

WEEKLY BULLETIN



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Vol. 9

DETROIT, MICH., MARCH 5, 1935

No. 10

CONVENTION PROGRAM ANNOUNCED

Frank Eurich, Jr., chairman of the Program Committee for the Twenty-first Annual Convention of the Michigan Society of Architects, last week announced a tentative program for the meetings which are to be held at the Fort Shelby Hotel on March 15th and 16th.

N. Chester Sorensen is general chairman of the Convention Committee.

Clair W. Ditchy, president of the Society, has received an acceptance from Stephen F. Voorhees, F. A. I., who will be the principal speaker and guest of honor.

The keynote of the Convention will be "The Better Small House", with special emphasis on work of the Federal Housing Administration. Lancelot Sukert, architect-advisor for F. H. A. in Michigan, will speak on property standards, or what makes for value in houses. He will also explain how the architects throughout the state will fit into the F. H. A. program.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, March 5th, 12:30 p. m.

Joe Stewart on Attendance

Architects are requested to furnish Joe Stewart of the Republic Brass Company, 415 Brainard Street, a list of their friends in the building industry who may want to attend the Convention functions. Joe has been most helpful in the past in getting architects to attend, as well as our friends the producers.

Committees Urged to Report

By March 7th the Convention Number of the Bulletin must go to press. Chairmen of committees are urged to get in their reports by that time.

Tentative Program

Frank Eurich, Jr., chairman of the Program Committee, has announced the following tentative program---

FRIDAY, MARCH 15th

9:00 A. M.—Registration (Mezzanine Lobby).
9:30 A. M.—12:00—Business Session (Ballroom).
Call to order.
Address by the President.
Announcement of Program.

Reports of Committees.

12:00 N.—1:30 P. M.—Luncheon (75c, Private Dining Room). Speaker to be announced later.
2:00 P. M.—3:00 P. M.—Inspection of Demonstration Houses in Washington Boulevard.
Group Photograph.
3:00 P. M.—6:00 P. M.—Visit to Detroit & Michigan Exposition at Convention Hall.
6:30 P. M.—Broadcast of speech by Stephen F. Voorhees, F. A. I. A.
9:00 P. M.—Buffet Supper, Smoker and Entertainment (Spanish Grill).

SATURDAY, MARCH 16th

9:30 A. M.—12:00 N.—Closed Business Session (Spanish Grill).
12:30 P. M.—1:30 P. M.—Luncheon (Private Dining Room). Speaker to be announced later.
2:00 P. M.—5:00 P. M.—Special Session, F. H. A. Program (Ballroom) in charge of Mr. Lancelot Sukert.
Report of Tellers on Election of Officers.
7:00 P. M.—Informal Stag Dinner (Spanish Grill).
Adjournment.

After nearly a year of experimental work, TIME Magazine presents its latest venture, a monthly news magazine of the Screen, THE MARCH OF TIME. These films are something new, not only in the world of Moviedom, but in the world of Pictorial Journalism.

THE MARCH OF TIME is a twenty-minute reel, portraying in faithful, coherent continuity, a half dozen memorable news stories of the moment—presenting them not as camera records of the past but as live dramatic events that unfold on the screen as they actually took place.

THE MARCH OF TIME will, by use of a new technique of recreation and by artful editing, attempt to make audiences eye-witnesses of happenings which the newsreel cameras only glimpsed.

On March 3rd, 4th, 5th, and 6th, THE MARCH OF TIME will be shown at the PUNCH and JUDY THEATRE, Kercheval at Fisher Road, Grosse Pointe Farms, according to an announcement by Frank Krueger, manager.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Mason P. Rumney, President; H. Eugene Webb, Vice-President; Albert Beever, Vice-President; Claude Filer, Treasurer; Edwin J. Brunner, Secretary.
 Directors:—Gage Cooper, Herman Banbrook, Leo Rowley, Edward Leavenworth, Walter Trowell
 439 Penobscot Bldg., Randolph 5500 Edited by E. J. Brunner

Selling House Building

Is residential construction going to be conducted so haphazardly in the future as it has in the past? It will unless steps are taken to systematize the process for the protection of the public and the industry with emphasis upon the necessity for the function of the architect.

Herewith is outlined a plan which at least has the merit of being different. Let us explain this plan first by conducting a client through all the steps. You will follow him and get a good idea of the proposed plan.

1. A man and his wife hear over the radio or glean from the daily paper that on the main floor of the — Building is a complete HOME BUILDERS' SERVICE. They either call in person or telephone.

2. In either case a competent salesman contacts them and they become HIS CUSTOMER until they are in the new home. This salesman becomes their confidential guide through the whole process.

3. The salesman first of all obtains all their qualifications for a loan, and gets the main ideas they have about site, nature of house they want, etc. He then checks up their desires with their qualifications and either independently or with help arrives at a decision as to whether or not they are equipped to go ahead. In doing this the salesman may consult with banks, other loaning institutions and with other branches of HOME BUILDERS' SERVICE.

4. If they have no lot, his next step is to guide them in getting a lot. If they have a lot, his step is to make sure it is suitable to them and to the expected loaning institution.

5. The salesman's next step is to introduce his client to an architect connected with the HOME BUILDERS' SERVICE. Here he is shown plans, and sketches or perhaps he has sketches of his own to show the architect. He is properly architected through the plans and specifications stage. Appraisals are completed, titles examined and—

6. The salesman takes charge of completing the loan so far as possible at this time.

7. Competitive bids from qualified contractors are taken by the architect, the salesman being the liaison agent with the owner.

8. The house is built, supervised by the HOME BUILDERS' SERVICE.

This rather sketchy outline illustrates the idea of what may be done to systematize the building of homes. By the same token such an agency could stimulate the building of homes.

There is nothing in the picture of house to house solicitation. But there is the main theme of effective

salesmanship, the salesman being the continuity in the plan.

And now you ask, where will the money be obtained to run such an organization?

Let us ask a few questions before we answer. First of all, why could such a plan not be applicable to a private group set up organized for the purpose of making profit? There is no law against such a private set-up.

Second, let us ask if you think it would be a good idea for the industry to organize within the industry such a set-up as an industry enterprise not for profit. In such case the first step would be to raise money to start such a plan and then charge a certain percentage on every contract let to sustain the plan. This charge which would be added to the contract price would not be anywhere near as great a burden on the owner as are the risks quite commonly taken through past and present methods.

The three main elements of expense would be salesmen's commissions, architects' commissions, and management overhead. And let it be pointed out that without this plan there is selling expense, and architectural expense which enters into every job in one way or another. It is probable that this plan can be worked out so that the expense to the owner will actually be no higher than it is now. In fact, some think the average will be lower.

Our space to discuss this forbids any more discussion at this time. We should like your reaction.

Builders' Specialty Company

The Builders' Specialty Company recently organized and located in the Stormfeltz-Lovely Building will specialize in forms for concrete foundation walls. Their set-up will make it possible for the general contractor to have a fixed cost for wall forming by sub-letting this work. This company is also distributor for the Flintkote Co., asphalt products and mastic floors; for the Tremco Mfg. Co., pointing and caulking compounds and special paints; and for Metalcraft Co., waterproofing products.

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.

CLASSIFIED BUILDING TRADES

General Contractors

GEORGE W. AUCH CO.—3646 Mt. Elliott, Plaza 1150.

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

TROWELL CONSTRUCTION CO., INC.—4249 Cortland. HOgarth 7300.

Rugs and Carpets

BERRY RUG COMPANY—1250 Library Ave., Cadillac 9447.

Lumber and Millwork

DETROIT LUMBER CO.—Main Office: 5801 W. Jefferson. Vinewood 1-2050.

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

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

RESTRICK LUMBER CO.—1090 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.

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E. B. REID—8817 Mack Ave., Plaza 2537.

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ARCHITECTS' REPORTS

Chubb, John D., 109 N. Dearborn St., Chicago. Branch office, Nestor Bldg., Marquette, Michigan.—Preparing plans for grade school containing library, gymnasium and 12 class rooms. Owners, St. Mary's Parish, Rev. Fr. J. J. Stenglein, Pastor, Sault Ste. Marie, Mich. Cost about \$125,000. Closing date not yet set.

Same.—Preparing plans for 24 room grade school with gymnasium, known as the Chase Street Grade School, Negaumee, Mich. Subject to PWA funds. A. C. Hansen, president; N. G. DeGabriel, secretary, B. of E., Negaumee, Mich. H. S. Doolittle, Supt. of Schools. Estimated cost \$240,000, including addition of 3rd story to present Manual Training School to contain mechanical drawing, printing, editorial office, board and music room with rostrum and band practice room, etc.

Confer, Earl L., 18970 Grand River, RE. 2714.—Plans for English type residence, 28x36, oil burner, completed about March 1. Bids by invitation.

Derrick, Robt. O., Inc., 35 fl. Union Guardian Bldg., CA. 3175.—Drawings on Dearborn P. O. submitted for approval at Washington, week of Feb. 4.

Diehl, Geo. F., 120 Madison Ave., CH. 7628.—General contract on Trenton Valley Distillers Corporation let to Culbertson & Kelly.

Dise, J. Ivan, 2631 Woodward Ave., CA. 4789.—One story store, corner Woodward and Willis. Held over until March 6.

Jameson, L. B., 8581 Jos. Campau, MA. 9146.—Peter's Undertaking Establishment, 12057 Gratiot Ave., bids closed Feb. 13.

Same.—Selected by City of Hamtramck to prepare sketches for municipal hospital addition and new city hall; also Slum Clearance and Housing Project, PWA projects.

Same.—General contract for additions and alterations to A. H. Peters Funeral Home awarded to Edward Misch Co., 3646 Mt. Elliott Ave. Work will be started immediately.

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

Same.—Preliminary plans for Therapeutic Pool, University of Michigan Hospital. Ann Arbor, Mich.

Kuni, Wm. H., CA. 8550.—Residence, Ann Arbor, Mich. Excavating, Snyder Bros.; rough lumber, Lever & Lever, Ann Arbor; interior trim, Currier Lumber Co.; electrical work, George Electric Shop, Ann Arbor.

Same.—Plans for residence, Rosedale Park. Ready for bids March 25.

Lane, Davenport, Inc., 610 Donovan Bldg., CH. 6747.—Preparing sketches for library at Plymouth, Mich.

McDonnell, Phillip J., Buhl Bldg.—General contract on fire alteration for D. S. Kiskadden and

C. S. Wells at 9123-25 Grand River let to Harry T. Wunderlich. Sub-contracts let as follows: Joe Schafer Co., painting; Bruce Wigle, plumbing; Shaw & Kauth, plumbing.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Gymnasium and Auditorium, Ithaca, Mich., plans finished.

Same.—Plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000, finished. Application to PWA approved and sent to Washington.

Same.—Plans for Redford Lutheran Church completed. Size 32x68, full basement, auditoriums. Bids due March 15th.

Same.—Plans for Salem Evangelical Church, Pigeon, Mich., completed about March 4. To replace building destroyed by fire.

Pollmer, Roper & Lundy, 2539 Woodward Ave., RA. 2981.—Three separate one-story store buildings, corner of Gratiot Ave. and Six Mile Road. Corner store 63'x81', drug store; one store 50'x100', market; one store 42'x100', Fred Sanders, owners withheld. General contract let to Albert A. Albrecht Co.

Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates, 606 Marquette Bldg., CA. 3353.—Specifications and drawings for wood piling for power house of distillery for R. Cummins & Co. completed. Bids by invitation. Work still progressing for remainder of building.

Same.—Plans for factory building completed. Owner and location withheld. Bids closed. No contracts let yet.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825, M. C. J. Billingham, Kalamazoo, Associates.—Semi-final sketches for court house, Kalamazoo, Mich., completed.

Same.—Plans for alteration to store building, Broadway, not ready yet.

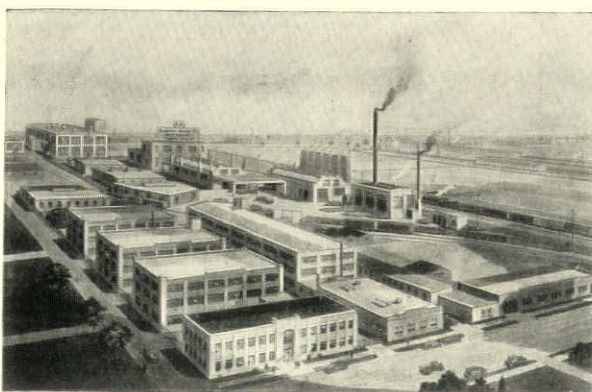
Same.—Plans for filling station completed about March 3. Plumbing and heating contract on sketch drawings let to Donald Miller Co.

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Same.—Bids being taken for stone work, Woodward Avenue Baptist Church.

Same.—Bids by invitation on painting for building, Orchestra Place and Woodward due March 1.

Thompson, G. Harold, R. A., Mullet Lake, Mich.—Preparing plans for twenty bed, fire-proof hospital, Cheboygan, Mich. Bids will be asked about March 20th.

Tuds, Paul, 602 Hoffman Bldg., CA 2610.—Plans for residence 37x42 ready about March 1.

Same.—Plans for residence, 34x48 with attached studio and garage. Bids taken in March.

Same.—2 store building, 60x60, Woodward Ave. Bids due March 7th.

Wetzel, B. C. & Co., 2317 Dime Bank Bldg., CA 4941.—Plans for alteration to Help's Dining Room, Michigan Home and Training School, Lansing, Mich. finished.

Same.—Plans for alteration to Superintendent's residence at Michigan Home and Training School, Lansing, Mich. finished. To be figured in Lansing.

THE SEVEN MILLION

By L. L. STEVENSON
In The Detroit News

The Empire State, the R. C. A., the Chrysler, the Metropolitan Tower and other tall buildings that dominate the skyline of New York seem to be fairly permanent. Structures of stone and steel, fire-proof, and built to withstand the various stresses and strains of nature, apparently there is no reason to believe that, barring disaster, they will not continue to rear their heads toward the heavens for the next couple of centuries. Even the possibility of disaster seems remote. There are faults in the rock foundation of the metropolis, but scientists hold that there is no danger of an earthquake of sufficient intensity to do damage to the tall buildings. There is even less danger from a hurricane. In the West Indies, where hurricanes cause great damage, the wind velocity is about 100 miles an hour. The gauge in the tower of the Empire State Building has recorded a 100-mile wind a number of times without the building occupants knowing it.

However, William Orr Ludlow, of the New York Chapter of the American Institute of Architects, has little belief in the endurance of present-day skyscrapers, even though they may be the last word in modern construction. Within the next 50 or 75 years, he holds, even without a disaster, the structures that now stand so majestically will probably all have vanished. They won't disintegrate with time, but will come down as they went up—by the hand of man. In other words, the man-reared towers of today will be attacked by razers just as other skyscrapers have been attacked and reduced to waste and salvage. And their disappearance will be due to the same cause that brought about the removal of old mansions, brownstone fronts and even quite tall buildings.

New inventions for convenience and comfort that are bound to come in the future, Mr. Orr holds, will take away tenants from buildings that are now taking them from others. Thus they will become unprofitable and, being unprofitable, will give place to the new. Thus, coming generations will see a great change in the skyline that has become famous the world over.

What those changes will be, Mr. Orr does not state. Many other eminent architects have done a lot of speculating along those lines. Harvey Wiley Corbett even having gone so far as to predict skyscrapers with no windows. If they do come to pass, what a change in mid-town! As I am writing, the afternoon sun is striking fire from all the westward windows of the tall buildings in this immediate vicinity, and the effect is that of a great conflagration.

THE ASSOCIATION OF REGISTERED ARCHITECTS OF SOUTHERN OAKLAND COUNTY

The Southern Oakland County Association of Registered Architects met Monday evening in the F. H. A. office at Third and Main Streets, Royal Oak. Seven members were present. Mr. Harry White, President, explained the purpose of this association to the two new members who were present for the first time.

Mr. Branson Gamber gave an interesting talk describing the activities of the Architects in the Better Housing Campaign as carried on by the Detroit Office of the F. H. A., and made some very good suggestions for use in the Southern Oakland County campaign.

Hereafter, the Architects intend to meet every Monday at 8:00 P. M. at the above mentioned office, also Saturdays from 1:00 to 5:00 P. M. for the purpose of advising and instructing any person who anticipates re-financing, remodeling or building a new home, to be financed under the Federal Housing Act.

Consultation involves no obligation on the part of the prospective home builder.

Southern Oakland County Association
of Registered Architects

H. R. Hoffmaster, Sec'y.

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THURSDAY-FRIDAY-SATURDAY MARCH 7th-8th-9th

Eddie Cantor in "KID MILLIONS"

Saturday, 11 P. M.—Lew Ayres in "LOTTERY LOVER"

SUN.-MON.-TUES.-WED.

MARCH 10th-11th-12th-13th

Clark Gable, Joan Crawford and Robert Montgomery in

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ARCHITECTS MEET WITH PRODUCERS

H. J. Maxwell Grylls honored members of the Detroit Chapter of the American Institute of Architects and the Producers' Council Club of Michigan, local affiliate of the Institute joined in their Annual Meeting at the Detroit Leland Hotel on Thursday evening, February 28th.

The meeting got off to a flying start when a large group representative of the building industry assembled in the English Room and attempted to settle the important questions of the nation—except those having to do with building.

C. William Palmer, president of the Detroit Chapter, A. I. A. presided, and with the assistance of Paul Marshall, president of the Producers' Club, before the meeting had adjourned he found an excuse to call on about every one present, except those who throughout the evening insisted on being heard without being called upon.

Palmer reviewed the beginning of the Producers' Council Club of Michigan when four or five years ago it was decided that there should be closer cooperation among the various elements of the industry, and especially between architects and those who produce the finest in building materials. Branson V. Gamber was then president of the Detroit Chapter A. I. A. and he appointed Palmer as liaison officer between his chapter and that of the Producers. In his review Palmer gave Gamber the principal credit for the way in which the architects assisted in making the club a success, but it is a well-known fact that Bill Palmer also played a very important part.

When Palmer became president he made Gamber liaison officer and the team worked just as well. What will happen from now on is problematical, since they have named your correspondent as liaison officer.

Several distinguished guests were called upon to stand up and be recognized. They were Messrs. Fred Winert, of the Chamberlin Metal Weatherstrip Company and past president of the Producers' Club; Clair W. Ditchy, president of the Michigan Society of Architects; Branson V. Gamber, well known to Producers and Architects; and Professor Emil Lorch, Director, College of Architecture, University of Michigan.

The chairman stated the subject of the meeting is one close to his heart, "Closer affiliation among members of the building industry." This view seemed to be shared by all those present, as one after another expressed his views.

Mr. Mason P. Rumney, president of the Detroit Steel Products Company, and president of the Builders' and Traders' Exchange of Detroit was the principal speaker.

Mr. Rumney expressed an optimistic view obtained by surveys by their company. Low rental houses, he stated, are at a premium and rents are bound to increase. This also applies to apartments. He told of the Board of Commerce campaign to stimulate building and stated that design would be well taken care of as Branson Gamber is on the architectural committee.

The Builders' and Traders' Exchange are performing a definite work in helping to unify the industry, the speaker stated.

Mr. Herman Banbrook, chairman of the Architects-Contractors Joint Committee of Detroit and member of the board of the Construction League of Michigan outlined the splendid work these groups have done.

Mr. Palmer next stated that at each of these meetings one of the senior architects was to be honored. "Tonight," he said, "we have with us one to whom we are grateful for his graciousness." He asked Mr. Edward Krieghoff to introduce him.

Mr. Krieghoff said, "In 1881 a young English lad came to America and got a job with W. E. Brown, Detroit Architect. What he has done since is well known to all of us and he needs little introduction here. It gives me great pleasure to present our very dear friend, H. J. Maxwell Grylls."

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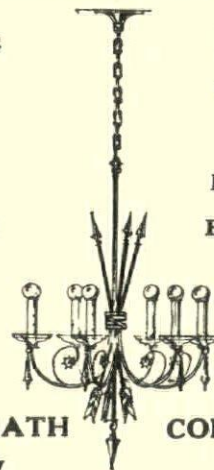
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Mr. Grylls

"My dear introducer; it takes age to get tribute. Age gives memories and as I look about here there are many that are sweet. As long as I live they will be sweeter.

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"We have heard a lot tonight about bill 51, bill 22, etc., but no word about a bigger bill, the greatest bill of all—Bill Palmer. He has just said that he had only known me intimately for the past five years. Perhaps it's just as well, as before that time he might have found out something that was not so good."

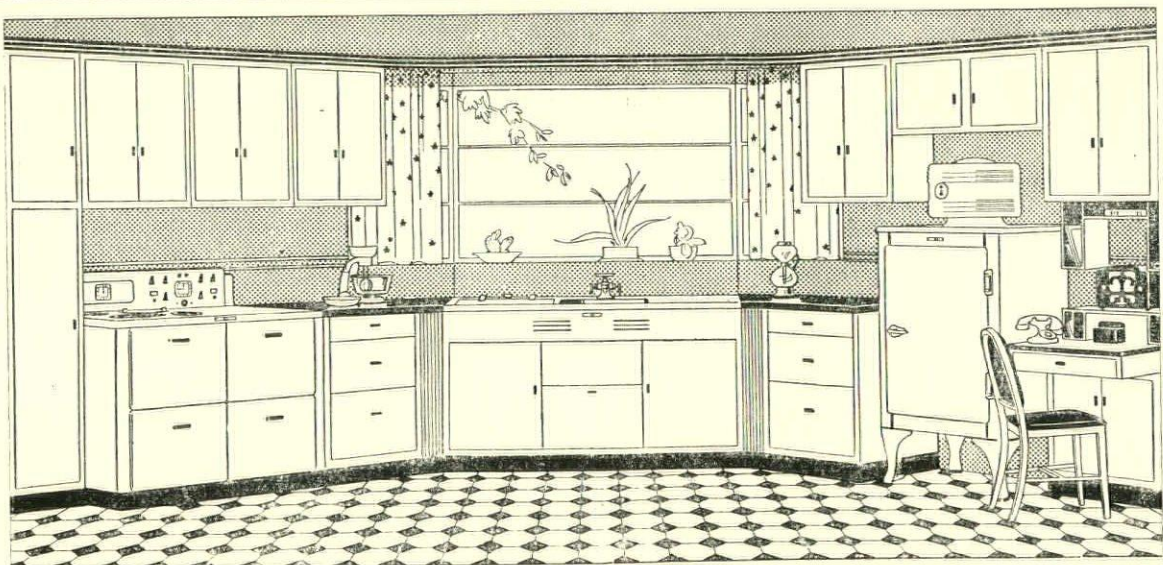
Mr. Grylls stated that not until he became a member of the Architects-Contractors Joint Committee did he fully realize what he had been missing by not becoming better acquainted with such men as are on that committee. "It has opened a new part of my life," he said.

In the old days Mr. Grylls said that architects were aloof from others. He told of one Edmund Austin, contractor, who figured in the office where young Grylls worked. When the boss was out draftsmen would induce Austin to sing for them even to bits from operas. In the midst of one such occasion the boss suddenly appeared and the contractor fled in holy terror, stating that he knew that he would never be permitted to figure in the office again.

After relating other interesting experiences, which we hope to publish in a future issue, Mr. Grylls, in a masterful speech by Ed Brunner, was presented with a token from the Architects and Producers. It was—a bottle of champagne in a Kensington aluminum container made by the Aluminum Company of America.

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SUBJECT FOR DISCUSSION AT CONVENTION

The following letter, which is self-explanatory, should be of interest at the coming convention of the M. S. A.---

Mr. E. W. Fahrner, Secty. of Building Comm.,
Pigeon Evangelical Church,
Pigeon, Michigan.
Gentlemen:

Information has come to us that you intend to build a new church in Pigeon, and that you have been considering the selection of an architect to design and supervise the construction of the building. We are glad to know that you recognize the value of the architect's services, and we shall be glad to assist you in every way in obtaining such services, if you have not already done so.

If you are still considering that selection we should like to suggest that the safest way to insure obtaining the services of a skilled architect is to select one whose reputation and experience is well known. We shall be glad to send you a list of such men who are qualified by experience and training to serve you as architects, and who are recommended, even if not members of this organization.

We respectfully point out the danger of selecting as the architect for your new church building, the individual who presents the most attractive sketch to you. In many cases this is only done by him to promote the selling of his services, and does not represent the best solution of the problem. The architect, really worthy of that title will not willingly or knowingly submit sketches in competition with other architects, except in cases where a recognized competition is held and the winning design is selected by a jury composed principally of architects, and the competitors receive compensation.

The employment of a qualified capable architect will save you the amount of his fee in obtaining a modern church building with the best materials and workmanship consistent with the sum of money which you are investing, of good design and well planned. His knowledge and experience will guide you in taking competitive bids and awarding contracts to your advantage, and his supervision of

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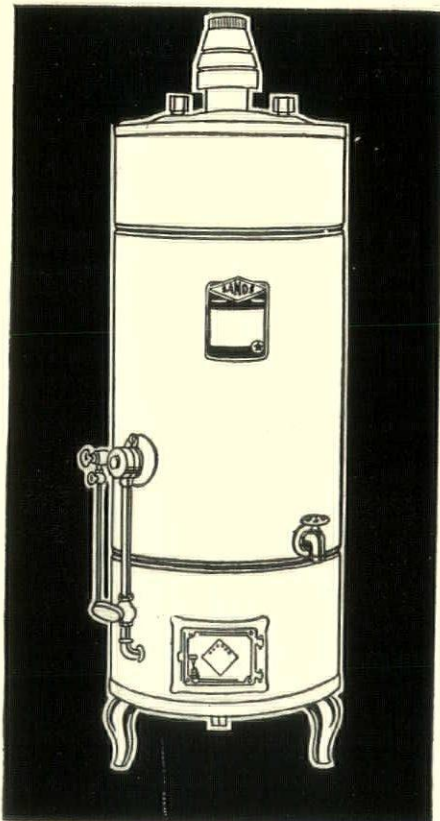
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Yours very truly,

PROFESSIONAL PRACTICE COMMITTEE
DETROIT CHAPTER, A. I. A.

B. V. Gamber, Chairman, Profession Practice
Committee, Detroit Chapter, A. I. A.

MERLE C. WEAVER, BUILDER

A new operator in the building construction field is Merle C. Weaver.

Mr. Weaver, although unknown to most architects, will be remembered by many by his association with Clarence E. Day, as specifications writer and architectural superintendent, his connection there having been for a period of eight years.

Having gone down for the count during the depression, Weaver decided to go into the contracting business with the idea of giving quality construction at a fair price, specializing on work coming out of architectural offices.

This company completed, during the past year, five contracts for Thomas H. Hewlett, erstwhile designer for Mr. Day—one of which was the alteration to and remodeling of the Women's City Club Building for the Walton-Pierce Company.

Mr. Weaver has worked on homes whose costs have ranged from five thousand to over a million dollars and his experience includes all phases of the construction game from being a day laborer on the bull gang to the head of a successful business.

It is the common opinion that the first work to

come back is the moderate price small house and by studying the past, only a few of the builders handling this work had any architectural training or appreciation, and for an architect to work with them was not worth the fee received. Also, most of the contractors capable of doing quality construction work had overhead expenses too prohibitive for them even to be considered. Sensing that there was a demand for a construction company specializing in and capable of handling these jobs for the architect correctly, with the least amount of friction and at a price comparable with real estate and jerry-built construction, this firm has put itself in a position to boost and be of help to the architectural profession.

In anticipation of the availability of mortgage money this spring, this company is in a position to handle high class residential construction emanating from architectural offices.

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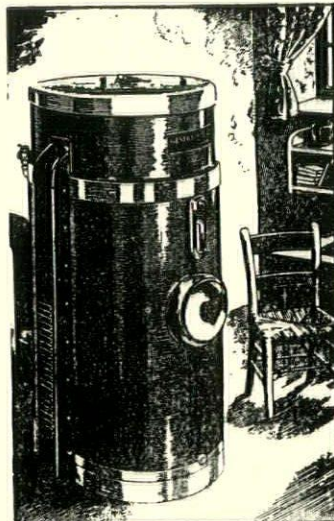
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WEEKLY BULLETIN



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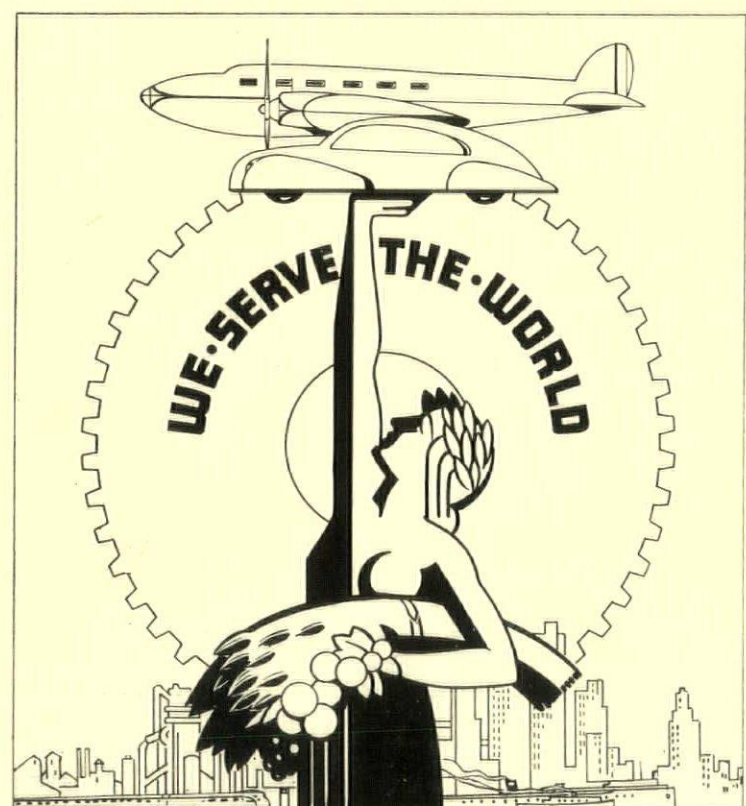
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Vol. 9 DETROIT, MICH., MARCH 13, 1935 No. 11



**DETROIT AND MICHIGAN
EXPOSITION
MARCH 9^{TO} 17 1935
CONVENTION HALL DETROIT**

TWENTY-FIRST ANNUAL CONVENTION

Michigan Society Of
Architects

HOTEL FORT SHELBY

Detroit

FRIDAY AND SATURDAY,
MARCH 15th and 16th, 1935

Special Luncheon Notice

Architects are invited to be guests of
the Air Conditioning Division of
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Pre-Convention Luncheon

HOTEL FORT SHELBY
Crystal Ball Room

Tuesday, March 12, 1931
at 12:15 P. M.

This will take the place of the regular
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(See Item at Bottom of Page 22)

*In Conjunction With the Twenty-First Annual Convention
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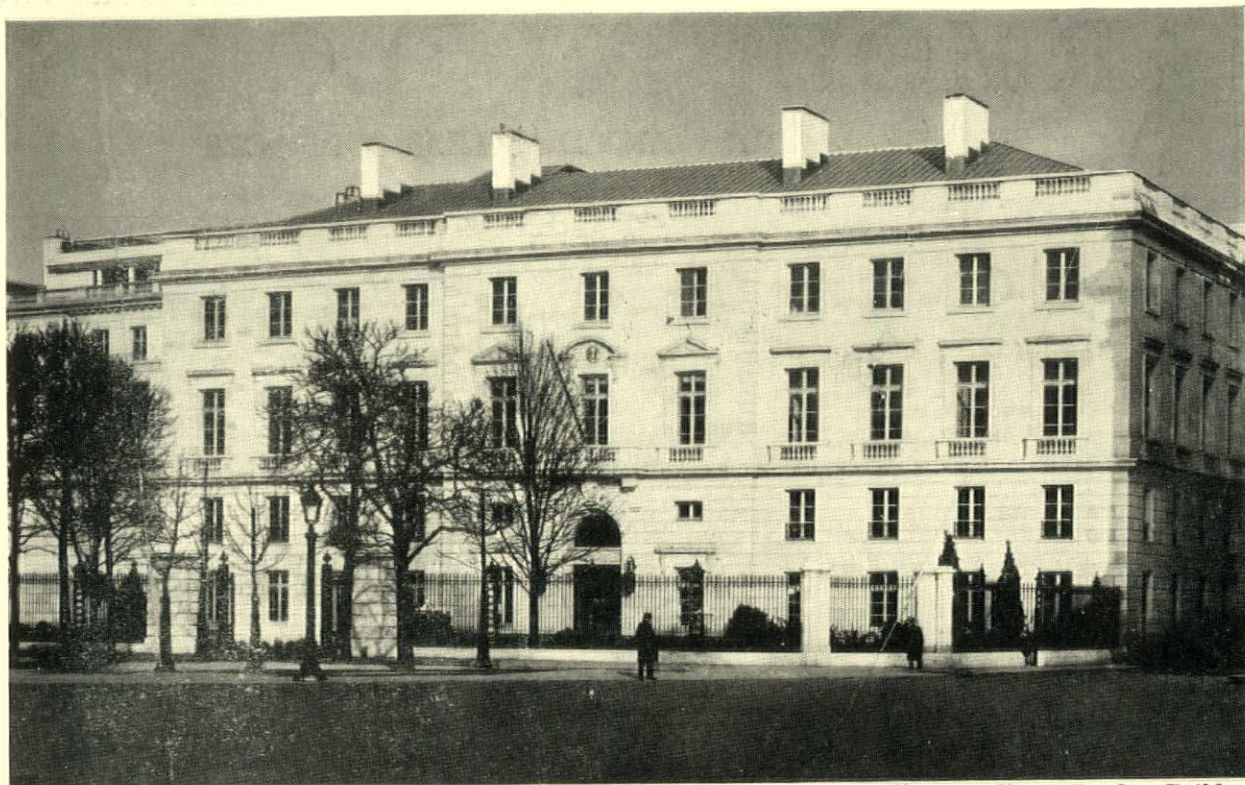
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PROGRAM

Twenty-First Annual Convention
Michigan Society of Architects

Friday and Saturday, March 15 and 16, 1935

FORT SHELBY HOTEL—DETROIT



FRIDAY, MARCH 15

- 9:00 A. M.—Registration, Mezzanine Lobby
- 9:30 A. M.-12:00 M.—Business Session, Ballroom
Call to Order
Appointment of Tellers on Election of Officers
Greeting and Address by the President, Clair W. Ditchy
Reading of Communications
Reports of Committees as Published in the Weekly Bulletin, March 12, 1935
New Business
Report of Tellers on Election of Officers
- 12:00 M.-1:30 P. M.—Luncheon, Private Dining Room
- 2:00 P. M.-3:30 P. M.—Business Session, Ballroom
- 3:30 P. M.-6:30 P. M.—Visit to Detroit and Michigan Exposition, Convention Hall
- 7:00 P. M.-7:15 P. M.—Broadcast over WWJ—
Speech: "Home Building and the Federal Housing Act"—Stephen Francis Voorhees, F. A. I. A., New York City, National Chairman, Construction Code Authority.
- 9:00 P. M.—Smoker, Entertainment, Spanish Grill

SATURDAY, MARCH 16

- 9:30 A. M.-12:00 M.—Closed Business Session, Ballroom
- 12:00 M.-2:00 P. M.—Luncheon, Private Dining Room
Speaker: Mr. Mason P. Rumney, President, Builders' & Traders' Exchange of Detroit
- 2:00 P. M.-5:00 P. M.—Special Session F. H. A.
Program in charge of Mr. Lancelot Sukert, State Architectural Supervisor, Federal Housing Administration, Detroit; Ballroom
- 7:00 P. M.—Informal Stag Dinner, Spanish Grill
Toastmaster: Emil Lorch, Director, College of Architecture, University of Michigan
Speaker: Mr. Stephen Francis Voorhees—"Unification of the Construction Industry"
Adjournment

All sessions, except Saturday morning, are open to all those interested.

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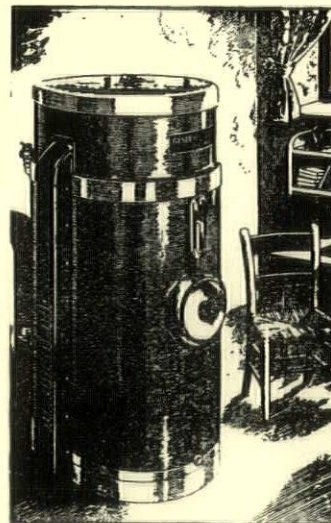
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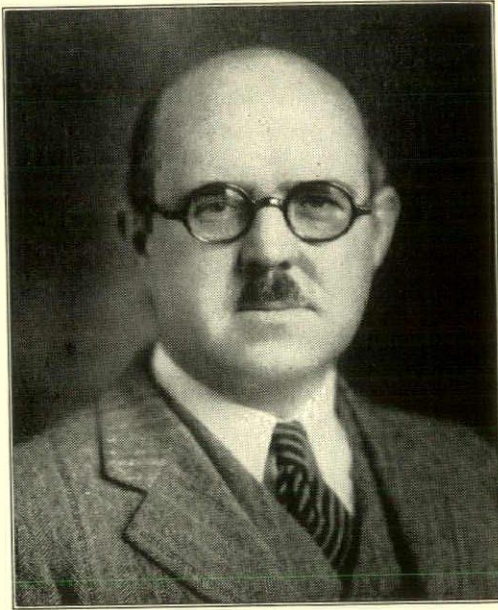
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ANDREW R. MORISON

Seven times elected Treasurer of the Michigan Society of Architects and unopposed for his eighth term.

TO OUR TREASURER

Since Andrew Morison became treasurer seven years ago he has each year been renominated by both nominating committees.

Such a record is well deserved. Andy has continued each year with sustained interest, and the work he has done for the Society is invaluable. We hope you will read his report for the Membership Committee—and act, not for Andy, but for your Society.

MEMBERSHIP COMMITTEE

Andrew R. Morison, Chairman

Under the new plan of membership every architect registered in Michigan is a member, in the associate class, of the Society. Members have been sent certificates of membership suitable for framing.

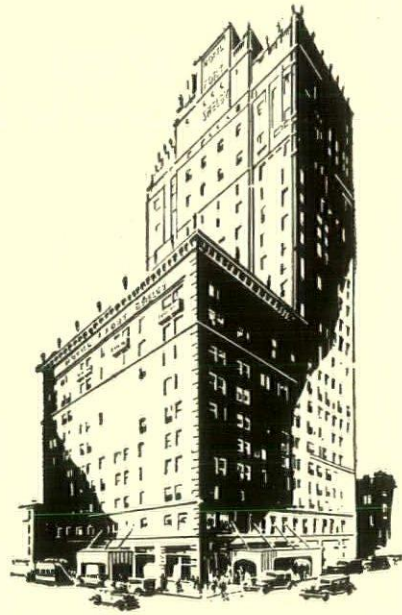
Some have been returned because of incorrect addresses. There may be others who for some reason or other have not received their certificates. In such cases we would deem it a favor if these architects would write in for their certificates.

These certificates are beautifully done and worth keeping. If you are registered in Michigan you are entitled to one without charge.

With the certificate goes a letter explaining the membership plan, that of becoming an active member by the payment of three dollars as annual dues, and receiving a gold seal to place on the certificate.

The number who have responded by becoming active members have been disappointing. The idea was that it would be better to have a large membership with low dues than vice versa. It is easy to see that the Society cannot carry on to any great extent without the cooperation of the majority of architects in Michigan.

In this plan the Society has an association membership in the American Institute of Architects. This should make for better conditions in a united front for the purpose of legislation, etc. We hope that this year more architects will cooperate in this respect.



Your Host Again This Year

Wire, write or phone your reservation now—for the 21st Annual Convention of the Michigan Society of Architects, to be held at Hotel Fort Shelby, Detroit, March 15th and 16th. All Shelby rooms with bath—many as low as \$2.00. Two popular priced restaurants.

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"AGLOW WITH FRIENDLINESS"

THE PRESIDENT'S ANNUAL REPORT

*To the Twenty-First Annual Convention of
the Michigan Society of Architects*

By CLAIR W. DITCHY

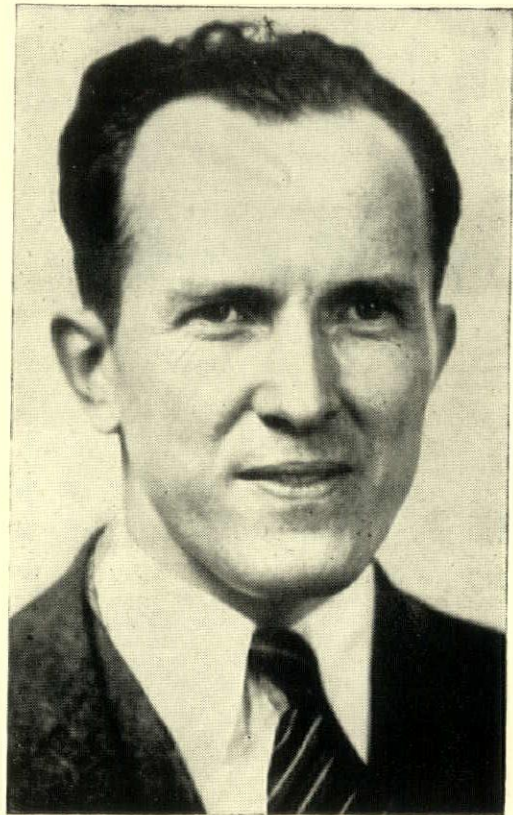
An "annual report" suggests a document which sums up the activities of the year which has passed, touching perhaps, upon those of outstanding importance, and arriving at some conclusion as to the progress which has been made.

Surveying the activities of the Michigan Society of Architects for the past year, and bearing in mind the acute situation in which the profession still finds itself, we are inclined to deviate from the customary procedure and to point to indications rather than activities, and arrive at a basis for hope rather than a report of progress.

The situation is one in which we find our attention focused on the immediate future. The Federal Administration has recognized the need for assisting the Construction Industry, and at the present moment there is being instituted one of the most far-reaching and intelligently conceived programs for, not only bringing activity to the building industry, but for inaugurating reforms and eliminating abuses in every phase of the home construction field. I refer, of course, to Title II of the Federal Housing Administration.

In this program the value of the architect's services is fully recognized and duly emphasized. It now devolves upon the profession as a whole to maintain a high standard of service and to guard that standard. We must give the owner a reasonable assurance that the retaining of a registered architect is a guarantee of competent services.

The last few years of inactivity have served to bring into prominence the fact that the Construction Industry is woefully disorganized. During the past year, we believe much has been done by the Michigan Society of Architects to widen the associations and contacts of the Society with other groups. In addition to representation on the Governmental Committee of the Detroit Board of Commerce, and in the Associated Technical Societies of Detroit, the Michigan Society of Architects has been represented, this year, on the Board of Directors of the Michigan Engineering Society. Numerous contacts with the Real Estate Board, the Mortgage Bankers Association and similar organizations, have increased the prestige of the Architect and led to a



CLAIR W. DITCHY

better understanding of his services, and have placed him in a position to secure co-operation and support when it is needed.

Our co-operation has been sought by several state organizations which are endeavoring to amend faulty legislation or inaugurate reforms. We have also been appealed to by the Detroit Historical Society for assistance in a civic movement which they are about to undertake.

During the prosperous years, many weaknesses in the profession were allowed to endure. We were too busy to be bothered by them, and so they were tolerated. Now that we have the leisure to contemplate them, we realize that we can find no room for them in a program of sound progress.

The dominant note of the Convention this year is that of strengthening and reforming, of girding for the days of activity which lie, we hope, immediately ahead. Through days of dark adversity, we have never faltered in our confidence that the day for the resumption of normal activity would return. It is the purpose of this Convention to see that we are prepared for it and that through such measures as we may devise, we may increase the architect's usefulness to society and, incidentally, his own stability.

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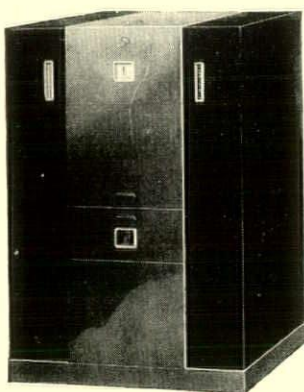
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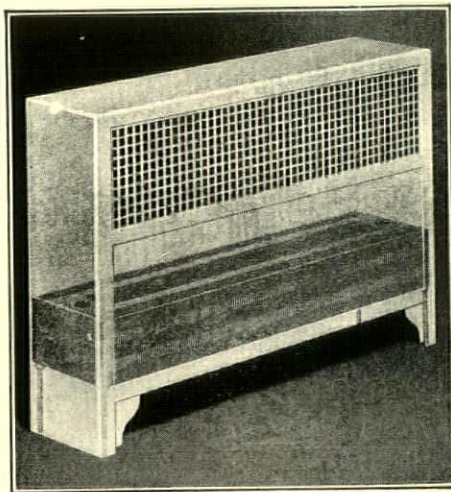
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REPORT OF SECRETARY

Frank H. Wright

The Michigan Society of Architects, being a progressive organization, one hesitates to look back enough to even make out a report, but a report they want and a report it shall be—though one has to delve into the past. Some of the past we all want to forget, but there are always sweet memories also that are worth reviewing and remembering.

The co-ordination we enjoy with the Detroit Chapter, A. I. A. at most of their meetings, and all of their lectures, is worth particular mention. It proves that the M. S. A. unification with the American Institute of Architects was and is a desirable asset. It enables all of the members of the M. S. A. to enjoy many of the privileges of the A. I. A.

Being members of the M. S. A. brings us closer to all of the functions of the Producers' Council Club, which during the past year were educational and jovial. Also the entire building industry, through the efforts of the Builders' and Traders' Exchange and other organizations, become more or less a part of us and we of them.

The M. S. A. is and always will be for all Michigan registered Architects. We have in mind continually, at all our meetings, the absent ones, those who live throughout the state, and cannot always attend the meetings. This year, particularly, the officers and others had the out of Detroit members in mind when they decided to hold the 21st annual convention here in Detroit this year. We felt that many of the Architects would be coming here to see the Detroit and Michigan "Little World's Fair," and that we should hold our convention here also, so that both could be attended at the same time.

The Fair here has set aside one day for us—(we are important, don't you think?)—so you cannot afford to pass up the opportunity to learn more about your M. S. A., your F. H. A. and what your Michigan industries are doing. "Fair," is it not?

The report of the Treasurer, which is submitted at this convention, speaks well of our Treasurer—Andy Morison. We cannot too strongly emphasize the fact that since our present dues are so low, that only by full co-operation can we expect to continue.

The Architects have been consulted on H. O. L. C., F. H. A. and other governmental agencies, through the efforts of Messrs. Hoffman, Eurich, Sukert and the H. A. B. S. by Branson Gamber.

We regret to record the passing on to the Eternal Society the kind Souls of Richard Mildner, Charles Kotting and Lawrence A. Graf. We miss them, and those who went in previous years.

We still get the "Weekly Bulletin." Yes, all through these trying years, we have never missed a copy. What a record—what an effort. Thank Tal Hughes, or at least send him something for publication. He says, nonchalantly, "Oh, it's nothing," but the M. S. A. would be at a loss without their Bulletin. You fellows who like to write—don't you know that this is your medium for expression?

Your Society stands for close friendship throughout—knowing that you are not so apt to do a mean trick to someone you know well enough to call by his first name—be it Tom, Dick or Harry—but you may knife a competitor with impunity—if that competitor is not a close friend.

The M. S. A. has always the highest ideals, both human and professional. We never want to waver one hair's breadth from the straight and honest path of idealism.

Our members have all suffered grievous losses in the past. All have made innumerable sacrifices, to keep the M. S. A. going. Others have given unstintingly of their time. Remember the officers constantly endeavor to do their bit toward keeping the morale of the membership to the highest levels.

ARCHITECTS WANTED

to attend the

TWENTY-FIRST ANNUAL CONVENTION, MICHIGAN SOCIETY OF ARCHITECTS

Hotel Fort Shelby, March 15th and 16th, 1935

Entire 18th Floor Reserved—Headquarters, Suite 1873

At no time has there been greater need for concerted action on the part of the architectural profession together with the other elements of the building industry.

The Twenty-First Annual Convention of the M. S. A. holds out the opportunity for this very thing, perhaps more than at any time since our last Annual Meeting.

During the past year many important matters have come up among individual members, and for the most part they have only been dealt with by the individual, save a few letters to senators, congressmen and the like.

Some of these communications have been published in the Bulletin, as well as have expressions on other abuses. It is planned to air these matters at Convention.

NO DRY MEETINGS

There will be no dragging through reports or other lengthy routine. Reports of officers and committee chairman are published in this issue of the Bulletin in order that they may be passed upon as a whole, thus enabling the sessions to be devoted to live subjects of most interest to members.

There are undoubtedly subjects which architects throughout the state would like to present, subjects which have not heretofore been suggested.

NOT A DETROIT SOCIETY

Delegates from without Detroit are especially urged to avail themselves of the opportunity to take an active part in this Convention. The reasons for holding it in Detroit more than in other Michigan cities are unselfish ones.

To plan a convention properly entails a great deal of work and some expense, and unless there are a large number of architects in a city it becomes a burden to them. Many state architects have occasion to come to Detroit several times a year and can arrange to make one trip serve two purposes.

Of course, since there are more architects in Detroit attendance is better and attendance is a most important factor in the Convention's success. One idea which should be dispelled, if it ever existed, is that the Society is dominated by Detroit.

There are other groups forming throughout the state as units of the society. One is the Architects' Association of Southern Oakland County in which our president, Clair W. Ditchy is very much interested. Another is in Flint and a third in Ann Arbor.

Mr. William D. Cuthbert, vice-president of the Society has some very definite ideas about encouraging other such groups. This matter will be discussed at Convention.

STATE BUILDING CODE

For some time a state building code for Michigan has been discussed. It will undoubtedly come sooner or later and architects should take an active part in its framing. Mr. Clarence Cowles of Saginaw has written a letter to the Society concerning the fire hazard which exists in many state schools. There are no doubt many which have the potential catastrophe of the Kerns Hotel in Lansing, and it is a terrible spectacle to think of what might have happened at the Western High School in Detroit had it burned during school hours.

PUBLIC WORK FOR PRIVATE ARCHITECTS

A question which is of great general interest to architects, not alone in Michigan but in every state in the Union is the Federal Government's present method of dealing with architects on Government building projects. This does not apply alone to the

architectural profession but to other established agencies in the industry. This work should be turned back to private enterprise, and not done by force account. Many letters and telegrams have been sent on this subject and it is hoped that at Convention some definite steps will be taken to follow them up to get action.

SIGNS ON BUILDINGS

While this is a matter of "production" it is an important one since a great deal of the work is at present remodeling of business buildings. The growing importance of signs should therefore prove an interesting subject, with the idea that the sign is an integral part of the building.

Many buildings are now designed almost entirely around the sign. Perhaps our friends the air conditioners will want to use the same idea. Many establishments are making such features of their air conditioning that we may expect to see their fronts composed of a lot of ducts. I'll have to ask Wirt Rowland about that some time.

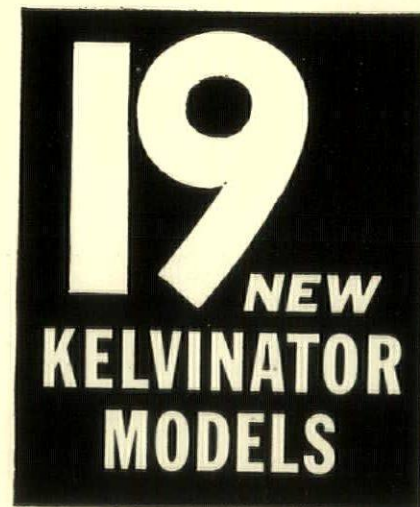
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THE "LITTLE WORLD'S FAIR"

Friday afternoon delegates will also visit the Detroit and Michigan Exposition at Convention Hall, where a special section will be devoted to Construction and Home-building. It is planned to make this the greatest exposition of its kind ever held in Michigan, and the Society has been asked to take a leading part. Plaques bearing the seal of the Society and about eighteen inches in diameter will be placed on booths of "Approved Materials."

Lanny Ross, singing star of radio and screen, will be the feature attraction on the entertainment program at the Exposition. He will appear four times daily. Expected attendance has been approximated at 500,000. Admission will be 25c.

Special low train fares have been extended amounting to one and one-third fare for round trip.

VOORHEES TO SPEAK

Stephen F. Voorhees, F. A. I. A., eminent architect of New York and member of the firm of Voorhees, Gmellin & Walker will be the principal speaker. Mr. Voorhees is chairman of the National Construction Code Authority. He is a splendid speaker with a real message and worth the trip alone. Mr. Voorhees will broadcast from WWJ from 7:00 to 7:15 P. M. Friday.

THE BETTER SMALL HOUSE

One live topic will have to do with the small house and means of regaining this business for architects instead of those less competent. It has been said that there is nothing more fearful than imagination without taste.

Further, there is now business to be had in this field, with Government-insured mortgages. Why not go where the business is? The means and ways of doing this will be explained at Convention by one who knows, Mr. Lancelot Sukert, State Architectural Advisor to the Federal Housing Administration.

FREE SKETCHES

This is another subject which has bobbed up several times this year, and every year, and little is ever done about it. The mistaken idea of a board supposedly composed of intelligent people thinking that the way to select an architect is to hold a free sketch competition should be corrected. This has been suggested as another topic.

LOW COST

Every effort will be made to keep the cost to delegates at a minimum, as was done last year. At the Fort Shelby room prices are reasonable and costs should keep no one away.

PETER HULSKEN

Not the least of the attractions should be Peter Hulsken of Lima, Ohio. Pete has never missed a convention since he first got up nerve to come to one. This is a good example of what you may expect, and if one can come that far surely our own state architects can come a much shorter distance.

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Residence for Mr. George W. Mason located at 18600 Fairway Drive, Lot No. 140, Detroit Golf Club Sub. Installing a heating and cooling system combined, including oil burner. Architect, J. Ivan Dise. Contractors, Harold Redfield, Inc. (All Detroit.)

Installing exhaust and ventilating systems at the Roller Skating Rink located at 4649 Woodward Ave. (alteration). Owner, Chas. B. Warren. Architects, Smith, Hinchman and Grylls. All Detroit. (Trowell Construction.)

Installing a complete exhaust system in building located at 151 Lake Shore Drive, Grosse Pointe, Mich. Architect, R. O. Derrick. Contractors, Trowell Construction Co.

Installing of a complete air conditioning system as well as the heating part of same in building located at the corner of Fenkell and Tuller Aves. General contractors, Buckley & Coleman, 7338 Woodward Ave.

Installing heating and air conditioning system in residence located at property known as No. 658 Eastern Heights Land Co. Subdivision, this city. Owner, Mr. M. H. Decker, 16900 East Warren Ave.

Installing a heating system as well as air conditioning in a residence building known as the MODEL HOME for the O'Hara Investment Co. located at 17151 Livernois Ave. Job was at lot No. 456 Grosse Pointe Colony Lincoln Road.

GREETINGS

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REPORTS OF OFFICERS AND COMMITTEES

EDITOR'S NOTE: The custom of publishing the annual reports in advance of Convention has been established as a means of facilitating movement of meetings. Thus, lengthy reports are dispensed with and much time is saved. Delegates can come to Convention with a knowledge of what has taken place during the year and be prepared for discussion. The way is thus cleared for meetings to move rapidly with more time for open forum. Owing to the number of activities engaging the attention of the Society and the vast amount of work covered by these reports it has been necessary to condense them to the minimum. They may not, therefore, be in the exact words used by the chairmen.

ENTERTAINMENT

Louis Kamper, Chairman

Mr. Kamper has stated that, since most of the meetings during the past year were joint meetings with the Detroit Chapter, A. I. A. and were arranged by the Chapter's Committee under the chairmanship of Arthur K. Hyde, he has nothing to report.

Arthur is another of the Chapter's good men whom we have borrowed. In fact, you can always borrow from Art. He is the Hyde you love to touch. After serving as secretary of the Chapter for several terms he is just as willing as ever to do a thorough job on any assignment given him. Hence the programs and entertainment have been good this year.

PUBLICITY FOR THE PROFESSION

Richard H. Marr, Chairman

The Committee on Publicity for the Profession has had no meetings this year. Although little actual work has been done by the architects as a whole they have, nevertheless, received a great deal of most favorable publicity.

Architectural magazines and manufacturers have stressed the need of an architect both in remodeling and new building.

Architects have been used largely on HOLC and in other Government Bureaus.

Let us sustain this publicity by our own good work.

OFFICIAL HANDBOOK

John C. Stahl, Chairman

Nothing to report.

ARCHITECTS' CHARGES

H. H. Turner, Chairman

Mr. Turner expressed himself fully on this subject in a former report and while no action has resulted his ideas were very definite and well received. They still stand and he does not reiterate here.

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Lancelot Sukert, Chairman

It is certain that no other committee has done a greater amount of work or a greater amount of good, and with it all it has not spoiled their dispositions or their regard for each other. Chairman Herbert Banbrook and our good friend Max Grylls at the recent joint meeting of Architects and Producers told us of their harmonizing at the Harmony Club. Ralph MacMullan, Secretary of the General Builders Association of Detroit was pressed into service as secretary, as he has been in practically every other similar committee formed here in recent years.

A part of this work has been taken over by the Construction League of Michigan, but it is the consensus of opinion of all those familiar with what the A-C committee has done that by no means should its activities be curtailed.

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PUBLICITY FOR THE SOCIETY

Talmage C. Hughes, Chairman

Through the daily papers in Detroit we have consistently received publicity concerning our meetings, and topics when they were of general interest. We feel justified in mentioning one man in particular, Dr. Emil Rosinger, Real Estate Editor of the Detroit News, who has been most helpful in this respect.

Many members of the Society have written articles for the Weekly Bulletin on subjects of timely interest to architects. This applies also to members of the Detroit Chapter of The American Institute of Architects and their Committee on Publicity.

Many of these articles have received national recognition in publications of the profession, including The Octagon at Washington.

Mr. Herbert Wenzell of the Chapter committee has been quite active and his articles have been well received, with response from throughout the country.

Personal Publicity

One of the members of your committee has had the following to say about his own publicity:

While my ambitions have always been simple, there is one which recurs with the regularity of a Hudson sale. It is to see my name in print.

I have written letters to the papers for years. I have commended the idea of building a City Hall in Cadillac Square, lauded the splendid designs for safety zones on Grand River Avenue, and praised the efficient work of towing car crews. So far only one of these has been printed—minus my signature. The paper merely stated that name of correspondent would be given on request.

I gave ten dollars to the Society with the stipulation that it be used to add to the fund for the protection of architects sitting in the parks being molested by girls, thinking that my name would appear in the Bulletin, but after waiting six months they listed me as "a friend." At this writing it would not be hard to assure them that I am not.

Incidentally, we lived in one of those apartment houses where the janitor, besides running the elevator, fires the furnace, renovates the various apartments, and operates the telephone switchboard downstairs. Telephone communication had been almost an impossibility, so I was driven to putting in a private wire some six months ago. At last I have reached and plucked one of those intangible plums. A beautiful new telephone book came last week and, glory be to God, on page 297, given, Christian, middle and last name, in print. Only my telephone number has been changed to GREENWICH 1212.

WEEKLY BULLETIN

Talmage C. Hughes, Editor

This is Volume Nine, Number Eleven. The Bulletin has carried on during the past year, much as in the former eight years. It has found a place in the profession and also the entire building and engineering fields.

The Builders' and Traders' Exchange of Detroit have seen fit to avail themselves of its pages as well as the Associated Technical Societies of Detroit. Mr. E. J. Brunner, Secretary of the Exchange is their editor and Clair W. Ditchy, president of the M. S. A. is editor for the Engineers.

Besides the two architectural groups the Bulletin regularly carries news of the Thumb Tack Club of Detroit and other allied groups. It is the official publication of the Producers' Council Club of Michigan.

During the year we have added the feature of "Architects' Reports" and have received splendid cooperation from our members.

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Advertising

Architects who receive the Bulletin should bear in mind that it could not exist without advertising. Therefore, a great favor to the Bulletin would be your consideration of those who have supported us.

Better Times

If some issues of the Bulletin are better than others it is because we have all been more or less under a strain. The time is rapidly approaching, however, when there will be a job in every office and an office boy in every ball park.

The editor has been endeavoring to make an honest living at his profession and with being one's own stenographer, etc. a good deal depends on how much support he gets in the way of articles contributed by the members. Many have made splendid contributions, for which we are truly grateful. This is as it should be. The Bulletin is not a one-man publication, it is your own.

REGISTRATION AND LEGISLATION

Walter E. Lentz, Chairman

Both the Detroit Chapter, A.I.A. and the M.S.A. have appointed committees to cooperated with the State Board of Examiners of Architects, Engineers and Surveyors, but the appointments have been so recent that no meetings have been held.

Mr. Lentz has therefore felt that no report should be made at this time. His committee has, however, been active throughout the past year and we may expect that in 1935 some of the perplexing questions on this subject will be satisfactorily dealt with.—(Editor)

PRACTICE

Fred Beckbissinger, Chairman

Mr. Beckbissinger has written that, since this committee has had nothing brought before it since the last convention, there is nothing to report.

As soon as there is any "call to arms" we are sure that Beck will swing into action. He has never failed us yet.

PUBLIC AFFAIRS

Alvin E. Harley, Chairman

During the past year there has been no occasion requiring the services of this committee and conditions have been such that an aggressive attitude on the part of the committee has seemed unwise.

The committee does feel, however, that present indications point to many important relations between the Michigan Society of Architects and governmental and other public bodies which will undoubtedly lend considerable importance to duties of the future members of the Committee on Public Affairs.

DETROIT BUILDING CODE

Clair W. Ditchy, Chairman

During the past year, the status of the new proposed Code has remained unchanged. It was referred by the City Council to the Building Commissioner for final review after which it is to be submitted to the public for approval.

No immediate action is contemplated.

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COMMITTEE TO CO-OPERATE WITH DETROIT CITY PLAN COMMISSION

G. Frank Cordner, Chairman

Events of major interest to architects occurred during the year.

It was realized that, the widening of Woodward Avenue having finally, after ten long years actually come to pass, the rebuilding of the structures of all sorts along the street ought in some manner to be controlled for the public good as well as for the good of the abutting property owners. If the errors committed on other widened Detroit streets were to be repeated on Woodward Avenue, without protest from those whose civic duty it is to warn against such dangers, it were futile to wait until the damage was done and then voice criticism.

With the City Plan Commission therefore, there met in many conferences representatives of the interested property owners, architects, and of various organizations. Out of these meetings came the conclusion that there was but one way in which anything might be accomplished, that is, to get the owners to accept a sort of voluntary architectural control.

To carry out this plan it was decided that the City Plan Commission was the natural clearing house. Owners were asked to submit, in company with their architects, their proposed designs to the Commission. A group of architects had volunteered to offer criticism along lines that would tend to unify the street as a whole but without upsetting the individual plan requirements of owners. There was general agreement to this proposal.

When it came to putting the plan into practice however, it was soon found that most of the owners were so impoverished by a decade of waiting that in almost all cases they could do little more than move back an existing front and let it go at that, until time had more or less definitely established the character that the widened artery was to assume. To those few owners who, with their co-operating architects, did carry out this program, congratulations! They are deserving of much credit.

Another event of importance was the visit to Detroit of three foreign and two American housing celebrities under the auspices of the National Association of Housing Officials. They spent several days in Detroit in the early part of September and terminated their stay in a meeting at Cranbrook Academy of Arts. The guests were: Sir Raymond Unwin, F. R. I. B. A. of London, Eng.; Ernst Kahn of Frankfurt am Main, Germany; and Miss Alice Samuels, member of the council of the (British) Society of Women Housing Estate Managers. The American members were: Henry Wright, F. A. I. A. of New York; and Ernest Bohn, President of the National Association.

They were conducted in a circular tour of the eastern half of the country, stopped in fourteen major cities and met Federal, State and local housing officials from forty different cities. Their purpose was to aid officials in their practical problems in the hope that guidance on basic policies might be gained. The tour terminated in Baltimore, where a week's conference eventuated in a report called, "A Housing Policy for the United States." Due to the fact that an endless array of widely diversified

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problems presented themselves in every city, it was found impossible to satisfactorily go into detail on local conditions as time did not permit.

Another aspect of the widening of Woodward Avenue received a great deal of attention by a large and representative committee under the leadership of Edward A. Schilling, Commissioner, Detroit City Plan Commission and member of the Michigan Society of Architects. It had as its purpose the drafting of an ordinance to control encroachments over the property lines onto public property and included such items as vaults, windows, signs, marquises, canopies, awnings, pilasters, steps, etc. and was enacted into law.

Earlier in the year the City Plan Commission asked and received the advice of a group of M. S. A. and A. I. A. members on city-made designs (D. P. W.) for a small animal house, and a comfort station for the golf course, both on Belle Isle, and both to be built by F. E. R. A. men. The Commission passes on all designs for city buildings and always calls in the architectural bodies for counsel.

The field surveys which were begun in 1933 were continued during the past year largely with the aid of F. E. R. A. men as before. These studies, which are summarized and put into useable form in the office will be the basis for comprehensive city planning, when, as and if they are completed.

EDUCATION

Emil Lorch, Chairman

Architectural education has made some progress during the past year. Significant and timely is the Mentor plan adopted by the last convention of the American Institute of Architects. This plan recognizes that the student's training must continue at the hands of sympathetic practitioners during a minimum of three years after graduation, and it places on mentor, architectural employer and student a joint responsibility for a diversified rather than a narrowly specialized experience on the part of the student. A valuable feature of the plan is that worthy candidates may be recommended by the mentors to the National Council of Architectural Registration Boards for admission to an examination, a satisfactory standing in which will facilitate the candidate's interstate registration. The general application of the plan must, of course, await the return of more nearly normal times.

The "modern" movement in design in the schools which was carried to excess for a time, largely under the inspiration of European extremists, is gradually turning to firmer ground.

In educational policy the economic situation has brought a more vital and realistic point of view which, long held by a few, is now widely conceded as having been much needed. Higher standards, cultural and technical, continue to be regarded as desirable for graduation and admission to practice and as helping to solve some of the problems of the profession.

Housing and city planning, taken for granted abroad, are finding a place in our architectural schools, as is a larger measure of materials, economics, and sociology. Recent years have seen the long-established interscholastic competition prob-

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lems gradually replaced by a more professional approach and more thorough study. A closer relation between design and construction teaching has developed; collaborative problems between students in architecture and allied fields are being assigned in an increasing number of schools.

There has been a marked decrease in enrollments during the past few years, from the high point of 1929. This was, of course, to be expected and made unnecessary the limiting of enrollment in American architectural schools of which it is felt there are too many.

With a decrease in architectural students at the University of Michigan there has been an increase in non-architectural students electing courses offered by the College of Architecture in decorative design, drawing, painting, and modelling.

Unfortunately the depression has prevented making mandatory the five-year program, published in elective form two years ago by the College of Architecture of the University of Michigan; scholarships would help to further this program and advanced study. However, over quite a period of years, many of those entering have brought one or more years of general college study, some spending a total of five or more years in college and professional school. Let us hope that with the return of normal times the ideals of this and other schools can more nearly be realized, and that thus a greater service can be rendered the profession and those for whom it does so invaluable and unique a work.

STATE REGISTRATION EXAMINATIONS

Wirt C. Rowland, Chairman

This fiscal year-end again finds this committee in a guilty state of ignorance with regard to having been named as such—perhaps due to the suave leniency of our honorable president. Like naughty boys, we didn't mow the lawn, nor milk the cow, nor water the horse. For all of these sins of omission we beg forgiveness. The horse will survive, the cow will still give milk, and the lawn we have ever with us.

And by the same sign we expect the august Board of Registration is still waiting eagerly though patiently for our advice and support even though they have waited a year in vain. To rush forward now and loudly proclaim that which should otherwise be whispered in privacy would be unseemly. Hence we follow now with a few gentle thoughts on registration examinations.

We believe that practising architects (including ourselves) should take a greater interest in this process which changes a fledgling draftsman into a law-abiding practitioner of architecture—though frequently we find—not instantaneously! And the less instantaneously, the more complaints we find ringing in our ears from aspiring ones. Now this annoys our committee even though we have established only the communication with the Board on a basis of mental telepathy the waves of which, on our side, are fairly weak!

It is a unique idea of the chairman (being myself) that sometime we might all have a party on occasion of a bi-yearly registration examination, renew our youth, take our "slip sticks" and other paraphernalia including very stiffly starched cuffs and sit down beside our less fortunate and younger brothers and write exams. What a pretty party! Of course we would have refreshments afterward yet through it all we would probably not lose the sense of its importance!

Let's see—when was Nero's fire? Should this properly have a gable or would the jury appreciate a flat roof? If X over L represents the pound speed of an I-beam (Carnegie Section), what would be the depth of this truss?

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N. CHESTER SORENSEN

Mr. Sorensen was appointed by President Ditchy as General Chairman of the Convention Committee. It was his duty to see that the wheels were well oiled to make this, our Twenty-First Annual Meeting, run smoothly.

If Mr. A specified calking for only one window frame, what should be the numerical difference between what he told the contractor and also the client? "Also!" You see we believe in emphasis.

Now, you can see the advantage in my idea—particularly with regard to myself, and how the profession might profit by such a wholesale and hearty interest. Of course we might find only a few trick questions such as I have mentioned. The design and plan problem we might find one or two days too long. And we may never know, in spite of our "perfessors", when was Nero's fire! But, we will end by sympathizing a bit with our candidates—that is—after they have finally passed all examinations and face an empty wall across a board which is bare of all jobs!

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Aluminum foil, widely used as an insulating material commercially, has now been made acceptable for use in the building industry, both in new and old buildings, especially residences.

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The company is one of the firms accredited by the Federal Housing Administration to do modernization work on homes and other buildings under the modernization loan provisions of the National Housing Act.

This firm will have an exhibit on the convention floor at the Fort Shelby Hotel and the Architects attending the State Convention, March 15th and 16th, are invited to inspect the material and obtain literature pertaining thereto.

Announcement

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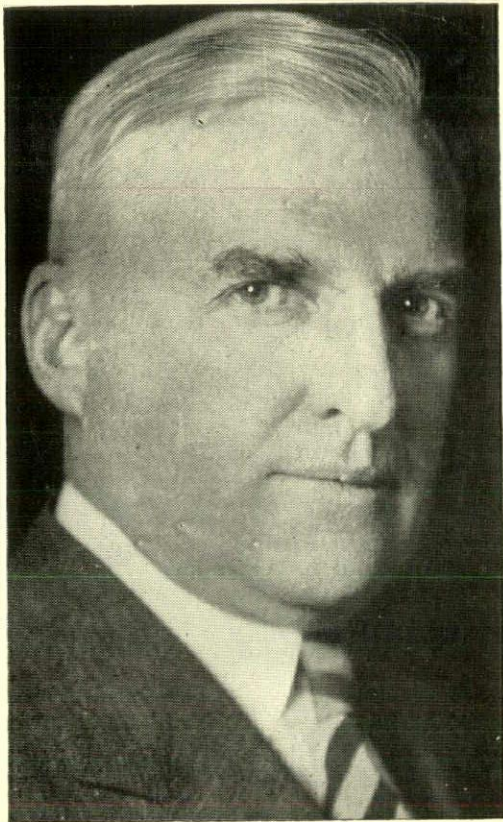
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STEPHEN F. VOORHEES, F. A. I. A.

Who will be guest of honor and speaker at the 21st Annual Convention of the M. S. A.,

Graduated from Princeton University with the class of 1900, following which he was for two years in construction work. He then went with the firm of Eidlitz & McKenzie, architects. In 1910 he became a partner and the firm was McKenzie, Voorhees & Gmelin. In 1926, on the death of Mr. McKenzie, the firm name became Voorhees, Gmelin & Walker, and has so continued since.

The firm is perhaps best known for their design and supervision of office and industrial buildings, although they have executed work in other fields, such as educational, monumental, ecclesiastical and domestic architecture.

They have been responsible for many building projects for the New York and New Jersey Telephone Companies, a notable example of which is the Barclay-Vesey Telephone Building at 140 West Street, New York City, for which the Gold Medal of the Architectural League of New York was awarded in 1927. The firm is also consulting architects for all building work in the Bell Telephone System.

Along with office buildings, is the Irving Trust Building at 1 Wall Street, New York (completed in 1931), and the Headquarters Building of Western Union Telegraph Company at 60 Hudson Street (completed in 1930).

Mr. Voorhees is supervising architect of Princeton University, Past President of the New York Chapter, American Institute of Architects; Past President of the New York Building Congress; Past President of the Princeton Engineering and Princeton Architectural Associations; and Past President of the New York Apprenticeship Commission.

He is now Chairman of the Construction Code Authority and a member of the Advisory Council, Federal Housing Administration.

During the World War, he served in the Surgeon General's Office of the Army and was in charge of hospital design.

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THE ARCHITECT AND THE SCREEN

By Roger Allen

Now that the Legion of Decency has everything under control, except Mae West's hips, how about doing something about Improving The Status of the Architect In Motion Pictures?

I do not mean, God forbid, that architects should be employed to ACT in motion pictures. No, I should say not. With the exception of the writer and Clair Ditchy, few members of the profession have the necessary beauty of face and figure. They may have hearts of gold but their facades are out of scale.

With me, it's different. Many and many a time I have been urged by the best people in Grand Rapids to go out to Hollywood and get in pictures. "Go on out to Hollywood, Allen", they say to me, "and get in pictures. Or just go out to Hollywood anyway." But, as I say, few of us are able to measure up to the high standards of classic beauty required by the producers.

This is what I am talking about; the impression that prevails among scenario writers, directors and producers, that architects as a class are a menace to clean American womanhood, and that an architect's designs are confined to designs on the chastity of whatever dewy-eyed female happens to be playing the lead in any picture in which the architect is a character.

I go to the movies a lot, on passes, and I don't know that I have ever seen a film in which an architect appeared for other than nefarious reasons. The entrance of an architect—a film architect, that is, who is always dressed much better than a real architect and usually has more hair—is the signal for the girls to start wondering if they hadn't just better run.

I protest against this view. Whither are we drifting, Mr. Will Hays, when you sit idly by and permit such libels on the aims and aspirations of a group of men of the highest possible ideals? The movie version of how an architect behaves is utterly at variance with the facts. When an architect calls on a young lady, does she instantly dash for the kitchen and snatch up a grapefruit knife with which to defend her honor to the last? Certainly not. She looks him over and tells him that after this when he comes for the rubbish to go around to the service entrance. Believe me, the pretty little creature is usually quite embarrassed when she finds out that he isn't the ash man.

Man and boy, I have been studying this problem for the last ten minutes and I think something ought to be done. I think there oughta be a law. I intend to take this up in my next series of radio broadcasts—I broadcast every week under the fictitious names of Joe Penner, Father Coughlin and The Singing Lady—and at that time any who desire to aid this cause can send in their two dollars. Do not send in your name. It wouldn't do any good.

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Edited by E. J. Brunner

1935 Golf

In the March 5th issue of this Bulletin an account was given of the February 28th joint meeting of Architects and Producers' Council.

Bill Palmer reviewing the beginning of the Producers' Council Club stated that it was decided that there should be closer cooperation among the elements of the industry and especially between Architects and those who produce the finest in building materials.

This article bears the heading of golf and you perhaps wonder what Bill Palmer's subject has to do with the ancient Scotch game. Well, it is just this: The very purpose of the joint Architects and Builders and Traders Golf Outings is to promote acquaintance. Acquaintances promote friendships. Friendship in turn brings about good fellowship and when all is said and done cooperation is best obtained through friendly feeling each for the other, and not from aloofness which comes from not knowing the other fellow.

These golf outings of ours are designed to produce good fellowship and looking back over the period of the last seven years we felt that we have accomplished that for which they were designed. Mr. Grylls in his message in the meeting above referred to, spoke of the many sweet memories that were his. Those memories were all the result of a combination of social and business contacts.

How many of our regular "outingers" can give testimony to the fact that they hold many pleasant memories as a result of playing and associating with men of the industry at our golf outings. For instance, who of us that ever met, played, or socialized with that grand old patriarch Major Wm. C. Weston will ever forget the good cheer that he spread all about him?

The season for getting together will be upon us shortly. We are all champing at the bit awaiting the "go" signal. Your chairman believes this season will be the best we have had in a long time. Never have we fallen below a season's average of fifty per outing and with every one that is interested in the promotion of the spirit of cooperation doing their bit we should boost the average to seventy-five at least.

For those not familiar with working details of our golf outings permit me to set down here a brief outline. First we do not favor the star golfer—every one, be he a two stroke or a thirty-five stroke handicap man has an equal chance to participate in the prize fund. This is brought about by classifying all players by flights, at the end of the play. So it matters not whether he has a low or

high score. The number of flights are based on the number of players. Each prize of each flight has an equal value, and the winners are determined by draw. There is no kicker's handicap (properly named because they always produce plenty of kicks), so you are always in the money and never out regardless of your score. We have some players who shoot in the 70's and a lot who shoot over 100, and some at 148, so don't let your high score keep you away. There is a spot for everyone.

The Peerless Cement Trophy (our flowing bowl) is a side issue and a spirited one. This is won on low net score. To be eligible for this competition one must play five games in our tournament, and on the basis of the scores turned in for these five games, we give the player his handicap. Thus your handicap deducted from your gross score of the day determines whether you will fill the cup first and then take it home for one month. Yes, your name will be engraved on the base. In closing let me urge you to join us. You will be the winner in more ways than one if you do and if you don't, well, where are you going to get your memories? I'll be seeing you! Bill Seeley, Golf Chairman

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THE MAN ON THE FLYING TRAPEZE ON FOOT

By Clair W. Ditchy

The past few years have seen the center of the stage occupied by a mysterious figure referred to as the "forgotten man", whose existence seems to be generally conceded, although the credit for his discovery has been contested and his exact personality never clearly defined. He has remained an abstraction whose nebulousity has only heightened his popular appeal and has made possible endless conjectures. His name is, therefore, legion. Everyone who has suffered from current conditions has privately, if not openly, assumed the title and is prepared to receive the reward which has been promised as the fruits of belated justice or something.

Just to avoid the John Doe uncertainty, which attaches to this character and yet not sacrifice the valuable element of romance, I have chosen for my hero a title which should capture the imagination and yet offer no possibility of misinterpretation. Perhaps I should qualify the last statement by saying that he can only be one of two persons, and it is of the other that this article will treat.

Although not so exact, it is surely more subtle than the blunt title of Scribners' biography, "This Man, the Architect." And there remains this to be said in addition. Many people have never heard of an architect, not to mention pronouncing the word correctly, but everyone has, if not a talking acquaintance, at least a singing acquaintance with the Man on the Flying Trapeze. Who has not swayed to those rhythmic strains—on the radio, in the theatre or bathtub—those strains which have troubadoured his daring gyrations and which have carried him to imaginary empyrean heights with nothing but an imaginary strand of imaginary hemp to guide and protect him?

This man, the Man on the Flying Trapeze, of whom I write, is the man who in better days indulged in mental acrobatics which he translated into geometrical patterns on paper. He did this for a living. So highly was his art developed that the designs were classified and had names, such as Gothic, Early Pullman, North German Lloyd, Frank Lloyd, Modern and Barbaric, etc.

Unfortunately, the nature of his art, being such that it depended for its success upon the gymnastics of his imagination, he treated the more prosaic aspects of earning his living in the same visionary manner. The result has been that his compensation for his services, when compared with the handsome returns in other and lesser fields, is shamefully modest.

Architectural circuses have a way of getting stranded just like all others, and when the slump came, our Man on the Flying Trapeze came to earth. He has been there ever since, staring up at the sky, and whereas his brethren in other fields had accumulated enough of a surplus from their adequate remunerations in the past to tide them in some fashion over the depression, he was not so fortunate. His meagre savings were soon dissipated and he was obliged to adorn other fields, which were more lucrative if less appealing.

On foot, however, he has been able to observe many things which were not so discernable from midair. He has discovered the fact that while he and his co-artists were taking care of 23% of the building operations of the country, the other 77% were badly built, but nevertheless accepted by the public; that of the 23% done by architects, many buildings are none too creditable from his point of view, and that no great effort has been made to correct either of these conditions.

He discovered that in normal times every architect would be extremely and constantly busy if every building operation received architectural attention, as it should. He discovered that his profession was

understood and appreciated by less than one-third of the people; that among the two-thirds, who were ignorant of the architect and his functions, there were many who intended to build and who, therefore were prospects for the architect; that the architect, however, through traditional inhibitions, had never adopted a clear and direct method of contacting these prospects, and apparently considered it the lesser evil to let the prospect go without architectural service rather than jeopardize the traditional dignity of the profession by personal solicitation.

Meanwhile, the "builder", whether "speculative" or "operative", suffers no such delusions. He sees a field for his endeavors and he covers it thoroughly. He uses every device at his command, newspaper advertising, radio, signboards, the little office shack on the corner and the salesmen who uncover the

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prospects. Against such odds as these the future of the average architect looks dubious. He must either abandon his practice as a private practitioner and become an adjunct of this business-getter, or he must adopt some means of which he can contact these prospects before they have embarked on their building ventures. The possibility of educating them has been toyed with for years. Certain sporadic efforts have been made, but no general constructive educational movement has been promoted. The average man arrives at the stage where he wishes to build a home and has no idea of the proper procedure. The maintenance of a bureau where advice regarding professional services could be secured without expense to the inquirer, has been suggested and undoubtedly would do much to correct the false impressions which exist regarding architects, and would guide the prospective home-owner in the right direction. Group advertising has been suggested. Nothing positive has been done.

At one of the sessions of the Convention, this vital subject will be fully discussed and everyone who is interested in maintaining and improving the practise of architecture is urged to attend. Out of this meeting will come a program of definite action; recommendations which will be put into practice; a systematic and co-operative effort to overcome the self-imposed handicaps, and to take advantage of the favorable publicity emanating from the Federal Housing Administration.

Perhaps you and your trapeze are alright as you are. Or perhaps you are on foot for good.

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When you get to know a fellow,
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In the brother that you jeered at
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Edgar A. Guest

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F. E. Ritzenheim, Detroit branch manager of the Air Conditioning division of Gar Wood Industries, has sent invitations to all Detroit architects asking their presence as their guests at a luncheon to be held in the Crystal Ballroom of the Hotel Fort Shelby on March 12th at 12:15 p. m. Arrangements have been made with the hotel management to display a Gar Wood Tempered-Aire unit in the main lobby.

"This affair," states Mr. Ritzenheim, "is just a get-together meeting to enjoy each other's company and become better acquainted. Detroit architects, too, are taking an active part in the renewed building activities and in the Federal Housing Program and an exchange of ideas is always beneficial."

PAUL MARSHALL

And the Producers' Council Club of Michigan

Paul R. Marshall, of the Aluminum Company of Michigan, and President of the Producers' Council Club of Michigan, always finds time to take an active part in his organization as well as in ours. That is one reason why many of our meetings have been so successful during the past year, including our Conventions. The Producers have been the best of good fellows and now they have one of their best as president.

Paul never sells aluminum, that is in the ordinary sense of selling, yet more pounds of that material have been used in Michigan during the past year than ever before. Paul sells by making friends and giving service when service is wanted.

He has planned many delightful cruises on the Detroit River for Architects and Producers, and Producers' events are always well attended.

Paul will be in evidence at this Convention, together with his constituents, and we hope they will enjoy it as much as we.

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The program which you will enjoy at this Convention was in charge of Frank Eurich, Jr., A. I. A., who is now State Reconditioning Supervisor for the H. O. L. C.

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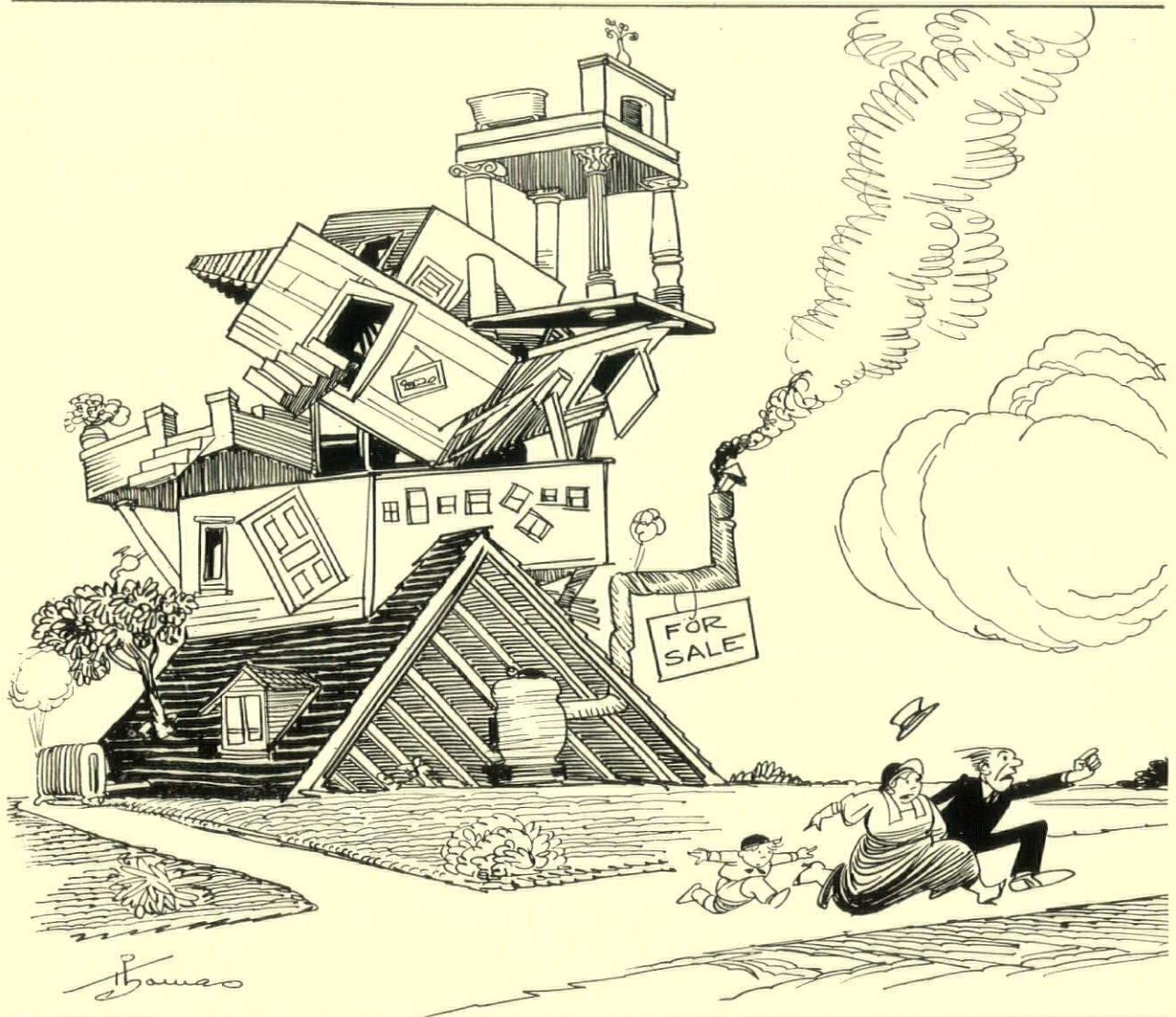
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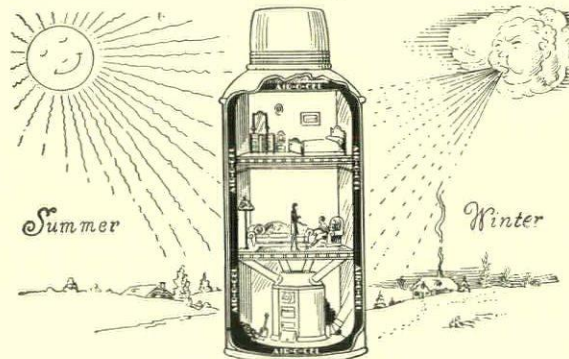
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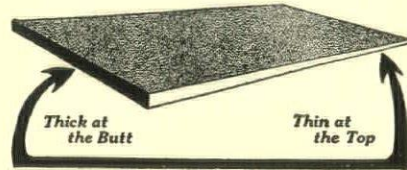
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 Cuthbert, Wm. D.—327 E. Huron St., Ann Arbor
 Danforth, Percy O.—1019 Hill St., Ann Arbor
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 Darling, H. J.—2524 1st Natl. Bank Bldg., Detroit
 Davenport, Harold D.—710 Donovan Bldg., Detroit
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 Davey, John J.—431 S. Dearborn St., Chicago
 Day, Clarence E.—2235 Edison Ave., Detroit
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 Delbridge, Harry C.—1285 Coplin Ave., Detroit
 Demmon, R. W.—13 Baynton, N. E., Grand Rapids
 Dentz, John G.—415 Lexington Ave., New York
 Derrick, R. O.—3500 Union Guardian Bldg., Detroit
 Des Rosiers, Arthur—1418 Maccabees Bldg., Detroit
 Diehl, Geo. F.—120 Madison Ave., Detroit
 Dietrich, Lewis F.—2968 Gray Ave., Detroit
 Dise, J. Ivan—2631 Woodward Ave., Detroit
 Ditchy, Clair W.—703 Fisher Bldg., Detroit
 Dixon, Lyman H.—U. S. Dept. of Int. Div. Sub-
 sistence Homesteads, Reedsville, W. Va.
 Dockendorff, B. J.—404 Linker Bldg., LaCrosse, Wis.
 Dohmen, Anton G.—3648 Mt. Elliott Ave., Detroit
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 Donaldson, J. M.—1601 Wash. Blvd. Bldg., Detroit
 Dow, Alden B.—W. Park Drive, Midland
 Drainie, John G.—1923 Calumet Ave., Chicago
 Dunbar, Reed M.—207 Reisig Bldg., Monroe
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 Dyer, William E.—246 Chandler Ave., Detroit
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 Eastman, Raye C.—233 Crest Ave., Ann Arbor
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 Eggert, Dorothy—1717 N. Fayette St., Saginaw
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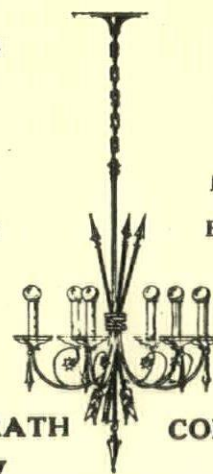
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 Ladue, Howard A.—620 S. Laurel St., Royal Oak
 Lakie, Don J.—2160 Francis, S. E., Grand Rapids
 Lane, Harry L.—915 N. 6th St., St. Louis, Mo.
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 Langhenrich, F. W.—4833 N. Keystone Ave., Chicago
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 Larkin, Leslie G.—5538 Ivanhoe Ave., Detroit
 Laver, Robert W.—221 N. LaSalle St., Chicago
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 Lundblad, Claus D.—4070 W. Fort St., Detroit
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 Lyndon, M.—2801 Adams Mill, N. W., Wash., D. C.
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 McCarty, W. H.—208 G. R. Sav. Bk. Bldg., G. Rapids
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 Maiwurm, Arthur B.—516 Euclid Ave., Oak Park, Ill.
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 Marshall, B. H.—612 Sheridan Road, Willmette, Ill.
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*Miller, Peter A.—
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ARCHITECTS' REPORTS

Chubb, John D., 109 N. Dearborn St., Chicago. Branch office, Nestor Bldg., Marquette, Michigan.—Preparing plans for grade school containing library, gymnasium and 12 class rooms. Owners, St. Mary's Parish, Rev. Fr. J. J. Stenglein, Pastor, Sault Ste. Marie, Mich. Cost about \$125,000. Closing date not yet set.

Same.—Preparing plans for 24 room grade school with gymnasium, known as the Chase Street Grade School, Negaumee, Mich. Subject to PWA funds. A. C. Hansen, president; N. G. DeGabriel, secretary, B. of E., Negaumee, Mich. H. S. Doolittle, Supt. of Schools. Estimated cost \$240,000, including addition of 3rd story to present Manual Training School to contain mechanical drawing, printing, editorial office, board and music room with rostrum and band practice room, etc.

Confer, Earl L., 18970 Grand River, RE. 2714.—Plans for English type residence, 28x36, oil burner, incinerator air conditioning completed. Bids by invitation.

Diehl, Geo. F., 120 Madison Ave., CH. 7628.—Preparing preliminary drawings, office and sales building for Fox Film Exchange.

Same.—Preparing preliminary drawings for auditorium building. Owner and location withheld.

Dise, J. Ivan, 2631 Woodward Ave., CA. 4789.—One story store, corner Woodward and Willis. Held over until March 12.

Gould, Nathaniel O., 301 Boyer Building.—Preparing plans, Storage Building, Eloise Hospital and Infirmary, Eloise, Mich., for Wayne County Board of Superintendents of Poor. Fireproof, brick and reinforced concrete; 3 floors; 80'x240'. Estimated cost—\$282,000.00. PWA loan already granted.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—No contracts on addition to Stroh Building let yet.

Same.—Addition to Detzler Color Co. Bids due March 11. General contractors selected.

Same.—Contract on addition to brew house, Goebel Brewing Co. let to Kreighoff Co.

Jameson, L. B., 8581 Jos. Campau, MA. 9146.—Selected by City of Hamtramck to prepare sketches for municipal hospital addition and new city hall; also Slum Clearance and Housing Project, PWA projects.

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

Same.—Preliminary plans for Therapeutic Pool, University of Michigan Hospital. Ann Arbor, Mich.

Kuni, Wm. H., CA. 8550.—Contract on electrical fixtures on Alpena County Court House let to Detroit Mantel & Tile Co.

Same.—Plans for residence, Rosedale Park. Ready for bids March 25.

Lane, Davenport, Inc., 610 Donovan Bldg., CH. 6747.—Preparing sketches for library at Plymouth, Mich.

Same.—Preparing plans for 10 room addition to school, District No. 5, Warren Township, Macomb County. Dependent upon PWA appropriation.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Gymnasium and Auditorium, Ithaca, Mich., plans finished.

Same.—Plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000, finished. Application to PWA approved and sent to Washington.

Same.—Plans for Redford Lutheran Church completed. Size 32x68, full basement, auditoriums. Bids due March 15th.

Same.—Plans for Salem Evangelical Church, Pigeon, Mich., completed about March 14. To replace building destroyed by fire.

Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates, 606 Marquette Bldg., CA. 3353.—Specifications and drawings for wood piling for power house of distillery for R. Cummins & Co. completed. Bids by invitation. Work still progressing for remainder of building.

Same.—Contract on factory building for Mackworth Rees, 626 Harper Ave., let to Barton-Malow Co.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825, **M. C. J. Billingham**, Kalamazoo, Associates.—Semi-final sketches for court house, Kalamazoo, Mich., completed.

Same.—Painting contract on buildings at Orchestra Place and Woodward Ave. let to H. T. Sloman.

Same.—Plans for alteration to store building, Broadway, not ready yet.

Same.—Plans for filling station completed.

Same.—Bids closed on stone work, Woodward Avenue Baptist Church.

Thompson, G. Harold, R. A., Mullet Lake, Mich.—Preparing plans for twenty bed, fire-proof hospital, Cheboygan, Mich. Bids will be asked about March 20th.

Tilds, Paul, 602 Hoffman Bldg., CA 2610.—Plans for residence 37x42 ready about March 1.

Same.—Plans for residence, 34x48 with attached studio and garage. Bids taken in March.

Same.—2 store building, 60x60, Woodward Ave. Bids due March 7th.

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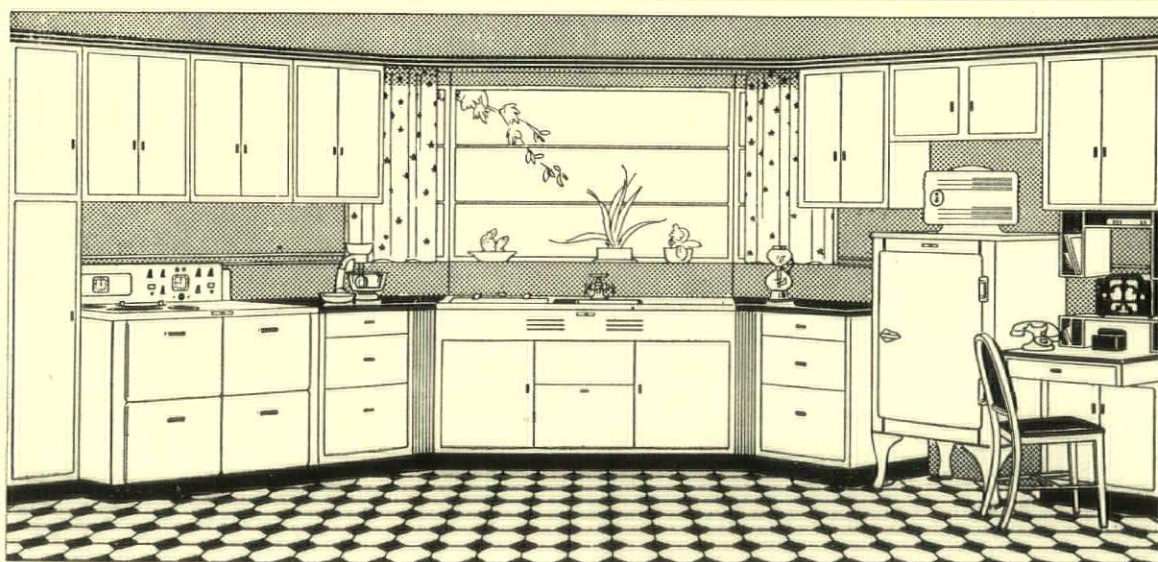
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And perhaps you would like to know the names of those who were responsible for the arrangements of this Convention. We are sure that those who attend will want to know after Convention.

Here they are: Clair W. Ditchy, President of the Michigan Society of Architects, ex-officio member; N. Chester Sorensen, General Chairman; George F. Diehl, Hotel; Alvin E. Harley, Reception; Richard H. Marr, Resolutions; Frank Eurich, Jr., Program; Talmage C. Hughes, Publicity; Andrew R. Morison, Registration; LeRoy Lewis, Materials Exhibits; George J. Haas, Entertainment; Joseph B. Stewart, Attendance. The above mentioned are chairmen of the various committees. Other committee members are as follows:

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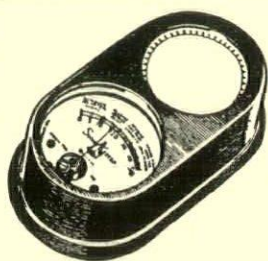
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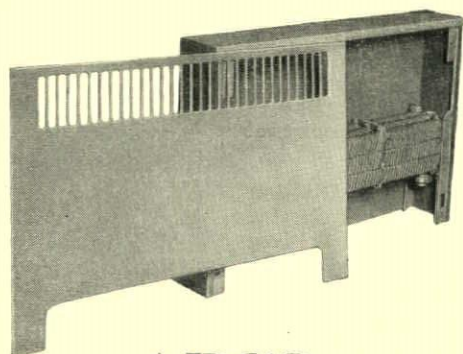


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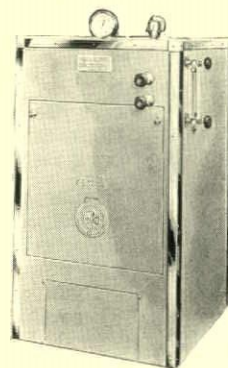
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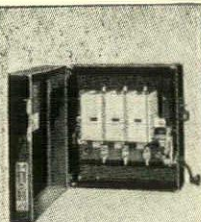
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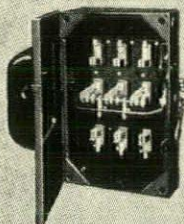
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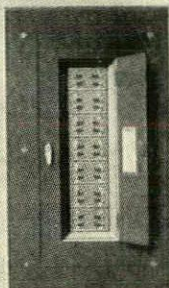
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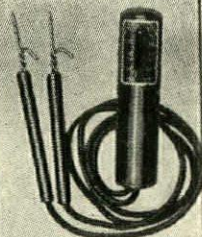
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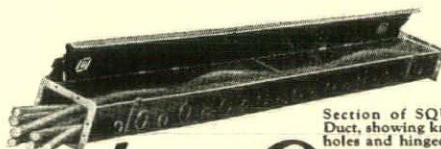
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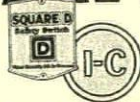
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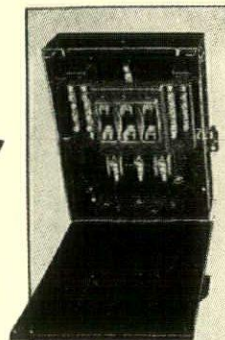
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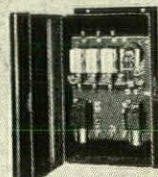
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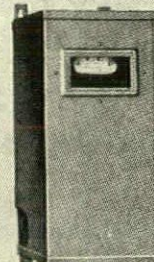
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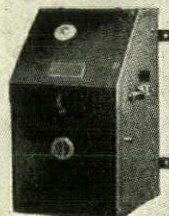
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WEEKLY BULLETIN



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Vol. 9

DETROIT, MICH., MARCH 19, 1935

GAR WOOD HOSTS TO ARCHITECTS

It is sometimes possible for one without your profession to tell you what is wrong with your business. F. E. Ritzenheim, Detroit Branch Manager of the Air Conditioning Division of the Gar Wood Industries, Inc., told one hundred architects, last Tuesday, that they should advertise.

The occasion was a pre-Convention luncheon tendered the architects at the Hotel Fort Shelby, Crystal Ballroom. Clair W. Ditchy, president of the Society, presided and introduced Mr. Logan Wood, who said "a word."

Mr. Ditchy stated that this was a splendid gesture toward unification of the building industry, a subject of great interest at the present. "Of all industry, there is none more disorganized than the building industry," he said. "We have not learned to rub elbows as they have in other businesses." He thanked the Gar Wood Industries, Inc., for helping to foster this spirit.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, March 19, 12:30 p. m.

Lancelot Sukert, Chief State Architectural Supervisor to the Federal Housing Administration, told of some of the requirements necessary for Federal insured mortgages. He stressed the importance of including in the designs of homes the possibility of installing air conditioning later, if not at present.

Mr. Bainbridge of the Detroit Savings Bank, outlined their position in Government insured mortgages. In the last three weeks, he stated his company had interviewed over 800 prospective clients for new homes.

Mr. Ritzenheim stated that, through newspaper advertising, his company had, so far this year, sold a job a day. He asked the question as to whether or not it would be a burden for each architect present to contribute one dollar toward a fund to do collective advertising, to tell the public why they should employ an architect. He offered the facilities of their advertising agency, Messrs. Grace & Bement.

Mr. Grace stated that architects and advertising men have something in common, in that they both start on paper and hope for results. He stated that the Aeraft Club had interested themselves in the building industry and that we might expect big things in the near future. He believes that building and air conditioning will equal the radio business.

Frank Eurich, Jr., gave an outline of the convention program and David H. Williams, Jr., stated that when Gar Wood first started in the heating field they consulted architects and that they are still doing so.

A REGRETABLE ERROR

In the Twenty-First Annual Convention Number of the Weekly Bulletin, was printed a list of architects registered in Michigan.

The name of Charles N. Agree was omitted. To the best of our knowledge, Mr. Agree's name was included on the State Board list furnished the Bulletin, but in some way, since we were working under pressure and proof-reading was done hurriedly, his name did not appear on that list.

This is an omission which can hardly be properly corrected and we regret it immensely.

A few years ago John C. Stahl, then president of the Society, appointed Charlie Agree as chairman of a Finance Committee. Within a short time he raised over a thousand dollars, and his own contribution of \$100 headed the list.

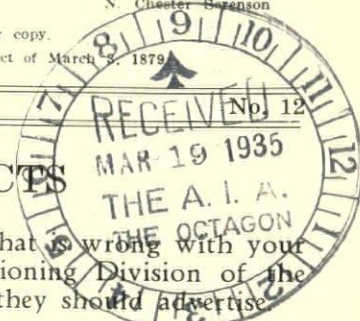
Is there any reason why the Bulletin would want to leave his name out of the list of architects registered in Michigan?

We request that everyone who has received the Convention Number, insert the name of Charles N. Agree, 1140 Book Tower, Detroit, as third on the list.

OFFICERS AND DIRECTORS ELECTED

A report of the tellers on election of officers for the Society is as follows: President, Clair W. Ditchy; 1st Vice-President, Emil Lorch; 2nd Vice-President, William D. Cuthbert; 3rd Vice-President, Fred Beckbissinger; Secretary, Frank H. Wright; Treasurer, Andrew R. Morison; Executive Secretary, Talmage C. Hughes.

Directors elected are as follows: Wells I. Bennett, G. Frank Cordner, Branson V. Gamber, H. J. Maxwell Grylls, Walter E. Lentz, Wm. G. Malcomson, Richard H. Marr, H. Augustus O'Dell.



BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Mason P. Rumney, President; H. Eugene Webb, Vice-President; Albert Beever, Vice-President; Claude Filer, Treasurer; Edwin J. Brunner, Secretary.
 Directors:—Gage Cooper, Herman Banbrook, Leo Rowley, Edward Leavenworth, Walter Trowell
 439 Penobscot Bldg., Randolph 5500 Edited by E. J. Brunner

Fifty Years Service

Thursday, March 14 witnesses Mason P. Rumney, president of the Builders' and Traders' Exchange; Edwin Kreighoff, immediate past president; Henry Otis, president in 1914; Charles Clippert, president in 1919; Jess Stoddard, president in 1918 and 1927; Albert Beever, vice-president of the Exchange; Claude Filer, treasurer, and E. J. Brunner, secretary manager meeting around a luncheon table in the Intercollegiate Club of Detroit.

What is the purpose of this meeting? It is to arrange for a proper celebration of the fiftieth anniversary of this organization which through all these years has acted uninterruptedly to give certain services to the building construction industry of Detroit. Fifty years of continuity for an organization is more than the usual allotment of time.

There must have been something instilled and carried forward in this organization which fills an economic need of the industry in good times and bad times. Never does a trade organization survive merely out of sentiment. It must in some way earn its way. But let us skip this mundane matter of "earning our way" and look first to those associations of men which spring from such an organization.

Two weeks ago a number of men in the building industry had the pleasure of listening to H. Maxwell Grylls, a dean of Detroit's architects recount some of his memories of the industry fifty years ago. Most of the names of contractors whom he mentioned are contained in the following list:

W. J. Stapleton, A. Chapoton, Jr., Joseph Myles, George Hanley, R. Helson, Albert Albrecht, J. M. Spaulding, John Finn, C. H. Little, John Austin, James Meathe, Warren D. Vinton, Peter Brennan, Michael Finn, J. D. Friedlander, Robert L. Teakle, Chas. J. George, Patrick Dee, Marshall H. Godfrey, Robert Hutton, Henry George.

What is this list? It is the list of members of the Builders' and Traders' Exchange who signed its charter which was granted by a special act of the Legislature of Michigan April 15, 1891.

But there are living five men who bridge the time clear back to the first meeting, January 1, 1885. These men are Albert Albrecht, Michael Finn, Harry Holland, W. E. Lennane, and W. J. Burton. The signatures of these men together with sixty-nine others comprise the signers of the first roll call.

What significance applies to the first member-

ship of seventy-four men who signed the first membership roll?

Theirs was the start of a membership which some years waxed strong and some years waned to the point where there was not much more than the vital spark of life left in the organization. For instance in 1904 the membership had dwindled down to 48. From then on Detroit expanded rapidly. In general it may be said the Exchange expanded as the city became the automotive center of the world. The membership reached a peak of 500 during 1916 which was the last year of Charley Bowen's secretarship and management. In 1930 the membership reached within three of that total. At the present time it is slightly more than 3/5 of that total.

The unimaginative minute book records show clearly that year in and year out, there has been a purpose in belonging to the Exchange, but there was something which runs deeper than the immediate purpose which never is so much thought of at the time as later.

They longed to use the plan room, to get the building reports, to take united action on the things they could agree to be united upon, BUT ALL THE TIME THE BIG LASTING RESULT WAS THE RUBBING OF SHOULDERS WITH OTHER MEN OF THE INDUSTRY. Contact, friendly or at times not so friendly. The man to man contact through membership cannot be discounted even by time.

And that is just exactly why the men mentioned at the beginning of this article are meeting now to arrange for the big banquet which will be announced as to time and place within a week if everything goes well.

The banquet is expected to be one of the most outstanding events in our industry since the time the Builders and Traders prepared to welcome Joseph Daniels, then secretary of war.

Architects, Builders and Traders of Detroit's construction industry will toast to Auld Lang Sine which witnessed those old time contacts and memories now so highly prized, and at the same time everyone who attends this function will make contacts and store up fresh memories which can be used at the seventy-fifth anniversary in 1960 which looks a long way off now. But at that time someone will read through our minute books of today and will find them old fashioned but nevertheless storehouses of satisfaction, and they will know of new ways to keep records and perhaps will dine as we do not know how today.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans for new front, 2030 Park Avenue. Ready about March 18.

Bennett & Straight, 13526 Michigan, OR. 7750.—Plans for small greenhouse, corner Shaefer Road and Tireman completed March 18.

Same.—Preparing plans for 5 bed room residence, corner Lancashire and Warwick Roads, Rosedale Park. Air conditioning, oil burner.

Same.—Preparing plans for alteration on 600 seat theatre, Greenville, Mich. Plans ready about April 22nd.

Confer, Earl L., 18970 Grand River, RE. 2714.—Plans for English type residence, 28x36, oil burner, incinerator air conditioning completed. Contracts to be let week of April 1.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Preparing plans for church, Allegan, Mich., Blessed Sacrament Parish, Rev. James Callahan, pastor.

Diehl, Geo. F., 120 Madison Ave., CH. 7628.—Preparing preliminary drawings, office and sales building for Fox Film Exchange.

Same.—Preparing preliminary drawings for auditorium building. Owner and location withheld.

Dise, J. Ivan, 2631 Woodward Ave., CA. 4789.—One story store, corner Woodward and Willis. Held over until March 12.

Same.—Alteration to residence for Dr. B. R. Hoobler. Figures due March 25. Bids by invitation.

Gould, Nathaniel O., 301 Boyer Building.—Preparing plans, Storage Building, Eloise Hospital and Infirmary, Eloise, Mich., for Wayne County Board of Superintendents of Poor. Fireproof, brick and reinforced concrete; 3 floors; 80'x240'. Estimated cost—\$282,000.00. PWA loan already granted.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—General contract for addition to Ditzler Color Co. let to Walbridge & Aldinger Co.

Same.—General contract for garage addition to Stroh Building let to P. H. Piper Co.

Jameson, L. B., 8581 Jos. Campau, MA. 9146.—Selected by City of Hamtramck to prepare sketches for municipal hospital addition and new city hall; also Slum Clearance and Housing Project, PWA projects.

Kavieff, Otto H., 425 Cass Ave., Mt. Clemens, Mich.—Preparing plans for boat shop and residence, 24'x60', 2 stories.

Same.—Preparing plans for 60-bed hospital. Reinforced concrete, 70x112', 2 stories and basement.

Kuni, Wm. H., CA. 8550.—Plans for residence, Rosedale Park. Ready for bids March 25.

Lane, Davenport, Inc., 610 Donovan Bldg., CH. 6747.—Preparing sketches for library at Plymouth, Mich.

Same.—Preparing plans for 10 room addition to school district No. 5, Warren Township, Macomb County. Dependent upon PWA appropriation.

Mason, George D. & Co., 409 Griswold, LO. 2483.—General building contract for alteration work, First Presbyterian Church, has been awarded to Walbridge & Aldinger Co.

Merritt & Cole, 1111 Collingwood, LO. 2483.—Gymnasium and Auditorium, Ithaca, Mich., plans finished.

Same.—Plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000, finished. Application to PWA approved and sent to Washington.

Same.—Plans for Redford Lutheran Church completed. Size 32x68, full basement, auditoriums. Bids due March 15. Plumbing and heating separate.

Same.—Plans for Salem Evangelical Church, Pigeon, Mich., completed about March 14. To replace building destroyed by fire.

Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates, 606 Marquette Bldg., CA. 3353.—Specifications and drawings for wood piling for power house of distillery for R. Cummins & Co. completed. Bids by invitation. Work still progressing for remainder of building.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825, M. C. J. Billingham, Kalamazoo, Associates.—Semi-final sketches for court house, Kalamazoo, Mich., completed.

Same.—Plans for alteration to store building, Broadway, not ready yet.

Same.—Plans for filling station completed.

Same.—Contract on stone work, Woodward Avenue Baptist Church let to Wolverine Stone Co.

Thompson, G. Harold, R. A., Mullet Lake, Mich.—Preparing plans for twenty bed, fire-proof hospital, Cheboygan, Mich. Bids will be asked about March 20th.

Tilds, Paul, 602 Hoffman Bldg., CA 2610.—Plans for residence 37x42 ready about March 1.

Same.—Plans for residence, 34x48 with attached studio and garage. Bids taken in March.

Same.—2 store building, 60x60, Woodward Ave. Bids due March 7th.

Same.—Preparing plans for 10 room addition to school, District No. 5, Warren Township, Macomb



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ANNOUNCEMENT

Mr. Harry Nelson of the Nelson Company cordially invites all architects, engineers and their friends to attend a Miniature Pipe Mill Exhibit accompanied with motion pictures featuring the manufacturing of pipe, to be held in the Main Ballroom of the Fort Wayne Hotel Thursday evening, March 21st, 1935, at 8:00 P. M.

Through the cooperation of the Youngstown Sheet and Tube Company a miniature pipe mill will be set up in full operation at the hotel, and miniature pipe will be manufactured in exactly the same way that regular pipe is made.

This miniature mill is the only one of its kind in the United States and when in full operation is a sight you cannot afford to miss.

Along with the above, there will be several reels of movie films showing clearly every operation in the manufacture of pipe from the mine to the finished product.

It would take several days for one to walk through the immense plants of the Youngstown Sheet and Tube Company and witness every operation in actual process. It would be difficult to be at every operation at exactly the right time in order to see the maximum performance.

The Youngstown Sheet and Tube Company realizing both the interesting and educational value of these sights, prepared, at considerable expense, complete pictures for exhibition purposes. These are not the small amateur size films but are the size used on the regular movie screens. From beginning to the end, every moment will be interesting.

PLACE—Hotel Fort Wayne, Corner Cass and Temple Ave., Detroit, Michigan.

TIME—8:00 P. M., Thursday, March 21, 1935.

We extend to you and other members of your organization a cordial invitation to be with us at this time.

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DETROIT ENGINEERING SOCIETY

The Detroit Engineering Society will present Dr. J. T. Littleton, Chief Physicist, Corning Glass Works, on Friday, March 22, at the Hotel Fort Shelby, Spanish Grill Room. Subject: "Glass As An Engineering Material." Dinner will be served at 6:30 P. M. at \$1.25 per plate. Reservations requested not later than Thursday evening. Reservation cards will be mailed to you later. Meeting will start at 8:00 P. M.

Because of the widespread interest in glass as a building material and its various applications in industry, and, because of the publicity given the

pouring of that 200-inch telescope mirror by Dr. Littleton's company, there have been numerous requests by non-members of the Society for permission to attend. Feeling that our own auditorium would not accommodate the large number that will undoubtedly attend, it was decided to arrange for a larger room. Hence, the dinner and meeting will be held at the Hotel Fort Shelby. This invitation is being extended to all members of the constituent societies of A. T. S. and the American Ceramic Society. Others who may not have received this notice are welcome to attend, but reservations must be made for dinner and/or meeting.

This will be the last regular meeting of the society under the present corps of officers. The dinner will be in the nature of a testimonial and tribute to their untiring efforts during the past year to rehabilitate and build up the Society. They succeeded, if attendance at the meetings this winter has been any criterion. They have succeeded, if a 65% increase in membership is a test. Attendance at the dinner as well as the meeting will be a fitting way to show your appreciation of their splendid achievements.

Dr. Littleton proposes to show how the properties of certain glass lend themselves to certain desirable applications, and will illustrate these with the use of samples. In other words, he will discuss the certain particular uses of glass articles and will have an exhibit of characteristic samples.

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CRITICISM AND THE ARCHITECT

By Roger Allen

"Of all the professional men whose handiwork might be assumed to lend itself to fair critical comment, the architects, in New York at least, are the least able to stand adverse comment. A musician can shrug off a blistering comment on his recital;



ROGER ALLEN, A. I. A.

a sculptor may say, 'Sorry he didn't like it, but what the hell?', but let a critic print his opinion that a certain building is a monstrosity and the architect will get his lawyer and go into battle with all the legal weapons from Blackstone to Max D. Steuer."

19

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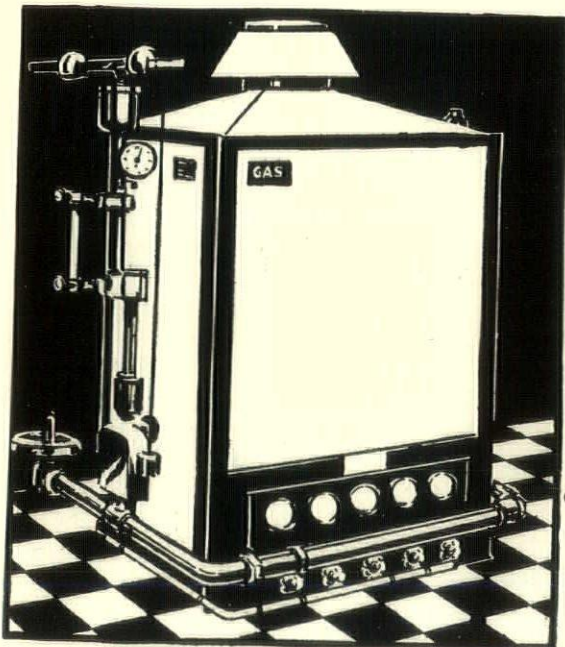
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Thus Mr. Stanley Walker, in "City Editor". Since Mr. Walker is a former city editor for the New York Herald Tribune and is now editing the tabloid "Mirror", he knows whereof he speaks.

Thin skins are not peculiar to New York architects; their brothers in other parts of the republic display a similar lack of epidermic toughness. Among editors this fact is well known, and the consequence is that little intelligent criticism of American architecture gets into our dailies or (with a few exceptions) into our weeklies. Obviously, if a writer knows before hand that unless his criticism is favorable, some cautious editor will consign it to the hell-box, there is little incentive to treat a new architectural work with the same freedom displayed in the discussion of a new book, a new play, or a new painting.

If it is true, then, that most architects bitterly resent pointed criticism of their works, it will be worthwhile to examine the reasons for this resentment and see if they are well founded. It is probable that an architect's reaction to an unfavorable notice of his work is compounded of equal parts of wounded vanity, belief that the critic is not well enough equipped, technically, to set himself up as a judge, and a fear that adverse criticism may scare away potential clients.

The sting of injured vanity cannot be cured; it must merely be endured. Probably no artist ever really wishes to hear unfavorable comment on his work, but in every other field this fact does not deter the critics from blithely taking the artist apart to see what makes him tick.

The question of the technical equipment of the critic is entirely relevant. Today it is doubtful if there are more than half a dozen lay-writers able to write an intelligent critique of the manner in which an architect has solved a particular problem. Why should there be? There is no market for their work, no matter how excellent that work might be. Lewis Mumford and Douglas Haskell are certainly far better equipped by training and education to criticize a new structure than are most drama critics to analyze a new play. I mention Messrs. Mumford and Haskell because, at the moment, I can think of no other popular critics of architecture who are at all well known.

If honest and frank criticism of architecture is ever encouraged and practiced, there will soon be plenty of qualified critics available. Asking for them now is like demanding that a man shall be a proficient performer on a non-existent instrument.

And now for the real point: Does hostile criticism, to put the case as strongly as possible, deprive an architect of lucrative commissions by frightening off clients with their pockets full of money and their heads full of profitable schemes? I doubt it very much; in fact I think the exact opposite is true.

When Critic Joseph Doakes, chronicling the erection of a building designed by Architect William

Noakes, remarks that "the new building for the Blitz Spinach Exterminator Corporation on lower Umpty-umth street resembles nothing so much as an overgrown cracker box with the mumps. Architect Doakes' solution of the problem indicates that he failed to look in the back of the book to see if he had the correct answer", the layman may imagine that all the readers of this candid critique will henceforth and forever believe that Architect Noakes is a fine lad to stay away from when they desire any architectural work done.

Nothing of the sort, as any experienced editor knows. What happens is this: Readers of the Doakes critiques will long since have divided themselves into two classes; those to whom the words of Critic Doakes will seem worthy of some respect, and those who never give Mr. Doakes and his star-spangled sentences anything but a good letting alone. Of the readers who took enough pains to read the whole criticism, a certain number will also take the trouble to go and look at the offending structure. Some of them, on beholding the monument of Mr. Noakes' genius, will agree that the building DOES look like a cracker box with the mumps. An even larger percentage will be able to see nothing whatever wrong with the building. They will then remark

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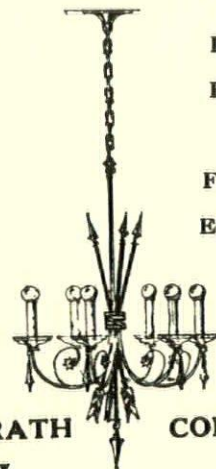
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to themselves, and subsequently to anyone who will listen: "This fellow Doakes is certainly no judge of buildings, and I have no doubt that his home life is far from perfect."

Meanwhile, the architect has had his name mentioned, albeit unfavorably, in the middle of a lot of pure reading matter; a location that thousands of manufacturers, professional men and citizens of all descriptions yearn for as the hart panteth for the water brooks. It is better, from every standpoint, to be mentioned unfavorably than not to be mentioned at all.

When Miss Gertrude Stein, landing in her native America, favors the delighted news cameramen with a sample of her somewhat less than crystal prose, the sample consisting mostly of "Pigeons in the Grass, Alas", she probably knew that shortly thereafter her efforts would be rewarded with giggles from large numbers of people who have no interest in pigeons in the grass, alas. They prefer Turkey in the Straw, Alas. Yet the net result of her good showmanship is an immediate increase in the sale of copies of the various volumes of Stein songs. Enough people either see something admirable in the samples, or wish to have a larger sample to giggle at, to cause them to buy her books. Thus everyone is satisfied.

Architects must learn to endure and to encourage frank criticism of what they are doing. Architecture cannot be a popular art, or even a lively art, until it is freely and frankly discussed in the same manner in which the sister arts are examined and discussed. If criticism is tabu, then one of the most promising avenues for the popularization of good architecture is closed. Architecture and its practitioners must come of age; all of us must be adult enough to allow and to encourage a state of affairs that will make the design of a new church as much a legitimate subject of comment as the premiere of Lydia Lovesome in that great dramatic spectacle, "Murder in the Percolator."

If we are not willing to adopt this attitude, then as architects, we should never, under any circumstances, criticize work done in any other field of art. In the vernacular, if we can't take it we shouldn't dish it out.

MODERN INSULATION TENDENCIES

By F. C. Reinke

SALES MANAGER, AIR-O-CEL, INC.

The person who builds today invariably considers the subject of insulation a very important one. And this is gratifying to the architect and builder, for they are keenly aware that the change wrought by modern insulation heightens the owner's satisfaction with his investment.

Things have undergone a great change since the day when a home-owner might be heard to remark: "I sure took a trimming on my house. Can't keep the place warm in winter, and in summer it's like an oven. And that oil burner? Say! I had them take it out. My oil bills would have sent me to the poor-house!"

Those days are gone forever. The builder of a home today has a very different story to tell. "There's nothing like that house of mine! Comfort in every room. No drafts—no forcing of the furnace. And the oil bills are really low. I didn't

think I could heat so reasonably will oil. And in summer the place is cool—even in the hottest weather, it's four to six degrees cooler inside! We keep the windows closed and the shades down through the heat of the day, and open them at night if necessary."

Insulation has made most of the difference. And so widely is this fact recognized, that the great majority of all new homes are insulated as a matter of course. So the question naturally comes up: "What insulation shall we use?"

The answer may be obtained by talking to the users of insulation. Too much has been accepted without question. Some salesmen are inclined to exaggerate; some applicators are unskilled. Some sub-contractors, held down on price, feel that they have to cheat.

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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.

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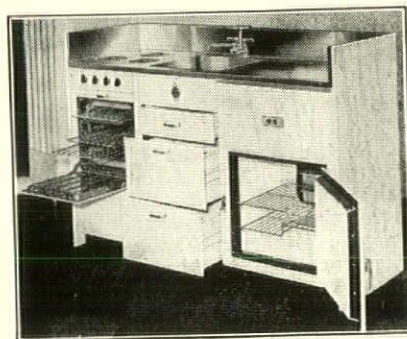
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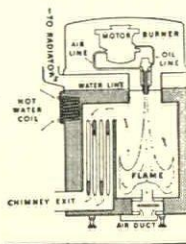
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Vol. 9

DETROIT, MICH., MARCH 26, 1935

No. 13

PERMISSION TO REVISE AND EXTEND

By Roger Allen

Mr. Bilge: "Mr. Speaker, I ask unanimous consent to revise and extend my remarks."

The Speaker: "Is there objection to the request of the gentleman from Michillsota?"

There was no objection.

APPENDIX

EXTENSION OF REMARKS of

HON. ASMODEUS Z. BILGE
of Michillsota

IN THE HOUSE OF REPRESENTATIVES
Thursday, February 21, 1935

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista
Tuesday, March 26, 12:30 p. m.

Mr. Bilge: "Mr. Speaker, I consider that the time is ripe for the House to consider the Bilge Plan for Social Security, commonly known as EPITESS, meaning: End Poverty In The Entire Solar System. What is the Bilge plan, that will end the depression, release a flood of buying power that will put a chicken in every pot and two pots in every garage, restore the bloom of health to the languid pulse of industry and send the red blood of prosperity coursing through the veins and sinews of the body politic?"

"This is the Bilge Plan, in a nut-house: I propose that every man, woman and child in the entire United States above the age of 11 years, 6 months and 17 minutes, shall be given a pension of \$500 per month, subject only to one stipulation—that they spend this \$500 before they receive it. As I have not yet worked out any plan by which they can get it, this stipulation is an essential part of the plan—what I may call a sine qua non.

"With the Bilge plan in operation, what will happen, Mr. Speaker? It is obvious that with millions of our splendid, loyal American citizens of every age occupied in buying millions of articles and not paying for them, that at least 50 per cent of the population can instantly obtain lucrative

positions with collection bureaus, credit associations and similar institutions, in which they can see the world and earn big money trying to collect the bills incurred by the other 50 per cent.

"Oh Mr. Speaker, can any member of this honorable body hesitate to enact into law a measure so
(Continued on Page 4)

U. OF M. TO CONDUCT SUMMER CLASSES FOR ARCHITECTS

This summer the University of Michigan is again conducting classes for architects as follows:

COLLEGE OF ARCHITECTURE

Emil Lorch, Director

The Summer Session of the College of Architecture extends from June 24 to August 16. The courses are designed for students of Architecture, those enrolled in landscape design, decorative design, and the curriculum for teachers of art and design in the School of Education. The courses in drawing and painting may also be elected by any University student having sufficient preparation.

Architectural Design

- 1, 4. Elements of Architecture. 3. Bennett.
- 5, 6. Elementary Architectural Design. 4. Bennett.
- 7, 8. Intermediate Architectural Design: Plan Problems. 6. Bailey.
- 9, 10. Advanced Architectural Design. 6 to 8. Bailey.

Architectural Design. Bailey.

Working Drawings

29. Elements of Office Practice. 4. Brigham.
- Freehand Drawing and Painting
- 24s. Outdoor Drawing and Painting. 2. Chapin.
- 30s. Outdoor Painting. 2. Chapin.

Architecture and Housing

- 11s. Domestic Architecture and Housing. 1 or more. Bennett.

CONVENTION REPORT IN NEXT ISSUE

The Twenty-first Annual Convention of the Michigan Society of Architects will be completely reported in our next issue.

Owing to the vast amount of important material and the desirability of publishing it all in one issue it was necessary to defer its publication for one week.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Mason P. Rumney, President; H. Eugene Webb, Vice-President; Albert Beever, Vice-President; Claude Filer, Treasurer; Edwin J. Brunner, Secretary.
 Directors:—Gage Cooper, Herman Banbrook, Lee Rowley, Edward Leavenworth, Walter Trowell
 439 Penobscot Bldg., RAndolph 5500 Edited by E. J. Brunner

Meaningful

There's a list on this page, that I'll wager will be carefully treasured by many readers. It will be scanned with some interest even by the tyro in construction. It will furnish much more to the ones who have weathered years and formed many associations.

This list is just one of the by-products of the fiftieth anniversary celebration of the Builders' and Traders Exchange which will take the form of AN INDUSTRY BANQUET at the Detroit Leland Hotel, Thursday, April 11.

Plans are being made so that architects, contractors, and vendors are going to be there in numbers perhaps unprecedented. Of course these plans involve recourse to the records of the past experiences of the Exchange, and the contribution offered herewith should be very interesting. It is a roster of the presidents which have headed the Exchange during the past fifty years.

Out of a total of thirty eight, twenty six are living. Most of us know practically every one of these twenty six men. Is that not interesting? And there are among us many men in our industry who retain cherished recollections of those who have passed to their reward.

When you have looked over this list, pause and think of the great value of organization contact. There are many other lists which could be published if we could afford printing a book. It would be very interesting. The membership list of the Builders' and Traders' form a challenging exhibition of the value of contact.

The firm names recorded on membership lists of organizations possess a meaning. There are firms "who do" and unfortunately some firms "who don't." There are men whose names are recorded on many rosters, and there are men whose names are not because they do not become active along cooperative lines.

Read the following list and then pause a minute to fathom the significance.

PRESIDENTS

Alex. Chapoton, Jr., 1885-1886*
 James Dean, 1887*
 Patrick Dee, 1888*
 W. G. Vinton, 1889-1890*
 W. J. Stapleton, 1891*
 James Meathe, 1892-1893-1894-1895-1896*
 Richard Helson, 1897-1898-1899-1900-1901-1902*
 Fred. B. Stevens, 1903-1904*
 Frank N. Cooper, 1905-1906*

John Finn, 1907*
 John L. Austin, 1908
 Ch. L. Batchelder, 1909
 Geo. F. Stokes, 1910
 Martin Scholl, Jr., 1911*
 W. R. Kales, 1912
 Geo. H. Clippert, 1913*
 Henry Otis, 1914
 J. A. Mercier, 1915
 W. A. C. Miller, 1916
 Otto Misch, 1917
 Jesse D. Stoddard, 1918
 Chas. Clippert, 1919
 Geo. R. Cooke, 1920
 Wm. Ternes, 1921*
 E. L. Downs, 1922
 Robert McFate, 1923
 E. M. Harrigan, 1924
 Clyde Crane, 1925
 Fred Solms, 1926
 Jesse D. Stoddard, 1927
 A. H. Aldinger, 1928
 John H. Busby, 1929
 Geo. W. Auch, 1930
 Ferd Korneffel, 1931
 Dr. Julius Clippert, 1932
 Edward Horning, 1933
 Edwin Kriehoff, 1934
 Mason P. Rumney, 1935

* Deceased

THE NATIONAL CONSTRUCTION SPECIALTIES COMPANY

The National Construction Specialties Company headed by George H. Stroben and John L. Warren, has opened a new office and warehouse at 5431 Wabash Avenue. The firm is handling a complete line of Form Ties, Building Accessories and Concrete Specialties, formerly handled by the Stoddard-Dick Company; and are also continuing to represent Universal Form Clamp Company, Union Steel Products Company, and the Bates Bar Tie Company. They hope to continue to serve the contractor on his specialty requirements.

A CORRECTION

Through error in our Convention number, the advertisement of James A. Moynes & Co. carried the name of Moynes-Krueger Co. as painting and decorating subsidiary.

This should have read as the James A. Moynes Painting and Decorating Co. The Moynes-Krueger Co. was dissolved some time ago.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans for new front, 2030 Park Avenue. Ready about March 27.

Bennett & Straight, 13526 Michigan, OR. 7750.—Preparing plans for 5 bedroom residence, corner Lancashire and Warwick Roads, Rosedale Park. Air conditioning, oil burner.

Same.—Preparing plans for alteration on 600 seat theatre, Greenville, Mich. Plans ready about April 22nd.

Confer, Earl L., 18970 Grand River, RE. 2714.—Plans for English type residence, 28x36, oil burner, incinerator air conditioning completed. Contracts to be let week of April 1.

Same.—Alteration to apartment building, Webb Ave., consisting of modernization of kitchens and baths, caretaker's apartment; new steam plant.

Derrick, Robert O., Inc., 35 Fl. Union Trust Bldg., CA. 3175.—Plans for Dearborn Post Office approved in Washintgon.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Plans for church, Allegan, Mich., Blessed Sacrament Parish, Rev. James Callahan, pastor, completed about April 1.

Diehl, Geo. F., 120 Madison Ave., CH. 7628.—Preparing preliminary drawings, office and sales building for Fox Film Exchange.

Same.—Preparing preliminary drawings for auditorium building. Owner and location withheld.

Same.—Preparing plans for auditorium building, Catholic parish. Take bids about April 15. 1500 seats, stone exterior. Six Mile Road and Livernois. Spanish tile roof.

Same.—Preparing plans for bottling plant, Trenton Valley Distillers' Corp. Ready in about three weeks. Reinforced construction, concrete block. 50x145, 2 stories, estimated cost \$25,000. Unit heaters. Bottling equipment by owner.

Same.—Preparing plans for Fox Film Exchange Bldg., 50x112, 2 stories. Fire-proof construction, air conditioning, vault doors, pre-view room, steam heat, oil burner, sub-contract bids to be taken.

Dise, J. Ivan, 2631 Woodward Ave., CA. 4789.—One story store, corner Woodward and Willis. Held over until March 12.

Same.—Alteration to residence for Dr. B. R. Hoobler. Figures due March 25. Bids by invitation.

Funke, Philip J.—Preparing plans for small theatre, Decatur, Mich. Local contracts.

Gould, Nathaniel O., 301 Boyer Building.—Preparing plans, Storage Building, Eloise Hospital and Infirmary, Eloise, Mich., for Wayne County Board of Superintendents of Poor. Fireproof, brick and reinforced concrete; 3 floors; 80'x240'. Estimated cost—\$282,000.00. PWA loan already granted.

Jameson, L. B., 8581 Jos. Campau, MA. 9146.—Selected by City of Hamtramck to prepare sketches for municipal hospital addition and new city hall;

also Slum Clearance and Housing Project, PWA projects.

Kavieff, Otto H., 425 Cass Ave., Mt. Clemens, Mich.—Preparing plans for boat shop and residence, 24'x60', 2 stories.

Same.—Preparing plans for 60-bed hospital. Reinforced concrete, 70'x112', 2 stories and basement.

Kuni, Wm. H., CA. 8550.—Plans for residence, Rosedale Park. Ready for bids March 25.

Lane, Davenport, Inc., 610 Donovan Bldg., CH. 6747.—Preparing sketches for library at Plymouth, Mich.

Same.—Preparing plans for 10 room addition to school district No. 5, Warren Township, Macomb County. Dependent upon PWA appropriation.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Plans for Redford Lutheran Church completed. Sibe 32x68, full basement, auditoriums. Bids due March 15. Plumbing and heating separate.

Same.—Plans for Salem Evangelical Church, Pigeon, Mich., completed about March 25. To replace building destroyed by fire.

Mueller, G. A., 1346 Broadway, RA. 3753.—Taking figures on plumbing and heating for Voight Brewery. Bids due March 24.

Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates, 606 Marquette Bldg., CA. 3353.—Pumping equipment contract for distillery, R. Cummins & Co., let to American Steam Power Co.; drying equipment, Louisville Dryer Machinery Corp.; washing equipment, Tyne Co., Louisville, Ky.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp.

Same.—Contracts on residence for R. A. Gunn—oil buring boiler, Gar Wood; carpenter work, H. Janes; accoustical materials and floor tile, Nichols Floor & Tile Co.; screens, W. L. Holden; awnings and Venetian blinds, John Johnson; painting, Hans Hansen.

Smith, Hinchman & Grylls, 800 Marquette Bldg., RA. 8825, **M. C. J. Billingham**, Kalamazoo, Associates.—Semi-final sketches for court house, Kalamazoo, Mich., completed.

Same.—Plans for alteration to store building, Broadway, not ready yet.

Same.—Plans for filling station completed.

Thompson, G. Harold, R. A., Mullet Lake, Mich.—Preparing plans for twenty bed, fire-proof hospital, Cheboygan, Mich. Bids will be asked about March 20th.

Tilds, Paul, 602 Hoffman Bldg., CA. 2610.—Bids for residence, 37x42, about March 21.

Same.—Plans for residence, 34x48 with attached garage. Bids taken March 22.

Same.—2 store building, 60x60, Woodward Ave. Held over.

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PERMISSION TO REVISE AND EXTEND

(Continued from Page 1)

certain to banish forever from our loved land the grim specter of poverty? Can any man object, on partisan grounds to a proposal that will permit us, in the inspired phrase of my able colleague, Mr. McNilwitz of Pennyworth, to

Gain Success
With EPITESS!

"I do not believe it, Mr. Speaker. I cannot believe that there will be one dissenting voice on next Thursday when I move to suspend the rules and proceed to the passage of this great measure."

—O—O—

PROCEEDINGS OF FEB. 22, 1935

Mr. Bilge: "Mr. Speaker, I find that an error has been made in the Record. In the second paragraph of my speech of yesterday, I am quoted as saying, 'This is the Bilge plan, in a nut-house'. This should read, 'in a nut-shell'. I ask that the permanent Record be corrected."

The Speaker: "Is there objection?"

The Chair hears no objection, and the correction will be made.

NEW PREFABRICATED HOME

*Haskelite's House of Special Laminated
Wood Accepts Any Design; Seeks
To Help Architects*

All this talk about boosting home building attracts the attention of manufacturers who seek to overcome the objection of engineers that more of the house should be built (scientifically) in factories, less of it built (wastefully) by piece work on the lot. Recent entrant in the prefabricated field is Haskelite Mfg. Corp., Chicago. It has perfected a system using standardized panels of its Phemaloid Compound Lumber, joined by a new process to thin steel beams and angles.

In preparing his system, George R. Meyercord, president of Haskelite, has given competitors something to chew over. He enlists support of the architect, instead of his opposition. The plan can call for a peaked roof, a mansard, a flat roof, or whatever. Mr. Meyercord does not give a cuss as long as his panels and shapes are used. He meets the demand for economy by offering materials for almost any house in units that are 85 per cent standardized.

Phemaloid Compound Lumber is nothing new, having long been used in steamers, refrigerator cars, boats, buses, etc. Its market is merely extended to the housing field. The panels are of wood cross-laminated for strength and bound together with a special synthetic resin of the phenol-formaldehyde group. Applied under intense heat and great pres-

sure, the synthetic resin melts, mingles with the natural resins, becomes a homogeneous substance stronger than mere planks. It resists mold, fungi, even vermin, since the compound is poisonous. Panels are 36 in. wide and full story high, except where windows and doors occur.

Unique nature of the panels makes possible a unique joint. Each panel is grooved to receive the flanges of light steel I-beams, channel sills and cap sections. Joints are drawn tight and secured by nails driven through the wood, through the thin steel (a patented feature) and into the wood again. Nails penetrate the cold steel because it is held drum tight. Outside joints are sealed with a mastic applied on the panel's edge at the factory. The 2 panels make an outside wall 6 inches thick. Panels are shipped in Hairfelt which is nailed in corrugations within the wall space for insulation; but other insulating may be used. The open between-space simplifies wiring and plumbing. Bathroom and kitchen panels, etc., come with pipes attached.

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Special facing or just paint can be applied outside. Roof panels come with roofing materials affixed. Interior finish of rare wood veneers is available at low cost. Veneers applied to floor panels (which join with heavier steel I-beams) come in either board or square designs. The steel industry is invited to observe that 3½ tons of steel are used

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in a 5-room Phemaloid house, or 7 times as much as in the average automobile.

It is claimed that any workman familiar with tools can erect one of these houses without previous training, that a comparison with specifications for a catalogue wood residence of the better grade will indicate that the Phemaloid house could have been built for 25 per cent less.

A sample house has been shown in Cleveland, is now being inspected in New York. It will be erected later in Chicago and may move to Washington.

BETTER SELLING CLINIC

The Detroit Better Housing Program Committee, in co-operation with the Federal Housing Administration, will conduct a "Better Selling Clinic" for the benefit of architects, contractors, builders, tradesmen and sales organization at Hotel Statler, March 25, 26 and 27.

Property owners in Detroit are now in the process of spending upwards of \$5,000,000 for modernization and repair, and it is believed that close to \$20,000,000 will be spent in the Metropolitan area for modernization and new buildings during 1935.

It is with the object of helping all organizations that the "Better Selling Clinic" has been planned and 10,000 invitations are being sent out, as admission will be by ticket, although there is no admission charge.

Modernization and repair work in Detroit are showing great gains, a considerable increase being registered during the past week. The Program Committee reports that approximately 50 per cent of the city already has been covered by 200 workers.

Building and supply dealers also report greater interest in modernization and also say that an increasing number of inquiries are being received regarding new construction.

At the "Clinic" in Hotel Statler, leaders in sales and industry will be in charge.

19

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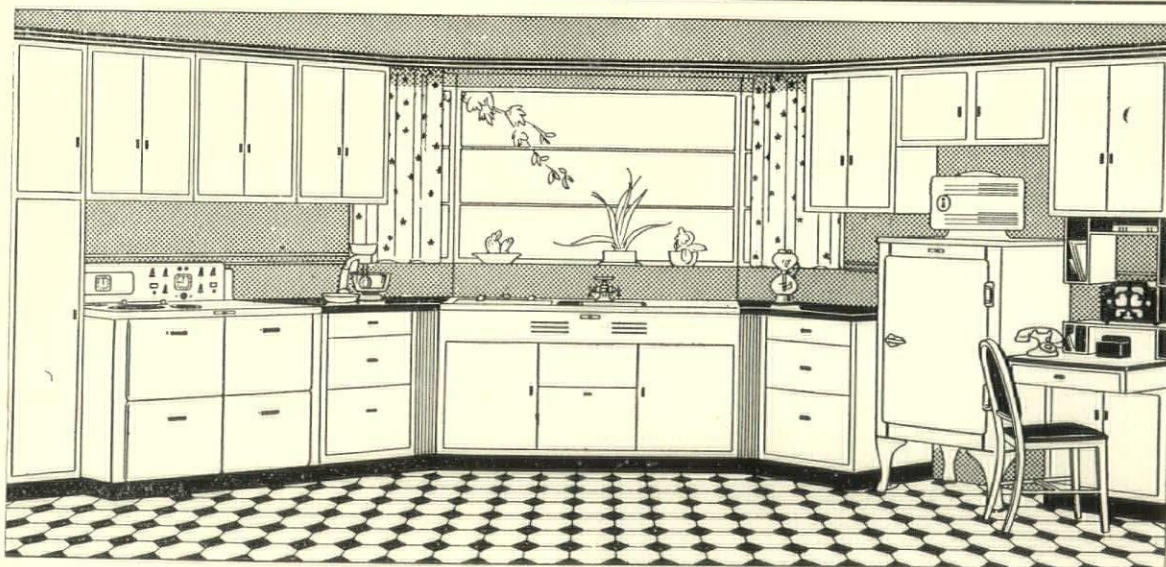
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RADIO ENGINEERS OFFER SERVICE TO ARCHITECTS

Assistance to architects in the design of radio and sound systems for schools, auditoriums, churches, large private homes, etc., is being offered by Jones & Polk, radio engineers, 453 East Jefferson Avenue, Detroit.

With a wide background in the radio and sound field, Jones & Polk can offer the benefit of their years of experience in a field which they believe, because of its comparative newness to the architect, will go a long way toward obtaining the maximum results for the client in equipment of that nature.

According to Mr. Stanley C. Polk, of that firm, there is evidently a desire on the part of the architects for up-to-date information in the rapidly changing field of radio and sound. "We have found, especially in fine residences, that the owner has a preference for a concealed, remotely controlled radio and record system, but is unwilling to discuss equipment until the home is ready for occupancy. Then, when the equipment is selected he is surprised to learn that sufficient wiring has not been provided, or conduit too small to take the remote control cable is installed, and improper placing of speaker openings makes it impossible for him to obtain the maximum enjoyment because of acoustical conditions.

"Obviously, the proper procedure is for the architect to offer his suggestions when plans are being prepared. For this reason we are pleased to assist wherever we can. The fact that we have equipped the homes of many prominent Detroiters with Stromberg-Carlson apparatus is, we believe, a recommendation.

"The increasing demand for quality sound systems for schools and other public buildings, leads us to believe that we can render service to the architects at this time. We will be pleased to supply interested architects with data concerning our jobs already in use here."

NATIONAL RECOGNITION FOR EXCELLENCE IN REMODELING AND RENOVATING

In keeping with the trend toward a positive reconstruction of business and community life, "Good Housekeeping" announces a definite incentive to home-lovers to remodel houses and to renovate interiors.

FIFTY AWARDS

Two National Gold Medals—Forty-eight State Medals

To show the infinite possibilities of remodeling and renovating, and to stimulate work of this character, Good Housekeeping Studio and a distinguished jury composed of members of The American Institute of Architects will make a national award of two Gold Medals: one to the best remodeled house and one to the best remodeled room or interior, begun and completed between June 1st, 1933 and June 30th, 1935, and submitted by an architect or owner, from any section of the country.

Awards For Each State

"Distinguished Mention" and a bronze medal will go to the next best in each of the two classes from each State of the United States. This makes two National Gold Awards and forty-eight Bronze Awards. Duplicate medals will go to both owner and architect of the winning designs.

Prize-winning photographs and plans will be hung in architectural exhibits throughout the country.

Good Housekeeping reserves the right to show in its pages the prize-winning houses and rooms. The

names of those receiving awards will be given, and the locality of each house and interior.

Payment For Accepted Material

In addition to the opportunity to win one of the above-mentioned awards, an opportunity for money compensation exists in the fact that Good Housekeeping will pay for material used (description and photographs) at regular publication rates.

Time Limit Extended

Due to the tremendous interest in Good Housekeeping's Remodeling Contest, and to the fact that many people have asked for more time to plan and get their work under way, the time limit has been extended to include two full building seasons. Any remodeling begun and finished during the years 1933 and 1934 and up to June, 1935, is now eligible for entry. The contest closes June 30th, 1935.

Those interested should write Helen Koues, Director Good Housekeeping Studio of Architecture and Furnishings, 57th Street at 8th Avenue, New York City.

ENDORSEMENT OF THE ARCHITECT

Many members of the architectural profession have noted with appreciation the action of various outstanding manufacturers of high quality products—in commending to the public the services of the architect and the value of architectural service.

Two notable recent examples are:

The Otis Elevator Company—whose current advertisements in "Fortune", "Time" and "Business Week", prominently display a box statement, reading thus, "Consult your Architect—a relatively small expenditure on building modernization is solving the tenantry problem for many building owners. Your architect can show you how a modernization appropriation can be used to advantage."

Also, the American Radiator Company in a recent announcement, calls attention to their February broadcast, and to Graham McNamee's message in behalf of the Architect.

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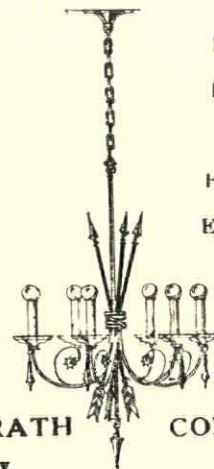
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Others are likewise giving recognition to that community of interest which exists between the architect and the maker of quality building materials and products.

On this subject the Editor of the American Architect says:

"From time to time building material producers have given the public good advice either in their advertising or radio broadcasts. Among these may be mentioned Johns-Manville and the American Rolling Mills. The General Electric Company has recently inaugurated an American Home radio program. It is broadcast over the NBC national network at 12:15 E.S.T. on Sundays. The first program made frequent mention of the architect.

"In Texas, the Texas Retail Lumber Association sponsors a weekly radio program. Emphasis is placed on the desirability of home builders engaging an architect to help plan and advise them on their building problems.

"All these efforts are commendable and deserve appreciation of the entire architectural profession."

—THE OCTAGON.

"PLASTER CRACKS"

Kenneth M. Murchison, Vice-President of the Central Savings Bank of New York, was the speaker at a recent luncheon of the New York Building Congress, on the subject of the building industry and the rehabilitation problem confronting the savings banks. His talk was called "Plaster Cracks."

"In this year, as in several years past," said Mr. Murchison, "the architects and builders are in the doldrums and the mechanics are just as bad off. There isn't much hope of any new buildings along commercial lines for some time to come, at least until more of our old buildings fill up, but there is hope of a lot of alteration work and repairs. If you can't eat cake, why not try for something less toothsome but just as filling? Better an alteration to a tenement house than sitting on a drafting stool all day looking out the window at unoccupied office buildings!

"As a matter of fact, architects are beginning to get jobs. Many will be employed by the Federal Housing Administration in appraising residential property in sixty-one centers. They seem to be in direct conflict with the policy of the Treasury Department in Washington, which, after assuring the architectural profession that private architects would be employed on all projects costing over \$60,000, changed its august mind and is now employing architects on a salary basis, as draftsmen, carrying out their ideas in the office of the Supervising Architect of the Treasury, thus smothering in many cases the originality of the architect's design and submerging his individuality. I heard of one architect who was offered fifty dollars a week to design a \$2,000,000 Post Office! How does one live in Washington on fifty dollars a week? To abandon commentary on the value which our paternal government puts upon brains and skill.

"Architects are also being hired to explain things. That is what they are used to. It is what they have been doing all their lives—more or less successfully. But this time they are on exhibition at 300 Madison Avenue, explaining the Federal Housing Act and why no housing is being built!

"Even the Federal Housing Administration is waking up to the fact that they can't do anything in new buildings in Manhattan. So they are going to do a rehabilitation job on Avenue A and rent the apartments for five dollars per room per month, a low price for a steam-heated house, and probably less than the owners of the new block-front building adjacent to this Federal Housing Association building expect to get.

"In the matter of their apartment houses, as well as their tenement property, the banks and insurance companies are opening their long-shut eyes. All those sixes and eights and tens are now being cut

down to twos and threes and fours, thus meeting the ever-present demand for a closer huddle, and thus filling up the vacancies. Every day we read of certain buildings, which, after having been remodeled into small suites, are fully rented. And on the West Side for instance, real estate men state that the small suites are over 94 per cent rented although they quote many as being 100 per cent rented. That in itself is a healthy sign. Again, in Washington Square, where the long-haired Tintoretto and Velasqueses of Greenwich Village congregate, the vacancies are now 9 per cent instead of 13 per cent as of last year. So, perhaps, the portrait sitters are paying up for said portraits and the landlords are looking on life with a new hope.

"The banks are going ahead on the elimination of their plaster cracks in different ways. Some give their jobs to one architect to work out; others have several architects whom they call in; many seem to be employing registered architects on a salary basis. My own personal opinion is that a bank, with a lot of tenements and apartments and hotels on its hands, may well employ an architect on a weekly salary basis to make a survey of its property and to handle the rough-and-ready alterations, putting in hot water or steam and getting the bad air out of the flats. But when it comes to a real alteration of any size, I am very much in favor of employing a good architect and a good builder to do

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the job. The property already belongs to the bank or to the insurance company and is liable to again belong to them if things go wrong with it. So why not do a good job at the beginning? The advantage being that besides being rentable, the property becomes saleable and can be marketed.

"There doesn't seem to be much hope of new construction in the tenement districts, or even in the \$7 and \$8 a room neighborhoods, on account of the great number of vacancies. But what is encouraging though, is the fact that the rehabilitated buildings fill up with surprising swiftness. The minute the neighborhood sees rickety fire escapes being made into real fire escapes, and painters going in and out covered with calimine, they flock into that particular building and drive the cucarachas out of it into the next apartment house.

"Certain agencies have been set up to help us in getting rid of our plaster cracks. One is the Rehabilitation and Modernization Association, a non-profit-making group of interested men, organized for the purpose of assisting the real estate situation by making constructive suggestions and by finally approving or disapproving projects which have been submitted to them before finally being put up to the banks or other lending institutions for additional loans.

"The Savings Banks Trust Company, an organization whose stockholders consist of mutual savings banks, has set up the machinery to help out mortgaged properties and is now ready to go. For instance, a savings bank, having loaned up to the legal limit of 60 percent of the then appraised value of the property, can now make an additional loan on its mortgaged property through the co-operation of the Savings Banks Trust Company. This is in itself a tremendous step forward. Not only will it make expensive foreclosure unnecessary in certain cases but it will be the means of pulling property out of the red into the black."

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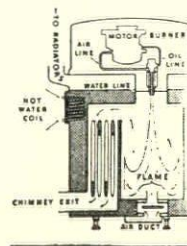
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