the general rule, went to the Fair expecting to be disappointed, but he states that he was very much impressed.

Bronson Gamber spoke on the Housing Conference to be held in Detroit in the near future. Austin A. Howe was named general Chairman and he has selected on impressive supporting committee. It will be a one-day session probably at the Detroit Institute of Arts, with an exhibition in connection.

## WHAT HO, AND THE ENGINEERS AND BUILDERS

With the two architectural organizations, the Producers Council, the Builders' & Traders' Exchange and other organizations for which we carry news the Bulletin is coming to the point of covering the entire building and engineering field in this section.

And why not, we have much to gain and nothing

to lose by a closer cooperation of all of the elements of the industry. Maybe it will mean that our problems will be solved, happy days will be here again and the editor will get into his old stride again. At least, there will be the opportunity to misspell more names. Just look at the officers of the A. T. S., out of four there are two architects; C. W. Ditchy, Chairman and W. B. Stratton, Treasurer. That shows they are broad minded and we should meet them half-way. And with Perry Fellows as editor it's a push-over.

The Builders' and Traders' are no pikers either when it comes to supporting the architects. They have a wonderful personnel, plan room, book-keepers and everything. We are trying to take advantage of these opportunities while we can, keep the contacts and extend our field of usefulness. "Complete Coverage" is a good newspaper term.

With all this the Bulletin needs a good slogan, such as: "Printed in one of the most mid-west towns in the picturesque hills of Southern Michigan, in Wayne County on the banks of the beautiful Detroit River, the gateway to the St. Lawrence, on India Enamel paper at \$2.00 per year."

## DETROIT CHAPTER ANNUAL MEETING

Cranbrook, Thursday, October 26th  
Dinner at 6:30, 75c.

At this meeting architects will be given an opportunity to see what Mr. Eliel Saarinen is doing. Among other things he is conducting a post graduate course in city planning, which is being attended by many practicing architects. The meeting will be open to all architects and will be held jointly with the Michigan Society of Architects.

Following dinner the Detroit Chapter of the A. I. A. will hold a brief meeting at which officers for the coming year will be elected.

Make dinner reservation through Clair W. Ditchy, 703 Fisher Bldg., MADISON 0740, not later than noon October 25th. Exhibits will be on view at 4 P. M. Ladies are cordially invited.

## Kelvinator Sales Corporation

Detroit Branch

2842 West Grand Blvd. at Hamilton

Detroit

MADISON 9840

## THE NICHOLS FLOOR & TILE CO.

*We specialize in*

ALL TYPES RESILIENT FLOORS  
ACOUSTICAL TREATMENT  
SOUND REDUCTION

*Some of our accounts*

STEDMAN REINFORCED RUBBER FLOORING  
CALICEL ACOUSTICAL MATERIALS  
PHEMALOID LARGE DIMENSION VENEERS  
LINOLEUMS MASTIPAVE  
ASPHALT TILE X-ITE

*We would appreciate the opportunity of discussing your floor, wall or ceiling problems with you.*

708 Michigan Theatre Bldg.

CADILLAC 1006-7



(Continued from Page 4)

cows themselves—and not the architect. The usual result of the "Century of Progress" buildings, and their architectural peculiarities interest me not at all! But it's prophecy of what is going to happen in the way of construction is something we can but a little longer hide from the clients whose money we are spending.

It would be a gross infraction of the laws of architectural modesty if I were not to mention the house which so proudly bears the name of O'Dell & Rowland! Only the major member of this firm has really seen it. The other still patiently awaits something of an adequate report, aside from the length of the line of people passing through this Supposed gem of home building. I dare say, that line may start now at a house on Prestwick Road and lead right on to Chicago!

This firm is very grateful for the wholesome crumbs of praise—grateful with their tongues in their checks. For the house bears certain well known hall-marks, attributable to other and more conservative sources! To appease the beady eyes of jealousy which may behold this firm name emblazoned in publicity, I may say that the whole danged affair has yielded not the slightest iota of pecuniary advantage—merely—a voluminous correspondence in various colors and scented trifles which might characterize a newspaper column on the care of babies!

Apparently every individual thrilled to interest takes us for the original Mr. and Mrs. Santa Claus of home building and with a childlike trust expects us down the chimney to fill his socks with free plans and specifications and perhaps even a toy water closet!

There you are! I didn't go. As my mother said in 1892, "We shall have to stay at home to balance the earth!"

## PRODUCERS—ARCHITECTS

The Producers' Council Club of Michigan will hold the first of a series of Educational Meetings at the Detroit-Leland Hotel, Wednesday, November 1, 1933, 7:30 P. M.

At this meeting Dr. P. V. Faragher, Director of Research, Aluminum Co. of American, will give a talk on "Aluminum."

Branson Gamber and C. W. Palmer, Detroit Chapter A. I. A., will secure a local speaker, who will have a message of interest to everybody in the Building Industry.

After the educational part of the program, and in order to keep "Jack from becoming a dull boy," Otis Elevator Corey, our genial Master of Ceremonies, will have charge of the program, and he will be assisted by that famous American Brass Team, Allen and Pyne, who will lead the singing of some of the old favorite songs. It has been rumored that if conditions are right, they may sing, "The Last Round Up." Of course, a Buffet Lunch and 32 Beer will be served, at a cost of \$1.00 each.

If you do not leave this meeting with a head full of useful knowledge and a kindly feeling for all Architects, Engineers and Competitors, your Committee's efforts will have been in vain:

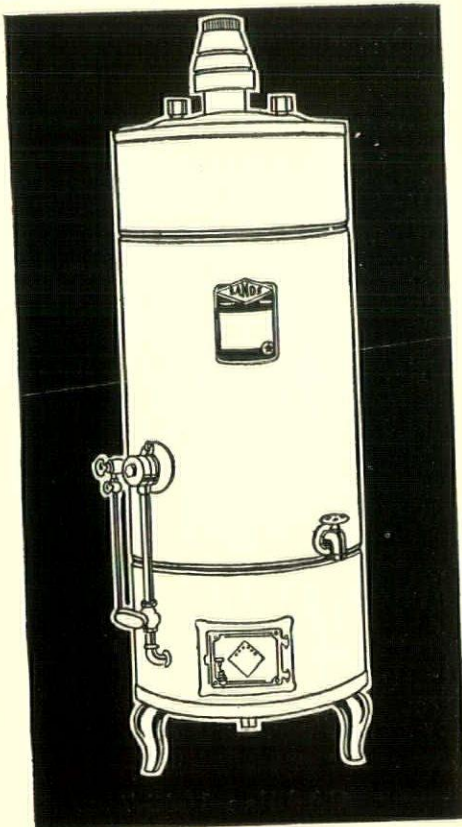
Chamberlin Metal Weather Strip Co.—Weinert,

Armstrong Cork Co.—Craig,

Alcoa—Marchall, (Secretary)

Entertainment Committee.

In order that a room can be secured of suitable size, let the Secretary know how many from your company will attend, and the number of guests you will have. Engineers are also invited.



## Specify a Dependable SELF-ACTION WATER HEATER of ample capacity

"Hot Water  
Always"

Our Merchandise Sales Department carries a wide variety of self-action, storage-type water heaters, all of which bear the approval and endorsement of the American Gas Association's testing laboratories. Detailed information and prices will be supplied promptly upon request.

## DETROIT CITY GAS CO.

Bagley at Clifford

CHerry 3500

### BRANCHES:

Blvd.—General Motors Bldg.

Hamtramck—11601 Jos. Campau

### BRANCHES:

Wyandotte—3013 Biddle Ave.

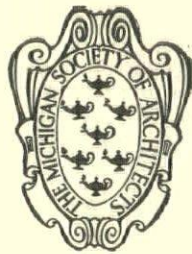
Dearborn—22113 Michigan Ave.

Patronize our advertisers



Harold A. Beam  
14200 Woodmount  
Detroit, Mich.

# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

H. Augustus O'Dell, President  
Richard H. Marr, 1st Vice-President  
Lancelot Sukert, 2nd Vice-President  
Russell A. Allen, 3rd Vice-President  
Frank H. Wright, Secretary  
Talmage C. Hughes, Executive Secretary  
Andrew R. Morison, Treasurer

Editor

TALMAGE C. HUGHES  
120 Madison Ave., Detroit  
Telephone: CHerry 7666

Business Manager  
E. B. FAUQUIER

DIRECTORS

G. Frank Corder  
Clair W. Ditchy  
H. J. Maxwell Grylls  
Alvin E. Harley  
Walter E. Lentz  
Emil Loreh  
William G. Malcomson  
Christian Stetekes

Published Weekly. Subscription Price: \$2.00 per year.  
Entered as second-class matter December 9, 1930, at the Postoffice at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 7

DETROIT, MICH., OCTOBER 31st, 1933

No. 44

### NATIONAL CONFERENCE ON CITY PLANNING

By G. Frank Corder

More housing projects similar to Detroit's should be submitted to Washington for loans, according to Robert D. Kohn, Director, Housing Division of the PWA, in his address to the National Conference on City Planning and the American Civic Association at Baltimore, October 11th. The Conference, which was held for three days in Baltimore and one in Washington, dealt with National, Regional and City Planning, Slum Clearance and Housing.

Professor and Mrs. Wells H. Bennett, College of Architecture, University of Michigan; Walter H. Blucher, Secretary, Detroit City Plan Commission; and G. Frank Corder of Detroit represented Michigan. Tracy B. Augur of Detroit, consultant to the Tennessee Valley Authority as City Planner came from Knoxville to join the group.

Director Kohn, who was the principal speaker, stated that Detroit's housing project came nearest to embodying all of the objectives which the Housing Division is seeking including employment, slum clearance, and really low-cost housing for the poor

#### Architect Luncheon

32nd Floor, Union Guardian Building  
Private Dining Room,  
South Vista  
Tuesday, October 31st, 12:30 p. m.

classes. Such projects, he said, should have the fewest of luxuries so that when a family becomes more prosperous they will vacate and make room for others. In England, with Government subsidy, this has been put into practice.

The Director laid down a "command" that each applicant, public or private, must meet. Every project should have the whole-hearted support of the community and a plan of management to insure a continuance of this public interest. The management should consist of eminent civic minded citizens who will guard against political, speculative or mercenary shambles.

The possibility of the Government's own entry in Slum Clearance was mentioned by Mr. Kohn, in which case the beginning probably would be in Washington, continuing a start made in War times. The advantage of this would be to furnish a concrete example to law-makers and visitors to the National Capitol.

Eugene H. Klaber, Housing Division's Chief of

Technical Staff, speaking from the architect's view, made special reference to Detroit's project as getting down to fundamentals of low land values and other requirements necessary to such a project.

Detroit's project is the first major one to be submitted, coming from a city. All of the others have been from private enterprises. Because it is the first and may set a precedent, it is being carefully considered, which may account for some delay in its approval.

Slum Clearance and Housing are almost inseparable from City Planning, and yet it is said that out of eight projects examined by one of the Division's Consultants not one had any relation to a City Plan. The promoters apparently arbitrarily selected a site, usually a vacant one, and enlisted some local support. In each case the promotor was an architect. However, in defense of architects (the writer speaking) it should be mentioned that there are not over two cities in the country with well developed city plans.

Alfred Bettman of Cincinnati, President of the Conference in introducing John H. Millar of Chicago, editor of Millar's Housing Letter, called attention to Alfred E. Smith's recommendation that the Government appropriate \$50,000,000 for preparation of plans for public works, to be distributed among the states according to their population.

Mr. Millar suggested that the Government might grant 30% for such plans and the state or city borrow 70% from the Government. This met with general approval but Charles W. Elliott II, secretary of the National Planning Board pointed out that the Administration could not afford to be put in the position of paying for or encouraging the preparation of bad plans on undesirable projects that might later be disapproved for loans. He further expressed a doubt as to this coming under "Public Works" as defined by Act of Congress.

#### A CARD OF THANKS

We wish to express our sincere appreciation to the Architects of Michigan for the enthusiastic way in which they have received our Floors during the past seven years. Watch this space for future announcements

**GIBRALTAR**  
48 STATE FAIR AVENUE WEST



**FLOORS INC.**  
DETROIT, MICH.



# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Directors:—Edward Horning, President; Edwin Kriehhoff, Vice-President; A. F. Pudrith, Treasurer; E. J. Brunner, Secretary; Fred Anderson, Otto Sauer, Roy Boomer, William Seeley, Harry Culbertson, Edward Schreeder.

## IF YOU LAID THEM END ON END

Edited By E. J. BRUNNER

The Architects and Builders' and Traders' golf outings, season of 1933, ended nicely at Tam-O-Shanter with a small attendance, but an awfully good time wash had by all. The first time we played Tam this year we had eighty six out. The last time, Oct. 18 we had less than half that number because some people thought they saw snowflakes in the air.

There was an average of 46 1/3 men out to each of the six outings. Figuring 6 hour per man per outing, a total of 1668 man hours was expended. William F. Seeley of Westernwater-proofing Co. our golf chairman and Samuel Kier were present at every outing. Carl Barry, E. J. Brunner, E. Frey, Edward Horning, Geo. Montri, Thomas Murray, and R. L. Nyburg and J. McGarrigle made five of the outings.

Lowest gross for season in order of prowess is as follows:

S. M. Keir, 78; Ernest R. Edge, 79; Geo. Emery, 80; D. R. Graham, 80; C. E. Daniles, 81; E. Frey, 83; M. Gavitt, 83; G. W. Jensen, 84; Wm. F. Seeley, 84; Dick Norton, 85; A. F. Malow, 86; M. Tobian, 86; N. A. Peters, 86; D. L. Fife, 88; Larry Hume, 88; W. E. Hannen, 88; W. D. Pittman, Jr. 88; G. H. Richardson, 88; J. W. Miller, 89; R. D. Bradshaw, 90; E. O. Brady, 90; A. H. Aldinger, Jr. 90; John Hoppin, 90; H. Dickey, 91; F. M. Hydon, 91; J. F. Leonard, 92; J. Oberleison, 92; Jess Stoddard, 92; John Whittaker, 92; Lester F. Brooker, 93; L. E. Hanna, 93; Bruno Kullen, 93; Jack Ludwig, 93; Frank Mitzel, 93; Herman Banbrook, 94; R. E. Dailly, 94; R. W. Fox, 94; J. L. Krimmel, 94; W. E. Nichols, 94; Al. Saunders, 94; W. G. Squier, 94; L. A. Graham, 95; A. J. Ley, 95; Roy Monahan, 95; R. L. Nyburg, 95; Phillip Thomas, 95; Geo. Cruickshank, 96; Jim Hemstreet, 96; Herman C. Maise, 96; Bob Restrict, 96; E. C. Robinson, 96; C. C. Cadwallader, 97; W. G. Graham, 97; Wm. H. Harvie, 97; W. C. Restrict, 97; J. Ryan, 97; R. A. Billett, 98; J. A. Hamilton, 98; J. M. Sappington, 98; F. C. Bagby, 99; W. Brown, 99; Ed Glanz, 99; J. W. Kennedy, 99; H. S. Nichols, 99; G. Rife, 99; L. P. Richardson, 99; Geo. Montri, 100; J. A. Morris, 100; Dr. R. Beattie, 101; Julius Frater, 101; A. G. Ofenstein, 101; Otto Sauer, 101; John Beyster, 102; Wm. D. Busch, 102; L. B. Hyde, 102; R. P. Hanner, 103; Walter Trowell, 103; H. Wallich, 103; Carl Barry, 104; John Busby, 104; L. J. McTighe, 104; W. R. Triggs, 104; H. T. Corson, 105; A. B. Johnson, 105; Wm. Squires, 105; Mark Hanna, 106; A. Japes, 106; O. H. Dawson, 107; Chas. Freiburger, 107; W. I. Hadwin, 107; Geo. Heidt,

107; C. D. Lane, 107; Ray Ladendorf, 107; J. T. Reader, 107; F. E. Surrall, 107; R. J. Roach, 108; J. Ivan Dize, 109; J. H. Gowan, 109; Norman Krecke, 109; P. Lee, 109; L. Roberts, 109; Vic Vallet, 109; Kenneth Horner, 110; H. Korneffel, 110; T. J. Koepplin, 110; Ray Lyons, 110; G. R. Thompson, 110; T. Dohmen, 111; F. W. Hamilton, 111; R. A. MacMullen, 111; Frank O'Neil, 111; H. W. Plath, 112; E. D. Brown, 113; A. W. Kutsche, 113; Walter Ladendorf, 113; D. Melcher, 114; Erwin Farr, 115; Al. Beever, 116; John Klein, 116; L. A. Cannon, 117; W. D. Gale, 117; W. T. Ozias, 117; J. F. Moynahan, 117; A. J. Rooney, 117; Ed. Horning, 119; Frank Stratton, 120; Harvey Zens, 120; Thomas Murray, 121; Elmer Salzman, 121; Carl Dambrun, 122; G. B. Dailey, 122; John McGarrigle, 123; F. W. Clise, 124; E. J. Brunner, 125; W. Mueller, 125; Clifton Allen, 127; R. A. Douglass, 127; H. W. Doran, 127; Fred MacDonald, 127; Frank Chappier, 128; Branson Gamber, 130; A. J. O'Connor, 131; Marcus R. Burrowes, 135; Fred Anderson, 138; Art Misch, 140; Russ Bates, Al. Berschback, E. O. Bartschat, Harry Culbertson, H. L. Irwin, T. W. Murphy, A. E. Nelson, attended these outings and had dinner.

John H. Busby Co., 826 Cherry St., Cad. 1681, electrical contractors, announces Herman C. Maise as Vice-President and General Manager. Mr. Maise formerly has been Vice-President and General Manager of the Briggs Manufacturing Company.

Mr. Templeton, formerly with John Busby Co., has left the construction field.

Mr. W. W. Watson, formerly Engineer of the Comfort Cooling Bureau conducted by the Detroit Ice Publicity Association, has recently become associated with Tom Brown and associates, manufacturers' agents of Air Conditioning Equipment. Tom Brown has been active in the Air Conditioning field for some years, representing manufacturers of Humidifying Equipment, indicators, recorders, and humidity controls besides representing such companies as Supreme Humidifier, Rochester, New York, Vacu-Draft Corporation of Muncie, Indiana, Air Conditioning Equipment Corporation, Milwaukee, Wisconsin, Midwest Ventilating Company of Milwaukee and others.

Mr. Brown is the secretary of the Michigan Chapter of the American Society of Heating and Ventilating Engineers.

## CLASSIFIED BUILDING TRADES

### General Contractors

CORRICK BROTHERS, Inc., 1254 Michigan Theatre Bldg. Randolph 2934.

### Painting & Decorating

OSWALD LEITERT, 439 Penobscot Bldg. Randolph 5500.

### Plumbing & Heating

W. WILBUR WHITE, 15217 Forrer Avenue. REdford 2024-R.

### Lumber & Millwork

DETROIT LUMBER CO., Main Office: 5601 W. Jefferson. Vinewood 1-2090.

HURD LUMBER CO., 6425 W. Vernor Highway. Vinewood 1-4120.

C. W. KOTCHER LUMBER CO., 2137 Gratiot Ave., Flitzroy 3390 — Established 1864.

RESTRICT LUMBER CO., 1000 W. Grand Blvd. Lafayette 0500.

PATRONIZE OUR ADVERTISERS

### General Floor Contractors

ALBERT GRAUER & CO., 1408-24 Seventeenth St., Lafayette 1950.

### Pipe Covering

C. STANLEY MORGAN, 455 West Larned St. Cadillac 6416.

### Insurance & Surety Bonds

KELLY, HALLA, PEACOCK, Inc., 832 Buhl Bldg. Randolph 0126.



## STEP OUT AHEAD WITH GENERAL ELECTRIC

Architects who are not fully aware of what General Electric Company are doing through their Kitchen Institute Planning Service have a real treat in store. The American Architect's July issue carried a section devoted to Household Kitchen Planning, prepared in collaboration with Good Housekeeping Institute. Fifteen pages were devoted to the various General Electric units. Caswell, Inc. are Detroit representatives. Mr. Frank Carson of the Caswell Company points out that we have here in Detroit a splendid example of what proper Kitchen planning will do.

The Garden Court Apartments at 2906 East Jefferson Ave., recently installed G. E. Kitchens, and their experience as related by Mr. J. H. Ashburne, manager is interesting. Here it is:

"Our building originally contained 32 apartments of nine rooms each and which we had been able to keep filled until 1929 when we began to lose tenants either by their having such financial losses which compelled their seeking homes at lower costs. This condition kept up until we had one wing of eight floors vacant which contained eight 9-room apartments. I began to figure what would be best to do as we could not rent such large apartments at any cost, and after making a survey of buildings, I knew that if we made small apartments, installing gas stoves and plain enamelled sinks, that we would be just another building with small apartments to rent with the same equipment.

"I decided to step out ahead of our other buildings and give the tenants something new and something other buildings of higher type will do in the future. I installed General Electric Kitchens, including GE Refrigerators, ranges, dishwashers, cabinets of steel make and monel metal tops for all cabinet work tops. This equipment made advertising unnecessary. We have rented them just as fast as we could finish the floors, and we started a whispering campaign of personal advertising which is, after all, the best kind.

"My gross rentals are not as much as they were before 1928 but they are above the general rentals for the number of rooms in other buildings. I am perfectly satisfied with the investment and will continue as fast as conditions warrant installing the equipment in other apartments until the entire building is completed.

"My average in vacant apartments before the installation was 46%. Now my vacancies average 11% in rentable units, which I consider good and which I credit to the General Electric Kitchens."

### MARTIN A. LEXEN

Martin A. Lexen, architect and member of the Michigan Society of Architects, died at the Highland Park General Hospital on Oct. 25th. He was stricken only a few days before with a malady which puzzled physicians, but later it was determined that death was caused by a tumor of the brain.

Martin, as one of the younger men of the profession, had a host of friends, many of whom he had interested in joining the Society and attending our luncheons.

He graduated from the University of Michigan, College of Architecture in 1923 and for five years was employed by Albert Kahn. He leaves a wife, Lenore and one daughter, Marilyn Jean. He was 34 years of age.

## Schroeder Paint & Glass Co.



POLISHED PLATE AND WINDOW GLASS

PAINTS, OILS, COLORS, VARNISHES, Etc.



5914-5938 Twelfth Street

Phone MADison 3500

DETROIT, MICH.



Lighting details for this room were supervised by the Detroit Edison Home Lighting Advisor. Her services are at your disposal (without charge) on all home lighting problems. Call Randolph 2100

### ARTIFICIAL SUNLIGHT for the bathroom

The ever increasing interest in ultra-violet light is responsible for the installation of this sun lamp as a permanent ceiling fixture in the bathroom. The beneficial effects of ultra-violet rays are thus available the year round. (Such a lamp is of special advantage during the winter months.) A built-in heater, convenience outlets for appliances, and carefully shaded fixtures at the mirror complete the lighting and wiring appointments of this modern bathroom.

The DETROIT EDISON CO.



except where Gamber is concerned. He praised the officers and directors and committees and passed over his own work, but the achievements shown by reports were a more eloquent address than the Michigan manler could possibly give for his supporting cast.

The following officers were elected for the coming year: President, C. William Palmer; Vice-President, William G. Malcomson; Secretary, Talmage C. Hughes; Treasurer, David H. Williams, Jr.; Director, Alvin E. Harley.

The reports were most impressive of the accomplishments during the past year but, may we be pardoned for quoting just one? Not because it was typical but because it introduced a little humor in the midst of serious business:

### Report of the Finance Committee

As per request of the Honorable Secretary, I will attempt to devise a report for the past year.

The Chairman of this Committee being myself, was confronted with the question as to just what were the duties of such Committee for a bunch of used-to-be Architects.

Looking up the meaning of this word "finance" one definition I find is "to extort ransom." Of course, this was an absolute impossibility while practically all of the worthy brethren were trying to keep body and soul together without working, hence made no attempt at such extortion. Another definition was "to find money." As I have been unable to do that for myself, it was naturally impossible for me to find some for the Chapter. Also another definition "sometimes to engage in dishonest money transactions." Not being a banker I was not in a position to fill out the intents of this definition.

Having been confronted with such perplexities through this long to be remembered year, I hope you will pardon the Chairman for stating that no Committee meetings have been called, as the organization was considerate and wise enough not to undertake any transaction requiring the valuable advice of the so-called Finance Committee.

Respectfully submitted,

A. EISEN, Chairman.

### PUNCH and JUDY THEATRE

KERCHEVAL AT FISHER ROAD

NI. 3898

WEDNESDAY, THURSDAY, NOVEMBER 1, 2.  
Gary Cooper—Fay Wray "One Sunday Afternoon"

FRIDAY, SATURDAY, NOVEMBER 3, 4.  
Randolph Scott in Zane Grey's "To The Last Man"

SUNDAY, MONDAY, TUESDAY, NOVEMBER 5, 6, 7.  
Marie Dressler—Wallace Berry "Tugboat Anne"

### JACOB DANIEL BRICK COMPANY

SAND MOULDED FACE BRICK

Jumbo Brick — Crushed Brick — Common Brick

Also brick 2 inch wide for remodeling frame buildings—  
variety of colors.

Wyoming Ave., 2 Blocks S. of Michigan

OREGON 1828

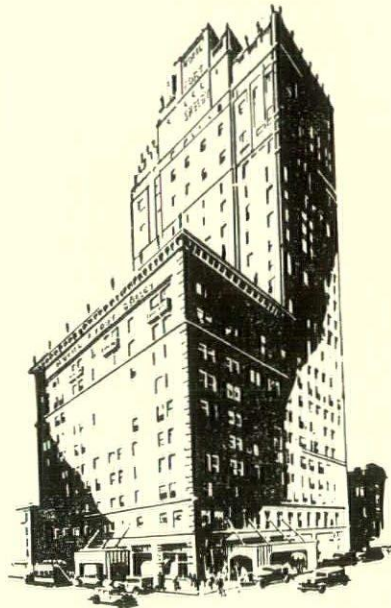
### ROZYCKI BROTHERS CO.

BUILDING CONTRACTORS

TEmplo 2-5288

1958 E. Canfield  
Detroit

"Aglow with Friendliness"



## ARCHITECTS

Make the Shelby  
Your Home in Detroit

Here's the ultimate in "new deal" values! 900 outside rooms... all equipped with tip-saving servidors, private bath, circulating ice water and box-mattressed beds. Many priced as low as \$2.00. Suites \$6—\$20. Three popular priced restaurants. Garage.

**Fort  
HOTEL  
Shelby**

DETROIT



## MEETINGS OF THE WEEK

*Weekly Luncheon, Allied Group, Planning and Housing Conference,  
Chapter Annual Meeting*

Here it is another week, the deadline has been reached, the show must go on and the reporter must who, what, where and when. There is plenty to report these days. A rainy Tuesday brings out a better attendance than usual at the Arztec luncheon.

Frank Cordner, author of that big drama "East of Beaubien Street" was chairman. His article on the National Conference appears in this issue. Pay no attention to the spelling, it's mine. Bill Stratton and Hugh Keys discuss the said plight of our architectural schools owing to the depression.

Bill Cuthbert and Paul Ketolhut announce the formation of an Ann Arbor Section of the Michigan Society of Architects. Lyn W. Fry is president and W. D. Cuthbert, secretary. A committee on by-laws is composed of Wells Bennett (chairman), Lilburn Woodworth and Paul Kelothut. At the first meeting on October 23rd there were twelve architects present. The reasons for the organization are for closer affiliation, toward favorably influencing public opinion of the architect. It is also intended to form closer contact with the state organization for matters of legislation etc. It is intended to take in all registered architects in the Ann Arbor district. Meetings will be held twice a month.

This idea has been promoted by Bill Cuthbert for some years, and he strongly recommends that the plan be carried out in other localities where there are a sufficient number of architects. It would seem that now is a good time to cement the profession in this way.

We were glad to see at this meeting Mr. Arthur C. Scheifle of the Michigan Housing Association, and Ed Brunner of the Builders' and Traders' Exchange come back for more. He is co-editor of the Bulletin, so we call him Co-Ed. And Roger Allen says the Bulletin is getting to be a sort of Building Congressional Record. Over in New Jersey there is a movement on foot to combine the bulletins of some five or six state societies. The plan is for them to be edited as at present but combined in one binding and mailed from one central office to members of all societies. The plan is tremendously interesting but hardly applicable to our condition.

#### *Allied Group*

Walking in on the Allied Architects and Engineers meeting Wednesday noon gave the impres-

sion of a special session of Congress, or something. Distinguished guests were George R. Thompson of Budget Directing fame; Colonel George Walbridge, about whom you have heard and about whom you are to hear much more, and Edwin B. Kelly who with Col. Walbridge is on the Michigan Committee for Trade Recovery. Firey Ed Kelly can say more in a minute than your reporter can absorb up to now. If we were all fired with the same enthusiasm the state building program wouldn't be lagging. Ed called up and gave us an ad for his firm, Kelly, Halla, Peacock, Inc., Insurance and Surety Bonds. He says, "the dam architects need some help, any way."

And have you noticed our other new ads? Gar Wood, Gibraltar Floors, and General Electric. The Honor Roll is growing, and don't forget to make the Fort Shelby "Your Home in Detroit." Call the Bulletin for reservations. We have a due bill.

#### *Chapter Annual Meeting*

"Carthage should be destroyed!" with this quotation Doctor Eliel Saarinen welcomed members of the Detroit Chapter A. I. A. at a dinner at Cranbrook Academy of Arts Thursday evening. The occasion was the annual meeting of the Chapter which, at the invitation of Dr. and Mrs. Saarinen and Mr. Richards Raseman included many of the architects' wives and guests.

Doctor Saarinen applied the quotation to our own city but softened it saying that not all but a large part of Detroit should be destroyed and rebuilt.

Upon arriving at Cranbrook the party visited the studio of Mr. Carl Miller, sculptor and saw the interesting work he is doing on a fountain for Stockholm, Sweden. Following dinner the Chapter adjourned to the Museum Building for its annual meeting amid the lovely surroundings of an exhibition of etchings and water colors by Mr. Hugh Seaver.

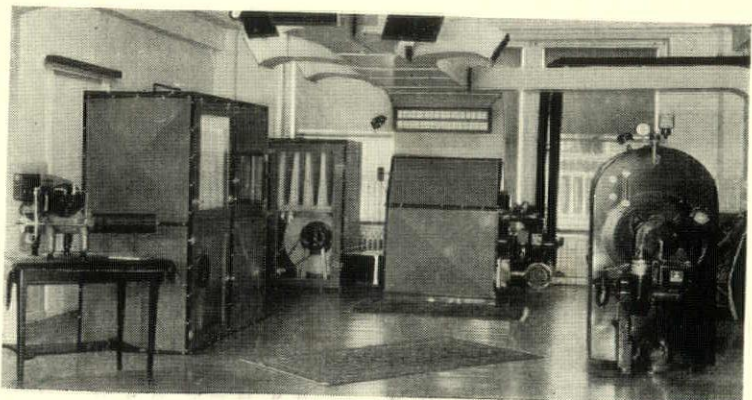
The feature of the evening was the omission of the annual address of President Gamber, the man who never forgets to give credit where it is due—

## See the GAR WOOD Display at Hudson's

An operating exhibit of Gar Wood Heating and Air Conditioning Equipment. You are invited to visit it. Use it as a permanent downtown exhibit to which you can take your clients. Under factory supervision. A competent man in charge. 11th fl.



Wood Hydraulic Hoist & Body Co.  
7924 Riopelle St. Madison 8240



Patronize our advertisers





## THE GENERAL ELECTRIC KITCHEN

Since the kitchen has become the new "guest" room of the home to be shown with pride, it must reflect quality and beauty; since it is the work center of the home it must be planned and equipped to end drudgery.

**I**N modern homes and apartments, the trend to all-electric kitchens is becoming more and more pronounced. For the modern homemaker, an electric kitchen means new hours of freedom every day—relief from the monotony of disagreeable kitchen tasks—release from the drudgery that has too long been a necessary part of daily kitchen duties.

A General Electric Kitchen banishes needless work and waste, introduces new efficiency, saves steps . . . is cool, clean and comfortable. Electricity preserves the food, cooks the meals without constant supervision—and even washes and dries the dishes. A snap of a switch and electric servants swiftly, silently accomplish tasks that require hours of time in the conventional

kitchen. The "workshop" of the home, where the average woman now spends nearly one-half of her waking hours, becomes one of the most attractive, efficient, and enjoyable rooms in the home—the new "guest" room of the house.

To enjoy the advantages of a General Electric Kitchen costs surprisingly little. Savings effected on food economies alone will help pay for it. It is a thrifty investment for any family. Architects, builders and building managers alike are more and more realizing the value of including General Electric Kitchens in their plans. They help sell homes and help lease apartments. General Electric Co., Specialty Appliance Sales Dept., Section AA-7, Nela Park, Cleveland, Ohio.

## CASWELL INC.

6030 CASS AVE.

MADISON 3840