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WEEKLY BULLETIN



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Vol. 9

DETROIT, MICHIGAN, APRIL 2, 1935

No. 14

THE REBUILDING OF WESTERN HIGH SCHOOL IN DETROIT

A TALK BEFORE THE DETROIT BOARD OF EDUCATION, MARCH 26, 1935

By BRANSON V. GAMBER, A. I. A.

The architectural profession and the construction industry hope that a recently announced intention of the Detroit Board of Education will not be carried to fulfillment. This was to the effect that plans for the proposed new Western High School building would be drawn by architectural designers, draftsmen and engineers to be hired by the Board of Education, under the direction of the Department of Buildings and Grounds; this engineering and drafting force to be augmented by assistants furnished by the local Emergency Welfare Relief Administration.

If such a plan were to be followed, it would establish a precedent for every Board of Education in the state, as well as every other Board and Commission which has the authority to erect, or to recommend the erection, of public buildings. This would deal a tremendous blow to the architects of this state.

Architects' Luncheon

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

A resolution protesting this action was passed by the Michigan Society of Architects at its annual convention in Detroit on March 15th, and was sent to the Detroit Board of Education. It is assumed that the members of the Board are familiar with the nature of the protest which was contained in that resolution.

Architects consider their profession to be as ancient, honorable and dignified as any other profession. They particularly compare it with the medical profession, which is represented on this Board by two of its distinguished members. The State of Michigan, like many other states, has established Commissions to license the practice of architecture, similarly to other professions.

The important work of planning and designing a building which is to house hundreds of Detroit's children, in safety, comfort and in healthful surroundings, should be done by practising architects.

We protest against the employment of those calling themselves architects who may be on the welfare rolls. We respectfully ask the two eminent members of the medical profession, who are

members of this Board, if they would countenance the employment of individuals of questionable qualifications, selected from the welfare rolls, to perform the necessary and important medical and surgical services required in this locality.

The proposed plan of the Board of Education, as described above, is another step in the general tendency to socialize business, industry and the professions in this country. As such we protest against it, or any other form of regimentation.

This protest by the architects' organizations is similar to those made by other groups and organizations. For example, we quote the following from a letter, dated December 18, 1934, which was sent out by the Wayne County Medical Society:

"We wish to call your attention to certain efforts which are being made to socialize the practice of medicine. Should these efforts meet with success, the first stake in the claim toward general socialization will have been driven."

Again quoting the above letter with its interlineation:

"Business men and industrialists should be the last persons to promote socialization of business and industry in America."

Surely both Dr. Shurly and Dr. McClain will admit that the members of the architectural profession have an equally valid claim, and an equal right with the medical profession, to protest against such methods. Surely the members of this Board will not deny the truth of this statement, which applies with equal force, to all professions.

The members of the architectural profession are also citizens and tax-payers in their respective communities. They object to competition in their own field by departments of the Government, whether municipal, state or national. If the Board of Education of Detroit carries out its intention, it will be competing with privately practising architects,
(Continued on Page 4)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Mason P. Rumney, President; H. Eugene Webb, Vice-President; Albert Beever, Vice-President; Claude Flier, Treasurer; Edwin J. Brunner, Secretary.
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 439 Penobscot Bldg., RAndolph 5500 Edited by E. J. Brunner

Two Months Figures

Detroit during January and February of this year showed a building gain of 36 per cent over the same two months of last year.

The gain in new building was 82 per cent, but the loss of remodeling, alterations and repairs was 8 per cent.

January and February 1935		
	No. Projects	Valuation
New Buildings	236	\$972,226
Alterations	332	505,752
TOTAL	568	\$1,477,978

January and February 1934		
	No. Projects	Valuation
New Buildings	145	\$532,420
Alterations	358	548,915
TOTAL	503	1,081,335

Probably the most startling thing about these figures is the better showing of alteration work last year than this year. With the FHA program in process it would seem that the repair work should make a better showing this year. However, there is another factor which enters into the volume of this work, namely the activity of the HOLC. This was greater last year than it was during January and February of this year, and while but a small percentage of HOLC work is actual repair construction, that small percentage accounts for the difference.

Another aspect of these figures of interest is that during January and February last year we built approximately one-eighth of the twelve months valuation of construction which is an unusually large percentage for the first two months of any year.

While anything may happen during 1935 it seems logical from the outlook to predict a rising percentage of work from now on. In fact, the Parcel Post project alone will boost the total for this year considerably and the slum clearance project will add some round millions to the total.

Single house construction is accelerating and the FHA and other influences are loosening mortgage money and will continue to do so. The HOLC will shortly come back into the field with expenditure of considerable money for repair work.

A general survey of architects' offices gives one the impression that the feeling that considerable work of a private nature will go ahead is much stronger than it has been in the past. And in fact such a feeling, so far this year has been backed

up by the news of projects which have progressed.

Predictions, of course, are merely predictions. There is a big majority who predict considerable more activity from now on throughout the year. A lesser number believe there will develop a boom.

Simply as a matter of awakening interest, I here-with take the big chance of making an estimate of what will happen this year in comparison with what actually happened last year.

Type	Detroit Valuation, 1934	My Estimate For 1935
Residences (single)	\$2,351,552	\$4,000,000
Residences (2 apt.)	32,900	150,000
Stores and apts.	10,000	80,000
Stores	365,605	350,000
Slum Clearance		4,000,000
Office Buildings	36,000	400,000
Public Buildings		1,100,000
Banks		
Factories	1,670,180	2,000,000
Schools	50,000	1,000,000
Clubhouses	48,800	
Churches	33,530	
Theatres	80,000	100,000
Garages	230,930	100,000
Gas Stations	197,100	150,000
Storage	224,613	200,000
Warehouses	256,200	200,000
Garages and Sheds	189,207	200,000
Miscellaneous	185,000	200,000
	\$5,961,617	\$14,230,000
Alterations	2,874,941	4,000,000

GRAND TOTAL \$8,836,558 \$18,230,000

The above figures in the left hand column are actual figures for 1934 from the Detroit City Department of Building and Safety Engineering. The figures in the right hand column are merely a guess.

Now here is what I suggest. Put your guess down alongside mine, and see which one of us is the best guesser. This is excellent practice for anyone who has to make out a budget in these stirring times.

OBERBECK—NEW LINE

Ernest Oberbeck Inc., 2539 Woodward Avenue, through Ernest Oberbeck, well known veteran member of the Builders' and Traders', announces the addition to the lines he represents the Blaski skylight, a puttyless, ventilating skylight manufactured by Blaski Manufacturing Co.

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THE TRIALS OF AN EDITOR

By Roger Allen, A. I. A.
Editor, Grand Rapids Chronicle

"Complaints are being heard on every side that The Bulletin frequently prints material marked by undue levity," asserted Roger Allen of Grand Rapids, owner of a squidget farm and expert viewer-with-alarm, when interviewed by himself at his palatial summer home, Dandruff on the Knob, today.

"This must cease. The tone of our publication must be kept high. Architects as a class are stiff and unbending, although I saw several at the recent convention who were not stiff. Or at least not very stiff. Be that as it may, I reiterate that Talmage C. Hughes, editor of The Bulletin, is undermining the profession by constantly printing material in which it is made to appear that architects are just folks. Who does he think he is, Eddie Guest? I am investigating the rumor that Hughes is in the pay of Moscow.

"My idea of the proper type of material for use in The Bulletin can be gauged by a survey of the following list that I have compiled, of articles of timely interest and in perfect good taste. I suggest articles on the following subjects:

1. How To Repair Bridges That Cave In; or the Prevention of Fallen Arches.
2. Love Among the Logarithms; or Mayhem and Mathematics.
3. The Design of Municipal Buildings in Odessa, together with the score of the Odessa civic song, "Odessa Little Love, a Little Kiss."
4. The Advantages of Bituminous Aggregate In Free Standing Pendentive Arches, With or Without Mustard, or How To Make Distant Relatives Keep Their Distance.
5. The Advantages of the Old-Fashioned Woodshed for Heir Conditioning.
6. Shall We Pay Our Blue Printers or Let Them Keep Their Amateur Status?

"These few suggestions will suffice to indicate the type of material that most architects prefer, especially architects with insomnia. Printing material of this nature will satisfy all but five or six hundred of our five or six thousand readers and I trust that as much time as possible will be lost in putting my suggestions into effect. I have been deeply humiliated by the mistaken impression that has arisen that I, myself, have written articles for The Bulletin that a person could read without yawning; this is a base calumny. I yield to no man in my love of the flag, my reverence for true womanhood and my regret for the state we are in, which I think, is Michigan, but I am not sure, as I have mislaid my road map.

"Let this warning be sufficient to end an abuse that, if persisted in, will wreck the ship of state when the red hand of treason strikes at the root

of the Republic and brings the blush of shame to the cheek of the Statue of Liberty. What do you like in the fifth race at New Orleans?" concluded Mr. Allen.

WHERE DO EVICTED SLUM DWELLERS GO?

By G. Frank Cordner, A. I. A.

To those who go about the land speaking on Slum Clearance and Housing there is put invariably the query, "When their dwellings are torn down, will not the slum dwellers move to other parts of the city and create more slums?" We now have two definite and accurate answers based on careful surveys in New York City and Cleveland.

In the former place the Lavanburg Foundation traced the exit of 386 families from the famous "Lung Block" on the Lower East Side on which the new Knickerbocker Village was erected, to their new homes. The results indicated that 86% settled in the blocks adjoining the district they had just left and the remaining 14% scattered all over the Metropolitan district, into New Jersey, one went to Pennsylvania and three families returned to Italy.

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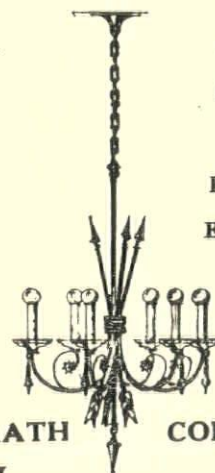
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THE REBUILDING OF WESTERN HIGH SCHOOL IN DETROIT

(Continued from Page 1)

who are desperately striving to maintain their existence. If privately practising architects are retained to draw plans and specifications for Detroit school buildings, their own assistants will again receive employment.

The practising architect, like the medical practitioner, is invested with certain responsibilities to the community. He is responsible for the health and safety of the individuals who use the buildings which he designs and supervises, as well as the protection and preservation of the buildings. His training and experience qualifies him to find the proper solution of the problems involved; to plan and equip the building according to the best and most modern standards; to consider the factors of safety, comfort, durability, fire-resisting materials, sanitation, economical construction, low maintenance costs and beauty of design.

The Board does not realize, but should be informed, that the proposed hiring of designers and engineers for periods varying from six to thirteen weeks would not be sufficient time in which to prepare properly the working drawings, specifications and details for such an important project. The amount of money set aside by the Board for this drafting service, namely \$4350.00, will not provide more than a good start in the preparation of plans and specifications, made under such conditions. Furthermore, the use of assistants contributed by the Welfare Relief Administration limits their services to a maximum of twelve hours a week. The amount of money estimated by the Emergency Welfare Relief Administration for the drafting services which are to be contributed to the Board, namely \$4316.00, will not appreciably advance the progress of this work, and represents a waste of the greater part of such an expenditure.

How could this work be co-ordinated and how completed under such an arrangement? The practising architect, with years of experience, can prepare the plans and specifications properly and expeditiously only by using his trained, expert organization. Furthermore, his experience in dealing with all elements of the building industry prevents the vexatious and expensive delays which always occur under such a program as the Board has outlined.

We are informed by our legal counsel, that the Board of Education is obliged to employ, under the customary contract, a registered architect. We sincerely trust that the Board will discharge this obligation in justice to the architectural profession and because it has this duty to perform in the interest of the tax-paying citizens of Detroit.

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WHO used a nail punch instead of nails to make the wood "look near all steal"?

WHO let the rafters run through the flues to "tie in the chimney"?

WHO used a small flue "to make the smoke go up the chimney faster"?

WHO used a mix of 1 to 2, "1 shovel to 2 wheelbarrows"?

HE is the guy who tells the world, "Don't use an architect, they ain't practical".

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Sally Eilers and Lee Tracy in "CARNIVAL"

Saturday, 11 P. M.—John Boles in "MUSIC IN THE AIR"

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans for alteration to 2030 Park Avenue. Work to begin April 2.

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.

Same.—Preparing plans for 1500 seat theatre. Location—Dearborn, Mich. Entrance lobby 60x118'. Theatre auditorium 146x90'.

Confer, Earl L., 18970 Grand River, RE. 2714.—Excavating contract on residence, Rosedale Park, let to Herbert Hulbert; plumbing, Joseph D. Naylor.

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 Washington.

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, George F., 120 Madison Ave., CH. 7268.—Fox Film Exchange plans ready about April 7.

Same.—Preparing plans for new reinforced concrete bottling plant, Trenton Valley Distillers' Corporation. Ready about April 10.

Same.—Preparing plans for chapel building, Catholic parish. Take bids about May 1. 1,500 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.

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

Same.—Alteration to residence for Dr. B. R. Hoobler. No contracts let as yet.

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, 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.

Malcomson & Higginbottom, Architects, Ralph Calder, Associate.—Contract on lighting fixtures for Baptist Children's Home, 13 Mile Road, let to C. J. Netting Co.; hardware, John Freeman.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Plans for alteration in north gallery of Woodward Avenue Presbyterian Church ready for figures March 29. Bids by invitation.

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. 3763.—Taking figures on plumbing and heating for Voight Brewery. No contracts let as yet.

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

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. Contracts let soon.

WANTED—Used drawing tables. Call OR. 7750.

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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It is also interesting to note that several families, seventeen in number, who resided in the same tenements in the condemned area moved in groups to occupy flats in the same houses in new locations, close to the old. Generally speaking, in their new locations there has been some improvement as to physical facilities, notably an increase in the number of bath rooms and private toilets.

Another study more recently made covered the Cedar-Central Slum Clearance district in Cleveland, the buildings on which have been demolished. I quote from a report by H. W. Green:

85% of the families moved less than a mile	
6%	from one to two miles
4%	two to three miles
5%	more than three miles

100%

Most of the Negro families, making up 57% of all the families, relocated nearby. Ninety-four per cent relocated within a mile; 4% from one to two miles; and 2% from two to three miles. Of the white families relocated, 74% stayed within a mile; 9% within two miles; 6% within three miles and 11% moved more than three miles.

The answer to the lead-off question is, therefore, very definitely, No! The scattered ones are not concentrated, but are absorbed into the district into which they move, without any fearful consequences whatever.

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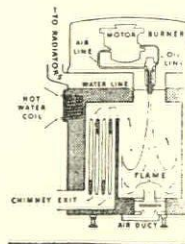
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DETROIT, MICHIGAN, APRIL 9, 1935

No. 15

TWENTY-FIRST ANNUAL CONVENTION, MICHIGAN SOCIETY OF ARCHITECTS

As Reported by Frank H. Wright, Secretary

President Clair W. Ditchy called to order the 21st Annual Meeting of the Society Friday morning.

After appointing Messrs: Kressbach and Hoffmaster as tellers on election of officers, he offered a warm welcome and greeting in his opening address in which he gave a brief outline of the Society's ambitions, an outlook of architecture and the building industry in general. The tendency of the Society he stated, has always been to cooperate with the various building organizations. "You have probably noticed the word Architect is pronounced more correctly now, as a result of the publicity we have been receiving," he said.

Some further notes taken by secretary Wright on President Ditchy's talk are as follows:

Architects' Luncheon

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

It is our duty to serve our public architecturally to the best of our ability, and by so doing, we shall all be kept busy. The best buildings have been and always will be the ones designed and supervised by architects. The public should know this, and we are getting this fact before them through better service.

We can take our lessons from the experiences of other organizations. This, I feel, would make us a better society and help to sell architecture to the public, to educate the public, and those within our society to protect the weak members and better serve the high ideals we hold.

Our dues which are now small should be paid by every member. A portion goes to the A. I. A. who are solving some very vital problems to help every-

one in the profession. Some of the work in Washington is now being done by architects on a salary, and this is much better than doing nothing at all.

The Michigan Engineering Society is closely allied to us. They had your president elected on their board of directors, so this puts us in close contact with the engineers and their activities throughout the state.

SPECIAL NOTICE TO ARCHITECTS

Watch this space for important announcement next week of

CHAPTER-SOCIETY MEETING

Wednesday Evening, April 17th. Keep this date open for something special.

We are represented on some of the committees of the Board of Commerce of this city. Just lately the Detroit Historical Association has asked us to assist them with a replica they are making of the old Fort Ponchartrain and they are relying mainly on us.

The Builders' and Traders' Exchange of Detroit and the Producers' Council Club of Michigan and
(Continued on Page 4)

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FIFTIETH ANNIVERSARY BANQUET

The ideal setting for a real get-together of Detroit's Building Construction Industry. And—the industry is going to be there. The reservations so far are very gratifying—architects, contractors and suppliers.

Builders' and Traders' Exchange

Yes, the organization is fifty years old, and a surprising number of the "old timers" will be there.
 at the

Detroit Leland Hotel

There will not be so many speeches, but what there will be will be good to hear. Malcolm Bingay, editorial director of The Free Press will be the principal speaker.

Thursday, April 11, 1935 at 6:30 P. M.

And at six o'clock and from then on to the banquet which will be in the ballroom, the English Room, which will hold three or four hundred, will be open to us as an entertainment room.

In order to make this event a success, reservations must be in before hand. Do not wait to buy your ticket that evening.

NATIONAL ESSAY COMPETITION ON THE SUBJECT "HOME"

Sponsored by Federal Housing Administration

An important invitation has been issued to all Industry interested in the Better Housing Program to participate in a national essay contest with the aim of far reaching and effective cooperation.

"It is believed that this plan will focus the attention of the youth of America on its home and will further the education of many families as to the benefits of the Better Housing Program with resultant stimulation of the Building Industry," states B. J. Flynn, Director, Industrial Division of FHA.

The Contest

Industries Award Committee
NATIONAL RADIO-ESSAY CONTEST, "HOME"
 April 1 to July 4, 1935

Sponsored by
 Federal Housing Administration, Industry, National

Educational and Civic Groups and Radio Broadcasting Companies TO THE WEEKLY BULLETIN:

The Building Industry and the Federal Housing Administration, in cooperation with national educational and civic organizations and radio broadcasting systems, are conducting a radio-essay contest in the high schools of the country. The subject of the continuity to be prepared by the students is "Home", and over five and a half million pupils will have an opportunity to participate.

It is planned to open this contest in all of the 26,000 high schools on April 1st. The schools of New York, Chicago, Oklahoma, Florida, Maine, the Southwest and the Pacific Coast have already signified to the Federal Housing Administration their desire to cooperate in the endeavor to carry the story of Better Housing into millions of homes.

The purpose of the contest is to focus the attention of young America on HOME and should create a greater interest in Building Activities.

(Continued on Page 23)

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Alteration to 2030 Park Ave. Change in plans.

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.

Same.—Preparing plans for 1500 seat theatre. Location—Dearborn, Mich. Entrance lobby 60x118'. Theatre auditorium 146x90'.

Confer, Earl L., 18970 Grand River, RE. 2714.—Contracts let on residence, Rosedale Park. Mason's supplies, Stockwell Fuel & Supply Co.; rough lumber, Currier Lumber Co.; carpenter labor, Jno. Graham.

Same.—Plans for furniture store, N. W. Section, 42x100, 1 story, balcony, brick, limestone.

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 Washingtgon.

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, George F., 120 Madison Ave., CH. 7268.—Fox Film Exchange plans ready about April 8.

Same.—Preparing plans for chapel building, Catholic parish. Take bids about May 1. 1,500 seats, stone exterior. Six Mile Road and Livernois. Spanish tile roof.

Same.—Preparing plans for bottling plant, Trenton Valley Distillers' Corp. Ready about April 13. Reinforced construction, concrete block. 50x145, 2 stories, estimated cost \$25,000. Unit heaters. Bottling equipment by owner.

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

Same.—Alteration to residence for Dr. B. R. Hoobler. No contracts let as yet.

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.

Kahn, Albert, Inc., New Center Bldg., MA. 7200.—Contracts on gear and axle plant, Holbrook Ave. Structural steel, J. A. Utley Co.; plumbing and heating, Donald Miller; general contract, O. W. Burke Co.

Same.—Contract on Ford Rotunda Building let to W. E. O'Neill Construction Co., Chicago, Ill.

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.

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, Geo. D. & Co., 409 Griswold, RA. 7850.—Alteration in north gallery of Woodward Avenue Presbyterian Church being considered by owners.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Plans for Salem Evangelical Church, Pigeon, Mich., completed about March 25. To replace building destroyed by fire.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp. Ready about April 15.

Thompson, G. Harold, R. A., Mullet Lake, Mich.—Preparing plans for twenty bed, fire-proof hospital, Cheboygan, Mich.

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. Contracts let soon.

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TWENTY-FIRST ANNUAL CONVENTION
MICHIGAN SOCIETY OF ARCHITECTS
(Continued from Page 1)

all the other building organizations throughout the city and state are looking more and more to us, which helps to bind us closer together for the betterment of one of the largest industries in America.

We want to extend a most cordial welcome to our members and friends throughout the city and state.

We are organizing groups or regional affiliated societies throughout the state for the reason that we feel that we will accomplish better and quicker results with smaller groups. We know that all are more likely to talk and become better acquainted with each other and the local problems also will give us more reasons to hold future M. S. A. conventions throughout the state.

The secretary was asked to read several telegrams and letters to the convention.

The President asked for reports of officers and committees, and those printed in the Weekly Bulletin of March 13, 1935 were approved

The minutes of the 20th annual convention as printed on March 1st, 1934 were likewise approved.

Mr. Marr chairman of resolutions committee called on Mr. Frank Eurich to read a rough draft of a resolution regarding the rebuilding of the new Western High School Bldg. as follows:

THE REBUILDING OF WESTERN
HIGH SCHOOL, DETROIT

*A Resolution Passed at the 21st Convention
of the MSA*

WHEREAS, the Detroit Board of Education has recently taken action recommending that the plans

and specifications for the proposed new Western High School Building shall be prepared, by assistants furnished by, or secured through, the FERA who shall function as architects or draftsmen under the direction of the Director of the Department of Buildings and Grounds of the Board, and his assistants, and,

WHEREAS, the architectural profession has in years past enjoyed the confidence of the Board of Education, and earnestly desires to continue in such relations of mutual confidence and respect, and

WHEREAS, the architectural profession is today struggling to maintain its very existence, due to the unprecedented prostration of the construction industry, and there are resident in Detroit many capable and qualified architects who have long been citizens and tax payers, and have been without work for a long period of time, and,

WHEREAS, such qualified trained architects are ready and anxious to assist the Board in any of its present and forthcoming construction projects or programs, which require trained and experienced technical guidance, and,

WHEREAS, it is to be pointed out that such action as contemplated by the Board of Education is in direct violation of the governing clauses of the National Recovery Act, and,

WHEREAS, it is further to be pointed out that there exists on the statutes of the State of Michigan a law which makes it illegal that plans and specifications for the erection of a public building by state, county or municipality, be prepared by other than officially registered architects or engineers, functioning under their own names, and,

WHEREAS, such action by the Detroit Board of Education, as herein described, would not only be a blow to the architectural profession and the entire construction industry, but will place the City in the position of competing with its own citizens, and, finally,

WHEREAS, such action by the Detroit Board of Education will establish a precedent for other Boards, Commissions and Committees throughout the State, which is inimical to the interests of the entire construction industry, now, therefore,

BE IT RESOLVED that The Michigan Society of Architects, in convention assembled in Detroit, this fifteenth day of March, 1935, does protest the above described action of the Board of Education of Detroit, and respectfully requests that such action be reconsidered and that regularly registered architects be employed to prepare plans and specifications and supervise the construction of this new school project, and future school building programs, in the usual manner and in accordance with the regularly established code of practice, and,

BE IT FURTHER RESOLVED that the Michigan Society of Architects instructs and directs its officers to present this Resolution to the Detroit Board of Education at its next meeting on Tuesday, March 26th, 1935, and,

BE IT FURTHER RESOLVED that this Resolution shall become an official part of the minutes of this convention and shall receive full publicity, as may be directed by the officers of the Society.

Signed: CLAIR W. DITCHY,
President.

Attest: FRANK H. WRIGHT,
Secretary.

The motion was carried.

Mr. Richard Marr called on Mr. Sorenson to read a resolution concerning a proposed Building Code for the State of Michigan which was as follows:

PROPOSED STATE BUILDING CODE.

Your committee to which the subject of a proposed Building Code for the State of Michigan was referred has given such attention to the details of this question as the limited time at its disposal would allow and would report its findings for your con-

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sideration.

There are now in the Statutes many laws regulating the construction and use of all classes of buildings the responsibility for the enforcement of which is scattered in a number of departments of the State Government and these regulations having been passed at various times are more or less unrelated to one another as to their application whereas it would appear that their effectiveness would be increased and their enforcement would be simplified were they set up under a single code.

Further there are at the present moment laws looking to the protection of the public against fire before the legislature which have apparently been hastily thrown together by those inexperienced in the consideration of such subjects.

According to published statistics the recorded loss by fire in the United States for the period from 1916 to 1932 was over 7½ billion dollars an average annual loss of over 480 million dollars to which staggering sum must be added the unrecorded and uninsured losses.

Were there to be a disaster each day in the year equal in the numbers of fatalities to nearly twice that in the recent disaster in Lansing there would be a pressing demand on the part of the people of our country that something be done about it, yet, published statistics inform us that some 16,000 lives are lost by reason of fire each year in our country or an average of some 43 for each and every day.

It is an unquestioned fact that many structures to which the public is invited or attendance in which is required by law or circumstances beyond the persons control and which structures embody the most serious hazards to life by reason of fire or panic as a result of fire and there is likelihood that more of such structures will be constructed in the future unless we are to profit from the lessons of the past, and take such measures as are necessary to protect ourselves against this danger by proper regulation of the construction of such institutions.

Other considerations affecting the health and safety of the people of our commonwealth are embodied under laws governing housing, zoning, sanitation, ventilation etc., all of which it would appear should be considered and embodied in a comprehensive building code if any laws covering this subject should be contemplated in the near future.

Whereas it would appear that this body composed of men trained and experienced in the matters of this nature and competent to judge as to these questions would be remiss in its duty to the public were it to fail to bring those matters to public attention.

Your committee further realizes that the preparation of a State Building code is not a matter for hasty or uncomprehensive consideration but should be approached with great care and deliberation by those conversant with the subject in its entirety.

Therefore be it resolved that this convention go on record in these matters and recommend that in the interest of the protection of the lives and health of our citizens that the subject be brought to the attention of the Honorable Governor of our State as well as to our representatives in the legislature and that before any further legislation be passed on this subject a commission of citizens of our state conversant with the subject be appointed to examine fully into the whole subject and to recommend such legislative action as the facts so found may justify.

It is further recommended that inasmuch as work of this nature requires great skill and a thorough knowledge of the subject besides certain research involving time and expense that the legislature of our state appropriate sufficient funds to cover the cost of the work of such a commission and that this commission be clothed with authority to formulate a Building Code for the consideration of the legisla-

ture should such a course be in keeping with its findings.

Committee —

N. CHESTER SORENSEN
HARRY L. MEAD
RUSSELL ALLEN.

The motion was carried.

The meeting adjourned at 12:30 P. M.

LUNCHEON, FRIDAY

President Clair Ditchy introduced Mr. Frank Eurich who in turn introduced Mr. Theodore H. Hinchman of the architectural firm of Smith, Hinchman & Grylls.

Mr. Hinchman, vice-chairman of the State Planning Board of CWA spoke of his work on that board and secretary Wright's minutes in part are as follows: Five or six thousand white collared men must be taken care of, put to work earning money to support their families and themselves. So they first organized an advertising campaign, then the architects such as Mr. O'Dell, Mr. Cordner and many others to contact different groups of professional men, the social bodies etc., concerning various projects, from small simple homes up to great international projects, Airports, Bus Terminals, P. W. A. projects etc. The State has been divided into nine different districts, and they are getting lists of men such as laborers, white collar, colored, etc., to determine the kind of employment needed. The work is divided to go approximately: 53% Highways, 12% Building, 8% Housing projects and the remainder Miscellaneous.

They found that in smaller communities the entire working class were unemployed. In Grand Rapids 80% of the furniture workers are out of work but only 2% are on relief rolls. They have in mind a great Saginaw Valley development, forestry, sewer systems, streams, etc. There is over four billion dollars to be spent and spread over the entire State of Michigan. He stated that the various councils and others are opposed to the program because of increase in taxes.

Work should be done by skilled labor, professional men and contractors, not by force account. It is possible to get some dollar-a-year men, with the government to employ architects and engineers, and determine which projects have the best possibilities to help the most people of the state. The committees are looking for ideas, suggestions, etc., as to

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FRIDAY—SATURDAY

APRIL 12 AND 13

Leo Carrillo—Louise Fazenda in "The Winning Ticket"

Saturday 11 P. M.—Fay Wray in "Woman in The Dark"

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FRIDAY P. M. SESSION

President Ditchy called for the report of tellers on election of officers. Mr. Carl Kressbach reported: 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.

The report was accepted.

Mr. Marr asked Mr. Bramson Gamber to present a resolution on "Public Works". It follows:

PRIVATE ARCHITECTS ON PUBLIC WORKS

A Resolution Passed at the 21st Convention of the MSA

During the last three years building construction has been reduced to a very small percentage of its former volume. Practically all private construction has ceased, and the building industry has had to be satisfied with the comparatively small program of Public Works, under the direction and supervision of departments of the United States Government, and

Whereas, the architectural profession of this country has been desperately striving to maintain its identity, or at least to eke out an existence in the face of the situation described above and as well understood by all. The members of this profession form a substantial percentage of the tax paying citizenship of this nation, and

Whereas, the present Administration has instructed the Procurement Division of the Treasury Department, and other Departments of the Government to prepare plans and specifications and to supervise the construction of numerous public buildings in direct competition with privately practicing architects. Employees of these several bureaus are concentrated in Washington, regardless of the fact that the buildings planned by them are to be erected in all sections of the country, and

Whereas, a number of architects have been employed by the above mentioned Procurement Division of the Treasury Department, and have been instructed to work in the office of the Supervising Architect of the Treasury in Washington, under an arrangement comparable to the employment of draftsmen for a monthly salary, and

Whereas, such practices are unjust and unfair to the privately practicing architects who as citizens find the Government Bureaus competing against them, in spite of the greater cost, recognized inefficiency, obsolete methods, delays, and all the other unsatisfactory and objectionable features of Government in business, and

Whereas, the present practice of employment of architects in a centralized office in Washington, working under the same conditions as Government employees, although not subject to the Civil Service Act, is detrimental to the best interests of the profession, and mitigates against those who hope to return to private practice, as well as those now

in practice, therefore.

Be it resolved that the Michigan Society of Architects in annual convention assembled protests to the responsible officials of the United States Government and to Michigan Senators and Representatives in Congress, and urge that the public buildings of this country be designed and supervised by better qualified, professionally trained architects in the localities where such buildings are erected, and

Be it further resolved that the Michigan Society of Architects protests against the continuance and maintenance of architectural bureaus in Washington at additional cost to the taxpayers of this country, and in direct competition with privately practicing architects, and urges that such organizations be discontinued or reduced to perform advisory functions only, and

Be it further resolved that the Michigan Society of Architects instructs the officers of the Society and the Publicity Committee to furnish copies of this resolution to the above mentioned responsible officials of the United States Government, to Michigan Senators and Representatives in Congress, to the American Institute of Architects, to the several State Societies of Architects, to the Construction League of the United States, to the Associated General Contractors, to the publication known as the American Architect, to as many newspapers as possible, and to the Bulletin of the Michigan Society of Architects.

The resolution was unanimously adopted.

Mr. Gamber then introduced the following resolution:

THE SUBMISSION OF FREE SKETCHES

A Resolution Passed at the 21st Convention of the MSA

It is often necessary for an architect to introduce sketches to a possible client to assist in the solution of a problem, but in such a case there should be an understanding that the architect will be employed in case the project is continued, or that the owner will pay him for the services which he renders.

In Article 7 of the Principles of Professional Practice as adopted by the American Institute of Architects there is emphatic disapproval of offering architectural services gratuitously in competition with other architects.

The sketches which are made by an architect are most often the solution of the client's problem, and in this respect they are the most important part of his professional services. The donating of such sketches is an injustice to the architect who submits them, and also to the other members of the profession who are unwilling to offer their services in this manner. It is also unfair to the prospective client as the sketches submitted without cost to him are usually worthless to him, because they are not studied carefully and are made primarily to create a favorable impression, thereby assisting in selling of the architect's services.

When the architect willingly and deliberately enters into competition with other architects in the submission of free sketches, he is making it increasingly difficult for himself and his fellow practitioners to secure work upon a professional basis, and is placing himself and the profession in a class with the speculative house-builder. The owner is, in this case, obliged to select the architect for other reasons than that such an architect has successfully solved the problem. The American Institute of Architects has arranged a proper method of securing architects' services as a result of a recognized architectural competition.

Whereas the architectural profession is beset by many difficulties within its own ranks, and

Whereas the architectural profession is faced with the necessity for explaining to the public the

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nature, character and value of an architect's services, and,

Whereas the interests of the architectural profession and those of the public can best be served by architects who are conducting their individual practices according to the highest principles, therefore

Be it resolved that the Michigan Society of Architects maintains its adherence to the Principles of Professional Practice as adopted by the American Institute of Architects, and

Be it further resolved that the Michigan Society of Architects disapproves the practice of offering architectural services gratuitously, and particularly condemns the practice of offering such free services in competition with others, and

Be it further resolved that the Michigan Society of Architects hereby directs the officers of the Society and the Publicity Committee to inform the public of this action and the reasons for it, by continued publicity through every medium available to those entrusted with this duty.

The motion was carried.

Mr. Ditchy then read the following resolution:

WHEREAS, The construction of subsistence homesteads may well become an important element in the securing of economic stability and the prevention of many of the hardships and privations which are visited upon the laboring class in time of economic stress; and,

WHEREAS, The Federal Government has set up agencies to assist local communities in the creation of subsistence homestead developments and,

WHEREAS, There has been evinced on the part of many of the leaders of our local industries an active interest in this subject,

THEREFORE BE IT RESOLVED, That the Michigan Society of Architects endorses the movement to create homestead projects, and particularly supports the proposition of establishing Federal subsistence homestead projects in Michigan.

The resolution was adopted with the provision that a copy be sent to Judge Lacy.

Mr. Marr asked that all of us support and put into practice all of the resolutions passed at this convention.

Mr. Ditchy then called upon Mr. Ed. Thal, President of the Detroit Building Trades Council. Mr. Thal brought facts before us concerning the use of Union labor on building construction. He said if it had not been for the Trades Unions many of the C. W. A. and P. W. A. projects would have been done by welfare labor and welfare supervision. Three schools were about to be done by others than architects, but the Trades Union stopped them. He called our attention to the late fire of the Western High School in Detroit. The city has preliminary sketches started by welfare help and have allotted the money to the man on the street. The Council does not want to see this class of building trades encouraged just because they "say" they know something about it and they are trying to get the architects to join hands with them to get before political and other qualified bodies the means to bring about a change. The Council does not ask the architects to use Trades Union labor but to help toward the betterment of the industry. Mr. Thal asked that a committee be appointed to cooperate with them toward getting the facts before the Com-

mon Council or other bodies.

Mr. Ditchy called on Mr. Wm. Cuthbert of Ann Arbor, who gave us some interesting thoughts for the betterment of the M. S. A. as follows:

GROUP OR REGIONAL AFFILIATED ORGANIZATIONS

Wm. D. Cuthbert's Report Given at the 21st Annual Convention, MSA

The stress and hardships of the last few years along with the large amount of forced idleness, has certainly caused a great deal of thinking among architects as to what steps might be taken to improve their condition, and especially with reference to practical long range planning for the betterment of the profession. A considerable portion of this meditation by the architect, I believe it is safe to say, has been a mental inquiry, as to how the various architectural organizations could better serve and help the individual practitioner along with the profession in the abstract. That this is the case must be evident to all of us who have so often heard from a fellow architect a remark that the societies should do something. Just what, no great number seem to be fully agreed upon. However,

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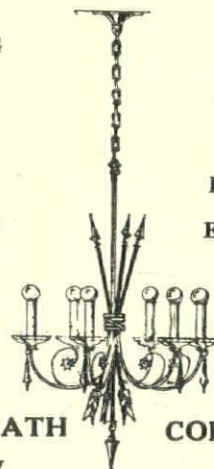
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we see considerable evidence that the profession is thinking along lines of organization change, in the articles that have appeared from time to time in the architectural press. A recent article by Stanley Worth Hahn of Chicago, appearing in the January 1935 American Architect, has been brought particularly to my attention by numerous favorable comments about it.

For some years I have had the conviction that the various society members scattered throughout the state should have the society brought to them and, should further, have the society made for them a vital part in their professional lives. Some three or four years ago, when this thought was first brought to the attention of some of the officers, the idea suggested was that some one of the officers or perhaps a party of two or three should journey to various localities and appear before a meeting of the architects of the several towns in a vicinity gathered together for a district meeting. This plan suggested, perhaps, three meetings during the year held in Kalamazoo or Battle Creek, in Grand Rapids, in Saginaw or Bay City and, perhaps, in Escanaba or Iron Mountain. I felt that these meetings which could be readily attended by men within a radius of thirty or forty miles would provide a type of interim minor convention and would have in attendance many men who rarely attend the Annual Convention. It seemed that in this manner these members could probably be made to feel that this society of theirs was worthwhile, of value to them and was meant as much for them as for the men in and near Detroit where necessarily most of the society activity must center. This thought on my part was born of knowledge I inadvertently acquired that many of the out-state members have a particularly detached and listless attitude and a lack of interest in the state organization.

The depressed conditions existing in architectural practice no doubt, lack of funds, and absence of any insistent demand, probably have been factors in

delaying any serious consideration of the merit of such a plan. Possibly there was a general feeling that there was no necessity for any such effort. But during the past year certain activities have developed which have pointed to the desirability of stimulating the organization of small regional or local groups in strategic centers. This subject attracted the attention of the Program Committee for this Convention and probably on account of my early interest in the matter, I have been asked to present some thoughts on this subject of the organization of local or regional groups. The activities mentioned as bearing on this subject is a reference to the organization of at least three local groups of architects in various sections of the state. I believe the Ann Arbor Society of Architects, started in October, 1933, is the oldest of these organizations. Southern Oakland County Association of Architects was formed during the past few weeks as is the case with the group in Flint. At the present time the Ann Arbor Society of Architects is a strictly local society with a membership limited to architects registered in Michigan and resident in Washtenaw County. However, at the March meeting a motion was passed which was transmitted to the Michigan Society of Architects and which reads as follows: "That it is the sense of this meeting that such re-organization of the Michigan Society of Architects is recommended as may be necessary to provide for the formation of local member groups or district affiliated societies in various localities throughout the state. Also that consideration be given to a plan whereby three or four full society meetings would be held during the year; each one preferably in a different city, and one of these meetings being designated as the annual general convention."

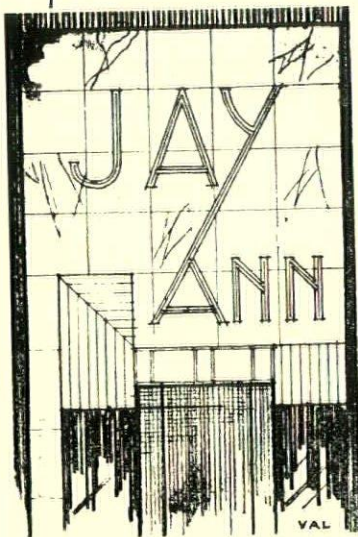
Now what is all this talk of mine leading up to and what is the value of the local group, to the individual member; to the profession; and possibly to the M. S. A.? The value to its own members is primarily in the opportunity to put their feet under a table together, become well acquainted, and to be able as a recognized organization in the community to take certain actions for their individual and collective benefit. You have probably read Edgar Guest's poem "When You Know a Fellow" in the convention issue of the Bulletin; also and in case you haven't read it closely I would like to refer you to Frank Wright's report as Secretary of the M. S. A. and particularly to his statement "That you are not so apt to do a mean trick to someone you know well enough to call by his first name".

It seems that the evidence is ample to prove the probable value of the local group to the individual. As regards the profession, the local group can obtain in their community papers certain publicity for the architect; can appear as a counselling voice in public matters which touch upon subjects regarding which the architect is informed and in which he should be interested; and it can also appear as a sponsor or aid in many affairs dealing with civic welfare. As for the state society the value of local group activities in this sphere can hardly be measured and placed in specific sentences. However it seems to be axiomatic that if a local organization can be helpful to the individual practitioner then he must certainly sense that his state society can also be a valuable factor in his professional life and he should have a re-birth of solid and active interest in his state society. The state society on its part will be assured that in all its state-wide efforts they will have the loyal and energetic assistance of these local group units who can work intimately and thus effectively with their local legislators in matters of legislation and who will be a constant ally in the front line trenches.

Purely as illustrative, I wish to mention some of the activities we in Ann Arbor as a local society

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have carried out. We have obtained the co-operation and good will of the local newspaper and at one period ran a series of articles for about sixteen consecutive weeks. These articles appeared on the weekly building page under a caption identifying them as being prepared under the auspices of the A. A. S. A. We aided in the passing of local legislation forming a city plan commission, the architect member of which is Wells Bennett. We have obtained the sympathetic approval of the city engineer in an effort now being carried forward to re-write and re-compose certain sections of the city building code. The president of A. A. S. A., Lynn Fry, is chairman of the local committee for the better housing program. In connection with this program we organized a free advisory bureau and had one of our members on duty at three periods a week in an office in the Chamber of Commerce Building. We have adopted a uniform schedule of charges. All in all our efforts must have been worth while and this local group must be of value to the individual and to the profession if for no other reason that that I am absolutely certain the word architect has been brought to the attention of scores of people who would not otherwise have realized there was such a person.

I have stated my case for the local group organization. What form such organizations should take if considered favorably as an affiliated activity must be decided upon only after further study by the officers and directors of the M. S. A. It might be that local organizations with their own individual names should be sponsored, these groups also being cited and known as affiliated with the M. S. A. Possibly the state should be divided into districts similar to the Wisconsin form of organization with each district having its own individual organization. I believe firmly that this convention should take action at this session looking to the active sponsoring of local groups at as early a date as possible, certainly within the next three months. Organizations formed during this period would have the

That's Nothing; We Write Like the Dickens Ourselves

The trade paper of journalism, Editor & Publisher, states that an Oriental newspaper, having an English section, printed the following notice in it: "The news of English we tell the latest. Writ in perfectly style, and most earliest. Do a murder commit, we hear of it and tell it. Do a mighty chief die, we publish it, in border sombre. Staff has each been colleged and write like the Kipling and the Dickens. We circle every town and extortionate not for advertisements."

PETER RABID.

The State Sanitorium Commission has authorized plans for a \$250,000, 100-bed hospital at Gaylord. Funds were earmarked from the malt tax fund by a previous legislature.

Detroit City Council has been asked to appropriate \$25,000 as architects' fees to rebuild Western High School. Mayor Couzens has stated that he would oppose the measure on the grounds that plans could be drawn with FERA funds for about \$4,000.

benefit of the summer season for promotion of activities of a social nature; and by September should be able to carry on a definite and helpful campaign of activities. Therefore before I sit down I wish to offer the following motion: "That the president or chairman appoint a committee to study the matter of local group organizations with instructions to report back their recommendations at the Saturday morning session of this Nineteen Thirty Five Convention".

The motion was carried.

Mr. Sorenson spoke on the talk of Mr. Thal and suggested a committee to take up the problems.

Mr. Lentz stated that the general effect would probably be better if we were quiet rather than to make a noise about some of the attacks on the welfare. He suggested that our president appoint a committee to work with other organizations to protest against welfare labor being used where professional men and those more capable should be employed.

Upon comment by Messrs Mead and Kressbach President Ditchy asked Messrs Lentz, Mead, Crowe, Russell Allen and Sorensen, to serve on a committee to forward a resolution to the Board of Education at once.

In a recent issue of a Detroit newspaper there appeared in the classified section the advertisements of two architectural firms.

One offered to prepare plans for FHA loans. The other simply stated "Best Architects in Town."

And why not? There has been so much talk, and no action, about group advertising that it is no wonder that individual firms have come to the point of going it alone.

Both these firms are of high standing and even if one goes so far as to state "Best Architects in Town," who am I to say they are not?

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RELATION BETWEEN OWNER AND ARCHITECT

A Talk Over Station WWJ on Friday, March 15, 1935, from 7:00-7:15 P. M. on Home Building and the National Housing Act in Connection with MSA Convention

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

I am going to discuss this evening some of the relations between the home owner and the architect and the effect on these relations of the National Housing Act.

The home owner, either actual or prospective, is confronted with many problems in that ownership. Some are financial, some are social and some are physical; that is, they arise out of the use of the house to provide shelter—a home for the owner. It is in the last class of problems that the architect's chief professional interest lies. His concern is the solution of the problem of providing for the owner's shelter needs. We have then, on the one hand, the owner who is seeking a means for satisfying his needs for shelter and on the other hand the architect who, by training and experience, is qualified to devise these means—to design the house.

The recognized architectural relationship is a professional one and somewhat analagous to the relationship that exist in medicine and law. If the owner is sick he goes to the doctor, describes his ills and the doctor after proper diagnosis prescribes a remedy. If medicine is required, the prescription is taken to the druggist for compounding. Likewise, if the owner is in need of legal services he retains a lawyer, who, after an analysis of the case, takes the indicated legal action. In all of these cases, the professional man acts as an advisor having an interest identical with that of his client—the doctor to make him a well man, the lawyer to protect him

in his rights and the architect to design a house for him.

The architect, however, in addition to his prime responsibility for design, also acts for the owner in connection with the construction of the house both as to the technical or structural and the business phases. By this service the architect brings about conformity of the constructed house with the design and keeps the owner advised on the business matters of the project. But the architect is not the constructor. The construction of the house is done by the builder who manages the operation and assembles the required men and materials.

With this understanding of the normal relationship of owner, architect and constructor, it is desirable to consider the basic needs which are served by shelter—one of the three essentials for physical life, the others being food and clothing. These basic needs of the occupant are protection, comfort and aesthetic satisfaction. Man needs protection from wind, rain, fire, dirt and animals, including other men. The four walls and roof of a mountain cabin will serve this purpose in its simplest form. Man also wants home comforts affecting his bodily welfare, such as those which provide for eating, sleeping and cleansing, and those which please his senses in seeing, hearing and the like. Again these needs may be simply satisfied by adding a fireplace and a few windows to our mountain cabin. Now there is a last class of needs which is frequently not appreciated although historically and racially it must be provided for. I refer to the satisfaction of man's aesthetic desires. It is rare that some effort is not made in this direction but all too frequently it is quite inadequate. Aesthetic satisfaction may be obtained in our simple mountain cabin by the color applied to the doors and windows and the surface characteristics of the materials used in its construction.

While man's shelter needs—protective, comfort and aesthetic—have been described in their simplest forms, they are of course elaborated by the home owner to accord with his taste and means and in a great variety of ways. Hence the architect must work out with the owner a clear definition of his real needs and wants so that the house when completed will meet these requirements in the most efficient manner. This is one of the most important services that the architect renders to the owner. Houses are used for a long time and are not readily changed, so the determination before construction of the particular needs to be satisfied is of utmost importance. It is a joint responsibility of the owner and architect and the success of the house is predicated upon the adequacy of this fundamental solution of the shelter problems of the owner.

It is the architect's responsibility to design the house around these needs, bringing to bear on the problem all of his skill in the planning of the parts and the selecting of suitable materials and methods of construction and then to describe this design by drawings and specifications. The drawings and specifications must be clear and specific so that they will be understood by all parties interested in the project since they serve as the basis of the contract and for the constructing of the house. After the award of the contract, it is the normal responsibility of the architect to supervise the work so that the execution will be in conformity with the design and to administer the business relationships established by the contract.

Now I have described the relationship between owner and architect when the house is built to order but there are many prospective owners who cannot afford to build a house to order and so must buy a ready-made house. In this case the designer—the architect—takes into consideration the average needs of the future owner based on his experience and judgment as to the probable demands of purchasers. The builder constructs the house in

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accordance with this design, using his judgment as to materials and methods of construction with reference to the market conditions.

There is another procedure which the home owner may follow in obtaining a house. He may go to an architect who has in his possession designs and complete working drawings for several different types of houses and select from among them the one that most nearly meets his needs. The processes of construction then follow those previously described for the built-to-order house. This plan has certain advantages in reducing the cost of the architectural services and in giving the owner an opportunity to compare a number of designs and, very possibly, houses previously constructed from them.

If the architect and the builder are men of skill and integrity, the owner will get a good house if he follows any one of the three methods described. On the contrary, if either skill or integrity or both are lacking, the result to the home owner will be disastrous. There are many other means for obtaining a home, such as buying an old house and altering it, or buying one of the houses which are built on wholesale basis without the benefit of competent architectural design or supervision. Badly designed and badly constructed houses are the worst possible investment for any owner and he cannot be too careful in his selection. Houses with faddish or tricked-up exterior, fine tile bathrooms, but of light and flimsy construction are bound to be a grief to either owner or occupant.

The claim is frequently made that an architect is not required in a simple house operation, although it is conceded that he is a necessary element in the construction of mansions and monumental buildings. It seems obvious from all the foregoing that someone must perform the service of design and it also seems obvious that the one who can best perform this service is the man who has qualified himself by training and experience to analyze the owner's shelter requirements and to translate them into drawings and specifications, which are the language of the construction industry, and thus furnish the builder with the necessary information for constructing to meet the owner's needs. So much for new house construction.

There is now a very active field in reconditioning existing houses which have become obsolete through changes in modes of living but which if the structure is in good condition can be brought up-to-date by judicious expenditure for minor rearrangement and the installation of modern equipment. Here, again, the architect serves by designing changes for the modern needs and advising on the selection of equipment and finishes. In the last few years, architects have been particularly active in this field. One firm in New York in the last two years has executed over one thousand such projects ranging in cost from \$100 up and involving the selection of colors for painting and papering, new roofing, new heating systems, new bathrooms, sun porches and the like. The home owner again may go to an architect for such services or he may go to a builder but in any event the element of design is involved and the owner must select the one whom he believes is best qualified to serve him. This reconditioning work also presents a problem for the architect in the matter of fees. He must find a way to render these services for small fees because the average project is small.

Now, where does FHA come into this picture? Primarily, the National Housing Act, which established the Federal Housing Administration, is concerned with the financial phases of home ownership. Under Title I of the Act, provision is made for insuring the lender so as to encourage character loans in amounts up to \$2,000 payable in small monthly instalments. There is no requirement in the Act that the modernization work done through

these loans should be designed or supervised by an architect. That matter is left entirely to the home owner but many home owners and many architects are finding that they can establish mutually satisfactory arrangements for this work and thousands of homes are being made more comfortable and more valuable through this modernizing and restoration to good condition.

The Home Owner's Loan Corporation has also been active in this field of reconditioning of properties covered by mortgages which have been transferred to HOLC. HOLC also has availed itself of these technical services generally rendered by architects. Altogether these reconditioning efforts which have been going on all over the United States have restored homes to good condition and brought them up-to-date, and in addition have produced a large amount of employment and activity for other elements of the building industry.

Under Title II of the National Housing Act, mortgages are insured and through this insurance a number of new features in the field of finance and construction have been introduced. The mortgages are amortized by regular monthly payments up to a maximum of twenty years, thus giving protection to the borrower in the matter of renewals and fees for same and to the lender in the case of default. Because of the long term feature of these insured mortgages, it is essential not only that the house should be constructed of durable materials but that it should have other features to reduce the factor of obsolescence, and so the Housing Administration sets up the following requirements as a basis for determining the acceptable features of design:

"1. The design of a property shall be considered with reference to its power to retain popular acceptance. Distinction shall be made between passing fads and definite trends in taste.

"2. Materials shall be used in the manner to which they are naturally suited with due regard for their appropriateness in relation to the other features of the design and to the locality in which the property is located.

"3. The design shall be appropriate to the section of the country in which the property is located, with reference to climate, topography, and to the mode of living of the probable occupants.

"4. Preferential consideration will be given to designs which are simple and direct, which rely for their effect upon mass, scale and proportion, and which avoid straining for picturesque or unusual effects through elaboration of motif and ornament, or a startling use of materials."

It is apparent from the foregoing that the design and construction of houses will be greatly improved. In my judgment, the National Housing Act is the major federal contribution in the field of housing in this country and its potentialities for developing better housing and greater home security are limited only by the sanctions of the people and the wise administration of the Act. Of course, this Act is not going to eliminate the badly designed and badly built houses but it will give encouragement to those developers, designers and constructors who have been striving to produce good houses suited to the needs and the pocketbooks of home owners.

The architects are alive to the possibilities of service created by the Act. For example a group of leading architects in Baltimore, Maryland, have organized themselves to give service to the owners of the smaller houses—those costing less than \$7,500. An office has been provided in Baltimore where the home owner can inspect plans by many architects, get advice as to the procedure for engaging architectural services and the constructing of houses. The plan gives the cost of the house, including the architect's services, and shows the monthly payments required under the terms of an FHA insured mortgage. Also, information is given as to the approved lending institutions and the

names of reliable contractors. Lending institutions and contracting organizations are co-operating with the architects' organizations to the end that the prospective owner of a small house may find good architectural and constructing services within his means.

Other cities are organizing in the manner best suited to meet the local situations but all directed to improvement of housing, particularly in the low rental brackets. The FHA program is concerned only with self-supporting projects. It does give grants of Federal funds for housing. It does offer a plan for effective co-operation between the borrower, the lender, the designer and the constructor. And so I say a new day has dawned for the home owner of the small house in the solution of his problems of finance, design and construction.

SMOKER, FRIDAY EVENING

Friday evening the informal get-together was a smoker in night club style with music, entertainment, refreshments and a buffet supper. The most encouraging feature was the appearance of practically every one interested in the building industry hereabouts — and they were all in good spirits, shaking hands with competitors. This is a most hopeful sign and indicates that the building industry is definitely headed for better days.

SATURDAY MORNING, MARCH 16TH

President Ditchy opened the meeting, which was a closed business session. Many architects were present.

Mr. Kressbach reported for the committee on the possibility and advisability of forming state architectural smaller organizations or local groups as follows:

Several local groups of Architects have formed local associations, which fills a need in its locality.

The committee finds that such organizations are feasible and desirable.

The objects of local groups should be:

1. To give the MSA local representation and give to the local groups the prestige of affiliation with the MSA.
2. To create a local forum for the purposes of passing on professional problems of a local or common nature.
3. To bring out, by discussion, subjects for consideration by the annual convention of the MSA.
4. To co-ordinate the State-wide representation of the Society, by including those architects who are unable at present to be represented at the convention.
5. To give added weight to any appeal of the MSA on any political or professional problem, by multiplicity of opinions from separate districts.
6. To encourage closer cooperation among architects in a community, resulting in better professional standards and a better organization for local publicity and encouragement of public acceptance of the Architect's status.

RECOMMENDATIONS

1. That groups be organized in each sizeable city, similar to some already organized.
2. That these groups meet weekly or monthly and devote such meetings to professional as well as social discussion.

3. That an officer of the Society make an occasional visit to these groups at one of their regular meetings.

4. That allowances for travelling expenses be made by the Society for such visits and also for travel occasioned in organizing the groups.

5. That each group select its name, but such name be approved by the Board of Directors of the MSA. Name recommended by this committee is (.....) Association of Architects, affiliated with the MSA.

6. That this committee be perpetuated for the further study of this problem, with further recommendations and decisions to be submitted to the MSA Board of Directors before May 1, 1935.

The motion was carried.

President Ditchy called on Mr. Leigh Hunt from Milwaukee, chairman of the Publicity Committee of the State Association of Wisconsin Architects to give an account of what the architectural societies are doing in Milwaukee and Wisconsin, having separate groups but working together as a whole.

President Ditchy called on Mr. Andrew R. Morison who gave his Treasurer's report.

Frank Corder and Prof. Geo. M. McConkey were named as auditors of Mr. Morison's books.

President Ditchy called on Mr. Jos. Sweeney of Sweet's Catalog Service. He said that having traveled throughout the United States getting the views from different architects under various conditions that he found that the country recognizes the architect more than ever as an important part of the building industry. Architects are not only an artistic group, but an economic group as well.

The problem of price cutting must be solved. There are in this state 150 jobs that are not finished and probably will not be finished because of not having an architect.

The President then said that after serving one year as president of the society that he had come to the end of his term and that he had seriously considered the position for the coming year. It had cost him a considerable amount of time and money, he said. He said that it was not a one-man job, but work for all architects to do.

He expressed a willingness to carry on the job for another year with the help of the membership.

The small groups plan will help to get us closer together and enable us to help each other. Two definite things must be put before the public, that is, to serve the public as architects and to serve among ourselves. The engineering societies have sponsored programs that we should have sponsored. This would not happen if we were not so lazy and indifferent.

President Ditchy called on Prof. Lorch for a few remarks in which he told us that architectural education standards are too low. We should have a higher standard of education to benefit the public as well. Michigan is far more liberal than other states with examinations. We have a three day examination, others have four days. We should educate the public through the school teachers, art teachers, school children, and show them all kinds of construction, different materials, good and bad planning. This could be carried on by the various M. S. A. group organizations to be formed throughout the state.

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Mr. Herbert G. Wenzel said we should congratulate ourselves that our president had decided to carry on for another year, and we should have more support from the older men. The matter of free sketches is almost impossible to iron out, he said. "My conclusion is that we cannot get anywhere with rules," he said. "We must police rather than have laws prepared. This idea of getting sketches free is like getting something for nothing and something for nothing is not valued as it should be. The M.S.A. could do something about this. It has been going on for years, let's do something."

Mr. Frank Cordner said that the Governor had stressed the word "planning". This has prevailed throughout the country and we should take advantage of this advertising. We should also spend some money, as the other professions do, to make their laws effective.

Mr. Hunt of Milwaukee said that architects of his state have the same problems as we do. They are getting out small plans, also making photographs of ten poor houses and ten good ones, which they are to show to the public with slides, lectures, etc.

We know if we can get the public to think architecturally that they will want architects.

Mr. Wm. D. Cuthbert called our attention to the good of the architects jury now in use in several states. This would help us in getting before the public.

Mr. Morison said, that as our job as architects we should give all we have, not as little as possible. If we have a jury we should not set up a minimum, but a maximum amount of work and complete services, including supervision.

Mr. Kressbach suggested that we do something about those who are not registered and yet are practicing architecture.

Mr. Sorensen stated that he would like to see every candidate who applies for a state architectural examination first examined to determine if he were eligible to take the state architectural examination.

Mr. Lentz said, that the state board should set a high standard, since the law states that all candidates should be passed by examination. He stated that we should stand back of and uphold the board. Mr. Ditchy called for a vote on the motion and it was carried.

The meeting adjourned at 12:45 P. M.

LUNCHEON, 1 TO 2:30 P. M. SATURDAY

Mr. Mason P. Rumney, President of the Builders' & Traders' Exchange of Detroit was the speaker and some notes on his talk follow:

Mr. Rumney told about some of the things the Builders & Traders are doing to cooperate with the building industry, and how they are also endeavoring to bring about a closer cooperation among the building trades and the architects, and that it was highly desirable that the builders and supply people be personally acquainted with the architects with whom they are doing business which was one reason why there had been monthly golf outings during the summer to which all of the architects were cordially invited. He also mentioned that on April 11th the Builders & Traders are to have their Fiftieth Year Jubilee Dinner, and that the architects were to be invited as their guests.

He then told about the work of the Builders & Traders Legislative Committee, who had been doing considerable work with Senate Bills 51 and 22, and House Bill 124, all in our state legislative body. He believes that these Bills are very detrimental to all industry and the building industry in particular.

He also mentioned the fact that House Bill 234 was up for discussion and that this Bill was for the purpose of creating a State N. R. A. — that a good many members were for this Bill, while a good many others opposed it on the basis of the dangers caused

by the situations arising from paragraph 7-A of the N. R. A. Bills.

He then touched on the prospects for the building industry in 1935, and stated that he was optimistic for the building industry this coming year. He covered the program of the F. H. A. under Title 1, and advised of the extensive publicity program about to start in this connection and stated that whereas there was very little direct benefit from this for architects, that he believed it did help general business which, in turn, would help the architects.

He further stated that Title 2 should be under way and that under Title 2 considerable residence construction could be undertaken as the statistics showed that the small house and apartment vacancy in Detroit was under 3% and that on this basis rents were increasing, which would naturally make new construction desirable if the financing could be arranged.

He showed charts of the percentage of types of building construction in the past four years and the total building in relation to a base of the average building from 1925 to 1929.

Mr. Rumney then gave some figures on relative costs of material from 1933 to 1935 in connection with some Non-Commissioned Officers Quarters that were built in 1933 and identical ones to be built in 1935. Of course, this was only from one locality and not averages of the country at large.

	1933 Cost	1935 Cost	% Increase
Reinforcing Steel	271.00	311.00	14.7
Masonry	840.00	983.00	17.
Lumber	920.00	1133.00	23.1
Millwork	688.00	1205.00	75.
Glass & Glazing	131.00	150.00	14.5
Finish Hardware	108.00	138.00	27.8
Lath & Plaster	1290.00	1450.00	12.4
Misc. & Orn. Iron	213.00	298.00	39.8
Painting	406.00	470.00	15.8
Roof & S. M.	570.00	540.00	5.3
Steel Sash	890.00	1010.00	13.5
Heat & Plumbing	1290.00	1450.00	12.4
Electrical	380.00	398.00	4.7
Insulation	68.00	74.00	8.8
	8065.00	9610.00	21.6 Av.

The speaker concluded by telling something of the work of the Committees created to promote the Substanance Homestead Development—and that they hoped to get money for about a thousand of these houses this year. These homes are to be built after a very careful analysis of the design, and he stated that in order to insure proper architectural service they had on their Architects' Committee, Messrs. Lorch, Ditchy, Gamber and Ellington.

A HOPEFUL SIGN

In the want ad section of last Sunday's Detroit News there were some thirty-seven ads for help wanted in the building industry. A year or two ago there were none. These ads covered practically the entire list of building trades and white-collared employees. Perhaps we have to thank the "Better Housing Campaign" under General Heckel and the FHA under Raymond N. Foley and Lancelot Sukert. Anyway, it is the most hopeful sign for the industry for many years. The whole country is becoming building-conscious, spurred on by the Federal Government.

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*Minutes taken by Frank H. Wright, Secretary
of the MSA at the Saturday P. M. Session
of the Society's 21st Convention*

This meeting, the final session of the Annual Convention of the Michigan Society of Architects, was the focal point, the climax of the meeting and was in charge of Mr. Lancelot Sukert, A.I.A., Chief Architectural Supervisor to FHA in Michigan. The annual convention was planned so that this meeting might be held on Saturday afternoon in order that others who might be interested could attend. The banking and the building fraternity were invited to attend inasmuch as the subject was of even greater interest to them than to the architect.

The invitation to Mr. Sukert to preside was not only as an architect but as an official of the Federal Housing Administration, whose duty it is to interpret those standards by which it is decided whether or not a building, old or new, is acceptable as security for a mortgage loan insured by the Federal Housing Administration in this State, when measured by the rules which have been set up as minimum requirements for such security.

There are a number who are not entirely familiar with the provisions of the National Housing Act. It has several chapters or divisions, called Titles. Under Title I, approved lending institutions may make what are often termed "character loans" up to \$2,000.00 for remodeling or renovizing homes or places of business, without mortgages, and for not more than five years. Because past experience has indicated the bulk of these loans to be 80% sound, they are insured for 20%. Title I has been in operation for some time. Designed as an immediate stimulus and quickly put into operation after the passage of the act by Congress, it has served not

only to produce considerable business, but to coax out of hiding a greater sum of money expended upon modernization and repair, it has been estimated, than has actually been loaned.

The second chapter of the Housing Act, known as Title II, provides that the Administration may insure one billion dollars worth of loans on existing residence properties, and a similar amount on new construction. The President has the power at his discretion, to increase either or both these limits. Loans may be insured up to but not to exceed \$16,000.00 and where the lender is willing to take the risk, the Administration may insure loans up to 80% of the appraised value of the property, including land and buildings. Obviously, such risk would anticipate an absolutely perfect set of qualifications as to locality, surroundings, tax rate, and all of those influences which affect a mortgage risk. The extreme limit of time is 20 years, again dependent upon a perfect setup. Loans may be repaid in monthly payments, something after the fashion of the land contract. In most instances the interest is set at 5%. The lender is authorized to charge an additional $\frac{1}{2}$ of 1% for service charges, designed, we presume, to pay the overhead of the mortgage department. There is an additional charge of $\frac{1}{2}$ of 1% which, as an insurance premium, is paid to the Federal Housing Administration. The total, then, amounts to 6%, except in certain instances which are explained in Circular No. 1, entitled "Mutual Mortgage Insurance". Since these involve refunding of mortgages on existing property they are not likely to be of interest to the architect. In no case does the rate exceed 7%, and then only in certain instances.

In every case the monthly installment includes the payment of taxes and fire insurance in advance.

There are certain other requirements, such as the charges made by the lender to cover costs of his own appraisal, as well as legal and clerical fees, but in no case may he charge a bonus or pay an agent's commission.

The bankers are already appraised, or should be, of the manner in which the insurance is paid, which is not in cash, but in debentures of the Federal Housing Administration which do not fall due until 3 years following the date of amortization of the mortgage, and which bear 3% interest. However, those debentures issued for the loans insured prior to July 1, 1937, are guaranteed by the United States Government as to principal and interest.

The cost of operations under Title II are met out of a revolving fund of ten million dollars. The borrower must pay at the rate of \$3.00 per thousand for the investigation of his security by the Administration. It is not intended that the cost of operations or of the insurance shall come out of taxes.

The most important provision of the Housing Act is that which gives a mutual quality to the insurance. One is naturally led to wonder how the various mortgages are separated into group accounts. Obviously those which offer the least risk of loss are grouped together, just as those which offer greater risk of loss are grouped together. The question is then asked: "How is the ratio determined between these risks?"

That brings us to a brief explanation of the organization and procedure of the Administration's insuring offices, such as that for the State of Michigan, located here in Detroit.

They are dealing with insurance. Virtually they are underwriting insurance on mortgages. The procedure under Title II is, therefore, carried out by what is called an Underwriting Staff.

The staff is divided into sections, each of which "rates the insurance risk" from a different point of view. The ratings are five in number. They cover

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the rating of the borrower's credit qualifications and characteristics, the rating of the mortgage itself, including the amount of the loan in relation to appraisal value and in relation to the time of amortization, etc., the neighborhood, including everything that affects or might in the future, affect the neighborhood, the rating of the relation of the property to the neighborhood, and by property is meant the building or buildings as well as the land, and the rating of the property itself. These are mentioned in this order so as to lead up to the property rating as that in which the architect is most vitally interested.

To go back for a moment to the subject of the mutual quality of the insurance, it becomes obvious that, in order to be rated in the group which will produce the greatest return of premiums to apply on paying off the mortgage before maturity, the borrower must have an excellent credit rating, the characteristics of the mortgage must rate high, the neighborhood must be well qualified, the house and lot must be ideally fitted to the neighborhood and must, in themselves, receive a very high rating.

It is also obvious that the one rating which the borrower can control is that of the house itself. An otherwise high average can be decreased by a poorly planned, poorly designed, poorly constructed house, poorly placed on the lot and poorly designed as an ensemble of house, accessory buildings and planting. The reverse is equally true. A relatively low average in other respects can be raised by a well designed, well planned, enduringly built house, which is well placed on the lot and which, together with accessory buildings and landscaping offers a well designed ensemble.

Before going into detail concerning those minimum requirements which are set forth in Circular No. 2, known as the "Property Standards", let us consider design, or let us consider the house, but the house itself is but a part of the ensemble which comprises the property, and design considers first, the ensemble, then its various parts.

We must seek, first, to consider the property, consisting of land, buildings, walks, drives and landscaping as one co-ordinated unit. We must consider its fitness to the neighborhood.

We may next consider the major feature of the ensemble which is the house. At this point we may differentiate between the "house" and the "home".

Primarily the house, like all other buildings, is a protective envelope whose function is to enclose a process. In the case of the house, the process is that of living. We may think of the house as a tool or utensil with which we are to perform a job. Upon the degree to which the house performs its function as a tool for living depends its architectural success.

You can live quite comfortably in a tent or a cave or a one room shack, depending upon one's idea of comfort. As we progress upward on the scale, we can imagine a large house, with a separate large room for every function, well constructed, of durable materials, with lots of light and adequate ventilation, in every way complying with the minimum requirements of the Property Standards, yet nothing more, than "just a house". It may have a satisfactory heating plant, it may be insulated against cold and against heat, it may be glazed with plate glass and have woods imported from the four corners of the earth, but it is utterly devoid of that spiritual quality, that permeating personality, that subtle, intangible charm that makes it a place to be loved, that gives it a new attractiveness each day, that abstract character for which we have but one term: Architecture.

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cannot be gained by doing unusual stunts with materials. It is basic. It is quite abstract, it cannot be specified, it depends largely upon good proportion. Whatever it is or is not, however it is acquired, it is the quality that creates "appeal", and "appeal" is a quality which very definitely, has value.

Since it has value, it is definitely considered in the architectural rating procedure of the Federal Housing Administration. The presence of this abstract quality will assist in producing a higher rating.

If I may digress for a moment, I wish to comment upon the need for improvement in design of houses in our vicinity. One is astounded, in visiting other cities outside of Michigan, to note the great degree of progress in good taste in house design. Detroit and Michigan architects and builders generally have a tremendous opportunity for improvement. Today's designs are not one whit better than those of several years ago. There is far too great an effort made in straining to accomplish the picturesque, resulting not only in a blatant effect of garishness, but in added expense. The money wasted might better be spent for better structural quality and more enduring materials.

To receive a high rating which in turn will help to group a property in the higher brackets so that it will be the more likely to create a more favorable return of insurance premiums, hence an earlier period when the mortgage is automatically paid off, it is necessary that the structure be strong, that the materials be durable, that the cost of maintenance and repair be minimized.

Houses which are well designed from the standpoint of appearance and planning and which might, therefore, seem at first glance to be worthy of a high rating, may suffer in the final rating when we discover that, in those features which are least apparent they barely skin by the minimum requirements of the Property Standards.

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It would seem that, in the endeavor to save enough money to pay for gadgets and picturesque exterior, yes and interior effects, it has become the habit to use barely adequate sizes of framing lumber and to install unpainted sheet metal of so thin a gauge as to be certain of early corrosion.

The FHA must rate these things as they are presented. We cannot make any ratings conditional upon receipt of an improved specification. Those architects who design homes which are to be offered as security for insured mortgages and those who are connected with lending institutions are supposed to know the minimum requirements as set forth in the Property Standards and will do well to present no applications for insurance on mortgage when there are obvious violations.

President Ditchy called for a report of the auditors. This report was unanimously accepted with thanks to Treasurer Morison. Adjournment.

DINNER, SATURDAY EVENING

The evening informal stag dinner was well attended, with about 250 present. Music was furnished by Del Debridge and Ray Gorrell with singing by the audience and solos by Tommy Evans and Miss Johnson.

President Ditchy introduced and asked the following distinguished guests to rise: Raymond M. Foley, Michigan Director F. H. A.; Sylvester J. Christie, State manager H. O. L. C.; Edward G. Heckel, Chairman, Better Housing, Committee F. H. A.; David Siegal, Vice-President, Associated Technical Societies; C. William Palmer, President, Detroit Charter A. I. A.; Lancelot Sukert, Chief Architectural Supervisor F.H.A.; Alex Lynn Trout, President, Construction League; Mason P. Rumney, President, Builders' & Traders' Exchange of Detroit; Ted. Hinchman, Vice-Chairman State Banking Commission, Smith Hinchman & Grylls; George B. Walbridge, Advisory Council F. H. A.; Paul Marshall, President, Producers' Council; Frank Austin, National Construction Code Authority; Max Ramm, President, City Planning Commission; Herman Banbrook, President, General Contractors; George D. Mason, George D. Mason & Co.; Leight Hunt, Chairman, Publicity Committee, State Association of Wisconsin Architects; Peter M. Hulsken, Lima, Ohio.

Each received much applause.

President Ditchy then asked Prof. Emil Lorch, director of the College of Architecture, University of Michigan, to act as Toastmaster. Prof. Lorch called upon Mr. Frank Eurich, Jr. to present to Mr. Voorhees a sketch of Mr. Voorhees which the M. S. A. wished him to have as a memento of his visit to Detroit. Prof Lorch then very fittingly and appropriately introduced Mr. Stephen Francis Voorhees, speaker of the evening, who gave us an interesting talk as follows:

UNIFICATION OF THE CONSTRUCTION INDUSTRY

*A Talk Before the 21st Annual Convention of
the Michigan Society of Architects on
Saturday Eve., March 16, 1935*

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

For many years efforts have been made to bring about a unification or integration of the construction industry. Following the close of the World War, these efforts became much intensified and out of them grew such movements as the Building Congresses, the American Construction Council and, finally in 1931, the Construction League of the United States. When the National Industrial Recovery Act was signed in June of 1933, a new impetus was given to these movements and the Construction League, at a conference of its members on

August 1 of that year, decided to submit one code for the industry as a whole. The members of the Construction League are professional and trade associations—there are no individual members. The action taken, therefore, by the delegates of these associations was representative of the entire industry. The definition as first drawn and submitted to NRA included not only the designers and constructors of the industry but also the producers and distributors. The latter two classes were later eliminated on the insistence of NRA officials and on the grounds of expediency rather than logic. Since the beginning of codification in August of 1933, the unification of the industry has proceeded in parallel with the code development, always with the fundamental concept that successful code operation is dependent upon the support of the professional and trade associations and that they must be continually strengthened. Hence a brief consideration of the Construction Industry Code from this standpoint will indicate the progress in unification during the past year and a half.

By integration I mean industry-thinking as well as craft-thinking and the development of a state of mind which sanctions group action for the general welfare, as well as fair competitive individual relations within the group. The National Industrial Recovery Act declares the policy of Congress to be among other purposes: "To provide for the general welfare by promoting the organization of industry for the purpose of co-operative action among trade groups." Provision for this purpose was made in the general definition of the Industry and in the definitions of the several chapters of the Code, in the administrative structure and through the official sponsorship by the national professional and trade associations of the Industry—twenty-five of them—each with representatives on the Construction Code Authority. The code definition of the construction industry is as follows:

"The term 'construction industry' or 'the

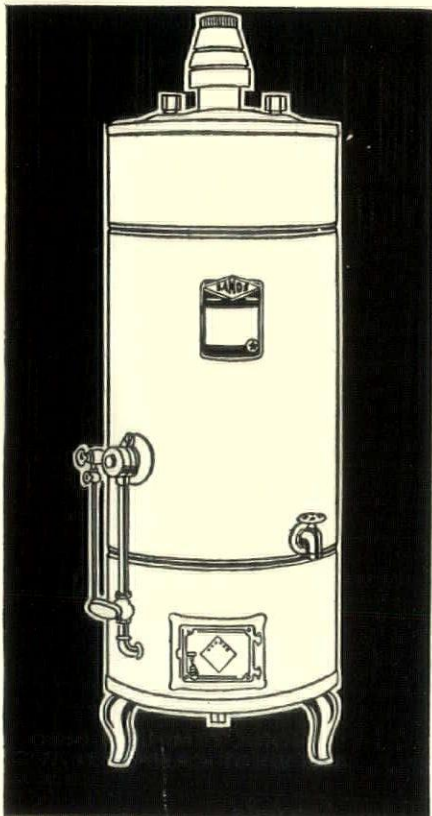
industry' as used herein shall include the designing and the constructing of (and the installing and the applying, including the assembling at the site, of manufactured parts and products incorporated in and to):

(a) Building structures, including modifications thereof and fixed construction accessory thereto, intended for use as shelter; and other

(b) Fixed structures and other fixed improvements and modifications thereof, intended for use in industry, commerce, sanitation, transportation, communication, flood control, power development, reclamation and other similar projects or services."

It is a fact that nationally the industry is now integrated, although not completely so. It was not to be expected that complete unification could be accomplished in the short space of a year; that this great sprawling industry—reaching into every city, town and hamlet, highly individualistic and historically craft-conscious—could be welded into a compact industry-conscious unit in so short a time. Nevertheless it is a fact that the representatives of the national organizations of the industry are thinking and acting in terms of the industry as a whole, not only in the Construction Code Authority, but also in the Divisional Code Authorities. Internally, more has been accomplished in the way of unification than the most ardent proponent of the Code had hoped for a year ago.

Externally, the construction industry has established for itself a recognized place in American industry. The Code Authorities, with the support of NRA, have successfully turned back many proposed encroachments by other industries on the legitimate field of construction; for example, the attempt to separate residential construction and to combine it with another code. It has been able, through integration, to prevent inclusion of construction functions in manufacturing and producing



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codes. The Code Authority is now negotiating with code authorities of other industries to establish proper delineation of their respective functions. Progress has been slow but recent decisions indicate the acceptance, eventually, of the fundamental premise that conditions of competition must be equal between members of the construction industry and members of other industries who produce construction equipment or materials and install them in construction work. While much remains to be done, experience of this past year indicates a successful continuation of this recognition of the industry and, in general, the Code is adequate for the purpose.

While the national phase has made much progress, the local phase of unification and integration has been spotty. In some localities excellent work is being done on an industry basis while in other places there is either indifference or antagonism among the various groups. Since last August a committee of the Construction Code Authority has been making a careful study of these conditions and preparing a plan for local integration, the Code Authority having recognized the fact that successful operation of the Code must be based on effective local co-operation. Because of the importance and difficulty of designing such a scheme, the Committee has retained two specialists in governmental procedure in order to obtain an outside viewpoint of the problem and the advantage of other experience in self-government. The plan in its various stages of development has been approved from time to time by the Code Authority and now it is proposed to put it into effect in one of the larger construction centers as an experiment, and also to offer it for consideration by other communities. This will be the major activity of the code authorities in the matter of unification for the immediate future.

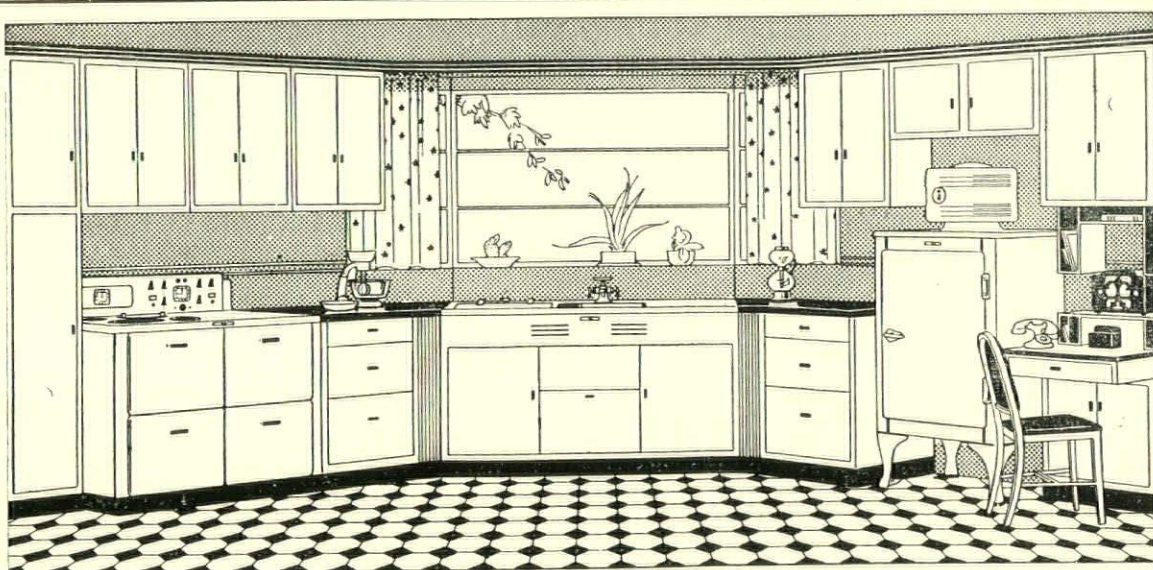
Under the direction of Professors Carpenter and Childs of Princeton University, a survey has just been completed of the professional and trade associations and trade unions in the construction indus-

try now operating in the City of New York. It was found that there are over two hundred such organizations with obviously much overlapping and a very complex criss-cross of inter-relationships. On the basis of this survey, a plan is being designed for use at some future date in effectuating local integration. For the present, the local representatives of the Construction Code Authority will be established by appointment but in the future the local code bodies may be selected by the processes of local suffrage.

Parallel with this local integration of code activities, the Construction League of the United States has promoted the formation of State Construction Leagues. These State Leagues are composed of the same groups as exist in the national Construction League, and are hence wider in their coverage than the local code groups; that is, they include the producers and the distributors, as well as the other construction elements.

This is a very brief outline of the present status of unification in the construction industry. I should now like to take a few minutes to describe the plans which are under way for the unification of the architectural profession, quite independent of any code effect. I believe that the other members of the industry will find it profitable to know what the architects are doing in this direction and perhaps will suggest to them similar action in the other major divisions of the Industry.

Interestingly enough, the architects inaugurated a unification program for the profession at the San Antonio Convention in 1931 simultaneously with the initial steps in the formation of the Construction League of the United States. I had the honor of presiding at the session of the Convention which considered this matter and at which a resolution was adopted directing the Board of Directors of the Institute to invite state societies to collaborate with it and to formulate a plan whereby such societies could be brought into direct unified relationship



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with the Institute, and further to present to the next Convention the necessary recommendations to achieve that result. At the 1932 Convention in Washington the report and by-law provisions, as recommended by the Board of Directors, were adopted. The Michigan Society of Architects was one of the first of the state bodies to be admitted to the Institute under the new by-law and was represented at the 1934 Convention by voting delegates. At this Convention a further step was taken in the matter of unification by the adoption of a resolution authorizing the Board of Directors to appoint a Committee to prepare a program for the unification of the architectural profession. This Committee made its report in December, 1934, to the Executive Committee which adopted the report and directed that by-laws be prepared for submission to the 1935 Convention. The report, somewhat brief, is published in the February Octagon and the proposed by-laws to give effect to the recommendations of the report will be published in the April Octagon.

The plan of necessity is somewhat complex and I think will be better understood by reading the Octagon report than from a brief description which I might be able to give in the short time available tonight. Its purpose is to unite all the qualified architects in the United States in order to promote the aesthetic, scientific and practical efficiency of the profession and to be in a position to act nationally or by states and localities. With the increasing activities of governmental bureaus in the construction field and particularly in the professional parts of that field, it becomes more and more necessary for the united profession to be in a position to discuss with officials the proper relationships and to work out means for developing them. Furthermore, the profession must be in a position to meet the other elements of the construction industry and to act jointly with them as occasion demands.

As an example of this unified action, I point to an amendment which has been introduced into the Work Relief Bill, known as Section 7, as follows: "Wherever practicable in the carrying out of the provisions of this joint resolution, full advantage shall be taken of the facilities of private enterprise."

The Construction League, with the support of its member organizations, was responsible for this amendment. Furthermore, the representatives of the League have been keeping in constant contact with the various members of the Administration advocating plans for applying this provision if and when the appropriations are made available by the enactment of the Work Relief Bill. A little over a week ago this message was delivered personally to the President of the United States by representatives of the League and, as announced in the press afterwards, a very satisfactory discussion lasting over an hour took place. There are three committees of the League now developing programs for the detailed application of this principle in use of the facilities of private enterprise. One committee made up of engineers and architects is working out a proposed contractual relationship, another made up of contractors is doing the same thing for their branch of the industry, and a committee of producers and distributors is at work on the problem from their angle.

Without unification such action would have been impossible and the different groups of the industry would be confronted, as they have in the past many times, by an accomplished program in which they had no opportunity to voice their opinions and needs. Furthermore, by acting jointly group-selfishness is counteracted and it is possible to give expression to a proper concern for the general welfare. In New York City several months ago, united action, through a joint committee representative of the seven architectural societies in the City, was able to present

a program to the City Housing Authority for the selection of architects in private practice, thus forestalling the establishment by the Authority of an architectural bureau. This Co-ordinating Committee in New York is being called upon more and more by the City Administration to give advice in connection with architectural matters, in addition to the Committee's own initiation of action in the interest of the profession and the general public.

I am sure that you must have in your own experience many examples of the same sort. It is hardly necessary for me to emphasize this matter of unification to your Society. My only excuse for emphasizing a unification of the profession is because I am sure you are interested in knowing what some other parts of the profession and the industry are doing in this direction.

Looking to the future, I am inclined to the belief that the efforts of the industry and of the profession will be directed toward the bureaus of government rather than to the legislatures. There is an increasing tendency, not only in this country but throughout the world, to throw more and more responsibility on the governmental executive. Some experts in public affairs have been for a long time advocating occupational representation in legislative bodies and I go along with them, but as I see the immediate future I am inclined to believe that our industry could be more effective in contributing to the public welfare as well as its own interest by official representation on executive boards. Such official representation can only come through unification, and only through united action can such a plan be made effective. For example, suppose the Mayor of the City of New York were willing to appoint a man to an architectural position on the nomination of the profession, who would do the nominating? Each one of the seven architectural societies in New York would have a right presumably to nominate separately but if these seven societies are unified, then they could speak with one voice. And I should like to see that voice an official voice, and therein to my mind lies one of the great advantages of the codes. The Construction Code was submitted by truly representative groups of the construction industry and approved by the President of the United States, thus giving the Code Authority, established by the Code, an official standing. Now, because the Construction Code Authority is an official body, it is called upon by all the Departments of Government in Washington for advice and information on construction matters and we are not at all hesitant in volunteering advice at any time, and we have no difficulty in obtaining the necessary interviews to present our programs because we are an official body and speak for the entire industry.

There are many men in the industry who have told me, throughout the period during which we have been working on the Codes and in their preparation, that they feared the loss of the individualism which has been responsible for outstanding achievements in the field of construction. Now I personally believe that fear is groundless. I think it is not only possible but absolutely necessary that unselfish individualism should be conserved and promoted in connection with the integrated industry. There is nothing in the Construction Code nor in the plan for unification of the construction industry nor in the program for the integration of the architectural profession that restricts any man in the expression of his individuality, with the one exception that he must do so without injury to his honest competitors.

I am absolutely opposed to the regimentation of the profession or of the industry and I know that unification and regimentation are far from being synonymous terms. Of course, there is a danger whenever large groups of men are brought together into organization that bureaucracy will develop, and

that bureaucracy can produce just as much sterility in private as it does in public affairs. The man of strong individual opinions and courage, with a proper regard for his conferees, is the only means for counteracting the growth of such bureaucracy. One of the greatest obstacles in the unification of the construction industry is the vested interest of small groups, both paid and unpaid, who control some organizations.

I am sure that we of the architectural profession must act collectively on those matters which affect the profession as a whole and likewise we must act collectively on architectural matters of public welfare. And in the program for the unified profession a place must be made for the free expression of individual convictions so that the organization may always be kept vigorous and not develop the impotence of senility.

After Mr. Voorhees' talk President Ditchy dismissed the meeting appropriately by thanking all for the splendid cooperation received including the Press, speakers, contractors, dealers, producers, supply men, the hotel, guests and friends throughout the building industry. He wished them all continued success and pledged the cooperation of the M. S. A.

And so, the 21st Annual Convention was brought to a successful close.

Frank H. Wright, Secretary.

ARCHITECTS, MEMBERS AND GUESTS REGISTERED AT THE MSA 21ST CONVENTION

Sam C. Allen, Roger Allen, Russell A. Allen, Geo. J. Bachmann, August W. Balle, C. Kenneth Bell, Albert M. Bielawski, Wells Bennett, Lee Black, Kenneth C. Black, M. R. Burrows, A. B. Channel, Sylvester J. Christie, Andrew Chubb, Lyle S. Cole, A. R. Cook, G. Frank Cordner, Norman H. Coughlan, Clarence L. Cowles, Cyril F. Cox, Frank E. Cox, C. A. Crowe, Frederick Crowther, William D. Cuthbert, George F. Diehl, J. Ivan Dise, Clair W. Ditchy, Harold H. Ehler, Adolph Eisen, Frank Eurich Jr., F. A. Fairbrother, Howard L. Farley, E. B. Fauquier, Robert Finn, Raymond M. Foley, Barry L. Frost, Cornelius L. T. Gabler, Branson V. Gamber, R. V. Gay, R. S. Gerganoff, Hans Gehrke, Ernest Greenberg, George J. Hass, Edw. G. Heckel, Theodore H. Hinchman, Harvey R. Hoffmaster, Alvin E. Harley, L. J. Heenan, Talmage C. Hughes, Peter M. Hulshen, Leigh Hunt, Arthur K. Heyde, L. B. Jameson, C. R. Jensen, John Kasurin, Paul Kasurin, Otto H. Kavieff, Henry J. Keough, Hugh Keyes, Carl Kressbach, J. Krul, William H. Kuni, Adrian Nelson, Langius, Emil Lorch, Walter E. Lentz, Walter G. Pesta, Jr., Pierre Lindhout, Claus D. Lundblad, Geo. M. McConkey, R. H. Marr, P. R. Marshall, W. V. Marshall, George D. Mason, Robt. W. Mason, Harry L. Mead, G. M. Merritt, J. Lawson Miller, David G. Mitchell, John L. Mitchell, A. R. Morison, Max A. Musch, Alfred D. Mitschke, R. C. Nagle, Shirley L. Owens, C. Wm. Palmer, St. Clair Pardee, Walter W. Pearl, Earl W. Pellerin, W. P. Rieden, D. Van Reyndam, Mason P. Rumney, J. Leonard Rush, Paul R. Sewell, David Siegal, Lewis W. Simpson, W. J. Slavin, Kieth W. Smith, N. Chester Sorensen, Joseph B. Stewart, Wm. B. Stratton, Lancelot Sukert, L. P. Summarkoff, G. Harold Thompson, Alex Linn Trout, Charles Valentine, J. Vanden Bogert, Stephen F. Voorhees, Gardiner C. Vose, George B. Walbridge, Stanley A. Walker, Harry F. Weeks, B. C. Wetzels, E. L. Williams, Barton D. Wood, L. L. Woodworth, Frank H. Wright.

Lancelot Sukert, Chief State Architectural Supervisor for the FHA (examining plans submitted for Government insured mortgages)—"Well, if this is home, where is third base?"

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But you know I make a lot of calls and as Bill Corey says, some are social and some professional (for HOLC), and in practically every home I find the Bulletin. It's getting to be as bad as the Detroit Shoplifting News.

HOME LOANING

By G. Frank Corder, A. I. A.

Uncle Sam is a benevolent relative in these days of scarcity and many of we mortals can thank him for a lot of broadening education that never otherwise might have been granted us. Inspecting several hundred dwelling of divers sorts for the Home Owners' Loan Corporation has given me some lasting impressions that may or may not be worth the telling. It all depends.

Take the people for instance. I liked to call on the Italians. Somehow they always seemed to have a cellar full of wine kegs and some may have had some humid contents of which the owner was so proud that he might insist on demonstrating to the caller. I had meant, at one time, to shanghai Wirt Rowland into the work as a rodman, or something, but, on second thought, decided otherwise on grounds of caution. The Italian women and children were the best-lookers of all the foreign-born and were invariably cordial. And such smiles, such teeth, such complexions!

And the dogs. I have held intimate conversations with collies, German shepherds, spitzes (the only all-around crab among dogs), terriers of every description and many beyond description, bulls, Park Avenue blood-hounds, scotties (the little devils), mongrels, curs, purps, pups, and pips. And I love 'em all. I remember one belonging to a well-to-do family, weighing but one pound, five ounces, and it was the tiniest Pom I have ever seen. I have visited with clean dogs and dirty dogs, friendly ones and those not so cordial but eventually won over, with wooly ones and mangy ones but, regardless of description, every one of them loved by somebody, that is, someone besides myself. I am about to petition the Federal Government to institute a nationwide dog survey to bring out the dirt on dogs. I would, of course, become the directing head, or tail, as the case might be. Everything and everybody else is being surveyed, why leave out man's best friend? Millions of under-privileged dogs still live in sub-standard kennels. This wrong must be righted if this nation is to progress.

This Home Loan repair business has been a great thing for producers of paint, asphalt shingles, sheet metal gutters and conductors and porch steps. ("Make all necessary repairs to front porch, steps, railing, etc."). Curse the manufacturer of those vividly green asphalt shingles; they knock out both one's eyes whenever one goes anywhere in this city. Apparently the case was, "Oh, yes, you may have any color shingle you like provided it's green." And so it goes. Have you a roof? Get green and get nutsy-wutsy. This work has also cast its benevolent shadow on the makers of concrete blocks to be used in replacing rotted cedar posts under millions of houses built without basements in the long ago. "On the level" is a saying that must have originated with a Home Loan Inspector cussing out a contractor replacing posts and trying to jack up the old manse to heights from which it fell many years ago.

It has been great fun learning to pronounce names such as Czysz, Guido, Trupiano, Smith, Szandomierski, Remisiewicz, Dziurlikowski, Zaffarano, et al. Time and again the young daughter has to be called in to interpret the word of the august agent of Uncle Sam to the worried looking mother who appears to be resigned to signing for the eighty-seventh time, her mark on an official looking document.

I found to my regret that all the talk about jerry-building is not very much exaggerated either. I recall in particular visiting the home of a widow working hard to keep her home and family. The repairs needed to put her house in only reasonably good condition were beyond polite conversation to express. Many other houses were so old that it seemed very wasteful to put any funds into re-

pairs at all and once started, it was difficult to know where to stop. Detroit needs a good demolition urge to remove these countless structures.

In all my meanderings but two homes stood out as belonging to families having any sense of esthetic understanding. One was the home of a Danish family in a suburb north of the city and the other was that of two single women, one of whom was a teacher, the other a probation officer. Here, I might possibly have been influenced by several considerations, one of which might have been a very frisky and friendly wire-haired fox terrier who knew how to close a door when he was ordered which is more than most kids of my acquaintance know. There was also a rather nice looking maid to supplement the other artistic embellishments. I hope these two menages get swell jobs on their repairs.

Dear brothers in the great and nubble profession, please be guided by these choice observations; that all the masonry porches, absolutely every one I saw, was falling off its house because of lack of suitable foundations and the practice of placing concrete terrace floors on fill; that crock pipes at the bases of conductors invariably are kicked into splinters by irate coal men and others for being in the way with the resulting filling up of the crock with sundry coal, top soil, etc.; that many old houses within the Grand Boulevard section still have no inside toilets (and Home Loan policy says they are not "necessary repairs"); that if you desire a swell English sag to your roofs, install 2"x4" rafters on 20' to 22' spans and then if you desire still more english, specify a 2"x8" valley rafter, 22' long, with a 5" knot on the tension side which produces a grand crack and lets the roof down at least until papa puts a broom handle under it to keep the roof out of the cellar on wash day as it gets in Mamma's way.

Antique effects are obtained also by using uncured concrete blocks in the basement so that there will be lovely vertical cracks the full height of the wall. This has an additional practical advantage when the Spring thaw comes as it relieves the hollow wall of its excess water and thereby prevents it tumbling over into the basement, from sheer weight. Another point is to be sure to call for non-ringing door-bells; you know, it's like the AAA policy of stimulating the Not-raising-hog Business into which our bucolic brothers have recently gone so heavily. And so have our editors and funny men, like Rod Allen, only he has given it another twist, the business, not the hog. He has gone into the Not-drawing-plan business and is paid to do that by a newspaper owner. How'm ah doin', Rod? Does your owner need any more hired men?

When building for the Detroit market, I would strongly recommend building concrete driveways not over 3/4" thick as they will more quickly produce the much desired garden stepping-stone effect, only better, and of course, don't allow for any contraction and expansion. It is well, too, to use only flat grain strawberry box shingles as they will turn up much faster and, by all means, nail down only every third or fourth one with a didy pin if you wish the superultra flavor to your ensembull.

Lastly, but not leastly, in the matter of architectural design, I think most of the places were built in the Reign of Terror style. Few houses had benefit of architectural clergy. Maybe they would have been worse; who knows? Later dwellings, particularly the recent flats, show some comprehension of sensible planning but most do not. From the construction standpoint, those of the Middle Victorian period were probably the best built and the worst in design; it was the "Modern" of that day. Usually the brick and stone masonry was of a superb quality long since departed in home construction. Their planning, while it may have fitted their day and age, is to our 1935 criteria, very

wasteful, and most of them because of that fact have had to be converted into multi-family dwellings.

The high standards of planning, design and construction established by the recently created Federal Housing Administration for dwellings and small flats will, if applicants are numerous enough, have a very salutary effect in eliminating many past abuses in our industry and gradually will tend to raise the standards of practice. The exploitive era is over. We have entered the day when real property will be regarded as an investment and not as something with which to speculate for a quick turn-over. "Let the buyer beware" is an ancient axiom but its sphere is about to be severely limited.

Reader, did you know that the canine population of this state is unbalanced? That there are no dogs up North? No, you didn't. But I study population trends and I know. When they cut down all the trees up North, all the dogs came down to Detroit. Now, there ain't enough trees to go around here, so I have founded the Bona Fido Concrete Tree Corp., Ltd.; common stock is now ready (adv.). This is the new industry, long looked for, that will bring us out of the depression.

BIRTHDAYS OF FAMOUS ARCHITECTS AND A FEW OF THEIR FRIENDS

*as gathered in the autograph books
of our secretary, Frank H. Wright*

- Jan. 3—Milton W. Pettibone
- " 5—C. Grant La Farge
- " 6—Fred C. O'Dell
- " 11—Edgar Rollin Kimball
- " 16—Wm. B. Stratton
- " 17—John M. Donaldson
- " 19—R. S. Gerganoff
- " 22—Paul Tilds
- " 23—Walter Maul
- " 24—Harold S. Ellington
- " 27—David H. Williams, Jr.
- " 29—A. W. Balle
- " 30—Leo M. Bower
- Feb. 2—Alex L. Trout
- " 6—Edward M. Walker
- " 7—Henry F. Stanton
- " 8—Richard P. Raseman
- " 16—W. E. N. Hunter
- " 20—Ernest J. Dellar
- " 21—Ernest H. Trysell
- Mar. 3—Andrew Clubb
- " 5—Louis Kahn
- " 8—H. J. Maxwell Grylls
- " 10—Alvin E. Harley
- " 10—Carl E. Macomber
- " 11—Louis Kamper
- " 13—L. R. Bennett
- " 14—P. R. Peirera
- " 15—Mary Chase Stratton
- " 16—Harry F. Weeks
- " 18—Adolph Eisen
- " 18—Bernard C. Wetzel
- " 21—John B. Gay
- " 21—Albert Kahn
- " 27—J. L. Miller
- " 28—J. H. Gus Steffens
- " 29—George W. Graves
- " 30—Robert B. Frantz
- Apr. 2—Frederick D. Madison
- " 7—W. G. Malcomson
- " 8—Frank Henry Wright
- " 8—M. R. Burrows
- " 10—G. Frank Corder
- " 12—Clair W. Ditchy
- " 15—Wm. D. Cuthbert
- " 15—Ralph Calder
- " 17—H. A. O'Dell
- " 18—Wm. H. Kuni
- " 21—Herbert D. Schmitz

" 25—George Page
 " 26—Harry L. White
 " 27—Carl Kressback
 May 2—J. Philip McDonnell
 " 5—George F. Diehl
 " 5—Paul Kasurin
 " 8—Hugh T. Keyes
 " 15—Andrew R. Morison
 " 17—Ted Rogvov
 " 21—George Singers
 23—J. Ivan Dise
 " 27—Austin Howe
 " 31—James Spence
 June 1—Ely Jacques Kahn
 " 6—Ernest Wilby
 " 8—Frank Lloyd Wright
 " 14—H. F. Swanson
 " 15—R. Deigert
 " 19—Arthur K. Hyde
 " 22—Frederick Crowther
 " 26—R. B. Pierce
 " 30—C. Wm. Palmer
 July 4—George D. Mason
 " 7—Jos. G. Gwizdowski
 " 10—Frank Eurich, Jr.
 " 11—F. Orla Varney
 " 12—Alex Thorhm
 " 14—John C. Stahl
 " 18—Frederick Strauss
 " 18—William U. Kaeser
 " 21—Emil Lorch
 " 26—R. B. Merrick
 " 28—Robert O. Derrick
 " 28—Earl W. Pellerin
 " 29—R. E. Raseman
 " 30—Albert C. McDonald
 Aug. 1—L. J. Heenan
 " 3—H. L. Bonnah
 " 11—Fred L. Smith
 " 15—Walter E. Lentz
 " 18—Lancelot Sukert
 " 19—Branson V. Gamber
 " 20—W. E. Kapp
 " 20—Elin Faarim
 " 21—Alex V. Laptaff
 " 22—Andrew R. Cook
 " 23—Ross Van Mcetyhe
 " 29—Richard Marr
 " 25—George J. Haas
 Sept. 2—Chester Sorensen
 " 3—Roger Baily
 " 4—Thomas W. Moss
 " 5—Bart Wood
 " 6—F. W. Howell
 " 11—Al Frank Herman
 " 11—Andrew R. Lindsay
 " 13—Henry Kohner
 " 14—Lewis W. Simpson
 " 21—Peter M. Hulsken
 " 24—George Booth
 " 25—Alger W. Luckham
 " 30—L. Marnus
 Oct. 2—C. Kenneth Bell
 " 11—Howard Simons
 " 13—Charlie Morgan
 " 20—Clarence L. Cowles
 " 21—Don W. Hunter
 " 21—M. R. Williams
 " 29—Charles T. Olmstead
 " 31—Harold H. Ehlert
 Nov. 7—E. A. Schilling
 " 10—F. A. Fairbrother
 " 11—Alex G. Donaldson
 " 11—E. S. Bowd
 " 15—E. M. Smith
 " 17—Talmage C. Hughes
 " 27—John C. Thornton
 " 27—Norman W. Krecke
 Dec. 1—Wirt C. Rowland
 " 7—Herb Wenzell
 " 14—O. J. Munson
 " 18—Harry C. Stevens

" 19—Cornelius L. T. Gabler
 " 25—Robert Finn
 " 30—Ralph D. VerValin
 " 31—Jean Hebrard

NATIONAL ESSAY COMPETITION ON THE SUBJECT "HOME"

(Continued from Page 2)

Oral contests will be given before public audiences, at which outstanding citizens, prominent in civic, welfare and educational affairs, and experts in housing and industry, will serve as judges.

We, the undersign, have organized ourselves as a Committee to invite your participation in this tremendous and beneficial concentration upon Better Housing—through having Industry establish an award fund for the winners of the contest. Contests will be held first in the school and then in the district or community. Semi-finals will take place in each State and the finals in Washington.

There are to be District, State and National Awards, and in every contest—elimination semi-finals and finals—there will be TWO winners—a boy and a girl—thus insuring a discussion of HOME from every angle.

It is our thought that Industry, interested in promoting the Better Housing Program, should be invited to contribute \$2.00 to this award fund. All contribution checks should be made out to "Industries Award Committee, Radio Essay Contest" and mailed to Mr. Robert V. Fleming, President, Riggs National Bank, Washington, D. C., who has kindly consented to act as treasurer of the Industries Award Committee.

National announcement of the awards for the City, State and National Boy and Girl winners is very important and can only be determined when all contributions have been received. Therefore, it is important that your check be mailed today, attached to the enclosed card.

INDUSTRIES AWARD COMMITTEE



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Your Uncle Sam is forcing the issue—the FHA is creating business for architects. This, of course, is followed by business for the lumber, hardware, brick and cement dealers and manufacturers. But, why go on. It makes business for the paint and varnish maker too. That's where we come in.

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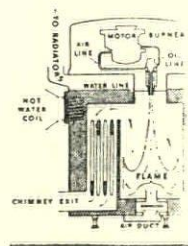
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WEEKLY BULLETIN



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Vol. 9

DETROIT, MICH., APRIL 16, 1935

No. 16

WHO, WHAT, WHERE, WHEN AND WHY

The business of news paper editing and reporting was brought to the architects and building profession last Thursday night when Malcolm Bingay, Editorial Director of the Detroit Free Press spoke at the 50th anniversary of the Builders' and Traders' Exchange.

We will leave a lot of the who and what to Ed Brunner, dubbed the best secretary who ever came to Detroit. Ed tells you about the personnel of the meeting on his page in this issue.

Mason P. Rumney, president of the Exchange presided and introduced Mr. Edwin Krieghoff as toastmaster. He used a hammer which was used 66 years ago to chisel brick in building the City Hall of Detroit. The toastmaster introduced Mr. Albert A. Albrecht, who was one of the first directors of the Exchange.

The speaker traced the building permits in Detroit from 1933 when they were \$3,000,000 to the

entire building industry, to enable all of us to see the way out.

The toastmaster introduced Mr. Malcolm Bingay, that master builder and Architect of the Column in the Detroit Free Press called The Pelucid Pillar. Mr. Bingay gave the best brief on why Detroit is not a mush room town, all washed up, that we have ever heard. We hope to publish his speech in full in a future issue of the Bulletin, it's good for the soul.

Architects' Luncheon

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

present when he stated that 64,000,000 had been pledged yesterday at a luncheon in honor of Mr. James A. Moffett, Federal Housing Administrator. This did not include residential work or housing, he stated.

Mr. Krieghoff stated that fifty years ago there were three architectural firms in Detroit ten years old. They were the firms of Mason and Rice, now George D. Mason & Co.; Donaldson & Meier, and Malcomson and Higginbotham. These firms are still doing business here as leading firms.

There was one firm which he mentioned, that of Smith Hinchman and Grylls, represented by Mr. H. J. Maxwell Grylls at this meeting. Mr. Grylls, he stated had been engaged in the profession in Detroit for 52 years.

Mr. Grylls made a most touching speech in which he stated that he had learned much from his friends the builders and had further enjoyed their friendship.

Ed Brunner, Secretary of the Exchange, drew a comparison between too close to the down-town towers to see them and being too close to our problems to see just what is going on. He stated that such meetings as these were for the benefit of the

SPECIAL NOTICE

To All Architects

You are cordially invited to attend a Past Presidents' Dinner at the

Intercollegiate Alumni Club

13th Floor Penobscot Bldg.

Wednesday, April 17th

Dinner at 6:30 P. M.—\$1.00

SPUR HOUSING IN HAMTRAMCK

Committee Members Prepare Program; Easter Parade Is Scheduled

With the organization of a committee which is to sponsor its better housing campaign perfected, Hamtramck has now entered the group of Michigan cities co-operating with the Federal Housing Administration to place before their citizens the opportunities offered them by the National Housing Act.

The program on which the Hamtramck committee is working contains three points:

1. A dilapidated home located at 8631 Joseph Campau avenue is to be remodeled according to designs submitted by L. B. Jameson, architect, to demonstrate what modernization can do.

2. A house-to-house canvass is to be started at once to familiarize property owners with the long-term credit plan of the FHA.

3. An Easter parade is to be held April 23, in which the better housing program will be featured.

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

An Institution

The construction industry of Detroit paid its tribute Thursday, April 11 to an institution. This institution may be described briefly as a continuous chain of group interest subscribed to by men for fifty years—a bond of common interest—The Builders' and Traders' Exchange of the City of Detroit, organized in 1885 and incorporated by special act of the Michigan Legislature in 1891.

The industry paid its tribute in the form of a banquet, the attendance to which filled not only the main banquet hall of the Detroit Leland, but which filled two equally big rooms and then overflowed into the cocktail lounge and into several parties served privately. When it came time for the speeches, the main hall seated as an auditorium was packed and beyond the "standing room only."

Time at the banquet did not permit reading all the telegrams and letters of regret, and space does not permit it here. Those for speakers table were from Frank Fitzgerald, Governor of Michigan; Frank Couzens, Mayor of Detroit; W. Frank Austin member of the national Construction Code Authority; George Mason, architect whose letter about the founding of the Exchange will find a place in this magazine soon; and John L. Austin and Chas. L. Bachelder the two ex-presidents who head the roll of living ex-presidents in point of early office.

At the speakers table were Paul Marshall, president of the Producers' Council; Heinrich Pickert, police commissioner of Detroit; Claire Ditchy, president of the Michigan Society of Architects; Launcelot Sukert, architectural director of Michigan F. H. A.; Joseph Wolff, commissioner of buildings and safety engineering; George Thompson, budget director of the State of Michigan; Murray Van Wagoner, state highway commissioner; Mason P. Rumney, president of the Builders' and Traders' Exchange; Malcolm Bingay, editorial director of the Free Press; Edwin Krieghoff; Albert Albrecht; H. Maxwell Grylls; George Walbridge, chairman of Michigan Industries; Lawrence Lenhardt, commissioner of public works; E. J. Brunner, secretary of the Builders' and Traders' Exchange; C. William Palmer, president of the Detroit Chapter of the A. I. A.; and Harvey Campbell, vice president of the Detroit Board of Commerce.

Among others called upon and present were: Harry Holland one of the five surviving signers of the first membership roll. Mr. Holland brought with him a brick hammer used on the City Hall during the four years of its construction 1869-1873. Pres-

ident Rumney used this as a gavel; Chester Culver, executive director of the Employers' Association; Al Wallich, president Detroit Water Board; Frank Fleming, construction supt. of the H.O.L.C.; L. H. Hoffman district director of Housing; Dr. Emil Lorch, dean of architecture, University of Michigan; Dr. Emil Rossinger of the Detroit News; H. A. O'Dell, Works Committee, State Planning Commission; the following ex-presidents of the Exchange who were present; Henry Otis, Jesse D. Stoddard, Charles Clippert, George R. Cooke, John Haggarty, E. M. Harrigan, Clyde Crane, Frederick Solms, Albert Aldinger Sr., John Busby, George Auch, Ferd Korneffel, Dr. Julius Clippert, Edward Horning; and the following ex-secretaries: Charles Bowen, Elton Hascall, and L. K. Mahon; and the following officers and directors: H. Eugene Webb, vice president of the Builders' and Traders' Exchange; Albert Beever, vice president; Claude Filer, treasurer; Gage Cooper, director; Walter Trowell, director; William F. Seeley, chairman for the builders of the Architects and Builders' and Traders' Joint Golf Outings.

The following firms reserved and filled tables of ten; (not any special order to this list) General Electric Company; Detroit Testing Laboratory; Western Waterproofing Company; Detroit Lumber Company; Detroit Steel Products Company; Krieghoff Company; Albert Beever Company; Kullen Fuel and Supply Company; Belden Stark Brick Company; Restrict Lumber Company; Clippert Brick Company; American Lumber Company; Hurd Lumber Company; Otto Misch Company; Wire and Iron Products Company; O. W. Burke Company; Detroit Ornamental Wire, Bronze, and Wire Club; W. E. Wood Company; Huron Portland Cement Company; Bryant Detweiler Company; R. C. Mahon Company; Contracting Plasterers' Association; Electrical Contractors Association; Roofing and Sheet Metal Contractors Association; Aluminum Company of America; Producers Council; Walbridge Aldinger Company.

The Entertainment Committee of the Exchange; Albert Beever; Bill Seeley; Walter Trowell; N. Rivard; Fred Sumner; and the Banquet Committee; Edwin Krieghoff, Charles Clippert, Henry Otis, Jesse Stoddard, Claude Filer; the board of directors, and the following floor committee which besides men whose names already have been mentioned consisted of Al Saunders; Jim Hemstreet, C. Offenstein; W. C. Restrict, Earl Hurd, Thomas Murray, A. B. Johnson, and Carl Dambrun.

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The President of the Detroit Chapter of the American Institute of Architects, Mr. C. William Palmer, is on a committee to judge bird houses designed and constructed by craftsmen in the Detroit high schools. He would probably be interested in knowing of the first fire-proof bird house ever built by birds.

FIRST FIREPROOF BIRD'S NEST

A news item from a Southern city stated that "the first fireproof bird's nest ever seen in this country, so far as is known, was discovered the other day on the roof of a hotel. The nest was constructed entirely of small pieces of wire and there was not a twig or a piece of string in it."

One would almost think that the birds that built this nest had heard of the recommendations of the National Board of Fire Underwriters, which advocates fire-resistive construction as a primary means of reducing the great toll in life and property taken by fire each year. We will always have fires—but improved construction standards can do much to mitigate the damage done.

Dwelling houses of frame construction offer an invitation to fire, as the hollow walls permit flames to spread throughout the entire structure. Even such buildings can be made fire-resistive to an extent by means of comparatively simple precautions. Many fires start in cellars and soon communicate with the entire house. This can be prevented by a ceiling in the cellar of cement plaster on metal lath, extending across from foundation to foundation. The door at the head of the stairs should be of sufficiently heavy construction to resist flames for some time. Additional precautions are fire stops in walls at each floor level and fire-resistive roofing.

Larger buildings, such as factories, warehouses, office buildings and those housing mercantile establishments, should be constructed of as nearly as possible fireproof materials. It is highly important that all vertical openings such as elevator and dumbwaiter shafts and stairways be entirely enclosed. Any doors into them should be of the self-closing type. A means of automatically ventilating such shafts at the roof should be provided.

The first fireproof bird's nest was news—it will be bigger news when a town or city can report that all of its buildings are of fire-resistive construction.

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CHINESE FIND NEW WAY TO GET RICH

Out of Ming Kwang has come a strange story of retribution that smacks of legend. According to the story, Chang, a farmer, was hopelessly in debt. So he and his wife decided to hold a "banquet of death" and commit suicide.

Chang's wife killed and cooked a chicken in arsenic. As they were about to sit down to eat their farewell meal, bandits appeared at the gates of their farm. Frightened, they hid.

When the bandits entered they were overjoyed to find a feast prepared. They sat down and boisterously ate the whole of the chicken and drank all the wine.

Suddenly—just as the last morsel of the grim meal had been consumed—one of them, writhing in pain, fell down dead. One by one the whole 13 collapsed, groaning in agony.

Soon all the bandits were stretched dead on the floor. Chang and his wife came out of hiding. They searched the bandits and found \$600.

The police decided that the money belongs to Chang, so his financial troubles are now over, the story goes.

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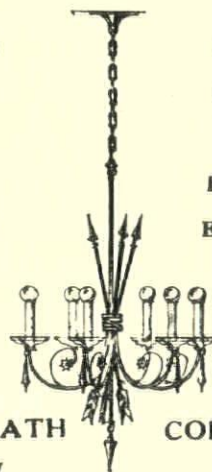
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THE COLUMN—AGAIN

Now that Malcolm Bingay has received signal honors because of his outstanding work on the Good Morning Column in The Detroit Free Press we are moved to move back into our old sphere of columning and to give you a little of the low-down on matters architectural and otherwise hereabouts.

As Lancelot Sukert said to me recently, "What's the matter with the Bulletin lately? I don't read it any more because it isn't funny; that's why I didn't know about this meeting tonight." At the same time he was at the meeting and my answer was, "How would you like to work for the government for eight hours a day and then go home and write something side-splitting?" He works for the Government, I work for the Government, and who doesn't? As Will Rogers says the Government is the only agency spending any money at the present and the only thing to do if you are not in accord with the plan is to refuse to take any of the tainted money.

Sukert is not the only one who has chided me about the neglect which the Bulletin has felt of late. None other than our Richard Marr has said, "Give us something funny, even if it is only a few lines."

All of these communications have had their effect and there are hopeful signs that the Bulletin may yet come back to its old time form. Even now I find myself drawing up to the curb to jot down some note before I forget, which reminds me that I must have my brakes adjusted soon.

I don't know for what reason, but the attendance at the Union Guardian luncheons has not been so good lately. We are always glad if the attendance is good—it shows that they are interested. If it is poor it shows that they are busy. Perhaps some were scared away by the meeting some weeks ago when the place changed hands and did some advertising. One could hardly get into the elevator lobby. This condition has not existed since, however.

This question of the locale of the weekly luncheons is an important one, since attendance is of first importance. If any one has any suggestions concerning this matter they will be placed in a hat and dropped down the dust chute. Personally, I don't see why the Intercollegiate Alumni Club in the Penobscot Building would not answer every requirement. By the way, the next Chapter meeting, the April meeting, which will be held in conjunction with the Michigan Society of Architects, will be held at the Intercollegiate Alumni Club on the 13th floor of the Penobscot Building and it is going to be something extra special. Frank Eurich, Jr. will be toastmaster and the occasion is to honor the past presidents of the Detroit Chapter of The American Institute of Architects. The whole program will be in a humorous vein and two minutes only will be given to each past president to tell his stuff about what happened during his administration. You can, no doubt, picture the possibilities of such a program. It will be too bad—for you—if you miss this program.

Dinner will be served at 6:30 P. M. at the Intercollegiate Alumni Club, 13th floor of the Penobscot Building on Wednesday, April 17th, 1935 at

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Art Hyde, Chairman of the Chapter program committee, has passed the word to me that I should write something that will "bring them out." This is a pretty big order, but here's how! This is going to be the biggest event of the year for the Chapter and we want to see all of the architects there.

This is getting to be like a news broadcast, because most of this dope is carried in other columns of this issue.

The Slum Clearance takes first place in the interest of architects at present. Some newspapers are so anxious to be the first to publish the list of 18 architects selected that they are willing to use a good guess, but after all, what good is a guess? It was hoped that the Bulletin would be the first to publish the list, but we would not envy the one charged with selecting the eighteen.

There were two architectural firms during the past week who called this office for draftsmen. And do you know that good men are hard to get? This is a good omen for the building industry.

The Union-Guardian luncheons have been dropping off in attendance lately. Maybe this too is a good sign. We are glad when a large number attend because it makes the affair more worth while. We are also glad when a few attend because we think perhaps they are busy. But don't forget your organizations because they are trying to help you to solve your problems.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Alteration to 2030 Park Ave. Change in plans. Mechanical bids due April 15.

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

Same.—Alteration on 600 seat theatre, Greenville, Mich. General contractor, S. Copeland.

Same.—Preparing plans for 1500 seat theatre. Location—Dearborn, Mich. Entrance lobby 60x118'. Theatre auditorium 146x90'.

Confer, Earl L., 18970 Grand River, RE. 2714.—Plans for furniture store, N. W. Section, 42x100, 1 story, balcony, brick, limestone.

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

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

Diehl, George F., 120 Madison Ave., CH. 7268.—Fox Film Exchange, bids due April 15.

Same.—Preparing plans for chapel building, Catholic parish. Take bids about May 1. 1,500 seats, stone exterior. Six Mile Road and Livernois. Spanish tile roof.

Same.—Bottling plant, Trenton Valley Distillers' Corp. Bids due April 12. Reinforced construction, concrete block. 50x145, 2 stories, estimated cost \$25,000. Unit heaters. Bottling equipment by owner.

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

Same.—Alteration to residence for Dr. B. R. Hoobler. No contracts let as yet.

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, 70x112', 2 stories and basement.

Kuni, Wm. H., CA. 8550.—Plans for residence, Rosedale Park, being revised.

Same.—Preparing plans for wood and metal furniture and filing equipment for Alpena County Court House.

Same.—Preparing plans for early American brick veneer residence, Grosse Pointe. Owner withheld.

Same.—Preparing plans for English type residence, Birchcrest Drive. Owner withheld.

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, Geo. D. & Co., 409 Griswold, RA. 7850.—Alteration in north gallery of Woodward Avenue Presbyterian Church being considered by owners.

Merrit & Cole, 1111 Collingwood, LO. 2483.—Bids for Salem Evangelical Church, Pigeon, Mich., extended to April 16.

Same.—Heating contract on Redford Lutheran Church let to Gar Wood Co.; plumbing, Albert De Witt.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp. Ready about April 15.

Thompson, G. Harold, R. A., Mullet Lake, Mich.—Preparing plans for twenty bed, fire-proof hospital, Cheboygan, Mich.

Tilds, Paul, 602 Hoffman Bldg., CA. 2610.—Bids for residence, 37x42, closed.

Same.—Plans for residence, 34x48 with attached garage. Bids closed.

Same.—2 store building, 60x60, Woodward Ave. Contracts let soon.

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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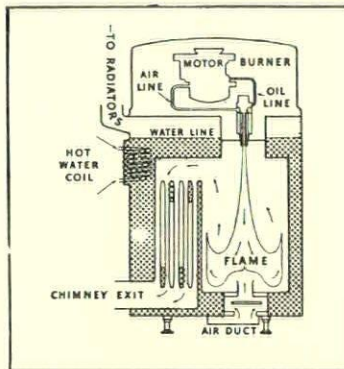
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Vol. 9

DETROIT, MICH., APRIL 23rd, 1935

"MY OWN HOME TOWN"

A Study of the Forces Making Detroit the Fourth City of America

An address delivered at the Builders' and Traders' Exchange of Detroit at their 50th Anniversary Banquet,
April 11th, 1935

By MALCOLM W. BINGAY
Editorial Director, The Detroit Free Press

(Copyrighted by The J. L. Hudson Co.)

DETROIT was founded because an ancient King of France wore a beaver hat.

From that day, in 1610, when Louis XIII walked the streets of Paris proudly showing off his new chapeau, this spot has been one of the storm centers of the world.

No other American city has a more ancient or a more glorious tradition or one more vibrant with drama involving the destiny of empires; the throbbing beats of progress that keep time to the eternal march of Man.

Architects' Luncheon

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

Our history refutes the thoughtless observer who looks upon Detroit, the Dynamic, as creation of this day, as a mere machine shop, as a boom town.

Detroit was a city with a soul, an identity carved and shaped from a heroic heritage, long before the honk of the motor horn was heard on any hill.

French voyageurs came here at the dawn of the Seventeenth Century to wrest from this wilderness a great colonial empire for the kings of France. No new land is ever settled without an economic impulse to motivate the people who are to pioneer it.

D'Etroit (of this strait) was known to them as the home of the beaver, Teuscha-Grande. The beaver skins grew in value as King Louis XII set the style and the rich of Europe insisted on having them. It was very much as is today with the Garbos, the Dietrichs, the Barrymores and the Gables—kings and queens of movie land—making popular certain styles.

The first great trading post of the French was at Mackinac. Here the Indians came from hundreds of miles away to trade their beaver skins for brandy—fory every Indian headache, a noble's headpiece. The craze for the high hats spread to England.

From Fort Orange, now Albany, the English fur traders moved to the land of the beaver. The English were utilitarian. They traded the Indians molasses rum for their skins. Made in the colonies it was much cheaper than the imported brandy of the French. To the poor Indian it was all "fire-water." He began deserting the French for the English. The French were alarmed over the fate of their dream of empire.

Cadillac, who had been commander at Mackinac, was ordered to find an ideal place for a fort on the lower lakes to stem the tide of the English. He picked this site, a half century after others had touched its shores. Here, in 1701, he erected Fort Pontchartrain. Here—on June 5—Detroit was born and it has been on the map ever since as one of the significant cities of history.

* * *

Why Detroit?

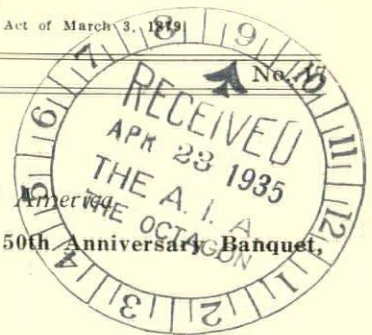
That question has been asked throughout the world for the past 25 years. Detroit has been the mecca of all the great students of our times; economists, industrialists, sociologists, scientists, historians, philosophers; they have poured here from Europe, South America, the Orient to learn from us and to find answer to the riddle: Why Detroit?

The answer cannot be gleaned from any set of facts. To understand Detroit we must consider the intangible values that go to make up life itself.

The existence of all other American cities can be easily explained. Boston, New York, Baltimore, Philadelphia just had to be. The trade of the seven seas finds natural harbors. Chicago was inevitable. Chicago grew like a callous on a hand, from the mere friction of westward travel. So did Buffalo, Cleveland, Toledo. But not Detroit.

Here was a city more ancient than all the rest, far up in a Peninsula, away from the natural paths of trade. Yet through the long bloody years of warfare it was prized because of its strategic value. And it is a characteristic of an Englishman that he

(Continued on Page 4)



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.

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Edited by E. J. Brunner

Clearing the Tables

This final column will clear our Golden Anniversary Banquet. There are a few important points to dwell upon briefly and a mighty important letter from George D. Mason which we in this space last week promised to print. HOW OLD ARE WE? It has not been made clear to many how we could celebrate our Fortieth Anniversary in 1931 as we did with a big banquet, and then celebrate our Fiftieth Anniversary in 1935. A few have jokingly accused us of being opportunists.

Well, it's this way: According to our official records, we were organized in January, 1885. At that time the first official minutes begin, and the first roster was signed and the first by-laws adopted. But not until 1891 did we receive our charter by a special act of the Legislature of the State of Michigan. The charter was forty years old in 1931. So therefore in 1941 we can again logically celebrate a fiftieth anniversary.

As a matter of fact, there must have been formative meetings prior to January first, 1885, but there are no existing records so far as we know of those meetings. To this point the letter of regret of his inability to attend sent to us by George D. Mason is very interesting. It is published herewith in full:

Tuesday, April 9th, 1935

Mr. E. J. Brunner, Secretary
Builders & Traders Exchange,
439 Penobscot Building,
Detroit, Michigan.

Dear Mr. Brunner:

Because of an important engagement out of the city, that I am obliged to keep, I find it a keen disappointment that makes it impossible for me to meet with you on Thursday evening to join in honoring my old and life-long friend, Albert A. Albrecht.

Please extend to him my most cordial greetings. When the firm of Mason & Rice planned the D. M. Ferry Seed Warehouse, then the largest building in Detroit, in 1879, Albert's father was the mason contractor and his son his most active assistant.

Thereafter no contractor has been held in higher esteem, nor has had a finer reputation for honesty, fair-dealing and friendliness than Albert. Such traits of character have been conducive to the active continuation of his firm to the present time.

On March 23d, 1884, the first meeting of architects was held for the purpose of forming a Chapter, and at the second meeting on April 3d, 1884, in the office of E. E. Meyers, No. 7 Moffatt Block, E. E. Meyers was elected President, Mortimer L.

Smith, Vice-President, Zack Rice, Secretary, Gordon W. Lloyd, Treasurer, Board of Finance—John M. Donaldson, W. E. Brown, Julius Hess and George D. Mason, Examining Board—Gordon W. Lloyd, Julius Hess and John M. Donaldson. The Charter Members were as follows: Gordon W. Lloyd, E. E. Meyers, Robert T. Brooks, John Scott, John M. Donaldson, Peter Diedrichs, Jr., W. E. Brown, Wm. Scott, A. B. Cram, Richard E. Raseman, Zack Rice, A. E. French, George D. Mason, Julius Hess, H. J. Meier, Mortimer L. Smith, Carl Schmid, Fred H. Spier, Alfred Wood, and Wm. C. Rohns.

At this meeting and following its organization, as recorded in my diary of that date, the very first resolution that was offered proposed the formation of a Builders Exchange. Thereupon a Committee was appointed to confer with Alexander Chapoton and Ernest R. Nuppenau, not only to accomplish this purpose, but to find a location that would be a suitable meeting place for all of us. Co-operation, you see, was the order of the day, and I am happy to state has continued ever since.

We have Mr. Albert Albrecht and many of our older builders who co-operated with him, to thank for the beginning of the high standing of the Exchange today; and long may it prosper!

Sincerely yours,

GEO. D. MASON.

And now space permits just one more short and pertinent observation. After figuring our total expenses for the banquet including entertainment and balancing these against revenue we find the banquet is in the black exactly \$11.63, which is a mighty good record for any banquet.

Giffels & Vallet and L. Rosetti, associated architects and engineers announce the removal of their offices from 606 Marquette Building to 1000 Marquette Building. The telephone number remains the same, CA. 3353. Many will recognize the address of 1000 Marquette Building as that formerly occupied by Albert Kahn, Inc.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Contracts on alteration to 2030 Park Ave.; kitchen equipment, Albert Pick Co.; front, James A. Moynes Co.; air conditioning, Kelvinator Co.; Macotta, Maul Macotta Co.; plastering, Charles Rouse; electrical wiring, M. Wasserman; lumber, Braun Lumber Co.

Same.—Air conditioning and ventilating on Capitol Theatre, 7915 West Vernor Highway. Bids due April 23rd.

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

Same.—Alteration on 600 seat theatre, Greenville, Mich. General contractor, S. Copeland.

Same.—Preparing plans for 1500 seat theatre. Location—Dearborn, Mich. Entrance lobby 60x118'. Theatre auditorium 146x90'.

Confer, Earl L., 18970 Grand River, RE. 2714.—Plans for furniture store, N. W. Section, 42x100, 1 story, balcony, brick, limestone. Plans ready soon.

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

Same.—Selected as architect for Methodist Church, Alma, Michigan.

Same.—Small residence, Ann Arbor Road, under construction. Heating, Boyd & Cooper; masonry and carpentry, day labor.

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

Diehl, George F., 120 Madison Ave., CH. 7268.—Fox Film Exchange, bids closed April 15.

Same.—Preparing plans for chapel building, Catholic parish. Take bids about May 1. 1,500 seats, stone exterior. Six Mile Road and Livernois. Spanish tile roof.

Same.—Bottling plant, Trenton Valley Distillers' Corp. Bids closed April 12. Reinforced construction, concrete block. 50x145, 2 stories, estimated cost \$25,000. Unit heaters. Bottling equipment by owner.

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

Same.—Alteration to residence for Dr. B. R. Hoobler. No contracts let as yet.

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

Giffels & Vallet, Inc. and L. Rosetti, Associated Engineers and Architects, 1000 Marquette Bldg., CA. 3353.—Preparing plans for addition and alteration to plant for Soy Bean Installation at Ford Motor Car Co.

Same.—Bids being taken on marble, tile and terrazzo for Newburgh plant.

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, 70x112', 2 stories and basement.

Kavieff, Otto H., 182 N. Walnut St., Mt. Clemens.—Revising plans for recreation building, 80'x100'.

Kuni, Wm. H., CA. 8550.—Plans for residence, Rosedale Park, being revised.

Same.—Preparing plans for wood and metal furniture and filing equipment for Alpena County Court House.

Same.—Preparing plans for early American brick veneer residence, Grosse Pointe. Owner withheld.

Same.—Preparing plans for English type residence, Birchcrest Drive. Owner withheld.

Lane, Davenport, Inc., 610 Donovan Bldg., CH. 6747.—Preparing plans 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.

Same.—Preparing plans for auditorium, Paw Paw, Michigan.

Same.—Preparing plans for City Hall, Benton Harbor, Michigan.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Alteration in north gallery of Woodward Avenue Presbyterian Church being considered by owners.

Merritt & Cole, 1111 Collingwood Ave., LO. 2483.—General contractor for Salem Evangelical Church to be selected April 23.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp. Ready about April 15.

Thompson, G. Harold, R. A., Mullet Lake, Mich.—Preparing plans for twenty bed, fire-proof hospital, Cheboygan, Mich.

Tilds, Paul, 602 Hoffman Building., CA. 2610.—2 store building 60x60. General contractor—Campbell Construction Co.

Same.—Residence, 37x42 being refurnished.

The firm of Giffels & Vallet, Inc. and L. Rosetti, Associated Architects and Engineers replaces the firm of Giffels & Vallet, Engineers, and Louis Rosetti, Architect.



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"MY OWN HOME TOWN"

(Continued from Page 1)

cherishes anything for which he has had to fight.

But the heart and soul of Detroit will not be found in the mere recitals of the endless wars that waged around her. Detroit was unique as a frontier city, Detroit had an established culture before it was ever incorporated as a city. While other pioneer communities were of necessity, uncouth, illiterate, ruthless, the seed of better things was planted within this soil before the matrix of our being became solidified.

Three great men gave Detroit its present unique personality in those formative years after the flags of France and Britain had been swept from our shores.

First, there was Father Gabriel Richard, heroic French priest, brilliant scholar and humanitarian. He it was who brought the first printing press to the Northwest. He printed our first newspaper. He organized schools. After his mass on Sunday morning he would gather the people of other faiths into the assembly hall and preach to them simple, inspiring, non-denominational sermons. He died a martyr's death in the streets of our city while nursing the stricken in the greatest of the cholera plagues that swept Detroit.

Second, there was an equally heroic figure, the Rev. John Montieth, Presbyterian. This rugged Calvinist worked shoulder to shoulder with his Roman brother in Christ. They brought to the Indians His Message and kept alive the divine spark among those of all faiths.

Third in Detroit's spiritual and cultural trinity was Judge Augustus Brevort Woodward, for whom our main street is named. He was not a religionist in the denominational sense. He was a friend of Thomas Jefferson, an acquaintance of Ben Franklin; a follower of Voltaire and Rousseau. He was a world traveller, a cosmopolitan scholar, a great lover of the Greek and Latin classics.

These three remarkable men worked together in this little clearing torn from a primeval forest. They organized debating societies, lectures, a library, schools. Finally they founded the University of Michigan—and were the entire faculty.

When the great fire completely destroyed Detroit in 1805, they were the ones who placed on the seal of our city that imperishable and still untarnished motto:

"Speramus Meliora; Resurget Cineribus"
(We hope for better days; It shall arise
from its ashes)

And we have never ceased to hope, to struggle, to achieve. Blow after blow has been rained upon this city throughout its history and always it has arisen from its ashes—cleaner and finer and better because it has conquered adversity.

* * *

Detroit was born in battle. It has triumphed over Indian massacres, over cholera epidemics, over fires and many wars. It has stood the test of time.

The archives at Washington are filled with records from federal examiners, who were sent here in the early days, saying that Michigan was uninhabitable. People were warned not to come here. Detroit was a marshland, under water. So they said then. And for the past year other government ex-

aminers and other critics of Detroit have been saying that we are still "under water!"

No railroad passed Detroit. Any steam line that reached this city had to build side tracks to get here. Detroit was the historical example of the Emersonian dictum on the merits of a superior mousetrap. Detroit did not have to be. Detroit IS—despite every obstacle that has been thrown into her path.

The only answer is in the intangible seeds of culture, the imponderable things of the spirit.

The mighty timber industry opened in Michigan, the world's richest ore deposits were found in the upper ranges, the great salt deposits in and around Detroit poured forth their riches. The pioneer Detroiters, whose names mark so many of our streets, wrested from this soil their fortunes and their faith.

Detroit was known in those early days as the loveliest city in America; it was world famous as Detroit, the City Beautiful. There is no river in all the world quite so fine. Great shade trees cooled our streets. There was a poise, a maturity, a dignity that set this community apart. We were known everywhere even then for our stoves, our chemicals and drugs, our iron and steel and shipyards. We had here an established wealth invested in the markets and industries of the world.

And yet our critics speak of Detroit as a magnified machine shop.

* * *

Even the automobile, the invention of which changed the entire tempo of the human race and revolutionized civilization, is a creation of Detroit, by Detroiters; conceived here, born here, financed here.

The great pioneers who changed the world by their inventive genius were either of Detroit or of its environs. Olds, from Lansing and Tecumseh; Ford from Dearborn; the Dodges, from Niles—the list is endless. Only one of the early giants sprang from other than Michigan soil. That was the late



This little gadget is pretty wise

When your eyes bother you, you go to an eyesight specialist. He can fit you with perfect glasses—and the glasses make seeing and reading and working easier. But you must also have good lighting. The SIGHT METER (shown above) knows all about good and bad lighting. It is a sensitive instrument designed to measure light. It will tell you exactly how much light is present at any place in a room . . . and good lighting is an essential part of any well-planned building today. You are invited to use a Sight Meter at any time, without charge or obligation. Call Randolph 6800 and ask for the Lighting Division.

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Henry M. Leland. He came west to make his fortune, and landed in Chicago on the day of the Hay-market riots. He saw police and citizens blown to pieces and he said, "This is no town for me." He took the next train to Detroit, fell in love with its quiet beauty, its solid substance and said, "Here is where I begin." His machine shop became the cradle of a great industry. Thus is the motor car indigenous to our soil.

Word swept over America about a new strange thing that was happening in Detroit. A group of Detroiters were making wagons that could run without horses! American youth responded to the call of great adventure, just as our sons of today are responding to the call of the air and our forebears hearkened to the whisperings of the sea.

Detroit became the rallying point of the finest mechanical brains of the Republic; sturdy, self-reliant manhood. We need but mention the Fisher brothers, coming out of Ohio to win fame and fortune, as of the type.

This new inrush of youth and high courage found a city with an established matrix. The sons of the pioneers—the Joys, the Algers, the Newberrys, the McMillans—the endless host, blended with them. The money was here to establish the factories. And the banks financed these new comers in their homes. They married into the older families, they became a part without ever blurring the outlines of the old Detroit.

They built not only automobiles but something

else. They revolutionized industry by creating mass production because of the world wide demand for Detroit's products.

* * *

Detroit did expand prodigiously. Overnight, farm lands yielded great crops of beautiful homes and wide paved streets. A boom town? Hardly. It was the flowering of a seed that had been planted centuries ago. Detroit was still a city with a vision and hope of better things.

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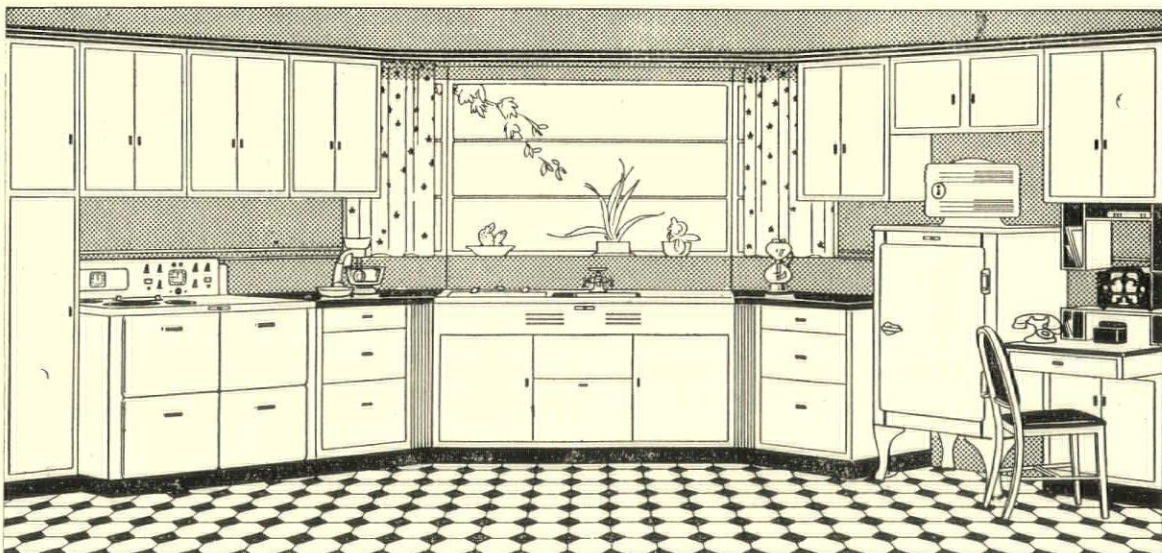
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Because of this, great sewage and water systems were stretched out in anticipation of that growth. This foresight has had its reward. Detroit has stood year after year, according to the United States government statistics, as the healthiest community on the continent.

Our schools were not allowed to lag and Detroit is proclaimed today as possessor of the finest complete system of public school education in America.

Though our city had grown like a green bay tree, there has never been a major municipal scandal. Again there must be a reason for this and again we must find the answer in the intangibles.

The world is filled these days with talk of a New Deal, a new ideal of government and business. And the thoughtless, as they prate of such things, do not stop to realize that even the so-called New Deal was, like the motor car, born in Detroit.

The man who started the New Deal in politics, the great reformation of our governmental institutions, was Hazen S. Pingree. As mayor of Detroit, this shoe manufacturer was laughed at. Yet his fame spread and he was frequently mentioned for the Presidency. He had an old-fashioned idea of honesty and fair dealing in public office. He was the first to fight the fight and he still stands peculiarly alone as the First Progressive.

As Governor he fought the powers that sought to corrupt our legislatures. LaFollette and others out of Wisconsin came here to sit at his feet and learn wisdom. Tom L. Johnson, promoter and public utility lobbyist, came here to fight him, but like St. Paul on the Road to Damascus, he saw a great light. Johnson gave up his connections and returned to Cleveland to be the historic reform mayor of that city and to spread the gospel of clean government not only in Ohio but throughout the Nation.

Theodore Roosevelt, a young hero of the Spanish-American war, heard of this strange man Pingree who knew how to fight. He adopted all of his policies. He even followed Pingree's technique of slipping away to Africa to shoot big game. Pingree did it deliberately. He went to Africa because he thought the people were tired of him, and he wanted to get away where they would miss him. He died in London on the way home to a mighty triumph. Roosevelt played the same game, and came back to the greatest ovation ever given a returning American.

But not alone politically did Detroit contribute to this New Deal.

Everybody knows that 20 years ago Henry Ford startled the industrial and economic world by announcing that he would pay all employees five dollars a day. It was so amazing an innovation that he was denounced as the destroyer of the capitalistic system, and, on the other hand, worshipped. And the world's wonder grew when all

the other companies did the same thing.

The whole NRA philosophy pertaining to higher wages and shorter hours was born in Detroit; born in high vision and sound common sense; on the solid ground of practicality and not emotionalism. Detroit has always led the world in high wages for its workmen.

For 25 years Detroit has been the talk of the world. European writers on our civilization even coined the word "Detroitism," meaning the new industrial age. Detroit has been the pioneer, the precursor of a new order of life on this earth. From all parts of the globe they have come to our doors to gain knowledge and inspiration. Detroit has been hailed by mankind as Detroit, the Dynamic; Detroit, the Wonder City.

And then, last year—the Crash!

How our rivals howled with glee! The balloon, they said, had burst. The boom city was through! Detroit was no more! A deserted city! A mushroom had wilted! From all over the world correspondents rushed here to be in on the death.

Detroit was stricken in the great national bank crash. We need not go into that. It might have been Cleveland, St. Louis, Chicago—any other city. Fate decreed that it should be Detroit to receive the initial blow.

But a year has passed. Proudly, gloriously Detroit stands forth—a city on a hill—to answer its traducers by its deeds of courage.

As our forebears said when the city lay a blackened ruin, utterly destroyed by fire, "We hope for better days; It shall rise from its ashes," so said we in the darkest hours of our history a year ago.

And today we hear the tramp of the feet of men on our city's streets as they swing through the

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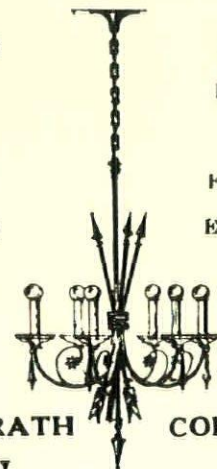
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great doors of mighty factories. The wheels of industry are humming their old familiar tune. Detroit has come back into its own. But more than that: Detroit is again the great pioneer leader. Detroit is again setting the pace for the tempo of our Nation. Detroit is leading America out of the depression.

* * *

It was the ancient Pliny who gave voice to an idea which will be heard on the lips of men as long as life lasts on this earth. He said: "Home is where the heart is."

This is our home: Detroit. Our beloved ones are buried in its soil. Our children sprang from it. All that we have, all that we ever hope to be, is wrapped up in our city's destiny. We are the soil of this soil. Our streets are touched with sacred memories and traditions; our dreams of a finer life to come are a hallowed heritage.

If our hearts are not in Detroit, then we are not Detroiters, for home IS where the heart is.

Here we take our stand, unafraid; proud to be citizens of our city, proud to be Detroiters; and yet seeing afar off—even as did our Fathers—a city that is yet to be. And we who now labor in the cause may lift up our heads with a song in our hearts—seeing unfolding before us Detroit, the City Magnificent.

Clair W. Ditchy
Michigan Society of Architects
703 Fisher Building
Detroit, Michigan
Dear Sir:

We of the Electrical Contracting Industry wish to thank the Architects for their cooperation in the past, and ask for a continuation of that cooperation to aid us in the enforcement of our Code requirements.

Through operation of our Code, we feel we can help cure many of the ills of our industry by the enforcement of our Fair Practice Rules. To this end, we would ask that plans and specifications be as definite as possible, having few alternates, or opportunities to substitute.

We are insisting that Contractors obey the following Code Rules:

1. Have a definite closing date and time.
2. Deposit a copy of all bids in a Bid Depository.
3. Make no alternate proposals unless called for by plans or specifications.
4. Prepare a complete estimate of cost of all work to be performed.
5. Make no verbal bids.

We believe that in complying with the above Code requirements, we will get more uniform costs and thereby enable all in the Industry to benefit through its operation.

We know your Association is interested, and would benefit as much as any one in the Industry, if you knew you were going to get the kind of a job you have specified. With your full cooperation, we believe we can be of assistance to you, and also protect ourselves against the well known chiseler.

May we count on your further cooperation?

Yours very truly,

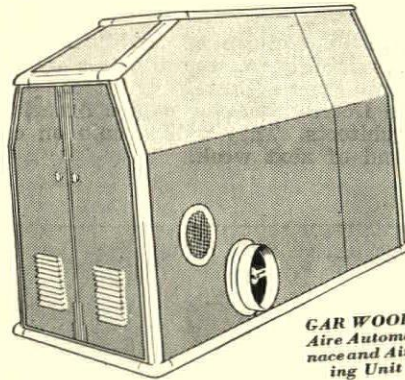
LOCAL ADMINISTRATIVE COMMITTEE
FOR THE DETROIT TRADE AREA
C. C. Cadwallader, Acting Secretary

MICHIGAN ADMINISTRATIVE AGENCY OF
THE DIVISIONAL CODE AUTHORITY FOR
GENERAL CONTRACTORS, INC., ISSUES
WARNING TO GENERAL CONT.

Mr. Ralph A. MacMullen, Secretary of the Michigan Administrative Agency, states that it is very imperative that all General Contractors take note of the following executive order that provides:

News FOR ARCHITECTS

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An instance has come to our attention where a general contractor purchased and paid for a considerable amount of material without obtaining the certificate of compliance from the supplier. Before the government agency would allow payment for this material, the general contractor was requested to produce the certificate of compliance which should have been filed with him by the supplier. The general contractor did not have, and could not obtain a certificate and, therefore, the government agency would not allow payment to the general contractor for the materials furnished by this particular supplier.

Mr. MacMullan further states that general contractors engaged in the performance of contracts involving Federal funds, either in whole or in part should be very careful to observe every provision of the above order.

MICHIGAN ADMINISTRATIVE AGENCY
Ralph A. MacMullan, Secretary

The U. of M. College of Architecture has just opened an exhibition of water colors by Henry F. Stanton, well known Detroit architect, past president of the Detroit Chapter of the American Institute of Architects. They will remain on exhibition until the end of next week.

19

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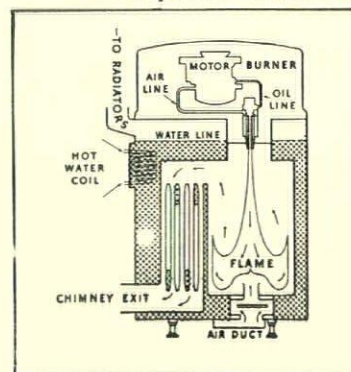
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WEEKLY BULLETIN

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Richard H. Marr
H. Augustus O'Dell

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Vol. 9

DETROIT, MICH., APRIL 30, 1935

No. 18

PAST PRESIDENTS' MEETING APRIL 17, 1935 INTERCOLLEGIATE ALUMNI CLUB

Present: Messrs. Gamber, Snyder, Stanton, Burrowes, President Palmer, Mason, Clarence Hubbell (guest), Stratton, Ditchy, Hyde, Clarence Day, John Kasurin, Pettibone, McDonell, Lorch, Williams, Thornton, McConkey, Hebrard, Hammett, Fairbrother, Eisen, Paul Marshall (Producers' Council), Hunter, Marr, Harley, Cuthbert, Eurich, Frank Wright, Roland Gies, C. F. J. Barnes, Wells I. Bennett, Corder.

Dinner was served at 7:30.

At 8:30 President Palmer opened the meeting with a few remarks regarding its character and regretting that more past presidents were not with us, but expressing pleasure at seeing many who of late had not attended meetings.

At this juncture, the president noted that the secretary was absent. An unprecedented occurrence which quite upset him for the moment. He decided, however, that the presence of so many

Architects' Luncheon

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

past presidents in no way could overcome the handicap of one absent secretary. His discomfiture was not in the least dispelled by the polite but firm refusal of Mr. Hyde, an able past secretary of high repute, to accept the temporary appointment. This worthy mumbling under his breath that he had done his hitch or words to that effect. The president at length was reduced to the extremity of appealing to a past secretary of much older vintage who relieved the tension of the situation by acceding to the president's request.

The president then called on Mr. Gamber who reported with his usual, or perhaps a little more than his usual vigor, the activities of the Public

Works Committee. Mr. Gamber described the efforts of his committee in conjunction with representatives of the other elements of the building industry to persuade the Detroit Board of Education to obtain architectural services for the new Western High School building in the customary and established manner, and not through FERA. His committee also appeared before the City Council in the same cause. At a later date, Mr. Harley appeared before the Council to protest the preparation of plans under FERA for an addition to Receiving Hospital. In both of these instances the Council voted to have the work done by registered architects in the normal manner.

Mr. Gamber stressed the necessity for vigilance lest a violation of established custom become a precedent. He also mentioned the appearance of his committee before the City Council when that body was considering the location of a new city hall.

The president called on Mr. Williams, Chapter treasurer, who avoided the highly debatable subject of inflation and confined his remarks to the insistent need for funds to cover the activities of the Chapter and its participation in various important movements with other groups.

The president spoke of the coming A. I. A. Convention and the nominations for Regional Director. Prof. Lorch moved that Mr. McCornack of Cleveland be nominated by the Chapter and Society.

(Continued on Page 4)

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

Practical and Beneficial

The committee representing the Builders' and Traders' Exchange on the matter of trying to have the Detroit Slum Clearance Project divided into a number of group units to the end that there will not be one huge general contract but a number of smaller general contracts has held several meetings, is in communication with Washington, and he it said has not completed its task.

The committee consists of Herman Banbrook, Mason P. Rumney, George Walbridge, Fred Auch, Walter Trowell, H. Eugene Webb, and E. J. Brunner.

To ascertain the practicability of such division the committee has studied the plans and specifications of the Indianapolis project and the Cedar Central Cleveland project and in both cases it is apparent that division would not be impractical. In fact, groupings are apparent in the plans themselves. This is what naturally would be expected because a slum clearance project is not all one unit but consists of a number of units spread over a ground development. Such features as central heating plants, etc. offer no problem because a central heating plant for example makes a logical unit for a contract, and the heating lines can be run to the connection point with the several buildings.

If the plans and specifications are drawn with the intent to let as several contracts, the bidding procedure would naturally be that a contractor might bid on one unit or as many as he could qualify for and desired to bid upon. The outcome of the bidding might be of course that one contractor would be low on all the units or each might go to a different contractor.

Provision regarding alternates could be made so that the item affording the lowest cost considering all the units would be used on all the units. For example if wood trim was low on some of the units and steel trim low on others, the procedure would be to figure the gross lowest and use that on all the units.

Not all contractors, of course, would use the same manufacturer's products, but what they used would have to conform to the specifications and even if several makes of say plumbing fixtures were used, the result would not be inharmonious, nor would the matter of obtaining repair parts be a problem.

The supervision of the Detroit project divided into parts could be held to approximately the same

cost as if it were all let in one contract.

The advantages of division in part are as follows:

By division, the time for construction could be shortened, because each contractor on a unit would have only that unit to see to and as a matter of fact there would be a certain rivalry among the contractors to see which could make the most progress. When time of construction is cut down it simply means a shorter unproductive period for the property. It would mean that the renters could get the benefit quicker and the government would receive small rentals sooner. It would mean also more men at work at one time. It would mean a greater spread of employment.

Naturally, the number of bidders would be increased, and all questions of economy would be settled by the results of the bidding. If one contractor could bid in all the units, why nothing more is to be said except that smaller sized firms were also given a chance.

As a matter of fact there are to be many slum projects throughout the United States and if the work is confined to only those firms which can qualify on projects running into many millions, there may well come a time when all such firms will be filled up with work.

Dividing the project into group units will not only give a chance to the responsible contractors of ordinary proportions, but will also spread the chance for work right down the line. Sub-contractors will be given much more chance and so will suppliers. All this too produces a civic effect, namely that the moneys from the construction will be more widely circulated and hence the circulation of such relief money will be accelerated.

The Q Is Silent.—OFTEN MISPRONOUNCED: Architect. Pronounce ar-ki-tekt, a si, h a n aoiet-oshrdetaoshrao as in ah, i as in it, accent first syllable, and not arch-i-tekt.—Charlotte (N. C.) paper.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Remodeling Savoy Theatre, Flint, Mich. New front and marquee, reconditioning, new sign. To be completed in 30 days.

Same.—Contracts on alteration, 2030 Park Ave.: carpentry, Charles Larsen; furniture, Brower Furniture Co.; carpets and linoleum, People's Outfitting Co.; marquee, Peerless Bronze & Aluminum Co.; structural steel, Palm & Holmburg; glass and glazing, Ohio Plate Glass Co.; painting, Jacob Hansen.

Same.—Air conditioning and ventilating on Capitol Theatre, 7915 West Vernor Highway. Bids due April 23rd.

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 1500 seat theatre. Location—Dearborn, Mich. Entrance lobby 60x118'. Theatre auditorium 146x90'.

Burrowes, Marcus R., 415 Brainard St.—Plans and specifications for an addition to the office building of Maxon, Inc. have been completed.

The addition will be 35 feet wide and 88 feet long; one story high and basement; walls of solid brick construction with face brick and stone trim; composition roof; linoleum floors; metal lath and plaster; steam heat; oil burner.

Contractors are estimating upon invitation only.

Confer, Earl L., 18970 Grand River, RE. 2714.—Plans for furniture store, N. W. Section, 42x100, 1 story, balcony, brick, limestone. Plans ready soon.

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

Same.—Selected as architect for Methodist Church, Alma, Michigan.

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

Diehl, George F., 120 Madison Ave., CH. 7268.—Fox Film Exchange, bids closed April 15. Contracts will be awarded by May 1.

Same.—Preparing plans for chapel building, Catholic parish. Take bids about June 1. 1,500 seats, stone exterior. Six Mile Road and Livernois. Spanish tile roof.

Same.—Bottling plant, Trenton Valley Distillers' Corp. Bids closed April 12. Reinforced construction, concrete block. 50x145, 2 stories, estimated cost \$25,000. Unit heaters. Bottling equipment by owner. General contract let to Culbertson & Kelly; plumbing and heating, Otto Wurm; electric wiring, W. D. Gale.

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

Same.—Revised plans for alteration to residence of Dr. B. R. Hoobler being figured. Bids by invitation.

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

Giffels & Vallet, Inc. and L. Rossetti, Associated Engineers and Architects, 1000 Marquette Bldg., CA. 3353.—Preparing plans for addition and alteration to plant for Soy Bean Installation at Ford Motor Car Co.

Same.—Bids being taken on marble, tile and terrazzo for Newburgh plant.

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.

Same.—Preparing plans for additions and alterations to a 650 seat theatre. Adding new lobby with larger rest rooms and new balcony to seat 484. Size 60'x100 and 20'x40. All fireproof. New cooling system, acoustical treatment. Ready June 1st.

Same.—Residence, 24'x27', two stories and basement, brick veneer, detached garage. Contract let.

Same.—Residence, 25'x41'x", two stories and basement, brick veneer. Waltham Street, Detroit. Ready May 7th.

Same.—Residence, Grosse Pointe, 74'x30, two stories, part basement, attached garage, fireproof alternate, air conditioned heating. Ready May 31.

Same.—Four family apartment building, Lansing, Mich. Fireproof, 28'x50', two stories and basement.

Same.—Pallister Sanitarium. Bids closed April 15th. Decision April 30th.

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.

Kavieff, Otto H., 182 N. Walnut St., Mt. Clemens.—Revising plans for recreation building, 80'x100'.

Kuni, Wm. H., CA. 8550.—Bids closed, residence, Rosedale Park.

Same.—Preparing plans for wood and metal furniture and filing equipment for Alpena County Court House.

Same.—Preparing plans for early American brick veneer residence, Grosse Pointe. Owner withheld.

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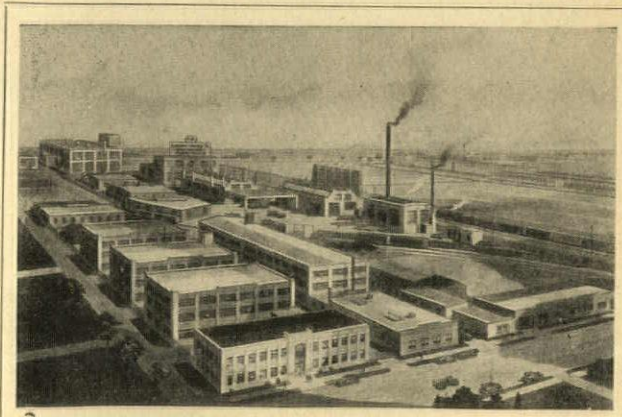
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Same.—Preparing plans for English type residence, Birchcrest Drive. Owner withheld.

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

Same.—Preparing plans for high school, Three Oaks, Mich.

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

Same.—Preparing plans for auditorium, Paw Paw, Michigan.

Same.—Preparing plans for City Hall, Benton Harbor, Michigan.

Merritt & Cole, 1111 Collingwood Ave., LO. 2483.—General contractor for Salem Evangelical Church to be selected April 23.

Schley, Cyril Edward, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp. Ready about April 15.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825.—General contract bids being taken on Woodward Avenue Baptist Church. Due May 2. Bids by invitation.

Same.—General contract on Warehouses 4-5-6, Hiram Walker & Sons, Inc., awarded to Lundoff-Bicknell Co., Chicago, Ill.

Thompson, G. Harold, R. A., Mullet Lake, Mich.—Preparing plans for twenty bed, fire-proof hospital, Cheboygan, Mich.

Tilds, Paul, 602 Hoffman Building, CA. 2610.—Residence, 37x42 being refurnished.

PAST PRESIDENTS MEETING APRIL 17 INTERCOLLEGIATE ALUMNI CLUB

(Continued from Page 1)

This motion was lost for want of a second.

Mr. Harley moved that Prof. Lorch be nominated for Regional Director by the Chapter and Society. The motion was seconded by Mr. Hyde, and carried.

The chair mentioned a letter received from the "American Architect" concerning the matter of a concerted national "group advertising" campaign for the profession. The letter will be published in the "Bulletin" and will be considered at the May meeting. Everyone is urged to read this communication which has been sent to all architectural organizations throughout the country, in order that the Chapter and the Society may voice in its reply a true expression of the majority.

At this point the president turned the meeting over to Mr. Eurich, who he characterized as the "silver-tongued orator of the HOLC." Mr. Eurich graciously accepted the charge and immediately launched forth upon the burden of his theme. In his golden mellifluous accent, he intoned a gripping litany of the gallant historians of the past who had preserved for us the records of the valiant and the vanquished, of the good and the unregenerate. He touched lightly upon the contributions to ecclesiastical, political, architectural and criminal history, and then by way of contrast, referred to the meagre history and historian of the Detroit Chapter, A. I. A. The inference was obvious. The Chapter historian was visibly moved, and no doubt regretted that the past presidents of the Chapter were not immortalized in the same racey manner as the French kings to whom the toastmaster so glowingly referred. When Mr. Eurich reached back into antiquity and described the time when "William the Conqueror landed on English soil," the historian who by that time was considerably piqued, was heard to mutter that "he (meaning the speaker) would land on something beside English soil if I had him in the corridor."

Mr. Eurich noted that of the seventeen known past presidents four are deceased, six were present and four who were absent sent letters to the meet-

ing which were read by Mr. Cordner. These letters were from Messrs. John M. Donaldson, Richard Raseman, Sr., Frank C. Baldwin and Alex Donaldson.

Mr. Eurich called on Mr. Mason who recounted his early experiences in the office of Mr. Brush who finally gave him a one-third interest in the firm, as an arrangement preferable to paying him a regular salary. Mr. Busch set Mr. Mason and Mr. Zack Rice up in business, guaranteeing Mr. Mason \$500.00 the first year and giving them an office in the old Merrill Building rent free for a year. The office was equipped with a cast iron stove for which Mr. Mason's accounts show that they bought a third of a cord of wood.

After three months, however, they were attracted by the handsome and commodious quarters available in the new Bank Chambers, corner of Griswold and Larned. They moved into this building on Dec. 15, 1878, paying \$25.00 a month. Their landlord observing that they paid in cash each month, suggested that they start a checking account which they did. Most offices had a safe for keeping money and papers, and Mr. Busch had furnished them with one.

Mr. Mason's first commission was a stable. Their first year in business, Mason and Rice made \$800. They entered a competition for a "poor house" at Mason, Michigan. Eleven architects competed. Mr. Mason who had helped with competition drawings for the Court House when he was with Mr. E. E. Meier, decided to use his skill with colors. He made a beautifully colored rendering with a Mediterranean sky, a red brick poor house, and verdant foliage. All other renderings were in pen and ink. A bill of materials had to be submitted as well as a guarantee that the building would not cost more than \$10,000.00. Mr. Mason won the competition.

Mr. Mason recalled the first meeting of architects for the purpose of forming an architectural association in April, 1884. At this first meeting the subject of a standard fee was broached, and several architects refused to join because they could not get 5% for their work. One in particular did plans for \$50.00 a set and chased all over town on his bicycle for jobs and incidentally made a comfortable fortune.

Mr. Stratton remarked that when he was elected there was to be a great change. He was in England during most of his administration, which constituted about the only change from well-established precedents. Detroit contributed much in the way of improving the standard documents of the Institute and of course the 8½"x11" standard catalog system was started by Leon Coquard of Detroit.

Mr. Burrowes remembered old 80 Griswold St., where Mr. Mason's office was. He saw Mr. Mason twice, once when he hired him and again when he paid him off. Mr. Burrowes detailed the boxes in

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Leon Coquard was father of Sweet's catalog and invented the 8½"x11" filing system. Leon Coquard and Mr. Burrowes were president and secretary of the Chapter at the same time. They consequently spent much time together discussing Chapter affairs, usually at the Old Cabin Bar. Mr. Coquard was very religious and abhorred any famous architect whose immorality brought stigma to the profession—his favorite theme after the second glass.

Meetings were convivial affairs held at Richter's. One of the old members had a cork leg and sometimes at the conclusion of the meeting required a little assistance. One evening as they departed it was raining and Mr. S——, stopping in the alley as was his wont, apparently was unaware of the rain. Mr. Burrowes who had acted as his escort waited for him as long as seemed right and courteous and then left him. A long time later the bartender discovered him and finally persuaded him to go home. It seems that Mr. S—— was confused by the rain dripping from the eaves.

Dalton Snyder (1922-1923) was impressed by the deadly seriousness with which the affairs of the Chapter were conducted. It had been decided that the younger men should assume the duties and responsibilities of running the Chapter. After his administration they reverted to the old timers again which could only be construed in one way. Problems before the Chapter then were the same as

now, i. e., free sketches and educating the public.

It was decided that a good secretary was more important than a good president, so they elected as secretary a man who was very faithful in attendance and an important member of the Chapter. After his election, he failed to attend a meeting for six months.

Henry F. Stanton (1929-30) remarked that all presidents of the Chapter have assumed office with the idea of rejuvenating the profession or reforming it. Mr. Stanton attempted to reintroduce archi-

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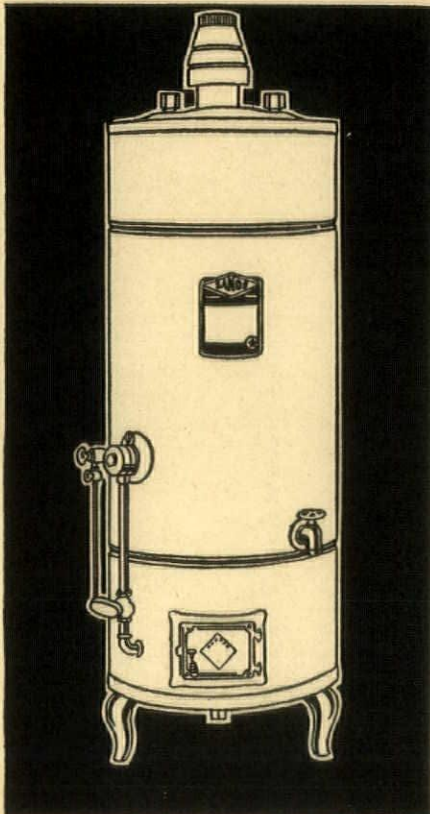
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ture to the profession to replace the tendency toward commercialized talks on materials, etc. During his regime, the Honor Award Medal was finally inaugurated. It is to be hoped that the annual award may soon be resumed.

Branson V. Gamber (1931, 32, 33) was inspired by the high ideals and fine example of his predecessor, Mr. Stanton, and was filled with enthusiasm to carry on his policies. One of the outstanding meetings during his regime was the one at which Mr. David Knickerbocker Boyd spoke. This meeting occurred during a convention of the American Educational Association where many nationally known architects were in attendance. The majority of these architects came to the Chapter meeting.

Mr. Gamber spoke tenderly of a certain Board of Directors' meeting held at a summer cottage on the Canadian shore. The novelty of a meeting in a foreign land, augmented by the advantages which Canada offered at the time made it a most pleasurable affair. Somewhere in the archives (which it is hoped the Chapter historian will some day peruse and use) Arthur Hyde, then secretary, has committed to black and white in meticulous and expressive phrases the minutes of this meeting.

Mr. Eurich called on Mr. Clarence Hubbell as a representative of the Detroit Engineering Society. Mr. Hubbell remarked that he felt he was in fast company. He met Mr. Burrowes as he entered the meeting, who greeted him with, "What are you doing here? You are not an architect," to which Mr. Hubbell retorted, "No, thank God!", Burrowes replying, "You should."

Mr. Hubbell admitted that his penchant for detail derived from the fact that he originally came from Missouri. He worked at the Water Board under Frank E. Kirby. Mr. Kirby once showed him a truss with members on both sides of center all going in the same direction. He blamed it on the architect and formed his opinion of architects from it. Later he drew plans for his own house and left out the stairs, which incident led him to be more tolerant of people in other professions.

Mr. Eurich with a few of the famous Eurich flourishes signed off and returned the meeting to Mr. Palmer. Mr. Palmer regretted that Mr. Grvlls had failed to put in an appearance, and after finding, by a show of hands, that the Intercollegiate Club was very acceptable as a meeting place, the meeting was stood adjourned.

CAPITOL ARCHITECTS BURN MIDNIGHT OIL AS ORDERS FLOOD OFFICES

The unusually large quantity of building in Washington in the last few weeks, especially in the small home construction field, has flooded the offices of Capitol architects and designers with work.

Better housing activities have uncovered a large amount of modernization and alteration work, and in addition building statistics show that more than 100 homes were listed for construction in the first three weeks of March.

One architect who said his office had been swamped with work was unable to obtain a draftsman to assist him. In most all the architects' offices the "midnight oil" is being burned freely. —Washington Post.

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FREE PRESS RESUMES REAL ESTATE AND BUILDING PAGE

The Detroit Free Press now has a full page or more in the Sunday edition for real estate and building news, gossip and pictures.

In the past, when they had only a real estate column, it was impossible for them to use much material. Now, it is going to be different and they want wash drawings or line drawings of houses and other buildings.

They are desirous of getting items concerning architects' meetings, luncheons, committee reports and other affairs of architectural organizations or of the individual architects.

U. OF M. COLLEGE OF ARCHITECTURE WINS G. E. PRIZE

A number of Michigan graduates and former students distinguished themselves in the nationwide competition sponsored by the General Electric Company. There were 2040 designs submitted for houses in four classes, A, B, C, and D, all of which required economical planning and design, and the

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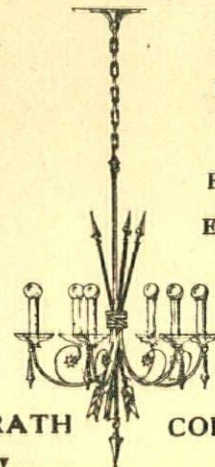
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The second prize of \$1250 in Class B was won by John E. Dinwiddie, '25A, of San Francisco, holder of the George G. Booth Traveling Fellowship in 1927.

The second prize, \$1250, in Class A, also a Mention and \$100 in Class B, were won by Richard C. Hoyt of New York, member of the class of '26A, in association with two others.

A Mention and \$100 in Class C were awarded to Byron E. Laidlaw, member of the class of '23A, of New York.

The designs of the following former students of the College of Architecture were also selected for publication: Verne H. Sidnam, '33A, Detroit; Livingston H. Elder, '28A, New York; Wallace E. Wilson, class of '33A, Lansing.

The prizes, mentions and selected drawings are published in the Architectural Forum for April, 1935.

Mr. C. William Palmer, President,
Detroit Chapter A. I. A.,
120 Madison Avenue,
Detroit, Michigan.

Dear Mr. Palmer:

Will you help us obtain the opinion of the architectural profession on a matter of common interest by polling members of your organization and returning to us their answers to the two questions given below?

These questions are intended to test the feasibility of a specific plan for stimulating work throughout the profession. The idea started with an article in the February issue of AMERICAN ARCHITECT (page 42) which suggested that sound publicity for the profession could be made effective and could be accomplished at low cost. Response to the suggestion was so favorable that we obtained an article by Harry A. Bruno, a professional publicist which outlines a specific plan of activity. This is appearing on page 30 of the April issue, a copy of which should reach your office within a few days.

We believe there is enough merit in the suggestions made by Mr. Bruno to warrant a test vote among as many architects as we can reach. In substance, the proposal is to set up a group of trustees to receive small contributions from architects and to supervise the operation of a professionally conducted publicity campaign. There exists a widespread belief that architects would benefit greatly if the lay public were better informed as to the value and nature of architectural services. Some even say the profession is losing ground and must take concerted action to preserve its existence. The objective of this program would be to improve the relation of the profession to the general public.

The questions are simple and direct:

1. Will you cooperate with a majority of all other architects in sponsoring a nationally organized public relations campaign to educate laymen as to the value and nature of architectural services and, if necessary, act locally under direction to further it?
2. If a program for such a campaign were properly formulated under direction of acceptable trustees, would you help support

it for a year by contributing a maximum of twenty-five cents a week?

We urge you to present this matter to all of your members and to secure answers to these questions from each individual. Needless to say AMERICAN ARCHITECT has no ulterior interest in the question. It could not sponsor a public relations campaign, nor could it properly determine the policy of such a program. There is no obligation to employ Mr. Bruno should this plan materialize. All we can do is to present the idea to the profession. If the response warrants further action, we shall turn over our preliminary work to whatever body is selected to administer it.

This request for cooperation is being sent to the heads of all architectural bodies in the United States. In order to tabulate the response nationally we recommend the following procedure:

- (a) Submit the two questions, together with whatever explanation seems desirable to you, to each individual in your organization.
- (b) Ask him to answer each question yes or no either in letter form or in any ballot form you may choose. Comments or suggestions may be added.
- (c) Mail the letters to the undersigned, or if you prefer, ask members to mail them direct.

Please make it clear that only an expression of opinion is desired. This vote will entail no obligation of any sort either expressed or implied. Replies of individuals will be held strictly confidential until they can be turned over to properly elected trustees of the program.

This request for your cooperation is designed to supplement the general request for opinions which appears in our April issue. Of course, if any member of your group responds to the general publicity appeal, it is not necessary for him to vote again as a member of your organization. An early response is requested as this matter may come up for discussion at the A. I. A. Convention in Milwaukee.

Sincerely yours,
ROGER W. SHERMAN
Managing Editor

(Editor's Note:—Members are requested to mail letters direct to Mr. Sherman.)

IRON FIREMAN COMPETITION

The Iron Fireman Mfg. Co. is launching an architectural prize contest, sponsored by Pencil Point, a leading magazine of those interested in the various phases of architecture.

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THE RESPONSIBILITY OF LEADERSHIP

From Address of President Thomas R. Kimball, to the 53rd Convention of the A. I. A.

"Let us keep in mind the fact that while The American Institute of Architects is still far from being numerically representative of the profession, it has from its birth furnished to the profession the ideals and examples after which the architectural practice of this country has been patterned, and has always been the court of last resort before whose bar all its serious and most important questions have been decided. Wherefore, in assuming for the Institute the credit of such leadership, we are debarred from disclaiming our share of the blame, where blame exists, for conditions that are not consistent with what should be present-day architectural heritage."

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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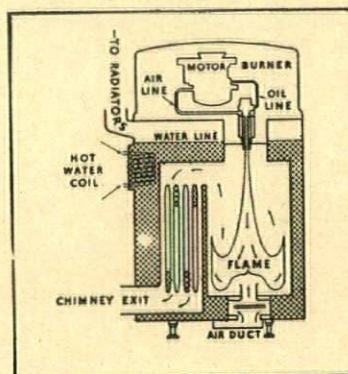
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