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# WEEKLY BULLETIN



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Vol. 11

DETROIT, MICH., OCTOBER 5, 1937

## UNDERSTAND THE ARCHITECT—AND YOU CAN SELL HIM

By Marsh K. Powers

*Reprinted from Sales Management*

It is a safe assertion that, of all men in American business, the architect is one of the least understood—even among those who seek his patronage.

I have heard sales managers say: "Architects are temperamental"; "Architects won't take time to listen"; "They're prima donnas—you can't deal with them reasonably"; "Don't waste time on the architect—get to his client—he's the only man who counts"—even down to "Architects don't know anything about our kind of product, and what's more, they don't want to know anything about it."

Whenever a sales manager feels that way, it is not surprising that his men enter architectural offices with unconcealed chips on their shoulders and make a sorry failure of the architectural market.

It is axiomatic of selling that you can't sell much merchandise to people toward whom you are antagonistic. If you don't like architects, don't try to sell them and don't ask your salesmen to call on them. If, however, you seek their patronage, be sure your salesmen have a thorough understanding of the controlling facts which differentiate architects from other prospects, so that they may approach them intelligently.

### **First Fall Meeting** **DETROIT CHAPTER, A. I. A.** **DETROIT UNIVERSITY CLUB**

Tuesday, October 12; Dinner at 6:30 P. M.

More detailed information will be mailed later.

In general averages it is true that the architect is half artist and half business man. The artistic viewpoint may seem to you the trait that makes him a difficult prospect. Admit, however, that it is imperative to the success of an architectural firm that artistry be well represented in its make-up.

Recognize, also, that any architect who succeeds in building up a sizable and consistent volume of business deserves the respect of any business man, in that he has met and mastered a peculiarly complex managerial problem.

An architect must provide an adequate office, maintain a sufficient staff, originate and produce sound plans and attractive designs, maintain contact with clients on work under construction, perform a complicated buying function and an equally com-

plex superintendence function, keep informed of new trends in design, construction, materials and treatments, squeeze out time somewhere in which to influence new assignments into his office, and continuously keep such an eagle eye on his costs that he can accomplish all the foregoing within a fixed and narrow margin, usually 6 per cent of the cost of the work entrusted to him—the sum total constituting a big league problem in business management.

In the large metropolitan offices, where the most important projects are handled, the various functions are divided and allotted to specific individuals. In such offices the material or equipment salesman may never reach or see a member of the firm. Instead, he will see the firm's specialist on his particular subject, so nothing is lost, as he is talking to a responsible individual.

Of the approximately eight thousand active architectural offices in the United States only a few rank in the foregoing classification. The great bulk, in point of numbers, is made up of those in which the principals are active in all phases of the work, or in which one partner is responsible for the artistic performance of the office, another for engineering and technical superintendence and a third for organization management and new business.

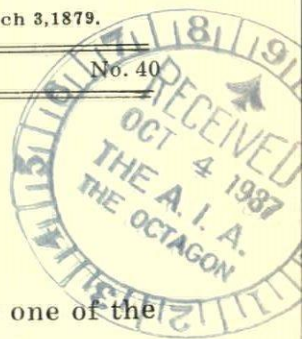
Take the progress of a small project through a one-man office. The job, we will say, is an office building for a factory, to cost \$40,000—architect's income (gross) \$2,400.

What does he do for this money?

Well, first, it costs him something in personal time to get the business, and perhaps something more in the way of club dues, civic or social activity or other form of "selling overhead."

Thereafter he must familiarize himself with all the requirements of his assignment. Then he must

(Continued on Page 3)





## BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.  
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Edited by E. J. Brunner

### Candidates for Council

The feature of prime importance at the golf outing banquet was the introduction of the two candidates identified with the construction industry who are running for the Common Council.

These two men who by the way are each earmarked (preferred) by the Civic Searchlight, official organ of the Detroit Citizens League, are:

FRANK MITZEL CONRAD NETTING

Conrad, who golfs quite regularly with our outings, was unable to be present.

Frank Mitzel was present and upon being introduced held his listeners interested while he impressed upon them the seriousness of the campaign.

The construction industry has an opportunity to work hard for these two "preferred" candidates, each of whom is thoroughly conversant with the problems of our industry.

The following facts about the two candidates are quoted from the Civic Searchlight:

"Mitzel, Frank G., 12521 Wilfred Ave., 41. General insurance and surety bond business 15 years. Born Jerseyville, Illinois, lived Detroit 22 years. Graduate high school Jerseyville, Ill., attended University of Detroit. Member of Wayne County Board of Supervisors since 1933. Preferred."

"Netting, Conrad J., 1526 Pennsylvania Ave., 68. Manufacturer. President Preserve Surface Co. Born Germany, lived United States 57 years, Detroit 49 years. Grammar school education, Pontiac, Mich. State Representative four terms 1925-1932 with excellent record. Preferred."

With two good construction men running, and with the direct challenge by labor interests openly made, it should be necessary to do only what has been done in this article so far, which is to call your

attention to Frank Mitzel and Conrad Netting as two candidates, either or both of whom if elected will be sympathetic to the problems of our industry and to the commonwealth's interest. Not only will their election be beneficial to employers but to the employees of this great industry.

How many of your employees will benefit if Detroit should be turned over to the C. I. O.? Think that over and then spread the true story which your own common sense makes out of the fact that these two alert businessmen from our industry are running.

### Best Golf Outing

After attending three consecutive outings staged by the Architects, Builders and Traders, an experienced golfer and cosmopolite from outside the construction industry volunteered the pleasing information that our outings are the most pleasant affairs it has been his lot to attend.

"The average of the golf played is nothing to brag about," said he, "although there are some very good golfers among them."

"But the thing which stands out is the fellowship. You cannot beat that bunch—and I say this after having played with outings not only in Detroit but in other cities. Your bunch has something on the ball which is hard to define."

Editor's Note: He made this statement of his own will and accord, but before sitting in on a little card game which persisted and persisted. What he would have said after that—I don't know.

The outing at Knollwood lived up to all expectations. The weather was perfect, and the whole works including the banquet participated in by 121 moved to successful conclusions.

In next week's issue will be complete tabulations of the records made.

The final golf outing will be at Brooklands, Tuesday, October 19.

### Bowling Starts October 6

The Builders' and Traders' bowling season starts October 6 at Recreation Alleys. Eight teams will start the season with strong guarantees of finishing it. Sponsors for these eight teams will be announced shortly by Clarence J. Geyman, chairman of the bowlers.

Initial plans were laid at a meeting held Friday, September 24 at the offices of the Builders' and Traders' Exchange to which all bowlers among the members were invited.

In the Builders' and Traders' outfit everything is settled by vote of the bowlers themselves. The time of bowling always is a matter for plenty of discussion. The choice was made in line with last year's successful season—namely 3 p. m. There will from present indications be eight five man teams.

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



## UNDERSTAND THE ARCHITECT—AND YOU CAN SELL HIM

(Continued from Page 1)

draw up initial plans and elevations and get them approved, perhaps in the face of a building committee representing as many conflicting opinions as it has members. After that he must prepare complete specifications and detail drawings, call in contractors, supply them with copies of the blueprints and specifications, and, after a few days, receive their bids.

All through the construction period he must superintend and scrutinize the various contractors' performances. He must keep a running check-up of costs in order to be able to approve the contractors' "estimates" for his client to pay. In addition, he may need to hold two or three conferences a week with his client.

If the preliminary period is covered in two months and erection is accomplished in four more, he receives the munificent remuneration of \$92 a week for his services, most of which, of course, goes to meet his fixed overhead and organization expenses.

If, however, the \$40,000 job represents a residence, the proposition looks even less alluring because it quite probably entails working for a client who cannot read blueprints, knows sufficiently little about architecture to desire impossible accomplishments, and fusses and frets about the progress of construction from day to day.

Obviously, an architect is a busy man. In the face of his need for saving time do not expect him to put his feet up on the table for a cozy session of an hour or two whenever a salesman wants to see him nor admit the salesman who tries to crash his gate outside of the hours allotted to interviews.

His success rests on handling plenty of work efficiently.

For that reason he can't give valuable hours to inducing his client to make this or that change from the original specifications. Even if it is an "extra," his additional compensation will rarely pay him for the time involved.

In busy times he is naturally reluctant to study a material or piece of equipment which he may have no occasion to specify until some day in the very indefinite future.

He can't risk specifying materials or equipment

about which he has the slightest doubt, so long as there are comparable items which his own experience has found satisfactory. In the first place, the untried item necessitates a new study and investigation; in the second, he can't afford to have his time taken up by clients' complaints after jobs are completed. There is little inducement to him to pioneer for pioneering's sake.

Second in importance to recognizing architects' need for conserving time, a salesman must keep in mind that an architect is spending other people's money. I have known salesmen who felt that this should automatically encourage carelessly decided expenditures and proceed accordingly in their solicitations. Quite the opposite is true.

An architect can logically approve a new device or material in theory, yet decline to specify it until it has demonstrated its dependability elsewhere. If it were his own money he were spending, he could feel free to gamble it on a new article. Since it isn't, he must play safe and decline the responsibility. Obviously, this handicaps the salesman of a new commodity and is the inspiration for much of the criticism that "architects aren't interested in new improvements—you've got to sell the owners."

To an architect each item in a structure is, properly, only an accessory part to the completed whole. It is the finished structure in which he is interested. He cannot be expected to wax excited over each of its multitudinous ingredients.

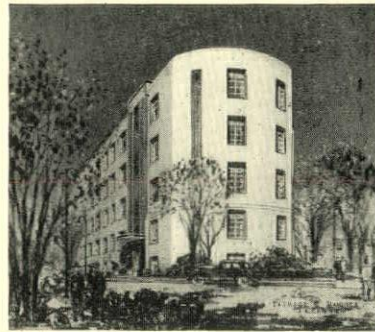
For two types of commodities he will fight long

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and hard—those that affect the appearance of the finished building and those in which a wrong selection will endanger permanence. On the pleasing appearance of the buildings he designs depends his professional reputation in his community—his principal source of new business. On lasting client-satisfaction—permanence—depends whether the job in hand will represent a true profit to him or whether his paper profit will be eaten up by the later cost of straightening out complaints.

On all commodities outside of these two classifications he is normally amenable to argument, though he quite naturally tends to specify whose materials or brands will be accepted without question by his client. That is why he is influenced by the public reputations of brand names. The better known they are the less explaining they need, and the specifications "stick" without argument as originally written. Moreover, if unexpected trouble develops, the maker or contractor is blamed—not the specification.

After a few favorable experiences with a particu-

lar specification an architect is in a frame of mind to include it on every job where it is logical. He can convincingly justify it to his client by first-hand examples—not by mere hearsay. It then stands a good chance to become a "standard specification" in his office and no longer needs a salesman's aggressive efforts to secure its inclusion.

To the mind of the salesman of a competitive article this can constitute injustice, bullheadedness and several other uncomplimentary things, especially if his own commodity is actually "just as good," and perhaps a few cents lower in price. Hair-splitting differences in possible quality or relatively insignificant discrepancies in price cannot always be of interest to an architect. Far more important is the assurance of satisfaction which is based on past experience.

I have known salesmen to criticize architects as "weak-kneed" who have let a client change a specification. Analyze such criticisms and you will find that the majority apply to items which affected neither the appearance nor permanence of the finished structure. Clearly, this is only sound policy on the architect's part. The change will not affect his public reputation. Furthermore, the owner, when he makes such a change, lifts from the architect's shoulders the responsibility for the performance of the substituted item. (Some architects expressly, and in writing, waive all responsibility for a specification changed by a client.) When an architect overrides his client's preference, it is only human nature on the latter's part to look for a chance to say, "I told you so!"

A criticism frequently heard is that "architects

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don't know half as much as they pretend to know about . . ." (here insert the name of the particular specialty in which the critic is interested).

It is perfectly normal that a salesman who concentrates on a single specialty, such as heat control, or ventilating ducts, or steel sash, or insulation, or any one of a score of other subjects, can amass a greater store of specialized lore than will an architect to whom it is only one out of a host of equally important interests.

Instead of regarding this as a shortcoming on the architect's part which handicaps sales-effort, a well-informed salesman can properly regard it as affording him a fortunate opportunity. An architect need not become an expert on every detail if, instead, he can develop completely dependable sources of information for which he can serve as a focus point in his client's interests.

In the qualification "completely dependable" lies the opportunity for the authoritatively informed salesman.

The salesman who is qualified in training and experience to serve as consultant and does not betray the responsibility in favor of his selfish interests can win and maintain an enviable entree.

Obviously, it takes time to build a reputation for this type of service just as, later, it takes time to render it. It takes time on the selling end and it should take additional time, after each sale, to check the actual installation on the job and, in the case of many items, actual performance after occu-

pancy. The salesman intent on getting, never giving, is not entitled to berate the architect who ignores his brand in favor of one which, in contrast, is sold and installed "with service."

A great part of the foregoing, if boiled down, comes to this—an architect is not a buyer in the ordinary sense, but is, fundamentally, a reseller.

In the sense that he decides millions of dollars of orders a year he is a buyer. In the sense that he must justify his selections to a third party he is a dealer or distributor and is just as awake to the "consumer acceptance," or lack of it, in an article as any retailer or wholesaler. A salesman who clearly recognizes this, and realizes why it is so, is necessarily going to approach architects in a different manner and with more success than the man who tries hammer-and-thongs methods.

The architectural market is a field in which the high - pressure, once - over, close-on-the-first-call

(Continued on Page 8)

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## ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—  
Preparing plans on following:

Inspection Unit and Garage—St. Jean and Kercheval. Dept. of St. Rys.

Preliminary studies, apt. bldg., East Jefferson Ave. and Seminole.

Remodeling store, 1065 Woodward Ave. Cunningham Drug Stores, Inc.

2-sty. and bmt. Mercantile Bldg., Jos. Campau and Yemans, Hamtramck. Federal Dept. Store.

Remodeling 2-sty. and bmt. store bldg., Allegan and S. Washington Ave., Lansing. Cunningham Drug Stores, Inc.

Prelim. studies, apt. bldg., Covington Drive and Second Blvd.

Two-story warehouse and remodeling of present warehouse at 12th and Maranette Aves. Cunningham Drug Stores, Inc., Owners.

One story loady dock 93x200, Piquette and John R. Forest Cleaners & Dyers, Inc.—Owners.

Two story store and office bldg. at Michigan and Schaefer, Dearborn.

Taking bids:

Remodeling of 2-story and basement store bldg., Oakman Blvd. and Grand River. Dabro Realty Co.—Owners.

One-story store bldg. (five stores), Harper Ave. between Chalmers and Lakewood.

Two-story add. to Federal Dept. Store on Gratiot Ave. near Seven Mile Road.

Bids closed:

1,500 seat Harper Theatre, located at the corner of Harper and Lakewood Aves., Harper Theatre Co.—Owners.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Add. to Greater Gratiot School. Bids closed.

Same.—Joy Theatre, Mack and Nine Mile Road. Bids closed.

Same.—Plans for res., Dearborn Hills. Owner—Hal Townsend. Taking figures.

Same.—WPA project—school add., Stanton, Mich. Approved contracts let soon.

Same.—Sketches completed for three fire halls, Dearborn, Mich. Awaiting approval.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Plans for Rectory, St. Michael's Parish, Flint, Mich. Rev. Maurice Chawke, Pastor. Ready soon.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for extension to power house for local manufacturer.

Preparing plans on following:

Mfg. bldgs. in New Jersey, assembly plant, air conditioned precision instrument bldg., office bldg. with ornamental enclosed water tower, foundry, garage, warehouse, personnel bldg., engineering bldg., power house and outside facilities such as gate houses, fences, railroad facilities, grading, drainage, pumping stations, sewers, etc.

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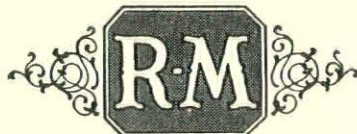
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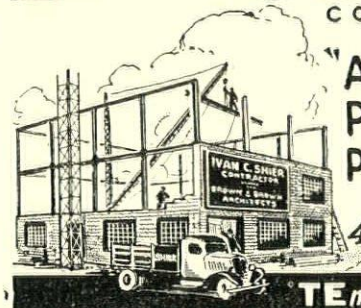
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**Taking figures:**

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club.

**Haughey, Harvey J.**, RA. 1047.—Doctors' offices, Mack Ave. near Lakepointe. Taking figures.

**Same.**—Store bldg., McNichols Rd. near North-western Highway. Taking figures.

**Jameson, Lawrence B.**, 8380 Jos. Campau Ave., MA. 9146.—Sausage factory. Taking figures.

**Same.**—Bids due Oct. 4 on final add. to Hamtramck Municipal Hospital. Certified check of \$25 is required before taking out plans. PWA project. Also city sewers. Plans can be obtained at this office. A deposit of \$20 required for plans. Bids closed 8 p.m. To be sent to City Clerk's office, Hamtramck. PWA project.

**Keyes, Hugh T.**, 747 Free Press Bldg., RA. 7415.—Prep. plans for res. for B. E. Hutchinson, Lake Shore Rd.

**Same.**—One store—Sanders Tri-Cleaning. Bids closed.

**Same.**—Bids closed on garden wall, Dr. J. S. Hudson, owner.

**Lewis, I. M., Inc.**, 816 Ford Bldg., RA. 4724.—Plans completed for one story store bldg., 5 stores—7501 W. McNichols Rd. cor. Welland. Owner—H. Guttentag, taking figures.

**Malcomson, Calder & Hammond, Inc.**, successor to Malcomson & Higginbotham, 1217 Griswold St., CA. 9651.—Girls' dormitory and Union bldg. for Western State Teachers College, Kalamazoo, Mich. Taking bids week of Oct. 3. General, Mechanical and Electrical contractors to figure.

**Same.**—Preparing working drawings for add. to Lincoln High School, Ferndale, Mich.

**Same.**—Church of Christ, cor. Coplin and Vernor Highway. Owners doing construction work.

**Marr, Richard**, 415 Brainard, TE. 1-6860.—Bids closed on 3 story add. to Nat'l Twist Drill & Tool Co.

**Mason, Geo. D. & Co.**, 409 Griswold, RA. 7850.—**LeRoy & Newlander**, Kalamazoo, Mich., Associates.—Working drawings for Kalamazoo Post Office completed. Government taking fig.

**O'Dell & Rowland**, 904 Marquette Bldg., CH. 7877.—Bids closed on remodeling of 3 story bldg., 2438 Woodward, for Edwin S. George.

**Same.**—Drawings for alteration to garage of Michigan Wineries on John R., Detroit.

**Same.**—Small factory for Allan A. Wales, cor. Clairpointe and Freud. Contract let to Conners & Fiddler.

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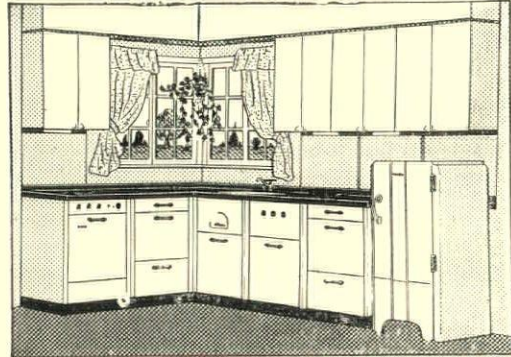
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that the less work their wives do, the happier the home is, that the electric kitchen solves the principal cause of the too much work complaint, as well as the help problem.

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"Technology, and the Planning of Tomorrow"

THURSDAY, OCTOBER 7th, 1937, 8:00 P. M.

3rd Annual Convention

Book-Cadillac Hotel



**Schley, Cyril E.**, 605 Lafayette Bldg., CA. 8499.—Remodeling of State Coffee Shop, Woodward Ave. Contract let.

**Same.**—Contracts let on alt. to apt. bldg., Bethune and Woodward to Rich Contracting Co.

**Same.**—Sketches for res., Quarton Lakes Sub., 35x28.

**Same.**—Plans for alt. to Rollins Co. (6 stories) completed about Oct. 15.

**Stachowiak, Stephen J.**, 3005 Caniff, TO. 8-7122.—Preparing plans: Two story store and office bldg., Dearborn; 14 family apartment bldg.; res.

**Same.**—Preparing sketches: 50 Bed Hospital for contagious diseases; 36x100 addition to auditorium; 40x70 two story addition to Veterans' Home (postponed for three months).

**Same.**—Prep. plans for residence.

**Same.**—Taking Figures: Two story and basement store and office bldg.; One story store bldg., 20x60.

**Stahl, Jno.**, 1118 Francis Palms Bldg., CA. 5818.—Res., 26½x52½. Owner—John Graham. (Under construction.)

**Wright, Frank H.**, 418 Fox Bldg., CH. 7414.—Restaurant, Dexter Blvd. Taking fig.

**Same.**—Theatre, Birmingham. Taking fig.

**WANTED**—Position of responsibility and direction desired by registered architect and registered engineer with architect, engineer or contractor. Experienced in architectural construction, allied engineering and in contracting. Available immediately. Address or call the Weekly Bulletin.

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Dependable Products—Dependable Service

## UNDERSTAND THE ARCHITECT—AND YOU CAN SELL HIM

(Continued from Page 5)

salesman is rarely successful. Canned sales-talks are resented. The architect does not want to be sold. What he wants is the facts on which to make buying comparisons and he prefers those facts unadorned with sales-embroidery. The architectural field, therefore, is not well suited to the so-called "go-getter," but calls for the salesman with patience, tact and a sincere desire to be helpful, particularly when that spirit of helpfulness is directed by an intelligent and sympathetic understanding of how an architect does his business. "Know your stuff, but make it snappy," is a sound platform.

Architects are human.

Under this sometimes puzzling artistic exterior they have all the human virtues and failings. Per working hour they are probably called upon for a greater expenditure of nervous energy than are executives in most other lines of business, a fact that is desirable to remember when dealing with them. We all of us respond to the fellow who shows by his comments, his actions and his whole behavior that he understands and appreciates our problems, our difficulties and our goals, and so do they.

A successful salesman of heating system equipment told me the following personal experience which aptly illustrates in a single incident many of the points covered in the preceding paragraphs. It is not meant to apply to all products which enter into construction work. Mr. and Mrs. Consumer

## BRYANT

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show but little interest, for example, in the brand names of building products that are hidden in the completed building.

His employer was a manufacturer of equipment adapted only to large structures—schools, hospitals, hotels, etc.—and had built up a valuable prestige in the field. In the hope of capitalizing this good will in a wider market, he added residence equipment to his line.

Nevertheless, it proved a flat failure so far as he was concerned.

The harder he worked the less headway he seemed to make. He was rapidly getting himself into the desperate frame of mind in which he blamed his lack of results on unfair competition, architectural stupidity and every other alibi not reflecting on himself or his product. His failure was affecting the quality of his solicitations. His manner was becoming critical and pugnacious.

One day he pulled himself up short and decided to take his case to some architect and ask for a frank explanation. He chose a firm in which one partner was a personal friend socially, outside of the office, the other a fellow-member of the same college fraternity and chapter.

He fortunately approached them at a time when both could see him. They listened carefully and then one of them spoke out frankly.

"Bill, we don't doubt for minute your quality and we like your prices—but that isn't the whole consideration. If we specified our make, we would first have to take an hour or so to explain it to a client and convince him that we were justified in our selection of a comparatively untried article. In the second place, should anything happen to go wrong with the installation in the next few years, he would blame us for forcing it on him, even though his faulty operation of it caused the trouble. And in the third place, should he ever want to sell his house, your equipment, to be brutally frank, would be a

liability unless your concern makes its name better known to the general public.

"Put yourself in our shoes.

"There's no engineering problem in your new line where you can help us in the same way you do on the other.

"The make we are specifying is well known. A client may know nothing about its technicalities, but he is satisfied because he is getting a popular, standard article. We don't have to spend any time in arguing for it. If anything goes wrong with it, he doesn't blame us—he doesn't even let us know, but kicks direct to the manufacturer or the contractor.

"Let's admit that your product is just exactly as good—even then your client wouldn't benefit. For the sake of saving a few dollars at the outset he would endanger his resale value. So, frankly, do you blame us?—are we as bad as you have probably been painting us?"

And the salesman was equally frank.

He said, "No."

### EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

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### A. I. WALLACE APPOINTED VICE PRESIDENT AMERICAN GAS PRODUCTS CORPORATION

Mr. W. T. Rasch, President of American Gas Products Corporation, on August 17th announced the appointment of A. I. Wallace of Chicago to the position of Vice President. Mr. Wallace has been associated with American Gas Products Corporation for the past ten years. His many friends both in the East and West will be happy to learn of his promotion. "Spike," as he is affectionately called by his associates and friends in the industry, has had a wealth of experience in gas fired heating equipment and automatic controls. His entry into the gas business dates back thirty years, twenty-five years of that time have been spent in manufacturing gas equipment.

He has a wide acquaintance throughout the industry and will continue to make his headquarters in the AGP Chicago Office.

### — P E L L A —

**Rolscreens—Venetian Blinds  
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(WALL AND CEILING)

Pigmented Wall Primer and Sealer No. 75; No. 30 Sheen Wall Paint.

#### WOODWORK AND TRIM

Triple Cover Enamel Undercoat; No. 50 Enamel Gloss.

#### FLOORS

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#### MILL-WHITES

Eggshell No. 500; High Gloss No. 510; Wall Primer No. 520; Floor Enamel No. 530; Dado and Pipe Enamel; Aluminum; Texolite.

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4. Better porcelain-enamel finish.
5. Longer life.
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9. Prices competitive with cast iron.

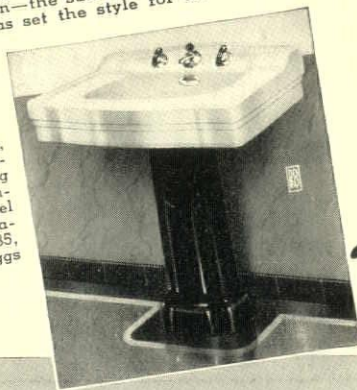
The buyer always wants *more* for his money. In Briggs Beautyware he gets it! One look usually makes this fact clear. Close, comparative inspection reveals not one, but nine special Briggs Beautyware features. Check the list at the left. The time has passed when the public will take "something just as good"—they want something *better*. Briggs' design and beauty help clinch sales—make satisfied customers. The public, however, pays no premium for Briggs Beautyware which has established an entirely new yardstick for plumbing fixture dollar value. No wonder architects everywhere are specifying it in order to complement the creative craftsmanship found in properly designed homes and buildings. Women like Briggs Beautyware because it lends a distinctive atmosphere to the bathroom and kitchen. Men appreciate its practical, functional design. Ask any master plumber or write direct to Briggs, Detroit, for further information.

BRIGGS MANUFACTURING COMPANY  
PLUMBING WARE DIVISION • DETROIT, MICHIGAN

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• Briggs Beautyware Safety Tub has such exclusive features as the flat, safety-tread (patented) bottom—the lip flange for better tiling-in—the safety seat and two-tone color combinations. It has set the style for all tub manufacturers.



• Like the Safety Tub, the Briggs lavatory designs are now being copied by other manufacturers. The model D-712, shelfback lavatory introduced in 1935, is one of many Briggs lavatory units.

# BRIGGS

## Beautyware

PLUMBING FIXTURES



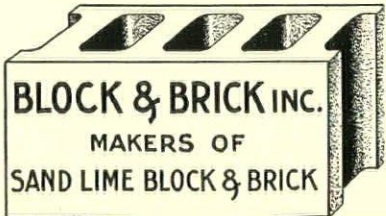
## HOME COOLING READY FOR PUBLIC, SAYS BREWSTER S. BEACH

"Build today's home to accomodate tomorrow's cooling," advises Brewster S. Beach in the September issue of "Architectural Record." Mr. Beach, who is editor of Air Conditioning Trends and director of information service, Committee on Research, American Society of Heating and Ventilating Engineers, states that there is very little question that home cooling, after nearly seven years of experimentation and developments, is ready for the public if the public wants it. Although it is realized that the extent of early adoption will depend on economic conditions affecting the buying power of the home owner, and that rising building costs may act as a deterrent, the best estimates in the field indicate that an accelerating trend to home cooling in one form or another is due.

Mr. Beach suggests that tomorrow's cooling system may be easily provided for in buildings erected today. He says: "New homes which are to be air conditioned will, in any event, require the installation of a system of air ducts and connections for radiators if a split system is used. Additional ducts may be placed in walls to accomodate cooling at a later date, thereby effecting economies in constructions costs and avoiding disorder and inconvenience."

Night air cooling by the use of attic fans to draw the cooler air into the home after sundown, resulting in the ability to lower temperatures overnight as much as ten to twelve degrees, is being widely used today, particularly in the South. Installations of this type can be made for approximately \$250 to \$350. It is also possible to introduce cooler night air into a home via the basement air-conditioning plant or warm air furnace, by operating the fan system in summer.

Although home installations of mechanical refrigeration to supplement night air cooling have not been very numerous to date, it is believed that this procedure holds interesting possibilities for future development. Extensive studies of night air cooling plus a small amount of mechanical refrigeration have been carried on by the Engineering Experiment Station of the University of Illinois, in co-operation with the American Society of Heating and Ventilating Engineers and the National Warm Air Heating and Air Conditioning Assoliation. These studies comprise not only technical experiments but also investigation of installations and operation costs.



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

### PUNCH and JUDY THEATRE

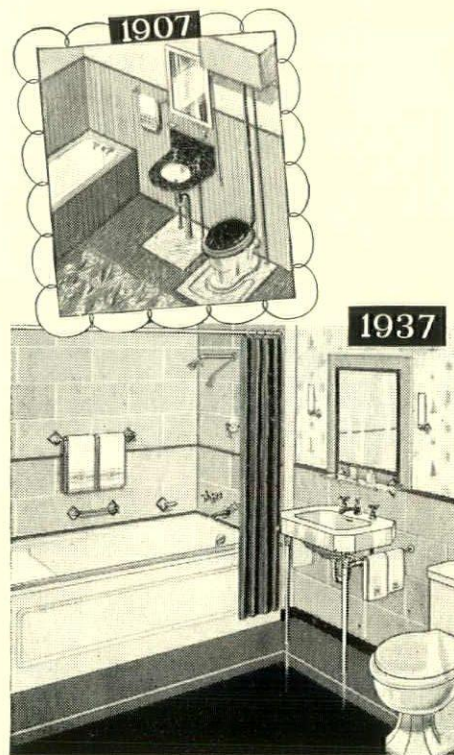
Kercheval at Fisher Road      Niagara 3898

WED.—THURS.—FRI.      OCT. 6—7—8  
Joel McCrea, Miriam Hopkins, Charles Winninger  
in "WOMAN CHASES MAN"

SATURDAY      OCTOBER 9  
Jack Haley, Patsy Kelly in "PICK A STAR"  
11 P. M.—Gloria Stuart in "THE LADY ESCAPES"

SUN.—MON.—TUES.      OCT. 10—11—12  
The Marx Brothers in  
"A DAY AT THE RACES"  
with Allan Jones

## KOHLER'S new idea in bathrooms



**SOMETHING NEW**, something needed has come to the modern bathroom. Kohler fixtures are designed to **MATCH**. Bath, lavatory and toilet . . . alike in simple lines and in flat, useful surfaces . . . alike in glass-like smoothness and down-deep quality . . . alike in new beauty and new precision of efficient fittings—valves, drains, and traps. Alike in their Kohler heritage!

Illustrated is the new one-piece Metric Bath with recessed seat; the popular Claridge Lavatory with chromium plated legs and handy side towel bars; the quiet, one-piece Integra Toilet. Kohler Co., Founded 1873, Kohler, Wisconsin. Detroit showroom at 3094 E. Grand Blvd.

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# WEEKLY BULLETIN



## MICHIGAN SOCIETY OF ARCHITECTS

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Vol. 11

DETROIT, MICH., OCTOBER 12, 1937

No. 41

### HOUSE ENROLLED ACT No. 227

*The following bill, which provides for fire-safe construction of school buildings erected in Michigan, was signed by Governor Frank Murphy on July 23, 1937.*

AN ACT to promote the safety and welfare of the people of the state of Michigan by regulating the construction of certain public buildings, and to define the class of buildings affected by this act; to prescribe the powers and duties of the fire marshal with respect thereto; to prescribe penalties for the violation of this act; and to repeal all acts and parts of acts, general, local and special, inconsistent with or contrary to the provisions of this act.

The People of the State of Michigan enact:

Section 1. No school building, public or private, or additions thereto, shall hereafter be erected in the State of Michigan except it be in conformity with the following provisions of this act:

the construction supervised by, an architect or engineer who is registered in the state of Michigan.

3. All walls, floors, partitions and roofs shall be constructed of fire-resisting materials such as stone, brick, tile, concrete, gypsum, steel or similar fire-resisting materials. All steel members shall be protected by at least three-fourths of an inch of fire-resisting material.

4. No wood lath or wood furring shall be used. However, these regulations shall not be construed as prohibiting the use of wood flooring on masonry sub-floors, or the use of wood sleepers, wood cabinets, or wood trim.

5. Every room enclosing a heating unit shall be enclosed by walls of fire-resisting materials and shall be equipped with automatically-closing fire-doors; and said heating unit shall not be located directly beneath a classroom: **Provided further**, That in any school where natural gas or any other kind of gas shall be used for heating purposes said gas shall be chemically treated before being used in such a manner as to give a very distinguishable odor if any leak should develop in the heating system.

6. In gymnasiums, fire-proofings may be omitted from the trusses and purlins if they are more than sixteen feet off the main floor level; also, from the steel supports of the running track. The running track shall be constructed of wood not less than two inches thick. It shall be the duty of the architect or

(Continued on Page 11)

### Attention!

#### DETROIT CHAPTER A. I. A.

meeting previously scheduled for Tuesday,  
October 12, has been postponed until

**Thursday, October 14, 1937**

DETROIT UNIVERSITY CLUB

Prominent  
Speaker

Dinner at  
6:30 p. m.

MEMBERS OF THE MICHIGAN SOCIETY  
OF ARCHITECTS INVITED

1. This act shall apply to school buildings having more than one story. If it shall be designed for class rooms in the basement, then the basement shall be considered as one floor. School gymnasiums, school cafeterias, school auditoriums and school places of assembly shall be specifically included under the provisions of this act.

2. All plans and specifications, for buildings under the scope of this act, shall be prepared by, and

### QUALITY ALWAYS

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PLAIN CEMENT FLOORS

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**GIBRALTAR**

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DETROIT MICH.  
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**BUILDERS' AND TRADERS' EXCHANGE OF DETROIT**

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.;  
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 Edwin J. Brunner, Secretary

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

**Golf**

**Brooklands**

**Dinner**

**October 21**

# **JESS STODDARD DAY**

**SIXTH 1937 OUTING OF ARCHITECTS, BUILDERS,  
AND TRADERS**

## ***Make Reservations***

The industry dinner at this outing will climax the season. Jess Stoddard will celebrate his birthday for the fourth time at this annual affair.

To obtain the service we want to give you, it is necessary for you to make reservations for this outing.

CALL RANDOLPH 5500 AT LEAST BY 10 A. M. OF THE DAY OF THE OUTING—THURSDAY, OCT. 21 AND TELL HOW MANY WILL BE IN YOUR PARTY FOR DINNER.

The golf oratory of the industry all will be in action. Bill Seeley our weatherman chairman who produces our weather will wind up the season telling us some very interesting sidelights.

Club is located between Rochester Road and John R., Auburn and 20 Mile Road.

### **Chemical Dehydration of Air**

PORTABLE CABINETS FOR RECREATION  
ROOMS AND DAMP BASEMENTS

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### **IRONITE WATERPROOFING AND RESTO-CRETE**

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O'HARA-QUINLAN LUMBER CO.—  
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Aubin Ave., Temple 2-6660.



## STATE ELEVATOR CODE

The State Legislature has recently enacted the Michigan Elevator Law known as House Enrolled Act No. 57, which will be administered by the State Department of Labor and Industry. The purpose of the said law is to provide proper supervision to insure the safe installation and operation of elevators in the State of Michigan, and further, to provide for regular inspections of such installations.

Commissioner George A. Krogstad has applied to the several organizations and departments who are most vitally concerned with the proper administration and enforcement of this Act to delegate representatives to serve as a Steering Committee. This group of representatives will be requested to draw up the necessary code and to create the organization necessary to carry out the provisions of the law.

The names of the members of this Steering Committee and the organizations which they represent are listed below.

- Mr. Richard Bragaw, Chairman — National Elevator Manufacturing Industry Incorporated
- Mr. T. A. Ewing—National Elevator Manufacturing Industry Incorporated
- Mr. Alexander Hepburn—Association of Casualty and Surety Executives
- Mr. Herbert A. Fisher—Building Owners and Managers Association of Detroit
- Mr. B. V. Gamber—American Institute of Architects
- Mr. Arthur F. Bassett—Detroit Real Estate Board
- Mr. Edwin H. Kuhnlein—Elevator Constructors Union
- Mr. H. H. Mills—City of Detroit Building and Safety Engineering
- Mr. James A. Purdy—American Mutual Alliance

All owners or users of elevator installations in the State are requested to communicate with the Department of Labor and Industry, 420 Transportation Building, Detroit, to register said elevators.

STEERING COMMITTEE  
PUBLICITY SUB-COMMITTEE  
Branson V. Gamber  
Chairman.

## "BILL" SMITH WITH LANPHAR

W. E. (Bill) Smith, formerly associated with S. C. Hadley, Incorporated, is now manager of the Mortgage Loan and Collection Department of the Melvin F. Lanphar & Company, Realtors.

**4½% — — to — — 5½%**  
**MORTGAGES**

F. H. A. and Non-F. H. A.

New Construction Prompt Service

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## FOX THEATRE

Week Opening October 8th

MADELEINE CARROLL and

FRANCIS LEDERER in

**"IT'S ALL YOURS"**

with Mischa Auer and a Stellar Cast of  
Hollywood Favorites

Headlines—TEX RITTER, the Screen's New Singing Cowboy; SNUB POLLARD, Film Comedian; AUGIE GOMEZ, Trick Roper; PRINCESS WHITE CLOUD, Full Blooded Indian Beauty; CAPPY BARRA HARMONICAS and EILEEN (JOLLY) BARTON, Radio Stars; THE THREE JACKSONS Daring Balancing Act; THE STANLEY BROTHERS, Dance Stars and the 16 GAE FOSTER GIRLS.

SAM KAUFMAN FOX ORCHESTRA  
FRANK CONNORS

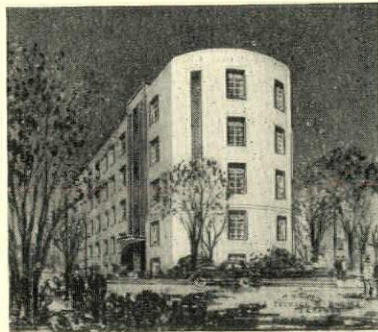
IMPOSTERS WHO APPEAR IN  
ARCHITECTS' OFFICES

It seems that the architectural profession is quite often taken as an easy means of securing something for nothing. A recent case was that of a man who represented himself as R. J. Donaldson. Having acquired a few technical terms, he has appeared in offices in Detroit representing himself to be a draftsman, and in the office of N. Chester Sorensen he stated that he had just been released from Harper Hospital. Of course, the object is to obtain money on a "hard luck" story, and most of these men are well versed in how to make the touch. After checking up on Mr. "Donaldson," Chester Sorensen found that his story was false, that he had not been at Harper Hospital, and that he had not been sent by a friend of Sorensen, as he had claimed.

Perhaps he is the same man who appeared in Champagne, Illinois, recently and after being befriended by George Ramey, departed leaving the architect minus his drawing instruments and other effects. This man gave his name as Clark, stated that he had worked in offices in New York and Boston, and that he was a graduate of Columbia University.

Perhaps the architect should check up a little more carefully before he takes so much for granted when one presents an honest face.

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## FROM FROZEN ASSETS TO LIQUID ASSETS

Like archeologists solving the riddles of life among now vanished races, workmen busy on the new terraced dining room and lounge bar addition to the Detroit Hotel Statler are uncovering tell-tale bits of evidence which throw light on past happenings at the northern end of Washington Boulevard.

First "discovery" was made by engineers who were probing in the basement of the south wing of the Statler, preparatory to shifting the whole weight of the building above them unto a new set of columns. In the middle of the basement they came upon a box-like concrete room.

"Knock it down" was the order. But workmen with picks, electric drills and cold chisels were able to make scant progress against the walls of this surprisingly strong structure. Investigations revealed that the obstruction was an old bank vault, constructed by a branch bank which once occupied one of the stores now being replaced by a handsome new lounge bar. It was made of concrete and steel and designed to resist the best destructive equipment which might be brought into use by persons seeking to make unauthorized withdrawals after regular banking hours.

Architects found it more expedient to allow this small Gibraltar to remain, and wrote it into the basement floor plans as a refrigerated vault for the storage of wines which require below room tem-

peratures. So now the change from frozen assets to liquid assets will be a short step for one bank vault.

While this problem was being solved, other workmen busy clearing a space nearby for the installation of the last word in dumb waiter equipment removed a few wall boards and were amazed to face a mural vista of rolling hills and verdant meadows, fading off into the sunshine of a perpetually cloudless sky. This time Washington Boulevard historians recalled the indoor golf course which was conducted in the basement of a men's furnishing store that once occupied part of the building.

"After a few more of these discoveries," commented Ward B. James, Statler manager, "we won't be surprised if the workmen show up some day with some silverware from the old Bagley mansion."—The Adrafter.

## PLUMBING FIXTURE COSTS BELOW 1933

Prices of staple plumbing fixtures today are 10 per cent below the prices in effect in the fall and spring of 1933-1934 and from 14 to 33-1/3 per cent below the base price for 1926, says the Plumbing and Heating Industries Bureau.

The comparison between prices of today and prices in the fall of 1933 and the spring of 1934 is significant, the Bureau points out, because this was the all-time low in the building industry.

There has been some comment in uninformed quarters about construction being retarded by a too rapid rise in prices, the Bureau observes.

While this comment may apply to commodities in general, it does not apply to the plumbing industry and, indeed, to many other items entering into house construction.

Measured by every standard, monetary as well as standards of beauty, color, design, efficiency, and engineering performance, plumbing is a better buy today both for modernization and new construction than it has ever been, the Bureau asserts.

The man who builds or modernizes this year gets the advantage of the revolutionary improvements that have been made in everything entering into a complete plumbing installation from the superb beauty of the fixtures in the bathroom and kitchen to the trouble-free performance of the system assured by advances in installation practice.

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One of the important elements introduced into its design is the "Counter-Flow Principle". The fan unit, mounted on top, blows air down over the heating surfaces in Counter Flow to the upward passage of the products of combustion on the other side of this heating surface. The Counter Flow Principle of heat transfer increases, to a maximum, the rate of transfer of heat from metal to air, and reduces the weight and size of the heating sections.

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## ANALYSIS OF NEIGHBORHOOD TO BE TOPIC OF NAREB AT PITTSBURGH CONVENTION

A striking development of the last few years in the field of real estate has been the increasing recognition of the importance of neighborhood factors as effecting the use and value of real estate. At the coming thirtieth annual convention of the National Association of Real Estate Boards at Pittsburgh, October 20-22, three of the great specialized branches of the business of real estate represented by the Association's Divisions and Institutes have selected as a central topic for their individual programs this important matter of relationship between the individual property and its neighborhood. Brokers will discuss neighborhood factors affecting pres-

ent and future use as they should be studied both on behalf of the buyer and on behalf of the seller, to find the logical user. Appraisers will study analysis of a given property's neighborhood (and hence its own probable future) to judge advisability of a mortgage loan upon it. Property managers will discuss the need of constant reshaping of the administration plan for a property in line with neighborhood trends.

Walter W. True, New York, Equitable Life Assurance Society's city mortgage department, will speak before the American Institute of Real Estate Appraisers on "Neighborhood Analysis in the Appraisal of Real Property." Robert H. Armstrong, New York, president of the New York chapter of the Association, will speak before its Brokers Division on "Neighborhood Factors in Real Estate Brokerage." Mr. Armstrong is trustee and secretary of the board of the Institute for Economic Research. James C. Downs, Jr., Chicago, president of Continental Management Company, will address the Institute of Real Estate Management on "Keeping Management Policies in Line with Neighborhood Forces." Mr. Downs is editor-in-chief of the Institute's technical quarterly, The Journal of Real Estate Management.

We wish to thank our good friend, H. J. Maxwell Grylls, for a large number of back issues of the Weekly Bulletin which he has been kind enough to save and turn over to us.

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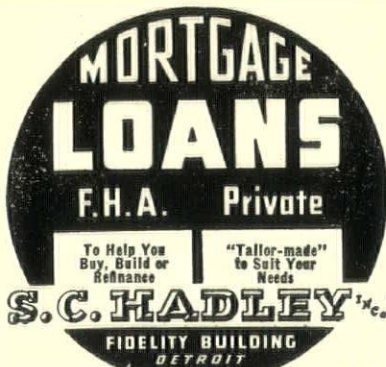
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## ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—  
Preparing plans on following:

Inspection Unit and Garage—St. Jean and Kercheval. Dept. of St. Rys.

Preliminary studies, apt. bldg., East Jefferson Ave. and Seminole.

Remodeling store, 1065 Woodward Ave. Cunningham Drug Stores, Inc.

2-sty. and bmt. Mercantile Bldg., Jos. Campau and Yemans, Hamtramck. Federal Dept. Store.

Remodeling 2-sty. and bmt. store bldg., Allegan and S. Washington Ave., Lansing. Cunningham Drug Stores, Inc.

Prelim. studies, apt. bldg., Covington Drive and Second Blvd.

Two-story warehouse and remodeling of present warehouse at 12th and Marquette Aves. Cunningham Drug Stores, Inc., Owners.

One story loady dock 93x200, Piquette and John R. Forest Cleaners & Dyers, Inc.—Owners.

Two story store and office bldg. at Michigan and Schaefer, Dearborn.

Taking bids:

Remodeling of 2-story and basement store bldg., Oakman Blvd. and Grand River. Dabro Realty Co.—Owners.

One-story store bldg. (five stores), Harper Ave. between Chalmers and Lakewood.

Two-story add. to Federal Dept. Store on Gratiot Ave. near Seven Mile Road.

Bids closed:

1,500 seat Harper Theatre, located at the corner of Harper and Lakewood Aves., Harper Theatre Co.—Owners.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Add. to Greater Gratiot School. Bids closed.

Same.—Joy Theatre, Mack and Nine Mile Road. Bids closed.

Same.—Plans for res., Dearborn Hills. Owner—Hal Townsend. Taking figures.

Same.—WPA project—school add., Stanton, Mich. Approved contracts let soon.

Same.—Sketches completed for three fire halls, Dearborn, Mich. Awaiting approval.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Plans for Rectory, St. Michael's Parish, Flint, Mich. Rev. Maurice Chawke, Pastor. Ready soon.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for extension to power house for local manufacturer.

Preparing plans on following:

Mfg. bldgs. in New Jersey, assembly plant, air conditioned precision instrument bldg., office bldg. with ornamental enclosed water tower, foundry, garage, warehouse, personnel bldg., engineering bldg., power house and outside facilities such as gate houses, fences, railroad facilities, grading, drainage, pumping stations, sewers, etc.

2 heavy press pits for local manufacturer.

3 body conveyor bridges, 2 sub-stations and air compressor installation for local Auto Company.

High pressure boiler and turbo-generator for local Auto Company.

2 power transformer stations for local Auto Co. Cold mill facilities for local company.

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co. Taking figures:

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club. Haughey, Harvey J., RA. 1047.—Doctors' offices, Mack Ave. near Lakepointe. Taking figures.

Same.—Store bldg., McNichols Rd. near Northwestern Highway. Taking figures.

Jamson, Lawrence B., 8580 Jos. Campau Ave., MA. 9146.—Sausage factory. Taking figures.

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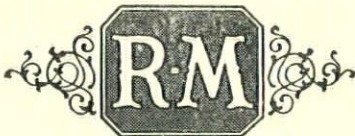
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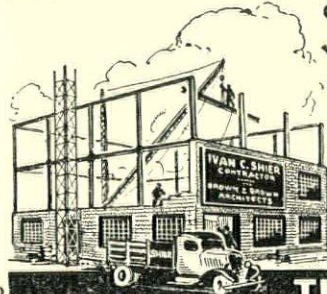
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**Same.**—Bids due Oct. 4 on final add. to Hamtramck Municipal Hospital. Certified check of \$25 is required before taking out plans. PWA project. Also city sewers. Plans can be obtained at this office. A deposit of \$20 required for plans. Bids closed 8 p.m. To be sent to City Clerk's office, Hamtramck. PWA project.

**Keyes, Hugh T.**, 747 Free Press Bldg., RA. 7415.—Prep. plans for res. for B. E. Hutchinson, Lake Shore Rd.

**Same.**—One store—Sanders Tri-Cleaning. Bids closed.

**Same.**—Bids closed on garden wall, Dr. J. S. Hudson, owner.

**Malcomson, Calder & Hammond, Inc.**, successor to Malcomson & Higginbotham, 1217 Griswold St., CA. 9651.—Girls' dormitory and Union bldg. for Western State Teachers College, Kalamazoo, Mich. Taking bids week of Oct. 3. General, Mechanical and Electrical contractors to figure.

**Same.**—Preparing working drawings for add. to Lincoln High School, Ferndale, Mich.

**Marr, Richard**, 415 Brainard, TE. 1-6860.—Bids closed on 3 story add. to Nat'l Twist Drill & Tool Co.

**Mason, Geo. D. & Co.**, 409 Griswold, RA. 7850.—**LeRoy & Newlander**, Kalamazoo, Mich., Associates.—Working drawings for Kalamazoo Post Office completed. Government taking fig.

**O'Dell & Rowland**, 904 Marquette Bldg., CH. 7877.—Bids closed on remodeling of 3 story bldg., 2438 Woodward, for Edwin S. George.

**Schley, Cyril E.**, 605 Lafayette Bldg., CA. 8499.—Sketches for res., Quarton Lakes Sub., 35x28.

**Same.**—Plans for alt. to Rollins Co. (6 stories) completed about Oct. 15.

**Stachowiak, Stephen J.**, 3005 Caniff Ave., TO. 8-7122.—Prep. plans for two store and office bldg., Dearborn, Mich., 14 family apartment bldg, residence, store and sheet metal shop, Hamtramck, Mich.

**Same.**—Prep. sketches for 50 bed hospital for contagious diseases, 36x100 addition to auditorium, 40x70 two story addition to Veterans' Home.

**Same.**—Taking figures for two story and basement store and office bldg.

**Same.**—Bids closed for sausage factory, (Letting of contract and building of factory postponed for 60 days). Two story store and office bldg., (Let on separate contracts). One story store building, 20x60', (Contract let—Starr-Massoll Co.).

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**Stahl, Jno.**, 1118 Francis Palms Bldg., CA. 5818.—Let contract to John Graham, brick and stone educational unit for Cadillac Blvd. Presbyterian Church. Size 48x89, 2 stairs and basement.

**Wright, Frank H.**, 929 Fox Bldg., CH. 7414.—Restaurant, Dexter Blvd. Taking fig.

**Same.**—Theatre, Birmingham. Taking fig.

## ARCHITECTS MOVE FOR REALTOR COOPERATION

Welcome action has been taken by the American Institute of Architects in the appointment of John R. Fugard, one of its governors, and chairman of the Chicago Housing Authority, as the Institute's representative to confer with an appointee of the National Association of Real Estate Boards on matters of mutual interest. This development may point to a program of cooperative effort between architects and Realtors, which should be of keen interest and benefit to the home buyer.—Freehold.

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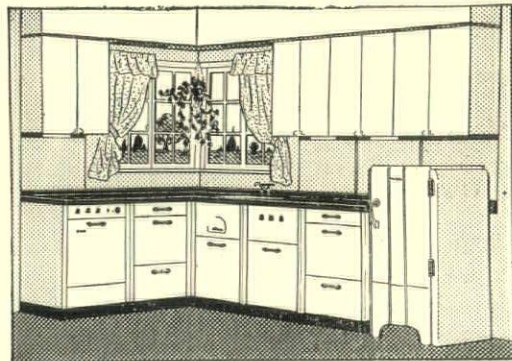
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## BUILDING CODE FAULTS

*A Letter from Ernest Flagg to The New York Evening Sun*

Mr. Lowry takes exception to some of my remarks concerning the new building code and offers a lengthy apology for the method used in making it. He seems to question the correctness of my statement that regulations of Budapest were contained on a single sheet and says that inquiry through the American Consul elicited the information that the charge for obtaining a copy would be \$2.50. If the Consulate was like other American Consulates with which I have been acquainted, that probably represented the consular fee, but whether it did or not, Mr. Lowry may rest assured that the document bears not the remotest resemblance to his idea of a building code.

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Saturday 11 P. M.—Ricardo Cortez in  
"CASE OF THE BLACK CAT"

SUN., MON., TUES., WED. OCT. 17, 18, 19, 20  
Clark Gable—Jean Harlow in "SARATOGA"  
with Lionel Barrymore and Frank Morgan

In every great city there are many laws relating to buildings, including those which govern height, street alignments, sanitation, etc. I have not seen those of Budapest, but am acquainted with the Paris ones, which are quite voluminous, some dating far back. Certain decrees by Napoleon are still in force. It may be that it was for something of this kind that the charge was to be made.

It was certainly for nothing so absurd as an attempt to codify building and engineering practice, for these are matters in constant flux, and to attempt to stabilize them as we do in our building code is so obviously impossible, except at great loss both in money and efficiency, as to require no argument. It is equally impossible to foresee and provide for every contingency as is attempted both in the building and multiple dwelling laws. I know by experience that one who is compelled to build under them is constantly met by absurd requirements, involving enforced waste and lack of efficiency owing to conditions which the framers of the law had not foreseen and provided for. The only sensible method is to require safe building—a thing we don't have now in spite of all our regulations. Safe building requires that the plans conform to recognized good building and engineering practice and nothing more.

The excuse given for our method of dealing with the matter is that we have builders who don't know how to build, but should the law be made for their convenience? Mr. Lowry says that even I would not approve of giving such persons a free hand. As to which he is perfectly right, nor would I help them out by making the law in the form of a builders' manual or construction guide.

I don't want to enter into a controversy with him or any one else, but I would like to suggest that steps be taken to provide this city with modern building regulations based on scientific principles which have proved successful elsewhere. If properly done it would result in enormous savings both to life and property. It is high time that a city of this size and importance should abandon habits acquired in pioneer days.

As a preliminary step advantage should be taken

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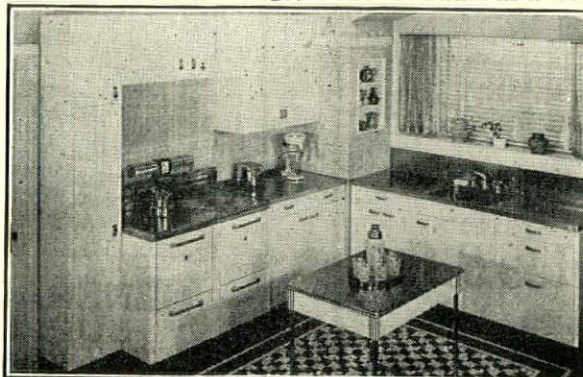
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of the experience of older communities and a thorough investigation made of European methods.

I am confident that recognized good practice in building and engineering will be found the only essential requisite and that our way of making the law by the clumsy and impractical specification way is nowhere in use. In spite of the progress which Mr. Lowry thinks is being made toward saner methods, the fact remains that each successive revision of the code sinks us deeper in the slough of complication. Why persist in following lines so manifestly wrong? Why impose a great and useless handicap and tax on construction and jeopardize lives by outgrown methods? Our scandalous fire loss is the result either of a lack of common sense or crass provincial ignorance.

## BUILDING FACT COMPILED BY U. S. CHAMBER

(Detroit News)

The importance of building as a factor not only in the advancement of living standards but in maintaining the national economic balance is reflected in a compendium of "Facts about Construction and Housing" issued by the Chamber of Commerce of the United States.

Among the facts listed, from official and authoritative sources, are:

That from a peak of \$11,060,000,000 in 1928 the volume of construction decreased to a low of \$3,022,000,000 in 1933. It increased to \$6,784,000,000 in 1936.

That private residential construction accounted for 39.2 per cent of the total construction outlay in 1928 and only 18.4 per cent in 1936.

That "overcrowding" of dwellings is much less in the United States than in many foreign countries, the percentage of such overcrowded dwellings ranging from 3 per cent in England to 1.4 per cent in 64 American cities.

That during the present decade the average annual increase in the number of families will approximate 475,000 to 500,000.

That the average annual number of family dwelling units upon which construction was started was 677,000 in the decade 1920-1929 and only 165,000 in the seven years 1930-1936.

That the total number of dwelling units built or under construction by the Federal Government to date is only 27,161.

That the greatest lag has been in the construction of low cost housing.

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## TO ALL ENGINEERS AND ARCHITECTS

It has come to the attention of the Bureau of Smoke Abatement that some hand-fired boilers are being installed without first having blue prints or sketches submitted to this Bureau for examination.

The Working Code for Smoke Abatement in Section 7-A specifies a minimum furnace volume of 1 cubic foot per rated h.p., and while this requirement does not call for a stoker permit, we do require the submission of prints showing the hand-fired installation so that a check may be made on the furnace volume.

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## STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF MARCH 3, 1933

Of Weekly Bulletin, Michigan Society of Architects, published weekly at Detroit, Michigan for October 1st, 1937.

State of Michigan  
County of Wayne, ss.

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

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

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

Michigan Society of Architects, 120 Madison Avenue, Detroit.

Andrew R. Morison, President;  
Robert W. Frantz, Vice-President;  
Cornelius L. T. Gabler, Secretary;  
John C. Thornton, Treasurer.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

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

TALMAGE C. HUGHES, Editor.

Sworn to and subscribed before me this 2nd day of October, 1936.

MILDRED E. LORENZ.

(My commission expires March 8, 1940.)

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# HOUSE ENROLLED ACT No. 227

(Continued from Page 1)

engineer to provide adequate exits. In all cases there shall be at least two stairways and the distance from the door of any class or assembly room to a stairway or exit shall not exceed one hundred feet.

Sec. 2. The architect or engineer preparing the plans and specifications or supervising the construction of any such building shall be responsible for constructing the building of adequate strength so as to resist fire, and constructing the building in a workmanlike manner.

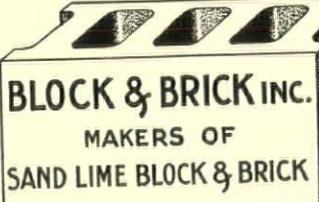
Sec. 3. The state fire marshal shall inspect any such building to determine whether or not the construction thereof complies with the provisions of this act. Each building shall be inspected by the state fire marshal at least twice during construction, one inspection to be made of the frame work of the building prior to plastering and one inspection shall be made on the completion of the building. With respect to such inspections, the state fire marshal shall have the same powers as set forth in act number one hundred seventy-eight of the public acts of nineteen hundred fifteen, as amended, being sections six hundred three to six hundred twenty, inclusive, of the compiled laws of nineteen hundred twenty-nine.

Sec. 4. The license or registration of any architect or engineer convicted of violating any of the provisions of this act shall be revoked. In addition, any architect or engineer violating any of the provisions of this act shall be guilty of a misdemeanor and upon conviction shall be punished as provided by the laws of this state.

Sec. 5. Should any provision or section of this act be held invalid for any reason, such holding shall not be construed as affecting the validity of any remaining portion of such section or of this act, it being the legislative intent that this act shall stand, notwithstanding the invalidity of any such provision or section.

Sec. 5a. The provisions of this act shall apply to the construction or alteration of any rural school building or gymnasium where the total cost thereof does not exceed five thousand dollars.

Sec. 6. All acts and parts of acts, local and special, are hereby superseded and repealed insofar as inconsistent with the provisions of this act.



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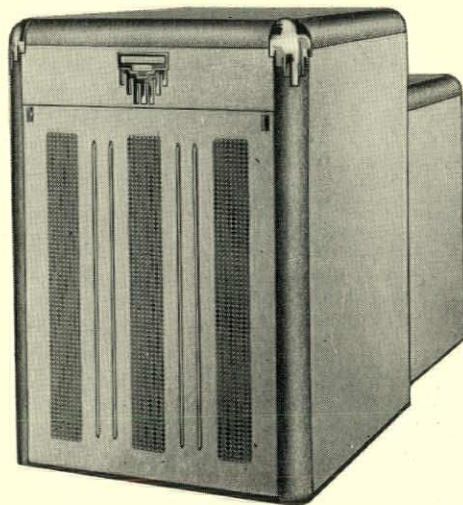
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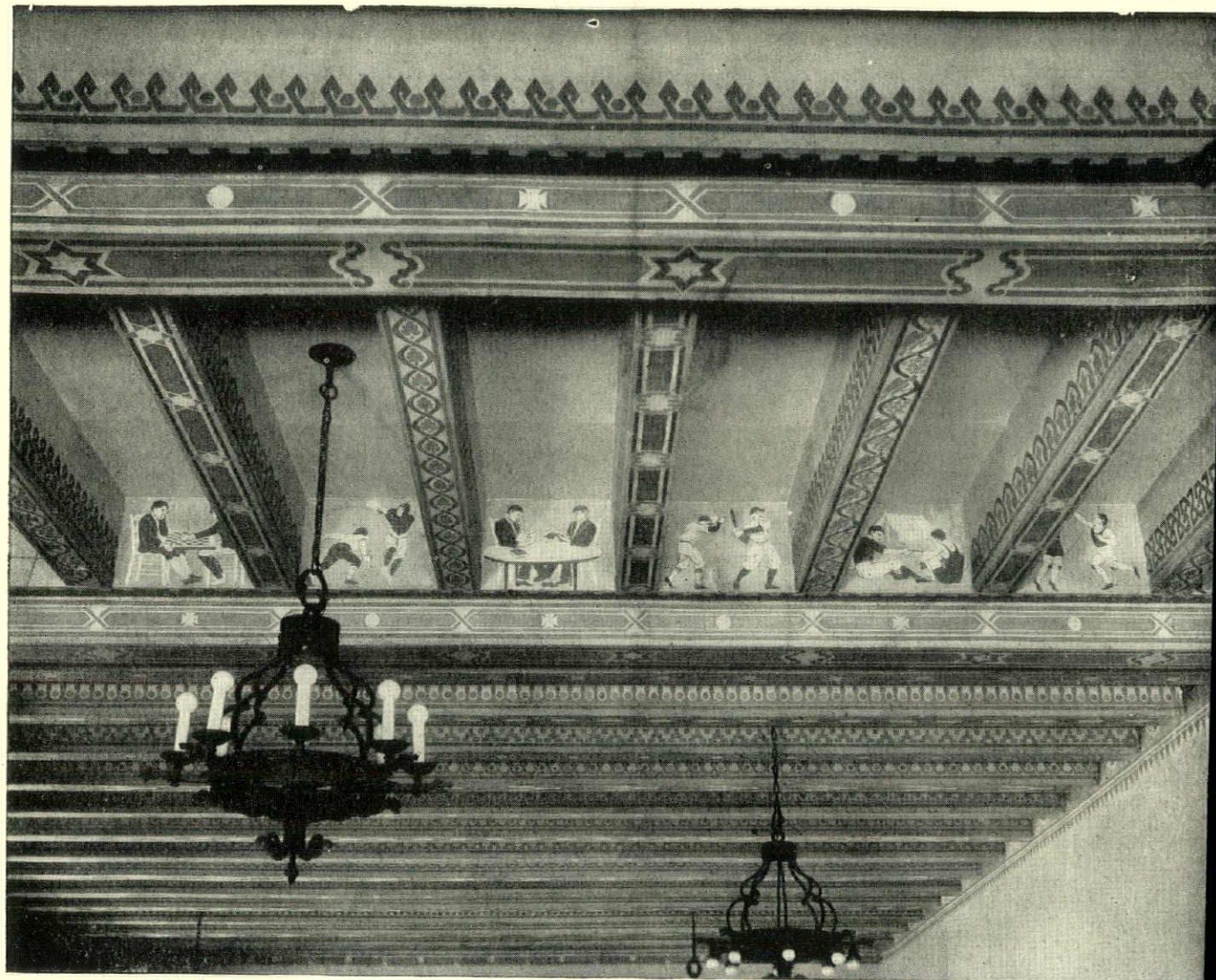
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# WEEKLY BULLETIN



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Vol. 11

DETROIT, MICH., OCTOBER 19, 1937

No. 42

## HOUSE ENROLLED ACT No. 57

*Recently Enacted by the Michigan State Legislature*

AN ACT regulating the inspection of elevators and granting certain authority to and imposing certain duties upon the department of labor and industry and the division of labor, and to provide penalties for the violation of the provisions of this act.

The People of the State of Michigan enact:

Section 1. That for the purpose of this act, "Department" shall mean the department of labor and industry of the state of Michigan.

"Division" shall mean the division of labor in said department.

"Commissioner" shall mean the commissioner of labor of said department.

"Elevator" shall mean all the machinery, construction, apparatus and equipment used in raising and lowering a car, cage or platform vertically between permanent rails or guides, and shall include all elevators, power dumb waiters, escalators, gravity elevators and other lifting or lowering apparatus permanently installed between rails or guides, but shall not include hand operated dumb waiters, construction hoists or other similar temporary lifting or lowering apparatus.

"Passenger elevator" shall mean an elevator constructed and used for carrying persons. A combined passenger and freight elevator shall be classed as a passenger elevator.

"Freight elevator" shall mean an elevator constructed and used for carrying materials: **Provided**, That this act shall not apply to freight elevators with a maximum speed of 50 feet per minute or less.

"General inspector" shall mean a state inspector examined and hired to inspect elevators and lifting apparatus for the state of Michigan.

"Special inspector" shall mean an inspector examined and commissioned by the commissioner to inspect elevators and lifting apparatus in the state of Michigan.

"Inspector" shall be construed to mean either a general or special inspector.

Sec. 2. Every elevator, as defined in section one of this act, shall be constructed, equipped, maintained and operated with respect to the supporting members, elevator car, shaftways, guides, cables, doors and gates, safety stops and mechanisms, electrical apparatus and wiring, mechanical apparatus, counterweights, and all other appurtenances, in accordance with the state laws and regulations relating thereto.

Sec. 3 To carry out the provisions and intent and purpose of this act, the department of labor and industry shall have the power, and its duty shall be,

to make, alter, amend or repeal rules and regulations for the inspection of elevators used in this state.

Sec. 4. No person shall be authorized to act, either as a general inspector or a special inspector, of elevators, unless he is an elevator construction man and holds a certificate of competency from the commissioner as provided for in section four of this act.

Application for examination as an inspector of elevators shall be in writing, accompanied by a fee of ten dollars, upon a blank to be furnished by the department, stating the school education of the applicant, a list of his previous employers, his period of employment and the position held with each. He shall also submit a letter from one or more of his previous employers certifying as to his character and experience.

Applications shall be rejected which contain any wilful falsification or untruthful statements. Such

(Continued on Page 10)

## NEW ARCHITECTURAL FIRM

Andrew R. Morison and Cornelius L. T. Gabler announce the formation of the firm of Morison & Gabler for the practice of architecture with offices at 616 Murphy Building. The telephone number is Cherry 4616. Both are members of the Detroit Chapter of The American Institute of Architecture, and the Michigan Society of Architects. Morison is president of the Michigan Society of Architects and Gabler is secretary of that organization.

The Producers' Council Club of Michigan invites architects to attend an educational dinner meeting to be held Monday, October 18, 1937 at 6:30 p. m. in the English Room of the Detroit-Leland Hotel. Mr. N. W. Scripture, Jr., director of Master Builders Research Laboratory will be in charge of the demonstration of a new and economical way of placing concrete and mortar with much less water. This is to be a most interesting program and architects are urged to attend.

Producers' Council of Michigan  
P. R. Marshall  
Entertainment Committee



# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

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439 Penobscot Bldg., RANDOLPH 5500

Edited by E. J. Brunner

## Construction Industry Dinner

Brooklands  
Golf and Country Club

October 21  
at 7 p. m.

### IN CONNECTION WITH SIXTH AND FINAL 1937 GOLF OUTING OF ARCHITECTS, BUILDERS' AND TRADERS'

*This is Jess Stoddard's home course and it's his birthday  
So it is Jess Stoddard Day*

Architects, members of the Builders' and Traders' Exchange, and guests are invited. Play golf in p. m. if you wish and if weather is favorable.

Come to the dinner regardless of the weather or whether or not you play golf. It is going to be a big interesting affair—and the grandest opportunity for men in the industry to meet each other in an atmosphere of fellowship.

We must have reservations for the dinner. We do not care whether or not you reserve for golf. Make up your mind now to join in this industry dinner and call Randolph 5500 at latest before 10 a. m. of October 21, and tell how many will be in your dinner party. Dinner will be \$1.50. Golf and dinner will be \$3.00. Do not fail to get in on this.

BILL SEELEY DOES NOT GUARANTEE THE WEATHER FOR THIS OUTING. IT MAY BE A FINE DAY TO PLAY GOLF—AND IT MAY NOT. HE DOES GUARANTEE THAT THE INDUSTRY DINNER IS GOING TO BE THE BEST EVENT THIS FALL. IT IS GOING TO BE A GREAT ROUNDUP. COME ANY TIME IN THE P. M.—ALL A PRELUDE FOR THE DINNER AT 7:30.

*Absolutely necessary to have reservations for this dinner.  
Call Randolph 5500 and tell how many.*

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## THE BRIGHTER SIDE

*From The Detroit Times*

We never tire of reading the ads in the real estate sections of the New York newspapers, especially the ones about the new houses.

Houses have always fascinated us, anyway. An unusually pretty house in a nice setting has for us the same attraction that a rare gem, or a beautiful painting, or a lovely woman might have for some one else. Well, we admire a lovely woman, too, but at our time of life, a handsome house is more engaging.

A lot of house building is going on around New York City right now, mostly in the suburbs. In fact, the building would amount to a regular boom anywhere else. The builders are putting up the new houses in batches down on Long Island, and up in Westchester, and everywhere in the vicinity of the big town.

They are mainly houses of moderate size, averaging perhaps six or seven rooms. Even persons who can afford them no longer like those huge houses that must have been the rage in New York, and environs, years ago, judging from the number that still survive to give modern housewives the shivers as they reflect on what the upkeep must have been.

The rich folks who own those tremendous country estates in the suburbs, with great sprawling houses, have been selling, or giving them away, and the big town house in New York City is rapidly becoming totally extinct. The overhead and the servant problem wore the owners down. In the meantime, however, the rage has turned to the small suburban home, and that is why we find the real estate sections growing fatter by the week.

### Different Tastes

A lot of those big old country estates have been turned into what the real estate boys call developments where the new houses are being built. They are small colonies of home owners, with restrictions of one kind and another for the mutual protection and convenience of the residents.

The old estates usually make ideal settings for new developments, because they are nearly always the choicest sites, and heavily wooded. You generally get most of your landscaping ready made with the new houses, which are of all manner of architecture.

Some of this architecture seems scarcely adapted to the general landscape, or the climate, but there is no more accounting for individual taste in houses than for individual taste in anything else. We suppose it would be a rather terrible looking world if we all liked the same identical form of architecture.

They tell us the Cape Cod type of architecture is

the most popular around New York just at present, though our personal preference is the stately looking Georgian type, of which we sometimes see pictures in the real estate ads that take us on Sunday journeys just for a peek.

We have to pretend to the nimble agents we are house shopping or they might not show much response to our interest in the house that has attracted us. We must say that the house invariably seems even better than it looks after listening to an agent awhile.

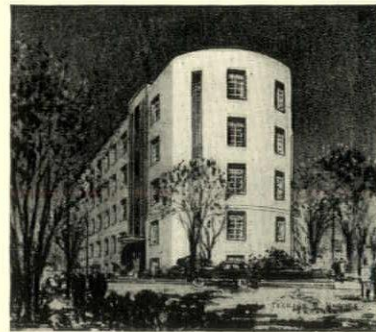
### For Starters

It is almost phenomenal the way the builders put up a small house nowadays. They have the most astounding conveniences, even down to a garbage eliminator right there on the premises.

And because they build these houses in batches, the builder can build them to sell to the ultimate consumer much cheaper than a man could put up a house of his own account. You can buy a completely modern little home around New York nowadays for incredibly low prices, on incredibly moderate terms.

We claim that every young fellow starting out in the world should try to acquire two things first of all: (a) insurance; (b) a house. If a fellow can get a house paid for early in his career, he eliminates from his worries when things get to breaking bad,

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### STAGE

Headlines—BUDDY ROGERS, Screen and Musical Star; GLORIA GILBERT, "Human Top" Ballerina; JUDY STARR, BUSTER SHAVER with His Two Talented Midgets of "The Mighty Barnum"; HARRIS & SHORE, Comedy Ballroom Dance Stylists; and the 16 GAE FOSTER GIRLS.



one of the greatest of all worries in time of stress, which is rent.

Of course we do not expect our advice to produce any tremendous rush of young fellows to the new developments to make their first payment on houses because it has been our observation that young fellows do not commonly give great consideration to a house as long as they have a hall, bedroom, but we guarantee that they will never again have the same opportunities to become home owners that now exist.

#### Not Bad At All

We are not implying that the young fellows need any great provocation, such as matrimony, to acquire the house. We are just suggesting it is a business change of the moment, and an anchor to the windward for the future. We still are under the influence of our last Sunday's reading which disclosed that you can buy a house for as low as \$38.90 per month.

The house was a pretty good looking house, too. All it needed was a lovely face against the window pane, with the figure of a brisk young fellow coming up the sidewalk from his daily toil. A \$38.90 per month that is not bad, especially with a garbage eliminator thrown in.

#### A CORRECTION

In the copy of "House Enrolled Act No. 227," which was printed in the last issue of the Bulletin an error appeared in Section 5a, which should have read as follows:

"The provisions of this act shall NOT apply to construction or alteration of any rural school building or gymnasium where the total cost thereof does not exceed \$5,000."

The copy in the Bulletin omitted the word "not". This act is intended to provide firesafe construction of school buildings.

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## HOME OF THE MONTH PLAN TO BE REVIEWED AT PITTSBURGH

*October Home Presents Traditional, Transi-  
tional and Modern Types of Architecture  
All On Same Floor Plan*

The House of the Month for October, chosen by the Land Development and Home Builders Division of the National Association of Real Estate Boards, pictured in McCall's magazine for October, presents three types of architecture, traditional, transitional and modern. All types are used on the same floor plan with but minor changes.

Under conditions of modern life, we want to shield ourselves from the outside world when we arrive home. The old front porch is no longer useful. The front now gives way to service. Living rooms face the garden end of the plot. Long drives to a garage are eliminated. Front yard planting becomes a part of the architecture of the house rather than just so much shrubbery. The October Home of the Month, planned to meet these considerations, is a house that is believed will spell "American" for generations.

The Home-of-the-Month plan will be discussed at the coming Pittsburgh convention of the National Association of Real Estate Boards (October 1922) by James Harold Hawkins, architectural editor of McCall's.

Elizabeth Gordon, joint author of "More House for Your Money", will talk before the home builders group at the Pittsburgh meeting on ways through which home builders of the future may build up living standards in respect to the family home.

#### NO CHARGE FOR PUNCTUATION

No doubt most of our members received the telegram which follows. However, for the benefit of any who may have missed it, here it is:

The Adcraft Club

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Effective October 15 Western Union Telegraph Company will transmit without charge all ordinarily used punctuation marks as written by sender and deliver messages in paragraphs if written in paragraphs by sender another step forward in increasing convenience of the telegram inaugurated by Western Union.

A. A. Burr Superintendent Western Union Telegraph Co.

This will be good news to advertising men in particular for they are heavy users of the telegraph services and the often necessity of including punctuation marks in the message has been decidedly expensive.—The Adcrafter.

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Dear Sir:

Once upon a time an architect died and went to Heaven. Upon being received by Saint Peter, he asked to be shown his old competitors . . .

Upon seeing them he was surprised to find that they were very, very thin . . . Just at that time dinner was served and to his surprise platters and platters of delicious food were placed before them. But before anyone was seated an angel came along and strapped an iron spoon on each arm. This spoon was strapped around the wrist and biceps, thus making it impossible to bend the arm. As a result they could only look at the food but could not eat it.

Our friend in his journeys went to another section where the lawyers lived and he found them all fat and healthy. While he was there dinner was served and an angel strapped the spoons on the arms in the same manner. To his surprise each lawyer dipped his spoon into his food and fed the man next to him. As a result all were served and satisfied.

Returning to the group of architects he asked one of his friends why they didn't do the same. The friend replied, "What? Me starving and I should feed that man next to me. Well, I guess not."

Cooperation is not a sentiment, it is an economic necessity. Perhaps if you fed those that fed you, we would all be fat and healthy.

Very truly yours,

"CONSTANT READER"

## DECORATORS INSTITUTE TO CON- VENE IN CLEVELAND

Wilfred S. Teetzel, of Teetzel Company, Detroit, will be among the well-known interior decorators who will attend a three-day meeting of the Board of Governors of the American Institute of Decorators, at Hotel Statler, Cleveland, under the auspices of the Ohio and Michigan chapters of the Institute.

George W. Bierce, of Cleveland, heads the Committee on Arrangements for the three-day sessions, which begin in Cleveland Monday, October 11, to be concluded in Detroit, Thursday, October 14, when the members will visit the Ford Museum in Dearborn and be the guests of the Michigan Chapter at luncheon. Frank W. Richardson, of New York, chairman of the Board of Governors, and head of one of the oldest interior decorating firms in this country—G. W. Richardson & Son, Syracuse, New York, will preside at the business sessions.

Other governors of the Institute expected to attend are: Mrs. Lorena Dillon Burchell, of Boaler, Burchell & Dillon, Inc., Miss Mabel Schamberg, Edmund C. Hamilton, of Edmund C. Hamilton Company, William C. Valentine, of Beverly & Valentine, and William R. Moore, of Chicago, Illinois; Mrs. Jessica Treat, Rockford, Illinois; Gustav F. Weber, of G. F. Weber Studios, Inc., Minneapolis Minnesota; Miss Nancy V. McClelland, of Nancy McClelland, Inc., Mrs. James C. Rogerson, of Arden Studios, Inc., Roy Belmont, of Roy Belmont, Inc., James H. Blauvelt, of James Blauvelt & Associates, Inc., William A. Kimbel, of A. Kimbel & Son, Inc., and Francis H. Lenygton, of Lenygton & Morant, Inc., of New York City; Joseph W. Valiant, of the Valiants, Inc., Baltimore, Maryland; Miss Frances M. Bradford, of Woodville & Company, Philadelphia, Pennsylvania; John A. Reardon, Jr., of John Reardon, Jr., Inc., Boston, Massachusetts; and Mrs. Mary Miller, of Mary Miller Interiors, Atlanta, Georgia.

One of the most vital reports will be presented by Mrs. Francis H. Lenygton, of New York, chairman of the Committee on Education. Among other items, the report will include a plan for calling a conference of heads of departments of schools of interior architecture and decoration from all sections of the country. The purpose of the conference will be to create nation-wide cooperation in making courses in interior decoration comprehensive enough to ensure the public that graduates will be thoroughly founded in the practical, as well as the artistic, elements of the profession.

Delegates attending the meeting will visit the studios of Cleveland decorators. As part of the entertainment program, Louis Rorimer, head of the Rorimer-Brook Studios, will entertain the decorators at his country home. The group will be guests also of Mrs. Windsor White at her estate, Halfred Farms, and will attend a performance at the Charles Brooks Theatre, to be followed by a supper at the home of Mr. Bierce.

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## ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans on following:

Six-story apt. bldg., 721 Seminole cor. E. Jefferson, Belvidere Land Co., owners.

Two-story store and office bldg., cor. Michigan and Schaefer, Dearborn. Cunningham Drug Stores, Inc.

Four-story and bmt. apt. bldg. to be erected at Covington Drive and Second Blvd. Covington Apartment Corporation, owners.

Remodeling of store at 1065 Woodward for Cunningham Drug Stores, Inc.

Two-story and bmt. mercantile bldg., Jos. Campau and Yemans, Hamtramck, for Federal Department Stores.

Remodeling of two-story and bmt. store bldg., cor. W. Allegan and So. Washington, Lansing. Cunningham Drug Stores, Inc., owners.

Two-story warehouse and remodeling of present warehouse at 12th and Marentette. Cunningham Drug Stores, Inc., owners.

Remodeling of second story of Industrial Insurance Bldg., 9225 Grand River. Wineman Realty Co., owners.

Same.—Plans completed:

Inspection Unit and garage, St. Jean and Kercheval for Dept. St. Rys. Will ask for bids soon.

Same.—Contracts let:

Wrecking of present bldg. at Michigan Ave. and Schaefer, Dearborn. Contract let to United Wrecking Co. Cunningham Drug Stores, Inc., owners.

Wrecking contract let to United Wrecking Co. for wrecking of bldg. at northwest cor. of Seminole and E. Jefferson. Belvidere Land Co., owners.

Contracts awarded on Industrial Insurance Bldg., Wineman Realty Co., owners: Masonry and Carpentry Work, Federal Builders, Inc.; Plumbing and Heating, Warner Plumbing & Heating Co.; Electrical Work, Checker Electric Co.; Plastering and Lathing, I. Hootner; Finish Hardware, John H. Freeman; Floor Covering, Peoples Outfitting Co.

Bennett & Straigt, 13526 Michigan Ave., OR. 7750.—Add. to Greater Gratiot School. Bids closed.

Same.—Joy Theatre, Mack and Nine Mile Road. Bids closed.

Same.—WPA project—school add., Stanton, Mich. Approved contracts let soon.

Same.—Sketches completed for three fire halls Dearborn, Mich. Awaiting approval.

Brandt, C. W., 401 Madison Theatre Bldg., CA. 6319.—Bids closed on alt. to Del-The Theatre, Mack and Holcomb.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Plans for Rectory, St. Michael's Parish, Flint, Mich. Rev. Maurice Chawke, Pastor. Ready soon.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for extension to power house for local manufacturer.

Preparing plans on following:

Mfg. blgs. in New Jersey, assembly plant, air conditioned precision instrument bldg., office bldg. with ornamental enclosed water tower, foundry, garage, warehouse, personnel bldg., engineering bldg., power house and outside facilities such as gate houses, fences, railroad facilities, grading, drainage, pumping stations, sewers, etc.

2 heavy press pits for local manufacturer.

3 body conveyor bridges, 2 sub-stations and air compressor installation for local Auto Company.

High pressure boiler and turbo-generator for local Auto Company.

2 power transformer stations for local Auto Co. Cold mill facilities for local company.

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co.

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**Taking figures:**

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club.

**Haughey, Harvey J., RA. 1047.**—Doctors' offices, Mack Ave. near Lakepointe. Taking figures.

**Same.**—Store bldg., McNichols Rd. near North-western Highway. Taking figures.

**Jameson, Lawrence B., 8580 Jos. Campau Ave., MA. 9146.**—Sausage factory. Taking figures.

**Same.**—Bids due Oct. 4 on final add. to Hamtramck Municipal Hospital. Certified check of \$25 is required before taking out plans. PWA project. Also city sewers. Plans can be obtained at this office. A deposit of \$20 required for plans. Bids closed 8 p.m. To be sent to City Clerk's office, Hamtramck. PWA project.

**Keyes, Hugh T., 747 Free Press Bldg., RA. 7415.**—Prep. plans for res. for B. E. Hutchinson, Lake Shore Rd.

**Same.**—One store—Sanders Tri-Cleaning. Bids closed.

**Same.**—Garden wall, Dr. J. S. Hudson, owner, awarded to Talbot & Meir.

**Malcomson, Calder & Hammond, Inc.,** successor to Malcomson & Higginbotham, 1217 Griswold St., CA. 9651.—Bids due on girls' dormitory and Union bldg. for Western State Teachers College, Kalamazoo, extended from Oct. 22 to Nov. 2 at 1:00. Due at the office of president, Western State Teachers College, Kalamazoo, Mich.

**Same.**—Preparing working drawings for add. to Lincoln High School, Ferndale, Mich.

**Marr, Richard, 415 Brainard, TE. 1-6860.**—Bids closed on 3 story add. to Nat'l Twist Drill & Tool Co.

**O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.**—Bids closed on remodeling of 3 story bldg., 2438 Woodward, for Edwin S. George. Held over.

**Schley, Cyril E., 605 Lafayette Bldg., CA. 8499.**—Sketches for res., Quarton Lakes Sub., 35x28.

**Same.**—Plans for alt. to Rollins Co. (6 stories) completed about Nov. 1.

**Same.**—General cont. on alt. to State Coffee Shop, 2125 Woodward let to John Senese Co.

**Stachowiak, Stephen J., 3005 Caniff Ave., TO. 8-7122.**—Prep. plans for two store and office bldg., Dearborn, Mich., 14 family apartment bldg, residence, store and sheet metal shop, Hamtramck, Mich.

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**Same.**—Prep. sketches for 50 bed hospital for contagious diseases, 36x100 addition to auditorium, 40x70 two story addition to Veterans' Home.

**Same.**—Taking figures for two story and base-ment store and office bldg.

**Stahl, Jno., 1118 Francis Palms Bldg., CA. 5818.**—Let contract to John Graham, brick and stone educational unit for Cadillac Blvd. Presbyterian Church. Size 48x89, 2 stairs and basement.

**Wright, Frank H., 929 Fox Bldg., CH. 7414.**—Restaurant, Dexter Blvd. Taking fig.

**Same.**—Theatre, Birmingham. Taking fig.

**DAILEY PREDICTS DIP WILL COME  
 IN 1948**

Clarke G. Dailey, president of the Real Estate Board of New York, says that the next decline in the curve of real estate activity may come about 1948, basing his prediction on the history of real estate cycles in this country. "In the United States," he said, "the cycles have been about eighteen years in duration instead of the fourteen mentally graphed in Joheph's dream, so presumably we have nine fat years and nine lean years. A study of curves depicting real estate activity, volume of foreclosures and the like over a period of years shows there are usually four or five years of precipitate decline and thirteen or fourteen years of gradual improvement."

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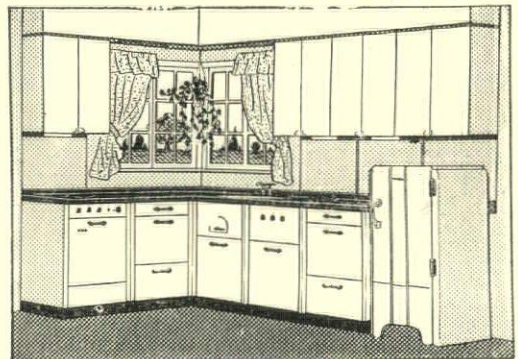
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## MOSCOW WILL BE WORLD'S FINEST CITY SAYS FRANK LLOYD WRIGHT

Moscow bids fair to become the finest city of the world, according to Frank Lloyd Wright, internationally famous architect, who returned recently from a visit to Russia as the guest of the Soviet government. During his stay in Russia, Mr. Wright attended the meeting of the All-Union Congress of Architects, was entertained by the Academy of Architects at their palace in Moscow, and also at their 400-acre park and recreation retreat at Suchanov, and inspected a collective dairy.

Writing his impressions of Russia's city planning and Russia's new architecture in the October issue of *Architectural Record*, Mr. Wright says: "Plans for the new Moscow are far ahead of any city planning I have seen elsewhere. There is splendid opportunity to make the city over because no private

property, nor sentimentality, can say no when the great plan requires the blowing up of whole sections of old buildings. Even sacred old landmarks are blown into the air to make spacious streets where dirty obscure lanes existed. The scope and liberal character of the proposed changes and extensions is astonishing. When completed, Moscow will inevitably be the first city of the world. But, to me, that can only mean something already dated and outlived by the advanced thought of our today."

Mr. Wright goes on to explain that, "with the Russian, as with the Americans, several more generations must pass away before a more natural way of life and building can take the place of the old order."

He mentions many of the friends he made among Russian architects and found that 'all of them took the present situation calmly with Russian humor and a touch of fatalism'. They have faith in their people and are by nature artists, whose determination is to create a new Russia.

He speaks of Jofan, who, he says, 'has built the most dramatic and successful exhibition building at the Paris Fair. The general motive of that building is not dissimilar to that of the Soviet Palace. . . . Here, on the whole, is a master architect's conception that walks away with the Paris Fair'.

In spite of a fine city plan, splendid wide avenues and park spaces that have already been laid out, palatial subway stations far superior to those of

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New York, and moving-picture theaters described by Wright as the finest good-time places to be seen anywhere in the world, he found a definite cultural lag that is checking the forward development of new architectural creations. In his opinion, all of the new Moscow will be too high. There will even be four-story school buildings where one story would be ideal. He found that, in Russia today, as in the United States long ago, the masses who had nothing and to whom the landed aristocracy appeared to have everything are having their turn to be pleased. They are taking their pleasure in bigness and luxurious grandeur in their buildings, grandeur that reproduces the aristocratic buildings of the past.

Mr. Wright found Russian architects far in advance of their American confreres in social consciousness and in power to visualize the finer creations they may build when their proletarian mass-client will permit them to design independently of traditional ideas.

He found that misfortune befell Moscow when her architects took after the left wing. That mistake in direction left some very negative and foreign results. The popular reaction was "picture-making in the antique, the picture-making which the older people learned as children to admire and covet."

It was hard for Mr. Wright to be reconciled to the delays Russia is experiencing, no matter how cheerfully, in getting architecture characteristic of her new life and freedom. But on the other hand, it is a marvel that a country so backward as Russia should have these things at all, at least, have them so soon—perhaps too soon.

Russian architecture marks her strength and vitality, but still, even to a seasoned observer like Mr. Wright, there is today and will be for some time to come something peculiar to the present cultural state of the Soviet in the sharp contrast between the workman's clothes and skyscraper elegance.

### AMERICA SETS WORLD STYLE IN BATHTUBS

When an American workman puts the finishing touches on a glistening enameled iron bathtub, he never knows if the tub is going to stay in the United States or if it is going abroad—if the bather is going to sing in the King's English or in French, if he will croon softly in musical Manchurian or if the tub will perchance reverberate with the lusty notes of a Roumanian vernacular.

Exports of American bathtubs, lavatories and kitchen sinks have been increasing with the general improvement in business throughout the world. American motion pictures with their elaborate bathroom sets are credited by manufacturers with hav-

ing made the world conscious of the superiority of American-made plumbing fixtures.

Once the American locomotive was the vanguard of American culture. Now it is the bathtub.

Newspapers throughout the world recently published illustrations of the sumptuous bathroom—equipped with plumbing fixtures "made in America"—in the Chateau de Cande, Monts, France, where Mrs. Wallis Simpson was a guest prior to her marriage to the Duke of Windsor.

Chinese generals, Indian princes, members of the European nobility, and even the proprietors of the Turkish baths in Turkey are among the opulent customers of American plumbing manufacturers. On the Seven Hills of Stamboul where once the women of the seraglio of Selim the Sot bathed in rose scented marble pools, the American bathtub is now preferred.

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## HOUSE ENROLLED ACT No. 57

(Continued from Page 1)

applicant, if the commissioner deems his history and experience sufficient, shall be examined by the commissioner, by a written examination dealing with the construction, installation, operation, maintenance and repair of elevators and their appurtenances, and the applicant shall be accepted or rejected on the merits of his application and examination.

There shall be issued by the commissioner to any applicant found competent upon examination, a certificate of competency in the inspection of elevators. A rejected applicant shall be entitled after the expiration of ninety days, and upon payment of an examination fee of ten dollars, to another examination. Should an applicant fail to pass prescribed examination on second trial, he will not be permitted to be an applicant for another examination, for a period of one year after the second failure.

Sec. 5. The commissioner may appoint and hire from the holders of certificates of competency, not to exceed five general inspectors of elevators for the state of Michigan.

Sec. 6. From the holders of certificates of competency in the inspection of elevators, any company which is authorized to insure elevators in the state of Michigan, may designate persons to inspect elevators covered by such company's policies, and the department of safety of any city and the clerk of any village may designate persons to inspect elevators in such city or village. Such persons shall have issued to them by the commissioner, commissions to serve as special inspectors of elevators in the state of Michigan. Such inspectors shall not be compensated by the state.

Sec. 7. A commission to serve as a special inspector may be revoked by the commissioner for the incompetence or untrustworthiness of the holder

thereof, or for the falsification of any matter or statement contained in his application or in a report of any inspection.

Sec. 8. If a certificate or commission is lost or destroyed a new one shall be issued in its place without another examination.

Sec. 9. If an elevator is insured by a company authorized to insure elevators in the state of Michigan, the inspection may be made by a special inspector of such company, and the only fee collectible by the state shall be the certificate fee of one dollar hereinafter provided for in this act.

Sec. 10. If an elevator is not inspected by a special inspector, the inspection shall be made by a general inspector, and for each inspection there shall be a fee charged as hereinafter provided for in this act.

Sec. 11. Every passenger elevator, escalator, freight elevators, including gravity elevators, shall be inspected once every six months. Power dumb waiters, hoists and other lifting and lowering apparatus permanently installed, between rails or guides, shall be inspected at least once every twelve months.

Sec. 12. Every inspector shall forward to the commissioner a full report of each inspection made of any elevator, as required to be made by him under the provisions of this act, showing the exact condition of the said elevator. If this report indicates that the said elevator is in a safe condition to be operated, the commissioner shall issue a certificate of operation for a capacity not to exceed that named in the said report of inspection, which certificate shall be valid for one year after the date of inspection unless the certificate is suspended or revoked by the commissioner. No elevator may lawfully be operated on or after January one, nineteen hundred thirty-eight, without having such a certificate conspicuously posted thereon; where there is an elevator cab, it shall be posted conspicuously therein.

Sec. 13. If any elevator be found which in the judgment of an inspector is dangerous to life and property or is being operated without the operating certificate required by this act, such inspector may require the owner or user of such elevator to discontinue its operation, and the inspector shall place a notice to that effect conspicuously on or in such elevator. Such notice shall designate and describe the alteration or other change necessary to be made in order to insure safety of operation, date of inspection, and time allowed for such alteration or change. Such inspector shall immediately report all facts in connection with such elevator to the com-

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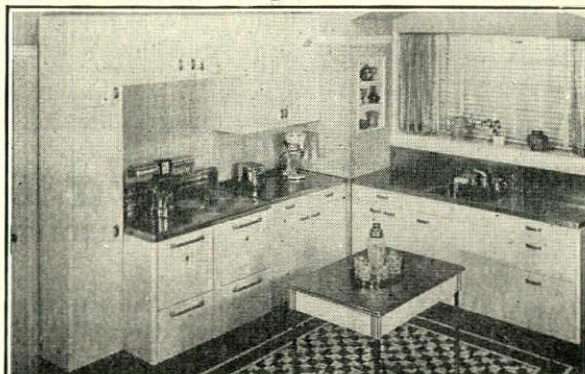
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11 P. M.—Lee Tracy in  
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missioner. In the event a certificate has been issued for such elevator, the said certificate shall be suspended and not renewed until such elevator has been placed in safe condition. In such case, where an elevator has been placed out of service, the owner or user of such elevator shall not again operate the same until repairs have been made and authority given by the commissioner to resume operation of the said elevator.

Sec. 14. The fee for the certificate of operation for all elevators, insured and uninsured, shall be one dollar. When an elevator is inspected by a general inspector, there shall be charged for each elevator a fee of three dollars for each inspection, up to the number of inspections required under section twelve of this act.

An additional fee of five dollars shall be charged for each inspection by a general inspector made on request of the owner or user of the elevator, whether or not the required number of inspections of the elevator in question have already been made. The final inspection, before operation, of a permanent, new or repaired elevator, under section fifteen of this act, shall be classed as a special inspection. Such final inspection shall be made by a general inspector, but the commissioner may designate a special inspector of a municipality to make such final inspection of any permanent elevator located in his municipality.

Sec. 15. Before any permanent elevator shall be erected, removed to a different location, or whenever any changes or repairs are made which alter its construction or the classification, grade or rated lifting capacity thereof, detailed plans and specifications of the said apparatus, in duplicate, shall be submitted to the department for approval; except in those municipalities which maintain their own elevator inspection departments, in which event, such plans and specifications shall be submitted to the elevator department of such municipality for its approval and, if approved, a permit for the erection or repair of such elevator shall be issued by the municipality. Where plans and specifications are submitted to and approved by the commissioner, a permit for the erection or repair of such elevator shall be issued by him.

A final inspection shall be made of the apparatus when installed or repairs completed, before final approval shall be given by the department.

The elevator shall not be operated until such final inspection and approval be given, unless a temporary permit be granted by the department.

Sec. 16. The owner or user of any elevator in this state shall register with the department of labor and industry, every elevator operated by him, giving the type, capacity and description, name of manufacturer and purpose for which each is used. Such registration shall be made on a form to be furnished by the department.

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Sec. 17. All fees provided for in this act shall be paid by cash, money order, or certified check to the department of labor and industry which shall transmit the same to the state treasurer.

Sec. 18. It shall be the duty of the department of labor and industry to enforce the provisions of this act.

Sec. 19. Any person, firm or corporation, who violates any of the provisions of this act or the rules and regulations made by the labor commissioner of the department of labor and industry as herein provided for, or who shall fail or neglect to pay the fees herein provided for, shall, for the first offense be fined not more than fifty dollars and costs, and for each subsequent offense shall be fined not more than one hundred dollars and costs, or by imprisonment in the county jail for not more than ninety days, or by both such fine and imprisonment in the discretion of the court.

Whoever continues to operate his elevator or other lifting or lowering apparatus, after notice to discontinue its use as set forth in section thirteen of this act, shall be likewise fined five dollars for each day the said elevator or lifting or lowering apparatus has been operated after the service of the said notice, in addition to the fines above set forth.

Sec. 20. Nothing contained in this act shall be construed to prevent the inspection of elevators by dealers in elevators or elevator equipment and an inspector by or in behalf of such dealer shall not be deemed to be a general or special inspector within the provisions of this act.

Sec. 21. The provisions of this act shall not be applicable to or in any municipality having elevator inspection regulations under any ordinances comparable with the provisions of this act.

Sec. 22. All moneys and fees received or collected under the provisions of this act shall be transmitted forthwith to the state treasurer and deposited in the general fund, to be disbursed only as appropriated by the legislature.

This act is ordered to take immediate effect.

EDITOR'S NOTE: The State Legislature has recently enacted the foregoing Michigan Elevator Law known as House Enrolled Act No. 57, which will be administered by the State Department of Labor and Industry. The purpose of the said law is to provide proper supervision to insure the safe installation and operation of elevators in the state of Michigan, and further, to provide for regular inspections of such installations.

Commissioner George A. Krogstad has applied to the several organizations and departments who are

most vitally concerned with the proper administration and enforcement of this Act to delegate representatives to serve as a Steering Committee. This group of representatives will be requested to draw up the necessary code and to create the organization necessary to carry out the provisions of the law.

The names of the members of this Steering Committee and the organizations which they represent are listed below:

Mr. Richard Bragaw, Chairman—National Elevator Manufacturing Industry Incorporated  
Mr. T. A. Ewing—National Elevator Manufacturing Industry Incorporated  
Mr. Alexander Hepburn—Association of Casualty and Surety Executives  
Mr. Herbert A. Fisher—Building Owners and Managers Association of Detroit.  
Mr. B. V. Gamber—American Institute of Architects  
Mr. Arthur F. Bassett—Detroit Real Estate Board  
Mr. Edwin H. Kuhnlein—Elevator Constructors Union  
Mr. H. H. Mills—City of Detroit Building and Safety  
Mr. James A. Purdy—American Mutual Alliance

All owners or users of elevator installations in the state are requested to communicate with the Department of Labor and Industry, 420 Transportation Building, Detroit, to register said elevators.

STEERING COMMITTEE

PUBLICITY SUB-COMMITTEE

Branson V. Gamber, Chairman.

## Economy Blue Print Co.

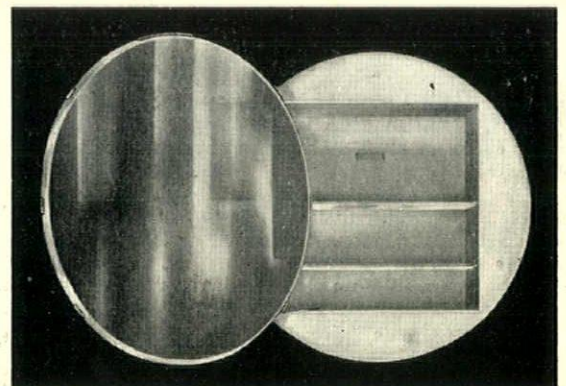
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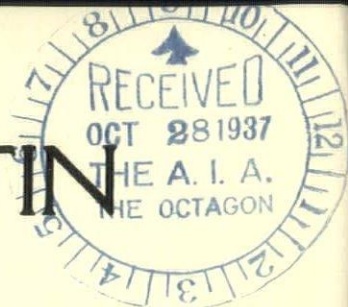
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# WEEKLY BULLETIN

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Vol. 11

DETROIT, MICH., OCTOBER 26, 1937

No. 43

## CHAPTER OCTOBER MEETING WELL ATTENDED

*Emery Stanford Hall, Guest Speaker*

The first fall meeting of the Detroit Chapter of The American Institute of Architects was held at the Detroit University Club Thursday evening, October 14, with dinner at 6:30 P. M. Those present were Messrs.: Hall, Harley, Hebrard, Cuthbert, Pottle, Lorch, Trout, Akitt, Ditchy, Pettibone, Frank Wright, Gamber, McConkey, Hyde, A. Morison, Sukert, Gabler, Varney, J. C. Morrison, Jensen, Keough, A. C. McDonald, Stinton, Stanton, Bennett, O'Dell, Sorensen, Hughes.

Alvin E. Harley, Chapter president, presided and introduced the host and sponsor, Mr. John L. Pottle, son of the late George Pottle. The chairman also asked Mr. Mason, whom he designated as the dean of architects, and Mr. Morison, president of the Michigan Society Of Architects, to stand and be recognized.

Mr. Branson Gamber announced a meeting to be held at the Engineering Society Of Detroit for the special purpose of considering Detroit's application for the government-sponsored Real Property Inventory. He stressed the need for such a survey, which would employ about six hundred people in gathering data which would be used in connection with Detroit's housing program, as well as many other problems. Gamber is chairman of the Engineering Society's Civic Affairs Committee.

Professor Emil Lorch introduced the guest speaker, Mr. Emery Stanford Hall, architect of Chicago, who is chairman of the National Council of Architectural Registration Boards. Professor Lorch stated that in 1920 a movement was started to co-ordinate registration boards and to set up national standards for examinations, reciprocity, etc. It was Mr. Hall who undertook the job of secretary at that time, and he has come through the struggles until at present all but five states have architectural registration laws. The speaker said, Mr. Hall was undoubtedly the outstanding authority on architectural registration in this country.

Mr. Hall spoke principally about preparation for

the practice of architecture, stating that his talk might be a little elementary for practicing architects, but that it was in connection with the Mentor System.

The Mentor is a member of the architectural profession qualified by experience and training to guide a candidate for architectural practice during the period of his preparation or candidacy for a standard examination of the National Council of Architectural Registration Boards. He spoke on the subject, "A Formula For Architects". The formula being  $NA (E+P) = \text{Architect}$ , in which equals one's natural talents, A his ability, E education, and P practical experience under guidance of an experienced practitioner. If N or A equals O, the result is bound to be O, he stated, as architects are born and cannot be created by any methods of man.

Some years ago, the Educational Committee of The American Institute Of Architects, The Association of Collegiate Schools of Architecture, The National Council of Architectural Registration Boards and the Beaux Arts School of Design, began a cooperating advisory council with the idea of equipping new-comers into the profession for their future work. The Mentor System is the result.

The speaker said that every architect owes it to himself to aid the one who is to succeed him. He compared the architect to an interne in medicine, stating that if one helps others he is bound to re-

(Continued on Page 7)

## QUALITY ALWAYS

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 Edited by E. J. Brunner

## BOWLERS GET FLYING START

The Builders' and Traders' Exchange bowling outfit rolled its official start on October 13th and from then on until the windup of the season in the Spring, the eight teams will compete each Wednesday afternoon—on the seventh floor of the Recreation Building.

Spectators are welcome and some weeks there is a sizeable gallery present.

Clarence J. Geyman, chairman of the bowlers, who took over second place in individual average is confident this will be the best season in years.

Richard Bruny, rolling two games well over the 200 mark, ranks "tops" at present but a 210 average is a difficult record to maintain.

The following bowlers smashed into the season with games over 200. Bruny 225—225; Squier 224; Geyman 222—202; Brunner 213; Harriman 213; Brodine 207; McGarrigle 203; Schuster 201.

Individual averages are scheduled herewith. No team averages will be published in these columns until the season is farther advanced.

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F. M. SIBLEY LUMBER CO.—6160 Kercheval Ave., FITZroy 5100.

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## TO MICHIGAN ARCHITECTS WHO HAVE NOT RENEWED THEIR REGISTRATION

This is to remind you that you did not renew your registration when it expired on January 1st, 1935. We think it would be advisable for you to renew your registration at this time as there is a possibility that the new Board, which is to be appointed to administer the new registration law, might require you to go through the process of making a new application. The following is an excerpt from the new law:

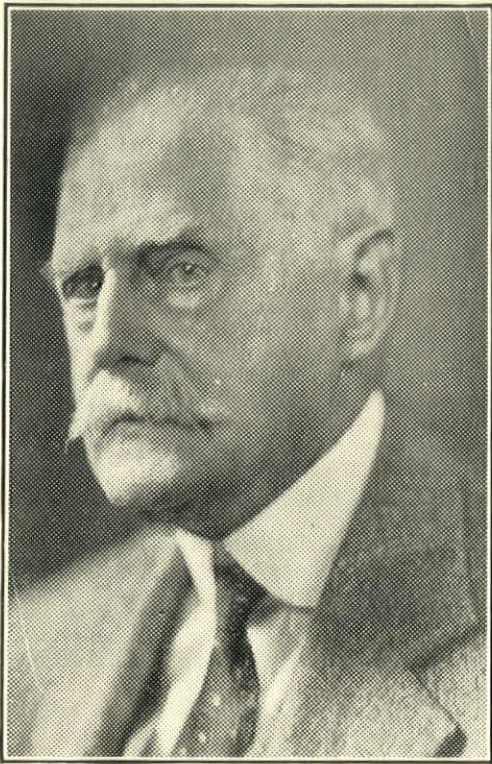
"All registrations as architects, professional engineers or land surveyors under the laws of this state and legally in force at the time this act becomes effective shall continue in force until they legally expire under the provisions of the act which authorized them. All persons previously registered as architects, professional engineers or land surveyors in this state and whose registration is legally in force at the time this act becomes effective may renew their registrations as provided for renewals under this act".

The renewal of your registration may be effected by sending the renewal fee of \$5.00 together with your present address and occupation.

C. T. Olmsted, Corresponding Secretary



## WILLIAM GEORGE MALCOMSON



William Malcomson, known as the dean of Michigan architects, died Tuesday morning, October 19, at his home, 61 Edison Ave.

Born in Hamilton, Ont., April 7, 1853, W. G. Malcomson came to Detroit in 1857, where he received his early education in the public schools. His first important commission was to complete the old Detroit Water Works pumping station and water tower after the death of the architect originally in charge of the work. He then entered the

office of Mortimer L. Smith and in 1885 went into business for himself, designing one of the firm's first work, the Young Women's Home at Adams and Clifford Aves.

In 1890 he formed a partnership with William E. Higginbotham. Mr. Higginbotham died in 1923, but the firm name was continued until recently. It was Mr. Malcomson's wish to provide for the continuance of the firm and so early part of this year he arranged for the change in the firm's name to Malcomson, Calder & Hammond. The firm of Malcomson & Higginbotham was responsible for about three-quarters of Detroit's fine school buildings, over a period of twenty-five years.

He was a member of the Michigan Society of Architects. He helped to organize it and served as its second president during 1916-17. He was a member of the Detroit Chapter of The American Institute of Architects, and in 1926 he was elected a Fellow of the Institute. Last June Wayne University conferred upon him the degree of Master of Science in Architecture. In recognition of his distinguished career and his contribution to the profession of architecture, his fellow architects on October 15, 1935, honored him with a testimonial dinner.

He was a genial gentleman, few Detroiters were ever better known, none esteemed more kindly. Thousands can remember his kindness, a generous deed, a needed word of good advice, an optimistic thought that gladdened a day. No one will ever know the sum total of W. G.'s good works, his little remembered acts of kindness and love, but his memory will live with thousands.

He is survived by his wife, Jennie E. Malcomson; four children, Mrs. Mallory N. Stickney, Dr. Joseph E. Malcomson, Mrs. Norbert D. Kulsavage and Mrs. C. W. Gregory; a sister, Rachel A. Malcomson, and a brother, Harry H. Malcomson.

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## EVILS OF THE FREE PLAN SERVICE

*The moral of this story—Architects should protect their interests with a written agreement.*

This is the story of an architect's day in court. It is being transcribed for the information and benefit of the profession. Names are fictitious, for obvious reasons.

Mr. Smith, A. I. A., was asked to make preliminary plans for a residence to be built on a narrow, deep, slopping lot in San Francisco, owned by Mr. and Mrs. Jones. An approximate cost limit was set at \$6,000.

To understand the conditions of employment, it should be explained that Mrs. Jones visited a "Small House Bureau", saw among exhibited plans one designed by Mr. Smith for a similar problem. The manager of the bureau arranged a meeting, meanwhile informing Mrs. Jones in details about the functions of an architect, the standard fee for residential work (10% of total building cost) and the established method of progressive payment on the fee. This was his regular practice with all visitors who expressed interest in building.

After the first meeting, Mr. Smith started work on plans, and during a period of about three months had frequent conferences with his clients, mostly spent considering the second of two schemes submitted. The customary discussions about details of arrangements were held, with the usual process of adjustment and minor change to meet wishes and objections and practical considerations. Finally, the only feature not settled to the apparent satisfaction of the clients was the exterior treatment of the main entrance. By this time a survey had been made, ordered by the architect at the request of the clients, and the plans had proceeded well into working plans.

At this point, Mr. Smith was notified in a telephone conversation that Mr. and Mrs. Jones had decided not to go ahead on account of increased building costs. A bill for \$120 was then sent to Mr. Jones, for architectural services in furnishing preliminary plans, being the customary 1/5 of 10% on estimated cost of \$6,000.

Payment was refused, and after some correspondence Mr. Smith brought suit for his fee. Being an architect who had consistently upheld high standards of professional practice, and who had office in the local Chapter of the American Institute of Architects and in the State Association of California Architects, he decided that he ought not let the matter drop; there was a principle involved, even though the amount was so small that full payment would hardly cover the costs of the suit. The decision should produce one of two things: either a warning to the public not to expect free plan service, or a warning to architects not to leave themselves unprotected by written or witnessed agreement with clients.

The suit came to trial. Mr. Smith testified to being requested to make plans, identified the successive sets of plans up to the final set (showing no change notes or other corrections, unlike all previous sets) and that no agreement for payment for services had been made, other than the statement made by the bureau director, in his introduction, that he had explained to Mrs. Jones the standard procedure, which was satisfactory to her. The director testified to this effect.

Mr. and Mrs. Jones testified that they had made a verbal agreement with Mr. Smith in his office (no other witnesses being present) to the effect that unless preliminary plans were satisfactory to and accepted by them, no fee would be charged and no payment made; that although when Mr. Smith was told to stop work, he was not told in so many words that the plans were not satisfactory, nevertheless they were not satisfied and could not accept the plans. Therefore, in accordance with said agreement, they did not owe him anything.

The decision was, in substance, that since these were people in modest circumstances with a limited amount to spend for building a home, they would naturally try to protect themselves from paying for plans they might not wish to use, and that some stipulation was probably made which was presumably overlooked by the architect, who was nevertheless sincere in his belief and had done a great deal of work; a judgment, therefore, was entered for the defendants.

In recapitulating the story of this case, a moral is clearly to be seen; that it behooves all architects, before starting work, to secure an agreement with their clients, either witnessed or (preferably) written, in accordance with standard practice. Thus,

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quoting from the A. I. A. form of agreement between owner and architect.

"If any work designed or specified by the Architect is abandoned or suspended the Architect is to be paid for the service rendered on account of it." The customary progressive payments on account of fee and for any extra services are specified; and, of course, the initial agreement:

"The Architect agrees to perform... professional services as... set forth..."

"The Owner agrees to pay the Architect for such services a fee of — per cent of the cost of the work..."

Many architects protect their services by writing a letter to the client, after a first conference, reviewing the verbal agreement and requesting a written confirmation, which can be simply a marginal okay with signature. This is probably as safe legally as is usually necessary.

The conduct of this case brings certain conclusions. Evidence as to the inherent improbability of a professional man's agreeing to a type of practice which as an official he had opposed for many years, is apparently not admissible. As Mr. Smith expressed it, outside the court, it was like "asking the President of a Bar Association to indulge in ambulance-chasing, or a policeman to agree to a burglary." Again, unsupported evidence is liable to be balanced numerically; the testimony of two witnesses on one side may be more acceptable than that of one on the other side. Moreover, it is almost impossible to reconcile different memories of verbal interviews six months old.

The purpose of this article is not only to emphasize the viciousness of the prevalent idea that "free sketches" are available from architects—an evil perhaps as old as the profession—but also to urge greater efforts toward unifying the profession in a stand against this practice and its stablemate, fee-cutting; and meanwhile, to advise the individual to protect himself so that he can secure at least a nominal compensation for his work. Otherwise, there is nothing to prevent a person from going to one architect after another, accumulating advice and suggestions and information gratis, until finally, and presumably for the lowest fee obtainable, an architect (or contractor) is employed to assemble all the results of this experience.

To say this inequitable, does not meet the situation. The only practical recourse is for the entire

profession to unite in refusing to perform any services without reasonable compensation. Perhaps what the profession really needs is an architectural St. John L. Lewis.—The Architect and Engineer (San Francisco).

## MASTER BUILDERS SPONSOR PRODUCERS COUNCIL CLUB MEETING

Monday evening, October 18, the Producers Council Club of Michigan held their first fall meeting and dinner at the Detroit-Leland Hotel. Mr. Albert A. Shirley of General Electric Company, president of the club, expressed his gratification at such a good attendance. He briefly outlined the purpose of the club, and introduced the speaker, Mr. E. W. Scripture, Jr., director of Master Builders Research Laboratory, who gave a most interesting demonstration of Master Builders' product, OM in concrete aggregate, which reduces materially the water content for mortar and mass concrete, thereby resulting in a better workability, less shrinkage and better waterproofing.

The speaker also introduced Bill Shoemaker, local representative of the Master Builders Company, who is well known to the architects of Detroit.

The meeting was successful and interesting and was followed by an informal get-together of architects and their good friends, the Producers.

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## ARCHITECTS' REPORTS

**Agree, Chas. N.**, 1140 Book Tower, CA. 9263.—Preparing plans on following:

Six-story apt. bldg., 721 Seminole cor. E. Jefferson, Belvidere Land Co., owners.

Two-story store and office bldg., cor. Michigan and Schaefer, Dearborn. Cunningham Drug Stores, Inc.

Four-story and bmt. apt. bldg. to be erected at Covington Drive and Second Blvd. Covington Apartment Corporation, owners.

Remodeling of store at 1065 Woodward for Cunningham Drug Stores, Inc.

Two-story and bmt. mercantile bldg., Jos. Campau and Yemans, Hamtramck, for Federal Department Stores.

Remodeling of two-story and bmt. store bldg., cor. W. Allegan and So. Washington, Lansing. Cunningham Drug Stores, Inc., owners.

Two-story warehouse and remodeling of present warehouse at 12th and Marentette. Cunningham Drug Stores, Inc., owners.

Remodeling of second story of Industrial Insurance Bldg., 9225 Grand River. Wineman Realty Co., owners.

Same.—Plans completed: Inspection Unit and garage, St. Jean and Kercheval for Dept. St. Rys. Will ask for bids soon.

**Bennett & Straight**, 13526 Michigan Ave., OR. 7750.—Add. to Greater Gratiot School. Bids closed.

Same.—Joy Theatre, Mack and Nine Mile Road. Bids closed.

Same.—WPA project—school add., Stanton, Mich. Approved contracts let soon.

Same.—Sketches completed for three fire halls, Dearborn, Mich. Awaiting approval.

**Brandt, C. W.**, 401 Madison Theatre Bldg., CA. 6319.—Bids closed on alt. to Del-The Theatre, Mack and Holcomb.

**De Rosiers, Arthur**, 1414 Macabees Bldg., CO. 2178.—Plans for Rectory, St. Michael's Parish, Flint, Mich. Rev. Maurice Chawke, Pastor. Ready soon.

**Giffels & Vallet, Inc., L. Rossetti, Associate**, 1000 Marquette Bldg.—Preparing plans for extension to power house for local manufacturer.

Preparing plans on following:

Mfg. bldgs. in New Jersey, assembly plant, air conditioned precision instrument bldg., office bldg. with ornamental enclosed water tower, foundry, garage, warehouse, personnel bldg., engineering bldg., power house and outside facilities such as gate houses, fences, railroad facilities, grading, drainage, pumping stations, sewers, etc.

2 heavy press pits for local manufacturer.

3 body conveyor bridges, 2 sub-stations and air compressor installation for local Auto Company.

High pressure boiler and turbo-generator for local Auto Company.

2 power transformer stations for local Auto Co.

Cold mill facilities for local company.

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co.

Taking figures:

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club.

**Haughey, Harvey J.**, RA. 1047.—Doctors' offices, Mack Ave. near Lakepointe. Taking figures.

Same.—Store bldg., McNichols Rd. near Northwestern Highway. Taking figures.

**Jameson, Lawrence B.**, 8580 Jos. Campau Ave., MA. 9146.—Sausage factory. Taking figures.

**Keyes, Hugh T.**, 747 Free Press Bldg., RA. 7415.—Prep. plans for res. for B. E. Hutchinson, Lake Shore Rd.

**Malcomson, Calder & Hammond, Inc.**, successor to Malcomson & Higginbotham, 1217 Griswold St., CA. 9651.—Bids due on girls' dormitory and Union bldg. for Western State Teachers College, Kalamazoo, extended from Oct. 22 to Nov. 2 at 1:00. Due at the office of president, Western State Teachers College, Kalamazoo, Mich.

Same.—Preparing working drawings for add. to Lincoln High School, Ferndale, Mich.

**Marr, Richard**, 415 Brainard, TE. 1-6860.—Bids closed on 3 story add. to Nat'l Twist Drill & Tool Co. Held over.

**O'Dell & Rowland**, 904 Marquette Bldg., CH. 7877.—Htg. contract on Wales Factory Bldg. let to W. Wilbur.

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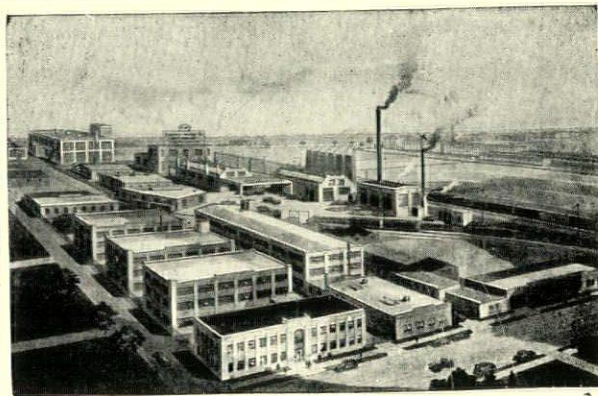
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Schley, Cyril E., 605 Lafayette Bldg., CA. 8499.—Sketches for res., Quarton Lakes Sub., 35x28.

Same.—Plans for alt. to Rollins Co. (6 stories) completed about Nov. 1.

Same.—General cont. on alt. to State Coffee Shop, 2125 Woodward let to John Senese Co.

Stachowiak, Stephen J., 3005 Caniff., TO. 8-7122.—Preparing plans: Two story store and office bldg., Dearborn, Mich., 14 family apartment bldg., res.

Same.—Preparing sketches: 50 Bed Hospital for contagious diseases, 36x100 addition to auditorium, 40x70 two story addition to Veterans' Home.

Same.—Plans completed: Store and Sheet Metal Shop, Hamtramck, Mich.

Same.—Taking figures: Two story and basement store and office bldg.

Same.—Bids closed: Sausage Factory (letting of contract and building of factory postponed for 60 days), two story store and office bldg. (let on separate contracts), one story store bldg., 20x60 (contract let to Starr Massoll Co.).

Wright, Frank H., 929 Fox Bldg., CH. 7414.—Restaurant, Dexter Blvd. Taking fig.

Same.—Theatre, Birmingham. Taking fig.

## CHAPTER OCTOBER MEETING

### WELL ATTENDED

(Continued from Page 1)

ceive some benefit himself. Mr. Hall urged the Chapter to fall in line and through its Committee on Education to cooperate with the Education Committee of the Institute at Washington toward the end that everyone who comes out of an architectural college will have a big brother in the profession.

Mr. Hall also discussed our new architectural registration act, which is a combined law for architects and engineers. He pointed out some of the difficulties which he said might be experienced in its operation, and considerable discussion followed which served to be most enlightening.

Professor Lorch spoke briefly, and asked the question, "What is it an interne has that an architect hasn't"? He answered by saying, it was maturity, that they are educated men before they even enter medical college, and that at present the medical training requires eight years.

"We architects," he said, "Remain one-half educated".

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## ROGER ALLEN MOVES OFFICES

Roger Allen, writer and architect, has moved to larger offices at 1029-1030 Grand Rapids National Bank building, in Grand Rapids.

The new Grand Rapids Public Museum project, for which Roger is the architect, this week received final approval from the W. P. A. and the work of tearing down the present museum building to make way for the new \$180,000 structure will begin Oct. 21. It is expected that excavating for foundations will begin about Nov. 15. The new museum will be a windowless structure of modern design, faced with Indiana limestone and polished black granite.

The same architect has completed plans for a \$25,000 residence at Benton Harbor for Waldo V. Tiscornia. The site is on a high bluff overlooking Lake Michigan. Construction of the house, which is of Early American design, will be postponed until early in the spring of 1938.

The \$140,000 high school building at Ionia, designed and supervised by Allen, is rapidly nearing completion and will be ready for the installation of fixtures by Nov. 15. The same architect has completed plans for a residence at St. Joseph for Lester J. Neuman, a former Grand Rapids resident.

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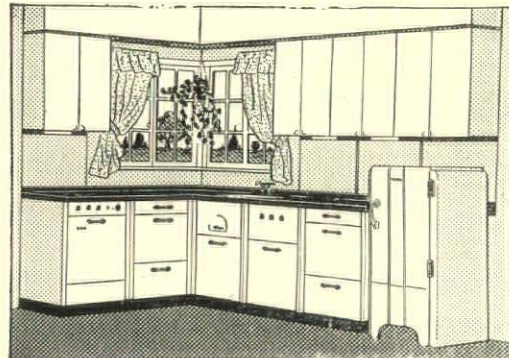
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## ADVERTISING FEDERATION HEAD ANSWERS BABSON

September 18, 1937.

Mr. Harold Hastings,  
The Adcrafter,  
Book Building,  
Detroit, Mich.  
Dear Harold:

I am sure you are taking cognizance of Babson's destructive blast of last week in Boston and thought you might be interested in what we are saying about it, attached.

The A. P. quoted my remarks before the Advertising Club of Cincinnati in a national release.

In my opinion this is a most direct and serious thrust at all advertising and I hope you plan to knife it.

Cordially,

GEORGE M. SLOCUM,

President, Advertising Federation of America.

In his personally-conducted column entitled, "A World In Edge-Wise," appearing in the September 18 issue of Automotive Daily News, Adcrafter Slocum had the following to say:

"I sometimes wonder how much of a loss it would be to this country if a few of our best known busi-

ness crystal-gazers were to retire from the public eye. The pity is we seem to forget so quickly that it is these same gentlemen who predicted a continuing prosperity and a business millennium just before the crash in 1929.

"That great boom-time investor in Florida real estate, Roger W. Babson, let go a blast of boom advice in Boston this week, which unfortunately AP wires carried to many a newspaper.

"Along with a lot of other piffle he had this to say: 'It is costing too much to move goods. It would be better for all concerned if some of the money now spent on advertising and selling would be used to increase wages and dividends. Mass production must be met by mass consumption. This requires low sales costs.'

"I imagine this blast will be carried in every labor and consumer research paper in America this week. It deserves a front page screamer head, 'STOP ADVERTISING AND BOOST WAGES,' SAYS BABSON! Now, it should be apparent to every schoolboy, if not to a so-called economist that for every dollar of curtailment in advertising and sales promotion which a corporation could make, labor would lose not less than \$1,000 in wages. Certainly this would be true in the automotive industry where I doubt if the ratio of sales and advertising expense to total labor costs from raw material to finished product is more than this.

"It is just this sort of information which the radical element is hungry to get and, believe me, they will take full advantage of the fact that they quote the words of a man who appears before so smug a group of 'Economic Royalists' as they will consider members of the Boston Chamber of Commerce to be.

"As if Babson had not attempted enough damage in his first blast, he continued by making the statement that next year there would be a boom either in the automobile industry or in the building industry, because 'people have not money to buy both.' And then in a final punch below the belt, he says that he had a 'hunch that before long people will see that a home and kids is better investment than a car and gas.'

"Answering him before the Cincinnati Ad Club that day, I said that the automotive industry would be the first to welcome a genuine boom in the building trades, which would give all the impetus necessary to make another banner year for the passenger

### M. DEN BRAVEN COMPANY

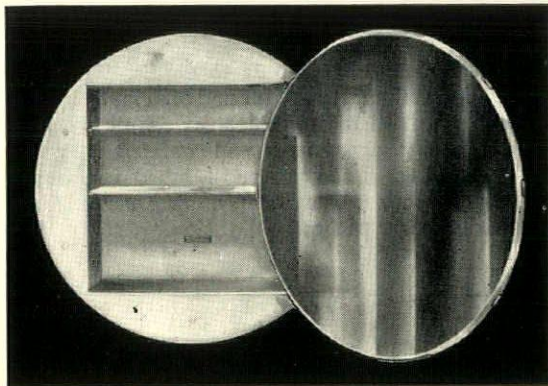
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car and truck business. How does Mr. Babson think the carpenters and plumbers and decorators get to their work in the building trades? Or how are the materials delivered if not by motor truck? And where are the homes to be built if not in the suburbs, away from congested city areas? And, if that is true, how do the owners get to their new homes if not by automobile?

"At a time when an entire nation is struggling to rid itself of unemployment and radicalism, a more serious menace to our democracy than any threat of foreign war we have had in 100 years, just how do you list such advice and such advisors? Sometimes I wish we did have a dictator with a sharp toe on his boot!"—**The Adcrafter.**

### LARGE SCALE HOUSING NOW ON INVESTMENT BASIS

Fostering a new concept of property ownership and management, in which constructive investment motives supplant speculation and exploitation, the Federal Housing Administration is making possible the entrance of conservative investors into the large scale rental housing field on a sound, long-term basis. Miles L. Colean, deputy administrator, states.

Prior to the depression, Mr. Colean pointed out, the vast majority of large-scale rental projects were constructed and financed on a speculative basis. Built to be "turned over" quickly, the properties frequently were overpriced, poorly constructed and undesirable in many other respects. Coupled with speculative financing and construction were the further evils of poor management and irresponsible landlordism. The physical and financial condition of the projects was further jeopardized by unreasonable rental levels and the failure of owners to devise adequate maintenance programs.

The evils of the system were spotlighted during the last depression, and responsible investors concluded that the large-scale housing mortgage field was too speculative for long-term investments.

"Much of the poor housing foisted upon the country in the last few decades is directly chargeable to the speculative builder and speculative financier," Mr. Colean said. "In developing our rental housing program, we devised qualitative standards which, while not being rigidly compulsory, would assure the acceptance of only soundly conceived, soundly constructed and well managed projects."

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"The fact that the Federal Housing Administration has issued commitments to insure mortgages on thirty-five projects amounting to \$29,937,000 demonstrates that private funds are again entering the rental housing finance field.

"While the insurance feature of the Administration's program is responsible in part for this changed attitude toward this hitherto precarious field for investment, it appears that the general development of a better understanding of the problems involved in this phase of the housing problem is a contributing factor.

"Each of the projects already approved serves to demonstrate to private investors the soundness of undertaking the construction and management of large scale housing projects as an investment rather than a 'get-rich-quick' scheme."

### G. R. ARCHITECTS ON NATIONAL COMMITTEES

Three members of the Grand Rapids chapter have been appointed to national committees of the American Institute of Architects.

According to Harry L. Mead, president of the Grand Rapids Chapter, the following appointments have been made: National committee on housing, V. E. Thebaud; public works committee, K. C. Welch; structural service committee, Edwin E. Valentine of Muskegon.

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**THE DETROIT EDISON COMPANY**



## OLD NAVIN FIELD TO BE ENLARGED BY 20,000

Navin Field will become Briggs Stadium before the start of the 1938 baseball season!

Walter O. Briggs, owner of the Detroit Tigers, has announced 20,000 new seats will be added to the present layout bringing the total seating capacity up to 60,000, second largest in the country. (Yankee Stadium, seating 72,000, is the largest baseball park.)

Briggs declared the new stadium will stand as a monument to the loyal Detroit fans who make this the greatest baseball town in the land.

### Contracts Out

Contracts for the work, to cost approximately \$600,000 already have been let to the Osborne Engi-

neering Company of Cleveland and work will begin as soon as details in the plans are completed. The Osborne firm has built the Yankee Stadium in New York, Cumiskey Park in Chicago and other huge ballfields.

When the additions are completed, sometime early next Summer, the field will be officially renamed Briggs Stadium. This will be its third name. Originally it was called Bennett Field. This was changed to Nevin Field in honor of the late Frank J. Navin.

At present, about \$100,000 worth of repainting and repairs are being made to the field.

The Detroit Tigers have had a good year, Briggs said, but the new improvements will eat up a great deal more than the profits.

### New Bleachers

The additions will make the field roughly a square. The new bleachers will be the upper deck at the corner of Cherry street and Trumbull avenue. They will be uncovered. The rest of the stands will be roofed.

The dimensions of the reconstructed field will be approximately the same as at present.

The Detroit firm of architects, Giffels & Vallet are consultants on the additions.

## 15 COUNTIES ADDED TO GRAND RAPIDS CHAPTER

Grand Rapids chapter, American Institute of Architects, has been notified by the institute's office in Washington that the upper peninsula of Michigan has been assigned to the local chapter, according to John P. Baker, secretary.

The northern peninsula was formerly a part of the territory of the Detroit chapter. The Grand Rapids chapter now includes, besides the 15 counties of the upper peninsula, the western 31 counties of the lower peninsula.

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FRIDAY—SATURDAY OCTOBER 29—30  
Jack Oakie—Ann Sothern in  
"SUPER SLEUTH"  
Sat. 11 P. M.—Rochelle Hudson in  
"BORN RECKLESS"

SUN.—MON.—TUES. OCT. 31—NOV. 1—2  
William Powell—Luise Rainer in  
"EMPEROR'S CANDLESTICKS"

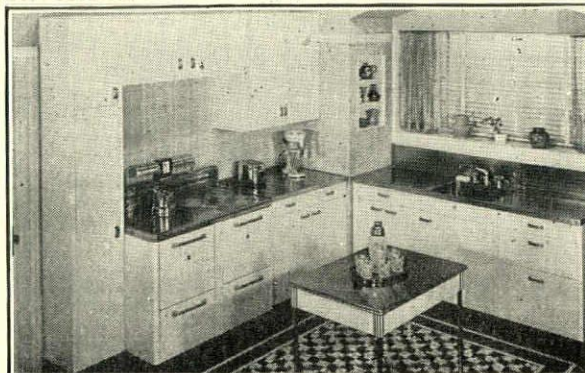
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## SOVIET PALACE BEGINS TO RISE

Architects for the Palace of Soviets, which is under construction in the Soviet capital, delivered reports on their work at the Congress of Soviet Architects in Moscow.

The Palace of Soviets will present a synthesis of architecture and sculpture, declared M. B. Iofan. It represents a single architectural composition 1,445 feet high (including a metal statue of Lenin). The receding shape of the building eliminates the impression of heaviness. The architectural layout of the facade is subordinated to the idea of growth, of the striving of architectural forms upward, to the statue of Lenin, it is said.

### No Buildings Nearby

The Palace of Soviets will be surrounded by open spaces from which one will be able to get a full view of the building.

There will be a large square in front of the palace, while on the opposite bank of the Moscow river a large park will be created.

Granite will be used as the principal facing material with some rust-proof steel for the upper part of the building.

Iofan stressed that the work on the design of the palace already had a strong influence on the development of the entire Soviet architecture.

### Hall to Seat 20,000

In his report Prof. V. E. Gelfreikh described the internal structure. The total volume of the building reaches 6,500,000 cubic meters. The large round hall will seat 20,000 people, will be the largest roofed hall in the world. It will have a metal cupola. The small hall, for 6,000 seats, will have a semicircular shape similar to that of ancient Greek theaters.

The upper stories of the building will accommodate museums and exhibitions. The building will have seven open terraces.

Academician V. A. Schuko noted that the work upon this structure has gone past the stage of projecting and has entered that of construction. Concrete laying is in full swing.

## INDIANA BOARD ELECTS

August C. Bohlen, Indianapolis, was reelected chairman of the state board of registration for architects at their meeting last week. It was the first meeting for O. A. Tislow, Indianapolis, and A. M. Strauss, Fort Wayne, newly appointed members. Members who were retained were Mr. Bohlen, Warren D. Miller, Terre Haute, and Joe Wildermuth, Gary. The latter was elected vice chairman, and Leighton Bowers was reappointed secretary and state inspecting architect.

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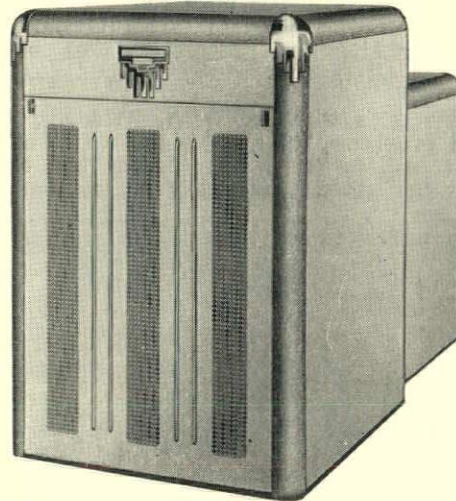
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## PROPOSED COMPREHENSIVE HOUSING-PLANNING SURVEY

No achievement is made without planning. No proper planning can be made without complete reliable data. The primary value of a PLANNING survey lies in its accuracy and dependability. In general, the greater success of all accomplishments is dependent upon the degree of careful study and analysis exercised in the preparation.

The one gravest error perhaps in common practice is **awaiting until immediate demand** the essential preliminary work for the project at hand. The urgent demand is usually conducive to questionable haste and omission of pertinent details and essential facts or features.

The great advantage of preliminary study, information, and data was most impressively evident in connection with the late World War. All prior studies, planning and preparation that could be utilized at all in that emergency had **double-plus value**.

In connection with the WPA, PWA and similar Federal programs, the greater preference and benefits accrued to those who **already** had compiled data or had made preliminary preparations.

It is outstandingly significant too that all of the cities and municipalities of our country that have shown major accomplishments did so as a result of extensive scientific preliminary survey, study and research.

Detroit is sadly lacking in adequate preliminary preparation for its greater opportunities. It is substantially handicapped in its lack of most essential civic data and information that can be obtained only by a complete comprehensive house-to-house survey.

Such a survey would provide most valuable civic information that could be used to advantage by practically all city officials, departments, agencies and organizations, and would be of great economic value to our taxpaying public.

A complete Comprehensive Housing Planning Survey would be of indispensable value to the City Plan Commission in preparing the two most essential civic planning needs of Detroit—the Land Use Maps to supplement a Zoning Ordinance, and the necessary data upon which can reliably be based a comprehensive long-visioned officially-approved Civic Planning Concept, toward which all future civic planning activities can be directed.

—The Planner

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**Jambs**

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**Zinc**  
**Sash Guides**

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