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WEEKLY BULLETIN

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ol. 8 DETROIT, MICHIGAN, OCTOBER 2, 1934 No. 40

ALBERT KAHN, INC.
Architects

CHRYSLER SALES AND OFFICE BUILDING
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W. E. WOOD CO.
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439 Penobscot Bldg., RAndolph 5500 Edited by E. J. Brunner

Selling Construction

Every so often we hear someone glibly state that the construction industry must quit sitting in its patented swivel chair and get out and sell itself. They tell us we cannot wait for people to walk into our offices and buy construction; we must sell it.

You have heard the story of the blind men and the elephant. They were given the opportunity to place their hands on the beast and then describe it. One asserted it was a huge snake, one said it was five legged and so on. When we hear talk of selling construction the thought in the mind of the talker is generally as individualistic as the blind man's conception of the elephant. In other words, it is a big broad subject with legs, trunk, tail and everything.

There is as great a percentage of money spent for salesmanship in the construction industry as there is in the average industry. In all the ramifications of the industry you will find practically all the ramifications both of salesmanship and advertising.

Architects' Luncheon
32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, October 2nd, 12:30 p. m.

Bathroom equipment receives practically the same advertising methods as do automobiles. The same is true of such equipments as kitchen sinks, oil burners, heating plants, and by the way what a wonderful step in modernization, streamlining, knee action, etc., have heating plants taken.

The basic materials as for instance lumber, brick and cement have big sales organizations and big advertising campaigns, the latter being both of group type and individual firm type.

In the field of home building, the speculative builders have long carried on comprehensive campaigns of advertising and selling. They have worked up prospect lists and have followed them with the same intensity exhibited by automobile salesmen. They have built model homes to bolster up sales campaigns.

And who will say that high class sales effort has not been expended on selling factory buildings, skyscrapers, etc. Such salesmanship is done through the right kind of contacts with the right kind of prospects.

Collective advertising and salesmanship in the industry has been carried on for years through such mediums as "Building Exhibits," "Building Shows," "Own Your Home Shows" and more lately through modernization campaigns.

However the amount of money expended by the construction industry on making people "building conscious" has not been so lavish an amount in proportion to the volume of business as in some other industries. "Say it with Flowers" for instance has cost the cut flower industry plenty of money and has produced plenty of results. The paint and varnsih industry which of course is part of the construction industry, has pounded hard and consistently on, "Save the Surface and you save all."

But for the ramified construction industry to unite in one general program to make the public "construction conscious" would not only be the bunk but would be impossible. The subject can be dismissed with exactly that much comment, because if you mix architects, speculative builders, brick, lumber, oil burners, domestic stokers, general contractors, paint and varnish, metal lathe, sub contractors, and engineers togethor, what have you?

By the large the industry would be better off if the architect and engineer were the sole established gateway to the industry. Also the public would be much better off. This statement is made without qualification regardless. If every job proceeded through an architect or an engineer firm the whole industry would speedily shift to a more orderly and unified basis. But so far practically no advertising or selling has been done along this line. In fact, there is a whole lot of opposition to such a move to be overcome in the industry itself. However, that does not alter the fact which may be calmly analyzed by anyone that if all work came through (1) the channels of the designer and supervisor acting as agent for owner and (2) was bid upon by contractors there would be a chance to organize on the basis of skill and effectiveness all the way down the line.

So then, here is a thought to be injected into the conversation when talk turns to advertising the industry. First organize the industry (do not mean associations, but the real work organization) and then advertise and sell. In essence you would be selling an orderly procedure of service—(1) owner secures skilled technical agent to handle his job, (2) this agent picks and chooses through the medium of honest competition.

CLASSIFIED BUILDING TRADES

Lumber & Millwork

DETROIT LUMBER CO.—Main Office: 5601 W. Jefferson. VInewood 1-2090.

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

HURD LUMBER CO.—6425 W. Vernor Highway. VInewood 1-4120.

RESTRICK LUMBER CO.—1000 West Grand Blvd. LAfayette 0500.

F. M. SIBLEY LUMBER CO.—6460 Kercheval Ave. FItzroy 5100.

WALLICH LUMBER CO.—3741 St. Aubin Ave. TEmple 2-6660.

Patronize Our Advertisers

General Contractors

HENRY M. MARTENS CO.—2111 Woodward Ave. CAdillac 7932.

WM. J. PHILLIPS—216 Woodward Blvd. Bldg., 3105 East Grand Blvd. MAdison 9346.

TROWELL CONSTRUCTION CO., INC.—4249 Cortland. HOgarth 7330.

Cement Work

DAN BONADEO — 15381 Tuller. UNiversity 2-9457.

Rugs and Carpets

BERRY RUG COMPANY—1250 LIbrary Ave., CAdillac 9347.

General Floor Contractors

ALBERT GRAUER & CO.—1406-24 Seventeenth St. LAfayette 1950.

Asbestos NU-WAY Insulation

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WESTERN WATERPROOFING CO.—410 Murphy Bldg. CAdillas 9646.

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INTERIOR, CHRYSLER SALES AND OFFICE BUILDING
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OFFICE AND DISPLAY BUILDING FOR CHRYSLER CORPORATION

By Albert Kahn

The new Chrysler Building on East Jefferson Avenue houses both the Chrysler and De Soto headquarters. The latter occupies the West half, the former the East. Each section has its own main entrance, stairway, locker and toilet rooms; only the Women's rest and toilet rooms located in the rear center of the building serve both corporations.

The ground floor is occupied largely by a Show Room 50 ft. deep by 336 ft. long and 20 ft. high. By suspending the second floor construction from fireproofed steel trusses in the attic space above the second floor ceiling, columns on the first floor were avoided. Thus an uninterrupted space has been provided for the exhibition of motor cars which of course is highly desirable. The walls of the Show Room are wainscoted clear to the ceiling in California fir highly lacquered in horizontal panels separated by wood beads. The floor is of Terrazzo in three colors, the body being of light buff. A black border and base are provdied. The ceiling is perfectly plain of plaster ivory in tone and studded with concealed electric light fixtures of a new type producing light which closely resembles daylight. It is formed of a combination of Mercury and Mazda lamps. The round shaped fixtures are done in chromium plate with flashed opal glass.

The entrance lobbies are circular in plan, have a terrazzo floor in pattern, and are wainscoted clear to the ceiling in Australian lace wood lacquered. The wainscot is of plain surface without panels or moulds. A flat domical plaster ceiling occurs above.

The second floor is given over entirely to Administration and general business offices. The larger portion is one open space without partitions. Johns-Manville Sanacoustic treatment is used for the ceiling with excellent results. The floor is of sheet rubber laid over the concrete finish.

The exterior walls are faced with light buff Mankato stone with semi-polished finish. The show window treatment is of stainless steel—so-called "Macotta" being used for the columns and sheet steel for the cornice. The main entrance frames are of artificial granite within which revolving doors of a combination of stainless steel and aluminum occur. The entrance steps are of black granite. The circular features at both ends terminate in a glass structure, electrically lighted at night—formed of stainless steel and flashed opal glass.

The heating of the building is by steam, direct radiation in conjunction with a blower system which provides six air changes per hour to the Show Room and offices. Provision has been made for future air conditioning.

Particular credit is due the W. E. Wood Co., the general contractor, for erecting the building in record time. Ground was broken on Aug. 25, 1933 and the building was occupied on Dec. 15th, the date scheduled in the contract.

Albert Kahn, Inc. were the Architects and Engineers for the building.

AIRFLOW DESIGN

By Carl Breer, Executive Engineer, The Chrysler Corporation

Architects will appreciate the advantageous position in which Chrysler engineers found themselves when they set about designing the new Airflow Chrysler. Here, for the first time since the very beginning of the industry, was an opportunity to start absolutely from scratch and avoid the restrictions of conventional practices.

Consequently, after Chrysler engineers had designed the new Airflow car, developed a new fundamental body shape and located the various chassis units, it was at once realized that here was an opportunity to design the whole structure into a single unit with all its inherent advantages, including greater rigidity, elimination of fender shake and other disturbing body vibration and vastly greater protection for passengers. This was done.

With the new Chrysler, by reason of its unit construction extending from one end to the other of the completed car, it is possible to incorporate solidity or rigidity in a marked degree. In the new car the side elevation is trussed—just like a bridge.

Girders are built into the structure, starting from the frame, over the front springs and passing up to and through the top of the body structure and back again down at the rear springs. Beams running lengthwise are built into the structure forming the lower edges of the body. Between these lower and upper beams we have vertical stress members —bridge-like, which means that we have a maximum of strength and rigidity with a minimum of weight. All the structural members were mathematically determined in order to get the most strength for the least weight. In fact this is the first time that a complete structure has been scientifically and mathematically determined.

One particular feature of this new car is that the structural body members extend clear forward over the front axle and spring assembly. This is much in contrast with previous designs of a unit steel body with the heavy understructure called the frame, in which the front frame ends extend forward like a pair of wheelbarrow handles. Composite structures of that type were by no means as solid or rigid as our new type of construction, the contrast being that with the conventional construction the frame members combined with the body to have a low natural period of vibration. Due to the inherent structural weakness these vibrations are of sufficient amplitude to shake the occupants with it, making it impossible for them to read, write, or even relax mentally. This is much in contrast with the new structure, the natural period of which is high and with little amplitude.

This rigidity is such that one experiences the sensation when riding or driving, of gliding in a

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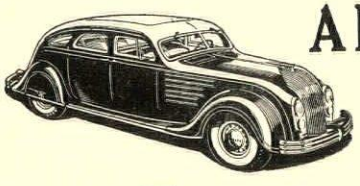
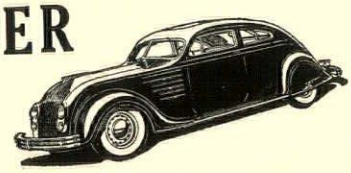
AIRFLOW CHRYSLER



Tomorrow's Car Today----



solid structure with four wheels running underneath it. One has no sensation of axles bouncing under the car, something with which we are all too familiar. The extreme lack of structural vibration is very important, particularly in regard to the physiological reactions of the passenger.

Safety is always of paramount importance and in this case the passenger is practically surrounded by beams of structural strength. In addition to the safety factor we find that by having the balance of weight in the forward direction we gain other benefits in driving. The center of lateral wind pressure is moved closer to the center of the mass. This materially reduces steering annoyances. The driver being freer from vibration, and its accompanying fatigue, can drive longer distances with less nerve strain than has been common.

FHA TO BE TOPIC AT PRODUCERS' MEETING

The program of Home Modernization and Home Building, sponsored by the Federal Housing Administration, is attracting tremendous interest. Home ownership is again assuming a dominating position in the mind of the Nation.

As members of the Building Industry, we should be alert to all of the possible benefits that may accrue to our business from the FHA.

In order that you may be fully informed, we have arranged, in conjunction with other interested groups, a meeting at the Statler Hotel. The speaker will be Ex-Governor Adolph Olson Eberhart, from Minnesota, now on the speakers staff of FHA.

You are invited. Will you attend?

The time is 8:00 P. M., Thursday, September 27th. Place—Statler Hotel, Grand Ballroom. No cover charges. Bring as many friends as you wish.

RE: SIGNS ON WOODWARD AVENUE

Dear Tal:

By all means show the street and cross street on the corner "dog" poles, but if you mean electric and decorative signs advertising "Keen's Korn Kure," "Bill's Beer Beanery," Lil's "Little Beautie Shoppe"—stay thy hand—withold thy pantomimic gesture!

One does not seek places of business by peering acrobatically upward toward visions of parallelograms tinted in orchid, red and yellow hues, or flickering anaemic lights pulsating their commercial messages of "Stop and Look."

Signs confuse! One can't see them from an automobile nor does a street car help the vista.

Yet, our debt ridden city extracts, not unpainfully, coin of doubtful intrinsic value from merchants blinking and flaunting their names and wares before the frenzied public seeking hallucinations of bargains of Japanese, French, and British goods—including the Scandinavian.

Marquise! Ah! That's something for which we can get money after designing sky-hooks to hold

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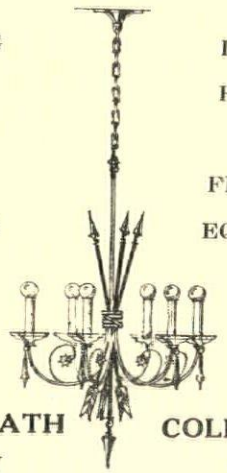

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up the danged thing which looks like milady's bustle. A marquise is both the wife of a French Marquis or the ornamental hood over a house-door. Surely, we must vote for our bread even if there is no butter. SO, let's vote "Marquises" and recall signs. She is an ornament. Do we design ornaments or do we? If it is an ornament, it is useless. However, it would give work to the saw and hatchet man, the tin-and copper-smith, the electrician, the painter the glazier and last—but not least—ourselves. Marquises are collectors. They collect dirt, paper, cigar and cigarette butts, pigeon guano and birds' nests. They also drip dirty rainwater on milady scampering to her Duesenberg.

Oh, Hum! If we must argue—vote for marquises and change hanging electric signs into the matutinal dawn of concealed, but revealled lighting.

Dear Archie, we are just two old fashioned girls weeping over the future architectural details yet to be perpetuated along our dear old Woodward Avenue.

Respectfully yours,
Alice and Victoria Texas

P. S. Design 'em; if you must.
P. P. S. Regulate 'em; if you must.
P. P. P. S. Control 'em; if you must.
P. P. P. P. C. But, for Judas Priest—Don't tax 'em!
A. and V. T.

CHARLES MORGAN AT KANSAS STATE

Charles Morgan, A.I.A., of Chicago, will become Associate Professor of Architecture at Kansas State College, Manhattan, Kansas, starting September 1. Mr. Morgan is well known for his project, the "Skyscraper Bridge," designed to connect Chicago's north and south shore districts by the outer drive by spanning the mouth of the Chicago River. He was also the architect for some of Chicago's south shore apartment-skyscrapers, has for some time been affiliated with Frank Lloyd Wright at Taliesin, and was this year decorated by Italy for his work on the Italian Pavilion at the Century of Progress.

A PRACTICAL WAY TO CREATE EMPLOYMENT

A large number of prominent industrialists, along with an army of public officials and economists, are of the opinion that stimulated residential construction offers the best chance of accelerating the pace of recovery.

Construction is a local industry. The money that is spent goes first to local people—to workers, contractors, building supply houses. Every business in the community is benefited, from the corner grocery to the electric utility. Every pocketbook feels the fattening effect of construction dollars.

The great drive to boom construction is getting underway now. Private capital that has been tied up in non-productive channels is going to work. A vast need for housing exists, in both urban and rural localities—there has never been so great a potential demand for better and more modern homes.

So far as the individual citizen is concerned, he is now being offered an unprecedented opportunity to build on extremely favorable terms. Almost all the costs involved—from paint to interest charges—are well under previous levels. It is the part of wisdom to make the fullest possible use of that opportunity.

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

LIGHTING for the CHILDREN'S ROOM

This quaint lighting plan is featured by the main ceiling fixture with its fanciful patterning after a child's toy drum. Dressing table lamps also follow the child motif with shades depicting nursery characters. Lighting of this sort, specially planned for children's rooms, has a character all its own and is a source of joy to children. (Bedroom from the 1932 Builders' Ideal Home).

The DETROIT EDISON CO.

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WEDNESDAY—THURSDAY OCTOBER 3 AND 4
Alison Skipworth in "The Notorious Sophie Lang"

FRIDAY-SATURDAY OCTOBER 5 AND 6
Charles Ruggles in "Murder in the Private Car"
Saturday 11 P. M.—Warren William in "Upper World"

SUNDAY—MONDAY—TUESDAY OCTOBER 7, 8 AND 9
Ronald Colman in "Bulldog Drummond Strikes Back"

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9260—Alteration on Majestic Bldg., Watson and Woodward. Bids closed Oct. 1.

Bennett & Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—Residence for Dr. Donald Clark, Abington and Kendall, let to Loeffler & Johnson, general contractors.

Confer, Earl L., 18970 Grand River. RE. 2714. Sub-contracts let on residence in Rosedale Park. Ex. Fred Grinit, Plumbing, Roy Johnson.

Residence, Warwick Road, Ex. Fred Grinit. Plumbing A. D. Naylor.

Crane, C. Howard, Inc., 112 Madison Ave., RA. 2750.—Sub-contract on Olympia Bar Room. Electrical, Gray Bros.; plumbing, John Norwat; carpentry, Pom McFate Co.; painting and decorating, A. Kilwinski.

Derrick, Robt. O., Inc., 35 Fl. Union Guardian Bldg., CA. 3175.—Contract on alteration to garage. Wesson Seyburn, owner; let to Gallagher Construction Co.

Contract on alteration to residence, Howard Bingham, owner, let to Chesquire Co.

Des Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Fred Henige Co., low bidder on St. Stanislaus Convent.

Dise J. Ivan, 2631 Woodward, CA. 4789. Working drawings on Iron Mountain P. O. being prepared.

Donaldson & Meier, 1601 Washington Boulevard Bldg., RA. 1446.—Bids due Oct. 5 on residence for E. J. Potselius, Vendome Road.

Same.—Warehouse, Scotten Dillon Co. General contract let to H. T. Wunderlich; electrical, Otis Electric Co.; sprinkler system, Glanz & Killian.

Giffels & Vallet, Engineers, 606 Marquette Bldg., CA. 3353. Preparing plans for steel mill for Ford Motor Co., also building at Newberry Rd., River Rouge.

Herman, Aloys Frank, 710 Owen Bldg., RA. 8788. Preparing sketches for Manresa Retreat, Bloomfield Hills.

Kahn, Albert, Inc., MA. 7200.—Preparing plans for Detroit Parcel Post Bldg., ready later.

Same.—Chevrolet Assembly Plant, Baltimore, Md. Bids due Sept. 27, expect to let contract week of Oct. 1.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Galein High School. 2 story brick, stone, steel construction. 120 x 95. 12 rooms, auditorium and gymnasium. Ell shaped building. Plans ready Oct. 1.

Same.—Preparing plans for school at Three Oaks, Mich. Bids due Oct. 15.

Same.—Working drawings for Chesaning High School addition, Chesaning, Mich. Ready Oct. 1.

Same.—Preparing plans for auditorium, Paw Paw, Mich., addition to school, ready Oct. 15.

Same.—Preparing plans for City Hall, Benton Harbor, Mich., ready Oct. 15.

O'Dell & Rowland, 90 Stimson, TE. 1-4060.—Preparing plans for store building, 20x95, 1 story, full basement, Bad Axe, Mich. Masonry concrete, glass and metal and stucco store front, metal ceiling, linoleum floor.

Polmar, Ropes & Lundy, 2539 Woodward, RA. 2981.—Building for Superior Welding and Brazing Co., Russell St. and East Grand Blvd. Contract let to S. G. Weathered.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825—Contracts on bldg., northeast corner of

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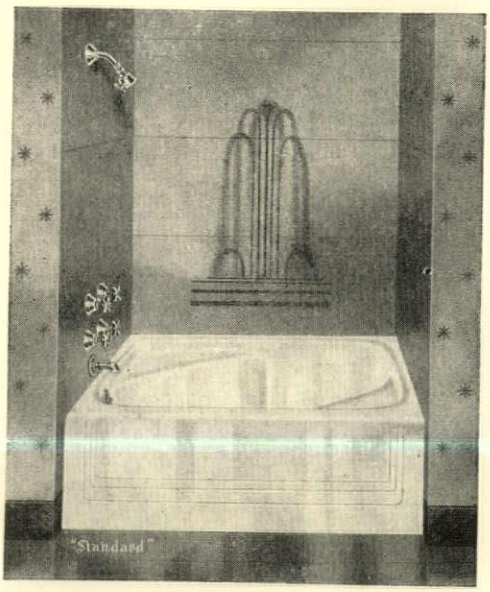

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Elliott and Woodward, awarded to Cooper-Little Co.

Same.—Preparing plans for Hiram Walker, evaporator house, Peoria, Ill., 60x70, 3 stories concrete and brick construction.

Same.—Reconditioning bldg. at Woodward and Elliott. Bids by invitation.

Tilds, Paul, 602 Hoffman Bldg., CA 2610. Prep. sketches for brewery, 135,000 bbls. per yr.

ARCHITECTURAL SKETCH CLUB AND ATELIER

To meet the long felt need for further Architectural study as provided by an Atelier or Sketch Club in Detroit, a group of younger architects and students are now organizing a thoroughly co-operative, non-profit Atelier for that purpose.

Anyone at all interested in taking either elementary or advanced design problems under a system of well planned programs, criticisms, and judgments at a minimum of expense is urged to send his name and address to Malcolm R. Stirton, 801 Kresge Building, Detroit, as soon as possible.

A group meeting will then be arranged to discuss the aims and possibilities of the organization after which active Atelier work will begin.

Please pass the word along and post this notice on your own bulletin board.

The articles of Mr. Herbert G. Wenzell in the Bulletin are creating national comment. Mr. H. H. Saylor in "The Editor's Diary" in ARCHITECTURE for September calls attention to the article on Publicity for the Profession, while The Blue Print, official publication of the Westchester County Society of Architecture, New York, reprinted in full the article on Free Sketches.

BIRTHDAY: C. Kenneth Bell, October 2.

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WEEKLY BULLETIN

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ANN ARBOR ARCHITECTS HOSTS TO DETROIT CONFRERES

By William D. Cuthbert

If the spontaneous comments heard from various and sundry sources everywhere among the crowd are any indication of the facts in the case, then the architects' party last Friday afternoon and evening at the Washtenaw Country Club near Ann Arbor was very much of a success.

To go back sufficiently for a full and understandable description we shall give you the what and the how, having already set down the when and where. Detroit originally suggested it—that the Ann Arbor architects, through their Society, the Ann Arbor Society of Architects, sponsor and organize a party which would bring the groups together and add a note of cheer to the ever gloomy situation existing in the construction industry. As the idea expanded, the list of invited was enlarged to include a limited group of friends of the architects who are affiliated with certain allied organizations. Consequently the

Architects' Luncheon
32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, October 9th, 12:30 p. m.

officers and directors of the Allied Construction Industries of Ann Arbor and of the Producers' Council of Detroit were invited. The Allied Construction Industries is in effect a local branch of the Construction League of Michigan and America. As finally assembled the attendance at the party was a very cosmopolitan crowd—architects, engineers affiliated with architects, architects from the faculty of the Architectural College of the University of Michigan, contractors, material dealers, manufacturers' representatives among others. And it all was very happy.

The affair got under way around two o'clock with a number of foresomes pushing off. The golf tournament, run under the able organization of Lynn Fry, brought out between thirty and forty contestants for the wide variety of prizes which were offered. The rest of the crowd could be found fairly well concentrated in the grill room with some of the more serious settling the country's fate before an open fire in the main lounge. Comraderie was the order of the day and the sales representative of a well-known manufacturer of sky hooks and smoke shovels could be seen in earnest conversation with the dignified dispenser of the fine points of architectural design.

At seven or thereabouts some sixty filed into the dining room and most of these sat down at well prepared tables for the excellent dinner the club management had provided. Lynn Fry, president of the Ann Arbor Society of Architects, presided at the speaker's table and was given moral support on one side by C. W. Palmer, president of the Detroit Chapter of the American Institute of Architects, and on the other by Clair Ditchy, president of the Michigan Society of Architects, Professor Lorch, head of the College of Architecture, and Paul Marshall, president of the Producers' Council of Detroit, also occupied places near by, along with Wm. Champion of the Ann Arbor High School. Mr. Champion was assigned the heavy task of bringing some melody and harmony from the throats of the guests. He succeeded in fine fashion as was

(Continued on Page 4)

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439 Penobscot Bldg., RAndolph 5500 Edited by E. J. Brunner

Selling Construction

(Continued from Last Week)

We have raised the question of working to the end of having all construction work originate through architects' and engineers' offices on the assumption that such a procedure would bring the whole industry into an orderly procession of operation.

We have raised this question in the course of discussing "Selling Construction to the Public." How does the question tie in? It ties in directly because construction is in fact a service. Whether it be the installation of a new boiler, a new bathroom, a new roof, or the erection of a complete thirty story building, it is not a simple selling of commodities. The installation or the erection is fully as important to the buyer as are the materials or the equipment.

The best way to sell a service is to have an orderly form of service to sell. Then you have the basis from which to proceed on the various selling emphasis such as quality, economy, speed, and effectiveness.

As it is today the public can not be blamed for becoming dizzy and ofttimes taking the wrong course in getting building done because the industry is not integrated on any plan whatsoever. And when we try as an industry to sell the public we have no beginning point.

Now we all know perfectly how the industry works as it is so let's not discuss that. Let us try to envision the broad results which would ensue if all construction originated in architects' and engineers' offices.

One very obvious result would be the simplification of selling within the industry itself. Manufacturers and supply houses would not only enjoy this simplifaction but would rid themselves of the new but constantly growing competition of what may loosely be called "mail order chain store selling." This is invading our industry with a vigor that bears scrutiny. The big and the small manufacturers have quite a stake in the proposition of having the doorway to the industry narrowed down. Possibly they would be wise to furnish the sinews of war for the big campaign which would be necessary.

Now let us jump daringly to a very tender point in the discussion, namely to the result upon the speculative builder—the builder who furnishes his own plans and specifications. Would he be put out of business or would he perhaps be put into a better business? There is no reason why the competent speculative builder should go out of business. The altered effect upon him would be his starting point. Instead of being able to sell his services direct and ofttimes on non-competitive basis, he simply would swing into line with the common practice of the industry in general and figure competitively upon plans out of an architect's office. And let it be said that the speculative builder like the manufacturer is being competed with by the "mail order" business.

In the field of general contracting everyone knows that activity from architects' offices with few exceptions is the most sought after. Why not take out the disturbing exceptions which only cloud the general practice in that field. And so too through the various lines of sub-contracting.

Considering the field of supplies, lumber, etc. does it not appear that the whole maze of transactions would be simplified if all work started through engineers' and architects' offices?

Now what of the effect upon the architects and engineers? Space is short. Can we not dismiss this with the assertion that inevitably both of those two professions would grow in effectiveness. I can conceive no alternative than that we should speedily find better equipped architects and engineers.

Some will agree and others will disagree. Some will ask, "How can such a scheme be brought about?" I would say there are legislative possibilities which would help, but that the real way and the only way it can be brought about is by a united campaign upon the subject by the whole industry combined with self agreements in the industry to turn thumbs down on jobs unless they are started through the proper channels.

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H. Williams, Jr., Secretary—Talmage C. Hughes.
DIRECTORS: To fill the expired term of Adolph Eisen, we nominate Richard H. Marr.

Respectfully submitted,
NOMINATING COMMITTEE:
Alvin E. Harley, Chairman
Arthur K. Hyde
Wirt C. Rowland

Editor's Note: The last meeting of the Chapter was held together with the Ann Arbor architects and there was no opportunity to transact business, therefore this report was not presented, but is printed herewith instead.

NOTE: Attention is called to the Chapter by-laws, chapter six, which reads as follows:

At any time after the September meeting and not less than five days before the annual meeting separate lists or nominations may be submitted to the secretary of the Chapter by any four members of the Chapter, whose signatures must be appended to such list.

Such list must be complete for each and every office, including those in which they may not differ from the list submitted by the nominating committee.

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

Of Michigan Society of Architects Weekly Bulletin, published weekly at Detroit, Michigan for October 1st, 1934.

State of Michigan,
County of Wayne ss.

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

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

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

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There are no stockholders.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)
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4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in case where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

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

Talmage C. Hughes, Editor

Sworn to and subscribed before me this 25th day of September, 1934.

(Seal) Albert A. Rupp

(My commission expires June 4, 1938)

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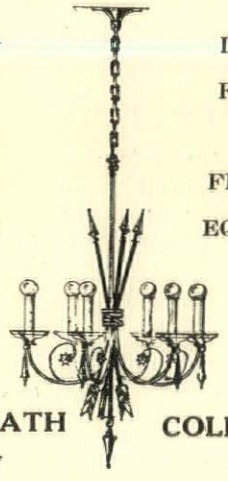
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ANN ARBOR ARCHITECTS HOSTS TO DETROIT CONFRERES

(Continued from Page 1)

expected even with the recently introduced "Architects' Theme Song" just adopted as a permanent "property" for architects' functions. As the voices became unlimbered and the enthusiasm mounted, Al Cuthbert, once a Michigan cheer leader, was called upon to bring some cheers from the crowd. The response seemed to indicate complete cooperation.

The high point of the evening was reached with the presentation by Coach Harry Kipke of a series of football pictures which depicted in a striking fashion the fine points of various plays seldom understood and appreciated by the average "fan." His well-timed and continuous explanations and remarks place him as an excellent lecturer and fully qualifies him for his professorial rank. Just before the Kipke talk, Lynn Fry handed out the golf prizes. Through the generous cooperation of a number of staunch friends of a sufficient collection of assorted items was assembled to provide trophies for the following highly skilled shooters—Vose, Ketelhut, Schley, Dise, McCann, Daum, McConkey, Roth, Pulver and Marshall.

There were probably three classes among those who didn't attend—those who take no interest in their profession and less in their fellow architects; those who thought it was just another one of "those things," and those who sincerely wished to be present but were prevented from doing so by conditions outside their control. We are sorry for the last group and for the others we can only say they lost an opportunity which might possibly have given them an inspiration. Anyway, the following architects were discovered among those present:

From Ann Arbor—W. V. Marshall, George M. McConkey, Frank Carson, Paul Kasurin, Lynn Fry, W. D. Cuthbert, Paul Ketelhut, L. L. Woodworth, Emil Lorch, Jean Hebrard, S. C. Vose, Raymond Matthews, Roger Bailey, Douglas Loree, Fred O'Dell, Wells Bennett, George Brigham and Ralph Gerganoff from Ypsilanti, and Ivan Cuthbert, Engineer Associate. From Detroit—Edgar Guy, P. R. Sewell, J. I. Dise, Cyril Schley, C. W. Palmer, Tal Hughes, Clair Ditchy, Howard Farlye, J. C. Thornton, C. Gabler, Milton Pettibone, Adolph Eisen, Marcus Burroughs, Art Hyde and Richard Marr.

In addition to the architects a number were present who represented other classifications as the officers and directors of Allied Construction Industries of Ann Arbor and of the Producers' Council from Detroit and friends and associates from allied fields.

From Ann Arbor—Ray Hutzel, Ray Daum, George Davis, Burton Hilbert, H. P. Liebolt, Manley Osgoode, A. F. Hutzel, Ed. Scherdt, Ben Graf, Oscar Hochrein, Herman Buehler, Gottlob Raiser and William Champion, music leader.

From Detroit—W. G. Caswell, P. G. Roth, R. A. Pulfer, H. C. Sperlich, J. H. McCann, Earl Hurd, Paul Marshall, Robbie Robinson, Paul Whitcomb and Alfred Cuthbert of Chicago.

The Ann Arbor Society of Architects wishes to register its appreciation to the following individuals and firms who have so spontaneously and generously contributed to the success of the party by providing prizes and other assistance: Muehlig and Lanphear, Gill Lumber Company, George Moe, Fischer Hardware Company, Schumacher Hardware Company and Gottlob Raiser, all of Ann Arbor, and the following from Detroit and elsewhere: P. C. Roth of Pratt and Lambert, Earl Hurd of Hurd Lumber Company, J. H. McCann of Crane Company, W. G. Caswell of Dodge Reports, Paul Marshall of Aluminum Company and Alfred Cuthbert of E. L. Bruce Company.

REPORT OF NOMINATING COMMITTEE, DETROIT CHAPTER, A. I. A.

We wish to make the following report of the Nominating Committee appointed by the President, C. Wm. Palmer, for officers and directors for the ensuing year. A committee meeting was called at the offices of Harley & Ellington, Inc., 1507 Stroh Building, at 12:30 noon, Thursday. Those in attendance were Arthur K. Hyde, Alvin E. Harley. Wirt C. Roland was not present.

On account of the fact that it has been more or less a precedent in years gone by to have the officers remain in office for more than one year, and to provide a director from the membership who possibly has not served before, the Nominating Committee make the following recommendations:

OFFICERS: President—C. Wm. Palmer, Vice-President—Wm. G. Malcomson, Treasurer—David

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9260—Alteration on Majestic Bldg., Watson and Woodward. Bids closed Oct. 1.

Bennett & Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—Preparing plans for revision to school building for Board of Education, Carson City, Mich. New locker rooms, toilet and shower rooms. Trades; heating, plumbing, electrical work, metal stall partitions, masonry.

Confer, Earl L., 18970 Grand River. RE. 2714.—Residence, Penrod Drive, Rosedale Park. Subcontract Ex., Fred Grinit; plumbing, Roy Johnson.

Dise J. Ivan, 2631 Woodward, CA. 4789. Working drawings on Iron Mountain P. O. being prepared.

Donaldson & Meir, 1601 Washington Boulevard Bldg., RA. 1446.—Bids due Oct. 5 on residence for E. J. Posselius, Vendome Road.

Giffels & Vallet, Engineers, 606 Marquette Bldg., CA. 3353. Preparing plans for steel mill for Ford Motor Co., also building at Newberry Rd., River Rouge.

Greenberg, Ernest & R. H. Neuberg, Associate.—Plans out for bids for the Red Indian Oil Co., 12401 Cloverdale. 70x145, clear span trusses, brick and concrete walls, oil heated, skylight, steel sash, steel rolling door, 14x18. Plans and specifications with Builders' and Traders' Exchange. All bids being taken by owners.

Herman, Aloys Frank, 710 Owen Bldg., RA. 8788. Preparing sketches for Manresa Retreat, Bloomfield Hills.

Kahn, Albert, Inc., MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

Same.—Addition to Bower Roller Bearing Co., Bids being taken.

Same.—Contract on Chevrolet plant let to Consolidated Engineering Co., Baltimore, Md.

Kuni, Wm. H., Inc., CA. 8550.—Work started on English type residence, brick veneer, Bedford stone trim, 45x43, 3411 Sherbourne Rd., Sherwood Forest. 11 rooms, 3 baths, conditioned air heat.

Same.—Work started on English type residence, 17565 Oak Drive, Detroit. 10 rooms, 3 baths, conditioned air heat.

Same.—Work started on alteration to residence at 3003 Collingwood.

Same.—Work started on Alpena County Court House.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Galein High School. 2 story brick, stone, steel construction. 120 x 95. 12 rooms, auditorium and gymnasium. Ell shaped building. Plans ready Oct. 15.

Same.—Preparing plans for school at Three Oaks, Mich. Bids due Oct. 15.

Same.—Working drawings for Chesaning High School addition, Chesaning, Mich. Ready Oct. 15.

Same.—Preparing plans for auditorium, Paw Paw, Mich., addition to school, ready Oct. 15.

Same.—Preparing plans for City Hall, Benton Harbor, Mich., ready Oct. 15.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Drawings being prepared on gymnasium and auditorium, Ithaca, Mich., 119x89' 6". Fire proof construction, for Ithaca Board of Education.

O'Dell & Rowland, 90 Stimson, TE. 1-4060.—Preparing plans for store building, 20x95, 1 story, full basement, Bad Axe, Mich. Masonry concrete, glass and metal and stucco store front, metal ceiling, linoleum floor.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RAndolph 8825.—Preparing plans for Hiram Walker, evaporator house, Peoria, Ill., 60x70, 3 stories, concrete and brick construction.

Tilds, Paul, 602 Hoffman Bldg., CA 2610. Prep. sketches for brewery, 135,000 bbls. per yr.

Wright, F. H., 16190 Normandy.—Alteration to hospital for Dr. Eugene Keyes, 4840 Maple Ave., Dearborn. Owner taking figures.

Same.—Market building, between Grand River and Schoolcraft. Contract let to B. F. Doyle.

NOTICE

American Society of Heating and Ventilating Engineers, Michigan Chapter, October meeting for Detroit's architects and engineers at Detroit Golf Club. Tee off Wednesday, October 10th, 1. p. m. (green fees $1.50). Dinner ($1.25) at seven; meeting at eight. Speaker, J. M. Shackleton, Liaison officer, Federal Housing Administration. See and hear the famous forty-five minute VISOMATIC sound picture covering the country's modernization program.

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Dear Talmage:—

Your thousands of readers will no doubt be shocked to learn that I am still alive and that my silence of the past several months, so highly approved of by the best minds in the profession, was merely the lull before the storm. I got a new typewriter ribbon now, Talmage, so God help the English language now.

I have been doing some reading, Talmage; it seems like there is no law in this country any more, and I keep getting copies of the Federal Architect every now and then, although I have repeatedly had my dog Rastus bite the letter carrier in an effort to prevent this curse from falling upon me. However, a close perusal of the Federal Architect has solved one problem for me. Now I know why most post offices look like most post offices look.

Also I received a letter from the HOLC or something announcing that a grand new program of remodeling is about to start, and that it will be a great thing for the architect, you bet. All he has got to do is to establish a minimum price and do a lot of remodeling and make a lot of money. I am an old hand at this racket, Talmage, and I long since found out that any price you get for a remodeling job is a minimum price and that the fastest way to find the sheriff sitting in the front hall of your little love nest, holding some nasty looking blue papers in one hand and a revolver in the other, is to get a lot of remodeling jobs to do.

After thinking it all over, the only way out that I can see is for us to get together and establish the GHTA, meaning God Help the Architect, for the government isn't going to. The GHTA plan is simplicity itself; the first thing to do is to adopt the crop reduction plan and plow under every third government architect. The remaining two-thirds can then be transported to Boulder Dam and set to work writing editorials for the Federal Architect, proving that private architects ain't fitten to design a privy.

The next step is to coax clients out of hiding by transferring the task of making construction loans from banks to the state liquor stores. Many of our best citizens do not like to be seen going into banks any more, as there is a certain stigma in it, and the story might get back to Father Coughlin, but they naturally would be only too proud to be seen going into the state liquor dispensary, wouldn't they?

This is as far as I have gone with the GHTA up to the time of going to press, and I have to stop now, as there is a gentleman in the office who is going to run for constable and wishes us to get out an extra announcing this singular fact. Regards,

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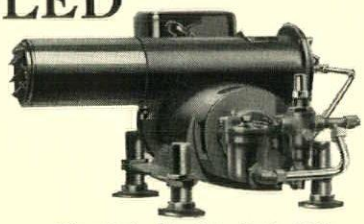

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Vol. 8 DETROIT, MICH., OCTOBER 16, 1934 No. 42

LOW COST HOUSING AROUND THE COUNTRY

For the first time in the history of the United States there was begun at Atlanta, Ga., the wrecking of slum buildings by the Federal Government as the first step in its program for building low cost housing to replace decayed ones in slum areas. Public Works Administrator Harold L. Ickes officiated at the ceremonies and his speech was broadcast over the air.

Projects are under consideration in 36 cities but this is actually the first to get going. Others are expected to follow shortly, however. The Atlanta project is in two separate parts and covers about 58 acres near the business district of that city. One part is for white occupancy, the other for negro. The former will be located near the Georgia Institute of Technology and will include in addition to two and three story apartments, a group of dormitory buildings. There will be 603 apartments renting at an average of $8 per room per month.

The buildings cover about 25% of the land, the total cost will be in the neighborhood of $2,700,000, and Burge & Stevens of Atlanta are the architects. It is called the Techwood project.

Architects' Luncheon
32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, October 16th, 12:30 p. m.

The University project for Negroes will be erected adjacent to Spelman and Atlanta Universities (Negro) and will contain 617 apartments in two and three story buildings to rent at about $6.50 per room per month. The land coverage is about 25%. The cost is $2,100,000, and the architects are Edwards & Saylor of Atlanta.

In Washington, D. C. the Housing Division, PWA, has dropped from consideration a proposed site for Negro housing which was to have been constructed adjoining Howard University in the Northeast part of town. In this case the average cost of options for land parcels was found to be running higher than assessed valuations and of appraised valuations, and above low cost housing prices as well. The assessed valuation was averaging $1.27 on it but the lowest contracts that could be negotiated were in the neighborhood of $1.50, whereas the original sponsors had asserted that approximately 99c per foot would buy it. Other sites will be investigated.

In Indianapolis, Russ & Harrison, architects of that city, have been awarded the contract by the Housing Division, PWA, to design low cost housing to total $3,000,000 or more. Ninety per cent of the site is under contract and for the remainder suit has been started in Federal Court under condemnation proceedings.

The Indianapolis project is intended for Negroes and covers eleven blocks. 850 apartments in three and four story buildings, and ranging in size from light housekeeping rooms to five room apartments, will be built. There will also be some row houses two and three stories high included. Rents will be moderate and commensurate with what the occupants of the site are now paying.

In Chicago work has been started on condemnation proceedings to acquire the land necessary for that city's $25,000,000 low cost housing program. No architects have yet been appointed. New York City has been allotted a similar sum and was reported on in the Bulletin two weeks ago. Condemnation suits are also being pressed for the Cleveland but insofar as the writer knows no architects have as yet been officially named.

Action by Administrator Ickes has achieved a reduction of $313,440 in land valuation on the Boulevard Gardens limited dividend housing corporation project in Queensborough, New York City, or a reduction of 35%, enough to reduce the rent about one dollars per room per month. A reappraisal was made by a committee acceptable to proponents and Administrator and which went into the site with great care. The savings was the result of their efforts.

During the week of Oct. 8 to 13 inclusive, the group of international housing experts headed by Sir Raymond Unwin will meet with a small group of American "housers" and housing officials, under the sponsorship of the National Association of Housing Officials in Baltimore and summarize the results of the tour of the housing party to the main American cities over the last two months. It is likely that they will have some constructive suggestions which will be reported in the Bulletin afterwards.

G. Frank Cordner

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 Filer, Walter Trowell, Edward Schroeder.
439 Penobscot Bldg., RAndolph 5500 Edited by E. J. Brunner

29,260 Chances—Take One

What is life except taking the short end of a tug-of-war to win 29,260 meals? If you live to be 80 years old, and if you get three meals a day it figures to exactly that number of meals unless you get in one extra leap years.—Oh. there may be a few other little uncertainties.

Therefore, when I tell you that the "last round-up" of the Architects', Builders' and Traders' is to be a $1.25 dinner at 7 p. m. in the wonderful club-house of the Clinton Valley Golf Club, October 17, 1934, it is one important chance of your business career and of your life.

It is the grand moment to meet real men of the construction industry and **not to talk about**: (1) raising money, (2) about a new association, (3) about codes and their ups and downs, (4) about housing campaigns, (5) about how your special trade or profession is being gyped by all the others.

No siree, we shall not talk about any of those things. Edwin Krieghoff, president of the Builders' and Traders' Exchange, is going to talk to us very briefly on the subject, "Schoolboy Rowe As I Don't Know Him." Mason Rumney is going (really going to) to show us a first-hand film of the Bermuda Yacht Race. You remember that Tillie (or was it a tiller?) kicked him for nineteen broken ribs on that race last summer. And while "Mace" as he is well-known is a darned good racounteur he is not long-winded. Lancelot Sukert is expected to talk on the subject, "Diathesis of Curves As Related to Mayan Western Architecture." Bill Seeley, who for seven years has sat with his binoculars focussed on Ye Olde Almanac to waterproof our forty-two golf outings during that period, is not going to be allowed to speak until he is spoken to and how he is going to be spoken to is nobody's business. Bill doesn't know about this part of it and he is tireless in his efforts to get out a good big crowd. E. J. Brunner is going to talk in general about nothing in essence. Tal. Hughes is expected to sing a duet and Tom Murray is scheduled to do a fan dance. There are so many more we don't want to talk about it.

Now do not miss this 1/29,260th chance of your life to eat dinner with the Builders' and Traders' Exchange. Erwin Farr, chairman of our Entertainment, insists that this be the record crowd of all times and there's something in the air not made plain in this message—of import we assure you (no, we do not mean imported goods of any nature whatsoever).

Of course, we are going to play golf in the afternoon. But if you are not an October golfer, come to the dinner meeting anyhow.

The total price for golf, prizes and dinner is $2.25. The price of the feed bag alone is $1.25 and that is a bargain and we do not mean maybe.

Now, it being so late in the season, it is absolutely necessary for us to give the club notice befordehand how many we are to have, so please do not neglect to attend to this matter now. Do so by calling or writing us—439 Penobscot Bldg., RAndolph 5500. Talk this over with your friends and get all of them to come along. And so—the success of this carefully planned outing and gala "last roundup" is in your hands. Of course, if you fail to make reservations, come anyhow, but if many fail we are likely to be short on waitresses and perhaps on food. You certainly can let us know by 10 a. m. of the eventful day.

PRODUCERS, ARCHITECTS DISCUSS FHA

The Fall and Winter activities of the Producers' Council were opened on Friday evening, October 5, by a dinner at Webster Hall. Mr. J. M. Shackleton gave a very interesting, illuminating talk on the Federal Housing modernization campaign and Mr. Clarence Whistler also spoke briefly but to the point on the Federal Savings and Loan Plan soon to be put into operation. One of the surprise guests at the dinner was Ted Morse of the Chamberlin Metal Water Strip Company, the past president of the National Organization of Producers' Council. Mr. Morse gave a very interesting talk on the future of the building industry in this part of the country. He pointed out the rapidity with which houses were being wrecked and showed that we were very rapidly approaching an actual shortage of shelter. In fact, he made clear that the shortage of individual small homes was already quite serious. The several talks encouraged a brief discussion. Our old friend, Louis Kamper, was present with the salty taste of his Atlantic crossing still fresh. Mr. Kamper gave a very interesting talk on conditions in Europe, particularly Germany, as he saw them. We were all particularly interested to learn that in Germany architects and engineers are being advertised for daily. At the termination of the serious part of the evening, the guests and members assembled around the pump and good fellowship and refreshments flowed freely. The meeting was well attended in spite of a competitive meeting of much more pretentious proportion being held at the same time at the General Motors Building Auditorium.

The following architects, engineers and contractors were guests of the Producers' Council at this dinner:

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BERRY RUG COMPANY—1250 Library Ave., CAdillac 9847.

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ANNUAL MEETING AND ELECTION OF OFFICERS

Cranbrook Academy of Arts, Tuesday, October 30th, Dinner at 6:30 P. M.—$1.00

Through the invitation of Doctor and Mrs. Eliel Saarinen and Mr. and Mrs. Richard Roseman the Detroit Chapter of the American Institute of Architects will hold its Annual Meeting and election of officers at Cranbrook Academy of Arts, Bloomfield Hills, on Tuesday evening, October 30th, 1934.

Dinner will be served at 6:30 P. M. and ladies are invited. Members and guests are invited to arrive about 3:30 P. M. to enjoy a tour of the grounds and buildings and to view the work of Mr. Carl Miller, sculptor.

It is important that the chairman of the Entertainment Committee be notified as to reservations not later than Saturday, October 27th. Call Arthur Hyde at MAdison 1522, or drop him a card.

President Palmer has called for reports from all committee chairmen. Too much importance cannot be attached to this request. Your president has worked tirelessly for the Chapter during the past year. The least we can do is to support him by reporting fully on the various committee activities.

CONSTRUCTION CODE AUTHORITY

Explanation No. 9—5/31/34

For the Code of Fair Competition for the Construction Industry—Chapter I

Article VII, Section 1 (a)—Competitive Bidding Practices: Definition of Standard Products.

A standard product is a product which can be purchased from manufacturer or distributor without special specifications. The primary distinction in the definition of Section 1 (a) Article VII is as between a competitive bid and a quotation. Under the Code it is optional with the contractor whether he asks competitive bids (where such can be obtained from vendors) or satisfies his need for prices in preparing a bid for a construction project by utilizing quotations from vendors. Whether a general contractor is permitted, after he receives a contract, to take revised and additional figures on standard products, is contingent on whether he has received prices by quotation, and if so, whether the terms of the quotations are binding, or the vendors free under their particular codes to requote to the contractor.

Various requests have been made for a definition of "Standard Products" and as to why "furnishing quotations on Standard Products" is specifically excluded from the definition of competitive bidding of Section 1 (a) of Article VII, "thus denying the material-man the same protection that is afforded to sub-contractors . . .". It is also asked whether the general contractor is permitted, after he receives a contract, to take revised and additional figures on standard products.

It is impracticable, completely, to list standard products without risk of omitting many items in the extensive list of products required by the Construction Industry. Generally, a standard product is a product which can be purchased from manufacturer or distributor without special specifications.

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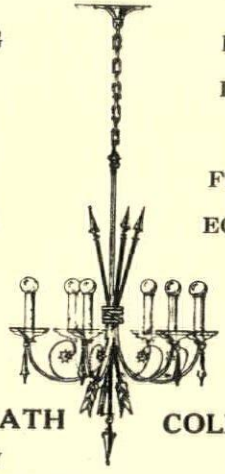
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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9260—Alteration on Majestic Bldg., Watson and Woodward. New bids and some sub-bids.

Bennett & Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—Preparing plans for revision to school building for Board of Education, Carson City, Mich. New locker rooms, toilet and shower rooms. Trades; heating, plumbing, electrical work, metal stall partitions, masonry.

Dise J. Ivan, 2631 Woodward, CA. 4789. Working drawings on Iron Mountain P. O. being prepared.

Donaldson & Meir, 1601 Washington Boulevard Bldg., RA. 1446.—Bids closed on residence for E. J. Posselius, Vendome Road.

Giffels & Vallet, Engineers, 606 Marquette Bldg., CA. 3353. Preparing plans for steel mill for Ford Motor Co., also building at Newberry Rd., River Rouge.

Greenberg, Ernest & R. H. Neuberg, Associate.—Plans out for bids for the Red Indian Oil Co., 12401 Cloverdale. 70x145, clear span trusses, brick and concrete walls, oil heated, skylight, steel sash, steel rolling door, 14x18. Plans and specifications with Builders' and Traders' Exchange. All bids being taken by owners.

Herman, Aloys Frank, 710 Owen Bldg., RA. 8788. Preparing sketches for Manresa Retreat, Bloomfield Hills.

Kahn, Albert, Inc., MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

Same.—Addition to Chevrolet Plant at Kansas City. Bids due Sept. 15.

Same.—Bids on mechanical trades at Chevrolet plant, Baltimore, Md., due Sept. 16.

Same.—Addition to Grand Rapids Press. Bids due Sept. 15.

Same.—Contract let to Bryant & Detwiler for addition Bower Roller Bearing Co.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Galein High School. 2 story brick, stone, steel construction. 120 x 95. 12 rooms, auditorium and gymnasium. Ell shaped building. Plans ready Oct. 15.

Same.—Preparing plans for school at Three Oaks, Mich. Bids due Oct. 15.

Same.—Working drawings for Chesaning High School addition, Chesaning, Mich. Ready Oct. 15.

Same.—Preparing plans for auditorium, Paw Paw, Mich., addition to school, ready Oct. 15.

Same.—Preparing plans for City Hall, Benton Harbor, Mich., ready Oct. 15.

Lewis, I. M., Inc., 816 Ford Bldg., RA. 4724.—Moving back and remodeling building at N. E. corner of Woodward and Rowena. Plans completed Sept. 20.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Drawings being prepared on gymnasium and auditorium, Ithaca, Mich., 119x89' 6". Fire proof construction, for Ithaca Board of Education.

O'Dell & Rowland, 90 Stimson, TE. 1-4060.—Making drawings for remodeling of Blake Bldg., Grand Rapids, Mich. New store front, terrazzo floor, Carrara glass and aluminum store front; wall fixture, toilet room, unit heaters, room partitions, wiring, linoleum floors, etc.

Schley, Cyril, CA. 8499, 1123 Lafayette Bldg.—New theatre and store alteration. Plans will mature in December.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RAndolph 8825.—Preparing plans for Hiram Walker, evaporator house, Peoria, Ill., 60x70, 3 stories, concrete and brick construction.

Tilds, Paul, 602 Hoffman Bldg., CA 2610. Prep. sketches for brewery, 135,000 bbls. per yr.

Wright, F. H., 16190 Normandy.—Alteration to hospital for Dr. Eugene Keyes, 4840 Maple Ave., Dearborn. Owner taking figures.

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TO ARCHITECTS

Your co-operation in Architects' Reports will be appreciated by The Bulletin. It is our policy not to urge members to give out reports before they want them released. What we do ask is that you give your own publication the same opportunity that you give to others.

Several architects have voluntarily mailed in reports. This is especially appreciated, particularly from those outside Detroit, whom we do not contact regularly by telephone.—Thank you.

ARCHITECTS' THEME SONG

Thanks to Professor Lorch

"STOFFA DI ITALIANO"

(To the air of "Christo Columbo")

I'll sing to you about the men
  Whose names you'll find in history;
Their works are copied right and left
  By men of great sophistry.
Architects, both young and old,
  Gave way to them quite fitly;
Their names we know end with an "O",
  They lived in Sunny Italy.

Among this clan there was a man
  Who built the great St. Peter;
And they do tell he did it well
  And never tried hard either.
Mike, you know you were not slow
  To adopt Bramante's plan;
With your glorious dome your paralyzed Rome
  And became a famous man.

Palladio, you all must know,
  Gave these men a great surprise;
When on Della Salute he designed a volute
  Of most gigantic size.
These great and worthy architects
  Then made this declaration:
"If you cannot design in the classic line,
  Go change your occupation."

Among these high and mighty men
  Was one surnamed Vignola;
He could draw the orders upside down
  While rowing his gondola.
San Gallo, too, could do this trick,
  As also the two Lombardos,
It gave him the gout when he found out
  He was not the only Dago.

The Florentines, you will agree,
  Were surely most artistic;
An expression of great massiveness
  Was their main characteristic,
Brunelleschi's name shone out in fame,
  When he drew the Pallazo Pitti;
But, alas and alack, should he came back,
  He'd find one in every city.

Now, if you want to shine in this Dago line,
  And draw your stuff right smart,
Lay in a stock of balusters,
  Festoons and eggs and dart;
Swipe all you can from "Le Treelay",
  "Buhlmann" and "Raguenasy",
Then a song and dance in the Renaissance,
  Will come to you quite easy.

CHORUS

(Sing after each stanza)

Mike Angelo, Palladio, Vignola, and San Gallo,
They wouldn't do a thing if they heard us sing,
"Stoffa Di Italiano."

ANNOUNCEMENT

Announcement is made of a meeting to be held at the Tuller Hotel at 12:30, Wednesday, October 17th, in connection with a nation-wide merchandise sales campaign, as a method of bringing more money into sound circulation.

Luncheon will be served at 75 cents.

Members of the Construction Industry are invited to the luncheon and meeting, or if they do not care to come to the luncheon, they will be welcome to sit in at the meeting following.

Call Mr. A. H. Wilford, Parlor C, Tuller Hotel, and let him know you will be there.

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The distinction between a "standard product" and other products is not so important in this definition of Section 1 (a) as in the distinction between a bid and a quotation.

Section 1 (a) of Article VII reads as follows:

"The term 'competitive bidding' as used herein shall mean the submission at or before a definite predetermined time of comparable proposals by two or more invited persons to an awarding authority to execute a specific program of work, furnishing a definite service or supplying a material specifically required for a particular project at a stipulated price. This does not include furnishing quotations on standard products."

Under the Code it is optional with the contractor whether he asks competitive bids (where such can be obtained from vendors) or satisfies his need for prices in preparing a bid for a construction project by utilizing quotations from vendors.

If competitive bidding is resorted to for supplying the material required for a particular project, the various regulations of Article VII for inviting, receiving and awarding contracts thereon must be complied with, regardless of whether the material required may be considered as standard product or other product. A bid constitutes a binding obligation on the part of the bidder and, if accepted, a contract is consummated thereby.

Many materials required are of the general standard products class that are usually bought and sold on quotation and not be competitive bid. In such cases the contractor has no alternative to receiving quotations, and must take the gamble as to changes in prices before he is ready to purchase, because ordinarily quotations are subject to the terms quoted by the seller, and when accepted by the contractor, the quotation may, in turn, require acceptance by the vendor. These conditions, furthermore, are governed by codes of fair competition other than the Construction Code. Largely for these reasons the Construction Code does not impose any obligations on a member of the industry with respect to his handling of quotations.

Whether a general contractor is permitted, after he receives a contract, to take revised and additional figures on standard products, is contingent on whether he has received prices by quotation, and if so, whether the terms of the quotations are binding, or the vendors free under their particular codes to requote to the contractor.

CONSTRUCTION CODE AUTHORITY,
S. F. Voorhees, Chairman.

BIRTHDAYS: Clarence L. Cowles, October 20th; Don M. Hunter, October 21st; M. R. Williams, October 21st.

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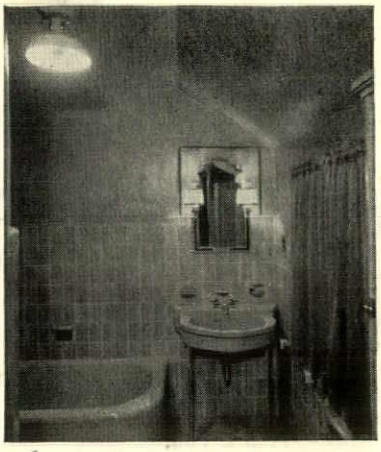

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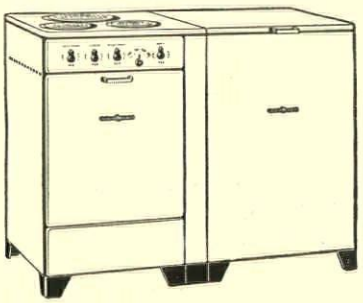

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RECEIVED
OCT 23 1934
THE A. I. A.
THE OCTAGON

HEIGHO! I GO TO "THE FAIR!"

(Dedicated to Carl A. Strand of the Strand Steel Corp.)

By WIRT C. ROWLAND

So many of you may remember the report which I made last year as one who had not seen the great "Century of Progress" at Chicago and yet who pretended to know all about it! Therefore, this may seem an answer to the general challenge of inconsistency (of which this world is full) for having gone this year—for not having seen much, at that—and yet, withal, having had an awfully good time at it, and a questionable amount of professional profit.

Certainly as one who is already glutted by so-called modern tricks, I shall disappoint you by lack of enthusiasm. Some ask me, "Don't you think the color scheme was better this year? Some of those horrid purples have been eliminated." (Purple seems generally taboo with conservative architectural taste.) The chief fact which I did know right from the very start, was that they couldn't make much of the color stick two weeks in succession. It changed with every wind that blew (and how it does blow in Chicago) and was like a climatic chameleon, a change according to the climate.

Architects' Luncheon
32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, October 23rd, 12:30 p. m.

The touchstone of design, as far as the original conception of the Fair is concerned, must have been color and form. With a year's experience and experiment behind them they reverted apparently to the original virginal white with an occasional timid sally into brighter spots. The form was unchanged and the general effect no more enhanced. The "fair" leaves one with the impression that architects are a timid lot with regard to color even though they personally may not lead such a pastel existence!

As far as form is concerned, my impression was confirmed, that anything is modern so long as it is startling! This is easily recognizable from the Fair or any of its units. This use of the word "units" is significant because the "Fair" is MADE UP of units which in no sense pull together to create any concentrated impression.

My mind reverts to a situation during my visit similar to that described by Mr. Wenzell in his last year's report, viz: I was seated on a terrace in the evening, with a strong right forearm, the chief color required being amber! In my case—the location was opposite the so-called main fountain, where water was spouting (how many hundred gallons an hour, who knows?). At intervals around this huge area were located glorified spittoons also spouting, and the whole lighted inside and out by the LOVELIEST change of lights! It was just a lot of water—that's all.

While we sat there with moisture creeping inward (!) we were startled by some explosions and to our astonishment we found ourselves in the vortex of what could be called a literal Verdun of fireworks. Pinwheels began spitting at each other in front of us, rockets, etc., belching fire and sparks behind us. It was the only "Smash" I saw at the fair and well illustrates what I believe the entire fair lacked—that is—"Smash!"

Back of us as we sat on this Terrace, as impassive as the body of ethics of the A. I. A. stood the Fed-

(Continued on Page 4)

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439 Penobscot Bldg., RAndolph 5500 Edited by E. J. Brunner

Ah, Call An Architect

At last the unfindable has been found. While it is largely unexplainable, this humble page will explain it. The barrier which has kept architects from being hounded to death by owners looking for their services is now broken down. The code has done it.

We might as well get right down to brass tacks in the matter and call a spade a shovel. So here it is:

Architects can now advertise and sell this allure: "Commission an architect for your job and you, as an owner, can evade everything in the code which you do not like—failure to employ an architect will make you amenable to every one of the code's provisions."

You can try to laugh this off, and I will say that from my acquaintance with architects they never will so advertise (because they will not advertise anything); but nevertheless, the Code of Fair Competition for the Construction Industry, together with the first official explanation handed down by the Construction Code Authority, does make the above incongruity possible.

The code, by definition, makes an owner who performs any of the functions of design or erection a member of the construction industry while so doing. You will find this true if you will read through Article 2 of the code. Therefore, it follows that if an owner does not employ an architect or engineer but does the designing work himself, he becomes a member of the industry so far as that job is concerned and as a member, of course, is subject to all provisions of the code.

You must turn to Article 7 of the code to see all the provisions which govern "the awarding authority." There are numerous provisions so governing and right at the start of Article 7 it says, by way of definition: "The term 'awarding authority' as used herein shall mean any member of the industry who may upon competitive bidding award contracts."

Now it is plain as the nose on your face that the minute an owner becomes a member of the industry he becomes the awarding authority—and so.

But it is equally plain that if the owner commissions an architect and has the architect go forth in the usual manner, the owner does not become a member of the industry and hence is not an awarding authority within the definition of the code.

But in Explanation Number 1, the Construction Code Authority holds that an architect is not the awarding authority. It holds that the owner by virtue of his say in the matter, is really the awarding authority. And therefore it seems evident that when an architect is employed and the usual course of construction pursued the "awarding authority" as set forth in the code simply vanishes in thin air.

Of course this anomalous situation should be changed and doubtless will have to be changed for while no architect would think of advertising in such manner, it is a fact in effect whenever an architect is employed on a job.

Probably the easiest way to change the situation would be by way of an amended Explanation No. 1. The explanation could be amended by changing the last paragraph to read like this:

"It is apparent from the foregoing discussion that the owner and not the architect, is the awarding authority under commonly accepted customs and procedure of the industry, but the term 'awarding authority' as used in the code is a matter of special definition. It is defined as 'a member of the industry who makes an award.' Therefore, within the meaning of the code, an architect in his regular work is 'an awarding authority' even though the final determination of the award is in the owners' hands. The architect is a 'member' of the industry and when an owner enters into commission with an architect, he can as naturally expect that the architect is bound by the code of his industry as he can expect that contractors or other members of the industry are bound."

And such a ruling would not prejudice the position of the architect for it can be made plain to any owner that if he does not employ an architect, but does the customary work of the architect himself, he himself becomes a member of the industry and is subject to all the provisions that the architect acting as his agent would be.

ANNUAL MEETING

The Annual Meeting of the Detroit Chapter, A. I. A., will be held at Cranbrook, Thursday, October 25. (NOTE: THE DATE HAS BEEN CHANGED.) Ladies are invited. We will meet at the school at 3:00 o'clock and spend the afternoon in viewing many interesting exhibits. Dinner will be served at 6:30 at $1.00 per plate.

Let's make this a successful meeting. Dining facilities are limited. Send your card in immediately.

THURSDAY, OCTOBER 25th.

BIRTHDAY—Charles T. Olmstead, October 29th.

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therein as prescribed by the host. Only the host himself, after several months training, could venture into this labyrinth of enameled porcelain and glitter of stainless steel without finding his wife or lady friend ensconsed in precisely the same cella which he had so urgently desired to occupy himself. Ah! but this year I found it had been simplified—centralized in other words, into a nice, cozy one-man arrangement which would enable the owner to hold the fort by himself while the other members of his family bounce off the door trying to get in. Such does a year bring forth. What, indeed, could another "Century of Progress" disclose?

Generally speaking, I cannot see that the housing exhibit at the "Century of Progress' has accomplished much. It provided, one might say, many innovations and inventions—things to do with—which lack a proper assembly into what is worthy to be called a home. There were good latent ideas capable of development and others sufficiently bad to be obvious to the most unthinking mortal. I can now say that I have seen enough modern furniture to make a man love his grandmother better than ever!

"In Xanadu did Khubla Khan
A stately pleasure dome decree."

Looming high and inclusively stretching out were, to me, not merely the Ford and the General Motors Buildings, which really dominate the South portion of "the Fair" but the name of Albert Kahn, Inc., and the efforts of my former confreres included in that name. And my chest expanded with local pride as I beheld in the Ford exhibition, the last of a long line of projected domes from the earliest Temple Bethel down built by the "Great Khubla," a continual fulfillment of the poet Coleridge's prophetic verses.

The Ford Building with its contents composed the finest single exhibit in "the Fair" this year. Henry, with his inevitable and diabolical accuracy, has stolen "the Fair" and other exhibitors tell me with more than a shrug of despair that their shows are viewed by the public as incidental—on the way to or from the "Ford." Of more than passing interest to those involved in the Rivera controversy here are the photographic murals in the main room of the Ford Building. They deserve more publicity by far than they have yet received.

Another exhibit sponsored by the Ford Company and fruitful to me in philosophic meditation was the history of highways actually and appallingly reproduced from the time of Rameses down. These highways surrounded a modern macadam pavement on which the public was induced to ride in the latest of Ford cars. Having come to Chicago in a Ford car at a speed commensurate with all its latent possibilities was quite enough for me! I noticed that all the drivers in this exhibit kept to the macadam pavement instead of the ancient highways. Doubtless they also had tried to approach Chicago through its southern outskirts.

The General Motors Exhibit was distinctly more dignified, like the superior tilt of a Cadillac own-

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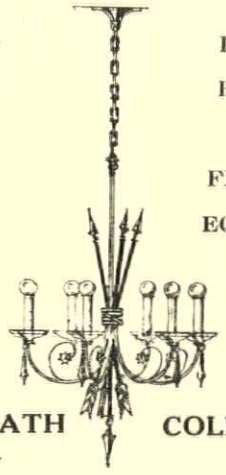

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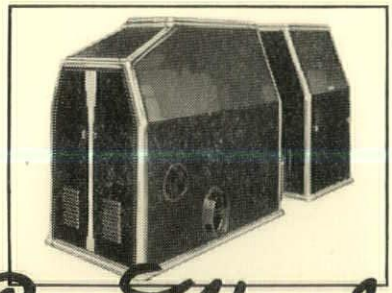

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Same.—Contract for tanks for Midland Brewing Co. let to Graver Tank Co., East Chicago, Ill.

Wetzel, B. C. & Co., 2317 Dime Bank Bldg., CA. 4941.—Preparing plans for alteration to Home and Training School, Mt. Pleasant, Mich.

Wright, F. H., 16190 Normandy.—Alteration to hospital for Dr. Eugene Keyes, 4840 Maple Ave., Dearborn. Owner taking figures.

HEIGHO! I GO TO "THE FAIR!"

(Continued from Page 1)

eral building with its three tall pylons representing the three departments of our government, Administrative, Legislative and Judicial, completely separate from each other (strangely but truly symbolical in actual practice) and connected by a puny low dome, forsooth—the will of the people (my interpretation). This building should remain the most careful piece of architectural symbolism of the entire fair!

Now—are there still those who would tremulously ask me what influence this fair will have on the future architecture of this country? Throw it all down amongst a pack of students and wait to see. Who imposes our architecture upon us, any way? And—can you glean from this what I think of the "Fair" as architecture?

Primarily, I did not go to Chicago to see the architecture. I went to see the housing exhibit and I saw it fairly thoroughly in the group which was supposed to "home" anyone, civilized or savage, according to his benighted condition. The only house in this group which I did not pass through was the so-called brick house. This was so crowded on account of its cooling system (remember, this was the peak of July) that I couldn't get in.

Needless to say, all these houses were complete to the point of distress excepting one with steel walls where there had not yet been discovered any manner of attaching pictures to the walls unless they reverted to a certain ancient American habit (in out houses) of pasting them on. Every type of construction was represented, and every arrangement, possible and impossible. Prices quoted for all these emoluments of living bore the marks of an optimism very familiar to most architects.

The "House of the Future" interested me very much. But it is hard to gainsay such questions as I asked in that house, notwithstanding the glibness of attendants. Pulling down the blinds in a glass house like that would never make it sufficiently private against the searching winds which are known to ply about Lake Michigan and Chicago. Sometimes I am so proud that the city of Chicago had to be built on the edge of a lake named after my own state—that the waters which wash our fair shores also wash Chicago's, though, I fear, not so thoroughly.

Among some of the structural ideas stressed in housing was the element of flexibility and change. Along this line I discovered a steel barn designed ostensibly for the prairie, which could be erected in one-half hour and demolished by any self-respecting Western breeze in a tenth of the time. One could not complain however of a lack of coziness by means of insulation while the barn was WITH you. Of this you became completely sensible with your nose in the doorway. It was a most unique and effective idea of testing insulation by means of several families of goats! What can be the formula?

Approaching (more or less modestly) the house designed by our own firm, last year, I was surprised to find the bath arrangement changed. It is to be generally conceded that this is a very significant part of modern housing. Last year, by virtue of "Good Housekeeping" it was called decentralized—in other words, a maze, through which an unsophisticated guest would need a guide for the general order of bath and other rites performed

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA, 9260—Alteration on Majestic Bldg., Watson and Woodward, held up temporarily.

Bennett & Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—Plans completed for revision to school building for Board of Education, Carson City, Mich.

Confer, E. A., 18970 Gd. River, RE. 2714.—Carpenter contract on residence, Warwick Road, let to Robt. McBrien; rough lumber, Guthrie & Brand Lumber Co.

Derrick, Robt. O., Inc., 35 fl. Union Guardian Bldg., CA. 3175.—Preparing working drawings on Dearborn P. O. Will be submitted for approval at Washington.

Des Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Plumbing and heating contract on St. John's Church, Albion, Mich., let to James W. Partlan, Detroit.

Dise J. Ivan, 2631 Woodward, CA. 4789. Working drawings on Iron Mountain P. O. being prepared.

Donaldson & Meir, 1601 Washington Boulevard Bldg., RA. 1446.—Bids closed on residence for E. J. Posselius, Vendome Road.

Giffels & Vallet, Engineers, 606 Marquette Bldg., CA. 3353. Preparing plans for steel mill for Ford Motor Co., also building at Newberry Rd., River Rouge.

Greenberg, Ernest & R. H. Neubrecht, Associate.—Red Indian Oil Co., 12401 Cloverdale. 70x145, clear span trusses, brick and concrete walls, oil heated, skylight, steel sash, steel rolling door, 14x18. Work started.

Herman, Aloys Frank, 710 Owen Bldg., RA. 8788. Preparing sketches for Manresa Retreat, Bloomfield Hills.

Kahn, Albert, Inc., MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

Same.—Addition to Chevrolet Plant at Kansas City. Bids due Oct. 20.

Same.—Bids on mechanical trades at Chevrolet plant, Baltimore, Md., due Oct. 19.

Same.—Addition to Grand Rapids Press. Bids due Oct. 20.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Gale'n High School. 2 story brick, stone, steel construction. 120 x 95. 12 rooms, auditorium and gymnasium. Ell shaped building. Plans ready Oct. 22.

Same.—Preparing plans for school at Three Oaks, Mich. Bids due about Oct. 22.

Same.—Working drawings for Chesaning High School addition, Chesaning, Mich. Ready about Oct. 22.

Same.—Preparing plans for auditorium, Paw Paw, Mich., addition to school, ready about Oct. 22.

Same.—Preparing plans for City Hall, Benton Harbor, Mich., ready about Oct. 22.

Lewis, I. M., Inc., 816 Ford Bldg., RA. 4724.—Moving back and remodeling building at N. E. corner of Woodward and Rowena. Plans completed Oct. 20.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Drawings on gymnasium and auditorium, Ithaca, Mich., 119x89' 6" completed about Nov. 5. Fire proof construction, for Ithaca Board of Education.

Mueller, G. A., RA. 3763, 1346 Broadway.—Plans being prepared for brewery. Owner, Lakeside Brewing Co., Port Huron, Mich.

O'Dell & Rowland, 90 Stimson, TE. 1-4060.—Preparing plans for restoring front and remodeling at 4112 Woodward Ave.

Same.—Contract on remodeling of Blake Bldg., Grand Rapids, Mich., let to H. Kaplan & Co., Chicago, Ill.

Schley, Cyril, CA. 8499, 1123 Lafayette Bldg.—New theatre and store alteration. Plans will mature in December.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825.—Plans for Hiram Walker, evaporator house, Peoria, Ill., completed. Contracts let soon.

Same.—Alteration to building, new front, 4 stores, Woodward near Canfield. Bids to be taken week of Oct. 22.

Same.—Alteration to building, Woodward near Forest. Bids to be taken about Oct. 28.

Tilds, Paul, 602 Hoffman Bldg., CA 2610. Prep. sketches for brewery, 135,000 bbls. per yr.

Same.—Sketches for residence. Bids will be taken in March, 1935.

Same.—Sketches for store building, 50x60.

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er's nose. (He is apt to forget his lesser relation, the Chevrolet!) At the rear of the main hall of this building stands the sculptured figure of a stalwart workman by our great guest Milles. Poised on high in his two brawny hands is an auto part which I could not recognize but which doubtless was intended to be flung at the first bland face of a Ford owner who should appear in those halls of such aloof hospitality.

Burdened as one always is by the advice of friends, I was urged to see the Chrysler "throwing contest." But I can behold that sort of thing almost any time at certain strategic points in my own city —a rougher tumble and with worse cars than the Chrysler.

My one and only disgression during my visit to "the Fair" (bend low, now) was a visit to the Black Forest Village. The "main way" is lined this year with villages which very distantly approximate the foreign lands after which they were named and —unaccompanied by the odors by which I have actually known them. We had to climb to the top of a toboggan slide (so-called) to see a skating exhibition. I was warned that my only way of descent was the toboggan, to which I finally consigned myself. Doubtless everyone had been notified and I was tossed out in front of an utterly unfeeling crowd in a very undignified manner and a skinned elbow. One WILL do those things!

Without any hesitation I can tell you what I most enjoyed during my two days' visit. Those two names, Ford and Swift, notwithstanding for whatsoever an object, provided that on which a human spirit may thrive, against which he may lean—the music of great symphonies—the final triumph of sound over sight. The orchestral programs were broadcast throughout the entire grounds by the Chicago Symphony Orchestra from the Swift Auditorium and by our own beloved Detroit Orchestra from the Ford Shell. I am moved to say that of all the gifts that are given the public to enjoy —the symphony orchestra is the greatest and most generous.

You will forgive me the trifling personal allusion that this visit to the fair was my first venture beyond the gates of my own city for two years— that it was my first appearance in that same length of time among the portieres and red plush cushions of a "gay ninety" hotel into which I sank with an eye, dull glazed with comfort. And in that condition what COULD I care about the future architecture of this, or any other country for that matter. And, if a country could not take care of its own architecture how could it take care of itself—and if architecture couldn't take care of itself, what then could it matter to me? I leave you to answer.

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OPENING MEETING

The Detroit Engineering Society opens its 1934-1935 season on Friday, October 26th, with a smoker at the Hotel Statler, and this first meeting will be open to all interested engineers.

Dr. C. F. Hirshfeld, Chief of Research, The Detroit Edison Company, and one of the most interesting speakers in or out of the engineering profession, will be the main speaker with the timely subject—

"THE ENGINEER TODAY AND TOMORROW."

Members of other technical societies are cordially invited to attend. We hope the officers who receive this notice will be able to notify their members.

Modernized refreshments will be served and there will be plenty of opportunity to visit with your friends.

Special tables will be reserved for dinner in the Statler Main Dining Room at $1.10, $1.25, $1.35 and $1.50 per plate, and in the Cafe Rouge at 85c, 95c, $1.10 and $1.25 per plate, or, you may eat in the Cafeteria at your own price.

The meeting will be held in the Small Banquet Hall of the Statler at 8:00 p. m.

A reservation post card will be mailed to you later.

Save This Date! Friday, October 26, 1934

TO MEMBERS OF THE TEMPORARY COORDINATING COMMITTEE:

The Construction Code Autnority has asked that members of the Temporary Coordinating Committee, and representatives of every national, regional, state, and local trade association, attend a regional meeting handled by the Federal Housing Administration to be held at 10:00 A. M. Wednesday, October 24, Statler Hotel, Detroit.

Temporary Coordinating Committee
R. A. MacMullan, Secretary

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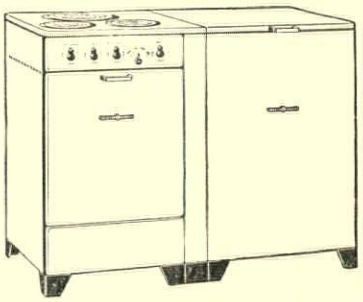

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Vol. 8 DETROIT, MICH., OCTOBER 30, 1934 No. 44

ACCORDING TO SPECIFICATIONS

By CLAIR W. DITCHY, President, Michigan Society of Architects

Being excerpts from his talk given before the recent Annual Convention of the State Association of Wisconsin Architects

I was cautioned that in being invited here to speak, I would be given the license of choosing whatever subject I fancied with, however, one restriction. This was that there should be no "moaning at the bar," so to speak. I use the phrase figuratively, not literally. The fact was emphasized that this convention was a happy occasion and not one devoted to a mournful review of the misfortunes of the past few years and possibly pessimistic predictions of woes yet to come, of mumblings and grumblings at the cruelty of fate and a general indulgence in self-pity.

I am sure that I am safe in assuming that, so far, you have had a very enjoyable convention and if I may prolong your happy mood by avoiding any protracted reference to the slight disruption of economic stability through which we have so nonchalantly passed during the last few years, I shall feel that I have lived up to the specifications.

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

By the way, I fear I have laid myself open to severe criticism for I am endeavoring to fulfill the contract without having read the specifications. I was merely told by our very efficient secretary, Mr. Talmage C. Hughes, that you wanted a funny speaker, and even my bosom friends showed no reluctance in assuring me that I was funny. As for the speaking part of it, bitter experience has taught them that fifty per cent of the specifications is all that any architect can expect to be observed.

However, I have come here with the avowed intention of avoiding any reference to subjects which are taboo in most polite circles today. I want you to feel like the parrot did whose master gave a big party one evening for his friends. As the last departing guest murmured his fond adieus to his host and the echo of his uncertain footsteps receded into the vast stillness of the night, the genial host closed the door safely and turned his beaming countenance to his boon companion, the parrot, and inquired: "Well, Polly, did you have a good time?" The parrot shifted from one claw to the other on his perch, preened a feather here and there, cocked his head and replied: "I'll say I did. I had a wonderful time. Nobody even mentioned that — — cracker."

Just what I am going to speak about must remain a mystery to you—as it will to me—until you have heard it. And even then it may be a mystery. I am funny that way. The obvious thing for an architect to talk about at a convention of architects is, obviously, architecture. And yet I have promised not to give you any headaches. Talks on architecture are a good deal like women's dresses. Some are long and cling tightly to the subject, while others are short and cover the subject very briefly. In both categories one finds that the form commands considerable attention and also that a tendency to cut them short is always acceptable.

Madam de Stael—(de Steel to you if you've never looked it up. I have)—once said that "architecture is 'frozen music'." Out in Michigan the average citizen thinks that "frozen music" is that cold cash of his which has lain in a very frigid condition for the last eighteen months and which he hopes will be thawed out one of these days. But if we assume that architecture is frozen music, all I can say is that most architects have been skating on very thin ice of late.

Some, of course, have found the skating so hazardous that they have had to abandon the sport temporarily and engage in less precarious and more lucrative occupations. Some have shown considerable ingenuity and have brought a freshness to their new work which has nothing in common with their old cut-and-dried egg-and-dart touch. One of our boys, for instance, took to bar-tending and although his work in the past could not be classified as purely one style or another, he now draws things that really have a handle on them.

It would do your hearts good to see him take one of those glass columns with the flutes on it and deftly proportion the cap to the shaft. I have watched him for hours—after hours—toying with that hosebibb which he jokingly refers to as a gargoyle. And what that boy doesn't know about barrel vaults, drums and things like that.

(Continued on Page 6)

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 Filer, Walter Trowell, Edward Schroeder.
439 Penobscot Bldg., RAndolph 5500 Edited by E. J. Brunner

T'Was Bill's Day

The feat was accomplished of letting all the registered players in Architects' Builders' and Traders' Golf Outings and all the members of the Builders' and Traders' Exchange know that the outing October 17 was to be in honor of Bill Seeley without Bill's getting wise. Around about the 13th hole, he began to smell a rat, but we drew red salmon across the trail and then he thought it was Roquefort cheese he smelled.

From the list you will see that we had the normal number actually playing golf in our October outing. A normal number in October is abnormal. In addition to the golfers who played, we had nineteen extraordinary golfers who contented themselves with only the nineteenth hole and an excellent dinner.

Sixty-nine men were at the dinner and being as the event was in honor of Bill, your secretary took Bill's usual place as chauffeur of ceremonies. Edwin Krieghoff, president of the Builders' and Traders' led off with a right, and Lancelot Sukert who presidented the Michigan Society of Architects when the famous Architects', Builders' and Traders' Golf Outings were started, was the second to enter the fray of words. Jesse Stoddard, past president of the Builders' and Traders', in a masterful performance, presented Bill Seeley with an unusual token. It was a white lambskin about a foot by fourteen inches, covered with the names of all present. At the top was this inscription in gold letters:

TO YOU, BILL SEELEY—GREETINGS:

Done this 17th day of October, 1934, at Clinton Valley Country Club

BY THOSE PRESENT AT THE FORTY-SECOND CONSECUTIVE GOLF OUTING OF ARCHITECTS, BUILDERS AND TRADERS UNDER YOUR SPLENDID SEVEN-YEAR CHAIRMANSHIP, IN TOKEN OF OUR ESTEEM.

Naturally, Bill responded. Naturally, it was a happy occasion. C. William Palmer, president of the Detroit Chapter of the American Institute of Architects, executed a bit of oratory with celerity and then Mason P. Rumney, vice-president of the Builders' and Traders' Exchange, gave a first-hand description, illustrated with moving pictures taken by himself, of the winning voyage of the Baccarat in the yacht race to Bermuda which took place with international significance last summer.

The big cup was duly declared into the possession of Monroe Aird to have and dust until the next outing. Prizes were won as follows:

First Flight—First prize: F. M. Hydon; Second prize: Donald Graham; Third prize: C. L. Laude.

Second Flight—First prize: H. S. Nichols; Second prize: H. H. Berger; Third prize, A. J. Rooney.

Third Flight—First prize: C. S. Peterson; Second prize, John McGarrigle; Third prize: Wm. Brock.

Golf balls were won by: Tom Murray, Donald Graham, E. S. Frey, Al. Beever, Jim Hemstreet, Carl Barry, Wm. F. Seeley, E. A. Capp, A. W. Kutsche, Bruno Kullen, A. G. Ofenstein, and J. Ivan Dise.

The players and non-players were as follows:

	Gross Score
Wm. F. Seeley, Western Waterproofing Co.	86
B. A. Capp, Wolverine Marble Co.	101
A. K. Wheaton, G. T. R. R.	96
G. P. Wilson, E. F. Houghton & Co.	86
John McGarrigle, Builders' and Traders' Exch.	128
Darwin Gothro, Builders' and Traders' Exch.	109
F. M. Hydon, Hydon-Brand Co.	89
F. C. Bagby, Western Waterproofing Co.	96
E. S. Frey, Restrick Lumber Co.	77
A. H. Aldinger, Jr., Walbridge-Aldinger Co.	85
A. G. Ofenstein, Ofenstein Eng. Co.	114
P. F. Stedman, Fife Electric Co.	99
Don Graham, Donald Graham	77
Carl S. Barry, Allied Const. Industries	99
Monroe Aird, Monroe Aird	79
A. W. Kutsche, A. W. Kutsche & Co.	94
W. G. Squier, Krimmel & Cruickshank	97
R. D. Bradshaw, Petoskey Portland Cement Co.	93
Jack Gowan, Banbrook-Gowan Co.	96
Jim Hemstreet, Parker Bros. Co., Ltd.	122
T. W. Murray, Huron Portland Cement Co.	137
Ed. Horning, Detroit Lumber Co.	122
C. S. Peterson, Boulevard Transfer Co.	114
L. F. Joliat, L. F. Joliat Co.	101
Frank Stratton, Frank Stratton	108
Al. Beever, Beever Plastering Co.	106
Vic. Vallet, Giffels & Vallet	104
W. A. Swingle, S. S. Kresge Co.	117

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BERRY RUG COMPANY—1250 Library Ave., CAdillac 9347.

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

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WALLICH LUMBER CO.—3741 St. Aubin Ave. TEmple 2-6660.

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Ironite Waterproofing and Resto-Crete

WESTERN WATERPROOFING CO.—410 Murphy Bldg. CAdillac 9646.

Chas. Tackels, Builders Construction Service.....108
W. C. Restrick, Restrick Lumber Co..... 97
H. S. Nichols, Nichols Floor & Tile Co..... 98
Chas. N. Agree, Architect.....101
J. J. Ivan Dise, Architect.....114
H. B. Sutherland, Hurd Lumber Co..... 91
Karl M. Doeren, Accountant.....
E. B. Fauquier, Architect's Bulletin.....116
R. E. Dailey, Martin & Krausmann Co..... 95
L. A. Hume, Peerless Portland Cement Co..... 88
Bruno Kullen, Kullen Fuel & Supply Co..... 91
Earl Hurd, Hurd Lumber Co.....116
Cyril Schley, Architect.....106
H. H. Berger, Sibley Lumber Co.....105
E. R. Edge, Sibley Lumber Co..... 79
Wm. J. Back, Sibley Lumber Co.....113
M. R. Ward, France Stone Co..... 98
Wm. Schumacher, Armoured Floor Corp.....
J. S. Stoddard, Detroit Testing Laboratory.....107
C. L. Laude, Huron Portland Cement Co..... 87
A. J. Rooney, Huron Portland Cement Co.....102
W. Scheifele, Leinbach-Humphrey Co.....137
E. J. Brunner, Builders' and Traders' Exchange ..... Dinner Only
Lancelot Sukert, Architect..... "
Mason Rumney, Detroit Steel Products..... "
Wm. Busch, John D. Busch & Sons..... "
Paul Marshall, Aluminum Co. of America..... "
Geo. F. Lotz, Dixie Fuel & Supply Co..... "
Ralph MacMullan, General Builders Assn..... "
H. A. O'Dell, Architect..... "
C. Wm. Palmer, Architect..... "
A. B. Johnson, M. C. R. R. Representative..... "
Fred F. Anderson, Inglis Wire & Iron Wks..... "
A. G. Crandall, Crandall-Peters-Hamel Co..... "
N. A. Peters, Crandall-Peters-Hamel Co..... "
Claude W. Filer, J. A. Mercier Co..... "
Edwin Krieghoff, Krieghoff Company..... "
W. G. Campbell, Huron Portland Cement Co..... "
Alfred M. Mitschke, Architect..... "
J. A. Whittaker, Carpenter Contractors Assn. "
Walter Trowell, Trowell Construction Co..... "

CONSTRUCTION AND MATERIALS OF DEARBORN POST OFFICE OUTLINED

Through the office of Robert O. Derrick, Inc., Architects, an outline of construction for the United States Post Office at Dearborn, Michigan is given herewith. It is intended as preliminary information for the construction industry.

In certain cases, according to the announcement, the materials and construction may be varied as the preparation of drawings and specifications progresses, but in general those herein described are to be employed for the work.

GENERAL CONSTRUCTION:

The building is to be a one story and part basement, non-fireproof structure approximately 120' x 100'. Basement construction consists of concrete exterior enclosing walls, brick and hollow tile interior walls and partitions and concrete columns. First floor construction is to be reinforced concrete with brick exterior walls, frame interior partitions and steel columns supporting roof construction. Roof framing is to be of steel with wood roof deck, composition roofing and metal skylights. Vaults will be of reinforced concrete.

EXTERIOR MATERIALS:

Exterior facing of building will consist of exposed concrete base, common brick and trim of natural stone, cast stone or terra cotta. Entrance steps and platforms will be of concrete. Exterior windows and doors will be of wood.

INTERIOR MATERIALS:

Floors—Basement, cement throughout. First floor, Lobby terrazzo or tile, Toilets tile, Vaults and mailing platform cement and other parts wood flooring on sleepers.

Walls and Ceilings—Basement, swing rooms and toilet rooms plaster, elsewhere masonry exposed. First floor, Lobby marble base, wood wainscoting and screen with plaster above; Offices plaster; other parts masonry exposed.

Trim—Interior finish and trim throughout will be of birch, stained and varnished.

HEATING:

The building will contain a complete steam heating plant.

DRAWINGS:

Working drawings are now being prepared for submission to the Supervising Architect in Washington.

BIRTHDAY: Harold H. Ehlert, October 21st.

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THURSDAY—FRIDAY—SATURDAY NOV. 1, 2 AND 3
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Sat. 11 P. M.—Janet Gaynor in "Paddy the Next Best Thing"

SUNDAY—MONDAY TUESDAY NOV. 4, 5 AND 6
Janet Gaynor—Lew Ayres in "Servants' Entrance"

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Alteration on Majestic Bldg., Watson and Woodward, held up temporarily.

Bennett & Straight, 13526 Michigan Ave., Dearborn, OR. 7750.—Plans completed for revision to school building for Board of Education, Carson City, Mich. Taking figures week of Oct. 29.

Confer, E. A., 18970 Grand River, RE. 2714.—Residence, Warwick Road, contract on mill work let to Howard A. Davidson Lumber Co.; Painting, Max Kukla; Sheet Metal and Roofing, Wallace & Sons.

Derrick, Robt. O., Inc., 35 fl. Union Guardian Bldg., CA. 3175.—Preparing working drawings on Dearborn P. O. Will be submitted for approval at Washington.

Same—Garage alteration for Percival Dodge let to Talbot & Meir.

Dise J. Ivan, 2631 Woodward, CA. 4789. Working drawings on Iron Mountain P. O. finished.

Donaldson & Meir, 1601 Washington Boulevard Bldg., RA. 1446.—Bids closed on residence for L. J. Posselius, Vendome Road.

Giffels & Vallet, Engineers, L. Rossetti, Architect, Associate, 606 Marquette Bldg., CA. 3353. Preparing plans for steel mill for Ford Motor Co., also building at Newberry Rd., River Rouge.

Herman, Aloys Frank, 710 Owen Bldg., RA. 8788. Sketches for Manresa Retreat, Bloomfield Hills completed.

Kahn, Albert, Inc., MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

Same.—Mechanical trades at Chevrolet plant, Baltimore, Md. Contract not let as yet.

Same.—Addition to Grand Rapids Press. Contract not let as yet.

Same.—Contract on Chevrolet plant at Kansas City let to S. Patti Construction Co., Kansas City.

Lane-Davenport, Inc., 609 Donovan Bldg., CH. 6747.—Galein High School. 2 story brick, stone, steel construction. 120 x 95. 12 rooms, auditorium and gymnasium. Ell shaped building. Plans ready Nov. 2.

Same.—Preparing plans for school at Three Oaks, Mich. Bids due about Nov. 2.

Same.—Working drawings for Chesaning High School addition, Chesaning, Mich. Ready about Nov. 2.

Same.—Preparing plans for auditorium, Paw Paw, Mich., addition to school, ready about Oct. 22.

Same.—Preparing plans for City Hall, Benton Harbor, Mich., ready about Nov. 2.

Lewis, I. M., Inc., 816 Ford Bldg., RA. 4724.—Moving back and remodeling building at N. E. corner of Woodward and Rowena. No contracts let as yet.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Drawings on gymnasium and auditorium, Ithaca, Mich., 119x89' 6" completed about Nov. 5. Fire proof construction, for Ithaca Board of Education.

Mueller, G. A., RA. 3763, 1346 Broadway.—Plans being prepared for brewery. Owner, Lakeside Brewing Co., Port Huron, Mich.

O'Dell & Rowland, 90 Stimson, TE. 1-4060.—Plans for restoring front and remodeling at 4112 Woodward Ave. Bids opened Oct. 26.

Polmar, Ropes & Lundy, 2539 Woodward, RA. 2981.—Addition to factory for F. L. Jacobs Co., 60x158'. Owner taking bids by invitation only.

Schley, Cyril, CA. 8499, 1123 Lafayette Bldg.—New theatre and store alteration. Plans will mature in December.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825.—General contract on Hiram Walker evaporator house, Peoria, Ill. let to Val Jobst & Sons, Peoria, Ill. Structural steel, Mississippi Valley Structural Steel Co.

Same.—Alteration to building at 4246 Woodward Ave. Bids taken week of Oct. 29.

Same.—Alteration to building at 4649 Woodward Ave. Bidens taken Oct. 29.

Same.—Contract on building at Woodward and Orchestra Pl. let to Cooper Little Co.

Stratton, W. B., 120 Madison Ave., CH. 7660—Preparing plans for alteration to Crosstown Garage, Woodward Ave. and Farnsworth St.

Tilds, Paul, 602 Hoffman Bldg., CA 2610. Prep. sketches for brewery, 135,000 bbls. per year.

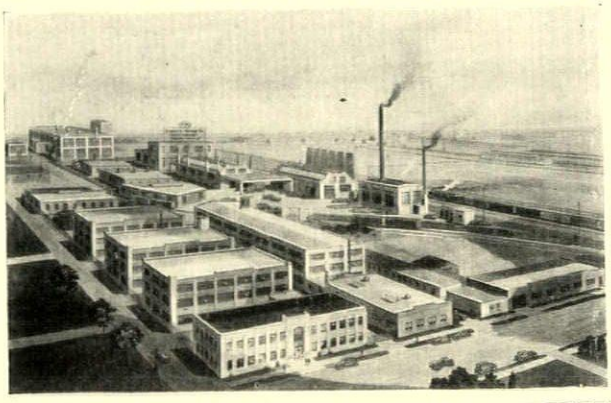
Same.—Contract for tanks for Midland Brewing Co. let to Graver Tank Co., East Chicago, Ill.

Same.—Plans for residence, 34x48 with attached studio and garage. Plans ready about Nov. 20.

Same.—Plans for 2 store building, 50x60, Woodward Ave.

Wetzel, B. C. & Co., 2317 Dime Bank Bldg., CA. 4941.—Preparing plans for alteration to buildings of the Michigan Home and Training School, Mt. Pleasant, Mich.

Wright, F. H., 16190 Normandy.—Alteration to hospital for Dr. Eugene Keyes, 4840 Maple Ave., Dearborn. Owner taking figures.



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SPECIAL MEETING

Guild of Engineers and Architects of Michigan

Northwestern High School Auditorium

OCTOBER 30th, 8:00 P. M.

Mr. Foster Hamilton of the Federation of Architects, Engineers, Chemists and Technicians, a national organization, will be the speaker, and will talk on the activities of the Federation.

The purpose of the Federation and of the Guild here in Detroit is the safeguarding of the interests and living standards of technical employees, both those employed and those unemployed; it is active in the promotion of public works both immediate and long-time programs.

It is believed that Mr. Hamilton will have something worth while to present to everyone connected with the building industry and the Guild invites all architects to attend the meeting.

CONSTRUCTION CODE AUTHORITY

Explanation No. 10—5/31/34

For the Code of Fair Competition for the Construction Industry—Chapter I

Article II, Section 4—Definitions: Member of the Division Competitive Bidding Practices.

Under the facts submitted, an Architect is governed by the provisions of Chapter II, General Contractors Division, where he contracts with the owner to do the work or takes the job on a cost-plus or time and material basis.

An explanation involving Article II, Section 4 of Chapter I of the Code of Fair Competition for the Construction Industry, is requested by a representative of an organization identified with the Construction Industry. The request is based on the following:

"We have been asked to get a ruling from you as to the status of an Architect who furnishes plans and specifications and contracts with the owner to do the work or takes the job upon a cost-plus or time and material basis."

Article I, Section 1 of Chapter II—General Contractors Division of the Construction Code—provides as follows:

"The term 'general contractor' is hereby defined to mean without limitation any individual, partnership, association, trust, trustee, trustee in bankruptcy, receiver, corporation or agency which undertakes, whether by formal contract or otherwise, to direct, superintend, co-ordinate and execute either directly or through others, the work of constructing substantially in its entirety, any fixed structural or physical improvement, or a modification thereof. or an addition or repair thereto, excluding any such operation aggregating in the entirety less than the sum of $1,000.00.

"It is recognized that the function of the architect or professional engineer is to design or plan construction projects and acting in his professional capacity to supervise the execution thereof on behalf of the owner. Such architects or professional engineers in the performance of their normal and customary functions shall not be deemed to be included in the foregoing definition of a general contractor."

The furnishing of the plans and specifications as described in this request would be included in the recognized professional services of the architect, which are enumerated in Explanation No. 1 of the Construction Code Authority, dated April 11, 1934. But an architect who contracts with the owner to do the work or takes the work upon a cost-plus or time and material basis is governed in the performance of this latter work by the provisions of Chapter II.

CONSTRUCTION CODE AUTHORITY,
S. F. Voorhees, Chairman.

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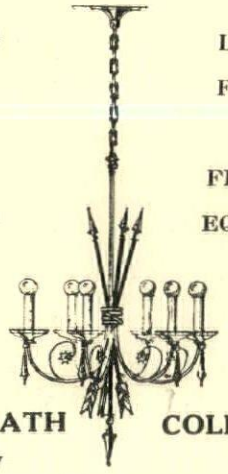

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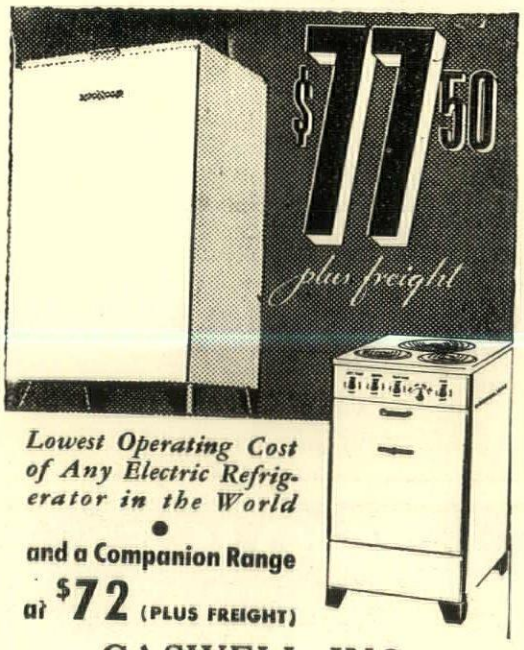

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ACCORDING TO SPECIFICATIONS

(Continued from Page 1)

Some of his erstwhile professional brethren spend much of their time there and he always refers to them as the bar joists—they help to support the place and they really can carry quite a load.

One day, an old client happened in and twitted him about forgetting everything he ever knew about the building game. Well, sir, he gave him the old 1:3:5 mix, kept pouring away and before he stopped he had him plastered.

Another one of our boys started in a small way selling motor oil in a sort of a cabanya arrangement which he had built himself, without any specifications I suspect, or even working drawings. It was not architecturally what one would expect from one of his critical tendencies. In fact he admitted to me, one day last December, that there was something very cold about it. But that did not bother him very much. "After all," he said with a little radical catch in his voice, "after all, it is shelter." It was sort of a Buckminster Fuller affair without the free-wheeling device—open-face instead of stem-wind.

But he kept plugging away and added a line of automobile accessories and a hot-dog stand. Then he started selling cigarettes, cigars, gum, pop, ice cream cones, a full line of magazines including Vanity Fair, The Better Home and Garden, Wild (Mae) West Stories, and the Michigan Society of Architects Weekly Bulletin. But when he finally added a full line of hardware, a policeman drove up and arrested him for operating a drug store without a pharmacist's license..

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But, sooner or later, we hope that all of those who have been forced, through circumstances beyond their control, to abandon the profession of architecture, may return to the fold. How soon that will be, it would be silly for me to venture a guess. But I am bold enough to state with the courage of my convictions, that we are justified in entertaining higher hopes for the future of the profession than we of our generation have ever held before. And I say this in all seriousness.

(To Be Continued)

"STOFFA DI ITALIANO"

Our recent publication of the above entitled poem has brought down on our heads many suggestions that it would have been a good idea to credit the author, the late Oscar Enders.

Certainly this omission was unintentional. The poem came into this editor's possession through a song sheet distributed at the September joint meeting of the Ann Arbor Society of Architects with the Detroit Chapter, A. I. A. and the Michigan Society of Architects at Washtenaw Country Club.

The only explanation was that it was "dug up by Professor Lorch." The editor simply carried the line below the title, "Thanks to Professor Lorch."

Naturally, Professor Lorch was the first to inform me of Mr. Enders' authorship. The editor offers his apologies.

Mr. Irving K. Pond of Chicago wrote the following:

> You know how sensitive architects are and how they grieve and complain when their work is published without credit; how they feel that an editor might take pains to look up the author of a work he intends to publish! That's the way I felt when I saw rare old Oscar Enders' poem published in the Bulletin of Oct. 16, '34 under the caption:
>
> *"Architects' Theme Song"*
>
> Enders wrote this for a Chicago Architectural Sketch Club shindig in the late 1880's or early 90's. It was sung amid great eclat at the Cleveland Convention of the A. I. A., Charles McKim being president and in the chair at the time. His face during the singing was a study —pleasure predominating. I think this was in 1904. Enders was an extremely clever draftsman, going early in his career to St. Louis and after years returning to Burnham in Chicago where he died. "Stoffa di Italiano" is a peach —and Enders should have all credit.

Mr. Arthur Woltersdorf, also of Chicago, makes the following interesting comments:

> As editor of the Illinois Society of Architects' Monthly Bulletin, I receive and read the Weekly Bulletin of the Michigan Society of Architects.
>
> In your October 16 issue I find "Architects' Theme Song—Thanks to Professor Lorch—'Stoffa di Italiano'" and then the poem by the deceased poet, Oscar Enders.
>
> It was either through an oversight or lack of knowledge that led you to print this poem without giving the author's name. He was well known in Chicago and about 1901 or '02 he became office chief for Izaac Taylor, architect in St. Louis, who was chief of construction of the Louisiana Purchase Exposition of 1904. Later Enders came back to Chicago and held a position in this city's largest architects office. His importance, however, had shrunk. He was seldom seen among his fellows and many of them no longer knew of his existence.

About three years ago, Architect Richard E. Schmidt in glancing over death notices, found a very short notice that Oscar Enders had died and that funeral services would be held in an undertaker's chapel far out in the northwest section of Chicago. Schmidt went to the chapel at the appointed time and there met Enders' son, Schmidt and Enders, Jr. being the only mourners.

So passed a man who in his young manhood had inspired to serious efforts and to mirth the draftsmen in Chicago architects' offices, passing to his grave unhonored, unsung and almost forgotten.

In 1923 when I was serving as a committee of one on Public Information for the Chicago Chapter, A. I. A., I wrote weekly articles on architecture appearing in the Chicago Tribune and Chicago Herald and Examiner Sunday editions. The one appearing in the Herald and Examiner on September 16, 1923 carried the poem that you now reproduce. You correctly use the word "Dago" at the end of the fourth stanza. This was changed to "Italiano" by the Herald and Examiner editor to conform to that paper's editorial rules never to use names that could be interpreted as a slight to a nation. Beyond this, barring "Le Treelay" for "Letrooley" I think, perhaps, your spelling is correct. A clipping of the Herald and Examiner article referred to is herewith enclosed. You may find something in the introduction to the poem to interest you for a moment.

BULLETIN SCORES NEWS BEAT

Supposedly Petrified Remains Of Genuine Client Found; Astounding Developments.

"IF YOU SEE IT IN THE BULLETIN, IT'S SO AND SO"

Beaver Dam, Mich.—Scientific and architectural circles were stirred to their foundations today by the discovery in an abandoned silo six miles west of here of the petrified remains of a member of a vanished race, known as Arkitex Clients. The specimen was in excellent condition, according to Roger Allen, who is known as the dean of Michigan architects. (The Dizzy Dean of Michigan architects, to give him his full title.) Hardscrabble V. Appleknocker, in whose silo the fossil remains were unearthed, is in custody. Judging from his conversation, he will custoday and tomorrow both.

(MORE TO COME)

* * *

FLASH FROM INTERNATIONAL PRESS, ALSO DRY CLEANING.

Add Beaver Dam—

NEW LEAD:

Beaver Dam, Mich.—Mystery surrounding the finding of what was at first believed to be the petrified remains of an architect's client, a species believed extinct in Michigan, mounted with the discovery that the specimen was not entirely petrified. He is able, it seems, to make feeble motions, such as reaching toward his hip pocket and asking for a corkscrew. "Obviously, he is a native of Wayne county," declared Inspector Tellmuch Hughes to reporters. "Inasmuch as he had no less than $67.80 in currency on him when found in the silo, it is apparent that in his case silage was golden," Hughes concluded, while thousands cheered.

That the subject is actually a client was demonstrated when the representattive of a Blend Rapids paper (Blend Ripads was formerly Grand Rapids, and was renamed as a delicate tribute to the Michigan Liquor Control Commission) asked him if he wanted to see an extra. "I won't pay any extras; everything was included in the specifications!" screamed the fossil violently.

MORE TO COME

BULLETIN Beaver Dam Story. Note to all editors; no photos yet available, but undeveloped plates will be sent air mail in time for first evening edition Michigan Bulletin.

"I am not the sole survivor of a vanished race; there are thousands of us left, although we are scattered and in hiding!" was the startling pronouncement of Wanto Bildmore, member of the supposedly extinct species known as Clients (Architex), in an exclusive interview to the Bulletin, Organ of the Michigan Society of Architects—"Knows All,

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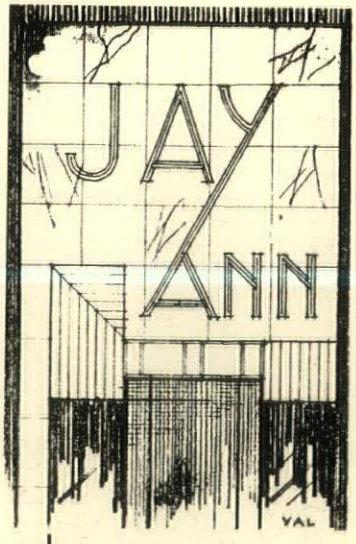

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Sees All, Says Plenty

The interview took place only a few minutes after Mr. Bildmore, first believed to be petrified, had recovered the full use of his faculties. (This will be a nice answer to a lot of people who assert that faculties have no uses, but let us not re-open old wounds.)

"I admit that I was petrified, but can I be blamed?" said Mr. Bildmore. "I remember everything now. I remember deciding to build a new office building to house the 'Use More Paper Bags in Cooking Spinach' Society. The purpose of the society is to persuade the American housewife to cook spinach in paper bags. After thorough cooking, the paper bags are then eaten, the spinach being thrown at bill collectors. As I was saying, I decided to build an office structure to house our staff. I went into a bank to ask them to make a construction loan on the project, first taking the precaution to don a football suit and a steel helmet. I remember explaining to the cashier that I wanted a construction loan. HE SAID THE BANK WOULD BE GLAD TO LEND MONEY FOR CONSTRUCTION. Then, everything went black. For days I knew nothing. Hello, Maw; hello, Edna; how'm I doing?"

Mr. Bildmore asserts that he anticipates that architex clients, in increasing numbers, will begin to make their appearance in Michigan, although he admits that their shy and retiring dispositions will make it necessary to take great pains not to frighten the timid creatures away.

ROGER ALLEN.

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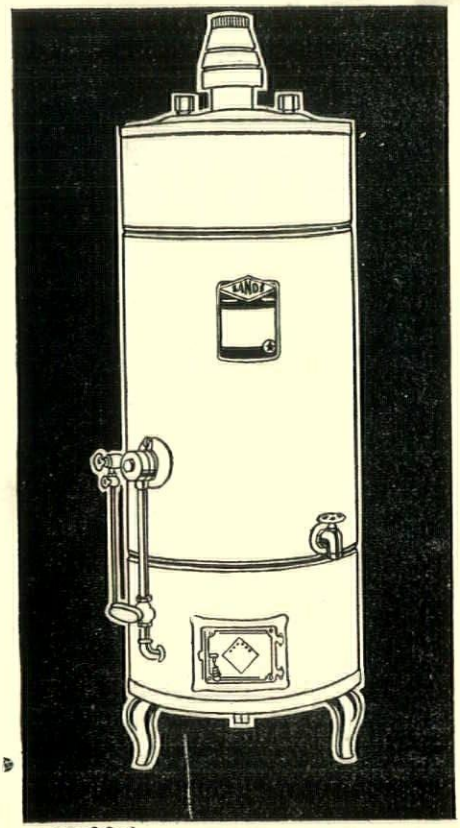

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