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WEEKLY BULLETIN



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DETROIT, MICH., JUNE 5th, 1934

No. 23



LANCELOT SUKERT, A. I. A.

THE RETAIL SHOP

In this issue is featured the Retail Shop with particular reference to modernization. The three shops illustrated are, in the order of their completion, Kuhn's Pack-Wolin's and Hickey's, all of Detroit, and all done by Lancelot Sukert, architect.

Perhaps no other architect in the country is better qualified to speak on this subject than is Mr. Sukert. He has further disproven the false idea that the architect is only an embellisher of a building.

Mr. Sukert has attacked the problem from the prospective customer's viewpoint, taking a hypothetical set of circumstances and determining what one would do.

The versatility of the architect is shown in more than one way. The three jobs, while essentially for the same purpose, are hardly recognizable as the work of the same architect. Each represents the solution of a particular problem of merchandising. None of the jobs was very costly and in fact they were kept within very strict budget limitations. When no product was available to obtain a desired result a method was invented.

All three jobs display a certain elegance and refinement in keeping with the class of merchandise and character of clientele.

The three jobs were done within the period of a few months and the architect states that on all of them he was able to secure the whole-hearted support of the contractors, all of whom showed an unusual interest in what the architect desired to accomplish.

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Lancelot Sukert, Architect

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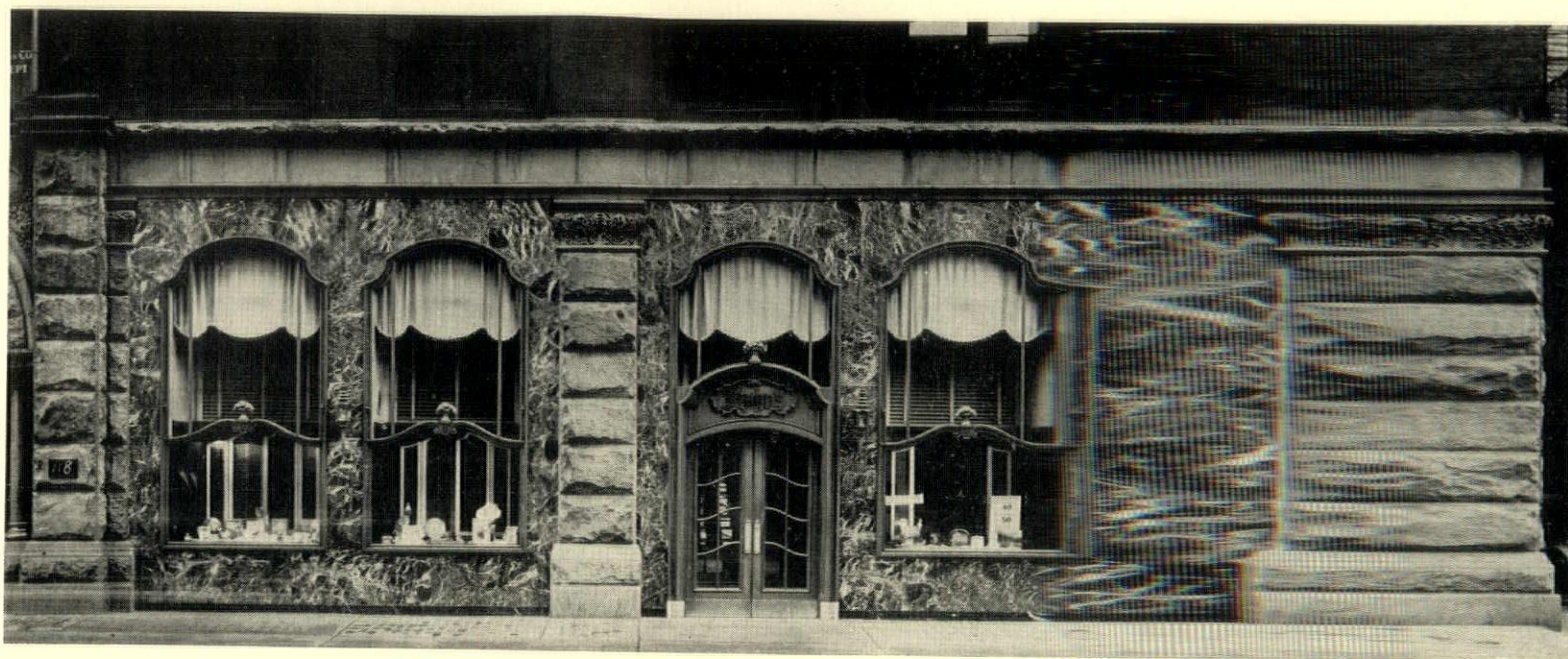
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284 Eliot St.

TEmpLe 1-1244

Detroit, Mich.



Lancelot Sukert, Architect

KUHN'S CONFECTIONERY

Barton Photo

KUHN'S CONFECTIONERY SHOP

By Lancelot Sukert, A. I. A.

Seldom does the critic of a completed work of architecture know or appreciate which are encountered by the architect and which must be overcome to produce a not only satisfactory in appearance but thoroughly efficient as an income-producing

the difficulties result which is tool.

The handicaps encountered in designing Kuhn's restricted, to an unusual degree, any freedom in planning. Located in the original portion of the old Bell Telephone Building, with its heavy masonry bearing walls and piers, laminated wood floors and cast iron columns, major structural changes were out of the question and all minor changes had to be approved by the lessor's engineers. Nor could the massive, brick, "fire-proof" vaults of a former day, occurring, as might be expected, in a most unfortunate location, and built in a five-story stack, be disturbed. The fixtures, furniture and kitchen equipment, from a former establishment and piled in a storage warehouse, had to be sorted, measured and incorporated into the plan. The only fortuitous element was an old "cable shaft" which provided space for a service stairway to the basement kitchen, as well as a clear rise to the roof for exhaust ducts.

Since the vault tier was immovable and useless for any other purpose, it was decided at once to use it for service pantries at the basement, first and mezzanine levels, connected with dumb waiters. All subsequent plan studies devolved upon these arteries of service circulation.

The most important requirement was, of course, to provide seating for the largest possible number of customers, both at tables and at a luncheon bar or fountain, still allowing adequate service aisles. Space had also to be provided for the display and sale of the wide variety of fine candies upon which Kuhn's have established an enviable reputation. Although utilizing every available square inch of space, the appearance of crowding was avoided as incompatible with the class of clientele catered to.

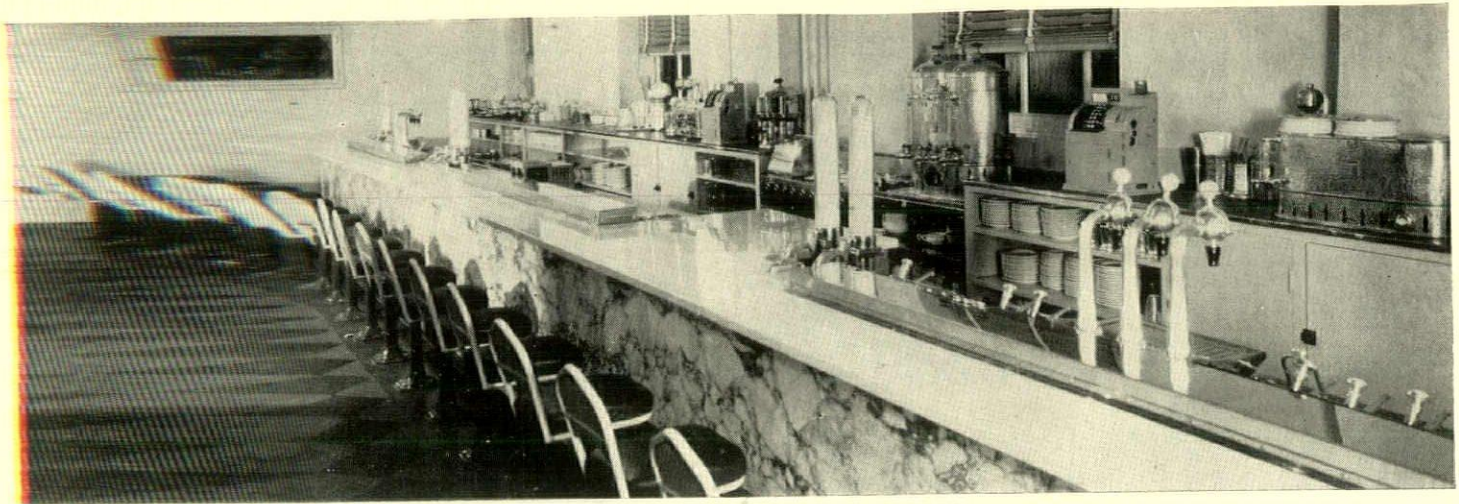
As soon as final plan sketches were approved, the mezzanine was designed and contracted for so as to hasten completion whilst the rest of the working drawings were in preparation. In laying out the mezzanine, the cutting through of a stairwell was avoided because it meant the loss of from ten

to twelve sittings, and the stair was placed immediately in front, in a location at once obvious to and easy of approach by the entering customer. To reduce its apparent over-prominence, the risers were faced with mirrors, a device of the decorator's which serves, more or less, to take the stair out of the picture.

The various considerations which governed the design of the shop front may be of interest. Since the great stone pier, located in the very center of the available facade, could not be disturbed, it was decided to evolve a design which would harmonize with the existing surroundings and complement rather than compete with them.

The French influence was chosen because of its subtle suggestion of dainty pastries, luscious sweetmeats and excellence of cuisine. In order to focus the attention of passersby upon window displays of confections, it is desirable that the floors of the windows be well elevated and the height of the glass be kept comparatively low. On the other hand, the desirability of a well lighted interior demanded that the windows be as high as possible. The combining of these two divergent elements was finally accomplished by strongly accentuating the lower portions or show-windows with a heavy frame around an unbroken area of glass and treating the upper and larger portions frankly as means of introducing daylight, also breaking up the glass area with vertical bars.

Another rather interesting, if minor, consideration is the manner of handling the difference in levels between the sidewalk and interior floor, a matter of some fifteen inches. Exterior steps are always to be shunned as a barrier to the customer's approach. The lowering of the floor to coincide with the sidewalk level being out of question, the next best thing was to conceal the steps from exterior view with the idea that, after the customer's



Lancelot Sukert, Architect

INTERIOR, KUHN'S

Barton Photo

initial decision to enter had brought him inside the entrance doors, there would be less tendency to turn back.

The jambs or sidewalls of the show-windows are lined with walnut veneer sawn from very narrow flitches, the grain giving the rather surprising result of curtains hung in folds.

Marble was selected as a facing material to suggest that the finest of merchandise is purveyed inside. Of the only two dark marbles which can be depended upon not to fade under exterior exposure (the other being Verte Antique) Red Levanto was

selected as best harmonizing with the red stone of the building.

The old French coach lanterns gracing the exterior were found on quite a gorgeous old equipage in Montreal, during the pre-repeal travels of Mr. Arthur Wayne of the Detroit Mantel and Tile Co.

The ensemble of the exterior has been commented upon by many laymen who have shown an unexpected and surprising appreciation of the architect's endeavor to create a shop front which would gracefully harmonize with the architecture of the old building.

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Lancelot Sukert, Architect

HICKEY'S MEN'S SHOP

Barton Photo

HICKEY'S MEN'S SHOP

By Lancelot Sukert, A. I. A.

After the owners of this shop had toured the country to view all of the better class men's stores, they returned, impressed by the fact that haberdashers' and clothing stores were all essentially similar. They were the more determined to accomplish something entirely individual and decidedly out of the ordinary.

From the beginning the architect was invited to sit in on all conferences and to assist in the consideration of the amount of space to be allotted each of the various departments as well as to the relative importance of each. As was the case in Kuhn's and Pack-Wolin's, the architect is better able to appreciate the customer's viewpoint.

Shortly, Kenneth C. Welch, of Grand Rapids, nationally known store architect, was made consultant. A class-mate of the writer's, with parallel taste and similar ideas, Mr. Welch collaborated most harmoniously. The evolution of the interior arrangement was his, as were many valuable suggestions concerning lighting effects. He also designed the show-cases and interior display features.

Much has been written concerning the probable effect of the architecture of the Century of Progress Exposition upon that of the United States in general. Hickey's is a notable example of the influence of the fair, particularly in its lighting effects.

The store is arranged with the various items of furnishings and small wear at the front. Beyond this is the clothing department. The two are separated by a narrowing of the plan and a severely horizontal beamed feature. The club fitting room and the "busheling" or alteration room, placed contiguously for convenience, are located beyond the clothing department. Various offices and stock rooms are concealed behind wall cases. The basement is used for toilets, extra stock rooms and for the heating and cooling apparatus.

The general interior effect is decidedly severe and masculine. Fixtures are built of straight, fine-grained oak, extremely light in tone and edged with bright bronze mouldings. The oak of the case interiors is even lighter, almost approaching gray, to offer a satisfactory background for merchandise. The walls, except those immediately above the cases, are painted in various shades of taupe.

Taupe and sand colored carpets are used, laid in directional lines.

The entering customer walks in upon what appears to be a dimly lighted interior, with the merchandise displayed on and within the counter cases, and within the wall cases, fairly sparkling under the most brilliant illumination. Neckwear, shirts, and pajamas form a veritable phantasmagoria of color.

As at the fair, no light sources are visible, yet the illumination on top of the counter cases, where merchandise is shown to the customer, has an intensity, measured by the Detroit Edison engineers, of 70-foot candles, being from five to six times that used in the average well lighted retail store.

The wall cases are recessed. The space above forms a reflecting recess illuminated by the same sources which light the case interiors. These are placed behind the wide, simple cornice of the wall cases, on top of which is a track for changeable silhouette wood letters indicating the type of mer-

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Hickey and Pack-Wolin Stores

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Lancelot Sukert, Architect

INTERIOR, HICKEY'S MEN'S SHOP

Barton Photo

chandise offered in the various departments (another device borrowed from the fair).

The high intensity of light flooding the counter tops comes from units recessed in the ceiling, which, by the way, is painted a dull, deep blue. The light from these units is shielded from the eye of the observer by series of crossed louvers, forming a sort of "egg-crate." The fins, or louver leaves are treated with a black suede effect to kill reflections on their own surfaces. The inspiration for this effect was also found at the fair.

The success of this recessed unit is due to tireless experiment. The architect is indebted to the Chas. G. Gayney Co. for their generous offer of the use of their shop and facilities. Every known manufacturer of diffusing lenses and special diffusing glassware was invited to submit samples for trial. Credit is due Mr. J. Morrin Jones, of the Pittsburgh Reflector Co., for his happy suggestion that we try ordinary ribbed glass. This, in combination with a Pittsburgh C-100 reflector and a 150-watt lamp, so spread the light rays as to illuminate a long, narrow rectangle, confining the light to the counter tops, the exact effect desired. The units are placed in rows directly above the counters and spaced 4'-6" on centers. The overlap of lighting between the units is sufficient to insure an even intensity over the entire length of the counters. More recent tests show 45-foot candles with 100-watt lamps. To appreciate this intensity, one must but recall that until this job was completed, 15-foot candles was considered excellent illumination.

The clothing department is illuminated by 300-watt lamps, with 18" R. L. M. reflectors recessed in the ceiling behind 24" circular discs of etched plate glass, giving an average intensity of 20 to 25-foot candles. The more recent use of 150-watt lamps gives an average of 15-foot candles and is less trying on the eyes.

The interior is completely air-conditioned, the cooling being provided by a new type Westinghouse compressor of a size designed to care for twice the

present needs, looking forward to possible future expansion. There is a pleasing absence of grills, all of the openings being concealed. The mechanical plant was designed and installation supervised by Mr. Eric Hyde, in collaboration with the architect.

Virile masculinity governed the design of the shop front, the direct antithesis of the feminine quality which is exemplified by its next-door neighbor, Pack-Wolin's.

The entrance door and flanking show-windows are tied into a single unit by the strong horizontal accent furnished by the ribbed aluminum front bar of the awning, in contrast with the vertical effect of the adjacent Pack-Wolin front. This unit is framed by a wide band of wood veneer, faced with beautifully grained Goncalo Alves, a very dense, hard Brazilian wood, left in its natural color, a warm chocolate brown, and protected with six coats of Bakelite varnish with a dull finish. The veneer was built up by the Haskelite process, using a new

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type of glue guaranteed impervious to the weather. The veneer is straight-sawn from narrow flitches, with the grain running vertically as a relief to the strong horizontal effect. Existing structural columns decided the door location and the wider vertical band at the left, in which is located a small display window. The letters of the signature sign are of cast aluminum with face sinkages in which is inlaid a narrow line of black enamel, edged with polished aluminum.

The veneered wood surface is edged with teak mouldings in a protruding "V" cross-section, enameled dull black. The base course is of black vitrolite edged with extruded aluminum mouldings.

As in the Pack-Wolin show-windows, the backgrounds are kept extremely light in tone to avoid glass reflections and to provide a setting best suited for merchandise display. These are banded horizontally with protruding V'd mouldings let into flat sinkages. Vertical dividers, removable at the trimmer's option, make possible several different groupings of displays. The window interiors are of finely grained oak, bleached and filled to obtain a light coloring.

The ceiling of the entrance vestibule is in a modern Lalique effect, obtained by sculpturing glass on the back with varying blasts of heavy and light sand. This is illuminated from above.

The awning is placed only 8'-6" above the sidewalk, and its almost horizontal projection is ob-

tained by the use of Fanner folding arms. The installation was designed with the assistance of Mr. Farley of the John Johnson Co.

The success of the whole is due to close collaboration between the many who provided professional and contracting services. Much was accomplished within a very limited space. Little if any tolerance was left for coming and going of the various parts, which were almost literally fitted together with a shoe-horn.

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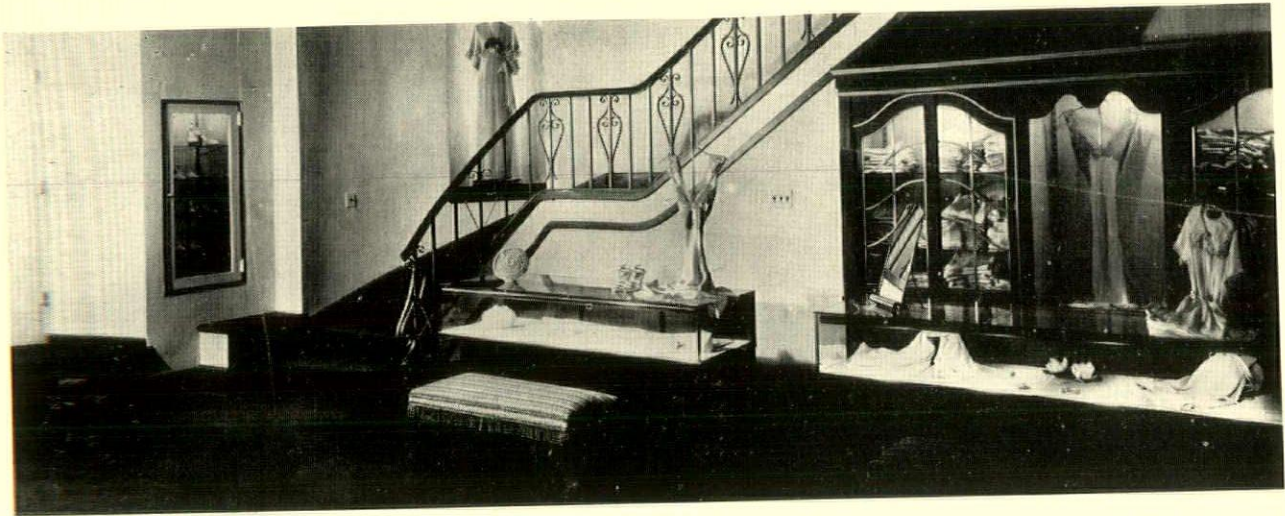
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Lancelot Sukert, Architect

INTERIOR, PACK-WOLIN SHOP

Barton Photo

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Lancelot Sukert, Architect

PACK-WOLIN SHOP

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THE PACK-WOLIN SHOP

By Lancelot Sukert, A. I. A.

The public and the press are prone to judge the architect's ability through the exterior aspect of his work. The client for whom he has designed a large retail shop will base his judgment upon successful *planning*, for this is the element upon which depends the financial success or failure of a retail business.

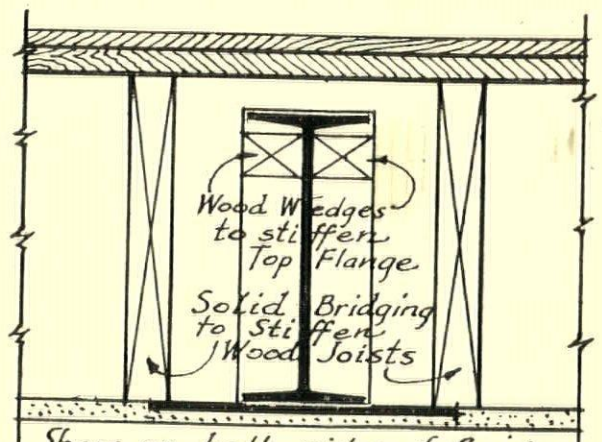
In the huge retail store the rearranging of incorrectly planned departments is a comparatively simple matter of moving cases. Not so in the exclusive retail shop, where the various departmental features are actually "built-in." The correct arrangement cannot, therefore, be found by trial and error. All of the experimentation must be done on paper, and not on the buying public.

The Pack-Wolin organization had pioneered Washington Boulevard with a first-floor shop. As business increased, this was gradually expanded until the entire first floor area of the available building was used for selling space, and much of the upper floor space for offices, alteration and construction departments. The entire front and part of one side of the second floor was occupied by a beauty salon. The original building lobby had been retained as an elevator entrance to this latter feature.

When the building was purchased by E. J. Hickey who intended using a part of the first floor as a location for his return to business, Pack-Wolin was faced with the necessity for making a complete change. The immediate relocating of the beauty salon, with its intricacies of plumbing and electrical work, was planned and contracted for at once so as to clear the second floor space for departments previously located on the first.

The space formerly occupied by the building lobby on the first and the public corridor on the second floor had to be converted into selling space. The bearing partitions on the second floor had to be cleared out and steel framing substituted, necessitating considerable shoring. The low head room on the second floor precluded beams below ceiling level and the device illustrated herewith was resorted to in order to accomplish flat ceilings throughout.

Since the entire alteration had to be accomplished in the interim between busy seasons, so that as little business as possible might be lost through closing the shop, no materials could be used which might require a long time in fabrication or erection and the work had to be carefully scheduled in ad-



Shore on both sides of Bearing Partitions: Remove Partitions; Cut out Joists from below and insert new beams with plates.

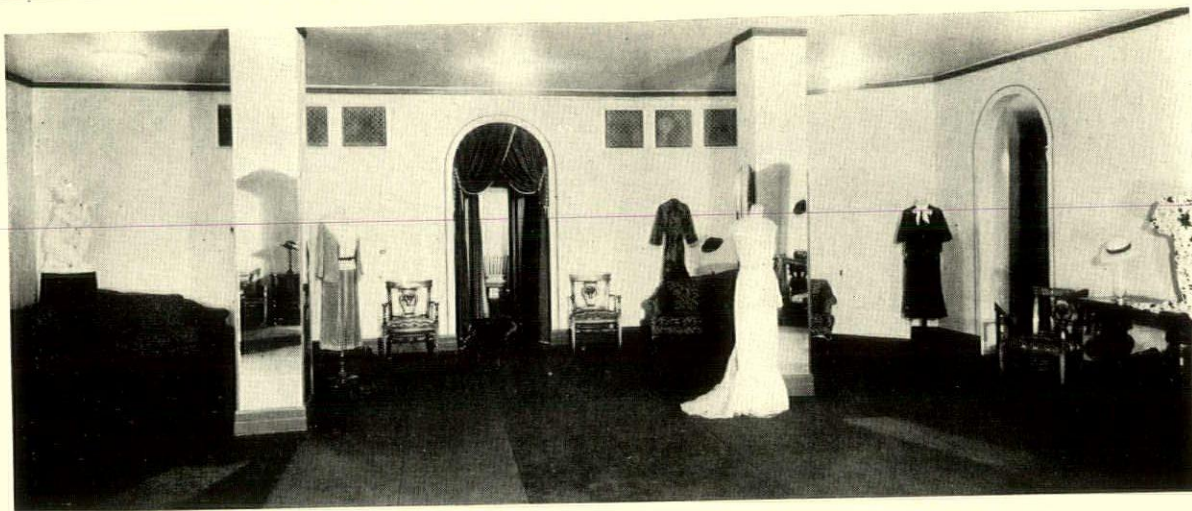
METHOD OF SUPPORTING THIRD FLOOR TO OBTAIN FLUSH CEILINGS ON 2ND.

PACK-WOLIN SHOP. Lancelot Sukert, Archt.

vance. More particularly, the business of the beauty salon had to be continuously maintained, since a single day's lapse might mean the loss of many regular customers to competitors. Another difficulty was the necessity for recognizing N. R. A. requirements as to workmen's hours, with the consequent need for overlapping crews.

Great credit is due the E. L. Carlson Construction Company for the able manner in which the work was accomplished within the scheduled five weeks, and their completion of a great deal of preparatory work beforehand without interfering with business.

Patronize Our Advertisers



Lancelot Sukert, Architect

INTERIOR, PACK-WOLIN SHOP

Barton Photo

The sidewalk barricade was designed with a temporary entrance for Beauty Salon customers. This was connected to the elevator with a changeable enclosed passageway which could be moved to permit work on the first floor to proceed without interruption.

Lathing and plastering was reduced to the minimum to avoid the long waits for drying out, particularly during the cold weather. Wallboard was resorted to because of the speed with which it could be erected and "Insulite" and plywood were chosen because of their smooth, easily painted surfaces and ease of working with carpenter's tools.

In planning the various departments, consideration was given to ease of control, the contiguous arrangement of departments purveying similar types of merchandise to facilitate the handling of one customer by the same salesperson throughout all of her purchases; the placing of the more active departments so that their patrons must pass through others to stimulate additional sales, and so arranging the plan as to provide ideally for the seating of customers and the parade of mannequins during the seasonal fashion shows.

The interior is pleasantly free of the usual "show-case" look. Here is one shop where every last feature was designed by the architect. The architectural treatment of the interior is the ultimate in simplicity. Prime consideration was given to the display of merchandise and the elimination of anything which might compete in interest. Herein lies a strange psychology. The finer the quality, workmanship and design of an object or garment, the less the necessity for embellishing the background against which it is to be displayed. Inversely, the plainer the setting, the more surely will the customer's attention be concentrated upon

the merchandise itself. Then, too, over-elaboration and too rich a setting tends to give the customer "price-fright."

To remove every possible distraction, due to confusing back-ground effects, the regulation door casings were eliminated on all minor service doors, such as those giving access to stock-rooms and

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service stairs. These doors, whether opening in or out, were made absolutely flush with the wall surfaces. There being no device on the market available for this purpose, one was designed so as to form a sheet metal bead with a half inch flush surface overlapping the plaster.

In contrast, the openings through which the customers must pass were the more strongly accented to avoid any possible confusion. Here again, trim and casings were eliminated as being too boldly masculine in an altogether feminine atmosphere.

The feminine character of the shop was emphasized by the use of curved heads on all visible openings. Straight horizontal lines were, so far as possible, studiously avoided. A pattern involving curves and circles was even selected for the various grills. Since the beauty of the merchandise and its colorful quality is, in itself, most decorative, a silver gray, almost verging on white, was chosen as a general background color. Credit is due Clarence Whybrow, the decorator, for his insistence on this feature. To complete the feminine touch, the store is deeply carpeted throughout. Its chocolate coloring, matching the color of trim and cases, does not, strangely enough, offer too violent a contrast with the gray, but serves to accentuate its softness.

The fact that certain of the original first floor departments had been moved to the second floor was made obvious by the introduction of a graceful stairway close to the shop entrance. The curves at the turns on the stairs were utilized for indirectly illuminated wall niches for the display of merchandise, to indicate what might be found when one ascends to the second floor.

Since the passenger elevator had to be in constant service for the use of patrons of the Beauty Salon, no time could be spared for the erection of a new cab to harmonize with the simplicity of the new interiors, so a walnut veneer lining was designed to fit inside the original cab and erected over the week-end just prior to the re-opening of the shop.

The exterior of a retail shop is its one best advertisement. It calls attention to the establishment and displays the merchandise purveyed therein. Here again was it necessary to select materials which could be quickly fabricated and speedily erected. Zenitherm supplied by Acoustical & Specialties Contracting Co., was selected because of its ease of cutting and fitting with carpenters' tools. It is interesting that this facing material (which had to be specially fabricated for exterior use) arrived from New York on the "Detroiter" on the day before the shop was opened to the public, and was erected overnight!

While straight metal mouldings were available in stock, there was some doubt as to the success of bending them to fit the curves of the arched door-

way and windows, so wood was decided upon as more certain of success and immediate delivery. Its treatment with aluminum paint is quite satisfactory.

Several interesting considerations influenced the design of the Pack-Wolin shop-front. It was essential that it be feminine in character. As in the interior, curved lines were felt necessary to produce this effect. The heads of the entrance doorway and the smaller show-windows were therefore designed in reverse cyma curves. The severity of the aluminum entrance doors was also relieved by using sweeping scrolled curves for the aluminum push-and-pull-bars. The low height of the existing second story windows, combined with the great width of frontage, tended to produce a somewhat low and squat appearance. A strong vertical treatment was felt necessary to counteract this effect. To this end the larger windows were made as high as possible. This tended to reduce the scale of the lay figures used within the windows. To relieve this, a wide black band, edged with silver, was painted around the inside of the glass, also serving to frame the tableaux of the window displays. The utter simplicity of the composition required an unusual amount of study of the fenestration. This was also influenced by the fact that the facing material came only in stock sizes. The size of the signature sign also influenced the composition to a surprising degree.

Glass reflections always offer difficulties on very wide streets. This was aggravated by the fact that there are no buildings on the opposite side of Washington Boulevard to mask out sky reflections. Show-windows without back-grounds always appear to be black holes, and darkness within always intensifies reflections on glass surfaces, besides offering nothing against which to display dark objects. Very light window backgrounds were therefore considered most essential. Absolutely plain backgrounds, first intended, were felt to offer no relief to the extreme severity of the exterior. The backgrounds were, therefore, designed to simulate drawing-room interiors, slightly French in character, since fashion sources are French, and the Louis XVI style is essentially feminine. The chair rail was kept unusually low because the entire composition is raised above the level at which normally viewed, as well as to add height and importance to the lay figures. Window access doors were concealed in the paneled effect so that no feature of the background might attract attention from the merchandise on display.

The resultant effect of the shop-front as well as of the interior is to give paramount importance to the merchandise itself. In general character, there is a simple elegance quite in harmony with this establishment's reputation and with the taste of its clientele.

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Edited By E. J. BRUNNER

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Lack of Synchronization

Unfortunately the Codes born in Washington take a long time to percolate, and besides they were not all born at once, some are still being born. It would have been wonderful if all codes in the construction industry could have been set to go into effect on one day with the local machinery all set up and ready to function.

But We Look at Trial and Error

But it could not be that way. We stick our toes in the water and then one ankle instead of plunging in. Some are thinking the water is too cold. Some think it is too hot. Some are not going into the water willingly because they like the old lay of the land. Some are eager to take a dive into it, but in cases their patience is strained. It is now going to be very hard to get all into the water.

There Are Dangers In the Depths

The biggest danger is some kind of monopoly or unfair play. Darrow might have said, "The NRA will work providing we are intelligently unselfish. It will not work if we are unintelligently selfish." The consumers of the United States are in the last analysis the ones to whom we sell construction. And furthermore the firms in the construction industry are by virtue of their experience intensely individual in their thinking. No code will work long unless it is so intelligently administered that it satisfies the rank and file of the industry and enables them to sell their services and products to the consuming public at a price expediting sales.

The Government Has Limitations

It may be found illegal or impracticable or both to enforce the provisions of any code for local service industries.

Must Have State Codes

If the majority comes to like the idea of codes as a means of regulating business practice it will be necessary to formulate and secure the passage of state laws on the subject.

Will Blow Lid Off

Sooner or later there will be lids blown off here and there due to violent explosions caused by the cost of code management. We are creating in all industries a terrific aggregate expense. In the construction industry alone it will run into big money. The yell will be bureaucracy.

But Laissez Faire Is Out

Regardless of short time fluctuations, we shall not do business from now on without some of the regulations called for under NRA. So you might as well prepare for same.

We Must Have An Aim

Our aim should be to check out the bad, to stop the vicious, to nurture the good and live up to the equitable provisions which will result into practice under the codes. Do not pretend you are an ostrich. It will not work.

Associations Responsible

Trade associations are both on the receiving and sending end of code enforcement and administration. They are linked up with Uncle Sam and he plods along at times not sticking to the paths of logic and quick decisive action. They have more responsibility than some think, and by that same token—grief. The Builders' and Traders' Exchange is tied down with no such responsibility. Its responsibility is only to its own members. This is a nice balance arrangement. We can help with good features of the codes or we can resist bad features. We can help in ways impossible if we were an administrative agency. We can be impartial defenders for the remnants of laissez faire which are left. We can speak freely. We can aid each of the trade associations which is administrative agency. We say this now because by next week we may find ourselves in a different position—you never can tell these days.

Second Golf Outing

The Second Golf Outing of the Architects, Builders' and Traders' will be held at Glen Oaks, June 12. Arrangements have been made for the extraordinary. Every one who gets this bulletin should be there (wouldn't that be a crowd). The total charge for golf, dinner and prizes is \$1.85.

Al O'Connor on Prize Committee

An addition to the personnel of the picnic committees named in last week's issue is A. J. O'Connor of Koenig Co. appointed in charge of personal contact solicitation of prizes. Mr. O'Connor, W. C. Restrict, Julius Frater are on this committee under the chairmanship of Tom Murray. This committee held a bang up meeting Thursday, May 31 at Mr. O'Connor's country home, played golf and transacted a lot of business. As this is written on Tuesday we can't say more about the party at this time.

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STATUTORY LIEN RIGHTS

By George P. Kingston

Returning prosperity will revive the problem and also the issue of adequate mechanics' lien protection for Michigan's entire building industry.

Disregarding the opposition of natural enemies of the lien right and assuming that every member of the industry realizes the impediments of his craft and demands the recompense of the statutory lien right let us square up to the facts.

At practically every session of the Michigan Legislature there is an organized attempt to repeat the Lien Act and abolish the lien right. However, these drives are so cleverly camouflaged by declarations of allegiance and fidelity to the industry as to delude the most astute of legislators.

All who know Oscar C. Hall will testify that he is nobody's fool but as chairman of the House Judiciary Committee he was deceived into the impression that the Wood-Minor Act of 1929 (the 15 day notice law) was a measure to extend and perfect the lien right. He was surprised and chagrined to learn that it was drafted for the purpose of putting a prohibitive price on the lien right and to subject it to matters beyond the control of the lien claimant.

When the Uniform Lien Act is introduced again let us have some voice in Lansing that will speak authoritatively for the beneficiaries—or victims—of the Act and not allow our legislators to be deluded by someone speaking against us while ostensibly for us.

The principle of the lien right is challenged by its natural enemies who assert that no other industry endows its contributing trades with a statutory lien right in the object of their services after it has passed out of their care.

In no other industry are the contributing trades so handicapped by circumstance, impeded by common law and by statute law and obstructed by governing custom as the building industry.

Labor once expended can not be recovered. Most material is worked into the structure beyond repossession; and removal of fixtures is forbidden by the common law and also by a penal statute. Governing custom prohibits a general or a specific contractor or a material dealer from demanding security or advance payment.

Outside of the construction fraternity any mechanic who improves property owned by another has possession of that property and retains possession until his bill is paid—and if he is not paid he sells it to satisfy his charges. No auto mechanic will repair your car without taking it to his own premises because there he has possession, control and custody over it.

Without possession of the property they improve, prevented by the governing custom from requiring advance payment or security and unable to recover their value the construction fraternity needs statutory lien protection and without it can not perpetuate.

ARCHITECTURAL COMMITTEE OBTAINS CONVICTIONS

*Five in New York Draw Penalties in Year
for Illegal Practices*

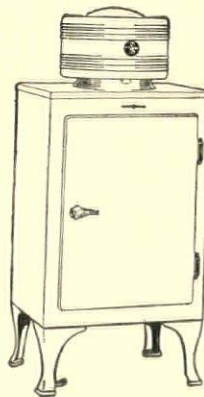
During the last year, five convictions for illegal practices of architecture were obtained in the courts through the efforts of the Professional Practice Committee of the New York Society of Architects. The severest penalty imposed is one year imprisonment in the New York County Penitentiary. The

report of this committee of which Morris Whinston is the chairman reveals that 165 cases of alleged practice of architecture by non-registered architects, and of illegal and unethical procedure on the members of the profession were investigated during the last year. Three formal disciplinary proceedings were conducted and ten informal proceedings were held before the board of examiners of architects.

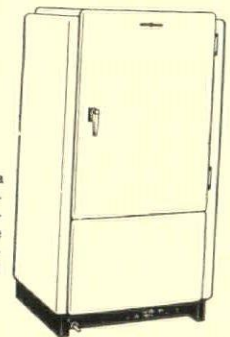
The committee is composed of twelve registered architects who volunteer their services in the work of investigating and securing the necessary evidence on complaints that are brought in. The office of Attorney General John J. Bennett jr. and James O. Hoyle, investigator for the Professions of the New York State Department of Education, co-operate with the committee.

One case before the committee is that of a non-registered architect who is reported to have been successfully practicing for many years and employs a staff of architectural draftsmen. A case uncovered disclosed a non-registered architect who filed plans for structural changes amounting to less than \$5,000. The alterations actually cost \$50,000, and because of the negligible amount stated, was overlooked by the Department of Buildings.

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MEMORANDUM OF SUGGESTIONS TO COMMITTEES ON CREDENTIALS AND ARCHITECTURAL SOC. SECRETARIES

*National Council of Architectural Registration
Boards*

Suite 2300, 175 W. Jackson Boulevard
Chicago, Illinois

CIRCULAR OF ADVICE No. 5.

The purpose of inquires sent out by the National Council of Architectural Registration Boards with reference to applicants for reciprocal transfer of registration credit from one state to another is to establish professional standing in the community where the applicant lives and practices his profession. It is intended to accomplish two main purposes; first, to make up a good record in such a way that it may be tangibly presented, and second, to prevent those practitioners who have dissipated their standing in their home communities from going to other communities and imposing on them.

Architectural societies and individuals should recognize that it is of the utmost importance to the interests of the profession that real competency shall be promoted and incompetency and dishonesty discouraged.

Standing in a profession is rated by the way in which a man is regarded by his professional peers. High regard may be evidenced by direct testimony, by election to important posts, by honors conferred, or by election to membership in professional societies. Unfavorable regard may be evidenced by expulsion from societies, refusal to elect to societies, honors denied, or by direct testimony.

Professional contacts are necessary to well-rounded professional equipment. Measurement of a professional man's ability is only fully tested in debate with the well-equipped members of his own profession. The professional man who neglects or refuses to identify himself with the established societies of his craft is open to the imputation of being afraid to meet his equals on common ground. Such men are very likely to be behind the times in the knowledge of current practice. The same imputation applies if they do not follow with care the material presented by the professional press.

In answering inquiries, the secretary of a society can help the registration boards to visualize an architect's standing by statements enumerated as follows:

- (1) a statement that the person referred to is or is not a member of the society in good standing,
- (2) an enumeration of any offices which he may have held in that society,
- (3) a statement as to his efficiency and faithfulness in committee work,
- (4) citations concerning any contributions to the professional press, and
- (5) a statement of any professional honors won.

MICHIGAN CONSTRUCTION LEAGUE FORMED

Organization of the Michigan Construction League, a state branch of the Construction League of the United States, has been completed. The Michigan branch which will function locally in Code

matters, has elected permanent officers and directors following a temporary organization of which Herbert Banbrook was chairman.

The new officers are Alex Linn Trout, President; Dan W. Kimball, Vice-President; Paul Marshall, Secretary; Washington Chapman, Treasurer.

Directors are as follows: David H. Williams, Jr., H. J. Maxwell Grylls, E. B. Cooper, R. J. Phelps, W. H. Chapman, E. C. Fowler, Al Beever, Homer Brundage, P. R. Marshall, R. C. Bragaw and Fred Galster.

There are seven branches of the building industry with representation on the directorate, including Architects, General Contractors, Special Contractors (Mechanical), Special Contractors (non-Mechanical), Producers and fabricators.

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WEDNESDAY—THURSDAY JUNE 6 AND 7
Victor McLaglen—Alison Skipworth in "Wharf Angel"

FRIDAY—SATURDAY JUNE 8 AND 9
Jean Parker—Robert Young in "Lazy River"
Sat. 11 P. M.—Constance Cummings in "Charming Deceiver"

SUNDAY—MONDAY—TUESDAY JUNE 10, 11 AND 12
Spencer Tracy—Jack Oakie in "Looking For Trouble"

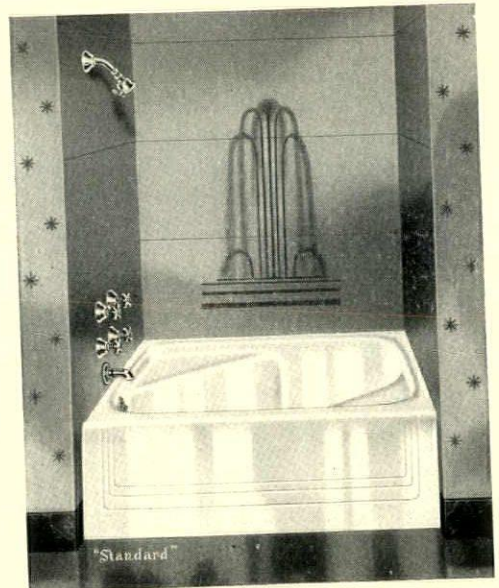
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The Hickey store is a fine example of what can be done by consulting and working with responsible electrical firms such as the Charles G. Gayney Co. and the Turner Electric Supply Co.

They worked with the architect from the very beginning and cooperated in every way possible to bring about such desirable results as were obtained.

The most satisfactory lighting installations are the ones that are laid out to do a definite job for the particular type of business in which the owner is engaged.

There are cases where the lighting is left until a later date, as the owner may wish to use some of his old fixtures or select them himself to save the architect's commission. The result is a last-minute purchase of lighting fixtures which the owner admired in some other place of business, possibly an entirely different line from that which he sells. Rarely does this man get a satisfactory job. Everything else in the building is planned to improve the showing and handling of his merchandise. Why not the lighting? An architect having the owner's lighting problem in mind is only interested in the type of equipment suitable for this particular job. A competent fixture dealer with factory contacts in all lines can secure the proper materials and assemble what amounts to a tailor-made job at no greater cost than stock lighting fixtures. The lighting fixture dealer is, therefore, the proper person to consult with in regard to your lighting problems. Your lighting fixture dealer is constantly in touch with all the modern factories, and new designs and ideas are submitted to him frequently. What appears to be a problem both in cost and effectiveness may be solved easily by your dealer who has been confronted by this, as well as many other lighting problems. You will find the lighting fixture dealers willing and ready to work with you at all times, to modernize or improve your lighting. Many new designs and ideas of lighting have been brought out lately in connection with eye conservation. There is constant change and progress with the control of such a medium as light and the architect should be acquainted with these various improvements.

Your lighting fixture dealer maintains a showroom, and demonstration rooms where you will find it easy to see the new ideas and to adapt them to your needs.

The next time you have a lighting problem, or need lighting fixtures, call in a Lighting Fixture Dealer and let him consult with you.

ARCHITECTS' REPORTS

In response to requests from our readers the Bulletin with this issue institutes a new service, that of Architects' Reports. Mr. Earl Taylor in charge of this department will call the architects each week. We trust that you will give him your cooperation. Particularly is it desirable for architects outside of Detroit to send in their reports by mail so that they may be received by the Bulletin Wednesday of each week.

JUNE 5, 1934

Geo. Diehl, 120 Madison Ave., CH. 7660.—The Trenton Valley Distillers Corp., Bottling Plant at Trenton, Mich. Bids closed 12 M. June 4, 1934.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Manchester School, 12 room, steel, brick and wood construction. 4 rooms built, finishing 8 rooms. Bids open.

Lane-Davenport, Inc.—Richmond School, steel, wood, and brick construction. 4 classrooms, auditorium and gymnasium. Bids open.

Bennett and Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—9 room home at Abington and Kendall, Detroit. Size 44' by 35', brick veneer. Special features—electric refrigeration, gas or electric stove, acoustical treatment for recreation room, 2 car garage, overhead doors. Bids close June 11, 1934.

Bennett and Straight—16 room home, Warwick Road, North Rosedale Park. Size 95' by 58'. 5 bedrooms, 3 baths, vanity, library, sun room, living room, dining room, kitchen. Special features—air conditioned heating system, electric refrigeration, gas range. Attached 3 car garage, overhead doors. Preparing plans.

Bennett and Straight—Small school, Sans Souci, Harsens Island, St. Clair County. Preparing plans. Ready about June 15.

I. M. Lewis, Inc., 816 Ford Bldg., RA. 4724—Colonial type real estate office. 31 feet front, 18 feet deep, concrete foundation, stained shingle roof, plumbing. Work under way.

G. A. Mueller, 1346 Broadway, RA. 3697.—Voight Brewing Co., 10 mile and Grand Trunk R. R. Receiving bids on equipment and machinery. Closing June 15.

G. A. Mueller—Old Holland Brewing Co., 563 E. Larned St. Under construction.

Harley and Ellington, 1507 Stroh Bldg., RA. 9030.—Office Building for the Evans Products Corp. at Fullerton and Greenfield. Contracts just let: General Contractors—James A. Moynes and Co.

Heating Contractors—Gar Wood Oil Burner Dist. Screens—Watson Screen Co.

Shades—J. L. Hudson Co.

Fixtures—Detroit Mantel and Tile Co.

D. Allen Wright, 133 W. Grand Blvd., LA. 4572.—Frame house located at Luverne, Alabama. 75' long, 35' deep. One story, no basement. Special features, fireplace in every room, electric refrigeration, brick floors, panel wood walls. Bids taken by Mr. and Mrs. Edwin King, Luverne, Alabama. Closing June 20, 1934.

BIRTHDAYS THIS WEEK:

Ernest Wilby, June 6; Frank Lloyd Wright, June 8.

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TENNESSEE REGISTRATION LAW UPHELD

In the case of the State of Tennessee, Board of Examiners for Architects and Engineers vs. Herbert Rogers, which was heard in December, 1933 the Supreme Court has rendered a decision in favor of the plaintiffs, restraining the defendant from practicing architecture in that state until he shall have been duly registered.

Architects' Luncheon
32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, June 5, 12:30 p. m.

Rogers had appealed to the Supreme Court, questioning the constitutionality of the act.

In his opinion Judge Swiggart did not find with the defendant that he was acting as a decorator, designer or artist, since evidence showed that he had contracted for and furnished architectural services for many residences in and around Nashville.

"We are of the opinion," he states, "that the business of drawing plans and specifications for dwelling houses is a business which involves the public safety and health."

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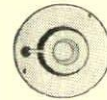
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Vol. 8

DETROIT, MICH., JUNE 12th, 1934

No. 24

Architects' Code

Upon his return from Washington Mr. H. J. Maxwell Grylls, Chairman of the Detroit Chapter's Code Committee brought with him a copy of the proposed Architects' Division of the Construction Industry Code, as revised May 1, 1934.

Discussion at the A. I. A. Convention brought out the question, why an Architects' Code? The answer seems to be that it will tend to improve practices in the profession and enable the architects to take their proper part in the Master Code of the Building Industry.

Chapter One of the Construction Code, covering general conditions for all branches of the industry has been passed and is now effective. The Architects' Code has not been passed, but has been re-drafted, resulting in material changes.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

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

It is stated that it will be binding not only on Institute members but on all architects practicing in the United States, numbering some 16,000, as well as upon such organizations as are operating as defined for "Architects" in the Code.

One of the important considerations has been that of fees. While the naming of fees has been ruled out as price fixing, such schedules of charges as have been adopted by national, regional or state architectural bodies are considered fair practice, and the Code Authority is charged with the power "to investigate and to take action in all cases brought to its attention involving . . . failure to render proper service for the fee charged . . . failure to charge for the service rendered in accordance with the provisions of this chapter."

A member is not to knowingly compete on the basis of price, and except as provided he will not render service without charge or for a charge less than cost, including overhead and principals' time. . . . No rebate is to be made to an owner for the purpose of securing work.

Services are not to be offered, given, sold or distributed by members to or through contracting, merchandising, or publishing organizations . . . except in provision with the Code.

Wages and hours of employees are referred to Chapter One, which covers unskilled labor only.

(Continued on Page 4)

Education, Registration Discussed at Convention

By Professor Emil Lorch

Education, registration, and preparation for the practice of architecture were important subjects at the Institute Convention this year. The Association of Collegiate Schools of Architecture met during the two days preceding the Convention; the National Council of Architectural Registration Boards held three meetings on the Tuesday before the Convention, the afternoon sessions being held jointly with the Association. Both organizations discussed and endorsed the report of the Institute Committee on Education, which was approved at the Wednesday evening session by the Institute. This report grew out of meetings held during the past year of an informal committee on preparation for practice, made up of representatives of the national organizations concerned with the education and registration of the architect. There was thus developed a plan to equalize and raise standards of registration and to facilitate interstate practice, by recommending the adoption of the National Council's Junior examination; this equals in difficulty the examination of all the registration boards and those passing it will have an advantageous status in relation to the registration laws in all states and will be admitted to the Institute without examination.

For admission to the Council Junior examination the architectural graduate will need three years of properly diversified experience working under the general guidance of an architect acting as mentor or advisor, not necessarily and very often not his employer, and this mentor's recommendation will be needed for admission to the examination of the National Council of Architectural Registration Boards. The mentor plan aims to bring about closer and more helpful relations between practitioners and the young men, an important desideratum being that the graduate during the three year experience period shall not be narrowly specialized but shall have some experience in the various branches of an architect's work. Provision is also made for non-graduates.

Young men can of course continue to take the present state examinations, the National Council Junior examination being a voluntary one.

The general object of the plan is to encourage young men to prepare themselves more comprehensively and thoroughly for practice and thus upon passing the qualifying examination to be ready for the responsibilities they will have to meet.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Kreighoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
 Directors:—Fred Andersen, Albert Beaver, Roy Boomer, Claude Filer, Walter Trowell, Edward Schroeder.
 Edited By E. J. BRUNNER
 439 Penobscot Bldg., RAndolph 5500

Bid Depository

By E. J. Brunner

Introduction:—In trades where it is applicable under the codes, properly systematized depositing of duplicate bids is a practical solution for the most serious bidding evils. It therefore should receive careful consideration, and we should not become impatient because the table is not all set. The food has to be prepared before we can dine, and there are many loose ends to codes which must be concocted into something digestible.

One big problem lies in that not all the chapter codes are in force. The Code of Fair Competition has been in force since March 2 and the General Contractor's Chapter since March 19, but to the minute this is written, the real machinery is still being formed and none of it functions except partially.

The Architect is Ace:—The architect's chapter is not approved as yet and so it still remains to see what will be in it regarding depositing of bids. Regardless of what may be written into it on this point, no system for depositing will work from the start unless every architect, engineer or other who writes specifications for any job gives enough time so that sub-contractors can abide by the provision of the code which specifies that all sub-contract bids must be in the general contractor's hands at least twenty-four hours before closing time for the general bids. That part of the code is effective right now.

But further than that, to make any depository system effective in action, any writer of specifications must include a paragraph in substance like this:

DUPLICATE GENERAL BIDS AND DUPLICATE DIRECT BIDS MUST BE DEPOSITED WITH (name and address of depository) BEFORE THE CLOSING HOUR. SUB-CONTRACT BIDS TO GENERAL CONTRACTOR IN THE FOLLOWING TRADES (specify trades which have code authority for depositories) MUST BE DEPOSITED TWENTY- EIGHT HOURS BEFORE THE CLOSING HOUR.

Why the Twenty-Eight Hours?—Note the twenty-eight hour provision for sub-contract bids. This is a simple solution for plugging up a loophole which may be explained as follows: If a sub-contractor is allowed right up to the twenty-four hour limit to deposit at the depository and has to take his bids around to all generals before that 24 hour limit expires he either has to hire a flock of messengers or get to some generals so early that if they had a dear friend they could open a bid delivered early and the dear friend would still have time to deposit in the depository before the 24 hours expired. Other means of curbing this have

been suggested, the most practical suggestion being that all bids for generals be left with the depository for distribution to the generals, but even that is cumbersome. The 28-24 system proposed above is extremely practical but will not be workable if there is not plenty of time to figure a job.

About the ideal way would be to require deposit of sub-bids at the depository 24 hours prior to closing of general bids and to have it that only twenty hours would be required as limit for delivering to the general contractors. This while ideal would involve amendments to the codes. Probably that would be a hard undertaking, but at that it would be well worth while.

With such a system as above in operation, and with a properly run depository with time stamps and everything, we can do away with bid peddling and shopping.

Do Not Be Confused:—Now please do not draw any conclusion that the above proposed system is in force. It is not in force. I am offering it as a suggestion to the industry—as a good way to handle a problem which if handled right will do much to help the industry.

There is one thing to be borne in mind about the machinery set up to secure fair practices under the codes and it is simply that we must use the machinery. We can't change it without much trouble but we can build around it.

Code authority bodies whether local, state or national are doing the best they can to put the new machinery in motion, but the ones of us who are not on those boards must not only support their efforts but do a bit of thinking ourselves. We have splendid chance ahead to take a lot of bad kinks out of the industry, and if we do not think constructively, it will be simply good water over the dam with a drought ahead.

The Picnic At Tashmoo

Do not forget to plan to attend the Builders' and Traders' picnic June 28 at Tashmoo. No expense except packing your lunch or buying at Tashmoo and a 75 cent ticket for the round trip on the Steamer Tashmoo. If you wish to enliven by donating a prize get in connection with the Builders' and Traders' Exchange.

Mr. George D. Griffiths, A. R. I. B. A., of Messrs. Elcock and Sutcliffe, London, England, who has been awarded the R. I. B. A. (Alfred Bosson) Traveling Studentship for 1934, is in Detroit on an itinerary of American cities for the purpose of architectural study.

Mr. Griffiths will be a guest at the Architects' luncheon on Tuesday, June 12th in the Aztec Tower.

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MICHIGAN CONSTRUCTION LEAGUE

A meeting of the Michigan Construction League was held at the Olds Hotel, Lansing, Monday, June 4, 1934.

After lunch, President A. L. Trout called for a standing roll call in which each man also stated his business.

Those present,

A. L. Trout (Pres.), Engineer, Detroit.
D. W. Kimball (V-Pres.), Gen. Contr., Gd. Rapids.
P. R. Marshall (Sec'y), Producer, Detroit.
W. H. Chapman (Treas.), Plumber, Detroit.
C. Wm. Palmer, Architect, Detroit.
T. C. Hughes, Architect, Detroit.
H. J. M. Grylls, Architect, Detroit.
Paul Kasurin, Architect, Ann Arbor.
Frank S. Carson, Architect, Ann Arbor.
A. F. Hutzler, Plumber, Ann Arbor.
J. Brunsting, Plumber, Kalamazoo.
Carl Heinzelman, Plumber, Ann Arbor.
Richard DePond, Plasterer, Battle Creek.
E. W. Schoonmaker, Paint. and Dec., Battle Creek.
W. C. Conrad, Pait. and Dec., Ypsilanti.
B. H. Graf, Sheet Metal and Roofing, Ann Arbor.
H. F. Brundage, Sheet Met. and Rf., Kalamazoo.
J. J. Drake, Electrician, Ann Arbor.
Leon Snyder, Gen'l Contr., Battle Creek.
R. G. Phelps, Gen'l Contr., Battle Creek.
Arthur Vollmer, Gen'l Contr., Saginaw.
C. M. St. John, Gen'l Contr., Saginaw.
Max Reniger, Gen'l Contr., Lansing.
C. E. Bottum, Gen'l Contr., Ann Arbor.
C. A. Raiser, Gen'l Contr., Ann Arbor.
C. G. Scherdt, Gen'l Contr., Ann Arbor.
J. E. McQuigg, Gen'l Contr., Kalamazoo.
Paul Ligtvoet, Gen'l Contr., Kalamazoo.
F. L. Dykema, Secretary, Grand Rapids.
Frank Ederle, Secretary, Grand Rapids.
R. A. MacMullan, Secretary, Detroit.

Mr. Van Blarcom of the Michigan State NRA office was introduced by the President, who asked him to tell something of the NRA and Compliance work in other industries where Codes had been in effect long enough to furnish a substantial experience. He gave a very interesting and instructive talk on the experience and activities of the State division of the NRA and then agreed to answer any questions he could. Innumerable questions were asked, which Mr. Van Blarcom answered in a very clear manner.

It was very evident from his talk and the discussion which followed that the Administration expected each industry to use every reasonable means to enforce the Codes affecting it. That the NRA was standing back of the industry, ready to help where necessary. That any complaints made must be capable of being substantiated by fact, and made in formal fashion, although the complainant's name could be kept confidential if he wished.

Complaints could be made direct to the NRA or to properly authorized Administrative Agencies in the particular industry involved. The NRA might refer it to the proper Agency, or, lacking that, handle it itself, but if referred to an Agency, it would be checked by the NRA and withdrawn for action by them if the Agency did not handle it properly.

There was no question that the NRA meant that Codes would be enforced, although harsh measures would be used only where milder measures were ignored.

A plan for procedure for collective bargaining in construction which had just been released by the Washington authorities was discussed.

Mr. MacMullan was called upon and outlined the formation of the Construction League of the United

States, its sponsorship of the Construction Code, the necessity for a broad local organization, and the formation of the Michigan Construction League.

An outline was given of its structure, based upon the branch regulations laid down by the national League, as to membership, officers, directors, and representatives of those whose major products were in the construction field.

Washington had asked that a Coordinating Committee be set up for the State, headed by the President of the Michigan Construction League, and composed of one man appointed by each trade or division, to correlate Code problems until such time as the formal Administrative Agencies were appointed.

The League, while having no Code authority, would help correlate such activities, and such other matters as were of direct interest to the majority of divisions of the industry. These matters would be handled by Boards, each Board composed of representatives of those directly interested in that factor, but acting only in a correlating capacity. The financial structure as adopted was described.

President Trout spoke on the possibilities of the League, and urged the active support of everyone. He then called upon Mr. Frank L. Dykema, who described the Code structure as offering an industry government with legislative and judicial powers involved, legislative in that the analyzing of experience under the Codes would provide a basis for recommendations for any necessary improvements, and judicial in the necessity for spreading information in regard to Codes and helping to see that provisions were properly met.

He described the necessity for regional or geographical divisions of the League, built around the various centers of population, and made up of various classifications as to trade or profession, in order to provide better local cooperation, and to work out specific local problems, such as collective bargaining, etc.

A motion was offered by Mr. Dykema, supported by Mr. Chapman and carried; That the President appoint a Committee representative of each division of the industry to act as a planning committee to outline a State program for regional groups.

Mr. Frank Ederle spoke on the National Housing Act now before Congress, and offered a motion; That the Michigan Construction League send a night letter to the President urging his support of the National Housing Act. Supported and carried.

The President called upon C. Wm. Palmer, President of the Detroit Chapter, A. I. A. and W. C. Conrad, President of the State Painters and Decorators Association, H. J. Maxwell Grylls, and others for brief remarks.

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HOFFMAN GETS FEDERAL APPOINTMENT

L. R. Hoffman, well known Detroit Engineer has received appointment from Washington as Regional Reconditioning Supervisor for the Home Owners' Loan Corporation. His region includes the states of Michigan and Indiana and his time will be divided between these states.

The HOLC has now been liberalized by Congress to include loans for reconditioning and modernizing.

Home eligible are those on which the HOLC holds the mortgage and other homes which are free and clear of mortgages. Where the owner qualifies it is possible on HOLC homes to finance the entire cost of modernization through additional Government loans, for which \$200,000,000 is available. Loans on others may be made up to 50 per cent of the appraised value of the property, providing the owner is unable to secure the loan from any private agency.

In Michigan and Indiana it is expected that there will be at least 100,000 houses eligible for reconditioning. Up to May 1st over 16,300 had already been approved in Detroit but these have been only such repairs as were necessary to protect the Government's investment. In Detroit \$2,750,000 has been spent on this work, while Indiana has spent hardly any.

Under the new act there are eleven regions in the United States, each with a Regional Reconstruction Supervisor. In Michigan there are to be five districts with District Reconditioning Supervisors located at Detroit, Battle Creek, Grand Rapids, Saginaw and Marquette. Branch offices will be located in Lansing, Muskegon, Ann Arbor, Jackson, Kalamazoo, Benton Harbor, Flint and Port Huron.

In district offices there are to be "Building Men" who are thoroughly familiar with such work. After an appraisal is made the "Building Man" visits the house to determine what work is necessary or desired.

Architects can fit into this work to good advantage, it is said.

The work is to be done only by "approved" contractors from specifications, prepared in advance, and changed to suit the particular job, and the work must be supervised.

No new houses would be financed under this plan, but there is a bill now pending in Congress marked as a "must" bill which would make possible Government financing of new homes.

Mr. Hoffman is located in Detroit at 802 Federal Building. His new connection was made known by President Malcomson at a meeting of the Allied Architects and Engineers of Detroit held last Wednesday, at which Mr. Hoffman resigned as

Secretary. Mr. David H. Williams, Jr. was unanimously elected to succeed him.

As we go to press Mr. Hoffman announces the appointment through Washington of Frank Eurich, Jr., Detroit architect as State Reconditioning Supervisor for Michigan.

ARCHITECT'S CODE

(Continued from Page 1)

Provisions require that architects are not to furnish the services of engineers, or landscape architects without complying with their code, and vice versa. Such services furnished by the architect are to be charged for at the prescribed rate.

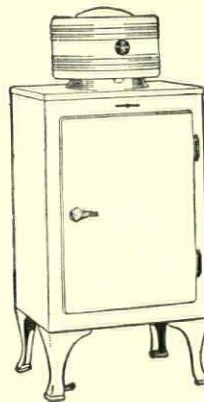
All contracts for which the architect's fee is over \$400 are to be registered and a registration fee not to exceed one per cent is charged, minimum fee \$5.00. On all work for which the cost of construction exceeds \$4,000 a written contract between owner and architect is required.

A Divisional Code Authority is to be selected by the A. I. A. consisting of six A. I. A. members and three non-A. I. A. members. They are to develop standard cost accounting systems and have power of code enforcement.

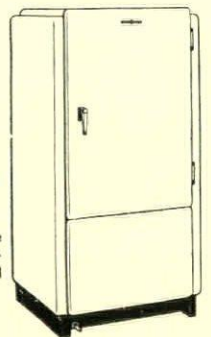
Other provisions include in general the items covered in the A. I. A. Principles of Practice.

The Architects' Code is to become effective within 30 days after its approval and passage.

Presenting Two New 1934 G-E Refrigerators



The General Electric Monitor Top Mechanism requires no attention, not even oiling. Introduced in 1927, its record is without a parallel for dependable performance at low cost year after year. First electric refrigerator to carry a 2-year guarantee, first with a 3-year guarantee, and first with a 4-year service plan. It now carries 5 years protection for only \$1 a year: the standard 1-year warranty plus 4 more years on its famous sealed-in-steel mechanism.



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ARCHITECTS REPORTS

JUNE 12, 1934

The Bulletin is receiving splendid cooperation on Architects' Reports. Mr. Clarence Cowles of Cowles and Mutchelder of Saginaw mailed in reports this week in response to our request. Others throughout the state will be doing the Bulletin a service by mailing in reports so that we receive them by Wednesday. In the case of Cowles and Mutchelder we do not know in what stage the projects are. More about this next week.

Arthur DesRosiers, 1414 Maccabees Bldg., CO. 2178.—St. Joachim Church, Reverend A. J. Sheriden, C. S. SP., Pastor. Located at Dubois and Fort St. Structural steel, masonry and reinforced concrete. Size 80' by 112'. Ready for figures June 15, 1934.

Arthur DesRosiers—School at St. Philip Neri Parish, Charlevoix and Lenox. Rev. John C. Vis-mara, D. D. 3 classroom addition of reinforced concrete and masonry construction. Face brick and stone trim exterior. Composition roof, steam heat and linoleum floors. Ready for figures June 15, 1934.

Louis Kamper, 1510 Book Tower, CA. 7263.—Remodeling store front 30 feet wide. Vitrolite and Terrazzo. Mrs. Alma Hoffman, Mt. Elliott and Gratiot.

I. M. Lewis, 816 Ford Bldg., RA. 4724.—Plymouth Felt Products, Plymouth, Mich. 1 story brick, 15' by 135'. Common brick front, cement floor, wood roof, asphalt roofing. Preparing plans.

G. A. Mueller, 1346 Broadway, RA. 3697.—Schmidt's Brewing Co. Bottling plant at Brewster and St. Albans. Starting plans June 11, 1934.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Stroh Brewing Co. Fermentation cellar. 50-200 bottle cypress fermenting tanks. Cork insulation, refrigeration, asphalt floors. Preparing plans. Tanks ordered. Masonry contract let. Bids by invitation.

Harley & Ellington—Stroh Brewing Co. 5 story fireproof structural steel and masonry stock house. 2 basements, glass enamelled steel tanks, refrigeration and insulation. Size 120' by 100'. Bids by invitation.

Harley & Ellington—Office building for the Evans Products Corp. at Fullerton and Greenfield. Contracts let:

General Contractors—James A. Moynes & Co.
Heating Contractors—Gar Wood Oil Burner Dist.
Screens—Watson Screen Co.
Shades—The J. L. Hudson Co.
Fixtures—Detroit Mantel & Tile Co.
Masonry Contractor—Wm. Demske.
Plumbing Contractors—Glanz & Killian Co.
Electrical Contractors—Donahue & Shoebottom.
Painting Contractors—James A. Moynes Painting and Decorating Co.

Plaster Contractor—Wm. McKillop.
Glass Contractors—Home Paint & Glass Co.
Roofing Contractors—Carey Co.

Job is to be completed about June 15, 1934.

Bennett and Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—9 room home at Abington and Kendall, Detroit. Size 44' by 35', brick veneer. Spe-

cial features—electric refrigeration, gas or electric stove, acoustical treatment for recreation room, 2 car garage, overhead doors. Bids close June 12, 1934.

Bennett and Straight—16 room home, Warwick Road, North Rosedale Park. Size 95' by 58'. 5 bedrooms, 3 baths, vanity, library, sun room, living room, dining room, kitchen, electric refrigeration, gas range. Attached 3 car garage, overhead doors. Preparing plans.

Bennett and Straight—Small school, Sans Souci, Harsens Island, St. Clair County. Preparing plans. Ready about June 15.

Cowles & Mutscheller, 240 Goff Bldg, Saginaw, Mich.—Moving picture theatre and two stores. Owner, Mr. C. A. Vogelheim, Rogers City, Michigan. Size 50' x 117-6". Part basement. Seats, 468.

Cowles & Mutscheller—Moving picture theatre. Owner, Mr. Fred Witters, Saginaw, Mich. Size 40' x 110', part basement. Auditorium and balcony seats, 464.

Cowles & Mutscheller—Store front, Bay City (West Side). Owner, Mr. I. B. Richardson, Bay City, Michigan. Carrara glass bulkheads, metal setting, terrazzo entrance floor, walnut trim. Size 22'-4" x 14'-0" deep.

Geo. Diehl, 120 Madison Ave., CH. 7660.—The Trenton Valley Distillers Corp., Bottling plant at Trenton, Mich. Bids opened June 4, 1934. Contracts to be awarded in a few days.

D. Allen Wright, 133 W. Grand Blvd., LA. 4572.—Frame house located at Luverne, Alabama. 75' long, 35' deep. One story, no basement. Special features, fireplace in every room, electric refrigeration, brick floors, panel wood walls. Bids taken by Mr. and Mrs. Edwin King, Luverne, Alabama. Closing June 20, 1934.

G. A. Mueller, 1346 Broadway, RA. 3697.—Voight Brewing Co., 10 mile and Grand Trunk R. R. Receiving bids on equipment and machinery. Closing June 15.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Manchester School. 12 room steel, brick and wood construction. 4 rooms built, finishing 8 rooms. Bids closing June 14, 1934. All sub-contracts to be let.

Lane-Davenport, Inc.—Richmond School. Steel, wood and brick construction. 4 classrooms, auditorium and gymnasium. Ground broken June 5, 1934.

Lane-Davenport, Inc.—Galein High School. 2 story brick, stone and steel construction. Size 120' x 95'. 12 rooms, auditorium and gymnasium. Ell shaped building. Plans ready about July 1, 1934. All bids by sub-contractors.

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JUNE 13 AND 14

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FRIDAY-SATURDAY

JUNE 15 AND 16

Lanny Ross in "Melody in Spring"

Sat. 11 P. M.—Sally Eilers in "Morning After"

SUN.—MON.—TUES.—WED.

JUNE 17, 18, 19 AND 20

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DETROIT

COLLEGE OF ARCHITECTURE

Word has just been received that Mr. William H. Buderus, Jr., of Toledo, Ohio, a senior in the College of Architecture is the successful competitor for the architectural fellowship of the Lake Forest Foundation for Architecture and Landscape Architecture. This fellowship is awarded annually in competition between representatives of students in architecture and landscape design from a group of middle-western institutions—the state institutions of Michigan, Ohio, Illinois, Iowa, the Chicago School of Architecture, and the University of Cincinnati. The problem this year was a week-end house on a large plot of ground adjoining a lake. The jury consisted of a group of Chicago architects and President Walter S. Brewster of the Lake Forest Foundation.

The income of the fellowship is \$1200. The competition is a collaborative one, and there are two fellowships, one in architecture and one in landscape design, the winners in both fields travelling and studying together in Europe.

Three years ago this fellowship was won by Mr. Lorne E. Marshall, then a senior in the College of Architecture.

The College of Architecture at the University of Michigan will conduct the following classes in the

Summer Session which continues for eight weeks beginning June 25:

Advanced and graduate architectural design — Professor Roger Bailey.

First and second year architectural design—Professor Wells Bennett.

Working drawings and office practice—Assistant Professor W. C. Marshall.

Assistant Professor Alexander Mastro Valerio will conduct the course in outdoor drawing and painting.

The Alpha Chapter of Tau Sigma Delta Honorary Fraternity in Architecture and Allied Arts held its annual initiation ceremony and banquet on May 31st at the Michigan Union in Ann Arbor.

The group initiated was as follows—

Donald Carl Anderson—Warren, Pennsylvania.

Francis Phillips Bennet—Ann Arbor, Michigan.

Margaret Cornelia Culver—Ann Arbor, Michigan.

Miriam Lucile Hall—Highland Park, Michigan.

Glenn Gunnette Mastin—Albion, Michigan.

Ernest Lennox Schaible—Gary, Indiana.

Samuel Wald—Mt. Clemens, Michigan.

Raoul Gustaf Wallenberg—Stockholm, Sweden.

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WEEKLY BULLETIN



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Vol. 8

DETROIT, MICH., JUNE 19th, 1934

No. 25

THE ARCHITECTURE OF YOUR CHURCH

*A Talk Before a Group of High School Students, Members of the
First Presbyterian Church, Detroit.*

By AN ARCHITECT

Before discussing the architecture of your Church I should first like to say something about architecture in general.

You have learned, and you will continue to learn, that in your studies the answers to your problems are generally found by following certain definite rules, many of which were discovered hundreds of years ago. Through the ages they have not changed, and they will never change because they are the laws of nature.

Sir Isaac Newton discovered the laws of motion. Gallileo discovered the law of gravity, Archimedes discovered the principle in mechanics known as the lever and fulcrum, etc.

And so, when an architect is dealing with materials, bricks and mortar, steel and stone, he can make them do what he wants them to do. There are weights and measures to pre-determine to the pound just what a beam or column will carry. But there is another consideration in architecture, that of beauty, and for that there is no yardstick, be-

And love the high embowed roof,
With antic pillars massy proof,
And storied windows richly dight,
Casting a dim religious light.
There let the pealing organ blow,
To the full-voiced quire below,
In service high, and anthems clear,
As may with sweetness through mine ear,
Dissolve me into ecstasies,
And bring all heaven before mine eyes.

Your church is of the Romanesque style, characterized by the round arches and the bold, simple surface decorations. It was designed by the firm of Mason and Rice, now George D. Mason and Company, which firms have been responsible for some of the most outstanding work in this country. Mr. Mason is known as the "Dean of Michigan Architects." In recent years that firm has done such work as the Central Woodward Christian Church, of which Doctor Edgar DeWitt Jones is Pastor, and which was awarded a prize by the Detroit Chapter of the American Institute of Architects; the Detroit Masonic Temple, considered the finest as well as the largest masonic temple in the world.

There has been little new in architectural design for hundreds of years. There is also little new in any of the other arts, save the putting together of

(Continued on Page 4)

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

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

cause it involves the human element. What is pleasing to one may not be pleasing to another.

A building that is not beautiful is not architecture and, therefore, architecture like religion, like life, is something beyond us. A beautiful building, such as your church, is inexplicable. We only know that it possesses us and that we love it, just as did the great poet John Milton when he wrote those glorious lines in *Il Penseroso*:

But let my due feet never fail
To walk the studious cloister's pale,

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439 Penobscot Bldg., Randolph 5500

Edited By E. J. BRUNNER

Blow Out the Ashes

Life is not all beer and skittles, and yet one can't live by codes alone.

Tuesday, June 12, the following men piled up the following grossly gross scores at the Architects' and Builders' and Traders' Joint Outing at Glen Oaks:

Wm. F. Seeley, Western Waterproofing Co.	88
Russ Hays	89
J. W. Warren	108
J. W. Lundquist	93
Jim Hemstreet, Parker Bros.	108
Harvey Zens, Zens and Nelson, Inc.	118
Walter Ladendorf, Haggerty Brick Co.	113
H. B. Sutherland, Hurd Lumber Co.	87
B. A. Capp, Wolverine Marble Co.	101
A. B. Johnson, M. C. R. R.	115
E. J. Farr, Belden-Stark Brick Co.	113
R. D. Bradshad, Petoskey Portland Cement Co.	96
Richard Norton	83
R. L. Nyburg, A. B. See Elevator Co.	97
Arthur Otis, Dahlstrom Metallic Door Co.	105
Jess Stoddard, Detroit Testing Laboratory	97
A. G. Ofenstein, Ofenstein Engineering Co.	112
E. S. Frey, Restrict Lumber Co.	87
W. C. Restrict, Restrict Lumber Co.	98
Geo. Heidt, Crowley-Milner Co.	103
H. T. Corson, Walbridge-Aldinger Co.	110
Richard Bruny, Bruny Bros.	103
Bruno Kullen, Kullen Fuel & Supply Co.	91
Larry Hume, Portland Cement Assoc.	96
Carl Barry, Allied Construction Industries	101
W. G. Squier, Krimmel & Cruickshank	92
A. W. Kutsche, A. W. Kutsche & Co.	104
Frank O'Neil, Kohler Co.	110
E. J. Brunner, Builders' & Traders' Exchange	134
J. L. McGarrigle, Builders' & Traders' Exch.	120
G. J. Gamber, Revere Copper & Brass Co.	115
Donald Graham, Donald Graham Plastering Co.	81
Goodman Jensen, Culbertson & Kelly	85
Geo. H. Richardson, Boulevard Transfer Co.	99
S. M. Keir, Square D Co.	80
Herman Banbrook, Banbrook Gowan Co.	91
L. A. Graham, Detroit Lumber Co.	105
Edward Horning, Detroit Lumber Co.	126
R. A. MacMullen, General Builders Assoc.	112
L. E. Hannan, Square D Co.	101
H. C. Turner, Turner-Brooks Co.	98
J. S. Hewes, Armstrong Cork & Insul. Co.	96
C. F. Beckwith, Olean Tile Co.	96
W. C. Markle, Schroeder Paint & Glass Co.	113
Russell Bates, Otto Misch Co.	103
L. S. Goodsell	101
W. Arlund, McMillen & Arlund	99
H. S. Nichols, Nichols Floor & Tile Co.	100
K. M. Doeren, Karl M. Doeren & Co.	102
W. E. Nichols, H. H. Robertson Co.	94
Tom Murray, Huron Portland Cement Co.	—

J. A. Morris, Culbertson & Kelly 88
 K. O. Saunders, Maryland Casualty Co. 122

The following won prizes:

FIRST FLIGHT—First Prize, W. Arlund; Second Prize, R. D. Bradshaw; Third Prize, Don Graham.
 SECOND FLIGHT—First Prize, A. W. Kutsche; Second Prize, R. Bruny; Third Prize, R. L. Nyburg.
 THIRD FLIGHT—First Prize, L. A. Graham; Second Prize, E. J. Farr; Third Prize, K. O. Saunders.
 R. D. Bradshaw of Petoskey Portland Cement Company won the big cup with a low net of 71.

Now the next chance to blow out the ashes like they do on the boats is to board the Steamer Tashmoo, 9 A. M., June 28th and have AN ALL DAY with ourselves at Tashmoo Park—The Builders' and Traders' 46th Annual Picnic.

FREE ADVERTISING

A "slicker" in a slang sense is a smooth city "gent" who resorts to little tricks, which the average individual disdains to employ or take advantage of. Slickers are not necessarily dishonest, although they come pretty close to the line of demarcation at times. Some of the slicker clan are now pulling an advertising stunt without paying postage which is always a heavy drag on the legitimate dealer. Under the postal regulations, an advertiser by enclosing a business reply envelope with publicity matter provides free means for the prospect to answer if he so desires, the postage on the "Business Reply Envelope" being assumed by the advertiser upon receipt. Naturally, every business man receives many business reply envelopes which he does not use. Dealers in notions, and small merchandise collect these envelopes and insert their own advertising matter.—Michigan Engineer.

Dear Mr. Hughes:

Thank you very much for the copy of your Weekly Bulletin for May 22nd, 1934. I appreciate the comments you made upon the article about one of my houses in the May Pictorial Review. I have grown so accustomed to such things I no longer kick about them. There is such a thing as getting tired. The architect seems to be the forgotten man, all right. Even the NRA seems to be against him. I just received three bids on a job, \$11,450.00, \$12,000.00 and \$12,500. Pretty even, eh? The job ought to cost about \$9,000 and no more. With 91% of the architects out of work that sort of thing will put the other 9% out with them.

Yours very truly,

Charles S. Keefe

BIRTHDAYS

Arthur K. Hyde, June 19; Frederick Crowther, June 22.

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POPKIN APPREHENDED IN GRAND RAPIDS

Dear Tal:

I just received the May 8th Bulletin which was forwarded to me here from my old Detroit address, and as you would say its contents avidly devoured.

I am sure that the letterhead I am using will be rather a surprise to you, but believe it or not the Grand Rapids convention you refer to in this number, which by the way was my first, in addition to having provided the opportunity of meeting a group of fine fellows, and being royally entertained, implanted in me a desire, to live in this "mans" town, sufficiently strong that here I am a native of over six months standing.

Believing that it would be the height of ingratitude and violating every code of fair practice, hoped for, approved or otherwise, to descend at this inopportune time into the stamping ground of our former hosts, I abandoned architecture and very inconspicuously established myself as a purveyor of good things electrical and a supplier of those better electrical requirements which we, as architects, have been wont to specify, either laboriously by the sweat of our own brows or through the medium of an engineer where the traffic would bear it.

Instead of being the much sought after ? architect, etc. I now humbly place myself at his disposal, and strange as it may seem, I like the idea of being on the other side of the fence.

The only way I can account for my sudden decision to change from the dignified and respected profession of architecture to the crass commercial following of electrical wholesaling and lighting fixture distribution, other than doing that or starving, is that my equestrian accident in 1931 instead of resulting in a broken leg as diagnosed and treated by competent medics, must have produced an undiscovered fracture elsewhere.

Levity aside, I get a tremendous kick out of the bulletin and meeting some of the architects up here who, by the way, have been very nice to me in my new endeavor. Met Pierre Lindhout, Chris Steketee, good old Zilmer, fellow A. I. T. Aluminus and of all people, George Haas, whose story somehow I didn't get straight, our meeting being pretty much on the fly. I mean George was in a hurry.

I promise that if you or any of the other fellows ever drop in here that, with the aid of the "Pantlind Pub" which is almost as merry as was the 5th floor during the convention 'herein before specified', I will endeavor to emulate the hospitality of that memorable occasion.

With kindest personal regards to yourself and the old crowd, I am

Cordially yours,

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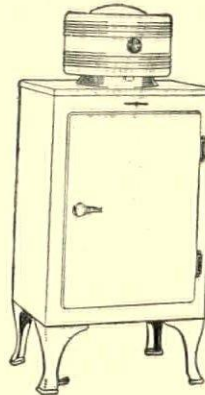
GOVERNMENT BEHIND HOME-BUILDING

The next major activity of government will be an attempt to stimulate heavy industries—which normally provide the bulk of employment, were hit hardest by depression, and have been the most lethargic in recovering from it. And the first step in doing that will be to unloose capital for home-building and repairing, through Federal guarantees of mortgages. Mr. Roosevelt has sent a special message to Congress to expedite such legislation.

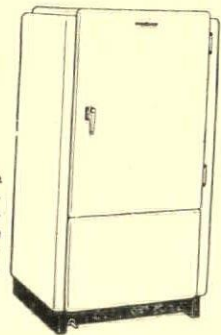
Experts estimate that it is possible to unloose credit to the tune of \$1,500,000,000 or more in this manner. That money would go to painters, carpenters, masons, plumbers, contractors. It would buy cement, steel, paint, lumber, roofing, electric fixtures. It would pass through a hundred great industries, creating jobs and opportunities as it went. It doesn't take much imagination to visualize the extent of its influence in pulling businesses of all kinds out of the doldrums.

Here's a thought for the wise property-owner to start considering right now: If building is greatly accelerated, prices for everything involved are going to rise. They're going to leave depression levels behind and return to the normal average—that, in fact, is one of the cardinal aims at this time. Those who can afford to repair and build now have an opportunity that may never be repeated in their lifetime.

Presenting Two New 1934 G-E Refrigerators



The General Electric Monitor Top Mechanism requires no attention, not even oiling. Introduced in 1927, its record is without a parallel for dependable performance at low cost year after year. First electric refrigerator to carry a 2-year guarantee, first with a 3-year guarantee, and first with a 4-year service plan, it now carries 5 years protection for only \$1 a year: the standard 1-year warranty plus 4 more years on its famous sealed-in-steel mechanism.



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CHAPTER-SOCIETY MEETING

YE LONGFELLOW

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THURSDAY EVENING, JUNE 21

Dinner at 6:30 P. M. (60c)

Says the Entertainment Committee, "This is a FIND, an excellent place to have a wonderful dinner at a reasonable price. It's right across the street from 'the grocery store' and those who care for refreshments will be taken care of."

And this is the important part—L. R. Hoffman, recently appointed Regional Reconditional Supervisor for Michigan and Indiana will be present in person or by proxy to tell you how the architects will fit into the \$200,000,000 program as outlined in the last issue of the Bulletin.

This is something that means work for you so, be there.

BE SURE AND MAKE RESERVATIONS BY
WEDNESDAY MORNING—CHERRY 7660

THE ARCHITECTURE OF YOUR CHURCH

(Continued from Page 1)

old motifs to form new compositions. Milton's poem is but old words expressing new and beautiful sentiments.

Your church had for its inspiration Trinity Church in Boston by that greatest of architects, Henry Hobson Richardson. Richardson, in turn, borrowed from European architecture, etc., but both are fitted to their particular sites and needs most excellently, and even add to what has gone before.

It is said that when Richardson first traveled and studied in Italy he met with his friend Phillips Brooks, and they came upon the Sistine Chapel. So fascinated was Sullivan that they spent hours under its spell. Upon leaving Sullivan expressed amazement at "such beauty, originality, inventive genius. How could any man have such creative powers?"

"Genius, creative powers, yes," said Brooks, "But those stories in the Bible . . ." Before he could finish Sullivan had come to a new realization. He said, "You don't mean to tell me! Are all of those things in the Bible?" He was assured that they were, even to the decorative panels representing the Creation, the Fall, etc. Sullivan borrowed Brooks' Bible and next morning he appeared late, he looked tired and worn. He said, "I've been up all night reading that confounded book of yours, couldn't put it down."

And so Sullivan penetrated the unknown by going back to God and the Bible, realizing that no architect who had not the spirit of God in his heart could design a beautiful church.

The beauty of your church is indicative of this spirit, of joy and sorrow, and all the emotions.

There is a lot of joy in life but there is also grief. We come into the world by pain. We are married and on that occasion we celebrate, but older people are wont to cry because they know that the younger people are emerging from a care-free life into one of responsibility. There will be

trials, temptations against which one must grapple. This is expressed in your church by the cross. There is evil which is expressed by the shadows cast by the deep-cut ornament.

The element of mystery is expressed by the piers around which we must look to find surprises. The love of venturing into the unknown is realized in the nooks and crannies.

The elements of costliness are introduced to represent our devotion, hence the adornments, which in some cases are of gold and silver.

Dear Mr. Hughes:

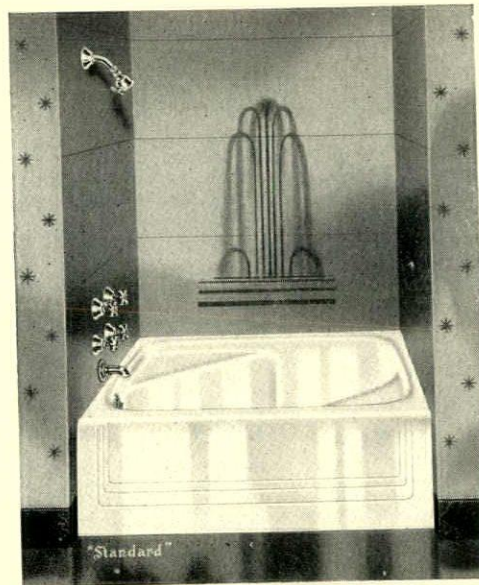
Yes, we editors do catch it once in a while—but we have the satisfaction of knowing that when a correction comes in, it is an indication that the magazine is being read. Unfortunately, once in a while a picture comes in with an incorrect caption, and although we often detect such errors here, yet the one about Cass Gilbert and Paul Cret did get by.

To show our good will, however, we gave Mr. Macomber's letter a prominent position in our June Open Forum section, and I do hope that any injustice to Mr. Cret has in this way been righted.

Cordially yours,

Leland D. Case
Chairman, Board of Editors
The Rotarian.

And Fred Beckbissinger writes: Carl Macomber, architect, Rotarian hails from Saginaw, not Bay City as stated in the "Poor Editor" article.



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ARCHITECTS REPORTS

June 19, 1934

Arthur DesRosiers, 1414 Macabees Bldg., CO. 2178.—St. Joachim Church, Reverend A. J. Sheridan, C. S. SP., Pastor. Located at DuBois and Fort Sts. Structural steel, masonry and reinforced concrete. Size 80' x 112'. Bids closing June 27.

Arthur DesRosiers.—School at St. Philip Neri Parish, Charlevoix and Lenox. Rev. John C. C. Vismara, D. D. 3-classroom addition of reinforced concrete and masonry construction. Face brick and stone trim exterior. Composition roof, steam heat and linoleum floors. Ready for figures June 20.

Louis Kamper, 1510 Book Tower, CA. 7263.—Remodeling store front 30 feet wide. Vitrolite and terrazzo. Mrs. Alma Hoffman, Mt. Elliott and Gratiot Aves.

I. M. Lewis, 816 Ford Bldg., RA. 4724.—Plymouth Felt Products Co., Plymouth, Michigan. 1 story brick, 15' x 135'. Common brick front cement floor, wood roof and asphalt roofing. Excavating, masonry, cement and concrete contract let to The Linwood Construction Co. Work started June 12.

G. A. Mueller, 1346 Broadway, RA. 3697.—Schmidt's Brewing Co., Bottling Plant at Brewster and St. Albans. Starting plans June 11.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Stroh Brewing Co. fermentation cellar. Cork insulation, refrigeration, asphalt floors. Preparing plans. Tanks ordered. Masonry contract let. Bids by invitation.

Harley & Ellington.—Stroh Brewing Co. 5 story fireproof structural steel and masonry stock house. 2 basements, glass enamelled steel tanks, refrigeration and insulation. Size 120' x 100'. Bids by invitation.

Bennett and Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—16 room home, Warwick Road, North Rosedale Park. 95' x 58'. 5 bedrooms, 3 baths, vanity, library, sunroom, living room, dining room, kitchen. Electric refrigeration, gas range. Attached 3 car garage, overhead doors. Preparing plans.

Geo. Diehl, 120 Madison Ave., CH. 7660.—The Trenton Valley Distillers Corp., bottling plant at Trenton, Mich. Bids opened June 4. Contracts will be let in about one week.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Richmond School. Steel, wood and brick construction. 4 classrooms, auditorium and gymnasium. Contracts awarded are: Stone contract—Federal Steel Sash; Misc. Steel—Sterling Structural Steel; Rein. Steel—Concrete Engineering Co.; Face Brick—Sugar Creek Brick Co.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825.—Garage at 1000 Lake Shore Drive, Grosse Point, Mich. 30' x 102', one and two stories, living quarters. Owner, Louis Mendelssohn. Bids close June 19.

Geo. D. Mason & Co., 409 Griswold, RA. 7850.—Dancing pavilion for the Detroit Yacht Club. 80' x 80'. Ground floor will have carpenter shop, repair

shop, sail loft and canoe shelter. Terrazzo floors. Bids in. Board of Directors meeting Monday, June 18.

Aloys Frank Herman, 710 Owen Bldg., RA. 8788.—Selected to prepare drawings for St. Joseph's Church, Tiffin, Ohio. All contracts, etc. will be placed with Tiffin, Ohio firms. Seats 900 people.

Albert Kahn, 3rd Floor, New Center Bldg., MA. 7200.—2 new buildings for Parke-Davis & Co., each 61' x 81'. 2 stories. Reinforced concrete with brick and glass exterior. Bids due June 21.

D. Allen Wright, 133 West Grand Blvd., LA. 4572.—Alteration on residence at Northville, Mich. Changing sun room to library. Contract let to Amsbury-Merritt, Inc. Work under way.

Richard Marr, 415 Brainard, TE. 1-6860.—Residence at Holly, Mich. 28' x 55'. 8 rooms, brick, shingle roof, steam heat, electric refrigeration. Preparing plans. Ready about July 10.

Richard Marr.—Building for National Twist Drill & Tool Co. Contracts let to: Masonry contract—Demske and Co.; Carpentry contract—James A. Moynes Co.; Plastering contract—McKillop; Electrical contract—Donohue & Shoebottom.

Richard Marr.—Residence at Naples, Florida. 30' x 70', 10 rooms. Frame construction, no basement. Electric refrigeration, electric stove, no heating. Preparing plans. Ready July 1.

Kuni, Wm. H., Inc., 1012 Frances Palms Bldg., CA. 8550.—Taking bids on Alpena County Court House as follows: General, Plumbing, Heating and Ventilating, Electric Wiring, Miscellaneous built-in equipment (wood), miscellaneous built-in equipment (metal), and any combinations of the above. Bids close July 16th.

PUNCH AND JUDY THEATRE

KERCHEVAL AT FISHER ROAD

NIAGARA 3898

THURSDAY—FRIDAY—SATURDAY JUNE 21, 22 AND 23

Hal LeRoy—Guy Kibbee in "Harold Teen"
Sat. 11 P. M.—Sally Blane in "City Limits"

SUNDAY—MONDAY—TUESDAY JUNE 24, 25 AND 26

Dick Powell—Ginger Rogers in "20 Million Sweethearts"

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COLUMNIST FORBES DECRIES THE LACK OF A BUILDING NAPOLEON

Square-spoken B. C. Forbes' column (on every Hearst paper's financial page) bulged with capital letters last month.

"America," wrote Mr. Forbes, "has had its Automobile King, Henry Ford; its Oil King, John D. Rockefeller; . . . its Chain Store King, Frank W. Woolworth; its Mail Order King, Julius Rosenwald; its Chewing Gum King, William Wrigley, Jr. . . .

"Americans need today another colossus, a superman capable of giving every city and town and community in America attractive modern homes at lower prices than heretofore. . . .

"The demand, the need, the desire is not for rows of repellantly uniform houses in every community throughout the length and breadth of the land.

"The ideal Building Napoleon would establish branches at strategic points all over the continent, man them by staffs capable of erecting a wide variety of pleasing homes at unprecedentedly moderate cost. The financing could be arranged, wherever necessary, by the Building Napoleon's towering organization."—Architectural Forum.

EXAMINATIONS

The Engineering Experiment Station of the Michigan State College has just published Bulletin No. 56 "Questions for Civil Engineers Given on Michigan Engineering Registration Examinations."

The bulletin contains typical questions taken from examinations given from June, 1924 to December, 1933 inclusive, 700 questions altogether. . . .

The bulletin is published primarily for the benefit of engineers who are studying for the Registration Examination by reviewing questions on former examination papers. The author is C. L. Allen, Professor of Civil Engineering at the Michigan State College.

Copies may be obtained by addressing the Director of the Engineering Experiment Station, R. E. Olds Hall of Engineering, East Lansing, Michigan. The price is fifty cents per copy.—C. L. A. in the Michigan Engineer.

Editor's Note—It seems to us that this would be a good example to be followed by the Board of Examiners to assist those preparing for the architectural examination.

CONCRETE MIXER TO STAY UNDER SCHOOL FOREVER

The new York Times reports that when the epic of the CWA is written, Wisconsin officials hope it will include the tale of the Oconto County concrete mixer.

CWA men were building a concrete basement for a school. They had a fine new concrete mixer, and when the rigors of the Wisconsin Winter made outdoor work impossible they moved the mixer into the basement and went on with their building.

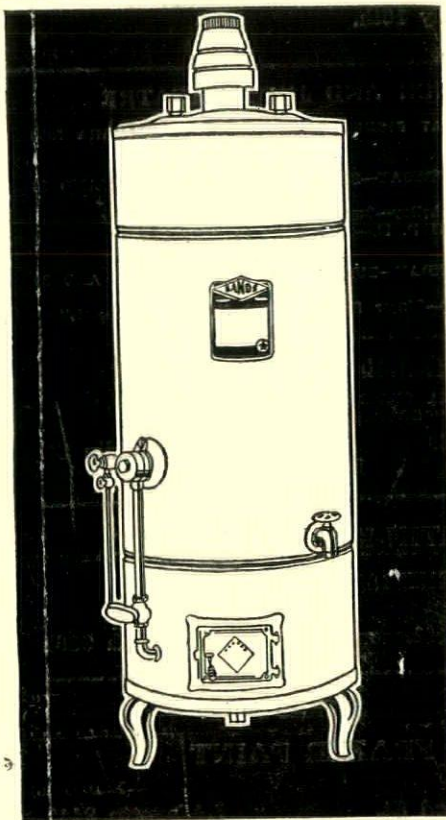
Now the basement is finished. No exit was provided for the concrete mixer, so there it must remain, as the regional CWA engineer says, "for all posterity to gaze at fondly."

House Beautiful, combined with Home and Field, announce their Seventh Annual Small House Competition, which closes July 1st, 1934.

Class one offers \$500 first prize and \$300 second prize for the best design for a house of eight rooms and under. Class two offers the same prizes for the best design for a house of nine to twelve rooms.

Class three offers a \$300 prize for the best design for a house of any size "exemplifying recent developments in construction, materials and architectural design without dependence upon period form."

Programs and further information can be obtained from House Beautiful—Home and Field, 572 Madison Ave., New York.



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Vol. 8

DETROIT, MICH., JUNE 26th, 1934

No. 26

ARCHITECTS' WORK ON HOLC EXPLAINED BY HOFFMAN

Established architectural offices will be employed on supervision and modernization under a new act of Congress liberalizing the Home Owners' Loan Corporation, L. R. Hoffman Regional Reconditioning Supervisor told 50 architects at a joint dinner meeting of the Chapter and Society at Ye Longfellow Thursday evening.

The new order will make use of existing agencies throughout the entire building industry, Mr. Hoffman stated following his return from a five-day "schooling" in Washington. He was high in his praise of the personnel administering the Corporation at Washington, stating that Mr. Pierre Blonk, Architectural Advisor is a man of thorough understanding of his profession.

Three billion dollars have been appropriated for this work throughout the country for which home owners who were in distress with their property on or before June 13th, 1933 are eligible. The Act provides, however, that others who have defaulted on their mortgages since that date due to unemployment or other just cause beyond their control can receive relief and modernize their homes, subject to qualifications as to appraisal, payments, etc. The payments on reconditioning are at the rate of \$7.90 per month per thousand for fifteen years.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

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

A fee appraisal is made covering all of the items entering into the applicants' conditions. Next an inspector is sent to examine the job together with all reports and to make a work sheet to determine what work is necessary or desired, and if the loan is a good risk for the Government. The fee appraisers are to be paid is eight dollars per day and they are to furnish their own transportation.

Bids are taken by the HOLC and a "Review Appraiser" again inspects the job following which the project in turn goes to the Loan Committee, the State Appraiser and the State Supervisor for approval, and to Mr. Frank Burton of the Closing Department, to pass upon the abstract, taxes, negotiation, etc.

Under the new act it is compulsory to employ experienced "building men" for these positions. During progress of the work three inspections must be made, at the start, the middle and the finish, for which they pay one per cent. This may be revised upwards and it is expected that the average con-

tract will run considerably higher than in the past, which has covered only "necessary repairs." Since March the average has been \$300.00.

It is Mr. Hoffman's belief that there should be a "contingent fund" to take care of unforeseen condition such as unsound roof boards etc.

On certain jobs architectural services will be employed in the regular way except that the Government will take bids. For this a fee of eight to ten percent will be paid. There are 350 jobs now ready to proceed, about 200 of which will probably require architectural services. The owner will have the right to select his own architect, subject to the approval of the HOLC, and if he knows none the HOLC will recommend one from an approved list.

There will be three bids taken, and again the owner may recommend bidders. If he doesn't the HOLC will select them from an approved list. Employers' liability and public liability insurance will be compulsory.

Mr. Hoffman stressed the point that the Government and Mr. Donald H. McNeil, Chief Reconditioning Supervisor, as well as Mr. Blank, Mr. Nelson and Mr. Miller of the Washington office are first of all interested in securing the services of the best men possible for this work.

To date the Detroit HOLC office has handled 21,700 jobs totaling some \$3,750,000. These figures might easily be doubled under the new act, particularly when the wholesale departments of the banks are functioning. Those handled to date may be re-opened to include additions other than "necessary repairs."

The Government pamphlet "Guide to Home Reconditioning" explaining the details of the plan can be secured through N. Chester Sorensen of the HOLC office in the Barlum Tower.

Architects desiring work on these projects must fill out "Form 69" which are available at Mr. Hoffman's office, 802 Federal Building.

Architectural work will be divided into three classes, viz: Necessary Repairs, in which no structural changes are required; Remodeling, in which there are structural changes and modification of design; and Modernization, which requires complete architectural services.

(Continued on Page 4)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Kreighoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
 Directors:—Fred Anderson, Albert Beever, Roy Boomer, Claude Flier, Walter Trowell, Edward Schroeder.
 439 Penobscot Bldg., RAndolph 5500 Edited By E. J. BRUNNER

The Picnic—June 28

Do not forget the big day prepared for you at Tashmoo Park, June 28. The good steamer Tashmoo leaves the dock at the foot of Griswold St. promptly at nine A. M. and when the whistle toots the Builders' and Traders' picnic becomes officially a good time for all.

There will be plenty of contests for all. Plenty of entertainment and plenty of prizes. The open season for prizes is only well commenced and in the order of receiving, we have already the following good news for you. That is to say the following firms have donated the following:

Detroit Steel Products Co., the tickets.
 Sager Metal Weatherstrip Co., ten double hung weatherstrip equipments installed.
 D. R. Middleton, one residence call panel.
 Aluminum Co. of America, one aluminum chair.
 Revere Copper and Brass, one copper coffee pot.
 Belden Stark Brick Co., \$10.00.
 Restrict Lumber Co., one lawn chair and table and one kiddie lawn chair.
 William Clippert Brick Co., \$5.00.
 Western Waterproofing Co., \$3.00.
 C. W. Kotcher Lumber Co., one lawn chair.
 Pittsburgh Plate Glass, one mirror.
 Parquet Floor Co., one congoeum rug.
 Kullen Fuel and Supply Co., one ton broken stone for driveway.
 J. T. Wing and Co., one trooper's hatchet.
 Don Galvin Cigar Co., one box fine cigars.
 Schmidt Brewing Co., one case beer.
 Al Saunders Co., one baseball bat and one dictionary.
 Albert Grauer Co., one set book-ends.
 Schroeder Paint and Glass Co., one mirror.

This is a goodly supply but there are bound to be many more and so it will be well worth while not only to take the trip but to get into the games and contests. The members have been very generous we think.

Not Perpetual Motion

A magazine like this bulletin is not a perpetual motion contrivance. It must have energy to operate just as your body needs food and a glass of beer. The only discovered source which will make a magazine run is revenue, and though this source is discovered it is not automatically findable.

This magazine is the official organ of the Michigan Society of Architects, and doubtless you find it interesting to read or you would not be reading this paragraph. Every firm should take this magazine. Very possibly this medium cannot continue to circulate to those who do not become paid subscribers. It is the only publication left sponsored

by an association in the building industry. For years, the Builders' and Traders' Exchange circulated the "Wolverine Builder" and about one year ago the Exchange began an uninterrupted one page a week in this bulletin, stating in the initial number the belief that one magazine would be of more service to the industry than two. But even one magazine can not flourish unless the industry patronizes it through advertising and through subscription.

Sales Tax Regulations

There are still some in the industry who are confused by sales tax regulations and there are still some field agents sent out by the state who do not know all about it and so some people are probably paying where they do not need to pay.

Ten members of the Builders' and Traders' Exchange received help from the Exchange during the past ten days, and so a special bulletin to the members goes out this week on the subject of sales tax regulations.

CURING THE HOME SHORTAGE

"An attempted shift from public initiative to private initiative is definitely under way in the government's policies and programs of recovery," says the United States News. One important phase of this, the News continues, is a plan for insuring loans for home repairs and new building to attract private capital into the dormant construction industry.

It is a well known fact that stimulated construction holds out the promise of two million new jobs—half of them in actual building, and half in the industries providing needed materials. The merest glance at the statistics serves to show how sorry the state of the building industry is at present. In 1928, residential building expenditures touched \$2,788,000,000. In 1930 they dropped to less than half of that. In 1933, they went down to the extraordinary low of \$300,000,000—a fraction of the 1928 level.

It is estimated that \$1,500,000,000 of private capital will go into housing developments during 1934, if present plans have the hoped for result. Close to 80 per cent of that would find its way into the pockets of workers—it would go a long way toward solving unemployment and relief problems. And it would provide hundreds of thousands of much needed dwellings, and represents a substantial beginning toward eliminating the extreme housing shortage that now exists.

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THE FARM HOME

The farm housing survey, a project of the Civil Works Administration, is producing facts and statistics that are of exceptional interest.

The survey covers such factors as condition of walls, chimneys, roofs, etc., the age of the structure, the number of rooms and occupants, and whether or not it has ordinary conveniences and comforts. The average urban dweller will be surprised to learn that a heavy percentage of the farm homes are entirely without plumbing of any kind. The bulk of the homes are in only fair condition; many are classified as being poor. And only a comparative handful have electric or gas labor saving devices.

Here is a vast market for the sale of building materials and supplies. In a number of states the market has barely been touched; homes are little different than they were twenty-five years ago. Various plans are on foot now to make it possible for more farmers to finance new building and effect improvements and alterations to old structures. If the plans go through it will mean not only better living quarters for the farmer—it will mean that a legion of men will find jobs, both in the actual work of construction and in the industries supplying materials.

It is the general opinion that stimulated home building, in both rural and urban areas, is essential to achieving general economic recovery. And it is pleasant to note that the outlook for new construction is better now than at any time in the past four years.

President C. William Palmer of the Detroit Chapter A. I. A. has returned from a swing around the state including Grand Rapids, Saginaw and Lansing. From Grand Rapids he reports that the Chapter there has accepted the invitation of the Detroit Chapter to join in a boating party about the first of August.

In Saginaw and Bay City it has been decided to hold a regular weekly Architects' luncheon such as we hold in Detroit. And Clarence Cowles has decided to make application for Membership in the Detroit Chapter of the A. I. A. It has been a long time coming but Clarence is to be congratulated upon taking the step. The Institute is also to be congratulated on receiving an application from such a man as Mr. Cowles.

In Ann Arbor the profession is well cemented together with a local organization which works splendidly with entire building industry.

Some time ago we received a copy of a proposed questionnaire prepared by an architect in another section of the state, which indicates the lines along which they are thinking.

Without mentioning the architect or even the city, here it is:

MR. ARCHITECT:

Do you think that the Architectural Profession in this city has received it's full share of local work in the past?

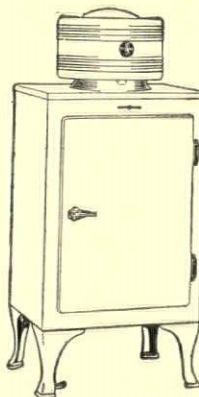
Do you believe that it's reputation has been such as to warrant more?

Do you believe that Mr. Average Citizen, or any High School graduate knows any thing about Architects and their work?

Have you any idea of what the business man on the street thinks about the profession as a whole?

Can you guess what his reaction must be to the well known and quite evident petty jealousies, snobry and love for one another that we have evidenced in the past?

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The General Electric Monitor Top Mechanism requires no attention, not even oiling. Introduced in 1927, its record is without a parallel for dependable performance at low cost year after year. First electric refrigerator to carry a 2-year guarantee, first with a 3-year guarantee, and first with a 4-year service plan, it now carries 5 years protection for only \$1 a year: the standard 1-year warranty plus 4 more years on its famous sealed-in-steel mechanism.



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ARCHITECTS' REPORTS

June 26, 1934

Bennett and Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—16 room home, Warwick Road, North Rosedale Park. 95' x 58'. 5 bedrooms, 3 baths, vanity, library, sunroom, living room, dining room, kitchen. Electric refrigeration, gas range. Attached 3 car garage, overhead doors. Preparing plans.

Arthur DesRosiers, 1414 Macabees Bldg., CO. 2178.—St. Joachim Church, Reverend A. J. Sheridan, C. S. SP., Pastor. Located at DuBois and Fort Sts. Structural steel, masonry and reinforced concrete. Size 80' x 112'. Bids closing June 27.

Arthur DesRosiers.—School at St. Philip Neri Parish, Charlevoix and Lenox. Rev. John C. C. Vismara, D. D. 3-classroom addition of reinforced concrete and masonry construction. Face brick and stone trim exterior. Composition roof, steam heat and linoleum floors. Ready for figures June 20.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Stroh Brewing Co. Fermentation cellar. Contracts let: Cork insulation—Armstrong Cork Co.; Sewers and Plumbing—Glanz & Killian; Asphalt Floors—Krieghoff Co.; Masonry—P. H. Piper; Painting—Kravat & Bourget.

Harley & Ellington.—Stroh Brewing Co. 5 story fire proof structural steel and masonry stock house. 2 basements, glass enamel steel tanks, refrigeration and insulation. Size 120' x 100'. Preliminary stage.

Aloys Frank Herman, 710 Owen Bldg., RA. 8788.—Selected to prepare drawings for St. Joseph's Church, Tiffin, Ohio. All contracts, etc. will be placed with Tiffin, Ohio firms. Seats 900 people.

Albert Kahn, 3rd Floor New Centra Bldg., MA. 7200.—2 new buildings for Parke-Davis Co. Each 61' x 81'. Two stories. Reinforced concrete with brick and glass exterior. Bids due June 21st. Elevator and Sprinkler bids due June 22nd.

Louis Kamper, 1510 Book Tower, CA. 7263.—Contract for Hoffman Stores, 4 store fronts, at Mt. Elliott and Gratiot, let to Ralph Vokes.

Norman Krecke, 1490 Holden Ave., MA. 2980.—Distributing Station for The Detroit Creamery, located at St. Jean and Hern. Size 94' x 258'. General contract let to George Leverenz. Under construction.

Norman Krecke.—Milk plant for the Detroit Creamery. Size 144' x 180'. 2 stories. Reinforced concrete. Taking bids by invitation.

Kuni, Wm. H., Inc., 1012 Frances Palms Bldg., CA. 8550.—Taking bids on Alpena County Court House as follows: General, Plumbing, Heating and Ventilating, Electric Wiring, Miscellaneous built-in equipment (wood), miscellaneous built-in equipment (metal), and any combinations of the above. Bids close July 16th.

I. M. Lewis, 816 Ford Bldg., RA. 4724.—Building for the Allen Industries located at Leland and Grand Trunk. Contracts let: Steel—Acorn Iron; Underpinning—Detroit Underpinning & Shoring Co.; Footings and Fireproofing—Sam Brood.

Geo. D. Mason & Co., 409 Griswold, RA. 7850.—Dancing pavilion for the Detroit Yacht Club. 80' x 80'. Ground floor will have carpenter shop, repair

shop, sail loft and canoe shelter. Terrazzo floors. Bids in. Held up temporarily.

Richard Marr, 415 Brainard, TE. 1-6860.—Residence at Holly, Mich. 28' x 55'. 8 rooms, brick, shingle roof, steam heat, electric refrigeration. Preparing plans. Ready about July 10.

Richard Marr.—Residence at Naples, Florida. 30' x 70', 10 rooms. Frame construction, no basement. Electric refrigeration, electric stove, no heating. Preparing plans. Ready July 1.

G. A. Mueller, 1346 Broadway, RA. 3763.—Voight Brewing Co. Alteration to reinforced concrete construction. General building. 3 stories. Brew house equipment, steel and wood tanks, refrigeration and ammonia piping. Bids due June 28, noon.

G. A. Mueller.—Schmidt's Brewing Co. Bottling Plant at Brewster and St. Albans. Starting plans June 11th.

Charles L. Phelps, 829 Detroit Savings Bank Bldg., CA. 0306.—Alterations to Detroit Savings Bank Branch Office at Woodward and Brady. Size 26' x 115'. 3 stories. Stone, steel, reinforced concrete, floor slabs, brick, hollow tile, steel and marble stairs, wood windows, marble floors and bank counter. Screens, lathing, and plastering, central heat and sanitary alterations. All trades who are patrons of the Detroit Savings Bank are invited to bid. Plans ready about July 9th.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825.—Garage at 1000 Lake Shore Drive, Grosse Point, Mich. 30' x 102', one and two stories, living quarters. Owner, Louis Mendelssohn. Bids closed.

Geo. Deihl, 120 Madison, CH. 7660.—The Trenton Valley Distillers Corp., bottling plant at Trenton, Mich. Bids opened June 4th. Contracts held up temporarily.

Paul Tilds, 2539 Woodward Ave., CA. 2610.—Brewery, size 68x76. 7 story cellar building. Eckhardt and Becker, Winder and Orleans St. Bids closed June 20th.

Paul Tilds.—Preparing sketches for two residences. App. 36x38. 2 stories. Northwest Section.

D. Allen Wright, 133 West Grand Blvd., LA. 4572.—Residence in Bloomfield Hills, U shaped. Size 110' x 50'. Solid masonry, all partitions masonry, all floors reinforced concrete, tile roof, electric refrigeration, electric stove and air conditioned heating system. Preparing plans.

ARCHITECTS' WORK ON HOLC EXPLAINED
BY HOFFMAN

(Continued from Page 1)

Mr. Frank Eurich, State Reconditioning Supervisor supplemented Mr. Hoffman's talk by saying that this was a definite entering point for the architects to regain the work in the small home field.

Clair Ditchy, President of the Michigan Society of Architects stated that architects have been choosers of their work, leaving the small home to others who were willing to furnish such services.

The opinion of most of those present seemed to be that this is an opportunity of a life time for architects to extend their frontiers and that they must not fall down.

Those present were Messrs. Angell, Bauer, Bernardi, Calder, Cole, Conklin, Corder, H. J. Darling, Diehl, Dise, Ditchy, Eisen, Eurich, Gamber, Haas, Herman, Hughes, Hunter, Hoffman, Howell, Hyde, Kamper, Keyes, Lentz, J. L. Miller, Merritt, McDonnell, Magnolo, Morrison, Malcomson, Palmer, Peterson, Schley, Simpson, Stahl, Stratton, Sorensen, Stanton, Sukert, Varney, D. H. Williams, H. R. Wright, F. H. Wright, D. A. Wright, Wenzell, White, Wilson, Weeks, W. E. Williams.

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CONSTRUCTION CODE AUTHORITY

EXPLANATION NO. 1 — 4/11/34

*For the Code of Fair Competition for the Construction Industry—Chapter I*ARTICLE VII—Section 1 (b)—Competitive Bidding Practices:—Awarding Authority
Architect not an Awarding Authority under facts submitted

NOTICE TO THE BUILDING INDUSTRY

The Weekly Bulletin, at the request of Mr. Ralph MacMullen, Executive Secretary of the Michigan Construction League, is printing the explanations of the Code of Fair Competition for the Construction Industry.

One explanation will be released each week until the entire set has been published. These are coming direct from the CONSTRUCTION CODE AUTHORITY at Washington, D. C.

We suggest that you file these copies of the Bulletin as you receive them in order to have a complete reference for the future.

Advice is requested relative to whether an architect is an awarding authority within the meaning of the Code of Fair Competition for the Construction Industry. In the particular instance the architect claims he is not an awarding authority because he merely takes the bids and submits them to the owner, and after he and the owner open the bids, the owner instructs him to whom to award the contract, after which he prepares the contract and carries on the negotiations. The contract is signed by the owner and the contractor.

Under the Code for the Construction Industry Article VII, Section 1 (b), an awarding authority is defined as follows:

"The term 'Awarding Authority' as used herein shall mean any member of the Industry who may upon competitive bidding award contracts."

The details of professional services to be rendered by an architect are clearly set out by The American Institute of Architects in document No. 177. The ordinary and accepted service consists of the preparation of preliminary studies, working drawings, specifications, large scale and full size detail drawings, drafting of forms of proposals and contracts, issuance of certificates of payment, general administration of the business and supervision of the work, and the keeping of accounts. The limited character of the relationship of the architect with the contractor, as well as with the owner, as understood and accepted by the industry, is carefully portrayed in this document.

It is apparent from the foregoing discussion that the owner and not the architect is the awarding authority under the meaning of the Code.

INTRODUCING MR. GEORGE SARGENT

Mr. George Sargent formerly with the Toledo Plate Glass Co. for a period of 17 years, and who in his position with this company was well known to the architects, is now with the Frazer Paint Co. In his new position, he should prove of valuable assistance in working out paint problems as he will make it his purpose to contact the architects as often as possible.

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DETROIT, MICH.

BUILDING INDUSTRY PICNIC

Don't forget the Excursion on the Steamer Tashmoo and Picnic at Tashmoo Park on Thursday, June 28th. There will be fun for the whole family at the cost of 75c per person. Irving Farr general chairman and Frank Wright Architects' liaison officer assure us of a splendid outing, recreation, games, prizes, etc. Take your lunch if you like or patronize some of the splendid restaurants on the island. Boat leaves promptly at 9 o'clock, from foot of Griswold street.

Miss Emily Butterfield, architect of Farmington is managing a Camp near Jackson for the summer.

BIRTHDAY: C. William Palmer, June 30th.

PUNCH AND JUDY THEATRE

KERCHEVAL AT FISHER ROAD

NIAGARA 3898

WEDNESDAY—THURSDAY

JUNE 27 AND 28

George Raft—Adolphe Menjou in "The Trumpet Blows"

FRIDAY—SATURDAY

JUNE 29 AND 30

W. C. Fields—Buster Crabbe in "You're Telling Me"
Saturday 11 P. M. Dixie Lee in "Manhattan Love Song"

SUNDAY—MONDAY—TUESDAY

JULY 1, 2 AND 3

Clark Gable—Myrna Loy in "Men IN White"

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Do you envy the Legal and Medical Professions their close knit organizations, their quite evident ethical relationships, their good-fellowship, their lack of digging one another behind the back and their prominence before the public?

Do you believe that Architects could over-look the shortcomings of their brothers long enough to get together, form an active branch of the Michigan Society of Architects and work for the advancement of the profession as a whole instead of as individuals?

Do you believe it would do any good? That if we could become known as strongly knit, militant group, we might entertain a higher respect from the general public, and that a wider spread of knowledge of Architects and their work might result?

Do you believe that lumber mill draftsmen, real estate men and contractors should continue to do the bulk of residential and small building planing as they have in the past?

Do you think that by discussing our problems as an organization we might gain increased morale, efficiency, knowledge and strength?

Do you believe that when life, business and finance return to a normal plane the Architects will warrant and deserve any more respect, publicity or patronage than they have in the past?

Do you think the hundreds of Architectural Societies, clubs and associations in the large and smaller cities in the East, South and West just happened like Topsy; that they are so much blah and hypocrisy, or that they do really mean something to their members and to their respective communities.

Mr. Architect, in all frankness, can you answer the above questions without blushing; without admitting to yourself some very unpleasant truths. Would you not be willing, as one of the City's leading Architects in taking the initiative to help this movement started?

The Sign and The Building

Architects today are giving greater consideration to the SIGN as an important part in the design of a modern building.

We wish to work with the architect from the very start and render any service necessary in determining the type of sign to be used.

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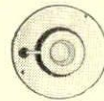
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