

WEEKLY BULLETIN



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Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)

Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 10

DETROIT, MICH., SEPTEMBER 1, 1936

No. 35

ARCHITECTS CLAMP DOWN ON "CUTE" KITCHENS AND PASTEL BATHROOMS; NEW HOMES TO BE MODERNISTIC

A woman's place may be in the kitchen but her ideas of its arrangement are "crazy," Architect R. C. Hall of St. Louis states in a discussion of style trends in houses.

"The men—God bless them—are the saving grace," he said. "They tell their wives they're crazy—which they are."

"Women always want some silly little arrangement they've seen before. Usually it's the sink-stove-table-in-a-row of a two-by-four apartment which they thought was 'cute' and you can't explain there is such a thing as a handy arrangement which would leave wall and window space."

"Easy to Clean!"

"However, you can sell a woman anything if you tell her it's easy to clean. That's why metal surfaces in kitchen furnishings are coming into extensive use."

Hall's outburst against feminine architectural idiosyncracies is matched by another St. Louis architect, William B. Ittner, who tells how women are going in for gaudy furnishings in other rooms.

"Modern woman often wants tinted bathrooms in similar or harmonizing colors," he says.

Both architects agree there is a trend toward a living-dining room, with a screened recess for meals; more natural light, and a desire to utilize every inch of space in the generally small rooms to the best possible advantage.

Recreation rooms? A passing fad, says Hall. No, a necessity as a place for a bar, replies Ittner.

As for the exterior design, it also will eventually go modern. There is a gradual swing from the traditional type of architecture.

Although many Americans are old-fashioned and sentimental in building a home, Hall said he believes strong salesmanship will win them over to newer designs.

Ittner advances the argument in favor of the

more modernistic houses that many economies can be effected by doing away with exterior adornment.

Chicago Wants New Things

In Chicago people are the most open minded, according to Hall.

"They want new things there and that's what the architects want to give them."

The south and west can lean toward the new mass effect of unadorned planes, probably because of more favorable climatic conditions, the architects said. In this type of house roof terraces are an attractive feature.

RAPS HOCUS POCUS FOR ARCHITECTURE

Joseph Hudnut, dean of architecture at Harvard, pointed an accusing finger recently at what he called "hocus pocus" in architectural education.

"Students of architecture should not design buildings which they cannot build," he said.

"Our architecture has lost its vitality, its power to command our imagination and to interpret our civilization. What is needed is some integration of these two elements in our art."

He blamed the Paris influence in a paper prepared for the American Institute of Architects.

"Hocus pocus is especially prevalent in that quaint activity which we call architectural education."

(Continued on Page 3)

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439 Penobscot Bldg., Randolph 5500

Edited by E. J. Brunner

Sept. 1, 1936

Get Somewhere Bunch
 88-8 Steaks (last time)
 Detroit, Michigan

Gentlemen: By all means let none of us miss the next golf outing of the Architects, Builders and Traders which will be at Clinton Valley on September 9. That's on a Wednesday, and we hope you will be out there by one thirty.

Don't get lost. Drive Van Dyke to Utica Road and hence right to club. Meet us in the locker room or anywhere, but be sure and meet us.

If you can't or won't or don't play golf meet us out there for dinner. About fifty did that at the last tournament at Tam-O-Shanter. Golf, dinner and prizes all for \$2.75, and dinner alone much less.

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FUTURE FUEL OIL SUPPLY ASSURED

"A number of domestic fuel oil users have recently asked us to reveal the status of the present and future supply of fuel oil," according to Mr. Logan Wood, vice-president and general manager of Gar Wood Industries, Inc. "In our contacts with home owners and home builders, we have met some who seem to have the opinion that there will be a scarcity of fuel oil. This mental attitude on the part of these people should most certainly be corrected.

"This question of scarcity is not a new one by any means. As far back as 1859, the discovery well was drilled in Pennsylvania. Within the ten years that followed, many of the investors disposed of their holdings because they believed that the oil would soon be exhausted. They didn't believe that oil would be found anywhere else. Since that time oil has been produced in larger quantities in some twenty-one other states.

"The president of the American Petroleum Institute, in a radio broadcast, mentioned that in 1889, Dr. David T. Day, Chief of the United States Geological Survey, predicted a shortage of oil. That was more than four and one-half decades ago. Since then, some eleven official surveys of oil reserves have been made. Usually, each later oil supply survey exceeded earlier estimates, despite heavy withdrawals in the interim.

"According to the American Petroleum Institute, a recent survey recorded a reserve of more than twelve billion barrels, while a 1925 survey indicated only five billion barrels. The American Petroleum Institute states that there are still some one billion acres of unexplored geographical formation where oil might be found.

"If it were true that there is an impending oil scarcity, this country would then find itself in a disastrous state," continued Mr. Wood. "Luckily, we have enough facts and figures to prove that we do not have to worry about the supply of oil for at least several generations to come.

"Our business is not that of selling gas or fuel oil. We sell equipment which uses these domestic fuels. And, as we offer both an oil-fired and a gas-fired heating and air conditioning system, we leave the matter of choice entirely in the hands of the purchasers," concluded Mr. Wood.

Gar Wood, holder of the famous Harmsworth Trophy and the world's official hydroplane record of 124.91 miles per hour, is president of Gar Wood Industries, Inc. The company manufactures a complete line of heating and air conditioning units, hydraulic hoists and bodies, truck tanks, cranes, winches and derricks, road-building machinery, streamlined, rear-driven motor coaches and automotive products.

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RAPS HOCUS POCUS FOR ARCHITECTS

(Continued from Page 1)

"For example, in New York City, the processes of architectural education are controlled by a most enthusiastic society of architects who have imported from Paris a collection of ingenious conceits and from these have constructed a facade of convention so formidable that no one has ever dared to ask what it is all about.

"And yet the actual educational technic of this group consists in eating a good dinner once every six weeks. After this dinner, between cognac at 9 and a glass of beer at midnight, 400 architectural awards are made.

"These awards are made for what are called 'designs for buildings' but which have been developed under a set of rules so written as to divorce the designer as far as possible from any conditions that conceivably might govern the practice of architecture; . . . it occasions not the least surprise to learn that scarcely one of the competitors could build even a part of the structure that he has designed."

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SEPT. 2—3

Marion Davies—Dick Powell in
"Hearts Divided"

FRIDAY—SATURDAY

SEPT. 4—5

Richard Dix in "The Devil's Squadron"
Sat. 11 P. M.—William Gargan in "Navy Born"

SUN.—MON.—TUES.

SEPT. 6—7—8

Jean Hersholt in "Sins of Man"
plus "The March of Time"

GOVERNOR URGES SECOND PAYMENT ON 10-YEAR PLAN

Cites Benefits Accruing to Property Owners and Local Government

Governor Frank D. Fitzgerald issued a statement reminding taxpayers that they must act at once, if they wish to take advantage of the savings offered by the 10-year installment plan of paying delinquent taxes.

"September 1 is the deadline," the governor declared. "Those who paid their first installment last year, and those who wish to come under the plan by making two payments at once, will find it to their advantage, I am sure, to visit their county treasurer."

While the state is standing the expenses of the tax-collection drive, Governor Fitzgerald declared

it was acting merely as a collection agent. Ninety per cent of the delinquent taxes collected remain in the local community where they originate. They are used for the support of city, township, school district, or county government.

"The state is deeply interested," he explained, "for the reason that a self-supporting local government is the best kind of a government. It is managed by its own people. It is not subject to evils of remote control. Likewise, when a local community handles its own affairs, it does not become an additional financial burden to the state. The local unit of government, the state, and the people in general profit when taxes are paid."

It was Governor Fitzgerald who championed the advertising campaign for tax collection last year, which resulted in the payment of \$15,000,000 in first installments, of which \$13,500,000 went directly for the upkeep of local governments.

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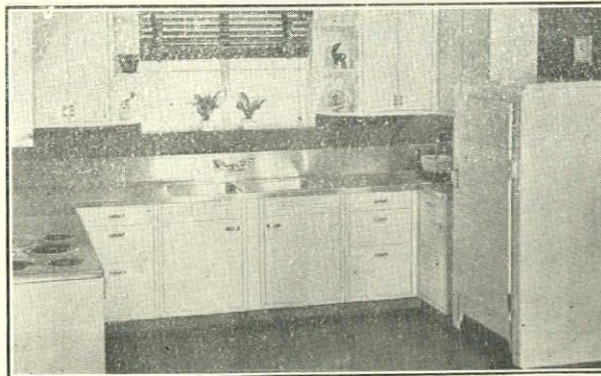
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1. (a) Mail order company furnished plans for a dwelling, bearing the seal of the architectural firm which handles their factory work. Quite apparently a plan stamping job, without supervision. (b) Co-operative organization regularly engaged in contracting furnished their own plans bearing seal of one of the large Chicago firms. May be a case of (3) below.

2. Contractor left plans with application, plan bearing architect's seal. Trouble developed as building proceeded. When called by telephone, architect did not even remember the job but said he would "be right out."

3. Notice was filed by architect that if any plans were received bearing his seal, he should be notified at once, since he had found one of his draftsmen using his seal without permission.

4. Draftsman without certificate of registration incorporated in his own name. He submits plans bearing architect's seal. Latter permits and condones this.

5. Son of architect attempts to continue use of father's seal upon the decease of latter. Son not registered. Later associates himself with an architect who has retired from active practice because of illness.

These cases are distinctly out of keeping with the principle of registration. Of course, the result is permitting unqualified persons to practice a profession without necessary ability and in competition with able men who are duly registered. The persons so engaging in practice must be unskilled if they cannot pass the examination. The examination is but a preliminary step along the way.

It pleased me to learn that Mr. Pond was opposed to all architects' license laws. The impossibility of enforcing them has forced me to a similar conclusion.

There must be a solution to the problem. I have heard of no good one. An extensive general educational campaign by the Society or Institute would, of course, be of some use.

The operation of the law of survival of the most fit seems to me to be the ultimate answer. I have been recently engaged in practice of a profession other than architecture, in which the former state law was invalidated. Anyone can hang out a shingle.

gle. This experience has called the following to my attention:

Fees: The novice cuts his fees and learns that he has a basic charge. If he earns a living on a cut rate, his quality of service must suffer. If he maintains first quality service, he is obliged to raise his charges.

Clients: He soon learns to look at the situation with a detached viewpoint. If the client wishes to employ him, he is eager to serve his client. If the client wishes to cut a fee, let him employ other grades of service. Energetic solicitation of work has undesirable consequences. If the client is unsatisfied with the work, the practitioner is "on the spot."

Competitors: Ethical cooperation between competitors is desirable. A practitioner who strives to render high grade service and be accurate builds up a clientele who come to him again and again. The practitioner is pleased to have them try his competitors occasionally, for the merits of the service he offers are then more clearly shown.

The old idea of hanging out a shingle and waiting for clients may be good after all. Those who cannot afford to do this will not prove to be lasting competition.

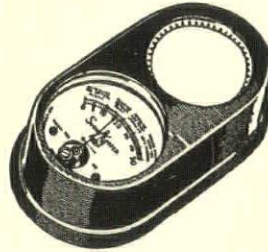
I trust that my remarks may not be out of order at this time.—Dana Dodge Corrough, in *Monthly Bulletin*, Illinois Society of Architects.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Davidson Building: Bids on lighting fixtures and floor covering closed Aug. 21.

Same.—Remodeling store at 13731 Woodward Ave., H. P., for Boston Boot Shop. Bids closed Aug. 21.

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

Same.—Contracts awarded on Weineman Bldg., 7 Mile Road and Lappin: Masonry, Builders' Construction Co. (J. E. Polk); Carpentry, Abe De Balbier; Iron and Steel, J. L. Peters Co.; Lathing and Plastering, Berti Plastering Co.; Electrical, M. Feldman Electric Co.; Plumbing and Heating, Geo. Cole.

Same.—Preparing plans for one story market building, 9 Mile Road near Woodward. King Howe Co., owners.

Same.—West Town Theatre—contracts awarded: Awnings, Stark Awning Co.; Sign, General Electric Co.

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.

Crane, Howard C., Inc., 112 Madison, RA. 2750.—Plans for theatre, East Jefferson and Lakepointe, ready Sept. 1.

De Rosiers, Arthur, 1418 Macabees Bldg., CO. 2178.—Bids closed Aug. 21 on 6 room addition to St. Frances de Salles School.

Same.—Plans for auditorium, bet. Belton and Tireman ready about Sept. 19.

Derrick & Gamber, Inc., CA. 3175.—Residence, Grosse Pte. Blvd. and Beverly Road. 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.

Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.

Same.—Preparing plans for new steel mill foundations, motor rooms, building alterations, etc., for local manufacturer.

Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Completed plans for removable roof structure over Floating Dry Dock at Rouge Plant, Ford Motor Company. Owner constructing.

Same.—Completed plans for extension to foundry building at Sandusky, Ohio. Owner taking local bids.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Bids closed Aug. 31 on residence, Bloomfield Village.

Herman, Aloys Frank, 710 Owen Bldg., RA. 8788.

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—Bids due Sept. 1 on addition and alteration to Faculty Bldg., Central Catholic High School, Toledo, Ohio.

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.—Revising plans on 24 apartment building, Merrill-Palmer Sub. To be fireproof, duplex type, air conditioning, no elevator. Ready about Sept. 1.

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.—Residence for Mr. John Owen. Contract awarded to Raymond C. Perkins, Royal Oak, Mich.

Same.—Residence for James J. Phelan, Metamorra. Bids closed Aug. 28.

Same.—Plans for residence for Max Gillman ready about Sept. 12.

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, 124x44, five stories. Contract let.

O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Plans for alteration to St. John's Episcopal Church, Woodward and Vernor Highway.

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

125x44, five stories. Contract let.

Smith, Hinchman & Grylls, RA. 8825.—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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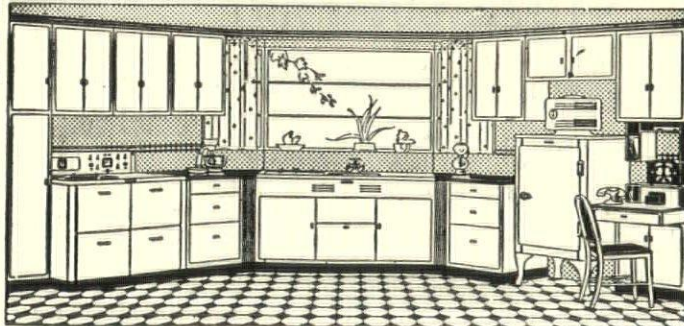
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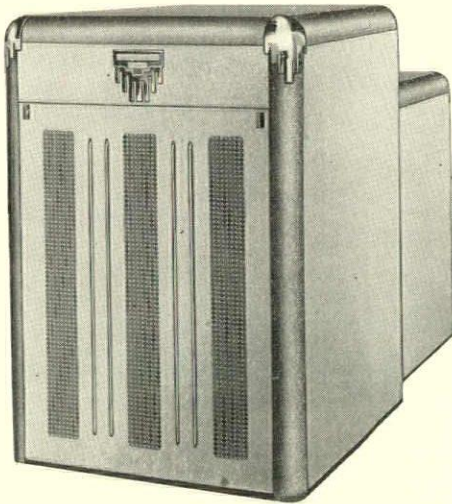
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MINORITY REPORT

Forum:

Assertion No. 1—Properly planned kitchens reduce the number of steps taken by the housewife in preparing a meal. In many cases, redesigning an inefficiently arranged kitchen into one in which the three major centers—Food Storage, Food Preparation and Cleaning—are properly correlated, has resulted in a saving of steps each day equal to a distance of two miles.

Rebuttal—So then after the housewife has saved all those steps, amounting to two miles, what does she do? She puts on her hat and a couple of licks of fresh lipstick and goes out and walks two miles in an attempt to reduce. Naturally this makes her hungry so when she gets home she goes out into the kitchen and makes herself a toasted cheese sandwich and some tea and eats what was left of the rice pudding. So when her husband comes home and wants to talk to her about his opinion of inflation, and will the Giants win another pennant, she interrupts to tell him that she walked six miles that afternoon because she is getting perfectly enormous and it doesn't make any difference if he DOES hate thin women, he has to admit that she weighed only 108 pounds when they were married and now she weighs 126 although she has grave doubts of the accuracy of that scale, and does he want her to look like Kate Smith? and her husband wishes he was down at the Elks' club playing billiards but he doesn't say so out loud. He's no fool. So a really bright architect would design a kitchen that ran entirely around the house, like the promenade deck of the Ile de France, with the refrigerator, the stove and the sink spaced at regular intervals around it. Then when the housewife had to prepare a meal she would have to walk so far that she would reduce the exact number of pounds she wanted to reduce, and there would be some living with her.

Assertion No. 2—The House of the Future will contain no wood at all.

Rebuttal—What engineers forget is that wood has an emotional appeal that metal lacks. Wood is made out of trees and everybody likes trees; not "Trees" uprooted by an adenoidal tenor via the radio as part of a selling campaign to popularize Waxy Snax, the breakfast porridge with the Roquefort aroma, but lower case trees, in a forest. Al-

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most every man at some time in his life has taken his sweetheart to sit with him beneath a tree while he Spoke of Love . . . Did you ever hear of a gentleman taking the girl friend to sit in the shelter of a blast furnace? That just shows you why people will keep on using wood.

Assertion No. 3—According to life insurance manuals, architects are preferred risks because there is no exceptional hazard connected with their occupation.

Rebuttal—Is that so? How about the time that fellow came into my office to demonstrate insulation? He had some loose insulation wrapped in tissue paper and held the wad of insulation in one hand, and then held a pocket blow torch in the other hand with the flame directed against the insulation to prove that the insulation really insulated. Then he wanted me to try it but in the confusion I picked up the tissue paper instead of the insulation and with the assistance of the pocket blow torch managed to set fire both to the tissue paper and my coat sleeve and very narrowly escaped burning to the ground.

Assertion No. 4—The House of the Future will have no basement.

Rebuttal—All right, then; where are you going to put the baby carriage when Junior gets too big for it? Do not attempt to evade the issue by calling the baby carriage a "perambulator," or even a "pram." Baby carriages, perambulators and prams all have the same number of wheels, and none of them can be hung up in a closet off the Powder Room. Well, says you, they can give the baby carriage away. I am not one to gossip, but the question of when the proper time has arrived to give away the baby carriage is not to be solved offhand. And suppose that some young couple built a house with no basement and it turned out that they were the pair destined by Providence to bring the championship back to the United States by fathering and mothering sextuplets? (This could be the Dionne of a better day, if you could trust people to pronounce Dionne "dawn," but I wouldn't count on it.) Picture this couple with six baby carriages on their hands, after the sextuplets grew up! Only chaos could result. Of course I realize that in bucking the basementless house I will incur criticism. I can hear the Functionalists muttering now. Let them mutter. A man's best friend is his mutter.—Roger Allen in The Architectural Forum.

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About a year ago a 13-story building in Los Angeles was literally cut in two and five feet removed to make it conform with a newly aligned street. More recently at New Orleans, a 5000 ton reinforced concrete hospital was moved 112 feet to make room for a new dental building. The project was carried out successfully due to the unusual care that was exercised in providing smooth roller paths. The foundations being on compressible material it was found necessary to employ 45-ft. piles driven to reach a sufficiently firm stratum. The building had been similarly supported when constructed but an increase of 15 per cent was made in the number of piles on the new site in order to make provision for the effects of a suddenly applied load.

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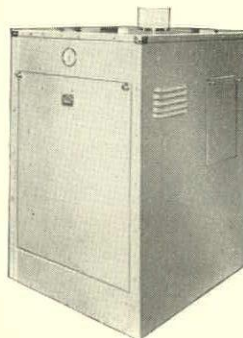
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In preparing the building for its transfer to the new site 18-inch steel beam sills were placed on each side of the longitudinal column rows. On these were set up short steel columns carrying the 18-inch runway beams. The column loads were transferred to 24-inch beams in pairs on either side of the columns which were bolted and grouted to the columns. In place of plain rollers steel reels 6 inches in net diameter were turned out of lengths of 7-inch shafting leaving bevelled flanges at each end. These reels were inserted between the 24-inch cradle beams and the runway beams, a total of 600 being required, the building being supported on 342 rollers at any one time. Transverse beams and diagonal bracing were added above the cradle beams. To transfer the column loads to the cradle beams, steel wedges were driven under the sill beams thus forcing the runway beams and rollers up against the upper beams. The columns were then cut away and the runway outside the building brought up to the level of the runway beams inside.

In all there were four pairs of runways. For motive power a steam driven winch exerted a pull through a pair of 8 sheave blocks, one block being secured to the cradle near the rear end, and the other to the continuous footings on the new site. A pull of 615,000 lbs. was required to start the building rolling and afterwards a pull of 338,000 lbs. The new runway structure was observed to subside about one eighth of an inch. The footings on the new site settled a total of three-quarters of an inch before coming to rest after ten days. The old foundations also rose a quarter of an inch when relieved of their load. The total time occupied in moving was 1 hour 58 minutes, the actual travelling time being about 20 minutes.—The Architect and Engineer, Los Angeles.

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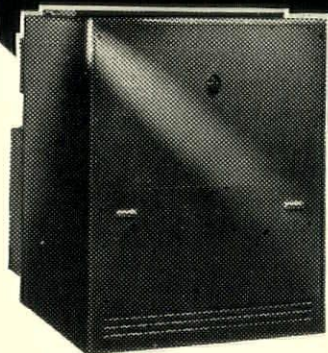
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As Wider Woodward becomes a more and more organized reality, many observers are wondering whether the type of architecture which is appearing along our historically famous main stem has any permanent values or is merely a passing fancy. To many old timers, the unusual appearance of the street is rather shocking. All their lives they have been accustomed to a different view which has largely disappeared forever. Naturally they miss it. Others get a thrill out of the picture because it is new and looks young. Those financially concerned, of course, are aware of the economic factors which have forced the transformation. In this connection, there are a couple of facts worth considering.

To begin with, economic changes have come so rapidly that the period of obsolescence of business structures has been materially shortened. Necessity, therefore, has ruled out expensive designs embodying brown stone fronts, historical and archeological motifs. The result is a new and more economical type of architecture which, with improvements, will undoubtedly remain as long as it proves efficient.

This movement away from imitating the old masters began several years ago, but we did not become fully conscious of it till the Century of Progress Exposition in Chicago. Since then we have been going modern, architecturally speaking, at a very rapid rate. As it happened, Woodward Avenue began to be widened at about the same time and many buildings had to be remodeled or rebuilt. A striking display of the new touch in design and the use of color has resulted. The suddenness of it all has left us a little breathless and doubtful about

its soundness, but time probably will remove many of our misgivings.

Protests, of course, will be made against the development, but they will not change the situation very much. They could not even keep stockings on the legs of chorus girls.—**The Adcrafter.**

STINGY LIVING

Dr. Leicester B. Holland of the Division of Fine Arts of the Library of Congress told the American Institute of Architects recently that the present method of building homes and apartments was too efficient. In fact, it was stingy. It's all right to plan for efficient housework, Dr. Holland said, but there should be something more than that considered in planning homes.

A bedroom ought not be merely a place big enough to lie down in with no waste space, a dining room barely big enough to eat in, a library simply a place where books are stored and there's a chair or two for performing the physical act of reading. Dr. Holland wants a little liberality. He asks for rooms "which will induce psychological states in accord with their use."

In other words, the pendulum has swung too far from the old-fashioned houses which broke the backs of the women who tried to keep them up, which were all full of different levels and waste spaces never used but needing labor to keep them clean and warm. It has swung now to the tiny efficiency suite which offers the minimum of physical living with the minimum of work and space. This type of suite does for temporary use by the young couple, the single people, the people whose work calls them from town to town.

But such an apartment is no place for a family. There's no elbow room for the body nor thinking room for the mind. A little "waste space" may not be wasted—it may be the factor which allows for restfulness and hospitality, room for the mind to grow in. Homes too tiny for improvement are apt to be stunting the character, too. The muscles and backbones both of mind and of body are the better for a little definite physical effort at making this year's home better than last.

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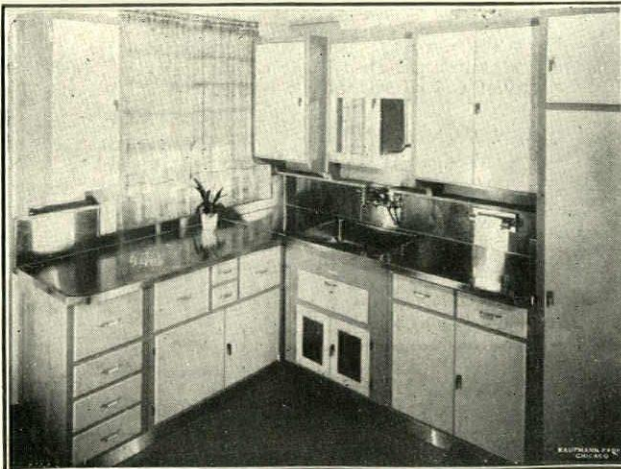
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Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)

Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 10 DETROIT, MICH., SEPTEMBER 8, 1936 No. 36

CITY OF DETROIT DEPARTMENT OF BUILDINGS AND SAFETY ENGINEERING

CITY SERVICE BUILDING
Clinton and Baynor Streets

BULLETIN

To all Architects, General Builders and Plumbers

Re: Plumbers responsibility for inside drains

GENTLEMEN:

Please note the following quotation from the Plumbing Laws of Michigan Public Acts of 1933, Act 260:

"An Act to provide for the licensing of plumbers, the supervision and inspection of plumbing and the adoption and enforcement of minimum standards therefor by a plumbing board.

Sec. 1. In this act, plumbing means and includes:

(a) **All piping, fixtures, appliances and appurtenances in connection with the drainage,** ventilation of the same or water supply systems within a building, residence or structure and to **a point from three to five feet outside of the same;**

(b) **The construction and connection of any drain or waste pipe** carrying domestic sewage from a point within three to five feet outside of the foundation walls of any building, residence or structure **with the sewer service lateral** at the curb or other **disposal terminal,** and the **alteration** of any such **system, drain or waste pipe.**

Also please note the quotation from the Rules and Regulations governing Plumbing and Drainage work in the City of Detroit:

"Title 11, Sec. 1. No person other than duly licensed master or journeyman plumber shall undertake to install, alter, or repair any system of plumbing or **drainage,** or any part thereof, in any structure within the limits of the City of Detroit."

Inasmuch as our State Law so defines plumbing, and our City Code states that it is illegal for anyone but the Plumber to install plumbing and drainage systems, this Department believes that the Architects and General Builders have failed to realize the responsibility of the plumbers as stated in the Law.

ARCHITECTS—You are invited to attend a dinner, Wednesday, September 23rd. Your host will be the DETROIT-MICHIGAN STOVE COMPANY. Further information will be given in next week's Bulletin.

We have been led to believe there is a misunderstanding because the laying of sewers, crock drains and house traps have been generally included in the masonry specifications. Furthermore our inspectional records show too great percentage of violations pertaining to the installation of sewers and inside drains.

Therefore, we believe it is the plumbers responsibility to either install or supervise the installation of all basement drainage

(Continued on Page 5)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

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Edited by E. J. Brunner

Sept. 1, 1936

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Gentlemen: By all means let none of us miss the next golf outing of the Architects, Builders and Traders which will be at Clinton Valley on September 9. That's on a Wednesday, and we hope you will be out there by one thirty.

Don't get lost. Drive Van Dyke to Utica Road and hence right to club. Meet us in the locker room or anywhere, but be sure and meet us.

If you can't or won't or don't play golf meet us out there for dinner. About fifty did that at the last tournament at Tam-O-Shanter. Golf, dinner and prizes all for \$2.75, and dinner alone much less.

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TO OUR READERS

It is with a great deal of pleasure that we are able to announce that Robert W. Tebbs, the well known architects' and decorators' photographer of New York and Plainfield, N. J. is arranging his second visit to Detroit, arriving here Wednesday, September 9th for a two weeks visit to complete assignments for various architects in the vicinity of Detroit.

The Weekly Bulletin of the Michigan Society of Architects feels highly gratified in the fact that Mr. Tebbs' work on his first trip here was so satisfactory to the members of our organization. In fact, the Bulletin is seriously considering holding an exhibition of the work of our members to be held some time during the winter at the Intercollegiate Alumni Club in the Penobscot Building. At this exhibition all members of our organization will be permitted to exhibit their outstanding work done in the past, that is, work that has been done up to the present time, if they so desire.

On this forthcoming trip of Mr. Tebbs he has commissions to do work for the following architects: Albert Kahn, Leo M. Bauer, J. Ivan Dize, Geo. F. Diehl, Robert O. Derrick, Malcomson & Higginbotham, Herman & Simons. A recent letter from Mr. Tebbs to the editor contains the information that Mr. Tebbs has arranged publication in various architectural magazines of the Kelvinator air-conditioned homes designed by J. Ivan Dize of Detroit, the modernistic residence of Harvey B. Green designed by Giffels & Vallet, Inc., L. Rossetti, Associate, and various gardens from the homes of well known Grosse Pointers designed by Helen Shipman of New York.

Because of the fact that Mr. Tebbs makes these periodic visits to Detroit many of our friends are

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agreeably surprised at the exceptionally low cost of his outstanding photographic efforts. We feel positive that all of the members would like to have a pictorial record of their achievements. A call to Mr. Tebbs' Detroit representative, Belle LaRose, 6611 Maxwell, phone Plaza 7277 will bring you samples and price quotations that will surprise you.

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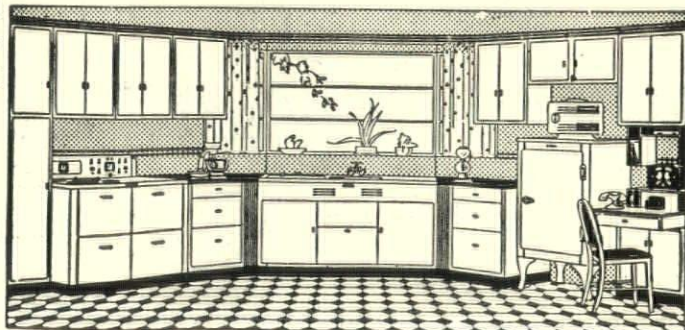
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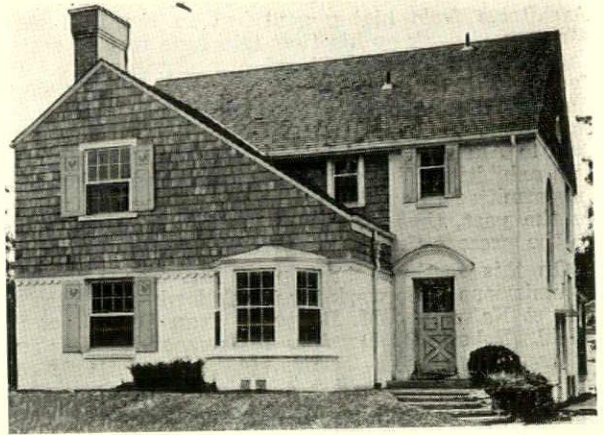
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Richard H. Marr, Architect

This charming home just completed at 19191 Warrington Drive, Sherwood Forest, is a delightful adaptation of a Cape Cod Colonial. The exterior is of painted white brick, relieved by gray trim, shutters and weathered shingles, surmounted by a black



MORGAN HOUSE

shingled roof. The extensive use on the interior has been made of replicas of early Colonial papers. The living room has a typical early treatment of knotty pine facing on the entire side of the room enframing the fireplace. The blue ceiling library opens directly from the hall with a captivating bay window in it. The dining room with decorative paper and corner cupboards looks out on an exten-

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sive garden view. The breakfast room opens through French doors to a paved terrace and is also done with a quaint paper. The maid's room and bath are conveniently adjacent to the kitchen on the first floor.

The second floor has three large corner bedrooms, two tiled baths, one with shower and one with tub, with fixtures harmonizing with the colorful tile. The linen room with window and large cases opens into a spacious cedar closet.

The basement has hall and recreation room paved with red and black tiling with decorations in gray and silver.

The house is completely insulated with 4" of rock wool and equipped with latest model Scott-Newcomb air conditioning plant.

**CITY OF DETROIT
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(Continued from Page 1)

except the unglazed tile for foundation drainage purposes, only

Furthermore, if specifications and sub-contracts indicate the plumbers responsibility for the installation of the drainage system as stated above, confusion over inspection should be materially reduced.

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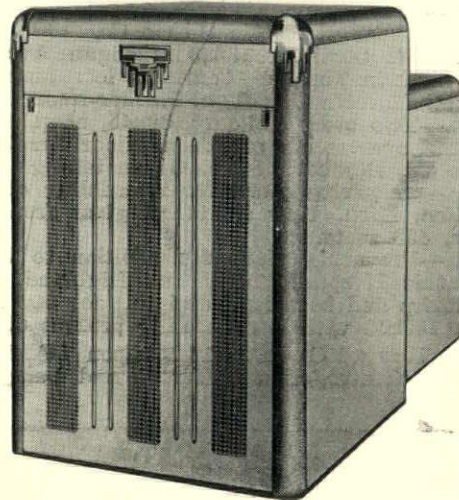
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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Davidson Building: Bids on lighting fixtures and floor covering closed Aug. 21.

Same.—Remodeling store at 13731 Woodward Ave., H. P., for Boston Boot Shop. Contract let to Federal Builders, Inc; Sign, Kelly Sign Co.

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

Same.—One story market building, 9 Mile Road near Woodward. Clinton Realty Co., 2114 Book Tower, taking figures.

Same.—West Town Theatre—contracts awarded: Electrical fixtures, Martin Gibson Co.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Gladwin Theatre—Contracts let: Metal facing, Maul Macotta Co.; Sign, Flasher-Neon Co.

Same.—Two story building, 80x45, shop, display room and apartments on second floor for County Electric Co., Dearborn, Mich. Owner taking figures.

Same.—Preparing plans for remodeling of theatre, Utica, Mich. New structural glass front, new interior, 450 seats.

Same.—Preparing plans for addition to Detroit Osteopathic Hospital, Third and Highland, H. P. Two stories and basement, designed for two future stories, 120x43 with L connecting present 61x43.

Crane, Howard C., Inc., 112 Madison, RA. 2750.—Plans for theatre, East Jefferson and Lakepointe, ready soon.

De Rosiers, Arthur, 1418 Macabees Bldg., CO. 2178.—Bids closed on 6 room addition to St. Frances de Salles School.

Same.—Plans for auditorium, bet. Belton and Tireman ready about Sept. 19.

Derrick & Gamber, Inc., CA. 3175.—Residence, Grosse Pte. Blvd. and Beverly Road. General contract let to Vaughn & Bigelow.

Same.—Alteration to offices of Universal Products Co. awarded to Gallagher Construction Co.

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.

Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.

Same.—Preparing plans for new steel mill foundations, motor rooms, building alterations, etc., for local manufacturer.

Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Completed plans for removable roof structure over Floating Dry Dock at Rouge Plant, Ford Motor Company. Owner constructing.

Same.—Completed plans for extension to foundry building at Sandusky, Ohio. Owner taking local bids.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

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CONTRACTORS

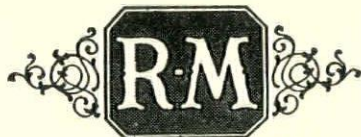
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Harley & Ellington, 1507 Stroh Bldg., RA. 9030.
—Bids closed Aug. 31 on residence, Bloomfield Village.

Hughes, Talmage C., 120 Madison, CH. 7660.—
Four story 24 apartment building, lot 452 Merrill Palmer Sub. Reinforced concrete structure, masonry, carpentry, plastering and painting let to Ralph C. Vokes; Plumbing, Allan G. Wood.

Same.—Two story B. V., 6 room residence and 2-car garage, lot 76 Canterbury Sub., Prairie Ave., between 7 Mile and Clarita—Sub-contracts let as follows: Masonry, Vincent Digioseppi; Carpentry, I. H. Williams; Plastering, Michael McGrath; Painting, J. H. Armstrong; Glazing, Schroeder Paint & Glass Co.; Electrical, J. H. Watson, Sheet Metal, Dogendorf Sheet Metal Works; Tile, Aldino Fabbri.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—
Contract on R & B Clothing Store, 9441 Jos. Campau, let to A. Balbier.

Same.—Eight stores, Miller and Van Dyke, ready for figures Sept. 8.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—
Residence for James J. Phelan, Metamorra. Bids closed.

Same.—Plans for residence for Max Gillman ready about Sept. 12.

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., CA. 9651.—
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. Contracts let soon.

Merritt & Cole, 1111 Collingwood, LO. 2483.—
Salem Evangelical Church—General contract awarded to Arthur Misch Co.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828.
—Addition to Evangelical Deaconess Hospital, 124x44, five stories. Contract let to George Auch Co.

O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.
—Plans for alteration to St. John's Episcopal Church, Woodward and Vernor Highway.

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

125x44, five stories. Contract let.

Smith, Hinchman & Grylls, RA. 8825.—
Taking bids by invitation on 2 story store building for L. K. Butler Estate.

Same.—Building, Columbia and Woodward (L. K. Butler Estate). Plans ready shortly.

Same.—Preparing plans for factory addition to Farm Crest Baking Co.

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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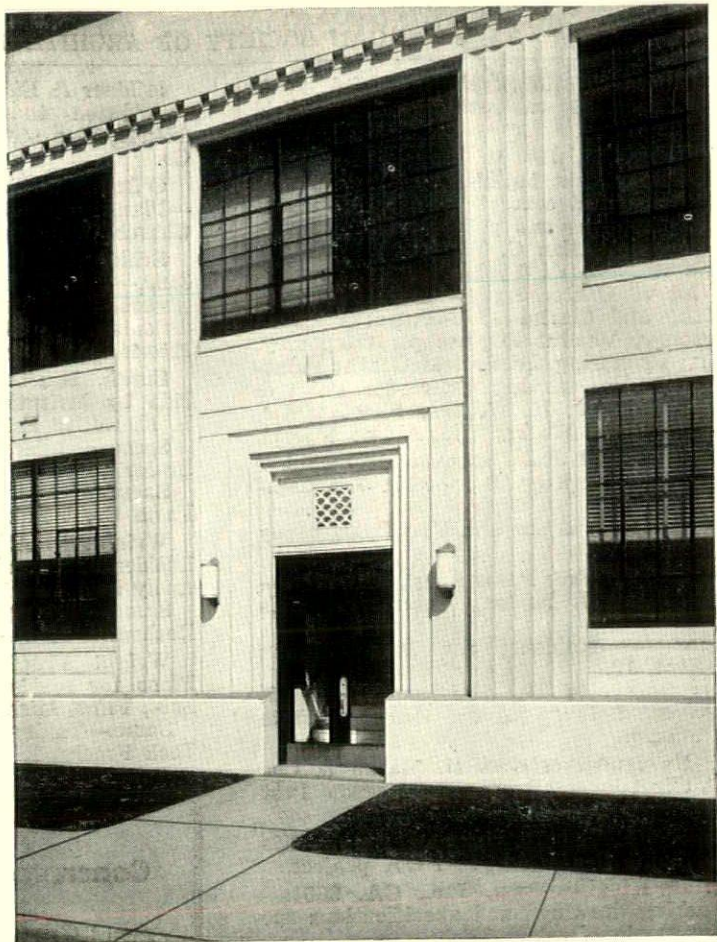
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BUILDING SPEEDS LUMBER BUSINESS

Horning Reports Big Sales Increase

Continued activity in construction work and home renovating has brought a decided increase to the late summer and early fall business of the Detroit Lumber Co., announces Edward Horning, Vice-President and Secretary of the Company. This organization offers contractors, individual builders and home owners complete stocks of lumber, mill-work, paint and other building material and supplies.

"Ideally located on the Detroit River at 5601 West Jefferson Avenue and covering 16 acres, all devoted to wholesale and retail business, our company carries full lines of all varieties, sizes and grades of materials for building and other industrial purposes," says Mr. Horning. "We have ample dock facilities and are equipped with a complete powerhouse containing boilers and engines generating over 1000 horsepower, supplying light, power and heat for our dry-kilns, planing mill, finishing factory, storage sheds and office building. We have a complete Grand Rapids dry kiln with a capacity of 150,000 square feet and instruments and scales for testing and weighing lumber during the drying process.

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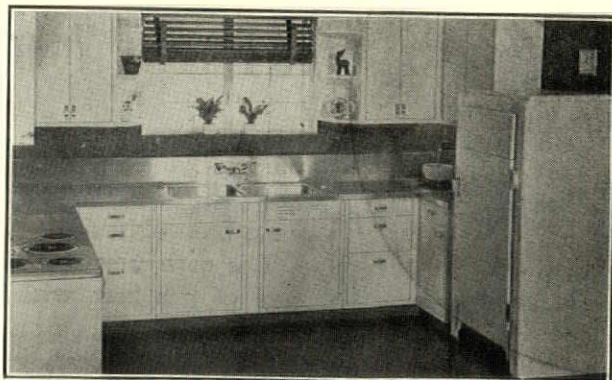
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AN APPRECIATION OF BRICK

Much discussion during the last few years has revolved about the need for new materials, improved building methods and mass production in residential construction. Few of the advocates of a new order of things, outside the industries directly concerned in evolving new products, have advanced any really constructive suggestions. Experiments have been and are being made but nothing better than the old materials have been produced.

Regarding brick, the time-worn wheeze that bricks must still be laid as the Babylonians laid them has been most used as an argument for the abandonment of this age-old material. Discussing brick in the July number of *The American Architect*, its editor, Henry H. Saylor, says of this particular objection, "unless mankind loses or deliberately abandons his search for beauty, we shall be laying brick on brick some thousands of years in the future."

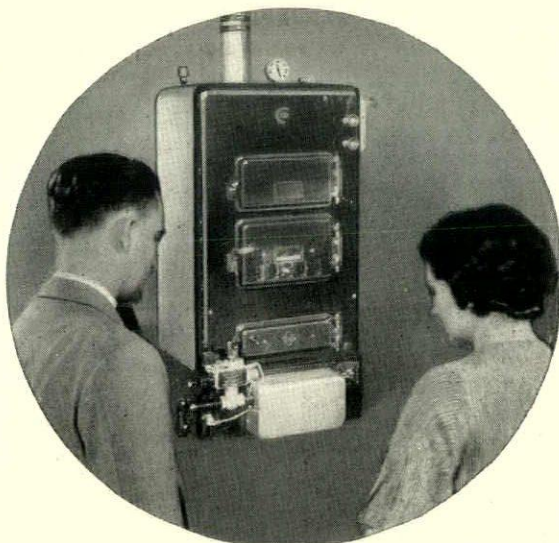
(Continued on Page 12)

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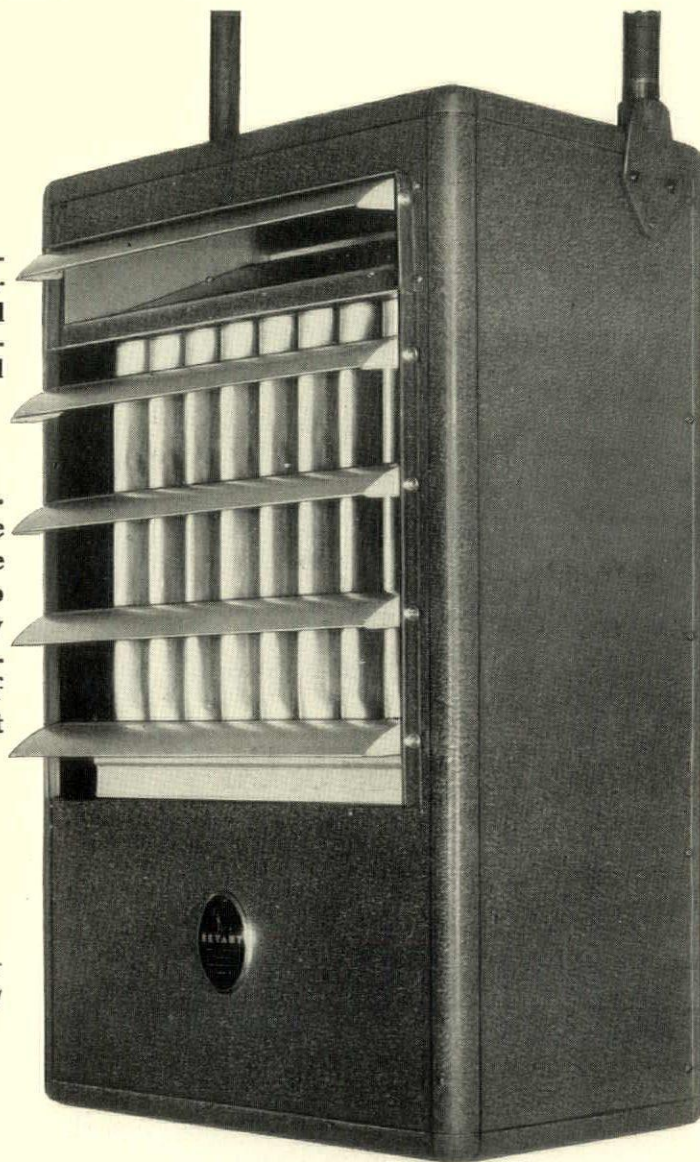
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AN APPRECIATION OF BRICK

(Continued from Page 10)

Sketching the development of ancient brick making and brickwork, he continues: "It is quite likely that some progressive of that dim past wagered with his fellows that some material far better than clay would soon supplant it. Nevertheless when the Tower of Babel came to be built it was brick that made it—brick which by that time were burned hard by fire rather than merely dried in the sun."

Reviewing brick's advance from the sun-dried temple walls on the Mesopotamian plains to England's Hampton Court and Holland's Guild Halls, he wrote: "When one country after another found brick as used by a neighbor, it found something more than a piece of clay; it found an art. How that art was borrowed, developed to greater and greater heights, and passed on to other men and other lands for further development, is one of the great sagas of architecture."

"Brick, it should be remembered, is also one of the very few building materials that have brought into being a distinctive style . . . If you should doubt that architectural style has been achieved through the use of brick—a style in which no other form of masonry would have sufficed—consider the

Midi of Southern France, centering about Toulouse and Albi. Possibly brick has been used here with greater skill and more taste than anywhere else in the world . . . Brick in the Midi transcends the merely utilitarian role and achieves—as in the Cathedral of Albi—an architectural quality that could not have been attained in marble or stone.

"Brick is perhaps the most widely adaptable of our wall materials. For the poor man it will accept the humblest utilitarian role. From that it responds, all the way up the scale, to every demand for higher degrees of quality in materials, workmanship and design, lacking no merits that may be required of a material in the class of unlimited cost. It does not compete with stone and marble for the designer's favor, nor does it brook competition from them. At its best it stands alone, no more to be compared with other materials than an iris can be compared with a peony."—*Building Economy and the Modern Brickbuilder.*

MARQUETTE CATEDRAL REBUILDING IS PLANNED

The Most Rev. Joseph C. Plagens, Roman Catholic Bishop of Marquette, announced that the work of rebuilding St. Peter's Cathedral at Marquette will be started at once. The cathedral was destroyed by fire a few months before Bishop Plagens, then auxiliary bishop of the Detroit diocese, was appointed Bishop of Marquette. The new cathedral will be 25 feet longer than the old building, and will contain a bishop's chapel. The bishops of the diocese will be entombed in a crypt beneath this chapel. The new cathedral was designed by Edward A. Schilling, Detroit architect.

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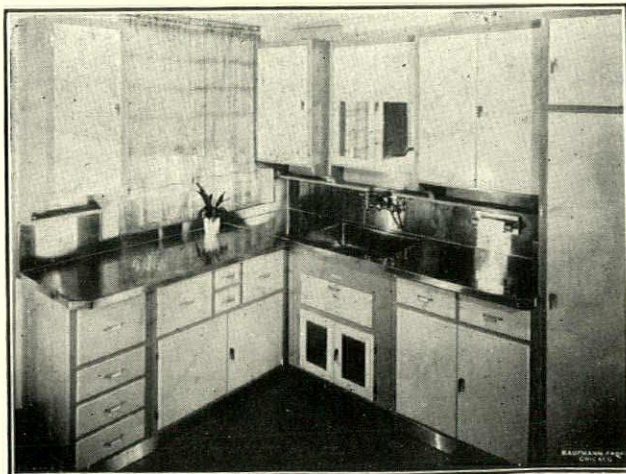
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Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)

Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 10

DETROIT, MICH., SEPTEMBER 15, 1936

No. 37

ADVISE ARCHITECT FOR SMALL HOME

A Good Planning Engineer Is Aid to Cost

Is an architect necessary for a small-house job? Is he an extravagance?

A good architect is always worth his pay, not only from the viewpoint of getting into your plan what you want in the most logical and compact way but also in giving your house an appeal through good designing that will enhance its market value when and if the time comes when you or your heirs and assigns want to dispose of it. Just as Paris styles have a something about them that adds dollars to their worth, so a house designed by a good architect stands out.

His fee may seem large—he should charge at least 8 per cent of the building costs, and it would be better to pay him 10 per cent—but he earns every cent of it; in fact, in small houses he will do well to break even on his expenses. He not only draws the floor plans to suit your needs and the elevations in the style you want and writes careful specifications of all parts of the work but he makes sheets of details of interior and exterior parts of the house. He also acts for you in taking bids and selecting contractors. And then he stays with the house during its construction in a supervisory capacity, advising the owner and builder on the hundred and one little things that always come up during the construction of any house. He decides on what materials are most suitable and appropriate for each item of the work; he helps the owner select colors; he decides on grades; locates lighting outlets; selects hardware; and generally supervises the building operation. He is trained for that; he can see the house as a finished product; he looks beyond each step of the construction and can picture the effect of each on the completed house. It will be a better house if the architect plans it and supervises the construction.

As to extravagance, in actual dollars and cents, the house should cost no more than if you get along without him, because he can get all you need into the smallest possible space with the least possible

waste. Of course, if you can find a ready-made plan that exactly fits your needs, you might save part of his fee, but you would not get the proper details or finishes, because, after all, your builder, no matter how expert, has not been trained along the lines that fit him to decide these things. And

An Invitation

to attend a Dinner Meeting at the
DETROIT-MICHIGAN STOVE CO.

6900 East Jefferson Avenue

Wednesday, September 23, 6:30 P.M.

Every architect should avail himself of this opportunity to attend this interesting and instructive meeting.

if you start to make changes in ready-made plans, no matter how slight these changes may seem, there is no telling where you will end up. The adding of a window or a partition, the change of a door

(Continued on Page 12)

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Edwin J. Brunner, Secretary.

439 Penobscot Bldg., Randolph 5500

Edited by E. J. Brunner

LET YOUR CONSCIENCE BE YOUR GUIDE

(Note: This is from the Friday, Sept. 11 bulletin issued by the Builders' & Traders' Exchange)

One of our specifications on the Brewster project is missing. In our Wednesday bulletin we said that if the party in possession would return it, we would cheerfully forgive and forget.

It has not been returned.

We would still cheerfully forgive and forget. In fact we would be tickled pink to do that because if we do not find it, we are penalized not only through great inconvenience to our members but the United States will keep our check for \$100.

We do not know who has this. Maybe no one has. Maybe it just disappeared, though we try to keep a check on every plan and spec and this one is quite a big book.

But we do want to say a word right here and now about the matter of persons removing plans and specifications from our office.

We grant it is possible to get away with either one. One can come in with a plan and wrap another in it and depart. One can come in with a brief case and slip a specification in it and walk out. We do not for a moment think that one of our member firms would do this or countenance having it done, but from time to time some individual has done this very thing.

We merely wish to point out that it is so easy to do this thing that there is none of the glory of conquest in it. We cannot and would not if we could, inspect the brief cases of our members. So we are helpless, because we would not if we could afford to station a person to watch every movement in the plan room.

One who removes a specification possibly to embarrass competitors, certainly is not doing that of which he can be proud. We doubt very much if such tactics ever pay anyone. But suppose they do pay. Suppose by such trickery a job is obtained and with it a handsome profit. Wherein lies the satisfaction? You must live with your own conscience, and if your conscience is so stultified that

it does not register, that is just too bad.

The Builders' and Traders' Exchange has a lot of money tied up in plans and specifications which we obtain for service to such of our members as desire to use such service. We have a salaried employee taking care of the plans, but she has also other work to do. Every one of our members should cooperate by bringing to our attention anything funny going on in regard to the plan room service.

Of course, we cannot kick on the cooperation we now receive in regard to the use of the plans and specifications. Many of our members lean over backwards to cooperate so that all who want to use them may do so.

And in ending, we do not wish to mean any of what we have said as an imputation that 99 per cent of the individuals who use our service do anything but the right thing. One time, however, we found a plan with a big square sliced out and missing. Some thoughtless person wanted that more than the retention of quite ordinary business honesty. He may not have been affiliated with any of our members.

APPRENTICESHIP

This matter is not such an easy nut to crack. The Exchange has held several committee meetings and have advised with different trades on this important matter, but inasmuch as the plunge involves

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actual indenture agreements by firms in the industry, the matter seems to be slow in working out.

It is entirely obvious that we must replenish the skilled trades of our industry. If five per cent of a trade retires each year and there is only a one per cent replacement, the matter is one which will rest exceedingly heavy on our shoulders in a few years, if we do not do something about it now.

Of course, we do not assert that we are as yet on the right track in this matter. Maybe after all we must have technical schools which go so far as to turn out men with degrees for our skilled trades, just the same as our law schools turn out lawyers with big diplomas. But we must remember that even so the lawyers are quite green around the ears when they are turned out, and doubtless our tradesmen would be the same.

It is a rather discouraging task to get any industry to look at this problem in a LONG RANGE manner from the INDUSTRY STANDPOINT. Men are entirely wrapped up in their own problems and who can blame them for not hastening into the matter of taking on a new task for the benefit of the industry.

On the other hand, this is not a one man job, nor even a one association job. But the bigness of the job must not prevent enlisting YOUR attention.

CIVIC CENTERS

There is much confusion in the public mind regarding civic centers; confusion regarding their meaning, purpose, and relationships.

A civic center is the result of influences that have attracted more than local interest and attention. There are many types of civic centers; the commercial or general shopping center is the most commonly recognized by the public. Other important civic centers are as follows: cultural, educational, institutional, recreational, industrial, transportation, amusement, water front, etc.

Most municipal centers began in the central activity district in the early days and then developed along the lines of least resistance where the natural environment, transportation facilities, and public conveniences seemed favorable. Often these developments have proven uneconomical and undesirable and have added to public congestion, confusion, and inconvenience. These results develop so very slowly

and subtly that by the time the public is conscious of the troublesome consequences, any plans for corrective or betterment changes are quite sure to be prohibitive in cost. This emphasizes the great importance of long-term keen foresight in planning such centers.

There is vital need for more city planning study, thought, and attention directed to civic centers. These centers can be planned so as to be continuously and increasingly valuable as civic assets, rather than discouraging, uneconomic liabilities. The various types of civic centers should not occupy a common central site, because needless congestion, confusion and inconvenience results. These different types of centers appeal to different human characteristics, to varied environments, and to more adequate facilities. In large cities, therefore, the interests of the public are best conserved when the varied civic centers are comprehensively planned over broader distribution, at such sites as are most adaptable, fitting, and economical for their proposed use rather than all united in one central district. No complete study has yet been made of the cost of civic congestion. The partial studies, however, have proved conclusively that the cost is excessive and alarming. Such a study is greatly needed.

There are comparatively few cities that have definitely planned real pretentious attempts at municipal civic centers. Most of these have been by

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SATURDAY

SEPTEMBER 19

Edward Everett Horton in "Nobody's Fool"

11 P. M.—Boris Karloff in "The Invisible Ray"

SUN.—MON.—TUES.

SEPT. 20—21—22

Shirley Temple—Alice Faye in
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carefully considered plans for grouping a few or more municipal buildings in harmony with some well-devised planning concept. Sites with the architectural effects and grouping more dominant than the public utilitarian and convenience objectives have characterized some of these centers. Utility and convenience should have priority because the real function of architectural adornment is to add beauty to utility. Detroit can and should profit by the experiences of others. Many important factors are involved and very important general principles must be well considered. All of the important factors and principles must be taken into account and given the consideration that their relative importance warrants and justifies.

In general terms, the main essentials required in the selection of a civic center site for a municipality may be briefly expressed as follows: "A civic center should be located with reasonable reference to present conditions but more particularly to future adaptations: by adequate consideration of the area, topography, environment, adaptability, utility, permanency and aggrandizement of such a site; by keen foresight as to its convenience, serviceability, opportunities and potentialities to or for the ultimate greatest number of residents and patrons; in due accord with the major civic interests; and in full compliance with the economic and financial outlook."—The Planner.

"I believe no one knows better than the architect how essential planting is to a proper setting for his building."

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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

AIR CONDITIONING HAS THREE DIVISIONS

Gar Wood Official Explains Their Functions

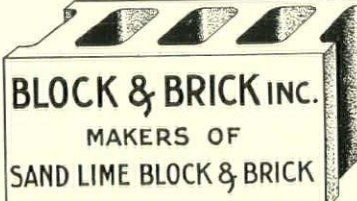
"Many people think that the term 'air conditioning' means cooling exclusively, and that air conditioning is necessary only during hot, sultry, summer days," averred Mr. Frank H. Dewey, manager of the air conditioning division, Gar Wood Industries, Inc. "Perhaps this belief is a survival of earlier days when we saw those summer-time signs in front of theaters which read: 'Twenty degrees cooler inside.'"

"In reality, there are three clearly-defined classes of air conditioning. First, there is summer air conditioning which means that the air should be cooled, dehumidified, and circulated. Second, for winter air conditioning, the air should be heated, humidified and circulated. Third, for year round air conditioning the air should be cooled and dehumidified in the summer, heated and humidified in the winter. The air, either warmed or cooled, must be circulated throughout the home. And it is highly important that the air is thoroughly filtered and cleaned for all classifications of air conditioning.

"Sales records show that the requirements for today's modern home, call mostly for the winter air conditioning system. Taking moisture out of the air in summer and cooling by mechanical refrigeration are quite expensive in both initial and operating costs. An ingenious and economical method has been devised to give summer cooling effects without this extra refrigerating equipment.

"Our air conditioning equipment filters and cleans the air in summer by removing dust, dirt and pollen, and cools the home by scientific, economical, power-blower circulation.

"Between sunset and dawn, the outside air is cooler. Statistics show that night temperatures are from fifteen to twenty degrees lower than day temperatures. Now, by drawing this cooler air into the air conditioning unit, a pleasant, healthful, conditioned air is circulated throughout the home at night. During the day, the cool basement air is used. Basement air is usually ten degrees cooler than outside air. In this manner, a winter automatic heating and air conditioning unit provides the necessary home comfort the year round at the lowest possible operating cost," remarked Mr. Dewey.



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HOUSE-TRAILERS

Rolling-homes and home-on-wheels have been quite fanciful expressions for many years past. The fancy is strangely, but surely, becoming more and more a fact. Housing researchers in Washington seem dismayed at their discovery that more trailers than homes were built last year. By the questionable method of projecting trend-curves, it can be shown that by about 1950, half of the population would be living on wheels. Municipal stability would become fluently insolvent and better citizenship would be lost in the vagaries of a floating population.

Even though such a grim spectacle is greatly discounted it still is important that very careful consideration be given to the potentialities and possible consequences of the rapid advent of the Nomadic-home. What are the dominant factors contributing to this trend? To what extent has unemployment, taxation, municipal costs, social insecurity, etc., exerted their influences? The answers should be definitely known and not guessed at.

Undoubtedly there is a logical and proper demand, place and service for trailer coaches and house trailers. For the vacation outing or extended trip the trailer coach offers exceptional opportunities to the family group. It provides a reasonable, convenient, recreational and educational means of transportation for the whole family. For the more extended vacation at one place, or for a temporary stay, or for an uncertain time-duration at otherwise unlivable or undesirable places, the trailer home is particularly adaptable.

But attractive, convenient and useful as they are, their best use is temporary, and one would tire of their advantages over too extended a time interval. They cannot and should not take the place of the permanent home. There is still need for the cities, municipalities, and dependable stabilized citizenship. The Nomadic-home is not consistent with the better home requisites, nor is it conducive to best citizenship. In its proper sphere, the trailer coach or home may be most useful and serviceable, but beyond that there appears a real and substantial danger that can well awaken us to take every precaution and make every effort to encourage and provide better homes, more attractive home environment and conditions; more serviceable, efficient, economic municipalities, and more interested, dependable citizenship.—The Planner.

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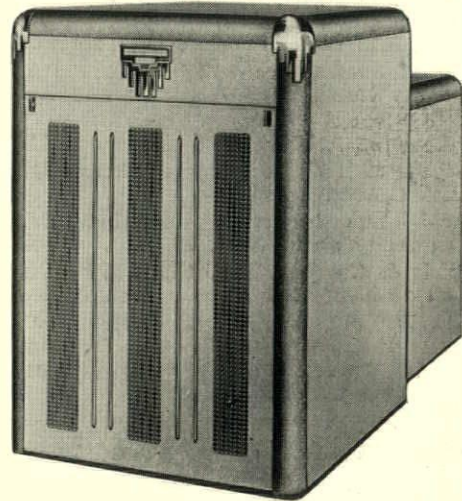
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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Davidson Building: Floor covering awarded to Nichols Floor & Tile Co.

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

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Preparing plans for remodeling of theater, Utica, Mich. New structural glass front, new interior, 450 seats.

Same.—Preparing plans for addition to Detroit Osteopathic Hospital, Third and Highland, H. P. Two stories and basement, designed for two future stories, 120x43 with L connecting present 61x43.

Crane, Howard C., Inc., 112 Madison, RA. 2750.—Plans for theatre, East Jefferson and Lakepointe, ready soon.

De Rosiers, Arthur, 1418 Macabees Bldg., CO. 2178.—Bids closed on 6 room addition to St. Frances de Salles School.

Same.—Plans for auditorium, bet. Belton and Tireman ready about Sept. 19.

Derrick & Gamber, Inc., CA. 3175.—Revision of plans on residence for Mr. Reed completed soon.

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.

Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.

Same.—Preparing plans for new steel mill foundations, motor rooms, building alterations, etc., for local manufacturer.

Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Completed plans for removable roof structure over Floating Dry Dock at Rouge Plant, Ford Motor Company. Owner constructing.

Same.—Completed plans for extension to foundry building at Sandusky, Ohio. Owner taking local bids.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Bids closed on residence, Bloomfield Village.

Hughes, Talmage C., 120 Madison, CH. 7660.—Temporary boxes, Michigan Air Races, Wayne County Airport, for the Detroit Times let to Peter A. Kockx & Sons.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Eight stores, Miller and Van Dyke, ready for figures Sept. 8.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Residence for Max Gillman. Taking figures.

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

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LAfayette 1316

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., CA. 9651.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

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

Same.—Receiving bids by invitation on 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. Contracts let soon.

O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Plans for alteration to St. John's Episcopal Church, Woodward and Vernor Highway.

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

Same.—Building, Columbia and Woodward (L. K. Butler Estate). Plans ready shortly.

Same.—Preparing plans for factory addition to Farm Crest Baking Co.

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.—Residence for Mat. Davidson, Woodcroft Sub., Flint, Mich. Construction under way.

Same.—Store front for Tick-Tock Frocks, River Rouge, let to B. Geltman.

ADVERTISING THE ARCHITECT

Forum:

After listening to two political conventions and a large number of the succeeding campaign speeches via the radio, I have come to the conclusion that what this country needs is more burnt-out radio tubes. However, in the intervals between country-savings it is still possible to hear a wide variety of programs.

What do you hear when you turn on your radio? I know what I hear. It is generally my fate to hear the Adventures of Buck Rogers in the Twenty-fifth Century. Mr. Rogers could do me a real favor by postponing his adventures until the Twenty-fifth century actually arrives, at which time I shall doubtless be engaged in tearing some pretty slick swing music out of a harp and will have no time to fret over whether Buck and Wilma get their de-energizing rocket working. Personally I am sufficiently de-energized already, without using a rocket. If I were any more de-energized than I am right now I would be practically paralyzed.

But regardless of what you hear on the radio, there is one thing that you do NOT hear. You do not hear any programs plugging the architectural profession. Almost alone of all the professions we are without benefit of crooners. Even the American Medical Association has capitulated and now fills

(Continued on Page 9)

QUALITY STAIR, CABINET and MILLWORK

Along with a complete line of construction lumber—flooring, sash and glass—cement, sand and plaster. Ask us about our new

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Kelvinator water coolers are outstanding for their ability to meet any demands put upon them. They are unusually economical to operate. Beautiful in appearance. Maintain drinking water at 50 degrees regardless of room temperature.

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5 Per Cent Above the "City Bid"

BY making application for payment IN FULL on or before October first, you will effect substantial savings.

Save 53% on delinquent 1928 taxes! Save 45% on delinquent 1929 taxes! Save 37% on delinquent 1930 taxes! Save proportionately smaller sums on more recent delinquencies.

If you have an interest in any Detroit property, you will want to take advantage of this plan of payment offered you by your city officials.

You pay only five per cent more than the "city bid." This applies to all real estate, and includes special assessments, but does not apply to personal taxes.

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On or Before October 1



Sincerely Yours,

Albert E. Pobo

CITY TREASURER

ADVERTISING THE ARCHITECT

(Continued from Page 7)

the air waves with good sound reasons why you should drop in at some medical service station and let the boys see if your chassis is developing any squeaks. But no rich, resonant voice comes out of the loud-speaker urging 20,000,000 listeners to See Your Architect Twice a Year.

Why should this be true? The only reason I can think of is that the profession has been waiting for some sensitive artist to write a brilliant, thoughtful script for such a radio presentation; one replete with profound wisdom, extraordinary persuasiveness and running 29 minutes and 30 seconds Bulova watch time.

So I wrote one.

The program opens with the vested choir of the Second M. E. Church singing:

"Don't bungle over your bungalow

"Till your dream of a home is wrecked

For a plan send no buck to Sears-Roebuck—

Consult your architect!"

Then the voice of Graham McNamee: "I wonder how many of you know how to pronounce the word 'architect.' It is pronounced ARK-itect. Think of Noah when you think of an architect. Do not think of Jonah, however."

Then follows seventeen minutes of music by electrical transcription; not that anyone wishes to hear any music by electrical transcription, but it cuts

the cost down. In between selections, Mr. McNamee announces breathlessly, "They're up! They're down! Wait until later in the program to hear the details of the Grand Prize offer. You may be the one to win \$1,000 a year for life."

The prize offer is really the whole secret. What is a radio program without a prize offer? As far as that goes, what is a radio program WITH a prize offer?

Finally, Mr. McNamee announces, "And now for the details of our Great Prize Offer. The First Prize is an annuity of \$1,000 a year for life. The Second Prize is an annuity of \$500 a year for life. All you have to do is this: tear the top off your house, write your name and address on it and mail to the station to which you are listening, together with a fifty-word letter on 'Why I should consult an architect at the first sign of spring'."

This is probably the brightest idea for a prize offer in the history of the radio industry. I amaze myself, sometimes. You see what will happen, don't

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Royal Chrome
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Our kitchen planning service is for your convenience. Investigate our life-time kitchen. Bring your clients in to see our display.

Whitehead Metal Products Co., of N. Y. Inc.

4461 Woodward Avenue (Convention Hall Building)

Tel. TEmpLe 1-8494

Detroit, Michigan

you? Millions of people will tear the roofs off their houses, write their names on them and mail them in. What happens then? Well, the first time it rains the water comes right down into the dining room in such torrents that father can't tell if he's eating bombes glacee or asparagus soup. Irritated by this, he says to the little woman, "Nuts to this house. We either gotta get a new roof or a new house. Let's get a new house as I am sick of the people next door anyway."

What is the result? More than 1,000,000 new houses are built within six months after the program goes on the air; prosperity returns; Braddock beats Schmeling and the band plays Dixie.

Ah, but you say, the expense! What expense? All you have to do is to be careful to award the first prize to someone 96 years old and the second prize to an employe of a powder mill who has never been able to break himself of the habit of smoking cigarettes while at work. The cost would be negligible.

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Of course, the fellow who wrote this script ought to get something. Thirty seconds start, perhaps.—Roger Allen in *The Architectural Forum*.

OUTDOOR CIVIC MEMORIALS CITY OF DETROIT

*List Prepared by the Detroit City Plan
Commission—July, 1936*

RUSSELL A. ALGER FOUNTAIN

Architect—Daniel Chester French.
East Grand Circus Park. Unveiled July 27, 1921.
Approximate cost—\$30,000; funds raised by popular subscription, and Military Order of the Loyal Legion.

JOHN JUDSON BAGLEY DRINKING FOUNTAIN

Architect—H. H. Richardson.
Campus Martius. Dedicate to City in 1887. Approximate cost—\$5,000; provided for in Mr. Bagley's will.

LEVI L. BARBOUR FOUNTAIN

Sculptor—Marshall Fredericks.
Belle Isle—center of Rose Garden Court. Approximate cost—\$26,000; bequest of Mr. Barbour. (Now under construction.)

JAMES J. BRADY

Sculptor—Samuel A. Cashwan.
(Continued on Page 12)

JOHN H. FREEMAN

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ARE AGREEABLY SURPRISED
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HOME WITH GAS.

"SURE IT WILL SELL - it's equipped with Gas Heat"

Real estate men, contractors and architects all over Detroit have already discovered that one simple statement works like magic in selling a house—"It is equipped with natural gas heat!"

Gas heat saves basement space. It's fully automatic. And it's convenient, healthful and clean. Telephone or write the home-heating division and get the facts about this modern method of adding extra sales appeal to any house.

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BRANCHES:

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- 4 Exclusive Bryant gas-actuated controls, simple yet perfect in design, sensitive and trouble-free in performance.

- 5 Automatic humidification.

Silence

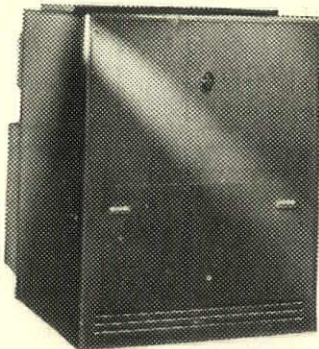
- 6 Large wear-resist fan bearings . . . time-tested in performance.
- 7 Special type motor, lastingly smooth and quiet in operation.

Cleanliness

- 8 New improved filters of low air-resistance and high filtering capacity plus natural cleanness of gas keep dust and dirt from the home.

Attractiveness

- 9 Equipment is finished in handsome and enduring blue Bryant-crackle finish.



BRYANT AIR CONDITIONING CORP.

ARCHITECTS BUILDING

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Detroit



OUTDOOR CIVIC MEMORIALS CITY OF DETROIT

(Continued from Page 10)

Architect—Fred C. O'Dell.
Belle Isle—Central Avenue. Unveiled June 23, 1928. Approximate cost—\$7,000; Old Newsboys Goodfellow Fund and friends.

ROBERT BURNS

Replica of statue in Ayr, Scotland, by George A. Lawson, sculptor. Cass Park at Second. Dedicated July 23, 1921. Approximate cost—\$20,000; Detroit Burns Club and Jean Armour Club.

CADILLAC

Sculptor—Julius Melchers.
Niche in northeast corner of City Hall. Gift of Bela Hubbard to City, August, 1884. Estimated cost—\$1,000.

CADILLAC'S CHAIR

Architect—Unknown.
West End of Cadillac Square. Dedicated July 24, 1901. Estimated cost—\$1,500; Bi-Centennial Committee.

CANNON—Perry's Victory, Lake Erie, September 10, 1813. Front of City Hall (24-pound gun). Presented to City of Detroit, July 4, 1874.

CANNON—Perry's Victory, Lake Erie, September 10, 1813. Front of City Hall (32-pound Carronade). Presented to City of Detroit, July 4, 1874.

CHILDREN'S TEMPERANCE FOUNTAIN

Sculptor—Unknown.
Belle Isle—near playground. Estimated cost—\$2,500. Obtained through the efforts of Mrs. Elizabeth Stocking and presented to the City June 14, 1910.

CHRISTOPHER COLUMBUS (BUST)

Sculptor—Augusto Rivalto of Italy.
North End of Washington Boulevard. Dedicated October 12, 1910. Estimated value—\$20,000; gift of the Italians of Detroit.

COUNTY BUILDING SCULPTURAL GROUP

Sculptor—John Massey Rhind.
Roof of County Building—facing Cadillac Square. Erected in 1903. Approximate cost—\$50,000.

DANTE (BUST)

Sculptor—Raffaello Romanelli of Italy.
Belle Isle—Central and Vista Avenues. Dedicated July, 1927. Approximate cost—\$2,500; gift of Italian-Americans of Detroit.

EDISON FOUNTAIN (Illuminated)

Various designers.
West Grand Circus Park, near Adams. Dedicated October 21, 1929. Approximate cost—\$25,000; Detroit Board of Commerce and Allied Electrical Industries.

(To Be Continued)

ADVISE ARCHITECT for SMALL HOME

(Continued from Page 1)

location or even the swing of a door, the addition of a dormer, the widening or lessening of a projection of a cornice, or any other change may set up a string of changes that will alter entirely the whole character of the design or plan, and you are apt to get a misfit that will be most unsatisfactory when it is completed. So from the point of view of value received, you are pretty sure to get more for your dollar if an architect is in charge.

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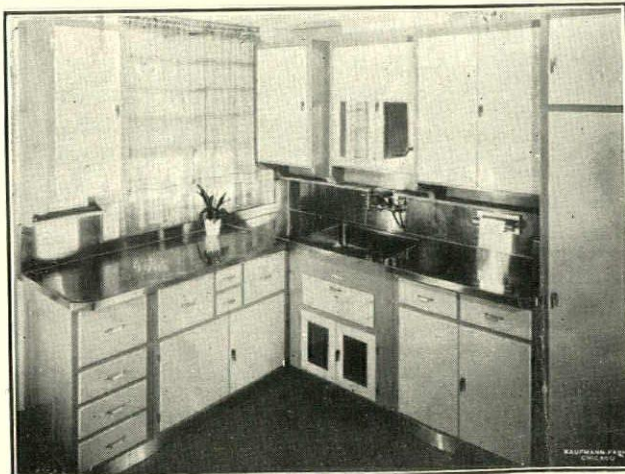
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A complete line of metal and wood cabinets, stainless steel and enameled sinks, stainless linoleum, and temperprest tops, are on display in our showroom. Also the new coal burning AGA range, for both domestic and commercial use.

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DETROIT

WEEKLY BULLETIN



222 Oct

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Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)

Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 10

DETROIT, MICH., SEPTEMBER 22, 1936

No. 38

ILLUSTRATING THE ARCHITECT'S WORK SUPPORTED BY ADVERTISING FROM ETHICAL STANDPOINT

By Robert H. Orr

It takes perhaps years for a young architect to produce enough completed work to command the attention of an architectural publication to devote an issue to "The Works of _____, Architect." This was a favorite way for publicity in former years, generally accepted in the beginning, later frowned upon as below the dignity of the profession and finally ruled against as extremely unethical if supported by advertising.

It is not discreditable to produce in a publication illustrations featuring the works of an architect; in fact, it is to be commended. Any architect who aspires and so shapes his life's work to produce works of art worthy of being published should have our approbation. And if any architectural magazine will accept such material at its face value for the benefit of the profession without commercialism, that architectural magazine should be a worthy medium for the advancement of the science of architecture.

However, it is quite difficult for any fine architectural work to be illustrated without consideration being given to the material that went into the building and the opportunity that comes to the producer to advertise. The prominence of the architect, the character and magnitude of the work enhance the advertising value. This kind of advertising should not, nor can it be duly considered as supporting the architect's publicity but rather the architect lends support to the advertised material, for it is to be expected that that particular material was selected because of its fitness, durability and qualifications compared with other materials perhaps equal or nearly equal in all respects.

In contradistinction to this consider the advertising material solicited to support an issue aided and abetted in by the desire of some one seeking the opportunity to proclaim his mastery in his chosen profession. It is this latter kind of advertising that is objectionable to the producer, for most producers have their own ideas and own advertising program well mapped out in advance; it is this kind of advertising that is objectionable to the profession because it brings in the element of reciprocity in dealing with materials that go into a building which can not be founded upon true and just values; it is this kind of advertising the ethics of the profession discredits because it lowers and prostitutes the practice of architecture in the light of just and equitable relations between the owner, architect, and manufacturer; it is this kind of advertising that promotes a product regardless of its

value and creates unending edifices or their component parts.

In every community there occasionally springs up a solicitor general who, having some promotional scheme for the benefit of all mankind, believes that the producer and the trades are legitimate prey for a page, a half page, a quarter or a few lines. The trades' legitimate evasiveness surrenders reluctantly, if supplanted by an archi-

LEST YOU FORGET . . .

An Invitation

to attend a Dinner Meeting at the

DETROIT-MICHIGAN STOVE CO.

6900 East Jefferson Avenue

Wednesday, September 23, 6:30 P.M.

Every architect should avail himself of this opportunity to attend this interesting and instructive meeting.

tect's appeal, to what they believe and know to be sheer waste of effort and money. These upstarts do not have an cannot expect to have the approach that justifies support, so the appeal is made to the architect, through whose channels, if his work be quite diversified, brings forth a response the value of which may be quite questionable.

We already proclaim the great waste in advertising material. Our waste baskets stand hungry and gaunt at the beginning of the day only to be stuffed and gorged by its close. Much of it receives a mere glance and although all of it is not read, it never was intended to be, for no sane advertiser

(Continued on Page 3)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Albert Beever, President; H. Eugene Webb, Vice-President; Leo Rowley, Vice-Pres.; John Wenzel, Treasurer;
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439 Penobscot Bldg., Randolph 5500

Edited by E. J. Brunner

ONE LEFT

The fifth Architects-Builders and Traders Golf Outing was a complete success at Clinton Valley, September 9th. Fifty-one played a perfectly conditioned course and sixty-six sat down to a perfect golf dinner.

The cup was won by Vic Vallet of Giffels & Vallet with a gross of 89 and a 20 handicap.

Prizes were won as follows:

FIRST FLIGHT—First prize, Wm. F. Seeley; Second prize, C. C. Cadwallader; Third prize, Geo. Cruickshank.

SECOND FLIGHT—First prize, Jess Stoddard; Second prize, E. B. Fauquier; Third prize, Paul Sewell.

THIRD FLIGHT—First prize, Ray Rodwood; Second prize, J. H. Becker; Third prize, Harvey Zens.

The Frigidaire Corporation donated two dozen "Stroke Miser" balls which are claimed to save strokes in the same proportion that their "Meter Miser" Frigidaire saves juice. Well, you fellows who each drew one, please report at the next outing. The "Stroke Misers" were won as follows: W. R. Akitt, W. E. Cole, E. Frey, A. H. Aldinger, Jr., J. Ivan Dise, Otis Smith, John Klein, Wm. C. Restrict, A. C. Gilleo, Mr. Wagschal, H. O. Nelson, Al Brodine, Frank Chapper, R. K. Wescott, A. H. DeCou, E. Edge, Frank Hydon, Dan Lynch, D. Richardson, Dick Bruny, R. H. Hidey, Walter Trowell, Bruno Kullen.

Tabulation of scores follows:

Thos. D. Nolan, Nolan Construction Co.	84
Larry Hume, Peerless Portland Cement Assn.	86
E. R. Edge, Sibley Lumber Co.	86
E. Frey, Restrict Lumber Co.	87
V. Vallet, Giffels & Vallet	89
Wm. Jaeger, Giffels & Vallet	89
Frank M. Hydon, Hydon-Brand Co.	90
Chas. Sestok, Jr., Certain-teed Products	90
Al Brodine, Huron Portland Cement Co.	90
Bruno Kullen, Kullen Fuel & Supply Co.	91

Geo. P. Wilson, E. F. Houghton & Co.	92
Wm. F. Seeley, Western Waterproofing Co.	93
W. E. Cole, Manufacturers Sales Co.	93
H. H. Dickinson, H. H. Dickinson Co.	95
C. C. Cadwallader, Electragists Assoc.	95
Otis Smith, Weldit Acetylene Co.	96
Jess Stoddard, Detroit Testing Laboratory	98
Geo. Cruickshank, Krimmel & Cruickshank	98
W. R. Akitt, Architect	102
A. W. Hardy, Economy Blue Print Co.	102
J. Sandorf, Seyburn-Schulman Co.	102
F. W. Ring	103
H. H. Miller, Masonite Corp.	103
Dick Bruny, Bruny Bros.	104
Paul Sewell, Architect	105
W. C. Restrict, Restrict Lumber Co.	106
Jim Hemstreet, Koenig Fuel & Supply Co.	107
B. A. Capp, Wolverine Marble Co.	108
W. A. Sabo, American Gypsum Co.	109
H. O. Nelson, Nelson Co.	109
A. B. Johnson, N. Y. C. Lines	110

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

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

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

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

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PLUMBING, HEATING AND VENTILATING

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

A. H. DeCou, Krimmel & Cruickshank	110
Wagschal	113
R. K. Westcott	114
A. C. Gilleo	115
Walter Trowell, Trowell Const. Co.	115
J. Ivan Dise, Architect	115
R. H. Hidey, R. H. Hidey Co.	115
Frank Chapper, Chapper Iron Works	115
Carl Barry, Allied Const. Industries	116
Harvey Zens, Harvey Zens Co.	116
Ray Redwood, Acme Clay Products	118
J. H. Becker, N. Y. C. Lines	118
E. B. Fauquier, Architects' Bulletin	121
D. Richardson, Rinshed-Mason Co.	123
Dan Lynch, Kriehoff Co.	129
R. T. Travis, Travis Bros.	130
L. J. Dymont, Ward Co.	130
A. H. Aldinger, Jr., Walbridge-Aldinger Co. 16 holes	
M. Gaskin, Taylor & Gaskin, Inc.	no card

The final of the series of six outings will be "Jess Stoddard Day" at Brooklands, home course of our one and only living president who has served more than one term. Besides that he is one of our most ardent golfers. The date of this outing has been set for Wednesday, October 7th.

ILLUSTRATING THE ARCHITECT'S WORK SUPPORTED BY ADVERTISING FROM ETHICAL STANDPOINT

(Continued from Page 1)

could ever expect there were days enough, or hours enough in the day, to read all advertising matter received and have any time left to do anything else. Hence it finds its appropriate place without much ado but nevertheless not before some sort of an impression has been made if not more than the name of the product.

M. Den Braven & Co.

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SERVICE



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& Avery
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Detroit Distributors
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Repetition is one of the most convincing arguments proclaimed to man. To assert, and reassert and keep it up is a winsome way of "believe it or not" being convinced where doubt formerly held sway.

There is hardly anything imaginable so indirect in results as building material advertising and yet it is the most fundamental basis for promotion that is in existence. Without it we are lost. With it we are unduly encumbered and multitudinously supplied. Unquestionably the source of much valuable information is lightly treated when considered in its proper relation to the architect, the owner and the builder.

It is to circumvent its worthiness and uphold its functional importance that a proclamation decrees that its value is not to be subverted by meaningless appeals to the producer, derogatory in conception to the profession, abusive in principle, and

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WEDNESDAY—THURSDAY

SEPT. 23—24

Pat O'Brien—Margaret Lindsay in
"Public Enemy's Wife"

FRIDAY—SATURDAY

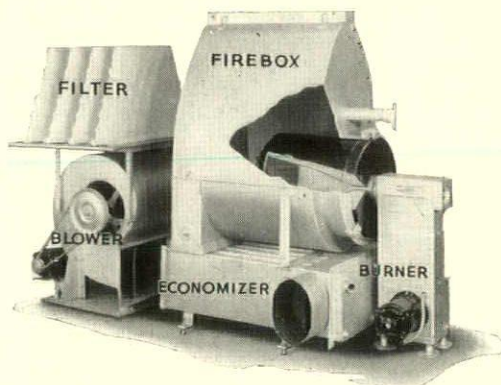
SEPT. 25—26

Joe E. Brown in "Earthworm Tractors"
Saturday 11 P. M.—Otto Kruger in
"Dracula's Daughter"

SUN.—MON.—TUE.

SEPT. 27—28—29

Jean Harlow—Franchot Tone in "Suzy"
Latest "March of Time"



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THE AIR CONDITIONING SYSTEM

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That's why architects prefer Tempered-Aire—because the system and its builders stand behind them.



AIR CONDITIONING DIVISION

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Longfellow 6256

wantonly applied, that The American Institute of Architects says in its Circular of Advice, relative to Principles of Professional Practice and The Canon of Ethics: 'Publicity of the Standards, aims and progress of the profession, both in general and as exemplified by individual, meaning self-laudatory publicity procured by the person advertised or with his consent, tends to defeat its own ends as to the individual as well as to lower the dignity of the profession, and is to be deplored.'

The State Associations recognized some disparity between the Institute and non-Institute members, yet being an Affiliated Member the ties are quite closely bound. For that reason the Sixty-seventh Convention of The American Institute of Architects did consider that there existed a justifiable difference and passed the following resolution: "Resolved, That Section 1, Article 4, Chapter XV of the By-Laws be amended so as to repeal any infringement on the liberty of Action of State Associations with respect to advertisement in their publications."

This liberty of action is exemplified in several State Association bulletins. Some of these publications carry advertising matter for financial support and others do not. In no event does the advertising inure to the benefit of the individual but to the profession as a whole.

The State Association of California Architects (Southern Section) through its Architects Department in Southwest Builder and Contractor and more recently the Northern Section through its Architects' Bulletin in the Architect and Engineer are working along lines that are entirely free from advertising supporting their enterprise directly. They are not only free but they take the position, because of their close co-operation with Architects Daily Report Service, that they will not sponsor, endorse or support any new advertising venture that has to do with depending upon the producer

"I believe no one knows better than the architect how essential planting is to a proper setting for his building."

WILLIAM G. BAXTER

LANDSCAPE ARCHITECT
GARDEN DESIGNER

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TEmple 2-7000

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Products manufactured from the White Sands of Lake Michigan. Lighter in weight and color.

MEET THE *"Meter-Miser"*
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The New Frigidaire's spectacular cold-making unit. Gives more cold for much less cost, because of outstanding design with only three moving parts! Permanently oiled, precision built, completely sealed against moisture and dirt.

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TYler 5-5542

for success. They feel justified, because of this mutual co-operation, and because these two publications cover practically the building industry in the entire State.

In saying that no longer should the producer and building industry be subject to unwarranted appeals for advertising matter except through recognized and legitimate channels, the Southern Section is endeavoring to place in the hands of every practicing architect their official publications and the Northern Section is trying to do the same thing. The architects should recognize that here are two outstanding publications, each in its own particular field, for the dissemination of knowledge relative to materials, construction and equipment that can apparently meet every want and why should there be any duplication of effort or paralleling necessity in advertising.

To the material men, producer and others this should be a harkening declaration on the part of the architectural profession. No longer should he doubt the value of his effort to advertise in those mediums sanctioned and approved by an organization with state-wide affiliations and purposes that tend toward the best interest of all concerned. In this way we will conserve our resources to the extent that market values will depend upon production, manufacturing and construction without unjustifiable excesses to be carried for complimentary advertising.—Southwest Builder and Contractor.

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For construction or refinancing on Federal Savings and FHA plans. Applications handled by experienced personnel.

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JOHN A. MERCIER BRICK CO.

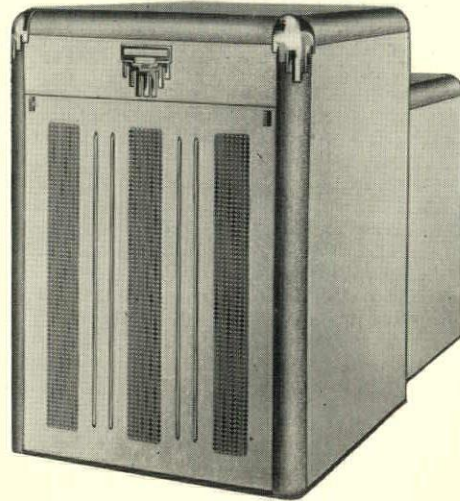
VINEWOOD 1-0761

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for

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Tests indicate performance, economy and durability heretofore unknown in the air conditioning field.

A group of competent engineers are at your service. We do the complete job from layout to installation and, of course, our reputation is your guarantee. A full and complete display may be seen at our Jefferson Avenue showroom.

*Backed by the 70 Years
Experience of the*

DETROIT-MICHIGAN STOVE COMPANY

6900 East Jefferson Avenue

Telephone Fltzroy 0800

MAKERS OF THE FAMOUS DETROIT JEWEL AND GARLAND HEATING AND COOKING APPLIANCES.

ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans for commercial block, Wyoming and Fenkel, 60x218, one story and basement.

Same.—Westtown Theatre contracts: Carpets, Sloan, Inc.; decorating, Tagmin, Inc.; seats, American Seating Co.

Same.—Preparing plans for remodeling of Pansy Shop, Woodward Ave., H. P.

Same.—Figures on Mercantile building, 13624-34 Michigan Ave. cor. Heckel, Dearborn, due Sept. 22.

Same.—Taking bids on paving and fence work, D. S. R. Garage, La Belle and 2nd. WPA project 1286. Bids opened Oct. 6—3:00 p. m.

Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans are being prepared for the following:

Five House Terrace, Grosse Pointe, Mich. Seven rooms each, 2 baths, toilet, Brk. V. Forced H. A. heating, garages—\$50,000.

Residence and Boat House, Southern Florida. Size 40x50; boat house 20x40; one story, concrete construction, three baths, water power outfit—\$20,000.

Three houses 30x32, Alpena, Mich. One bath, Brk. Fireplaces—\$15,000.

Fourteen Frame Houses, Five Points, Mich. Size 24x30—one story, forced air heat, one bath—\$45,000.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Remodeling of theater, Utica, Mich. New structural glass front, new interior, 450 seats. Bids being taken.

Same.—Preparing plans for addition to Detroit Osteopathic Hospital, Third and Highland, H. P. Two stories and basement, designed for two future stories, 120x43 with L connecting present 61x43.

Same.—Residence for Dr. P. L. Warner, Lincolnshire and Warwick Roads, Rosedale Park. General contract awarded to Lawrence Keim.

Same.—Remodeling theatre, Rochester, Mich. Structural glass facing—Toledo Plate Glass Co.

Crane, Howard C., Inc., 112 Madison, RA. 2750.—Plans for theatre, East Jefferson and Lakepointe, ready soon.

Same.—Addition to Center Theatre at Woodward and Grand Blvd. Mason work let to Sam Adler.

De Rosiers, Arthur, 1418 Macabees Bldg., CO. 2178.—Bids closed on 6 room addition to St. Frances de Salles School.

Same.—Plans for auditorium, bet. Belton and Tireman ready about Sept. 19.

Derrick & Gamber, Inc., CA. 3175.—Revision of plans on residence for Mr. Reed completed soon.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for Power House Addition at Mt. Elliott Plant of Midland Steel Co.

Same.—Preparing plans for new factory and office building for Detroit Tool & Mfg. Co.

Same.—Preparing plans for new factory and office building for Herron-Zimmers Moulding Co.

Same.—Preparing plans for power house extension at Mack Ave. Plant of Briggs Mfg. Co.

Same.—Preparing plans for air conditioned office building for glass company at Charleston, W. Va.

Same.—Standard Tube Co. let contract for new steel mill foundations at Highland Park to R. H. Hidey.

Same.—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 archi-

Glanz & Killian Co.

CONTRACTORS

Plumbing - Heating - Sheet Metal
Engineering and Installing

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1761 W. Forest

TEmpLe 1-7820

Specify



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Another Installation
of

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Pioneers in Air Conditioning

John L. Fuller, Inc.

7621 Woodward

MAdison 0980

"A FULLER Measure of Service"

textural 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.

Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.

Same.—Preparing plans for new steel mill foundations, motor rooms, building alterations, etc., for local manufacturer.

Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Completed plans for removable roof structure over Floating Dry Dock at Rouge Plant, Ford Motor Company. Owner constructing.

Same.—Completed plans for extension to foundry building at Sandusky, Ohio. Owner taking local bids.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Bids closed on residence, Bloomfield Village.

Hughes, Talmage C., 120 Madison, CH. 7660.—Heating, ventilating and air conditioning on fire-proof duplex 25 apartment building for John B. Terns, Merrill Palmer Sub. let to Apex Air Conditioning Co.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Eight stores, Miller and Van Dyke. Revised plans completed Sept. 22.

Same.—General contract on residence for F. J. Golden, located at Linwood and Grove, let to Roy Luchenbil, Inc.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Residence for Max Gillman. Figures closed.

Same.—Preparing plans for residence for Dr. J. Stewart Hudson, Lothrop Ave., Grosse Pointe Farms. Lot 146x70. Ready about Nov. 15.

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

Malcomson & Higginbotham, Inc., CA. 9651.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

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

Same.—Receiving bids by invitation on 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. Contracts let soon.

O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Plans for alteration to St. John's Episcopal Church, Woodward and Vernor Highway.

Schilling, Edw. A., 409 Griswold, CH. 7390.—Plans ready for bids on church, South Range, Houghton Cy., Mich. 110x36, slate roof. Sept. 23. Bids taken: general, mechanical, architectural, electrical.

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

Same.—Building, Columbia and Woodward (L. K. Butler Estate). Plans ready shortly.

Same.—Preparing plans for factory addition to Farm Crest Baking Co.

Wright, D. Allen, 133 W. Gd. Blvd., LA. 4572.—Taking figures on summer residence near Rochester, Mich. Bids by invitation only.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Owner taking figures on interior decorations for Club Manhattan, 1040 Wayne St.

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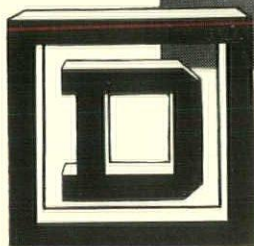
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8. Automatically prevents overloading circuits. In this day of electrically equipped homes circuits are often unintentionally overloaded with too many appliances or lights, with the result that a fuse blows. The Multi-Breaker eliminates any dangers which might occur as a result of such practice. Furthermore, no inexperienced person can destroy the protective features of the Multi-Breaker as it is sealed against tampering, such as placing pennies back of fuses.

9. Low initial cost. The cost of the Multi-Breaker is comparable to that of a good switch with the

same number of circuits and fuses. It costs no more to install than the ordinary switch—in fact, its ease of wiring usually saves time.

10. Can be installed in a convenient place. The Multi-Breaker is small and attractive, so it can be installed in the kitchen, hallways or other convenient place. It is recommended that it be placed near the center of the load—where most of the appliances and lights are used.

CONTRACT FOR TWO STORY HOUSE AND BARN

Dear Tal,

This might be interesting as an early example of specifications as they should be writ. The buildings were erected and a good job obtained "youst to suit the owner." but possibly would not get by Joe Wolff today. This is a copy of a contract found in the old files.

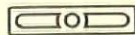
Wm. C. Restrict.

September 24, 1903

Contract for two story House and Barn and to be finocht on November 24-1903 given to Joseph Schmitz one Tousand Eight Hunferd \$1800 length of house fifty six feet width of house twenty four feet Rums of house Parlor Sitting Rum Dining Rum and Kitchen in the house three bedrums Chiney Closet Battrum Pantry and a stairway lieding doowan Sellar. upstairs the same as doowan stairs Put the walk from the upstairs lieding into the seller from the outside the parlorhard wood finich and in sitting rum the sam as Parlor in the Kitchen hardwood flour number one lumber to be youst in the House The rest of the rums to be Georgia Pine the upstairs to be finicht as down stairs but Oil paper to be youst in the upstairs flour Stringers 6x8 amaunt to be youst so that the owner of the House to be suited. Joice of the house 2x10 up end down stairs Scantlings 2x4 Hemloch shi lap Hamloch Clapboards Basswood 4 inch wide in front of house 2 inch wide Bill paper

(Continued on Page 12)

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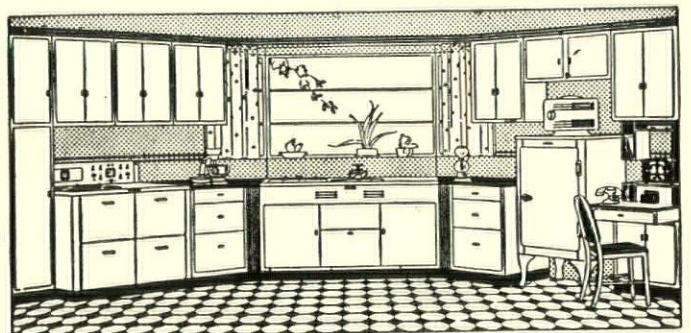
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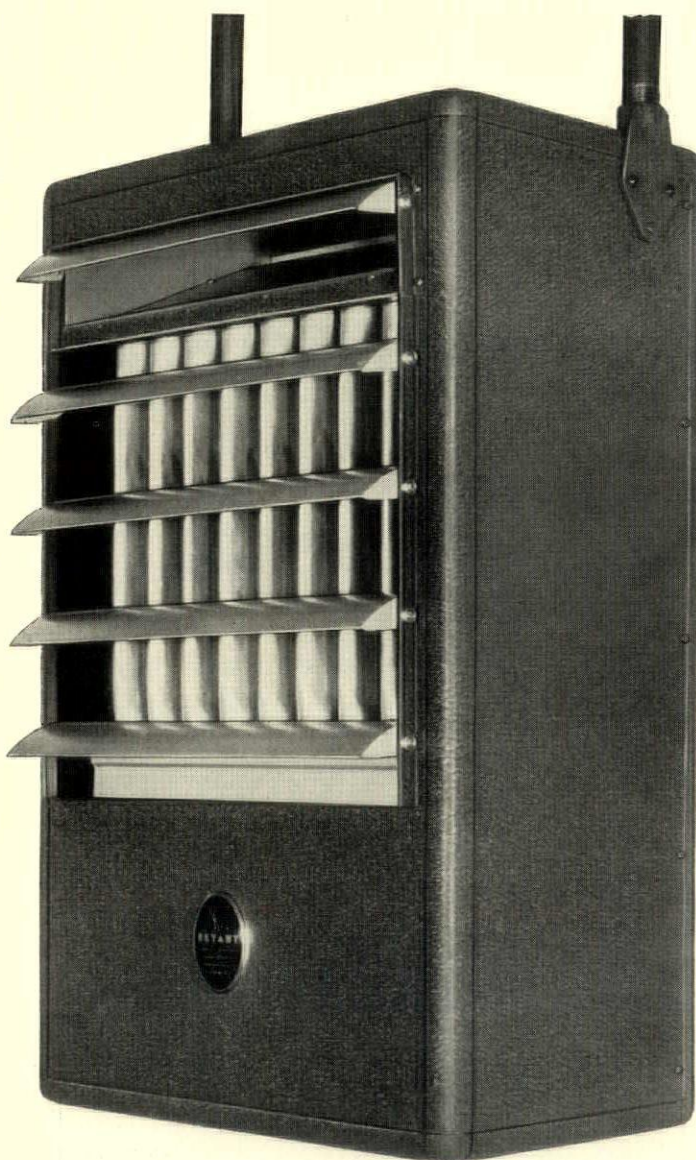
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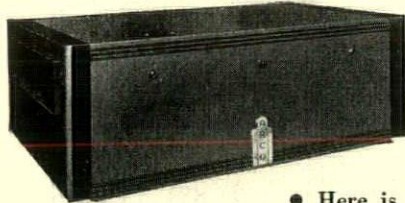
CONTRACT FOR TWO STORY HOUSE AND BARN

(Continued from Page 10)

to be youst between clapboards and siding piaster and lating to be youst to suit the owner of the House and the flours in the House to be youst to suit the Owner of the house. A stairwae in the front part of the house and one in the rear part of the building to be suited to the owener of the house one cout of Paint to be put on the outside of the house and the inside to be painted and warnished so to be suited to the owner of the House. Chimmly of rear part of House to be built from the basement uplieding on the outside of the building the other chimmly to be bulded facing dining and sitting rum from the Postand up to the

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top of the building. Shingles on the roof to be yoused Number one Cedad and a Water trof a round the House connecting to the sewer. Galleries Iron. The Water connection to be led in to the Seller Cold and Hot Water to be led from the Seller up and down stairs in the House and to be connected with the Toilet rums and in the windows of the House and doors to be yoused debel strong.

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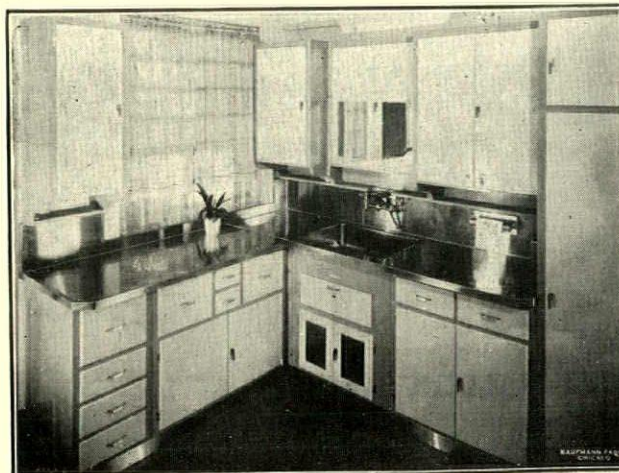
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WEEKLY BULLETIN



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Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)

Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 10

DETROIT, MICH., SEPTEMBER 29, 1936

No. 39

EXPOSITIONS AND FAIRS

It is now FAIR time and it is also EXPOSITION time. At this time we are forced to wonder if the prevailing tendency toward Expositions and Fairs is not overdone, because even the most meritorious programs can be carried to extreme. But Fairs and Expositions have weathered the depression, which argues that they must have some enduring worth. What are the merits of Fairs and Expositions, and are they really overdone?

An Exposition is a Fair on a large scale, and, as the name implies, purposes to display and compare the best of attainment in the respective exhibits. The general desire at a Fair is to seek the display featuring one's own work, hobby or interest and to compare their own best with the best in the exhibits. Many valuable lessons are absorbed in this way. Besides being particularly helpful in one's own work, Expositions are broadly educational in many other ways. With so many exhibits within such close display, it is almost impossible to keep from expanding out of one's normal sphere and developing new and worthwhile interests.

We discover that COMPARISONS are a most valuable method of impressing our consciousness with progress, improvement and related merits. The fact that there is much sameness to Fairs and Expositions is lost in our keener interest to witness the new, novel and improved features in our own and other lines. Fairs and Expositions are progressive as a result of comparisons. These comparisons register in a clear, convincing manner a detailed measure of progress in the exhibited lines. The modern trend of uniquely featuring methods and principles appears to have won decided public approval. The modern tendency of giving less emphasis to the trifling and superficial, and greater attention to the more practical and substantial requirements of civic need and betterment, is also making sure the continuance of Fairs and Expositions. So, until they cease to be so well publicly patronized, or until they become a public liability

by financial deficit or obligation, our Fairs and Expositions seem destined to be a continuing civic asset through their popular influences for improvement and betterment by COMPARISONS.—The Planner.

DETROIT CHAPTER AMERICAN INSTITUTE OF ARCHITECTS

Meeting

Wednesday, September 30th

Intercollegiate Club

DINNER AT 6:30 P. M.

This is an important event, designated by President Alvin Harley at Pre-Annual Meeting. He urges all Chapter members to attend.

Board of Directors

will meet at the same place at 4 P. M.

Arthur K. Hyde, Architect and John A. Williams, Designer, announce their association for the practice of architecture and industrial design under the firm name of Hyde & Williams at 318 Woodward-Boulevard Building, Detroit.

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Edited by E. J. Brunner

JESS STODDARD DAY

When the Architects, Builders and Traders play golf at Brooklands October 7, they will be playing on Jess Stoddard's home course and it will be "Jess Stoddard Day."

Jess Stoddard holds two records in the Builders' and Traders' Exchange, either of which makes him eligible for a "day."

One of these records is being the "golfingest" ex-president of the Builders' Exchange. The other is being the only living president who has served more than one term.

Mr. Stoddard, vice-president of the Detroit Testing Laboratory, is identified with a number of associations outside the construction industry, and for many years has been an ardent booster for the Builders' Exchange.

In 1918 when construction was almost cut off by war measures, he stood at the helm of the Exchange as president and refused to see it quit its services to the industry. Again in 1927 we find him serving as president, this time with construction activity very favorable, but with unfavorable conditions in the Exchange itself which had to be rectified to insure the living of the organization. Considering the fact that presidents are never re-elected and very seldom serve more than one term, it is deemed fitting that he should have his "day."

William F. Seeley, chairman of the Architects', Builders' and Traders' golf outings thought of the idea in 1934, the coincidence being that Jess Stoddard's birthday is in October and that year fell on the date of the outing which was played on his home course.


That was a day of golf and entertainment long to be remembered, and so it became a custom.

Even down through the darkest days of the business doldrums, the golf outings were never discontinued. One of the regular attenders has always been Jess Stoddard. He shoots a modest game of golf and has the time of his life at any function

where men in the industry get together. Now times have changed and whereas an outing two or three years ago brought out possibly forty men, this year a tendance has generally been in the eighties. The Architects', Builders' and Traders' golf outings DO go to town, come Wednesday, October 7th, there will be a big roundup at Brooklands.

Bowling Season Starts

The Builders' and Traders' Bowling League swings into action Wednesday, October 14th, at 3:30 P. M. on Recreation Alleys. Chairman C. J. Geyman has eight teams fully lined up for the "twin" season, the first half of the competition ending around the holidays and the second half with the play-off of the winning teams for the two halves in April.



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WAYNE U OFFERS COURSE ON HOUSING AND ZONING

Wayne University is offering to its evening classes a survey course in City Planning and Housing, with no engineering pre-requisites. It will trace the development of cities, both abroad and in America, dwelling particularly on the interesting history of city planning in Detroit. An effort will be made to work out in practical fashion the influences that have operated in our city, and the possibilities of improvement through a study of such questions as the water-front developments, and the applications of zoning to the future development of the city as a whole.

From a similar approach, the subject of housing will be discussed. A brief survey of the European developments in housing will be given, followed by a study of conditions in our American cities, including an intensive study of the problems Detroit faces in the housing field. The course will be illustrated by lantern slides, and a portion of the period will be open for general discussion.

It is hoped that the course may be made of benefit to all who are interested in the welfare of the city, and particularly to younger architects, engineers, and real estate men who might profit by a broader background in this field. A discussion of the valuable sources of information will be given from time to time for the benefit of those who care to go into the work more extensively.

The course will be given at Wayne University in Room 105 on Monday evenings from seven to nine.

The course will be taught by Mr. Alex L. Trout, a registered architect and engineer of Detroit, who was formerly head of the Department of Realty Management at the University of Michigan. He has been active in the work of the Michigan Housing Association, and other groups interested in city planning and housing. Mr. Trout has had extended experience in the field of subdivision planning. Having been overseas with the engineering corps, he has had opportunity to study housing both in America and Europe.

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U. of M. OFFERS EXTENSION COURSES IN DETROIT

The Extension Division of the University of Michigan has recently opened an office at 40 East Ferry Street, Detroit. The Detroit representative of the University Extension Division is Mr. E. J. Soop. The telephone number is Trinity 2-0328. Students who wish to make inquiry regarding University extension classes and other persons who desire information regarding the University are requested to call the above number.

Architecture 15. General Course in the History of Architecture. The aim of this course is to give students seeking a liberal culture a survey of the development of the art of building. The temples, cathedrals, palaces, and other characteristic monuments of the ancient, medieval, renaissance, and modern styles, their design, sculpture, and painted decorations will be studied by means of lectures illustrated by the stereopticon, and collateral reading. Two hours credit.

Associate Professor R. W. Hammett, Women's City Club. Thursday, September 24, 4 P. M.

Interior Decoration. The Italian, French, English, and American period styles of interiors and furniture with the characteristics of each, the conditions

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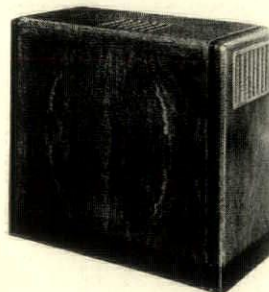
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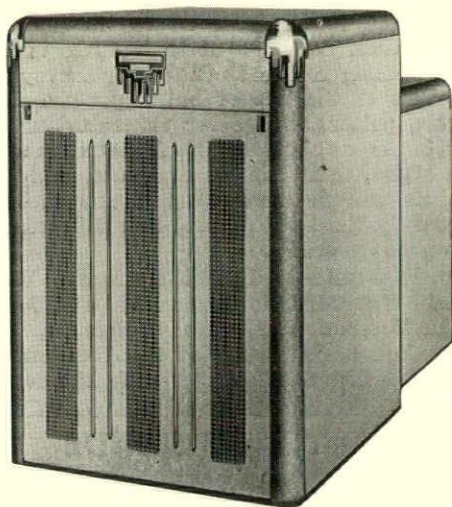
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influencing its development, and the principles of design employed. The course will be presented as an introduction to the subject and will be followed in the spring by a similar series of eight lectures on the general principles of interior decoration and their application to the problems of decorating and furnishing the home. Illustrated lectures. Non-credit course, eight weeks, \$5.

Assistant Professor W. W. J. Gores, Detroit Institute of Arts, Tuesday, October 13, 8 P. M.

Clay Modeling and Ceramics. This course includes: the study in clay of the head and figure from life, considering the fundamentals of construction and anatomy; actual experiences in plaster-casting; the handling of a potter's wheel; reproduction of ceramics in quantity; application of glazes; and stoking and firing a potter's kiln. The course includes two illustrated lectures: (a) An Outline of Sculpture; and (b) A Brief History of Ceramics. Noncredit course, sixteen weeks. \$15. (Limited to fifteen students.)

Mr. Beaver Edwards, Studio, 253 East Forest Ave. Thursday, September 24, 7 P. M.

**THE DETROIT-MICHIGAN STOVE CO.
HOSTS TO ARCHITECTS**

A most representative group of architects were present at a dinner given by the Detroit-Michigan Stove Co. at their East Jefferson plant on Wednesday evening, September 23. The dinner was indeed sumptuous and the company's show room display was a highlight of the evening. Here were shown the different types of heating units manufactured by them. The guests were most enthusiastic over the new heating plants, and very high in their praise. When we say new heating plants, one must not lose sight of the fact that this company has been manufacturing heating equipment for nearly seventy-five years, but delayed in the presentation of the modern units until such time as they considered them perfected. The architects wish to extend their thanks to the Detroit-Michigan Stove Co. for a very enjoyable evening.

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Modeling and Ceramics—Marshall Fredericks, Instructor. The study of Clay Modeling, Ceramics and Pottery. Four criticisms per week including two afternoon and two evening periods.

Design—William W. Comstock, Instructor. The study of Contemporary Design including Domestic Architecture and Furnishings. Three afternoon criticisms per week.

Silver and Metal Work—Charles D. Price, Instructor. Instruction in the design and craftsmanship of Jewelry and Metal Work in the contemporary manner. Three criticisms per week.

Weaving and Textiles—Loja Saarinen, in charge of department, Lilian Holm, Instructor. Instruction to a limited number of students in the principles of the design and weaving of contemporary rugs and textiles. Three afternoon criticisms per week.

The Intermediate School has been established for the purpose of extending the facilities of the Academy to those who are not qualified by training and experience for its graduate and advanced departments.

The courses of study in the Intermediate School will be completely separate from those of the advanced departments.

The students are privileged to devote their full time to one or more of these courses. The studios are at their disposal daily from 9 until 5 Monday through Friday and two evenings. Instructors will be present at regularly scheduled periods.

The charge for tuition for each course is \$50 per term payable in advance. This charge does not include materials.

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Living accommodations are available in the Academy dormitories for a limited number of students. Resident students are required to submit for approval an application form which will be sent upon request. For further information write to the Executive Secretary.

A catalog describing the work in the advanced departments of Architecture, Sculpture and Painting will be sent upon request.

OUTDOOR CIVIC MEMORIALS CITY OF DETROIT

(Continued)

HURLBUT MEMORIAL GATE

Architect and Designer—G. A. Mueller of Brede and Mueller.

Sculptors and Carvers—Reuther, Krako & Jungwirth.

Entrance to Waterworks Park on East Jefferson Avenue. Erected in 1893. Approximate cost—\$35,000; Board of Water Commissioners.

LA SALLE

Sculptor—Julius Melchers.

Niche in southwest corner of City Hall. Gift of Bela Hubbard to City, August, 1884. Estimated cost—\$1,000.

(Continued on Page 9)

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SATURDAY OCTOBER 3

Robert Taylor—Frank Morgan in

"There's Always Tomorrow"

11 P.M.—May Robson in "3 Kids and a Queen"

SUN.—MON.—TUES.

OCT. 4—5—6

Myrna Loy—Warner Baxter in
"To Mary—With Love"

ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans for commercial block, Wyoming and Fenkel, 60x218, one story and basement.

Same.—Preparing plans for remodeling of Pansy Shop, Woodward Ave., H. P.

Same.—Figures closed on Mercantile building, 13624-34 Michigan Ave., cor Heckel, Dearborn.

Same.—Taking bids on paving and fence work, D. S. R. Garage, La Belle and 2nd. WPA project 1286. Bids opened Oct. 6—3:00 p. m.

Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans are being prepared for the following:

Five House Terrace, Grosse Pointe, Mich. Seven rooms each, 2 baths, toilet, Brk. V. Forced H. A. heating, garages—\$50,000.

Residence and Boat House, Southern Florida. Size 40x50; boat house 20x40; one story, concrete construction, three baths, water power outfit—\$20,000.

Three houses 30x32, Alpena, Mich. One bath, Brk. Fireplaces—\$15,000.

Fourteen Frame Houses, Five Points, Mich. Size 24x30—one story, forced air heat, one bath—\$45,000.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Remodeling of theater, Utica, Mich. New structural glass front, new interior, 450 seats. Bids being taken.

Same.—Preparing plans for addition to Detroit Osteopathic Hospital, Third and Highland, H. P.

Two stories and basement, designed for two future stories, 120x43 with L connecting present 61x43.

Crane, Howard C., Inc., 112 Madison, RA. 2750.—Plans for theatre, East Jefferson and Lakepointe, ready soon.

De Rosiers, Arthur, 1418 Macabees Bldg., CO. 2178.—Bids closed on 6 room addition to St. Frances de Salles School.

Same.—Auditorium, bet. Belton and Tireman. Bids closed.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for Power House Addition at Mt. Elliott Plant of Midland Steel Co.

Same.—Preparing plans for new factory and office building for Detroit Tool & Mfg. Co.

Same.—Preparing plans for new factory and office building for Herron-Zimmers Moulding Co.

Same.—Preparing plans for power house extension at Mack Ave. Plant of Briggs Mfg. Co.

Same.—Preparing plans for air conditioned office building for glass company at Charleston, W. Va.

Same.—Standard Tube Co. let contract for new steel mill foundations at Highland Park to R. H. Hidey.

Same.—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.

Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.

Same.—Preparing plans for new steel mill foundations, motor rooms, building alterations, etc., for local manufacturer.

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Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Completed plans for removable roof structure over Floating Dry Dock at Rouge Plant, Ford Motor Company. Owner constructing.

Same.—Completed plans for extension to foundry building at Sandusky, Ohio. Owner taking local bids.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Bids closed on residence, Bloomfield Village.

Hughes, Talmage C., 120 Madison, CH. 7660.—Preparing plans for five room house, Charlevoix, Mich. Owner, Miss Mary O'Leary. Bids on general contract will be taken from Charlevoix contractors.

Same.—Preparing plans for 7-room residence, River Rouge.

Same.—Apartment building for Mr. John B. Terns. Steel sash and screen let to De'roit Steel Products Co.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Eight stores, Miller and Van Dyke. Revised plans completed Sept. 22.

Same.—General contract on residence for F. J. Golden, located at Linwood and Grove, let to Roy Luchenbil, Inc.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Residence for Max Gillman. Contract let to Amsharry Merritt Co.

Same.—Preparing plans for residence for Dr. J. Stewart Hudson, Lothrop Ave., Grosse Pointe Farms. Lot 146x70. Ready about Nov. 15.

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

Malcomson & Higginbotham, Inc., CA. 9651.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich.

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

Same.—Receiving bids by invitation on Church of Christ at Dearborn, Mich. 80x50, brick.

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

O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Plans for alteration to St. John's Episcopal Church, Woodward and Vernor Highway.

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek, Mich.—Taking bids on the following: Concrete parking lot built over the river for A. C. Hebble.

General construction, plumbing, heating, ventilating and electrical for \$200,000 hospital for Battle Creek General Hospital Assoc.

Special store interiors for Fred I. Griswold.

Remodeling a residence for Dr. Robert Frazer.

Remodeling a residence for Miss Emma Brooks, Marshall, Mich.

Schilling, Edw. A., 409 Griswold, CH. 7390.—Plans ready for bids on church, South Range, Houghton Cy., Mich. 110x36, slate roof. Sept. 23. Bids taken: general, mechanical, architectural, electrical.

Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8499.—Taking figures on residence, Chandler Drive. O. M. Ballicuelle, owner.

Same.—Residence, Grosse Pointe Shores. Contracts let: Masonry, C. B. Hawkins, Inc.; carpentry, J. A. Moynes Co.; electrical work, Lastar Electric Co.; plumbing, heating and ventilating, R. L. Spitzley Co.

Same.—Taking figures on all trades, residence, Grand Marais Blvd. L. A. Irion, owner.

Smith, Hinchman & Grylls, RA. 8825.—Taking bids by invitation on 2 story store building for L. K. Butler Estate.

Same.—Building, Columbia and Woodward (L. K. Butler Estate). Plans ready shortly.

Same.—Preparing plans for factory addition to Farm Crest Baking Co.

Wright, D. Allen, 133 W. Gd. Blvd., LA. 4572.—Taking figures on summer residence near Rochester, Mich. Bids by invitation only.

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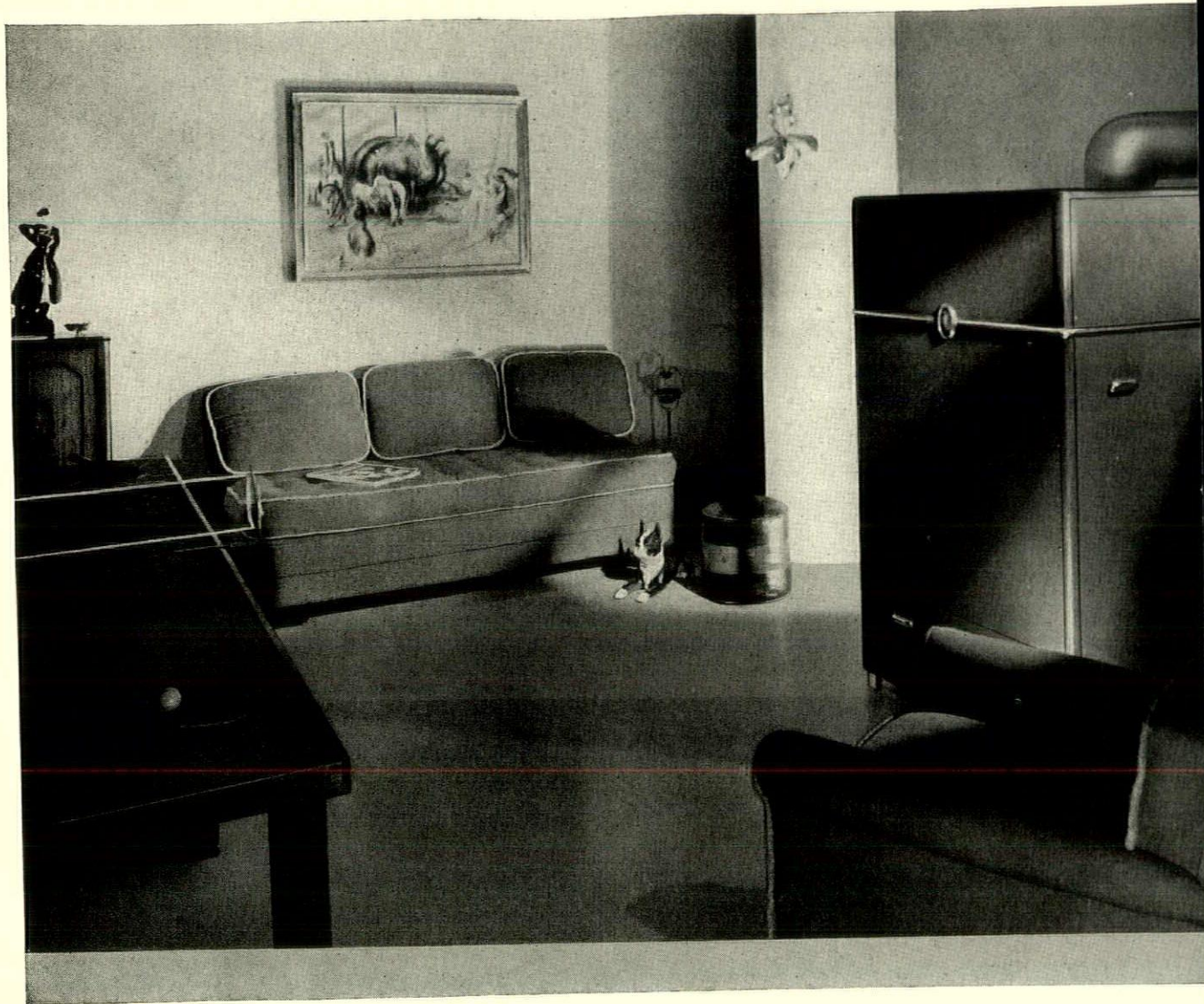
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OUTDOOR CIVIC MEMORIALS CITY OF DETROIT

(Continued from Page 5)

LIVINGSTONE LIGHTHOUSE MEMORIAL

Sculptor—Prof. Gáza Moroti of Budapest.
Architect—Albert Kahn.
Head of Belle Isle. Dedicated in 1930. Approximate cost—\$100,000; presented by Lake Carriers Association and popular subscription.

MAJOR GENERAL ALEXANDER MACOMB

Sculptor—Adolph Alexander Weinman
Washington Boulevard and Michigan. Dedicated September 11, 1908. Approximate cost—\$15,000; Michigan Branch of Daughters of 1812.

FATHER MARQUETTE

Sculptor—Julius Melchers.
Niche in northwest corner of City Hall. Gift of Bela Hubbard to City, August, 1884. Estimated cost—\$1,000.

STEVENS T. MASON

Sculptor—Albert Weinert.
Capitol Park. Unveiled Memorial Day, 1908. Estimated cost—\$15,000. State of Michigan.

WILLIAM COTTER MAYBURY

Sculptor—Adolph Alexander Weinman.
East Grand Circus Park. Erected by popular subscription, 1912. Approximate cost—\$22,000.

MERRILL MEMORIAL FOUNTAIN

Designers—Carriere and Hastings.
Palmer Park. Moved to Palmer Park from triangle in Campus Martius in 1925. Approximate cost—\$50,000. Gift of Mr. and Mrs. Thomas Palmer to City of Detroit.

MONASTERY BELL

Palmer Park—near Log Cabin—in rustic frame near Lake Frances. "This bell was designed and cast in 1793. It was taken to Mexico more than 100 years ago. Presented to the City of Detroit.

by Senator Palmer who at one time was U. S. Minister to Spain." Weight—1015 lbs.

W. K. MUIR DRINKING FOUNTAIN

Designers—Harrison Granite Company.
Belle Isle, near Casino. Erected in 1896. Estimated cost—\$3,000.

NEWSBOY AND HIS DOG (Drinking Fountain)

Sculptor—Frederic A. T. Dunbar.
Belle Isle, Central Avenue. Presented to City by James E. Scripps in 1897. Estimated cost—\$3,500. "The Evening News to the Newsboys of Detroit."

HAZEN S. PINGREE

Sculptor—Rudolph Schwartz.
West Grand Circus Park. Presented in 1903. Estimated cost—\$25,000. Citizens of Michigan.

PIONEER LOG CABIN

Palmer Park—northwest side of Lake Frances. Senator Palmer's mother designed the log cabin

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and caused it to be built. Presented by Thomas W. Palmer to City of Detroit, 1893.

FATHER GABRIEL RICHARD

Sculptor—Julius Melchers.
Niche in southeast corner of City Hall. Gift of Bela Hubbard to City, August, 1884. Estimated cost—\$1,000.

JOHANN C. F. VON SCHILLER

Sculptor—Herman N. Matzen.
Belle Isle—Central and Vista Avenues. Approximate cost—\$12,000. Gift of citizens of German descent, Detroit. Erected in 1937.

JAMES SCOTT FOUNTAIN AND STATUE

Sculptor of Statue—Herbert Adams of New York.
Architect—Cass Gilbert.
Lower end of Belle Isle. Unveiled May 30, 1925. Approximate cost—\$1,000,000; bequest of James Scott.

REV. SAMUEL FRANCIS SMITH

Sculptor—Samuel Cashwan.
Architect—Albert Kahn.
Belle Isle—near Athletic Field. Presented July 4, 1932. Approximate cost—\$26,000. School children and Rotary Club.

SOLDIERS AND SAILORS

Designer and Sculptor—Randolph Rogers of Rome.
Campus Martius. Unveiled April 9, 1872. Approximate cost—\$75,000. Popular subscription.

SPANISH-AMERICAN WAR

Sculptor—Allen G. Newman.
Belle Isle—Central Avenue near bridge approach. Presented June 12, 1932. Approximate cost—\$15,000. Wayne County.

VICTORY MEMORIAL ARCH

Architects—Malcomson and Higginbotham.
Vernor Highway—connecting Cass Technical High School and High School of Commerce. Completed in 1922. Approximate cost—\$54,000; Board of Education.

MAJ. GEN. ALPHEUS STARKEY WILLIAMS

Sculptor—Henry Merwin Shrady of New York.
Belle Isle—Central and Inselruhe Avenues. Unveiled October 15, 1921. Approximate cost—\$55,000. Loyal Legion and City of Detroit.



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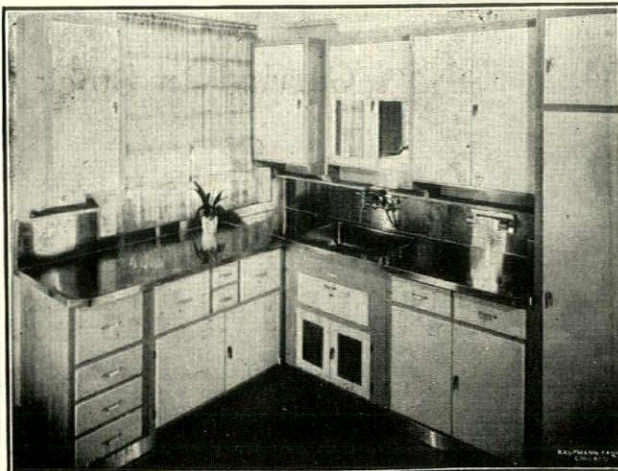
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