

WEEKLY BULLETIN



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DETROIT, MICH., AUGUST 4, 1936

No. 31

A SMALL HOUSE PRESCRIPTION

By EMERY STANFORD HALL

Mr. Hall, a fellow of the American Institute of Architects and president of its Chicago chapter, has had a wide experience on which to base sound conclusions. In this article, which appeared in The Plastering Craft, he goes contrary to the habit of most writers on the subject of small houses and instead of theorizing he gives some definite and practical ideas on methods for building inexpensive homes. His conclusions take on added significance in view of federal announcements on the subject.

The way to build enduring attractive small houses is not the way small houses are usually built. To get the best building results, finance must be divorced from contracts for material and construction. Finance is a proper function of the qualified financing organization. Conversely the expert framer and marketer of bond issues is not a safe man to have the direction of the design and construction of buildings.

Contracts for building should be awarded on a fair competitive basis to responsible competent specialists in the several crafts. No contract should be awarded to any separate trade contractor where the head of that firm has not served a trade apprenticeship in his chosen craft. Competency on the part of the boss gets efficient skill on the part

Architects' Luncheon

INTERCOLLEGIATE ALUMNI CLUB

13th Floor, Penobscot Building

Tuesday, August 4th, 12:30 p. m.

of the journeyman. An expert employer knows efficient service when he sees it and spots neglectful inability on sight. The morale of the job demands the recognition of good work just as much as condemnation of bad.

SPECIALIZATION

The competent contractor needs his capital to
(Continued on Page 3)

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Re: Detroit Mortgage Bankers Association

Meeting—August 13th—12:15 P. M.

Place: Statler Hotel

Speaker Roy O. Wenzlick

Subject: "The Coming Boom In Real Estate
And What To Do About It"

To the Detroit Chapter of The American Institute of Architects and the Michigan Society of Architects,

Gentlemen:

On behalf of the Board of Directors of the Detroit Mortgage Bankers Association, I am pleased to extend to your members invitation to attend the meeting as captioned above and hear the talk to be given by Roy O. Wenzlick, Presi-

(Continued on Page 6)

QUALITY ALWAYS

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Edited by E. J. Brunner

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A SMALL HOUSE PRESCRIPTION

(Continued from Page 1)

operate his business efficiently. He has no surplus funds to finance his customer's projects. Likewise he has neither the prestige nor the skill to work out and put through practical financial plans. The really efficient building contractor is not in a position to sell building securities to realty investors. When a pseudo building contractor purports to finance a building project he does not put his own money into it. That which he seems to put into the project is the junior paper which he coerces his material supply houses and sub-contractors to take. This junior credit is commonly wrangled from these subs on the promise of special favors. The only special favors that the financing contractor has to give are at the expense of the job. In turn, so-called contractor-financed first-claim-paper is placed with bond houses on a pyramided cost set-up. These bond houses, in turn, sell through brokers to actual investors. Thus are brokerage commissions multiplied, appraisals stuffed, specifications violated and the integrity of the building industry raped. Not only are the paper taking sub-contractors few in number, thus limiting competition, but they rarely, if ever, represent the best skill in the separate trade crafts. I have already pointed out that in order to build low cost, low bracket houses well and cheap, it requires the highest separate trade craft skill and construction management. It hardly seems necessary to stress the fact that a building with excessive material costs or one whose up-keep expense is unreasonably large, will not be able to produce sufficient net revenue to sustain the breath of life through financial dry times.

Low cost small houses of pleasing appearance and enduring quality cannot be built in single units to suit the whims of special clients. This is irrespective of whether the work is organized by architect or general contractor. On these small units the overhead is proportionately too great. On the other hand, such buildings can be produced in quantity at a low cost, with individual charm of varying aspect and of elastic diversified arrangement. To accomplish these results requires an architect of trained, experienced ability, working without too much client interference* and handling as one operation a group of not less than ten, preferably twenty-five houses. To accomplish this program, the architect must so design as to standardize all hidden parts, buy in considerable quantity through the closest competition but only from contractors of high craft, efficiency and integrity. This means bids from and contracts awarded to, small operating separate trade contractors, firms or individuals working with comparatively small overhead. Usual-

*(In government projects there is always too much client handicap.)

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ly in such firms, the head works part-time with his men; on the job at any rate, he is always in close touch with his employees.

NO CURE-ALL

One should not be deceived; there is no panacea in the way of a new prefabricated material for the real reduction of the cost of small buildings. It is a case of using the tried and true materials which have been employed and perfected since the dawn of history. The main factor in getting results is trained, experienced, scientific application of the fundamental principals of good design. If we do what the Romans did with Greek architecture, reduce the design of small houses to a module system, we can cut our costs and still obtain large variety and interest. Roman architecture was good and economically practical. Greek architecture was built to please the gods and for the inconvenience of men. Throughout all the ages nothing has ever rivaled or even approached the exquisite beauty of Greek architecture. There are still standing usable examples of old Roman houses. In contrast, little that is authentic is even known concerning the Ancient Greek dwelling house.

OLD ARE BEST

There are no real economic rivals of the basic building materials. These materials have all been in use almost since the beginning of history. Wood, stone, iron, burned clay, plaster and plaster-stone combination, now known as concrete, have been

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Contract on Pansy Shop, 5444 Grand River let to Max Saboross.

Same.—One story and basement building for Louis Kaufman (7 stores) 227x100. Owner taking figures.

Same.—Preparing plans for one story building between 7 Mile Rd. and Lappin for Weinman Real Estate Co.

Same.—Taking bids on sealing equipment, carpets, draperies, decorating, lighting fixtures, finish hardware on West Town Theatre.

Same.—Taking bids on revised plans and specifications for lathing, plastering and painting on Davidson Bldg., 10735-45 Gd. River. Also finish hardware.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Remodeling of East Side Theatre, Gratiot Ave. Contract let to N. N. Werner.

Same.—Remodeling of Gladwin Theatre, Detroit. Bids closed.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg., CA. 3353.—Preparing preliminary plans for parking structure downtown Detroit. Owner's name withheld.

Same.—Preparing plans for four story brick and concrete structure for toilet rooms. Owner's name withheld.

Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.

Same.—Taking bids on structural steel and architectural trades for addition to Power House at McGraw Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Taking bids on structural steel for alterations and additions to Foundry at Military Avenue Plant of Kelsey-Hayes Wheel Co.

Hughes, Talmage C., 120 Madison, CH. 7660.—Plans for four story, 24 apartment building, Merrill Palmer Subdivision. Bids on sub contracts close Aug. 11.

Hvde, Arthur K., 318 Woodward-Blvd. Bldg., MA. 0803.—Residence, Bretton Drive, Rosedale Park. Bids closed July 17.

Same.—Preparing plans for small church—Mayflower Congregational Church.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Plans for 2 story residence, Linwood and Grove. Bids closed.

Same.—Revised plans on store building, Van Dyke and Harper. Contracts let soon.

Same.—Plans for 3 stories, recreation room in basement, 43x100. Brick and steel construction, Jos. Campau Ave. completed Aug. 1.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Bids close on residence for Mr. John Owen Monday, August 3, at 1 P. M.

Le Roy & Newlander & Geo. D. Mason & Co., Architects—Cabinet sketches for Kalamazoo Post Office.

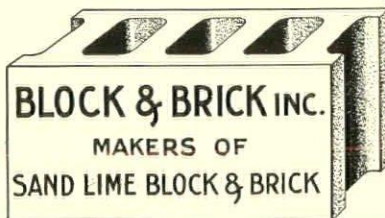
Lyndon & Smith, Robert Oakman Bldg.—Bids closed on Northville Grade School, PWA project.

Malcomson & Higginbotham, Inc.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

Same.—Preparing preliminary drawings for new Home for the Aged. Owners, Kings Daughters and Sons, Detroit.


Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Taking figures on Detroit College of Law and Y. M. C. A. offices, Elizabeth St. Due Aug. 7.

Merritt & Cole, 1111 Collingwood, LO. 2483.—Bids on Salem Evangelical Church opened July 31.



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Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Plans for addition to Evangelical Deaconess Hospital, 125x44, five stores, completed.

Mildner & Eisen, C. L. T. Gabler, Associates.—Plans for residence for James Lafer completed. Bids closed.

Schilling, Edw. A., 409 Griswold, CH. 7390.—St. Peter's Cathedral, Marquette, Mich. Contracts let to Hutter Construction Co., Fondulac, Wis.

Smith, Hinchman & Grylls, RA. 8825.—Plans for factory building, Mueller Brass Co., Port Huron. Bids taken by invitation.

Tilds, Paul, 602 Hoffman Bldg., CA. 2610.—Residence with attached garage, Oakman Blvd. Figures by invitation.

Same.—Plans ready about July 28th for residence, Oakman Blvd., 35x34.

Weeks, Harry F., 133 E. Dreyton, Ferndale.—Taking figures on frame residence and garage, 13 Mile Road east of Telegraph Road.

Weidmeir & Gay, 112 Madison Ave. RA. 1047.—Figures on residence, 50x60, Sherwood Forest, being taken.

Same.—Figures on garage and Service Station, N. W. corner Chicago Blvd. and Dexter closed.

Same.—Taking figures on 2 stores, 40x70, Six Mile Road.

Wright, D. Allen, LA 4572, 133 W. Gd. Blvd.—Residence, Touraine Road, Grosse Pointe. Bids closed.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Preparing plans for residence for Mat. Davidson, Woodcroft Sub., Flint, Mich.

Same.—General contract on Geo. Haggerty residence, Grosse Pte. Farms, let to Peter Kockyx & Son.

A SMALL HOUSE PRESCRIPTION

(Continued from Page 3)

used so long and in so many variations of form that there is really no use to which they have not been applied. When somebody talks about an entirely new product or scheme of combination, the use of the word new proves his ignorance.

Economy in building construction is all a matter of practical workable units, their assemblage in pleasing manner and at the minimum of cost. By building houses in groups in one continuous progression, small separate trade contractors can function in a relatively large way on a comparatively small cap-

ital. Close buying advantage may be taken of quantity purchase. Because of the small units that compose the whole, remnant lots of high quality brick, wood, cabinet work, plumbing, lighting fixtures, etc. can be included in the purchase at remarkable bargain prices. The wise architect who is handling such a project will find it very profitable to make a tour of the stock rooms of various building material supply houses. There are many real bargains in exceptionally fine products, which can be used on this kind of project, that could not be used in an apartment building project of the same magnitude. The very variety of these things helps to make distinctive the different houses that make up a group of this kind. Single architectural control of the group makes possible harmonious street aspect and at the same time the individual character of each house unit. Professional and contractor fees, even when comparatively small per house, yet are in the aggregate of such size as to enable the architect to do much careful research work and the contractor to use extreme diligence, all to the great advantage of the job. Workmen with the prospect of steady employment before them as well as ripening experience growing out of each repeat unit, develop much higher efficiency than could possibly be attained on a single small job.

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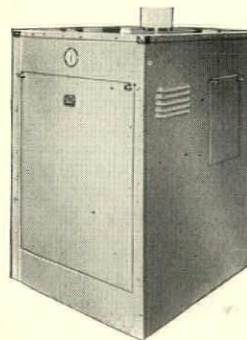
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withstanding wide variation in the several building design units, results in a material saving in the cost of construction on a group operation. It is like a common denominator in an arithmetic problem. This unit system greatly simplifies lay-outs for contractors, enables the reuse of forms, permits shop cutting of parts, makes take-off of material merely a simple accurate counting process and thus reduces the chances of error to the minimum. By designing on a basic module appropriate to stock building materials, these materials may be used without waste, therefore with the highest degree of efficiency.

Where it is desirable to use special design of any particular parts, these may be had without noticeable extra cost. \$3.00 for a special knife or set-up is three dollars on one house but it would be only thirty cents each for a group of ten houses.

The time consumed in going to and coming from a job costs the architect and each of the contractors, on a single small house job, much more than the actual time required at the job. On a group project this travel time is divided by the number of jobs and thus becomes a minor charge to each. The man who causes to be put three times all the money which he possesses into the building of a house and obligates his future to monthly installments over a period of from ten to twenty years, naturally magnifies the importance of his project to the nth degree. Usually he has had little or no business experience. It is more than likely that he

is suffering from some form of inferiority complex. These conditions make one over-anxious and inclined to magnify a little brief authority into a mountain of importance. The result of owner interference and unnecessary taking of the time of architect, contractor and even workmen on a small job is many times greater than on a large job. On a large job, the owner is invariably an experienced business man and as such knows the importance of delegating work to proper people and then trusting them. A business man knows that if he uses unnecessary time of those employed by him that he has to pay for that waste, therefore he is careful not to cause waste of time.

Stock plans freely given are worth just as much as a physician's prescription without the competent doctor to watch the case. The legend on a patented medicine package says its contents will cure mumps, measles, appendicitis, etcetera; but the wise man does not take patent medicine nor does he consult a druggist when he is seriously ill, what he does is to call an experienced, well trained physician with a reputation for integrity. No house is cheap that is not well designed and the integrity of its construction competently certified.

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WEDNESDAY—THURSDAY AUGUST 5—6

Sylvia Sidney—Spencer Tracy in "Fury"

FRIDAY—SATURDAY AUGUST 7—8

Lyle Talbot—Marguerite Churchill in

"Murder By An Aristocrat"

Sat. 11 P.M.—Lew Ayres in "Panic on the Air"

SUN.—MON.—TUES. AUGUST 9—10—11

Joe E. Brown—Joan Blondell in
"Sons O' Guns"

(Continued from Page 1)

dent, Real Estate Analysts, Inc.

You will recall that Mr. Wenzlick is the author of the book recently published entitled "The Coming Boom in Real Estate—And What To Do About It." This book is widely read not only by those interested in real estate and its affiliated and allied businesses, but it has caused a good deal of interest among the public. Everyone is interested in returning prosperity and he attempts to show us when, how and why it will return.

The cost of the luncheon will be \$1.00 and I would appreciate hearing from you by August 10th as to the approximate number of your representatives who expect to attend.

Yours very truly,

MELVIN F. LANPHAR
Chairman, Program Committee,
Detroit Mortgage Bankers Assoc.

SPECIFICATIONS

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HENRY WRIGHT

At some stage in every field of endeavor, particularly in those which are new or of a pioneering nature, there appears a leader to guide, to teach and to encourage those who do not see so well or so far, but who, with guidance, may become capable followers to carry on the torch. In housing and community planning, two inseparable twins, there arose such a leader; he strove through the years to teach us out of our unthinking ways, to plan better towns, to design better and more economical dwellings for the not-so-well-to-do, succeeded mightily and gently passed on.

It is with deep satisfaction that I see Henry Wright's genius, his teachings and his work admired and respected and recognition given him during his lifetime by his peers.

America as a whole does not yet know what it owes him. A few persons do. In the years to come his unselfish work will be more plainly visible when all over this country there will appear tangible evidence in hundreds of thousands of low-rent dwellings placed in sensibly designed communities. Some of these are now in the making, more are being planned and still many more are in the stage of being an idea in the mind of a person of vision who has been inspired by one of Henry Wright's directly or indirectly planned communities.

Henry Wright by birth was a Kansan. Fifty-eight years ago he was born in Lawrence in that state. In 1901 he graduated in Architecture at the University of Pennsylvania. Later he became interested in community planning and housing. He settled in and practiced his profession in St. Louis, Missouri, where he was active also in city planning circles. His work eventually took him to New York City.

He had served as Chairman of the Committee on Community planning of the A. I. A., as a member of the Board of Governors of the American City Planning Institute. He was a consultant to the Housing division of the Public Works Administration and to the Resettlement Administration, both of the United States Government. He assisted in founding the Housing Study Guild, whose personnel and library is temporarily loaned to the Suburban Division of Resettlement.

As a consultant to the New York State Commission on Housing and Regional Planning, he forever cemented the inter-relationship of both. The Amer-

ican Institute of Architects elected him a Fellow. During 1934 he was one of a party headed by Sir Raymond Unwin of England which, under the auspices of the National Association of Housing Officials, visited fifteen American cities to discuss housing with local leaders.

Among professional community planning commissions he carried out or collaborated in were War-time Housing of the Emergency Fleet Corporation; Sunnyside, Long Island; Radburn, New Jersey—"The Town for the Motor Age"; Chatham Village, Pittsburg, Pennsylvania; and Michigan Boulevard Garden Apartments in Chicago, Illinois.

He lectured at many universities and more recently was directing a course at Columbia University in the rarer branches of housing theory. His writings over the years were usually published as professional magazine articles but a year ago he collected the more important of them in his book, "Rehousing Urban America," a splendid volume

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which fortunately he was able to publish before he became ill.

His brilliance was best seen in small, responsive and sympathetic groups with whom he would discuss for hours that in which they had a common interest. He took up a small farm home in recent years near Hackettstown, New Jersey, in the Metropolitan New York area and there, each summer, imparted to a few enthusiastic and fortunate young disciples his ideas and theories in a very intimate and informal way, in his barn-studio-dormitory. He liked to fly and was a regular patron of the air lines.

Henry Wright was a very human and sensitive person.

He gave everything and received little. When he died unexpectedly on July 9 in New Jersey, America's debt to him was completely unpaid. He leaves a widow and two sons.

To architects, one of the most interesting features of H. G. Wells' sensational film "Things To Come," is the lavish use of glass predicted for the home of tomorrow. According to the Wellsian study of modern trends, we are fast moving toward a day when our homes, factories, and office buildings will be constructed mainly of glass. In the latter stages of the picture the plot action is supposed to be laid in the year 2036 and the sets designed to portray life in that distant day fill the eye with a simple, unique splendor. Giant columns of glass support the high ceilings, and each room is flooded with illumination from hidden lights. Couches, armchairs, settees, and tables are all made of glass, as are the huge mirrors which decorate the walls. Even the walls and floors themselves are built of glass.

Architects, interior decorators, and designers have all shown particular interest in the Wells film because of this conception of tomorrow's developments. That it is a shrewd interpretation of existing trends is emphasized by the following comment from Morris Sanders, one of the country's leading architects:

"We are on the threshold of a true glass era, certainly," he declared, "and while Mr. Wells may have erred in one or two small details, he has undoubtedly given us a significant picture of the future building. My belief is, however, that we are progressing much more rapidly toward the Glass Age than the film indicates. Glass as a material, always emphasized in modern European structures, is now coming into its own in America. Glass brick walls and partitions are an increasing solution to present day construction problems. In a thousand different ways, this material is coming to play a highly important part in the modern building."

—The Architect and Engineer.

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Vol. 10

DETROIT, MICH., AUGUST 11, 1936

No. 32

TRENDS IN BUILDING PRODUCTION

Liquidation of Obsolete Structures Is Needed

By K. LONBERG-HOLM and C. THEODORE LARSON IN REAL ESTATE RECORD

The potential demand for new buildings increases with each advance made by science and industry. Power generation and new means of communication and transportation have merged city and country into production networks. The old neighborhoods and districts have lost their economic advantages and become blighted. Electrification and achievements in sanitation and atmospheric control have raised desirable standards of living to the point where structures lacking these new essentials are considered obsolete and become unprofitable.

The effective demand, on the other hand, defines the building market. This has been shrinking because of the lack of purchasing power. (Between 1929 and 1933 the average family income declined 35 per cent for home owners and 35 per cent for tenants in 52 cities reporting average incomes of \$1,500 and more, according to the 1934 Financial Survey of Urban Housing.)

Around the effective consumer demand has been organized various business relationships: (1) real estate; (2) mortgage finance; (3) building design, fabrication and use—architects and engineers, contractors, manufacturers, dealers, trades and labor, building services. From a business standpoint a centralized control of building production has not been necessary, or even desirable, so long as profits could be made in each of the many ramifications of this complex set-up. The building field is lacking in centralized organization because it has been found profitable to be so.

In contrast, the automobile industry is concentrated in the three big producers—General Motors, Ford and Chrysler—who sold 91.6 per cent of all passenger cars in 1935. The building field produced only about 60,000 new houses and about 20,000 new apartment units in the 37 Eastern states in 1935 (estimate based on F. W. Dodge Corporation statistics), whereas the automobile industry produced 3,400,000 passenger cars in the United States and Canada in the same year.

The varying interests of business are reflected in the uneven development of building types. Residential construction, largely a speculative market, is technologically backward compared to the industrial field where buildings are designed primarily as instruments for production and therefore have been less subject to ownership restrictions in their development.

With an expanding market the different business relationships have been able to get their propor-

tionate shares of the building dollar. The various groups have not been in conflict; they have functioned together. Competition has been chiefly within the same group—between rival real estate dealers or rival financiers or rival designers or rival builders or rival manufacturers merchandising much the same product or service.

NEW MARKETING FORCES

Conditions of limited selling have broken the old building relationships. A new set of forces is coming into existence.

1. A changing land economy: Formerly any depreciation in the value of a building because of

Architects' Luncheon

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Tuesday, August 11th, 12:30 p. m.

deterioration or obsolescence was expected to be more than offset by an increase in land values. An inflation of land prices which occurred first with the pushing out of the American frontier, then with population growth and a migration to the cities, served to encourage this belief; at the same time it concealed an increasing obsolescence arising from advances in science and industry.

Recent social and economic changes have caused these prices to be deflated, leaving in distress many communities that had capitalized an enormous "planned" expansion of their populations. The old mortgage structure is stranded by the real estate deflation and exposed to the double threat of revealed obsolescence and potential obsolescence.

2. Reforms in mortgage finance: Outlets are needed for the excess of new credit funds piling up

(Continued on Page 3)

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TRENDS IN BUILDING PRODUCTION

(Continued from Page 1)

in the lending institutions. An important instrument set up to facilitate a credit flow into building production is the Federal Housing Administration, which insures private lenders against loss. Interest rates have been somewhat reduced, and the need for expensive second mortgages and frequent refinancing is eliminated by the availability of larger loans and by the principle of long-term amortization. Such measures represent a further development of installment buying. The extension of purchasing power has been partly successful in easing conditions, as shown by the current upturn in building modernization and residential construction.

Both the real estate deflation and the financial reforms represent concessions, which as savings to the consumer cannot be carried very far, for the nearer a complete negation of land prices and interest rates is approached, the more difficult becomes the making of profits. It is the business of real estate and mortgage finance, therefore, to oppose advances which may speed up the rate of obsolescence in building production.

3. Technological advances: An increasing abundance and diversity of products, all seeking new uses and competing for buyers, has resulted in a still more intensive struggle for market supremacy. Better materials (examples: plastics, alloys, plymetals) and more efficient fabrication methods (examples: shot-welding, die-casting) have been developed. More than 400 new chemical compounds were produced and marketed in 1935.

Technical applications of new laboratory discoveries provide increased production capacities. Current plant modernization is forced by competition for business supremacy. Obsolete equipment is replaced by labor-saving devices and high-speed automatic machinery offering enlarged output. Last year the steel industry spent nearly \$150,000,000 on plant modernization. Orders totaling approximately \$94,000,000 were booked by the machine tool industry in 1935, a gain of 88 per cent over 1934.

These developments represent accelerated production, unlimited except for an increasing amount of unused capacities. (See studies by Brookings Institution on potential capacities.) Industrial demands force expansion into new markets. Business com-

petition is stepped up from a struggle between rivals in the same line to a struggle between major industries for as many markets as possible.

In the steel industry, for example, continuous rolling mills built during the past few years have increased production capacity of sheets and tin mill black plate to more than 16 million tons. The 1935 output did not exceed 6,400,000 tons. Even should 1936 establish a new record, some 9 million tons of sheet capacity may remain idle. The steel industry sees housing as a tonnage-builder—"a market for steel worth fighting for" (Iron Age, January 2, 1936). Only mass production will be profitable, since the steel used in a single house is too small to interest either the steel mill or the structural steel fabricator. Steel systems have been developed for house designs for the low-income groups where a real mass market is seen. This field has hitherto been held closely by the lumber industry, which is forced by the intensified competition to improve its own production technique. Similarly, the electrical industry sees housing as a power load-builder; sales of appliances have increased steadily.

EFFECTS ON PRODUCTION

The highly mechanized industries see the building field (housing in particular) as an outlet for excess production. The non-mechanizable groups are at a disadvantage, and find it their business to obstruct industrial advances. The conflict between

(Continued on Page 5)

JOHN H. FREEMAN

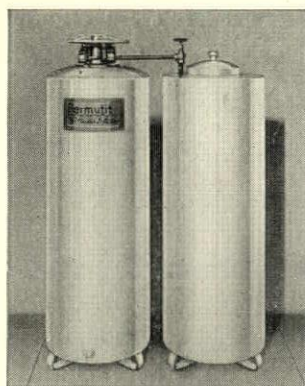
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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Davidson Building: Plastering let to Rueben & Sons; Painting — Sloman; Finish Hardware — Freeman. Taking bids on lighting fixtures, floor covering.

Same.—One story building between 7 Mile Road and Lappin for Weineman Real Estate Co. Taking bids August 10.

Same.—Taking bids on sealing equipment, carpets, draperies, decorating, lighting fixtures, finish hardware on West Town Theatre.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Remodeling of Gladwin Theatre, Detroit. Bids closed.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg., CA. 3353.—Preparing preliminary plans for parking structure downtown Detroit. Owner's name withheld.

Same.—Preparing plans for four story brick and concrete structure for toilet rooms. Owner's name withheld.

Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.

Same.—Taking bids on structural steel and architectural trades for addition to Power House at McGraw Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Taking bids on structural steel for alterations and additions to Foundry at Military Avenue Plant of Kelsey-Hayes Wheel Co.

Hughes, Talmage C., 120 Madison, CH. 7660.—Plans for four story, 24 apartment building, Merrill Palmer Subdivision. Bids on sub contracts closed Aug. 11.

Same.—Ready for sub-contract bids on 6-room, B. V. 2-story residence, 25x26 and 2-car frame garage—N. W. section.

Same.—Bids closed August 11 on 24 Apartment building, Merrill Palmer Sub.

Hyde, Arthur K., 318 Woodward-Blvd. Bldg., MA. 0803.—Residence, Bretton Drive, Rosedale Park. Bids closed August 17.

Same.—Plans for small church—Mayflower Congregational Church completed.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Plans for 2 story residence, Linwood and Grove. Bids closed.

Same.—Revised plans on store building, Van Dyke and Harper. Contracts let soon.

Same.—Plans for 3 stories, recreation room in basement, 43x100. Brick and steel construction, Jos. Campau Ave. completed Aug. 1.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Bids closed on residence for Mr. John Owen.

Same.—Taking figures on residence for James J. Phelan, Metamorra.

Same.—Preparing plans for residence for Max Gillman.

Le Roy & Newlander & Geo. D. Mason & Co., Architects—Cabinet sketches for Kalamazoo Post Office.

Lyndon & Smith, Robert Oakman Bldg.—Bids closed on Northville Grade School, PWA project.

Malcomson & Higginbotham, Inc.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

Same.—Preparing preliminary drawings for new Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Taking figures on Detroit College of Law and Y. M. C. A. offices, Elizabeth St. Due Aug. 7.

Merritt & Cole, 1111 Collingwood, LO. 2483.—Bids on Salem Evangelical Church opened July 31.

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Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Plans for addition to Evangelical Deaconess Hospital, 125x44, five stores, completed.

Mildner & Eisen, C. L. T. Gabler, Associates.—Plans for residence for James Lafer completed. Bids closed.

Smith, Hinchman & Grylls, RA. 8825.—Plans for factory building, Mueller Brass Co., Port Huron. Bids taken by invitation.

Tilds, Paul, 602 Hoffman Bldg., CA. 2610.—Residence with attached garage, Oakman Blvd. Figures by invitation.

Same.—Plans ready about July 28th for residence, Oakman Blvd., 35x34.

Weeks, Harry F., 133 E. Dreyton, Ferndale.—Taking figures on frame residence and garage, 13 Mile Road east of Telegraph Road.

Weidmeir & Gay, 112 Madison Ave. RA. 1047.—Figures on residence, 50x60, Sherwood Forest, being taken.

Same.—Figures on garage and Service Station, N. W. corner Chicago Blvd. and Dexter closed.

Same.—Taking figures on 2 stores, 40x70, Six Mile Road.

Wright, D. Allen, LA 4572, 133 W. Gd. Blvd.—Residence, Touraine Road, Grosse Pointe. Bids closed.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Preparing plans for residence for Mat. Davidson, Woodcroft Sub., Flint, Mich.

TRENDS IN BUILDING PRODUCTION

(Continued from Page 3)

the mechanizable and non-mechanizable groups resolves itself into a conflict between profits through production and profits through possession—change versus permanence.

Control over liquidation of obsolete structures is lacking. This restricts new production. The obsolete buildings which should be liquidated in order to make way for more desirable structures tend to persist and to glut the market. Between 1921 and 1933 the replacement rate of homes and apartments was 7/10 of 1 per cent a year; this means that the American home at the present rate of turnover will remain in use for 142 years. (Hous-

ing Problems, Frank Watson). In the mechanized industries replacements are exceedingly rapid by comparison. The Ford Motor Co. systematically junks obsolete equipment; old machines are removed as rapidly as more productive tools become available. Certain automobile producers pay their dealers for scrapping old cars.

Obsolescence in structural parts of buildings is comparatively slow, in mechanical parts comparatively rapid. For this reason the manufacturers of readily installed mechanical equipment have been promoting building modernization as a major market. The relative importance of such accessory equipment (refrigeration, air conditioning, lighting, labor-saving devices) has increased steadily and can be expected to increase even more rapidly.

Construction statistics show that alterations and repairs have become an important category of work. This signifies, however, a subtraction from new construction.

DISTRIBUTION CONTROL

Increasing competition makes distribution the primary problem in business. Costs of marketing have been increasing. Competitive selling implies the continued growth of horizontal and vertical corporations for economies in distribution through increased production control. The fight for profits through production resolves itself into a struggle for control of markets through control of the different factors in distribution.

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Sales promotion involves three factors—buyers, selling tools, products. Technically, the degree of control over each of these factors can be measured by the extent of specialization, standardization and integration.

1. **Buyers:** The growing importance of the consumer demands sales research to discover who the buyers are and what they want so that sales resistance may be reduced.

Through advertising or propaganda the general public or any specific consumer group is conditioned for the reception of new commodities. Specific appeal is made to women as a major purchasing factor in home building. The industries have taken the aggressive in sponsoring such educational programs (modernization campaigns, better lighting campaigns, model home demonstrations).

Buyer education increases the potential demand and stimulates new needs. Through sales promotion, such as that of the Federal Housing Administration, consumers become aware of deficiencies in existing housing, obsolescence is accelerated and potential standards of living are advanced.

2. **Selling tools:** Selling has been stepped up from a local basis to a national basis through the media of advertising—magazines, radio hook-ups. In the building field specific tools have been developed for

coordinated and timed sales effort—building reports, catalog files.

An increasing number of building products (especially equipment for cooking, lighting, sanitation, air conditioning) are marketed direct to the consumer. Selling by telephone is facilitated by the establishing of decentralized warehouses for immediate local deliveries. Visual or dramatic presentations (portable movies, charts, trial use) make possible direct demonstrations to individual buyers.

3. **Products:** Efforts are made to stimulate sales by changes in the merchandise. These changes range from superficial "styling" to increased serviceability (better space utilization, more conveniences) and reduced costs through simplification and standardization. In the building field this is reflected in an increasing specialization according to structural types.

COLLECTIVE MARKETING

Selling is made easier when buying is simplified. Industrial producers are combining structural and mechanical parts into complete systems (packages). Standard kitchens and bathrooms are produced in single units. Optional systems of electrification, heating and air conditioning are available.

The development of special structural and mechanical equipment (examples: communications, sound control, air conditioning) has led to an increasing complexity in building specifications. In addition to specifying the structural assembly in terms of materials, the building designer is required to specify the use performance of the completed building in terms of equipment.

Architects and builders have not been trained to perform in this direction. As a service in collective selling this function passes to the industries or manufacturers and their trained experts who obviously know most about their own products. The prospective purchaser of a home (or his architect) no longer has to specify individual parts; instead, he prescribes his desired requirements and it is then up to the industry or manufacturer to specify and to produce the units or systems which will perform according to selected standards.

Better building performance is promoted as increasing competition, facilitated by business mergers, forces inclusion of still more products into the structural and mechanical systems. For example,

(Continued on Page 8)

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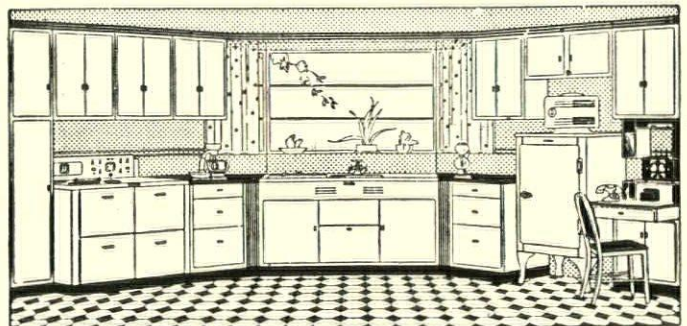
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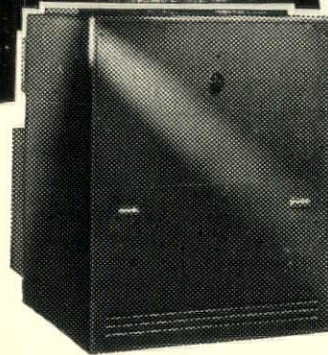
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TRENDS IN BUILDING PRODUCTION

(Continued from Page 6)

the successful operation of an air conditioning system depends not only on the air conditioning equipment, but also on the thermal conductivity and the specific behavior of the structural assembly. The manufacturer therefore must assume design control of the structure in order to be able to guarantee the use performance of his air conditioning system.

Collective marketing also shows a shift from the sale of tangibles to the rendering of services. (Examples: renting of mechanical equipment; communicational and protective services like telephones and fire alarm systems; apartment hotels with full community services.) Service selling shows its greatest advance in the field of commercial building.

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UNIT FABRICATION

As building production becomes integrated the industrial producers take over more marketing functions — financing, design, fabrication, servicing. The implied objective is the marketing of complete functional units such as dwellings, and the setting up of new controlled distribution systems in competition with the old trade outlets.

This trend toward collective marketing is demonstrated in the many experiments with "prefabricated" houses. The technological differences between these houses and more conventional houses are quantitative only. They are not truly prefabricated structures, but standardized assemblies of prefabricated parts usually obtainable by any builder in the open market. All contemporary building involves the use of prefabricated parts. Portable roadside diners, house boats and automobile trailers represent a more advanced form of prefabrication.

Prefabricated houses have not yet become important in competitive building. Major factors opposing their development:

1. EXISTING MORTGAGE STRUCTURE.

Urban mortgages, about 58 per cent of the 1933 value of all urban real estate and 21.7 per cent of all total long-term national debts, are the largest single class of outstanding indebtedness. (The Internal Debts of the United States, survey by the Twentieth Century Fund). A sudden influx of mass-

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produced cheap modern dwellings would subtract so substantially from the market value of existing structures that their value might fall below the debt outstanding against them.

2. EXISTING TRADE RELATIONSHIPS:

The opposition of groups who would be displaced economically is expressed in building code restrictions and in boycotts by dealers and building crafts, also by imposed restrictions in some real estate developments.

On the other hand prefabrication is promoted by the competition between the various manufacturing and raw material industries for major shares of the building dollar. The steel and power industries cut across the pattern. Outlets are sought for specific products through mass production of low-cost dwellings (examples: the all-steel, the all-wood, the all-electric-appliance house). Manufacturers in other industries have also entered the market; for example, the Briggs Manufacturing Co., producer of automobile bodies, now markets standard kitchen and bathroom equipment.

Different marketing approaches are attempted. Conventional outlets (dealers, corporation subsidiaries, department stores), are used, or new companies are formed for this specific purpose (examples: General Houses, American Houses). In some instances existing building trades are used for the structural assembly; in other cases complete shop-fabrication is tried. In between are various compromise producers, like that of the Reynolds Corporation, which combines a coordinated system of materials and equipment items with a sales plan that continues the services of local architect, builder and dealer.

Commercially, the companies marketing prefabricated houses, particularly those which are backed by the big manufacturers, are important as the first evidence of new distribution systems. Technologically, they represent the last evidences of an architecture which has been developed within the limitations of hand labor and the deficiencies of natural materials.

FURTHER IMPLICATIONS:

1. Prefabrication requires mass production, the economic advantages of which can be gained only through integration and control of the different

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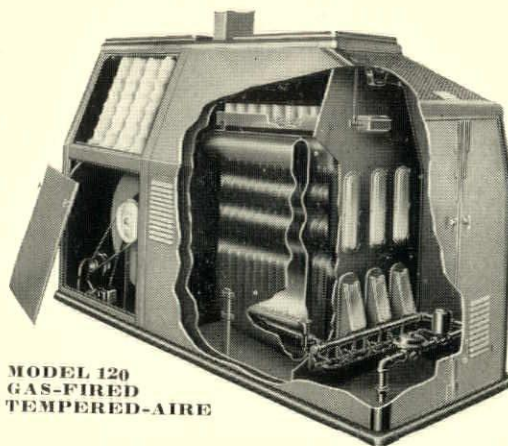
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phases of production (research, design, fabrication, distribution, use, liquidation). The big manufacturers who need a housing industry as an outlet for their products hesitate to take over these additional functions at the risk of antagonizing their present business relationships.

2. The traditional organization of the building field is no longer compatible with the new productive forces, so with industrial growth a destruction of the old trade and handicraft relations can be expected. Small enterprises are at a disadvantage. Professional workers are squeezed out or absorbed into corporations. The labor unions have the strength of their own protective organization, but this relative security can be maintained only by shifting from trade unions to industrial unions.

3. This industrial development—corresponding to current developments in the transportation, communication and entertainment fields—implies an increasing degree of centralized control. Such control is determined by the extent of integration in use, distribution, fabrication, design, research, and (most important at present) liquidation. Building production becomes the integration of systems of services, a conception which presupposes planning of all production activities.

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AN OMMISION

The article in the last issue of the Bulletin concerning the passing of Henry Wright was by G. Frank Cordner, now of Washington. We regret that he was not properly credited with the splendid tribute to Mr. Wright.

HARVEY REAPPOINTED

Governor Fitzgerald has named George L. Harvey of Port Huron to succeed himself as a member of the state board of examiners of architects, engineers and surveyors.

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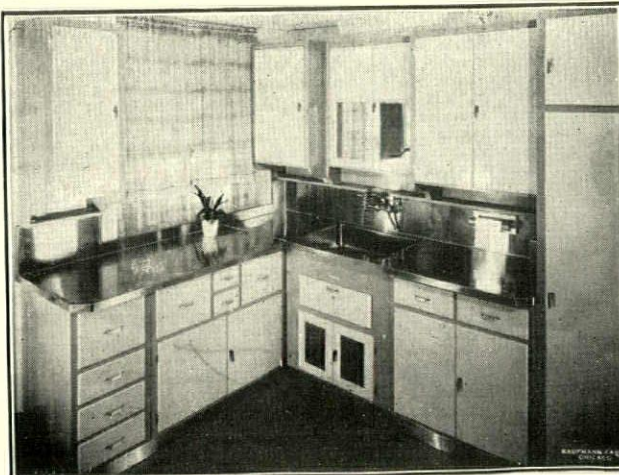
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WEEKLY BULLETIN



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Vol. 10

DETROIT, MICH., AUGUST 18, 1936

No. 33

MORISON URGES BETTER HOUSES

Architect Lists Some Major Factors

Saying the time has now come in Detroit and the State generally for architects and builders to seriously consider the production of good low-priced small houses. Andrew R. Morison, president of the Michigan Society of Architects, has outlined some important factors to be considered.

"In determining our course we must bear in mind the view points of the four elements interested, the Federal Housing Administration, the banker, the builder and the owner," Mr. Morison said. "The Federal Housing Administration and the banker require a sound risk that will be good for the period of amortization and that can be readily disposed of at a reasonable price if sale is desired.

"The builder is entitled to a reasonable profit and the owner should receive a house that is soundly built and has the essentials of a home—adequate shelter, privacy and sanitation."

To satisfy these needs the architect must reduce the house to bare essentials, conserve every inch of space and provide proper relation to the areas allotted to each functional part of the house, Mr. Morison said.

Some of the important factors in the make-up of low-priced small homes were listed as follows:

Architects must strive to give not only adequate floor space to the various rooms but the positions of doors and windows must be carefully studied to make available a maximum of furniture space.

Rooms should be large enough to accommodate the necessary furniture with easy circulation around it but no larger.

Hallways must be kept to a minimum, plumbing lines concentrated, sufficient window space provided to give necessary light and air, recalling that excess windows and doors occupy valuable wall space and increase heat losses.

Mr. Morison, who is a member of the architec-

tural staff of the Federal Housing Administration Detroit office, emphasized excessive space is waste space and must be eliminated whenever possible.

"The house should be rectangular in shape, avoiding all breaks in wall or roof," he said. "Irregular plans mean inside and outside corners in the outside wall, and valleys and ridges in the roof, and these add cost in labor and waste in materials. A minimum of exterior wall is not only economical in construction, but also in heat losses and the amount of insulation necessary is reduced to a minimum."

FISHER APPOINTED BY BRYANT AIR CONDITIONING

Captain J. M. Fisher, vice-president of Bryant Air Conditioning Corporation has just been appointed District Manager of that company, with headquarters in Detroit. Captain Fisher served in France with the Cavalry and was later transferred to the secret service, spending the later part of the war in Arabia and far eastern countries. His appointment here is taken with considerable enthusiasm by the members of the building industry as it is only natural to welcome a man with his enviable record. Captain Fisher was well known by the members of the Illinois Society of Architects, having been a speaker at their last annual meeting. It is said that his speech went a long way to make their meeting a grand success.

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Edited by E. J. Brunner

"AND WHAT TO DO ABOUT IT"

Luncheon this noon at the Statler to hear Roy Wenzlick, author of the fifth best selling non-fiction book of the year talk on the exact subject of his book, namely, "The Coming Boom In Real Estate and What To Do About It."

There were about three hundred persons present, but in spite of the fact that the Builders' and Traders' Exchange sent out invitations to all its members, I saw but three out of our four hundred who sat within the air cooled dining room, which by the way could stand a bit more cold air when so packed.

But in passing, they did not see me either, because although the Builders and Traders were supposed to be at the speaker's table, we were late and our president not at all.

On the way back down Washington Blvd. I ran into Schmena of A. W. Kutsche Co., just up from their postoffice job at San Antonio, Texas, and he said, "What's the matter, Brunner. You look as if you had lost your last friend."

I said, "Not at all—not at all, that happened long ago and what I am thinking of now is how I can make some money from what I just heard."

I then told him that I had just heard a most remarkable talk on the forthcoming real estate boom, and that I was sorry every one of our members had not heard it.

Then I went on to the office and another member whose name will not be disclosed for obvious reasons (he might owe someone a bit of money), came

in and I started to tell him about what he had missed and he said, "H---, while you were over there listening how to make money on real estate I actually put through a deal which will net me \$600."

Well, I still think the membership of the Exchange and the architects, too, who should have been there, will perhaps like to hear a word or two about what was said.

Wenzlick, president of Real Estate Analysts, Inc., which is a national organization of real estate economists, appraisers and consultants is backed up by scads of figures which all go into the proof that not only in this country but in other countries, the real estate cycle is of approximately twenty years, whereas the general business cycle is in the neighborhood of seven years. He used charts from his book, amplified so they told a good fifty foot long, ten feet high message, and I shall not try to butt into his copyrights by trying to explain too much.

Hang on to your real estate for the big boom is coming, is the tenor of his advice. Thinking that over from my standpoint, I am doing that very thing (could not sell it), but now I may hang on some more even if mine is vacant.

His advice to buy good bargains, I shall not take. He neglected to tell the audience where to get money to buy any with. But if any of you, particularly my members want to buy a good vacant lot, come up and see me sometime.

He said we would not think taxes were so high when our real estate began earning more.

He also said that both construction materials and construction labor would go up in price, and he certainly impressed upon the audience the fact that we in the construction industry ARE NOT TRAINING APPRENTICES. (Where did I hear about that before?)

And Ah, yes; he said that real building boom would not start until the price of old property had moved up to where new property could compete with it in use. Well, that time will still be here

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if things keep on as they are.

He does not think there need be any fear during the boom just starting of pre-fabricated houses making everything else obsolete.

He was not up there trying to sell books, but a lot of men left the hotel with one of his books under his arm. I bought one, and if you possibly are a little bit in the dark after reading this, call on us at 439 Penobscot and we will let you look it over.

OTHER EVENTS OF WEEK

A lot of things have been happening this week which I shall not try to mention, but I would have a word about three of them.

Our golf outing at Tam O'Shanter was an occasion such as might be superceded by a real estate boom. It was a big occasion, and there were almost as many out for the dinner only as there were for golf and dinner combined.

Our golf dinners are growing more and more popular.

Clarence Geyman, our faithful bowling manager, had the misfortune to lose a ring very valuable to him through the association it carries. If any of you found a garnet ring look for the initials C. J. G. 1909. I hope he gets that ring. I know just how he feels about it.

The golf was Tuesday. On Wednesday I dropped in on the Concrete Block Manufacturers' picnic at the Detroit Creamery farm and then on the picnic of the Greater Detroit Builders at Thirteen Mile and Van Dyke. Besides seeing a liberal sprinkling of our members, I annexed one chicken dinner, another hot dog lunch outfit, was offered and did offer some brewery products, and it was all worth a low grade headache.

P. S. The reason I was late at the luncheon today and consequently not at the speaker's table was because Bill Seeley, Walter Trowell and Claude Filer strung into my office just when I was ready to start—and I was glad to see them. Bill, who needs a rest after Tuesday at Tam O'Shanter, is leaving this afternoon for a boat trip to Chicago.

(Double P. P. S. No, I am not trying to qualify as a society reporter. It is merely a muggy hot afternoon, and my pipe is stoking none too well.)

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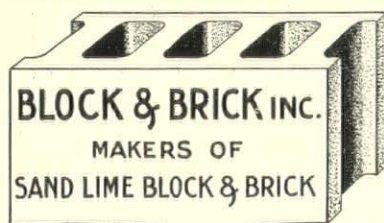
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DETROIT ARCHITECT DESCRIBES FEATURES OF SCHOOL BUILDING

Northville's new grade school will be exceptionally well lighted, will be as nearly fire proof as can be built and will be constructed in a most modern, yet simple style—these and other interesting facts were given to Northville Rotarians and guests, at their weekly luncheon Tuesday, by Maynard Lyndon, of the firm of Lyndon and Smith, who are the architects for the building.

The new building will face Main street and will line up with the high school building. The northwest corner will be given over to the kindergarten, with administrative offices over it in the second story. There will be 24 class rooms, 12 on each floor. Steel sash will be used throughout the building and there will be little wood trim, stated Mr. Lyndon.

Although it follows the style of the modern school construction, both here and abroad, stated the architect, the grade building will be constructed along simple lines. There will be, he added, a maximum of efficiency with a minimum of cost. The boiler room which will supply steam heat, will be so built as to provide additional facilities if ever needed in the future for additions to the buildings.

The contract with the board of education calls for completion of the school building within five months, stated Mr. Lyndon. If not finished by that time, penalties will be added.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Davidson Building: Taking bids on lighting fixtures and floor covering.

Same.—One story building between 7 Mile Road and Lappin for Weinman Real Estate Co. Bids closed August 17.

Same.—Taking bids on sealing equipment, carpets, draperies, decorating, lighting fixtures, finish hardware on West Town Theatre.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Remodeling of Gladwin Theatre, Detroit. Bids closed.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg., CA. 3353.—Preparing preliminary plans for parking structure downtown Detroit. Owner's name withheld.

Same.—Preparing plans for four story brick and concrete structure for toilet rooms. Owner's name withheld.

Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.

Same.—Taking bids on structural steel and architectural trades for addition to Power House at McGraw Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Taking bids on structural steel for alterations and additions to Foundry at Military Avenue Plant of Kelsey-Hayes Wheel Co.

Hughes, Talmage C., 120 Madison, CH. 7660.—Ready for sub-contract bids on 6-room, B. V. 2-story residence, 25x26 and 2-car frame garage—N. W. section.

Same.—Bids closed August 11 on 24 Apartment building, Merrill Palmer Sub.

Hyde, Arthur K., 318 Woodward-Blvd. Bldg., MA. 0803.—Residence, Bretton Drive, Rosedale Park. Bids closed.

Same.—Plans for small church—Mayflower Congregational Church completed.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Plans for 2 story residence, Linwood and Grove. Bids closed.

Same.—Revised plans on store building, Van Dyke and Harper. Contracts let soon.

Same.—Plans for 3 stories, recreation room in basement, 43x100. Brick and steel construction, Jos. Campau Ave. completed.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Bids closed on residence for Mr. John Owen. Contracts awarded August 14.

Same.—Taking figures on residence for James J. Phelan, Metamorra. Bids due August 17.

Same.—Preparing plans for residence for Max Gillman.

Le Roy & Newlander & Geo. D. Mason & Co., Architects—Cabinet sketches for Kalamazoo Post Office.

Lyndon & Smith, Robert Oakman Bldg.—Bids closed on Northville Grade School, PWA project.

Malcomson & Higginbotham, Inc.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

Same.—Preparing preliminary drawings for new Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

Same.—Preparing plans and specifications for Church of Christ at Dearborn, Mich. 80x50, brick.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Figures on Detroit College of Law and Y. M. C. A. offices, Elizabeth St., closed.

Merritt & Cole, 1111 Collingwood, LO. 2483.—Bids on Salem Evangelical Church opened July 31. Low bidder, General, Arthur Misch Co. Contract awarded soon.

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Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Addition to Evangelical Deaconess Hospital, 125x44, five stories. Bids closed August 17.

O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—General contract on Campbell-Wohl Building, Lyndon and Meyers, awarded to W. E. Wood Co.

Smith, Hinchman & Grylls, RA. 8825.—Plans for factory building, Mueller Brass Co., Port Huron. Bids taken by invitation.

Weeks, Harry F., 133 E. Dreyton, Ferndale.—Taking figures on frame residence and garage, 13 Mile Road east of Telegraph Road.

Wright, D. Allen, LA 4572, 133 W. Gd. Blvd.—Residence, Touraine Road, Grosse Pointe. Temporarily held over.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Plans for residence for Mat. Davidson, Woodcroft Sub., Flint, Mich., revised.

Same.—Taking figures on store front for Tick-Tock Frocks, River Rouge.

OUR PARK AND BOULEVARD VALUES

No adequate method has been devised for appraising the true civic value of our Parks and Boulevards. Detroit's system embodies 77 parcels of land, representing an area of over 3,200 acres, with a property valuation of over \$60,000,000.

This, however, is only a physical valuation and fails, in large measure, to represent the real value. Our Parks and Boulevards have much more than physical value, recreational value, educational value, cultural value, and moral value. Sociological studies have shown indisputably the health value in the use of park and recreation areas. Criminological records also show the pronounced influence of these services in decreasing vice and crime. These human values of our Parks and Boulevards are worth many times more than the property values.

Detroit enjoys the double boulevard plan: Grand Boulevard connecting many of the inner park areas and the Outer Drive Boulevard connecting many outlying park areas. Detroit has always enjoyed its parks and boulevards but the automobile has greatly enhanced their value and intensified their use. This intensive use has now emphasized the need of additional park and boulevard facilities.

Reasonable park and boulevard facilities represent a civic asset rather than a liability. When all

of the civic values involved are given due consideration it will be found that from even a civic economic standpoint our parks and boulevards are very much worth while. They are a continuous and powerful influence toward better citizenship and more contented taxpayers. In answer to the question—"How can we afford it?"—we should conscientiously and intelligently consider "How can we afford not to provide such park and boulevard facilities as the public demand requires?" Where can a taxpayer find more enjoyable returns for his tax dollar than in these services?

The extensive distribution, the great variety of natural charm and beauty and the wide diversity of attractions of our parks and boulevards has a personal appeal to every inhabitant in every range of age, health, or wealth and represents a public challenge to see and enjoy every one of them.

How many of the 77 park and boulevard areas have you seen?

The Planner

WALTON AND MacKENZIE NAMED TO S. H. AND G. BOARD

Smith, Hinchman and Grylls, Inc., 800 Marquette Bldg., Detroit, announce that H. L. Walton and W. S. MacKenzie have been elected to the Board of Directors to fill the vacancies resulting from the death of Theodore H. Hinchman July, 1936, and Ralph Collamore, November, 1935.

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11 P.M.—Charles Bickford in
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GAR WOOD HEATING UNITS ON GIGANTIC TRIBOROUGH BRIDGE

New York City's new, modern, Triborough Bridge, recently opened to traffic and linking the Bronx, Manhattan and Queens boroughs, can take care of 57,000 vehicles every twelve hours. The roadway of the bridge accommodates eight lines of traffic. There are two footpaths. It is stated that some 50,000 vehicles and 200,000 pedestrians crossed over this mammoth, steel and concrete structure during the first twenty-four hours of its operation.

The trip across the bridge requires fifteen minutes traveling at the desired speed of forty miles per hour. Formerly, it took more than an hour to jog over a complicated and irritating course of streets and somewhat antiquated bridges.

"We have installed a battery of eight Gar Wood Boiler-Burner heating units, in the Administration Building of New York City's Triborough Bridge," stated Mr. George L. Avory, New York branch manager of the air conditioning division of Gar Wood Industries, Inc., "and one in the West Toll Gate House, making a total of nine Gar Wood units in all. This ingenious bridge, representing the last word in twentieth-century, bridge-travel efficiency, and costing \$60,300,000, is one of the outstanding, modern wonders of the world. We are fortunate and proud to be a part of it."

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Garfield 5600

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**This Sight Meter measures light
as accurately as a thermometer
measures heat**

A well-planned building today must have good lighting. If decorative fixtures are used, it is important that they furnish LIGHT as well as decoration. Too often, such fixtures are chosen chiefly because they are ornamental or attractive, instead of being considered as what they were originally intended—as sources of light. If you are in doubt as to the quality of the lighting in a building, a Sight Meter will quickly check the adequacy of illumination at any place in a room—as accurately as a thermometer measures heat. You are invited to use one at any time, without charge or obligation. Call Randolph 6800 and ask for the Lighting Division.

There are no substitutes for the services of an eyesight specialist, but proper lighting helps to protect eyes, good and bad, young and old.

THE DETROIT EDISON COMPANY

ADVERTISING THE ARCHITECT

Forum:

I am inclined to be absent minded, and so when I attend conventions of architectural societies I sometimes blunder into a business meeting. Before I can collect my faculties and escape I have to listen to a portion of the speech then being given. Frequently this speech has to do with Advertising the Profession. In general, architects who make speeches on this subject are committed to two hypotheses that leave me cold; they believe (a) that advertising the architectural profession should be financed by using somebody else's dough, and (b) that the advertising should be Dignified.

Regarding (a) I can only remark that an extensive survey of the advertising field leads me to suspect that the manufacturer who will spend any serious money advertising something for somebody else has not yet appeared on the horizon and that when he does his relatives will probably start thumbing through the telephone directory in search of a good psychiatrist.

Now for (b). Dignity is an excellent thing in advertising but it has the minor disadvantage that it doesn't sell anything. If you will analyze the advertising done by many of our most successful manufacturers you will note that their display advertising is based on the good old theory of scaring the customer half to death. A customer well frightened is at least half way to the drug store to buy your product.

We will assume that your name is Ezekiel W. Zunk (God forbid), and that you manufacture the Zunk Electric Ironer. You harbor the ambition to sell these useful products in large numbers to the nobility and gentry of this republic, so you hire an advertising agency to get to work for you.

What is the first thing your advertising counsel does? Well, not the first thing; of course the first thing they do is to ask for a retaining fee, but the second thing they do is to put their art department at work preparing a lay-out of an advertisement to be run in four colors in six or seven magazines. The most noticeable feature of the advertisement is a strip, a series of four pictures.

The first picture is captioned "Don't Let 'Ironing-Board Itch' Destroy Your Home," and shows a housewife bending wearily over an ironing board, scratching herself with a flat iron.

The second picture introduces the housewife's husband; he is saying to her, "How come you are always too tired to attend the annual oratorio of the 14th Street Chopin & Chowder Club with me?" He is accompanying his question with a dirty look and the housewife is weeping bitterly.

The third strip shows one of the neighbor women putting in her five cents' worth. "Why don't you get a Zunk Electric Ironer on dignified deferred (Continued on Page 8)

Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave.

Vinewood 1-2090

MARTIN & KRAUSMANN CO.

GENERAL CONTRACTORS

955 East Jefferson

Randolph 9865

A HEATING PLANT SO
COMPACT AND CLEAN
THAT IT IS OFTEN
INSTALLED IN

Kitchens

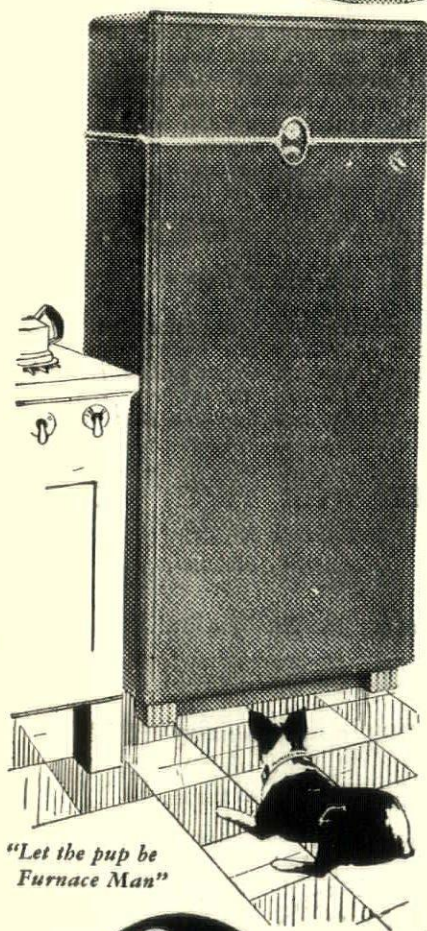
Gas alone makes possible a heating plant so clean, so quiet, and so odorless that it can be installed beside a kitchen range and never disturb anyone by its performance.

♦ The Bryant Boiler No. 255 shown here occupies no more space than a 4-drawer letter-file, yet is similar in engineering construction and automatic control-mechanism to the larger Bryants built for larger homes. Its cleanliness and its trim, handsome appearance make it particularly adapted for use in a basement recreation-room.

♦ May we tell you what a winter's heat will cost in your home, using this efficient, modern heating plant?

BRYANT AIR CONDITIONING CORP.

ARCHITECTS BLDG. TEMPLE 1 - 4546



"Let the pup be
Furnace Man"

Gas
HEATING

ADVERTISING THE ARCHITECT

(Continued from Page 6)

payment terms and end this drudgery?" she wants to know.

The fourth and last strip is captioned, with chaste simplicity, "Sweethearts Again." The housewife looks at least 25 years younger; her husband is handing her \$11 worth of orchids across the new ironer and remarking passionately, "Phooey on Claudette Colbert! You are far more beautiful than she since the Zunk Electric Ironer entered our little love nest."

Under the strip is a restrained sales talk in 36 point Bodoni Bold pointing out that living in a house that lacks a Zunk Electric Ironer is socially on a par with camping out on the city dump.

You see how it goes?

By adopting this technique and spending a small sum, say \$6,000,000, we architects could launch a campaign that would strike terror to the hearts of every American living in a house that was not designed by an architect. Imagine a strip showing the whole family coming down with "Contractor's Coryza" or "Lumber Dealer's Lumbago" as the result of living in a house that was brought into the world without an architect to assist at the accouchement! The effect would be little short of terrific.

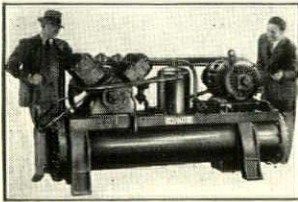
Any smart copy writer (me, for instance) could

DAY AND EVENING COURSES in ENGINEERING AND CHEMISTRY Detroit Institute of Technology

Day and Evening Classes Begin
Monday, September 14th

303 Downtown Y. M. C. A. Building

KELVINATOR Commercial Refrigeration Equipment



Covering Every Refrigeration Need

One of the larger Kelvinator condensing units. These units range in size from 1/4 H.P. to 20 H.P. There are 128 units in the line, making it possible to suit every refrigeration requirement exactly.

And covering it *exactly*. Through years of experience, Kelvinator engineers have developed a line of equipment that meets any refrigeration need. Condensing and cooling units from the smallest to the largest. Surveys furnished without charge.

KELVINATOR CORP.

FACTORY BRANCH
2845 W. Grand Blvd. MA. 0840

produce startlingly effective advertisements based on the accepted theory that women, who are the potential purchasers of all homes (or at least the instigators of all such purchases) can be divided into two classes; those who want to get married and those who want to stay married (a possible third class, the members of which are saving up for a divorce, is temporarily out of the market).

Does it seem far-fetched to you that architectural services should be held out as a means whereby any single gal can be assured of a husband who owns a valuable collection of etchings and some expensive bridgework? Or, if the lady is married, that architectural services will infallibly prevent her husband from smirking at waitresses or, in Winchellese, "three-alarming over one of the French Casino choristers?" If it does, let me assure you that many more far-fetched tie-ups than this have frequently gone to town.

The possibilities of such a campaign are endless. The expense would be endless, too.

ROGER ALLEN.

—From the Architectural Forum.

THE ARCHITECT'S FEE A SAVING TO THE OWNER

There are firms of contractors operating especially in the industrial field who secure contracts direct with the owners based upon plans and specifications that are prepared in their own organizations.

Some owners apparently are willing to take the chances of having the contract faithfully performed without the protection of the services of an architect. With this practice, the profession can do nothing if the contractors keep within the law. The profession does owe a duty to the owners, however, to make clear what the service of an architect means in the protection of their interests, and the advantages to be gained from the architect's skill of an unknown architect or draftsman in the contractor's employ and control.

With an honest contractor and with everything going well during construction, the objections from the owner's standpoint may be minimized, but if the market rises or with other emergencies occurring, errors in estimating or unlooked for conditions of soil, weather, etc., the general contractor and his sub-contractors are confronted with the

Fisher Wall Paper Co.

514 Randolph St.
DETROIT, MICH.

6 Local Stores

Cadillac 5950

Wall Paper, Paints, Window Shades

MORGAN

QUALITY WOODWORK

COMPLETE
LUMBER
SERVICE



Sutherland
& Avery
Lumber Co.

Detroit Distributors
5172 St. Jean Ave.
PLaza 9460

temptation to "take it out of the job." They are, after all, only human and do not relish doing work without a profit.

Plans and specifications of operations herein described are brief skeletons as compared with those usually employed by the architect and the owner's risk is thereby greatly enlarged.

The irony of this situation is that some of these contractors expect to keep the good will of the architects while they are subjecting him to unfair competition, and are resorting to practice which does not square with high professional practice.

The owner, by choosing a contractor to supervise his work and make his plans and specifications, loses a very important function of the architect's service—that of obtaining legitimate competition among a number of qualified builders.

We have in mind a building where there were no unusual foundation conditions and where a complete set of architectural, structural, plumbing, heating and wiring drawings were furnished. The low bid was \$629,000—the high bid \$817,000. For another similar building the low bid was \$665,000—the high \$899,000. By what system of magic could an owner hope, without a definite set of plans and specifications, to pick the contractor whose price would approximate the low bid obtained by competition?

There is the artistic side of this problem also. A traveler saw in a central New York town a strange structure. He was interested and hunted

up the owner. "What is it that you are building?" he asked. "Oh, just an idea of mine. I am going to have a chap come over from Boston next month to put the architecture on." Now the owner, by selecting an architect, has the advantage of good architectural design.

Supervision is very important. There is a case today of a building built by a contractor from his own plans and under his own supervision. He was unable to finance the completion of the building and the new owner found that the structural slabs, by reason of lumber, straw and other refuse left in the concrete, had to be reinforced. This correction was performed at a cost of approximately \$5,000 and was required in order to make the structure safe. Some men even cheat at solitaire!

Supervision by a qualified architect is vital.

We have a word which we use very often that tells a story centuries old. When the Roman architects specified marble, they said it must be sincere, that is, without wax. So when you sign a

JOHN H. FREEMAN

ARCHITECTURAL HARDWARE
PROPERLY SERVICED

Architects' Bldg.

TEmple 1-6760

A SIGN SERVICE THAT EVERY ARCHITECT REQUIRES

*Our Creative Art and Engineering
Departments Are Always At Your Service*

WALKER & Co.

NEON SIGNS---ELECTRIC SIGNS

88 Custer Avenue

TRinity 2-6030

Tax-payers:



SECOND PAYMENT of taxes on 10-year plan due September 1, 1936. Make payment now so as to avoid penalty and to keep tax-record clear.



IF YOUR TAXES for 1932 and prior years are not yet placed on the 10-year plan, you can now put them on it by making first two payments, plus a small extra charge.



BY PAYING in full unpaid portion of your taxes now on 10-year plan you will save future interest charges ranging from 8% to 36%.



By Order of Augmented

Administrative Board

of State of Michigan

letter "Yours sincerely," you are reminded of an architect's specification of 2,000 years ago.

In the final analysis the architect's FEE might well be architect's FREE because a capable architect will save the owner as much or more than his fee.

Now to summarize, the owner—by the selection of a capable architect—obtains: 1. A complete study of his problems by numerous sketches. 2. A complete set of plans and specifications. 3. An architectural treatment in keeping with the use to which the building is put. 4. Full competition with a number of contractors. 5. A complete budget of the cost before making any commitments. 6. Qualified supervision of the work, including checking of extras and credits.

A service of this kind is certainly worth the architect's fee. Possibly some of you will recall a campaign started some time ago by the general contractors in which the slogan was "Select Your General Contractor First." The general contractor would then be in a position to select an architect who in this case would be obligated to the general contractor and not to the owner. This campaign has died a natural death.

—HOWARD J. WHITE, Chairman,
Committee on Architects Practice,
Illinois Society of Architects.

ARCHITECTS AGAIN ELECT MEAD

Harry L. Mead was re-elected president of Grand Rapids chapter, American Institute of Architects, at a meeting of the chapter Monday, August 3. Warren L. Rindge was elected vice-president and

John P. Baker secretary and treasurer.

Victor Thebaud was appointed chairman of a committee to cooperate in efforts to bring into harmony zoning ordinances of Grand Rapids and surrounding communities.

The next meeting of the chapter is scheduled for September 7.

NATURAL GAS FUEL GAINING IN POPULARITY AS A RESIDENCE HEATING FUEL

Captain J. M. Fisher, vice president of the Bryant Air Conditioning Corporation reports that Mr. Schmelz of H. E. Downing Co., Northwestern Highway offers his clients their choice of fuel and that in all but one out of the last ten houses sold Bryant gas fired air conditioning was chosen. The Downing houses are designed by Talmage C. Hughes, architect.

Samuel F. Abraham, architect, of Hadley Construction Company has specified six Bryant Winter air conditioning jobs in their modern homes. They are being installed by Ralph Peckham.

FREDERIC B. STEVENS, INC.

Face Brick, Enameled Brick, Roofing and Floor Tile, Glazed Brick and Tile

Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

PATRONIZE OUR ADVERTISERS

Beaver Hard Board Products

Insulation

Certain-teed Products Corporation

4478 Cass Avenue

Detroit, Michigan

Economy Blue Print Co.

Quality and Service

BLUE PRINTS—PHOTOSTATS

317 W. Fort St.

CADILLAC 1179

DETROIT, MICH.

"Standard" PLUMBING FIXTURES

"Most Modern, Complete Display Rooms in the Middle West"

Murray W. Sales & Co.

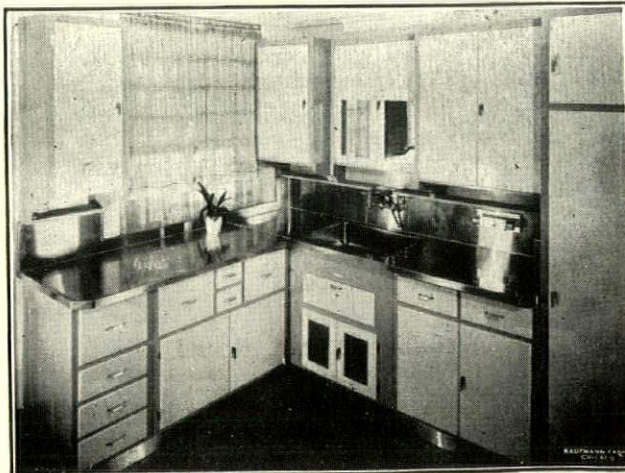
MADISON 4200

DETROIT

PONTIAC

WYANDOTTE

FLINT



A complete line of metal and wood cabinets, stainless steel and enameled sinks, stainless linoleum, and temperprest tops, are on display in our showroom. Also the new coal burning AGA range, for both domestic and commercial use.

Our engineering department consists of experienced men, whose services are at your disposal.

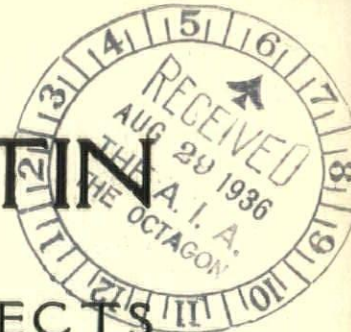
THE J. E. STEPHENS CO.

450 W. Fort St.

Phone CHerry 6507

DETROIT

WEEKLY BULLETIN



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Vol. 10

DETROIT, MICH., AUGUST 25, 1936

No. 34

GOING IN DEBT FOR HOME IS ASSUMING OBLIGATION TO BECOME THRIFTY CITIZEN

The average American citizen, man or woman, has a dream home in his mind, says Lancelot Sukert, supervising architect for the Detroit insuring office of the Federal Housing administration.

"In plan and design and architecture, you may have your own ideals and purposes," he said. "You know how you wish to have it laid out, the arrangement of the rooms and their relationship to each other and the uses to which they shall be devoted.

"You know what your circumstances are, what your financial ability is and how much you are warranted in paying for a home but, whatever the sum may be, you want it to be par in all of the materials that go into it, or that may be in it if you are buying a house already built. You not only want the materials to be standard, useful and durable, but you want the workmanship to be 100 per cent.

"I assume that the requirements as to neighborhood, location, surroundings and similar desirable features have been met and you now wish to consider the physical aspects of the house and what the prospective home owner is assured in this respect when he obtains an insured mortgage on it.

"Home owning makes a contented people and a contented people make for greater progress which aids in the development of the country's resources. Much of government service to its citizens is indirect. The service is there all right but we do not see it in the every day run of affairs. The service which is given by the Federal Housing administration is direct. In its transactions the public comes into immediate contact with it; it is practically a personal service.

"Let us suppose that you are an average American citizen, married and have a young family which you wish to rear with some of the advantages that may be afforded them in a home as distinguished from the place that you might rent; or it may be that you are married and are leading a boarding house existence and long for a shelter that you may call your own. The fact of the matter is that you desire something more than a shelter. You want something more than a mere house. You want a home. A shelter may be nothing more than four walls and a roof, a house merely a pile of brick and mortar, but the home is something more inviting, something more appealing, something more inspiring, something more to be desired.

Says Debt Is Misnomer

"Perhaps the reason why you have not hereto-

fore acquired a home is because you have not had the money with which to purchase one. That is the case with the most of us. Only a few of the fortunate ones are born with the means of getting what they desire without earning it. The rest of us must go into debt in order to possess a home. Debt is what the world calls it, but in truth that is a misnomer. It is simply assuming an obligation to become a stable citizen and a thrifty one, if you acquire it through an insured mortgage which is liquidated in a given number of monthly installments that are tantamount to the payment of rent.

"The means of obtaining the necessary money with which to purchase or build a home is now available to you, not from the Federal Housing administration which does not lend money, but from a bank or other lending institution, and under certain conditions and under certain circumstances the mortgage, which a loan upon your home involves, may be insured by the Federal Housing administration.

"I wish to call attention to the service that the Federal Housing administration's insured mortgage plan affords you in the event that you wish to build your home in accordance with your own ideas of plan, and what you can afford. You desire the very best house that a given amount of money will procure in accordance with your needs and requirements and your ability to pay. You desire to have it in the neighborhood that it is suited to and that is suited to it, and you wish to know that the investment you make in that home is safe and secure, and that the location you select will be one in which there is the least likelihood of a shrinkage of value from causes which are beyond your control. Perhaps more than anything else, at least equally in importance to anything else, you want to know that the materials and the workmanship that go into that home are really what you have a right to expect them to be that they are what you are paying for. In short, that in addition to soundness as an investment, it is also structurally sound.

(Continued on Page 6)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Albert Beever, President; H. Eugene Webb, Vice-President; Leo Rowley, Vice-Pres.; John Wenzel, Treasurer;
Directors: Herman Banbrook, Gage Cooper, Edgar Leavenworth, Bert Haberkorn, Ray Spitzley
Edwin J. Brunner, Secretary.

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

APPRENTICESHIP TRAINING

The work of fostering apprenticeship to create adequately trained craftsmen in the building industry of Detroit is being prosecuted by the Builders' and Traders' Exchange. Meetings have been held with representatives of certain trade employers' associations, and a plan of action is being laid out on the principles discussed in this bulletin some weeks ago; namely a program definitely run by the various trades employers. The function of the Exchange is to help get the machinery started and to help keep it going. Later there will be problems of trades with no organization of their own and in such case the Exchange will doubtless be willing to undertake some of the work at least which in the case of organized employers will be done by their organizations.

It becomes increasingly apparent that this is a vital problem which must not be dilly-dallied with in the case of any trade. Of course some trades, as for example the plasterers and the electricians, have well established systems dovetailing in the public school system of our city just as the ones being arranged for undoubtedly will.

The way the program is being worked out by the manufacturing interests of Detroit is a definite indenture of the apprentice with some certain plant under the guidance of supervisors paid for by the industry collectively and in conjunction with a certain number of hours of school work in the public schools. The program in the construction industry

seems destined at this time to be along the same lines, although in some trades there may be variations.

There are four major considerations in such a program. Not in any special order of importance these are: (1) consideration of the specific employing firm which indentures an apprentice and spends time on his training; (2) consideration of the boy indentured; (3) consideration of the effect upon the industry; (4) consideration of the effect upon the school system and its proteges.

All these considerations demand thoughtful conclusions. Let us examine each briefly:

(1) The problem of the specific firm in the construction industry, particularly in some trades as for instance carpentry, is quite different than the problem of a big manufacturing plant taking on an apprentice. For this reason there is such ramification in our industry trades that it is quite a job for a particular operator to figure out how to make his training of a boy do his part of the industry some good rather than to be grabbed off when trained by what is really a competitive branch of the same trade.

We probably shall have to go on the assumption that a group of trade employers must cooperate even more than in the past and so cooperate in respect to this problem that training of apprentices will strengthen their collective position in the industry.

(2) Consideration of the boy indentured is an obvious necessity, because the modern youth is a pretty independent individual and must be shown that he is getting what he considers a square deal. He must be shown that the public school system is cooperating with employers to train him so that in the not too far distant future he will be really skilled instead of stuck on some job which very likely pays much more the first year but which does not lead to any appreciable future after the first year.

Harrigan & Reid Co.

Heating and Plumbing Contractors

1365 Bagley Ave.

CADillac 0243

ACME METALON COMPANY

Manufacturers of

METALON

THE METALLIZED BUILDING UNIT

9630-9690 Greeley Ave.

Detroit, Mich.

LONGFELLOW 5770-1-2-3

Maurice V. Rogers

General Construction

5737 Second Blvd.

MADison 6884

DETROIT, MICH.

CLASSIFIED BUILDING TRADES

GENERAL CONTRACTORS

GEORGE W. AUCH CO.—3646 Mt. Elliott, PLaza 1190.

DETROIT BUILDERS, INC.—10403 Charlevoix Ave., LEnox 9494.

PETER A. KOCKX & SONS—4697 Dickerson Ave., MURray 3748, TUXedo 2-0163.

INSULATION

Insulite Products Stocked by:

F. M. SIBLEY LUMBER CO., FI. 5100.

DETROIT LUMBER CO., VI. 1-2090.

LOWRIE AND WEBB LUMBER CO., OR. 1111.

LUMBER DEALERS

DETROIT LUMBER CO.—5601 W. Jefferson Ave., Vinewood 1-2090.

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

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

O'HARA-QUINLAN LUMBER CO.—14811 Meyers Rd., HOgarth 5110.

RESTRICK LUMBER CO.—1000 W. Grand Blvd., LAFayette 0500.

F. M. SIBLEY LUMBER CO.—6460 Kercheval Ave., FIitzroy 5100.

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

IRONITE WATERPROOFING AND RESTO-CRETE

WESTERN WATERPROOFING CO. 410 Murphy Bldg., CADillac 9646.

PLUMBING, HEATING AND VENTILATING

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

(3) No specific employer is likely to take a purely philanthropic attitude and say, "I will train an apprentice at cost to myself for the good of all in our industry," but still that is part of the answer. An employer in any industry can make more money off really skilled employees. But to have them, he must train them. A. W. Forbes of Forbes and Myers has prepared a tabulation showing the results of highly skilled mechanics as opposed to ordinary mechanics. With credit to the American Machinist this table is as follows:

	Highly Skilled	Ordinary Mechanic
Value of product per hour.....	\$4.50	\$2.00
Normal overhead per hour.....	1.25	1.75
Spoiled work.....	.01	.20
Paid to worker.....	1.50	.50

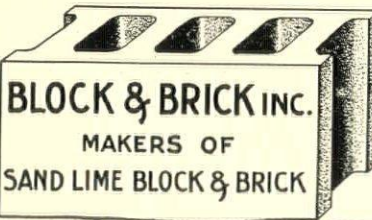
Of course this table needs explanation which space does not permit, but you get the drift. The same thing applies to our construction industry.

(4) The more we actively enlist the aid of our school system to the practicalities of training for our industry, the more we have helped perfect its functions. There is too much aim toward the "white collar jobs" and to college entrance requirements at the present time. The boy who must needs earn a livelihood either in skilled or unskilled trades (where over forty per cent earn their living in Detroit) should get a good break to learn the skilled trades if he so endowed. And in return, these skilled trades will be more honored and better paid if we can through the right kind of training increase the worker's efficiency and scope of underlying knowledge.

CHARLES J. PROST

Charles J. Prost, of 932 E. Grand Blvd., building contractor and founder of the Detroit Builders' Show, died suddenly Sunday morning, Aug. 15 in Henry Ford Hospital, where he had been 10 days for medical observation.

Mr. Prost was born in Lansing 60 years ago and lived in Detroit 22 years. During the 17 years since he had founded the Builders' Show he had served as its general manager. He was a member of the Knights Templar, the Detroit Consistory and the Shrine. His wife, Charlotte Diegle Prost, and a son, John L. Prost, survive.



Products manu-
factured from the
White Sands of
Lake Michigan.
Lighter in weight
and color.

BLOCK & BRICK INC.
MAKERS OF
SAND LIME BLOCK & BRICK

Glanz & Killian Co. CONTRACTORS

Plumbing - Heating - Sheet Metal
Engineering and Installing

**FIRE PROTECTION SPRINKLER
SYSTEMS**

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Moynahan Ornamental Metals Co.

THE FINEST ORNAMENTAL ALUMINUM,
BRONZE, AND IRON WORK

2658 Porter St.

LAfayette 1316

Gar Wood

Sells

Air Conditioning .. Not Units

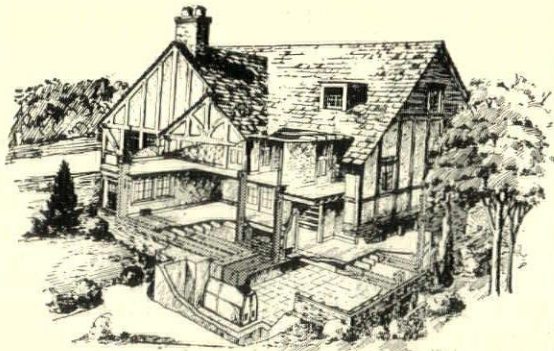
From the standpoint of architects and builders, there's a tremendous advantage in installing Gar Wood air conditioning systems.

Gar Wood is the only manufacturer who designs and builds air conditioning systems complete, including the duct system. Therefore none of the responsibility can be shifted to other manufacturers.

Further, Gar Wood has the largest staff of installation engineers and service men in Michigan, who cooperate with architects and builders and assume full responsibility for layout, installation and final performance.

That's what we mean when we say Gar Wood sells air conditioning—not units. And that's why installations proceed with smooth facility, without delaying contractors. And, finally, that's why owners say Gar Wood oil heat costs less than coal.

If you are not already familiar with the Gar Wood method, telephone us and let us explain how we keep in step with you, from framing the house to painting the ducts and grilles.



A typical installation, showing the factory-built two-way duct system of Tempered-Aire.



AIR CONDITIONING DIVISION

GAR WOOD INDUSTRIES, Inc.

Detroit Branch
409 Connecticut Avenue
LOngfellow 6256

ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Davidson Building: Taking bids on lighting fixtures and floor covering.

Same.—One story building between 7 Mile Road and Lappin for Weinman Real Estate Co. Bids closed.

Same.—Taking bids on sealing equipment, carpets, draperies, decorating, lighting fixtures, finish hardware on West Town Theatre.

Same.—Preparing plans for remodeling store at 13731 Woodward Ave., H. P., to be occupied by Boston Boot Shop.

Same.—Preparing plans for Mercantile building, Michigan Ave. near Heckel, Dearborn, Mich.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Remodeling of Gladwin Theatre, Detroit. Bids closed.

Same.—Completing plans for 2 story building, 80x45, shop, display room and apartments on second floor for County Electric Co., Dearborn, Mich.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg., CA. 3353.—Preparing preliminary plans for parking structure downtown Detroit. Owner's name withheld.

Same.—Preparing plans for four story brick and concrete structure for toilet rooms. Owner's name withheld.

Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.

Same.—Taking bids on structural steel and architectural trades for addition to Power House at McGraw Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Taking bids on structural steel for alterations and additions to Foundry at Military Avenue Plant of Kelsey-Hayes Wheel Co.

Hughes, Talmage C., 120 Madison, CH. 7660.—Sub-contract bids on 6-room, B. V. 2-story residence, 25x26 and 2-car frame garage—N. W. Section close Aug. 26.

Same.—Bids closed August 11 on 24 Apartment building, Merrill Palmer Sub.

Same.—Revising plans on 24 apartment building, Merrill-Palmer Sub. To be fireproof, duplex type, air conditioning, no elevator.

Hyde, Arthur K., 318 Woodward-Blvd. Bldg., MA. 0803.—Residence, Bretton Drive, Rosedale Park. Contract let to E. L. Carlson.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Plans for 2 story residence, Linwood and Grove. Bids closed.

Same.—Revised plans on store building, Van Dyke and Harper. Contracts let soon.

Same.—Plans for 3 stories, recreation room in basement, 43x100. Brick and steel construction, Jos. Campau Ave. completed.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Bids closed on residence for Mr. John Owen. Contracts awarded August 14.

Same.—Taking figures on residence for James J. Phelan, Metamorra. Bids closed.

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Same.—Preparing plans for residence for Max Gillman.

Same.—Preparing plans for residence for Dr. J. Stewart Hudson, Lothrop Ave., Grosse Pointe Farms. Lot 145x70.

Le Roy & Newlander & Geo. D. Mason & Co., Architects—Cabinet sketches for Kalamazoo Post Office.

Lyndon & Smith, Robert Oakman Bldg.—Bids closed on Northville Grade School, PWA project.

Malcomson & Higginbotham, Inc.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

Same.—Preparing preliminary drawings for new Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

Same.—Preparing plans and specifications for Church of Christ at Dearborn, Mich. 80x50, brick.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Figures on Detroit College of Law and Y. M. C. A. offices, Elizabeth St., closed. Committee to meet Sept. 1.

Merritt & Cole, 1111 Collingwood, LO. 2483.—Bids on Salem Evangelical Church opened July 31. Low bidder, General, Arthur Misch Co. Contract awarded soon.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Addition to Evangelical Deaconess Hospital, 125x44, five stories. Bids closed.

Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8499.—Taking bids on residence, Grosse Pointe Shores, 3 stories, 3 car garage attached, air conditioning, 105x36.

Smith, Hinchman & Grylls, RA. 8825.—Factory building, Mueller Brass Co., Port Huron. General contract, W. E. Wood Co.

Same.—Taking bids by invitation on 2 story store building for L. K. Butler Estate.

Same.—Wrecking of building, Columbia and Woodward (L. K. Butler Estate), let to Federal Wrecking Co.

Weeks, Harry F., 133 E. Dreyton, Ferndale.—Taking figures on frame residence and garage, 13 Mile Road east of Telegraph Road.

Wright, D. Allen, LA 4572, 133 W. Gd. Blvd.—Residence, Touraine Road, Grosse Pointe. Temporarily held over.

Same.—Taking figures on summer residence near Rochester, Mich. Bids by invitation only.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Plans for residence for Mat. Davidson, Woodcroft Sub., Flint, Mich., revised.

Same.—Taking figures on store front for Tick-Tock Frocks, River Rouge.

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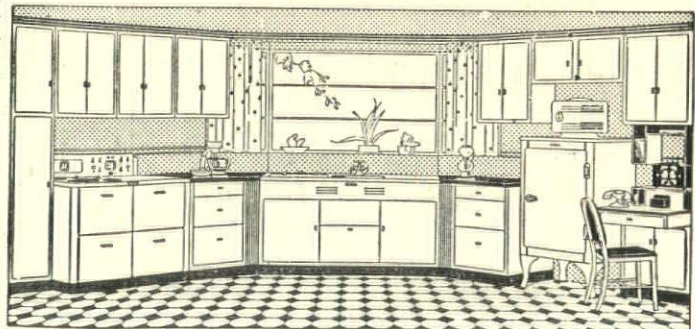
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MICHIGAN LEADS THE WAY

Again the State of Michigan leads the way in businesslike conduct of state business. Gov. Frank D. Fitzgerald, by his deciding vote when the project was before the State Administrative Board, assured another state-wide advertising campaign to encourage collection of delinquent taxes.

The State of Michigan will spend \$27,000 for the new campaign that is being conducted during the month of August. The drive is handled by Milton M. Alexander, of Detroit, nationally known advertising man, who conceived and conducted last year's notably successful effort.

There is no more pressing problem before the various states than that of collecting delinquent taxes, carried over from depression years. In some states the authorities have thrown up their hands in despair at the problem. In other states various plans have been enacted only to be extended or changed time and time again. It remains for Michigan to make real progress in cleaning up this distressing problem. Reports are that seventy millions of dollars in delinquent real estate taxes were paid or revived in Michigan during last year's drive.

This year's drive will urge the taxpayers who are on the "ten-year plan" to make their second payments before September 1st in order to keep their tax records clear and avoid penalties. It will also persuade those not yet on the "ten-year plan"

to come under it. Finally, it will point out that due to improved business conditions or distribution of the soldiers' bonus, many taxpayers are now in a position to pay up their remaining balances on the "ten-year plan" so as to save themselves 8% to 36% interest on future payments.

When Abraham Lincoln was once asked how he managed to get so much work done, he replied: "When I have something to do I go and do it." Michigan had a job to do—and what a job! To the credit of our state officials be it said that our state has "gone and done it."

GOING IN DEBT FOR HOME IS ASSUMING OBLIGATION TO BECOME THRIFTY CITIZEN

(Continued from Page 1)

Superficial Knowledge

"It is not given to all of us, or even to any considerable portion of us to have more than a superficial knowledge of these subjects. Few of us are builders. Our abilities in that direction are generally limited to sawing a board or attempting to drive a nail without the use of such language as is not permitted in polite society. Fewer still are equipped with any degree of architectural talent, and although we may sometimes think that we know a lot about mechanical equipment and its installation, we usually find that our information is of small value when it is required for practical application. Men of training and experience are required for such arts—and they are arts—and it is in the determination of such matters that the services of the experts of the Federal Housing administration are invaluable.

"When an investigation is being made of a property for the purpose of ascertaining its eligibility for an insured mortgage loan, it is a part of the routine procedure of the experts of the Federal Housing administration to provide an architectural inspection of the building as its construction progresses. They see that the foundations are properly laid, that there are no weaknesses or fissures which might cause undermining or other trouble in the future. They examine the roof to see that it is sufficiently strong to stand the special strain that might result from an unusual fall of snow, if the structure is in a section where such a happening is likely to occur; they see that the joists are properly set, that the timbers meet with the requirements of the specifications, that the floors are laid so as not to produce spring board effects, that the plastering, papering, decorating and trimmings are such as are called for in the contract that you may make with the builder."

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TWO LETTERS FROM AN ANONYMOUS FRIEND

Michigan Society Bulletin
To the Editor:

Somehow I recall a "Bulletin" which received national renown for the incisive, infectious humor of the Comments therein, a "Bulletin" with a message of cheer and an official giggle, a "Bulletin" which I picked up on a blue morning and was able thereafter to smile at least once or twice, a "Bulletin" in which architecture was discussed in a brazen and gumptious manner; "problems of the profession" were analyzed by a party who rushed into that awesome field like a nudist running to a fire.

And now—what have we? "More About Elevators." Ye Gods!

Yes, these last five long years have produced new things, improved elevators, air conditioning, and a thousand new gadgets—but it also produced Mae West.

Michigan Society Bulletin
To the Editor:

Bang! goes another stamp. In my opinion the best publicity for the architect which has ever been given gratis or in any other way at any time, is appearing in "Time."

"Time" is hard-boiled and has a good reason for giving this publicity. It is advertising one of its publications—"The Forum."

While I'm not soliciting subscriptions I believe every architect should boost himself by subscribing either to "Time" or "The Forum."

Anyhow, wouldn't it be timely to mention this important publicity in your "Bulletin"? Time and time again individual architects have dropped 25 bucks for advertising which did not reach 1/100,000 of the number of the right people these ads do.

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WHEN IS A NUDE NOT A NUDE?

An art jury, faced with the task of selecting a Texas Centennial statue, tentatively suggested Sculptor William Zorach's nude pioneer group of a man, a woman, a youth and a baby as a suitable memorial of Texas' 100 years of statehood.

Two camps of opinion formed at once. The Right maintained that "pioneer Texas would have hanged to the nearest tree any family group going around naked like that." The Left asked: "Are we to pick out a replica of Grandma or Great-aunt Agatha and put her in an alpaca frock and sunbonnet?"

The sculpture planned as a memorial for the campus of Texas State College for Women, at Denton, was defended by one member as being "not a literal anatomical nude. It is abstract."

ANOTHER ARCO ARMSTRONG IN OUR MIDST

Harold M. Armstrong of the American Radiator company is a very proud man these days.

This is because the stork dropped in at his home on July 16 and presented Mr. and Mrs. Armstrong with a fine eight-pound baby boy.

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the building of boulevards, bridges and roads leading to and included in the Flushing Meadows area in Queens, Long Island, where the 1939 New York World's Fair will be staged. The Arthur A. Johnson Corporation of New York, and the Necaro Company, Inc., are the grading contractors.

"And, back of the scenes, are a bunch of Bulldozers at work," said Mr. Jack B. Haile, manager of the road machinery division of Gar Wood Industries, Inc. "That sounds odd, but it's true. A Bulldozer is the name of an ambitious Gar Wood construction unit of brutish inclinations and elephantine capabilities, which moves the earth and anything in its path. One thousand acres of undulated land have to be leveled. 'Mountains,' from forty to fifty feet above the grade at places, have to be moved. There is plenty of activity around Flushing Meadows right now. Gar Wood Hydraulic Bulldozers—and there are ten of them—are busy bucking, ramming and spreading to get the job done on schedule in the interest of the proclaimed 'greatest of great World's Fairs'."

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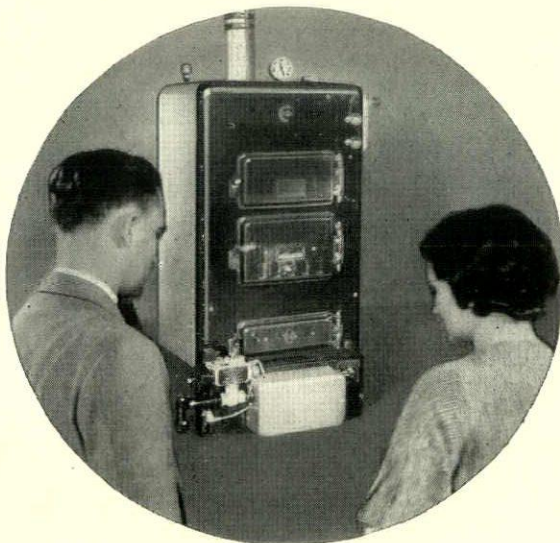
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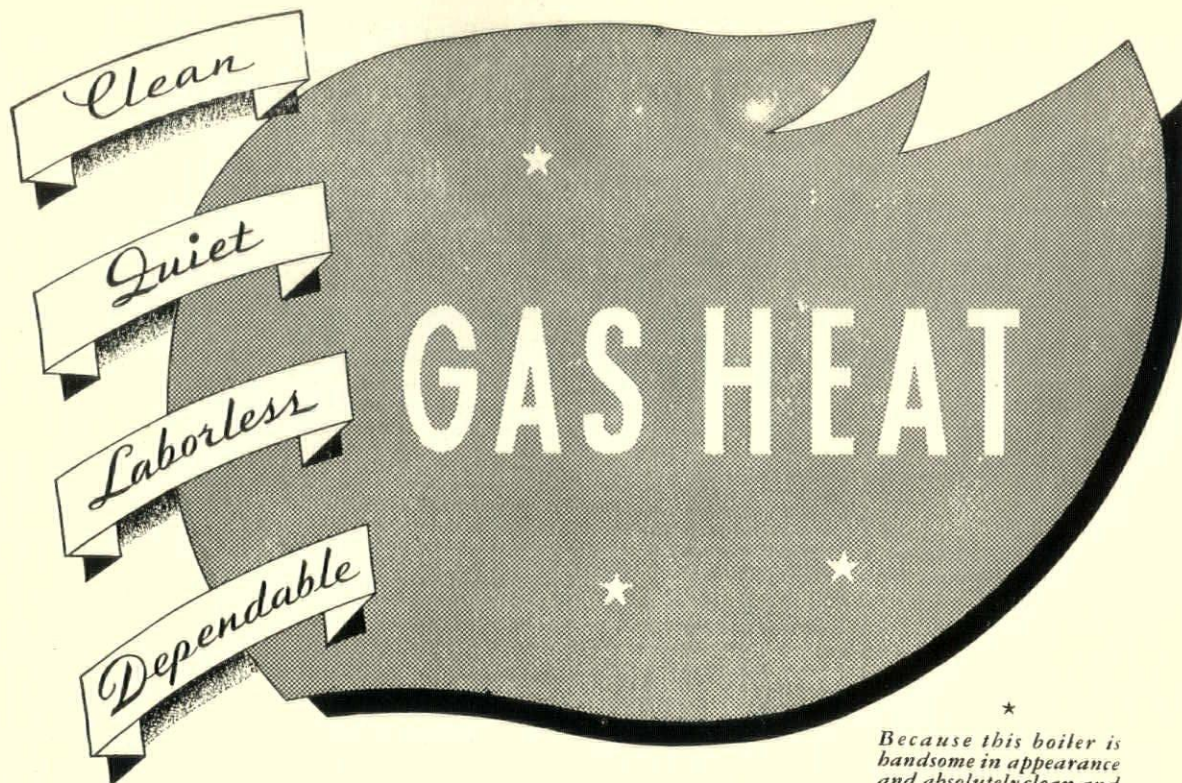
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Ever since the physical human being has experienced death, burials and cemeteries have resulted. Cemetery sites have been chosen with extreme disregard for health, sanitation, future needs or edvelopment, and indifferent to the many interests of the living. Practically all cities have been hampered in civic development by cemeteries. Some cities have been so blocked as to result in great economic waste and loss. Detroit has had its share in this respect.

A better day is dawning in cemetery procedure which will reflect much more respect to the departed and much more comfort, convenience, and health to the living. The following excerpt from the "Builder's Creed" is expressive of better cemeteries.

"I know the cemeteries of today are wrong because they depict an end, not a beginning. They have consequently become unsightly stoneyards, full of inartistic symbols and depressing customs; places that do nothing for humanity save a practical act, and that not well.

"I therefore resolve that I shall endeavor to build Forest Lawn as different, as unlike other ceme-

teries as sunshine is unlike darkness, as Eternal Life is unlike Death. I shall try to build at Forest Lawn a great park, devoid of misshapen monuments and other customary signs of earthly Death, but filled with towering trees, sweeping lawns, splashing fountains, singing birds, beautiful statuary, cheerful flowers; noble memorial architecture, with interiors full of light and color, and redolent of the world's best history and romances. I believe these things educate and uplift a community.

"Forest Lawn shall become a place where lovers new and old shall love to stroll and watch the sunset's glow, planning for the future or reminiscing of the past; a place where artists study and sketch; where school teachers bring happy children to see the things they read of in books; where little churches invite, triumphant in the knowledge that from their pulpits only words of Love can be spoken; where memorialization of loved ones in sculptured marble and pictorial glass shall be encouraged but controlled by acknowledged artists; a place where the sorrowing will be soothed and strengthened because it will be God's garden. A place that shall be protected by an immense Perpetual Care Fund, the principal of which can never be expended—only the income therefrom used to care for and perpetuate this Garden of Memory."—The Planner.

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